Project Awards
Most Effective Influencer Promotion

The Wilbert Group on behalf of Halcyon for "Taste of Halcyon," Influencer Dine Around

- Dialogue on behalf of Villa Lagoon Tile for Cementing the Beauty of Cement Tile
- Porter Novelli on behalf of the Bayer Bee Care Program for 'Tis the Season to Celebrate Pollinators
Media Relations - Associations/Government/Nonprofit Organizations

Cookerly Public Relations on behalf of Gwinnett Medical Center (GMC), soon-to-be Northside-Gwinnett for Cookerly PR & GMC: Supporting a Revered Brand

- Curran Public Relations, LLC for Returning Sacred Lands: Global Ministries
Media Relations – Business-to-Business

• Jackson Spalding on behalf of The Coca-Cola Company for Coke Innovation Drives Buzz in Convenience Retail

• Cookerly Public Relations for Card App: Ondot Competes with Industry Giants
Media Relations – Consumer Products – Food and Beverage

Rountree Group for Firebirds Heats up the Media

- Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy’s for Wendy’s: America’s Favorite Breakfast
Media Relations – Consumer Products – Health Care

MKE Communications for Radio Recliner
Media Relations – Consumer Products – Non-Packaged Goods

- Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy’s for Wendy's: America’s Favorite Breakfast

KWI Communications for This Richard Jewell Story is the Bomb
Media Relations – Consumer Products – Packaged Goods

Porter Novelli for Panasonic's 2019 Holiday Look Book
Media Relations – Consumer Services

- Anderson Public Relations and Idea Associates for Park Springs Heroes Lock-In to Protect Seniors

MKE Communications for Radio Recliner
Feature Stories

• Drew Public Relations for Today's Lesson: Sustainable Versatility

Arketi Group for Miller Zell Displays Retail Leadership Amid COVID

• Arketi Group on behalf of Featurespace for Featurespace Solidifies Credit Union Expertise
Executive Communications

Arketi Group for Equifax Enlists Arketi to Enhance Executive Visibility

• High Iron on behalf of Rural Sourcing, Inc. for Focus on Storytelling: RSI Executive Communication

• Arketi Group on behalf of NCR for Arketi Elevates NCR’s Thought-Leadership
Best Use of Social Stories

- Children's Healthcare of Atlanta for CHEER-ful Nan Provides Inspiration Nationwide

Piedmont Healthcare with Jackson Spalding for Piedmont Healthcare's Social Gratitude Series
Facebook Engagement

good2grow and broadhead for Enhancing the good2grow Experience During COVID-19

• The Wilbert Group on behalf of Banyan Street Capital for Banyan + Feeding America Spreads Positivity
Instagram Communications

• IHG Hotels & Resorts for IHG Army Hotels: Hospitality for Heroes

Northside Hospital with FleishmanHillard for New Mom Monday
LinkedIn Communications

Cookerly Public Relations for Guardian Pharmacy Raises Long-Term Care Profile
Websites/New Digital Platform

- Arketi Group on behalf of RoomReady for New RoomReady Site Adds Engagement, Interactivity

- Primrose Schools with Jackson Spalding for Primrose Schools Transforms Parent Guilt into Art
Best Use of Data/Analytics

Northside Hospital with FleishmanHillard for Northside/Gwinnett Social Channel Merger
Word-of-Mouth (Viral, Buzz, Talk Triggers)

- good2grow with broadhead for Enhancing the good2grow Experience in Atlanta

- Primrose Schools with Jackson Spalding for Primrose Schools Transforms Parent Guilt into Art
Creative Tactics

• Cookerly Public Relations on behalf of Georgia-Pacific for Georgia-Pacific America Recycles Day Game Show

• Arketi Group for Arketi Campaign Connects Clients with Remote Staff

Piedmont Healthcare with Jackson Spalding for the Social Gratitude Series
Annual Reports

Georgia World Congress Center Authority for its Annual Report 2019: Game Changers
Digital Publications (Single Issue Newsletters/Booklets/Calendars)

• Georgia Hospital Association for COVID-19: A Tribute to our Heroes
Online Videos

- Cookerly Public Relations and AJ Parker Media for A Day in the Life at Pinewood Forest

- Western Pet Services with Jackson Spalding for Western Pest Services Goes Western
Research/Evaluation

• good2grow and broadhead for Enhancing the good2grow Experience in Atlanta

Arketi Group for Fiserv Research Shines the Light on Cybersecurity
Webcasts

- CHRIS 180 for Lunchtime Live Series During A Pandemic
- Arketi Group for Iron Mountain Takes Webinar Series to New Heights
Magazines

Emory University Nell Hodgson Woodruff School of Nursing for Emory Nursing Magazine
Program Awards
Community Relations – Associations/Government/Nonprofit Organizations

• City of Avondale Estates for Plan A Park Public Engagement

The Home Depot Foundation with Big Red Rooster, MSL and Sunshine Sachs for "Operation Surprise"
Community Relations – Business Products

Cookerly Public Relations for Mercedes-Benz Curbside Caring COVID-19 Relief

• Cricket Wireless with Jackson Spalding for 12 Days of Cricket Spreads Holiday Cheer
Community Relations – Business Services

- IHG Hotels & Resorts for IHG Army Hotels: Hospitality for Heroes
Content Marketing - Associations/Government/Nonprofit Organizations

Children's Healthcare of Atlanta for the Strong4Life COVID-19 Parent Resource Hub
Content Marketing – Business Products

Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy’s for Wendy's: A Spicy Comeback
Crisis Communications

• Piedmont Healthcare for Piedmont Healthcare COVID-19 Crisis Communications

Newell Brands for Compassionate COVID-19 Communications
Events or Observances – More than Seven Days – Business Products

Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy’s for Wendy's: A Spicy Comeback

• Novelis for Novelis Acquires Aleris: Forging Ahead Together
Events or Observances – More than Seven Days – Business Services

The Wilbert Group for Hello Halcyon: Maintaining the Drumbeat

- IHG Hotels & Resort for IHG Army Hotels: Hospitality for Heroes
Events or Observances – More than Seven Days – Associations/Government/Nonprofit Organizations

communications 21 for the 42nd Annual Atlanta Jazz Festival
Events or Observances – Seven or Fewer Days – Consumer Products

Newell Brands and the Cercone Brown Company for Upstate Getaway with Newell Brands

- MSL and Hartmann Studios for Home Depot Breaks Through Holiday with Early Cheer
Events or Observances – Seven or Fewer Days – Consumer Services

- Porter Novelli on behalf of the Bayer Bee Care Program for Feed a Bee Makes a Buzz at the Saint Louis Zoo

- Primrose Schools with Jackson Spalding for Primrose Schools Transform Parent Guilt into Art
Events or Observances – Seven or Fewer Days – Associations/Governments/Nonprofit Organizations

Emory University School of Medicine for Virtual Match Day 2020

- Children's Healthcare of Atlanta for Star Wars Day: May the Four-Year-Old Be with You
Financial Communications

- FleishmanHillard Atlanta with Global Payments for Global Payments: Atlanta’s Fintech Powerhouse
Global Communications

IHG Hotels & Resorts for We’re there. So you can be too.
Influencer Marketing to Expand Awareness

- Porter Novelli with BBDO and Mastermind Marketing for Bayer Bee Care Creates “Buzz” with Influencers

- Elmer's and Newell Brands for The Elmer's 'What If?!' Mystery Box Challenge
Integrated Communications – Associations/Government/Nonprofit Organizations

Emory University Department of Medicine for
Thank an Emory Health Hero

- Children's Healthcare of Atlanta for Combating COVID with Information and Inspiration
Integrated Communications – Business to Business

Arketi Group for Korber Conquers Complexity During Global Rebrand

• Orkin with Jackson Spalding for Orkin Fights Coronavirus with VitalClean™
Integrated Communications – Non-Packaged Goods

Cookerly Public Relations for Solar Powered Micro Homes Offer New Way of Living
Integrated Communications – Retail Stores and Restaurants

- Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy’s for Wendy's: America’s Favorite Breakfast
Integrated Communications – Consumer Services

- Primrose Schools with Jackson Spalding for Primrose Schools Transforms Parent Guilt Into Art
- IHG Hotels & Resorts for We’re there. So you can be too.
Children's Healthcare of Atlanta for "Strong4Life Employee Wellness COVID-19 Response."
Internal Communications – Business - 1,000-10,000 Employees

- Cookerly Public Relations for MBUSA Tunes Up Its COVID Communications

- IHG Hotels & Resorts for the World's Largest Sales Call Week
Internal Communications – Business – More than 10,000 Employees

Phoenix Awards

Newell Brands for Compassionate COVID-19 Communications

• Novelis for Novelis Acquires Aleris: Forging Ahead Together
Issues Management

• Novelis for Novelis Urges Employees to Stay Cool

  Porter Novelli with BBDO and Mastermind Marketing for the 2019-2020 Bayer Bee Care Program
Marketing – Business-to-Business - Products

- Arketi Group for Korber Global Rebrand Conquers Complexity
  - Dialogue for Cementing the Beauty of Cement Tile with Designers
Marketing – Business-to-Business – Professional and/or Financial Services

Phoenix awards

Cookerly Public Relations for Deluxe Transformation: Champions of Small Business
Marketing – Business-to-Business – Retail Stores and Restaurants

• Ketchum with VMLY&R, Spark Foundry, and The Marketing Arm on behalf of Wendy’s for Wendy's: America's Favorite Breakfast
Marketing – Consumer Products - Technology

Fire Bee for Driving' Growth for Lyft Across the Southeast
Cookerly Public Relations for Cookerly PR and CTCA Atlanta: Bolstering a Brand
Most Effective Campaign on a Shoestring Budget ($5,000 or Less)

- ProjectPR on behalf of Franklin Pond Chamber Music for Franklin Pond Chamber Music Competition
- First Advantage for The New Future of Work
- Newell Brands for Compassionate COVID-19 Communications
Most Effective Corporate Social Responsibility Campaign

- Porter Novelli and G&S Business Communications for BeSure! Reminds Farmers to Protect Pollinators
Multicultural Public Relations

Toyota Motor North America with Jackson Spalding for Toyota Motor North America Drives Airbag Repairs
Public Affairs – Associations/Government/Nonprofit Organizations

CDC Office of the Associate Director of Communication and the EVALI Joint Information Center for Raising Awareness of a National Outbreak
Public Service – Associations/Government/Nonprofit Organizations

- communications 21 on behalf of Gateway85 Community Improvement District for Gateway85 CID’s Candidate Forum

  Georgia Department of Transportation for the Changeable Message Signs Campaign
Public Service – Business

• Georgia Power for Power from a Different Perspective-Thank A Lineman

Cookerly Public Relations for No Limits: Mercedes-Benz Tackles Gender Stereotypes
Reputation – Brand Management

IHG Hotels & Resorts for IHG Slams the Door on Human Trafficking

• Cisco for Cisco as the Leader of the Internet for the Future
Best of COVID-19 Communications Finalists

• Emory University Department of Medicine for Thank an Emory Health Hero

• Newell Brands for Compassionate COVID19 Communications
Emory University's Department of Medicine implemented an integrated communications campaign titled "Thank an Emory Health Hero" to share positive stories and recognize the incredible selflessness and lifesaving work performed by faculty, staff, trainees, and all healthcare workers on the front lines of the COVID-19 pandemic.
Best of Phoenix Finalists

• IHG Hotels & Resorts for We’re There. So You Can Be Too.

• Emory University Department of Medicine for Thank an Emory Health Hero

• Newell Brands for Compassionate COVID19 Communications
Best of Phoenix

Newell Brands for Compassionate COVID19 Communications

COVID-19 has had unprecedented effects on the world and presented several complex communications challenges for employers. The Newell Brands corporate communications team quickly launched a multichannel communications plan to keep geographically dispersed employees connected by increasing the frequency of company updates, producing engaging content and scrappy creative and sharing empathetic messaging with information on health and safety policies and programs.
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