



## **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.

# Internal Communications – Associations/Government/Nonprofit Organizations



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



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



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

# Marketing – Consumer Services – Healthcare Services



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

# Best of COVID-19 Communications

Emory University Department of Medicine for  
Thank an Emory Health Hero



**EMORY**  
UNIVERSITY  
SCHOOL OF  
MEDICINE

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**Department of Medicine**

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.

## Platinum Sponsors



## Silver Sponsors



## Producing Sponsor



# Phoenix Awards and Awards Celebration Committees

## Phoenix Awards

**Daniel Groce**, Board Liaison

**Lauren Powers**, Co-Chair

**Alyssa Thys**, Co-Chair

## Awards Celebration

**Jamie Cwalinski**, Board Liaison

**Lee Redding**, Co-Chair

**Mandy Wilson**, Co-Chair