

# 2021 PRSA Georgia Phoenix Award Winners

## Program Categories

### Community Relations - Associations/Government/Nonprofit Organizations

**Phoenix Award:** *I'm Invested! CCWA Rate Awareness Campaign*

Clayton County Water Authority and Jacobs

**Award of Excellence:** *Operation Surprise*

The Home Depot Foundation with MSL Group, Sunshine Sachs, Big Red Rooster and 5 Star Productions

### Content Marketing - Associations/Government/Nonprofit Organizations

**Award of Excellence:** *It's Never Too Late To Learn*

Children's Healthcare of Atlanta Strong4Life

### Content Marketing - Business Products

**Phoenix Award:** *Körber Launches Supply Chain Master Class Series*

Arketi Group and Körber

**Award of Excellence:** *Trilith Integrated Campaign: 200 First Homes Sold*

Cookerly PR and Berkshire Hathaway HomeServices Georgia Properties' New Homes Division and Trilith

### Content Marketing - Business Services

**Phoenix Award:** *Believe in Banking: Supporting an Essential Sector*

Adrenaline with Lynn Harris Medcalf PR Consulting

### Crisis Communications

**Phoenix Award:** *Georgia Power Pushes Storm Education After Zeta*

Georgia Power

### Events or Observances - More Than Seven Days - Associations/Government/Nonprofit Organizations

**Phoenix Award:** *DA Sherry Boston's 2021 Love Run, Walk & Roll 5K*

Office of the DeKalb County District Attorney Department of Communications



## 2021 PRSA Georgia Phoenix Award Winners: Program Categories

### Events or Observances - More Than Seven Days - Business - Products

**Phoenix Award:** *The Home Depot Launches 2020 Seasonal Collections*

The Home Depot with MSL and Hartmann Studios

### Events or Observances - More Than Seven Days - Business - Services

**Award of Excellence:** *Economic Development Week Reaches New Heights*

Georgia Power

### Events or Observances - Seven Or Fewer Days - Associations/Government/Nonprofit Organizations

**Phoenix Award:** *Virtual White Coat Ceremony 2020*

Emory School of Medicine and The Recording Service

**Award of Excellence:** *Emory Department of Medicine's Health Equity Day*

Emory University Department of Medicine and the Emory DOM Diversity, Equity, and Inclusion Council

### Events or Observances - Seven Or Fewer Days - Consumer Products

**Phoenix Award:** *The Home Depot and the 12-Foot Skeleton Go Viral*

The Home Depot with MSL and Hartmann Studios

### Integrated Communications - Associations/Government/Nonprofit Organizations

**Phoenix Award:** *Greater Atlanta COVID-19 Response & Recovery Fund*

Community Foundation for Greater Atlanta and United Way of Greater Atlanta

**Award of Excellence:** *A State of Change: Crowdsolving for Climate in GA*

Dialogue and The Ray C. Anderson Foundation on behalf of Drawdown Georgia

**Award of Excellence:** *Keep It Clean Georgia: GDOT's Fight to End Litter*

Georgia Department of Transportation with BCW Global Atlanta

# 2021 PRSA Georgia Phoenix Award Winners: Program Categories

## **Integrated Communications - Business to Business**

**Phoenix Award:** *Made For More Small Business Fund*

Zeno Group and Newell Brands

**Award of Excellence:** *DefenseStorm Secures \$12M; Starts Market Expansion*

Arketi Group and DefenseStorm

## **Integrated Communications - Consumer Products**

**Award of Excellence:** *Century Baby (Re)Launches with Do More Promise*

Newell Brands Brand Communications Team in partnership with Century Brand Marketing & Activation Teams, Zeno Group and VMLY&R

## **Integrated Communications - Food & Beverage**

**Phoenix Award:** *Vidalia Onions Sweeten the Kentucky Derby*

Porter Novelli on behalf of the Vidalia Onion Committee

## **Integrated Communications - Retail Stores and Restaurants**

**Phoenix Award:** *Launching a Chicken Sandwich to Juicy Results*

Weber Shandwick on behalf of McDonald's

**Award of Excellence:** *Gelato, Y'all! Georgians Scoop It Up*

Cookerly PR on behalf of Honeysuckle Gelato

## **Internal Communications - Associations/Government/Nonprofit Organizations**

**Phoenix Award:** *Operation Surprise 2020*

The Home Depot Foundation with MSL Group, Sunshine Sachs, Big Red Rooster and 5 Star Productions

**Award of Excellence:** *Piedmont Healthcare #DifferenceMakers*

Piedmont Healthcare

## **Internal Communications - Business - 1,000 to 10,000 Employees**

**Phoenix Award:** *New Employee App Boosts Brand Internally*

Georgia Power



# 2021 PRSA Georgia Phoenix Award Winners: Program Categories

## **Internal Communications - Business - More Than 10,000 Employees**

**Phoenix Award:** *Novelis Zooms Online*

Novelis

**Award of Excellence:** *Newell Now: The Choice Channel for Newell Brands*

Newell Brands

## **Issues Management**

**Phoenix Award:** *Novelis Learns to Roll (Aluminum) with Masks*

Novelis

## **Marketing - Business To Business - Products**

**Phoenix Award:** *DefenseStorm Secures \$12M; Starts Market Expansion*

Arketi Group and DefenseStorm

## **Marketing - Consumer Services - Financial Services**

**Phoenix Award:** *PlanGap Unveils Consumer Social Security Insurance*

Cookerly PR on Behalf of PlanGap

## **Marketing - Consumer Services - Health Care Services**

**Phoenix Award:** *Expert Cancer Care: Every Stage. Every Day.*

Cookerly PR on behalf of CTCA, Atlanta

**Award of Excellence:** *Heartland Dental Climbs to the Top*

Cookerly PR on behalf of Heartland Dental

## **Most Effective Campaign on a Shoe String Budget (\$5,000 or Less)**

**Phoenix Award:** *Emory Department of Medicine's Health Equity Day*

Emory University Department of Medicine and the DOM Diversity, Equity, and Inclusion Council

**Award of Excellence:** *Cheers! Small Town Beer Scene*

City of Avondale Estates and the Downtown Development Authority

**Award of Excellence:** *Dr. Cecil Bennett Educates Georgians on COVID*

Leff & Associates on behalf of Newnan Family Medicine



# 2021 PRSA Georgia Phoenix Award Winners: Program Categories

## **Most Effective Diversity, Equity, and Inclusion Campaign for External Audiences**

**Phoenix Award:** Profile Marketing & PR: "Count on DeKalb"

Profile Marketing & Public Relations on behalf of DeKalb County Voter Registration & Elections

**Award of Excellence:** 60th Anniversary of Desegregation at UGA

University of Georgia

## **Most Effective Diversity, Equity, and Inclusion Campaign for Internal Audiences**

**Phoenix Award:** Emory Department of Medicine's Health Equity Day

Emory University Department of Medicine and the DOM Diversity, Equity, and Inclusion Council

**Award of Excellence:** "Pfizer's GBC: From CRG to Change Agent"

PRecise Communications and Pfizer's Global Black Community

**Award of Excellence:** IHG's Commitment to Diversity, Equity & Inclusion

IHG Hotels & Resorts

## **Most Effective Independent Counselor Campaign**

**Phoenix Award:** Goizueta Business School Showcases Expertise

Leff & Associates for the Goizueta Business School

**Award of Excellence:** SmartPM Transforms Schedule Data in Construction

MarketShare Solutions on behalf of SmartPM Technologies

## **Most Effective In-House Campaign**

**Phoenix Award:** Novelis Masks Up

Novelis

**Award of Excellence:** Veritiv Corporation: Working in a Virtual World

Veritiv Corporation

## **Public Service - Associations/Government/Nonprofit Organizations**

**Phoenix Award:** GDOT's Quest Against Human Trafficking in Georgia

Georgia Department of Transportation



## 2021 PRSA Georgia Phoenix Award Winners

**Public Service - Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)**

**Phoenix Award:** Orlando United Assistance Center

Poston Communications on behalf of the Orlando United Assistance Center

**Reputation/Brand Management**

**Phoenix Award:** "From #TPNerd to Belle of the Bathroom Ball"

Georgia-Pacific Corporate Communications Team

**Award of Excellence:** Clayton County Branding Project

Clayton County Board of Commissioners Office of Communications

# 2021 PRSA Georgia Phoenix Award Winners

## Project Categories

### **Annual Reports**

**Phoenix Award:** *Newell Brands' 2020 Corporate Citizenship Report*

Newell Brands

### **Best Use of Branded Content**

**Phoenix Award:** *Patients Gear Up To Manage Construction*

Children's Healthcare of Atlanta

**Award of Excellence:** *Training for a Mouthful*

Schlotszky's with M Booth Agency

### **Best Use of Social Stories**

**Phoenix Award:** *Virtual White Coat Ceremony 2020*

Emory University School of Medicine and The Recording Service

**Award of Excellence:** *Why West Midtown*

The Wilbert Group on behalf of Hines

### **Brochures - Digital**

**Phoenix Award:** *Breaking barriers and fighting for the future*

Children's Healthcare of Atlanta and Emory University School of Medicine Department of Pediatrics

### **Brochures - Print**

**Phoenix Award:** *A Little Book About Creating Big Change*

YKK with Sockeye

### **Creative Tactics**

**Phoenix Award:** *Mercedes-Benz Redefines Automotive Maintenance*

Cookerly PR on behalf of Mercedes-Benz USA

**Award of Excellence:** *Georgia Ports Virtual State of the Port*

Georgia Ports Authority



# 2021 PRSA Georgia Phoenix Award Winners: Program Categories

## Digital Newsletters

**Phoenix Award:** *Health Department Heroes*

Gwinnett, Newton & Rockdale County Health Departments

## Digital Publications (Single Issue Newsletters/Booklets/Calendars)

**Phoenix Award:** *Hospitals 101*

Georgia Hospital Association

**Award of Excellence:** *Electrifying Newsletters: What's Old is New Again*

Georgia Power

## Executive Communications

**Phoenix Award:** *Letters from the City Manager*

Patrick Bryant, Rebecca Long and Shannon Powell on behalf of Avondale Estates

**Award of Excellence:** *Chris Womack Becomes Georgia Power's New CEO*

Georgia Power

## Facebook Engagement

**Phoenix Award:** *#MaskUpGA*

Georgia Hospital Association

**Award of Excellence:** *CEFGA Pivots to Facebook As Pandemic Cancels Event*

Leff & Associates on behalf of the Construction Education Foundation of Georgia

## Feature Stories

**Phoenix Award:** *The Revolutionary War: Tea & Eastern White Pine*

Drew Public Relations, Inc., on behalf of NELMA - Northeastern Lumber Manufacturers Association

**Award of Excellence:** *CHEP Sustainable Supply Chains Support the Economy*

Arketi Group and CHEP





# 2021 PRSA Georgia Phoenix Award Winners: Program Categories

## Instagram Communications

**Phoenix Award:** *People Behind the Power: Employee Social Takeovers*

Georgia Power

**Award of Excellence:** *Gateway to Creativity: Trilith on Instagram*

Cookerly PR on behalf of Trilith + The Team at Trilith Studios

## LinkedIn Communications

**Phoenix Award:** *Guardian Pharmacy Boosts Long-Term Care Profile*

Cookerly PR on behalf of Guardian Pharmacy Services

## Media Relations - Associations/Government/Nonprofit Organizations

**Phoenix Award:** *YMCA Pivots to Support Atlantans in Need*

Cookerly PR on behalf of the YMCA of Metro Atlanta

**Award of Excellence:** *Lumber 4-1-1: Why Wood is Good!*

Drew Public Relations, Inc., on behalf of NELMA - Northeastern Lumber Manufacturers Association

## Media Relations - Business-To-Business

**Phoenix Award:** *Deluxe Treatment: Getting SMBs Through COVID-19*

Cookerly PR + Deluxe Corp.

**Award of Excellence:** *Arketi & NCR Keep Commerce Running During COVID*

Arketi Group and NCR

## Media Relations - Consumer Products - Food & Beverage

**Phoenix Award:** *Training for a Mouthful*

Schlitzsky's with M Booth Agency

**Award of Excellence:** *Zero' buzz for the South's favorite cherry soda*

Fire Bee on behalf of Cheerwine



# 2021 PRSA Georgia Phoenix Award Winners: Program Categories

## **Media Relations - Consumer Products - Health Care**

**Phoenix Award:** Coworkers donate kidneys to each other's spouse  
Children's Healthcare of Atlanta

## **Media Relations - Consumer Products - Non-Packaged Goods**

**Phoenix Award:** Rubbermaid Brilliance Prep School  
Zeno Group and Newell Brands

**Award of Excellence:** The Home Depot Launches 2020 Seasonal Collections  
The Home Depot with MSL and Hartmann Studios

## **Media Relations - Consumer Products - Technology**

**Award of Excellence:** Modern Banking for the Culture  
KWI Communications for work with Greenwood

## **Media Relations - Consumer Services**

**Award of Excellence:** Covid Safety: Just What the Doctor Ordered  
Cookerly PR on behalf of Kaiser Permanente of Georgia

## **Most Effective Influencer Promotion**

**Phoenix Award:** Shop Simple with Samples @Carpet One Floor & Home  
White Label Studio on behalf of Carpet One Floor & Home

## **Online Videos**

**Phoenix Award:** Georgia Ports Virtual State of the Port  
Georgia Ports Authority

**Award of Excellence:** Basik Spaces Debuts at The Works  
The Wilbert Group on behalf of Selig, The Works



# 2021 PRSA Georgia Phoenix Award Winners: Program Categories

## Podcasts

**Phoenix Award:** *Newell Brands Connects Through Leaders Live!*

Newell Brands

**Award of Excellence:** *Believe in Banking: Podcast with a Purpose*

Adrenaline with Lynn Harris Medcalf PR Consulting

## Research/Evaluation

**Phoenix Award:** *Cox Unearths SMB & Telehealth Trends Amid COVID-19*

Arketi Group and Cox Business

**Award of Excellence:** *Health Department COVID-19 Vaccine Research*

Gwinnett, Newton & Rockdale County Health Departments

## Webcasts

**Phoenix Award:** *Georgia Ports Virtual State of the Port*

Georgia Ports Authority

**Award of Excellence:** *Körber Launches Supply Chain Master Class Series*

Arketi Group and Körber

## Websites/New Digital Platform

**Phoenix Award:** *Körber Launches Supply Chain Master Class Series*

Arketi Group and Körber

**Award of Excellence:** *Believe in Banking: Platform with a Purpose*

Adrenaline with Lynn Harris Medcalf PR Consulting

