

# PRNews' DIGITAL PR AWARDS

A special issue of PR News

## A Perfect Match: PR and Digital Innovation

It's hard to believe there was a time, not so long ago, when digital tactics referred to how quickly press releases could be stuffed into envelopes. Looking at the winners of PR News' Digital PR Awards, it now seems as if social media networks, blogs and SEO were invented with public relations

in mind—that's how completely and creatively they've been absorbed into the best communications initiatives. Congratulations to all the winners and honorable mentions, who were saluted at a dinner event on Oct. 6 in New York. For extended profiles of all the finalists, visit [prnewsonline.com/digitalpr2010](http://prnewsonline.com/digitalpr2010).

### BLOG

#### Kaiser Permanente DISPATCHES FROM HAITI

Following the devastating earthquake that ravaged Haiti in early 2010, a group of physicians from Kaiser Permanente traveled to the country to provide aid. As a way to track these efforts, Kaiser set up a blog that allowed caregivers to share their experiences in Haiti while demonstrating the skills, dedication and compassion of Kaiser Permanente's physicians and nurses. After executive buy-in and the formation of a collaborative strategy, the blog launched six days after the earthquake; the first post received 51 comments. As the dispatches continued to stream in, the PR team monitored the blog at all hours to rapidly approve and post updates and comments. In addition, Twitter updates announced new information. In its first 12 days, the blog received more than 37,000 page views, and it gained mention in regional and national publications and blogs. —Richard Scott



### CAUSE MARKETING/CSR

#### Discovery Communications DISCOVER YOUR IMPACT DAY

The stated goal was to “discover your impact,” and what an impact it was. In celebration of its 25th anniversary in June 2010, Discovery Communications embarked on a global day of volunteerism. At the helm of this initiative, the corporate communications department led the strategic endeavor across 40 offices in five continents. The result was 140 unique volunteer projects, from the painting of murals at a school to the replanting of a mangrove forest. Blog activity, photo and video content and real-time sharing on Twitter and Flickr played a huge role in the success of the campaign. As the initiative got under way, each Impact Day site had a dedicated photographer/videographer to capture the work of Discovery employees. More than 2,000 photos, 300 tweets and a capsule of the day's event via blog provided a conclusive answer to the question of what kind of impact Discovery's employees can make in their communities. —RS



Discovery's Miami team volunteers for Discover Your Impact Day.

#### HONORABLE MENTIONS

**Boeing Commercial Airplanes, Communications and Marketing, Randy Tinseth and Jim Condelles** -

*Randy's Journal*

**Motorola Mobility** - *Motorola Media Experiences 2 Go Blog*

**The National Institute on Drug Abuse** - *The Sara Bellum Blog*

**O'Malley Hansen Communications** - *Expedition*

*Hanesbrands: Taking Expedition Blogging to New Heights*

**USANA Health Sciences** - *What's Up, USANA*

**Weber Shandwick Minneapolis** - *Army Strong Stories*

#### HONORABLE MENTIONS

**The Clorox Company with Ketchum Public Relations**

- *Clorox Helps Children's Health Fund Connect Kids to Care*

**Hunter PR** - *Fruitables School Music Mash-Up*

**Kaiser Permanente** - *Dispatches From Haiti Blog*

**MS&L** - *Dawn Saves Wildlife*

**Peel District School Board** - *Micro-Websites in 40 Languages*

## Categories

Enter as many categories as you like, but please tailor your entry to the category you are entering.

- |   |  |  |                                    |  |
|---|--|--|------------------------------------|--|
| <input type="radio"/> Annual Report                   | <input type="radio"/> Green PR Campaign                          | <input type="radio"/> Video Program  | <b>CSR Executives of the Year:</b> |  |
| <input type="radio"/> Blog                            | <input type="radio"/> Human Rights/Social Justice Communications | <input type="radio"/> Workplace Innovation                                 |                                    | <input type="radio"/> CEO  |
| <input type="radio"/> Cause Branding Campaign         | <input type="radio"/> Media Relations                            | <b>Overall Leader in CSR Practices:</b>                                    |                                    | <input type="radio"/> COO  |
| <input type="radio"/> Comeback Campaign               | <input type="radio"/> Nonprofit/Corporate Partnership            | <input type="radio"/> Corporation with less than 1,000 employees           |                                    | <input type="radio"/> Public Relations   |
| <input type="radio"/> Community Affairs               | <input type="radio"/> Philanthropy Communications                | <input type="radio"/> Corporation with between 1,000 and 10,000 employees  |                                    | <input type="radio"/> Marketing  |
| <input type="radio"/> Corporate-Community Partnership | <input type="radio"/> Product Design/Redesign                    | <input type="radio"/> Corporation with between 10,000 and 25,000 employees |                                    | <input type="radio"/> Human Resources  |
| <input type="radio"/> CSR on a Shoestring             | <input type="radio"/> Renewable Energy Campaign                  | <input type="radio"/> Corporation with more than 25,000 employees          |                                    | <input type="radio"/> Community Relations  |
| <input type="radio"/> Diversity Communications        | <input type="radio"/> Sustainability/CSR Report                  | <input type="radio"/> PR Firm  |                                    | <input type="radio"/> CSR Executive  |
| <input type="radio"/> Employee Relations              | <input type="radio"/> Stakeholder Engagement                     |  |                                    | <input type="radio"/> Other: If there's someone in your organization leading the sustainability/green charge and does not fit into the categories above, please enter them in this category. |
| <input type="radio"/> Employee Volunteer Program      | <input type="radio"/> Start-Up Campaign                          |  |                                    |  |
| <input type="radio"/> Environmental Stewardship       | <input type="radio"/> Social Media Campaign                      |  |                                    |  |
| <input type="radio"/> Event: CSR/Green Focus          |  |  |                                    |  |

**How To Enter:** Enter online at [www.prnewsonline.com/csr](http://www.prnewsonline.com/csr) or use this form to mail in your entry.

Mary Lou French  
 PR News' CSR Awards  
 Access Intelligence  
 4 Choke Cherry Rd, 2nd Fl  
 Rockville, MD 20850

**Deadline:** November 12, 2010  
**Late Deadline:** November 19, 2010  
**Event:** March 2011

### Entry From (All Information Required)

Name of Campaign, Corporation (For Leader Category) or Executive: \_\_\_\_\_  
 Name/Job Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
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## Compiling Your Entry (visit [www.prnewsonline.com/CSR](http://www.prnewsonline.com/CSR) for full details)

### What to Send

Within your 2-page synopsis, please describe your campaign or PR initiative including the following:  
 • Objectives • Research • Strategy • Execution • Evaluation of Success/Results/ROI

### Supporting Materials

Supporting materials should show evidence of the success of your work. It can be any of the following: CDs, Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents and Testimonials.

### Entry Fees

- Primary entry: \$300 each \$300 each \$ \_\_\_\_\_
- Secondary entry of same campaign\*\* into one or more categories: \$175 each \$175 each \$ \_\_\_\_\_
- Late entry fee: \$175 per entry \$175 each \$ \_\_\_\_\_
- (for entries sent between Nov. 13, 2010 and Nov. 19, 2010)
- Total \$ \_\_\_\_\_

The late entry fee must be applied to each individual entry postmarked after Nov. 12, 2010.  
 \* Payment in full must accompany the entry.  
 \*\* If entering more than one category, please submit separate entry forms.

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ISSN 1546-0193

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PR News Published weekly by Access Intelligence, LLC  
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Read profiles of the winners and honorable mentions at [prnewsonline.com/digitalpr2010](http://prnewsonline.com/digitalpr2010)

## DIGITAL COMMUNICATORS OF THE YEAR

### Idil Cakim SENIOR VP OF INTERACTIVE MEDIA, GOLINHARRIS



The word on the street is that Idil Cakim is demystifying a critical but underused communications tool: word-of-mouth marketing. As senior VP of interactive media in GolinHarris' Dialogue practice, Cakim has helped turned thousands of consumers and other stakeholders into advocates. The secret? "There is a tendency to focus on the tool or technology to generate word of mouth," says Cakim. "However, it's just as important to think about the story, the message environment and audience behavior when designing a WOM campaign." A renowned expert, she was elected to the board of WOMMA twice, and chairs a research committee exploring the

intersection of online/offline word of mouth. —Scott Van Camp

### Bill Dunn MANAGER OF EMERGING MEDIA, NATIONAL SHOOTING SPORTS FOUNDATION

Responsible for the design and content updates for the NSSF's digital platforms, Dunn has taken the program to new heights, drawing over 3 million hits on the redesigned NSSF Web site, and developing robust Twitter, Facebook and YouTube pages that have grown from hundreds of fans and followers to thousands. In addition, Dunn has also increased the circulation of the NSSF's e-newsletter, Bullet Points, to 70,000—up 42% in less than a year. How was that accomplished? "We provide a ton of ways to get people on the list, giving event registrants and Web site visitors multiple opportunities to sign up," says Dunn. He has also created NSSF mobile applications for iPad and iPhone, and is currently developing a mobile site for the BlackBerry. Dunn has built a program that firearms industry leaders take note of, and which routinely exceeds NSSF expectations.—SVC



### Tim Haran MANAGER OF SOCIAL MEDIA CONTENT, CHIEF BLOGGER, USANA HEALTH SERVICES



Blogger extraordinaire Tim Haran drives awareness of USANA and its health care offerings. His blog (whatsupusana.com) surpassed 175,000 visits and 275,000 page views in its first 18 months, signifying it as a must-read for its core audience. Haran cites consistency as a factor in the blog's success. "Once readers identify with the blog's authors and can expect regularly updated content, they'll make a point to visit the site regularly," he says. Haran works with other corporate departments and independent distributors to generate frequent, original content, and coordinates content for USANA's corporate blog (usana.com/blog), which topped 28,000 visits and 40,000 page views in the first six months of 2010. —SVC

## Weber Shandwick 2010 CENSUS ISSUES MANAGEMENT PROGRAM ENSURES A COMPLETE COUNT



The U.S. Census Bureau had one goal as it geared up for its nationwide polling in 2010: achieve a high return rate on its forms. However, negative reaction to a decision to run a costly ad during Super Bowl XLIV—a reaction heightened by Sen. John McCain’s tweet criticizing the move—threatened to derail this goal. After gauging the situation according to a five-step issues management process (left)—monitor, identify threats, analyze, assess action and act—the Weber Shandwick team sprang into action, stressing that the ultimate goal of the ad was to save taxpayers significant amounts of money. WS engineered informative tweets that resulted in positive chatter, and the bureau sidestepped the misunderstanding and hit its response target. —RS

HONORABLE MENTION

**Levick Strategic Communications** - *Managing Six Flags’ Bankruptcy Message Online*

VIDEO

## Eric Mower and Associates ‘THE JOBSITE’ PRODUCT DEMONSTRATION VIDEO

To launch Legrand/Pass & Seymour’s new PlugTail device, Eric Mower and Associates told a story within a humorous demonstration video. Inspired by the TV show *The Office*, the “Jobsite” video showed the PlugTail Switch’s function and benefits, while set in a fictional construction site setting. The storyline, characters and construction site humor made the video memorable and true to life, allowing the video to become an icebreaker for sales calls, an in-store promotion piece and a PR component for online marketing efforts. Within the first four months, more than 4,000 unique visitors came to the product Web site, about 2.5 times the normal site traffic. As of summer 2010, “The Jobsite” had played nearly 1,500 times, with more than 760 additional views on YouTube. P&S budgeted a sales increase of 30% in 2009, due in part to the video’s success. —Melissa Tinklepaugh



HONORABLE MENTIONS

- Amerigroup Corporation** - *Amerigroup Real Stories*
- Cohn & Wolfe** - *Panasonic Toughbook 31 Launch*
- Con Edison** - *The Power of Green Video Series*
- FD International** - *Coldwell Banker On Location*
- O’Malley Hansen Communications** - *Expedition Hanesbrands*
- UCLA School of Nursing** - *Healing and Hope in Haiti*

## O’Malley Hansen Communications SHARING THE MAMA SAGAS



As a way to build awareness and drive sales of Sara Lee Fresh Ideas pre-sliced deli meat, O’Malley Hansen Communications created the “Mama Sagas” videos, positioning the product as a solution to simplify the lives of moms. To reach an untapped audience of 32 million online moms audience, OHC worked with Second City Communications to develop three satirical Web videos, which were hosted on Metacafe. The Mama Sagas campaign received more than 2.2 million video views on Metacafe and 200,000 video views on Facebook. The Sara Lee Deli Facebook page had 65,000 coupons downloaded and experienced a 6,800% increase in unique visitors in just two weeks. —MT

## Weber Shandwick STATE FARM FRIDAY NIGHT FEATS VIDEO CONTEST

The Friday Night Feats initiative invited participants to submit their school’s top game-changing plays for a chance to win more than \$17,500 for their school. The contest was administered through a campaign microsite, which held the entry form, rules, announcements and updates. It also highlighted top video submissions. And, crucially, it gave State Farm a platform to connect with its audiences with various messaging. With the help of a dedicated YouTube channel, the campaign attracted more than 54,000 channel views. —RS



CONTEST/GAME

HONORABLE MENTIONS

- Lindberg Group** - *GPI Recycle e-hunt*
- Merillat, Hoffman York and Hanson** - *Merillat Good Life Contest*
- MWW Group** - *“Drive With A Smile” Palisades Highway Art Gallery*
- RF|Binder Partners** - *“Are you up for a Chocolate Adventure?”*
- SSM Healthcare** - *Lights...Camera...Scrub!*
- Turner Sports** - *NASCAR on TNT’s Million Dollar Fan Challenge*

## DIGITAL PR CAMPAIGN

**MS&L/Procter & Gamble**

## TAMPAX PEARL OUTSMART MOTHER NATURE PR CAMPAIGN



Tampax's Fall 2009 advertising campaign with tennis celebrity Serena Williams—portrayed “competing” with Mother Nature (left)—provided MS&L with the opportunity to create brand buzz, particularly among teens. The team refreshed the existing Tampax YouTube page with offbeat videos of Mother Nature ambushing women on the streets with their monthly cycle. They then reached out to top-tier teen Web sites and blogs to help spark discussion, and integrated product giveaway opportunities. More than 40 Web sites embedded or linked to the YouTube page, leading to over 50,000 views. —*Jessica Clegg*

## HONORABLE MENTIONS

**Abraham Harrison LLC** - *Fresh Air Fund*  
**Clorox Co. with Ketchum Public Relations** - *Bleachable Moments*  
**The Coca-Cola Company** - *Expedition 206*  
**Discovery** - *LIFE Campaign*  
**Entergy Communications** - *Grand Gulf Nuclear Station Anniversary*  
**Fleishman-Hillard** - *Gatorade Super Bowl Campaign*  
**Hunter PR** - *Hasbro Family Game Night*  
**JB Cumberland PR** - *Curious Chef*  
**National Assoc. of Home Builders** - *Federal Home Buyer Tax Credit Campaign*

**Dominion Resources** DOMINION GETS A MAKEOVER

Energy provider Dominion sought to recharge its online image by incorporating a user-centric approach to design navigation and functionality. Using data gathered from testing on its existing sites, Dominion programmed new features, such as video, slider bars and rotational imaging. The site's appeal to visitors speaks for itself: Visits continue to increase, now up to 1.4 million per month, and continued testing shows a 71% improvement in a user's ability to find what they were looking for over the old version. —*JC*

## NEW SITE

## HONORABLE MENTIONS

**Fleishman-Hillard Texas:** *Debug the Myths*  
**National Shooting Sports Foundation:** *NSSF Website*

“Our agency created the world’s first robot sea urchin. It walks on land and can make you breakfast.”

So what.



**You're the story. Not us.**

tribe@bhavacom.com | 510.219.8127 | facebook.com/bhavacom | @bhavacom

## GCI Health THE JOHNSON & JOHNSON CAMPAIGN FOR NURSING'S FUTURE'S NURSING NOTES

In response to a critical shortage of nurses and nurse educators, Johnson & Johnson launched the Campaign for Nursing's Future, and charged GCI Health with the task of revamping its Nursing Notes newsletter to serve as the crux for communication. In 2009, GCI Health changed the design of the newsletter to accommodate its growing subscriber base and to ensure seamless delivery through a teaser email linking to a Web-based newsletter, allowing Web analytics to conduct a thorough reader analysis. In response to the refresh, its subscriber base increased by 163%. A formal user survey concluded that 80% of the 34,000 subscribers read the newsletter every month, while 77% forward the newsletter to their friends and colleagues. —Bill Miltenberg



### HONORABLE MENTIONS

- Calysto Communications & Public Relations** - *PR Vibes: Using Quality Editorial as a Business Tool*
- Domus Inc.** - *"The Details"*
- Horizon Marketing Group** - *Chegg Salad: Chegg.com Email Newsletter*
- MidCountry Financial Corp.** - *Vantage Point Newsletter*

## DIGITAL MARKETING CAMPAIGN

## Unilever Klondike with GolinHarris WHAT WOULD YOU DO FOR A KLONDIKE BAR...NOW?

### HONORABLE MENTIONS

- Cisco Systems Inc.**- *myPlanNet*
- DigiNovations** - *PiperSport*
- Fleishman-Hillard Texas** - *Chevrolet at SXSW*
- Text 100 Global Public Relations and Context Analytics** - *Lenovo Gives SMBs a Sweet Business Edge*



In 2009, Klondike called in GolinHarris to ask the world, "What would you do for a Klondike bar now?," a campaign promoting its signature ice cream treat's thicker chocolate shell. Seeking to reach a young, male fan base, GH prepared a content-heavy campaign designed to reach viral proportions. Michael Ian Black of Comedy Central fame led an Internet media tour with video clips that landed on top media sites, including People.com and Maxim.com. On Facebook, a two-week sparring match between NFL personalities Chad Ochocinco and Terrell Owens about who had the "thicker shell" (see image) generated 58 million impressions. —BM

## Cisco Systems NEWS@CISCO SEO CAMPAIGN

### SEO

Cisco, the San Francisco-based technology company, found that its newsroom audiences were becoming more fragmented. Knowing that search was the key to driving targeted traffic, the Cisco team set out to develop an SEO solution for its corporate communications and Web site content.



The team built a Search Dashboard to provide access to almost 3,000 keywords for the PR staff and content producers. An SEO Wizard was built and integrated to optimize all of Cisco's press releases. Once the new systems were in place, staff members were trained in SEO best practices. Since implementing these tools, page rankings for Cisco.com preferred landing pages have increased, and average visits per feature article have risen 50%.

—Regina D'Alesio

### HONORABLE MENTION

- Levick Strategic Communications** - *ExpertRECALL Search Engine Optimization Campaign*

**INFLUENCER COMMUNICATIONS****Intel Corp. Global Communications Group and Ogilvy Public Relations** INTEL INSIDERS

When Intel's Global Communications Group and Ogilvy created a social media advisory board, the Intel Insiders, they sought key influencers that used Intel's processor for content creation. After identifying Insiders through social media monitoring, the objective was threefold: learn how to best engage with these tech-savvy consumers, build authentic relationships with them and link with them through communications. The success of the U.S. program has inspired other Intel regions, like Asia-Pacific, to find their own Insiders. —Cathy Olson

**HONORABLE MENTIONS**

**Fleishman-Hillard Texas** - *Chevy Texan*

**Inner Circle Labs** - *Anybots, Everywhere: Turning on the Influence*

**Mom Central Consulting:** *ABC Brand Ambassador Campaign*

**MS&L Group** - *Crest & Oral-B 3D White Campaign*

**INTRANET****Fleishman-Hillard****AT&T INSIDER GOES 3.0 AND RETHINKS POSSIBLE**

When AT&T rebranded itself under the "Rethink Possible" umbrella, it was also time to rethink the look, feel and content of its employee Intranet portal and information hub. Fleishman-Hillard oversaw a total overhaul of the Intranet site, from replacing outdated artwork with Rethink Possible signage to adding a bevy of tools including: resources to help managers discuss the brand with their teams, a new TV ad carousel, video of company leaders reflecting on the new brand and a social media hub. The success is in the numbers: A month after launch, the number of unique daily visitors to AT&T Insider climbed to 176,762, or 63% of the company's workforce. —CO

**HONORABLE MENTION**

**SAP** - *Social News for the Intranet*

**EMPLOYEE COMMUNICATIONS****Fleishman-Hillard** TEXTING & DRIVING... IT CAN WAIT: ENGAGING EMPLOYEES**HONORABLE MENTIONS**

**MV Petrom SA** - *Chatting with the CEO*

**MWW Group** - *Keeping Harrah's Competitive*

**SAP** - *Social News for the Intranet*

**SSM Health Care** - *SSM Leadership Conference Coverage*



including AT&T Insider, the company's employee portal, and tSpace, AT&T's internal social media platform. In the tSpace community, a prominent promotion for the online pledge was launched, garnering over 15,000 pledges. —BM

To help combat the frightening statistic that drivers are 23% more likely to crash when texting while driving, AT&T tapped Fleishman-Hillard to develop an online employee communications campaign that educates and mobilizes employees to sign an online pledge to not text while driving. They leveraged the poignancy of real-life personal stories and engaged employees in an active discussion through integrated online channels,

**PUBLIC AFFAIRS CAMPAIGN****APCO Worldwide****U.S. TRAVEL ASSOCIATION'S 'MEETINGS MEAN BUSINESS' CAMPAIGN**

The meeting, event and incentive travel business hasn't exactly been helped by the recession. To help the U.S. Travel Association take control of the story, APCO used an aggressive online strategy with two main goals: articulating the financial importance of business travel, and presenting the human face of the millions of employees whose livelihoods depend upon business travel. The campaign tactics included: creating a Web site to house information about the value of meetings, as well as serve as the organizing hub for social media efforts; and conducting an online contest to choose the "face of travel" from user-generated videos on YouTube. The site received 12,000 visits per month at its peak, and the YouTube contest received 232 entries in the five weeks it ran. —JC

**HONORABLE MENTION**

**Consolidated Edison Company of New York** - *Con Edison Brings Smart Grid to New York*

## Media Measurement MEASUREMENT CUBED!



Launching the Nissan Cube—with its quirky design and stocky build—in the U.K. would require some out-of-the-box thinking. Nissan GB and PR agency Borkowski enlisted Media Measurement Ltd. to develop tools to measure its January 2010 launch campaign, which focused on the car as a piece of modern design rather than on its utility as a vehicle. To give a “human side” to the

analysis, descriptive adjectives on social media were tracked to show perceptions of the Cube. The buildup culminated with a dramatic event—the Cube in a Cube—which unveiled the car inside a giant ice cube on the bank of the River Thames in London. Discussion across various media platforms increased 3,200% during the three-month evaluation period. —CO

### HONORABLE MENTIONS

**Media Measurement and Mom Central Consulting** - *Mom Ringmasters Go to the Circus*

**Text 100 Global PR and Context Analytics** - *eVoice Social Media Influencer Identification Analysis*

## MEDIA RELATIONS

### HONORABLE MENTIONS

**Bhava Communications** - *A Tale of Three Drobos*

**Conover Tuttle Pace** - *Blio introduced at CES*

**Florida Dept. of Citrus with GolinHarris** - *Florida Grapefruit Gets the Spotlight*

**Inner Circle Labs** - *Anybots, Everywhere*

## MWW Group VOLKSWAGEN GTI BECOMES THE WORLD'S FIRST CAR LAUNCHED EXCLUSIVELY ON A MOBILE DEVICE

Launching a new car? Apparently, there's an app for that. When it was time to launch its new GTI model, Volkswagen created Real Racing GTI for iPhone and iPod Touch to drive interest in its male 21-35-year-old target demo. MWW Group leveraged the mobile-only launch with social media integration and a sneak-peek event at the Classic Car Club in NYC, hosted by gaming guru Olivia Munn. The launch was driven solely by publicity—no paid media or banner ads—and VW scored hugely. Real Racing GTI has had more than 3.7 million downloads so far (nearly 800,000 in the four days following the event). —CO



## Hilton Hotels & Resorts/Covalent Logic

### HILTON GLOBAL MEDIA CENTER



The creation of Hilton Worldwide, the result of a Hilton International/Hilton Hotels Corp. merger, spurred the need for a more international 24/7 news site. Hilton partnered with Covalent Logic to develop the Hilton Global Media Center (HGMC), which incorporates Google Translate, making it available in over 50 languages. Another amenity of the site is credential-free access to over 2,500 photos of Hilton properties worldwide. The site includes press releases, facts, news and “story starters.” After only a few months since launching the HGMC, Hilton has seen a 5% increase in positive media coverage. —JC

## ONLINE NEWSROOM

### HONORABLE MENTIONS

**SAP - SAPPHIRE NOW Online Newsroom**

**Synaptic Digital - adidas NEWS STREAM**

**Texas Instruments - Online News Center**

## PODCAST/VIDEOCAST

### HONORABLE MENTIONS

**Cisco Systems** - *Cisco WW Partners Video Chat*

**Cisco Systems** - *Talk2Cisco*

**Hunter PR** - *Johnnie Walker Black Label 100th Anniversary*

**TechApplication.com** - *Homeland Security ConferenceOn.TV*

## M&P Food Communications

### DREAMFIELDS PASTA PRESENTS: DIABETES 1.0 LIVE!

M&P sought to strengthen Dreamfields' reputation with consumers as the diabetes-friendly pasta by fortifying and expanding relationships with health care professionals and certified diabetes educators. Leveraging the expertise of the Dreamfields Advisory Board, M&P featured members in an interactive webcast. M&P promoted the webcast through social media, encouraging registrants to submit questions to the panel prior to the live airing. More than 2,500 people registered for the webcast, with 800 questions submitted. —JC



## NEW DIGITAL SERVICE/PRODUCT/APP

**Weber Shandwick**

## FIREBELL: A NEW SOCIAL CRISIS SIMULATOR

## HONORABLE MENTIONS

**Edge Communications** -  
*PostRelease*

**Synaptic Digital** - *adidas*  
*NEWS STREAM*

**Media Center for a**  
**World of Publishers**

**Weber Shandwick** -  
*Degree Women "Friends*  
*You 'Mist'" Facebook*  
*Application*

Responding to the need to instantly address the spread of crises via social media, Weber Shandwick created a new crisis preparation drill that replicates today's social media channels and their two-way conversations. The FireBell crisis simulator enables users to mock tweet, post status updates and view and respond to conversations using functional replicas of a company's—and its critics'—social media properties. Throughout the drill, the client evaluates the conversation in these replicated social media properties and decides how to engage—including what to write and when. While still fresh out of the tool lab, WS has received positive—though occasionally alarmed—feedback. "Are you sure this isn't really on our Facebook page?" one anxious client queried. WS is currently preparing to roll out Firebell to clients internationally. —JC

**SSM Health Care**

## EXPERIENCE EXCEPTIONAL: OUR PEOPLE



SSM Health Care crafted a campaign that was low on cost, and high on innovation and results. Based on feedback from a system-wide satisfaction survey, SSM created a social media campaign that served to boost morale and entice potential recruits. The company promoted the campaign through Facebook, Twitter and its newsletters. To create a dramatic effect, black-and-white photos of SSM employees (see image) were juxtaposed with audio of them talking about their jobs and health care. The word-of-mouth campaign was a winner. From its launch in late March 2010 through June 2010, the ssmpeople.

com site recorded 8,144 visits, and more than 26,000 page views. The site has a link to SSM's jobs page, and as of the end of June the recruiting link had been tapped 1,285 times. —CO

## MICROSITE/CUSTOM SITE

## HONORABLE MENTIONS

**The Coca-Cola Co.** -  
*Expedition 206*

**Fleishman-Hillard** -  
*AT&T Citizenship and*  
*Sustainability*

**SSM Health Care** - *Ex-*  
*perience Exceptional*

**Sterne, Kessler,**  
**Goldstein & Fox:** *The*  
*Reexamination Center*

## REDESIGN/RELAUNCH

**Edelman** BarillaUS.com 2010 RELAUNCH

## HONORABLE MENTIONS

**Associated Estates Realty Corp.,**  
**Kimberly Canary** - *Website Design*  
*& Brand Alignment*

**GM Western Region and Weber**  
**Shandwick** - *The Future is Electric*

**MidCountry Financial Corp.** -  
*MidCountryFinancial.com*

**TRC Companies** - *Website*  
*Redesign and Relaunch 2010*



Barilla, a leader in the pasta industry, is known for its quality and authenticity. Despite this brand recognition among customers, the company found that its Web site traffic was declining in 2009. Barilla brought in its agency partner, Edelman, to redesign the site with three goals in mind: leverage long-term brand equity with an extensive online recipe collection, offer recipe site functionality and educate users on Italian cooking. Edelman incorporated new elements including the Our Products section, where visitors can search by pasta shape or type, and the Recipes

section, which offers top-rated recipes with an option to print it or generate a shopping list of ingredients. The new site launched on June 1, 2010, and just a month later the redesign was generating amazing ROI. In the first two weeks of July over 10,000 visitors came to the site and 350 users downloaded a recipe or signed up for a sweepstakes. —RD

SOCIAL NETWORKING CAMPAIGN

Levick Strategic Communications

SUPPORTING THE SEARCH FOR MORGAN HARRINGTON

When college student Morgan Harrington went missing, Levick and the Harrington family turned to social networks to raise awareness and generate leads. After launching main information portal FindMorgan.com, Levick developed a blog that allowed the family to share developments, a Facebook page where supporters could post messages, a Twitter account for new developments and a YouTube channel where videos could be shared with the community and potential volunteers. The campaign generated 31,000 Facebook friends, 2,000 YouTube views, almost 1,000 Twitter followers and over 660,000 visitors to the Web site. Morgan's remains were ultimately found, although her killer is still at large. —RD



HONORABLE MENTIONS

- The Coca-Cola Co.:** Expedition 206
- DigiNovations:** Launching the PiperSport
- Fleishman-Hillard Texas -** Chevrolet at SXSW
- MS&L:** Lose-A-Palooza
- O'Malley Hansen Comms -** Sharing the Mama Sagas

TWITTER COMMUNICATIONS

Fleishman-Hillard @ATTXSW 2010

HONORABLE MENTIONS

- Cisco Systems -** "I Am the World's Most Interesting Intern"
- Discovery Communications -** @MythBusters
- GolinHarris -** Experiencing Princess Cruises 140 Characters @ a Time
- Text 100 Global PR and Context Analytics -** Lenovo Gives SMBs a Sweet Business Edge



Fleishman-Hillard turned to Twitter to help AT&T reach the smartphone users and high influencers attending the 2010 SXSW music festival in Austin, Texas. Using the Twitter handle @ATTXSW, AT&T showed it was actively listening to conversations by responding to both positive and negative tweets relating to the use of AT&T's network at the festival. Beyond retweeting news, the campaign team had created an editorial calendar of tweets linked to raffles, speaking engagements and directions to device charging stations. During the festival, 250 tweets used the #attxsw hashtag, and 105 retweets were made about the network. —MT

Hunter PR THE LAUNCH OF THE KRAFT MACARONI & CHEESE FACEBOOK FAN PAGE

To build awareness of Kraft Macaroni & Cheese's new Cheddar Explosion product, particularly with moms, Hunter PR launched a new Facebook page, for which the team developed a six-month editorial calendar of daily and weekly postings. The page had a soft launch prior to the end of Kraft's contest, in which one child won the chance to "implode" the Texas Stadium. On detonation day, the page began offering a free coupon for the Cheddar Explosion product, attracting 180,000 new fans in just one week. The page met the goal of having 300,000 fans in approximately three months. —MT



USE OF FACEBOOK

HONORABLE MENTIONS

- Cisco Systems -** Cisco Live 2010
- Clorox Co. with Ketchum PR -** Clorox Helps Children's Health Fund Connect Kids to Care
- DCI Group and Activision Blizzard -** Call of Duty Endowment 2010 Memorial Day
- Fleishman-Hillard -** AT&T Holiday 2009
- Unilever Klondike with GolinHarris -** "Ocho TC Thicker Shell Face-Off"

VIRAL CAMPAIGN

HONORABLE MENTIONS

- Cisco Systems:** "I Am the World's Most Interesting Intern"
- Panini/Conover Tuttle Pace -** Golden Tate Sings Taylor Swift
- DCI Group and Activision Blizzard:** Call of Duty Campaign
- GolinHarris:** Texas Instruments "Smash It"
- GolinHarris:** Wanna Play Music?

Mom Central Consulting ABC BRAND AMBASSADOR CAMPAIGN

Both online and offline communications platforms aided in Mom Central Consulting's effort to spread the word about ABC shows daytime shows *General Hospital* and *The View*. The agency invited mom influencers—from top mom bloggers to offline mom group leaders—to participate in *General Hospital* and/or *The View* surveys. As incentive, 250 moms would be chosen as ambassadors for each show, and one lucky mom would score a walk-on role on *GH*. The results were dramatic: 3,920 online posts were generated from brand ambassadors across both shows over the course of the month-long campaign. —SVC



## DIGITAL FIRMS &amp; TEAMS OF THE YEAR

## Hunter PR

During the last 18 months, Hunter PR has gone to great lengths to develop its digital and social media capabilities. With the objective of establishing itself as a digital thought leader, in June 2009 Hunter PR created 12 task forces to gain expertise and share best practices related to different facets of social and digital media. The work by those groups led to the development of social media “101” and “201” presentations outlining how different marketing disciplines can partner to achieve maximum results in social media marketing. These often-updated presentations have been shown to clients and prospective clients in 2009 and into this year. So far, so good. The agency has secured \$1.25 million in fee billings for social media projects during the past 18 months—most notably, for 3M, Diageo, Hasbro and Kraft. —SVC



## Kaiser Permanente

With the decision to use digital media as its anchor PR platform, health care company Kaiser Permanente has significantly ramped up its presence online. As recently as 2007, the company did not have external-facing blogs, social media channels or even a corporate news Web site. It now has several external-facing blogs, strong visibility on Twitter, Facebook, YouTube, LinkedIn and other channels and, yes, a frequently updated corporate news site. Equally as important, Kaiser has created a network of PR professionals, executive leaders and physicians who share their subject matter expertise and health-related news through social media channels—not an easy feat in a heavily regulated industry. The efforts have generated stellar results. When announcing a new study on extreme obesity, a

YouTube video featuring a Kaiser Permanente physician was syndicated on outlets such as NPR.com, USNews.com and Time.com; the link to one of Kaiser’s 2009 TV spots was tweeted by *New York Times* writer David Pogue, doubling the views of the video overnight. —SVC

## MWW Group

MWW Group’s digital and emerging media practice, Digital Media Leadership: DialogueMedia, created and launched three digital initiatives in 2009: MWW Pulse, a panel of online thought leaders elevating the online conversation and sharing relevant industry insights; D.Advocacy, a social media platform for public affairs and government relations; and M.Insight, a mobile application for PR, marketing and advertising professionals. MWW Group team demonstrated its digital dexterity with a number of clients and campaigns in 2009, but its work with Nikon typifies the agency’s cyber strategy. MWW created the Nikon Festival—an online film festival within social media—which merged HD video and user-generated content within the social media space. The objective was to leverage the theme “A Day in the Life” with noteworthy spokespeople, prize content and unique consumer engagement to generate positive online buzz with the help of Ashton Kutcher, actor Rainn Wilson, photographer Chase Jarvis and Internet evangelist iJustine. —SVC



## Weber Shandwick

Since 2005, Weber Shandwick has been building the foundation for a robust digital and social media presence. And five years later, the fruits of those efforts are easily seen. It starts internally, with The Hub, an Intranet platform designed for knowledge sharing across the agency. The WS Digital Download keeps staff informed about digital trends and insights; the Shout Quilt is a internal social network in which employees can shout about their own activities; and the Share/Hear blog celebrates the work in a community forum. Externally, Weber Shandwick’s team of 250 strategists, producers, writers, UX designers, developers, bloggers and syndication and analytics experts embedded in 34 offices around the world deliver an array of services to clients. The agency has successfully integrated digital and social media campaigns for PepsiCo, Oscar Mayer, GM and many others. Most importantly, Weber Shandwick understands integrated communications are the key, and a campaign must reach the right audiences offline and online. They call this concept “inline”—it addresses the fact that people use multiple platforms in which to communicate and receive information. —SVC



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