

# Platinum PR Awards

*A Special Issue of PR News*

The coveted awards which set the industry benchmark for excellence across all areas of PR.



[prnewsonline.com/platinump2012](http://prnewsonline.com/platinump2012)

## HONORING THE BEST OF THE BEST

Here they are: the top campaigns and agencies in PR. Our Platinum issue features a record number of categories (more than 40) and a record number of entries. Make no mistake, these winners and honorable mentions are the cream of a bumper crop, and were feted at a stellar luncheon on Sept. 14 in New York. ■

### ANNIVERSARY CAMPAIGN

#### Henson Consulting *Henson Consulting Perfectly Plates Lettuce Entertain You 40th Anniversary*



To help drive awareness surrounding its 40th anniversary of operation, Lettuce Entertain You Enterprises' co-founder Richard Melman toured the company's 80+ restaurants to meet with patrons and employees.

As its 40th anniversary approached, the Chicago-based restaurant group Lettuce Entertain You Enterprises (LEYE) wanted to recognize its employees and diners who had supported them since the beginning. They teamed up with longtime partner Henson Consulting to commemorate the anniversary and show gratitude to the LEYE employees and diners. Richard Melman, co-founder of LEYE, toured the

company's 80+ restaurants to meet with employees and patrons. To generate media coverage, the team sent special mailers containing a detailed anniversary plan along with a T-shirt and key chain to select media. This coincided with a traditional and social media campaign promoting an "R.J. Grunts Burger special," offering the burgers at their original 1971 price of \$1.50. The media campaign generated more than 20 million impressions in key outlets, including the *Chicago Sun-Times* and *Chicago Tribune*. —Regina D'Alesio

### HONORABLE MENTIONS:

**Axiom Marketing Communications with The Village Company – Mr. Bubble's 50th Birthday Bash:** The Village Company and Axiom Marketing Communications held a "Bubble Bash" at the Mall of America in Minneapolis that featured an 11-foot tall, 16-foot-wide inflatable bathtub and a 2,800-square-foot bubble party, complete with beach balls, towels, T-shirts and a Mr. Bubble birthday cake.

**Hill+Knowlton Strategies – Tenet Care Fund Birthday Celebration:** Tenet and H+K created a two-week campaign to generate donations for the fund, which benefits employees affected by hardship. Employees contributed \$124,000 and Tenet matched donations up to \$50,000.

**The Marcus Group – Forty for Goodness Sake:** To celebrate its 40th anniversary, The Marcus Group invited nonprofit organizations to apply for PR and marketing services free for one year. There was one winner, and the Group also selected an additional six organizations to receive pro bono services on a project basis.

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### BLOG

#### Apriso Corporation *Building Thought Leadership for a 'Manufacturing Transformation'*

Looking to build thought leadership in an ever-changing industry, Apriso's



"Manufacturing Transformation" blog reports on big changes and challenges currently in process within the manufacturing industry, as it has become increasingly global. A big challenge with the blog: Apriso competes against some industry behemoths, including SAP, Rockwell, Siemens and GE. But, the manufacturing operations divisions tend to be small in these large companies, so when it comes down to resources and marketing focus, Apriso can still stand out. Content was key, and Apriso solicited feedback from analysts for help with relevant topics. A team of 20 employees contributed to the blog, which was promoted via social media—significantly increasing traffic and viewership to [apriso.com](http://apriso.com). In addition, page views tripled in the first 10 months of the blog's debut and traffic has steadily grown since. —Jamar Hudson

### HONORABLE MENTIONS:

**Cone Communications – What Do You Stand For?** Feeling the ever-growing pressure from consumers to address PR issues, Cone integrated its blog with social media, leading to 782 unique monthly visitors.

**Edelman – HP's 367 Addison Avenue Blog: The Ultimate Online Resource for SMB Success:** Edelman created a platform for SMB owners to access content produced by HP and IT experts, improving customer engagement.

**ESPN – ESPNFrontRow.com, ESPN's public facing corporate blog:** To stay ahead of the evolving blogosphere, ESPN created a corporate blog that provided information to both fans and the media. Front Row has been a success, with 1.4

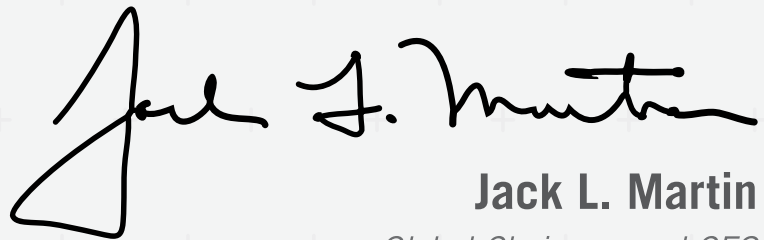
million visits and 1.9 million page views.

**Makovsky + Company – Pennies for Your Thoughts: Driving Growth and Reputation Through "My Three Cents":** Among the first blogs to transcend PR, Kenneth Makovsky's blog is featured on *Forbes.com* and *Bloomberg Businessweek's* Business Exchange.

**Peppercom – Steve Cody's RepMan:** Nothing is off limits in this pointed and humorous blog. As a result, a loyal readership has been established.

**Scholastic – On Our Minds @Scholastic:** The relaunched version of On Our Minds offered a functional and fun site that was appealing to targeted teachers, students and parents.

“ For more than 80 years, our business has been the success of your business. Our leadership is inspired, our insight is powerful, and our delivery is bold. Around the clock and around the world, we execute strategies that deliver concrete business results. **It’s wisdom at work.**”



**Jack L. Martin**

*Global Chairman and CEO*



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STRATEGIES

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## Anniversary..... 1

Axiom Marketing Communications  
**Henson Consulting – Henson Perfectly Plates Lettuce Entertain You 40th Anniversary (Winner)**  
 Hill+Knowlton Strategies  
 The Marcus Group  
 Qorvis Communications, LLC  
 S.F. Symphony Centennial Celebration

## Blog..... 1

**Apriso Corp. – Building Thought Leadership for a “Manufacturing Transformation” (Winner)**  
 Cone Communications  
 Edelman  
 ESPN  
 Makovsky + Company  
 Peppercorn  
 Scholastic Inc.

## Annual Report..... 4

AICPA  
 American Red Cross  
 Baylor Health Care System  
 Charles Schwab Corp.  
 Dresser-Rand with Eric Mower+ Associates  
**Entergy Corp. – Entergy Corporation’s Low-Income Customer Progress Report (Co-Winner)**  
 Golden Gate National Parks Conservancy  
**NYU Langone Medical Center – 365 Days of Excellence: 2012 Annual Report (Co-Winner)**  
 The Port Authority of N.Y. & New Jersey  
 UT Southwestern Medical Center  
 Weber Shandwick

## Branding..... 6

Catholic Charities Brooklyn and Queens  
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 Fresenius Kabi/APP Pharmaceuticals  
 General Motors with Weber Shandwick  
**Hanna Lee Communications – Campari’s “Year of the Negroni” (Winner)**  
 Ketchum  
 McDonald’s USA and GolinHarris  
 Redbox  
 RFBinder

## Crisis Management..... 6

2K Sports  
 Community Partnership of Southern AZ  
 Dominion Resources  
 ESPN  
 Heineken USA  
 JPA  
**Massachusetts Mutual Life Insurance Company – MassMutual’s Tornado Relief Efforts (Winner)**  
 MWW  
 Ogilvy Public Relations

## Cause-Related Mktg..... 7

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 Cooney/Waters Group  
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 MSLGROUP Americas  
 The Mosaic Company  
 Porter Novelli Melbourne and Alzheimer’s Australia  
 Samsung Electronics America with Weber Shandwick  
 Tide with DeVries Public Relations

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 Integrate Public Relations  
 Lockheed Martin IS&GS  
 Marmillion + Company  
**Massachusetts Mutual Life Insur-**

**ance Company – MassMutual’s Tornado Relief Efforts (Winner)**  
 Minnesota Pork with Weber Shandwick  
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 U.S. Army with Weber Shandwick

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American Airlines with Weber Shandwick  
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 Integrated MarketingWorks  
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 Foundation for Eye Health Awareness with Weber Shandwick  
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 Strategic Public Relations Group

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Bacardi Limited  
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 IEEE with Weber Shandwick  
**Walt Disney Studios Motion Pictures – Disney’s The Muppets Global Publicity (Winner)**  
 Weber Shandwick

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 GolinHarris for Nintendo of America – PR Barks Up the Right Tree by Naming Uggie as Nintendo’s First Spokesdog (Co-Winner)  
 Hill+Knowlton Strategies  
 Mavosky+Company  
 McDonald’s USA and GolinHarris  
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**ing an Authentic Experience for Chinese Travelers (Winner)**  
 National Heart, Lung & Blood Institute  
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**Cohn & Wolfe with Valvoline – Guaranteeing a New Era in Polling: Valvoline & SportingNews.com Team to Empower Fans (Winner)**  
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 Formula  
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 Hill+Knowlton Strat. and salesforce.com  
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 RFBinder and Scharffen Berger  
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 Waggener Edstrom Worldwide & tenfour  
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 Jennie-O Turkey Store  
 Major League Baseball  
**OWS with Workhouse – Occupy Wall Street: The Revolution Will Be Editorialized (Co-Winner)**  
 The Venetian Resort-Hotel-Casino



ANNUAL REPORT

**Co-Winner: Entergy Corp.**  
*Entergy Corporation's Low-Income Customer Progress Report*

Showcasing its Low Income Customer Assistance Program, this creative annual report puts a face on Entergy's struggling, low-income customers while building trust and transparency regarding Entergy's goals, objectives, successes and even failures with the program. The report highlights the main focus of Entergy's program: equipping low-income individuals and families with tools to help break the bonds of inter-generational poverty.

This annual report showcases the overall success of Low-Income Customer Assistance Program, which has become part of Entergy's culture, benefiting not only the company but its customers and the communities it serves. Through this 2011 report, which focuses on its work in 2010, Entergy undeniably met their goal of creating stronger relationships with both low-income customers and advocates. —RD



Entergy's report highlights the company's success of its Low-Income Customer Assistance Program.

**Co-Winner: NYU Langone Medical Center**  
*365 Days of Excellence: 2012 Annual Report*

NYU Langone Medical Center successfully captures and communicates the passion, energy and skill of its faculty and staff, top-ranked clinical care, ground-breaking scientific research and innovative medical school education in its annual report, "365 Days of Excellence."

The report was created with reputation in mind, hoping to further build the NYU Langone name—locally and nationally—as a world-class institution among the three mission areas of patient care, research and education.

The descriptive and detailed text combined with two-page photographic spreads creatively and effectively records the remarkable achievements of the past and lays the groundwork for the Center's future goals. The report also feature an elegant and eye-catching cover, impressive facts and figures and a

satellite map of Manhattan conveying the reach of the Medical Center. The exceptional feedback received by the center's community and donors demonstrates that the Center met its goals of generating public interest, inspiring faculty and staff, attracting donors and driving patient volume.

—RD



365 Days of Excellence positioned NYU Langone as a world-class medical center.

HONORABLE MENTIONS:

**AICPA – Change. Vision. Opportunity.:** The 2010–2011 annual report looked at change, using that change to form a future vision. The report drew 3,000 visits to the Annual Reports section of the AICPA Web site, with 2,500 visitors perusing the report pages.

**American Red Cross – Down the Street, Across the Country, Around the World:** After producing annual reports every year since the 1930's, creating a product that was fresh wasn't easy, but the interactive online report brought the Red Cross mission to life through the personal stories of donors, clients, volunteers and employees.

**Baylor Health Care System – 2011 Report to the Community: Innovation for Each Patient's Sake:** Baylor's one-person communications department significantly raised the profile of the institute with its annual report, which was converted into an interactive e-version.

**Charles Schwab Corp. – What I've Heard:** Schwab set itself apart from the competition with its printed and online annual report that offers stakeholders a look "through clients' eyes."

**Dresser-Rand with Eric Mower + Associates – Operation Excellence:** Focused on its commitment to operational excellence and its investment in its people, processes and facilities, the annual report featured crisp copy and compelling images that ably promoted its innovative 2011 business strategies.

**Golden Gate National Parks Conservancy – 2011 Report to the Community:** In honor of the 10th anniversary of its signature project, Chrissy Field, the Golden Gate National Parks Conservancy's report offers an authentic snapshot of the diverse and energetic people of the Bay Area community who use and love the park.

**The Port Authority of New York and New Jersey – Aviation Highlights 2010:** The Port Authority's annual Aviation Highlights report, which provided the aviation business community with an overview of the impact of the authority's accomplishments, proved successful in gaining support for organization's initiatives.

**UT Southwestern Medical Center – 2011 Southwestern Medicine:** The Center's annual four-color, external magazine serves as a platform to inform audiences about ongoing fundraising campaigns. With the help of the report, its latest drive raised over \$173 million in less than two years.

**Weber Shandwick – The Yawkey Foundations 2011 Grants Report:** The annual report served as an ongoing testament to the Yawkey Foundations' complex history and lifelong commitment to philanthropy. Equipped with compelling stories about the growth and development of the grantee organization and the people they help, the report was proudly distributed by board of directors to the community, and to business and nonprofit leaders.

PRNews

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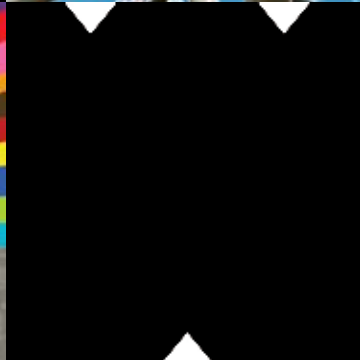


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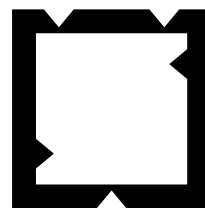
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to our finalists and to  
all nominees.



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to our clients.



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BRANDING

**Hanna Lee Communications  
Campari's 'Year of the Negroni'**

To position Campari as a cocktail category leader and stir things up, Hanna Lee set three objectives: make Campari drinks the choice of the foodie and bartender community; position Campari events as "must-attend" happenings among bartenders; and amplify sales programs, contributing to a 6%-10% volume growth for the brand.



An three-pronged events program around the Manhattan Cocktail Classic, Tales of the Cocktail and the New York City Wine & Food Festival drove the effort. Intensive media relations put Campari front and center at these events, exposing thousands of influencers to its unique drink, the Negroni. The agency enlisted *Top Chef* host Padma Lakshmi to help showcase Campari at the Manhattan Cocktail Classic, as six star mixologists created cocktails inspired by the food hottie's book. At Tales of the Cocktail, Hanna Lee executed the setting of a Guinness World Record for the "World's Largest Negroni." And, at the New York City Wine & Food Festival, the Food Network's Giada De Laurentiis served classic Negronis made by star bartenders.

Thanks to the classic event campaign mix and word-of-mouth buzz, all of the Campari-sponsored events were sold out. Better yet, Campari achieved 15% sales volume growth in 2011, up from mid-single digits the year before. —*Scott Van Camp*

HONORABLE MENTIONS:

**Catholic Charities Brooklyn and Queens – I'm for Brooklyn and Queens:** CCBQ used digital (e-mail and texting campaigns), events, traditional media, and printed materials for outreach, resulting in a 960% increase in fundraising from Feb. to Sept. 2011.

**Edelman – Pantone Color of the Year: Making a Brand Synonymous with Color:** Edelman secured *The Wall Street Journal* to cover Color of the Year for the second year in a row, and garnered an AP article that was syndicated by 25 top-tier media outlets.

**Fresenius Kabi/APP Pharmaceuticals – Stand Tall:** To remind employees at APP to "do the right thing," the Stand Tall effort featured a call-in action line, an ethics survey, games and more, resulting in an increase in action line activity of 27% in 2011 over 2010.

**General Motors Corp. with Weber Shandwick – Closing the Perception Gap: Compelling Content Helps Drive More Consumers to GM's Revamped Vehicles:** In 2011 the GM News Bureau focused on reaching consumer and lifestyle media, going beyond the automotive, business and financial media. As a result, GM's reputation improved by an average of 56% across multiple targeted audiences.

**Ketchum – DoubleTree by Hilton Cookie CAREvan Across America:** Ketchum enlisted a food truck to offer the hotel's signature cookie amenity via a nationwide tour, more than doubling unaided brand awareness of DoubleTree between April and August 2011.

**McDonald's USA and GolinHarris – National Hiring Day: I Love My McJob:** In creating a special day to attract at least 50,000 new employees, stories and voices of workers via social media channels were used, resulting in 62,000 new workers and 832 media impressions—with 95% of the coverage carrying a positive/neutral tone.

**Redbox – The Entertainment Destination:** With 2011 a tough year for the DVD rental industry, promotions via social media, an online brand loyalty campaign and proprietary data from its rental kiosks helped drive Redbox's rentals to nearly 2 billion discs.

**RF|Binder - Dunkin' Donuts: American Runs on Dunkin', Dunkin' Donuts Runs on PR:** In 2011, RF|Binder developed unique PR programs—like a partnership with CareerBuilder to create and field a survey of American workers to determine which professions rely on coffee the most—to differentiate Dunkin' from its competitors.



Roger W. Crandall, chairman, president and CEO of MassMutual, at an event where he announced a \$1.6 million donation for Springfield tornado rebuilding efforts. Here he talks with Bobbie Hill, a consultant for DevelopSpringfield.

CRISIS MANAGEMENT

**Massachusetts Mutual Life Insurance Company  
MassMutual's Tornado Relief Efforts**

When an EF3 tornado hit Springfield, Mass., the headquarters community of MassMutual, the *Fortune* 500 life insurance company immediately stepped up to the plate. MassMutual offered financial aid and other assistance for the city, and opened its doors to its employees and their families. It was the company's media relations, strategic communications and community responsibility teams' job to get the word out to employees and the community that the company was there to help, just as it had been for the previous 160 years. Press releases, internal communications, pro bono work and a rebuilding fair were the tools used to communicate to the public and provide it with solid support. Through their efforts, these departments were able to secure multiple media hits in the local press and glowing editorials thanking the company for its work. Four local newspapers covered MassMutual's collection of \$1.6 million in donations and

rebuilding effort. MassMutual's efforts during this crisis helped to strengthen the Springfield community and also demonstrated the company's dedication to its employees. —*Danielle Aveta*

HONORABLE MENTIONS:

**2K Sports – NBA 2K12:** The Access Communications and 2K Sports PR teams turned a potential weakness into a great strength when they effectively marketed a professional basketball video game during the NBA lockout.

**Community Partnership of Southern Arizona – When Fear Ruled the Headlines: Crisis Response to the January 8, 2011 Tucson Shootings:** In the wake of the 2011 Tucson shooting tragedy, CPSA used the media to position itself as the primary source of mental health information and offer comprehensive support for the grieving community.

**Dominion Resources – Hurricane Irene:** Dominion Resources extended the operating hours of its Facebook support team to post updates and answer all questions posed by the 1.2 million customers affected by Hurricane Irene.

**ESPN – ESPN "Linsanity" Headline:** After an ESPN Mobile editor posted an article about Lin with the headline "Chink in the Armor," ESPN successfully gained control of the story by communicating swiftly and definitively.

**Heineken USA – Beer Recall: Creating a Successful International Communications Brew:** Once Heineken USA was made aware of a

problem affecting the bottles of some of its Mexican brands, it issued a voluntary recall in concert with a methodic and timely communications effort.

**JPA – Major Healthcare Association's Response to Investigative Series:** To soften the blow of a potentially damaging series of stories about the association's nonprofit status and public benefit of its members, JPA created a digital toolkit for hospitals, developed a webinar and produced a social media guide for association members. As a result, the series gained little traction, becoming a nonevent.

**MWW – Flight Plan for the Future: JetBlue Preserves Its Direct Relationship with Pilots:** After the Airline Pilots Association filed for an election to represent JetBlue pilots, MWW implemented a campaign to reach all pilots and address burning issues, resulting in a 17-point victory by JetBlue.

**Ogilvy Public Relations – Fighting Fire with Fire: Resetting the Media Dialogue for Mexico:** Ogilvy has worked to reestablish credibility and eliminate negative consumer, trade and business perception of Mexico around the world by delivering positive messages through trusted sources.

## COMMUNITY RELATIONS

## Massachusetts Mutual Life Insurance Company MassMutual's Tornado Relief Efforts

When MassMutual's headquarters' community was hit by an EF3 tornado, the company's leadership immediately stepped up to the plate. MassMutual reached out to its employee network, provided key safety and health information and even opened its doors to its employees and their families, offering free meals and showers. To keep the public informed, the communications team sent out a press release saying that all employees were accounted for and announcing a company donation of \$100,000 to the local Red Cross chapter. Later, MassMutual coordinated a rebuilding fair to help get community members get back on their feet and help them to navigate the insurance claims process—and announced a donation of \$1.6 million.

The company's efforts were covered extensively by local media, including *The Boston Herald*. Most important, the actions of the company served to instill a greater sense of pride and loyalty in MassMutual's employees. —Jon Gelberg



Roger W. Crandall, chairman, president and CEO of MassMutual, announces a \$1.6 million donation for Springfield tornado rebuilding efforts at the Community Rebuilding Fair at the High School of Commerce in Springfield in Sept. 2011. At left is Armando Feliciano, chairman of the Springfield Redevelopment Authority and at right is Jeff Sullivan of DevelopSpringfield.

## HONORABLE MENTIONS:

### Cooper City Utilities – You Win: We All Win:

Faced with a dwindling supply of safe drinking water, Cooper City used friendly competitions to get communities to reduce water consumption. The utility reduced usage by nearly 10% by 2012.

### Davies – Bridging to a Sustainable Future:

When Rosemont Copper was looking to dig an open pit copper mine in Pima County, Ariz., Davies broadcasted the message of the importance of copper to everyday life and the economic benefits it would bring the community. The effort turned a 3-to-1 anti-mine sentiment into 3-to-1 pro-mine.

### Hart – Republic Services Transition

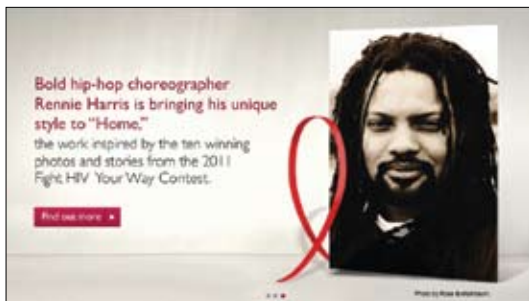
**Campaign:** When the City of Toledo decided to privatize waste collection, Hart assured the concerns of the local populace with effective use of press conferences, media briefings and presentations at public meetings.

### Henry Schein Cares - American Dental Association's Give Kids a Smile Program:

In 2011 Henry Schein Inc. held Give Kids a Smile Day events at a number of NASCAR races, earning over 42 million impressions and helping to raise awareness of oral health issues for at-risk children.

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## CAUSE-RELATED MARKETING



## Bristol-Myers Squibb Turning the HIV Fight into a Movement

In 2011, Bristol-Myers Squibb teamed up with the Alvin Ailey dance company to create a performance piece to showcase the stories of those impacted by HIV.

The "Fight HIV Your Way contest" generated 1,300 entrants who submitted a photo and essay describing their own fight against HIV. Using multimedia and English/Spanish press materials whenever possible, Bristol-Myers Squibb promoted the contest around national HIV awareness days, Ailey's milestones and via spokespeople like Sheryl Lee Ralph, HIV activist and original Broadway Dream Girl. Ten first-place winners were

selected and their stories served as the inspiration for the Alvin Ailey dance troupe's performance, "Home".

The performance debuted at the Alvin Ailey Theater on World AIDS Day, December 1, 2011, and toured 25 cities across the U.S. in 2012. A targeted media campaign generated 90 million impressions including placements in *The New York Times*, *The Wall Street Journal* and *Time* magazine. —RD

## HONORABLE MENTIONS:

### The Mosaic Company – Home Runs for Food:

Mosaic donated \$500 to Feeding America Tampa Bay (FATB) for every home run hit by the Tampa Bay Rays during 2010-2011. Nearly 400 home runs later, Mosaic contributed almost \$200,000, or 790,000 meals.

### The Clorox Company – Power a Bright Future:

Clorox engaged moms, teachers and administrators for an initiative that gives schools an opportunity to win grants to help fund programs. Clorox awarded five grants to help schools, generating almost 75 million media impressions along the way.

### Cooney/Waters Group – Voices of Meningitis: Urging Moms to Vaccinate their Preteens and Teens:

To raise awareness of the importance of meningitis vaccination among adolescents, Cooney/Waters Group engaged media, school nurses and parents (via Facebook), resulting in 1,100 media placements and

720,000 educational materials fulfilled.

**Esurance – The Trevor Project:** To support the Trevor Project—an organization providing suicide prevention services to LGBTQ youth—Esurance donated \$10 on behalf of everyone who "liked" Esurance's Facebook page. Celebrity supporters like Perez Hilton helped raise \$50,000 in just two weeks.

**Exponent PR – Caribou Coffee Brews Hope for a Cure:** Each October, Caribou offers Amy's Blend to honor one of its employees who lost a battle with breast cancer, with proceeds to benefit Susan G. Komen for the Cure. The program was expanded to include Amy's Garden, which united Caribou fans in honoring people they know who have been affected by breast cancer.

**Hunter Public Relations – Drops of Good: The Maxwell House Community Project:** To enable Maxwell House consumers to give back to their

communities, *Modern Family* star Julie Bowen served as spokesperson for the project, which featured a national media day and a contest in which 10 community centers were selected to receive a \$50,000 renovation.

**MSLGROUP Americas – Pepto-Bismol Throws a Feast for All:** Pepto-Bismol partnered with Feeding America to donate 2 million Thanksgiving meals to the hungry. *Modern Family*'s Eric Stonestreet served as spokesperson for the campaign, which donated meals on behalf of every fan that "liked" a picture of Stonestreet's turkey on Facebook.

**Porter Novelli Melbourne and Alzheimer's Australia – Fight Dementia:** When the Australian government terminated a dementia initiative from its 2011 budget, Alzheimer Australia created a five-year Dementia Action Plan to raise \$500 million over five years to address the disease. The campaign included a

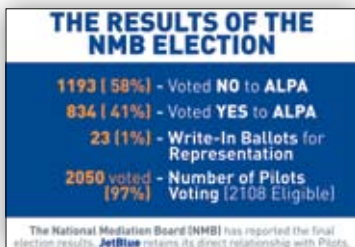
Facebook campaign and the creation of a "BrainyApp" to raise awareness for the cause.

**Samsung Electronics America with Weber Shandwick – Solve for Tomorrow:** The video contest encouraged public school teachers and students to submit videos to show how science, technology, engineering and math (STEM) can help the environment. Online voters selected 12 schools to receive \$70,000 in technology, and five grand prize winners received \$100,000.

**Tide with DeVries Public Relations – Tide Loads of Hope Spreads to Help Haiti:** Tide's documentary film, focusing on LOH's mobile laundry service after the 2010 Haiti earthquake, garnered coverage from *The New York Times*, Associated Press, the *Today* show and other outlets, totaling over 388 million impressions.



EMPLOYEE RELATIONS



JetBlue was able to remain the U.S.'s only union-free major airline carrier, thanks to an integrated effort from MWW.

**MWW**  
*Flight Plan for the Future: JetBlue Preserves Its Direct Relationship With Pilots*

When the Airline Pilots Association (ALPA) filed for election to represent the 2,108 pilots who work for JetBlue—America's only union-free major carrier—the stakes were high.

JetBlue hired MWW one week after ALPA filed with one objective: win the election. Pilots are intelligent, educated and are considered leaders, so MWW treated them accordingly, using infographics, managerial-style communications and favoring substance over sound bites. Within 10 days, MWW launched a robust, mobile-optimized Web site, jetbluefacts.com, where content was updated daily, including interactive Q&As. MWW created and posted 15 videos, which covered complex issues of law and process, as well as responses by JetBlue's COO to difficult questions. The team also produced two infographics per week, distributed through posters and flight information display screens in crew rooms, postcards to homes and v-files (airport mailboxes). These were supplemented with well-timed letters to homes from the CEO. In addition, 35+ informal CEO/COO crew room base visits in all five JetBlue hubs helped lead to the following result: a 17-point victory (58-41, with 1% write-in), and a 97.2% election turnout. —RD

JetBlue hired MWW one week after ALPA filed with one objective: win the election. Pilots are

HONORABLE MENTIONS:

- American Airlines with Weber Shandwick – Making Bold Moves: American Airlines Makes Biggest Aircraft Order in History:** To keep employees inspired after a quarterly loss, American and Weber Shandwick announced the largest aircraft order in aviation history on July 20, 2011—the same day as the Q2 results—while also holding a live Q&A with executives and employees.
- Bacardi Limited – Engaging Employees in Celebrating 150 Years of Bringing People Together:** For its 150th anniversary, on Feb. 4, 2011, Bacardi launched a hub on its intranet, engaging 6,000 employees with 2,000 documents and assets such as timelines, videos, imagery and contests.
- Brigham and Women's Hospital – The Brigham Way 2011:** The Brigham Way internal campaign highlighted employees that go above and beyond, promoting examples on signage around the hospital and through the BWH intranet site and the BWH Bulletin, the hospital's weekly newsletter.
- Latham & Watkins LLP – Start Well:** Latham & Watkins created a "QuickStart" guide for the 12-week wellness regimen, distributed a weekly newsletter and produced a 2-minute "Endwell" podcast exercising post-program.
- NextEra Energy – Reversing an Alarming Safety Trend:** NextEra's safety campaign included two new handbooks, a job site review card and recognition programs—leading to an 80% reduction in injuries in 2011.
- Philips Electronics North America Corp. - We are Philips:** Launched to evoke employee pride, We are Philips collected employee success stories and promoted them through posters and its Web site.
- Syngenta – Growing Stronger Together: How the Internal Communications Team Shaped "One Syngenta":** The revamped One Syngenta campaign included an e-newsletter with talking points, FAQs and videos about the recently merged sales and marketing teams.
- Dell and WPP Team Dell - Dell's "The Power to Do More" Campaign Launch:** The Power to Do More effort featured a series of internal brand rallies at Dell sites, enabling team members to preview the external campaign. As a result, employees' optimism in the company's future increased by 16%.

HONORABLE MENTIONS:

- AICPA – 2011 AICPA Accounting Competition:** To increase awareness of ThisWayToCPA, an online career resource, AICPA had teams students serve as crime fighters to solve a fraud and forensics case in an attempt to win a cash prize. Some 216 teams from 150 universities participated, generating more than 2,160 new registrants to the site.
- Avocados from Mexico and CRT/tanaka – Avocado Takedown: No Guacamole Allowed:** The Takedown contest, which challenged young foodies to create avocado dishes other than guacamole, featured winning recipes for deep-fried avocados and avocado cupcakes, while attracting 250 attendees and garnering 2 million media impressions.
- Grow Marketing – Levi's Mirror, Mirror...What's My Curve ID?** To launch Levi's new collection, Curve ID, Grow Marketing introduced the Mirror Mirror campaign to targeted college campuses across the country. Students were invited into the Mirror Mirror studio, where they received free hair and makeup makeovers, and a custom fitting to help find the perfect pair of jeans.
- Humana – 2011 AEP Campaign:** Understanding the importance of spending time with loved ones, Humana developed its Family Reunion campaign to increase engagement with Medicare eligible seniors. Teaming up with KaBOOM!, a nonprofit dedicated to safe play, Humana built playgrounds in eight cities as places where seniors could spend quality time with children.
- Ketchum – DoubleTree by Hilton Cookie CAREvan Across America:** To celebrate its 25th anniversary and relaunch its brand to customers, DoubleTree hit the road in a food truck distributing its famous chocolate chip cookies to fans.
- MWW – Bowling Industry Rolls a Strike: U.S. Open Comes to Cowboys Stadium:** To strike up attention for the U.S. Women's Open, the Bowling Proprietors Association of America and MWW took the annual competition out of the alley and onto the 50 yard line of Dallas Cowboys Stadium. A year-long media campaign and strategic partnerships with ESPN secured coverage by *The New York Times*, CNN and Sports Illustrated.com.
- PepsiCo with Weber Shandwick – PepsiCo Imagines the Future of Digital at SXSW 2012:** PepsiCo aimed to increase its engagement with digital influencers and consumers at SXSW—both in person and online. The PepsiCo Central Tumblr blog served as the hub for updates and photos of SXSW, creating a unique experience for fans.
- Qorvis Communications, LLC – Horatio Alger Special Concert to Promote Awareness in PA:** Qorvis used advertising, marketing and PR—including social media, e-media and an event at a local high school—to build a steady stream of buzz around the Horatio Alger Special Concert. Key result: The event was sold out for the first time in years.

EVENT MARKETING

**RF|Binder and Malaysia External Trade Development Corp. Malaysia Kitchen for the World 2011**

In 2010, the Malaysian External Trade Development Corporation (MATRADE) partnered with RF|Binder to create an integrated marketing campaign, including advertising, events and sponsorships, for its global initiative—Malaysia Kitchen for the World. In 2011, they created the first-ever Malaysian Noodle Festival as a vehicle to increase awareness and interest in Malaysian cuisine.



The festival was held in September 2011 in New York City's Meatpacking District. The outdoor event featured colorful tents, umbrellas and lanterns, a nod to the open-air markets of Kuala Lumpur and Penang. Eight New York City-based restaurants served up classic Malaysian dishes like Laksa soups and Mee Hoon Goreng to more than 2,000 consumers.

The communications team executed a multi-tiered media campaign which included a dedicated Web site, www.MalaysiaKitchenNYC.com, to drive traffic, as well as event updates on Twitter and Facebook. The campaign generated coverage by the Food Network, *Vogue* and the *Village Voice*, and drove more than 20,000 visitors to the www.MalaysiaKitchenNYC.com site in a one-month time frame. —RD



EXTERNAL PUBLICATION

**Merck Pharmaceuticals**  
*Healthy Beginnings for Babies*



Receiving regular well-baby care visits to evaluate growth and immunization are essential during a child's first year of life. However, the CDC reports only 35% of African-American and 37% of Hispanic infants receive all of the recommended care. To combat these disparities, Merck and Ogilvy PR partnered with the National Healthy Mothers, Healthy Babies Coalition (HMHB) and the National Medical Association (NMA) to create the Healthy Beginning for Babies campaign. The campaign's goal was to spread the message and empower moms about what occurs at each well-baby visit and encourage them to follow through on all visits. The pilot program ran from October through December 2011 and aimed to reach 8,000 moms and healthcare providers. Ogilvy PR created the Guide to Baby's 1st Year booklet, which contained a month-by-month summary of well-baby checkups and milestones; health and safety tips; questions to ask doctors; and a chart to record a baby's growth and vaccinations. More than 8,000 copies of the Guide were distributed before the two-month pilot phase ended. As a result, Merck expanded the program for another year with the goal of reaching 70,000 more moms. —RD

HONORABLE MENTIONS:

**The Axis Agency – Culture Magazine:** Aiming to educate marketers about the growing importance of the U.S. multicultural market, the spring 2012 issue was dedicated to the New Hispanic Mom, featuring articles and case studies covering this demographic.

**Davies – Telling a Powerful Story:** To allay public fears around coal-fired power plants for client GenOn Energy, Davies produced a fact book and sent it to 5,000 households near GenOn's plants. The result was a 73% support rate among the community.

**Hitachi America, Ltd. – Hitachi North America Group Company Brochure:** Hitachi's first external publication featured information on CSR efforts and industry awards, along with customized inserts for the power and information technology sectors.

**The Mosaic Company – Sustainability Report:** The 2011 report conveys the company's sustainability efforts and vividly showcases Mosaic's environmental successes, including land reclamation, electric co-generation and water recycling.

*Continued on page 30*

FACEBOOK CAMPAIGN

**American Airlines with Weber Shandwick**  
*Mystery Miles: More Than 230,000 Take Flight on Facebook With the AAdvantage Program*



American Airlines needed a new way to promote its AAdvantage program not only with current members, but with the masses overall, and Facebook proved to be the missing ingredient. Partnering with Weber Shandwick, American Airlines quickly realized that no other domestic airlines had social media representation for their loyalty programs—all that was needed was a creative incentive for AAdvantage members to get involved and spread the word.

To celebrate the launch of social media channels dedicated to earning AAdvantage miles, American launched the "Mystery Miles" promotion. Members were able to "like" the AAdvantage program on Facebook and quickly earn between 100 and 100,000 miles, but the actual number of miles members would earn would remain a mystery. In a month's time, American gave away 40 million miles and more than 230,000 people had taken the "Mystery Miles Journey." The net result: 260,804 new Facebook likes, leading to a 65% increase in AAdvantage account registrations. —JH

HONORABLE MENTIONS:

**Anaheim/Orange County Visitor & Convention Bureau – Share Our Sunshine:**

To celebrate its 50th anniversary, the AOCVCB launched a "Share our Sunshine" sweepstakes on Facebook. With cross promotion from local attractions, fans created inspirational captions for Orange County photos. Page likes grew 232%.

**Integrated MarketingWorks – Avocados from Mexico "Wake Up a Winner"**

**Promotion:** The "Wake Up a Winner" Facebook sweepstakes promoting avocados from Mexico awarded \$200 gift cards to the winning participants. The campaign garnered a 182% increase in likes over the projected goal.

**Disney Consumer Products – Disney Baby:**

To support the Disney baby brand, a Facebook page was launched in March 2011, featuring exclusive content and interactive tools. The effort reached 1.1 million fans in 14 months.

**Essilor of America with Weber Shandwick – Combatting the Enemies of Clear Vision with Captain Crizal:** As part of a campaign for

*Continued on page 30*

FINANCIAL/INVESTOR RELATIONS

HONORABLE MENTIONS:

**CA Technologies – Enhanced Capital Allocation Program:** To raise the company's reputation as a valued stock, CA targeted shareholders, employees, Wall Street and industry analysts with strong media outreach. Articles in *The Wall Street Journal* and *Investor's Business Daily* helped cause the stock to jump from \$22.44 to \$26.22 in a week.

**CCG Investor Relations Strategic Communications – Clear Media Ltd. and CCG Investor Relations:**

**We Can See Clearly Now – A Fast Growing Outdoor Advertising Company Builds a Strong Wall Street Following:** CCG introduced Clear Media's story to more than 300 new investors, capped by its first global annual results conference call and a seven-day road show. The work paid off, as Clear Media's share price increased over 60% in a three-month period.

*Continued on page 30*

**SHIFT Communications**  
*Appirio's \$60 Million PR Campaign*

To generate robust coverage and awareness of Appirio's series D funding round of \$60 million, SHIFT took the David vs. Goliath approach, positioning the cloud services provider as an upstart compared to big systems integrators like Accenture and Deloitte. The biggest challenge for SHIFT was getting interest in the story beyond the typical venture capital publications and reporters, says Cathy Summers, VP at SHIFT. "We needed to find more compelling angles to our announcement," she says. To that end, SHIFT provided "exclusives" for each of the 16 planned pre-briefings to the media. To keep the momentum going post-announcement, the agency reached out to reporters with the question: "What does \$60 million look like?" This pitch helped secure interviews with *Fast Company*, *Entrepreneur* and *The New York Times'* Corner Office feature. —SVC



*To tout its Series D funding, Appirio asked reporters "What does \$60 million look like?"*



GLOBAL PR

Walt Disney Studios Motion Pictures  
Disney's The Muppets Global Publicity

To relaunch the Muppets franchise and position Disney's *The Muppets* as a worldwide theatrical event evoking nostalgia among Muppets enthusiasts and introducing a new generation of fans, the Disney PR team set out for global "Muppet domination." They portrayed them as contemporary icons that parody real-life events, while positioning the film as the family movie-going event of the holidays. The Muppets stand apart from their animated /CG competition—they can appear "live" as "themselves." Thus, the Muppets themselves were deployed in interviews and appearances in the U.S. and beyond. Special photo shoots, family activities, placement of "spoof" trailers and posters and images highlighted the irreverent comedy of the Muppets. A fashion campaign led to a six-page spread in *InStyle* with name-brand fashion houses designing for Miss Piggy. —Bill Miltenberg

HONORABLE MENTIONS:

**Bacardi Limited – Celebrating 150 Years of Bringing People Together:** For its 150th anniversary on Feb. 4, 2011, Bacardi reached all of its 6,000 employees with an Anniversary Hub, a destination on the ONE Bacardi intranet featuring 2,000 documents and assets such as timelines, videos, imagery, key messages, contests and infographics.

**Bayer AG – Global Introduction of the LIFE Corporate Values at Bayer:** When Bayer introduced its LIFE values—leadership, integrity,

flexibility and efficiency—in January 2011, it reached out to all of its 110,000 employees through presentations and workshops and the LIFE toolbox: a resource for managers to present the LIFE values to their teams, including PowerPoint slides, video messages from leadership and a personal LIFE card.

**Financial Times – Launch of FT Mobile Web App:** To tout *Financial Times* as the first major news publisher to launch a mobile app using HTML5

technology, the PR team offered industry analyst pre-briefings ahead of the app launch to ensure informed, third-party testimonials, offered and secured an exclusive interview with Reuters and hosted reporter/blogger briefings in New York and London.

**Hilton Hotels & Resorts – Announcing an Authentic Experience for Chinese Travelers:** To tap into the Chinese tourist market, Hilton's Huanying ("welcome" in Chinese) campaign featured a North American

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GREEN PR

NASCAR  
NASCAR Green

Since implementing an integrated marketing communications approach in 2011, NASCAR has been able to shift its NASCAR Green movement from a punchline for *The Colbert Report* to an effective communications vehicle for sustainable behavior among its fan base of approximately 60-80 million. Through the use of earned media, thought leadership and influencer engagement, NASCAR has changed the perception of the public and positioned itself as a sports leader in sustainability. Since the beginning of the Green movement in 2008, NASCAR has logged more than 2 million miles on Sunoco Green E15—a safe, high-performance American-made bio-fuel, which reduces emissions by 20%. —DA



NASCAR's Miss Sprint Cup, Kristen Beat, goes green.

HONORABLE MENTIONS:

**APRA Porter Novelli – My Green City 2011:** APRA Porter Novelli turned My Green City, aimed at educating children on nature preservation, into a national campaign by engaging employees, stakeholders, opinion leaders and the public.

**Diageo PLC – Glass is Good:** Seven hundred tons of glass were collected in the first 11 months of Glass is Good, a sustainable project created by Diageo with the support of Owens Illinois and sponsored by Smirnoff.

**MWW – Making MWW Matter More:** Thanks to the participation of the "MWW Group Green," MWW has made a great impact in regard to sustainability. In the six years since the program's launch, MWW has incorporated environmental responsibility into every aspect of its business.

**O'Malley Hansen Communications – HanesBrands Uses Green for Good in Latin America:** To formally introduce HanesBrands' new CSR program in Latin America, O'Malley Hansen Communications developed a robust campaign chronicling every project through photos, videos, media outreach efforts, social media news releases and press releases.

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HONORABLE MENTIONS:

**APCO Worldwide Washington, D.C. – Stop Air Tax Now:** A4A engaged APCO Worldwide to engineer an issues advocacy campaign to defeat an \$11 billion air tax proposal. The creation of stopairtaxnow.com and branded air-sickness bags helped defeat the proposal.

**Doral Bank – Women of Success (Mujeres d'Exito):** To make a difference in the lives of women, Doral awarded grants based on the selection of a committee of women entrepreneurs, including Telemundo's president of PR Hilary Hattler.

**GolinHarris – McDonald's Influencer Communications Plan/Building Brand Trust:** To differentiate McDonald's from competitors in the D.C., Baltimore and Richmond, Va., areas and connect with women's organizations, GolinHarris hosted a McDonald's booth at various health & fitness expos, food festivals, diversity events and dietetic association meetings.

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INFLUENCER COMMUNICATIONS

RF|Binder and Band-Aid Brand  
Band-Aid Brand Rescues Fashion Emergencies

To elevate the message of Band-Aid as an innovative wound care brand and increase its relevancy with adult women, RF|Binder developed a multi-tiered public relations strategy that tied Band-Aid to the concept of fashion emergencies, with the goal of resonating with fashion-forward consumers. A partnership was struck with designer Cynthia Rowley, who produced a limited edition "dress up" Band-Aid. The first-ever "Glambulance" was created as a branded, fashion first-aid vehicle that visited Fashion Week to offer makeovers, an on-site seamstress and fashionable first-aid supplies. A Fashion Malfunction story contest was activated on Band-Aid's Facebook page offering a \$2,500 shopping spree at Cynthia Rowley and a styling session. Long- and short-lead press outreach was conducted, and 25 influential fashion bloggers were recruited as campaign ambassadors to post and tweet about the product launch and Facebook contest. In a three-week period over 80 million media impressions were earned. —BM



Band-Aid's "Glambulance" offered makeovers and fashion first-aid during New York's Fashion Week.





INTERNAL PUBLICATION

**Kaiser Permanente**  
*The Source: The Newsletter for Procurement and Supply*

Sometimes, internal publications can't reach every employee. That was the challenge facing Kaiser Permanente. The organization also found out that its employees wanted to hear more upbeat news stories, learn more about Procurement & Supply and read about their colleagues.

To make the publication work, participation from all levels of the organization was needed. The content produced was required to highlight the organization's Value Compass. With everyone on board, the company was able to share information via newsletter e-mails, the intranet site, meetings and word of mouth. Prizes were given to the first 10 people who submitted story ideas. To make the connection with fellow employees, photos of those involved were included. With an electronic version and hard copies of the newsletter available, employees now feel recognized and like they're a part of the inner workings of the organization. —JH

HONORABLE MENTIONS:

**Bally Technologies – Your Voice:** Bally upped the visibility of its colleagues around the world by increasing correspondence and story requests with its employees. Employee contributions increased from 13 to 38.  
**Disney Interactive – Disney Interactive Energizes Employee Community Via "Interface" and "Portal" News Channels:** With approximately 3,000 employees, Disney Interactive created its first newsletter and will soon launch a blog-style hub which will give employees a chance to engage with each other.

The use of the newsletter has reached nearly 100%.  
**Maryland Dept. of Business & Economic Development – myDBED:** The redesigned intranet made employees visits to myDBED easy and enjoyable. Employees were also involved in the naming of the site and what tools they used most. Ultimately, 75% of employees found myDBED to be extremely useful.  
**The Mosaic Company – Grow Magazine:** To inspire employees and create a publication that would showcase work done in Mosaic communities, an at-

home mailing of the edition was created to support the 75% of employees with limited online access.  
**MWW – 2012 Corporate Citizenship Report: Promise and Practice:** MWW's Promise and Practice report was designed to reflect the company's commitment to transparency. The report focused on waste reduction, reusability and recycling as well as increased efficiency and conservation.  
**Pratt Institute – Prattfolio Magazine: 125th Anniversary Commemorative Issue:** The

innovations of Pratt's students, faculty and alumni were in full display in a celebratory publication that celebrates the creative impact of the Institute.  
**Southwest Airlines – Southwest Airlines' LUVLines: Communicating to 43,000 Employees in more than 70 locations nationwide:** With an emphasis on using personal employee stories to showcase the company's direction, readership of employee magazine LUVLines rose to 93%.



MEDIA EVENT

**Co-Winner: National Heart, Lung and Blood Institute**  
*The Heart Truth Red Dress Collection 2012*

Leveraging The Heart Truth's decade of progress in helping to raise awareness of the No. 1 killer of women—heart disease—the PR team at the National Heart, Lung and Blood Institute looked to invigorate one of its signature events: the Red Dress Collection fashion show. The Heart Truth would pull out all the stops to generate more buzz around the event than ever, seeking 15 celebrity women to serve as runway models and spokespeople at the 2012 show. On, Feb. 8, more than 1,200 people jammed a ballroom to see celebrities like Aisha Tyler, Chaka Khan, Gloria Estefan and Minka Kelly on the runway. As a result, 250 media member and bloggers attended the show; media impressions totaled 1 billion and social media conversations included 26 million unique Twitter users and 9 million Facebook page impressions. —RD

**Co-Winner: Waggener Edstrom Worldwide**  
*Microsoft Office 365: Launching collaboration for everyone from the smallest businesses to the largest*

An under-the-radar launch this wasn't. In setting the campaign for Microsoft Office 365—the company's cloud-based productivity suite—the stakes were high, as the product's success would have a big impact on the future of the \$22 billion Office division. So Waggener Edstrom devised a core set of guiding principles: be inspiring and approachable; be customer-centric; and be global. Pre-launch, Waggener Edstrom fielded a perception audit of press, bloggers and analysts to gauge acceptance of Office 365, along with a press tour that would identify hot button issues. Powerful storytelling enabled by ad campaigns, infographics, Facebook contests and customer videos drove the campaign. The effort resulted in thousands of sales leads for the product, 2,000 media hits worldwide and close to 51,000 tweets with a reach of 45 million throughout the campaign. —JH



HONORABLE MENTIONS:

**Chandler Chicco Agency on behalf of Sanofi US – Get Back In Rhythm:** CCA enlisted music icon and atrial fibrillation (AFib) patient Barry Manilow to raise awareness of the serious heart disease. A media kickoff, an AFib-themed Manilow concert and a Capitol Hill briefing resulted in 76 original media placements and 2.2 million Twitter impressions.

**GolinHarris for Nintendo of America – Nintendo Drives Mario Kart 7 to a New Dimension:** To drive interest in the latest edition of the 20 year-old franchise, life-size versions of two karts were created and displayed at the LA Auto Show, resulting 907 million media impressions, making 7 the fastest selling Mario Kart game of all time.

**MSLGROUP Americas – Prilosec OTC & Larry The Cable Guy Coach Football Fans on "A Better Way to Tailgate":** To make Prilosec OTC stand out as a heartburn medicine, MSLGROUP engaged Larry The Cable Guy to judge an online tailgating contest. The effort connected 300,000 people via digital and live events, and over 1 billion total media impressions.

Continued on page 30

# HALL OF FAME

THE PLATINUM PR AWARDS 2012

We honor our 2012 Hall of Fame inductees—campaigns or initiatives with outstanding communications programs that have not just made an impact over the past several years but that we feel will likely be referred to in years to come. These Hall of Fame campaigns and initiatives have had a larger cultural impact than even its creators might have imagined. The Hall of Fame inductees were honored at the 2012 Platinum PR Awards Luncheon in New York City on Sept. 14.

## BLENDTEC – WILL IT BLEND?



What do you do when you are selling a \$400 blender with a miniscule ad budget? You go viral. Blendtec was known as a manufacturer of high-end restaurant-grade blenders. Looking to widen its customer net, the company created a \$400 version of the Blendtec's Total Blender. To demonstrate the power of the blender, the company produced a series of videos called "Will it Blend,?" featuring company founder Tom Dickson "blending" a variety of bizarre objects (from iPhones to toilet plungers to golf balls). The videos became a YouTube sensation. With over 100 episodes generating over 150 million views, sales of the Blendtec Total Blender for home went through the roof, (over a 700% increase in just a few years). The WillItBlend.com Web site has become a popular destination and the company's Twitter account has over 11,000 followers. Where did such a brilliant idea come from? It turns out that Blendtec had been putting odd objects in its blenders for years to show the public their quality and durability. Not too shabby for a blender company, is it? —JG

## CHARITY: WATER



charity: water is an extraordinary organization that raises money to build wells that bring fresh water to places in Africa where fresh water is scarce. Fresh water touches every aspect of people's lives, their diet, their health, even their education. Moved by a personal visit to Africa, founder Scott Harrison set up the charity, beginning in a simple way. Instead of getting gifts for his birthday, Harrison asked his friends to donate to build wells in Uganda. He raised \$15,000. "The Birthday Pledge" has become the centerpiece of charity: water's public relations and fundraising. Thousands have pledged their birthday money over the years. A 9-year-old girl had hoped to raise

\$300 in birthday money, but was disappointed only to raise \$220. Shortly thereafter, she died in a car accident. Her story reached thousands. In her name alone, over \$1.2 million was raised for charity: water. In five years, charity: water has raised over \$60 million and brought clean water to over 2 million people. —JG

## GEICO – THE GEICO GECKO



How do you make an insurance company all warm and cuddly? How do you get 288,000 people to "like" an insurance company on Facebook? Simple. All you need is an adorable animated Gecko, a cockney accent and some creative, hilarious messaging. When they say that necessity is the mother of invention, they may have been speaking about the GEICO Gecko campaign. It was created during the Screen Actors Guild strike of 1999. Since GEICO wasn't allowed to use live actors on screen during the strike, it was forced to come up with an alternative. The animated Gecko turned out to be PR gold, a campaign that is still going strong after over a dozen years. The campaign has evolved

over the years—Kelsey Grammer's original voice for the Gecko was upper crust, but now the accent (with a new voice behind it) is more working class. The campaign also made the leap to social media beautifully, with a hilarious Facebook page dishing up everything from cute kittens to a travelogue of the Gecko's journey across America. —JG



## IBM – SMARTER PLANET



Launched in 2008, the IBM Smarter Planet initiative was conceived as a business idea to capitalize on the “Mandate for Change” sweeping business, governments and institutions. The initiative promotes the way in which IBM technology and know-how helps industry, government, transportation, energy, education, healthcare, cities and other business work smarter and contribute to building a “Smarter Planet.” It later evolved into a multiplatform communications program involving all marketing channels and disciplines, with a special focus on cities. In 2010 IBM rolled out the Smarter Cities Challenge, a three-year, 100-city, \$50 million grant program in which IBM’s top technical experts provide actionable advice to urban centers. The Smart Cities program gets further amplification from Twitter chats with IBM execs. —JG

## OSCAR MAYER/KRAFT FOODS – OSCAR MAYER WIENERMOBILE



Since 1936, people across America have anxiously awaited the arrival of the Wienermobile—the Oscar Mayer car shaped to look like a hot dog on a bun—in their hometowns. The Wienermobile has been one of the longest-running PR “vehicles” in history. In fact, it took gas rationing during World War II to temporarily take the Wienermobile off the road. Among the PR milestones for the Wienermobile was the creation (in 1988) of a competition among college graduates for a one-year job as a Wienermobile “pilot.” Out of more than 1,000 entrants, a dozen are chosen. Each “pilot” (as they are called) spends two weeks in training at Hot Dog High and is given a “Hotdogger” name. In 2004, a competition drew 15,000 applicants looking to drive the Wienermobile for a day. —JG

## RONALD MCDONALD HOUSE CHARITIES



Through its network of local chapters in 57 countries and regions, Ronald McDonald House Charities creates and supports programs that improve the health and well-being of children. The nonprofit serves more than 8,000 families each day, saving them over \$257 million a year in hotel costs. Comprised of three different segments—Ronald McDonald House, Ronald McDonald Family Room and Ronald McDonald Care Mobile—RMHC relies heavily on its network of corporate donors, community leaders, individual donors and volunteers. At the root of its establishment as one of the most recognizable nonprofits in the world is the localized events promoted by the various chapters, such as the upcoming Oct. 13 Pulling for the House event benefiting RMHC of Chicagoland & Northwest Indiana. —BM

## SELF MAGAZINE – PINK RIBBON



Fifteen years after *SELF* introduced the Pink Ribbon awareness symbol, thousands of lives have been saved thanks to the focus on early breast cancer detection. Early in 1992, Alexandra Penney, then the editor in chief of *SELF*, was designing the magazine’s second annual Breast Cancer Awareness Month issue. She worked with breast cancer survivor Evelyn Lauder, the senior corporate VP at Estée Lauder, to create a ribbon for the cosmetics giant to distribute in stores in New York City. The symbol soon went nationwide, and has become a wellness icon. Since then, hundreds of millions of dollars have been raised behind the Pink Ribbon symbol. The Susan G. Komen Race for the Cure and the U.S. Postal Service’s Breast Cancer Research stamp are just a couple of the notable boosters of the ubiquitous ribbon. —BM

## ST. JUDE CHILDREN’S RESEARCH HOSPITAL – THANKS AND GIVING CAMPAIGN



Now in its eighth year, St. Jude Children’s Research Hospital’s Thanks and Giving campaign has helped raise more than \$64 million for finding cures for kids battling cancer and other deadly diseases. The campaign features a multimedia approach to unite celebrities, media and corporate partners during the holiday season in support of the research and treatments that takes place at St. Jude. Led by Kmart, CVS/pharmacy, DICK’S Sporting Goods and Kay Jewelers, nearly 60 companies and brands have launched holiday fundraising campaigns featuring online engagement programs, in-store giving opportunities and merchandise to help raise funds and awareness among their customers for the hospital. In 2011, online engagement and fundraising was at an all-time high, garnering \$7.9 million in donations. —BM

## TARGET – TAKE CHARGE OF EDUCATION



Since 1997, Target REDcard holders enrolled in Take Charge of Education have helped schools fund everything from field trips to books to computers—\$324 million worth. Target donates 1% of participating customers’ REDcard purchases at Target and Target.com to the K-12 school of the customer’s choice. With each donation, Target helps fund book donations, field trips for students, education programs, school supply purchases and more. To help with the fundraising, Target provides downloadable tools—flyers, Web site banners and more—to help spread the word. In November 2011, Target announced free shipping on Target.com purchases when guests use their REDcards. —BM

Building the bridge between PR and the bottom line.

# PR News

August 27, 2012 prnewsonline.com Issue 34 Vol. 68

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## Facebook's Stock May Have Dipped, But Not Social Media's Value to PR

Oh, the mighty has fallen. Since its IPO fiasco on May 18, 2012, Facebook has seen its stock price drop like an avoirdupois stone.

investors, including—perhaps tellingly—20 million shares sold off by Peter Thiel, one of Facebook's earliest financial backers and a member of its board of directors.

to be outdone. Groupon, the online daily deal site, has seen its stock price slide from \$20 on its IPO in November 2011 to its IPO as of Aug. 24, 2012.

**THE REAL VALUE**  
Thus, the stock of some of the biggest social media players has fallen dramatically. What does this do to the value of social media to organizations as a communications tool? Will company executives who

control budgets and view stock price as a key indicator of worth sour on social media? Research so far is inconclusive. In the 7/30/12 issue of PR News, we reported that nearly 40% of marketing executives found social media measurement and ROI was one of their greatest challenges. Yet in our 6/11/12 issue, we reported that 66% of corporate executives expected digital/social business

### DID YOU KNOW?

#### Seven Things You Will Learn in This Week's Issue of PR News

1. Since its public offering in May, Facebook's stock has fallen to about \$20, or half of the IPO price. (p. 1)
2. Nearly 40% of marketers

## For Best PR Results, Follow the 3 O's of Metrics: Outputs, Outtakes & Outcomes

## Things You Will Learn...

Each issue features quick, yet deeply researched articles that cater to high-level strategic thinkers who are looking for creative ways to:

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- Increase brand awareness
- Improve your corporate image
- Measure your PR initiatives
- Deal effectively with crises
- Hone your communication skills
- Get positive media coverage
- Identify & monitor brand influencers

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## SMALL PR FIRM OF THE YEAR - ANNUAL INCOME OF LESS THAN \$10 MILLION

## Co-Winner: Henson Consulting

If you ever needed proof that bigger isn't always better, Chicago's Henson Consulting's 16-person team delivered imaginative, entertaining and, best of all, revenue boosting campaigns for an A-list of clients.

Clients include Open Hearts Foundation/Kay Jewelers, The Pampered Chef and Lettuce Entertain You Enterprises. This year's 32 account wins included such iconic brands as Kraft Philadelphia Cream Cheese and Van Cleef & Arpels. Most of the agency's 10 account losses were due to funding issues.

Founder Kathleen Henson has masterfully put together a team of dedicated PR professionals and they have come through in a major way for Henson Consulting's clients. One example of this is client HUB 51, a group of top Chicago restaurants and clubs.

Leveraging the popular music festival Lollapalooza, which hits Chicago each August, Henson has branded its client as "hubs" for festival talent, celebrities and visitors. This has resulted in more than 83 million media impressions in top-tier outlets like *People*, UsMagazine.com and the *Chicago Tribune*.

Another great example is the "Hearts A Bluhm" campaign they created for Northwestern Memorial Hospital's Bluhm Cardiovascular Institute. To generate awareness of cardiovascular health in general, and for the Institute's leadership in the field of cardiovascular medicine, the Henson Consulting team created 100 giant, painted hearts "blooming" in high-traffic Chicago locations. The result? The campaign garnered support from key city officials, raised more than \$75,000 in in-kind support, and garnered more than 45 million impressions, including top-tier local and national media.

Recent growth in the client base, revenues and staff size necessitated the move to a 4,000-square-foot office in downtown Chicago. —JG



Henson Consulting boasts clients like Kraft Philadelphia Cream Cheese, The Pampered Chef and Van Cleef & Arpels.



The InkHouse Media + Marketing team, which grew revenues to \$3.3 million in 2011, a 20% increase over 2010.

## Co-Winner: InkHouse Media + Marketing

A firm that began in 2007—with three employees working from a kitchen table and a client base of start-ups—InkHouse Media + Marketing has grown to a team of 33 employees doing creative and innovative work for a client base that includes Raytheon, GE Energy and Nuance Communications. With offices in Waltham, Mass., InkHouse Media + Marketing is in close proximity to both established technology companies and to many hot start-ups.

Agency co-founders and principals Meg O'Leary and Beth Monaghan think out of the box. One example of this is InkHouse's Content Bureau, where the agency creates, seeds and curates content that ignites conversations for clients with their top influencers. This kind of thinking yields results: In 2011, revenues grew to \$3.3 million, a 20% jump over 2010. Growth is expected to be even greater in 2012—more than 50%.

In 2011, InkHouse Media + Marketing worked with client Raytheon to come up with some terrific public service campaigns, including the 2011 MATHCOUNTS National Competition in which more than 40,000 middle school students competed for top honors. InkHouse Media + Marketing scored a major media win by securing a placement on *LIVE with Regis & Kelly*, where the winner competed in a math competition against the hosts. The InkHouse Media + Marketing team then secured a satellite media tour that generated nearly 200 confirmed airings in major markets including Chicago, Los Angeles and New York.

While the InkHouse Media + Marketing team have been enjoying financial successes, a big part of the company culture involves giving back to the community. Employees volunteer at the Greater Boston Food Bank and the company gives time off to employees each quarter to engage in volunteer work of their choice. —JG

## HONORABLE MENTIONS:

**Airfoil Public Relations:** Airfoil enjoyed a "Cy Young"-worthy season with a 22-3 win-loss account record. Some of the big wins included LinkedIn, Brookstone and eBay Sellers.

**HORN:** Named as "Technology Agency of the Year" by The Holmes Report, HORN also scored some huge client wins this year including *Forbes*, NBC

Universal and Demand Media.

**Schnake Turnbo Frank PR:** Enjoyed its best year ever with \$3.1 million in revenues, representing 23% increase in revenue. One of the strongest Oklahoma agencies, its client list includes Oklahoma State University, Blue Cross Blue Shield of Oklahoma and the WNBA's Tulsa Shock.

**Walker Sands Communication:** One of the fastest-growing agencies in the country, Walker Sands grew 131% between 2009 and 2011 and is enjoying even more explosive growth in 2012. Two huge recent wins include Cisco and HarperCollins.

MIDSIZE PR FIRM OF THE YEAR - ANNUAL INCOME OF \$10 MILLION TO \$60 MILLION



Thanks to great client work, the Cone Communications team generated double-digit growth and a record revenue and profits in 2011.

Co-Winner: Cone Communications

What do you get when you combine Ben & Jerry's ice cream, Jimmy Fallon and Stephen Colbert? You get the kind of PR gold mine that helps define Cone Communications as one of the hottest midsize PR firms in the world.

Ben & Jerry's and Fallon collaborated on a new flavor called Late Night Snack. Boston's Cone Communications orchestrated the launch of the product which involved a press-only tasting, an on-air launch and an exclusive AP story. The AP story hit the wires concurrently with the on-air announcement. As a follow-up, Fallon made a surprise visit to *The Colbert Report*, where he orchestrated a face-off against Colbert and

his personal Ben & Jerry's flavor (AmeriCone). The launch and follow-up received huge media attention, reaching over 215 million consumers through 339 placements.

But Cone doesn't limit itself to B2C clients. In 2011 the agency did work for Xylem Watermark, a spin-off from longtime Cone client ITT Watermark, which helps customers transport, treat, test and use water in public utility, residential, commercial, agricultural and industrial settings. Cone identified and established key strategic partnerships for Xylem with groups like Water For People, Mercy Corps and China Women's Development Foundation. Cone also created an employee engagement campaign to drive awareness and impact internally for Xylem Watermark.

This kind of work allowed Cone to enjoy double-digit growth and achieve a record year for revenue and profits. Cone enjoyed the kind of year many bigger agencies would have killed for. A 23-3 account win/loss record included wins for such key clients as Cheerios and Honey Nut Cheerios, AMC Entertainment, Snuggle and the Sierra Club. —JG

Co-Winner: Makovsky + Company

For a relatively small company, Makovsky + Company has been getting some serious media attention lately. Thanks to some pretty savvy PR efforts on its own behalf (as well as for clients), Makovsky + Company was identified by Dow Jones & Co. as the third-most-in-the-news public relations agency in the world. This is almost unimaginable when you think of the size of the competition this consultancy faces in the PR world.

Part of the credit must go to Makovsky + Company's efforts on the content marketing front. Firm president Ken Makovsky's blog "My Three Cents" is featured in Forbes.com and *Bloomberg Businessweek's* Business Exchange. This not only helps to further establish Makovsky as a thought leader, it helps gain greater visibility for the agency. Also on the content marketing front, the agency's newsletter series "Strategies" is recognized as one of the longest-lived and most respected thought leadership vehicles in the public relations industry.

Notably, Makovsky's work in 2011 included an engagement with Charles Schwab, helping to elevate the financial services company's stature as a source of visionary thinking among registered independent investment advisors (RIAs). Makovsky earned more than 1 billion media impressions, a 200% increase in Twitter followers and 250 more RIA firms to Schwab's platform. Other brands have certainly taken notice of the agency's stellar performance. New clients this year included major wins for three of the world's largest pharmaceutical companies, Guardian Life, Cracker Barrel and Casual Male. The agency enjoyed revenue growth of 12% in 2011. —JG



Not only does the Makovsky + Company team do stellar work for clients—it also does savvy PR on behalf of the agency, earning the title of third-most-in-the-news PR agency in the world.

HONORABLE MENTIONS:

**Coyne Public Relations:** Perhaps Coyne Public Relations' crowning achievement in 2011 was the creation of a Burger King crown large enough to fit the Statue of Liberty. The crown was the centerpiece of the BK CROWN/NTM/MC Program.

**MWW:** Freshly independent in 2011, MWW added an impressive list

of clients that included Walgreen Co, Zumba Fitness, Subaru of America and Deloitte Touche. Highlights included a multi-platform social media campaign for Nikon.

**Peppercom:** In a solid year for Peppercom, key wins included TGI Friday's, Lending Tree, Northeastern University and Aramark. Peppercom also beefed

up its digital capacities with the acquisition of H2O Associates.

**PMKBNC:** In 2011, PMKBNC went international, opening an office in London. Wins included JC Penney, Audi and The Weinstein Company. Highlights included the orchestration of the 2011 summer GLEE LIVE! concert tour.

## LARGE PR FIRM OF THE YEAR - ANNUAL INCOME OF \$60 MILLION OR MORE

### Co-Winner: Ogilvy Public Relations

The timing couldn't have been more perfect. In 2011 legendary public relations giant Ogilvy celebrated the 100-year anniversary of the birth of founder David Ogilvy by enjoying the most successful year in firm history. Ogilvy's revenues jumped by 15.7% and profits soared by 32.7%.

A real key to Ogilvy's longtime success is the loyalty and longevity of its client base. What better endorsement of the quality of Ogilvy's work than the fact that 23% of its clients have been with the firm for five years or more and many have been loyal for decades.

While Ogilvy has seemingly been around forever, it manages to stay at the forefront of public relations best practices with initiatives like Social@Ogilvy, which connects all of Ogilvy & Mather's social media experts, and a new emphasis on content marketing, where Ogilvy counsels clients on how to build their own "media companies."

On the client side, 2011 marked some innovative and very effective campaigns. Ogilvy assisted the IRS in achieving a government mandate that 80% of tax returns are e-filed by 2012, and increased engagement of the tax program FreeFile as a user-friendly option for taxpayers. For the iconic board game Scrabble, the agency raised awareness of the 20th World Scrabble Championships, increasing sales of the game by creating video content from the event.

One of PR News' 2011 Top Places to Work in PR honorees, Ogilvy invests heavily in employee training, with those mastering state-of-the-art digital techniques earning "Ogilvy Black Belts." —JG



*In 2011 the agency launched Social@Ogilvy, a worldwide practice connecting all of Ogilvy's social media experts to more effectively serve the needs of its clients.*



*Weber Shandwick is defined by its manifesto, which highlights the agency's commitment to superior engagement, advocacy, close collaboration and success for its clients.*

### Co-Winner: Weber Shandwick

Whether it was executing the fastest launch in PepsiCo history (Pepsi NEXT) or transforming American Airlines customer service through Twitter, Weber Shandwick came up with some of the most innovative and successful public relations campaigns of the past year.

Weber Shandwick added names like Aetna, Diet Pepsi, Fisher Price and Rolls-Royce to a client roster that already included such heavyweights as Eli Lilly, Mars Incorporated, Johnson & Johnson and Goldman Sachs. Weber's client list now includes 52% of the *Fortune* 50.

Weber Shandwick was particularly proud of the work it did for the United States Army, where it advised on the award-winning Army Strong Stories blog and mega-integrated campaign combining earned media, social media and grassroots outreach to share inside stories of Army life through storytelling and video. "Weber Shandwick has been the main communications catalyst in the complete transformation of the U.S. Army's global social media platform," says Ben Jasurda, the Army's chief marketing officer. "When Weber speaks on social media issues, colonels and generals listen."

The agency also makes sure its voice is heard via speaking engagements and thought leadership bylined articles. From BlogHer to SXSW, Weber Shandwick's leaders spoke at over 50 digital events in 2011 and were contributors to outlets such as the Forbes CMO blog, Mashable, The Huffington Post, *The Wall Street Journal* and the *The Washington Post*.

Internally, Weber Shandwick's "Making A Difference" awards program, in its sixth year, champions employee involvement in their communities through pro-bono/community relations work. Organizations benefiting from our efforts include local community centers, The Canadian Foundation for AIDS Research, War Child, Habitat for Humanity and Big Brothers Big Sisters. —JG

#### HONORABLE MENTIONS:

**Cohn & Wolfe:** Opening multiple offices across Asia helped to drive a highly successful 2011 for Cohn & Wolfe. The year saw an 8.4% increase in global revenue and double-digit growth on the bottom line.

**GolinHarris:** The firm underwent a major structural overhaul and all the growing pains that goes with such a change, yet still managed to enjoy an extremely successful year. In the course of the year, GolinHarris

added more than 150 new clients and brands, including Alcoa and the Mayo Clinic.

**Ketchum:** A highlight of the year for Ketchum was helping IBM celebrate its centennial by leveraging the *Jeopardy!* success of its computer system Watson, a campaign that garnered 1.6 billion impressions. Ketchum achieved the remarkable feat of retaining 100% of its top 50

clients in 2011.

**Waggener Edstrom Worldwide:** In calendar year 2011, Waggener Edstrom added 94 new clients; this client expansion drove a more-than-two-thirds global proactive win rate. The agency's recruiting program helped generate more than 250 new regular employee hires in 2011. WE also contributed more than \$1.1 million in pro bono work.



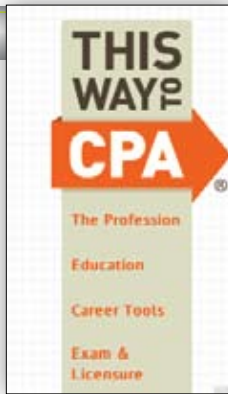
MARKETING COMMUNICATIONS

**AICPA**  
*ThisWaytoCPA*

How do you make a 124-year-old organization of certified public accountants sexy to college kids? You create a recruiting Web site that appeals to budding accountants and market the heck out of it—and that’s just what the AICPA did. Working with communications agency Capstrat, the AICPA created ThisWaytoCPA.com in 2010.

In 2011, AICPA looked to take the site to the next level, holding an accounting competition—marketed through professors, via on-campus posters and e-mail and social media communications; through a book, *The Future CPA’s Guide to Life and Awesomeness*, a compilation of witty CPA tips; and an interactive Internship Readiness Quiz, among other components.

This resulted in more than 15,000 unique visitor per month to the site; 17,500 database sign-ups (goal was 15,000); and more than 216 teams participating in the accounting competition—the goal was 125. —*SVK*



*ThisWaytoCPA.com is targeted at college students interested in a CPA career.*

HONORABLE MENTIONS:

**Adobe Systems – Adobe Launches Creative Cloud and Sparks a Corporate Brand Transformation:** YouTube videos, social media chatter, multi-city media tours, virtual press conferences and a creativity scholarship program drove Adobe’s Create Now campaign to half a million downloads of the beta product in less than a week.

**Baptist Health South Florida – South Florida Meets the New West Kendall Baptist Hospital:** A new site, social media, media tours and a grand opening gala event successfully introduced the new hospital to the community. The key objective—daily ER visits of at least 92 patients—was achieved on day six, and by Q4 2011, more than 120 ER patients per day were being treated.

**Downy with DeVries Public Relations – Downy Puts Mike in the Window for Clean Sheet Week:** “Mike in the Window” elevated a fabric softener product upgrade to a social media-driven week of entertainment and brand buzz, resulting in a 14% jump in sales volume right after the campaign ended.

**Exponent PR – Novartis Uncovers the Dirty Truth about Fleas:** “Dirty Truth” webisodes starring Mike Rowe, host of *Dirty Jobs* on the Discovery Channel, helped anchor the 2011 campaign to increase the share of Novartis’ Sentinel Flavor Tab product, resulting

in a market share increase from 8.1% in May to 9.2% in late 2011.

**InterContinental Hotels Group – IHG’s Check It Free Promotion:** Two satellite media tours with well-known travel gurus and pitches to top-tier travel publications and national broadcast outlets helped spread the word that IHG would pay airline bag fees for its guests. The campaign resulted in 659 million media impressions.

**The Reading Hospital and Medical Center – HeartSAFE Berks County:** A dedicated Web site, CPR classes, billboards, a HeartSAFE night at the Reading Phillies minor league game and more were deployed to improve the survivability of sudden cardiac arrest victims within Berks County, resulting in more than 160,000 people educated about cardiac arrest.

**School of Journalism and Mass Communications, University of South Carolina – The Great Wiener War of 2011, Lulu’s Hot Dogs:** Let’s be frank—generating awareness of a start-up hot dog stand whose competition is a well-established local brand and a national chain (Sonic) wouldn’t be easy. Yet a hot dog eating contest and Facebook and Twitter efforts increased awareness by 50%, traffic to Lulu’s by 34% and monthly sales by an average of 32%.

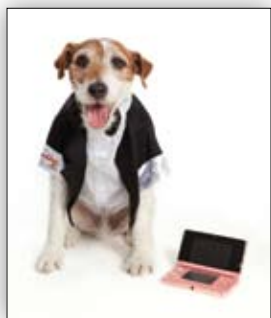
MEDIA RELATIONS

**Co-Winner: General Motors Corp. with Weber Shandwick**  
*Closing the Perception Gap: Compelling Content Helps Drive More Consumers to GM’s Revamped Vehicles*

Working with Weber Shandwick, GM created the GM News Bureau, a centralized news and story-mining team to promote GM’s product revitalization program. Stories were developed as convenient “content packages,” including articles, photos, videos and infographics and then disseminated on GM’s various channels and social media outlets as well as directly to the media. This fusion of compelling and consistent content, and strategic story placement, enables GM to touch more consumers in more ways with more positive messaging on brands and products. The results were impressive. GM achieved nearly 16,000 placements with a reach of nearly 11 billion. YTD sales were up by 14% and the public’s “product quality” perception was up as well. —*JG*



**Co-Winner: GolinHarris for Nintendo of America**  
*PR Barks Up the Right Tree by Naming Uggie as Nintendo’s First Spokesdog*



*Nintendo’s first ever “spokespet” Uggie strikes a pose alongside the new Pearl Pink Nintendo 3DS.*

When Nintendo was looking to bolster sales of its newest offerings, the Nintendo 3DS and the video game “nintendogs + cats,” it literally went to the dogs. With the help of GolinHarris, it secured the services of celebrity dog Uggie, from the movie *The Artist*, and created a public relations campaign that was a hit with the press, with social media and with the target audience—young female buyers. GolinHarris deployed a combination of PR tactics, including a pun-filled press release (“lending a paw”), the creation of a video of Uggie’s first day of “spokesdog training,”

and effective use of social media. When *The Artist* won the Academy Award for best picture, GolinHarris took advantage and secured broadcast appearances on *Live with Kelly* and *The Ellen DeGeneres Show*. The social media efforts showed bite, reaching 1.8 million people, while sales increased by 25% during the four-week campaign activities. —*JG*

HONORABLE MENTIONS:

**Hill+Knowlton Strategies – Tracking health reform all the way to the Supreme Court:** In anticipation of the Supreme Court hearings on the constitutionality of the Patient Protection and Affordable Care Act in March 2012, H+K sought to position the Deloitte Center for Health Solutions executives as the go-to source for comment on health reform implications. As a result, the team garnered more than 260 million media impressions, including *The Wall Street Journal*, NPR and *Financial Times*.

**Makovsky + Company – Launching a New Category in Vision Technology and Building a National Sales Network:** To publicize the launch of PixelOptics’ empower! (the world’s first electronic prescription eyewear), Makovsky unveiled the product at two off-campus Consumer Electronics Show (CES) venues. A huge savings over the multimillion dollar booths at CES, the strategy still led to coverage from outlets like *PC Magazine* and *LIVE!* with Regis and Kelly.

**McDonald’s USA and GolinHarris – McDonald’s Commitments to Improved Nutrition Choices:** To tout its healthy eating choices, McDonald’s and GolinHarris leveraged endorsements from Michelle Obama and the Let’s Move initiative for its Nutrition Commitments drive.

**MWW – Re-Shaping Zumba’s Image from Dance Workout Phenomenon to Global Multimedia Giant:** MWW directly engaged the top 20% of lifestyle media and made significant progress in re-shaping brand perception of Zumba. The efforts secured 91% message pull through in national coverage.

**National Restaurant Association – Kids LiveWell:** To promote the idea of healthy menu choices for kids, the National Restaurant Association kicked off the “Kids Live Well” campaign with a press conference and tasting event at the National Press Club, and then used an integrated social media campaign that got the attention of parents, kids and even former President Bill Clinton.

**NBC Universal – Smash:** The multi-platform campaign, including a red-carpet star-studded event to promote the new series *Smash*, resulted in 11.5 million viewers tuning in for the premiere.

*Continued on page 30*

## MULTICULTURAL CAMPAIGN

### Hilton Hotels & Resort Announcing an Authentic Experience For Chinese Travelers

In the past decade, the number of Chinese citizens traveling abroad has grown from virtually zero to an estimated 56 million in 2011. Thus, Hilton Hotels and Resorts saw the opportunity to grow its presence, revenue and reputation among Chinese travelers by providing hotel amenities and services important to them. Leaning on its 20-years-plus of experience in doing business in China, Hilton developed Hilton Huanying (“welcome” in Chinese)—hotel amenities like Chinese teas and breakfast offerings and other services that appealed to Chinese guests.



Hilton launched the program in San Francisco on August 17, 2011, followed by a tour in China that included face-to-face meetings with influential travel agencies. Media outreach included business, trade and consumer target media in China and abroad. The results were immediate: booked room nights by outbound Chinese travelers increased 122% during Q1 2012. —SVC

## HONORABLE MENTIONS:

**Bristol-Myers Squibb – Turning the HIV Fight into a Movement:** To raise awareness of HIV, Bristol-Myers Squibb partnered with Alvin Ailey American Dance Theater, which created “Home,” a production that chronicled 10 individuals with powerful HIV stories. PR garnered 90 million total impressions and a 123% increase in daily unique visitors to its site after the Dec. 1, 2011, premiere.

**CIGNA – Haitian Creole Triangular Postcard:** Finding phone messages to be ineffective in reaching its Haitian clientele in Florida, Cigna’s tri-lingual (French, Creole and English) pictorial postcard achieved better results: a savings in 2011 of \$624 in healthcare costs for those customers who received it.

**Euro RSCG Worldwide PR with Transitions Optical – Creating Cultural Connections to Reinforce Eye Health Leadership:** A Multicultural Toolkit for eye care professionals plus extensive media outreach to consumers and optical care trades resulted in 146 million-plus consumer/trade impressions.

**Flowers Communications Group – MillerCoors Urban Entrepreneurs Series:** To support entrepreneurship in urban communities, FCG digitally refreshed the existing Entrepreneurs Series with social and educational online video components, resulting in 400 million media impressions and an 84.3% increase in Twitter followers.

**National Heart, Lung & Blood Institute – The Heart Truth:** NHLBI and Ogilvy PR used the longtime “Red Dress” icon of The Heart Truth campaign for a fashion show featuring top designers and celebrity spokespeople, resulting in more than 60 million media impressions and coverage by top Spanish-language broadcast outlets.

**National Kidney Disease Education Program – Kidney Sundays Helps African Americans Understand their Risk for Kidney Disease:** The NKDEP and Ogilvy PR deployed community partners for grassroots outreach, a national radio tour and a Facebook page to target African American churches. Its grassroots goal of

reaching 30 churches was exceeded by 1,164%.

**Porter Novelli – SOYJOY: “Yo SOY” Hispanic Campaign:** The snack bar company partnered with social mobile network MocoSpace to build an online/mobile destination featuring SOYJOY branded badges and special promotions, resulting 105,000 MocoSpace SOYJOY fans in 10 weeks.

**Time Warner Cable – Hispanic Heritage Month Campaign – El Reto Fast Five:** To drive on-demand viewership of the movie *Fast Five*, TWC built a Spanish Facebook application that gave fans a chance to win concert tickets to see musician and actor Don Omar, resulting in \$1.3 million in revenue from views of *Fast Five*.

## ONLINE COMMUNICATIONS



Cohn & Wolfe’s campaign enabled fans to personalize their top 25 college football teams online.

### Cohn & Wolfe with Valvoline Guaranteeing a New Era in Polling: Valvoline & SportingNews.com Team to Empower Fans

Faced with the challenge of reinvigorating the Valvoline Engine Guarantee program, Cohn & Wolfe decided to go digital while staying true to the program’s spirit. Thus, partnering with *Sporting News*, a college football poll was created allowing fans to personalize their top 25 football teams. The polls were designed with the ability for users to auto-publish their picks to Twitter or Facebook.

While users were deciding how to rank teams, banner ads promoting Valvoline’s motor oil guarantee program were just as prominent. The plan was designed to make the connection between content and creative ad branding a natural one. The integration was a success, as Valvoline saw a 20% increase in growth online for the Valvoline Engine Guarantee program and an increased level of

engagement—10,000 fan polls were created. —JH

## HONORABLE MENTIONS:

**Piedmont Healthcare – Piedmont Healthcare Launches HealthWatchMD:** Piedmont Healthcare created its Web site, HealthWatchMD, as a way to share health advice and life-improvement tips with its patients. The site was able to bring the hospital’s services to life through news videos, blog posts and live chats.

**County of Los Angeles, Chief Executive Office – LA County Goes Digital With Annual Report:** With the hopes of reaching more residents, Los Angeles County created a Web site to house the county’s annual report electronically. In six weeks, the county saw site views grow by nearly 300%.

**IEEE with Weber Shandwick – Digital Storytelling to Advance IEEE’s Technology Leadership at CES:** To establish itself as the go-to voice for readers who wanted to learn more about technology trends, IEEE became its own content publisher, resulting in more social media influence.

**Indianapolis Airport Authority – Maximizing IND’s “front door to the city” during Super Bowl XLVI:** To make a good first impression for fans arriving in Indianapolis for the Super Bowl, IAA created an app and Web site that housed helpful information, from flight times to restaurant locations.

**InkHouse Media + Marketing – InkHouse for Zmags: Meet the Connected Consumer:** Faced with the challenge of connecting to consumers on tablets with Zmags, InkHouse release research and secured more than 90 placements with media targets in technology and e-commerce.

**Marina Maher Communications – Robitussin 100,000 Simple Acts of Relief Sweepstakes and Last Names Giveaway:** To reignite consumer awareness of Robitussin, MMC and Pfizer launched The Simple Acts Sweepstakes. The first Act of Relief was the Last Names Giveaway—a national call-to-action

offering free products to people whose last names sound like symptoms that Robitussin treats.

**Porter Novelli – SOYJOY: “Yo SOY” Hispanic Campaign:** SOYJOY partnered with MocoSpace to build an online/mobile destination featuring SOYJOY branded badges and special promotions, resulting 105,000 MocoSpace SOYJOY fans in 10 weeks.

**rbb Public Relations with AlphaStaff – Superheroes of HR:** To turn the untapped insurance broker market into a primary revenue driver, AlphaStaff overhauled its Web site with social media links and broker-specific news.



ONLINE PRESS ROOM/MEDIA CENTER

**Synaptic Digital**  
*Rotary International Media Center Powered by Synaptic Digital:*

To give journalists and other stakeholders around the world “at your fingertips” access to Rotary International materials, Synaptic Digital designed eight language-specific libraries containing key content pertaining to each region. To support the promotion of the “This Close” PSA television and print campaign, which aims to eradicate polio worldwide, the agency built a custom download functionality, enabling an image download to include PDF, EPS, JPG and metric-sized files.

“Our media site has become an invaluable tool to host and provide content to Rotary members and media across the globe,” says Vivian Fiore, manager, media relations, Rotary International. “What took days or even weeks in some instances, people can now access our content within minutes.” The new media center helped “This Close” considerably, with 2,201 PSA files downloaded between March and December 2011 by broadcast, print and online media. —SVC



The “This Close” TV and print campaign to help eradicate polio features an online press room with eight language-specific content libraries.

HONORABLE MENTIONS:

**AICPA - AICPA Press Center Redesign:** Adding an “In the News” section, streamed feeds from its Twitter and blog pages, and a rotating content feature, the AICPA site—relaunched in 2011—has received an uptick in visitors and less queries from journalists lost on the site.

**Bally Technologies - Bally Online Newsroom:** BT aimed for a simple destination for reporters to find news, information and images—one that would require minimal staff time to manage. The site, which included a company timeline, executive biographies, press releases from five years back and more, has saved an estimated 200 man hours just from having the press releases organized and available online.

**Cisco Systems – The Network: Cisco’s Technology News Site** In allowing its content to be easily shared, The Network received nearly 90,000 visits (over 75% of them new visits) from 189 different countries the week after launch in June 2011.

**Diamond Public Relations – Online Media Resource Center:** DPR’s center features materials for both journalists and employees to access both agency and client press kits. The password-protected page has resulted in time-savings for DPR.

**NASCAR Integrated Marketing Communications - NASCARMedia.com:** NASCAR focused on what journalists wanted most from them: statistics, schedules, audio, video, photos and race graphics—plus an increased mobile capability. Launched in June 2011, the site immediately saw a big spike in traffic, and

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PR ON A SHOESTRING

**Co-Winner: American Academy of Ophthalmology**  
*Want Scary Eyes? The Dangers of Non-Prescription Decorative Contact Lenses*

To the American Academy of Ophthalmology, people who wear non-prescription decorative contact lenses just aren’t seeing straight. So the organization launched the Scary Eyes effort with three objectives: to raise awareness of the risks of wearing these lenses; raise the public profile of ophthalmology and ophthalmologists; and to elevate the brand of the

American Academy of Ophthalmology and its Eyesmart Web site. AAO deployed a social media press release; an online promotional tool kit for doctors; and a radio media tour. The results were eye-opening: Media outreach garnered 1,500 online and print stories and 100 TV segments, with total impressions hitting 315 million. —SVC

**Co-Winner: Porter Novelli**  
*SOY JOY: ‘Yo SOY’ Hispanic Campaign*

With the goal of introducing the SOYJOY snack bar to the growing Hispanic market, Porter Novelli targeted those 18-24 because of their affinity both for snacking on the go and for their use of mobile devices, which would play heavily into the campaign. Partnering with social mobile network MocoSpace, launch tactics for the campaign included the creation of an online/mobile community for SOYJOY and the cultivating of bilingual brand and flavor conversations by teasing a new SOYJOY flavor (pineapple) online.

The results were impressive: close to 1.35 million impressions in Hispanic print publications; 105,000 MocoSpace fans in 10 weeks; and an increase of total awareness of the SOYJOY snack bar of 351% from July-December 2011.

—SVC



HONORABLE MENTIONS:

**American Red Cross – Save-a-Life Saturday:** To honor the heroic acts of those who responded at the tragic Jan. 8, 2011 shooting in Tucson, Ariz., the Red Cross hosted a day of nationwide events focused on first aid, CPR and bleeding and shock management that were promoted by a toolkit of flyers, press releases, talking points and other media and marketing materials. On March 19, 11,000 people received free training at 100 events across the country, including 115 members of Congress and their staff.

**Disney Consumer Products – Disney Introduces AppMATEs Mobile Application Toys:** To introduce the new toy line that comes to life on an Apple iPad, Disney briefed key toy and digital industry influencers, and coordinated efforts with Apple in concert with its holiday gift guide and the opening of the new Apple Store in Grand Central Terminal. The program generated 130:1 ROI on the PR budget.  
**Edelman – Pantone Color of the Year: Making a Brand Synonymous with Color:** Edelman secured

*The Wall Street Journal* to cover Color of the Year for the second year in a row, and garnered an AP article that was syndicated by 25 top-tier media outlets.  
**Fleishman-Hillard Kansas City – Talking Sex Together (TxT): Going Mobile with Sex Ed and Teen Pregnancy Prevention:** In creating TxT, the first free service in Iowa to use weekly text messages to alert teens on safe sex practices, FH awarded teens who answered weekly text polls with \$25 Visa gift cards. Radio PSAs, a 16-week Facebook ad campaign

and 43,000 branded TxT tchotchkes led 90% of teens to report that the campaign had a positive impact on their attitudes about sex and pregnancy prevention.  
**Formula – Native Union POP Phones Launch:** To promote the retro-designed POP phone, Formula sent the phone via a series of creative mailers to technology influencers—targeting the celebrity, fashion and media worlds—resulting in an average of 40,000 POP phones sold per week during the 2011 holiday season.

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## PODCAST AND/OR VIDEOCAST

American Chemical Society  
Bytesize Science

Originally launched in 2010, the Bytesize Science video series—designed to help the public discover chemistry in an educational and entertaining way—was relaunched in 2011 in an effort to gain more online viewership. To reach that objective, the team at the American Chemical Society aimed to make the content more relevant to the average viewer; develop more episodes more efficiently; and pitch the end products more effectively to bloggers and journalists.

To make the content more relevant, ACS regularly released holiday and season-themed episodes—a video on beer chemistry premiered in time for St. Patrick's Day, for example. Prior to the relaunch, videos were heavily animated, a time-consuming process. For the 2011 series, the team opted for a mix of on-location footage and animation, streamlining the production process. For media relations, ACS reached out directly to journalists and bloggers via e-mail and Twitter.

The results of the relaunch were impressive: The series garnered more than 1.3 million views, compared to 300,000 in 2010. The number of subscribers quadrupled by the end of 2011. Thanks to the improved media relations, Bytesize episodes were posted on the sites of *The Los Angeles Times*, Gizmodo, Techcrunch, *Time*, *Washington Post*, NPR, *Wired* and many more—three times as many blogs and news sites than in 2010. —SVC



The relaunch of Bytesize Science videos aimed to make them more relevant to average viewers.

## HONORABLE MENTIONS:

**Carmichael Lynch Spong with WebmasterRadio.FM – Untying the Purse Strings of America's Most Powerful Consumer:** PurseStrings, a 30-minute show that streams on WebmasterRadio.FM and is also available as a podcast, gives corporate executives and SMB decision-makers the inside track on today's women. It also serves a new business generation tool for Carmichael Lynch Spong. Hosted by Maria Reitan, podcast downloads of PurseStrings grew by more than 24% in 2010–2011.

**Dixon Schwabl and Greater Rochester Enterprise – Eyes On The Future Radio Show:**

*Eyes On The Future* draws an average weekly audience of 16,000 listeners, making it one of the top-rated Saturday morning shows in the Greater Rochester area. Focused on news of the region's economy, the show also provides business leaders with the information need to grow their companies. In 2011 a "new podcasts" section helped generate a 13% increase in monthly visitors to GRE's Web site.

**National Shooting Sports Foundation – NSSF's Shooting Sportscast:** To educate new potential participants to the sport and modeled after a "tips" concept from *Popular Mechanics*, Shooting Sportscast offers at least 13 tips during each video

shoot. The edited tips are shared via iTunes and through NSSF's YouTube channel. In 2011 the series garnered nearly 1.6 million views, and 850,000 views from Jan.–May 2012.

**Scholastic Inc. – Coming to America: Ellis Island – A Virtual Field Trip:** With its 1 million registered teacher users and thousands of pages of free content, Scholastic.com looked to tap these resources in creating a series of live webcasts that give students a chance to virtually visit cultural landmarks. More than 2.5 million teachers and librarians were targeted via e-mails, a corporate blog and other social platforms about the Ellis Island trip, which resulted in

more than 19,000 advanced registered participants from all 50 states and around the globe.

**Strategic Public Relations Group – SouthGobi Resources Ltd - Global live webcast of financial results presentation:** SouthGobi, a coal mining, development and exploration company with stock listings in Toronto and Hong Kong, produced a global live webcast announcing fiscal year-end results to investors and analysts. The event drew 140 investors, analysts, journalists and shareholders from around the world, and resulted in 12 research reports written by companies like Citi, JP Morgan and Goldman Sachs, among others.

## PRESS RELEASE

## HONORABLE MENTIONS:

**Bally Technologies – U.S. Marine Wins \$2.9 Million on Bally Slot Machine:** When an active-duty U.S. Marine won a \$2.9 million slot machine jackpot at the Bellagio in Las Vegas, a 300-word press release was written in simple language, following an inverted pyramid style and letting this amazing story tell itself in eight short paragraphs. Capturing the limited attention of television news producers, reporters and editors—the story earned \$3.3 million in estimated ad value on television, in print and online.

**Domino's Pizza – New Domino's Chicken & Bacon Carbonara Artisan Pizza & "No" Campaign:** In a twist on the customer always being right, Domino's encouraged them to try Domino's Artisan Pizzas—but *not* to add any ingredients to the original recipe. The release began with the line: "Domino's is doing something it never would have imagined: telling customers 'no.'" The release led to an exclusive pre-launch story with the Associated Press.

**Howard Johnson International - Howard Johnson's Don Draper Promotion** When, unbeknownst to the company, the Howard Johnson brand was given an integral role on an episode of *Mad Men*, with lead character Don Draper visiting a HoJo, its PR team quickly launched a nationally distributed press release to all major consumer publications offering a free night at select locations and limiting it to those with the legal name of Don Draper, earning 700 online, print and broadcast news clips for the brand, totaling more than 146 million impressions.

**Reading Is Fundamental – Book People Unite:** Part of a comprehensive rebranding strategy to catapult RIF and its mission back into the public spotlight, Weber Shandwick created a multimedia press release that highlighted the importance of childhood literacy. Release results include: 215 press release placements; 140 articles secured; and 80 million media impressions.

Southwest Airlines  
Southwest Introduces New  
Era of Customer Comfort and  
Sustainability with Evolution  
of Cabin Interior Design

Southwest Airlines' new cabin interior got the full multimedia press release treatment.

For Southwest's Evolve, its new eco-friendly, cost-efficient cabin interior, the Southwest PR team crafted a press release around three messages: increased customer comfort, cabin sustainability (using recyclable, more durable products) and revenue potential (by increasing the number of seats onboard from 137 to 143). Facts, photos, a time-lapse video, a 360-degree virtual tour video and a seat diagram were all included in the release.

The press release was distributed through PR Newswire's nationwide list and CSR distribution channels such as 3BL and JustMeans, as well as Southwest's corporate Twitter and Facebook accounts. The release generated positive news coverage surrounding all three message points, generated 517 news clips and more than 1,000 social media mentions. —BM

PRO BONO

**Co-Winner: Georgia Dental Association  
Georgia Mission of Mercy  
Communications Plan**

After recognizing a decline in the state-funded dental care safety net for adults in Georgia during the economic recession, a network of dentists took action by organizing and hosting the Georgia Mission of Mercy, a two-day 100-chair dental clinic held in August 2011 to provide care to adults who were unable to pay for treatment. The PR agency Three created a media relations strategy around media alerts, targeted media pitching and press releases with specific timelines created for broadcast, online and print channels. Three's efforts led to more than 85 national and local media stories, and generated 95 million impressions. —BM



The Georgia Mission of Mercy dental clinic drew solid on-site press coverage.

**Co-Winner: Turner Broadcasting System and Greenwich Hospital  
2011 Under the Stars Gala**

Greenwich Hospital in Connecticut asked the Turner Broadcasting team to help publicize the summer 2011 evening fundraising event benefiting its Pediatric Department and Neonatal Intensive Care Units. Turner's goal was to create impactful publicity materials for the gala that would make people want to attend this event, while also increasing awareness of the seriousness of the hospital's mission. This multi-material effort encompassed an extensive variety of elements, including a save-the-date postcard, invitation, two magazine ads, two posters and a 29-page event program.

Thanks in part to attractive publicity materials that drove positive RSVP's and generated maximum attendance and significant donations from attendees, the 2011 Under the Stars Gala raised more money than any previous event held on behalf of the Pediatric Department and Neonatal Intensive Care units. —BM



HONORABLE MENTIONS:

**Hart – Summer Food Program on behalf of ProMedica:** To increase the number of low-income children fed throughout the summer in Toledo, Ohio, Hart developed a communications plan that addressed reluctance and/or mistrust about partaking in free meals. The cornerstones were a press conference at the Sofia Quintero Community Center with eight media outlets and a 30-second public service announcement on two urban radio stations, leading to a 3,000% increase compared to 2010.

**KC Projects LLC – Shelby Humane Society:** To increase adoption rates, SHS partnered with KC Projects to launch a PR and community outreach campaign in order to foster understanding and cooperation in the Birmingham, Ala., area around animal adoptions—which increased from 892 to 1,152 largely because of the adoption promotional events held throughout the year.

**The Marcus Group – Little Kids Rock:** To commemorate the Marcus Group's 40th anniversary, the boutique agency worked with nonprofit Little Kids Rock to secure media placements and feature stories on a national level to show the impact LKR has on students. This led to a 160% increase in individual donations and a 25% increase in event revenue.

**Red Agency – Foodbank Australia: Bridge the Hunger Divide:** To create a disruptive leap in consumer awareness of Foodbank and the role it plays in fighting hunger in Australia, the charity built a model of Australia's iconic Sydney Harbor Bridge out of food to symbolize the need to bridge the gap between the haves and the have-nots—earning over 20 radio interviews, and 30+ newspaper and online articles.

**Turkcell - Turkey's Money-Box for Van:** To help the city of Van recover from the devastating effect of two 7.2 magnitude earthquakes in 2011, Turkcell raised awareness and donations via a broadcast and print campaign. With the \$3 million raised, the company provided housing for 100 teachers to keep the education system going.

PSA



**Chamberlain Healthcare Public Relations  
Kids Kicking Cancer PSA Campaign & Breath Break App Launch**

When you think public service announcement, doing it via a smartphone application is probably not the first thing that comes to mind. Chamberlain Healthcare Public Relations thought about it, and executed it well.

When Kids Kicking Cancer lost a significant amount of government funding, the Breath Brake app was launched to continue to build awareness of the organization and further its reach. The app was set up to be a mobile extension of KKC's mission to help manage kids' stress and pain through martial arts tactics.

The app was created in the hopes that the children's cause would be the driving force behind people's decision to get involved. With social media integrated into the plan, KKC redesigned its Web site to highlight the app and changed the URL specifically for the campaign. Eventually, three PSAs were created and 8,880-plus apps were downloaded from April 2011 to March 2012. In addition, KKC's Web site saw 125,000 new visitors in the same period. —JH

HONORABLE MENTIONS:

**AICPA – Feed the Pig:** Everyone has a fond memory of a piggy bank, and the AICPA used this visual in its Feed the Pig PSA to promote financial literacy. Star character Benjamin Banks delivered a message that aired on multiple platforms. It resulted in 6,158 donated TV placements in the first two months of launch.

**American Academy of Ophthalmology – Want**

**Scary Eyes? The Dangers of Non-Prescription Decorative Contact Lenses:** To discourage the use of non-prescription decorative contact lenses, the AAO linked to a video PSA from its social media press releases. Both video and audio PSAs were created and Q&As were developed for the media.

**American Beverage Institute – Negligent**

**Driving:** Distracted driving, particularly texting, continues to be a high cause of accidents. ABI's PSA showed a mother pushing her child in a shopping cart and running into canned goods. The objective was to show that if you can get distracted while shopping, you can easily have the same result when driving.

**PR Newswire Association LLC – Choose You Over the Flu: PSA for Families Fighting Flu:** The flu happens to kids. But do we know how serious it can be? "Choose You Over the Flu" explained dangers of the flu and the importance of vaccination. The PSA was narrated by Luke Duvall and his parents; Luke spent two weeks in a coma after contracting the flu.

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Models stay cool at the "Staycool" underwear launch event at Macy's Herald Square in New York City.

## PRODUCT LAUNCH

### Cone Communications *My Underwear is Cooler Than Yours: Jockey Launches Staycool Collection*

For the launch of Jockey International's new Staycool Collection, Cone Communications developed a four-phase approach that included a collection launch, an ad campaign launch, a launch event at Macy's Herald Square and a summer heat pitching campaign. Consumer feedback on the Staycool products found that 93% said the product delivered on its cooling claims. Cone was able to use this statistic, as well as mold the technological language that described the advanced material used into simplified messages. Cone used Jockey spokesperson and NFL quarterback Tim Tebow, along with a variety of media outreach tools, to generate and extend visibility of the collection. The launch was Jockey's most successful media relations campaign to date, meeting all objectives and surpassing all goals. Cone was able to not only drive product trials and sales, but also position Jockey as a category leader and as a brand that drives innovation. —DA

## HONORABLE MENTIONS:

**American Girl, LLC with Weber Shandwick – The Music of American Girl: Partnering in Perfect Harmony:** American Girl used music as the storyteller for the launch of its two new characters, with an original song, "A Lot Like Me," based on the real-life characters' friendship.

**Coburn Communication – SOMEDAY By Justin Bieber Fragrance Launch:** Coburn generated more than 1.9 billion initial media impressions with its launch publicity, totaling over 5 billion to date, for Justin Bieber's first fragrance for women.

**Cohn & Wolfe with Valvoline – Valvoline NextGen: Launching a "Green" Motor Oil**

**without Making Influencers See Red:** Through the Valvoline annual report, Cohn & Wolfe helped generate mass awareness and sales of Valvoline's green motor oil.

**Impress Labs – Deca Technologies Launch:** Impress Labs created a five-month program for Deca Technologies, resulting in a number of immediate editorial opportunities, and provided Deca with a platform to talk in greater detail about its core offering.

**Hellerman Baretz Communications – 7,000 to 1: Holwell Shuster & Goldberg New Law Firm Launch:** Hellerman Baretz Communications helped launch the law firm Holwell Shuster & Goldberg with an

eye toward humanizing the new firm, leading to media exposure and dozens of potential client phone calls in the weeks that followed.

**Hill+Knowlton Strategies – The Force is Strong with "Star Wars: The Complete Saga" on Blu-ray:** Indeed, the force was strong with H+K's campaign for the release of *Star Wars: The Complete Saga* on Blu-ray, resulting in over 1 billion impressions and more than \$265 million in advertising value.

**Sprint and Stanton Communications – Taking Mobility to a Whole New Dimension:** Sprint and Stanton successfully orchestrated a national launch of the HTC EVO 3D, a new Android phone with

3D technology, at CTIA, attracting a whopping 400 reporters, analysts and partners, setting the record for any Sprint media event to date.

**The Venetian Resort-Hotel-Casino – The Venetian and The Palazzo Las Vegas Announce First-Ever Winter in Venice Holiday Celebration:** The Venetian and The Palazzo communications team executed 10 events around Winter in Venice Holiday Celebration, garnering \$4.6 million in publicity value and securing placements in more than 150 media outlets.

## PUBLIC AFFAIRS

### Nyhus Communications *Washington United For Marriage Launch*

With the goal of making Washington state the seventh state in the U.S. to legalize civil marriage for same-sex couples, the Washington United For Marriage coalition needed a strong launch in Nov. 2011. The organization enlisted Nyhus Communications to help create a robust PR, public affairs, marketing and social media-led effort. Key to the campaign was an exclusive, embargoed *Seattle Times* story; a press conference held in Bellevue, Wash.; national press release distributed via e-mail (not over the wire); ongoing social media engagement; and press support for in-person town hall meetings.

In the two weeks after the coalition's launch, positive national, regional and local media coverage ensued, which helped prompt Gov. Christine Gregoire to introduce a marriage equality bill, and the state legislature passed the bill into law. —SVC



Rod Hearne, executive director of Equal Rights Washington at the time, speaks to reporters at a Washington United For Marriage press conference, flanked by families and community leaders.

## HONORABLE MENTIONS:

**Arizona State University – Tempe Coalition's 21 or Too Young Campaign:** ASU used PSAs, community events and the creation of an online pledge to support the reduction of underage drinking. The campaign garnered 1,000 signed pledges.

**Entertainment Software Association – Protecting the First Amendment in a New Era of Communications Media:** ESA and Weber Shandwick used media relations, third-party stakeholders and grassroots outreach to challenge the notion that video games should not be protected by the First Amendment, resulting in a U.S. Supreme Court win.

**FTI Consulting – Allstate/National Journal Heartland Monitor Poll:** FTI fielded a series of polls that probed important topics among a top Allstate target: the U.S. middle class. The new insights are now being used by pollsters, strategists and economists to help shape public policy.

**Hill+Knowlton Strategies – American Action Forum Elevates Expert Voices on Affordable Care Act During Historic Supreme Court Oral Arguments:** Leveraging AAF thought leadership on Obamacare, op-eds with key opinions were placed in major publications and three AAF-filed briefs cited by Justices Alito and Kennedy were touted. The effort

resulted in more than 10 million impressions.

**Illinois Tollway – Move Illinois: The Illinois Tollway Driving the Future:** Illinois Tollway used community forums, pitches to local media and PSAs to promote its capital program, culminating with its passage by the state in June 2011.

**Ogilvy Public Relations Worldwide Taipei – Taiwan, Rice Up!** Ogilvy helped halt the decline of rice consumption in Taiwan via partnerships with Yahoo; three TV spots; and media relations that promoted restaurants offering creative rice dishes. As a result, rice consumption increased from 46.18kg per person in 2010 to 47.09kg in 2011.

**Powell Tate/Weber Shandwick – Keeping the Promise: Advancing the Artificial Pancreas for the Millions of Americans with Type 1 Diabetes:** On behalf of the Juvenile Diabetes Research Foundation and to ensure that the FDA released clear and reasonable guidance on the artificial pancreas, the two agencies harnessed the voices of policy makers, the diabetes community and the opinion media, resulting in positive FDA guidance issued in Dec. 2011.

**Rusnano – Nanotechnology Public Awareness Program for Russia:** To increase public awareness of nanotechnologies in Russia and

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RE-BRANDING/RE-POSITIONING

Co-Winner: Ogilvy Public Relations Taking Ford Further

After successfully creating a comeback story after the economic downturn, Ford needed another kind of story—one that put consumers at the heart of its brand. To bring media up close and personal with the brand, Ford hosted a global consumer trends symposium, a three-day event keyed by Malcolm Gladwell. And for the State of Style Summit, Ford collaborated with fashion-focused media platform StyleCaster during New York Fashion Week to inspire dialogue around design and technology. After the events, 99% of the media had an improved opinion of Ford. —BM



Director Peter Glazter (left) and actor Adrian Grenier (right) produced a documentary series for Ford featuring innovative leaders who are shaping sustainable businesses.

Co-Winner: MWW Remaking Jimmy Dean from a Sausage Brand into a Breakfast Brand



The Jimmy Dean Sun mascot whips up a breakfast for the brand's target audience—women in their mid-30s.

To reach married women in their mid-30s, MWW created a program that significantly enhanced Jimmy Dean's online social media presence while leveraging content (cooking tips and recipes) and a 360-degree campaign to drive awareness at BlogHer 2011. During the holiday season, the team enlisted 10 top bloggers to host a national recipe contest, the "Crumble Rumble." In a six-month period following the campaign's launch, Jimmy Dean saw an 18% increase in sales of its frozen foods and 25% for its cooked items. —BM

HONORABLE MENTIONS:

**ComBlu – Repositioning an Iconic Brand: Encyclopedia Britannica:** To reposition the 244-year-old franchise as a global digital learning brand, ComBlu engaged influencers through a "Facts Matter" campaign.

**Cone Communications – Fiber One Great Taste Campaign:** To connect the dots between fiber and fashion, Cone introduced the Fiber One brand among key fashion influencers during Fashion Week.

**General Motors Corp. with Weber Shandwick – Closing the Perception Gap: Compelling Content Helps Drive More Consumers to GM's Revamped Vehicles:** To reach consumers with positive product messages, GM focused on consumer and lifestyle media, using themes of technology and fuel to close the perception gap and increase coverage.

**Grow Marketing - Dockers "Are You an Alpha Fan?"** To drive engagement and generate buzz around Dockers' new Alpha Khakis amongst more youthful targets, Grow tapped into sports, beer and buddies in 15 bars across the country.

**Intuit – Establishing Intuit as an Innovative Growth Company:** Intuit touted the company's cloud/mobile services through Innovation Gallery Walks, where influencers could take a walk in Intuit's cloud.

**Newlink Communications – Barrick: Turning a Complex Crisis into Gold in the Dominican Republic:** To change the 96% negative sentiment against Barrick Gold in the Dominican Republic, Newlink forcefully set the record straight by announcing and amplifying positive facts about the project.

**Siemens Corp. with Weber Shandwick - Cities as Customers: Branding Siemens as Today's Go-To City Expert:** Recognizing the unsustainable level of energy consumption alongside urban population growth, Siemens and Weber Shandwick used branding and executive visibility campaigns to cement Siemens as the company best suited to provide solutions.

RESEARCH AND MEASUREMENT

PRIME Research Changing Behavior Through PR: Earned Media Boosts Campaign Effectiveness During Medicare Open Enrollment



The Centers of Medicaid and Medicare created open-enrollment campaigns like the one above based on PRIME's research.

The Centers for Medicaid and Medicare (CMS) were having a hard time quantifying the ROI on their communications efforts to bring attention to their open enrollment initiatives.

PRIME Research not only quantified the post-campaign returns on CMS' investments in earned and paid media, but successfully planned its campaigns around formative optimization research undertaken before investing even the first dollar. From the outset, they set objectives which were meaningful, reasonable and measurable. Once the data was collected, it was analyzed both for the effectiveness of the PR campaign and for the effectiveness relative to other forms of marketing and communication.

The research proved just how valuable CMS' PR efforts had been. There was an 11% increase in the number of people who had seen, read or heard information about the open enrollment program and by the end of the campaign 88% of the beneficiaries were aware that Medicare has an open enrollment period. On the media end, the campaign's earned media had amassed nearly 3 billion impressions and the news coverage was overwhelmingly positive. —JG

HONORABLE MENTIONS:

**Allstate Insurance Company – Reputation Leadership:** Allstate created a three-pronged measurement and tracking process to ensure it is achieving its mission; know your stakeholders, the governance process, and measure and adjust.

**The Mosaic Company – "I Am Mosaic" Campaign:** To gauge public sentiment about the

phosphate industry in Florida, Mosaic surveyed 833 respondents in cities and towns across the state. The results of the survey (a 75% positive public sentiment) helped Mosaic to focus its subsequent advertising campaign on the people working for Mosaic.

**Determinus – Strategies to Overcome and Prevent (STOP):** Obesity Alliance Determinus

created METRIC (Measuring Engagement and Tracking Influencer Communications), a mechanism for measuring stakeholder engagement. By assigning a point score to multiple stakeholder engagements, Determinus demonstrated the level of dedication of each of the stakeholder organizations.

**Siemens Corp. – Cities as Customers: Branding**

**Siemens as Today's Go-To City Expert:** In 2008, for the first time in history, the majority of people in the world lived in cities. As a result, Siemens created a new "Infrastructure and Cities Sector." The PR campaign produced a wealth of data and positive results, including 240 million impressions and coverage in media outlets including *Forbes*, *The Wall Street Journal* and *USA Today*.



## SATELLITE MEDIA TOUR

### RF|Binder and McGraw-Hill Education *Tablets and Devices: An Educational Frontier*

To support McGraw-Hill Education's commitment to developing innovative digital education tools and take advantage of new tablets coming to market, RF|Binder used a satellite media tour to place Vineet Madan, head of McGraw-Hill Education eLabs, into the national tablet discussion.

Focusing on the benefits of tablets and how they are making educational content more engaging and interactive for students, Madan conducted 10 pre-taped broadcast interviews and 12 live interviews on May 11, 2011. The SMT was a

success, resulting in 284 TV placements and 390 radio placements in major markets, reaching a broadcast audience of more than 10 million viewers and a radio audience of 3.7 million listeners. In addition, a bylined article using SMT content that appeared on Mashable.com was retweeted more than 4,600 times and garnered 500 Facebook likes. —SVC

### HONORABLE MENTIONS:

**American Red Cross – American Red Cross Remembers Haiti: Years One and Two:** To mark the first and second anniversaries of the devastating earthquake that struck Haiti in Jan. 2010, American Red Cross executed satellite media tours that reached 8 million people in 2011 and 11 million in 2012.

**GolinHarris – Breathe Better. Sleep Better. Challenge:** National media tour with "America's Sleep

Doctor" Michael Breus and a 20 Most Congested Cities in the U.S. list helped drive a 35% increase in traffic to Breath Right's Web site.

**Macy's – Celebrity Chef Rick Bayless Brings "The Macy's Culinary Council Thanksgiving and Holiday Cookbook" to Life During SMT:** Coinciding with the 85th anniversary of the Macy's Thanksgiving Day Parade, the Bayless SMT—featuring clips from past

parades and recipes from the cookbook—resulted in 184 airings in 183 outlets and 3.1 million impressions.

**MilkPEP – REFUEL: got chocolate milk? Campaign: "my After":** Olympic speed skater Apolo Ohno gave 22TV and radio interviews in a studio set to mimic a locker room, resulting in 11.9 million impressions, with 100% of coverage including the refuel benefits of chocolate milk.

**Rx Mosaic Health – Check Out Your Gout:** Actor Jim Belushi discussed his management of the disease for the first time in 18 broadcast interviews for regional and national markets, garnering more than 80 million media impressions and 1,000 combined airings of a PSA and the SMT.

## SOCIAL MEDIA

### Co-Winner: The Clorox Company *Check-in for Check Ups*

When Clorox wanted to create a program rewarding consumers for practicing healthy habits, it teamed up with the Children's Health Fund to create Check-In for Checkups, a social media-based campaign that encourage consumers to "check in" and submit their daily practices.

With the objective of securing 1 million check-ins, Clorox recognized the power of social media and reached out to several key influencers who in turn could spread the message to their large audiences and get others involved. Among the leaders was Bethenny Frankel, a *New York Times* best-selling author and new mom who Clorox felt the target audience could identify with. Specifically, a series of videos on YouTube featuring Frankel helped Clorox drive its message. The plan proved to be a success as the campaign reached more than 13 million people and captured 90 million media impressions. —JH



Check-In for Checkups allowed visitors on its Web site to share and tweet their thoughts.



### Co-Winner: Formula *PERT Plus 'Hair Wars'*

With the brand 20 years old, PERT Plus needed a way to establish relevancy among men, ages 25-45. To make the connection, PERT created an online campaign involving male celebrities in hopes of having popular culture be a draw for male consumers. On its Facebook page, PERT created a consumer poll looking to identify the male celebrity with the best hair. PERT's "Hair Wars" online campaign featured three celebrity contenders: Anderson Cooper, Conan O'Brien and Mario Lopez. The celebs used Twitter and Facebook in rallying their own fan bases for support.

The results showed the success of the campaign, as PERT mentions on Facebook were increased 100% and sales increased 8% in the third quarter of 2011. —JH

### HONORABLE MENTIONS:

**American Academy of Ophthalmology – Want Scary Eyes? The Dangers of Non-Prescription Decorative Contact Lenses:** As Halloween approached, the AAO looked to raise awareness about the dangers of non-prescription contact lenses and increase the visibility of its EyeSmart Web site. With the involvement of staff, posts for social media specifically aimed at doctors and partners were created.

**ConAgra Foods – Slim Jim Online Community Management:** With the task of growing Slim Jim's social media presence, the company's first online community manager was hired to serve as Slim Jim's first social media voice. A weekly video series help drive increase the brand's Facebook community by 208%.

**CRT/tanaka – "Like Bissell, Love Pets: A Facebook Campaign to Help Pets Find Forever Homes":** To help raise \$30,000 in grants for rural animal shelters, for each person who liked Bissell's Facebook page, the company made a 50 cent donation to the Petfinder.com Foundation. Post views on Facebook increased by 140% and "likes" nearly tripled to 100,000.

**Fuse LLC – Gatorade's Go All Day Sessions:** To reach the action sports audience, Gatorade created two video series featuring athletes. Using its brand ambassadors to spread the message, there were 1,029,777 combined views on YouTube.

**Horn Group – Tech the Halls: Horn Turns Reporters into Rockstars:** Reporters turned DJs helped HORN's Tech the Halls raise \$10,000 while providing 50 new laptops for students.

**Major League Baseball – MLB Fan Cave:** MLB hit a home run with the Fan Cave by having two fans watch multiple games while blogging about them. Star athletes have visited the site, increasing national visibility and creating more opportunity to stream online video.

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SPEECHES



**U.S. Postal Service**  
*Purple Heart with Ribbon Forever Stamp Dedication*

In 2011, the USPS issued its Purple Heart postage stamp in a new Forever Stamp design. As one of the largest civilian employers of veterans, with more than a quarter of its employees having served in the military, the stamp was a natural tie-in.

In May 2011, Deputy Postmaster General delivered the speech at the stamp's unveiling and first-day-of-issue dedication ceremony. The USPS speechwriter, a Purple Heart honoree from the Vietnam War, wrote the remarks to highlight the Purple Heart medal, commemorate the Purple Heart winners and honor their sacrifices and create publicity and support for sales of the stamp. Coverage of the speech generated placements in more than 700 print and broadcast publications while more than 187 million Purple Heart

with Ribbon Forever stamps have been sold in just one year. —RD

HONORABLE MENTIONS:

**American Osteopathic Association – “Thinking Osteopathically”:** In his inaugural address as the AOA’s 115th president, Martin S. Levine unveiled the theme of his year in office “thinking osteopathically.” The speech, delivered to more than 500 attendees, encouraged peers to embrace the theme and many of the messages in the Osteopathic Pledge of Commitment including providing quality care, promoting health and continue lifelong learning.

**Cars.com – Best of 2011 Welcome Speech:** The North American International Auto Show in Detroit is

the auto industry’s largest event. To stand out at the crowded event, Cars.com created a must attend event and awards program featuring the Barenaked Ladies band. Cars.com president Mitch Golub delivered a speech to more than 600 attendees highlighting the company’s innovation and while sparking influence among the award winners.

**The Mosaic Company – University of Tampa Fellows Forum Speech:** In his speech to more than 1,000 business and community leaders at the annual University of Tampa Fellows Forum, Mosaic President

and CEO Jim Prokopanko touched on Mosaic’s role in developing and advancing crop nutrition worldwide and highlighted the sustainable practices that Mosaic openly shares in an effort to make the marketplace more impactful. The event raised \$43,000 to benefit the Board of Fellows Endowed Scholarship Fund.

**Office Depot Foundation – “Leadership Strategies for Nonprofit Organizations”:** Office Depot Foundation president Mary Wong delivered a speech to more than 200 attendees at the 2011 Chick-fil-A Leadercast event. The speech focused on

three leadership strategies for business and nonprofits alike, and reinforced Office Depot’s commitment to local nonprofit and business communities.

**Pacific Gas and Electric Company – Bay Area Council California Outlook Conference Speech:** With an audience of hundreds of CEOs and top executives, elected officials and civic leaders in California, PG&E CEO Tony Earley’s speech put a stake in the ground on the issue of infrastructure investment, and his message was included in the wide media coverage of the event.

TWITTER CAMPAIGN

**Co-Winner: American Airlines with Weber Shandwick**  
*#AAGalaxy: American Airlines Socializes New In-Flight Entertainment Offering with Twitter Hashtag Promotion*

To increase awareness of the news that the Samsung Galaxy 10.1 was being added to in-flight entertainment, American Airlines created a promotion with the use of #AAGalaxy and @AmericanAir. AA saw the opportunity to capitalize on Twitter as well as improve the quality of travel for its passengers. In order for the campaign to be a success, the tablets had to be pre-loaded with American Airlines content, which would mirror what was seen on premium American Airlines cabins. Following a launch message, all users with Twitter accounts had the chance to win one of two Galaxy tablets. From launch to deadline, 1,029 entries were recorded and 1,397 followers were gained. —JH



**Co-Winner: Association of American Railroads**  
*Freight Rail Twitter*

An organization within a specific industry must have a strong presence on Twitter. And for the Association of American Railroads, the challenge of increasing its presence to provide a better outlet for its agenda was major one. With fewer than 800 followers, the AAR needed to come up with a way to get influencers on Twitter to help spread its message and do it fast. The goal was to not just build a following, but build a following with the right people—thought leaders and those directly affected by the freight rail industry. To make this work, AAR created a message calendar to avoid repetition, provided links to direct traffic back to its home page and increased the rate of tweets. AAR saw its efforts pay dividends as its Twitter following grew from 780 to 3,435—including several high-profile followers and companies in the freight industry—and also saw its engagement opportunities increase. —JH

HONORABLE MENTIONS:

**Arketi Group – 2012 Technology Tweet Tournament:** TAG created a social media tournament to find Georgia’s top technology tweeter and top technology organizations. The goal was to drive momentum behind the “Where Georgia Leads” campaign. The 20-day tournament involved local colleges and ending up earning 4 of the top 20 trending

topics for Atlanta.  
**Disney Consumer Products – Disney Living RT2WIN Sweepstakes Campaign:** Retweet-to-win (RT2WIN) gave fans of Disney Living the chance to win merchandise while increasing its online presence and generate product interest. Fans had to follow and retweet once to be eligible. As a result, @DisneyLiving

gained over 37,500 followers.  
**Hill+Knowlton Strategies and salesforce.com – Desk.com: Bringing the Social Revolution (and Burritos) to Small Businesses:** To promote the launch of Desk.com, a cloud-based social customer service solution and “help desk” that integrates social networks with other support channels, the first 1,000

people to retweet the announcement received a free burrito from Boloco, a Desk.com customer.  
**McDonald’s USA and GolinHarris – Perfect Pair: Frozen Strawberry Lemonade:** As the summer heat increased, McDonald’s added a new frozen strawberry lemonade to its menu. Noticing the lack of a social media presence among its competitors,

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## TRADE SHOW/EVENT PR

## Hill+Knowlton Strategies

### Ford Motor Company at CES 2012: We are a Technology Company

Ford, looking to lead the technology conversations—not with GM or Chrysler, but with Google, IBM and Apple—looked to the 2012 International Consumer Electronics Show (CES) in Las Vegas as a launching pad.

A 4,500-square-foot booth was secured, and the H+K team secured face-to-face interviews with media at the booth with executives across the Ford infrastructure. Ten press releases were issued during the two months leading into CES to shape stories and drive awareness, and seven were issued during the actual CES conference to unveil new offerings. A VIP dinner with Ford leadership and 20 top-tier technology and consumer technology reporters and influencers was arranged during CES, and 220+ one-on-one press interviews were planned in advance and scheduled.

The results were staggering—150+ stories in the two months leading into CES, and 300+ original pieces of print and online press coverage were secured during the five days of the event. —BM



Ford, helped by Hill+Knowlton, touted its in-car tech offerings at the 2012 Consumer Electronics Show in Las Vegas to great effect.

## HONORABLE MENTIONS:

**Bell Helicopter – Bell 525 Relentless Product Launch:** To launch the Bell 525 Relentless at Heli Expo 2012, Bell executed a two-week social media campaign to drive traffic to a landing page that provided details about an upcoming webcast while pitching industry media, and the two top aircraft publications embargoed details for real-time news impact.

**Disney Consumer Products – Cars 2 Revs Up American International Toy Fair:** Disney hosted its own event at Pier 60 at Chelsea Piers outside of the trade show, inviting 400 guests—media, Disney fans, licensees and key account retailers—which earned top-tier business press and a 45% increase in press room traffic.

**GolinHarris for Nintendo of America – Nintendo PR Drives Mario Kart 7 to a New Dimension:** To drive interest in the latest game version of the 20-year-old franchise, life-size versions of two karts were created and shown off at the LA Auto Show, resulting 907 million media impressions, making 7 the fastest selling Mario Kart game of all time.

**International Game Technology – IGT Launches Its Ghostbusters Slots at G2E, Slimes the Competition:** IGT used the 2012 Global Gaming Expo to propel its new “Ghostbusters Slots” via a media relations strategy that included securing a 30-day first to market exclusive with MGM Resorts Las Vegas placing a 30-foot Stay Puft Marshmallow Man atop the Excalibur Hotel.

**MWW - Jimmy Dean Launches No Kid Hungry Initiative at BlogHer '11:** The launch of Jimmy Dean's new CSR initiative with No Kid Hungry at BlogHer provided the brand access to 3,000 online female influencers. Brand ambassadors invited attendees to take a pledge via a form hosted on a tablet, and have their photos taken which were then shared on Twitter.

**Toy Industry Association - 109th American International Toy Fair:** The association implemented a 45-day press outreach calendar leading up to the 109th American International Toy Fair. The on-site experience feature concierge services specifically for the press.

**UN Foundation, 92Y, Mashable – Social Good Summit:** To connect social entrepreneurs, digital journalists, technologists and NGO innovators with global leaders, the UN Foundation and Mashable partnered with the 92Y in New York to put on the Social Good Summit during UN Week. Outreach included red carpet photo opportunities, social media updates and a Livestream broadcast.

## VIDEO PROGRAM

## Resolute Consulting

### Brookfield Zoo: Operation Rhino

Rather than send the Brookfield Zoo's Board of Directors an annual report and presentation on the zoo's initiatives for the year, the zoo tapped Resolute Consulting for a creative video solution. Resolute created a concise, informative film about the transfer of a ceramic rhino that would be transported to Misericordia Heart of Mercy for use in the organization's art therapy program for adults and children with developmental disabilities. The Board of Directors could then watch, for the first time, the benefits of the types of programs that are implemented by the Zoo's staff—promoting and inspiring conservation leadership by connecting people with wildlife and nature. As a result, the Operation Rhino video secured funding for 2012's programs and initiatives, and was viewed by more than 11,000 people on the zoo's YouTube channel. —BM



Brookfield Zoo skipped its annual report and created a video that detailed the benefits of the zoo's programs.

## HONORABLE MENTIONS:

**Counterpart International – Feeding Stomachs, Feeding Minds in Senegal:** As a way to educate Counterpart's staff about its portfolio as an international nonprofit organization in 22 countries, Counterpart used video to showcase the accomplishments of its staff in Senegal, filming for six days nonstop while interviewing staff and driving through the country's treacherous roads.

**Disney Consumer Products – Disney\*Pixar Cars 2 Toy Fair Video Campaign:** During the 2011 American Toy Fair in New York City, Disney produced a four-part video series to promote the Disney-Pixar Cars 2 franchise that would be introduced on the Disney Living YouTube channel. When linked to in a subsequent press release, the series earned 10,000 views in two days—without ad support.

**GM Western Region Communications – Chevy Drive N Date Revs Up Speed Dating Like Never Before:** Via social media outreach, Chevy offered students free rides in new vehicles and treated them to late-night meals. The program attracted 5,000 students riding in Chevy vehicles, top-tier media coverage and 50,000 Twitter followers.

**Hunter Public Relations – Hunter PR Presents: “Stuff PR People Say”:** When the world started buzzing with videos parodying “sh\*t girls say” in early 2012, Hunter PR quickly took the meme and created a version poking fun at the PR field by offering a glimpse at the Stuff PR People Say.

**Lockheed Martin Corp. – JAGM “Go In Cool” Whiteboard Video:** In support of the Joint Air-to-Ground Missile (JAGM) competition, Lockheed Martin Missiles and Fire Control Communications created a video that uses simple graphics and emotional appeal to communicate key aspects of its cooled tri-mode seeker missile.

**Orange County Transportation Authority – OCTA “Catch a Ride on Metrolink” Music Video:** With a new Metrolink service in place, OCTA created a video to position Metrolink as a fun and easy travel alternative in Orange County. The OCTA asked the county's most popular musical acts to start singing Metrolink's praises in a contest dubbed “Metrolink Rocks,” and Headshine's “Catch a Ride on Metrolink” was chosen as the winner. A music video kickoff event was held at a station and featured a live performance by the band.

**U.S. Department of Veterans Affairs – From Surviving to Thriving:** Ogilvy PR produced a documentary—*From Surviving to Thriving*—that stressed the importance of Iraq and Afghanistan veterans getting screened for traumatic brain injury (TBI) at VAS Polytrauma System of Care. First-hand stories of veterans discussing TBI proved to be a powerful message.

**U.S. Postal Service Corporate Communications – Systems at Work:** To tell the story of how mail is processed today in an engaging way while stressing USPS' sophisticated technology, USPS with Smithsonian filmed *Systems at Work*, which focused on the process of getting mail from sender to receiver. The video was shown at the Smithsonian National Postal Museum.



Home Front Communications created visually pleasing graphics to get the Freight Rail Works message across.

## WEBSITE MARKETING

### Home Front Communications *Freight Rail Works*

The Association of American Railroads (AAR) was looking to create an online destination where users could come and learn about the freight rail system. But not just any user, an entry point was needed to attract the right people, which included thought leaders, policy makers and industry affiliates.

The message that the AAR, in partnership with Home Front Communications, wanted to convey was the direct and indirect impacts of freight rail on the American economy.

Those thoughts led to the creation of freightrailworks.org, which was able to engage users through a visual learning experience. Graphs and interactive maps provided the visual experience AAR was looking for to give readers a better understanding of freight rail. Focus group research conducted in July of 2011 found that the Flash-based site engaged the audience, providing viewers with easily digestible, credible content. —JH

## HONORABLE MENTIONS:

### Accenture – Accenture Corporate Web Site

**Redesign:** Setting a goal of making its Web site easier to navigate, Accenture's redesign focused on fixing its inconsistent presentation. The new look offered a core information package and an easier navigation approach. Results were almost immediate, and content pages have had 2.5 million views.

### The Ayn Rand Institute – Atlas Shrugged Video

**Contest:** You can never go wrong with video, and ARI thought it'd be the perfect platform for its audience to tell their stories of *Atlas Shrugged*. A microsite was created and users uploaded 114 videos which garnered 200,000 views.

### Bell Helicopter – Bell 525 Relentless Product

**Launch:** To promote the launch of the 525 Relentless, Bell wanted to create intrigue and anticipation about the product. Prior to the launch, social media was involved, with an "R" icon used to represent the product. A microsite was used to tease the copter and media was corralled to generate buzz.

### Feinstein Kean Healthcare – Partnering for

**Positive Action... Sharing Stories from the Frontlines of the ViiV Healthcare Effect:** First-person stories are effective when it comes to matters of health. ViiV took an interactive, multimedia approach to showcase its brand. Through interviews with employees

and partners, visitors to the site received a personal look at the people and facilities that make up ViiV.

### Moët Hennessy, Hennessy Brand – KAWSx

**Hennessy Press Release with QR code:** A special QR code was created using graphics from KAWS to promote Moët Hennessy, marking the first time a spirits brand ever used a QR code on a press release. The plan resulted in 300,000 press release views during the first week.

### Ogilvy PR – IRS Free File: The "Less Taxing" Way

**to Prepare and e-File Federal Taxes:** Creating an easier way to file taxes benefits everyone. Working on behalf of the IRS, Ogilvy set a goal of 80% of tax returns

being filed electronically, through the File Free program. A microsite was launched to create an entry point to the free offerings. Basic instructional sections were included to make the process easier.

### Waggener Edstrom Worldwide – Sasquatch

**Music Festival:** It was all about the music prior to the Sasquatch Music Festival. A redesign enabled users to customize the site to hear their preferred artists. The redesign helped lead to a sold-out event during the first week of the site's launch.

## WORD OF MOUTH/VIRAL

### Marina Maher Communications *Head & Shoulders' Mane Man Delivers Legendary Results by Scaring 'Guy's Guys' All Over the World*

The team at Marina Maher and P&G's Head & Shoulders joined forces to develop a partnership with the NFL to create a series of online videos featuring all-pro safety Troy Polamalu known for his infamous long locks. Steeler teammates Hines Ward and Brett Keisel got into the action during the video shoot by dancing behind the scenes during the video shoot; capitalizing on Ward's recent *Dancing With the Stars* win.



In one online video for Head & Shoulders, Pittsburgh Steeler Troy Polamalu posed as a wax figure at Madame Tussauds Los Angeles, scaring fans who dared to take a picture with him.

Leveraging social media and creatively releasing the videos before and during football season drove brand awareness among the key demographic. The three videos generated a combined 3.2 million YouTube views. Better yet, Head & Shoulders grew by 7% in dollar shares compared to the same time period in the previous year. —JG

## HONORABLE MENTIONS:

**Buffalo Wild Wings Fleishman-Hillard – Save our Season:** During the NFL lockout in 2011, Buffalo Wild Wings launched a campaign to become the voice of the fans. The company's "Save Our Season" campaign offered six free wings to fans who "liked" their Facebook petition. The petition received more than 45,000 signatures.

### Dentsu Communications – Siemens Competition in Math, Science &

**Technology:** While students in the prestigious Siemens competition were well-versed in math and science, Dentsu Communications helped the high-school finalists give media interviews to better explain their entries. Dentsu also distributed 21 press releases customized to finalists' home states and an Internet News Release announcing the winners with integrated multimedia assets.

### Downy with DeVries Public Relations – Downy Puts Mike in the Window

**for Clean Sheet Week:** During Downy's "Mike in the Window" campaign, comedian Mike Birbiglia spent a week living and sleeping on Downy-treated sheets in Macy's Herald Square location. Birbiglia entertained visitors including celebrity chefs who taught him how to cook, and interacted with fans via live streaming, and on Twitter. The campaign generated 550 million media impressions including coverage on ABC, NBC, and the *Huffington Post*.

### Indianapolis Airport Authority – Carmina Burana Flash Mob:

To create a unique experience for visitors of the Indianapolis International Airport, the IAA's communications team planned a Flash Mob performance in the airport's central terminal. The comms team filmed the Indianapolis Symphonic Choir performance of "O Fortuna" and the surprised reactions of travelers.

### Missouri Department of Conservation – Invasive Species Alert: "ZOMBIES!"

To capitalize on the zombie popularity, the team created the "Invasive Species Alert" blog post as a Halloween "trick and treat." The post promoted conservation topics driving viewers to the MDC Web site featuring information on conservation, hunting and fishing regulations generating 107,000 unique views.

### Wisconsin Department of Tourism – Travel Wisconsin and Pure Michigan

**Pair Up for Mittengate:** To combat negative sentiment online following a Wisconsin/Michigan Big Ten game in which Wisconsin, Travel Wisconsin created Mittengate—a charity mitten drive. The campaign generated more than 396 million impressions and Wisconsin residents collected more than 3100 pairs of mittens, hats and scarves.



## WOW! AWARD



Looking to drum up public support for the 'Stache Act, H&R Block used an array of tactics, including this march to rally for the cause.

### Co-Winner: H&R Block *The 'Stache Act, a case study of the greatest mustache campaign in history*

The public relations business is full of creative, talented people, so we come to expect great campaigns. Every once in a while, though, a campaign comes along that just blows you away. Take the case of Wow! Award winner H&R Block. H&R Block teamed with their agency Elasticity to expand awareness of the brand to the critical 21-35 year-old male demographic. Face it, when you think of H&R Block, words like stodgy, staid and venerable come to mind. Not exactly the words you'd associate with this target audience. So, how do you reach them? Through humor.

Using a mixture of politics, whimsy and genius, H&R Block created a campaign involving a proposed bill (the 'Stache Act) that would provide a \$250 tax cut to anyone sporting a mustache. Mixing an array of staged events, social media blasts, media outreach and a charity tie-in, H&R Block kicked off the campaign with a President's Day announcement from the steps of the United States Capitol. The impact was immediate. The story was initially picked up by 17 national media outlets and then the buzz grew exponentially when a long segment aired on Neil Cavuto's Fox broadcast.

The ultimate numbers are staggering: Reach= 255 million impressions, national media stories= 91, app views= 43,700, earned Facebook reach= 9 million. The most important number, though, could be seen on the bottom line. H&R Block reported a record number of tax returns for the 2012 tax season. —JG

### Co-Winner: OWS with Workhouse Publicity *Occupy Wall Street: The Revolution Will Be Editorialized*

It's hard to believe now, but the Occupy Wall Street (OWS) movement went unreported in New York and national news outlets for weeks after the initial encampment. It wasn't until the OWS organizers reached out to Workhouse, late in September 2011, that the word began to get out about what was happening in Manhattan's Zuccotti Park. Workhouse first visited the site on September 26 and, after some quick, intensive research, decided that the best way to get the world's attention was to photograph the scene and events surrounding the occupation.

Workhouse created multiple, topic-based, photo galleries. The photos were graphic and powerful. These images were then distributed to Workhouse's database of over 500,000 subscribers, including journalists, celebrities and government officials. They were further promoted through Workhouse's network of social media accounts.

It was the brilliant use of these photographs that showed the nation and the world that the events happening at OWS were not only happening, they signified the birth of a major international social and political movement.

The results, obviously, have been spectacular. There's hardly a newspaper, Internet or broadcast media outlet that hasn't covered OWS. There have been "Occupy" demonstrations in over 900 cities around the world. At the close of 2011, *Time* magazine named "The Protester" as its Person of the Year. —JG



Thanks in part to the PR work by Workhouse for OWS, *The Protester* was *Time's* Person of the Year.

#### HONORABLE MENTIONS:

##### Downy with DeVries Public Relations

**– Downy Puts Mike in the Window for Clean Sheet Week:** Putting comedian Mike Birbiglia in Macy's window for seven days to promote "seven days of freshness" allowed Downy to clean up to the tune of a 14% increase in sales and more than 550 million media impressions.

**GM Western Region Communications & Weber Shandwick – Chevy Drive N Date Revs Up Speed Dating Like Never Before:** In an interesting take on speed dating, an event was set up where attendees

hopped from car to car to see which one they fell in love with. Videos of the event have had over 52,000 views to date.

**Hill+Knowlton Strategies – The Force is Strong with "Star Wars: The Complete Saga" on Blu-Ray:** Using the 2010 Star Wars Celebration at a launch venue, George Lucas and R2D2 announced the fall 2011 release of the *Star Wars: The Complete Saga* on Blu-ray. It has gone on to become the best-selling catalog Blu-ray disc of all time.

**Jennie-O Turkey Store – Jennie-O Creates**

##### Turkey Burger Converts One Switch at a Time:

Jumping on the hottest trend in food, food trucks, Jennie-O Turkey gave away free turkey burgers from a re-outfitted New York City food truck. The promotion, along with social media and traditional media outreach, created buzz, coverage and converts.

**Major League Baseball – MLB Fan Cave:** What do you get when you put two bloggers in one storefront, put them in front of 15 TV screens and have them watch every game of the Major League Baseball season? You get several billion media impressions, 400,000 followers

on Facebook and Twitter and a whole new generation of fans.

##### The Venetian Resort-Hotel Casino – The Venetian and The Palazzo Las Vegas Announce First-Ever Winter in Venice Holiday Celebration:

To lure holiday season travelers to Las Vegas, the Venetian turned its two properties into winter wonderlands, even putting in an ice rink. Not only did the media pay attention, travelers did as well.

## HONORABLE MENTIONS (cont.)

### ANNIVERSARY CAMPAIGN (from page 1)

**Qorvis Communications, LLC – Operation HOPE 20th Anniversary Opportunity Bus Tour from Chaos to Community:** Created in the wake of the Rodney King verdict in 1992, Operation HOPE marked its 20th anniversary by hosting a bus tour through South Los Angeles to showcase its rebuilding efforts to underserved communities. Media outreach generated coverage in *Bloomberg Businessweek* and *Time*, while more than \$1 million in donations was raised.

**San Francisco Symphony Centennial Celebration:** Original video, audio, photographic and written content was produced to promote the milestone, which was covered by *The Wall Street Journal*, *The New York Times* and featured on PBS. The *SF Examiner* produced a 16-page pull-out editorial section and ran a series of photo profiles of the symphony's musicians.

### EXTERNAL PUBLICATION (from page 9)

**Novartis Consumer Health – Turbo and Scott:** Novartis and Ruder Finn created a children's e-book for children living with tuberous sclerosis complex (TSC) — a genetic disorder that can cause non-cancerous tumors in vital organs. The online resource chronicles the challenges TSC patients face while serving as an educational tool for children and their families.

**U.S. Postal Service – Postal Facts 2011:** Postal Facts 2011 provided pertinent information to the news media, its customers and members of Congress about the United States Postal Service. The free publication featured information about the organization's size and scope, its key products and services, new initiatives and fun facts.

**UT Southwestern Medical Center – 2011 Southwestern Medicine:** The annual publication showcases the institution's educational mission, research and clinical expertise to alumni and stakeholders. The publication also highlights fundraising initiatives, including the recent "Building the Future of Medicine" campaign, which funds a new university hospital scheduled to open in late 2014.

### FACEBOOK CAMPAIGN (from page 9)

its no-glare lenses, Essilor launched a video game-style Facebook challenge that ran over a four-week period to promote the clear vision capabilities of Crizal lenses, earning nearly 4,000 likes.

**Foundation for Eye Health Awareness with Weber Shandwick – Make a Spectacle of Yourself with Think About Your Eyes:** To spread the word about the importance of eye health, FEHA created a contest on its Think About Your Eyes Facebook page. The campaign generated 2,366 new likes in four weeks.

**MSLGROUP Americas – Pepto-Bismol Throws a Feast for All:** With a goal of increasing engagement during the Thanksgiving holiday, Pepto-Bismol created a click-to-donate social media campaign, with *Modern Family*'s Eric Stonestreet as a spokesman. The result: Pepto-Bismol's highest Facebook engagement rate in history.

**RFJ Binder and Talenti Gelato e Sorbetto – Share the Love:** With Valentine's Day approaching, the "Share the Love" Facebook campaign was created with the hopes that current fans would share Talenti's posts with Facebook friends. Talenti attracted more than 1,200 new fans.

**Wisconsin Department of Tourism – Travel Wisconsin's Summer Fun Report:** Looking to increase awareness of the Travel Wisconsin brand among women 25-45, the Department of Tourism linked its Web site to Facebook and shared summer state event information.

### FINANCIAL/INVESTOR RELATIONS (from page 9)

**IndoPacific Edelman – ABM Investama IPO Communication Program:** Amid global market uncertainty, selling ABM as an integrated energy company instead of a strategic investment company helped generate high levels of interest leading up to the company's IPO in Dec. 2011, and a 9.3% increase in stock price on IPO day itself.

**S2Publicom – Arcos Dorados IPO:** For its planned IPO on the New York Stock Exchange on April 14, 2011, a strong media relations push highlighted Arcos Dorados—the master franchisee of McDonald's in Latin America—as one of fastest growing companies in the region. The work set the table for \$1.25 billion raised in its initial share sale, 33% more than it had sought.

**Strategic Public Relations Group – Melco Crown Entertainment Hong Kong Primary Dual Listing:** Leading up to the gaming company's listings on the Nasdaq and Hong Kong Limited exchanges, SPRG held a listing-day press conference that garnered interviews for company leaders with Bloomberg and Reuters TV.

### GLOBAL PR (from page 10)

launch in San Francisco, followed by a Chinese tour that included additional launch events and face-to-face meetings with influential travel agencies, the media, agents, clients and local dignitaries.

**IEEE with Weber Shandwick – Raising IEEE's Profile from São Paulo to Shanghai:** IEEE's visibility as a global voice in expanding public understanding of how engineering, computing and technology benefit humanity was raised through the association's advocacy-based Public Visibility Initiative, resulting in strong increases in media coverage across Brazil, China, India, Japan, South Korea, the U.K. and the U.S.

**Weber Shandwick – Mobil 1 Car Swap:** To communicate the performance and technology benefits of the Mobil 1 brand synthetic motor oil, Weber Shandwick brought NASCAR champ Tony Stewart and Formula 1 champ Lewis Hamilton together to race in each other's cars. Media outreach generated 1,300 print, broadcast and online stories in 35 countries.

### GREEN PR (from page 10)

**Türk Telecom – Environment Friendly Communications Campaign:** Türk Telecom positioned itself as a leader in its sector with its Environment Friendly Communications Campaign, which raised awareness among employees, customers, investors and the public and embraced sustainable practices at its own offices.

**The Walt Disney Company – Disney Kids and Nature Celebration:** Disney, through its Disney Kids and Nature Celebration at Walk Disney World Report, connected youth with nature with the goal of inspiring lifelong conservation leadership.

### INFLUENCER COMMUNICATIONS (from page 10)

**Mom Central Consulting – Whirlpool Test-Drive Campaign:** For the launch of Whirlpool's Duet Washer and Dryer, 50 influential Whirlpool moms participated in a test-drive program to experience the Whirlpool appliances first-hand, exchange personal laundry stories and challenges and share first-person content and conversation with their own social communities.

**Edelman Frankfurt – How to couple David and Goliath: The Novartis midwife project:** Trusted both during pregnancy and afterward, a midwife's recommendations are taken as absolutely reliable. That's why Edelman entered into dialogue with 500 midwives within three months to encourage "David"—the midwife—to like "Goliath"—pharmaceutical manufacturers.

**Porter Novelli – The Laughing Cow Community Leaders:** For its formal online brand ambassador program, a group of four distinguished Laughing Cow cheese brand enthusiasts were identified to serve as community leaders, each one contributing original content for the Laughing Cow blog and sharing brand stories on their social media channels.

**Rogers & Cowan – Jenny Packham for Gossip Girl:** To present British designer Jenny Packham to U.S. consumers, Rogers & Cowan pitched selected images from her spring/summer 2012 collection to *Gossip Girl* producers, who then wrote Packham into a script and created part of an episode around her and her new collection fashion show party.

**SHIFT Communications – Influencers Join the Block Party:** For H&R's Block Talk, the company's blog, SHIFT tapped influencers like NBC's money correspondent Jean Chatzky, as well as personal bloggers such as Tim Chen (Nerd Wallet) who evangelized the H&R Block brand among their own readers, helping Block Talk's unique viewer numbers grow 1,010% in four months.

**WALK PR – Your Photo. Your Right.:** To raise awareness of photo copyright laws in Poland, WALK PR led pro photographers and advanced amateurs, photo agencies, publishers and editors to fotoprawo.pl, a site that explains the laws and offers solutions for photographers' work protection.

### MEDIA EVENT (from page 11)

**Red Agency – Foodbank Australia: Bridge the Hunger Divide:** To combat hunger Down Under, the agency built a model of Sydney Harbor Bridge out of food. The bridge was seen by 54,000 people and Facebook activity reached 15,000+ fans.

**Weber Shandwick – Mobil 1 Car Swap:** Weber Shandwick brought together NASCAR champ Tony Stewart and Formula 1 champ Lewis Hamilton to race in each other's cars to lift Mobil 1's visibility. Strong media relations and social outreach resulted in 1,300 print, broadcast and online stories in 35 countries.

**Powell Tate – Highlighting Weight Watchers as a Leader and Partner in Public Policy Conversations on Reversing the Obesity Epidemic:** Powell Tate positioned Weight Watchers as a leading authority on obesity and weight-related diseases. A panel discussion featuring a strong lineup of experts drew coverage from the *Washington Post*, *Roll Call*, the *Washington Times* and other outlets.

### MEDIA RELATIONS (from page 18)

**Ogilvy Public Relations – Bringing Your Story to Life:** Blurb, a site that allows visitors to design and create their own bookstore-quality books, called upon Ogilvy PR to enhance its profile with professional photographers while expanding brand awareness into new customer segments. The campaign relied heavily on leveraging the Instagram community and developing Blurb's Instagram's books.

**Samsung Telecommunications America – Samsung Mobile Blows Away Tablet Competition with Launch of the Galaxy Tab 10.1:** Samsung, with the help of MWW, got the word out that its Galaxy 10.1 was a superior alternative to the iPad 2 by creating excitement within the tech, business and general media.

**Syantec Corp. and Connect Marketing – Syntec Honey Stick Project:** In an effort to publicize the importance of having security features added to mobile devices, Samsung purposely "lost" 50 smartphones across five major cities. As expected, over 80% of the people who found these phones attempted to access files that were clearly labeled a corporate in nature. Using several carefully selected exclusive interviews and then broadening their outreach to a wider media audience, Syntec and Connect Marketing were able to increase Syntec's position as a thought leader in the mobile security space by 15%.

**The Venetian Resort-Hotel-Casino – The Venetian and The Palazzo Las Vegas Announce First-Ever Winter in Venice Holiday Celebration:** Attempting to increase business at the slowest time of year, The Venetian Resort-Hotel-Casino and Palazzo Las Vegas turned their hotels into winter wonderlands, even building an ice rink. Using celebrity appearances, events and media outreach, the campaign secured more than 413 media impressions and produced over \$1 million in revenue directly related to the campaign.



## HONORABLE MENTIONS (cont.)

### ONLINE PRESS ROOM (from page 20)

reporters raved about its wealth of information and ease of use.

**Wiley - Wiley Global Press Room:** Integrating the press room with social media and its corporate site, Wiley made it much easier for journalists to quickly find the information they need. Launched in May 2011, by April 2012 the site had seen a 70% increase in the number of page views (about 60,000).

### PR ON A SHOESTRING (from page 20)

**National Restaurant Association - Kids LiveWell:** Launched on July 13, 2011, at the National Press Club in Washington, D.C., Kids LiveWell helped parents and kids select healthy menu items when dining out. Social media and "Ask the Nutritionist" online videos helped drive top-tier coverage in major markets, nearly 850 million Twitter impressions and 300,000 Facebook impressions.

**Ogilvy Public Relations - The Guinness Storehouse: The Friendliest Place on Earth for St. Patrick's Day:** To promote the Dublin, Ireland, home of Guinness beer among U.S. travelers, Ogilvy PR promoted the Storehouse's three-day festival in March 2011—around St. Patrick's Day. The results were frothy: 54 pieces of U.S. coverage in print, online and broadcast outlets and 21,000 total Web visitors to the festival's Web site.

**Osborn & Barr Communications - 2011 Monsanto America's Farmers Mom of the Year Contest:** Agricultural audiences were encouraged to visit AmericasFarmers.com to nominate their favorite farm mom in time for Mother's Day—in 300 words or less. E-blasts, social media and top-tier media outreach resulted in nearly 6,000 votes cast (up from 4,700 in 2010). The winner: Bette Lu Lerwick of Wyoming.

**Qorvis Communications, LLC - Operation HOPE 20th Anniversary Opportunity Bus Tour: From Chaos to Community:** To increase awareness of Operation HOPE's efforts to provide financial literacy programs to underserved communities, the tour was launched in concert with the 20th anniversary of the Rodney King riots in Los Angeles. Driven by media relations and social media, the campaign drew a number of media outlets to cover the event and 350 children in Los Angeles received Operation HOPE's Banking on Our Future curriculum.

**Reading Is Fundamental - Book People Unite:** Reading Is Fundamental used a powerful PSA, online banner ads, print and radio spots and an online pledge for people to declare themselves as a "book person" to drive 140 media placements, 79 million impressions and 2,500 pledges.

**Red Agency - Foodbank Australia: Bridge the Hunger Divide:** To call attention to 2 million hungry people Down Under each year, Red Agency built a scale model of Sydney Harbour Bridge made out of 22 different food products. Coverage of the construction and final product was phenomenal: five major TV news features; more than 20 radio interviews; and Facebook activity that reached 15,000+ people.

### PSA (from page 22)

**Rx Mosaic Health - Check Out Your Gout:** To spread the message about the first and only FDA-approved treatment for Refractory Chronic Gout, Rx Mosaic asked actor and gout sufferer Jim Belushi to discuss his experiences with a leading physician in a PSA. The "Check Out Your Gout" campaign generated 80 million impressions.

**U.S. Department of Veterans Affairs - Faces of TBI:** Many servicemen and women face traumatic brain injury following their tours of duty. To make this issue known, the Department of Veterans Affairs told their stories through a broadcast PSA narrated by Academy Award nominee Gary Sinise. It was distributed to and aired by more than 200 TV stations.

### PUBLIC AFFAIRS (from page 23)

their possibilities for everyday use, Rusnano deployed two road shows (one of them via train) and created a forum featuring nanotechnology experts. The road shows attracted some 365,000 people in 2010-2011, while public awareness of nanotechnology has increased from 14% in 2010 to 26% in 2011.

**Stratacomm LLC - A Sweeter Alternative: Ending the Tariff on Sugarcane Ethanol:** To educate Americans on the benefits of the renewable fuel and to prod U.S. lawmakers to end an import tax on it, Stratacomm educated policy makers, the media and key opinion leaders; mobilized grassroots advocates through a new Web site; and positioned the Brazilian Sugarcane Industry Association as a thought leader. The results were sweet: In June 2011 the U.S. Senate voted 73 to 27 to end the import tax on sugarcane ethanol.

**Waters Corp. and GolinHarris - Building a Global Network of Partnerships to Improve Food Safety:** GolinHarris established food and water contamination detection company Waters Corp. as the "bridge to safety" via a partnership with the FDA, the opening of the International Food Safety Training Laboratory, and relationship building with universities, governments, legislators and NGOs. The lab's opening in Sept. 2011 generated coverage in 15 countries with an estimated 89 million online impressions in the U.S.

**Weber Shandwick - Communications for Democracy: Supporting Nigeria's Elections:** To support the Independent National Electoral Commission (INEC) on behalf of the Ford Foundation for free and fair elections in Nigeria, Weber Shandwick assisted with message development, voter education, media relations and more. The 2011 elections were declared free and fair, with the INEC grabbing much of the credit.

### SOCIAL MEDIA (from page 25)

**McDonald's USA and GolinHarris - Introducing Chicken McBites: Bite-Sized Enjoyment:** To introduce McBites to the short-attention-spanned Millennials, an online video project was launched to invite consumers to create videos with their vision of "bite-size." Ten winning videos distributed at a launch party attended by celebrities helped spread the message.

**Porter Novelli - HP hosts "Inkology at Home: Ink Challenge":** With sales being threatened by low-cost competitors, the HP Ink Challenge was created to compare and contrast HP with its competitors. Over 100 social-media-connected users used two different cartridges and shared their findings on blogs and social networks.

**Porter Novelli - SOYJOY: "Yo SOY" Hispanic Campaign:** To introduce its product to the Hispanic market, SOYJOY established a bilingual online presence using MocoSpace. Hispanics ages 18-24 were targets, and the number of SOYJOY MocoSpace fans exceeded the pre-launch goal by 5%.

**Red Agency - Mortein: Kill or Save Louie the Fly:** To generate brand "buzz," Mortein tapped its longtime mascot "Louie the Fly" for a Facebook campaign, resulting in 235,000 fans in six months.

### TWITTER CAMPAIGN (from page 26)

McDonald's set a goal of 200 tweets to promote the new drink, and 55 million impressions were generated.

**RJF Binder and Scharffen Berger Chocolate Maker - Scharffen Berger Daily Retweet Contest:** Looking to create more brand awareness, Scharffen Berger offered a daily chocolate bar giveaway, supported by a paid advertising campaign. To win, users needed to follow the brand to redeem their prize, resulting in an increase of 1,785 followers during the month-long promotion.

**San Diego Gas & Electric - Pacific Southwest Event:** When the first system-wide blackout in SDG&E's history hit, the company's Twitter account played a large role in passing on information to customers. SDG&E sent out informative messages every 20 minutes, and saw an increase of 10,000 followers during the outage.

**Waggner Edstrom Worldwide & tenfour - Tweet-A-Beer:** At the 2011 SXSW festival, Waggner Edstrom built and launched a "Tweet-A-Beer" app to allow festival-goers to better connect. Users selected a place to meet and cash in on the beer. Partnerships were created with local business to make the concept work.

**WCG - Hershey's Cookie Headquarters:** Seeking to promote its four core cookie recipes, Hershey's used @ HersheysKisses and the hashtag #CookieHQ to field consumers' questions, and 137 million+ impressions were secured.

### COMMUNITY RELATIONS (from page 7)

**InkHouse Media + Marketing and Raytheon Company - 2011 Raytheon Pi Day:** InkHouse and Raytheon teamed to create greater awareness of science, technology, engineering and mathematics (STEM) education. They celebrated "Pi" by delivering real pies to 70 local schools to promote the campaign and were able to get 30 media placements, including *The Boston Globe* and CNET.

**Integrate Public Relations - Care2Spin benefiting Easter Seals Greater Houston:** To raise money for Easter Seals, Integrate orchestrated events all over the city of Houston, including a Turntable.fm DJ booth and a Care2Spin Hula Hoop Guinness World Record attempt. The campaign raised \$165,000 for the Houston chapter.

**Lockheed Martin IS&GS - STOP. THINK. CONNECT. Lockheed Martin Cyber Security Awareness Month:** Lockheed Martin held a Cyber Awareness Day event at its NexGen Cyber Innovation & Technology Center, inviting students to learn and to explore careers in the field of cyber security. Nearly 200 students attended the event, which was covered in three Maryland publications.

**Marmillion + Company - Blue Ribbon Resilient Communities for a Resilient Gulf Coast:** To raise awareness about the loss of wetlands in the Gulf Coast, a loss that could cost the livelihoods of 12 million people, MCo organized local forums across the region to educate communities about the dangers posed by ebbing wetlands. The result was awareness to the tune of 253 articles, 182 broadcast stories and over 5 million impressions.

**Minnesota Pork with Weber Shandwick - Oink Outings: A Passion for Pork, From Farm to Fork:** In a campaign designed to raise the level of trust Minnesota mothers have in state pig farmers by 5%, Minnesota Pork and Weber Shandwick worked together to create the Oink Outings campaign, where influential moms were given tours of local pig farms. The result was a 50%-79% increase in trust and major engagement on social media sites created for the campaign.

**Philips Electronics North America Corp. - Philips Cares Employee Volunteerism Program** To increase employee volunteerism at Philips Electronics, Philips partnered with VolunteerMatch to create a Web site that allow employees to search, sign up for and participate in local community charitable activities. The Philips Cares program has resulted in over 846 projects filled by Philips employees, who have donated well over 5,000 hours of their time.

**U.S. Army - Building an Army of Advocates:** To bolster America's appreciation of what it means to be a soldier and to assist the Army's recruiting efforts, the Army worked with Weber Shandwick on a multi-pronged campaign designed to reach key influencers. Over a number of critical metrics, the campaign was a huge success. In the end, more than 3,100 new advocates were added to the Army's influencer database.



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