

# PR News

## The Platinum Issue

### ANNIVERSARY CAMPAIGN

**Winner:** Hershey's and Hill & Knowlton

**Campaign:** Hershey's Kisses Walk the Red Carpet

**The Mission:**

With the help of Hill & Knowlton, the Hershey's communications team set out to organize a kick-off event in 2006 to create buzz around the 100th anniversary of Hershey's Kisses in 2007. The anniversary campaign needed to build awareness that could be sustained throughout year, and to inform consumers of the company's commitment to charitable giving.

**The Hook:**

If chocolate is an aphrodisiac, then celebrity gossip is an addiction. With this in mind, the communications team decided that the best way to announce the upcoming anniversary would be a red carpet kick-off event at the 2006 Emmy Awards, where they could introduce the milestone and grab the attention of

Samantha Harris dons the Hershey's brooch on her purse at the 2006 Emmy Awards.

PAGE 28



Behold the best, Platinum PR award-winning PR campaigns of 2006 - and what a year it turned out to be for the entire communications industry. From creating the first brand logo visible from outer space to sending a Hershey's Kiss down the red carpet in honor of its 100th anniversary, the following initiatives will provide all communications executives with insights, innovations and inspirations for ways to continuously redefine the standards of success. Thanks to unparalleled creativity and strategies, the masterminds behind these campaigns serve as beacons for guiding all PR initiatives to come. PR News honored these individuals, companies, agencies and campaigns on October 16 at the annual PR Platinum awards luncheon held in New York City, and is happy to do so again in the following pages.

### ANNUAL REPORT

**Winner:** The Allstate Corporation

**Campaign:** The Allstate Corporation 2006 Summary Annual Report

**The Mission:**

In 2006, the Allstate Corporation was experiencing a troubled period in its history. The insurance industry had hit rock-bottom following a string of lawsuits filed in the wake of several natural disasters. To further complicate matters, the company was undergoing a shakeup, with then-COO Tom Wilson replacing then-CEO Ed Liddy. Allstate wanted to create an annual print report that would restore investor confidence, honor Liddy's legacy (while supporting Wilson's transition) and position the company as a leader in stakeholder communications.

PAGE 28

### BLOG

**Winner:** Southwest Airlines  
**Campaign:** Nuts About Southwest

**The Mission:**

Southwest Airlines PR execs wanted to give consumers a peek inside the corporate culture and allow them to connect with employees in an interactive and transparent way.

**The Hook:**

In 2006, the PR team, including Linda Rutherford, Paula Berg, Angela Vargo, Jill Howard Allen and Brian Lusk, launched "Nuts About Southwest" (blogsouthwest.com). It's a corporate blog that features posts from every type of employee, from mechanics and pilots to senior executives.

**Preparing for Take-Off:**

To ensure the blog would be an evergreen hit instead of a flash in the pan, executives went to great lengths to make the blog reflective of their culture - and to make sure their culture could withstand open and honest consumer-generated content in the first place. Thus, they infused the blog with frank, friendly and conversational posts that encapsulated perspectives of employees throughout the company.

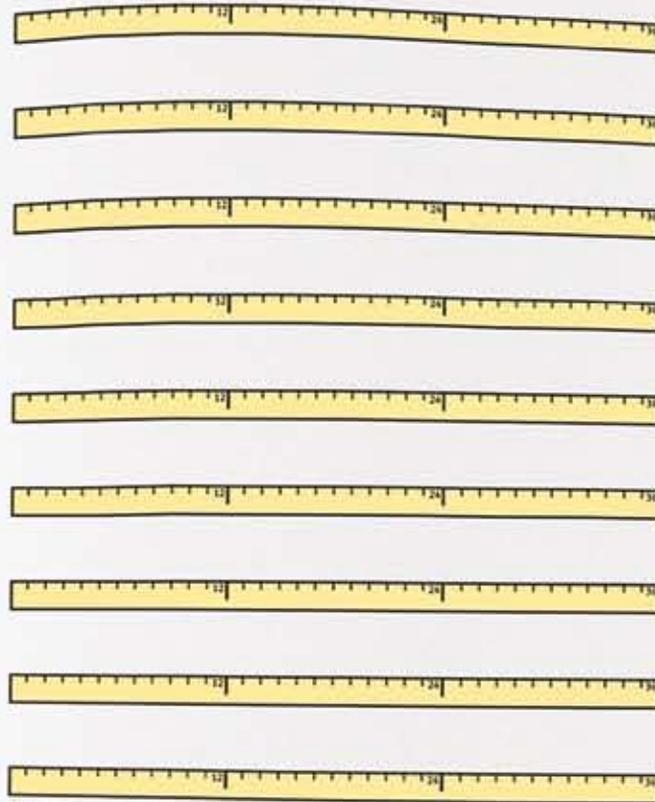
**Logging On, Going Live:**

The Southwest team was wise to keep their media outreach laser-focused, conducting only two targeted pitches: One to Dallas-based AP reporter David Koenig one week after the launch, and one to a mass media list on the five-year anniversary of 9/11 - the day the site featured five emotional video clips from Southwest leaders. By not inundating the media with releases, they were able to create buzz and get coverage for their fresh take on a corporate blog.

**Soaring Above the Competition:**

The "Nuts About Southwest" blog stands out from its competition based on the sheer intimacy of its content. Allowing customers to hear from real employees, instead of one aggregated "corporate voice," gives them a personal

PAGE 28



**Fig. 1 - Distance required to reach full brand impact.**

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The whole nine yards. Sure beats halfway there. Yet few PR firms offer anything beyond mere fractions of what's needed to truly connect with consumers today. Or they're forced to cobble it together with "network partners." At CKPR, however, everything from brand planning to interactive is built in to how we work. So you're able to amplify your strategy and build a brand that changes the conversation. And takes you the distance. For more information about CKPR, please visit [ckpr.biz](http://ckpr.biz).

## THE TOP PR CAMPAIGNS OF THE YEAR

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### Anniversary Campaign

**Winner: The Hershey Company and Hill & Knowlton - Hershey's Kisses the Red Carpet**

**Honorable Mentions:**

- Impact Communications Australia - Celebrating 300 Years of Twinings Tea
- BT and Trimedia Harrison Cowley - Finding a News Voice for the BT Speaking Clock
- American Airlines and Weber Shandwick - The Advantage of Frequent Flying: American Airlines Advantage Program Celebrates 25 Years

### Annual Report

**Winner: Allstate & Metay Design - The Allstate Corporation 2006**

**Honorable Mentions:**

- The Coca-Cola Company - The Coca-Cola Company Annual Review
- American Legacy Foundation - Story of the Year: 2006 Annual Report
- Blue Cross and Blue Shield of North Carolina - "Your Plan for Better Health" Blue Cross and Blue Shield of North Carolina 2006 Annual Report
- Charles Schwab - We're Always Been Different
- Mastercard Worldwide - MasterCard 2006 Annual Report

### Blog

**Winner: Southwest Airlines - Southwest Airlines-Nuts About Southwest**

**Honorable Mentions:**

- Peppercom - RepMan Blog
- Ogilvy Public Relations Worldwide - LenovoBlogs.com
- Voce Communications and Yahoo! Inc. - Yahoo!'s New Voice

### Branding

**Winner: GolinHarris for Nintendo of America - Nintendo: Disrupts The Interactive Entertainment Industry**

**Honorable Mentions:**

- Colgate-Palmolive and Cohn & Wolfe - Lady Speed Stick "My 24/7 Life"
- Siemens and Weber Shandwick - Building America's 21st Century Infrastructure
- Yoplait and Cone - Yoplait Champions, Yoplait Best Brand Evangelists
- Waggener Edstrom Worldwide - T-Mobile Sidekick: Building an Influential User Community

### Cause-Related Marketing

**Winner: Boost Mobile and Miles Ahead Entertainment - Boost Mobile RockCorps**

**Honorable Mentions:**

- Entergy - Entergy Corporation's Low Income Initiative
- Travelocity and Vollmer Public Relations - Travelocity's "Be a Hero - Go Zero"

### Community Relations

**Winner: Dittus Communications - Shell is Coming Home**

**Honorable Mentions:**

- Montgomery County Health Department and MWW Group - Rock the Smoke: High Schoolers Compete for MTV Spot
- Tyson Foods and Mitchell Communications Group - "Tyson Foods Powers the Fight Against Hunger"
- Nestle (Malaysia) Berhad - Spicing Up the Community

### Crisis Management

**Winner: Association of Zoos and Aquariums Public Communications Inc. - "Keeping Elephants In Our Future"**

**Honorable Mentions:**

- Gutenberg Communications - Walking the Corporate Tight Rope to Effectively Manage Change
- Solomon McCown & Company - Healthy Prognosis After Measles Outbreak
- American Legacy Foundation and Golin Harris - Public Health David vs. Goliath

### Editorial/Op-Ed

**Winner: Siemens and Coyne Public Relations- Getting the Healthcare Field Wired**

**Honorable Mentions:**

- Neiman Group - Pennsylvania Department of Health "Switchers"
- Nintendo of America and GolinHarris - Nintendo Reaches the Mass Market
- Deloitte and Hill & Knowlton - Call for Papers

### Employee Relations

**Winner: DHL - DHL Delivers "I'm On It" Internal Campaign**

**Honorable Mentions:**

- Ketchum - Opposite Attract: An Acquisition-Integration Success Story
- McDonald's Corporation and dg&a - Drive-Thru Optimization: Helping Build Drive-thru Capacity and Drive the Business Forward
- Ketchum - Opposite Attract: An Acquisition-Integration Success Story
- Piedmont Hospital and Golin Harris - "Soul Search" - Piedmont Hospital's Employee Referral Campaign

### Event Marketing

**Winner: Chrysler Group and ClearBlue - Jeep Stick in the Mud**

**Honorable Mentions:**

- Sprint - Sprint at Super Bowl XLI
- FinNode and Rocket Science - "FinNode: Fame & Immortality"
- Fairchild Tropical Botanic Garden and rbb Public Relations - Chihuly at Fairchild 2005/2006
- Mall Of America - World's Largest Gingerbread House

### External Publication

**Winner: Maryland Magazine - University of Maryland, Baltimore**

**Honorable Mentions:**

- i2 Technologies and Weber Shandwick - Supply Chain Leader
- Latham & Watkins LLP - 2006 Pro Bono Annual Review
- Ketchum and Aetna - Navigating Your Health Benefits for Dummies
- The Alberta Teachers' Association - Parenting through the School Years

### Financial/Investor Relations

**Winner: Red Lion Hotels and CCG Investor Relations - Red Lion Roars Again**

**Honorable Mentions:**

- Mastercard Worldwide and Weber Shandwick Worldwide - Putting Mastercard at the Heart of Commerce: Priceless
- RCN Corporation - RCN Corporation Integrated Investor Relations
- NII Holdings and Burson-Marsteller - NII Holdings

### Global PR Campaign

**Winner: KFC and Weber Shandwick - KFC Face from Space**

**Honorable Mentions:**

- Tektronix - Global Communications Partner Program
- The NewsMarket - George Clooney/Save Darfur
- Metaldyne and The Millerschin Group - Mataldyne/Aahi Tec.Global Communications
- Cisco Systems - Cisco TelePresence: Follow The Sun

### Internal Publication

**Winner: Johnson & Johnson Pharmaceutical Services- The PharmaFrontier**

**Honorable Mentions:**

- RBC Royal Bank - Extreme Makeover: Revamping the Royal Advisor Newsletter
- Robert Bosch LLC - Bosch in the United States: The First Hundred Years
- Consorta, Inc. - The Source: Strategies and Solutions for Supply Chain Success

### Large PR Firm of the Year

**Winner: APCO Worldwide**

**Honorable Mentions:**

- Porter Novelli
- Ketchum
- Fleishman-Hillard

### Marketing Communications

**Winner: Reynolds Consumer Products and Manning Selvage & Lee - Reynolds Wrap Foil Grillaxation 2006**

**Honorable Mentions:**

- Samsung and MWW Group - MWW Group Delivers Big Results for Samsung's WEP200 Headset
- Colgate-Palmolive and Cohn & Wolfe - Lady Speed Stick "My 24/7 Life"

### Media Event

**Winner: Goodyear Tire & Rubber Co. and Coyne PR - Hello my Name is... The Launch of New Goodyear Blimp**

### Honorable Mentions:

- Dan Klores Communications (DKC) - The Secret Life of Holding
- Rehabilitation Institute of Chicago and Edelman - Bionic Woman Media Campaign
- ClearBlue Communications - Jeep Breaks Free!
- GYMR Public Relations - Vote for America's Health Capitol Hill Rally

### Media Relations

**Winner: LEGO Systems, Inc. and Flashpoint PR, LLC - "Expect the Unexpected: Re-Launching the Consumer Innovation Revolution the LEGO Way"**

**Honorable Mentions:**

- D S Simon Productions, Inc. - Parade: What People Earn
- Nintendo of America and GolinHarris - Nintendo Turns Grandparents Into Gamers
- Nikon Inc. and MWW Group - Nikon/Kate Moss Advertising Campaign Introduction

### Midsize PR Firm of the Year

**Winner: Taylor**

**Honorable Mentions:**

- MWW Group
- OutCast Communications
- Peppercom

### Multicultural Campaign

**Winner: Procter & Gamble and Fleishman Hillard - Tide Thank you Serenades**

**Honorable Mentions:**

- American Honda and Flowers Communications Group - 2006-2007 Honda Battle of the Bands
- Pacific Gas and Electric Company (PG&E) - PG&E CARE Program Multicultural Campaign for 2006
- Renna Communications, LLC - Introducing LGBT - Headed Families to America
- MindShare Interactive Campaigns - NuestraPhRMA

### Online Communications

**Winner: Ogilvy Public Relations Worldwide - Aveeno POSITIVELY AGELESS "Fountain of Youth"**

**Honorable Mentions:**

- Gingular and Fleishman-Hillard - Engage Youth in MTV's Virtual Laguna Beach
- GE and Edelman - GE's NextFest Blog
- Nikon Inc. and MWW Group - Nikon's Online Press Room Drives Publicity 24/7
- Medialink - Man vs. Machine

### Podcast/Video

**Winner: Greater Philadelphia Tourism Marketing Corporation - Sound About Philly Podcast Tours**

**Honorable Mentions:**

- iPRoom Corporation and Schwartzman & Associates - "On the Record... Online"
- Atwood Partners Inc. - Bain & Company and Atwood Partners Recruiting Podcast
- Honeywell and Peppercom - Nobel Moments Podcast Series
- American Society for Microbiology - MicrobeWorld Radio

### Pro Bono Campaign

**Winner: Ink Inc. - Freedom is Not Free Campaign**

**Honorable Mentions:**

- Uhuru Ascent and Off Madison Ave - Uhuru Ascent: Expedition to Mt. Kilimanjaro
- Spectrum Science Communications - Progeria Research Foundation Campaign

### Product Launch

**Winner: Heineken USA and Manning Selvage & Lee - Heineken Premium Light: Trading Up to a New Level Luxury**

**Honorable Mentions:**

- General Mills and Padilla Speer Beardsley Inc. - America Bursts Into Songs For Yogurt Burst Cheerios
- Nintendo of America and GolinHarris - Wii Love It! Nintendo Takes Gaming to the Masses
- General Mills and Padilla Speer Beardsley Inc. - America Bursts Into Songs For Yogurt Burst Cheerios
- Maloney & Fox with Golden Loder Associates - Small Is The New Big: RCA Small Wonder Zooms To The Top

### Public Affairs

**Winner: Nestle (Malaysia) Berhad - Nestle, Nourishing Malaysia Showcase**

**Honorable Mentions:**

- American Heart Association and Cone LLC - American Heart Association's Power to End Stroke
- United Health Foundation and Tunheim Partners - "America Gets its Annual Check Up"
- NACHC - Legacy of a Disaster: Health Centers and Katrina One Year Later
- Clarendon Group - The Vote Yes on 9 Campaign
- Burson-Marsteller - VOTEXAS

### Public Service Announcement

**(PSA)**

**Winner: Ogilvy Public Relations Worldwide - Screening Saves Lives: Building Awareness, Engaging Communities. Leveraging Partners.**

**Honorable Mentions:**

- Cartoon Networks - Rescuing Recess
- Illinois Electric Council - "Play Fair, Play Safe"
- Office of the Comptroller of the Currency - Contact Your Lender PSA

### Re-Branding/Re-positioning

**Winner: GolinHarris - Fulfilling the Promise of "The Human Element" Enhancing the Dow Chemical Company's Reputation**

**Honorable Mentions:**

- CRT/tanaka - Girl Scouts of the USA Healthy Living Launch
- Susan G. Komen Breast Cancer Foundation and Weber Shandwick - National Breast Cancer Awareness Month 2006

### Research & Measurement

**Winner: American Society of Plastic Surgeons and KDPaine & Partners LLC - Using Content Analysis to Demonstrate Efficacy and Formulate PR Objectives**

**Honorable Mentions:**

- AllianceBernstein Investments andTiller, LLC - College Savings Crunch
- Waggener Edstrom Worldwide - Microsoft Windows Live OneCare Retail Announcement: WEXView Measurement and Analysis of Impact
- EMC and OutCast Communications - "The Expanding Digital Universe" Launch

### Satellite Media Tours

**Winner: Siemens and Coyne Public Relations - Bringing Healthcare Into the 21st Century**

**Honorable Mentions:**

- Susan G. Komen for the Cure and Weber Shandwick - 5th Anniversary Brand Launch SMT
- MultiVu, a PR Newswire Company - Six Flags and MultiVu Launch of the Tatsu Roller Coaster - The SMT
- D S Simon Productions, Inc. - Morris' One Million Cat Rescue SMT

### Small PR Firm of the Year

**Winner: Warschawski**

**Honorable Mentions:**

- Airfoil Public Relations
- SHIFT Communications
- Financial Relations Board

### Speeches

**Winner: Dominion - "A Train Wreck Waiting to Happen?" by Thomas F. Farrel, II, President and CEO, Dominion**

**Honorable Mentions:**

- American Medical Association - AMA Campaign
- Urban League of Pittsburgh and MARC USA PR - Urban League State of Black
- Solomon McCown & Company - Jerry Rappaport Jr. REFA "North Star" Speech

### Web Site

**Winner: MindShare Interactive Campaigns - BSA Tree House**

**Honorable Mentions:**

- Chevrolet and Weber Shandwick - Chevy Aveo Livin' Large Campus Challenge
- American Society for Microbiology - MicrobeWorld Radio
- Yahoo! Outcast Communications - Yahoo! Time Capsule
- Waggener Edstrom Worldwide - Virtual CES

# THE WINNERS

## BRANDING

**Winner:** Nintendo and GolinHarris

**Campaign:** Nintendo “Disrupts” The Interactive Entertainment Industry

**The Mission:**

Once a giant in the video game industry, Nintendo’s brand had waned as its two titanic competitors, Microsoft and Sony, asserted themselves as leaders in the marketplace; thus, executives wanted to reassert Nintendo’s relevance.

**The Hook:**

Teaming up with GolinHarris (GH), Nintendo PR execs organized a campaign to rebrand itself as a “market disruptor” that would bring back innovation to the entertainment landscape, while appealing to a nontraditional audience: women, Baby Boomers and seniors. Nintendo and GH also wanted to expand Nintendo’s “market disruptor” position to the application of products such as its DS hand-held game system and the soon-to-be launched Wii home console.

**The Strategy:**

Between November 2005 and March 2006, Nintendo and

GH targeted key influencers with presentations at major industry events, such as the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit and the Game Developers Conference. As buzz about Nintendo’s new stance grew, GH scored two exclusive interviews with Nintendo of America President Reggie Fils-Aime and two major industry trades, *CNET* and *BrandWeek*. Also, industry pioneer Will Wright lent his seal of approval, which helped Nintendo reach a wider, mainstream audience.

Nintendo and GH’s desire to reach the masses crystallized with a four-page feature in *Time* magazine; an Op-Ed in the *Los Angeles Times* written by GH for Nintendo President Satoru Iwata; a page touting the Wii launch on the popular social networking site, MySpace.com; and media coverage in leading publications and TV shows.

**Mission Accomplished:**

The campaign generated 10 billion media impressions, with most coverage centered on the company’s rebrand-



A Nintendo executive discusses Wii as part of the branding initiative.

ing. Plus, sales for the Wii has made it the best-selling console in Nintendo history, selling close to 6 million systems worldwide since its launch.

The campaign has also resulted in laurels for Nintendo: In early 2007, it was named by *Forbes.com* as one of the “Top Disruptors of 2006.” GolinHarris was also spotlighted in *Investor’s Business Daily* for its launch of the Wii console. **PRN**

## CAUSE-RELATED MARKETING

**Winner:** Boost Mobile and Miles Ahead Entertainment

**Campaign:** Boost Mobile RockCorps



Boost Mobile RockCorps brings teen volunteers together for community service.

**The Mission:**

Boost Mobile RockCorps (BMRC) is a program based on youth volunteerism to drive young people to support their communities. The movement launched in 2005 and traveled to six cities across the U.S., culminating in a signature concert event at

Radio City Music Hall with 5,000 volunteers and hip-hop artists. However, with expanded reach across the nation and an additional reward concert slated for 2006, the organization needed to market its mission to drive awareness and participation.

**The Hook:**

Aggressive media outreach communicated the movement’s wide range of service projects – including building playgrounds, renovating schools and distributing food – and its signature reward concerts. Plus, the team, along with Miles Ahead Entertainment, promoted the unique angle of youth volunteerism driving an initiative for the betterment of their communities.

**Marketing for a Cause:**

Boost Mobile created high-tech media rooms at both the Atlanta and New York City BMRC concerts that served as a location for photo-ops, live audio interviews with performing artists and concert video Internet feeds. Plus, the team reached out to multiple genres of media, including entertainment, marketing, business, urban and alternative. The comprehensive approach worked: the program and concert received more than 250 million media impressions. But perhaps most impressive, the initiative was able to capture the attention of their elusive target audience, “street-savvy, active, irreverent youth ages 14 to 24,” and engage them in valuable volunteer work. **PRN**



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# THE WINNERS

## COMMUNITY RELATIONS

**Winner:** Shell and Dittus Communications

**Campaign:** Shell is Coming Home



**The Mission:**

After Hurricanes Katrina and Rita decimated the U.S. oil and gas production operations in the Gulf of Mexico, exacting \$250 million to \$300 million in damages, Shell sought to create a business recovery plan in the affected region and to align itself with the needs of an area brutalized by Mother Nature.

**The Strategy:**

Targeting Shell employees as well as business partners and local decision makers, Shell launched a "Coming Home Campaign (CHC)," a community relations and employment engagement program that would provide immediate assistance for both the hurricane-affected communities and the employees who work in these areas, as well as retain and attract the Shell workforce in this region. Team players included Ben Dillon and Fred Palmer of Shell and Tom Conway and Laura Sheehan of Dittus Communications.

**The Execution:**

Providing \$45 million in hurricane-related employee assistance programs, Shell helped employees, businesses and civic leaders move toward closure. It developed the Employee Ambassador Grant Program, which was used to restore daycare centers and preschools, as well as rebuild homes and replace libraries. The company also donated funds to the New Orleans Police & Justice Foundation to address first responder housing needs, as well as financed permanent volunteer housing in certain Louisiana parishes.

**Mission Accomplished:**

Almost 60% of local employees accessed nearly \$60,000 in Ambassador Grants, while 22,000 volunteer hours were logged by Shell employees. Also, 99% of local Shell employees polled stated a commitment to stay with Shell. PRN

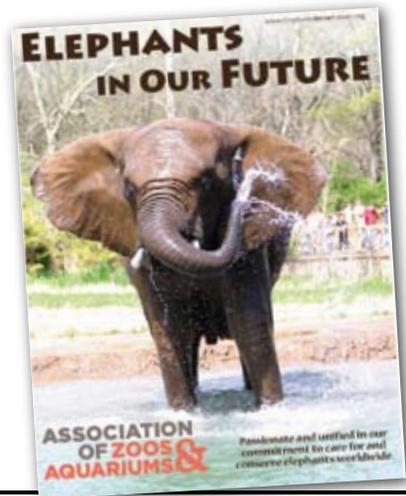
## CRISIS MANAGEMENT

**Winner:** Association of Zoos and Aquariums

**Campaign:** Keeping Elephants In Our Future

**The Mission:**

They might be among the most popular animals in zoos, but elephants aren't the most sought after attraction for animal rights activists, many of whom have launched campaigns claiming that the massive mammals aren't healthy unless they are roaming the Serengeti. This, coupled with a series of deaths of elderly elephants in zoos around the country, prompted the Detroit Zoo to announce the closure of its elephant exhibit - an action that the Association of Zoos and Aquariums saw as an emerging crisis that needed to be reversed.



**Research 101:**

With the help of Public Communications Inc., the PR team initiated "Keeping Elephants in Our Future," an issues management program to mobilize AZA members nationwide to ensure that elephants have a future both in zoos and in the wild. The key elements of the campaign's success were solid research and internal communications to inform AZA members of the faults in protestors' arguments. Research platforms included:

- A March 2005 public poll showing that 95% of respondents believe that seeing elephants in real life helps people appreciate them more;
- A survey of zoo directors compiling data surrounding their elephant programs and future plans;
- A National Awareness Focus Group Report determining attitudes and opinions regarding the responsibilities of zoos and aquariums; awareness of AZA and animal rights group PETA; and public messages; and,
- Research surrounding animal rights groups' campaigns to get elephants out of zoos.

**The White Elephant in the Room:**

Having well-rounded research to strengthen their argument that elephants belong in zoos was essential, but the PR team needed a strong, clear voice to convey their message.

RESEARCH WAS KEY  
IN DEBUNKING DE-  
TRACTORS' CLAIMS.

"Unifying zoo members to speak with one voice was a critical step in addressing this challenge and establishing AZA zoos as trusted voices in wildlife care and conservation," says Jill Allread, principal of Public Communications.

This unified voice spoke loud and clear to address the safety of these huge animals. The team shaped their strategy accordingly, using their research as the basis for a comprehensive outreach campaign to confront the crisis head-on. They built a tactical "threat matrix" to help organize their target audiences, as well as a member communications toolkit to educate said audiences on the shortcomings of activists' claims. This, coupled with a proactive public awareness campaign, built an ironclad argument in favor of the AZA's mission to keep elephants in America's zoos.

**The Verdict:**

Based on the proactive program, the communications team was able to upend the crisis: 100% of the zoos with elephant programs chose to participate in the program; the research countered arguments of detractor groups and provided ample media relations opportunities; and, following a highly publicized public hearing, a proposed ordinance prohibiting elephants in the Chicago city limits failed, and the El Paso City Council voted to support its zoo's elephant programs. PRN

# IT'S BEEN ANOTHER GREAT YEAR

Our commitment to excellence grows with every success. We're honored to be a **Midsized PR Firm of the Year** finalist for the second year in a row — *and to be in such good company.*

Congratulations to this year's Platinum PR Award winners and all of our finalists:

## **Financial Relations Board**

*Small PR Firm of the Year*

## **Nikon**

*"Nikon's Online Press Room Drives Publicity 24/7"*  
*Online Communications*

## **Nikon**

*"Nikon/Kate Moss Advertising Campaign Introduction"*  
*Media Relations*

## **Montgomery County**

*"Rock the Smoke: High Schoolers Compete for MTV Spot"*  
*Community Relations Campaign*

## **Samsung**

*"MWW Group Delivers Big Results for Samsung's WEP200 Headset"*  
*Marketing Communications*

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# THE WINNERS

## EDITORIAL/OP-ED

**Winner:** Siemens Medical Solutions

**Campaign:** Getting the Health-Care Field Wired

**The Mission:**

A leader in healthcare information technology for over 35 years, Siemens wanted consumers to become aware of how important healthcare IT was in their lives. But they wanted to do this in a way that would reach the public while building Siemens' brand awareness in the consumer market.

**The Strategy:**

To reach its target audience, Siemens wanted to place an Op-Ed in *The Philadelphia Inquirer*, a high-profile publication for the target consumer audience. The Op-Ed would be a call-to-action to consumers, informing them of the significance of healthcare IT.

**The Challenge:**

The only sticking point was the byline. If it were attributed to a Siemens executive, then publications would dismiss the Op-Ed as being self-promotional. The team brainstormed and thought of former Speaker of the House Newt Gingrich, himself a longtime propo-

nent of healthcare IT, as well as a founder of the Center for Health Transformation. He could deliver Siemens message, while adding credibility with his influential name.

**The Execution:**

Gingrich agreed and, along with Siemens communications executives, an Op-Ed was drafted and sent to *The Philadelphia Inquirer*. The same day the paper received the piece, Gingrich was delivering a speech at the annual Greater Delaware Valley Healthcare Information and Management Society meeting at the Siemens' PA campus.

**Mission Accomplished:**

The Op-Ed, which was entitled "Getting the Health-Care Field Wired," ran in the January 9, 2007, edition of the newspaper, which has more than 890,000 readers. Following the Op-Ed, a multi-page article on the entire healthcare IT field, featuring Siemens as a leader, appeared on the cover of the *Philadelphia Inquirer's* Sunday business section on January 21, 2007, yielding an additional 1.8 million impressions. **PRN**

## EMPLOYEE RELATIONS

**Winner:** DHL Corporate Communications

**Campaign:** DHL Delivers Brand Promise Via Internal Campaign "I'm On It"

**The Mission:**

Widely known for being one of the two main global packing and delivery service providers, DHL wanted to take its brand name to the next level by initiating a cultural transformation from the inside out. The resulting "I'm On It" campaign, spearheaded by Jessica Merz and Kelly Keogh, would strengthen DHL's brand promise by imploring employees to take ownership of issues to achieve higher service levels.

**The Hook:**

The "I'm On It" cultural transformation campaign hinged on personal accountability and responsibility, but to get employees focused on the initiative, the corporate communications department needed a motivator. It came in the form of a blitzkrieg of tactics to target employees from all sides, including employee recognition awards, videos of employee heroes, posters and a launch event.

**Timeline of Key Milestones:**

- Commissioned a quantitative

study to determine possible ways to differentiate DHL's brand from the competition, and conducted focus groups and employee surveys to take the pulse of workplace morale.

- Communicated the "I'm On It" campaign to employees via engaging channels to explain the mission and the desired outcome. Vehicles included a CEO communiqué outlining the plan; senior meetings with "I'm On It" as the theme; Web casts for customer-facing functions; and an "I'm On It" movie featuring employees as actors.
- Introduced the brand campaign externally with a new advertising campaign and a pronounced Customer Appreciation Day, announced in Manhattan's Times Square and featuring employees performing "random acts of kindness."
- Sustained momentum through ongoing employee engagement and communications, including an employee recognition program and a "TouchPoint" video to give employees a progress report.



A VIDEO STARRING EMPLOYEES FOSTERED COMMUNITY.

**Delivering Results:**

Despite its sheer enormity, the campaign was a success: Measurable results showed that the cultural transformation did take place, with renewed focus given to creating a superior customer service experience to differentiate DHL from its competitors.

**Employee Communications Best Practices:**

- When communicating a new brand promise to employees, explain how it differs from the old one.
- Measure the status quo before initiating the campaign so you have a benchmark for post-campaign measures.
- Engage employees throughout the effort so they feel personally connected to the mission. This can be done by placing senior managers at the center of the campaign to lead by example; by establishing a system of rewards; and by using digital channels (i.e., a movie starring real employees) to create a sense of community among the staffers. **PRN**



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# THE WINNERS

## EVENT MARKETING

**Winner:** Chrysler Group and Clear!Blue

**Campaign:** Jeep Stick in the Mud

**The Mission:**

To publicize its new four-door Wrangler, the Jeep brand wanted to get creative.

**The Hook:**

Joining forces with Clear! Blue and Centra Marketing and Communications, the Chrysler Group launched a "Stick in the Mud" contest, where 120 consumers chosen from a pool of more than 2,500 registrants had one minute to wade through 14,000 gallons of mud in search of hidden sticks, earning points as they went.

**Calling: No Sticks in the Mud**

Held at the 2006 State Fair of Texas in Dallas, the contest was designed to appeal to three audiences: adventurous consumers; Jeep loyalists; and print, television, radio and online media with direct access to consumers.

**And the Winner Was:**

Homero Perez of Garland, Texas, who walked away with the keys to a new Jeep Wrangler Unlimited, proving he's no "stick in the mud."



"Stick in the Mud" contestants wade through mud in search of the grand prize: keys to a brand new Jeep.

**Mission Accomplished:**

The event was covered by both local and national media, netting a total of 27.3 million media impressions in print, TV, radio and online. TV shows such as The Weather Channel's "Weekend View," as well as ESPN2's "Mike and Mike in the Morning" and "Cold Pizza," covered the contest. The cost per media impression for this program was less than two cents, and it created buzz that would stick with consumers for a long time. PRN

## EXTERNAL PUBLICATION

**Winner:** University of Maryland, Baltimore

**Campaign:** Maryland Magazine

**The Mission:**

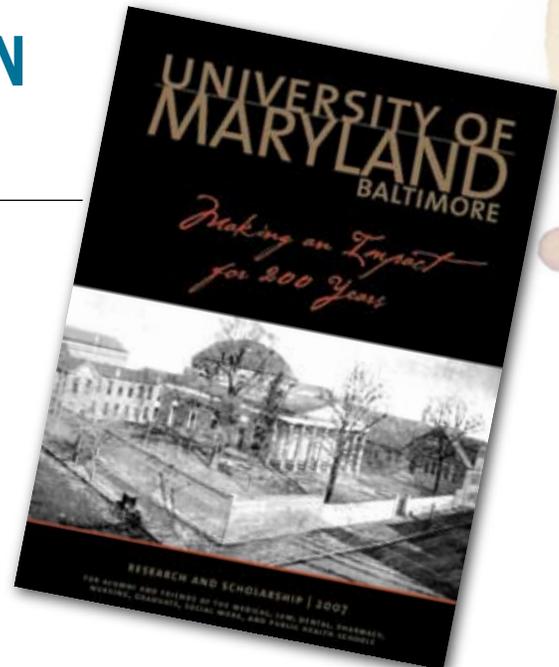
The University of Maryland, Baltimore, wanted to jazz up its annual research and scholarship publication, *Maryland* magazine, with special coverage of the university's bicentennial.

**The Hook:**

The Office of External Affairs' communications execs behind the publication made sure it would have a lasting shelf life by infusing it with quality editorial content and an eye-catching design. The main attraction? A four-page timeline centerfold.

**Putting in the Hours:**

The PR team began planning the magazine a full year ahead of its scheduled publication date, allowing ample time for revisions and high-impact content. With a budget of just over \$140,000 spread over the course of the year, the team assigned stories, developed an eye-catching design, worked with leaders of the university's seven professional schools and established a distribution plan.



**Putting It To Bed:**

Thanks to the lead-time for preparing content and working out logistics, the university had a glossy, 68-page publication to celebrate the bicentennial. Anecdotal feedback described the design as "spectacular" and the presentation of research as "comprehensive," but, more important, the bicentennial theme helped the university establish a more defined identity. Plus, the magazine directly generated approximately \$1,700 in donations. PRN

ANECDOTAL FEEDBACK  
DESCRIBED THE DESIGN AS  
'SPECTACULAR.'



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# THE WINNERS

## FINANCIAL/INVESTOR RELATIONS

**Winner:** CCG Investor Relations and Red Lion

**Campaign:** Red Lion Roars Again – Restoring Luster to the Red Lion Brand

**The Mission:**

After numerous owner changes, Red Lion wanted to position itself as a more up-scale hotel, competitive with brands such as Marriott, Hilton, Four Points by Sheraton and Crowne Plaza.

**The Challenge:**

Red Lion had a low trading volume on Wall Street and consequently had problems attracting institutional investors and retail brokers.

**The Strategy:**

In 2005, CCG Investor Relations President Crocker Coulson and his team entered the picture and worked with Red Lion to design and execute an investor relations program. Components included new investor materials, an investor Web site, an annual report and other collateral that underscored Red Lion's new business focus and revitalized brand.

**The Execution:**

CCG developed a peer group of lodging companies that compete with Red Lion to support its claim that Red Lion's shares were undervalued and that its growth prospects were

superior to many of its peers. They then identified approximately 125 research analysts who cover the resort industry in the U.S, as well as funds that have an affinity for the hotel business. Based on this information, the team arranged a series of investor road shows to introduce Red Lion's new business strategy to fund managers and analysts.

**Mission Accomplished:**

- Red Lion's stock price increased 160% since the start of the Investor Relations campaign;
- Average monthly trading volume increased from 5,000 shares per day to a three-month average of 71,000 per day as of April 2007;
- Five of the targeted analysts (JMP Securities, Thomas Weisel, Robert W. Baird and Company and Friedman, Billings, Ramsey) commenced coverage in 2005;
- Numerous small-cap funds established stock positions in Red Lion and institutional ownership increased from 24 to 63 as of April 2007; and
- Red Lion generated \$64.3 million in gross proceeds via a common stock offering of 5.8 million shares. PRN

## GLOBAL PR CAMPAIGN

**Winner:** KFC and Weber Shandwick

**Campaign:** KFC Face from Space

**The Mission:**

Already a ubiquitous brand in such far-flung corners of the Earth as South Africa, the Czech Republic and Australia, KFC needed to communicate news of its new global logo the world over.

**The Hook:**

Given the diverse and widespread nature of the target audience (any global citizen who enjoys fried chicken every now and then), communications execs would need one overarching theme to which everyone could relate, regardless of culture or language. They teamed up with Weber Shandwick and started thinking big – really, really big. Like, intergalactic big: The team gave the iconic Colonel Sanders a makeover with a fresh red apron. Then, they made him the first brand logo to be visible from outer space – the “Face from Space.”

**Taking ‘Global’ to a New Stratosphere:**

To accomplish such a daunting task and subsequently generate headline news and consumer buzz worldwide, the PR team needed to partner with organizations that could create the necessary infrastructure: a production company to create the world's largest logo; a commercial satellite provider to take a photo of the logo from space; an IT company to convert the image to allow viewers to zoom in; and a broadcast company to create and distribute B-roll globally.

**Technical Difficulties:**

Needless to say, creating the “Face from Space” was a daunting task on multiple levels. All partnerships needed to be synched to pull off the initiative, and visual content had to be available to media and consumers, as translating verbal communications into dozens of languages would be cost-prohibitive. Digital platforms proved to be a crucial solution; a Web site (facefromspace.com) and blog-friendly content created a viral effect, and the media inquiries started pouring in.

But challenges didn't end there: The team chose the Utah Salt Flats as the location for the massive logo, but freak flooding required them to move the site just two weeks before the launch date.

**Symbolic Solutions:**

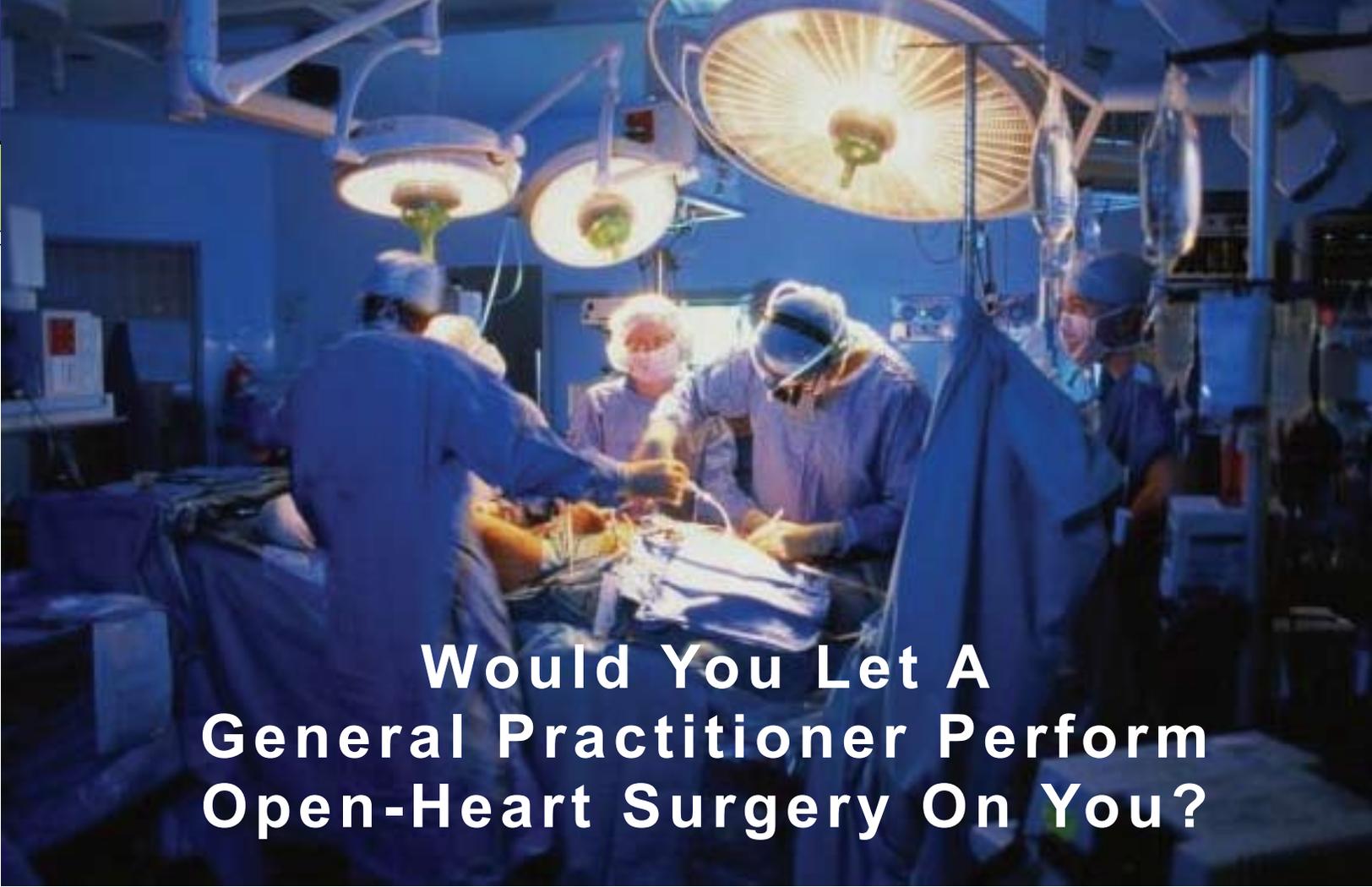
The team ended up moving the site to the border of Area 51 – the area legendary for extraterrestrial activity. This offered another offbeat angle for pitching media.

**The Logo Seen ‘Round the World:**

When all was said and done, the campaign was an international hit. A combination of seamless communication and coordination among partners, a quirky idea and some quick thinking resulted in a global media shockwave in both new and traditional media outlets. And, considering the multi-million-dollar price tag for sending any old thing into outer space, the \$500,000 glamour shot of Colonel Sanders' new look was money well spent. PRN



→ KFC'S LOGO BECAME THE FIRST TO BE VISIBLE FROM SPACE.



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# THE WINNERS

## INTERNAL PUBLICATION

**Winner:** Johnson & Johnson Pharmaceutical Services

**Campaign:** The PharmaFrontier

**The Mission:**

*The PharmaFrontier*, Johnson & Johnson's (J&J) internal magazine for the global research and development unit, needed to build community among R&D employees in a global context, and to catalyze innovation and partnerships between leading scientists.

**The Execution:**

The team responsible for *The PharmaFrontier*, led by Seema Kumar, Ernie Knewitz and Frederik Wittock of the global R&D communications department, employed the following key strategies to achieve their goals:

- Developed a partnership with the internal Communications Council, the senior-level Executive Advisory Board and a professional external editorial team to ensure a targeted editorial focus and a consistent thematic approach;
- Incorporated various committees' views and feedback from employees and scientists;

- Rolled out marketing campaigns pre- and post-distribution to alert employees to upcoming issues and give them access to live links to articles.
- Applied internal tactics, including an internal Web site (thepharmafontier.com), "Frontier Forums," "Meet the Editor" events and cafeteria promotions, to maintain interest in the newsletter and further build community among employees.

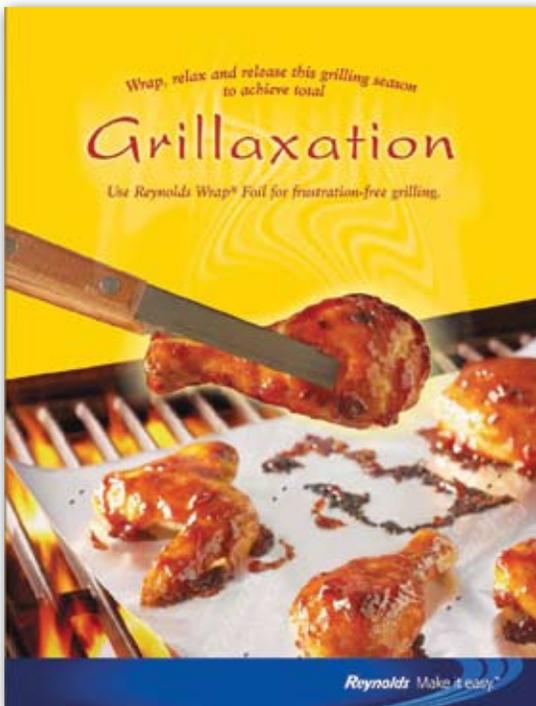
**Mission Accomplished:**

Since its inception in 2005, the publication has steadily grown its readership and been a valuable resource to employees around the world. **PRN**

## MARKETING COMMUNICATIONS

**Winner:** Reynolds Consumer Products and Manning Selvage & Lee

**Campaign:** Grillaxation 2006



**The Mission:**

Reynolds Consumer Products wanted to bring Reynolds Wrap Foil out of the kitchens and into picnic baskets.

**The Strategy:**

Enlisting Manning Selvage & Lee's help, Reynolds developed a public relations and marketing program that would increase three elements: trial of Reynolds Wrap Heavy Duty Foil for packet cooking during the "grilling season" by distributing 1,200 "Grillaxation" kits; purchase of Reynolds Wrap Release Non-Stick Foil for grill lining by distributing 10,000 product copies; and brand awareness through 20 million media impressions in various publications.

**The Execution:**

MS&L developed a call-to-action for consumers to *wrap*—create packets of vegetables and potatoes in Reynolds Wrap Heavy Duty Foil so the meal could be cooked on a grill; *relax*—using foil when you grill means no clean-up; and *release*—line grill grates with Reynolds Wrap Release Non-Stick Foil to prevent food from falling through the grates.

**Grill And Relax:**

To help consumers partake in "Grillaxation," MS&L:

- Launched a Web site ([www.grillaxation.com](http://www.grillaxation.com)) as a grilling resource featuring recipes, tips and ideas;
- Mailed Grillaxation kits to media contacts around the country;
- Executed outreach in five cities over Memorial Day weekend;
- Coordinated a media tour with Rob Rainford, host of Discovery Channel's "License to Grill" around the Memorial Day weekend; and,
- Spearheaded a radio promotion, which aired more than 1,000 times and awarded 230 Grillaxation prize packs to listeners.

**Mission Accomplished:**

The cost-per-media impression was less than one cent. The program generated 32,164,744 media impressions, with 77,585 unique visitors to [www.grillaxation.com](http://www.grillaxation.com). Also, there were 53,187 "Grillaxation" kit requests and 17,060 product coupons distributed.

**Encore, Encore:**

The program resumed in 2007 with a much bigger size and scope. **PRN**



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# THE WINNERS

## MEDIA EVENT

**Winner:** Goodyear and Coyne Public Relations

**Campaign:** Hello My Name Is ... The Launch of a New Goodyear Blimp

### The Mission:

The Goodyear blimp has been a sky-high staple of events and celebrations for more than 80 years, and executives have launched more than 300 of the behemoth airships during that time. However, "Been there, done that" was not in this communications team's vocabulary when they set out to raise awareness for their corporate symbol through a highly publicized - yet highly mysterious - launch of the newest blimp.

THEIR HOOK? THE  
WORLD'S LARGEST  
BLANK NAMETAG.

### The Hook:

Facing the challenges of differentiating this launch from the 300 before it and creating sustainable media coverage, the PR team needed to create a media event that broke from tradition. Their hook? The world's largest nametag, and one very unusual prize.

### Hello My Name Is ...:

The team, including Tom Coyne, Rich Lukis and Vicki Loo, devised a multi-phased initiative that built buzz around the two climactic events: A ceremony at Goodyear's airship base that unveiled a blimp boasting the world's largest blank "Hello My Name Is" nametag kick-started a nationwide consumer contest to name the new blimp; and a christening/prize-fulfillment ceremony. The contest winner would have use of the blimp for an entire day.

### Big Blimp, Bigger Challenge:

The team had to generate and control media attention surrounding the launch, which required meticulous preparation and multiple stages to tease the main events. The tiered strategy worthy of mention is as follows:

- Plant the seeds of intrigue by teasing the mystery element of the launch and enticing media to cover the unveiling ceremony;
- Appeal to an elusive target audience by researching demographics and psychographics and selecting a "christener" who would reach this group. The team decided on Lesa France Kennedy, president of the International Speedway Corporation (which owns



and operates the Daytona Speedway) to appeal to women, and to forge a relationship with NASCAR for additional media coverage; and

- Create ongoing opportunities for media coverage by making the launch a series of events instead one occasion. Between the contest launch, the finalist announcement, the christening ceremony and the prize fulfillment, the media had ample angles to cover.

### Flying High

The media event - or, more appropriately, the series of media events - monopolized the attention of the media and the general public. The campaign garnered more than 150 million media impressions for an estimated \$3.5 million in comparative ad value. But more important, Goodyear benefited from a new crop of brand evangelists, as the someone-like-me winner of the contest - a schoolteacher and father of two - forged a personal connection between consumers and the company. At the very least, they made a brand evangelist out of the winner, who named the blimp "Spirit of Innovation" and took his family for a ride. PRN

## MEDIA RELATIONS

**Winner:** LEGO and Flashpoint PR

**Campaign:** Expect the Unexpected: Re-Launching the Consumer Innovation Revolution the LEGO Way

### The Mission:

After re-emerging from a financial morass, LEGO decided in early 2005 to reinvigorate its brand after enduring a period that saw a two percent decrease in toy sales.

### The Hook:

Targeting two key audience segments—boys, ages 10-14 and men, ages 18-40—LEGO reintroduced a redesigned version of its LEGO MINDSTORMS (NXT), while positioning itself as a leader in the emerging consumer robotics category.

### The Strategy:

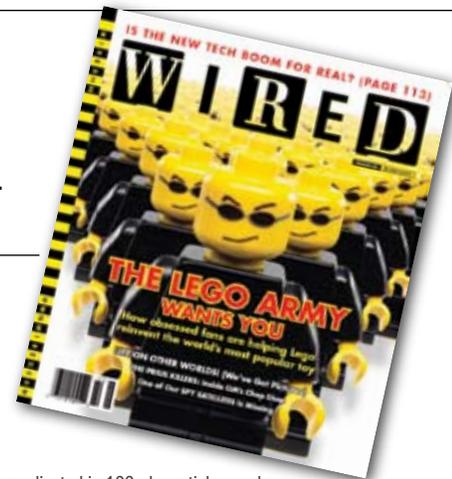
With a budget of \$500,000, Flashpoint PR and Nintendo execs developed a media relations program that hit on all the touch points. It first homed in on [www.thelongtail.com](http://www.thelongtail.com), a blog created and operated by WIRED magazine Editor-in-Chief Chris Anderson. Flashpoint thought this blog was the perfect outlet to tell the story of the original MINDSTORM "evangelists." The story was pitched to Anderson, who promptly assigned it to a journalist. Team players included Michael McNally of LEGO and Christopher Downing of Flashpoint PR.

### Execution Highlights:

- Cover story in WIRED magazine, February 2006, "The LEGO Army Wants You;"
- Cover story and feature within Forbes magazine's E-Gang Issue;
- Two Associated Press articles, each syndicated in 100-plus articles; and
- Seven blogs dedicated to LEGO MINDSTORMS (NXT) since its re-introduction at the Consumer Electronics Show (CES) in January 2006.

### Mission Accomplished:

The CES press coverage resulted in increased retailer demand. The sales forecast nearly doubled, while new channels of distribution were added, including national distribution in Apple Stores. Also, nearly 7,000 units of LEGO MINDSTORMS were sold through a pre-order program, driven by press only, from April-June 2006. PRN



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# THE WINNERS

## MULTICULTURAL CAMPAIGN

**Winner:** Procter & Gamble and Fleishman-Hillard

**Campaign:** Las Serenatas de Tide/Tide Thank You Serenades



Participants show their solidarity at the "Las Serenatas de Tide" event.

**The Mission:**

Procter & Gamble executives wanted to increase the Tide brand's penetration among Hispanic laundromat users in Los Angeles.

**The Hook:**

To support its "Tide Thank You" advertising campaign in targeted Hispanic markets, Tide enlisted Fleishman-Hillard Hispania to develop and execute a local PR campaign. The targeted audience was recent Mexican immigrant women in LA whose first language is Spanish. Key influencers were top 10 Hispanic media outlets.

**The Strategy:**

FH Hispania developed "Las Serenatas de Tide," an initiative that would honor Hispanic mothers in Los Angeles on Mother's Day Weekend in May 2006 with musical serenades. FH Hispania hired Mexican music star Graciela Beltran. Laundromats were selected as venues for these events because they were viewed as an important part of a Hispanic mother's routine. Team

players included Patricia Alvarado and Edna Silva. Program budget was \$150,000.

**The Execution:**

To generate buzz, FH secured radio promos on K-Love, the top local radio station for the target audience. FH also developed a press release that highlighted the events and leveraged the research about how much time Hispanic mothers put into taking care of their families. LA broadcast media and national media outlets were invited to cover the event.

**Mission Accomplished:**

The campaign reached an audience of more than 5 million; it also reached more than 750 Hispanic women at the events. Hispanic TV networks Telemundo and Univision covered the initiative and featured on-site interviews with Graciela Beltran and Hispanic women present at the events. Penetration in Tide's LA Hispanic market grew three percentage points after the laundromat event; also, its value share in LA grew over five percentage points in 2006. **PRN**

## ONLINE COMMUNICATIONS

**Winner:** Aveeno and Ogilvy PR

**Campaign:** Aveeno Positively Ageless Fountain of Youth

**The Mission:**

With a new line of anti-aging facial care products hitting a very competitive market segment, Johnson & Johnson's Aveeno brand needed some killer buzz to get consumers interested in their new "Positively Ageless" products.

**The Hook:**

After tapping Ogilvy Public Relations Worldwide for help, the communications team came up with a completely outside-the-box teaser for the January 2007 launch: an online experience created by Julian Beever, the British street artist whose skills have earned him the alias of "Pavement Picasso." An added bonus: Ogilvy brokered a partnership between Aveeno and Keep America Beautiful, an organiza-

tion focused on community beautification, and challenged Beever to create a "Fountain of Youth" on the pavement of New York City's Union Square.

**Positively Viral:**

The "Fountain of Youth" campaign proved to be a digital juggernaut worthy of more than just cyber buzz: Ogilvy filmed Beever's Union Square street art and posted the "How the 'Pavement Picasso' Does It" video on YouTube; the team used Flickr to create a photo gallery of Beever's past work and updated images of the "Fountain of Youth" as he made progress. They also initiated a conversation among bloggers via completely transparent outreach and created a del.icio.us account to hold all bookmarks to relevant stories. Lastly, they supported all digital activities by tagging coverage and building an online event directory.

**Impeccable Timing:**

"I think the smartest thing we did was let the visuals tell a story," says Rachel Foltz, director, external relations, Ogilvy PR. "The team made a very specific choice to make it a time-lapse film with only music, and simply show the



process of the artist and how Aveeno creates beauty and supports the creation of beauty."

**Best in Show:**

By creating a comprehensive and creative online experience, the PR team made Aveeno Positively Ageless a hit on and offline. The transparency with bloggers, coupled with the unexpected use of a street artist to grab attention and convey the brand's message, generated most-viewed, most-discussed and most-linked rankings on YouTube - not to mention the overwhelming response in the blogosphere. **PRN**

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# THE WINNERS

## PRO BONO

**Winner:** Ink, Inc.

**Campaign:** Freedom Is Not Free

**The Mission:**

Freedom Is Not Free, a nonprofit organization that raises money for wounded vets, needed to increase the dollar-value of donations received at a pace that could support the ever-growing number of victims.

**The Hook:**

A calendar featuring scantily-clad Recon Marines, arguably the toughest soldiers in the military, and therefore some of the best bodies to show for it.

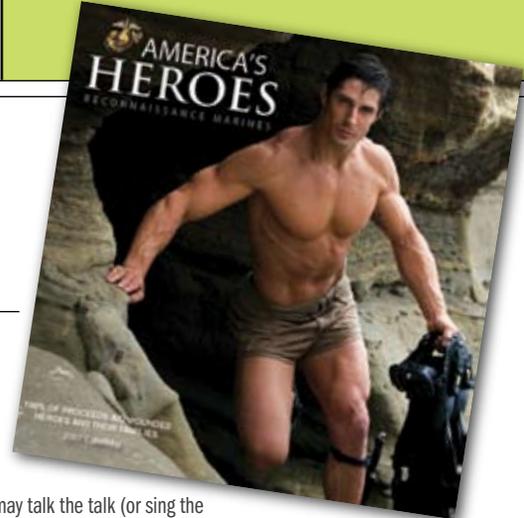
**Mission: Controversial?**

The biggest hurdle to overcome was virtually impossible to reconcile: the controversial nature of the war in Iraq. "The goal was to keep the focus away from whether or not the war on terror was justified or right," says Cindy West, VP, director of operations, Inc. Another challenge? Timing. The war is an evergreen topic in the news, and many people

have grown weary. Luckily, this campaign had sex appeal on its side.

**They're "Bringing Sexy Back:"**

Pop star Justin Timberlake may talk the talk (or sing the song), but this PR team walked the walk. The most creative approach to getting attention? Using a "The sexiest men alive do not live in Hollywood" publicity campaign targeted at female reporters. More strategic, though, was how the team overcame the timing challenge: They coincided the launch with Veteran's Day and the release of the movie "The Marine."



Recon Marines pose to raise \$ for wounded vets.

**Mission: Accomplished:**

The publicity captured the attention of national and international media outlets, brought more than 500,000 visitors to the Freedom Is Not Free Web site (freedomisnotfree.com) and exceeded the goal of \$500,000 to \$1 million raised.

**Best Practices for Getting Ink, a la Ink, Inc.:**

"Think like a reporter or a producer," West says. "Look at the calendar and see if there are any timing factors with holidays or other events." PRN



PR News

## PODCAST/VIDEO

**Winner:** Greater Philadelphia Tourism Marketing Corporation (GPTMC)

**Campaign:** SoundAboutPhilly Podcast Tours



**The Mission:**

Thanks to a one-year, \$350,000 grant from The Pew Charitable Trusts, the Greater Philadelphia Tourism Marketing Corporation (GPTMC) had the financial backing needed to develop SoundAboutPhilly, a Web site that offers podcast tours of Philadelphia.

**The Hook:**

Targeting people who are looking for high-tech ways to tour the City of Brotherly Love, the GPTMC wanted to generate publicity around the new podcast tours and the stories they tell about Philadelphia.

- Audio with customizable Google maps for selected tours;
- "Mix-and-match" tour segments for visitors to customize their own tour;
- Tours directly on soundaboutphilly.com or downloaded segments on i-Tunes;
- RSS feeds to receive a new tour each time one is uploaded to the Web site; and,
- 10 three- to six-minute segments of seven tours, which run the gamut from dining in different ethnic neighborhoods to the best places for vintage fashions.

The GPTMC publicized the podcast tours by promoting it to travel media in the U.S. and Canada. A blogger relations campaign was also mounted as the story was sent to several high-profile local, national and travel blogs, such as GoogleMapsMania.com and Gridskipper.com. The GPTMC team, which included Veronica Wentz and Caroline Bean, also announced an iPod giveaway via an e-mail newsletter to a 95,000-person database.

**Mission Accomplished:**

SoundAboutPhilly scored media coverage in nearly 100 outlets in the U.S. and Canada, including the *Toronto Star*, *Philadelphia Business Journal*, the *Philadelphia Inquirer*, *Boston Globe* online and the *Washington Post*.

Also, there have been more than 529 visitors to the SoundAboutPhilly.com Web site per day, as well as more than 156,000 podcast tour downloads to date. PRN



**The Execution:**

Launched in September 2006, SoundAboutPhilly.com included the following components:

WHEN YOU HAVE AN IMPORTANT STORY,  
it's nice to have someone who can tell it so well.

TOBACCO-RELATED DISEASE IS THE NUMBER ONE CAUSE OF PREVENTABLE DEATH, KILLING MORE THAN 400,000 PEOPLE A YEAR. EVERYTHING WE DO IS AN EFFORT TO LOWER THAT NUMBER.



DEATHS IN THOUSANDS  
FOR THE YEAR 2000



**I**n the U.S. alone, smoking kills at a rate of 1 person every 72 seconds, 50 every hour, 1,200 every day, 36,500 every month, 438,000 every year. Our mission is to build a world where young people reject tobacco and anyone can quit. Bringing this story to life has garnered our communications team two nominations, one in the **Annual Report** category for *Story of the Year: 2006 Annual Report* and one in the **Crisis Management** category for *Public Health David vs. Goliath*. Congratulations!

PLEASE VISIT [AMERICANLEGACY.ORG](http://AMERICANLEGACY.ORG) FOR MORE INFORMATION ON LEGACY'S LIFE-SAVING WORK.

**Legacy**  
American Legacy Foundation®

# THE WINNERS

## PRODUCT LAUNCH

**Winner:** Heineken USA and Manning Selvage & Lee

**Campaign:** Heineken Premium Light: Trading Up to a New Level of Luxury



**The Mission:**

In 2006, Heineken executives decided to do something they hadn't done in the company's 133-year history: launch a new product—Heineken Premium Light (HPL).

**The Challenge:**

The light beer category was already highly competitive, meaning that the product launch would have to go above and beyond to whet the appetites of beer drinkers. Plus, because the beer industry in the U.S. had been on a downward spiral sales wise since 2001, getting Heineken's target audience (men ages 21-29 who drink domestic light beer, as well as tastemakers in target markets such as

Providence, RI; Tampa, FL; Dallas, TX; and Phoenix, AZ) to pay attention to Heineken Premium Light was going to be a formidable task.

**The Strategy:**

Partnering up with Manning Selvage & Lee, Heineken PR execs spearheaded a campaign to not only launch HPL to key audiences, but to drive sales of 5.2 million cases between March and December 2006. The team included Jim Tsokanos, Mandy O'Donnell and Bruce Mackenzie.

**An Angelic Hook:**

To grab consumers' attention, the PR team hired illusionist Criss Angel to perform a publicity stunt in front of major

media. Hanging 40 feet above Times Square, Angel had two minutes to escape from an oversized light beer crate. As the crate crashed into the street, Angel materialized on top of an HPL truck. The event was also caught on Angel's July 5, 2006, "Mindfreak" show that airs on the A & E cable network.

**A-List Execution:**

A launch event at New York City's Time Warner Center attended by top celebrities was held to introduce HPL to 1,000 influencers, distributors and media. MS&L also teamed up with *Maxim*, organizing events in 10 cities to unveil HPL to consumers nationwide, using celebrities as focal points.

**Mission Accomplished:**

MS&L and Heineken generated 104 million media impressions with 110 print and broadcasts hits; they also secured 240 blog hits and 61 Web placements. As of October 1, 2006, Heineken USA was forecasting close to 8 million cases in sales by year-end, making HPL the 3rd largest Import/Specialty light brand within nine months. **PRN**

PR News

## PUBLIC AFFAIRS

**Winner:** Nestlé (Malaysia) Berhad

**Campaign:** Nestlé, Nourishing Malaysia Showcase

**The Mission:**

To combat increasing consumer concern about the rise in lifestyle diseases in Malaysia, Nestlé Berhad communications execs wanted to showcase the company's products that reflect a commitment to food, nutrition, health and wellness. The effort would be centered around a Nourishing Malaysia Showcase event aimed at stakeholders and the general public.

**The Hook:**

To communicate its move towards renovating and innovating products to meet evolving consumer habits, the team built a showcase to chart the company's "wellness journey," hosting an event with information targeted to a vast array of stakeholders: government agencies, health officials, investors, nutritionists and media. Each section of the showcase was a one-stop source of information by itself, with demonstrations of the shift towards healthier products; highlights of innova-

tions derived from the R&D network; and benchmarks for stakeholder communication to other Nestlé markets.

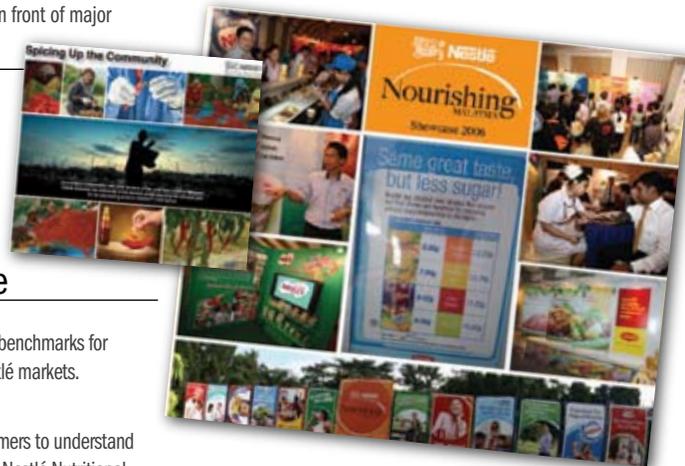
**Tasty Tactics:**

The team shared a tool for helping consumers to understand the benefits of nutritious products via the Nestlé Nutritional Compass, which was the first worldwide nutrition labeling initiative. They also:

- Disseminated key messages via booths, display panels, brochures and wellness ambassadors; and,
- Highlighted developments within key sectors of the business to the media.

**A Sticky Situation:**

The initiative wasn't all smooth sailing: It was challenging to ensure that all parties involved were able to communicate with the same consistent key messages. The solution?



Structuring and organizing media interviews to be a vehicle for communicating correct messages to the general public. Also, the team made sure every effort and communication circled back to the umbrella philosophy of a commitment to nutrition and health.

**A Job Well Done:**

Thanks to the team's attention to detail and the core mission, the campaign received positive media reports and attendee feedback. The program generated an estimated ad value of \$70,400, not to mention the calculated 90% shift in perception among attendees. **PRN**

# RE-BRANDING/ RE-POSITIONING

**Winner:** Dow Chemical Company and GolinHarris

**Campaign:** Fulfilling the Promise of 'The Human Element'

## The Mission:

The chemical industry's reputation has eroded in recent decades as stakeholders' trust falters amidst political, environmental and social concerns. Dow Chemical Company wasn't immune to this negativity, so, with the help of GolinHarris and ad partner DraftFCB, executives shaped an initiative to re-brand the company's rusty image.

## A Chemical Reaction:

When people think of chemicals, thoughts of sustainability and environmental consideration usually don't follow. In 2006, Dow's communications team sparked a change in perspective with its "Human Element" campaign, incorporating everything from financial communications to employee relations, and prompting stakeholders to rethink the relation of chemistry to human progress. The highlights included a partnership with the Blue Planet Run Foundation and a worldwide "Blue Planet Run" relay, both of which engaged stakeholders while evolving the brand identity to one that is environmentally conscious, sustainable and socially responsible.

## Muddy Waters:

Re-branding a company with a global audience and a tarnished reputation didn't come without challenges - namely, that of focus. With too many issues tied to the chemical industry and an infinite number of paths to explore, the

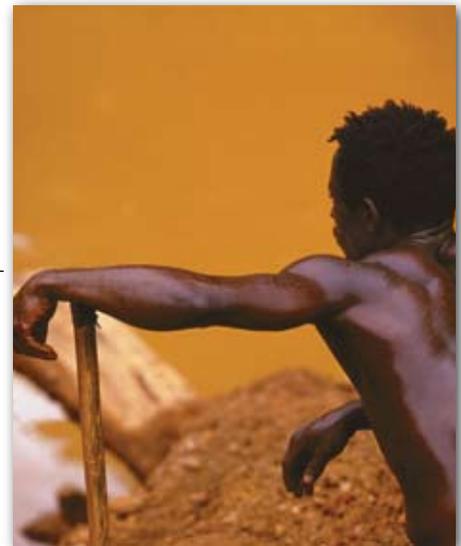
team had to home in on one issue to make its own. Based on preliminary research, access to clean drinking water was a monumental concern, so Dow centered its re-branding effort on bringing that access to communities worldwide.

## Strategy:

Having adopted a sustainable mission, the team needed a way to get people listening. The partnership Blue Planet Run Foundation piqued interest, but true engagement came with the Blue Planet Run relay - a global endurance run featuring 20 athletes running around the world to bring awareness for the need to provide access to clean drinking water. Plus, a "Human Element" ad campaign complemented communications efforts to increase awareness of the refreshed brand. A 2015 goals launch was the umbrella, announcing the company's sustainability goals to key policy makers and identifying how to use its resources to implement them.

## Refreshing Results:

The team turned a hearty \$8-million budget into a completely revised brand and, more important, convinced their stakeholders of their new commitment. Measurement showed that, through a globally coordinated approach to cross-audience communications, Dow successfully re-positioned itself as a contributing solution to pressing policy issues.



Ads created by partner DraftFCB highlighted the campaign's "Human Element" focus.

## Re-branding Best Practices:

- Put the customer first.
- Evaluate current industry issues before executing an initiative.
- Direct energy to multiple consumer touch points.
- Tweak messaging to differentiate offerings from the competition's.
- Remain flexible and adaptable.
- Engage customers throughout the re-branding initiative to ensure they are making the transition with you. **PRN**

# SATELLITE MEDIA TOURS

**Winner:** Siemens Medical Solutions, Coyne Public Relations & Medialink

**Campaign:** Bringing Healthcare into the 21st Century

## The Mission:

To build awareness of the importance of having electronic medical records in hospitals, Siemens Medical Solutions wanted the public to understand the consequences of not having technology aligned with healthcare. They decided on developing a satellite media tour (SMT) to highlight this issue.

## The Strategy:

To leverage its involvement in the annual Health Information and Management Systems Society (HIMSS) conference held this year in New Orleans, Siemens tapped Leslie Hirsh, president and CEO of the local Touro Infirmary - the oldest, not-for-private hospital in Louisiana - to deliver their message and serve as co-spokesperson for its SMT. With many of its

hospital records destroyed by Hurricane Katrina, Hirsh was in a strong position to advocate for improved technology. Janet Dillon, president of Siemens Healthcare IT Division, filled the other spokesperson role. The team included LuJean Smith and Kristen Saponaro.

## The Execution:

On the third day of the HIMSS conference at the Touro Infirmary, Siemens filmed the SMT with both Hirsh and Dillon, as they discussed the importance of electronic health records.

## Mission Accomplished:

The SMT totaled more than 2.2 million viewer impressions in 17 markets, including segments on America One Television and local stations such as the "Saturday Early Show," which airs on the New York City CBS affiliate station. **PRN**

# THE WINNERS

## PUBLIC SERVICE ANNOUNCEMENT

**Winner:** Ogilvy Public Relations Worldwide for the Centers for Disease Control and Prevention

**Campaign:** Screening Saves Lives: Building Awareness. Engaging Communities. Leveraging Partners.



**The Mission:**

Since 1999, Ogilvy Public Relations Worldwide has worked with the Centers for Disease Control and Prevention's (CDC's) Division of Cancer Prevention and Control on the "Screen for Life: National Colorectal Cancer Action Campaign" (SFL). The initiative uses public

service announcements (PSAs)

as a conduit to reach its target audience of Americans over 50 years of age with the message that colorectal cancer screening can save lives. But, in 2005, the team wanted to elevate the campaign above a "crowded media environment."

**The Hook:**

Working with the Entertainment Industry Foundation, Ogilvy tapped CBS News anchor Katie Couric and Academy Award-winning actress Diane Keaton to be spokespersons for the PSAs. Also recruited was Oscar winning actor Morgan Freeman; his TV PSAs were developed to appeal especially to African-Americans, who are frequently diagnosed at later stages of colorectal cancer. The team included Sarah Temple, Jennifer Chu and Emily Yu.

**The Execution:**

Ogilvy produced and released TV spots of various lengths featuring Keaton to more than 1,000 stations and networks in all 210 media markets. The Freeman spots, which were originally launched in 2005, were re-released in 2006. Ogilvy also developed radio PSAs with Freeman, which were distributed to almost 2,000 radio stations in 2006.

**Mission Accomplished:**

Total PSA impressions in the 2006 broadcast campaign were up by over 65% from the previous campaign year. Since its August 2006 release, Keaton's PSA have resulted in over 43.6 million viewer impressions, while Freeman's TV PSAs were ranked #1 by Nielsen in March 2006, one year after they were launched. **PRN**

## RESEARCH & MEASUREMENT

**Winner:** American Society of Plastic Surgeons & KDPaine & Partners

**Campaign:** Using Content Analysis to Demonstrate Efficacy and Formulate PR Objectives

**The Mission:**

The American Society of Plastic Surgeons (ASPS) wanted its public relations department to better understand its effectiveness in communicating with the public.

**The Strategy:**

In 2006, the ASPC turned to KDPaine & Partners to conduct an analysis of the organization's media coverage to help the public relations department shape future communications strategies. KDPaine & Partners execs implemented the following tactics:

- Collect a census of coverage of ASPS and its peer organizations;
- Continue using a descriptive content analysis methodology;
- Construct metrics that are relevant to ASPS's 2006 goals, without jeopardizing data collected in 2005;
- Write a report that is meaningful for practitioners and management; and,
- Provide 24/7 access to a Web "dashboard" that facilitates up-to-date information.



The team from ASPS beside a movie poster about another enterprising plastic surgeon.

**The Execution:**

Analysts wrote reports that focused on both quantitative trends in key metrics and qualitative examples of noteworthy media coverage to illustrate the link between outreach efforts and department performance. The team included Nancy E. Ryan and Brian Hugins of ASPS and Katie Delahaye Paine and Jeremy Willis of KDPP.

**Mission Accomplished:**

The data from the program was included in a Presidential presentation to members in July 2006. This demonstrated the department's success in positioning ASPS as a top source for information about plastic surgery. Also, information about the program was used to form the 2007 objectives for the PR department, as well as to assess the department and outreach related to the *Plastic and Reconstructive Surgery Journal* studies. **PRN**

# SPEECHES

**Winner:** Dominion

**Campaign:** A Train Wreck Waiting To Happen?

## The Mission:

During his 2006 address to the World Affairs Council of Richmond, Dominion CEO Thomas Farrell II wanted to be optimistic *and* realistic about the future of energy in the global marketplace. In doing so, he wanted to spread the message that Congress must avoid common myths about energy production and develop a reasonable national energy policy to avoid a crisis.

## The Hook:

Train wrecks have the metaphoric power to instill both intrigue and fear in onlookers, so Farrell and his speechwriter used this image as an emotional hook throughout the speech.

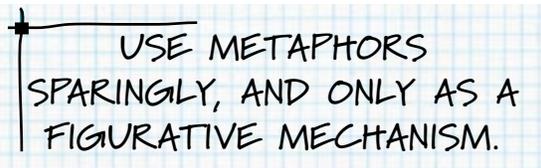
## Rubber-necking the Audience:

Approximately 1,309,947 speeches are given every day (not a scientific count), and the vast majority of them fall flat before their target audiences. Farrell and his communications team ensured this wouldn't happen by taking a commonly discussed topic - the need for a national energy strategy - and making it hit close-to-home.

"To my knowledge, no one had linked the concept of energy literacy - and the many myths in our society about energy - with Congressional efforts to craft public policy," says Jim Evans, executive communications manager of Dominion. "By showing how longstanding misperceptions have distorted the way we think about energy, it becomes easier to understand the policy gridlock that has characterized the energy debate in Washington for so long."

## Speak Softly, Carry a Big Stick:

Not literally, but the speech-writing team ensured that Farrell could deliver the message in his own voice and style without diluting the critical message. They employed the following best practices for writing and delivering a hard-hitting speech:



USE METAPHORS SPARINGLY, AND ONLY AS A FIGURATIVE MECHANISM.

- Use metaphors sparingly, and only as a figurative mechanism to introduce the substance of the message.
- Use straightforward language in favor of flowery prose.
- Focus on smooth transitions.
- End each segment with a concise summary.
- When debunking myths, use facts and research to back up claims.
- Identify key points at the beginning of the speech, and then elaborate on each as the speech progresses.
- End on a good note. Even speeches with an ominous message should offer hope.

## Success Story:

Thanks to the well-researched and executed communications strategy, Farrell's speech was a success on all counts. Perhaps the biggest coup? Being accepted for publication in "Vital Speeches of the Day," putting his speech in the company of those made by Bill Clinton and Pope Benedict XVI. **PRN**



# WEB SITE

**Winner:** Business Software Alliance & Mindshare Interactive

**Campaign:** BSA Cyber Tree House

## The Mission:

The Business Software Alliance, an international advocacy group that sets out to prevent software piracy, already had a Web site to educate students and teachers about piracy dangers, but it overlooked a key audience necessary to achieve its awareness goals: kids age eight to 13. Thus, the BSA, along with Mindshare Interactive, needed to launch a kid-friendly site with a very adult message: Internet corruption is dangerous.

## The Hook:

Kids may be well versed in the Internet, but software piracy probably isn't on their list of most-searched terms. To ignite interest, the team built a "Cyber Tree House" Web site to play on a metaphor and have kids "climb" through the multiple levels that make up cyber safety. The interactive interface included animation, sound effects and "surprises" that awarded kids on their progress and kept their attention.



IT'S A CYBER-TREE HOUSE FOR KIDS.

## It's All Fun and Games ...

The fun Web site with a serious message turned out to be a hit among minors across America, in turn grooming a generation that does not engage in software piracy. To date, the site has received more than 15,000 page views, and has delivered a 400% ROI since its inception.

## Best Practices

The Mindshare-BSA team executed a successful campaign based on the following tactics and strategies:

- Know your audience in terms of attention span and consumption habits before building a plan;
- When targeting young audiences, remember that cyberspace is a playground, and the site with the shiniest toys wins. This means using flashy graphics and pop-ups - elements that are usually nixed by older audiences; and,
- Instant gratification is key for kids. They won't hang around an educational site long if they don't feel like they are being rewarded for their progress. **PRN**

# TOP PR FIRMS

## SMALL PR FIRM

**Winner:** Warschawski

Since its founding in 1996 by PR/marketing veteran David Warschawski, the firm bearing his name has grown into one of the most viable operations in the industry. Last year in particular was a banner one for Warschawski: It picked up numerous prestigious accounts, such as The Athlete's Foot, Century 21 Real Estate and Marble Slab Creamery, while collecting laurels like a PRSA Silver Anvil Award and the Sabre Award. From 2005 to 2006, Warschawski saw its gross revenue increase by more than 65% and its net revenue grow by more than 85%.

### 2006 Campaign Highlights

- When client Medifast moved from the American Stock Exchange to the New York Stock Exchange, Warschawski secured 291 media placements and over four billion impressions for this story, helping the company nearly double its earnings.
- To publicize the launch of DEWALT's new 36 Volt battery-powered tools, Warschawski created an event in Orlando, Florida, to introduce the media to these new products. The event, which garnered over 27 million impressions, showed DEWALT's CEO cutting through a wall with one of the new tools to enter the stage.
- For KMS, Warschawski sought to re-launch its hair care brand by spearheading an "I am KMC California" contest to identify the new faces of KMS California. The contest, which was featured in such publications as *Teen Vogue*, *Elle*, *Allure* and *In Touch Weekly*, culminated in a red carpet event in New York City's Nokia Theatre where 18 finalists competed to be selected as the new faces of KMS California.
- To promote Under Armour's first foray into footwear, Warschawski obtained media coverage in outlets such as *USA Today*, *Forbes*, *BusinessWeek* and ESPN. PRN

### Honorable Mentions for Small PR Firm of the Year

#### AIRFOIL PUBLIC RELATIONS, INC., AIRFOIL PUBLIC RELATIONS SMALL PR FIRM OF THE YEAR

— A small firm with big ideas, Airfoil has worked with behemoth companies such as eBay and Microsoft, which seek out the firm for its accessibility and its ability to craft creative, customized campaigns. One example: Their 2006 Good Coffee Day campaign with Starbucks offered free cups of joe to commuters across Detroit, drawing in 18% of Starbucks customers in the city that day.

#### FINANCIAL RELATIONS BOARD, THE POWER OF VALUE ADDED COMMUNICATIONS

— The Financial Relations Board (FRB) helped create investor relations as a function of communications, and it remains among the best in the business. When 24/7 Real Media was suffering from poor investor trust in 2006, FRB was able to reassure even the most insecure investors, helping achieve a \$10 stock price more than a year before 24/7 Real Media's target date.

#### SHIFT COMMUNICATIONS

— In a world that is increasingly online, SHIFT Communications has been consulted by every newswire service on how to meet new challenges. In 2006, SHIFT developed a template for Social Media News Release, an updated version of the press release that offers sections for features such as graphics, mp3s, and RSS feeds, allowing reporters and publicists easy, user-friendly access to a company's latest information.

## MID-SIZE PR FIRM OF THE YEAR

**Winner:** Taylor

### Metamorphosis:

In 2006, the PR industry bore witness to the birth of a new brand: Alan Taylor Communications transformed its corporate identity and shed its former moniker in favor of a short-and-sweet brand name: Taylor.

### Differentiating Factors:

With a contemporary new brand image, Taylor firmly imbedded itself as a leader in the lifestyle and sports communications industries. It differentiates itself from its competitors via its unique business model based on diversity and total immersion: Every account has

one agency principal and a researcher to handle client needs, and each program is fully integrated to offer a depth of strategic thinking often absent in today's business interactions.

### The Proof is in the Pudding:

Taylor partners with Leader's Edge and Second Quadrant Solutions to offer employees a year-round professional development curriculum. Clearly, the hard work pays off: In 2006 alone, the firm saw more than \$18 million in global revenue, and counted high-profile campaigns such as Xbox 360's launch of Madden NFL 2007 and Mastercard's "A Home for the Holidays" campaign on its roster. Plus, they didn't lose a single account. PRN

### Honorable Mentions for Mid-Size PR Firm of the Year

**PEPPERCOM, INC.** — Combining expertise in both positioning and digital communications, Peppercom is constantly evolving to meet the needs of its clients. When there was a demand for environmental sustainability training, GreenPepper was launched to create and communicate environmental strategies to stakeholders. Whatever the need, Peppercom has created the services to handle it with grace and resolve.

**OUTCAST COMMUNICATIONS, OUTCAST COMMUNICATIONS** — OutCast Communications is a growing PR firm that seeks to keep the uniqueness of a small agency while growing into a large one. In 2006, OutCast gained accounts with several more Yahoo! properties, including Yahoo! Mail and Yahoo.com. For a Dell server launch, OutCast was able to secure 22 interviews with top-tier media outlets in nine hours.

#### MWW GROUP, INNOVATE. INSPIRE. LEAD

— MWW Group led its clients in 2006 through thick and thin. When a controversy sprang up around a McDonald's iced coffee billboard in New Jersey, MWW Group's strategy turned the situation into a sales-driving media opportunity, causing an upsurge of iced coffee sales in the New York Metro area, despite the fact that there was no actual advertising, just media coverage.

# LARGE PR FIRM

**Winner:** APCO Worldwide



## The Agency:

Founded in 1984 as a subsidiary of a Washington, D.C.-based law firm, APCO Worldwide has since grown into its own, now employing a staff of more than 500 people working in 26 offices worldwide.

## Differentiating Factors:

APCO recruits and retains top industry talent by offering incentives that don't come along with most job descriptions, including up to four weeks for employees to visit other offices, a 24/7, free fitness facility onsite and a performance-based incentive program.

HAPPY EMPLOYEES =  
HAPPY CLIENTS

## Happy Employees = Happy Clients:

APCO can thank its employees' commitment to clients for the agency's perennial success, but surely their untraditional structure is a contributing factor as well. The agency operates more like a consultancy than a PR firm, thus offering clients strategic insight and being known by clients as "the place we come when we cannot afford to fail."

## Big Wins:

Among the major achievements of the past year:

- The group's work with United Airlines to apply for a nonstop flight to China's restricted market. Despite being a long shot, the team delivered the desired result in the end thanks to coalition building, grassroots outreach, online advocacy and aggressive media relations.
- A brand marketing campaign to promote APCO Foreign Service alumni's work in business diplomacy. Article placements, advertisements, online promotions and new brochures led up to a successful event at Harvard University, where team members launched a study conducted by the agency's research experts. Capitol Hill receptions for foreign dignitaries, book signings for APCO's published staff members and roundtables in its offices around the world followed.

Successes like these, coupled with the agency's "glocal" (global + local) business approach, make APCO stand out in the crowd. Plus, its participation in goodwill organizations such as the NAMES Project AIDS Memorial Quilt and the Harvard Malaria Initiative keep employees tuned in to the heart of the matter. **PRN**

## Honorable Mentions for Large PR Firm of the Year

### PORTER NOVELLI, PORTER NOVELLI-LEADING THE CLIENT SERVICE REVOLUTION

With worldwide service that seeks to enhance its clients' image on a global scale, Porter Novelli has further enhanced its offerings by taking a holistic, media-neutral stance. By concentrating the specific needs of its clients and their stakeholders when developing communications strategies, its tactics have a much broader influence than many of its competitors.

**FLEISHMAN-HILLARD** — The year 2006 was a banner one for Fleishman-Hillard: Not only did it expand its global network into India, opening an office in Mumbai, but the firm also won PRSA's highest honor at the 2007 Silver Anvil awards for its pro bono work on PROJECT E.R.A.S.E., begun the previous year. The E.R.A.S.E. effort tackles the deep divide in asthma care for children in underprivileged neighborhoods, bringing awareness to the issue and subsequently delivering necessary medical care. This is just one initiative that makes the communications and marketing firm a noteworthy industry leader.

**KETCHUM** — Ketchum has maintained its position as a leader in the communications industry through its award-winning campaigns for clients, including a re-branding initiative for Kodak and a marketing communications effort for Hyundai, both in 2006. Plus, the agency is a leader in corporate citizenship, being the first agency to join the United Nations Global Compact - an international initiative to make businesses a solution to the challenges brought on by globalization.

## PRNews New, Improved & For You! Check Out the Site for Top Communicators

**prnewsonline** is your source for best practices, analysis, research, business opportunities, and market trends in public relations and communications.

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- Current and past issues of PR News
- Article archives — search by topic, date, or headline
- Research & Surveys — results and analysis of trends and practices in the communications arena
- Digital PR Blog — what's the industry saying about digital PR
- PR Jobs — where you can find a job or post a position
- PR Awards — the source for industry awards and honors
- Webinars, guidebooks, events and other key sources for industry information
- PR@Work: Video show featuring young stars of PR

### Channels on prnewsonline

- Digital PR
- Measurement
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# THE WINNERS

▶ CONTINUED FROM PAGE 1



THE BLOG IS A VOICE OF ALL EMPLOYEES, FROM MECHANICS TO PILOTS.

connection to the brand, and it builds on the notion that, if Southwest strives for a healthy reputation through aggressive employee and customer relations efforts, then they will have nothing to fear.

And indeed this is the case. Since its launch, the blog has received month-over-month traffic increases, and it has been a source for journalists, a crisis management tool to address negative commentary before it hits the mainstream media, a mechanism for interaction with customers on a personal level, and a means of giving employees a voice.

### Best Practices to Emulate:

- All corporate blogs must be completely transparent.
- If you are going to allow readers to post comments, you cannot censor negative feedback; instead, use the blog to address complaints with solutions.
- Update frequently to keep the content relevant and fresh.
- Encourage contributions from as many employees as possible to develop tangible corporate culture.
- Think of the blog as a virtual focus group. **PRN**

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### The Strategy:

In addition to conducting research to determine the direction for their new annual report, Allstate also decided to create a strong Web presence that would inform and engage its readers.

### The Execution:

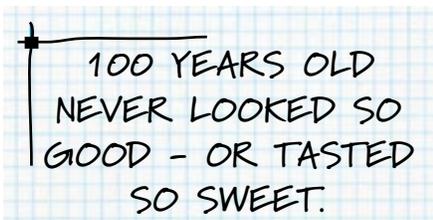
To convey why people should invest in Allstate, the team used past achievements, record performances (replete with metrics) and personal stories as told by stakeholders to illustrate their objectives. Also included was a joint photo/letter to shareholders co-signed by Liddy and Wilson to reinforce a message of continuity, with a special message from

Liddy endorsing Wilson's new role. Other elements folded in were a lively design, vibrant photography and feedback cards to measure response to report and intent to migrate online in 2008.

The team players created a complementary Web site that provided readers with additional content invaluable to investors. **inveMission: Accomplished:**

With a budget of \$800,000, the return on investment was far-reaching. The first four weeks after the online report was launched, 82% of unique Web site visitors downloaded the report. The reply card (included with the print report), generated 10,015 responses to date. Also, according to the print surveys, 72% said the report helped them appreciate the financial value Allstate created in 2006. **PRN**

▶ CONTINUED FROM PAGE 1



the media. However, unless you are a master at crashing parties (or unless you happen to be Brad Pitt), getting red-carpet access isn't a piece of cake.

### Diamonds Are a Girl's Best Friend:

To get the anniversary celebration on the right track, the team conducted research to determine the following things: their target audience (mothers); the best way to reach this audience (via celebrity news and televised events); and a mechanism for getting these celebrities on board to be conduits for the message (a charitable cause).

With this information in their arsenal, the team could then shape their strategy: Partner with the Clothes Off Our Back charity (which was popular among celebrities and received consistent media coverage) and tap star designer Neil Lane to create a diamond-encrusted Hershey's Kisses brooch that would be worn by celebrity Samantha Harris on the Emmy red carpet. After the event, the brooch would be auctioned off and 100% of the proceeds would go to charity.

### A Happy Birthday, Indeed:

On a skinny \$15,000 budget, the communications team was able to pin the anniversary celebration on a handful of news pegs: The red carpet debut of the brooch, the auction for charity, the celebrity endorsements and the red carpet Emmy coverage. By getting the approval and subsequent support of influential groups - in this case, celebrities and a celebrity designer - the team created a glitzy anniversary kick-off event at a minimal cost. The coverage poured in accordingly, with national print placements and prominent online coverage. Plus, the diamond brooch fetched \$10,000 for charity, and Hershey's Kisses are relishing their centennial birthday. One hundred never tasted so sweet. **PRN**

# HONORABLE MENTIONS



## Annual Report

**AMERICAN LEGACY FOUNDATION®, STORY OF THE YEAR: 2006 ANNUAL REPORT FOR THE AMERICAN LEGACY FOUNDATION** — The American Legacy Foundation continued its efforts to educate the public about tobacco by releasing its first annual report, filled with both personal stories and information. To further make the brochure reader-friendly, stories were accompanied by color photos and it was printed in a large format, making it very easy to read and digest.

**MASTERCARD WORLDWIDE, MASTERCARD 2006 ANNUAL REPORT "ADVANCING COMMERCE FOR EVERYONE, EVERYWHERE"** — Releasing a document with five spreads to appeal to both journalists and consumers, MasterCard Worldwide also used its new structure to its advantage. Featuring the first ever photograph of its new, independent board of directors and a letter from its chairman, it showed its structure to be fresh and prepared to deal with new issues.

**THE CHARLES SCHWAB CORPORATION, 2006 SCHWAB ANNUAL REPORT: WE'VE ALWAYS BEEN DIFFERENT** — To combat the view that it is stuck in the past, The Charles Schwab Corporation decided to change its image in its annual report. Focusing on real people in real situations in the images in its report, it cemented this new view of its purpose by nearly simultaneously updating its Vision & Values statement to reflect the report.

**BLUECROSS BLUESHIELD OF NORTH CAROLINA, YOUR PLAN FOR BETTER HEALTH** — BlueCross BlueShield of North Carolina wanted to enhance its image when releasing its annual report, to show itself as an advisor and philanthropist as well as a healthcare company. By emphasizing pictures of families playing and using bullets and bold type to make reading the report easier, they created a friendlier image.

**THE COCA-COLA COMPANY, THE COCA-COLA COMPANY 2006 ANNUAL REVIEW** — To promote interest in its brand, The Coca-Cola Company used one of its most marketable mysteries on the cover of its annual review: "What is our secret formula?" Comparing its workers and practices to the closely guarded list of ingredients that goes into the soda, consumers and shareholders alike were drawn into the report.

## Anniversary Campaign

**TRIMEDIA HARRISON COWLEY, FINDING A NEW VOICE FOR THE BT SPEAKING CLOCK WITH BBC CHILDREN IN NEED** — To update the aging Speaking Clock and to celebrate its 70th anniversary, BT hired Trimedia Harrison Cowley to figure out a way to attract more attention. To find a new voice, an "American Idol"-like contest was launched, with the result of not only drawing in new voices for the Speaking Clock, but attracting the attention that a popular contest garners.

**IMPACT COMMUNICATIONS AUSTRALIA, CELEBRATING 300 YEARS OF TWININGS TEA** — Celebrating 300 years as a tea maker, Twinings called upon IMPACT Communications Australia to capitalize upon the anniversary for marketing. They took advantage of the company's age, emphasizing that 300 years as a tea mixer has made the company experts, while simultaneously showing off new blends to show that the company was not stuck in the past.

**WEBER SHANDWICK, THE AADVANTAGE OF FREQUENT FLYING: AMERI-**

**CAN AIRLINES AADVANTAGE PROGRAM CELEBRATES 25 YEARS** — To honor 25 years of its frequent flyer program, American Airlines, with the help of Weber Shandwick, gave away free miles and 25 days of sweepstakes and special deals. However, the campaign was also carefully crafted so that it would not simply focus on the anniversary, but that each promotion would also show the benefits of the program as a whole.

## Blog

**YAHOO!, YODEL ANECDOTAL** — With the launch of Yodel Anecdotal, Yahoo!'s corporate blog, the Internet giant sought to provide a more personal view of the company. The blog has featured employees from interns to co-founder David Filo posting, as well as regularly inviting outside guests to post their thoughts, giving a very community-oriented feel to the campaign.

**OGILVY PUBLIC RELATIONS WORLDWIDE & LENOVO, LENOVBLOGS.COM** — Ogilvy Public Relations Worldwide was approached by Lenovo to help create a two-way blog for their consumers. Ogilvy found the most passionate of their employees and executives, and had them not only post in the blog, but regularly respond to customer feedback, helping bring in new customers who may have had questions previously.

**PEPPERCOM, REPMAN BLOG** — Noticing an increase in interest in corporate blogging, Peppercom decided to launch its own blog, dubbed "Repman." Headed by Peppercom co-founder Steve Cody, the blog not only offered advice on reputation management, but offered coverage on a variety of topics from business to sports and entertainment, giving it a human face rather than just being a collection of corporate thoughts.

## Branding

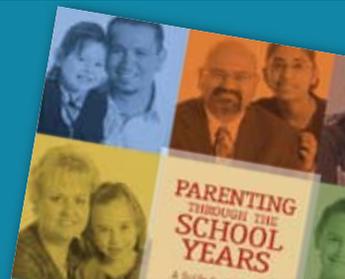
**WAGGENER EDSTROM WORLDWIDE, T-MOBILE SIDEKICK: BUILDING AN INFLUENTIAL USER COMMUNITY** — T-Mobile called in Waggener Edstrom Worldwide to help their Sidekick cell phone stick out from the rest with a unique identity, and the Sidekick Wiki was born. Tech-savvy Sidekick owners were encouraged to sign up for wiki, which was driven by a combination of user- and company-created input.

**CONE, THE YOPLAIT CHAMPIONS, YOPLAIT'S BEST BRAND EVANGELISTS** — To raise awareness about breast cancer and their initiative Save Lids to Save Lives, Yoplait called in Cone to help market a new campaign. This resulted in Yoplait Champions, where Yoplait recognizes activists by donating money to their cause and hosting an event in their honor, promoting their own efforts while helping others.

**COHN & WOLFE & COLGATE-PALMOLIVE, LADY SPEED STICK "MY 24/7 LIFE"** — Colgate-Palmolive hired Cohn & Wolfe to get people thinking about their deodorant, not something people normally do. With the "My 24/7 Life" campaign, an image was created of an active, healthy woman, which was then carried over to represent their Lady Speed Stick deodorant.

**WEBER SHANDWICK AND SIEMENS CORPORATION, BUILDING AMERICA'S 21ST CENTURY INFRASTRUCTURE** — As technology has changed the way people live, Siemens Corporation sought to become a major provider of infrastructure, and hired Weber Shandwick to help. Their campaign concentrated on a few central areas, gaining as many opportunities as possible for Siemens executives to speak out on them in the press, building a reputation as experts in those fields.

# HONORABLE MENTIONS



## Cause-Related Marketing

**ENERGY CORPORATION, ENERGY CORPORATION'S LOW-INCOME INITIATIVE PROGRAM** — With a significant portion of their clients under the poverty line, Energy Corporation set out to help their low-income customers rise to better things. Through summits held throughout the area they serve, Energy senior executives and employees met local community activists, learning first-hand how to better solve the area's problems while giving their company a human face.

**VOLLMER AND TRAVELOCITY, BE A HERO - GO ZERO** — Travelocity hired VOLLMER to show consumers that it is becoming more environmentally conscious. They traveled to mass transit stations in several major cities, where tree seedlings were handed out to be planted, each with a tag explaining Travelocity's campaign. The effort showed dedication to conservation while also informing potential customers about Travelocity's services.

## Community Relations

**NESTLÉ (MALAYSIA) BERHAD, SPICING UP THE COMMUNITY** — Nestlé (Malaysia) Berhad worked with poor farmers in Malaysia raising chilies, offering them an assured buyer at a fair price in addition to education on how to best raise the plants. Nestlé worked with established government programs to reach out to the poorest farmers who need the opportunity the most, doubling the number of participants in 2006 from 300 to 600.

**MWW GROUP, ROCK THE SMOKE: HIGH SCHOOLERS COMPETE FOR MTV SPOT** — To help their anti-smoking initiative, Montgomery County, PA, brought in MWW Group to increase interest. To get teens engaged, MWW Group bought a TV spot on MTV, and advertised to students to create anti-smoking commercials, the winner of which would be aired. By combining a popular channel with the anti-smoking message, the initiative surpassed all goals.

**MITCHELL COMMUNICATIONS GROUP & TYSON FOODS, TYSON FOODS POWERS THE FIGHT AGAINST HUNGER** — Working to improve their hunger relief strategy and public image, Mitchell Communications Group and Tyson Foods expanded their donation efforts. Tyson made the largest donation of protein ever given to fight hunger in the United States at an event featuring Senator Blanche Lincoln, chair of the Senate Hunger Committee, generating stories and helping the community at the same time.

## Crisis Management

**SOLOMON MCCOWN & COMPANY, HEALTHY PROGNOSIS AFTER MEASLES OUTBREAK** — When a measles outbreak occurred in Beacon Capital Partner's John Hancock Tower, Solomon McCown & Company (SM&) made sure that the company's good name was not harmed by coverage. SM& monitored the media constantly through the crisis, making sure they got the information they needed while ensuring that Beacon's name did not need to be used in reports.

**KEANE INC., WALKING THE CORPORATE TIGHT ROPE TO EFFECTIVELY MANAGE CHANGE** — Plagued by a CEO resignation, the dismissal of its President and several lawsuits, Veronica Kido of Keane Inc. helped the company pull through with its reputation intact. By forming the "Office of the President," consisting of several major executives, the company showed continuity despite the resignation. Media coverage of its

successful work for clients further eased the company's problems.

**AMERICAN LEGACY FOUNDATION®, PUBLIC HEALTH DAVID VS. GOLIATH** — A tobacco company challenged the legality of the American Legacy Foundation's truth® anti-smoking campaign, and the public needed to be informed without wearing out its message. By focusing on how it was the only independent national anti-smoking campaign, media coverage conveyed the urgency of the story without drawing attention to the unrelated smoking debate.

## Editorial/Op-Ed Columns

**GOLINHARRIS AND NINTENDO, NINTENDO REACHES THE MASS MARKET** — To help promote Nintendo's Wii, GolinHarris designed an Op-Ed piece in the voice of Nintendo's president, comparing the video game industry's evolution to that of the movie industry. By avoiding a purely promotional piece and including comparisons of other forms of entertainment, a broader range of consumers was reached, as the message appealed to people outside of video game players.

**DELOITTE CONSULTING, CALL FOR PAPERS** — To educate stakeholders while simultaneously building their employees' ability to innovate, Deloitte Consulting created the Call for Papers contest, encouraging workers to submit papers on current topics. The winners were then published on Deloitte's Web site, giving them exposure to the media at large.

**NEIMAN GROUP, PENNSYLVANIA DEPARTMENT OF HEALTH "SWITCHERS"** — In an attempt to lower tobacco use, the Pennsylvania Department of Health hired Neiman Group to research and combat the problem. They simultaneously capitalized on controversy over smoking bans and people's New Years' Resolutions by writing an Op-Ed piece, then staggered its appearance across publications through fall and winter 2006.

## Employee Relations

**GOLINHARRIS, "SOUL SEARCH" - PIEDMONT HOSPITAL'S EMPLOYEE REFERRAL CAMPAIGN** — Piedmont Hospital in Atlanta, Georgia and GolinHarris sought the best way to bring in new nurses. Rather than offering incentives to new employees, they performed a survey of their staff, discovering that such incentives are unattractive while simultaneously insulting to long-time staff. Using this and other knowledge gained from the surveys, a campaign was launched and its goals exceeded.

**KETCHUM, OPPOSITES ATTRACT: AN ACQUISITION-INTEGRATION SUCCESS STORY** — When Cadbury Schweppes America Beverages acquired Dr Pepper/Seven Up Bottling Group, they called in Ketchum to help integrate their two very different workforces. By making sure that all managers met face-to-face with their employees company-wide, nearly 100 % in 3 days, and launching a newsletter to encourage togetherness, turnovers were kept to a minimum.

**MCDONALD'S CORPORATION & DG&A, USING STRATEGIC INTERNAL COMMUNICATIONS TO COMMUNICATE THE MCDONALD'S RESTAURANT OF THE FUTURE** — McDonald's sought to change the image of their restaurants, and dg&a was called in to help devise strategies. By creating a Web portal and populating it with toolkits for managers consisting of "quick-hits" that could be implemented quickly as well as developing their 10-year plan, a noticeable impact was made in the restaurants in less than six weeks.



## Event Marketing

**RBB PUBLIC RELATIONS, NICE GLASS: FAIRCHILD TROPICAL GARDEN BUILDS MEMBERSHIP THROUGH CHIHULY GLASS EXHIBIT** — When David Chihuly gave Fairchild Tropical Botanic Garden permission to display his glass sculptures, RBB Public Relations was called in to draw attention to the event. In addition to launching a bilingual campaign in the heavily Hispanic county, creative tactics were used such as offering Chihuly-inspired cake-decorating classes and mentioning other exhibits in the area to attract more people.

**SPRINT, SPRINT AT SUPER BOWL XLI** — Sprint, as the NFL's official telecommunications provider, used its position to capitalize on its Super Bowl coverage. Giving members of the media loaner phones with GPS navigation to guide them to NFL venues, Sprint got coverage of their products' service and reliability in real-time.

**ROCKET SCIENCE, FINENODE: FAME & IMMORTALITY** — Looking at the stuffy, boring state of governments courting Silicon Valley entrepreneurs, Rocket Science decided to take a new approach when they were hired to market the U.S.'s intellectual resources. To do so, they hosted a contest to make a business plan, with a prize of speaking to top officials at Nokia, an attractive prospect to Silicon Valley engineers.

**MALL OF AMERICA, WORLD'S LARGEST GINGERBREAD HOUSE** — To draw holiday shoppers, the Mall of America decided to cook up the largest gingerbread house in history. Inviting Roger Pelcher, creator of the previous largest house, and a Guinness Book of World Records holder, the Gingerbread House was announced the largest ever before being opened to the public. This generated huge amounts of traffic for the mall's unveiling.

## External Publication

**LATHAM & WATKINS LLP, LATHAM & WATKINS 2006 ANNUAL REVIEW** — To impress potential clients with their annual review, Latham & Watkins decided to focus on praise they received for being a much more innovative firm than most others. Creating two special sections that displayed their forward thinking attitude and unique approaches to management, the firm set itself apart from its competitors.

**WEBER SHANDWICK & I2 TECHNOLOGIES, SUPPLY CHAIN LEADER** — i2 Technologies recovered from a period of problems in 2006, and with Weber Shandwick published a magazine for its stakeholders to revitalize its image and regain trust. The magazine features articles from both i2 Technologies staff and other experts, displaying expertise in the area of supply chains.

**THE ALBERTA TEACHERS' ASSOCIATION, PARENTING THROUGH THE SCHOOL YEARS** — The Alberta Teachers' Association was charged with creating a publication that would provide tips and information for parents. Rather than print a series of booklets, they opted to print a single book, causing parents who might initially be interested in a single topic to browse through others, increasing the number of people getting each bit of information.

**KETCHUM PUBLIC RELATIONS & AETNA, NAVIGATING YOUR HEALTH BENEFITS FOR DUMMIES® BY PLAN FOR OUR HEALTH** — Finding that people have trouble understanding health benefits, Aetna partnered with Ketchum to

develop, "Plan for Your Health," an external publication that would clarify confusion and speak in laymans terms. Ketchum executives then turned to Wiley "Publishing's For Dummies" series to simplify the complicated topic in a fun, useful and readable way. By using the well-known brand, the guide was able to trigger significant consumer interest.

## Financial/Investor Relations

**WEBER SHANDWICK WORLDWIDE, PUTTING MASTERCARD AT THE HEART OF COMMERCE: PRICELESS** — When MasterCard Worldwide went public, Weber Shandwick Worldwide was called in to advertise its readiness. By emphasizing its unified corporate structure worldwide, a major difference between Mastercard and its competitors, the campaign was able to gain confidence from the company's investors.

**NII HOLDINGS, INC.** — In its rise from obscurity to a top NADASQ company, NII Holding Inc. concentrated on a thorough analysis of what the investment community sought from the company, and how they saw it. The research was used to attract the best analyst coverage, and draw investors who valued the approach NII Holding has taken to being profitable.

**RCN CORPORATION, RCN CORPORATION INTEGRATED INVESTOR RELATIONS** — After rising from the ashes of bankruptcy, RCN Corporation sought to redefine itself and attract new investors. By carefully targeting potential investors to make sure they'd be fully comfortable with the company, while following up on investors' needs, the company was able to see a rise in revenue after several flat years.

## Global PR Campaign

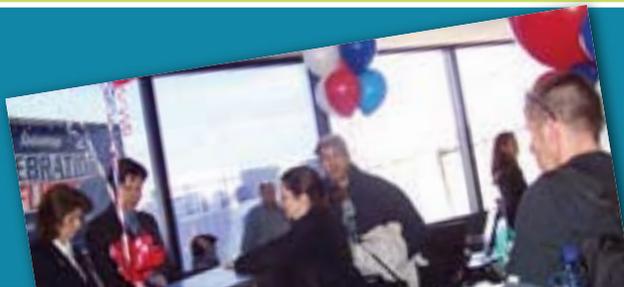
**METALDYNE & ASAHI TEC & THE MILLERSCHIN GROUP, METALDAY/ASAHI TEC COMMUNICATIONS PLAN** — When Japanese auto parts maker Asahi Tec bought the American Metaldyne, there was a need for worldwide coverage of the event. Due to Asahi Tec being publicly traded, leaders of the company could not be given detailed information until mere hours before the campaign begun, but thanks to a specially made toolkit on a Web portal, everything went smoothly.

**THE NEWSMARKET, GEORGE CLOONEY/SAVE DARFUR** — After George Clooney visited war-torn Darfur in secret, The NewsMarket was hired to get the footage he taped to the world. With only two weeks of planning, The NewsMarket pre-arranged exclusive airings to build hype, then released streaming video and a press release on its Web site to get the video quickly, and keep it available as the story developed further.

**CISCO SYSTEMS, INC., CISCO TELEPRESENCE: FOLLOW THE SUN** — When launching their new TelePresence video technology, Cisco Systems used the best tool they had: the TelePresence system itself. By briefing members of the media worldwide using the very product they wanted to introduce to the public, they were able to simultaneously release their press kit and give reporters a taste of their new technology.

**TEKTRONIX CORPORATE COMMUNICATIONS, GLOBAL COMMUNICATIONS PARTNER PROGRAM** — When Tektronix Corporate Communications refocused into two businesses, they needed a way to keep them together with the voice of a single company while retaining focus on their specific needs. They created the global partners program, where they hired two experienced professionals to work with both businesses, helping retain the single voice of the company and improve customer relations worldwide.

# HONORABLE MENTIONS



## Internal Publication

**ROBERT BOSCH LLC, BOSCH IN THE UNITED STATES: THE FIRST HUNDRED YEARS** — To celebrate its centennial anniversary, Robert Bosch LLC released a brochure detailing its history in the United States to its 17,000 associates. In just 8 months, with only a project manager and 5 freelancers, a completely error-free brochure was ready for their celebratory gala, impressing associates and guests with its accuracy and completeness.

**RBC FINANCIAL GROUP, EXTREME MAKEOVER: REVAMPING THE ROYAL ADVISOR NEWSLETTER** — In late 2004, RBC Financial Group, one of Canada's largest banks and one of North America's foremost diversified financial services companies, saw that its newsletter, which lacked coherence and a vision, needed a makeover. The team players redesigned the newsletter and elevated the editorial standards. They also streamlined the production process to make sure it would run more effectively and efficiently. With a budget of \$8,500 (approximately \$3,500 for research, \$2,000 for editorial, \$3,500 for the redesign), the new and improved newsletter was unveiled in the January/February 2006 edition.

**CONSORTA, INC., THE SOURCE: STRATEGIES AND SOLUTIONS FOR SUPPLY CHAIN SUCCESS** — Serving a diverse clientele of multiple health system professionals and suppliers, Consorta Inc. had to develop *The Source* magazine carefully to reach its entire audience. By including intriguing photos with in-depth stories that affect the entire health industry, Consorta Inc. created a publication that contained the content of a journal while still drawing readers in.

## Marketing Communications

**COHN & WOLFE & COLGATE-PALMOLIVE, LADY SPEED STICK "MY 24/7 LIFE"** — Colgate-Palmolive hired Cohn & Wolfe to get people thinking about their deodorant, based on the idea of a busy, 24/7 life. By recruiting author Joni B. Cole to kick it off, women were encouraged to submit a "day diary," a 24-hour look at their life, for a chance to be in Cole's next book, an attractive prize for potential customers.

**MWW GROUP, MWW GROUP DELIVERS BIG RESULTS FOR SAMSUNG'S WEP200 HEADSET** — Samsung hired MWW Group to bring them recognition in the crowded field of Bluetooth headsets. Rather than flood the media with information about every accessory, MWW Group researched the competition, picked out the one model that was most different from theirs, and focused their campaign around that one unique product, attracting attention without overloading consumers with unneeded information.

## Media Event

**CLEAR!BLUE COMMUNICATIONS AND JEEP, NAIAS 2006: JEEP BREAKS FREE!** — The Jeep Wrangler has a rugged image, so, for the "Jeep Breaks Free!" media campaign, Clear!Blue Communications executives capitalized on this. They constructed Jeep Mountain, a glacier-like structure, and hosted a media event during which a Jeep was driven through an exhibit hall's front window and then up to the top of Jeep Mountain. In dramatic fashion, the team was able to illustrate the Jeep brand's capabilities in an unexpected and attention-grabbing way.

**GYMR PUBLIC RELATIONS AND AMERICAN ACADEMY OF FAMILY PHYSICIANS, "VOTE FOR AMERICA'S HEALTH" CAPITOL HILL RALLY** — The

American Academy of Family Physicians (AAFP) called upon GYMR Public Relations to help them hold a rally on Capitol Hill. By encouraging members of AAFP country-wide to attend and providing them with white clothes to emulate the well-known image of doctors' lab coats, more than 2,500 members from all 50 states attended the rally. Their presence created a "sea of white coats" that was impossible to ignore, and the media capitalized on the photo op accordingly.

**EDELMAN, BIONIC WOMAN MEDIA CAMPAIGN** — When the Rehabilitation Institute of Chicago performed surgery to place the first bionic arm on a woman, Edelman had to generate media interest by showing how this was different from the previous application of similar technology. By emphasizing the advances in the new arm and the need for treatment for war veterans, they were able to achieve this goal.

**DAN KLORES COMMUNICATIONS, THE SECRET LIFE OF HOUDINI** — Called just two weeks before the book's publication, Dan Klores Communications had their hands full to promote *The Secret Life of Houdini*. After gaining some media attention, they focused on creating a media event to announce a call to exhume Houdini's body to check whether he was murdered, as theorized in the book.

## Media Relations

**GOLINHARRIS, NINTENDO TURNS GRANDPARENTS INTO GAMERS** — Video games are generally not considered a pastime for adults, but GolinHarris and Nintendo sought to change this perception with the release of the game Brain Age. The campaign creatively showed that the game was not just for kids, utilizing advertising such as the first ever grandparents gaming tournament, and giving a copy of the game to President Bush for his 60th birthday.

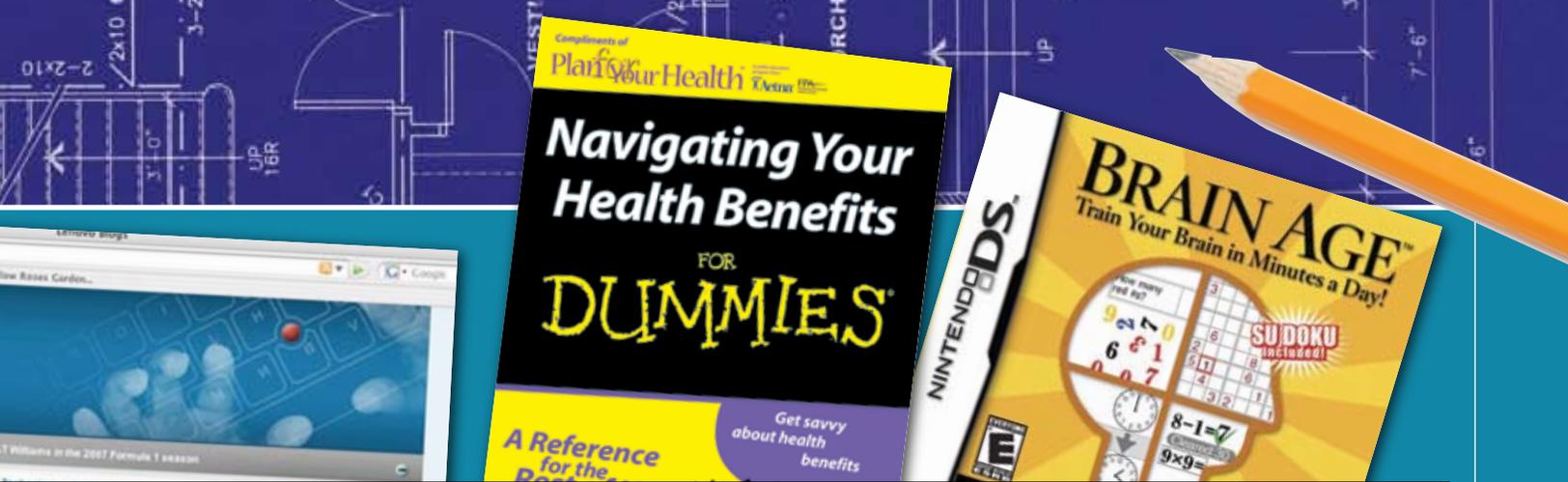
**MWW GROUP, NIKON/KATE MOSS ADVERTISING CAMPAIGN INTRODUCTION** — With support from Kate Moss as their main weapon, MWW Group was called in to help Nikon's new COOLPIX cameras make a splash. Starting by spreading information about the campaign in select media outlets, MWW Group then "leaked" behind-the-scenes photographs and footage of the campaign to the internet, causing a much larger amount of buzz than a normal release would.

**D S SIMON PRODUCTIONS, INC., PARADE: WHAT PEOPLE EARN** — D S Simon Productions was hired by *Parade* to promote their annual "What People Earn" issue in 2006, and concentrated on what people find most interesting: how the salaries of the average American compares to that of a celebrity. By providing a very small sampling of this information, people's interests across the country were piqued.

## Multicultural Campaign

**PG&E CARE PROGRAM, PG&E CARE PROGRAM MULTICULTURAL CAMPAIGN FOR 2006** — The PG&E CARE Program is devoted to its multicultural community in all respects. It prints its applications in bilingual form for a variety of languages, offers a toll-free help line in four languages and participates in community events across PG&E's service area. Its efforts helped it exceed its customer goal, drawing from all communities, no matter the ethnicity.

**RENNA COMMUNICATIONS, LLC, INTRODUCING LGBT-HEADED FAMILIES TO AMERICA - HOW WE CAPTURED THE WHITE HOUSE EGG ROLL PHOTO OP** — Renna Communications was hired by Family Pride to help them get a White House



Egg Roll photo opportunity featuring gay and lesbian families in April 2006. They fought opposition from anti-gay groups, and kept in close contact with the press corp, resulting in *The New York Times* running a photo of a lesbian and gay couple as their picture for the story.

**MINDSHARE, NUESTRA PHARMA** — Seeking to reach out to the US's Hispanic population, PhRMA, a trade association of pharmaceutical companies, brought in MindShare to help. They studied already-existing healthcare sites in Latin America and Mexico, and recruited Mayte Prida, a breast cancer survivor with a syndicated show on Telemundo, as a spokesperson to help gain the community's trust and give them information.

**FLOWERS COMMUNICATIONS GROUP, 2006-2007 HONDA BATTLE OF THE BANDS** — Flowers Communications Group was called in to promote Honda's Battle of the Bands, which features marching bands from historically black universities from across the country. They utilized African-American focused media briefing, giving access to spokespeople and select band members, and brought attention to the Invitational Showcase, the finale event in which the top 10 bands perform.

## Online Communications

**GENERAL ELECTRIC & EDELMAN, GE'S NEXTFEST BLOG** — Interested by WIRED magazine's NEXTfest, General Electric (GE) made itself a source of information on technology by blogging live at the event. By inviting other bloggers to meet GE staff and using word-of-mouth advertising, the company simultaneously made itself a voice on innovation and improved its employees' relationship and skill in dealing with the media.

**FLEISHMAN-HILLARD, INC., CINGULAR AND FLEISHMAN-HILLARD ENGAGE YOUTH IN VMTV'S VIRTUAL LAGUNA BEACH** — Taking advantage of internet technology, Fleishman-Hillard created a presence for Cingular in MTV's Virtual Laguna Beach, a 3D virtual world. In addition to placing Cingular kiosks, the avatar "TonyFresh," was created, giving out freebies such as instant messaging skins and new emoticon gestures, while mentioning he was being "hooked up" by Cingular, garnering a largely positive reception.

**STEVENS FKM, 2006 SHINER "BOCKTOBERFEST"** — To promote "Bocktoberfest," Spoetzl Brewery's October one-day concert, Stevens FKM turned to internet social networks such as MySpace. First, a profile was created for Bocktoberfest, and then the profile was linked with the bands playing in the concert, gaining more readers than in the past and coverage from online music sites for cheaper than previous campaigns.

**MWW GROUP, NIKON'S ONLINE PRESS ROOM IS THE DRIVES PUBLICITY 24/7** — MWW Group helped Nikon Inc. make their online press room as media friendly as possible, paying special attention to common complaints and adding features that help reporters and bloggers alike. By improving search functions, adding a customizable RSS feed and making product pictures and sound bytes easily accessible, the effort resulted in a 700% increase in blog mentions.

**MEDIALINK, MAN VS. MACHINE** — Medialink was called in to advertise Nuance Communications' Mobile Diction, a new technology for text messaging that uses voice. Tight shots were taken of the Nuance system in a live contest, displaying it crushing previous text message speed records. The video was then broadcast on YouTube, using the popularity of the medium to reach tech savvy consumers.

## Online Communications and Web Site

**WAGGENER EDSTROM WORLDWIDE & MICROSOFT, VIRTUAL CES** — Waggener Edstrom Worldwide and Microsoft improved the classic International Consumer Electronics Show (CES) by making it virtual. Through their Web site, customers found easy access to information from booth maps to product videos, extending the influence of CES to beyond only those who attended, reaching 103,451 unique visitors.

**YAHOO! INC. & OUTCAST COMMUNICATIONS, YAHOO! TIME CAPSULE** — Yahoo! celebrated the launch of its new front page in a unique fashion – an online time capsule in the form of a globe to which people all over the world could contribute stories, movies and other art. Available in 10 different languages, the site attracted media coverage world-wide, demonstrating Yahoo!'s innovation and global recognition.

**CHEVROLET & WEBER SHANDWICK, CHEVY AVEO LIVIN' LARGE CAMPUS CHALLENGE** — Teams of two from seven college campuses lived out of a Chevy Aveo for a week while filming and blogging about their adventure, allowing Chevrolet to reach the student demographic they desired. These students, who scammed meals, hosted parties, and rallied support through Facebook, created more attractive advertising for students than any company could do on its own.

**AMERICAN SOCIETY FOR MICROBIOLOGY, MICROBEWORLD.ORG** — Offering a podcast, streaming videos and up-close-and-personal photos of microbes, MicrobeWorld, created by the American Society for Microbiology, makes even tiny organisms look cool. A 2006 redesign of a 2001 site, new internet technology makes exploring the world of a microbiologist much more interesting.

## Podcast/Video

**ATWOOD PARTNERS, INC., BAIN & COMPANY AND ATWOOD PARTNERS RECRUITING PODCAST** — Opening new offices in India, Bain & Company sought to recruit the country's top business students. Atwood Partners, Inc. created a series of podcasts of audio interviews and distributed them to students, who then spread word, causing even more to be downloaded. The campaign received highly positive feedback for being innovative and helping Bain stand out from its competitors.

**AMERICAN SOCIETY FOR MICROBIOLOGY, MICROBEWORLD RADIO** — To take advantage of the new technology, the American Society for Microbiology started releasing daily podcasts just one month after their incorporation into iTunes. Their podcasts have been quite popular, seeing 4,000 to 6,000 downloads a day and having ASM staff asked to do podcasting at numerous events.

**HONEYWELL, NOBEL MOMENTS PODCAST SERIES** — In an effort to increase interest in the fields of math and science, Honeywell partnered with Nobel Media AB and Nobel Web AB to form the Honeywell-Nobel Initiative, giving students worldwide a chance to learn from Nobel Laureates. Podcast interviews with laureates, complete with visuals, were distributed for free through a Web site and Apple's iTunes, maximizing exposure.

**SCHWARTZMAN & ASSOCIATES, INC., ON THE RECORD... ONLINE** — Schwartzman & Associates has launched the podcast iPressroom, assembling journalists and bloggers to speak about the challenges the modern media faces. The podcasts features the newsman PR executives are interested in most, use professional voice talent

# HONORABLE MENTIONS



to establish credibility, and are kept easy to find by internet search engines thanks to carefully crafted notes about each show.

## Pro Bono

**OFF MADISON AVE, EXPEDITION TO MT. KILIMANJARO** — When Darol Kubacz, a paraplegic veteran and founder of Freedom For Life, climbed Mount Kilimanjaro, Off Madison Avenue was called in to help spread word of his incredible feat. They worked to reach out to other people with disabilities, including recently wounded veterans, to show the outdoor lifestyle that a disabled person can lead.

**SPECTRUM SCIENCE COMMUNICATION, PROGERIA RESEARCH FOUNDATION CAMPAIGN** — Spectrum Science Communications developed a campaign to help secure coverage for The Progeria Research Foundation (PRF). Spectrum Science Communications has greatly increased the organization's media coverage, generating coverage in such outlets as *The New York Times Magazine*, and increasing awareness so that in 2006 every national story and two-thirds of local stories about Progeria also mentioned PRF.

## Product Launch

**MALONEY & FOX & GOLDEN LODER ASSOCIATES, SMALL IS THE NEW BIG: SMALL WONDER ZOOMS TO THE TOP** — Launching the Small Wonder digital camcorder, RCA hired Maloney & Fox and Golden Loder Associates to help it stick out in the crowded camcorders market. The camcorder targeted its primary demographic, women 26-44, through publications such as *Good Housekeeping* as well as general advertising such as securing product placement as an audience giveaway on the Dr. Phil show.

**PADILLA SPEER BEARDSLEY & GENERAL MILLS, AMERICA BURSTS INTO SONG FOR YOGURT BURST CHEERIOS** — Creating the tenth extension of a brand is not easy, so Padilla Speer Beardsley had to get creative in advertising General Mills' Yogurt Burst Cheerios. A "Cheerioke" karaoke contest was held nationwide, and a Web site was created so consumers could watch the entries, then advertised on food product and karaoke sites.

## GOLINHARRIS, WII LOVE IT! NINTENDO TAKES GAMING TO THE MASSES

— GolinHarris had its hands full, hyping the Nintendo Wii against Sony's Playstation 3, which was being released two days prior to its launch. Using a grassroots campaign spread through a "How Wii Play" profile on MySpace.com, and holding parties where people try out the console before release to tell others about it, GolinHarris was able to drown out even Sony's buzz.

## Public Affairs

**UNITED HEALTH FOUNDATION & TUNHEIM PARTNERS, AMERICA GETS ITS ANNUAL CHECK-UP** — Tunheim Partners was hired to help the United Health Foundation release its American Health Rankings™ report, generating interest across the country. Through early e-mails sent to specific reporters to build interest before the release, followed by a campaign of satellite and radio media tours in both English and Spanish, the 2006 campaign generated five times the Web traffic of the 2005 report.

**BURSON-MARSTELLER, VOTEXAS** — In response to the low voter turn-out of the

2004 elections, Burson-Marsteller was hired to help Texas reach out to voters. Through a combination of humorous and serious broadcast spots, Texan celebrities, and a strong focus on minority groups with low turnout, VOTEXAS greatly exceeded their goals for improving citizen's recognition of the brand and desire to vote.

**NATIONAL ASSOCIATION OF COMMUNITY HEALTH CENTERS, LEGACY OF A DISASTER: HEALTH CENTERS AND KATRINA ONE YEAR LATER** — For its 2006 National Health Center Week, the National Association of Community Health Centers (NACHC) concentrated on the role health centers played in aiding victims during Hurricane Katrina. With little hard data readily available due to the chaos of the storm, NACHC used anecdotal reports and other organizations' statistics to create a full report and press conference after starting with almost no information.

**CLAREDON GROUP, THE VOTE YES ON 9 CAMPAIGN** — HousingWorks Rhode Island created an affordable housing referendum, called Question 9, and brought in Claredon Group to advertise. Volunteers traveled to events across the state and cards reproducing the actual ballot while drawing attention to the section Question 9 would reside in were distributed, along with more traditional means such as advertising in local newspapers and television networks being used.

**THE AMERICAN HEART ASSOCIATION AND CONE, AMERICAN HEART ASSOCIATION'S POWER TO END STROKE** — Having identified stroke as a major health risk to African Americans, the American Heart Association and agency partner Cone raised awareness through strategic alliances and partnerships with churches, local ambassadors and influential organizations within the African American community. By recognizing the cultural nuances and sensitivities, the team was able to create an authentic and culturally relevant campaign that effectively reached its target audience, in turn giving them the "Power to End Stroke."

## Public Service Announcement

**OFFICE OF THE COMPTROLLER OF THE CURRENCY, CONTACT YOUR LENDER PSA** — Five federal agencies, led by the Office of the Comptroller of Currency, sought to reach victims of Hurricane Katrina with loans so that they would know to contact their lenders for assistance. Through a carefully directed campaign, they were able to stretch a budget of \$34,000 to generate an ad equivalency value of more than \$78,000.

**ILLINOIS ELECTRIC COUNCIL & PRAIRIE PRODUCTION GROUP, PLAY FAIR, PLAY SAFE** — The Illinois Electric Council's Safe Electricity Program, along with Prairie Production Group, created a series of television and radio public service announcements warning against tampering with electrical equipment. They appealed to both children and adults with an easily understood but still serious message.

**CARTOON NETWORK, RESCUING RECESS CAMPAIGN** — With kids as its main audience, Cartoon Network's GET ANIMATED, which encourages children to go outside and exercise, had its audience built in. Upon launching the Rescue Recess campaign, they extended their reach further by recruiting media and health and children's organizations across the country to help spread their message, generating 1,200 news stories country-wide.

## Re-Branding/Re-Positioning

**GIRL SCOUTS OF THE USA AND CRT/TANAKA** — Girl Scouts of the USA (GSUSA)



sought to reinvent itself for the modern age, and CRT/tanaka was there to help. After researching the changes that GSUSA desired, CRT/tanaka helped organize press coverage to allow speaking points on the issue to reach local Girl Scout councils, and helped GSUSA's become named one of the top 100 leadership programs for 2006 by *Leadership Excellence* magazine.

**WEBER SHANDWICK, KOMEN RE-BRANDING LAUNCH** — For the 25th anniversary of Susan G. Komen for the Cure, Weber Shandwick helped strengthen its image. Among the developments was the introduction of the Promise ring, one of which was worn by Hugh Laurie during his 2007 Golden Globe acceptance speech, giving the organization a recognizable symbol as well as fund-raising item.

## Research and Measurement

### EMC CORPORATION & IDC, THE EXPANDING DIGITAL UNIVERSE: A FORECAST OF WORLDWIDE INFORMATION GROWTH THROUGH 2010

— EMC and IDC, along with OutCast Communications, worked with a variety of media outlets and blogs to release their report on the amount of digital information projected to exist in 2010, a growth large enough to be nicknamed the “Digital Big Bang.” Their efforts blanketed over 95 broadcast stations, 422 radio stations, and over 450 print and online media outlets worldwide.

**WAGGENER EDSTROM WORLDWIDE, MICROSOFT WINDOWS LIVE ONECARE RETAIL ANNOUNCEMENT: WEXVIEW** — Waggener Edstrom Worldwide measured the media coverage of Microsoft’s Windows Live OneCare, a security suite for Windows, in its co-marketing agreement with Best Buy. Making the partnership public was vital, with only 29 news stories before Best Buy’s announcement and 177 in the first week afterwards.

**ALLIANCEBERNSTEIN INVESTMENTS & TILLER, LLC, THE COLLEGE SAVINGS CRUNCH** — Following a research program on college debt, AllianceBernstein Investments and Tiller, LLC, sought to educate the general public on the problems causing debt to become such a widespread issue. The company utilized a Web site, consumer brochure, and a press kit to target several audiences at once and reach the widest audience possible.

## Satellite Media Tours

**WEBER SHANDWICK, 25TH ANNIVERSARY BRAND LAUNCH SMT** — In an effort to spread breast cancer awareness with Susan G. Komen for the Cure, Weber Shandwick launched a satellite media tour that garnered 23 interviews in 6 major cities, and offered Promise Rings as a fundraiser, creating a busy schedule but achieving maximum impact for the campaign.

**MULTIVU, SIX FLAGS AND MULTIVU LAUNCH OF THE TATSU ROLLER COASTER — THE SMT** — When Six Flags Magic Mountain opened TATSU, the tallest, fastest roller coaster in the world, they turned to MultiVu to help promote it. MultiVu arranged for unique speakers to be available to the media, including an astronaut and a roller coaster historian, both on-site and live via satellite to achieve coverage nationwide.

**D S SIMON PRODUCTIONS, INC., MORRIS’ ONE MILLION CAT RESCUE SMT** — Coburn Communications hired D S Simon Productions, Inc. on behalf of Del Monte Foods for their “One Million Cat Rescue Initiative” for cat adoption. Utilizing

American Idol judge Randy Jackson and Morris, 9Lives brand cat food’s mascot, 14 live interviews and a set of generic interviews for the stations who couldn’t participate were aired in cities across the country.

## Speech

### MARC USA PR, URBAN LEAGUE STATE OF BLACK PITTSBURGH SPEECH

— Through the Urban Leaguer of Pittsburgh’s annual State of Black Pittsburgh Speech, MARC USA PR was able to raise awareness of the disparity of wealth between minorities and Caucasians. Through historical references to land ownership, along with relevant statistics, the speech not only increased knowledge but helped teach listeners how to become financially empowered.

### SOLOMON MCCOWN & COMPANY, JERRY RAPPAPORT JR. REFA “NORTH STAR” SPEECH

— Solomon McCown & Company was hired to write the first speech for Jeffery Rappaport Jr., CEO of New Boston Fund, Inc., since the company had a wholesale revision of its messaging. The speech reflected Rappaport’s personality and values while still conveying his company’s new messaging, a success in all regards.

### AMERICAN MEDICAL ASSOCIATION, AMA CAMPAIGN

— In 2006, the American Medical Association (AMA) sought to expand its operations beyond its traditional audience to include think tanks, service organizations, and national organizations. By arranging multiple appearances across the country to a wide variety of audiences, the AMA has seen a significant growth in awareness and public perception of the value of healthcare investment.

## Web Site

### WAGGENER EDSTROM WORLDWIDE & MICROSOFT, VIRTUAL CES

Waggener Edstrom Worldwide and Microsoft improved the classic International Consumer Electronics Show (CES) by making it virtual. Through their Web site, customers found easy access to information from booth maps to product videos, extending the influence of CES to beyond only those who attended, reaching 103,451 unique visitors.

### YAHOO! INC. & OUTCAST COMMUNICATIONS, YAHOO! TIME CAPSULE

— Yahoo! celebrated the launch of its new front page in a unique fashion – an online time capsule in the form of a globe that people all over the world could contribute stories, movies and other art to. Available in 10 different languages, the site attracted media coverage worldwide, demonstrating Yahoo!’s innovation and global recognition.

### CHEVORLET & WEBER SHANDWICK, CHEVY AVEO LIVIN’ LARGE CAMPUS CHALLENGE

— Teams of two from seven college campuses lived out of a Chevy Aveo for a week while filming and blogging about their adventure, allowing Chevrolet to reach the student demographic they desired. These students, who scammed meals, hosted parties, and rallied support through Facebook, creating more attractive advertising for students than any company could do on its own.

### AMERICAN SOCIETY FOR MICROBIOLOGY, MICROBEWORLD.ORG

— Offering a podcast, streaming videos and up-close-and-personal photos of microbes, MicrobeWorld, created by the American Society for Microbiology, makes even tiny organisms look cool. A 2006 redesign of a 2001 site and new internet technology makes exploring the world of a microbiologist much more interesting. PRN



**THE ADVOCATE.**

We all know them. They're those rare people with the passion to stand up and speak out. To lead. To change minds. They can make a good business better or a strong brand even stronger. They're the most powerful force in business today.

**WEBER SHANDWICK** We've made it our business to harness the power of advocacy. By mobilizing advocates who, in turn, rally more advocates.

We help create what clients need to grow – a legion of believers, supporters, allies and fans.

Advocacy. It's the power to help move businesses, brands, people and ideas forward.

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