

# PR News

Building the bridge between PR and the bottom line.

## The Platinum Issue



October 6, 2008  
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Volume 64

**THE WINNERS AND HONORABLE MENTIONS** in this year's *PR News* Platinum PR Awards issue exemplify the most innovative approaches to redefining traditional PR with anything-but-traditional strategies. From a marketing communications effort that united a country over the search for the stars of a 1950s TV commercial to an event that landed a flock of pink flamingos around the Windy City, the campaigns in the following pages confirm that the PR profession has indeed stepped out from the shadows to take a front-and-center role in delivering business results to their own organizations, and to their clients. The executives behind each of these initiatives, which were honored at our Oct. 2 awards event in NYC, are thought leaders in their own right, pushing the needle and making clear that the only thing their peers and clients can expect in future communications efforts is the unexpected. ■

## MARKETING COMMUNICATIONS

### Pulse Communications and Kraft

The Happy Little Vegemites: Where Are They Now?

If you've never heard of a Vegemite, then you've probably never been to Australia. The yeast-based food paste is widely considered to be the national food of the Land Down Under; the Kraft brand is so popular that a commercial from the 1950s featuring eight children singing the "Happy Little Vegemites" jingle is still among Australians' top-five favorite ads.



▶▶▶▶ Jacqueline Fegent, Maria Ferreira, Samantha Allen of Pulse Communications, an Ogilvy Public Relations Worldwide Company

commercial nature of what we were trying to communicate," says Jacquie Fegent, account director at Pulse Communications, in reference to the "news hook" being a new ad campaign, not a new product. "Therefore, it was of paramount importance to build a campaign for

### AND, ACTION

But times have changed. Those who remember the original ad are middle-aged or elderly, so Kraft needed to introduce a new generation of consumers to the Vegemite brand. The only catch? Kraft execs approached Pulse Communications to help create buzz around a new TV ad for Vegemite just six days before the commercial would air. And the challenges didn't end there.

"We faced an uphill battle with media given the

*continued on page 28*

## FINANCIAL/INVESTOR RELATIONS

### Aflac & Fleishman-Hillard

Aflac Gives Shareholders a 'Say on Pay'



It may be best known among the general public for its duck mascot, but Aflac had other things on its mind starting in 2006, when some of its shareholders inquired about voting on executive compensation—something that is widely criticized by the investor community. Bent on putting the needs of their shareholders first, the life insurance company executives decided to take a risk and become the

first major U.S. public company to permit a shareholder vote on the issue—a move that, if it resulted in a lack of popular support, would damage the organization's reputation and lead to a necessary revision of compensation practices.

### TESTING, TESTING, 1, 2, 3

The communications team had to convey to shareholders that Aflac's current compensation was fair and appropriate, and that its positive financial performance could be linked to the company's leadership. Beginning with the February 2007 announcement that shareholders would vote in May 2008, the execs developed the "Say on Pay" campaign, targeting business media as vehicle for influencing investors and activist shareholders—a group that is typically critical of corporate governance—to vote in approval of the pay program.

"Messages targeting investors are, in effect, targeting the most knowledgeable portion of a company's audience," says Jon Sullivan, executive publicist/external communications, Aflac. "It stands to reason that they have the most interest in knowing about the company, its practices and its culture, [so] it was imperative that the primary media spokespeople be on the same page with regard to the message."

To ensure just that, the team relied on the following strategies and tactics:

- Tested the effectiveness of messages with regional media before targeting

*continued on page 28*

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# EVERYTHING

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# The Top PR Campaigns of the Year

Congratulations to the winners of PR News' 2008 Platinum PR Awards

# PRIN

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## Anniversary Campaign: p. 23

**Winner: Ogilvy PR Worldwide for Bringing Style to the Surface with DuPont Corian**

## Honorable Mentions:

- Communications Strategies Inc. for Plan B
- Neiman Group & The M.S. Hershey Foundation
- PC Magazine & The Rosen Group
- Seattle City Light
- Weber Shandwick & Susan G. Komen for the Cure

## Annual Report: p. 21

**Winner: Cable Positive & the Watsons**

## Honorable Mentions:

- The Soap and Detergent Association & Ogilvy Public Relations Worldwide
- Sutter Health
- The Coca-Cola Company & Methodologie
- The Lubrizol Corporation and Dix & Eaton

## Blog: p. 19

**Winner: Southwest Airlines for Nuts About Southwest**

## Honorable Mentions:

- Ford & Harrison LLP and Hellerman Baretz Communications LLC
- Sony Electronics Inc.
- U.S. Department of Health and Human Services & Ogilvy PR Worldwide
- Weber Shandwick

## Branding: p. 4

**Winner: GE for "The Straw"**

## Honorable Mentions:

- eBay Inc. & Kaplow
- Gale Group Advertising & Public Relations
- McDonald's Corp. and Morgan & Myers
- Procter & Gamble and Manning Selvage & Lee

## Cause-Related Marketing: p. 12

**Winner: Lexus, Scholastic and Ferris Communications for the Lexus Environmental Challenge**

## Honorable Mentions:

- American Heart Association
- American Kennel Club
- Cooney Waters Group
- DeVries PR & Olay Skin Cancer

## Community Relations: p. 6

**Winner: Pulse Communications for BlueScope Steel Tank a Day Challenge**

## Honorable Mentions:

- Edelman & Business Roundtable
- Toronto Hydro-Electric System Limited
- Honeywell & Peppercom
- Strategic Objectives and M&M Meat Shop

## Crisis Management: p. 6

**Winner: JetBlue Airways for JetBlue Airways' Operational Crisis of February 2007**

## Honorable Mentions:

- Citigate Cunningham
- Dalhousie University
- Mattel Inc. & Weber Shandwick

## Editorial/Op-Ed: p. 8

**Winner: Roche and Fleishman-Hillard for CEO Bylined Editorial Reaches Corporate Audience with Pandemic Preparedness Message**

## Honorable Mentions:

- Big Ten Network
- GEO2 Technologies
- Mattel Inc. & Weber Shandwick
- Citigate Cunningham & Pivotal Resources

## Employee Relations: p. 8

**Winner: U.S. Department of Veterans Affairs for South Texas Veterans Health Care System "Go for the Blue" Campaign**

## Honorable Mentions:

- Deloitte & MWW Group
- The Dow Chemical Company & InsideEdge

## Event Marketing: p. 10

**Winner: AirTran Airways & CKPR for AirTran Airways Gets Chicagoans to FlaminGO to Florida**

## Honorable Mentions:

- 7-Eleven Inc. & Public Relations Consultants Group
- VERSUS

## External Publication: p. 22

**Winner: Latham & Watkins LLP for 2007 Pro Bono Annual Review**

## Honorable Mentions:

- General Electric
- Heritage Auction Galleries
- The Port Authority of New York & New Jersey
- Travel Portland

## Financial/Investor Relations: p. 1

**Winner: Aflac & Fleishman-Hillard for Aflac Gives Shareholders a "Say on Pay"**

## Honorable Mentions:

- CCG Investor Relations & HQ Sustainable Maritime Industries
- Lambert, Edwards & Associates and Spartan Motors
- Richard Ramlall & RCN Investor Relations
- The Estée Lauder Companies Inc. & FD

## Global PR Campaign: p. 12

**Winner: FM Global and Ogilvy Public Relations Worldwide for FM Global: Managing Business Risk Around the World**

## Honorable Mentions:

- Financial Times Global Communications Team
- Hill & Knowlton
- Kaplow and the Blue Planet Run Foundation
- The Red Consultancy

## Green PR: p. 24

**Winner: Weber Shandwick & Unilever for "GO GREEN AND SMALL WITH 'ALL'"**

## Honorable Mentions:

- City of Arlington, Texas
- Entergy Mississippi Inc.
- General Electric
- Pacific Gas & Electric Company

## Internal Publication: p. 14

**Winner: AOL LLC for AOL Today**

## Honorable Mentions:

- Dominion
- Goodwill Industries of Middle Tennessee
- Peabody Energy
- Toyota Motor Sales, USA

## Large PR Agency of the Year: p. 27

**Winner: Weber Shandwick**

## Honorable Mentions:

- Edelman
- Fleishman-Hillard
- Ogilvy Public Relations Worldwide

## Marketing Communications: p. 1

**Winner: Pulse Communications for The Happy Little Vegemites: Where Are They Now?**

## Honorable Mentions:

- American Heart Association
- Cone & American Heart Association
- Massachusetts Mutual Life Insurance Company
- Publicis Consultants | PR

## Media Event: p. 16

**Winner: Allergan Inc. and Chandler Chicco Agency for "Moment of Truth" Obesity Health Education Campaign**

## Honorable Mentions:

- Florida Power & Light Company and bb Public Relations
- Staples Inc. & Weber Shandwick
- Weber Shandwick & MilkPEP

## Media Relations: p. 16

**Winner: Rogers & Cowan for Making Quake-Con 2007: The Woodstock of Gaming**

## Honorable Mentions:

- Florida Power and Light Company & bb

- Public Relations
- Nintendo of America & Golin Harris
- Procter & Gamble and Manning Selvage & Lee
- Vantage Communications

## Midsized PR Agency of the Year: p. 26

**Winner: MWW Group**

## Honorable Mentions:

- Full Picture
- Peppercom
- Taylor

## Multicultural Campaign: p. 14

**Winner: Valencia, Perez & Echeveste PR for McDonald's College Workshop Program**

## Honorable Mentions:

- Abbott, Magic Johnson Foundation & Fleishman-Hillard
- Communicad and AARP
- Resolute Consulting

## Online Communications: p. 4

**Winner: AirTran Airways and CKPR for AirTran Airways Puts a New Spin on "EweTube"**

## Honorable Mentions:

- Cone & Jockey International Inc.
- D S Simon Productions & Macy's
- LIME Public Relations + Promotion, Mrs. Fields & iVillage
- Shell & Edelman Los Angeles

## Podcast and/or Videocast: p. 19

**Winner: Converse for Lion Brand YarnCraft Podcast**

## Honorable Mentions:

- Department of Veterans Affairs/Office of Public & Intergovernmental Affairs
- Medialink Worldwide & Rias Baixas
- The American Institute of Certified Public Accountants

## Press Release: p. 25

**Winner: DIY Network for Blog Cabin**

## Honorable Mentions:

- Canadian Library Association & Impact Public Affairs
- Direct Energy
- MultiVu and MS&L

## Pro Bono Campaign: p. 18

**Winner: Racepoint Group Inc. for Give One Get One: One Laptop per Child**

## Honorable Mentions:

- BlueCurrent Public Relations
- Latham & Watkins LLP
- The Tug McGraw Foundation & Ritz Communications

## Product Launch: p. 20

**Winner: M Booth & Associates for I Can't Believe It's Not Butter! Mediterranean Blend Launch**

## Honorable Mentions:

- Echo Media Group & Bertazzoni
- GlaxoSmith Kline Consumer Healthcare and HealthStar Public Relations Häagen-Dazs Ice Cream
- InkHouse for Myvu

## Public Affairs: p. 18

**Winner: Racepoint Group Inc. for Bridging the Digital Divide - One Laptop per Child**

## Honorable Mentions:

- Crosby-Volmer International Communications & National Association of Broadcasters
- Edelman, Digitas & AstraZeneca
- Xenophon Strategies & Virgin America
- life:) & To Help Is So Easy

**Public Service Announcement (PSA): p. 28**

**Winner: The American Institute of Certified Public Accountants**

## Honorable Mentions:

- Cable Positive & the Watsons
- California Integrated Waste Management Board
- Internal Revenue Service & Porter Novelli

- Weber Shandwick and National Marrow Donor Program

## Rebranding/Repositioning: p. 21

**Winner: Dunkin' Donuts & RF | Binder Partners for "Brewing" Brand Awareness in a Highly Competitive Environment**

## Honorable Mentions:

- 7-Eleven Inc. & Public Relations Consultants Group
- McDonald's USA, GolinHarris, TBA Global & Arc Worldwide
- Touro Infirmary

## Research & Measurement: p. 10

**Winner: Porter Novelli, Hewlett-Packard, The Bivings Group for HP Watch: A Swiss Army Knife for Measurement and Evaluation**

## Honorable Mentions:

- Burson-Marsteller & Hormel Foods
- CDW Corporation and O'Keeffe & Company
- Shell Oil Company & Burson-Marsteller

## Satellite Media Tour: p. 19

**Winner: Weber Shandwick and Susan G. Komen for the Cure for The State of Breast Cancer SMT and RMT**

## Honorable Mentions:

- D S Simon Productions & State Farm
- Wachovia Corp. & Rojo Marketing
- Whirlpool Brand & Peppercom

**Small PR Agency of the Year: p. 26 & 27**

**Winners (tie): Makovsky + Company and Warschawski**

## Honorable Mentions:

- Airfoil Public Relations Inc.
- Merritt Group
- Susan Davis International
- Tiller, LLC

## Social Media Campaign: p. 20

**Winner: Cone for Jockey International Inc. Launches StopSquirring.com and JockeyUnderWars.com**

## Honorable Mentions:

- Deloitte & MWW Group
- Medialink Worldwide & Freeman Public Relations

## Speech: p. 22

**Winner: Tim Hayes Communications for "Get Out!" Commencing a Journey of Continuous Self-Improvement**

## Honorable Mentions:

- Burson-Marsteller & Hormel Foods
- Weber Shandwick & Susan G. Komen for the Cure

## Video Program: p. 25

**Winner: Mercury Multimedia Inc. for VirtuallyOpenHouse.com**

## Honorable Mentions:

- Baptist Health
- Opus Prize Foundation & Weber Shandwick

## Web Site: p. 23

**Winner: WATG for www.watg.com**

## Honorable Mentions:

- The Coca-Cola Company & Methodologie
- NSF International & OLSON
- P&G and Fleishman-Hillard
- TRICARE Management Activity & Macro International, Inc.
- Weber Shandwick Dallas

## Word of Mouth/Viral Campaign: p. 24

**Winner: Weber Shandwick Beijing for Crest Smile-vocates Journey Campaign**

## Honorable Mentions:

- Nintendo of America & Golin Harris
- Rose Communications & Kaplan Publishing
- Weber Shandwick & Energizer



# The Winners

## BRANDING

### GE “The Straw”

GE may be a household brand in the United States, but its awareness level in Germany wasn't up to snuff, especially given the interests in environmentalism and energy efficiency shared by both the company (via its “Ecomagination” initiative) and the country.

#### EIN, ZWEI, DREI

To increase GE's awareness in Germany, the team focused its efforts around a specific issue—water purification—to give the campaign a relevance to the target audience. Hamburg was chosen as the local community around which the initiative would be positioned, with the issue of using technology to achieve economic growth and environmentally friendly production processes as the specific hook.

Once that was established, the team sought to engage the target audience with a creative concept that would leave them wanting more information: a 15 meter-high drinking straw that was installed in the middle of the Elbe river (which runs through Hamburg) and symbolized the need for water management, as well as the capabilities of the solutions behind GE's Ecomagination commitment. The team then executed the program in three phases:

- Phase 1—Tease: The team installed the straw but kept the identity of who was behind it a mystery to get people interested. “During the teaser phase, the challenge was to make sure that the different layers of communication worked toward the same goal,” says Megan Parker, who works in GE's communication department. “We used direct mailing, appearances on morning and evening radio programs, public opinion polls and an online raffle [to begin the conversation].” The media outreach was intended to motivate people to go online and enter the raffle with their ideas of what the straw represented.

- Phase 2—Reveal: This phase hinged on an event that revealed who was behind the campaign. Business leaders were invited to attend a

boat cruise down the Elbe and then a session at Hamburg's Atlantic House, during which time the GE execs presented Ecomagination's water purification capabilities.

- Phase 3—Explain: Once influential members of the business community were informed of the campaign's purpose, the team explained its meaning to consumers by, for example, offering purified water samples to travelers passing through Hamburg's airport. This phase was executed with the goal of driving traffic to GE-ecomagination.de.

#### ACHTUNG, FERTIG, LOS!

The campaign achieved its goal of increasing visibility in Germany. A post-campaign survey revealed that almost 60% of corporate executives were aware of the program, and 62% associated it directly with GE. Plus, 68% said they feel more familiar with GE, and favorability of the company jumped from 69% to 82%.

“Our campaign broke through the noise by being in so many places,” Parker says. “People wanted to know what this campaign was about after being teased for more than 10 days.” ■



Members of GE's PR team celebrate the success of “The Straw.”

## ONLINE COMMUNICATIONS

### AirTran Airways & CKPR

#### AirTran Airways Puts a New Spin on “EweTube”

The cost of airline tickets burns even the most financially stable individuals, so imagine the toll it takes in students' malnourished bank accounts. With this in mind, national low-cost carrier AirTran Airways began the X-Fares standby program, which offered students a cheaper way to fly in 2001. But, by mid-2006, X-Fares was like a fifth-year senior at a frat party—too outdated to really connect with a new generation of students.

#### MOUTHING OFF

To refresh the program's image, the airline's execs partnered with CKPR in 2007 to unleash an online integrated marketing and PR campaign that would get students' attention in ways that were organic to them.

“It was mainly a word-of-mouth program,” according to Rich Mules (VP and managing supervisor for C-K) and Rob Merritt (SVP and director of CKPR). “AirTran knew they would not be able to ‘sell’ these college students anything, but that they would need to connect with them on their level and invite them into the program.”

Thus, AirTran U was born. A fake university that lived online at YouTube.com/airtranu, AirTran U was positioned as the “home of the really cheap standby flight.” Of course, every college needs a mascot, so the team created Eunice the Ewe, a female sheep who acted as the face of the marketing efforts.

#### ANYTHING BUT SHEEPISH

Once AirTran Ewe came to life, the team deployed the tactics needed to reach the target audience:

- Competitive Edge: The team created a contest, hosted on YouTube (renamed “EweTube”), that encouraged college students to submit a video of themselves doing a cheer for AirTran U while dressed up like the mascot. Friends and fellow classmates helped drive traffic to the site by voting for their favorite; ultimately, the winner won four free round-trip tickets on AirTrain.
- Getting Promoted: To promote the contest, campus media was the obvious choice. The team also distributed Eunice masks throughout college campuses, hanging them in bathroom stalls and wedging them between books at university libraries.
- Face-Off: The team gave Eunice her very own Facebook page, which garnered more than 600 friends by the end of the program. Then, they seeded blogs, created podcasts and developed a Wikipedia entry to keep the conversation going.

#### MILE-HIGH CLUB

The EweTube contest attracted 24,000 unique visitors, and between February and April 2007, AirTran's number of standby flights increased by an average of 30% compared to the same months in 2006. ■



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## AND LEADS HERE:

- **Large PR Firm of the Year**
- **Anniversary Campaign:**  
Susan G. Komen for the Cure's 25th Anniversary
- **Blog:**  
William Brent: PR Exec's Blog Puts the Squeaky in Clean
- **Crisis Management:**  
A Summer of Recalls: Mattel Responds to Toy Safety Concerns
- **Editorial/Op-Ed:**  
A Summer of Recalls: Mattel Responds to Toy Safety Concerns
- **Green PR:**  
Unilever: Go Green and Small With all
- **Media Event:**  
Staples: First-Ever Back-to-School Fashion Show
- **Media Event:**  
Chocolate Milk: Official Drink of Halloween
- **Public Service Announcement (PSA):**  
National Marrow Donor Program: Be the One to Save a Life
- **Satellite Media Tours:**  
Susan G. Komen for the Cure: "The State of Breast Cancer" SMT and RMT
- **Speeches:**  
Susan G. Komen for the Cure: Nancy G. Brinker's ASCO Speech
- **Video Program:**  
Honoring Unsung Heros with the Opus Prize Foundation
- **Web Site:**  
Just the fAActs: Spreading the Word About American's Labor Negotiations
- **Word of Mouth/Viral Campaign:**  
Energizer Encore Music Competition
- **Word of Mouth/Viral Campaign:**  
Crest Smile-vocates Journey Campaign

**Advocacy starts here.**

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# The Winners

## COMMUNITY RELATIONS

### BSS, Parker & Parker and Pulse Communications

#### BlueScope Tank a Day Challenge

BlueScope Steel (BSS), a steel producer that is head quartered in Australia, wanted to launch a number of initiatives that would minimize water use (Australia had been suffering from drought conditions affecting its farmland). To raise awareness of the issue and engage communities around Australia to be part of the solution to the continent's water crisis, BSS turned to Pulse and Parker & Parker for their help.

Pulse Communications. "It was important that we come up with a unique and engaging concept." Thus, the Tank a Day Challenge (TADC) was born.

Targeting audiences from school children and teachers to BSS business partners, TADC was launched to position BSS as a leader in water conservation; to educate primary school students and their communities about the water cycle and the importance of water harvesting, conserving and managing rain water; to garner support for the Tank a Day Challenge from stakeholders; and to gather pertinent information for the campaign from education departments.



Maria Ferreira, Jacqueline Fegent, Samantha Allen, Katie Curran, Jacinta Frilay

"BlueScope Steel wasn't seen as a consumer-friendly company, so we had to create an emotional connection between the brand and Australians," says Jacque Fegent, account director,

#### RAINCHECK?

The team kick-started the program by giving away 200 rainwater tanks for every school day for one year. All primary schools were invited to take up the challenge in saving water by registering on the challenge's Web site. Once registered, primary schools had to show a high degree of student involvement in an educational water quiz, which taught them about the water cycle and saving water around the home. Schools had to make available a 6 x 6 square meter site adjacent to the school building for the installation of the rainwater tank.

To ensure ongoing media coverage, a partnership was secured with the breakfast TV show, Channel Nine's Today Show.

#### SWIMMINGLY DONE

From both a business and PR standpoint, the challenge's ROI was well worth it. Among the key results were:

- BlueScope has secured new business and commercial partnerships with companies such as Rheem Australia;
- Over half a million primary school students across Australia have taken the educational water saving quiz and have taken home branded TADC information packs;
- Educational key messages were communicated in 94% of the media coverage. ■

## CRISIS MANAGEMENT

### JetBlue Airways

#### JetBlue Airways' Operational Crisis of February 2007

In what quickly became compared to an air-travel version of the Valentine's Day Massacre, hundreds of JetBlue passengers were stranded on the John F. Kennedy International Airport tarmac for up to nine hours on Feb. 14, 2007, after a massive winter storm crippled the airline's operations. The situation turned from bad to worse when the disruption prompted a domino effect of delays and cancellations around the country, in turn leaving airports filled with irate passengers who definitely weren't giving JetBlue the benefit of the doubt. Thus, the company's communications team found itself faced with a monumental crisis that, in order to be upended, would require a fast-active, proactive response that reached all of its affected stakeholders.

#### SINCERELY, JETBLUE

The communications team immediately identified three objectives in handling the crisis:

- Protect the airline's reputation;
- Respond to all media inquiries without delay to become a credible source of information about the crisis; and,
- Convey a message of sincere regret and compassion to audiences.

Each of these objectives was paired with strategies to ensure their success: The team maintained an ongoing open dialogue with all stakeholders and empowered employees to be sources of information through constant internal updates; accepted responsibility and issued an immediate apology, sans finger-pointing; made company spokespeople available for media interviews 24/7 in the days following the crisis; and, ultimately, established a Customer Bill of Rights.

In addition to these traditional tactics, the team leveraged the power of social media to communicate with audiences directly, posting an apology video of then-CEO David Neeleman on the company Web site and YouTube, as well as monitoring and responding to blog conversations.

#### APOLOGY ACCEPTED

While the crisis unfolded over a period of five days, the outcome has had an ongoing effect on the JetBlue brand. Never uttering a single "no comment," the team maintained composure under harsh media scrutiny, accepting responsibility and using their new Bill of Rights to regain customers' trust and business. In terms of measurement, the proof is in the recommendations: Since the crisis, JetBlue has been awarded accolades for its customer service and, within one month of the crisis, customer bookings were back in line with expectations. Mission accomplished. ■

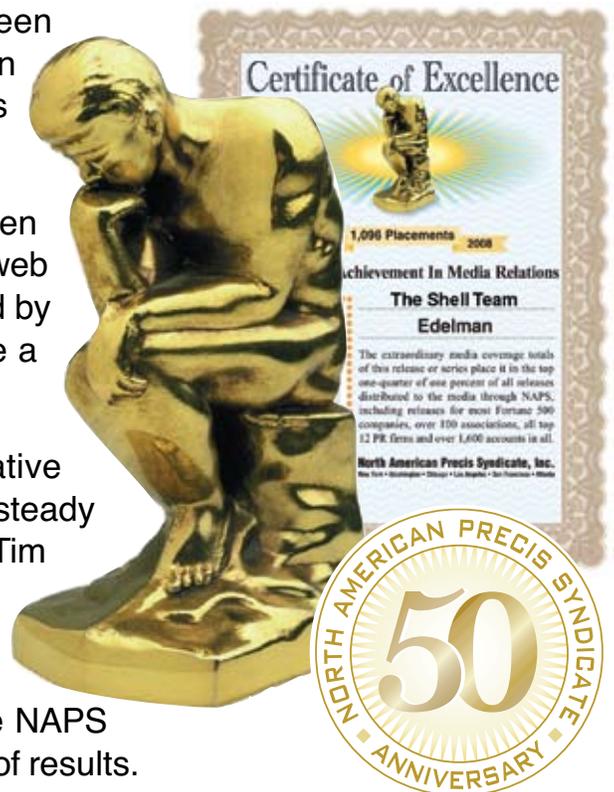
# How To Win The Golden Thinker Award

The prestigious Golden Thinker Awards and Certificates of Excellence have been received recently by NAPS clients in record numbers. These awards have been given to clients that have stories judged to be the most newsworthy by newspaper editors and radio or TV broadcasters. The bar has been met or exceeded by more NAPS clients than ever for 3 key reasons:

1. Downsizing at major dailies and weeklies due to a decline in advertising revenue has created increasing demand for high quality feature articles which are readily available in the widest variety of formats that NAPS has been providing to grateful editors for 50 years. NAPS has been a lifesaver for some editors who are now doing the jobs of 2 or 3 people.

2. The media relations team at NAPS has been inundated with requests from thousands of news web sites and blogs, many of which have been started by a loyal fan base of former newspaper editors who have a long established relationship with them.

3. The 5,000 free newspapers, with a cumulative circulation of 72 million, have been growing at a steady rate of about 7% to 9% per year, according to Tim Bingaman of CVC (The Circulation Verification Council). These community newspapers have accounted for most of the biggest users of NAPS material. Thousands of these publications are monitored exclusively by the NAPS internal clipping bureau for maximum tangible evidence of results.



Some of the stories that have earned awards recently, by achieving more than 800 placements, are viewable on the [www.napsinfo.com](http://www.napsinfo.com) web site. Experienced NAPS writers, with an average tenure of more than 10 years, offer story ideas and proposals at no cost or obligation. The NAPS team of experts is relied on by most Fortune 500 companies, the top 20 PR firms, over 100 associations and many government agencies. NAPS guarantees complete satisfaction with each release or another one free.

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## EDITORIAL/OP-ED

### Roche and Fleishman-Hillard

#### CEO Bylined Editorial Reaches Corporate Audience with Pandemic Preparedness Message

Hofmann-La Roche Inc. (Roche) CEO George Abercrombie says that one thing keeps him up at night: The fear that a deadly pandemic flu will hit and millions will need the Roche-produced antiviral flu medication Tamiflu, but the need would be impossible to meet. Collaborating with the federal government to build a Strategic National Stockpile (SNS) was one step in allaying that fear, but the Abercrombie-led company needed to do more to fill the gap. The solution: Calling upon the business community to play an integral role in national pandemic preparedness and response by developing pandemic plans.

To reach the niche audience of C-suite executives, the communications team at Roche decided that leveraging Abercrombie's unique expertise in pandemic planning via a bylined article would be the most strategic way to achieve that goal. Partnering with Fleishman-Hillard, the team closely monitored media coverage of corporate preparedness

to identify possible news hooks.

#### CONTAGIOUS MESSAGING

Once the hook had been identified, the team worked with Abercrombie to craft a newsworthy and factual piece that communicated key messages, including:

- Businesses need to play a role in pandemic planning.
- The Health and Human Services plan identifies preparedness roles for the public, private and nonprofit sectors.

The team targeted publications that influence a senior corporate audience, ultimately landing placement in *Investor's Business Daily*. The piece subsequently led to additional media outreach efforts. ■

## EMPLOYEE RELATIONS

### South Texas Veterans Health Care System

#### South Texas VHCS "Go For the Blue"

#### WHOLESALE STREAMLINING

In 2006, South Texas Veterans Health Care System (STVHCS) was ranked 130 out of 139 among the Department of Veterans Affairs (VA) measurement system, which is based on its overall performance. To improve this ranking for 2007, STVHCS launched a "Go for the Blue" campaign among employees, in which achieving "blue" on the performance measurement chart would mean that STVHC exceeded its performance measure targets, thus providing exceptional care to its veterans.

"The initial challenge was to determine how to communicate a complex clinical message to all levels of stakeholders including employees, veterans, volunteers, media, and elected officials," says Karen Fedele, director of public affairs for the VA. "We had to determine a message that would easily and quickly relate to the VA goal of excellence. The VA logo and color is blue, therefore linking the VA blue to excellence and developing a color-coded dashboard provided quick recognition as to why each employee should reach excellence in quality of care and service to our nation's veterans."

#### TACKLING HURDLES

In the wake of the "Go for the Blue" campaign, an extensive educational and awareness effort ensued. A critical tactic

was creating a color-coded dashboard that shows all stakeholders how STVHCS is faring in the performance measures area at any given time. STVHC created six key drivers to guide the organization in terms of decision-making and setting priorities.

As part of the campaign, senior leadership hosted monthly all-employees meetings and feedback sessions as well as rounds at all facilities and outpatient clinics. Briefings were provided to stakeholders, which includes elected government officials and labor partners.

Employees also initiated a grassroots effort to promote the campaign by creating items such as "Go for the Blue" wristband, logos, theme song, a mascot and "Blue" newsletters.

"We were fortunate to have employees at the grassroots level interested in contributing to 'blue' ideas," explains Fedele. "We used their ideas and this made their buy-in critical in the early stages of the communication message."

#### SIGNS OF RECOVERY

In 2007, STVHC increased its standing in the VA Vital Signs Aggregate score from 130 to 80. The organization also improved overall quality of care by passing 70% of the External Peer Review Program performance measures, of which 82% were at the blue exceptional level. ■



▶▶▶▶ Jennifer Purdy and Diana Struski.

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## EVENT MARKETING

### AirTran Airways & CKPR

#### AirTran Airways Gets Chicagoans to FlaminGO to Florida

In February 2007, AirTran Airways launched a new flight service to five destinations in Florida from Chicago's Midway Airport. To compete with the multitude of choices available to Windy City travelers, AirTran wanted local residents and media to become aware of this recent addition to their flight schedules.

#### THINK PINK

Enlisting the services of CKPR, the team decided to think big and think pink—in the form of flamingos. The team agreed that placing 10,000 pink plastic lawn flamingos around high-traffic Chicago landmarks would get people to thinking about venturing to Florida while whetting their curiosity about who was behind the flock of flamingos. Passersby would learn that the culprit was AirTran Airways through branded items tied around each bird's neck. But before this plan could take flight, the team had to get approval from the city of Chicago.

"A promotion of this scale had never been attempted, so we were breaking new ground for the city," says Rob

Merritt, SVP and director of CKPR. "Our promotion followed on the heels of the Cartoon Network marketing campaign in Boston, when light-up devices placed across the city were mistaken for bombs, so going through the proper channels and getting the permission we needed was the most time-consuming aspect of the program, and the most important."

#### SCAVENGER HUNT

Once city officials signed off on the pink plastic flock, the team organized an on- and offline scavenger hunt, in which a consumer who finds a "lost" flamingo would be given a special reward. AirTran Airways Rewards members could log onto a FlaminGO page on the Air Tran Web site to get clues to the bird's whereabouts.

The event was so successful in

engaging media and consumers that, after the flamingo invasion, AirTran's Florida service garnered print coverage in every major Chicago publication. What's more, traffic to [airtrain.com](http://airtrain.com) during the week of the flamingo launch increased by an average of 55% as compared to the same week in 2006. ■



## RESEARCH/MEASUREMENT

### Hewlett-Packard, Porter Novelli & The Bivings Group

#### HPWatch: A Swiss Army Knife for Measurement and Evaluation

Like many large organizations, the Hewlett-Packard Imaging and Printing Group's (IPG) communications team must report to numerous stakeholder groups, all of whom need to understand the impact of the communications program on their individual focus area. But HP's measurement program lacked the sophistication, market segment alignment and competitive positioning insight needed to tailor results accordingly; what's more, the new media environment threw another wrench into the team's outdated measurement mechanisms.

#### TWO STEPS BACKWARD, ONE STEP FORWARD

To create a modern, enhanced measurement system, the communications team worked backward to identify four key questions that internal and external stakeholders wanted answered:

- How does IPG's media representation compare to that of its competitors?
- How are specific communication programs and initiatives impacting perception?
- Which programs are generating the best return on dollars invested?
- How are HP products and brands faring in the new media landscape?

Having this knowledge to shape strategies, the team identified the specific information that would be needed to answer those questions, including share of voice, key message pickup and tonality of coverage. With that, not to mention the help of Porter Novelli and The Bivings Group, they set forth to develop a robust measurement database.

#### TAG—YOU'RE IT

The team customized the HPWatch database to accommodate individual stakeholder demands by applying tags to articles to allow for segmentation of results, as well as templating reporting outputs. Plus, according to Porter Novelli account manager Rob McMurtrie, "Instead of trying to measure traditional and new media with the same yardstick, the team decided to apply the best available measures to each group individually, providing HP with separate 'dials' on a dashboard of metrics that would guide program evaluation."

Key lessons in evaluating HP's measurement solutions were that "news aggregators were efficient in collecting content and data but contained inherent limitations," McMurtrie says. "Manual processes were more robust, but fraught with error."

Ultimately, the final HPWatch measurement program adapted to the nuances of the new media environment by "separating the content delivery from the measurement processes [so that] we can capture content today that we may not be able to measure until tomorrow," McMurtrie says. More than 150 customized reports with consistent metrics across nine market segments were created in 2007 alone, and the team was able to report a return of 490% on PR spend to HP executives.

"The most useful insight to how PR strategies are working is gained by analyzing historic data," McMurtrie says. "The best time to start measuring a PR program was yesterday. When five years of news is captured, analyzed and quantified, trends come alive." ■

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## GLOBAL PR CAMPAIGN

### Ogilvy PR Worldwide and FM Global

#### FM Global: Managing Business Risk Around the World

Although FM Global, one of the world's largest commercial property insurers, is well known by risk managers and the industry media, the company had to work very hard to demonstrate its relevance to financial executives and the business media in four key markets: North America, France, the United Kingdom and Germany. To increase its profile accordingly, FM Global, in partnership with Ogilvy PR Worldwide, launched a campaign with two main aims: promoting demand for FM Global's risk management and loss prevention services among C-suite execs and risk managers, and supporting FM Global's business goals of growth, retention and profitability.

#### TRANSATLANTIC COLLABORATION

To achieve success in its targeted markets, Ogilvy PR staff worked together throughout 2007 to develop and implement the FM Global program. One major tactic the teams employed was

to conduct media outreach among top-tier business and national outlets in each market, invoking three core strategies: creating and packaging news, leveraging senior executives and commissioning research.

To support global collaboration throughout the duration of the program, the team also created an extranet for use by FM Global and Ogilvy PR, which ultimately broke down geographic barriers and streamlined communication.

#### RISK-REWARD ANALYSIS

During 2007, the campaign garnered 52 placements in leading news outlets that had never covered FM Global so visibly. The media coverage positively positioned the FM Global brand, highlighting the company's value and approach to insurance and demonstrating the company's close relationship with clients. ■



Teams of students participated in the challenge.

## CAUSE-RELATED MARKETING

### Lexus, Ferris Communications & Scholastic The Lexus Environmental Challenge

Last year, Lexus partnered with Scholastic to develop a national program entitled "The Lexus Pursuit of Potential" under the auto brand's newly created philanthropy umbrella. The program not only had an educational component, but it also sponsored a contest that awarded more than \$1 million in grants and scholarships to middle and high school students, teachers and schools that are making a positive impact on the environment. Further supplemented by a survey of 133 Lexus dealers and focus group findings with Lexus owners in seven cities, the seeds were sown for the "Lexus Environmental Challenge." Ferris Communications came on board to promote and publicize it.

#### MASTERS OF THE GAME

The details were as follows: Student teams were invited to participate in four initial challenges addressing land, water, air and climate. Lexus encouraged the teams to communicate their environmental messages via social networks, Web sites, legislative outreach, media outreach and event. The hope was the ideas would spread virally.

Winners from these challenges were then eligible to compete in the final challenge for a chance at two \$75,000 grand prizes and 14 \$50,000 first place awards.

#### DRIVING AWARENESS AND MEDIA COVERAGE

The goals of the program were twofold:

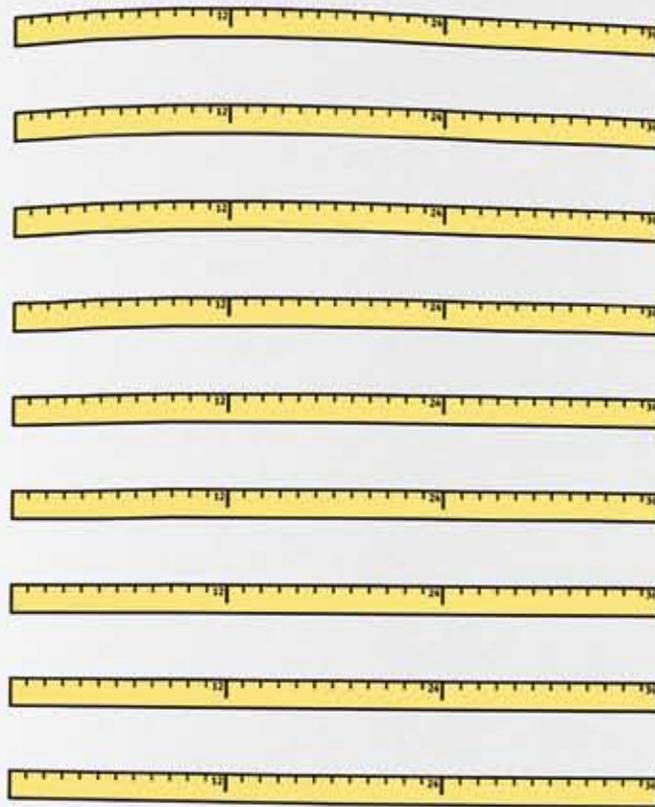
- Successfully launch the Lexus Environmental Challenge with at least 250 teams participating; and
- Secure media coverage in markets where winners are located.

#### IT'S ALL IN THE DETAILS

The Lexus Environmental Challenge launched in September 2007 and concluded with the announcement of the winners in April 2008. Throughout this period, a variety of tactics were used to communicate with students, teachers, Lexus dealers, customers and the media. They included the creation of teacher/student pamphlets; a Web site; a dealer launch kit that educated Lexus sales people about the program and invited them to participate; news releases/media outreach; videos posted on YouTube; and audio news releases.

#### GREENEST OF THEM ALL

More than 3,500 students and teachers took part in the Challenge, exceeding the program's original goal by 40%. Feedback was excellent with Lexus hearing from participants that the program inspired them to learn about the environment and develop ways to improve it. Media coverage was secured in 18 markets, including the grand prize ceremony location, Honolulu. ■



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

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## INTERNAL PUBLICATION

### AOL AOL Today

The very nature of human interaction is changing, thanks to the evolution of communications platforms, and corporate leaders are feeling the pressure to evolve their methods of engaging employees accordingly. Despite its leadership in the online space, AOL struggled to adapt its internal communications strategies to this new environment, its efforts stymied by a legacy intranet site that was static and difficult to update.

This realization, along with the urgent need to communicate with AOL employees during a time of transition, prompted the corporate communications team to take the lead in rebuilding its internal network to be more informative, engaging and interactive. The ultimate goal: fostering a global community with the employee base and allowing for a two-way conversation between the corpcomm department and AOL employees.

#### DIGITAL TOOLBOX

The communications department executives assembled a small team of content experts, including two former

journalists and technology experts, to enable a quick turnaround time. After an in-depth evaluation of the company's content management needs—the source needed to be extremely customized without requiring extensive development time—the team settled on an open source publishing platform. This choice kept costs to a minimum, allowed owners to add/edit/localize content as needed, and provided easy-to-use tools that didn't require technical experience. Plus, local language navigation made the site relevant to employees in other countries.

#### VOLUNTARY CONVERSATIONS

By implementing community-centric features, including user comments, must-read ratings, viral videos and photo galleries, the team effectively created an engaging and interactive community, not to mention a vehicle for internal advertising, contests and employee-directed initiatives. But the greatest measure of success comes with the metrics: daily unique visitors to the site average 50% of the worldwide employee base, representing the number of overall users. ■

## MULTICULTURAL CAMPAIGN

### McDonald's and VPE Public Relations

#### McDonald's Education Initiative Empowers Hispanic Communities

McDonald's has been a contributor to the cause of helping Hispanic students graduate from college since 1985, but research shows that Hispanic college graduation rates still lag far behind that of non-Hispanics, with an average of only 8% of adult Latinos holding a college degree. In light of this news, McDonald's partnered with VPE Public Relations to ramp up its efforts to improve results.

#### TWO-PRONGS ARE BETTER THAN ONE

The team decided to expand its original scholarship program with Ronald McDonald House Charities (RMHC) and Hispanic American Commitment to Educational Resources (HACER) to target students and their parents.

"The goal was to provide information about the college application process, available scholarships, and financial aid to both students and their parents," says Julie Guevara of VPE PR. "When coming up with a solution, we had to keep the goal in mind and do our best to execute the program."

The solution ended up being a partnership between McDonald's and the Hispanic Scholarship Fund (HSF) to present five "Steps for Success (S4S)" college workshops in key markets across the country. The free, half-day workshops were conducted at local high schools and featured bilingual HSF staff, who provided specialized instruction for students and their parents in the context of SAT/PSAT prep, the college application process and applying for financial aid.

But, while the workshops were integral to the education process, the team wanted to reach a larger audience and have a more long-lasting effect. McDonald's Hispanic Consumer Market Web site, www.MeEncanta.com, helped solve this problem. "[The site] included information not only on the RMHC/HACER Scholarship Program for Hispanic students, but also bylined articles by author Mariela Dab-bah," Guevara says. "MeEncanta became a trusted source for information on the college application process, as well as an excellent resource for student searching for scholarships."

#### THEY'RE LOVIN' IT

Thanks to the online and in-person education components, the initiative drove more than 4,000 people to attend the S4S workshops, and the number of 2007 scholarship applications increased by 50% over the previous year. The team credits the multicultural campaign's success to knowing their audience inside and out.

"When developing a campaign, really think about the message that is trying to be conveyed, and how receptive the audience is going to be to the message. Is there a need for the campaign? How will it benefit this particular community?" Guevara says. "After realizing that there was a need in the community to educate both students and parents about the college application process, we developed a campaign which targeted that specific need. The statistics were there, and we wanted to do something about it." ■



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*v1deo\_2.0:*

Sweet : ) thxs! Congrats, that awesome podcast series you worked on is a finalist too!



*dj\_podcast:*

Yeah, very cool. Just saw the video again. Over 100,000 views, just on YouTube! <http://www.youtube.com/watch?v=tQRBW9LrT-I>



*v1deo\_2.0:*

That's awesome! So glad we have cool clients.  
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## MEDIA EVENT

### Allergan & Chandler Chicco Agency

#### “Moment of Truth” Obesity Health Education Campaign

Allergan, the makers of the LAP-BAND Adjustable Gastric Banding System, set out to launch an obesity health education campaign in 2007 to raise awareness that the surgically implanted device is a less invasive option than gastric bypass surgery. The communications executives hoped that this message would in turn help motivate the millions of obese people to discuss appropriate, safe and effective weight-loss solutions with their doctors.

To fulfill the campaign’s goals, Allergan enlisted the services of Chandler Chicco Agency (CCA), which suggested using the Prochaska and DiClemente behavioral change model to illustrate how people are motivated to take action by a personal trigger, be it the humiliation of having to use a seat belt extender on an airplane or the premature death of a loved one due to an obesity-related ailment. CCA leveraged this model to create the “Moment of Truth” theme for the obesity health education program.

#### SELECTING A SPOKESPERSON

To add a personal element to the campaign, the team enlisted Khaliah Ali, fashion designer, author and daughter of the boxing legend Muhammad Ali, to be a spokesperson based

on her own moment of truth—the realization that her weight (335 pounds) would prevent her from seeing her young son grow up—which prompted her to use the LAP-BAND System.

Also, to communicate the campaign’s clinical message and validate the product benefits, 10 leading bariatric surgeons were tapped to hold patient seminars on the subject.

#### SIDE EFFECTS

To further support the campaign, the team developed a Web site to chronicle Ali’s personal journey and to offer information about obesity treatment options and patient seminars. The site also featured an interactive self-assessment tool that would help a person identify his/her “moment of truth” and help him/her find a solution.

All of these factors came together around national

and local media tours that supplemented the grassroots components. To date, more than 18,000 unique visitors have logged onto the campaign’s central Web site and participated in the self-assessment tool, and the media tours have generated more than 127 million media impressions in just over six months. ■



## MEDIA RELATIONS

### Rogers & Cowan and QuakeCon

#### Turning the QuakeCon 2007 “Woodstock of Gaming” Into a Global Phenomenon

Widely referred to as the “Woodstock of Gaming,” QuakeCon is the largest area network video game fan appreciation event in North America. Working with PR firm Rogers & Cowan, QuakeCon wanted to take event global in 2007 in terms of awareness and impact, and to increase the event attendance by 10% from 2006.

#### A SEISMIC OPPORTUNITY

With QuakeCon 2007 scheduled for Dallas and sponsored by the locally based id Software, the team employed the following strategies to meet their goals:

- Position QuakeCon 2007 as a global phenomenon by publicizing the fact that gamers represent 52 countries in attendance;
- Leverage id Software’s brand equity; and,
- Adopt a less-is-more approach to generate chat and pique curiosity.

To determine the messaging and positioning that would set QuakeCon apart from similar events, Rogers & Cowan examined press coverage at the rival events to determine effective media hooks and uncover any new or untapped editors. The firm also reviewed previous-year

media attendee lists to determine additional targets.

#### MOBILIZING THE MEDIA, MASTERING THE GAME

Then, to leverage identified press, Rogers & Cowan sent out a verbal tease prior to the event. The account team let it “slip” that id Software planned on making several important announcements at the event, without divulging anything further. Naturally, this sparked excitement and discussion among editors. Also, id Software evangelists were fed a regular dose of QuakeCon news through chat rooms and message boards.

The firm managed all media activity at the event itself, targeting more than 45 press contacts and developing a variety of pitches highlighting the 96-hour, round-the-clock event schedule. Also, to generate additional broadcast coverage, the agency hired a local TV crew to produce a B-roll package.

Thanks to the combined efforts, QuakeCon 2007 attracted 130 press contacts from more than 60 different outlets, which include *USA Today*, Reuters and *Dallas Morning News*. And the best news? Event attendance grew by more than 10% from 5,400 in 2006 to 6,000 in 2007. ■

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## PRO BONO CAMPAIGN

### Racepoint Group and OLPC

#### Give One Get One

In 2005, MIT professor Nicholas Negroponte launched One Laptop per Child (OLPC), a nonprofit organization established to design, manufacture and distribute low-cost XO laptops for children in developing nations. Two years later, on Sept. 24, 2007, OLPC launched a new component of its initiative called "Give One Get One," designed to overcome the lack of funds and bureaucratic barriers that had kept a number of countries from signing the purchase agreements required to begin the production process.

#### CHOOSING WORDS CAREFULLY

Racepoint Group teamed up with OLPC to help drive North American consumer awareness of/participation in "Give One Get One" leading up to the Sept. 24 launch, ultimately hoping to fund the delivery of 100,000 XO laptops to children in poor countries. But because of the shoestring budget—\$0.00—the team needed to be especially efficient in finding means to achieve this goal. The strategy: Identify four key target audiences and shape messaging to resonate with each.

- Mothers of schoolchildren: The XO laptop is designed specifically for children to learn and explore the world, develop their creative and

express themselves.

- Schoolchildren: The XO laptop makes learning fun and cool.
- Community and faith-based groups: "Tis the season to Give One." (Timed to coincide with the holiday season.)
- Tech geeks: The XO laptop represents a computing revolution: lowest power consumption, mesh network, dual-mode display and social user interface.

Once the target audiences and messaging were established, the team ignited media interest with aggressive outreach to top-tier media in advance of the September launch. Then, weekly announcements kept the momentum going between September and the Nov. 12 launch of the "Give One Get One" Web site (where people could donate money). Plus, a viral campaign targeted mommy bloggers, as well as environmental, charitable giving and techie blogs. A Twitter community and Facebook application rounded out the program.

Thanks to the robust campaign, "Give One Get One" raised more than \$35 million for the delivery of the target 100,000 laptops—and then some—to children in Afghanistan, Cambodia, Ethiopia, Haiti, Mongolia and Rwanda. ■

## PUBLIC AFFAIRS

### One Laptop per Child and Racepoint Group

#### Bridging the Digital Divide

Soon after the launch of One Laptop per Child (OLPC), a nonprofit organization that manufactures and distributes low-cost laptops to children in developing nations, it became clear that OLPC needed a global communications campaign to help influence governments to commit to the program. It also needed to preempt efforts by industry giants, such as Intel, to discredit the organization and shut it down.

#### RACING TO FORM OBJECTIVES

OLPC teamed up with the Racepoint Group and hammered out three main goals for the campaign:

- Help get at least 10 governments interested in working with the OLPC;
- Fight back when it came to Intel's disparagement of OLPC to governments; and,
- Fund the delivery of 100,000 XO laptops to children in some of the world's poorest nations.

To prove that OLPC could deliver a first-rate, low-cost laptop, Racepoint fed the media a series of breaking news announcements in the areas of hardware/software development, manufacturing and distribution. Then, to square off against Intel, OLPC founder and MIT pro-

fessor Nicholas Negroponte was interviewed on CBS' *60 Minutes*, where he controversially said, "Intel should be ashamed of itself" for disparaging the goodwill effort. The broadcast propelled Intel to join the OLPC board in July 2007. (Later Intel violated its member agreements, which prompted OLPC to throw the company off its board; when news leaked to the media, OLPC was portrayed sympathetically, while Intel was not.)

#### CYBER-CHARITY

On Sept. 24, 2007, Racepoint launched a consumer awareness campaign to promote a two-week giving program, through which North American consumers could purchase two laptops for \$399—one for a child in a developing nation, and the other for themselves. The PR campaign targeted general interest and consumer media while reaching out to blogs and online communities. A Web site was created to highlight the efforts of the campaign, and star of TV's *Heroes*, Masi Oka, came on board as an OLPC ambassador, appearing in on-air PSAs.

All told, the OLPC campaign in 2007 yielded tremendous results, entering into purchase agreements with Uruguay, Peru, Mongolia and Haiti, and initiating discussions with 17 other countries. ■

## BLOG

### Southwest Airlines

#### Nuts About Southwest

Southwest Airlines' "Nuts About Southwest" blog has been a digital darling ever since its inception but, never one to ride on the coattails of early success, the airline's PR team knew it needed to keep the blog fresh in order to keep it relevant. So, over the course of the past year, the execs ramped up the blog's presence to include the latest and greatest social media features.

#### A REAL CHARMER

Southwest's blog built a loyal following based on its authentic and transparent content provided by employees in all corners of the company. And, while the posts are often about what's going on within the company and the

airline industry, the blog has also been a platform for candid conversations among the company's stakeholders. Case in point: One employee blogged about his first colonoscopy and, three months later, a reader called him to thank him for saving his life by inspiring him to get a checkup.

But these stories don't necessarily impact the business strategy or the bottom line; what does is the team's decision to bring together the various channels of communication it had with customers, integrating them into the blog. Among the new features:

- A video blog;
- Reader polls; and,
- Options to personalize content.



#### SOMETIMES YOU FEEL LIKE A NUT

The upgrades made to the Southwest blog proved to be worth their weight in bandwidth. The ability to customize their experience on the site drew exponentially more consumers to the site; from January 2007 to March 2007, the number of visitors jumped by nearly 100%.

"We know that our people are our greatest asset," says Linda Rutherford, vice president of PR and community affairs. "The blog gives our employees a platform to share their industry knowledge, exchange personal stories and connect our customers to the Southwest culture we live and experience every day."

## PODCAST /VIDEOCAST

### Lion Brand Yarn & Converseon

#### Lion Brand YarnCraft Podcast

Lion Brand Yarn, one of the country's oldest hand-knitting yarn companies, wanted to expand its online presence and promote a greater solidarity among its target audience by making digital content available to knitters and crocheters.

Working with Converseon, the team decided to launch a podcast series to appeal not just to the "knitterati," who are already engaged in social media, but also to less-tech-savvy Lion Brand consumers as well.

#### KNITTING TOGETHER A PODCAST

To create and implement the podcast, the team needed to create a voice for Lion Brand Yarn to bring the family brand

into the online world and leverage its knit/crochet content with a new medium. Also, seeking out new relationships and partnerships (as evidenced by their spokesperson Vanna White) was critical for generating new opportunities.

"It was important to us that the podcast sound like an authentic conversation with the Lion Brand team and not a rehearsed, overly produced broadcast," says Christin Eubanks, account executive at Converseon. "For this reason, and to keep costs down, we opted against a sound studio and instead recorded from the Lion Brand design studio, on the road at events and over the phone for long-distance interviews."

The first podcast launched on Oct. 16, 2007. Since then,

16 episodes have reportedly aired. Two Lion Brand staffers, Liz Shaw of product development and Zontee Hou of marketing, served as primary hosts of the podcast; an accompanying YarnCraft blog fields comments from listeners. The podcast is also heavily promoted through existing Lion Brand vehicles, such as the Web site, the weekly e-mail newsletters and blogger outreach/link-building.

Presently, the total downloads for podcasts is 255,846; the average number of downloads per episode is 17,056. Since the podcasts started airing, there have been 130,000 visits to the YarnCraft Blog, with a total of 210,000 page views. ■

## SATELLITE MEDIA TOUR

### Susan G. Komen for the Cure & Weber Shandwick

#### The State of Breast Cancer SMT/RMT

To advance public understanding of the urgency of getting screened for breast cancer and seeking treatment, Susan G. Komen for the Cure and Weber Shandwick teamed up to develop a public service campaign that centered on a report entitled The State of Breast Cancer. The report was written for readers who have an interest in learning about the disease, and enhancing its visibility hinged on a combined satellite media tour and radio media tour (SMT/RMT).

Dr. Eric Winer, Komen's chief scientific advisor, was enlisted as one of the key spokespersons to lend his medical expertise to the tour; Nikia Hammonds-Blakely, 15-year-old breast cancer survivor and member of Komen's Young Women's Advisory Council, added a human-interest element. Also, because Hammonds-Blakely is African American, she could authentically engage

that sector of the population, which is highly affected by breast cancer.

#### DEPLOYING TACTICS

To ensure a successful SMT/RMT, Weber Shandwick disseminated a media alert that focused on Komen's The State of Breast Cancer Report. The agency also developed talking points about Dr. Winer's scientific background and Hammonds-Blakely's personal experience.

All told, a four-hour SMT/RMT with Dr. Winer and Hammonds-Blakely yielded a total of 33 media interviews, including coverage in Boston, Orlando and Denver. More than 1.7 million TV viewers and more than 2.2 million radio listeners were reached, totaling more than 9.5 million media impressions. ■



## PRODUCT LAUNCH

### M Booth & Associates and I Can't Believe It's Not Butter!

#### I Can't Believe It's Not Butter!—Mediterranean Blend Launch

As American consumers increasingly embrace “all natural” and “organic” food trends, margarine brands—once lauded for being a healthier alternative to butter—continue to see their sales melting away. I Can't Believe It's Not Butter!'s executive team decided to face the challenge head on by introducing a “Mediterranean blend” to its offerings, with the hook being the product's olive oil base.

#### I CAN'T BELIEVE IT'S ... OLIVE OIL?

Teaming up with M Booth & Associates, the communications team set out to create awareness of the product and tout the health benefits of olive oil. The Mediterranean aspect certainly had built-in appeal, but the campaign needed a “what's in it for me?” element to get consumers interested. That element came with the team's decision to host a sweepstakes, in which the winner would receive a one-week getaway to the private island of Isla de sa Ferradura, off the coast of Ibiza, Spain.

After announcing the sweepstakes to targeted media with the help of brand spokesman Fabio, the team created a microsite ([www.tasteyoulove.com](http://www.tasteyoulove.com)) and challenged consumers to guess the name of the yet-to-be-revealed Mediterranean island based on a series of clues. Then, a kickoff event in New York City introduced customers to the product via a virtual Mediterranean Island, which was created inside an 85-foot-long glass truck. The virtual island was complete with sand, 80-degree temperatures (during the coldest season) and, of course, samples of

foods made with the product. Fabio was even on hand for meet-and-greets.

“Consumers were invited to have their photo taken with Fabio,” says Javier Martin, senior brand manager of I Can't Believe It's Not Butter! “They were then directed to the brand's Web site to retrieve their complimentary photo, enter the contest and interact with the brand. Offering a layered experience live with Fabio and online through the photo and contest engaged the consumers and provided a rich brand experience. Brand messages were delivered through a one-on-one experience and then reinforced online later at the consumer's convenience.”

#### PARADISE FOUND

The launch event and its supporting components merged to create a brand experience that resonated with the target audience, thus achieving the campaign's goals: Sales increased by 2.1%, Web traffic shot up by 70% and more than 50,000 consumers entered the contest. What's more, 80% of media impressions contained the message around the product's olive oil base and subsequent health benefits.

When setting out to launch a new product, Martin offers this advice to executives:

“Create a memorable brand experience offline and online that brings key brand messages to life to reinforce and provide value added content for key consumers. A layered campaign with engaging media channels will provide consumers with a branded experience that will live past a product launch and help create brand loyalists.” ■

## SOCIAL MEDIA CAMPAIGN

### Cone LLC & Jockey International Inc.

#### Jockey International Launches StopSquirring.com and JockeyUnderWars.com

Jockey is an iconic American apparel brand, but by 2007 it was time to launch a new brand positioning effort that targeted a younger audience with a “freedom to be you” theme. Partnering with Cone LLC, the team realized that reaching the target audience to increase awareness and boost sales would require leveraging social media to take the campaign viral.

#### CATCHING THE NEW MEDIA BUG

Our biggest challenge from a PR standpoint was breaking through the clutter in a very crowded space,” says Amelia Ott of Cone. “When you think about the fact that viral marketing campaigns are a dime a dozen, we needed to find a way to draw attention to Jockey's campaigns and create traction with our audience.”

The attention-grabbing tactic turned out to be the creation of two Web sites, StopSquirring.com and JockeyUnderWars.com, which hosted consumer-generated videos of the kooky ways people try to alleviate discomfort caused by ill-fitting underwear, as well as a dance-off competition in which consumers could submit funny videos of them dancing in their underwear.

“We leveraged the sites' attention-grabbing video content and provided it to media and bloggers in a way that they could easily post the content on their sites and share it with others,” Ott says. “We also specifically targeted the appropriate media and blogs to engage a younger consumer audience. We built a rapport with those targets through off-beat and unconventional outreach approaches that caught their attention and piqued their interest.”

#### SO YOU THINK YOU CAN DANCE?

The unconventional approach succeeded in taking the campaign viral. Within less than three months, the effort garnered more than 310 media impressions in digital and traditional outlets. Both Web sites saw an increase in traffic thanks to media coverage, thus enhancing the brand's new positioning among a younger consumer base. ■



# RE-BRANDING/RE-POSITIONING

## RF | Binder Partners & Dunkin' Donuts

### Brewing Brand Awareness in a Highly Competitive Environment

It's a dog-eat-dog world for coffee retailers, and it was no exception for Dunkin' Donuts. The company enjoyed a following of loyal customers, but the business world still viewed it as a local doughnut chain, rather than the world's largest retailer of hot and iced coffee. To change this perception, and to position itself as the place for quick, affordable and high-quality coffee, Dunkin' Donuts partnered with RF | Binder Partners to initiate a coffee groundswell.

#### BREWING A FRESH BRAND

The team identified its first priority as informing consumers that Dunkin' Donuts sold the most cups of coffee per day in America, thus making them an expert. This message would

then serve as the foundation for additional talking points, including convenience and affordability for customers, and tremendous growth potential for business leaders.

"Leveraging a mix of proactive and reactive announcements, informational materials, interviews and mailings, [the team] contacted key media on an almost daily basis to remind them that Dunkin' is the number one retailer of regular coffee, and an alternative for customers who are tired of long waits and high prices associated with the competition," says Josh Gitelson, senior managing director at RF | Binder. "Without ever mentioning competitors' names in any materials or pitch, we helped media to compare Dunkin' to other brands by providing research showing that customers are way of brands that don't provide the flexibility and speed busy people demand."

This research, as well as partnerships with celebrity brand ambassadors Rachel Ray and renowned chef Stan Frankenthaler, established the company's coffee credentials. Then, the team leveraged new product innovation to demonstrate that the brand was coffee-centric. A "free iced coffee day" on March 21, 2007, gave consumers the opportunity to experience the brand's coffee; a "Running of the Cups" event, held in conjunction with the Leary Firefighters Foundation, promoted Dunkin' as a summer iced beverage destination.



#### CAFFEINE BUZZ

The team successfully repositioned the Dunkin' Donuts brand, with ongoing media coverage that consistently cites the company as a hot coffee chain—and a challenger to coffee retail darling Starbucks.

"When trying to change perceptions, creativity and persistence are key. Teams must be open to trying new and exciting ways to generate interest and awareness," Gitelson says. "Beyond straight media relations, some of our favorite activities that we created and implemented, and the ones that ultimately made perhaps the biggest impact, were born from a shared drive to think differently and try new things." ■



# ANNUAL REPORT

## Cable Positive

### 2005-2006 Cable Positive Annual Report

More than 25 years may have passed since HIV/AIDS emerged as a critical risk to communities worldwide, but statistics show that the epidemic is far from being eradicated. As the cable industry's AIDS action organization, Cable Positive executives wanted to give stakeholders and the general public an understanding of the brand's accomplishments in terms of education, as well as to raise awareness about the amount of help that is still needed to combat the disease. They decided to use Cable Positive's 2005-2006 annual report as the vehicle for communicating these messages

#### UNDER CONSTRUCTION

"Our annual report covered two year's worth of work, so we had the challenge of making what Cable Positive did in the fight against HIV/AIDS fresh and relevant to our support base," says Max Johnson, communications coordinator for Cable Positive. "After careful planning with our marketing firm, The Watsons', we came up with a graphical approach that let Cable Positive's achievements stand out, and a structure that highlighted our stakeholders communities, yet conveyed the need for further support."

Thus, the end product is a document that speaks to the "we have work to do" theme in a raw, visual way, with black and white images throughout that were overlaid with red hand-written comments and pull quotes to embody a "work-in-progress" feeling. The team distributed the report to key stakeholders via direct mail and online, as well as by distributing Cable Positive-branded flash drives with the report and public service announcements that auto-loaded once connected to a computer.

#### MAKING THE CONNECTION

"Having a document that was hands-on and approachable was key," Johnson says. In our case, we had to work with two years of information, so we structured the report in bite-sized pieces; when an individual was looking through the report (print version or PDF version), it was laid out in a way that information stays easily accessible."

Thanks to the team's approach of staying focused on the audience and communicating an authentic message, the report was recognized at the Service Industry Advertising Awards, and it successfully raised awareness of Cable Positive regional chapters to a national level. ■



## **SPEECH**

### **Tim Hayes Communications**

“Get Out! Commencing a Journal of Continuous Self-Improvement” –  
2007 Commencement Remarks to Robert Morris University

Last year, Velma Monteiro-Tribble, COO of the Alcoa Foundation, one of the world’s largest producers of aluminum, was scheduled to deliver the commencement address for Robert Morris University in Moon Township, Pennsylvania. Monteiro-Tribble wanted her speech to jolt the graduates out of their complacency and get them ready for the demands of the business world. To help her achieve her objective, she engaged Tim Hayes Communications to assist her with the presentation.

#### **FINDING A HOOK**

Because she had to overcome so many obstacles, such as childhood poverty and discrimination, to achieve personal success, Monteiro-Tribble felt that her speech should be replete with lessons learned based on her experience, rather than the platitudes college graduates normally hear at commencement.

“She came from such a diverse, colorful and sweeping history of achievement and observations that pinning her down to a single takeaway became the real challenge,” says Tim Hayes, president of Tim Hayes Communications. “Only through rereading my notes, taking time to think about how it all worked to make her the vibrant and fascinating person she is,

could the theme of ‘Get Out!’ come into clear focus.”

#### **ENCORE**

Monteiro-Tribble’s speech immediately got the attention of grads when she started it off with a sharp directive: “Get Out!” By making this a theme throughout her address, Monteiro-Tribble was able to make a number of cogent points to her audience. The 20-minute speech contained numerous references to her life, backed by anecdotes and quotes from historical figures Monteiro-Tribble admired and emulated. Key messages included the need to look beyond one’s comfort zone, to never stop moving forward and to always seek out new knowledge, all of which characterize how Monteiro-Tribble has lived her own life.

The reaction to Monteiro-Tribble’s speech was uniformly positive. The Robert Morris University reported more than 2,000 visits to the video replay of her presentation on its Web site within the four months following the commencement event. Press coverage was widely favorable, with clips of Monteiro-Tribble’s speech seen on local newscasts the evening of commencement day and referenced in regional newspapers the next day. ■



g Commitment  
through pro bono legal service

## **EXTERNAL PUBLICATIONS**

### **Latham & Watkins**

2007 Pro Bono Annual Review

One of the largest providers of free legal services in the world, Latham & Watkins wanted its 2007 Pro Bono Annual Review (whose theme was “Defining Quality”) to provide a balanced overview of the firm’s program, while engaging the reader visually and with compelling content.

The PR execs jump-started efforts by assembling a team that concentrated on content, overall strategy, writing and design. The firm’s pro bono counsel was an important link to information, and the voices of attorneys, clients and pro bono partners were interspersed throughout the report.

“Our challenge was to not let the scope of the subject matter overwhelm the homegrown nature of pro bono work,” says Mark Goldberg, internal communications manager at Latham & Watkins. “We had to do this while matching the design, theme and professional tone of our firm’s annual report, which is a more corporate-looking sister publication.”

#### **DIVIDE AND CONQUER**

Featuring an inspirational message from the firm’s chairman, the report was divided into three areas—“Demonstrating Achievement,” which focused on a review of the past year; “Demonstrating Community,” which included an office-by-office breakdown of pro bono highlights; and “Demonstrating Vision,” which looked ahead, focusing on efforts to foster the next generation of public interest attorneys.

#### **A VALUABLE ASSET**

The publication has become a source of pride for staff and an achievement that Latham & Watkins shares with its community. Immediately after the publication’s release, the firm’s attorneys requested that copies be sent to a total of well over 5,000 clients and contacts around the world. Also, within the same time frame, the recruitment office has sent it to hundreds of law students and other prospective candidates. ■

# ANNIVERSARY CAMPAIGN

Ogilvy PR Worldwide and DuPont Corian

Bringing Style to the Surface With DuPont Corian

## IN THE BEGINNING

In 2007, Ogilvy PR Worldwide was tapped to reposition the 40-year DuPont Corian as a premium brand among consumers, designers and architects. The goal was to drive consumers and professionals to choose Corian, the solid surface countertop, for their design needs.

## CELEBRATING A MILESTONE

To revitalize the perception of an historic brand and enhance consumer demand, Ogilvy PR took a three-pronged approach to promote DuPont Corian's 40th anniversary:

- Showcased the most spectacular residential and commercial applications of Corian by renowned architects and designers;
- Integrated PR activities with the earned media platform created for the brand; and
- Leveraged the largest annual color launch in company history to display Corian's versatility and design flexibility.

## DESIGNING A SUCCESS

To help refashion DuPont Corian as a modern brand while celebrating its 40th anniversary,

Ogilvy PR brought an international exhibition of 40 objets d'art made entirely of Corian to the U.S. for the International Contemporary Furniture Fair in May 2007. In addition, Ogilvy PR partnered with architect Jean Nouvel to create a futuristic installation with Corian that would demonstrate the interesting effects achieved with the material.

Ogilvy PR also launched the Corian "Who Inspires You" content in conjunction with KitchenAid to reward community leaders.

## VISUAL BONANZA

The ROI was overwhelmingly positive. More than 90% of the articles about Corian included DuPont's key messaging. Also, the campaign garnered B2B media placements in 90% of the top 15 building, remodeling and construction trades, as well as glossy consumer mags.

## IN HINDSIGHT

"We learned that we have to be nimble all year long, taking advantage of national news trends as they happen," says Danielle Mackey, VP of Ogilvy. "Also, [in retrospect] we would have sought national media partners for our consumer contest, to enhance it even further." ■

# WEB SITE

WATG

www.watg.com

Being a top design consultant for the hospitality, leisure and entertainment industries, WATG needed a Web site that reflected its brand; its current site was text-heavy and in dire need of a redesign. The team knew the most important elements of the soon-to-be made-over site would be stunning visuals, rich content, easy navigation and the ability for non-tech-savvy staffers to update the site regularly.

"We hadn't redesigned our Web site in seven years, so we essentially had to start from scratch," says Robin Clewley, WATG's PR manager. "WATG is a global design firm, so it meant soliciting information from all of our staff in offices all around the world."

## FROM CONCEPT TO EXECUTION

To conceptualize the revised Web site, WATG executives conducted research on existing perceptions of the organization among its stakeholders. After surveying 250 people through a Web-based questionnaire, WATG asked branding consultant Incite Partners to perform one-on-one telephone interviews with an additional 20 clients, prospective clients and consultants.

In addition to these research elements, the team scoured hundreds of Web sites from related industries, and then hired the design firm Electroglyph to help achieve its creative online vision.

The first step the team took was to incorporate a custom content management system that would allow the WATG staff to update the content on a regular basis. Other

distinguishing features included:

- Large displays showcasing diverse design styles;
- Use of rich media, including slide shows, videos and podcasts;
- Ready-made story ideas for the media, in addition to press releases and articles; and
- The WATG Blog: posts of ideas, photographs, opinions and experiences of staff members for others to read and comment on.

The new Web site generated significant ROI for WATG. Not only did it account for a fivefold increase in qualified leads from prospective clients but, seven months following its launch, there was a 40% increase in page visits per month. Also, thanks to positive word of mouth and increased linkage to the site, 74% of users are new visitors.

## LESSONS LEARNED

"While it was smart to use an outside branding agency to help with the new Web site concept," says Clewley, "we should have appointed an internal Web site project manager solely dedicated to managing the Web content distribution in the months/weeks leading up to the launch." ■





## WORD OF MOUTH

### Crest & Weber Shandwick Beijing

#### Crest Smile-vocates Journey Campaign

If you thought your U.S.-based digital communications efforts were tough, you can at least be relieved to know that there is an even more rough-and-tumble media environment out there: China, which is now the biggest Internet market in the world.

This is the situation faced by the team at Weber Shandwick Beijing, which was tapped by Crest in 2007 to bolster the oral healthcare brand's awareness and loyalty throughout China. Given the country's mammoth population—1.3 billion and counting—the only way to attack the challenge would be via word of mouth (WOM). Once the method was established, then, it was just a matter of getting people to talk.

#### SAY CHEESE

Based on research findings from surveyed media, consumers and opinion leaders, the team decided to construct the "Crest Smile-vocates Journey" campaign around a group of traveling Crest representatives—Smile-vocates—whose WOM advocacy would be supported by online media and traditional PR.

"After the core Smile-vocates team was established, [Weber Shandwick Beijing] set up an official Web site [www.smile2u.com.cn] and blog to further promote the Smile-vocates," says Jeff Wang, senior consultant at Weber Shandwick. "Simultaneously, we facilitated numerous discussions on online bulletin board systems, a powerful platform for social-networking among Chinese 'net-izens.' This drove traffic to the official Web site, where information about the Crest brand and product were subtly integrated."

With an in-person component and a digital infrastructure in place, the Smile-vocates—with the help of a campaign mascot, a "creature" with a sparkling white smile—were set loose to spread the campaign message—"smiling makes the world fall in love with us"—by engaging audiences around key events and locations, including the 2008 Beijing Olympics and the Crest China headquarters in Guangzhou.

#### A WORD OF ADVICE

The Smile-vocates Journey campaign made a big impression among media and consumer audiences, a result that is perhaps best illustrated by the 5,100 photos of smiling people that were uploaded to the campaign site. Wang and his team attribute the success to a few key best practices that can be applied to any WOM effort:

"Study the brand and product, and then be clear about what you want to communicate and who the target audiences are," he says.

Identify their Web lingo, attributes and triggers, and be prepared before you enter social channels. The trick is knowing how to make it snowball into massive Internet WOM. In new media, it's all or nothing." ■



▶▶▶▶▶ A team of Smile-vocates says 'cheese.'

## GREEN PR

### Weber Shandwick & Unilever

#### Go Green and Small with All

To bring its laundry detergent brand into the green conversation, Unilever partnered with Weber Shandwick to launch "Go Green and Small with All," a campaign that would communicate the brand's environmental leadership as a pioneer of concentrated laundry detergent, which uses less water than other products.

#### SCHOOL DAYS

The team determined that the best way to get their message across was to reach its target audience—moms—through elementary school students via a national search for "The Greenest School Kids in America."

To kick off the search, the team launched www.gogreenwithall.com in partnership with AOL to host the contest and collect nominations, as well as to serve as a resource for families looking for small but effective ways to help the environment. It also partnered with *The Ellen DeGeneres Show* to promote the contest and raise awareness

of the environmental benefits of "All small & mighty." Spokespersons, such as Grammy Award-winning LeAnn Rimes and eco-expert Kim Carlson, were also enlisted to take up the cause and do the media rounds.

Once 10 schools were chosen as finalists, *The Ellen DeGeneres Show*, as well as local and regional media, served as platforms to make the announcement and generate buzz. The winning school was subsequently announced and promoted on *The Ellen DeGeneres Show* as well as on local and regional media outlets.

#### ABOVE AND BEYOND

The campaign generated more than 312 million media impressions, which surpassed the original goal by 225%. The team secured 8,216 placements, more than eight times its goal, in such outlets as *Fox and Friends*, *In Touch*, *Star Magazine* and *The Wall Street Journal*. The contest attracted more than 20,000 participants in just four months. ■

# ■ PRESS RELEASE

## DIY Network

### DIY Network's Blog Cabin

To create a publicity campaign that would bring user-generated content to life, DIY Network needed to convince the DIYnetwork.com users who don't currently view its on-air programming to tune in and, in turn, "virtually" participate in building the Network's "Blog Cabin" nestled in the foothills of the Great Smoky Mountains.

Thus, creating a message that would resonate with DIY Network's audiences was critical in its press release. The theme "You design it. We build it. You could win it!" was used to underscore the fact that DIY's Blog Cabin was being designed by users' input, giving them a chance to choose, influence, connect and even win the keys to the cabin.

#### ENCOUNTERING ROUGH PATCHES

But there were challenges with working between two platforms and audiences—online and on-air—both of which had distinctly different tastes. "The timelines, assets and outlets for these two platforms are vastly different, and we planned to experiment with communications vehicles we hadn't used before, which created uncertainty and put additional stress on the team and the plan," says Brandii Toby-Leon, director of PR for DIY Network. "DIYNetwork.com enjoyed positive perception in the blogging community, but it had not yet done a targeted blogger outreach. It was imperative for success in this space that we be judged as authentic, responsive and authoritative."

With that in mind, a campaign was created that tied together both on-air and online

content and tapped into audiences for each platform. This was embodied by the multimedia press release about the campaign, which was chock-full of Web links, as well as video and photo downloads. Targeting interactive outlets, the release was used to reach the Web audience. The team also worked with existing cabin-related blogs and other DIY sites to create buzz around the project.

#### CABIN FEVER

Throughout the run of the program, which began in February 2007 when DIY's *Blog Cabin* show launched with the online voting component, the program outperformed its entire season to date and increased its lead-in audience by over 50%. More than 3.2 million entries were received in the Blog Cabin sweepstakes and, within the first two months of the launch, a total of 4.2 million votes were cast to determine aspects of the cabin. Traffic was high during the project, generating 1.2 million page views and more than 100,000 video views.

"The inaugural *Blog Cabin* proved what we already thought: DIY Network and DIYNetwork.com audiences were hungry for two-way— even three-way—communication between viewers/users, the network and each other," says Toby-Leon. "In the press, we learned that creating one easily accessible Web space with all the press assets was truly beneficial in receiving coverage regardless of the reporters' media platform." ■



In May 2007, VirtuallyOpenHouse.com realized it needed to expand its visibility to St. Louis home buyers and, more specifically, their realtors, as the 11,000-plus area real estate agents had a number of Web options for showing their clients home listings online.

#### ROLLING OUT THE BLUEPRINTS

Research played a starring role in developing the program's strategy. Partnering with Mercury Multimedia, the team analyzed other real estate Web sites and television shows to identify ways in which VirtuallyOpenHouse.com could differentiate itself and reach audiences via these channels. Analysis revealed there was a lack of dynamic visual information available both on TV and online that appealed to a local audience. Mercury filled the void by

# ■ VIDEO PROGRAM

## Mercury Multimedia & VirtuallyOpenHouse.com

### VirtuallyOpenHouse.com

combining the best of both worlds—video tours narrated by a professional TV personality to air on television, and searchable video tours online for home buyers and realtors.

#### HOME INSPECTION

But launching a TV program that also had a video online component was difficult to do with a small budget. With limited initial public awareness of VirtuallyOpenHouse.com, Mercury had to generate interest in the TV program before it existed.

To accomplish this, the team reached out to key St. Louis realtors, soliciting their participation in the launch of the TV show; scripting, shooting and editing of more than 30 properties for TV; and developing press materials.

#### CLOSING THE DEAL

The launch of *Virtually Open House* resulted in over 800,000 consumer impressions in media outlets from the *St. Louis Post-Dispatch* to the *Jefferson County Journal*. The print coverage triggered a spike in traffic at VirtuallyOpenHouse.com, with hundreds of hits to the Web site within hours of the release of the *St. Louis Post-Dispatch* article. Plus, as a result of the launch, *Virtually Open House* averaged 3.0 Nielsen ratings for the entire fall 2007-08 season. ■



# The Top PR Firms

## SMALL PR AGENCY OF THE YEAR (TIE)

### MAKOVSKY + COMPANY

2007 was a banner year for Makovsky + Company thanks to, among other efforts, its executives' contribution of intellectual property to the PR profession. From sponsoring a national research study and producing nine white papers to launching a blog focused on the digital revolution, the agency proved to be a thought leader to both its clients and its industry peers. This thought leadership helped contribute to a 25% jump in revenue over 2006.

#### FORESIGHT IS 20/20

Makovsky + Company supplemented its financial performance with new practices areas—Online Fluency, and Branding + Visual Communications—as well as by hosting breakfast seminars on “Global Reputation and the Digital Future,” which featured Jeff Cole, director of USC Annenberg’s Center for Digital Excellence.

#### BUYING WHAT THEY'RE SELLING

Among the new accounts won by the agency in 2007 were American Express, Abbott Laboratories and Diageo. Perhaps more important, though, are the endorsements from long-standing clients like ATM Corp., Charles Schwab and Booz Allen Hamilton. According to Michael Bulger, director of public relations for Booz Allen Hamilton, “The Makovsky team has played a critical role in both strategy and execution, and our superior results are a testament to this strong partnership.” ■



Ken Makovsky, President

## MIDSIZE PR FIRM OF THE YEAR

### MWW Group



As put forth by CEO Michael Kempner, the rallying cry for staffers at the MWW Group in 2007 was “innovate, inspire and lead.” This mantra imbued the agency with the urgency and passion needed to take MWW to the next level of achievement.

#### GLOWING STATS

Statistics support the success of Kempner’s battle cry. New mentoring and employee developed programs resulted in an 86% retention rate—an anomaly in a highly competitive marketplace, where attrition is a constant.

“The economy continues to struggle, yet in the midst of this economic gloom, MWW Group thrived,” says Kempner. “Maintaining a high standard of performance in the midst of a growth phase is a continuing challenge that MWW Group met.”

Plus, with more than 85 new clients added to its roster, including Anheuser-Busch, Medco Health Solutions, Washington Wine Commission and Pegasus Capital Advisors, MWW Group underwent a 16% increase in growth and recorded net revenues of \$43 million.

Several unique programs helped vault MWW Group to the top of the PR pyramid in 2007:

- Deloitte: MWW Group worked with Deloitte National PR to leverage the company’s culture of values-based leadership while promoting chairman of the board Sharon Allen’s philosophy about the need to strive for a healthy work-life balance.
- Samsung at CES: MWW Group helped Samsung garner a lion’s share of media coverage at the International Consumer Electronics Show. Securing 30 executive interviews, 453 million media impressions and 433 in-depth booth tours, the agency made sure that this was Samsung’s most successful International Consumer Electronics show performance in company history.

#### LESSONS FROM THE TOP

“The value of effective communications is actually heightened in an economic downturn,” says Kempner. “Companies need smart, strategic advice on how to communicate their value proposition to a skeptical audience. A smart, aggressive company will have a pronounced advantage during times like these. MWW Group grew in 2007 while many others either lost business or struggled to stay in place. We feel that is a testament to our creativity and work ethic.” ■

# SMALL PR AGENCY OF THE YEAR (TIE)

## WARSCAWSKI

Since being founded in 1996, Warschawski has enjoyed year-over-year bottom-line revenue growth. But, beyond the bottom line, the firm invests in its talent to maintain its prestige and commitment to clients—so much so, that in 2007, each of its 17 employees received a raise or promotion. Additionally, the entire staff benefits from robust professional development and mentoring programs to enhance individual—and agency-wide—expertise.

### WE ALL SCREAM FOR ICE CREAM

This robust expertise contributed to several new account wins in 2007, among them the Country of Norway, United States Tennis Association and Maggie Moo's. The latter client benefited from a campaign that increased the ice cream brand's visibility via Super Saturday, a star-studded, invitation-only event that was hosted by designer Donna Karan.

Thanks to the event and its related media outreach,

traffic to Maggie Moo's Web site increased by 20%, and the company received feature coverage in national magazines including *InStyle* and *Star*.

### RUNNING FOR COVER(AGE)

Another of Warschawski's premiere clients, The Athlete's Foot, commends the agency for the successful execution of the company's 2007 back-to-school promotion.

According to Lori Hall, director of Retail Marketing for The Athlete's Foot, "Bar none, Warschawski is the best PR



firm I've ever worked with—great strategy, exceptional execution, incredibly responsive, thoroughly committed. And, most importantly, you [get] results." ■

# LARGE PR AGENCY OF THE YEAR

## WEBER SHANDWICK

2007 marked the best year in Weber Shandwick's history, thanks in large part to the agency's ability to make a successful push toward being a more global business. With multinational clients including Unilever, MasterCard Worldwide and Pfizer, the agency experienced double-digit growth across all regions.

### TALENT SHOW

High-profile clients weren't the only contributors to Weber Shandwick's success. Its attention to recruiting and retaining top talent has kept its staff strong in spite of the turbulent economy. What's more, the agency capitalizes on its global network through its Global Exchange Program, in which employees have the opportunity to work in a different office for up to six months, thus expanding their skill sets and introducing them to new parts of the world. This program facilitates the Weber Shandwick's collaborative culture and expansion to new markets.

### DOING WELL BY DOING GOOD

Staying with the firm's focus on cultivating leadership, its "Making a Difference" internal awards program encourages employees to contribute their time and expertise to nonprofit organizations worldwide. In 2008, Shandwick's U.S. offices were even awarded the prestigious "Green Certification" (ISO 14001) following a review of its environmental management processes. This accolade, combined with a roster of well-served clients and a stellar talent development program, makes the agency tough to beat year after year. ■



▶▶▶▶ Harris Diamond, CEO; Andy Polansky, President; Jack Leslie, Chairman.

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# The Winners

## MARKETING COMMUNICATIONS cont'd from page 1

Vegemite that told stories about people, not ads.”

The communications team homed in on the perfect human-interest hook: The eight original “Happy Little Vegemites” who, by 2007, were well into their senior years. Since Kraft’s archives didn’t have any information about the identities of the then-children, the team mounted a nationwide “Happy Little Vegemites: Where Are They Now?” search. Kraft’s customer service hotline became the de facto search headquarters, where an issues management plan was put in place to vet false claims and to media train cast members once they were identified. Then, it was just a matter of issuing the call for Vegemites.

### CALLING ALL VEGETITES

The news of the “Where Are They Now” search was picked up by newswires immediately after

the March 13, 2007 announcement, and a proverbial tidal wave of interest ensued. By day two, reporters were demanding daily progress reports, including facts and figures on leads and confirmed identifications. All of this buzz coalesced for the launch of the new ad campaign, not to mention the press conference in which all identified original Vegemites appeared (seven were present; one was deceased).

“We empowered our key stakeholders—the Australian public—to be part of the search,” says Fegent. “What differentiated this call-out was that we drew on the history and nostalgia associate with Vegemite, and put the search in [the public’s] hands.”

By doing so, the team’s efforts and subsequent media coverage generated an advertising value of more than \$AU 688,000 for print and TV alone, and a PR value of more than \$AU 2 million. ■

## FINANCIAL/INVESTOR RELATIONS cont'd from page 1

national outlets;

- Researched the issue to arm CEO Dan Amos with talking points that justified Aflac’s fairness of compensation;
- Referred business reporters to pertinent shareholder activists who would provide a counter-intuitive aspect of the story, which the Aflac team positioned as a trend story;
- Offered unprecedented access to Amos for national media outlets and in-person interviews; and,
- Sent out news releases throughout the year leading up to the vote to keep the issue top-of-mind.

### QUALITY INSURANCE

The communications team secured a laundry list of media highlights, many of which covered Aflac’s forward-thinking approach in allowing shareholders to have a “Say on Pay.” But, says Sullivan, it’s important to focus media outreach efforts when the subject is controversial.

“Not all media is good media,” he says. “Be prepared to be selective about spokesperson access, and endure the possible consequences in exchange for an outcome that is favorable overall.”

For Aflac in particular, that outcome was indeed favorable: 93% of shareholders voted to affirm executive compensation. “The key to an investor relations campaign,” says Sullivan, “is to ensure that the investors are part of the solution.” ■

## PUBLIC SERVICE ANNOUNCEMENT

### American Institute of Certified Public Accountants

Feed the Pig



The American Institute of Certified Public Accountants (AICPA) was determined to teach young adults the importance of controlling their finances. Partnering with Ad Council, the AICPA sponsored the “Feed the Pig” campaign—the basis of a national financial literacy PSA that targeted Americans ages 25-34 and used a childhood icon—a piggy bank—as its icon.

### PIGGYBACKING OFF THE PIG

In addition to the PSAs, the campaign team created a Web site, [www.FeedthePig.org](http://www.FeedthePig.org), where visitors can find the information and tools needed to make positive changes in their finances. Other resources used to support the campaign were an e-mail comprised

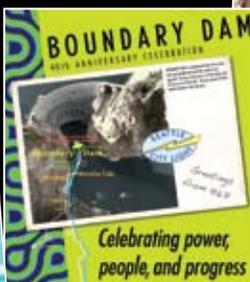
of weekly savings tips, a podcast series featuring a young CPA providing guidance on financial issues, biweekly text messages sent to subscribers reminding them to save some of their paycheck and a Feed the Pig brochure available for PDF download.

### FEAST, NOT FAMINE

Total media impressions of the Feed the Pig campaign topped 500 million; the microsite generated more than 1.2 million visits in its first year. According to a 2007 Ad Council Survey of members of the target audience who have seen or heard the Feed the Pig PSA, 37% respondents said saving for their future is more important than buying the things they want now, compared to only 20% of those who had not heard AICPA’s message. ■



# Honorable Mentions



## ANNIVERSARY CAMPAIGN

### PC MAGAZINE & ROSEN GROUP PR—PC MAGAZINE 25TH ANNIVERSARY:

To commemorate 25 years, *PC Magazine* teamed up with The Rosen Group to increase media impressions and engage advertisers. The team hosted a special event that involved designers “redesigning” the exterior of an HP laptop, which would be auctioned off on eBay, with the proceeds going to Cristina Foundation, an organization that provides computers to people in need. The buzz around the event generated more than 40 million media impression, which equaled a return of 1,000 audience impression per every dollar invested.

### COMMUNICATIONS STRATEGIES & PLAN B: REINVIGORATING INTEREST AROUND DUAL-LABEL ONE-YEAR ANNIVERSARY:

Despite receiving dual-label approval from the FDA a year ago, newsworthiness of the Plan B product had waned. Thus, Plan B teamed up with Communications Strategies Inc. (CSI) to reinvigorate media interest around the one-year anniversary of the approach. CSI enlisted a leading Ob/Gyn doctor to be the spokesperson for Plan B, in turn delivering key messages to the public generating more than 1 billion media impressions during a two-month period.

### WEBER SHANDWICK & SUSAN G. KOMEN FOR THE CURE—KOMEN 25TH ANNIVERSARY:

In an effort to reinvent the brand on its 25th Anniversary, Komen for the Cure worked with Weber Shandwick to underscore the organization’s authoritative voice for breast cancer patients, while giving the brand a new name—Susan G. Komen for the Cure—and logo. Over the course of the year, Weber Shandwick and Komen developed relations with media, held a mission conference, hosted a global summit, commissioned the State of Breast Cancer report and partnered with Garth Brooks to use his “Ultimate Hits” CD to raise money for the cause. The efforts not only celebrated the organization’s 25th anniversary; they also delivered the message of breast cancer awareness to an audience of 1.9 billion over the course of one year.

### M. S. HERSHEY FOUNDATION & NEIMAN GROUP—HAPPY 150TH BIRTHDAY, MR. HERSHEY:

Sixty-two years after Milton Hershey’s death, 6,000 people came together to celebrate what would have been the Hershey founder’s 150th birthday. To bring awareness to Hershey’s legacy, the M.S. Hershey Foundation tapped Neiman Group, and together they hosted a celebration that included spelling out “THANK YOU” with rope on a 300-foot soccer field at Founders Park in Hershey, Pa., which could be seen from “above” and provided the ultimate photo op to capture the historic moment.

### SEATTLE CITY LIGHT BOUNDARY DAM—40TH ANNIVERSARY SEATTLE CITY LIGHT:

In an effort to educate people about the Seattle City Light Boundary Dam, which was created by the municipal electric utility company to lead its efforts in renewable energy development via hydropower, officials used the company’s 40th anniversary as a news hook. Developing themes and images that projected the historical building of the dam, as well as applying those themes to ads, posters, event invitations and Web postings, the company fostered goodwill between community members, utility employees and local dignitaries.

## ANNUAL REPORT

### THE COCA-COLA COMPANY’S ANNUAL REVIEW – THE LANGUAGE OF REFRESHMENT:

Coca Cola’s newsletter, “The Language of Refreshment,” serves as a communications tool to reach the company’s stakeholders, including journalists and industry analysts. The company created a document to show progress in a clear manner, state financial results and educate the audience on the

company’s internal organization. For the 2007 review, Coca-Cola execs wanted to discuss future growth while reflecting on the brand’s evolution in past years, during which time bad publicity and questionable marketing decisions cast a shadow over the company. Thus, “The Language of Refreshment” was designed to show the successes of Coca-Cola after rebounding from a tough time. By using reviews from past surveys and making a Web site available for more information to readers, Coca-Cola has so far received positive feedback from shareholders and employees. Most notably, the company saved money—and trees—by only printing 500,000 copies while distributing 1.5 million.

### THERE HAS NEVER BEEN A BETTER TIME TO BE A MARKET LEADER IN SPECIALTY CHEMICALS – LUBRIZOL:

In 2007, Lubrizol sought to create an annual report that would speak to the pressures faced by specialty chemical developers’ with regard to globalization, industry rationalization and demand for performance technologies. Teaming up with the American Association for Microbiology and Ogilvy PR, the resulting annual report examines all three of these market forces to ensure customers, employees and investors that Lubrizol’s performance and long-term growth will continue. Lubrizol’s report was so successful in delivering its message that it is currently being used by the Securities & Exchange Commission for investor education initiatives as a template for a positive annual report format.

### GETTING THE DIRT: 2006-2007 ANNUAL REPORT – OGILVY PUBLIC RELATIONS WORLDWIDE FOR THE SOAP AND DETERGENT ASSOCIATION:

To help members develop a market for their products and to display its commitment to distributing messages about the positive benefits of cleaning products, the Soap and Detergent Association (SDA) teamed up with Ogilvy PR to create an annual report. With the image of a towel wiping away dirt on the cover of the report, the messages of progress and change were introduced to reader. Then, throughout the report, the “grime” overlaid on the pages disappeared and more patches of white showed up, representing the emergence of a new era within the industry. The creative approach and visual enhancement earned high praise at the SDA’s annual convention.

### SUTTER HEALTH 2006 INTERACTIVE ONLINE ANNUAL REPORT:

Due to the popularity of new media and the desire to provide customers with instant access and information, Sutter Health set out to transform its annual report from a standard print manual into an interactive online resource. In order to successfully do this, Sutter Health went to the main component of success of their company: the customers. The resulting report featured video testimonials from customers showing how Sutter Health met their needs, along with consumer testimonials from affiliated hospitals to get these unique stories from patients. Financial information and statistics also showed Sutter Health’s progress in the industry. Because Sutter Health’s Interactive Online Annual Report is now solely Web-based, it reaches a larger audience; to date, more than 7,500 people have viewed it.

## BLOG

**SONY ELECTRONICS—SONY ELECTRONICS BLOG:** In an attempt to personify the company’s more human side, Sony exec Rick Clancy started a blog in July 2007, inviting consumers to engage in an open dialogue. Since its launch, the blog has become a forum for discussing ideas and suggestions regarding the company’s products, in turn enhancing the brand’s relationship with key stakeholder groups.

### WEBER SHANDWICK—PR EXEC’S BLOG PUTS THE SQUEAKY IN CLEAN:

William Brent, head of Weber Shandwick’s CleanTech practice, became the voice

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# »»»» Honorable Mentions



## HONORABLE MENTIONS cont'd from page 29

behind a new blog that literally set out to “put the squeaky in clean,” bringing attention to the company’s practice area while acting as a resource for the entire clean tech community. One key feature of the blog: a search engine, which now sources more than 300 unique URLs.

**FORD & HARRISON LLP AND HELLERMAN BARETZ COMMUNICATIONS—THAT’S WHAT SHE SAID:** Hellerman Baretz Communications was hired by Ford & Harrison LLP, a national labor and employment law firm, to capture nationwide attention for the firm’s services by displaying their expertise and sense of humor in a blog that mirrors the hit TV show *The Office*. The blog has attracted media attention and increased client interest in the firm through its unique approach to addressing workplace issues and in a light, fun way. As a result, the blog was re-launched for a second season by HBC; they are also considering hosting parties to promote the blog to larger audiences.

**U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES & OGILVY PR—HHS PANDEMIC FLU: CREATING A SYMPHONY OF AMERICA’S LENDERS:** Even the government is in tune with popular ways to reach the masses, judging from its use of blogging to prepare the public for the threat of a pandemic flu. The Department of Health and Human Services worked in tandem with Ogilvy to blog about the topic in a way that would generate interest among Americans nationwide. Since 2007, the site has seen more than 20,000 unique visitors and 130,000-plus page views.

## BRANDING

**GALE GROUP ADVERTISING & PUBLIC RELATIONS—HANKY PANKY GLAM GIRL:** Hanky Panky asked consumers to indulge their inner flirt and treat themselves to 1940s makeovers when the company debuted its bra collection in the fall of 2007, along with introducing the “Glam Girl,” a pin-up girl character that appeared on all branding materials. The bra collection’s launch event was held at Bloomingdale’s in New York City, where customers were served wine and given makeovers to look like glam girls. The branding effort resulted in increased awareness and record product sales.

**MANNING SELVAGE & LEE AND PROCTER & GAMBLE—FEBREZE & SWIFFER SPRING 2007 ALLERGEN PROGRAM:** Manning Selvage & Lee (MS&L) went all out to promote Procter & Gamble’s Febreze and Swiffer brands as allergen reducing products. They enlisted Mike Tringale of the Asthma and Allergy Foundation of America (AAFA) as an expert to identify places where allergens can be found in the home, and to recommend Febreze and Swiffer to as products that help eliminate allergens. In order to increase word of mouth brand recommendations, the team also reached out to moms, nurses and pharmacists to help increase product credibility. The campaign generated more than 112 million impressions and increased ROI by 14%.

**KAPLOW AND EBAY—IF IT’S NOT ON EBAY, IT’S NOT POP CULTURE:** If you didn’t already consider eBay a pop culture phenomenon, you will now based on Kaplow’s branding juggernaut, which used eBay sales data to show that the site validates pop culture trends with the items it sells and the media buzz it creates around products and celebrity items. By reaching out to target audiences with this message, the team garnered millions of media impressions and created a place for eBay in the pop culture market.

**MCDONALD’S AND MORGAN & MYERS—MCDONALD’S MOMS’ QUALITY CORRESPONDENTS:** McDonald’s execs teamed up with Morgan & Myers to recruit

moms across the nation to act as brand ambassadors. After hosting a contest that identified six Mom Quality Correspondents, the team sent the ladies to various facilities involved in the food preparation process to improve the negative perceptions that McDonald’s food isn’t high quality. The correspondents spoke to nutritionists from McDonald’s as well as food quality and safety experts, and they shared their experience with moms across the nation via online communications platform to build trust in the McDonald’s brand. As a result, post-campaign surveys revealed that moms’ perceptions of McDonald’s fast food quality improved dramatically, as did moms’ willingness to recommend the brand.

## CAUSE-RELATED MARKETING

**AMERICAN HEART ASSOCIATION—FOOD CERTIFICATION PROGRAM “DOWNLOAD TO MOBILE” LAUNCH:** The American Heart Association (AHA) launch of its downloadable grocery list application enhanced the organization’s commitment to the cause of promoting heart-healthy foods. Now, thanks to AHA, shoppers can create a heart healthy list at heartcheckmark.org and save it their mobile phone or PDA. Whenever the shopper needs the list, she can quickly retrieve it and modify it, thus increasing the odds of healthier shopping.

**AMERICAN KENNEL CLUB—2007 DOG LOVERS BARKING UP WRONG TREE/ ONLINE PUPPY SCAM ALERT:** After complaints about a dog buying scam threatened to defame the American Kennel Club (AKC) brand, the organization’s execs took matters into their own hands and worked with the Council of Better Business Bureaus to clear their name while educating Americans who were considering buying dogs about the Internet scam that took dog buyers’ money but never delivered the dogs. AKC reached more than 130 million people with this campaign and has taken steps to help people use reputable resources to buy dogs.

**THE AMERICAN LUNG ASSOCIATION & COONEY WATERS GROUP—FACES OF INFLUENZA:** This awareness initiative set out to educate Americans about the seriousness of influenza and to in turn give them the information needed to get annual vaccinations. The American Lung Association teamed up with Cooney Waters Group and an influenza vaccine leader create Faces of Influenza coalitions and public service announcements that reached key stakeholder groups. The educational initiative ultimately secured millions of media impressions, many of which reached the campaign’s target audience of Hispanic-Americans.

**DEVRIES PR & OLAY—SKIN CANCER TAKES FRIENDS:** Olay partnered with the American Society for Dermatologic Surgery (ASDS) and DeVries PR to increase awareness of the dangers of skin cancer. Olay focused on the trust between female friends and offered 2-for-1 free screenings in an effort to educate women about the disease. As a result, 300 hundred dermatologists offered free screenings, and Olay’s sales increased because of enhanced trust in the brand.

## COMMUNITY RELATIONS

**HONEYWELL & NASA, WITH OASIS—FMA LIVE:** While job opportunities in science, math and engineering will increase over the next 10 years, the number of students pursuing these fields is declining. In an effort to inspire the next generation to consider a career in these fields, Honeywell Hometown Solutions joined forces with NASA and created FMA Live!, a program based on Sir Isaac Newton’s Second Law (Force=Mass x Acceleration). The program was designed to relate to and inspire young people through a multimedia educational science concert tour, which featured rock band Oasis. At each event, students participated in various activities, including Velcro walls and go-carts, that demonstrated Newton’s





Three Laws of Motion and then Universal Law of Gravity. The tour reached 40,000 students in schools across the United States and Canada.

**EDELMAN & BUSINESS ROUNDTABLE—PARTNERSHIP FOR DISASTER RESPONSE:** Whenever there is a disaster, oftentimes people want to help but don't know how best to do so. Business Roundtable, a membership organization of CEOs, worked with Edelman to address this issue by building relationships with government and relief agencies, so as to commit more than just financial resources when disasters strike, and to provide resources for mobilizing local communities. After extensive research to figure out how best to lend their support, the partnership's response efforts were tested during the Southern California wildfires. The organization was able to effectively mobilize the community and speed the relief efforts by catering to the most critical needs.

**M&M MEAT SHOP & STRATEGIC OBJECTIVE—NATIONAL FAMILY DINNER NIGHT CAMPAIGN:** In an effort to distinguish itself as a company that cares about family values, Canada's specialty retailer of frozen food, M&M Meat Shop, celebrated its 25th anniversary by hosting the third annual National Family Dinner Night, which helped raise \$30,000 for Crohn's and Colitis Foundation of Canada (CCFC). The company also developed a hamper program that provides meals to families in need; they received government endorsements for their various programs, not to mention more than 40 million media impressions.

**TORONTO HYDRO-ELECTRIC SYSTEM LIMITED—TORONTO HYDRO FESTIVE LIGHT EXCHANGE PROGRAM:** In order to educate people about saving electricity, the Toronto Hydro-Electric System used its annual "Cavalcade of Lights" event to inspire people to replace their incandescent holiday lights with energy-efficient LEDs, which use up to 95% less electricity. Nearly 9,000 Torontonians participated in the program.

## CRISIS MANAGEMENT

**MATTEL—A SUMMER OF RECALLS: MATTEL RESPONDS TO TOY SAFETY CONCERNS:** Numerous toy recalls in 2007 led Mattel to try to find a way take responsibility for the affected products and show consumers that Mattel is committed to their products safety. Mattel made sure to issue their recall as quickly as they could and kept open relations with the media and consumers, granting of one-on-one interviews with media and posting an online video message with Bob Eckert, chairman and CEO. This strategy contributed to a profitable fourth quarter and holiday season. Finally, persistent consumer confidence was confirmed by researchers, and officials at congressional hearings commended Mattel's handling of the situation.

**DALHOUSIE UNIVERSITY—WHEN FACEBOOK ATTACKS:** When a libelous Facebook group falsely accused Dalhousie University of murdering dogs in experiments, the university knew it had to hatch a plan to assure students, researchers and alumni that this was entirely false. Execs negotiated with Facebook to end the group based on its violation of the Web site's defamation policy. Then, rather than actively engaging the media, the team prepared releases and statements showing the university's commitment to the ethical treatment of animals. By using the tools they had at their disposal, Dalhousie University was able to tell their side of the story, and it even garnered national attention on how Facebook groups can be at the root of defaming larger companies.

**CITIGATE CUNNINGHAM — KEEPING A COMPANY RELEVANT DURING ACQUISITION BY INDUSTRY RIVAL:** In 2007, SurfControl, a leading supplier of several global IT solutions, received a formal offer to be purchased by Websense Inc., a security software company based in San Diego. Citigate Cunningham, a PR firm

hired by SurfControl, knew it had to raise its client's leadership profile to ensure that SurfControl would continue to be seen as a relevant player in the communications industry. Most important, customers needed to be convinced to remain confident in renewing contracts with SurfControl. By seeking out top influencers over the company's customers and business partners, by using new media channels and by strengthening relationships with high-level industry analysts, Citigate Cunningham earned positive coverage for SurfControl, alongside consumer high ratings.

## EDITORIAL/OP-ED

**PIVOTAL RESOURCES & CITIGATE CUNNINGHAM—NAMING AND CLAIMING THE CHANGE LEADERSHIP SPACE:** Pivotal Resources knew their stuff with regard to change leadership. The only problem: The media awareness of the company was slim to none. To change this, the company teamed up with Citigate Cunningham, positioning Pivotal Resources president and founder Pete Pande as an expert in the change leadership space. The team promoted Pande's new book on the topic to increase the credibility behind the message that Pande was indeed a thought leader; the team's efforts helped land Pande a gig as a regular contributing columnist to Forbes.com's leadership section.

**WEBER SHANDWICK & MATTEL—SUMMER OF RECALLS: MATTEL RESPONDS TO TOY SAFETY CONCERNS:** It's no secret that Mattel faced a major public trust issue when the company recalled toys due to high levels of lead in the paint used in many of its products. But Mattel executives, in partnership with Weber Shandwick, took control of messaging by having CEO Bob Eckert write an op-ed piece that appeared in the *Wall Street Journal*. The piece addressed the financial implications of the recalls while sharing stories of Eckert's childhood, and his concerns as a parent. The approach humanized the company and prompted the public to focus on Mattel's quick and responsible response to the situation, rather than to the recalls themselves.

**GEO2 TECHNOLOGIES & GREENOUGH—A DRIVE TOWARD FUEL ECONOMY:** In order to generate media coverage for the company's cost-effective clean diesel fuel, GEO2 hired Greenough to use its intelligence and writing savvy to develop an op-ed piece based on GEO2's thought leadership in the automotive and clean-tech industries. With the byline going to GEO2 executive Bilal Zuberi, the piece was ultimately placed in the *Boston Globe*, in turn generating additional coverage in top trade and business media.

**BIG TEN NETWORK:** The launch of Big Ten Network required major publicity to draw awareness to the network's coverage of Big Ten sports and academics, as well as to get support from cable operators. Leveraging media in Big Ten states and universities, the team penned op-ed pieces, columns and letters to the editor that touted the Big Ten Network as channel of interest to viewers that was available on expanded basic cable. As a result, the negative tone that initially accompanied the launch shifted, and more 100 cable operators signed distribution agreements with the company.

## EMPLOYEE RELATIONS

**INSIDEDGE AND THE DOW CHEMICAL COMPANY—BRINGING THE HUMAN ELEMENT TO LIFE:** Dow Chemical Company had aggressive sustainability goals to meet by the year 2015, but an internal survey revealed that only about half of the company's employees reported knowing about the project. Since the campaign focus is the "human element," the company decided to get employees involved by creating a peer-driven storytelling campaign that included 46,000 employees from almost 40 countries around the world. Employees nominated colleagues who are living examples

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of how the company can embody the spirit of the human element. As a result, more than 150 nominations were made, and employees from around the world were celebrated for their work to achieve the company's sustainability goals.

**DELOITTE & MWW—DELOITTE FILM FESTIVAL: FIRST-EVER EMPLOYEE-GENERATED INITIATIVE:** Following in the footsteps of the success of social platforms YouTube and Facebook, Deloitte & Touche USA worked with MWW Group to spearhead the first-ever Deloitte Film Festival, which invited staff to create films that would be used as a tool to recruit recent college graduates. The objective was to showcase Deloitte as a forward-thinking company with an internal culture that attracted Gen Y-ers. The project generated more than 40 million media impressions, and more than 2,000 employees got involved by submitting 400 videos.

### EVENT MARKETING

**VERSUS—VERSUS BULL CABS:** Bull riding is not an event that would turn heads in New York City, but sports programming company VERSUS changed that with a marketing campaign to increase buzz around its recent rebranding by leveraging the fact that The Professional Bull Riders Built Ford Tough Series was coming to town. The network decided to make iconic New York City taxicabs look like bulls and then offer visitors free rides around the city for a week. The initiative resulted in increased awareness of the event, along with significant media coverage. Three Professional Bull Riders events were sold out, with nearly 30,000 fans attending each.

**7-ELEVEN & PUBLIC RELATIONS CONSULTANTS GROUP—"SIMPSONS CAMPAIGN":** In an effort to reinvent its brand and reestablish itself as the hip place for convenient food, 7-Eleven partnered with Public Relations Consultants Group to create media buzz by converting 11 7-Eleven stores into Kwik-E-Marts from *The Simpsons* TV show. The converted stores were stocked with products from *The Simpsons* and 3-D *Simpsons* characters outside the stores. This month-long promotion surrounded the debut of *The Simpsons Movie*, which in turn helped those 11 stores double their sales during the month of the promotion, as well as a 9% increase in customer traffic in 7-Eleven stores nationwide.

### EXTERNAL PUBLICATION

**GE—2007 GE CITIZENSHIP REPORT:** In 2007, GE published its third annual corporate citizenship report, which was designed to increase its distribution/accessibility, educate employees and encourage feedback from stakeholders to improve future reports. By leveraging its leadership's commitment to corporate citizenship and maintaining consistent messaging throughout, the report yielded 140,000 distributed copies among internal and external stakeholders. Since the report's release, the feedback from stakeholders has been very positive, and GE has been commended by the media for having some of the best practices in accountable corporate citizenship reporting.

**TRAVEL PORTLAND MAGAZINE:** The goal of *Travel Portland Magazine* is to play a role in promoting the Portland, Ore., metro area as an attractive locale for travelers, but research has shown that customers don't always have faith in brochures or paid advertising. To dispel this stigma, *Travel Portland* communicated its commitment to high editorial standards to engage consumers and make the magazine a trustworthy travel resource. Editors use freelance writers to contribute pieces just as they would for any other publication; this freedom gives the writers the ability to tell stories that

are authentic rather than promotional. Since the effort to enhance and promote its editorial standards, reader surveys have shown that 85% of readers rated the publication as "very helpful," and approximately 50% of respondents claimed to have used the magazine to choose a restaurant or hotel.

**HERITAGE AUCTION GALLERIES – GREETINGS FROM FLORIDA:** Heritage Auction Galleries mailed out an elaborate brochure to a select group of collectors to make them aware of the organization's involvement in the Florida United Numismatists convention in January 2008. The brochures contained pictures of vintage post cards from Florida, where the convention was to be held, to give the package a unique look and feel. The collectible postcards proved to embody Heritage Auction Galleries' reputation as the World's Largest Collectibles Auctioneer. Thanks to the clever branding, Heritage enjoyed its second largest auction in company history and set several record prices while doing so.

**THE PORT AUTHORITY OF NY & NJ – PORT AUTHORITY OF NEW YORK AND NEW JERSEY GUIDE:** In order to encompass information including maps, facilities and port services offered, The Port Authority of New York and New Jersey publishes guides that contain information including maps, facilities and services offered; however, at 120 pages, the 2008 guide was so large that the Port Authority had to print half the copies in order to meet environmental objectives. To overcome the challenge of still delivering the necessary information to consumers, the communications team created a Web site with a searchable directory, along with a CD containing an uploadable version. Thanks to the new, environmentally friendly tactics, the Port Authority has returned a profit on the guides for the first time in 25 years.

### FINANCIAL/INVESTOR RELATIONS

**RCN CORPORATION:** In order to develop a unified communication plan to demonstrate RCN's financial goals, credibility among consumers and future goals, the cable company's communications team decided to use its small size in comparison to competitors to its advantage, positioning RCN as a hometown company that cares rather than a big, faceless cable corporation. Because RCN did not have the budget to launch a broad media campaign, the team leveraged the grassroots power of local PR events to get the attention of individual communities. The company has built a reputation as being charitable by encouraging employees to donate time to local aid organizations, thus enhancing its visibility and credibility among local and regional communities.

**CCG – HQ SUSTAINABLE MARITIME INDUSTRIES INC.:** In order to stabilize operations in across its worldwide locations, HQ Sustainable Maritime Industries partnered with CCG Investor Relations in July 2007. The team developed a "Blue Ocean Strategy," which maps out a method of tilapia farming that meets social and environmental standards, as well as communicates HQ's dedication to distributing toxin-free products to help keep the world's oceans clean.

Since partnering with CCG, HQ's trading volume and share price have escalated considerably. Most notably, HQ's implementation of vertical integration brings a complete control of operations and assures top notch quality of their products.

**LE&A AND SPARTAN MOTORS – SPARTAN MOTORS INDUSTRY OUTLOOK EVENT:** With its expertise developing custom chassis for emergency, recreational and military vehicles, Spartan Motors needed a way to communicate potential consumers and investors of its expertise in developing custom chassis for emergency, recreational and military vehicles. Collaborating with Lambert, Edwards & Associates (LE&A), the team arranged an event in New York City to increase the visibility by having vehicles on site to show the quality and range of Spartan Motors' products.



Despite problems with finding an area to contain the large vehicles and transporting them to and from the location, the event ended up exceeding expectations, drawing more than 70 members of the investment community. Follow-up surveys gauged the attendees' responses as very positive. In turn, Spartan Motors hit an all-time high in financial institution ownership percentage in the fourth quarter of 2007.

#### **FD & ELC-OPTIMIZE. DIVERSIFY. GROW. ENHANCING AN INVESTMENT STORY AND DRIVING VALUATION:**

Due to a perception that The Estée Lauder Companies (ELC) was behind the times based on mixed views among analysts, the company collaborated with FD in 2007 to launch an Analyst/Investor Day for the first time in four years to demonstrate ELC's strong business model and long-term vision. To prepare for the event, whose theme was "Optimize. Diversify. Grow.", FD conducted an audit of the company's stakeholders to get their feelings about the business and management team. FD also met with senior management to gauge the important elements of ELC's growth strategies. Then, keeping with the event's theme, FD showed attendees of the Analyst/Investor Day how ELC intends to optimize, diversify and grow every aspect of their company. Different divisions showcased their newest products to demonstrate innovation. Post-event success was measured by ELC's stock price, which reached a five-year high immediately following the Analyst/Investor Day.

#### **GLOBAL PR**

##### **HILL & KNOWLTON ITALY AND PROJECT BETTER PLACE—MAKING THE WORLD A BETTER PLACE—HILL & KNOWLTON (H&K):**

When Shai Agassi, former member of the executive board of SAP AG, announced the upcoming launch of his new venture "Project Better Place"—a global infrastructure solution for electric vehicles—he brought on Hill & Knowlton Italy to support the launch and help ignite the debate over making electric vehicles a social norm. A juggernaut of tactics, including third-party supporters, public affairs efforts and media outreach, brought Project Better Place to the forefront of the discussion surrounding electric vehicles. The organization is now in talks with 30 countries and several auto manufacturers as a result of the international launch.

##### **FT GLOBAL COMMUNICATIONS—GLOBAL REFRESH CAMPAIGN 2007:**

In an effort to reinvent and refresh its brand, the *Financial Times* set out to raise global awareness of its editor, Lionel Barber, and the new executive management team. Through a series of special events hosted in locations around the world, as well as interviews with Barber regarding the new brand in key media outlets, the publication's message was delivered to an audience of 23-plus million.

##### **THE BLUE PLANET WORLD FOUNDATION & KAPLOW—AROUND THE WORLD IN 95 DAYS: THE 2007 BLUE PLANET RUN:**

Take 20 ordinary runners, 16 countries, 15,200 miles and 95 continuous days of running, and you'll have the first-ever 2007 Blue Planet Run. This campaign was conducted by Kaplow in conjunction with the Blue Planet World Foundation to get the water crisis on the global agenda and, in turn, to motivate people to work toward a solution. The Blue Planet Run news hook generated more than 600 million media impressions and served as a catalyst for organized activation from community groups around the world.

##### **RED CONSULTANCY—CAMPAIGN FOR MCAFEE'S VIRTUAL CRIMINOLOGY**

**REPORT:** McAfee needed to set itself apart from the competition, so the team of executives hired Red Consultancy to create a campaign that showcased their services and expertise on the topic of cyber security on an international level. The company created a criminology report and used independent researchers with access to experts to enhance the report's credibility among a global audience. As a result, they were able to generate sales leads along with media coverage worldwide.

Plus, China's government directly responded to the report in a national press conference, and contacted the company to request copies.

#### **GREEN PR**

##### **PACIFIC GAS AND ELECTRIC COMPANY – THE NATION'S LEADING GREEN**

**UTILITY:** As part of its 2007 corporate values messaging, Pacific Gas and Electric Company (PG&E) wanted to make environmental leadership a priority. To communicate this, PG&E execs organized a media outreach to promote customer enrollments in ClimateSmart, a voluntary carbon offset program formed by the company. They made sure to follow any media coverage that displayed the benefits of PG&E's environmental contributions and promoted any endorsements, announcements or events about the company or its programs. PG&E also inspired its employees to put in thousands of hours of community service, honoring those who showed environmental leadership. Thanks to its efforts, PG&E was named a green leader by top-tier publications including *Vanity Fair* and *Fortune*, in turn educating consumers about the company's commitment to a healthy and sustainable environment.

##### **GENERAL ELECTRIC – "GREEN IS UNIVERSAL" – TWO-YEAR ANNIVERSARY OF GE'S ECOIMAGINATION:**

To commemorate the two-year anniversary of "ecoimagination," General Electric wanted to celebrate their customers commitment to the program, but also to focus on raising awareness of environmental issues, forming relationships with vital media and discussing progress of ecoimagination. GE execs tapped employees to develop the celebration, pick out speakers and compose the invitation lists. Nearly 500 customers joined GE in May 2007 for the anniversary party. A discussion with California Gov. Arnold Schwarzenegger and a global employee broadcast were highlights of the celebration. The ecoimagination soiree garnered positive coverage from nearly 100 media outlets, not to mention increased demand and revenue for ecoimagination products.

##### **THE CITY OF ARLINGTON, TEXAS & FOWLER GROUP: WHAT'S YOUR CLEAN AIR**

**IQ:** Following up on the history of a clean air campaign can be challenging, but Republic Waste Services Inc. and The Fowler Group kept it simple: Educate and raise awareness to citizens in Arlington, Texas, by partnering with the Parks at Arlington Mall. In doing so, the 2007 Clean Air Campaign would reach approximately 5 million visitors during the movement. These visitors would then help Republic Waste Services reach its objective of increasing traffic to its Web site and getting people to sign up to receive clean air kits. Both partners experienced success as a result of the campaign; the mall met its Green Initiative Goal imposed by their parent company and Republic Waste Services saw huge increases in Web traffic and clean air tester kit requests.

##### **ENTERGY MISSISSIPPI—GENERATION E INITIATIVE:**

In recognition of Earth Day 2007, Entergy Mississippi renewed its focus on the environment by launching the Generation E Initiative, which takes action to reduce greenhouse gas emissions, to explore new nuclear opportunities and to encourage others to make similar commitments. Thanks to its efforts, the company garnered significant media attention and inspired members of every generation to contribute to a healthy environment.

#### **INTERNAL PUBLICATION**

**DOMINION – CONNECT EMPLOYEE NEWSMAGAZINE:** Dominion's Employee Communications team keeps its nearly 17,000 employees connected by producing an internal newsmagazine, "Connect." However, a survey conducted in 2007 revealed that lengthy articles didn't get the desired amount of attention from readers, prompting the team to suggest a redesign. The resulting publication featured abbreviated articles,

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in which key messages were highlighted in bullet points. Then, to ensure content in future issues was in step with employees' needs and wants, monthly surveys helped determine upcoming features. As a result, readership of "Connect" has skyrocketed, meeting the team's goal of making the publication a valued resource for employees and their families.

**GOODWILL INDUSTRIES OF MIDDLE TENNESSEE INC. – LIVING THE MISSION:** To provide a voice for its 1,300 employees across 10 departments, Goodwill's marketing department created a magazine titled "Living the Mission." In December 2007, work began to enhance each section with valuable content and visuals that communicated Goodwill's position in the marketplace, along with information about how employees can develop themselves within the organization. Since the magazine's revision, readership now exceeds 1,000 individuals, and employees report being even more informed about Goodwill than ever. Sales and serving donors in the company also saw significant increases. Most impressive, "Living the Mission" has been credited with helping to reduce employee turnover by 15%.

**TOYOTA MOTOR—DRIVER'S SEAT ASSOCIATE NEWSLETTER:** To share the company's goals and to communicate across the company's many locations and departments, Toyota created a newsletter, "Driver's Seat," that aimed to help its employees contribute to the company's success by keeping them informed about new opportunities and changes within. A recent employee survey showed that "Driver's Seat" content has improved the overall understanding of the company.

**PEABODY ENERGY—CONVEYOR:** Peabody Energy's "Conveyor" newsletter speaks to employees and other stakeholders to communicate company strategies, opportunities for growth and employee information. The "Hometown Heroes" section of the quarterly newsletter is especially effective, highlighting the accomplishments of specific employees.

## MARKETING COMMUNICATIONS

**MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY (MASSMUTUAL)—RETIREMENT REVOLUTION:** To help baby boomers deal with the stresses and uncertainties surrounding retirement, MassMutual became the exclusive sponsor of the PBS documentary *Retirement Revolution*. To market the sponsorship, the company initiated a media tour and had several launch events to enhance boomers' understanding of retirement issues. Overall, MassMutual's outreach efforts ultimately drew an audience of more than 1 million people to watch the documentary's debut.

**AMERICAN HEART ASSOCIATION & CONE—START!:** The American Heart Association and Cone teamed up to inspire Americans in the workplace to adopt a healthier lifestyle. Dubbed "Start!," the program was marketed as the means to a longer, healthier life; simply, it urged individuals to sign up and literally walk to their health goals. Since the program's launch, more than 43,600 Americans have signed up for Start!, and over \$100 million has been raised through local fundraising.

**PUBLICIS & AMERICAN UROLOGICAL ASSOCIATION FOUNDATION—GET ON PAR WITH PROSTATE CANCER:** This campaign was created to encourage men with prostate cancer to get treated by an oncologist. The American Urological Association Foundation (AUAF) set out to endorse the idea that prostate cancer patients need a multidisciplinary team to effectively treat the disease. Using a golf-themed risk assessment tool, the AUAF team partnered with *Golf Magazine* to increase awareness among

men who should be seeking early treatment. The campaign used media outreach and direct-to-patient tactics to increase the number of patients who received multidisciplinary treatment every month by 7%.

## AMERICAN HEART ASSOCIATION—FOOD CERTIFICATION PROGRAM

**"DOWNLOAD TO MOBILE" LAUNCH:** The American Heart Association's (AHA) Food Certification Program launched a new, high-tech application around the popular "My Grocery List" builder feature on [heartcheckmark.org](http://heartcheckmark.org), which provides the ability to save grocery lists and download them to mobile phones. To promote the feature, the team used a variety of tactics, including in-store TV spots, a YouTube video, grocery cart cards and forward-to-a-friend e-cards, which in turn prompted Web use to increase by 14% as compared to pre-launch traffic.

## MEDIA EVENT

### MILK PROCESSOR EDUCATION PROGRAM & WEBER SHANDWICK—LAUNCHING CHOCOLATE MILK AS "THE OFFICIAL DRINK OF HALLOWEEN:"

Milk Processor Education Program (MilkPEP) and Weber Shandwick teamed up to promote chocolate milk as the official beverage of Halloween by educating moms on its benefits. A Halloween event for celebrity moms and their kids, a customized Web site and major media outreach helped generate 132 million media impressions for the effort. Chocolate milk sales tripled during Halloween season.

### FPL & RBB PUBLIC RELATIONS—EXTREME HOME ENERGY MAKEOVER,

**FLORIDA POWER & LIGHT:** Capitalizing on the popularity of the TV show *Extreme Makeover*, FPL enlisted rbb Public Relations to create The Home Energy Makeover (HEM) as part of an effort to educate low-income families about energy conservation. HEM visited homes and showed families how to save \$200 annually. The media coverage also enable the participating families to act as role models in their communities. The campaign generated 5 million media impressions and increased overall customer participation.

### STAPLES—BACK-TO-SCHOOL SUPPLIES STRUT THEIR STUFF ON THE

**RUNWAY:** To distinguish itself as the No. 1 back-to-school supplies retailer, Staples hired TV actress/personality Lisa Rinna as host of a fashion show that featured kids from the Boys & Girls Club of America's Brooklyn chapters. The event received wide TV coverage and set Staples apart from its competitors.

## MEDIA RELATIONS

### FLORIDA POWER & LIGHT AND RBB PUBLIC RELATIONS—FPL'S STORM

**SECURE PROGRAM LEAVES HURRICANES IN THE PAST:** To restore customer satisfaction as the 2007 hurricane season approached, Florida Power & Light (FPL) and rbb public relations created Storm Secure build rapport with hurricane-battered Floridians. The team leveraged FPL's vast knowledge of storm preparedness to blitz consumers with tips for storm-proofing their homes via credible media outlets. Media workshops, field outings and a simulated hurricane dry run all contributed to increasing media interest, which in turn secured more than 97 million media impressions and increased consumer confidence in FPL to pre-storm-season levels.

### VANTAGE COMMUNICATIONS—MARCH MADNESS SLAM DUNK CAMPAIGN:

ETelemetry and Vantage Communications teamed up to promote the eTelemetry's Metron product, a bandwidth management tool that measures Internet usage among employees. Realizing that the latter capability meant the product could measure the amount of time employees spent surfing the Web, the team launched a promotion effort, "March Madness Slam Dunk Campaign," around the NCAA



basketball tournament. Vantage Communications used the streaming of tournament games by CBS Sports as an opportunity to generate interest in Metron, as the videos were streamed live during business hours. The media pounced on the campaign, and resulting coverage caused eTelemetry's Web hits to jump 69% based on news features and interviews stemming from the March Madness press release.

**NINTENDO & GOLINHARRIS—GRAY GAMERS GO WILD FOR WII:** Nintendo and GolinHarris took on the challenge of turning senior citizens into Wii fans by working with Erickson Retirement Communities to distribute Wii consoles to Erickson's 18 residences nationwide. The campaign focused on Wii's interactive but low-impact games, including bowling, golf and tennis, promoting tournaments among senior citizens to regional and national media outlets. The team also created a Web site to connect tournament participants. The campaign resulted in top-tier media coverage, as well as new partnerships forged between the brand and retirement community organizations.

**PROCTER & GAMBLE AND MANNING SELVAGE & LEE—FEBREZE CANDLES:** The scented candle marketplace is highly competitive, thus requiring P&G to cut through the clutter in order to obtain significant market share for the debut of Febreze Candles. Teaming up with Manning Selvage & Lee (MS&L), the company targeted media and highlighted the brand's points of differentiation: patented odor-eliminating technology and equity strength. Influential media partnerships, coupled with the team's ability to leverage P&G's brand assets and its ambassadors' love for Febreze, drove word-of-mouth and media buzz. Resulting coverage of Febreze Candles contributed to the brand achieving 26% share in food and drug retailers within four weeks of the launch.

## MULTICULTURAL CAMPAIGN

**COMUNICAD & AARP—AARP FERIA DE LA SEGUNDA JUVENTUD (FESTIVAL OF THE SECOND YOUTH):** To increase awareness and create brand exposure for AARP in Puerto Rico, Comunicad launched a celebrity breakfast and hosted a series of health and lifestyle workshops, which were attended by more than 16,000 people, in turn boosting AARP membership by 53%.

**RESOLUTE CONSULTING & ILLINOIS DEPARTMENT OF TRANSPORTATION—TRAFFIC SAFETY MATTERS:** Hoping to affect the high rate of car-crash fatalities for African-Americans and Latinos in Cook County, Ill., Resolute Consulting created a multicultural campaign that was built on focus groups, stakeholder identification and research. Following the campaign, seat belt usage in Illinois increased, and the Illinois Department of Transportation gained better insight into how to target minority populations.

**ABBOTT, FLEISHMAN-HILLARD & MAGIC JOHNSON FOUNDATION—"I STAND WITH MAGIC: REDUCING THE STIGMA OF HIV IN THE AFRICAN-AMERICAN COMMUNITY:** The Magic Johnson Foundation's "I Stand With Magic" campaign continues to be a leading light in raising awareness of HIV/AIDS in the African-American community. In its efforts to reduce the number of new HIV infections among African-Americans, minimize the stigma associated with HIV/AIDS and promote broader community action, "I Stand With Magic" hosted town hall forums and offered free, confidential rapid testing and outreach programs. The campaign generated more than 22 million media impressions in 2007.

## ONLINE COMMUNICATIONS

**CONE LLC & JOCKEY INTERNATIONAL—STOPSQUIRMING.COM:** To re-introduce its brand to a younger consumer audience, Jockey teamed up with Cone to leverage the power of online media to have candid interactions with the target

demographic. The execs created StopSquirming.com, a Web platform that encouraged visitors to submit videos of the comical extremes that people go to in order to alleviate the discomfort caused by ill-fitting underwear. The clever approach generated significant media coverage and Web traffic, successfully reaching the target audience with the brand messaging.

**D S SIMON PRODUCTIONS & MACY'S—MACY'S ANNUAL BALLOONFEST:** To generate buzz around Macy's department store's annual Balloonfest, in which the Thanksgiving Day parade character balloons are test-flown in a real outdoor setting, the company tapped D S Simon Productions, which in turn created video footage of everything from the balloon-making process to interviews with key parade coordinators. The videos and subsequent media outreach online caught quickly went viral, successfully whetting the appetites of consumers who were anxious to attend the fest.

**LIME PUBLIC RELATIONS + PROMOTION, MRS. FIELDS & IVILLAGE SEARCH—30TH ANNIVERSARY COOKIE CONTEST:** When the Mrs. Fields cookie brand turned 30 in 2007, its execs wanted to launch a marketing program that would support sales in stores and online while simultaneously telling the brand's story and encouraging consumer interaction. With the help of LIME Public Relations + Promotion and iVillage Search, the team developed a national contest in which people could submit their favorite cookie recipe, a photo and a story of themselves baking. The winning recipe would inspire the next Mrs. Fields cookie. More than 14,000 people voted in the online contest, and the company sold out of two cookie flavors within weeks of the contest's announcement.

**EDELMAN & SHELL—SHELL V-POWER STREET CHALLENGE ONLINE GAME:** To increase traffic to the Shell V-Power (SVP) portion of its Web site, Shell teamed up with Edelman to launch an online game that targeted an SVP audience of automotive enthusiasts and mainstream premium buyers. The game hinged on players interacting with the SVP brand by navigating through a retro-style online driving game. The result: More than 3.4 million media impression, 7,800 participants and 17,000 click-throughs to the SVP Web site.

## PODCAST/VIDEOCAST

**RIAS BAIXAS & MEDIALINK—WINE VIDEO PODCASTS:** Rias Baixas charged Medialink with the task of educating the public about the Galicia province in Spain, which is home to the Albarino variety of white wine. The team met this objective by creating a three-series podcast hosted by wine writer Doug Frost and distributed to target audiences of wine connoisseurs. More than 14 million people downloaded the series, which was hosted on Web sites catering to baby boomers, wine enthusiasts and gourmet food fans.

**AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTS—FEED THE PIG PODCAST SERIES:** Web site users of the American Institute of Certified Public Accounts (AICPA) reported needing a more in-depth information resource to meet their accounting needs. To meet this demand, the communications team developed podcasts that are hosted by a young CPA, who is positioned as a trust, knowledgeable source. The podcasts address relevant topics and can be downloaded at no cost. The approach resulted in more than 45,500 podcast downloads, which speaks to the value of the information and the successful means of communicating it.

**U.S. DEPARTMENT OF VETERAN'S AFFAIRS/OFFICE OF PUBLIC & INTERGOVERNMENTAL AFFAIRS—VA NEWS "ON-LOCATION" WEEK OF APRIL 21, 2008:** VA News, a videocast that provides timely news to the Department of Veterans Affairs, shares stories of VA employees and communicates the organization's positive

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impact on veterans. One of their shows went on location to feature the VA Medical Center in Bay Pines, Fla., as it celebrated its 75th anniversary. The show received compliments from key audiences, an increase in viewers through word-of-mouth advertising and a number of awards.

### PRO BONO CAMPAIGN

**YA GOTTA BELIEVE: TOGETHER WE WILL MAKE A DIFFERENCE - RITZ COMMUNICATIONS FOR THE TUG MCGRAW FOUNDATION:** The Tug McGraw Foundation (TMF) was selected as a charity partner for the 2007 ING New York City marathon. The organization teamed up with Ritz Communications to raise awareness and support of brain tumor research, and to become a valued resource for patients and healthcare professionals. TMF had 36 runners agree to run for Team McGraw in honor of someone whose life had been affected by a brain tumor. Ritz helped the team with media outreach, as well as with on-site support on the day of the race. Thanks to the team's efforts, TMF raised \$280,000 for its cause, beating its original goal by almost \$200,000.

**LATHAM & WATKINS LLP – PRO BONO REFORM OF CALIFORNIA'S JUVENILE JUSTICE SYSTEM:** With California's juvenile justice system in decline, Latham & Watkins attorneys took on two state agencies as pro bono clients: the California Youth Authority (CYA) and the Corrections Standards Authority (CSA). The main goal of the reform was to develop evidence that would confirm the illegal conditions that allegedly plague nearly every youth facility; in turn, the team hoped that media interest would bring the issue to light and incite action. Large visual aids detailing conditions at the facilities, as well as the vocal support the mother of a CSA ward who had been abused, helped paint a picture for the media, which ultimately prompted California counties to quickly negotiate improved living conditions, lest they be subject to individual lawsuits. Latham & Wilkins execs have been credited with giving a voice to the victims and dramatically improving their treatment and living conditions within the facilities.

**BLUECURRENT PUBLIC RELATIONS – UNITED CEREBRAL PALSY ELVIS RUN:** With a need to raise awareness for its annual Elvis 5K Run, the United Cerebral Palsy of Greater Dallas-Fort Worth enlisted Blue Current PR to help increase race participation, generate local media coverage and put together a marketing campaign with nearly no budget. BlueCurrent responded by targeting avid runners/walkers, sponsors and parents of children with cerebral palsy, as well as the local media. The agency also worked with local businesses to fuse Elvis Presley's legend with fundraising techniques for the upcoming race. The results of BlueCurrent's work made the 2007 run the most highly attended event the nonprofit had ever hosted.

### PRESS RELEASE

**MULTIVU, CHARMIN & MANNING SELVAGE & LEE—REOPENING THE LUXURY TIMES SQUARE PUBLIC RESTROOMS FOR 2007 HOLIDAY SEASON:** When the "Luxury Times Square Public Restrooms" were ready to reopen for the 2007 holiday season, Charmin seized the opportunity to promote their two newest products, Ultra-Strong and UltraSoft. MultiVu teamed with Manning Selvage & Lee PR (MS&L) and Charmin to create a Multimedia News Release (MNR) promoting the opening of the Charmin-sponsored restrooms. The MNR included text, photos and video to draw attention to the event; then, the team delivered the message to thousands of newsrooms and Web sites. Thanks to the publicity, the restrooms "hosted" more than 400,000 visitors during the 2007 holiday season.

**DIRECT ENERGY – VAMPIRE ELECTRONICS MEDIA CAMPAIGN:** As one of North America's leading energy companies, Direct Energy developed a concept called "Vampire Electronics," referring to the appliances that "suck" energy even when not in use, to draw attention to energy inefficiency in homes. Direct Energy submitted a prepared matter story to several media outlets and scheduled numerous radio interviews to draw customers' attention to Vampire Electronics, all of which were planned to coincide with Halloween. Mainstream media coverage subsequently identified Direct Energy as a resource in energy efficiency.

**CANADIAN LIBRARY ASSOCIATION – "CONCERNED ABOUT COPYRIGHT":** With new copyright legislation being introduced in Canada, librarians fielded more than 21 million inquiries from public library users who were concerned about whether or not copyright laws would reflect public interest. In response, the Canadian Library Association (CLA) prioritized the development of an awareness campaign to lobby the government about specifics in the new legislation. In addition to a media event held to rally support, the team sent out a press release to high-ranking officials highlighting key concerns. Thanks to its efforts, supplemented by a "Concerned About Copyright" online community on Facebook, the CLA became the go-to source for public interest-related copyright issues.

### PRODUCT LAUNCH

**INKHOUSE MEDIA+MARKETING & MYVU—MYVU: THE LEADER IN VIDEO EYEWEAR AND LAUNCH OF THE UNIVERSAL EDITION:** When Myvu needed to reinvent itself and promote its personal media viewers, it called on InkHouse to reach out to gadget reporters, consumer outlets and help launch the product at the Consumer Electronics Show. More than 350 placements of the product were made in various media.

**HÄAGEN-DAZS & KETCHUM—FROM THE FRONT DOOR TO THE STORE DOOR WITH "NO RESERVATIONS.":** Ketchum generated interest in Häagen-Dazs' upscale "Reserve Series" ice cream line by reaching out to well-connected consumers in the food and wine industries and asking them to try the ice cream and share it with three other friends. Ketchum also let food reporters do taste tests. The campaign generated 78 million media impressions, and average repeat purchase rates for the product averaged 20% in just a few months.

**HEALTHSTAR PUBLIC RELATIONS & GLAXOSMITHKLINE CONSUMER HEALTHCARE—SPARKING A WEIGHT-LOSS REVOLUTION: THE LAUNCH OF ALLI:** To promote alli, an FDA-approved weight-loss product available without a prescription, HealthSTAR did massive research to judge consumers' needs, then created a campaign that included an alli tour in five major U.S. markets and launched Web sites that answered questions about the products and shared the alli experience of others. The product generated \$40 million in retail sales without any advertising on the air.

**BERTAZZONI & ECHO MEDIA GROUP—ECHO MEDIA GROUP TURNS UP THE HEAT FOR BERTAZZONI:** To help international company Bertazzoni build awareness in North America for its kitchen appliances, Echo Media Group organized an editorial roundtable at Meredith Corp.'s headquarters and celebrated Bertazzoni's 125th anniversary the night before the Kitchen Bath Industry Show in Las Vegas. This resulted in an ROI of \$40 million, and Bertazzoni was featured in more than 150 articles.

### PUBLIC AFFAIRS

**ASTRAZENECA & EDELMAN—US AGAINST ATHERO:** AstraZeneca set out to educate the public about atherosclerosis by creating its Us Against Athero campaign centered around a Web site featuring an "Artery Explorer" movie that provides



blood's-eye views of arteries. More than 130,000 people have visited usagainsthero.com, 5,000 people experienced the Artery Explorer and almost 3,000 people signed up learn how to help manage the condition.

**LIFE:)—TO HELP IS SO EASY:** The Life:) organization in Ukraine raised funds and awareness of homeless children in the country by sponsoring and promoting a play by Ukrainian playwright Anatoliy Krym that dealt with the subject. All told, news of the play reached 17 million people.

**NATIONAL ASSOCIATION OF BROADCASTERS (NAB) & CROSBY-VOLMER INTERNATIONAL COMMUNICATIONS: PUBLIC AFFAIRS FOR THE DIGITAL TELEVISION TRANSITION:** Crosby-Volmer teamed up with the National Association of Broadcasters to help inform the public about the upcoming digital television transition via a Web site, press kits and various other outreach programs, effectively reaching key audiences and preparing them for the transition.

**XENOPHON STRATEGIES—VIRGIN AMERICA'S FIGHT TO FLY:** Xenophon Strategies helped Virgin America successfully gain certification from the U.S. Department of Transportation by creating a campaign that reached out to major decision makers on Capitol Hill and in the airline industry, as well as prospective Virgin customers.

## PUBLIC SERVICE ANNOUNCEMENT

**IRS & PORTER NOVELLI—IRIS: THE VOICE OF REASON FOR TAX FILING SEASON:** Targeting 130 million U.S. taxpayers, the IRS hired Porter Novelli to create a public service announcement surrounding the 2007 tax filing season. But there was a twist courtesy of Porter Novelli, which came in the form of Iris, a fictitious tax whiz whose purpose was to give radio listeners tax tips, as well as to humanize the IRS. As a result, Iris was heard on 363 stations and reached an audience of over 2.5 million.

**CABLE POSITIVE—WE HAVE WORK TO DO PUBLIC SERVICE CAMPAIGN:** To convey the importance of fighting the spread of HIV/AIDS to young people across the United States, Cable Positive enlisted the help of an HIV-positive individual, rather than a celebrity, to create a PSA that resonated with listeners. Thanks to the organization's approach of humanizing the issue, the PSAs are still in heavy rotation.

**CIWMB & OGILVY PR—AUTO DEBUNKERS: THE 3,000 MILE MYTH:** The California Integrated Waste Management Board (CIWMB) hired Ogilvy PR Worldwide to create a public service announcement campaign to debunk the myth that drivers need to change their oil every 3,000 miles, instead encouraging drivers to follow manufacturers' recommendations and, in turn, minimize unnecessary oil consumption given the global oil crisis. So far, PSA has aired more than 3,000 times in California and continues to get massive air play.

**NATIONAL MARROW DONOR PROGRAM & WEBER SHANDWICK—BE THE ONE TO SAVE A LIFE:** In an effort to recruit more bone marrow donors, the National Marrow Donor Program tapped Weber Shandwick to execute the second annual "Thanks Mom National Marrow Donor Drive." Using a diverse group of individuals who have been affected by diseases like leukemia to participate in PSAs, the team gave the campaign human appeal, ultimately drawing more than 7 million listeners. Plus, of the 43,305 donors recruited during the campaign, 20% were from communities of color.

## REBRANDING

**MCDONALD'S USA & GOLINHARRIS/TBA GLOBAL/ARC WORLDWIDE—MCDONALD'S LIVE: AN INTEGRATED MARKETING AND COMMUNICATIONS**

**PLATFORM TO CONNECT WITH YOUNG ADULTS:** GolinHarris Chicago successfully generated interest in McDonald's multifaceted music campaign, McDonald's Live. The campaign tallied more than 200 million brand impressions and improved brand relevance among young adults.

**TOURO INFIRMARY—REBRANDING CAMPAIGN:** In order to adapt to the increasing costs of doing business post-Katrina, Touro gave itself a facelift by changing its brand and increasing community awareness through a launch party and commercials. The results: a positive impact on employee recruitment and an 88.3% reach to the public through commercials.

**7-ELEVEN & PUBLIC RELATIONS CONSULTANTS GROUP—THE SIMPSONS CAMPAIGN:** When 7-Eleven wanted to rebrand itself as the hip place for a quick snack, it teamed with Public Relations Consultants Group to leverage the release of *The Simpsons Movie*, turning 11 of the outposts into Kwik-E Marts to look just like those that appear regularly in the popular cartoon. The use of pop culture to reposition the company as being fresh and of-the-moment successfully brought the brand up to speed.

## RESEARCH/MEASUREMENT

**BURSON-MARSTELLER & HORMEL FOODS—2007 HORMEL HUNGER SURVEY:** Hormel Foods and Burson-Marsteller took a fresh approach to addressing the hunger issue through a survey, which was crafted to introduce topics that had never been addressed in hunger research, in turn positioning Hormel as a thought leader in the fight to end hunger. As a result, the survey uncovered new information, including the increasing association Americans make between growing ethanol use and hunger in America. The new twist on a long-standing issue garnered more than 8.6 media impressions, as well as support from local food bank partners.

**SHELL OIL COMPANY & BURSON-MARSTELLER—A NATIONAL DIALOGUE ON ENERGY SECURITY:** Shell Oil Company partnered with Burson-Marsteller to engage a diverse group of stakeholders with the hopes of improving Shell's reputation crisis, which stemmed from the increased global energy demand's affect on skyrocketing price spikes in oil. The team launched a series of tracking surveys that coincided with face-to-face targeted messaging to reposition the company. The effort resulted in a 253% increase in traffic to the Shell U.S. Energy Security Web site, which hosted the research reports and messages about the company's credibility in the national dialogue on energy security.

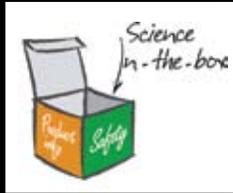
**CDW AND O'KEEFE & COMPANY—CDW WINDOWS VISTA TRACKING POLL PHASES I, II AND III:** In an effort to define the market adoption of Microsoft Windows Vista, CDW and O'Keeffe & Company worked with Walker Information to execute three phases of the Vista Tracking Poll, a survey that identified the marketplace's response to Vista. The resulting data homed in on key messages that addressed the impending adoption of Vista prior to the product's launch. The research resulted in more than 500 individuals who downloaded survey reports, as well as more than 160 unique placements in leading industry publications.

## SATELLITE MEDIA TOUR

**WHIRLPOOL BRAND & PEPPERCOM—THE DIRTY JOB OF LAUNDRY:** It's a dirty job, but Whirlpool's new Aspen Duet Steam will do it. That was the message behind the satellite media tour that Whirlpool and agency partner Peppercom launched to promote awareness of the brand's new Aspen Duet Steam product, which has the ability to naturally steam out stains, wrinkles and odors from laundry. To garner media attention Peppercom recruited Discovery Channel's *Dirty Jobs* host Mike Rowe. Together

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# ▶▶▶▶▶ Honorable Mentions



## ▶ HONORABLE MENTIONS cont'd from page 37

they went to a *Dirty Jobs* site and put the product to the test. As a result, 37 television and radio interviews were garnered, reaching more than 6 million consumers.

**WACHOVIA & ROJO MARKETING—WACHOVIA SATELLITE MEDIA TOUR: AMERICA SAVES WEEK:** Wachovia reached out to the Hispanic community via a satellite media tour with the goal of educating individuals about ways to save money. A Wachovia executive did back-to-back interviews during the tour to offer money-saving tips to the community and to promote the bank's Way2Save accounts. The effort generated an audience of more than 1 million, and 13% of all Way2Save accounts opened after the tour were done so by members of the Hispanic community.

**D S SIMON PRODUCTIONS—THE 50 MILLION POUND CHALLENGE:** Obesity has become an epidemic among Americans, and to address the increasingly critical health issue, D S Simon Productions produced video news releases that featured footage from the State Farm-sponsored "50 Million Pound Challenge," which targeted the African-American community with messages about joining together and embracing a solution. The company conducted interviews with the spokesperson Dr. Ian Smith, NY Giants star Michael Strahan and singer Mary J. Blige, all of whom appealed to the target audience. The campaign reached an audience of more than 11 million after it aired 320 times on 191 stations.

## SOCIAL MEDIA CAMPAIGN

**FREEMAN PUBLIC RELATIONS & MEDIALINK—DRAKE BELL: BEHIND THE SCENES:** Wanting to drive traffic to the "I Can Play Guitar" plug-and-play learning system, Freeman Public Relations, in partnership with Medialink, hired comedy star and guitarist Drake Bell to bring the product to life. A webisode was created that featured Bell talking about his love of music and the simplicity of "I Can Play Guitar." The webisode was placed on a number of social media sites, prompting it to go viral and ultimately attract more than 300 million viewers.

**DELOITTE & TOUCHE—DELOITTE FILM FESTIVAL: FIRST-EVER EMPLOYEE-GENERATED INITIATIVE:** Deloitte & Touche USA stepped outside the box to combat the challenges surrounding recruiting top talent in the modern business environment. The team created the company's first-ever employee film festival to communicate the strong internal culture; the festival was taken to an external audience when the team leveraged social networking sites and video sharing platforms to engage viewers to vote on their favorite employee-created film. The campaign was so successful that other companies have adopted the unique approach to recruiting top Gen Y talent.

## SPEECH

**WEBER SHANDWICK & SUSAN G. KOMEN FOR THE CURE—NANCY G. BRINKER'S ASCO SPEECH:** Nancy G. Brinker, founder of Susan G. Komen for the Cure, delivered a speech to the American Society of Clinical Oncologists (ASCO) that was used as an opportunity to bring awareness to the gaps in the access to healthcare. As a result of her speech, which was written in partnership with Weber Shandwick, the organization started a Scientific Advisory Board (SAB) with ASCO-affiliated doctors and researchers in the hope of bringing the scientific community together to bridge the gap by discovering and delivering cures. Plus, 16,000 people attended Brinker's speech, filling the room to capacity.

**HORMEL FOODS AND BURSON-MARSTELLER—FOOD SAFETY IN A GLOBAL CONTEXT:** Hormel Foods president and CEO Jeffrey Ettinger addressed his peers at

the 51st annual CIES World Food Business Summit in Shanghai with a speech, written in tandem with Burson-Marsteller, that showcased the company's leadership in food safety and its success in international markets. The speech effectively differentiated the brand from its competition, and Ettinger communicated the company's expertise and leading food-safety practices directly to customers and potential partners.

## VIDEO

**THE OPUS PRIZE FOUNDATION & WEBER SHANDWICK—HONORING UNSUNG HEROES WITH THE OPUS PRIZE FOUNDATION:** The Opus Prize Foundation, an independent, private foundation established by the Opus Group, a national real estate development company, wanted to feature three finalists for its faith-based humanitarian award in videos to unveil at the organization's Opus Prize Gala. Entrusting Weber Shandwick with the task, the PR firm created videos that could be shown at the gala, but that would also be effective fundraising and awareness tools. As a result, the three organizations that won awards at the Opus Prize Gala actively use the videos as marketing tools, and Opus Prize foundation was praised for increasing the organizations' visibility.

**BAPTIST HEALTH—BAPTIST HEALTH "THANK YOU":** Based on the belief that communication among stakeholders is key, Baptist Health created a 12-minute video with the dual purpose of highlighting three areas of their health system while saying thank you to their caregivers. The video was shown to employees at meetings and leadership seminars, and it was so well received that it was added to the New Employee Curriculum. Plus, thanks to the video's content, Baptist Health has seen increases in their Employee Survey Composite Score, as well as the employee communications score.

## WEB SITE

**NSF INTERNATIONAL/OLSON—WWW.SCRUBCLUB.ORG:** NSF International/OLSON launched Scrub Club, a Web site for children ages 3 to 8, their parents and their teachers, to promote the benefits of proper hand-washing. According to NSF, 164 million school days are lost each year due to illness, and half of these lost days could be prevented with proper hand-washing. The site includes webisodes, games and characters named Hot Shot, Chill, Squeak and Taki—a squeaky-clean crew. Over 183,000 users have visited the site, with children spending an average of nine minutes per visit.

**TRICARE MANAGEMENT ACTIVITY & MACRO INTERNATIONAL—QUIT TO-BACCO: MAKE EVERYONE PROUD:** Seeking to cut down on smoking in the armed services, the Department of Defense teamed up with Macro International to launch [www.ucanquit2.org](http://www.ucanquit2.org), which was targeted at junior enlisted members of the Army, Navy, Air Force and Marines. Users are able to register on the site and create a personalized quit plan for cigarettes and smokeless tobacco. The site generated excellent feedback among participants, with many saying they would refer others to it.

**AMERICAN AIRLINES & WEBER SHANDWICK DALLAS—JUST THE FAACTS:** American Airlines launched [aanegotiations.com](http://aanegotiations.com) to keep employees informed about contract negotiations between American Airlines and the three labor unions that represent its workers; since the launch, almost 1,200 alerts have been activated and the site has been mentioned in five publications.

**THE COCA-COLA COMPANY—THE LANGUAGE OF REFRESHMENT:** When Coca-Cola executives developed the outline for their 2007 annual review, they saw a huge opportunity to take the content online and develop a robust Web presence around it. Based on the "Language of Refreshment" theme, the resulting site hosted information ranging from pop-up charts of financial data to stock perfor-



mance in relation to the S&P 500 and Dow Jones Industrial Average. To date, the Web site has received more than 20,000 hits.

**PROCTER & GAMBLE AND FLEISHMAN-HILLARD LONDON—SCIENCE IN THE BOX:**

To educate stakeholders on the value of becoming more environmentally friendly, Procter & Gamble and Fleishman-Hillard London created [www.scienceinthe-box.com](http://www.scienceinthe-box.com), a Web site with multi-tiered content that ranged from basic and tactile to deep, policy-related information. More than 1 million people have visited the site, and plans are in the works to make it appeal to a wider range of stakeholders.

**WORD OF MOUTH**

**ENERGIZER & WEBER SHANDWICK—ENERGIZER ENCORE MUSIC COMPETITION:**

Wanting to generate attention among young people through music, Energizer and Weber Shandwick launched the Energizer Encore Music, while also promoting Energizer's new e2 Titanium batteries. Using MySpace to help spread the word, visitors were able to download a viral widget to their pages. As a result of the team's efforts, the campaign generated 105 million impressions.

**NINTENDO & GOLIN HARRIS—THE LEGEND OF ZELDA: PHANTOM HOURGLASS WIDGET CAMPAIGN:**

Nintendo wanted to create a buzz around The Legend of Zelda: Phantom Hourglass widget, so the communications team tapped Golin Harris, and together they placed the widgets on social networking sites that directly connected the application with its target audience. Within three months, the widget was viewed 721,000, times and had 12,500 downloads. Overall, media impressions exceeded one million.

**KAPLAN PUBLISHING & ROSE COMMUNICATIONS—MOST PROMISING CAMPUS CEO:**

Kaplan Publishing hired Rose Communications to promote *Campus CEO, The Student Entrepreneur's Guide to Launching a Multimillion Dollar Business*, which was written by *The Apprentice* winner Randal Pinkett. To build buzz around the book's debut, the team inaugurated an online contest to foster an entrepreneurial spirit among young people, creating a platform for high school seniors and college students to showcase their own businesses (or business ideas) and vie for a \$20,000 prize. The online initiative, supported by new and traditional media outreach, drew thousands of book buyers to Pinkett's book events and prompted nearly 50,000 votes online.

**SMALL PR AGENCY OF THE YEAR**

**TILLER, LLC—A SMALL AGENCY MAKING A BIG DIFFERENCE:** Only five years old, Tiller, LLC prides itself on knowing its clients needs and getting results. The company has won numerous public relations awards, has increased its revenues every year since its inception, provides pro bono public relations counsel to aids2031 and donated \$40,000 to charity in 2007-08.

**MERRITT GROUP PR:** Merritt Group, with a list of major accounts that includes Booz Allen Hamilton, LexisNexis and Verizon Business, focuses on research, strategy, execution and measurement, but it doesn't stop there. Merritt Group also engages with the wider world by encouraging its employees to donate time to philanthropic organizations of their own choosing.

**AIRFOIL PUBLIC RELATIONS INC.:** This powerhouse company is ranked 10th in the U.S. among technology PR firms, and represents major brands such as Microsoft, eBay and global automotive innovator Faurecia. Among the services offered at Airfoil are Media Radar, a publicity analysis service, and IndustryRadar, a competi-

tive analysis tool. In 2007, fees generated from new business totaled \$1.5 million.

**SUSAN DAVIS INTERNATIONAL:** A woman-owned full-service communications and public affairs firm, Susan Davis International recently opened offices in Los Angeles and Chicago. Earlier this year they secured the \$3 million America Supports You contract, with renewal option in the future.

**MIDSIZE PR AGENCY OF THE YEAR**

**FULL PICTURE:** As an award-winning agency dedicated to producing results, Full Picture fits the bill by developing strategic marketing and PR plans for numerous luxury brands. Always on the lookout for new ideas and fresh perspectives, 2007 proved to be no exception, with the agency guiding one major client through the fourth annual Victoria's Secret Fashion Show, which experienced a double-digit increase in viewership over the previous year. Full Picture rounded out its 2007 client work with two pro bono accounts: God's Love We Deliver and Ten O'Clock Classics.

**TAYLOR:** Taylor executives pride themselves on the agency's exclusive alignment with category leading brands. These relationships have led to high revenue in comparison with a lower number of partners, thus enabling Taylor to have deeper and more extensive relationships with clients. Each account is staffed with employees that embody the product's target audience and can form marketing programs to connect consumers with the items they love. Taylor's low turnover rate exemplifies continuity that is a rarity in their field, in turn benefiting clients with consistent and ongoing partnerships.

**PEPPERCOM INC. – PEPPERCOM STRATEGIC COMMUNICATIONS:** Named the fastest growing New York-based PR firm in 2007, Peppercom is not showing any signs of slowing down, looking past simple media relations to get to the core of clients' business. Besides implementing several successful training programs and practice areas in 2007, Peppercom grew 41%—a revenue jump that can in part be attributed to the agency's dynamic offerings tailored to each client program, as well as its innovative approach to hiring executives with diverse professional backgrounds.

**LARGE PR AGENCY OF THE YEAR**

**OGILVY PR—DRIVEN BY INSIGHTS, IDEAS AND INFLUENCE:** In 2007, Ogilvy PR celebrated the success of a five-year turnaround, in which revenue grew from \$80 million to more than \$238 million under the guidance of CEO Marcia Silverman. The agency's leadership focused on the development of a global approach to client service, advancements in the online space and increasing growth from practice areas through significant new business wins. The company still maintains its seven core practices, while fostering new innovations.

**FLEISHMAN-HILLARD:** Fleishman-Hillard has maintained its position as a leader in international marketing and communications by constantly expanding and enhancing its client offerings. Recent efforts, including a new Digital Influence Index study and the agency's International Advisory Board gatherings to address global issues, further Fleishman's position as a thought leader.

**EDELMAN:** Edelman is constantly ranked in the upper-most echelon of PR agencies, providing its global clients with innovative solutions year after year. The firm's digital expertise, coupled with thought leadership studies like the annual Trust Barometer, sets the standard for PR agency capabilities as clients look to the future of their businesses. ■



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