

**PRNews**  
Platinum  
**PR**  
Awards  
2013

*Also Honoring*  
**2013 Top Places to Work in PR**

**October 15, 2013**  
Grand Hyatt, New York City

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# The POWER of PISTACHIOS™

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by Chef Robert Del Grande

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### Discovery Communications

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### Domino's

Pizza Turnaround



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Doritos Crash the Super Bowl



### Keep America Beautiful

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CLEANUP

### Macy's Thanksgiving Day Parade



### Old Spice

"Smell Like a Man, Man"



### Time Warner Cable

Connect a Million Minds





# PR News' 2013 Platinum PR Awards Finalists

## ANNIVERSARY CAMPAIGN

- Bacardi Limited** - Celebrating 150 Years of Bringing People Together
- Edelman** - Hilton HHonors 25 Million Point Giveaway
- ESPN** - 50,000th SportsCenter
- FedEx**: 40 Years of Delivering a Better Future
- Fluor Corporation** – We are One. We are 100
- L.L.Bean** - Weber Shandwick for Reigniting America's Passion for the Outdoors: L.L.Bean's 100th Anniversary Campaign
- MARC USA & RITE AID** - Rite Aid 50th Anniversary: RA50 - 50 Acts of Wellness
- Procter & Gamble Company** - P&G 175th Anniversary Publicity Program

## ANNUAL REPORT

- Bertelsmann**
- Charles Schwab Corporation** - Investors Deserve Better
- The Lifetime Healthcare Companies** - Local People Serving Local Communities
- The Methodist Hospital** - A Commitment to Nursing Excellence 2012
- Norfolk Redevelopment and Housing Authority** - Measuring Up for the Future
- NYU Langone Medical Center** – Excellence: 2011 Annual Report
- Perry Ellis International**
- Weber Shandwick**: Degrees of Impact: The Meadows Foundation Annual Report

## BLOG

- Blue Cross Blue Shield of Michigan** - "An Apple a Day" in a Digital World : Michigan Blues Build Healthy Relationships with Consumers Through AHealthierMichigan.org
- JetBlue** – BlueTales Blog
- Microsoft & Waggener Edstrom Worldwide** - Next at Microsoft Blog
- San Diego Gas & Electric** – Postcards from Superstorm Sandy
- Weber Shandwick** - Washington State Parks: Adventure Awaits

## BRANDING

- Alpaytac Marketing Communications/Public Relations** – Turkish Airlines U.S. Branding
- General Motors and Weber Shandwick** - The Story of the New General Motors : Repositioning the Iconic American Automobile Company to a Leading Technology Company
- Grey Activation & PR** - Canon Proves Anyone Can Be Creative and Regains #1 Position with "Project Imaginat10n"
- Hampton Hotels** - Feel the Hamptonality
- Hanna Lee Communications** - The World's Most Talked About and Most Profitable Bar Opening: The Dead Rabbit, a 'Gangs of New York' Style Cocktail Saloon
- Ketchum** – DoubleTree by Hilton's Little Things Project
- Makovsky + Company** - Equities First Holdings
- Makovsky + Company** – MediScripts
- View with Ogilvy Public Relations** - See Possibility: Change The Way People Think About Designing Buildings

## CAUSE-RELATED MARKETING

- APCO Worldwide** – Shot@Life
- AXE/Unilever** - AXE Shower Pooling
- Bristol-Myers Squibb with Ogilvy Public Relations** - Men and Melanoma: The Unexposed Target
- PadillaCRT** - The Partnership at Drugfree.org: The Medicine Abuse Project: The Medicine Abuse Project: Preventing Half a Million Teens from Abusing Medicine by 2017
- Edelman** - Merial HEARTGARD 12.12.12 Campaign
- Marina Maher Communications** – Secret Deodorant: Mean Stinks Challenges Girls to Gang Up for Good
- Mary Kay Inc.** – Don't Look Away
- Racepoint Group Inc.** – The Conversation Project : Launching a Social Movement
- Taylor on behalf of Allstate** - Allstate's Once is Never Enough Program (a.k.a. the O.N.E. Program)



*Your legacy is a conversation starter.*

*Where you've been testifies to your strength.*

*Where you are attests to your brilliance.*

*Where you're going speaks to your ambition.*

*And though the conversation starts with a word, a moment, a dream,  
where it ends could be even more powerful.*

*So when you're ready to add your financial goals to the conversation  
and learn how you can continue to build your legacy, come talk to us.*

*Ask us any questions you may have.*

*We'll ask a few of our own.*

*Together we'll find the answers you need to create that next chapter of your life.*

*Your legacy is a conversation starter, but it's just a beginning.*

*We can help you keep it going.*

*Just say the word.*



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# PR News' 2013 Platinum PR Awards Finalists

## COMMUNITY RELATIONS

**Blick & Staff Communications** – Energizer Change Your Clock Change Your Battery

**TTNET** - Life's Simpler with Internet

**Garanti Pension and Life Company** - "Back to School" - Educating not Employing Children

**Mamac Ogilvy** - Ripples of Happiness

**Molina Healthcare Inc.** - Care 4 a Healthy IE

**PRR** - What to do to make it through

## CRISIS MANAGEMENT

**American Red Cross** - Bracing for a Superstorm: How the American Red Cross Handled the Challenges of Hurricane Sandy

**APCO Worldwide** - MF Global Inc. Trustee

**Bank of America** – Response to Super Sandy

**Catholic Charities Brooklyn and Queens** - Hurricane Sandy

**Cone Communications** - Protecting Brand Reputation from a Plant Closure

**Homefront Communications** – Stop Big Trucks

**LIVESTRONG Foundation** - From the Crisis Trenches: Blazing a New Trail in Communications

**Marketing Minds at Work** - 2013 ZORA! Festival: From Crisis to Congratulations

## EMPLOYEE RELATIONS

**BNY Mellon** – Ensuring Global Financial Stability: Weathering Hurricane Sandy...Flawlessly

**Fannie Mae is ALL IN for its Employees**

**Financial Times** Digital Learning Week 2012

**Molina Healthcare Inc.** - Can You See It Now?

**Philips North America**

**U.S. Postal Service** - MY WORK MATTERS

## EVENT MARKETING

**Bristol-Myers Squibb with Ogilvy Public Relations** - Men and Melanoma: The Unexposed Target

**Edelman** - Schick Hydro Wakes Up Shave Zombies and Boosts Brand Sales

**GolinHarris for Nintendo of America** - Super Mario 3D Land

**HBO** - The Weight of the Nation: an unprecedented public/private health awareness campaign

**Hotels.com** – Bedventure

**Hunter PR** – Dole Greenhouse at BlogHer 2012

**Kanyon** - New Year Concert

**Peppercomm** – Tyco's Day One

**Princeton HealthCare System** - UMCP Design for Healing Celebrations

**SpringHill Suites by Marriott** - SpringHill Suites' Art on the Road: 10 Cities, 10 Explorations

## EXTERNAL PUBLICATION

**American Income Life Insurance** - AIL/NILICO Labor Letter & Agenda

**American Institute of Certified Public Accountants** – ThisWayToCPA Wisdom Books: The Future CPA's Guide to Life and Awesomeness and The Future CPA's Guide to Work and World Domination

**Energy Northwest** – Keeping Current

**Fluor Corporation** - The Story of Fluor Corporation's First 100 Years

**LP Building Products** - Engineered Wood Magazine

**Tiller** - J.P. Morgan Asset Management's Lessons Learned 2012: The Value of Strong Client Relationships in Volatile Times

**U.S. Postal Service** - 2013 Postal Facts

## FACEBOOK CAMPAIGN

**The Clorox Company** - Clorox Asks Moms, What Would You Do If Mom Had Three Minutes?

**Cooney/Waters Group Inc.** - Parkinson's More than Motion

**Diamond PR**- Marco Island Marriott: Next Generation

**Edelman** – Hilton HHonors Any Weekend, Anywhere Flash Sale

**Healthways Inc.** - SilverSneakers 2012 Holiday Giving; Fueled through Facebook

**MWW** – Nikon 1 "Small Moments are Huge" Program

**RFJBinder Partners** - Talenti Gelato & Sorbetto: Building a Loyal and Engaged Facebook Community

**Zeno Group** – Seattle's Best Coffee "Black Friday Coffee Break"





# PRIORITIES USA ACTION



A great movie takes flight  
on January 20



## #prplatinum

### FINANCIAL/INVESTOR RELATIONS

**LaVoie Group** - Radius Health Positioning A Biotech to Raise Capital in a Down Market

**Ogilvy Public Relations** - Shutterstock Soars as First NYC-based Technology IPO in Years

**Qorvis Communications** - Turning the Channel to Al Jazeera America

**Strategic Public Relations Group** - Tsui Wah - Continuing the Rise of a Hong Kong Legend

**Strategic Public Relations Group** - DYNAM - Setting Sights on the World Stage

**Tanis Communications** - Generating Excitement for a New Optical Leader

### FIRM OF THE YEAR (SMALL)

Adfero Group

Affect

Deveny Communication

InkHouse Media + Marketing

March Communications

Rasky Baerlein Strategic Communications

Singer Associates Public Affairs/Public Relations

Solomon McCown & Company, Inc.

Warschawski

### FIRM OF THE YEAR (MIDSIZE)

5W Public Relations

DeVries Global

Eric Mower + Associates

Finn Partners

Makovsky + Company

MWW

PMKBNC

SHIFT Communications

### FIRM OF THE YEAR (LARGE)

Cohn & Wolfe

GolinHarris

Hill+Knowlton Strategies

Waggener Edstrom Worldwide

Weber Shandwick

### GLOBAL PR

**A Different Future and Finn Partners** - Victims of Our Own Narratives: Israeli-Palestinian School Book Study Addresses Long-Standing Controversy of the Middle East

**American Pistachio Growers** - The Power of Pistachios

**Bacardi Limited** - Celebrating 150 Years of Bringing People Together

**O'Malley Hansen Communications** - Green for Good

**Rotary International** - End Polio Now

**Wyndham Hotel Group** - Wyndham Hotel Group Global Public Relations Campaign

**Yum! Brands Inc.** - Taking People with You

### GREEN PR

**Entergy Corporation** - Geaux Green

**Honeywell and Weber Shandwick** - Green Boot Camp

**Ogilvy PR Australia** - Kleenex Cottonelle: Pin to make a difference

**LG Electronics with Ogilvy Public Relations** - LG: An Energy Efficiency "STAR"

**O'Malley Hansen Communications** - Green for Good

**Porter Novelli** - HP Environmental Leadership Campaign

**Rogers & Cowan** - An End is a Cool, New Start: will.i.am and The Coca-Cola Company Launch EKOCYCLE

### INFLUENCER COMMUNICATIONS

**APCO Worldwide** - New Yorkers for Beverage Choices

**Be The Match with Padilla Speer Beardsley** - Inspiring Congressional Support of a Life-Saving Cause

**JSH&A Communications & The Hershey Company** - Hershey's Cookie Headquarters

**Lockheed Martin Corporation** - Medium Extended Air Defense System (MEADS) FY13 Keep Sold Campaign

**LG Electronics with Ogilvy Public Relations** - LG Introduces the Sport of Techorating

**Pollock Communications** - Fifth International Scientific Symposium on Tea & Human Health

**Porter Novelli** - Almond Orchard Experience

**RadioShack** - Powering Up Influencers and Attendees at SXSW

**Sprint** - Velocity launch

**Tanus Capital** - Investing and Politics



Marketing Minds At Work





# PR News' 2013 Platinum PR Awards Finalists

## INTERNAL PUBLICATION

- City of Sandy Springs** - Year in Review
- Diageo LAC** - Our Passion
- Lockheed Martin Corporation** - Fire Control Focus Online Employee Newsletter
- Ohio University** - Compass
- Prudential Financial** - Keeping employees informed during Superstorm Sandy

## MARKETING COMMUNICATIONS

- The Asian Art Museum** - Operation: Lost Warrior
- Broadhead + Company** - The Pursuit of 300: The Road to Higher Yields
- Discover Student Loans** - Stop the Panic!
- Grey Canberra** - Australian War Memorial: The Lone Nurse
- Hanna Lee Communications** - The World's Most Talked About and Most Profitable Bar Opening: The Dead Rabbit, a "Gangs of New York" Style Cocktail Saloon
- Makovsky + Company** - Usage Survey: Taking on America's Number One Killer

- Novo Nordisk Inc. with Marina Maher Communications and The Rose Group** - Diabetes in a New Light
- SBC Advertising** - Elmer's Celebrates First Day of School with Moms Nationwide

## MEDIA EVENT

- The Alfred E. Smith Memorial Foundation** - A Foundation Takes Back the Spotlight
- PadillaCRT for Air New Zealand/Air New Zealand** - No Lag on London
- DCI Group** - Young Conservatives for the Freedom to Marry
- M Silver: A Division of Finn Partners** - Defrost Your Swimsuit
- McDonald's** Takes Bold Action to Launch Calorie Menu Boards Nationwide
- NBC Entertainment** - "30 Rock" Farewell Season
- Singer Associates Public Affairs/Public Relations** - The \$70 million press conference
- Waggner Edstrom Worldwide** - Honeywell Aerospace: Storm Chasers Campaign
- Weber Shandwick** - Degree Men 'Afternoon Workout' Media Event with Carmelo Anthony

# CHALLENGE US.



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## MEDIA RELATIONS

**Cohn & Wolfe** - What's Your "Wild Rabbit?" Hennessy Fans go 'Wild' for the Pursuit of Success

**Dunkin' Donuts and RF|Binder** - Brewing a Creative Communications Campaign

**Hanna Lee Communications** - The World's Most Talked About and Most Profitable Bar Opening: The Dead Rabbit, a "Gangs of New York" Style Cocktail Saloon

**Hormel Foods Corporation with Burson-Marsteller** - Leveraging the Announcement of an Acquisition

**Jaffe PR** - Young Conaway Stargatt & Taylor, LLP Office Move Announcement

**Luquire George Andrews** - Belk: Fashion Not Politics, at the 2012 Democratic National Convention

**Pepco Holdings, Inc.** - A Change of Direction

**Samsung Telecommunications America** - From Notorious to Noteworthy the Game Changing Success of the Galaxy Note II

**Yum! Brands Inc.** - Taking People With You

## MULTICULTURAL CAMPAIGN

**American Pistachio Growers** - The Power of Pistachios

**Cohn & Wolfe** - What's Your "Wild Rabbit?" Hennessy Fans Go 'Wild' For the Pursuit of Success

**Dell** - Dell and PPR North America for Dell Advances Women Entrepreneurs

**Havas PR and Transitions Optical** - Invigorating Eye Health in African-American Communities

**HMA Cultural Marketing** - National Influenza Vaccination Disparities Partnership (NIVDP)

**Weber Shandwick** - Pepsi Next: Wheel of Levy

**Wells Fargo and George Lucas' Red Tails**: Turning a Corporate Sponsorship into an Integrated Marketing and Communications Campaign

## ONLINE COMMUNICATION + SEM/SEO INITIATIVES

**The Coca-Cola Company and Methodologie** - The Coca-Cola Company 2011 Year in Review: Passionately Refreshing a Thirsty World

**JPA Health Communications** - The Melanoma Research Foundation

**Pepco Holdings, Inc.** - A Change of Direction

**Rockwell Automation and PadillaCRT** - Bringing RSTechED to the Manufacturing Masses

**Weber Shandwick - General Motors Revival**: GM Dealers Take Comeback Story To The Streets

**Weber Shandwick** - The Breakfast Project

## ONLINE PRESS ROOM/MEDIA CENTER

**Allrecipes.com** - Allrecipes Press Site

**Genzyme** - Genzyme Online Newsroom

**HBO Latin America** - HBO Latin America's press room offers exclusive content for journalists

**Merck & Co.** - Merck Online Newsroom

**Prudential Financial** - Prudential Newsroom

**Virginia Beach Convention & Visitors Bureau** - Virginia Beach's Online Pressroom Redesign

**Weber Shandwick** - Verizon Wireless News Center: Dynamic Content Through Disciplined Storytelling

## PR ON A SHOESTRING

**Alliance Agency** - Red Carpet Manicure Becomes Top At-Home Gel Manicure System

**AMD** Radeon HD 7990 eBay Publicity Stunt

**GiveMN.org** - Putting the Max Back into Giving Day

**PadillaCRT** - Viviscal: Bringing Awareness to Women's Hair Thinning & Hair Loss

**NAMI** - You Are Not Alone

**Osborn Barr** - 2012 Monsanto America's Farmers Mom of the Year Program

**RF | Binder Partners** - Band Aid Brand transforming Healing Moments into Moments of Virtual Fun

**VerticalResponse** Launches Search for America's Next Teen Tycoon

**Weber Shandwick** - Taking a Tech Detox: Nat'l Day of Unplugging

Green Boot Camp 2012



Honeywell



ALJAZEERA AMERICA





## PR News' 2013 Platinum PR Awards Finalists

### PRESS RELEASE

**IEEE** - Look Ma, No Hands: Finn Partners and IEEE Public Relations Program Drives Media and the Industry to Take Notice of the Future of Autonomous Cars

**JCPR** - Altegris Entertainment Series

**Singer Associates Public Affairs/Public Relations** - The \$70 Million Press Conference

### PRO BONO CAMPAIGN

**Bellmont Partners** - Always On Duty: A Permanent Memorial to Minnesota's Fallen Firefighters

**Cone Communications** - Northwestern Mutual's Childhood Cancer Program: Help for Today, Hope for Tomorrow

**Havas PR** - Building Bridges Between One Young World and Pittsburgh

**Reingold** - Honor Flight: A Lasting Tribute

### PRODUCT LAUNCH

**Bank of America** Introduces the ATM with Teller Assist  
**Current Lifestyle Marketing** – Hidden Valley for Everything, The New Ketchup

**Erwin Penland Inc.** - Denny's Takes a Trip to Middle-Earth with Hobbit-Inspired Menu

**Macy's** Brings "Yes, Virginia The Musical" to Schools Nationwide

**Marina Maher Communications** - Depend and the Great American Try On: Repositioning Incontinence from the Bathroom to the Forefront of Pop Culture

**Unilever and Weber Shandwick** - Clear Scalp & Hair Beauty Therapy

**U.S. Postal Service** - Major League Baseball All-Stars Commemorative Stamp Series

**Waggner Edstrom Worldwide** - The New Office: Launching a Subscription for All

**Weber Shandwick** - Pepsi Next - Drink It To Believe It

Prudential is honored  
to be named as a finalist of the

PLATINUM PR AWARDS  
AND CONGRATULATES  
ALL THE OTHER FINALISTS.



Prudential





# #prplatinum

## PSA

**Bristol-Myers Squibb with Ogilvy Public Relations**

- Men and Melanoma: The Unexposed Target

**Cablevision & The Lustgarten Foundation** - Real Kids Fighting Pancreatic Cancer

**Counterpart International** - A Child's Sadness: Fighting Domestic Violence in Azerbaijan

**Kaiser Permanente** - Walk-And-Talk with Every Body Walk!

**Lifetime Television** - Your Life. Your Time. Your Vote

**Molina Healthcare, Inc.** - Thank You Molina

**Yum! Brands Inc.** - World Hunger Relief

## PUBLIC AFFAIRS

**Be The Match with Padilla Speer Beardsley** -

Inspiring Congressional Support of a Life-Saving Cause

**Beekeeper Group** - Global Automakers' Positive Impact on the U.S. Economy

**Cisco** - Girls in ICT Day: Let's Hear it for the Girls!

**Cohn & Wolfe for U.S. Olympic Committee** - The Team Behind the Team: Inspiring Americans to Help 'Raise our Flag'

**Davies** - Napa Pipe: A New Vision for Napans

**FairPoint Communications** - Beware of 876 Campaign

**Food and Drug Administration** - BeSafeRx: Know Your Online Pharmacy

**Widmeyer Communications** - Up to Us Campaign

**Yum! Brands Inc.** - World Hunger Relief

## REBRANDING AND REPOSITIONING

**Allison+Partners** - From Startup to Mainstream: Dropbox for Everyone

**XRS Corporation with Belmont Partners Public Relations and Rumpza Consulting** - Betting the Farm on Mobile Technology

**Bravo Group** - Tri-M Rebranding

**Henson Consulting** - I-Cash: Discover What's Yours: HC Program Helps Connect Record Numbers With Cash

**Makovsky + Company** - Crystal & Company

**Weber Shandwick and MilkPEP** - REFUEL: A New Audience and Usage Occasion for Chocolate Milk

## RESEARCH & MEASUREMENT

**American Institute of Certified Public Accountants**

- This way to CPA Analytics and Framework Analysis

**MasterCard** - The MasterCard Conversation Suite

**Northwestern Mutual** - State of Planning in America

**NYU School of Medicine** - Team Science - 2012 Research Report

## SATELLITE MEDIA TOURS

**American Red Cross** - Twister Coming? There's an App for That: The American Red Cross Launches Tornado App with National Satellite Media Tour

**Hilton HHonors Program** - Citi Hilton Honors Reserve Credit Card Launch

**IHG** - Travel Bonus with Tabatha Coffey

**Marina Maher Communications** - Merck & Resolve Remind Couples that a Conversation with a Specialist Could be the Start of Something Small

**Marina Maher Communications** - Merck for Mothers Encourages Women to Get Informed about Maternal Mortality

## SOCIAL MEDIA CAMPAIGN

**Elizabeth Arden/Lippe Taylor** - Revolutionizing Social Good #PinItToGiveIt

**Hampton Hotels** - Hamptonality Moments

**Global Strategy Group with Priorities USA Action** - The Social Media Campaign to Help Re-elect President Obama

**Grow Marketing** - Premier Protein

**Jones Lang Lasalle, Inc.** - #ShowJLLYourSkyline

**Major League Baseball** - MLB Fan Cave

**Social@Ogilvy** - Huggies Baby Shower Planner

**Stratasys** Asks the World "What's Possible?" with 3D Printing

**Zemora Inc.** - It's Colombia not Columbia





# PR News' 2013 Platinum PR Awards Finalists

## SPEECHES

**Diageo North America** - Remarks to Responsible Retailing Forum

**Eastern Virginia Medical School**

**Hill+Knowlton Strategies** - Reputational Risk: What has Changed Since "Tylenol"?

**Ogilvy Public Relations** - We-Vibe: Sexual Health Headlines the Consumer Electronics Show for the First Time

**U.S. Postal Service** - William H Johnson Forever Stamp

## TRADE SHOW/EVENT PR

**AMD** Technograffiti at SXSWi 2013

**Consumer Electronics Association** - PR Campaign for the 2013 International CES

**GolinHarris for Nintendo of America** - Nintendo "Drives" Mario Kart 7 to a New Dimension

**Kodak Graphic Communications Group** - Yellow Changes Everything: Kodak Develops a New Strategy at drupa 2012

**Macy's** - 86th Annual Macy's Thanksgiving Day Parade

**Stein IAS** - Trelleborg: The Institute of Contemporary Print

## TWITTER CAMPAIGN

**Akmerkez Shopping Center** - Let Your Wish Fly

**M&P Food Communications** - #SafeEggs Trends on Twitter

**RF|Binder Partners** - McGraw-Hill Education: A Beacon of Digital Learning within a Digital Space

**Unilever and Weber Shandwick** - Clear Scalp & Hair Beauty Therapy Twitter Launch

**Virgin Atlantic Airways** - MINI #FITFOO

## VIDEO PROGRAM

**Weber Shandwick** - American Airlines "I Believe in American/Putting American Back on Top"

**Boeing** - From Inspiration to Innovation

**Genentech** - Translating Science: How to Get Into the Brain

**Marina Maher Communications** - P&G builds consumer loyalty during the London 2012 Olympics by thanking moms everywhere for doing the hardest and best job in the world

**Politico's** Brand Website Video

**Weber Shandwick and MilkPEP** - REFUEL Training Day Video Series

## WEBSITE MARKETING

**American Institute of Certified Accountants** - TheWayToCPA Exam & Licensure Section

**Boeing** - From Inspiration to Innovation

**PadillaCRT** - Turning Blueberries Into Little Blue Dynamos

**Hilton Hotels & Resorts** - Vacationitis

**Kaiser Permanente** - Every Body Walk!

**Marina Maher Communications** - Merck Helps College Women Plan It Forward and Consider Long-Acting Contraceptives

## WORD OF MOUTH/VIRAL CAMPAIGN

**Henson Consulting** - Big Ten Network Kicks Off Second-Annual Big 10K in Chicago

**Mamac Ogilvy** - Ripples of Happiness

**The Nature Conservancy** - A Tsunami of Suds

**Stratasys** Asks the World "What's Possible?" with 3D Printing

## WOW! AWARD

**AMD** - AMD Radeon HD 7990 Publicity Stunt

**Citizen Optimum** - Tourism BC 2012 Annual Campaign

**Hanna Lee Communications** - "The World's Most Talked About and Most Profitable Bar Opening: The Dead Rabbit, a 'Gangs of New York' Style Cocktail Saloon"

**Ketchum** - DoubleTree by Hilton's Little Things Project

**Major League Baseball** - MLB Man Cave

**Marina Maher Communications** - Depend and the Great American Try On: Repositioning Incontinence from the Bathroom to the Forefront of Pop Culture

**MWW** - Zumba Nightclub Series ft. Lil Jon & Gina Grant

**Peppercomm** - T.G.I. Friday's "The Last Friday"

**Weber Shandwick** - General Motors Revival: GM Dealers Take Comeback Story To The Streets





# #prplatinum



**LaunchSquad**



**Linhart Public Relations**



**Lippe Taylor Brand Communications**



**Makovsky**



**Marina Maher Communications**



**MasterCard Worldwide**



**MWW**



**Nancy J. Friedman Public Relations**



**Ogilvy Public Relations**



**OtterBox**



**Pepco Holdings, Inc.**



**Peppercomm**



**Public Communications**



**R&J Public**



**Ruder Finn**



**SAP ADJ**



**Shift Communications**



**Sprint**



**Vantage PR**



**W2O Group**



**Waggner Edstrom Worldwide**



**Walker Sands Communications**



**Weber Shandwick**



**WellPoint**



**Wells Fargo & Company**



**Zapwater Communications**

**PRNews**

**Thank you for attending the  
PR News' Platinum PR Awards luncheon.**

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