

PRNews

Platinum PR & Agency Elite Awards Luncheon

October 19, 2016
Marriott Marquis, New York City

Sponsored by:



#PRNews



Aflac is honored to be nominated for four

PR NEWS' PLATINUM PR AWARDS

PR Team of the Year

Aflac and FleishmanHillard

Marketing Communications:

One Day PaySM: Submit Today, Smile Tomorrow with Aflac

Aflac and Hill+Knowlton Strategies

Research & Measurement:

The 2015 Aflac WorkForces Report

Aflac and Hill+Knowlton Strategies



The entire Aflac flock also congratulates

JON SULLIVAN

for being named a finalist for PR Professional of the Year.

Good luck, Jon! This is another fine feather in your cap.

Z161051

Aflac herein means American Family Life Assurance Company and American Family Life Assurance Company of New York. WWHQ | 1932 Wynnton Road | Columbus, GA 31999

9/16

2016 Platinum Hall of Fame Inductees

For the Hall of Fame, PR News selects communications campaigns or initiatives that were launched at least three years ago and that we think will likely be referred to in years to come as having been very original and having had a larger impact than even its creators might have imagined.

Centers for Disease Control & Prevention

Preparedness 101: Zombie Apocalypse



Coca-Cola Company

#ShareACoke



UN Foundation and 92nd Street Y

#GivingTuesday



T-Mobile

Un-carrier



Special Guests

Catherine Curtin, Actress, “Orange is the New Black”

Catherine Curtin is an award-winning stage and film actress and prison reform advocate. Many will recognize Catherine from her role as Wanda Bell, the gruff and darkly comedic correctional officer on Netflix’s hit series “Orange is the New Black.” After taking home SAG awards in 2015 and 2016 for “Orange is the New Black,” Catherine starred in “Burning” Off-Broadway, a New York Times-lauded adaptation of renowned French play “Cyrano de Bergerac.” No stranger to the stage, Catherine’s substantial list of theater credits includes Janis Joplin in “Love, Janis” Off-Broadway, “Aunt Dan N’ Lemon” (The New Group) and “The Lady from Dubuque (Signature Theatre).”



Bill Doescher, President, PRSA-NY

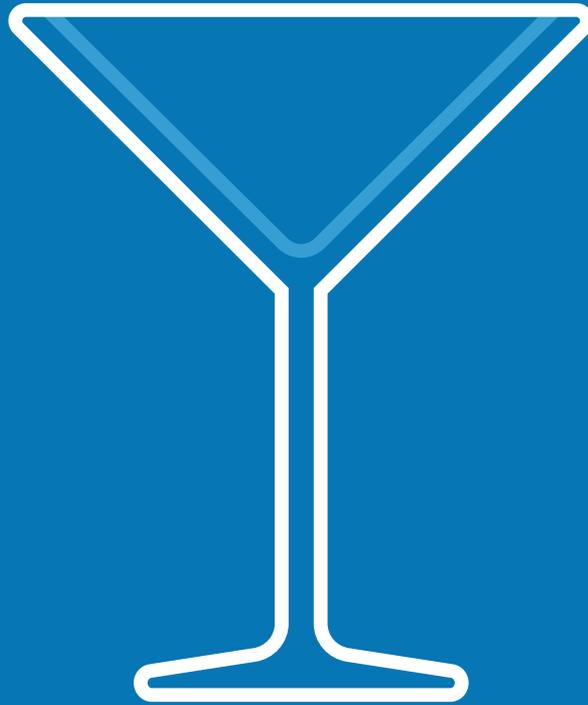
Bill Doescher is an award-winning public relations professional who has advised seven CEOs at Dun & Bradstreet, the commissioner of the National Basketball Association, the president of Columbia University, the CEO of Moody’s Investor Services and dozens of college students. He practices what he preaches, and in his lectures and teachings at seven colleges, including Columbia University, Newhouse, Colgate University and NYU, emphasizes ethical standards and always doing the right thing for the client or company in a professional and timely manner. He has been president of PRSA-NY since January of this year. Bill also was president of the PRSA Foundation.



Aparna Nancherla, Comedian

Aparna Nancherla is a comedian based in New York City. Aparna has written for “Late Night with Seth Meyers,” “Conan” and “Totally Biased with W. Kamau Bell,” as well as appearing on “Inside Amy Schumer,” “Love,” “Last Comic Standing” and “I Love the 2000’s.” Aparna has made many best-of lists including *Marie Claire*’s “Funniest Women of 2015,” *Vulture.com*’s “50 Comedians You Should Know in 2015,” and *Time Magazine*’s “140 Top Tweeters of 2014.” Aparna has played international stages and festivals including the Melbourne International Comedy Festival, SXSW, the Bridgetown Comedy Festival and the Great American Comedy Festival.





Some things just belong together.

Face it, some combinations are a no-brainer. Just like choosing a newswire should be. Business Wire is the only independent newswire remaining, and while our competitors are more concerned about their own news, we just care about yours. Maybe that's why more than half of the Fortune 500 turn to Business Wire to help deliver their message. And because we offer the best customer service, multimedia tools, security and distribution network, organizations looking to reach everyone from Wall Street to Bay Street to Main Street look to us to make sure their news gets heard.

NX NETWORK | NUVI SOCIAL ANALYTICS | BIZWIRETV | NEWSHQ | MARKET IMPACT REPORTS





2016 Platinum PR Awards Finalists

HALL OF FAME

Centers for Disease Control and Prevention – Preparedness 101: Zombie Apocalypse

Coca-Cola Company – #ShareACoke

United Nations Foundation and 92nd Street Y – #GivingTuesday

T-Mobile – Un-carrier

PR PROFESSIONALS OF THE YEAR

Mia Carbonell, **Forbes Media**

Steve Ertel, **World Wildlife Fund**

Heather Feit, **PMK•BNC**

Janice Kapner, **T-Mobile**

Wendy Lund, **GCI Health**

K. Sara Robertson, **National Education Association**

Adriana Stan, **W Magazine**

Jon Sullivan, **Aflac**

Brad Burke & Adam Woullard,

Weber Shandwick / FleishmanHillard

LARGE PR FIRM OF THE YEAR

Burson-Marsteller

Cohn & Wolfe

Finn Partners

LEWIS

Ruder Finn

MIDSIZE PR FIRM OF THE YEAR

Coyne PR

Eastwick

GCI Health

ICR, Inc.

InkHouse

Matter Communications

Marina Maher Communications LLC

Peppercomm

PMK•BNC

SMALL PR FIRM OF THE YEAR

Hawkins International Public Relations

HCK2 Partners

Henson Consulting, Inc.

High10 Media

INK Public Relations

Murphy O'Brien Public Relations

Schmidt Public Affairs

Singer Associates, Inc.

Solomon McCown & Company

Warschawski

TEAM OF THE YEAR

Bayer Corporation – Communications, Government Relations & Policy Group

Cisco Corporate Communications

FleishmanHillard – Aflac

G2A.COM – Global Public Relation Team

IW Group, Inc. – CODE

Ketchum – Mastercard

Procter & Gamble –

Internal Communications

Salesforce Corporate

Communications – Dojo

Tableau Software – Global PR Team

ANNIVERSARY

Bayer Corporation – Making Science Make Sense: 20th Anniversary

Cargill, Inc. – 150th Anniversary Program

CITGO Petroleum Corporation – Caring for Our Coast: Commemorating the 10th Anniversary of Hurricane Katrina

Coyne PR – Goodyear's Road to the Cotton Bowl Traditions Campaign

Edelman – Dove Men+Care First Fatherhood Moments

Kiwanis International – Centennial Celebration

Ruder Finn on Behalf of The Michael J. Fox Foundation for Parkinson's Research – A Future without Parkinson's: Leveraging a mega pop-culture moment to reach new audiences and build donor base

Southwest Airlines Celebrates 30 Years of Commitment to Tennessee through Tennessee One

Text100 with SolarWinds – SolarWinds IT Pro Day

ANNUAL REPORT

COHN Marketing – DCT Industrial 2015 Annual Report

Digital Kitchen – The Coca-Cola Company 2015 Annual Review: Our Journey Forward

Federal Reserve Bank of Atlanta – The Graying of the American Economy

Hydro One Limited

National Association of Insurance Commissioners – "To Serve & Protect in the Digital Age"

BLOG

The Creative Group

PadillaCRT – Maintaining the Effectiveness of the Buzz Bin Blog during an Agency Acquisition

Regional Transportation Authority Northeastern Illinois – Ride On Blog

Tableau Software

Voce Communications – Palo Alto Networks Blog: The Authoritative Resource for Media and Cybersecurity Leaders

BRANDING

Activision with PMK•BNC / Step 3 PR – Destiny: The Taken King

DFW Airport & PAVLOV Agency – DFW Airport's new global brand identity: "Travel. Transformed."

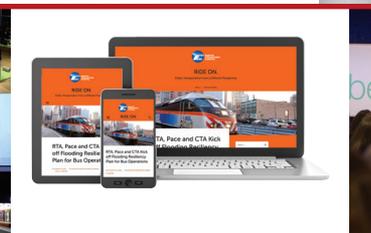
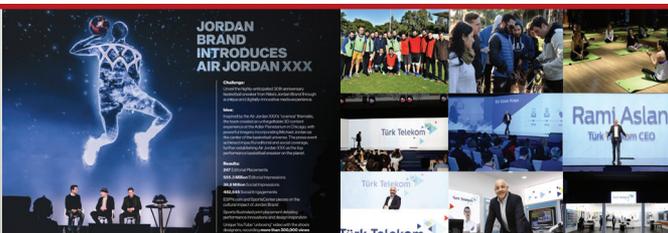
IBM with Text100 – IBM Watson in 2015: The Dawn of the Cognitive Era

Molina Healthcare, Inc. – "Like Family" Integrated Campaign

New England Development

Story Partners – Trucking Industry: Moving the Numbers to Move it Forward

WPP – The New Face of Lincoln





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CAUSE-RELATED MARKETING

American Heart Association and Novartis Pharmaceuticals Corporation with Cohn & Wolfe and Edelman – Rise Above Heart Failure

Coburn Communication – “Be Good To Each Other” on behalf of CustomInk

American Lung Association & CVS Health, Edelman – LUNG FORCE

Esurance – Equal Dreams

Finn Partners – NO MORE. Together We Can End Domestic Violence & Sexual Assault

Grey New York – Guns With History

Havas PR North America – #GivingTuesday: The Day the World Gave Back

Ketchum on behalf of Michelin – Beyond the Driving Test: Michelin Puts Air in Teens’ Tire Awareness

Mohawk Flooring – Cushion the Fight Against Breast Cancer

PwC LLP – Student Loan Program

COMMUNITY RELATIONS

Aspen Dental Management Inc. – Healthy Mouth Movement

Cohn & Wolfe with Bayer – Rallying Men Around the World to Speak Up About Advanced Prostate Cancer

CSX and APCO Worldwide – Tomorrow Comes Through: CSX and The Virginia Avenue Tunnel

Elefante – Nivea New Rinks: Big Difference for Small Communities

Finn Partners – Welcoming the Transgender Traveler

IBM with Ketchum – Reinventing the American High School

MSLGROUP for The Home Depot – Celebration of Service: Creating Independence at Home for U.S. Veterans

CRISIS MANAGEMENT

Clapp Communications – FOP PR During the Baltimore Riots

Booz Allen under the Veterans Choice Program (VCP)

Communications Support Task Order with the Department of Veterans Affairs – Transforming VA Community Care: How we will get there

HCK2 Partners – Labinal Power Systems Corporate Transition Announcement

Porter Novelli – The Almond Industry Weathers the Drought

EMPLOYEE RELATIONS

Federal Reserve Bank of Atlanta – Values

FedEx Ground – Email Eddie

IBM – Think Academy 2015

The Home Depot Foundation – Celebration of Service: An Army of Associates Creates Independence at Home for U.S. Veterans

MerchantCantos LLC – Philips Healthy Society Series

Ruder Finn on Behalf of GSK – GSK Global Vaccines U.S. R&D Center: Driving Employee Awareness and Excitement

SAP North America – SAP Q4 Digital Business Challenge

Singer Associates, Inc. – The New Stanford Hospital: Preparing 8,000 staff for the most advanced hospital in the world

EVENT MARKETING

Allison+Partners – Dew Tour Chicago and Los Angeles: Bringing the Dew to the Masses

AMN Healthcare and Finn Partners – 2015 Survey of Registered Nurses

Bayer Corporation – Bayer Presents Luke Bryan Farm Tour

Brand USA – National Parks Adventure Global Film Premiere

Burson-Marsteller – The SPAM Brand: First National SPAMERICAN Food Truck Tour Featuring Chef Curated Recipes

eBay with Edelman – Hot Deals for Hot Days

GSK Consumer Healthcare – Where There’s a Will, There’s a Why

Inspira Marketing Group – GEICO Player’s Academy

Team Epiphany – FIGHTBALL Re-Invigorates One-On-One Basketball for Millennial Market

EXTERNAL PUBLICATION

Best Friends Animal Society – Best Friends Magazine

Cherokee Nation Businesses – Anadisgoi magazine

Clapp Communications – FOP’s After Action Review

Henson Consulting, Inc. – Magellan Development’s No Parallels Magazine

Makovsky – Sora Product Guide

PepsiCo – Innovation Download

Raytheon Company – 2014 Corporate Responsibility Report

Sabre Corporation – The Future of Hotel Booking: A Guide to Hotel Retailing from PSFK & Sabre

US Postal Service – Postal Facts 2016 (online)

FACEBOOK CAMPAIGN

Belstaff with Weber Shandwick – The World’s First Facebook Film Premiere

Food Lion – From Facebook Fans To Feeding Families

Loyola University New Orleans – “Fin It to Win It”: April Fools’ Day Joke

Molina Healthcare, Inc. – Community Champions Facebook Challenge

UN Foundation – #EarthToParis

Weber Shandwick and GSK – Tumsworthy





2016 Platinum PR Awards Finalists

FINANCIAL/INVESTOR RELATIONS

Booker.com – Booker-Frederick Acquisition Announcement

Financial Profiles, Inc. – STORE Capital: Creating a Best in Class Net-Lease REIT Company Profile on Wall Street in Under Two Years

Hydro One Limited – IPO Investor Roadshow

Porter Novelli – T-Mobile’s Earnings Call Drinking Games

Strategic Public Relations Group – Creating the Next Miracle

Strategic Public Relations Group – Nameson: Knitting a Path to Success

GLOBAL PR CAMPAIGN

AGT-agency, LLC – International Children’s Social FOOTBALL FOR FRIENDSHIP

Cohn & Wolfe with Bayer – Rallying Men Around the World to Speak Up About Advanced Prostate Cancer

CONRAD HOTELS & RESORTS – Stay Inspired

Current Marketing – #GladtoShare on World Food Day with Glad Food Protection

Edelman – The Vaseline Healing Project

Grey Activation & PR – The Swedish Number

Ketchum on behalf of Mastercard – Mastercard Puts the ‘World’ in Mobile World Congress

Tableau Software – Vizable Global PR Campaign

Thomson Reuters – Thomson Reuters Base Erosion and Profit Shifting (BEPS)

GREEN PR

Experiencias Xcaret and The Agency at UF – Sustainability and PR Efforts in the US

Havas PR Global Collective – Earth To Paris: A Global Movement for Bold Planet Action

Solar Energy Industries Association (SEIA) – Million Solar Strong

INFLUENCER COMMUNICATIONS

Coyne PR – Pennzoil Influences DIYers With Digital Engagement and Real World Activation

FleishmanHillard Vanguard – PepsiCo’s “Domik v derevne” brand: “Time to drink kefir”

H+M Communications – Driving Latino Audiences to Universal Pictures’ “Compton”

Ketchum on behalf of Michelin – Beyond the Driving Test – Michelin Puts Air in Teens’ Tire Awareness

LINKS Worldgroup – Marriott Rewards & UMG #WithTheBand with Juanes

Munchkin Inc. – Orcas Live in Oceans

Porter Novelli – The Laughing Cow Love Your Local Events

Responsibility.org & SOMA Strategies – #TalkEarly

TogoRun – National Obesity Care Week supported by Novo Nordisk

INTERNAL PUBLICATION

JLL – Connections Newsletter

Molina Healthcare, Inc. – Executives in an Elevator

Montreal Children’s Hospital – We should talk. Parlons-en.

Procter & Gamble – P&G Internal News: Raising the Bar

United States Postal Service/Eastern Area – Eastern Area Update

US Postal Service – LINK Mobile

MARKETING COMMUNICATIONS

Cohn & Wolfe – Colgate Encourages Consumers to Save Water Because #EveryDropCounts

Esurance – Esurance Election Insurance

Food Lion – Igniting Customer and Associate Engagement Around Diversity through Strategic Partnership with CIAA

GOLD PR – Invisalign ‘Unbrace Teen Confidence’

Hampton by Hilton – Uncovers and Inspires a New Type of Traveler: The “Seekender”

Hill+Knowlton Strategies – One Day Pay: Submit Today, Smile Tomorrow with Aflac

PadillaCRT – Little Changes for a Healthy New Year

rbb Communications – Turning Bridezilla into “Bride-chilla” with Secrets Resorts & Spas

RF Binder – Dunkin’ Donuts’ PR Pours It On in 2015

WE Communications – An Old Tradition with a New Twist: Woodford Reserve \$1,000 Mint Julep Cup Campaign

MEDIA EVENT

Chevy West Coast Communications – 2016 Chevy California Double

Coyne PR – Media Receive First-Ever Peek Inside the ChapStick Lip Lab

Flashpoint PR – A LEGO Celebration of American Innovation

GCI Health – America’s Diabetes Challenge

Grayling PR – Faraday Future Unveils FFZERO1 Concept Car

Hilton Worldwide With Edelman – Hilton Inspires Thousands To “Stop Clicking Around” & Start Playing With Surprise Concert

New Era Cap – New Era Cap Super Bowl 50 Campaign

PMK•BNC and PepsiCo – Pepsi + EMPIRE Partnership

Porter Novelli – T-Mobile Launches Binge On with Un-carrier X

Republican National Committee – Debate Innovation Project

Ruder Finn, Inc. – Novartis walks the talk of patient-centricity and corporate transparency by opening its doors to media

Sparkpr – Cobalt Aircraft: Soaring To New Heights





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MEDIA RELATIONS

Bayer Corporation – Making Science Make Sense: 20th Anniversary

Cohn & Wolfe – Colgate Encourages Consumers to Save Water Because #EveryDropCounts

Creation – Going for Gold: Pizza Hut's Golden Garlic Knot Pizza Shines at Super Bowl 50

Hanna Lee Communications, Inc. – PR Campaign for Porchlight Bar Drives 1.5 Billion Impressions

Hill+Knowlton Strategies – Banfield Pet Hospital Pet-Friendly Workplace "PAWrometer"

Ketchum on behalf of Mastercard – Mastercard "Wears" the Future of Connected Commerce on its Sleeve

MSLGROUP – Celebration of Service: Creating Independence at Home for U.S. Veterans

National Geographic Channel – Story of God Media Relations Campaign

The Quaker Oats Company – Quaker Keep Playing! With Chewy

Reebok International Ltd. – Reebok Says See Ya Soda

Subaru and MWWPR – Subaru Drives Home the Shocking Need for Pet Safety

Weber Shandwick & PMK•BNC – Stella Artois "Give Beautifully" Holiday Campaign

MULTICULTURAL CAMPAIGN

Cohn & Wolfe – Colgate Total's 30 Days of Laughter

Coyne PR – USA Swimming Foundation Makes a Splash within the Multicultural Community

ESPN Deportes' Virtual Reality Press Mailer – New Studios in Mexico City

Flowers Communications Group – Jack Daniel's Tennessee Honey presents Art, Beats and Lyrics

Imprenta Communications Group – NEMS

Precise Communications – Toyota Presents African American Treasures from The Kinsey Collection

Republica, LLC – Shutterfly Puts the Accent on Your Holiday Celebración

TELEMUNDO Creates Nostalgia for Legendary "Queen of Salsa" Celia Cruz

UPRAISE Marketing + Public Relations – Your New CEO: Empowering Organizations to Embrace and Celebrate Authenticity in the Workplace

ON A SHOESTRING CAMPAIGN

American Foundation for Suicide Prevention – The Fight to #StopSuicide

Archer Malmo Public Relations – Introducing the Wolf River Greenway to the Memphis Community

ASU Cronkite PR Lab – 33rd Annual Phoenix St. Patrick's Day Parade & Faire

Coyne PR – Red Robin Tries to Rope in the Pope for Lent Promotion

Creation – Pizza Hut Puts the "Pie" in Pi Day

DEVENEY – Proposition Coalition

Fingerpaint – We Bring the Heavy Trash Talk, Yo...Don't Trash Arizona

Hawkins International Public Relations – Hotel Vermont Launches Nation's First Hotel Beer Concierge

Molina Healthcare, Inc. – Farm Fresh Freebies

Trefoil Group – Frigel "Imagine the Possibilities"

ONLINE COMMUNICATIONS

Abbott – Giving Millennials an 'Eyeful' on Tumblr to Consider LASIK

Accenture – Creating a Disruptive Digital Platform to Showcase the Best of Accenture

Activision with PMK•BNC / Step 3 PR – Skylanders SuperChargers + Max Chilton Partnership Campaign

Coyne PR – Pennzoil Reaches New Heights with Airlift Drift Mini Film

Edelman – Dove Hair Love Your Curls

PepsiCo – Innovation Download

Weber Shandwick with Milk Processor Education Program – BUILT WITH CHOCOLATE MILK: Chocolate Milk Scores With Kelley O'Hara

ONLINE PRESS ROOM/ MEDIA CENTER

Cherokee Nation Businesses – Anadisgoi.com

Ferguson

Food Lion

Hilton Worldwide – Curio Impresses Media with Revamped Online Press Room

Sharp HealthCare

PODCAST AND/OR VIDEOCAST

APCO Worldwide – National Association of Realtors Real Insight Digital Communications

broadhead – The Great Yield Mystery

Discovery Education and Alcoa Foundation – Manufacture Your Future Live Virtual Field Trip

Just Not Sports – #MoreThanMean: Women in Sports 'Face' Harassment

PRESS RELEASE

Finn Partners for Fujitsu America – Fujitsu Milks IoT Day and Secures Udderly Fantastic Coverage with Finn Partners

FleishmanHillard – #ChevyGoesEmoji

JDC Healthcare Management LLC – Dangerous Viral DIY Braces Trend

PRO BONO CAMPAIGN

DEVENEY – LUNA Fête 2015

FleishmanHillard Vanguard and Orta Communications Group – National Textbook on PR: uniting theory, ethics and best practices to create a new standard in PR education in Russia

LEVICK – Warren Weinstein





2016 Platinum PR Awards Finalists

PRODUCT LAUNCH

Alpaytac PR – SharkNinja Enters Coffee Market with Ninja Coffee Bar Launch

Arby's Restaurant Group and Edelman – Arby's Goes Vegetarian on Leap Day by Offering Meatless Menu

The Coca-Cola Company – Coca-Cola Journey Hi-C Ecto Cooler Relaunch

Coyne PR – ChapStick Shines as a Beauty Essential

Homewood Suites by Hilton – Setting Sights South: Homewood Suites by Hilton Expands into Latin America

Inner Circle Labs – OMbra: The Women's Wearable

PMK•BNC and PepsiCo – Crystal Pepsi Comeback

Taylor – Jordan Brand Introduces The Air Jordan XXX

Thomson Reuters – Base Erosion and Profit Shifting (BEPS) Integrated Product Launch Campaign

Weber Shandwick – WOW air Canadian Launch Announcement

WPP – The New Face of Lincoln

PSA

Area 23 – Free Killer Tan

Bayer Corporation – #Thankful4Ag: A PSA to Thank Farmers and Help Feed America

Burson-Marsteller – New York City Department of Transportation Vision Zero Campaign

DEVENEY – Be an Everyday Hero

GCI Health – America's Diabetes Challenge

Goodwill and Ad Council – "Donate Stuff. Create Jobs."

Just Not Sports – #MoreThanMean – Women in Sports 'Face' Harassment

MSLGROUP University of Iowa, and National Safety Council – MyCarDoesWhat

Subaru and MWWPR – Subaru Drives Home the Shocking Need for Pet Safety

PUBLIC AFFAIRS

Burson-Marsteller

Glen Echo Group – Try COMPETIFY. The Cure for Chronic Broadband Access Control

Ketchum on behalf of Michelin – Beyond the Driving Test: Michelin Puts Air in Teens' Tire Awareness

MSLGROUP University of Iowa, and National Safety Council – MyCarDoesWhat

National Education Association – Ending No Child Left Behind So That Every Student Succeeds

Resolute Consulting – Illinois Beverage Association

SOMA Strategies & CHPA – Up & Away: National Poison Prevention Week

TriNet – 2016 Presidential Election Survey

U.S. Green Building Council – State of Our Schools: America's K-12 Facilities

RE-BRANDING/RE-POSITIONING

ChanceLight Behavioral Health, Therapy & Education – Employee Ambassadors Launch New Brand, Unite Family

Coyne PR – ChapStick Shines as a Beauty Essential

Inspira Marketing Group – The Life is Good Tour

Lockheed Martin – Engineering A Better Tomorrow: Our Enterprise-Level Storytelling

MWWPR – Revamping TIDAL's Image as a Chart-Topping Music Streaming App

DFW Airport & PAVLOV Agency – DFW Airport Rebrand

Peppercomm – Wilmington Trust: Developing and leveraging a new brand positioning statement in the financial marketplace

Türk Telekom – Single Brand And New Logo Launch

RESEARCH & MEASUREMENT

Aflac – The 2015 Aflac WorkForces Report

American Heart Association and Novartis Pharmaceuticals Corporation with Cohn & Wolfe and Edelman

AMN Healthcare and Finn Partners – 2015 Survey of Registered Nurses

Flashpoint PR – SPIRE: Keep Calm and Pedal On

Hill+Knowlton Strategies – Banfield Pet Hospital Pet-Friendly Workplace "PAWrometer"

Infinite Global – Content Success: Law vs. Accounting

Paul Werth Associates – National Safe Boating Council: Wear It!

SATELLITE MEDIA TOURS

AbbVie – Nutrition Resource Launched with Joy Bauer Spotlights Under-Recognized GI Condition

Bayer Corporation – Making Science Make Sense: A 20th Anniversary SMT to promote STEM education and science literacy in the United States

Burson-Marsteller – Bank of America Dream Vacation Sweepstakes

Coyne PR – Goodyear Celebrates 60th Anniversary of College Football Coverage with Desmond Howard

MerchantCantos LLC – Philips Times Square Ball NYE

Strauss Media Strategies – Best Buy 2015 Holiday Season Satellite Media Tour

SOCIAL MEDIA CAMPAIGN

American Foundation for Suicide Prevention – The Fight to #StopSuicide

FamilyShare Network | Deseret Digital Media – Weinstein: Paddington Bear

FleishmanHillard – GameOn with AT&T

Hilton Worldwide – Influencing Curiosity for Curio: a Burgeoning Hotel Brand

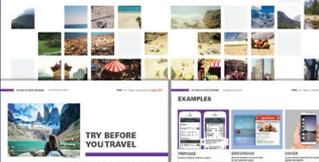
Mars, Incorporated – M&M'S and Red Nose Day: #MakeMLaugh





FUTURE OF HOTEL BOOKING

A GUIDE TO HOTEL RETAILING



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MSLGROUP for The Home Depot – Celebration of Service: #ServiceSelfies Create Independence at Home for U.S. Veterans

Transurban – “Real Stories from the Express Lanes”

Ruder Finn on Behalf of The Michael J. Fox Foundation for Parkinson’s Research – A Future without Parkinson’s: Leveraging a mega pop-culture moment to reach new audiences and build donor base

SAP – The #One4 Project

SOMA Strategies & CHPA – Up & Away: National Poison Prevention Week

SPEECHES

Burson-Marsteller – Bank of America: Fostering Conversation and Strengthening Connections with Women-Owned Small Businesses

The Goodyear Tire & Rubber Company – Goodyear’s “Moonshot”

Qlik – Data-driven Possibilities Speech

Susan Davis International – Caregivers Face Suicide

TRADE SHOW/EVENT PR

Consumer Technology Association – CES 2016

Lambert, Edwards & Associates – North American International Auto Show

PAN Communications – SAP Hybris Americas Summit & Game Plan Conference

Raytheon Integrated Defense Systems – Raytheon AESA/GaN Radar Launch

Scott Public Relations – The Future of Healthcare: The CAPP Event that Redefined Patient-Physician Relationships

TWITTER CAMPAIGN

The Bait Shoppe – Sheraton: Delight My Delay

MMC – Head & Shoulders and MMC Create an Army of Real-Time Endorsers

Mars, Incorporated – M&M’S and Red Nose Day: #MakeMLaugh

Mars, Incorporated – M&M’S 1 Million Tastes of Crispy Giveaway: #NashHasCrispy

DFW Airport & PAVLOV Agency – DFW Airport’s #DFWSpringBreak Twitter Campaign

WE Communications – Volvo Intercepts the Super Bowl

VIDEO PROGRAM

American Heart Association FDA – Life is Why

BizWireTV – Business Wire

Consumer Technology Association – CES 2016 CESTV Campaign

FleishmanHillard & Avaya – Stuff Business People Say

Happy Family – This is Happy

Ketchum on behalf of Michelin – Beyond the Driving Test: Michelin Puts Air in Teens’ Tire Awareness

Porter Novelli – T-Mobile Launches Binge On Up for April Fools’ Day

Sparkloft Media – SB Story: Made in Santa Barbara

Trafalgar – Confessions of a Travel Agent

Viacom – Witness the Power of Story

Weber Shandwick & National Pork Board – Grill Crashers

WEB SITE MARKETING

eBay with Edelman – Hot Deals for Hot Days

First Energy Corp. – FirstEnergy Educates Customers to Prevent Frauds and Scams

JLL – Office ReNew

JLL – Skyline

PepsiCo – Innovation Download

Walker Sands Communications – #ImAnEngineer

Weber Shandwick & The American Academy of Pediatric Dentistry – The Monster-Free Mouths Movement

WORD OF MOUTH/VIRAL CAMPAIGN

Area 23 – Free Killer Tan

Creation – Pizza Hut Puts the “Pie” in Pi Day

FleishmanHillard Vanguard – PepsiCo Time to drink kefir

Just Not Sports – #MoreThanMean – Women in Sports ‘Face’ Harassment

WOW! AWARD

BWK New York – “Meet the Press”: How We Opened up the Reporter Pitching Process to Help 20 Young Innovators Maximize PR Outcomes at TED2016

Coyne and Goodyear Set Epic World Record

Creation – Going for Gold: Pizza Hut’s Golden Garlic Knot Pizza Shines at Super Bowl 50

Hanna Lee Communications, Inc. – PR Campaign for Whimsical New Bar, The Happiest Hour, Drives 828 Million Impressions

Ketchum on behalf of Mastercard – Mastercard Chips Away Security Fears

WE Communications – Volvo Intercepts the Super Bowl





PR News' 2016 Agency Elite Finalists

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ADVOCACY

Irwin Gail Consumer Communications – Badger & Winters
#WomenNotObjects

JPA Health Communications – Concussion Prevention: Digital Outreach

LDWWgroup – The Big 12 Conference: Changing the Game, So Legislators Don't Have To

Momentum Communications Group – Empowering Nonprofit Voices

AGENCY AWE PROFESSIONAL

Kathy Bloomgarden, **Ruder Finn**

Beth Monaghan, **InkHouse**

Christian Rodgers, **Pascale Communications**

Telly Wong, **IW Group**

AGENCY TEAM OF THE YEAR

Ballantines PR

IW Group

Klick Communications

Murphy O'Brien Public Relations

BEST TRAINING/EDUCATION PROGRAM

Hotwire PR – Hotwire DNA

Infinite Global – Attorneys vs. Accountants: Content Success Study

INK Public Relations – INK University

Newlink Academy

WE Communications – Centralized Internship Program

BRANDING

Eastwick Communications – Meet Swivelfly

RF Binder – Changing Public Perception of Algae: A Groundswell Marketing Campaign from the Thrive Brand

BUSINESS TO BUSINESS

Antenna Group – Miraah

Bhava Communications – CrowdFlower Campaign: "The Data Behind Today's Data Scientists"

Bhava Communications – Hedvig: Going Back to Basics – Launching from Stealth in an Overcrowded Industry

INK Public Relations – INK for Datapipe

NCR Small Business with Arketi Group – NCR Silver Generates Small Business Media Buzz

SHIFT Communications – Creating a Security Rainmaker

CAUSE/CSR

Cone Communications – Delivering Impacts Across Business, Brand and Society

Ingram Micro, Inc. – Elementary School IT Makeover

Lippe Taylor – Cetaphil Celebrates Camp Wonder 15th Anniversary

Weber Shandwick & Mars, Inc. – M&M'S Red Nose Day #MakeMLaugh Campaign

COMMUNITY RELATIONS

Sage Communications – Leadership Greater Washington Fully Integrated Communications Campaign

SKDKnickerbocker – Katrina 10: Resilient New Orleans

COMMUNITY RELATIONS/ VOLUNTEER PROGRAMS

Community Unit School District 308 – PRIDE Recognition Program

Coyne PR – Good to Go

Strategic Public Relations Group – Care • Connect • Contribute by SPRG

CONSUMER MARKETING

5W Public Relations – jane iredale Blogger Initiative

MWWPR – Consumer Marketing Practice

R&R Partners Public Relations – Vegas Season

CONTENT MARKETING

Atomic 212 Group – Lucy the Robot

Digital Brand Expressions – SEMPO

W2 Communications – ThreatConnect Project Camera Shy

Weber Shandwick & Mars, Inc. – M&M'S 1 Million Tastes of Crispy Giveaway: #NashHasCrispy

CRISIS MANAGEMENT

LDWWgroup – Ensuring the Safety of Yemeni Hostages

DIGITAL / SOCIAL MEDIA

Bel Brands USA/The Laughing Cow – The Laughing Cow Love Your Local Events

MWWPR – Accelerating Change with Innovative Social Strategies

R&R Partners Public Relations – Vegas Season

Weber Shandwick & Mars, Inc. – M&M'S Red Nose Day #MakeMLaugh Campaign

Weber Shandwick & National Pork Board – Grill Crashers

FINANCIAL COMMUNICATIONS

LDWWgroup – GameStop EARNING Extra Lives

Olmstead Williams Communications – Oberthur Technologies: Driving chip cards into American wallets

Vested – The Business of Star Wars: A Citadel Conversation

INTEGRATED COMMUNICATIONS

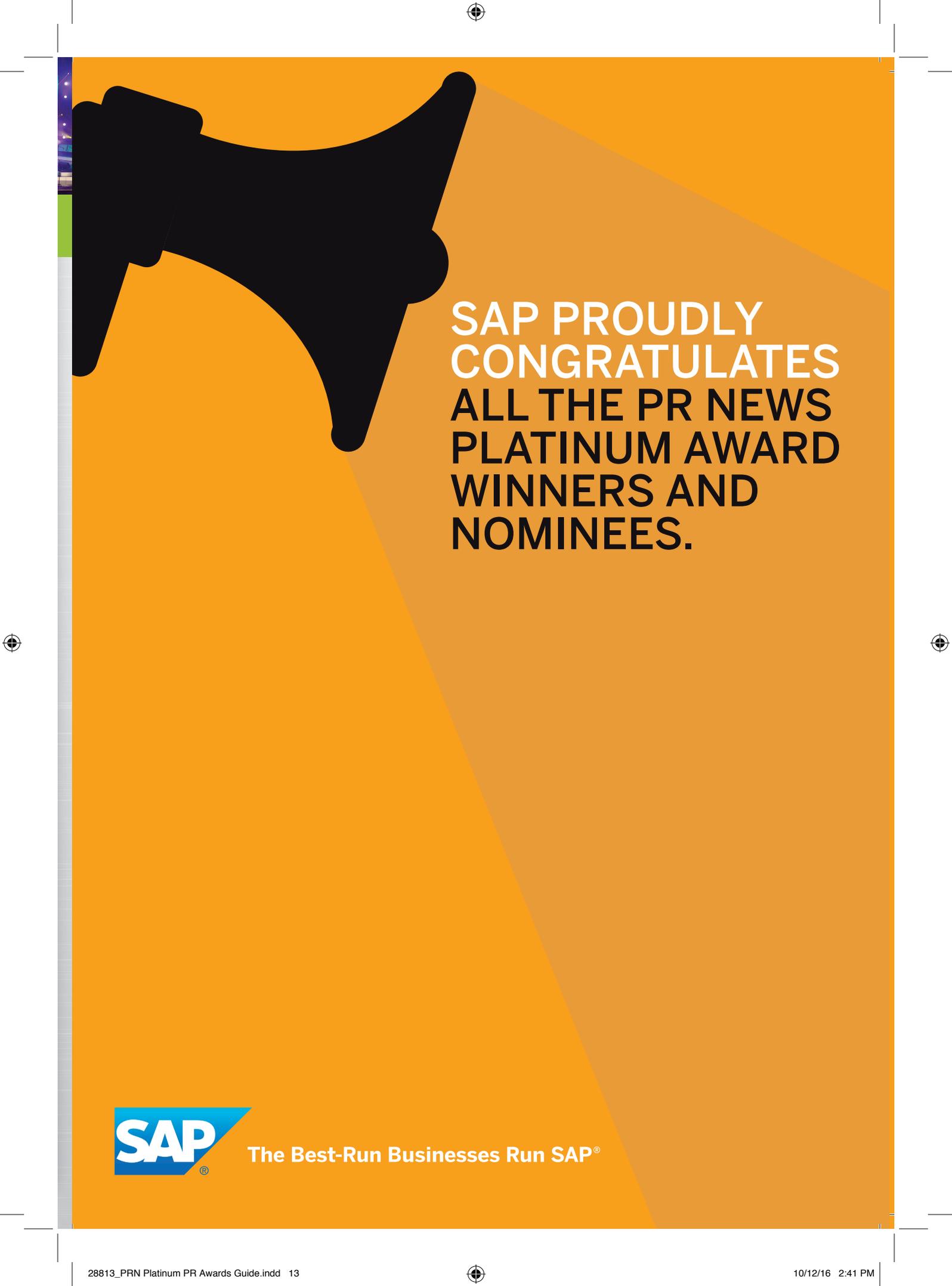
APCO Worldwide – Ross Initiative in Sports for Equality (RISE)

LDWWgroup – Integrated "Big Game" Campaign Creates New Demand for Cruising by Drawing Consumers "Back to the Sea"

The Mosaic Company – The Great Yield Mystery

R&R Partners Public Relations – Vegas Season

Sharp Communications & Benjamin Moore – Announce Benjamin Moore's 2016 Color of the Year



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INTERNAL COMMUNICATIONS

Newlink – OneNew1nk

US Postal Service – Western Word

MARKETING COMMUNICATIONS

Atomic 212 Group – Lucy the Robot

The Hawaiian Electric Companies – A Sustainable Solar Future for Hawaii

Makovsky – Soraa Product Guide

RF Binder – Changing Public Perception of Algae: A Groundswell Marketing Campaign from the Thrive Brand

Stein IAS and Trelleborg Marine Systems – Measurable Marketing Quality

MARKETING TO WOMEN

5W Public Relations – OneStopPlus Rebrands to FULLBEAUTY Brands, Revolutionizes Plus-Size Style

GOLD PR – Invisalign “Unbrace Teen Confidence”

Green Works – Green Works Encourages Girls to Unleash Their Natural Potential

Lippe Taylor – MonaLisa Touch: Improving a Woman’s Gynecologic Health and Quality Of Life

MEASUREMENT / EVALUATION

INK Public Relations – THE DMM: Daily Media Report for an International Renewable Energy Company

MEDIA RELATIONS

Cone Communications – 2015 Jiffy Lube National Donut Day

Fineman PR Produces National Impact for HNTB and Foster Farms

Murphy O’Brien Public Relations – Santa Catalina Island Company: Breathing Life Back into an Iconic Destination

Sweeney Marketing + PR – Jo-Ann Local Television Coverage

Voce Communications – Tile Holiday Campaign 2015

NONPROFIT/ASSOCIATION

Momentum Communications Group – Empowering Nonprofit Voices

Piper & Gold Public Relations – T3 Launch Campaign

Sage Communications – S&R Foundation Fully Integrated Communications Campaign

SKDKnickerbocker – Katrina 10: Resilient New Orleans

PRODUCT LAUNCH

Alpaytak Marketing Communications/Public Relations – SharkNinja Enters Coffee Market with Ninja Coffee Bar Launch

GOLD PR ~ Galderma Laboratories, L.P. – “Perfecting the Pout”: Launch of Restylane Silk

Inner Circle Labs – The L16: Bringing New Light to Photography

Murphy O’Brien Public Relations – Lynx Smart Grill: Smart Gadgets Enter a New Market

PAN Communications – Artec 3D Shapify Booth Launch

Peppercomm – LEVL CES Launch

PROMOTION OF FIRM

Fineman PR – Get Your Ship Together in a Crisis: Do a PANTCHEK

Hollywood Public Relations – Hollywood Holiday Wishes 2015

Racepoint Global Business Development and Global Marketing Team – Post-Integration: How One Agency Promoted an Evolving Brand, Increased Clients and Attracted New Talent
RED PR

PUBLIC AFFAIRS

Butler Associates Public Relations Uniformed Firefighters Association of Greater New York – Correct the \$27/Day Disability Crisis for New York’s Bravest

Davies Public Affairs – Vancouver Energy

Powell Tate – Halting a tax on medical innovation

SKDKnickerbocker – Katrina 10: Resilient New Orleans

PUBLICITY

Sweeney Marketing + PR – Jo-Ann Local Television Coverage

Think PR – Aloft Hotels Emoji Room Service Launch

TopFire Media – Mission: Fit to Own

REPUTATION MANAGEMENT

BRG Communications – Walmart’s “Holiday Sing to Salute Military Families” campaign

Deveney – UMC Grand Opening Reputation Management

LDWWgroup – Carnival Corp: “Big Game” Campaign Draws Consumers “Back to the Sea” and Accelerates New Demand for Cruising

MWWPR – MWWPR’s Reputation Management Practice

Word of Mouth/Viral

Irwin Gail Consumer Communications – Badger & Winters #WomenNotObjects

Minnesota Pork Board – Pig + a Pint

RF Binder – Changing Public Perception of Algae: A Groundswell Marketing Campaign from the Thrive Brand

WEB SITE

Lippe Taylor

PRNews

Mark Your Calendars!

OCTOBER 2016

- 10/21 Entry Deadline: Nonprofit PR Awards
- 10/27 Instagram Stories Webinar

NOVEMBER 2016

- 11/11 Entry Deadline: Diversity & Inclusion Awards
- 11/16 PR Measurement Workshop in NYC
- 11/17 Google for Communicators Boot Camp in NYC

DECEMBER 2016

- 12/6 PR People, Rising Stars & Top Places to Work in PR Awards Luncheon in D.C.
- 12/7 Snapchat Boot Camp in D.C.
- 12/8 Media Relations Conference in D.C.
- 12/9 Entry Deadline: Social Media Awards

Questions? Contact PR News' Jessica Placencia at jessica@accessintel.com or 301-354-1641

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