

Digital PR and the Bottom Line

An online film festival draws thousands of entrants and millions of eyeballs; an e-newsletter gives weekly savings tips to 90,000 subscribers. Sure, these numbers are impressive—but it's the ability of PR pros to tie them to bottom-line results that's amazing. This is what *PR News*' Digital PR Award winners and honorable mentions have done. This year we honor 33 categories in digital PR excellence for campaigns spanning Jan. 1, 2010-July 16, 2011. We feted the finalists at an Oct. 4 luncheon in New York. For extended profiles of all the finalists, visit prnewsonline.com/digitalpr2011.

PRNews' DIGITAL PR AWARDS

A special issue of *PR News*

ORGANIZATION

BLOG

PEOPLE

Baylor Health Care System SAMMONS SAYS: VIEWPOINTS ON CANCER PREVENTION, TREATMENT AND RESEARCH

As a leading provider of cancer care, the Baylor Charles A. Sammons Cancer Center felt a responsibility to share its expertise beyond its immediate facility. In an effort to reach existing patients, as well as survivors and their families, the PR team, led by social media manager Ashley Howland, launched the cancer center's first blog: Sammons Says.

Baylor recruited outside bloggers and staff members to share their expertise to drive the blog as a valuable online resource of cancer information. The launch of the blog coincided with the opening of a new facility in March 2011. In just three months the blog received almost 8,000 views. —Regina D'Alesio



HONORABLE MENTIONS

Euro RSCG Worldwide PR – *The Sisterhood*: Recognizing the power of teenage girls as consumers, Euro created “The Sisterhood,” a social media “lab” by, for and about teen girls.

Shift Communications – *Slice: The Agency Blog with a Real Bite*: Each quarter, a new group of Shift staffers contributes to *Slice*, which showcases their individual perspectives on PR, social media and staff events and excursions.

USANA Health Services – *What's Up, USANA?* Through a series of blog-driven contests and new content with photos and videos posted daily to the blog, USANA helped generate 125,000 visits and 185,000 page views within nine months in 2010.

Marian Salzman EURO RSCG WORLDWIDE PR

The CEO of Euro RSCG Worldwide PR, North America, has a lot on her mind—and many of those thoughts go out to audiences via platforms that include the Huffington Post, The Holmes Report, CNBC.com and more.

Salzman's proclivity to post coupled with her expertise in business has resulted in regular invitations to guest-blog—and she usually accepts. Salzman riffs on a variety of topics, from presidential politics, the Arab Spring and the powerful voice of social media to crowdsourcing and football-caused brain injuries. It's the brain that was the impetus for Salzman's powerful four-post series, “Headstrong,” which appeared in HuffPo in 2010. The series chronicled Salzman's experiences as a brain cancer survivor.

“I think of a great blog post as a cross between a passionate debate with a trusted colleague and an e-mail to a college roommate,” says Salzman. “I never skimp on opinions or intimacy.” It's this kind of honesty that has made Salzman #1 in social media followers within Havas (Euro RSCG's parent company) and has grown her Twitter following to 8,700 as of September 2011. —Scott Van Camp



HONORABLE MENTIONS

Todd Defren – *PR-Squared, Shift Communications*: Since 2004, Todd Defren's blog has given its readers deep insight into PR and social media, attracting 7,400 registered readers to date.

Jim Joseph – *Lippe Taylor & ShopPR*: Jim Joseph's *The Experience Effect* blog on marketing averages 6,000 visitors per month, which has resulted in 2,000 Twitter followers and 1,500 links on LinkedIn.

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Shift Communications
USANA Health Sciences

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Kimberly Clark/Ogilvy & Mather
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Visit Newport Beach Inc.

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The American Institute of Certified Public Accountants - Feed the Pig Weekly Savings Tip (Winner)
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CAUSE MARKETING/CSR

AT&T | AT&T'S 'THE LASTTEXT' DOCUMENTARY TO CURBTEXTING WHILE DRIVING

With 854 billion text messages projected to cross the AT&T network throughout 2011, the wireless company recognized an opportunity to educate the public about the dangers of texting while driving. In December 2010 AT&T debuted a 10-minute film called *The Last Text*, featuring real accounts of how lives were altered—or even ended—because of texting while driving. On the day of launch ABC's *Good Morning America* aired a five-minute exclusive, including interviews with a victim's mother from the documentary. There were nearly 100,000 views of the documentary on the first day, and 62,000 pledges have been made across AT&T channels. —RD



HONORABLE MENTIONS

Cohn & Wolfe New York – *American Girl Inspires Girls to Shine with Online Charitably Driven Product Launch*: A grass-roots program inspired girls to visit the Shine On Now Web site and contribute a free “star” to help American Girl donate \$1 million to four charitable organizations.

Edelman & Best Buy - *Sustainability Report Goes Interactive*: In concert with the Best Buy CSR report launch in July 2011, Edelman executed a sustainability webinar that featured live video streaming and Twitter conversations.

CONTEST/GAME

MWW Group
NIKON FILM FESTIVAL SOCIAL CAMPAIGN
CHAMPIONING D-SLR VIDEO

To merge the popularity of HD video and the burgeoning trend of user-generated content online, MWW Group and Nikon created an online film festival that relied entirely on social media.

During the course of the campaign, NikonFestival.com received 500,000+ visits and 2,200+ submissions. On Twitter, the campaign generated 62+ million impressions and 7,000+ followers, with over 1,000 one-on-one interactions using a direct messaging tool to engage audiences. —Sahil Patel



HONORABLE MENTIONS

Siemens Industry Inc. - *Plantville, a Siemens Initiative*: Siemens developed an interactive Facebook game that simulates a plant manager's experience, challenging players to increase productivity, sustainability and the overall health of a plant.

Weber Shandwick New York - *Suave Smart Splurge Contest*: The first 100,000 contestants received free full-size Suave Naturals Body Wash or Body Lotion and one grand prize winner a trip for two to Hollywood. The contest featured celeb Brooke Burke, who encouraged women to splurge on items guilt-free.

HONORABLE MENTION

American Airlines and Weber Shandwick - *Bomb Threat Response: American Airlines Tweets with Passengers Aboard Flight AA24*: When an American Airlines flight was the target of a bomb threat on Aug. 19, 2010, Weber Shandwick and AA handled the crisis by reassuring passengers via Twitter that all was safe.

NEI and Burson-Marsteller

DIGITAL CRISIS MANAGEMENT FOR U.S. NUCLEAR INDUSTRY DURING JAPAN CRISIS



The tragic earthquake and tsunami that devastated Japan on March 11, 2011, had the side effect of creating what Burson-Marsteller calls a “crisis of confidence” in the safety of U.S. nuclear energy. For the Nuclear Energy Institute it was essential, then, to develop a program to calm nuclear energy fears. On March 16, B-M launched the “@NEIupdates” Twitter account that allowed selected journalists and experts to introduce new information, effectively making it the crisis campaign's de facto newsroom. An “NEI Nuclear Notes” blog and YouTube channel provided even more in-depth information. An April 4 poll showed the campaign to be effective: the majority of Americans once again viewed U.S. nuclear plants to be safe. —SP

CRISIS MANAGEMENT

PR FIRM OF THE YEAR: DIGITAL

Waggener Edstrom Worldwide Inc.



Waggener Edstrom's digital initiatives in the past year were pretty robust. To name just a few, the agency worked with Microsoft Mobility, HTC and T-Mobile to launch the Windows Phone 7; developed and executed a yearlong campaign that shifted perceptions of Internet Explorer to the effect of 2.36 million downloads within the first hour of Internet Explorer 9's launch; and built a Web site for the Sasquatch! Music Festival (pictured), where users downloaded 20,000 songs on the first day the Web site went live. What's more, the agency is armed with a suite of digital products that help clients monitor and gain a better understanding of the digital market. For example, “WE Twendz” analyzes and ranks influencers online; a Twitter monitoring platform not only locates influencers but also gauges tweet emotions and tracks conversations; and “Ripple Effect” shows how top influencers amplify their messages through digital channels. —SP

See honorable mentions on page 5

Conover Tuttle Pace

'ZENYATTA'S QUEST FOR PERFECTION': BREEDERS' CUP WORLD CHAMPIONSHIPS

To create renewed interest in a major international horse-racing event, the Breeders' Cup, Conover Tuttle Pace found the perfect narrative for the 2010 event in Zenyatta—a female horse known for an undefeated record built on come-from-behind wins.



Creating a robust social and digital media program, CTP created a personalized Twitter handle and a microsite for the horse; led a "Zenyatta Fan Video" contest on the event's Facebook page; and relaunched the BreedersCup360.com Web site. The results: The Breeders' Cup YouTube channel received over 1.46 million views and the Facebook Fan Page achieved a 200% increase in fans over 2009. —SP

DIGITAL MARKETING CAMPAIGN (<\$100K)

HONORABLE MENTIONS

Inner Circle Labs – Zite Gets Personal: At SXSW, the Zite team mixed cocktails for attendees, who downloaded Zite's iPad app.

Orange County Transportation Authority – Angels Express Digital Marketing: E-mail blasts and Facebook ads upped train ridership by 33% on exclusive service for LA Angels' fans.

MWW Group – 2010 Celebrity Bowling Hall of Fame Campaign: MWW launched a celeb Hall of Fame election to get younger people interested in bowling.

Siemens Industry Inc. – Plantville, a Siemens Initiative: Siemens' Facebook game had almost 81,300 unique visitors 16 weeks after launch.

DIGITAL MARKETING CAMPAIGN (\$100K TO \$300K)

HONORABLE MENTIONS

Consumer Electronics Association – CEA's Innovation Movement: Declaration of Innovation: CEA enticed consumers to support its declaration of free trade and broadband deployment with the chance to win high tech gear.

Kimberley Clark/Ogilvy & Mather Hong Kong – Huggies Babies-On-The-Go: Parents in Hong Kong could not resist Huggies' request to upload their baby pics on Facebook.



HONEY NUT CHEERIOS 'AMERICA'S FAVORITE CEREAL'

After selecting authentic lovers of Honey Nut Cheerios—something Chris Tamburino, senior account executive at Coyne PR, says was a challenge as the brand has many fans who actively express their love for the product online—General Mills sent the cereal-lovers a "cereal celebration kit" comprised of Honey Nut Cheerios-branded gear, party supplies and even an oversize cutout of the cereal's mascot, Buzz the Bee. Using the kits, these fans threw breakfast parties and documented the celebration via photos and videos. This content was shared with the brand and was utilized for banner ads, videos and the cereal's Facebook page. This engagement effort was complemented by the cereal's "Billion 'O' Giveaway"—a nationwide program that let consumers sample the cereal. In its first month, the campaign drove nearly 700,000 click-throughs to the branded Web site (FavCereal.com), inspired 1,000 photo and video submissions from fans and generated 6.6 million online conversations about the Cheerio's brand. —SP

MWW Group

NIKON FILM FESTIVAL SOCIAL CAMPAIGN CHAMPIONING D-SLR VIDEO

Nikon and MWW Group sought to combat the crowded D-SLR camera market with a campaign that merged the popularity of HD video and user-generated content creation for an online film festival that relied exclusively on social media. Targeting filmmakers, social media influencers, traditional media consumers and the tech-savvy, the 10-week campaign strategy was a crossroads between movie-making and social media, and capitalized on the the soaring popularity of Twitter star and Nikon spokesman Ashton Kutcher. The campaign generated 500,000+ visits to NikonFestival.com, 2,200+ video submissions, 7,000+ social media followers and 1,000+ one-on-one interactions. —Billy Miltenberg



DIGITAL MARKETING CAMPAIGN (\$500K+)

HONORABLE MENTIONS

GolinHarris – Magnum Ice Cream U.S. Launch: Actress Rachel Bilson voiced Magnum's luxury brand message through multiple digital touch points.

GolinHarris and MetroPCS – Snoop Dogggg Launches the MetroPCS 4G LTE Samsung Galaxy Indulge: Snoop Dogg became Snoop Dogggg (with 4G) to promote MetroPCS' new 4G phone.

Pappas Group – .CO Internet S.A.S. Launch: Pappas deployed social media and viral videos to get the word out about the new domain registration name.

U.S. Army with Weber Shandwick – Sharing the Army Strong Story: Increasing social engagement with potential recruits, an iPhone app, Facebook and Twitter helped the Army exceed recruitment goals for 2010.

DIGITAL PR CAMPAIGN (<\$100K)**The Axis Agency****#CHEVYCRAWLS TAKES SOUTH FLORIDA BY STORM**

To introduce a new lineup of Chevrolet cars to the South Florida region, the Axis Agency used local influencers and social media (pictured) to create a fresh and unique brand experience for communities. The Axis team partnered up with Craig Agranoff—blogger and creator of *worstpizza.com*—to stage a “Chevy Pizza Crawl.” After holding a contest on Twitter, 20 winners were selected to eat pizza and drive around in Chevy cars. The campaign has been so successful that Axis currently has a wait-list for other top bloggers vying for their own Chevy Crawls. —SP

**HONORABLE MENTIONS**

Dixon Schwabl and The Heritage Classic Foundation – “*Get Your Plaid On*”: An old-time logo inspired a social effort that included a “pick the plaid outfit” contest.

Jones Lang LaSalle - *Jones Lang LaSalle the Year of the Corporate Real Estate Executive*: Vlogs help put real estate firm front and center at the CoreNet Global Summit.

Visit Newport Beach Inc. - “*Escape Car-Mageddon Ride the Waves Instead of the Breaks*”: Leveraging a planned shutdown of the 405 freeway in Los Angeles, a video encouraging people to visit Newport Beach received more than 500,000 views.

MWW Group’s Dialogue Digital Team

In 2010, MWW Group launched Dialogue Digital, consolidating the agency’s digital media practice with its in-house branding agency. Led by Jared Hendler (pictured front, center), MWW’s EVP, global director of digital and creative services, Dialogue Digital helps brands and companies build and maintain trust among core constituents via digital and visual branding strategies. The digital media and branding practice assisted with several successful campaigns in 2010, including a campaign for Sara Lee’s Jimmy Dean sausage brand that promoted the brand to women bloggers at the 2010 BlogHer conference, resulting in 30 million impressions; digital work for the Bowling Proprietors’ Association of America that drew 1.3 million online Hall of Fame picks for a bowling-lover celebrity; and several campaigns for Nikon through 2009-2010, including the Nikon Film Festival, an online affair that relied purely on social media to create buzz for the Nikon brand. —SVC

**DIGITAL PR TEAM OF THE YEAR/AGENCY****DIGITAL PR TEAM OF THE YEAR/CORPORATE****Discovery Communications Social Media Team**

Established in 2009, Discovery Communications’ nine-person social media team is guided by four goals: build community among fans across platforms; drive tune-in to its TV shows; generate page views, video streams and sales on Discovery’s Web sites; and gather insights to inform all areas of the business. Led by Gayle Weiswasser, VP of social media communications, and Matt Crenshaw, VP of marketing and analytics, the team ensures that fans of all of Discovery’s brands are presented with compelling content on a regular basis. Fully integrated with its network and business unit clients, Discovery’s social media efforts are never an afterthought—they are always a key part of overall campaign strategies. The results bear that out: more than 40 million “likes” across 70 Facebook pages (a +567% jump since Jan. 2010; the second largest footprint in cable TV [behind Viacom]); and over 2 million Twitter followers—a 100% increase since January 2010. —SVC

**PR FIRM OF THE YEAR: DIGITAL – HONORABLE MENTIONS (continued from page 3)**

Edelman: The agency’s digital presence is highlighted by the Volkswagen Beetle Reveal effort in 2011, which generated 90 million Twitter impressions in 24 hours.

MWW Group: MWW’s Dialogue Digital helped Sara Lee’s Jimmy Dean capture the largest share of voice at the 2010 BlogHer.

Ogilvy Public Relations Worldwide: In 2010, Ogilvy PR Worldwide’s social media arm doubled its business. The 360° Digital Influence group created such firsts as the launch of the all-new Ford Explorer via Facebook.

Ventana Public Relations: To build brands

online, Ventana launched a New Media Engine that delivers content-driven SEO to thousands of new media sites.

Weber Shandwick: Accounting for 20% of the agency’s total revenue, notable digital work in 2010 included the launch of the Pepsi Refresh Project.

EMAIL NEWSLETTER/S

HONORABLE MENTIONS

The American Institute of Certified Public Accountants – CPA Letter Daily: The free interactive pub tackles the 10-12 most important stories for more than 172,000 member subscribers.

Cold Spring Harbor Laboratory’s Monthly NetLetter: Monthly pub by the molecular biology and genetics lab has 6,000 subscribers and is shared on Facebook and Twitter.

The American Institute of Certified Public Accountants

FEED THE PIG WEEKLY SAVINGS TIP

Looking to change the negative financial behavior patterns of 25-34-year-olds, AICPA introduced a weekly savings tip to help improve their spending and savings habits. Feed the Pig is closely integrated with Facebook and Twitter, with comments and conversations around the tip monitored closely to match content with reader interests. In March 2011, a monthly FANtastic Friday Savings Tip was launched via social media that has caused rampant reader interaction. Feed the Pig has attracted more than 90,000 subscribers, with an average open rate of 16.6%. —SVC



AT&T

AT&T’S tSPACE BADGE RECOGNITION PROGRAM



It’s not easy connecting more than 260,000 active employees spread among hundreds of business units with jobs ranging from corporate strategy development to call center workers. But AT&T managed to do just that by leveraging a behind-the-firewall-version of Facebook, Twitter and LinkedIn—tSpace. Enlisting the help of Fleishman-Hillard to help develop the platform’s functionality for the company, AT&T had four main objectives: introduce employees to tSpace by inviting them to fill out employee profiles; raise awareness of tSpace collaborative tools; recognize individuals with expertise in their fields as thought leaders; and foster friendly competition among employees

while providing useful, business-oriented recognition and accreditation.

Using the Foursquare “badge” concept as inspiration, AT&T and Fleishman-Hillard developed their own badges (circled in the image) that they awarded employees for hitting certain milestones, participation in corporate initiatives, earning Subject Matter Expert status and more. —SVC

EMPLOYEE COMMUNICATIONS ONLINE

HONORABLE MENTION

The American Institute of Certified Public Accountants – Team Network News: Three pubs and an Intranet hub designed to give AICPA employees the tools and resources required to be successful in their jobs have resulted in nearly 100% readership and satisfaction scores.

FACEBOOK COMMUNICATIONS

HONORABLE MENTIONS

American Airlines and Weber Shandwick - Mystery Miles: More Than 230,000 Take Flight on Facebook with the AAdvantage Program: Mystery Miles leveraged a custom-built Facebook app, which rewarded all participants with AAdvantage miles.

RF Binder Partners Inc. - Talenti Gelato e Sorbetto Facebook Campaign: Using free, built-in platform tools, RF Binder leveraged the unique reusability of Talenti jars to develop a user-generated content sweepstakes on Facebook and increase fan engagement.

Weber Shandwick & MilkPEP - Modern Family Got Milk? Ad Launch: The National Milk Mustache “Got Milk?” campaign and Weber Shandwick used the show *Modern Family*’s popularity and its 3 million Facebook fans to launch the first-ever Facebook Got Milk? ad.

American Heart Association

AMERICAN STROKE ASSOCIATION – IDEAL HEALTH

In January 2010, the American Heart Association created the Ideal Health initiative as part of its effort to achieve a new national goal: by 2020, improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%. For this exclusively online campaign, the AHA’s national Facebook page was used to advocate for behavioral changes by taking small steps, promote the use of the American Heart Association’s online tools and engage consumers—especially household decision-makers—in ongoing conversations related to heart health. Within a year and a half of its launch, the Facebook page garnered 98,000 community members—an average growth of 171 new members each day—and 52,000 active participants per month. —BM



INFLUENCER COMMUNICATIONS**Intel & Ogilvy Public Relations Worldwide** | INTEL ADVISORS

Intel built relationships with online influencers via “Intel Advisors” (some pictured here), giving the group exclusive access to Intel technologies, executives and events. In return, the Advisors leveraged their social media channels

to communicate to their followers about how Intel technology supports them in pursuing their passions. The year-long program reached more than 1.3 million people combined on Twitter. —*BM*

HONORABLE MENTIONS

Cohn & Wolfe New York - *American Girl Inspires Girls to Shine with Online Charitably Driven Product Launch*: To generate coverage and word-of-mouth for the launch of American Girl's Shine On Now program, outreach to parent influencers was conducted with 38 Parent Partners, who wrote about the program and drove traffic to the program's site and through social channels.

Euro RSCG Worldwide PR - *Sears Blue Blogger Crew - Consumer Electronics*: Bloggers from across the country were selected to act as media on behalf of Sears at the 2011 Consumer Electronics Show, covering CES announcements, new product launches and trends.

Mom Central Consulting - *Infantino Test-Drive Campaign*: To launch the baby products company's social media presence, MCC developed a four-phased nationwide program to seed new products with a select group of mom influencers.

HONORABLE MENTION

AT&T - *AT&T Sustainability “Do One Thing” Employee Engagement Intranet Site*: AT&T, in partnership with Fleishman-Hillard, created a personalized employee Intranet that encouraged and tracked employees' involvement in the sustainable programs of their choice.

CareFirst BlueCross BlueShieldYOUR VOICE. YOUR STORY. INSIDECAREFIRST.COM

An internal research study conducted by the associate communications team at CareFirst BlueCross BlueShield revealed that associates wanted to have a sense of partnership with the company's Intranet content. “The biggest challenge we faced was to personalize how we covered employee news. We established a firm goal to share our co-workers' stories and to capture their voices,” says project manager Kevin Kane. The team launched six internal communications campaigns that used video to allow associates to express how corporate initiatives affect their daily work lives. Add to that the incorporation of video and audio into internal news briefs, not to mention a forum where associates can tell stories, and the revitalized Intranet offering at CareFirst became a great source for driving employee involvement and discussion. —*SP*

INTRANET
LISTENING CAMPAIGN**Dell Inc.** | THE DELL LISTENING & COMMAND CENTER

Launched in December 2010, the Dell Listening and Command Center was created to improve Dell's customer service and product quality. The center is designed to listen to the conversations that are happening about the brand across social media in 11 languages around the world, with the goals of identifying issues, solving problems and increasing customer engagement. Dell monitors 22,000 daily Web posts to hear and respond to potential problems, and also identify trends. The team monitors and participates in online conversations while the Twitter support team, @DellCares, engages with the community.

As a result of launching the center, Dell has increased efficiency, provided faster customer response, improved issue recognition and management and driven positive brand sentiment across social media platforms. Over 20,000 customers have been served with a 46% increase in customer reach. —*RD*

**HONORABLE MENTIONS**

NEI and Burson-Marsteller - *Digital Crisis Management for U.S. Nuclear Industry during Japan Crisis*: After Japan's earthquake/tsunami, B-M partnered with the Nuclear Energy Institute to ensure the industry's nuclear safety messages reached core audiences.

Porter Novelli - *Gillette Social Media Analysis and Optimization*: Porter Novelli tracked online conversations about Gillette in 11 different areas, including brand mentions, razor models and price complaints, resulting in improved response to customers.

MEDIA RELATIONS CAMPAIGN

Hilton Hotels & Resorts

GLOBAL LAUNCH OF EFOREA: SPA AT HILTON



Launching its first branded spa, “eforea,” in October 2010 in Short Hills, N.J., a hot stones throw away from New York City, Hilton engaged TV celebs to attend the opening event. A special media landing page—fed by activity on Twitter, Facebook and YouTube—enabled

trade, business and consumer media to view video tours and interviews, download images, access the spa’s menu and more. The media reaction was almost too good, as uninvited reporters and celebrities clamored to attend the event. More than 70 media members did attend, from *Condé Nast Traveler*, *Men’s Health*, *Travel Weekly* and more. —SVC

HONORABLE MENTIONS

MWW Group – 2010 Celebrity Bowling Hall of Fame Campaign (BPAA): To elevate the sport of bowling, MWW engineered an online Bowling Hall of Fame election—propelled by celebs like Taylor Swift (the winner) and Jimmy Fallon—that attracted media with 20-something audiences. More than 1.3 million votes were cast.

Weber Shandwick – Telekom Twitter-Reporter: Partnering with online, print TV and radio outlets, Deutsche Telekom consumer reporters tweeted out their favorite moments at special branded events.

MICROSITE/CUSTOM SITE

Raytheon Company

RAYTHEON OPTIMIZES 2011 PARIS AIR SHOW MICROSITE FOR SUCCESS



To stand out at the 2011 International Paris Air Show, Raytheon approached its Paris Web project as brand journalists, aligning storytelling with key business priorities and providing audience constituencies with frequently updated and refreshed content throughout the show. The event microsite was optimized for mobile and eliminated Flash from its assets to enable iPad and iPhone users to interact with the site. Web vignettes were created

for news outlets and bloggers to embed on their own pages, and Twitter, Facebook and YouTube were incorporated to increase audience engagement. Raytheon produced 53 stories, 49 videos and five infographics to help drive PR and business development at the show. —BM

HONORABLE MENTIONS

ASCD – ASCD Conference Planning Toolkit: ASCD’s toolkit featured a digital program book, a way-finder and scheduler, and an online city guide.

Idaho National Laboratory – Video Gallery and Fact Sheets Archive: The archive incorporated technologies that enabled the use of low-bandwidth content that loaded quickly and required no special applications to view them.

HONORABLE MENTIONS

GCI Health/Johnson & Johnson – The Johnson & Johnson Campaign for Nursing’s Future: Happy Nurse Game Moible App: The Happy Nurses app, downloaded by 10,000 people, is part of an effort to recognize that nurses must attend to their own well-being to be able to provide for their patients.

Jones Lang LaSalle – Jones Lang LaSalle Commercial Real Estate iPhone App: The go-to portable source of information for JLL’s stakeholders, the app received five stars in 92% of customer reviews.

Waggener Edstrom Worldwide Inc. – Hot Spots: We Dig It! The Hot Spots app harnessed geolocation technology to increase awareness for Waggener Edstrom Worldwide’s Social Saloon SXSWi party.

Peppercom

HONEYWELL UOPTAKES PARIS AIR SHOW TO NEW HEIGHTS

For the 2011 International Paris Air Show, Honeywell UOP sought to unveil its new green jet fuel technology to the industry and the world. To stand out in a crowded space, Peppercom developed an exclusive mobile app to present the fuel technology during a trans-Atlantic flight from Morristown, N.J., to Paris on one of Honeywell’s corporate jets. Select reporters were invited along and were provided with iPads preloaded with an app, which walked them through the company’s jet fuel process and strategy—highlighting its advantages and explaining how the technology could be adapted for commercial use. Journalists were able to digest complex information in a relatively easy way via narratives, video, audio and graphics and illustrations. The app proved so successful with reporters that Honeywell execs decided to use it as a sales and marketing tool on the show floor at the Paris Air Show, and it is currently being used for sales pitches and at customer events, trade shows and other important business meetings around the globe. —BM



MOBILE APP

MOST ENGAGED BRAND**HONORABLE MENTION**

Weber Shandwick: *Ragú Mom's the Word on Dinner:* Launched as a community for moms to talk about a shared, common experience—dinnertime— WS tapped Facebook and Twitter to extend the conversation and enable Ragú to offer delicious recipes and cooking and tips.

MWW Group**JIMMY DEAN AND HILLSHIRE FARM COOK UP SOCIAL MEDIA RESULTS AT BLOGHER**

Chef Catherine De Orio and the Jimmy Dean Sun at BlogHer 2010.

To drive trials for new product launches from Jimmy Dean and Hillshire Farm, MWW Group provided samples of new products to the majority of the 2,400 bloggers in attendance at BlogHer 2010 in New York. The team created a go-to space on the showroom floor that made each brand a major story, and researched and targeted 100 of the event's top bloggers in attendance to endorse the new product launches from both brands. These influentials were engaged and immersed in the brand experience so that they could “touch, taste and smell” both brands. Bloggers received samples of new products and attended cooking demonstrations by brand chefs. The team scheduled a taping of Rachael Ray's popular “Twitter Gourmet” segment to be filmed at the booth, and Hillshire Farm and *Top Chef* host Padma Lakshmi hosted a sandwich-making contest between 16 bloggers and conducted an on-site satellite media tour offering sandwich tips. As a result, both Jimmy Dean and Hillshire Farm ranked among the top-four most talked about brands at BlogHer, with Jimmy Dean capturing the largest online share of voice among all brands. —BM

NEW DIGITAL SERVICE/PRODUCT**Ventana Public Relations | QUEPLIX NEW MEDIA CAMPAIGN**

To enhance data management company Queplex's online presence, Ventana PR used its New Media Engine (NME) to publish SEO-enabled strategic content onto searchable Internet sites that place well in online user search results. The Queplex content was regularly tracked for volume and quality of placements. Over the three-month campaign, hundreds of Queplex placements were published, and soon Queplex would exceed competitors' online presence in many areas, providing the company with considerable ROI in a short period of time. —SVC

HONORABLE MENTIONS

GolinHarris – *The Bridge:* *Holistic Engagement Studios:* The agency's Bridge offering drives real-time engagement for clients. For one client, three well-crafted tweets resulted in an estimated \$20 million in ad value.

VOX Global – *Activism Central:* This online campaign system, launched in Jan. 2011, enables PR pros to craft and launch their own powerful campaign Web sites.

American Automobile Association (AAA)**KEYS2DRIVE – TEEN DRIVER SAFETY**

TeenDriving.AAA.com was launched in fall 2010 just prior to Teen Driver Safety Week with the goal of establishing AAA's position as the leading source of credible and trusted teen driver safety information and expertise. Through evidence-based research in conjunction with the National Institute of Health, AAA recognized that early parental involvement is critical in developing safe and prepared teen drivers.

As such, PR and digital marketing targeted parents as the primary audience. The Keys2Drive site's launch was supported through traditional media outreach, paid digital media and social media promotions to reach the right online communities. —BM

**NEW SITE****HONORABLE MENTIONS**

Adfero Group – *4K for Cancer:* To help the nonprofit org consolidate its Web content for its summer bike rides program, Adfero created a central hub where stakeholders could learn more.

Baylor Health Care System – *Sammons Says:* *Viewpoints on cancer prevention, treatment and research:* Baylorhealth.com is driven by team of bloggers that creates content with a “just-in-time” and “here's what you need to know” viewpoint.

Impress Labs – *SAFC Live:* The chemical and life sciences organization delivers key messages to lab managers, chemists and scientists via SAFC Live.

HONORABLE MENTIONS

Edelman – Shape What’s to Come By Levi’s: To reengage Millennial women with Levi’s, Edelman developed discussion boards, interactive live casts and an ambassador program.

Fahlgren Mortine – Ansell’s Online Safety Community Grows 28%: To engage the Ansell audience of safety professionals, Fahlgren Mortine created SafetyCommunity.com, which drove traffic via polls and live chats.

Kimberly Clark/Ogilvy & Mather Hong Kong

HUGGIES BABIES-ON-THE-GO

To attract new customers and increase diaper market share in Hong Kong, in 2010 Huggies developed a campaign around parents’ love of sharing baby photos on social media. A Facebook group was developed so parents had a platform to upload their babies’ photos with the 60 top “liked” babies winning a media date to star on “Huggies Babies” double-decker buses around the city. The Facebook group attracted more than 115,000 fans with 20 days—twice the original goal. —RD

ONLINE COMMUNITY



ONLINE NEWSROOM

Baylor Health Care System

BAYLOR HEALTH CARE SYSTEM ONLINE NEWSROOM

To help fill the void of shrunken newsroom budgets and staff, Baylor Health Care System launched a newsroom in January 2011 offering media outlets the ability to quickly obtain information about Baylor. The most innovative tool of the newsroom is the “basket” feature. Similar to online shopping, users can choose the items they wish to download (in multiple formats), put them in their basket and “check out” when they are ready. —BM



HONORABLE MENTIONS

Cisco Systems Inc. – “The Network”: Cisco’s Tech-Technology News Site: Cisco’s tech news site lets users easily access content not only about the company’s business, products and technologies, but also stories on the broader business and technology landscape written by veteran, award-winning journalists.

Fahlgren Mortine with Crown Equipment - Social Media Newsroom: Part of an integrated program that seeks to position Crown, a global forklift manufacturer, as the leader in industry discussion, the newsroom features widgets that pull in videos, photos and posts from Crown social media platforms.

Intel & Ogilvy Public Relations Worldwide - Intel Reinvents Its Online Newsroom: Intel’s social-based newsroom includes features such as commenting, rating, discussion areas, content-rich media kits, special private access areas, Web video and more.

Euro RSCG Worldwide PR

CO-WINNERS

CAMPAIGN MONEY WATCH ‘THEY WIN U LOSE’

With partner Campaign Money Watch, Euro RSCG fought aggressively to reinvigorate the core Obama voter base before the 2010 midterm elections. Focusing on six states with closely contested Senate elections, every tactic was designed to generate diverse opportunities for coverage; these tactics included articles, op-eds, bylines, blog posts, online advertising, viral assets and social media. Celebrities including Wyclef Jean and actress Beth Broderick blogged and tweeted for the cause on outlets ranging from the campaign’s Web site to CNN.com and Huffington Post to regional publications. The two-week media blitz drew 1.05 million unique visitors to the home page and earned 130 online media placements. —BM

PUBLIC AFFAIRS CAMPAIGN

NEI and Burson-Marsteller

DIGITAL CRISIS MANAGEMENT FOR U.S. NUCLEAR INDUSTRY DURING JAPAN CRISIS

Burson-Marsteller and the Nuclear Energy Institute (NEI) quickly addressed a crisis of confidence in American nuclear power in the aftermath of the March 2011 earthquake in Japan. A dedicated digital crisis team served as the focal point for crisis messaging and outreach to key stakeholders capable of shaping public opinion through the @NEIupdates Twitter account, the NEI Nuclear Notes blog and a branded YouTube channel, positioning NEI as a credible source on nuclear safety and information. —BM

REDESIGN/RELAUNCH OF SITE**Cohn & Wolfe****NO ORDINARY AGENCY. NO ORDINARY WEBSITE**

To enhance Cohn & Wolfe's creative reputation and set it apart from other firms, over 2,000 hours were dedicated to revamping its Web site. Complete with Hollywood-style animation and bold, irreverent copy, C&W decided to forgo using staff photos to avoid labeling C&W as any one "type of person." Instead, a human touch was provided through the use of hands bringing miniature props to life in seven different dynamic environments or "sets." Project leader Jill Tannenbaum, C&W's CMO, says the team would like to add more local/global content. "We're working on sites for seven of our European markets, with all content customized and in their local languages," says Tannenbaum. —BM

**HONORABLE MENTIONS**

APCO Worldwide – Mars Healthy Living Online Campaign: Digital advertising and SEM drove increased awareness of Mars' Healthy Living program.

First Degree & Astute Technologies – KeepAmericaFishing: KeepAmericaFishing.org's supporter management system features tools to engage anglers on advocacy and fundraising.

Idaho National Laboratory – Video Gallery and Fact Sheets Archive: The redesigned INL site offers improved SEO and mobile compatibility.

Turk Telekom – Communication (ileTTim) for us!: In less than two months, Turk Telekom's revitalized Intranet site increased employee traffic by 16%.

SOCIAL NETWORKING CAMPAIGN**HONORABLE MENTIONS**

The American Institute of Certified Public Accountants – AICPA Financial Literacy Initiatives: The Feed the Pig campaign offered financial savings tips via Facebook and Twitter.

Kimberly Clark/Ogilvy & Mather Hong Kong – Huggies Babies-On-The-Go: Ogilvy created a Facebook group where parents could share baby photos. The most "liked" pics appeared in "Huggies Babies" promotions on buses around Hong Kong.

MWW Group – Nikon Film Festival Social Campaign Championing DSLR Video: The first-ever online film festival featured Ashton Kutcher and other celebs' personal videos that inspired entrants to upload their own creations.

Discovery Communications | AN IDIOT ABROAD

To broaden the audience of the Science Channel's *An Idiot Abroad* both on-air and online, the Discovery social media team, led by Gayle Weiswasser, VP of social media communication, leveraged Facebook and Twitter to drive viewership of the show. At the end of the season they hosted an all-day marathon that culminated in a live three-hour event, during which fans' tweets were streamed live on air.

#AnIdiotAbroad became a trending topic during the April 1, 2011, *Idiot* marathon while there were 30,000 check-ins on GetGlue during the series run. *An Idiot Abroad* was Science's highest-rated series ever, with over 20 million unique viewers tuning in throughout the season. —RD

**Edelman | 2012 VOLKSWAGEN BEETLE REVEAL**

On April 18, 2011, Volkswagen celebrated the global launch of the 2012 Beetle across three continents with events in Shanghai, Berlin and New York. Edelman Digital launched the @VW Twitter campaign to get consumers excited in real time about the Beetle. A 24-hour promoted trend campaign (#VWBeetle) was launched seven hours before the car was revealed, and became one of the most engaging campaigns ever on Twitter, generating more than 90 million impressions within 24 hours. The campaign had a 44.4% Twitter engagement rate and @VW saw a 16-times increase in the number of daily follows. —BM

TWITTER COMMUNICATIONS**HONORABLE MENTIONS**

American Airlines and Weber Shandwick – 30 Deals in 30 Days: American Airlines' AAdvantage Program Celebrates 30 Years With a Tweet: The Tweet to Win 30,000 Miles campaign scored a 70% increase in followers for American Airlines.

General Mills Inc. – MultiGrain Cheerios Wins Big on Twitter: Weekly Biggest Loser: Twitter parties with fans helped lift the Cheerios brand.

NEI and Burson-Marsteller – Crisis Management for U.S. Nuclear Industry During Japan Crisis: After Japan's earthquake/tsunami, "@NEIupdates" served as a focal point for messaging.

PAN Communications – RedPlum Goes #ChicCheap with Holiday Gift Guide: The #chiccheap hashtag helped support a branded holiday party, which became a trending topic on Twitter.

USE OF FACEBOOK

CO-WINNERS

HONORABLE MENTIONS

Discovery Communications | TLC'S CAKE BOSS



In an effort to build *Cake Boss*' fan community and drive awareness for new episodes, Discovery Comms leveraged Facebook by posting videos with sneak peeks of new episodes and behind-the-scenes footage, photos of boss Buddy Valastro's family and other cast members. The Facebook page generated 200 million impressions and more than 420,000 likes. —RD

Peppercom and Whirlpool

MAYTAG FACEBOOK: IT'S GOOD TO BE 'LIKED'

When Maytag had to recall 1.7 million dishwashers in April 2010, it posted recall information on its new Facebook page, attracting consumers who weren't your typical happy fans. After a three-month cooling off period, Peppercom and Whirlpool did a relaunch, growing the community to 20,000 fans. The Big Game sweepstakes increased likes by 5,000, while the page grew from 400 disenchanted fans to 20,000 fans today. —RD



Fahlgren Mortine - Donate Life Ohio: To reach potential organ donors for Donate Life Ohio's Green Chair campaign via Facebook, a custom tab gave new donors an easy way to register.

GCI Health/Johnson & Johnson - The Nursing Notes by Johnson & Johnson Facebook Page: A special Facebook tab promoting the online version of J&J's newsletter, Nursing Notes, generated 8,000 fans in its first year.

USANA Health Sciences - USANA Health Sciences Facebook: To engage its Facebook community, USANA posted original content and updates during its annual convention.

HONORABLE MENTIONS

Baylor Health Care System - DRV NOW, TXT L8TR: To entice drivers to pledge that they wouldn't text and drive, a YouTube video linked viewers back to a pledge microsite.

CRT/tanaka and Network Solutions - Go Granny: How Network Solutions Stole the Super Bowl: A video campaign called "GoGranny" spoofed competitor GoDaddy's ads during Super Bowl weekend.

Visit Newport Beach Inc. - "Escape Car-Mageddon" Ride the Waves Instead of the Breaks: Leveraging a planned shutdown of an L.A. freeway, a video encouraging people to visit Newport Beach received more than 500,000 views.

Weber Shandwick Detroit - Track to Street: Corvette Racing Series, 2010: A 12-episode video series gave fans intimate access into Corvette Racing's team. The videos grabbed over 500,000 views.

Kronos Inc.

CELEBRATING WORKING WOMEN: INTERNATIONAL WOMEN'S DAY 2011

To mark the 100th anniversary of International Women's Day (March 8, 2011), workforce management company Kronos created an animated video (see image) celebrating the achievements of women in the workplace. The challenge was to do it in a respectful way, without over-selling Kronos, says Ken Volk, Kronos' creative director and project leader. With that in mind, Kronos kept the branding understated. In addition, Kronos produced both English- and French-language versions. Kronos pushed the video to key media outlets; the video was promoted on YouTube's home page on International Women's Day. —SP



VIDEO

WOW! AWARD

MWW Group

NIKON FILM FESTIVAL SOCIAL CAMPAIGN CHAMPIONING D-SLRVIDEO

Leading into 2010, MWW Group helped Nikon plan and launch a completely new kind of film festival—one that relied entirely on social media. This initiative earns our WOW! Award, which celebrates an original, creative approach to the use of digital channels. The agency selected Nikon spokesperson Ashton Kutcher, along with actor Rainn Wilson and Internet star iJustine, to both judge and promote the festival. The judges shared their personal videos shot on the Nikon D-SLR camera to guide the entrants. Winners were announced on iJustine's popular YouTube channel. This effort to reinforce for consumers the Nikon brand's capacity for digital innovation yielded great success. The festival received 2,200+ video submissions, NikonFestival.com received 500,000+ hits and the campaign grabbed 121+ million digital media impressions. —SP

HONORABLE MENTIONS

American Airlines and Weber Shandwick - Mystery Miles: More Than 230,000 Take Flight on Facebook With the AAdvantage Program: Within one week of the Tweet to Win 30,000 Miles launch, AAdvantage's Twitter following increased by 70%.

Mullen - Century 21 Real Estate LLC Buys Virtual Real Estate: Mullen's campaign created Century 21-branded virtual structures within ngmoco's popular "We City" mobile game in which players build their own cities.

RF Binder Partners Inc. - Talenti Gelato e Sorbetto Facebook Campaign: Armed with a budget of \$300, RF Binder developed a Facebook contest that highlighted the reusability of Talenti jars.