

## THE PLATINUM ISSUE

**PR NEWS' ANNUAL PLATINUM PRAWARDS ISSUE** is a celebration of the brightest, most innovative and envelope-pushing communications efforts from the previous year. And what a year it was: The announcement of an official recession, the inauguration of a new president, the indoctrination of game-changing policies and regulations for businesses, the emergence of even more dynamic social media platforms—each introducing a new batch of challenges for PR/communications professionals. That said, the execs behind the campaigns profiled here—and honored at the Oct. 21 Platinum PR Awards luncheon in NYC—managed to turn these challenges into opportunities, advancing their organizations' reputations, brands and bottom lines in spite of the current environment. Whether it's the dynamic digital branding initiative around an iconic toy or an effort to manage the crisis surrounding a hijacked ship off the coast of Somalia, the winners and honorable mentions prove that the bar for outstanding communications work has just been raised. ■

### Winners

## ANNIVERSARY

### GE Corporate

#### ecomagination anniversary: the next wave

Ecomagination—GE's business initiative aimed at helping meet customers' demands for more energy-efficient products—was planning its three-year anniversary event in Beijing when, on May 12, 2008, a major earthquake devastated the Sichuan province of China. The company's execs decided to turn their attention to celebrating ecomagination's third birthday against the larger backdrop of helping to solve China's earthquake-related water challenges.

#### Shaken, Not Stirred

To create a proactive dialogue around China's water crisis and ecomagination's newly established commitment to reduce its internal water usage by 20% by 2012, the GE team tweaked the anniversary event's theme to include earthquake relief efforts and the broader goal of meeting China's needs for sustainable growth. Specifically, the team:

- Joined forces with local industrial partner Bao Steel, which announced its own strategies for reducing water usage at the anniversary event;
- Deliver 60 GE Homespring portable water treatment units to the region;
- Donated two advanced water treatment systems to the Ministry of Water Resources to provide clean drinking water for 60,000+ Chinese residents; and,
- Held a world press briefing, bilateral meetings with government officials and industrial partners and a cocktail reception and dinner at the celebration.

More than 300 attendees participated in the event, and of the GE customers present, more than two-thirds were key decision makers. The event successfully expanded GE's customer and government relations efforts, increased recognition of the GE brand and generated top-tier media coverage. ■

## ANNUAL REPORTS

### Cracker Barrel Old Country Store Fiscal 2008 CBRL Group Inc.

To make the best of a difficult economy, the Cracker Barrel Old Country Store (CBRL) decided to use its 2008 annual report to demonstrate the brand's strength. Released in the midst the company's three-year design and communications strategy overhaul, the report centered on Cracker Barrel's iconic rocking chairs—a symbol of the "pleasing people" mission statement—which sit on the front porch of every store.

#### Cracker Barrel Rocks On

To make the rocking chair a consistent theme throughout the report, the team included candid photos of guests enjoying their experiences in the company's many restaurants and front porches. Then, to enhance the brand's American spirit, the execs replicated images of 1950s-era metal highway signs to highlight various Cracker Barrel stats, including the number of locations and rocking chairs sold, as well as the tagline "Eat. Shop. Relax."

The accolades won by the company since the report's release confirm a job well done: CBRL was chosen for the 18th year as the Best Family Dining Restaurant by *Restaurant and Institutions* magazine and The Good Sam Club chose it as the Most RV-Friendly Sit-Down Restaurant in America. Plus, CBRL's stock price increased 12.7%, making it the top performer in its peer group. ■



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## BLOG (TIE)

### Lion Brand Yarn

#### The Lion Brand Notebook

##### Weaving a Plan

To strengthen brand loyalty and provide a platform for both its customers and associates, longtime yarn creator Lion Brand launched a blog a year ago.

##### Knitting Circle

For Lion Brand, the purpose of the blog was to not only engage with customers but to gain insights from its consumers interacting with them. In this vein, Lion Brand developed several types of blog posts to determine which are the most engaging, interesting

and successful. Posts that fit this bill were customers asking for opinions and tips on various knitting/crochet skills. This strategy is key to providing Lion Brand with a vehicle to test ideas, initiatives and types of communications.

##### Mission Accomplished

Since its inception, the Lion Brand blog has attracted 39,000 monthly visitors. According to a survey conducted by Lion Brand, blog visitors are 10% more likely to buy from Lion Brand than the average visitor to its Web site. ■

### Southwest Airlines

#### Nuts About Southwest

##### Taking Off

What began as an untested foray into the blogosphere three years ago has escalated into a program boasting seven full-time Southwest Airlines employees whose responsibilities are solely dedicated to social media. Key among them is the Nuts About Southwest blog, which continues to blaze a trail for corporate communications in this space.

##### Smooth Flying

As the blog continues to be integrated into every Southwest Airlines communication initiative, it was also leveraged as a

medium to confront tough issues head

on. An example of this was in March 2008 when the FAA levied a \$10.2 million fine against Southwest for alleged missed aircraft inspections. Over the next eight days, the team posted a total of five blog entries that addressed this issue, clarifying facts and dispelling myths to consumers.

##### Landing On Time

Visitors to Nuts About Southwest have more than doubled year over year. Since its launch, the blog has attracted nearly 2 million unique visitors. ■



## BRANDING

### Flashpoint PR, LEGO Systems Inc. and Pereira & O'Dell

#### Go Miniman Go: Tapping Nostalgia to Bolster Adult Affinity for the LEGO Brand

Tonka trucks, Barbie, Etch-A-Sketch, Cabbage Patch Kids—these iconic toy brands were best-sellers in their own right, having become symbols for entire generations of children over the years. LEGO Systems, the company behind the toy building brick sets, is among these long-standing toy leaders. But, by the end of 2007, it was suffering alongside the entire toy industry, which was in turmoil after widespread manufacturing safety issues.

##### Branding Building Blocks

To bolster its image and build brand preference for the decidedly low-tech toy, LEGO execs, along with agency partners Flashpoint PR and Pereira & O'Dell, sought to develop the builders of tomorrow—

children ages 6-12—in addition to “nostalgics,” the group of men ages 18-25 who grew up as LEGO kids. To achieve this, the team:

- Launched a Google doodle honoring the LEGO brick's 50th birthday on January 28, 2008;
- Leveraged the 30th birthday of the LEGO “Miniman” with a special YouTube episode; and,
- Partnered with Gizmodo to host a user-generated video contest.

Thanks to the robust efforts, the campaign contributed to a 38% increase in consumer sales in 2008, and the overall media coverage translated to an \$19+ million ad-value equivalency. ■



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General Mills  
Medco Health Solutions*

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the best agency in America?



*Midsize Agency of the Year, PRWeek Awards 2009*

*Consumer Agency of the Year, SABRE Awards 2009*

**MISSION ACCOMPLISHED**



## CAUSE-RELATED MARKETING

### MAC AIDS Fund & Weber Shandwick

#### MAC AIDS Fund

Despite its compelling accomplishments in 2008—like fighting HIV/AIDS in 57 countries with grants to 400+ organizations—the Estee Lauder-owned MAC AIDS Fund still found itself in the shadow of like-minded programs, including Project (RED) and Gates Foundation. To reestablish itself as a leader in HIV/AIDS philanthropy, the brand teamed up with Weber Shandwick to promote MAC AIDS Fund as the go-to in corporate philanthropy.

#### Cause & Effects

To launch the cause-marketing effort, the team commissioned an

original global survey of public perceptions around HIV/AIDS, the results of which were used as a platform for media outreach. Plus, the execs got behind the Fund's VIVA GLAM product line with celebrity-led behind-the-scenes tours for top-tier media.

All told, the initiative grabbed headlines in key media, including the *FT*'s South Africa special edition. What's more, monthly sales of VIVA GLAM topped \$1.3 million—a 25% increase. ■



## COMMUNITY RELATIONS

### UPS, Toys for Tots & Fleishman-Hillard

#### Toys for Tots Literacy Program



To demonstrate its commitment to social responsibility and to strengthen its three-year alliance with Toys for Tots (TFT), UPS decided to make the holidays-only program a year-round initiative centered on children's literacy.

#### A Book a Day ...

With the help of Fleishman-Hillard, UPS' Toys for Tots Literacy Program sought to maximize participation of its franchisee network to bring the issue of childhood illiteracy to light. The team collected donations at par-

ticipating UPS locations to purchase books for children; secured a "Buck a Book" agreement with Scholastic to enable the purchase of a book for every \$1 donated; organized local reading events and book drives; and obtained support from professional athletes, celebrities and Marines.

The team's efforts reversed the two-year decline in UPS franchisees' participation in the traditional holiday TFT program. Plus, the program raised more than \$840,000 in its first year alone. ■

## CRISIS MANAGEMENT

### Cubitt Jacobs & Prosek Communications

#### The Hijacking of Biscaglia: Communicating With Families During a Hostage Crisis

In November 2008, CJP Communications' crisis team was retained to manage the entire communications efforts of Industrial Shipping Enterprises Corp. after its ship, the MV Biscaglia, was hijacked by Somali pirates when traveling through the Gulf of Aden. Along with the vessel, its 28-member crew was held hostage during the crisis.

#### A United Front

CJP Communications' primary concern was ensuring that the families of the hostages would cooperate with the crisis communications team. Controlling the message was critical, even

when there were stretches of time where there was nothing new to report. This strategy ensured that messages were consistent throughout the crisis, preempting false or inflammatory media accounts that could prolong the hostage release negotiations.

#### Securing a Safe Release

All 28 hostages were released and returned to their families safe and sound. Many of the hostages told the team that knowing their families were apprised of news developments on a regular basis provided strength for them when they were in captivity. ■



## CSR/CITIZENSHIP REPORTS

### Office Depot

#### Going Green Saves Green

First developed in 2006, the Office Depot Environmental Internet Press Kit (IPK) has become the go-to destination for information on the company's environmental products and initiatives.

To take IPK from a largely media-centric destination to one that appeals to a broader audience, Office Depot executives launched an initiative in 2008 that focused on helping small businesses recognize the importance of going green, and how doing so can save them money.

#### Going Green to Save Green

The comprehensive IPK was updated to include a search function so users could easily find relevant material. Additional resources included online brochures with greening tips, as well as fact sheets that debunked myths about being green.

The site's small business appeal and user-friendliness proved successful; in fact, Office Depot is redesigning and launching a new Environmental Overview Web page to meet the needs of an even broader audience of stakeholders. ■

## EDITORIAL/OP-ED

### The Marcus Group Inc.

#### "As a for-profit, Horizon will have even less inclination to care"

In September 2008, the Children's Hospital of Philadelphia was told by Horizon Blue Cross Blue Shield that it would be dropped from the insurer's network. The reason: The hospital's health services were too inexpensive, contributing to the increasing cost of health care coverage. Horizon's decision, if executed, would mean that a large pool of potential patients would no longer be able to seek insured medical care at the facility.

#### Expensive Proposition

Wishing to remain in Horizon's network, the hospital partnered with The Marcus Group and planned a course of action. The linchpin of their efforts was an op-ed article written on behalf

of Dr. Steve Altschuler, the hospital's president and CEO, which argued that Horizon was squeezing all health care providers in order to maximize their profits before converting from a not-for-profit to a stock-selling, for-profit firm.

#### Back in the Network

After the op-ed piece ran in NJ's *The Star-Ledger* in November 2008, Horizon returned to the bargaining table with the hospital. Within weeks, a final contract was approved and the Children's Hospital of Philadelphia remained in the Horizon network. ■



## EMPLOYEE RELATIONS

### Deloitte

#### Greening the Dot: How Green Is Your Footprint?

#### Going Green

To provide their employees with tools and tips for becoming more environmentally responsible, Deloitte launched its "Greening the Dot" sustainability initiative. The purpose was to engage with employees and bolster their personal interest in going green.

#### Waste Not, Want Not

Established as an opt-in program, Deloitte offices nationwide chose from among 37 different greening projects, such as

energy consumption, waste reduction and recycling. To assist in execution, each office was given a "greening toolkit" that included instructions and tools for each project.

#### Positive Recycling

More than half of the Deloitte workforce took part in the program, resulted in the implementation of over a thousand greening projects across nearly 100 offices in just the first six months. This has led to reduced energy, water and paper use, as well as increased recycling within the Deloitte community. ■

## **EVENT MARKETING**

### **Deveney Communication & Louisiana Office of Tourism**

#### **Only in Louisiana: A Celebration of Music, Culture and Business**

To ratchet up interest in New Orleans as an entertainment/cultural center following the destruction wrought by Hurricane Katrina, the Louisiana Office of Tourism retained Deveney Communication to come up with a course of action.

##### **Celebrating Cajun Style**

The campaign's linchpin was an "Only in Louisiana" luncheon to celebrate the first-ever Grammy Award for Best Zydeco/Cajun Music Album. Held during the week of the 2007 Grammys, it showcased Louisiana's ties to the enter-

tainment industry, featuring a speech by the Louisiana Economic Development Secretary and performances by local talent.

##### **The Big Easy**

The event (see picture above) was attended by a crowd of 300 leading entertainment execs, some of whom have since traveled back to scout for locations; to date, six feature films have been produced, representing a \$400 million investment. ■



## **EXTERNAL PUBLICATION**

### **Allrecipes.com & CarryOn Public Relations**

#### **Allrecipes Monthly Measuring Cup Consumer Trend Report**

Food Web site Allrecipes.com wanted to position itself as a thought leader and valuable source of timely consumer trend data. It also wanted to shift perceptions of the site to not just a food-exclusive property but a venue providing an active social media experience for women. The strategy: an external publication.

##### **Stirring the Pot**

To prepare to launch "Allrecipes Monthly Measuring Cup Consumer Trend Report," the team leveraged data from the site's members to create newsworthy reports highlighting specific life-

style and seasonal trends. Other tactics for fleshing out content: analyzing monthly and year-over-year site behavior and conducting topical surveys with members of the Allrecipes community.

##### **Cooking Up ROI**

Launched in January 2008, the publication has strengthened the team's relationships with their media contacts and kept Allrecipes top of mind. Also, findings from the various editions of the *Monthly Measuring Cup* have earned significant press coverage in publications such as *USA Today* and *Washington Post*. ■

## **FINANCIAL/INVESTOR RELATIONS**

### **Hill & Knowlton and HP/EDS**

#### **HP & EDS: Becoming One HP**

To make sure stakeholder communications regarding HP's acquisition of EDS were consistent and aligned, Hill & Knowlton launched a campaign that focused on the periods before, during and after the merger, stressing the importance of being transparent to both external and internal stakeholders.

##### **Brainstorming Solutions**

Hill & Knowlton worked closely with the HP/EDS teams (nearly 2,000 staffers) to provide counsel on strategy, timing, media and influencer approaches, as well as development of corporate messaging and positioning. Highlights included the prepara-

tion of a real-time media coverage analysis of the merger and a securities analyst meeting discussing the merger's financial impact.

##### **A Lucrative Match**

M&A coverage generated 250+ stand-alone articles, and more than 4,500 investors, media and employees viewed the live webcast of the securities analyst meeting. Following the merger closing, HP/EDS nabbed a five-year, \$41 million contract with Southwest Airlines. ■



## GLOBAL PR

### Honeywell & Weber Shandwick

#### Honeywell Nobel Laureate Lecture Series

Promoting science and math education is a top priority for Honeywell, as is recruiting top talent globally. To marry these efforts, and to upend the declining number of young adults pursuing careers in science and math, the company partnered with Weber Shandwick to launch the Honeywell Nobel Laureate Lecture Series.

Targeting 18 universities across five countries, the program would give students the chance to interact with Nobel laureates in high-impact educational experiences.

#### After-School Special

The series relied on integrated marketing to engage students and drive Honeywell's recruiting efforts. Tactics included live Web streams of lectures, survey cards to measure attendees' sentiments, and social media outreach.

Over 6,200 students participated in the program. On average, 87% said they would consider employment with Honeywell, and positive feelings about the brand increased 29% as a result. ■



## GREEN PR

### Bank of America & RF | Binder Partners

#### Environment as a Business Opportunity

Two years ago, Bank of America announced a \$20 billion, 10-year initiative to address climate change by championing sustainable business practices; by the end of 2008, it had already completed more than \$4 billion—or 20%—of the overall effort. To publicize this accomplishment while promoting the overall initiative, Bank of America tapped RF | Binder Partners to implement a communications strategy that positioned the bank as a leader in environmental stewardship.

#### Greenbacks

The team's strategy focused on raising awareness through print

and broadcast media coverage, placement of executives at key industry venues and third-party validation from industry awards. Specifically, the team introduced Bank of America's new head of public policy to top environmental press to build relationships, and they secured speaking roles at top environmental industry conferences.

The outreach efforts paid off, securing significant media coverage of Bank of America's environmental commitment and getting executive-written op-eds in regional publications. ■



## INTERNAL PUBLICATION (TIE)

### General Electric Company

#### Company-Wide Intranet Redesign

To improve employee communications by increasing transparency and enabling two-way conversations among staffers, executives from GE's communications, digital media and IT departments set out to overhaul the company-wide intranet, insideGE. Among the goals: Simplify navigation, upgrade search capabilities and create more compelling content about the company's business strategy, innovation and technology.

#### Communication Without Borders

The results of a comprehensive survey of more than 10,000 employees helped the team define their focus. Then, they initiated the redesign in phases, which included:

- Implementing the new design and upgrading the content management system;
- Creating editorial and style guides, as well as educational and

training materials

- Integrating applications and tools;
- Building a new infrastructure and conducting all coding and programming for new target technologies; and,
- Establishing a long-term editorial calendar.

#### A Home Run With Employees

Ultimately, the relaunched intranet received rave reviews from employees, and usage increased exponentially; the site saw a 33% increase in unique visitors per day and a 50% jump in unique page views per day. As for engagement, stories receive anywhere from 80 to 130+ comments. Plus, it will help save \$100,000 per year in IT maintenance costs. ■



## **INTERNAL PUBLICATION (TIE)**

### **DaVita Inc.**

#### **DaVita Magazine: Stories of the DaVita Village**

As a company whose mission is to be the “Provider, Partner and Employer of Choice,” DaVita Inc.’s semi-annual magazine, *DaVita Magazine*, is a key vehicle for reinforcing its connection with employees and differentiating itself from the rest of the media equipment industry.

#### **Making the Connection**

To make a 28-page magazine that would resonate with all 32,000 DaVita employees, the communications team conducted aggressive outreach to secure submissions from staffers through-

out the company; collaborated with senior execs to review content and secure buy-in; and partnered with affiliated nonprofits such as The Kidney Trust and Bridge of Life to enhance the value of content through third-party validation.

Thanks to these efforts, the magazine saw significant growth in 2006—so much so that the pub is now distributed externally to more than 4,500 physicians, service partners and members of Congress. Plus, the number of contributors increased by 160%, thus prompting a 60% increase in pages by the end of 2008. ■

## **MARKETING COMMUNICATIONS**

### **American Legacy Foundation & the ad\*itive truth Orange Summer Tour 2008**

Since being established in 2000, the American Legacy Foundation’s “truth” youth smoking prevention campaign has been saving lives by reducing the number of young adults who begin smoking. In preparation for the launch of its 2008 truth Orange Summer Tour, the Foundation and its partner ad\*itive needed to keep its mission top-of-mind in order to reach as large an audience as possible.

#### **Kicking Butts**

The tour’s ninth season was set to be the campaign’s most far-reaching grassroots event ever, with “truth trucks” making their way around the nation to appear at popular music and sporting events. The advertising component centered on “the Sunny Side of truth,” a

satire that pointed out the various “hidden positives” of tobacco use. The campaign also reached target audiences via digital means, including music-sharing platforms, mobile marketing and truth’s site.

The tour made its way through 30 states and visited 60 cities, logging more than 45,000 miles and directly reaching hundreds of thousands of teens. What’s more, research published in March 2009 confirmed the efficacy of the campaign, finding that the truth is responsible for keeping 450,000 youth from smoking between 2000 and 2004. ■



## **MEDIA EVENT**

### **PainePR & Duracell**

#### **Duracell Powers New Year’s Eve in Times Square**

New York City’s Times Square is one of the biggest stages on New Year’s Eve, with millions of people from around the world gathering to see the iconic ball drop at midnight. The PR execs at Duracell saw this as an opportunity give its battery brand—which exists in a low interest and highly commoditized industry—a boost. They partnered with PainePR to hold a month-long event in December 2008 that would let consumers light up New Year’s—literally.

#### **Lights, Camera, Action**

The crux of the event: Six “snowmobikes” stationed at Duracell’s

Times Square-based Power Lodge that would capture the energy generated by pedalers and then store it in massive batteries. Then, as the ball completed its decent on New Year’s Eve, this energy would be used to light up the 2-0-0-9 numerals.

To get consumers pedaling in the weeks leading up to the big night, the team held a media open house, secured celebrity endorsers and conducted aggressive outreach. Ultimately, their efforts paid off: More than 9.24 kilowatt hours were harnessed by pedalers, which was enough to light the sign for a full 20 minutes and 35 seconds. ■

## MEDIA RELATIONS

### IKEA & MWW Group/Deutsch

#### Americans Embrace Change with IKEA

To elevate the status of its newly upgraded Washington, DC-area stores in January 2009, global blockbuster brand IKEA decided to leverage the upcoming Inauguration Day, as well as President Barack Obama's ubiquitous "Change" platform, with its own "Embrace Change '09" campaign.

#### Change You Can Believe In

With the help of MWW Group and its strategic joint ad agency partner Deutsch, the team launched two key events in DC to attract media attention: a full-sized recreation of the Oval Office (furnished entirely by IKEA) in Union Station, and a faux

Presidential motorcade around DC with the limo carting IKEA furniture on the roof and in the trunk.

The events, coupled with aggressive media outreach, delivered IKEA's most successful PR campaign ever, generating nearly 500 million media impressions and 60+ minutes of broadcast coverage. ■



## MULTICULTURAL CAMPAIGN

### IQ Solutions & NIDA

#### After the Party Campaign

"After the Party," a campaign executed by the National Institute on Drug Abuse (NIDA) and IQ Solutions, sought to increase awareness among Hispanic youth around the relationship between non-injection drug use, compromised sexual decision-making and HIV transmission. Launched in September 2007 in connection with Hispanic Heritage Month, NIDA and IQ execs used traditional and innovative approaches to promote the campaign, including:

- PSA and collateral materials that were culturally and linguistically appropriate for Hispanic teens;

- A partnership with AIDS.gov; and,
- Cutting-edge webisodes running as Flash vignettes that expanded upon the storylines of characters from the "After the Party" PSA.

As of March 2009, the PSA had earned nearly 22,000 airplays and more than 236 million media impressions. Through the partnership with AIDS.gov, the team also had the opportunity to showcase the "After the Party" campaign materials in a 3-D resource center in the Second Life virtual world for World AIDS Day 2008. ■

## PR ON A SHOESTRING CAMPAIGN

### Good Samaritan Hospital

#### Good Samaritan Hospital 101

Good Samaritan Hospital, a nonprofit facility serving the Dayton area, began working with local schools to deliver sports medicine services in 2007. Out of that effort came "Good Samaritan Hospital 101—Introduction to Careers in Health Sciences," which was developed with a mere \$10,000 budget to grow the hospital's brand while developing a pipeline of local healthcare pros.

#### Back to School

In 2009, GHS 101 debuted as a four-day event at one of the

hospital's partner schools. First, though, the team conducted media outreach to generate interest in the program, which would include a surgeon-led cadaver lab and a mock trauma segment.

Thanks to the outreach and the compelling program, which hosted students from eight schools over four days, the brand got in front of 75% of the hospital's target market. Plus, thanks to the event, the number of students interested in pursuing a career in healthcare increased by 10%. ■

## **PODCAST/VIDEO**

### **Cosmopolitan**

#### **Cosmopolitan StarLaunch**

In September 2008, *Cosmopolitan* set out to find the next “fun, fearless female” musician through “StarLaunch,” an effort to build upon the power of the *Cosmo* brand via a platform that directly connected with its 18 million monthly readers: YouTube.

#### **Star Search**

“StarLaunch” debuted with a dedicated YouTube channel through which musicians submitted a video of themselves singing their original work. After four weeks of receiving submissions, a panel

of judges narrowed the pool down to the top 10, and consumers logged online to vote, ultimately determining the best three.

The initiative culminated with a concert at Terminal 5 in NYC, where the three finalists opened for Natasha Bedingfield. There, the online votes were tallied and the winner announced. Thanks to the interactive approach to engage consumers throughout the process, StarLaunch received 500+ submissions, and the Dec. 5, 2008, show sold out, with more than 2,000 in attendance. ■

## **ONLINE COMMUNICATIONS (TIE)**

### **ALPO & Cone Inc.**

#### **ALPO Real Meat Moments**

In spring 2008, ALPO tapped Cone Inc. to launch its first PR campaign in years, with the goal of creating excitement around the dog food brand and its Real Meat Moments online contest. The goals: Generate 40 million impressions and 100 contest submissions, and deliver strong traffic to the ALPO microsite.

#### **Joy Behar Joins the Team**

The team took a phased media relations approach to promote the microsite and contest, first focusing on the call-for-entries phase, in which consumers could submit video entries voicing their ideas for the new face of ALPO. *The View* host Joy Behar was brought on

as a third-party spokeswoman to drum up interest, and media outreach targeted Web sites and blogs to support the viral, consumer-generated nature of the site.

During the contest’s duration, there were 302 video entries, surpassing the goal of 100 submissions. Plus, 750+ users registered for the microsite, and 530,000+ pages were viewed. ■



### **Edelman & American Petroleum Institute**

#### **Energy Tomorrow Through Online Advocacy Today**

To upend the energy industry’s bad reputation as a result of skyrocketing oil and gas prices, and enhance the American Petroleum Institute’s profile and perspective in the energy debate, the institute and agency partner Edelman DC shaped an online advocacy program, the centerpiece of which would be an interactive Web presence for API to engage stakeholders.

#### **Oil & Water**

The team framed the online advocacy campaign around En-

ergyTomorrow.org, a central hub that told API’s story through man-on-the-street videos and a weekly podcast series. Blogger tours of industry facilities and a search marketing campaign rounded out the initiative.

All told, the campaign’s site has received more than 500,000 visits and 1.5 million page views, and there are more than 400 inbound links to the site from bloggers and online influencers. ■

## PRESS RELEASE

### Boost Mobile

#### \$50: Monthly Unlimited

As consumers become more cost-conscious, prepaid wireless cell phone carriers are seeing an upswing in business. For Boost Mobile, this proved to be the right time to define itself as a straightforward cell phone brand that doesn't deceive customers with hidden fees.

#### Can You Hear Boost Now?

Dubbed the all-inclusive "Monthly Unlimited" (MU) prepaid plan, the service costs \$50/month. To introduce MU, the Boost Mobile team created a press release to be distributed nationwide. The

strategy: Take on a combative tone, calling out the tricks of other prepaid carriers. The team ramped up their outreach to national business media outlets and, in turn, managed to generate headlines weeks before the product's official announcement.

#### They Mean Business

The no-nonsense approach paid off. The MU launch itself garnered more than 230 headlines and 180+ blog posts within just 48 hours, and more than 134.5 million impressions overall. ■

## PRO BONO CAMPAIGN

### Coyne PR & CFBNJ

#### We Can't Let This Bank Fail

Community FoodBank of New Jersey (CFBNJ) is the state's largest food bank, feeding 500,000+ residents annually with 23 million pounds of food. In the midst of the recession in 2008, CFBNJ faced a 30% increase in demand at the same time that donations plummeted, leaving the organization with little hope.

#### Food for Thought

Enter Coyne PR. Upon hearing of CFBNJ's plight, the agency stepped in to offer pro bono services aimed at getting the food bank back on its feet. Among the strategies: Position-

ing the CEO as a leading voice on hunger issues in NJ, issuing a "Blogging Out Hunger" call to action and leveraging social media to put readers within one click of donating food on CFBNJ's site.

Thanks to the agency's in-kind efforts, CFBNJ collected more than \$200,000 in donations in just three months, giving it the financial boost it needed to keep food on the tables of the state's hungriest residents. ■



## PRODUCT LAUNCH

### GolinHarris & Nintendo

#### Wii Fit Gets America Moving

How do you turn what looks like an ordinary bathroom scale into an innovative video game? That's what Nintendo execs set out to do with the launch of Wii Fit, its newest fitness game. Having debuted at E3 2007 to lukewarm response, the team, along with agency partner GolinHarris, needed to position the product as a legitimate workout tool that put the fun into fitness.

#### Game On

The team sought to generate excitement before the product hit the shelves through extensive media outreach. They partnered with health orgs for added credibility and had

fitness trainers personally demonstrate the product to top outlets. A blockbuster launch event in NYC's Central Park rounded out the strategy.

The Wii Fit launch exceeded goals, going so far as to become one of the most successful launches in Nintendo's history. More than 6 million copies have sold in the U.S. alone; one year later, it remains among Amazon's top 10 best-selling games. ■



## **PUBLIC AFFAIRS**

### **Ogilvy PR & FEMA**

#### **Making America Flood Smart: Reducing the Risk & Impact of Floods**

To change the misconception among many Americans that flood insurance was unnecessary, FEMA's National Flood Insurance Program hired Ogilvy PR and J. Walter Thompson Advertising to launch a FloodSmart campaign that would educate the public about flood risks and their costly effects, motivate home owners to purchase flood insurance and engage insurance agents and key stakeholders to protect their clients through flood insurance.

#### **Getting the Message Out**

After conducting extensive research, the team leveraged the fol-

lowing tactics: Drive consumers to FloodSmart.gov, the nerve center of the program; build key partnerships with trusted stakeholders; and demonstrate flood insurance's value to society. A mix of national TV, online and print advertising connected consumers with their insurance agents, FloodSmart.gov and the call center.

#### **Mission Accomplished**

The campaign's message has appeared in 5,000+ broadcast, print and online stories. It also resulted in a 25% increase in consumers purchasing flood insurance policies over a five-year span. ■



## **PSA**

### **Population Services International & Weber Shandwick**

#### **World Water Day Video Series**

To leverage World Water Day on March 22, 2009, Weber Shandwick was tasked by client Population Services International to build awareness of the problems of safe drinking water in the U.S.

#### **Brainstorming Solutions**

Weber Shandwick forged a partnership with GOOD Inc., which led to the development of an online video series about water-related diseases. Linking the videos to iconic moments in film and TV (such as *Psycho* and *Cool Hand Luke*) the goal of the series was

to capture attention so people would want to learn more about the issue of water-related diseases. Release of the videos on sites such as YouTube, Facebook and MTVThink was staggered throughout the weekend leading up to World Water Day.

#### **A Lucrative Match**

The "iconic moments" video series resulted in over 1 million total views the first 10 days of the launch. The promotion led to strong blog coverage and the placement of an op-ed piece, authored by PSI president and CEO Karl Hofmann, on Huffington Post. ■

## **RE-BRANDING/RE-POSITIONING**

### **Underwriters Laboratories and MS&L**

#### **Just Look for UL**

In late 2008, Underwriters Laboratories (UL)—the world's leading independent test lab for electronic appliance safety certifications—partnered with MS&L to shift its market leadership position from a B2B player to a ubiquitous consumer brand. The approach: A six-week consumer engagement campaign timed to coincide with the holiday season that encouraged moms to "Just Look for UL"

#### **Safety First**

The campaign's cornerstones included a dedicated Web site that

facilitated dialogues with moms about UL's safety messages, as well as celebrity spokeswoman Keri Russell, who filmed a PSA to help the brand's position resonate with moms. She also participated in national tree-lighting events and a satellite media tour to reinforce the key message. Russell's support, coupled with a holiday sweepstakes, UL sponsorships and advertorial spreads, resulted in outcomes that far surpassed expectations: 540+ million impressions and direct interaction with 12+ million consumers. ■

## RESEARCH & MEASUREMENT

### The Coca-Cola Company & FD Managing Ahead of the Curve

As part of the relationship between FD and the Coca-Cola Company, the two parties decided in November 2008 to launch an investor relations-focused and research-based engagement study to recalibrate investor messages within a challenging economic environment.

#### The Research Phase

To gain an understanding of the investment community's perceptions of Coca-Cola's near- and long-term issues of concern, the team developed a Market Intelligence Research Program. Target-

ing 80 investors, the team conducted telephone interviews to find out their feelings on topics ranging from Coca-Cola's investor communication efforts to its M&A strategy.

#### Stock Rating Rise

Partly as a result of the research program, stock in the Coca-Cola Company rose 7.6% on February 12, 2009, the day the company issued its fourth-quarter earnings report. This was the largest single-day gain in the company's stock price in almost 20 years. ■

## SATELLITE MEDIA TOURS

### Rasky Baerlin Strategic Communications A Pivotal Meeting With Pope Benedict XVI

During the April 2008 visit of Pope Benedict XVI to the U.S., Rasky Baerlin Strategic Communications worked closely with Boston's Roman Catholic Archdiocese to manage media activity relating to the first-ever meeting between the Pope and survivors of clergy sexual abuse.

#### Leveraging Access

To accommodate the limited timeframe for survivor participants and Church officials, Rasky Baerlin Strategic Communications launched a satellite media tour that would capture the emotional encounter

between the Pope, several survivors and archdiocesan staff. The agency worked with the D.C. studio of CBS-TV to manage the satellite coordinates and technical aspects of a satellite feed.

#### The Results

Rasky Baerlin Strategic Communications coordinated back-to-back media interviews, securing significant coverage on the likes of *Good Morning America*, *The Today Show* and *Eye to Eye with Katie Couric*. The agency also leveraged the satellite media availability to provide Boston TV affiliates access to interview footage for their newscasts. ■

## SOCIAL MEDIA CAMPAIGN

### CNN CNN.com-Facebook Inauguration Collaboration

As the 2008 presidential election results were being broadcast to a global audience, viewers around the world were simultaneously updating their Facebook statuses—an occurrence that a group of CNN.com employees thought to be noteworthy. Out of this came the idea to have CNN.com merge with Facebook to put its finger on the global pulse around—what else?—Inauguration Day.

#### I Do Solemnly Swear...

The CNN-Facebook collaboration centered on merging CNN.

com's Live video player with the Facebook status update module, thus enabling audiences around the world to witness the historic Inauguration Day first-hand.

Thanks to aggressive, targeted outreach to traditional and digital media, audiences around the world participated in the inauguration, and the team's thorough preparation enabled them to distribute real-time traffic results throughout the day. CNN.com experienced record-setting traffic on Jan. 20, with 26 million live video streams and 2 million Facebook status updates made from the site. ■

## **VIDEO PROGRAM**

### **Academy for Educational Development**

#### **Why Flu Matters: Personal Stories From Families Affected by Flu**

To motivate parents to vaccinate their children against the flu, the Academy for Educational Development, in collaboration with Families Fighting Flu (a nonprofit comprised of parents who have lost a child to the flu), created a video documentary, "Why Flu Matters: Personal Stories From Families Affected by Flu." The documentary features portraits of parents who have lost their children as a result of contracting the flu.

#### **Generating Internet Buzz**

Targeted audiences for the video program were new media outlets, consumer health Web sites, parent/family publications

and health providers. The video would be posted on YouTube, CDC's Web site and partner sites in hopes of it spreading virally. The video, directed by Emmy Award-winning director Mustapha Khan and Tommy Walker, debuted on Sept. 23, 2008, on YouTube.

#### **Mission Accomplished**

Since its launch, the video has been seen more than 26,800 times on YouTube. It was also distributed through the North American Precis Syndicate, reaching an estimated 151 million people. ■



## **WEB SITE MARKETING (TIE)**

### **Miller Meiers and H&R Block**

#### **H&R Block Social Community (www.digits.hrblock.com)**

To maintain H&R Block's role as a conduit for sharing ideas, tax advice and product information with customers and increase one-to-one interaction, Miller Meiers and H&R Block created Digits, a Web site that would leverage all these touch points.

#### **Either In or Out**

To heighten consumer engagement, the yearlong campaign included tactics such as the use of seasonal themes, blogs, user ratings/reviews, podcasts, RSS feeds and connections within the existing social media space (MySpace, YouTube, Facebook). A

larger campaign conducted during the Super Bowl commercial voting was highlighted on Digits and linked voters to the H&R Block's Super Bowl spot.

#### **The Results**

The campaign yielded outstanding ROI. Digits increased page views twofold in a four-month period, while total community members increased by 3,000 members in a year. Subscribers to the RSS feeds increased by more than 900%. The FAQ page elicited over 1.3 million views. ■

### **Ogilvy PR & YAZ**

#### **YAZ: Step Up and Go Beyond**

To position the birth control brand YAZ as an edgy lifestyle product to young women, Ogilvy PR launched the "YAZ: Step Up and Go Beyond campaign," which challenged aspiring designers and fashionistas to step out of their comfort zones to design a new pill pack case for YAZ. The goal was to transform the pill pack into a new fashion accessory.

#### **Rocking the Pill Pack**

To find the right design, a contest was held in partnership with the Step Up Women's Network, an organization that seeks to empower young women. *Project Runway* judge Nina Garcia was chosen to select the winning pill pack design entry. YAZ would

award a \$10,000 fashion scholarship to the winning designer. The nerve center of the contest and campaign was a special microsite, PillPackMakeover.com. In addition to promotion on the home site, the campaign was marketed through third-party channels such as Glam.com.

#### **The Results**

Following the selection of Elaine Mayes, a young aspiring designer from New Jersey, as the winner, her entry was scheduled to be introduced as a limited edition offering from YAZ in the second and third quarters of 2010. The program generated over 102 million gross impressions, which include third party and online media. ■

## WORD OF MOUTH CAMPAIGN

### Rocket XL & UNIFEM

#### Rocket XL and UNIFEM Say No to Violence Against Women

##### Call to Attention

The UNIFEM (The United Nations Development Fund for Women) “Say No to Violence Against Women” campaign is a global advocacy movement seeking to end violence against women. Launched in November 2007, it was designed to call on governments around the world to make this issue a top priority.

##### Seeking Out the Influential

Hired by UNIFEM to reach 1 million signatures by Nov. 25, 2008, Rocket XL developed a social and viral media strategy that incorporated a Web site destination in which influencers, bloggers and

media could post and share their “Say No” signatures. A chief tactic leveraged by Rocket XL to make their message go viral was creating branded MySpace and Twitter profiles that enabled users to “friend” top influencers.

##### Mission Accomplished

Rocket XL generated over 25 million impressions (which included influencer posts and Web placements) for the campaign. The campaign also garnered 101 followers on Twitter and 233 friends on MySpace; it also generated seven out of 10 top results on search portals such as Google and Yahoo. ■

## WOW! AWARD

### Deloitte

#### Greening the Dot: How Green is Your Footprint?

To steer its offices nationwide into the right environmental direction, Deloitte embarked on a ambitious enterprise that challenged employees to reduce the company’s footprint. Marshalled by Deloitte’s crack communications team, the “Greening the Dot: How Green is Your Footprint?” program, was unique in that it cut across departmental silos, forging a benchmark of solidarity for both Deloitte and green initiatives on the whole.

##### In the Green...

Leveraging social and new media channels, as well as an



How green is  
*your* footprint?

intranet site, the initiative was synonymous with the word “epic” by virtue of its features: the appointment of green champions to lead green teams in nearly 90 offices; the dissemination to employees of a “greening toolkit” containing more than 35 office greening projects to help reduce energy, paper and product consumption; and a Green Dot Scorecard online measurement device tracking the program’s progress.

Within the first six months of the Greening the Dot program’s launch, more than 1,000 projects had been completed. ■

## CALL FOR ENTRIES

**PRNews**  
**CSR Awards**  
*Corporate Social Responsibility*

**Entry Deadline: November 13, 2009**

To enter go to: [www.prnewsonline.com/csr](http://www.prnewsonline.com/csr)

PR News’ CSR Awards recognize the corporations and their partners who have executed recent and highly successful and impactful CSR campaigns. These awards recognize the communications surrounding a CSR initiative, the initiative itself, plus shine the spotlight on the leaders in your organization who are behind the CSR efforts.

Sponsorship Opportunities: Diane Schwartz at 301-354-1695; [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com)  
Entry Questions: Saun Sayamongkhun at 301-354-1610; [ssayamongkhun@accessintel.com](mailto:ssayamongkhun@accessintel.com)

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## **LARGE PR FIRM**

### **Ogilvy PR**

During volatile times, Ogilvy PR reinvented itself to meet client needs and relearn what makes the agency truly unique. The result: a 10% increase in Ogilvy PR's global revenues for 2008, with profits in the \$50-to-\$55 million range.

#### **Olympian Feats**

Ogilvy PR worked in 2008 to generate estimated new business revenues of \$30 million and marquee-level account wins for Chevron, Virgin America, CSC, California Closets, Nestle and T.J. Maxx. The agency was tasked to develop Nike's social media program, launch IAC's new brand RushmoreDrive.com, become global AOR for Lance Armstrong Foundation and SunPower and

provide development support to the Children's Defense Fund.

Another of the agency's many achievements during this period was representing eight of the official sponsors of the 2008 Summer Olympics in Beijing. Ogilvy trained corporate spokespersons and advised the Chinese government; it also initiated the original Project 2008 Poll with Millward Brown, which surveyed Chinese attitudes about the Olympic Games. ■



## **MIDSIZE PR FIRM**

### **Coyne PR**

In 2008, Coyne PR grew 38% as an agency, from \$8.4 million to \$11.6 million, and increased profitability to 17%—a remarkable feat during a recession. Fueling this explosive growth were a number of AOR and project-based relationships the agency cultivated with high-profile brands, such as Babies "R" Us, Hasbro and General Mills brands. The agency has also boasted a very low employee attrition rate and is in the forefront of giving back to the community with numerous CSR projects, which include the N.J. Food Bank and American Foundation for Suicide Prevention.

#### **Growth "R" Us**

The agency had an impressive year in 2008. Highlights include:

- The food and beverage team grew by 36%, expanding relationships with General Mills to promote brands such as Yoplait Kids and Cocoa Puffs;
- The toys team increased its existing relationships with Toys "R" Us and Graco, whose budget increased nearly 75% this year;
- Coyne Digital Studio was developed in 2008; the team has since worked for clients such as Disney Parks and Shell; and
- The pet team billings jumped more than 110%, building out its relationship with Del Monte's Milkbone brand to celebrate its 100th anniversary. ■



## **SMALL PR FIRM**

### **Lewis PR US**

#### **Tackling Technology**

With 38 offices across the globe, Lewis works with leading and emerging brands in both the b2b and b2c sectors. Since the beginning of 2008, the agency has signed approximately 35 new clients, including Bigfoot Networks, Lexmark, ViewSonic and Tessera.

This expansion culminated in a landmark year for Lewis PR, which, in addition to receiving a lion's share of industry laurels, recorded its ninth consecutive year of growth and profitability for Lewis' U.S. operations.

#### **Social Media World**

A notable highlight of the agency's achievements last year was its launch of an internal global initiative entitled the 2020 Digital Vision. This program involved reengineering of all of the agency's services from the ground up to integrate social media and digital PR techniques into the firm's campaigns. The goal was to ensure that personnel were ready to assume the demands and responsibilities of the future. As a result, Lewis has expanded its offerings to include SEO, video, podcasts, Web design and social media engagement. ■



(campaigns, left to right) Del Monte Food Corporation, LEGO, Ogilvy PR & National Rural Electric Cooperative Association, Entergy

### Anniversary Campaign

#### DEL MONTE FOOD CORPORATION & COYNE PR: MILK-BONE CELEBRATES 700 DOG YEARS

To leverage Milk-Bone's 100th anniversary, the "Make A Milk-Bone Moment" contest was created for pet parents to present their favorite moments with their dog, for a chance to win \$100,000.

#### KETCHUM & MATTEL: BARBIE CELEBRATES 50 YEARS

Promotion for Barbie's 50th anniversary garnered media attention thanks to a birthday bash at a life-size Barbie Malibu Dream House, attended by the likes of Heidi Klum, Ginnifer Goodwin and Lauren Conrad.

#### FLASHPOINT PR & LEGO SYSTEMS: "GO MINIMAN GO: TAPPING NOSTALGIA TO BOLSTER ADULT AFFINITY FOR LEGO BRAND"

To honor the 50th anniversary of the LEGO brick and 30th anniversary of the LEGO Miniman, the team used high tech tactics such as GOOGLE doodle, a video on YouTube and a new Web site—GOMiniManGo.com—to appeal to LEGO "nostalgics."

### Annual Report

**BERTELSMANN AG: ANNUAL REPORT 2008**—The company made its 2008 annual report completely interactive with a dedicated microsite within its overall corporate Web platform. The report contains screenshots, consolidated financial statements and notes made on various pages in executives' actual handwriting.

#### CHICAGO BRIDGE & IRON COMPANY: CB&I 2008: STRENGTH IN NUMBERS

The 2008 annual report was available to stakeholders in multiple formats for easy access. Plus, it contained visual highlights of key statistics and factoids to make the content dynamic.

#### PEPSICO & BCN COMMUNICATIONS: WE ARE PERFORMANCE WITH PURPOSE

The team made PepsiCo's 2008 interactive annual report mirror the company's "Performance With Purpose" philosophy, communicating financial highlights and shareholder information alongside descriptions of Pepsi's philanthropic efforts.

### Blog

#### PEPPERCOM & VALSPAR: WHAT'S ALL THE COLOR BUZZ?

When Valspar launched its consumer paint line in 2007, Peppercom and Beehive Studios helped launch "Color Buzz," a design blog

for Valspar that offers tips on decorative painting trends, how to get started on a paint project and finding color inspiration.

#### ADFERO GROUP: K STREET CAFÉ: SERVING UP INNOVATIVE IDEAS

Adfero execs helped the K Street Café blog emphasize the shift from one-directional communications to multi-layered conversations in issue advocacy.

#### NEWMANPR & HOLLAND AMERICA LINE: HOLLAND AMERICA BLOG

Launched in January 2009, Holland America's blog features 14 sub-blogs (one for each cruise ship) and caters to potential guests, ship aficionados and employees.

#### H&R BLOCK & MILLER MEIERS: H&R BLOCK DIGITS' ECONOMIC STIMULUS BLOG

The Digits blog provides customers with access to information about the 2009 Economic Stimulus Plan and gives them a forum to discuss lifestyle and tax-related topics.

**GE CORPORATE: GEREPORTS.COM**—Gereports.com is a multimedia site that offers videos, news and human interest stories about what's happening at GE. In the six months following its October 2008 launch, it garnered 460,000+ unique visitors.

### Branding

#### MWW GROUP & SAMSUNG: SAMSUNG MOBILE CHARGING STATIONS OFFER FREE POWER BOOST AT NATION'S LARGEST AIRPORTS

To increase consumer awareness of its mobile phones, Samsung created Mobile Charging Stations to be placed in airports. Launch events by the MWW group were held during Fourth of July weekend, one of the nation's biggest travel holidays.

#### WEBER SHANDWICK & SIEMENS: THE NEW BROOM AT SIEMENS CLEANS UP

Weber Shandwick helped Siemens spotlight a new company structure, infiltrate target sectors and localize its brand. Efforts scored coverage in top-tier media outlets.

### Cause-Related Marketing

#### HARD ROCK INTERNATIONAL & COYNE PR: IMAGINE THERE'S NO HUNGER CAMPAIGN

Hard Rock's campaign, launched in 2008 to benefit World Hunger Year, raised \$896,000 and generated more than 230 million media impressions.

#### CHANDLER CHICCO AGENCY & COCA-COLA: DIET COKE SPREADS THE HEART TRUTH ABOUT WOMEN'S HEART HEALTH

The Diet Coke brand's initiative to raise awareness about women's heart health garnered impressive media coverage and consumer exposure by engaging celebrity ambassadors and leveraging the "Heart Truth" Fashion Show event.

### Community Relations

#### HOWORTH COMMUNICATIONS & STARLIGHT CHILDREN'S FOUNDATION: LIVEWIRE LAUNCH

The campaign around the launch of Livewire—a social network designed to empower the community of young Australians living with serious illnesses—was so successful, it accrued more than 1,000 new members in just two weeks.

#### PORTER NOVELLI & VALLEY CAN: TUNE IN AND TUNE UP

The campaign successfully engaged California's San Joaquin Valley community of individuals who are not fluent in English to participate in the free vehicle emissions cleanup program.

#### ECZACIBASI GROUP (EZ): PERSONAL HYGIENE SCHOOL PROGRAM

Turkey's EZ Group executed a campaign that focused on reducing excretion-related diseases by increasing awareness of proper toilet hygiene among rural school children.

#### WEBER SHANDWICK & THE US ARMY: DALLAS GRASSROOTS INITIATIVE

The team's aggressive grassroots community pilot program supported the local Dallas Battalion, fostering an environment that is more favorable to the Army's recruiting messages and enlisting 4,300 new recruits.

#### PEARSON FOUNDATION & JUMPSTART: READ FOR THE RECORD 2008

Read for the Record 2008 broke the campaign's participation record, registering more than 400,000 readers and raising \$2 million for Jumpstart.

#### WESTERN UNION & CONE: OUR WORLD, OUR FAMILY PROGRAM

Western Union's community relations program successfully engaged community members, delivered social benefits to consumers and enhanced the company's visibility around issues surrounding the needs of the migrants and their families.

### Crisis Management

#### VECTREN ENERGY DELIVERY: VECTREN'S RESPONSE TO MAJOR WINTER STORM 2009

To get messages about safety out after a massive snowstorm

# Honorable Mentions



(campaigns, left to right) CCG IR, Ogilvy PR & Promise, Time Warner Cable, Stern Ariely PR & Pampers

hit the Midwest, Vectren implemented the “Neighbor to Neighbor” program, mobilizing volunteers to knock on the doors of more than 14,000 homes.

**PACIFIC GAS AND ELECTRIC COMPANY (PG&E): JANUARY 2008 STORM RESPONSE**—The homes of 1.7 million PG&E customers in California were affected by a devastating storm in January 2008. After one day, PG&E was able to restore power to 85% of its customers.

**MEDIA & COMMUNICATIONS STRATEGIES: SAVING AMERICAN MANUFACTURING**—The Gleason Group faced going out of business after a lower tariff was granted by the Department of Commerce to its competitor. The MAC Strategies team worked to make Gleason’s crisis public, having the story showcased on CNN’s *Lou Dobbs Tonight*.

**AMERICAN AIRLINES & WEBER SHANDWICK: FIRST BAG FEE**—When American Airlines introduced a \$15 first-checked-bag fee, Weber Shandwick helped manage the fallout with customers, positioning it as a necessary step to absorb rising fuel costs, and arming airline execs with key talking points.

## CSR/Citizenship Report

**COCA-COLA**—Year after year, Coca-Cola’s annual reports speak to a global audience while appealing to local markets, and its most recent Sustainability Review was no exception, giving readers summaries of performance metrics in step with Global Reporting Initiative’s standards.

**GENERAL ELECTRIC**—The company’s 2008 Citizenship Report came in the form of a dynamic multimedia site, complete with a video blog, performance metrics and available PDF downloads according to users’ areas of interest.

## Editorial/Op-Ed

**U.S. MARINE CORPS/FIRST MARINE EXPEDITIONARY FORCE: “WINNING IN ANBAR”**—A lack of news coverage of Iraq led the First Marine Expeditionary Force in Southern California to recruit its own Maj. Gen. John F. Kelley to write an op-ed article, which first ran in *The North County Times* and subsequently dozens of newspapers.

**SAGE COMMUNICATIONS: INTO THE DEEP: EDUCATING THE MARKET ON AN EMERGING DEEP PACKET INSPECTION TECHNOLOGY WITH CONTRIBUTED COLUMNS**—Deep Packet Inspection (DPI) is a recently developed software program by

Bivio, which allows for “visibility” into network data. To educate consumers and IT managers, Sage developed and placed five guest columns and opinion pieces in publications reaching Bivio’s target audience.

**ROCHE & FLEISHMAN-HILLARD: CEO BYLINE REACHES C-SUITE EXECUTIVES WITH ANTIVIRAL STOCKPILING MESSAGE, DRIVES WEB TRAFFIC**—In order to further explain the need for companies to purchase antiviral stockpiles, Roche published an editorial piece by its CEO. The article, which ran in *Chief Executive Magazine*, called attention to 2008 U.S. Department of Health and Human Services guidance about the benefits of corporate stockpiling, which was not widely promoted at the time of its release.

**OGILVY PR & NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION: OUR ENERGY, OUR FUTURE**—Partnering with the NRECA, Ogilvy launched a campaign to stimulate conversations with elected officials about the need for a balanced energy policy. A series of op-ed articles catering to the needs of each region of the country were published in 19 different newspapers.

## Employee Relations

**PLEON & SIEMENS: IT’S ALL ABOUT PEOPLE**—In an effort to revitalize its values and after a public corruption investigation, Pleon helped Siemens conduct extensive internal employee surveys globally, illustrating the importance increasing credibility.

**ENTERGY CORPORATION: ENTERGY’S COMMUNITY CONNECTORS RELAUNCH**—Less than 1% of surveyed Entergy employees were involved in the company’s official volunteer program, “Community Connectors.” To increase that amount, the company conducted focus groups and created user-friendly software so employees could easily track their volunteer hours.

**GAGEN MACDONALD & EDISON INTERNATIONAL: ALL SYSTEMS ‘GO’**—In order to prepare employees for the largest ERP implementation in utility history, the company used roadshows, videos and webinars to facilitate the conversion.

**GAGEN MACDONALD & EDISON INTERNATIONAL: DRIVING CULTURE CHANGE**—Edison developed “Leading the Way in Electricity” to link culture to performance, launching the Chairman’s Award to honor outstanding employees who produce exceptional results.

**TIME WARNER CABLE: CHANNEL YOU: WHERE TWC TUNES IN**—To better serve the demands of a high

speed intranet connection for 47,000 employees, Time Warner execs designed and built “Channel You,” which features blogging capabilities, a video gallery and more.

**FAHLGREN MORTINE PR & WORTHINGTON INDUSTRIES: SAFE WORKS**—With aid from Fahlgren Mortine PR, Worthington Industries was able to decrease employee injuries by 20% during the fiscal year of 2008 through its “Safe Works” campaign.

**AMERICAN EXPRESS & MLCREATIVE: ED’S BLOG: CREATING CORPORATE DIALOGUE AT AMERICAN EXPRESS**—Amex encouraged dialogue between employees and its Vice Chairman, Ed Gillian, by creating a blog to facilitate informal conversations. As a result, more than 350 employees directly e-mailed Gillian.

## Event Marketing

**STERN ARIELY PR & PAMPERS: PAMPERS HOUSE: SEEING THE WORLD THROUGH THE BABY’S EYE**—During the “Pampers House Event,” parents experienced a simulated version of the world from their baby’s perspectives, helping Pampers to become the category’s media coverage leader for a quarter in 2008.

**COYNE PR & HUMANA: FREEWHEELIN’**—To combat the nation’s obesity rate, Humana launched Freewheelin’, a program offering free bikes to employees. Participants logged 41,724 miles, burned 1.3 million calories and reduced their carbon footprint by 14.6 metric tons.

**CELEBRITY CRUISES & EMANATE: CELEBRITY SOLSTICE SETS SAIL**—To publicize its new ship, Celebrity Solstice, Celebrity Cruises and Emanate held events including “Leading Ladies, and “Chat with the Chief,” prompting a 74% increase in bookings.

**HAMPTON HOTELS & COHN & WOLFE: SAVE-A-LANDMARK**—In 2008, the Save-A-Landmark program embarked on its “Landmark Legends” project, preserving six hotel sites that celebrate the lives of six iconic figures including MLK Jr. and Amelia Earhart.

**COYNE PR & SEMA: PENNZOIL PLATINUM POKER CHALLENGE**—To directly connect with target audiences, SEMA created the Pennzoil Platinum Poker Challenge, a Texas Hold ‘Em-style tournament that gave teams the chance to strengthen relationships with stakeholders.

**OGILVY PR & PROMISE: MARGARINE GETS BACK INTO THE GAME WITH THE PROMISE CARDIO KICKOFF**—To overtake competitors, Promise unleashed its Promise Cardio Kickoff during Super Bowl



(campaigns, left to right) Humana & Coyne PR, Fahlgren Mortine & Worthington Industries, Unum

2008, which featured the World's Largest Spread—a collection of 600 dishes using Promise margarine.

### External Publication

**QUEENS LIBRARY: ENRICH YOUR LIFE**—Queens Library relaunched Library Matters with a new “Enrich your life” theme, “man on the street” interviews, a modern color scheme and improved photo quality.

**BP ENERGY COMPANY: BP ENERGY INSIGHTS**—To keep its clients informed on the latest energy developments, BP created the Energy Insights Newsletter. The newsletter led to BP's customer satisfaction scores increasing largely by the end of 2008.

**ANALYTICAL GRAPHICS: AGI'S MARCH 2009 INVIEW NEWSLETTER**—AGI's InView has a wide reader base, ranging from scientists to students, and its unique challenge was to present a newsletter that would appeal to all of these groups. The redesigned issue has received the strongest reviews both inside the company and out.

**MCCORMICK COMPANY: PIONEER GROWING-POINT MAGAZINE**—Pioneer updated its magazine, *GrowingPoint*, which now connects readers to its Web site for with more in-depth information on key topics in the farming industry.

**PEPCO HOLDINGS: POWERING A SUSTAINABLE FUTURE**—Pepco's annual environmental report was refused to communicate its sustainability commitment, and to include narratives from the senior staff.

### Financial/Investor Relations

**OGILVY PR & CHANGYOU.COM: CHANGYOU.COM SPIN-OFF AND INITIAL PUBLIC OFFERING ON NASDAQ**—To develop a relationship with the U.S. investment community in preparation for ChangYou.com's IPO, Ogilvy helped the Beijing-based online game developer organize an investor roadshow. The results saw ChangYou stock trading up 75% almost a month after the IPO.

**BANK OF AMERICA & EMANATE: SAY HELLO TO MORRIS, THE WISE UPPERCLASSMAN**—Bank of America and Emanate created the Morris on Campus Web site, a hub with financial tools and tips for students to teach them to better manage their money.

**FD: MANAGING AHEAD OF THE CURVE: THE COCA-COLA COMPANY**—FD developed a market

research program to help Coca-Cola execs understand and manage the investors' perceptions of the company's critical issues, which led the company's stock price to jump 7.6%, the company's largest single-day gain in almost 20 years.

**CCG IR: MAKING PIGS FLY**—After three years as a CCG client, China-based pork processor Zhongpin went a lightly traded over-the-counter stock to being upgraded to NASDAQ thanks to road shows targeting high profile institutional funds and money managers.

### Global PR

**OGILVY PR & IHS: RAISING IHS' STAR POWER AND BRAND VISIBILITY**—IHS increased its global visibility through Expert Source Program, which identified experts in specific markets who could tell targeted aspects of the IHS story based on areas of expertise and available media opportunities.

**FT & HOTWIRE: GLOBAL PROMOTION OF FT.COM**—In October 2007, FT.com launched a groundbreaking access model, which it then promoted through a digital PR campaign with Hotwire to target traditional and social media, increasing traffic and fueling new subscriptions.

**ALPAYTAC: 5TH WORLD WATER FORUM GLOBAL PR CAMPAIGN**—Alpaytac pushed the worldwide water crisis onto the international agenda by raising awareness of the 5th World Water Forum through localized outreach, PSAs and key research reports, ultimately bringing in a record-breaking number of attendees.

**TOURISM AUSTRALIA: COME WALKABOUT**—The campaign used the global release of Baz Luhrman's movie *Australia* to bring attention to the country as a desirable holiday destination, resulting in a 140% increase in annual publicity targets.

**WAGGENER EDSTROM WORLDWIDE & MICROSOFT: SHINING A SPOTLIGHT ON THE GLOBAL PROBLEM OF SOFTWARE PIRACY**—The campaign demonstrated Microsoft's collaboration with government officials and law enforcement agencies to take action against software counterfeiters through Microsoft's Global Anti-Piracy Day, which reached 49 countries across six continents.

**BURSON-MARSTELLER & SAP: SAP BUSINESS SUITE LAUNCH**—The team developed and executed an integrated communications campaign, including

employee communications, social media relations and marketing activities, to promote the launch of SAP's Business Suite 7 among audiences in 20 countries.

### Green PR

**WEBER SHANDWICK & OMNI HOTELS: OMNI HOTELS HANGS UP ON PHONE BOOKS**—Omni Hotels completely eliminated phone books from all its properties to conserve natural resources, setting an example for others in the hotel industry.

**WORLD WILDLIFE FUND (WWF): WWF'S EARTH HOUR 2009**—March 28, 2009, at 8:30 p.m. marked WWF's Earth Hour, when people scattered throughout 4,000 cities and 87 countries turned off non-essential lights for an hour.

**EXELON CORPORATION: EXELON 2020: A LOW-CARBON ROADMAP**—In 2009, Exelon released a comprehensive environmental plan, seeking to reduce 15 million metric tons of greenhouse gases per year by 2020.

### Internal Publication

**BAYER HEALTHCARE/MS&L: PERSPECTIVES**—Following its 2007 merger with Berlex, MS&L helped Bayer make the Perspective newsletter a communications vehicle to share best practices, build community and inspire all 1,800 US Commercial Operations employees.

**PEPSICO & JZMCBRIDE & ASSOCIATES: PEPSI POST-CAMPAIGN INITIAL RESULTS INTERNAL E-MAIL**—The team created an integrated application to consolidate and distribute e-mail marketing campaign results to Pepsi execs, brand marketers and partners by leveraging the same platform—e-mail—to reach stakeholders.

**CON EDISON: HEALTHMATTERS**—Con Edison's quarterly HealthMatters newsletter engages and educates employees about health issues and behavioral changes they can make to improve their own health, providing them with everything from recipes to additional resources.

**UNUM: ONE MAGAZINE FALL 2008**—The Fall 2008 issue of Unum's *One* magazine paid tribute to the company's history while celebrating the ways in which modern technology supports interactions with every department and stakeholder, from its sales teams to its customers.

**LATHAM & WATKINS: LATHAM NEWS**—The global law firm created the Latham News daily news feed to report everything from hard news and feature



(campaigns, left to right) Lion Brand Yarn, ACA International, Chicago Office of Tourism

stories to firm culture pieces to employees based in 27 cities around the world.

## Marketing

**GE CORPORATE: PLUG INTO THE SMART GRID**—GE's Smart Grid campaign reached the homes of millions thanks to an integrated marketing campaign that included a Super Bowl ad and a microsite, [www.PlugIntoTheSmartGrid.com](http://www.PlugIntoTheSmartGrid.com), which allows visitors to bring a 3-D hologram to life.

**KAPLOW & CAFÉPRESS: SPORT YOUR SUPPORT**—The team captured the excitement of Obama's historic presidential campaign with "Sport Your Support" contests in which consumers could submit original T-shirt designs or political slogans; the proceeds benefited Rock the Vote.

**UNILEVER/SUAVE & WEBER SHANDWICK: SUAVENOMICS: LIVING BEAUTIFULLY FOR LESS**—The campaign sent the message that Americans could have saved more than \$5.5 billion in 2008 by buying Suave beauty products instead of more expensive brands, generating tons of positive media coverage and a jump in sales.

## Media Event

**SONY & RUDER FINN: MAKING A BIG SPLASH FOR THE SONY VAIO GRAPHIC SPLASH NOTEBOOK**—The team promoted the launch of the Sony VAIO Graphic Splash with a media event that combined a design contest with NYC's Fashion Week, ultimately generating huge buzz and media attention.

**STARBUCKS & FRAUSE: STARBUCKS TURNS SEATTLE (RED) FOR THE HOLIDAYS**—The team generated widespread awareness of Starbucks' new partnership with (RED) in its hometown market of Seattle by staging an event that turned various landmarks red on Black Friday and World AIDS Day 2008.

## Media Relations

**HP & HILL & KNOWLTON: HP + EDS: BECOMING ONE HP**—The campaign successfully generated media hits related to the announcement of HP's EDS acquisition, the merger close and HP's Securities Analyst Meeting, collectively generating more than 250 stand-alone articles in top-tier outlets.

**AMERICAN AIRLINES & WEBER SHANDWICK: SURFING AT 30,000 FEET**—The media relations campaign surrounding the launch of American Airlines'

in-flight Internet service resulted in a 6% "take" rate, 90% message pull-through and 970 media placements.

## Multicultural Campaign

**WEBER SHANDWICK: HONEYWELL INITIATIVE FOR RETURNING ENGINEERS (HIRE)**—Since only 13% of U.S. engineers are women, Honeywell set out to attract highly qualified women engineers through HIRE—a program designed to help these women make a seamless transition back into the workforce.

**SUSAN G. KOMEN: SUSAN G. KOMEN FOR THE CURE'S CIRCLE OF PROMISE CAMPAIGN**—Breast cancer disproportionately impacts the African-American community, so Susan G. Komen raised awareness through its "Circle of Promise" campaign, targeting women's interest sites, conducting a radio media tour and highlighting survivor stories throughout several press outlets.

**IMAGES USA & AMTRAK: PULLMAN PORTERS TRIBUTE**—IMAGES USA helped Amtrak appeal to African-American consumers by highlighting the contributions of the men who served as Pullman Porters throughout the 20th century—an effort that garnered nearly 315 million media impressions.

**REVOLUCION & HBO LATINO: HBO LATINO BREAKS OUT**—The team secured coast-to-coast coverage of the new HBO Latino series *Capadocia* by establishing partnerships with *People en Español* and CoverGirl, generating 45 million media impressions.

**PORTER NOVELLI & VALLEY CAN: VALLEY CAN TUNE IN AND TUNE UP**—Porter Novelli helped Valley CAN execute a free vehicle emissions cleanup program in California's San Joaquin Valley that saw significant participation from community members who were not fluent in English.

**YUM BRANDS/CAREER SPORTS & ENTERTAINMENT: 2008 KENTUCKY FRIED CHICKEN PRIDE 360**—The Pride 360 initiative successfully encouraged members of the African-American community to succeed and achieve by upholding four pillars: family, community, individuality and heritage.

## Online Communications

**NIKON & PEPPERCOM: 2008 NIKON SMALL WORLD PHOTOMICROGRAPHY COMPETITION**—To broaden the appeal of its Small World Photomicrography Competition, Nikon partnered with Peppercom and revamped the contest by taking it to the Web, making [NikonSmallWorld.com](http://NikonSmallWorld.com) the hub for participants.

**CREATIVE CO-OP LLC: AMERICAN WATER 2008 ANNUAL REPORT**—After rebranding the company in April 2008, American Water followed suit with a new annual report format, creating a Web site that includes video interviews with execs.

**WAGGENER EDSTROM WORLDWIDE: INTRODUCING WINDOWS 7: THE TOUCHY FEELY OS**—To showcase Windows 7, Microsoft's new operating system, the team created a demo of its new touch screen features and posted the video on sites like YouTube and the Windows Vista team blog.

**CERCONE BROWN & CO.: AMERICA'S LEAST WASTEFUL CITIES**—To regain its image of a badge of environmental responsibility, "The Nalgene Least Wasteful City Study" was conducted on 23 cities across the country and posted under an independent URL ([www.leastwastefulcities.com](http://www.leastwastefulcities.com)).

**APCO WORLDWIDE: 3TIER'S "RE-MAPPING THE WORLD" CAMPAIGN**—APCO helped 3TIER launch "RE-mapping the World," a mapping technology initiative to accelerate the adoption of renewable energy initiatives by mapping the world for wind and solar resources.

## Podcast and/or Videocast

**LION BRAND YARN: YARNCRAFT PODCAST**—Lion Brand Yarn's YarnCraft series of 30-minute bimonthly podcasts includes topics like ecofriendly ideas and crafting with kids, averaging 11,000+ downloads per podcast.

**EDELMAN & API: ENERGY TOMORROW THROUGH ONLINE ADVOCACY TODAY**—API's podcast series, created as part of an energy policy promoting conservation and efficiency, received more than 50,000 downloads in 2008.

**U.S. MARINE CORPS/FIRST MARINE EXPEDITIONARY FORCE: "ANBAR WEB REPORT"**—Using DVIDS real-time technology, a 12-month deployment to Iraq was documented through a videocast and made available online to the general public.

## PR on a Shoestring Campaign

**ACA INTERNATIONAL: ASK DOCTOR DEBT**—The campaign generated positive publicity for the debt-collection industry and improved financial literacy by creating a fast, free online resource for consumers with credit and debt questions, all on a shoestring budget.

**CHICAGO OFFICE OF TOURISM: CHICAGO: A GREAT URBAN ADVENTURE**—With virtually no budget, the



(campaigns, left to right): GolinHarris & Nintendo, Bright Automotive & Rational 360, Porter Novelli & Shire Plus, Alembic Health Communications & National Meningitis Association

Chicago Office of Tourism executed a successful phased media relations campaign that supported the citywide summer 2008 tourism initiative, garnering 4.6+ million media impressions.

### Press Release

**THE AMERICAN CHEMICAL SOCIETY (ACS): AMERICAN CHEMICAL SOCIETY WEEKLY PRESSPAC**—ACS streamlined the process for journalists covering breaking science stories by simplifying its press releases in the newly created PressPac, which includes hyperlinks to full journal articles and contact information.

**GOLINHARRIS & NINTENDO: NINTENDO'S SLEIGHT OF HAND**—To increase awareness of Nintendo's Master of Illusion game, GolinHarris created a unique press release, which mimicked what it felt like to be at a magic show. The 178-word press release led to 250 million impressions during the 2008 holiday season.

**VOLUME PUBLIC RELATIONS: FROM 15 TO 15,000**—Volume PR execs garnered more coverage for their 2008 press survey by implementing SEO strategies, increasing search results from 15 to 15,000.

### Pro Bono Campaign

**DCI GROUP & STAFFORD FOUNDATION: THE PEOPLE'S INAUGURAL PROJECT**—DCI Group increased awareness of the Stafford Foundation's anonymous purchase of the JW Marriott's premier \$1 million inaugural package, which provided an opportunity to disadvantaged Americans to attend Obama's inauguration.

**QORVIS COMMUNICATIONS & YOUTH AIDS: POWER OF MUSIC**—Qorvis Communications made YouthAIDS' 2008 Gala the largest single fundraising event, giving the organization a bigger footprint among policymakers and raising \$1.2 million to fight the spread of HIV/AIDS.

**UNIQUE IMAGE & ALO CULTURAL FOUNDATION: THE MIRACLE OF HUSSEIN**—The campaign challenged the medical community to find a solution to 8-year-old Hussein Balhas' severe medical conditions, ultimately getting the boy \$400,000 in surgeries that were performed pro bono.

### Product Launch

**BOOST MOBILE: \$50 'MONTHLY UNLIMITED'**

**NEWS ANNOUNCEMENT**—Boost Mobile created an aggressive press release that compared its new Monthly Unlimited prepaid plan with those of competitors in no-nonsense language, grabbing more than 230 headlines and 180 blog posts in 48 hours.

**MCDONALD'S & GOLINHARRIS, BURRELL COMMUNICATIONS, IW GROUP AND VPE PR: WHAT CAME FIRST?** To launch McDonald's first chicken-for-breakfast menu offering, the team played with the "chicken or egg" question with an interactive Web site, consumer events and blogger relations, garnering nearly 150 million media impressions.

**RATIONAL 360 & BRIGHT AUTOMOTIVE: BRIGHT AUTOMOTIVE ANNOUNCES THE IDEA**—Rational 360 put together a media event to reveal Bright Automotive's first vehicle—a plug-in hybrid electric vehicle—that drew nearly 50 reporters, as well as Congress members.

**GREATER HOUSTON CONVENTION AND VISITORS BUREAU (GHCVB): LAUNCHING HOUSTON CITYPASS**—GHCVB introduced Houston's new CityPass with a media drop, press conference and online outreach, which collectively garnered 13 million impressions.

### PSA

**PORTER NOVELLI NY & SHIRE PLUS: ADULT ADHD IS REAL**—In order to raise awareness of ADHD in adults, Porter Novelli and Shire Plus launched the "Adult ADHD is Real" PSA campaign with Howie Mandel as spokesperson, reaching millions of Americans via TV, radio and print.

**INTREPID AGENCY & UDOT GROUP: LITTER HURTS**—Intrepid Agency and UDOT Group developed the Litter Hurts campaign, which included an interactive Web site and outdoor PSAs. As a result, debris-related accidents on Utah highways have declined by 22%.

**ALEMBIC HEALTH COMMUNICATIONS & NATIONAL MENINGITIS ASSOCIATION: MAKING MENINGITIS MATTER**—To reverse a low meningitis vaccination rate among teens, the team created the "Anyone. Anywhere. Anytime" PSA, which highlighted the affect the disease had on a diverse group of peoples' lives.

**PORTER NOVELLI & FDIC**—In September 2008, the FDIC and Porter Novelli launched myFDICinsurance.gov, as well as accompanying PSAs. When spokesperson Suze Orman appeared on CNN's *Larry King Live* and NBC's *Today Show*, the site drew 58,000 users in one day.

**AHIMA: PERSONAL HEALTH RECORD CONSUMER**

**EDUCATION CAMPAIGN**—The AHIMA launched a PSA campaign to raise awareness about creating and maintaining personal health records (PHR), promoting myPHR.com and driving an 88% increase in traffic.

### Public Affairs

**XENOPHON STRATEGIES & AIR TRANSPORT ASSOCIATION (ATA): STOP OIL SPECULATION NOW**—To reverse speculation surrounding skyrocketing fuel costs in 2007, the ATA enlisted Xenophon in a campaign that included grassroots advocacy, coalition building and congressional outreach.

**OGILVY PR & PLANNED PARENTHOOD OF CALIFORNIA: NO ON PROPOSITION 4 CAMPAIGN**—To oppose California's Proposition 4, which would require teens to notify parents before having an abortion, Planned Parenthood launched "No on Proposition 4," leading to Prop 4's defeat in 2008.

**ADFERO GROUP: MOBILIZING THE AMA'S PATIENT ACTION NETWORK TO PRESERVE ACCESS TO CARE**—Adfero's online grassroots recruitment strategy helped make AMA's campaign to stop reimbursement rate cuts a success, ultimately prompting Congress to not cut the Medicare budget for doctors' reimbursement.

**NATIONAL ASSOCIATION OF BROADCASTERS: DTV TRANSITION PUBLIC AFFAIRS CAMPAIGN**—To ensure that all Americans knew about the 2009 transition to digital TV, the NAB launched a grassroots marketing campaign, increasing consumer awareness from 25% in 2005 to 98% in April 2009.

### Rebranding/Repositioning

**TD BANK: TD BANK REBRANDING CAMPAIGN 2008-2009**—When Commerce Bank was acquired by TD Bank in March 2008, it rebranded using tactics such as "Decision 2008: Pick Your Pop," which allowed customers to vote on what color the new lollipops should be.

**PULSE COMMUNICATIONS: LAUNCHING THE FIRST MUSEUM OF AUSTRALIAN DEMOCRACY**—Old Parliament House was rebranded as the Museum of Australian Democracy in May 2009, the Pulse-led campaign resulted in a crowd of 5,000 visitors during opening weekend.

**COMPUTER SYSTEMS CENTER INC.: CSCS REBRANDING CAMPAIGN**—When CSCS rebranded its signature products to increase exposure, it also rede-

# Honorable Mentions



(campaigns, left to right) Lenovo, Meredith Publishing, Grand Central Marketing & Meow Mix

signed its Web site to highlight CSC's experience within the federal sector, resulting in a 270% increase in page views over a two-month period thanks to SEO.

**GOLFWEED & GARCIA MEDIA: [RE] BRANDING GOLFWEED**—Partnering with Garcia Media, *Golfweek* broke away from its trade pub image and became more consumer friendly with a sleek logo, compact size and new tagline, "For Serious Golfers Only."

**OGILVY PR & SLIM-FAST/UNILEVER: FIND YOUR SLIM**—To help Slim Fast become more relevant, the team launched the Find Your Slim campaign to discover "real" models from around the country, who then participated in a January 2008 fashion show.

## Research & Measurement

**PLEON & CENTER PARCS: PLEON PERFORMEDIA: MEASURING THE ROI OF PR**—Partnering with European travel agency Center Parcs, Pleon conducted a pilot study to determine the extent to which holiday bookings were affected by PR, ultimately finding that 30% of the Center Parcs' bookings could be linked to these efforts.

**KDPAINÉ & PARTNERS & USO: DESIGNING AND IMPLEMENTING THE PERFECT MEASUREMENT SYSTEM**—In need of a better vehicle to strengthen USO's research capabilities, KDPainé & Partners created and implemented a robust online dashboard that could accommodate data, assessments and reports.

**OGILVY PR & FEMA: MAKING AMERICA FLOODS-MART**—In order to ensure that FEMA's campaign to increase the number of flood insurance policy holders, Ogilvy PR created a targeting model based on factors such as media use, flood risk and geography.

**OGILVY PR: INFLUENCER MAPPING**—To bring structure to influencer engagement Ogilvy execs created the Influence Quotient Mapping tool, which first identifies and prioritizes influencers, develops specific engagement strategies and measures the strategy's progress over time.

**CRAMER KRASSELLT & MEREDITH PUBLICATIONS: THE GAMMA FACTOR**—To shed its "dusty" image, Meredith tapped Cramer Krassett to conduct the "What Do Women Want" research effort, the results of which helped grow its consumer segment to 55 million women.

**MCDONALD'S & GAGEN MACDONALD: LEADERSHIP COMMUNICATIONS EFFECTIVENESS 360**—Gagen MacDonald execs partnered with McDonald's to deliver leadership communications effectiveness, strategy alignment and execution to advance the company's progress in

meeting desired business objectives.

## Satellite Media Tour

**OGILVY PR & FEMA: PREPARING THE MIDWEST FOR THE WORST**—In spring 2008, FEMA's FloodSmart team, with the help of Ogilvy PR, coordinated an SMT that reached people in each of the 11 Midwestern states.

**COYNE PR & GOODYEAR: GOODYEAR "GET THERE" AWARDS**—The Goodyear "Get There" Awards generated stronger brand awareness for Goodyear as the Official Aerial Coverage Provider of the 2008 Beijing Olympics.

**CONSUMER ELECTRONICS ASSOCIATION (CEA): DIGITAL ANSWER MAN TOUR**—CEA's spokesman Jim Barry visited national and local media outlets in 50 cities across the country to educate consumers about "must-have" products and trends in the tech industry.

**USMC/FIRST MARINE EXPEDITIONARY FORCE: HOMETOWN HEROES**—DVIDS, a 24/7 media operation, gave Marines a more reliable way to communicate with higher headquarters, enabling 1,000+ connections to international, national and regional media outlets.

## Social Media Campaign

**OGILVY PR & LENOVO: VOICES OF THE OLYMPIC GAMES**—The campaign promoted Lenovo's sponsorship of the Beijing Olympics through a Facebook application, SEO, multimedia, blogging and Twitter outreach and a dedicated Web site, exceeding all expectations and projections.

**MILLER MEIERS & H&R BLOCK: H&R BLOCK SOCIAL COMMUNITY**—The campaign used H&R Block's Digits Web site to engage consumers and position the company's brand expertise, leveraging interactive multimedia components.

**TMG PR & CITI CARDS: MOVING CITI FORWARD**—The campaign used dynamic social media elements to build buzz around the launch of Citi Card's new product for consumers in their 20s and 30s.

**PIZZA HUT & ZENO GROUP: NOW YOU'RE TWEETING**—The campaign positioned Pizza Hut as a digital frontrunner by creating a "Twintern" position that was filled through a Twitter contest, which garnered significant media and consumer attention.

## Video Program

**CRT/TANAKA: VIBRANT RIOJA DOCUMENTARY: TRADITIONS & INNOVATIONS AT THE FRONTIERS OF FLAVOR**—The agency created an educational documentary series and companies Web site in partnership with the Culinary Institute of America. The multimedia program allowed viewers to experience the wines of Spain's Rioja region through interviews with winemakers and virtual tours of the vineyards.

**GENERAL ELECTRIC COMPANY: YOU ARE EXTRAORDINARY**—The campaign raised GE's profile as an organization that welcomes military veterans through a high-energy video featuring GE employees with military experience and a complementary Web site. Page views increased to more than 10,000 a week after the video's launch.

**MICROSOFT & WAGGENER EDSTROM WORLD-WIDE: PUTTING TRANSPARENCY INTO PRACTICE WITH "ASK THE GU"**—The program connected at-home viewers with Microsoft's Scott Guthrie during the MIX09, the Web design and development conference, through a live online video chat in which viewers could submit their questions via Twitter.

**PLEON & SIEMENS: VALUES: WE SAY IT, WE MEAN IT**—The video program visibly demonstrated Siemens' values—responsibility, excellence, innovation—to employees after a massive public corruption investigation rattled the company, filming staffers from six countries who acted out those values in real-life contexts.

## Web Site Marketing

**EDELMAN & API: ENERGY TOMORROW THROUGH ONLINE ADVOCACY TODAY**—To support API's Education Advocacy campaign, the team created a podcast series with content syndicated on both API's Blog Talk Radio channel and iTunes. The series received more than 50,000 downloads in 2008.

**MWW GROUP & SAMSUNG: MWW GROUP MAKES SAMSUNG NEWSROOM THE GO-TO RESOURCE FOR MEDIA AND CONSUMERS**—MWW Group helped Samsung execs launch the Samsung Newsroom, a one-stop shop for the media and consumers complete with press releases, graphics/photos and a blog.

**EXCEL PR GROUP: BAKESPACE GOES HOLLYWOOD**—BakeSpace.com, launched in 2006 as the Web's first food social network, was marketed in a star-studded campaign in 2008. The site utilized popular TV shows and movies with food tie-ins to create "fan pages."

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(campaigns, left to right) Alpaytac Inc., General Electric, Warschawski

## GE CORPORATE: PLUG INTO THE SMART GRID—

GE's Smart Grid campaign reached the homes of millions via a new microsite, which allows visitors to bring a 3-D hologram to life. It received 970,000 unique Web visitors in just 3.5 months.

## Word of Mouth/Viral

### GOLINHARRIS & NATIONAL TURKEY FEDERATION: TALKING TURKEY ON FACEBOOK—

The National Turkey Federation talking turkey widget was used by more than 1 million consumers on Facebook and helped EatTurkey.com attract an average of more than 35,000 unique visitors during June 2008.

### GS&F & TENNESSEE TITANS: CODE BLUE—

GS&F's campaign to honor of the Tennessee Titans delivered media kits to ESPN and mobilized a street team to visit various restaurant and bar locations around Nashville.

### MOM CENTRAL CONSULTING: MOM CENTRAL FELD FAMILY ACTIVATOR—

Partnering with Ringling Bros. and Barnum & Bailey Circus, Mom Central Consulting set out to boost ticket sales, promoting shows via Feld Family Activator groups and ultimately selling 25,000 tickets.

## Wow! Award

### WEBER SHANDWICK & GENERAL MOTORS: CHEVY AVEO5 LIVIN' LARGE COLLEGE CAB—

Weber Shandwick used an innovative marketing approach for the GM Aveo5, using an interior "Cab Cam" to film college students riding in the Aveo5 College Cab and generating viral videos.

### WAGGENER EDSTROM WORLDWIDE: WHAT'S ON YOUR MIND? NOW ANYONE CAN DECIPHER TWITTER DISCUSSION WITH THE HELP OF TWENDZ!—

Demonstrating its savvy and inherent understanding of social media, WE developed Twendz—a Twitter application that gauges the general emotion of a statement made on the microblog.

### GRAND CENTRAL MARKETING & MEOW MIX: THINK LIKE A CAT GAME SHOW—

With the adoption of Meow Mix's new tagline, "Think like a Cat," the team created the "Meow Mix Think like a Cat Game Show." The Game Show Network aired 223 promo spots for it, and over 1 million viewers tuned in.

### GE CORPORATE: PLUG INTO THE SMART GRID—

GE's Smart Grid campaign reached the homes of millions via a Super Bowl ad titled "Scarecrow," which was a modern take on the classic song "If I Only had a Brain" from *The Wizard of Oz*.

## Small PR Firm of the Year

**SINGER ASSOCIATES**—Since its inception in 2000, San Francisco-based Singer Associates Inc. has become the PR agency working at the forefront of many major news events throughout California—including the 2007 oil spill in the San Francisco Bay, a sex scandal at San Francisco City Hall and the announcement of a \$4 billion transportation center in Northern California.

**WARSHAWSKI**—The firm's revenues have seen a 324% increase over the past five years, and its 17 executives have worked a diverse array of clients, including New Balance and Capital Funding Group.

**LINHART PR**—Linhart PR places strong emphasis on client satisfaction, and has had long-term relationships with clients like Red Robin, Chipotle Mexican Grill and Panera Bread. In 2007, Linhart collaborated with Crocs to develop SoulsUnited program, which donates recycled and refurbished Crocs to children in Malawi.

**ADFERO GROUP**—In 2008, Adfero collaborated with the American Medical Association in a battle to stop physician payment cuts under the Medicare reimbursement system. The firm prides itself on using cutting-edge strategies in its campaigns, such as creating YouTube channels, interactive microsites and animation.

**ALPAYTAC**—Satisfied with its Ultimate Ears' Loud Enough campaign, Logitech decided to keep Alpaytac as its PR agency of choice for its latest acquisition, Ultimate Ears. In addition to Logitech, Alpaytac won eight new clients and two large contract renewals in 2008, working with a diverse field of clients.

**AFFECT STRATEGIES**—The New York City-based firm recently relaunched its Web site, equipped with an area devoted to social media, which has led to the firm securing two strictly social-media based clients. Affect has also consulted other PR firms in the area of social media through "boot camp" training sessions.

**MERRITT GROUP**—In 2009, Merritt launched Digital Services, a new Practice Group team. This team created a campaign to raise awareness of the USO/Microsoft Salute to the Troops, utilizing a Facebook group to promote the cause. 10,000 Facebook users became members of the group.

## Midsize PR Firm of the Year

**MAKOVSKY & COMPANY**—Posting a 25% revenue growth in 2008, the firm's diverse practice areas include health, technology and investor

relations. The firm also supported 16 nonprofits in 2008.

**PEPPERCOM**—In December 2008, Peppercom became the first PR firm to work with the Ad Council in its 60-year history. The agency also maintains six blogs, which garnered 32,000+ unique visitors in 2008.

**MWW GROUP**—The firm has been the brains behind campaigns for companies like Nikon, Samsung and Bosch's. It also incorporates environmental responsibility into the business with benefits like No Drive Workdays.

**ALLISON & PARTNERS**—Founded just one week before the 9/11 attacks, Allison & Partners has quickly risen to prominence, becoming the 15th largest independent PR agency in the country and working with clients like The Vitamin Shoppe and YouTube.

## Large PR Firm of the Year

**EDELMAN**—Edelman continues to lead the PR industry as a frontrunner in the trust and reputation space, releasing the 10th edition of its Annual Trust Barometer in January 2009. Edelman execs have also been active on the digital public affairs front, releasing a study that examined the use of digital communications platforms in Obama's successful campaign for president in 2008.

**FLEISHMAN-HILLARD**—The global agency continues to sharpen its international perspective through worldwide collaborations, with 90% of its clients being served by more than one of Fleishman's 80 offices throughout North America, Europe, Asia Pacific, South Africa, the Middle East and Latin America.

**WEBER SHANDWICK**—Despite the economic downturn in 2008, Weber Shandwick continued to win market share and register solid growth. It recently won a number of high-profile business pitches including the Bill and Melinda Gates Foundation and Centers for Medicare and Medicaid Services.

**WAGGENER EDSTROM WORLDWIDE**—Waggener Edstrom has grown to be the world's second largest independent PR firm, with 15 offices scattered throughout the globe. The agency has been at the cutting edge of many major technological advances, including the launch of every version of Microsoft Windows. This past year, WE created twendz, a Twitter mining application, which allows the user to discern the sentiment of a tweet. ■



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We're up for all of it.**

Congratulations to all the people at Weber Shandwick nominated for awards in the dozen categories above.

Best of luck to all of you – and to the rest of today's nominees. And thanks to our clients, who allowed us to do the work that has put us in such good company.

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