For the Hall of Fame, PR News selects communications campaigns or initiatives that were launched at least three years ago and that we think will likely be referred to in years to come as having been very original and having had a larger impact than even its creators might have imagined.
PR News’ 2015 Platinum PR Finalists

ANNIVERSARY
CLS Strategies - #ChampagneDay
The Conroy Martinez Group - Miami Seaquarium Flipper’s 50th Anniversary/Flip it Forward Campaign
Coyne Public Relations - Super 8 Celebrates 40 Years with the World’s Largest Pillow Fight and Host Joey Fatone
Dell & PPR Worldwide - Dell toasts to 30 more: a global birthday celebration
Edelman - 100 Lives
Honeywell Aerospace - 100 Years in Aviation Campaign
Institute of Food Technologists - FutureFood 2050
Iz Iletisim - 20th Anniversary of Turkcell and mobile communications in Turkey
Lockheed Martin - 2014 National Cybersecurity Awareness Month
Makovsky & Company Inc. - Crystal & Co: Reintroducing the World to an 80-Year-Old Brand
Sabanci Foundation - Communication of the 40th Anniversary of the Sabanci Foundation

ANNUAL REPORT
Discovery Communications - 30 Years of Bringing you the World
Hawaii Community Foundation - The Gift of Giving
Office Depot Foundation - Making a Difference: 2014 Report to the Community
Yellowstone Park Foundation - Yellowstone Forever

BLOG
Golin on behalf of NRG Energy - Making and Breaking News on NRG Power Perspectives
Gregory FCA - SCHOTT Glass Made of Ideas Blog
The Hoffman Agency - Elevating the Bowflex Brand with Bowflex Insider
IW Group - McDonald’s New York Tri-

State Website/Blog
MasterCard Technologies - Beyond the Transaction Blog
Transamerica
Voce Communications - Palo Alto Networks Blog: Establishing an Authoritative Destination

BRANDING
Accenture Strategy and Accenture Digital Launch
Burson-Marsteller - Your Health Idaho: 2014 Open Enrollment
Financial Times - Newspaper Refresh
Gatlinburg Convention and Visitors Bureau - Gatlinburg “Nose” Christmas
Henson Consulting - International Housewares Association
Hooper Consulting International - ‘Bonjour Kanyon’
Johnson & Johnson - CARE INSPIRES CARE
KPMG LLP - CEO Study: Setting the Course for Growth
PMK*BNC and Step 3 for Activision - Destiny: Introducing a New Video Game Franchise
U.S. Green Building Council - Top 10 States for LEED

CAUSE-RELATED MARKETING
Aspen Dental Management Inc.- Healthy Mouth Movement
Current Marketing - The Glad SAVEITSDAY Movement
Edelman - CVS Quits Campaign: Repositioning a Leader in Health Care
Finn Partners - NO MORE. Together We Can End Domestic Violence & Sexual Assault
Flowers Communications Group - Miller Lite Tap the Future
Intel Security and Discovery Education - Intel Security Digital Safety Program
MD Anderson Cancer Center - Stripes Stores Celebrates Tomorrows

Mfa Marketing & PR / MFAction - Launch of the KaBOOM! Campaign for Playability
MSLGROUP - Celebration of Service, 1000 Homes for Veterans
Nebo Agency – Build The BeltLine
PEDIGREE Brand + Weber Shandwick - See what good food can do
Raytheon Company - Increasing Awareness of the Raytheon MATHCOUNTS National Competition
Snap-on - Heroes of a Company, Heroes of a Country
Weber Shandwick - The Great American Milk Drive

COMMUNITY RELATIONS
Bellmont Partners - CREATE: The Community Meal
Burson-Marsteller - Your Health Idaho: 2014 Open Enrollment
Canadian Tire Corporation/North Strategic - The Great Canadian Hoser Giveaway
CareFirst BlueCross BlueShield - #IBackTheFood Lion - Feeds GE Lighting - GE Girls Cleveland
Goodwill Industries International - MyFreeTaxes
Inspiria Marketing Group - Advil Relief in Action
Lockheed Martin - USA Science & Engineering Festival
Molina Healthcare - Personal Hygiene Kit Giveaway
Porter Novelli on behalf of Bayer CropScience - Bayer North American Bee Care Tour
Raytheon Company - Kicking Up Brand Awareness with Major League Soccer
Sharp Communications - Tourneau Watchmaker Program
SWAY PR/CommongroundMGS - MDX Advantage Program
Toyota with Allison+Partners - Hello Texas! Toyota Gives Hearty Thanks for Rolling Out the Welcome Wagon
UDOT SNAP - Walking School Bus Mobile App
PR News’ 2015 Platinum PR Finalists

CRISIS MANAGEMENT
Edelman - Neiman Marcus Data Security Breach
Edelman and the Atlanta Hawks - Play it Forward Against Racism
FleishmanHillard - Putting the Shine on Crisis Communications
Georgia Power - Ice Slams Georgia, Georgia Power Communication Heats Up
Haras PR - Moving Mountains to Draw Attention to Sacred Navajo Land
LDWWgroup - Carnival Corporation: Orchestrating the Comeback of the World’s Leading Cruise Company
Porter Novelli and Mastermind Marketing on behalf of Bayer CropScience - 2014 Bayer North America Bee Care Program
Qorvis MSLGROUP - Winning the War on Ebola: How Firestone Led the Charge in Stopping the Spread of a Deadly Disease
Strategic Public Relations Group / Hung Fook Tong (1446.HK) - Thirst for Success

EMPLOYEE RELATIONS
Bacardi Limited - Good Spirited: Building a Sustainable Future
CA Technologies - Business Rewritten by Software: Repositioning CA Technologies in the Application Economy
Delta Air Lines - Employee Pride Soars As Delta Air Lines’ Veterans Day Initiatives Take Off
Ericsen - Count Me In!
FedEx - #DeliveringThanks
Johnson & Johnson - CARE INSPIRES CARE: Leveraging the FIFA World Cup Brazil to Increase Employee Engagement
Louis Berger Employee Communications
Navistar Inc. - It Starts with Me

EVENT MARKETING
ANTHEMIC Agency - FLOODfest @ SXSW
APCO Worldwide - France at the 2015 International Consumer Electronics Show
Coyne Public Relations - Pennzoil Breaks Barriers
Facebook - Meeting Face-to-Facebook

Finn Partners - Celebrating Love Is Love Marriage Equality
Gatlinburg Convention and Visitors Bureau - Gatlinburg "Nose" Christmas
Hilton Worldwide with Ketchum - Hilton Hotels & Resorts Ties the Knot with LGBT Advocacy
The Howard Hughes Corporation - Downtown Summerlin Grand Opening
Logitech - #LogitechStyle
Porter Novelli - Brooklyn Brewery Mash Tour
R.I.M. Porter Novelli - Carry the Olympic Flame With Coca-Cola
U.S. Green Building Council - Green Apple Day of Service

EXTERNAL PUBLICATION (PRINT OR ONLINE)
Branson/Lakes Area Convention & Visitors Bureau - Official Branson, Convention & Sports Guide
Cherokee Nation Businesses - Anadisgijo magazine
The Coca-Cola Company - Coca-Cola Journey
Georgia Power - Vogtle 3 and 4 Photo Book
Homewood Suites by Hilton - The Changing Business of Extended-Stay Hotels
Humana & Coyne Public Relations - Launching the Inaugural Humana Communities Benefit eNewsletter
Korn Ferry Briefings on Talent & Leadership
MetLife - "Global Impact"
Mullen - Futures magazine 2014
The Newtons Laboratory - EPI gIS
Office Depot Foundation - Making a Difference: 2014 Report to the Community
PepsiCo - Meeting of the Minds

FACEBOOK CAMPAIGN
American Podiatric Medical Association - Sandal Scandal!
Cardinal Health Empowers Nurses Through RNspire
CareFirst BlueCross BlueShield
DEVENEY - Windsor Court 30 Ways to

Give Back
Edelman - Edge Dream Job
Hunter Public Relations - Mrs. T's Pierogies Takes a Seat at the Millennial Table
Kanyon - 'Virtual Bouquet’
PEDIGREE Brand + Weber Shandwick - See what good food can do

FINANCIAL/INVESTOR RELATIONS
LaVoieHealthScience - LHS Helps 'Little Cortendo' Raise $40M for Growth
MerchantCantos - Quarterly Earnings: Driving Engagement Through Creative Content
Ruder Finn and Novartis - Novartis Reinvigorates Corporate Reputation with Industry-Leading Portfolio Transformation
Strategic Public Relations Group / NIRAKU (1245.HK) - Keeping the Ball Rolling
UniMedia Zrt - Aegon National Damage Prevention Program
Workiva - Redefines the IPO

GLOBAL PR CAMPAIGN
Accenture Strategy and Accenture Digital Launch
Amway Corporation - Nutrilite Power of 5 Campaign
Bacardi Limited - Good Spirited: Building a Sustainable Future
Dell & PPR Worldwide - Dell breaks down barriers for female entrepreneurs
FleishmanHillard - The ‘Move’ Movement to Stop a Killer
Lilly Oncology with TogoRun - Picking Up the P.A.C.E. in the Race Against Cancer
McDonald's Corporation & Ruder Finn - imlovinit24
Millward Brown - 2014 BrandZ Top 100
National Geographic Channel - COSMOS: A Spacetime Odyssey
Rotary International - End Polio Now
Ubisoft with Creation - Far Cry 4 Quest for Everest
Unilever with Weber Shandwick - All Things Hair
Waggener Edstrom Communications - Skype Translator: Breaking Down Barriers

GREEN PR
Bacardi Limited - Good Spirited: Building a Sustainable Future
Golin on behalf of NRG Energy & David Crane - Leading the Race for a Clean Energy Future
Honeywell Hometown Solutions - 2014 Green Boot Camp
VKLarsonCommunication - Renewable is Doable: a model for sustainability in SouthWest Germany

INFLUENCER COMMUNICATIONS
Cohn & Wolfe - Celebrating the DIY Spirit of Car Culture
Cohn & Wolfe - Iconic Tastemakers
Cohn & Wolfe - The Tom’s of Maine Goodness Circle
Com.motion Inc - BMW iConcierge: Driving Influence
Coyne Public Relations - VTech: A Year in the Blogosphere
Daybreak Games - H1Z1 Early Access Launch
Fish Consulting - Dunkin’ Runs on Franchising
Marina Maher Communications and Crowdtap Inc. - U by Kotex Taps into a Universal Female Truth, Connects with Young Women Everywhere and Saves the Undies
Microsoft and Waggener Edstrom Communications - Microsoft Brings Machine Learning to the IT Masses
Porter Novelli and HP - HP Spring Launch 2014: HP Disrupts Two Markets and the Status Quo with New Printing Technology Launch
TogoRun - Philips North America Brand Re-launch Campaign
Twentieth Century Fox Home Entertainment with Think Jam - The Fox Home Ent Insiders Blogger Program

INTERNAL PUBLICATION (PRINT OR ONLINE)
Anadolu Group - Integrated digital internal communication
Aspen Dental Management Inc. - Living Blue
Bechtel - Globe Online
Cambia Health Solutions - Management Update: An e-newsletter for supervisors
Cushman & Wakefield - CONNECTing Cushman & Wakefield’s Global Employees
HEINEKEN International - Green Room
Missouri Department of Transportation - Kansas City News Network

MARKETING COMMUNICATIONS
Blue Chip Marketing Worldwide - Every Finish Line Is A New Start
Burson-Marsteller - Your Health Idaho: 2014 Open Enrollment
Edelman - Barilla Share The Table 2014
Edelman - Reimagining Holiday: Starbucks 2014 Holiday Campaign
Fish Consulting - Dunkin’ Runs on Franchising
La Crema - Virtual Vintner Experience
Marina Maher Communications - Aussie Revives “Sh*t Girls Say” to Make Women Laugh at Their #hairprobs and Love New Aussie 7N1
Tourism Australia - Elevating Australia’s Food & Wine Avec Eric

MEDIA EVENT
Baptist Health South Florida - Miami Cancer Institute Groundbreaking
Current Lifestyle Marketing - Glad Waste in Focus
Delphi Automotive - Cross Country Automated Drive
Edelman and the Atlanta Hawks - Play it Forward Against Racism
Food Lion Feeds Press Conference
Hill+Knowlton Strategies - Celebrating

Young Frankenstein’s 40th Anniversary with Mel Brooks’ 6th Finger!
JSH&A Communications - Bosch Power Tools + Jim Beam Bourbon = A Perfect Pairing
OSK Marketing & Communications Inc. - Freightliner Inspiration Truck World Premiere
PMK∙BNC and Step 3 for Activision Publishing Inc. - “Skylanders Trap Team” Reveal Event
Reebok - ZPump Fusion Launch
WWE - WrestleMania 31

MEDIA RELATIONS
5W Public Relations - JetSmarter Global Visibility
Coyne Public Relations for the Christopher & Dana Reeve Foundation - The Christopher & Dana Reeve Foundation Sparks a Movement for Paralysis
Edelman - AXE Gold Temptation
Finn Partners - NO MORE. Together We Can End Domestic Violence & Sexual Assault
GYMR Public Relations - The Vision Council: Digital Eye Strain Report 2014
Hilton Worldwide with Ketchum - Partnerships Propel Hilton Hotels & Resorts to Set the Stage for Travelers
Marina Maher Communications - Drop Your Pants for Underwaredness
NORAD/NORTHCOM and Raytheon Integrated Defense Systems - First Flight: JLNS Media Day
PMK∙BNC and Step 3 for Activision Publishing Inc. - “Skylanders Trap Team” Campaign
Polksin Arts & Communications Counselors - The Clark Art Institute
Purple Door Communications - Catdance Film Festival Presented by Fresh Step Litter

MULTICULTURAL CAMPAIGN
AbbVie - Synthroid & Follow the Script: Putting a 60+-Year-Old Brand in the Spotlight
Amway Corporation - Nutrilite Power of 5 Campaign
Burrell Communications - McCafé African-American Consumer Market Campaign

The Coca-Cola Company - Comparte el Movimiento Program (Share the Movement)

Edelman - Starbucks Caramel Flan Latte Hispanic Community Program

Hilton Worldwide with Ketchum - Hilton Hotels & Resorts Takes Pride in National LGBT Pride Month

Marriott International - #LoveTravels

TELEMUNDO - Super Series Launch of "Dueños del Paraiso"

Visit Philadelphia - Philadelphia’s New Americans Tour

ON A SHOESTRING CAMPAIGN

American Lung Association and Medtronic - A Lung Cancer Survivor Story

Camino Public Relations - #Tweet4Condoms

FedEx - #PurpleHats for the Holidays

Fineman PR - Military Dogs Come Home and Take the Hill

IW Group - Pearl River Mart PR Campaign

Konnekt Public Relations - Babiators Takes Flight

Krupp Kommunikations - #HappyActs Live Happy Magazine

National Organization for Women, Scott Circle and William Klein & Associates - NOW’s Campaign to Stop the Culture of Domestic Violence in the NFL

Nebo Agency - Choose ATL

Ogilvy Public Relations - UN Women - For He or She

Porter Novelli - National Almond Day Snack Swaps

ONLINE COMMUNICATIONS

Accenture Strategy and Accenture Digital Launch

Cisco Systems - Cisco Communities

NewYork-Presbyterian Hospital - National Volunteer Week Therapy Dog Program

PhRMA - Access Better Coverage (ABC) Campaign

Porter Novelli and Mastermind Marketing on behalf of Bayer CropScience - #Thankful4Ag

TogoRun - L’Oreal Paris & Melanoma Research Alliance It’s THAT Worth It

W2O Group - Flu + You

ONLINE PRESS ROOM/MEDIA CENTER

Cherokee Nation Businesses - Anadisgoi.com

Cisco Systems - The Network

Edelman - Reimagining Brand Storytelling: The Starbucks Newsroom

Golin on behalf of NRG Energy - Making and Breaking News on NRG Power Perspectives

The MasterCard Engagement Bureau RE/MAX

VHA Office of Strategic Integration/Booz Allen Hamilton - New Models of Care - Wheel of Promising Practices

PODCAST AND/OR VIDEOCAST

Edelman - Bear Naked #OneUpIt

Transamerica - ClearPath - Your Roadmap to Health & Wealth

Vanda Pharmaceuticals Inc. - Non-24 Share More

PRESS RELEASE

Marina Maher Communications - Drop Your Pants for Underwareness

GROHE Turkey - Water Usage Survey

Southwest Airlines - The Future of Southwest Airlines Aircraft Seating

PRO BONO CAMPAIGN

ASU Cronkite PR Lab - Discover Global Markets

Nebo Agency - Choose ATL

North of Nine Communications - Coding’s “Rosie the Riveter’’ Moment: Exposing the Tech Gender Gap

Winger Marketing - Anixter Center

PRODUCT LAUNCH

Abbott - FreeStyle Libre European PR Campaign

Accenture Strategy and Accenture Digital Launch

Cone Communications - Qdoba Frees the Flavor: All-Inclusive Menu and Pricing Structure Launch

Coyne Public Relations - Pennzoil Breaks Barriers

Cutline Communications - Pebble Time: Awesome Smartwatch, No Compromises

DDBC PR + Social Media - OPI Color Palette by Clark+Kensington Launch

Discovery Education - Math Techbook Launch

Highwire PR - Blue Jeans Goes Primetime

Krupp Kommunikations - EHT Brain Injury Awareness Month Campaign

MSLGROUP - Launching Cologuard: A Game-changer in the Fight Against Colon Cancer

Murphy O’Brien Public Relations - Lynx Smart Grill Launch

RF Binder - Dunkin’ Donuts’ Dark Roast Launch

SanDisk & Voce Communications - Achieving Infinite Possibilities with InfiniFlash

PSA

Coyne PR - Stepping Up and Stepping Out

The Doctors - The Real Deflate Gate

Nat Geo WILD - Big Cat Week PSA with Ellen Degeneres

National Geographic Channel - “Eat: The Story of Food” PSA with First Lady Michelle Obama

Toyota Motor North America - Toyota TeenDrive365 Distracted Driving Experience

W2O Group - Flu + You

PUBLIC AFFAIRS

APCO Worldwide - IKEA’s Wind Farm Announcement

Birmingham City Council - Public Information Office

CASE Construction Equipment - Dire States: Texas

CLS Strategies - Campaign for Human Rights in Iran
Cone Communications - ReThink: Why Housing Matters, Challenging Misperceptions of Public Housing

**Davies Public Affairs** - Dominion Cove Point

**ExxonMobil** - Be An Engineer

**Finn Partners** - “Show Up, Stand Out”: The Washington, D.C. Campaign to Combat School Truancy

**Gap Inc./Edelman** - Taking a Stand When It’s Right for Your Brand: Why Gap Inc. Does More Than Sell Clothes

**Havas PR** - Global Collaboration Wins the Day for Climate Science

**Hill+Knowlton Strategies/Virgin America** - Free Love Field

**Singer Associates Inc.** - Chevron’s Richmond Proud Campaign: Creating a Newer, Safer, Cleaner Refinery in Richmond

**Allidura Consumer on behalf of JOHNSON’S** - SO MUCH MORE

**ArcBest** - Launches a New Era

**Edelman** - CVS Quits Campaign: Repositioning a Leader in Health Care

**Experian North America** - Educating Consumers & Changing Perception One Chat At A Time

**The Howard Hughes Corporation** - The Outlet Collection at Riverwalk

**Kool Smiles & Schmidt Public Affairs** - Smile On: Kool Smiles Rebranding Campaign

**Lippe Taylor on behalf of CynoSure** - PicoSure, The New Gold Standard in Aesthetic Treatments

**Porter Novelli** - The Laughing Cow Reinvent Snacking Campaign

**Better Homes and Gardens Real Estate - Gen Z in the House Research Study**

**FleishmanHillard** - Conquering the Philips Healthcare Gate System

**MasterCard and PRIME Research** - From "Why Mobile" to “What’s Next:” How Communications Research Drives Business Results

**Merritt Group Inc.** - Novetta Operation SMN Announcement

**MSLGROUP** - It’s OK to Spoil

**NSBC & Paul Werth Associates** - Wear It! Campaign Awareness Survey

**Stein IAS for Trelleborg Marine Systems** - The Performance People

**AbbVie** - Synthroid & Follow the Script: Putting a 60+ Year-Old Brand in the Spotlight

**American Academy of Periodontology** - Love The Gums You’re With

**Burson-Marsteller** - Bank of America: #123BBQ Summer Series with Chef Michael Symon

**Johnson & Johnson with Edelman** - Johnson & Johnson "Distinctly Dad" SMT

**Strauss Media Strategies** - 2014 Best Buy Holiday Satellite Media Campaign

**70kft**

**AstraZeneca** - Digital Remedy

**C-4 Analytics** - Conquest Campaign for JM Lexus

**The Hoffman Agency** - The Search is On for Ecommerce Leader

**Molina Healthcare Transamerica** - In-house SEM Team

**Baptist Health South Florida** - #GetYourPinkOn for Breast Cancer Awareness

**Coyne Public Relations** - Bimbo Bakeries’ Search for America’s Better Sandwich

**Dancing Deer Baking Company** - Sweet Success for Dancing Deer

**Dice** - #Dice141

**eBay** - #ShopInspired

**Finn Partners for IEEE** - Champion of the Engineers

**LDWWgroup** - Ford Transit Connect Wagon: #runninvan moments

**Marina Maher Communications and CrowdTap Inc.** - U by Kotex Taps into a Universal Female Truth, Connects with Young Women Everywhere and Saves the Undies

**National Pork Board** - Engaging Consumers Through #RealPigFarming

**PepsiCo** - Meeting of the Minds

**PhRMA** - Access Better Coverage (ABC) Campaign

**rbb Public Relations** - “Choose Your Own Escape” Dreams and Now Resorts & Spas Spring Campaign

**Unilever with Weber Shandwick** - All Things Hair

**Ed Markey** - Goodyear Blimp Christening Speech

**Greeley and Hansen**

**TRADE SHOW/EVENT PR**

**Havas PR North America** - Pirate’s Booty Sets Sail at the Macy’s Thanksgiving Day Parade

**Hill+Knowlton Strategies** - Enter Professor X’s Cerebro at Comic-Con for X-Men’s Blu-ray Release

**MasterCard Technologies** - Skift Global Forum

**Oxygen Media** - Street Art Throwdown’s Super Bowl Stunt

**PadillaCRT and Rockwell Automation** – The 2014 Automation Fair Event

**Porter Novelli** - Snack On This: Tapping into the Versatility of California Almonds to Influence and Inspire Snack Product Formulations New York
TWITTER CAMPAIGN
Edelman - Arby’s Pop Culture Hat Trick
Edelman - Heineken Gives ‘15 Seconds of Fame’ New Meaning with #15SecondPremiere
Eric Mower + Associates - A Beer + A Bear = Consumer Buzz
FedEx - #TicketToLoveContest
The Goodyear Tire & Rubber Company & Coyne Public Relations - Goodyear Engages Ice Cube to Make it a ‘Good Day’
PEDIGREE Brand + Weber Shandwick - See what good food can do
TogoRun - L’Oréal Paris Ignites Conversation Among Women About Self-Worth
Transamérica - #HaveAPlan
Weber Shandwick and Suave Professionals - #DateNightHair with The Bachelorette
The Walt Disney Company - United Negro College Fund Corporate Scholars Program

VIDEO PROGRAM
Entergy - Vermont Yankee Decommissioning Animation
Fisher Price with Weber Shandwick - Wishes for Baby
Honeywell Aerospace - Aero In Action
Molina Healthcare Inc. - Molina Story
NewYork Presbyterian Hospital - National Volunteer Week Therapy Dog Program
PhRMA - Access Better Coverage (ABC) Campaign
Transamérica - Transform Tomorrow Tumblr
Weber Shandwick for Go RVing Canada - Be A Lover
Wray Ward - Sunbrella Perspective New England

WEB SITE MARKETING
70kft Website

Coyne Public Relations for the Christopher & Dana Reeve Foundation - The Christopher & Dana Reeve Foundation Sparks a Movement for Paralysis
Lippe Taylor on behalf of Shionogi - WomenTakeCharge.com
Pfizer - Get Old by Pfizer - Fear Less. Live Longer.
PhRMA - Access Better Coverage (ABC) Campaign
RFI Studios - Beard Duel
U.S.Highbush Blueberry Council - Reviving Little Blue Dynamos: Website Design & Content Strategy Help Blueberries Make a Digital Comeback
Weber Shandwick and Novartis Pharmaceuticals AG - Living Like You

WORD OF MOUTH/VIRAL CAMPAIGN
Blonde 2.0 – Yo: the one word that took over the internet
Edelman and PMK•BNC with Activism - Activation Call of Duty: Seeding the Spacey Speech
FedEx - #PurpleHats for the Holidays
Fisher Price with Weber Shandwick - Wishes for Baby
Marina Maher Communications - Aussie Revives “Sh*t Girls Say” to Make Women Laugh at their #hairprobs and Love New Aussie 7N1
PadillaCRT - National Maple Syrup Day
RF Binder - Baking with the Stars, Breaking through the Clutter: An Integrated Influencer Campaign from the Truvia Brand
Tourism Authority of Thailand - I Hate Thailand

WOW! AWARD
Cohn & Wolfe - Launching a Superhero Tablet
Edelman and PMK•BNC with Activism - Activation Call of Duty: Seeding the Spacey Speech
Edelman - Arby’s Tips Its Hat to Millennials by Integrating the Brand into a Pop Culture Moment
Finn Partners - Celebrating Love Is Love

Marriage Equality
Hill+Knowlton Strategies - The Grand Budapest Hotel Gets Lego Makeover For Blu-ray Release
IW Group - McDonald’s B-Boy Royale
Marina Maher Communications and Crowdtap Inc. - U by Kotex Taps into a Universal Female Truth, Connects with Young Women Everywhere and Saves the Undies
MSLGROUP - It’s OK to Spoil
Southwest Airlines - Wedding in the Sky

LARGE PR FIRM OF THE YEAR
Cohn & Wolfe
Ruder Finn
Weber Shandwick

MIDSIZE PR FIRM OF THE YEAR
Eastwick
Finn Partners
ICR Inc.
Makovsky & Company Inc.
Peppercomm
PMK•BNC
Racepoint Global
TogoRun – Unleash the power of health and well-being

SMALL PR FIRM OF THE YEAR
Alpaytac
DEVENEY
GroundFloor Media
HCK2 Partners
Highwire PR
The Hoffman Agency
J Public Relations Inc.
JPA Health Communications
LDWWgroup - Great People and Excellent Work Environment Leads to Record Growth
Murphy O’Brien Public Relations
RockOrange - Solid. Fresh Ideas
Solomon McCown & Company
Walker Sands Communications
Who is making decisions about your health care coverage?

Insurance jargon can be confusing. When choosing health insurance, it’s important to understand your options. Learn the ABCs of coverage.

Learn more about how health insurance impacts consumer access to treatments and medicines at AccessBetterCoverage.org.
PR News’ 2015 Agency Elite Finalists

ADVOCACY
Nebo - Choose ATL
TogoRun - Lilly Oncology: Hope Murals & PACE

AGENCY AWE PROFESSIONAL
Kerri Allen, Cohn & Wolfe
John Davies, Davies Public Affairs
Carrie DeVries, DEVENEY
Huma Gruaz, Alpaytac
Samantha Jacobs, Hemsworth Communications
Glo Janata, TogoRun
Michael Kempner, MWWPR
Ravi Sunnak, Havas PR North America
Jenna Thomas, Nebo

BEST TRAINING/EDUCATION PROGRAM
Cognito - Channel Bootcamp and Training
MWWPR’s Matter More Training Sessions
Waggener Edstrom Communications - Centralized Internship Program

BRANDING
The Conroy Martinez Group - Conrad Miami Salutes the Cultural Champions of Miami
Kaplow Drives Brand Love & Laughter for Warner’s Bra with “Sleeveage” Campaign
NJI Media - Vacation Better Branding
Pac/West - Coloradans for Responsible Energy Development (CRED)

BUSINESS TO BUSINESS
Bhava Communications - A Powerful Approach to Business Communications
Diffusion - Global Wireless Solutions
Peppercomm - Susan Cain Quiet Spaces by Steelcase
Stein IAS for Trelleborg Marine Systems - The performance people
Uproar PR - LastPass

CAUSE/CSR
Cone Communications - Make a Difference: CSR Leadership
The Conroy Martinez Group - Read Comigo’s Bilingual Literacy Month & Miami Seaquarium Celebrates Flipper’s

COMMUNITY RELATIONS
135th Street Agency - REVOLT TV x Boys & Girls Club “#HelloHarlemNYC” Youth Initiative
All Points Public Relations - Kona Ice’s “Chill Out Day”
Nebo - Build the BeltLine
Text100 - Lenovo NA Partner LinkedIn Community
Waggener Edstrom Communications - Boys & Girls Clubs of Bellevue Partnership - Investing in Future Generations

CONSUMER MARKETING
Klick Communications - Havaianas Australia Day Thong Challenge
MWPR - Making MWWPR Matter More
Purple Door Communications - Consumer Marketing Campaigns Driven by Research Insights

CONTENT MARKETING
Amendola Communications - Content Helps Health Catalyst Take On Industry Giants
Elasticity PR - #GiftCardsSuck
Goldstein Group Communications, Inc - Littelfuse Speed2Design 2014
Klick Communications - Durex - Someone Like Me
Stein IAS for Trelleborg Marine Systems - The Performance People

DIGITAL / SOCIAL MEDIA
APCO Worldwide - APCO’s Studio Online
Blonde 2.0 – Yo: the one word campaign
Cardinal Web Solutions - Papa John’s Atlanta - Interactive Marketing Campaign
Coburn Communication - Walgreens Boots Alliance - #ArchMadness Initiative
Kaplow Introduces Millennial Women to the World of St. Ives
Klick Communications - Durex - Someone Like Me
MWWPR - Making MWWPR Matter More
NJI Media - Business Roundtable

Sustainability Report Landing Page
Pac/West - Coloradans for Responsible Energy Development (CRED)
Rainier Communications - On a Mission: Tell the Rest of the World
rbb Public Relations - “Choose Your Own Escape” Spring Blogger Campaign

FINANCIAL COMMUNICATIONS
ICR Inc. - IPO Communications
JCPR Inc. - A Partner in Communications

INTEGRATED COMMUNICATIONS
5W PR - Camp Bow Wow
Cohn & Wolfe - Celebrating the “Do-It-Yourself” Spirit of Car Culture
Lippe Taylor on behalf of Shionogi - Women Take Charge with Osphena
Lotus823 & Peerless-AV - B2B Thought Leadership Program
Stein IAS for Trelleborg Marine Systems - The Performance People
Tanis Communications - Tiny Sensors Making a Huge Impact
TogoRun - Lilly Oncology: Hope & PACE

MARKETING COMMUNICATIONS
5W PR - VideoBlocks
iMiller Public Relations
Weber Shandwick & Ricoh Americas Corporation - Reshaping a B2B Brand through Content Publishing

MARKETING TO WOMEN
Lippe Taylor on behalf of Shionogi - Women Take Charge with Osphena
Marina Maher Communications
rbb Public Relations - “Choose Your Own Escape” Spring Blogger Campaign

Sway Group

MEDIA RELATIONS
Brownstein Group
Cohn & Wolfe - Reigniting America’s “Do-It-Yourself” Spirit: The Valvoline Reinvention Project
Henson Consulting Inc.
Lippe Taylor on behalf of CynoSure - PicoSure®, The New Gold Standard in Aesthetic Treatments
Murphy O’Brien Public Relations - The Peninsula Paris Opening
Teva Respiratory and Tonic - Know Your Count
Weber Shandwick on behalf of Gogoro - A ride like no other: Gogoro puts portable power on the megacity map

NONPROFIT/ASSOCIATION
Burson-Marsteller and GPY&R - Australian Red Cross: Embers of Empathy Coburn Communication – AARP: Boomers@50+ Initiative DStreet - Making Heroes and Managing Villains for Comic Book Classroom Nebo - Build the BeltLine PRR Inc. - Volume Public Relations - Marrying PR & Psychology to Raise $3.5 Million for Caddies

PRODUCT LAUNCH

PROMOTION OF FIRM (MARKETING, ADVERTISING, PR)

PUBLIC AFFAIRS
Davies Public Affairs Kreps DeMaria - Miami Seaport Alliance Purple Strategies - Communities In

Schools
TogoRun - Lilly Oncology: Hope & PACE

PUBLICITY
Hawkins International Public Relations - Omni Grove Park Inn: Gingerbread Hawkins International Public Relations - Trend-Spotting: HIPR Hotel Clients With Bicycles Rock Orange - Cotton’s 24 Hour Runway Show Sets Guinness World Record

REPUTATION MANAGEMENT
DStreet - Creating Economic Opportunity in Rural America with Farm Credit MWWPR - Making MWWPR Matter More Rasky Baerlein Strategic Communications Rinck Advertising - Inaugural Emerge Film Festival

WEB SITE
70kft All Points Public Relations APCO Worldwide
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