

Congratulations to the 2018 Phoenix Award Winners!

Complete list of 2018 Best of Phoenix, Program and Project Award winners are below.




Integrated Communications

Making Peanut Allergies History – Driving Parents to Be the Change
National Peanut Board with Golin


Program Award Winners

Community Relations - Associations/Government/Nonprofit Organizations

 **Phoenix Award:** Shining Bright with Lights of Love
Children's Healthcare of Atlanta


Award of Excellence: Biketober: The Atlanta Bike Challenge
Georgia Commute Options

Community Relations - Business Products


 **Phoenix Award:** Building on Greatness: Greatness Lives Here - MBUSA
Cookerly Public Relations on behalf of Mercedes-Benz USA

Award of Excellence: Novelis Connects with Guthrie, Kentucky Community
Novelis

Community Relations - Business Services


 **Phoenix Award:** Bayer Engages Communities Nationwide for National Honey Bee Day
Porter Novelli, Mastermind and BBDO on behalf of Crop Science, a division of Bayer

Content Marketing - Business Products


 **Phoenix Award:** Snapfulfil Content Earns New Customers & High ROI
Arketi Group on behalf of Snapfulfil

Award of Excellence: Delivering QUIKRETE Project Content One Bag at a Time
The QUIKRETE Companies

Content Marketing - Business Services

 **Phoenix Award:** The Path to Professional Salvation for Modern IT Leaders
MIT Technology Review

Crisis Communications


 **Phoenix Award:** A Flu Season Gone Viral
Children's Healthcare of Atlanta

Award of Excellence: #CrockPotIsInnocent: How Crock-Pot® Went from Public Enemy Number One to Pop-Culture Hero
Newell Brands and Edelman

Events or Observances - More Than Seven Days - Associations/Government/Nonprofit Organizations

Award of Excellence: Grand Opening of Fox Theatre's Marquee Club
Allied Integrated Marketing on behalf of Fox Theatre

Events or Observances - More Than Seven Days - Business - Products

 **Phoenix Award:** Every Baby is a Gerber Baby: Sparking a Global Conversation on Inclusion
Edible on behalf of Gerber

Award of Excellence: CandlePower by Yankee Candle: Newell Brands Ignites a Flame in SoHo
Newell Brands and Cohn & Wolfe

Events or Observances - More Than Seven Days - Business - Services



Phoenix Award: We're On, Even When The Power's Off
Georgia Power

Award of Excellence: Atlantic Station: Sharing an Authentic Holiday Experience
The Wilbert Group

Events or Observances - Seven Or Fewer Days - Associations/Government/Nonprofit Organizations



Phoenix Award: Atlanta Habitat "Welcome to Our Neighborhood" Gala
Atlanta Habitat for Humanity Communications Team

Award of Excellence: One Moment Can Save a Life: Work Zone Safety Campaign
Golin on Behalf of National Asphalt Pavement Association

Events or Observances - Seven Or Fewer Days - Business to Business



Phoenix Award: Bayer AgVocacy Forum 2018
Porter Novelli and Mastermind Marketing on behalf of Crop Science, a division of Bayer

Award of Excellence: Novelis Gallops into Kentucky with New Facility
Novelis with Edelman

Award of Excellence: Colony Square: Not Your Average Building, Not Your Average Groundbreaking
The Wilbert Group with North American Properties

Events or Observances - Seven Or Fewer Days - Consumer Products



Phoenix Award: Arby's Goes Medieval with Smoked Turkey Leg Launch - Edelman on behalf
of Arby's

Edelman on behalf of Arby's

Events or Observances - Seven Or Fewer Days - Consumer Services



Phoenix Award: Westin Peachtree Plaza & Sun Dial Bid Farewell to GA Dome
Cookerly Public Relations on behalf of The Westin Peachtree Plaza and The Sun Dial

Restaurant

Award of Excellence: Georgia Power Showcases Solar During 2017 Eclipse
Georgia Power

Influencer Marketing to Expand Awareness



Phoenix Award: 2017 Holiday Inn Influencer Campaign
Weber Shandwick on behalf of IHG

Award of Excellence: Making Peanut Allergies History – Driving Parents to Be the Change
National Peanut Board with Golin

Integrated Communications - Associations/Government/Nonprofit Organizations



Phoenix Award: Making Peanut Allergies History – Driving Parents to Be the Change
National Peanut Board with Golin

Award of Excellence: Cancer Treatment Centers of America, Atlanta
Cookerly Public Relations on behalf of Cancer Treatment Centers of America, Atlanta

Integrated Communications - Business to Business



Phoenix Award: Tradition Meets Innovation
Rountree Group Integrated Communications on behalf of Engineered Floors LLC

Award of Excellence: Georgia-Pacific Communications Points to Innovation
Arketi Group on behalf of Georgia-Pacific

Integrated Communications - Consumer Products



Phoenix Award: It's slime time with Elmer's!
Newell Brands

Award of Excellence: Wendy's Team Fresh Swag
Ketchum on behalf of The Wendy's Company

Integrated Communications - Consumer Services



Phoenix Award: We're On, Even When The Power's Off
Georgia Power

Award of Excellence: Staybridge Suites® Dining In With Carla Hall
IHG (InterContinental Hotels Group)

Integrated Communications - Packaged Goods



Phoenix Award: Finding Your Project in One Bag of QUIKRETE
The QUIKRETE Companies

Integrated Communications - Retail Stores and Restaurants



Phoenix Award: McDonald's, UberEATS Deliver Fast Food's Next Revolution
Cookerly Public Relations on behalf of the Greater Atlanta McDonald's Operators Association

Award of Excellence: Cracker Barrel and Edible Cruise Into Cali with First California Location
Edible, Inc. on behalf of Cracker Barrel Old Country Store

Internal Communications - Associations/Government/Nonprofit Organizations



Phoenix Award: Piedmont Revenue Cycle Communications
Piedmont Healthcare

Award of Excellence: The Total Package: Children's Benefits Program
Children's Healthcare of Atlanta

Internal Communications - Business - 1,000 to 10,000 Employees



Phoenix Award: Your Competitive Advantage
Allstate Insurance Company

Award of Excellence: Yankee Candle: This is What the Holidays Smell Like
Newell Brands

Internal Communications - Business - More Than 10,000 Employees



Phoenix Award: Novelis' Momentum Drives Record Fiscal Year Performance
Novelis

Issues Management



Phoenix Award: Making Peanut Allergies History – Driving Parents to Be the Change
National Peanut Board with Golin

Award of Excellence: #CrockPotIsInnocent: How Crock-Pot® Went from Public Enemy Number One
to Pop-Culture Hero
Newell Brands and Edelman

Marketing - Business To Business - Professional and/or Financial Services



Phoenix Award: North Highland Beacon Reports
North Highland with Ketchum

Award of Excellence: Transforming the Narrative: Atlantic Station's Grand Plans
The Wilbert Group on behalf of Hines, Atlantic Station

Award of Excellence: Georgia-Pacific, Arketi Messaging Gets To The Point of Innovation
Arketi Group on behalf of Georgia-Pacific

Award of Excellence: Building Business Resilience from Disruption
HBR

Marketing - Consumer Products - Health Care



Phoenix Award: Combatting Withdrawal in the Opioid Epidemic
Edelman on behalf of US WorldMeds

Marketing - Consumer Products - Non-Packaged Goods



Phoenix Award: Wendy's Mixtape: WeBeefin' Makes (Air) Waves
Ketchum with VML on behalf of The Wendy's Company

Award of Excellence: It's slime time with Elmer's!
Newell Brands

Marketing - Consumer Products - Packaged Goods

Award of Excellence: QUIKRETE One Bag Wonder Finds Right Marketing Mix
The QUIKRETE Companies

Marketing - Consumer Products - Retail Stores and Restaurants



Phoenix Award: Cracker Barrel and Edible Cruise Into Cali with First California Location
Edible, Inc. on behalf of Cracker Barrel Old Country Store

Award of Excellence: Arby's Trolls Colorful Beverage Trend with The Liger Shake - Edelman on
behalf of Arby's
Edelman on behalf of Arby's

Marketing - Consumer Services - Health Care Services



Phoenix Award: Official Sponsor of The Comeback
Children's Healthcare of Atlanta

Marketing - Consumer Services - Travel and Tourism/Hospitality



Phoenix Award: Staybridge Suites® Dining In With Carla Hall
IHG (InterContinental Hotels Group)

Award of Excellence: Holiday Inn Smiles Ahead Campaign
IHG (InterContinental Hotels Group) with Weber Shandwick

Most Effective Campaign on a \$5,000 to \$10,000 Budget - Business



Phoenix Award: MomoCon: Cosplay, Anime, Gaming, Music in Atlanta
Leff & Associates and the Georgia Entertainment Public Relations Alliance for MomoCon

Most Effective Campaign on a \$5,000 to \$10,000 Budget - Government



Phoenix Award: N. Fulton Chamber Combats Healthcare Talent Gap
Full Tilt Consulting on behalf of the Greater North Fulton Chamber of Commerce

Most Effective Campaign on a Shoe String Budget (\$5,000 or Less) - Business



Phoenix Award: Debut of DreamHack Atlanta 2017
Georgia Entertainment Public Relations Alliance (GEPRA) on behalf of DreamHack

Award of Excellence: Moe's Southwest Grill® Calls Out Queso Imposters
Moe's Southwest Grill

Most Effective Campaign on a Shoe String Budget (\$5,000 or Less) - Government

Award of Excellence: Out with a Bang: Saying Goodbye to the Georgia Dome
Georgia World Congress Center Authority

Most Effective Corporate Social Responsibility Campaign



Phoenix Award: Aflac "Outducks" a Reputational Deficit
FleishmanHillard, KWI, Marina Maher Communications and Carol Cone on Purpose on behalf
of Aflac

Award of Excellence: Bolstering Reputation Through Community Involvement
The Allstate Foundation

Award of Excellence: Cricket Cares Makes Community Heroes, Dominates SOV
Cricket Wireless

Multicultural Public Relations



Phoenix Award: You Get What You Give: MassMutual Connects with African American Consumers

PRecise Communications on behalf of MassMutual

Award of Excellence: Wendy's Team Fresh Swag
Ketchum on behalf of The Wendy's Company

Public Affairs - Associations/Government/Nonprofit Organizations

Award of Excellence: Keeping Georgia Roads Safe Through Regulator Relationships
Allstate Insurance Company

Public Service - Associations/Government/Nonprofit Organizations



Phoenix Award: Making Peanut Allergies History – Driving Parents to Be the Change
National Peanut Board with Golin

Award of Excellence: Driving Change in a Car-centric City
Georgia Commute Options

Public Service - Business

Award of Excellence: Don't Get Scammed
Georgia Power

Public Service - Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)



Phoenix Award: N. Fulton Chamber Addresses Healthcare Talent Gap
Full Tilt Consulting on behalf of the Greater North Fulton Chamber of Commerce

Reputation/Brand Management - Business - Companies With Sales of More Than \$500 Million to \$10 Billion



Phoenix Award: #CrockPotIsInnocent: How Crock-Pot® Went from Public Enemy Number One to Pop-Culture Hero

Newell Brands and Edelman

Award of Excellence: Aflac "Outducks" a Reputational Deficit
FleishmanHillard, KWI, Marina Maher Communications and Carol Cone on Purpose on behalf of Aflac

Reputation/Brand Management - Business - Companies With Sales Over \$10 Billion



Phoenix Award: We're On, Even When The Power's Off
Georgia Power

Reputation/Brand Management - Associations/Government/Nonprofit Organizations



Phoenix Award: Burnishing a brand and building on a great reputation – Gwinnett Medical Center

Cookerly Public Relations and Gwinnett Medical Center

Award of Excellence: Emory's Internal Medicine Residency Program Brand Campaign
Emory University Department of Medicine

Project Award Winners

Earned - Blogger Campaigns



Phoenix Award: Churchgoer Giving Study Blogger Campaign
Kim Resnik Communications for Vanco Payment Solutions

Earned - Executive Communications



Phoenix Award: Wendy's Executive Visibility
Ketchum on behalf of The Wendy's Company

Award of Excellence: Allstate's 2018 Life and Retirement Strategy
Allstate Insurance Company

Earned - Feature Stories



Phoenix Award: A Place for Bright Minds, Big Hearts Feature Story
Children's Healthcare of Atlanta

Award of Excellence: The Cotton Candy Frappuccino Customer Experience
Fiserv

Earned - Media Relations - Associations/Government/Nonprofit Organizations



Phoenix Award: Launch of the Gwinnett Medical Center Sports Medicine Concussion Care-
A-Van

Gwinnett Medical Center and Cookerly Public Relations

Award of Excellence: Atlanta's Glorified Sidewalk: The Catalyst for the City's Eastside
Atlanta Convention & Visitors Bureau

Award of Excellence: Nurse Montana: Returning to the scene of the battle
Children's Healthcare of Atlanta

Award of Excellence: Germs on A Plane: How to Stay Healthy in Flight
Emory University Nell Hodgson Woodruff School of Nursing and Woodruff Health Sciences Center
Communications

Earned - Media Relations - Business-To-Business



Phoenix Award: Riskconnect's Media Campaign Forges Market Category
Arketi Group on behalf of Riskconnect

Award of Excellence: Bayer AgVocacy Forum 2018
Porter Novelli and Mastermind Marketing on behalf of Crop Science, a division of Bayer

Earned - Media Relations - Consumer Products - Food & Beverage



Phoenix Award: Moe's Southwest Grill® Calls Out Queso Imposters
Moe's Southwest Grill

Award of Excellence: Firebirds Heats Up Media Relations
Rountree Group Integrated Communications on behalf of Firebirds Wood Fired Grill

Earned - Media Relations - Consumer Products - Non-Packaged Goods



Phoenix Award: Wendy's Mixtape: WeBeefin' Makes (Air) Waves
Ketchum with VML on behalf of The Wendy's Company

Earned - Media Relations - Consumer Products - Packaged Goods



Phoenix Award: Launch of "You Better Watch Out" Christmas Album by John Driskell
Hopkins featuring The Joe Gransden Big Band

Tadpole Communications, LLC

Earned - Media Relations - Consumer Services



Phoenix Award: Georgia Power Lights Up Media With Savings News
Georgia Power

Award of Excellence: Staybridge Suites® Dining In With Carla Hall
IHG (InterContinental Hotels Group)

Award of Excellence: Holiday Inn Express® Friday, April 13th Escape Plan
Weber Shandwick on behalf of Holiday Inn Express

Owned - Annual Reports



Phoenix Award: 2017 Annual Report
Cobb Galleria Centre, Cobb Energy Performing Arts Centre & ArtsBridge Foundation with
LevelOne Design

Award of Excellence: Action ATL: Unleashing Philanthropy's Super Power
Community Foundation for Greater Atlanta

Owned - Best Use of Branded Content - Arts, Sports and Entertainment



Phoenix Award: Macy's Thanksgiving Day Parade
Macy's and Everywhere Agency

Owned - Best Use of Branded Content - Business to Business



Phoenix Award: Early Intervention Paper on Breastfeeding Babies
ClearWing Communications on behalf of Breastfeed Atlanta

Owned - Best Use of Branded Content - Hospitality Industry



Phoenix Award: Holiday Inn Express® Be The Readiest Press Trip
IHG (InterContinental Hotels Group) with Weber Shandwick

Award of Excellence: Staybridge Suites® Dining In With Carla Hall
IHG (InterContinental Hotels Group)

Owned - Best Use of Branded Content - Other

Award of Excellence: Allstate Sells the Agency Owner Opportunity
Allstate Insurance Company

Owned - Blogs



Phoenix Award: Retailers Agree, Snapfulfil Blog is Off the Chain
Arketi Group on behalf of Snapfulfil

Owned - Creative Tactics



Phoenix Award: 'Twas a Night in December: Employee Campaign
Children's Healthcare of Atlanta

Award of Excellence: Piedmont's Always Safe Playbook
Piedmont Healthcare

Award of Excellence: Cox Enterprises Welcomes Honey Bees to Campus
Cox Enterprises

Owned - Digital Newsletters



Phoenix Award: Vinegar Tips
The PR Studio, Inc. and Marbury Creative Group

Award of Excellence: InSide Cox News Newsletter Solves for Email Overload
Cox Enterprises

Owned - Digital Publications (Single Issue Newsletters/Booklets/Calendars)



Phoenix Award: PhilanthropyATL: Engaging children in giving
Community Foundation for Greater Atlanta

Award of Excellence: APS Calendar & Guidebook
Atlanta Public Schools

Owned - Magazines



Phoenix Award: Emory Nursing Magazine
Emory University Nell Hodgson Woodruff School of Nursing and Woodruff Health Sciences Center Communications

Award of Excellence: More than a Magazine: Careforce Chronicle
Children's Healthcare of Atlanta

Owned - New Digital Platform



Phoenix Award: Creating a Community: Careforce Connection Redesign
Children's Healthcare of Atlanta

Owned - Online Videos



Phoenix Award: Georgia Ports Mega Rail
Georgia Ports Authority

Award of Excellence: GPA Crane Arrival
Georgia Ports Authority

Award of Excellence: Two Birds, One Bone: Hospital Dogs Help Santa
Children's Healthcare of Atlanta

Owned - Research/Evaluation



Phoenix Award: Insights on Cybersecurity Fuel First Data's Campaigns
Arketi Group on behalf of First Data

Award of Excellence: Cox Survey Shows SMB Expertise to National Media
Arketi Group on behalf of Cox

Owned - Webcasts - Business to Business



Phoenix Award: Iron Mountain Webcast Drives Sales and Engagement
Arketi Group on behalf of Iron Mountain

Owned - Websites



Phoenix Award: Everyone Has The Power To Do Good
FleishmanHillard and KWI on behalf of Aflac

Award of Excellence: Hip to Be Square – Wendy's Square Deal Blog
Ketchum on behalf of The Wendy's Company

Paid - Best SEO



Phoenix Award: Riskconnect Brings New Life to Healthcare Risk Management Web Traffic
Arketi Group on behalf of Riskconnect

Paid - Best Sponsorship Activation



Phoenix Award: Toyota Creates Sensations at the 2018 Black Enterprise Women of Power Summit

PRCise Communications on behalf of Toyota Motor North America

Paid - Most Effective Influencer Promotion



Phoenix Award: Carter's Original Bodysuit Day
Carter's and Everywhere Agency

Award of Excellence: Ball® Mason Jars' Influencer Pop-Up Event
Newell Brands and Everywhere Agency

Award of Excellence: SPECIAL DELIVERY: Northside Hospital's MOMumental Campaign
FleishmanHillard on behalf of Northside Hospital

Shared - Best Use of Social Stories



Phoenix Award: Carter's #bodysuitsweepstakes
Carter's and Everywhere Agency

Award of Excellence: ICU Grandpa Proves Brands Can Still Go Viral
Children's Healthcare of Atlanta

Shared - Facebook Engagement



Phoenix Award: Mercedes-Benz USA Facebook Drives Local Hero Visibility
Cookerly Public Relations and Mercedes-Benz USA

Award of Excellence: Surgeon Braves Winter Storm, Warms Hearts
Children's Healthcare of Atlanta

Shared - Instagram Communications



Phoenix Award: Northside Hospital's Dietitian Diaries
FleishmanHillard on behalf of Northside Hospital

Award of Excellence: Ball® Mason Jars' Insta Success
Newell Brands and Everywhere Agency

Shared - Twitter Engagement



Phoenix Award: UP TV & Everywhere Agency's #GilmoreTheMerrier
UP TV and Everywhere Agency

Award of Excellence: "Ready to Rumble" – Adrenaline's Financial Brand Forum Social Campaign
Adrenaline with Lynn Harris Medcalf PR Consulting

Shared - YouTube Engagement



Phoenix Award: Kelley Blue Book's Best Buy Awards with Everywhere Agency
Kelley Blue Book and Everywhere Agency