



Congratulations to the 2019 Phoenix Award Winners!

Complete list of 2019 Best of Phoenix, Program and Project Award winners are below.



Issues Management

Changing the Conversation About Our Organization
Roswell Inc

Program Award Winners

Community Relations - Associations/Government/Nonprofit Organizations



Phoenix Award: Introducing the Northwest Corridor Express Lanes to the Community
Porter Novelli and the State Road and Tollway Authority

Award of Excellence: Bringing Quality Rated Childcare to GA Parents
Everywhere Agency on behalf of GEEARS and Quality Rated

Community Relations – Business Products



Phoenix Award: Mercedes-Benz USA's GLH Program Shifts Into High Gear
Cookerly Public Relations on behalf of Mercedes-Benz USA

Content Marketing - Associations/Government/Nonprofit Organizations



Phoenix Award: DCVB's #DiscovertheUnexpected BIG GAME Sweepstakes
Porter Novelli, one50one and Taylored Creativity on behalf of Discover DeKalb

Award of Excellence: DCVB 2018 #DiscovertheUnexpected Digital Campaign
Porter Novelli, one50one and Taylored Creativity on behalf of Discover DeKalb

Content Marketing - Business Products

Award of Excellence: Content Flows Through Rinker Pipe Dream
Rinker Materials and American Institute of Architecture Students

Crisis Communications



Phoenix Award: Communication in the Eye of the Storm: Georgia Power Handles Hurricane
Michael
Georgia Power

Events or Observances (more than seven days) - Business-Products



Phoenix Award: Carter's Premie Dream Team - Prematurity Awareness
Carter's with Everywhere Agency and Babbit Bodner

Events or Observances (more than seven days) - Business-Services



Phoenix Award: Lineman Appreciation
Georgia Power

Events or Observances (more than seven days) -

Associations/Government/Nonprofit Organizations



Phoenix Award: Shepherd's Men run across U.S. to help veterans
Cokerly Public Relations on behalf of Shepherd's Men

Award of Excellence: GDOT Proves Georgia's Prepared for Super Bowl LIII
Georgia Department of Transportation Office of Strategic Communications

Events or Observances (seven or fewer days) - Business to Business

Award of Excellence: Rinker Reveals Concrete Pipe Dream Home at Builders' Show
Rinker Materials and American Institute of Architecture Students

Events or Observances (seven or fewer days) - Consumer Products



Phoenix Award: avid™ hotels Grand Opening Event
IHG in partnership with MELT and Weber Shandwick

Award of Excellence: IHG Hotels & Resorts Home Team Hospitality Activation
IHG Hotels & Resorts in partnership with Geometry and Ogilvy Public Relations

Events or Observances (seven or fewer days) - Consumer Services



Phoenix Award: Primrose Schools: Helping Working Parents #LetGuiltGo
Jackson Spalding on behalf of Primrose Schools Franchising Company

Award of Excellence: Wells Fargo's Southeast Community Service Super Saturday and Florida Days of Service and – Rebuilding trust in our local communities
Wells Fargo Regional Communications

Events or Observances (seven or fewer days) –

Associations/Government/Nonprofit Organizations



Phoenix Award: Street Grace: Stop 'Traffick'
Porter Novelli with BBDO on behalf of Street Grace

Award of Excellence: Fight Flu: Seasonal Influenza Vaccination Kick Off
Porter Novelli on behalf of CDC NCIRD

Influencer Marketing to Expand Awareness



Phoenix Award: Harnessing Influencers for 'Home is the Key'
Porter Novelli on behalf of Habitat for Humanity

Award of Excellence: 12 Days of Giftmas at The Summit at Fritz Farm
The Wilbert Group on behalf of The Summit at Fritz Farm

Integrated Communications – Associations/Government/Nonprofit Organizations



Phoenix Award: Viajo sin zika: An Awareness Campaign to Educate Traveling U.S.
Hispanics About Zika Prevention

ICF and Health Talker

Award of Excellence: DCVB's #DiscovertheUnexpected BIG GAME Sweepstakes
Porter Novelli, one50one and Taylored Creativity on behalf of Discover DeKalb

Integrated Communications – Business to Business



Phoenix Award: Rinker Pipe Dream Celebrated At Every Turn
Rinker Materials and American Institute of Architecture Students

Award of Excellence: Stibo Systems Launches Business-First Message
Arketi Group on behalf of Stibo Systems

Integrated Communications - Consumer Products



Phoenix Award: IHG Hotels & Resorts Home Team Hospitality Activation
IHG Hotels & Resorts in partnership with Geometry and Ogilvy Public Relations

Integrated Communications - Consumer Products - Food & Beverage



Phoenix Award: M&M'S Hazelnut Spread – Go Hazelnutty!
Weber Shandwick on behalf of Mars Wrigley

Award of Excellence: Biggie Bag Delivers March Madness
Ketchum for Wendy's

Integrated Communications – Consumer Products - Non-Packaged Goods



Phoenix Award: Mercedes-Benz USA: A-Class Launch in the A-Town
Cookerly Public Relations on behalf of Mercedes-Benz USA

Integrated Communications – Consumer Products - Packaged Goods



Phoenix Award: Man vs. Glue
Newell Brands PR & Social Media Team, Burson Cohn & Wolfe

Integrated Communications - Retail Stores and Restaurants



Phoenix Award: Big Things Brewing at The Works
The Wilbert Group on behalf of Selig Enterprises

Integrated Communications - Consumer Services



Phoenix Award: Primrose Schools: Helping Working Parents #LetGuiltGo
Jackson Spalding on behalf of Primrose Schools

Award of Excellence: Thank a Lineman
Georgia Power

Internal Communications - Associations/Government/Nonprofit Organizations



Phoenix Award: Be Cyber-Secure and RAT Out Bad Emails (Cyber Security Program)
Piedmont Healthcare

Award of Excellence: A Year of Epic Go-Lives at Piedmont Healthcare
Piedmont Healthcare

Internal Communications - Business (more than 10,000 employees)



Phoenix Award: Making Safety Personal at Novelis
Novelis

Award of Excellence: AGCO IDEAL Employee Innovators 12 City Global Banner Trek
AGCO Corporation

Issues Management



Phoenix Award: Changing the Conversation About Our Organization
Roswell Inc

Award of Excellence: 2018-19 Bayer Bee Care Program
Porter Novelli, BBDO, Mastermind Marketing

Marketing Business to Business - Products



Phoenix Award: CentralSquare Technologies Reinvents Public Sector Technology Market
Arketi Group on behalf of CentralSquare Technologies

Award of Excellence: Stibo Systems Marketing Advances Business-First Message
Arketi Group on behalf of Stibo Systems

Marketing Consumer Products – Food and Beverages

Award of Excellence: Cracker Barrel and Edible Build New Traditions for Families at Thanksgiving
Edible, Inc. on behalf of Cracker Barrel Old Country Store

Marketing Consumer Products – Health Care

Award of Excellence: CTCA: Life Doesn't Stop When You Have Cancer
Cookerly Public Relations and Cancer Treatment Centers of America, Atlanta

Marketing Consumer Products - Non-Packaged Goods

Award of Excellence: Yankee Candle Introduces the First Ever Scent of the Year
Newell Brands PR & Social Media Team, Burson Cohn & Wolfe, SLAACK Productions

Marketing Consumer Services - Travel and Tourism/Hospitality



Phoenix Award: Holiday Inn Express® Launches New Breakfast
IHG Hotels & Resorts and Weber Shandwick

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



Phoenix Award: Social for Business Sake
Piedmont Healthcare

Award of Excellence: Emory School of Nursing's InEmory Awareness Campaign
Emory University Nell Hodgson Woodruff School of Nursing

Award of Excellence: Marcus Autism Center Puts a Spin on “Unlikely Friendships”
Children's Healthcare of Atlanta's Marcus Autism Center

Most Effective Corporate Social Responsibility Campaign



Phoenix Award: Georgia's Own Credit Union's “85 Acts of Kindness”
The Wilbert Group on behalf of Georgia's Own Credit Union

Award of Excellence: Women's History Month at the High: Do What's Right—Millennials Will Follow
High Museum of Art

Multicultural Public Relations



Phoenix Award: Viajo sin zika: An Awareness Campaign to Educate Traveling U.S.
Hispanics About Zika Prevention

ICF and Health Talker

Award of Excellence: Cricket Wireless Celebrates Black History Month with Cricket Cares Capital Grant Contest
Cricket Wireless

Public Affairs - Business



Phoenix Award: Novelis Shapes Relationships on Capitol Hill
Novelis

Public Service - Associations/Government/Nonprofit Organizations



Phoenix Award: GDOT, Partners Stop Traffic to "Stop Traffick"
Georgia Department of Transportation Office of Strategic Communications

Award of Excellence: HPV Vaccine is Cancer Prevention Campaign
Porter Novelli on behalf of CDC NCIRD

Public Service – Business

Award of Excellence: Georgia Power prepares customers, residents for severe weather
Georgia Power

Public Service - Partnerships



Phoenix Award: Novelis and Kentucky Derby Create Recycling Champions
Novelis with Cookerly PR

Award of Excellence: Skip the Traffic during Super Bowl LIII – Try Transit
BCW Global, AECOM, and Wunderman Thompson on behalf of Georgia Commute Options

Reputation/Brand Management



Phoenix Award: Rebuilding Our Brand
Roswell Inc

Award of Excellence: 2018-19 Bayer Bee Care Program
Porter Novelli, BBDO, Mastermind Marketing

Project Award Winners

Best Sponsorship Activation



Phoenix Award: Everyone is Welcome - Discover Atlanta's Pride
Atlanta Convention & Visitors Bureau

Award of Excellence: THE DECK by Feed a Bee at PGA TOUR Championship
Porter Novelli on behalf of the Bayer Crop Science Feed A Bee program

Most Effective Influencer Promotion



Phoenix Award: Wendy's Kids' Meal Program
Ketchum for Wendy's

Award of Excellence: 135 Years of Fun with Ball® Home Canning
Everywhere Agency on behalf of Newell Brands

Award of Excellence: Let's Have Brunch! Yankee Candle Sets the Table with Influencers to Promote
New Collection
Newell Brands PR & Social Media Team, The Marketing Arm

Best SEO



Phoenix Award: Childhood Immunization SEO Program
Porter Novelli on behalf of CDC NCIRD

Award of Excellence: Evolving the Wendy's Story with SEO
Ketchum and VMLY&R for Wendy's

Media Relations - Associations/Government/Nonprofit Organizations



Phoenix Award: Street Grace: Stop 'Traffick'
Porter Novelli with BBDO on behalf of Street Grace

Award of Excellence: Swim Across America-Atlanta: Making Waves To Fight Cancer
ProjectPR on behalf of Aflac Cancer & Blood Disorder's Center

Media Relations - Business to Business



Phoenix Award: Miller Zell Reinvents Thought Leader Platform with Media Campaign
Arketi Group on behalf of Miller Zell

Award of Excellence: Stibo Systems Media Relations Helps Executives Dig Data
Arketi Group on behalf of Stibo Systems

Media Relations - Consumer Products - Food & Beverage



Phoenix Award: Wendy's Bacon Battle
Ketchum for Wendy's

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

Media Relations - Consumer Products - Healthcare



Phoenix Award: Piedmont Healthcare Quality/Leapfrog Campaign
Piedmont Healthcare

Award of Excellence: Cancer Patients Not Immune to Opioid Crisis
Cookerly Public Relations and Cancer Treatment Centers of America, Atlanta

Media Relations - Consumer Products - Non-Packaged Goods



Phoenix Award: Atlanta Welcomes Ballard Designs
Rountree Group Integrated Communications on behalf of Ballard Designs

Award of Excellence: Serta Simmons Bedding Opens North American Headquarters in Atlanta
Leff & Associates for Serta Simmons Bedding

Media Relations - Consumer Products - Technology



Phoenix Award: Wendy's Bacon Shatters Competition and Records
Ketchum for Wendy's

Award of Excellence: Soma Disrupts CES with First-Ever Smart Bra
Porter Novelli on behalf of Soma

Media Relations - Consumer Services



Phoenix Award: Anime, Animation, and Gaming Rise! MomoCon Sets New Attendance
Record!

Leff & Associates and the Georgia Entertainment Public Relations Alliance for MomoCon

Award of Excellence: Open to Dream: Delta reopens MLK Jr. Park
Delta Air Lines

Feature Stories



Phoenix Award: Equifax Scores Credit Union Business Feature Story and Builds Expert's
Identity

Arketi Group on behalf of Equifax

Award of Excellence: "Featuring" Featurespace: Credit Union Times Feature Story Elevates Thought
Leadership in New Market
Arketi Group on behalf of Featurespace

Blogger Campaigns



Phoenix Award: Power to Protect
Everywhere Agency and Brunet-García

Award of Excellence: Calphalon Brings Together Content Creators to Launch Calphalon Cooks
Newell Brands PR & Social Media Team

Award of Excellence: Good Neighbors, Good Business
Everywhere Agency on behalf of Georgia-Pacific

Executive Communications



Phoenix Award: Bayer Properties Completes Two-Year Leadership Transition
The Wilbert Group on behalf of Bayer Properties

Award of Excellence: NCR Corporation Shines a Light on Executive Success & Thought-Leadership
Arketi Group on behalf of NCR Corporation

Best Use of Social Stories



Phoenix Award: Wounded Officer Reunited with K9 at Piedmont Columbus
Piedmont Healthcare

Award of Excellence: Primrose Schools: Helping Working Parents #LetGuiltGo
Jackson Spalding on behalf of Primrose Schools

Twitter Engagement



Phoenix Award: “Experience the Adrenaline Effect” Social Campaign
Adrenaline with Lynn Harris Medcalf PR Consulting

Facebook Engagement



Phoenix Award: Powering SCANA Energy's Content Marketing Success
SCANA Energy with Jackson Spalding

Award of Excellence: Reframing the Diabetes Conversation
Porter Novelli on behalf of CDC DDT

Award of Excellence: Piedmont Newnan Baptism Facebook Post
Piedmont Healthcare

Instagram Communications



Phoenix Award: New Mom Monday
FleishmanHillard on behalf of Northside Hospital

Award of Excellence: Using Healing Hands—And Paws—To Help Make Kids Better
Children's Healthcare of Atlanta

LinkedIn Communications



Phoenix Award: Building an Engaged Audience on LinkedIn
Beazer Homes

Award of Excellence: LinkedIn connects GWCCA directly to meeting planners
Georgia World Congress Center Authority

Websites/New Digital Platform



Phoenix Award: Heartmatch
High Museum of Art

Award of Excellence: DefenseStorm's “Built for Banking” Website Focuses on Community Banks and
Credit Unions
Arketi Group on behalf of DefenseStorm

Award of Excellence: Driving Awareness for Flexdrive
flexdrive with Jackson Spalding

Award of Excellence: Redesign of the Emory School of Medicine Website
NewCity and Emory University School of Medicine

Best Use of Data/Analytics



Phoenix Award: Ongoing Improvement in Northside Channels
FleishmanHillard on behalf of Northside Hospital

Award of Excellence: Flu Season Social Media Analysis
Porter Novelli on behalf of CDC NCIRD

Word-of-Mouth



Phoenix Award: Street Grace Stop Traffick
Porter Novelli with BBDO on behalf of Street Grace

Creative Tactics



Phoenix Award: Good Morning Fayette
Piedmont Healthcare with Bleu Lion Media

Award of Excellence: 'Tis the Season for Surprises: 2018 Children's Healthcare of Atlanta Employee
Holiday Campaign
Children's Healthcare of Atlanta

Award of Excellence: Our House Wheels4Wall Fundraiser
Our House with Jackson Spalding

Annual Reports



Phoenix Award: 2018 Annual Report
Roswell Inc

Award of Excellence: Piedmont Healthcare Nursing Summit Annual Report
Piedmont Healthcare

Blogs



Phoenix Award: Perspective: Channel for Compelling Content
Adrenaline with Lynn Harris Medcalf PR Consulting

Award of Excellence: unConventional: GWCCA blog bucks business-as-usual
Georgia World Congress Center Authority and CCLD

Digital Newsletters



Phoenix Award: The Latest: Essential Platform for Client Communication
Adrenaline with Lynn Harris Medcalf PR Consulting

Award of Excellence: U.S. News & World Report Digital Peer Newsletter
Emory University Nell Hodgson Woodruff School of Nursing

Digital Publications



Phoenix Award: 2018 Citizenship Report: Cultivating change in our communities
Georgia Power

Online Videos



Phoenix Award: Primrose Schools: Helping Working Parents #LetGuiltGo
Jackson Spalding on behalf of Primrose Schools

Award of Excellence: Better Together
Georgia Hospital Association and Cahill Productions, LLC

Award of Excellence:
Holiday Inn Express® Launches New Breakfast
IHG Hotels & Resorts and Weber Shandwick

Award of Excellence: Welcome to the A: Mercedes-Benz USA /The Ron Clark Academy
Cookerly Public Relations on behalf of Mercedes-Benz USA and The Ron Clark Academy

Research/Evaluation



Phoenix Award: First Data's Insights on PII Feed Campaigns
Arketi Group on behalf of First Data

Award of Excellence: Cox Survey Brings Main Street Trends to the Mainstream
Arketi Group on behalf of Cox Business

Best Use of Branded Content



Phoenix Award: "Change Management Special" brought to you by Videa
ClearWing Communications & Brandon D. Hunt Design on behalf of Videa

Award of Excellence: Good Vibes Video Series
Piedmont Healthcare

Webcasts



Phoenix Award: Iron Mountain Webcast Series Drives Mid-Market Results
Arketi Group on behalf of Iron Mountain

Magazines



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

Award of Excellence: PQ Magazine—Fresh Insight For Topics and Issues That Matter to Peanut
Farmers
National Peanut Board with Golin

Brochures - Digital



Phoenix Award: Discover DeKalb 2018/19 Destination Guide (Digital)
Porter Novelli on behalf of Discover DeKalb Convention & Visitors Bureau, Atlanta Magazine
Custom Media, and various contributors

Brochures - Print



Phoenix Award: Discover DeKalb 2018/19 Destination Guide
Porter Novelli on behalf of Discover DeKalb Convention & Visitors Bureau, Atlanta Magazine
Custom Media, and various contributors