

2019 PRSA Georgia Phoenix Awards Finalists

"Experience the Adrenaline Effect" Social Campaign	Adrenaline with Lynn Harris Medcalf PR Consulting
Perspective: Channel for Compelling Content	Adrenaline with Lynn Harris Medcalf PR Consulting
The Latest: Essential Platform for Client Communication	Adrenaline with Lynn Harris Medcalf PR Consulting
AGCO IDEAL Employee Innovators 12 City Global Banner Trek	AGCO Corporation
CentralSquare Technologies Reinvents Public Sector Technology Market	Arketi Group on behalf of CentralSquare Technologies
Cox Survey Brings Main Street Trends to the Mainstream	Arketi Group on behalf of Cox Business
DefenseStorm's "Built for Banking" Website Focuses on Community Banks and Credit Unions	Arketi Group on behalf of DefenseStorm
Equifax Scores Credit Union Business Feature Story and Builds Expert's Identity	Arketi Group on behalf of Equifax
"Featuring" Featurespace: Credit Union Times Feature Story Elevates Thought Leadership in New Market	Arketi Group on behalf of Featurespace
First Data's Insights on PII Feed Campaigns	Arketi Group on behalf of First Data
Iron Mountain Webcast Series Drives Mid-Market Results	Arketi Group on behalf of Iron Mountain
Miller Zell Reinvents Thought Leader Platform with Media Campaign	Arketi Group on behalf of Miller Zell
NCR Corporation Shines a Light on Executive Success & Thought-Leadership	Arketi Group on behalf of NCR Corporation
Stibo Systems Launches Business-First Message	Arketi Group on behalf of Stibo Systems
Stibo Systems Marketing Advances Business-First Message	Arketi Group on behalf of Stibo Systems
Stibo Systems Media Relations Helps Executives Dig Data	Arketi Group on behalf of Stibo Systems
Everyone is Welcome - Discover Atlanta's Pride	Atlanta Convention & Visitors Bureau
Skip the Traffic during Super Bowl LIII – Try Transit	BCW Global, AECOM, and Wunderman Thompson on behalf of Georgia Commute Options
Building an Engaged Audience on LinkedIn	Beazer Homes
Carter's Preemie Dream Team - Prematurity Awareness	Carter's with Everywhere Agency and Babbit Bodner
'Tis the Season for Surprises: 2018 Children's Healthcare of Atlanta Employee Holiday Campaign	Children's Healthcare of Atlanta
Using Healing Hands—And Paws—To Help Make Kids Better	Children's Healthcare of Atlanta

Marcus Autism Center Puts a Spin on “Unlikely Friendships”	Children's Healthcare of Atlanta's Marcus Autism Center
“Change Management Special” brought to you by Videa	ClearWing Communications & Brandon D. Hunt Design on behalf of Videa
Cancer Patients Not Immune to Opioid Crisis	Cookerly Public Relations and Cancer Treatment Centers of America, Atlanta
CTCA: Life Doesn't Stop When You Have Cancer	Cookerly Public Relations and Cancer Treatment Centers of America, Atlanta
Mercedes-Benz USA: A-Class Launch in the A-Town	Cookerly Public Relations on behalf of Mercedes-Benz USA
Mercedes-Benz USA's GLH Program Shifts Into High Gear	Cookerly Public Relations on behalf of Mercedes-Benz USA
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
Shepherd's Men run across U.S. to help veterans	Cookerly Public Relations on behalf of Shepherd's Men
Cricket Wireless Celebrates Black History Month with Cricket Cares Capital Grant Contest	Cricket Wireless
Open to Dream: Delta reopens MLK Jr. Park	Delta Air Lines
Discover DeKalb 2018/19 Destination Guide	Discover DeKalb Convention & Visitors Bureau, Atlanta Magazine Custom Media, and various contributors
Cracker Barrel and Edible Build New Traditions for Families at Thanksgiving	Edible, Inc. on behalf of Cracker Barrel Old Country Store
Emory School of Nursing's InEmory Awareness Campaign	Emory University Nell Hodgson Woodruff School of Nursing
U.S. News & World Report Digital Peer Newsletter	Emory University Nell Hodgson Woodruff School of Nursing
Emory Nursing Magazine	Emory University Nell Hodgson Woodruff School of Nursing and Woodruff Health Sciences Center Communications
Power to Protect	Everywhere Agency and Brunet-García
Bringing Quality Rated Childcare to GA Parents	Everywhere Agency on behalf of GEEARS and Quality Rated
Good Neighbors, Good Business	Everywhere Agency on behalf of Georgia-Pacific
135 Years of Fun with Ball® Home Canning	Everywhere Agency on behalf of Newell Brands

New Mom Monday	FleishmanHillard on behalf of Northside Hospital
Ongoing Improvement in Northside Channels	FleishmanHillard on behalf of Northside Hospital
Driving Awareness for Flexdrive	flexdrive with Jackson Spalding
GDOT Proves Georgia's Prepared for Super Bowl LIII	Georgia Department of Transportation Office of Strategic Communications
GDOT, Partners Stop Traffic to "Stop Traffick"	Georgia Department of Transportation Office of Strategic Communications
Better Together	Georgia Hospital Association and Cahill Productions, LLC
2018 Citizenship Report: Cultivating change in our communities	Georgia Power
Communication in the Eye of the Storm: Georgia Power Handles Hurricane Michael	Georgia Power
Georgia Power prepares customers, residents for severe weather	Georgia Power
Lineman Appreciation	Georgia Power
Thank a Lineman	Georgia Power
LinkedIn connects GWCCA directly to meeting planners	Georgia World Congress Center Authority
unConventional: GWCCA blog bucks business-as-usual	Georgia World Congress Center Authority and CCLD.
Heartmatch	High Museum of Art
Women's History Month at the High: Do What's Right—Millennials Will Follow	High Museum of Art
Viajo sin zika: An Awareness Campaign to Educate Traveling U.S. Hispanics About Zika Prevention	ICF and Health Talker
Holiday Inn Express® Launches New Breakfast	IHG Hotels & Resorts and Weber Shandwick
IHG Hotels & Resorts Home Team Hospitality Activation	IHG Hotels & Resorts in partnership with Geometry and Ogilvy Public Relations
avid™ hotels Grand Opening Event	IHG in partnership with MELT and Weber Shandwick
Primrose Schools: Helping Working Parents #LetGuiltGo	Jackson Spalding on behalf of Primrose Schools
Evolving the Wendy's Story with SEO	Ketchum and VMLY&R for Wendy's
Biggie Bag Delivers March Madness	Ketchum for Wendy's
Wendy's Bacon Battle	Ketchum for Wendy's
Wendy's Bacon Shatters Competition and Records	Ketchum for Wendy's
Wendy's Kids' Meal Program	Ketchum for Wendy's

Anime, Animation, and Gaming Rise! MomoCon Sets New Attendance Record!	Leff & Associates and the Georgia Entertainment Public Relations Alliance for MomoCon
Serta Simmons Bedding Opens North American Headquarters in Atlanta	Leff & Associates and the Georgia Entertainment Public Relations Alliance for Serta Simmons Bedding
PQ Magazine—Fresh Insight For Topics and Issues That Matter to Peanut Farmers	National Peanut Board with Golin
Redesign of the Emory School of Medicine Website	NewCity
Calphalon Brings Together Content Creators to Launch Calphalon Cooks	Newell Brands PR & Social Media Team
Man vs. Glue	Newell Brands PR & Social Media Team, Burson Cohn & Wolfe
Yankee Candle Introduces the First Ever Scent of the Year	Newell Brands PR & Social Media Team, Burson Cohn & Wolfe, SLAACK Productions
Let's Have Brunch! Yankee Candle Sets the Table with Influencers to Promote New Collection	Newell Brands PR & Social Media Team, The Marketing Arm
Making Safety Personal at Novelis	Novelis
Novelis Shapes Relationships on Capitol Hill	Novelis
Novelis and Kentucky Derby Create Recycling Champions	Novelis with Cookerly PR
Our House Wheels4Wall Fundraiser	Our House with Jackson Spalding
A Year of Epic Go-Lives at Piedmont Healthcare	Piedmont Healthcare
Be Cyber-Secure and RAT Out Bad Emails (Cyber Security Program)	Piedmont Healthcare
Good Vibes Video Series	Piedmont Healthcare
Piedmont Healthcare Nursing Summit Annual Report	Piedmont Healthcare
Piedmont Healthcare Quality/Leapfrog Campaign	Piedmont Healthcare
Piedmont Newnan Baptism Facebook Post	Piedmont Healthcare
Social for Business Sake	Piedmont Healthcare
Wounded Officer Reunited with K9 at Piedmont Columbus	Piedmont Healthcare
Good Morning Fayette	Piedmont Healthcare with Bleu Lion Media
2017–2018 Flu Season Social Media Analysis Report	Porter Novelli
2019 CDC NCIRD Childhood Immunization SEO Program	Porter Novelli
Fight Flu: Seasonal Influenza Vaccination Kick Off 2018	Porter Novelli
HPV Vaccine is Cancer Prevention Campaign	Porter Novelli
Introducing the Northwest Corridor Express Lanes to the Community	Porter Novelli and the State Road and Tollway Authority
CDC DDT: Reframing the Diabetes Conversation	Porter Novelli on behalf of CDC Division of Diabetes Translation
Harnessing Influencers for 'Home is the Key'	Porter Novelli on behalf of Habitat for Humanity

Soma Disrupts CES with First-Ever Smart Bra	Porter Novelli on behalf of Soma
THE DECK by Feed a Bee at PGA TOUR Championship	Porter Novelli on behalf of the Bayer Crop Science Feed A Bee program
Street Grace: Stop Traffick	Porter Novelli with BBDO on behalf of Street Grace
2018-19 Bayer Bee Care Program	Porter Novelli, BBDO, Mastermind Marketing
DCVB 2018 #DiscovertheUnexpected Digital Campaign	Porter Novelli, one50one and Taylored Creativity on behalf of Discover DeKalb
DCVB's #DiscovertheUnexpected BIG GAME Sweepstakes	Porter Novelli, one50one and Taylored Creativity on behalf of Discover DeKalb
Swim Across America-Atlanta: Making Waves To Fight Cancer	ProjectPR on behalf of Aflac Cancer & Blood Disorder's Center
Content Flows Through Rinker Pipe Dream	Rinker Materials and American Institute of Architecture Students
Rinker Pipe Dream Celebrated At Every Turn	Rinker Materials and American Institute of Architecture Students
Rinker Reveals Concrete Pipe Dream Home at Builders' Show	Rinker Materials and American Institute of Architecture Students
2018 Annual Report	Roswell Inc
Changing the Conversation About Our Organization	Roswell Inc
Rebuilding Our Brand	Roswell Inc
Atlanta Welcomes Ballard Designs	Rountree Group Integrated Communications on behalf of Ballard Designs
Firebirds Fires Up Media Relations	Rountree Group Integrated Communications on behalf of Firebirds Wood Fired Grill
Powering SCANA Energy's Content Marketing Success	SCANA Energy with Jackson Spalding
Bayer Properties Completes Two-Year Leadership Transition	The Wilbert Group on behalf of Bayer Properties
Georgia's Own Credit Union's "85 Acts of Kindness"	The Wilbert Group on behalf of Georgia's Own Credit Union
Big Things Brewing at The Works	The Wilbert Group on behalf of Selig Enterprises
12 Days of Giftmas at The Summit at Fritz Farm	The Wilbert Group on behalf of The Summit at Fritz Farm
M&M'S Hazelnut Spread – Go Hazelnutty!	Weber Shandwick on behalf of Mars, Incorporated
Wells Fargo's Southeast Community Service Super Saturday and Florida Days of Service – Rebuilding trust in our local communities	Wells Fargo Regional Communications