

Hundreds of entries. More than 70 judges.
One shortlist. Who will take the top honors?
Winners will be revealed at the **PRWeek Awards** dinner in New York City this March



ALL PHOTOS BY LARRY FORD

Michael Rinaldo of Fleishman-Hillard, GolinHarris' Jen Cohan, and Ruder Finn's Louise Harris (from right) were among PRWeek Awards judges



Finalists 2010

Employee Communications Campaign of the Year

- ★ **Fleishman-Hillard and Novartis Oncology** *Novartis Oncology Open Employee Generation Campaign*
- ★ **General Electric** *Get inside GE*
- ★ **Insidedge and Molson Coors Brewing Company** *Brewing Up Employee Commitment at Molson Coors*
- ★ **MWW Group and Harrah's Entertainment** *Keeping Harrah's Competitive: From the Inside Out*
- ★ **Shire Pharmaceuticals** *A Brave New Brand for Shire Pharmaceuticals*

Sponsor FedEx Corp. provides customers worldwide with a broad portfolio of transportation, e-commerce, and business services through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. FedEx inspires its more than 275,000 team members to remain focused on safety, the highest ethical and professional standards, and the needs of their customers and communities.



Product Brand Development Campaign of the Year

- ★ **Edelman and Microsoft Xbox** *The New Xbox Experience: The Rebirth of Xbox 360*
- ★ **Ketchum and Clorox** *Mom's Miracle Helper Gets a Makeover that Drives ROI*
- ★ **Ketchum and Doritos** *Doritos Crashes the Super Bowl: How a Leading American Snack Brand Put the Power to its People and Changed Madison Avenue Forever*
- ★ **Ketchum and Mattel** *Barbie Celebrates 50 Fabulous Years*
- ★ **Publicis Consultants | PR and Nestlé Wonka** *WONKA Feeds Your Imagination*

Sponsor Carmichael Lynch Spong is one of the most decorated public relations firms in the world. It is also the industry's three-time recipient of "Agency of the Year" in the last five years. Headquartered in Minneapolis, the full-service firm ignites and sustains momentum for a select portfolio of blue-chip clients.



Consumer Launch Campaign of the Year

- ★ **Edelman and Starbucks** *Starbucks VLA Ready Brew Preview and Launch*
- ★ **Ketchum and Dreyer's** *Dreyer's Beat the Blues with a Taste of Recovery*
- ★ **Ogilvy PR Worldwide and Bertolli Frozen Meals** *Red Carpet PR Brings Bertolli Oven Bake Meals to Discerning Palates*
- ★ **Padilla Speer Beardsley and Jim Beam** *Red Stag by Jim Beam: Launching a Different Breed of Bourbon for a Different Breed of Bourbon Drinker*
- ★ **R/West Communications and Taco Del Mar** *Taco Del Mar Dishes Out Free Tacos on Tax Day*

Sponsor PepsiCo offers the world's largest portfolio of food and beverages, including 18 brands with \$1 billion in sales. PepsiCo's food and drinks serve consumers in over 200 countries. PepsiCo's commitment to sustainable growth, defined as Performance with Purpose, is focused on generating financial returns while giving back. Please visit us pepsico.com or twitter.com/pepsico.



Technology Campaign of the Year

- ★ **Access Communications and Intuit** *Intuit's Small Business United*
- ★ **Bite Communications and AMD** *Why Longer Isn't Always Better: AMD and Bite Communications' Campaign For Accurate Battery Life Metrics*
- ★ **Cohn & Wolfe and SanDisk** *SanDisk Extreme Pro global launch and campaign*
- ★ **Edelman and Microsoft Xbox** *The New Xbox Experience: The Rebirth of Xbox 360*
- ★ **Text 100 Public Relations and Xerox Corp.** *How to Make 18-Year-Old Technology New Again: Xerox Launches its First High-Speed Solid Ink Printer*

Sponsor Airfoil is an independent firm specializing in marketing communications and public relations for emerging and established technology companies. Airfoil serves a growing client roster across a multitude of technology segments, such as consumer, enterprise, health care, clean-tech, industrial, and automotive. Airfoil would like to congratulate all finalists in the Technology Campaign of the Year category.



Multicultural Marketing Campaign of the Year

- ★ **Burson-Marsteller and Federal Communications Commission (FCC)** *FCC DTV Consumer Education and Awareness Campaign*
- ★ **Cone and Ben & Jerry's** *Ben & Jerry's Celebrates Marriage Equality with "Hubby Hubby"*
- ★ **Crosby Marketing and Free Application for Federal Student Aid (FAFSA)** *FAFSA Program Outreach Campaign*
- ★ **Flowers Communications Group and McDonald's** *McCafe Coffee Launch in the Chicagoland African American Consumer Market*
- ★ **MS&L Worldwide and Hennessy** *Hennessy Salutes a Moment in History with the Release of Hennessy 44*

Sponsor GolinHarris creates successful PR programs that deliver results. We help our clients outmaneuver their competition, dominate their categories, and create consumer allegiances. Creativity, innovation, and authenticity is at the heart of everything we do, backed up by flawless execution and first-rate client service.



Global Campaign of the Year

- ★ **Cohn & Wolfe and SanDisk** *SanDisk Extreme Pro global launch and campaign*
- ★ **The Red Consultancy and McAfee** *Making Internet Security as Hot as a Hollywood Starlet*
- ★ **The Red Consultancy and McAfee** *The Carbon Footprint of Spam: Save the Planet - Use a Spam Filter: McAfee Reveals the Surprising Effects of Spam*
- ★ **TogoRun and Bristol-Myers Squibb** *Are You Sharing More Than You Thought?*
- ★ **Tourism Queensland** *Tourism Queensland's Best Job in the World Campaign*

Sponsor PR Newswire is the global leader in innovative communications and marketing services, enabling organizations to connect and engage with their target audiences worldwide. Through its multi-channel communications network, PR Newswire provides a gateway for corporations and organizations to build brands, generate awareness, impact public policy, drive sales, and raise capital.



Ray Day, Ford's VP of global comms, lent his expertise to the judging process



More than 70 judges convened at Tavern on the Green to select the winners



Corporate Branding Campaign of the Year

- ★ **Coyne Public Relations and Medco Health Solutions** *A Prescription for Change: Communicating the Safety Platform*
- ★ **Edelman and General Electric** *GE healthymagination*
- ★ **IBM** *Rebranding IBM for a Smarter Planet and a Broader Audience*
- ★ **Ruder Finn and Novartis** *Novartis Expands its Reach and Grabs Hold of a Solid Reputation*
- ★ **WPP Group and Ford Motor Company** *Changing the Way Ford Tells Its Story*

Sponsor At Emanate we don't believe in ego, we believe in delivering the right solutions for you. Emanate is a full-service, mid-sized Omnicom-owned agency with expertise in consumer, corporate, beauty and health integrated marketing communications. With a flat structure and senior-led teams, we offer fresh ideas alongside flawless execution to deliver action that translates to business results.



Crisis or Issues Management Campaign of the Year

- ★ **Cubitt Jacobs & Prosek Communications and Industrial Shipping Enterprises Corp.** *The Hijacking of Biscaglia: Communicating with Families During a Hostage Crisis*
- ★ **Fleishman-Hillard and Walgreens** *Protecting a Trusted Brand During Labor Negotiations with Real-Time Conversation*
- ★ **Ketchum and Kodachrome** *KODACHROME's Retirement: Developing a Positive Image*
- ★ **Levick Strategic Communications and Heartland Payment Systems** *Preserving a Brand after the Largest Data Breach in US History*
- ★ **MWW Group and Harrah's Entertainment** *Changing the Conversation: From Corporate Greed to Good Union Partner*

Sponsor Weber Shandwick is a leading global PR agency with a commitment to client service, creativity, collaboration, and harnessing the power of Advocates. It provides strategic execution in consumer marketing, healthcare, technology, public affairs, corporate/financial, and crisis management. Specialized services include social media, advertising, market research, and corporate responsibility.



Advocacy starts here.

Public Sector Campaign of the Year

- ★ **Building America's Future** *Infrastructure's Dream Team Makes It Happen*
- ★ **CirclePoint and Bay Bridge Public Information Office (PIO)** *San Francisco-Oakland Bay Bridge Detour Tie-In 2009*
- ★ **Fleishman-Hillard and Iowa Dept. of Human Services and FutureNet** *Talking Sex Together (T&T)*
- ★ **Ketchum and US Dept. of Commerce, National Telecommunications and Information Administration** *TV Converter Box Coupon Program*
- ★ **Porter Novelli and IndyMac Federal Bank** *The More You Know, The Safer Your Money*

Sponsor Ogilvy Public Relations Worldwide is a global, multi-disciplinary communications leader operating in more than 70 markets around the globe. We blend proven PR methodologies with cutting edge digital innovations to craft strategic programs that give clients winning and measurable results for corporations, government agencies, trade associations, and not-for-profit organizations.



Ogilvy Public Relations Worldwide

PR Innovation of the Year

- ★ **Edelman and American Thoracic Society** *The TB Advocacy Toolkit*
- ★ **eNR and MatchPoint** *MatchPoint for PR Innovation of the Year*
- ★ **Ketchum** *The Ketchum Media Optimizer: Adding Discipline to the PR Discipline*
- ★ **Ketchum** *Virtual Meeting Mashups - Reinventing Online Events*
- ★ **Waggener Edstrom Worldwide** *What's on Your Mind? Now Anyone Can Decipher Twitter Discussion with the Help of twenz!*

Sponsor As a global technology leader, HP thrives on solving problems to help individuals and companies large and small win in business and in life. With an unmatched product, service, and software portfolio, we leverage our breadth and scale to have a meaningful impact on the way we all work and live - today and tomorrow.



Young PR Professional of the Year

- ★ **Jillian Davis** *Carmichael Lynch Spong*
- ★ **Heather MacKinnon** *Burson-Marsteller*
- ★ **Megan Parker** *General Electric*
- ★ **Will Shanley** *UnitedHealthcare*
- ★ **Danny Urquia** *M Booth & Associates*

Sponsor Edelman is the world's leading independent public relations firm, with more than 3,200 employees in 51 offices worldwide. In 2009, Edelman was named "Agency of the Year" by *PRWeek*. Edelman's network includes specialty offerings Blue (advertising), Strategy-One (research), BioScience Communications (medical education/publishing), MATTER® (sports/entertainment marketing), and Creative (editorial, design, production). Visit us at www.edelman.com for more information.



PR Professional of the Year

- ★ **Ray Day** *Ford Motor Company*
- ★ **John Earnhardt** *Cisco Systems*
- ★ **Ray Kerins** *Pfizer*
- ★ **Ray Kotcher** *Ketchum*
- ★ **Nancy Turett** *Edelman*

Sponsor Zeno Group helps clients meet the needs of a changing economy and business environment. A combination of sound strategy, creative counsel, and results-driven execution allows Zeno Group to deliver successful campaigns to clients. Zeno Group employs more than 70 professionals in New York, Chicago, Los Angeles, and Washington, DC.



All of the judges, including Flowers Communications Group's Rashada Whitehead, went over each entry thoroughly



PRWeek Awards chair Sally Susman watches on as MillerCoors' Julian Green reviews the submissions



This year's judging panel included many veterans of the process, among them CRT/tanaka's Patrice Tanaka

Nonprofit Campaign of the Year

- ★ **APCO Worldwide and Ford's Theatre Society (FTS)** *Abraham Lincoln Bicentennial Campaign & Theatre Reopening*
- ★ **Brand Resources Group and The Home Safety Council (HSC)** *Home Safety Council and Brand Resources Group: Safe Haven Awareness Campaign (2008)*
- ★ **Building America's Future** *Infrastructure's Dream Team Makes It Happen*
- ★ **Coyne Public Relations and Community FoodBank of New Jersey** *We Can't Let This Bank Fail!*
- ★ **St. Baldrick's Foundation** *Shaving the Way to Conquer Kids' Cancer*

Sponsor TV Access was created to increase the well being of the general public through effective public service communications.



Best Use of Social Media/Digital

- ★ **Coyne Public Relations and Disney Destinations** *Disney Parks' "What Will You Celebrate?" Online Virtual Storyteller*
- ★ **GolinHarris and Klondike** *What Would You Do for a Klondike Bar...Now?*
- ★ **Tourism Queensland** *Tourism Queensland's Best Job in the World Campaign*
- ★ **WPP Group and Ford Motor Company** *Building a More Social Ford Motor Company*
- ★ **Zeno Group and Pizza Hut** *Now You're Tweeting: Pizza Hut's Search for a Twintern*

Sponsor Kwittken & Company is an elite communications agency that provides its clients with results that extend far beyond traditional PR. We work with brands in the media/publishing, travel, luxury, fashion/retail, design, healthcare, financial services, technology, and B2B sectors to help them realize their business goals through intelligently designed, results-oriented campaigns.



Best Use of Research/Measurement

- ★ **AT&T** *AT&T and iPhone 3GS: From Loser to Listener*
- ★ **Carmichael Lynch Spong and Trane** *Clearing the Air and Bringing Energy Efficiency into Focus with Trane*
- ★ **GolinHarris and McDonald's** *The 2009 McDonald's All American Basketball Games: Making it More Than Just a Game*
- ★ **Porter Novelli and Centers for Disease Control and Prevention (CDC) Foundation** *A Well-Informed Mom - Educating Moms on the Signs of MRSA*
- ★ **The Red Consultancy and McAfee** *Making Internet Security as Hot as a Hollywood Starlet*

Sponsor Pfizer Inc: Working together for a healthier world™. At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development, and manufacturing of medicines for people and animals.



PR Education Program of the Year

- ★ **Brigham Young University**
- ★ **Georgetown University, School of Continuing Studies**
- ★ **Howard University**
- ★ **New York University**
- ★ **University of Alabama**

Sponsor Waggener Edstrom Worldwide is a global, integrated communications agency. For more than 25 years, the independently owned firm has developed strategic communications programs for innovative and world-changing clients, working to influence markets, inspire people, and improve lives. WE has six global practices: Consumer Marketing, Corporate Communications, Healthcare, Public Affairs, WE Social Innovation, and Technology.



In-House PR Team of the Year

- ★ **Bausch & Lomb**
- ★ **Cisco Systems**
- ★ **Ford Motor Company**
- ★ **Scholastic**
- ★ **Virgin America**

Sponsor One of the world's leading full-service, global PR agencies, Ketchum delivers innovations that help clients across all industries quickly realize their communications goals. As a sponsor of the PRWeek Awards, we congratulate all the finalists.



Boutique PR Agency of the Year

- ★ **Catalyst Public Relations**
- ★ **Dukas Public Relations**
- ★ **Getting Your Message Right (GYMR)**
- ★ **Linhart Public Relations**
- ★ **Mitchell Communications Group**

Sponsor Chandler Chicco Companies is a network of global companies representing best-in-class capabilities in healthcare communications across public relations, medical education, market access, scientific and clinical trial communications, marketing and branding, graphic design, media and production, and research and measurement. Current CCC companies include: Chandler Chicco Agency, Biosector 2, Litmus, Determinus, nition, Allidura Consumer, Brandtectonics and Chandler Chicco Productions.





Small PR Agency of the Year

- ★ Cubitt Jacobs & Prosek Communications
- ★ Eric Mower and Associates
- ★ Lambert, Edwards & Associates
- ★ Merritt Group
- ★ Singer Associates

Sponsor Fleishman-Hillard Inc., one of the world's leading public relations firms, has built its reputation by using strategic communications to deliver what its clients value most: meaningful, positive, and measurable impact on the performance of their organizations. The firm operates worldwide through its 80 owned offices. For more information, visit www.fleishman.com.



PR Agency of the Year

Candidates are the respective winners of the Boutique, Small, Midsize, and Large PR Agency of the Year awards, to be announced at the ceremony in March.

Sponsor NYU-SCPS Master of Science in Public Relations and Corporate Communication. Named *PRWeek's* 2009 "PR Education Program of the Year," this advanced degree from NYU's School of Continuing and Professional Studies provides a curriculum that is a thorough, leading-edge combination of theory and practice immediately applicable to your work environment. The faculty are industry professionals who bring unparalleled insight and understanding to their classrooms.



Midsize PR Agency of the Year

- ★ Allison & Partners
- ★ Carmichael Lynch Spong
- ★ Emanate
- ★ Makovsky + Company
- ★ Peppercom

Sponsor Deloitte LLP is the US member firm of Deloitte Touche Tohmatsu. Its subsidiaries provide audit, tax, consulting, and financial advisory services through more than 40,000 people in the US. Known as an employer of choice for innovative human resources programs, it is dedicated to helping its clients and people excel.



PR Campaign of the Year

Candidates are the winners of the campaign awards, to be announced at the ceremony in March.

After each of the campaign awards has been determined, the Judges Chair and a senior *PRWeek* editor convene to discuss those entries in depth. The group is narrowed down to a final five, and from those, the PR Campaign of the Year is selected.



Large PR Agency of the Year

- ★ Edelman
- ★ Fleishman-Hillard
- ★ GolinHarris
- ★ Ketchum
- ★ Weber Shandwick

Sponsor WCG is focused on the corporate and product marketing and communications needs of the world's leading companies, serving clients in offices in San Francisco, New York, Chicago, Washington, DC, Austin, TX, and London. WCG's seasoned professionals specialize in branding, design, digital and traditional marketing, corporate and product PR, media, investor and advocacy relations, clinical trial recruitment, and grassroots direct-to-patient communications campaigns. For more information, please visit www.wcgglobal.com.



PR Student of the Year

The shortlisted students for this award will be selected by a separate judging panel in late January.

Sponsor Hill & Knowlton is a leading, global, multi-specialist communications consultancy. We combine experience from all sectors and services to face the toughest communications challenges head on and to bring world-class counsel to local opportunities. We work with ease and impact at the intersection of business, policy, and communications.



Arts, Entertainment & Media Campaign of the Year

- ★ APCO Worldwide and Ford's Theatre Society (FTS) *Abraham Lincoln Bicentennial Campaign & Theatre Reopening*
- ★ Coyne Public Relations and Harlem Globetrotters *Harlem Globetrotters Spinning the Globe 2008-09 Tour*
- ★ Fortyseven Communications and Warner Bros. Interactive Entertainment *Media and Consumers Go Insane for Batman: Arkham Asylum*
- ★ GolinHarris and Las Vegas Sands Corp. *Bringing New Life to an Old Steel Town: Launching Sands Casino Resort Bethlehem*
- ★ GolinHarris and Nintendo of America *Learn to Jam with Wii Music*

Community Relations Campaign of the Year

- ★ Cohn & Wolfe and RadioShack *Educating Consumers through the Digital Television Transition*
- ★ Coyne Public Relations and Community FoodBank of New Jersey *We Can't Let This Bank Fail!*
- ★ Duffy & Shanley and Sagus International *Sagus International: Transforming South Carolina Education for the 21st Century*
- ★ GolinHarris and United Egg Producers *US Egg Farmers Help Feed America*
- ★ Simon Public Relations Group and Shire Pharmaceuticals *Shire Shows that Kids Count with 3 Causes in 3 Months*

Investor/Financial Comms Campaign of the Year

- ★ FD and Monro Muffler Brake *No Brakes for Monro Muffler!*
- ★ M Booth & Associates and The Wharton School of The University of Pennsylvania *The Wharton School Responds to the Economic Crisis*
- ★ MWW Group and Emerisque *The War of the Whisper Campaigns: Building Momentum for an Unknown Bidder*
- ★ Tiller and AARP Financial Inflection Points: *Helping Americans Manage Their Finances in Times of Crisis*
- ★ Tiller and OppenheimerFunds *OppenheimerFunds' Keeping College Within Reach Campaign*

Healthcare Campaign of the Year

- ★ Edelman and General Electric *GE healthymagination*
- ★ Edelman and Schering-Plough/Nasonex *Don't Blow It – The Nasal Allergy Game. Beyond Brand Recall to Engage and Educate*
- ★ Fleishman-Hillard and MedImmune *Don't Play with the Flu*
- ★ Pfizer *Launching Pfizer's MAINTAIN (Medicines Assistance for Those Who Are In Need): A Free Medicines Program for Newly Unemployed Americans*
- ★ Weber Shandwick and National Marrow Donor Program *Be The Match Marrowthon*

Public Affairs Campaign of the Year

- ★ Building America's Future *Infrastructure's Dream Team Makes It Happen*
- ★ Edelman and United Arab Emirates (UAE) *IRENA@UAE: Realizing a renewable energy future for the Middle East*
- ★ Fleishman-Hillard and Fix Housing First Coalition *FixHousingFirst – A Public Affairs Campaign by Fleishman-Hillard*
- ★ Gibraltar Associates and Pool Safety Council *Pool Drain Danger – Raising Awareness, Saving Lives*
- ★ Ogilvy PR Worldwide and Planned Parenthood Affiliates of California *No on Proposition 4: Politics Anything But Usual*

Best Use of Audio/Video

- ★ Dan Klores Communications and Children's Health Fund *Kids Can't Wait*
- ★ Kaplow Communications and Skype *Skype on TV: The Biggest News in A/V Since the Satellite Truck*
- ★ PR Newswire and Six Flags *Six Flags and MultiVu Launch of the Terminator Salvation: The Ride*
- ★ Weber Shandwick and MilkPEP *Drink Milk for a Change Program B-roll*
- ★ Weber Shandwick and Population Services International *World Water Day Viral Video Series*

Business-to-Business Campaign of the Year

- ★ Cisco Systems *Rookie of the Year: Cisco's Banner Year in Sports*
- ★ Edelman and Genomatica *Genomatica: Turning Sugar into Spandex, a Lower-Cost and a More Environmentally Friendly Solution*
- ★ GolinHarris and TransUnion *Elevating Intelligence, Earning Credit*
- ★ Linhart Public Relations and Allonhill Financial Services Firm *Seizes Opportunity in a Crisis*
- ★ Weber Shandwick and Siemens *Siemens: Answering the World's Toughest Questions*

Cause-Related Campaign of the Year

- ★ Cone and Ben & Jerry's *Ben & Jerry's Celebrates Marriage Equality with "Hubby Hubby"*
- ★ Feeding America *Pound for Pound Challenge in Partnership with "The Biggest Loser," General Mills, and Subway*
- ★ Hunter Public Relations and Walmart *Wal-Mart Earth Day Every Day Campaign*
- ★ MS&L Worldwide and Dawn *Saving Marine Wildlife with Dawn's Everyday Wildlife Champions*
- ★ Yum! Brands *World Hunger Relief Benefitting United Nations World Food Programme*

Promotional Event of the Year

- ★ 360 Public Relations and Allstar Products Group *From the Couch to the Runway: Snuggie Blanket Fashion Show*
- ★ Coyne Public Relations and Hasbro *Candy Land's Sweet 60th Birthday Celebration*
- ★ Ketchum and FedEx Office *FedEx Office & Ketchum – Free Resumes for the Masses*
- ★ MWW Group @ Deutsch and IKEA *Americans Embrace Change with IKEA*
- ★ Weber Shandwick and InterContinental Hotels Group *Holiday Inn Stacks a Full House – The Holiday Inn Key Card Hotel*



WeissComm Group CEO Jim Weiss (front) studies support materials for an entry



Jorge Ortega, president of The Jeffrey Group, discusses a finalist



Jean Allen of Exchange Place Partners prepares to submit her final scores