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PRNews

The Platinum Issue

Building the bridge between PR and the bottom line.

PUT TO THE TEST IN MYRIAD WAYS – from applying PR best practices during a devastating Hurricane season to introducing revolutionary, new products to market – this year's Platinum PR Award winners set a new standard in communications excellence. As you read the profiles in this special *PR News* issue, you'll remember why you're in PR in the first place. Maybe it's the way one company inspires its employees or the way an agency and its client are helping to save millions of lives. In all ways, large and small, the power of PR emanates from these winning campaigns of 2005. We think you'll agree.

Event Marketing

Company: Bank of America and MWW Group
Campaign: "Consumers Keep the Change"

Bank of America wanted to teach consumers—who still tend to spend more than they earn and have little in savings—that they can save a penny with every dollar they spend. When a customer make a charge on a Bank of America debit card, the bank rounds the total price up to the nearest dollar and places the extra change into a Bank of America savings account. The catch with the program, however, was that the bank's concurrent merger with Fleet was drowning out the message about "Keep the Change."

Research showed that one of the visual elements that consumers associate most with finding "loose change" was a couch with coins scattered in the cushions. This led MWW Group and Bank of America to host an event during which consumers would search for "lost change" in a 20-foot-long, 750-pound red sofa in



[PAGE 14](#)

Winner: Smithsonian National Zoo
Campaign: Giant Panda Cub

Media Relations

How do you know when a female giant panda is pregnant? You don't, until she gives birth. Therefore, the Smithsonian National Zoo's Office of Public Affairs had a plan for several scenarios following the artificial insemination of its female panda, and when a thriving panda cub emerged, the office had all the pieces in place.

The media campaign was intended to emphasize the Zoo's role as a leader in giant panda conservation, medicine and husbandry, as well as achieving maximum exposure for the cub. Increased visitation, donations and revenue to fund the Zoo's programs and conservation research were the goals.

At the start of the panda breeding season in March, the Zoo's media relations team created an online press kit with photos, backgrounders and fact sheets about the Zoo's role in panda conservation and the history of giant pandas at the Zoo. The site was updated regularly with press releases once the cub was born.

[PAGE 22](#)



IT'S BEEN ANOTHER GREAT YEAR

We're honored to be named a finalist for **Midsize PR Firm of the Year** — *and to be in such good company.*

Congratulations to each of this year's Platinum PR Award winners and all of our finalists:

MWW Group

Midsize PR Firm of the Year

Bank of America

*"Consumers Keep the Change"
Event Marketing*

Bank of America

*"Consumers Keep the Change"
Marketing Communications*

N.J. FamilyCare

*"Taking Healthcare to the Streets"
Multicultural Campaign*

Christopher Reeve Foundation

"Calling All Superheroes: A Smallville Superman Tag PSA" Public Service Announcement

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2006 Agency of the Year
- Holmes Report

The Top PR Campaigns of the Year

Congratulations to the winners of PR News' 2006 Platinum PR Awards

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Analyst Relations

Winner:

- CCG Investor Relations - Sell-Side Analyst Outreach for Diodes

Anniversary Event

Winner:

- Yahoo! Inc - Yahoo! 10th Anniversary Global Campaign

Honorable Mentions:

- Allstate Insurance Company - Allstate Celebrates 75 Years
- Public Communications Inc. - Shedd Celebrates 75

Annual Report

Winner:

- Curran & Connors - FEMSA 2005 Annual Report

Honorable Mentions:

- Elizabeth Glaser Pediatric AIDS Foundation - Conveying the Emotion of a Global AIDS Foundation Through its Annual Report
- International Fund for Animal Welfare - IFAW
- iPR Ogilvy Limited: Li Ning Company Limited "Remarkable Strides, Annual Report 2005"

Blog

Winner:

- Peter Himler: Blog - The Flack

Honorable Mentions:

- DaimlerChrysler Corp - The Firehouse.biz, The Chrysler Group Media Blog
- Driveaway Inc & Tierney Communications - "Fleeting thoughts: Adventures in the World of Automotive Remarketing"
- Edelman: Avent Sisterhood Six: Connecting Moms Across the Miles (sisterhoodsix.com)

Branding/Re-Branding Campaign

Winner:

- Weber Shandwick - Raising the Profile of a Quiet German Giant

Honorable Mentions:

- BIGfrontier Communications Group - Making Sauerkraut Sexy
- The Goodyear Tire & Rubber Co. - Goodyear's Richard Hamilton Project
- Wines of Chile & RF/Binder Partners - Wines of Chile: The Next Generation

Cause-Related Marketing

Winner:

- McDonald's Corporation & GolinHarris - World Children's Day at McDonald's

Honorable Mentions:

- Cone LLC - American Heart Association Go Red for Women Campaign
- Mail Boxes Etc., Inc. - Fleishman-Hillard & First Degree - The UPS Store & Mail Boxes Etc. Deliver Some Love: 2005 Toys for Tots Campaign
- Reebok International, Hill & Knowlton - Reebok Human Rights Award Media Program

Community Relations

Winner:

- Development Counsellors International on behalf of the Baton Rouge Area Foundation: Helping the Displaced of Hurricane Katrina: A National Public Outreach Campaign

Honorable Mentions:

- Fast Horse Inc. - "Grooving Your Body Toward Better Health"
- Haberman & Associates: The U.S. Pond Hockey Championships
- Pacific Gas & Electric Co. - PG&E CARE Program for 2005 Outreach Campaign

Crisis Management

Winner:

- American Veterinary Medical Association - After The Storm: Hurricane Katrina

Honorable Mentions:

- Bayer Healthcare, Consumer Care Division & HealthSTAR Public Relations - Believe in ALEVE
- Comcast South Florida: Hurricane Wilma Response
- Porter Novelli - Folgers - A Response in the Wake of Hurricane Katrina

Email Communications

Winner:

- Greater Baltimore Committee: GBC "LEADER" Newsletter

Honorable Mentions:

- Allstate Insurance Company-North Central Region - Improving the Effectiveness and Efficiencies of Electronic Mail Communications
- Broward County Library - Broward County Library's E-Newsletter
- Entergy Corporation - The Power of Hope and Operations ReSTORE Hope

Employee Relations

Winner:

- Quest Diagnostics & GH/Insidedge - Quest Diagnostics: Understanding the Patient Experience

Honorable Mentions:

- Catholic Healthcare West - Communicating Horizon 2010
- Comcast Cable, Eastern Division: Inside Out: Making Communications Count for Comcasters
- Comcast Cable, Eastern Division
- Entergy Corporation - Entergy's Pre-Hurricane Employee Awareness Campaign

Event Marketing

Winner:

- Bank of America & MWW Group - Bank of America: Consumers Keep the Change

Honorable Mentions:

- Honeywell and NASA's FMA Live!
- Volkswagen AG & eventlabs GmbH - Project FOX
- Wm. Wrigley Jr. Company & Edelman - Wrigley Benefits of Chewing

External Publication

Winner:

- Latham & Watkins - Latham & Watkins: Recruiting Flash Drive

Honorable Mentions:

- Hill & Knowlton - Harvest of the Month: Growing Healthy Students
- Jacobs Center for Neighborhood Innovation & Effectiveness Through Communication Elementary Institute of Science "Miracle on 51st Street" Campaign Folder
- U.S. Department of Health and Human Services - Terrorism and Other Public Health Emergencies: A Reference Guide for Media

Financial/Investor Relations

Winner:

- Merrill Lynch Investment Managers & Tiller LLC - Hindsight2insight

Honorable Mentions:

- Financial Relations Board: Alpha Natural Resources: From Appalachia to Wall Street
- Investor Relations International - Making a China-based jewelry company into a U.S. stock market gem

Firm of the Year/ Large PR Firm of the Year

Winner:

- Weber Shandwick

Honorable Mentions:

- APCO
- Fleishman Hillard
- Hill & Knowlton

Firm of the Year/ Midsize PR Firm of the Year

Winner:

- MWW Group

Honorable Mentions:

- A & R Partners Inc.

LEWIS Public Relations

Firm of the Year/ Small PR Firm of the Year

Winner:

- Peppercom

Honorable Mentions:

- Airfoil Public Relations, Inc.
- Coyne Public Relations
- SHIFT Communications

Global PR Campaign

Winner:

- Kodak & Ketchum - Cutting the Cord - Kodak Leads the Wireless Photography Revolution

Honorable Mentions:

- APCO Worldwide - GML Limited
- International Hyperhidrosis Society with the Chandler Chicco Agency - Know Sweat! Campaign
- Yahoo! Inc - Yahoo! 10th Anniversary Global Campaign

Internal Publication

Winners (TIE):

- American Airlines & Weber Shandwick - American Airlines Gets Fuel Smart
- Toyota Motor Sales, U.S.A., Inc. - Toyota Today, May-June 2005

Honorable Mentions:

- Carpet One - INK
- Gemstar-TV Guide International: SYNC
- McCain Foods Limited: The Star
- Panorama Public Relations - McWane Magazine-Casting for the Future

Marketing Communications

Winner:

- Edelman - Microsoft Xbox Colony Turns the Gaming World Upside Down

Honorable Mentions:

- Bank of America: Consumers Keep the Change
- Medco Health Solutions & Coyne Public Relations - "Creating The Knowledge Source"
- Travelocity & Vollmer Public Relations - Travelocity: The Customers Champion

Media Event

Winner:

- Dome HK: The Versatility of Hershey's Cocoa

Honorable Mentions:

- Microsoft, Security Technology Unit & Waggener Edstrom Worldwide - Inside the Situation Room: Microsoft Opens the Door to the Public During a Crisis
- The Century Council - Girl Talk: Choices and Consequences of Underage Drinking
- The United States Olympic Committee - U.S. Olympic Team Media Summit

Media Relations

Winner:

- Smithsonian's National Zoo - Giant Panda Cub

Honorable Mentions:

- POM Wonderful - Fresh Pomegranate Public Relations Campaign
- Schwartz Communications - "Positioning PowderMed to Avert a Flu Pandemic"
- Weber Shandwick - Oreo "Milk's Favorite Jingle" Contest

Multicultural Campaign

Winner:

- New Jersey Department of Health & Senior Services & Fleishman-Hillard, Inc. - The 20-Minute Test That Could Save Your Love Life

Honorable Mentions:

- NJ Family Care & MWW Group - Taking Healthcare to the Streets
- Ogilvy Public Relations - CMS African American Medicare Rx Campaign
- Os-Cal & Duffey Communications - What's Under Your Hat?

Press Release

Winner:

- Cohn & Wolfe - Doubletree Hotels "Teaching Kids

to CARE" Program

Honorable Mentions:

- Chrysler Group and Clear!Blue - Dodge Dakota Pickup Pucker-Up
- GolinHarris - Nintendo Unveils Plan to Arm Woodland Animals

Pro Bono Campaign

Winner:

- Carter Public Relations - Taking Center Stage: Shakespeare Dallas Benefits from PR

Honorable Mentions:

- Ground Floor Media - 24 Hours to Keeping the Doors of the Tennyson Center Open
- Premisa: Every Child Needs a Family
- Voce Communications - A Forum for Social Change

Product Launch

Winner:

- Waggener Edstrom Worldwide - Raise the Speed Limit: Microsoft Launches 64-bit Windows

Honorable Mentions:

- Cohn & Wolfe - Lady Speeds Stick "24/7" Lifestyle
- Meredith Corp. - Launch of Siempre Mujer Magazine
- Yamaha Corporation of America & Giles Communications LLC - The Elton John Signature Series Red Piano

Public Affairs

Winners:

- American Medical Association: Keep Medicare's Promise: Physician Cuts Hurt Seniors
- Cone LLC - American Heart Association Go Red for Women Campaign

Honorable Mentions:

- Burson-Marsteller - Be Ready. Make a Plan.
- Sawchuk, Brown Associates - Tech Valley High School
- TSG Consulting - System in Crisis

Public Service Announcement

Winner:

- Christopher Reeve Foundation & MWW Group - Calling All Superheroes: A Smallville Superman Tag PSA

Honorable Mentions:

- AstraZeneca & Burson-Marsteller - U.S. Conference of Mayors - Breast and Prostate Cancer Public Service Announcement Campaign
- Ogilvy Public Relations: "Picture of Health" National PSA for CDC's Screen for Life campaign

Research & Measurement

Winner:

- Hudson Highland Group & Ogilvy Public Relations Worldwide - Creating "The Leading Economic Indicator's Indicator"

Honorable Mentions:

- CDW Government, Inc. with O'Keeffe & Company, Inc. - Telework: Virtually Working in the Federal Government
- Kitchen Public Relations and Spherion Corporation - "May The Workforce Be With You"
- Procter & Gamble and Delahaye: Making the PR-to-Sales Connection

Web Site

Winner:

- GE - GE's World Health Day - Picture a Healthy World in Times Square, NY

Honorable Mentions:

- American Institute of Certified Public Accountants & Wunderman NY - The CPA Student Recruitment Campaign "Start Here. Go Places."
- Best Buy & Ketchum - Geek Squad Rescues Star Wars Fans from 'Prequel-itis': The GeekSquad.com 'Absentee Kit'
- Business Software Alliance & Dittus Communications - Meg A. Byte Interactive Online Game



Analyst Relations

Winner: Diodes & CCG Investor Relations
Campaign: "Sell-Side Analyst Outreach for Diodes"

The semiconductor industry was still limping in 2005 from the after-effects of the 2001 economic downturn, which had devastated industries of all shapes and sizes. Diodes, Inc., a leading manufacturer of semiconductor products, had suffered financial losses and still faced difficulties in attracting sell- and buy-side analysts, institutional investors and retail brokers.

To combat the problem before the blow to business became irreversible, CCG Investor Relations put the semiconductor space under the microscope to identify key peer groups and research analysts, as they were a key variable in the equation of success. This identification process focused on competitors in the semiconductor space and in the investment space as a whole; all in all, 36 key analysts rose to the top of the pack as both influential and relevant.

Once they were armed with an understanding of their target analysts, the communications team met with Diodes management to help refocus investment appeals and growth opportunities. This presented the team with a chance

to reintroduce Diodes to the analyst community with a fresh take on the company's investment story, while also announcing a new roster of proprietary products; focusing on cost leadership in manufacturing; and building sales presence in Asia. The PR team wove this success story into a narrative that was told through telephone and e-mail outreach; it also counseled Diodes to change its listing to NASDAQ so it would be aligned with other leading technology companies.

The layered strategy worked thanks to the team's customized outreach to each targeted analyst, as well as the quarterly conference calls to keep Diodes top-of-mind among the industry leaders. The initiative's intriguing strategy (on a \$7,000 budget) resulted in an overwhelming success: Institutional ownership increased from 20 percent to nearly 87 percent, the stock now trades in the upper range of earnings multiples relative to its peers, and 10 of the targeted analysts initiated coverage of Diodes – all hard-won battles in turbulent times. PRN

Winner: Yahoo!
Campaign: Yahoo! 10th Anniversary Global Campaign

Anniversary Event

Nothing says happy birthday like ice cream (or cake, but that's another story). In the case of cyber-star Yahoo!, ice cream said happy birthday a whopping 1,696,296 times. In honor of its 10th anniversary, Yahoo decided to throw itself a little birthday bash, spearheaded by the PR

and communications teams, which metamorphosed into a global, integrated, outreach campaign that targeted both employees and consumers.

Ice cream became the hook when Yahoo! partnered with Baskin-Robbins to give away a free

scoop to all users on March 2. Yahoo co-founder David Filo says they arrived at this decision because "One of the primary food groups of Yahoo! employees is ice cream." Then the company coupled the celebration – which targeted six of its largest markets – with a "Netrospective" Web site to reflect on 100 turning-point moments in the history of the Web.

But generating buzz on such a large scale is no picnic, although you wouldn't know it from the smooth operations orchestrated by Yahoo! executives. They teased the event with

a series of e-mails sent out to users worldwide, whetting their appetite for a cyber celebration – and a scoop of ice cream, of course. The buzz built up to all-out raucous when the media got wind of the promotion and the Netrospective.

The event racked up media impressions and Netrospective page views by the millions. It also prompted Yahoo! employees worldwide to consume a combined total of 1,000 pounds of ice cream cake – and reasserted itself as a leader online for many more birthdays to come. PRN

Honorable Mentions

Allstate Celebrates 75 Years: Allstate Insurance Company For its diamond anniversary, Allstate Insurance Company wanted to communicate the longevity of its corporate identity, which was born over a game of cards on a Chicago commuter train in 1931. To keep the momentum going, its corporate relations department capitalized on all aspects of communications – employee relations, brand building, media outreach – to reassert its mission and commitment to shareholders. From an anniversary countdown clock on its intranet to a special anniversary logo, to free parking all day in Chicago's downtown "Loop" paid for by the company, Allstate aced the initiative, reaching an estimated 3.2 million people.

Shedd Celebrates 75: Public Communications Inc. The Chicago-based aquarium managed to wrap up its 75th year with a 12-month celebration, which included an event with guest appearances by Batman, Dick Tracy and other 1930s characters (to celebrate the Aquarium's opening in 1930). From January through December of 2005, the Shedd facility was the most attended aquarium in the nation and most attended cultural institution in Chicago. The campaign secured more than 500 media placements, reaching an estimated audience of more than 100 million.





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Annual Report

Company: FEMSA and Curran & Connors
Campaign: FEMSA 2005 Annual Report

FEMSA's annual report starts out by stating that "in every game there is an innovator, a leader whose vision, style and skill change the way the game is played."

The company's annual report, created by Curran & Connors, took several pages from the FEMSA playbook to create an annual report that is dynamic, compelling and informative. Full-page, vibrant photos draw readers into the lifestyles of consumers who patronize the FEMSA brands, while sections on financial highlights, the marketplace, business model, brands, sustainable development, corporate governance and plans for expansion tell an impressive tale of a company reaching for greatness.

An opening letter to the shareholders provides the highlights of the financial year and the company's growth initiatives, while driving home the point that the company's success rests on an integrated beverage strategy, as well as its ongoing efforts to further a vision of responsible leadership for the Latin American beverage industry. The letter draws on images of FEMSA's



Honorable Mentions

iPR Ogilvy Limited – Li Ning Company Limited Annual Report 2005 "Making Great Strides" is an apt theme for Li Ning Company's annual report 2005. This leading sporting goods enterprise fostered valuable strategic alliances, garnered awards and celebrated its 15th anniversary in 2005. The report uses dynamic sports imagery to chart the company's successful efforts to leap hurdles, year over year. The bi-lingual report, which uses English for one half and Chinese for the other, draws readers in to explore its findings.

International Fund for Animal Welfare – IFAW At first glance, it isn't apparent why this report is called "Charting the Course of Animal Welfare" with an image of a sailing yacht. Then, you notice the IFAW logo on the mainsail of the "Song of the Whale," an education and research vessel. Inside, the company's touchstones of

solutions, compassion, pragmatism, sustainability and stewardship are superimposed on full-page photos of various animals. The high-impact message of the group's successful efforts to protect the globe's wildlife is effortlessly delivered.

Elizabeth Glaser Pediatric AIDS Foundation – Conveying the Emotion of a Global AIDS Foundation Through its Annual Report This report conveys the strong emotional impact of its subject, starting with a cover depicting the faces of four smiling children seen close-up, overlaid with the message: "Together Because Every Child Deserves a Lifetime." The compassion carries throughout the 52-page, four-color booklet, which also subtly reminds readers of children with its petite dimensions. The overall message of hope and determination informs this impressive piece.

social responsibility, affirming that its growth is guided by such "time-tested values" as "respect for human dignity, passion for service, quality and innovation, honesty, integrity and austerity." PRN

Winner: American Veterinary Medical Association
Campaign: "After the Storm: Hurricane Katrina"

Katrina's devastating impact on the lives of people in the Gulf Coast region was common knowledge within hours after the storm made landfall. However, the toll the hurricane took on the lives of animals wasn't noted until much later. The American Veterinary Medical Association's PR professionals were quick to take action in defense of these voiceless victims.

Veterinary medical assistance teams were organized by the American Veterinary Medical Association to rescue animals and help people who wouldn't evacuate because of their pets. The first and most important step was drawing attention to the crisis and publicizing the American Veterinary Medical Association's relief efforts so others could follow their lead.

The team decided that leading by example was the best way to motivate others to act, so the Associa-

tion made a one-time \$500,000 donation to encourage matching donors to contribute to the relief efforts. Once news of this donation (and the cause for which it was made) spread – thanks to the media outreach efforts of Association executives – support came rolling in. The American Veterinary Medical Association was able to mitigate the crisis and help restore the region's veterinary infrastructure.

The campaign was an exercise in quick thinking and fast acting. The shortest turn-around time was a mere two hours, when NBC's "Today Show" contacted the organization at 3 p.m. for a proposal to join as a partner in rebuilding the Gulf Coast. The only catch was that the proposal was due by 5 p.m. the same day, leaving little room for error.

Overcoming all the obstacles, the American Veterinary Medical Association experienced all-around

success, from the \$1 million in received donations to its subsequent partnership with NBC and Habitat for Humanity to help rebuild the Gulf Coast – not to mention, of course, the animals that were saved from the aftermath of the storm. PRN



Honorable Mentions

Porter Novelli Folgers – A Response in the Wake of Hurricane Katrina: When Hurricane Katrina swept through the Gulf Coast region, Procter & Gamble suffered damages to its largest Folgers coffee roasting plant. Plant production was halted, and 550 employees were displaced. P&G, with the help of Porter Novelli, set out to reinforce its business continuity, explain the temporary removal of the product from store shelves and establish its commitment to rebuilding the devastated area. Tactics included coordinated

donations with the American Red Cross for relief efforts, press conferences to communicate plant damages, a hotline to locate displaced employees and internal communications network between P&G and Porter Novelli staff. The efforts paid off, generating 384 million media impressions, and within three months of the disaster, market share was back up to pre-hurricane levels.

Hurricane Wilma Response: Comcast South Florida In the wake of Hurricane Katrina, most businesses in the Southeast United States had their hands full. When Wilma rounded out the active hurricane season, Comcast Cable's South

Florida branch was knee-deep in water – and outages. The PR team sent daily update reports to local media, ran an ad campaign about restoration efforts, maintained a Web site and sent customers affected by the outages apology and thank you cards with coupons for a Cold Stone Creamery ice cream cone.

Believe in ALEVE: Bayer Healthcare, Consumer Care Division & HealthSTAR Public Relations Against the backdrop of crises surrounding arthritis treatments like Vioxx, Bextra and Celebrex, non-prescription anti-inflammatory ALEVE faced questions about its own health risks.

Then, on December 20, 2004, another blow came in the form of a safety profile that claimed ALEVE posed increased cardiovascular risk in patients with Alzheimer's disease. Given this double trouble, ALEVE execs turned to HealthSTAR's PR team to restore confidence in the drug. Surveys quantifying confusion among consumers and physicians, coupled with an advisory committee, became fodder for ALEVE's "Good News" campaign. And it was good news, indeed. In the period immediately following the campaign, sales saw a dramatic 36 percent rebound – a healthy start on the road to brand recovery.

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Winner: Siemens Corporation and Weber Shandwick
Campaign: "Raising the Profile of a Quiet German Giant"

Globalization, coupled with the rising cost of labor in the United States, has kick-started a trend of outsourcing businesses to two up-and-coming economic powerhouses: China and India. As a result, some domestic business has begun to stutter, prompting many to fear for the viability of the U.S. marketplace. It's a debate that has grown louder in recent years and, in response to this worry – and the financial downturn spawned by it – Siemens Corporation set out to reinvigorate the American business landscape by proving its commitment to bringing jobs home instead of sending them overseas.

To live up to this lofty goal, the manufacturer and technology provider's communications executives teamed up with Weber Shandwick, first to re-brand Siemens as a "U.S."

company – not as a subsidiary of its German "mothership" – and second to enhance the corporation's credibility as an industry leader. Doing so required a deep understanding of the complex business environment, as well as a brand presence that would excite the media and jumpstart the flagging industry. Siemens achieved both, through aggressive media outreach backed by solid proof that the company was a stronghold of American business. CEO George Nolan played a leading role in the latter initiative, acting as a steward for the cause in interviews and speaking engagements.

Through the PR team's re-branding efforts, Siemens Corporation effectively redefined itself as a business that had Americans' best interests in mind. Success was measured in



Branding/Rebranding Campaign

Honorable Mentions

Making Sauerkraut Sexy: BIGfrontier Communications Group BIGfrontier gave sauerkraut a makeover to make it more desirable to young adults. The four-phase campaign included "K'tini" parties in upscale nightclubs, where martinis with sauerkraut-stuffed olives were the main attraction. The client, Fremont Company, saw a 30 percent increase in sales, and its product was named one of the Food Network's "Hottest Foods of The Year."

Goodyear's Richard Hamilton Project: The Goodyear Tire & Rubber Co. To raise awareness for its new family of tires (Assurance with ComfortTred Technology), Goodyear took an unusual avenue to generate PR: hair care. The company chose NBA basketball player

Richard Hamilton to model his tightly braided cornrows in the design of the tires' tread. The "tredlocks" got coverage on ESPN, CNN and "The Tonight Show," and were even an answer on the game-show "Jeopardy." The project reached an audience of more than 16 million, and Goodyear enjoyed a 126 percent increase in earnings.

Wines of Chile: The Next Generation: Wines of Chile & RF|Binder Partners To increase Americans' awareness of Chilean wine, RF|Binder launched a six-city wine tour in Chicago, Dallas, Miami, New York, San Francisco, and Washington, D.C. Media coverage increased in top wine trade publications including *Wine Enthusiast*, *USA Today* and the *Washington Post*, among others.

national magazine lead stories that chronicled Siemens' new American spirit, from *U.S. News and World Report's* piece "Siemens Shows Its U.S. Face," to *The New York Times* profile of Nolan. Perhaps CNBC economics commentator Larry Kudlow sums up

the campaign's success best: "Siemens Corporation is heavily invested in the United States ... Folks, there's a lesson here. It's called insourcing. Don't be afraid of free trade or free capital movements. It's going to work out just fine." PRN

Cause-Related Marketing

Winner: McDonald's and GolinHarris
Campaign: "World Children's Day at McDonald's"

McDonald's outposts worldwide are used to superizing orders of burgers, fries and icy drinks, but the corporate behemoth's sheer scale posed a oversized marketing challenge in 2005. Specifically, the communications team needed to coordinate restaura-

rants in more than 100 countries to unite for World Children's Day. The global fundraising initiative, which benefits the Ronald McDonald House Charities, was in its fourth year. But raising awareness of children's causes, increasing funds for the special day and generating worldwide participation required a PR plan of monumental proportions.

The team at GolinHarris joined forces with McDonald's communications executives to build on the company's trusted brand value (which was determined through a trust survey conducted by research firm NFO WorldGroup). Next, they executed a measured, successful event around the globe. By linking up with celebrities of specific interest to children in various cities – for instance, pop



superstars Destiny's Child in Los Angeles and racecar driver Sebastian Bourdais in Mexico City – the initiative drew international, national and local media attention, as well as product and monetary donations totaling in the millions.

World Children's Day (which actually played out over the course of the month of November) was a worldwide success, due in no small part to the PR team's internal communications strategy. That strategy included an international network connected by crew videos, message brochures, volunteer kits and a Web site. The numbers speak for themselves: 260 million media impressions, an ad value of more than \$10 million, and a 42 percent increase (from 2004) in visits to the media materials page online.

Perhaps the goal of institutionalizing World Children's Day as a calendar event on par with Mother's or Father's Day is still a few years away, but the ROI of the fourth annual World Children's Day was outstanding, especially for the campaign's beneficiaries: children with various needs. After all, Happy Meals are a good place to start, but the McDonald's/GolinHarris team came through to deliver something far more enduring. We're lovin' it. PRN

Honorable Mentions

The UPS Store & Mail Boxes Etc. Deliver Some Love: 2005 Toys for Tots Campaign: Mail Boxes Etc. Inc., Fleishman-Hillard & First Degree To align its brands with a well-known charity, The UPS Store & Mail Boxes Etc. and Fleishman-Hillard launched a cause-marketing program to raise money and toy donations for Toys for Tots. The campaign generated 4.5 million print and 8.5 million broadcast impressions and raised \$600,000.

American Heart Association Go Red For Women: Cone LLC This cause campaign was built to inspire a movement to fight heart disease in women. Go Red raised awareness of the fact that heart disease is the #1 killer of women, enrolled 300,000 women in the campaign, secured Macy's and Pfizer as national sponsors for a three-year commitment, and generated more than \$45 million.

Reebok Human Rights Award Media Program: Hill & Knowlton; Reebok International LLC This year, Reebok won its 18th Human Rights Award in Los Angeles, securing coverage in the *Los Angeles Times* and highlighting the stories of each recipient and the program. The ceremony garnered coverage from CNN, National Public Radio and the *Christian Science Monitor* and was mentioned in human rights documentaries.

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Community Relations

Winner: Development Counsellors International
Campaign: Helping the Displaced of Hurricane Katrina: A National Public Outreach Campaign



Hurricane Katrina was widely recognized as the most devastating natural disaster in the United States in 2005; it was also a juggernaut of public relations functions, from crisis communications to community relations. In the latter category, the Development Counsellors International (DCI) – an organization that specializes in economic development and tourism marketing – set a high standard with its work to promote the Baton Rouge

Area Foundation's efforts to help the devastated community recover.

The Foundation's work was often overshadowed in the press by that of high-profile national entities such as the American Red Cross and FEMA, but its dexterity enabled it to accommodate victims on a more personal level. The DCI team initiated a media outreach effort to draw attention to the nonprofit's capabilities during the city's darkest hours.

While it was no challenge to attract camera crews to the region, it was far more difficult to persuade them to focus on the Foundation's work. DCI did just that, overcoming a number of obstacles along the way.

For example, infrastructure damages after the storm required that most of the communications between DCI and Foundation execs

Honorable Mentions

Grooving Your Body Toward Better Health: Fast Horse Inc. Last year, Fast Horse Inc., came up with the "do" campaign: an effort to raise awareness of how incorporating small amounts of physical activity daily – for example, raising the heart rate for just 10 minutes – can lead to significant positive impacts on the health of Minnesota residents. The five-part campaign attracted local newspaper and television coverage and generated more than 1.9 million impressions.

PG&E's CARE Program for 2005 Outreach Campaign: Pacific Gas and Electric Company PG&E's California Alternate Rates for Energy (CARE) program, which provides a 20 percent monthly discount to low income, senior and disabled customers launched an outreach program to ethnic communities. The outreach team participated in a total of 90 multi-cultural events where it informed customers about CARE and contacted community based organizations. It

assisted them in their efforts and gave each a certificate of appreciation.

The U.S. Pond Hockey Championships: Haberman & Associates Pond hockey is a religion for many in such snowy states as Minnesota. With a deep understanding of this sentiment, PR agency Haberman & Associates initiated a community relations campaign, this time with itself as the client. The PR pros worked to spread the love for pond hockey among the community's children, as well as keeping the game alive among adults. The strategy was to develop a national event to pay tribute to and remind people of the dying tradition, culminating in a three-day tournament in downtown Minneapolis. With sponsors lining up in support and media attention swirling, the event was a knockout success: 200 million media impressions were generated, tens of thousands of spectators attended, and \$20,000 was raised for local charities.

took place via text message – not the best way to get to know a new client while everyone was still in the trenches.

Thanks to DCI's efforts in issuing calls to action across the devastated region, the Foundation's message

was heard loud and clear. The nonprofit came to be viewed as an integral part of the recovery effort, garnering media attention from top-tier outlets and raising a staggering \$14,300,000 in funds to help the relief efforts. **PRN**

Winner: Flatiron Communications LLC
Campaign: "The Flack"

Peter Himmler embraces irony with the title of his blog, "The Flack," paying "homage" to the PR profession's history of being the red-headed stepchild of the business world, while using the blog's content to announce a new beginning. He uses the RSS-enabled media platform to wax poetic on events that have PR implications, from the scandal surrounding former New Jersey Governor Jim McGreevey to the 2005 rape accusations at Duke University.

Himmler (a principal at Flatiron Communications) has helped elevate the status of the PR industry to that of a relevant, vibrant industry leader. His knack for telling the story behind each news story from a communication professional's bent demonstrates the oft-overlooked presence of PR in almost everything we do. His irreverent tone, practice of linking directly to other news stories and blog entries for greater context, and frequent updates (one to two times daily) have grown the blog's traffic substantially since its May 2005 launch. He also fields numerous requests now for conference appearances and speaking engagements. **PRN**



Blog

Honorable Mentions

Avent Sisterhood Six: Connecting Moms Across the Miles: Edelman Edelman not only eased nervous new moms' concerns about breast-feeding and/or bottle feeding with a mom-to-mom blog network, but its PR team also created brand awareness for the launch of the new DUO breast pump. The blog held visitors for 324 seconds – that's 300 percent longer than average blog viewing – and generated 15 million impressions for the breast pump.

"Fleet-ing Thoughts: Adventures in the World of Automotive Remarketing" Tierney Communications and Driveitaway Inc. Driveitaway Inc., a Web-based technology company that supports managers of commercial automotive fleets, had a great service: Technology that allows fleet managers to sell off-lease vehicles months before they come off lease, saving time and money in remarketing. The only problem was communicating this service to fleet managers. Founder and Vice Chairman John Possumato turned to Tierney Communications for help, and

the PR team revved up an unbeatable strategy. They created a Driveitaway blog – the first blog in the fleet industry – to attract media attention and keep consumers up-to-speed on their offerings. Thus, "Fleet-ing Thoughts" was born, and after six months of life, the site has received nearly 1,900 visitors and poised Possumato as a resource for top-tier media outlet journalists.

theFirehouse.biz, The Chrysler Group Media Blog: DaimlerChrysler Corp. For the purpose of granting journalists direct, detailed information about the company's goings-on, DaimlerChrysler PR execs established TheFirehouse.biz, a media- and analyst-only blog that reinforced the relationship between the automotive group and two important constituents. It serves as a forum for Chrysler executives to communicate in an informative yet informal manner, and since its launch in September of 2005, hundreds of journalists have added the site to their regular blog routines.



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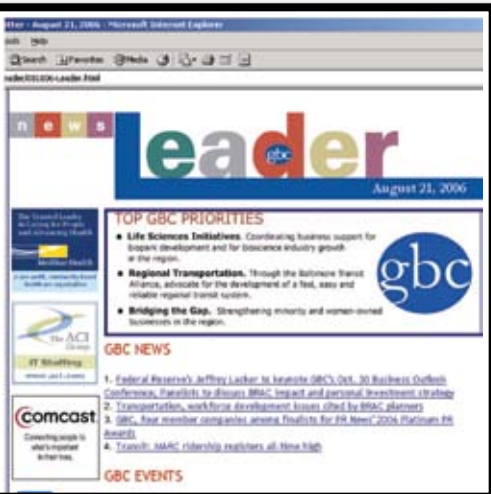
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E-mail Communications

Winner: Greater Baltimore Committee for 'GBC Leader' Newsletter



E-mail is by no means an avant-garde communications vehicle, but that doesn't mean there aren't ways to make it more vibrant, effective, relevant or accessible. The Greater Baltimore Committee – an organization of businesses, nonprofits, educational and civic institutions working to improve Baltimore's business climate – did just that with its "GBC Leader" newsletter. The newsletter provides GBC members with news, event and committee information, and member profiles.

"GBC Leader" was already being distributed to almost 2,000 owners, CEOs, executives and employees of GBC member companies and nonprofit organizations.

But its creators – communications professionals – kicked it up a notch to move away from its stodgy format and uninviting design.

They distilled the block of text usually present on the first page and replaced it with short but descriptive links to various stories, thus allowing the readers to choose the content they found most interesting. In addition,

Honorable Mentions

Improving the Effectiveness and Efficiencies of Electronic Mail Communications: Allstate Insurance Company-North Central Region To increase the effectiveness of its e-mail communications, Allstate executives conducted a survey to decide where to start. The study revealed that e-mail was the preferred method of communications, but there was a unanimous call to reduce correspondence to priority messages only. The team created e-mail guidelines and a weekly electronic newsletter to consolidate intra-office news. The outcome was a 39 percent decrease in the amount of e-mail sent from the regional office – a true accomplishment in a world that's quick to hit the "send" button.

Broward County Library's E-newsletter Seeking a non-traditional way of marketing to library customers, Broward County Library

created a monthly e-newsletter that gave customers direct access to library information, regardless of their location. With a base of 121 subscribers in April of 2004, the newsletter grew to more than 2,000 two years later.

The Power of Hope and Operations Re-STORE Hope: Entergy Corporation After Hurricane Katrina hit, the energy company Entergy launched an e-mail campaign to gain support and raise funds for employees affected by the disaster. By using its grassroots advocacy network, EnPower, Entergy was able to provide displaced employees with donated clothes, household goods, and hygiene supplies, as well as an online store. The operation raised \$4.2 million for The Power of Hope Fund and awarded more than \$618,000 to non-profits in the area, as well as individual/family grants ranging from \$500 to \$10,000.

a distinctive banner was added across the top of the newsletter to make it immediately recognizable when it arrived in someone's inbox, and a colorful new design was implemented.

Now, the e-mail newsletter commands the attention of its audience. Its success is evidenced by the solid percentage of newsletter messages that are opened – thereby avoiding the ultimate e-mail communications black hole: the deleted items folder. **PRN**

Winner: Merrill Lynch and Tiller, LLC Campaign: "Hindsight2insight"

Calling attention to mistakes is a precarious business, especially when those mistakes involve money – a subject that is sensitive for even the most profligate spenders. To meet this challenge, Merrill Lynch Investment Managers created Hindsight2insight, a PR initiative aimed at educating investors about common investment errors that are both costly and avoidable. With the help of Tiller, LLC, the Merrill Lynch team rolled out a plan to tackle the issue from all angles while remaining sensitive to human's nature's reluctance to be called out for financial *faux pas*.

Merrill Lynch studies reflected a clear link between the emotions and financial activities. Research-backed demonstrations of the impact of personality on the making of investment decisions served as a vehicle

for approaching investors to educate them about traits that lead to common mistakes. These included both women's

tendency not to begin investing early enough and men's inclination to hold on to a losing investment for too long. The research (compiled from public opinion polling spearheaded by the PR team) also served as the foundation for www.hindsight2insight.com, a Web site where investors could seek education and assistance anonymously. They could even take a quiz to diagnose their investing weaknesses.

Thanks to the combination of compelling research and interactive solutions, the media devoured the campaign. Features appeared in top-tier news outlets across the country, and a break-the-bank total of 168 million media impressions were generated.

MLIM's visibility benefited accordingly, with 700,000 individual visits to its site and a 93 percent rate of positive press coverage. The communications

Honorable Mentions

Making a China-based Jewelry Company into a U.S. Stock Market Gem: Investor Relations International Although jewelry manufacturer/distributor JADE was already a powerhouse in China, it needed to grow its U.S. stock value to compete in the marketplace. Investor Relations International set out to catch the eye of investors, boost investment activity and follow through with sustained growth. An aggressive outreach across multiple channels delivered the message to investors: JADE's operational strength and growth strategy were more than viable in the U.S., and investors should take note. The stock price went from \$1.50 to \$5,

and its sales/profits growth is projected into the double digits.

Alpha Natural Resources: From Appalachia to Wall Street: Financial Relations Board When Central Appalachian coal producer Alpha Natural Resources went public, it turned to the Financial Relations Board to create a successful Wall Street debut. By working with the company's investor relations and financial officers, the PR team crafted investment messages for news releases, conference call scripts, investor presentations and Web site materials. Over six months, Alpha Natural Resources' stock price jumped from \$19 to \$29, and it achieved a successful secondary offering.

team achieved a commendable coup: Addressing common investment mistakes with a sensitive audience – without ever drawing attention to their shortcomings. **PRN**



Winner:

**Quest Diagnostics and
Insidedge/GolinHarris**

Campaign:

**"Quest Diagnostics:
Understanding the Patient Experience"**

How do you get 40,000 employees across the country to unite behind a single mission? If you are Quest Diagnostics, you use innovative, non-traditional approaches to engage every individual in the corporate brand, all while helping them understand the importance of fostering a positive patient experience.

Quest Diagnostic communications executives met the challenge head-on with a multi-year "Employee Ambassador" initiative, which indoctrinated employees into the corporate vision. To kick-start the initiative, the Quest PR crew teamed up with Insidedge – agency GolinHarris' global employee communications group – to develop an interactive training session dubbed "The Patient Experience." Employees were drawn into the patient's point-of-view by teaser posters, a video and resource kits, enhancing their understanding of the patient's experience at Quest. The strategy underscores an integral element of Quest's strength in the industry: empathy for patients and their anxiety about medical tests.

An even more innovative initiative that fostered a sense of understanding was a "quiz show style" computer game that pitted teams of employees from locations across the country against one another in real-time competition. The interactive format made the initiative resonate with employees, but it also gave them a sense of satisfaction that is usually conspicuous by its absence from mandatory, company-wide information sessions.

The 2005 employee satisfaction survey provided

proof that Quest Diagnostics communication executives reached their goal: employee satisfaction rose from 66 percent in 2003 to almost 72 percent; 85 percent of employees said they had pride in the company; and 98 percent said that, after the training session, they felt better prepared to be an ambassador for the company. For Quest Diagnostics, employee satisfaction is clearly the best medicine for business health and longevity. PRN

Employee Relations



Honorable Mentions

Entergy's Pre-Hurricane Employee Awareness Campaign: Entergy Corporation To avoid future confusion over what employees should do in a weather disaster, energy company Entergy embarked on a three-pronged campaign to educate employees on new evacuation procedures. The operation consisted of an employee communications packet, newsletters and a Web site. Entergy's foresight and attention to detail paid off; when Hurricane Katrina hit, all of the company's employees came through unscathed.

Communicating Horizon 2010: Catholic Healthcare West Fleishman-Hillard Catholic Healthcare West faced no shortage of challenges in its daily business operations. As the eighth largest hospital network in the country, it had to align its messages with a large, diverse employee base. CHW teamed up with Fleishman-Hillard to communicate its new "Horizon 2010" strategy to hospital leaders around the country. Through focus groups, meeting-in-a-box toolkits and DVDs, the PR team was able to communicate

the "Horizon 2010" mission to its workers at a cost of less than \$4 per employee.

Inside Out: Making Communications Count for Comcasters: Comcast Cable, Eastern Division The 13,000 members of Comcast's Eastern Division were unhappy with the accessibility of the company's internal communications vehicles (the company has 60,000 employees nationwide). The PR team built up a network to communicate with frontline staff, engage Eastern employees and solidify relationships across the board. The juggernaut of internal communications culminated in a text-messaging system, a weekly e-letter, an "Ask Mike" newsletter leveraging the president's accessibility to answer questions, and a quarterly, company-wide broadcast. An employee satisfaction survey showed Eastern Division employees as having a 73 percent approval rating – that's 10 percent higher than the national average – and the highest participation rate of all divisions.

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External Publication

Winner: Latham & Watkins for Recruiting Flash Drive

Every year, tens of thousands of qualified candidates graduate from law schools with high grade point averages and an appetite for 80-hour work-weeks. Given the extreme competition among the companies that recruit these fresh-faced lawyers – especially for top-tier law firms – litigation powerhouse Latham & Watkins had to come up with a sink-or-swim strategy. It developed a recruiting brochure that could be delivered to candidates in a useful, unique way.

Honorable Mentions

Harvest of the Month: Growing Healthy Students: Hill & Knowlton

Getting kids to eat their vegetables is no easy task, until you use the power of PR. Last September, Hill & Knowlton sent more than 600 tool kits – made up of newsletters, menu slicks and press release templates – to 39 low-resource school districts throughout California. In an online survey conducted among administrators, 96 percent said they would recommend the program to colleagues and other educators.

Miracle on 51st Street Campaign Folder: Jacobs Center for Neighborhood Innovation & Effectiveness Through Communication Elementary Institute of Science

The Elementary Institute of Science launched a publication, "Miracle on 51st Street," to educate potential donors about the history of EIS, its accomplishments, goals and future programs. The campaign involved a booklet, three inserts

and a remit envelope. In addition to raising awareness for EIS, it also raised \$396,000.

Terrorism and Other Public Health Emergencies: A Reference Guide for Media: U.S. Department of Health and Human Services

The U.S. Department of Health and Human Services, Office of the Assistant Secretary for Public Affairs and the American Institutes for Research developed the reference guide "Terrorism and Other Public Health Emergencies: A Reference Guide for Media." The publication's goal was to provide accurate information on a range of terrorist threats, from biological agents to food safety and security. By making the guide attractive and useful to its target audience, more than 20,000 copies were distributed. One testimonial demonstrated the guide's usefulness when the media had to cover a ricin scare on a college campus.

Print brochures draw yawns from even the most over-caffeinated law school grads. Recruitment research conducted by the firm revealed an oversaturated market of print brochures, most of which were indistinguishable from one firm to the next in the eyes of job candidates.

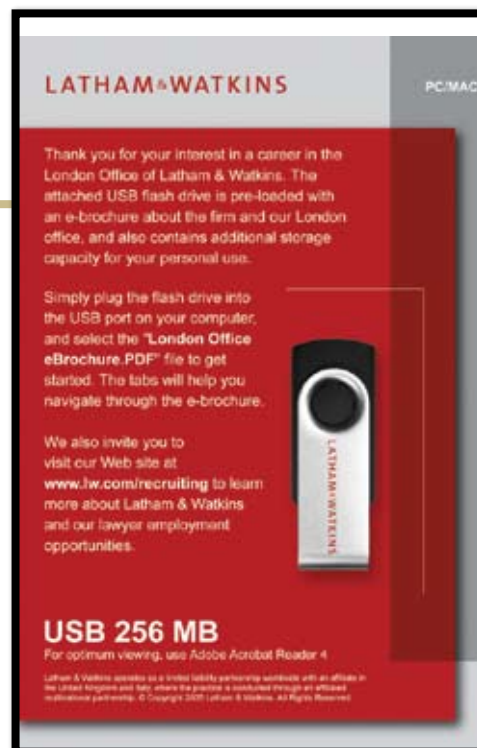
To make its "brochures" stand out, the communications team decided to turn to a more innovative, practical delivery vehicle: USB flash drives.

The small, attractive drives not only served as a valuable branding tool for the firm, but they were also enduring pieces of technology that could be re-purposed by the students for their own use down the road.

This nontraditional approach gave Latham & Watkins executives a double "bang" for their \$90,000 buck – a budget that was in line with the previous years' spending on traditional paper brochures and production.

Not only did the flash drive attract top candidates, but it also served as a cost-effective way to keep marketing materials up-to-date. With each new recruiting season, the team could add timely, relevant marketing materials to the drives instead of incurring the cost of reprints.

But perhaps the greatest benefit went to the law students – who were happy not to get just one more promotional pen or business card to add to the pile of forgotten recruitment freebies. **PRN**



Event Marketing

Bank of America CONTINUED FROM PAGE 1

exchange for various prizes. On October 20, 2005, MWW Group transformed New York's Grand Central Terminal's Vanderbilt Hall into an oversized living room and tied the sofa search for loose change to a book signing by financial expert David Bach, who hosted the event while signing copies of his book, *The Automatic Millionaire*. Bach also spoke about the benefits of saving even small amounts. The three-hour publicity stunt attracted more than 1,000 sofa-searching consumers, many of whom signed up for the product while they waited for their chance to attack the couch cushions.

In addition, MWW launched a multi-tiered media relations campaign. The overall campaign resulted in rave reviews from consumers and the media, which were sustained through more than 550 print, broadcast and online placements. Publicity efforts generated more than 150 million media impressions with \$2.5 million in advertising value. Since the initial wave of publicity and launch event, more than 700,000 consumers have signed up for Keep the Change and coverage has appeared in media outlets including the Associated Press, Dow Jones, *Boston Globe*, *Forbes.com*, *BusinessWeek.com*, Fox News, CBS "Early Show," Reuters, *The New York Times*, *The Wall Street Journal* and the *Washington Post*. **PRN**

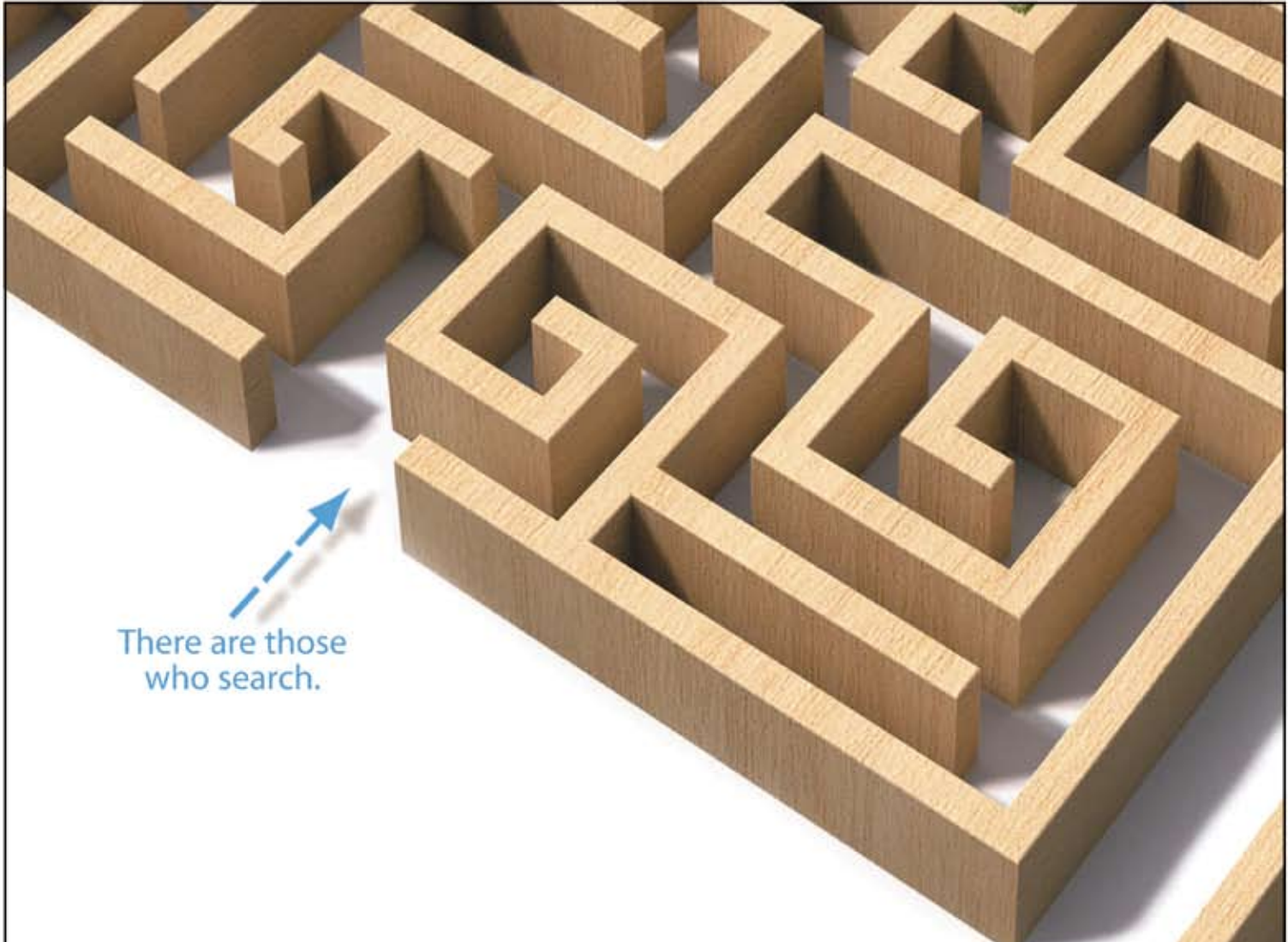


Honorable Mentions

FMA Live! Honeywell and NASA To raise interest in math and science among middle school children, Honeywell recruited a group of professional actors and stage show specialists to choreograph a program to make Sir Isaac Newton's Three Laws of motion more fun for kids (the program was named after Newton's second law: Force = Mass X Acceleration). The program reached almost 73,000 students in 153 schools and generated more than 25 million media impressions.

Project FOX: Volkswagen AG & eventlabs GmbH Volkswagen joined eventlabs GmbH to showcase the new VW FOX. The event comprised three mini-events over two days in Copenhagen for journalists in the car's young target demographic group. The group rested at Hotel Fox, observed activities at Studio Fox, and partied at Club Fox – all designed to expose them to the new car.

Wrigley Benefits of Chewing: Edelman, Wrigley Jr. Company Edelman helped Wrigley teach nearly a million college students the benefits of gum chewing in its campaign last year. The project, which involved gum samples, local-market events, and educational information, was so successful that Wrigley enlisted Edelman to continue the program at 12 college campuses.



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Global Communications

Winner: Kodak, Ketchum and Concentric Communications
Campaign: "Cutting the Cord – Kodak Leads the Wireless Photography Revolution"

Camera giant Kodak was taking a backseat to digital photography leaders Canon and Nikon, according to media headlines. But Kodak's communications team, with the help of Ketchum Public Relations, became a force to be reckoned with.

To combat negative press, Kodak executives issued an announcement in 2003 that the company would refocus its business model on accelerated growth of digital products and services. Piggybacking off that impetus for action, the combined Ketchum/Kodak

PR team followed up with a brand equity survey in 2004 to understand the company's positioning across categories and competitors. Then, in 2005, an aggressive global campaign trained the spotlight on the Kodak EasyShare-One (ESO), the first wireless digital camera (above right).

Kodak's wireless product – which was originally slated to hit shelves in June 2005 – first had to run the gamut of pre-launch publicity, from trade shows to media events to special advertising promotions,



to whet consumers' appetites. While the buzz generated by these efforts was laudable, the Kodak One galleries provided a PR coup.

Timed to coincide with the camera's release into the marketplace – and the holiday shopping season – the team rented out hip spaces in New York and San Francisco and hosted a month-long gallery event. The venues – decked out with flat-panel displays, mobile phones, online and in-store shopping terminals and images from Kodak's advertising campaigns – hosted consumers and the media at events from music parties to press gatherings.

Taking the campaign global, the team created a Gallery photo blog to highlight the daily happenings. Podcasts of the workshops extended the Gallery's reach around the world.

Thanks to a highly integrated, focused effort that spanned the globe, the campaign surpassed every goal. It captured the largest worldwide media/editorial share of voice in 2005 with 25 percent, beating competitors Canon and Nikon. Kodak also reestablished itself as an innovator, with 34 percent of the stories containing innovation messaging. In addition, the company's U.S. market share strengthened from 21 to 25 percent, and digital sales represented 54 percent of the overall revenue – the first time in the company's history that digital revenue surpassed traditional. The end result of the PR initiative was, well – picture-perfect. PRN

Honorable Mentions

Know Sweat! Campaign: International Hyperhidrosis Society with the Chandler Chicco Agency Chandler Chicco teamed up with the International Hyperhidrosis Society (IHHS) to raise awareness for hyperhidrosis, a disease characterized by excessive sweating that affects 3 percent of the U.S. population. An estimated 150 million people have been reached via articles and television segments. The radio PSA generated 18 million impressions, and hits on the Web site, www.sweathelp.org, have increased by 300 percent since the campaign began.

Yahoo! 10th Anniversary Campaign: Yahoo! Inc. To celebrate its 10th anniversary, Yahoo! decided to have an ice cream party. On March 2nd 2005 Yahoo! offered each of its visitors a coupon good for one free scoop of ice cream. The event generated more than 500 billion media impressions and prompted

more than 10,000 new users to create Yahoo! IDs. The company also held separate events for employees and investors/clients that included a live performance by Sugar Ray and in excess of 1,000 pounds of birthday cake. The campaign also took top honors in our Anniversary Event category.

GML Limited : APCO Worldwide To highlight the politically motivated mistreatment of YUKOS oil company's CEO, Mikhail B. Khodorkovsky, APCO Worldwide launched an aggressive lobbying and governmental affairs campaign in the U.S. and Europe, using op-ed pieces, a press room at the Moscow trial, Internet education campaign and *New York Times* multimedia program. Since then, Khodorkovsky and his partner have gained support from the U.S. Congress, and the initiative has spawned human rights Web sites and working groups.

Winner: Doubletree Hotels and Cohn & Wolfe
Campaign: Doubletree Hotels "Teaching Kids to CARE" Program

Doubletree Hotels' internal CARE philosophy stands for Caring, Attentive, Responsive and Empowered. To take that message outside the hotel company, Cohn & Wolfe created its "Teaching Kids to CARE" program to educate children about giving back to the community. The "Teaching Kids to CARE" program, with two school sessions in the spring and the fall, boosted community involvement, as well as awareness of Doubletree's commitment to the environment and conservation.

A "fill-in-the-blanks" press release helped each Doubletree property customize its outreach efforts. The pieces speculated on how much each community would benefit if thousands of children across the country planted trees on Arbor Day. The tailor-made releases from participating hotels helped to generate more than 80 million media impressions and totaled nearly \$1 million in advertising equivalency.

Cohn & Wolfe and Doubletree distributed toolkits to each of the 150 participating hotel locations. These included a

timeline and checklist for organizing the programs with local elementary schools; a lesson plan on planting trees and recycling; live native tree seedlings; a lesson plan to teach kids about the positive experience of helping others; and communications materials to work with the media and the public.

Honorable Mentions

Nintendo Unveils Plan to Arm Woodland Animals: GolinHarris In its tongue-in-cheek press release, GolinHarris used the colorful imagery of animals defending their habitats with firearms to promote the science fiction/action video game, "Star Fox: Assault." The video game was reviewed by more than 115 outlets, including *US News & World Report* and *The Washington Post*, receiving upwards of 35,000,000 media impressions.

Dodge Dakota Pickup Pucker-Up: Clear!Blue and Chrysler Group A year after its debut in the marketplace,

The children involved in the CARE program planted more than 10,000 seedling tree. Broadcast coverage of the two school sessions reached more than 200 markets and generated 300 television hits in key Doubletree markets. The overall campaign generated an ROI of more than 3:1 for Doubletree. PRN

the 2005 Dodge Dakota was in need of a publicity makeover to boost sales and reinvigorate consumer interest. Using the 2005 Chicago Auto Show as a platform, Chrysler teamed up with Clear!Blue to send out a press release teasing its reality TV-inspired, Valentine's Day-themed contest.: Whoever "locked lips" with a bright red Dodge Dakota for the longest amount of time would drive away a winner, car included. Thanks to the press release, which was layered with seasonal themes and fresh visual opportunities, the event itself was a stunning success. The Dakota saw no shortage of love, either: The winner kissed the car for a full seven hours and 43 minutes before taking it home for keeps.



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Large PR Firm of the Year

Winner: Weber Shandwick

Weber Shandwick's worldwide presence was underscored by a year of record growth and award-winning campaigns that ran the PR gamut in 2005. These included an integrated communications effort as the U.S. Department of the Treasury/Federal Reserve Bank moved away from paper checks, as well as a brand management initiative for the Minnesota Hospital Association.

Under the leadership of CEO Harris Diamond and President Andy Polansky, each of the agency's efforts emphasizes its business focus, which in turn drives its communications philosophy: achieving the outcomes that its clients want.

Judging from its high customer satisfaction rates, Weber Shandwick has hit that goal many times over, placing it at the pinnacle of outstanding PR service. This is also confirmed by the company's moral compass – some-

thing that's often lacking in large corporations – which is evident in its pro bono campaigns for such organizations as the International Osteoporosis Foundation, Habitat for Humanity and Namaste Charter School.

If 2005 is any indication, the future is bright for a company that came together in 2001 after decades of operating as two independent agencies: The Weber Group and Shandwick International. That youthful legacy is strengthened by the firm's proprietary strategic process, Outcome Management, which defines winnable outcomes and provides insight, knowledge, audience definition, message focus, program cohesion and measurement of results through analysis.

The scope of Weber Shandwick's achievements demonstrates that the young agency is maturing with the grace and poise that only an industry leader could possess. **PRN**

Honorable Mentions

APCO Worldwide This fast-growing agency opened two new offices last year, in Israel and Chicago, and APCO Online, the company's online communication offering, launched a new advertising feature that lets its clients instantly communicate with opinion elites around the globe. *Fast Company* magazine named Margery Kraus, president and CEO of APCO, to its list of the "25 Top Women Business Builders," and *Washingtonian* magazine selected APCO Worldwide as a "Great Place to Work" in 2005 and 2004.

Fleishman-Hillard, Inc. Fleishman-Hillard was busy in 2005. The company, which has expanded by 25 percent over the past 20 years, extended its international reach as a result of both organic growth and the acquisition of other premier PR brands. Also last year, it launched a new healthcare public affairs business and global campaign business, partnered with MBP Consulting Ltd. and Mercury Public Affairs, and announced plans to establish several new practice groups related to the energy, transportation, and travel industries.

Hill & Knowlton This global company had its hands full in Asia last year, helping clients plan for the possibility of an avian flu pandemic. Nearly 600 senior client marketers in Singapore voted Hill & Knowlton their preferred public relations agency in the region, according to a survey by *Marketing Magazine*, and Hill & Knowlton Canada won the 2005 Canada Awards for Excellence silver quality award from the National Quality Institute. The company also celebrated its 20th year practicing public relations in the Middle East.

Small PR Firm of the Year

Winner: Peppercom



Innovation and reinvention are the defining elements of Peppercom's approach. This explains why the strategic communications firm rang in its 10th year with both style and substance. Addressing the challenges that keep their clients up at night was among the crowning achievements for Peppercom executives, led by managing partners and co-founders Steve Cody and Edward Moed.

The team accomplished this by continuously rolling out new products and services, including a reputation-centric blog led by Cody; PepperDigital, a service that combines positioning expertise with digital communications platforms; and the professional development-focused Executive Leadership Forum. All point to the agency's constant attention to solutions and progress.

But looking to the future doesn't mean the firm's communications team is blind to the responsibilities at hand. True to their commitment to customer satisfaction, managers issue quarterly Client Report Cards to get feedback on strategy, creativity, responsiveness, and execution. The results of these checkups help the firm evolve, as does Peppercom's internal awards program, the Top Dog Awards. This employee relations initiative stimulates involvement of account leaders while celebrating the firm's best work.

In a time of changing communications landscapes, a knack for rein-

Honorable Mentions

SHIFT Communications Three-years-young agency SHIFT Communications gives new meaning to acting its age. The firm, which launched in 2003 and claims more than 40 practice areas, was listed among the "Best Places to Work" by the *Boston Business Journal* and *San Francisco Business Times*. It has also recorded a mind-blowing \$1+ billion in activity since its start. SHIFT's "no hype" policy reflects its commitment to measuring performance according to the impact its executives have on driving business, not fudging numbers.

Airfoil Public Relations, Inc. As the second-fastest-growing public relations firm in the country, Airfoil has its fair share of work to maintain its upward momentum. It does so by giving its clients – many of which are ingrained in the technology

industry – research-based strategies that catapult them into new stratospheres of success. Its 2005 account roster includes such star power as Microsoft, eBay, PayPal and Starbucks. These powerhouse wins helped the firm generate a 58 percent fee revenue growth in 2005, as well as a 52 percent increase in professional staff.

Coyne PR has enjoyed robust growth since launching in 1996. This includes client and account work, as well as revenue and staff. Coyne's philosophy is that the agency should attract the best employees, and then the best clients will seek the agency out. Agency revenue has increased 40 percent in the past 12 months, and major new business is coming on board as fast as the agency can accommodate it. What's more, the agency didn't lose a single client in 2005.

vention is crucial. Peppercom uses constant growth and development to fight complacency, and its reputation as a communications powerhouse benefits accordingly. After all, in the words of Cody's blog, everyone should care about "the importance of a good reputation in a world gone mad." **PRN**

Midsize PR Firm of the Year

Winner: MWW Group

For MWW Group, 2005 was a marquee year, judging by its sweeping success across all platforms. Not only did the agency rank number one in client satisfaction for the third year in a row, but it also boasted an 80 percent close rate on new business wins and nearly a 100 percent close rate on targeted pitches. That's no small feat, considering that the agency is in good company in the midsize firm category.

The agency can post such impressive numbers thanks, in part, to its embodiment of the "Aim High and Deliver" credo. That motto shines through in such programs as its brand awareness campaign for Nikon and its *Harry Potter* book product launch initiative for Amazon.com.

But while individual account success stories add up to a formidable reputation, it is MWW's nontraditional approaches that set it apart. For example, the agency's executives, headed by President and CEO Michael Kempner, will not segregate media relations from the account team, because they see it as separating the message strategists from the

delivery; nor do they endorse pitch teams, as the executives believe they are deceptive to clients.

In addition to its client-centric mentality, MWW instituted a notable business strategy in 2005. It integrated advanced measurement into every client program, in the form of a proprietary, customized

media management system called "Upshot."

This added bonus gives clients (and, in turn, MWW) a distinct advantage in the ever-changing, increasingly complex business arena. We predict that the company will make steady progress well into the future. **PRN**

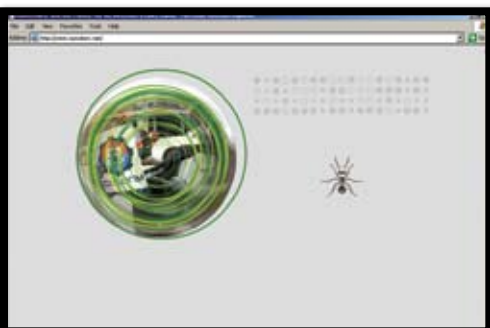
Honorable Mentions

Lewis Global Public Relations The pool of midsize firms is overflowing with strong performers, but Lewis Global Public Relations stands out as a success story across the board. With a 51 percent growth rate in 2005, successive profitability for seven years running, a client-retention rate of more than 70 percent and innovative technology products, Lewis is an industry leader — and all that with an average employee age of just 27. Its youthful demeanor provides clients with fresh perspectives and innovative offerings, including an account servicing extranet and "virtual" client presentations.

A&R Partners This agency set its sights on client satisfaction, innovation and longevity, and it delivers. Its 20-year history is marked by steady growth, a strong record of employee retention and client satisfaction. As the largest independent PR agency in Silicon Valley, the firm seeks projects with forward-thinking, clean technologies, and it counts such names as Adobe among its clients. With its finger on the pulse of its clients' needs, thanks to a flat organizational structure and attention to development goals, the firm has demonstrated promise over the past 20 years, which will no doubt be borne out over the next two decades.

Marketing Communications

Winner: Campaign: Microsoft and Edelman PR Microsoft Xbox Colony Turns the Gaming World Upside Down



Die-hard gamers aged 16 to 28 are notoriously hard to please, but they also spend upwards of \$100 a month on games. These natural viral targets can be a major challenge, given their brains and high expectations, but they are one worth aiming for.

When Microsoft Xbox was preparing to launch its new gaming console, Xbox 360, it needed to create a nontraditional PR campaign to make

sure the effort didn't fall flat. The result was "Colony," a Web-based, underground game that Edelman projected would hit the target market square in the bull's eye.

Edelman's objectives were three-fold: build an active community that could work for future Xbox launches, too; generate a groundswell of anticipation for the May launch; and develop a mechanism to publicize the Xbox 360 launch in print and online gaming media. To pique gamers' curiosity, the campaign was anonymous right up to the launch date — no one knew who was behind the game that was driving thousands to play at www.colony.net.

On the Colony home page, visitors were greeted by the mysterious Ant logo, a morphing globe-like object, and a cryptic message in gamer dialect inviting them to play. Once they formed or joined a Colony, players were taken to that Colony's personalized Web page. Over several weeks, teams were presented with puzzles; for each correct answer, they received a clue about the soon-to-be-revealed Xbox 360 system.

Edelman employed word-of-mouth marketing tactics to generate interest, including a fictional Colony leader, "gamem8ker," who sent e-mail messages to gaming networks. They also created a profile on Myspace.com that invited people to play, and showcased the Colony Ant logo in gamer handouts and on MTV. Maintaining Microsoft's anonymity helped to build buzz, and by the launch date, gamers' speculations were quite lively.

The company's new approach to word-of-mouth marketing paid off in a big way. Colony attracted nearly 16,000 teams and 110,000 individual gamers, and Xbox received 746,012 site visits on the night of the Webcast that launched the product; within a few days, that number had expanded to 1 million. Media outreach resulted in 30 standalone articles. Game forums exploded with Colony buzz in half a dozen languages. Xbox's distribution centers were swamped post-launch, and the Xbox 360 units were sold out for weeks. **PRN**

Honorable Mentions

Travelocity: The Customer's Champion: Travelocity & Vollmer Public Relations With a roaming gnome and a dedicated staff, online travel agency Travelocity made an "experience-based guarantee" to make itself "The Customer's Champion." Aside from generating more than 40 million impressions, the travel company also received *Fast Company's* 2005 "Customer's First Award" and increased its revenue by 65 percent.

Consumers Keep the Change: Bank of America: Bank of America and MWW Group When Bank of America needed to make its "Keep the Change" promotion rise above the noise of its merger with Fleet, MWW Group built a multi-tiered, three-month launch strategy, which involved an event that earned our Platinum PR Award for Best Media Event: customers searched for "loose change" in an enormous red sofa in

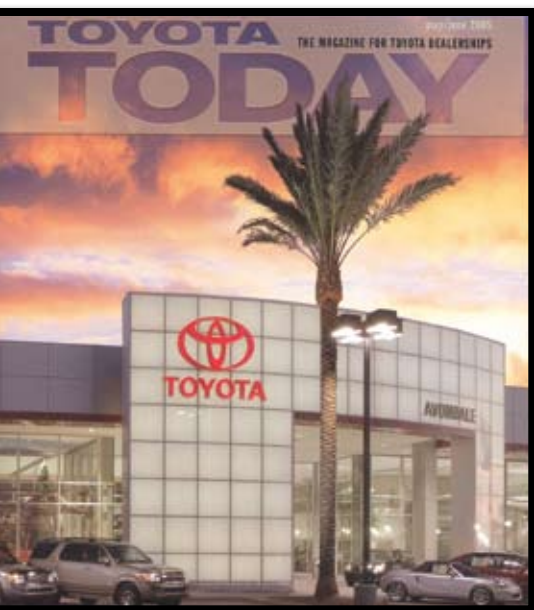
New York City's Grand Central Station. Radio promotions, a "Change Jar" press kit, blogs and a survey on holiday shopping and saving habits rounded out the campaign, which generated 140 million media impressions.

"Creating The Knowledge Source": Medco Health Solutions & Coyne Public Relations Medco, a subsidiary of a pharmaceutical company that spun off in 2003, needed its own image. Coyne Public Relations built a 12-month campaign to influence 60,000 benefit managers by informing 200 million Americans through a "Circle of Influence" based on Medco's 532 million annual prescription claims and internal experts. The company's corporate reputation rose 20 percent from 2004 to 2005, a survey of customers showed Medco had become the first brand of choice, and the media ran 4,000 positive branded stories.

Internal Publication (tie)

Winner: Toyota Motor Sales, U.S.A., Inc.
Campaign: Toyota Today

Toyota Today, published every other month, is distributed to 23,000 of the company's management and sales staff in dealerships throughout the U.S.



Designed to strengthen the link between Toyota Motor Sales and its dealerships, the magazine aims to build a broader understanding of industry issues, generate support for corporate, recognize accomplishments of dealerships and their employees, motivate dealers and their staffs to improve sales and service, and provide product and program news.

The 32-page, four-color glossy publication contains stories ranging from profiles of Toyota employees to customizable e-brochures that "align customer dreams with regional realities" and the technology that lets Toyota "maximize performance and fuel economy while minimizing emissions." Employees might even spot a piece on a concert that Toyota sponsored to entertain the troops at San Diego's Camp Pendleton – starring sexy songstress Beyonce Knowles. The magazine is written and edited by an in-house staff of five, each of whom has other jobs to do, aside from contributing to the publication.

The corporation's internal communications management team conducts biannual readership surveys to learn what the magazine's audience needs to know, and confirms that the publication's goals are being met. One of the surveys in 2005 found that

97 percent of respondents rated *Toyota Today* "excellent" or "good"; 89 percent of those who responded also said the magazine helped them do their jobs better, while 91 percent confirmed that the magazine helped them understand Toyota better.

The surveys also let the communications team fine-tune their coverage. As a result of a 2005 survey's findings, the team plans to increase its focus on sales, feature more sales consultant profiles, offer more sales tips from peers, and provide more product information and competitive comparisons. More customer input will be sought, as well, and the company will consider ways to boost readership of its Intersection column, which addresses specific issues with questions posed to sales consultants on the front lines. PRN

Honorable Mentions

SYNC: Gemstar-TV Guide International With the aim of improving internal communications, Gemstar created an internal newsletter to highlight new projects, success stories and cross-company initiatives. The newsletter now receives more submissions than it can print.

McWane Magazine-Casting for the Future: **Panorama Public Relations** To increase employee awareness companywide of employee and technical achievements, McWane put out an internal publication. In addition to accomplishing its primary objectives, the magazine also received the 2006 Communicators Award of Excellence.

INK: Carpet One For national carpet retailer Carpet One, the purpose of its PR-owned and -distributed internal newsletter *INK* was to keep all storeowners and employees abreast of the goings-on within the company. However, after conducting informal research, the PR team realized that many of its retailers – generally males over the age of 45 – don't understand the role played by PR in the organization. Therefore, the *INK* newsletter came to embody two main functions: spreading news and educating employees about PR's purpose, with the tagline "Carpet One Public Relations gets you ink." The effort paid off: With a minimal budget of \$6,000, the team spread the word, reaching an estimated 2,000 employees nationwide.

The Star: McCain Foods When a local printer said it could no longer print McCain Foods' *The Star* black-and-

white publication, the company took the challenge in-house. A color trial edition in 2004 was successful, using new methods to collect materials from 50 correspondents around the world, adhering to the *Star* Correspondent Manual. The production was well received by *The Star*'s audience of 1,600 employees, and quarterly assessments ensure the quality will remain high.

Winner: American Airlines and Weber Shandwick
Campaign: American Airlines Gets Fuel Smart

The outlandish fuel bills of many major airlines have given rise to a spate of financial woes in recent years, sparking numerous and varied responses.

American Airlines embarked on a conservation effort in 2005, called Fuel Smart, to keep its employees posted on the carrier's efforts to conserve fuel system-wide. The campaign also encouraged employees to submit their own conservation concepts for consideration.

A Fuel Conservation Task Force included members from various key American Airlines departments, from fleet service to finance and corporate communications. By conducting extensive research, the team gathered information on fuel prices, consumption and burn statistics, as well as the potential impact of each of the top 12 fuel conservation initiatives. In addition, the team analyzed the company's systems to determine best practices for reaching employees, as well as the cost and feasibility of creating new communications channels.

The campaign needed to inform employees of the carrier's efforts, engage targeted domestic work groups in the solution, and inspire those groups to work uniformly to employ existing fuel conservation strategies. The employee newsletter, *Flagship News*, was the

centerpiece of the program, focusing on Fuel Smart and sharing facts and success stories and issuing a call to action.

The four-page, black-and-white printed pieces also aligned with the company's cost-reduction efforts by keeping production costs down. More than 93,000 issues of *Flagship News* were distributed to AA employees across the country at headquarters and in airports. E-mail messages were sent to top managers and work group leaders to encourage word-of-mouth, and the publication was so popular that reprints had to be ordered. Employees responded eagerly to the newsletter, and pilots studied it closely. Many employees even posted the newsletter at their desks as a reminder of the company's focus on fuel conservation.

Under the Fuel Smart program, the airline saved more than \$150 million by the end of the year – at the time, that was the equivalent of buying more than 80 million gallons of fuel. Pretty smart tactics. PRN



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Public Service Announcement

Winner: Christopher Reeve Foundation and MWWGroup
Campaign: Calling All Superheroes: A Smallville Superman Tag PSA

The Christopher Reeve Foundation is dedicated to changing the realities of paralysis through grants, research and advocacy. As part of a new fundraiser, it teamed up with the Warner Bros. television network and DC Comics to develop a fresh approach to fundraising.

This approach involved the creation of Superman Dog Tags (seen at right). They are engraved with the Superman "S" shield and the Foundation's new tagline, "Go

Forward" and can be worn around the neck or clipped onto gear, sports equipment, purses, or book bags. The tags pay tribute to the late Christopher Reeve, the actor who played Superman in several movies and who was paralyzed by a horse-riding accident in 1995.

Sales of the tags help to amplify awareness of the Foundation and its work. All proceeds from the sale of the Superman Dog Tags go to support the Christopher Reeve

Foundation's ongoing research efforts to find treatments and cures for paralysis.

A public service announcement about the tags ran on the Warner Bros. (now the CW) network television show "Smallville," which dramatizes the young adulthood of Superman. The public service announcement featured Annette O'Toole (the actress who plays the adolescent superhero's adopted, human mother on the WB network show) who asked viewers to help Reeve's vision of finding a cure of paralysis become a reality.

Response to the announcement, which reached more than 5.5 million viewers, was overwhelming. After the PSA appeared, more than 5,000 sets of the tags were sold within just a few hours.

Also to publicize the sale of the Superman dog tags, Christopher Reeve's widow, Dana Reeve, appeared on the "Today Show" and "Access Hollywood," which sold more than 4,000 tags, the week



before the public service announcement ran. Appearances by Ms. Reeve on "Good Morning" and "CNN American Morning" also generated sales of 4,000 tags. Tragically, Dana Reeve would herself die of cancer in March 2006.

By establishing a relationship with the WB network and leveraging that relationship to create a powerful alliance with the producers of "Smallville," the Foundation was able to raise more than \$100,000 for spinal cord injury research – a superhuman effort that Superman would surely have appreciated. PRN

Honorable Mentions

"Picture of Health" National Multi-media PSA for CDC's Screen for Life Campaign: Ogilvy Public Relations

Colorectal cancer is the second leading cancer killer, but more widespread screening could prevent two-thirds of colorectal cancer deaths each year. Ogilvy Public Relations Worldwide partnered with the Entertainment Industry Foundation and the National Colorectal Cancer Research Alliance, founded by Katie Couric. The campaign included print PSAs with Couric, airport dioramas, and TV/radio PSAs with actor Morgan Freeman, which ranked repeatedly in the top 2 percent of PSAs tracked by Nielson.

U.S. Conference of Mayors – Breast and Prostate Cancer Awareness Public Service Announcement Campaign: Burson-Marsteller, Chicago; AstraZeneca

In partnership with Burston-Marsteller, Chicago, AstraZeneca developed a radio PSA campaign to expand awareness of AstraZeneca's commitment to prostate/breast cancer and education to position AstraZeneca as a leader in the treatment of both diseases. Mayors from 41 states participated in the announcements, which reached an audience of almost 200 million Americans throughout the country.

Media Relations

Smithsonian National Zoo CONTINUED FROM PAGE 1

Calls to journalists began at 4:30 a.m. on July 9, 2005, when Tai Shan was successfully delivered. A naming ceremony and press preview both preceded his debut with the public. The cub's photo was on the cover of *The Washington Post* eight times from July to December, and *Washingtonian Magazine* featured the baby panda on the cover of its "Best Bets" issue. News releases tracked the baby's first vaccination, teeth, steps, and naming. Media events were planned, as were pitches informing the press about the Zoo's conservation efforts. An online press kit featured photos, background information and fact sheets, which it updated regularly. The Zoo sent out 23 news and photo/video press releases between July and December of 2005 marking cub milestones.

National news broadcasts mentioned the cub on 47 days, and local news covered him on 76 days. Zoo visitation during the four-month period following the cub's public debut rose from 334,814 to 530,357 visitors, compared with the same period a year earlier. Gift shop revenues skyrocketed by 100 percent, and 9,000 new members joined the Friends of the National Zoo in 2005. About a third of those members came on board in the last quarter of the year, after Tai Shan's birth. PRN



Honorable Mentions

The Oreo "Milk's Favorite Jingle" Contest: Weber Shandwick Cookie dunkers from across the country auditioned for a chance to get on an Oreo commercial by putting their own twist on the old "Oreo & Milk" Jingle. Among the initiative's achievements: Oreo sales increased by 3.4 percent, and Oprah sang her own version of the jingle to kick off a segment of her show.

Fresh Pomegranate Public Relations Campaign: POM Wonderful Pomegranates weren't exactly an *en vogue* fruit when POM Wonderful, the leading grower of pomegranates in the U.S., set out to generate media awareness and make the fruit more "aspirational." The effort included a pomegranate occasion – that is, National Pomegranate Month – a collection of chef-developed recipes focused on the fruit, pre-release deliveries in boxes that read "POMs have arrived," and the inclusion of pomegranates

at influencer events, such as the Playboy Mansion New Year's Eve Bash. The fruit saw sweet results, including TV appearances on celebrity chef shows and a \$2.6 million ad equivalency in top-tier media outlets.

"Positioning PowderMed to Avert a Flu Pandemic": PowderMed and Schwartz Communications PowderMed, a development-stage company that proposed a DNA-based vaccine to combat an avian flu pandemic last year, needed to make its voice heard. The company focused on educating the public about the efficacy of DNA-based vaccines, compared with traditional "egg-based" vaccines, by conducting a top-tier media tour and directing the media to independent, credible sources. The eight-month campaign garnered 233 media placements, with total campaign media impressions exceeding 43 million.

Multicultural Campaign

Winner: New Jersey Department of Health and Senior Services and Fleishman-Hillard New York
Campaign: The 20-Minute Test that Could Save Your Love Life

New Jersey's African-American and Hispanic women suffer a disproportionate risk for HIV/AIDS, compared with the rest of the nation, and half of those living with HIV are unaware of it. Therefore, the New Jersey Department of Health and Senior Services launched a campaign to make the public more aware of its rapid HIV test,

which provides results in 20 minutes, rather than days or weeks.

An advertising-only campaign by FH partner GMMB in 2004 had already resulted in 48 percent more calls to the New Jersey HIV/AIDS Helpline, and by 2005 the rapid HIV test was more widely available. A new informational campaign was needed to keep building on the earlier success.

The new campaign targeted minority women between 20 and 49, developed and implemented messaging about the rapid HIV test and helpline, encouraged women to take the test and call the helpline, and distributed condoms to promote safe sex. It focused on the 10 regions where the problem was seen as being the most pervasive.

Fleishman-Hillard distributed the

information by carefully identifying 300 hair and nail salons that were willing to participate in such a sensitive project. They used eye-catching posters and magnets to get attention, as well as brochures, branded emery boards, condoms and counter display boxes with the helpline number and Rapid HIV test information. Public health centers were also tapped to get the materials into women's hands. A press conference before National Black HIV/AIDS Awareness Day focused attention on the issue.

The award-winning campaign garnered more than 4,700,000 impressions in the print and broadcast media. TV segments described the grassroots initiative, resulting in nearly 220,000 positive impressions for the crucial Latina audience. Calls to the helpline increased by 90 percent – and virtually every caller asked where they, or a loved one, could be tested. **PRN**



Honorable Mentions

CMS African American Medicare Rx Campaign: Ogilvy Public Relations Ogilvy's four-part PR campaign raised awareness among African-American seniors and their caregivers about the new Medicare prescription drug program and enroll them in it. Among other accomplishments, Ogilvy managed to secure celebrity endorsements from Bill Cosby and Danny Glover.

What's Under Your Hat?: Os-Cal & Duffey Communications To generate awareness of vitamin D deficiency among African-American women and promote Oskal Chewable Vitamin+D as a solution, GlaxoSmithKline Consumer Healthcare and Duffey Communications developed a four-part campaign called

"What's Under Your Hat?" The program (which included a National Consumer Poll, a guide to bone health, press kits and forums where physicians and sufferers spoke) generated more than double the media impressions it sought.

Taking Healthcare to the Streets: NJ Family Care & MWW Group NJ FamilyCare, a free or low-cost health insurance organization, needed to re-establish relationships with diverse community partners; it also hoped to enroll 5,000 new children. MWW Group rewrote the association's printed materials in eight different languages. A van with the NJ FamilyCare logo delivered the message in 250 targeted settings, including school sports events, faith-based organizations, hospitals and school districts. The campaign reached more than 50,000 families and signed up 10,000 new children.

Winner: The Hershey Company and Dome HK
Campaign: The Versatility of Hershey's Cocoa

Most people don't need an excuse to consume chocolate, but the Hershey Company had become aware that Hershey's Cocoa – although most pantries contained a canister of the product – was often overlooked in everyday cooking. The average consumer associated cocoa strictly with sweet, chocolate desserts, but rarely thought to use it in other recipes.

The company hired Dome HK to get out the message that Hershey's Cocoa was more than delicious – it was also extremely versatile, and good for consumers' health. Data from a Hershey study demonstrated that two tablespoons of natural cocoa has the same antioxidant capabilities as 1.5 cups of blueberries, two glasses of red wine, or three cups of black tea. And while red wine and other antioxidant-rich comestibles were making the news, cocoa's health benefits were still in the shadows.

Dome HK set out to increase consumer awareness of Hershey's Cocoa by pushing its antioxidant qualities, as well as its possible uses in daily cooking. Dome hired celebrity chef Curtis Aikens (photo, right), known for his healthy cooking, to participate in an upscale culinary event, called "Hershey's Cocoa Steps Up To the Plate." Aikens prepared four dishes – from grilled salmon with spiced cocoa seasoning to Tex-Mex spiced cocoa vegetables – in front of an audience representing more than 35 media outlets.

Martha McKittrick, a registered dietician, was also on hand to deliver key messages about the health benefits. A press kit at the event included a branded "cocoa shaker," as well as a booklet talking about the history of cocoa.



Media Event

More than 108 million media impressions were generated by the event, from the Associated Press to *Prevention* magazine and the *Miami Herald*. Even more gratifying, the company was bombarded with consumer requests for the branded cocoa shakers. The media event – and the gifts – clearly hit a sweet spot with chocolate fans eager for more. **PRN**

Honorable Mentions

Girl Talk: Choices and Consequences of Underage Drinking: The Century Council Recent data, according to The Century Council, show that alcohol consumption is declining among female eighth-grade students. Unfortunately, however, there also seems to be a slower decline among girls of all ages across the country. Therefore, the Council launched a campaign called "Girl Talk" to raise as much awareness as possible among mothers (the most influential figure for girls) and daughters, as well as the general public. With a budget of \$40,000, the project generated almost 50 million media impressions and got coverage on three major morning shows, including NBC's "Today Show," ABC's "World News This Morning," and CNN's "Live Today."

Inside the Situation Room: Microsoft Opens Its Doors to the Public During a Crisis: Microsoft, Security Technology Unit and Waggener Edstrom Worldwide When a computer virus named "Zotob" chewed its way through Microsoft Windows operating systems in 2005 and was blown out of proportion by the media, the communications team – along with Waggener execs – took control of the problem, advising the Microsoft Security Response Center to open its situation room's doors to the public. The vehicle? The very media outlets that were publicizing the crisis as an out-of-control threat. It was a calculated risk with exponential benefits, as it placated Microsoft users' fears and demonstrated the company's ability to put the bug to bed before it bit any more customers.

Winner:

**Shakespeare Dallas and
Carter Public Relations**

Campaign:

Taking Center Stage: Shakespeare Dallas Benefits from PR

Pro Bono Campaign

All the world may very well be a stage, but the Shakespeare Dallas theater company was facing both meager attendance and dire financial straits as 2003 got under way. In fact, the numbers had dropped so far that the center was contemplating closure. In 2000-2001, attendance had bottomed out, dropping from a previous average of 900 playgoers per night in 1999-2000, to 400.

But a multi-year turnaround plan and debt-relief campaign changed the outlook for this cultural staple of Southwestern life.

The company had a miniscule budget, which covered marketing and promotions, but not

public relations or media relations. Carter PR came to the rescue with a pro bono campaign that sought to increase attendance and sales, expand the demographics of the center's clients, and secure additional cultural partnerships and funding for the 2006 season.

The team developed customized media announcements and plotted a focused, hands-on approach to leverage media relationships to pitch exclusive stories that promoted both the performances and the center as a business-savvy arts organization. Target media included regional publications, monthly and weekly magazines,

minority publications and local TV and radio stations. Press releases went out, and media were invited to dress rehearsals to take fresh photos of current productions.

Shakespeare Dallas received approximately 100 local media hits within a six-month period, all of them touting the company as one of the top attractions of the summer.

Following the company's 2005 summer season of theatrical productions, it received a number of grants, including a three-year matching grant of \$224,000 from the Meadows Foundation and an NEA contribution of \$25,000.

In addition, income and money raised for the company's debt-relief campaign brought in \$92,000 more in 2005 than in 2004, and performance attendance rose by 6 percent.

And for its pro bono effort, Carter PR was named an overall winner in the Volunteer Center of North Texas' "Hearts of Hope" program, which recognizes outstanding corporate contributions to the arts and community. Later, the firm received a Summit Award, which recognizes the effectiveness of the overall campaign, and Shakespeare Dallas Executive Director Sandra Greenway declared the company's exposure had never been higher in its 35-year history.

A spokesperson at Carter PR says the company expects to continue the relationship with the center. In fact, Carter is already handling PR and media relations for Shakespeare Dallas' fall season 2006, which began earlier this month. **PRN**

Honorable Mentions

24 Hours to Keeping the Doors of the Tennyson Center

Open: Ground Floor Media After the National Benevolent Association went bankrupt, the Tennyson Center, a home for abused/neglected children 5 to 15, was suddenly up for grabs and targeted by a buyer who wanted to turn the property into a for-profit senior center. The center turned to GroundFloor Media, which had been providing PR services to TC for a year, and the agency launched a three-part campaign that stopped the sale and allowed a friendly bidder to buy the property.

A Forum for Social Change: Voce Communications

Girls For A Change, an organization created to encourage professional women to support urban middle and high school girls to become social change makers and innovators, called on Voce

Communications to establish their influence beyond Silicon Valley, generate online awareness and organize an event for their "Site 2" launch. The InHer City blog gained national exposure for the group, which is now planning the launch of GFC Site #3.

Every Child Needs a Family: Premisa Foster parenting in Croatia remains limited, despite a 1991 Convention on the Right of the Child. Premisa set out to increase the number of potential foster families to at least 200, raise \$330,000, and mobilize the business community to help. A powerful campaign tapped influential media, partnered with UNICEF, encouraged citizens to donate, staged a charity concert, and arranged a benefit soccer match. The campaign raised \$460,000 from 60,000 individual donors and corporate partners.

Winner:

Microsoft and Waggener Edstrom Worldwide

Campaign:

**Raise the Speed Limit:
Microsoft Launches 64-bit Windows**

Product Launch

When Microsoft was preparing to launch its 64-bit Windows desktop and server, it wanted the technology and business media to stand up and applaud, despite a perception that 64-bit computing wasn't in great demand and that Microsoft had lagged in getting the product to market.

The team employed deep engagement with bloggers (from Mary Jo Foley of www.microsoft-watch.com to Paul Mooney of dotnetjunkies.com) before and during the product launch, generating considerable buzz. Top-tier business and technology trade press were given access to a senior Microsoft executive in person. Bill Gates and other top personnel gave interviews with key publications, and analysts' feedback was sought and disseminated. Pre-briefs gave press the details on the x64 launch.

Three standalone 64-bit signature stories appeared in CNET, Bloomberg and *Information Week*. Fourteen stories with in-depth mentions of the x64 offerings ran in Bloomberg, *USA Today*, the *Financial Times* and *Seattle Times*. Unique articles in trade publications and local and international press numbered 90, and

96 percent of all coverage was favorable. One hundred percent of the coverage carried the key messages.

On the server infrastructure side, the shift from 32-bit to 64-bit processing has made a sweep, with all supplier companies making the jump to the faster capabilities. In addition, adoption rates among software suppliers are picking up speed. **PRN**

Honorable Mentions

Launch of *Siempre Mujer* magazine: Meredith Corp. Last year Meredith dove headfirst into the Hispanic media market when it launched *Siempre Mujer*. The magazine, a Spanish publication that addresses "every key stage in a woman's life," ranked third in awareness among ad agencies and media buyers even before the first issue hit the stands.

The Elton John Signature Red Piano: Giles Communications LLC; Yamaha Corporation of America Last fall, Yamaha Corporation of America teamed up with Giles Communications to promote a new piano that would have players seeing red. "The Elton John Signature Series Red Piano" is the same instrument the performer played in his Las Vegas Show. Aside from reaching a potential audience of 9 million, the company has also sold almost half of the scarlet instruments.

Lady Speed Stick "24/7 Lifestyle": Cohn & Wolfe, Lady Speed Stick Cutting through the clutter to reach today's "non-stop" women is no easy feat, but it's a challenge Cohn & Wolfe was ready to take on. The program, "24/7 Lifestyle," included an editor event as well as print and broadcast outreach campaigns. Lady Speed Stick received the *Redbook* MVP Beauty Award and saw an increase in sales by 18 percent over last year.



Winner: The American Heart Association and Cone LLC

Campaign: American Heart Association's Go Red for Women Campaign

Heart disease is the single largest killer of American women, yet it is still viewed as an "older man's" concern. By the end of 2005, the American Heart Association's cause campaign, "Go Red for Women," had enrolled more than 300,000 women, raised \$45 million and garnered more than 2.3 billion media impressions.

Women who enroll in the "Go Red for Women" program receive a red dress pin to show they are part of the movement, a monthly e-newsletter with heart-healthy tips, events and programs, news, recipes and promotions, access to Go Red merchandise, discounts from sponsor Macy's and more.

Cone LLC planned the campaign to infuse the AHA brand with more relevance and emotional appeal, raise awareness of heart disease as the top killer of women, and position "Go Red" as the voice of the movement. It also hoped to increase and diversify overall corporate support for the initiative, and leverage the AHA's credibility as a scientific organization.

Cone hired Toni Braxton, a singer within the target demographic of women 35 to 55, to participate in interviews and events, including a "Roll Out the Red Carpet" media event at Radio City Music Hall and an Empire State Building Lighting Ceremony. For National Wear Red Day, February 4, 2005, participating companies received kits to encourage employees to donate \$5 and wear red to support the cause. Twenty affiliates forged corporate partnerships and held "Cities Go Red" events in local markets. Such landmarks as Niagara Falls and the Empire State Building were tapped to "Go Red" on National Wear Red Day, and red dress statues were modeled after celebrities.

The campaign, which was launched in 2004, raised women's awareness of heart disease as the No. 1 killer from 34 percent in 2000 to 55 percent in 2005. In addition, 2.3 billion media impressions were garnered in 2005, with coverage of the campaign efforts

in February and May appearing on "Today," the "Early Show," "NBC Nightly News" and "Good Morning America," and in *USA Today*, the *Wall Street Journal*, *The New York Times*, and *The Washington Post*.

Corporate support also rose noticeably. Macy's and Pfizer were national sponsors, with three-year commitments. Macy's renewed its sponsorship recently to run through 2010. PacifiCare and Bayer gave three-year commitments for secondary-level support, and more than 8,600 companies participated in National Wear Red Day, up from 800 in 2004. PRN



Winner: American Medical Association
Campaign: Keep Medicare's Promise: Physician Cuts Hurt Seniors

When Medicare announced that it planned to cut its payments to physicians, the American Medical Association came out swinging, with input from its political and grassroots department and state medical societies. The AMA waged a nationwide media campaign using media tours, op-eds, news releases in targeted congressional districts and doctor surveys to spread the word that the cuts would prevent seniors from obtaining adequate health care.

In addition to media coverage, the AMA generated more than 530,000 contacts to Congress by both patients and physicians. Every interview, press conference and press release encouraged seniors to contact Congress, and the AMA's toll-free telephone number and Web site with electronic contact form were widely distributed at press events.

As a result, four bipartisan bills were introduced in Congress (three in the House of Representatives, and one in the Senate) to stop the payment cuts. The House bills were sponsored by 202 Representatives – both Democrats and

Republicans – as well as 26 Senators

Media tours with the AMA's "National House Call" program in target cities featured press conferences, desk-side briefings with health and government reporters, editorial board meetings and interviews with local TV and radio stations. Nine independent editorials called for Congress to intervene. A launch event in Washington, D.C., released an AMA survey on physician reactions to the payment cuts. The physician survey was a key element of the campaign, and results were spread through a media campaign to drive home the critical message that the cuts would curtail seniors' access to adequate health care.

The events were planned to issue a call to action for seniors and lawmakers to call their Representatives to push the issue. Through the AMA's efforts, 45 million people learned about the impending cuts through news articles, television segments, AMA op-eds and independent editorials. The campaign was so successful that Congress did, in fact, vote to stop the 2006 payment cut. PRN

Honorable Mentions

System in Crisis: TSG Consulting On behalf of the state of West Virginia, TSG Consulting launched a PR campaign to increase state government funding levels for behavioral healthcare. The agency reached out to business leaders, warning them of the economic impact that a lack of funding would have on the state's economy, as well as the general public, highlighting the stories of people affected by mental health issues. As a result of the campaign, West Virginia saw a \$20 million increase in funding for behavioral healthcare.

Be Ready. Make a Plan.: Burson-Marsteller Washington, D.C. and 11 nearby counties joined to use DHS Urban Security Initiative funds to increase emergency preparedness among citizens. The personal preparedness planner, community partnership programs with local businesses, a media relations effort, grassroots training initiatives, paid media campaign and interactive elements scored big: nearly 1.5 million plans were distributed, close to 40,000 unique visitors logged on to www.makeaplan.org, and more than 9.5 million media impressions were made in one month.

Tech Valley High School: Sawchuk, Brown Associates To open, the Tech Valley High School in upstate New York needed special enabling legislation from New York State; it also had to mobilize the support of influential leaders. A campaign tapped media relations, a business alliance, special coalitions, tours of the region's technology advancements, meetings with the New York Senate, community outreach and advocacy advertising to push through the legislation. The New Technologies Foundation also committed to provide funding and professional support.

Research & Measurement

Winner: Hudson Highland Group and Ogilvy Public Relations Worldwide
Campaign: Creating the "Leading Economic Indicator's Indicator"

Hudson Highland Group was a new company in a competitive landscape: human resources-related professional service firms. The global professional staffing and executive search firm lacked brand positioning, identity, cohesion and visibility in a realm populated by big players with notable reputations, among them Korn/Ferry, Spencer Stuart and Manpower. So HHG set out to create its own image.

Ogilvy Public Relations Worldwide looked for ways that HHG could differentiate itself with its knowledge of trends in the employment space. It then created a vehicle for messaging to convey HHG's perspective on national employment market trends. Ogilvy PR helped HHG create and launch the first measure of employee workplace perceptions: the Hudson Employment Index. Then, it pursued coverage in national and regional media to promote visibility and assembled a team of media ambassadors from HHG to serve as spokespeople, positioning the Index in the most effective ways.

Each month, the Hudson Employment Index uses one of the largest samples of the country's working

population to conduct more than 9,000 telephone interviews with employees nationwide. The Index collects the most accurate reading of employee's feelings about the job market and correlates data on employer hiring plans, job security and personal finances. It measures employee confidence by age, gender, race, marital status, compensation levels and other key divisions. Based on the success of the local data in 2004, Ogilvy PR added six markets for a total of 11 and additional demographic breakdowns for the start of 2005. Rasmussen Reports, LLC, an independent research firm, compiles the data monthly.

A combination of press releases, a Web site (the Hudson Employment Index Web site shares data within the company, as well as providing HHG executives with a communication tool for business development) and online graphical media kit joined strategic partnerships with business organizations to achieve the desired results. More than 9.7 billion combined total audience figures for Hudson Employment Index coverage were the result, and the Index has gained status as the leading indicators' indicator. The Index

Honorable Mentions

Telework: Virtually Working in the Federal Government: O'Keeffe & Company, Inc., CDW Government, Inc. Remote access solutions-provider CDW Government and O'Keeffe & Company benchmarked the state of teleworking — using computers to work outside the office — and increased awareness of federal telework requirements with a survey program targeting federal employees. Awareness of the telework option increased 3 percent in just 60 days.

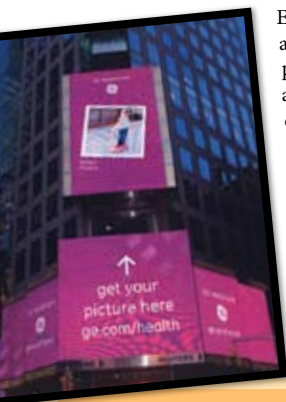
Procter & Gamble and Delahaye: Making the PR-to-Sales Connection P&G and Delahaye applied marketing mix modeling to quantify the extent to which PR promotes awareness of the company's brands, as well as the degree to which PR drives sales. The method worked, showing that PR-based influencer marketing efficiently delivered high levels of return, often surpassing the ROI of mass-market advertising and other standard methods.

May The Workforce Be With You: Kitchen Public Relations and Spherion Corporation Spherion, a staffing and recruiting company, wanted to boost the image of its employment survey, the Spherion Report. Kitchen PR opted to release the survey on the same day the Bureau of Labor Statistics unveiled its monthly report. The resulting link between Spherion's numbers and those of the BLS gave Spherion better media credibility and made it one of the key sources in its field, boosting Spherion's business results.

now receives monthly Reuters coverage calling attention to it as a possible precursor to the monthly Bureau of Labor Statistics data. **PRN**

Winner: General Electric
Campaign: GE's World Health Day: Picture a Healthy World in Times Square, New York

Web Site



Early detection and disease prevention are an important element of health, and GE tried to encourage consumers to learn more about their healthcare options with the "Picture a

Healthy World in Times Square" campaign. The campaign also would create brand awareness for GE, showcasing its involvement in health care.

The campaign encouraged consumers to post stories and photos of how they stay healthy on GE's Web site: www.pictureahealthyworld.com. The site was introduced on February 14, 2005, with an international "takeover" of Yahoo! sites in six countries, as well as promotions on WebMD and other online media. Employees of GE were invited to participate online.

On April 7, World Health Day, GE used nine digital billboards in New York City's Times Square to display the pictures that site visitors had provided. Street teams and pedicabs, armed with health information, brought people to the company's studio, where they could enjoy 15 minutes of fame through the super-sized pictures broadcast in Times Square. The live event and collateral activities made the papers, blogs and a "New York Minute" segment on Fox 5's evening newscast. By May 1, the

site had recorded more than a million page views, with 230,000 unique visitors from 195 countries submitting 6,000 healthy photos and stories. Media coverage reached more than 5 million TV viewers, and coverage in newspapers, magazines and online media reached 1.8 million people.

The Web site is an ongoing effort; at press time, it had posted 4,117 healthy photos from site visitors, as well as photos and videos of the 789 people who told their healthy stories during the Times Square event. **PRN**

Honorable Mentions

CPA Student Recruitment Campaign "Start Here. Go Places.": American Institute of Certified Public Accountants & Wunderman The American Institute of Certified Public Accountants wanted to increase the interest and participation in their profession among high school and college students, so they created a Web site called

StartHereGoPlaces.com. The Institute reports the number of students planning to declare accounting as a major quadrupled and the number of accounting graduates tripled.

Geek Squad Rescues Star Wars Fans from 'Prequel-it is': The Geeksquad.com 'Absentee Kit': Best Buy & Ketchum When *Star Wars Episode III: Revenge of the Sith* hit theaters, many *Star Wars* aficionados decided to skip school and work in order to see it. Capi-

talizing on this absenteeism and anticipated media surge, Geek Squad created the "Absentee Kit," which included tips for using Wi-Fi Internet technology to stay connected to their workplaces and personal lives, wherever they are. The "Absentee Kit's" 184 media placements reached an audience of more than 35 million and had an ROI of 176 percent.

Meg A. Byte Interactive Online Game: Business Software Alliance & Dittus

Communications With the goal of educating graphic designers about the dangers of software piracy and the importance of respecting copyright laws, Dittus Communications and Business Software Alliance developed a Web site featuring a video game about a super-heroine searching for a "prince" and battling a few software pirates along the way. After the game was launched, BSA saw an increase in the number of Web site visitors from 204 (before launch) to more than 3,600.

HOW OTHERS SEE US



“Stanton Communications has been instrumental in the development of a communication platform that enabled us to maintain a consistent message globally during a time of transition in our organization.”

*Nick Parnaby,
Chief Marketing Officer,
World Wide Retail Exchange*

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