

PR News' 2018 Platinum PR Awards Finalists Announced, Hannah Storm to Host Sept. 21 Awards Luncheon in NYC



07/27/2018

By Sophie Maerowitz (<http://www.prnewsonline.com/author/smaerowitz/>)



Twitter battles. Flame art. The life cycle of an aluminum can.

All three of the above are examples of the ingenuity exhibited by PR News' 2018 Platinum PR Awards finalists. Armed with sharp storytelling skills and a mastery of communications tactics, PR News' Platinum PR Awards finalists have driven measurable successes for the brands and charitable causes they champion.

At PR News' annual [Platinum & Agency Elite Awards luncheon](#)—which this year will be held [Sept. 21 at the Grand Hyatt in New York City](#)—hundreds of communications professionals gather

to celebrate the top communications and marketing campaigns of the last year, as well as the PR and marketing professionals behind the strategy and execution of those initiatives.



Hannah Storm,
anchor, ESPN's
SportsCenter;
founder,
Brainstormin'
Productions

This year's Platinum & Agency Elite Awards luncheon will be hosted by ESPN's Hannah Storm, an award-winning journalist, producer and director. Storm, a pioneer in the field of sports broadcasting for women, an advocate for children's issues and a published author, joined ESPN in 2008, and now serves as an anchor for SportsCenter, the ESPYs and more.

Previous to joining ESPN, Storm spent five years at CBS News as host of "The Early Show," covering numerous major news events ranging from the 2004 presidential election to the Iraq War and Hurricane Katrina.

In an exclusive fireside chat at the Awards luncheon, Storm will discuss the storytelling techniques her production company, Brainstormin' Productions, uses in its documentaries and branded content for clients. She'll also speak about her experience as a woman working in the broadcasting industry leading up to and during the #MeToo era.

A full list of PR News' 2018 Platinum PR Awards finalists is below. Winners in each category will be announced at the Sept. 21 awards ceremony and luncheon in New York.

PR News Platinum PR Awards Finalists 2018

24-Hour Campaign

- Consulate General of Switzerland in New York - Twitter Battle between Switzerland and Sweden
- Consumer Reports - Romaine/E. Coli Warning
- MIX Public Relations - Malwarebytes Rapid Response Program
- National Association of Manufacturers - Best Seat in the House

Activism Campaign

- Novelis and Discovery Education - Life of a Can

- Consumer Reports - Equifax Data Breach
- DeVries Globala - Pantene Gold Series All Strong Hair is Beautiful Hair Campaign
- HP Inc. - Reinventing Sustainable Impact: One HP Original Ink Cartridge at a Time
- IBM - The Fight for Equality in the Lone Star State
- PepsiCo - Rush2Recycle
- ROX United/Curacao - "Mi Voz Cuenta": My Voice Matters
- SAG-AFTRA - Workplace Safety Campaign

Anniversary

- Food Lion - A Neighbor to Count On: Food Lion Celebrates its 60th Anniversary
- Kurio // The Social Media Age(ncy) - Finlandia by Forest Machines
- M Booth - The Estée Lauder Companies' Breast Cancer Campaign Reaches 25-Year Milestone
- Marina Maher Communications and Rabin Martin - Merck for Mothers – UNGA: A TIME for Mothers
- PJ Lhuillier, Inc. - Thank You for 30!
- Sheridan College - Sheridan@50: A Creative History for a Creative Campus
- Sparkpr - MapleStory Fest: The Perfect 13th Anniversary Celebration
- Susan Davis International - Centennial Commemoration of America's Entry into WWI

Annual Report

- Argo/Pace - Beyond the Numbers: Reimagining the Annual Report
- The Association of Junior Leagues International - Progress Is Plural
- Consumer Technology Association
- National Retail Federation
- Norfolk Redevelopment and Housing Authority
- Sparkpr - eHarmony's Happiness Index
- Thomson Reuters - Trust in Motion
- United Nations Foundation - Global Bureau Year in Review

Blog

- Butin Integrated Communications - NFI Dish on Fish
- Cold Spring Harbor Laboratory - CSHL Labdish
- Microsoft - Transform
- National Association of Manufacturers - Shopfloor
- PureTemp LLC - Phase Change Matters
- R&R Partners - The Blonde Abroad: Vegas Bucket List

Boutique Firm

- Cheer Partners
- King Media
- Parker Sanpei - Lifestyle & Hospitality Marketing

Brand Turnaround Campaign

- Cardinal Innovations Healthcare

- DeVries Globala - JOHNSON'S "Remove the Wonder If" Campaign
- ECMC Group - Reinventing the Reputation of an Acquired Brand
- Edelman - Mitsubishi Regional Jet: Progress & Commitment

Branding

- APCO Worldwide - USA Pavilion at Expo 2017
- Clorox with Ketchum - Clean is the Beginning
- DeVries Globala - Zippo Flame Art
- Diffusion PR - Elevating the USA TODAY NETWORK brand: more than a newspaper company
- Hilton Garden Inn with Ketchum - Taking "Simple Things" to a Refreshing New Level
- Lyft Launches Five Star Lager
- Rogers & Cowan - Jockey 'Show Em What's Underneath'

Cause-Related Marketing

- 21st Century Fox - The Search for Hidden Figures
- Biosector 2, a Syneos Health company - Be Vocal: Speak Up for Mental Health
- Habitat for Humanity International and Porter Novelli - Home is the Key 2017
- M Booth - Ready, set, share! Johnson & Johnson Ignites Global Moms Relay for Family Health
- M Booth - The Estée Lauder Companies' Breast Cancer Campaign Reaches 25-Year Milestone
- MSLGROUP - Trades Training: Addressing the Skilled Labor Gap While Serving Separating Military Members
- Novartis with Biosector 2, a Syneos Health Company - Telling Metastatic Breast Cancer to "Kiss This!" with #KissThis4MBC
- The Thomas Collective - Look Up

CEO of the Year

- Kathy Bloomgarden, Ruder Finn
- Peter Finn, Finn Partners
- Ashok Vemuri, Conduent

Community Relations

- Allstate Foundation - Helping Hands Grants
- Aramco Services - Aramco Answers the Call: Hurricane Harvey Response
- Cherokee Nation Businesses - Where the Casino Money
- FleishmanHillard & Anheuser Busch - The United States of Beer
- Goldwind Americas & Mahoney Communications Group - Goldwind Works
- Havas PR with MilliporeSigma - Curiosity Cube Ignites Scientific Passion Across the U.S
- Jackson Spalding - Atlanta Braves Parking and Transportation Campaign
- Mastercard - Girls4Tech
- Novelis and Discovery Education - Life of a Can
- Toyota and Discovery Education - TeenDrive365 In School

- Weber Shandwick - Cancer Screen Week

Content Marketing

- AICPA - Enhancing Audit Quality
- Ferrovial - Content Marketing
- Hampton by Hilton Uses Comedy to Connect With “Real” Travelers and Break the Aspirational Mold
- Kovert Creative - Fight Dirty
- Luxottica Pearle Vision - Thinking Small to Win Big
- Northwell Health - What Cancer Took and What Cancer Gave: The Well
- Old Spice and Citizen Relations - Get Wild (And Real) with Moms and Sons
- PepsiCo - Rush2Recycle
- Planet Fitness - Gut Check: Dad Bods Rule
- Planet Fitness - Love at First Lift: A Dream Wedding
- Stein IAS & Ingredion - You Are How You Eat

Crisis Management

- BASF US Crop Protection - Bringing Down Weeds, Raising Up Farmers
- Children's Health - Hurricane Harvey Response: How Children's Health Responded to One of the Largest Disasters in Texas History
- Dallas Fort Worth International Airport - DFW Airport Communicates During Executive Order
- Exxon Mobil Corporation - Fueling Recovery During Hurricane Harvey
- FKQ Advertising + Marketing - Protecting Your Client from a Serial Killer and Ensuing Media Pressure
- Florida International University - Crisis Communications: Hurricane Irma
- Medtronic Puts 5,000 Employees First in Wake of Hurricane Maria
- Newell Brands - #CrockPotIsInnocent
- US Postal Service - Delivering 131 Days of Crisis Messages for USPS
- Virginia Tourism Corporation - Stand for LOVE - Re-positioning Virginia after the Crisis in Charlottesville
- Weber Shandwick and Sutter Health- Heroes Among Us: Sutter Health Emerges as a Role Model for Natural Disaster Response in 2017

Data Insights

- Ameriprise - Family Wealth Checkup study
- APCO Worldwide - VantageScore B2C Pivot Research
- Bsquare/Voxus PR - 2017 Annual IIOT Maturity Study
- Burson Cohn & Wolfe - Fifth Annual Super Bowl Survey
- Dell - Applying Digital Transformation to inform IT Transformation
- Ketchum Global Research & Analytics - Clean & The Human Psyche
- Old Spice and Citizen Relations - Get Wild (And Real) with Moms and Sons
- Planet Fitness - Gut Check: Dad Bods Rule with Planet Fitness
- The USG Corporation + U.S. Chamber of Commerce Commercial Construction Index

- VSC and HoneyBook Empower the Creative Economy with Fair Wage Insights and Legal Protections

Digital Communications

- aptitude LLC - aptitude 2020 educational series
- Fleishman Hillard - Don't Say VELCRO
- Golin - Lime-A-Rita Launches #RitaSays, Serves Up Straight Talk to Millennials with a Social Media Advice Column
- International SOS - 2018 Travel Risk Outlook & Business Resilience Trends Watch
- Kovert Creative - Fight Dirty
- Kovert Creative - Howler Soccer Ball Phone
- Microsoft - Education event newsroom
- Microsoft - Marea subsea cable newsroom
- PepsiCo - Rush2Recycle
- Taft Communications - ReThink Energy NJ "Stop PennEast" Campaign
- Weber Shandwick - Transforming Classic Kid's Drink to Athlete's Secret Weapon

Diversity & Inclusion Campaign

- The Association of Junior Leagues International - Progress Is Plural
- USC Shoah Foundation and Discovery Education - 2018 iWitness Video Challenge
- TGR Foundation and Discovery Education - Explore
- Food Lion - Reshaping our CIAA Partnership to "Slam Dunk" Hunger In Our Communities
- PwC - CEO Action for Diversity & Inclusion
- Swimsuits for All

Employee Relations

- Dallas Fort Worth International Airport - D&I is in Our DNA
- DuPont with Gagen MacDonald and Think Marketing - Countdown to Day One: Creating DowDuPont
- FleishmanHillard - Emerson: Creating a Values Compass to Guide Business Transformation
- Medtronic Puts 5,000 Employees First in Wake of Hurricane Maria
- Weill Cornell Medicine - We Are Weill Cornell

Event Marketing

- Agency Spring & Grundfos - "Best Installer" - Reaching the hearts of installers through their hands
- CandlePower by Yankee Candle - Newell Brands Ignites a Flame in SoHo
- Catalyst Public Relations - Courtyard Super Bowl Sleepover
- Comcast NBCUniversal - The Xfinity California Drone Speed Challenge!
- Cox Communications - Smart Home Events
- Goldman Sachs - 10,000 Small Businesses Summit: The Big Power of Small Business
- Hunter Public Relations - Scotch-Brite Brand #WorthTheMess

- Kajeet - Homework Gap Heroes
- Ketchum and Mastercard - Mastercard Brings Start Something Priceless to Life Leading into the 60th Annual GRAMMY Awards in NYC
- LEWIS - Event Series: Fake News, Real Consequences

External Publication

- Cherokee Nation & Cherokee Nation Businesses - Anadisgoi magazine
- Children's Health - Taking Pediatric Health Care and Welfare 'Beyond ABC'
- Covered California - Issue Briefs
- Danfoss Solutions Magazine
- MullenLowe U.S. - Futures Magazine 2017
- New York Independent System Operator (NYISO) - Power Trends 2017: New York's Evolving Electric Grid
- Upstate Medical University - Upstate Health magazine
- US Postal Service - Postal Facts 2018
- The USG Corporation + U.S. Chamber of Commerce Commercial Construction Index

Facebook Communications

- Association of International Certified Professional Accountants - Human Intelligence
- Golin - JetBlue's No Blackout Non-Eclipse Non-Event
- KWI Communications - Aflac and the Power to Do Good
- Maryland Department of Transportation State Highway Administration - Severn River Bridge and MDOT SHA Cares

Financial/Investor Relations

- Abbott - An All-Time High for Financial Communications
- BECU & C+C - BECU's Closing for Good and "The Next Big Talk"
- Cherokee Nation Businesses - Economic Impact on Oklahoma
- LaVoieHealthScience - Publicly Traded Company Releases Pivotal Clinical Trial Data
- PAN Communications - Positioning Quanterix for a Successful IPO
- Precision Tsugami (China) Corporation Limited- Precision Built for Success
- Viacom - Fiscal 2018 Second Quarter Earnings Results

Global PR Campaign

- DeVries Globala - Zippo Flame Art
- HP Inc. at Cannes
- HP Inc. - The Wolf
- IBM Research - Quantum Computing
- O'Malley Hansen Communications - HanesBrands Latin America Public
- UTC Climate, Controls & Security - HEALTHfx: The Benefits of Green Buildings: Energy, Emissions and Health
- Visit Orlando - Orlando's BIG Thank You
- Walt Disney Studios - Black Panther

Communications

- American Dental Association - Combatting the Opioid Epidemic: ADA Launches New Policy
- American Kidney Fund - Hurricane Disaster Relief for Dialysis Patients
- Biosector 2, a Syneos Health company - Telling Metastatic Breast Cancer to "Kiss This!" with #KissThis4MBC
- Cision Distribution for Varian Medical Systems
- DEA and Discovery Education - Operation Prevention
- GCI Health - Raising Awareness of gammaCore: The first non-invasive treatment for patients with migraine and cluster headaches
- Gedeon Richter Plc. - Richter Health City Program
- Golin - Humana Champions Boomers at National Senior Games
- MDR & Sanford Health - Year-round Youth Health Activation Through the Classroom
- Ogilvy & Boehringer Ingelheim - Bernie Williams Hits a Breathless Homerun
- RXMOSAIC - #NoHormonesPLZ inspires women to ask for what they want – or don't want – in their birth control
- Shield HealthCare - OstomyLife
- UnitedHealthcare - PreCheck MyScript
- UnitedHealthcare Motion
- Weber Shandwick and Sutter Health – Heroes Among Us: Sutter Health Emerges as a Role Model for Natural Disaster Response in 2017
- Weill Cornell Medicine - We Are Weill Cornell

Influencer Communications

- AARP with Rogers & Cowan - AARP Studios Dinner With Don
- American Public University System - Social Influencer Program
- BASF US Crop Protection - Bonding with Farmers on the Dirt Road Tour
- California Pizza Kitchen - #PoweredByCauliflower
- Golin - JetBlue Check In For Good
- Havas PR - Transitions Change Agents: Appealing to Younger Eyes
- InterContinental Hotels Group - Holiday Inn Influencer Communications Campaign
- Marina Maher Communications - Merck Women's Health Helps Women Plan for "Her Life. Her Adventures"
- PNC Financial Services Group - PNC Bank's 2017 Christmas Price Index Social Media Influencer Campaign
- Rpr Marketing Communications - Neutrogena Makeup SkinClearing Campaign
- Sony Electronics - Sony Alpha Imaging Collective
- Team Epiphany - Heineken and BAPE collaborate for 2017 #Heineken100 program
- Weber Shandwick - Cancer Screen Week
- Weber Shandwick - Milk: Beyond the brand: how MilkPEP built consumer confidence with trusted voices

Instagram Campaign

- IBM

- Kivvit - Wynwood Business Improvement District
- M Booth - Johnson & Johnson Donate a Photo Influencer Program: Driving Affinity Through Photography
- RIDGID - Summer Brews
- Synchrony - Not Just A Purchase
- UN Foundation - #EyeOnClimate

Internal Publication

- Children's Health - 'Balloon Beat' Rises Above the Industry Standard
- Coca-Cola North America - Strategic Employee Newsletter Program
- KFC Corporation - The Bucket Newsletter
- MWW PR - FirstEnergy-TV
- Stein IAS - The Post-Modernist
- Turner International - On Location With Gerhard
- Union Pacific - 2018 Strategy Publication
- Viabuzz - The Voice of Viacom18

Large PR Firm of the Year

- Finn Partners
- FleishmanHillard
- Ruder Finn

LinkedIn Communications

- Cisco Talent Brand - LinkedIn Life / Career Pages
- FleishmanHillard - Amplifying Executive Voices to Share Thought Leadership Perspectives

Live Streaming

- Cisco - WeAreCisco Facebook Live Employee Culture Correspondents
- Golin - JetBlue's No Blackout Non-Eclipse Non-Event
- Hampton by Hilton Uses Comedy to Connect With "Real" Travelers and Break the Aspirational Mold
- IBM
- Racepoint Global - Imagine the Future, Dassault Systemes 3DEXPERIENCE Forum
- Texas A&M University - Midnight Yell Livestream Campaign
- WE Communications - "Racing The Sun" with the New 2018 Volvo

Marketing Communications

- BackBay Communications & Murray Devine - Spend Less, Reach More
- Edelman - Dove and Shonda Rhimes Launch Real Beauty Productions
- FleishmanHillard - Emerson Top Quartile Industry Thought Leadership
- HP Digital Artistry House: Reinventing Digital Storytelling
- Lippe Taylor - Deion Sanders for BOTOX Cosmetic
- Nationwide - 'GOALS' campaign / Walter Payton NFL Man of the Year
- Newell Brands - Elmer's Glue: It's Slime Time

- Oracle - Putting Mack Trucks in the Driver's Seat of a B2B
- Sparkpr - eHarmony's Happiness Index
- Tourism Australia - Dundee Tourism Campaign
- UTC Climate, Controls & Security - HEALTHfx – The Benefits of Green Buildings: Energy, Emissions and Health
- Visit Orlando - Orlando's BIG Thank You

Marketing Team of the Year

- CSRA
- Luxottica Pearle Vision - Thinking Small To Win Big
- Mitsubishi Electric
- Modernist Cuisine
- Parallel Wireless Dynamic 4
- RIDGID
- Rogers & Cowan
- SignUpGenius

Measurement

- APCO Worldwide - VantageScore B2C Pivot Research
- Dell – IT Transformation - Social Intelligence
- H&R Block - Ditching impressions and revamping PR measurement
- Hill+Knowlton Strategies - Aflac 2017 Open Enrollment Campaign
- Ketchum Global Research & Analytics – New York International Auto Show: Impact Analysis
- SAP - Measurement - Aligning company revenue directly to PR (finally!)

Media Event

- Allied Integrated Marketing - WWE WrestleMania 33 Media Blitz
- Burrell Communications - Toyota Music: The Quintessential NYC Night
- California Milk Processor Board - Three Kings' Day and Milk
- Canadian Tire - Play Finds A Way Launch
- Consumer Technology Association
- Covered California - "Covered in Art" Open Enrollment Bus Tour
- Finn Partners /DHL - DHL eCommerce 2018 San Francisco Media Day
- KFC Corporation - KFC Georgia Gold Launch
- Intel - Experience the Moment: Intel House Press Day
- National Geographic - JANE at the Hollywood Bowl
- Reebok x Nina Dobrev x Les Mills Ultimate Staycation
- Rogers & Cowan - Elton John Bids Farewell to the Road
- Rogers & Cowan and FRUKT - Delta Air Lines Silent Disco
- UTC Climate, Controls & Security - Excitement is Building: Introducing the UTC Center for Intelligent Buildings

Media Relations

- Abbott & GCI Health - Bringing the FreeStyle Libre Revolution to the U.S.: Transforming the Lives of People Living with Diabetes by Liberating Them from the Pain and Hassles of Routine Fingersticks
- Activision, PMK*BNC, Step 3- Destiny 2
- Children's Health - We Have Heart: Building Awareness of the Heart Center at Children's Health
- FleishmanHillard - CERAWeek with Emerson Goldwind Americas - Goldwind Works
- Golin - JetBlue's No Blackout Non-Eclipse Non-Event
- Intel - Experience the Moment
- Jessica L. Daitch Communications LLC - CreakyJoints® Don't Hold Back the Activated Arthritis Patient
- KFC Corporation - Fried Chicken Scratch 'n' Sniff Valentine's Day Cards
- Kivvit - DSM Change the World
- lotus823 & Nuheara - Listening in as Hearables Brand
- Modernist Cuisine - Modernist Bread Book Launch
- Mower - Paychex
- O'Malley Hansen Communications & MKTG - NFL Extra Points Credit Card at Super Bowl 51
- PAN Communications - A Swipe Right on Application Security: Checkmarx Discovers Vulnerability in Tinder
- Raytheon - Elevating Raytheon's Cyber Brand
- U. S. Travel Association - Sparking a National Conversation to Win Back America's Lost Vacation Days
- Weber Shandwick - Ancestry - Declaration Descendants
- WE Communications - "Racing the Sun" with the New 2018 Volvo XC60

Medium PR Firm of the Year

- Cone Communications
- Havas Formula
- Hotwire
- Lambert, Edwards & Associates
- Matter Communications
- PAN Communications
- Peppercomm
- Praytell
- Spectrum
- Tonic Life Communications

Multicultural Campaign

- 21st Century Fox - The Search for Hidden Figures
- The Axis Agency - ALDI First, Primero ALDI
- Burrell Communications - Toyota Green Initiative
- Covered California - Targeted Segment Outreach

- d expósito & Partners - Campaign Categories/Multicultural Campaign - Cada paso del camino (Every Step of the Way): An AARP Documentary on Latino Family Caregiving
- DC Health Benefit Exchange Authority - DC Health Link: Get the Facts. Get Covered, A Campaign to Cover the District's Uninsured
- DeVries Globala - Pantene Gold Series All Strong Hair is Beautiful Hair Campaign
- Marina Maher Communications - Love Over Bias
- Republica - Toyota, Juntos Somos Imparables

On a Shoestring Campaign

- Allied Integrated Marketing - 2018 Philadelphia Environmental Film Festival PR Campaign
- Amélie Company - Lockdown Your Car PR Campaign
- APCO Worldwide - Danfoss
- BML Public Relations - BMLPR & Finlandia's Commemorative Cheeseware in Honor of Finland's 100th Anniversary
- BWK New York - Ideas worth Spreading: Taking the TED Fellows' Big Ideas Beyond the TED Stage
- The Dialog Lab - Credibility Through Coverage: Stealth to Exit in Under a Year
- Entercom Communications - Winning with Audio: Entercom as America's New Media Powerhouse
- Global Wildlife Conservation - The Search for Lost Species
- HP Inc. - HP ENVY ISS Printer
- ICR - Super Bowl LII "Philly Market" Stunt by Boston Market
- PAN Communications - Trinity Partners Identifies Similarities Between Most Expensive Novel Drugs
- PPG - COLORFUL COMMUNITIES Program
- Rogers & Cowan - Keratin PBO

Online Press Room/Media Center

- Alibaba Group – Alizila
- Cherokee Nation & Cherokee Nation Businesses - Anadisgoi.com
- Intel - Experience the Moment - Intel Newsroom
- Microsoft Stories
- Wells Fargo

Podcast

- Cambia Health Solutions - HealthChangers Podcast
- Cold Spring Harbor Laboratory - Base Pairs
- CropLife America - POPagriculture
- Microsoft - .future

PR Professional of the Year

- Michele Barmash, Reebok
- StaciRawls, KFC Corporation

- Adam Ritchie, Adam Ritchie Brand Direction
- Esther Mireya Tejada, Entercom Communications
- Jon Sullivan, Aflac

PR Team of the Year

- All Suites brands by Hilton
- EY
- IBM Research - Quantum Computing
- Ketchum - The Puerto Rico Tourism Company
- Kite Hill PR
- National Association of Manufacturers
- National Geographic
- National Retail Federation
- Reebok
- UN Foundation
- Visa Global

Press Release

- BBB Investigates - All Things Country
- Golin - Dewey Ryder Writes A Press Release for MTN DEW
- Hager Sharp - 2017 NAEP Mathematics and Reading Press Release
- Hong Kong Tourism Board - "Believe it or not, it's Hong Kong!" HKTB launches Hong Kong's Great Outdoors Campaign
- Intel - Experience the Moment
- National Geographic - Nat Geo WILD's 2017 SharkFest Announcement
- Smithsonian National Museum of American History - 2018 is Year of the Tractor

Pro Bono Campaign

- DEVENEY Launches Palm Beach - The Essential Guide to America's Legendary Resort Town
- Hydrogen Advertising - Cascade Effect
- Hydrogen Advertising - Let's Finish the Job
- Republica - Broken Crayons
- TogoRun - Pure Earth Highlights Global Impact of Pollution to Public Health Problem and Economics

Product Launch

- 5w Public Relations - All-Clad Revolutionizes the Culinary Standard With Prep & Cook Launch
- Abbott & GCI Health - Bringing the FreeStyle Libre Revolution to the U.S.: Transforming the Lives of People Living with Diabetes by Liberating Them from the Pain and Hassles of Routine Fingersticks
- California Pizza Kitchen and Coast Public Relations - #PoweredByCauliflower
- DeVries Global - Celebrity Edge Reveal: Using Innovation to Drive Wanderlust

- Golin - The Launch of MTN DEW
- Jackson Spalding - Launching the Blue Delta SkyMiles Credit Card from American Express
- KFC Corporation - Georgia Gold Launch
- Lyft Launches Five Star Lager
- Modernist Cuisine - Bread Book Launch
- O'Malley Hansen Communications - Ninja Intelli-Sense Kitchen System Launch
- Sharp Communications - Benjamin Moore Launches CENTURY
- T-Mobile - ONE Unlimited 55+

Product Launch - B2B

- BLASTmedia - CloudPassage Container Secure Launch
- Edelman - Mitsubishi Regional Jet: Progress & Commitment
- IBM Research - Quantum Computing
- March Communications - First Face, Now Voice: March Brings Affectiva's AI Vision to the Public
- Parallel Wireless - Jakes 2nd submission
- RIDGID - PEX-One Product Launch

PSA

- American Academy of Orthopaedic Surgeons - Painkillers are easy to get into. Hard to escape.
- American Humane - Arks of Hope
- Citizen Relations - Duracell Daylight Saving
- Molina Healthcare - Healthcare Answer Event: Woman on the Street
- Republica - Broken Crayons
- Toyota and Discovery Education - TeenDrive365 In School

Public Affairs

- American Medical Association - Putting Patients Before Politics in the National Health Reform Debate
- APCO Worldwide - Nuclear
- Association of Washington Business - Grow Here Employer Image Campaign
- CLS Strategies - Medicare the Pod: CLS Strategies Fight for Type 1 Diabetes Patients
- DEA and Discovery Education - Operation Prevention
- FleishmanHillard & Anheuser Busch - The United States of Beer
- IBM - Bridging America's Skills Gap with New Collar Jobs
- Impact Public Affairs - CADA Campaign on Bill S-2
- KFC Corporation - Antibiotics Commitment PR Campaign
- Kivvit - New Yorkers Against Corruption

Re-branding/Repositioning – Stephen Payne

- Aflac Supported by FleishmanHillard, KWI, Marina Maher Communications and Carol Cone on Purpose - Aflac "Out-Paddles" a Reputational Deficit

- Airfoil Group and Village Green Reimagine Distinctive
- Akrete and Skender - Revolutionizing How the Industry Builds by Integrating Design, Manufacturing and Construction
- Allstate Foundation - Helping Hands Grants
- Edelman - The Evas
- Edelman - TRESemmé x Work It
- Entercom Communications - Winning with Audio: Entercom as America's New Media Powerhouse
- Hotwire - Breaking The Agency Mold
- Miller PR - Bumble gets into the Bizz - introducing Bumble's networking platform
- RF|Binder and McGraw-Hill Education - Repositioning an Established Brand to Reflect a New Corporate Vision

Satellite Media Tours

- Burson-Marsteller and Bank of America - Uncovering the Joy of Travel
- Multivu, a Cision Company – The Toy Guy
- U.S. Food and Drug Administration, IQ Solutions & Subject Matter - Every Try Counts Campaign

Small PR Firm of the Year

- Arketi Group
- ARPR
- Beehive Strategic Communication
- Butin Integrated Communications
- High10 Media LLC
- JONESWORKS
- JPA Health Communications
- MIX Public Relations
- Sachs Media Group
- Sharp Communications
- Susan Davis International
- United Collective - ROX United
- Warschawski

Social Good Campaign

- Aflac - Take only memories, leave only duck prints
- BASF US Crop Protection - Engaging Farm Families to Grow Butterfly Habitat
- CITGO - Fueling Good. Rebuilding Lives.
- Dallas Fort Worth International Airport - DFW Live Green Campaign
- Edelman - Dove and Shonda Rhimes Launch Real Beauty Productions
- Kivvit - DSM Change the World

Social Media Campaign

- AARP with Rogers & Cowan - AARP Studios Dinner with Don

- AbelsonTaylor - Sunovion's #MyE
- AT&T With FleishmanHillard - #OneWith Camp Mars, AT&T + Thirty Seconds to Mars Social Campaign
- Cisco - #WeAreCisco #LoveWhereYouWork #Maythe4th Be With You!
- Golin - JetBlue's No Blackout Non-Eclipse Non-Event
- Novartis with Biosector 2, a Syneos Health company - Telling Metastatic Breast Cancer to "Kiss This!" with #KissThis4MBC
- Otis Elevator Company - #reIMAGINEtheGlobe
- RIDGID - Summer Brews
- Sony Electronics - Sony Alpha Imaging Collective
- Stein IAS & Getty Images - The Not So Stock Answer
- Union Pacific - Your Life is Worth the Wait
- VisitPITTSBURGH - Mighty. Beautiful. Third Word Campaign

Speech/Series of Speeches

- The Coca-Cola Company - Writing Our Next Chapter Together
- Finn Partners - When Core Values Collide: Diversity, Inclusion, and Free Speech
- KDaly Communications - #Impact by Kristen Daly
- National Association of Manufacturers - 2018 State of Manufacturing Address by Jay Timmons

Trade Show/Event PR

- AARP with Rogers & Cowan - AARP Movies for Grown-ups Awards 2017
- APCO Worldwide - USA Pavilion at Expo 2017
- Current PR - Willow Frees Nursing Moms with First Wearable Breast Pump
- Edelman - Mitsubishi Regional Jet: Progress & Commitment
- HP Inc. - Forces of Fashion
- HP Inc. inspires Creativity for Today's Students and Tomorrow's Reinventors
- MIX Public Relations - MIS Training Institute's InfoSec World 2018 Conference and Expo
- Parallel Wireless at Mobile World Congress 2018
- Sharp Communications - Launch of Kips Bay Palm Beach Show House

Twitter Campaign

- Dallas Fort Worth International Airport - #DFWBracket Challenge
- DCG Communications - #WearBlueDay

Video

- American Academy of Ophthalmology - 8 Steps to Protect Your Sight from Contact Lens Infections
- Biosector 2, a Syneos Health company - Beyond Silence
- CEMEX USA - Building a Better Future in 2018
- King Media - AGC of Michigan Recruitment Campaign
- Kovert Creative - Fight Dirty

- Kovert Creative - Howler Soccer Ball Phone
- Lippe Taylor - MonaLisa Touch Gives Postmenopausal Women a "Voice" in "Real Patients Anthem" Campaign Featuring Original Song
- Marina Maher Communications - Merck Redefines Medicine as Invention
- Microsoft - Explanimators
- The Orange Catholic Foundation - Thank You
- Planet Fitness - Love at First Lift: A Dream Wedding at Planet Fitness
- RBC Wealth Management - Women of RBC
- Smithsonian National Museum of American History - Hispanic Advertising and Broadcasting in Spotlight for Hispanic Heritage Month

Visual Storytelling Campaign

- DeVries Globala - Zippo Flame Art
- Golin - CTCA: Passion to Care
- IBM - The Curiosity Shop
- M Booth
- Makovsky Integrated Communications - Vericool Cartoon Campaign
- SAP North America - The Office Video Series
- Swimsuits For All
- The Thomas Collective - Look Up

Website Marketing

- McCabe Message Partners - SafeNeedleDisposal.org
- Walker Sands - CloudCraze Demand Gen Program

Word of Mouth Marketing

- Dairy Farmers of Wisconsin - #SXSWisconsin: The World's Longest Cheeseboard...from Wisconsin, of course!
- Intermark Group - America's Original Mardi Gras - Sweet Home Alabama
- Tier One Partners - The Georges Are Coming! Ally Promotes 'Hardest Working Dollar' Campaign by Putting Troop of Fun-loving George Washingtons to Work
- Tourism Australia - Dundee Tourism Campaign

WOW! Award

- Covered California - "Covered in Art" Open Enrollment Bus Tour
- Global Wildlife Conservation - Finding a Match for Romeo, the World's Loneliest Frog
- HP Inc. - ENVY ISS Printer
- HP Inc. Inspires Creativity for Today's Students and Tomorrow's
- Intel - Experience the Moment - Guinness World Record-Breaking Drone Light Show
- KFC Corporation - Zinger PR Campaign
- Mastercard - Girls4Tech
- Reputation Partners - Lyft Launches Five Star Lager
- Rogers & Cowan and Verizon- Dear Basketball