

# BULLDOG AWARDS

## 2010

FOR EXCELLENCE  
IN MEDIA AND  
PUBLIC RELATIONS

# WINNERS

### Best Arts & Entertainment Campaign

#### Gold

Bringing New Life to an Old Steel Town: Launching Sands Casino  
Resort Bethlehem

#### GolinHarris

For Las Vegas Sands Corp.

#### Silver

LCO PR Makes KISSStory with Iconic Rock Band

#### Levine Communications Office

For KISS

#### Bronze

Harlem Globetrotters: "Spinning the Globe" 2008-09 Tour

#### Coyne PR

For Harlem Globetrotters

### Public Affairs Professional of the Year

#### Gold

#### Lorraine Carli

National Fire Protection Association

#### Silver

#### Richard Ramlall

RCN

### Academic Institution PR Professional of the Year

#### Gold

#### Carol Shipp

National Institute for Early Education Research

### Best Green Campaign

#### Gold

Creating a Wave of National Support for A123 Systems

#### Edelman

#### Silver (tie)

America's Least Wasteful Cities

#### CerconeBrown&Company

#### Silver (tie)

"Protect and Grow American Clean Energy Jobs"

The Glover Park Group

### Best Integration of PR and IR in a Business Campaign

#### Gold

Project Eclipse

#### NRG Energy, Inc

#### Silver

Best Integration of PR and IR in a Business Campaign

No Brakes for Monro Muffler!

#### FD

For Monro Muffler Brake

### Boutique PR Agency of the Year

#### Gold

#### Sparkpr

#### Silver

#### March Communications

#### Bronze

#### Merritt Group

### Best Use of Broadcast Video/Internet - Business/Consumer

#### Gold

Meow Mix Think Like a Cat Game Show

#### Grand Central Marketing, Inc

#### Silver

Six Flags and MultiVu Launch of the Terminator® Salvation™: The Ride

#### PR Newswire Association LLC

#### Bronze

Richard Bangs' Adventures With Purpose "Quest for the Kasbah: Morocco"

#### Spring, O'Brien

For Moroccan National Tourist Office (MNT0)

### Best Crisis Communications

#### Gold

Pacific Companies

#### Fineman PR

#### Silver

Zoo New England: Two Zoos, One Story

#### Rasky Baerlin Strategic Communications

### **Bronze**

Defeating Shareholder Activism in the Press and Fending off a Corporate Takeover in the Boardroom

**Gutenberg Communications**

### **Best Company Positioning/Branding**

#### **Gold**

Foster Farms Says No To Plumping: Redefining Natural and Exposing Cheap Chicken

**Fineman PR**

For Foster Farms

#### **Silver**

Timex: Takes a Licking and Keeps on Ticking

**Kaplow**

#### **Bronze**

New Image for Beam

**Padilla Speer Beardsley Inc.**

For Jim Beam Bourbon

### **Corporate PR Professional of the Year**

#### **Gold**

**Richard Ramlall**

RCN

#### **Silver**

**Caryn Kboudi**

Weber Shandwick

### **Best Education/Public Service Campaign**

#### **Gold**

Sagus International: Transforming South Carolina Education for the 21st Century

**Duffy & Shanley, Inc.**

For Sagus International

#### **Silver**

Voices of Meningitis – Giving parents and survivors a “voice” to drive prevention

**Cooney/Waters Group**

For National Association of School Nurses

#### **Bronze**

American Lung Association’s Faces of Influenza

**Cooney/Waters Group**

### **Best Food & Beverages Campaign**

#### **Gold**

New Image for Beam

**Padilla Speer Beardsley Inc.**

For Jim Beam Bourbon

#### **Silver**

Dunkin’ Donuts: Thinking “Inside The Box”

**RF Binder**

For Dunkin’ Donuts

#### **Bronze**

Advocating for a Soy-lution to Clarify Confusion

**Porter Novelli**

### **Best General Business Campaign**

#### **Gold**

JCPenney Manhattan Store Opening

**JCPenney Company, Inc.**

#### **Silver**

“Engage & Educate” Campaign: Restoring and Reinforcing Pfizer’s Reputation as a Leader

**Pfizer**

#### **Bronze**

Proudsourcing – How PepsiCo Highlighted Community to Foster Better Buzz

**Porter Novelli**

For PepsiCo

### **Best General Consumer Campaign**

#### **Gold**

Meow Mix Think Like a Cat Game Show

**Grand Central Marketing, Inc**

#### **Silver**

JCPenney Manhattan Store Opening

**JCPenney Company, Inc.**

#### **Bronze**

One Pack = One Vaccine

**The U.S. Fund for UNICEF**

### **Best Health, Medicine & Fitness Campaign**

#### **Gold**

Share and Share-a-Bike: Humana Brings Bike-Sharing to the Masses

**Coyne PR**

For Humana, Inc.

#### **Silver**

Addressing Psoriasis™

**Porter Novelli**

For Amgen / Pfizer (formerly Wyeth)

#### **Bronze**

TT1 and TT2

**Euro RSCG Life PR**

For sanofi-aventis U.S.

### **Best Investment, Banking & Financial Services Campaign**

#### **Gold**

Westwood Capital, LLC: ““DPR Maintains Westwood Capital’s Ubiquitous Media Exposure Through Proactive Tactics & Strategy”

**Dukas Public Relations**

#### **Silver**

Roubini Global Economics: “Building the Nouriel Roubini Brand to become a Premier Financial Consultancy”

**Dukas Public Relations**

For Roubini Global Economics

**Bronze**

Chase Sapphire

**Ketchum**

For Chase Card Services

**Best Use of the Internet - Business**

**Gold**

Teamwork

**Eastern Bank**

**Best Issue/Cause Advocacy Campaign**

**Gold**

Jim Irsay Isn't Going to Pay For Your Drink

**Berman & Company**

For American Beverage Institute

**Silver**

Tap Project

**The U.S. Fund for UNICEF**

**Bronze**

Launching MAINTAIN™ (Medicines Assistance for Those Who Are In Need): A Free Medicines Program for Newly Unemployed

Americans

**Pfizer**

For Pfizer Inc.

**Best Use of the Internet - Consumer**

**Gold**

Jim Beam's Remake

**Padilla Speer Beardsley Inc.**

For Jim Beam Bourbon

**Silver**

OfficeMax ElfYourself

**Elm Publicity**

For OfficeMax

**Bronze**

ChileWineOnline

**RF Binder**

For Wines of Chile

**IR/Financial Communications Professional of the Year**

**Gold**

**Barb Iverson**

Weber Shandwick

**Large PR Agency of the Year**

**Gold**

**Weber Shandwick**

**Midsized PR Agency of the Year**

**Gold**

**Emanate**

**Silver**

**Makovsky + Company**

**Bronze**

**Text 100 Global Public Relations**

**Media Relations Professional of the Year**

**Gold**

**Raymond F. Kerins Jr.**

Pfizer

**Best Not-for-Profit/Association/Government Campaign**

**Gold**

Nashville For All of Us Special Election Campaign

**McNeely Pigott & Fox**

For Nashville For All of Us

**Silver**

Tap Project

**The U.S. Fund for UNICEF**

**Bronze**

End Polio Now

**Rotary International**

For Rotary International

**Best New Product Launch - Business**

**Gold**

Launching Ink from Chase: Delivering Big to Small Businesses

**Ketchum**

For Chase Card Services with Ketchum

**Silver**

"Overtake the Future"

**OutCast Communications**

**Best New Product Launch - Consumer**

**Gold**

Ruder Finn and Sony Electronics: Pocket-Sized VAIO P Makes a Huge Impression

**Ruder Finn**

**Silver**

The Launch of Ghostbusters: The Video Game

**DKC**

For Atari, Inc.

**Bronze**

iPhone App Launch

**Choice Hotels International**

For Choice Hotels International, Inc.

**Nonprofit/Association PR Professional of the Year**

**Gold**

**Lorraine Carli**

National Fire Protection Association

**Silver**

**Lisa Szarkowski**

The U.S. Fund for UNICEF

### **Bronze**

**Carol Shipp**

National Institute for Early Education Research

### **Best Online Newsroom - Business/Consumer**

#### **Gold**

G20 Pittsburgh Summit Online Press Room

**VisitPittsburgh**

For VisitPittsburgh

#### **Silver**

Proudsourcing – How PepsiCo Highlighted Community to Foster Better Buzz

**Porter Novelli**

For PepsiCo

#### **Bronze**

Cincom Newsroom

**Cincom**

### **Publicist of the Year**

#### **Gold**

**Lisa Szarkowski**

The U.S. Fund for UNICEF

#### **Silver**

**Marci Greenberg**

The U.S. Fund for UNICEF

### **Best Use of Personality/Celebrity**

#### **Gold**

Shutterfly Social Stationery: Make Me a Celebrity

**Flashpoint PR**

For Flashpoint PR for Shutterfly, Inc

#### **Silver**

Tap Project

**The U.S. Fund for UNICEF**

#### **Bronze**

Addressing Psoriasis™

**Porter Novelli**

### **PR Innovation of the Year**

#### **Gold**

Zondervan BAA

**Lambert, Edwards & Associates**

For Zondervan

#### **Silver**

Tap Project

**The U.S. Fund for UNICEF**

#### **Bronze**

Polio Cell

JAAG Broadcasting Systems - SAMAA TV

**UNICEF Pakistan**

### **PR Blogger of the Year**

#### **Gold**

Kenneth D. Makovsky

**Makovsky + Co**

### **PR Agency Professional of the Year**

#### **Gold**

Sandra Fathi

**Affect Strategies**

#### **Silver**

Ed James

**Cornerstone [Public Relations]**

#### **Bronze**

Kenneth Makovsky

**Makovsky + Co**

### **Best Response to Breaking News**

#### **Gold**

Punt Challenge

#### **DFPR**

For T.G.I. Friday's® restaurants

#### **Silver**

ETV vs The EPA

**Rainier Corporation**

For ETV Motors

#### **Bronze**

IRS v. UBS Swiss Bank Accounts: When Tax Evasion Escalates to International Dispute

**Media & Communications Strategies, LLC**

### **Best Use of Research - Business/Consumer**

#### **Gold**

Overdraft Fees in the Financial Services Industry

**Harden Communications Partners, LLC**

For Moebs Services

#### **Silver**

The Kronos Retail Labor Index

**Kronos**

#### **Bronze**

If Your Walls Could Talk: The 2009 KILZ Roller Report

**CKPR**

For Masterchem Industries

### **Best Special Event/Stunt**

#### **Gold**

Punt Challenge

#### **DFPR**

For T.G.I. Friday's® restaurants

#### **Silver**

Share and Share-a-Bike: Humana Brings Bike-Sharing to the Masses

**Coyne PR**

For Humana, Inc.

### **Bronze**

A Secret Message in Lincoln's Watch?

**Smithsonian Institution**

For National Museum of American History,  
Smithsonian Institution

### **Best Use of Social Media Tools - Business/Consumer**

#### **Gold**

67 Days of Smiles

**Orlando/Orange County Convention & Visitors Bureau, Inc.**

#### **Silver**

AHCTwitter

**Aurora Health**

#### **Bronze**

"Keeping Score Social Media Campaign: Taking the 400 Year-Old  
Art of Classical Music into the 21st Century"

**Landis Communications**

### **Social Media Innovator of the Year**

#### **Gold**

**Stephanie Azzarone**

Child's Play Communications

### **Small PR Agency of the Year**

#### **Gold**

**Maloney & Fox**

#### **Silver**

**Trainer Communications**

#### **Bronze**

**Rasky Baerlein Strategic Communications**

### **Best Technology Campaign - Business**

#### **Gold**

Creating a Wave of National Support for A123 Systems

**Edelman**

#### **Silver**

OnlineCareReach

**Schwartz Communications**

For American Well

#### **Bronze**

ARM: The Chip Company that Dares to Battle Intel

**Racepoint Group**

For ARM

### **Best Technology Campaign - Consumer**

#### **Gold**

Panda Security Cloud Antivirus Beta Launch – Model for  
Integrated PR and Social Media Marketing

**The Bateman Group**

#### **Silver**

"Where in the Skype are You?"

**Kaplow**

### **Bronze**

Harper's Globe Launch

**Rogers & Cowan**

For EQAL

### **Best Travel, Hospitality & Destinations Campaign**

#### **Gold**

67 Days of Smiles

**Orlando/Orange County Convention & Visitors Bureau, Inc.**

#### **Silver**

Evergreen Lodge at Yosemite Completes New Expansion &  
Enhancements

**Graham & Associates**

For Evergreen Lodge

#### **Bronze**

AirTran Airways Rolls Out Wi-Fi

**CKPR**

For AirTran Airways

### **Best Campaign Under \$100,000**

#### **Gold**

G20 Pittsburgh Summit Media Relations Campaign

**VisitPittsburgh**

#### **Silver**

Work Life Organized Blogcast

**OfficeMax**

For OfficeMax

#### **Bronze**

Data Robotics Goes Pro

**Trainer Communications**

### **Best Campaign Under \$50,000**

#### **Gold**

Teamwork

**Eastern Bank**

For Eastern Bank

#### **Silver**

Shutterfly Social Stationery: Make Me a Celebrity

**Flashpoint PR**

#### **Bronze**

CND Paints Town RED with Colour & Effects

**Red PR**

### **Best Campaign Under \$25,000**

#### **Gold**

A Secret Message in Lincoln's Watch?

**Smithsonian Institution**

For National Museum of American History, Smithsonian  
Institution

**Silver**

Shangri-La Construction Hosts Press Conference for Clinton Foundation Humanitarian Mission Return from North Korea

**Rogers & Cowan**

For Shangri-La Construction

**Bronze**

Jim Irsay Isn't Going to Pay For Your Drink

**Berman & Company**

For American Beverage Institute

**Best Campaign Under \$10,000**

**Gold**

Hudson Hill Condominium's Mega Blowout Sale Drives 25% Increase in Sales

**Quinn & Co.**

**Silver**

Harlem Globetrotters Celebrate Historic Inauguration

**Coyne PR**

For Harlem Globetrotters

**Bronze**

3rd Annual International Yo-Yo Open & New York State Yo-Yo Contest

**Two One Two Group Communications**

**Best Website - Business/Consumer**

**Gold**

Palisades Drive with a Smile

**MWW Group**

For Palisades

**Silver**

OfficeMax ElfYourself

**Elm Publicity**

For OfficeMax

**Bronze**

Best Website - Business/Consumer

PRNewswire.com Relaunch

**PR Newswire Association LLC**