

2009 IABC/Atlanta Golden Flame Award Winners

Category 1: Overall Effort Publications: Annual Report

Gold	Georgia Ports Authority FY2008 Annual Report: Georgia's Ports for Georgia's People <i>Georgia Ports Authority</i>
Silver	Cox Enterprises 2008 Online Annual Report <i>Cox Enterprises, Inc.</i>
Bronze	Oglethorpe Power 2007 Environmental Report <i>Georgia System Operations Corporation and Oglethorpe Power Corporation</i>

Category 2: Overall Effort Publications: Magazine

Silver	Georgia Ports Authority AnchorAge Magazine <i>Georgia Ports Authority</i>
Bronze	InSide Cox <i>Cox Enterprises, Inc.</i>

Category 3: Overall Effort Publications: Newsletter/Newspaper

Gold	The Coca-Cola Company Retirement Change Communications <i>Towers Perrin and The Coca-Cola Company</i>
Silver	Among Friends <i>Atlantic Southeast Airlines</i>
Bronze	Valerie Lind <i>GCI Health</i>

Category 4: Overall Effort Digital: Website

Gold	Galvanizing an Industry: Silverpop's New Web Site <i>Silverpop</i>
Silver	The Patchwork of Hope Network (P.H.N.) Sewing Together Hope For a Life After Shingles <i>Endo Pharmaceuticals and GCI Health</i>
Bronze	ABM.com Website Launch <i>ABM Industries, Inc.</i>

Category 5: Overall Effort Digital: Internet/Intranet Portal

Silver	GTRI 75: 75 th Anniversary Website <i>Georgia Tech Research Institute</i>
Bronze	Edelman's H1N1/Swine Flu First Response Consultancy <i>Edelman</i>

Category 7: Overall Effort Direct Mail/Direct Response Campaign

Gold	Flat Item Mailer Campaign <i>Randstad</i>
Silver	GPC Annual Enrollment Communications <i>Towers Perrin and Genuine Parts Company</i>
Bronze	GPC 401(k) Plan Communications <i>Towers Perrin and Genuine Parts Company</i>

Category 8: Overall Effort Publications: Internal Single Piece

Gold	On the Level <i>Balfour Beatty and PRM Consulting Group</i>
Silver	GPC 401(k) Plan Communications <i>Towers Perrin and Genuine Parts Company</i>

Category 9: Overall Effort Publications: Internal Series

Gold	Choose Well – Live Well at Michelin <i>Hewitt Associates and Michelin North America</i>
Silver	Turn Times <i>Atlantic Southeast Airlines</i>
Bronze	Fieldale Farms Health and Wellness Branding and Communications Campaign <i>Buck Consultants and Fieldale Farms</i>
Bronze	UPS: envision – Your Life Your UPS <i>Towers Perrin and UPS</i>

Category 10: Overall Effort Publications: External Single Piece

Gold	City of Sandy Springs “Newcomer Guide” <i>City of Sandy Springs</i>
Silver	2008 UPS Corporate Sustainability Report <i>UPS</i>
Bronze	Georgia Ports Authority KIA Service Flyer <i>Realm Advertising and Georgia Ports Authority</i>
Bronze	Inside NBA <i>McCracken & Associates and Niles Bolton Associates</i>
Bronze	Sustainable Atlanta: Our Path to Sustainability <i>Edelman and Sustainable Atlanta</i>

Category 11: Overall Effort Publications: External Series

Gold	Georgia Ports Authority Service Flyers <i>Realm Advertising and Georgia Ports Authority</i>
Silver	Performance Strategies e-magazine <i>McKesson Corporation</i>

Category 12: Writing Annual Reports

Gold	Georgia Ports Authority FY2008 Annual Report: Georgia’s Ports for Georgia’s People <i>Georgia Ports Authority</i>
Silver	2008 GTRI Annual Report: Problem. Solved. <i>Georgia Tech Research Institute</i>

Category 13: Writing Direct Mail/Direct Response Campaign

Silver	GPC 401(k) Plan Communications <i>Towers Perrin and Genuine Parts Company</i>
Bronze	GPC Annual Enrollment Communications <i>Towers Perrin and Genuine Parts Company</i>

Category 14: Writing Magazine

Silver	LOMA Resource <i>LOMA</i>
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Category 15: Writing Newsletter/Newspaper

Silver	GPC 401(k) Plan Communications <i>Towers Perrin and Genuine Parts Company</i>
Bronze	The Coca-Cola Company Retirement Change Communications <i>Towers Perrin and The Coca-Cola Company</i>

Category 16: Writing Individual Op-Eds, Features, Articles

Gold	Fighting the AIG Backlash <i>Edelman and HSMAI</i>
Silver	UPS: envision – Your Life I Your UPS <i>Towers Perrin and UPS</i>
Bronze	America’s New Beginning Does Not Mark the End <i>Jackson Communications</i>

Category 17: Writing Script

Bronze	Blue Ember Island Grill Video <i>Realm Advertising and Fiesta Gas Grills</i>
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Category 18: Writing Social Media

Silver	DEFY the Recession <i>Realm Advertising</i>
Bronze	Email Marketing Strategy Blog <i>Silverpop</i>

Category 19: Writing Speech

Silver	First All-Female African American Crew Speech <i>Atlantic Southeast Airlines</i>
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Category 20: Writing Technical

Silver	The Coca-Cola Company Retirement Change Communications <i>Towers Perrin and The Coca-Cola Company</i>
Bronze	Northside Hospital Annual Enrollment Communications <i>Towers Perrin and Northside Hospital</i>

Category 21: Writing Training/Education Modules

Bronze	The Coca-Cola Company Retirement Change Communications <i>Towers Perrin and The Coca-Cola Company</i>
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Category 22: Writing Website

Silver	GTRI 75: 75 th Anniversary Website <i>Georgia Tech Research Institute</i>
Bronze	Southern Company Tech Tips: Twitter <i>Southern Company</i>

Category 23: Writing Internal Single Piece

Silver	GTRI 75: 75 th Anniversary Website <i>Georgia Tech Research Institute</i>
Bronze	Northside Hospital Annual Enrollment Communications <i>Towers Perrin and Northside Hospital</i>
Bronze	The Understanding Concerto 2009 Calendar <i>Buck Consultants and Novartis Pharmaceuticals Corporation</i>

Category 24: Writing Internal Series

Gold	Concerto Communications Campaign <i>Buck Consultants and Novartis Pharmaceuticals Corporation</i>
Silver	UPS: envision – Your Life Your UPS <i>Towers Perrin and UPS</i>
Bronze	Southern Company Tech Tips <i>Southern Company</i>

Category 25: Writing External Single Piece

Silver	Inside NBA <i>McCracken & Associates and Niles Bolton Associates</i>
Bronze	The Lead-Management Workbook <i>Silverpop</i>

Category 26: Writing External Series

Silver	Emerging Market Guides: Snapshot for Small Business <i>UPS and Edelman</i>
Bronze	Pulse Magazine Article Series <i>Emory Healthcare</i>

Category 27: Design Digital: CD/DVD-Based Multimedia

Silver	GPC 401(k) Plan Communications <i>Towers Perrin and Genuine Parts Company</i>
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Category 28: Design Digital: Email Campaign

Silver	Realm Email Campaign <i>Realm Advertising</i>
Bronze	UPS: envision – Your Life Your UPS <i>Towers Perrin and UPS</i>

Category 29: Design Digital: Intranet Portal

Silver GTRI 75: 75th Anniversary Website
Georgia Tech Research Institute

Category 30: Design Digital: Opt-in Series

Gold Performance Strategies e-magazine
McKesson Corporation

Category 31: Design Digital: Website

Silver Transforming Benefit Communication at Wachovia Through an Interactive Online Web Site
Hewitt Associates and Wachovia Corporation

Bronze CoxConservesHeroes.com
Cox Enterprises, Inc. & Definition 6

Category 32: Design Digital: External Series

Gold Performance Strategies e-magazine
McKesson Corporation

Category 33: Design Digital: External Single Piece

Silver 2008 UPS Corporate Sustainability Report
UPS

Bronze The Lead-Management Workbook
Silverpop

Category 35: Design Digital: Internal Single Piece

Gold Cox Enterprises 2008 Online Report
Cox Enterprises, Inc.

Category 36: Design Print: Annual Report

Gold Georgia Ports Authority FY2008 Annual Report:
Georgia's Ports for Georgia's People
Georgia Ports Authority

Silver 2008 GTRI Annual Report: Problem. Solved.
Georgia Tech Research Institute

Bronze Cox Enterprises 2008 Online Report
Cox Enterprises, Inc.

Category 37: Design Print: Direct Mail/Direct Response

Bronze Northside Hospital Annual Enrollment Communications
Towers Perrin and Northside Hospital

Category 39: Design Print: Logo

Silver LIFT Logo
Atlantic Southeast Airlines

Bronze Cox Media Group
Cox Enterprises, Inc.

Category 40: Design Print: Magazine

Bronze InSide Cox
Cox Enterprises, Inc.

Category 42: Design Print: Newsletter/Newspaper

Silver Among Friends
Atlantic Southeast Airlines

Category 45: Design Print: External Series

Silver Georgia Ports Authority Service Flyers
Realm Advertising and Georgia Ports Authority

Category 46: Design Print: External Single Piece

Gold 2009 World of Work Topic Report
Randstad

Silver Georgia Ports Authority KIA Service Flyer
Realm Advertising and Georgia Ports Authority

Bronze Cox Conserves Humming Bird Ad
Realm Advertising and Cox Enterprises, Inc.

Category 47: Design Print: Internal Series

Gold Concerto Communications Campaign
Buck Consultants and Novartis Pharmaceuticals Corporation

Silver Northside Hospital Annual Enrollment Communications
Towers Perrin and Northside Hospital

Category 48: Design Print: Internal Single Piece

Silver Northside Hospital Annual Enrollment Communications
Towers Perrin and Northside Hospital

Bronze GPC Annual Enrollment Communications
Towers Perrin and Genuine Parts Company

Category 52: Video Production Internal Communication

Gold On the Line
Lockheed Martin Aeronautics Company

Silver SunTrust Anthem Video
Realm Advertising and SunTrust Banks, Inc.

Bronze Premiere Global Services STAGEnext video event
Premiere Global Services, Inc.

Category 53: Video Production Product Marketing

Gold Van Dijk Matting
Keyframes Design Productions and Van Dijk Carpets

Bronze Blue Ember Island Grill Video
Realm Advertising and Fiesta Gas Grills

Category 55: Video Production Training or Education

Gold Information at Your Fingertips
Delta Air Lines and PRM Consulting Group

Category 57: Specialty - Cards, Invitations, Calendars

Bronze UPS Invitation for The Masters Golf Tournament
UPS

Category 61: Specialty – Individual Piece

Bronze Long-Term Incentive Plan Portfolio
Cox Enterprises, Inc.

Category 62: Integrated Marketing Campaign - Company Branding

Silver Realm Branding
Realm Advertising

Bronze Natural Body 2008 Company Branding Campaign
The Jones Group and Natural Body International, Inc.

Category 64: Integrated Marketing Campaign – Internal Campaign

Bronze Northside Hospital Annual Enrollment Communications
Towers Perrin and Northside Hospital

Category 65: Integrated Marketing Campaign – Event Marketing

Silver Spivey Station Surgery Center Grand Opening
Hayslett Group and Spivey Station Surgery Center

Bronze 2009 EarthShare Campaign
Realm Advertising and EarthShare of Georgia

Category 66: Integrated Marketing Campaign – Other

Silver Joan Davis for Cobb Superior Court
Jackson Communications

Bronze GSTAT - Georgia Trauma Awareness Campaign
Hayslett Group and Healthcare Georgia Foundation

Bronze Market Monitor Survey
Randstad

Category 67: Public Relations Campaign External

Gold	Starbucks VIA Ready Brew Initial Launch <i>Edelman and Starbucks</i>
Silver	Silverpop's New Brand Identity and Web Site Re-Launch <i>Silverpop</i>

Category 68: Public Relations Campaign Media Relations

Gold	GSTAT Media Relations <i>Hayslett Group and Healthcare Georgia Foundation</i>
Silver	Edelman's Blizzard of Coverage for Snow Mountain at Stone Mountain Park <i>Edelman and Stone Mountain Park</i>
Bronze	Silverpop's 2009 Media Relations Success <i>Silverpop</i>

Category 69: Public Relations Campaign Crisis Communication Plan and Response

Gold	Mobilizing a Rapid Response: Edelman and Atlanta Botanical Gardens Communicate in Wake of Tragic Accident <i>Edelman and Atlanta Botanical Gardens</i>
Silver	Crisis Communication Plan <i>Emory Healthcare</i>

Category 70: Public Relations Campaign Social Responsibility

Silver	Cox Conserves Heroes <i>Cox Enterprises, Inc.</i>
Bronze	YMCA Multicultural Achievers Program <i>Randstad</i>

Category 71: Public Relations Campaign Social Media

Gold	Tech Trek to India <i>Thornton Communications and Morris Manning & Martin, LLP</i>
Silver	DEFY the Recession <i>Realm Advertising</i>

Category 72: Employee Communications Internal Communication

Silver	GPC 401(k) Plan Communications <i>Towers Perrin and Genuine Parts Company</i>
Bronze	RockTenn Welcomes Southern Container <i>RockTenn and PRM Consulting Group</i>

Category 73: Employee Communications Crisis Communication Plan and Response

Gold	Edelman and Rheem Partner to Communicate a Major Plant Closure <i>Edelman and Rheem</i>
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Category 75: Employee Communications Social Media

Silver Manheim - Social Media for Employee Communications
Manheim

Category 76: Non-Profit Integrated Marketing Campaign

Silver EarthShare of Georgia Campaign
Realm Advertising and EarthShare of Georgia

Bronze GSTAT - Georgia Trauma Awareness Campaign
Hayslett Group and Healthcare Georgia Foundation

Category 77: Non-Profit Individual Piece

Bronze 2008 GTRI Annual Report: Problem. Solved.
Georgia Tech Research Institute

Category 79: Non-Profit Website

Gold	GSTAT Web Site Hayslett Group and Healthcare Georgia Foundation
Bronze	GTRI 75: 75th Anniversary Website Georgia Tech Research Institute

Category 80: Non-Profit Other

Gold	Strong4Life Wheel of 4Tune Children's Healthcare of Atlanta
Silver	GTRI 75: 75th Anniversary Website Georgia Tech Research Institute

Special Award: President's Award

Recipient: Lawson Cox, Prescott Alexander LLC