

2010 IABC/Atlanta Golden Flame Award Winners

Category: **Specialty - Cards, Invitations, Calendars**

Bronze Building Bridges in 2009-2010 Calendar
Children's Healthcare of Atlanta

Silver ABM Sets Sail Customer Event, BOMA 2010, Invitation
ABM Industries, Inc. and Julia Shirah

Category: **Writing - Annual Reports**

Bronze Georgia Ports Authority's FY2009 Annual Report: Poised for
Recovery
Georgia Ports Authority and Skipping Stones Design

Category: **Writing - Direct Mail/Direct Response Campaign**

Silver Circle of Excellence -- Direct Mail Cards to Sales' Homes
McKesson and Red House USA

Category: **Writing - External Series**

Silver dbMotion Faux Line Articles
dbMotion and Dodge Communications

Silver Performance Strategies e-magazine
McKesson Corporation

Silver Randstad Guides -- "Internet Recruiting Guide" & "Employee
Engagement Guide"
Randstad

Category: **Writing - External Single Piece**

Bronze GTRI Annual Report: 75th Anniversary Edition
Georgia Tech Research Institute and GT Research News with Inward Solutions

Silver Edelman's Master Narrative Raises Syniverse from Mobile Service Vendor to Mobile Confidant
Syniverse and Edelman

Silver Thomas County Land Dispute/Jackson Family Estate
Jackson Communications

Category: **Writing - Individual Op-eds, Features, Articles**

Silver Five Ways to Convince Your CFO that Sustainability Pays
UPS and Edelman

Category: **Writing - Internal Single Piece**

Bronze GPC Health Assessment Newsletter
Genuine Parts Company and Towers Watson

Category: **Writing - Script**

Bronze revive285 Alternatives video
ARCADIS/GDOT/GRTA and Hayslett Group

Category: **Writing - Training/Education Modules**

Gold The Coca-Cola Company 2010 Health Care Change Educational Sessions
The Coca-Cola Company and Towers Watson

Category: **Technical Writing**

Silver Free Cash Flow Awards
Cox Enterprises, Inc.

Category: **Video Production - Corporate Image**

Bronze The Grady Curve
Grady Health System Foundation and Turner Studios - Original Productions

Silver Atlantic Southeast Airlines' Brandscape Video
Atlantic Southeast Airlines

Category: **Video Production - Other**

Bronze revive285 Alternatives video
ARCADIS/GDOT/GRTA and Hayslett Group

Silver Lockheed Martin's Aeronautics 2009 Year-End Video
Lockheed Martin Aeronautics Company

Category: **Video Production - Internal Communication**

Bronze Vision Video: Becoming the World's First Super Regional Carrier
Atlantic Southeast Airlines

Bronze Leadership With Purpose
Federal Reserve Bank of Atlanta and Go! Productions

Silver Two Sides to Every Story
SunTrust Banks and Realm Advertising

Category: **Video Production - Public Relations**

Silver What If?
Grady Health System Foundation and Turner Studios - Original Productions

Category: **Specialty - Poster Single**

Bronze GPC Health Assessment Poster
Genuine Parts Company and Towers Watson

Category: **Public Relations Campaign - Crisis Communication Plan and Response**

Silver Averting a Contract Meltdown: Helping a Hospital Win a Contentious Payor Dispute
Saint Joseph's Hospital of Atlanta and Edelman

Category: **Public Relations Campaign - External Communication**

Silver Holiday Inn Launches "Honeymoon on Us"
InterContinental Hotels Group

Silver Senior Living at its Finest
Rountree Group for The Arbor Company

Category: **Public Relations Campaign - Social Media**

Bronze Twee Off
Children's Healthcare of Atlanta

Silver Building Bridges in Social Media
City of Sandy Springs

Silver Coca-Cola's Expedition 206: 365 Days, 206 Countries, 1 Mission
The Coca-Cola Company and Fast Horse Inc.

Category: **Public Relations Campaign - Media Relations**

Bronze	Work Watch <i>Randstad</i>
Bronze	Senior Living at its Finest <i>Rountree Group for The Arbor Company</i>
Silver	Edelman Choreographs Success: Sales Goals Exceeded for 2010 Alvin Ailey Atlanta Engagement <i>Alvin Alley American Dance Theater and Edelman</i>
Silver	Virtual Facility Tour <i>Coca-Cola Enterprises</i>
Silver	Johns Creek Environmental Campus <i>Fulton County Government</i>
Silver	GE Healthymagination: Bringing Better Health to More People <i>GE and Edelman</i>
Silver	Seeding GE's Smart Grid Leadership Position with a Cleaner, Smarter, More Efficient Vision <i>GE Energy Services and Edelman</i>
Gold	Holiday Inn Stacks a Full House - The Holiday Inn Key Card Hotel <i>InterContinental Hotels Group and Weber Shandwick</i>
Gold	UPS Delivers Something Extra During UPS Direct to Door <i>UPS and Edelman</i>
Gold	Nuclear Loan Guarantee <i>Southern Company</i>
Gold	Thomas County Land Dispute/Jackson Family Estate <i>Jackson Communications</i>

Category: **Public Relations Campaign - Social Responsibility**

Gold Elmer's Glue Crew: A Recycling Program that Sticks
Elmer's Products and Fahlgren Mortine Public Relations

Category: **Design - Digital - CD/DVD-Based Media**

Gold Projections Interactive Virtual Tour
Projections, Inc.

Category: **Design - Digital - External Series**

Gold ABM Sets Sail Customer Event, BOMA 2010-Email Campaign
ABM Industries, Inc. and Julia Shirah

Category: **Design - Digital - External Single Piece**

Bronze Cox Enterprises 2009 Online Annual Report
Cox Enterprises, Inc. and Prescott Alexander

Bronze "Share" - What Corporate Responsibility Means At Cox Enterprises
Cox Enterprises, Inc. and Realm Advertising

Category: **Design - Digital - Internal Series**

Silver What Will You Find on CoxTotalComp.com?
Cox Enterprises, Inc.

Category: **Design - Digital - Opt-In Series**

Gold Performance Strategies e-magazine
McKesson Corporation

Category: **Design - Digital - Website**

Silver "Share" - What Corporate Responsibility Means At Cox Enterprises
Cox Enterprises, Inc. and Realm Advertising

Silver CoxEnterprises.com Redesign
Cox Enterprises, Inc. and Definition 6!

Gold Cox Enterprises 2009 Online Annual Report
Cox Enterprises, Inc. and Prescott Alexander

Gold Spark Energy Website
Spark Energy and Sparks Grove

Gold MyPrinties.com & the Printies Design Studio
Techno Source USA and Going Interactive

Category: **Design - Print - Annual Reports**

Silver Georgia Ports Authority's FY2009 Annual Report: Poised for Recovery
Georgia Ports Authority and Skipping Stones Design

Gold GTRI Annual Report: 75th Anniversary Edition
Georgia Tech Research Institute and GT Research News with Inward Solutions

Category: **Design - Print - Direct Mail/Direct Response Campaign**

Silver AmericasMart Apparel 2010 Campaign
AmericasMart, Inc. and The Jones Group

Gold Q3 Promotion -- White & Blue Campaign
Randstad

Category: **Design - Print - External Single Piece**

Bronze	GTRI Annual Report: 75th Anniversary Edition <i>Georgia Tech Research Institute and GT Research News with Inward Solutions</i>
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Category: **Design - Print - Logo**

Silver	A New Look for a Reinvented Airline <i>Atlantic Southeast Airlines</i>
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Silver	Partner Up! For Public Health logo <i>Healthcare Georgia Foundation and Hayslett Group</i>
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Category: **Design - Print - Newsletter/Newspaper**

Bronze	2010 Spring Newsletter <i>Central Atlanta Progress and Lampe-Farley</i>
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Gold	Among Friends <i>Atlantic Southeast Airlines</i>
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Gold	Inside UPS <i>United Parcel Service and Realm Advertising</i>
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Category: **Employee Communications - Crisis Communication Plan and Response**

Bronze	Diagnosing a Digital Crisis: Creating a Social Media Crisis Plan for Darden <i>Darden and Edelman</i>
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Gold	Influenza Vaccination and Response <i>Emory Healthcare</i>
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Category: **Employee Communications - Internal Communications**

Bronze	My Tools - Self-Service Online Applications Campaign <i>Cox Enterprises, Inc.</i>
Bronze	MyBenefits <i>Emory University</i>
Bronze	Think Safety <i>Randstad</i>
Silver	Free Cash Flow Awards <i>Cox Enterprises, Inc.</i>
Silver	GPC Health Assessment Campaign <i>Genuine Parts Company and Towers Watson</i>
Silver	Wellness Works <i>Georgia Transmission Corporation</i>
Silver	Merial Internal Communications Program <i>Merial</i>
Silver	Virgin HealthMiles <i>SunTrust Banks and Realm Advertising</i>
Silver	The Coca-Cola Company 2010 Health Care Change Communication Campaign <i>The Coca-Cola Company and Towers Watson</i>
Gold	Rise to the Challenge: Overcoming the Great Recession of 2009 <i>Newell Rubbermaid</i>

Category: **Integrated Marketing Campaign - Event Marketing**

Silver Atlanta International Soccer Fest 2010
*Atlanta Volunteer Committee for SOS Children's Villages/USA and
Realm Advertising*

Gold Using Nuesoft Isn't a Game of Chance
Nuesoft Technologies and ACHA Xpress Trade Show Event Marketing

Category: **Integrated Marketing Campaign - Internal Campaign**

Bronze Corporate Responsibility and Sustainability (CRS) in Action Week
Coca-Cola Enterprises

Category: **Integrated Marketing Campaign - Other**

Bronze Primrose Schools 2010 Family Dance-off
Primrose Schools and Jackson Spalding

Gold Balloon Time Leverages the Power of Influencer Moms
Worthington Cylinders and Fahlgren Mortine Public Relations

Category: **Non-profit - Integrated Marketing Campaign**

Bronze Open Heart Campaign
Southern Regional Health System and Hayslett Group

Silver CASE "Ingenuity" Conference Marketing
Resonance Marketing

Gold Atlanta International Soccer Fest 2010
*Atlanta Volunteer Committee for SOS Children's Villages/USA and
Realm Advertising*

Category: **Non-Profit - Other**

Bronze GTRI Annual Report: 75th Anniversary Edition
Georgia Tech Research Institute and GT Research News with Inward Solutions

Silver Goodwill 403b Communications Campaign
Goodwill of North Georgia

Gold H1N1 Campaign
Children's Healthcare of Atlanta

Category: **Non-Profit - Video**

Silver What If?
Grady Health System Foundation and Turner Studios - Original Productions

Silver EventStreams & The Paideia School: The Mother Goose alumni fundraising video
The Paideia School and EventStreams

Category: **Non-Profit - Website**

Silver Home Safety Council Website
The Home Safety Council and Going Interactive

Category: **Over Effort - Digital - Internet/Intranet Portal**

Silver Intranet Redesign
Emory Healthcare

Category: **Overall Effort - Digital - Website**

Bronze Corporate Responsibility and Sustainability Website
Coca-Cola Enterprises

Silver A reinvented website for a reinvented airline
Atlantic Southeast Airlines

Silver Cox Enterprises 2009 Annual Report
Cox Enterprises, Inc. and Prescott Alexander

Category: **Overall Effort - Photography**

Silver Lockheed Martin Aeronautics Company: Introducing the HC-130J
Lockheed Martin Aeronautics Company

Category: **Overall Effort - Direct Mail/Direct Response Campaign**

Silver Quarterly Mailing
Randstad

Category: **Overall Effort - Publications - Annual Report**

Bronze

Fulton County Annual Report
Fulton County Government

Silver

The Time is Now
City of Sandy Springs

Gold

Cox Enterprises 2009 Annual Report
Cox Enterprises, Inc. and Prescott Alexander

Gold

Georgia Ports Authority's FY2009 Annual Report: Poised for Recovery
Georgia Ports Authority and Skipping Stones Design

Gold

GTRI Annual Report: 75th Anniversary Edition
Georgia Tech Research Institute and GT Research News with Inward Solutions

Category: **Overall Effort - Publications - External Single Piece**

Bronze

2009 World of Work
Randstad

Category: **Overall Effort - Publications - Internal Single Piece**

Silver

GPC Health Assessment Newsletter
Genuine Parts Company and Towers Watson

Silver

The Coca-Cola Company About Benefits Enrollment 2010
Newsletter for Inactive Associates
The Coca-Cola Company and Towers Watson

Category: **Overall Effort - Publications - Magazine**

Silver InSide Cox magazine
Cox Enterprises, Inc.

Gold ABM Alliance Magazine
ABM Industries, Inc. and Cary Bainbridge

Gold Georgia Ports Authority's AnchorAge Magazine
Georgia Ports Authority and JOY Marketing

Category: **Overall Effort - Publications - Newsletter/Newspaper**

Bronze The New Power to Perform
McKesson Corporation

Silver Among Friends
Atlantic Southeast Airlines

Silver Small Wonders
Children's Healthcare of Atlanta

Silver eDispatch Employee Newsletter
Georgia Systems Operations Corporation

Silver DirectLine Employee Newsletter
Georgia Systems Operations Corporation

Gold Inside UPS
United Parcel Service and Realm Advertising

Special Award: **President's Award**

2010 Recipient Jo Ann McCracken-Redding
McCracken & Associates