

**2011 IABC/Atlanta
Golden Flame Award Winners**

Category	Award	Entry	Organization
Design - Digital - Website	Bronze	CoxConserves.Com Redesign	Cox Enterprises, Inc.
Design - Digital - Website	Silver	Cox Enterprises 2010 Online Annual Report	Prescott Alexander LLC
Design - Print - Annual Reports	Gold	Georgia Ports Authority's FY2010 Annual Report: From Georgia to the World	Georgia Ports Authority
Design - Print - Annual Reports	Silver	2010 Goodwill Annual Community Report	Goodwill Industries of the Southern Rivers
Design - Print - External Series	Silver	Break Bulk Cargo Campaign	Realm Advertising
Design - Print - External Single Piece	Silver	Operational Excellence Corporate Identity Brochure	Storage Post Self Storage
Design - Print - Logo	Silver	Technology Communications Logo	Turner Broadcasting System Inc.
Design - Print - Media/Marketing Kit	Bronze	Vehicle Lending Solutions Marketing Kit	Assurant Specialty Property
Design - Print - Newsletter/Newspaper	Bronze	DirectLine employee newsletter	Georgia System Operations Corp
Employee Communications - Crisis Communication Plan and Response	Silver	Deep Freeze 2011 Disaster Response Communications	Emory Healthcare
Employee Communications - Internal Communication	Gold	Engaging Michelin Employees and Families in Choose Well—Live Well	Aon Hewitt and Michelin North America
Employee Communications - Internal Communication	Silver	The Manager Experience	Assurant Specialty Property
Employee Communications - Internal Communication	Silver	Turner Broadcasting System, Inc. – How We Get the Word Out	Enterprise Applications – Communications and Collaboration Team
Employee Communications - Internal Communication	Silver	Endo: A Model for Transformation, Differentiation and Communication	GCI Health
Employee Communications - Internal Communication	Silver	GPC 2011 Annual Enrollment	Genuine Parts Company & Towers Watson
Employee Communications - Internal Communication	Gold	Founders' Day 2011	UPS
Integrated Marketing Campaign - Company Branding	Silver	The Holiday Inn Global Brand Relaunch	InterContinental Hotels Group (IHG)
Integrated Marketing Campaign - Company Branding	Silver	Free Your Identity	Rountree Group for Imprint Plus
Integrated Marketing Campaign - Company Branding	Silver	CSM FOODSERVICE,	The Jones Group
Integrated Marketing Campaign - Event Marketing	Silver	ABM At Your Service - BOMA EVENT	ABM Industries, Inc.
Integrated Marketing Campaign - Event Marketing	Gold	GE & Edelman Leverage Public Engagement to "Ask Anything"	Edelman
Integrated Marketing Campaign - Event Marketing	Silver	Logistics Live in Chicago	IM Creative
Integrated Marketing Campaign - Event Marketing	Silver	2010 McKesson Executive Leadership Summit	McKesson Corporation
Integrated Marketing Campaign - Internal Campaign	Bronze	STAR Recognition Program	Assurant Specialty Property
Integrated Marketing Campaign - Internal Campaign	Bronze	GTRI: There's a lab for that.	Georgia Tech Research Institute
Integrated Marketing Campaign - Other	Gold	Challenging Perceptions and Presenting Solutions to Stop Childhood Obesity in Georgia	Children's Healthcare of Atlanta

Integrated Marketing Campaign - Other	Bronze	Holiday Inn Calls on Everyday Heroes to "Pay it Forward"	InterContinental Hotels Group (IHG)
Integrated Marketing Campaign - Other	Silver	Lockheed Martin Aeronautics: 60 Years and Climbing	Lockheed Martin
Integrated Marketing Campaign - Other	Silver	Plantville, a Siemens Initiative	Siemens Industry, Inc.
Integrated Marketing Campaign - Product Branding	Silver	Straight Talk - Making the Taboo Talkable	Edelman
Non-Profit - Individual Piece	Bronze	System Brochure	Children's Healthcare of Atlanta
Non-Profit - Individual Piece	Bronze	Bringing Light to a Heavy Issue: Child Obesity Crisis Provokes Stakeholder Investment	Children's Healthcare of Atlanta
Non-Profit - Individual Piece	Silver	Atlanta History Center's Cherokee Garden Library Board of Trustees Handbook	McCracken & Associates
Non-Profit - Integrated Marketing Campaign	Gold	Challenging Perceptions and Presenting Solutions to Stop Childhood Obesity in Georgia	Children's Healthcare of Atlanta
Non-Profit - Integrated Marketing Campaign	Gold	Home Is Where the 'GIFT' Is	Edelman
Non-Profit - Other	Gold	Partnering with Daycare Centers to Stop Childhood Obesity Early - Steps to Grow On Toolkits	Children's Healthcare of Atlanta
Non-Profit - Other	Gold	Engaging Physicians in the Fight against Childhood Obesity - Provider Toolkits	Children's Healthcare of Atlanta
Non-Profit - Other	Silver	Donor Report - Small Wonders	Children's Healthcare of Atlanta
Non-Profit - Video	Silver	Casting Light on a Heavy Issue: Childhood Obesity Video Builds Awareness, Partnerships	Children's Healthcare of Atlanta
Non-Profit - Website	Bronze	Children's Healthcare of Atlanta Website	Children's Healthcare of Atlanta
Overall Effort - Digital - Internet/Intranet Portal	Bronze	Endo Interactive Learning Map	GCI Health
Overall Effort - Digital - Internet/Intranet Portal	Silver	CNN BEST Intranet	Turner Broadcasting System, Inc.
Overall Effort - Digital - Internet/Intranet Portal	Silver	TS&O TechComm Site	Turner Broadcasting System, Inc.
Overall Effort - Digital - Website	Bronze	CoxConserves.Com Redesign	Cox Enterprises, Inc.
Overall Effort - Direct Mail/Direct Response Campaign	Silver	Physician Recruitment Direct Mail	Hayslett Group & Four Corners Primary Care Center, Inc.
Overall Effort - Publications - Annual Report	Gold	Georgia Ports Authority's FY2010 Annual Report: From Georgia to the World	Georgia Ports Authority
Overall Effort - Publications - Annual Report	Silver	2010 Goodwill Annual Community Report	Goodwill Industries of the Southern Rivers
Overall Effort - Publications - Magazine	Bronze	LOMA Resource Magazine	Resource Staff
Overall Effort - Publications - Newsletter/Newspaper	Gold	Among Friends	Atlantic Southeast Airlines/ExpressJet Airlines
Overall Effort - Publications - Newsletter/Newspaper	Bronze	MedClips	Children's Healthcare of Atlanta
Overall Effort - Publications - Newsletter/Newspaper	Bronze	Nursing Notes: The Johnson & Johnson Campaign for Nursing's Future E-newsletter	GCI Health
Overall Effort - Publications - Newsletter/Newspaper	Silver	eDispatch employee newsletter	Georgia System Operations Corp
Overall Effort - Publications - Newsletter/Newspaper	Silver	DirectLine employee newsletter	Georgia System Operations Corp
Public Relations Campaign - Crisis Communication Plan and Response	Silver	Preventing a Raid on Reputation	Edelman

Public Relations Campaign - External Communication	Bronze	Booster Seat Campaign	Children's Healthcare of Atlanta
Public Relations Campaign - External Communication	Silver	Rallying for a Nonprofit Dental Provider	Edelman
Public Relations Campaign - External Communication	Silver	Hotel Indigo Embraces the Neighborhood:"Locals Know Best" National Media Campaign	InterContinental Hotels Group (IHG)
Public Relations Campaign - External Communication	Gold	UPS's Secret Sauce to Successful Hiring: Social Media	UPS
Public Relations Campaign - Media Relations	Bronze	The VOICE Grand Opening	Children's Healthcare of Atlanta
Public Relations Campaign - Media Relations	Gold	GE & Edelman Charge up the Electric Car Discussion	Edelman
Public Relations Campaign - Media Relations	Gold	Password Cracking, Reputation Building and a \$10 Million Contract	Georgia Tech Research Institute with Georgia Tech Research News
Public Relations Campaign - Media Relations	Bronze	IHG's Check it Free Promotion	InterContinental Hotels Group (IHG)
Public Relations Campaign - Media Relations	Silver	Blue Angels, Toys for Tots, Lockheed Martin, 1st Degree	Lockheed martin
Public Relations Campaign - Media Relations	Silver	From Patio to Vase	Rountree Group for Gardener's Confidence Collection
Public Relations Campaign - Media Relations	Gold	Plantville, a Siemens Initiative	Siemens Industry, Inc.
Public Relations Campaign - Social Media	Silver	Engaging and Educating with Social Media: "Aflac Iron Girl Across America"	Edelman
Public Relations Campaign - Social Media	Gold	Nursing Notes by Johnson & Johnson Facebook Page	GC
Public Relations Campaign - Social Media	Gold	Logistics Live in Chicago	IM Creative
Public Relations Campaign - Social Responsibility	Gold	Fighting Childhood Obesity with Awareness - Getting the Media Involved with the Issue	Children's Healthcare of Atlanta/Jackson Spalding
Video Production - Corporate Image	Silver	Focusing on Growth: 2011 ELM Video Series	GE Energy / Mountain View Group, Ltd.
Video Production - Internal Communication	Bronze	Imagination Jam Manifesto	GE Energy / Mountain View Group, Ltd.
Video Production - Internal Communication	Bronze	BECAUSE OF YOU	Turner Broadcasting System Inc
Video Production - Other	Bronze	For a Lifetime	Federal Reserve Bank of Atlanta Dave de Medicis/Sabrina Francis /Julie Schein
Video Production - Public Relations	Bronze	Smart Grid Executive Summit	GE Energy / Mountain View Group, Ltd.
Writing - Annual Reports	Bronze	Endo: A Model of Transformation, Differentiation and Communication	GCI Health
Writing - Direct Mail/Direct Response Campaign	Silver	UPS ALA Conference Kit	Realm Advertising
Writing - External Single Piece	Silver	The Strategy of Managing Change: A Strategy Perspective from CNN	Lisa Pedrogo, CNN BEST University
Writing - Individual op-eds, features, articles	Silver	Three Issues to Watch	LOMA Resource/Jennifer Rankin
Writing - Internal Series	Gold	STAR Rewards Program	Assurant Specialty Property
Writing - Internal Single Piece	Gold	"Guinea Worm Eradication Nears"	Anne Waincott Inc.
Writing - Internal Single Piece	Gold	Big Bets: Decisions & Leaders That Shaped Southern Company	Southern Company
Writing - Newsletter/Newspaper	Silver	Among Friends	Atlantic Southeast Airlines/ExpressJet Airlines
Writing - Training/Education Modules	Silver	Northeastern University Online Lecture	Maureen Tschirhart