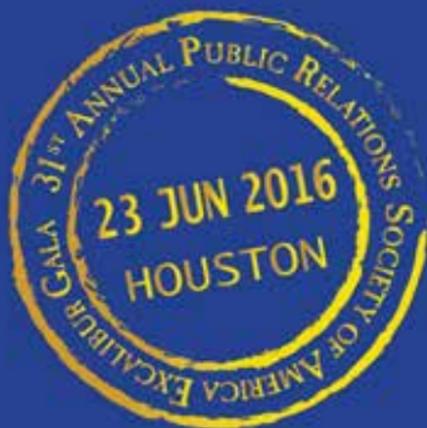


PRSA HOUSTON
EXCALIBUR
2016 AWARDS GALA



PASSPORT
TO HOUSTON

WINNERS LIST

Congratulations
2016
Excalibur Award
Winners

*It was a fabulous night and we once again
set the standard for excellence with
several of our peers winning
for outstanding work.*

*A big thank you to everyone who
made the event a huge success. Especially our event
chairs, sponsors, and volunteers.
See you in 2017.*

Special Awards

2016 Legacy Award Winner

Deborah Buks, APR

Recognized internationally in 2015 by PR News as one of the Top 70 Women in PR, Deborah Buks, founder and president of Ward and its sister company OnwardU, has been leading communication for 35 years for local, national and international clients in myriad industries. In 2013, she launched OnwardU, Ward's sister company, to facilitate communication through professional meeting facilitation and communications skills training. One of Deborah's career highlights was receiving the 2013 Grand Excalibur award from PRSA Houston Chapter. Deborah and her team have received hundreds peer-judged industry honors for their successful communications work on behalf of clients.

For her firm's 20th anniversary in 2010, she endowed a Journalism/PR scholarship to The University of Texas Moody College of Communication -- of which she is an honors graduate and currently serves on the Dean's Advisory Council. An advocate of work/life balance following her stints at large agencies and her journey with Sarcoma, Deborah has built Ward to be a boutique by design, strictly managed for joy, which has proved to be the genesis of the firm's prosperity. As much as she enjoys her work, though, she is quick to say her greatest joy in life is being Mom to her two beautiful sons, Joseph and Isaac.

CEO Communicator of the Year

John Sweney, CEO, Brookwoods Group

John Sweney, is the Founder and CEO of Brookwoods Group he has spent the last 18 years as the CEO of Brookwoods Group, a privately owned company that provides contract labor, consulting, and recruiting services to Houston area companies. John saw a need and filled the gap 18 years ago when he realized specialized recruiting for Marketing and Communication professionals was an unsupported niche' in the recruiting industry in Houston. His commitment to quality services, detailed screening, and direct communication with hiring managers has built a strong network of employees, clients, and recruiters.

Government Communications Team of the Year

NASA Johnson Space Center

Communicating from Space to Ground and Beyond

Despite a budget reduction, the NASA Johnson Space Center External Relations Office completed a record-breaking year in 2015, honing traditional tactics and leveraging unique approaches to highlight its Year in Space Mission, while partnering with groups such as One Direction and 20th Century Fox's The Martian to extend its reach from "Space to Ground." Entrusted with managing the center's reputation, the team implemented new communications initiatives to instill confidence in both internal and external audiences using social media, community outreach, internal information and media relations to exceed NASA's goals of educating and engaging all generations to advance human space exploration.

Non-Profit Communications Team of the Year

University of Houston

Tier One Communications: University of Houston Media Relations & Digital Programming

Higher education has become increasingly competitive with more than 4,400 universities in the country and a growing number of online universities. A strong case must be made to potential students and their parents, the philanthropic community and private industry that an institution is worth their investment of time and money. A university's reputation is more important than ever to sustaining and growing its business - namely: educating future citizens. As the reputation of our institution grows worldwide, so does the need for University of Houston Media Relations and Digital Programming to take a resourceful, multi-platform approach to delivering our message.

Public Relations Professional of the Year

Sparkle T. Anderson, City of Pearland

Sparkle T. Anderson is the Director of Communications for the City of Pearland. In this position, she handles public relations, e-marketing, social media, and advertising for the City, while producing graphics in support of City programs and services. She currently serves on the board for the Public Relations Society of America - Houston Chapter and is Board President for the PRSA Charitable arm, the Public Relations Foundation of Houston Sparkle received a bachelor's degree in journalism from the University of Texas at Austin and a master's degree from Rice University.

Young Public Relations Professional of the Year

Amy Lach, Pierpont Communications

Amy Lach has been practicing public relations for over a year, specializing in media relations, digital marketing, content development and social media. She began at Pierpont Communications as an intern in 2014 after graduating from The University of Texas at Austin with a bachelor's degree in public relations and a minor in business. She has since worked with clients in the energy, financial, professional services and technology industries. She currently serves as Secretary for the Public Relations Society of America in Houston and previously co-chaired the 2015 Excalibur Awards Gala.

Small PR Agency of the Year

DoubleDimond Public Relations, LLC

DoubleDimond Public Relations, LLC, is a small PR agency with a reputation for both public relations skill and professionalism. It was founded in 2007 by Margot Dimond and Lisa Dimond Vasquez – two Accredited professionals with complementary skills and a long-time record of achievement in the fields of media and public relations. They have worked hard ever since to plan and implement public relations programs designed specifically to serve each client's interests, and they have been rewarded with long-standing clients who trust their counsel and refer new business.

2016 GRAND EXCALIBUR

Crisis Communications and Issues Management The Company of Others

31st Annual BP MS 150 Bike Ride – Day 1 Cancellation

Continuing its role as the largest fundraising event for the National Multiple Sclerosis Society nationwide, the 31st Annual BP MS 150 Bike Ride from Houston to Austin generated more than \$20 million to support those living with multiple sclerosis (MS) and attracted 11,000 cyclists for the two-day, 180-mile journey. For 2015, The Company of Others (TCOO) was once again charged with executing a comprehensive PR campaign, including media relations, crisis communications and social media initiatives. Crisis communications played heavily in this year's ride since Day 1 of the ride was canceled due to weather conditions.

Campaigns

Crisis Communications and Issues Management

Pierpont Communications

Bronze

Revvng Up Crisis Readiness For A Global Automotive Retailer Group 1 Automotive

Pierpont Communications worked with Group 1 Automotive to completely overhaul the corporation's crisis readiness and response by developing a company-wide crisis plan and processes/procedures for dealing with negative events that affect the company. Pierpont also trained employees on the new protocol and best practices for communicating with stakeholders and developed various policies and materials for employees to reference in the event of a crisis.

Events and Observances

Elmore Public Relations

Gold

Buffalo Bayou Park: A 'Central Park' for Houston comes to fruition Buffalo Bayou Partnership

In 2015, Buffalo Bayou Partnership, a leading environmental non-profit organization, entered its final year of renovations to Buffalo Bayou Park. A completion celebration was planned, accompanied by a communications strategy developed in partnership with Elmore Public Relations, to drive awareness of and attendance to the public opening and position the \$58 million project as a transformational park locally and nationally. Despite a historic flood weeks before the planned opening which necessitated a rescheduling of the opening, the team delivered an extraordinary public celebration drawing record attendance, garnering significant news coverage, and solidifying the non-profit's reputation for delivering high-caliber capital projects.

Events and Observances

Integrate

Silver

Dave & Buster's Friendswood Grand Opening

Integrate successfully introduced and launched Dave & Buster's newest Houston-area location in Friendswood, securing more than 31 million media impressions in two months and beating the business' 500-person attendance goal for its VIP events through partnerships with hyper-local influencers. Integrate established a loyal neighborhood following from the minute Dave & Buster's opened its doors, setting the store up for success for the holiday season and immediately making it the go-to destination for sports viewership. The successful launch enabled Integrate to work with the Dave & Buster's team, managing social media for its three Houston-area locations, after the project was completed.

Events and Observances

Shar-day Campbell

DBA Campbell Clear Communication

Silver

Wake Up and Vote: Commemorating 50th Anniversary of 1965 Voting Rights Act Honey Brown Hope Foundation

To combat voter apathy and spread hope by sharing the triumphant, untold history of leaders, martyrs and champions of civil rights, The Honey Brown Hope Foundation had a commemorative, three-day event, "Wake Up and Vote", for the 50th Anniversary of the Voting Rights Act on August 6, 2015.

Events and Observances

Love Advertising

Bronze

2015 Texas Renaissance Festival PR Campaign

Texas Renaissance Festival

Love Advertising led public relations efforts for the 2015 Texas Renaissance Festival, with the goal of making it a Houston-owned destination event for local, regional and national audiences. The PR campaign generated \$4.8 million in publicity and 2.9 billion consumer impressions from local, regional and national audiences. By the end of season, the Texas Renaissance Festival reported six record breaking weekends, a record breaking number of weddings as well as record-breaking attendance at School Days. The campaign also elevated the profile of the festival, which was named the No. 1 Best Cultural Festival in the United States by USA Today.

Events and Observances

Belmont Village Senior Living

Bronze

American Heroes: Portraits of Service

*In recognition of the 70th anniversary of the end of WWII, Belmont Village Senior Living once again teamed with nationally recognized photographer Thomas Sanders, known for his award-winning book, *The Last Good War: The Faces and Voices of WWII*, to capture the images and words of veterans from all ranks and branches of service. Sanders visited 24 Belmont Village communities from 2015-2016 to photograph 400+ veterans, predominantly World War II era. He created iconic portraits of them with personal memorabilia from their war experiences, offering an everyman perspective as we near the final chapter of this piece of American history.*

Events and Observances

The Company of Others

Bronze

Gardere MLK Jr. Oratory Competitions **Gardere Wynne Sewell LLP**

Gardere Wynne Sewell LLP, one of the Southwest's largest law firms, holds its annual Gardere MLK Jr. Oratory Competitions in Houston and Dallas each January, in conjunction with the MLK Jr. holiday. The competition challenges elementary students to commemorate Dr. King's legacy by instilling their own perspective into his speeches and addressing the chosen topic, which was "What would Dr. King say in his campaign speech if he were running for president this year?" In 2015-2016, The Company of Others handled local and national media relations for the competitions, resulting in the most successful campaign ever implemented for the events.

Government/Public Affairs

San Jacinto College

Gold

How to Pass a Bond in 78 Days

On August 17, 2015, the San Jacinto College Board of Trustees called for a \$425 million bond referendum for the November ballot. The San Jacinto College marketing and public relations team had just 78 days before Election Day to implement a comprehensive informational campaign about the bond. We could not advocate for or against the bond, but instead were charged with providing information about the College, the bond, and our students to help voters make an informed decision. The result? The bond passed by 68 percent, with five times more voters than in the 2008 bond election.

Integrated Communications

Coyne PR

Gold

Pennzoil Reaches New Heights with Airlift Drift Mini Film Pennzoil

Understanding the media's need for entertaining, snackable content, Coyne PR developed a creative idea and strategic approach for Pennzoil to launch a new content series, Airlift Drift. Four helicopters, a foreign cityscape and 707 horsepower of American muscle later, Pennzoil infiltrated the market with two exclusives, a full-force PR plan, a full broadcast and digital media buy and digital takeover across owned channels. Coyne exceeded its goals by securing extensive automotive coverage and positioning Pennzoil as a thought leader in the automotive industry. Overall, the brand garnered 120 stories with 6+ million earned media impressions and 42.9 million paid impressions.

Integrated Communications

Texas Children's Hospital

Silver

Mata conjoined twins Texas Children's Hospital

On Feb. 17, 2015, conjoined twins Knatalye and Adeline Mata underwent a historic separation surgery at Texas Children's Hospital. A team of more than 26 clinicians worked to separate the girls who shared a chest wall, lungs, pericardial sac, diaphragm, liver, intestines, colon and pelvis. During the complex surgery, the team worked for 23 hours on Knatalye and 26 hours on Adeline with the official separation occurring approximately 18 hours into the surgery. The Texas Children's PR team worked closely with the clinical team, family and others in the Marketing & PR department to document and share their inspiring journey.

Integrated Communications

The Company of Others

Silver

Direct Energy Home Services Integrated Communications Campaign

Direct Energy Home Services

When faced with the challenge of increasing brand awareness for Direct Energy Home Services, The Company of Others created an integrated communications campaign that spoke not just about services, but about how trusted technicians, plumbers and electricians are often like superheroes to their customers. We also created a conversation around the current skills gap in America and the 3 million skilled trades jobs that are going unfilled as a result. A one-of-a-kind partnership was formed with Mike Rowe, who worked alongside the brands to promote the skilled trades and empower future and potential trade professionals.

Internal Communications

UTMB

Silver

Let's Talk! Strengthening Internal Communications at UTMB

University of Texas Medical Branch

In early 2015, UTMB took a leap and completely overhauled the way it talks to its employees. As part of a new comprehensive program, UTMB rolled out a new, core channel of communications for its 12,000 employees, called "Weekly Relays." With staff spread out across the state, the goal of the initiative was to get everyone on the same page and have opportunities to ask questions and provide feedback. The ongoing program has resulted in 75% of employees throughout the institution feeling better informed, understanding how they fit in the UTMB mission, and having a reliable way to voice concerns.

Internal Communications

CenterPoint Energy

Silver

CenterPoint Energy Performance Management launch

CenterPoint Energy introduced a new performance management process in 2015. It transitioned our workforce from a paper system to an online portal and also introduced new features such as mandatory mid-year review meetings and a heavier emphasis on coaching. Our launch communications included a variety of pieces, ranging from a fun parody music video to a dedicated print newsletter.

Marketing Business to Business

Honeywell Process Solutions

Bronze

Know the Pulse of Your Plant, Anytime, Anywhere: Introducing Honeywell Pulse™

Honeywell Pulse™ is Honeywell Process Solutions' newest technology to increase mobility, while also improving efficiency and safety at our customers' process facilities. This mobile app remotely connects plant managers, supervisors and engineering staff who need to have visibility into operations. It enables users to stay connected to their enterprise – wherever they are – by bringing relevant metrics and the tools to resolve issues directly to their mobile device. This new product launch coupled proven strategies with mobile-friendly tactics and tools to reach existing Honeywell Process Solutions' software customers, trade media and internal sales colleagues.

Marketing Business to Business

Pannell Kerr Forster of Texas, P.C. (PKF Texas)

Bronze

Radical Impact: Creating the Answer for Middle Manager Complacency Pannell Kerr Forster of Texas, P.C. (PKF Texas)

Pannell Kerr Forster of Texas, P.C. (PKF Texas), a middle market CPA firm, identified a marketplace gap where middle managers are depended upon to execute a company's vision, yet aren't given the development they need to succeed. To fill this gap, they hired Andy Ray, author of Radical Impact: A Manager's Playbook to Achieve Meaningful Results, to join their team. Using integrated marketing strategies, they developed targeted opportunities using existing tools, content channels and relationships to promote this capability, the book and the Radical Impact Academy. This led to over \$50,000 in revenue, \$25,000 in free media and speaking opportunities.

Marketing Consumer Products and Services

Carbonara Group

Bronze

Increased Awareness of AcceleDent in Austin and Surrounding Area OrthoAccel Technologies, Inc.

Houston-based OrthoAccel® Technologies, Inc. is an orthodontic innovation company that manufactures AcceleDent®, the first FDA-cleared, Class II medical device that speeds up orthodontic treatment by as much as 50 percent and relieves the discomfort often associated with treatment. In 2015 the company developed a marketing campaign utilizing public relations to increase awareness of its AcceleDent device in Austin, Texas and the surrounding area. The effort, which began in June 2015, was successful in garnering earned media coverage that resulted in increased sales and quantifiable increase in awareness among prospective orthodontic patients and orthodontists in Austin, Texas and the surrounding region.

Marketing Consumer Products and Services

Reliant

Silver

BlogHer Conference - NRG

NRG participated at BlogHer, a large national consumer-focused media conference, where we promoted our line of portable power products, including NRG Street Charge, NRG Go and Goal Zero. The goal was to elevate NRG's brand by raising awareness of our efforts to power people beyond home – to give them power on the go, away from outlets – before a consumer conference with hundreds of highly influential female, consumer and family-focused bloggers.

Public Service/Non-Profit Campaigns

Texas Children's Health Plan

Silver

Cold and Flu Hero Campaign Texas Children's Health Plan

Cold and flu viruses can be very dangerous and can overpower anyone—even a superhero. With the implementation of the Cold and Flu Hero Campaign, Texas Children's Health Plan empowered their members to save the world from the cold and flu.

Public Service/Non-Profit Campaigns

University of Houston

Silver

Tier One Talent: Professor Pepé Contreras-Vidal **University of Houston**

The media relations team takes a multi-pronged, multimedia approach to promoting our health initiative, producing news releases, audio and video stories, and magazine pieces about the groundbreaking research and public engagement happening across the campus in this area. With these tools, we successfully pitch our faculty to media, earning a caliber of coverage that builds awareness of what UH brings to the table for advancing the health/medical field, as well as demonstrating how UH's offerings and prowess in this area will help benefit humankind.

Reputation/Brand Management

Carbonara Group

Silver

Avenue CDC Public Relations Campaign **Avenue CDC**

In preparation for celebrating the non-profit's 25th anniversary and to lay the groundwork for an upcoming capitol campaign, Avenue CDC retained Carbonara Group to help the non-profit raise its brand profile among media and the broader community for its expertise, successful track record in developing affordable housing and helping historical neighborhoods and their residents thrive. In less than a year, Carbonara Group's communication campaign garnered 46 different media placements including coverage on the front page of the Houston Chronicle, local and regional magazines, community newspapers and local broadcast.

Reputation/Brand Management

The Company of Others

Silver

Direct Energy Reputation/Brand Management Campaign **Direct Energy Home Services**

Benjamin Franklin Plumbing®, One Hour Heating & Air Conditioning® and Mister Sparky®, part of the Direct Energy family of home service franchise brands, were anticipating major growth in 2015 due to the April launch of a new campaign with a nationally-recognizable spokesperson. The Online Reputation Management program was set in place to manage and control the social media presence and online reviews for the three brands, which was incredibly important during this time of critical growth. Not only did the program help grow the online community of fans, but it also helped decrease the amount of negative reviews system-wide.

Reputation/Brand Management

Love Advertising

Bronze

2015 Celltex Therapeutics Corporation PR Campaign **Celltex Therapeutics Corporation**

Houston-based biotechnology company, Celltex Therapeutics, selected Love Advertising to help manage the company's reputation after having received extensive negative coverage from the media. The adult stem cell company tasked Love to educate consumers and the media about its compliance with the FDA, the safety of its adult stem cell technology, and to increase positive coverage in the mainstream media. The PR Campaign led by Love earned positive coverage from local, regional and national mainstream media outlets like USA Today and CNN, elevating the brand and positioning the company as a leader in the emerging field of regenerative medicine.

Reputation/Brand Management

Coyne PR

Bronze

Shell Rotella Pushes the Category Forward **Shell Rotella**

There are times within an industry that a brand needs to lead a specific change or modification of standards - this is the case with Shell Rotella. As leaders in the heavy duty diesel engine oil industry, Shell Rotella needed to lead the discussion and education of the new engine oil specification, PC-11. The brand charged Coyne PR with developing a comprehensive communication strategy to reach media, customers and consumers. Through several high-profile events and ongoing thought leadership efforts, Shell Rotella excelled at communicating the forthcoming PC-11 industry changes by garnering more than 130 stories in only six months.

Tactical

Annual Reports

LifeGift

Silver

Hopes and Dreams Take Flight: LifeGift's 2015 Annual Report/2016 Calendar **LifeGift**

Designed for people to keep, use and display, LifeGift's 2015 annual report/2016 calendar, "Hopes and Dreams Take Flight" sought to inspire individuals to register as organ and tissue donors on the Donate Life Texas Registry. "Hopes and Dreams Take Flight" showcases children of all ages and multicultural backgrounds who have been touched by organ and tissue donation. Hopes and dreams of each child, regardless if he/she is a transplant recipient, donor family member or awaiting transplant are highlighted throughout this piece. It is not just a calendar -- it's an inspirational piece used to communicate with a variety of audiences.

Annual Reports

Texas Children's Hospital

Silver

Texas Children's Hospital's 2014 Annual Report **Texas Children's Hospital**

Texas Children's Hospital's 2014 Annual Report celebrates our organization's remarkable contributions in pediatric care and women's health, including historic milestones achieved over the past 60 years to commemorate our anniversary. Revolving around the three core elements of the organization's mission – patient care, education and research – this commemorative book balances compelling content, powerful imagery and thoughtfully creative design to help readers navigate through Texas Children's 60-year history. From the seeds planted by the first physician pioneers and cultivated by today's leaders, the annual report demonstrates how Texas Children's is creating a brighter and healthier future for children and women.

Annual Reports

Houston Methodist Hospital Foundation

Bronze

Houston Methodist Hospital Foundation Magazine (annual report) **Houston Methodist Hospital**

As home to more than 20,000 nonprofit organizations, Houston is one of the country's largest charitable cities. This competitive environment requires fundraisers to effectively communicate the impact of philanthropic gifts in order to appropriately steward donors and secure continued support. The Houston Methodist Hospital Foundation Magazine provides stories, photos and illustrations that show how support for research, education and patient care make a difference in providing leading medicine care to our community and beyond. Produced and distributed in April 2015, the magazine serves as an annual report reflecting all significant contributions made to Houston Methodist Hospital Foundation throughout 2014.

Blogs

DoubleDimond Public Relations, LLC

Bronze

Ask a PR Expert

DoubleDimond Public Relations, LLC

Begun in 2012, Ask a PR Expert - askaprexpert.com - is a blog designed to educate business owners and nonprofit executives about the practice and value of public relations and associated marketing strategies and tactics. Blog posts cover everything from strategic planning to news releases to the latest in social media and content marketing. DoubleDimond Public Relations principal Margot Dimond, APR, is the editor and author of most of the posts; however, she often seeks out and invites guest posts from PR thought-leaders who can contribute interesting strategies and tactics or comment on the direction of the PR industry.

Brochures

DoubleDimond Public Relations, LLC

Bronze

Holy Spirit Episcopal School Viewbook

Holy Spirit Episcopal School

DoubleDimond Public Relations, LLC, was asked to produce a Viewbook for Holy Spirit Episcopal School, a private school that serves students in kindergarten through grade eight. The Viewbook is essentially a brochure about the school to send to parents of prospective students to give them an overview of the school and what it offers its students. Administrators wanted to highlight student diversity and the wide range of athletic, artistic and cultural exchange activities offered, in addition to the school's high academic standards. The Viewbook has been cited as an example to be used by other schools in the Episcopal Diocese.

Creative or Unconventional Tactics

Carbonara Group

Gold

Children's National Health System - Media Drop Children's National Health System

The Sheikh Zayed Institute for Pediatric Surgical Innovation at Children's National Health System is a national leader in tackling the issues surrounding the lack of medical devices designed specifically for children's needs. While its core circle of collaborators know its work well, the Institute's impressive leadership in this area is unknown among a broader national audience of pediatric healthcare professionals, national healthcare media or patient families. Carbonara Group created an impactful "red box" to illustrate one patient's story and promote the Institute's annual symposium. It attracted the strategic national media coverage that Children's National and the Institute sought.

Creative or Unconventional Tactics

Coyne PR

Gold

Pennzoil Influences DIYers With Digital Engagement and Real World Activation Pennzoil

In 2015, Pennzoil developed and implemented an influencer program, the Proactive Engagement Program (PEP), in which the brand proactively listened and engaged with digital automotive DIY influencers. By offering influencers value exchange items such as personalized content and product samples, Pennzoil hoped to encourage them to 'Make The Switch' to Pennzoil Synthetics and assert their newfound affinity. The climax of the program was inviting influencers to visit the Shell Technology Center and Hennessy Performance garage. The enriching experience has proven to drive brand awareness, increase brand conversation on social platforms and solidify consumer brand loyalty among participants and their followers.

Editorials/Op-Ed Columns
DoubleDimond Public Relations, LLC
Silver

“Five Trends” Op-Ed
DoubleDimond Public Relations, LLC

Margot Dimond, APR, principal of DoubleDimond Public Relations, LLC, decided to write this opinion piece, “Five Trends to Keep in Mind When Marketing your Business,” to broaden the scope of perception about public relations in the business community and suggest some simple, inexpensive ways to integrate digital marketing into the portfolio of public relations services. The Houston Business Journal, the premier independent business publication for the Houston metropolitan area, published the article in September of 2015.

Editorials/Op-Ed Columns
Shar-day Campbell
DBA Campbell Clear Communication

Bronze

Rep. Senfronia Thompson Editorial
Rep. Senfronia Thompson

On September 1, 2015, more than 700 new laws enacted in Texas. With so many changes affecting Texans, Rep. Senfronia Thompson leveraged a timely op-ed during week of September 1 to convey how she garnered bipartisan support to champion legislation that allows ex-drug offenders a second chance at receiving SNAP funding and assistance.

Grass Roots Program/Guerrilla Marketing

Love Advertising

Bronze

Watercrest Pink Shirt Day **Watercrest Senior Living Community**

Watercrest, a retirement community for seniors age 55+ in the Houston area, showed support for Breast Cancer Awareness month by wearing pink on October 1, 2015 for Pink Shirt Day. Love Advertising led PR initiatives increasing awareness about the retirement community's efforts to symbolize the importance of early detection and regular screenings through coordinating media interviews and on-site photography with Houston-area media to expose them to this special commemoration. Love Advertising's PR efforts generated over \$44,000 in earned media coverage in local outlets with 476,271 impressions, including an article in the leading print publication in the Houston market, Houston Chronicle.

Grass Roots Program/Guerrilla Marketing

Reliant

Bronze

BlogHer Conference - NRG

NRG's first time participating in a large consumer-focused media conference, where we promoted our line of portable power products, including NRG Street Charge, NRG Go and Goal Zero via a person-to-person guerrilla marketing "surprise and delight" campaign.



Magazines

C. T. Bauer College of Business

Bronze

Inside Bauer Magazine **C. T. Bauer College of Business**

Inside Bauer magazine (www.bauer.uh.edu/insidebauer) serves as the primary print collateral piece for the C. T. Bauer College of Business at the University of Houston. It is written, designed, edited and produced entirely in-house by the college's Office of Communications team, which is responsible for a host of other projects and activities beyond Inside Bauer.

News Release

Ward

Gold

Leveraging Aggreko News to Generate Leads **Aggreko**

Aggreko, the world leader in mobile, modular power and temperature control solutions, tasked Ward to craft a mediagenic news release to announce the United States Patent and Trademark Offices had awarded the company a patent for its 'Catalyst Cooling' process. The solution, designed to reduce catalyst cooling time during the initial stage of planned or unplanned maintenance for hydro processing and reformer units within the petrochemical and refining industry, has the ability to produce significant savings ranging from \$250,000 to more than \$5,000,000.

News Release

Kelsey-Seybold Clinic

Silver

Kelsey-Seybold Clinic's Accountable Care in Action

Kelsey-Seybold Clinic

Kelsey-Seybold Clinic executives are Houston's long-time experts in Accountable Care. In 2015, as some of the final pieces of the new healthcare law began to be implemented, the momentum to talk about improvements in healthcare quality and cost waned. Kelsey-Seybold's media relations team developed a strategy to harness the notoriety of its biggest client's success in administering KelseyCare, a health benefits plan that not only improved the health of their employee and dependent population, but also saved them millions of dollars. That client is the city's largest employer, The City of Houston.

News Release

The Company of Others

Silver

Stewart Title Tactical News Release

Stewart Title

In the fall of 2015, Stewart Title launched a refined brand refresh to support the company's strategic growth initiatives and efforts to communicate its focus on operating in the true spirit of partnership. The Company of Others collaborated with Stewart's marketing department to communicate the brand changes through ultra-targeted media outreach efforts and tailored news releases that would target each of Stewart's 130-plus major market areas throughout the United States.

News Release

University of Houston

Bronze

Could your cell phone be making you fat? Ask the chubby zebrafish.
University of Houston

This technical news release distills complex ideas while highlighting practical applications. It is an example of how an imaginative approach and clear writing can overcome scientific jargon and esoteric concepts to communicate findings of consequence to both mainstream and niche audiences, as well as media that cater to each.

News Release

Reliant

Bronze

J.J. Watt Sponsorship - Reliant Energy
Reliant Energy

Reliant's unique media strategy helped distinguish the company's sponsorship with Houston Texans star player J.J. Watt and engage media outside the sports and advertising space.

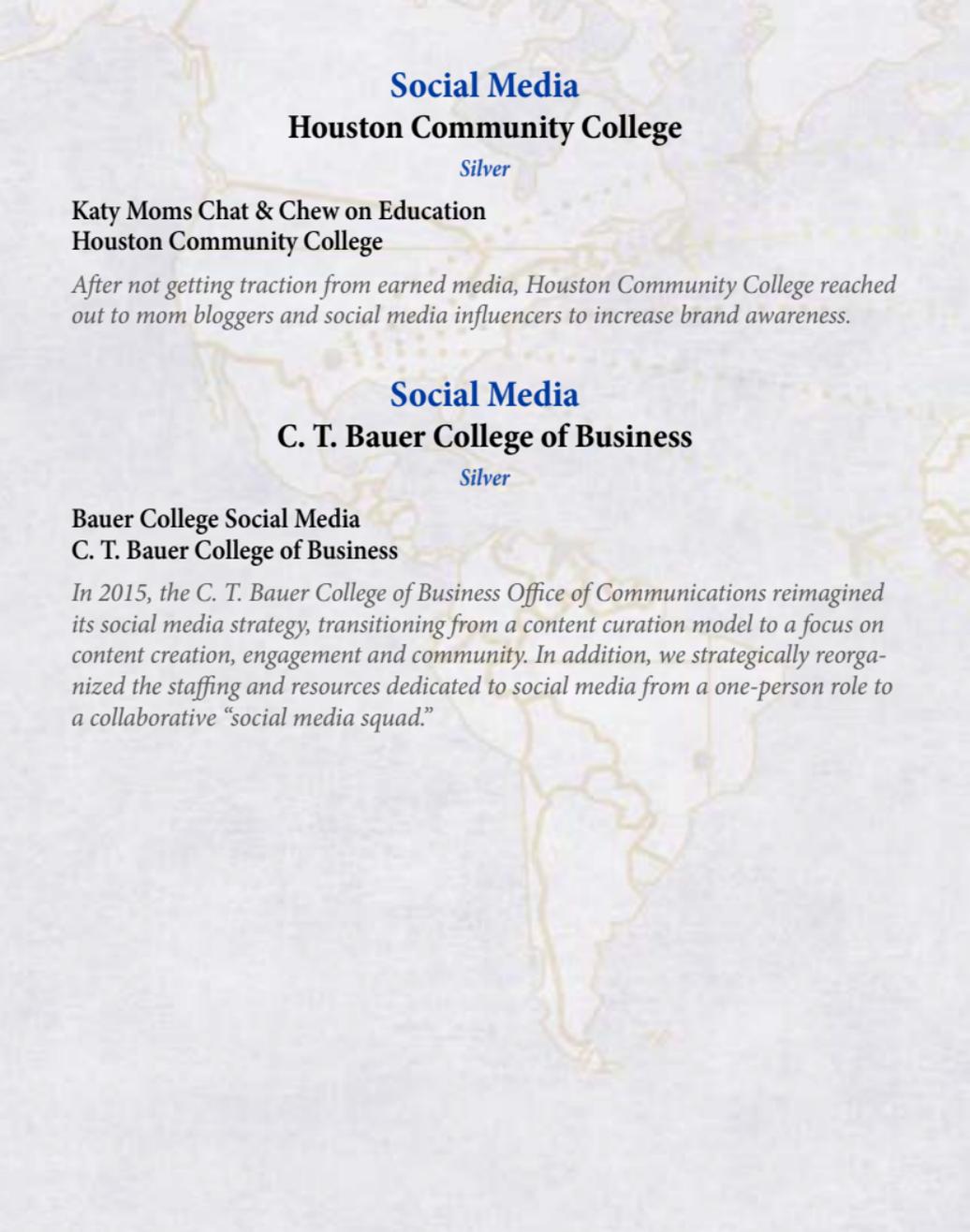
Newsletters

Texas Children's Health Plan

Bronze

Star Babies Newsletter
Texas Children's Health Plan

Texas Children's Health Plan distributes Star Babies Newsletter each month more than 7,000 pregnant women in Houston and surrounding areas. Texas Children's Health Plan knows the importance of a healthy pregnancy and understands just how unpredictable a pregnancy can be for all moms. In 2015, the Star Babies Newsletter was redesigned to produce a more visually appealing newsletter that encouraged engagement among recipients.

The background of the slide is a light-colored map of Texas, showing major roads and geographical features in a pale yellow and beige tone.

Social Media

Houston Community College

Silver

Katy Moms Chat & Chew on Education

Houston Community College

After not getting traction from earned media, Houston Community College reached out to mom bloggers and social media influencers to increase brand awareness.

Social Media

C. T. Bauer College of Business

Silver

Bauer College Social Media

C. T. Bauer College of Business

In 2015, the C. T. Bauer College of Business Office of Communications reimagined its social media strategy, transitioning from a content curation model to a focus on content creation, engagement and community. In addition, we strategically reorganized the staffing and resources dedicated to social media from a one-person role to a collaborative “social media squad.”

Social Media

Integrate

Bronze

Brian Gavin Diamonds Wedding Wishlist Sweepstakes Brian Gavin Diamonds

After a year of working with Houston-based online diamond retailer, Brian Gavin Diamonds, Integrate was determined to create a large-scale national sweepstakes that would entice its target audience, future brides across the country, to engage with the brand online. The agency partnered with five brands to offer a remarkable prize package, including Brian Gavin Diamonds wedding bands. The contest was hosted on the client's website and was promoted almost entirely through social media channels, with the ultimate goal of growing the brand's social media following, while also capturing additional e-mail addresses, leading to future sales.

Social Media

City of Pearland

Bronze

Pearland Little League City of Pearland

When Pearland Little League All Stars made their 3rd trip in 5 years to the Little League World Series and returned home as the 2nd best of the nearly 7,000 Little League teams in America and as the 3rd best Little League team in the world, City of Pearland staff began planning a celebration for the boys to acknowledge their accomplishment. The celebration was the culmination of an active social media campaign that aimed to bring a community together in support of some awesome little boys.



Special Projects

Houston Community College

Silver

Katy Moms Chat & Chew on Education

Houston Community College

After not getting traction from earned media, Houston Community College reached out to mom bloggers and social media influencers to increase brand awareness.

Special Projects

Love Advertising

Silver

Gallery Furniture Grand Parkway Grand Opening

Gallery Furniture

Gallery Furniture, one of Houston's most iconic landmarks, officially opened its new 165,000 square foot Gallery Furniture Grand Parkway store on Wednesday, July 1, 2015. Love Advertising led public relations efforts to increase awareness for the new store to local audiences and coordinated a media event and lunch for Houston-area media outlets to expose them to the store's features. Love Advertising's PR efforts generated more than \$161,000 in earned media coverage in local outlets with 2,259,964 impressions. More than 50 people attended the media event, which featured lunch from the store's restaurant, Brick & Mortar Kitchen.

Special Projects

Love Advertising

Bronze

Watercrest at Bryan Aggie Mixer Special Event **Watercrest at Bryan/College Station**

Watercrest at Bryan, a retirement community in Bryan/College Station, Texas, tasked the Love Advertising PR team with increasing awareness of the community and positioning it as a retirement destination for active seniors. Located in the heart of Aggieland (home of Texas A&M University), Watercrest at Bryan is also home to 11 former members of the Texas A&M University Corps of Cadets. Love coordinated an Aggie Mixer attended by current members of the Texas A&M Corps of Cadets and the 11 former cadets. The event received coverage from local print, television, radio and online news outlets, and received social media virality.

Special Projects

Visit Houston

Bronze

Houston Tourism Summit **Visit Houston (formerly Greater Houston Convention and Visitors Bureau)**

Visit Houston implemented the first Tourism Summit with the goal of uniting the hospitality industry and encouraging cooperation among partners. The summit was our response to a study released by Houston First in 2014, showing that even though Houston was doing well, it was lagging other major cities in terms of attracting leisure tourism. The Mayor of Houston and a group of renowned speakers and panelists participated in the event at the George R. Brown Convention Center on September 10, 2015. The one-day workshop brought more than 500 attendees and generated collaborations among industry partners through the Matching Grant program.



Special Publications

The Company of Others

Silver

The Woman's Hospital of Texas Labor Day Luncheon & Style Show Special Publications

The Woman's Hospital of Texas

In 2004, The Woman's Hospital of Texas challenged The Company of Others to create an event designed to appeal to its core constituency, build brand awareness and differentiate the hospital from others in the market. Hence, The Woman's Hospital of Texas' annual Labor Day Luncheon & Style Show benefiting the March of Dimes was born. Over the past few years, the event has consistently attracted a nearly sell-out crowd. In 2015, The Woman's Hospital once again looked to The Company of Others for event logistics coordination, vendor relations, media relations and creative development and production for the signature event.

Video

Houston Community College

Silver

Katy Moms Chat & Chew on Education

Houston Community College

After not getting traction from earned media, Houston Community College reached out to mom bloggers and social media influencers to increase brand awareness.

A faint, light-colored map of the state of Texas is visible in the background of the entire page. The map shows the state's outline and some major geographical features like rivers and county boundaries.

Video

Texas Children's Hospital

Silver

Texas Children's "Fight Song" video

Texas Children's Hospital

In early 2015, the Child Life and PR teams at Texas Children's Hospital came together with an idea to create a video to encourage and motivate the staff and provide a positive and inspiring patient experience. As a result, our teams worked together with patients at Texas Children's to perform their own version of Rachel Platten's "FightSong." Our amazing caregivers fight for our patients every day, and it's because of their efforts that Texas Children's ranks 4th among all pediatric hospitals in the nation. This video is dedicated to our amazing medical team and the patients who inspire us.

Video

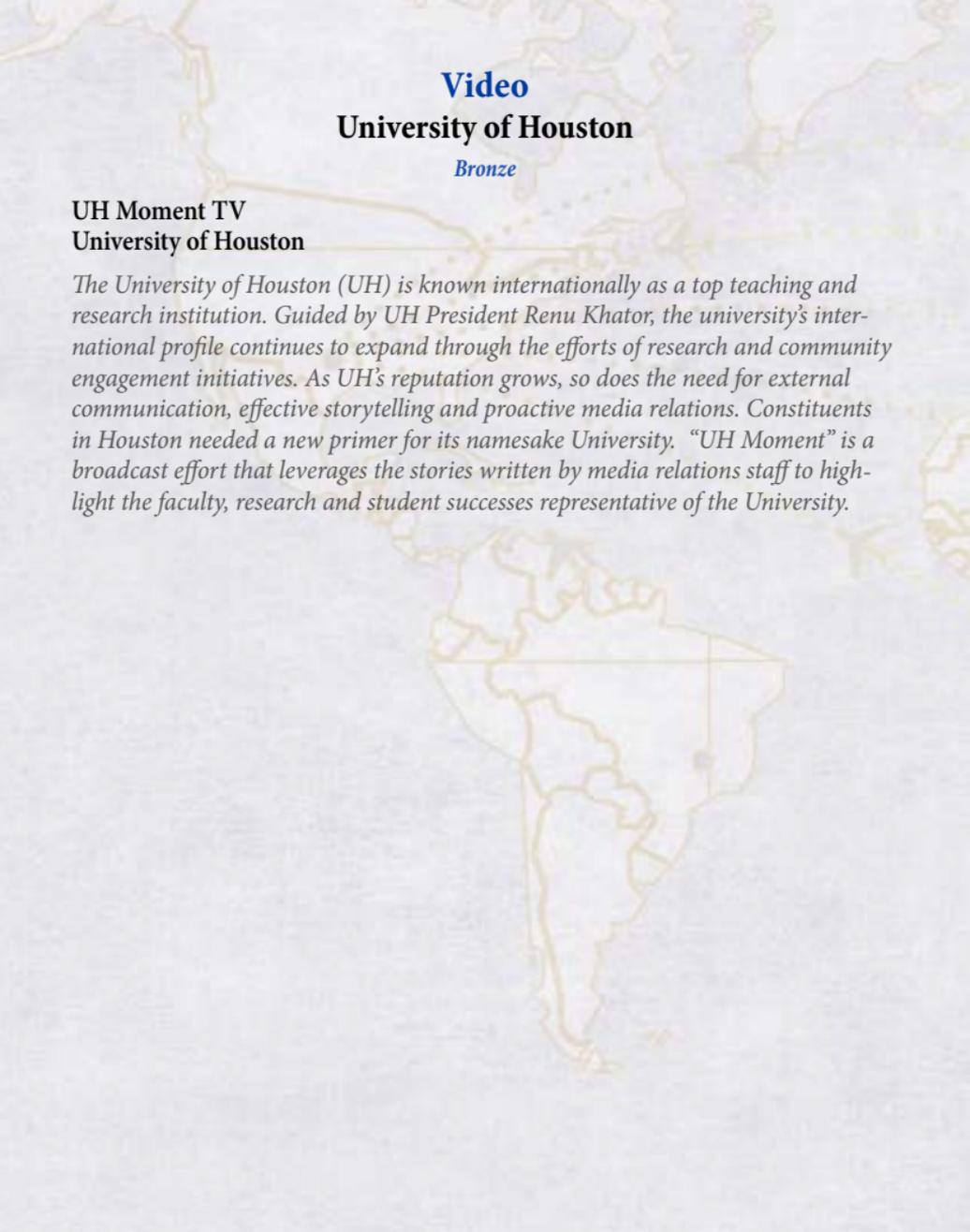
Texas Children's Hospital

Bronze

Mata Video

Texas Children's Hospital

At the beginning of 2015, Texas Children's Corporate Communications team learned that our multidisciplinary team of surgeons and other medical staff at Texas Children's Hospital were going to embark on an historic surgery to separate Knatalye Hope and Adeline Faith Mata – conjoined twin girls connected from the chest to the pelvis. Our team created a video about the separation that spoke to and resonated with other hopeful families and demonstrated the expertise, talent and comprehensive care available at Texas Children's.



Video

University of Houston

Bronze

UH Moment TV University of Houston

The University of Houston (UH) is known internationally as a top teaching and research institution. Guided by UH President Renu Khator, the university's international profile continues to expand through the efforts of research and community engagement initiatives. As UH's reputation grows, so does the need for external communication, effective storytelling and proactive media relations. Constituents in Houston needed a new primer for its namesake University. "UH Moment" is a broadcast effort that leverages the stories written by media relations staff to highlight the faculty, research and student successes representative of the University.

PRSA Public
Relations
Society of
America

Houston Chapter