

PRISM AWARDS 2010 Finalists

Cat. #	Category Name	Sub Cat #	Sub Category Name
1	Crisis Communications		Government/Associations
Title of Entry			Company or Team Awarded To
Shangri-La Construction Hosts Press Conference for Clinton Foundation on Humanitarian Mission Return from North Korea			Rogers & Cowan
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2	Corporate Communications	A	Corporate/Business
Title of Entry			Company or Team Awarded To
Signaling Polaroid's Relaunch by Going Gaga at CES			Atomic PR Los Angeles
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2	Corporate Communications	A	Corporate/Business
Title of Entry			Company or Team Awarded To
NBC Talent and Liberty Mutual Spark a Conversation on Personal Responsibility			Liberty Mutual Group & Ketchum
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2	Corporate Communications	B	Non-Profit Organizations
Title of Entry			Company or Team Awarded To
The Trust for Public Land: Hollywood Goes Under Cover to Save Cahuenga Peak			Atomic PR Los Angeles
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3	New Product/Service Launch	A	Consumer- Under \$50,000 Launch Budget
Title of Entry			Company or Team Awarded To
The Living Christmas Company Launch			BLAZE Public Relations
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3	New Consumer Product/Service Launch	B	Consumer - \$50,000 to \$100,000 launch budget
Title of Entry			Company or Team Awarded To
Cinnabon: From the World's Most Famous Cinnamon Roll to the World's Best Cupcake			The Rogers Group

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Cat. #	Category Name	Sub Cat #	Sub Category Name
3	New Product/Service Launch	C	Consumer - \$100,000 and more launch budget
Title of Entry After 125 Careers, Barbie Gets Her Geek On		Company or Team Awarded To Ketchum West: Michelle Chidoni, Stefani Green, Deanne Yamamoto, Angela Fernandez, Chad Nishimura, Susan Peters, Amanda Hollinger	

Cat. #	Category Name	Sub Cat #	Sub Category Name
3	New Product/Service Launch	C	Consumer - \$100,000 and more launch budget
Title of Entry Relaunching the Suzuki Brand with the All-New 2010 Kizashi		Company or Team Awarded To PainePR with American Suzuki Motor Corp.	

Cat. #	Category Name	Sub Cat #	Sub Category Name
3	New Product/Service Launch	D	Business-to-Business
Title of Entry Launching Ink from Chase: Delivering Big to Small Business		Company or Team Awarded To Ketchum & Chase Card Services	

Cat. #	Category Name	Sub Cat #	Sub Category Name
3	New Product/Service Launch	D	Business-to-Business
Title of Entry Gen7 Integrated Marketing Campaign		Company or Team Awarded To The Phelps Group, The AMS Team	

Cat. #	Category Name	Sub Cat #	Sub Category Name
3	New Product/Service Launch	E	Non-Profit - Under \$25,000 launch budget
Title of Entry ROOM 23		Company or Team Awarded To Heather Burgett, The Burgett Group	

Cat. #	Category Name	Sub Cat #	Sub Category Name
4	Ongoing Product or Service Program	A	Consumer under \$100,000 annual budget
Title of Entry Toshiba Chief Memory Officer Media Program		Company or Team Awarded To GolinHarris Toshiba Team	

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Cat. #	Category Name	Sub Cat #	Sub Category Name
4	Ongoing Product Program	A	Consumer - under \$100,000 annual budget
Title of Entry		Company or Team Awarded To	
"Best of Tours"		GM Western Region Communications and Weber Shandwick	

Cat. #	Category Name	Sub Cat #	Sub Category Name
4	Ongoing Product or Service Program	B	Consumer - \$100,000 and over annual budget
Title of Entry		Company or Team Awarded To	
Doritos Crash the Super Bowl IV - How Doritos Gave Consumers the Power to Change the Ad Industry as We Know It		Frito-Lay & Ketchum	

Cat. #	Category Name	Sub Cat #	Sub Category Name
4	Ongoing Product or Service Program	B	Consumer \$100k and over annual budget
Title of Entry		Company or Team Awarded To	
Wonderful Pistachios: From FDA Recall to Unprecedented Sales in Eight Months		Roll International for Paramount Farms	

Cat. #	Category Name	Sub Cat #	Sub Category Name
4	Ongoing Products or Service	C	Business-to-Business
Title of Entry		Company or Team Awarded To	
Who is the Mighty Bluebeam		Bluebeam Software, Inc.	

Cat. #	Category Name	Sub Cat #	Sub Category Name
4	Ongoing Product or Service Program	C	Business-To-Business
Title of Entry		Company or Team Awarded To	
Lee & Associates' 2009-2010 PR Program		The Hoyt Organization	

Cat. #	Category Name	Sub Cat #	Sub Category Name
4	Ongoing Products or Service	D	Under \$25K
Title of Entry		Company or Team Awarded To	
Metro Neighborhood Poster Series: Little Tokyo, Expo Park/USC and Gardena		Metro	

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Cat. # 5	Category Name Cause Related Marketing Campaign	Sub Cat # A	Sub Category Name Non-Profit
Title of Entry Access for Media		Company or Team Awarded To American Federation of Television and Radio Artists	

Cat. # 5	Category Name Cause-Related Marketing Campaign	Sub Cat # B	Sub Category Name Corporate/Brand
Title of Entry Iams Home 4 the Holidays Continues Its Mission to Save the Lives of Homeless Pets		Company or Team Awarded To PainePR	

Cat. # 6	Category Name Social Marketing	Sub Cat #	Sub Category Name
Title of Entry Get Connected Closing California's Digital Divide		Company or Team Awarded To Hill & Knowlton and the California Emerging Technology Fund	

Cat. # 6	Category Name Social Marketing/Influencer Marketing	Sub Cat #	Sub Category Name
Title of Entry Saving the Healthy Kids Program		Company or Team Awarded To Marissa Jimenez, L.A. Care Health Plan	

Cat. # 7	Category Name Community Relations	Sub Cat #	Sub Category Name
Title of Entry Doubletree Hotels' Teaching Kids to CARE Program 2010		Company or Team Awarded To Doubletree Hotels' and Cohn & Wolfe Los Angeles	

Cat. # 8	Category Name Government/Public Affairs	Sub Cat #	Sub Category Name
Title of Entry Taking the Gold Line from Funding to Groundbreaking		Company or Team Awarded To Consensus, Inc.	

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Cat. #	Category Name	Sub Cat #	Sub Category Name
8	Government/Public Affairs		

Title of Entry	Company or Team Awarded To
U.S. Army Los Angeles/Orange County Grassroots Outreach Program	U.S. Army and Weber Shandwick

Cat. #	Category Name	Sub Cat #	Sub Category Name
9	Public Education		

Title of Entry	Company or Team Awarded To
Doubletree Hotels: Exploring Trees Inside and Out Traveling Tree Museum Exhibit	Doubletree Hotels and Cohn & Wolfe Los Angeles

Cat. #	Category Name	Sub Cat #	Sub Category Name
9	Public Education		

Title of Entry	Company or Team Awarded To
Denim Day in LA & USA 2010	Peace Over Violence

Cat. #	Category Name	Sub Cat #	Sub Category Name
10	Non-Profit Campaign		

Title of Entry	Company or Team Awarded To
Denim Day in LA & USA 2010	Peace Over Violence

Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One-Time Media or Special Events	A	Corporate/Brand - Under \$50,000

Title of Entry	Company or Team Awarded To
adidas miCoach Launch at Consumer Electronics Show	Hill & Knowlton

Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One-Time Media or Special Events	A	Corporate/Brand Under \$50,000

Title of Entry	Company or Team Awarded To
Shangri-La Construction Hosts Press Conference for Clinton Foundation on Humanitarian Mission Return from North Korea	Rogers & Cowan

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Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One-Time Media or Special Events	B	Corporate/Brand - \$50,000 to \$100,000 budget
Title of Entry		Company or Team Awarded To	
Market Memories, 75th Anniversary of the Original Farmers Market in LA		Bravo Productions	

Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One Time Media or Special Events	B	Corporate/Brand \$50,000 - \$100,000
Title of Entry		Company or Team Awarded To	
Lexus Family Safety Camp		Lexus Communications and Ferris Communications	

Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One-Time Media or Special Events	B	Corporate/Brand - under \$50,000
Title of Entry		Company or Team Awarded To	
AT&T/Padres Contra El Cancer Press Conference		Fleishman-Hillard	

Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One-Time Media or Special Event	C	Corporate/Brand \$100,000 budget or more
Title of Entry		Company or Team Awarded To	
Wii Sports Resort Launch Event		GolinHarris & Nintendo of America	

Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One-Time Media or Special Events	C	Corporate/Brand - \$100,000 and more launch
Title of Entry		Company or Team Awarded To	
Relaunching the Suzuki Brand with the All-New 2010 Kizashi		PainePR with American Suzuki Motor Corp.	

Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One-Time Media or Special Events	D	Non-Profit - under 25,000 budget
Title of Entry		Company or Team Awarded To	
City of Riverside Destination Marketing Campaign Unveiling Event		Paolucci Communications Arts	

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Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One-Time Media or Special Events	D	Non-Profit - under \$25,000 budget
Title of Entry		Company or Team Awarded To	
Don't Wait to Vaccinate! First 5 California and Sid the Science Kid Team Up to Stop the Spread of H1N1		The Rogers Group	

Cat. #	Category Name	Sub Cat #	Sub Category Name
11	One-Time Media or Special Events	E	Non-Profit - \$25,000 budget or more
Title of Entry		Company or Team Awarded To	
Network for a Healthy California Fruit and Veggie Fest 2010		Network for a Healthy California and PainePR	

Cat. #	Category Name	Sub Cat #	Sub Category Name
12	Internal Communications/Employee Relations		
Title of Entry		Company or Team Awarded To	
Branding Website		Childrens Hospital Los Angeles Marketing Communications Department	

Cat. #	Category Name	Sub Cat #	Sub Category Name
13	Multicultural Communications Program	B	Associations/Gov't/Non-Profit Organizations
Title of Entry		Company or Team Awarded To	
Generating Awareness of the Number 1 Killer of Hispanic Women		Edelman on behalf of the American Heart Association	

Cat. #	Category Name	Sub Cat #	Sub Category Name
13	Multicultural Communications Program	B	Associations/Government/Non-Profit Organizations
Title of Entry		Company or Team Awarded To	
Bahamas in LA		Lagrant Communications	

Cat. #	Category Name	Sub Cat #	Sub Category Name
14	Green/Sustainable Programs	A	One Time or Special Event
Title of Entry		Company or Team Awarded To	
Starbucks Free Coffee/Tumbler Promotion		Edelman and Starbucks Coffee Company	

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Cat. #	Category Name	Sub Cat #	Sub Category Name
14	Green/Sustainable Programs	B	Ongoing Corporate/Brand
Title of Entry		Company or Team Awarded To	
Gen7 Integrated Marketing Campaign		The Phelps Group, The AMS Team	

Cat. #	Category Name	Sub Cat #	Sub Category Name
14	Green/Sustainable Programs	B	Ongoing/Corporate Brand
Title of Entry		Company or Team Awarded To	
Suck Less with iGo: Slaying Vampire Power		The Rogers Group	

Cat. #	Category Name	Sub Cat #	Sub Category Name
15	Healthcare Programs	B	One-time event
Title of Entry		Company or Team Awarded To	
Diabetes Close to the Heart Premiere		Chandler Chicco Agency & Amylin Pharmaceuticals	

Cat. #	Category Name	Sub Cat #	Sub Category Name
15	Healthcare Programs	B	One-Time Event
Title of Entry		Company or Team Awarded To	
Saving the Healthy Kids Program		Marissa Jimenez, L.A. Care Health Plan	

Cat. #	Category Name	Sub Cat #	Sub Category Name
16	Entertainment Programs	A	One-Time or Special Event
Title of Entry		Company or Team Awarded To	
2010 BMI Pop Music Awards		BMI Media Relations: Hanna Pantle, Marlene Meraz, Kelly Barrett	

Cat. #	Category Name	Sub Cat #	Sub Category Name
16	Entertainment Programs	A	One-Time or Special Event
Title of Entry		Company or Team Awarded To	
Bahamas in LA		Lagrang Communications	

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Cat. #	Category Name	Sub Cat #	Sub Category Name
16	Entertainment Programs	C	Personality, Series, Music, Film or DVD
Title of Entry		Company or Team Awarded To	
New Hollywood: Rogers & Cowan Launch of First Completely Interactive Entertainment Property		Rogers & Cowan	

Cat. #	Category Name	Sub Cat #	Sub Category Name
17	Sports Program	A	One-Time Media or Special Event
Title of Entry		Company or Team Awarded To	
adidas, Beckham and Zidane dedicate "Footprint Fields"		Hill & Knowlton	

Cat. #	Category Name	Sub Cat #	Sub Category Name
17	Sports Program	B	Ongoing Organization/Corporate
Title of Entry		Company or Team Awarded To	
World Football Challenge		Hill & Knowlton	

Cat. #	Category Name	Sub Cat #	Sub Category Name
17	Sports Programs	C	Ongoing Organizations/Corporate
Title of Entry		Company or Team Awarded To	
On the Road: A Social Media Series		Spirit Marketing	

Cat. #	Category Name	Sub Cat #	Sub Category Name
18	Travel, Tourism Hospitality Programs		
Title of Entry		Company or Team Awarded To	
Tourism Australia, U.S. Work and Play Facebook Page Engagement		Fleishman-Hillard	

Cat. #	Category Name	Sub Cat #	Sub Category Name
18	Travel, Tourism and Hospitality Programs		
Title of Entry		Company or Team Awarded To	
Slyders Water Playground Grand Opening		Purry Communications Group	

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Cat. #	Category Name	Sub Cat #	Sub Category Name
19	Pro Bono Program	A	Services at No Charge
Title of Entry			Company or Team Awarded To
BLAZE Rocks Annual White Light White Night Fundraiser			BLAZE Public Relations

Cat. #	Category Name	Sub Cat #	Sub Category Name
19	Pro Bono Program	A	Services at No Charge
Title of Entry			Company or Team Awarded To
Facilitating Free Access to Care to Thousands of Angelenos			Edelman and LA Care Health Plan on behalf of Remote Area Medical

Cat. #	Category Name	Sub Cat #	Sub Category Name
20	Digital Public Relations Programs		
Title of Entry			Company or Team Awarded To
"Drive-Thru Finals With Chevy"			GM Western Region Communications and Weber Shandwick

Cat. #	Category Name	Sub Cat #	Sub Category Name
20	Digital Public Relations Programs Social Media		
Title of Entry			Company or Team Awarded To
Degree Men Siempre Enfrenta el Reto (Always Take on the Challenge)			Degree Men & The Axis Agency

Cat. #	Category Name	Sub Cat #	Sub Category Name
21	Digital Public Relations Tactics	A	Content Creation
Title of Entry			Company or Team Awarded To
Webcasting Hyundai's Auto Shows and New Vehicle Launches			Hyundai Motor America & Ketchum PR

Cat. #	Category Name	Sub Cat #	Sub Category Name
21	Digital Public Relations	A	Content Creation
Title of Entry			Company or Team Awarded To
First 5 LA's ECE HSR Program Student PSA's			VPE Public Relations

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Cat. #	Category Name	Sub Cat #	Sub Category Name
21	Digital Public Relations	B	Social Networks
Title of Entry			Company or Team Awarded To
Tourism Australia, U.S. Work and Play Facebook Page Engagement			Fleishman-Hillard

Cat. #	Category Name	Sub Cat #	Sub Category Name
21	Digital Public Relations Tactics (Social Media)	B	Social Networks
Title of Entry			Company or Team Awarded To
Now Boarding - Cunard's Virtual Voyage to the Mediterranean			GolinHarris & Cunard Line

Cat. #	Category Name	Sub Cat #	Sub Category Name
21	Digital Public Relations Tactics Social Media	C	Push Communications
Title of Entry			Company or Team Awarded To
Princess Cruises: The First-Ever Twitter Press Cruise			GolinHarris & Princess Cruises

Cat. #	Category Name	Sub Cat #	Sub Category Name
21	Digital Public Relations Tactics	C	Push Communications
Title of Entry			Company or Team Awarded To
A Pitch in Less than 140 Characters			The Hoyt Organization

Cat. #	Category Name	Sub Cat #	Sub Category Name
21	Digital Public Relations Tactics	F	Web Sites
Title of Entry			Company or Team Awarded To
The Original Farmers Market's 75th Anniversary Web Site			The Original Farmers Market, Newsom Design and Weisman Hamlin Public Relations

Cat. #	Category Name	Sub Cat #	Sub Category Name
21	Digital Public Relations Tactics	F	Web sites
Title of Entry			Company or Team Awarded To
TheFutureIsElectric.com			GM Western Region Communications and Weber Shandwick

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Cat. #	Category Name	Sub Cat #	Sub Category Name
22	Word-of-Mouth Marketing	A	General Word-of-Mouth Marketing Program
Title of Entry		Company or Team Awarded To	
Colour Box Hits The Road		The Hoyt Organization	

Cat. #	Category Name	Sub Cat #	Sub Category Name
23	Writing	A	News Release
Title of Entry		Company or Team Awarded To	
My Government On Demand News Release		Darryl Ryan, Time Warner Cable West Region	

Cat. #	Category Name	Sub Cat #	Sub Category Name
23	Writing	A	News Release
Title of Entry		Company or Team Awarded To	
Beat the Traffic News Release		Darryl Ryan, Time Warner Cable West Region	

Cat. #	Category Name	Sub Cat #	Sub Category Name
23	Writing	B	Speech
Title of Entry		Company or Team Awarded To	
2010 Nintendo E3 Expo Presentation Speech		GolinHarris & Nintendo of America	

Cat. #	Category Name	Sub Cat #	Sub Category Name
23	Writing	B	Speech
Title of Entry		Company or Team Awarded To	
Cars: Enriching Our Lives, Our Economy and Our Future		Toyota Motor Sales USA, Ron Kirkpatrick	

Cat. #	Category Name	Sub Cat #	Sub Category Name
23	Writing	D	Feature Story
Title of Entry		Company or Team Awarded To	
Building Muscle to Reach the Underserved, Grantee Magazine, Spring 2010		The California Wellness Foundation	

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Cat. #	Category Name	Sub Cat #	Sub Category Name
25	Media/Press Kits	B	Digital/Electronic (CD/USB drives)
Title of Entry		Company or Team Awarded To	
Mighty Bluebeam's Paper-Blasting Press Kit		Bluebeam Software, Inc.	

Cat. #	Category Name	Sub Cat #	Sub Category Name
25	Media/Press Kits	C	Online Newsroom (Web-based content)
Title of Entry		Company or Team Awarded To	
Time Warner Cable SoCal Newsroom		Darryl Ryan, Time Warner Cable West Region	

Cat. #	Category Name	Sub Cat #	Sub Category Name
26	Brochure	B	Non-Profit Organizations
Title of Entry		Company or Team Awarded To	
Mighty Bluebeam's Comic Book Brochure		Bluebeam Software, Inc.	

Cat. #	Category Name	Sub Cat #	Sub Category Name
26	Brochure	B	Non-profit
Title of Entry		Company or Team Awarded To	
JVS Scholarship Fund: The Path to Career Success Begins with Education		JVS: Melissa Jarvis-Prieto, Katherine Moore/Green Street Ads: John Espinoza, Cara Geysler	

Cat. #	Category Name	Sub Cat #	Sub Category Name
27	Newsletter	A	Corporate Internal
Title of Entry		Company or Team Awarded To	
iolo insider: Successful Newsletter Elevates iolo 16 Spots on Best Places to Work in LA List		iolo technologies	

Cat. #	Category Name	Sub Cat #	Sub Category Name
27	Newsletter	A	Corporate Newsletter
Title of Entry		Company or Team Awarded To	
Lee & Associates Newsletter		The Hoyt Organization	

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Cat. #	Category Name	Sub Cat #	Sub Category Name
27	Newsletter	B	Corporate External
Title of Entry		Company or Team Awarded To	
Blue Shield of California Healthy Families Member Newsletter		Blue Shield of California Healthy Families Program	

Cat. #	Category Name	Sub Cat #	Sub Category Name
27	Newsletter	B	Corporate External
Title of Entry		Company or Team Awarded To	
Plant Savvy e-Newsletter		The Phelps Group, The Monrovia Team	

Cat. #	Category Name	Sub Cat #	Sub Category Name
27	Newsletter	C	Non-Profit Organizations
Title of Entry		Company or Team Awarded To	
Blue Shield of California Healthy Families Member Newsletter		Blue Shield of California Healthy Families Program	

Cat. #	Category Name	Sub Cat #	Sub Category Name
27	Newsletter	C	Non-Profit Organizations
Title of Entry		Company or Team Awarded To	
Vanguard		L.A. Gay & Lesbian Center	

Cat. #	Category Name	Sub Cat #	Sub Category Name
28	Special Purpose/Creative Materials	B	Graphic Illustration
Title of Entry		Company or Team Awarded To	
Metro Neighborhood Poster Series: Little Tokyo, Expo Park/USC and Gardena		Los Angeles County Metropolitan Transportation Authority	

Cat. #	Category Name	Sub Cat #	Sub Category Name
28	Special Purpose/Creative Materials	C	Logo/Identity Design
Title of Entry		Company or Team Awarded To	
Beaumont Gitlin Tashijan Corporate Identity Package/Tagline		Berbay Corp.	

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Cat. #	Category Name	Sub Cat #	Sub Category Name
28	Special Purpose/Creative Materials	D	Video
Title of Entry		Company or Team Awarded To	
The Funny Truth About Credit		Edelman and Experian	

Cat. #	Category Name	Sub Cat #	Sub Category Name
28	Special Purpose/Creative Materials	D	Video
Title of Entry		Company or Team Awarded To	
LA County Tobacco Control and Prevention Program - LA Sparks PSA		The Rogers Group	

Cat. #	Category Name	Sub Cat #	Sub Category Name
28	Special Purpose/Creative Materials	E	Teaser or other collateral
Title of Entry		Company or Team Awarded To	
Diabetes Close to the Heart - Play Program		Chandler Chicco Agency & Amylin Pharmaceuticals	

Cat. #	Category Name	Sub Cat #	Sub Category Name
28	Special Purpose/Creative Materials	E	Teaser or Other Collateral
Title of Entry		Company or Team Awarded To	
Fossil Fighters Product Mailing		GolinHarris & Nintendo of America	

Cat. #	Category Name	Sub Cat #	Sub Category Name
28	Special Purpose/Creative Materials	F	Audio-Visual Presentation/Communications
Title of Entry		Company or Team Awarded To	
Reinvention		Katherine Moore, JVS and JB Letchinger, JBL Films	

Cat. #	Category Name	Sub Cat #	Sub Category Name
29	Media Placement	A	Broadcast
Title of Entry		Company or Team Awarded To	
BMI's How I Wrote That Song		BMI Media Relations: Hanna Pantle, Marlene Meraz, Kelly Barrett	

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Cat. #
29
Category Name
Media Placement

Sub Cat #
A
Sub Category Name
Broadcast

Title of Entry

Hyundai Profile: CBS Sunday Morning

Company or Team Awarded To

Hyundai Motor America & Ketchum PR

Cat. #
29
Category Name
Media Placement

Sub Cat #
B
Sub Category Name
Print

Title of Entry

BMI's Most Played Songs in American Pro Sports

Company or Team Awarded To

Broadcast Music, Inc Media Relations: Jerry Bailey, Hanna Pantle

Cat. #
29
Category Name
Media Placement

Sub Cat #
B
Sub Category Name
Print

Title of Entry

adidas World Cup Match Ball in Wall Street Journal

Company or Team Awarded To

Hill & Knowlton

Cat. #
29
Category Name
Media Placement

Sub Cat #
B
Sub Category Name
Print

Title of Entry

The Toughest Car Company of Them All

Company or Team Awarded To

Hyundai Motor America & Ketchum PR

Cat. #
29
Category Name
Media Placement

Sub Cat #
C
Sub Category Name
Online

Title of Entry

Chris Cooper, CEO

Company or Team Awarded To

The Hoyt Organization
