

Philadelphia  
Chapter  
**PRSA**

PEPPERPOT  
AWARDS 2020



**Campaign  
&  
Tactic Winners**



## Public Service



### Ladle Winners

**Title of Entry:** #mindPHL Together

**Entrant:** Independence Blue Cross

**Overview:**

To emphasize the importance of mental health and to reduce stigma, Independence and the City of Philadelphia launched #mindPHL, a new website and series of social posts from campaign partners and influencers designed to highlight mental health resources in Philadelphia.



**Title of Entry:** Combatting Regional Food Insecurity in the Quest to Feed Communities

**Entrant:** AKCG - Public Relations Counselors with Trinity Health Mid-Atlantic

**Overview:**

AKCG Public Relations Counselors helped client Trinity Health Mid-Atlantic execute its plan to address food insecurity in the region through a public service program designed to further reach community members in need and connect them with food insecurity resources."



### Pepperpot Winner

**Title of Entry:** The Allstate Foundation and Domestic Abuse Project Paint the Town Purple

**Entrant:** The Allstate Foundation

**Overview:**

The Allstate Foundation and Domestic Abuse Project turned Media, PA purple in honor of Domestic Violence Awareness Month 2019. Five community events were held, collecting thousands of in-kind donations, earning \$52,000 in grants and donations, and securing six media hits.



## Reputation/Brand Management



### Ladle Winner

**Title of Entry:** Project Management Capitalized: PMI and the World's 50 Most Influential Projects

**Entrant:** Ketchum with Project Management Institute

**Overview:**

Facing slowing membership growth and a talent gap, Project Management Institute (PMI) used its 50th anniversary to recognize the "50 Most Influential Projects" of the last half-century, creating a platform to elevate the profession and its own contributions.



### Pepperpot Winner

**Title of Entry:** COVID-19: Establishing a Unified Response to Protect a National Brand

**Entrant:** AKCG - Public Relations Counselors with Kendal Corp.

**Overview:**

In 2020, COVID-19 struck senior living hard. To protect its national brand, Kendal Corp. and AKCG Public Relations Counselors established a unified, consistent, yet customized communications approach to maintain Kendal's reputation and address the individual needs of its 14 independent affiliates."



## Special Events and Observances Budget \$15,000 or Less



### Pepperpot Winner

**Title of Entry:** GIANT Heirloom Market Northern Liberties Grand Opening

**Entrant:** The GIANT Company with Powers Brand Communications

**Overview:**

The grand opening of the third GIANT Heirloom Market sought to introduce The GIANT Company brand to its newest neighbors through outreach to local leaders, non-profit support, and targeted media coverage. The event exceeded expectations and launched another successful store.



## Special Events and Observances Budget \$15,001 or More



### Ladle Winner

**Title of entry:** Penn Community Bank “Here We Grow” Launch Event

**Entrant:** Penn Community Bank

**Overview:**

Penn Community Bank created a special event to launch a new brand campaign, new website, and new technology platform. The successful launch event brought the bank’s 300 employees together to foster continued teamwork and success in 2020.



### Pepperpot Winner

**Title of entry:** Generating Widespread Coverage about a Century-Old Pandemic before the Current Pandemic

**Entrant:** Broad Street Communications with Mütter Museum

**Overview:**

For its biggest exhibition ever, Philadelphia’s Mütter Museum engaged Broad Street Communications to promote the exhibition and supporting events. BSC generated 10 million media impressions including AP and Washington Post "and arranged official City Council recognition."



## Community Relations



### Ladle Winner

**Title of entry:** Ringing Hill Fire Company's Volunteer Recruitment Campaign

**Entrant:** The Communication Solutions Group with Ringing Hill Fire Company

**Overview:**

The Communication Solutions Group successfully increased Ringing Hill Fire Company's volunteer base and exceeded their goal through a recruitment campaign that utilized a new website, social media management and ad targeting, printed recruitment materials, public relations and face-to-face recruitment.



## Public Affairs



### Pepperpot Winner

**Title of entry:** Taking Flood Insurance to Capitol Hill

**Entrant:** Kimball Hughes Public Relations (KHPR) with Natural Catastrophe Insurance Program (NCIP)

**Overview:**

NCIP CEO Craig Poulton believes the National Flood Insurance Program burdens private flood insurers and taxpayers. KHPR directed Poulton in gathering and presenting new data amplifying this issue at a Congressional Briefing. Resulting articles secured Poulton sit-downs with key lawmakers.



## Marketing Communications



### Ladle Winner

**Title of entry:** PECO Love LEDs Campaign

**Entrant:** ICF & PECO

**Overview:**

With its “LOVE LEDs” campaign, PECO heated up the market for energy-efficient lighting in the greater Philadelphia area, generating a 100% boost in point-of-sale purchases among business customers in February 2020 compared to the same time the year before.



### Pepperpot Winner

**Title of entry:** Project Management Capitalized: PMI and the World’s 50 Most Influential Projects

**Entrant:** Ketchum with Project Management Institute

**Overview:**

Facing slowing membership growth and a talent gap, Project Management Institute (PMI) used its 50th anniversary to recognize the “50 Most Influential Projects” of the last half-century, creating a platform to elevate the profession and its own contributions.





# Integrated Communications



## Ladle Winner

**Title of entry:** Gift of Life's Mission Continues During COVID-19

**Entrant:** Gift of Life Donor Program

**Overview:**

Gift of Life Donor Program's mission is to save lives by coordinating and advocating for organ donation. We reimagined our media relations and stakeholder outreach strategy to match our results from 2019, despite the massive disruption from COVID-19.



## Pepperpot Winner

**Title of entry:** #mindPHL

**Entrant:** Independence Blue Cross

**Overview:**

To emphasize the importance of mental health and reduce stigma, Independence and the City of Philadelphia launched #mindPHL, a new website and series of social posts from campaign partners and influencers designed to highlight mental health resources in Philadelphia.



# Crisis Communications and Issues Management



## Ladle Winners

**Title of entry:** Addressing Mental Health on a University Campus: Rowan's Response to a Local and National Crisis

**Entrant:** Rowan University

**Overview:**

In fall 2019, Rowan University faced a crisis when an increase in student suicides caused campus uproar and national media attention. Through active media relations, increased communication, and implementation of new resources and programming, the University mitigated significant brand damage.



**Title of entry:** Illness, Uncertainty and Risk: Overcoming the Historic Challenges of COVID-19 on Senior Living

**Entrant:** AKCG - Public Relations Counselors with Phoebe Ministries

**Overview:**

In 2020, COVID-19 hit senior living communities hard. Phoebe Ministries and AKCG Public Relations Counselors worked collaboratively to address the urgent challenges of the pandemic and preserve the goodwill and trust Phoebe had cultivated with key stakeholders."



## COVID-19 External Communications For Profit



### Ladle Winner

**Title of entry:** COVID Resource Center Provides Legal Clarity

**Entrant:** Buchanan Public Relations with Pepper Hamilton LLP

**Overview:**

National law firm Pepper Hamilton LLP launched a COVID-19 Resource Center with information authored by attorneys in various practice areas, and tasked Buchanan Public Relations to use the resource for top-tier national media coverage and establish attorneys as thought leaders.



### Pepperpot Winner

**Title of entry:** TD Bank Assists Businesses Impacted by COVID-19 Through Paycheck Protection Program

**Entrant:** TD Bank

**Overview:** The CARES Act created PPP loans to assist businesses disrupted by COVID-19 and by July 31, TD Bank secured 82,000+ loans. TD's Corporate and Public Affairs created a campaign to showcase the bank's support of businesses during this unprecedented time.



# COVID-19 External Communications Not-For-Profit



## Ladle Winner

**Title of entry:** Proactively Maintaining a Thought Leadership Presence During a Pandemic

**Entrant:** AKCG - Public Relations Counselors with Trinity Health Mid-Atlantic

**Overview:**

When COVID-19 hit Philadelphia, Trinity Health Mid-Atlantic engaged AKCG to help support its external communications efforts and maintain THMA's share of voice within the media market.



# COVID-19 Internal/Employee Communications For Profit



## Ladle Winner

**Title of entry:** TD Bank Engages Colleagues During COVID-19

**Entrant:** TD Bank

**Overview:**

During a time of crisis, few things are predictable. When COVID-19 struck, TD's Corporate and Public Affairs team activated a specialized mix of communications, amplifying leader voices and creating easy access to information to stay socially connected while physically distant.



## COVID-19 Internal/Employee Communications Not-For-Profit



### Ladle Winner

**Title of entry:** Communicating COVID-19

**Entrant:** Penn Medicine Communications Department

**Overview:**

As the COVID-19 pandemic hit, Penn Medicine Communications fresh off a reorganization "launched an agile internal communication strategy to provide real-time updates across our highly matrixed health system and medical school, to an audience of 55,000 faculty, staff and students."



### Pepperpot Winner

**Title of entry:** Independence Blue Cross helps associates stay connected" "

**Entrant:** Independence Blue Cross

**Overview:**

When COVID-19 closed its offices, Independence Blue Cross was determined to maintain the camaraderie and connection that define its supportive culture and drive its high associate engagement. New multi-channel internal communications initiatives helped keep employees connected, informed, entertained, and engaged.



## Internal/Employee Communications



### Pepperpot Winner

**Title of entry:** ACE: Acenda Communications for Employees

**Entrant:** Acenda

**Overview:**

ACE is the place to be! Acenda's Marketing department launched Acenda Communications for Employees (ACE) a custom mobile application featuring news updates, important agency documents, a staff directory, and socially engaging content for employees to stay connected even from afar.



## Media Relations For Profit



### Ladle Winner

**Title of entry:** John Miller is Freed After 21 Years Wrongfully Imprisoned for Murder

**Entrant:** Buchanan Public Relations with Pepper Hamilton

**Overview:**

National law firm Pepper Hamilton LLP tasks Buchanan Public Relations with garnering media coverage for the firm's pro bono partnership with the Pennsylvania Innocence Project to free John Miller, a man wrongfully imprisoned for 21 years for murder.



### Pepperpot Winner

**Title of entry:** Informing Americans About Antibody Testing Through Top-Tier Media Outreach

**Entrant:** Siemens Healthineers

**Overview:**

Siemens Healthineers recognized the urgent need to help inform Americans about the relevance of antibody testing. The PR team overcame several challenges to attract top-tier media attention and to capture share of voice to compete with two major diagnostics competitors.





## Media Relations Not-For-Profit



### Ladle Winner

**Title of entry:** Fulfilling Lifelong Wishes: Attracting Vibrant Senior Living Resident to Wesley Enhanced Living

**Entrant:** AKCG - Public Relations Counselors with Wesley Enhanced Living

**Overview:**

Wesley Enhanced Living and AKCG promoted the “WEL Wishes” program, assisting senior residents in fulfilling lifelong wishes, big or small. Through local, regional and national media, WEL Wishes built brand awareness for the organization and its “Enhanced Living” mindset.



### Pepperpot Winner

**Title of entry:** Project Management Capitalized: PMI and the World’s 50 Most Influential Projects

**Entrant:** Ketchum with Project Management Institute

**Overview:**

Facing slowing membership growth and a talent gap, Project Management Institute (PMI) used its 50th anniversary to recognize the “50 Most Influential Projects” of the last half-century, creating a platform to elevate the profession and its own contributions.



## Influencer Programs



### Pepperpot Winner

**Title of entry:** Ricky Gervais Encourages Pennsylvanians to Support Victoria's Law

**Entrant:** Buchanan Public Relations with Humane Society of the United States Pennsylvania

**Overview:**

The Humane Society of the United States Pennsylvania and partner Finding Shelter Animal Rescue task Buchanan Public Relations with creating a campaign using Ricky Gervais' influence as famous actor and animal advocate to enlist new supporters of Victoria's Law."



## Magazines (Internal & External Audiences)



### Ladle Winner

**Title of entry:** Honor Bound" Magazine"

**Entrant:** Drexel University with Marketing & Media, Pennoni Honors College

**Overview:**

Drexel University's Honor Bound" magazine is published biannually by Pennoni Honors College to reach thousands of constituents digitally and in print (including alumni, current students, prospective applicants, and benefactors) with news about Pennoni programming, student and alumni achievements, and more."



### Pepperpot Winner

**Title of entry:** Reaching Cancer Patients, Survivors and Caregivers

**Entrant:** American Association for Cancer Research

**Overview:**

Cancer Today, the magazine of the Philadelphia-based American Association for Cancer Research (AACR), teaches and inspires cancer patients, survivors and caregivers. Our slogan is "Practical Knowledge. Real Hope." Armed with practical knowledge, our readers may experience real hope and optimism.



## Brochures



### Ladle Winner

**Title of entry:** Penn Medicine Facts & Figures 2020

**Entrant:** Penn Medicine Communications Department

**Overview:**

Facts & Figures is an annual report summarizing Penn Medicine's fiscal information and accomplishments. It contains statistics and research, education, clinical care, and community service highlights. It's shared with many stakeholders, including patients, physicians, new employees, students, and government officials.



## Special-Purpose Publications



### Pepperpot Winner

**Title of entry:** FMC Corporation 2019 Sustainability Report - Tomorrow's Harvest

**Entrant:** FMC Corporation with FMC Corporation

**Overview:**

Our 2019 Sustainability Report, Tomorrow's Harvest, underscores our commitment to producing food, feed, fiber and fuel for an expanding world population through any challenge that comes our way.



## Audio/Video Programs



### Pepperpot Winner

**Title of entry:** Gift of Life Features Donor Mother's Story in Inspiring New Video

**Entrant:** Gift of Life Donor Program

**Overview:**

Video storytelling Facebook campaign results in more than 72,000 video views, 370 website clicks and at least 20 new registered organ donors in our region. Emotional storytelling proves driver for engagement and video retention on Facebook.



## Feature Stories



### Ladle Winner

**Title of entry:** Leap of Faith for Shipmate magazine

**Entrant:** Lisa Packer

**Overview:**

Shipmate magazine serves the 68,000 alumni of the US Naval Academy. The parachute article was commissioned after a rapid response to phase one fund raising. After the article appeared, phase two raised another \$66,000 in just three months.



### Pepperpot Winner

**Title of entry:** The Philadelphia Inquirer Feature Series: Thought-leadership Positioning in a Crowded Healthcare Market

**Entrant:** AKCG - Public Relations Counselors with Trinity Health Mid-Atlantic

**Overview:**

Through a targeted feature-story series in a leading newspaper, AKCG Public Relations Counselors helped client Trinity Health Mid Atlantic elevate its subject-matter experts and secure their positions as thought leaders in quality, compassionate care."



## Editorial/Op-Ed Columns



### Ladle Winner

**Title of entry:** Transplant Recipient Stresses Importance of Organ Donation, Especially During COVID-19

**Entrant:** Gift of Life Donor Program

**Overview:**

Enduring a child's illness is hard enough. Caring for them while your own life is in danger, during a global pandemic, is unimaginable. Rebecca Elkins shared her story in a way that reached a crucial audience in Delaware.





## Website



### Ladle Winner

**Title of entry:** Penn Community Bank Website

**Entrant:** Furia Rubel Communications with Penn Community Bank

**Overview:**

Furia Rubel and IQnection collaborated to build a modern website for local financial institution Penn Community Bank that communicates its business expertise, financial strength, and commitment to community to its retail and business audiences.



### Pepperpot Winner

**Title of entry:** The Moment: A Virtual Experience at Drexel University

**Entrant:** Drexel University

**Overview:**

In a newly virtual world, Drexel University created a digital experience to replace the thrilling moment of being accepted to a university. Their microsite, called The Moment, allowed high schoolers to feel accomplishment, pride, and belonging after their acceptances.



# Content Marketing



## Ladle Winner

**Title of entry:** The Nexus and The Health Nexus

**Entrant:** Thomas Jefferson University and Jefferson Health

**Overview:**

With the acceleration of newsroom layoffs, the integrated communications department of Thomas Jefferson University and Jefferson Health set a new direction for how we transmit content directly to consumers: Thomas Jefferson University’s “The Nexus” and Jefferson Health’s “The Health Nexus.”



## Best In Show



**Title of entry:** The Moment: A Virtual Experience at Drexel University

**Entrant:** Drexel University

**Overview:**

In a newly virtual world, Drexel University created a digital experience to replace the thrilling moment of being accepted to a university. Their microsite, called The Moment, allowed high schoolers to feel accomplishment, pride, and belonging after their acceptances.

