

## **Best of Show**

**Colehour+Cohen**, for Puget Sound Energy Rock the Bulb Tour

## **People's Choice**

**PRR, Inc.**, for Washington State Department of Transportation – 1-405 Springbrook Creek Wetland & Habitat Migration Bank Ribbon Cutting

## **Outstanding Young Professional**

**Jessica Randazza, Publicis Consultánt PR** for Nestle's Wonka Feeds Your Imagination

## **Public Relations Components**

### **Special Publications – Direct Mail**

**Certificate of Excellence:** Edelman for Microsoft Hardware Holiday Mailer

### **Visual Presentation – Videos**

**Certificate of Excellence:** Weber Shandwick for New Windows Phones Video

**Certificate of Excellence:** Boeing for Paris Air Show: A Visual Presentation

### **Emerging Technologies – Social Media**

**Totem Award:** Colehour + Cohen for Puget Sound Energy Rock the Bulb Tour

**Totem Award:** Publicis Consultánt PR for Wonka Launches Kazoozles and Wonkanation

### **Media Relations Components – News Releases – Consumer Media**

**Totem Award:** Colehour + Cohen for TisBest 2008 Launch Press Release

## **Public Relations Programs**

### **Community Relations – Business/Services**

**Totem Award:** Colehour + Cohen for Puget Sound Energy Rock the Bulb Tour

### **Community Relations – Government**

**Totem Award:** PRR Inc., Seattle Public Utilities Better Recycling Outreach Campaign

**Certificate of Excellence:** Envirolssues, City of Kenmore SR-522 Improvement Project

**Certificate of Excellence:** Team Soapbox, Sound Transit K-12 Safety Education Program

### **Community Relations – Associations/Non-Profit Organizations**

**Totem Award:** PRR Inc. for Commute Seattle Marketing & Outreach Campaign

**Certificate of Excellence:** The Fearey Group for Virginia Mason Historic Preservation Campaign

**Certificate of Excellence:** Comcast for Voluntweetup, A Social Media Event for Non-Profits

### **Institutional Programs – Business/Service**

**Certificate of Excellence:** The Fearey Group for Green Mountain Coffee Roasters Acquire Tully's Coffee Brand and Wholesale Business

### **Special Events and Observances – Business/Manufacturing – Products/Consumer Goods**

**Totem Award:** Edelman for X-Box 360 at E3 2009

### **Special Events and Observances – Government**

**Certificate of Excellence:** PRR, Inc. for Washington State Department of Transportation – 1-405 Springbrook Creek Wetland & Habitat Migration Bank Ribbon Cutting



## 2010 Totem Award Winners

### **Marketing Communications – Consumer Products – Technology Products**

**Totem Award:** Porter Novelli for HP: Reinventing Consumer Printing with World's First Web Connected Printer

**Certificate of Excellence:** MWW Group for 2008 Tetris Online Laugh of Tetris Part for Wiiware

**Certificate of Excellence:** MWW Group for eCoupled Wireless Technology Take Charge of Consumer Electronics Show 2009

### **Marketing Communications – Consumer Products – Food & Beverage Products**

**Totem Award:** Edelman for Starbucks Via Ready Brew Launch

**Totem Award:** Publicis Consultánt PR for Nestle's Wonka Feeds Your Imagination

**Totem Award:** Publicis Consultánt PR for Stouffer's 2009 "Let's Fix Dinner" Brand Transformation

### **Marketing Communications – Consumer Services – Other Services**

**Totem Award:** Snohomish County Public Utility District 2008-2009 Conservation Sensation Campaign

### **Marketing Communications – Business to Business – Other**

**Totem Award:** Publicis Consultánt PR for United Soybean Board, Expanding the Soy "Health Halo" to Health Professionals

### **Internal Communications**

**Certificate of Excellence:** Boeing Commercial Airplanes for Paris Air show: An Opportunity to Explain the Business Environment