

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