



2015 PRSA Puget Sound Totem Award Winners

SPECIAL AWARDS

- Best of Show: C+C with Cedar Grove Composting, Seattle Public Utilities, King County, Snohomish County, and Waste Management for “Compost Days Big Garden Give”
- President’s Choice: Chelan County Public Utility District for “Saving Energy is No Joke”
- Outstanding Young Professional of the Year: Robert Ozeroff for “IGNITEchange Campaign” for Premera Blue Cross

ANNUAL REPORTS

- Totem Award: C+C with Northwest Energy Efficiency Alliance for “NEEA 2013 Annual Report”

BRAND MANAGEMENT

- Totem Award: City of Covington for “Defining the City of Covington’s Brand”
- Totem Award: DMCPR with the Space Needle for “Project Elevate – Offering a 22nd Century View from the Space Needle”

COMMUNITY RELATIONS

- Certificate of Excellence: 206inc with Laird Norton Wealth Management for “Pianos in the Parks”
- Certificate of Excellence: C+C with Coastal Geologic Services, Futurewise, Social Marketing Services, Applied Research Northwest, Washington Department of Fish and Wildlife, and Washington Department of Natural Resources for “Shore Friendly Campaign Toolkit”
- Certificate of Excellence: C+C with Puget Sound Energy for “HomePrint Door to Door Outreach Campaign”
- Certificate of Excellence: Richmond Public Relations with Village Concepts for “Senior Skypers”
- Totem Award: Chelan County Public Utility District for “Saving Energy is No Joke”

ELECTRONIC PUBLICATIONS

- Totem Award: Weber Shandwick with Ricoh Americas Corporation for “WorkIntelligent.ly”

GLOBAL PR

- Certificate of Excellence: Creation with Microsoft for “Windows XP End of Support SMB PR Campaign”

MAGAZINES

- Certificate of Excellence: WSBA Communications Team for “NWLawyer Raises the Bar”

MARKETING COMMUNICATIONS

- Certificate of Excellence: The Boeing Company for “Boeing – Building a Better Planet”
- Certificate of Excellence: Seattle’s Union Gospel Mission with Others Like Us for “Homeless People are Just Like Us”
- Certificate of Excellence: Weber Shandwick with General Motors for “Drive Thru Finals with Chevy: Gonzaga University”
- Certificate of Excellence: C+C with CHI Franciscan Health and Carena, Inc. for “CHI Franciscan Health Virtual Urgent Care Launch”
- Totem Award: C+C with Heckler Associates, Press House and Leafly for “Just Say Know – Leafly Places First Consumer Cannabis Ad in NewYork Times”

MOBILE TECH

- Certificate of Excellence: City of Bellevue Communications Office for “MyBellevue App Promotion”

NEWSLETTERS

- Totem Award: Allstate Insurance – Northwest Region for “Back to True North: Fixing a Broken Compass”

OTHER

- Certificate of Excellence: Allstate Insurance for “One from Everyone”

PUBLIC AFFAIRS

- Certificate of Excellence: Richmond Public Relations with Washington Health Care Association for “Washington Health Care Association Supplemental Budget Campaign”

PUBLIC SERVICE

- Totem Award: C+C with Cedar Grove Composting, Seattle Public Utilities, King County, Snohomish County, and Waste Management for “Compost Days Big Garden Give”
- Totem Award: C+C with American Red Cross for “Red Cross Safe in the Sound”
- Totem Award: C+C, Cadamus, Crosby Marketing, U.S. Environmental Protection Agency, and PRR for “ENERGY STAR Gallery of Dim Bulbs LED Videos”
- Totem Award: Seattle Office of Arts and Culture for “Artistic Freedom and Artistic Responsibility Event”

SOCIAL MEDIA

- Certificate of Excellence: PRR for “Be Super Safe Cartoon Parodies”
- Certificate of Excellence: Premera Blue Cross for “IGNITEchange Campaign”

SPECIAL EVENTS

- Certificate of Excellence: Washington State Independent Auto Dealers Association for “61st Annual WSIADA Convention”
- Totem Award: C+C with Puget Sound Energy for “PSE Energy Upgrades”
- Totem Award: C+C with Heckler Associates and Leafly for “Leafly Food Truck Takeover – Welcoming Legal Cannabis to Washington”
- Totem Award: Weber Shandwick with Reboot for “Taking a Tech Detox: National Day of Unplugging”

VIDEOS

- Certificate of Excellence: Nyhus Communications with Alaska Airlines for “Alaska Airlines Home”

WEBSITES

- Totem Award: Weber Shandwick with Ricoh Americas Corporation for “WorkIntelligent.ly”