



2016 PRSA Puget Sound Totem Awards Winners

SPECIAL AWARDS

- Best of Show: Chelan County Public Utility District for Saving Energy is a Slam Dunk
- President's Choice: JayRay with the Tacoma Pierce County Chamber of Commerce for Know15

ADVERTISEMENTS

- Certificate of Excellence: Chelan County Public Utility District for Mule Deer Summit

BYLINED ARTICLES

- Totem Award: C+C with Puget Sound Energy for Puget Sound Energy Brighter Business Case Study

COMMUNICATIONS PLANS

- Totem Award: Allstate Northwest Corporate Relations with Allstate Insurance for Good Hands for Safe Roads: Allstate's Best Drivers Report

COMMUNITY RELATIONS

- Totem Award: C+C with TriMet for Catch the Orange – Bridgies Campaign
- Totem Award: PRR with King County Wastewater Treatment Division for Barton Combined Sewer Overflow Control Project Community Engagement
- Totem Award: Chelan County Public Utility District for Saving Energy is a Slam Dunk
- Totem Award: C+C with Seattle Goodwill for Seattle Goodwill “Break Up 4 Good”
- Totem Award: Chelan County PUD Communications with Chelan County PUD Human Resources for Serving Our Veterans
- Totem Award: C+C with Vulcan, Inc. for Smart Catch Sustainable Seafood Program
- Totem Award: Quinn Thomas with Washington Department of Labor & Industries for Washington Department of Labor & Industries: Stay at Work program
- Certificate of Excellence: C+C with BECU for BECU's Closing for Good

DIRECT MAIL

- Totem Award: Chelan County PUD for 2015 Mule Deer Summit

EDITORIALS AND OP-EDS

- Totem Award: Raffetto Herman Strategic Communications with GCI for Connecting Northwest Alaska to the World
- Totem Award: Raffetto Herman Strategic Communications with Randstad Technologies for The Road to Chip and PIN Readiness
- Totem Award: C+C with Puget Sound Energy for PSE Energy Upgrades Campaign
- Totem Award: Chelan County PUD for Community Shares Big, New Ideas
- Certificate of Excellence: Raffetto Herman Strategic Communications with Edifecs, Inc. for Walking the Talk of Healthcare Reform

INTERNAL COMMUNICATIONS

- Totem Award: PRR with Seattle City Light for Seattle City Light Brand Guidelines Launch

MARKETING COMMUNICATIONS

- Totem Award: TDW+Co with Verizon for Global Ready Challenge
- Totem Award: Edelman with Center for Infectious Disease Research for Rebranding Seattle BioMed to the Center for Infectious Disease Research
- Totem Award: C+C with Vulcan, Inc. for Smart Catch Sustainable Seafood Program

MULTICULTURAL COMMUNICATIONS

- Totem Award: C+C with King County Metro for ORCA LIFT “Reduced Fare. More Possibilities”
- Totem Award: MSLGROUP with Hass Avocado Board for Serving Up Fresh Relevance For Health Benefits of Aguacate
- Certificate of Excellence: TDW+Co with Pacific Gas & Electric Company for PG&E Low-Income Programs
- Certificate of Excellence: MSLGROUP with United Soybean Board for Soy Para Soy: Building Awareness for a Hispanic Pantry Staple

OTHER

- Totem Award: TDW+Co with NEO Philanthropy for DACA Strategic Communications Playbook
- Totem Award: C+C with Green Sports Alliance for Green Sports Alliance Fifth Annual Summit

- Totem Award: C+C with Vulcan, Inc. for Smart Catch Sustainable Seafood Program

PUBLIC AFFAIRS

- Certificate of Excellence: JayRay with Tacoma-Pierce County Chamber of Commerce for Know15

PUBLIC SERVICE

- Totem Award: C+C with Puget Sound Energy for Safe in the Sound

REPUTATION / BRAND MANAGEMENT

- Totem Award: Allstate Northwest Corporate Relations with Allstate Insurance for Good Hands for Safe Roads: Allstate's Best Drivers Report

SPECIAL EVENTS AND OBSERVANCES

- Totem Award: C+C with TriMet for Catch the Orange – Bridgies Campaign
- Certificate of Excellence: C+C with Green Sports Alliance for Green Sports Alliance Fifth Annual Summit
- Certificate of Excellence: TDW+Co with Verizon for the I Am Campaign
- Certificate of Excellence: City of Renton for Seattle Seahawks Rally
- Certificate of Excellence: Washington State Bar Association Communications Dept. for The Washington State Bar Celebrates 125 Years

VIDEOS

- Totem Award: C+C with EPA ENERGY STAR Homes for ENERGY STAR "20 Years of Building Milestones" Animated Infographic Video

WEBSITES

- Totem Award: University of Washington Marketing & Communications for A Living Laboratory
- Certificate of Excellence: C+C with Waste Management for Waste Management Recycle Often. Recycle Right. Website