

# PRNews' Platinum & Agency Elite Awards

Join us on September 14 in New York City as we reveal the 2017  
Platinum and Agency Elite Award winners!

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PLATINUM FINALISTS

AGENCY ELITE FINALISTS

VENUE

PRICING

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## Platinum Award Finalists

### Mid-size PR Firm of the Year ▼

Finalists:

- DeVries Global
- GCI Health
- **Hunter Public Relations**
- MWWPR
- North Strategic
- PAN Communications
- PMK\*BNC
- Spectrum

### Digital Communications ▼

Finalists:

- Hormel Foods - Food Truck Frenzy
- HormelFoods125.com
- HP Inc. - Digital Activations at HP Global Reinvention Week
- **Hunter Public Relations** - Mrs. T's Pierogies Inserts Itself into the Pop Culture Conversation

### Rebranding/Repositioning ▼

Finalists:

- The Association of Junior Leagues International - We Are The Junior League
- Axon
- Citizen Relations - Mr. Clean, the Undisputed Winner of the Super Bowl
- Citizen Relations - Search for #TheNextMrClean
- HP Inc. - Reinventing For The Future
- **Hunter Public Relations** - PowerBar's Clean Start

### Branding ▼

Finalists:

- Fast Horse - Hi-C Ecto Cooler Makes a Haunting Return to the Delight of Millennials
- Food Lion - "How Refreshing" - New Ad Campaign Elevates Brand While Engaging 65,000 Associates
- **Hunter Public Relations** - LACTAID Milk Helps Normalize Dairy Sensitivity with No More #DairyEnvy Campaign

### Media Relations ▼

Finalists:

- DEVENY - Emeril's Meril Restaurant Opens with a BAM!
- Conagra Brands and Edelman - Pi Day by Marie Callender's
- Fish Consulting - Mr. Rooter's Bathroom Astrology
- **Hunter Public Relations** - LACTAID Milk Helps Normalize Dairy Sensitivity with No More #DairyEnvy Campaign

### WOW! Campaign ▼

Finalists:

- Delucchi Plus at StreetSense - Downtown Silver Spring | OUTBOX
- Deutsche Telekom AG - Content Factory - More than just a newsroom
- General Motors - Electrifying Employee Engagement
- H+K strategies - ANA Takes Off With Experience Class
- **Hunter Public Relations** - PowerBar's



# Agency Elite Finalists

## Marketing Communications (Agency) ▾

### Finalists:

- **Hunter Public Relations** - Johnnie Walker & Wilmer Valderrama Walk the U.S. - Mexico Border to Take a Stand for Diversity
- Thatcher+Co. - Roots of Knowledge: Utah Valley University
- TURNER - Road to Mighty

## Multicultural Marketing ▾

### Finalists:

- **Hunter Public Relations** - Buchanan's "Es Nuestro Momento"
- National Pork Board and Republica - "The Taste of Now"

## Integrated Communications ▾

### Finalists:

- **5w Public Relations** - Lycored #rethinkbeautiful Campaign
- **The Axis Agency** - Pine-Sol Makers of Home
- **Bank of America with Burson-Marsteller** - Get More from Your Budget with Cash Back
- **Cohn & Wolfe** - PANDORA Jewelry Brings Style to the Center Stage at Coachella
- **Hunter Public Relations** - Smithfield Hog Wild Throwdown
- **Red Flag** - Wake up and smell the communications