

Platinum PR Awards Finalists Announced by PR News



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The role that PR and marketing professionals are asked to play is constantly expanding, requiring mastery over many aspects of communications—such as live video, measurement, data analysis, SEO and social listening—above and beyond traditional skills like crisis management and media relations.

This nonstop evolution in creativity and versatility will be celebrated at PR News' annual [Platinum PR & Agency Elite Awards luncheon](#), which praises the best communications programs and teams of the past year.

To reflect today's ever-changing skill set, we've added several new categories to this year's awards to spotlight the top campaigns on Snapchat, Instagram and YouTube, as well as advances in content marketing, visual storytelling, digital communications and live streaming. We'll announce the winners and honor all of the finalists for the [2017 Platinum PR Awards](#) at our luncheon Sept. 14 at the Grand Hyatt in New York City.

We'll also be inducting six campaigns into PR News' Platinum Hall of Fame, which honors communications campaigns that can serve as sources of inspiration for years to come.

The 2017 Platinum PR Awards luncheon will be co-hosted by TV personality Ryan Serhant of Bravo's hit series "Million Dollar Listing." Serhant, who has been featured on the series since its inaugural season in 2012, is more than just a real estate pro. In 2007, he landed the role of Evan Walsh on the soap opera "As the World Turns," a character he played for two seasons. He also starred in Noah Baumbach's 2014 feature film "While We're Young" alongside Ben Stiller, Naomi Watts and Amanda Seyfried.

The winners of PR News' [2017 Agency Elite Awards](#) will also be announced at the Sept. 14 luncheon in New York.

2017 Platinum PR Award Finalists:

Midsized PR Firm of the Year

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

Branding

- Bank of America with Burson-Marsteller- Cutting Through the Clutter - Elevating Bank of America to the Industry Fintech Leader
- Cohn & Wolfe - Sharpie: Launching a Brand From 20,000 Feet
- Cohn & Wolfe - Stop Smears, Spread Joy with Paper Mate InkJoy
- Current Marketing - Brita: Drink Amazing
- 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**
- Newlink - Banco Cuscatlan
- PwC - Asian Financial Forum 2017 Knowledge Partnership
- Uniomedia Communications - Soproni - 100% Hungarian!
- Weber Shandwick - Mobil 1 Virtual Showdown with Tony Stewart

Digital Communications

- Blonde 2.0 - Livia - a painfully good campaign
- Creation - MS: No Filter
- DeVries Global - Pantene Dad-Do: Fostering the Next Generation of Strong Women
- Finn Partners - Make Email Great Again
- Food Lion Feeds - Meal Madness
- GCI Health - Inspiring the Multiple Sclerosis Community to Rise Above MS
- 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**
- Johnson & Johnson - Silicone Seguro
- Mastercard - LAC Innovation Forum 2016
- National Restaurant Association Educational Foundation. - National ProStart Invitational: Creating the Buzz for #NPSI2017 with Gossip Genie and Portland PR Ltd.

- NTT DATA acquires Dell Services
- Pavone - Herr's - Ed Goes to Nottingham
- PepsiCo - Bringing PepsiCo's Food and Beverage Portfolio to New Heights: Game Day Grub Match
- Porter Novelli - Carpe PM: Seize the Afternoon with Almonds
- RF|Binder - Insight Dialogues presented by The Rockefeller Foundation
- Roush Fenway Racing - SunnyD NASCAR Launch
- Tata Consultancy Services - Digital Empowers

Media Relations

- AbbVie - My IBD Game Plan
- Bank of America with Burson-Marsteller - Small Business Owner Report
- Citizen Relations - Febreze's Halftime Bathroom Break
- Conagra Brands and Edelman - Pi Day by Marie Callender's
- DEVENEY - Emeril's Meril Restaurant Opens with a BAM!
- Fish Consulting - Mr. Rooter's Bathroom Astrology
- **Hunter Public Relations - LACTAID Milk Helps Normalize Dairy Sensitivity with No More #DairyEnvy Campaign**
- Kivvit - A Campaign for Justice on Nazi Stolen Art on Moral Grounds
- March Communications - A Systematic Approach to Rapid Response and News Hijacking
- MSLGROUP - Building Holiday Cheer With The Home Depot
- MSLGROUP - Spring Forward with The Home Depot
- Northside Hospital & FleishmanHillard - Northside Hospital's Growth Story Survivors
- Northwell Health - The Return
- PMK*BNC - American Express Shop Small For 2X Rewards
- Powell Tate/Weber Shandwick - Launching a Generation Beyond
- Vanguard Communications and the American Psychological Association

- Waldorf Astoria - Driving Experiences
- WE Communications - Winning an Uphill Battle: The Windows 10 Update Campaign
- Weber Shandwick - Mexico City: Rising to the Top
- Weber Shandwick - Mix Mania

Rebranding/Repositioning

- 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
- Driving a Household Name into the 21st Century
- HP Inc. - Reinventing For The Future
- **Hunter Public Relations - PowerBar's Clean Start**
- IBM and Text 100 - Cognitive Creativity
- Intel Corporation - Experience Amazing
- Ketchum - Mastercard Cashes In On the Next Generation of Payments
- LINKS WorldGroup - Cayman Islands Department of Tourism - Reconnecting Latin America
- Parker Sanpei - International Chardonnay Symposium
- Zebra Technologies & Burson-Marsteller - Seeing the Black & White in a World of Grey

Wow! Campaign Award

- Adobe - Emotion Chambers Activation
- Blonde 2.0 - Livia - a painfully good campaign
- BMLPR & Villa Italian Kitchen - #AlternateFacts Pizza
- CerconeBrown - Beautiful, Naturally Mobile Boutique
- Cohn & Wolfe - Sharpie: Launching a Brand From 20,000 Feet
- Delucchi Plus at StreetSense - Downtown Silver Spring | OUTBOX
- Deutsche Telekom AG - Content Factory - More than just a newsroom

- General Motors - Electrifying Employee Engagement
- Hill + Knowlton Strategies - ANA Takes Off With Experience Class
- Hunter Public Relations - PowerBar's Clean Start
- KFC - Extra Crispy Sunscreen PR Campaign
- Makovsky - A Tribute to Heroes in the Global Campaign Against Violent Extremism
- ServiceMaster - The ServiceMaster Experience,
- US Postal Service - Dog Bite Prevention Campaign
- Weber Shandwick - ActionAid UK, #BrutalCut

2017 Agency Elite Award Finalists:

Multicultural Marketing

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

Integrated Communications

- 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 Consulting - Wake Up and Smell The Communications

Marketing Communications

- **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