

**2011 DIGITAL/SOCIAL PR
BULLDOG AWARDS**
FOR EXCELLENCE IN ONLINE COMMUNICATIONS
WINNERS

Best Use of Digital/Social in a Communications Campaign

Grand Prize

Awarded to

Denison University

For

TheDEN

Best Use of Digital/Social in an Arts/Culture/Entertainment Campaign

Gold

Awarded to

Activate Sports & Entertainment

and New Jersey Devils

for 'Mission Control'

Best Use of Digital/Social in an Arts/Culture/Entertainment Campaign

Silver

Awarded to

Euro RSCG Worldwide PR

For

KmartGamer

Best Use of Digital/Social in an Arts/Culture/Entertainment Campaign

Bronze

Awarded to

Rogers & Cowan

For

Avon Voices

Best Use of Digital/Social in a B2B Technology Campaign

Gold

Awarded to

LEWIS PR

For

Digital Drives Thought Leadership

Best Use of Digital/Social in a B2B Technology Campaign

Silver

Awarded to

Bite Communications

For

Royal Wedding Rings in Inaugural Coverage

Best Use of Digital/Social in a B2B Technology Campaign

Bronze

Awarded to

Brodeur Partners

For

Corning's Day Made of Glass Goes Viral

Best Blog for an Agency/Consultancy

Gold

Awarded to

Hellerman Baretz Communications

For Sound Bites Blog

“Little Blog, Big Ideas”

Best Blog for an Agency/Consultancy

Silver

Awarded to

marlo marketing/communications

for

m.blog by marlo marketing/communications

Best Blog for an Agency/Consultancy

Bronze
Awarded to
M Booth
For
FWD Thinking Takes M Booth Forward Digitally

Best Blog (Company/Organization)
Gold
Awarded to
Hellerman Baretz Communications
for Cutting through the Legal Blogosphere with
Bracewell & Giuliani LLP's Basis Points Blog

Best Blog (Company/Organization)
Silver
Awarded to
Scholastic Inc. For
On Our Minds @ Scholastic

Best Blog (Company/Organization)
Bronze
Awarded to
Princess Cruises
for
50 Essential Experiences: The Travel Bucket List Blog

Best Crisis Response
Gold
Awarded to
Con Edison
For
Response to Hurricane Irene

Best Crisis Response
Silver
Awarded to
Kaplow and Skype
For
Skype & the Pre-Christmas Outage

Best Crisis Response
Bronze
Awarded to
Navy Federal Credit Union
For
Navy Federal Supports Military During Crisis

Digitally/Socially Engaged Brand of the Year
Gold
Awarded to
Activate Sports & Entertainment
and New Jersey Devils
for 'Mission Control'

Digitally/Socially Engaged Brand of the Year
Silver
Awarded to
Mullen
For
Century 21 Buys Virtual Real Estate

Digitally/Socially Engaged Brand of the Year
Bronze
Awarded to
Kaplow
For
Baby Phat Builds Consumer Base via SM

Digital/Social Communications Campaign of the Year

Gold

Awarded to

French/West/Vaughan

For

Next Blue by Wrangler

Best Use of Digital/Social for a Food/Beverages/Restaurant Campaign

Gold

Awarded to

Weber Shandwick & MilkPEP

for

Got Milk? Breakfast BlogHer Prgm

Best Use of Digital/Social for a Food/Beverages/Restaurant Campaign

Silver

Awarded to

Weber Shandwick & MilkPEP

for

Modern Family Got Milk?

Best Use of Digital/Social for a Food/Beverages/Restaurant Campaign

Bronze

Awarded to

General Mills/Coyne PR

for

Honey Nut Cheerios 'America's Favorite Cereal'

Best Online Employee Communications

Gold

Awarded to

MWW Group

For

JetBlue's Flight Plan for the Future

Best Online Employee Communications

Silver

**Awarded to
Pfizer
For
Pfizer Connect, Educate & Listen**

Best Organizational E-Newsletter, External

**Gold
Awarded to
Coyne Public Relations
For
Coyne PR Hotsheet**

Best Organizational E-Newsletter, External

**Silver
Awarded to
M Booth
For
"word" - M Booth's monthly Trend Letter**

Best Organizational E-Newsletter, External

**Bronze
Awarded to
Hunter PR
For
Hunter Public Relations-The 511 Newsletter**

Best Online Newsroom of the Year

**Gold
Awarded to
Denison University
For
TheDEN**

Best Online Newsroom of the Year

Silver
Awarded to
Cisco
For
“The Network: Cisco’s Technology News Site.”

Best Use of Digital/Social for Cause/Advocacy/Corporate Social Responsibility

Gold
Awarded to
Hunter Public Relations
For
Apple & Eve Fruitables School Music Mash-Up

Best Use of Digital/Social for Cause/Advocacy/Corporate Social Responsibility

Silver
Awarded to
AIDS Healthcare Foundation
for
AHF Wins Members Project

Best Use of Digital/Social for Cause/Advocacy/Corporate Social Responsibility

Bronze
Awarded to
The Foundation for Eye Health Awareness
and Weber Shandwick
For
Make a Spectacle of Yourself

Best Use of Digital/Social for a Consumer Technology Campaign

Gold
Awarded to
Euro RSCG Worldwide PR
For
Sears Blue Blogger Crew-Consumer Electronics

Best Use of Digital/Social for a Consumer Technology Campaign

Silver

Awarded to
Padilla Speer Beardsley, Inc
for
Memorex is Streaming Live!

Best Use of Digital/Social for a Consumer Technology Campaign

Bronze
Awarded to
"Richards Partners"
For
"FRAM Blogger Junket".

Best Use of Digital/Social for Higher Education Marketing

Gold
Awarded to
Denison University
For
TheDEN

Best Use of Digital/Social for a Health/Fitness/Medicine Campaign

Gold
Awarded to
Waggener Edstrom
For
Shire's Gaucher Disease Awareness Month

Best Use of Digital/Social for a Health/Fitness/Medicine Campaign

Silver
Awarded to
Hager Sharp Inc.
For
Best Bones Forever! Let's Dance Contest

Best Use of Digital/Social for a Health/Fitness/Medicine Campaign

Bronze

**Awarded to
The Foundation for Eye Health Awareness
and Weber Shandwick For
Make a Spectacle of Yourself**

Best Microsite or Specialized Website

**Gold
Awarded to
Ruder Finn/RFI Studios
For
Mountain Dew Throwback Shack**

Best Microsite or Specialized Website

**Silver
Awarded to
Denison University
For
TheDEN**

Best Microsite or Specialized Website

**Bronze
Awarded to
M Booth
For
Ameda "I Breastfeed Because" Campaign**

Best Use of Digital/Social in a Public Affairs/Awareness Campaign

**Gold
Awarded to
Euro RSCG Worldwide PR
For
Campaign Money Watch**

Best Use of Digital/Social in a Public Affairs/Awareness Campaign

**Silver
Awarded to**

**Weber Shandwick
For
Sharing the Army Strong Story**

Best Use of Digital/Social in a Public Affairs/Awareness Campaign

Bronze

Awarded to

Euro RSCG Worldwide PR

For

The French Will Never Forget 9/11

Best Use of Search Engine Optimization in a Campaign

Gold

Awarded to

LEWIS PR

For

SEO Drives Competitive Positioning

Best Online/Social Media Community of the Year

Gold

Awarded to

M Booth

For

Ameda "I Breastfeed Because" Campaign

Best Online/Social Media Community of the Year

Silver

Awarded to

General Mills/Coyne Public Relations

For

MGCheerios on Twitter

Best Online/Social Media Community of the Year

Bronze

Awarded to

**French/West/Vaughan
For
Wrangler Western**

Best Social Network Messaging Strategy

Gold

**Awarded to
Allways Integrated Marketing
For
DrinkNeuro**

Best Use of Digital/Social for a Travel/Hospitality Campaign

Gold

**Awarded to
Princess Cruises
for
50 Essential Experiences: The Travel Bucket List Blog**

Best Use of Digital/Social for a Travel/Hospitality Campaign

Silver

**Awarded to
Weber Shandwick
For
Omni Hotels & Resorts
Family Travel Skype Media Tour**

Best Use of Video in a Digital/Social Environment

Gold

**Awarded to
NVIDIA
For
NVIDIA Tegra 3 Demo Turns to Video Gold**

Best Use of Video in a Digital/Social Environment

**Silver
Awarded to
Paine PR/Citizen Paine
For
Power Those Who Protect Us**

Best Use of Video in a Digital/Social Environment

**Bronze
Awarded to
Padilla Speer Beardsley, Inc
for
Memorex is Streaming Live!**