



Winners of the 2011 Bulldog Awards for Excellence in Media and Public Relations Campaigns Have Been Announced

More than 100 winners of the 2011 Bulldog Awards for Excellence in Media and Public Relations Campaigns were announced today by Bulldog Reporter. Winners enter a pantheon of exemplary communications practitioners, and their campaigns will be summarized in the Bulldog Awards *Hall of Fame* magazine.

Winners were chosen exclusively by working journalists from hundreds of entries representing the very best strategic and tactical prowess that PR/corporate communications has to offer. Campaigns were judged by a team of working journalists, who assessed them on the basis of their ability to achieve extraordinary visibility and influence opinion, as well as on their creativity, command of media and technology, and tenacity.

This year's **Grand Prize Winner** was awarded to Barilla for its "Share the Table: The Barilla Family Dinner Project" campaign. Judges awarded this campaign three Gold Awards—for Best Company Positioning/Branding, Best Use of Personality/Celebrity, and Best Website Business/Consumer—plus a Silver Award for Best Issue/Cause Advocacy Campaign. "This campaign won an extraordinary number of Bulldog Awards, but it's no surprise when you consider the strategic brilliance and the superb tactical implementation the company demonstrated," observed Bulldog Reporter publisher James Sinkinson. "The campaign is a picture-perfect example of the best PR can be—both great for the product and great for society."

Bulldog Reporter publishes the Daily 'Dog online trade journal, the PR/communication industry's largest circulation publication, and is the industry's premier provider of professional development events and materials.

Other 2011 Bulldog Award Winners were:

Best Arts & Entertainment Campaign

Gold awarded to Access Communications for Major League Baseball 2K10 Perfect Game Competition

Silver awarded to Coyne PR for Milk-Bone Shows the World "Through a Dog's Eyes"

Bronze awarded to Coyne PR for Hard Rock International Celebrates Ringo Starr's 70th Birthday

Best Green Campaign

Gold awarded to Zebra Partners for Sapphire Energy: Making Green Crude a Reality

Silver awarded to The Glover Park Group for Iberdrola Renewables REScuing the RES

Bronze awarded to Kaplow Communications for Kaplow and Avon: Launching the Hello Green Tomorrow Environmental Initiative

Best Integration of PR and IR in a Business Campaign

Gold awarded to Lambert, Edwards, & Associates for SNAK-ing Success

Best Use of Broadcast Video/Internet - Business/Consumer

Gold awarded to Coyne PR for The Pop Heard 'Round the World: Bubble Wrap's 50th Birthday

Silver awarded to Widmeyer Communications for Simple Steps Save Lives: Profiles of Family Experiences on Behalf of the U.S. Consumer Product Safety Commission

Bronze awarded to Cone and Jockey International, Inc. for Jockey Signs Pro Football Quarterback Tim Tebow

Best Crisis Communications

Gold awarded to Publicis Consultants USA for Libby's® 100% Pure Pumpkin from Nestlé USA

Silver awarded to Weber Shandwick for American Airlines and the oneworld Alliance Win the Battle for Japan Airlines

Bronze awarded to LCO - Levine Communications Office, Liam Collopy, President, Lee Runchey, Senior Account Manager for "How a 90-minute PR campaign changed a nation's opinion and a sporting superstar's public image overnight"

Best Company Positioning/Branding

Gold awarded to Barilla for Share the Table: The Barilla Family Dinner Project

Silver awarded to RFBinder Partners for Dunkin' Donuts: Brewing a Winner in the Coffee and Breakfast Wars

Bronze awarded to MSR Communications for Dictionary.com: From Respected Reference Site to Mobile and Online Innovator

Best Education/Public Service Campaign

Gold awarded to Landis Communications for California Academy of Sciences Best Education/Public Service Campaign: "More than a Museum: Revealing World-Class Scientific Leadership"

Silver awarded to Porter Novelli Healthcare NY for Time to Talk CARDIO
Bronze awarded to Zeno Group for Know Your Stats about Prostate Cancer
Honorable Mention awarded to Widmeyer Communications for Pool Safely: Driving the National Conversation on Pool & Spa Safety On Behalf of the U.S. Consumer Product Safety Commission

Best Food & Beverages Campaign

Gold awarded to HL Group for Bolthouse Farms
Silver awarded to Fineman PR for Fineman PR Cooks Up a Winner with Foster Farms' First-Ever West Coast Fresh Chicken Cooking Contest
Bronze awarded to RFBinder Partners and Dunkin' Donuts for Dunkin' Donuts: Brewing a Winner in the Coffee and Breakfast Wars
Honorable Mention awarded to Hunter Public Relations for JELL-O "Give it a Giggle" Tour Spreads Happiness Across America
Honorable Mention awarded to Hunter Public Relations for Project Cheddar Explosion – The Launch of Kraft Macaroni & Cheese Cheddar Explosion
Honorable Mention awarded to RF Binder for Eat|Drink|Explore Malaysia Kitchen

Best General Business Campaign

Gold awarded to Formula for KLA-Tencor

Best General Consumer Campaign

Gold awarded to Coyne PR for The Pop Heard 'Round the World: Bubble Wrap's 50th Birthday
Silver awarded to RED PR for CND Shellac Launch
Bronze awarded to Porter Novelli Healthcare NY for Gillette Fusion ProGlide Launch: Turning Skeptics into Believers

Best Health, Medicine & Fitness Campaign

Gold awarded to Maccabee Group and Hazelden for 4 Generations Overcoming Addiction
Silver awarded to Porter Novelli Healthcare NY for Time to Talk CARDIO
Bronze awarded to Weber Shandwick for Think About Your Eyes Campaign Launch

Best Investment, Banking & Financial Services Campaign

Gold awarded to USAA and Fleishman-Hillard for Auto Circle™ - From the day you see it 'til the day you sell it.
Silver awarded to First Command and The Harbinger Group for First Command Financial Behaviors Index®
Bronze awarded to Flowers Communications Group and Wells Fargo for African American Media Tour

Best Use of the Internet – Business

Gold awarded to Diamond Public Relations for Trick or Tweet
Silver awarded to Porter Novelli Healthcare NY for Time to Talk CARDIO

Bronze awarded to Porter Novelli Healthcare NY for Gillette Fusion ProGlide Launch:
Turning Skeptics into Believers

Best Issue/Cause Advocacy Campaign

Gold awarded to Widmeyer Communications for A Business Plan for America's Energy
Future On Behalf of the American Energy Innovation Council

Silver awarded to Barilla for Share the Table: The Barilla Family Dinner Project

Bronze awarded to Myrle Croasdale Aurora Health Care for "He's in the Army now:
Wife's cancer prompts man to enlist"

Best Use of the Internet – Consumer

Gold awarded to AirTran Airways & Cramer-Krasselt for "Skip the Stampede"

Silver awarded to Berman and Company for HowMuchFish.com

Bronze awarded to Berman and Company for HumaneWatch

Best Not-for-Profit/Association/Government Campaign

Gold awarded to Porter Novelli Healthcare NY for the California Association of
Marriage and Family Therapists for Good Health = Healthy Californians

Silver awarded to Maccabee Group and Hazelden for 4 Generations Overcoming
Addiction

Bronze awarded to Brookhaven National Laboratory with Tartaglia Communications for
"Hot Quark Soup Stirs Up Massive News Coverage"

Best New Product Launch – Business

Gold awarded to Edelman and Adobe for Adobe CS5 Launch

Silver awarded to Inmedia Public Relations, Inc for ProDigits

Bronze awarded to Lane PR for Roundarch's Wizard

Honorable Mention awarded to Rasky Baerlein for The Relaunch of MooBella, the
ATM of Ice Cream

Honorable Mention awarded to Coyne PR for Going to New Heights: Coyne PR
Launches Record-breaking Thrill Ride for Stratosphere Hotel & Casino Las Vegas

Best New Product Launch - Consumer

Gold awarded to Hunter Public Relations for Project Cheddar Explosion – The Launch of
Kraft Macaroni & Cheese Cheddar Explosion

Silver awarded to CerconeBrowne&Company for Sealegs North American Launch

Bronze awarded to Greater Houston Convention & Visitors Bureau for Where the Chefs
Eat: Houston Culinary Tours

Honorable Mention awarded to RED PR for CND Shellac Launch

Best Online Newsroom – Business/Consumer

Gold awarded to Hilton Hotels & Resorts with Covalent Logic for Hilton Global Media
Center

Silver awarded to Synaptic Digital for MediaCentre

Bronze awarded to Intel for Intel Reinvents Its Online Newsroom

Best Use of Personality/Celebrity

Gold awarded to Barilla for Share the Table: The Barilla Family Dinner Project
Silver awarded to Rogers & Cowan for Paula Deen's Real Women of Philadelphia
Bronze awarded to Rogers & Cowan for The Launch of the Cooking Channel

PR Innovation of the Year

Gold awarded to CerconeBrownCompany for Green House
Silver awarded to Euro RSCG Worldwide PR for Sisterhood

Best Response to Breaking News

Gold awarded to Coyne PR for The Pop Heard 'Round the World: Bubble Wrap's 50th Birthday
Silver awarded to Weber Shandwick for First on the Scene: American Airlines Provides Relief to Haiti
Bronze awarded to Euro RSCG Worldwide PR for Wyclef/Yele

Best Use of Research - Business/Consumer

Gold awarded to Formula
Silver awarded to Berman and Company for Minimum Wage Anniversary
Bronze awarded to MM2 Public Relations and The Hartford for The Hartford Removes the Biggest Obstacle to a Smooth Daily Commute

Best Special Event/Stunt

Gold awarded to Office of Public Affairs, National Museum of American History, Smithsonian Institution, for Vince & Larry Dummies Crash into the Smithsonian
Silver awarded to Schwartz Communications for The Wampler Foundation
Bronze awarded to Formula and SS+K for Honest Tea "Honest City" Campaign
Honorable Mention awarded to Coyne PR for Snausages Man Sled Race

Best Use of Social Media Tools - Business/Consumer

Gold awarded to Porter Novelli Healthcare NY for Gillette Fusion ProGlide Launch: Turning Skeptics into Believers
Silver awarded to Rogers & Cowan for Paula Deen's Real Women of Philadelphia
Bronze awarded to MSR Communications for Antivirus Comes Alive with Digital Birth Campaign

Best Technology Campaign – Business

Gold awarded to Schwartz Communications for MicroStrategy Leave Your Laptop at Home: The iPad is Here
Silver awarded to The Glover Park Group for Iberdrola Renewables for REScuing the RES
Bronze awarded to InkHouse & Raytheon for The Future of Defense
Honorable Mention awarded to MSR Communications for Antivirus Comes Alive with Digital Birth Campaign

Best Technology Campaign – Consumer

Gold awarded to LaunchSquad for SCVNGR Consumer Launch
Silver awarded to MWW Group and Mccann Erikson for Nikon Festival Social Campaign Championing D-SLR Video

Best Travel, Hospitality & Destinations Campaign

Gold awarded to Greater Houston Convention & Visitors Bureau for Where the Chefs Eat: Houston Culinary Tours
Silver awarded to MM2 Public Relations and HomeAway for HomeAway Comes Up a Winner at the Super Bowl
Bronze awarded to Murphy O'Brien Public Relations and INTUR, the Nicaraguan Tourism Board for Nicaragua!

Best Campaign Under \$100,000

Gold awarded to American College of Physicians for Annals Tips and Clips Program
Silver awarded to Coyne PR for The Pop Heard 'Round the World: Bubble Wrap's 50th Birthday
Bronze awarded to MM2 Public Relations and HomeAway for HomeAway Comes Up a Winner at the Super Bowl

Best Campaign Under \$10,000

Gold awarded to Office of Public Affairs, National Museum of American History, Smithsonian Institution, for Vince & Larry Dummies Crash into the Smithsonian
Silver awarded to Greater Houston Convention & Visitors Bureau for Where the Chefs Eat: Houston Culinary Tours
Bronze awarded to Air Force for Turning the Tide: Securing a Strategic Foothold in Central Asia
Honorable Mention awarded to Coyne PR for Goodyear Border to Border on One Tank of Fuel

Best Campaign Under \$25,000

Gold awarded to Brookhaven National Laboratory with Tartaglia Communications for "Hot Quark Soup Stirs Up Massive News Coverage"
Silver awarded to Hawkins International PR for Jumby Bay a Rosewood Resort
Bronze awarded to Berman and Company for DefeatTheDebt

Best Campaign Under \$50,000

Gold awarded to HL Group for Bobble Launch
Silver awarded to MSR Communications for Dictionary.com: From Respected Reference Site to Mobile and Online Innovator
Bronze awarded to Euro RSCG Worldwide PR for Wyclef/Yele

Best Website - Business/Consumer

Gold awarded to Barilla for Share the Table: The Barilla Family Dinner Project
Silver awarded to Winning Strategies and National Association of Broadcasters for No Performance Tax
Bronze awarded to Porter Novelli Healthcare NY for Time to Talk CARDIO