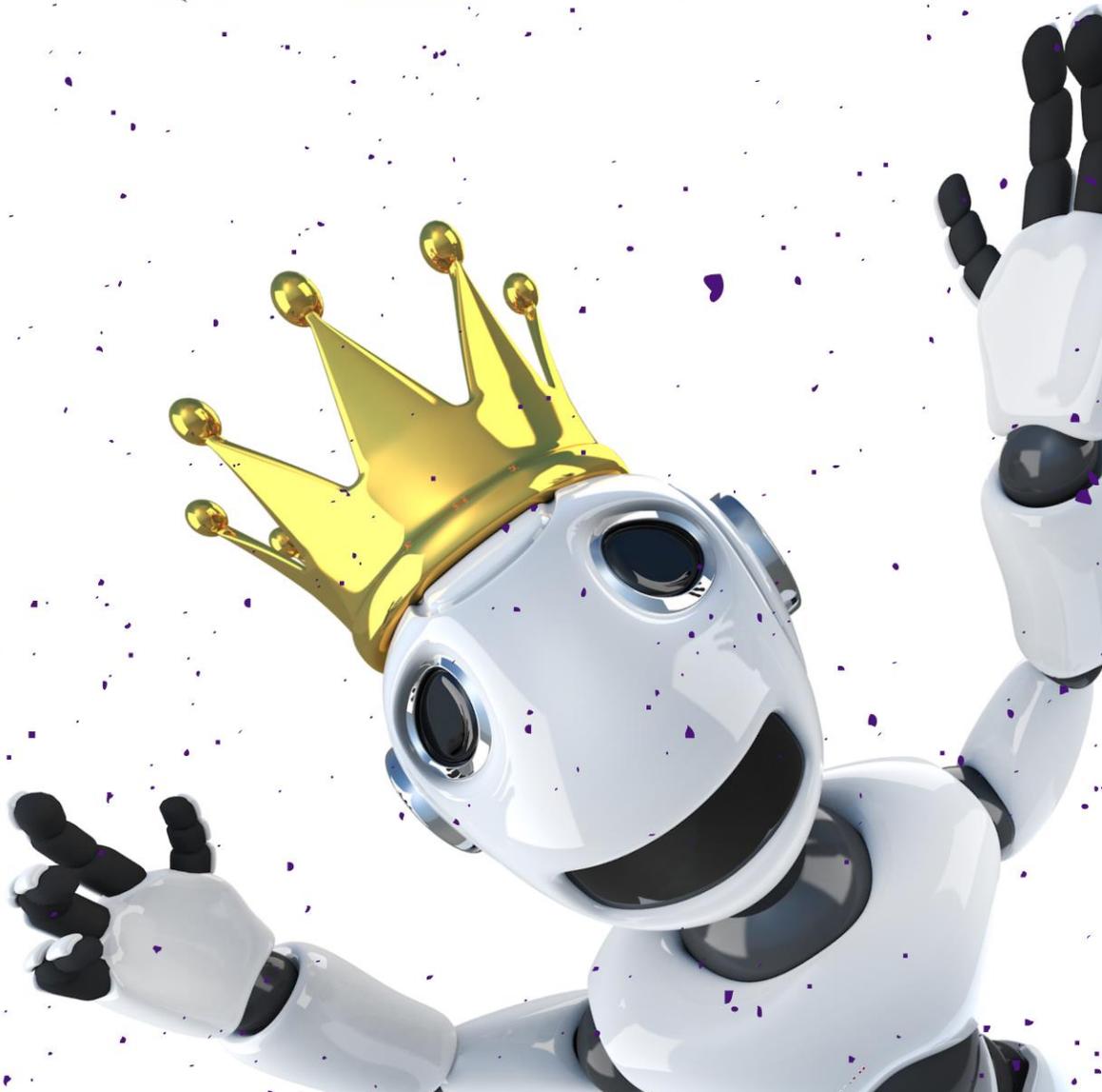


Houston Chapter
PRSA

2019 EXCALIBUR AWARD WINNERS


COMCAST
PRESENTED BY





CONGRATULATIONS, HOUSTON!

PRSA Houston's Excalibur Awards honor outstanding public relations professionals, programs and tactics. In a nod to Space City and the 50th anniversary of the historic moon landing, we were very happy to celebrate Houston's own "Giant Leaps in PR" from the past year on June 27, 2019, at the Royal Sonesta Houston Galleria. It was an "out of this world" celebration and we once again set the standard for excellence with several of our peers winning for outstanding work. A special thank you to our Awards and Gala committees for making the PRSA Houston Chapter shine!

See you in 2020!

#GiantLeapsInPR

2019 GRAND EXCALIBUR WINNER



Integrated Communications

The CKP Group

Gold

“Discovery Green Integrated Communications”

Discovery Green is a vibrant 12-acre park in the heart of downtown Houston that celebrated its 10th anniversary in 2018. CKP, as agency of record for Discovery Green, was charged with executing an integrated communications plan to drive higher attendance throughout the anniversary year. CKP produced great results: 1,561 local media placements representing 1,480,174,053 impressions and a PR value of \$17,968,890; 44,411,728 organic impressions with 379,576 engagements on social channels; and 7,890,236 highly-targeted paid impressions at total spend of \$24,445.47. But the best result is a 101% year-over-year increase in park attendance during calendar year 2018.

SPECIAL AWARDS



2019 Legacy Award Winner

Sally Mathis Ramsay, Pierpont Communications

Sally Mathis Ramsay is senior vice president at Pierpont Communications and 2006 PRSA Houston Chapter past president. An award-winning communicator, admired mentor and proud LSU graduate, Ramsay has contributed to the development and growth of countless organizations over her career. She currently serves Pierpont's public relations clients with nearly three decades of strategic communication experience.

Ramsay joined PRSA Houston in 1985 and served on the board continuously from 2003 to 2015. She was named the PRSA Houston 2006 Public Relations Professional of the Year, a true testament to the outstanding service she dedicated to the chapter and the empowering example she set for her peers and mentees. She has been the university ambassador and advisor to the Stephen F. Austin PRSSA Chapter for many years and continues to meet with the students on a regular basis. Throughout the years, Ramsay's commitment to her clients – and her profession – have not gone unnoticed. She's garnered numerous awards for her innovative and successful campaigns in the areas of financial and professional services, healthcare, non-profit and retail.



CEO Communicator of the Year

Chief Art Acevedo

Art Acevedo was sworn-in as chief of the Houston Police Department (HPD) on Nov. 30, 2016. He leads a department of 5,200 sworn law enforcement officers and 1,200 civilian support personnel with an annual general fund budget of \$825 million in the fourth largest city in the United States.

Chief Acevedo believes good communication is vital for a successful community and steadily works to strengthen the bond between the community and its police department. A proponent of community policing, Chief Acevedo refers to the proven practice as “Relational Policing,” an opportunity to forge a relationship with each citizen an officer comes in contact with.

The first Hispanic to lead the HPD, Acevedo brings a unique understanding to the concerns of the diverse communities in the City of Houston. Born in Cuba, he was four years old when he migrated to the United States with his family in 1968. Acevedo grew up in California and earned a Bachelor of Science degree in Public Administration from the University of La Verne in California. Acevedo began his law enforcement career in 1986 as field patrol officer in East Los Angeles with the California Highway Patrol. He rose through the ranks and was named chief of the California Highway Patrol in 2005. Acevedo most recently served nine years as chief of the Austin Police Department.

Chief Acevedo holds various leadership positions with the Major Cities Chiefs Association and the International Association of Chiefs of Police. He is married to Tanya Born Acevedo and is the father of Melissa, Matthew and Jake.



Young Public Relations Professional of the Year
Mageida Sopon, Medley Inc.

Mageida Sopon, Senior Account Executive at Medley, Inc., thrives in the digital landscape. She utilizes her skills to help others cross language and cultural barriers to positively impact multicultural communities. Her efforts have culminated in achievements such as building \$88,000 of earned media for the breast healthcare nonprofit The Rose within one month, launching over a dozen social media campaigns with a 15% increase in monthly followers and co-presenting with Medley's CEO in Washington, D.C. Mageida creates winning outcomes for clients, helping save the lives of women in need and increasing interest in Houston's developing business sectors.



Public Relations Professional of the Year
Priscilla Thorne Tinsley, University of Houston

Priscilla Thorne Tinsley is an assistant instructional professor at the Jack J. Valenti School of Communication at the University of Houston, and serves as consultant of PTT Public Relations, LLC, a Houston-based public relations firm. She has more than 25 years of professional experience developing and executing effective strategic communication, marketing, media relations, community relations and crisis management plans and programs for several companies and organizations in the corporate and non-profit sectors.

Tinsley previously served as manager of communication/community relations for Koch Industries, Inc. (Koch Companies Public Sector); director of public relations for Direct Energy, LP; public relations manager/spokesperson for Foley's Department Stores Company; marketing manager for Kelsey-Seybold Clinic; development supervisor for the March of Dimes Birth Defects Foundation; and public relations coordinator for the Houston Area Urban League.

Tinsley is a graduate of the University of Houston with a Master of Arts in Communication with a concentration in Public Relations, and a graduate of the University of Texas at Austin with a Bachelor of Journalism in Public Relations.

Large PR Agency of the Year **The CKP Group**

CKP is a Houston-based agency serving clients through integrated marketing and public relations solutions. In the last year, CKP's hallmarks include: 28% revenue increase over LY with 3 quarters left in FY; 61% retainer clients and 25% project-based clients grew services; Only 1 retainer loss, result of merger, grew new client from spin-off; Increased staff from 15 to 19; Added employee benefits, including 401k and Charitable Gift Match; Named #6 on Houston Business Journal's Annual "Best Places to Work" survey; Collectively earned 5,361+ media placements with 7.7+ billion estimated earned media impressions and estimated earned media value of \$112 million.

Non-Profit Communications Team of the Year **University of Houston Division of Administration & Finance** **Marketing & Communications**

Building a strategic business communications approach to the competitive higher educational landscape, the UH Division of Administration & Finance Marketing & Communications Team brought the newly launched "A&F S.P.I.R.I.T." to a successful 2018 debut & forward momentum through a fully integrated approach, leveraging creative branding expertise, illustrative examples and a compelling business narrative for the sustainable future.

CAMPAIGNS

Community Relations Etched Communication

Gold

“Getting Regional Commuters Out of Their Cars”

“Houston, we have a traffic problem.” Houston-Galveston Area Council engaged Etched Communication to design a local campaign as part of the federally-funded Commute Solutions Program to get commuters out of single-passenger cars and into alternative, communal transportation. A community-centered approach, inclusive of media relations, digital and experiential, played a critical role in not only educating target audiences but also changing behavior. Public transit in the Houston region experienced a 3.6% increase last year compared to the previous year.

Community Relations NASA Johnson Space Center

Silver

“Space City Celebrates NASA’s 60th Anniversary”

All eyes were on NASA’s Johnson Space Center as it hosted an open house for NASA’s 60th Anniversary, turning the corner on six decades of human spaceflight milestones. To celebrate the anniversary, our communications team devised an integrated, multi-platform campaign to showcase Houston’s finest accomplishments on and off the planet. The team leveraged local media and social media influencers, created engaging content to draw connections between human spaceflight and Houston, provided behind-the-scenes experiences for VIPs, and harnessed the power of our workforce with volunteer opportunities to interact with Houstonians and visitors.

Community Relations

Fort Bend ISD

Silver

“Fort Bend ISD' 2018 Bond Campaign”

During August 2018, Fort Bend Independent School District Trustees voted to call a \$992.6 million bond referendum. Passage of the bond program was necessary to keep up with the district’s rapid growth, and to maintain/update facilities. Enhancing the district’s safety and security measures was also top priority, given the recent surge in school violence. FBISD implemented a strategic communications plan to engage stakeholders. FBISD voters approved the bond with 74 percent of the vote, amounting to the largest bond program in the district’s history, and the fifth largest in Texas’ history.

Community Relations

Elmore Public Relations

Bronze

“Charting the Waters – Publicizing Flood Mitigation Strategies in Greater Houston”

In response to the devastating blow Hurricane Harvey dealt Houston, an independent collaborative of local experts, leading researchers, and community advocates formed the Greater Houston Flood Mitigation Consortium to compile, analyze and share a rich array of scientifically-informed data about flood risk and mitigation opportunities. Their findings would provide deeper insights to support collaborative decision-making at all levels as myriad entities steer our region’s redevelopment. In April 2018, the consortium released its report on flood mitigation strategies. Elmore Public Relations was tasked with promoting their findings to the public through strategic stakeholder outreach and thoughtfully-executed media relations efforts.

Community Relations **Memorial Hermann Health System**

Bronze

“Hometown Healing”

How do you commemorate the first anniversary of the worst natural disaster in Houston’s history? Even though Hurricane Harvey left a permanent scar on many across Greater Houston, it also knitted the community together in a way that had never happened before. To commemorate this momentous event, Memorial Hermann wanted to rekindle the community spirit that defined the Harvey response and find a way to give back to our community, which was still in dire need of assistance. To achieve this vision, we launched a service campaign called Hometown Healing to mobilize our workforce into community volunteers.

Crisis Communications and Issues Management **The CKP Group**

Bronze

“McDonald's Poster Prank”

Two Filipino-American college students created a fake advertising poster and installed it in a Houston-area McDonald's restaurant, hoping to spark conversation about inclusion of Asian models in advertising. The students later tweeted and posted a video of their stunt on YouTube, quickly garnering more than 1 million likes, 253,000 retweets and 1.4 million views. As agency of record for McDonald's Houston, CKP deployed a plan to turn the prank into a positive, engaging local media, community partners and the local Houston McDonald's corporate team to portray the brand as responsive and open to community conversations.

Events and Observances
NASA Johnson Space Center
Gold

“#LaunchAmerica Announcement: Introducing the First Crews to Fly Commercial”

After a record-setting announcement event for the 2017 astronaut class, all eyes were on the lucky few who would be selected as the first crewmembers to fly on commercial vehicles developed by SpaceX and Boeing. Our communications team devised a multi-platform campaign to showcase NASA’s first commercial flight assignments. The campaign aimed to educate America on these crews and excite aspiring astronauts by leveraging media coverage, social media strategies, stakeholder relations and engaging content to raise awareness about what astronauts do on the job, how they train with industry partners and how we’re preparing for the next chapter of spaceflight.

Events and Observances
9thWonder
Silver

“2018-2019 Foley Gardere MLK Jr. Oratory Competition”

Foley Gardere hosted the Annual Foley Gardere MLK Jr. Oratory Competitions in Dallas and Houston, during which fourth- and fifth-grade students delivered original three-to-five-minute speeches answering the question, "What would Dr. King say to the children of today’s world?" Both the Dallas and Houston events included three rounds of competition, from September 2018 through January 2019, beginning with 16 schools from the Dallas Independent School District (DISD) and 24 schools from the Houston Independent School District (HISD). 9thWonder helped promote the 2018 – 2019 competitions and emphasize Foley Gardere’s role in the positive impact the events had in the communities.

Events and Observances

The CKP Group

Silver

“moonGARDEN Campaign”

To celebrate its 10th birthday, Discovery Green commissioned a temporary public artwork that mirrored its mission and the story of Houston. moonGARDEN consisted of 22 gigantic interactive globes employing shadow theaters and dynamic lighting. CKP, agency of record for Discovery Green, was charged with driving an integrated strategy to achieve record-breaking attendance. Despite limited resources, a limited timeline and shoestring budget, CKP produced great results, including 83,000 people in attendance (137% above the park's goal); 140+ local media placements representing 62,987,860+ impressions and a PR value of \$1,183,477; and 3m+ paid and organic impressions on social and other local channels.

Events and Observances

Ward

Silver

“Ward & Houston CityPlace Marriott: Gala in the Woods – Celebrating the opening of Houston CityPlace Marriott at Springwoods Village”

Houston CityPlace Marriott is the first full-service hotel in Springwoods Village, a master-planned community in North Houston. Ward was tasked with providing grand opening support. Despite having only four months for event planning and publicity outreach, the opening was a success, with 450+ key decision-makers attending soft and grand opening events, dozens of tours for decision makers, and 65 media placements achieving 39+ million impressions for a cost of 0.056 cent per impression - a high-value return on client's investment. With high awareness and grassroots outreach, the sales team booked 137 events and the property is sold-out Monday-Wednesday every week.

Events and Observances

Carbonara Group

Bronze

“United Way of Greater Houston Harvey One-Year Anniversary”

Anniversary milestones of natural disasters can either serve as a celebration of the great lengths residents have come or as a rallying point for unfinished work. In Houston, it was the latter. One year after Hurricane Harvey hit the Greater Houston area, thousands of Houstonians were still not back in their homes and continued to face a daunting recovery process. United Way of Greater Houston, a leader in long-term disaster recovery, used the one-year anniversary of Harvey to bring the community together for a day of service while reminding people across the country that many still needed help.

Integrated Communications

NASA Johnson Space Center

Silver

“Year of Education on Station: Showcasing the International Space Station as an Educational Platform”

Often overlooked as a key component to the success of the space program, efforts in advancing science, technology, engineering and math (STEM) education are paramount to ensuring the future workforce is excited and prepared to lead life-changing science and engineering discoveries. The Year of Education on Station capitalized on the fortunate scenario of having astronauts and former classroom teachers Joe Acaba and Ricky Arnold on back-to-back missions to the International Space Station. Presented with this ideal opportunity, a plan was developed to engage students and educators in NASA-unique STEM activities while providing a strong connection to astronauts living in space.

Integrated Communications **University of Houston** *Silver*

“UH College of Medicine Integrated Communications”

Throughout 2018, the University of Houston was putting the pieces in place for the UH College of Medicine. The Division of University Marketing, Communication and Media Relations launched an integrated marketing and communication campaign to educate key audiences about the need for the new college, highlight the distinct and differentiating model of the medical school, and emphasize its value and importance to Houston and all of Texas—all of which were critical for garnering necessary approvals, the private and state financial support, and private/public partnerships needed to make the College of Medicine a success.

Integrated Communications **Love Advertising** *Bronze*

“Battleship Texas Foundation: Come and Save It Campaign”

In 2018, The Battleship Texas, a beloved World War I and World War II naval destroyer, faced her biggest battle yet – time. Seawater is wreaking havoc on the hull and She is disappearing into the harbor a little more each day. Through the efforts of Love Advertising’s PR team, the Battleship Texas Foundation quickly became the talk of the town. Integrated efforts resulted in a media reach of more than 191,360,262; a 350 percent increase in average time spent on the foundation’s webpage; 50,000 unique page views to date; 402 donations; and 50,000 petition signatures in just four months.

Integrated Communications

Mattress Firm

Bronze

“Mattress Firm Announces First-Ever “Snoozetern” to Sleep on the Job”

Consumers typically only think about mattresses when they are in the market for a better night’s sleep. With the definition of mattress retailers changing each day, the industry is in a battle to get Americans into their beds. Though Mattress Firm is the largest specialty mattress retailer, we were challenged to grab consumer attention while competing against industry disruptors who have the backing of million-dollar celebrity or influencer sponsorships. By introducing “Snoozetern,” we successfully shifted consumers’ and job hunters’ perceptions of our brand to innovative and conversation-worthy – all while driving incremental traffic, sales and applications for new talent.

Internal Communications

NASA Johnson Space Center

Gold

“Roundup: Revamping and Rebranding Internal Communications for the Next Generation”

NASA’s Johnson Space Center has served as a hub of human spaceflight activity for more than half a century. As NASA aims to return to the Moon, we must engage a diverse workforce to generate excitement and effectively disseminate critical information. One particular challenge is to interest both the emerging workforce as well as more established employees, including some who have worked at Johnson since the Apollo era. To accomplish our goals, the Johnson’s External Relations Office reinvented its internal communications strategies for the digital era. This campaign, called “Roundup,” led to improved communication with the workforce.

Marketing Consumer Products and Services
The CKP Group
Gold

“The Grove Marketing Campaign”

The Grove Houston is a 10-year-old restaurant in Discovery Green. CKP was engaged to develop guerrilla marketing and media strategies. CKP executed an influencer marketing and PR campaign from June 1, 2018 - December 31, 2018. The campaign netted more than 228 media placements, generating 66,796,853+ cumulative impressions for a PR value of \$1,716,905+, and influencer coverage through blogs and social media netted 143 placements with 1,325,078+ impressions and a PR value of \$15,901+. Revenue results showed 28% growth in sales year-over-year for the reporting period, trending up more than five times the national average.

Marketing Consumer Products and Services
Elmore Public Relations
Silver

“Marketing the Nutcracker Market: Reaching Social Media-Savvy Consumers”

Houston Ballet Nutcracker Market is one of Houston’s most anticipated shopping, social, and charitable holiday events. Growing from a church bazaar to, now 38 years later as the second-largest charity event at NRG Park, Nutcracker Market welcomes over 100,000 shoppers annually. Since 2014, Elmore Public Relations has supported the Market’s public relations and marketing strategies. In 2018, aiming to expand the Market’s reach to include a more social media-savvy audience, Elmore PR hosted 17 of Houston’s most influential online personalities for a preview event. An undeniable success, the event earned the Market significant promotion to the influencers’ collective half-a-million followers.

Marketing Consumer Products and Services

Midway Creative

Silver

“Kings Harbor - Rebuild and Relaunch / Demos to Dreams”

After historic flooding devastated Kings Harbor, Kingwood's only waterfront mixed-use destination, Midway helped small businesses recover physically and financially. Midway's marketing team created a campaign to lift business owners' spirits and reassure the community they would rebuild and return, better than before. A refreshed brand, new web site, community-centric events, and social media campaign #DemosToDreams revived the mom & pop shops. A year later, most businesses had returned, some even expanded, new businesses moved in, and a grand reopening event capped the year with a fireworks celebration (rescheduled for New Year's eve after July 4th was rained out).

Marketing Consumer Products and Services

Coyne PR

Bronze

“Pennzoil Gives Fans a Lap Around the Ring in Mini-Film”

When it comes to motor oil, Pennzoil is known for thinking outside of the bottle. Consumers and automotive enthusiasts alike have come to know Pennzoil for not only the quality of their product, but for the action-packed short films they produce. Pennzoil knew that they had succeeded in finding a unique way to resonate with fans in ways other brands couldn't, and they weren't ready to hit the brakes just yet. To debut this new mini-film, Pennzoil meshed fan's love for heart-pounding driving, with journalist's love for quality content and were able to launch “Escaping the Ring” with resounding success.

Marketing Consumer Products and Services

METRO

Bronze

“Train for the Game - Take METRO to the Dynamo”

Meet Diesel, sage traveler and mascot for your Houston Dynamo soccer club. In this commercial, Diesel goes out into the Houston wild to show soccer fans how easy it is to take METRORail to BBVA Compass Stadium. Better yet, fans with a valid game ticket ride FREE to the every home game. This is a great deal for fans wanting to travel to the game without the hassle of traffic and parking. Special thanks to our partners the Dynamo and, of course, Diesel for his participation. That mascot is definitely one sly...well, you get the idea.

Most Effective Campaign on a Shoestring Budget

(\$5,000 or less)

University of Houston

Silver

“#CougarRedFriday”

On Fridays we wear red! The #CougarRedFriday campaign started in 2008 when UH President Renu Khator set about transforming a school derisively called Cougar High into an academic and athletic powerhouse. How does the university keep a 10-year-old movement fresh and exciting? Despite not having a budget for the social media campaign, the UH Social Media team gave the #CougarRedFriday a new look and new life in 2018, and engaged some of the biggest names in pop culture along way.

Multicultural Public Relations

Love Advertising

Gold

“Sam Houston Area Council Hispanic Campaign: Su Futuro. Tu Orgullo.”

The Boy Scouts of America, Sam Houston Area Council wanted to increase awareness and enrollment among Houston Hispanic families. The organization partnered with Love Advertising in 2018 to create and execute the Hispanic-targeted campaign "Su Futuro. Tu Orgullo." Love Advertising's PR team conducted thorough research and planning throughout the campaign in order to reach the designated, overall communication goal: position the organization as a desirable, inclusive, character-building organization for Hispanic youth. As a result, Love Advertising secured signature stories across Hispanic and general print, broadcast and online, and garnered additional exposure through prominent local Hispanic events.

Public Service/Non-Profit Campaigns

Buckner International

Gold

“Buckner Brings Hope to Houston”

Ahead of the Oct. 2018 opening of Buckner International's second Buckner Family Hope Center of Houston, we developed and implemented a public relations/media relation campaign to generate increased brand and media exposure in the Houston market. Buckner International is a 140-year-old faith-based nonprofit ministry, but despite operating in Houston since 1955, Buckner has struggled to become a well-recognized nonprofit in the city. Increasing our media placements in Houston was a vital way to better engage clients and donors in order to help with operational costs of the Family Hope Center.

Reputation/Brand Management **Carbonara Group** *Gold*

“Sawyer Yards ‘Gray Sofa Project’”

In the historic First Ward neighborhood of Houston lies one of the nation’s largest working creative communities. Over 350 artists occupy six refurbished industrial warehouses and create art spanning nearly every medium. Sawyer Yards is growing its reputation as an important local arts and entertainment destination, but is still a hidden gem to many Houstonians. “Gray Sofa Project” was a collaboration developed by Carbonara Group between Sawyer Yards and the Houston Chronicle to reach the target-rich audience of interior designers and home décor professionals while publicizing to the broader community the breadth of art available at Sawyer Yards.

Reputation/Brand Management **Coyne PR** *Silver*

“Shell Rotella: The Starship Initiative”

Shell Rotella®[®], the category leader in heavy-duty lubricants, saw an opportunity to leverage their acclaim and position to push the industry forward by showcasing currently available technologies to overall transportation efficiency for the trucking industry. In addition, they sought to refocus the conversation away from miles per gallon (MPG) to a much more efficient and accurate measurement called, freight ton efficiency (FTE), which considers the overall energy consumed to move goods. This reframed conversation would also direct the discussion to include driver habits. The Starship Initiative was the output of the desire to kick-start changing this conversation in the industry.

Reputation/Brand Management

Ward

Silver

“Elevating Aggreko: Apart from the Pack”

Ward positioned Aggreko as an experienced, highly valuable partner in the myriad industries the temporary power and temperature control rental company serves. Ghost-written editorial helped prove their industry-specific engineering prowess and problem-solving skills – thereby separating them from the pack of rental companies competing on price.

TACTICS

Blogs

University of Houston Division

Bronze

“UH Energy Fellows on Forbes”

Each year a group of University of Houston faculty engaged in energy-related work across a variety of disciplines are selected as UH Energy Fellows, working with the University’s energy initiative, UH Energy, and producing a blog hosted by Forbes.com to engage the public, other thought leaders and policymakers in a national conversation about energy. The blog significantly outperforms our traditional news releases – blog posts published in 2018 averaged 10,786 pageviews, more than 15 times the 688 average pageviews for individual news releases posted on the University’s website.

Creative or Unconventional Tactics

Paige PR

Gold

“Hashtag Mosaic Wall to and Engage Community, Employees and Attendees at OTC50”

Every year, Gardner Denver has a strong presence at the Offshore Technology Conference (OTC), one of the largest energy conferences in the world. Gardner Denver engaged Paige PR to develop a unique event activation that would resonate with the OTC audience, both in person and through social media. The goals of this campaign were three-fold: 1. To promote the fact that Gardner Denver is a Community Partner with the Houston Astros 2. To promote Gardner Denver’s community initiative to support Houston fire fighters 3. To increase engagement through social media for internal and external audiences.

Creative or Unconventional Tactics Memorial Hermann Health System

Bronze

“Smiles are Contagious”

Each year, about 7,000 babies are born with a cleft lip and other craniofacial abnormalities, according to the CDC. Most undergo surgery during the first year of their lives to repair a cleft lip, and require additional surgeries and treatment as they grow. In July, which is recognized as National Cleft & Craniofacial Awareness & Prevention Month, Memorial Hermann aimed to raise awareness of these abnormalities and the importance of long-term management through an inspiring and multi-faceted public relations campaign called Smiles are Contagious that centered on an art gallery featuring portraits of children born with cleft or craniofacial abnormalities.

Editorials/Op-Ed Columns Elmore Public Relations

Gold

“Bridging the Green Gaps: Bayou Greenways 2020”

The Houston Parks Board is transforming Houston into a greener city. By the end of 2020, its ambitious \$220 million Bayou Greenways 2020 initiative will connect 150 miles of linear trails and yield 3,000 acres of green space along Houston’s bayous, creating equitable park access for most Houstonians. In Fall 2018, Elmore Public Relations crafted an op-ed for the Houston Chronicle’s “Gray Matters” section to publicize a major Bayou Greenways 2020 milestone – the Mason Park Bridge completion – and to illustrate the impact the project has in “bridging the green gaps” and connecting Houstonians to one another.

Editorials/Op-Ed Columns

Memorial Hermann Health System

Silver

“Doctors Made Cars Safer. Guns are Next.”

It was a tweet heard ‘round the (medical) world, one that would ignite a coalition of doctors to coalesce their efforts against gun violence. In November 2018, the NRA suggested that “anti-gun” doctors stay in their lane on firearms, sparking a passionate response from doctors who have seen firsthand the death and destruction caused by guns. While doctors across the U.S. weighed into the debate, Dr. James McCarthy, who practices in one of the busiest Level I trauma centers in the country, wanted to take a more strategic approach – offer up a solution that would unite, not divide.

Editorials/Op-Ed Columns

Love Advertising

Bronze

“Celltex: The 21st century solution for the U.S. opioid epidemic that we keep missing”

Throughout 2018, the opioid addiction health crisis made headlines, with many stories focusing on how professional athletes become dependent on opioids to manage pain. Houston-based biotechnology company, Celltex, has helped several athletes improve their quality of life through their proprietary mesenchymal stem cell (MSC) banking technology that prepares MSCs to be used therapeutically, including for pain management. Love Advertising developed an op-ed from Jackie Sherrill’s perspective as both a Celltex client and former professional athlete and coach. The op-ed published successfully in the Houston Chronicle, presenting MSC therapy as an alternative for pain management for the opioid addiction crisis.

Editorials/Op-Ed Columns

Zintel Public Relations

Bronze

“Increasing Privacy Concerns Call For New Way To Protect Encryption Keys”

This opinion piece highlights how ever-increasing privacy concerns are creating a fast-growing demand for new ways to protect the encryption keys that safeguard our personal data. This cybersecurity executive lays out WHY it's worth it to rethink your approach to protecting customer data and WHY he thinks organization can no longer rely on aging, legacy technology.

Feature Stories

The CKP Group

Silver

“Frank Stella Feature Story”

In 2017, CKP completed a strategic communications plan for the University of Houston's public art collection. On the heels of that effort, CKP led a public relations campaign in Spring 2018 to launch the collection's 50th anniversary. The hallmark of CKP's campaign was a feature story in the Houston Chronicle's “Zest” section five days before the first event that generated 1,550,826+ impressions and \$18,610 in PR value. “An Evening with Frank Stella” became a sell-out two days later and public interest prompted UH to offer a livestream, making it the best-attended event in the Public Art program's 50-year history.

Feature Stories
C. T. Bauer College of Business
Silver

“Grateful Heart”

This piece shares the story of Bauer College student Caroline Ferguson, who lost her father to suicide and found hope through her small business, Grateful and Company. Through Bauer College’s Wolff Center for Entrepreneurship, Ferguson found a community of support as well as the tools to launch her business.

Feature Stories
C. T. Bauer College of Business
Bronze

“The Wonderful Kind”

The piece highlights 8th Wonder, a business located in East Downtown Houston that is more than just a brewery. It focuses on Ryan Soroka, owner and entrepreneur of the establishment, and Bauer alumnus.

Grass Roots Program/Guerilla Marketing
The CKP Group
Bronze

“The Grove Influencer Marketing”

The Grove Houston is a 10-year-old urban dining concept nestled in downtown Houston's Discovery Green. The Grove launched a new brunch program in 2018 and engaged CKP to develop guerrilla marketing efforts to increase sales and enhance interest. CKP executed multiple innovative low cost/no cost influencer marketing campaigns. From June 1, 2018 to December 31, 2018, influencer coverage of The Grove Houston through blogs and social media netted 143 placements with 1,325,078+ impressions and a PR value of \$15,901+. Revenue results showed 28% growth in sales year-over-year for the reporting period, trending up more than five times the national average.

Magazines
C. T. Bauer College of Business
Bronze

“Inside Bauer Magazine”

Inside Bauer is the official magazine of the C. T. Bauer College of Business at the University of Houston. Our team produced two issues in 2018, one focusing on small business and the second highlighting the college’s global community. Both issues were produced in-house, using existing resources with no additional impact to the college budget.

News Release
Love Advertising
Silver

“Celltex: Texas A&M Institute for Regenerative Medicine and Celltex Therapeutics enter agreement for Alzheimer’s research”

Celltex Therapeutics is a Houston-based biotechnology company initiating breakthroughs in regenerative medicine, specifically in the area of adult mesenchymal stem cells (MSCs). In February 2018, Celltex partnered with Texas A&M University Health Science Center College of Medicine Institute for Regenerative Medicine on a ground-breaking research agreement investigating potential cures for Alzheimer’s disease, which affects five million Americans. After distributing and pitching a news release that shared this important news, the Love PR team helped Celltex achieve more than 143 media mentions, reaching a total potential audience of 125 million, valued at \$143,000 of earned media coverage.

News Release

Paige PR

Silver

“MMEX Resources Corp. Enters into Solar Power Plan for its Refinery Project”

MMEX Resources Corporation (MMEX) engaged Paige PR to draft and distribute their latest news with plans to develop a solar power project to provide electric power to its planned full-scale crude oil refinery in Fort Stockton, Texas. In order to best communicate this news on a national scale, Paige PR recommended putting the news release out “over the wire” using PR Newswire, targeting journalists and publications that focus on oil and energy in the U.S. In addition, Paige PR pitched the release via email to a curated media contact list of influential energy journalists, trade and business publications.

News Release

Zintel Public Relations

Bronze

“Crypto Security Technology Unveiled”

Writing about crypto security in an easily understood manner can be a challenge! But this agency made it easy and rewarding for its client. The agency worked with the cybersecurity startup to launch a new open source library for blockchain developers. Aimed at crypto wallets and exchanges, the new offering provides uniquely powerful security for crypto assets. The agency worked with the client's experts to best position the technology and present the value proposition to the niche audience. A number of industry-specific publications covered the successful launch.

News Release **The CKP Group**

Bronze

“Dia de Los Muertos News Release”

Discovery Green's 10th anniversary programming included a first-time event, its Dia de los Muertos fall celebration. CKP led public relations strategy, including a short-lead press release along with a robust digital press kit (distributed in English and Spanish), which generated the bulk of more than 43 placements and 57 million estimated impressions. With few available visual assets and facing stiff marketplace competition, CKP's research-based approach and planning cut through the clutter of holiday media fatigue. Discovery Green's Dia de los Muertos attendance goal was 20,000+ visitors. The estimated number of actual attendees was 30,000+, 50% above goal.

Newsletters

University of Houston Division of Administration & Finance **Marketing & Communications**

Gold

“University of Houston Division of Administration & Finance S.P.I.R.I.T. Newsletter”

Representing the University of Houston Division of Administration & Finance (A&F) comprised of more than 1,100 employees across 9 departments ranging from Public Art to Public Safety and Houston Public Media to HR, the debut of the A&F SPIRIT newsletter, inclusive of an accompanying Message from the Chief Financial Officer, represented a pivotal opportunity to provide illustrative examples, connectivity and engagement of the workforce to the overarching A&F Division S.P.I.R.I.T. goals and objectives.

Podcasts
Jack J. Valenti School of Communication
Silver

“Press Play Podcast”

In 2018, the University of Houston’s Valenti School of Communication launched Press Play, a podcast that has spotlighted digital marketers, journalists, entrepreneurs and others who are making an impact on our world through communication. Hosted by Dr. Temple Northup, director of the Valenti School of Communication, Press Play features candid conversations that extend beyond cliché success stories. Each episode offers listeners a real look into the guest’s life and career path to reveal how they transformed from a student into an expert.

Podcasts
C. T. Bauer College of Business
Silver

“#WorkingWisdom”

For the third season of Bauer College's in-house podcast, #WorkingWisdom, we paired student hosts with faculty and alumni to gain a broader audience and bridge generational gaps among our community.

Social Media
NASA Johnson Space Center
Gold

“Will Smith Talks to Space, Tests Limits of Instagram Live”

The true power of increasing NASA’s reach to new audiences outside of its loyal followers lies in experimenting with innovative techniques and partnering with influencers who have their own dedicated, diverse followings. The opportunity for the International Space Station crew to co-host an Instagram Live with Will Smith on the National Geographic Instagram account offered not only a chance to gain new technical abilities but to unite unique audiences through common passions, grow each other’s following, and increase awareness about life in space.

Social Media
C. T. Bauer College of Business
Bronze

“Bauer College Social Media”

Social media no doubt can boost your brand...if you're doing it right. Although from the outside, it might seem like if your job involves social media, you're "playing on the Internet all day," it takes a consistent, integrated and strategic effort to effectively use social media to build brand love and community engagement. The Office of Communications leads social media efforts for Bauer College (the University of Houston's business school), with a presence on platforms including Instagram, Facebook, Twitter, Snapchat and LinkedIn.

Social Media
The CKP Group
Bronze

“Discovery Green Social Media”

Discovery Green's 10th anniversary season was a milestone opportunity to revamp content marketing strategy to increase awareness and attendance. Results included: 447% increase in traffic to specific event web pages; 263% increase in cumulative social media organic impressions; and 1,089% increase in organic Instagram impressions. At the organizational level, Discovery Green saw an historic 101% increase in event attendance for the reporting periods. In particular, the entertainment category's attendance goals were exceeded by an impressive 3,708%, and attendance goals in the special events category were exceeded by 95%.

Special Projects

Coyne PR

Silver

“Quaker State Gets Festive with Holiday Travel Survey”

As a motor oil brand, Quaker State doesn't typically generate media coverage by making it into holiday gift guides. Quaker State challenged Coyne PR to jump into the bustling holiday season conversation in a unique way that would capture the attention of consumers but still feel natural. Knowing that most Americans travel during the holiday season, Coyne PR partnered with a survey company to find out how people travel, but with a festive twist to capture the attention of general consumers.

Video

University of Houston

Silver

“Power of Expression”

At the University of Houston, each of our more than 46,000 students has the power to be successful. We work everyday to ignite their passion and provide resources to get the job done. Our 2018-2019 institutional commercial “the Power of Expression” was viewed by millions of people nationwide and conveyed our enthusiasm and passion for excellence through slam poetry performed by a UH acting student. UH is known as the “Powerhouse,” and our goal was to strengthen our trajectory as a nationally recognized public research institution and a force to be reckoned with on the playing field. Mission accomplished!

Video
The CKP Group
Bronze

“Dining Out For Life Video”

Since 1991, AIDS Foundation Houston's one-day event, Dining Out for Life, had been raising funds to support the nonprofit's programs. CKP's creative video found ways to make this event once again relevant, exciting and impactful, while empowering Houstonians to make a difference by simply enjoying a meal at a local restaurant. The video contributed to a 43% increase in donated revenue for the Dining Out For Life Houston campaign over 2017. The online video metrics were impressive, including a 246% increase in views and a 139% increase in view rate over the previous campaign year in which video was utilized.

Video
METRO
Bronze

“This is My METRO: Ileana”

Meet Ileana, an actual METRO rider who is a young, successful architect and Paralympian living in the heart of Houston. Ileana is disabled and qualifies to use our METROLift paratransit service; however, she happily chooses the freedom and convenience of riding our local bus service instead – this is her adventure