



SHORTLIST 2009

Strategic Communications/
Public Relations

Single Entries

Consumer	American Heart Association's Go Red For Women cause	Go Red For Women 2008 Untold Stories Campaign	Edelman	Chicago	UNITED STATES
Consumer	Brita	FilterForGood: Better Water, Less Waste	Edelman	Chicago	UNITED STATES
Consumer	Haagen-Dazs	Haagen-Dazs loves Honey Bees: Let's Lick This Problem	Ketchum for Haagen-Dazs	San Francisco	UNITED STATES
Consumer	LEGO Systems, Inc.	"Go Miniman Go: Tapping Nostalgia to Bolster Adult Affinity for LEGO Brand"	Flashpoint PR	SAN FRANCISCO	UNITED STATES
Consumer	McDonald's	McDonald's Global 2008 Beijing Olympic Games Sponsorship "Bringing People Together Like Never Before"	GolinHarris	Chciago	UNITED STATES
Consumer	National Heart, Lung, and Blood Institute	The Heart Truth Campaign and Red Dress Project	Ogilvy Public Relations Worldwide	Washington	UNITED STATES
Consumer	Tampax & Always	Protecting Futures	MS&L	New York	UNITED STATES
Consumer	The Clorox Company - Green Works brand	Ketchum Helps Green Works See "Green"	Ketchum	San Francisco	UNITED STATES
Corporate	AT&T	AT&T 2.0	Fleishman-Hillard	St. Louis	UNITED STATES
Corporate	Federal Emergency Management Agency	Making America FloodSmart: Reducing the Risk and Impact of Floods	Ogilvy Public Relations Worldwide	Washington	UNITED STATES
Corporate	Honeywell	Got 2B Safe! Awards Program	Peppercom	New York	UNITED STATES
Corporate	IKEA North America	Man Lives In IKEA: Citizen Marketer Becomes IKEA Brand Evangelist	Ketchum	New York	UNITED STATES
Corporate	Lenovo	Beyond Beijing: How Lenovo Built Its Brand at the Olympics	Ketchum	New York	UNITED STATES
Corporate	Liberty Mutual	The Responsibility Project: Creating a Conversation on Personal Responsibility for Liberty Mutual	Ketchum	Venice	UNITED STATES
Corporate	The Society of Actuaries	Actuaries - Risk is Opportunity	GolinHarris	Chicago	UNITED STATES
Crisis Management	American Chemistry Council	From Toxic to Truthful: Turning the Tide on Phthalates	Ogilvy Public Relations Worldwide	Washington	UNITED STATES
Crisis Management	Bumble Bee Foods	CASTLEBERRY'S NATIONAL FOOD RECALL, "PUBLIC HEALTH & SAFETY FROM BOTULISM RISK"	Fleishman-Hillard	San Diego	UNITED STATES