



“Public relations deserves to be part of the Clio Awards. It is at the intersection of earned and paid media that the consumer can develop trust in brands or corporations.”

Richard Edelman [Chairman](#)
President & Chief Executive Officer
Edelman
New York, UNITED STATES

Ellen Mardiks
Chief Client Officer
GolinHarris
Chicago, UNITED STATES

Hugh McGilligan
VP of Strategic Services
Hill and Knowlton
New York, UNITED STATES

Julie Winskie
President & Chief Client Officer
Porter Novelli
New York, UNITED STATES

Strategic Communications / Public Relations Winners

GOLD

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, San Francisco UNITED STATES

SILVER

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

Lenovo

Beyond Beijing: How Lenovo Built Its

Brand at the Olympics

Ketchum, San Francisco UNITED STATES

Crisis Management

American Chemistry Council

From Toxic to Truthful: Turning the Tide on
Phthalates

Ogilvy Public Relations Worldwide,

Washington UNITED STATES

BRONZE

Consumer

McDonald's

McDonald's Global 2008 Beijing Olympic
Games Sponsorship "Bringing People
Together Like Never Before"

GolinHarris, Chicago 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