

PROGRAMS – PARTHENON WINNERS

Community Relations > Associations/Government/Nonprofit Organizations

“Building Trust in the Time of COVID”

DVL Seigenthaler

“A Socially Distant Christmas”

MP&F Public Relations

“Launching Your Hemp Alliance of Tennessee”

Tiny Mighty Communications

Issues Management

“Smiles Matter: A Dental Insurance Company & COVID-19”

Stones River Group

Marketing > Business to Business

“New math tools offer new possibilities for students”

New Classrooms

“Rising to Occasion: GEODIS Seizes E-Commerce Moment”

DVL Seigenthaler

Marketing > Consumer Products

“ADS Security - Build Your System”

MP&F Strategic Communications

Marketing > Consumer Services

“Building Trust in the Time of COVID”

DVL Seigenthaler

Most Effective Campaign on a \$5,000 to \$10,000 Budget > Associations/Government/Nonprofit Organizations

“Holy Rosary Wins National Blue Ribbon Award” ***BEST IN SHOW***

The Burgundy Group

Most Effective Campaign on a \$5,000 to \$10,000 Budget > Business

“Yelp Boosts Nashville's Small Business Community”

REED Public Relations

Most Effective Campaign on a Shoestring Budget \$5,000 or Less > Associations/Government/Nonprofit Organizations

“Rescue the Purple Martin Migration & Build Support”

Tennessee Wildlife Federation

“Guess What We Did Today St Mary Villa Child Dev Ctr”

The Burgundy Group

Most Effective Campaign on a Shoestring Budget \$5,000 or Less > Business

“Good Wood Makes Community Impact with Small Budget”

REED Public Relations

Most Effective Corporate Social Responsibility Campaign

“Supporting Higher Education Access During COVID-19”

Stones River Group

“Ushering In the Holiday Season During a Pandemic”

MP&F Public Relations

“Smiles Matter: A Dental Insurance CSR Campaign”

Stones River Group

Public Affairs > Associations/Government/Nonprofit Organizations

“Highlighting the Role of Local School Boards”

Stones River Group

Public Service

“Building Trust in the Time of COVID”

DVL Seigenthaler

“Combatting COVID-19 Learning Loss”

Stones River Group

“Shining a Spotlight on Raising K-12 Outcomes in TN”

Stones River Group

Reputation/Brand Management > Associations/Government/Nonprofit Organizations

“UT Medical Center COVID-19 Response”

GS&F

“Building Trust in the Time of COVID”

DVL Seigenthaler

Reputation/Brand Management > Business

“Supporting Higher Education Access During COVID-19”

Stones River Group

“Campbell Street Services Reputation Management”

REED Public Relations

“Smiles Matter: A Dental Insurance Company & COVID-19”

Stones River Group

Content Marketing > Associations/Government/Nonprofit Organizations

“Mental Health Screenings”

Mental Health America of the MidSouth

Content Marketing > Business to Consumer

“Jack Daniel’s Around the Barrel”

DVL Seigenthaler

Crisis Communications > Crisis Communications (2020 Pivot)

“Reimagining Holiday Tradition During a Pandemic”

MP&F Strategic Communications

“Iroquois Steeplechase Party in a Box”

THE ANDREWS AGENCY

Crisis Communications > Crisis Communications (COVID-19 Challenges)

“Supporting Higher Education Access During COVID-19”

Stones River Group

“How Brookdale Responded to the Global Pandemic”

Brookdale Senior Living

“NES Crisis Communications Non-Covid”

DVL Seigenthaler

“Rescue the Purple Martin Migration & Build Support”

Tennessee Wildlife Federation

Events and Observances > Seven or Fewer Days

“BNA's Concourse D Takes Flight”

Nashville International Airport

“Celebrating the New Grand Hyatt Nashville”

Stones River Group

“Supporting the Launch of Tennessee Won't Be Silent”

Stones River Group

Influencer Marketing Program To Expand Awareness > Macro-Influencers

“GAPP Engages Influencers to ‘Dine Out to Help Out’”

REED Public Relations

Influencer Marketing Program To Expand Awareness > Micro-Influencers

“Jack’s Granfluencers”

GS&F

Integrated Communications > Associations/Government/Nonprofit Organizations

“Shining a Spotlight on Raising K-12 Outcomes in TN”

Stones River Group

“Combatting COVID Learning Loss”

Stones River Group

“Mental Health Screenings”

Mental Health America of the MidSouth

“New math tools offer new possibilities for students”

New Classrooms

Integrated Communications > Business to Consumer

“Music City Grand Prix Launch”

GS&F

“Peace of Mind in the Middle of a Pandemic”

MP&F Public Relations

“Building Excitement Around New Grand Hyatt Nashville”

Stones River Group

PROJECT – PARTHENON WINNERS

New Digital Platform

“Reviving a family legacy, one barrel at a time”

MP&F Strategic Communications

Best Use of Data/Analytics

“ADS Security - Build Your System”

MP&F Strategic Communications

Websites

“Metro Nashville Coronavirus Website”

DVL Seigenthaler

Creative Tactics

“Connecting to Nashville's Past, Bank Begins New Era”

DVL Seigenthaler

Annual Reports

“2019 Jack Daniel's Lynchburg Civic Report”

DVL Seigenthaler

Special Purpose Publications

“Jack Daniel's 2021 Squire Calendar – Together Again”

DVL Seigenthaler

“Georgia REALTORS® Celebrating a Century of Service”

GAR

Videos

“Jack Daniel's Eric Church Bottle”

DVL Seigenthaler

Innovation in Customer Service

“Job Corps Innovation in Customer Service”

MP&F Public Relations

Podcasts

“Jack Daniel's Around the Barrel”

DVL Seigenthaler

“Public Relations Review Podcast”

Communications Strategies

Magazines

“Father Ryan High School Alumni Magazine”

The Burgundy Group

Posters, Displays or Exhibits

“Chasing Whiskey Poster”

DVL Seigenthaler

“Chris Young Café Mural”

Middle Tennessee State University

Writing > Bylined Article

“We have learned. We are prepared.”

DVL Seigenthaler

“Article Hunter Fan Company Maintains Steady Coverage”

REED Public Relations

“Demanding Better Outcomes for Tennessee Students”

Stones River Group

Writing > Editorial Writing

“Giving Voice to Real Police Reform in Memphis”

DVL Seigenthaler

Writing > News Releases

“Jack Daniel’s Master Distiller Announcement”

DVL Seigenthaler

Writing > Speeches/Scripts

“Meharry and Finn Surge On Behalf of Black America”

DVL Seigenthaler

Photography/Illustrations

“Jack Daniel’s 2021 Squire Calendar – Together Again”

DVL Seigenthaler

Media Relations > Consumer Products

“Jack Daniel’s Master Distiller Announcement”

DVL Seigenthaler

“Jack Daniel’s Launches New Canned Cocktails”

DVL Seigenthaler

“Jack Daniel’s ‘Make it Count’”

DVL Seigenthaler

Media Relations > Consumer Services

“Tractor Supply on Kelly Clarkson”

DVL Seigenthaler

“BETTER CITIES FOR PETS™ Program Adoption Weekend”

Weber Shandwick

Executive Communications

“Meharry & FINN Surge on Behalf of Black America”

DVL Seigenthaler

Social Media Engagement

“NES Social Media Engagement Strategy”

DVL Seigenthaler

“Santa Train Switches Tracks Due to COVID-19 Pandemic”

MP&F Strategic Communications

“Job Corps Social Media Engagement 2021”

MP&F Public Relations