

## **PROGRAMS - 2023 AWARD OF MERIT WINNERS**

### **Marketing > Consumer Products**

“Stirring Behavior with phade, a Sustainable Straw”

FINN Partners

### **Marketing > Consumer Services**

Jack Daniel's Bonded Series: A Breakthrough Launch

FINN Partners

### **Content Marketing > Associations/Government/Nonprofit Organizations**

“Generating Support for a Public Charter's Approval”

Stones River Group

### **Content Marketing > Business to Consumer**

“Tractor Supply's Rebranding of Petsense”

FINN Partners

### **Events and Observances > More Than Seven Days**

“Incoming Director Campaign”

University School of Nashville

### **Events and Observances > Seven or Fewer Days**

“Grand Lobby Opening at BNA”

Nashville International Airport

“Jack Daniel's Songwriters Camp Jack”

FINN Partners

“Jack Daniel's World Championship Invitational BBQ”

FINN Partners

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

**Associations/Government/Nonprofit Organizations**

“Launching The Adoption Project”

Stones River Group

**Most Effective Corporate Social Responsibility Campaign**

“Jack Daniel’s Operation Ride Home”

FINN Partners

“PIVOTING TO BRING BACK A CLASSIC CHRISTMAS TRADITION”

MP&F Strategic Communications

**Integrated Communications > Associations/Government/Nonprofit Organizations**

“Grand Lobby Opening at BNA”

Nashville International Airport

“Nashville Electric Service - NES Helps Campaign”

FINN Partners

“Out of the Box: The Future of School”

New Classrooms

**Integrated Communications > Business to Business**

“The Sustainable Evolution of a Tire Superpower”

Bridgestone Americas

**Integrated Communications > Business to Consumer**

“Epic Off-Road Adventure Elevates Firestone Brand”

FINN Partners

“Tractor Supply's Rebranding of Petsense”

FINN Partners

## **Reputation/Brand Management > Associations/Government/Nonprofit Organizations**

“Launching A New Policy Nonprofit”

Stones River Group

“Launching ‘You Might Be Right’”

Stones River Group

“OVC Campaign Strengthens Brand Reputation”

Burgundy Group Advertising

## **Reputation/Brand Management > Business**

“The Sustainable Evolution of a Tire Superpower”

Bridgestone Americas

## **Community Relations > Associations/Government/Nonprofit Organizations**

“A Great Day to Be Irish Friday Night at Father Ryan”

Burgundy Group Advertising

“Bridgestone and NFL TEs Celebrate \$20M for BGCA”

FINN Partners

“Cheekwood Celebrates Nashville's Diverse Culture”

FINN Partners

“OVC Brand Awareness Strengthens Community Relations”

Burgundy Group Advertising LLC

## **Community Relations > Business Services**

“Pilot's Billion Dollar Investment in New Horizons”

FINN Partners

## **Financial Communications**

“Two Companies, One Capital Stewardship Partners”

Tiny Mighty Communications

## **Issues Management**

“Launching A New Policy Nonprofit”

Stones River Group

## **PROJECTS - 2023 AWARD OF MERIT WINNERS**

### **Best Sponsorship Activation**

“Burger King Rule Your Beat Billboard Sponsorship”

KatByrd Communications

### **Blogger Campaigns**

“Bringing Content Creators to Jack Daniel’s”

FINN Partners

### **Executive Communications**

“Building a premiere wealth strategist thought leader”

REED Public Relations

### **Research/Evaluation**

“Gexcon Mission & Messages Align for Marcomm Success”

Tiny Mighty Communications

### **Best Use of Social Stories**

“Job Corps Students and Their Stories”

MP&F Strategic Communications

### **Social Media Engagement**

“Nashville Electric Service Social Media Engagement”

FINN Partners

“Social Media Engagement for Nobody Trashes Tennessee”

Gray Public Relations

## **Media Relations > Associations/Government/Nonprofit Organizations**

“NPEF's Teacherpreneur Positions Education Inequities”

Tiny Mighty Communications

“Launching The Adoption Project”

Stones River Group

## **Media Relations > Business to Business**

“Aegis Sciences Corporation Leads Charge on Xylazine”

MP&F Strategic Communications

“GEODIS Skyrockets Awareness with GEODIS Park Reveal”

FINN Partners

## **Media Relations > Consumer Services**

“Every Queen Deserves a Crown, Portrait and Party”

MP&F Strategic Communications

## **Special Purpose Publications**

“Truly Best”

Middle Tennessee State University

“Jack Daniel's 2023 Squires Calendar”

FINN Partners

## **Videos**

“Incoming Director: A Conversation in Leadership”

University School of Nashville

“Incoming Director: Becoming a Nashvillian”

University School of Nashville

“Incoming Director: Diversity, Equity, and Inclusion”

University School of Nashville

“Incoming Director: Looking Forward”

University School of Nashville

“Music City Baseball’s ‘Our Story’ Series”

Burgundy Group Advertising

“Nobody Trashes Tennessee No Trash November Videos”

Gray Public Relations

### **Podcasts**

“Jack Daniel’s Around the Barrel”

FINN Partners

### **Photography/Illustrations**

“Jack Daniel's 2022 Barbecue Posters”

FINN Partners

“Jack Daniel's 2023 Squires Calendar”

FINN Partners

### **Websites**

“Universal Douglas Website”

FINN Partners

### **Newsletters**

“Incoming Director Newsletters”

University School of Nashville

“Music City Baseball’s Weekly Advocacy E-Newsletters”

Burgundy Group Advertising LLC

## **Magazines**

“Father Ryan High School Irish Ayes Alumni Magazine”

Burgundy Group Advertising LLC

“NES Behind the Lines Employee Magazine”

FINN Partners

“VU Owen Business Magazine Fall 2022”

FINN Partners

## **Writing > Bylined Article**

“Lifelong Vocation: Caregiving– Blakeford Senior Life”

REED Public Relations

“Work To Sell & Differentiate the City of Madison, MS”

McNeely Brockman Public Relations

## **Writing > News Releases**

“Advancing Climate-Smart Agriculture through TN Hemp”

Tiny Mighty Communications

“Jack Daniel's Bonded Series: A Breakthrough Launch”

FINN Partners

“Introducing Jack Daniel’s American Single Malt”

FINN Partners

## **Writing > Technical Writing**

“From Event to Executive Summary”

McNeely Brockman Public Relations

## **Writing > Speeches/Scripts**

“Father Ryan Inducts the 2022 Hall of Fame Class”

Burgundy Group Advertising