

PROGRAMS - 2023 PARTHENON WINNERS

Community Relations > Associations/Government/Nonprofit Organizations

“Generating Support for a Public Charter’s Approval” ***BEST IN SHOW***

Stones River Group

Internal Communications > Associations/Government/Nonprofit Organizations

“Incoming Director Campaign”

University School of Nashville

Internal Communications > Business > 1,000 to 10,000 Employees

“Jack Daniel’s Camp Jack Brand Immersion Program”

FINN Partners

Events and Observances > Seven or Fewer Days

“GEODIS Skyrockets Awareness with GEODIS Park Reveal”

FINN Partners

Events and Observances > More Than Seven Days

“Nobody Trashes Tennessee - No Trash November”

Gray Public Relations

Reputation/Brand Management > Associations/Government/Nonprofit Organizations

“Incoming Director Campaign”

University School of Nashville

Most Effective Corporate Social Responsibility Campaign

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

FINN Partners

Issues Management

“Elevating Delta Dental of Tennessee’s Public Profile”

Stones River Group

Integrated Communications > Associations/Government/Nonprofit Organizations

“Nobody Trashes Tennessee's No Trash November”

Gray Public Relations

Integrated Communications > Business to Consumer

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

FINN Partners

Content Marketing > Business to Consumer

“Jack Daniel's Around the Barrel”

FINN Partners

Marketing > Business to Business

“Stirring Behavior with shade, a Sustainable Straw”

FINN Partners

Reputation/Brand Management > Associations/Government/Nonprofit Organizations

“BNA Navigates a Viral Storm”

Nashville International Airport

Reputation/Brand Management > Business

“GEODIS Skyrockets Brand Awareness with GEODIS Park”

FINN Partners

“Pilot, GM, and EVgo Charge Forward with EV Network”

FINN Partners

Public Affairs > Associations/Government/Nonprofit Organizations

“Generating Support for a Public Charter's Approval”

Stones River Group

PROJECTS - 2023 PARTHENON WINNERS

Annual Reports

“Jack Daniel’s Lynchburg Civic Report”

FINN Partners

Creative Tactics

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

FINN Partners

Social Media Engagement

“Job Corps Social Media Engagement”

MP&F Strategic Communications

Special Purpose Publications

“CLA Spring Update, Spring 2022”

Middle Tennessee State University

Videos

“Incoming Director: Amani Reed, A Profile”

University School of Nashville

“Incoming Director: Student Roundtable”

University School of Nashville

“Gatlinburg Tourism ‘Memorable Moments’”

FINN Partners

“A Year in Foundational Literacy”

KIPP Nashville Public Schools

“Incoming Director: Trust During Transition”

University School of Nashville

Online Newsroom

“A Robust Online Newsroom for Four Seasons Nashville”

Hall Strategies

Media Relations > Associations/Government/Nonprofit Organizations

“Nobody Trashes Tennessee Media Relations”

Gray Public Relations

Media Relations > Business to Business

“Sonata Bank Media Relations”

Gray Public Relations

Media Relations > Consumer Products

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

FINN Partners

“Epic Off-Road Adventure Elevates Firestone Brand”

FINN Partners

“Sustaining Love for the Loveless Cafe”

REED Public Relations

Media Relations > Consumer Services

“Tractor Supply Makes Caroline's Wish Come True”

FINN Partners

“Beyond the Game: Seniors Showcase Their Passion”

Brookdale Senior Living

“Music City Paradise: Margaritaville Hotel Nashville”

REED Public Relations

“Meet Music City's New Star: Four Seasons Nashville”

Hall Strategies

Best Sponsorship Activation

“Nobody Trashes Tennessee - MTSU Activation”

Gray Public Relations

Best Use of Data/Analytics

“Generating Support for a Public Charter's Approval“

Stones River Group

Writing > Feature Writing

“Jack Daniel's 2023 Squires Calendar “

FINN Partners

Writing > News Writing

“From Mesa to Music City: Bridgestone Farm to Track”

FINN Partners