PR Club Bell Ringer 2023 Awards

June 8, 2023
Winner's List

Professional Awards

Striker Award - Industry Newcomer:
Simone Migliori
Account Executive, Matter Communications

Ringer Award - Mid-Level Practitioner:
Allison Epstein
Assistant Vice President, Teak Media + Communication

John J. Molloy Crystal Bell for Lifetime Achievement:
Darlene Hollywood
Principal, Hollywood Agency

Platinum Super Bell

Tier One Partners and Ally Financial for Advancing the Primetime-ification of Women's Sports - Consumer Campaign

Single-Item Entries

CONTENT MARKETING:

Agency Citizenship or Pro Bono

- Merit: John Guilfoil Public Relations for Town of Rye Addresses Water Quality Emergency

Digital/Printed Collateral

- Merit Award: Brodeur Partners for Creating a Virtual Hall of Fame
- Bronze Bell: Three Rings for Elevating Pro-Vigil's "State of Physical Security" Report Into The Spotlight
- Silver Bell: Three Rings for Securing Comcast's Position as a Cybersecurity Innovator and Connected Home Leader
- Gold Bell: Duffy & Shanley for How Hanes Nabbed Major Press Interest With the Health of a Custom Media Gift

Diversity Initiatives

- Gold Bell: Mintz+Hoke for Breaking Barriers: Broker Academy Fosters Diversity and Reduces Health Disparities in Connecticut

Paid Media

- Merit Award: Mintz+Hoke for Strengthening the Reputation as a Trusted Source in a Highly Competitive Market
- Bronze Bell: Duffy & Shanley for Decoding the Crystal Ball: The Future of Student Loan Refinancing
- Gold Bell: Duffy & Shanley for “Reasons to Believe” – BJ’s Membership Campaign

Video - Single Video

- Bronze Bell: Duffy & Shanley for Paying for College? Watch This Video for 5 Expert Tips

Video - Series

- Merit Award: John Guilfoil Public Relations for Why I Chose Lowell

MEDIA PLACEMENTS:

Media Placement - National

- Merit Award: Adams & Knight, Inc. on behalf of the Connecticut Office of Tourism for Positioning Connecticut as “one of the country’s most inspiring destinations” for LGBTQ+ travelers
- Bronze Bell: Duffy & Shanley for Fast Company: “Hanes undies gets a colorful redesign to win over Gen Z”
- Silver Bell: 360PR+ for WaveCel Revolutionizes Workplace Safety with First-Of-Its-Kind Hard Hat Redesign in 50+ Years
- Gold Bell: Duffy & Shanley for Showcasing Rhode Island’s Offshore Wind Leadership in The New York Times

Media Placement - Regional or Local

- Merit: Brodeur Partners for ‘Mayor Casey’s Crew’ Laces up for Boston Marathon® Jimmy Fund Walk
- Bronze Bell: Duffy & Shanley for Boston Globe: “BJ’s Wholesale Club to open new concept ‘BJ’s market’ in Warwick, R.I.”
- Silver Bell: Tufts University for Against All Odds: One Dog’s Remarkable Cancer Recovery Could Inform Future Treatments for Humans

Media Placement - Vertical or Trade

- Merit Award: Three Rings for Security Systems News Highlights “The State of Physical Security”
- Bronze Bell: Walker Sands with Inrupt for Landing SOLID Media Coverage of Inrupt’s Solid Technology
- Silver Bell: 360PR+ for Stealing the Industry Spotlight for Little Leaf Farms
- Gold Bell: Duffy & Shanley for E&E News: “Inside America’s Offshore Wind Hub”

Media Placement - Series of Placements

- Merit: Three Rings for Highlights From the GroupSense Ransomware Media Campaign
- Bronze Bell: Matter for Evenflo for Evenflo Wins Parents "Best of Award," Featured on TODAY
- Silver Bell: Teak Media + Communication with Health In Harmony for Reporters Travel to Rainforests to Experience Planetary Health in Action
- Gold Bell: WGBH Educational Foundation for Tapping into Nostalgia for the 50th Anniversary of ZOOM, a Groundbreaking Children’s Series

Television News Placements - National

- Merit Award: John Guilfoil Public Relations for Springfield Police Officers Recognized for Saving Choking 3-Month-Old Baby While on Traffic Detail
- Bronze Bell: WGBH Educational Foundation for GBH News Investigation Drives National Conversation on Extremism

Television News Placement - Regional or Local

- Merit: Brodeur Partners for The 'Candyman' Brings Joy to the Boston Marathon® Jimmy Fund Walk
- Bronze Bell: Three Rings for LabCentral Ignite's Career Forge Sparks New Biotech Opportunities for Underrepresented Populations
- Silver Bell: 360PR+ for Getting Chicago Media to Give a Cluck About Do Good Chicken

Bylined Article

- Merit Award: Three Rings for Good Cyber Hygiene is a Civic Duty
- Bronze Bell: Issues Management Group on behalf of MAB Community Services for Promoting MAB's Staff Awards Program as a Model for Meaningful Direct Care Workforce Appreciation

Op-Ed

- Merit Award: V2 Communications for Health Gorilla Responds to Biden’s State of the Union with High-Impact Op-Ed Placement in STAT
- Bronze Bell: Ball Consulting Group, LLC with Home Builders & Remodelers Association of Massachusetts for its Op-Ed in The Boston Globe: “The State Can Ease its Housing Problem by Building More Starter Homes.”
- Silver Bell: Issues Management Group with Perkins School for the Blind for CVI, the Leading Cause of Childhood Blindness, is Misunderstood and Underdiagnosed

Response to Breaking News

- Merit Award: Joshua Milne PR with Columbia Threadneedle Investments Boston Triathlon for Boston Triathlon Weathers Historic Heatwave and Gains National Audience
- Bronze Bell: WGBH Educational Foundation for GBH Embraces Newsjacking to Showcase the Power of Diverse Perspectives
- Silver Bell: V2 Communications for Credit Where Credit is Due: Nova Credit Gets Global Eyes by Helping Ukrainians Flee Financially Free
- Gold Bell: CK Communications Group for Record Setting Cold Postpones Shows

SOCIAL MEDIA PLATFORM EXCELLENCE:

Instagram

- Merit Award: Hollywood Agency for An Unpaid Influencer Success Story
- Silver Bell: Duffy & Shanley for @BjsWholesale: Utilizing Instagram as a Vehicle for Brand Growth Through Audience Connection

TikTok

- Merit Award: Hollywood Agency for Getting Lit on TikTok

EVENTS:

Media Events

- Merit Award: John Guilfoil Public Relations for Randolph Police Work to Reunite Valuables with Owners Following Thefts at Senior Living Facilities
- Bronze Bell: Brodeur Partners for Returning to the Boston Marathon® Course
- Silver Bell: 360PR+ for National Geographic Unveils Its 2022 PICTURES OF THE YEAR Issue
- Gold Bell: 360PR+ for Nasoya Sizzles with Launch Event for Industry's First Plant-Based Steak

One-Time Special Event

- Merit Award: Duffy & Shanley for A Holiday for a Cause
- Bronze Bell: Three Rings for Live from Cape Canaveral: SES' "Out of this World" Satellite Launch
- Silver Bell: Brodeur Partners for Celebrating President Jimmy Carter's 98 Years of Making the World a Better Place
- Gold Bell: 360PR+ for Ringing in Spring with Ferry-Morse's First Annual Garden Get-Together

Special Event - Series

- Bronze Bell: MacDougall Advisors for Curis' VISTA Symposium
- Silver Bell: Dana-Farber Cancer Institute for Jimmy Fund Let's Game®: Quest 2 Defy Cancer 2022

Campaigns

COMMUNICATION CAMPAIGNS:

Agency Marketing

- Bronze Bell: Adams & Knight, Inc., for Building Brand Awareness and Trust Through an Agency-Branded Thought Leadership Podcast

Brand Building or Re-Branding - Business-to-Business

- Bronze Bell: Three Rings and Dragonfly Financial Technologies for Launching a Best-in-Class FinTech Brand
- Silver Bell: Look Left Marketing for Aqua Security for Look Left Marketing Transforms Single Stat Into Greatest Performing Media Campaign in Client History
- Gold Bell and Super Bell Finalist: SHIFT Communications for Earning Top Attention Around Hiring, Retention & DEI

Brand Building or Re-Branding - Consumer

- Merit Award: John Guilfoil Public Relations for Town of Groveland, Mass. Rebranding Initiative

Business-to-Business Social Media

- Bronze Bell: Three Rings for Transforming a Satellite Launch into a Brand Awareness Campaign, Reaching Over 41 Million People
- Silver Bell: Mintz+Hoke for Launching a Human Health Revolution, One Baby at a Time

Cause Marketing Campaign

- Gold Bell: 360PR+ for Batter Up for the Boys & Girls Clubs of LA Harbor

Content Marketing Campaign

- Silver Bell: Duffy & Shanley for Ready, Set, Click: Starting the Customer Journey with Content

Corporate Social Responsibility Campaign

- Merit Award: Three Rings and Navisite for Raising Awareness and Support for Women in Tech

Crisis Communications

- Bronze Bell: CK Communications Group for Record Setting Cold Postpones Shows

Executive Thought Leadership

- Bronze Bell: Matter for Dexcare for Elevating Dexcare CEO Derek Streat as a Thought Leader Through Healthcare's Challenges
- Silver Bell: SHIFT Communications for Inserting a CEO & Mission into the National Dialogue on Education
- Gold Bell: Red Lorry Yellow Lorry for Growing a “BIG” Presence

Integrated Marketing Communications

- Merit Award: RDW Group with Rhode Island Resource Recovery for Recycle PVD – Recycling Awareness and Education
- Bronze Bell: SHIFT Communications for Wedderspoon for Sweetening Sales In The Manuka Honey Market
- Silver Bell: RDW Group with Rhode Island PBS for It Happens Right Here
- Gold Bell and Super Bell Finalist: Duffy & Shanley for Talking Student Loans - Four Different Ways

Investor/Financial Relations

- Merit Award: MacDougall Advisors for MacDougall & Maravai: Run up to IPO
- Bronze Bell: Sharon Merrill with EngageSmart for An Innovative IR Program Designed to Capture Investor Attention and Unlock Stakeholder Value

Micro/Nano Influencer Campaign

- Bronze Bell: 360PR+ for Mastering the Thrill of the Ride With Rollplay
- Gold Bell: Duffy & Shanley for RI Seafood Find Your Fresh

On-a-Shoestring

- Merit Award: Teak Media + Communication for A Win for HERstory: Old North Church Hires its 1st Female Sexton

Superior Achievement in Research & Planning

- Silver Bell: C+C and U.S. EPA ENERGY STAR® for Marking Energy Choices That Count
- Gold Bell: Red Lorry Yellow Lorry for When the Sequel is Even Better Than The Original: Elevating a Brand With Data

INDUSTRY CAMPAIGNS:

Business-to-Business

- Silver Bell: Tier One Partners and Altair for Retiring the Crash Test Dummy

Consumer Campaign

- Silver Bell: Matter for CVS Health for CVS: Taking the Stigma Out of Home Health Care Products
- Gold Bell and Super Bell Finalist and Winner: Tier One Partners and Ally Financial for Advancing the Primetime-ification of Women's Sports

Government/Public Affairs

- Bronze Bell (tie): Adams & Knight, Inc. on behalf of the Connecticut Department of Economic and Community Development for CTForMe Showcases Young Professionals Why Connecticut is a Great Place to Live, Work & Grow Business
- Bronze Bell (tie): Rinck Advertising for Keeper of the Maine Outdoors

Healthcare

- Bronze Bell: LaVoieHealthScience on behalf of Stemline Therapeutics for Paving the Way: An FDA Approval of ORSERDU™ (elacestrant) for Advanced or Metastatic Breast Cancer
- Silver Bell (tie): 360PR+ for Jumpstart Your Health and Year with Ayesha Curry
- Silver Bell (tie): RDW Group with Rhode Island Department of Health for Substance Exposed Newborns Awareness & Provider Outreach
- Gold Bell: Highwire Public Relations with Definitive Healthcare for Calling Attention to the Healthcare Staffing Shortage with Healthcare Commercial Intelligence

High Tech

- Bronze Bell: Duffy & Shanley for "Hi, Jill!": Ships Ahoy for New York's First Offshore Wind Farm
- Silver Bell: Red Lorry Yellow Lorry for Taking a Clean Energy Disruptor to the Stars
- Gold Bell: Walker Sands with Sophos for Sophos Ransomware Report Makes it to the White House

Hospitality, Travel, and Entertainment

- Merit Award: Adams & Knight, Inc. on behalf of the Connecticut Office of Tourism for A Whole New Vibe for Connecticut

Nonprofit and Education

- Merit Award: Dana-Farber Cancer Institute for Cause/Social Marketing Campaign: Giving Day 2022
- Bronze Bell: The Castle Group for Embrace Boston for Embracing a New Chapter in Boston's Story
- Silver Bell: Brodeur Partners for Returning to the Boston Marathon® Course