

An engraving of a winged figure, likely Mercury, holding a caduceus. The figure is shown from the waist up, wearing a winged helmet and a draped garment. The background is a dense, textured pattern of fine lines.

South Carolina PRSA

2018 MERCURY AWARDS

WINNERS BOOKLET

South Carolina Chapter



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WINNERS

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Cover Image: Wellcome Library, London.
<http://wellcomeimages.org>.
Mercury [Hermes], Engraving by G.H. Frezza,
1704, after P. de Petris after F. Albani.




ABOUT SCPRSA

SCPRSA is an important resource for professionals at any stage of their career. Membership gives you access to low-cost, high quality programs at local and national levels that will strengthen your skills, broaden your knowledge and teach you how to avoid costly mistakes.

What else is in it for you?

- National seminars and the annual International PRSA Conference
- Free member-only webinars and resources
- Daily and monthly national news feed
- Chapter and section conferences, local seminars and, of course, networking
- Professional recognition through awards competitions
- Job search services

Join today!

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-  South Carolina Chapter of the Public Relations Society of America (SCPRSA)
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CONGRATULATIONS WINNERS!

2018
BEST IN SHOW

BEST IN SHOW MERCURY

Fresh on the Menu at SEWE
Chernoff Newman for the South Carolina Department of Agriculture

BEST IN SHOW SILVER WING

Global Tech Giant Capgemini Expands First S.C. Office
Flock and Rally

2018
INDIVIDUAL AWARDS

EDUCATOR OF THE YEAR

Holly Overton, Ph.D.
University of South Carolina

PUBLIC RELATIONS STUDENT OF THE YEAR AWARD

Skylar Smith
University of South Carolina



2018 MERCURY AWARD WINNERS



COMMUNITY RELATIONS

Award of Merit

WISE Launch

BlueCross BlueShield of South Carolina Foundation

CONTENT MARKETING

Award of Excellence

Give 4 Garnet Campaign 2018

Flock and Rally & University of South Carolina

Award of Merit

Running a New Race - Together

NP Strategy & Harvest Hope Food Bank

Award of Merit

What's It Like to be a College of HRSM Student?

UofSC's College of Hospitality, Retail and Sport Management

CRISIS COMMUNICATIONS & ISSUES MANAGEMENT

Award of Excellence

Hurricane Florence Messaging

Crawford Strategy

EVENTS & OBSERVANCES (7 DAYS OR FEWER)

Award of Excellence

My Special Aflac Duck Launch at Palmetto Health Children's Hospital

Palmetto Health Foundation

Award of Excellence

Milliken Specialty Interiors Showroom Opening

BRIGHT+CO

Award of Excellence

Fresh on the Menu at SEWE

Chernoff Newman for South Carolina Department of Agriculture

Award of Excellence

Midlands Gives Campaign

LRADAC

Award of Excellence

Let's Talk Digital Event with Google and Infinity Marketing

Infinity Marketing

2018 MERCURY AWARD WINNERS (CONTINUED)



EVENTS AND OBSERVANCES (7 DAYS OR FEWER), CONTINUED

Award of Merit

Tacos 'n Tequila Fiesta
Complete PR

Award of Merit

Artisphere
University of South Carolina

Award of Merit

Lowcountry Go - LowGoTober Commuter Challenge 2018
HDR, Inc. for Berkeley-Charleston-Dorchester Council of Governments

EVENTS AND OBSERVANCES (MORE THAN 7 DAYS)

Award of Excellence

Remember Old Hickory
Complete PR

Award of Merit

Universal Employee Fund Campaign
Lexington Medical Center

INFLUENCER MARKETING

Award of Excellence

Za's on Devine Brunch Influencer Marketing Campaign
Flock and Rally

INTEGRATED COMMUNICATIONS

Award of Excellence

The Citadel Space Star Campaign
The Citadel

Award of Merit

Dedication to Education
Chernoff Newman for South Carolina Department of Education

INTERNAL COMMUNICATIONS

Award of Excellence

The Huddle: Reimagining the Intranet
SCDOR Communications & Strategic Solutions

Award of Merit

Columbia Water: Social Media Playbook
Flock and Rally

2018 MERCURY AWARD WINNERS (CONTINUED)



MARKETING CONSUMER PRODUCTS

Award of Merit

Lowcountry Go - RideLowGo Mobile App

HDR, Inc. for Berkeley-Charleston-Dorchester Council of Governments

Award of Merit

Fresh on the Menu

Chernoff Newman for the South Carolina Department of Agriculture

Award of Merit

Hay Now! Campaign

Crawford Strategy

CORPORATE SOCIAL RESPONSIBILITY

Award of Excellence

Teens Prove Their #StreetTread

Michelin North America

PUBLIC SERVICE

Award of Merit

Report Underage Drinking

LRADAC

BRAND AND REPUTATION MANAGEMENT

Award of Excellence

The Bull Street District: Positive Communications Campaign

Flock and Rally

Award of Merit

Next Level Brand Elevation for UofSC's College of HRSM UofSC's

College of Hospitality, Retail and Sport Management

PUBLIC SERVICE

Student Award of Merit

Shine with Purpose

University of South Carolina Bateman Team

2018 STUDENT MERCURY AWARD WINNERS



2018 SILVER WING AWARD WINNERS



MOST EFFECTIVE INFLUENCER PROMOTION

Award of Excellence

Le Creuset 2018 Holiday Campaign

FerebeeLane

BEST SEARCH ENGINE MARKETING

Award of Merit

Your Seat is Waiting

Crawford Strategy for Southern Wesleyan University

MEDIA RELATIONS - ASSOCIATIONS, GOVERNMENT AND NONPROFIT ORGANIZATIONS

Award of Excellence

A Hero's Welcome

Patriot's Point Naval and Maritime Museum

Award of Excellence

Midlands Gives Campaign 2018

Flock and Rally

Award of Excellence

When Richland Library is the Headline

Richland Library's Community Relations Department

Award of Excellence

Drawing Visitors to Beaufort, SC

FerebeeLane

Award of Merit

My Special Aflac Duck Launch at Palmetto Health Children's Hospital

Palmetto Health Foundation

Award of Merit

The Post & Courier Earned Media Partnership Celebrating 175 Years of Leadership

The Citadel

Award of Merit

Charlie Engle Runs for Healing Transitions

Laura Blank, Keylight Communications

MEDIA RELATIONS - BUSINESS TO BUSINESS

Award of Excellence

Global Tech Giant Capgemini Expands S.C. Office

Flock and Rally

Award of Merit

Combatting Trademark Fraud for Microban

FerebeeLane

2018
SILVER
WING
AWARD
WINNERS
(CONTINUED)



EXECUTIVE COMMUNICATIONS

Award of Merit

Promotion of Lynn Harton to CEO of United Community Banks, Inc.
Crawford Strategy

BEST USE OF SOCIAL STORIES

Award of Excellence

BCSD Back-to-School Campaign
Beaufort County School District

Award of Excellence

Christmas in Charleston Instagram Stories
Explore Charleston

TWITTER ENGAGEMENT

Award of Merit

States Battle for Peach Supremacy #PeachOff
Chernoff Newman for SC Department of Agriculture

FACEBOOK ENGAGEMENT

Award of Excellence

LRADAC Stories, Midlands Gives
LRADAC

Award of Excellence

#SummerGoals Facebook Engagement
UofSC's College of Hospitality, Retail and Sport Management

Award of Excellence

Colonial Life Challenge for Charity
Colonial Life

Award of Merit

"Fix My Frightful Flooring" Social Media Sweepstakes
Infinity Marketing

INSTAGRAM COMMUNICATIONS

Award of Excellence

'Gramming to Great Heights #iflyCHS
Chernoff Newman for Charleston International Airport

2017
SILVER
WING
AWARD
WINNERS
(CONTINUED)



WEBSITES

Award of Excellence

SCAPA's "Asphalt Works!" Campaign Website
Flock and Rally

Award of Excellence

Tindall Corporation Website
Infinity Marketing

CREATIVE TACTICS

Award of Excellence

"Electric" Vibe for the 28th Walk for Life and Famously Hot Pink Half
Marathon, 5K + 10K
Palmetto Health Foundation

Award of Excellence

Bernstein MASS Tactics
University of South Carolina

Award of Excellence

Just Plain Killers
Chernoff Newman for SC Department of Alcohol and Other Drug Abuse
Services

Award of Excellence

Position Statements for Marijuana Use
LRADAC

ANNUAL REPORTS

Award of Excellence

Portfolio: Gratitude Issue
Palmetto Health Foundation

Award of Excellence

2018 Annual Report
Municipal Association of South Carolina

Award of Excellence

The Journey: LRADAC FY18 Annual Report
LRADAC

Award of Excellence

South Carolina State Health Assessment
SC Department of Health and Environmental Control, Population Health
Data

2018

SILVER
WING
AWARD
WINNERS

(CONTINUED)



NEWSLETTERS - DIGITAL

Award of Excellence

From the Dome to Your Home
Municipal Association of South Carolina

Award of Excellence

ePRESS: Marijuana Edition
LRADAC

Award of Merit

UofSC's College of Hospitality, Retail and Sport Management Email Newsletter
UofSC's College of Hospitality, Retail and Sport Management

PUBLICATIONS - SINGLE ISSUE NEWSLETTERS OR BOOKLETS

Award of Excellence

2018 Greer Station Gift Guide
Greer Development Corporation

Award of Merit

Hello, Big World!
K. Hope Creative

Award of Merit

Admissions Viewbook
University of South Carolina

Award of Merit

Risk Management Services Annual Training Calendar
Municipal Association of South Carolina

ONLINE VIDEOS

Award of Excellence

Introducing "Flip and Give"
NP Strategy and The Moore Company

Award of Excellence

"What It Takes"
Crawford Strategy for Sumter Police Department

Award of Merit

Frankenstein Web Video
University of South Carolina

Award of Merit

The ABCs of Safe Sleep, Every Sleep - Working Together to Reduce the Risk of Sleep-Related Injuries and Deaths
SC Department of Health and Environmental Control Communications Team

2018

SILVER
WING
AWARD
WINNERS

(CONTINUED)



ONLINE NEWSROOMS

Award of Merit

Dorchester County Online Newsroom
Dorchester County Government

BEST USE OF BRANDED CONTENT

Award of Merit

"Materials Matter" Position Paper
BRIGHT+CO for Milliken Specialty Interiors

WEBCASTS

Award of Excellence

2018 Gathering of Nations Pow Wow Webcast
Paul Gowder, PowWows.com

MAGAZINES

Award of Excellence

Portfolio
Palmetto Health Foundation

Award of Excellence

Cities Mean Business Magazine
Municipal Association of South Carolina

Award of Excellence

BlueCross BlueShield of South Carolina Giving Magazine
BlueCross BlueShield of South Carolina Community
Relations

2018

STUDENT
SILVER
WING
AWARD
WINNERS



ONLINE VIDEOS

Student Award of Excellence

Be a Voice for the Voiceless
University of South Carolina Bateman Team