

## 2015 Blacksmith Awards Winners

### TACTICS

#### News Release

Bronze      Game Day Communications  
                  “Pure Romance Reveals Top Sexiest U.S. Cities”

Silver        Wordsworth Communications  
                  “Fifth Third LIFE News Release”

#### News Conference or Publicity Stunt

Silver        1. Wordsworth Communications  
                  “Helping Small Business Improve Their Cash Flow”  
                  2. Scooter Media  
                  “COV200 BB&T Summer Celebration Press Conference”  
                  3. Game Day Communications  
                  “Major League Baseball's All-Star Game Twitter Vending  
                  Machine”

#### Press Kit or Media Website

Silver:        Northlich (for Marco's Pizza)  
                  “Marco's Pizza to Celebrate National Spinach Day with  
                  National Giveback”

Blacksmith: Northlich (for Formica Corporation)  
                  “Formica Laminate Comes to Life in Video Press Kit”

#### Best Placement

Bronze:      Northlich (for Formica Corporation)

Silver:        1. Gail Myers Public Relations  
                  2. Northlich (for Joanie Bernard Foundation)  
                  3. Source Cincinnati  
                  4. Source Cincinnati

Blacksmith: Wordsworth Communications  
                  “Thermal-Strike, a bedbug-proof luxury luggage company, called  
                  upon Wordsworth to build word-of-mouth buzz for Thermal-Strike

products, increase traffic on the company website and generate a surge in e-commerce results.”

### **OpEd or ByLine Article**

Bronze: Northlich (for Renaissance Dental)

### **External Newsletter**

Bronze: 1. Razor Marketing Communications  
2. Flottman Company

Silver: Vehr Communications for Xavier University

### **Annual Report**

Bronze: Ohio National Financial Services

Silver: 1. Shara Clark Communications  
2. Northlich

Blacksmith: The Greater Cincinnati Foundation

### **Public Service Announcement**

Silver: Southwestern Ohio Council of Governments

### **Employee Event**

Silver: 1. The E.W. Scripps Company  
2. Wordsworth Communications

Blacksmith: Vehr Communications  
The Henny Penny Corporation held an internal event to announce that after its long, storied history in the local market and in the industry, that the company would now be employee-owned. Vehr Communications helped coordinate this surprise announcement.

## **Print Collateral**

Bronze:        1. Hamilton County Job and Family Services  
                  2. FUSIONWRX, A Flottman Company

Silver:        1. FUSIONWRX, A Flottman Company  
                  2. Northlich

Blacksmith:   Wordsworth Communications  
                  In 2015, Countryside YMCA—the largest YMCA in the country—embarked on a 20-month, \$7.7 million renovation. But a persistent rumor mill, fueled by employee misinformation, threatened to dampen excitement about the project. The Y turned to Wordsworth Communications for support materials to engage members.

## **Product Launch**

Blacksmith:   Topic Design  
                  Avery Dennison Graphics Solutions launched the Giovanna Edition of Supreme Wrapping Film with new colors created with international wheel designer Diko Sulahian. The goal of the product launch was to increase awareness of the three new colors through joint public relations and social media strategy.

## **Website**

Silver:        1. Northlich  
                  2. Vehr Communications and St. Elizabeth Healthcare  
                  3. The E.W. Scripps Company  
                  4. Topic Design

Blacksmith    The Greater Cincinnati Foundation  
                  A new website for The Greater Cincinnati Foundation was designed to better serve the Foundation's three main audiences: donors, professional advisors and community leaders.

## **Video**

Silver:        1. Cincinnati Metro  
                  2. The E.W. Scripps Company  
                  3. IntrinziC in Partnership with Allan Myers  
                  4. Life's Eyes Media

5. Mercy Health
6. Spotted Yeti Media

**Blacksmith:** Northlich  
Launching during the BIG GAME, Scooter's latest spot gives us a peek inside his groovy pad where the benefits of neutering get personal. From staying classy in his litter box to being the voice of reason among feisty friends, Scooter struts the line between mystery and danger. His mission remains to create a no-kill world for cats.

### **Facebook**

**Bronze:**

1. Northlich (for Marco's Pizza)
2. Intrinziic with the Transit Authority of Northern Kentucky
3. Vehr Communications with Fast Park

**Silver:** Northlich (for the Ten movement)

**Blacksmith:** Wordsworth Communications  
Due to Facebook's algorithm changes, Wordsworth observed increasingly lower rates of organic engagement on the Facebook page for its client, REM-Fit, a brand under the Protect-A-Bed umbrella. The agency began putting dollars behind its owned content.

### **Micro-Blogging/ Twitter**

**Silver:**

1. Northlich (for Marco's Pizza)
2. Northlich (for the Ten Movement)
3. Razor Marketing Communications (for the City of Mason)

### **YouTube/ Vimeo / Vine**

**Silver:** Northlich (for the Ten Movement)

**Blacksmith:** Northlich  
Ohio for Responsible Gambling's target audience of millennials drove a campaign focused around video because that is where young men spend a good amount of their time, on YouTube. Northlich drove traffic there via social media outlets—and it worked.

### **Blogger Outreach**

**Blacksmith:** Intrinziic

Intrinsic initiated a comprehensive blogger outreach strategy in order to tap into this increasingly influential market. By identifying key bloggers in each market for Everything But the House, the company was able to authentically tell their story through their own buyers and sellers, making their services that much more attractive to potential customers.

### **Social Media Other**

Silver: Northlich (for Marco's Pizza Instagram)

### **Event**

Bronze: The E.W. Scripps Company

Silver: 

1. Northlich
2. Intrinsic
3. Scooter Media
4. EyeMed Vision Care

Blacksmith: Wordsworth Communications  
How does a PR agency thank its clients in a fun, meaningful and memorable way? When your agency takes its name from the great romantic poet William Wordsworth, you express your gratitude poetically.

### **Trade Show**

Silver: Intrinsic (for UTM Parts Division)

Blacksmith: Northlich  
Northlich helped Formica Corporation launch a series called the The Formica Laminate Jonathan Adler Collection at the Kitchen and Bath Industry Show in Las Vegas.

### **Experiential Marketing**

Bronze: Northlich

### **Speechwriting**

Bronze: ColorNine

### **Article or Feature Story**

Silver Award: Pomme Communications

Blacksmith: Vehr Communications  
For the bi-annual Xavier Nation sports magazine, Vehr Communications not only edits content and coordinates production, it also produces some of the targeted content. Xavier Musketeer basketball fanatics get the behind-the-scenes vantage point.

### **Special Publication**

Bronze: FUSIONWRX, A Flottman Company

Silver: Hamilton County Developmental Disabilities Services

Blacksmith: Intrinsic  
Intrinsic partnered with Johnson Investment Counsel, Ohio's largest independent wealth management firm, to create the 50<sup>th</sup> Anniversary booklet. It served as a legacy piece for company founder and retiring president Tim Johnson, celebrated the firm's success, provided a vision for the next 50 years and served as a timeless educational tool that could be held onto for generations.

### **Blog**

Silver: Hamilton County Developmental Disabilities Services

Blacksmith: Wordsworth Communications  
Protect-A-Bed, a worldwide leader in mattress protection innovation, called upon Wordsworth Communications to create compelling content for the company's Healthy Sleep Zone Blog in order to increase brand awareness, improve website traffic, and accelerate web-based sales.

### **Partnership**

Silver: 1. Northlich  
2. Topic Design

**Blacksmith:** Cincinnati USA Convention & Visitors Bureau and the Community Organizing Committee  
In Preparation for the highly anticipated 2015 Major League Baseball All Star Game, the Cincinnati USA Convention & Visitors Bureau drew from the experience and success of the 2012 World Choir Games to form a new group of volunteers – the Community Organizing Committee.

## **CAMPAIGNS**

### **Community Relations Campaign**

**Bronze:** Clermont County, Ohio

**Silver:**

1. Kenton County Public Library
2. Northlich
3. Scooter Media

**Blacksmith:** Broadway in Cincinnati  
Seeking to boost sales for the Broadway touring show Cinderella in a historically challenging timeslot, Broadway in Cincinnati created a promotion called “Bring the Bling” that benefitted local non-profit Kenzie’s Closet. The promotion brought in more than 3,400 pieces of prom jewelry for financially disadvantaged girls while selling three times the single ticket revenue of non-blockbuster January shows in the past decade. The phenomenal success spurred the company to commit to at least one partnership each year.  
The Judges said: “A great community relations campaign with winners all around. Very good creative, execution and use of digital.”

### **Non-Profit PR Campaign**

**Bronze:**

1. Northlich
2. Cincinnati USA Convention & Visitors Bureau, meetNKY and Cincinnati USA Regional Tourism Network

**Blacksmith:** Wordsworth Communications  
“Makeover Madness at Countryside YMCA”  
Judges said: “This is a creative, well-thought out plan that achieved the objective and overcame challenges.” “A good, comprehensive campaign.”

## **Social Media Campaign**

- Bronze:
1. Northlich
  2. Mercy Health—Brand, Marketing and Communications
  3. Cincinnati USA Regional Tourism Network

## **Branding Campaign**

- Bronze:
1. Northlich
  2. Intrinziec in Partnership with Allan Myers

## **Government Public Affairs Campaign**

- Silver: Southwest Ohio Regional Transit Authority/ Metro

## **Integrated Marketing Campaign**

- Bronze: Topic Design

- Silver:
1. Wordsworth Communications
  2. FUSIONWRX, A Flottman Company

- Blacksmith: Northlich
- “Scooter the Neutered Cat Leads the Ten Movement’s Mission to Create a No-Kill Cat Nation”
- The Ten Movement was designed to inspire cat owners and advocates to fight feline overpopulation with spay and neutering to create a no-kill cat nation. Judges said: “Excellent job of reaching multiple generations by combining traditional, earned media with social media.”

## **Media Relations Campaign**

- Silver:
1. Northlich (for Marco’s Pizza)
  2. Northlich (for Formica)
  3. Pomme Communications (for Ride Cincinnati)
  4. Razor Marketing Communications (for City of Mason)
  5. Topic Design (for Cincinnati Food + Wine)
  6. Gail Myers Public Relations (for Greater Cincinnati Community Health)

- Blacksmith: Wordsworth Communications

Fifth Third Bank—the 16<sup>th</sup> largest bank in the country, launched its four financial empowerment programs under one comprehensive umbrella, Lives Improved through Financial Empowerment of LIFE. The Bank looked to Wordsworth for a comprehensive and unique media relations campaign.

Judges said: “Incredibly wowed by this nearly flawless situation analysis.”  
“Very impressed with this campaign. Creative thinking to get coverage by using financial literacy to data to pitch. Clear, defined goals help demonstrate the success of the campaign, as did accolades from the client.”