

	A	B	C	D
1	2017 PUBLICITY CLUB OF CHICAGO GOLDEN TRUMPET AWARD WINNERS			
2	Name of Entry	Category	Company	Type
3				
4	Periospectives – Where Periodontology Meets Medicine	Communications Materials -Newsletter or Magazine	American Academy of Periodontology	gold
5				
6	SEA: Detecting and Treating Suicide Ideation	Communication Materials-Newsletters or Magazines	The Joint Commission	silver
7				
8	The Stories We Love to Tell	Communications Materials-Annual Reports-Corporations	Edelman	gold
9				
10	Preparing for Tomorrow	Communications Materials-Annual Reports-Corporations	OCC	silver
11				
12	Preparing for Tomorrow	Communications Materials-Annual Report-Corporations	OCC	silver
13				
14	Annual Report Microsite	Communications Materials-Annual Report-Not for Profit	Jewish United Fund	silver
15				
16	Lighthouse Prepares Outstanding Young Leaders	Communications Materials-Annual Report-Not-for-Profit	The Chicago Lighthouse	gold
17				
18	Give & Get	Communications Materials-Annual Report-Not-for-Profit	Resolute Consulting	gold
19				
20	Sheilah A Doyle Foundation Annual Report 2017	Communications Materials - Annual Report- Not-for-Profit	JJR Marketing	gold
21				
22	Lighthouse Prepares Outstanding Young Leaders	Communications Materials-Annual Report-Not-for-Profit	The Chicago Lighthouse	gold
23				
24	United But Not One People	Communications Materials- Video Features-Single Feature	Flowers Communications Group	gold
25				
26	Together for Good Campaign Video	Communications Materials- Video Features-Single Feature	Jewish United Fund	gold
27				
28	2016 Gala Video	Communications Materials-Video Features-Single Feature	Resolute Consulting	silver
29				
30	The Plane Is Going To Land	Communications Materials-Video Features-Single Feature	Resolute Consulting	silver
31				
32	Ombudsman's "On Big Shoulders" Video Series	Communications Materials-Video Features-Campaign	Flowers Communications Group	gold
33				

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34	CAP Patient-Centered Videos	Communications Materials- Video Features-Campaign	College of American Pathologists	gold
35				
36	"Refocus" On Innovation with Moto	Communications Materials-Video Features-Campaign	Motorola Mobility & Weber Shandwick	gold
37				
38	Speak Up: ABCs of C-sections	Communications Materials-Infographics	The Joint Commission	silver
39				
40	Speak Up: ABCs of C-sections	Communications Materials-Infographics	The Joint Commission	silver
41				
42	American Heart Association Sugarless	Community Relations	GoldStar Communications	gold
43				
44	Food for the Body & Spirit	Community Relations	Flowers Communications Group	gold
45				
46	Kane County Long-Range Transportation Plan	Community Relations	Morreale Communications	silver
47				
48	Coors Light Full Court Refresh	Community Relations	Flowers Communications Group	gold
49				
50	Preventing Workplace Violence in Healthcare	Community Relations	The Joint Commission	gold
51				
52	Preventing Workplace Violence in Healthcare	Community Relations	The Joint Commission	gold
53				
54	Restoring Trust between Police & Communities	Community Relations	Grisko LLC	gold
55				
56	Advancing LGBTQ Inclusion in The UMC	Community Relations	PCI & Reconciling Ministries Network	gold
57				
58	Community celebration - McDonald's All American Games	Community Relations	Resolute Consulting	silver
59				
60	75 years of IMRF Success	Community Relations	Sikich Marketing & Public Relations	gold
61				
62	Chicago Sports Summit	Community Relations	PS Medical Marketing	gold
63				
64	Illinois Route 390 Community Outreach	Community Relations	Illinois Tollway	gold
65				
66	NoStereotypes Reframes Hurtful Beauty Biases	Community Relations	Flowers Communications Group	silver

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67				
68	Police Accountability Task Force – Restoring Trust	Community Relations	Grisko LLC	gold
69				
70	Bringing the noise to the UL International Crown	Community Relations	KemperLesnik	gold
71				
72	A Vote of Confidence for the Bloomingdale Park District	Community Relations	Public Communications Inc	gold
73				
74	Elevating Bank of America’s Home Leadership	Community Relations	Burson-Marsteller	silver
75				
76	A Safe Haven for Swaziland Elephants	Crisis Communications	Public Communications Inc.	silver
77				
78	AAP Responds to National Flossing Debate	Crisis Communications	American Academy of Periodontology	gold
79				
80	Protecting Safe VA Care	Issues Management-Health	PCI,ASA, and Reingold Inc.	gold
81				
82	Welltower Celebrates Alzheimer’s Awareness Day	Issues Management-Health	APCO Worldwide	gold
83				
84	Welltower Celebrates Alzheimer’s Awareness Day	Issues Management-Health	APCO Worldwide	gold
85				
86	IMA Middle Class Manufacturing Agenda	Issues Management-Legislative	Mac Strategies Group	silver
87				
88	Medical Cannabis Advocacy in Illinois	Issues Management-Legislative	Morreale Communications	gold
89				
90	Protecting Safe VA Care	Issues Management-Legislative	PCI,ASA, and Reingold Inc.	gold
91				
92	Bringing Sick Time Protection to Chicago Workers	Issues Management-Legislative	PCI and Women Employed.	gold
93				
94	Protecting Consumers from New Taxes	Issues Management-Legislative	Resolute Consulting	silver
95				
96	IMA Middle Class Manufacturing Agenda	Issues Management-Legislative	Mac Strategies Group	silver
97				
98	Turtle Wax eSports Campaign	Marketing-Branding	Zeno Group	gold
99				

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100	Resolute Consulting Rebrand	Marketing-Branding	Resolute Consulting	silver
101				
102	Chocolate Milk Makes Splash with USA Swimming	Marketing-Branding	Weber Shandwick	silver
103				
104	College of American Pathologists Brand Guidelines	Marketing-Branding	College of American Pathologists	silver
105				
106	UCAOA Urgency or Emergency? Campaign	Marketing-Health	L.C. Williams & Associates	gold
107				
108	Midwest Orthopaedics at Rush 'Skate Safe'	Marketing-Health	PS Medical Marketing	silver
109				
110	The Launch of Absorb: First Fully Dissolving Heart Stent	Marketing-Health	GCI Health	gold
111				
112	Bank of America: Resources for Small Businesses	Marketing-Business-to-Business	Burson-Marsteller	gold
113				
114	Allstate: Seize the Roadside Market	Marketing-Consumer	Zeno Group	gold
115				
116	Trex Makes It Easy Campaign	Marketing-Consumer	L.C. Williams & Associates	gold
117				
118	Challenging Smartphone Incrementalism with Motorola	Marketing-Consumer	Motorola Mobility & Weber Shandwick	gold
119				
120	Ninja Coffee Bar System Launch	Marketing-Consumer	O'Malley Hansen Communications	silver
121	BIC Fuels Optimism in Millenials	Marketing-Consumer	Cramer-Krasselt	silver
122	BP Reinvents Fueling Experience with Personality Pumps	Marketing-Consumer	Ogilvy	silver
123				
124	Ball Horticultural Company Plants Roots Nationwide	Marketing-Consumer	Zapwater Communications, Inc.	silver
125				
126	Bringing Chicago Back to the Block	Marketing-Consumer	Zapwater Communications, Inc.	silver
127				
128	Educator Prep Launch	Marketing-Education	High School District 214	silver
129				
130	Redefining Ready! Scholarship	Marketing-Education	High School District 214	silver
131				
132	Zacks Advantage Product Launch	Marketing-Financial Services	Fetch PR	silver

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133				
134	Zacks Advantage Product Launch	Marketing-Financial Services	Fetch PR	silver
135				
136	Gatorade Fuels Through Science & Technology	Marketing-Food and Beverage	Gatorade & FleishmanHillard	silver
137				
138	Seven Daughters Influencer Marketing Program	Marketing-Food and Beverage	Schafer Condon Carter	silver
139				
140	Power Your Morning with My Morning Protein	Marketing-Food & Beverage	Weber Shandwick	silver
141				
142	Mix Mania	Marketing-Food & Beverage	Weber Shandwick	gold
143				
144	Birdies Slippers – Slip into Style	Marketing-Lifestyle	Zapwater Communications, Inc.	silver
145				
146	Brick by Brick PR Campaign	Marketing-Not-for-Profit	Museum of Science and Industry, Chicago	gold
147				
148	Take a New Look at Foot & Ankle Surgeons	Marketing-Not-for-Profit	FleishmanHillard	gold
149				
150	Annie Warbucks: A Dog's Tale	Marketing-Not-for-Profit	Big Splash Public Relations	silver
151				
152	Grow Your Life Story	Marketing-Not-for-Profit	Chicago Botanic Garden	gold
153				
154	Dawn of the Jack-O'-Lanterns	Marketing-Not-for-Profit	Chicago Botanic Garden	gold
155				
156	Making Case for Weil-McLain Boilers	Media Relations-Business-to-Business	L.C. Williams & Associates	silver
157				
158	Seeing the Black and White in a World of Grey	Media Relations-Business-to-Business	Burson-Marsteller	gold
159				
160	Disruptive Eye-Care Startup Faces Industry Opposition	Media Relations-Consumer	Burson-Marsteller	gold
161				
162	The Power of Being Tiny	Media Relations-Consumer	Reputation Partners	silver
163				
164	U.S. Bank Stadium Grand Opening	Media Relations-Consumer	Zeno Group	silver
165				

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166	Kellogg's 3 Billion Better Days	Media Relations-Consumer	APCO Worldwide	silver
167				
168	Allstate Small Business Barometer	Media Relations-Consumer	Allstate Insurance Company	gold
169				
170	The 2016 Aflac Open Enrollment Survey	Media Relations-Consumer	Hill+Knowlton Strategies	silver
171				
172	Kellogg's 3 Billion Better Days	Media Relations-Consumer	APCO Worldwide	silver
173				
174	Tackling Hair Loss	Media Relations-Consumer	KemperLesnik	gold
175				
176	Disruptive Eye-Care Startup Faces Industry Opposition	Media Relations-Consumer	Burson-Marsteller	gold
177				
178	Reinventing the Wheel	Media Relations-Not-for-Profit	Henson Consulting	silver
179				
180	The Nuisance Committee	Media Relations Not-for-Profit	M. Harris LLC & Kurth Lampe Worldwide	gold
181				
182	Voices for the Vulnerable	Media Relations- Not-for-Profit	PCI and AIDS Foundation of Chicago.	gold
183				
184	Shakespeare 400 Chicago	Media Relations-Not-for-Profit	Jasculca Terman Strategic Communications	silver
185				
186	Allstate Foundation Purple Purse #FreeToWalk	Media Relations-Not-for-Profit	MSLGROUP Chicago	gold
187				
188	Day of the Dead: Hologram	Multi-Cultural-Hispanic	Zeno Group	silver
189				
190	Boise Paper "Office Life" Campaign	OnLine Content-Social Media-Campaign	L.C. Williams & Associates	gold
191				
192	Blueair 'New Classic' Social Campaign	Online Content-Social Media-Campaign	Finn Partners	gold
193				
194	Sinai Comprehensive Cancer Care Center	Online Content-Social Media-Campaign	Jasculca Terman Strategic Communications	silver
195				
196	It's About Time MBC	Online Content-Social Media-Campaign	Jasculca Terman Strategic Communications	silver
197				
198	Tobacco-Free Student Social Media Campaign	On-line Content-Social Media-Campaign	Morreale Communications	gold

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199				
200	Tapping Social Media to Engage Stakeholders	On-line Content-Social Media-Campaign	Resolute Consulting	silver
201				
202	Knott's Instagram World Excites Fans	Online Content-Social Media Campaign	Cramer-Krasselt	gold
203				
204	Portillo's Crowns the Hot Dog Princess	Online Content-Social Media-Single PR Event or Promotion	Portillo's	gold
205				
206	School Breakfast for Illinois Students	On-Line Content-Social Media-Single PR Event or Promotion	Public Communications Inc.	silver
207				
208	Harley-Davidson: The Comeback Chapter	On-line Content- Social Media-Single PR Event or Promotion	Weber Shandwick	silver
209				
210	Together for Good Signature Brochure	Online Content-SEO Results	Jewish United Fund	gold
211				
212	A Microsite with an Elephantine Task	Online Content-Website	Public Communications Inc	gold
213				
214	New Website Revitalizes PCC's Brand	On-line Content-Website	Orbit Media Studios, Inc.	silver
215				
216	All Together Blog for SWE	Online Content-Blogs	David James Group	gold
217				
218	#FlyTheW:Cubs are World Series Champs	Special Events and Observances	Chicago Cubs	gold
219				
220	World Kitchen Open House Event	Special events and observances	Zeno Group	gold
221				
222	Advancing Health Equity	Special Events and Observances	The Joint Commission	silver
223				
224	Advancing Health Equity	Special Events and Observances	The Joint Commission	silver
225				
226	Joining Forces to Improve Illinois Veterans Services	Special Events and Observances	Resolute Consulting	silver
227				
228	IRMA Two Cents Campaign	Special Events and Observances	Mac Strategies Group	gold
229				
230	FEI Harnesses Passion for Olympic Sports	Special Events and Observances	Ogilvy	silver
231				

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232	The Windy City Welcomes Icelandair	Special Events and Observances	Zapwater Communications, Inc.	gold
233				
234	Breaking Ground on the Impossible Parcel	Special Events and Observances	Zapwater Communications, Inc.	gold
235				
236	merci Chocolates Sweetens Up National Thank You Day	Special Events and Observances	Henson Consuling	gold
237				
238	Take Back Your Health	Government Affairs	Grisko LLC	gold
239				
240	Turning the Tide on Regulatory Actions	Government Affairs	Resolute Consulting	gold
241				
242	Mitigating Step Therapy in Illinois	Government Affairs	Mac Strategies Group	gold
243				
244	American Heart Association – A Penny for Your Health	Government Affairs	Grisko LLC	gold
245				
246	AMA Launches Employee Digital Workspace	Internal Communications-Employee	West Monroe Partners	gold
247				
248	AMA Launches Employee Digital Workspace	Internal Communications-Employee	West Monroe Partners	gold
249				
250	Engaging Associates through GoodWorks@TU	Internal Communications - Employee	TransUnion	gold
251				
252	I-90 Media Event	Institutional	Illinois Tollway	gold
253	Questions? Publicity Club of Chicago © 2017 T: 773.463.5560 office@publicity.org			
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