

PR News

Building the bridge between PR and the bottom line.

The Platinum Issue

Behold the best, Platinum PR award-winning PR campaigns of 2006 – and what a year it turned out to be for the entire communications industry. From creating the first brand logo visible from outer space to sending a Hershey's Kiss down the red carpet in honor of its 100th anniversary, the following initiatives will provide all communications executives with insights, innovations and inspirations for ways to continuously redefine the standards of success. Thanks to unparalleled creativity and strategies, the masterminds behind these campaigns serve as beacons for guiding all PR initiatives to come.

PR News honored these individuals, companies, agencies and campaigns on October 16 at the annual PR Platinum awards luncheon held in New York City, and is happy to do so again in the following pages.

LARGE PR FIRM

Winner: APCO Worldwide

www.apcoworldwide.com

The Agency:

Founded in 1984 as a subsidiary of a Washington, D.C.-based law firm, APCO Worldwide has since grown into its own, now employing a staff of more than 500 people working in 26 offices worldwide.

Differentiating Factors:

APCO recruits and retains top industry talent by offering incentives that don't come along with most job descriptions, including up to four weeks for employees to visit other offices, a 24/7, free fitness facility onsite and a performance-based incentive program.

Happy Employees = Happy Clients:

APCO can thank its employees' commitment to clients for the agency's perennial success, but surely their untraditional structure is a contributing factor as well. The agency

HAPPY EMPLOYEES =
HAPPY CLIENTS

operates more like a consultancy than a PR firm, thus offering clients strategic insight and being known by clients as "the place we come when we cannot afford to fail."

Big Wins:

Among the major achievements of the past year:

- The group's work with United Airlines to apply for a nonstop flight to China's restricted market. Despite being a long shot, the team delivered the desired result in the end thanks to coalition building, grassroots outreach, online advocacy and aggressive media relations.
- A brand marketing campaign to promote APCO Foreign Service alumni's work in business diplomacy. Article placements, advertisements, online promotions and new brochures led up to a successful event at Harvard University, where team members launched a study conducted by the agency's research experts. Capitol Hill receptions for foreign dignitaries, book signings for APCO's published staff members and roundtables in its offices around the world followed.



Successes like these, coupled with the agency's "glocal" (global + local) business approach, make APCO stand out in the crowd. Plus, its participation in goodwill organizations such as the NAMES Project AIDS Memorial Quilt and the Harvard Malaria Initiative keep employees tuned in to the heart of the matter. PRN

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