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North Carolina Public Relations Society Honors N.C.'s Best PR Campaigns & Tactics

Best in Show Accolades Awarded to G&S Business Communications and Clairemont Communications

May 23, 2019 - RALEIGH, NC – The research, planning, implementation, and evaluation of more than 75 of North Carolina's best public relations campaigns were on full display Wednesday night. Communications, public relations and marketing professionals from across central and eastern North Carolina converged on City Club Raleigh for the North Carolina chapter of the Public Relations Society of America's (NCPRSA) annual InSpire Awards gala.

This spring, judges from the Blue Ridge chapter of PRSA evaluated 76 submissions from their colleagues in North Carolina. Silver InSpire Awards honor excellence in PR campaigns, while Bronze InSpire Awards focus on specific tactics. NCPRSA models its awards after PRSA's national Silver and Bronze Anvil awards.

"The diversity of thought and levels of talent on display at the InSpire Awards are always fascinating to watch," said NCPRSA President Chris Cowperthwaite, APR. "We had everyone from multinational agencies to the one-person teams at local non-profits celebrating with us, and that's a testament to the strength of the PR profession in North Carolina."

Best in Show Winners

G&S Business Communications took home the **Silver InSpire Award for Best in Show** for "Calliope Geraniums Bloom in Europe" – Global Communications

"We are honored to receive the Best in Show Silver InSpire Award this year," said Kerry Henderson, G&S Business Communications Managing Director. "The amazing team behind this international campaign embodies our agency mission to inspire action that leads to business growth for our clients. The recognition by NCPRSA is so appreciated, particularly when you consider the amazing company we keep here in North Carolina."

Clairemont Communications won the **Bronze InSpire Award for Best in Show** for "A Royal Media Affair with Lord Spencer and Theodore Alexander" - Media Relations

"What an incredible honor to receive the Best in Show for our work with Theodore Alexander and Lord Charles Spencer," said Dana Phelps, Clairemont Communications. "We dubbed our award entry a 'royal affair' due to Lord Spencer, Princess Diana's brother and little did we know that it would earn a royal honor from NCPRSA. Thanks to our incredible team and clients!"

Best in Category Winners

Silver

- **Community Relations:** North Carolina Nurses Association *NCFN – Nurse Recovery Fund*
- **Crisis/Issues Management (tie):**



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- Pitt County Public Information Office - *Hurricane Florence Response*
- French West Vaughan – *Wilmington and Island Beaches, N.C. Open for Business*
- **Events and Observances:** Clairemont Communications – *Theodore Alexander and Charles, 9th Earl Spencer Debut Royal Furniture Line*
- **Global Communications:** G&S Business Communications – *Calliope Geraniums Bloom into Europe*
- **Integrated Communications (tie):**
 - Clairemont Communications – *Lighting a Fire for Everyday Heroes*
 - Largemouth Communications and Ascom – *Ascom Breaks Through the Noise at HiMSS*
- **Marketing:** North Carolina Housing Finance Agency – *“The Talk” Home Buying Marketing Campaign*
- **Reputation/Brand Management:** Clairemont Communications – *Western Governors University Builds a Brand in North Carolina*

Bronze

- **Creative Tactics:** French West Vaughan – *Certified Angus Beef Super Bowl Takeover*
- **Media Relations (tie):**
 - Largemouth Communications and Hooters of America – *Hooters #ShredYourEx*
 - Clairemont Communications – *Theodore Alexander and Lord Spencer Unveil Royal Furniture*
- **Social Media:** French West Vaughan – *Influencing Comfort and Joy for Wrangler*
- **Video News Releases/Satellite Media Tours/Video Programs:** BASF Agricultural Solutions – *BASF Gives Farmers a Voice*
- **Websites:** Clairemont Communications – *Briar Chapel’s Website Refresh*

All Silver Winners:

- **Community Relations (Excellence):** Carolina Swims Foundation & Articulon - *Carolina Swims - Give the Gift of Swim*; and French West Vaughan - *Enhancing Public Awareness of Bideawee as a Leading Animal Rescue and Welfare Organization Nationwide*
- **Community Relations (Honorable Mention):** Largemouth Communications - *Circle K “Fuels Our Schools”*
- **Events and Observances (Excellence):** BAERING - *BAERING Research Triangle Regional Partnership™2018 State of the Region*
- **Events and Observances (Honorable Mention):** French West Vaughan - *Experience a Destination on the Rise as Wilmington, N.C. Transforms its Award-Winning Riverfront*; and French West Vaughan - *PSCU in NYC: The Launch of its Inaugural Payments Research Study*
- **Global Communications (Excellence):** Sweeney Agency - *CORDURÁ® Brand Builds Beneficial Media Relationships That Drive Results*
- **Global Communications (Honorable Mention):** Witz Communications - *International Executive Visibility Program*



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- **Integrated Communications (Honorable Mention):** Witz Communications - *Witz Communications Best Integrated Communications for MEF18*
- **Internal/Employee Communications (Honorable Mention):** Butterball, LLC - *Butterball Own the Holiday Employee Campaign*
- **Marketing Consumer Products/Services (Honorable Mention):** BASF Agricultural Solutions - *BASF PR Approach to Help Educate Farmers: That's Smart*; Clairemont Communications - *Carrie Knowles - A Laureate's New Laurels*; and French West Vaughan - *PSCU Solidifies Itself as Thought Leader in Credit Union and Payments Industries*
- **Reputation/Brand Management: (Excellence):** G&S Communications - *Syngenta National Pollinator Week Road Trip*

All Bronze Winners:

- **Annual Reports (Excellence):** North Carolina Housing Finance Agency - *Housing Builds: 2017 Investments and Impacts*
- **Brochures (Excellence):** North Carolina Housing Finance Agency - *Housing Builds: 2017 Investments and Impacts*
- **Creative Tactics (Excellence):** French West Vaughan - *Teamwork, Timing and Rock 'n' Roll Magic: Bringing the Teen Cancer America Story to Millions*; BASF Agricultural Solutions - *BASF Partners with Farmers to Establish Living Acres*; and French West Vaughan - *Cowboy Up: Wrangler Launches Branded GIFs*
- **Creative Tactics (Honorable Mention):** French West Vaughan - *Rise Against Hunger and FWV Launch Campaign to End World Hunger*; and French West Vaughan - *Wrangle Legends*
- **Editorial/Op-Ed Columns (Excellence):** Clairemont Communications - *WGU North Carolina Takes Higher Education to Another Level*
- **Feature Story (Excellence):** Clairemont Communications - *Briar Chapel Feature Story*
- **Media Relations (Excellence):** Carolina Swims Foundation & Articulon - *Carolina Swims - Give the Gift of Swim*; French West Vaughan - *Certified Angus Beef Super Bowl Takeover*; French West Vaughan - *Enhancing Public Awareness of Bideawee as a Leading Animal Rescue and Welfare Organization Nationwide*; Butterball, LLC - *Kerry Doughty Steps Down as Butterball President and CEO - A Strategic Press Release*; Prep Communications - *Veritas Collaborative Opens New Atlanta Hospital*; Clairemont Communications - *A Royal Media Affair with Lord Spencer and Theodore Alexander*; French West Vaughan - *Volvo Trucks Showcases Platooning Innovation*; and Clairemont Communications - *Vita Vite Hosts a Toast-Worthy Preview*;
- **Media Relations (Honorable Mention):** PPD - *Building on the Regulatory Focus Foundation*; Witz Communications - *Revealing Underlying Wi-Fi Challenges with Ultrafast Broadband*; Kim Morris Public Relations - *Buhler Aeroglide*; and French West Vaughan - *Teamwork, Timing and Rock 'n' Roll Magic: Bringing the Teen Cancer America Story to Millions*
- **Newsletters (Honorable Mention):** Kim Morris Public Relations - *UNC Department of Medicine Newsletter*
- **Press Conferences (Excellence):** BASF Agricultural Solutions - *BASF Discovers Science Behind Event Success*



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- **Press Kits/Media Kits (Excellence):** French West Vaughan - *J. Peterman Media Kit*
- **Social Media (Excellence):** Clairemont Communications - *Reimagining Holiday Traditions with Riceland*; French West Vaughan - *Cowboy Up: Wrangler Launches Branded GIFs*; and French West Vaughan - *Melitta Engages with #PourOverLovers*
- **Social Media (Honorable Mention):** French West Vaughan - *Pendleton Whisky #BucktheHalls Holiday Campaign*
- **Video News Releases/Satellite Media Tours/Internal External Video Programs (Honorable Mentions):** Clairemont Communications - *Wendell Falls: Open Campaign Videos*
- **Websites (Honorable Mention):** French West Vaughan - *The Super Bowl of Rodeo Right at Your Fingertips*

Sponsorships

2019 sponsors of NCPRSA include [PPD](#), Silver Sponsor; and [Joseph Gaitens, APR, AIGA](#), the [North Carolina Nurses Association](#), and [Engage Media Communications](#), Bronze Sponsors. NCPRSA thanks [Brand Fuel](#) for their assistance with awards and [APCO Worldwide](#) for helping secure the venue.

NCPRSA will continue helping shape the PR profession's evolution in North Carolina with its annual seminar scheduled for Friday, November 15, at the Friday Center in Chapel Hill. Save the date!

For more information, visit www.ncprsa.org or contact us at chriscowperthwaite@ncnurses.org.

About NCPRSA

Since 1967, NCPRSA has been the leading public relations professional organization from the Triangle east to the coast of North Carolina. NCPRSA seeks to advance the art and science of public relations and related fields, encourage research and discussion of new techniques and issues, strengthen and maintain the highest standards of service and ethics, enhance professional knowledge, and promote fraternalism within the profession.