

## **2008 GOLD SABRE AWARD WINNERS**

### **MARKETING**

#### **BUSINESS-TO-BUSINESS MARKETING (EXISTING PRODUCT)**

Presented to

Small Businesses, Big Dreams: Furnished by IKEA  
IKEA U.S. with Ketchum

#### **BUSINESS-TO-BUSINESS MARKETING (NEW PRODUCT)**

Presented to

Xiotech Puts Traditional Data Storage on ISC  
Xiotech with Weber Shandwick

#### **BUSINESS-TO-CONSUMER MARKETING (EXISTING PRODUCT)**

Presented to

“What Would You Do for a Klondike Bar?” Goes Viral  
Unilever – Klondike with GolinHarris

#### **BUSINESS-TO CONSUMER MARKETING (NEW PRODUCT)**

Presented to

Redefining Polaroid for the Digital Age  
Polaroid Consumer Electronics with Weber Shandwick

#### **INTEGRATED MARKETING**

Presented to

Dove Go Fresh: Giving 20-Something Women a Fresh Take on Life  
Dove Go Fresh/Unilever with Edelman

## **CORPORATE REPUTATION**

### CHANGE MANAGEMENT

Presented to

AT&T 2.0  
AT&T with Fleishman-Hillard

### CORPORATE IMAGE

Presented to

The New Broom at Siemens Cleans Up  
Siemens Corporation with Weber Shandwick

### EMPLOYEE COMMUNICATIONS

Presented to

Simple Habits, Big Benefits: Compliance  
Deloitte

### EXECUTIVE LEADERSHIP

Presented to

Novartis CEO Leverages Leadership: Navigating Choppy Waters and Weathering Worst  
Economic Environment in Decades  
Novartis Corporation with Ruder Finn

### FINANCIAL COMMUNICATIONS

Presented to

Not All Ethanol is Created Equal: Driving Investment in Verenum Corp. In An  
Emerging Industry  
Verenum with Brandtectonics

## **BUSINESS AND SOCIETY**

### CAUSE-RELATED MARKETING

Presented to

Fleishman-Hillard, AT&T and Cell Phones for Soldiers - Operation: *Military Connections*  
AT&T Inc. and Cell Phone for Soldiers with Fleishman-Hillard

### COMMUNITY RELATIONS

Presented to

A Community Call to Arms: The “Payless Gives Shoes 4 Kids” \$1 Million Holiday Shoes Gifting Program  
Payless ShoeSource with Cohn & Wolfe

### CORPORATE SOCIAL RESPONSIBILITY

Presented to

Pampers/UNICEF One Pack = One Vaccine  
Pampers with PainePR

### SOCIAL MARKETING

Presented to

Save the Leopard Frog: It Can Be Easy to Be Green  
Credit Valley Conservation with Cohn & Wolfe

## **MEDIA RELATIONS**

### **CORPORATE MEDIA RELATIONS (BUSINESS MEDIA)**

Presented to

Supporting the Record Capital Raise and Launch of a New Commercial Bank  
Heritage Bank with KDJ Communications

### **CORPORATE MEDIA RELATIONS (TRADE MEDIA)**

Presented to

The Launch of Interbrand's Best Global Brands 2008 Report  
Interbrand with Porter Novelli

### **PRODUCT MEDIA RELATIONS (CONSUMER MEDIA)**

Presented to

Find Your Slim  
Slim-Fast US/Unilever with Ogilvy Public Relations Worldwide

### **PRODUCT MEDIA RELATIONS (TRADE MEDIA)**

Presented to

*TREANDA*: Advances in Hematologic Cancers  
Cephalon, Inc. with Biosector 2

### **NEW AND DIGITAL MEDIA**

Presented to

Man Lives in IKEA: Citizen Marketer Becomes IKEA Brand Evangelist  
IKEA North America with Ketchum

### **BLOGGER OUTREACH**

Presented to

Samsung Mobile Online Brand Ambassador Program  
Samsung Telecommunications America with MWW Group

## **ADVOCACY**

### CRISIS MANAGEMENT

Presented to

Christmas Day Tiger Attack at the San Francisco Zoo  
San Francisco Zoo with Singer Associates, Inc.

### ISSUES MANAGEMENT

Presented to

Saving Vital Health Coverage for 40,000 Vulnerable Floridians  
Safety Net Hospital Alliance of Florida with Hill & Knowlton

### PUBLIC AFFAIRS

Presented to

The Pickens Plan  
T. Boone Pickens with Sloane & Company

## **SPECIALIST AUDIENCE**

### MULTICULTURAL COMMUNICATIONS

Presented to

TAG Records  
Procter & Gamble's TAG Brand with MS&L

### MARKETING TO WOMEN

Presented to

Ore-Ida Launches Steam 'n Mash Potatoes with Real Mom A-peel  
Heinz Ore-Ida with Emanate

#### MARKETING TO YOUTH

Presented to

Planning for Life  
United States Army with Weber Shandwick

#### **EVENTS AND SPONSORSHIP**

#### PUBLICITY STUNT

Presented to

Take A Break USA: Vegas Bound  
Las Vegas Convention and Visitors Authority (LVCVA) with R&R Partners Inc.

#### SPECIAL EVENT (LESS THAN 7 DAYS)

Presented to

The Need for Speed: PETCO's 4<sup>th</sup> Annual Chihuahua Races Bring Record Attendance  
PETCO with Carmichael Lynch Spong

#### SPECIAL EVENT (MORE THAN 7 DAYS)

Presented to

"Home is Where the HDTV Is: Panasonic Teaches American Families About Living In  
HD"  
Panasonic with Cohn & Wolfe

#### SPONSORSHIP

Presented to

Lenovo: Winning at Every Olympic Moment

Lenovo with Ketchum

## TRADE SHOW

Presented to

Lone Star: Shining the Light on a New Trucking Star  
Navistar International with Ketchum

## **INTERNATIONAL**

### LATIN AMERICA

Presented to

Ingrid Betancourt Awareness Campaign  
FD Gravititas

### CANADA

Presented to

Nintendo Wii Fit Media "Wii-lations"  
Nintendo of Canada Ltd. with Apex Public Relations Inc.

### MULTI-COUNTRY PROGRAM

Presented to

Honeywell-Nobel Initiative Laureate Lecture Series – Inspiring the Next Generation of  
Scientists Today  
Honeywell International with Weber Shandwick

### GLOBAL PROGRAM

Presented to

Voices of the Olympic Games  
Lenovo with Ogilvy Public Relations Worldwide

**2008 SILVER SABRE AWARD WINNERS:**

**CONSUMER GOODS**

AUTOMOTIVE

Presented to

2008 Shell Eco-marathon America  
Shell with Edelman

FASHION & BEAUTY

Presented to

“A Kiss for Country”: Country Music Artists Partner with Mary Kay to Kiss Domestic  
Violence Goodbye  
Mary Kay with Coyne Public Relations

FOOD & BEVERAGE

Presented to

Häagen-Dazs Loves Honey Bees: Let’s Lick This Problem  
Häagen-Dazs with Ketchum

BEER, WINE AND SPIRITS

Presented to

Guinness Fights to Make St Patrick's Day a National Holiday  
Diageo Guinness USA with Taylor

HOUSEHOLD PRODUCTS

Presented to

Kleenex Presents "Let It Out: The Movie"  
Kleenex Brand with Taylor

## CONSUMER PRODUCTS

Presented to

“Protecting Futures”  
Procter & Gamble with MS&L

## CONSUMER SERVICES

## ENTERTAINMENT

Presented to

Harlem Globetrotters "Magic as Ever" 2007-08 Tour  
Harlem Globetrotters with Coyne Public Relations

## FINANCIAL SERVICES

Presented to

The Responsibility Project: Creating a Conversation on Personal Responsibility for  
Liberty Mutual  
Liberty Mutual Group with Ketchum

## FOOD SERVICE

Presented to

Papa John's Unveils “A Pie in the Sky”  
Papa John's International with Fleishman-Hillard

## RETAILERS

Presented to

David's Bridal Celebrates Finding Your "One Love": Creating Online Buzz by Asking  
“Hopelessly Romantic” Brides to Share Their Story  
David's Bridal with Lippe Taylor

## TRAVEL AND TOURISM

Presented to

Seeing is Believing: Port of Costa Maya Keeps Its Promise of a Speedy Recovery  
Costa Maya with rbb Public Relations

## **CORPORATE PRODUCTS AND SERVICES**

### BUSINESS SERVICES

Presented to

Cisco TelePresence: Be There Without Being There  
Cisco with Text 100 Public Relations

### INDUSTRIAL AND MANUFACTURING

Presented to

Green Crude Production  
Sapphire Energy with Edelman

### PROFESSIONAL SERVICE FIRMS

Presented to

Taking Center Stage as the “Category of One” Professional Service Firm  
Deloitte LLP with MWW Group

## **TECHNOLOGY**

### CONSUMER ELECTRONICS

Presented to

The New Xbox Experience Launch: The Re-birth of Xbox 360  
Microsoft Interactive with Edelman and Taylor

## TECHNOLOGY: HARDWARE

Presented to

It's a Bird, It's a Plane...No, It's the Martin Jetpack  
Martin Jetpack with CRT/tanaka

## TECHNOLOGY: SOFTWARE

Presented to

Shining a Spotlight on the Global Problem of Software Piracy  
Microsoft Corporation with Waggener Edstrom Worldwide

## TELECOMMUNICATIONS

Fairpoint's "One Message, Nine Audiences"  
Fairpoint Communications, Inc. with CJP Communications

## WEB-BASED BUSINESS

Presented to

Bringing the Browser Back – Firefox 3 Launches & Sets a Guinness World Record  
Mozilla with OutCast Communications

## **HEALTHCARE**

### CONSUMER HEALTH

Presented to

Don't be a Snore Loser – Stick it To Your Snorer  
GlaxoSmithKline Consumer Healthcare with GolinHarris

### HEALTHCARE PROVIDERS

Presented to

Million Step March  
Blue Cross and Blue Shield of North Carolina with Capstrat

## MEDICAL DEVICES

Presented to

What Do You Do When You Have a National Opportunity But Healthcare Regulations Prevent You From Talking?  
Alsus Corporation and Kevin Everett with WeissComm Partners

## PHARMACEUTICAL: RX

Presented to

Differin “Acne Rumor Control” Teen Campaign  
Galderma and WeissComm Partners

## **NON-CORPORATE**

### ASSOCIATIONS

Presented to

Bring It Back... Your Store Recycles Plastic Bags  
The Progressive Bag Affiliates (PBA) of the American Chemistry Council with Edelman

### EDUCATIONAL AND CULTURAL INSTITUTIONS

Presented to

Alvin Ailey American Dance Theater: Celebrating the Spirit  
Alvin Ailey American Dance Theater (AAADT) with Ruder Finn

### GOVERNMENT AGENCIES

Presented to

Army Athletes Achieve Gold Medal Mission  
U.S. Army with Weber Shandwick

#### NOT-FOR-PROFIT ORGANIZATIONS

Presented to

A New Face for Lai  
International Kids Fund with GolinHarris

#### **2008 BRONZE SABRE AWARD WINNERS:**

#### **EDITORIAL PRODUCT**

BLOG

Presented to

ImSaturn.com: Bringing the Community Back to Saturn  
Saturn Corporation, a Division of General Motors with MS&L

#### SPEECH OR BY-LINED ARTICLE

Presented to

Future Strategies for Food Companies in a New World Market  
Hormel Foods Corporation with Burson-Marsteller

#### ANNUAL REPORT

Presented to

Odebrecht: De Sol a Sol  
Odebrecht with Llorente & Cuenca

#### EXTERNAL PUBLICATION

Presented to

Ready, Set, Play! Mott's Shows Moms the Way to Fun and Healthy Play Dates  
Dr Pepper Snapple Group with Ketchum

## **CREATIVE PRODUCT**

### ADVERTISING

Presented to

The Alliance for Climate Protection: Repower America  
The Alliance for Climate Protection with The Glover Park Group

### CORPORATE VIDEO

Presented to

Communicating in Crisis  
Columbus Regional Hospital with Porter Novelli

### PRESS KIT

Presented to

United States of Tara Press Kit  
Showtime

### INTERNAL COMMUNICATION

Presented to

Abbott Home  
Abbott

### PODCAST/WEBCAST

Presented to

Accenture High Performance Business Podcast Series  
Accenture with Murphy & Company

## POSTER/CALENDAR/PHOTOGRAPHY

Presented to

Dove Go Fresh: Giving 20-Something Women a Fresh Take on Life  
Dove Go Fresh/Unilever with Edelman

## PUBLIC SERVICE ANNOUNCEMENT

Presented to

Ingrid Betancourt Awareness Campaign  
FD Gravitass

## VIDEO NEWS PRODUCTION

Presented to

Buchanan's Forever Sir Elton John Video News Release  
DIAGEO with Dialogue

## WEBSITE

Presented to

GM Shows the World What's Next  
General Motors with Weber Shandwick

## **MEDIA RELATIONS**

### MEDIA PLACEMENT: TELEVISION

Presented to

Boeing Unit Provides First Aid for Hurt Airplanes  
Boeing Commercial Airlines

### MEDIA PLACEMENT: MAGAZINE

Presented to

RecycleBank Leverages Top Tier Media to Help Secure Funding  
RecycleBank with Articulate Communications

#### MEDIA PLACEMENT: NEWSPAPER

Presented to

A New Spotlight on a Established Player – Stryker Financial Times Feature  
Stryker Corporation with Kwitken & Company

#### RESEARCH FOR PUBLICITY

Presented to

The S.P.A.M. Experiment (Spammed Persistently All Month)  
McAfee, Inc. with The Red Consultancy

#### **2008 IRON SABRE AWARD WINNERS:**

#### EMPLOYEE PROGRAM

Presented to

The Employee Driven Workplace  
rbb Public Relations

#### PR AGENCY INITIATIVE

Presented to

Jack + Bill  
Porter Novelli

#### PRODUCT OF THE YEAR

Presented to

dg&a's messagemap Methodology – Driving Business Results Through a Disciplined Approach  
dg&a

## EVALUATION

Presented to

The Media Reality Check: Content Analysis of Recent News Coverage of Life Insurance Coverage  
MetLife with Echo Research