

2008 GOLD SABRE AWARD NOMINEES:

BUSINESS-TO-BUSINESS MARKETING (EXISTING PRODUCT)

The Long and Winding Amber Road: Sun's Amber Road Launch
Sun Microsystems with Bite Communications

AVICTA Complete Cotton Blimp Campaign
Syngenta Seed Care with Gibbs & Soell Public Relations

Revolutionizing Medical Imaging: Toshiba Aquilion ONE Dynamic CT Campaign
Toshiba America Medical Systems, Inc. with Ketchum

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

The New SFI: Giving Forest Certification and Identity
Sustainable Forestry Initiative with Porter Novelli

BUSINESS-TO-BUSINESS MARKETING (NEW PRODUCT)

Launching Acquia to an Open Source Community: The Importance of Transparency and
Integrated Social and Traditional PR
Acquia with Citigate Cunningham

Experience Transitions V1 Launch
Transitions Optical with Euro RSCG Worldwide PR

Let Go of the Ladder and Step Up to a Modern World Platform
JLG Industries, Inc. with Padilla Speer Beardsley

Science You Can Eat: The Unveiling of a Start Up
Gourmetceuticals with Porter Novelli

Xiotech Puts Traditional Data Storage on ISC
Xiotech with Weber Shandwick

BUSINESS-TO-CONSUMER MARKETING (EXISTING PRODUCT)

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

Hershey's Bliss Celebrates Launch with 10,000 In-home Chocolate Parties
The Hershey Company with JSH&A Public Relations

Sticking to Brand Mantra Continues to Pay Off for Duct Tape
Henkel Corporation with Liggett Stashower

Polly Want a Car Kit? California Drivers Go Hands-Free with Parrot
Parrot Inc. with Text 100 Public Relations

Nature's Variety Rotation Diet
Nature's Variety Pet Food with Wheatley & Timmons

BUSINESS-TO CONSUMER MARKETING (NEW PRODUCT)

SCRABBLE : Repositioning a 60-Year-Old Brand
Hasbro Games with Carmichael Lynch Spong

The BACARDI Classic Cocktail Mojito
Bacardi U.S.A. with Corbin & Associates, Ltd.

Electrolux Major Appliances
Electrolux with Weber Shandwick

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

Pizza Hut Tuscani Pastas Launch
Pizza Hut with Zeno Group

INTEGRATED MARKETING

“Add a Little Irish to Your Game”
Colgate-Palmolive with Cohn & Wolfe

Tide and Downy Total Care: Elevating Fabric Care to Fashion Care
Tide and Downy/Procter & Gamble with DeVries Public Relations

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

I Can't Believe It's Not Butter!
Unilever with M Booth & Associates

Plan Your Oils Future: U.S. Soybean Growers Deliver Healthy Options to the Food Industry
United Soybean Board with Publicis Consultants | PR

CHANGE MANAGEMENT

InBev's Acquisition of Anheuser-Busch: Creating the Global Leader in Beer
Anheuser-Busch InBev with Brunswick Group LLC

AT&T 2.0
AT&T with Fleishman-Hillard

HP + EDS: Becoming One HP
Hewlett Packard with Hill & Knowlton

Merger of Invitrogen and Applied Biosystems
Life Technologies and Joele Frank Wilkinson Brimmer Katcher

MillerCoors Joint Venture
Miller Coors

CORPORATE IMAGE

Allstate: Action Against Distraction
Allstate with Burson-Marsteller

Canadian National Railways: Acquisition of the EJ&E
Canadian National Railways with Burson-Marsteller

AmerenUE Connecting Missouri
AmerenUE with Fleishman-Hillard

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

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

EMPLOYEE COMMUNICATIONS

Driving Culture Change: Edison International's *Chairman's Award*
Edison International with Gagen MacDonald LLC

Diversity & Inclusion: From Dialogue to Action
Schering-Plough Corporation with Hill & Knowlton

A Call to ACTION: Dr. Pepper Snapple Group Celebrates Independence Day
Dr. Pepper Snapple Group with Ketchum

Fuel for Thought: American Airlines Gets Fuel Smart
American Airlines with Weber Shandwick

Simple Habits, Big Benefits: Compliance
Deloitte

EXECUTIVE LEADERSHIP

A Prescription for Leadership: Medco Forges a Path to Transforming Pharmacy Care in America
Medco Health Solutions, Inc. with Coyne Public Relations

Executive Leadership
J.E. Robert Companies with Edelman

Leadership Communications Effectiveness 360
Driving Leadership Behaviors that Accelerate Execution of the *Plan to Win*
McDonalds Corporation with Gagen MacDonald LLC

Raising Awareness and Prestige Through Strategic Media Relations
New York University Stern School of Business with RF | Binder Partners

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

FINANCIAL COMMUNICATIONS

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

A Hard Sell for Hardwood Flooring: Lumber Liquidators Nails It
Lumber Liquidators with FD

Dr Pepper/Snapple Group Makes a Splash on the NYSE
Dr. Pepper Snapple Group with Ketchum

Correcting Perception, Curbing Short Interest in CPHD
Cepheid with Porter Novelli Life Sciences

Ruder Finn's Vision Delivers Novartis' Farsighted Strategy to Key Audiences
Novartis Corporation with Ruder Finn

CAUSE-RELATED MARKETING

“Holiday Mail for Heroes”

Pitney Bowes, Inc. and the American Red Cross with CJP Communications and Zeta Interactive

Time Out for Gout!

Savient Pharmaceuticals and the Gout & Uric Acid Education Society with Euro RSCG Life PR

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

AT&T Inc. and Cell Phone for Soldiers with Fleishman-Hillard

Samsung's Four Seasons of Hope Exceeds Expectation with MWW Group
Samsung Electronics America with MWW Group

Covanta Entergy: *Fishing for Energy*

Covanta Energy with Rasky Baerlein Strategic Communications

COMMUNITY RELATIONS

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

Payless ShoeSource with Cohn & Wolfe

Creating Hope Through Design: Bank of America Helps Deliver a Fresh Start to Bay Area Community Organizations

Bank of America with Emanate

Banking on a Small Town

Chase Card Services with Ketchum

MasterCard Project Math

MasterCard Worldwide with Weber Shandwick

FMA Live!

Honeywell and NASA

CORPORATE SOCIAL RESPONSIBILITY

Taking Fair Trade Further
TransFair USA with Carmichael Lynch Spong

“Hampton Save-A-Landmark”
Hampton Hotels with Cohn & Wolfe

Toyota "Leadership on Environmental Awareness for Our Future"
Toyota Motor Sales U.S.A., Inc. with GolinHarris

Pampers/UNICEF One Pack = One Vaccine
Pampers with PainePR

Honeywell Hometown Solutions
Honeywell

SOCIAL MARKETING

Helping Advance Humanity
American Humane Association with Carmichael Lynch Spong

Making Quitters Winners
ClearWay Minnesota with Carmichael Lynch Spong

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

The American Heart Association Power to End Stroke Campaign
The American Heart Association with Cone

Encouraging Behavior Change through Public Education
State of California Department of Alcohol and Drug Programs (ADP) with Edelman

CORPORATE MEDIA RELATIONS (BUSINESS MEDIA)

Moving Markets: Bringing Wall Street to Main Street
Automatic Data Processing, Inc. with Cohn & Wolfe

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

Reframing an Industry: From “Marge in Personnel” to Part of the C-Suite

Society for Human Resource Management with The Glover Park Group

Reducing Our Carbon Footprint, One Building at a Time
Serious Materials with Vantage Communications

Abbott's XIENCE V Blankets the Media: A New Standard for Medical Device Launches
Abbott

CORPORATE MEDIA RELATIONS (TRADE MEDIA)

AMD Shanghai Launch
AMD with Bite Communications

Phone+ or Bust: Time Warner Cable Business Class Launches Partner Program
Time Warner Cable Business Class with Ketchum

Turn a Down Economy Into a Positive Media Opportunity
Thoma Bravo, LLC with LANE PR

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

Campaign for CURE
Consumers United for Rail Equity with Widmeyer Communications

PRODUCT MEDIA RELATIONS (CONSUMER MEDIA)

The World Voted and Created the First-Ever Global *Monopoly* Game Board
Hasbro with Hunter Public Relations

Vaseline Skin is Amazing Campaign
Unilever (Vaseline) with M Booth & Associates

Shifting Consumer Tastes and Interests From the Bar to BeerTender
Heineken USA with MS&L

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

“Brewing” National Awareness for Dunkin' Donuts: Building “Buzz” as a Local Favorite
Becomes a National Brand
Dunkin' Donuts with RF | Binder Partners

PRODUCT MEDIA RELATIONS (TRADE MEDIA)

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

Sealy Posturepedic Innerspring Launch
Sealy with Cramer-Krasselt Public Relations

Revolutionizing Medical Imaging: Toshiba's Aquilion ONE Dynamic Volume CT Campaign
Toshiba America Medical Systems, Inc. with Ketchum

A Smarter Thermostat: Launching Honeywell UtilityPRO
Honeywell with Weber Shandwick

Living the Tera Era Dream
Hitachi Global Storage Technologies (Hitachi GST) with Weber Shandwick

NEW AND DIGITAL MEDIA

Remapping the World
3Tier with APCO Worldwide

The Allstate Foundation: Click to Empower: Show Your Support For Survivors of Domestic Violence
The Allstate Foundation with Fleishman-Hillard

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

Joffrey's Java Beta Test
Joffrey's Coffee & Tea Co. with Pierson Grant Public Relations

MatchMaster Product Launch Campaign
MatchMaster with Rogers & Cowan

BLOGGER OUTREACH

Blog Tour Shows Moms How to Breathe Easier
American Standard Heating & Air Conditioning with Carmichael Lynch Spong

Swiffer "Breaks Up" Over YouTube
Procter & Gamble with MS&L

Rocket XM and UNIFEM Say NO to Violence Against Women
UNIFEM with Rocket XL

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

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

CRISIS MANAGEMENT

Crystallizing a Community Response to a Corporate Tragedy
Imperial Sugar with Edelman

“290% Greater Than Expected: A Campaign to Maximize Returns to Enron’s Creditors”
Enron Creditors Recovery Corp. with FD

Lead Chromate Controversy
GeneralSports Venue/AstroTurf with French | West | Vaughan

In the Face of Tragedy, Upscale Retail Chain Upholds Best in Class Reputation
Upscale Retail Chain with Reputation Partners

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

ISSUES MANAGEMENT

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

From Toxic to Truthful: Turing the Tide on Phthalates
American Chemistry Council with Ogilvy Public Relations Worldwide

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

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

AMERIGROUP Corporation Illinois Litigation
AMERIGROUP Corporation

PUBLIC AFFAIRS

The Campaign for a New GI Bill/The Fund for Veterans' Education
The Campaign for a New GI Bill/The Fund for Veterans' Education with DKC

I Support a Fair Performance Right Now!
musicFIRST Coalition with Edelman

Saving Our Assets
American Trucking Associations with FD Dittus Communications

City of Greensboro Street Improvement Bonds Campaign
Action Greensboro with RLF Communications

The Pickens Plan
T. Boone Pickens with Sloane & Company

MULTICULTURAL COMMUNICATIONS

First 5 LA Public Education Campaign
First 5 LA with Hershey | Cause

Hable Con Su Medico (*Talking to Your Doctor*)
Aetna with Ketchum

Be the One Campaign (Sea Usted)
National Marrow Donor Program with LAGRANT COMMUNICATIONS

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

McDonald's Hispanic Education Initiative
McDonalds Corporation with VPE Public Relations

MARKETING TO WOMEN

Tupperware's Chain of Confidence Campaign
Tupperware Brands Corporation with DeVries Public Relations

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

"Go Florida Grapefruit"

Florida Department of Citrus with GolinHarris

Celebrating Chocolate Milk As The Official Drink of Halloween
Milk Processor Education Program (MilkPEP) with Weber Shandwick

“Flu-Free and A Mom-to-Be: Protect Yourself, Protect Your Baby – Get a Flu Shot!”
National Women’s Health Resource Center, Association of Women’s Health, Obstetric
and Neonatal Nurses and CSL Biotherapies with Weber Shandwick

MARKETING TO YOUTH

Great Safety Adventure 2008 Tenth Anniversary Tour
Home Safety Council with Brand Resources Group

2008: The Year of Spam
Hormel Foods with Burson-Marsteller

National Guard BMX Freestyle Freedom Tour 08
Army National Guard with CACI Strategic Communications

Chevy Aveo5 Livin' Large College Cab
General Motors-Chevrolet with Weber Shandwick

Planning for Life
United States Army with Weber Shandwick

PUBLICITY STUNT

AirTranica Takes to the Skies
AirTran Airways with Cramer-Krasselt Public Relations

Launching “The Finger”
Nestlé USA/Butterfinger with GolinHarris

Sarah Palin by a Landslide? Why the Media Went Wild for a Parallel Presidential
Election on eBay
eBay with Kaplow

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

Cranergy Penn Station Stunt
Ocean Spray with Weber Shandwick

SPECIAL EVENT (LESS THAN 7 DAYS)

79th Annual LULAC National Convention: LULAC Brings Presidential Contenders Center Stage to Latino Voters
League of United Latin American Citizens (LULAC) with Bromley Communications

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

Wii Fit Launch
Nintendo of America with GolinHarris

Duct Tape Festival: "X" Marks the Spot doe a Sticky Situation
Henkel Corporation with Liggett Stashower

Journey to the Old West: Refuge Roundup 2008 at the Rocky Mountain Arsenal National Wildlife Refuge
US Fish & Wildlife Service, U.S. Army with MGA Communications for Shell Oil Co.

SPECIAL EVENT (MORE THAN 7 DAYS)

Breast Cancer 3-Day
National Philanthropic Trust with Barkley Public Relations

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

A New Twist on Giving Back: Auntie Anne's 20th Birthday
Auntie Anne's Pretzels with GolinHarris

On a High Note: Celebrating 125 Years of That Great Gretsch Sound
The Gretsch Company with Jackson Spalding

Tune In and Tune Up
Valley Clear Air Now with Porter Novelli

SPONSORSHIP

Juvéderm *Decades of Smooth* Campaign
Allergan, Inc. with Chandler Chicco Agency

McDonald's Global 2008 Beijing Olympic Games

McDonald's Corporation with GolinHarris

Lenovo: Winning at Every Olympic Moment
Lenovo with Ketchum

Sara Lee Makes Lunchtime Showtime
Sara Lee Fresh Bakery with O'Malley Hansen Communications

ComEd Sponsors Local Girls to Compete in Scripps National Spelling Bee
ComEd

TRADE SHOW

Shure's "Golden Ear" Challenge: An Audiophile Haven at CES 2008
Shure with Greenough Communications

JBCPR Presents Housewares Show Media Ho-Down
JB Cumberland PR

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

Raising HP's Channel Profile
HP Solution Partners Organization (SPO) with Porter Novelli

Thermos Hydration for All Event with Allison Sweeney
Thermos, LLC with Wheatley & Timmons

LATIN AMERICA

Ingrid Betancourt Awareness Campaign
FD Gravitass

Johnnie Walker "Green Vision"
DIAGEO with IdeaZeit

APEC CEO Summit 2008 (Leader's Week)
Comex Peru with Llorente & Cuenca

rutapink
Doral Bank with Lopito, Ileana & Howie Inc.

ZZ in the City
Adidas with The Jeffrey Group

CANADA

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

Filter for Good: A Mutual Social Responsibility Initiative
Brita with Edelman

Uncrate the Florida Sun
Florida Department of Citrus with GolinHarris

Fostering a Culture of Energy Conservation in Ontario
Ontario Power Authority with National Public Relations

A "Peek" at Sweet History – Celebrating 150 Years of Peek Freans Cookies
Kraft Canada with Weber Shandwick

MULTI-COUNTRY PROGRAM

Emerging From the Shadows: Raising IHS' Star Power and Brand Visibility
HIS with Ogilvy Public Relations Worldwide

MasterCard Insights Report: Mass Market Credit in the Seven Leading Latin American
Cities
MasterCard Worldwide with Porter Novelli

Traveling Almonds: Increasing Global Almond Consumption One Handful at a Time
The Almond Board of California with Porter Novelli

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

The Innovation Catalyst: Honeywell Propels Global Aerospace Industry to New Heights
Honeywell Aerospace with Weber Shandwick

GLOBAL PROGRAM

Thomson Reuters: Introducing Intelligent Information
Thomson Reuters with Burson-Marsteller

Western Union's Our World, Our Family Program

Western Union with Cone

Voices of the Olympic Games
Lenovo with Ogilvy Public Relations Worldwide

We Stand for Our Values – An International Internal Values Communication Strategy
Siemens AG with Pleon

IEEE – Engineering a better Tomorrow, Today
IEEE (Institute of Electrical and Electronics Engineers, Inc.) with Ruder Finn

2008 SILVER SABRE AWARD NOMINEES:

AUTOMOTIVE

Hyundai Hope on Wheels-Connecting Hyundai Dealers to the Community
Hyundai Motor America with Allison & Partners

Jiffy Lube *Maintenance Partners for Life*
Jiffy Lube International with Cone

Wheels of Change: Zipcar Brings Car Sharing to the Masses
Zipcar with CooperKatz & Company, Inc.

2008 Shell Eco-marathon America
Shell with Edelman

Hyundai Genesis' Road to North American Car of the Year
Hyundai Motor America with Ketchum

FASHION & BEAUTY

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

Wrangler Develops “The Ultimate Riding Jean:
Wrangler Specialty Apparel with French | West | Vaughan

Launching Clairol Perfect 10 n' Nice 'n Easy
Clairol, a Procter & Gamble brand with Marina Maher Communications

Launching CoverGirl's LashBlast Mascara

CoverGirl, a Procter & Gamble brand with Marina Maher Communications

You Can Stand Under Our Umbrella ‘Ella, ‘Ella, Ella
totes-ISOTONER with Northlich

FOOD & BEVERAGE

Pepperidge Farm Tim Tam Cookies
Pepperidge farm, Inc. with DeVries Public Relations

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

Ferrero Facilitates Its Cause-Centric Core Consumers to “Share Something Sweet”
Ferrero Chocolates with MS&L

Margarine Gets Back Into the Game With the Promise Cardio Kick-off
Promise/Unilever with Ogilvy Public Relations Worldwide

got milk? Search for America's Chief Health Officer
Milk Processors Education Program (MilkPEP) with Weber Shandwick

BEER, WINE AND SPIRITS

“Truth in Vodka” Campaign for Sobieski Vodka (Poland’s #1 Premium Vodka)
Sobieski Vodka with Hanna Lee Communications, Inc.

Beam Global Drives National Awareness of DWI Courts
Beam Global Spirits & Wine, Inc. with Qorvis Communications

Destination Riesling: Where European Style Meets American Taste
Wines of Germany, co-financed by the European Union with RF | Binder Partners

Repositioning Chile: The Interplay Between Quality and Value
Wines of Chile with RF | Binder Partners

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

HOUSEHOLD PRODUCTS

Knock Out the Fat with George: The Revitalization & Broadening of the George
Foreman Cooking Brand

Applica Consumer Products, Inc. with Burson-Marsteller

Tempur-Pedic: Bringing Night-Time Renewal to Life
Tempur-Pedic with Edelman

Ketchum Helps Green Works See “Green”
The Clorox Company – Green Works brand with Ketchum

Bringing Style to the Surface with DuPont Corian
DuPont with Ogilvy Public Relations Worldwide

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

CONSUMER PRODUCTS

PR and Marketing Campaign for Leica Camera USA
Leica Camera with Evins Communications

E-Fuel: Priming the Pumps for the Microfueler
E-Fuel with Maloney & Fox

“Protecting Futures”
Procter & Gamble with MS&L

Iams Home 4 the Holidays Sets Out on a Mission to Save the Lives of 1 Million Pets
Iams and Helen Woodward Animal center with PainePR

The EasyBloom: Red Takes the Guesswork out of Gardening
PlanetSense EasyBloom with The Red Consultancy

ENTERTAINMENT

Current Media's "Hack the Debate"
Current Media Network with Bender/Helper Impact

T-Mobile Sidekick LX Tony Hawk Edition
T-Mobile USA with BNC

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

Florida Marlins Super-Size Saturday Home Games

Florida Marlins with rbb Public Relations

The Audacity of Obama Girl: Barely Political PR Campaign
Barely Political with LaunchSquad

FINANCIAL SERVICES

2008 Merrill Lynch Wealth Management PR Network: Adding Value to the Business
Merrill Lynch Wealth Management with Burson-Marsteller

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

Rebranding of Doral Bank: Doral eres parte
Doral Bank with Lopito, Ileana & Howie Inc.

Green Employee Program
MasterCard Worldwide with Porter Novelli

The Debt Diva Campaign
CareOne Services with RLF Communications

FOOD SERVICE

How Famous Dave's BBQ Helped Small Town, Salisbury, Get Famous
Famous Dave's with Brodeur Partners

Pike Place Roast Launch
Starbucks Coffee Company with Edelman

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

Cooking with Kids to Grow the Red Robin Gourmet Burgers Brand
Red Robin Gourmet Burgers with Linhart Public Relations

"Taste Minnesota Nice! 2008 Taste of the TCO with the Minneapolis Aquatennial"
Twin Cities Originals with Risdall McKinney Public Relations

RETAILERS

Target Hits the Bullseye with 4 Designer Pop-Up Stores Mass Retailer Showcases
“Expect More, Pay Less” by Transforming the NYC Corner Bodega into a Mecca for
Uber-affordable Designer Good
Target Stores with Kaplow

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

Approaching the Digital Deadline: Best Buy DTV Education Campaign
Best Buy with MS&L

“Vote for _____.”
Gap with SS+K

For All the Ways You Care
CVS Pharmacy with Weber Shandwick

TRAVEL AND TOURISM

Park-Savvy Parents Become Walt Disney World’s First Online Moms Panel
Disney Parks with Coyne Public Relations

The Amazon Jungle Meets the Concrete Jungle (Amazonia Brasil)
Health and Happiness Project (Projeto Saúde & Alegria), Amazon Working Group, Fare
Arte with Edelman

Ocean City, Md., Citizen Alert Campaign
Ocean City, Md., Department of Tourism with MGH, Inc.

Hilton Garden Inn "BIG DAY Breakfast Menu"
Hilton Garden Inn with PainePR

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

BUSINESS SERVICES

Beyond Numbers: Deloitte Delivers Social Impact *and* Business Value through
Commitment to Our Communities
Deloitte LLP with Cone

Ryanxypyr Spells Growth for DuPont

DuPont Crop Protection with Exponent

SunEdison's City Tour for Solar
SunEdison with Gallagher Group Communications

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

“Calling on All Commodities”
DTN with Tunheim Partners

INDUSTRIAL AND MANUFACTURING

Trade Media Relations
Hunter Douglas with DMD

Edelman API Online Engagement Program
American Petroleum Institute (API) with Edelman

Green Crude Production
Sapphire Energy with Edelman

A Menu for Re-Branding
Gilroy Foods & Flavors Ketchum

A Vision for Sustainability
Vision-Ease Lens with Risdall McKinney Public Relations

PROFESSIONAL SERVICE FIRMS

Launching the War Room and Creating the MindShare Black Hole Effect
Russell Reynolds Associates with Makovsky + Company

MWW Group Boosts Brand Awareness for Nation's Third-Largest Employer: The
Biggest Company You've Never Heard of
Adecco Group North America with MWW Group

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

Accenture High Performance Delivered Advertising & Integrated Marketing Program:
New Accenture Campaign Answers Call of Tough Economic Times

Accenture with Y&R

Deloitte Drives Healthcare Debate

Deloitte with Hill & Knowlton

CONSUMER ELECTRONICS

HP, A New Runway Darling

Hewlett Packard with Edelman

The New Xbox Experience Launch: The Re-birth of Xbox 360

Microsoft Interactive with Edelman and Taylor

Staying Connected with VTech: Satellite Sisters Campaign

VTech Communications with GolinHarris

Making a Big Splash for the Sony VAIO Graphic Splash Notebook

Sony Electronics, Inc. with Ruder Finn

Plantronics: Driving Leadership Surrounding Hands-free Laws

Plantronics with The Hoffman Agency

TECHNOLOGY: HARDWARE

It's a Bird, It's a Plane...No, It's the Martin Jetpack

Martin Jetpack with CRT/tanaka

Zune Wisin y Yandel PR Program

Microsoft Zune with Edelman

Evergreen Innovation – HP Print Cartridges “Closed Loop” System for Plastics Recycling

Hewlett Packard, Imaging and Printing Group, Supplies with Porter Novelli

2008: The Awakening of a Green U.S. Government

Cisco with Qorvis Communications

Xerox Takes the Headaches Out of Office Printing

Xerox Corporation with Text 100 Public Relations

TECHNOLOGY: SOFTWARE

Adobe Reinvents the Future of the Web with AIR

Adobe Systems Incorporated with A&R Edelman

Intuit Sings to a Different Tune: Tommy Silk and The Jingle Generator
Intuit with Access Communications

GroundWork Open Source and the “Open Source Idol” Contest
GroundWork with Page One Public Relations

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

Twitter at Black Hat: How Microsoft Threw Its Hat into The Newsroom of the Future
Microsoft Trustworthy Computing with Waggener Edstrom Worldwide

TELECOMMUNICATIONS

Fairpoint’s “One Message, Nine Audiences”
Fairpoint Communications, Inc. with CJP Communications

Motorola TV Whitespace Campaign
Motorola with Fleishman-Hillard

ReMIND.org
Bob Woodruff Foundation with JWT/Atlanta

Samsung Instinct: A New Experience in Touchscreen Phones
Samsung Telecommunications America with MWW Group

Forget the Slingshot and the Stone. T-Mobile and Waggener Edstrom Take on Goliath
With an Android Invasion: Introducing the T-Mobile G1
T-Mobile USA with Waggener Edstrom Worldwide

WEB-BASED BUSINESS

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

Bill Me Later –The Power of the Man Cave
Bill Me Later with Schwartz Communications

Web-Based Program Focused on Pre and Post Black Friday Deals Increases 4th Q Yr-
Over-Yr Revenue for Dealnews by 21%
Dealnews.com with The Bohle Company

Taking the Advertising High Ground for Microsoft
Microsoft with The Red Consultancy

“I Just Saw It on CNN.com”
CNN.com with Rogers & Cowan

CONSUMER HEALTH

Doctor Dialogues: Improving Conversation, Advancing Women’s Health
Communications Strategies, Inc.

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

Kiss It Forward with Abreva
GlaxoSmithKline Consumer Healthcare with GolinHarris

Striking a Chord About Cord Blood: Elevating the Voice of Mom
Cord Blood Registry (CBR) with GolinHarris

One a Day and Ellen DeGeneres Team Up to Deliver Wake-Up Calls About Breast
Cancer Awareness
Bayer HealthCare with HealthSTAR Public Relations

HEALTHCARE PROVIDERS

Mobilizing the AMA's Patient Action Network to Preserve Access to Care
American Medical Association with Adfero Group

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

“This is the Place, Now is the Time.” Piedmont Healthcare’s Employee Referral
Campaign
Piedmont Hospital with GolinHarris

A New Vision for California Optometry
California Optometric Association with Porter Novelli

Providing Quality Care: Demonstrating the Vital Role of Surgeons
The American College of Surgeons with Weber Shandwick

MEDICAL DEVICES

Revolutionizing Medical Imaging: Toshiba Aquilion ONE Dynamic CT Campaign
Toshiba America Medical Systems, Inc. with Ketchum

Win an MRI Contest
Siemens with Medialink

BRAC Analysis: The Benefits of Knowing Your Hereditary Breast and Ovarian Cancer Risk and Genetic Testing
Myriad Genetic Laboratories, Inc. with Ogilvy Public Relations Worldwide

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

Abbott's XIENCE V Blankets the Media: A New Standard for Medical Device Launches
Abbott

PHARMACEUTICAL: RX

Novo Nordisk Presents: Divabetic - Makeover Your Diabetes
Novo Nordisk with Biosector 2

The *Christopher* Series
Novartis Pharmaceuticals Corporation with Chandler Chicco Agency

The PARTnering Against Menstrual Migraine
Endo Pharmaceuticals with GCI Health-Atlanta

It's Time to Challenge Colon Cancer: Do You Have the Guts?
Quest Diagnostics with Makovsky + Company

Differin "Acne Rumor Control" Teen Campaign
Galderma and WeissComm Partners

ASSOCIATIONS

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

Drilling Deeper – Energizing an Industry in the Crosshairs
American Petroleum Institute with Edelman

A Campaign to Crack a Green-Building Monopoly
American Forest & Paper Association with Ogilvy Public Relations Worldwide

Clean Hands, Healthy Lives: SDA's Hand Hygiene Campaign
The Soap and Detergent Association with The American Society of Microbiology with
Ogilvy Public Relations Worldwide

2008 Political Outreach Program
American Coalition for Clean Coal Electricity (ACCCE) with The Hawthorn Group

EDUCATIONAL AND CULTURAL INSTITUTIONS

Ford's Theatre Society Capital Campaign
Ford's Theatre Society with APCO Worldwide

The Summit Lighthouse Celebrates 50th Anniversary, Acknowledges Past Challenges to
Ensure Future Acceptance
The Summit Lighthouse with Fineman PR

Oral, Head and Neck Cancer Awareness Week (OHANCAW) 2008
Yul Brenner Head and Neck Cancer Foundation with MCS Public Relations

Shedd Aquarium: Plan for the Worst, Execute the Best
Shedd Aquarium with Public Communications Inc. (PCI)

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

GOVERNMENT AGENCIES

Exposing the Infiltration of Tobacco, One Campus at a Time
The Ohio Tobacco Prevention Foundation with Northlich

Helping African-American Families Make the Kidney Connection
National Institute for Diabetes and Digestive and Kidney Diseases, National Institutes of
Health with Ogilvy Public Relations Worldwide

Making America FloodSmart: Reducing the Risk and Impact of Floods
Federal Emergency Management Agency with Ogilvy Public Relations Worldwide

The More You Know, the Safer Your Money – Keeping Money Where it's Safest: In the
Bank

Federal Deposit Insurance Corporation with Porter Novelli

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

NOT-FOR-PROFIT ORGANIZATIONS

Donate Life Illinois "I Am. Are You?" Campaign
Gift of Hope Organ & Tissue Donor network with Carolyn Grisko & Associates

Go Red for Women 2007-08 Untold Stories Campaign
American Heart Association (AHA)'s Go Red For Women (GRFW) Cause with Edelman

A New Face for Lai
International Kids Fund with GolinHarris

Adoption: Best Adoption-Friendly Workplace and Foster Care Adoption Outreach
Dave Thomas Foundation for Adoption with Paul Werth Associates

truth Orange Summer Tour 2008
American Legacy Foundation with The Ad*itive

2008 BRONZE SABRE AWARD WINNERS AND CERTIFICATES OF EXCELLENCE:

BLOG

WINNER:

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

CERTIFICATES OF EXCELLENCE:

K Street Café: Serving Up Innovative Ideas
Adfero Group

Red Lobster Connects with Consumers Through Chef's Blog
Red Lobster with Cohn & Wolfe

Graco Baby's First Steps into the Blogosphere
Graco Baby with Converseon

What's All the Color Buzz? – Valspar's Blog Launch
Valspar with Peppercom

SPEECH OR BY-LINED ARTICLE

WINNER:

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

CERTIFICATES OF EXCELLENCE:

Authoring a New Direction for Deceased Debt Collection
DCM Services with Beehive PR

KILZ Brand Primer Covers the Trade Press
Masterchem Brands/KILZ with Cramer-Krasselt Public Relations

CEO Byline Reaches C-Suite Executives with Antiviral Stockpiling Message, Drives
Web Traffic
Roche with Fleishman-Hillard

California Patient Education Program – Strategic Outreach, Media Relations Increases
Awareness, Moves Public Opinion
California Patient Education Program (Patient Program) with Gable PR

ANNUAL REPORT

WINNER:

Odebrecht: De Sol a Sol
Odebrecht with Llorente & Cuenca

CERTIFICATES OF EXCELLENCE:

Invitrogen Corporation – Online Annual Report 2007
Life Technologies with Porter Novelli

Homex 2007 Annual Report: Breaking New Ground
Desarrolladora Homex, S.A.B. de C.V. with RF | Binder Partners

EXTERNAL PUBLICATION

WINNER:

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

CERTIFICATES OF EXCELLENCE:

Medco Health Solutions Offers its "Perspective" on Health Care in America
Medco Health Solutions, Inc. with Coyne Public Relations

Casting a Light on New Food Trends
Gilroy Food & Flavors with Ketchum

Woodfield Chicago Northwest Convention Bureau (WCNCB) International Marketing
Lure Piece
Woodfield Chicago Northwest Convention Bureau with Mac Strategies Group

CND: Becoming Fashion's Hottest Accessory
CND with Red PR

ADVERTISING

WINNER:

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

CERTIFICATES OF EXCELLENCE:

Changing Tomorrow
Astellas Pharma US, Inc. with Hill & Knowlton

Recycling Changes Everything.
Norcal Waste Systems, Inc. with Singer Associates

Reframing an Industry: From “Marge in Personnel” to Part of the C-Suite
Society for Human Resource Management with The Glover Park Group

Let California Ring
Evelyn and Walter Haas Jr. Fund

CORPORATE VIDEO

WINNER:

Communicating in Crisis
Columbus Regional Hospital with Porter Novelli

CERTIFICATES OF EXCELLENCE:

Vibrant Rioja as “Official Wine” of Mercedes Benz Fashion Week
Consejo Regulader with CRT/tanaka

A True Corporate Citizen: Telling the AT&T Story Through the Voice of the People
AT&T with Fleishman-Hillard

“Transforming Lives” Video
Mattress Firm with Lambert Edward & Associates

Capturing the Karma of Spanlink
Spanlink with Weber Shandwick

PRESS KIT

WINNER:

United States of Tara Press Kit
Showtime

CERTIFICATES OF EXCELLENCE:

Green: More Than Just a Color at Sherwin-Williams
Sherwin-Williams with Carmichael Lynch Spong

McDonald's Angus Burger – A Food Quality “Masterpiece”
McDonald's Corporation with GolinHarris

Philips Distilling Sends the Prairie
Phillips Distilling Co. with OLSON

International Playthings NYC Press Events Personalized Media Kit
International Playthings with R&J Public Relations

INTERNAL COMMUNICATION

WINNER:

Abbott Home
Abbott

CERTIFICATES OF EXCELLENCE:

Dr Pepper Snapple Group “Events in a Box” Help Engage Employees, Celebrate
Independence

Dr. Pepper Snapple Group with Ketchum

Building for the Future
Johnson & Johnson with Porter Novelli

Communicating in Crisis
Columbus Regional Hospital with Porter Novelli

Bringing a Major Business Transformation to Life: Novartis Asks Ruder Finn to Help
Embed Customer-Centric Thinking Using the Power of the Intranet
Novartis Pharmaceuticals Corporation with Ruder Finn

PODCAST/WEBCAST

WINNER:

Accenture High Performance Business Podcast Series
Accenture with Murphy & Company

CERTIFICATES OF EXCELLENCE:

National Infertility Awareness Week Take Charge! Web Chats
EMD Serono with Baer Consulting

Untying the PurseStrings of America's Most Powerful Consumer
WebmasterRadio.FM with Carmichael Lynch Spong

Brown Delivers...With A Green Webcast
UPS with Fleishman-Hillard

RepChatter Podcast
Peppercom

POSTER/CALENDAR/PHOTOGRAPHY

WINNER:

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

CERTIFICATE OF EXCELLENCE:

Best Dishes from Fort Bragg: Smithfield DeCA and Paul Deen Welcome Home Our
Troops
Smithfield with GolinHarris

PUBLIC SERVICE ANNOUNCEMENT

WINNER:

Ingrid Betancourt Awareness Campaign
FD Gravitass

CERTIFICATES OF EXCELLENCE:

Advancing Humanity on the Air
American Heart Association with Carmichael Lynch Spong

Depression is Real PSA Campaign
Depression is Real Coalition with Porter Novelli

The More You Know, the Safer Your Money
Federal Deposit Insurance Corporation with Porter Novelli

There's Nothing Glamorous About Colon Cancer
sanofi-aventis with Publicis Consultants|PR

VIDEO NEWS PRODUCTION

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

CERTIFICATES OF EXCELLENCE:
Announcing Punta Brava, Featuring Tiger Woods' First Oceanfront Golf Course
The Flagship Group with Fleishman-Hillard

Taking Ho Hum out of Data Storage
Xiotech with Weber Shandwick

WEBSITE

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

CERTIFICATES OF EXCELLENCE:
The Re-Design and Re-Launching of Hormel.com
Hormel Foods with Burson-Marsteller

www.PARMM.com: Bringing the PARTnering Against Menstrual Migraine Campaign
Online
Endo Pharmaceuticals Inc. with GCI Health-Atlanta and The Lathe

Accenture.com
Accenture with Murphy & Company

“Minneapolis Saint Paul More to Life” Web Site
Minneapolis Saint Paul More to Life with Padilla Speer Beardsley, Tunheim Partners and
Weber Shandwick

MEDIA PLACEMENT: TELEVISION

WINNER:

Boeing Unit Provides First Aid for Hurt Airplanes
Boeing Commercial Airlines

CERTIFICATES OF EXCELLENCE:

Crock-Pot Slow Cookers “Real Food, Real Easy”
Jarden Consumer Solutions’ Crock-Pot Brand with 360 Public Relations

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

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

Perfectmatch’s Duet Matchmaking System Featured on “Dancing With The Stars”
Perfectmatch.com with Weber Shandwick

MEDIA PLACEMENT: MAGAZINE

WINNER:

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

CERTIFICATES OF EXCELLENCE:

Cover This: *Outside Magazine* Praises Arc’teryx Jackets
Arc’teryx Equipment, Inc. with Carmichael Lynch Spang

A Parade of Hits for UPS
UPS with Fleishman-Hillard

A Summer Camp for Losers – *Newsweek’s* Health Tip Sheet
Wellspring with French | West | Vaughan

Sports Illustrated Swimsuit Issue Winter 2008
U.S. Virgin Islands Department of Tourism with M Booth & Associates

MEDIA PLACEMENT: NEWSPAPER

WINNER:

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

CERTIFICATES OF EXCELLENCE:

Ball Jars: Helping a New Generation Preserve Savings
Jarden Home Brands' Ball Brand with 360 Public Relations

Clean Up the Classroom Campaign
Clorox Disinfecting Wipes with Current Lifestyle Marketing

Hammering It Home: A Feature in the Style Section of the New York daily News
Connects eBay with Millions of Aspiring Home Decorators, and Creates a Call to Action
for Shoppers
eBay with Kaplow

3-ability Digital: NFL in 3D
3-ability Digital with Sandy Hillman Communications

RESEARCH FOR PUBLICITY

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

CERTIFICATES OF EXCELLENCE:
Behind the Bathroom Door: American Standard Researches America's Habits in the Bath
American Standard with Carmichael Lynch Spong

Identity Fraud is Down \$6 Billion
Javelin Strategy & Research with Schwartz Communications

Panda Security Emerges as a Resource During Challenging Economy
Panda Security with The Bateman Group

Reframing an Industry: From "Marge in Personnel" to Part of the C-Suite
Society for Human Resource Management with The Glover Park Group

2008 IRON SABRE AWARD WINNERS AND CERTIFICATES OF EXCELLENCE:

EMPLOYEE PROGRAM

WINNER:
The Employee Driven Workplace
rbb Public Relations

CERTIFICATES OF EXCELLENCE:
The Talent Readiness Generator
DAVIES

Enrichment for the Mind, Body and Soul

DeVries Public Relations

Real People. Real Stories.

GolinHarris

Makovsky + Company: What We Learned From 2001

Makovsky + Company

PR AGENCY INITIATIVE

WINNER:

Jack + Bill

Porter Novelli

CERTIFICATES OF EXCELLENCE:

K Street Café: Serving Up Innovation Ideas

Adfero Group

Apex Influencer Report

Apex Public Relations

Marketing to the Motherhood: Child's Play Teams Up with Mommy Bloggers

Child's Play Communications

Pay It Forward: Agency's Generosity Earns Accolades

Padilla Speer Beardsley

PRODUCT OF THE YEAR

WINNER:

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

dg&a

CERTIFICATES OF EXCELLENCE:

SAP Early Bird 3.0

SAP with Burson-Marsteller

Demonstrating the Value of Social Media: The Blogalytic Story

Carmichael Lynch Spong

IQ Mapping: Bringing Structure and Measurement to Influencer Outreach

Ogilvy Public Relations Worldwide

Dashboards Rev Up PR Marketing
Tech Image

EVALUATION

WINNER:

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

CERTIFICATES OF EXCELLENCE:

PARTnering Against Menstrual Migraine: A Prototype of Reporting for a Paradigm of Success
Endo Pharmaceuticals with GCI Health-Atlanta

Nuts and Bolts Measurement: Unifying HP's Evaluation Program to Unlock PR Value
Hewlett-Packard with Porter Novelli and The Bivings Group