

Best Corporate Marketing Campaign

The Finalists

■ Glyph Interface and GRHealth for "Spine Center Campaign"

■ McCann Regan Campbell Ward and Daiichi Sankyo for "Daiichi Sankyo Corporate Campaign"

■ Saatchi & Saatchi Wellness and American Heart Association for "Go Red for Women"

■ StoneArch and 3M Health Care for "3M Infection Prevention Sustainability Leadership Video"

■ The CementBloc and The Coore Foundation for "Girls Right Of Way: Print"

The Award

Recognizes excellence for a print advertisement/campaign, website (company.com), video or other communications channel used to promote a corporate client.

Gold Award

The CementBloc and The Coore Foundation

Girls Right of Way: Print

Judges were impressed by The CementBloc's campaign for the Coore Foundation's Girls Right of Way (GROW), which runs health and literacy programs with a focus on helping girls realize their worth and full potential.

"This is a lovely campaign," one judge said. "It's very creative and strategic."

Ads, posters and postcards communicate the essence of GROW's programs. Each creative concept reflects the organization's grassroots nature and conveys the transformative potential of its work.

For example, the "GROW Rhythm" creative shows a grand staff drawn on a bullet-ridden wall such that the bul-



let holes are incorporated into the notation, along with copy that says: "Put an instrument in the hands of an at-risk child and their whole world can change."

"Great graphics, copy and story," noted a second judge. "Kudos to this team!"

Creative for GROW's reading centers, which shows "sagacious" graffitied on a wall, is equally impressive. The

copy notes that "literacy gives kids a chance to build a life based on sound decisions and healthy choices. And once this new vocabulary takes root, real growth happens."

The agency reported the materials have helped GROW form partnerships with organizations such as the Red Cross, and that project participation has increased significantly.

Silver Award

Glyph Interface and GRHealth

Spine Center Campaign



Judges called this campaign elegant, simple, creative and memorable. The creative illustrates the world-class care at Georgia Regents Spine Center with a spinal-cord image noting cities and countries at each vertebra and the tagline: "What does the rest of the world know that you don't?"

Results included a dramatic increase in inbound calls.