

## 2015 IABC/Chicago Bronze Quill Award Winners

### Division 2: Communication Management

This division focuses on strategic communication planning and execution of internal, external and integrated programs.

- Category 6 – Internal Communication

Award of Excellence

Entry: *Connect – Harmonizing Healthcare at ThyssenKrupp*

Submitted by: Franziska Weber

Company: Gagen MacDonald

Award of Excellence

Entry: *It Starts with Me: How Navistar Built a New Culture as we Moved from Turnaround to Transformation*

Submitted by: Kristin Sattayatam

Company: Navistar, Inc.

Award of Excellence

Entry: *Engaging RR Donnelly's Workforce in Medical Benefit Decisions*

Submitted by: Gabrielle Loring

Company: ROC Group

Award of Merit

Entry: *ComEd Employee Ambassador Program*

Submitted by: Katie Fitzgerald

Company: FTI Consulting

- Category 7 – Employee Engagement

Award of Excellence

Entry: *The Golden Shield Awards – Engaging Employees and Celebrating Success*

Submitted by: Katherine Wilburn

Company: Gagen MacDonald

- Category 10 – Human Resources and Benefits Communication

Award of Excellence

Entry: *Connect – Harmonizing Healthcare at ThyssenKrupp*

Submitted by: Franziska Weber

Company: Gagen MacDonald

Award of Excellence

Entry: *Well Beyond Wellness Campaign*

Submitted by: Chris Drath

Company: Aon Hewitt

- Category 10 – Human Resources and Benefits Communication (continued)

Award of Excellence

Entry: *Engaging RR Donnelley's Workforce in Medical Benefit Decisions*

Submitted by: Gabrielle Loring

Company: ROC Group

Award of Excellence

Entry: *The Preferred Partnership Introduction*

Submitted by: Susan D'Alexander

Company: The Boeing Company

- Category 11 – Change Communication

Award of Merit

Entry: *Connect – Harmonizing Healthcare at ThyssenKrupp*

Submitted by: Franziska Weber

Company: Gagen MacDonald

- Category 14 – Media Relations

Award of Excellence

Entry: *America's Most Fashionable Chocolate Dessert*

Submitted by: Liza Amling

Company: Golin

Award of Excellence

Entry: *ComEd Presents: The First Annual Icebox Derby*

Submitted by: Alex Varjan

Company: FTI Consulting

Award of Excellence

Entry: *Repositioning Hilton as the Industry's Leading Innovator – Edelman Launches Digital*

*Check-in with Room Selection*

Submitted by: Ryan Kuntz

Company: Edelman

Award of Excellence

Entry: *Contigo's Best Refreshed Product Launch*

Submitted by: Laura Bohacz

Company: LCWA

- Category 17 – Marketing Communication

Award of Excellence

Entry: *The 2014 Aflac WorkForces Report (AWR): Providing Insight for Important Benefits Decisions*

Submitted by: Cathleen Bleers

Company: Hill + Knowlton Strategies

Award of Excellence

Entry: *Healthy CPS Educational Campaign – Be Active. Eat Right. Learn Better*

Submitted by: Laritza Lopez

Company: Purple Group

- Category 19 – Advocacy Communication  
Award of Excellence  
Entry: *Yes to Short Creek*  
Submitted by: David Smolensky  
Company: Resolute Consulting

## Division 4: Communication Skills

The communication skills division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results. Starting this year, the Communication Skills Division is now simpler to enter.

- Category 33 – Digital Communication Channels  
Award of Excellence  
Entry: *BeSmartBeWell.com: Bullying*  
Submitted by: Virginia Murray  
Company: Health Care Service Corporation
- Category 34 – Audio/Visual  
Award of Excellence  
Entry: Towers Watson/Amsted *“Health Care Cost and Quality-Achieving the Right Balance” Video*  
Submitted by: Tom Meyer  
Company: Towers Watson

Award of Excellence  
Entry: *Zurich Videos Engage Employees*  
Submitted by: Julie Maffitt  
Company: Towers Watson

Award of Excellence  
Entry: *Kraft Symphony Video Campaign – Engage & Build Awareness*  
Submitted by: Rosanne Belczak  
Company: Kraft Foods Group

Award of Merit  
Entry: *Grant Thornton Creative Benefits Communications Videos*  
Submitted by: Kathy Walgamuth  
Company: Towers Watson

Award of Merit  
Entry: *Our Vision & Values in Action*  
Submitted by: Adam Fuss  
Company: National Express, LLC

- Category 35 – Publications  
Award of Excellence  
Entry: *Get Your Shop On*  
Submitted by: Nora Fitzgerald  
Company: Aon Hewitt  
  
Award of Excellence  
Entry: *CNH Industrial: Managing Change*  
Submitted by: Julie Maffitt  
Company: Towers Watson
- Category 36 – Publication Design  
Award of Excellence  
Entry: *Get Your Shop On*  
Submitted by: Nora Fitzgerald  
Company: Aon Hewitt
- Category 39 – Special Events – External  
Award of Excellence  
Entry: *Electrolux’s “Life is an Adventure” All-Brand Media Event*  
Submitted by: Laura Bohacz  
Company: LCWA  
  
Award of Merit  
Entry: *Samsung Living Atelier – 2014 Product Launch Event*  
Submitted by: AJ Pace  
Company: Current Lifestyle Marketing