

**BEST OF SHOW AWARD**

**The Black Sheep Agency**  
Better Make Room  
2016 IABC Bronze Quill Award

2016 IABC  
HOUSTON  
BRONZE QUILL  
AWARDS  
WINNERS

JUNE 16, 2016

**BEST OF DIVISION I:  
COMMUNICATION MANAGEMENT**

**The Black Sheep Agency**  
Better Make Room

**BEST OF DIVISION II:  
COMMUNICATION RESEARCH**

**FrogDog**  
Market Research for Dynamic Health Strategies

**BEST OF DIVISION IV:  
COMMUNICATION SKILLS**

**Shell Oil Company & Lorelle Media**  
After the Storm: Deepwater's Journey



**DIVISION I:  
COMMUNICATION  
MANAGEMENT AWARDS**

**SAFETY COMMUNICATION**

**Award of Merit**  
**Honor Safety. Protect All. A  
Commitment to Safety**  
Savage Brands

**ISSUES MANAGEMENT AND  
CRISIS COMMUNICATION**

**Award of Merit**  
**Revvig Up A Global Auto Retailer's  
Crisis Readiness**  
Group 1 Automotive & Pierpont  
Communications

**MEDIA RELATIONS**

**Award of Excellence**  
**2015 Media Relations at the  
University of Houston**  
Lisa Merkl, University of Houston

**Bringing the Luxe Life to Houston**  
Oliver McMillan & Pierpont Communications

**Could your cell phone be making you fat?  
Ask the chubby zebrafish.**  
Lisa Merkl, University of Houston

**Award of Merit**  
**Dave & Buster's Friendswood  
Grand Opening**  
Integrate Agency

**NONPROFIT CAMPAIGNS**

**Award of Excellence**  
**Winning With How To Win Wednesdays**  
Fulshear Area Chamber of Commerce

**Better Make Room**  
The Black Sheep Agency

**AHA Southwest Affiliate 'Don't Die of  
Doubt' Campaign**  
Savage Brands

**SOCIAL MEDIA PROGRAMS**

**Award of Excellence**  
**FY16 Bauer Social Strategy**  
C. T. Bauer College of Business

**GOVERNMENT  
COMMUNICATION PROGRAMS**

**Award of Excellence**  
**Plan Houston**  
Suzy Hartgrove, City of Houston Planning  
Department

**Mosbacher Takeaway**  
The Bush School of Government &  
Public Service

**HUMAN RESOURCES AND  
BENEFITS COMMUNICATION**

**Award of Excellence**  
**Spectra Energy Takes Steps to Wellness  
in 2015**  
Spectra Energy & Willis Towers Watson

**Fluor Pension Plan Termination  
Communication Campaign**  
Fluor Global Benefits & Aon Hewitt

**Verifying Your Dependents**  
Jennifer Uschold, Direct Energy

**Houston Methodist: Healthy Directions  
Health Tracks**  
Willis Towers Watson

**BP wellness program - strategy to  
simplification**  
Erin Hupp, BP

**Memorial Hermann: Healthy Balance  
Annual Enrollment Campaign**  
Willis Towers Watson

**INTERNAL COMMUNICATION**

**Award of Excellence**  
**Let's Talk: Strengthening Internal  
Communications at UTMB**  
University of Texas Medical Branch

**LEADERSHIP COMMUNICATION**

**Award of Excellence**  
**Communicating our Vision and Business  
Strategy 2015**  
Justine Williams, Direct Energy

**MARKETING, ADVERTISING  
AND BRAND COMMUNICATION**

**Award of Excellence**  
**Orangetheory Fitness West U  
Grand Opening**  
Integrate Agency

**Legacy: Service through Giving  
Publication**  
The Bush School of Government and  
Public Service

**66 Reasons to Love St. Louis**  
Phillips 66

**Better Make Room**  
The Black Sheep Agency

**EMPLOYEE ENGAGEMENT**

**Award of Excellence**  
**2015 Enbridge Houston Office  
United Way Campaign**  
Enbridge Public Affairs & Communications

**DIVISION II:  
COMMUNICATION RESEARCH**

**COMMUNICATION RESEARCH**

**Award of Excellence**  
**Market Research for Dynamic  
Health Strategies**  
FrogDog

**DIVISION III:  
COMMUNICATION TRAINING  
& EDUCATION**

No entries

**DIVISION IV:  
COMMUNICATION SKILLS**

**SPECIAL EVENTS**

**Award of Excellence**  
**Wake Up and Vote**  
Shar-day Campbell, Honey Brown Hope  
Foundation

**Houston Ship Channel Centennial  
Celebration**  
Lisa Ashley, Port of Houston Authority

**Award of Merit**  
**Women's Insecurity and National  
Security Conference**  
The Bush School of Government and  
Public Service

**WRITING**

**Award of Excellence**  
**What is Houston First?**  
Peter Radowick, Houston First

**Award of Merit**  
**Infinite Possibility**  
C. T. Bauer College of Business

**AUDIO/VISUAL**

**Award of Excellence**  
**#Snaptober**  
C. T. Bauer College of Business Office of  
Communications

**Katy Moms Chat & Chew on Education**  
Nell Reed, Houston Community College

**UH Moment Series for Public Radio & TV**  
University of Houston

**Documentary of Mata Twins'  
separation surgery**  
Texas Children's Hospital

**After the Storm: Deepwater's Journey**  
Shell Oil Company & Lorelle Media

**DIGITAL COMMUNICATION**

**Award of Excellence**  
**Precision Website Redesign**  
Savage Brands

**UH Parking & Transportation's first-ever  
blog: Word on the Street**  
UH Parking & Transportation Services

**Real Estate Red Zone audio podcast**  
Bryan Pope, Edie Craig & Real Estate Center at  
TAMU

**Katy Moms Chat & Chew on Education**  
Nell Reed, Houston Community College

**Plan Houston website**  
City of Houston Planning Department

**PUBLICATIONS**

**Award of Excellence**  
**TMC Pulse**  
Texas Medical Center

**Tierra Grande Magazine**  
Real Estate Center at Texas A&M University

**Texas Children's Hospital Annual Report**  
Texas Children's Hospital

**Real Estate Center Annual Report/  
Calendar**  
JP Beato III & David S. Jones, Real Estate Center  
at Texas A&M University