



PEPPERPOT AWARDS 2023

PRSA PHILADELPHIA CHAPTER | EST. 1968

Congratulations to 2023 Pepperpot Winners!

Public Service

Ladle: *School District of Philadelphia Back-to-School Campaign and Bus Tour*
School District of Philadelphia

Pepperpot: *How I Know My Mind*
Independence Blue Cross with SteegeThomson Communications and
Active Image Media

Reputation / Brand Management

Ladle: *The GIANT Company Team Members Volunteer Program*
The GIANT Company

Pepperpot: *Moving Past Scandal to a New Chapter of Service and Success*
The Philadelphia City Fund with SteegeThomson Communications

Special Events and Observances - Budget \$15,000 or Less

Ladle: *American Heritage Credit Union's Grand Illumination*
American Heritage Credit Union

Pepperpot: *PrimoHoagies: A Celebration 100 Years in the Making*
Powers Brand Communications

Special Events and Observances - Budget \$15,001 or More

Ladle: *The GIANT Company & PA Friends of Ag Immersion Lab Unveiling
for National Farmers Day*
The GIANT Company

Pepperpot: *Donor Dash*
Gift of Life Donor Program

Community Relations

Ladle: *College Challenge: Students Save Lives*
Gift of Life Donor Program

Pepperpot: *Penn Medicine Brings Cancer Screenings into the Community*
Penn Medicine

Development or Fundraising

Pepperpot: *Rhapsody and Rhythm Walk-A-Thon*
American Heritage Credit Union

Marketing Communications

Ladle: *DeSimone - Approaching 50 Years of Mastering the Details*
DeSimone and Riggs Creative Group, LLC

Pepperpot: *Ancient Food & Flavor*
Penn Museum



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Integrated Communications

Ladle: *Ancient Food & Flavor*
Penn Museum

Pepperpot: *That's Smart: Atlantic City Electric Advances New Jersey's Energy Infrastructure*
Atlantic City Electric and AKCG - Public Relations Counselors

Multicultural Communicatio

Pepperpot: *That's Smart: Inclusive Campaign to Advance Region's Energy Infrastructure*
Atlantic City Electric and AKCG – Public Relations Counselors

Diversity, Equity, and Inclusion (DEI) Campaign

Pepperpot: *Drag Queen Storytime*
Visit Philadelphia

Environmental Sustainability Communications

Pepperpot: *Healing Our Planet Communications*
The GIANT Company

Crisis Communications and Issues Management

Pepperpot: *Building a Path to Crisis Preparedness for Catholic Dioceses*
The National Catholic Risk Retention Group and AKCG - Public Relations Counselors

Internal/Employee Communications

Ladle: *Reaffirming an Organization's Values Following Disaffiliation*
Buchanan PR

Pepperpot: *Templafy Internal Communications Plan*
Penn Medicine Communications Department

Social Media

Ladle: *Member Benefits Social Campaign*
American Heritage Credit Union

Pepperpot: *Social Media Campaign - Testimonials*
American Heritage Credit Union

Media Relations - For Profit

Ladle: *Turning PA's Former Sec. of State into a National Thought Leader*
Buchanan PR

Pepperpot: *Positioning a Law Firm's Managing Partner as Business Divorce Expert*
Buchanan PR



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Media Relations - Not-for-Profit

Ladle: *National Donate Life Month*
Gift of Life Donor Program

Pepperpot: *Telling a University's Story Through the Eyes of Its Students*
Neumann University and AKCG - Public Relations Counselors

Influencer Programs

Ladle: *A Relatable Journey Through the Auto Lenders Car Buying Experience*
Auto Lenders and LevLane Advertising

Pepperpot: *Influencer Program - Testimonials*
American Heritage Credit Union

Shoe-String Budget Campaigns (less than \$5,000)

Ladle: *Rhapsody and Rhythm Walk-A-Thon & 5K*
American Heritage Credit Union

Pepperpot: *Taylor Swift Sweepstakes*
Gift of Life Donor Program and Gift of Life Howie's House

Newsletters

Ladle: *System News and the Internal Publications Suite*
Penn Medicine Communications Department

Pepperpot: *A Father's Wish, A Father's Gifts*
Gift of Life Donor Program

Magazines - External Audiences

Ladle: *Cancer Today*
American Association for Cancer Research

Pepperpot: *Willow Magazine*
Willow Valley Communities

Annual Reports:

Ladle: *Underscoring Values During a Period of Positive Change*
The Kendal Corporation and AKCG – Public Relations Counselors

Pepperpot: *"The Enduring Promise of the American Revolution" Annual Report*
Museum of the American Revolution

Special-Purpose Publications

Ladle: *Philadelphia Michelin Green Guide*
Philadelphia Convention and Visitors Bureau

Pepperpot: *Hang On, Your Smart Electric Meter is Coming*
Atlantic City Electric and AKCG – Public Relations Counselors



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Audio/Video Programs

- Ladle:** *6ABC/Kimmel Cultural Campus TV Special*
Kimmel Cultural Campus and The Philadelphia Orchestra
- Pepperpot:** *Subscriber Appreciation Month*
Kimmel Cultural Campus and The Philadelphia Orchestra

Feature Stories

- Pepperpot:** *Reinforcing Thought Leadership Through a Feature Story*
FellowshipLIFE and AKCG - Public Relations Counselors

Editorial/Op-Ed Columns

- Ladle:** *Fighting Fraud and Scams*
American Heritage Credit Union
- Pepperpot:** *Stopping Misinformation by Speaking Directly to the Community*
Buchanan PR

Website

- Ladle:** *Elevating Engagement and Strategy: A Journey of Website Transformation*
Acenda Integrated Health
- Pepperpot:** *The Pew Center for Arts & Heritage Website Redesign*
The Pew Center for Arts & Heritage

Content Marketing Not-for-Profit

- Ladle:** *Philly House Purple Out Campaign*
Philly House and Slice Communications
- Pepperpot:** *Financial Education Content*
American Heritage Credit Union

Executive Communications

- Pepperpot:** *The Story of Robin Leeds*
Robin Leeds and Once Upon A Brand

AI Communications

- Pepperpot:** *The AI-Enabled Agency*
Gregory FCA

Publicity Stunt

- Pepperpot:** *Severely Injured Firefighter's Band to Open Adjacent Music Festival*
Live Nation Philadelphia and Ike Richman Communications

BEST IN SHOW

- Newsletters: A Father's Wish, A Father's Gifts*
Gift of Life Donor Program