



Announcing the Winners of the 2025 Bulldog PR Awards

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RIDGEFIELD PARK, NJ, UNITED STATES, July 3, 2025 /EINPresswire.com/ -- Bulldog Reporter is thrilled to announce the winners of the [2025 Bulldog PR Awards](#), recognizing outstanding achievements in the PR and communications industry over the past year.

Renowned as the only PR awards program judged exclusively by journalists, the Bulldog PR Awards offer a unique and media-savvy evaluation of the most exceptional campaigns, individuals, and agencies in the field. For more than three decades, the program has celebrated those who advance the industry through innovation, creativity, and meaningful storytelling.

Each year, the Bulldog PR Awards honor a Grand Prize winner in each major category, highlighting work that stands out. To qualify for a Grand Prize, applicants must have entered multiple categories and earned Gold Awards at least twice.

This year's Grand Prize winners are:

More Plants on Plates Illinois by Stomping Ground Strategies for Best Campaign of 2024

Brittany Krynski, Advanced Correctional Healthcare, Inc. for PR Star of 2024

Vicarious PR for Best PR Agency of 2024

"What fascinated me about judging this year's contest is the steady hand of veteran leaders at legacy firms. They nurture their teams and can articulately explain to clients why the firm's creative work is vital," says longtime Bulldog PR Awards judge Tom Hallman, Jr., a Pulitzer Prize-winning writer with The (Portland) Oregonian. "I was also pleased to see the emergence of the next generation of young leaders, and the birth of new firms with new ideas."

"This year's Bulldog Awards nominees set a high bar for excellence. The winners leveraged sharper data insights and created a genuine emotional connection with their audiences. But in the end, of course, it was all about results—which, frankly, were impressive," says veteran Bulldog Awards judge and syndicated columnist Christopher Elliott.

“Another terrific year of entries showcasing the sheer talent and ingenuity in PR, from the creative brainstorming these teams engage in the brilliant strategies and execution that follow,” says Richard Carufel, Bulldog Reporter editor and awards judge. “I’m always amazed to see so many new approaches in these campaigns, how effectively firms are incorporating new tools and technologies, and achieving such remarkable results.”

“The level of talent and creativity in the PR/marketing industry—as seen in all these entries—is at an all-time high. Being a judge allows me to see behind the scenes, and that is where the hard work and magic takes place,” adds Hallman. “Congratulations to all the winners.”

The fact that the Bulldog PR Awards are judged exclusively by working journalists sets them apart from other industry awards programs, ensuring winners that their entries not only validate their exceptional work for clients, but that these firms are valuable media partners to reporters and editors—a media-savvy differentiator and unique benchmark of excellence that recognizes and highlights skills like creative storytelling and the innovative use of data-driven insights and new tools like AI.

Since the program’s founding in the 1990s, the Bulldog Awards has honored excellence in PR campaigns—from large-scale, national efforts with big budgets to locally-focused, cause-driven initiatives that are evaluated from the original brainstorming sessions and strategic planning and goal-setting stages through the execution, pivots and diversions, obstacles overcome, and finally the results achieved and impact on client success—as well as the individual agencies and practitioners that drive their success. Campaigns are submitted in a wide range of categories, from crisis management and thought leadership to diversity and brand purpose endeavors, along with a variety of industry-specific selections for both B2B and B2C clients.

The full list of the 2025 Bulldog PR Awards winners is below. To learn more about the Bulldog PR Awards, visit bulldogawards.com and sign up to hear about updates on deadlines and upcoming awards programs.

Campaign Categories

Grand Prize – Best Campaign of 2024

Stomping Ground Strategies – More Plants on Plates Illinois

Best Integration of PR and Marketing

Gold: Edelman Italy – Knorr, “Regenerate your Vibes”

Silver: Stomping Ground Strategies – More Plants on Plates Illinois

Bronze: (W)right On Communications – Outreach Program to Support a \$5.5-Billion Legal Settlement

Best Arts & Entertainment Campaign

Gold: Coriolis Company

Best Healthcare Campaign

Gold: The Ohio State University Wexner Medical Center with MediaSource – The Parental Loneliness Epidemic

Silver: The Abbi Agency – Nevada Health Link 2024-25 Open Enrollment Campaign

Bronze: VSC PR – Baby or Your Money Back

Best Business to Business (B2B) Campaign

Gold: Wireside Communications – Sygnia

Silver: French/West/Vaughan – FWV Helps Eaton Let Media Drive Into The Future of Electric Trucks

Silver: Tier One Partners

Bronze: Wireside Communications – NTT Upgrade 2024

Best Technology/Software Campaign

Gold: Red Fan Communications for S&S Activewear

Silver: Coyne PR – Revolutionizing Digital Therapeutics with Rejoyn

Bronze: Wireside Communications – Enfabrica

Best Financial Services Campaign

Gold: French/West/Vaughan – FWV Secures Positive Results for Combination Announcement of Two Credit Union Industry Powerhouses

Silver: Havas Formula – Chase Fraud & Scam Prevention: Back-To-School Season Scams Earned Media Campaign

Bronze: 10 to 1 Public Relations

Best Beauty, Fashion or Lifestyle Campaign

Gold: Kaplow Communications x Madison Reed: Advancing the Next Generation of Women Athletes with the Team ColorWonder Campaign

Best Campaign on a Shoestring Budget

Gold: Hawthorne Strategy Group and Lasagna Love – National Lasagna Day 2024

Silver: Clearlink – Chief of Cheer – CableTV.com & DIRECTV

Bronze: Coyne PR – Booked in a Blink: PEEPS® Sweet Suite Is a Smash Success

Best Local/Hyperlocal Campaign

Gold: Clearlink – Houston Compare and Save

Silver: Coyne PR – Fore the Win: Coyne PR and LIV Golf's Breakthrough Year in PR

Bronze: Coyne PR – Claritin Takes the Itch Out of Wichita

Best Purpose/Brand Values Campaign

Gold: Edelman Italy – Mentadent "How Old is Your Smile: Prevention extends the life of your

teeth; at any age”

Silver: AC Milan – Her Name in the Game

Bronze: HUNTER – Lysol HERE for Healthy Schools

Best Green/ Environmental/ Sustainability Campaign

Gold: elemental mktg

Silver: Tier One Partners

Bronze: SolComms LLC – Blueland: Pods Are Plastic

Best Not-for-Profit/ Association Campaign

Gold: Jewish Federation of Delaware – Together As One

Silver: The Mach 1 Group – Bike MS: Texas MS 150 2024

Bronze: White House Historical Association and FleishmanHillard: Introducing The People’s House: A White House Experience

Best Issue/ Cause Advocacy Campaign

Gold: Stomping Ground Strategies – More Plants on Plates Illinois

Silver: American Cleaning Institute – ACI Packets Up! Campaign

Best Public Affairs Campaign

Gold: Stomping Ground Strategies – Prairie Band Potawatomi Nation Land Back Campaign

Silver: The Mach 1 Group – Texas Secretary of State 2024 Voter Education Tour

Bronze: FleishmanHillard – Fighting for Our Nation’s Caregivers

Best Community Engagement Campaign

Gold: Sterling Communications changes perspectives for a high-tech water utility

Best Crisis Management

Gold: Hawthorne Strategy Group – Communicating McCormick Place’s Strides in Bird Protections

Silver: C-Strategies – Utilizing Proactive, Strategic Communications to Guide Howard Brown Health Through Financial Restructuring

Best Content Marketing Campaign

Gold: Clearlink – Houston Compare and Save

Silver: Coyne PR – Blitzing the Region: A Targeted Approach for iovera°

Best Consumer Product Launch

Gold: Gregory FCA – MAMMOTION LUBA 2 Launch

Silver: Adobe – Photoshop Mobile Launch

Best Diversity & Inclusion Initiatives Campaign

Gold: Syneos Health – Magnolia’s Guide to Adventuring

Best Global Campaign

Gold: Coyne PR – Hilton's Global 2025 Trends Report: Unlocking the Year of the Travel Maximizer

Best Holiday Campaign

Gold: Clearlink – Chief of Cheer – CableTV.com & DIRECTV

Silver: Public Dialog – AMADRIA PARK – 'Time for Undiscovered Croatia'

Best Integration of Traditional and New Media

Gold: Clearlink – Chief of Cheer – CableTV.com & DIRECTV

Silver: RH Strategic Communications – Achieving Narrative Escape Velocity: Shaping Forescout's Market Position From Legacy to Leader

Bronze: Havas Formula – Chase Family Banking

Best Brand Launch

Gold: Edelman Italy – Knorr, "Regenerate your Vibes"

Silver: French/West/Vaughan – FWV and AMP3's PR Victory: Wrangler x Lainey Wilson

Bronze: Public Dialog & Inchcape Motor Polska

Best Media Relations Campaign

Gold: MikeWorldWide – Impactful Insights: Thrivent's Surround Sound Survey Strategy.

Silver: Coyne PR – Setting the Stage for Summit Therapeutics: Introducing a New Leader in Lung Cancer Treatment

Bronze: Stony Brook Medicine – Knowledge is Contagious: Educating the Public of Emerging Infectious Diseases

Best Newsjacking Campaign

Gold: Havas Formula – Progressive Insurance's "Un-Become Your Parents in Paris" Campaign

Silver: SolComms LLC – Nadya, "Dear President Biden"

Bronze: Clearlink – ACP Report – 23 Million Households Could Lose Internet Access

Best Special Event or Publicity Stunt

Gold: Coyne PR – CeraVe Embarks on a Multi-City Drama Free Cleansing Tour

Silver: HUNTER – Lysol Air Sanitizer The Germ Zone

Bronze: Stomping Ground Strategies – 2024 National Women's Soccer League Championship

Best Thought Leadership Campaign

Gold: French/West/Vaughan – FWV Energizes Freedom Solar Power CEO Bret Biggart's LinkedIn

Best Use of Influencers

Gold: Stomping Ground Strategies – More Plants on Plates Illinois

Silver: French/West/Vaughan – Influencers Grow NC By Train Socials in Lightning-Speed

Bronze: Hawthorne Strategy Group and Chicago Dental Society – Driving ROI through Authentic Influence

Best Use of Personality/Celebrity

Gold: EvolveMKD – Tackling Viking’s Disease with a Pro Football Hall of Famer

Silver: Coyne PR – Missy Franklin Dives into Kidney Disease Awareness with Otsuka Collaboration

Bronze: Coyne PR – MiraLAX Exposes The Gut Gap

Best Use of Research – Business/Consumer

Gold: REQ and SpyCloud – Turning Data into Headlines: How SpyCloud and REQ Partnered to Amplify SpyCloud’s Cyber Research

Silver: Say Communications & Gigamon – Hybrid Cloud Security: Closing the Cybersecurity Preparedness Gap

Bronze: Clearlink – Mobile Overspending Report

Best Use of Social Media

Gold: Syneos Health – What’s Your Legacy?

Silver: Hunter PR – BAND-AID® Brand “Stuck on You”

Bronze: Adobe – Surreal Juxtapose

Best Use of Video/Multimedia

Gold: Syneos Health – Magnolia’s Guide to Adventuring

Silver: Orlando Health with MediaSource – Skin Cancer Awareness Month

Bronze: French/West/Vaughan – FWV and Pendleton Whisky Shine on the Year of the Cowgirl

Best Virtual Event Campaign

Gold: SEGA Unites Sonic Fans Globally Through Sonic Central’s 2024 Virtual Event

Most Innovative Media Relations Campaign

Gold: Coyne PR – Immersive Storytelling in Hospitality: Showcasing the Best of Hilton

Silver: Havas PR

Individual Categories

Grand Prize – PR Star of 2024

Brittany Krynski, Advanced Correctional Healthcare, Inc.

Leader of the Year (Agency)

Gold: Katherine McLane, The Mach 1 Group

Silver: Dara Busch, HAVAS PR North America

Bronze: Rick French, French/West/Vaughan

Public Relations Professional of the Year

Gold: Kylee Kaetzel, SolComms LLC

Silver: Becky Carroll, C-Strategies

PR Up and Comer

Gold: Rachel Davenport, Guarisco Group, LLC

Silver: Caroline Payne, The Mach 1 Group

Silver: Lilly Bromberg, SolComms LLC

Bronze: Payton Kaufman, Fahlgren Mortine

PR Star Under 40

Gold: Brittany Krysinski, Advanced Correctional Healthcare, Inc.

Silver: Amanda Drum, Press Kitchen

Bronze: Alice Martinez, Zebra Partners

PR Professional Who Makes a Difference

Gold: Mary Bell Love, The Mach 1 Group

Silver: Stacy Martinet, Adobe

Media Relations Professional of the Year

Gold: Karalyn Hoover, SolComms LLC

Agency Categories

Grand Prize – Best PR Agency of 2024

Vicarious PR

Best Client Service/Client Relations

Gold: The Abbi Agency

Silver: Kaplow Communications

Bronze: SolComms LLC

Most AI-Ready Agency

Gold: 10 to 1 Public Relations

Business to Business (B2B) Agency of the Year

Gold: Red Fan Communications

Silver: Merritt Group

Bronze: Aspectus Group

Business to Consumer (B2C) Agency of the Year

Gold: French/West/Vaughan

Silver: Coyne Public Relations

Bronze: HAVAS Red U.S.

Best Boutique Agency

Gold: Disrupt PR

Silver: MediaSource

Bronze: Capwell Communications

Best Industry-Focused Agency

Gold: Vicarious PR

Silver: Vested

Bronze: Violet PR

Most Innovative Agency

Gold: French/West/Vaughan

Best PR/Communications Agency Team of the Year

Gold: Digital PR Team at NP Digital

Silver: REQ PR Team

Large Agency of the Year

Gold: HUNTER

Silver: Fahlgren Mortine

Bronze: Havas PR North America

Midsized Agency of the Year

Gold: SolComms LLC

Silver: C-Strategies

Silver: EvolveMKD

Bronze: KCSA Strategic Communications

Small Agency/ Sole Practitioner of the Year

Gold: Capwell Communications

Gold: elemental mktg

Agency That Gets Results

Gold: Vicarious PR

Silver: French/West/Vaughan

Bronze: Fahlgren Mortine

About Bulldog Reporter

Bulldog Reporter has been providing news, best practices, and insights to PR and communications professionals since 1980. Filled with insights on topics critical to PR pros and

communicators, including media relations, crisis communications, influencer marketing, and many other topics you won't find anywhere else, the [Bulldog Reporter email newsletter](#) brings you compelling and relevant articles, plus timely updates about journalist moves and agency news so you can stay on top of your PR game. The Bulldog PR Awards, the only PR awards program judged exclusively by working journalists, are run by Bulldog Reporter and celebrate the best and brightest in corporate communications and public relations. Bulldog Reporter and the Bulldog PR Awards are a subsidiary of [Agility PR Solutions](#), a provider of media outreach, monitoring, and measurement solutions for PR and communication professionals.

Richard Carufel
Bulldog Reporter
[email us here](#)

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