



LAUGHLIN CONSTABLE

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Laughlin Constable Wins Two National, Local “Best in Show” and Other PR Industry Awards

MILWAUKEE, May 16, 2018—Full-service, independent agency Laughlin Constable today announced that it received a series of national and local awards from the Public Relations Society of America (PRSA) for its outstanding public relations and communications work across five different clients. Today, it was awarded the “Best of Show” honor for SE Wisconsin PRSA for its work on Travel Wisconsin’s St. Louis Media Kits. National awards were a PRSA Bronze Anvil, the top national award for a single event, on behalf of the BMO Harris Bradley Center, and being named a finalist for a PRSA Silver Anvil, the top national award for a full campaign, on behalf of the Wisconsin Department of Tourism. The agency won a total of 13 local PRSA Chapter awards, more than any other agency.

“These awards are testament to our helping clients go from now to next,” said Kris Naidl, EVP & Managing Director of PR, Laughlin Constable. “We are always excited about the work we do and the results produced, but it is also rewarding to be recognized locally and especially nationally for our PR strategy, creativity, innovation and results.”

Finalists for the national Silver Anvil award, which includes the Wisconsin Department of Tourism and Laughlin Constable for the Frank Lloyd Wright Trail campaign, will learn if they are the top winner at an awards ceremony June 7 in New York City.

Laughlin Constable’s winning work for the 2018 Southeast Wisconsin Chapter PRSA Awards announced today are:

- Best in Show: “Travel Wisconsin’s St. Louis Press Kit” – Travel Wisconsin
- “Travel Wisconsin’s Frank Lloyd Wright Trail Campaign” – Travel Wisconsin
- “MLG Capital: Thinking Outside the Box for a New Corporate HQ” – MLG Capital
- “BMO Harris Bradley Center Final Season Launch News Conference” – BMO Harris Bradley Center
- “Influencers Have Real Fun with Travel Wisconsin” – Travel Wisconsin
- “Out with the Old, In with the New: U.S. Cellular Stage Demolition” – U.S. Cellular
- “Travel Wisconsin Unveils Selfie Stands” – Travel Wisconsin
- “See the Fall Leaves Before the Leaves Fall” – Travel Wisconsin
- “Growing Strong: Promoting Wisconsin’s Bountiful Cranberry Harvest” – Wisconsin Cranberries
- “U.S. Cellular: Using Horse Power to Service Cell Towers” – U.S. Cellular
- “Travel Wisconsin Celebrates 100 Awards with Road Snacks” – Travel Wisconsin
- “BMO Harris Bradley Center Final Season Campaign Launch” – BMO Harris Bradley Center



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About Laughlin Constable

Laughlin Constable is a 4A's Top 25, integrated, proudly Midwestern advertising agency, independent since 1976. With offices in Chicago and Milwaukee, Laughlin Constable leverages creativity and technology to take brands From Now to Next[®]. Its annual billings are in excess of \$280 million. The agency's clients include: Yuengling, Mills Fleet Farm, Wisconsin Department of Tourism, Hoosier Lottery, Sears Auto Centers, Medela, Northwestern Medicine, Acuity, Manpower Group, Master Lock, Paris Presents and Transamerica. For more information, please visit Laughlin.com, www.Facebook.com/LaughlinConstable or follow LC on Twitter @LaughlinAgency.

About The Silver Anvil Award

Since its inception in 1944, the annual Silver Anvil Award is the oldest awards competition for excellence in public relations and communication. The iconic Silver Anvil Award symbolizes the breadth of talent among industry practitioners while recognizing outstanding individual professional achievement. Entries are judged on their research, planning, execution and evaluation, while also considering factors such as creativity, ethics and budget.

For more information on the Silver Anvil Awards, please visit <http://anvils.prsa.org/>

About the Bronze Anvil Award

For more than 45 years, the Bronze Anvil Awards have celebrated the “best of the best” in public relations tactics. These tactics — whether a media relations program, website, annual report, podcast, blog or use of social media — are the hardworking parts of any successful public relations program.

About the Bulldog Awards

The Bulldog PR Awards are a combination of Bulldog's Digital, Social Media and Media Relations awards programs, with a number of categories for those in the Non-profit and Social Responsibility arena. This industry awards program recognizes excellence in public relations and communications and is judged exclusively by journalists.

Paragon Awards

The Paragon Awards were created in 1983 to encourage members to strive for public relations excellence. The awards recognize outstanding work in the area of public relations, honor creative and strategic excellence, and encourage a higher level of performance among public relations professionals.