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2011 Strategic Video Awards Winners Announced

Winners of second annual Strategic Video Awards set standards in exploding communication medium.

Phoenix—Video is the hottest communication medium, and the Strategic Video Awards is the fastest-growing communication awards program. In its second year, the only awards program dedicated to strategic video communication doubled its entries.

The winners provided stellar examples of why video is increasingly becoming a top tactic for corporate communicators. Revealed today, the [16 winners and 10 honorable mention-winning videos](#) showcase the increasingly varied and unique ways organizations can use video to communicate with stakeholders.

Strategic Video Awards include 35 categories in every area of external and internal communication and one Grand Award, which was won by Blue Cross Blue Shield of Massachusetts. The entries were judged by [13 communication industry experts](#), and some of the winning entries can be viewed on the [YouTube channel](#).

Entries ranged from Flip Cam-produced internal videos to studio-production level corporate videos, and their strategic purposes included marketing, sales, employee communication and training, public service, investor relations and recruitment. Entrants included Monsanto, Nationwide Insurance, Pfizer, Blue Cross Blue Shield, the American Society of Clinical Oncology, Peabody Energy and the American Bar Association.

“The number of entries we received proves what we already know: Organizations of all kinds are turning to video as a compelling way to communicate,” says David Murray, awards program director. “But more importantly, the *quality* of the entries shows that they’re doing a better job across the board.”

Click [here](#) to see the entries for yourself.

Those interested in entering the 2012 awards program can [sign up now to receive entry information](#).

The awards program is sponsored by [McMurry](#), one of the largest marketing communications firms in the U.S.

About McMurry

[McMurry](#), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including The Ritz-Carlton Hotel Co., CBS, Aon, Deloitte, HP, Verizon, UPS, Thomson Reuters and Amtrak, as well as resources to thousands of corporate professionals. The company has specialized practices in healthcare, finance and insurance, and best-in-class content marketing, interactive and video production services. One of the largest independent marketing communications companies in the U.S., McMurry is recognized by Great Place to Work® and Entrepreneur® as one of the top 10 “Best Small Workplaces” in the U.S.

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