

HIEBING WORKS MAGIC WITH FOUR ALCHEMY AWARDS

MADISON, Wis. – Hiebing’s public relations team earned four awards at the Public Relations Society of America’s annual Alchemy Awards ceremony on Wednesday, Nov. 7, at The Madison Club. The awards were given to recognize Hiebing’s excellence in media relations and its exceptional use of communication tactics.

The sixth annual Alchemy Awards ceremony, presented by the Madison chapter of PRSA, honored public relations professionals who best exemplify creative thought, sound strategy, effective communication and evaluation techniques. The awards were judged by another PRSA chapter in southern California.

“Each year, the Alchemy Awards offer PR practitioners in our area an opportunity to highlight best practices. It is a privilege and an honor to be recognized by PRSA for our work,” said Hiebing’s public relations director, Barb Hernandez, APR.

Sixteen awards were distributed, including six Alchemy Awards, nine awards of merit and one best of show. Hiebing earned two Alchemy awards, one for its “Reaching Kinetico Carol” media relations effort for Kinetico water treatment systems and the other for its exceptional use of communication tactics in “Harnessing the Agency’s Potential,” a white paper presenting Hiebing’s innovative and effective approach to market research.

Hiebing also won two awards of merit for its media relations work for the American College of Veterinary Pathologists and its communication tactics for The Swiss Colony’s recruitment video.

Founded in 1981, Hiebing is an integrated marketing and brand development firm with annual capitalized billings of more than \$40 million. The agency’s clients include regional and national brands such as Nestle’, Famous Footwear, Dean Health System, AnchorBank and American Family Insurance.