

# PRWeek

SPECIAL REPORTS

## Awards finalists 2011

December 13, 2010

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### Best Use of Social Media/Digital

- Biosector 2 and Boehringer Ingelheim: DRIVE4COPD Social Media and Digital Campaign
- Fast Horse and The Coca-Cola Company: Coca-cola's Expedition 206: 365 Days, 206 Countries, 1 Mission
- Marina Maher Communications and U by Kotex, from Kimberly-Clark: Marketing a Feminine Care Product: A Reinvention
- MWW Group and Volkswagen of America: Volkswagen GTI Becomes the World's First Car Launched Exclusively on a Mobile Device
- Weber Shandwick Seattle and U.S. Army: Digital Storytelling: Sharing the Army Strong Story

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