



Congratulations to the winners of PR Daily's 2016 Video Awards!

Video has become one of the fastest-growing, most engaging communication channels. PR Daily's 2016 Video Awards proves it.

You displayed how beneficial video can be when crafting powerful internal and external messages. You used live video to take audiences behind the scenes of your most innovative projects. You empowered your employees to share their creative ideas with heartwarming internal communications videos.

Your interview videos gave a voice and personality to your organization's mission. Your partnerships with celebrity spokespeople made your videos shareable. Your creative takes on current events gave your videos viral appeal.

We're excited to celebrate your accomplishments and innovations in video.

To everyone who entered PR Daily's 2016 Video Awards, thank you for sharing your work with us!

We are excited to announce the winners and honorable mention recipients for PR Daily's 2016 Video Awards with this Special Edition of PRDaily.com:

USE OF A CELEBRITY OR PERSONALITY



Scott Tube-Free Impact—FULL Crash,
Ketchum for Kimbelry-Clark/Scott Brand

Honorable Mentions

- LCI Advances Brain Health With Celebrity Star Power, Landis Communications Inc. for Global Alzheimer's Platform Foundation
- Liberty Mutual Insurance & Ellen DeGeneres 360 Video, Liberty Mutual Insurance
- LawBreakers, Wonacott Communications for Nexon America
- Undercover Ref, DraftKings
- John Hancock Vitality: Earning More From Healthy Choices with Chef Tom Colicchio, Weber Shandwick for John Hancock