



We looked to name *the* A-list.

Our goal was to honor the individuals, agencies and teams in PR and marketing who, day in and day out, are *THE BEST*. They begin and end each day at the top.

We hoped for the best. We received submissions that went far beyond our expectations.

If this had been a track meet, first place and fifth place would have been separated by hundredths of a second. Our judges looked for entrants who were one-half step ahead of the competition.

It was difficult, but we found the communicators who deserve the title of 'Ace' in the 2015 Ace Awards.

Ragan Communications and PR Daily are excited to announce our Aces: the best individuals, agencies and in-house communications teams in PR and Marketing. Please join us in congratulating our winners!

Check out the full list of winners below, and read what made them members of our A-list.

(Click on each winner's name to jump to their story location on the page below.)



A big THANK YOU to all who entered this year's awards. Ragan Communications and PR Daily congratulates all of this year's Ace Communicators!

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Small Agency



Landis Communications, Inc.
San Francisco, CA
For General Inquiries: [David Landis](#)
[Twitter](#)

Landis Communications, Inc. (LCI) represented Out & Equal, the sole organization dedicated exclusively to workplace equality for LGBT business professionals. In support of Out & Equal's annual Workplace Summit, the agency initiated a Harris Poll to gauge workplace attitudes and perception of the LGBT community, introduced a marriage equality study, produced a public service announcement, and coordinated several partnerships with prominent corporations. That effort generated more than 200 million impressions for Out & Equal, with the Harris Poll and marriage equality study findings reported widely in important media outlets. Called "the San Francisco Bay Area's marketing and communications experts," LCI provides strategic communications and overall public relations services and counsel to help businesses grow and stand out.

Health Care Agency



Landis Communications, Inc.
San Francisco, CA
For General Inquiries: [David Landis](#)
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Landis Communications, Inc., took a unique approach to gain attention for the Brain Health Registry, a free, online platform designed to speed the path to cures for Alzheimer's disease and other brain-related diseases. Most depictions of Alzheimer's patients show the elderly. Landis produced a video featuring a much younger victim of Alzheimer's—former model and celebrity chef B. Smith, age 64. Landis incorporated a range of other tactics to attract not only attention, but conversions—that is, getting people to sign onto the Registry. The agency produced astounding results, more than tripling participation from about 7,000 to more than 25,000, and also increasing minority participation by more than 12 percent.

<http://www.ragan.com/Main/AceWinners2015.aspx>