



2026 Mercury Awards

Celebrating work accomplished
in 2025 by South Carolina
public relations practitioners,
communicators and students.



Silver
Wing
Awards

Silver Wing
Award of Merit



Awards of Merit



**2025 Silver Wing Award of
Merit/Influencer Marketing,
Promotion**

Chernoff Newman

for SC Education Lottery 2025
Holiday Promotion

Silver Wing
Award of Excellence



Awards of Excellence

**2025 Silver Wing Award of
Excellence/Podcasts**



SCSBA

for The Voice of School Boards
Podcast Videos

Silver Wing
Award of Excellence



Awards of Excellence



**2025 Silver Wing Award of
Excellence/Videos**

Chernoff Newman

for SC Dept. of Behavioral Health and
Developmental Disabilities' Office of
Substance Use Services Doorbell Videos

Silver Wing
Award of Excellence



Awards of Excellence

**2025 Silver Wing Award of
Excellence/Newsletters, Digital**

THE
upside down
COLLECTION



Upside Down Collection

for The Upside Down Collection
Newsletter

Silver Wing
Award of Excellence



Awards of Excellence



**2025 Silver Wing Award of
Excellence/ Influence Marketing,
Promotion**

Flock & Rally

for BlueCross BlueShield of South
Carolina Countdown to Coverage



The image features a central gold rectangular box with a fine grid pattern. Inside the box, the text "Mercury Awards" is written in a dark blue, elegant serif font. The text is centered and flanked by decorative horizontal lines with three-pointed starburst motifs. The background is a dark, starry night sky with golden bokeh light effects and silhouettes of palm trees. A white award trophy is visible in the bottom right corner.

Mercury
Awards

Mercury
Award of Merit





Awards of Merit



make your mission shine

**2025 Mercury Award of
Merit/Public Service**

**Keylight
Communications**

for A Story of Safe Spaces – How
Lily Pad Helps Bring Comfort to
South Carolina’s Foster Children

Mercury
Award of Merit



Awards of Merit



**2025 Mercury Award of
Merit/Public Affairs**

Chernoff Newman

for Protect SC Kids Advocacy
Campaign

Mercury
Award of Merit



Awards of Merit



**2025 Mercury Award of
Merit/Public Service**

Flock & Rally

for PalmettoPride's SC Sweep

Mercury
Award of Merit



Awards of Merit



**2025 Mercury Award of
Merit/Public Service**

Chernoff Newman

for ACEC-SC IWI Economic
Impact Study Launch

Mercury
Award of Merit



Awards of Merit

**2025 Mercury Award of Merit/Events
and Observances (Less Than Seven
Days)**



NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

North Greenville University
for North Greenville Homecoming
History Tour: Uniting alumni along
a trail of tradition

Mercury
Award of Merit



Awards of Merit

**2025 Mercury Award of Merit/Events and
Observances (Less Than Seven Days)**



**Advanced Technology
International**

for Maritime Innovation Forum
and Readiness Challenge

Mercury
Award of Merit



Awards of Merit



**2025 Mercury Award of Merit/Events and
Observances (Less Than Seven Days)**



Flock & Rally

for Columbia Food and Wine Festival

Mercury
Award of Merit





Awards of Merit

**2025 Mercury Award of
Merit/Public Service**



make your mission shine

**Keylight
Communications**

for Balancing Benefits and Risks:
Strategic Communication for Vaccine
Confidence in Southeast Europe

Mercury
Award of Merit





Awards of Merit



**2025 Mercury Award of Merit/Events
and Observances (Less Than Seven
Days)**

The **CrawfordAustin** *Agency*

The Crawford Austin Agency

for 5th Annual Diner en Blanc
Columbia

Mercury
Award of Merit



Awards of Merit



**Dominion
Energy**[®]

Powering Your Every Day.SM

**2025 Mercury Award of Merit/Integrated
Communications**

Dominion Energy

for Launch of Online Reservation
System at Lake Murray Public Park

Mercury
Award of Excellence





Awards of Excellence

**2025 Mercury Award of Excellence/Events
& Observances (Less Than Seven Days)**



Ivey Palmer PR

for Unpacked Leadership
Conference 2025

Mercury
Award of Excellence

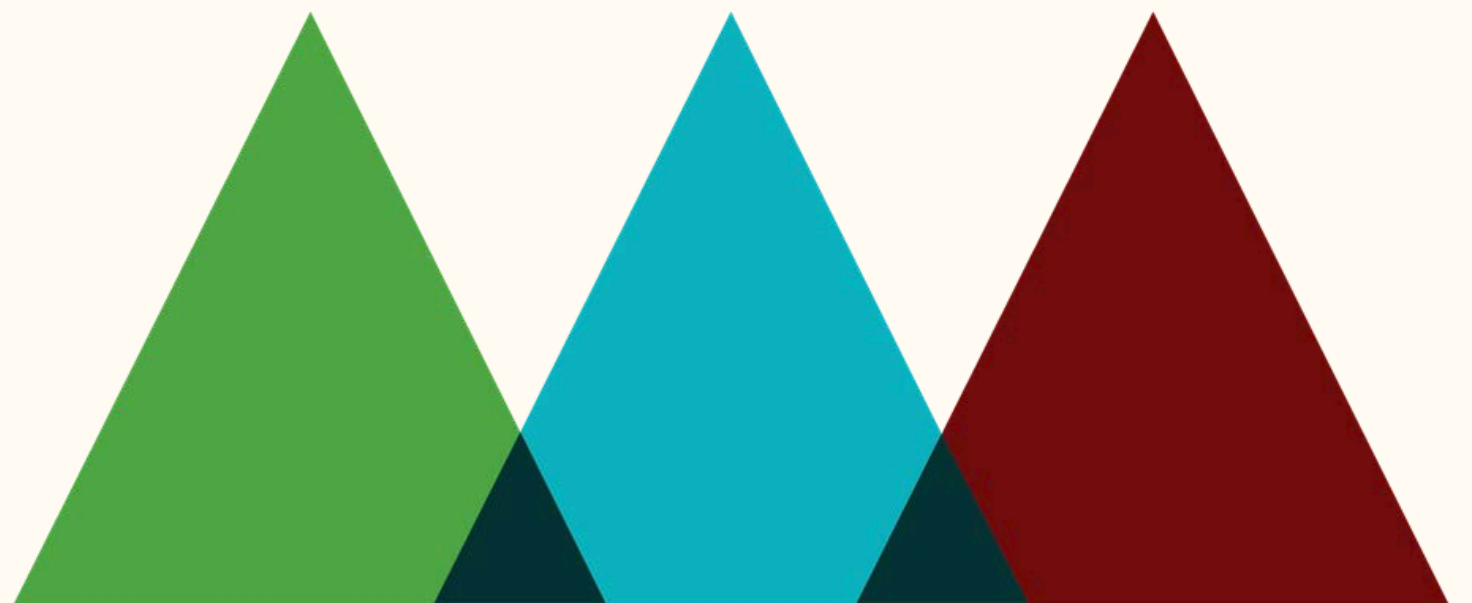


Awards of Excellence

**2025 Mercury Award of Excellence/Events
& Observances (Seven or More Days)**

The Carolina Agency

for The Carolina Agency
20th Anniversary



THE CAROLINA AGENCY

Mercury
Award of Excellence



Awards of Excellence



**2025 Mercury Award of
Excellence/Integrated Communications**

Flock and Rally

for OneSpartanburg: Take
a Bite Out of the Burg



Mercury
Award of Excellence



Awards of Excellence

**2025 Mercury Award of Excellence/External
Communications**



Chernoff Newman

for Fresh on the Menu
People's Choice Awards

Mercury
Award of Excellence





Awards of Excellence

**2025 Mercury Award of Excellence/Internal
Communications**



THE SOUTH CAROLINA
SCHOOL BOARDS ASSOCIATION

SCSBA

for Here We Grow Again: Employee
Well-Being Through Community
Gardening

Mercury
Award of Excellence





Awards of Excellence

**2025 Mercury Award of Excellence/Public
Service**

keylight COMMUNICATIONS

make your mission shine

Keylight Communications

for Healing Transitions: Elevating
Recovery Stories During National
Recovery Month

Mercury
Award of Excellence





Awards of Excellence

**2025 Mercury Award of Excellence/Public
Service**

The Carolina Agency

for Cocky's Reading Express 20th
Anniversary



Mercury
Award of Excellence





Awards of Excellence

**2025 Mercury Award of
Excellence/Community Relations**



THE SOUTH CAROLINA
SCHOOL BOARDS ASSOCIATION

SCSBA

for Champions for Public Education
Awards Program

The background features a dense, golden particle stream on the left side, resembling a comet tail or a shower of sparks, set against a dark, starry space background. The text is centered in a classic serif font.

Mercury Award

BEST IN SHOW



Best in Show



Ivey Palmer PR

for Unpacked Leadership
Conference 2025