Society for New Communications Research Announces 2010 Fellows Choice Award Winners for Brand, Innovation, Visionary and Humanitarian of the Year

Old Spice, Foursquare and Doctors without Borders Honored for their Innovative Use of Social Media

San Jose, Calif. (PRWEB) October 25, 2010 -- The Society for New Communications Research (http://sncr.org), a global nonprofit research and education foundation and think tank focused on the latest developments in new media and communications, today announced the Society’s 2010 Fellows Choice Award winners for the Visionary of the Year, Innovator of the Year, Brand of the Year and Humanitarian of the Year as part of the SNCR Excellence in New Communications Awards program.

These prestigious awards honor organizations and individuals for their notable impact on business, media, culture and society through the use of new communications and social media tools and technologies. The 2010 SNCR Fellows Choice Award honorees are:

• Brand of the Year: Old Spice, for the highly successful social media campaign conducted in conjunction with Weiden + Kennedy that re-energized this 70-year-old brand for a new generation and a new female audience

• Innovation of the Year: FourSquare, for its mobile application that makes cities easier to use and more interesting to explore. FourSquare is a friend-finder, a social city guide and a game that challenges users to experience new things, and rewards them for doing so.

• Visionaries of the Year: Foursquare co-founders Dennis Crowley and Naveen Selvadurai for developing a mobile application that connects people to each other in new ways.

• Humanitarian of the Year: Doctors Without Borders/Médecins Sans Frontières (MSF), the international medical humanitarian organization created by doctors and journalists, for their effective use of social media tools and technologies such as blogs, Twitter and online video, to raise awareness and support for its mission of providing aid in nearly 60 countries to people whose survival is threatened by violence, neglect, or catastrophe, primarily due to armed conflict, epidemics, malnutrition, exclusion from health care, or natural disasters. MSF provides independent, impartial assistance to those most in need.

“The SNCR Fellows have chosen an impressive variety of individuals and organizations for this year’s award winners. These special award winners have the vision and success to provide a valuable example to others and we are honored to be able to recognize them through this awards program,” commented Jen McClure, president, SNCR.

"So much is happening in social media these days, that choosing the ‘best of the best’ is an awesome challenge,” said Paul Gillin, a SNCR Senior Fellow and author of three books about social marketing. “These are the people and organizations that are taking the whole industry to the next level.”
The SNCR Fellows Choice Award recipients will be honored at the 5th Annual Society for New Communications Research Symposium & Awards Gala, which will be held in Stanford, CA.

This event will also feature the presentation of the 2010 SNCR Excellence in New Communications Awards. These prestigious awards honor the work of individuals, corporations, nonprofit organizations, educational institutions, and media outlets that are pioneering the use of social media, ICT, mobile media, online communities, virtual worlds and collaborative technologies in the areas of business, media and professional communications, including marketing, public relations, and advertising as well as entertainment, education, politics, and social initiatives. Awards are granted in 13 categories: Online Reputation Management; Behind the Firewall; Influencer Relations; External Communities; Collaboration & Co-creation; Online Audio / Video; Online Publishing and Blogging; Mobile Media; Microblogging; Social CRM; Social Commerce, Social Data and Measurement, and Use of Multiple Platforms / Integrated Initiatives. Entries are submitted as case studies, and the winning case studies will be published on SNCR.org.

For more information and to register to attend this event, visit http://sncr.org/awards/.

About the Society for New Communications Research
The Society for New Communications Research is a global nonprofit 501(c)(3) research and education foundation and think tank focused on the advanced study of the latest developments in new media and communications, and their effect on traditional media and business models, communications, culture and society. SNCR is dedicated to creating a bridge between the academic and theoretical pursuit of these topics and the pragmatic implementation of new media and communications tools and methodologies. The Society’s Fellows include a leading group of futurists, scholars, business leaders, professional communicators, members of the media and technologists from around the globe – all collaborating together on research initiatives, educational offerings, and the establishment of standards and best practices. For more information, email us at info(at)sncr(dot)org or call +1 408.266.9658.

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