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We Thrive Media Named Finalist in 2026 PRSA Georgia Phoenix Awards

Atlanta-based marketing agency recognized for public relations and communications work

ATLANTA, Nov. 3, 2026 — We Thrive Media, an award-winning, Atlanta-based social media and digital marketing agency, has been named a finalist in the 2026 PRSA Georgia Phoenix Awards.

The Phoenix Awards, presented by the Georgia Chapter of the Public Relations Society of America, recognize outstanding achievements in public relations and communications across corporations, agencies, nonprofits, government organizations and other institutions throughout Georgia.

The Atlanta-based agency submitted work in two categories: *Most Effective Agency Campaign* and *Social Media Campaign, Multichannel.* Both entries highlight Thrive's strategic approach to building culturally relevant campaigns, strengthening audience relationships and delivering measurable results.

The *Most Effective Agency Campaign* submission focused on how the agency approached its work with ONE Musicfest as an integrated communications partner, combining strategy, owned social media, community management, creator engagement, artist amplification and real-time communications to extend the festival's impact beyond a two-day event.

The *Social Media Campaign, Multichannel* submission focused more specifically on Thrive's 2025 social media strategy for ONE Musicfest. The agency transformed the festival's social presence from a seasonal promotional tool into a year-round cultural communications platform spanning multiple social media channels.

"Whether we're thinking about how we operate as an agency or how we show up for a client, our work always starts with understanding the audience, the culture and what will genuinely move people to engage," said Noelle Jones Aladesuyi, founder and CEO of We Thrive Media. "Being named a Phoenix Awards finalist is meaningful because it recognizes the strategy and intention behind the work, not just the numbers."

We Thrive Media's approach to ONE Musicfest centered on positioning the festival as more than an annual event. Through year-round storytelling, community engagement, creator partnerships and real-time cultural moments, the agency helped reinforce ONE Musicfest as both a gathering place and an ongoing cultural platform.

PRSA Georgia will announce the Phoenix Award winners during its annual awards celebration on Nov. 12 at the Cobb Energy Performing Arts Centre in Atlanta.

About We Thrive Media
Founded in Atlanta in 2015, We Thrive Media is a marketing agency specializing in culture-driven campaigns for brands and mission-driven organizations across entertainment, education, health care, technology, social impact and sports. The agency combines strategy, content and audience insight to help clients grow visibility, engagement and brand relevance.

About PRSA Georgia
The Georgia Chapter of the Public Relations Society of America is one of the nation's largest PRSA chapters, serving communications professionals across corporations, nonprofits, government, academia, agencies and technology organizations throughout the state. Its Phoenix Awards recognize outstanding achievements in public relations and communications.

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