Press Releases

NCSolutions and Feintuch Communications Win Four PRSA-NY Awards for Campaign Detailing the Country's Growing "Sober Curious" Movement

Winning Program Drove Significant Business Results and Highlighted NCS' Expertise inConsumer-Packaged Goods and Beverage Markets

NEW YORK, Sept. 23, 2025 /PRNewswire/ -- The Public Relations Society of America's New York Chapter (PRSA-NY) has honored NCSolutions and tech PR firm Feintuch Communications for a multi-year, cross-platform campaign highlighting the nation's growing "Sober Curious" movement.

NCSolutions and Feintuch Communications were honored for their campaign about the nation's "Sober Curious" movement.

In total, the organizations won four honors, presented at PRSA-NY's annual Big Apple awards gala, for their campaign – "From Cocktails to Mocktails: How NCS Drove the Sober Curious Conversation."

- Big Apple for Integrated Communications (B2B)
- Big Apple for Marketing Business-to-Business (campaign budgets <$200k)
- Honorable Mention for Media Relations (cross-platform)
- Honorable Mention for Reputation/Brand Management & Engagement

"The Sober Curious campaign is a testament to how the NCS in-house team operates — grounded in insights, elevated by creativity and always tied to results," said Deirdre McFarland, chief marketing and communications officer at NCSolutions. "In partnership with our agency collaborators, we spotlighted a cultural shift in consumer behavior and translated it into insights that helped CPG brands connect more meaningfully with their audiences. These PRSA Big Apple Awards recognize not just the work, but a philosophy of marketing that resonates well beyond this campaign."

The campaign, which started in early 2023 and ran through 2025,delivered strong results across many channels. During the award entry period (Jan. 2024 – February 2025), the team achieved numerous wins. Below are a few of the highlights:

- **Media**: Captured 500 articles, including features in top outlets likeUSA Today, The Wall Street Journal, Convenience Store News, The New York Times, CNN, Beverage Industry, Craft Brewing Business, Tasting Table, Forbes, Fox Business, and Convenience Store News and more. Total press impressions exceeded 6.3 billion, with overall impressions growing 1,426%.

- **Search & Digital Growth:** The campaign boosted website domain authority by 14%, driven by 356 high-quality backlinks, drove 17,000+ organic visitors, and generated over 20,000 website sessions.

- **Client & Business Impact:** CPG companies integrated NCS beverage insights about sober curious into their marketing strategies, reinforcing NCS' industry influence.

"Our six-year partnership with NCSolutions has resulted in several high-profile and award-winning campaigns," saidHenry Feintuch, president, Feintuch Communications. "This year alone, the Sober Curious campaign received recognition from PRSA National in the form of a Bronze Anvil as well as honors at the Shorty Awards."

Close collaboration with NCS' agency partners made the Sober Curious campaign possible.Digital Third Coast provided an SEO strategy that amplified discoverability, while Version A delivered compelling writing and content services to bring the narrative to life. Researchscape supported the initiative with custom survey research that grounded the campaign in fresh consumer insights. Bob Buchanan Design added creative design that visually elevated the story across channels. The Feintuch Communications team was led by Henry Feintuch and Doug Wright, vice president. Together, these contributions helped ensure the program resonated with the program's audiences.

About the Big Apple Awards
The New York Chapter of the Public Relations Society of America established the Big Apple Awards program in 1988 to encourage excellence in public relations. The program has evolved to keep pace with a rapidly changing industry and continues to celebrate the exciting and innovative successes of talented professionals working in the heart of the communications universe. Today, a Big Apple Award is recognized as one of the highest honors bestowed in public relations.

About PRSA-NY
The New York Chapter of the Public Relations Society of America is the best-established, most substantial and most influential group of public relations professionals in the country. Located in the media capital of the world, PRSA-NY offers to its members top-level career development and education, networking, mentoring and award programs. PRSA-NY serves communications

decision-makers at agencies, businesses, nonprofit organizations and public and private institutions. For more information about PRSA-NY, go to https://www.prsany.org/.

About Feintuch Communications
Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning technology public relations firm with a focus on business results. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in b2b and b2c programs in technology, pro AV, financial services, advertising and media, energy and cleantech and corporate. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

SOURCE Feintuch Communications

For further information: Henry Feintuch / Doug Wright, Feintuch Communications, 212-808-4900 / 201-952-6033, ncsolutions@feintuchpr.com

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