

2010 Bronze Anvil Results



Award Column Key:
 Bronze = Bronze Anvil Winner
 ACE = Bronze Anvil Award of Commendation Winner

Winner	Category Description	Subcategory Description	Organization	Agency	Entry Title
Bronze	MEDIA RELATIONS - Consumer Products	Health Care	Healthpoint, Ltd.	Balcom Agency	Launching a Better Hand Sanitizer
Bronze	MEDIA RELATIONS - Consumer Products	Technology	McAfee	Red Consultancy	Most Dangerous Celebrity in Cyberspace: Red builds brand awareness for McAfee; executes "the most successful PR campaign in McAfee history"
ACE	MEDIA RELATIONS - Consumer Products	Technology	McAfee	Red Consultancy	The Carbon Footprint of Spam: Save the Planet - Use a Spam Filter McAfee Reveals the Surprising Effects of Spam
ACE	MEDIA RELATIONS - Consumer Products	Technology	Sony Electronics Inc.	PainePR	VIAO Fall Launch 2009
ACE	MEDIA RELATIONS - Consumer Products	Technology	Parrot	Airfoi Public Relations, Inc.	Parrot AR.Drone Launch
Bronze	MEDIA RELATIONS - Consumer Products	Food & Beverage	McDonald's	GolinHarris	McDonald's Happy Meal: Thirty Years of Happiness
ACE	MEDIA RELATIONS - Consumer Products	Food & Beverage	Jim Beam Bourbon	Padilla Speer Beardsley	TASTING IS BELIEVING FOR NEW SPIRIT - RED STAG
ACE	MEDIA RELATIONS - Consumer Products	Food & Beverage	Papa John's International	Fleishman-Hillard Inc.	Riding Shotgun with Papa - "Papa" John Reunites with Long-Lost Camaro
Bronze	MEDIA RELATIONS - Consumer Products	Packaged Goods	Friskies	Ketchum	Friskies' First "Feline Focus Group"
ACE	MEDIA RELATIONS - Consumer Products	Packaged Goods	General Mills, Inc.	OLSON	Betty Crocker: Gluten Free Goddess
ACE	MEDIA RELATIONS - Consumer Products	Packaged Goods	MSSL and Publicis Groupe Agency Partners		Turning a Stylish Mix of Form + Function into Sales Success for P&G's Oral-B's Pulsonic
Bronze	MEDIA RELATIONS - Consumer Products	Non-Packaged Goods	KEA	MWW Group and Deutsch	Americans Embrace Change with IKEA
ACE	MEDIA RELATIONS - Consumer Products	Non-Packaged Goods	The Riders Brand	French West Vaughan	Riders Stretches Budget to Generate 866:1 ROI
Bronze	MEDIA RELATIONS - Consumer Products	Other (Categories not elsewhere defined)	Iams	PainePR	Iams Home 4 the Holidays Continues Its Mission to Save the Lives of Homeless Pets
ACE	MEDIA RELATIONS - Consumer Products	Other (Categories not elsewhere defined)	American Suzuki Motor Corp.	PainePR	Relaunching the Suzuki Brand With the All-New 2010 Kizashi
ACE	MEDIA RELATIONS - Consumer Products	Other (Categories not elsewhere defined)	Hasbro	Coyne Public Relations	Candy Land's Sweet 60th Birthday Celebration
Bronze	MEDIA RELATIONS - Consumer Services	Travel and Tourism/Hospitality	Willis Tower	Fleishman-Hillard Inc.	Skydeck: Chicago at Willis Tower Dares Visitors to Stand Out on The Ledge
ACE	MEDIA RELATIONS - Consumer Services	Travel and Tourism/Hospitality	American Airlines	Weber Shandwick	American Airlines Introduces a New Approach to Frequent Flyer Travel: One-Way Flex Awards
Bronze	MEDIA RELATIONS - Consumer Services	Health Care Services	Georgetown University Hospital Washington Hospital Center		Media Relations Campaign: A Trio of Paired Kidney Swaps
ACE	MEDIA RELATIONS - Consumer Services	Health Care Services	Dominion Resources		Dominion Foundation Donates \$1 Million to Free Clinics in 14 States
Bronze	MEDIA RELATIONS - Consumer Services	Financial Services	Charles Schwab & Co., Inc.	Edelman	Real Life Retirement Services: Leveraging the stories of real people to increase coverage of Schwab's retirement products and services
Bronze	MEDIA RELATIONS - Consumer Services	Other (Categories not elsewhere defined)	TransFair USA	Carmichael Lynch Spong	BART Fair Trade Certified Chocolate Giveaway
ACE	MEDIA RELATIONS - Consumer Services	Other (Categories not elsewhere defined)	SUPERVALU	Carmichael Lynch Spong	Better-For-You Shopping Made Easy with nutrition IQ
Bronze	MEDIA RELATIONS - Business to Business	Other (Categories not elsewhere defined)	Illinois Restaurant Association	GolinHarris	Driving Epicurean Interest in Chicago Gourmet
ACE	MEDIA RELATIONS - Business to Business	Professional and/or Financial Services	Grail Research	Davies Murphy Group	The Crusade to Promote Grail Research
ACE	MEDIA RELATIONS - Business to Business	Professional and/or Financial Services	Chase Card Services	Ketchum	Launching Ink from Chase: Delivering Big to Small Businesses
Bronze	MEDIA RELATIONS - Business to Business	Products	Elsevier A&G	Padilla Speer Beardsley	If You Build It, They Will Come: Creating the Market for the Product
ACE	MEDIA RELATIONS - Business to Business	Products	B. Braun Medical Inc.	Stern + Associates	B. Braun Medical Inc. Smart Pump Industry Leadership Campaign
Bronze	MEDIA RELATIONS - Business to Business	Other (Categories not elsewhere defined)	Omni Hotels	Weber Shandwick	Omni Hotels Offers Up Unique Meetings
Bronze	MEDIA RELATIONS - Associations/Nonprofit Organizations		ClearWay Minnesota	Carmichael Lynch Spong	Monetization to Quit
Bronze	MEDIA RELATIONS - Government		Federal Emergency Management Agency's (FEMA) National Flood Insurance Program (NFIP)	Ogilvy Public Relations Worldwide	FloodSmart Makes Disney Magic
ACE	MEDIA RELATIONS - Government		Brookhaven National Laboratory	Tartaglia Communications	Hot Quark Soup Stirs Up Global News Coverage
ACE	MEDIA RELATIONS - Government		U.S. Army	Weber Shandwick	U.S. Army Officer Campaign
Bronze	FEATURE STORIES		Road Runner Akron Marathon	Ralph J. Davila Public Relations	The Road Runner Akron Marathon Soars Above the Competition
ACE	FEATURE STORIES		Transitions Optical, Inc.	Euro RSCG Worldwide PR	En-Vision a Healthy Workforce
Bronze	EDITORIALS/OP-ED COLUMNS		UPS	Fleishman-Hillard Inc.	Delivering A Free Trade Forum For UPS
ACE	EDITORIALS/OP-ED COLUMNS			Mike Smith Public Affairs	Giving Energy a Voice
Bronze	PODCASTS		Homewood Suites by Hilton	Running Pony Productions	Homewood iPad Food & Beverage Training Video Podcasts
ACE	PODCASTS		Carmichael Lynch Spong and Webmaster Radio.FM		Untying the PurseStrings of America's Most Powerful Consumer
Bronze	WEB SITES	External	Jack Link's Beef Jerky	Carmichael Lynch Spong and Carmichael Lynch Advertising	Jack Link's Living Sasquatch - How A Leading Snack Brand Put An Icon In The Hands Of Its Fans
ACE	WEB SITES	External	Unilever Algida	Excel, Mindshare, Electric	Magnum Advergame: Just Play
ACE	WEB SITES	External	Radware	Ruder Finn, Inc.	Alteon is Back
Bronze	WEB SITES	Internal/Intranets	Edelman		Edelman Moves to Hudson Square: www.Edelman250Hudson.com
ACE	WEB SITES	Internal/Intranets	Eastman Kodak Company		My Kodak World
ACE	WEB SITES	Internal/Intranets	Genentech		The 'I Want So Much to Live' Documentary Web Site
ACE	WEB SITES	Internal/Intranets	Georgia Department of Community Affairs	Hill & Knowlton, Inc.	You Gotta Be Kidding! Recycling Campaign Central Web Site
Bronze	WEB SITES	Online Media Room	Mountain Dew	Porter Novelli	Discovering DEWmocracy
ACE	WEB SITES	Online Media Room	Hilton Hotels	Covalent Logic	Hilton Global Media Center
Bronze	WEBCASTS		Johnnie Walker / DIAGEO	Hunter Public Relations	Johnnie Walker Black Label 100th Anniversary Webcast
Bronze	SOCIAL MEDIA		Unilever/Klondike	GolinHarris	What Would You Do for a Klondike Bar...Now?
ACE	SOCIAL MEDIA		FamMed, Inc.	Risdal Marketing Group	GoGirl! Building A Brand Worth Standing For
ACE	SOCIAL MEDIA		American Airlines	Weber Shandwick	Social Skies: American Airlines Launches Social Media Program with 737-800 Campaign
ACE	SOCIAL MEDIA		Eight O' Clock Coffee	S3	Eight O' Clock Coffee - Mad Men
Bronze	BLOGS		Papa John's International	Fleishman-Hillard Inc.	Bloggers Wanted: College Interns Ride Shotgun With Papa John for Summer Road Trip
ACE	BLOGS		Turkey Hill Dairy	Pavone	Turkey Hill Dairy - Ice Cream Journal
Bronze	BLOGGER CAMPAIGN		Transportation Security Administration		Using a Blog Campaign to Protect Your Brand
ACE	BLOGGER CAMPAIGN		VELVEETA (Kraft Foods)	Edelman	5 Weeks x 5 Kitchenistas = 25 Ideas to VELVEETA it!
ACE	BLOGGER CAMPAIGN		PBS KIDS	360 Public Relations	Mom Bloggers Tune-In to PBS KIDS
ACE	BLOGGER CAMPAIGN		SC Johnson	Edelman	How I Clean Now 2009 Blogger Campaign
Bronze	SMARTPHONE APPLICATIONS		Sherwin-Williams	Carmichael Lynch Spong and Resource Interactive	Brushing up on Mobile: Sherwin-Williams ColorSnap iPhone App
ACE	SMARTPHONE APPLICATIONS		Colorado Department of Transportation	Webb PR	R-U Buzzed? Ask Your Phone
Bronze	WEB WIDGETS		American Airlines	Weber Shandwick	Window Seats and Wi-Fi: Finding Your Flight on American's Wi-Fi Widget
ACE	WEB WIDGETS		Papa John's International	Fleishman-Hillard Inc.	Riding (Virtual) Shotgun with Papa John through Augmented Reality
Bronze	WORD-OF-MOUTH	General Word-of-Mouth Marketing Program	THE HERSCHEY COMPANY	JSH&A Public Relations	Hershey's Kisses Chocolates Celebrates the Holidays with 1,000 Cookie Exchanges
ACE	WORD-OF-MOUTH	General Word-of-Mouth Marketing Program	Starbucks Coffee Company	Edelman	Starbucks VIA® Ready Brew: Preview and Launch
Bronze	WORD-OF-MOUTH	Viral Marketing Program	The Bahamas Ministry of Tourism	Weber Shandwick and phearcreative	Bahama Fridays
ACE	WORD-OF-MOUTH	Viral Marketing Program	El Pollo Loco	The Rogers Group	"Taste the Fire Challenge"
Bronze	WORD-OF-MOUTH	Street Marketing Program	BEUC	Colehour+Cohen	Go BEUC Tour
Bronze	CREATIVE TACTICS		Sani Professional	Pavone	Sani Professional - Germs Unite
ACE	CREATIVE TACTICS		James Madison University Substance Abuse Prevention	Polzos & Company Communications	James Madison University "Your Call" Mirror Decals
ACE	CREATIVE TACTICS		DecoPac	Padilla Speer Beardsley	A Sweet Celebration of Record-Breaking Proportions
ACE	CREATIVE TACTICS		McAfee	Red Consultancy	Most Dangerous Celebrity in Cyberspace: Red builds brand awareness for McAfee; executes "the most successful PR campaign in McAfee history"
Bronze	PRESS CONFERENCES		Hasbro	Coyne Public Relations	Candy Land's Sweet 60th Birthday Celebration
ACE	PRESS CONFERENCES		Empire State Building	Edelman	Empire State Building Sustainability Initiative
ACE	PRESS CONFERENCES		The Goldman Environmental Prize	Allison & Partners	Green Carpet Event Shines a Spotlight on The Goldman Environmental Prize
Bronze	PRESS KITS/MEDIA KITS	Products	Jim Beam Bourbon	Padilla Speer Beardsley	TASTING IS BELIEVING FOR NEW SPIRIT - RED STAG
ACE	PRESS KITS/MEDIA KITS	Products	Rapala and Respected Rapala Brands	Carmichael Lynch Spong	Making A Big Splash
ACE	PRESS KITS/MEDIA KITS	Products	General Mills, Inc.	OLSON	Cheer Party Mix: Tempus Your Tastebuds
Bronze	PRESS KITS/MEDIA KITS	Services	Be The Match®	Padilla Speer Beardsley	Capturing Public Attention for a Critical Cause
Bronze	PRESS KITS/MEDIA KITS	Events/Commemorations/Other	Johnnie Walker	Hunter PR	Johnnie Walker Black Label 100th Anniversary Art of Blending Webcast Press Kit
ACE	PRESS KITS/MEDIA KITS	Events/Commemorations/Other	Showtime Networks, Inc		Nurse Jackie Press Kit
ACE	PRESS KITS/MEDIA KITS	Events/Commemorations/Other	Discovery Channel		Discovery Channel's 2009 SHARK WEEK Press Kit
Bronze	PRESS KITS/MEDIA KITS	Digital	Houston Texans		The Houston Texans Digital Media Guide - Revolutionizing the NFL
ACE	PRESS KITS/MEDIA KITS	Digital	MGM MIRAGE	Kirvin Doak Communications and MultiVu, a PR Newswire Company	CityCenter Las Vegas -- Grand Opening - Multimedia News Release
ACE	PRESS KITS/MEDIA KITS	Digital	Yum! Brands, Inc. and United Nations World Food Programme	Weber Shandwick	"From Hunger To Hope" (World Hunger Relief)
Bronze	B-ROLL		Hasbro	Coyne Public Relations	Candy Land's Sweet 60th Birthday Celebration

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AOC	B-ROLL		MGM MIRAGE	Kirvin Doak Communications and MultiVu, a PR NewswireCompany	CityCenter Las Vegas -- Grand Opening
Bronze	SATELLITE MEDIA TOURS		Underwriters Laboratories	GolinHarris	Underwriters Laboratories "Gift of Safety" SMT
AOC	SATELLITE MEDIA TOURS		U.S. Census Bureau	Weber Shandwick	2010 Census "Portrait of America" Road Tour Launch Satellite Media Tour
Bronze	TELEVISION PSAs		National Association of School Nurses	sanofi pasteur U.S.	Voices of Meningitis
AOC	TELEVISION PSAs		American Urinological Association Foundation	Zeno Group	Know Your Stats About Prostate Cancer: Prostate Defense Begins at 40
AOC	TELEVISION PSAs		MedImmune and Families Fighting Flu	Fleishman-Hillard Inc.	"Influenza Vaccination Awareness PSA with Mia Hamm"
AOC	TELEVISION PSAs		Internal Revenue Service	Porter Novelli	Life's a Little Easier with EITC
Bronze	RADIO PSAs		National Association of School Nurses	sanofi pasteur U.S.	Voices of Meningitis
AOC	RADIO PSAs		Natural Resources Conservation Service		As the Wood Turns
AOC	RADIO PSAs		Iams	PainePR	Iams Home 4 the Holidays Continues Its Mission to Save the Lives of Homeless Pets
Bronze	PRINT PSAs		International Civil Rights Center & Museum	RLF Communications	Stand Up, March On, Learn More.
AOC	PRINT PSAs		Oceana		Across January Jones is Scared for Sharks
Bronze	INTERNAL VIDEO PROGRAMS	Corporate/Organization News	Northrop Grumman Shipbuilding for Shipbuilding-TV (SB-TV)		Shipbuilding-TV (SB-TV)
AOC	INTERNAL VIDEO PROGRAMS	Corporate/Organization News	Premier healthcare alliance		"Where in the World is Susan DeVore" Videos
Bronze	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	Genentech		"I Want So Much to Live": A Documentary Film Inspiring Employees to Feel Connected to Our Culture and Mission
AOC	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	Kaiser Permanente Northern California Communications		Members Celebrate Our Nurses
AOC	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	Dominion Resources		Dominion Virginia Power Customer Experience Video Vignette Series
AOC	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	Tulane University	Mouton Media	Tulane 2009 Commencement "Thank You" Video
Bronze	EXTERNAL VIDEO PROGRAMS		Regas	Affect Strategies	The Regas "You May Need an Office" Viral Video Program
AOC	EXTERNAL VIDEO PROGRAMS		Utah Department of Transportation	Pianna Powers Brian Haynes	Zero Fatalities' 10-85 ECHO: A Texting Tragedy
AOC	EXTERNAL VIDEO PROGRAMS		The Washington Regional Alcohol Program	Siratacomm	Even a Police Chief Can Get Busted For DUI
Bronze	NEWSLETTERS	Fewer Than 17 Pages	Akron Children's Hospital	Fine Point Public Relations & Advertising	Inside Children's
AOC	NEWSLETTERS	Fewer Than 17 Pages	Navistar, Inc.	ODA Creative Partners	Inside Navistar
Bronze	NEWSLETTERS	17 Pages or More	NorthBay Healthcare		Wellspring
Bronze	NEWSLETTERS	Digital	Cargill	Carmichael Lynch Spong	Cargill E-Newsletter Puts Food Industry Trends "InPerspective"
AOC	NEWSLETTERS	Digital	San Diego Convention Center Corporation		Panorama
Bronze	BROCHURES	Fewer Than 17 Pages	Emory University School of Law Office of Admission		Emory Law More Than Practice
AOC	BROCHURES	Fewer Than 17 Pages	U.S. Census Bureau	Weber Shandwick	How People Are Counted
AOC	BROCHURES	Fewer Than 17 Pages	Baylor University's Hankamer School of Business		Baylor EMBA Viewbook
Bronze	BROCHURES	17 Pages or More	Bristol-Myers Squibb	Ruder Finn, Inc. and Ten Advertising	Health Reporting Handbook
AOC	BROCHURES	17 Pages or More	City of Houston Convention & Entertainment Facilities Department	George R. Brown Convention Center and Cregan Design	Updated & Improved Brochure for the George R. Brown Convention Center
Bronze	BROCHURES	Digital	Centocor Ortho Biotech	MC3	Safe Fleet Champions
Bronze	MAGAZINES	Internal Audiences Primarily	State Farm Insurance		State Farm Red Magazine, an internal magazine to increase pride, awareness and connectivity at the nation's leading auto insurer.
AOC	MAGAZINES	Internal Audiences Primarily	Emory University School of Law		Emory Lawyer
Bronze	MAGAZINES	External Audiences Primarily	Penn State Alumni Association		The Penn State magazine: March/April, May/June, July/August 2009 issues.
AOC	MAGAZINES	External Audiences Primarily	Baylor University's Hankamer School of Business		Baylor Business Review
AOC	MAGAZINES	External Audiences Primarily	Korn/Ferry International		The Korn/Ferry Institute "Briefings" on Talent & Leadership
Bronze	PUBLICATIONS	Single Issue Newsletters/Booklets/ Calendars	USA Rice Federation	Marriner Marketing Communication	U.S. Rice in the Culinary Classroom - The Complete Guide for Culinary Educators and Professionals
Bronze	PUBLICATIONS	Books	Little Caesars	Ilitch Holdings, Inc.	Little Caesars: Our First 50 Years
AOC	PUBLICATIONS	Books	tw telecom	Story + Welch LLP	Helping tw telecom Employees Understand and Deliver on the Company's New Brand Promise
Bronze	ANNUAL REPORTS	Companies (Up to \$500 Million)	Georgia Ports Authority		Georgia Ports Authority FY2008 Annual Report: Georgia's Ports for Georgia's People
Bronze	ANNUAL REPORTS	Companies (More Than \$500 Million)	St. Jude Medical	Padilla Speer Beardley	Showcasing St. Jude Medical's Lifesaving Successes
AOC	ANNUAL REPORTS	Companies (More Than \$500 Million)	Whirlpool Corporation	Curran & Connors, Inc.	Whirlpool Corporation 2009 Annual Report to Shareholders
AOC	ANNUAL REPORTS	Companies (More Than \$500 Million)	Temasek Holdings (Private) Limited		"Shaping Our Journey"
Bronze	ANNUAL REPORTS	Non-Profit Organizations	AIDS Healthcare Foundation		"Innovation for Humanity" Annual Report 2007/2008
AOC	ANNUAL REPORTS	Non-Profit Organizations	The Lifetime Healthcare Companies	Excelsus BlueCross BlueShield and Roberts Communications Inc.	FOR LIFE
AOC	ANNUAL REPORTS	Non-Profit Organizations	BlueCross and BlueShield of North Carolina Foundation	Capstral, Trailblazer Studios	The Strength of Our Communities
AOC	ANNUAL REPORTS	Non-Profit Organizations	Harris County Hospital District	Savage Design	Changing Lives Through Health and Wellness
Bronze	ANNUAL REPORTS	Digital	Forsythe Technology	The Well	Forsythe Technology 2008 Annual Report
Bronze	DIRECT MAIL/DIRECT RESPONSE		Dallas Area Rapid Transit		DART Green Line Opening Combo Invitation
Bronze	SPEECHES		Shell Oil Company	Eidelman	What Starts Here Changes the World
Bronze	ADVERTORIALS		InSinkErator	Cramer-Krasselt	InSinkErator Gets Home Builders to Think Green
AOC	ADVERTORIALS		The Florida Department of Citrus	GolinHarris and The Richards Group	Florida Grapefruit Makes Headlines
Bronze	RESEARCH/EVALUATION		Peel District School Board		Making My Way research (perceptions of post-secondary destinations)