

2011 Bronze Anvil Results



Award Column Key:

Bronze = Bronze Anvil Winner

AOC = Bronze Anvil Award of Commendation Winner

Award	Category	Sub Category	Organization	Agency	Entry Title
Bronze	MEDIA RELATIONS - Consumer Products	Health Care	Martek Biosciences	Carmichael Lynch Spong	Inspiring Boomers to Create "Beautiful Minds"
AOC	MEDIA RELATIONS - Consumer Products	Technology	HP		From Geek to Chic: Turning HP into a Fashion Brand
AOC	MEDIA RELATIONS - Consumer Products	Technology	MWW Group & Samsung Telecommunications America		Samsung Mobile Makes the Smartphone Brilliant with the Launch of the Galaxy S in the U.S.
Bronze	MEDIA RELATIONS - Consumer Products	Technology	Barnes & Noble	Fleishman-Hillard	Launching NOOK Color - the first-ever Reader's Tablet
Bronze	MEDIA RELATIONS - Consumer Products	Food & Beverage	Butterball LLC	Edelman	Butterball Helps Every Generation Celebrate Thanksgiving
AOC	MEDIA RELATIONS - Consumer Products	Food & Beverage	ABSOLUT VODKA	Ketchum	ABSOLUT VODKA Creates a "Stoop Life Movement" to Launch ABSOLUT BROOKLYN
AOC	MEDIA RELATIONS - Consumer Products	Food & Beverage	PepsiCo	Edelman, Weber Shandwick	Refreshing Change: Pepsi Refresh Project Brings Good Ideas to Life
AOC	MEDIA RELATIONS - Consumer Products	Food & Beverage	KFC		KFC Keeps it Short and Tweet
AOC	MEDIA RELATIONS - Consumer Products	Packaged Goods	Calphalon	Carmichael Lynch Spong	Searing Calphalon Unison in the Heads and Hearts of America's Goddesses
AOC	MEDIA RELATIONS - Consumer Products	Packaged Goods	Kimberly-Clark/Huggies®	Ogilvy Public Relations Worldwide	Helping Diaper "Every Little Bottom"
Bronze	MEDIA RELATIONS - Consumer Products	Packaged Goods	PainePR with Old Spice		Smell Like a Man, Man Campaign: Old Spice Rides Horse into History
AOC	MEDIA RELATIONS - Consumer Products	Non-Packaged Goods	Kenmore	Zeno Group	Kenmore Baking for the Troops
AOC	MEDIA RELATIONS - Consumer Products	Non-Packaged Goods	Sealed Air Corp.	Coyne PR	The Pop Heard 'Round the World: Bubble Wrap's 50th Birthday
Bronze	MEDIA RELATIONS - Consumer Products	Non-Packaged Goods	Whirlpool Corporation	Peppercom Inc.	New Spin on Laundry – The Launch of the Whirlpool Vantage
AOC	MEDIA RELATIONS - Consumer Products	Other (Categories not elsewhere defined)	General Motors	Weber Shandwick	An American Comeback Story: Resurgent Brands and Great Products Tell the Story of the New GM
Bronze	MEDIA RELATIONS - Consumer Products	Other (Categories not elsewhere defined)	Twentieth Century Fox Home Entertainment	Hill & Knowlton, with Think Jam	"24" Marathon Fan Fest Event
Bronze	MEDIA RELATIONS - Consumer Services	Travel and Tourism/Hospitality	Feld Entertainment		Ringling Bros. and Barnum and Bailey present Zing Zang Zoom
AOC	MEDIA RELATIONS - Consumer Services	Travel and Tourism/Hospitality	Disney Parks	Coyne PR	Give a Day. Get a Disney Day.
AOC	MEDIA RELATIONS - Consumer Services	Health Care Services	Cephalon AND WCG		Framing Life With Lymphoma: A New Program Aimed at Enhancing Lymphoma Patient and Physician Communication
Bronze	MEDIA RELATIONS - Consumer Services	Health Care Services	Remote Area Medical	Edelman and LA Care Health Plan	Facilitating Free Access to Care to Thousands of Angelenos
AOC	MEDIA RELATIONS - Business-To-Business	Professional and/or Financial Services	First Data	Hill & Knowlton	Making Trusted Payments More Secure
Bronze	MEDIA RELATIONS - Business-To-Business	Professional and/or Financial Services	PRGX Global, Inc.	OrgPR LLC	Against the Odds: A national media relations campaign focused only on profiles and features

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Bronze	MEDIA RELATIONS - Business-To-Business	Products	Procter & Gamble Professional	PainePR	Procter & Gamble Professional Bolsters Awareness Through News Bureau Program
AOC	MEDIA RELATIONS - Business-To-Business	Products	SCA's Tork Brand	Cramer-Krasselt	Tork Cleans Up with Guinness World Record
AOC	MEDIA RELATIONS - Business-To-Business	Other (Categories not elsewhere defined)	Qualcomm	Hill & Knowlton	Uplinq: The Must-Attend Event for Mobile Developers
Bronze	MEDIA RELATIONS - Business-To-Business	Other (Categories not elsewhere defined)	Nimble Storage	Trainer Communications	Revealing the "Holy Grail" to the World of Storage... Nimble Storage
AOC	MEDIA RELATIONS - Business-To-Business	Other (Categories not elsewhere defined)	The American College of Surgeons and the Florida Hospital Association	Weber Shandwick	Saving Lives & Setting a National Example for Quality Healthcare: Florida Surgical Care Initiative
AOC	MEDIA RELATIONS - Associations/Nonprofit Organizations		MWW Group & Bowling Proprietors Association of America		2010 Celebrity Bowling Hall of Fame Campaign
Bronze	MEDIA RELATIONS - Associations/Nonprofit Organizations		Vidalia Onion Committee		Ogres & Onions: Shrek Forever After, Vidalias Forever Sweet
AOC	MEDIA RELATIONS - Associations/Nonprofit Organizations		GiveMN.org	Padilla Speer Beardsley	Igniting an outpouring of online giving
AOC	MEDIA RELATIONS - Associations/Nonprofit Organizations		Massachusetts General	Euro RSCG Worldwide PR	WOUNDED WARRIORS
AOC	MEDIA RELATIONS - Government		Las Vegas Convention and Visitors Authority	R&R Partners, Inc.	Camp Vegas for Grownups
Bronze	MEDIA RELATIONS - Government		Ohio Tourism Division	Fahlgren Mortine Public Relations	Discover Ohio Deals Strategic Media Relations Program
AOC	MEDIA RELATIONS - Government		Amtrak	Edelman	National Train Day 2010
AOC	FEATURE STORIES		Carestream Dental	Brandware Public Relations	Cone Beam Computed Tomography: How Safe is CBCT for your Patients?
Bronze	FEATURE STORIES		Transitions Optical, Inc.	Euro RSCG Worldwide PR	Employees Don't See What They Could Be Missing Without Vision Benefits Appearing in June/July Issue of CDHC Solutions
AOC	FEATURE STORIES		Saft America	French/West/Vaughan	Military Design Article by Saft in Product Design & Development Magazine
AOC	EDITORIALS/OP-ED COLUMNS		Marvin Windows and Doors		Do Layoffs Really Help the Bottom Line?
AOC	EDITORIALS/OP-ED COLUMNS		Juvenile Diabetes Research Foundation		T1D Aware: Driving Local Awareness of Type 1 Diabetes
Bronze	EDITORIALS/OP-ED COLUMNS		National Association for the Self-Employed	Widmeyer Communications	Small Business: The Engine of the U.S. Economy
Bronze	WEBSITES	External	National Dairy Council		Fuel Up to Play 60
AOC	WEBSITES	External	International Research and Exchanges Board (IREX)		FreeSilva.org: Politics, Prison and the Power of a Website
AOC	WEBSITES	External	District of Columbia HIV/AIDS, Hepatitis, STD, and TB Administration	Octane Public Relations and Advertising	RubberRevolutionDC.com: Transforming the Condom Conversation

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AOC	WEBSITES	External	Recreational Boating & Fishing Foundation	Colle+McVoy	TakeMeFishing.org
Bronze	WEBSITES	Internal/Intranets	First American Financial Corporation	Ervin Ad	We Are First American
AOC	WEBSITES	Internal/Intranets	BNSF Railway		Mapping out Positive Train Control for BNSF Employees
Bronze	WEBSITES	Online Media Room	Marvin Windows and Doors		A Window of Opportunity to Create Trade Excitement
AOC	WEBCASTS		Roanoke County Public Schools		Graduation Live!
Bronze	WEBCASTS		SSM Health Care		Experience Exceptional: Our People Videos
AOC	WEBCASTS		The University of Texas at Austin		Border Views video series
AOC	SOCIAL MEDIA		McNeil Nutritionals	GolinHarris	SPLENDA® Send a Pie Facebook Application
AOC	SOCIAL MEDIA		AXE/UNILEVER	EDELMAN	AXE LOUNGE: INTERCEPTING THE SUPER BOWL SPOTLIGHT
AOC	SOCIAL MEDIA		KFC		KFC Keeps it Short and Tweet
Bronze	SOCIAL MEDIA		PainePR with Old Spice	Wieden + Kennedy	Smell Like a Man, Man Campaign: Old Spice Rides Horse Into History Via Twitter and YouTube
Bronze	BLOGS		Boeing Commercial Airplanes		Randy's Journal
AOC	BLOGGER CAMPAIGN		American Egg Board		The Good Egg Project Farm to Table Tours
Bronze	BLOGGER CAMPAIGN		Jack Link's Beef Jerky	Carmichael Lynch Spong and Carmichael Lynch	Jack Link's and The Onion Take the App World By Storm
Bronze	SMARTPHONE APPLICATIONS		Jack Link's Beef Jerky	Carmichael Lynch Spong and Carmichael Lynch	Jack Link's and The Onion Take the App World By Storm
AOC	SMARTPHONE APPLICATIONS		Recreational Boating & Fishing Foundation	Derek Trauger & Associates, LLC 'AND' Colle+McVoy	Take Me Fishing Boat Ramp App
Bronze	WEB WIDGETS		American Airlines	Weber Shandwick	Window Seats and Wi-Fi: Finding Your Flight on American's Wi-Fi Widget
AOC	WEB WIDGETS		Unilever/Degree Women	Weber Shandwick	Degree Women "Friends You Mist" Facebook Application
AOC	WEB WIDGETS		Gillette		Gillette Fusion ProGlide Launch – Turning Skeptics into Believers
Bronze	WORD-OF-MOUTH	General Word-of-Mouth Marketing Program	D.G. Yuengling & Son Inc.	Pavone Advertising	Yuengling's Lord Chesterfield Campaign
Bronze	WORD-OF-MOUTH	Viral Marketing Program	Sears Holdings Corp.	Euro RSCG Worldwide	Come See the Zombie Side of Sears
AOC	WORD-OF-MOUTH	Street Marketing Program	Keep America Beautiful	Hill & Knowlton	Littering Is Wrong Too
Bronze	WORD-OF-MOUTH	Street Marketing Program	Malaysian Trade Commission		Malaysia Kitchen for the World 2010: The Malaysia Kitchen Food Truck Hits the Streets of NYC
AOC	CREATIVE TACTICS		The Hartford	MM2 Public Relations	The Hartford Paves the Way to a Smoother Commute

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AOC	CREATIVE TACTICS		Orange County Transportation Authority	Katz & Associates, Inc.	Rail Safety Outreach for Orange County Boy Scouts
Bronze	CREATIVE TACTICS		Fast Horse		The Fast Horse Summer Intern Search
AOC	CREATIVE TACTICS		GM Western Region Communications	Weber Shandwick	Drive Thru Finals with Chevy
Bronze	PRESS CONFERENCES		Clorox Toilet Products	Current	Ode to the Commode Campaign Flushing for a Cause
AOC	PRESS CONFERENCES		Detroit Medical Center	Truscott Rossman	Investing in Detroit: Announcing the Sale of the Detroit Medical Center
AOC	PRESS CONFERENCES		Barnes & Noble	Fleishman-Hillard	Launching NOOK Color -- the first-ever Reader's Tablet
AOC	PRESS CONFERENCES		HP	Porter Novelli	The New Language of Printing; Talking to the Digital Generation HP Press Conference @ IWNy
Bronze	PRESS KITS/MEDIA KITS	Services	Parelli National Horsemanship	French/West/Vaughan	Changing the World for Horses and Humans – Parelli Press Kit
AOC	PRESS KITS/MEDIA KITS	Services	Comfort Zone Camp and The New York Life Foundation	Tiller LLC	Childhood Grief: The Untold Burden
Bronze	PRESS KITS/MEDIA KITS	Digital	Yum! Brands, Inc	Weber Shandwick	World Hunger Relief
Bronze	VIDEO NEWS RELEASES		The Federation of Quebec Maple Syrup Producers		University of Rhode Island Scientific Findings Release on Canadian Maple Syrup
AOC	B-ROLL		Macy's		Macy's Balloonfest
Bronze	B-ROLL		Crayola	Coyne PR	Crayola Solar Farm Unveiling
AOC	SATELLITE MEDIA TOURS		March of Dimes		March of Dimes 2010 Prematurity Awareness
AOC	SATELLITE MEDIA TOURS		Hampton Hotels	Cohn & Wolfe	Wake Up With Waffles Satellite Media Tour Event
Bronze	SATELLITE MEDIA TOURS		Martek Biosciences	Carmichael Lynch Spong	Inspiring Boomers to Create "Beautiful Minds"
AOC	SATELLITE MEDIA TOURS		Calphalon	Carmichael Lynch Spong	Creating an Easy and Elegant Brunch with Calphalon
AOC	TELEVISION PSAs		Campaign for Disability Employment	Concepts, Inc., RaffertyWeiss Media	the "I Can" PSA
AOC	TELEVISION PSAs		Texas Department of Transportation	EnviroMedia Social Marketing	Pizzazz starring George Strait for Don't Mess with Texas
Bronze	TELEVISION PSAs		American Academy of Pediatrics and Sanofi Pasteur	Burson-Marsteller	Protect Tomorrow
Bronze	RADIO PSAs		Texas Department of State Health Service	EnviroMedia Social Marketing	Yes You Can Rhythm Smoker
Bronze	INTERNAL VIDEO PROGRAMS	Corporate/Organization News	Ascension Health		Inside Ascension Health
Bronze	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	Peel District School Board		Share the smile—pass it on
AOC	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	Florida Department of Transportation's District Seven		FDOT's Design-Build Push Button Project - Completed in the Push of a Button

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AOC	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	HanesBrands		Expedition HanesBrands Wellness Videos Featuring Mountaineer Jamie Clarke
AOC	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	SSM Health Care		Experience Exceptional: Make a Commercial! Video Contest
Bronze	EXTERNAL VIDEO PROGRAMS		University of Redlands		MyTour Campus Tour Video
AOC	NEWSLETTERS	Fewer Than 17 Pages	Henrico County Public Schools		School Days newspaper
AOC	NEWSLETTERS	Fewer Than 17 Pages	Baylor University's Hankamer School of Business	Pollei DesignWorks and Baylor Photography	Focus Faculty Research Newsletter
AOC	NEWSLETTERS	Fewer Than 17 Pages	Makovsky + Company		The Power of Specialized Thinking—Makovsky + Co.® Using “Strategies” Newsletters to Demonstrate Knowledge is Power®
Bronze	NEWSLETTERS	Fewer Than 17 Pages	Cargill	Carmichael Lynch Spong	Cargill E-Newsletter Keeps Food Industry Trends "InPerspective"
Bronze	NEWSLETTERS	17 Pages or More	DART Marketing & Communications Team		InMotion
AOC	NEWSLETTERS	17 Pages or More	DART Marketing & Communications Team		Connections/ReConnect
AOC	NEWSLETTERS	Digital	Johnson & Johnson: The Johnson & Johnson Campaign for Nursing's Future	GCI Health	Nursing Notes: The E-newsletter of the Johnson & Johnson Campaign for Nursing's Future
AOC	NEWSLETTERS	Digital	Dremel		Dremel eNewsletter – Social Media Facelift
AOC	NEWSLETTERS	Digital	San Diego Convention Center Corporation		Panorama Newsletter
Bronze	NEWSLETTERS	Digital	State Farm		State Farm Company Highlights, an internal leadership communication tool to promote conversation, understanding and employee engagement around company results.
AOC	BROCHURES®	Fewer Than 17 Pages	Elizabeth Glaser Pediatric AIDS Foundation		Elizabeth Glaser Pediatric AIDS Foundation Country Brochures: Communicating the Foundation's International Programs
Bronze	BROCHURES®	Fewer Than 17 Pages	Transitions Optical Inc.	Euro RSCG Worldwide PR	Transitions Optical's "What to Expect" Multicultural Brochure Series
AOC	BROCHURES®	Fewer Than 17 Pages	Elsinore Valley Municipal Water District	O'Reilly Public Relations, Inc.	Elsinore Valley Municipal Water District ® Guide for California Friendly Landscaping
Bronze	BROCHURES®	17 Pages or More	Oklahoma Tourism & Recreation Dept.		Oklahoma Indian Country Guide: One State, Many Nations
AOC	BROCHURES®	17 Pages or More	Anthem Blue Cross and Blue Shield	RF Binder Partners	Anthem Blue Cross and Blue Shield's "75 Tips for Better Health"

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AOC	BROCHURES	17 Pages or More	Volkswagen Group of America		At Home In America: 2010 Corporate Social Responsibility Report
Bronze	MAGAZINES	Internal Audiences Primarily	Wake Forest Baptist Medical Center		Insight
AOC	MAGAZINES	Internal Audiences Primarily	Unum	Parthenon Publishing	One magazine
AOC	MAGAZINES	Internal Audiences Primarily	Canon Americas		Imagine magazine
AOC	MAGAZINES	External Audiences Primarily	Catholic Extension		Redesigning Extension, Redefining a Mission
Bronze	MAGAZINES	External Audiences Primarily	Boeing Commercial Airplanes	Methodologie	AERO Magazine
AOC	PUBLICATIONS	Single Issue Newsletters/Booklets/Calendars	AARP		Planning for Long-Term Care: Your Resource Guide
AOC	PUBLICATIONS	Single Issue Newsletters/Booklets/Calendars	IWIF Workers' Compensation Insurance	Weber Shandwick Baltimore	?Habla usted safety? Overcoming language barriers and reducing worksite injury risks for Hispanic Marylanders (IWIF English/Spanish Safety Guides)
Bronze	PUBLICATIONS	Single Issue Newsletters/Booklets/Calendars	Center for Substance Abuse Treatment (CSAT) and The Substance Abuse and Mental Health Services Administration (SAMHSA)		CSAT and SAMHSA's 2010 Recovery Month Toolkit
AOC	PUBLICATIONS	Single Issue Newsletters/Booklets/Calendars	Noel Group	The Richards Group	From Vision to Reality: A family company's journey
Bronze	PUBLICATIONS	Books	Scripps Health		Special Report: Mission Haiti
AOC	PUBLICATIONS	Books	The University of Southern Mississippi		Treasured Past, Golden Future: The Centennial History of The University of Southern Mississippi
AOC	PUBLICATIONS	Books	Ascension Health	The History Factory	10th Anniversary Book
AOC	ANNUAL REPORTS	Companies (Up to \$500 Million)	Forsythe		Forsythe's Annual Report, Unified Purpose
Bronze	ANNUAL REPORTS	Companies (Up to \$500 Million)	Georgia Ports Authority		Georgia Ports Authority FY2009 Annual Report: Poised for Recovery
AOC	ANNUAL REPORTS	Companies (More Than \$500 Million)	The University of Texas MD Anderson Cancer Center	Michael Clarke Design, designer	Transforming Minds, Transforming Lives
Bronze	ANNUAL REPORTS	Companies (More Than \$500 Million)	RPM International Inc.	Roop & Co.	Fundamentals of Sustainable Growth: RPM International Inc.'s 2010 Annual Report
AOC	ANNUAL REPORTS	Non-Profit Organizations	Greater Philadelphia Tourism Marketing Corporation		Tourism 2010 Report to the Region: Worth the Trip
AOC	ANNUAL REPORTS	Non-Profit Organizations	American Beverage Association		2009 Annual Review

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Bronze	ANNUAL REPORTS	Non-Profit Organizations	The Blue Foundation for a Healthy Florida	Shepherd	2009 Report to the Community
AOC	ANNUAL REPORTS	Non-Profit Organizations	The Georgia Tech Research Institute		Georgia Tech Research Institute: 75th Anniversary "Special Edition" Annual Report
Bronze	DIRECT MAIL/DIRECT RESPONSE		Brazilian Sugarcane Industry Association (UNICA)	Stratacomm	A Sweeter Alternative: Mobilizing Grassroots Support for Sugarcane Ethanol
AOC	SPEECHES		TRICARE Management Activity		Inspiration, Balance and Courage: Military Healthcare 2010 and Beyond
Bronze	SPEECHES		Liz Claiborne Inc.	Ruder Finn	Stopping Teen Dating abuse by mobilizing women legislators to advocate for education
Bronze	ADVERTORIALS		Hidden Valley Ranch (part of Clorox)		Love Your Veggies
AOC	RESEARCH/EVALUATION		Creative Memories		Assembling a Scrapbook for Growth
Bronze	RESEARCH/EVALUATION		Kimberly-Clark/Huggies®	Ogilvy Public Relations Worldwide	Helping Diaper "Every Little Bottom"
AOC	RESEARCH/EVALUATION		Liberty Mutual Group	Ketchum	"Liberty Mutual's Responsibility Project Releases a Survey, Adds to the Conversation and Becomes a Thought Leader in the Social Media Realm"