

2009 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Subcategory	Name of Organization	Name of Agency	Title of Entry
Silver	COMMUNITY RELATIONS	Business - Products	Honeywell Hometown Solutions and National Center for Missing and Exploited Children	Peppercom	Got 2B Safe!
AOE	COMMUNITY RELATIONS	Business - Products	Energizer	Weber Shandwick	Energizer Plan. Prepare. Protect.
Silver	COMMUNITY RELATIONS	Business - Services	Westfield	Southwest Strategies LLC	The New UTC: Building Community Support for a \$1 Billion Shopping Expansion and Revitalization
Silver	COMMUNITY RELATIONS	Government	The Mountain Area Safety Task Force (MAST) Bark Beetle Emergency	Cook & Schmid	An Education Program for Fire Safety - Community Relations
AOE	COMMUNITY RELATIONS	Government	Michigan State University	Martin Waymire Advocacy Communications	Michigan for the Facility for Rare Isotope Beams
AOE	COMMUNITY RELATIONS	Government	Virginia Lottery	Qorvis Communications	Super Teacher
Silver	COMMUNITY RELATIONS	Associations/Nonprofit Organizations	The Charleston Animal Society	Rawle Murdy	Spike & Biscuit Rebrand The Charleston Animal Society
Silver	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales of More than \$500 Million to \$10 Billion	Häagen-Dazs	Ketchum	Häagen-Dazs loves Honey Bees: Let's Lick This Problem - Reputation/Brand Management
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales of More than \$500 Million to \$10 Billion	Allstate Insurance Company, NY Region		Safe Teen Drive Long Island
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales of More than \$500 Million to \$10 Billion	Orkin	Jackson Spalding	Fight the Bite: Fighting Mosquitoes and Global Disease to Further Distinguish the Orkin Brand
Silver	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	UPS	Fleishman-Hillard Inc.	Brown Goes Green: Telling The UPS Environmental Story
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	Best Buy	MS&L	Out With the Rabbit Ears - The DTV Transition is Coming!
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	Nationwide	Fleishman-Hillard Inc.	Nationwide's 2008 DWD Campaign
Silver	REPUTATION/BRAND MANAGEMENT	Associations	The Society of Actuaries	GolinHarris	Actuaries - Risk is Opportunity.: The Revitalization of a Profession's Brand
Silver	REPUTATION/BRAND MANAGEMENT	Nonprofit Organizations	Home Safety Council	Brand Resources Group, Inc.	Safe Haven Awareness Campaign (2008)
AOE	REPUTATION/BRAND MANAGEMENT	Nonprofit Organizations	United Health Foundation	Fleishman-Hillard Inc.	America's Health Rankings: A Call to Action for Individuals and their Communities
Silver	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Products	Nestle USA / Butterfinger	GolinHarris	Launching "The Finger"
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Products	ACS Yellow Pages; ACS Media and The Berry Company	Nerland Agency Worldwide Partners	ACS Yellow Pages Distribution & Recycling Event
Silver	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Services	Air New Zealand	CRT/tanaka	Air New Zealand Pink Flight
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Services	Best Buy	MS&L	Best Buy Blows Out Black Friday
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Services	Hampton Hotels	Cohn & Wolfe	Hampton Hotels: Save-A-Landmark National Civil Rights Museum
Silver	EVENTS AND OBSERVANCES - Seven or Fewer Days	Government	U.S. Fish and Wildlife Service and U.S. Army	MGA Communications for Shell Oil Co.	Journey to the Old West: Refuge Roundup 2008 at the Rocky Mountain Arsenal National Wildlife Refuge
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Government	North American Aerospace Defense Command		NORAD Tracks Santa: Keeping the Dream Alive
Silver	EVENTS AND OBSERVANCES - Seven or Fewer Days	Associations/Nonprofit Organizations	AAA Mid-Atlantic and The Mid-Atlantic Foundation for Safety and Education	Silverflame Communications	Delaware Teen Driving Day
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Associations/Nonprofit Organizations	Wheat Foods Council	Burson-Marsteller	Urban Wheat Field Sprouts in New York
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Associations/Nonprofit Organizations	World Wildlife Fund	Creaxion and Jasculca/Terman and Associates and Moses Anshell and Glodow Nead Communications, LLC and Sullivan Birney Communications	Earth Hour 2008— A Global Statement on Climate Change

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Silver	EVENTS AND OBSERVANCES - More than Seven Days	Business - Products	Pfizer Animal Health	MGH and TagTeam Global	National Canine Weight Check - Events
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Business - Products	Case Construction Equipment	Cooper Hong Inc. and Mcomm Group	Case Rodeo Series - Building bungalows beats breaking broncos
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Business - Products	Kleenex Brand	Taylor Global	Kleenex® Presents let it out®: the movie - Events
Silver	EVENTS AND OBSERVANCES - More than Seven Days	Business - Services	Humana Inc.	Coyne Public Relations	Share and Share-a-Bike: Humana Brings Bike-Sharing to the National Political Conventions - Events
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Business - Services	Time Warner Cable Wisconsin and Hunger Task Force		Time Warner Cable's Read to Feed
Silver	EVENTS AND OBSERVANCES - More than Seven Days	Government	Ministry of Labor Korea	InComm Brodeur, Brodeur Partners	Fly to Global, Young Cafe is Coming!
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Government	Office of Communications Maryland State Highway Administration	Maryland Public Television	Maryland Highway Centennial
Silver	EVENTS AND OBSERVANCES - More than Seven Days	Associations/Nonprofit Organizations	Pathfinders	Serve Marketing and Golden Chic Events	B.E.D. (Because Every Kid Deserves one)
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Associations/Nonprofit Organizations	American Kennel Club		A Dog For Obama
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Associations/Nonprofit Organizations	Susan G. Komen for the Cure and National Philanthropic Trust	Barkley Public Relations	Breast Cancer 3-Day
Silver	PUBLIC SERVICE	Business	Iams	PainePR and Helen Woodward Animal Center	Iams Home 4 the Holidays Saves the Lives of 1 Million Pets
AOE	PUBLIC SERVICE	Business	Aflac	Fleishman-Hillard Inc. and Ellis Strategies	Sign, Swab and Save a Life: The Aflac Bone Marrow Registration Program
Silver	PUBLIC SERVICE	Government	Office of National Drug Control Policy	Fleishman-Hillard Inc.	Teens and Prescription Drug Abuse Awareness Campaign
AOE	PUBLIC SERVICE	Government	Maricopa Association of Governments and Arizona Department of Transportation	RIESTER	Don't Trash Arizona Litter Prevention and Education Program
AOE	PUBLIC SERVICE	Government	The Mountain Area Safety Task Force (MAST) Bark Beetle Emergency	Cook & Schmid	An Education Program for Fire Safety - Public Service
Silver	PUBLIC SERVICE	Associations/Nonprofit Organizations	The American Heart Association's Go Red For Women movement	Edelman	Go Red For Women 2007-08 Untold Stories Campaign - Public Service
AOE	PUBLIC SERVICE	Associations/Nonprofit Organizations	Dave Thomas Foundation for Adoption	Paul Werth Associates, Inc.	Best Adoption-Friendly Workplace and Foster Care Adoption Outreach
Silver	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	Allstate Foundation and Connecticut Children's Medical Center and Injury Free Coalition for Kids with Connecticut Department of Motor Vehicles and IMPACT		Connecticut Teen Driving: A Partnership to Save Lives
AOE	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	AT&T and Cell Phones For Soldiers	Fleishman-Hillard Inc.	Fleishman-Hillard, AT&T and Cell Phones For Soldiers — Operation: Military Connections
AOE	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	United Way of Greater Milwaukee and City of Milwaukee Health Department	Serve	United Way of Greater Milwaukee If Truth Be Told Initiative: Addressing Teen Pregnancy, Public Health and the Cycle of Poverty
Silver	PUBLIC AFFAIRS	Business	San Diego Gas & Electric	Southwest Strategies LLC and Capitol Strategies	Sunrise Powerlink: Our Connection to a Clean Energy Future
AOE	PUBLIC AFFAIRS	Business	Canadian National Railway (CN)	Burson-Marsteller and Jones Johnston Communications and Carolyn Grisko & Associates Inc. and Mary Morrissey & Associates and Metro Strategies Inc.	Congestion, Controversy and Canadian National: CN's Acquisition of the EJ&E.

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AOE	PUBLIC AFFAIRS	Business	Garrett County Evening Dining Coalition	Sandy Hillman Communications	Allowing Limited Sunday Sales in Garrett County, Maryland
Silver	PUBLIC AFFAIRS	Associations/Nonprofit Organizations	Air Transport Association	Xenophon Strategies and 720 Strategies	Stop Oil Speculation Now
AOE	PUBLIC AFFAIRS	Associations/Nonprofit Organizations	American Medical Association		"The Brink of a Medicare Meltdown" AMA Public Affairs Campaign to Stop Medicare Physician Payment Cuts
AOE	PUBLIC AFFAIRS	Associations/Nonprofit Organizations	California Center for Public Health Advocacy	Brown-Miller Communications, Inc.	Turning the Tables: Winning Support for the Nation's First Statewide Menu Labeling Law
Silver	PUBLIC AFFAIRS	Government	Nashville for All of Us	McNeely Pigott & Fox Public Relations	"Nashville for All of Us" Special Election Campaign
AOE	PUBLIC AFFAIRS	Government	San Diego County Regional Airport Authority	Porter Novelli	Public Affairs Campaign for San Diego County Regional Airport Authority's Master Plan Environmental Impact Report
Silver	MARKETING CONSUMER PRODUCTS	Health Care	Cord Blood Registry	GolinHarris and Orca Communications	Striking a Chord About Cord Blood
AOE	MARKETING CONSUMER PRODUCTS	Health Care	Bayer Female Healthcare	Ogilvy Public Relations Worldwide	YAZ: Step Up and Go Beyond
AOE	MARKETING CONSUMER PRODUCTS	Health Care	Humana Inc.	Coyne Public Relations	Share and Share-a-Bike: Humana Brings Bike-Sharing to the Masses - Marketing
Silver	MARKETING CONSUMER PRODUCTS	Technology	Sprint and Samsung	Stanton Communications and MWW Group	Sprint and Samsung trust their Instinct and Set New Sales Records
Silver	MARKETING CONSUMER PRODUCTS	Food & Non-Alcoholic Beverages	Frito-Lay	Ketchum	Doritos Crashes the Super Bowl - How a Leading Snack Brand Put the Power to its People and Changed Madison Avenue Forever
AOE	MARKETING CONSUMER PRODUCTS	Food & Non-Alcoholic Beverages	Häagen-Dazs	Ketchum	Häagen-Dazs loves Honey Bees: Let's Lick This Problem - Marketing
AOE	MARKETING CONSUMER PRODUCTS	Food & Non-Alcoholic Beverages	Starbucks	Edelman	Pike Place Roast™ Launch: Refocusing On Coffee Heritage
Silver	MARKETING CONSUMER PRODUCTS	Alcoholic Beverages (Wine, Beer, Spirits)	Diageo-Guinness USA	Taylor Global	Guinness Fights to Make St. Patrick's Day a National Holiday
AOE	MARKETING CONSUMER PRODUCTS	Alcoholic Beverages (Wine, Beer, Spirits)	Wines of Chile	RF Binder Partners	Repositioning Chile: The Interplay Between Quality and Value
Silver	MARKETING CONSUMER PRODUCTS	Restaurants (Independents, Casual Dining, Fast Food, Coffee Shops)	Denny's	Fleishman-Hillard Inc. and Filter	Denny's Allnighter Rockstar Menu Launch
AOE	MARKETING CONSUMER PRODUCTS	Restaurants (Independents, Casual Dining, Fast Food, Coffee Shops)	Krispy Kreme Doughnuts	Fleishman-Hillard Inc.	Krispy Kreme Hot Now!
AOE	MARKETING CONSUMER PRODUCTS	Restaurants (Independents, Casual Dining, Fast Food, Coffee Shops)	Papa John's	Fleishman-Hillard Inc.	Papa John's Dishes Up Whole-Wheat Crust Pizza
Silver	MARKETING CONSUMER PRODUCTS	Packaged Goods	Kleenex Brand	Taylor Global	Kleenex® Presents let it out®: the movie - Marketing
AOE	MARKETING CONSUMER PRODUCTS	Packaged Goods	Procter & Gamble	MS&L	Protecting Futures
Silver	MARKETING CONSUMER PRODUCTS	Non-Packaged Goods	Thomasville Furniture	Fleishman-Hillard Inc.	Darryl Carter for Thomasville
AOE	MARKETING CONSUMER PRODUCTS	Non-Packaged Goods	American Standard Heating & Air Conditioning	Carmichael Lynch Spong	American Standard Heating & Air Conditioning Helps Families Breathe Easier
AOE	MARKETING CONSUMER PRODUCTS	Non-Packaged Goods	General Motors	Weber Shandwick	Chevy Aveo5 Livin' Large College Cab
Silver	MARKETING CONSUMER PRODUCTS	Other (Categories not elsewhere defined)	Pfizer Animal Health	MGH and TagTeam Global	National Canine Weight Check - Marketing
AOE	MARKETING CONSUMER PRODUCTS	Other (Categories not elsewhere defined)	Head & Shoulders, a Procter & Gamble Brand	Marina Maher Communications	Head & Shoulders: From Scalp Treatment to Scalp Care
AOE	MARKETING CONSUMER PRODUCTS	Other (Categories not elsewhere defined)	Hyundai Motor America	Ketchum and Machado, Garcia-Serra Communications	Hyundai Genesis' Road to North American Car of the Year
Silver	MARKETING CONSUMER SERVICES	Travel and Tourism/Hospitality	CoCo Key Water Resort		CoCo Key Water Resort: Ultimate Staycation Challenge
AOE	MARKETING CONSUMER SERVICES	Travel and Tourism/Hospitality	ARAMARK Parks and Destinations	Allison & Partners	Driving National Park Visitation
Silver	MARKETING CONSUMER SERVICES	Technology	AT&T	Fleishman-Hillard Inc.	AT&T U-verse Total Home DVR Launch
AOE	MARKETING CONSUMER SERVICES	Technology	CheckFree Corporation/Fiserv	Schwartz Communications	Go Green and Be Safe - Pay Bills Online
Silver	MARKETING CONSUMER SERVICES	Financial Services	CareOne Services, Inc.	RLF Communications	The Debt Diva Campaign
AOE	MARKETING CONSUMER SERVICES	Financial Services	AARP Financial Inc.	Tiller, LLC	MoneySmarts: Understanding Financial Jargon
AOE	MARKETING CONSUMER SERVICES	Financial Services	FreeCreditReport.com	PainePR	Ed "McGangsta" Viral Campaign
Silver	MARKETING CONSUMER SERVICES	Other (Categories not elsewhere defined)	Home Instead Senior Care	Albers Communications Group, LLC and GML Communications	The 40-70 Rule
AOE	MARKETING CONSUMER SERVICES	Other (Categories not elsewhere defined)	Front Seat	Colehour+Cohen	Walk Score - America's Most Walkable Neighborhoods
AOE	MARKETING CONSUMER SERVICES	Other (Categories not elsewhere defined)	The Flagship Group	Fleishman-Hillard Inc.	Announcing Punta Brava, Featuring Tiger Woods' First Oceanfront Golf Course: Introducing an Ultra-Luxury Development in a Down Economy
Silver	MARKETING BUSINESS TO BUSINESS	Professional and/or Financial Services	Rockwell Automation	Padilla Speer Beardsley	OPENING MARKETS BY TEARING DOWN A DIGITAL DIVIDE
AOE	MARKETING BUSINESS TO BUSINESS	Professional and/or Financial Services	American Express Business Travel	Sloane & Company	Recession Proofing Your Travel Investment
Silver	MARKETING BUSINESS TO BUSINESS	Products	BD	MS&L	"The Bug Stops Here" Campaign to Prevent MRSA Infections and Transmission in Healthcare Settings
AOE	MARKETING BUSINESS TO BUSINESS	Products	Navistar International	Ketchum	LoneStar: Driving Excitement for a New-Look Truck

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AOE	MARKETING BUSINESS TO BUSINESS	Products	Toshiba America Medical Systems, Inc.	Ketchum	Revolutionizing Medical Imaging: Toshiba's Aquilion ONE Dynamic Volume CT Campaign
Silver	MARKETING BUSINESS TO BUSINESS	Other (Categories not elsewhere defined)	United Soybean Board	SmithBucklin and Publicis Consultants PR	Plan Your Oils Future: U.S. Soybean Growers Deliver Healthy Options to the Food Industry
AOE	MARKETING BUSINESS TO BUSINESS	Other (Categories not elsewhere defined)	Dow AgroSciences	Fleishman-Hillard Inc.	Removing Trans Fat from America's Menus
Silver	GLOBAL COMMUNICATIONS		McDonald's	GolinHarris	McDonald's Global 2008 Beijing Olympic Games Sponsorship "Bringing People Together Like Never Before"
AOE	GLOBAL COMMUNICATIONS		Better Place	Hill & Knowlton	Hill & Knowlton Drives Electric Vehicles from Start-up to Global Juggernaut
AOE	GLOBAL COMMUNICATIONS		Thomson Reuters	Burson-Marsteller and Brunswick Group and NATIONAL PR	Thomson Reuters - Introducing Intelligent Information
Silver	CRISIS COMMUNICATIONS	Business	Imperial Sugar	Edelman	Crystallizing a Response to a Crisis
AOE	CRISIS COMMUNICATIONS	Business	Enron	FD	290% Greater than Expected: A Campaign to Maximize Returns to Enron's Creditors
AOE	CRISIS COMMUNICATIONS	Business	Papa John's	Fleishman-Hillard Inc.	Papa John's and LeBron James - From Boycott to Benefit
Silver	CRISIS COMMUNICATIONS	Government	Northern Illinois University		Putting Lessons Learned to Work: Managing Communications After a Campus Shooting - Northern Illinois University Office of Public Affairs, 2008
Silver	CRISIS COMMUNICATIONS	Associations/Nonprofit Organizations	Writers Guild of America, East	Goldman Communications Group, Inc.	PENCILS DOWN: Making East Coast Writers Voices Heard During the 100-Day Writers Guild Strike
Silver	ISSUES MANAGEMENT	Business	MeadWestvaco	Rawle Murdy	East Edisto - How Issues Management Shaped an Environmental Debate and Maximized ROI
Silver	ISSUES MANAGEMENT	Associations/ Nonprofit Organizations	The National Cattlemen's Beef Association and The Cattlemen's Beef Board	GolinHarris	Better Safe & Savory Than Sorry
Silver	INTERNAL COMMUNICATIONS	Business (Fewer Than 10,000 Employees)	Allstate Insurance Company		Allstate Insurance Company Southeast Region Employee Engagement Strategy
AOE	INTERNAL COMMUNICATIONS	Business (Fewer Than 10,000 Employees)	Columbus Regional Hospital	Porter Novelli	Columbus, Ind., Flood 2008:Rebuilding a Hospital, Maintaining Employees in the Face of Crisis
AOE	INTERNAL COMMUNICATIONS	Business (Fewer Than 10,000 Employees)	Shire Pharmaceuticals	Simon Public Relations Group, Inc.	Orbit: An Out of the World Intranet Relaunch
Silver	INTERNAL COMMUNICATIONS	Associations/Government/Nonprofit Organizations	BlueCross BlueShield of Tennessee	Katcher Vaughn & Bailey Public Relations	Creating a Culture of Wellness at BlueCross BlueShield of Tennessee
AOE	INTERNAL COMMUNICATIONS	Associations/Government/Nonprofit Organizations	Georgia Tech College of Computing		The 'Six Reasons To Go' Study Abroad Campaign
AOE	INTERNAL COMMUNICATIONS	Associations/Government/Nonprofit Organizations	Noblis	Porter Novelli	"Being Noblis" Internal Brand Campaign
Silver	INVESTOR RELATIONS	Companies With Sales Up to \$500 Million	Verenium	Brandtectonics, a Chandler Chicco Company	Not All Ethanol Is Created Equal: Driving Investment In Verenium Corp. In An Emerging Industry
Silver	INVESTOR RELATIONS	Companies With Sales of More Than \$500 Million	Western Union	Ketchum	The Strategy IS Working
Silver	MULTICULTURAL PUBLIC RELATIONS	Business	Beam Global/Casa Sauza	Ketchum	"100 Years of Mexican Music" – Tequila 100 Años™ Photo Exhibit Celebrating Mexican Culture
AOE	MULTICULTURAL PUBLIC RELATIONS	Business	Eisai, Inc. and Pfizer, Inc.	Vox Medica	Eisai/Pfizer ARICEPT® "Los Amigos de su Memoria(TM)" - Uniting the Hispanic Community to Treat Early - Onset Alzheimer's Disease - Multicultural
AOE	MULTICULTURAL PUBLIC RELATIONS	Business	Procter & Gamble	MS&L	TAG Experiences the 'Clean Smell' of Success with the Launch of TAG Records
Silver	MULTICULTURAL PUBLIC RELATIONS	Associations/Government/Nonprofit Organizations	Centennial Puerto Rico and PAX USA with The Boys and Girls Club of Puerto Rico and Chana and Samuel Levis Foundation	PR Links Communications	Arm Yourself With Courage - "Armate de Valor"
AOE	MULTICULTURAL PUBLIC RELATIONS	Associations/Government/Nonprofit Organizations	I Marine Expeditionary Force Public Affairs Office and Multi-National Forces - West Public Affairs Office		Tell It To The Iraqis
Silver	INTEGRATED COMMUNICATIONS	Consumer Products	Pfizer Animal Health	MGH and TagTeam Global	National Canine Weight Check - Integrated
AOE	INTEGRATED COMMUNICATIONS	Consumer Products	Eisai, Inc. and Pfizer, Inc.	Vox Medica	Eisai/Pfizer ARICEPT® "Los Amigos de su Memoria(TM)" - Uniting the Hispanic Community to Treat Early - Onset Alzheimer's Disease - Integrated
AOE	INTEGRATED COMMUNICATIONS	Consumer Products	Rudi's Organic Bakery	Linhart Public Relations	Rudi's Organic Bakery: Educating Families about what's Really in Bread

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Silver	INTEGRATED COMMUNICATIONS	Consumer Services	Liberty Mutual Group	Ketchum	The Responsibility Project: Creating a Conversation on Personal Responsibility for Liberty Mutual
AOE	INTEGRATED COMMUNICATIONS	Consumer Services	Allstate Insurance Company	Burson-Marsteller	Home for the Holidays
AOE	INTEGRATED COMMUNICATIONS	Consumer Services	Library of Congress	Fleishman-Hillard Inc.	Library of Congress: Re-Launching an American Institution
Silver	INTEGRATED COMMUNICATIONS	Business to Business	School Systems group of Pearson	Zer0 to Five	Powering Performance: Recapturing Brand Leadership Through a Powerful New Vision and Message
AOE	INTEGRATED COMMUNICATIONS	Business to Business	Lockheed Martin Maritime Systems and Sensors		Lockheed Martin Presents Freedom to the World
AOE	INTEGRATED COMMUNICATIONS	Business to Business	Truseal Technologies, Inc.	Marcus Thomas LLC	Envirosealed Windows
Silver	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	The American Heart Association's Go Red For Women movement	Edelman	Go Red For Women 2007-08 Untold Stories Campaign - Integrated
AOE	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	American Humane Association	Carmichael Lynch Spong	Advancing Humanity
AOE	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	Nashville Symphony	Katcher Vaughn & Bailey Public Relations and Locomotion Creative	The Nashville Symphony Loves Nashville, Starring Our New Maestro