

2010 Silver Anvil Finalists



Organization	Agency	Title
Aflac	Fleishman-Hillard Inc.	Aflac Gives Shareholders a "Say on Pay"
Air New Zealand	CRT/tanaka	Air New Zealand's Matchmaking Flight 2009
American Airlines	Weber Shandwick	Fueling Change: American Airlines Gets Fuel Smart
American Cancer Society	Brodeur Partners	Creating A World With More Birthdays
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AMResorts	rbb Public Relations	AMResorts "Flu Free Guarantee"
ArtPrize	Seyferth & Associates Inc.	The Inaugural ArtPrize: A Grand Experiment
Ask.com	Taylor	Ask.com Safe Search Schools
AstraZeneca	Edelman and Digitas	US AGAINST ATHERO
Atmos Energy Customer Service Organization		Energy Assistance - Caring People Sharing the Warmth
BAE Systems	Weber Shandwick	We Are FMTV
Bank of America	Emanate	Home Has a New Address: The Launch of Bank of America Home Loans
Bank of America	Emanate	A Bank Branch In Your Pocket Thanks to Mobile Banking
Bay Area Air Quality Management District	MS&L	The Bay Area's Spare the Air Program Warms Up Winter with Clean Air
Ben & Jerry's	Cone	Ben & Jerry's "Hubby Hubby" Campaign
Best Buy	MS&L	Owning the 2009 Holiday Shopping Season for Best Buy
Boeing Commercial Airplanes	The Production Network	"We are Airborne Today": Boeing Soars after First Flight of 787 Dreamliner
Boost Mobile		Boost Mobile Gives Its Brand a Boost with Monthly Unlimited Plan and Sales Soar
Bristol-Myers Squibb	Ruder Finn, Inc. and Ten Communications	Raising Awareness of Chronic Hepatitis B Among Asian-Americans
Burlington Coat Factory	Cramer Krasselt	Warm Coats & Warm Hearts Drive 2009-2010
California Center for Public Health Advocacy	Brown Miller Communications	Leveraging Science to Move Policymakers
Calphalon	Carmichael Lynch Spong	Searing Calphalon Unison in the Heads and Hearts of America's Goddesses
Capital One		US Card Customer Operations Agent All Hands Meeting
Car Care Council	Maximum Marketing Services	"Be Car Care Aware" Campaign

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Cartoon Network	Hope-Beckham, Inc.	Cartoon Network Gets Animated: Bringing Back Recess and Promoting Active, Healthy Lifestyles for Kids
CashEdge Inc.	Zer0 to 5ive	Popmoney: Generating “Pop” for a New Person-to-Person Payments Service
Chase Card Services	Ketchum	Launching Chase Sapphire: Redefining ‘Redeeming’ Rewards Through Meaningful Experiences
Chase Card Services	Ketchum	Launching Ink from Chase: Delivering Big to Small Businesses
CIT Group Inc.	Joele Frank, Wilkinson Brimmer Katcher and Weber Shandwick	Too Important To Fail – Making the Case for CIT’s Survival
Cleveland Synergy Foundation	Fleishman-Hillard Inc.	My Games Rock! Cleveland Wins Bid for 2014 Gay Games
CRN Foundation	CRT/tanaka and Gotham Direct	"Life...Supplemented" Consumer Wellness Campaign
Department of Defense/TRICARE Management Activity	Fleishman Hillard Inc.	That Guy Campaign
Disabled American Veterans	Hyde Park Communications	Stand Up for Veterans
Duke Energy - Nuclear Generation	NouvEON	Achieving Fatigue Rule Compliance Right on Time
DuPont Crop Protection	Exponent PR	New Vision Plants Seeds of Growth for DuPont
eBay	Edelman	Let’s Make a Daily Deal: Reinvigorating the eBay Brand
Embassy Suites Hotels	Emanate and CS2 Advertising	Building Brand Affinity among Freshly-Minted Business Travelers
Emerson Network Power	Fahlgren Mortine Public Relations	Bringing Logic to the Data Center Energy Discussion
Epocrates	Schwartz Communications	Epocrates: Helping Physicians Make More Informed Decisions
Fairfax County Public Schools		Community Engagement: Changing School Start and Dismissal Times
FedEx Office	Ketchum	Free Resumes for the Masses
First 5 San Diego	MJE Marketing Services	First 5 San Diego Good Start Campaign
Fish Contamination Education Collaborative (FCEC)	S. Groner Associates (SGA)	Palos Verdes Shelf Community and Angler Outreach Campaign
Fix Housing First Coalition	Fleishman-Hillard Inc.	Fix Housing First
Frito-Lay	Ketchum and Zocalo Group	Only in a Woman's World: Frito-Lay Welcomes Women Back to the Snack Aisle
Frito-Lay	Ketchum	Doritos Crash the Super Bowl IV: How Doritos Gave Consumers the Power to Change the Ad Industry As We Know It

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Garanti Pension and Life Company	Bersay Public Relations	Hobby Clubs
General Mills	Exponent PR	Helping Brand Lends Helping Hand to Fight Hunger
Genomatica	Edelman	Genomatica: Turning Sugar Into Spandex: A Lower-cost, Eco-friendly Chemical Process
Georgia Department of Community Affairs	Hill and Knowlton, Inc.	"Georgians Don't Recycle? You Gotta Be Kidding!"
Greater Philadelphia Tourism Marketing Corporation		Philly 360°® Promotes the Region's African-American Cultural Heritage and Creative Scenes
Harlem Globetrotters	Coyne Public Relations	Harlem Globetrotters: "Spinning the Globe" 2008-09 Tour
Harrah's Entertainment	MWW Group	Changing the Conversation: From Corporate Greed to Good Union Partner
Harrah's Entertainment	MWW Group	Keeping Harrah's Competitive: From the Inside Out
Hennessy	MS&L	Hennessy Salutes a Moment in History
Hormel Foods	Burson-Marsteller	Hormel Foods Corporate Reputation Program
IBM Corp.		IBM: Smarter Branding for a Smarter Planet
IKEA	MWW Group and Deutsch	Americans Embrace Change with IKEA
ING Foundation	Tiller LLC	ING Foundation: Empowering the Financial Lives of Its Customers
Kellogg School of Management	MS&L	Kellogg School Super Bowl Advertising Review
Kodak	Ketchum	Kodak Makes the World a Little Brighter
Lifeline of Ohio	Fahlgren Mortine Public Relations	Changing the Meaning of "Organ Donor" Among Motorcyclists
Masdar	Edelman	IRENA@UAE: Realizing a Renewable Energy Future for the Middle East
Mattel	Ketchum	Barbie Celebrates 50 Fabulous Years
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Mayo Clinic and Microsoft Corp.	Padilla Speer Beardsley	Launching the Next Generation in Online Health Care
McAfee, Inc.	The Red Consultancy	How McAfee Rebuilt its Reputation and Took the Lead in Internet Security
McDonald's	GolinHarris	Thrilling the Senses: Bringing McDonald's AVATAR Promotion to Life
Methodist Sports Medicine / The Orthopedic Specialists	Luquire George Andrews	Jumpstarting a Physician Practice in a Competitive Market

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Milk Processor Education Program (MilkPEP)	Weber Shandwick	Drink Milk for a Change
Miller High Life	Dig Communications	Miller High Life 1-Second Ad
Minnesota Department of Veterans Affairs		Minnesota Honors Vietnam Era Veterans
Minnesota State Colleges and Universities	Franke + Fiorella	Make College a Part of Your Future Campaign
Molson Coors Brewing Company	Insidedge and ?What if!	Brewing Up Employee Commitment
Monro Muffler Brake, Inc.	FD	No Brakes for Monro Muffler!
Murphy-Goode Winery and Jackson Family Wines		A Really "Goode " Job: Murphy-Goode Winery Creates Brand Awareness with Most Recognized Campaign in Wine Industry History
MyGoodDeed	PainePR and Winuk Communications and Nossaman	September 11 National Day of Service and Remembrance
National Dairy Council	Edelman	Fuel Up to Play 60
National Peanut Board	GolinHarris and Lawler Ballard Van Durand	Grand Central Becomes "Peanut Central" During NYC Two-Day Special Event
National Peanut Board	GolinHarris	National Peanut Board Responds to Recall of More Than 3,000 Products
National Peanut Board	GolinHarris	Driving a Resumption of Consumption of All Things Peanut
New York City Public School 184M	Kaimen Company and NYC 184M Shuang Wen School Parents	No Expansion at the Expense of Thriving Schools: How One NYC Public School Used Crisis Communications to Save Itself and Help Other District One Schools
Newell Rubbermaid		Rise to the Challenge: Overcoming the Great Recession of 2009
Nottawaseppi Huron Band of the Potawatomi	Marketing Resource Group	FireKeepers Casino Opening
Novartis	Ruder Finn, Inc.	Novartis Sails Through Pharma's Rough Waters
P&G's Charmin	MS&L	Helping Charmin's Times Square "Go Team" Make News with a Four Year Old Campaign
Palisades	MWW Group	"Drive With a Smile" Palisades Highway Art Gallery

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Papa John's	Fleishman-Hillard Inc.	Riding Shotgun with Papa - "Papa" John Embarks on Road Trip to Reunite with Long-Lost Camaro
Parrot	Airfoil Public Relations	Parrot AR.Drone Launch
Philips	Hill and Knowlton, Inc.	Philips and Hill & Knowlton: "We are Philips"
Phoenix VA Health Care System and Veterans Medical Leadership Council	PR Communications Inc. and Gordon C. James Public Relations	VA Veterans Day Parade "Home of the Free, Because of the Brave" A Salute to Veterans of the Global War on Terror
Port Dolphin Energy	Hill and Knowlton, Inc.	Securing Florida's Natural Gas Energy Needs
Prince William Health System	Hill and Knowlton, Inc.	Securing the Future of Community-Based Care
Puget Sound Energy	Colehour+Cohen and One Change	Puget Sound Energy's Rock the Bulb Tour
Quallion LLC	Ruder Finn, Inc.	Creating Positive Change: Stimulating the Quallion LLC Brand
RadioShack	Cohn & Wolfe	Educating Consumers through the Digital Television Transition
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Rasmuson Foundation	Nerland Agency and KD/PR - Kathy Day Public Relations and Conversify and Foraker Group	Pick. Click. Give. - Alaska PFD Charitable Giving Campaign
Restaurant.com		Feed It Forward 2009
Riverside Health System	Ron Reid Public Relations	Two Hospitals for Williamsburg: Building Support for State Approval of a New Hospital
Rosemont Copper	Davies	Bridging to a Sustainable Future
San Bernardino Associated Governments and The City of San Bernardino	Westbound Communications and Caltrans District 8 and TCM Group	I-215 Groundbreaking: Stimulus Puts Americans Back to Work
San Diego Convention Center Corporation, City of San Diego		Mayor's Citizen Task Force on the San Diego Convention Center Project
Schering-Plough, now part of Merck	Edelman	"Don't Blow It - The Nasal Allergy Game; Beyond Brand Recall to Engage and Educate"

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Seattle Public Utilities	PRR, Inc.	Better Recycling Outreach Campaign
SeaWeb		"Too Precious To Wear" - Creating a Demand For Coral Conservation
SONIC Drive-In and DonorsChoose.org	Barkley	Limeades for Learning
Southcentral Foundation		Southcentral Foundation's 12th Annual Gathering
Sprint and Samsung	Stanton Communications, Inc. And MWW Group	Sprint and Samsung Make It Easy to Be Green
St. Baldrick's Foundation	Fleishman-Hillard Inc.	St. Baldrick's Foundation – Shaving the Way to Conquer Kids' Cancer
Starbucks	Edelman	Starbucks VIA(TM) Ready Brew Preview and Launch
SUPERVALU	Carmichael Lynch Spong	"Better-For-You Shopping Made Easy with Nutrition iQ"
The Clorox Company	Ketchum	I Don't Want to Miss...
The Clorox Company	Ketchum	Clorox Bleach: Just the Facts, Mom: Bleach Defense Drives ROI
The Dow Chemical Company	FD	Dow: Reasserting Market Leadership Following Major Transformational Changes
The Hartford	MM2 Public Relations	The Hartford "Commute Uninterrupted" Campaign
Time Warner Cable	Ketchum and Purple Strategies	Roll Over Or Get Tough: Giving Customers a Voice on Cable Prices
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Trane	Carmichael Lynch Spong	Clearing the Air and Bringing Energy Efficiency into Focus with Trane
TransUnion	GolinHarris	Elevating Intelligence, Earning Credit
Transurban-Fluor		Orange Cones. No Phones. Distracted Driving Campaign
U.S. Army Medical Department	Weber Shandwick	Discover the Excellence of Army Medicine
U.S. Department of Commerce, National Telecommunications and Information Administration	Ketchum	TV Converter Box Coupon Program
Unilever Turkey	Unite	GarbageLady
United Soybean Board	Publicis Consultants PR and SmithBucklin and Communiqué	Expanding the Soy "Health Halo" to Health Professionals

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United States Air Force		A Solemn View: Public Affairs Provides a Window to American Service Members Ultimate Sacrifice
UPS	Fleishman-Hillard Inc.	UPS Road Code: Delivering The Code For Teen Safe Driving On The Road
Utah Department of Transportation	Intrepid	Innovate 80
Volkswagen of America	MWW Group	Volkswagen GTI Becomes the World's First Car Launched Exclusively On A Mobile Device
Wishard Foundation, Citizens for Wishard	Hirons & Company	Wishard Facilities Replacement Campaign
Wizards of the Coast	Porter Novelli and Starfish Creative Events and Lone Shark Games	The Sights of Zendikar – Gaming Communities Unite to Celebrate ‘Magic’
World Wildlife Fund	Creaxion and Environics Communications and Jasculca Terman & Associates and The Firm PR and Brand Neutral PR and McNeely Pigott & Fox Public Relations and Dan Klores Communications and Glodow Nead Communications	WWF's Earth Hour 2009—The First Global Vote for the Planet
Xerox Corporation	Text 100 Public Relations	How to Make 18-Year-Old Technology New Again: Xerox Launches its First High-Speed Solid Ink Printer
Zondervan	Lambert, Edwards & Associates	Bible Across America