

2011 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	COMMUNITY RELATIONS	Business - Services	San Diego Gas & Electric	Southwest Strategies LLC and Capitol Strategies	Sunrise Powerlink: Transitioning to a Cleaner, Brighter Future
AOE	COMMUNITY RELATIONS	Business - Services	Time Warner Cable	Cone	Connect a Million Minds
Silver	COMMUNITY RELATIONS	Government	San Diego County Regional Airport Authority	Porter Novelli	The Green Build Takes Flight at San Diego International Airport
AOE	COMMUNITY RELATIONS	Government	King County Metro Transit	PRR, Inc.	Southeast Seattle In Motion
AOE	COMMUNITY RELATIONS	Government	Metroplan	Thoma Thoma	Grass Roots: Growing Our Green Agenda
Silver	COMMUNITY RELATIONS	Associations/Nonprofit Organizations	Keep America Beautiful	Hill & Knowlton	Littering Is Wrong Too - COMMUNITY RELATIONS
Silver	COMMUNITY RELATIONS	Business - Products	PepsiCo	Edelman and Weber Shandwick	Pepsi Refresh Project
AOE	COMMUNITY RELATIONS	Business - Products	Ben Mynatt Chevrolet Cadillac Dealership in Concord, NC	Walker Marketing	Save Ben Mynatt Chevrolet Cadillac Campaign
AOE	COMMUNITY RELATIONS	Business - Products	Santa Fe Irrigation District	Cook & Schmid	Integrated Campaign for Water Conservation - COMMUNITY RELATIONS
AOE	COMMUNITY RELATIONS	Business - Products	Starbucks Coffee Company	Edelman	Starbucks Coffee Company - Earth Month - COMMUNITY RELATIONS
Silver	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales of More than \$500 Million to \$10 Billion	DeVry University	MSLGROUP	DeVry University: Getting an Education on Reputation Building
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales of More than \$500 Million to \$10 Billion	Yahoo!	Hill & Knowlton	Yahoo! and Microsoft Search Alliance: Paving the Way for a New Search Power
Silver	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	Frito-Lay North America	Ketchum and Zocalo Group	From Junk Food to Good Food: Building Advocates to Change the Perception of Frito-Lay Snacks - REPUTATION/BRAND MANAGEMENT
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	General Motors	Weber Shandwick	An American Comeback Story: Resurgent Brands and Great Products Tell the Story of the New GM
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	Kellogg	Ketchum	Love Your Cereal: Kellogg Company Delivers the Facts about Cereal
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	The Coca-Cola Company	Fast Horse	Coca-Cola's Expedition 206: 365 Days, 206 Countries, 1 Mission - REPUTATION/BRAND MANAGEMENT
Silver	REPUTATION/BRAND MANAGEMENT	Government	Greater Houston Convention and Visitors Bureau		Where the Chefs Eat Houston Culinary Tours - REPUTATION/BRAND MANAGEMENT
AOE	REPUTATION/BRAND MANAGEMENT	Government	Georgia Department of Economic Development and GolinHarris.	GolinHarris	Step Aside California and New York. It's Georgia on Their Mind. - REPUTATION/BRAND MANAGEMENT
AOE	REPUTATION/BRAND MANAGEMENT	Government	U.S. Army	Weber Shandwick	Connecting Army and America
Silver	REPUTATION/BRAND MANAGEMENT	Nonprofit Organizations	Catholic Extension	Seigenthaler Public Relations, Inc.	From Passive to Partner: Faith Works in America

2011 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
AOE	REPUTATION/BRAND MANAGEMENT	Nonprofit Organizations	Boy Scouts of America	Fleishman-Hillard, Inc.	Celebrating the Adventure, Continuing the Journey: A Centennial Celebration to Make the BSA Stronger for its Next 100 Years - REPUTATION/BRAND MANAGEMENT
AOE	REPUTATION/BRAND MANAGEMENT	Nonprofit Organizations	The University of Southern Mississippi	idgroup consulting + creative	The Southern Miss Story: Enriching the Brand of a Research University through a Centennial Celebration - REPUTATION/BRAND MANAGEMENT
Silver	EVENTS AND OBSERVANCES (Seven or Fewer Days)	Business - Products	Philips Norelco	OneVoice	Philips Norelco: "Deforest Yourself, Reforest the World." - EVENTS AND OBSERVANCES
AOE	EVENTS AND OBSERVANCES (Seven or Fewer Days)	Business - Products	Caribou Coffee	Exponent PR	Caribou Coffee Grows Hope with Amy's Garden
AOE	EVENTS AND OBSERVANCES (Seven or Fewer Days)	Business - Products	Del Monte Foods	Coyne PR	Snausages Turns Tradition on Its Tail
AOE	EVENTS AND OBSERVANCES (Seven or Fewer Days)	Business - Products	Procter & Gamble	MSLGROUP	Febreze "Set & Refresh House Parties"
Silver	EVENTS AND OBSERVANCES (Seven or Fewer Days)	Business - Services	eBay	Edelman	eBay: On Location
AOE	EVENTS AND OBSERVANCES (Seven or Fewer Days)	Business - Services	The Greenbrier	Stanton Communications	Raising the Stakes in West Virginia
Silver	EVENTS AND OBSERVANCES (Seven or Fewer Days)	Government	U.S. Army	Weber Shandwick	U.S. Army All-American Bowl
Silver	EVENTS AND OBSERVANCES (Seven or Fewer Days)	Associations/Nonprofit Organizations	GiveMN	Padilla Speer Beardsley	Igniting an Outpouring of Online Giving - EVENTS AND OBSERVANCES
AOE	EVENTS AND OBSERVANCES (Seven or Fewer Days)	Associations/Nonprofit Organizations	Le Bonheur Children's Hospital, Memphis, Tenn.	Destination King and Mangan Holcomb Partners	Le Bonheur Children's Hospital Grand Opening Celebration
Silver	EVENTS AND OBSERVANCES (More than Seven Days)	Business - Products	7-Eleven	FreshWorks/Ketchum	7-Eleven Unites America with Purple Slurpees - EVENTS AND OBSERVANCES
AOE	EVENTS AND OBSERVANCES (More than Seven Days)	Business - Products	Procter & Gamble	Taylor	P&G Sponsors the Vancouver 2010 U.S Olympic and Paralympic Teams
AOE	EVENTS AND OBSERVANCES (More than Seven Days)	Business - Products	Zumba Fitness	rbb Public Relations	Goodbye Walkathon, Hello Zumbathon! - Zumba Fitness' Party in Pink Program
Silver	EVENTS AND OBSERVANCES (More than Seven Days)	Business - Services	FedEx	Ketchum	FedEx Panda Express – "Panda-monium" Takes Flight
AOE	EVENTS AND OBSERVANCES (More than Seven Days)	Business - Services	Chase Card Services	Ketchum	Who Wants More Stuff?: Chase Sapphire's Approach To Meaningful Experiential Rewards - EVENTS AND OBSERVANCES
Silver	EVENTS AND OBSERVANCES (More than Seven Days)	Government	University of Georgia Bateman Team 2010		iCount
Silver	EVENTS AND OBSERVANCES (More than Seven Days)	Associations/Nonprofit Organizations	The University of Southern Mississippi	idgroup consulting + creative	The Southern Miss Story: Enriching the Brand of a Research University through a Centennial Celebration - EVENTS AND OBSERVANCES
AOE	EVENTS AND OBSERVANCES (More than Seven Days)	Associations/Nonprofit Organizations	Greater Twin Cities United Way	Padilla Speer Beardsley	Digerati Join The United Way Dream Team

2011 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
AOE	EVENTS AND OBSERVANCES (More than Seven Days)	Associations/Nonprofit Organizations	Japan-America Society of Indiana, Indiana Economic Development Corp.	Shank Public Relations Counselors, Inc.	Bridges To Japan: Bringing the Culture and Enterprise of Japan to the Indiana State Fair
Silver	PUBLIC SERVICE	Business	Santa Fe Irrigation District	Cook & Schmid	Integrated Campaign for Water Conservation - PUBLIC SERVICE
AOE	PUBLIC SERVICE	Business	Boehringer Ingelheim Pharmaceuticals, Inc.	Biosector 2	DRIVE4COPD
AOE	PUBLIC SERVICE	Business	Liz Claiborne Inc. and Ruder Finn, Inc.		Stopping Teen Dating Abuse By Mobilizing Grassroots Efforts with Parents, Partners, and Women Legislators
Silver	PUBLIC SERVICE	Associations/Nonprofit Organizations	Keep America Beautiful	Hill & Knowlton	Littering Is Wrong Too - PUBLIC SERVICE
AOE	PUBLIC SERVICE	Associations/Nonprofit Organizations	Comfort Zone Camp and The New York Life Foundation	Tiller LLC	Childhood Grief: The Untold Burden
AOE	PUBLIC SERVICE	Associations/Nonprofit Organizations	GiveMN	Padilla Speer Beardsley	Igniting an Outpouring of Online Giving - PUBLIC SERVICE
AOE	PUBLIC SERVICE	Associations/Nonprofit Organizations	American Lung Association	Porter Novelli	Quitter in You Smoking Cessation Campaign
Silver	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	Johnson & Johnson	Hill & Knowlton	text4baby: Going Mobile with Pregnancy Education - PUBLIC SERVICE
AOE	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	Merck	Hill & Knowlton	Asma en Espanol: Creating an Asthma Resource Center for the Hispanic Community - PUBLIC SERVICE
AOE	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	University of Alabama and The Century Council	The Capstone Agency	LessThanUThink Campaign
Silver	PUBLIC AFFAIRS	Business	Corinthian Colleges, Inc.	Stanton Communications	My Career Counts
AOE	PUBLIC AFFAIRS	Business	Allstate Insurance	Taylor	Save 11
AOE	PUBLIC AFFAIRS	Business	Iberdrola Renewables Inc.	The Glover Park Group	RESurrecting the RES: Bringing Renewable Energy Policy Back from the Dead
Silver	PUBLIC AFFAIRS	Associations/Nonprofit Organizations	International Research and Exchanges Board (IREX)	Edelman	Free Silva: Politics, Prison and the Power of PR - PUBLIC AFFAIRS
AOE	PUBLIC AFFAIRS	Associations/Nonprofit Organizations	American Health Care Association/National Center for Assisted Living	Schmidt Public Affairs	Driving for Quality Care
Silver	PUBLIC AFFAIRS	Government	Lisa Murkowski for US Senate		Fill It In - Write it in - Lisa Murkowski
AOE	PUBLIC AFFAIRS	Government	San Diego Convention Center Corporation		Building on Success: Expanding the San Diego Convention Center

2011 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	MARKETING CONSUMER PRODUCTS	Health Care	Pfizer Consumer Healthcare - Centrum® Women's	Ketchum	Centrum® Inspires Women to Love Feeling Healthy and Energized
AOE	MARKETING CONSUMER PRODUCTS	Health Care	Kimberly-Clark Corporation	Marina Maher Communications, Inc	Poise: Owning up to "the Spritz" and Getting Women and Media to Speak Out
Silver	MARKETING CONSUMER PRODUCTS	Technology	Ford Motor Company	WPP and Ford Motor Company	Putting Ford Innovation into the Consumer Electronics Spotlight
AOE	MARKETING CONSUMER PRODUCTS	Technology	Microsoft	Edelman	Kinect for Xbox 360: Launching the Future of Games and Entertainment
AOE	MARKETING CONSUMER PRODUCTS	Technology	VTech	Ogilvy Public Relations Worldwide	VTech's V.Reader and Mobigo Mimic Moms' Gadgets, Bring High Tech Learning to Kids
AOE	MARKETING CONSUMER PRODUCTS	Technology	VTech Communications	GolinHarris	Staying Grounded with VTech Cordless Phones
Silver	MARKETING CONSUMER PRODUCTS	Alcoholic Beverages (Wine, Beer, Spirits)	ABSOLUT VODKA	Ketchum	ABSOLUT BROOKLYN: The Stoop Life Movement
AOE	MARKETING CONSUMER PRODUCTS	Alcoholic Beverages (Wine, Beer, Spirits)	Beringer Vineyards	Ruder Finn, Inc.	Tasting Success with the First Annual Great Steak Challenge
Silver	MARKETING CONSUMER PRODUCTS	Restaurants (Independents, Casual Dining, Fast Food, Coffee Shops)	Caribou Coffee	Exponent PR	Caribou Coffee Leaps into Future with a New Look
AOE	MARKETING CONSUMER PRODUCTS	Restaurants (Independents, Casual Dining, Fast Food, Coffee Shops)	Cousins Subs	Zeppos & Associates, Inc.	Cousins Subs Cooks Up a New Wisconsin State Fair Favorite: Deep-Fried Cheese Steak on a Stick
AOE	MARKETING CONSUMER PRODUCTS	Restaurants (Independents, Casual Dining, Fast Food, Coffee Shops)	Starbucks Coffee Company	Edelman	Starbucks Coffee Company - Earth Month - MARKETING CONSUMER PRODUCTS
Silver	MARKETING CONSUMER PRODUCTS	Packaged Goods	Philips Norelco	OneVoice	Philips Norelco: "Deforest Yourself, Reforest the World." - MARKETING CONSUMER PRODUCTS
AOE	MARKETING CONSUMER PRODUCTS	Packaged Goods	Jelmar, Inc.	Ogilvy Public Relations Worldwide	CLR™ Cleaners Help Couples Manage "Chore Wars™"
AOE	MARKETING CONSUMER PRODUCTS	Packaged Goods	Kimberly-Clark Corporation	Marina Maher Communications, Inc	U by Kotex* The Story of How PR Blew Up a Category, Abolished Euphemisms, and Gave Women a Voice
AOE	MARKETING CONSUMER PRODUCTS	Packaged Goods	Kimberly-Clark: Cottonelle brand mainline toilet paper	Ketchum	Cottonelle Won't Roll Over
Silver	MARKETING CONSUMER PRODUCTS	Non-Packaged Goods	John Deere	IMRE	Blazing New Trails: The Launch of the John Deere Gator XUV
AOE	MARKETING CONSUMER PRODUCTS	Non-Packaged Goods	Buick	Cohn & Wolfe	The Regal Has Landed: Remixing a Classic to Energize an Aging Brand
AOE	MARKETING CONSUMER PRODUCTS	Non-Packaged Goods	Trane	Carmichael Lynch Spong	Bringing Energy Efficiency Into Focus With Trane
Silver	MARKETING CONSUMER PRODUCTS	Other (Categories not elsewhere defined)	7-Eleven	FreshWorks/Ketchum	7-Eleven Unites America with Purple Slurpees - MARKETING CONSUMER PRODUCTS
Silver	MARKETING CONSUMER SERVICES	Travel and Tourism/Hospitality	Morgan's Wonderland, San Antonio, TX		The Power of Relationships in Launching Morgan's Wonderland, Unique Special-Needs Theme Park
AOE	MARKETING CONSUMER SERVICES	Travel and Tourism/Hospitality	Greater Houston Convention and Visitors Bureau		Where the Chefs Eat Houston Culinary Tours - MARKETING CONSUMER SERVICES

2011 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	MARKETING CONSUMER SERVICES	Health Care Services	Merck	Hill & Knowlton	Asma en Espanol: Creating an Asthma Resource Center for the Hispanic Community - MARKETING CONSUMER SERVICES
AOE	MARKETING CONSUMER SERVICES	Health Care Services	Cephalon	Vox Medica	Educating Communities: A Wake-Up Call About Shift Work Disorder
AOE	MARKETING CONSUMER SERVICES	Health Care Services	Johnson & Johnson	Hill & Knowlton	text4baby: Going Mobile with Pregnancy Education - MARKETING CONSUMER SERVICES
Silver	MARKETING CONSUMER SERVICES	Technology	ID Analytics	Schwartz Communications	MyIDScore.com: Giving Consumers Insight Into Their Risk of Identity Fraud
AOE	MARKETING CONSUMER SERVICES	Technology	Quidsi, Inc.	LaunchSquad	A Fresh Approach to Ecommerce: Making Diapers.com and Soap.com Household Names
AOE	MARKETING CONSUMER SERVICES	Technology	RetailMeNot.com	Schwartz Communications	These Aren't Your Grandma's Coupons
Silver	MARKETING CONSUMER SERVICES	Financial Services	Chase Card Services	Ketchum	Who Wants More Stuff?: Chase Sapphire's Approach To Meaningful Experiential Rewards - MARKETING CONSUMER SERVICES
AOE	MARKETING CONSUMER SERVICES	Financial Services	USAA	Fleishman-Hillard, Inc.	Auto Circle - From the day you see it 'til the day you sell it.
Silver	MARKETING CONSUMER SERVICES	Other (Categories Not Elsewhere Defined)	Applewood Plumbing Heating & Electric	JKD & Company, Inc.	Eye-Spy the Orange Truck - Applewood Plumbing Heating & Electric iApp Launch
AOE	MARKETING CONSUMER SERVICES	Other (Categories Not Elsewhere Defined)	Follett Higher Education Group	CCW	It's DiffeRENT Now
Silver	MARKETING BUSINESS-TO-BUSINESS	Professional and/or Financial Services	Fast Horse		Fast Horse: The Shoemaker's Children Get Shoes
Silver	MARKETING BUSINESS-TO-BUSINESS	Products	Transitions Optical, Inc.	Euro RSCG Worldwide PR	Redefining the Vision Health Benefit at Transitions Academy
AOE	MARKETING BUSINESS-TO-BUSINESS	Products	Consejo Regulador de la Denominacion de Origen Calificada. Rioja	CRT/tanaka	Vibrant Rioja Trade Campaign
AOE	MARKETING BUSINESS-TO-BUSINESS	Products	Epocrates	Schwartz Communications	Epocrates: Saving Lives and Reaching Physicians
AOE	MARKETING BUSINESS-TO-BUSINESS	Products	GE Energy Services	Edelman	Plugged in: GE Energy Services Sparks Smarter Energy Conversation
Silver	MARKETING BUSINESS-TO-BUSINESS	Other (Categories Not Elsewhere Defined)	The American College of Surgeons and the Florida Hospital Association	Weber Shandwick	Saving Lives and Setting a National Example for Quality Healthcare: The Florida Surgical Care Initiative
AOE	MARKETING BUSINESS-TO-BUSINESS	Other (Categories Not Elsewhere Defined)	Publicis Consultants USA	MSLGROUP	Expanding the "Green Trend" to Biotechnology and Sustainable Soybean Farming
Silver	GLOBAL COMMUNICATIONS		Georgia Department of Economic Development and GolinHarris	GolinHarris	Step Aside California and New York. It's Georgia on Their Mind. - GLOBAL COMMUNICATIONS
AOE	GLOBAL COMMUNICATIONS		The Coca-Cola Company	Fast Horse	Coca-Cola's Expedition 206: 365 Days, 206 Countries, 1 Mission - GLOBAL COMMUNICATIONS

2011 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	CRISIS COMMUNICATIONS	Government	Roanoke County, Virginia		Finding Brittany: How Training and Experience Influenced the Search for an Abducted Child
Silver	CRISIS COMMUNICATIONS	Associations/Nonprofit Organizations	Howard Brown Health Center	Public Communications Inc.	Creating a Lifeline for LGBTQ Health Center - CRISIS COMMUNICATIONS
AOE	CRISIS COMMUNICATIONS	Associations/Nonprofit Organizations	International Research and Exchanges Board (IREX)	Edelman	Free Silva: Politics, Prison and the Power of PR - CRISIS COMMUNICATIONS
Silver	ISSUES MANAGEMENT	Business	Santa Fe Irrigation District	Cook & Schmid	Integrated Campaign for Water Conservation - ISSUES MANAGEMENT
Silver	ISSUES MANAGEMENT	Government	San Diego Convention Center Corporation		Keeping Comic-Con in San Diego and Expanding the San Diego Convention Center
Silver	INTERNAL COMMUNICATIONS	Business (Fewer Than 10,000 Employees)	Aviva USA	Complete Communication Consulting	We Like To Move It: A Tale of Consolidating Campuses and the Birth of a New Corporate Culture
Silver	INTERNAL COMMUNICATIONS	Business (More Than 10,000 Employees)	North Shore-LIJ Health System		Going Green with Employee Self Service
AOE	INTERNAL COMMUNICATIONS	Business (More Than 10,000 Employees)	Capital One		Capital One's Mid-Atlantic Banking Expansion
AOE	INTERNAL COMMUNICATIONS	Business (More Than 10,000 Employees)	Hewlett-Packard Co.	Connect Consulting	Redesigning HP's Human Resources Communications
Silver	INVESTOR RELATIONS	Companies With Sales Up to \$500 Million	Questcor Pharmaceuticals	EVC Group: Building Valuation with Effective Communications	How Effective Communication Can Build Valuation: Questcor Pharmaceuticals
Silver	INVESTOR RELATIONS	Companies With Sales of More Than \$500 Million	The Dow Chemical Company	Financial Dynamics (FD)	The Dow of Tomorrow Here Today: Communicating a Reshaped, Rebuilt, and Reinvigorated Organization
AOE	INVESTOR RELATIONS	Companies With Sales of More Than \$500 Million	OfficeMax, Inc.	FD	Maximizing Communications of 5-Year Growth Plan at OfficeMax
Silver	MULTICULTURAL PUBLIC RELATIONS	Business	Cephalon	Vox Medica	Educating Bilingual Communities: A Wake-Up Call About Shift Work Disorder
AOE	MULTICULTURAL PUBLIC RELATIONS	Business	Eastman Kodak Company	Ketchum	Ketchum Changes It's Tune with So Kodak
AOE	MULTICULTURAL PUBLIC RELATIONS	Business	Merck	Hill & Knowlton	Asma en Espanol: Creating an Asthma Resource Center for the Hispanic Community - MULTICULTURAL PUBLIC RELATIONS
AOE	MULTICULTURAL PUBLIC RELATIONS	Business	Transitions Optical, Inc.	Euro RSCG Worldwide PR	Meeting the Eye Health Needs of Culturally Diverse Groups
Silver	MULTICULTURAL PUBLIC RELATIONS	Associations/Government/Nonprofit Organizations	Howard Brown Health Center	Public Communications Inc.	Creating a Lifeline for LGBTQ Health Center - MULTICULTURAL PUBLIC RELATIONS
Silver	INTEGRATED COMMUNICATIONS	Consumer Products	Old Spice	PainePR and Wieden+Kenned	Smell Like a Man, Man Campaign: Old Spice Rides Horse Into History
AOE	INTEGRATED COMMUNICATIONS	Consumer Products	Frito-Lay North America	Ketchum and Zocalo Group	From Junk Food to Good Food: Building Advocates to Change the Perception of Frito-Lay Snacks - INTEGRATED COMMUNICATIONS
Silver	INTEGRATED COMMUNICATIONS	Consumer Services	American Express OPEN	M Booth & Associates, Inc.	Small Business Saturday - Consumer Services
AOE	INTEGRATED COMMUNICATIONS	Consumer Services	AT&T	Fleishman-Hillard and BBDO	Txtng & Drivng...It Can Wait

2011 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
AOE	INTEGRATED COMMUNICATIONS	Consumer Services	Chase Card Services	Ketchum	Chase Sapphire Creates MAD Cardmember Experiences: MAD MEN Partnership
Silver	INTEGRATED COMMUNICATIONS	Business to Business	American Express OPEN	M Booth & Associates, Inc.	Small Business Saturday - Business to Business
Silver	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	Boy Scouts of America	Fleishman-Hillard, Inc.	Celebrating the Adventure, Continuing the Journey: A Centennial Celebration to Make the BSA Stronger for its Next 100 Years - INTEGRATED COMMUNICATIONS
AOE	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	The University of Southern Mississippi	idgroup consulting + creative	The Southern Miss Story: Enriching the Brand of a Research University through a Centennial Celebration - INTEGRATED COMMUNICATIONS