



2019 Bronze Anvil Results

Award	Category	Organization	Agency	Entry Title
Bronze Anvil	Annual Reports	Roswell Inc		Roswell Inc 2018 Annual Report
Award of Commendation	Annual Reports	Basser Center for BRCA at Penn Medicine	SteegeThomson Communications	Celebrating Five Years of Progress and Hope
Award of Commendation	Annual Reports	Clerk of the Circuit Court, St. Lucie County		Dollars and Sense: Your Practical Guide to County Finances
Bronze Anvil	Best Use of Branded Content > Arts, Sports and Entertainment	Gatorade		Throwing it Back with PSAs to "Beat the Heat"
Bronze Anvil	Best Use of Branded Content > Consumer	Land O'Lakes	Exponent PR	Challenging Perceptions to Change the Future of Food
Award of Commendation	Best Use of Branded Content > Consumer	Hennessy Cognac	BCW (Burson Cohn & Wolfe), Platform Media Group (PMG) and Laundry Service	Using the Power of Influence to Drive Sales During a Cognac Shortage
Bronze Anvil	Best Use of Branded Content > Financial Services	TIAA	Weber Shandwick, Universal McCann and The Martin Agency	TIAA Difference Maker 100
Bronze Anvil	Best Use Of Data/Analytics	Columbia Gas of Ohio	Fahlgren Mortine	Impact Matters – Saving Money, Delivering Comfort, Building Communities
Award of Commendation	Best Use Of Data/Analytics	United States Strategic Command		Uncovering Data Trends to Grow the Dialogue on Deterrence
Award of Commendation	Best Use Of Data/Analytics	Cirque du Soleil	Burson Cohn & Wolfe	Defining Awe: The Science Behind Cirque du Soleil
Bronze Anvil	Best Use of Social Stories	NCAA	Marcus Thomas	"Bring This, Leave That" -- How the NCAA Got the Best Advice to Freshman Student-Athletes
Award of Commendation	Best Use of Social Stories	National Football Foundation	LDWW	Football Matters
Bronze Anvil	Blogs	National Fisheries Institute	Butin Integrated Communications	From Awareness to Award-Winning: Advancing Seafood Education by Becoming the No. 1 Seafood Influencer
Bronze Anvil	Creative Tactics	St. Jude Children's Research Hospital		St. Jude Survivor Mail Series
Award of Commendation	Creative Tactics	JetBlue Airways	MullenLowe	JetBlue Satisfies Cross-Country Cravings with Pie in the Sky
Bronze Anvil	Digital Publications (Single Issue Newsletters/Booklets/Calendars)	Clif Bar & Company	FoodMinds, a division of Padilla	Beyond the Bar: CLIF Bar's Active Nutrition Guide
Award of Commendation	Digital Publications (Single Issue Newsletters/Booklets/Calendars)	Hitachi Vantara	Liquid Agency	Finding Our New North Star
Award of Commendation	Digital Publications (Single Issue Newsletters/Booklets/Calendars)	Rutherford & Associates	Airfoil Group	Modernizing a Traditional Industry
Bronze Anvil	Executive Communications	United States Strategic Command		Maximizing Executive Engagements for Deterrence Dialogue
Award of Commendation	Executive Communications	Chipotle Mexican Grill	BCW (Burson Cohn & Wolfe)	Chipotle Gets Real with New Leadership
Award of Commendation	Executive Communications	Saint-Gobain North America and Brownstein Group		Saint-Gobain North America Executive Communications
Bronze Anvil	Facebook Engagement	Centers for Disease Control and Prevention's Division of Diabetes Translation	Porter Novelli	CDC's Division of Diabetes Translation's 2018 Facebook Engagement
Award of Commendation	Facebook Engagement	Linhart Public Relations		Relaunching Laura's Lean on Facebook to Increase Engagement and Drive Sales
Award of Commendation	Facebook Engagement	Beyond Celiac	Crosby Marketing Communications	"Activating the Community to Fight the Celiac Monster"
Award of Commendation	Facebook Engagement	Farm Credit Council and Majority Strategies		Building Influence through Facebook Engagement
Bronze Anvil	Feature Stories	H. Hendy Associates	Idea Hall	H. Hendy Associates HotelExecutive Feature Article Series
Award of Commendation	Feature Stories	University of Arizona		Unbreakable Spirit
Bronze Anvil	Influencer Marketing To Expand Awareness	BCW (Burson Cohn & Wolfe)		Man Vs. Glue

Bronze Anvil	Instagram Communications	Pantene	Marina Maher Communications / MMK+	Pantene launches 14 Day Challenge to transform every #BadHairDay into a #GreatHairDay
Award of Commendation	Instagram Communications	Ohio Lottery Commission		Turning Instagram into a Gaming Platform for the Ohio Lottery
Bronze Anvil	Magazines	School of the Art Institute of Chicago		SAIC's Biannual Magazine Showcases Artistic Practices You Can Taste, Feel, Smell, and Hear
Award of Commendation	Magazines	CHS Inc.	Exponent PR	C Magazine: Farmer-Owned, Farmer-Powered
Award of Commendation	Magazines	University at Buffalo School of Management		Buffalo Business
Bronze Anvil	Media Relations > Associations/Government/Nonprofit Organizations	The Citadel, The Military College of South Carolina		Unprecedented partnership to celebrate 175 years of leadership at the Military College of South Carolina
Award of Commendation	Media Relations > Associations/Government/Nonprofit Organizations	MilliporeSigma	Havas PR	Curiosity Cube™ Ignites Scientific Passion
Award of Commendation	Media Relations > Associations/Government/Nonprofit Organizations	Orlando Health Arnold Palmer Hospital for Children	MediaSource	Orlando Health Arnold Palmer Hospital for Children Flu Shot Multimedia Campaign
Award of Commendation	Media Relations > Associations/Government/Nonprofit Organizations	University of Texas Medical Branch	Edelman	Santa Fe Crisis
Bronze Anvil	Media Relations > Business-To-Business	IBM		IBM's 5 in 5: Five groundbreaking scientific innovations that could change the way people work, live and interact over the next five years
Award of Commendation	Media Relations > Business-To-Business	Iron Ox	Highwire PR	From Robot Farm to Table: Launching Iron Ox's First Fully Autonomous Indoor Farm
Award of Commendation	Media Relations > Business-To-Business	WP Engine		Telling A Bigger Story: How WP Engine Shared News of a \$250 Million Investment
Award of Commendation	Media Relations > Business-To-Business	Norwest Venture Partners	Highwire	Unlocking the CEO Journey: Norwest's Partnership with Entrepreneurs
Bronze Anvil	Media Relations > Consumer Products > Food & Beverage	Hennessy Cognac	BCW (Burson Cohn & Wolfe), Platform Media Group (PMG) and L3 Advertising	Borrowing Equity to Communicate Cognac's Cultural-Cool and Authenticity Among Two Generations of Asian Americans
Award of Commendation	Media Relations > Consumer Products > Food & Beverage	National Honey Board	PorterNovelli	National Honey Board's 2018 Test Kitchen Series with Meredith and Chef Rob Corliss
Award of Commendation	Media Relations > Consumer Products > Food & Beverage	Driscoll's	Allison+Partners	Driscoll's Bringing The Brasperry to Life
Award of Commendation	Media Relations > Consumer Products > Food & Beverage	AB InBev, Michelob ULTRA	3PM (Weber Shandwick in partnership with PMKBNC)	#WillRunForBeer
Bronze Anvil	Media Relations > Consumer Products > Non-Packaged Goods	The Pure Company	LDWW	The Pure Company Breathes Fresh Air Into A Tired Industry
Award of Commendation	Media Relations > Consumer Products > Non-Packaged Goods	Tyndale Publishers	A. Larry Ross Communications	The Kremlin Conspiracy: Fiction Becomes Reality
Award of Commendation	Media Relations > Consumer Products > Non-Packaged Goods	Huffy Bicycles	Fahlgren Mortine	Huffy Rides Back Into the Spotlight
Award of Commendation	Media Relations > Consumer Products > Non-Packaged Goods	iFLY Luggage	Y&R PR	iFLY Luggage Teams up with Leonard Fournette to Introduce New Travel Collection
Bronze Anvil	Media Relations > Consumer Services	LEGOLAND Discovery Center Columbus	Fahlgren Mortine	Building Up to Opening Brick by Brick
Award of Commendation	Media Relations > Consumer Services	Development Counsellors International		St. Louis Gateway Arch National Park Relaunch
Award of Commendation	Media Relations > Consumer Services	Visit California	NJF PR, an MMGY Global company	Visit California's 'Dream Drive' Down Highway 1
Award of Commendation	Media Relations > Consumer Services	Royal Caribbean International	Weber Shandwick	A Perfect Night to Introduce a Perfect Day



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Bronze Anvil	Most Effective Influencer Promotion	Hennessy Cognac	BCW (Burson Cohn & Wolfe), Platform Media Group (PMG) and Laundry Service	Using the Power of Influence to Drive Sales During a Cognac Shortage
Award of Commendation	Most Effective Influencer Promotion	Behr Paint	Marcus Thomas LLC	Engaging DIY Micro-Influencers to Help Consumers Get After Their After, Faster
Award of Commendation	Most Effective Influencer Promotion	Chipotle Mexican Grill	BCW (Burson Cohn & Wolfe)	Earning Influence with Chips, Guac & Queso
Award of Commendation	Most Effective Influencer Promotion	Beech-Nut	Kohnstamm Communications and Evolve Concepts, Inc.	Beech-Nut Advocacy – How Mom Ambassadors and their Tiny Tasters are Raising the Bar for Brand Evangelism
Bronze Anvil	New Digital Platform	Consorzio del Prosciutto di Parma	Padilla	Teaching Chefs to Go Whole Hog for Prosciutto di Parma
Award of Commendation	New Digital Platform	Centre for Ocular Research & Education (CORE)	McDougall Communications and Workinman Interactive	CORE Knowledge: The Ultimate Eye Science Game
Award of Commendation	New Digital Platform	U.S. Patent and Trademark Office (USPTO)	U.S. Patent and Trademark Office (USPTO)	10 Million Patents
Bronze Anvil	Online Videos	Idea Hall	Idea Hall	Brainchild Seres
Award of Commendation	Online Videos	HP Inc.	Edelman	"All-American Family Portrait" film by HP and Edelman
Award of Commendation	Online Videos	Primrose Schools	Jackson Spalding	Primrose Schools Helps Working Parents #LetGuiltGo
Award of Commendation	Online Videos	IHG Hotels & Resorts	Weber Shandwick	Holiday Inn Express® Launches New Breakfast with the "Readiest Breakfast Challenge"
Bronze Anvil	Podcasts	Jack Daniel's	DVL Seigenthaler/FINN Partners	Launching Jack Daniel's First Podcast, Around the Barrel
Award of Commendation	Podcasts	American Geophysical Union (AGU)		Third Pod from the Sun podcast
Award of Commendation	Podcasts	Genentech	Weber Shandwick	Two Scientists Walk Into a Bar – A Genentech Science Podcast
Award of Commendation	Podcasts	O'Brien Communications		Shaping Opinion Podcast
Bronze Anvil	Research/Evaluation	CooperVision	McDougall Communications	Eye Opening Insights Spark Optometrists to Act
Award of Commendation	Research/Evaluation	Cardinal Health	Fahlgren Mortine	Cardinal Health Oncology Insights
Award of Commendation	Research/Evaluation	Bayer Crop Science	Porter Novelli	Understanding the Global Integrated Weed Management Landscape
Award of Commendation	Research/Evaluation	The American Gaming Association		From Opponent to Partner: Using Research to Convince Major Sports Leagues to Embrace Legal Sports Betting
Bronze Anvil	Twitter Engagement	Food Lion		Food Lion - Reshaping our CIAA Partnership to "Slam Dunk" Hunger In Our Communities
Award of Commendation	Twitter Engagement	Howard University Office of University Communications		#HowardMedicineMatters
Bronze Anvil	Websites	Consorzio del Prosciutto di Parma	Padilla	Teaching Chefs to Go Whole Hog for Prosciutto di Parma
Award of Commendation	Websites	Blue Cross and Blue Shield of North Carolina	Ketchum	Today We
Award of Commendation	Websites	International Brotherhood of Boilermakers	Wide Awake Films and Creative Marketing Programs Kansas City (CMPkc)	Montana "We Want to Work" Campaign: Websites
Award of Commendation	Websites	Emory University School of Medicine	NewCity and Cascade Factory	Redesign of the Emory University School of Medicine (SOM) Website: <a href="https://med.emory.edu">https://med.emory.edu</a>
Bronze Anvil	Word-Of-Mouth (Viral, Buzz, Talk Triggers)	Nebraska Tourism Commission	TURNER PR	Nebraska. Honestly, it's not for everyone.
Award of Commendation	Word-Of-Mouth (Viral, Buzz, Talk Triggers)	Christiana Care Health System		#HitMeWithYourFluShot
Award of Commendation	Word-Of-Mouth (Viral, Buzz, Talk Triggers)	Connecticut Office of Tourism	Adams & Knight, Inc.	#CTBucketList Inspires State Pride and Drives In-State Tourism Across Connecticut



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Award of Commendation	Word-Of-Mouth (Viral, Buzz, Talk Triggers)	Chipotle Mexican Grill	Day One Agency	Chipotle Breaks The Internet on Avocado Day
Bronze Anvil	YouTube Engagement	Splat Hair Color	i.d.e.a.	Splat 'Dye To Be Different'