

Award	Category	Organization	Agency	Title of Entry
Silver Anvil	Community Relations > Associations/Government/Nonprofit Organizations	Irvine Ranch Water District	Sukle Advertising & Design	See it from Your Lawn's Perspective: Water Use Efficiency Campaign
Award of Excellence	Community Relations > Associations/Government/Nonprofit Organizations	Loveland Water and Power	Fyn Public Relations	"Loveland, Let's Talk Broadband" Campaign
Award of Excellence	Community Relations > Associations/Government/Nonprofit Organizations	The United Nations Women's HeForShe movement	FleishmanHillard	More Powerful Together
Silver Anvil	Content Marketing > Associations/Government/Nonprofit Organizations	WFYI Public Media/Ted Green Films		"Eva" opens eyes to Holocaust, offering hope and inspiration to millions
Award of Excellence	Content Marketing > Associations/Government/Nonprofit Organizations	City of Phoenix Communications Office		Phoenix Summer Safety Campaign
Award of Excellence	Content Marketing > Associations/Government/Nonprofit Organizations	UL Firefighter Safety Research Institute	Allison+Partners	UL "Close Before You Doze"
Silver Anvil	Content Marketing > Business Products	Consorzio del Prosciutto di Parma	Padilla	Teaching Chefs to Go Whole Hog for Prosciutto di Parma
Silver Anvil	Content Marketing > Consumer Products	Balloon Time	Fahlgren Mortine	Ballon Time: Content that LIFTS Conversion
Award of Excellence	Products	Behr Paint	LLC	Getting After the After, Faster
Award of Excellence	Products	Wendy's	VML	Wendy's Mixtape: webeefin?
Silver Anvil	Content Marketing > Consumer Services	KAYAK	Carmichael Lynch Relate	KAYAK Helps U.S. Soccer Fans Find A New Fandom
Award of Excellence	Content Marketing > Consumer Services	The Home Depot Rental	Brunner	The Home Depot Rental Brand Launch
Silver Anvil	Crisis Communications	Georgia Power		Communication in the Eye of the Storm: Georgia Power Handles Hurricane Michael

Award of Excellence	Crisis Communications	Vermeer Corporation		Vermeer Corporation Survives the Storm and comes back STRONGER THAN EVER
Silver Anvil	Events and Observances > More Than Seven Days > Business — Products	makers of TABASCO® Brand products	Hunter Public Relations	TABASCO® Sauce: Celebrating 150 Years and Still Hot
Award of Excellence	Events and Observances > More Than Seven Days > Business — Products	Michelin North America	Ketchum	Teens Prove Their #StreetTread
Silver Anvil	Events and Observances > More Than Seven Days > Business — Services	Wells Fargo & Company/Regional Communications		Wells Fargo “Days of Service” – Rebuilding trust in our local communities
Silver Anvil	Fewer Days > Associations/Government/Nonprofit Organizations	Lucas County Economic Development Corporation	Thread Marketing Group	Toledo Jeep Fest: A Community Celebration
Award of Excellence	Fewer Days > Associations/Government/Nonprofit Organizations	Save the Redwoods League		Centennial Celebration Week
Silver Anvil	Events and Observances > Seven Or Fewer Days > Business to Business	MITRE		MITRE, for ATT&CKcon, a new event experience to empower the global community of cyber defenders
Award of Excellence	Events and Observances > Seven Or Fewer Days > Business to Business	D.O. Ribera del Duero and D.O. Rueda	Padilla	Creating a Taste for Spanish Wines: 2018 Ribera & Rueda Roadshow
Silver Anvil	Events and Observances > Seven Or Fewer Days > Consumer Products	Kellogg's and Girl Scouts of Greater New York	Reilly Connect and Anthem Worldwide	Kellogg's Sweetens First Ever Cookie Sales Event for Girl Scouts Living in NYC Homeless Shelters
Award of Excellence	Events and Observances > Seven Or Fewer Days > Consumer Products	Beautyrest	Hunter Public Relations	Beautyrest Presents: Max Richter's SLEEP
Award of Excellence	Events and Observances > Seven Or Fewer Days > Consumer Products	Schwan's Company	Carmichael Lynch Relate	Edwards Desserts Celebrates Brand Fan Love
Silver Anvil	Events and Observances > Seven Or Fewer Days > Consumer Services	Duke Energy		Highlighting Our Heroes: National Lineman Appreciation Day
Award of Excellence	Events and Observances > Seven Or Fewer Days > Consumer Services	Land O'Lakes	Exponent PR	Compelling Consumers to Define the Future of Food

Silver Anvil	Global Communications	Kratos Defense and Security Solutions	Cook + Schmid	Cook + Schmid Boosts the Reputation and Value of an Underdog: Kratos Defense and Security Solutions
Award of Excellence	Global Communications	3M	Ketchum	3M Champions Science
Award of Excellence	Global Communications	McIlhenny Company, makers of TABASCO® Brand Products	Hunter Public Relations	TABASCO® Brand Celebrates 150 Years of Flavoring the World's Favorite Food + Drinks
Silver Anvil	Influencer Marketing Program To Expand Awareness > Macro-Influencers	Schwan's Company	Carmichael Lynch Relate	Red Baron Solves Summer Mealtime Chaos
Award of Excellence	Influencer Marketing Program To Expand Awareness > Macro-Influencers	Garden of Life	Carmichael Lynch Relate	Garden of Life grabs "attention" for cleaner vitamins and supplements
Award of Excellence	Influencer Marketing Program To Expand Awareness > Macro-Influencers	TOMY International, Inc.	Hollywood Agency	A Celebrity Takeover to Remember
Award of Excellence	Influencer Marketing Program To Expand Awareness > Macro-Influencers	Travel Wisconsin	Laughlin Constable	Influencers Have Real Fun with Travel Wisconsin
Silver Anvil	Influencer Marketing Program To Expand Awareness > Micro-Influencers	Michelin North America	Ketchum	Teens Prove Their #StreetTread
Award of Excellence	Influencer Marketing Program To Expand Awareness > Micro-Influencers	J&J Consumer Inc.	Cohn & Wolfe, Wunderman	#HowWeCare
Award of Excellence	Influencer Marketing Program To Expand Awareness > Micro-Influencers	Summer Infant	Adam Ritchie Brand Direction	The M.O.M. Squad: PR Transforms Diverse Micro-Influencers into the World's First Team of Pregnant Comic Book Superheroes
Silver Anvil	Integrated Communications > Associations/Government/Nonprofit Organizations	Little Rock Police Department	Ghidotti	Little Rock Police Department Minority Recruitment Campaign
Award of Excellence	Integrated Communications > Associations/Government/Nonprofit Organizations	DAV (Disabled American Veterans)	Marketing Communications	"Victories for Veterans" Campaign
Award of Excellence	Integrated Communications > Associations/Government/Nonprofit Organizations	United States Strategic Command		Leading Integrated Communication of Global Strategic Deterrence

Silver Anvil	Integrated Communications > Business to Business	Consorzio del Prosciutto di Parma	Padilla	Teaching Chefs to Go Whole Hog for Prosciutto di Parma
Award of Excellence	Integrated Communications > Business to Business	Ingersoll Rand	Portavoce PR	Integrated Marketing Communications Moves the Needle for Industrial Manufacturing Giant
Silver Anvil	Consumer Products > Food and Beverage	Hershey's	Ketchum	Taste the Gold: Hershey's Shares Olympic Gold Platform
Award of Excellence	Consumer Products > Food and Beverage	Iron City Beer	Top Hat	Iron Restoration: the Comeback of Iron City Beer
Silver Anvil	Consumer Products > Non-Packaged Goods	Conoco	Carmichael Lynch Relate	Conoco Launches "Choose Go"
Award of Excellence	Consumer Products > Non-Packaged Goods	HydraFacial	Agency and TailFin	HydraFacial Nation - World Tour
Silver Anvil	Integrated Communications > Consumer Products > Retail Stores and Restaurants	Petco	Edelman	Turning Our Back on Artificial Food: Petco Sets a Bold New Standard for Nutrition
Award of Excellence	Consumer Products > Retail Stores and Restaurants	Helzberg Diamonds	Carmichael Lynch Relate	Helzberg Diamonds Introduces A New Way To Get Engaged
Silver Anvil	Integrated Communications > Consumer Services	Home Instead Senior Care	rd, Immersion Active	UnRetire Yourself
Silver Anvil	Internal Communications > Associations/Government/Nonprofit Organizations	Wake Forest University		We Need to Talk: Wake Forest University's Call to Conversation
Award of Excellence	Internal Communications > Associations/Government/Nonprofit Organizations	American Farm Bureau Federation and National Farmers Union		Farm Town Strong: Overcoming the Rural Opioid Epidemic
Award of Excellence	Internal Communications > Associations/Government/Nonprofit Organizations	Christiana Care Health System		#HitMeWithYourFluShot
Award of Excellence	Internal Communications > Associations/Government/Nonprofit Organizations	Kaiser Permanente	Weber Shandwick	Challenge Possible: Kaiser Permanente Drives Health Care Industry Transformation from Within
Silver Anvil	Issues Management	Discover Puerto Rico	Ketchum	#CoverTheProgress

Award of Excellence	Issues Management	National Peanut Board	Golin	Making Peanut Allergies History – Driving Parents to Be the Change
Silver Anvil	Marketing > Business To Business > Products	Consorzio del Prosciutto di Parma	Padilla	Teaching Chefs to Go Whole Hog for Prosciutto di Parma
Award of Excellence	Products	IBM Power Systems	Lynch Relate	Bringing Sexy Back to the Box
Silver Anvil	Marketing > Consumer Products > Food and Beverages	Schwan's Company	Carmichael Lynch Relate	Red Baron Solves Summer Mealtime Chaos
Award of Excellence	Marketing > Consumer Products > Food and Beverages	Iron City Beer	Top Hat	Iron Restoration: the Comeback of Iron City Beer
Award of Excellence	Marketing > Consumer Products > Food and Beverages	Johnnie Walker	Hunter Public Relations, starpower	JOHNNIE WALKER CELEBRATES PROGRESS AND EQUALITY WITH THE LAUNCH OF JOHNNIE WALKER BLACK LABEL THE JANE WALKER EDITION
Silver Anvil	Health Care	Agency	Deloitte	Take Command
Award of Excellence	Marketing > Consumer Products > Health Care	Prevent Biometrics	Carmichael Lynch Relate	Protecting Athletes' Health on the Field of Play
Silver Anvil	Marketing > Consumer Products > Non-Packaged Goods	The Pure Company	LDWW	The Pure Company Breathes Fresh Air Into A Tired Industry
Silver Anvil	Marketing > Consumer Products > Packaged Goods	Krazy Glue	BCW (Burson Cohn & Wolfe)	Man Vs. Glue
Award of Excellence	Marketing > Consumer Products > Packaged Goods	P&G	MSL	Always Fights to #EndPeriodPoverty
Award of Excellence	Marketing > Consumer Products > Packaged Goods	Summer Infant	Adam Ritchie Brand Direction	The M.O.M. Squad: PR Transforms Diverse Pregnant Women into the World's First Team of Pregnant Comic Book Superheroes
Silver Anvil	Marketing > Consumer Products > Retail Stores and Restaurants	Wendy's	Ketchum, VML	Wendy's Mixtape: webeefin?
Award of Excellence	Marketing > Consumer Products > Retail Stores and Restaurants	Life Alive	Adam Ritchie Brand Direction	Mix It Up: PR Invents Menu Items through the Power of Influencer Storytelling
Silver Anvil	Marketing > Consumer Services > Financial Services	Allstate	Carmichael Lynch Relate	Allstate: Good Hearts, Good HandsSM

Silver Anvil	Marketing > Consumer Services > Health Care Services	Home Instead Senior Care	rd and Immersion	UnRetire Yourself
Silver Anvil	Technology	Tinder	Marcel Sydney	#RepresentLove
Award of Excellence	Technology	Windstream	Holcomb	Building Kinetic Communities
Silver Anvil	Marketing > Consumer Services > Travel and Tourism/Hospitality	Dominican Republic Ministry of Tourism	BVK	A Tail of Marketing Success – Whale Watching in Dominican Republic
Award of Excellence	Marketing > Consumer Services > Travel and Tourism/Hospitality	KAYAK	Carmichael Lynch Relate	KAYAK Helps U.S. Soccer Fans Find A New Fandom
Silver Anvil	Most Effective Campaign \$5,000 Or Less > Associations	Home Building Association of Richmond	Communications	Richmond Parade of Homes 2018
Silver Anvil	Most Effective Campaign \$5,000 Or Less > Business	Just Born, Inc., PEEPS®	Coyne PR	PEEPS® Counts Down to a Sweet New Year
Award of Excellence	Most Effective Campaign \$5,000 Or Less > Business	Visit Taos	The Waite Company	Yuletide in Taos Influencer Trip
Silver Anvil	Most Effective Campaign \$5,000 Or Less > Government	City of Southlake, Texas		Humanizing the Badge
Award of Excellence	Most Effective Campaign \$5,000 Or Less > Government	Fairbanks College of Rural and Community		Indigenous & Visible
Silver Anvil	Most Effective Campaign \$5,000 Or Less > Nonprofit Organizations	Women's HeForShe movement	FleishmanHillard	More Powerful Together
Award of Excellence	Most Effective Campaign \$5,000 Or Less > Nonprofit Organizations	Treehouse	MSL	Dream Big
Silver Anvil	Most Effective Campaign On A Shoe String \$5,000 To \$10,000 > Business	Villa Italian Kitchen	BML Public Relations	BML Public Relations for Villa (villah) Italian Kitchen - Pizza Bouquet and Boutonniere
Award of Excellence	Most Effective Campaign On A Shoe String \$5,000 To \$10,000 > Business	KAYAK	Carmichael Lynch Relate	KAYAK Helps U.S. Soccer Fans Find A New Fandom
Award of Excellence	Most Effective Campaign On A Shoe String \$5,000 To \$10,000 > Business	Red Robin Gourmet Burgers & Brews	Coyne PR	Record-breaking National Teacher Appreciation Day
Silver Anvil	String \$5,000 To \$10,000 > Government	Irving Flood Control District Section III	Strategic Communicatio	Educating a Community on Flood Control
Silver Anvil	String \$5,000 To \$10,000 > Nonprofit Organizations	Juvenile and Family Court Judges	KPS3	Preventing Child Abuse and Neglect

Award of Excellence	String \$5,000 To \$10,000 > Nonprofit Organizations	Dallas Summer Musicals	Strategic Communicatio	Disney's THE LION KING Resonates with a Diverse Dallas Audience
Award of Excellence	String \$5,000 To \$10,000 > Nonprofit Organizations	The New England Center for Children		Giving Autism a Voice
Silver Anvil	Most Effective CSR Campaign	Arvest Bank	Sells Agency	Arvest Bank 1 Million Meals Campaign
Silver Anvil	Multicultural Public Relations	HP Inc.	Creative Community, &	HP Reinvent Mindsets – Combating Unconscious Bias
Award of Excellence	Multicultural Public Relations	JM Smucker - Cafe Bustelo	Sapient Razorfish, BMF,	Toward A More Perfect Union: Café Bustelo Cafe Collabs
Silver Anvil	Public Affairs > Associations/Government/Nonprofit Organizations	Voters Not Politicians	Martin Waymire	Yes on Proposal 2: From grassroots campaign to national phenomenon
Award of Excellence	Public Affairs > Associations/Government/Nonprofit Organizations	Friends of SDSU	Strategies, Tom Shepard & Associates, IVC	The Battle Over Mission Valley – SDSU West vs. SoccerCity
Award of Excellence	Public Affairs > Associations/Government/Nonprofit Organizations	Oral Health America	Marketing for Change Co.	Demand Medicare Dental: We have teeth and we vote
Silver Anvil	Public Affairs > Business	MLS2Nashville	Stones River Group	The Campaign To Bring Major League Soccer to Nashville
Silver Anvil	Public Service > Associations/Government/Nonprofit Organizations	National Peanut Board	Golin	Making Peanut Allergies History – Driving Parents to Be the Change
Award of Excellence	Public Service > Associations/Government/Nonprofit Organizations	American Farm Bureau Federation and National Farmers Union		Farm Town Strong: Overcoming the Rural Opioid Epidemic
Award of Excellence	Public Service > Associations/Government/Nonprofit Organizations	LA County Registrar Recorder County Clerk		LA Votes: Modernizing the Vote by Mail Experience
Silver Anvil	Public Service > Business	Allstate	Current Marketing	Allstate Champions for Good Driving Starts Young
Award of Excellence	Public Service > Business	Cigna	Edelman	U.S. Loneliness Index
Award of Excellence	Public Service > Business	Duracell	Relations	Duracell Daylight Savings Campaign

Award of Excellence	Public Service > Business	Leidos		The Opioid Epidemic: A Call to Action
Silver Anvil	jointly by businesses and other organizations, including nonprofit and government)	The Church of Jesus Christ of Latter-day Saints	Thatcher+Co. and Boncom	Micro Donations Meeting Local and Global Needs—One Vending Machine at a Time
Award of Excellence	jointly by businesses and other organizations, including nonprofit and government)	American Farm Bureau Federation and National Farmers Union		Farm Town Strong: Overcoming the Rural Opioid Epidemic
Award of Excellence	jointly by businesses and other organizations, including nonprofit and government)	Foundation and Michigan Department of Health and Human Services	Martin Waymire	I Vaccinate Campaign
Award of Excellence	jointly by businesses and other organizations, including nonprofit and government)	Pacira Pharmaceuticals	Coyne PR	Choices Matter: An In-Depth Analysis of the Opioid Epidemic and Overprescribing in America
Silver Anvil	Reputation/Brand Management > Associations/Government/Nonprofit Organizations	United States Strategic Command		Peace is Our Profession...
Award of Excellence	Reputation/Brand Management > Associations/Government/Nonprofit Organizations	American Cleaning Institute	BRG Communications	BRG Communications and American Cleaning Institute: PACKETS UP!
Silver Anvil	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	Booz Allen Hamilton		Booz Allen Brand Refresh Strategy
Award of Excellence	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	3M	Ketchum	3M Champions Science
Silver Anvil	Business > Companies With Sales Up to \$50 Million	Iron City Beer	Top Hat	Iron Restoration: the Comeback of Iron City Beer
Award of Excellence	Business > Companies With Sales Up to \$50 Million	Alyeska Pipeline Service Company	SpawnIdeas	Alyeska's Voyage Plan: Welcoming a new fleet to Prince William Sound
Award of Excellence	Business > Companies With Sales Up to \$50 Million	ChapStick	Coyne PR	ChapStick Transforms from Habitual Purchase to Beauty Essential