PRSA

Award	Category	Organization	Agency	Title of Entry
Silver Anvil	Community Relations > Associations	Experience Columbus		More is Possible in Columbus
Silver Anvil	Community Relations > Business Products	Mercedes-Benz USA	Cookerly PR	Mercedes-Benz USA Shifts Greatness Lives Here Program Into High Gear
Award of Excellence	Community Relations > Business Products	Beech-Nut	broadhead and Evolve Concepts	Beech-Nut Advocacy: Real Moms, Real Food and Real Community Connections
Silver Anvil	Community Relations > Business Services	Duke Energy Corporate Communications		Crystal River Nuclear Plant Stakeholder Engagement Plan
Silver Anvil	Community Relations > Government	King County Metro	C+C	Just One Trip
Award of Excellence	Community Relationers Community	Department of Veterans Affairs; Veterans Health Administration (VHA), Office of Community Care, VHA Office of Communications, Employee Education System and Office of Healthcare Transformation		Launching VA MISSION Act
Award of Excellence	Community Relations > Government	Great Outdoors Colorado - Generation	Ayers Public Relations and Sukle	Legislation
Award of Excellence	Community Relations > Government	Wild	Advertising & Design	Generation Wild Wilder Launch
Award of Excellence	Community Relations > Nonprofit	Wild	Big Red Rooster, MSL and Sunshine	deficiation what white Education
Silver Anvil	Organizations	The Home Depot Foundation	Sachs	Operation Surprise
Silver / illvii	016411124110113	The flome Deport Guildation	Such	Boys & Girls Clubs of Central
Award of Excellence	Community Relations > Nonprofit Organizations	Boys and Girls Clubs of Central Orange Coast	Rocket Science Marketing and Public Relations	•
Silver Anvil	Content Marketing > Associations/Government/Nonprofit Organizations	National Pork Board	Weber Shandwick	Insight to Action: Driving Pork Demand with Actionable Insights
Award of Excellence	Content Marketing > Associations/Government/Nonprofit Organizations	Dairy Farmers of Wisconsin		Educating Wisconsin dairy farmers on ROI
	Content Marketing > Associations/Government/Nonprofit			
Award of Excellence	Organizations	Military Health System	Deloitte	Bug Week
Silver Anvil	Content Marketing > Business Products	Northrop Grumman		2019 Northrop Grumman Social Media Campaign
Silver Anvil	Content Marketing > Consumer Products	Allergan	Y&R PR	MyGlaucoma
Award of Excellence	Content Marketing > Consumer Products	Maytag	Ketchum and Digitas	It's Gonna Be Maytag My-T Heroes: The Stories of CAR-T – Telling CAR-T stories as unique as
Award of Excellence	Content Marketing > Consumer Products	Novartis	RXMOSAIC and DDB Health	the therapy itself
Award of Excellence	Content Marketing > Consumer Products	T. Marzetti Company and Marzetti Veggie Dips	Cramer-Krasselt	#DipResponsibly on Game Day



Award	Category	Organization	Agency	Title of Entry
				What's Your Dollar Sign? How
				KeyBank Got Personal With
Silver Anvil	Content Marketing > Consumer Services	KeyBank	Marcus Thomas	Content
		Genentech and Living Beyond Breast		
Award of Excellence	Content Marketing > Consumer Services	Cancer	Fleishman Hillard	Not One Type
				Holzberg Diamonds Enables
Award of Excellence	Contant Marketing > Consumer Services	Holzborg Diamonds	Carmichael Lynch Relate	Helzberg Diamonds Enables Couples to Get Hitched in Stores
Award of Excellence	Content Marketing > Consumer Services	Helzberg Diamonds	Carrilleriaer Lyrich Keiate	The Home Depot Rental 2019
Award of Excellence	Content Marketing > Consumer Services	The Home Depot Rental	Brunner	Content Marketing Campaign
Award of Excellence	content warketing a consumer services	me nome beportental	Brainie.	Chuck E. Cheese Pizza Conspiracy
Silver Anvil	Crisis Communications	Chuck E. Cheese	Current Global and VMLYR	Crisis
	Events and Observances > More Than Seven			
	Days > Associations/Government/Nonprofit	Smithsonian's National Air and Space		National Air and Space Museum's
Silver Anvil	Organizations	Museum		Apollo 50 Campaign
	Events and Observances > More Than Seven			A Celebration 100 Years in the
	Days > Associations/Government/Nonprofit			Making – Penn Medicine Princeton
Award of Excellence	Organizations	Penn Medicine Princeton Health	Penn Medicine Creative Services	Health Centennial Celebration
	5			Food Lion Feeds Announces
Cilvan Ameril	Events and Observances > More Than Seven	Fandlian	Doubon Novelli and CCD 9.84	Commitment to Donate 1 Billion
Silver Anvil	Days > Business — Products	Food Lion	Porter Novelli and GSD&M	More Meals
	Events and Observances > More Than Seven			Helzberg Diamonds Enables
Silver Anvil	Days > Business — Services	Helzberg Diamonds	Carmichael Lynch Relate	Couples to Get Hitched in Stores
	2470 - 245111655 - 661 11665		2,113.1.11.0.0.0	couples to Cottinuoned in Stores
	Events and Observances > More Than Seven			Goodbye to the plane that built
Award of Excellence	Days > Business — Services	American Airlines		American – A super sendoff
	·			·
	Events and Observances > More Than Seven			Garver Centennial: A Chain
Award of Excellence	Days > Business — Services	Garver Corporate Communications Team	า	Reaction a Century in the Making
	Events and Observances > Seven Or Fewer			
	Days > Associations/Government/Nonprofit			
Silver Anvil	Organizations	Military Health System	Deloitte	Bug Week
	Fronts and Observances Server On Ferre			
	Events and Observances > Seven Or Fewer			COMMENAND ATING THE HISTORIC
Award of Excellence	Days > Associations/Government/Nonprofit Organizations	American Battle Monuments Commissio	n Wahar Shandwick	COMMEMORATING THE HISTORIC 75TH ANNIVERSARY OF D-DAY
Awaru or Excellence	Organizations	American battle Monuments Confillissio	II WEDEI SIIdIIUWICK	/ JIII AININIVENSANT OF D-DAT



Award	Category	Organization	Agency	Title of Entry
	Events and Observances > Seven Or Fewer			
	Days > Associations/Government/Nonprofit			
Award of Excellence	Organizations	SHRM		Workplace Convos & Coffee
	Events and Observances > Seven Or Fewer			Owning an Entire News Cycle: D-
Award of Excellence	Days > Associations/Government/Nonprofit Organizations	The National WWII Museum	MMGY NJF	Day With The National WWII Museum
Award of Excellence	Events and Observances > Seven Or Fewer	The National WWII Museum	IVIIVIGI IVJI	Widseum
Silver Anvil	Days > Business to Business	Tork	Weber Shandwick	Tork Takes Back the Lunch Break
	Events and Observances > Seven Or Fewer			
Silver Anvil	Days > Consumer Products	Mastercard	Ketchum	#AcceptanceMatters
	Fronts and Observances > Soven Or Fourer			Classing America's Tan Skin Sins
Award of Excellence	Events and Observances > Seven Or Fewer Days > Consumer Products	CeraVe	Coyne PR	Cleansing America's Top Skin Sins During Cleanse Your Skin Week
Award of Excellence	bays > consumer rroducts	ceruve	Coyne i N	The Copernicus Project: The Future
	Events and Observances > Seven Or Fewer			of Food Takes Center Stage at
Award of Excellence	Days > Consumer Products	Land O'Lakes	Exponent PR	SXSW
	Events and Observances > Seven Or Fewer			UPS Brown Friday: How "Owning a Day" Helped UPS Staff Up to
Silver Anvil	Days > Consumer Services	UPS		Handle a Crucial Holiday Season
				,,
	Events and Observances > Seven Or Fewer			The Power Behind the Power:
Award of Excellence	Days > Consumer Services	Duke Energy		National Lineman Appreciation Day
				Data Rules Everything Around Me
				(D.R.E.A.M): How Zelle used Data
Silver Anvil	Financial Communications	Early Warning Services	Huge	to Make "Everyday Better"
				Closing the Gap Between
Award of Excellence	Financial Communications	Cetera Financial Group	Finn Partners	Perception and Reality
Award of Eventlemen	Financial Communications	Intel Corneration	Ogilar and ICB	Mobileye DRIVES Global
Award of Excellence	Financial Communications	Intel Corporation	Ogilvy and ICR	Investor/Analyst Event
				Project Management Capitalized:
			Ketchum, Imagination, Superunion	PMI and the World's 50 Most
Silver Anvil	Global Communications	Project Management Institute	and The Flux Group	Influential Projects
A	Children was a state	Cillana	AAAAW (Watahama)	GILLETTE: WE BELIEVE IN THE BEST
Award of Excellence	Global Communications	Gillette	MMK+ (Ketchum) and Grey	IN MEN Cookies in Space Launches
Award of Excellence	Global Communications	Hilton Brand Communications	Edelman	Hospitality to New Heights
ara or Executive	C.O.Z. GOTTITION GOTTO		240111011	spirally to Hely Helphio



Award	Category	Organization	Agency	Title of Entry
	Influencer Marketing Program To Expand			Making Window Replacement
Silver Anvil	Awareness > Macro-Influencers	Marvin	Carmichael Lynch Relate	Better: Marvin x Emily Henderson
	Influencer Marketing Program To Expand	Genentech and Living Beyond Breast		
Award of Excellence	Awareness > Macro-Influencers	Cancer	FleishmanHillard	Not One Type
au				Space City: The Moon Landing 50th
Silver Anvil	Integrated Communications > Associations	Houston First Corporation	TURNER	Anniversary
				A Generation at a Crossroads:
Accorded Essellance	Inhamatad Campunistiana Association	Bloo Cooks Bloo Chield Association		Leveraging Data to Power
Award of Excellence	Integrated Communications > Associations	Blue Cross Blue Shield Association		Millennial Health Solutions
	Integrated Communications > Pusinger to			An Evolving Landscano: 2010
Silver Anvil	Integrated Communications > Business to Business	RRC Clobal Assot Management	Greentarget	An Evolving Landscape: 2019 Responsible Investment Survey
Silver Alivii	Integrated Communications > Business to	RBC Global Asset Management	Greentarget	Gearing Up for Electric Vehicle
Award of Excellence	Business	Rockwell Automation	Padilla	Production
Award of Excellence	Integrated Communications > Consumer	Nockwell Actomation	i dulla	Troduction
Silver Anvil	Products > Food and Beverage	Vermont Creamery	Exponent PR	Life Is Butter In Vermont
Silver / lilviii	Integrated Communications > Consumer	vermone electricity	Exponent in	Ene is butter in vermone
Award of Excellence	Products > Food and Beverage	LACTAID®	HUNTER	L is for LACTAID®, R is for Real Milk
				, , , , , , , , , , , , , , , , , , , ,
	Integrated Communications > Consumer		Seymour Public Relations, Vayner	Grab your HummusThe Vegans
Award of Excellence	Products > Food and Beverage	Sabra Dipping Company	Media, Likey and Colangelo	are Coming!
	Integrated Communications > Consumer		· · · · · ·	Got a Lawn and Garden Question?
Silver Anvil	Products > Non-Packaged Goods	Troy-Bilt	Marcus Thomas LLC	Just Ask Troy.
	Integrated Communications > Consumer			
Award of Excellence	Products > Non-Packaged Goods	Maytag	Ketchum and Digitas	It's Gonna Be Maytag
	Integrated Communications > Consumer			
Silver Anvil	Products > Packaged Goods	Allergan	Y&R PR	MyGlaucoma
				National Retailer Invites
	Integrated Communications > Consumer			Consumers to Get Hitched at
Silver Anvil	Products > Retail Stores and Restaurants	Helzberg Diamonds	Carmichael Lynch Relate	Helzberg
	Integrated Communications > Consumer			Goodbye to the plane that built
Silver Anvil	Services	American Airlines		American – A super sendoff
	Integrated Communications > Consumer			Downtown Doral Invites Unhappy
Award of Excellence	Services	Codina Partners	rbb Communications	New Yorkers
Accorded Free He	Integrated Communications > Consumer	Discost E'tanana	ICD In a	The Teen Comment Challenge
Award of Excellence	Services	Planet Fitness	ICR Inc.	The Teen Summer Challenge
Cilvor Apvil	Integrated Communications & Covers	Jours Economic Dovelopment Authority	Eloichman Hillard and LC2 group	From Corn to Cultured Reshaping
Silver Anvil	Integrated Communications > Government	Iowa Economic Development Authority	FleishmanHillard and LS2group	Perceptions of Iowa



Award	Category	Organization	Agency	Title of Entry
Award of Excellence	Integrated Communications > Government	Department of Defense Joint Artificial Intelligence Center (JAIC)		Leading Integrated Communication of the Ethical Adoption of Artificial Intelligence in the Department of Defense
				Meth. We're On It: Uniting South
Award of Excellence	Integrated Communications > Government	South Dakota Department of Social Services	broadhead.	Dakota Communities Against Meth Use
Award of Excellence	Integrated Communications > Government	American Heart Association and	Crispin Porter & Bogusky, LLC and	Know Diabetes by Heart's Type 2:
Silver Anvil	Organizations	American Diabetes Association	Edelman	Take 2
Award of Excellence	Integrated Communications > Nonprofit Organizations	Produce For Better Health Foundation	Padilla FoodMinds	A Recipe for Success: Fruits and Veggies Are Key Ingredients for Healthier, Happier Lives
Silver Anvil	Internal Communications > Associations/Government/Nonprofit Organizations	Capital Region BOCES		Five Divisions: ONE BOCES - Unifying Employees for a Culture of Engagement
Silver Anvil	Internal Communications > Business > More Than 10,000 Employees	Hilton		Celebrating 100 Years of Hospitality
	Internal Communications > Business > More	Hyatt Hotels Corporation & Gagen		
Award of Excellence	Than 10,000 Employees	MacDonald	Makes Chandwish James Keevilee	Advancing Care at Hyatt
Award of Excellence	Internal Communications > Business > More Than 10,000 Employees	Mars, Incorporated	Weber Shandwick, Jones Knowles Ritchie (JKR), Revolt	A Transformation with Purpose
Silver Anvil	Issues Management	Actors' Equity Association	Michie (JRN), Nevoic	#NotALabRat
Silver Anvil	Marketing > Business To Business > Products	National Pork Board	Weber Shandwick	Insight to Action: Driving Pork Demand with Actionable Insights
Silver Allvii	Marketing > Business To Business >	National Fork Board	Wesel Shahawiek	Defining McDermott: Aligning Our
Silver Anvil	Professional and/or Financial Services	McDermott Will & Emery	Brodeur Partners and Siegel+Gale	Brand with Our Work
Silver Anvil	Marketing > Consumer Products > Food and Beverages	Vermont Creamery	Exponent PR	Life Is Butter In Vermont
Award of Excellence	Marketing > Consumer Products > Food and Beverages	LACTAID®	HUNTER	L is for LACTAID®, R is for Real Milk
Silver Anvil	Marketing > Consumer Products > Health Care	Washington Health Benefit Exchange (WAHBE)	Quinn Thomas and Media Plus	Plan for How You Live: Ensuring Washingtonians Have Access to Healthcare Coverage
Silver Anvil	Marketing > Consumer Products > Packaged Goods	Head & Shoulders	Marina Maher Communications (MMC), Saatchi & Saatchi, CARAT Global and MKTG	Head & Shoulders Settles the Offense vs. Defense Debate Once and For All
Award of Excellence	Marketing > Consumer Products > Packaged Goods	CeraVe	Coyne PR	Catapulting New Hydrating Sunscreen to Launch Success
			•	



Award	Category	Organization	Agency	Title of Entry
	Marketing > Consumer Products > Packaged			Igniting fan love for Post Hostess
Award of Excellence	Goods	Post Consumer Brands	Carmichael Lynch Relate	Twinkies cereal
	Marketing > Consumer Products > Retail			Helzberg Diamonds Enables
Silver Anvil	Stores and Restaurants	Helzberg Diamonds	Carmichael Lynch Relate	Consumers to Elope In Stores
Silver Anvil	Marketing > Consumer Products > Technology	HMD Global	Havas Formula	Nokia 3.1 Plus Launch
				Have we lost touch with what's
				real? HP thinks so – and
			Edelman and Goodby Silverstein &	encourages consumers to 'Get
Award of Excellence	Marketing > Consumer Products > Technology	HP Inc.	Partners	Real'
Award of Eventlance	Marketing > Consumer Draducts > Technology	IDM Davier Customs	Carmichael Lynch Bolate	Dringing Court Dock to the Dov
Award of Excellence	Marketing > Consumer Products > Technology Marketing > Consumer Services > Travel and	IBM Power Systems	Carmichael Lynch Relate	Bringing Sexy Back to the Box From Corn to Cultured Reshaping
Silver Anvil	Tourism/Hospitality	Iowa Economic Development Authority	FleishmanHillard and LS2group	Perceptions of Iowa
Silver Allvii	Tourishiy hospitality	lowa Economic Development Authority	rieisiiniani illiaru anu E32group	refceptions of lowa
	Marketing > Consumer Services > Travel and			Goodbye to the plane that built
Award of Excellence	Tourism/Hospitality	American Airlines		American – A super sendoff
	, ,			
	Marketing > Consumer Services > Travel and			Love Locks Lead to Valentine's Day
Award of Excellence	Tourism/Hospitality	Visit Loveland Colorado	Fyn Public Relations	Tourism in Loveland, Colorado
				Hate speech, guns and potential
	Most Effective Campaign \$5,000 Or Less >			lawsuits at a small-town high
Silver Anvil	Government	City of Manitou Springs, Colorado	M&C Communications	school: Crisis averted
	Most Effective Campaign \$5,000 Or Less >			X-SCID Gene Therapy Trial
Silver Anvil	Nonprofit Organizations	St. Jude Children's Research Hospital		Campaign
	Most Effective Campaign \$5,000 Or Less >			
Award of Excellence	Nonprofit Organizations	Atrium Health		Kids Eat Free
	Mark Effective Connector On A Characteria			The Device Debited the Device
Cilvan Anvil	Most Effective Campaign On A Shoe String	Duka Francu		The Power Behind the Power:
Silver Anvil Silver Anvil	\$5,000 To \$10,000 > Business Most Effective CSR Campaign	Duke Energy Merck	GCI Health	National Lineman Appreciation Day "A Touch of Sugar"
Award of Excellence	Most Effective CSR Campaign	LinkedIn	OCI HEAITH	LinkedIn Coaches Program
Award of Excellence	Wiost Effective CSN Campaign	Linkcum		Mercedes-Benz USA Tackles
				Gender Stereotypes with No Limits
Award of Excellence	Most Effective CSR Campaign	Mercedes-Benz USA	Cookerly Public Relations and R/GA	Campaign
The state of Endomente			or a second seco	Working to address America's
			On Board Experiential and Essence	Racial Wealth Gap Through
Silver Anvil	Multicultural Public Relations	JPMorgan Chase & Co.	Communications	Currency Conversations
		-		



Award	Category	Organization	Agency	Title of Entry
				GILLETTE: BUILDING BRAND
				AFFINITY THROUGH UNEXPECTED
Award of Excellence	Multicultural Public Relations	Gillette	MMK+ (Ketchum)	INFLUENCE
Award of Excellence	Multicultural Public Relations	Merck	GCI Health	"A Touch of Sugar"
	Public Affairs >			
	Associations/Government/Nonprofit			
Silver Anvil	Organizations	U.S. Chamber of Commerce		Campaign to Yes! on USMCA
	Public Affairs >			
	Associations/Government/Nonprofit			
Award of Excellence	Organizations	Edelman		Restoring A Historical Injustice
Silver Anvil	Public Affairs > Business	Campland on the Bay	Southwest Strategies	Overcoming the San Diego Special
	Public Service >	Franny Strong Foundation and Michigan		0.11
	Associations/Government/Nonprofit	Department of Health and Human		
Silver Anvil	Organizations	Services	Martin Waymire	I Vaccinate Campaign
	- C	Department of Veterans Affairs;	,	
		Veterans Health Administration (VHA),		
		Office of Community Care, VHA Office of		
	Public Service >	Communications, Employee Education		
	Associations/Government/Nonprofit	System and Office of Healthcare		Launching VA MISSION Act
Award of Excellence	Organizations	Transformation		Legislation
	Public Service >			
	Associations/Government/Nonprofit			"It's About Respect" – Sexual
Award of Excellence	Organizations	Washington State Department of Health	C+C	Violence Prevention
				GATEWAY: A Story of How Surgery
				and Opioids Transformed the Lives
Silver Anvil	Public Service > Business	Pacira BioSciences, Inc.	Coyne PR	of Three Families
Award of Excellence	Public Service > Business	Merck	GCI Health	"A Touch of Sugar"
	Public Service > Partnerships (Funded jointly			
	by businesses and other organizations,			Celestial Seasonings Proves That
Silver Anvil	including nonprofit and government)	Celestial Seasonings	Carmichael Lynch Relate	Democracy is Alive andDead
SHACE WHALL	Reputation/Brand Management > Business >	Celestiai Seasoriiigs	Carmenaci Lynch Nelate	Democracy is Alive alluDeau
	Companies With Sales of More Than \$500			National Retailer Invites Couples to
Silver Anvil	Million to \$10 Billion	Helzberg Diamonds	Carmichael Lynch Relate	Get Hitched at Helzberg
557 / HIVII	Reputation/Brand Management > Business >		Carmonaer Lynon Neidee	Cottorica at Helbacia
	Companies With Sales of More Than \$500			GILLETTE: WE BELIEVE IN THE BEST
Award of Excellence	Million to \$10 Billion	Gillette	MMK+ (Ketchum) and Grey	IN MEN
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Award	Category	Organization	Agency	Title of Entry
	Reputation/Brand Management > Business >			Goodbye to the plane that built
Silver Anvil	Companies With Sales Over \$10 Billion	American Airlines		American – A super sendoff
	Reputation/Brand Management > Business >			Carnival Corporation Pivots to
Award of Excellence	Companies With Sales Over \$10 Billion	Carnival Corporation	LDWW	Environmental Progress
				My-T Heroes: The Stories of CAR-T
				 Unique Patient storytelling
	Reputation/Brand Management > Business >			essential for a personalized
Award of Excellence	Companies With Sales Over \$10 Billion	Novartis	RXMOSAIC and DDB Health	therapy
	Reputation/Brand Management > Business >			From Stealth to Acquisition in Nine
Silver Anvil	Companies With Sales Up to \$50 Million	Blackmore	Finn Partners	Months Flat
				The Inside Matters: Bringing the
	Reputation/Brand Management > Business >			FrieslandCampina Ingredients
Award of Excellence	Companies With Sales Up to \$50 Million	FrieslandCampina Ingredients	Padilla and Joe Smith	Brand to Life