



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



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Silver Anvil	Content Marketing > Consumer Services	KeyBank	Marcus Thomas	What's Your Dollar Sign? How KeyBank Got Personal With Content
Award of Excellence	Content Marketing > Consumer Services	Genentech and Living Beyond Breast Cancer	FleishmanHillard	Not One Type
Award of Excellence	Content Marketing > Consumer Services	Helzberg Diamonds	Carmichael Lynch Relate	Helzberg Diamonds Enables Couples to Get Hitched in Stores
Award of Excellence	Content Marketing > Consumer Services	The Home Depot Rental	Brunner	The Home Depot Rental 2019 Content Marketing Campaign
Silver Anvil	Crisis Communications	Chuck E. Cheese	Current Global and VMLYR	Chuck E. Cheese Pizza Conspiracy Crisis
Silver Anvil	Events and Observances > More Than Seven Days > Associations/Government/Nonprofit Organizations	Smithsonian's National Air and Space Museum		National Air and Space Museum's Apollo 50 Campaign
Award of Excellence	Events and Observances > More Than Seven Days > Associations/Government/Nonprofit Organizations	Penn Medicine Princeton Health	Penn Medicine Creative Services	A Celebration 100 Years in the Making – Penn Medicine Princeton Health Centennial Celebration
Silver Anvil	Events and Observances > More Than Seven Days > Business — Products	Food Lion	Porter Novelli and GSD&M	Food Lion Feeds Announces Commitment to Donate 1 Billion More Meals
Silver Anvil	Events and Observances > More Than Seven Days > Business — Services	Helzberg Diamonds	Carmichael Lynch Relate	Helzberg Diamonds Enables Couples to Get Hitched in Stores
Award of Excellence	Events and Observances > More Than Seven Days > Business — Services	American Airlines		Goodbye to the plane that built American – A super sendoff
Award of Excellence	Events and Observances > More Than Seven Days > Business — Services	Garver Corporate Communications Team		Garver Centennial: A Chain Reaction a Century in the Making
Silver Anvil	Events and Observances > Seven Or Fewer Days > Associations/Government/Nonprofit Organizations	Military Health System	Deloitte	Bug Week
Award of Excellence	Events and Observances > Seven Or Fewer Days > Associations/Government/Nonprofit Organizations	American Battle Monuments Commission	Weber Shandwick	COMMEMORATING THE HISTORIC 75TH ANNIVERSARY OF D-DAY



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Award of Excellence	Events and Observances > Seven Or Fewer Days > Associations/Government/Nonprofit Organizations	SHRM		Workplace Convos & Coffee
Award of Excellence	Events and Observances > Seven Or Fewer Days > Associations/Government/Nonprofit Organizations	The National WWII Museum	MMGY NJF	Owning an Entire News Cycle: D-Day With The National WWII Museum
Silver Anvil	Events and Observances > Seven Or Fewer Days > Business to Business	Tork	Weber Shandwick	Tork Takes Back the Lunch Break
Silver Anvil	Events and Observances > Seven Or Fewer Days > Consumer Products	Mastercard	Ketchum	#AcceptanceMatters
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	Events and Observances > Seven Or Fewer Days > Consumer Products	Land O'Lakes	Exponent PR	The Copernicus Project: The Future of Food Takes Center Stage at SXSW
Silver Anvil	Events and Observances > Seven Or Fewer Days > Consumer Services	UPS		UPS Brown Friday: How "Owning a Day" Helped UPS Staff Up to Handle a Crucial Holiday Season
Award of Excellence	Events and Observances > Seven Or Fewer Days > Consumer Services	Duke Energy		The Power Behind the Power: National Lineman Appreciation Day
Silver Anvil	Financial Communications	Early Warning Services	Huge	Data Rules Everything Around Me (D.R.E.A.M): How Zelle used Data to Make "Everyday Better"
Award of Excellence	Financial Communications	Cetera Financial Group	Finn Partners	Closing the Gap Between Perception and Reality
Award of Excellence	Financial Communications	Intel Corporation	Ogilvy and ICR	Mobileye DRIVES Global Investor/Analyst Event
Silver Anvil	Global Communications	Project Management Institute	Ketchum, Imagination, Superunion and The Flux Group	Project Management Capitalized: PMI and the World's 50 Most Influential Projects
Award of Excellence	Global Communications	Gillette	MMK+ (Ketchum) and Grey	GILLETTE: WE BELIEVE IN THE BEST IN MEN
Award of Excellence	Global Communications	Hilton Brand Communications	Edelman	Cookies in Space Launches Hospitality to New Heights



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Silver Anvil	Influencer Marketing Program To Expand Awareness > Macro-Influencers	Marvin	Carmichael Lynch Relate	Making Window Replacement Better: Marvin x Emily Henderson
Award of Excellence	Influencer Marketing Program To Expand Awareness > Macro-Influencers	Genentech and Living Beyond Breast Cancer	FleishmanHillard	Not One Type
Silver Anvil	Integrated Communications > Associations	Houston First Corporation	TURNER	Space City: The Moon Landing 50th Anniversary
Award of Excellence	Integrated Communications > Associations	Blue Cross Blue Shield Association		A Generation at a Crossroads: Leveraging Data to Power Millennial Health Solutions
Silver Anvil	Integrated Communications > Business to Business	RBC Global Asset Management	Greentarget	An Evolving Landscape: 2019 Responsible Investment Survey
Award of Excellence	Integrated Communications > Business to Business	Rockwell Automation	Padilla	Gearing Up for Electric Vehicle Production
Silver Anvil	Integrated Communications > Consumer Products > Food and Beverage	Vermont Creamery	Exponent PR	Life Is Butter In Vermont
Award of Excellence	Integrated Communications > Consumer Products > Food and Beverage	LACTAID®	HUNTER	L is for LACTAID®, R is for Real Milk
Award of Excellence	Integrated Communications > Consumer Products > Food and Beverage	Sabra Dipping Company	Seymour Public Relations, Vayner Media, Likey and Colangelo	Grab your Hummus ...The Vegans are Coming!
Silver Anvil	Integrated Communications > Consumer Products > Non-Packaged Goods	Troy-Bilt	Marcus Thomas LLC	Got a Lawn and Garden Question? Just Ask Troy.
Award of Excellence	Integrated Communications > Consumer Products > Non-Packaged Goods	Maytag	Ketchum and Digitas	It's Gonna Be Maytag
Silver Anvil	Integrated Communications > Consumer Products > Packaged Goods	Allergan	Y&R PR	MyGlaucoma
Silver Anvil	Integrated Communications > Consumer Products > Retail Stores and Restaurants	Helzberg Diamonds	Carmichael Lynch Relate	National Retailer Invites Consumers to Get Hitched at Helzberg
Silver Anvil	Integrated Communications > Consumer Services	American Airlines		Goodbye to the plane that built American – A super sendoff
Award of Excellence	Integrated Communications > Consumer Services	Codina Partners	rbb Communications	Downtown Doral Invites Unhappy New Yorkers
Award of Excellence	Integrated Communications > Consumer Services	Planet Fitness	ICR Inc.	The Teen Summer Challenge
Silver Anvil	Integrated Communications > Government	Iowa Economic Development Authority	FleishmanHillard and LS2group	From Corn to Cultured -- Reshaping Perceptions of Iowa



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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
Award of Excellence	Integrated Communications > Government	South Dakota Department of Social Services	broadhead.	Meth. We're On It: Uniting South Dakota Communities Against Meth Use
Silver Anvil	Integrated Communications > Nonprofit Organizations	American Heart Association and American Diabetes Association	Crispin Porter & Bogusky, LLC and Edelman	Know Diabetes by Heart's Type 2: 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
Award of Excellence	Internal Communications > Business > More Than 10,000 Employees	Hyatt Hotels Corporation & Gagen MacDonald		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		#NotALabRat
Silver Anvil	Marketing > Business To Business > Products	National Pork Board	Weber Shandwick	Insight to Action: Driving Pork Demand with Actionable Insights
Silver Anvil	Marketing > Business To Business > Professional and/or Financial Services	McDermott Will & Emery	Brodeur Partners and Siegel+Gale	Defining McDermott: Aligning Our 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



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



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Award of Excellence	Multicultural Public Relations	Gillette	MMK+ (Ketchum)	GILLETTE: BUILDING BRAND AFFINITY THROUGH UNEXPECTED INFLUENCE
Award of Excellence	Multicultural Public Relations	Merck	GCI Health	"A Touch of Sugar"
Silver Anvil	Public Affairs > Associations/Government/Nonprofit Organizations	U.S. Chamber of Commerce		Campaign to Yes! on USMCA
Award of Excellence	Public Affairs > Associations/Government/Nonprofit Organizations	Edelman		Restoring A Historical Injustice
Silver Anvil	Public Affairs > Business	Campland on the Bay	Southwest Strategies	Overcoming the San Diego Special
Silver Anvil	Public Service > Associations/Government/Nonprofit Organizations	Franny Strong Foundation and Michigan Department of Health and Human Services	Martin Waymire	I Vaccinate Campaign
Award of Excellence	Public Service > Associations/Government/Nonprofit Organizations	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 Legislation
Award of Excellence	Public Service > Associations/Government/Nonprofit Organizations	Washington State Department of Health	C+C	"It's About Respect" – Sexual Violence Prevention
Silver Anvil	Public Service > Business	Pacira BioSciences, Inc.	Coyne PR	GATEWAY: A Story of How Surgery and Opioids Transformed the Lives of Three Families
Award of Excellence	Public Service > Business	Merck	GCI Health	"A Touch of Sugar"
Silver Anvil	Public Service > Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)	Celestial Seasonings	Carmichael Lynch Relate	Celestial Seasonings Proves That Democracy is Alive and...Dead
Silver Anvil	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	Helzberg Diamonds	Carmichael Lynch Relate	National Retailer Invites Couples to Get Hitched at Helzberg
Award of Excellence	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	Gillette	MMK+ (Ketchum) and Grey	GILLETTE: WE BELIEVE IN THE BEST IN MEN



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Silver Anvil	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	American Airlines		Goodbye to the plane that built American – A super sendoff
Award of Excellence	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	Carnival Corporation	LDWW	Carnival Corporation Pivots to Environmental Progress
Award of Excellence	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	Novartis	RXMOSAIC and DDB Health	My-T Heroes: The Stories of CAR-T – Unique Patient storytelling essential for a personalized therapy
Silver Anvil	Reputation/Brand Management > Business > Companies With Sales Up to \$50 Million	Blackmore	Finn Partners	From Stealth to Acquisition in Nine Months Flat
Award of Excellence	Reputation/Brand Management > Business > Companies With Sales Up to \$50 Million	FrieslandCampina Ingredients	Padilla and Joe Smith	The Inside Matters: Bringing the FrieslandCampina Ingredients Brand to Life