

Award	Category	Organization	Agency	Title of Entry
				Farmers Feeding Utah: Connecting
				Utahns With the Miracle of
Silver Anvil	Community Relations > Associations	Utah Farm Bureau Federation		Agriculture
		FightCovidMN (a partnership of		
Award of Excellence	Community Relations > Associations	Minnesota healthcare entities)	Carmichael Lynch Relate	COVID-19 isn't taking a holiday
Silver Anvil	Community Relations > Business Products	Kinetic by Windstream	MHP/Team SI	#LocallyLexington
	Community (Conditions) Dubliness (Foundation	initial 2, initial carries	,	Decisión 2020: Telemundo's
				Corporate-Wide Campaign to
				Inform, Educate and Engage
				Latinos Throughout the 2020
Award of Excellence	Community Relations > Business Products	NBCUniversal Telemundo Enterprises	McPherson Strategies	Election Cycle
				Join Florida Power & Light
Silver Anvil	Community Relations > Business Services	Florida Power and Light Company	rbb Communications	Company on a Solar Staycation
	,	0 1 7	Helvey Communications LLC and	New Gyms Show Community How
Award of Excellence	Community Relations > Business Services	Planet Fitness of Wasilla and Eagle River	Embley Communications	to "Exercise Kindness"
	·	Ç	•	U.SSudan: Building a New
Silver Anvil	Community Relations > Government	U.S. Africa Command Public Affairs		Narrative Three Decades Later
	·			Choose Topeka' - \$15,000
Award of Excellence	Community Relations > Government	Greater Topeka Partnership	Violet PR	Relocation Campaign
	·			
Award of Excellence	Community Relations > Government	Washington State Department of Health	C+C	Spread the Facts
	Community Relations > Nonprofit		Big Red Rooster, MSL and Sunshine	Operation Surprise Puts Good In
Silver Anvil	Organizations	The Home Depot Foundation	Sachs	Action
				Join Florida Power & Light
Silver Anvil	Content Marketing > Associations	Florida Power and Light Company	rbb Communications	Company on a Solar Staycation
			Overdrive Interactive and Roach	Wisconsin Dairy Farmers Are Here
Award of Excellence	Content Marketing > Associations	Dairy Farmers of Wisconsin	Video Production	For You
				TABASCO Brand Celebrates Family
Silver Anvil	Content Marketing > Consumer Products	TABASCO Brand	HUNTER	Meal
				Scotch Painter's Tape Paints It
Award of Excellence	Content Marketing > Consumer Products	3M	HUNTER and Team Bubbly	Forward
Award of Excellence	Content Marketing > Consumer Products	Porsche Cars North America	Cramer-Krasselt (C-K)	Porsche X PUMA: Two Icons of Fast
ara or Executeries	consent marketing - consumer rroducts	. S. Seile Cars Horal Allienca	o. aer masser (e n)	Content Marketing to Parents:
				VTech and LeapFrog Play Nice on
Award of Excellence	Content Marketing > Consumer Products	VTech/LeapFrog	Coyne PR	Pinterest
A LACCHICITE	content marketing > consumer rroducts	Treatily Leapt rog	coyne i ii	Join Florida Power & Light
Silver Anvil	Content Marketing > Consumer Services	Florida Power and Light Company	rbb Communications	Company on a Solar Staycation
SHVCI AHVII	content marketing > consumer services	Florida Fower and Light Company	100 Communications	Yippee Ki Yay! #DieHardIsBack at
Award of Excellence	Content Marketing > Consumer Services	Advance Auto Parts	Fleishman Hillard	Advance Auto Parts
ara or Executerice	content marketing - consumer services			



Award	Category	Organization	Agency	Title of Entry
Silver Anvil	Content Marketing > Government	Washington State Department of Health	CIC	Spread the Facts
Sliver Alivii	Content Marketing > Government	Washington State Department of Health	C+C	Spread tile racts
			Lopez Negrete Communications, Inc,	
Award of Excellence	Content Marketing > Government	City of Houston and Harris County	UP Art Studio and January Advisors	Yes! to Census 2020
Award of Excellence	content warketing > dovernment	City of floasion and flams county	or Art Stadio and January Advisors	Helping Frontline Clinicians
Silver Anvil	Content Marketing > Nonprofit Organizations	Center to Advance Palliative Care (CAPC)	LDM Strategies	through the Pandemic
0.11 0.1 7 1.11 1.11	content manteting retails on gamzations		22.11.01.4106.100	an eagh the randenne
Award of Excellence	Content Marketing > Nonprofit Organizations	Discover Puerto Rico	Ketchum	Puerto Rico Virtual Vacay
	Crisis Communications > Covid-19 Challenges		Overdrive Interactive and Roach	Wisconsin Dairy Farmers Are Here
Silver Anvil	> Associations	Dairy Farmers of Wisconsin	Video Production	For You
				COVID-19 and the Nation's Most
	Crisis Communications > Covid-19 Challenges	American Nurses Association/ANA		Trusted Profession: ANA's Rapid
Award of Excellence	> Associations	Enterprise	McCabe Message Partners	Response Rallies for Nurses
	Crisis Communications > Covid-19 Challenges			Arkansas Long-Term Care Facilities
Award of Excellence	> Associations	Arkansas Health Care Association	MHP/TeamSI	COVID-19 Response
				Contact Lenses & COVID-19:
	Crisis Communications > Covid-19 Challenges	Centre for Ocular Research & Education		Turning the Tide Against
Silver Anvil	> Best Healthcare Campaign	(CORE)	McDougall Communications	Misinformation
				Helping Patients Say "My Health
	Crisis Communications > Covid-19 Challenges	Johnson & Johnson Medical Devices		Can't Wait" During The Pandemic
Award of Excellence	> Best Healthcare Campaign	Companies	Marina Maher Communications	And Beyond
				Cruise in Crisis: Carnival
				Corporation Turns Tide from
	Crisis Communications > Covid-19 Challenges			Pandemic & Industry Pause to
Silver Anvil	> Best Organizational Pivot	Carnival Corporation	LDWW	Resilience & Recovery
				Clorox & the Dual PR Pandemic:
	Crisis Communications > Covid-19 Challenges			Weathering a Perfect Storm of
Award of Excellence	> Best Organizational Pivot	Clorox	Ketchum	Crises
				Sheltering Heroes on the Frontline:
				Hilton and American Express
				Donate Up to 1 Million Rooms to
	Crisis Communications > Covid-19 Challenges			Medical Professionals During the
Award of Excellence	> Best Organizational Pivot	Hilton and American Express		COVID-19 Pandemic
	Crisis Communications > Covid-19 Challenges			
Award of Excellence	> Best Organizational Pivot	Vanderbilt University		Anchor Down. Step Up. Campaign



Award	Category	Organization	Agency	Title of Entry
	Crisis Communications > Covid-19 Challenges			Reputation Management During a Pandemic: How Duke Energy amplified its positive pandemic
Silver Anvil	> Business	Duke Energy		response to bolster its reputation
Award of Excellence	Crisis Communications > Covid-19 Challenges > Business	AT&T	FleishmanHillard	AT&T: An Essential Service Provider's Response to the COVID- 19 Crisis
Award of Executive	Crisis Communications > Covid-19 Challenges	AIGI	T CISHIHAH HIIAI G	15 (1313
Award of Excellence	> Business	Blue Ridge Energy	G&T Communications, Inc.	In This Together Relief Fund
	Crisis Communications > Covid-19 Challenges		Mediassociates, Truth Collective and	
Award of Excellence	> Business	Fannie Mae	Weber Shandwick	Campaign
	Crisis Communications > Covid-19 Challenges			
Silver Anvil	> Government	Washington State Department of Health	C+C	Spread the Facts
Award of Excellence	Crisis Communications > Covid-19 Challenges > Government	Contra Costa Health Services	Brown Miller Communications	Building Trust and Support in the Midst of a Pandemic Response
Silver Anvil	Crisis Communications > Covid-19 Challenges > Nonprofit Organizations	Centre for Ocular Research & Education (CORE)	McDougall Communications	Contact Lenses & COVID-19: Turning the Tide Against Misinformation
	Crisis Communications > Covid-19 Challenges			
Award of Excellence	> Nonprofit Organizations	Alaska SeaLife Center	Rising Tide Communications	Saving The Alaska SeaLife Center
	Crisis Communications > Covid-19 Challenges			Serving More through COVID
Award of Excellence	> Nonprofit Organizations	Meals on Wheels San Antonio	MVW Communications	Operations
Award of Excellence	Crisis Communications > Covid-19 Challenges > Nonprofit Organizations	Xavier University of Louisiana		One Safe XULA
	Crisis Communications > Non-Covid-19	Commander, Naval Surface Force Pacific		The USS Bonhomme Richard Fire
Silver Anvil	Challenges > Government	and U.S. Navy		Crisis Response
Award of Excellence	Crisis Communications > Non-Covid-19 Challenges > Government	Mississippi Department of Human Services		Handcuffs on the Head Honcho: Restoring Public Trust After the Largest Embezzlement Scheme in State's History
Award of Excellence	Crisis Communications > Non-Covid-19 Challenges > Government	Submarine Squadron ELEVEN, United States Navy		Communicating in Crisis: Communicating the search and recovery of the AAV that was lost in the "deadliest AAV mishap in Marine Corps history"
Silver Anvil	Events and Observances > More Than Seven Days > Associations	American Academy of Optometry		Academy 2020 At Home
	. ,	, o. optoo.,		



Award	Category	Organization	Agency	Title of Entry
				Top Ramen 50th Anniversary
	Events and Observances > More Than Seven			Celebrations:
Silver Anvil	Days > Business — Products	Nissin Foods	Citizen Relations	#HowDoYouTopRamen
	Events and Observances > More Than Seven			Alfa Romeo 110th Anniversary
Award of Excellence	Days > Business — Products	Alfa Romeo Global Communications		Celebration
				The Home Depot Launches New
				Seasonal Collections with a Viral
	Events and Observances > More Than Seven			Skeleton and Reinvention of Black
Award of Excellence	Days > Business — Products	The Home Depot	MSL and Hartmann Studios	Friday
				First-Ever Newport Beach
				Restaurant Month Drives
				Thousands of Foodies to Local
	Events and Observances > More Than Seven			Restaurants to Keep Industry
Silver Anvil	Days > Business — Services	Newport Beach & Company		Afloat
	•	. ,		FedEx Peak: Inspiring Behavior
	Events and Observances > More Than Seven			Change Ahead of a Holiday Season
Award of Excellence	Days > Business — Services	FedEx	Current Global	Like None Other
	•			The 75th Commemoration of the
	Events and Observances > More Than Seven			End of WWII - Salute Their Service,
Silver Anvil	Days > Government	Defense Media Activity	4Front Branding	Honor Their Hope
	,	,	Ü	•
	Events and Observances > More Than Seven	Delaware Department of Natural		Delaware Coastal Cleanup
Award of Excellence	Days > Government	Resources and Environmental Control		Reimagined
	•			An Immersive Virtual Experience
	Events and Observances > Seven Or Fewer	National Cattlemen's Beef Association,		on Beef's Role in Early Childhood
Silver Anvil	Days > Associations	on behalf of the Beef Checkoff	Padilla FoodMinds	Nutrition
	Events and Observances > Seven Or Fewer			Halloween Like We've Never Seen -
Award of Excellence	Days > Associations	Halloween & Costume Association	Oink Agency and Zeno Group	Saving Halloween 2020
	•		5 ,	Ü
	Events and Observances > Seven Or Fewer	Travel Wisconsin and Dairy Farmers of		
Award of Excellence	Days > Associations	Wisconsin (Wisconsin Cheese brand)	TURNER and Lippe Taylor	Wisconsin Cheesecation
	Events and Observances > Seven Or Fewer	, , , , , , , , , , , , , , , , , , , ,	Ph	Owning the Future: Ingersoll
Silver Anvil	Days > Business — Products	Ingersoll Rand	Clairemont Communications	Rand's Equity Grant
	=======================================			Krispy Kreme Doughnuts Gives
	Events and Observances > Seven Or Fewer			Graduates Their "Senior Moment"
Award of Excellence	Days > Business — Products	Krispy Kreme Doughnuts	FleishmanHillard	During Pandemic
	Events and Observances > Seven Or Fewer			6
Silver Anvil	Days > Business — Services	Duke Energy		Duke Energy's Inaugural ESG Day
	20,0 : 20011000	2 3 2		z and Energy a maagarar 230 bay
	Events and Observances > Seven Or Fewer			DIALOG 2020: Empowering Our
Award of Excellence	Days > Business — Services	Cox Enterprises		People to Build a Better Future
A LACCHETICE	Days - Dustriess Services	CON Effect prided		. copie to baild a better i atale



Award	Category	Organization	Agency	Title of Entry
				CES 2021: Seeing Farm Tech in
	Events and Observances > Seven Or Fewer			Action through Virtual Reality with
Award of Excellence	Days > Business — Services	John Deere		John Deere
	Events and Observances > Seven Or Fewer			St. Paul to Djibouti: Serving Our
Silver Anvil	Days > Nonprofit Organizations	Serving Our Troops	SnowGlobe Public Relations	Troops Virtual Steak Dinner
				Be Well OC Debuts First Mental
	Events and Observances > Seven Or Fewer			Health and Wellness Campus in
Award of Excellence	Days > Nonprofit Organizations	Be Well OC	Idea Hall	Orange County with Idea Hall
	Events and Observances > Seven Or Fewer			
Award of Excellence	Days > Nonprofit Organizations	Houston Zoo	Constell Media	Zoo Ball 2020
Silver Anvil	Financial Communications	Duke Energy		Duke Energy's Inaugural ESG Day
Award of Excellence	Financial Communications	General Motors	Fleishman Hillard	GM Targets Millennial Investors
				Cruise in Crisis: Carnival
				Corporation Turns Tide from
				Pandemic & Industry Pause to
Silver Anvil	Global Communications	Carnival Corporation	LDWW	Resilience & Recovery
				Contact Lenses & COVID-19:
		Centre for Ocular Research & Education		Turning the Tide Against
Award of Excellence	Global Communications	(CORE)	McDougall Communications	Misinformation
	Influencer Marketing Program To Expand			Amp up Breakfast with Post
Silver Anvil	Awareness > Macro-Influencers	POST CONSUMER BRANDS	Carmichael Lynch Relate	Dunkin' Cereals
	Influencer Marketing Program To Expand			Indiana Donor Network and Ryan
Award of Excellence	Awareness > Macro-Influencers	Indiana Donor Network	Freije Brands	Newman are Driven2SaveLives
	Influencer Marketing Program To Expand			
Award of Excellence	Awareness > Macro-Influencers	Post Consumer Brands	Carmichael Lynch Relate	Moms need a break fast!
	Influencer Marketing Program To Expand			#VotingMovesCA: Activating Youth
Silver Anvil	Awareness > Micro-Influencers	League of Women Voters of California	Mixte Communications	Voices for Voter Turnout
		Orange County Government, Visit		
		Orlando and Orlando Economic		Making Orlando "Safer, Stronger,
Silver Anvil	Integrated Communications > Associations	Partnership		Together"
				Displaying Leadership in Consumer
				Packaged Goods Industry by
	Integrated Communications > Business to			Leveraging Nation's Toilet Paper
Silver Anvil	Business	NCSolutions	Feintuch Communications	Crisis



Award	Category	Organization	Agency	Title of Entry
	Integrated Communications > Business to			LinkedIn's Let's Step Forward
Award of Excellence	Business	LinkedIn		Campaign
				Transforming COVID-19
				Uncertainty into Insights: How PwC
	Integrated Communications > Business to			delivered on a 170-year-old
Award of Excellence	Business	PwC		commitment to its clients
	Integrated Communications > Consumer	Dairy Farmers of Wisconsin (Wisconsin		
Silver Anvil	Products > Food and Beverage	Cheese brand)	We Must Be Bold and Lippe Taylor	For the Love of Cheese
	Integrated Communications > Consumer			Real Cooking Moments with Real
Award of Excellence	Products > Food and Beverage	LACTAID	HUNTER	LACTAID® Milk
	Integrated Communications > Consumer			#TeamTABASCO Stadium Food
Award of Excellence	Products > Food and Beverage	TABASCO Brand	HUNTER	FOMO
	Integrated Communications > Consumer			The Schleich "Power of
Silver Anvil	Products > Non-Packaged Goods	Schleich USA	Brilliant PR & Marketing	Imagination" Campaign
	Integrated Communications > Consumer			Paying it Forward with Gift Cards
Award of Excellence	Products > Non-Packaged Goods	Blackhawk Network	The Fletcher Group	That Give Back
				No Longer A Nice to Have: A New
	Integrated Communications > Consumer		Goodby Silverstein & Partners and	Way to Experience Printing While
Award of Excellence	Products > Non-Packaged Goods	HP Inc.	Edelman	Staying Safer at Home
	Integrated Communications > Consumer			'Mazda Heroes: Honoring the
Award of Excellence	Products > Non-Packaged Goods	Mazda North American Operations	Hill+Knowlton Strategies	Human Spirit' Program
	Integrated Communications > Consumer			Wahl 'Most Talented Beard in
Silver Anvil	Products > Packaged Goods	Wahl	Hoffman York	America' Contest
				Krispy Kreme Doughnuts Brings a
	Integrated Communications > Consumer			New Light to Times Square During
Silver Anvil	Products > Retail Stores and Restaurants	Krispy Kreme Doughnuts	FleishmanHillard	the Pandemic
	Integrated Communications > Consumer			New York Fashion Week Goes
Award of Excellence	Products > Retail Stores and Restaurants	Lowe's	FleishmanHillard and IMG Fashion	Home with Lowe's
				First-Ever Newport Beach
				Restaurant Month Drives
				Thousands of Foodies to Local
	Integrated Communications > Consumer			Restaurants to Keep Industry
Silver Anvil	Services	Newport Beach & Company		Afloat
	Integrated Communications > Consumer			
Award of Excellence	Services	Alaska Airlines	C+C and Mekanism	Next-Level Care
	Integrated Communications > Consumer			Baptist Memorial Health Care
Award of Excellence	Services	Baptist Memorial Health Care		COVID Communications Plan



Award	Category	Organization	Agency	Title of Entry
				Decisión 2020: Telemundo's
				Corporate-Wide Campaign to
				Inform, Educate and Engage
	Integrated Communications > Consumer			Latinos Throughout the 2020
Award of Excellence	Services	NBCUniversal Telemundo Enterprises	McPherson Strategies	Election Cycle
Silver Anvil	Integrated Communications > Government	Washington State Department of Health	C+C	WA Notify
				How Integrated Communications
				Helped Win a Landslide Victory for
				Measure S, a Safe, Clean Water Tax
Award of Excellence	Integrated Communications > Government	Valley Water		Renewal
				"Mask Up or Pack Up" Penn State's
	Integrated Communications > Nonprofit		M Booth Health (research, campaign	Response to the COVID-19
Silver Anvil	Organizations	Penn State	platform development)	Pandemic
	Intermeted Communications Nonconfit		Mark Grine Communications Inc.	Danahiya tha Historiaally
Accorded free lines	Integrated Communications > Nonprofit	NA:-b: Name of the Association	Mort Crim Communications Inc.	Reaching the Historically
Award of Excellence	Organizations	Michigan Nonprofit Association	(MCCI)	Undercounted in the 2020 Census Home Is Where the Art Is: The
				Cleveland Museum of Art's
	Integrated Communications > Nonnrafit			
Award of Excellence	Integrated Communications > Nonprofit	The Clausian of Navasaura of Aut		Response to the COVID-19
Award of Excellence	Organizations Internal Communications >	The Cleveland Museum of Art		Quarantine
	Associations/Government/Nonprofit			
Silver Anvil	Organizations	Vanderbilt University		Anchor Down. Step Up. Campaign
Silver Allvii	Organizations	varider blit brilversity		Taking Workplace
				Solutions/Mutual of Omaha to the
	Internal Communications > Business > 1,000			Next Level Through Internal
Silver Anvil	to 10,000 Employees	Workplace Solutions/Mutual of Omaha		Communications
	,	p. 111 111 19 1111 11 11 11 11 11 11 11 11		Liberty Puerto Rico's Integration of
	Internal Communications > Business > 1,000	Liberty Communications of Puerto Rico		AT&T's Assets in Puerto Rico and
Award of Excellence	to 10,000 Employees	and Liberty Latin America	PRLinks Communications, Inc.	the USVI
				BUILDING TO LEAD: An
	Internal Communications > Business > More			Unprecedented Acquisition During
Silver Anvil	Than 10,000 Employees	Elanco	Fleishman Hillard	Unprecedented Times
				Cox Health and Wellness
	Internal Communications > Business > More			Communications: Support and Care
Award of Excellence	Than 10,000 Employees	Cox Enterprises		in an Extraordinary Year
				Where once there was none:
		Insurance Industry Resource		Creating a talent pipeline for
Silver Anvil	Issues Management	Council/Ohio Insurance Institute	Paul Werth Associates	Ohio's insurance industry



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				Cruise in Crisis: Carnival
				Corporation Turns Tide from
				Pandemic & Industry Pause to
Award of Excellence	Issues Management	Carnival Corporation	LDWW	Resilience & Recovery
				Reputation Management During a
				Pandemic: How Duke Energy
				amplified its positive pandemic
Award of Excellence	Issues Management	Duke Energy		response to bolster its reputation
				How Prodoscore Makes Working
Award of Excellence	Issues Management	Prodoscore	Bospar	From Home Actually Work
				Building a Brilliant Future: MiSight
Silver Anvil	Marketing > Business To Business > Products	CooperVision	McDougall Communications	1 Day U.S. Commercial Launch
				Taking Quantum from Science
Award of Excellence	Marketing > Business To Business > Products	Honeywell	Finn Partners	Fiction to Nonfiction
				The New Generation Space:
				Positioning Hendy as a Go-To
	Marketing > Business To Business >			Resource for Workplace Reentry in
Silver Anvil	Professional and/or Financial Services	H. Hendy Associates	Idea Hall	the COVID-19 Era
	Marketing > Business To Business >			Capturing Thought Leadership in a
Award of Excellence	Professional and/or Financial Services	SST Accountants & Consultants	Three Box Strategic Communications	,
	Marketing > Consumer Products > Food and			America Runs on Post Dunkin'
Silver Anvil	Beverages	POST CONSUMER BRANDS	Carmichael Lynch Relate	Cereals
	Marketing > Consumer Products > Food and		Ketchum, Goodby Silverstein &	Unleash the Cheetle: Introducing
Award of Excellence	Beverages	Frito-Lay North America	Partners, VaynerMedia and OMD	Cheetos Popcorn
				Dahitussia Falista Farrad Casalata
Cilvar Amvil	Markating > Consumar Draduate > Health Cara	Debituesia /CSV Consumer Healthcare	Course DD	Robitussin Enlists Famed Coach to
Silver Anvil	Marketing > Consumer Products > Health Care	Nobitussiff/GSK Consumer nealthcare	Coyne PR	Cheer America on to Good Health The Schleich "Power of
Cilvor Anvil	Marketing > Consumer Products > Non-	Schleich USA	Prilliant DD 9. Marketing	The Schleich "Power of
Silver Anvil	Packaged Goods	Schleich USA	Brilliant PR & Marketing	Imagination" Campaign
	Marketing > Consumer Products > Paskaged			EvolveMKD & CooperVision:
Silver Anvil	Marketing > Consumer Products > Packaged Goods	CooperVision	EvolveMKD	Brilliant Futures™ with MiSight® 1
SIIVEI AIIVII	Guous	Cooper vision	LVOIVEIVIND	day
Silver Anvil	Marketing > Consumer Products > Technology	Military Health System	Deloitte	MHS GENESIS
SHACI WILL	warketing > consumer Froducts > reclinology	winitary ricaltif system	Deloitte	IVII IS GEIVESIS



Award	Category	Organization	Agency	Title of Entry
Silver Anvil	Marketing > Consumer Services > Health Care Services	Vanderbilt University Medical Center		Vanderbilt University Medical Center & Finn Partners: Rebuilding Trust in the Time of COVID
Cilver Ameil	Marketing > Cancumar Caminas > Tachnalagu	Washington State Department of Health	CIC	MA Notifi
Silver Anvil	Marketing > Consumer Services > Technology Marketing > Consumer Services > Travel and	Washington State Department of Health	C+C	WA Notify Air Travel Innovation in the Midst
Silver Anvil	Tourism/Hospitality	Delta Air Lines		of COVID-19
Silver Allvii	Tourishing Hospitality	Delta All Lilles		OI COVID-13
Award of Excellence	Marketing > Consumer Services > Travel and Tourism/Hospitality	The Connecticut Office of Tourism	Adams & Knight, Inc.	So Good to See You, Connecticut Promotes Safe Travel Experiences After Pandemic Shutdown
Accord of Free House	Marketing > Consumer Services > Travel and	Visit Could Walker	TUDNED	The Power of Persuasion: Using PR to drive destination recovery for
Award of Excellence	Tourism/Hospitality Most Effective Campaign On A \$5,000 To	Visit South Walton	TURNER	Visit South Walton
Silver Anvil	\$10,000 Budget > Business	MHP/Team SI		Uplift Arkansas
Silver Anvil	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less) > Business	Kinetic by Windstream	MHP/Team SI	#LocallyLexington
Award of Excellence	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less) > Business	Duke Energy		Duke Energy protects customers as utility scams hit a record-high during COVID-19 pandemic
	Most Effective Campaign On A Shoestring			
	Budget (\$5,000 or Less) > Nonprofit			
Silver Anvil	Organizations	Alaska SeaLife Center	Rising Tide Communications	Saving The Alaska SeaLife Center
Award of Excellence	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less) > Nonprofit Organizations	Centre for Ocular Research & Education (CORE)	McDougall Communications	The One-Week Sprint: Combating COVID-19 Contact Lens Myths
Silver Anvil	Most Effective Corporate Social Responsibility Campaign	NBCUniversal Telemundo Enterprises	McPherson Strategies	Decisión 2020: Telemundo's Corporate-Wide Campaign to Inform, Educate and Engage Latinos Throughout the 2020 Election Cycle
	Most Effective Corporate Social Responsibility	<u> </u>	Edelman, United Entertainment	·
Award of Excellence	Campaign	John Deere	Group and imre	The Farm Must Go On



Award	Category	Organization	Agency	Title of Entry
				Delivering on diversity and
				inclusion: Duke Energy powers
	Most Effective Diversity, Equity and Inclusion			progress with employee
Silver Anvil	Campaign (DEI) > Business	Duke Energy		communications
	Most Effective Diversity, Equity and Inclusion			Crayola Colors of the World
Award of Excellence	Campaign (DEI) > Business	Crayola	Golin and mcgarrybowen	Crayons
				Little Free Library Promotes Equity
	Most Effective Diversity, Equity and Inclusion			and Inclusion Through the Read in
Silver Anvil	Campaign (DEI) > Nonprofit Organizations	Little Free Library	Exponent PR	Color Program
				#VotingMovesCA: Activating Youth
Silver Anvil	Multicultural Public Relations	League of Women Voters of California	Mixte Communications	Voices for Voter Turnout
				Glass Half Full News fueled by 'got
Award of Excellence	Multicultural Public Relations	California Milk Processor Board	ROX United of the United Collective	milk?'
				Decisión 2020: Telemundo's
				Corporate-Wide Campaign to
				Inform, Educate and Engage
				Latinos Throughout the 2020
Award of Excellence	Multicultural Public Relations	NBCUniversal Telemundo Enterprises	McPherson Strategies	Election Cycle
Award of Excellence	Multicultural Public Relations	Washington State Department of Health	C+C	COVID Multicultural Outreach
	- 111 - 55 -			How a Robust Public Affairs
	Public Affairs >			Campaign Helped Win a Landslide
	Associations/Government/Nonprofit			Victory for Measure S, a Safe,
Silver Anvil	Organizations	Valley Water		Clean Water Tax Renewal
	Public Affairs >			
	Associations/Government/Nonprofit	and the state of t		1/2 Cent for Mental Health
Award of Excellence	Organizations	Citizens for a Healthy Community	K.O. Strategies	Campaign
Silver Anvil	Public Affairs > Business	CareDx	CURA Strategies	Honor the Gift
	Public Service >			
	Associations/Government/Nonprofit			
Silver Anvil	Organizations	Washington State Department of Health	C+C	Spread the Facts
	Public Service >			
	Associations/Government/Nonprofit	Delaware Department of Natural		
Award of Excellence	Organizations	Resources and Environmental Control		BYO Bag: Plastic Bag Ban
				Orange County Health Care Agency
	Public Service >			Launches "Be A Friend for Life"
	Associations/Government/Nonprofit			Youth Suicide Prevention
Award of Excellence	Organizations	Orange County Health Care Agency	Idea Hall	Campaign with Idea Hall



Award	Category	Organization	Agency	Title of Entry
	Public Service >		Güd Marketing, Byrum & Fisk	
	Associations/Government/Nonprofit		Communications and Mario Morrow	Michigan 2020 Census "Be
Award of Excellence	Organizations	State of Michigan	& Associates	Counted" Campaign
				The COVID Slide: Measuring and
				Mitigating the Impact of the COVID
Silver Anvil	Public Service > Business	NWEA	Zer0 to 5ive	Crisis on Student Achievement
				5.1.5
				Duke Energy protects customers as
A d of E Ha	Public Combines Produces	Poles Farance		utility scams hit a record-high
Award of Excellence	Public Service > Business	Duke Energy		during COVID-19 pandemic
				Prioritize Your Eyes: Protecting Our
Award of Excellence	Dublic Comice > Ducinoss	Jahnson 9 Jahnson Vision	Flaichman Hillard and Dravaly	Most Precious, But Neglected
Award of excellence	Public Service > Business	Johnson & Johnson Vision	FleishmanHillard and Bravely	Sense
	Public Service > Partnerships (Funded jointly			
	by businesses and other organizations,			
Silver Anvil	including nonprofit and government)	Washington State Department of Health	C+C	WA Notify
Silver 7 tilvii	merading nonprone and government/	Washington State Department of Fleatin		Without
	Public Service > Partnerships (Funded jointly			
	by businesses and other organizations,	FightCovidMN (a partnership of		There's no more time to be
Award of Excellence	including nonprofit and government)	Minnesota healthcare entities)	Carmichael Lynch Relate	"Minnesota nice"
	Reputation/Brand Management > Business >	<u> </u>	·	
	Companies With Sales of More Than \$500			
Silver Anvil	Million to \$10 Billion	Alaska Airlines	C+C and Mekanism	Next-Level Care
	Reputation/Brand Management > Business >			Air Travel Innovation in the Midst
Silver Anvil	Companies With Sales Over \$10 Billion	Delta Air Lines		of COVID-19
				Reputation Management During a
				Pandemic: How Duke Energy
	Reputation/Brand Management > Business >			amplified its positive pandemic
Award of Excellence	Companies With Sales Over \$10 Billion	Duke Energy		response to bolster its reputation
	Donutation/Drand Marsassats Business		Holyou Communications H.C. and	
Silver Anvil	Reputation/Brand Management > Business > Companies With Sales Up to \$50 Million	Planet Fitness of Wasilla and Eagle River	Helvey Communications LLC and Embley Communications	New Gyms "Exercise Kindness"
SIIVEI AIIVII	Companies with sales up to \$50 million	rialiet ritiless of wasilia and Eagle River	Linuley Communications	Georgia Ports FY2020 Annual
Bronze Anvil	Annual Reports	Georgia Ports Authority		Report
DI OTIZE ATIVII	Ailliadi Nepolto	Georgia i Orto Authority		Кероге
		Martin County Office of Tourism &		Inspiring Post-Pandemic Travel
Bronze Anvil	Best Tactical Pivot	Marketing	Belo + Company	through Missed Milestones
		· · · · · · · · · · · · · · · · · · ·		



Award	Category	Organization	Agency	Title of Entry
Award of				Enhancing the good2grow
Commendation	Best Tactical Pivot	good2grow	broadhead	Experience During COVID-19
Award of				Reese's Big Cup with Pretzels
Commendation	Best Tactical Pivot	Hershey	FleishmanHillard and McGarryBowen	Launch
Award of				How to Make Working From Home
Commendation	Best Tactical Pivot	Prodoscore	Bospar	Actually Work
				Scotch Painter's Tape Paints It
Bronze Anvil	Best Use of Branded Content > Consumer	3M	HUNTER and Team Bubbly	Forward
Award of				TABASCO® Brand Celebrates
Commendation	Best Use of Branded Content > Consumer	TABASCO® Brand	HUNTER	Family Meal
	Best Use of Branded Content > Financial			
Bronze Anvil	Services	Chase Bank and Southwest Airlines	FleishmanHillard and MAS Events	Honeymoons for Heroes
Award of	Best Use of Branded Content > Financial		Editions Financial, Sloane & Company and Morning Consult (Research	Understanding the 'Sandwich Generation' during COVID-19 – New York Life White Paper drives broader campaign highlighting this demographic and the impact of a long-term financial strategy on
Commendation	Services	New York Life Insurance Company	Partner)	being able to care for loved ones
Bronze Anvil	Best Use of Branded Content > Healthcare	MUCINEX	Legend	MUCINEX® GOES BEYOND WORDS WITH THREE-PHASED COVID-19 PUBLIC HEALTH INFORMATION CAMPAIGN
Award of Commendation	Best Use of Branded Content > Healthcare	Janssen Pharmaceuticals	Fleishman Hillard	Educating About a New Depression Medication Through a "Mighty" Partnership
Bronze Anvil	Pact Use Of Data/Analytics	Christmas Trae Bromation Board (CTRR)	FleishmanHillard	Consumer Research Leads Christmas Tree Promotion Board to Most Impactful Media Relations Year Ever
	Best Use Of Data/Analytics	Christmas Tree Promotion Board (CTPB)	rieisiiiianHillaru	
Award of Commendation	Best Use Of Data/Analytics	Prodoscore	Bospar	How to Make Working From Home Actually Work
Commendation	Brand Videos > Employee Engagement –	Troubscore	Dospai	Actually WOIK
Bronze Anvil	convey a corporate message or initiative	Abbott		#AbbottProud Campaign Video
Award of	Brand Videos > Employee Engagement –	ADDUIL		National Teacher Appreciation
Commendation	convey a corporate message or initiative	Goddard Systems Inc.	Celebrity Focus	Week Video
Commendation	convey a corporate message or illitiative	Goddard Systems me.	celebrity rocus	VVCCK VIUEU



Award	Category	Organization	Agency	Title of Entry
	Brand Videos >			
	Nonprofit/Association/Government –			Find Yourself in the University of
	philanthropic, CSR or impact on society at	University of Washington College of Arts		Washington College of Arts and
Bronze Anvil	large	and Sciences		Sciences
			Lopez Negrete Communications, Inc.,	,
Bronze Anvil	Creative Tactics	City of Houston and Harris County	UP Art Studio and January Advisors	YES! to Census 2020 Mural Videos
Award of				#VotingMovesCA: Activating Youth
Commendation	Creative Tactics	League of Women Voters of California	Mixte Communications	Voices for Voter Turnout
Award of				Scotch-Brite™ Brand Holiday Gift
Commendation	Creative Tactics	Scotch-Brite™ Brand	HUNTER	Guide
Award of				T-Mobile x Betty Crocker 5G Layer
Commendation	Creative Tactics	T-Mobile and General Mills Betty Crocker	Porter Novelli	Cake
				Howard University Positions
		Howard University Office of University		President as National Thought
Bronze Anvil	Executive Communications	Communications		Leader
				Leveraging Key Calendar Moments
		The Global Organization for EPA and DHA		to Engage Consumers on Facebook
Bronze Anvil	Facebook Engagement	Omega-3s (GOED)	Linhart Public Relations	for GOED
Award of	Faceback Faceback	Alexandra Delete Colon de Accordatos dos	Lie All Michael Consulting	WALLOU E LIEAL THE ALC
Commendation	Facebook Engagement	Aleutian Pribilof Islands Association, Inc	Up All Night Consulting	WHOLE HEALTH AK
Award of	Faceback Facesauset	MECANNODID FOUNDATION INC		MEGA SUMMER VENTURES
Commendation	Facebook Engagement	MEGAWORLD FOUNDATION, INC.		#ROAMFROMHOME
Award of				The Return 2020: From Grassroots
Commendation	Facebook Engagement	The Return 2020	A. Larry Ross Communications	Support to the National Mall
Commendation	Influencer Marketing As Part of a Larger	THE RECUITI 2020	Legend, The Barbarian Group and m	MUCINEX® CHANGES THE OTC
Bronze Anvil		MUCINEX	•	LANDSCAPE BY GOING DTC
BI OTIZE ATIVII	Campaign	IVIOCINEX	ss ng p eces	#ForTheGrams: Amazon Helps
				Families Maintain Holiday
Award of	Influencer Marketing As Part of a Larger			Traditions in a Time of Social
Commendation	Influencer Marketing As Part of a Larger Campaign	Amazon	HUNTER and Team Bubbly	Distancing
Award of	Influencer Marketing As Part of a Larger	Alliazoli	HOWIER and Team Bubbly	Distancing
Commendation	Campaign	JBS	Element	Beefitarian Campaign by Element
Award of	Influencer Marketing As Part of a Larger	100	Licincii	Scotch-Brite™ Brand Holiday Gift
Commendation	Campaign	Scotch-Brite™ Brand	HUNTER	Guide
Commendation	Campaign	Scotter Britte Brana	HONTER	Guide



Award	Category	Organization	Agency	Title of Entry
				Talk About It Tuesdays: Launching
				VA's First-Ever LinkedIn Live
		Veterans Health Administration's VA		Broadcasts to Advertise Healthcare
Bronze Anvil	LinkedIn Engagement	Careers and Aptive	Barbaricum and Aptive	Jobs
				C Magazine: Working Together
Bronze Anvil	Magazines	CHS Inc.	Exponent PR	with Purpose
Award of				
Commendation	Magazines	Northrop Grumman Corporation		One Magazine
				Resiliency Through Risk Control –
				Church Mutual Becomes Trusted
Bronze Anvil	Media Relations > Business-To-Business	Church Mutual	Padilla	Resource to Key Leaders
Award of				
Commendation	Media Relations > Business-To-Business	Intel Corporation		Intel Industrial Summit 2020
				Positioning Al-Powered Robotics
				Solutions to Solve Catalytic E-
Award of				commerce Demand During COVID-
Commendation	Media Relations > Business-To-Business	Kindred	Portavoce PR	19 Pandemic
				Expect the Unexpected: Combating
Award of		5 (the Toughest COVID-19
Commendation	Media Relations > Business-To-Business	Proofpoint, Inc.		Cybercriminals
	Media Relations > Consumer Products > Food			How a DTC Lobster Company Used
Bronze Anvil	& Beverage	Get Maine Lobster	Allison + Partners	Earned Media to Claw to Growth
BI OTIZE ATIVII	& Develage	Get Maine Lobstei	Allison + Farthers	Cinnadust Seasoning Sweetens
				2020 with News of Official
Award of	Media Relations > Consumer Products > Food			Cinnamon Toast Crunch Seasoning
Commendation	& Beverage	B&G Foods	Gillian Small Public Relations	Launch
Commendation	& Develage	B&G FOOUS	Gillali Siliali Fublic Relations	Coca-Cola Freestyle Mobile Pour:
				Driving Awareness of Business
Award of	Media Relations > Consumer Products > Food			Innovation & Agility During a
Commendation	& Beverage	Coca-Cola Freestyle	Jackson Spalding	Pandemic
Commendation	a Develuge	Coca Cola l'iccstyle	Juckson Spaiding	randenne
Award of	Media Relations > Consumer Products > Food			O&H Danish Bakery: Nordic Noel
Commendation	& Beverage	O&H Danish Bakery		Kringle Delivers Holiday Hygge
Commendation	a beverage	Oct 1 During 1 During 1		Minble Delivers Honday Hygge
	Media Relations > Consumer Products >			Orlando Health 2020 Vaccination
Bronze Anvil	Health Care	Orlando Health and Media Source		Multimedia Campaign
Award of	Media Relations > Consumer Products >	C. a. ido ricaidi ana ivicaia source		Showcasing Cardiac Expertise
Commendation	Health Care	Atlantic Health System	Tartaglia Communications	During a Pandemic
				- 40 4 . 44011110



Award	Category	Organization	Agency	Title of Entry
Award of	Media Relations > Consumer Products >			Orlando Health CleanBlock
Commendation	Health Care	Orlando Health	MediaSource	Multimedia Campaign
				The Race to Vaccination: Ohio
Award of	Media Relations > Consumer Products >	The Ohio State University Wexner		State Commands the Story of the
Commendation	Health Care	Medical Center	MediaSource	Century
				The Home Depot Launches New
				Seasonal Collections with a Viral
	Media Relations > Consumer Products > Non-			Skeleton and Reinvention of Black
Bronze Anvil	Packaged Goods	The Home Depot	MSL and Hartmann Studios	Friday
Award of	Media Relations > Consumer Products > Non-			Paying it Forward with Gift Cards
Commendation	Packaged Goods	Blackhawk Network	The Fletcher Group	That Give Back
Award of	Media Relations > Consumer Products > Non-		Hill+Knowlton Strategies, Garage	'Mazda Heroes: Honoring the
Commendation	Packaged Goods	Mazda North American Operations	Team Mazda and VICE Media	Human Spirit' Program
	Media Relations > Consumer Products >	·		Setting the bar for autonomous
Bronze Anvil	Technology	Zoox	The Bulleit Group	vehicle reveals
Award of	Media Relations > Consumer Products >	Fujitsu Computer Products of America,		Fujitsu's ScanSnap Scanner Takes
Commendation	Technology	inc.	Citizen Relations	Center Stage at CES & Beyond
Award of	Media Relations > Consumer Products >			Base Station Pro: Welcome to the
Commendation	Technology	Nomad Goods and Aira, Inc.	Ted Miller Group	Future of Wireless Charging
			Laughlin Constable, Lukas Partners,	
Award of	Media Relations > Consumer Products >		McIntyre Communications, Saxum	UScellular Creates Nostalgic Family
Commendation	Technology	UScellular	and The Hauser Group	Fun Amid Summer Pandemic
Bronze Anvil	Media Relations > Consumer Services	Crisis Prevention Institute	Laughlin Constable	De-Escalation Amid the Pandemic
Award of				Baptist Memorial Health Care
Commendation	Media Relations > Consumer Services	Baptist Memorial Health Care		COVID Media Relations
				Cruise in Crisis: Carnival
				Corporation Turns Tide from
Award of				Pandemic & Industry Pause to
Commendation	Media Relations > Consumer Services	Carnival Corporation	LDWW	Resilience & Recovery
Award of				Helping Oregonians Manage
Commendation	Media Relations > Consumer Services	OnPoint Community Credit Union	Berg & Associates LLC	Financially Through COVID-19
				Choose Topeka's \$15,000
Bronze Anvil	Media Relations > Government	Greater Topeka Partnership	Violet PR	Relocation Campaign
Award of				LAX-it - from celebration to crisis
Commendation	Media Relations > Government	Los Angeles World Airports	RK ventures	control



Award	Category	Organization	Agency	Title of Entry
Award of		The National Museum of the United		Launching the Army's First-Ever
Commendation	Media Relations > Government	States Army	Barbaricum	National Museum
Award of				
Commendation	Media Relations > Government	UC San Diego		UC San Diego Return to Learn
			Big Red Rooster, MSL and Sunshine	Operation Surprise Puts Good In
Bronze Anvil	Media Relations > Nonprofit Organizations	The Home Depot Foundation	Sachs	Action
Award of		·		American Heart Association's
Commendation	Media Relations > Nonprofit Organizations	American Heart Association		Virtual Media Tour Program
Award of				COVID-19's Impact on America's
Commendation	Media Relations > Nonprofit Organizations	The Physicians Foundation	JPA Health	Physicians
Award of		The Recreational Boating & Fishing		Inspiring Americans to Leave
Commendation	Media Relations > Nonprofit Organizations	Foundation (RBFF)	Exponent PR	Pandemic Stress in Their Wake
	p	,	p = -	
Bronze Anvil	Mobile App	Department of Defense	Crosby Marketing Communications	My Military OneSource
				TABASCO® Brand Stadium Food
Bronze Anvil	Most Effective Influencer Promotion	TABASCO® Brand	HUNTER	FOMO
				#ForTheGrams: Amazon Helps
				Families Maintain Holiday
Award of				Traditions in a Time of Social
Commendation	Most Effective Influencer Promotion	Amazon	HUNTER and Team Bubbly	Distancing
				ū
Award of				Promoting Legendary 'Safecations'
Commendation	Most Effective Influencer Promotion	North Dakota Tourism	Fahlgren Mortine	with North Dakota Tourism
Bronze Anvil	New Digital Platform	University of California, Irvine		UCI Heads to Animal Crossing
Award of	<u> </u>	•		Georgia Ports Interactive Virtual
Commendation	New Digital Platform	Georgia Ports Authority		Tour
	2 .6	essignar er ar raunerra,		Cone Health Caring for Our
Bronze Anvil	Newsletters	Cone Health		Patients newsletter
Award of	. To the first control of the	0001.00		, attended to the state of
Commendation	Newsletters	Food Lion		The Mane Line Newsletter
Award of	Newsietters	1000 21011		The Mane Line Newsletter
Commendation	Newsletters	MESSA	Blohm Creative Partners	MESSA DiscoverYou
Award of			2.5.m credite ruities	2571 51560161100
Commendation	Newsletters	Texas Health Resources		Texas Health: This Week
Commendation	THE HOLE COLUMN TO THE PARTY OF	Texas Treater Nessources		read fieditii. Tiiis week
		Capital Region BOCES Communications		
Bronze Anvil	Other Videos	Service - Digital Content Strategy Team		#24United Video Campaign
DI OTIZO / WIVII	Care videos	Service Digital Content Strategy Team		#ForTheGrams: Amazon Helps
				Families Maintain Holiday
Award of				Traditions in a Time of Social
	Other Videos	Amazon	HIINTED and Toam Bubbly	
Commendation	Other videos	Amazon	HUNTER and Team Bubbly	Distancing



Award	Category	Organization	Agency	Title of Entry
Award of				
Commendation	Other Videos	Big 12 Conference	LDWW	Unity
Award of				Renewable Energy Virtual Field
Commendation	Other Videos	DTE Energy	Xperience and Plus One Meetings	Trip
		DeGrave Communications and RMG		PRessing On in Public Relations
Bronze Anvil	Podcasts	Communications		Podcast
Award of				Creating Connection Across
Commendation	Podcasts	Ascension		Ascension During COVID
Award of				
Commendation	Podcasts	Clark College Foundation		Beyond the Tragedy
				"Mask Up or Pack Up" Penn State's
			M Booth Health (research and	Response to the COVID-19
Bronze Anvil	Research/Evaluation	Penn State	campaign platform development)	Pandemic
Award of		U.S. Chamber of Commerce, in		Metlife and U.S. Chamber of
Commendation	Research/Evaluation	partnership with Metlife		Commerce Small Business Index
				Zaadii: The Legend of Z-
	Single Issue Publications (Peppercomm and TBWA\Chiat\Day	Hawk—Consumer Distracted
Bronze Anvil	Newsletters/Booklets/Calendars)	Travelers	New York	Driving Education Campaign
				#VotingMovesCA: Activating Youth
Bronze Anvil	TikTok Engagement	League of Women Voters of California	Mixte Communications	Voices for Voter Turnout
				AT&T Launches a New Streaming
				Service During the Stay-at-Home
Bronze Anvil	Twitter Engagement	AT&T	TruePoint Communications	Era
				Refreshing Ayala Pharmaceuticals'
Bronze Anvil	Websites	Ayala Pharmaceuticals	JPA Health	Corporate Website Ahead of IPO
Award of				
Commendation	Websites	Cone Health		Cone Health COVID-19 Website
Award of				MilitaryOneSource.mil COVID-19
Commendation	Websites	Department of Defense	Crosby Marketing Communications	Pages
Award of				Rebrand & Website Redesign for
Commendation	Websites	YouthBuild	Goodfuse	Global Non-Profit: YouthBuild