



2021 Anvil Results

Award	Category	Organization	Agency	Title of Entry
Silver Anvil	Community Relations > Associations	Utah Farm Bureau Federation		Farmers Feeding Utah: Connecting Utahns With the Miracle of Agriculture
Award of Excellence	Community Relations > Associations	FightCovidMN (a partnership of 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
Award of Excellence	Community Relations > Business Products	NBCUniversal Telemundo Enterprises	McPherson Strategies	Decisión 2020: Telemundo's Corporate-Wide Campaign to Inform, Educate and Engage Latinos Throughout the 2020 Election Cycle
Silver Anvil	Community Relations > Business Services	Florida Power and Light Company	rbb Communications	Join Florida Power & Light Company on a Solar Staycation
Award of Excellence	Community Relations > Business Services	Planet Fitness of Wasilla and Eagle River	Helvey Communications LLC and Embley Communications	New Gyms Show Community How to "Exercise Kindness"
Silver Anvil	Community Relations > Government	U.S. Africa Command Public Affairs		U.S.-Sudan: Building a New Narrative Three Decades Later
Award of Excellence	Community Relations > Government	Greater Topeka Partnership	Violet PR	Choose Topeka' - \$15,000 Relocation Campaign
Award of Excellence	Community Relations > Government	Washington State Department of Health	C+C	Spread the Facts
Silver Anvil	Community Relations > Nonprofit Organizations	The Home Depot Foundation	Big Red Rooster, MSL and Sunshine Sachs	Operation Surprise Puts Good In Action
Silver Anvil	Content Marketing > Associations	Florida Power and Light Company	rbb Communications	Join Florida Power & Light Company on a Solar Staycation
Award of Excellence	Content Marketing > Associations	Dairy Farmers of Wisconsin	Overdrive Interactive and Roach Video Production	Wisconsin Dairy Farmers Are Here For You
Silver Anvil	Content Marketing > Consumer Products	TABASCO Brand	HUNTER	TABASCO Brand Celebrates Family Meal
Award of Excellence	Content Marketing > Consumer Products	3M	HUNTER and Team Bubbly	Scotch Painter's Tape Paints It Forward
Award of Excellence	Content Marketing > Consumer Products	Porsche Cars North America	Cramer-Krasselt (C-K)	Porsche X PUMA: Two Icons of Fast Content Marketing to Parents: VTech and LeapFrog Play Nice on Pinterest
Award of Excellence	Content Marketing > Consumer Products	VTech/LeapFrog	Coyne PR	Join Florida Power & Light Company on a Solar Staycation
Silver Anvil	Content Marketing > Consumer Services	Florida Power and Light Company	rbb Communications	Yippee Ki Yay! #DieHardIsBack at Advance Auto Parts
Award of Excellence	Content Marketing > Consumer Services	Advance Auto Parts	FleishmanHillard	Yippee Ki Yay! #DieHardIsBack at Advance Auto Parts



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



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Silver Anvil	Crisis Communications > Covid-19 Challenges > Business	Duke Energy		Reputation Management During a Pandemic: How Duke Energy amplified its positive pandemic 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 Excellence	Crisis Communications > Covid-19 Challenges > Business	Blue Ridge Energy	G&T Communications, Inc.	In This Together Relief Fund
Award of Excellence	Crisis Communications > Covid-19 Challenges > Business	Fannie Mae	Mediassociates, Truth Collective and Weber Shandwick	Fannie Mae's "Here to Help" Campaign
Silver Anvil	Crisis Communications > Covid-19 Challenges > 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
Award of Excellence	Crisis Communications > Covid-19 Challenges > Nonprofit Organizations	Alaska SeaLife Center	Rising Tide Communications	Saving The Alaska SeaLife Center
Award of Excellence	Crisis Communications > Covid-19 Challenges > Nonprofit Organizations	Meals on Wheels San Antonio	MVW Communications	Serving More through COVID Operations
Award of Excellence	Crisis Communications > Covid-19 Challenges > Nonprofit Organizations	Xavier University of Louisiana		One Safe XULA
Silver Anvil	Crisis Communications > Non-Covid-19 Challenges > Government	Commander, Naval Surface Force Pacific and U.S. Navy		The USS Bonhomme Richard Fire 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



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



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



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



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



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



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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
Silver Anvil	Marketing > Consumer Services > Technology	Washington State Department of Health	C+C	WA Notify
Silver Anvil	Marketing > Consumer Services > Travel and Tourism/Hospitality	Delta Air Lines		Air Travel Innovation in the Midst of COVID-19
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
Award of Excellence	Marketing > Consumer Services > Travel and Tourism/Hospitality	Visit South Walton	TURNER	The Power of Persuasion: Using PR to drive destination recovery for Visit South Walton
Silver Anvil	Most Effective Campaign On A \$5,000 To \$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
Silver Anvil	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less) > Nonprofit 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
Award of Excellence	Most Effective Corporate Social Responsibility Campaign	John Deere	Edelman, United Entertainment Group and imre	The Farm Must Go On



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Silver Anvil	Most Effective Diversity, Equity and Inclusion Campaign (DEI) > Business	Duke Energy		Delivering on diversity and inclusion: Duke Energy powers progress with employee communications
Award of Excellence	Most Effective Diversity, Equity and Inclusion Campaign (DEI) > Business	Crayola	Golin and mcgarrybowen	Crayola Colors of the World Crayons
Silver Anvil	Most Effective Diversity, Equity and Inclusion Campaign (DEI) > Nonprofit Organizations	Little Free Library	Exponent PR	Little Free Library Promotes Equity and Inclusion Through the Read in Color Program
Silver Anvil	Multicultural Public Relations	League of Women Voters of California	Mixte Communications	#VotingMovesCA: Activating Youth Voices for Voter Turnout
Award of Excellence	Multicultural Public Relations	California Milk Processor Board	ROX United of the United Collective	Glass Half Full News fueled by 'got milk?'
Award of Excellence	Multicultural Public Relations	NBCUniversal Telemundo Enterprises	McPherson Strategies	Decisión 2020: Telemundo's Corporate-Wide Campaign to Inform, Educate and Engage Latinos Throughout the 2020 Election Cycle
Award of Excellence	Multicultural Public Relations	Washington State Department of Health	C+C	COVID Multicultural Outreach
Silver Anvil	Public Affairs > Associations/Government/Nonprofit Organizations	Valley Water		How a Robust Public Affairs Campaign Helped Win a Landslide Victory for Measure S, a Safe, Clean Water Tax Renewal
Award of Excellence	Public Affairs > Associations/Government/Nonprofit Organizations	Citizens for a Healthy Community	K.O. Strategies	1/2 Cent for Mental Health Campaign
Silver Anvil	Public Affairs > Business	CareDx	CURA Strategies	Honor the Gift
Silver Anvil	Public Service > Associations/Government/Nonprofit Organizations	Washington State Department of Health	C+C	Spread the Facts
Award of Excellence	Public Service > Associations/Government/Nonprofit Organizations	Delaware Department of Natural Resources and Environmental Control		BYO Bag: Plastic Bag Ban
Award of Excellence	Public Service > Associations/Government/Nonprofit Organizations	Orange County Health Care Agency	Idea Hall	Orange County Health Care Agency Launches "Be A Friend for Life" Youth Suicide Prevention Campaign with Idea Hall



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Award of Excellence	Public Service > Associations/Government/Nonprofit Organizations	State of Michigan	Güd Marketing, Byrum & Fisk Communications and Mario Morrow & Associates	Michigan 2020 Census "Be Counted" Campaign
Silver Anvil	Public Service > Business	NWEA	Zer0 to Five	The COVID Slide: Measuring and Mitigating the Impact of the COVID Crisis on Student Achievement
Award of Excellence	Public Service > Business	Duke Energy		Duke Energy protects customers as utility scams hit a record-high during COVID-19 pandemic
Award of Excellence	Public Service > Business	Johnson & Johnson Vision	FleishmanHillard and Bravely	Prioritize Your Eyes: Protecting Our Most Precious, But Neglected Sense
Silver Anvil	Public Service > Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)	Washington State Department of Health	C+C	WA Notify
Award of Excellence	Public Service > Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)	FightCovidMN (a partnership of Minnesota healthcare entities)	Carmichael Lynch Relate	There's no more time to be "Minnesota nice"
Silver Anvil	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	Alaska Airlines	C+C and Mekanism	Next-Level Care
Silver Anvil	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	Delta Air Lines		Air Travel Innovation in the Midst of COVID-19
Award of Excellence	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	Duke Energy		Reputation Management During a Pandemic: How Duke Energy amplified its positive pandemic response to bolster its reputation
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"
Bronze Anvil	Annual Reports	Georgia Ports Authority		Georgia Ports FY2020 Annual Report
Bronze Anvil	Best Tactical Pivot	Martin County Office of Tourism & Marketing	Belo + Company	Inspiring Post-Pandemic Travel through Missed Milestones



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Award of Commendation	Best Tactical Pivot	good2grow	broadhead	Enhancing the good2grow Experience During COVID-19
Award of Commendation	Best Tactical Pivot	Hershey	FleishmanHillard and McGarryBowen	Reese's Big Cup with Pretzels Launch
Award of Commendation	Best Tactical Pivot	Prodoscore	Bospar	How to Make Working From Home Actually Work
Bronze Anvil	Best Use of Branded Content > Consumer	3M	HUNTER and Team Bubbly	Scotch Painter's Tape Paints It Forward
Award of Commendation	Best Use of Branded Content > Consumer	TABASCO® Brand	HUNTER	TABASCO® Brand Celebrates Family Meal
Bronze Anvil	Best Use of Branded Content > Financial Services	Chase Bank and Southwest Airlines	FleishmanHillard and MAS Events	Honeymoons for Heroes
Award of Commendation	Best Use of Branded Content > Financial Services	New York Life Insurance Company	Editions Financial, Sloane & Company and Morning Consult (Research Partner)	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 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	FleishmanHillard	Educating About a New Depression Medication Through a "Mighty" Partnership
Bronze Anvil	Best Use Of Data/Analytics	Christmas Tree Promotion Board (CTPB)	FleishmanHillard	Consumer Research Leads Christmas Tree Promotion Board to Most Impactful Media Relations Year Ever
Award of Commendation	Best Use Of Data/Analytics	Prodoscore	Bospar	How to Make Working From Home Actually Work
Bronze Anvil	Brand Videos > Employee Engagement – convey a corporate message or initiative	Abbott		#AbbottProud Campaign Video
Award of Commendation	Brand Videos > Employee Engagement – convey a corporate message or initiative	Goddard Systems Inc.	Celebrity Focus	National Teacher Appreciation Week Video



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



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



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



2021 Anvil Results

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Award of Commendation	Media Relations > Government	The National Museum of the United States Army	Barbaricum	Launching the Army's First-Ever National Museum
Award of Commendation	Media Relations > Government	UC San Diego		UC San Diego Return to Learn
Bronze Anvil	Media Relations > Nonprofit Organizations	The Home Depot Foundation	Big Red Rooster, MSL and Sunshine Sachs	Operation Surprise Puts Good In Action
Award of Commendation	Media Relations > Nonprofit Organizations	American Heart Association		American Heart Association's Virtual Media Tour Program
Award of Commendation	Media Relations > Nonprofit Organizations	The Physicians Foundation	JPA Health	COVID-19's Impact on America's Physicians
Award of Commendation	Media Relations > Nonprofit Organizations	The Recreational Boating & Fishing Foundation (RBFF)	Exponent PR	Inspiring Americans to Leave Pandemic Stress in Their Wake
Bronze Anvil	Mobile App	Department of Defense	Crosby Marketing Communications	My Military OneSource
Bronze Anvil	Most Effective Influencer Promotion	TABASCO® Brand	HUNTER	TABASCO® Brand Stadium Food FOMO
Award of Commendation	Most Effective Influencer Promotion	Amazon	HUNTER and Team Bubbly	#ForTheGrams: Amazon Helps Families Maintain Holiday Traditions in a Time of Social Distancing
Award of Commendation	Most Effective Influencer Promotion	North Dakota Tourism	Fahlgren Mortine	Promoting Legendary 'Safecations' with North Dakota Tourism
Bronze Anvil	New Digital Platform	University of California, Irvine		UCI Heads to Animal Crossing
Award of Commendation	New Digital Platform	Georgia Ports Authority		Georgia Ports Interactive Virtual Tour
Bronze Anvil	Newsletters	Cone Health		Cone Health Caring for Our Patients newsletter
Award of Commendation	Newsletters	Food Lion		The Mane Line Newsletter
Award of Commendation	Newsletters	MESSA	Blohm Creative Partners	MESSA DiscoverYou
Award of Commendation	Newsletters	Texas Health Resources		Texas Health: This Week
Bronze Anvil	Other Videos	Capital Region BOCES Communications Service - Digital Content Strategy Team		#24United Video Campaign
Award of Commendation	Other Videos	Amazon	HUNTER and Team Bubbly	#ForTheGrams: Amazon Helps Families Maintain Holiday Traditions in a Time of Social Distancing



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