



2021 Silver Anvil Audience Choice Results

Category	Organization	Agency	Title of Entry
Community Relations - Associations	Utah Farm Bureau Federation		Farmers Feeding Utah: Connecting Utahns With the Miracle of Agriculture
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"
Community Relations - Government	Greater Topeka Partnership	Violet PR	Choose Topeka' - \$15,000 Relocation Campaign
Content Marketing - Associations	Dairy Farmers of Wisconsin	Overdrive Interactive and Roach Video Production	Wisconsin Dairy Farmers Are Here For You
Content Marketing - Consumer Products	VTech/LeapFrog	Coyne PR	Content Marketing to Parents: VTech and LeapFrog Play Nice on Pinterest
Content Marketing - Government	City of Houston and Harris County	Lopez Negrete Communications, Inc, UP Art Studio and January Advisors	Yes! to Census 2020
Content Marketing - Nonprofit Organizations	Center to Advance Palliative Care (CAPC)	LDM Strategies	Helping Frontline Clinicians through the Pandemic
Crisis Communications - Covid-19 Challenges - Associations	Dairy Farmers of Wisconsin	Overdrive Interactive and Roach Video Production	Wisconsin Dairy Farmers Are Here For You
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
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
Crisis Communications - Covid-19 Challenges - Business	Fannie Mae	Mediassociates, Truth Collective and Weber Shandwick	Fannie Mae's "Here to Help" Campaign
Crisis Communications - Covid-19 Challenges - Government	Contra Costa Health Services	Brown Miller Communications	Building Trust and Support in the Midst of a Pandemic Response
Crisis Communications - Covid-19 Challenges - Nonprofit Organizations	Meals on Wheels San Antonio	MVW Communications	Serving More through COVID Operations
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
Events and Observances - More Than Seven Days - Associations	American Academy of Optometry		Academy 2020 At Home
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
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
Events and Observances - More Than Seven Days - Government	Delaware Department of Natural Resources and Environmental Control		Delaware Coastal Cleanup Reimagined
Events and Observances - Seven Or Fewer Days - Associations	Travel Wisconsin and Dairy Farmers of Wisconsin (Wisconsin Cheese brand)	TURNER and Lippe Taylor	Wisconsin Cheesecation
Events and Observances - Seven Or Fewer Days - Business - Products	Krispy Kreme Doughnuts	FleishmanHillard	Krispy Kreme Doughnuts Gives Graduates Their "Senior Moment" During Pandemic
Events and Observances - Seven Or Fewer Days - Business - Services	John Deere		CES 2021: Seeing Farm Tech in Action through Virtual Reality with John Deere
Financial Communications	General Motors	FleishmanHillard	GM Targets Millennial Investors
Influencer Marketing Program To Expand Awareness - Macro-Influencers	Post Consumer Brands	Carmichael Lynch Relate	Moms need a break... fast!
Integrated Communications - Associations	Orange County Government, Visit Orlando and Orlando Economic Partnership		Making Orlando "Safer, Stronger, Together"
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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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
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
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
Integrated Communications - Consumer Services	Alaska Airlines	C+C and Mekanism	Next-Level Care
Integrated Communications - Government	Valley Water		How Integrated Communications Helped Win a Landslide Victory for Measure S, a Safe, Clean Water Tax Renewal
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
Internal Communications - Business - 1,000 to 10,000 Employees	Workplace Solutions/Mutual of Omaha		Taking Workplace Solutions/Mutual of Omaha to the Next Level Through Internal Communications
Internal Communications - Business - More Than 10,000 Employees	Elanco	FleishmanHillard	BUILDING TO LEAD: An Unprecedented Acquisition During Unprecedented Times
Issues Management	Prodoscore	Bospar	How Prodoscore Makes Working From Home Actually Work
Marketing - Business To Business - Products	CooperVision	McDougall Communications	Building a Brilliant Future: MiSight 1 Day U.S. Commercial Launch
Marketing - Consumer Products - Food and Beverages	POST CONSUMER BRANDS	Carmichael Lynch Relate	America Runs on Post Dunkin' Cereals
Marketing - Consumer Products - Health Care	Robitussin/GSK Consumer Healthcare	Coyne PR	Robitussin Enlists Famed Coach to Cheer America on to Good Health
Marketing - Consumer Products - Non-Packaged Goods	Schleich USA	Brilliant PR & Marketing	The Schleich "Power of Imagination" Campaign
Marketing - Consumer Services - Technology	Washington State Department of Health	C+C	WA Notify
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
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 Organizations	Alaska SeaLife Center	Rising Tide Communications	Saving The Alaska SeaLife Center
Most Effective Diversity, Equity and Inclusion Campaign (DEI) - Business	Duke Energy		Delivering on diversity and inclusion: Duke Energy powers progress with employee communications
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
Multicultural Public Relations	Washington State Department of Health	C+C	COVID Multicultural Outreach
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
Public Affairs - Business	CareDx	CURA Strategies	Honor the Gift
Public Service - Associations/Government/Nonprofit Organizations	Delaware Department of Natural Resources and Environmental Control		BYO Bag: Plastic Bag Ban
Public Service - Business	NWEA	Zer0 to 5ive	The COVID Slide: Measuring and Mitigating the Impact of the COVID Crisis on Student Achievement
Public Service - Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)	Washington State Department of Health	C+C	WA Notify
Reputation/Brand Management - Business - Companies With Sales of More Than \$500 Million to \$10 Billion	Alaska Airlines	C+C and Mekanism	Next-Level Care
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



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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"