



2021 Bronze Anvil Results

Award	Category	Organization	Agency	Entry Title
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
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 Bubby	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
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



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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 m ss 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
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
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



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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
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
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		PPressing On in Public Relations Podcast



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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	Peppercorn 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