



2021 PRSA Silver Anvil Finalists

| Organization/Client | Agency (if any) | Entry Name |
|--|---|---|
| 3M | HUNTER and Team Bubbly | Scotch Painter's Tape Paints It Forward |
| Advance Auto Parts | FleishmanHillard | Yippee Ki Yay! #DieHardIsBack at Advance Auto Parts |
| Alaska Airlines | C+C and Mekanism | Next-Level Care |
| Alaska SeaLife Center | Rising Tide Communications | Saving The Alaska SeaLife Center |
| Alfa Romeo Global Communications | | Alfa Romeo 110th Anniversary Celebration |
| American Academy of Optometry | | Academy 2020 At Home |
| American Nurses Association/ANA Enterprise | McCabe Message Partners | COVID-19 and the Nation's Most Trusted Profession: ANA's Rapid Response Rallies for Nurses |
| Arkansas Health Care Association | MHP/TeamSI | Arkansas Long-Term Care Facilities COVID-19 Response |
| AT&T | FleishmanHillard | AT&T: An Essential Service Provider's Response to the COVID-19 Crisis |
| Baptist Memorial Health Care | | Baptist Memorial Health Care COVID Communications Plan |
| Be Well OC | Idea Hall | Be Well OC Debuts First Mental Health and Wellness Campus in Orange County with Idea Hall |
| Blackhawk Network | The Fletcher Group | Paying it Forward with Gift Cards That Give Back |
| Blue Ridge Energy | G&T Communications, Inc. | In This Together Relief Fund |
| California Milk Processor Board | ROX United of the United Collective | Glass Half Full News fueled by 'got milk?' |
| CareDx | CURA Strategies | Honor the Gift |
| Carnival Corporation | LDWW | Cruise in Crisis: Carnival Corporation Turns Tide from Pandemic & Industry Pause to Resilience & Recovery |
| Center to Advance Palliative Care (CAPC) | LDM Strategies | Helping Frontline Clinicians through the Pandemic |
| Centre for Ocular Research & Education (CORE) | McDougall Communications | Contact Lenses & COVID-19: Turning the Tide Against Misinformation |
| Centre for Ocular Research & Education (CORE) | McDougall Communications | The One-Week Sprint: Combating COVID-19 Contact Lens Myths |
| Citizens for a Healthy Community | K.O. Strategies | 1/2 Cent for Mental Health Campaign |
| City of Houston and Harris County | Lopez Negrete Communications, Inc, UP Art Studio and January Advisors | Yes! to Census 2020 |
| Clorox | Ketchum | Clorox & the Dual PR Pandemic: Weathering a Perfect Storm of Crises |
| Commander, Naval Surface Force Pacific and U.S. Navy | | The USS Bonhomme Richard Fire Crisis Response |
| Contra Costa Health Services | Brown Miller Communications | Building Trust and Support in the Midst of a Pandemic Response |
| CooperVision | EvolveMKD | EvolveMKD & CooperVision: Brilliant Futures™ with MiSight® 1 day |
| CooperVision | McDougall Communications | Building a Brilliant Future: MiSight 1 Day U.S. Commercial Launch |
| Cox Enterprises | | DIALOG 2020: Empowering Our People to Build a Better Future |
| Cox Enterprises | | Cox Health and Wellness Communications: Support and Care in an Extraordinary Year |



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| Crayola | Golin and mcgarrybowen | Crayola Colors of the World Crayons |
| Dairy Farmers of Wisconsin | Overdrive Interactive, Roach Video Production | Wisconsin Dairy Farmers Are Here For You |
| Dairy Farmers of Wisconsin (Wisconsin Cheese brand) | We Must Be Bold and Lippe Taylor | For the Love of Cheese |
| Defense Media Activity | 4Front Branding | The 75th Commemoration of the End of WWII - Salute Their Service, Honor Their Hope |
| Delaware Department of Natural Resources and Environmental Control | | Delaware Coastal Cleanup Reimagined |
| Delaware Department of Natural Resources and Environmental Control | | BYO Bag: Plastic Bag Ban |
| Delta Air Lines | | Air Travel Innovation in the Midst of COVID-19 |
| Discover Puerto Rico | Ketchum | Puerto Rico Virtual Vacay |
| Duke Energy | | Reputation Management During a Pandemic: How Duke Energy amplified its positive pandemic response to bolster its reputation |
| Duke Energy | | Duke Energy's Inaugural ESG Day |
| Duke Energy | | Duke Energy protects customers as utility scams hit a record-high during COVID-19 pandemic |
| Duke Energy | | Delivering on diversity and inclusion: Duke Energy powers progress with employee communications |
| Elanco | FleishmanHillard | BUILDING TO LEAD: An Unprecedented Acquisition During Unprecedented Times |
| Fannie Mae | Mediassociates, Truth Collective and Weber Shandwick | Fannie Mae's "Here to Help" Campaign |
| FedEx | Current Global | FedEx Peak: Inspiring Behavior Change Ahead of a Holiday Season Like None Other |
| FightCovidMN (a partnership of Minnesota healthcare entities) | Carmichael Lynch Relate | COVID-19 isn't taking a holiday |
| FightCovidMN (a partnership of Minnesota healthcare entities) | Carmichael Lynch Relate | There's no more time to be "Minnesota nice" |
| Florida Power and Light Company | rbb Communications | Join Florida Power & Light Company on a Solar Staycation |
| Frito-Lay North America | Ketchum, Goodby, Silverstein & Partners, VaynerMedia and OMD | Unleash the Cheetle: Introducing Cheetos Popcorn |
| General Motors | FleishmanHillard | GM Targets Millennial Investors |
| Greater Topeka Partnership | Violet PR | Choose Topeka' - \$15,000 Relocation Campaign |
| Halloween & Costume Association | Oink Agency and Zeno Group | Halloween Like We've Never Seen - Saving Halloween 2020 |



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| 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 |
| Honeywell | Finn Partners | Taking Quantum from Science Fiction to Nonfiction |
| Houston Zoo | Constell Media | Zoo Ball 2020 |
| HP Inc. | Goodby Silverstein & Partners and Edelman | No Longer A Nice to Have: A New Way to Experience Printing While Staying Safer at Home |
| Idea Hall for H. Hendy Associates | Idea Hall | The New Generation Space: Positioning Hendy as a Go-To Resource for Workplace Reentry in the COVID-19 Era |
| Indiana Donor Network | Freije Brands | Indiana Donor Network and Ryan Newman are Driven2SaveLives |
| Ingersoll Rand | Clairemont Communications | Owning the Future: Ingersoll Rand's Equity Grant |
| Insurance Industry Resource Council/Ohio Insurance Institute | Paul Werth Associates | Where once there was none: Creating a talent pipeline for Ohio's insurance industry |
| John Deere | | CES 2021: Seeing Farm Tech in Action through Virtual Reality with John Deere |
| John Deere | Edelman, United Entertainment Group and imre | The Farm Must Go On |
| Johnson & Johnson Medical Devices Companies | Marina Maher Communications | Helping Patients Say "My Health Can't Wait" During The Pandemic And Beyond |
| Johnson & Johnson Vision | FleishmanHillard and Bravely | Prioritize Your Eyes: Protecting Our Most Precious, But Neglected Sense |
| Kinetic by Windstream | MHP/Team SI | #LocallyLexington |
| Krispy Kreme Doughnuts | FleishmanHillard | Krispy Kreme Doughnuts Gives Graduates Their "Senior Moment" During Pandemic |
| Krispy Kreme Doughnuts | FleishmanHillard | Krispy Kreme Doughnuts Brings a New Light to Times Square During the Pandemic |
| LACTAID | HUNTER | Real Cooking Moments with Real LACTAID® Milk |
| League of Women Voters of California | Mixte Communications | #VotingMovesCA: Activating Youth Voices for Voter Turnout |
| Liberty Communications of Puerto Rico and Liberty Latin America | PRLinks Communications, Inc. | Liberty Puerto Rico's Integration of AT&T's Assets in Puerto Rico and the USVI |
| LinkedIn | Just Drive Media | LinkedIn's Let's Step Forward Campaign Works to Destigmatize Unemployment and Help Professionals Give and Get Help on the Platform |
| Little Free Library | Exponent PR | Little Free Library Promotes Equity and Inclusion Through the Read in Color Program |
| Lowe's | FleishmanHillard and IMG Fashion | New York Fashion Week Goes Home with Lowe's |
| Mazda North American Operations | Hill+Knowlton Strategies | 'Mazda Heroes: Honoring the Human Spirit' Program |



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| Meals on Wheels San Antonio | MVW Communications | Serving More through COVID Operations |
| MHP/Team SI | | Uplift Arkansas |
| Michigan Nonprofit Association | Mort Crim Communications Inc. (MCCI) | Reaching the Historically Undercounted in the 2020 Census |
| Military Health System | Deloitte | MHS GENESIS |
| Mississippi Department of Human Services | | Handcuffs on the Head Honcho: Restoring Public Trust After the Largest Embezzlement Scheme in State's History |
| 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 |
| NBCUniversal Telemundo Enterprises | McPherson Strategies | Decisión 2020: Telemundo's Corporate-Wide Campaign to Inform, Educate and Engage Latinos Throughout the 2020 Election Cycle |
| NCSolutions | Feintuch Communications | Displaying Leadership in Consumer Packaged Goods Industry by Leveraging Nation's Toilet Paper Crisis |
| Newport Beach & Company | | First-Ever Newport Beach Restaurant Month Drives Thousands of Foodies to Local Restaurants to Keep Industry Afloat |
| Nissin Foods | Citizen Relations | Top Ramen 50th Anniversary Celebrations: #HowDoYouTopRamen |
| NWEA | Zer0 to Five | The COVID Slide: Measuring and Mitigating the Impact of the COVID Crisis on Student Achievement |
| Orange County Government, Visit Orlando and Orlando Economic Partnership | | Making Orlando "Safer, Stronger, Together" |
| 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 |
| Penn State | M Booth Health (research, campaign platform development) | "Mask Up or Pack Up" Penn State's Response to the COVID-19 Pandemic |
| Planet Fitness of Wasilla and Eagle River | Helvey Communications LLC and Embley Communications | New Gyms Show Community How to "Exercise Kindness" |
| Planet Fitness of Wasilla and Eagle River | Helvey Communications LLC and Embley Communications | New Gyms "Exercise Kindness" |
| Porsche Cars North America | Cramer-Krasselt (C-K) | Porsche X PUMA: Two Icons of Fast |
| POST CONSUMER BRANDS | Carmichael Lynch Relate | Amp up Breakfast with Post Dunkin' Cereals |
| Post Consumer Brands | Carmichael Lynch Relate | Moms need a break... fast! |
| POST CONSUMER BRANDS | Carmichael Lynch Relate | America Runs on Post Dunkin' Cereals |
| Prodoscore | Bospar | How Prodoscore Makes Working From Home Actually Work |
| PwC | | Transforming COVID-19 Uncertainty into Insights: How PwC delivered on a 170-year-old commitment to its clients |
| Robitussin/GSK Consumer Healthcare | Coyne PR | Robitussin Enlists Famed Coach to Cheer America on to Good Health |
| Schleich USA | Brilliant PR & Marketing | The Schleich "Power of Imagination" Campaign |
| Serving Our Troops | SnowGlobe Public Relations | St. Paul to Djibouti: Serving Our Troops Virtual Steak Dinner |



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| SST Accountants & Consultants | Three Box Strategic Communications | Capturing Thought Leadership in a Time of Financial Uncertainty |
| State of Michigan | Güd Marketing, Byrum & Fisk Communications and Mario Morrow & Associates | Michigan 2020 Census "Be Counted" Campaign |
| 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" |
| TABASCO Brand | HUNTER | TABASCO Brand Celebrates Family Meal |
| TABASCO Brand | HUNTER | #TeamTABASCO Stadium Food FOMO |
| The Cleveland Museum of Art | | Home Is Where the Art Is: The Cleveland Museum of Art's Response to the COVID-19 Quarantine |
| The Connecticut Office of Tourism | Adams & Knight, Inc. | So Good to See You, Connecticut Promotes Safe Travel Experiences After Pandemic Shutdown |
| The Home Depot | MSL and Hartmann Studios | The Home Depot Launches New Seasonal Collections with a Viral Skeleton and Reinvention of Black Friday |
| The Home Depot Foundation | Big Red Rooster, MSL and Sunshine Sachs | Operation Surprise Puts Good In Action |
| Travel Wisconsin and Dairy Farmers of Wisconsin (Wisconsin Cheese brand) | TURNER and Lippe Taylor | Wisconsin Cheesecation |
| U.S. Africa Command Public Affairs | | U.S.-Sudan: Building a New Narrative Three Decades Later |
| Utah Farm Bureau Federation | | Farmers Feeding Utah: Connecting Utahns With the Miracle of Agriculture |
| Valley Water | | How a Robust Public Affairs Campaign Helped Win a Landslide Victory for Measure S, a Safe, Clean Water Tax Renewal |
| Valley Water | | How Integrated Communications Helped Win a Landslide Victory for Measure S, a Safe, Clean Water Tax Renewal |
| Vanderbilt University | | Anchor Down. Step Up. Campaign |
| Vanderbilt University Medical Center | | Vanderbilt University Medical Center & Finn Partners: Rebuilding Trust in the Time of COVID |
| Visit South Walton | TURNER | The Power of Persuasion: Using PR to drive destination recovery for Visit South Walton |
| VTech/LeapFrog | Coyne PR | Content Marketing to Parents: VTech and LeapFrog Play Nice on Pinterest |
| Wahl | Hoffman York | Wahl 'Most Talented Beard in America' Contest |
| Washington State Department of Health | C+C | Spread the Facts |
| Washington State Department of Health | C+C | WA Notify |
| Washington State Department of Health | C+C | COVID Multicultural Outreach |



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| Workplace Solutions/Mutual of Omaha | | Taking Workplace Solutions/Mutual of Omaha to the Next Level Through Internal Communications |
| Xavier University of Louisiana | | One Safe XULA |