



2022 Anvil Winners

| Award | Category | Organization | Agency | Title of Entry |
|--|--|---------------------------------------|--------------------------|---|
| Bronze Anvil Award of Commendation | Annual Reports | Newell Brands | | Building Better Together: Newell Brands Corporate Citizenship Report |
| Silver Anvil | Best Agency > Best Boutique Agency (Fees less than \$5M) | Hawaiian Electric Industries | iQ 360 | Hawaiian Electric Industries 2021 ESG Report |
| Award of Excellence | Best Agency > Best Boutique Agency (Fees less than \$5M) | BRG Communications | | |
| Silver Anvil | Best Agency > Best Mega Agency (Fees Over \$200M) | Mixte Communications | | |
| Silver Anvil | Best Agency > Best Mid-Sized Agency (Fees \$20M - 75M) | Ketchum | | |
| Award of Excellence | Best Agency > Best Mid-Sized Agency (Fees \$20M - 75M) | Current Global | | |
| Silver Anvil | Best Agency > Best Mid-Sized Agency (Fees \$20M - 75M) | CCOMGROUP INC. | | |
| Award of Excellence | Best Agency > Best Small Agency (Fees \$5M - \$20M) | The MRKT | | |
| Silver Anvil | Best Agency > Best Small Agency (Fees \$5M - \$20M) | Clyde Group | | |
| Bronze Anvil Award of Commendation | Best Digital Platform | DHL Supply Chain | Fahlgren Mortine | Packaging Up Savings Across the Supply Chain |
| Silver Anvil | Best Digital Platform | Harvey Mudd College | | Harvey Mudd College Admission Microsite |
| Award of Excellence | Best In-House Team | Blanchard Valley Health System | | |
| Silver Anvil | Best In-House Team | The New York Public Library | | |
| Silver Anvil | Best Organizational DEI Progress > Agency | Highwire PR | | |
| Bronze Anvil | Best Tactical Pivot | Washington State Department of Health | C+C | Vaccinate WA "Ready for Summer" |
| Award of Commendation | Best Tactical Pivot | Cook Children's Health Care System | | BEST TACTICAL PIVOT: Modeled After the System's Brand Journalism Site, Cook Children's Response to COVID-19 Results in Pioneering Internal Newsroom that Connects Stakeholders More Effectively to the Organization |
| Bronze Anvil | Best Use of Branded Content | Schleich USA | Brilliant PR & Marketing | Schleich "Chief Storytelling Officer" Campaign |



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| Bronze Anvil | Best Use of Data/Analytics | Funders Together To End Homelessness San Diego | Mixte Communications | Effective Messaging Solutions for Housing as a Solution to Homelessness |
| Award of Commendation | Best Use of Data/Analytics | ECMC Group | | ECMC Group Helps Teens Question The Quo in Education |
| Bronze Anvil | Best Use of Social Media | Westchester County Tourism & Film | Mower | Beyond Connected to Westchester County Tourism |
| Award of Commendation | Best Use of Social Media | TABASCO® Brand | HUNTER | TABASCO® Brand Enters the #HotSauceWars |
| Bronze Anvil | Best Use of Video | Schleich USA | Brilliant PR & Marketing | Schleich “Chief Storytelling Officer” Campaign |
| Award of Commendation | Best Use of Video | Syngenta | G&S Business Communications | Syngenta 2021 GIS: Choose-Your-Own-Adventure Video |
| Bronze Anvil | Blogs | The Defense Health Agency's Connected Health Branch | Spire Communications and ASRC Federal | Digital Health Technology Thought Leadership Blog Series |
| Award of Commendation | Blogs | Cigna Corporation | | Cigna Newsroom: Taking the Pen Back When it Comes to Telling our Brand Stories |
| Silver Anvil | Community Relations > Associations/Nonprofit Organizations | Papitto Opportunity Connection | The Perry Group, Providence, RI, New Flavor Media, Providence, RI, Figmint, Providence RI and Ian Travis Barnard | Here to Listen. Here to Help |
| Award of Excellence | Community Relations > Associations/Nonprofit Organizations | Washington State Department of Natural Resources | C+C | Wildfire Ready Neighbors |
| Silver Anvil | Community Relations > Business | Formica Corporation | Carmichael Lynch Relate | Formica Corporation Nurturing the Next Generation of Designers |
| Silver Anvil | Content Marketing > Associations/Government/Nonprofit Organizations | Washington State Department of Health | C+C | Vaccinate WA Young Adults |
| Award of Excellence | Content Marketing > Associations/Government/Nonprofit Organizations | Keep Arkansas Beautiful | MHP/Team SI | Otto the Otter’s Youth Education Program |
| Silver Anvil | Content Marketing > Business to Business | BOK Financial | Ragan Consulting Group | Brand Journalism: The Statement |
| Award of Excellence | Content Marketing > Business to Business | Adrenaline | Lynn Harris Medcalf PR Consulting | Believe in Banking: Supporting an Essential Sector |

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| Silver Anvil | Content Marketing > Business to Consumers | Indianapolis Office of Sustainability | Pivot Marketing | Highly EVolved Campaign Steers Drivers away from Fossil Fuels |
| Bronze Anvil | Creative Tactics | Washington State Department of Health | C+C | Vaccinate WA "Ready for Summer" |
| Award of Commendation | Creative Tactics | Association of Oklahoma General Contractors | Jones PR | Association of Oklahoma General Contractors "Fast Money" |
| Silver Anvil | Crisis Communications > Covid-19 Challenges > Best Healthcare Campaign | St. Jude Children's Research Hospital | | Vaccines Bring Us Closer: The Importance of Educating Employees About COVID-19 Vaccines |
| Silver Anvil | Crisis Communications > Covid-19 Challenges > Best Organizational Pivot | Royal Caribbean (ca-rib-EE-ann) Group | Weber Shandwick | From "Floating Petri Dish" to "Safer than Main Street" - Navigating the Pandemic, Regaining Trust and a Healthy Return to Sailing |
| Award of Excellence | Crisis Communications > Covid-19 Challenges > Best Organizational Pivot | Orlando Utilities Commission | | "OUC ISSUES CALL TO CONSERVE LIQUID OXYGEN TO HELP CENTRAL FLORIDA COVID-19 PATIENTS" |
| Silver Anvil | Crisis Communications > Covid-19 Challenges > Business | Delta Air Lines | | "Protected Together, Connected Together" -- A Global Employee Vaccination Campaign |
| Silver Anvil | Crisis Communications > Covid-19 Challenges > Government | Washington State Department of Health | C+C | Vaccinate WA |
| Silver Anvil | Crisis Communications > Non-Covid-19 Challenges | Office of Attorney General Keith Ellison | FGS Global | Minnesota v. Chauvin |
| Award of Excellence | Crisis Communications > Non-Covid-19 Challenges | Colonial Pipeline Company | FTI Consulting | Managing Through a National Crisis and Changing the Playbook in the Process |
| Bronze Anvil | Executive Communications | Los Angeles World Airports | | CEO Message: A Pandemic Tactic Becomes a Popular Mainstay Among Workers |
| Award of Commendation | Executive Communications | Elligo | SCORR Marketing | Elligo — On a Mission to Make Clinical Trials Available to All |
| Bronze Anvil | Feature Stories | Cook Children's Health Care System | | Christmas in the COVID Units: A Rare Glimpse inside a Children's Hospital During the Pandemic |

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| Award of Commendation | Feature Stories | Centre for Ocular Research & Education (CORE) | McDougall Communications | Sparking Global Discussion: The Conversation & Mask-Associated Dry Eye |
| Silver Anvil | Financial Communications | Royal Caribbean (ca-rib-EE-ann) Group | Weber Shandwick | From "Floating Petri Dish" to "Safer than Main Street" - Navigating the Pandemic, Regaining Trust and a Healthy Return to Sailing |
| Silver Anvil | Global Communications | World Thrombosis Day | Stanton Communications | World Thrombosis Day Helps the World Learn "How to Save a Life" |
| Award of Excellence | Global Communications | Delta Air Lines | | "Protected Together, Connected Together" -- A Global Employee Vaccination Campaign |
| Bronze Anvil | Influencer Marketing As Part of a Larger Campaign | Prevent Cancer Foundation | 4media group | "Back on the Books" |
| Award of Commendation | Influencer Marketing As Part of a Larger Campaign | Vitamix | Marcus Thomas LLC | Amplifying the Powerful Stories of the People Who Use Vitamix® Through Influencer Marketing |
| Silver Anvil | Influencer Marketing Program To Expand Awareness > Macro-Influencers | Troy-Bilt | Marcus Thomas LLC | Troy-Bilt Fence Talks Program |
| Award of Excellence | Influencer Marketing Program To Expand Awareness > Macro-Influencers | American Egg Board | Ketchum | Incredible Egg Challenge |
| Silver Anvil | Integrated Communications > Associations/Nonprofit Organizations | Diocese of Pittsburgh | OPR Group, Pipitone Group, CorCom, Inc and Hoffmann Murtaugh | Pittsburgh's Catholic Schools Are Lighting the Way |
| Award of Excellence | Integrated Communications > Associations/Nonprofit Organizations | The First Americans Museum | Jones PR | First Americans Museum Integrated Communications |
| Silver Anvil | Integrated Communications > Business to Business | UPS | FleishmanHillard | The Greatest Delivery: UPS Healthcare Leads Worldwide COVID-19 Vaccine Logistics and Distribution |
| Award of Excellence | Integrated Communications > Business to Business | DHL Supply Chain | Fahlgren Mortine | Experience is the New Loyalty |
| Silver Anvil | Integrated Communications > Consumer Products | Dollar General | BCW | Here for What Matters |
| Award of Excellence | Integrated Communications > Consumer Products | Bush's Beans | Carmichael Lynch Relate | Bush's Partners with Josh Groban to give beans their rightful musical due |

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| Silver Anvil | Integrated Communications > Consumer Services | Washington Commanders | MikeWorldWide, Berk Communications and Code and Theory | Washington Commanders Name and Brand Identity Reveal |
| Award of Excellence | Integrated Communications > Consumer Services | Novo Nordisk | FleishmanHillard | It's Bigger Than Me |
| Silver Anvil | Integrated Communications > Government | Orange County, FL Government | | #IGotMyShot Campaign to Combat Vaccine Hesitancy |
| Award of Excellence | Integrated Communications > Government | Washington State Department of Health | C+C | Vaccinate WA |
| Silver Anvil | Internal Communications > Associations/Government/Nonprofit Organizations | St. Jude Children's Research Hospital | | St. Jude Children's Research Hospital Vaccines Bring Us Closer campaign |
| Award of Excellence | Internal Communications > Associations/Government/Nonprofit Organizations | Providence Health & Services Alaska | | Providence Health & Services Alaska COVID-19 Vaccine Communications |
| Silver Anvil | Internal Communications > Business | Delta Air Lines | | "Protected Together, Connected Together" -- A Global Employee Vaccination Campaign |
| Award of Excellence | Internal Communications > Business | Entergy Mississippi | | Game On! |
| Silver Anvil | Issues Management | The SCN Coalition | MorganMyers | The SCN Coalition: Battling A Bug to Improve America's Soybean Profitability and Sustainability |
| Award of Excellence | Issues Management | Royal Caribbean (ca-rib-EE-ann) Group | Weber Shandwick | From "Floating Petri Dish" to "Safer than Main Street" - Navigating the Pandemic, Regaining Trust and a Healthy Return to Sailing |
| Bronze Anvil | Magazines | Cystinosis Research Foundation | Idea Hall | "Rooted in Community, Rooted in Research, Rooting for the Cure" and "The Wish Effect" – Cystinosis Magazine Spring and Fall Editions |
| Award of Commendation | Magazines | Scripps Research Communications Office | DesignAranda | Scripps Research Magazine |
| Silver Anvil | Marketing > Consumer Products > Non-Packaged Goods | Schleich USA | Brilliant PR & Marketing | Schleich "Chief Storytelling Officer" Campaign |
| Award of Excellence | Marketing > Consumer Products > Non-Packaged Goods | Unistellar | Bospar | Bospar Takes Unistellar To New Heights |

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| Silver Anvil | Marketing > Consumer Products > Packaged Goods | The PEEPS® Brand | Coyne Public Relations | PEEPS® Makes a Triumphant Return to Shelves for Easter |
| Award of Excellence | Marketing > Consumer Products > Packaged Goods | Post Consumer Brands | Carmichael Lynch Relate | Grape-Nuts Shortage: A Tale of Newsjacking |
| Silver Anvil | Marketing > Consumer Services | Penn Medicine Princeton Health | Ronin | Cancer is No Match for Me |
| Bronze Anvil | Media Relations > Associations/Nonprofit Organizations | Newark Symphony Hall | Violet PR | Revitalizing Newark Symphony Hall |
| Award of Commendation | Media Relations > Associations/Nonprofit Organizations | Parkview Health | | Parkview Health administers Indiana's first COVID-19 vaccines, grows community vaccination through ongoing education |
| Bronze Anvil | Media Relations > Business to Business | UPS | FleishmanHillard | The Greatest Delivery: UPS Healthcare Leads Worldwide COVID-19 Vaccine Logistics and Distribution |
| Award of Commendation | Media Relations > Business to Business | Blackhawk Network | The Fletcher Group | How America Gives Gifts: Helping Retailers Prepare for Holiday 2021 |
| Bronze Anvil | Media Relations > Consumer Products > Non-Packaged Goods | Lowe's Home Improvement | FleishmanHillard | "A Night of Lowemance" |
| Bronze Anvil | Media Relations > Consumer Products > Packaged Goods | Vitamix® | Marcus Thomas | Meet the ONE™, from Vitamix® |
| Bronze Anvil | Media Relations > Consumer Services | Krispy Kreme Doughnuts | FleishmanHillard | Krispy Kreme Shares Sweet Support for COVID-19 Vaccinations |
| Bronze Anvil | Media Relations > Government | Luquire | | UNC Charlotte's Survival To Revival: Creating A Comeback Stronger Than The Setback |
| Award of Commendation | Media Relations > Government | TourismOhio | Paul Werth Associates | Driving Record-Breaking Recovery for Ohio's Professional Golf Tournaments |
| Silver Anvil | Most Effective Campaign On A \$5,000 To \$10,000 Budget | Chase Oaks Church | Three Box | Debuting the New Era of Local Good Center |
| Silver Anvil | Most Effective Campaign On A Shoestring Budget (\$5,000 or Less) | Centre for Ocular Research & Education (CORE) | McDougall Communications | Alerting the World to MADE: Mask-Associated Dry Eye |
| Silver Anvil | Most Effective Diversity, Equity and Inclusion Campaign (DEI) | Stacy's Pita Chips | Ketchum, G9, David & Goliath, OMD and Hello Alice | Stacy's Rise Project: FoundedByHer |

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| Award of Excellence | Most Effective Diversity, Equity and Inclusion Campaign (DEI) | Governmental Finance Officers Association | Eddy Alexander | End the Acronym - Increasing cultural sensitivity in the ever-shrinking world of government finance |
| Silver Anvil | Most Effective ESG Campaign | City of Austin, Austin Resource Recovery's Public Information and Marketing Team | | Final phase rollout of curbside composting collection for Austin residents |
| Award of Excellence | Most Effective ESG Campaign | IBM | | Closing the Skills Gap with Equity and a New Era of ESG Progress |
| Bronze Anvil | Most Effective Paid Promotion | California American Water | Murphy Nelson Marketing | CTV High-Water User Campaign |
| Award of Commendation | Most Effective Paid Promotion | Funders Together To End Homelessness San Diego | Mixte Communications | Effective Messaging Solutions for Housing as a Solution to Homelessness |
| Silver Anvil | Multicultural Public Relations | Johnson & Johnson MedTech | J3, Mac Strategies and Havas PR Italy | My Health Can't Wait - A Global PR and Public Affairs Effort to Support Patients |
| Award of Excellence | Multicultural Public Relations | Washington State Department of Health | C+C | Vacunate Mijo/Mija |
| Bronze Anvil | Podcasts | University of Florida | | From Florida |
| Award of Commendation | Podcasts | Adrenaline | Lynn Harris Medcalf PR Consulting | Believe in Banking: Podcast with a Purpose |
| Silver Anvil | Public Affairs | Southwest Strategies | | Falck Ambulance Unseats 23-Year Emergency Medical Service Incumbent –Twice |
| Award of Excellence | Public Affairs | Association of Oklahoma General Contractors | Jones PR | Association of Oklahoma General Contractors "Fast Money" |
| Silver Anvil | Public Service > Associations/Government/Nonprofit Organizations | Washington State Department of Health | C+C | Vaccinate WA |
| Award of Excellence | Public Service > Associations/Government/Nonprofit Organizations | D.C. Department of Behavioral Health | ENGAGE Strategies LLC | Be Ready Opioid Overdose Prevention Campaign |
| Silver Anvil | Public Service > Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government) | Seattle Metro Chamber of Commerce and Public Health - Seattle & King County | Monument Advocacy | #KCVaxVerified: Business + Public Health Partner for Vaccine Verification Success |

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| Award of Excellence | Public Service > Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government) | Washington State Department of Natural Resources | C+C | Wildfire Ready Neighbors |
| Silver Anvil | Reputation/Brand Management > Associations/Government/Nonprofit Organizations | Illinois Farm Families Coalition (Members: IL Beef Association, IL Corn Marketing Board, IL Farm Bureau, IL Pork Producers, IL Soybean Association, Midwest Dairy) | MorganMyers | Illinois Farm Families® Growing Your Food with Care campaign feeds parents' appetites for food transparency and builds trust in farmers. |
| Award of Excellence | Reputation/Brand Management > Associations/Government/Nonprofit Organizations | Associated General Contractors, Oregon-Columbia Chapter | Quinn Thomas | Build Oregon: Build What Matters |
| Silver Anvil | Reputation/Brand Management > Business | Dollar General | BCW | Here for What Matters |
| Award of Excellence | Reputation/Brand Management > Business | Royal Caribbean (ca-rib-EE-ann) Group | Weber Shandwick | From "Floating Petri Dish" to "Safer than Main Street" - Navigating the Pandemic, Regaining Trust and a Healthy Return to Sailing |
| Bronze Anvil | Research/Evaluation | Funders Together To End Homelessness San Diego | Mixte Communications | Effective Messaging Solutions for Housing as a Solution to Homelessness |
| Bronze Anvil | Single Issue Publications (Newsletters/Booklets/Calendars) | UC San Diego Health | | UC San Diego Health Discoveries Magazine 2021 |
| Award of Commendation | Single Issue Publications (Newsletters/Booklets/Calendars) | Mars Petcare | Weber Shandwick | Mars Petcare "Keeping People and Pets Together" Report |
| Bronze Anvil | Websites | Missile Defense Agency, Department of the Air Force, Federal Aviation Administration, USACE, and Ahtna | HDR | Why Zoom When You Can Go 3D?! |