



2023 Anvil Finalists

Organization/Client	Agency (If Any)	Entry Name
AARP	FleishmanHillard	The Fight for Fair Rx Prices
Association of State and Territorial Health Officials	Riester Influence	Public Health Review Morning Edition
AT&T	FleishmanHillard	Bridge to Possibility: Closing the digital divide, together
Atlantic City Electric	AKCG - Public Relations Counselors	That's Smart: Inclusive Campaign to Advance Region's Energy Infrastructure
Bendix Commercial Vehicle Systems LLC	Marcus Thomas LLC	Bendix Commercial Vehicle Systems Powers Past the Competition in the Trucking Trades
Blackhawk Network	The Fletcher Group	2022 US Incentives, Rewards and Engagement Campaign
Block Advisors by H&R Block	Carmichael Lynch Relate	Showing Resiliency Through a Content-Driven Series
BMO		Stronger Together: Inspiring employee confidence to enable a world-class acquisition
Bohemian Foundation		Pianos About Town Program Highlights New and Diverse Artists
Bojangles	Luquire	Fill your tank while feeding your family: Bojangles helps you do both
BRACH'S (Ferrara Candy Company)	Golin	BRACH'S #TeamCandyCorn
BRG Communications		Better @ BRG
CeraVe	Coyne Public Relations	CeraVe Enlists Dermfluencers and TikTok Titans to Show Consumers How to #CleanseLikeaDerm
CHI St. Vincent	Ghidotti Communications	CHI St. Vincent Heart of the Home
Church Mutual Insurance Company, S.I. (a stock insurer)	Padilla	Church Mutual Helps Customers Navigate a New World of Risks with Education and Thought Leadership
Citrix	SHIFT Communications	#DaaSJams: Topping the Charts With the IT Community
City of Arlington, Texas		City of Arlington's Diversity and Inclusion Communication Efforts
Cobb EMC		Cobb EMC's Marketing, Communications, and Public Relations Team
Colorado Tourism Office	Handlebar PR LLC	The SLV is the Place to Be: Driving Visitation to Colorado's Lesser-Known San Luis Valley Region
CooperVision	McDougall Communications and Truth Collective	Game On, Presbyopia: CooperVision Introduces MyDay Multifocal
Coyne Public Relations		2022: Better 2Gether
Culver's	Hiebing	From Wisconsin With Love Brand Activation
Defense Intelligence Agency News Operations		Transcending Strategic Competition at DoDIIS Worldwide
Delta Dental of North Carolina	Fionix Consulting	The Tooth Fairy Initiative: Taking on the Crisis in Oral Care
Deutsch Family Wine & Spirits	Tombras Group and Praytell	Josh Cellars' Joshgiving: Putting the "Thanks" Back in Thanksgiving
DHL Supply Chain		Expanding Reach in a Complex Industry with the Power of Voice
DHL Supply Chain		Reaching New Heights by Bringing Innovation to Life Through Video
DHL Supply Chain	Fahlgren Mortine	Reaching New Heights
Duke Energy		Duke Energy's PR pros leverage Incident Command Structure (ICS) for timely and effective public information



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Duke Energy		Duke Energy's Spring Safety Challenge Improves Performance
Early Warning Services, LLC / Zelle	Huge	Scamdemic: Zelle® and Nev Schulman Partner to Protect Consumers
Eaton	Curious Agency	The Power of Perspectives
Eisai Inc.	Marina Maher Communications and Hashtag Health	Spot Her
El Toro Water District		El Toro Water District Water Views Newsletter
Fahlgren Mortine		61 Years of Growth and Innovation
Firebrand Communications		Achieving a Multiplier Effect for Tech Startups
Florida Power & Light Company	rbb Communications	A Sound Response to a Record-Setting Storm: FPL Gets the Lights Back On After Hurricane Ian
Genentech	Syneos Health Communications	Reclaiming the Double Take to Challenge Disability Stereotypes
Goodwill Industries of the Southern Piedmont		Goodwill's #StyledbyStacey: Making Secondhand Fashion Trendy
Greater Capital Area Association of REALTORS		GCAAR video: "The Installation"
H&R Block	Carmichael Lynch Relate	Showing Up in Outlets a Tax Brand Had Never Been Before
H&R Block	Carmichael Lynch Relate	"Using TikTok to Champion Equity for Collegiate Women Athletes"
H&R Block	Carmichael Lynch Relate	"A Fair Shot with NIL deals for NCAA Women"
H&R Block	Carmichael Lynch Relate	"Giving Collegiate Women Athletes A Fair Shot"
Honeywell	FINN Partners	Breathe Easy: How Honeywell is Driving Action for Better Indoor Air
Hospice Source	Thrive PR	Every Employee, Every Time: Engaging a Disparate Workforce
Hy-Vee, Inc.		Hy-Vee Homefront – Honoring, Supporting and Hiring Our Nation's Heroes
Icy Hot/Sanofi	Salutem	Icy Hot: Comebaq Courts
Idorsia Pharmaceuticals US	Ruder Finn	The Quest for Sleep
Illinois Department of Natural Resources and Tetra Tech	M. Harris & Co. and Span	Copi: The Rebranding of Asian Carp
Jefferson Lab		Jefferson Lab's Fall for Science Virtual Field Trip Digital platform
Jefferson Lab		Jefferson Lab's Fall for Science Virtual Field Trip Digital Website
Jefferson Lab		Jefferson Lab's Fall for Science Virtual Field Trip Hybrid Livestream Event
Karat	Wilbron, Inc.	Serena Williams, Champion of Brilliance - Karat's Brilliant Black Minds Recruitment Campaign
Keck Medicine of USC		Keck Medicine of USC Corporate Communications Team
Kensington	Integrity Public Relations, Inc.	Kensington StudioDock Launch
Ketchum		Ketchum, Best Mega Agency
King's Hawaiian	HUNTER	King's Hawaiian Helps Consumers "Roll Home in Style" / HUNTER & King's Hawaiian
L.L.Bean	Jackson Spalding	L.L.Bean Launches First-Ever Pre-Loved Collection of Vintage Goods



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Laffy Taffy	Agency H5, Day One Agency and Mindshare	Laffy Taffy's Summer of Laff-Ter
Levin Management Corporation	Caryl Communications	Delivering a Transformational, Soup-to-Nuts Retail Sentiment Survey and PR Campaign
Lockheed Martin		Making LMSpace for Everyone
Lockheed Martin		Lockheed Martin Launches Inaugural Space Impact Week - Recognizing World Space Week
Lockheed Martin		A Communications Team That is Out of This World
Megaworld Foundation, Inc.		A Silver Lining for Many Filipinos
Mesa Airlines	Xenophon Strategies	Summer of Misery: Mesa Airlines Campaign to End the Pilot Shortage
Mixte Communications		A community-driven agency amplifying the voices of bold leaders
Monell Chemical Senses Center	SL Vernick Communications	Bringing Legacy to Life: Monell Chemical Senses Center 2021-2022 Annual Report
Nevada Health Link	The Abbi Agency, Marketing for Change and Ericka Aviles Consulting	Nevada Health Link Open Enrollment 2023
Oklahoma Department of Mental Health and Substance Abuse Services	Jones PR	988 Oklahoma's Mental Health Lifeline
Orange County Government		Orange County Hurricane Ian Response: Public Safety through Social Media
Orange County Government, Florida		Two Unusual Late Fall Storms Wreak Havoc on Orange County, FL, and Threaten Annual Mayor's Toy Drive
Pacira BioSciences, Inc.	Coyne Public Relations	Freezing Out the Competition with iovera®
Partnership for the Presidio	MMGY-NJF, Global MediaX and Miles Partnership	Presidio Tunnel Tops – A Welcoming, World-Class Destination
PetSmart	Carmichael Lynch Relate	One in 10 Million: PetSmart Charities' Monumental Pet Adoption Milestone
Piedmont Natural Gas		The Power of Our People: Piedmont Natural Gas Tops J.D. Power Customer Satisfaction
Redwood Credit Union		Redwood Credit Union 2021 Annual Report
Sanofi US	Syneos Health	New Omnichannel Campaign with National Meningitis Association to Drive Urgency About Meningococcal Meningitis Vaccination Among Parents
Saputo Dairy USA, Frigo Cheese Heads	Carmichael Lynch Relate	Frigo Cheese Heads Encourages Tweens to Embrace Creative Snacking
Saputo Dairy USA, Frigo Cheese Heads	Carmichael Lynch Relate	Frigo Cheese Heads Empowers Tweens to Embrace Individuality
SGP BioEnergy	Edelman	Biorefineria Ciudad Dorada Campaign
Signify	Coyne Public Relations	Coyne Shines a Spotlight on Philips Hue in 2022
Southwest Transplant Alliance	Three Box Strategic Communications	Stories of Organ Donation: Sharing the Frontline Experience to Inspire One YES
St. Jude Children's Research Hospital		James R. Downing, MD, president and CEO



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Syracuse University		Syracuse University Newhouse School of Public Communications, Graduate Program
Syracuse University		Syracuse University, Newhouse School of Public Communications Undergraduate Program
Texas Tech University		Evermore
The Chemours Company	Corporate Reports, Inc.	Chemours Showcases Chemistry for a Better World in Revitalized Annual Sustainability Report
The City of Virginia Beach	S.E. Wells Communications, LLC	The Ripple Effect
The Contact Lens Institute	McDougall Communications	A Clear Vision: Helping Optometrists See Tomorrow
The Janssen Pharmaceutical Companies of Johnson & Johnson	FleishmanHillard, Local Wisdom, Target 10 and The Practice at J3	"Depression Looks Like Me" Takes Aim at Mental Health Representation
TourismOhio	Great Lakes Publishing.	2022 Ohio Travel Guide
Travel Iowa	FleishmanHillard and Integer	From Flyover to Flythrough State: Showcasing Iowa From A Whole New Perspective
Ukrainian PR Army	PLUS Communications	Fighting With Our Words
University of Georgia		Stick Around for Summer
Utah Tech University		A Small School Elicits Big Change Heard Around the World
Virginia Department of Health	VANCE/SIDDALL	CREATING CRITICAL COMMUNICATIONS INFRASTRUCTURE: THE COVID-19 COMMS HUB
Virginia Department of Health	VANCE/SIDDALL	VIRGINIA IS FOR HELPERS, COVID-19 AMBASSADORS PROGRAM
Visa	Access Brand Communications	Introducing Visa's Superpower: Security
Vitamix	Marcus Thomas LLC	A Recipe for Success: Using Consumer Shopping Guides to Overcome the Competition
Washington State Department of Ecology		Simple as That
Washington State Department of Health	C+C and The Anchor Group	WeConsider
Washington State Department of Health	C+C	Verdades del COVID
Wendy's	Ketchum, VMLY&R and Spark Foundry	Wendyverse
Westchester County Tourism & Film	Mower	Westchester: Beyond the Everyday
Yuba Water Agency		25 Years Since the New Year's Flood of 1997