



2023 Anvil Winners

Award	Category	Organization	Agency	Title of Entry
Bronze Anvil	Annual Reports	Redwood Credit Union		Redwood Credit Union 2021 Annual Report
Award of Commendation	Annual Reports	Monell Chemical Senses Center	SL Vernick Communications	Bringing Legacy to Life: Monell Chemical Senses Center 2021-2022 Annual Report
Award of Commendation	Annual Reports	The Chemours (chem-oars) Company	Corporate Reports, Inc.	Chemours Showcases Chemistry for a Better World in Revitalized Annual Sustainability Report
Silver Anvil	Best Agency > Best Boutique Agency (Revenue less than \$5M)	Firebrand Communications		Achieving a Multiplier Effect for Tech Startups
Award of Excellence	Best Agency > Best Boutique Agency (Revenue less than \$5M)	BRG Communications		Better @ BRG
Award of Excellence	Best Agency > Best Boutique Agency (Revenue less than \$5M)	Mixte Communications		A community-driven agency amplifying the voices of bold leaders
Silver Anvil	Best Agency > Best Mega Agency (Revenue Over \$200M)	Ketchum		Ketchum, Best Mega Agency
Silver Anvil	Best Agency > Best Mid-Sized Agency (Revenue \$20M - 75M)	Fahlgren Mortine		61 Years of Growth and Innovation
Award of Excellence	Best Agency > Best Mid-Sized Agency (Revenue \$20M - 75M)	Coyne Public Relations		2022: Better 2Gether
Silver Anvil	Best College/University Communications Program/Department > Graduate Program	Syracuse University		Syracuse University Newhouse School of Public Communications, Graduate Program
Silver Anvil	Best College/University Communications Program/Department > Undergraduate Program	Syracuse University		Syracuse University, Newhouse School of Public Communications Undergraduate Program
Silver Anvil	Best In-House Team > Associations/Nonprofit Organizations	Keck Medicine of USC		Keck Medicine of USC Corporate Communications Team
Silver Anvil	Best In-House Team > Business (Budget less than \$5M)	Cobb EMC		Cobb EMC's Marketing, Communications, and Public Relations Team
Silver Anvil	Best In-House Team > Business (Budget of \$5M or More)	Lockheed Martin		A Communications Team That is Out of This World
Award of Excellence	Best In-House Team > Business (Budget of \$5M or More)	Duke Energy		Duke Energy's PR pros leverage Incident Command Structure (ICS) for timely and effective public information



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Bronze Anvil	Blogs/Vlogs	Virginia Department of Health	VANCE/SIDDALL	CREATING CRITICAL COMMUNICATIONS INFRASTRUCTURE: THE COVID-19 COMMS HUB
Bronze Anvil	Branded Content	Block Advisors by H&R Block	Carmichael Lynch Relate	Showing Resiliency Through a Content-Driven Series
Silver Anvil	Community Relations > Business	Delta Dental of North Carolina	Fionix (Pheonix) Consulting	The Tooth Fairy Initiative: Taking on the Crisis in Oral Care
Silver Anvil	Community Relations > Government	Washington State Department of Health	C+C and The Anchor Group	WeConsider
Award of Excellence	Community Relations > Government	Oklahoma Department of Mental Health and Substance Abuse Services	Jones PR	988 Oklahoma's Mental Health Lifeline
Award of Excellence	Community Relations > Government	Washington State Department of Ecology	C+C	Simple as That
Silver Anvil	Content Marketing > Associations/Government/Nonprofit Organizations	Washington State Department of Health	C+C	Verdades del COVID
Award of Excellence	Content Marketing > Associations/Government/Nonprofit Organizations	The Contact Lens Institute	McDougall Communications	A Clear Vision: Helping Optometrists See Tomorrow
Award of Excellence	Content Marketing > Associations/Government/Nonprofit Organizations	Travel Iowa	FleishmanHillard and Integer	From Flyover to Flythrough State: Showcasing Iowa From A Whole New Perspective
Silver Anvil	Content Marketing > Business to Business	Citrix	SHIFT Communications	#DaaSJams: Topping the Charts With the IT Community
Silver Anvil	Content Marketing > Business to Consumers	Deutsch Family Wine & Spirits	Tombras Group and Praytell	Josh Cellars' Joshgiving: Putting the "Thanks" Back in Thanksgiving
Award of Excellence	Content Marketing > Business to Consumers	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
Silver Anvil	Crisis Communications > Crisis Communications Program	Florida Power & Light Company	rbb Communications	A Sound Response to a Record-Setting Storm: FPL Gets the Lights Back On After Hurricane Ian
Bronze Anvil	Digital Platform	Wendy's	Ketchum, VMLY&R and Spark Foundry	Wendyverse
Award of Commendation	Digital Platform	Jefferson Lab		Jefferson Lab's Fall for Science Virtual Field Trip Digital platform



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Silver Anvil	Events and Observances > More Than Seven Days > Associations/Government/Nonprofit Organizations	Yuba (You-buh) Water Agency		25 Years Since the New Year's Flood of 1997
Silver Anvil	Events and Observances > More Than Seven Days > Business	Laffy Taffy	Agency H5, Day One Agency and Mindshare	Laffy Taffy's Summer of Laff-Ter
Award of Excellence	Events and Observances > More Than Seven Days > Business	Hy-Vee, Inc.		Hy-Vee Homefront – Honoring, Supporting and Hiring Our Nation's Heroes
Silver Anvil	Events and Observances > Seven Or Fewer Days > Associations/Government/Nonprofit Organizations	Defense Intelligence Agency News Operations		Transcending Strategic Competition at DoDIIS Worldwide
Award of Excellence	Events and Observances > Seven Or Fewer Days > Associations/Government/Nonprofit Organizations	Jefferson Lab		Jefferson Lab's Fall for Science Virtual Field Trip Hybrid Livestream Event
Silver Anvil	Events and Observances > Seven Or Fewer Days > Business	Early Warning Services, LLC / Zelle	Huge	Scamdemic: Zelle® and Nev Schulman Partner to Protect Consumers
Award of Excellence	Events and Observances > Seven Or Fewer Days > Business	Lockheed Martin		Lockheed Martin Launches Inaugural Space Impact Week - Recognizing World Space Week
Bronze Anvil	Executive Communications	St. Jude Children's Research Hospital		James R. Downing, MD, president and CEO
Award of Commendation	Executive Communications	AT&T	FleishmanHillard	Bridge to Possibility: Closing the digital divide, together
Bronze Anvil	Feature Stories	Southwest Transplant Alliance	Three Box Strategic Communications	Stories of Organ Donation: Sharing the Frontline Experience to Inspire One YES
Silver Anvil	Global Communications	SGP BioEnergy	Edelman	Biorefineria Ciudad Dorada Campaign
Bronze Anvil	Influencer Marketing	Goodwill Industries of the Southern Piedmont		Goodwill's #StyledbyStacee: Making Secondhand Fashion Trendy
Award of Commendation	Influencer Marketing	Westchester County Tourism & Film	Mower	Westchester: Beyond the Everyday
Silver Anvil	Integrated Communications > Associations/Nonprofit Organizations	CHI St. Vincent	Ghidotti (Guh-dot-e) Communications	CHI St. Vincent Heart of the Home



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Award of Excellence	Integrated Communications > Associations/Nonprofit Organizations	Partnership for the Presidio	MMGY-NJF, Global MediaX and Miles Partnership	Presidio Tunnel Tops – A Welcoming, World-Class Destination
Award of Excellence	Integrated Communications > Associations/Nonprofit Organizations	The Contact Lens Institute	McDougall Communications	A Clear Vision: Helping Optometrists See Tomorrow
Silver Anvil	Integrated Communications > Business to Business	CooperVision	McDougall Communications and Truth Collective	Game On, Presbyopia: CooperVision Introduces MyDay Multifocal
Award of Excellence	Integrated Communications > Business to Business	DHL Supply Chain	Fahlgren Mortine	Reaching New Heights
Silver Anvil	Integrated Communications > Consumer Products	Culver's	Hiebing	From Wisconsin With Love Brand Activation
Award of Excellence	Integrated Communications > Consumer Products	Deutsch Family Wine & Spirits	Tombras Group and Praytell	Josh Cellars' Joshgiving: Putting the "Thanks" Back in Thanksgiving
Award of Excellence	Integrated Communications > Consumer Products	Saputo Dairy USA, Frigo Cheese Heads	Carmichael Lynch Relate	Frigo Cheese Heads Encourages Tweens to Embrace Creative Snacking
Silver Anvil	Integrated Communications > Consumer Services	Piedmont Natural Gas		The Power of Our People: Piedmont Natural Gas Tops J.D. Power Customer Satisfaction
Silver Anvil	Integrated Communications > Government	Oklahoma Department of Mental Health and Substance Abuse Services	Jones PR	988 Oklahoma's Mental Health Lifeline
Award of Excellence	Integrated Communications > Government	Nevada Health Link	The Abbi Agency, Marketing for Change and Ericka Aviles Consulting	Nevada Health Link Open Enrollment 2023
Award of Excellence	Integrated Communications > Government	Utah Tech University		A Small School Elicits Big Change Heard Around the World
Silver Anvil	Internal Communications > Business	Duke Energy		Duke Energy's Spring Safety Challenge Improves Performance
Award of Excellence	Internal Communications > Business	BMO		Stronger Together: Inspiring employee confidence to enable a world-class acquisition
Award of Excellence	Internal Communications > Business	Hospice Source	Thrive PR	Every Employee, Every Time: Engaging a Disparate Workforce



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Silver Anvil	Issues Management	Utah Tech University		A Small School Elicits Big Change Heard Around the World
Award of Excellence	Issues Management	Mesa Airlines	Xenophon Strategies	Summer of Misery: Mesa Airlines Campaign to End the Pilot Shortage
Bronze Anvil	Magazines	Texas Tech University		Evermore
Silver Anvil	Marketing > Business to Business	CooperVision	McDougall Communications and Truth Collective	Game On, Presbyopia: CooperVision Introduces MyDay Multifocal
Award of Excellence	Marketing > Business to Business	Honeywell	FINN Partners	Breath Easy: How Honeywell is Driving Action for Better Indoor Air
Silver Anvil	Marketing > Consumer Products - National/International Focus	Saputo Dairy USA, Frigo Cheese Heads	Carmichael Lynch Relate	Frigo Cheese Heads Empowers Tweens to Embrace Individuality
Silver Anvil	Marketing > Consumer Products - Regional Focus	Illinois Department of Natural Resources and Tetra Tech	M. Harris & Co. and Span	Copi: The Rebranding of Asian Carp
Award of Excellence	Marketing > Consumer Products - Regional Focus	King's Hawaiian	HUNTER	King's Hawaiian Helps Consumers "Roll Home in Style" / HUNTER & King's Hawaiian
Silver Anvil	Marketing > Consumer Services	H&R Block	Carmichael Lynch Relate	"A Fair Shot with NIL deals for NCAA Women"
Award of Excellence	Marketing > Consumer Services	Deutsch Family Wine & Spirits	Tombras Group and Praytell	Josh Cellars' Joshgiving: Putting the "Thanks" Back in Thanksgiving
Bronze Anvil	Media Relations > Associations/Nonprofit Organizations	PetSmart	Carmichael Lynch Relate	One in 10 Million: PetSmart Charities' Monumental Pet Adoption Milestone
Award of Commendation	Media Relations > Associations/Nonprofit Organizations	AARP	FleishmanHillard	The Fight for Fair Rx Prices
Award of Commendation	Media Relations > Associations/Nonprofit Organizations	Ukrainian PR Army	PLUS Communications	Fighting With Our Words
Bronze Anvil	Media Relations > Business to Business	Bendix Commercial Vehicle Systems LLC	Marcus Thomas LLC	Bendix Commercial Vehicle Systems Powers Past the Competition in the Trucking Trades
Award of Commendation	Media Relations > Business to Business	Blackhawk Network	The Fletcher Group	2022 US Incentives, Rewards and Engagement Campaign



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Award of Commendation	Media Relations > Business to Business	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
Bronze Anvil	Media Relations > Consumer Products > Non-Packaged Goods	Bojangles	Luquire	Fill your tank while feeding your family: Bojangles helps you do both
Award of Commendation	Media Relations > Consumer Products > Non-Packaged Goods	Kensington	Integrity Public Relations, Inc.	Kensington StudioDock Launch
Award of Commendation	Media Relations > Consumer Products > Non-Packaged Goods	Signify	Coyne Public Relations	Coyne Shines a Spotlight on Philips Hue in 2022
Bronze Anvil	Media Relations > Consumer Products > Packaged Goods	Vitamix	Marcus Thomas LLC	A Recipe for Success: Using Consumer Shopping Guides to Overcome the Competition
Award of Commendation	Media Relations > Consumer Products > Packaged Goods	BRACH'S (Ferrara Candy Company)	Golin	BRACH'S #TeamCandyCorn
Bronze Anvil	Media Relations > Consumer Services	H&R Block	Carmichael Lynch Relate	Showing Up in Outlets a Tax Brand Had Never Been Before
Award of Commendation	Media Relations > Consumer Services	Genentech	Syneos Health Communications	Reclaiming the Double Take to Challenge Disability Stereotypes
Silver Anvil	Most Effective Campaign On A \$5,000 To \$10,000 Budget	Orange County Government, Florida		Two Unusual Late Fall Storms Wreak Havoc on Orange County, FL, and Threaten Annual Mayor's Toy Drive
Award of Excellence	Most Effective Campaign On A \$5,000 To \$10,000 Budget	Colorado Tourism Office	Handlebar PR LLC	The SLV is the Place to Be: Driving Visitation to Colorado's Lesser-Known San Luis Valley Region
Award of Excellence	Most Effective Campaign On A \$5,000 To \$10,000 Budget	Levin Management Corporation	Caryl Communications	Delivering a Transformational, Soup-to-Nuts Retail Sentiment Survey and PR Campaign
Silver Anvil	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less)	Delta Dental of North Carolina	Fionix (Phoenix) Consulting	The Tooth Fairy Initiative: Taking on the Crisis in Oral Care
Award of Excellence	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less)	Duke Energy		Duke Energy's Spring Safety Challenge Improves Performance
Award of Excellence	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less)	University of Georgia		Stick Around for Summer



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Silver Anvil	Most Effective Diversity, Equity and Inclusion (DEI) Campaign	Karat	Wilbron, Inc.	Serena Williams, Champion of Brilliance - Karat's Brilliant Black Minds Recruitment Campaign
Award of Excellence	Most Effective Diversity, Equity and Inclusion (DEI) Campaign	Bohemian Foundation		Pianos About Town Program Highlights New and Diverse Artists
Silver Anvil	Multicultural Public Relations	Eisai Inc.	Marina Maher Communications and Hashtag Health	Spot Her
Award of Excellence	Multicultural Public Relations	Atlantic City Electric	AKCG - Public Relations Counselors	That's Smart: Inclusive Campaign to Advance Region's Energy Infrastructure
Award of Excellence	Multicultural Public Relations	Washington State Department of Health	C+C	Verdades del COVID
Bronze Anvil	Newsletters	El Toro Water District		El Toro Water District Water Views Newsletter
Bronze Anvil	Non-Traditional Tactics	Icy Hot/Sanofi	Salutem	Icy Hot: Comebaq Courts
Award of Commendation	Non-Traditional Tactics	Pacira BioSciences, Inc.	Coyne Public Relations	Freezing Out the Competition with iovera®
Award of Commendation	Non-Traditional Tactics	Virginia Department of Health	VANCE/SIDDALL	VIRGINIA IS FOR HELPERS, COVID-19 AMBASSADORS PROGRAM
Silver Anvil	Organization With The Most Impactful DEI Program > In-House	City of Arlington, Texas		City of Arlington's Diversity and Inclusion Communication Efforts
Bronze Anvil	Podcasts	DHL Supply Chain		Expanding Reach in a Complex Industry with the Power of Voice
Award of Commendation	Podcasts	Association of State and Territorial Health Officials	Riester (Ree-ster) Influence	Public Health Review Morning Edition
Silver Anvil	Public Service > Associations/Government/Nonprofit Organizations	The City of Virginia Beach	S.E. Wells Communications, LLC	The Ripple Effect
Award of Excellence	Public Service > Associations/Government/Nonprofit Organizations	Oklahoma Department of Mental Health and Substance Abuse Services	Jones PR	988 Oklahoma's Mental Health Lifeline
Silver Anvil	Reputation/Brand Management > Associations/Government/Nonprofit Organizations	Utah Tech University		A Small School Elicits Big Change Heard Around the World
Silver Anvil	Reputation/Brand Management > Business	H&R Block	Carmichael Lynch Relate	"Giving Collegiate Women Athletes A Fair Shot"



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Award of Excellence	Reputation/Brand Management > Business	Visa	Access Brand Communications	Introducing Visa's Superpower: Security
Bronze Anvil	Single Issue Publications	TourismOhio	Great Lakes Publishing.	2022 Ohio Travel Guide
Award of Commendation	Single Issue Publications	Eaton	Curious Agency	The Power of Perspectives
Award of Commendation	Single Issue Publications	Megaworld Foundation, Inc.		A Silver Lining for Many Filipinos
Bronze Anvil	Social Media > Multichannel Use	Orange County Government		Orange County Hurricane Ian Response: Public Safety through Social Media
Award of Commendation	Social Media > Multichannel Use	CeraVe (she-ruh-vee)	Coyne Public Relations	CeraVe Enlists Dermfluencers and TikTok Titans to Show Consumers How to #CleanseLikeaDerm
Award of Commendation	Social Media > Multichannel Use	Genentech	Syneos Health Communications	Reclaiming the Double Take to Challenge Disability Stereotypes
Bronze Anvil	Social Media > Single Channel Use	H&R Block	Carmichael Lynch Relate	"Using TikTok to Champion Equity for Collegiate Women Athletes"
Award of Commendation	Social Media > Single Channel Use	L.L.Bean	Jackson Spalding	L.L.Bean Launches First-Ever Pre-Loved Collection of Vintage Goods
Award of Commendation	Social Media > Single Channel Use	Lockheed Martin		Making LMSpace for Everyone
Bronze Anvil	Video	Greater Capital Area Association of REALTORS		GCAAR video: "The Installation"
Award of Commendation	Video	DHL Supply Chain		Reaching New Heights by Bringing Innovation to Life Through Video
Award of Commendation	Video	Idorsia Pharmaceuticals US	Ruder Finn	The Quest for Sleep
Bronze Anvil	Websites	Jefferson Lab		Jefferson Lab's Fall for Science Virtual Field Trip Digital Website
Award of Commendation	Websites	Sanofi US	Syneos Health	New Omnichannel Campaign with National Meningitis Association to Drive Urgency About Meningococcal Meningitis Vaccination Among Parents