



2024 Anvil Finalists

| Organization/Client | Agency (If Any) | Entry Name |
|---|------------------------------------|--|
| 7-Eleven | Edible, Inc, Dentsu and Intersport | 7-Eleven Brings Slurpee to a New Generation |
| Aflac Incorporated | Ketchum, KWI, RockOrange and Huck | Wellness Matters: Aflac Drives Importance of Preventive Care with Younger Consumers, Hispanics |
| Aflac Incorporated | RockOrange | Remisión Con Una Misión (Remission with a Mission): Empowering U.S. Hispanics to Take Charge of Their Health |
| Agoro Carbon Alliance | Padilla | Reducing Ag's Carbon Footprint 1 Million Acres at a Time |
| Allianz Partners USA | FINN Partners | Allianz Partners' Vacation Confidence Index Earns Media Dividends with New "Pay-cation" Travel Trend |
| American Forces Network and Defense Media Activity | | American Forces Network – Maintaining the Legacy while Innovating for our Future Forces |
| American Forces Network and Defense Media Activity | | American Forces Network: 82 Years of Strength, Evolution & Impact |
| American Forces Network and Defense Media Activity | | AFN Content Marketing Campaign for AFN Now App Launch |
| American Forces Network and Defense Media Activity | | Global AFN Now App Launch - Campaign for Overseas U.S. Military Audiences |
| American Forces Network and Defense Media Activity | | AFN Now App Launch - Campaign for Overseas U.S. Military Audiences |
| American Gastroenterological Association | Schmidt Public Affairs | David vs. Goliath: When the nation's most profitable insurer launched shocking new barriers to care, America's GI doctors rallied together — and won |
| Atlantic City Electric | AKCG - Public Relations Counselors | That's Smart: Atlantic City Electric Advances New Jersey's Energy Infrastructure |
| Baptist Health | Stone Ward | A Healthcare Campaign for Women by Baptist Health |
| Blue Cross and Blue Shield of Minnesota and ThreeSixty Journalism | Padilla | Disrupting the Mainstream Narrative on Racial Health Equity |
| PhRMA | Bose Public Affairs Group | From Advocacy to Action: How "Share the Savings" Reformed Indiana Law to Help Hoosier Patients Save at the Pharmacy Counter |
| BRACH'S | Agency H5 | BRACH'S Debuts First-Ever Candy Corn Club |
| BRACH'S and Warner Bros. Discovery Global Consumer Products | Agency H5 | The One Where BRACH'S Launched FRIENDS Conversation Hearts |
| BRG Communications | | BRG Communications |
| C+C | | C+C |
| CareSource | | 2023 CareSource Homecoming |
| City of Southlake - Southlake Departments of Public Safety | | Spontaneous & Safe on Southlake DPS's Socials |
| Cleveland Clinic | The Ferraro Group | Getting AHEAD of Alzheimer's disease – The Lou Ruvo Center for Brain Health's lecanemab campaign |



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| Cohen Veterans Network | | Cohen Veterans Network's 2023 Reverse The Ripple Suicide Prevention Campaign |
| College of Lake County | | A Path to Better Healthcare |
| Colorado Tourism Office | Handlebar PR | Driving Visitation to Leadville and Putting the Colorado Historic Opera Houses Circuit on the Map |
| Crest Industries | | The Culture Corps - Living our values & strengthening workplace culture |
| Dairy Farmers of Wisconsin | S/B Strategic Marketing and Spool Marketing | From Cheese Ball to Cheese Crawl, Art of Cheese Festival Has It All - Elevating Brand Perception Through Epic Interaction |
| Danone Light + Fit | FoodMinds | Fit to EmpowHER |
| DAV (Disabled American Veterans) | Crosby Marketing Communications | Victories for Veterans PSA Campaign |
| Dayton Children's Hospital | | Dayton Children's Hospital: 'when to be concerned' blog series |
| Defense Media Activity | | Defense Media Activity: Embracing Innovation and Emerging Technology to Elevate Storytelling |
| Delta Air Lines | | Keep Climbing Together: Rebuilding Delta from the inside out |
| Delta Air Lines | | Ready for a Rainy Day: Delta Air Lines introduces innovative investment in financial wellness |
| DHL Supply Chain | | DHL Supply Chain Shares Stories and Connects Listeners with its Brand in First-of-its-Kind Podcast |
| DHL Supply Chain | | Driving Value for DHL Supply Chain with Cross-Functional Partnerships and Impactful Initiatives |
| Ditto | Marcus Thomas LLC | Launching Ditto™ on Instagram: Disruptive Ideas for Sewing's Most Disruptive Tech |
| Ditto | Marcus Thomas LLC | Not Your Size, You Sized: Launching Ditto™, The Tech Bringing Ease and Inclusivity to Home Sewists |
| Duracell | Citizen Relations, VaynerMedia and EssenceMediacom | Ariana Madix x Duracell "I Buy My Own Batteries" |
| EvClay Public Relations | | EvClay PR: A Legacy of Values, Adaptability and Community Impact |
| Eviation | FINN Partners | Fasten your Seatbelts - Ushering in the Sustainable Era of Aviation with Eviation's All-Electric Alice Aircraft |
| Fahlgren Mortine | | Improving the World one Client at a Time |
| FEMSelect | LevLane | 'Kegels,' Vaginas, and Vulvas, Oh My!: Why does Meta STILL think 'Kegels' is a dirty word? |
| Florida Victorious | rbb Communications | Changing the NIL Narrative to Unite Gator Nation for Good |
| Food Bank of Northern Nevada | The Abbi Agency | Imagine Ending Hunger |
| Fullintel/Johnson & Johnson Innovative Medicine (JJIM) | | PRSA Anvil Submission - 3D Analytics (JJIM & Fullintel) |
| Goodwill Industries of the Southern Piedmont | | Goodwill's Annual Bridal Event |

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| GSK | Chandler Chicco Agency | Sideline RSV |
| GSK and Lifetime | Chandler Chicco Agency | Ask2BSure's Short Film: "I Never Thought to Ask: A Mom's Quest for Answers" |
| Harris Health System | | \$2.5 Billion Bond Referendum for the Health System |
| Holland America Line | The Decker/Royal Agency and NewmanPR | Holland America 150 – Harnessing our Past to Sail into the Future |
| Hostess Brands | Carmichael Lynch Relate | Introducing Hostess Kazbars to Snack-Obsessed America |
| HUNTER | | HUNTER Oak Award |
| IDRA | MVW Communications | IDRA at 50 – Celebrating a Bold Legacy and Bright Future |
| Ingalls Shipbuilding | | Ingalls Family Day 2023 |
| Intermountain Health | | Intermountain Colon Tour |
| Jacobsen Construction Company | STRUCK Creative Agency | Jacobsen's New Website Launch: "Built for Life Digital Debut: Bridging Connections, Enriching Lives" |
| Kaiser Permanente Diablo Service Area | Brown•Miller Communications | Kaiser Permanente Rallies a Community to Address Affordable Housing |
| Kaiser Permanente Diablo Service Area | Brown•Miller Communications | From "No" to "Now," Kaiser Permanente Leads Coalition to Shift Affordable Housing Attitudes |
| Kansas City Area Development Council | Violet PR | Flyover Country No More: Putting Kansas City on the Map |
| Krispy Kreme Doughnuts | FleishmanHillard | Krispy Kreme Turns Losing Lottery Tickets into 'Dough' |
| Landscape Structures, Inc. | Padilla | Playground Manufacturer Makes Its Media Moon Shot |
| Lane Community College | | Level Up at Lane Community College |
| Library of Congress | | Success Off the Shelf: The Library of Congress Office of Communications |
| Lockheed Martin | | I'm Throwing a Party in Space, Can You Help Me Planet? |
| Maine Center for Disease Control | Rinck Advertising | "Sipping Point" |
| McDonald's USA | BODEN Agency, Alma, Loud And Live, Starcom and Navigation Blvd | McDonald's USA x BODEN Agency: HACER® - Inspiring Hispanic Students to Reach for the Stars |
| Meharry Medical College, Organ Donation Advocacy Group (ODAG) and DCI Donor Services | FINN Partners | OrganEquity: the HBCU and OPO Partnership to Save Black Lives |
| Methodist Healthcare Ministries of South Texas, Inc. | | Methodist Healthcare Ministries' Communications Team |
| Michigan Consensus Policy Project, Michigan Future, Inc. and Michigan League for Public Policy | Martin Waymire | Expanding Michigan's Earned Income Tax Credit for Working Families |
| Milwaukee Diaper Mission | Serve Marketing and BVK | Milwaukee Diaper Mission Scores Big with NBA Star Partnership |
| Nationwide Children's Hospital | | Pediatrics Nationwide Magazine |
| Nemours Children's Health | ruckus | Well Beyond Medicine Podcast |
| Newell Brands | | Project Phoenix Communications: Building a Company for the Future |



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| Norwegian Seafood Council | Padilla | An epic saga of taste, sustainability and success |
| Oceana | | Oceana Annual Report 2022-2023 |
| Oklahoma Human Services | Candor | Paid Promotions to Recruit Child Care Workers |
| Onyx Coffee Lab | MHP/Team SI | Brewing Awareness: Onyx's Advent Buzz and Product Experience Connect with Key Audiences |
| Orange County Government | | English Learning Pilot Program Elevates Tourism Workers & Employers in #1 U.S. Travel Destination |
| PepsiCo Juntos Crecemos | BODEN Agency | Super Bowl |
| Planned Parenthood of Orange and San Bernardino Counties | Scatena Daniels Communications | Planned Parenthood of Orange and San Bernardino Counties: Responding to the Overturn of Roe v. Wade |
| Rollins College | Costa Communications | Non-Speaking Valedictorian Speech Goes Viral |
| Salk Institute | N/A | Inside Salk magazine 2023 |
| San Diego County | | Better Together: County of San Diego 2022-23 Annual Report |
| Sanofi | Ruder Finn, Patients & Purpose and Havas Media | Launching The 1 Pledge Movement |
| Saputo USA, Frigo Cheese Heads | Carmichael Lynch Relate | Frigo Cheese Heads: Tapping into Tween Creativity to Drive Brand Awareness |
| Seminole County, FL | | Paws & Claus: How Seminole County Animal Services promoted pet adoptions during an inaugural holiday event |
| Sensible Weather | Maverick Creative/FINN Partners | Get Paid When It Rains: How Sensible Weather Is Changing The Way You Think of Travel and Unpredictable Weather |
| Signal AI | | Signal AI Uses Best In Class Technology to Bring Customers Powerful Insights and Great Customer Experience |
| Southwest Transplant Alliance | Three Box Strategic Communications | Leveraging Influencers to Share a Lifesaving Message |
| St. Jude Children's Research Hospital | West Monroe Partners | St. Jude Hub: The Hub is your new Home |
| St. Jude Children's Research Hospital | | Living Our Values |
| St. Jude Children's Research Hospital | Creation Studios | 60 Years of St. Jude and Beyond |
| Syracuse University Newhouse School of Communications, Graduate Public Relations Program | | Syracuse University Newhouse School of Communications, Graduate Public Relations Program |
| Syracuse University Newhouse School of Public Communications, Public Relations Department | | Syracuse University Newhouse School of Communications, Undergraduate Public Relations Program |
| TABASCO® Brand | HUNTER | TABASCO® Brand x TINX Normalize Hot Sauce As Dressing |
| TD SYNnex | | TD SYNnex Direction of Technology Report |
| TD SYNnex | | Navigating Technology Tradewinds: 2023 Direction of Technology Report |
| Tennessee Department of Transportation | Gray Public Relations, The Atkins Group and Step In Communication | 3rd Annual No Trash November |



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| Texas Tech University | TRG | Eyes on the Horizon: Texas Tech University Centennial Campaign |
| The Boeing Company | TPN | Royal Sendoff – Delivery of the Last 747 |
| The Contact Lens Institute | McDougall Communications | Eye Opening Insights: The See Tomorrow Initiative |
| The Contact Lens Institute | McDougall Communications | Eye Opening Insights Spark Contact Lens Growth |
| The Contact Lens Institute | McDougall Communications | Seeing Eye to Eye: Insights Inspire Contact Lens Prescribers |
| The Department of Veterans Affairs Million Veteran Program | Dynamic Integrated Services | Million Milestone by Veterans Day |
| The Dyrt | Theirsay | The Dyrt's 2023 Camping Report |
| The Greater Topeka Partnership | Violet PR | The Hispanicization of Topeka, Kansas |
| The V Foundation for Cancer Research | Coyne Public Relations | “Don’t Give Up...Don’t Ever Give Up!”: 30th Anniversary of the V Foundation |
| The Wistar Institute | Tornek Design | Making Wistar Science more accessible: Focus magazine |
| TourismOhio | Great Lakes Publishing | 2023 Ohio Travel Guide |
| Troy-Bilt | Marcus Thomas, LLC | Troy-Bilt’s Low, Slow, & Mow Campaign Delivers Dinner and a Nice Yard |
| Troy-Bilt | Marcus Thomas, LLC | Troy-Bilt® takes the work out of yardwork with quick, easy TikTok hacks |
| U.S. Navy, Chief of Naval Personnel | | Chief of Naval Personnel 2023 Communication Strategy |
| United Airlines | | United Airlines – Where Good Leads The Way |
| University of Denver | | Catch a Phish |
| University of Memphis, Department of Journalism and Strategic Media | | Equipping students for job readiness: Our urban advantage |
| USAA Educational Foundation | Crosby Marketing Communications | The USAA Educational Foundation Website |
| Utah Department of Transportation | Intrepid | Turning Antagonists to Advocates Using Facebook Groups |
| Violet PR | | Empowering Underdogs: Violet PR's Journey to National Recognition in Economic Development PR |
| Visit Alexandria | | Powerhouse PR Team Elevates Small Virginia City Out of D.C.’s Shadows and Into National Spotlight |
| Washington State Department of Health | C+C | Prevent Overdose WA |
| WaterWipes | FleishmanHillard | Hallowclean |
| WaterWipes | FleishmanHillard | WaterWipes Hallowclean |
| WM | BCW | WM + BCW: Rebrand from Waste Management to WM |
| Wonderful Halos and The Wonderful Company | | Hal The Halo Takes on TikTok |
| Zurn Elkay Water Solutions | | Zurn Elkay 2022 Sustainability Report |