



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 Harris Health System	Chandler Chicco Agency	Ask2BSure's Short Film: "I Never Thought to Ask: A Mom's Quest for Answers" A \$2.5B Bond Awareness Campaign
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 Creemos	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	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 SYNEX		TD SYNEX Direction of Technology Report
TD SYNEX		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