



2024 Anvil Winners

Award	Category	Organization	Agency	Title of Entry
Bronze Anvil	Annual Reports	Zurn Elkay Water Solutions		Zurn Elkay 2022 Sustainability Report
Award of Commendation	Annual Reports	Oceana		Oceana Annual Report 2022-2023
Award of Commendation	Annual Reports	San Diego County		Better Together: County of San Diego 2022-23 Annual Report
Silver Anvil	Best Agency > Best Boutique Agency (Revenue less than \$5M)	Violet PR		Empowering Underdogs: Violet PR's Journey to National Recognition in Economic Development PR
Award of Excellence	Best Agency > Best Boutique Agency (Revenue less than \$5M)	BRG Communications		BRG Communications
Silver Anvil	Best Agency > Best Mid-Sized Agency (Revenue \$20M - 75M)	Fahlgren Mortine		Improving the World one Client at a Time
Silver Anvil	Best Agency > Best Small Agency (Revenue \$5M - \$20M)	C+C		C+C
Silver Anvil	Best AI Integration and Digital Innovations > In-House	Defense Media Activity		Defense Media Activity: Embracing Innovation and Emerging Technology to Elevate Storytelling
Silver Anvil	Best College/University Communications Program/Department > Graduate Program	Syracuse University Newhouse School of Communications, Graduate Public Relations Program		Syracuse University Newhouse School of Communications, Graduate Public Relations Program
Silver Anvil	Best College/University Communications Program/Department > Undergraduate Program	University of Memphis, Department of Journalism and Strategic Media		Equipping students for job readiness: Our urban advantage
Award of Excellence	Best College/University Communications Program/Department > Undergraduate Program	Syracuse University Newhouse School of Public Communications, Public Relations Department		Syracuse University Newhouse School of Communications, Undergraduate Public Relations Program

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Silver Anvil	Best In-House Team > Associations/ Nonprofit Organizations	Visit Alexandria		Powerhouse PR Team Elevates Small Virginia City Out of D.C.'s Shadows and Into National Spotlight
Award of Excellence	Best In-House Team > Associations/ Nonprofit Organizations	Methodist Healthcare Ministries of South Texas, Inc.		Methodist Healthcare Ministries' Communications Team
Silver Anvil	Best In-House Team > Business (Budget less than \$5M)	United Airlines		United Airlines - Where Good Leads The Way
Award of Excellence	Best In-House Team > Business (Budget less than \$5M)	DHL Supply Chain		Driving Value for DHL Supply Chain with Cross-Functional Partnerships and Impactful Initiatives
Silver Anvil	Best In-House Team > Business (Budget of \$5M or More)	Delta Air Lines		Keep Climbing Together: Rebuilding Delta from the inside out
Silver Anvil	Best In-House Team > Government	Library of Congress		Success Off the Shelf: The Library of Congress Office of Communications
Award of Excellence	Best In-House Team > Government	American Forces Network and Defense Media Activity		American Forces Network - Maintaining the Legacy while Innovating for our Future Forces
Silver Anvil	Best Solution Provider/Vendor > Analytics	Fullintel/Johnson & Johnson Innovative Medicine (J&J IM)		PRSA Anvil Submission - 3D Analytics (JJIM & Fullintel)
Silver Anvil	Best Solution Provider/Vendor > Media Monitoring	Signal AI		Signal AI Uses Best In Class Technology to Bring Customers Powerful Insights and Great Customer Experience
Bronze Anvil	Blogs/Vlogs	Dayton Children's Hospital		Dayton Children's Hospital: 'when to be concerned' blog series
Silver Anvil	Community Relations > Associations/ Nonprofit Organizations	Intermountain Health		Intermountain Colon Tour
Award of Excellence	Community Relations > Associations/ Nonprofit Organizations	Florida Victorious	rbb Communications	Changing the NIL Narrative to Unite Gator Nation for Good
Silver Anvil	Community Relations > Business	Kaiser Permanente Diablo Service Area	Brown • Miller Communications	Kaiser Permanente Rallies a Community to Address Affordable Housing
Silver Anvil	Community Relations > Government	Washington State Department of Health	C+C	Prevent Overdose WA
Award of Excellence	Community Relations > Government	Harris Health System		A \$2.5B Bond Awareness Campaign

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Award of Excellence	Community Relations > Government	Orange County Government		English Learning Pilot Program Elevates Tourism Workers & Employers in #1 U.S. Travel Destination
Silver Anvil	Content Marketing > Associations/ Government/Nonprofit Organizations	College of Lake County		A Path to Better Healthcare
Award of Excellence	Content Marketing > Associations/ Government/Nonprofit Organizations	American Forces Network and Defense Media Activity		AFN Content Marketing Campaign for AFN Now App Launch
Award of Excellence	Content Marketing > Associations/ Government/Nonprofit Organizations	Utah Department of Transportation	Intrepid	Turning Antagonists to Advocates Using Facebook Groups
Silver Anvil	Content Marketing > Business to Business	The Contact Lens Institute	McDougall Communications	Eye Opening Insights Spark Contact Lens Growth
Silver Anvil	Corporate Citizenship	Orange County Government		English Learning Pilot Program Elevates Tourism Workers & Employers in #1 U.S. Travel Destination
Award of Excellence	Corporate Citizenship	Danone Light + Fit	FoodMinds	Fit to EmpowHER
Silver Anvil	Crisis Communications	Newell Brands		Project Phoenix Communications: Building a Company for the Future
Bronze Anvil	Data Insights	Washington State Department of Health	C+C	Prevent Overdose WA
Award of Commendation	Data Insights	The Contact Lens Institute	McDougall Communications	Eye Opening Insights: The See Tomorrow Initiative
Award of Commendation	Data Insights	The Dyrt	Theirsay	The Dyrt's 2023 Camping Report
Bronze Anvil	Digital Platform	St. Jude Children's Research Hospital	West Monroe	St. Jude Hub: The Hub is your new Home
Silver Anvil	Events and Observances > More Than Seven Days > Associations/ Government/Nonprofit Organizations	IDRA	MVW Communications	IDRA at 50 - Celebrating a Bold Legacy and Bright Future
Award of Excellence	Events and Observances > More Than Seven Days > Associations/ Government/Nonprofit Organizations	Tennessee Department of Transportation	Gray Public Relations, The Atkins Group and Step In Communication	3rd Annual No Trash November

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Award of Excellence	Events and Observances > More Than Seven Days > Associations/ Government/Nonprofit Organizations	Texas Tech University	TRG	Eyes on the Horizon: Texas Tech University Centennial Campaign
Silver Anvil	Events and Observances > More Than Seven Days > Business	Holland America Line	The Decker/Royal Agency and NewmanPR	Holland America 150 – Harnessing our Past to Sail into the Future
Award of Excellence	Events and Observances > More Than Seven Days > Business	BRACH'S	Agency H5	BRACH'S Debuts First-Ever Candy Corn Club
Silver Anvil	Events and Observances > Seven Or Fewer Days > Associations/ Government/Nonprofit Organizations	Seminole County, FL		Paws & Claus: How Seminole County Animal Services promoted pet adoptions during an inaugural holiday event
Award of Excellence	Events and Observances > Seven Or Fewer Days > Associations/ Government/Nonprofit Organizations	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
Silver Anvil	Events and Observances > Seven Or Fewer Days > Business	Ditto	Marcus Thomas LLC	Not Your Size, You Sized: Launching Ditto™, The Tech Bringing Ease and Inclusivity to Home Sewists
Award of Excellence	Events and Observances > Seven Or Fewer Days > Business	Ingalls Shipbuilding		Ingalls Family Day 2023
Award of Excellence	Events and Observances > Seven Or Fewer Days > Business	The Boeing Company	TPN	Royal Sendoff – Delivery of the Last 747
Bronze Anvil	Executive Communications	St. Jude Children's Research Hospital		Living Our Values
Bronze Anvil	Feature Stories	FEMSelect	LevLane	'Kegels,' Vaginas, and Vulvas, Oh My!: Why does Meta STILL think 'Kegels' is a dirty word?
Silver Anvil	Global Communications	American Forces Network and Defense Media Activity		Global AFN Now App Launch - Campaign for Overseas U.S. Military Audiences
Bronze Anvil	Influencer Marketing	Troy-Bilt	Marcus Thomas, LLC	Troy-Bilt's Low, Slow, & Mow Campaign Delivers Dinner and a Nice Yard
Award of Commendation	Influencer Marketing	Sanofi	Ruder Finn, Patients & Purpose and Havas Media	Launching The 1 Pledge Movement
Award of Commendation	Influencer Marketing	Southwest Transplant Alliance	Three Box Strategic Communications	Leveraging Influencers to Share a Lifesaving Message

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Silver Anvil	Influencer Marketing > Macro-Influencers	Ditto	Marcus Thomas LLC	Not Your Size, You Sized: Launching Ditto™, The Tech Bringing Ease and Inclusivity to Home Sewists
Award of Excellence	Influencer Marketing > Macro-Influencers	TABASCO® Brand	HUNTER	TABASCO® Brand x TINX Normalize Hot Sauce As Dressing
Silver Anvil	Integrated Communications > Associations/Nonprofit Organizations	Goodwill Industries of the Southern Piedmont		Goodwill's Annual Bridal Event
Award of Excellence	Integrated Communications > Associations/Nonprofit Organizations	Maine Center for Disease Control	Rinck Advertising	"Sipping Point"
Silver Anvil	Integrated Communications > Business to Business	The Contact Lens Institute	McDougall Communications	Seeing Eye to Eye: Insights Inspire Contact Lens Prescribers
Award of Excellence	Integrated Communications > Business to Business	Agoro Carbon Alliance	Padilla	Reducing Ag's Carbon Footprint 1 Million Acres at a Time
Silver Anvil	Integrated Communications > Consumer Products	Onyx Coffee Lab	MHP/Team SI	Brewing Awareness: Onyx's Advent Buzz and Product Experience Connect with Key Audiences
Award of Excellence	Integrated Communications > Consumer Products	7-Eleven	Edible, Inc, Dentsu and Intersport	7-Eleven Brings Slurpee to a New Generation
Award of Excellence	Integrated Communications > Consumer Products	TABASCO® Brand	HUNTER	TABASCO® Brand x TINX Normalize Hot Sauce As Dressing
Silver Anvil	Integrated Communications > Consumer Services	Baptist Health	Stone Ward	A Healthcare Campaign for Women by Baptist Health
Award of Excellence	Integrated Communications > Consumer Services	Aflac Incorporated	Ketchum, KWI, RockOrange and Huck	Wellness Matters: Aflac Drives Importance of Preventive Care with Younger Consumers, Hispanics
Award of Excellence	Integrated Communications > Consumer Services	Atlantic City Electric	AKCG - Public Relations Counselors	That's Smart: Atlantic City Electric Advances New Jersey's Energy Infrastructure
Silver Anvil	Integrated Communications > Government	The Department of Veterans Affairs Million Veteran Program	Dynamic Integrated Services	Million Milestone by Veterans Day
Award of Excellence	Integrated Communications > Government	Lane Community College		Level Up at Lane Community College
Award of Excellence	Integrated Communications > Government	Washington State Department of Health	C+C	Prevent Overdose WA

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Silver Anvil	Internal Communications > Associations/Government/Nonprofit Organizations	U.S. Navy, Chief of Naval Personnel		Chief of Naval Personnel 2023 Communication Strategy
Award of Excellence	Internal Communications > Associations/Government/Nonprofit Organizations	American Forces Network and Defense Media Activity		AFN Now App Launch - Campaign for Overseas U.S. Military Audiences
Award of Excellence	Internal Communications > Associations/Government/Nonprofit Organizations	CareSource		2023 CareSource Homecoming
Silver Anvil	Internal Communications > Business	Crest Industries		The Culture Corps - Living our values & strengthening workplace culture
Award of Excellence	Internal Communications > Business	Delta Air Lines		Ready for a Rainy Day: Delta Air Lines introduces innovative investment in financial wellness
Silver Anvil	Issues Management	University of Denver		Catch a Phish
Bronze Anvil	Magazines	Nationwide Children's Hospital		Pediatrics Nationwide Magazine
Award of Commendation	Magazines	Salk Institute		Inside Salk magazine 2023
Award of Commendation	Magazines	The Wistar (wh-star) Institute	Tornek Design	Making Wistar Science more accessible: Focus magazine
Silver Anvil	Marketing > Consumer Products - National/International Focus	Saputo USA, Frigo Cheese Heads	Carmichael Lynch Relate	Frigo Cheese Heads: Tapping into Tween Creativity to Drive Brand Awareness
Award of Excellence	Marketing > Consumer Products - National/International Focus	Hostess Brands	Carmichael Lynch Relate	Introducing Hostess Kazbars to Snack-Obsessed America
Award of Excellence	Marketing > Consumer Products - National/International Focus	WaterWipes	FleishmanHillard	WaterWipes Hallowclean
Silver Anvil	Marketing > Consumer Products - Regional Focus	Norwegian Seafood Council	Padilla	An epic saga of taste, sustainability and success
Silver Anvil	Marketing > Consumer Services	Cohen Veterans Network		Cohen Veterans Network's 2023 Reverse The Ripple Suicide Prevention Campaign
Award of Excellence	Marketing > Consumer Services	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

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Bronze Anvil	Media Relations > Associations/ Nonprofit Organizations	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
Award of Commendation	Media Relations > Associations/ Nonprofit Organizations	Kansas City Area Development Council	Violet PR	Flyover Country No More: Putting Kansas City on the Map
Award of Commendation	Media Relations > Associations/ Nonprofit Organizations	The V Foundation for Cancer Research	Coyne Public Relations	“Don’t Give Up...Don’t Ever Give Up!”: 30th Anniversary of the V Foundation
Bronze Anvil	Media Relations > Business to Business	Landscape Structures, Inc.	Padilla	Playground Manufacturer Makes Its Media Moon Shot
Bronze Anvil	Media Relations > Consumer Products > Non-Packaged Goods	Allianz Partners USA	FINN Partners	Allianz Partners’ Vacation Confidence Index Earns Media Dividends with New “Pay- cation” Travel Trend
Bronze Anvil	Media Relations > Consumer Products > Packaged Goods	BRACH'S and Warner Bros. Discovery Global Consumer Products	Agency H5	The One Where BRACH'S Launched FRIENDS Conversation Hearts
Bronze Anvil	Media Relations > Consumer Services	Krispy Kreme Doughnuts	FleishmanHillard	Krispy Kreme Turns Losing Lottery Tickets into ‘Dough’
Award of Commendation	Media Relations > Consumer Services	GSK	Chandler Chicco Agency	Sideline RSV
Award of Commendation	Media Relations > Consumer Services	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
Bronze Anvil	Media Relations > Government	The Greater Topeka Partnership	Violet PR	The Hispanicization of Topeka, Kansas
Silver Anvil	Most Effective Campaign On A \$5,000 To \$10,000 Budget	Seminole County, FL		Paws & Claus: How Seminole County Animal Services promoted pet adoptions during an inaugural holiday event
Award of Excellence	Most Effective Campaign On A \$5,000 To \$10,000 Budget	Colorado Tourism Office	Handlebar PR	Driving Visitation to Leadville and Putting the Colorado Historic Opera Houses Circuit on the Map
Silver Anvil	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less)	Orange County Government		English Learning Pilot Program Elevates Tourism Workers & Employers in #1 U.S. Travel Destination
Award of Excellence	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less)	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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Award of Excellence	Most Effective Campaign On A Shoestring Budget (\$5,000 or Less)	Rollins College	Costa Communications	Non-Speaking Valedictorian Speech Goes Viral
Silver Anvil	Most Effective Diversity, Equity and Inclusion (DEI) Campaign	Meharry Medical College, Organ Donation Advocacy Group (ODAG) and DCI Donor Services	FINN Partners	OrganEquity: the HBCU and OPO Partnership to Save Black Lives
Silver Anvil	Multicultural Public Relations	Aflac Incorporated	RockOrange	Remisión Con Una Misión (Remission with a Mission): Empowering U.S. Hispanics to Take Charge of Their Health
Award of Excellence	Multicultural Public Relations	Blue Cross and Blue Shield of Minnesota and ThreeSixty Journalism	Padilla	Disrupting the Mainstream Narrative on Racial Health Equity
Award of Excellence	Multicultural Public Relations	PepsiCo Juntos Creemos	BODEN Agency	Super Bowl
Bronze Anvil	Newsletters	Lockheed Martin		I'm Throwing a Party in Space, Can You Help Me Planet?
Silver Anvil	Oak Award > Agency	HUNTER		HUNTER Oak Award
Award of Excellence	Oak Award > Agency	EvClay Public Relations		EvClay PR: A Legacy of Values, Adaptability and Community Impact
Silver Anvil	Oak Award > In-House	American Forces Network and Defense Media Activity		American Forces Network: 82 Years of Strength, Evolution & Impact
Bronze Anvil	Paid Promotions	Oklahoma Human Services	Candor	Paid Promotions to Recruit Child Care Workers
Award of Commendation	Paid Promotions	WaterWipes	FleishmanHillard	Hallowclean
Bronze Anvil	Podcasts	Nemours Children's Health	ruckus	Well Beyond Medicine Podcast
Award of Commendation	Podcasts	DHL Supply Chain		DHL Supply Chain Shares Stories and Connects Listeners with its Brand in First-of-its-Kind Podcast
Silver Anvil	Public Affairs	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

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Award of Excellence	Public Affairs	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
Award of Excellence	Public Affairs	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
Silver Anvil	Public Service > Associations/ Government/Nonprofit Organizations	DAV (Disabled American Veterans)	Crosby Marketing Communications	Victories for Veterans PSA Campaign
Award of Excellence	Public Service > Associations/ Government/Nonprofit Organizations	Food Bank of Northern Nevada	The Abbi Agency	Imagine Ending Hunger
Award of Excellence	Public Service > Associations/ Government/Nonprofit Organizations	Milwaukee Diaper Mission	Serve Marketing and BVK	Milwaukee Diaper Mission Scores Big with NBA Star Partnership
Silver Anvil	Public Service > Business	Kaiser Permanente Diablo Service Area	Brown • Miller Communications	From “No” to “Now,” Kaiser Permanente Leads Coalition to Shift Affordable Housing Attitudes
Silver Anvil	Reputation/Brand Management > Associations/Government/Nonprofit Organizations	U.S. Navy, Chief of Naval Personnel		Chief of Naval Personnel 2023 Communication Strategy
Award of Excellence	Reputation/Brand Management > Associations/Government/Nonprofit Organizations	Texas Tech University	TRG	Eyes on the Horizon: Texas Tech University Centennial Campaign
Award of Excellence	Reputation/Brand Management > Associations/Government/Nonprofit Organizations	Utah Department of Transportation	Intrepid	Turning Antagonists to Advocates Using Facebook Groups
Silver Anvil	Reputation/Brand Management > Business	WM	BCW	WM + BCW: Rebrand from Waste Management to WM
Award of Excellence	Reputation/Brand Management > Business	Eviation	FINN Partners	Fasten your Seatbelts - Ushering in the Sustainable Era of Aviation with Eviation’s All-Electric Alice Aircraft
Award of Excellence	Reputation/Brand Management > Business	TD SYNEX		Navigating Technology Tradewinds: 2023 Direction of Technology Report

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Bronze Anvil	Single Issue Publications	TourismOhio	Great Lakes Publishing	2023 Ohio Travel Guide
Award of Commendation	Single Issue Publications	TD SYNEX		TD SYNEX Direction of Technology Report
Bronze Anvil	Social Media > Multichannel Use	Duracell	Citizen Relations, VaynerMedia and EssenceMediacom	Ariana Madix x Duracell "I Buy My Own Batteries"
Award of Commendation	Social Media > Multichannel Use	City of Southlake - Southlake Departments of Public Safety		Spontaneous & Safe on Southlake DPS's Socials
Bronze Anvil	Social Media > Single Channel Use	Ditto	Marcus Thomas LLC	Launching Ditto™ on Instagram: Disruptive Ideas for Sewing's Most Disruptive Tech
Award of Commendation	Social Media > Single Channel Use	Troy-Bilt	Marcus Thomas, LLC	Troy-Bilt® takes the work out of yardwork with quick, easy TikTok hacks
Award of Commendation	Social Media > Single Channel Use	Wonderful Halos and The Wonderful Company		Hal The Halo Takes on TikTok
Bronze Anvil	Video	Florida Victorious	rbb Communications	Changing the NIL Narrative to Unite Gator Nation for Good
Award of Commendation	Video	GSK and Lifetime	Chandler Chicco Agency	Ask2BSure's Short Film: "I Never Thought to Ask: A Mom's Quest for Answers"
Award of Commendation	Video	St. Jude Children's Research Hospital	Creation Studios	60 Years of St. Jude and Beyond
Bronze Anvil	Websites	USAA Educational Foundation	Crosby Marketing Communications	The USAA Educational Foundation Website
Award of Commendation	Websites	Jacobsen Construction Company	STRUCK Creative Agency	Jacobsen's New Website Launch: "Built for Life Digital Debut: Bridging Connections, Enriching Lives"

Congratulations!

Visit prsa.org/anvil-awards for the ceremony highlights.