



2023

ANVIL AWARDS

PRSA Anvil Awards Ceremony

June 8, 2023

Edison Ballroom • New York City

PRSA

“I was so very inspired by this year’s PRSA Anvil winners, which were submitted by such a diverse group of companies and organizations spanning a variety of sizes, budgets and industry sectors. It has never been a better time to be part of this program to earn the recognition you and your team deserve. So, keep an eye out for the 2024 Anvils Call for Entries when it launches later this year, as it remains critically important that we recognize our peers for stellar work. I’m deeply grateful, too, to our engaged committee members for their support and contributions.”

Mike Gross, APR

Chair of the 2023 PRSA Honors and Awards Committee &
President, AKCG – Public Relations Counselors



Our Sponsors



Strategic Communication



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2023 Honors & Awards Committee

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2023 Anvil Categories

Silver Anvil Strategic Campaign Awards

1. Community Relations

- 1A. Associations/Nonprofit Organizations
- 1B. Government
- 1C. Business

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. “Community” in this category refers to a specific geographic location or locations.

2. Content Marketing

- 2A. Associations/Government/Nonprofit Organizations
- 2B. Business to Business
- 2C. Business to Consumer

Programs that effectively demonstrate a strategic program that includes creating and distributing valuable content to attract, acquire, and engage target audience(s). Include examples and metrics.

3. Crisis Communications

- 3A. Crisis Communications Program
- 3B. Cyber Related Crisis
- 3C. Social Media Related Crisis
- 3D. Health and Safety Related Crisis

Includes programs undertaken to deal with an unplanned event that required an immediate response.

4. Events and Observances

- 4A. More Than Seven Days
 - 4AA. Associations/Government/Nonprofit Organizations
 - 4AB. Business
- 4B. Seven Or Fewer Days
 - 4BA. Associations/Government/Nonprofit Organizations
 - 4BB. Business

Includes virtual or in-person programs or events, such as commemorations, observances, conferences, openings, yearlong anniversaries, celebrations or other special activities. Events that took place for longer than a one-week period should be entered in “4A. More Than Seven Days” and events occurring within a time span of one week should be entered in “4B. Seven Or Fewer Days.”

5. Financial Communications

Includes programs directed to shareowners, other investors and the investment community; includes communication programs related to decentralized currencies.

6. Global Communications

Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, that demonstrates effective global communications implemented in more than one country.

2023 Anvil Categories

7. Influencer Marketing

7A. Macro-Influencers

7B. Micro-Influencers

Macro-influencers: Celebrities, executives, bloggers, and journalists who have 10,000–1M followers. They have the highest topical relevance on the spectrum, with category-specific influence – such as lifestyle, fashion or business.

Micro-influencers: Everyday consumers or employees or industry experts who have 500–10,000 followers. They have the highest brand relevance and resonance on the spectrum of influencers, with influence driven by their personal experience and strength of relationship with their networks.

8. Integrated Communications

8A. Associations/Nonprofit Organizations

8B. Government

8C. Business to Business

8D. Consumer Products

8E. Consumer Services

Includes creative and effective integrated campaigns, along with other marketing or communications including paid, earned, shared and owned efforts. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

9. Internal Communications

9A. Associations/Government/Nonprofit Organizations

9B. Business

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

10. Issues Management

For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

11. Marketing

11A. Business to Business

11B. Consumer Products – Regional Focus

11C. Consumer Products – National/International Focus

11D. Consumer Services

Includes programs designed to introduce new products/services or promote existing products/services to a particular audience.

12. Most Effective Campaign on a \$5,000 to \$10,000 Budget

Effective campaign delivered within parameters of a limited budget. This does not include staff time and overhead.

13. Most Effective Campaign on a Shoestring Budget (\$5,000 or Less)

Successful campaign despite constraints of a small budget. This does not include staff time and overhead.

14. Most Effective ESG Campaign

Program that enhances an organization's reputation and demonstrates a business approach to initiatives that positively impact society. Campaigns to highlight the positive impact that they have had delivering environmental and social benefits to stakeholders.

2023 Anvil Categories

15. Multicultural Public Relations

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

16. Most Effective Diversity, Equity and Inclusion (DEI) Campaign

Efforts devoted to promoting inclusivity and/or dismantle discrimination for racial, ethnic, religious or sexual orientation and gender differences.

17. Public Affairs

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

18. Public Service

18A. Associations/Government/Nonprofit Organizations

18B. Business

18C. Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)

Includes programs that advance public understanding of societal issues, problems or concerns.

19. Reputation/Brand Management

19A. Associations/Government/Nonprofit Organizations

19B. Business

Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

Best of Silver Anvil

A Best of Silver Anvil Award recipient is selected from among the year's Silver Anvil Strategic Campaign Award winners. The Best of Silver Anvil winner represents the pinnacle of excellence in public relations programming and demonstrates public relations' strategic value and ability to drive critical business outcomes.

Silver Anvil Organizational Awards

1. Best In-House Team

1A. Associations/Nonprofit Organizations

1B. Government

1C. Business (Budget less than \$5M)

1D. Business (Budget of \$5M or More)

A public relations/public affairs/communications team that demonstrates excellence in public relations.

2. Best Agency

2A. Best Boutique Agency (Revenue less than \$5M)

2B. Best Small Agency (Revenue \$5M - \$20M)

2C. Best Mid-Sized Agency (Revenue \$20M - 75M)

2D. Best Large Agency (Revenue \$75M - \$200M)

2E. Best Mega Agency (Revenue Over \$200M)

An agency team that demonstrates excellence in public relations.

2023 Anvil Categories

3. Organization with the Most Impactful DEI Program

3A. Agency

3B. In-House

A team focused on shaping and implementing effective diversity, equity and inclusion initiatives for its organization or company. These meaningful efforts have led to a more supportive, rewarding working environment for all.

4. Best College/University Communications Program/Department

4A. Undergraduate Program

4B. Graduate Program

A college/university team that is best preparing the next generation of communication practitioners through an innovative curriculum, high standards for student success and placement assistance.

Bronze Anvil Tactical Awards

Paid:

1. Paid Promotion

Use of sponsorships, paid placements, or other marketing communications tactics that complement a broader public relations strategy or approach and generate exceptional ROI. These efforts should be targeted and strategic, and ultimately demonstrate a distinct purpose that aligns with the goals of an overview campaign or specific desired outcome.

Earned:

2. Media Relations

2A. Associations/ Nonprofit Organizations

2B. Government

2C. Business-To-Business

2D. Consumer Products

2DA. Non-Packaged Goods

2DB. Packaged Goods

2E. Consumer Services

Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, including media impact. Upload or provide YouTube/Vimeo links to any television or radio coverage. The Non-Packaged Goods subcategory refers to consumer products, such as clothing, appliances, furniture, etc. The Packaged Goods subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries, cosmetics, etc.

3. Feature Stories

Feature articles that have been written by a practitioner and submitted and published through his/her efforts. Submit text of feature article, as well as documentation of publication and placement. The one-page summary should include target audience, measurable objectives and any documented results. Articles must be written in their entirety or substantively by the entrant, and not merely “pitched.”

2023 Anvil Categories

4. Executive Communications

Positioning of an executive at any level across earned, owned, and share platforms. The one-page summary should include information about the executive and stated objectives, quantification of results as well as copies of significant placements, social media, posts or memos.

Shared:

5. Social Media

5A. Single Channel Use

5B. Multichannel Use

How did you use social media to tell a story or connect with an audience? Share screenshots or links to your work and provide detailed results focusing on engagement and conversions, where applicable.

6. Influencer Marketing

Tactic that focuses on using paid spokespeople and key leaders to increase awareness and drive your brand's message to the larger market. Include details of achievements/benchmarks on how the spokesperson met/exceeded campaign goals.

Owned:

7. Digital Platform

Did you launch or substantially enhance a digital platform? How was it launched and how much risk was involved in your marketing plan? What value did the end user receive and how did it specifically match goals? Include metrics and benchmarks. This entry can be completed by a vendor or the customer.

8. Data Insights

The use of data or research in a program to inform a communications strategy and/or message development. Demonstrate how the insights were acquired and applied.

9. Websites

Use of a website as part of a communications or content marketing program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites and how the site met or exceeded your communications benchmarks.

10. Non-Traditional Tactics

Innovative, unconventional, creative tactics or approaches used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (Photographic and/or video representation of any physical objects should be uploaded to be fully considered in this category.)

2023 Anvil Categories

11. Annual Reports

Publications that report on an organization's annual performance. Upload a sample of one copy of the publication, along with a one-page summary.

12. Blogs/Vlogs

Web-based journals, or blogs, that communicated to a target audience. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

13. Newsletters

Publications – digital or print – designed, written and published/distributed periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Upload samples of three consecutive issues, along with a one-page summary including goals and results.

14. Single-Issue Publications

Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Upload a sample of one copy of the publication along with the one-page summary including goals and results.

15. Magazines

Publications designed to provide in-depth information about an organization or topic on a regular basis (Print, digital only and both will be considered). Magazines typically differentiate from newsletters by the number of pages and length of articles. Upload samples of three consecutive issues along with the one-page summary including goals and results.

16. Video

Produced videos to inform target audiences of an event, brand, product, service, issue or organization. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

17. Branded Content

Use of content generation to promote a particular brand which funds the content's production. Upload samples along with the one-page summary including goals and results.

18. Podcasts

How did you tell your story – was the purpose to teach or share? Was it intended for internal or external audiences and was there engagement on multiple platforms? Provide goals, results and listener feedback.



2023 Anvil Finalists

AARP with FleishmanHillard for The Fight for Fair Rx Prices



Association of State and Territorial Health Officials with Riestler Influence for Public Health Review Morning Edition



Public Health Review Morning Edition is a daily newscast produced by the Association of State and Territorial Health Officials (ASTHO) that reaches public health officials, experts, and academics across the country. The newscast has helped ASTHO achieve a key communications goal: boosting engagement with emailed content. In 2022, the newscast contributed to an 11% increase in ASTHO email newsletter click-through rates and a 31% increase in email open rates (from 20% to 51% in eight months), while growing to more than 102,000 total listeners. The newscast is driving the audience to written content while boosting engagement.

AT&T with FleishmanHillard for Bridge to Possibility: Closing the Digital Divide, Together



Connectivity is a bridge to possibility, but not everyone has access to the opportunities that high-speed internet access brings. This is the digital divide. And it hinders millions of Americans from having the information they need to thrive. At AT&T, our purpose is to connect people to greater possibility. We're committed to using our reach and resources to encourage access, affordability and adoption of broadband services to those who need it most. Our integrated campaign combined public awareness, employee engagement and executive leadership to showcase how we're helping to close the digital divide, together.

Atlantic City Electric with AKCG - Public Relations Counselors for That's Smart: Inclusive Campaign to Advance Region's Energy Infrastructure



Bendix Commercial Vehicle Systems LLC with Marcus Thomas LLC for Bendix Commercial Vehicle Systems Powers Past the Competition in the Trucking Trades



When competing with three other top-tier equipment suppliers, trade media relations are essential to help Bendix Commercial Vehicle Systems elevate its presence in the trucking marketplace. Looking to dominate editorial share of voice and other key metrics, Marcus Thomas used insights on what information fleets seek most to shape our strategy of positioning Bendix tech leaders as experts, elevating products, and associating executives with thought leadership. Through top-tier trade articles, radio segments, bylines, and podcasts – along with creating press releases, bylines, and other content – Bendix dominated the competitors in editorial coverage, meeting all five objectives of its campaign.

Blackhawk Network with The Fletcher Group for 2022 US Incentives, Rewards and Engagement Campaign



In 2022 Blackhawk Network (BHN) and its long-standing agency, The Fletcher Group, executed a research-driven media relations campaign that positioned BHN and its executives as go-to experts in the B2B rewards space. The campaign educated employers, retailers and other businesses on how to best engage target audiences, stave off ongoing economic challenges, adjust to new workplace landscapes, build loyalty, protect and boost budgets and more through carefully structured, modern rewards and incentives programs. The team exceeded its goals with a wildly successful portfolio of national and trade media results generated by data-supported key messaging, smart forecasting and dogged trendspotting commentary.

Block Advisors by H&R Block with Carmichael Lynch Relate for Showing Resiliency Through a Content-Driven Series



Block Advisors is a division of H&R Block that provides tax, payroll and bookkeeping services to small business owners. To connect with this audience, we developed the “Small Business Resiliency Series” – an owned content series that creatively showcased the many faces and facets of small business owners. We shared newsworthy insights gained from a survey of over 1,000 Block Advisors customers via news releases and infographics. We also photographed and documented five small business owners and shared their stories of resiliency. The results? Increased brand awareness of Block Advisors among small business owners and increased social engagement rates.

BMO for Stronger Together: Inspiring Employee Confidence to Enable a World-Class Acquisition



When BMO announced in 2021 that it would acquire Bank of the West (BOTW), the banks’ quick and innovative communications inspired confidence among BOTW employees who were essential to the deal’s success. The objective was to ease employees’ anxiety and build excitement about the acquisition. With comprehensive resources for leaders, unique team celebrations, and a constant drumbeat of multi-channel tactics to demonstrate the companies’ cultural alignment, BOTW employees’ support increased throughout the integration. As a result, the bank increased employee retention rates and strengthened its position for ongoing growth.



Bohemian Foundation for Pianos About Town Program Highlights New and Diverse Artists

Pianos About Town brings art and spontaneous music to the streets of Fort Collins, Colorado. Each year, community members watch as local artists transform donated pianos into public art. The program received proposals largely from the same artists year after year with little diversity. The art industry has long been dominated by white, male artists. With no increase in budget and no major program changes, the communications team used strategic communications to increase the number of new, diverse artist applicants by 58%. Tactics included targeted social media; earned and owned media highlighting diverse artists; and outreach to diverse communities.

Bojangles with Luquire for Fill Your Tank While Feeding Your Family: Bojangles Helps You Do Both



Bojangles, the beloved Southern chicken and biscuits chain, recognized a major economic concern facing Americans in the spring of 2022: the skyrocketing price of gasoline. With reports of families having to choose between filling up the tank and putting food on the table, the brand known for its Southern hospitality did what it does: roll up its sleeves and put its money where its mouth is, allocating \$1 million in gas cards to purchasers of its Family Meals. And our PR team did what we do: spread the word faster than Southern gossip

BRACH'S (Ferrara Candy Company) with Golin for BRACH'S #TeamCandyCorn



The agency teams were charged with helping BRACH'S Candy Corn stake its claim as the official symbol of Halloween – driving buzz once the tri-colored treat began hitting shelves in early September and sustaining coverage around BRACH'S category leadership in the weeks leading up to Halloween. So, we partnered with singer and candy corn fanatic Michelle Williams to develop an original anthem, "Candy Corn Love." The tune launched spooky season and served as a rallying cry for Candy Corn fans. This creative activation, coupled with a series of sustaining tactics, helped make BRACH'S synonymous with Halloween.

BRG Communications for Better @ BRG



With 100% employee retention and three consecutive years of double-digit revenue growth, BRG Communications is thriving. This women-owned agency creates award-winning campaigns that raise awareness and help move the needle on some of the most pressing health, wellness, and societal issues, with capabilities reflecting the needs of mission-focused associations, non-profits, and enterprises. BRG has strengthened its leadership team and continues to foster an environment of personal and professional growth for its team. For more than two decades, the agency's continuous momentum, expansion, care for clients, team members and community makes everything Better at BRG.

CeraVe with Coyne Public Relations for CeraVe Enlists Dermfluencers and TikTok Titans to Show Consumers How to #CleanseLikeaDerm



To drive education around proper facial cleansing, the CeraVe Global team tapped Coyne PR to create a fully integrated campaign centered around a live global event that would attract consumers, influencers, media and KOLs alike, where they would share the dermatological expertise that is the very cornerstone of the brand. Teaming up with some of the world's most-followed dermatologists and one of TikTok's biggest influencers, CeraVe and Coyne PR set out to take over social media for the week following the event to teach consumers around the world how to #CleanseLikeaDerm.

CHI St. Vincent with Ghidotti Communications for CHI St. Vincent Heart of the Home



Arkansas has the third highest mortality rate for heart disease in the United States (35% higher than the national average). Data shows that rates for undetected heart disease remain highest among underrepresented populations or rural communities with limited access to healthcare. To increase early detection of heart disease in these communities, the CHI St Vincent Heart Institute developed a low cost Heart Smart Preventative Screening Program. Ghidotti then worked with the healthy system to develop an integrated campaign that utilized Heart Month to educate the value of advanced detection and introduce the program to targeted communities.

Church Mutual Insurance Company, S.I. (a stock insurer) with Padilla for Church Mutual Helps Customers Navigate a New World of Risks with Education and Thought Leadership



Church Mutual Insurance Company, S.I. (a stock insurer), partnered with Padilla to shape a PR strategy to address post-pandemic concerns of leadership teams of houses of worship, nonprofits, schools, camps and other purpose-driven organizations turning to trusted sources for guidance. Operating on a modest budget, the strategy focused on deepening relationships with industry media and building trust among key opinion leaders to reach Church Mutual's core audiences. The goal of this campaign was to heighten overall awareness of Church Mutual as a risk-mitigation expert and trusted insurance provider and drive an increase in written premiums.

Citrix with SHIFT Communications for #DaasJams: Topping the Charts With the IT Community



Over the last few years, the world changed forever — the way we work changed too. Citrix had the answer to securing remote workforces, and while they were already a leader in on-prem virtual desktop infrastructure (VDI), decision-makers were less aware of its cloud-based Desktop as a Service (DaaS). Citrix worked with SHIFT Communications to create DJ DaaS and The Notorious VDI, the first-ever, musically inspired Citrix-branded characters. Through a multichannel social campaign strategy (#DaasJams), the DaaS team racked up millions of engagements and views, reaching Citrix's audience the exact way our insights proved necessary, exceeding expectations and industry standards.



City of Arlington, Texas for City of Arlington’s Diversity and Inclusion Communication Efforts

The City of Arlington, Texas is recognized as the 8th most diverse city in the country. So, when the COVID-19 pandemic created the opportunity for the City’s Office of Communication to reevaluate its efforts, the City jumped at the chance. City staff created a diversity communication plan to ensure we are committed to producing communications materials that are both representative of Arlington’s incredible, rich diversity, as well as useful to underserved populations. The result has been a comprehensive shift in our approach and tactics – with impressive, impactful outcomes.

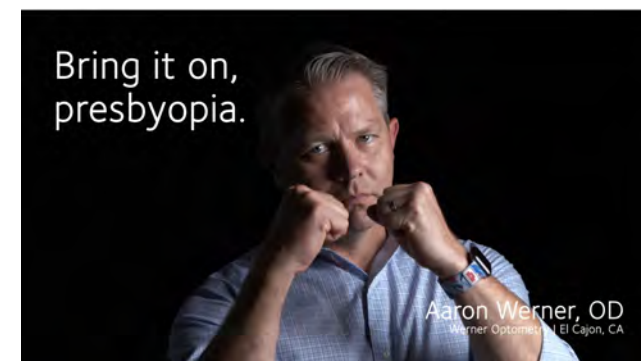


Cobb EMC for Cobb EMC’s Marketing, Communications, and Public Relations Team

Cobb EMC’s Marketing, Communications, and Public Relations team may be small, but their impact on the organization is astounding. They are responsible for all of the electric cooperative’s member experience, engagement, and brand efforts, and their efforts improve member’s lives. Their campaigns are persuasive in changing perceptions, and they further augment the member experience through value-added programs, services, and events. When faced with a challenge, the team works together to find a solution. They encourage and support each other and ultimately produce impressive work products. Their work has resulted in their highest member satisfaction score ever in Q4 2022.

Colorado Tourism Office with Handlebar PR LLC for the SLV is the Place to Be: Driving Visitation to Colorado’s Lesser-Known San Luis Valley Region

In 2021, the San Luis Valley (SLV) region of Colorado was identified as an area that was in-need of tourism recovery support. Handlebar PR, on behalf of the Colorado Tourism Office, created a PR campaign, “The SLV is the Place to Be” to drive travel coverage as inspiration to increase visitation to the region. Several new and existing visitor offerings unique to the SLV region were elevated through pitching, storytelling and a visiting journalist program. Since its inception, this campaign’s coverage has driven millions of dollars in media value and inspired the highest visitation the valley has ever seen.



CooperVision with McDougall Communications and Truth Collective for Game On, Presbyopia: CooperVision Introduces MyDay Multifocal

Many people with presbyopia are not satisfied with reading glasses as a solution; they want to live their lives without relying on “cheaters.” With 48% of the U.S. population now over age 40, helping patients with presbyopia is a significant business opportunity for eye doctors—but tackling presbyopia has always been a challenge. CooperVision changed the game with the U.S. introduction of MyDay multifocal contact lenses. The campaign featured actual eye doctors as the champions, utilizing them to tout the benefits of this game-changing lens while also delivering some playful smack talk: Game on, presbyopia.



Coyne Public Relations for 2022: Better 2Gether

Coyne PR is a world-class firm with a reputation as one of the industry's top creative shops. With offices in NY and NJ, nearly 200 talented minds call Coyne PR - HOME. For the past three decades, Coyne PR has done things differently - because we insist on doing them right. With a singular mission, "to be the best agency to work for," we have created a unique firm that continually defies traditional agency mentality. We have developed some of the world's best-known platforms, programs and campaigns that have driven nationwide excitement and business results while simultaneously rallying employee excitement.



Culver's With Hiebing for From Wisconsin With Love Brand Activation

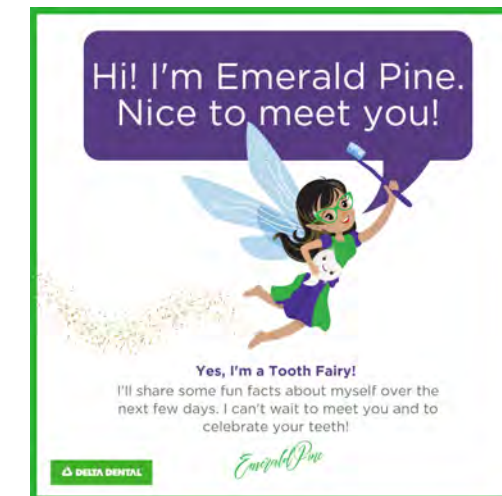
Culver's, a Wisconsin-based national quick service restaurant chain, hit the road in summer 2022 as part of a relaunch of their brand positioning, Welcome to Delicious. This road trip, dubbed the From Wisconsin With Love Tour, introduced (or reintroduced) the brand to guests nationwide, elevated delicious fun and offered free samples of Wisconsin's best - Cheese Curds and Fresh Frozen Custard - alongside family-friendly attractions like cheese sculptures, a live cow, games and a community donation drive. Guests in 17 markets joined the fun, while learning about Culver's and how they'll find a welcoming community whenever they visit a restaurant.

Defense Intelligence Agency News Operations for Transcending Strategic Competition at DoDIIS Worldwide

The Defense Intelligence Agency (DIA)'s Department of Defense Intelligence Information System (DoDIIS) Worldwide Conference is the largest DOD information technology conference in the United States, bringing together industry members, military, innovators, academia, and news media from across the country, DOD, and Intelligence Community (IC). Held in San Antonio, Texas, the 2022 DoDIIS Worldwide theme was Transcending Strategic Competitors through Innovation, Adaptation, and Collaboration. The public affairs team met nine of their 11 SMART objectives, making the 2022 conference the largest attended conference in DoDIIS Worldwide history.



Delta Dental of North Carolina with Fionix Consulting for The Tooth Fairy Initiative: Taking on the Crisis in Oral Care



Deutsch Family Wine & Spirits with Tombras Group and Praytell for Josh Cellars' Joshgiving: Putting the "Thanks" Back in Thanksgiving



DHL Supply Chain with Fahlgren Mortine for Reaching New Heights



DHL Supply Chain for Reaching New Heights by Bringing Innovation to Life Through Video

To support a new integrated campaign, "Reaching New Heights," DHL Supply Chain identified a range of tactics that visually brought to life the innovative solutions the company develops and deploys to support both customers and employees. One of its most successful tactics was a video titled Autonomous Forklift: Best. Co-Worker. Ever., which featured real associates talking about their positive experiences working alongside robots. Through careful planning and production, as well as an integrated promotional campaign, the final video engaged the target audience and fully demonstrated robots as an opportunity - not a threat.



DHL Supply Chain for Expanding Reach in a Complex Industry with the Power of Voice

DHL Supply Chain, the North American leader in contract logistics, operates in a complicated, jargon-heavy industry. Telling your story is tough. By leveraging the power of voice, the company's Marketing team evolved its podcast series, All Business. No Boundaries, to become the only podcast of its kind to deliver a collection of supply chain stories and in-depth discussions keeping customers up at night. Today, a new podcast is released every month supported by an effective, integrated promotional plan.



Duke Energy for Duke Energy's PR Pros Leverage Incident Command Structure (ICS) for Timely and Effective Public Information



Duke Energy for Duke Energy's Spring Safety Challenge Improves Performance

Each Spring (March through June) since 2019, Duke Energy had experienced a year-over-year increase in employee injuries. In early 2022, the company's safety performance was once again tracking to exceed the previous year's injuries. With a limited budget and condensed timeline, the company's employee communications and safety teams assembled a campaign that leveraged employee-preferred communication channels to raise awareness of the trend by providing monthly status updates and sharing weekly employee-recommended safety tips. By the campaign's end on June 30, injuries had declined by 25% over 2021 performance and the three-year trend was reversed.

Adding a furry friend to your family?



Zelle® shares these tips as puppy scams continue to rise:

- Do your research.
- Always meet your pet before you pay.
- Try a reverse image search.
- Use a credit card with purchase protection in paying deposits; only consider other options like digital payments such as Zelle®, once you receive the puppy.
- Consider adoption at your local animal shelter or breed rescue groups!

Learn more at zellepay.com

zelle

Early Warning Services, LLC / Zelle® and Nev Schulman Partner to Protect Consumers

For National Consumer Protection Week (March 6-12, 2022), Zelle® and Nev Schulman of MTV's Catfish launched an educational campaign on scams and tips to avoid them. During the week, consumer resources were highlighted through paid, earned, and social channels, including a virtual panel, social media PSAs and influencers, and media placements.

Eaton with Curious Agency for The Power of Perspectives

One of our aspirational goals at Eaton, a global power management company of 85,000+ employees, is to be a model of inclusion and diversity in our industry. This is why we now publicly share our I&D journey, progress, data, practices and commitments year over year in the form of our annual Global Inclusion and Diversity Transparency Report. Today it serves as a comprehensive source of internal and external inquiries, a marketing and communications tool, and a means of benchmarking our progress toward achieving our aspirational goal and 2030 I&D commitments.

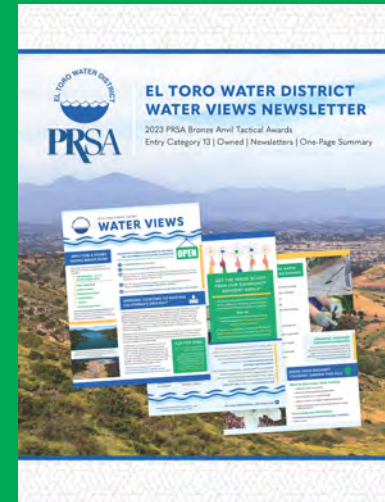


Eisai Inc. with Marina Maher Communications and Hashtag Health for Spot Her



Endometrial cancer accounts for 90% of all uterine cancers, making it the most common gynecologic cancer in the U.S. Incidence and mortality rates continue to rise, especially across communities of color, yet discussion around endometrial cancer lags behind other women's cancers. Due to delayed diagnosis, aggressive tumor types and healthcare disparities, the Black community is particularly vulnerable. Utilizing an insights-driven approach, Eisai Inc. and advocacy partners FORCE, SHARE and Black Health Matters launched Spot Her—an initiative to help end the silence around endometrial cancer and empower all people with a uterus to spot the potential signs early and take action.

El Toro Water District for El Toro Water District Water Views Newsletter



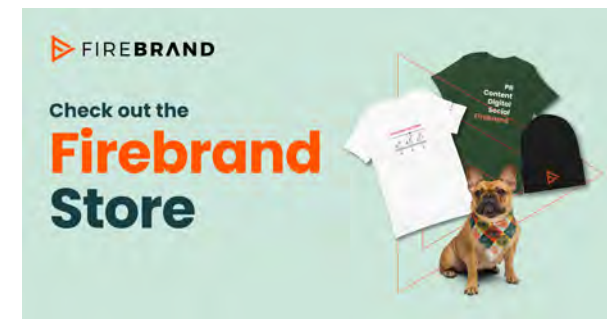
In 2021, California was facing the worst mega-drought the state had seen in 1,200 years. The governor declared a drought emergency, urging all Californians to save water. El Toro Water District (ETWD), a local government water agency with nearly 50,000 customers in California, called on its customers to reduce their water use by 15%. ETWD launched a drought public outreach campaign that included a successful overhaul and redesign of ETWD's Water Views customer newsletter. The redesigned newsletter enabled ETWD to effectively educate their target audiences and successfully motivate customers to use 16.5% less water, exceeding the goal of 15%.

Fahlgren Mortine for 61 Years of Growth and Innovation



2022 was a year of reimagination and reinvention for full-service PR and communications firm Fahlgren Mortine whose continued near- and long-term growth over 61 years results from innovation and selective acquisitions. By remaining nimble and focusing on its people and their purpose, the agency has achieved record-shattering financial performance and enviable client loyalty, winning a record-setting amount of new business while achieving high associate engagement and delivering innovative client campaigns that inspire brand loyalty, generate tangible results and make a difference to the world.

Firebrand Communications for Achieving a Multiplier Effect for Tech Startups



In 2021 and 2022, Firebrand's unique Multiplier Marketing approach drove thousands of leads for mission-oriented startups and exceptional growth for the agency (76% in 2021; 43% in 2022) - with zero staff churn. By combining PR with content, SEO and paid media, Firebrand helped its portfolio of tech startups achieve a multiplier effect: higher visibility, more growth, and a faster path to impact. We launched new services (visual storytelling, talent marketing), expanded our digital capabilities (became HubSpot, Demandbase and GoogleAds certified) and focused on our culture (including a Firebrand Store!).



Florida Power & Light Company with rbb Communications for A Sound Response to a Record-Setting Storm: FPL Gets the Lights Back On After Hurricane Ian

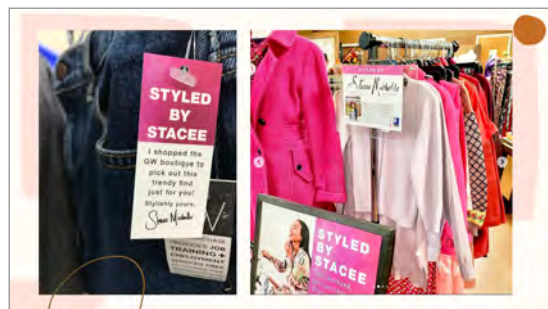
Southwest Florida was forever changed by Hurricane Ian, which caused catastrophic damage to homes, businesses and lives, including power outages affecting 2.5 million Florida Power & Light Company (FPL) customers. While Ian thoroughly tested FPL's crisis communications process, results showed even in the most impacted areas, that satisfaction, trust and awareness of the company's storm messages rose, driven in large part by media coverage showing that FPL delivered when it mattered most. The flawless execution led one paper to declare: "We'll happily tout FPL's response as one of the best planned recoveries from any disaster to ever hit Florida."

Genentech with Syneos Health Communications for Reclaiming the Double Take to Challenge Disability Stereotypes



Goodwill Industries of the Southern Piedmont for Goodwill's #StyledbyStacee: Making Secondhand Fashion Trendy

Goodwill Industries of the Southern Piedmont – a local nonprofit organization well-known for affordable second-hand clothing – sought to position its GW Boutique as a place to find fashionable, on-trend styles. The team partnered with wardrobe stylist and fashion insider Stacee Michelle to engage current Goodwill shoppers through events, content and media, with the goal of raising awareness of GW Boutique and increasing foot traffic and sales. The team leveraged Stacee's expertise and conducted surveys to develop timely themes and fashion tips for each month's pop-up event. The campaign resulted in a 31% increase in sales from 2021 to 2022.



Greater Capital Area Association of REALTORS for GCAAR video: "The Installation"



Each year, the Greater Capital Area Association of REALTORS® hosts an Installation & Holiday Party featuring the installation of its incoming Board of Directors. In 2022, GCAAR set out to create a video to drive attendance to the event and to introduce its incoming president to the membership in a way that established his personality and sense of humor. To achieve this goal, the Communications team created a parody of the TV show, "The Office," using GCAAR's president, board and staff as talent. The result is one of GCAAR's most popular videos ever, garnering record online engagement and positive feedback.

H&R Block with Carmichael Lynch Relate for “Giving Collegiate Women Athletes A Fair Shot”

The new NCAA Name, Image, Likeness (NIL) rule turned college athletes everywhere into small business owners. It quickly became clear these new revenue streams would lead to new and complicated taxes. Rumors swirled around seven-figure deals for QBs who had never played in a college game, but it became equally clear that women college athletes were not getting the same opportunities. We quickly saw an opportunity and an obligation to help level the playing field, and simultaneously re-position H&R Block as a relevant and inclusive resource for a rising generation of new tax filers: Generation Z. And it worked.

H&R Block with Carmichael Lynch Relate for “Using TikTok to Champion Equity for Collegiate Women Athletes”

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H&R Block with Carmichael Lynch Relate for “A Fair Shot with NIL deals for NCAA Women”

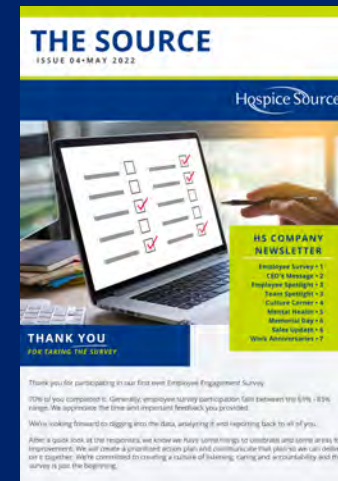
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H&R Block with Carmichael Lynch Relate for Showing Up in Outlets a Tax Brand Had Never Been Before

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**Honeywell with FINN Partners for Breath Easy:
How Honeywell is Driving Action for Better Indoor Air**



**Hospice Source with Thrive PR
for Every Employee, Every Time:
Engaging a Disparate Workforce**

With 325 employees across the U.S. and 80% in delivery trucks or patients' homes all day, Hospice Source struggled to keep its workforce informed and connected. When a new CEO arrived, he tasked Thrive PR with creating and implementing an effective internal communications strategy. Partnering with the CEO, Thrive crafted an integrated "Every Employee, Every Time" internal communications program that included a CEO field visit roadshow, an employee newsletter, a culture code, an employee engagement survey and a survey action plan. The result? A more engaged and appreciated team ready to deliver on its mission of "Every Patient, Every Time."

**Hy-Vee, Inc. for Hy-Vee Homefront –
Honoring, Supporting and Hiring Our
Nation's Heroes**



Hy-Vee Homefront is a companywide initiative that provides support to thousands of veterans, military members and their families through employment, ongoing giving and special programs. Launched in 2013, Hy-Vee Homefront encompasses several initiatives throughout the year designed to support and honor veterans and military personnel. Over the past nine years, Hy-Vee Homefront has grown in scale and number of programs it supports. November 2021 marked the 11th Hy-Vee Homefront fundraising campaign and with this important milestone, the Hy-Vee Communications team recognized an opportunity to elevate the program and help even more veterans and active-duty military personnel.



**Icy Hot/Sanofi with Saludem for
Icy Hot: Comebaq Courts**

In the wake of COVID-19, many communities still lacked resources to maintain usable places for young athletes to be active and play. As a brand whose purpose is to help everybody rise from pain, Icy Hot was poised to help make change in these communities. By partnering with the Shaquille O'Neal Foundation, Icy Hot set out to create Comebaq Courts - rebuilding courts that could use some TLC. To bring Comebaq Courts to life, Icy Hot brought together a variety of marketing elements, including retail activation, earned media, and leveraging gaming platform Twitch to generate awareness and drive engagement.

Idorsia Pharmaceuticals US with Ruder Finn for The Quest for Sleep

The Quest for Sleep is a documentary film that follows real characters whose struggles with sleep threaten to unravel their waking lives. The character of “Sleep” — narrated by award winning actor Octavia Spencer — acts as a poetic and insightful foil to our cast and leads the audience to experts who illuminate the science behind how we sleep and what keeps us awake. The film premiered on a cross-platform simulcast live stream, followed by a cast panel discussion. The Quest for Sleep offered a platform for people with trouble sleeping to be heard and connect with others.



Illinois Department of Natural Resources and Tetra Tech with M. Harris & Co. and Span for Copi: The Rebranding of Asian Carp

The Illinois Department of Natural Resources and Tetra Tech hired M. Harris & Co. and Span Studios to reposition Asian Carp for human consumption. The solution was to rename the fish to Copi, a play on “copious” – as that’s exactly what these fish are. By one estimate, 20 million to 50 million pounds of Copi could be harvested from the Illinois River alone each year, with hundreds of millions more in waterways from the Midwest to the Gulf Coast. Since our launch June 22, 2022 more than 4 million pounds have been harvested for human and pet consumption.



Jefferson Lab for Jefferson Lab’s Fall for Science Virtual Field Trip Hybrid Livestream Event

The Department of Energy’s Thomas Jefferson National Accelerator Facility is a world leader in nuclear physics research. The lab is committed to sharing its mission, technologies and benefits with the public. In-person events have been essential for this goal, but these programs were halted by COVID. The Fall for Science Virtual Field Trip Livestream Event duplicated virtually the lab’s most popular in-person event. The livestream and website featured detailed tours of unique facilities, with exclusive access and interactivity, and provided in-depth information at a level appropriate for families.



Jefferson Lab for Jefferson Lab’s Fall for Science Virtual Field Trip Digital Website

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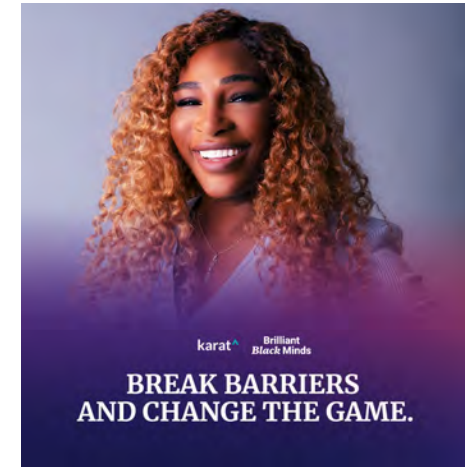


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Karat with Wilbron, Inc. for Serena Williams, Champion of Brilliance - Karat's Brilliant Black Minds Recruitment Campaign



Black professionals are significantly underrepresented in the technology industry and it is essential the gap be addressed. Serena Williams joined Karat — the largest technical interview company in the world — as the Champion of Brilliance for their Brilliant Black Minds program. Brilliant Black Minds provides a network and resources to address barriers for Black professionals in tech to help close the gap. Wilbron, Inc. created a communications strategy featuring Serena as a barrier-breaking champion to increase the number of Brilliant Black Minds members. By the end of 2022, the number of members doubled to more than 3,000.

Keck Medicine of USC for Keck Medicine of USC Corporate Communications Team



Keck Medicine of USC is the University of Southern California's health system, one of three high-profile medical enterprises in the Los Angeles area and ranked among the top 50 hospitals in the country and top 10 hospitals in California, according to U.S. News & World Report's 2022-23 Best Hospitals rankings. The Keck Medicine corporate communications team is responsible for media relations, external and internal executive communications and crisis communications. These efforts are crucial as the academic medical center was created just 12 years ago and continues to grow its presence in the Southern and Central California region.

Kensington with Integrity Public Relations, Inc. for Kensington StudioDock Launch



Launching Kensington's innovative StudioDock iPad Docking Station would require a creative media relations campaign to generate interest and drive demand for a product that would not be available for purchase for nearly three months. Integrity Public Relations leveraged the CES 2021 tradeshow to raise awareness and generate excitement among technology reviewers and their audiences, resulting in extensive coverage and numerous product awards. By providing early review units to key publications and influencers under embargo, the agency team executed a successful launch-day strategy that featured the synchronized release of the availability press release and numerous high-profile, top-tier, first-look product reviews.

Ketchum for Ketchum, Best Mega Agency



King's Hawaiian with HUNTER for King's Hawaiian Helps Consumers "Roll Home in Style" / HUNTER & King's Hawaiian



Tasked with generating awareness and driving consideration for King's Hawaiian during the holidays in the Northeast, HUNTER sought to position the brand's iconic rolls as a holiday dinner staple. With holiday train travel surging in the Northeast, King's Hawaiian helped travelers on Amtrak "roll" home with a one-of-a-kind Thanksgiving experience. Transforming a train into a King's Hawaiian Thanksgiving Dining Car, HUNTER turned the least favorite part of the holidays - travel - into a treat! Through unique experiences in three markets and media relations, HUNTER kept King's Hawaiian top-of-mind during Thanksgiving and helped increase sales in the Northeast by 5.6%.

L.L.Bean with Jackson Spalding for L.L.Bean Launches First-Ever Pre-Loved Collection of Vintage Goods



In 2021, outdoor retailer L.L.Bean opened its Archives and launched the brand's first-ever resale of vintage apparel, The L.L.Bean Pre-Loved Collection. PR AOR Jackson Spalding partnered with L.L.Bean to create and execute an integrated communications program to support the collection launch with a cross-functional team spanning external communications, social media, merchandising and creative departments.

Laffy Taffy with Agency H5, Day One Agency and Mindshare for Laffy Taffy's Summer of Laff-Ter



When Laffy Taffy, known for "dad jokes" on every wrapper, learned that its superfans were craving the chance to contribute jokes to the brand's iconic wrappers, it was no laff-ing matter. Through an integrated program, Laffy Taffy first "retired" its iconic jokes with an exclusive NFT collection fan giveaway before launching the "Your Jokes, Our Wrapper" joke-writing contest with a superstar rapper (get it - your jokes, our "rapper") on National Tell a Joke Day. The integrated campaign exceeded all expectations, generating millions of impressions, more than 6,500 consumer joke submissions and a significant increase in sales vs prior year.

Levin Management Corporation with Caryl Communications for Delivering a Transformational, Soup-to-Nuts Retail Sentiment Survey and PR Campaign

Retail serves as a real-time indicator of economic conditions and consumer confidence. Media and the public crave related insights – and never more than as the world began to emerge from COVID-19's grip. For 11 years, Caryl Communications has orchestrated LMC's Retail Sentiment surveys and recognized that the 2021 polls required a deep rethink to address the pandemic's impact on this key industry. The result – delivered on a limited budget – was broadly successful with both LMC and the media, contributing to our client's market-leading position, gaining coverage beyond real estate sector news, and winning an industry research award.

Lockheed Martin for A Communications Team That is Out of This World



Some say they have the best public relations team in the world; we have the best team in and out of this world. Lockheed Martin's Space Communications team is built of about 80 strong communicators who specialize in the disciplines of media relations, executive communications, marketing, protocol and events, visual communications, community relations, and employee communications. The team serves the Space portfolio of Lockheed Martin and works alongside partners in the Department of Defense, NASA and beyond. Our goal is to enhance the Lockheed Martin Space brand and improve the overall perception of the corporation with our target audiences.

Lockheed Martin for Lockheed Martin Launches Inaugural Space Impact Week - Recognizing World Space Week

In recognition of World Space Day, Space Impact Week engaged thousands of employees to leave a positive impact through various activities voted on by each site. The campaign, a partnership between Space Community Relations and Human Resources, brought dozens of events and activities including student swag kit assembly, food drives, tree planting and paracord bracelet making to work sites and remote employees around the nation. All benefitting local community organizations, schools and boosting employee engagement. Space Impact Week activities took place at 13 Space sites across 12 states and engaged hundreds of remote employees for a total of 40 events.



Lockheed Martin for Making LMSpace for Everyone

In recent years, new companies have been entering the aerospace marketplace. The Lockheed Martin Space business area needed to reposition its brand as the most visionary partner in the category. At the same time, space-oriented social media posts were not performing on the primary Lockheed Martin Twitter channel due to the audience being defense-oriented. We, the Lockheed Martin Space Communications team, needed a better way to tell our stories. The solution was to build a space community through a topical Twitter account that would showcase the visionary technology and voices of Lockheed Martin Space. In February 2022, we launched @LMSpace.

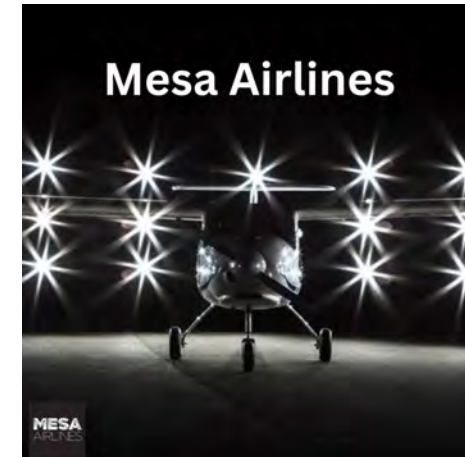


Megaworld Foundation, Inc. for A Silver Lining for Many Filipinos



Megaworld Foundation, the socio-civic arm of Philippine real estate giant Megaworld, has been a part of countless meaningful stories. To mark its silver anniversary was the launch of its latest coffee table book retelling 25 silver linings it has provided to Filipinos of varying backgrounds, different generations, across the nation. 85% of the scholar and employee readers couldn't help but be inspired. Upon attending the virtual launch, they also gained an enhanced 93.8% knowledge about Megaworld Foundation. 99.27% of them are looking forward to starting and eventually advancing their careers in the socially responsible company that is Megaworld.

Mesa Airlines with Xenophon Strategies for Summer of Misery: Mesa Airlines Campaign to End the Pilot Shortage



In 2022, Xenophon engineered a campaign for Mesa Airlines to address an extreme shortage of pilots that strangled air travel in the U.S. and posed an existential threat to the company. Regional carriers, like Mesa, found it nearly impossible to recruit qualified pilots after the FAA massively increased the minimum number of required flight hours from 250 to 1,500. Xenophon's campaign raised broad awareness for the pilot shortage issue and promoted Mesa's innovative solution to give recruits free flight hours. Blanket media coverage ultimately led to an enormous influx of new pilot candidates into Mesa's job hiring pipeline.



Mixte Communications for A Community-Driven Agency Amplifying the Voices of Bold Leaders

Mixte is a virtual digital marketing and PR agency headquartered in San Diego, California, that turned 10 in 2022. Our virtual team of 18 live across the U.S. and arrive to work each day to serve our changemaker clients. We nominated ourselves as the best agency because of our commitment to transparency and equity, for the work we do to impact diversity within the industry, and, most importantly, for our work to combat PR as a top 5 stressful career in the U.S.



Monell Chemical Senses Center with SL Vernick Communications for Bringing Legacy to Life: Monell Chemical Senses Center 2021-2022 Annual Report

The Monell Chemical Senses Center, a world leader in the science of smell and taste, wished to engage its key stakeholders on an illustrative journey through the year's accomplishments in chemosensory science and the collaborative partnerships and philanthropy through which it translates knowledge into better clinical practice and consumer products that improve global health. We delivered "Bringing Legacy to Life," a dynamic, visually exciting, digital and downloadable annual report that achieves the vision.

Nevada Health Link with The Abbi Agency, Marketing for Change and Ericka Aviles Consulting for Nevada Health Link Open Enrollment 2023



11.6% of Nevadans remain uninsured and one of the most crucial times to enroll is during the Open Enrollment Period (OEP) from November 1, 2022 through January 15, 2023. The Abbi Agency in partnership with Ericka Aviles Consulting and Marketing for Change, worked with Nevada Health Link, the state's health insurance marketplace to curate and launch a campaign to raise awareness about Open Enrollment, specifically targeting the populations that are uninsured at a statistically higher rate. The plan was executed in three phases: 1) "window shopping" 2) Open Enrollment and 3) "last-chance to enroll."

Oklahoma Department of Mental Health and Substance Abuse Services with Jones PR for 988 Oklahoma's Mental Health Lifeline



The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) faced a six-month deadline for launching a statewide campaign to announce the upcoming 988 mental health crisis number that would replace the national 11-digit suicide hotline. ODMHSAS needed to inform and educate Oklahomans about the new number and the purpose it would serve in each of the state's 77 counties. Jones PR developed and launched an eye-catching and impactful community relations campaign to raise awareness of the new 988 number. Result of campaign saved thousands of lives with more than 21,000 calls and texts in the first six months.

Orange County Government for Orange County Hurricane Ian Response: Public Safety through Social Media



Orange County Government is the primary source of information for its 1.4 million residents before, during and after severe storms. On September 26, 2022, Orange County Government gathered key stakeholders to activate its Emergency Operations Center and its time-tested action plan to respond to Hurricane Ian. With technical expertise and an acute understanding of how digital media contributes to public information, a team of two, FEMA-trained, digital communicators embarked on a storytelling mission of public safety through social media.

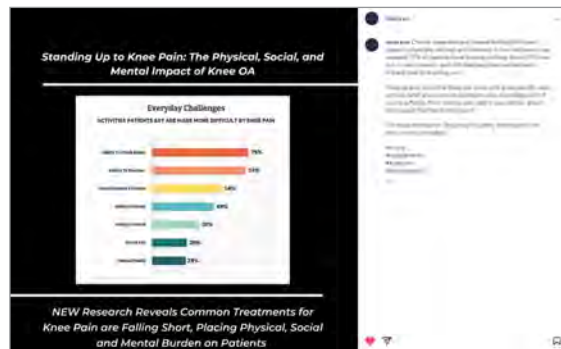
Orange County Government, Florida for Two Unusual Late Fall Storms Wreak Havoc on Orange County, FL, and Threaten Annual Mayor's Toy Drive



Since 2011, the Orange County, Florida Mayor's Holiday Toy Drive has collected and distributed more than 58,000 toys to deserving children and families in Orange County. The drive averages 5,323 in gift collections annually but has grown year over year with the 2021 drive yielding more than 9,000 toys. For the 2022 Toy Drive, unforeseen challenges, including two unusual late fall hurricanes, threatened the donation outcome and increased the need for toys. These challenges became opportunities and were overcome by targeted messaging, a generous media partner, and a comprehensive communication plan.

Pacira BioSciences, Inc. with Coyne Public Relations for Freezing Out the Competition with iovera^o

To reintroduce Pacira's medical device, iovera^o, to the public this year, Coyne PR executed a breadth of strategic HCP and consumer-facing activations, including patient and doctor testimonial videos, a partnership with the PGA TOUR, collaborations with the National Senior Games Association and Guinness World Records on a freeze dance event, local market media outreach for local clinicians, a chronic knee pain survey, the launch of an iovera^o Instagram page, and a consumer website refresh. These activations included a range of tactics (paid, earned, owned, and shared), making it an excellent fit for the integrated communications category.



Partnership for the Presidio with MMGY-NJF, Global MediaX and Miles Partnership for Presidio Tunnel Tops – A Welcoming, World-Class Destination



Presidio Tunnel Tops opened July 2022—with fourteen new acres of park amenities built over the tops of revamped highway tunnels leading to the iconic Golden Gate Bridge. The attraction in the Presidio national park site was built for the community, by the community, created to welcome audiences that are traditionally underrepresented in national parks. This spirit permeated the 18-month integrated communications campaign which surpassed its audience goals of inclusivity, while strengthening the love and support of its current visitors and stakeholders, despite construction delays and shifting opening events.

PetSmart with Carmichael Lynch Relate for One in 10 Million: PetSmart Charities' Monumental Pet Adoption Milestone

In May 2022, PetSmart Charities was poised to reach a monumental milestone: 10 million pets adopted through its programs. This moment was important not just for the pets, but also for the organization to remind its target pet parents of the important work it does for animal welfare, securing more donations and even more adoptions. While large numbers can sound impressive, it was going to be a challenge to quantify the true impact of 10 million adoptions. So, we leaned into one very impactful story to make this milestone feel tangible: the 10 millionth adoption itself, Balto the husky.

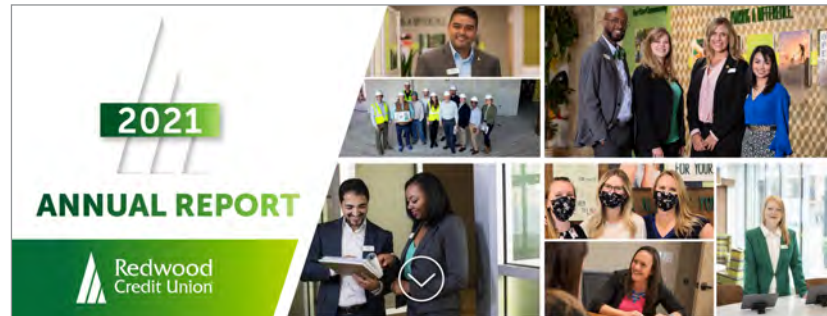


Piedmont Natural Gas for The Power of Our People: Piedmont Natural Gas Tops J.D. Power Customer Satisfaction



Redwood Credit Union for Redwood Credit Union 2021 Annual Report

Last year, we moved our annual report from a pdf and static online version to a digital report that was more mobile friendly and interactive. We wanted a digital version that would be read more upon release and would continue to be referenced throughout the year by our own employees, as well as our Members and communities. It's ADA compliant for easy accessibility and allows us to better track engagement and direct readers to sections they'd most like to read. What emerged was a piece that used video and other media to deliver better storytelling overall.



Sanofi US with Syneos Health for New Omnichannel Campaign with National Meningitis Association to Drive Urgency About Meningococcal Meningitis Vaccination Among Parents

It's About Time: Help Stop the Clock on Meningitis is an unbranded disease awareness educational initiative led by the National Meningitis Association (NMA), in collaboration with Sanofi. The campaign aimed to encourage parents to speak to their children and their doctors about the Centers of Disease Control and Prevention (CDC)-recommended MenACWY vaccination to help protect against meningococcal meningitis. With parents craving fresh new ways of consuming information, a campaign website served as a one-stop-shop for the busy parent, featuring resources about meningococcal meningitis and an email reminder tool for parents to schedule their child's MenACWY vaccine appointments.



Saputo Dairy USA, Frigo Cheese Heads with Carmichael Lynch Relate for Frigo Cheese Heads Empowers Tweens to Embrace Individuality

Evolving the Frigo Cheese Heads brand from just another cheese brand to a fun, relevant snack brand that connects with tweens started with the development of a fantastical, animated refrigerated world where cheese characters encourage creative snacking and individuality. The "We Are All Cheese Heads" campaign included integrated elements that infiltrated the world of tweens through paid, owned and shared media channels, supported by paid and earned tactics to reach their parents. Key to our execution were activations in gaming and social that opportunistically inserted the brand, including Minecraft and Roblox livestreams, a Snapchat Lens and TikTok creator content.



SGP BioEnergy with Edelman for Biorefineria Ciudad Dorada Campaign

May 4, 2022 SGP BioEnergy was incorporated and its CEO was relatively unknown. Less than a year later, Reuters had named the company's biofuel and hydrogen refinery, Biorefineria Ciudad Dorada, one of ten leading global clean hydrogen initiatives in 2022 and its CEO was named Ambassador - NGO Committee on Private Sector Development of the United Nations. This rapid success was the result of a campaign that leveraged the talents of SGP BioEnergy's CEO and baseball legend Mariano Rivera to headline two international media events along with sustained earned, social and online communications efforts in the U.S and Latin America.



Signify with Coyne Public Relations for Coyne Shines a Spotlight on Philips Hue in 2022

Coyne PR has fully supported Signify's consumer-brand Philips Hue since coming on board in 2020, meeting and surpassing KPI goals. To date, the team has secured 1,937 earned placements garnering 18+ billion earned impressions for the brand.



Southwest Transplant Alliance with Three Box Strategic Communications for Stories of Organ Donation: Sharing the Frontline Experience to Inspire One YES

Southwest Transplant Alliance (STA), one of the nation's leading organ procurement organizations, saves lives through the gift of organ and tissue donation. Every August, the donation community observes National Multiethnic Donor Awareness Month (NMDAM), a movement designed to save and improve the quality of life of diverse communities by creating a positive conversation around donation. The need for organ donation disproportionately impacts communities of color. Yet, these communities are underrepresented on the official donor registry. Three Box and STA worked together to shed light on this critical issue by placing guest articles from the frontline throughout the organization's service area.



St. Jude Children's Research Hospital for James R. Downing, MD, president and CEO

James R. Downing, MD, St. Jude Children's Research Hospital president and CEO, is leading a \$12.9 billion strategic plan to advance the research and treatment of pediatric cancer and other deadly diseases on a global scale. In addition to managing a healthcare institution during the pandemic, taking a global lead in evacuating Ukrainian childhood cancer patients and their families during the Russian invasion, and overcoming the labor-shortage crisis, Downing led the announcement of the institution's strategic plan expansion in mid-2022. Through a multi-pronged executive communications strategy, the campaign successfully reached employees, media, industry, and the local community.



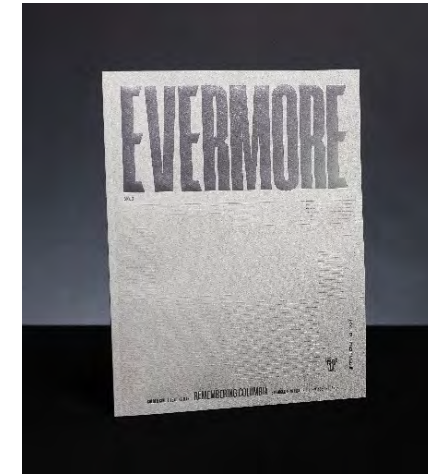
Syracuse University for Syracuse University, Newhouse School of Public Communications Undergraduate Program

The undergraduate program in Public Relations at Syracuse University's S.I. Newhouse School of Public Communications is respected globally, and committed to preparing its students to be "job-ready day one." With an undergraduate admission rate of approximately eight percent, its diverse students are committed learners, and able to take advantage of a variety of specialized curriculum and extra-curricular options. They also participate in the William P. Ehling Chapter of PRSSA, and its student-run agency, Hill Communications. Newhouse undergraduates average between three and five internships before graduating, and 97% of the most recent graduating class is employed full-time in their career speciality.

Syracuse University for Syracuse University Newhouse School of Public Communications, Graduate Program



Syracuse University's Newhouse School is the country's most comprehensive standalone school of communication. The 36-credit residential PR master's program is an intensive 13 months of study designed to allow students to specialize according to their interests. Students can pursue a comprehensive professional track with emphasis options in social media, financial and investor communications, or sports PR. They can also study entertainment PR on SU's Los Angeles campus. In addition, there is a master's in Public Diplomacy and Global Communications, and two online master's programs, an MS in Communications with a specialization in Public Relations, and an MS in Communications Management.



Texas Tech University for Evermore

Evermore shares the emotional stories of Texas Tech University's best and brightest, from the pioneers who laid the foundation, driven by a bold vision, a century ago to those who now propel our national research institution into the future. It honors the alumni who have faithfully supported the university throughout its growth as well as the faculty and researchers conducting world-altering work and the students who will carry on the legacy. We endeavor to captivate, educate and, ultimately, inspire our readers to take action, reinforcing that quintessential Texas Tech ideal: From Here, It's Possible.

The Chemours Company with Corporate Reports, Inc. for Chemours Showcases Chemistry for a Better World in Revitalized Annual Sustainability Report



As a different kind of chemistry company, Chemours creates a better world through the power of our chemistry. Realized through our Corporate Responsibility Commitment (CRC), we publish our CRC report annually to demonstrate our commitment to making chemistry as responsible as it is essential while delivering progress to meet our sustainability goals. Following changes to our company's vision, branding, and brand platform, we developed a report that expressed our sustainability story more strategically and compellingly with a revitalized content structure and layout while maintaining data transparency and compliance. The report garnered strong quantitative and qualitative results with key audiences.

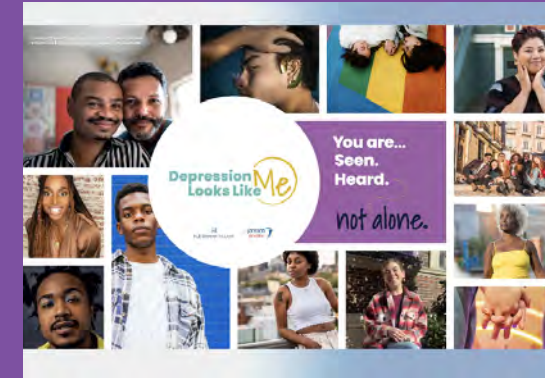
The City of Virginia Beach with S.E. Wells Communications, LLC for The Ripple Effect



In 2021 the City of Virginia Beach needed voter support to pass a \$567.5 million Flood Protection Program bond referendum. It faced a fiscally conservative electorate and with little time before election day. The City Council also had limited success passing previous referendums for much smaller bond amounts. Despite these odds, the City developed a strategic approach to informing residents about all sides of the issue, researching information gaps, effectively engaging with all stakeholders, and leveraging third-party credibility to share compelling data. The result -- successful passage of a bond referendum that ensures greater climate resilience and economic security.

The Contact Lens Institute with McDougall Communications for A Clear Vision: Helping Optometrists See Tomorrow

In mid-2021, the eye care sector was in search of a rebound. The Contact Lens Institute (CLI)—the U.S. industry association representing four contact lens manufacturers—wanted to encourage optometrists to prescribe more lenses. The profession had been fixated on revenue swings as pandemic lockdowns restricted business and created instability. CLI needed to find a way to break through this downtrodden narrative to excite doctors, replacing uncertainty with energy. See Tomorrow was born—a multi-year initiative focused on opportunities afforded by societal change. Instead of suffering from shifting patient mindsets, eye care practices began capitalizing on them.



The Janssen Pharmaceutical Companies of Johnson & Johnson with FleishmanHillard, Local Wisdom, Target 10 and The Practice at J3 for "Depression Looks Like Me" Takes Aim at Mental Health Representation



TourismOhio with Great Lakes Publishing for 2022 Ohio Travel Guide

The Ohio Travel Guide is the ultimate guide to exploring Ohio. Inside the publication, local perspectives, inspirational ideas, stunning photos and helpful travel planning tools entice visitors to choose the state as their travel destination. With the world opening back up after COVID-19, we knew people were going to be eager to travel in 2022. Through the 2022 Ohio Travel Guide, we positioned Ohio as a destination of choice — tapping into the pent up zest for travel experiences.



Travel Iowa with FleishmanHillard and Integer for From Flyover to Flythrough State: Showcasing Iowa From A Whole New Perspective

In 2022 we aimed to drive visits to Iowa to capture more tourist spending. Before we could encourage more people to visit, we needed to understand what they thought of Iowa. What did we hear? Corn, flyover and nothing to do. What better way to change their perception than flying through the exciting experiences Iowa has to offer via drone? We partnered with the team behind the world's coolest drone flythrough video and developed the Soul of Iowa content series; and distributed it to our consumer audience using an integrated communication approach. The results? Visitor spending increased 52% from 2021.

Ukrainian PR Army with PLUS Communications for Fighting With Our Words



We worked with more than 200 former media and public relations professionals in Ukraine to showcase the need for U.S. support for the nation by providing the latest developments on the ground to U.S. media platforms, as told by Ukrainian leaders themselves. This pro-bono earned media campaign resulted in tangible results for Ukraine, including increased sanctions on the Russian government and tens of billions of dollars in aid packages for humanitarian and security efforts. In total, we secured more than 2,200 earned media hits and over 100 live television interviews to help shape U.S. media coverage of the Russian invasion.

University of Georgia for Stick Around for Summer



How do you get students to sign up for summer classes when they'd rather be at the pool or visiting National Parks? To raise awareness for summer classes, UGA's Office of Instruction curated a targeted campaign focused on stickers to get students to stick around for summer. This low-budget campaign utilized partnerships with housing, faculty, and advisors to promote the flexibility of summer classes. Most of the campaign's marketing was free, with money spent on bus ads and stickers. In a year when summer enrollment was expected to be down, enrollment increased, and credit hour enrollment was up almost 10%.

Utah Tech University for A Small School Elicits Big Change Heard Around the World



Dixie State University, a small college in remote Utah, upheld its name rooted in the Confederacy for more than 100 years amid decades of rigorous debate that included protests, boycotts, blackmail, death threats, political upheaval and even attempted murder. However, following George Floyd's tragic death in 2020, hundreds of organizations worldwide faced the daunting decision to either defend tradition or initiate inclusive change. After decades of deliberation, it was finally time to create a more inclusive name but would require the approval of hundreds Utah lawmakers during an election cycle, where being "woke" is not exactly good politics.

Virginia Department of Health with Vance/Siddall for Virginia Is for Helpers, COVID-19 Ambassadors Program



As Virginia grappled with the pandemic and prepared for the largest vaccination initiative in its history, public health officials were also up against a global infodemic. The sheer volume of new information every day, coupled with highly sophisticated and targeted misinformation campaigns, caused message fatigue and fueled distrust of critical public health guidance. We responded by launching the Virginia Department of Health's COVID Community Ambassador program, making it possible for local champions to actively counter misinformation with clear, accurate messaging. To date, more than 4,200 Virginians representing 250 localities are participating in the program.

Virginia Department of Health with Vance/Siddall for Creating Critical Communications Infrastructure: The COVID-19 Comms Hub

In early 2021, Virginia public health officials struggled with the logistics of the COVID-19 response. They were up against widespread message fatigue, public distrust, and a lack of internal communications structure and support. As cases surged, communicators often searched, unsuccessfully, for reliable, relevant public health guidance materials. So VANCE/SIDDALL, the marketing lead for Virginia's COVID-19 response, launched the VDH COVID-19 Comms Hub. Through this resource portal, Virginia's 118 local health departments and 80+ public health information officers have easy access to COVID-19 information toolkits, factsheets, social shareables, talking points, articles, and media resources. The hub has had 137,000+ site engagements.



Visa with Access Brand Communications for Introducing Visa's Superpower: Security

In the wake of the pandemic, the world went digital, and sophisticated fraud attacks skyrocketed. As the leader in digital payments for nearly 65 years, security has always been at Visa's core – but now it was a business imperative that this message be shared broadly. Amid a heightened threat climate full of new vulnerabilities, Visa's reputation as a trusted, protected and innovative network was critical to maintain. Visa saw an opportunity to highlight its uncompromising commitment to security and joined forces with agency Access Brand Communications to build a multi-faceted communications program designed to put security center stage.



Vitamix with Marcus Thomas LLC for A Recipe for Success: Using Consumer Shopping Guides to Overcome the Competition

Although Vitamix had essentially created the category of high-performance blenders, it found itself losing market share to a slew of lower-priced competitors that were dramatically outspending the brand. Vitamix had to convince blender buyers that its machine was worth the investment – without a new product or hefty media budgets. While Vitamix had traditionally relied on affluent women loyal to health to bolster sales, it faced a major challenge in expanding its audience to include top spenders of rival brands who were being inundated by competitive messaging. Vitamix would need to reach these shoppers with messaging that outshined its opponents.



Washington State Department of Ecology for Simple as That

Litter is a highly visible problem along Washington roads. To tackle it Ecology and C+C developed the statewide Simple As That social marketing campaign focused on shifting attitudes about litter and encouraging behaviors that prevent waste from ending up on the ground in the first place. Through smart strategy, a playful creative concept and the power of partnerships, the campaign drew attention to the impact of litter, reaching 78% of the priority audience an average of 23 times, and distributed more than 14,500 litter bags to Washingtonians, 80% of whom said they now properly dispose of trash always or often.



Washington State Department of Health with C+C and The Anchor Group for WeConsider



In November 2021, 42% of the Black community in Washington remained unvaccinated and lagged 21% behind the statewide vaccination rate. Research revealed that unvaccinated members of the community were not undecided — they had made a choice to not get the vaccine. The WeConsider campaign was created by and for the Black community to encourage the unvaccinated to reconsider their choice through community partnerships and events, faith-based outreach, community media relations, paid Black micro-influencers and paid advertising. WeConsider helped increase vaccinations among the adult Black community by 15 percentage points and closed the gap from 17% behind to just 4%.doubling the hiker's fundraising efforts.

Washington State Department of Health with C+C for Verdades del COVID



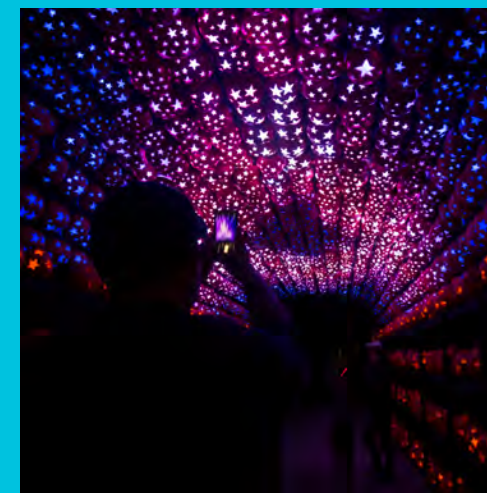
The Washington State Department of Health partnered with C+C to develop a culturally relevant campaign to increase vaccination rates among Washington state's Hispanic population. The issue? By November 2021, only 50% of Hispanics in the state had initiated vaccination (as compared to 79% of all adults 18+; a 29% gap). The execution? C+C developed the “Verdades del COVID” campaign to tackle common vaccine misconceptions with simple facts presented in a humorous way to empower Hispanics to choose to get vaccinated. The result? An integrated marketing communications campaign that helped increase Hispanic vaccination rates by 22 percentage points in 2022.

Wendy's with Ketchum, VMLY&R and Spark Foundry for Wendyverse

Wendy's teamed up with creators in Meta's Horizon Worlds to make (virtual) dreams come true with the grand opening of the Wendyverse™ in Horizon Worlds on April 2. Virtual reality became reality as Wendyverse gave fans all-new 3D opportunities to virtually interact with each other and the brand - as only Wendy's can.



Westchester County Tourism & Film with Mower for Westchester: Beyond the Everyday



Westchester County can be misunderstood as a homogeneous commuting suburb. In fact, it's the most culturally diverse county in NY State outside NYC. We needed to impress on leisure travelers its inclusive, welcoming nature and greatest appeals: - 24,000 acres of parkland - Seasonal attractions like leaf peeping and apple/pumpkin farm visits - Iconic events and programming - Michelin-rated, globally-inspired dining - Rich history - including a celebration of Black history - and architecture - Award-winning hotels We saw creative storytellers as an opportunity to illustrate Westchester as a place “Beyond the Everyday”.

Yuba Water Agency for 25 Years Since the New Year's Flood of 1997



The New Year's Flood of 1997 was a catalyst for Yuba Water Agency, one of the primary agencies tasked with reducing flood risk in Yuba County, California, to scale up investments in infrastructure improvements, research and interagency coordination to prepare for future floods. Twenty-five years later, Yuba County is among the state's best protected areas at risk of flooding, thanks to coordination and investments by Yuba Water and local, state and federal partners. To commemorate 25 years since the flood and increase awareness of the significant improvements since then, Yuba Water launched a month-long communications campaign in January 2022.

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2024 ANVIL AWARDS

Next year, your name could appear on this list... watch for the online entry form, which will be available soon!

The logo for the Public Relations Society of America (PRSA). It features the letters 'PRSA' in a bold, blue, serif font. The 'P' and 'R' are connected at the top, and the 'S' and 'A' are also connected. The letters are set against a background of a golden, starry pattern with bright light flares.