

2017 Silver Anvil Finalists

Name of Organization	Name of Agency	Title Of Entry
Adapt Pharma	Ketchum	REDEFINING NARCAN® – A Life-Saving Medication
Aflac	FleishmanHillard and KWI	Aflac: Perception Play in Social Responsibility
American College of Foot and Ankle Surgeons	FleishmanHillard	Take a New Look at Foot and Ankle Surgeons
American Express	M Booth	Consumers Shop, Dine, Dance and Ride on Record-Breaking Small Business Saturday
American Heart Association		CPR in Schools
American Osteopathic Association		A Wild Ride: Integrated Campaign Promoting Journal Research Rockets Brand to 4.4 Billion Impressions
American Society of Anesthesiologists (ASA)	Public Communications Inc. (PCI) and Reingold, Inc.	Protecting Safe VA Care
Anhuser-Busch's Natural Light	Zeno Group	Natural Light Scores Hole-in-One Partnership with Smylie Kaufman
Axovant Sciences	Russo Partners LLC	Huddle Up for New Alzheimer's Treatments Campaign
Ball Corporation		The Power of Day One
Bank of America	Burson-Marsteller	Cutting through the Clutter - Elevating Bank of America to the Industry Fintech Leader
Bernzomatic	Zeno Group	Finding Our Fire: Bernzomatic Brand Refresh
BIC Flex 5	Cramer-Krasselt	BIC Flex 5 Smooths Up Millennial Men
BP Fuels	Ogilvy	BP Reinvents the Fueling Experience with Personality Pumps
California American Water	BNA Communications	2016 CA Drought Campaign
Carnival Corporation	LDWWgroup	Sailing into the History Books – Carnival Corporation changes Cuban policy with first cruise to Cuba in four decades
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Castello	Carmichael Lynch Relate	Castello Takes Cheese Boards Center Stage to Grow Specialty Cheese Market
Castello	Carmichael Lynch Relate	Castello Takes Cheese Boards Center Stage to Grow The Specialty Cheese Market
Castello	Carmichael Lynch Relate	Castello Takes Cheese Boards Right To Center Stage to Grow Specialty Cheese Market
Chase	Ketchum	Chase Generational Money Talks
Cigna		For The First Time Ever, TV Doctors Save Real Lives!
Clorox Healthcare	Ketchum	Simple Swab, Shorter Stay: Take a Swipe at Antibiotic Resistance
Colgate-Palmolive	Cohn & Wolfe	Colgate Encourages Consumers to Save Water Because #EveryDropCounts
Community First Foundation		Colorado Gives Day 2016
Cystic Fibrosis Foundation	Trillium	Cystic Fibrosis Foundation Compass: Rallying Internal Audiences Around a New Brand for Patient Support
Cystic Fibrosis Foundation	Trillium	Cystic Fibrosis Foundation Compass: The New Face of Support Services
Dell Technologies	PPR Worldwide	Double or Nothing: How Communications Helped Make Michael Dell's Historic All-In Bet on EMC a Winner
Deputy Assistant Secretary of the Navy for Energy, Navy Office of Information and Chief of Naval Operations' Office of Energy and Environmental Readiness	Booz Allen Hamilton	U.S. Department of the Navy's Great Green Fleet
DePuy Synthes	Edelman	Hit Play Campaign

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Destination Cleveland, Cleveland Plus, Cleveland Neighborhood Progress, Jump Start, Downtown Cleveland Alliance, Greater Cleveland Partnership, City of Cleveland and Cuyahoga County	Dix & Eaton, Hennes Communications, Adcom, thunder::tech and Falls Communications	Changing a City's Narrative: How Cleveland Leveraged the 2016 RNC to Shift Perceptions from Rust Belt to Revitalization
Destination Cleveland, Cleveland Plus, Cleveland Neighborhood Progress, JumpStart, Downtown Cleveland Alliance, Greater Cleveland Partnership, City of Cleveland, and Cuyahoga County	Dix & Eaton, Hennes Communications, Adcom, thunder::tech and Falls Communications	Changing a City's Narrative: How Cleveland Leveraged the 2016 RNC to Shift Perceptions from Rustbelt to Rebirth
Dixie State University	Love Communications	Blazing a New Brand
DuPont	Gagen MacDonald and Think Marketing	DuPont's Journey to Three: Driving Performance Through Ambiguity with Employee Communications
DuPont Crop Protection	Exponent PR	Feeding the World – It Starts with an Acre
E.ON	Davies	Blowing Wind in the Face of Opposition: E.ON Twin Forks
Early On@ Michigan and Genesee Intermediate School District	Güd Marketing	Don't Wait. Evaluate.
Eckel & Vaughan	Kohn Associates	The Sunday Supper: Fighting Against the Floods with a Fork
Eckel & Vaughan	Kohn Associates	The Sunday Supper: Fighting the Floods with a Fork
EI Monterey	Exponent Public Relations	Mom Wins Big with Burritos
Extraction Oil & Gas, Inc.	Hill+Knowlton Strategies	Building a Base of Advocates
Farm Credit Mid-America	Exponent PR	Ag Finance and the Era of Content Marketing
Fluor Corporation		Inspiring Innovation: How a 100+ Year Old Construction Company Built Excitement for New Ideas
Food Lion		Food Lion Feeds: The Great Pantry Makeover
Great Wolf Resorts, Inc.	Allison+Partners	Great Wolf Lodge Splashes Into Southern California
Hampton by Hilton	rbb Communications	First Comes 'Like,' then Comes Love: Hampton by Hilton Taps into Hispanic Buying Power
Helvey Communications and KD/PR Virtual		When Nightmares Come True: A Crisis Communications Plan
HHS Administration for Community Living	Ogilvy Washington	What is Brain Health?
Hilton		Go Hilton
IBM	Text100	Connecting with Consumers through Cognitive Creativity
ICF		E-cigarettes & Young People - Emerging Public Health Threat
Invictus Games Orlando 2016	Hill + Knowlton Strategies	Victory: Sharing the Inspiring Stories of Wounded Warriors
Jekyll Island Authority		Hurricane Matthew -- A Real-Time Test in Jekyll Island Authority Crisis Communication
JetBlue	MullenLowe U.S.	Imaginations Take Flight with JetBlue's Soar with Reading Initiative
JetBlue	MullenLowe U.S.	JetBlue Turns Tears into Cheers at 35,000 feet
Johnnie Walker	Hunter Public Relations	JOHNNIE WALKER & WILMER VALDERRAMA WALK THE U.S.-MEXICO BORDER TO TAKE A STAND FOR DIVERSITY
Kerry		KEEP: Fostering a Culture of Engagement at Kerry
KFC	Edelman, Weiden+Kennedy and United Entertainment Group	KFC Extra Crispy Sunscreen
King County Metro	C+C	Capitol Hill In Motion
Manatee Lagoon – An FPL Eco-Discovery Center	rbb Communications and The History Factory	Manatee Lagoon – Inspiring Wildlife Protection and Customer Trust
Maytag	Ketchum, DigitasLBi and Rosetta	No Smear Campaign
Meadows Mental Health Policy Institute	LDWWgroup	Making it OK to Say: Talk Openly about Mental Health Issues
Michelin North America, Inc.		Increasing Employee Engagement with Field Sales Employees

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Microsoft	Burson-Marsteller	MICROSOFT AT THE 2016 IOWA CAUCUSES
Motorola Mobility, a Lenovo Company	Weber Shandwick	Challenging Smartphone Incrementalism: Moto Z Family & Moto Mods Launch
Mr. Clean	Citizen Relations	The Search for #TheNextMrClean
NASA Johnson Space Center		A Year in Space: Communicating NASA's Historic One-Year Mission from Space to Ground
NASA Johnson Space Center		The Year in Space: Communicating NASA's Historic One-Year Mission from Space to Ground
NASA Johnson Space Center		Year in Space: Communicating NASA's Historic One-Year Mission from Space to Ground
National Aquarium	Golin	National Aquarium Dolphin Sanctuary Announcement: Turning a Moment into a Movement
Nationwide	Edelman	Nationwide Retirement Institute survey: Health care costs vs. Social Security benefits
Niagara Conservation	Padilla	#WhatTheFlush: Disrupting the Water Conservation Conversation
Niagara Conservation	Padilla	#WhatTheFlush: Successfully Disrupting the Water Conservation Conversation
Noble Energy		Noble Energy: Working All Together for Colorado
Noble Energy		Noble Energy: Working Together for Colorado
North Texas Tollway Authority		We GOat This
Novartis Pharmaceuticals Corporation and American Heart Association	Cohn & Wolfe	Championing America's Rise Above Heart Failure Through the "Red Steps Challenge"
OhioHealth	Lewton/Miller	Offline! The Personal Touch Is Still a Reliable Reputation Builder
one7 communications		The Color Run Brightens Up Downtown Las Vegas
Orlando Health	CCH Marketing	Pulse Tragedy: Orlando Health's Response to Deadliest Mass Shooting in U.S. History
Pantene Pro-V	DeVries Global	Pantene "Dad-Do" Campaign and Super Bowl 50: NFL Dads and Daughters Win with Confidence
Partnership With Native Americans	Allison+Partners	Partnership With Native Americans: Providing What is Needed, at the Right Time, in the Right Way
Portillo's	Wagstaff Worldwide	Every Hot Dog Princess Has Her Day
Public Health – Seattle & King County	C+C	PrEP: The Pill that Prevents HIV
Reese's	Ketchum, Havas and Soulsight	Creating #Cupfusion
Richard Nixon Foundation Library & Museum	KTStewart, Pinkston Group, The Woo and James Robie Design	It's Time to Take Another Look at Richard Nixon
Rockwell Automation	Padilla	How to Create a Smart Factory
Sanofi Genzyme	Cohn & Wolfe	vs.MS, a Global Sanofi Genzyme Initiative
Savers	Edelman	Savers Rethink Reuse Campaign
Savers	Edelman	Savers Rethink The Reuse Campaign
Sherwin-Williams	Carmichael Lynch Relate	National Painting Week Inspires Care for Communities
Starbucks	Edelman	Managing Public Sentiment Ahead of Starbucks Rewards Program Change
Starbucks	Edelman and Zeno Group	Starbucks Holiday Red Cups: A Global Reveal of Customer Designs
State Farm	Weber Shandwick, The Axis Agency, and The Marketing Arm	State of Neighbors
Syngenta	G&S Business Communications	FarmHer: Syngenta Celebrates Women in Agriculture
Syniverse	CCgroup	Exposing the Privacy Predicament
TD Bank	Prosek Partners	Picture Perfect Banking
The National Cyber Security Alliance (NCSA)		Making the Internet Safe for All
The National Cyber Security Alliance (NCSA)		Making the Internet Safe for All Of Us

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The Peace Corps	Ogilvy Public Relations	Do the Unexpected: The Peace Corps
The Society for Cardiovascular Angiography and Interventions	Weber Shandwick	Unbroken Hearts: Shaping the Interventional Cardiology Story
The Virginia Lottery	Padilla	Honoring Virginia's Teachers, One Thank-You Note At A Time
The Virginia Lottery	Padilla	The Honoring Of Virginia's Teachers, One Thank-You Note At A Time
Tremco Roofing & Building Maintenance	Roop & Co.	Groundbreaking Innovation: Bringing Drone Technology to the Roofing & Building Maintenance Industry
Truth Initiative	72 and Sunny, Ketchum and Assembly Media	#CATmageddon
Tyson Foods	FleishmanHillard	Big Can Be Good: Tyson Foods Raises Expectations
U.S. Army Corps of Engineers, Charleston District		Pulling for Unity: Harvesting Sweetgrass to Save a Dying Cultural Art Form
U.S. Consumer Product Safety Commission	Widmeyer Communications, a Finn Partners Company	Pool Safely – Simple Steps Save Lives: A National Campaign to Prevent Child Drowning and Drain Entrapment
U.S. Department of Energy	C+C	Better Buildings Challenge SWAP
U.S. Highbush Blueberry Council	Padilla	Goodness Frozen: Warming Consumer Appetites to Frozen Blueberries
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United Airlines	Edelman	United Polaris Business Class – Navigating a New and Restful Future
USA Swimming	Exponent PR	Swim United: With Liberty and Flip Turns for All
USDA-Natural Resources Conservation Service		Unlock the Secrets in the Soil
Valspar Corporation	Burson-Marsteller	Valspar: Introducing the Product, Changing Industry Paradigms
Virginia529 College Savings Plans	Padilla	ABLENow Launches With National Recognition
Vocera Communications, Inc.		Exiting the Penalty Box and Unlocking Value
Weight Watchers International, Inc.	M Booth	Weight Watchers Launches Project L.I.F.T-- Live Inspired Fight Together
Whirlpool Brand	Ketchum and DigitasLBi	Care Counts
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WinField United	Exponent PR and Colle+McVoy	Thinking Beyond Farming
Wonderful Pistachios	Havas Formula	Wonderful Pistachios Educates Hispanics on Healthy Snacking
Young Living Essential Oils	Ketchum Inc.	The Lavender Room NYC