

2017 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Organization	Agency	Title of Entry
Silver Anvil	Community Relations > Associations/Nonprofit Organizations	Eckel & Vaughan	Kohn Associates	The Sunday Supper: Fighting the Floods with a Fork
AOE	Community Relations > Associations/Nonprofit Organizations	Community First Foundation		Colorado Gives Day 2016
Silver Anvil	Community Relations > Business > Services	JetBlue	MullenLowe U.S.	Imaginations Take Flight with JetBlue's Soar with Reading Initiative
AOE	Community Relations > Business > Services	California American Water	BNA Communications	2016 CA Drought Campaign
AOE	Community Relations > Business > Services	Manatee Lagoon – An FPL Eco-Discovery Center	rbb Communications and The History Factory	Manatee Lagoon – Inspiring Wildlife Protection and Customer Trust
Silver Anvil	Community Relations > Government	The Virginia Lottery	Padilla	Honoring Virginia's Teachers, One Thank-You Note At A Time
AOE	Community Relations > Government	King County Metro	C+C	Capitol Hill In Motion
AOE	Community Relations > Government	Virginia529 College Savings Plans	Padilla	ABLENow Launches With National Recognition
Silver Anvil	Crisis Communications > Associations/Nonprofit Organizations	Orlando Health	CCH Marketing	Pulse Tragedy: Orlando Health's Response to Deadliest Mass Shooting in U.S. History
Silver Anvil	Crisis Communications > Business	Helvey Communications and KD/PR Virtual		When Nightmares Come True: A Crisis Communications Plan
AOE	Crisis Communications > Business	Carnival Corporation	LDWWgroup	Sailing into the History Books – Carnival Corporation changes Cuban policy with first cruise to Cuba in four decades
Silver Anvil	Crisis Communications > Government	Jekyll Island Authority		Hurricane Matthew -- A Real-Time Test in Jekyll Island Authority Crisis Communication
AOE	Crisis Communications > Government	Early On® Michigan and Genesee Intermediate School District	Güd Marketing	Don't Wait. Evaluate.
Silver Anvil	Events and Observances > More Than Seven Days > Associations/Nonprofit Organizations	Richard Nixon Foundation Library & Museum	KTStewart, Pinkston Group, The Woo and James Robie Design	It's Time to Take Another Look at Richard Nixon
Silver Anvil	Events and Observances > More Than Seven Days > Business — Products	Food Lion		Food Lion Feeds: The Great Pantry Makeover
AOE	Events and Observances > More Than Seven Days > Business — Products	Sherwin-Williams	Carmichael Lynch Relate	National Painting Week Inspires Care for Communities
Silver Anvil	Events and Observances > More Than Seven Days > Business — Services	Fluor Corporation		Inspiring Innovation: How a 100+ Year Old Construction Company Built Excitement for New Ideas
Silver Anvil	Events and Observances > More Than Seven Days > Government	The Virginia Lottery	Padilla	Honoring Virginia's Teachers, One Thank-You Note At A Time
AOE	Events and Observances > More Than Seven Days > Government	NASA Johnson Space Center		Year in Space: Communicating NASA's Historic One-Year Mission from Space to Ground

2017 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Organization	Agency	Title of Entry
Silver Anvil	Events and Observances > Seven Or Fewer Days > Associations	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
Silver Anvil	Events and Observances > Seven Or Fewer Days > Consumer Products	Young Living Essential Oils	Ketchum	The Lavender Room NYC
AOE	Events and Observances > Seven Or Fewer Days > Consumer Products	Pantene Pro-V	DeVries Global and Grey, NY	Pantene "Dad-Do" Campaign and Super Bowl 50: NFL Dads and Daughters Win with Confidence
AOE	Events and Observances > Seven Or Fewer Days > Consumer Products	Portillo's	Wagstaff Worldwide	Every Hot Dog Princess Has Her Day
Silver Anvil	Events and Observances > Seven Or Fewer Days > Consumer Services	The Color Run	one7 communications	The Color Run Brightens Up Downtown Las Vegas
AOE	Events and Observances > Seven Or Fewer Days > Consumer Services	American Express	M Booth	Consumers Shop, Dine, Dance and Ride on Record-Breaking Small Business Saturday
Silver Anvil	Events and Observances > Seven Or Fewer Days > Nonprofit Organizations	Invictus Games Orlando 2016	Hill + Knowlton Strategies	Victory: Sharing the Inspiring Stories of Wounded Warriors
Silver Anvil	Global Communications	Sanofi Genzyme	Cohn & Wolfe	vs.MS, a Global Sanofi Genzyme Initiative
AOE	Global Communications	Starbucks	Edelman and Zeno Group	Starbucks Holiday Red Cups: A Global Reveal of Customer Designs
Silver Anvil	Integrated Communications > Associations	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
AOE	Integrated Communications > Associations	USA Swimming	Exponent PR	Swim United: With Liberty and Flip Turns for All
Silver Anvil	Integrated Communications > Business to Business	DuPont Crop Protection	Exponent PR	Feeding the World – It Starts with an Acre
AOE	Integrated Communications > Business to Business	Dell Technologies	PPR Worldwide	Double or Nothing: How Communications Helped Make Michael Dell's Historic All-In Bet on EMC a Winner
AOE	Integrated Communications > Business to Business	Syngenta	G&S Business Communications	FarmHer: Syngenta Celebrates Women in Agriculture
AOE	Integrated Communications > Business to Business	WinField United	Exponent PR and Colle+McVoy	Thinking Beyond Farming

2017 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Organization	Agency	Title of Entry
Silver Anvil	Integrated Communications > Consumer Products > Food & Beverage	U.S. Highbush Blueberry Council	Padilla	Goodness Frozen: Warming Consumer Appetites to Frozen Blueberries
AOE	Integrated Communications > Consumer Products > Food & Beverage	Castello	Carmichael Lynch Relate	Castello Takes Cheese Boards Center Stage to Grow Specialty Cheese Market
AOE	Integrated Communications > Consumer Products > Food & Beverage	KFC	Edelman, Weiden+Kennedy and United Entertainment Group	KFC Extra Crispy Sunscreen
Silver Anvil	Integrated Communications > Consumer Products > Non-Packaged Goods	Whirlpool Brand	Ketchum and DigitasLBI	Care Counts
AOE	Integrated Communications > Consumer Products > Non-Packaged Goods	BP Fuels	Ogilvy	BP Reinvents the Fueling Experience with Personality Pumps
AOE	Integrated Communications > Consumer Products > Non-Packaged Goods	Maytag	Ketchum, DigitasLBI and Rosetta	No Smear Campaign
AOE	Integrated Communications > Consumer Products > Non-Packaged Goods	Niagara Conservation	Padilla	#WhatTheFlush: Disrupting the Water Conservation Conversation
Silver Anvil	Integrated Communications > Consumer Products > Packaged Goods	Bernzomatic	Zeno Group	Finding Our Fire: Bernzomatic Brand Refresh
AOE	Integrated Communications > Consumer Products > Packaged Goods	Colgate-Palmolive	Cohn & Wolfe	Colgate Encourages Consumers to Save Water Because #EveryDropCounts
AOE	Integrated Communications > Consumer Products > Packaged Goods	Mr. Clean	Citizen Relations	The Search for #TheNextMrClean
Silver Anvil	Integrated Communications > Consumer Products > Retail Stores and Restaurants	Savers	Edelman	Savers Rethink Reuse Campaign
Silver Anvil	Integrated Communications > Consumer Services	Bank of America	Burson-Marsteller	Cutting through the Clutter - Elevating Bank of America to the Industry Fintech Leader
AOE	Integrated Communications > Consumer Services	IBM	Text100	Connecting with Consumers through Cognitive Creativity
AOE	Integrated Communications > Consumer Services	State Farm	Weber Shandwick, The Axis Agency, and The Marketing Arm	State of Neighbors
AOE	Integrated Communications > Consumer Services	Weight Watchers International, Inc.	M Booth	Weight Watchers Launches Project L.I.F.T-- Live Inspired Fight Together
Silver Anvil	Integrated Communications > Government	NASA Johnson Space Center		Year in Space: Communicating NASA's Historic One-Year Mission from Space to Ground
AOE	Integrated Communications > Government	HHS Administration for Community Living	Ogilvy Washington	What is Brain Health?
AOE	Integrated Communications > Government	Public Health – Seattle & King County	C+C	PrEP: The Pill that Prevents HIV
Silver Anvil	Internal Communications > Associations/Government/Nonprofit Organizations	Cystic Fibrosis Foundation	Trillium	Cystic Fibrosis Foundation Compass: Rallying Internal Audiences Around a New Brand for Patient Support

2017 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Organization	Agency	Title of Entry
AOE	Internal Communications > Associations/Government/Nonprofit Organizations	American Osteopathic Association		A Wild Ride: Integrated Campaign Promoting Journal Research Rockets Brand to 4.4 Billion Impressions
Silver Anvil	Internal Communications > Business > 1,000 to 10,000 Employees	Kerry		KEEP: Fostering a Culture of Engagement at Kerry
Silver Anvil	Internal Communications > Business > More Than 10,000 Employees	Hilton		Go Hilton
AOE	Internal Communications > Business > More Than 10,000 Employees	Ball Corporation		The Power of Day One
AOE	Internal Communications > Business > More Than 10,000 Employees	DuPont	Gagen MacDonald and Think Marketing	DuPont's Journey to Three: Driving Performance Through Ambiguity with Employee Communications
AOE	Internal Communications > Business > More Than 10,000 Employees	Michelin North America, Inc.		Increasing Employee Engagement with Field Sales Employees
Silver Anvil	Investor Relations	Vocera Communications, Inc.		Exiting the Penalty Box and Unlocking Value
Silver Anvil	Issues Management > Business	E.ON	Davies	Blowing Wind in the Face of Opposition: E.ON Twin Forks
AOE	Issues Management > Business	Noble Energy		Noble Energy: Working Together for Colorado
Silver Anvil	Issues Management > Government	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
AOE	Issues Management > Government	North Texas Tollway Authority		We GOaT This
Silver Anvil	Marketing > Business To Business > Other (Categories Not Elsewhere Defined)	Tremco Roofing & Building Maintenance	Roop & Co.	Groundbreaking Innovation: Bringing Drone Technology to the Roofing & Building Maintenance Industry
Silver Anvil	Marketing > Business To Business > Products	Valspar Corporation	Burson-Marsteller	Valspar: Introducing the Product, Changing Industry Paradigms
AOE	Marketing > Business To Business > Products	Clorox Healthcare	Ketchum	Simple Swab, Shorter Stay: Take a Swipe at Antibiotic Resistance
Silver Anvil	Marketing > Business To Business > Professional and/or Financial Services	Farm Credit Mid-America	Exponent PR	Ag Finance and the Era of Content Marketing
AOE	Marketing > Business To Business > Professional and/or Financial Services	Rockwell Automation	Padilla	How to Create a Smart Factory
Silver Anvil	Marketing > Consumer Products > Beverages	Johnnie Walker	Hunter Public Relations	JOHNNIE WALKER & WILMER VALDERRAMA WALK THE U.S.-MEXICO BORDER TO TAKE A STAND FOR DIVERSITY
AOE	Marketing > Consumer Products > Beverages	Anheuser-Busch	Zeno Group	Natural Light Scores Hole-in-One Partnership with Smylie Kaufman

2017 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Organization	Agency	Title of Entry
Silver Anvil	Marketing > Consumer Products > Food	Castello	Carmichael Lynch Relate	Castello Takes Cheese Boards Center Stage to Grow Specialty Cheese Market
AOE	Marketing > Consumer Products > Food	Reese's	Ketchum, Havas and Soulsight	Creating #Cupfusion
AOE	Marketing > Consumer Products > Food	U.S. Highbush Blueberry Council	Padilla	Goodness Frozen: Warming Consumer Appetites to Frozen Blueberries
Silver Anvil	Marketing > Consumer Products > Health Care	Adapt Pharma	Ketchum	REDEFINING NARCAN® – A Life-Saving Medication
AOE	Marketing > Consumer Products > Health Care	DePuy Synthes	Edelman	Hit Play Campaign
Silver Anvil	Marketing > Consumer Products > Non-Packaged Goods	Niagara Conservation	Padilla	#WhatTheFlush: Disrupting the Water Conservation Conversation
Silver Anvil	Marketing > Consumer Products > Packaged Goods	El Monterey	Exponent Public Relations	Mom Wins Big with Burritos
AOE	Marketing > Consumer Products > Packaged Goods	BIC Flex 5	Cramer-Krasselt	BIC Flex 5 Smooths Up Millennial Men
AOE	Marketing > Consumer Products > Packaged Goods	Castello	Carmichael Lynch Relate	Castello Takes Cheese Boards Center Stage to Grow Specialty Cheese Market
Silver Anvil	Marketing > Consumer Products > Technology	Motorola Mobility, a Lenovo Company	Weber Shandwick	Challenging Smartphone Incrementalism: Moto Z Family & Moto Mods Launch
Silver Anvil	Marketing > Consumer Services > Financial Services	Chase	Ketchum	Chase Generational Money Talks
AOE	Marketing > Consumer Services > Financial Services	TD Bank	Prosek Partners	Picture Perfect Banking
Silver Anvil	Marketing > Consumer Services > Health Care Services	Novartis Pharmaceuticals Corporation and American Heart Association	Cohn & Wolfe	Championing America's Rise Above Heart Failure Through the "Red Steps Challenge"
AOE	Marketing > Consumer Services > Health Care Services	Axovant Sciences	Russo Partners LLC	Huddle Up for New Alzheimer's Treatments Campaign
AOE	Marketing > Consumer Services > Health Care Services	Cigna		For The First Time Ever, TV Doctors Save Real Lives!
Silver Anvil	Marketing > Consumer Services > Other (Categories Not Elsewhere Defined)	Cystic Fibrosis Foundation	Trillium	Cystic Fibrosis Foundation Compass: The New Face of Support Services
Silver Anvil	Marketing > Consumer Services > Travel and Tourism/Hospitality	JetBlue	MullenLowe U.S.	JetBlue Turns Tears into Cheers at 35,000 feet
AOE	Marketing > Consumer Services > Travel and Tourism/Hospitality	Great Wolf Resorts, Inc.	Allison+Partners	Great Wolf Lodge Splashes Into Southern California
AOE	Marketing > Consumer Services > Travel and Tourism/Hospitality	United Airlines	Edelman	United Polaris Business Class – Navigating a New and Restful Future
Silver Anvil	Multicultural Public Relations > Associations/Government/Nonprofit Organizations	The Peace Corps	Ogilvy Public Relations	Do the Unexpected: The Peace Corps

2017 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Organization	Agency	Title of Entry
AOE	Multicultural Public Relations > Associations/Government/Nonprofit Organizations	U.S. Army Corps of Engineers, Charleston District		Pulling for Unity: Harvesting Sweetgrass to Save a Dying Cultural Art Form
Silver Anvil	Multicultural Public Relations > Business	Hampton by Hilton	rbb Communications	First Comes 'Like,' then Comes Love: Hampton by Hilton Taps into Hispanic Buying Power
AOE	Multicultural Public Relations > Business	Wonderful Pistachios	Havas Formula	Wonderful Pistachios Educates Hispanics on Healthy Snacking
Silver Anvil	Public Affairs > Associations/Nonprofit Organizations	Meadows Mental Health Policy Institute	LDWWgroup	Making it OK to Say: Talk Openly about Mental Health Issues
AOE	Public Affairs > Associations/Nonprofit Organizations	American Society of Anesthesiologists (ASA)	Public Communications Inc. (PCI) and Reingold, Inc.	Protecting Safe VA Care
Silver Anvil	Public Affairs > Business	Microsoft	Burson-Marsteller	MICROSOFT AT THE 2016 IOWA CAUCUSES
AOE	Public Affairs > Business	Carnival Corporation	LDWWgroup	Sailing into the History Books – Carnival Corporation changes Cuban policy with first cruise to Cuba in four decades
AOE	Public Affairs > Business	Extraction Oil & Gas, Inc.	Hill+Knowlton Strategies	Building a Base of Advocates
AOE	Public Affairs > Business	Noble Energy		Noble Energy: Working Together for Colorado
Silver Anvil	Public Service > Associations	The National Cyber Security Alliance (NCSA)	Thatcher+Co.	Making the Internet Safe for All
Silver Anvil	Public Service > Business	Whirlpool Brand	Ketchum and DigitasLBi	Care Counts
Silver Anvil	Public Service > Government	USDA-Natural Resources Conservation Service		Unlock the Secrets in the Soil
AOE	Public Service > Government	ICF		E-cigarettes & Young People - Emerging Public Health Threat
AOE	Public Service > Government	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
AOE	Public Service > Government	U.S. Department of Energy	C+C	Better Buildings Challenge SWAP
Silver Anvil	Public Service > Nonprofit Organizations	American Heart Association		CPR in Schools
AOE	Public Service > Nonprofit Organizations	Partnership With Native Americans	Allison+Partners	Partnership With Native Americans: Providing What is Needed, at the Right Time, in the Right Way
AOE	Public Service > Nonprofit Organizations	Truth Initiative	Ketchum, 72 and Sunny and Assembly Media	#CATmageddon
Silver Anvil	Public Service > Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)	The National Cyber Security Alliance (NCSA)	Thatcher+Co.	Making the Internet Safe for All

2017 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Organization	Agency	Title of Entry
AOE	Public Service > Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)	Eckel & Vaughan	Kohn Associates	The Sunday Supper: Fighting the Floods with a Fork
Silver Anvil	Reputation/Brand Management > Associations	American College of Foot and Ankle Surgeons	FleishmanHillard	Take a New Look at Foot and Ankle Surgeons
AOE	Reputation/Brand Management > Associations	The Society for Cardiovascular Angiography and Interventions	Weber Shandwick	Unbroken Hearts: Shaping the Interventional Cardiology Story
Silver Anvil	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	Syniverse	CCgroup	Exposing the Privacy Predicament
AOE	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	Aflac	FleishmanHillard and KWI	Aflac: Perception Play in Social Responsibility
AOE	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	Savers	Edelman	Savers Rethink Reuse Campaign
Silver Anvil	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	Tyson Foods	FleishmanHillard	Big Can Be Good: Tyson Foods Raises Expectations
AOE	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	Carnival Corporation	LDWWgroup	Sailing into the History Books – Carnival Corporation changes Cuban policy with first cruise to Cuba in four decades
AOE	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	Nationwide	Edelman	Nationwide Retirement Institute survey: Health care costs vs. Social Security benefits
AOE	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	Starbucks	Edelman	Managing Public Sentiment Ahead of Starbucks Rewards Program Change
Silver Anvil	Reputation/Brand Management > Government	NASA Johnson Space Center		Year in Space: Communicating NASA's Historic One-Year Mission from Space to Ground
AOE	Reputation/Brand Management > Government	Dixie State University	Love Communications	Blazing a New Brand
Silver Anvil	Reputation/Brand Management > Nonprofit Organizations	OhioHealth	Lewton/Miller	Offline! The Personal Touch Is Still a Reliable Reputation Builder
AOE	Reputation/Brand Management > Nonprofit Organizations	National Aquarium	Golin	National Aquarium Dolphin Sanctuary Announcement: Turning a Moment into a Movement