

2012 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	COMMUNITY RELATIONS	Business - Products	Procter and Gamble	MSLGROUP	Bounty Paper Towels Showing Love to Schools
AOE	COMMUNITY RELATIONS	Business - Products	General Motors	MSLGROUP	General Motors: Driving Engagement with Grassroots Communications
Silver	COMMUNITY RELATIONS	Business - Services	IBM	Ketchum	IBM Stages Largest Corporate Volunteer Event in History, Reaching Communities in 120 Countries
Silver	COMMUNITY RELATIONS	Government	U.S. Navy Office of Community Outreach		Bringing America's Navy Home
AOE	COMMUNITY RELATIONS	Government	West Basin Municipal Water District	Katz & Associates	7,000 Rally for Reliable Water
AOE	COMMUNITY RELATIONS	Associations/Nonprofit Organizations	Tulsa Public Schools	Saxum	TPS – Project Schoolhouse
AOE	COMMUNITY RELATIONS	Associations/Nonprofit Organizations	The Allstate Foundation and YWCA USA	Fleishman Hillard	The Purple Purse: Let's Talk About Domestic Violence
Silver	COMMUNITY RELATIONS	Associations/Nonprofit Organizations	Minnesota Pork Board AND Minnesota Pork Producers Association	Weber Shandwick	Oink Outings: Meeting Farmers. Feeding Families
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales of More than \$500 Million to \$10 Billion	JetBlue Airways	MWW Group	JetBlue's Flight Plan for the Future: Connecting with the Cockpit to Preserve the Direct Relationship with Pilots
Silver	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales of More than \$500 Million to \$10 Billion	Barrick Pueblo Viejo Corporate Communications	Newlink Communications	Barrick: Turning a Complex Crisis into Gold in the Dominican Republic
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales of More than \$500 Million to \$10 Billion	IKEA U.S.	Ketchum	IKEA Life Improvement Project
Silver	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	IBM	Ketchum	IBM at 100: Our Place in the Past, Present and Future
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	Best Buy Co., Inc.	Edelman	Our World, Connected: Bringing the Business and the Purpose of Best Buy Together
AOE	REPUTATION/BRAND MANAGEMENT	Business - Companies With Sales Over \$10 Billion	P&G Future Friendly	Citizen Paine	P&G's Future Friendly "Find Your Footprint": While Youth Find Their Footprint, Brand Leaves its Mark
AOE	REPUTATION/BRAND MANAGEMENT	Government	North American Aerospace Defense Command (NORAD)		NORAD and Santa: A Winning Combination
AOE	REPUTATION/BRAND MANAGEMENT	Government	Mexico Tourism Board	Ogilvy Public Relations	Fighting Fire with Fire: Resetting the Media Dialogue for Mexico
Silver	REPUTATION/BRAND MANAGEMENT	Government	West Basin Municipal Water District	Katz & Associates	Water Reliability 2020
AOE	REPUTATION/BRAND MANAGEMENT	Associations	IEEE	Weber Shandwick	Raising IEEE's Profile from São Paolo to Shanghai
AOE	REPUTATION/BRAND MANAGEMENT	Associations	Minnesota Pork Board and Minnesota Pork Producers Association	Weber Shandwick	Oink Outings: A Passion for Pork from Farm to Fork

2012 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	REPUTATION/BRAND MANAGEMENT	Associations	U.S. Farmers & Ranchers Alliance	Ketchum and Zócalo Group and maslansky luntz + partners	Since When Did Agriculture Become a Dirty Word? Changing the Way We Talk About Farming and Ranching
AOE	REPUTATION/BRAND MANAGEMENT	Nonprofit Organizations	UL (Underwriters Laboratories)	MSLGROUP and MediaVest	Reputation/Brand Management: UL Encourages Moms to Commit a Minute to Safety
Silver	REPUTATION/BRAND MANAGEMENT	Nonprofit Organizations	The Allstate Foundation		Renew, Honor, Play: The Christina-Taylor Green Little Hands Playground
Silver	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Products	IBM		IBM's Watson Takes on Jeopardy! - 3 Days that Changed the Face of Computing
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Products	Kodak	Ketchum	Kodak Frees Your Facebook Photos
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Products	StarKist Co.	Coburn Communication	StarKist - Charlie the Tuna's 50th Birthday Event
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Products	TOMS	Ketchum	TOMS One Day Without Shoes: Engaging One Million People in a Meaningful Movement
Silver	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Services	Safeway	Access Communications	Setting the Table in a Big Way: Introducing Safeway's Open Nature All-Natural Product Line to the Nation
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Services	Soitec	Hutchens PR	Soitec North American Solar Manufacturing Facility Dedication
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Services	USA Pro Cycling Challenge	Rogers & Cowan	Rogers & Cowan Rides to Success with Inaugural Professional Cycling Race
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Business - Services	Versailles Restaurant	República	Celebrando 40 Years of True Miami Sabor y Cultura
Silver	EVENTS AND OBSERVANCES - Seven or Fewer Days	Associations/Nonprofit Organizations	Minnesota Pork Board and Minnesota Pork Producers Association	Weber Shandwick	Oink Outings: Bringing Moms to the Farm
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Associations/Nonprofit Organizations	Consejo Regulador de la Denominación de Origen Calificada Rioja	CRT/tanaka	Vibrant Rioja Grand Tasting Series 2011
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Associations/Nonprofit Organizations	Freedom to Marry	DCI Group	Mayors for the Freedom to Marry Press Conference Launch
AOE	EVENTS AND OBSERVANCES - Seven or Fewer Days	Associations/Nonprofit Organizations	U.S. Farmers & Ranchers Alliance	Ketchum and Zócalo Group and maslansky luntz + partners	Since When Did Agriculture Become a Dirty Word? Take a Seat at the Table
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Business - Products	Jack Link's Beef Jerky	Carmichael Lynch Spong	Bikes, Beer and Beef Jerky: A Sponsorship Made in Heaven
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Business - Products	Memorex	Padilla Speer Beardsley	Remember Memorex? It's back and streaming live!
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Business - Products	Caribou Coffee	Exponent PR	Caribou Coffee Brews Hope for a Cure
Silver	EVENTS AND OBSERVANCES - More than Seven Days	Business - Products	Gander Mountain	Fleishman-Hillard	Holiday No One Saw Coming: Gander Mountain Introduces "Camo Thursday"

2012 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Business - Services	HealthSouth	HealthSouth Communications and Creative Group	Amputees Across America – An Inspiring Road to Recovery
Silver	EVENTS AND OBSERVANCES - More than Seven Days	Business - Services	IBM	Ketchum	IBM at 100: Focusing Our Place in the Past, Present and Future
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Business - Services	DoubleTree by Hilton Hotels	Ketchum and Digital Royalty and Gensler and OMD and Decibel Management	DoubleTree by Hilton Cookie CAREavan Across America
Silver	EVENTS AND OBSERVANCES - More than Seven Days	Government	U.S. Department of Energy	Stratacomm	U.S. Department of Energy Solar Decathlon 2011
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Government	Utah Department of Transportation	Intrepid	Walk More in Four
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Associations/Nonprofit Organizations	Habitat for Humanity International	GolinHarris	Building Hope in Haiti: Jimmy and Rosalynn Carter Work Project, a World Habitat Day event
Silver	EVENTS AND OBSERVANCES - More than Seven Days	Associations/Nonprofit Organizations	The Allstate Foundation and YWCA USA	Fleishman Hillard	The Power of the Purple Purse: Talking About Domestic Violence
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Associations/Nonprofit Organizations	Elmhurst Memorial Healthcare	The Meetinghouse Companies and Food for Thought Catering	Elmhurst Memorial Hospital Grand Opening Celebrations
AOE	EVENTS AND OBSERVANCES - More than Seven Days	Associations/Nonprofit Organizations	Seattle Art Museum		Picasso in Seattle
Silver	PUBLIC SERVICE	Business	State Farm Insurance		Eat, Fry, Love: A Cautionary Tale - Reducing Holiday Cooking Fires
AOE	PUBLIC SERVICE	Business	Medtronic	BRG Communications	“Take Fainting to Heart” Consumer Awareness Campaign
Silver	PUBLIC SERVICE	Government	U.S. Department of Health & Human Services' Office on Women's Health	Hager Sharp, Inc.	Best Bones Forever!
AOE	PUBLIC SERVICE	Government	Iowa Department of Human Services and Eyes Open Iowa	Fleishman-Hillard	Talking Sex Together (TxT): Going Mobile with Sex Ed and Teen Pregnancy Prevention Awareness
AOE	PUBLIC SERVICE	Government	Environmental Protection Agency's ENERGY STAR program	Colehour + Cohen and The Cadmus Group and PRR	EPA Presents The National Building Competition: Working Off the Waste with ENERGY STAR
Silver	PUBLIC SERVICE	Associations/Nonprofit Organizations	Occupy Wall Street	WORKHOUSE	OCCUPY WALL STREET: The Revolution Will Be Editorialized
AOE	PUBLIC SERVICE	Associations/Nonprofit Organizations	Tyson Foods	Mitchell Communications Group, Inc.	Tyson KNOW Hunger Campaign
AOE	PUBLIC SERVICE	Associations/Nonprofit Organizations	UL (Underwriters Laboratories)	MSLGROUP and MediaVest	Public Service: UL Encourages Moms to Commit a Minute to Safety
AOE	PUBLIC SERVICE	Associations/Nonprofit Organizations	Campaign for Tobacco-Free Kids		Knock Tobacco Out of the Park

2012 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
AOE	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	life'sDHA, an Ingredient Brand of Nutritional Lipids/DSM Nutritional Products	Carmichael Lynch Spong	Influencing A Generation of Beautiful Minds
Silver	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	The Gateway Center	Edelman	Home is Where the GIFT Is
AOE	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	The Idaho Foodbank	Scentsy, Inc.	Halt the Hunger: Addressing Food Insecurity in Idaho
AOE	PUBLIC SERVICE	Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)	U.S. Farmers & Ranchers Alliance	Ketchum and Zócalo Group and maslansky luntz + partners	Since When Did Agriculture Become a Dirty Word? Building Trust in Farming and Ranching
Silver	PUBLIC AFFAIRS	Business	Jackson Street Management	Zeppos & Associates, Inc.	Bringing the Marriott to Downtown Milwaukee
AOE	PUBLIC AFFAIRS	Business	Jockey International, Inc.	Cone Communications	Cross-Sector Collaboration for Adopting Change
AOE	PUBLIC AFFAIRS	Business	United Technologies Corporation, Pratt & Whitney	Qorvis Communications LLC and Sullivan Higdon & Sink	F-35 Joint Strike Fighter Alternate Engine Communications Campaign
AOE	PUBLIC AFFAIRS	Business	Protea Properties	Southwest Strategies	Flower Hill Promenade: Revitalizing a Neighborhood Center
AOE	PUBLIC AFFAIRS	Associations/Nonprofit Organizations	American Cancer Society, American Cancer Society Cancer Action Network, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, Campaign for Tobacco-Free Kids, LIVESTRONG and Texas Parent Teacher Association	Noble Strategic Partners	Smoke-Free Texas Grassroots, Grass Tops and Communications Campaign - 82nd Texas Legislative Session
Silver	PUBLIC AFFAIRS	Associations/Nonprofit Organizations	Public Knowledge, Rural Telecommunications Group, The New America Foundation's Open Technology Initiative, the Rural Cellular Association, the Media Access Project, FreeToCompete.com, EarthLink, The Future of Music Coalition, Cricket and Sprint	The Glen Echo Group, LLC, Abernathy MacGregor, Inc. and APCO Worldwide	The No Takeover Project

2012 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	PUBLIC AFFAIRS	Government	United Nations Population Fund (UNFPA) AND Spanish Agency for International Development Cooperation (AECID) AND UNFPA/AECID Cooperation Fund for Latin America and the Caribbean 2008-2011 (UNFPA/AECID Fund)	Newlink Communications	A Call to Action for Human Development: Expanding access to sexual and reproductive health care
Silver	MARKETING CONSUMER PRODUCTS	Health Care	life'sDHA, an Ingredient Brand of Nutritional Lipids/DSM Nutritional Products	Carmichael Lynch Spong	Inspiring a Generation of Beautiful Minds
AOE	MARKETING CONSUMER PRODUCTS	Health Care	Novartis Animal Health	Exponent PR	Novartis Uncovers the Dirty Truth about Fleas
AOE	MARKETING CONSUMER PRODUCTS	Technology	Nintendo of America	GolinHarris	Nintendo 3DS: How PR Proved That Seeing Is Believing
Silver	MARKETING CONSUMER PRODUCTS	Technology	Memorex	Padilla Speer Beardsley	Memorex is back and streaming live!"
AOE	MARKETING CONSUMER PRODUCTS	Technology	Sony PlayStation	Ketchum, Harrison & Shriftman, Access PR	UNCHARTED 3 – The Nathan Drake Half-Tuck
AOE	MARKETING CONSUMER PRODUCTS	Technology	AT&T	Fleishman-Hillard	Set Your TV Free: Launching the AT&T U-verse Wireless Receiver
Silver	MARKETING CONSUMER PRODUCTS	Food & Non-Alcoholic Beverages	7-Eleven	Ketchum	Our Birthday, Your Bash
AOE	MARKETING CONSUMER PRODUCTS	Food & Non-Alcoholic Beverages	Frito-Lay North America	Ketchum	From Our Kitchen To Yours: Frito-Lay Cooks Up Chips Made With All Natural Ingredients
Silver	MARKETING CONSUMER PRODUCTS	Alcoholic Beverages (Wine, Beer, Spirits)	Diageo (Sterling Vineyards)	Taylor Global, Inc.	Sterling Vineyards Opens the Wine, Uncorks a Triumph and Crowns the Ultimate Host
Silver	MARKETING CONSUMER PRODUCTS	Restaurants (Independents, Casual Dining, Fast Food, Coffee Shops)	Caribou Coffee	Exponent PR	Caribou Coffee Fights Breast Cancer One Cup at a Time
AOE	MARKETING CONSUMER PRODUCTS	Packaged Goods	American Girl	Weber Shandwick	The Music of American Girl: Partnering in Perfect Harmony
Silver	MARKETING CONSUMER PRODUCTS	Packaged Goods	P&G GIVE Education	Citizen Paine	P&G's GIVE Education and Communities In Schools: Let's School the Nation
Silver	MARKETING CONSUMER PRODUCTS	Non-Packaged Goods	Hyundai Motor America	Ketchum	Creating a New Vehicle Category and Brand Personality with the All-New 2012 Hyundai Veloster
AOE	MARKETING CONSUMER PRODUCTS	Non-Packaged Goods	Craftsman	Zeno Group	Craftsman CTX Tractor Debut at North American International Auto Show
AOE	MARKETING CONSUMER PRODUCTS	Non-Packaged Goods	Chevrolet	Fleishman-Hillard	Chevrolet at SXSW
AOE	MARKETING CONSUMER PRODUCTS	Other (Categories not elsewhere defined)	Valvoline	Cohn & Wolfe	Valvoline NextGen: Launching a "Green" Motor Oil without Making Influencers See Red
Silver	MARKETING CONSUMER PRODUCTS	Other (Categories not elsewhere defined)	Nestle Purina PetCare	Exponent PR	Helping Pets Win a Losing Battle

2012 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
AOE	MARKETING CONSUMER SERVICES	Travel and Tourism/Hospitality	Mexico Tourism Board	Ogilvy Public Relations	Getting Consumers Back to the Beach - Mexico Launches Rebranding Campaign to Restore Image
Silver	MARKETING CONSUMER SERVICES	Travel and Tourism/Hospitality	DoubleTree by Hilton Hotels	Ketchum and Digital Royalty and Gensler and OMD and Decibel Management	The DoubleTree by Hilton Cookie CAREavan Across America
AOE	MARKETING CONSUMER SERVICES	Health Care Services	TRICARE Management Activity		2011 TRICARE Pharmacy Home Delivery Campaign
Silver	MARKETING CONSUMER SERVICES	Health Care Services	West Kendall Baptist Hospital	República, LLC	West Kendall Baptist Hospital: New Community, New Services for South Florida
AOE	MARKETING CONSUMER SERVICES	Health Care Services	Blue Cross and Blue Shield of Minnesota	Fleishman-Hillard	The Human Do.ing: Modeling Healthy Behavior
AOE	MARKETING CONSUMER SERVICES	Health Care Services	Shepherd Center	KPKinteractive	Understanding Brain Injury & Spinal Cord Injury: What You Should Know About Injury and Recovery
AOE	MARKETING CONSUMER SERVICES	Technology	Cricket Communications	Edelman	Cricket's Muve Music Launch: Tops 500,000 Subscribers in Less Than One Year
Silver	MARKETING CONSUMER SERVICES	Technology	Yahoo!		Reimagining Search: Re-Framing the Yahoo! Search Story
Silver	MARKETING CONSUMER SERVICES	Financial Services	Chase Card Services - Chase Sapphire	Ketchum, Zenith Newcast, Circles, TracyLocke, mcgarrybowen, Quigley Simpson, T3	Chase Sapphire Serves Up Unique Foodie Experiences To Discerning Palettes
Silver	MARKETING CONSUMER SERVICES	Other (Categories Not Elsewhere Defined)	Internal Revenue Service	Ogilvy Public Relations	IRS Free File - The "Less Taxing" Way to Prepare and e-File Federal Taxes
Silver	MARKETING BUSINESS TO BUSINESS	Professional and/or Financial Services	AlphaStaff Inc.	rbb Public Relations	Superheroes of HR
AOE	MARKETING BUSINESS TO BUSINESS	Professional and/or Financial Services	Deloitte	Hill+Knowlton Strategies	From Headlines to the Boardroom: Deloitte Captures the Health Reform Market
AOE	MARKETING BUSINESS TO BUSINESS	Professional and/or Financial Services	Campbell Mithun		Walking the Talk: Campbell Mithun's #L13 Twitter Campaign to Get Biz Attention
Silver	MARKETING BUSINESS TO BUSINESS	Products	United Soybean Board (USB)	Publicis Consultants USA	Setting a New Standard for Sustainable Cooking Oils
AOE	MARKETING BUSINESS TO BUSINESS	Products	Procter and Gamble	MSLGROUP	Crest® and Oral-B®: Pros in the Profession®
AOE	MARKETING BUSINESS TO BUSINESS	Products	GE Energy	Edelman	GE's FlexEfficiency 50 Power Plant Carves a Path to a Clean Energy Future
Silver	MARKETING BUSINESS TO BUSINESS	Other (Categories Not Elsewhere Defined)	Greater Richmond Chamber of Commerce	Hipple&Co Reputation Management	Support Airline Competition and Save Low Fares
Silver	CRISIS COMMUNICATIONS	Business	JetBlue Airways	MWW Group	Preserving JetBlue's Flight Plan: Retaining a Direct Relationship with Pilots
AOE	CRISIS COMMUNICATIONS	Business	Hanger, Inc. and Hanger Ivan R. Sabel Foundation		Hanger, Inc. Restores Mobility to Haitian Amputees Following the 2010 Earthquake
AOE	CRISIS COMMUNICATIONS	Government	US Army Corps of Engineers		The Great Flood of 2011

2012 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	CRISIS COMMUNICATIONS	Government	U.S. Army Corps of Engineers, Northwestern Division (Missouri River Joint Information Center)		Operation Mighty Mo: Managing the Flood of 2011 through Strategic Communications
AOE	CRISIS COMMUNICATIONS	Associations/Nonprofit Organizations	Basilica of St. Mary	Padilla Speer Beardsley	Averting a Clash Between Religion and Rock 'n Roll
AOE	CRISIS COMMUNICATIONS	Associations/Nonprofit Organizations	The Family and Friends of James Foley		Inside Gaddafi's Libya--The Campaign to Free James Foley
Silver	CRISIS COMMUNICATIONS	Associations/Nonprofit Organizations	Nuclear Energy Institute (NEI)	Hill+Knowlton Strategies	Rebuilding Confidence in Nuclear Energy Post-Fukushima
AOE	CRISIS COMMUNICATIONS	Associations/Nonprofit Organizations	Children's Healthcare of Atlanta	Jackson Spalding	Refocusing the Conversation about Childhood Obesity in Georgia – it's a Health Crisis
Silver	ISSUES MANAGEMENT	Business	SUPERVALU and Save-A-Lot	Carmichael Lynch Spong	Putting SUPERVALU's Save-A-Lot Growth Story Into Meaningful Context
AOE	ISSUES MANAGEMENT	Business	Boeing Commercial Airplanes and International Association of Machinists & Aerospace Workers		A Win for Everyone: How Boeing and IAM Turned a Potential Strike into an Historic Agreement
AOE	ISSUES MANAGEMENT	Business	Mahaffey Company	Hill+Knowlton Strategies	Chinese Drywall: Thousands of Displaced Tenants, Hundreds of Apartments & One Chance to Do the Right Thing
Silver	ISSUES MANAGEMENT	Associations/ Nonprofit Organizations	Tulsa Public Schools	Saxum	Project Schoolhouse
AOE	ISSUES MANAGEMENT	Associations/ Nonprofit Organizations	U.S. Farmers & Ranchers Alliance	Ketchum and Zócalo Group and maslansky luntz + partners	Since When Did Agriculture Become a Dirty Word? Shifting the Conversation
Silver	INTERNAL COMMUNICATIONS	Business (Fewer Than 10,000 Employees)	Carmichael Lynch Spong		Attracting, Retaining and Engaging Achievement Addicts
AOE	INTERNAL COMMUNICATIONS	Business (Fewer Than 10,000 Employees)	LyondellBasell		Creating a Goal Zero Safety Culture
AOE	INTERNAL COMMUNICATIONS	Business (More Than 10,000 Employees)	IBM		IBM at 100: A Proud Past, Relevant Present and Inspirational Future
Silver	INTERNAL COMMUNICATIONS	Business (More Than 10,000 Employees)	JetBlue Airways	MWW Group	Connecting with the Cockpit: JetBlue Pilots Choose a Direct Relationship
AOE	INTERNAL COMMUNICATIONS	Business (More Than 10,000 Employees)	Hewlett-Packard Co.		HP Global Wellness Challenge
AOE	INTERNAL COMMUNICATIONS	Associations/Government/Nonprofit Organizations	The University of Mississippi Meek School of Journalism and New Media		Diversity Rocks!
Silver	INTERNAL COMMUNICATIONS	Associations/Government/Nonprofit Organizations	Taco Bell Foundation for Teens	Burson-Marsteller	Igniting Participation for the Cause
Silver	INVESTOR RELATIONS	Companies With Sales Up to \$500 Million	STAAR Surgical	EVC Group, Inc.	Pivoting On Message: STAAR Surgical [NASDAQ: STAA]

2012 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	INVESTOR RELATIONS	Companies With Sales of More Than \$500 Million	RPM International Inc.	Roop & Co.	Positioned for Growth
AOE	MULTICULTURAL PUBLIC RELATIONS	Business	Unilever - Suave Haircare	Edelman	Desfilando Contigo Con Más Estilo (Parading With You With More Style)
AOE	MULTICULTURAL PUBLIC RELATIONS	Business	Procter and Gamble	Citizen Paine	Pampers Debuts its Miracles Campaign that Celebrates, Supports and Protects all Hispanic Babies
AOE	MULTICULTURAL PUBLIC RELATIONS	Business	Transitions Optical, Inc.	Euro RSCG Worldwide PR	Creating Cultural Connections to Reinforce Eye Health Leadership
Silver	MULTICULTURAL PUBLIC RELATIONS	Business	State Farm Bank	UNIVISION, OMD, ALMA DDB	State Farm Bank—Today is the Day to Change Your Financial Future: CUENTAS CLARAS TOWN HALL TOUR
AOE	MULTICULTURAL PUBLIC RELATIONS	Associations/Government/Nonprofit Organizations	Procter and Gamble	MSLGROUP	Hispanics Open Up About Oral Health Care
Silver	MULTICULTURAL PUBLIC RELATIONS	Associations/Government/Nonprofit Organizations	LIVESTRONG (Lance Armstrong Foundation)	Edelman	Generating Awareness of Cancer Resources among Hispanics
AOE	INTEGRATED COMMUNICATIONS	Consumer Products	Church & Dwight (Trojan Brand Condoms)	Edelman	Trojan Pulls Back the Sheets on Sexy Tech
Silver	INTEGRATED COMMUNICATIONS	Consumer Products	Consejo Regulador de la Denominacion de Origen Calificada Rioja	CRT/tanaka	Vibrant Rioja
AOE	INTEGRATED COMMUNICATIONS	Consumer Products	John Deere	IMRE and BCS	Project CAN DO: John Deere's Record Breaking Awareness Campaign
AOE	INTEGRATED COMMUNICATIONS	Consumer Products	Diageo (Sterling Vineyards)	Taylor Global, Inc.	Sterling Vineyards Opens the Wine, Searches for the Ultimate Host and Uncorks Success
Silver	INTEGRATED COMMUNICATIONS	Consumer Services	eBay	Edelman	Crowdsourced Chic: eBay Community Moves to Fashion's Front Row Through Designer-Shopper Collaboration
AOE	INTEGRATED COMMUNICATIONS	Consumer Services	Capital One Digital Communications Team		Digital Strategy Communications
AOE	INTEGRATED COMMUNICATIONS	Consumer Services	American Express OPEN	M Booth	Small Business Saturday
Silver	INTEGRATED COMMUNICATIONS	Business to Business	IBM		IBM at 100: Modernizing the Way the World Sees Big Blue
AOE	INTEGRATED COMMUNICATIONS	Business to Business	Materion Corporation	Fahlgren Mortine	80-Year-Old Industrial Company Rebrands to Reflect High-Tech Transformation and Unify Business
AOE	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	Bush Foundation	Padilla Speer Beardsley	Attracting "Change Makers" to America's Classrooms
AOE	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	Adoption Resources of Wisconsin	Serve Marketing	Turn a Life Around!
AOE	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	Greater Richmond Chamber of Commerce	Hipple&Co Reputation Management	Save Low Fares to Drive Economic Growth

2012 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Sub Category	Organization	Agency	Title of Entry
Silver	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	MyGoodDeed and HandsOn Network	GOOD/Corps, Deutsch Inc., Rock Paper Scissors, Partner With M, Scholastic and Magic Bullet	10-Year Anniversary of 9/11: The "I Will" Campaign
AOE	INTEGRATED COMMUNICATIONS	Associations/Government/Nonprofit Organizations	Children's Healthcare of Atlanta		Challenging Perceptions and Presenting Solutions to Stop Childhood Obesity in Georgia