



2020 Bronze Anvil Results

Award	Category	Organization	Agency	Entry Title
Bronze Anvil	Annual Reports	Pacific Life		Pacific Life 2019 Annual Report
Award of Commendation	Annual Reports	Agilent Technologies, Inc.	RFIBinder	Agilent Technologies Inc.'s Sustainability Report – Powered by Purpose
Award of Commendation	Annual Reports	Nemours Children's Health System	ruckus.	Future Forward: Nemours 2018 Report To Our Communities
Award of Commendation	Annual Reports	United Nations Command, Combined Forces Command and United States Forces Korea	Barbaricum	2018: The Year on Pen - U.S. Military Forces on the Korean Peninsula
Bronze Anvil	Best SEO	Centers for Disease Control and Prevention's National Center for Immunization and Respiratory Diseases	Porter Novelli	2019 Childhood Immunization SEM Program
Bronze Anvil	Best Sponsorship Activation	Merck	GCI Health	Merck Presents "A Touch of Sugar"
Award of Commendation	Best Sponsorship Activation	Center of Science and Industry (COSI)	Fahlgren Mortine	Turning a City into Scientists
Award of Commendation	Best Sponsorship Activation	Janssen Pharmaceuticals, Inc.	FleishmanHillard	TRD Warriors
Bronze Anvil	Best Use of Branded Content > Associations/Government/Nonprofit Organizations	Project Management Institute	Ketchum, The Flux Group, Imagination and Superunion	Project Management Capitalized: PMI and the World's 50 Most Influential Projects
Award of Commendation	Best Use of Branded Content > Associations/Government/Nonprofit Organizations	Georgia Commute Options	Burson Cohn & Wolfe, Wunderman Thompson and AECOM	Biketober 2019: Getting Atlanta into Gear
Bronze Anvil	Best Use of Branded Content > Consumer	Marzetti Veggie Dips, T. Marzetti Company	Cramer-Krasselt (C-K)	#DipResponsibly on Game Day
Bronze Anvil	Best Use of Branded Content > Healthcare	The Physicians Foundation	JPA Health	Vital Signs: Attend to Your Wellbeing
Bronze Anvil	Best Use Of Data/Analytics	Marzetti Veggie Dips, T. Marzetti Company	Cramer-Krasselt (C-K)	#DipResponsibly on Game Day
Bronze Anvil	Best Use of Social Stories	CSX Transportation		The Inside Track: A Look Inside CSX Operations
Award of Commendation	Best Use of Social Stories	The Mosaic Company	broadhead	The Mosaic Company engages with young farmers on Snapchat
Award of Commendation	Best Use of Social Stories	Tropicana Products, Inc.	Cramer-Krasselt (C-K) and OMD	Tropicana Vitamin C Meter on Snapchat
Award of Commendation	Best Use of Social Stories	University of California, Office of the President		Opportunity rising: Celebrating Women's History Month visually on social media
Bronze Anvil	Blogs	Adrenaline	Lynn Harris Medcalf PR Consulting	Perspective: Channel for Compelling Content
Award of Commendation	Blogs	iQ 360		For Communicators, By Communicators: The iQ 360 Blog
Bronze Anvil	Creative Tactics	Travel Nevada	Fahlgren Mortine	Using VR to Showcase Nevada's History with Media
Award of Commendation	Creative Tactics	Boehringer Ingelheim	broadhead and Pixel Farms	Boehringer Ingelheim Takes Virtual Reality to the Dairy Barn
Award of Commendation	Creative Tactics	Jack Daniel's	Finn Partners	Jack Daniel's Tennessee Apple Media Kit
Award of Commendation	Creative Tactics	Primrose Schools Franchising Company	Jackson Spalding	Primrose Schools Transforms Parent Guilt Into Art
Bronze Anvil	Digital Newsletters	University of California, Office of the President		Building an employer relationship across the University of California
Award of Commendation	Digital Newsletters	American College of Surgeons	Weber Shandwick	Operation: Newsletter
Bronze Anvil	Digital Publications (Single Issue Newsletters/Booklets/Calendars)	Miami Cancer Institute	Baptist Health South Florida Marketing	Cancer Patient Education Folders
Award of Commendation	Digital Publications (Single Issue Newsletters/Booklets/Calendars)	Megaworld Foundation, Inc.		Megaworld Foundation @ 20
Bronze Anvil	Executive Communications	Homewood Suites by Hilton	rbb Communications	Homewood Suites Reinvents Brand with 30 Property Visits for its 30th Birthday
Award of Commendation	Executive Communications	Dentsply Sirona	LINGNER.COM and Gaily Advisors	DS24hours – an iconic campaign to drive employee engagement



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Award of Commendation	Executive Communications	John Hancock	Cone Communications, A Porter Novelli Company	John Hancock Signature Series
Award of Commendation	Executive Communications	Takeda Pharmaceutical Company Limited		Reason to Believe: Unveiling a New Vision and Value Proposition for the Takeda R&D Organization
Bronze Anvil	Facebook Engagement	City of Goodyear Digital Communications		Trading Status Quo for Status WHOA! How One City Broke the Mold to Engage Its Residents
Award of Commendation	Facebook Engagement	Constellation Brands	Cramer-Krasselt	Corona Extra: Facebook Messenger RomoBot
Award of Commendation	Facebook Engagement	Lion Country Safari		What's in a Name?: Taking a Personal Approach to Increasing Facebook Engagement by Connecting People with Animals.
Award of Commendation	Facebook Engagement	Mathematica		The Progress Together Video Series
Bronze Anvil	Feature Stories	Montclair State University		Message in a Bottle
Award of Commendation	Feature Stories	FBI		fbi.gov Samuel Little Feature Story
Award of Commendation	Feature Stories	FBI		fbi.gov Killing Fields Feature Story
Bronze Anvil	Influencer Marketing As Part of a Larger Campaign	Project Management Institute	Ketchum	Project Management Capitalized: PMI and the World's 50 Most Influential Projects
Award of Commendation	Influencer Marketing As Part of a Larger Campaign	AdventHealth Shawnee Mission	MBB	Emergency Department Influencer Campaign
Award of Commendation	Influencer Marketing As Part of a Larger Campaign	Head & Shoulders	Marina Maher Communications, Saatchi & Saatchi, CARAT Global and MKTG	Head & Shoulders Settles the Offense vs. Defense Debate Once and For All
Award of Commendation	Influencer Marketing As Part of a Larger Campaign	Tork	Weber Shandwick	Tork Takes Back the Lunch Break
Bronze Anvil	Innovation In Customer Service	City of Goodyear Digital Communications		A Day Like No Other: Fanatics, Fun and Fanfare
Bronze Anvil	Instagram Communications	Jackson Hole Travel & Tourism Board	Exponent PR	Tag Responsibly, Keep Jackson Hole Wild
Award of Commendation	Instagram Communications	Northside Hospital	FleishmanHillard	"Dietitian Diaries" by FleishmanHillard on behalf of Northside Hospital
Award of Commendation	Instagram Communications	Popeyes Hawaii	iQ 360, Inc.	Hawaii Says Aloha to Popeyes Chicken Sandwich
Bronze Anvil	LinkedIn	Cotton Council International	Cramer-Krasselt (C-K)	COTTON USA™ Expert Outlooks
Bronze Anvil	Magazines	North Carolina's Electric Cooperatives		Carolina Country magazine
Award of Commendation	Magazines	CHS	Exponent PR	C Magazine: Creating Connections to Empower Agriculture
Award of Commendation	Magazines	Clark College Foundation		Clark Partners magazine
Award of Commendation	Magazines	Idea Hall for Cystinosis Research Foundation		"Together We Shine Bright" and "Destination Cure!" – Cystinosis Magazine Summer and Winter Editions
Bronze Anvil	Media Relations > Associations/Government/Nonprofit Organizations	Tupelo CVB	TURNER PR	Eat Like a King in Tupelo: An Emerging Culinary Destination
Award of Commendation	Media Relations > Associations/Government/Nonprofit Organizations	Better Sleep Council	Marcus Thomas LLC	Becoming the Guardians of America's Sleep One (Bedtime) Story at a Time
Award of Commendation	Media Relations > Associations/Government/Nonprofit Organizations	Syrian American Council	Michelle R. Taylor, Exigent PR	Saving a Heroic Neurosurgeon in War-Torn Syria
Award of Commendation	Media Relations > Associations/Government/Nonprofit Organizations	The National WWII Museum	MMGY NJF	Owning an Entire News Cycle: D-Day With The National WWII Museum
Bronze Anvil	Media Relations > Business-To-Business	Proofpoint	AxiCom	Putting People at the Center: How Proofpoint Stood Out From 700+ Vendors

Award of Commendation	Media Relations > Business-To-Business	Cox, Castle & Nicholson LLP	Idea Hall	Counseling Real Estate Attorneys to Media Success: Idea Hall with Cox, Castle & Nicholson
Award of Commendation	Media Relations > Business-To-Business	Dialog Semiconductor		BIG Results for a TINY Product
Award of Commendation	Media Relations > Business-To-Business	Harbinger Ventures	RF Binder	Developing a Communications Strategy to Bring Harbinger Ventures' Investment Paradigm to Life
Bronze Anvil	Media Relations > Consumer Products > Food & Beverage	Villa Italian Kitchen	BML Public Relations	BML Public Relations and Villa Italian Kitchen: Gender Reveal Lasagna
Award of Commendation	Media Relations > Consumer Products > Food & Beverage	Apeel Sciences	FoodMinds, a Division of Padilla and Michelle Masek	Making Food Technology "Apeeling" to Consumers to Ignite a Food Waste-Fighting Movement
Award of Commendation	Media Relations > Consumer Products > Food & Beverage	Bob Evans Restaurants	Fahlgren Mortine	799 Ways to Say Thank You
Award of Commendation	Media Relations > Consumer Products > Food & Beverage	McCormick	Fitzgerald & Company and Sunshine Sachs	French's Mustard Ice Cream
Bronze Anvil	Media Relations > Consumer Products > Health Care	The Vitality Group	JPA Health	Money Talks: Take a Walk to Grow the Economy
Award of Commendation	Media Relations > Consumer Products > Health Care	Abacus Health Products	Sharp Think	Launching Rob Gronkowski ("Mr. Recovery") for CBDMEDIC
Award of Commendation	Media Relations > Consumer Products > Health Care	Janssen Pharmaceuticals, Inc.	FleishmanHillard	SPRAVATO FDA Approval
Award of Commendation	Media Relations > Consumer Products > Health Care	Merck	GCI Health	Merck Presents "A Touch of Sugar"
Bronze Anvil	Media Relations > Consumer Products > Non-Packaged Goods	Reed's Crossing by Newland	Liaison and Amico Public Relations	Earned Media Boosts Sales at Reed's Crossing, Oregon's Largest Mixed-Use Master-Planned Community
Award of Commendation	Media Relations > Consumer Products > Non-Packaged Goods	Troy-Bilt®	Marcus Thomas	Capturing New Audiences with Research-Informed and Influencer-Based Media Relations
Bronze Anvil	Media Relations > Consumer Products > Packaged Goods	Head & Shoulders	Marina Maher Communications, Saatchi & Saatchi, CARAT Global and MKTG	Head & Shoulders Settles the Offense vs. Defense Debate Once and For All
Award of Commendation	Media Relations > Consumer Products > Packaged Goods	Driscoll's	Allison+Partners	DRISCOLL'S: ROSÉ BERRY LIMITED EDITION
Bronze Anvil	Media Relations > Consumer Products > Technology	U.S. Cellular	Laughlin Constable and Lukas Partners	Rolling Out the Future of Wireless
Award of Commendation	Media Relations > Consumer Products > Technology	Bell	Lambert	Bell Nexus Air Taxi Debut Brings Jetson-Era Transportation to CES
Award of Commendation	Media Relations > Consumer Products > Technology	Janssen Pharmaceuticals, Inc.	FleishmanHillard	SPRAVATO FDA Approval
Award of Commendation	Media Relations > Consumer Products > Technology	Turnitin	Pando Public Relations	SF Chronicle Front Page Article Seeds NYT Front Page
Bronze Anvil	Media Relations > Consumer Services	Colorado Tourism Office	Handlebar PR	Color-Road Trips: Traveler Dispersion through Colorado's Roads Less Traveled
Award of Commendation	Media Relations > Consumer Services	Chase Co-Branded Credit Cards: Marriott Bonvoy Boundless Credit Card	FleishmanHillard	Taking Inclusivity in Travel to New Heights Through Earned Storytelling – Marriott Boundless Empowers Quadriplegic Surfer to Experience Machu Picchu in a Wheelchair
Award of Commendation	Media Relations > Consumer Services	Envy Gaming, Inc.	Richards Partners	Dallas Fuel Homestand Weekend - An Esports First
Award of Commendation	Media Relations > Consumer Services	TD Bank	Prosek Partners	Love and Money
Bronze Anvil	Most Effective Influencer Promotion	Scotch Brand from 3M	HUNTER	Scotch™ Brand Powers Getting Ship Done
Bronze Anvil	New Digital Platform	Tropicana Products, Inc.	Cramer-Krasselt (C-K) and OMD	Tropicana Vitamin C Meter on Snapchat



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Award of Commendation	New Digital Platform	Cambia Health Foundation	Cascade Web Development and Smith + Connors	Cambia Health Foundation Website Redesign
Award of Commendation	New Digital Platform	Codina Partners	rbb Communications	Downtown Doral Invites Unhappy New Yorkers Building Brand Reputation and Connecting Stakeholders with New Strategic Investing Website
Award of Commendation	New Digital Platform	Echo Health Ventures		RED, the digital newsroom of MSU Denver
Bronze Anvil	Online Newsroom	Metropolitan State University of Denver		L.A. Care's Online Newsroom
Award of Commendation	Online Newsroom	L.A. Care Health Plan		Meet the Heart Failure Discharge Team
Bronze Anvil	Online Videos	Novartis Pharmaceuticals	BCW	MWDOC Girl Scouts Water Resources and Conservation Patch Program Video
Award of Commendation	Online Videos	Municipal Water District of Orange County (MWDOC)	HashtagPinpoint	My-T Heroes: The Stories of CAR-T – Telling CAR-T stories as unique as the therapy itself
Award of Commendation	Online Videos	Novartis	RXMOSAIC and DDB Health	Visit Estes Park 'Inspired'
Award of Commendation	Online Videos	Visit Estes Park	TURNER PR	Press Play: Spreading Optimism with Life is Good
Bronze Anvil	Podcasts	Life is Good	CerconeBrownCompany	Sworn Statement
Award of Commendation	Podcasts	Collier County Sheriff's Office		DS Tunes – a podcast that offers a boost in employee engagement
Award of Commendation	Podcasts	Dentsply Sirona	LINGNER.COM	3M Champions Science
Bronze Anvil	Research/Evaluation	3M	Ketchum	
Award of Commendation	Research/Evaluation	Clorox	Ketchum	Sparking Kids' Creativity Through Clean Spaces
Award of Commendation	Research/Evaluation	good2grow	broadhead	Real-Time Consumer Insights Drive good2grow PR programming in Atlanta
Bronze Anvil	Twitter Engagement	Howard University Office of University Communications		Howard University Homecoming 2019: Howard Forward
Award of Commendation	Twitter Engagement	Infectious Diseases Society of America	Public Communications Inc.	#WhyIvaccinate: Taking Twitter by Storm to Spread the Truth about Vaccination
Bronze Anvil	Websites	Widener University	OHO Interactive	Widener.edu Website Redesign
Award of Commendation	Websites	Gulf Shores & Orange Beach Tourism		Gulf Shores & Orange Beach Tourism: Meetings Website Relaunch
Award of Commendation	Websites	Proof Alliance	Exponent PR	A calculated risk: how much alcohol is (or isn't) safe during pregnancy?
Award of Commendation	Websites	Revance	Y&R PR	Revance Website Redesign
Bronze Anvil	Word-Of-Mouth (Viral, Buzz, Talk Triggers)	Head & Shoulders	Marina Maher Communications, Saatchi & Saatchi, CARAT Global and MKTG	Head & Shoulders Settles the Offense vs. Defense Debate Once and For All
Award of Commendation	Word-Of-Mouth (Viral, Buzz, Talk Triggers)	Beech-Nut Nutrition	broadhead and Evolve Concepts	Beech-Nut Advocacy: Real Moms, Real Food and Real Conversations