

## 2017 Bronze Anvil Results



### Award Column Key:

Bronze=Bronze Anvil Winner

AOC= Bronze Anvil Award of Commendation

Award	Category	Organization	Agency	Entry Title
Bronze	Advertorials	Community Medical Centers -- Fresno, Calif.		"Your Community at Work" -- A Fresno, Calif., hospital system's report on what it takes to make a health community
Bronze	Annual Reports > Associations/Government/No nprofit Organizations	Milton Hershey School		Milton Hershey School's Interactive Brown and Gold Annual Report
Bronze	Annual Reports > Business	Akron Children's Hospital	Marcus Thomas LLC	Celebrating a BIG Year
Bronze	Blogger Campaigns	Toyota	Jackson Spalding	#TriPrius
Bronze	Blogs	Valley Forge Tourism & Convention Board		The Pursuit: Stories Made in Montco
Bronze	Brochures > Print	University of Michigan		HAIL Scholarship
Bronze	Creative Tactics > Associations/Government/No nprofit Organizations	Truth Initiative	Ketchum, 72 and Sunny and Assembly Media	#CATmageddon
Bronze	Creative Tactics > Consumer Products	Kimberly-Clark/Scott Brand	Ketchum, VML, Tris3ct, Geometry Global and Mindshare	Scott 1000 Road Trip
Bronze	Creative Tactics > Consumer Services	Curio Collection by Hilton	Ketchum and HZ	#CitiesByCurio: The Power of Travel-Savvy Influencers & Social Media
Bronze	Direct Mail/Direct Response	University of Michigan		HAIL Scholarship
Bronze	Editorials/Op-Ed Columns	U.S. Consumer Product Safety Commission	Widmeyer Communications, a Finn Partners Company	Prevent Deadly Household Tragedies: Anchor It! Parent Advocate Op-eds/LTEs Educate Parents on Avoiding TV/Furniture Tip-overs
Bronze	Feature Stories	Memorial Hermann Health System		The Ultimate Gift
Bronze	Magazines > External Audiences Primarily	University at Buffalo		At Buffalo Magazine, University at Buffalo
Bronze	Media Relations > Associations	Destination Cleveland and Cleveland Plus	Dix & Eaton	From Cleveland to Believeland: Leveraging the RNC to Change a City's Narrative
Bronze	Media Relations > Business-To- Business > Other (Categories not elsewhere defined)	BASF	Padilla	You Want Me to Plant What? Living Acres
Bronze	Media Relations > Business-To- Business > Products	Adobe	Edelman	Adobe MAX: From Product Launch to Thought Leadership Platform
Bronze	Media Relations > Business-To- Business > Professional and/or Financial Services	Cox, Castle & Nicholson	Idea Hall	Thought Leadership Media Relations Campaign

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Bronze	Media Relations > Consumer Products > Food & Beverage	Kit Kat®	Ketchum	Kit Kat® Thief in Kansas
Bronze	Media Relations > Consumer Products > Non-Packaged Goods	Happiest Baby	Havas Formula	SNOO Offers Sleep-Deprived Parents Relief
Bronze	Media Relations > Consumer Products > Other (Categories Not Elsewhere Defined)	Schlage	Havas Formula	Schlage Shifts Perception of Door Hardware
Bronze	Media Relations > Consumer Products > Packaged Goods	Hasbro, Inc.	Litzky Public Relations	Play-Doh Marks 60 Years with Unprecedented Media Coverage
Bronze	Media Relations > Consumer Products > Technology	Anki	DKC and Outcast	Anki Defines a New Category of Entertainment Robotics with Cozmo
Bronze	Media Relations > Consumer Services > Financial Services	Bank of America	Burson-Marsteller	Cutting through the Clutter - Elevating Bank of America to the Industry Fintech Leader
Bronze	Media Relations > Consumer Services > Health Care Services	UCLA Health	MediaSource	UCLA Health Kidney Voucher Campaign Saves Lives
Bronze	Media Relations > Consumer Services > Other (Categories Not Elsewhere Defined)	GameStop	LDWWgroup	GameStop's Value Grows with Pokémon GO
Bronze	Media Relations > Consumer Services > Travel and Tourism/Hospitality	Carnival Corporation	LDWWgroup	Sailing into the History Books – Carnival Corporation changes Cuban policy with first cruise to Cuba in four decades
Bronze	Media Relations > Government	Virginia529 College Savings Plans	Padilla	ABLEnow Launches with National Recognition
Bronze	Media Relations > Nonprofit Organizations	The Home Depot Foundation	MSLGROUP	Celebration of Service: A Quarter of a Billion Commitment to Veterans
Bronze	Newsletters > Print	Farm Credit Mid-America	Exponent PR	Insights Reports Series: Using Knowledge to Battle Financial Uncertainty
Bronze	Online Videos	Just Not Sports, and One Tree Forest Films		#MoreThanMean - Women in Sports 'Face' Harassment

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Bronze	Press Conferences	Saint-Gobain	Brownstein Group	Reimagine LOVE Park: Saint-Gobain's Presenting Sponsorship of LOVE Park's Welcome Center
Bronze	Press Kits/Media Kits	Old Spice	Citizen Relations	Old Spice and Citizen Relations Hardest Working Collection Media Kit Provides Essential "Tools" for New Performance Line-Up
Bronze	Public Service Announcements	Vault Communications		NPMA's Fight Against Zika: "Pests Without Borders" PSA
Bronze	Publications > Books	CDC's Learn the Signs. Act Early. Program	Porter Novelli	Where is Bear?
Bronze	Satellite Media Tours	Great Wolf Resorts, Inc.	Allison+Partners	Great Wolf Lodge Splashes into Southern California
Bronze	Smartphone/Tablet Applications	Fleet Feet Sports		Fleet Feet Runs Wild with runMoji™
Bronze	Social Media > Associations/Government/Nonprofit Organizations	The Home Depot Foundation	MSLGROUP	Celebration of Service: Doing More for Veterans on Social
Bronze	Social Media > Consumer Products	Wrangler		Rodeo Right at Your Fingertips
Bronze	Social Media > Consumer Services	Curio Collection by Hilton	Ketchum, HZ	#CitiesByCurio: The Power of Travel-Savvy Influencers & Social Media
Bronze	Video Programs > External	Virginia City Tourism Commission	RAD Strategies Inc. and Tyler Bourns Productions	Virginia City "Below The Surface"
Bronze	Websites > External	Wrangler Network		Wrangler Sets Their Sites High
Bronze	Websites > Internal/Intranets	Allstate Insurance Company		Tech Central
Bronze	Word-Of-Mouth	Beech-Nut	Kohnstamm Communications	"Beech-Nut Engages Moms to Introduce 'Real Food for Babies'"
AOC	Advertorials	Hershey Harrisburg Regional Visitors Bureau		Tourism In Your Town Series How a DMO Drives Economic Growth in the Hershey Harrisburg Region
AOC	Advertorials	Kansas Contractors Association	Jones PR	Kansas Contractors Association: Detour/Green Light Campaign
AOC	Advertorials	Rochester Institute of Technology		RIT in Silicon Valley
AOC	Annual Reports > Associations/Government/Nonprofit Organizations	California Institute of Regenerative Medicine	Valvespring	Cured. All in and all out at the California Institute of Regenerative Medicine.
AOC	Annual Reports > Associations/Government/Nonprofit Organizations	Memorial Hermann Health System		Together, We Advance Health: Memorial Hermann 2015 Annual Report

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AOC	Annual Reports > Associations/Government/Nonprofit Organizations	TravelNevada	Fahlgren Mortine	TravelNevada's Inaugural Annual Report
AOC	Annual Reports > Business	PSP Investments		Energizing a Traditional Annual Report
AOC	Annual Reports > Business	RPM International Inc.	Roop & Co.	5 Decades of Leadership   5-Year Strategic Plan: RPM 2016 Annual Report
AOC	Blogger Campaigns	Toy Industry Association	Litzky Public Relations	Media buzz drives ballots for 2017 Toy of the Year Awards
AOC	Blogs	Blue Cross Blue Shield of Michigan		Medigap Transition Campaign Blogs
AOC	Blogs	Humana	Precision Strategies	How blogging helped us tell Humana's story and lift our brand during uncertain times
AOC	Blogs	UL	Allison+Partners	Taking You "Inside UL"
AOC	Brochures > Print	City of Phoenix		Phoenix Celebrates Women in Public Safety Careers
AOC	Brochures > Print	Harvey Mudd College		Harvey Mudd College Viewbook
AOC	Creative Tactics > Associations/Government/Nonprofit Organizations	Arizona State University Cronkite PR Lab		Cronkite PR Lab Amplifies Awareness for "Hooked Rx: From Prescription to Addiction"
AOC	Creative Tactics > Associations/Government/Nonprofit Organizations	Milwaukee Public Museum	Cramer-Krasselt	Ultimate Dinosaurs Campaign
AOC	Creative Tactics > Associations/Government/Nonprofit Organizations	The Virginia Lottery	Padilla	The Virginia Lottery's "Thank a Teacher" Campaign
AOC	Creative Tactics > Consumer Products	CyberLink	Diffusion	Binge Watching to Victory: How to Break a World Record and Launch CyberLink's PowerDVD to Mainstream Audiences
AOC	Creative Tactics > Consumer Products	Hasbro, Inc.	Litzky Public Relations	Play-Doh Marks 60 Years with Unprecedented Media Coverage
AOC	Creative Tactics > Consumer Products	Mobil 1	Weber Shandwick	Mobil 1 Virtual Showdown with Tony Stewart
AOC	Creative Tactics > Consumer Services	Century 21 Real Estate	MullenLowe U.S.	MullenLowe U.S. teams with Century 21 Real Estate to Give Dad Nothing for Father's Day
AOC	Creative Tactics > Consumer Services	Humana	Golin, GMR and FCB	Humana Bring the Parks to You
AOC	Creative Tactics > Consumer Services	Mr. Rooter Plumbing	Fish Consulting	Mr. Rooter's Bathroom Astrology
AOC	Direct Mail/Direct Response	Cardinal Health		Earn Your Wings text campaign

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AOC	Direct Mail/Direct Response	Metropolitan Sewer District of Greater Cincinnati	ETC, Inc.	MSD's "Do Your Part Cincinnati" Direct Mail with Attached Magnet
AOC	Editorials/Op-Ed Columns	Teva Pharmaceuticals	Rx Mosaic Health	Jack Osbourne's Open Letter on World MS Day
AOC	Feature Stories	Hillsides		180 Years of Love and Caring at Hillsides
AOC	Feature Stories	University of Oregon		The Evolution of a Revolution: University of Oregon Knight Campus
AOC	Feature Stories	WinField United	Exponent PR	Building a New Way to Understand Modern Agriculture
AOC	Magazines > External Audiences Primarily	CHS Inc.	Exponent PR	C' the Value of Partnering With CHS
AOC	Magazines > External Audiences Primarily	Cystinosis Research Foundation	Idea Hall	Inspiring Hope and Empowering Progress with Cystinosis Magazine
AOC	Magazines > External Audiences Primarily	Wynn Resorts		Wynn Magazine Celebrates Wynn Palace Opening With Commemorative Edition
AOC	Media Relations > Associations	The American Association of Advertising Agencies (the 4A's)	Havas PR	An Industry Under Fire Comes out Swinging
AOC	Media Relations > Business-To-Business > Other (Categories not elsewhere defined)	Hilton	Edelman	Hilton: Checking in to the Most Hospitable Culture
AOC	Media Relations > Business-To-Business > Other (Categories not elsewhere defined)	The Boston Beer Company	Stanton	Quenching the Public's Thirst for a Great Business Book
AOC	Media Relations > Business-To-Business > Products	Covestro LLC	Havas PR	Solar Impulse Flies High with Covestro
AOC	Media Relations > Business-To-Business > Products	Proto Labs	Padilla	Altering Perceptions of Digital Manufacturing
AOC	Media Relations > Business-To-Business > Products	The Home Depot	MSLGROUP	Growing 'Pro'fessional Relationships for The Home Depot
AOC	Media Relations > Business-To-Business > Professional and/or Financial Services	Adecco Group North America	Allison+Partners	Giving Millennials a "Way to Work"
AOC	Media Relations > Business-To-Business > Professional and/or Financial Services	Haystax Technology	RH Strategic Communications	Securing Super Bowl 50
AOC	Media Relations > Business-To-Business > Professional and/or Financial Services	Xerox Corporation and Conduent, Inc.	Text100	Separating an \$18 Billion Business: The Xerox and Conduent Split

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AOC	Media Relations > Consumer Products > Food & Beverage	LACTAID®	Hunter Public Relations	LACTAID® Milk Helps Normalize Dairy Sensitivity with No More #DairyEnvy Campaign
AOC	Media Relations > Consumer Products > Food & Beverage	Patrón	M Booth	Thousands of Margaritas, Only One Patrón - Patrón Margarita of the Year 2016
AOC	Media Relations > Consumer Products > Food & Beverage	The Lights Out and Aeronaut Brewing Co.	Adam Ritchie Brand Direction	T.R.I.P. Through The Multiverse
AOC	Media Relations > Consumer Products > Non-Packaged Goods	NFL	Brodeur Partners and Eventive Marketing	Host Like a Pro with NFL Homegating
AOC	Media Relations > Consumer Products > Non-Packaged Goods	The Home Depot	MSLGROUP	Building Holiday Cheer with The Home Depot
AOC	Media Relations > Consumer Products > Non-Packaged Goods	The Home Depot	MSLGROUP	Spring Forward with The Home Depot
AOC	Media Relations > Consumer Products > Other (Categories Not Elsewhere Defined)	Chevrolet	Weber Shandwick	SEMA HURLEY COLORADO 2017
AOC	Media Relations > Consumer Products > Packaged Goods	American Greetings	MullenLowe U.S.	Analog by American Greetings
AOC	Media Relations > Consumer Products > Packaged Goods	Milk Makeup	DeVries Global	Milk Makeup – Bringing Media Face to Face with a Makeup Iconoclast
AOC	Media Relations > Consumer Products > Packaged Goods	Pantene	DeVries Global and Grey New York	Helping Girls Shine: Pantene “Dad-Dos”
AOC	Media Relations > Consumer Services > Health Care Services	Celgene Corporation	Marina Maher Communications	Show More of You: How 5-Time Olympic Swimmer and Mom Dara Torres and Celgene Helped Patients Dive into an Important Conversation about Psoriasis
AOC	Media Relations > Consumer Services > Health Care Services	Humana	Golin	Humana Advocates Aging With Optimism Through Unique Film Study

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AOC	Media Relations > Consumer Services > Other (Categories Not Elsewhere Defined)	RESTORE	KemperLesnik	Tackling Hair Loss
AOC	Media Relations > Consumer Services > Travel and Tourism/Hospitality	Hilton	Padilla	Tru by Hilton Disrupts the Industry
AOC	Media Relations > Consumer Services > Travel and Tourism/Hospitality	JetBlue Airways		JetBlue Lands in Cuba
AOC	Media Relations > Consumer Services > Travel and Tourism/Hospitality	Travelocity	Citizen Relations	Travelocity Inspires Americans to Travel One Beer at a Time
AOC	Media Relations > Nonprofit Organizations	Georgia Institute of Technology		Georgia Tech Online Master of Science in Computer Science
AOC	Media Relations > Nonprofit Organizations	National Park Foundation and National Park Service	Grey NY	Find Your Park
AOC	Media Relations > Nonprofit Organizations	Truth Initiative	Ketchum, 72 and Sunny and Assembly Media	#CATmageddon
AOC	Online Videos	DAV (Disabled America Veterans)	Crosby Marketing Communications	Victories for Veterans Video Series
AOC	Online Videos	Guard Your Health (Army National Guard, Office of the Chief Surgeon)	Booz Allen Hamilton	#WarriorReady Workout Videos
AOC	Online Videos	Parkway Schools		Hope Chalkboard
AOC	Press Conferences	Takeda Pharmaceuticals	Ketchum Inc. (New York, London & Ketchum Digital)	IBD Unmasked
AOC	Press Conferences	The Paper and Packaging Board	Cramer-Krasselt	Subscription Box Service Media Summit
AOC	Press Conferences	Wisconsin Department of Tourism	Laughlin Constable	Travel Wisconsin Supper Club Concession Stand Press Conference
AOC	Press Kits/Media Kits	Oceana		Virtual Press Kit: Global Fishing Watch Launch
AOC	Public Service Announcements	DAV (Disabled America Veterans)	Crosby Marketing Communications	Victories for Veterans PSA Campaign



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AOC	Public Service Announcements	National Education Association	Lyons PR	Tips For A Great School Year
AOC	Publications > Books	American Type Culture Collection	The History Factory	Transformation of an Icon: ATCC and the New Business Model for Science
AOC	Publications > Books	Cancer Support Community		Frankly Speaking About Cancer Clinical Trials
AOC	Publications > Books	Huntington National Bank	The History Factory	Huntington at 150: A Banking Genealogy
AOC	Satellite Media Tours	Astellas	Golin	Stop Stalling Satellite Media Tour
AOC	Satellite Media Tours	The Home Depot	MSLGROUP	Spring Forward with The Home Depot
AOC	Satellite Media Tours	Wyoming Office of Tourism	Fahlgren Mortine	Wyoming Tourism Stands Out During Competitive NPS Centennial Year
AOC	Smartphone/Tablet Applications	Sanofi Genzyme	Cohn & Wolfe	The vs.MS Digital Experience
AOC	Smartphone/Tablet Applications	Substance Abuse and Mental Health Services Administration (SAMHSA)	ICF	Alcohol's Effects on the Brain—AlcoholFX app
AOC	Social Media > Associations/Government/Nonprofit Organizations	Invictus Games	Hill+Knowlton Strategies	VICTORY: INVICTUS GAMES ORLANDO 2016
AOC	Social Media > Associations/Government/Nonprofit Organizations	Kansas Contractors Association	Jones PR	Kansas Contractors Association: Detour/Green Light Campaign
AOC	Social Media > Associations/Government/Nonprofit Organizations	Kyle Petty Charity Ride	Largemouth Communications	Kyle Petty Charity Ride Across America
AOC	Social Media > Consumer Products	Ball Park Buns	Balcom Agency	Ball Park Buns Blog and Social Media
AOC	Social Media > Consumer Products	Great Wolf Resorts, Inc.	Allison+Partners	Great Wolf Lodge Splashes into Southern California
AOC	Social Media > Consumer Products	Reese's	Ketchum	Creating #Cupfusion
AOC	Social Media > Consumer Services	AT&T with FleishmanHillard		Entertainment, Where Everything Can Happen
AOC	Video Programs > External	The Paper & Packaging Board – How Life UnfoldsTM	Cramer-Krasselt	Letters of Peace
AOC	Video Programs > External	U.S. Army Marketing & Research Group	McCann Worldgroup/Weber Shandwick	Bringing U.S. Army Health Care Careers to Life
AOC	Video Programs > External	Visit Anaheim	FOODBEAST	Bringing Big Anaheim Flavor to Tiny Screens: Visit Anaheim Spoon Feeds Delicious Bite-Sized Videos to the Masses



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AOC	Websites > External	Astellas	Golin	Stop Stalling Website
AOC	Websites > External	Consorzio del Prosciutto di Parma	Padilla	From Obsolete to Cutting Edge: Reinvigorating Prosciutto di Parma's Web Presence
AOC	Websites > External	University of Washington, University Marketing & Communications		Seeds of Hope
AOC	Websites > Internal/Intranets	Cabrini Health		Cabinet: improving staff engagement with a rejuvenated intranet
AOC	Word-Of-Mouth	<i>Kit Kat</i> ®	Ketchum	<i>Kit Kat</i> ® Thief in Kansas
AOC	Word-Of-Mouth	Ringling Bros. and Barnum & Bailey®	MullenLowe U.S.	Ringling Bros. and Barnum & Bailey® – The Circus Wants The Circus Back
AOC	Word-Of-Mouth	U.S. Cotton	Marcus Thomas LLC	Sleep Naked: A rallying cry brought to the beauty world by Swisspers®