

## 2012 Bronze Anvil Results



### Award Column Key:

Bronze = Bronze Anvil Winner

AOC = Bronze Anvil Award of Commendation Winner

Award	Category	Sub Category	Organization	Agency	Entry Title
Bronze	INTERNAL VIDEO PROGRAMS	Corporate/Organization News	Accenture		Accenture High Performance Delivered Brand Campaign
Bronze	NEWSLETTERS	Digital	AECOM	OPX	"ONE" - AECOM's Breakthrough E-publication
Bronze	VIDEO NEWS RELEASES		American Society of Plastic Surgeons	MediaSource	American Society of Plastic Surgeons Male Plastic Surgery VNR
Bronze	WEBSITES	Online Media Room	AT&T	Fleishman-Hillard	Corporate Newsroom — Designing, Building and Managing AT&T's New Generation News Hub
Bronze	BROCHURES	17 Pages or More	Baylor University's Hankamer School of Business	Pollei DesignWorks and Baylor Photography	Baylor Entrepreneurship Viewbook: "I Have a Dream"
Bronze	MEDIA RELATIONS - Consumer Services	Technology	Blurb	Ogilvy Public Relations	Bringing Your Story to Life
Bronze	MEDIA RELATIONS - Associations/Nonprofit Organizations		Bush Foundation	Padilla Speer Beardsley	Attracting "Change Makers" to America's Classrooms
Bronze	MEDIA RELATIONS - Business-To-Business	Other (Categories not elsewhere defined)	Byers' Choice Ltd.	Hornercom	Making Christmas Magic from a Wire Hanger
Bronze	WEBCASTS		Calvin Klein	Vidicom	Vidicom presents Calvin Klein Underwear "Naked Glamour" InteracTV
Bronze	WORD-OF-MOUTH	Viral Marketing Program	Chevrolet	MSLGROUP	Chevrolet: Steering Klout Influencers into the Sonic Driver's Seat
Bronze	MEDIA RELATIONS - Consumer Products	Packaged Goods	Church & Dwight - Trojan Brand Condoms	Edelman	Trojan Pulls Back the Sheets on Sexy Tech
Bronze	WEBSITES	Internal/Intranets	Citigroup	Ruder Finn	An Employee Intranet Site – Celebrating 200 Years of Citi
Bronze	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	Citigroup	Ruder Finn	Citi® Music – Igniting Employee Pride Through Global Music Video
Bronze	MEDIA RELATIONS - Business-To-Business	Products	Crown Equipment	Fahlgren Mortine	The Crown of Forklift Industry Discussion
Bronze	PRESS KITS/MEDIA KITS	Products	Cub Cadet	Brunner	Cub Cadet Spring in a Tube
Bronze	MEDIA RELATIONS - Consumer Products	Food & Beverage	Dr Pepper Snapple Group	Ketchum	Snapple Hits a High Note with "Tea Will Be Loved," Created by Maroon 5
Bronze	ANNUAL REPORTS	Non-Profit Organizations	Drexel University		Drexel University Philanthropy Journal 2011
Bronze	MEDIA RELATIONS - Consumer Services	Other (Categories not elsewhere defined)	eBay	Edelman	Crowdsourced Chic: eBay Community Moves to Fashion's Front Row Through Designer-Shopper Collaboration
Bronze	PRINT PSAs		EPA ENERGY STAR	Crosby Marketing and The Cadmus Group	ENERGY STAR Campaign
Bronze	AUDIO PROGRAMS		Fisher House Foundation	Bloomquist Media	The Gift: A Holiday Tribute to Military Families
Bronze	ANNUAL REPORTS	Companies (Up to \$500 Million)	Georgia Ports Authority		GPA's FY2010 Annual Report: From Georgia to the World
Bronze	EDITORIALS/OP-ED COLUMNS		Georgia Tech College of Computing		"The Internet's Gatekeepers," by Nick Feamster

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Bronze	PRESS CONFERENCES		Hidden Valley® Salad Dressings	Current Lifestyle Marketing	Love Your Veggies™ Great Veggie Adventure (PRESS CONFERENCES)
Bronze	SATELLITE MEDIA TOURS		Hidden Valley® Salad Dressings	Current Lifestyle Marketing	Love Your Veggies™ Great Veggie Adventure (SATELLITE MEDIA TOURS )
Bronze	MEDIA RELATIONS - Consumer Services	Health Care Services	Humana	Edelman	Humana: Build A Family Legacy Tour
Bronze	MEDIA RELATIONS - Consumer Services	Travel and Tourism/Hospitality	IHG (InterContinental Hotels Group)	Weber Shandwick and KEF Media and ePrize	Crowne Plaza Marry Me 11.11.11
Bronze	SOCIAL MEDIA		Jennie-O Turkey Store	Carmichael Lynch Spong and BBDO/Proximity/PhD	Jennie-O Creates Turkey Burger Converts One Switch At A Time
Bronze	MEDIA RELATIONS - Government		Korean Food Foundation	Hunter Public Relations	Taste of Korea NYC
Bronze	B-ROLL		Macys	D S Simon Productions	Macys 2011 BalloonFest & Clown University
Bronze	MEDIA RELATIONS - Consumer Products	Non-Packaged Goods	Macy's	Susan Magrino Agency	The Macy's Culinary Council Thanksgiving & Holiday Cookbook
Bronze	MEDIA RELATIONS - Business-To-Business	Professional and/or Financial Services	Maritz Research	Graham & Associates, Inc.	Maritz Research Holiday Tablet Poll Media Campaign
Bronze	WORD-OF-MOUTH	General Word-of-Mouth Marketing Program	Melitta	French/West/Vaughan	Melitta Private Café Collection Escape
Bronze	MEDIA RELATIONS - Consumer Products	Health Care	Merck	Edelman	Build Smart, Breathe Easier: Building Asthma Awareness One Home at a Time
Bronze	CREATIVE TACTICS		Novartis	Ruder Finn	Turbo and Scott, the Tuberos Sclerosis Complex (TSC) eBook Program
Bronze	MAGAZINES	External Audiences Primarily	Penn State Alumni Association		The Penn Stater: November/December 2011, January/February 2012, March/April 2012 issues
Bronze	MEDIA RELATIONS - Consumer Products	Technology	PixelOptics	Makovsky + Company	Unveiling a New Category and Beating the Odds in Las Vegas
Bronze	MEDIA RELATIONS - Consumer Services	Financial Services	PNC Corporate Communications		PNC Christmas Price Index
Bronze	MEDIA RELATIONS - Consumer Products	Other (Categories not elsewhere defined)	Reed Street Productions	MGH, Inc.	Run for Your Lives
Bronze	ANNUAL REPORTS	Companies (More Than \$500 Million)	RPM International Inc.	Roop & Co.	Resilience-Protection-Momentum: RPM International Inc.'s 2011 Annual Report
Bronze	ANNUAL REPORTS	Digital	San Diego County Water Authority	Parallax Visual Communication	Water Works: Assuring Our Future – 2010 Annual Report
Bronze	BROCHURES	Fewer Than 17 Pages	San Diego Zoo Global		Koalas: From Humble Beginnings to a World-Famous Future

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Bronze	WORD-OF-MOUTH	Street Marketing Program	Southeast Michigan Beacon Community and Office of the National Coordinator for Health Information Technology	Team Detroit	Txt4Health: Public Health Information Technology Campaign (WORD-OF-MOUTH)
Bronze	RADIO PSAs		Southeast Michigan Beacon Community and Office of the National Coordinator for Health Information Technology	Team Detroit	Txt4Health: Public Health Information Technology Campaign (RADIO PSAs)
Bronze	DIRECT MAIL/DIRECT RESPONSE		Tennesseans for the Arts	Seigenthaler Public Relations, Inc.	E-blast Campaign Gives Specialty Plates a Boost
Bronze	PRESS KITS/MEDIA KITS	Events/Commemorations/Other	The Allstate Foundation		Renew, Honor, Play: The Christina-Taylor Green Little Hands Playground
Bronze	FEATURE STORIES		The Dow Chemical Company	GolinHarris	Dow & The International Year of Chemistry: The Case For For-Profit Solutions To The World's Water Problems
Bronze	PUBLICATIONS	Single Issue Newsletters/Booklets/Calendars	The Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Treatment (CSAT)	Edelman	2011 Recovery Month Campaign
Bronze	WEBSITES	External	The V Foundation for Cancer Research	French/West/Vaughan	Improved Form and Function for The Jimmy V Foundation Website
Bronze	PUBLICATIONS	Books	Time Warner Cable	The History Factory	Making Connections: Time Warner Cable and the Broadband Revolution
Bronze	SPEECHES		Toyota Motor Sales, USA, Inc.		A Legacy of Leadership: What Will You Leave Behind?
Bronze	MAGAZINES	Internal Audiences Primarily	U.S. Army Acquisition Support Center	BRTRC	Army AL&T Magazine
Bronze	TELEVISION PSAs		U.S. Department of Veterans Affairs	Ogilvy Public Relations	"Faces of TBI" PSA
Bronze	EXTERNAL VIDEO PROGRAMS		U.S. Department of Veterans Affairs	Ogilvy Public Relations	"From Surviving to Thriving" Documentary
Bronze	RESEARCH/EVALUATION		U.S. Farmers & Ranchers Alliance	Ketchum and maslansky luntz + partners and Zócalo Group	Since When Did Agriculture Become a Dirty Word? (RESEARCH/EVALUATION)
Bronze	PODCASTS		WebmasterRadio.FM	Carmichael Lynch Spong	Untying The PurseStrings of America's Most Powerful Consumer

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Bronze	ADVERTORIALS		West Kendall Baptist Hospital	Repúbilc, LLC and Tim Dodson Strategic Communications	Introducing the New West Kendall Baptist Hospital
AOC	MEDIA RELATIONS - Business-To-Business	Professional and/or Financial Services	11mark		IT in the Toilet – 11mark Builds Brand with Creative Media Relations
AOC	MEDIA RELATIONS - Consumer Products	Packaged Goods	American Girl	Weber Shandwick	The Music of American Girl: Hitting the Right Notes with Key Media
AOC	MEDIA RELATIONS - Consumer Services	Other (Categories not elsewhere defined)	BabyCenter	Coyne PR	What's In a Name?
AOC	WEBSITES	Internal/Intranets	Bacardi Limited		ONE Bacardi Anniversary Hub – Engaging Employees in Celebrating 150 Years of Bringing People Together
AOC	MEDIA RELATIONS - Consumer Products	Food & Beverage	Barilla America, Inc.	Edelman	Barilla's Summer of Italy
AOC	MAGAZINES	External Audiences Primarily	Baylor University's Hankamer School of Business	Pollei DesignWorks and Baylor Photography	Baylor Business Review
AOC	ANNUAL REPORTS	Companies (More Than \$500 Million)	Black & Veatch		Black & Veatch 2010 Annual Review
AOC	ANNUAL REPORTS	Digital	Blue Shield of California Foundation	Fenton	Road to Change: Blue Shield of California Foundation's Annual Report
AOC	MEDIA RELATIONS - Business-To-Business	Other (Categories not elsewhere defined)	Boeing Flight Services Communications & Marketing		Boeing Flight Services Flies Into the Radar at Paris Air Show
AOC	WORD-OF-MOUTH	General Word-of-Mouth Marketing Program	Boston Public Health Commission		Fatsmack
AOC	ANNUAL REPORTS	Non-Profit Organizations	Children's Hospital Los Angeles		Children's Hospital Los Angeles- Imagine Annual Report
AOC	RESEARCH/EVALUATION		ConocoPhillips		Strategic Repositioning Employee Panel
AOC	WEBSITES	External	Consumer Healthcare Products Association (CHPA) Educational Foundation; Centers for Disease Control and Prevention (CDC)	Edelman	2012 PRSA Bronze Anvil Award Submission: Up and Away and Out of Sight
AOC	BROCHURES	17 Pages or More	Country Crock, I Can't Believe It's Not Butter! & Promise Buttery Spread	Pollock Communications, Inc	10 Simple Steps To Make Good Habits More Delicious
AOC	RESEARCH/EVALUATION		County of San Diego Health and Human Services	Cook & Schmid	Housing Matters: Eliminating Opposition to Supportive Housing for the Mentally Ill
AOC	INTERNAL VIDEO PROGRAMS	Corporate/Organization Features	Dell	AxiCom and Arts+Labor	Dell Worldwide Leadership Meeting Opening Video
AOC	B-ROLL		Diageo's Captain Morgan brand	Taylor	Captain Morgan Shipwreck Discovery in Panama

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AOC	SOCIAL MEDIA		Digital Royalty	Ketchum	DoubleTree by Hilton Cookie CAREavan Across America (SOCIAL MEDIA)
AOC	PRESS CONFERENCES		Disney Consumer Products Corporate Communications		Disney•Pixar's Cars 2 Revs Up American International Toy Fair
AOC	MEDIA RELATIONS - Business-To-Business	Other (Categories not elsewhere defined)	Ernst & Young	Trainer Communications	Turning the Spotlight on Ernst & Young for its Entrepreneur of the Year Award Program
AOC	TELEVISION PSAs		Families Fighting Flu	Feinstein Kean Healthcare	Choose You Over the Flu
AOC	MEDIA RELATIONS - Business-To-Business	Professional and/or Financial Services	Fiserv	RF Binder Partners	Fiserv Case-Shiller: A Breakthrough Year for Delivering Insights on Home Price Trends
AOC	ANNUAL REPORTS	Non-Profit Organizations	Fort Worth Independent School District		Making Every Second Count 2010-2011 Fort Worth ISD Annual Report
AOC	MEDIA RELATIONS - Consumer Products	Non-Packaged Goods	Gander Mountain	Fleishman-Hillard	Holiday No One Saw Coming: Gander Mountain Introduces "Camo Thursday"
AOC	MEDIA RELATIONS - Associations/Nonprofit Organizations		Gilead Sciences & Rollins School of Public Health at Emory University	Gibraltar Associates LLC	AIDSVu: Mapping the HIV Epidemic Where You Live
AOC	WEBSITES	External	H&R Block Dollars & Sense	Carmichael Lynch Spong	H&R Block Dollars & Sense: What If Kids Had All The Money?
AOC	TELEVISION PSAs		Habitat for Humanity International	Dollarhide Film, Inc.	What Will You Build? Habitat for Humanity International's 2011 PSA campaign
AOC	MEDIA RELATIONS - Consumer Services	Travel and Tourism/Hospitality	Hilton Hotels & Resorts	Ketchum	DoubleTree by Hilton Cookie CAREavan Across America (MEDIA RELATIONS)
AOC	MEDIA RELATIONS - Consumer Services	Travel and Tourism/Hospitality	Hilton Hotels & Resorts for Hilton Huanying		Hilton Huanying
AOC	MEDIA RELATIONS - Consumer Services	Financial Services	Huntington Bank		98 Years of Saving
AOC	WEBSITES	External	Internal Revenue Service (IRS)	Ogilvy Public Relations	IRS Free File - The "Less Taxing" Way to Prepare and e-File Federal Taxes
AOC	MEDIA RELATIONS - Consumer Products	Technology	Jawbone	The OutCast Agency	Thinking Outside of the (Jam)Box: How OutCast Took Jawbone – a Company Known for Bluetooth Headsets – to Become a Must-Know Mobile Lifestyle Company with the #1 Selling Speaker in the US
AOC	MEDIA RELATIONS - Business-To-Business	Products	K2M	Zeno Group	Building Buzz for K2M as the Leader in Spine Care
AOC	PRESS KITS/MEDIA KITS	Products	King Arthur Flour		King Arthur Flour Recipe For Success Press Kit
AOC	EDITORIALS/OP-ED COLUMNS		Leaders of the Lung Cancer Free World	Tiller LLC	The Last Refrigerator
AOC	PUBLICATIONS	Single Issue Newsletters/Booklets/Calendars	Life Care Centers of America		Life Care LEADER WWII Special Edition
AOC	WEBSITES	Internal/Intranets	L'Oreal Matrix	RFI Studios and Ruder Finn	RFI Studios Connects Salon Professionals Nationwide with L'Oreal Matrix Social Networking Site

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AOC	INTERNAL VIDEO PROGRAMS	Corporate/Organization News	LyondellBasell		Zoom News Now
AOC	MEDIA RELATIONS - Consumer Products	Technology	Lytro, Inc.	The OutCast Agency	Lytro: Introducing Camera 3.0
AOC	PUBLICATIONS	Books	Merck Pharmaceuticals	Ogilvy Public Relations	Healthy Beginnings for Babies Program
AOC	MEDIA RELATIONS - 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
AOC	MEDIA RELATIONS - Government		Mexico Tourism Board	Ogilvy Public Relations	Fighting Fire with Fire: Resetting the Media Dialogue for Mexico
AOC	MEDIA RELATIONS - Associations/Nonprofit Organizations		National Safe Boating Council	Paul Werth Associates	National Safe Boating Council's 2011 "Wear It!" Campaign Increases Awareness of Boating Safety
AOC	SATELLITE MEDIA TOURS		Nature Made	Porter Novelli	Can Your Vitamin Say That?
AOC	CREATIVE TACTICS		Northwest Film Center		A Slice of Cinema - Building an Audience One Pizza at a Time
AOC	BROCHURES	Fewer Than 17 Pages	Ohio State University's Wexner Medical Center		OSUMyChart
AOC	PUBLICATIONS	Single Issue Newsletters/Booklets/Calendars	One Young World Pittsburgh Partnership	Euro RSCG Worldwide PR	Pittsburgh Wants One Young World
AOC	CREATIVE TACTICS		Pizza Hut	Zeno Group	Pizza Hut Dubs Day Before Thanksgiving "Red Roof Wednesday," Launches Crowd-Pleaser With Extreme Deliveries
AOC	MEDIA RELATIONS - Consumer Products	Health Care	Prilosec OTC, Procter & Gamble	MSLGROUP	Prilosec OTC & Larry The Cable Guy Coach Fans on "A Better Way to Tailgate"
AOC	MEDIA RELATIONS - Consumer Services	Other (Categories not elsewhere defined)	Pro Football Hall of Fame and Allstate	Taylor	Hometown Hall of Famers
AOC	ADVERTORIALS		Procter & Gamble	MSLGROUP	Crest Pro-Health Invigorating Clean Duo Launch
AOC	PRESS KITS/MEDIA KITS	Products	Rust-Oleum Corporation		Press Kit for the Launch of Rust-Oleum Cabinet and Countertop Transformations
AOC	MEDIA RELATIONS - Consumer Products	Other (Categories not elsewhere defined)	Save-A-Lot	Carmichael Lynch Spong	Save-A-Lot Hits The Road To Show How To Fuel Your Family For Less
AOC	MEDIA RELATIONS - Consumer Products	Health Care	Savient Pharmaceuticals, Inc.	Rx Mosaic Health	The Check Out Your Gout Campaign Gout and Refractory Chronic Gout Disease State Awareness
AOC	RESEARCH/EVALUATION		Scentsy Wickless	Fahlgren Mortine	Understanding and Accelerating Scentsy's Growth: The Cultural Social Program
AOC	PRESS CONFERENCES		Scharffen Berger	RF Binder Partners	Scharffen Berger Chocolate Maker: The Scharffen Berger Bakery Crawl
AOC	MEDIA RELATIONS - Consumer Services	Other (Categories not elsewhere defined)	Sears Holdings Corp.	EURO	Sears Heroes at Home: A Hero's Song
AOC	MEDIA RELATIONS - Consumer Products	Non-Packaged Goods	Shaw Floors	three	HGTV HOME Flooring By Shaw Media Relations Campaign

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AOC	NEWSLETTERS	Digital	Sinickas Communications, Inc.		Measurement Works Newsletter
AOC	WORD-OF-MOUTH	Street Marketing Program	South Dakota Department of Tourism	Lawrence & Schiller	Mount Rushmore Mascots in New York City
AOC	WORD-OF-MOUTH	General Word-of-Mouth Marketing Program	StubHub	Finn Partners	StubHub and Finn Partners Help Fans 'Take Off Their Boots' for Charity
AOC	B-ROLL		TD Ameritrade	Great Plains Motion Picture Company	TD Ameritrade Corporate B-Roll 2011
AOC	SOCIAL MEDIA		The Clorox Company	Ketchum	The Clorox Company Helps Get Doctors' Visits for Kids in Need with Check-in for Checkups
AOC	MEDIA RELATIONS - Consumer Products	Food & Beverage	The Coca-Cola Company	Jackson Spalding and KEF Media	Stealth PR: The Secret Formula for Moving the World's Biggest Secret Formula
AOC	ANNUAL REPORTS	Digital	The Coca-Cola Company		The Coca-Cola Company's 'Reasons to Believe' 2010/2011 Sustainability Report
AOC	BROCHURES	Fewer Than 17 Pages	The Garrity Group		2011 Garrity Perception Survey
AOC	PRESS CONFERENCES		The Gateway Center	Edelman	Home is Where the GIFT is
AOC	MEDIA RELATIONS - Consumer Products	Food & Beverage	The Hershey Company	JSH&A Public Relations	Hershey's Air Delight Chocolate Launch Campaign
AOC	MAGAZINES	Internal Audiences Primarily	The Home Depot - associate magazine		ORANGE Magazine
AOC	NEWSLETTERS	Digital	The Laughing Cow	Porter Novelli	The Laughing Cow E-Newsletter
AOC	EDITORIALS/OP-ED COLUMNS		The National Foundation for Infectious Diseases	Alembic Health Communications	Getting the Medical Choir to Harmonize about Pneumococcal Disease Prevention
AOC	MEDIA RELATIONS - Associations/Nonprofit Organizations		The Page Education Foundation	Carmichael Lynch Spong	Carmichael Lynch Spong Helps Celebrate Made In Minnesota and Its Homegrown Heroes
AOC	CREATIVE TACTICS		The Salvation Army	Xenophon Strategies	The Salvation Army Red Kettle Campaign: 2011 World Record Bell Ringing Contest
AOC	BROCHURES	Fewer Than 17 Pages	The Salvation Army	Xenophon Strategies	The Salvation Army Feeding the Need: 2011
AOC	PUBLICATIONS	Single Issue Newsletters/Booklets/Calendars	Thomas P. Seigenthaler Fund for Creativity	Seigenthaler Public Relations, Inc.	Creating a Nonprofit with a Lasting Impact
AOC	EXTERNAL VIDEO PROGRAMS		U.S. Farmers & Ranchers Alliance	Ketchum and maslansky luntz + partners and Zócalo Group	Since When Did Agriculture Become a Dirty Word? (EXTERNAL VIDEO PROGRAMS)
AOC	TELEVISION PSAs		UL (Underwriters Laboratories)	MSLGROUP	Commit a Minute to Safety 2011
AOC	ANNUAL REPORTS	Non-Profit Organizations	UT MD Anderson Cancer Center	Michael Clarke Design	Voices
AOC	MEDIA RELATIONS - Business-To-Business	Professional and/or Financial Services	Waller Lansden Dortch & Davis	Seigenthaler Public Relations, Inc.	Expertly Navigating Arrival of Renowned Attorney General

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AOC	MEDIA RELATIONS - Business-To-Business	Products	Websense, Inc.	MIX PR	From Porn-Blocker to Cybercrime Fighter: Filtering Websense Perception
AOC	WEBSITES	Internal/Intranets	Yahoo! Inc.		Yahoo! Backyard
AOC	MEDIA RELATIONS - Business-To-Business	Other (Categories not elsewhere defined)	Yum! Brands, Inc.	Weber Shandwick	Taking People With You