Employee-Internal Communications

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[Fluor Celebrates 100 - Connecting the Past with the Present Around the World ](http://www.prsa.org/SearchResults/Download/6BW-1303C05)

Publication Date: **2013**
Product Code: **6BW-1303C05**
Organization/Author/Firm: **Fluor Corporation**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Internal Communications / Global Communications**
Industry: **Construction**
Outcome: **Building brands / Employee morale**

**Summary**

2013 Silver Anvil Award Winner — Events and Observances (Seven or Fewer Days) — Business to Business

On April 21, 2012, Fluor Corporation celebrated its 100th anniversary as an engineering and construction company. Fluor marked the milestone with a global event coordinated simultaneously in 14 locations across 10 different countries and six continents. The Fluor Centennial Celebration emanated from Dallas, Texas, and was broadcast via satellite and webcast around the globe. The event featured: a construction ballet; videos of employees, clients, projects and retirees; remarks from former Secretary of State Colin Powell; and a specially commissioned symphonic work performed by the Dallas Symphony Orchestra. More than 22,000 individuals took part at the global locations with some 2,000 others watching live via internet broadcast. It was the largest coordinated gathering of employees in company history.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Union Pacific's 150th Anniversary - Celebrating 150 Years of Building America ](http://www.prsa.org/SearchResults/Download/6BE-1302C02)

Publication Date: **2013**
Product Code: **6BE-1302C02**
Organization/Author/Firm: **Union Pacific**
Category: **Reputation Management / Media Relations / Special Events - Observances / Internal Communications / Corporate Communications**
Industry: **Transportation**
Outcome: **Reputation management / Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Reputation Management / Brand Management — Business Companies With Sales Over $10 Billion.

Union Pacific’s Corporate Communications team developed a massive, multi-pronged 150th Anniversary campaign in 2012 titled, “Celebrating 150 Years of Building America.” The campaign communicated Union Pacific’s special role in America’s history over the past 150 years, as well as its position as a progressive, innovative railroad with a clear plan for supporting the nation’s future. The company’s message was shared through several vehicles including UP150.com (an Anniversary Web site), partnerships and public events, internal initiatives, media relations strategies, and social media and other nontraditional tactics. These efforts reached more than 500 million people, some across the globe, with UP’s message.

Reputation management / brand management includes campaigns are designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

[Breastfeeding WORKS ](http://www.prsa.org/SearchResults/Download/6BE-1313C05)

Publication Date: **2013**
Product Code: **6BE-1313C05**
Organization/Author/Firm: **Tarrant County Public Health (TCPH), Gigi Westerman, Strategic Image, Inc.**
Category: **Media Relations / Internal Communications**
Industry: **Government - Public Affairs / Associations - Nonprofits**
Outcome: **Raising awareness / Employee morale**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Internal Communications — Associations / Government / Nonprofit Organizations

Recently enacted federal law requires companies to support the efforts of breastfeeding mothers in the workplace by providing time and facilities. A healthcare leader, Tarrant County Public Health created a new lactation policy and contracted Strategic Image, Inc. to develop an internal communication plan. The resulting campaign, “Breastfeeding WORKS: What’s Good for Babies is Good for Business,” used real employee stories to build a business and personal case for supporting coworkers’ lactation efforts. The policy gained nearly unanimous leadership and employee support, and the Texas Department of State Health Services designated 21 TCPH locations as Mother Friendly Worksites.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[Celebrating 150 Years of Bringing People Together ](http://www.prsa.org/SearchResults/Download/6BE-1313A15)

Publication Date: **2013**
Product Code: **6BE-1313A15**
Organization/Author/Firm: **Bacardi**
Category: **Media Relations / Internal Communications**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Internal Communications —Business (Fewer Than 10,000 Employees)

February 4, 2012 marked the 150th anniversary of Bacardi, the world’s largest privately held spirits company. The anniversary campaign became the first company-wide activation involving all 6,000 employees. To educate employees and generate excitement, more than 200 assets were created over an 18-month period. A one-stop shop for anniversary information was created on the intranet and it soon became the most popular space driving intranet growth by 120%. All offices big and small hosted an anniversary celebration and assets developed centrally resulted in US$1M in production cost savings and consistent messaging and look.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[Communications - Enabling the Transformation of the American Cancer Society ](http://www.prsa.org/SearchResults/Download/6BE-1313C07)

Publication Date: **2013**
Product Code: **6BE-1313C07**
Organization/Author/Firm: **American Cancer Society, Inc.**
Category: **Internal Communications / Media Relations / Transactions - M&A**
Industry: **Associations - Nonprofits / Health - Medical - Pharmaceutical**
Outcome: **Employee morale**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Internal Communications — Associations / Government / Nonprofit Organizations

Using a strategic communications approach, the American Cancer Society’s internal communications team helped turn the CEO’s vision of transforming the organization to save more lives from cancer into a reality. Over the course of two years, the team devised and brought to life an integrated, nationwide, multi-channel communications strategy that galvanized the Society’s nationwide workforce and volunteer leaders behind the transformation process, and served as a catalyst for the tremendous structural, operational, and cultural change the Society has undergone. To date, the effort has proven to be the key factor in accomplishing the goal of transforming the organization.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[Delivering Excellence - Alyeska Pipeline Service Company's 35th Anniversary ](http://www.prsa.org/SearchResults/Download/6BE-1304B03)

Publication Date: **2013**
Product Code: **6BE-1304B03**
Organization/Author/Firm: **Alyeska Pipeline Service Company**
Category: **Special Events - Observances / Special Events - Observances more than 7 days / Media Relations / Internal Communications / Internal Communications**
Industry: **Business Products / Energy**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (More THAN Seven Days) — Business Products

In 2012, Alaska’s Alyeska Pipeline Service Company marked 35 years of operating the Trans Alaska Pipeline System (TAPS). TAPS is a cornerstone of the state’s identity and economy. Its employees are known for innovation, teamwork and true Alaskan grit. Over 35 days, the company celebrated the occasion with an employee-focused campaign that boosted morale, raised external awareness of ongoing operational challenges, and celebrated Alyeska’s legacy of corporate philanthropy and employee volunteerism. The campaign highlighted employees’ pride about the pipeline’s history and TAPS’ significance in Alaska, and it told Alaskans that Alyeska’s people remain committed to overcoming operational challenges ahead.

Events and observances (more than seven days) includes programs or events that take place for longer than a one-week period, such as a yearlong anniversary, or activities (commemorations, observances, celebrations, etc.).

[Ecomagination Nation - Good For The Business Great For The Environment ](http://www.prsa.org/SearchResults/Download/6BW-1313B13)

Publication Date: **2013**
Product Code: **6BW-1313B13**
Organization/Author/Firm: **GE Power & Water, On the Same Page, LLC**
Category: **Internal Communications / Media Relations / Global Communications**
Industry: **Energy / Environmental**
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award Winner — Internal Communications — Business (More Than 10,000 Employees)

This story takes a global company’s external commitment to environmental sustainability inward, and involves employees across the planet. Who would know at the beginning of 2012 that this employee-led initiative would provide water savings equivalent to shutting down Niagara Falls for 77 minutes?

GE Power & Water ecomagination nation was right for the environment and for business. More than 230 ambassadors were recruited across 30 countries and six continents; 18 sites were certified; greenhouse gases were reduced by 49,597 metric tons; water usage was reduced by 669,384 gallons; and there was a documented, projected annual savings of $2,255,052.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[Engaging Employees to DRIVE Doe Run - A Business Strategy Launch Campaign ](http://www.prsa.org/SearchResults/Download/6BE-1313A06)

Publication Date: **2013**
Product Code: **6BE-1313A06**
Organization/Author/Firm: **The Doe Run Company, Standing Partnership and ProWolfe Partners**
Category: **Media Relations / Internal Communications**
Industry: **Industrial Products - Services**
Outcome: **Raising awareness / Employee morale**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Internal Communications — Business (Fewer Than 10,000 Employees)

When The Doe Run Company updated its business strategy, the organization needed to inform, educate and engage employees to support the new strategy. With the help of a cross-functional team, Doe Run branded the strategy around the word DRIVE, and executives conducted 31 interactive and themed meetings to reach all 1500 employees. Support materials included a logo, video, newsletter, posters and leave-behind items, to “DRIVE” employee awareness of the strategy. Pre- and post-campaign research showed an 11 percent increase in employees’ understanding of the strategy, and helped employees recognize how they can positively impact Doe Run’s future.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[Forever Free - The 150th Anniversary of the Emancipation Proclamation ](http://www.prsa.org/SearchResults/Download/6BE-1303D01)

Publication Date: **2013**
Product Code: **6BE-1303D01**
Organization/Author/Firm: **U.S. National Archives and Foundation for the National Archives, Resnicow Schroeder Associates**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Public Affairs - Government Relations / Internal Communications**
Industry: **Government - Public Affairs**
Outcome: **Raising awareness / Event attendance**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Government

The U.S. National Archives sponsored a rare 3-day showing of the Emancipation Proclamation document in Washington DC, to celebrate its 150th anniversary. The public affairs team from Archives partnered with The Foundation for the National Archives & PR firm Resnicow Schroeder Associates, to carry out a plan for multi-tiered outreach that resulted in synchronized efforts with the U.S. Postal Service, Smithsonian Institution, and other agencies, robust media coverage, 400% growth in the social media views, and record-setting attendance for the free 3-day event.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

[Helping Vision Benefit Pros Bring Their Eye Health Promotion Strategy Full Circle at Transitions Academy ](http://www.prsa.org/SearchResults/Download/6BE-1303C07)

Publication Date: **2013**
Product Code: **6BE-1303C07**
Organization/Author/Firm: **Transitions Optical, Inc., Havas PR**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less / Internal Communications**
Industry: **Business To Business**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Business to Business

Almost half of employees don’t use their vision plan. But many of them don’t know how risky that can be to not only their eye health but also their overall health. And employers sometimes aren’t aware of the serious impact that can have on their healthcare costs and productivity rates. Transitions Optical Inc. (TOI), the leading supplier of Transitions® lenses (photochromic eyeglass lenses that automatically adjust in changing light outdoors and protect eye health by minimizing glare to reduce eyestrain and by blocking damaging UV rays), needed to elevate the importance of vision plans and those plans that cover Transitions lenses. In response, @havaspr developed a managed vision care (MVC) education event for employer influencers—benefits brokers and vision plan representatives—that emphasized vision plan value, strengthened partner and media relationships, and generated prominent media coverage.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

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[Millions of Reasons - One Purpose - Repositioning Prime Therapeutics ](http://www.prsa.org/SearchResults/Download/6BW-1313A01)

Publication Date: **2013**
Product Code: **6BW-1313A01**
Organization/Author/Firm: **Prime Therapeutics LLC, Weber Shandwick and Larsen Design**
Category: **Media Relations / Internal Communications**
Industry: **Insurance / Health - Medical - Pharmaceutical**
Outcome: **Raising awareness / Employee morale**

**Summary**

2013 Silver Anvil Award Winner — Internal Communications — Business (Fewer Than 10,000 Employees)

In an effort to define and differentiate itself in the pharmacy benefit management space, Prime Therapeutics, along with its public relations agency, Weber Shandwick, and branding and design agency, Larsen, developed a new reputation platform. After extensive research and planning, Prime rolled out a new purpose statement, “To help people get the medicine they need to feel better and live well,” to all employees and members. Post-launch survey results revealed 96 percent of employees believed the new purpose statement was relevant, 94 percent found it to be believable and 91 percent believed it had a positive influence on their work.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[Union Pacific's 150th Anniversary - Celebrating 150 Years of Building America ](http://www.prsa.org/SearchResults/Download/6BE-1313B04)

Publication Date: **2013**
Product Code: **6BE-1313B04**
Organization/Author/Firm: **Union Pacific**
Category: **Special Events - Observances / Media Relations / Internal Communications / Corporate Communications**
Industry: **Transportation**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Internal Communications — Business (More Than 10,000 Employees)

Union Pacific’s Corporate Communications team developed a massive, multi-pronged 150th Anniversary campaign in 2012 titled, “Celebrating 150 Years of Building America.” The campaign communicated Union Pacific’s special role in America’s history over the past 150 years, as well as its position as a progressive, innovative railroad with a clear plan for supporting the nation’s future. The company’s message was shared through several vehicles including UP150.com (an Anniversary Web site), partnerships and public events, internal initiatives, media relations strategies, and social media and other nontraditional tactics. These efforts reached more than 500 million people, some across the globe, with UP’s message.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[SAG - AFTRA Merger Campaign ](http://www.prsa.org/SearchResults/Download/6BE-1313C02)

Publication Date: **2013**
Product Code: **6BE-1313C02**
Organization/Author/Firm: **Screen Actors Guild and American Federation of Television and Radio Artists**
Category: **Internal Communications / Media Relations / Transactions - M&A**
Industry: **Associations - Nonprofits / Entertainment**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Internal Communications — Associations / Government / Nonprofit Organizations

On March 30, 2012, the Screen Actors Guild and the American Federation of Television and Radio Artists merged, marking a momentous achievement that changed the landscape of entertainment and media. Merger proposals had gone to members of both unions twice before and had twice failed. The unions knew success would come if members clearly understood the benefits of merger and if members were a significant part of the effort. Along with a concerted transmedia communications campaign, member activism would be a critical component. As a result, the merger was overwhelmingly approved by the members of both unions, immediately forming SAG-AFTRA.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[The Power of One – One Tyco One Integrated Global Campaign One Strong Result ](http://www.prsa.org/SearchResults/Download/6BW-1316F08)

Publication Date: **2013**
Product Code: **6BW-1316F08**
Organization/Author/Firm: **Tyco, Peppercomm**
Category: **Internal Communications / Integrated Communications / Global Communications**
Industry: **Business To Business**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Integrated Communications — Business to Business

The Power of One – One Tyco, One Integrated Global Campaign, One Strong Result: Tyco and Peppercomm formed an integrated partnership to position Tyco as the global leader in the fire protection and security industry leading up to and following a corporate separation. This mammoth effort required a truly global integrated communications campaign with multiple disciplines (communications, creative, events, social/digital media, and traditional media), multiple audiences (employees, investors, media, customers) and multiple countries.

Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

[US Air Force 2012 Energy Action Month Campaign ](http://www.prsa.org/SearchResults/Download/6BW-1313C09)

Publication Date: **2013**
Product Code: **6BW-1313C09**
Organization/Author/Firm: **U.S. Air Force Public Affairs AND U.S. Air Force Civil Engineering Center AND Northrop Grumman AND Concurrent Technologies Corporation, Booz Allen Hamilton**
Category: **Media Relations / Internal Communications**
Industry: **Military**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Internal Communications — Associations / Government / Nonprofit Organizations

For the U.S. Air Force, energy is both a critical mission asset and significant expenditure totaling $9.2 billion in 2012. The efficient use of fuel and electricity by Airmen is a priority that drove an internal communications campaign to increase awareness and encourage behavior change of the more than 600,000 officers, enlisted, civilians and Guardsmen serving globally. The campaign - centered around Energy Action Month - involved 80 bases participating in more than 40 unique outreach tactics that raised awareness across the organization to get Airmen to incorporate energy into all they do.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[Ulympics ](http://www.prsa.org/SearchResults/Download/6BE-1313A07)

Publication Date: **2013**
Product Code: **6BE-1313A07**
Organization/Author/Firm: **Princeton HealthCare System**
Category: **Media Relations / Internal Communications**
Industry: **Health - Medical - Pharmaceutical**
Outcome: **Raising awareness / Event attendance**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Internal Communications — Business (Fewer Than 10,000 Employees)

After more than nine years of planning and development, Princeton HealthCare System on May 22, 2012 opened the new University Medical Center of Princeton at Plainsboro (UMCPP), a $522.7 million hospital that replaced the 93-year-old University Medical Center of Princeton, located in Princeton, N.J. To help educate the Health System’s 3,200 employees about the transition to the new hospital and to generate excitement in advance of the move, we launched the Ulympics: Moving Toward Our Future – a series of events that engaged employees and enabled us to disseminate information and answer questions in a fun, interactive environment.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

[Vision and Values Launch ](http://www.prsa.org/SearchResults/Download/6BE-1313B03)

Publication Date: **2013**
Product Code: **6BE-1313B03**
Organization/Author/Firm: **Phillips 66, Film Lab Creative**
Category: **Media Relations / Internal Communications**
Industry: **Energy**
Outcome: **Raising awareness / Employee morale**

**Summary**

.2013 Silver Anvil Award of Excellence Winner — Internal Communications — Business (More Than 10,000 Employees)

After Phillips 66 was established as a new, independent downstream energy company from the spin-off of assets from ConocoPhillips, the company engaged an internal, cross-functional team of employees to develop the Vision and Values for the organization. Internal Communications then set out to communicate them in ways that inspired employees, connected them with our strategic objectives and help employees live out our Vision and Values daily at work and at home.

We Are Phillips 66.

Providing Energy, Improving Lives.

Safety. Honor. Commitment.

Internal communications includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.