Marketing

[Trusted Mobility - From Data Center to Device - Establishing Juniper Networks as a Mobile Security Authority ](http://www.prsa.org/SearchResults/Download/6BW-1302B26)

Publication Date: **2013**
Product Code: **6BW-1302B26**
Organization/Author/Firm: **Juniper Networks, Edelman**
Category: **Reputation Management / Media Relations / Marketing**
Industry: **Business To Business / Technology**
Outcome: **Reputation management / Building trust**

**Summary**

2013 Silver Anvil Award Winner — Reputation Management / Brand Management — Business — Companies With Sales of More than $500 Million to $10 Billion

Reversing a negative trend, Juniper Network’s Trusted Mobility campaign stimulated a perception shift and broader awareness of Juniper’s mobile security solutions and expertise. The campaign resulted in business opportunities with customer targets including service providers, new-media enterprises, and device manufacturers as well as new and extended industry partnerships. Juniper commanded news cycles, prompting the highest social media brand engagement levels ever and increasing its share of voice versus competitors for mobile security in traditional and social media. Ultimately, the Trusted Mobility campaign gave Juniper the foundation and support it needed to break through as a leading authority on mobile security.

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.

[Old Spice and Dikembe Mutombo Save the World in 4 1/2 Weeks with Real-Time Digital Video Game ](http://www.prsa.org/SearchResults/Download/6BW-1304A12)

Publication Date: **2013**
Product Code: **6BW-1304A12**
Organization/Author/Firm: **Old Spice and Wieden+Kennedy, Citizen Paine**
Category: **Special Events - Observances / Special Events - Observances more than 7 days / Media Relations / Marketing**
Industry: **Business Products / Consumer Products**
Outcome: **Raising awareness**

**Summary**

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

While the Mayans predicted the world would end on December 21, 2012, they didn't forecast Old Spice – a brand with a history of hugely successful digital campaigns – would create a digital video game to keep this from happening. Citizen Paine with Old Spice and Wieden+Kennedy *developed and executed a globe-saving marketing/communications strategy to drive excitement, press coverage and consumer engagement/participation* for "Dikembe Mutombo's 4 1/2 Weeks to Save the World." The result? *450+ million impressions from 260+ placements, and 6+ million game plays*, helping save the planet so guys across the universe could continue enjoying Old Spice's superior grooming products.

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.).

[A Window Into the Presidency - Marvin’s 2012 Campaign ](http://www.prsa.org/SearchResults/Download/6BE-1302B11)

Publication Date: **2013**
Product Code: **6BE-1302B11**
Organization/Author/Firm: **Marvin Windows and Doors, Fast Horse**
Category: **Marketing / Reputation Management / Media Relations / Advertising - Branding**
Industry: **Consumer Products / Non-Packaged Goods / Manufacturing**
Outcome: **Raising awareness / Building brands / Employee retention**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Reputation Management / Brand Management — Business Companies With Sales of More than $500 Million to $10 Billion

In late 2011, the real estate market continued to drag in the face of the worst housing recession since the Great Depression, but Marvin had committed to retaining its workforce and keeping its commitment to its communities – just as it had the past century. Looking to capitalize on the family-owned and -operated roots that kept the company strong for more than 100 years, Marvin needed not only to increase its visibility but to give customers a reason to choose them over the competition. Moreover, Marvin had a small budget for this effort, as it was trimming costs across the board. This program had to be effective and affordable — going beyond visibility to drive sales and build Marvin’s reputation and brand with consumers, channel partners and employees.
< BR>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.

[A Window Into the Presidency - Marvin’s 2012 Campaign ](http://www.prsa.org/SearchResults/Download/6BE-1307G06)

Publication Date: **2013**
Product Code: **6BE-1307G06**
Organization/Author/Firm: **Marvin Windows and Doors, Fast Horse**
Category: **Marketing / Reputation Management / Media Relations / Advertising - Branding**
Industry: **Consumer Products / Non-Packaged Goods / Manufacturing**
Outcome: **Raising awareness / Building brands / Employee retention**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Non-Packaged Goods

In late 2011, the real estate market continued to drag in the face of the worst housing recession since the Great Depression, but Marvin had committed to retaining its workforce and keeping its commitment to its communities – just as it had the past century. Looking to capitalize on the family-owned and -operated roots that kept the company strong for more than 100 years, Marvin needed not only to increase its visibility but to give customers a reason to choose them over the competition. Moreover, Marvin had a small budget for this effort, as it was trimming costs across the board. This program had to be effective and affordable — going beyond visibility to drive sales and build Marvin’s reputation and brand with consumers, channel partners and employees.
< BR>Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience. The non-packaged goods subcategory refers to consumer products, such as clothing, appliances and furniture.

[Adobe Transforms Creativity - and It's Brand - with the Launch of Creative Cloud ](http://www.prsa.org/SearchResults/Download/6BE-1309B01)

Publication Date: **2013**
Product Code: **6BE-1309B01**
Organization/Author/Firm: **Adobe Systems Incorporated, Edelman**
Category: **Media Relations / Marketing**
Industry: **Business Products / Technology / Business To Business**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Business-To-Business — Products

The CREATE Now campaign marked a transformational shift and changed market perceptions of Adobe, elevating the brand from a design-tools maker to a champion of creativity. The launch of Creative Cloud, a new, cloud-based business model, extended its flagship product line, Creative Suite, to a much broader audience than creative professionals and fundamentally changed the creative process. A custom research study tied the launch of Creative Cloud to broader societal concerns that creativity is suffering globally. First-quarter sales surpassed expectations – Adobe secured 90,000 Creative Cloud subscribers with 75 percent committed to annual subscriptions.

Marketing business to business includes programs designed to introduce new products, or promote existing products or services to a business audience.

[Affinia Hotels Launches Tender Loving Comfort Movement ](http://www.prsa.org/SearchResults/Download/6BE-1308A10)

Publication Date: **2013**
Product Code: **6BE-1308A10**
Organization/Author/Firm: **Affinia Hotels, Quinn & Co. Public Relations**
Category: **Media Relations / Marketing**
Industry: **Consumer Services / Travel - Tourism - Hospitality**
Outcome: **Raising awareness / Customer satisfaction**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Services — Travel and Tourism / Hospitality

Affinia Hotels, a boutique hotel collection with properties in New York City and D.C., launched the Tender Loving Comfort® (TLC) movement to reinforce its brand positioning while increasing guest satisfaction. This customer-centric movement focuses on making guests’ stay most enjoyable, and comfortable. TLC has generated more than 800 placements and 1.3 billion media impressions, including a USA Today cover story and an interview on Fox Business, in addition to increasing customer satisfaction across the brand. Affinia Hotels’ revenue has increased 15% year-over-year since TLC was implemented.

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[Beautiful Minds At Any Age ](http://www.prsa.org/SearchResults/Download/6BW-1307A02)

Publication Date: **2013**
Product Code: **6BW-1307A02**
Organization/Author/Firm: **DSM Nutritional Products, Carmichael Lynch Spong**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Health - Medical - Pharmaceutical**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Products — Health Care

People are confused by the barrage of DHA chatter and do not always understand and appreciate its benefits, particularly for brain health. DSM nutritional products created an education campaign linking brain health benefits with how easy it is to add DHA to everyday nutrition to address this issue.

The Beautiful Minds campaign created awareness of brain health among multiple targets, including parents, key influencers and boomers and resulted in over 80 million earned impressions.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Better-for-You Ice Cream Creates Smiles ](http://www.prsa.org/SearchResults/Download/6BE-1316A04)

Publication Date: **2013**
Product Code: **6BE-1316A04**
Organization/Author/Firm: **Nestlé Dreyer's Ice Cream, Inc., Ketchum**
Category: **Integrated Communications / Media Relations / Marketing**
Industry: **Consumer Products / Food - Beverage**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Consumer Products — Food & Beverage

Making people smile has been Dreyer’s / Edy’s heritage for 80 years. A quarter of consumers have cut back on ice cream, however 90 percent say they’d buy more if there were a better-for-you option that tasted good. That already exists with Dreyer’s / Edy’s Slow Churned; but more than half of customers are unaware. Dreyer’s / Edy’s needed to educate consumers with an emotional approach that would differentiate the brand and increase consumption. They partnered with Operation Smile and launched “A Reason to Smile.” The team gave away scoops in trade for smiles. For every smile photographed, the campaign donated $5. More than 23,000 photos resulted in more than 500 surgeries.

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.

[Better-for-You Ice Cream Creates Smiles ](http://www.prsa.org/SearchResults/Download/6BE-1307C09)

Publication Date: **2013**
Product Code: **6BE-1307C09**
Organization/Author/Firm: **Nestlé Dreyer's Ice Cream, Inc., Ketchum**
Category: **Integrated Communications / Media Relations / Marketing**
Industry: **Consumer Products / Food - Beverage**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Food

Making people smile has been Dreyer’s / Edy’s heritage for 80 years. A quarter of consumers have cut back on ice cream, however 90 percent say they’d buy more if there were a better-for-you option that tasted good. That already exists with Dreyer’s / Edy’s Slow Churned; but more than half of customers are unaware. Dreyer’s / Edy’s needed to educate consumers with an emotional approach that would differentiate the brand and increase consumption. They partnered with Operation Smile and launched “A Reason to Smile.” The team gave away scoops in trade for smiles. For every smile photographed, the campaign donated $5. More than 23,000 photos resulted in more than 500 surgeries.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[California Almonds Bring Big Crunch to the Research Chef Association Annual Meeting ](http://www.prsa.org/SearchResults/Download/6BW-1309B10)

Publication Date: **2013**
Product Code: **6BW-1309B10**
Organization/Author/Firm: **The Almond Board of California, Porter Novelli**
Category: **Media Relations / Marketing**
Industry: **Business Products / Business To Business / Agriculture / Food - Beverage / Food - Beverage / Associations Nonprofits**
Outcome: **Raising awareness / Event attendance**

**Summary**

2013 Silver Anvil Award Winner — Marketing Business-To-Business —Products

California Almonds bring crunch and flavor to countless menus items and snacks, but motivating food professionals to use almonds over other nuts in their products is a challenge. The Almond Board of California (ABC) needed to differentiate from other sponsors and prompt menu conversion at the Research Chef Association’s conference. By featuring top chefs from The Cheesecake Factory and Frito-Lay in its “Building Flavors in the Kitchen” session, ABC engaged attendees and triggered menu conversion. ABC motivated 96% of session attendees to consider almonds an essential ingredient and a new chicken dish with almonds landed on The Cheesecake Factory’s menu.

Marketing business to business includes programs designed to introduce new products, or promote existing products or services to a business audience.

[DoubleTree by Hilton’s Little Things Project Brightens Travel Experiences Nationwide ](http://www.prsa.org/SearchResults/Download/6BW-1308A04)

Publication Date: **2013**
Product Code: **6BW-1308A04**
Organization/Author/Firm: **DoubleTree by Hilton, Ketchum and Gensler and Digital Royalty and OMD and Decibel Management and Laird**
Category: **Media Relations / Marketing**
Industry: **Travel - Tourism - Hospitality / Consumer Services**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Services — Travel and Tourism / Hospitality

At DoubleTree by Hilton, little things mean everything when it comes to travel. With travel growing increasingly difficult, DoubleTree by Hilton was determined to leverage its CARE culture to make travelers feel human again.

The solution? Ask the travelers. Listen to their answers. Then surprise and delight them with what they said they wanted. The Little Things Project was born, and DoubleTree by Hilton set off on nationwide tour to deliver “little things” to brighten travel. The team surpassed its goals – delivering 3.6 billion media impressions, along with thousands of new social media followers and Hilton HHonors members.

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[Emanate and Celebrity Cruises Present A Taste of Modern Luxury ](http://www.prsa.org/SearchResults/Download/6BE-1308A17)

Publication Date: **2013**
Product Code: **6BE-1308A17**
Organization/Author/Firm: **Celebrity Cruises, Emanate**
Category: **Media Relations / Marketing**
Industry: **Consumer Services / Travel - Tourism - Hospitality**
Outcome: **Raising awareness / Changing attitudes**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Services — Travel and Tourism / Hospitality

Only 3% of Americans cruise in a given year. We needed to increase cruising’s – and particularly Celebrity’s – fair share vs. other kinds of vacations. Getting a non-cruiser to book is not an easy task, but what if we didn’t sell them a cruise? What if we offered up a culinary experience (a brand strength and a passion point among our target consumer) rather than a seven night sailing? Together, Emanate and Celebrity Cruises presented an industry-first – a ship-to-shore pop-up restaurant in San Francisco and NYC – to improve consumer perception of cruising and increase consideration of a Celebrity Cruises vacation.

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[Enticing Families to the Hyundai Brand with the All-New 2013 Hyundai Santa Fe ](http://www.prsa.org/SearchResults/Download/6BW-1307G01)

Publication Date: **2013**
Product Code: **6BW-1307G01**
Organization/Author/Firm: **Hyundai Motor America, Ketchum**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Non-Packaged Goods / Automotive**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Products —Non-Packaged Goods

Hyundai lacked a dynamic offering in the critical CUV segment and the 2013 Santa Fe was set to fill that void. Santa Fe was created for the “Alternadult” family – the family that wants to create fun, authentic experiences with their kids (and their car). Departing from a traditional launch, Hyundai created a complete media immersion into the lifestyle of the “Alternadult” buyer complete with off-road vehicle testing and a stop at the Olympic ski village in Park City, Utah – all designed to show the versatility of the Santa Fe and the lifestyle of the ideal customer.

The non-packaged goods subcategory refers to consumer products, such as clothing, appliances and furniture. Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Expanding Main Street - Chase’s Mission Small Business with LivingSocial ](http://www.prsa.org/SearchResults/Download/6BW-1309A02)

Publication Date: **2013**
Product Code: **6BW-1309A02**
Organization/Author/Firm: **Chase, Ketchum, with mcgarrybowen (developed creative digital advertising), Zenith Optimedia (led print and digital media buy), Millennium (reviewed all small business applications) and H5 (vetted finalists)**
Category: **Media Relations / Marketing**
Industry: **Small Business / Financial Services / Business To Business**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Business-To-Business —Professional and/or Financial Services

Already the leading small business lender, Chase wanted to do more to help make small business owners’ dreams a reality. Chase’s Mission: Small Business with LivingSocial was a nationwide grant program aimed to engage capital-hungry small business owners and educate them about using social media to engage their local communities. **Challenge**: Differentiate from “Small Business Saturday” with a program that goes beyond just “one day” and changes the lives of small business owners forever. **Results**: In less than two months, **69,041 small businesses applied** and **3.1 million consumers showed support**, beating estimates by 690 and 782 percent, respectively.

Marketing business to business includes programs designed to introduce new products, or promote existing products or services to a business audience.

[FDA Approval and US Launch of the Resolute Integrity Drug-Eluting Stent ](http://www.prsa.org/SearchResults/Download/6BE-1307A12)

Publication Date: **2013**
Product Code: **6BE-1307A12**
Organization/Author/Firm: **Medtronic, WCG**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Health - Medical - Pharmaceutical**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Health Care

In February 2012, the Resolute Integrity drug-eluting stent (DES) from Medtronic was FDA-approved as the first and only device-of-its-kind to treat the CAD of patients with diabetes. It represented a major medical breakthrough for both the cardiology and diabetes communities.

However, the Resolute Integrity DES was the last of three drug-eluting stents approved by the FDA within a three-month period. Due to a highly competitive marketplace, Medtronic needed to differentiate the stent in a way that would resonate with their various target audiences. To accomplish this, Medtronic partnered with WCG to develop an integrated communications plan that would drive adoption of the Resolute Integrity DES by hospitals and physicians after U.S. approval.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Feeling Spicy - Mild - Ask the MoodWing ](http://www.prsa.org/SearchResults/Download/6BE-1307E01)

Publication Date: **2013**
Product Code: **6BE-1307E01**
Organization/Author/Firm: **Popeyes Louisiana Kitchen, Campbell Mithun**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Retail / Food - Beverage**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Retail Stores and Restaurants

Popeyes asked digital agency Campbell Mithun for a spicy idea to support its Spicy or Mild Bonafide® Chicken product. Enter the MoodWing.

The agency developed an app (utilizing sentiment analysis and natural-language processing algorithms) to rate social media posts as Spicy, Mild or Mixed. Users logged in via Twitter/Facebook and, much like the iconic mood ring, the app generated a mood rating -- with Spotify music suggestions, menu tips, and funny “mood horoscopes.”

The MoodWing served up tasty results, achieving gains in social followers, a soaring Social Engagement Score and a whopping 71% increase in traffic driven by social sites.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Florida 511 Traveler Information System ](http://www.prsa.org/SearchResults/Download/6BW-1308E05)

Publication Date: **2013**
Product Code: **6BW-1308E05**
Organization/Author/Firm: **Florida Department of Transportation, Global-5 Communications, Inc.**
Category: **Public Service / Media Relations / Marketing**
Industry: **Consumer Services / Transportation / Government - Public Affairs**
Outcome: **Raising awareness / Customer satisfaction**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Services —Other (Categories Not Elsewhere Defined)

The Florida Department of Transportation’s (FDOT) 511 Travel Information System is a free safety tool that provides real-time traffic updates on Florida’s interstates and major roadways. FDOT studies in years past continually found 76 percent of drivers knew “nothing at all” about the free service. FDOT contracted Global-5 Communications to execute a grassroots awareness campaign based on strategic public relations and donated public service space in highly visible areas. By October 2012, the campaign had reached millions in targeted demographics and helped call volumes pass the eight million mark, while increasing awareness by 21 percent.

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[Freshly Brewed 7-Election Wins the Vote ](http://www.prsa.org/SearchResults/Download/6BE-1307D03)

Publication Date: **2013**
Product Code: **6BE-1307D03**
Organization/Author/Firm: **7-Eleven, Ketchum**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Food - Beverage / Retail**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Beverages

The 2012 presidential campaign seemed as bitter as bad coffee, with partisan coverage obsessed with turnout algorithms. 7-Eleven sought to change the tone, reinserting fun into the voting process with its own "unabashedly unscientific" poll. Every morning during the 60-day campaign, voters flocked to the 7-Election polls, driven by media coverage (more than one billion impressions).

The coffee poll also brewed up sales for 7-Eleven with more than 7 million "votes" cast, nearly doubling turnout from 2008, and generating caffeinated enthusiasm on the faces of the thousands who posted to Facebook and Twitter proudly supporting their 7-Election cups.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[From Dial Up to Dialed In - VA Expands Electronic Health Care with Secure Messaging for Veterans ](http://www.prsa.org/SearchResults/Download/6BE-1308B04)

Publication Date: **2013**
Product Code: **6BE-1308B04**
Organization/Author/Firm: **Department of Veterans Affairs, Burson-Marsteller and Sage Communications**
Category: **Media Relations / Marketing**
Industry: **Consumer Services / Health - Medical - Pharmaceutical / Military**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Services — Health Care Services
< BR>To meet the mission of providing exceptional health care for Veterans, VA developed tools such as My Health***e***Vet, an online personal health record. With the pilot launch of a new My Health***e***Vet interactive feature, Secure Messaging, scheduled for June 2012, VA needed to find a cost-effective way to increase awareness and enrollment of Veterans in the new feature. The Veterans Health Administration’s (VHA) Office of Informatics and Analytics (OIA) developed an integrated marketing plan that delivered powerful messages to Veterans through their primary point-of-care. As a result, My Health***e***Vet enrollment increased **42%** and upgrades to Secure Messaging increased **271%.**

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[From Freezer to Fashion Runway - alice+olivia Loves MAGNUM ](http://www.prsa.org/SearchResults/Download/6BE-1307C02)

Publication Date: **2013**
Product Code: **6BE-1307C02**
Organization/Author/Firm: **MAGNUM Ice Cream, GolinHarris**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Food - Beverage / Beauty - Fashion**
Outcome: **Building brands**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Food

MAGNUM Ice Cream was coming off one of the most successful brand launches in Unilever history. We created a partnership that not only clearly established the new brand as the market leader, but marked the first time a Unilever food brand would have its name etched on a high-end clothing label now available in retail stores nationwide – creating even greater brand equity with target consumer.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Giving Small Businesses a Holiday Glow ](http://www.prsa.org/SearchResults/Download/6BE-1309A05)

Publication Date: **2013**
Product Code: **6BE-1309A05**
Organization/Author/Firm: **Deluxe Corporation, Padilla Speer Beardsley**
Category: **Media Relations / Marketing**
Industry: **Small Business / Business To Business / Professional Services**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Business-To-Business — Professional and/or Financial Services

With the holiday shopping season just a couple months away, Deluxe Corp. needed to generate awareness for three of its small business units: OrangeSoda, a search engine optimization and marketing firm; PsPrint, an online customized print solutions provider; and Bags & Bows, a custom provider of personalized gifts and packaging. Deluxe turned to Padilla Speer Beardsley for a sustained, multi-channel public relations campaign. Padilla created and implemented an awareness campaign that surpassed all objectives. The campaign generated more than 5,000 broadcast and social media placements. Newspaper stories appeared in all 50 states, totaling nearly one billion impressions.

Marketing business to business includes programs designed to introduce new products, or promote existing products or services to a business audience.

[HeartRescue Project Inspires Virtual – and Real-Life – Heroes ](http://www.prsa.org/SearchResults/Download/6BW-1308B06)

Publication Date: **2013**
Product Code: **6BW-1308B06**
Organization/Author/Firm: **The Medtronic Foundation’s HeartRescue Project, Exponent PR**
Category: **Media Relations / Marketing**
Industry: **Consumer Services / Health - Medical - Pharmaceutical**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Services — Health Care Services

Sudden Cardiac Arrest (SCA) is a condition that occurs when the heart suddenly and unexpectedly stops beating. While SCA survival is bleak, when someone helps, chances of survival double. Exponent PR worked with the HeartRescue Project, funded by the Medtronic Foundation, to create an educational campaign featuring a unique online learning experience. The Save-a-Life Simulator allows users to learn how to save a life. More than 5.5 million people have visited HeartRescueNow.com and saved a virtual life since its April 2012 launch – surpassing the goal by more than 450 percent.

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[HP in the Cloud - From Convoluted to Converged ](http://www.prsa.org/SearchResults/Download/6BE-1309C07)

Publication Date: **2013**
Product Code: **6BE-1309C07**
Organization/Author/Firm: **Hewlett-Packard, Burson Marsteller**
Category: **Media Relations / Marketing**
Industry: **Business To Business / Technology**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Business-To-Business — Other (Categories Not Elsewhere Defined)

Though a recognized technology leader for years, Hewlett-Packard (HP) received little recognition as a cloud leader due to confusion about how its products and services merged into a comprehensive portfolio. To address these concerns, HP consolidated its cloud offerings into the “HP Converged Cloud” portfolio and launched its vision for the future of cloud in April 2012. With a targeted, integrated, global communications campaign, in less than a year, HP and Burson-Marsteller (B-M) succeeded in showcasing HP’s strategic cloud vision, strong leadership, and positive customer reception, while contributing to $3.9 billion in cloud revenue.

Marketing business to business includes programs designed to introduce new products, or promote existing products or services to a business audience.

[Land O’Lakes Brings Butter Back ](http://www.prsa.org/SearchResults/Download/6BW-1307C32)

Publication Date: **2013**
Product Code: **6BW-1307C32**
Organization/Author/Firm: **Land O’Lakes, Exponent PR**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Food - Beverage**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Products — Food

To inspire a new generation to cook with butter, Land O’Lakes introduced Butter with Olive Oil & Sea Salt. Exponent teamed with Colle+McVoy and Campbell Mithun to secure an exclusive partnership with The Pioneer Woman, Ree Drummond. As one of the most influential and well-known voices in the food blogging community, Ree was able to authentically sing the praises of Butter with Olive Oil & Sea Salt and inspire her legions of blogger friends and followers to cook with butter. Networks of digitally connected bloggers and consumers shared, tweeted and pinned Ree’s content through multiple campaign touch points.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Lookout’s Mobile Lost and Found - The Billion Dollar Phone Bill ](http://www.prsa.org/SearchResults/Download/6BW-1307B09)

Publication Date: **2013**
Product Code: **6BW-1307B09**
Organization/Author/Firm: **Lookout, Inc., Sutherland Gold Agency**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Technology / Telecommunications**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Products —Technology

In March 2012, the need to protect a smartphone like you protect a computer was a foreign concept. Truth is, your smartphone may contain more personal and valuable data than your computer. To educate the public on the value of smartphones -- and highlight Lookout as a solution to protect them -- we developed the Mobile Lost & Found campaign. Using Lookout’s massive dataset, we provided information on where, when and how phones disappeared. With a media blitz of 350 TV segments, over 80 original articles and flurry of online conversation, the campaign put Lookout on the national stage propelling unprecedented growth for the company.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Message in a Bottle - Increasing Market Demand for Soybean Oil ](http://www.prsa.org/SearchResults/Download/6BE-1309B12)

Publication Date: **2013**
Product Code: **6BE-1309B12**
Organization/Author/Firm: **United Soybean Board, MSLGROUP**
Category: **Media Relations / Marketing**
Industry: **Business Products / Business To Business / Agriculture / Food - Beverage / Associations Nonprofits**
Outcome: **Raising awareness / Changing attitudes / Increasing market share**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Business-To-Business — Products

The United Soybean Board charged MSL Seattle to drive awareness, acceptance and demand of commodity and new soybean oils. Our plan met or exceeded all objectives. We promoted “vegetable oil is soybean oil” and its benefits to consumers and influencers. As a result, **soybean oil product sales increased 62 percent**. Opposition to food biotechnology (GMOs) – a primary soybean growing method – was met with influencer education about the safety and advantages. We marketed new soybean oils to the food industry. Among **foodservice operators, high volume oil users, 80% are now aware of and nearly one-third are testing new soybean oils.**Marketing business to business includes programs designed to introduce new products, or promote existing products or services to a business audience.

[National Painting Week Inspires Consumers with Color ](http://www.prsa.org/SearchResults/Download/6BW-1307E04)

Publication Date: **2013**
Product Code: **6BW-1307E04**
Organization/Author/Firm: **Sherwin-Williams, Carmichael Lynch Spong**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Retail**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Products — Retail Stores and Restaurants

Sherwin-Williams declared National Painting Week in mid-April 2012 to drive sales during the busy spring home improvement season and inspire consumers with color and project ideas. In partnership with popular design bloggers and the National Association of the Remodeling Industry, Sherwin-Williams provided homeowners with inspiration through daily colors, painting projects and techniques, remodeling tips and a dedicated Pinterest board. The paint retailer built interest among media and bloggers with local community projects, survey data and a media mailer. In one week’s time, Sherwin-Williams saw strong paint sales and garnered 163 million earned media impressions.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Trusted Mobility - From Data Center to Device - Establishing Juniper Networks as a Mobile Security Authority ](http://www.prsa.org/SearchResults/Download/6BE-1309C14)

Publication Date: **2013**
Product Code: **6BE-1309C14**
Organization/Author/Firm: **Juniper Networks, Edelman**
Category: **Reputation Management / Media Relations / Marketing**
Industry: **Business To Business / Technology**
Outcome: **Reputation management / Building trust**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Business-To-Business — Other (Categories Not Elsewhere Defined)

Reversing a negative trend, Juniper Network’s Trusted Mobility campaign stimulated a perception shift and broader awareness of Juniper’s mobile security solutions and expertise. The campaign resulted in business opportunities with customer targets including service providers, new-media enterprises, and device manufacturers as well as new and extended industry partnerships. Juniper commanded news cycles, prompting the highest social media brand engagement levels ever and increasing its share of voice versus competitors for mobile security in traditional and social media. Ultimately, the Trusted Mobility campaign gave Juniper the foundation and support it needed to break through as a leading authority on mobile security.

Marketing business to business includes programs designed to introduce new products, or promote existing products or services to a business audience.

[Philips Norelco Beard Wars ](http://www.prsa.org/SearchResults/Download/6BE-1307G08)

Publication Date: **2013**
Product Code: **6BE-1307G08**
Organization/Author/Firm: **Philips Norelco, Emanate**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Non-Packaged Goods / Sports**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Non-Packaged Goods

In early 2012, Philips Norelco was threatened by competitors encroaching on the brand’s category leadership. To protect market share, Philips Norelco needed to drive preference among males ages 25-35. Philips Norelco leveraged an NHL sponsorship and partnered with retired hockey pros and internet comedy darling Funny or Die to insert Philips Norelco into their male target’s conversation – and media jetstream – around a key grooming moment in time: “playoff beards.” The campaign garnered nearly 100 media placements and 500+ million impressions in key men’s and sports outlets, spurring social media engagement and doubling purchase intent among the target.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience. The non-packaged goods subcategory refers to consumer products, such as clothing, appliances and furniture.

[Play for Young Women´s Health ](http://www.prsa.org/SearchResults/Download/6BE-1307A14)

Publication Date: **2013**
Product Code: **6BE-1307A14**
Organization/Author/Firm: **ResMed Sweden**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Health - Medical - Pharmaceutical**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Health Care

The objective: position the new Mirage FX with CPAP for Her in the young women segment, educate about sleep apnoea and increase sales. We encouraged ResMed to address the target group in new ways: a play. The play “Sleepy in Stockholm” was launched on the largest social media network in Sweden – Spotify. Since Spotify provides royalties to the creator we also found a solution to fund dissemination of information about Sleep Apnoea for future generations – launching a scholarship for education and information about Sleep Apnoea for young women: The Great Apnoea Scholarship. Our core mission: Play for Young Women´s Health!

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Resolving the Bedtime Reading Debate - The #1 Problem for Couples in Bed Isn’t What You Think ](http://www.prsa.org/SearchResults/Download/6BE-1307B07)

Publication Date: **2013**
Product Code: **6BE-1307B07**
Organization/Author/Firm: **Barnes & Noble, Inc., Fleishman-Hillard**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Technology / Retail / Publishing**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Technology

Devised to solve E Ink (electrophoretic ink) readers #1 request, Barnes & Noble created NOOK Simple Touch with GlowLight – the world’s first E Ink device with built-in illumination for reading in the dark. To unveil this industry-first technology, B&N and Fleishman-Hillard designed a problem/solution scenario positioning the device as the relationship harmony hero for bedtime readers. Through a multi-faceted launch event featuring experiential “poolside to bedside” briefings, B&N engaged media on an emotional level and exposed the competition’s weaknesses, which resulted in 555+MM impressions; more Bests, Editor’s Choice Awards and accolades than any other NOOK in B&N’s history; and enormous consumer demand.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Secret Deodorant - Mean Stinks Challenges Girls to Gang Up for Good ](http://www.prsa.org/SearchResults/Download/6BE-1307F21)

Publication Date: **2013**
Product Code: **6BE-1307F21**
Organization/Author/Firm: **Procter & Gamble, Marina Maher Communications**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Packaged Goods / Beauty - Fashion**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Packaged Goods

Secret, whose mission is female fearlessness, furthered their *Mean Stinks* movement against the “stinky” bullying epidemic by asking girls to take positive actions and ‘Gang Up for Good.’

*Mean Stinks* drove relevance and credibility by partnering with music sensation Demi Lovato to cut through the increasing bullying coverage and Cincinnati Children’s Hospital Medical Center to develop an anti-bullying curriculum and help stop bullying before it starts. As online communities grew, engagement rose, including 3,500 girls taking the brand-ownable blue pinky swear and the new Mean Stinks Clinical Strength became the best selling Anti-Perspirant/Deodorant in Target during the first month on-shelf.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience. The packaged goods subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries and cosmetics.

[Soccer for a Cause and the San Antonio Scorpions ](http://www.prsa.org/SearchResults/Download/6BE-1308A02)

Publication Date: **2013**
Product Code: **6BE-1308A02**
Organization/Author/Firm: **Morgan's Wonderland, San Antonio, TX, SuPRWriter and Associates**
Category: **Media Relations / Marketing**
Industry: **Consumer Services / Travel - Tourism - Hospitality / Sports**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Services — Travel and Tourism / Hospitality

Effective public relations led the way in generating awareness and strong support for Soccer for a Cause, an effort to bring pro soccer to San Antonio and benefit the special-needs community. The resulting Scorpions franchise was created to convey all net profits to non-profit Morgan’s Wonderland, world’s only theme park designed with special-needs individuals in mind. This enables the park to provide free admission to anyone with a special need as well as expand programs and services for those with physical or cognitive challenges. Public relations also played a vital role in the San Antonio Scorpions’ successful inaugural season in 2012, including construction of a new stadium.

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[Sprint Guardian - Making Parents Aware About New Mobile Safety Applications ](http://www.prsa.org/SearchResults/Download/6BW-1308C01)

Publication Date: **2013**
Product Code: **6BW-1308C01**
Organization/Author/Firm: **Sprint**
Category: **Media Relations / Marketing**
Industry: **Consumer Services / Technology / Telecommunications**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Services — Technology

Research unveiled that an increasing number of kids are using mobile phones, yet there was an unmet need in the market for an affordable bundle of mobile applications to help parents monitor and manage their children’s mobile phone usage. PR was tasked with raising awareness among parents about the new Sprint Guardian application bundle to help achieve marketing’s sales goals. Through articles, blog posts, broadcast and social media, Sprint’s reputation grew as a family-friendly, safety and security-minded company with a great solution for parents and their phone-toting kids.

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[Stabilizing Urban Neighborhoods - A Unique Foreclosure Prevention Initiative ](http://www.prsa.org/SearchResults/Download/6BW-1308D05)

Publication Date: **2013**
Product Code: **6BW-1308D05**
Organization/Author/Firm: **Boston Community Capital / SUN Foreclosure Prevention Initiative, Sandy Bodner Strategic Communications LLC and Pro-Media Communications**
Category: **Media Relations / Marketing**
Industry: **Consumer Services / Financial Services**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Services —Financial Services

The SUN (“Stabilizing Urban Neighborhoods”) Initiative is a first-in-kind foreclosure prevention program of Boston Community Capital (BCC), a community development financial institution with 28 years of experience working to stabilize and revitalize low-income neighborhoods. The program stops the displacement of families before evictions occur and prevents neighborhood destabilization caused by vacant and abandoned properties. Through SUN, BCC acquires foreclosed properties at discounted prices, sells them back to existing owners and tenants, and provides financing through 30-year fixed-rate mortgages. Since the program’s establishment in 2009, BCC has invested more than $45 million to halt the foreclosure of 225 Massachusetts homeowners.

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[What’s Your Wild Rabbit - Hennessy Fans Go Wild for the Pursuit of Success ](http://www.prsa.org/SearchResults/Download/6BW-1307D08)

Publication Date: **2013**
Product Code: **6BW-1307D08**
Organization/Author/Firm: **Hennessy, Cohn & Wolfe**
Category: **Media Relations / Marketing**
Industry: **Consumer Products / Food - Beverage**
Outcome: **Raising awareness / Increasing sales**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Products — Beverages

When Hennessy selected a “Wild Rabbit” as the icon for its new marketing campaign to symbolize the brand’s commitment to producing the world’s best cognac, Cohn & Wolfe set out to invigorate the brand for a younger audience and bring the “Wild Rabbit” to life linking it to the notion of a never-ending inner drive to succeed. Through innovative events, influencer seeding, strategic media relations and social engagement and talent promotion, C&W accomplished this feat like few could have imagined. Today, Hennessy sales are up with more than two billion people answering the question, “What's Your Wild Rabbit?”

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[USAGE Survey - Taking on America’s Number One Killer ](http://www.prsa.org/SearchResults/Download/6BE-1307A01)

Publication Date: **2013**
Product Code: **6BE-1307A01**
Organization/Author/Firm: **Kowa Pharmaceuticals America, Inc. and Eli Lilly and Company, Makovsky**
Category: **Marketing / Media Relations / Research - Evaluation**
Industry: **Consumer Products / Health - Medical - Pharmaceutical**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Products — Health Care

Makovsky worked with Kowa Pharmaceuticals America, Inc. and Eli Lilly and Company to launch results of the ***USAGE Survey*** *(****U****nderstanding* ***S****tatin use in* ***A****merica and* ***G****aps in* ***E****ducation) –* the largest known cholesterol survey in the U.S., involving more than 10,100 participants – to raise awareness on why patients stop taking their cholesterol medications. Partnering with the National Lipid Association and celebrity patient John O’Hurley (*Seinfeld*), the USAGE website offered information and downloadable resources for patients and physicians.

This national campaign reached more than 921 million patients and 4 million physicians, including *CNN, Fox & Friends, MedPage Today* and *Prevention*.

Marketing consumer products includes programs designed to introduce new products or promote existing products to a consumer audience.

[Wellness for Life - Defining The Negative Impact of Financial Stress on Health ](http://www.prsa.org/SearchResults/Download/6BE-1308D02)

Publication Date: **2013**
Product Code: **6BE-1308D02**
Organization/Author/Firm: **Aviva USA, FleishmanHillard**
Category: **Media Relations / Marketing**
Industry: **Financial Services / Consumer Services / Health - Medical - Pharmaceutical**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Marketing Consumer Services — Financial Services
< BR>Stress can be good – it’s a body's natural response to protect itself. But, when your body is constantly on alert due to long-term exposure to a stressful situation, your health can pay the price. 2012 research conducted by Aviva USA, in collaboration with Mayo Clinic, revealed that finances are a leading cause of stress for Americans. Aviva USA used this research as the centerpiece of a national communications campaign with two distinct purposes: to re-introduce Aviva’s *Wellness for Life* insurance rider, and to help elevate the company’s profile through ongoing PR efforts.

Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[Schick Hydro Wakes Up Shave Zombies and Boosts Brand Sales ](http://www.prsa.org/SearchResults/Download/6BW-1307F23)

Publication Date: **2013**
Product Code: **6BW-1307F23**
Organization/Author/Firm: **Schick Hydro (Energizer Personal Care), Edelman**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Marketing / Advertising - Branding**
Industry: **Packaged Goods / Consumer Products**
Outcome: **Raising awareness / Building brands / Increasing sales / Increasing market share**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Products —Packaged Goods

Charged with significantly boosting sales and awareness of Schick Hydro and the new Power Select innovation, Edelman turned a simple but intriguing razor into a major business driver through inventive, unexpected launch activities, effectively waking up “Shave Zombies” at the International Consumer Electronics Show in January 2012. Immediately following this campaign:

* Brand awareness skyrocketed 16 percentage points to a record 47 percent, driven exclusively by PR;
* Overall brand sales climbed 14 percent, beating targets by 140 percent;
* Household trial jumped to an unprecedented 7.2 percent, nearly twice Hydro year one trial and the largest year-over-year gain for the category.

Campaigns that are Marketing Consumer Products included programs designed to launch or introduce new products or promote existing products to a consumer audience. The Packaged Good subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries and cosmetics.

[Airfoil and Microsoft - Empowering Small and Medium-sized Companies to Boost Business Success with Technology ](http://www.prsa.org/SearchResults/Download/6BW-1309C05)

Publication Date: **2013**
Product Code: **6BW-1309C05**
Organization/Author/Firm: **Microsoft, Airfoil Public Relations, Inc.**
Category: **Media Relations / Marketing**
Industry: **Business To Business / Technology / Small Business**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Marketing Business-To-Business —Other (Categories Not Elsewhere Defined)

U.S small- and medium-sized businesses (SMBs) are the heart and soul of the American economy and, for Microsoft, a priority focus. The Microsoft U.S. SMB PR team developed and executed a program that shifted the perception around Microsoft’s support of SMBs by advancing and increasing key message penetration/resonance in media coverage; driving thought-leadership among SMBs; and broadly educating SMBs by increasing share of voice and coverage volume year-over-year. The team built deeper brand affinity among SMBs for Microsoft as a caring provider of innovative and valuable technologies while communicating the power and potential of cloud computing.

Marketing business to business includes programs designed to introduce new products, or promote existing products or services to a business audience.