

PRSA HAWAII - 2017 KOA ANVIL AWARD WINNERS



ANVIL TROPHY

CATEGORY	ENTRY	ORGANIZATION
Community Relations: Business (Services)	Ward Village Hosts "Footprints of Life"	Bennet Group Strategic Communications
Community Relations: Associations/Non-Profit Organizations	My Bucket List	Becker Communications, Inc.
Community Relations: Travel & Tourism/Hospitality	Aulani Resort's Fifth Anniversary	Bennet Group Strategic Communications
Reputation/Brand Management: Associations/Non-Profit Organizations	Hawai'i Pacific University	Bennet Group Strategic Communications
Reputation/Brand Management: Travel & Tourism/Hospitality	O'ahu Visitors Bureau Press Trip Campaign	Stryker Weiner & Yokota Public Relations
Events & Observances (Seven Days or Fewer): Associations/Non-Profit Organizations	2016 Hot Pursuit.The Race Is On	Becker Communications, Inc.
Events & Observances (Seven Days or Fewer): Travel & Tourism/Hospitality	Honolulu Fashion Week	Stryker Weiner & Yokota Public Relations
Events & Observances (More than Seven Days): Associations/Non-Profit Organizations	Hawaii Community Foundation	Stryker Weiner & Yokota Public Relations
Public Service: Government	The Road to Home: Reframing the homeless issue	Schweitzer Consulting, LLC
Public Affairs: Government	Honolulu Charter Commission	Stryker Weiner & Yokota Public Relations
Marketing Consumer Products: Healthcare	In Sickness & In Health TV	Adventist Health Castle
Marketing Consumer Products: Other	Ward Village Opens South Shore Market	Bennet Group Strategic Communications
Marketing Consumer Services: Travel & Tourism/Hospitality	Launching the Surfjack Hotel & Swim Club - Waikiki's Hip New Place to Stay	Aqua-Aston Hospitality
Marketing Consumer Services: Healthcare Services	Rebranding for Hawai'i Pacific Health	Anthology Marketing Group
Marketing Consumer Services: Technology	#ItsOnVerizon Food Truck Pop-Up	Bennet Group Strategic Communications
Marketing Consumer Services: Other	Kamaaina Observatory Experience Launch	Bennet Group Strategic Communications
Marketing Business-to-Business: Other	Hawaiian Telcom University	Anthology Marketing Group
Issues Management: Business	The End of an Era: Managing the Closure of Hawaii's Last Sugarcane Plantation	IQ360
Issues Management: Associations/Non-Profit Organizations	Maunakea Scholars	Bennet Group Strategic Communications
Internal Communications: Associations/Government/Non-Profit Organizations	From Big Island to island of Hawaii	Anthology Marketing Group
Multicultural Public Relations: Associations/Government/Non-Profit Organizations	The Treasured Feathered Helmet and Cloak of Kalaniopuu Return to Hawaii	Stryker Weiner & Yokota Public Relations
Integrated Communications: Consumer Services	Kaiser Permanente Fit Rewards	Kaiser Permanente Hawaii

***Bold-Best of Show Winner**

ANVIL AWARD OF EXCELLENCE

CATEGORY	ENTRY	ORGANIZATION
Community Relations: Business (Products)	Drive Aloha	Becker Communications, Inc.
Community Relations: Business (Services)	Kiewit Kamehameha Highway Guideway Rail Project	Stryker Weiner & Yokota Public Relations
Reputation/Brand Management: Associations/Non-Profit Organizations	Maunakea Observatories	Bennet Group Strategic Communications
Reputation/Brand Management: Associations/Non-Profit Organizations	Hawaii Healthcare Heroes: Changing the Headline	Schweitzer Consulting, LLC
Reputation/Brand Management: Travel & Tourism/Hospitality	#islandofHawaii 2.0 Campaign	Anthology Marketing Group
Reputation/Brand Management: Travel & Tourism/Hospitality	Aulani Resort's Fifth Anniversary	Bennet Group Strategic Communications
Events & Observances (Seven Days or Fewer): Associations/Non-Profit Organizations	24th Annual World Fireknife Championship	Anthology Marketing Group
Events & Observances (Seven Days or Fewer): Associations/Non-Profit Organizations	9th Annual Mauka to Makai Environmental Expo	Becker Communications, Inc.
Events & Observances (More than Seven Days): Business (Services)	Ward Village Hosts "Footprints of Life"	Bennet Group Strategic Communications
Events & Observances (More than Seven Days): Travel & Tourism/Hospitality	#FindYourPark in Hawai'i	Anthology Marketing Group
Public Service: Associations/Non-Profit Organizations	In Sickness & In Health Radio	Adventist Health Castle
Public Service: Associations/Non-Profit Organizations	The East-West Center's East West Sustainability Summit and Pacific Islands Conference of Leaders	Bennet Group Strategic Communications
Public Service: Associations/Non-Profit Organizations	Kamaaina Observatory Experience	Bennet Group Strategic Communications
Public Affairs: Business	Fair Energy For Hawaii	Ulupono Initiative
Marketing Consumer Products: Healthcare	In Sickness & In Health Radio	Adventist Health Castle
Marketing Consumer Products: Food & Beverage/Restaurants	Jamba Juice Hawaii - Partnership with Chef Lee-Anne Wong	The Harris Agency
Marketing Consumer Products: Packaged Goods	Honolulu Cookie Company - Mother's Day	The Harris Agency
Marketing Consumer Services: Travel & Tourism/Hospitality	Elevating Kauai's Allure	Anthology Marketing Group
Marketing Consumer Services: Travel & Tourism/Hospitality	Hilton Hawaii Expansion and Social Media Influencer Campaign	Hilton Hawaii
Marketing Consumer Services: Healthcare Services	In Sickness & In Health Seminars	Adventist Health Castle
Global Communications	Hokulea Opens World Oceans Day at the United Nations	Bennet Group Strategic Communications
Issues Management: Associations/Non-Profit Organizations	Imua TMT - Thirty Meter Telescope Project	Becker Communications, Inc.
Issues Management: Associations/Non-Profit Organizations	Kamaaina Observatory Experience	Bennet Group Strategic Communications
Internal Communications: Associations/Government/Non-Profit Organizations	Ulupono Magazine	Adventist Health Castle
Multicultural Public Relations: Associations/Government/Non-Profit Organizations	The East-West Center's East West Sustainability Summit and Pacific Islands Conference of Leaders	Bennet Group Strategic Communications
Multicultural Public Relations: Associations/Government/Non-Profit Organizations	Hokulea Sails to New York for World Oceans Day	Bennet Group Strategic Communications
Integrated Communications: Consumer Products	Ward Village opens South Shore Market	Bennet Group Strategic Communications
Integrated Communications: Consumer Services	Promoting Hawai'i as a Culinary Destination	Anthology Marketing Group
Integrated Communications: Associations/Government/Non-Profit Organizations	In Sickness & In Health Intergrated Health Campaign	Adventist Health Castle
Integrated Communications: Associations/Government/Non-Profit Organizations	#islandofHawaii 2.0 Campaign	Anthology Marketing Group