



KOA ANVIL AWARDS 2021 WINNERS (FULL LIST)

BEST OF SHOW

Entry: Rent Relief and Housing Assistance Program
Category: Public Service: Government
Entrant: Anthology Group on behalf of the State of Hawaii

MVP TEAM OF THE YEAR

Agency: Becker Communications, Inc.
Awards: 20

HONOREES

- **President's Leadership Award:** Carolyn Tanaka
- **Hōkūpaa Young Public Relations Professional of the Year:** Maria Hartfield
- **Gregg W. Perry Public Relations Professional of the Year:** Joan Bennet
- **Hall of Honor:** Nancy Daniels, APR

KOA ANVIL AWARDS

COMMUNITY RELATIONS: BUSINESS (PRODUCT)

Koa Anvil Award:

- *The Miyake-HPM Merger: "Stronger Together"*
Olomana Loomis ISC

COMMUNITY RELATIONS: GOVERNMENT

Koa Anvil Award:

- *Rent Relief and Housing Assistance Program*
Anthology Group on behalf of the State of Hawaii

COMMUNITY RELATIONS: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS

Award of Excellence:

- *Palolo Chinese Home: Better Care, Better Lives for Hawaii's Seniors*
Becker Communications, Inc. on behalf of Palolo Chinese Home

COMMUNITY RELATIONS: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS

Koa Anvil Award:

- *'Iolani School Fabricated and Donates Over 17,200 Face Shields to Frontline Workers Amidst COVID-19 Pandemic*
'Iolani School

REPUTATION/BRAND MANAGEMENT: GOVERNMENTKoa Anvil Award:

- *Rent Relief and Housing Assistance Program*
Anthology Group on behalf of the State of Hawaii

REPUTATION/BRAND MANAGEMENT: ASSOCIATIONS/NON-PROFIT ORGANIZATIONSKoa Anvil Award:

- *Royal Resiliency: Navigating the Impacts of COVID-19*
Becker Communications, Inc. on Behalf of The Friends of Iolani Palace

REPUTATION/BRAND MANAGEMENT: TRAVEL AND TOURISM/HOSPITALITYKoa Anvil Award:

- *Rediscover Royal Hawaiian Center*
Becker Communications, Inc. on behalf of Royal Hawaiian Center

EVENTS AND OBSERVANCES (7 DAYS OR FEWER): ASSOCIATIONS/NON-PROFIT ORGANIZATIONSKoa Anvil Award:

- *'Iolani School Celebrates the Class of 2020 with Physically Distanced In-Person Commencement Ceremony*
'Iolani School

EVENTS AND OBSERVANCES (MORE THAN 7 DAYS): TRAVEL AND TOURISM/HOSPITALITYKoa Anvil Award:

- *No Tricks Just Treats: Royal Hawaiian Center's Virtual Halloween Activation*
Becker Communications, Inc., on behalf of Royal Hawaiian Center

PUBLIC SERVICE: GOVERNMENTKoa Anvil Award:

- *Rent Relief and Housing Assistance Program*
Anthology Group on behalf of the State of Hawaii

PUBLIC SERVICE: ASSOCIATIONS/NON-PROFIT ORGANIZATIONSAward of Excellence:

- *'Iolani School Fabricates and Donates Over 17,200 Face Shields to Frontline Workers Amidst COVID-19 Pandemic*
'Iolani School

PUBLIC SERVICE: ASSOCIATIONS/NON-PROFIT ORGANIZATIONSKoa Anvil Award:

- *COVID-19 Emergency Rent Relief Program*
Becker Communications, Inc. on behalf of Catholic Charities Hawaii

PUBLIC SERVICE: PARTNERSHIPSKoa Anvil Award:

- *Hawaii Restaurant Card Program*
Anthology Group on behalf of the State of Hawaii

PUBLIC AFFAIRS: ASSOCIATIONS/NON-PROFIT ORGANIZATIONSAward of Excellence:

- *Construction Industry's COVID-19 Safety Pledge*
Anthology Group on behalf of General Contractors Association of Hawaii

MARKETING CONSUMER PRODUCTS: OTHERKoa Anvil Award:

- *Rent Relief and Housing Assistance Program*
Anthology Group on behalf of the State of Hawaii

MARKETING CONSUMER SERVICES: OTHERAward of Excellence:

- *Hawaii Pacific University's Undergrad Enrollment Campaign*
Communications & Marketing, Hawaii Pacific University

CRISIS COMMUNICATIONS: GOVERNMENTKoa Anvil Award:

- *One O'ahu*
Anthology Group on behalf of the City and County of Honolulu

CRISIS COMMUNICATIONS: ASSOCIATIONS/NON-PROFIT ORGANIZATIONSAward of Excellence:

- *'Iolani School's COVID-19 Response*
'Iolani School

ISSUES MANAGEMENT: ASSOCIATIONS/NON-PROFIT ORGANIZATIONSAward of Excellence:

- *Aiding Local Farmers During the COVID-19 Pandemic*
Becker Communications on behalf of Hawaii Farm Bureau

ISSUES MANAGEMENT: ASSOCIATIONS/NON-PROFIT ORGANIZATIONSKoa Anvil Award:

- *COVID-19 Tourism Response Plan*
Anthology Group on behalf of the Hawaii Visitors and Convention Bureau

INTEGRATED COMMUNICATIONS: CONSUMER SERVICESKoa Anvil Award:

Ho'āla: Rise up and Make New
Anthology Group on behalf of Island Energy Services

INTEGRATED COMMUNICATIONS: ASSOCIATIONS/GOVERNMENT/NON-PROFIT ORGANIZATIONSAward of Excellence:

- *Hawaii Counts for 2020 Census*
Hawaii Community Foundation & Becker Communications, Inc.
- *One O'ahu*
Anthology Group on behalf of the City and County of Honolulu

Koa Anvil Award:

- *Rent Relief and Housing Assistance Program*
Anthology Group on behalf of the State of Hawaii

KOA HAMMER AWARDS

MEDIA RELATIONS (CONSUMER PRODUCTS): NON-PACKAGED GOODS

Koa Hammer Award:

- *The Miyake-HPM Merger: Strong Together*
Olomana Loomis ISC

MEDIA RELATIONS (ASSOCIATIONS/NON-PROFIT ORGANIZATIONS)

Award of Excellence:

- *Protecting Our Most Vulnerable During the COVID-19 Pandemic*
Becker Communications, Inc. on behalf of Palolo Chinese Home
- *Iolani Palace's Reopening and Resiliency*
Becker Communications, Inc. on behalf of The Friends of Iolani Palace

Koa Anvil Award:

- *Movers and Shakas: Reimagining Hawaii's Tourism Industry*
iQ 360

EDITORIALS/OP-ED COLUMNS

Award of Excellence:

- *The Important Role of Social Services During a Pandemic Economy: Op-Ed Analysis by Catholic Charities Hawaii*
Becker Communications, Inc. on behalf of Catholic Charities Hawaii

WEB SITES: EXTERNAL

Award of Excellence:

- *OurKakaako.com*
Olomana Loomis ISC
- *Hawaii Counts Website for 2020 Census*
Hawaii Community Foundation & Becker Communications, Inc.

Koa Hammer Award:

- *Safe Travels Hawaii Landing Page Reorganization*
Anthology Group on behalf of Hawaii State Department of Health

WEB SITES: INTERNAL/INTRANET

Koa Hammer Award:

- *Virtual Race Platform for Hot Pursuit at Home*
Becker Communications, Inc. on behalf of Navian Hawaii

WEBCASTS

Award of Excellence:

- *Kahele For Congress: Virtual Talk Stories & Town Halls*
Olomana Loomis ISC

Koa Hammer Award:

- *Live from Honolulu*
Communications & Marketing, Hawaii Pacific University

MULTI-MEDIA COMMUNICATIONS: NEWSLETTERS

Koa Hammer Award:

- *Noodles: A Refreshed E-Newsletter*
Becker Communications, Inc. on behalf of Palolo Chinese Home

BLOGS

Koa Hammer Award:

- *Agriculture Story Series*
Ulupono Initiative

SOCIAL MEDIA: SOCIAL MEDIA TEXT-BASED MARKETING PROGRAM

Award of Excellence:

- *Rick Blangiardi "It's About You" Stories*
Anthology Group on behalf of Rick Blangiardi for Mayor

SOCIAL MEDIA: SOCIAL MEDIA PHOTO-BASED MARKETING PROGRAM

Koa Hammer Award:

- *Hawaii Counts Social Media for 2020 Census*
Hawaii Community Foundation & Becker Communications

SOCIAL MEDIA: SOCIAL MEDIA VIDEO-BASED MARKETING PROGRAM

Award of Excellence:

- *Object Spotlight: Behind the Scenes of Royal Artifacts*
Becker Communications, Inc. on behalf of The Friends of Iolani Palace
- *Iolani Palace Reopening Video*
Becker Communications, Inc. on behalf of The Friends of Iolani Palace

Koa Hammer Award:

- *Market Place Mele: Celebrating Don Ho, Local Music and Stories of the Past*
International Market Place in partnership with Haku Collective and RKT Media

CREATIVE TACTICS

Koa Hammer Award:

- *Don Ho's 90th Birthday Celebration*
International Market Place in partnership with NMG Network

INTERNAL VIDEO PROGRAMS

Koa Hammer Award:

- *Keeping Employee Aloha Alive*
Hawaiian Electric Internal Communications Team: Teri Theuriet, Michelle Orian-Lau, Travis Nishida, Estee Manfredi, Donica Kaneshiro, Kenneth Chan

EXTERNAL VIDEO PROGRAMS

Award of Excellence:

- *Iolani Palace Reopening Video*
Communications & Marketing, Hawaii Pacific University

Koa Hammer Award:

- *Live from Honolulu*
Communications & Marketing, Hawaii Pacific University

ANNUAL REPORTS: NON-PROFIT ORGANIZATIONSAward of Excellence:

- *Catholic Charities Hawaii 2020 Annual Report: Helping Our Community*
Becker Communications, Inc. on behalf of Catholic Charities Hawaii

RESEARCH/EVALUATIONAward of Excellence:

- *Report Reveals the Hidden Costs of Parking in Hawaii*
Ulupono Initiative

Koa Hammer Award:

- *Thirty Meter Telescope Public Opinion Poll*
Becker Communications, Inc. on behalf of Thirty Meter Telescope