



KOA ANVIL AWARDS 2023 WINNERS (FULL LIST)

BEST OF SHOW

Entry: Our Kaka'ako Honolulu Night Market Relaunch

Category: Events And Observances: Associations/Non-Profit Organizations

Entrant: Olomana Loomis ISC

MVP TEAM OF THE YEAR

Agency: Becker Communications, Inc.

Awards: 18

HONOREES

- **Hall of Honor:** Kitty Yannone, CEO, CommPac (In Memoriam)
- **Gregg W. Perry Public Relations Professional of the Year:** Jocelyn Collado, APR, Vice President, Becker Communications, Inc.
- **Hōkūpa'a Young Public Relations Professional of the Year:** Pono Sukanuma, Senior Account Manager, Bennet Group Strategic Communications
- **President's Leadership Award:** Jaclyn Hawse, Director of Communications & Business Development, USS Missouri Memorial Association
- **Alaka'i o ke Kaiāulu:** Ernest Y.W. Lau, P.E., Chief Engineer, Board of Water Supply

KOA ANVIL AWARDS

COMMUNITY RELATIONS: TRAVEL & TOURISM/HOSPITALITY

Koa Anvil Award:

- *Hawai'i Tourism Authority: Improving Resident Sentiment Towards Tourism Through Destination Management*
Anthology, A FINN Partners Company on behalf of Hawai'i Tourism Authority

COMMUNITY RELATIONS: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS

Koa Anvil Award:

- *The Passing of Princess Abigail Kawānanakoa*
Becker Communications, Inc. on behalf of the Abigail K.K. Kawānanakoa Foundation

Award of Excellence:

- *Punalu'u Stream Restoration Project*
Kamehameha Schools

COMMUNITY RELATIONS: BUSINESS (SERVICES)

Koa Anvil Award:

- *Nexamp Holds Public Meetings for Proposed Solar Energy Projects*
Anthology, A FINN Partners Company on behalf of Nexamp

CRISIS COMMUNICATIONS: GOVERNMENTKoa Anvil Award:

- *Red Hill Water Contamination Crisis*
Board of Water Supply

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

- *Catholic Charities Hawaii: Serving Our Community for 75 Years*
Becker Communications, Inc. on behalf of Catholic Charities Hawaii

EVENTS AND OBSERVANCES (MORE THAN 7 DAYS): BUSINESS (SERVICES)Award of Excellence:

- *Consolidated Theatres Kapolei: A Reimagined Opening*
Becker Communications, Inc. on behalf of Consolidated Theatres

EVENTS AND OBSERVANCES (7 DAYS OR FEWER): BUSINESS (PRODUCTS)Koa Anvil Award:

- *The Grand Opening of MangoMango Dessert at Ala Moana Center*
Crystal Clear Communications on behalf of MangoMango Dessert

Award of Excellence:

- *Windward Mall Partners with Cultural Organizations to Host Second Annual Bon Dance Festival*
Anthology, A FINN Partners Company on behalf of Windward Mall
- *L&L Hawai'i Celebrates 2nd Annual National Spam® Musubi Day*
Anthology, A FINN Partners Company on behalf of L&L Hawai'i

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

- *Our Kaka'ako Honolulu Night Market Relaunch*
Olomana Loomis ISC

Award of Excellence:

- *Celebrating Stewardship: Preserving Pōhue Bay*
Bennet Group Strategic Communications (Catherine Coleman and Megan Tsuchida)

INTEGRATED COMMUNICATIONS: ASSOCIATIONS/GOVERNMENT/NON-PROFIT ORGANIZATIONSKoa Anvil Award:

- *Catholic Charities Hawai'i: Serving Our Community for 75 Years*
Becker Communications, Inc. on behalf of Catholic Charities Hawaii

Award of Excellence:

- *COVID-19 Vaccines for Keiki*
iQ 360 Inc. and Hawaii Department of Health
- *Red Hill Water Contamination Crisis*
Board of Water Supply

INTEGRATED COMMUNICATIONS: CONSUMER PRODUCTSKoa Anvil Award:

- *Building Hawai'i's Economy: Advancing Kalae*
Bennet Group Strategic Communications (Catherine Coleman, Megan Tsuchida and Sitarani Crevier)

INTEGRATED COMMUNICATIONS: CONSUMER SERVICESKoa Anvil Award:

- *Love at Leahi Wedding Extravaganza & Giveaway Campaign*
Lincoln Jacobe
6 Pillars Marketing

Award of Excellence:

- *Perpetuating Hawaiian Culture, Language and Local Small Businesses at Salt at Our Kaka'ako in 2022*
Lincoln Jacobe
6 Pillars Marketing

INTERNAL COMMUNICATIONS: BUSINESS (MORE THAN 250 EMPLOYEES)Koa Anvil Award:

- *Caring for Caregivers: Launching Lactation Pods with The Queen's Health System*
Bennet Group Strategic Communications (Megan Tsuchida, Catherine Coleman, Tayte Brock and Jamie Fend)

ISSUES MANAGEMENT: BUSINESSKoa Anvil Award:

- *Hawaiian Airlines Statewide Hiring Campaign*
Tara Shimooka
Hawaiian Airlines

ISSUES MANAGEMENT: GOVERNMENTKoa Anvil Award:

- *Red Hill Water Contamination Crisis*
Board of Water Supply

MARKETING CONSUMER SERVICES: TRAVEL AND TOURISM/HOSPITALITYAward of Excellence:

- *Hawai'i Tourism Authority: Encouraging Mindful Travel to the Hawaiian Islands*
Anthology, A FINN Partners Company on behalf of Hawai'i Tourism Authority/Hawai'i Tourism USA

MARKETING CONSUMER SERVICES: OTHERKoa Anvil Award:

- *Cost.U.Less Hilo Store Rebrand and Grand Opening*
Anthology, A FINN Partners Company on behalf of Cost.U.Less

MULTICULTURAL PUBLIC RELATIONS: ASSOCIATIONS/GOVERNMENT/NON-PROFIT ORGANIZATIONSAward of Excellence:

- *The Passing of Princess Abigail Kawānanakoa*
Becker Communications, Inc. on behalf of the Abigail K.K. Kawānanakoa Foundation

PUBLIC SERVICE: GOVERNMENTKoa Anvil Award:

- *Protect Your Pack: Hawaii Department of Health Promotes Bivalent Boosters*
iQ 360 Inc. and Hawaii Department of Health

Award of Excellence:

- *Hawaii State Department of Health's Escape the Vape Hawaii Campaign*
Crystal Clear Communications on behalf of Hawaii State Department of Health

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

- *Rebranding an Ali'i Trust: King Lunalilo Trust*
Bennet Group Strategic Communications (Catherine Coleman, Tayte Brock and Jamie Fend)

REPUTATION/BRAND MANAGEMENT: BUSINESS (COMPANIES WITH SALES MORE THAN \$10 MILLION)Koa Anvil Award:

- *AES HAWAII'—From Coal to Solar: Hawai'i's Clean Energy Transition*
Anthology, A FINN Partners Company on Behalf of AES HAWAII'

KOA HAMMER AWARDS

B-ROLLKoa Hammer Award:

- *Ho'omaka Marketplace*
Becker Communications, Inc. on behalf of KZ Companies

Award of Excellence:

- *Towing of USS Bowfin Submarine for Drydock Work*
Becker Communications, Inc. on behalf of the Pacific Fleet Submarine Museum

BROCHURESKoa Hammer Award:

- *Film Kauai Brochure*
Becker Communications, Inc. on behalf of the Kauai Film Commission

EDITORIALS/OP-ED COLUMNSKoa Hammer Award:

- *How Will You Choose to End Hunger Op-Ed*
Becker Communications, Inc. on behalf of Hawaii Foodbank

Award of Excellence:

- *Food Waste Awareness Op-Ed*
Becker Communications, Inc. on behalf of Hawaii Foodbank
- *Use the Vote to Modernize Government*
Transform Hawai'i Government

EXTERNAL VIDEO PROGRAMSKoa Hammer Award:

- *"Look to the Source: Nānā i ke Kumu" Video Series and Premiere Launch*
Olomana Loomis ISC

Award of Excellence:

- *He Makana o Nā Mele*
Becker Communications, Inc. on behalf of Hawaii Youth Symphony

INTERNAL VIDEO PROGRAMSKoa Hammer Award:

- *Honolulu Board of Realtors Celebrating a Centennial*
Bennet Group Strategic Communications (Pono Suganuma and Megan Tsuchida)

FEATURE STORIESKoa Hammer Award:

- *The Bird that Soars in the Heavenly Space*
Puanani Fernandez-Akamine
Ka Wai Ola News, Office of Hawaiian Affairs

Award of Excellence:

- *Turtle Bay Foundation Scholarship Awards*
Bennet Group Strategic Communications (Pono Suganuma, Dylan Beesley and Kiele Muraco)

MEDIA RELATIONS (ASSOCIATIONS/NON-PROFIT ORGANIZATIONS)Koa Hammer Award:

- *Girl Scouts of Hawaii's 2022 Cookie Season*
Becker Communications, Inc. on behalf of Girl Scouts of Hawaii

Award of Excellence:

- *Catholic Charities Hawaii: Serving Our Community for 75 Years*
Becker Communications, Inc. on behalf of Catholic Charities Hawaii
- *Amplifying the Voice of Oahu Real Estate*
Bennet Group Strategic Communications (Pono Suganuma, Megan Tsuchida, Geena Ishikawa and Cheryl Enriques)

MEDIA RELATIONS (GOVERNMENT)Award of Excellence:

- *Media Relations for the Affordable Connectivity Program for DBEDT*
Crystal Clear Communications on behalf of DBEDT

MULTI-MEDIA COMMUNICATIONS: NEWSLETTERSAward of Excellence:

- *Ulupono Initiative ENewsletter*
Anthology, A FINN Partners Company on behalf of Ulupono Initiative

MULTI-MEDIA COMMUNICATIONS: PRESS KIT/MEDIA KIT (ELECTRONIC VERSION ONLY)Award of Excellence:

- *Turtle Bay Foundation Scholarship Awards*
Bennet Group Strategic Communications (Pono Suganuma, Dylan Beesley and Kiele Muraco)

PRESS CONFERENCESKoa Hammer Award:

- *The Passing of Princess Abigail Kawānanakoa*
Becker Communications, Inc. on behalf of the Abigail K.K. Kawānanakoa Foundation

Award of Excellence:

- *Kapolei Energy Storage Media Hard Hat Tour*
Becker Communications, Inc. on behalf of Plus Power

PRINT PSASKoa Hammer Award:

- *Hawaii Foodbank Print PSA*
Becker Communications, Inc. on behalf of Hawaii Foodbank

PUBLICATIONS: OTHERKoa Hammer Award:

- *Hawaiian Electric Industries' ESG Report*
iQ 360 Inc. and Hawaiian Electric Industries

Award of Excellence:

- *Brand and Communications Standards for Young Brothers*
Bennet Group Strategic Communications (Pono Suganuma, Sitarani Crevier, Tayte Brock, Patrick Walling, Jamie Fend) and Young Brothers (Jennifer Lim)

VIDEO NEWS RELEASESAward of Excellence:

- *Queen Lili'uokalani Portrait Travels to Washington, D.C.*
Becker Communications, Inc. on behalf of The Friends of 'Iolani Palace

WEB SITES: EXTERNALAward of Excellence:

- *Protect Oahu Water*
Board of Water Supply
- *Armstrong Builders Website Redesign*
Becker Communications, Inc. on behalf of Armstrong Builders

WORD-OF-MOUTH: GENERAL WORD-OF-MOUTH MARKETING PROGRAMKoa Hammer Award:

- *HPM Building Supply "Big Game Giveaway"*
Olomana Loomis ISC