2021 ANVIL AWARDS
DISPLAYING THE BEST PR WORK OF THE PAST YEAR

PROFESSIONAL AWARDS

ANNUAL REPORTS
AWARD OF EXCELLENCE
WoodmenLife 2019 Annual Report
WoodmenLife

AWARD OF MERIT
2020 MAPA Annual Report
Omaha-Council Bluffs Metropolitan Area Planning Agency

AWARD OF MERIT
2019 Tenaska Annual Report
Tenaska (Public Relations) and Emspace + Lovgren

AWARD OF MERIT
2019 Project Harmony Annual Report
Emspace + Lovgren
Project Harmony

BLOGS
AWARD OF EXCELLENCE
2020 InNOVAte Campaign
OBI Creative

AWARD OF MERIT
Badlands Blog
Swanson Russell
Badlands

AWARD OF MERIT
Step Up to Quality Blog
Emspace + Lovgren
Nebraska Department of Education

COMMUNITY RELATIONS
AWARD OF EXCELLENCE
UNMC College of Dentistry
Community Relations
UNMC

AWARD OF MERIT
U.S. Cellular Unreels Movie Under the Stars Events
Lukas Partners
U.S. Cellular

AWARD OF MERIT
CWS Grant Program
Bozell
College World Series of Omaha, Inc.

AWARD OF MERIT
Blue Cross and Blue Shield of Nebraska 2020 United Way Fundraising Campaign
Blue Cross and Blue Shield of Nebraska

CRISIS & ISSUES MANAGEMENT
AWARD OF EXCELLENCE
Autogas Learning Pages
Swanson Russell
Propane Education & Research Council

AWARD OF EXCELLENCE
SiteOne COVID-19 Business Response
Swanson Russell
SiteOne Landscape Supply

AWARD OF EXCELLENCE
Women’s Fund COVID-19 Community Response
Women’s Fund of Omaha

AWARD OF EXCELLENCE
COVID-19 Website
University of Nebraska at Omaha Office of University Communications

AWARD OF EXCELLENCE
Learning Together at Home
Emspace + Lovgren
CRCC

AWARD OF EXCELLENCE
Pandemic Response
Blue Cross and Blue Shield of Nebraska

AWARD OF EXCELLENCE
Communication Tools for the COVID-19 Crisis
OBI Creative

AWARD OF EXCELLENCE
Omaha Public Schools Responsible Return to School
Omaha Public Schools

AWARD OF EXCELLENCE
COVID-19 Crisis Communication
Bailey Lauerman
Flagstar Bank

AWARD OF MERIT
COVID-19 Response
Swanson Russell
Cattlemen’s Beef Board

AWARD OF MERIT
Healthcare Heroes
Emspace + Lovgren
Visiting Nurse Association

EDITORIALS/OP-ED COLUMNS
AWARD OF EXCELLENCE
Progressive Cattle Column
Swanson Russell
Cattlemen’s Beef Board

AWARD OF EXCELLENCE
Home Health Care Op-Ed
Emspace + Lovgren
Visiting Nurse Association

AWARD OF MERIT
Fighting for Diversity and Inclusivity for Rare Disease Patients
SCORR Marketing
Global Genes

AWARD OF MERIT
Grow with Google
Emspace + Lovgren
Google

EVENTS & OBSERVANCES
AWARD OF MERIT
24th Street Transformation Improves Public Safety, Creates Gateway to North Omaha
Lukas Partners
Creighton University

AWARD OF MERIT
U.S. Cellular Celebrates Next Generation as The Future of Good
Lukas Partners
U.S. Cellular

AWARD OF MERIT
Dedication Celebration for Tenaska
Clear Creek Energy Center
Tenaska

continued
AWARD OF MERIT
Construction Safety Week PR Campaign
Swanson Russell
Propane Education & Research Council

AWARD OF MERIT
Women's Fund Power, Prevention and Pleasure Two-Day Summit
Women's Fund of Omaha

AWARD OF MERIT
Chuck Hagel Forum in Global Leadership
University of Nebraska at Omaha Office of University Communications

AWARD OF MERIT
2020 Virtual Group Leader Symposium
Blue Cross and Blue Shield of Nebraska

AWARD OF MERIT
WoodmenLife 9-11 Virtual Event
WoodmenLife

AWARD OF MERIT
WoodmenLife Tower Letter Upgrade
WoodmenLife

AWARD OF MERIT
Buildertrend Virtual Town Hall
Buildertrend

INTEGRATED COMMUNICATIONS
AWARD OF EXCELLENCE
Hiland Dairy 'In This Together' Campaign
Envoy, Inc.
Hiland Dairy Foods Company

AWARD OF EXCELLENCE
WoodmenLife Feeding America COVID-19 Response Fund Campaign
WoodmenLife

AWARD OF EXCELLENCE
#ChildrensStrong Children's Hospital & Medical Center

AWARD OF EXCELLENCE
Internal Marketing
Smith Kroeger

PR & Social Integrated Communications
Bailey Lauerman
Flagstar Bank

AWARD OF MERIT
For Their Future
Bozell
529 College Savings Plan

AWARD OF MERIT
Hiland Dairy 'Bring Hiland Home for the Holidays' Campaign
Envoy, Inc.
Hiland Dairy Foods Company

AWARD OF MERIT
Communication Tools for the COVID-19 Crisis
OBI Creative

AWARD OF MERIT
Essex Digital Marketing Campaign
Smith Kroeger
Essex Communities

AWARD OF MERIT
Roncalli Catholic High School 2019-20 Recruiting Campaign: Find Your True North
EG Integrated
Roncalli Catholic High School

INTERNAL COMMUNICATIONS
AWARD OF EXCELLENCE
HydroStraw Acquisition Announcement
Swanson Russell
Profile Products

AWARD OF EXCELLENCE
UNMC College of Dentistry Internal Communications
UNMC

AWARD OF EXCELLENCE
Taking Workplace Solutions/Mutual of Omaha to the Next Level Through Internal Communications Workplace Solutions/Mutual of Omaha

AWARD OF MERIT
Watch This! Campaign
Emspace + Lovgren
CRC

AWARD OF MERIT
Crisis Comms/Internal Communications Video Campaign
Smith Kroeger
Baxter Auto Group

BEST OF SHOW
Buildertrend's Best Work From Home Ever
Buildertrend

MARKETING BUSINESS TO BUSINESS
AWARD OF EXCELLENCE
BL + FSB Third Party Origination Thought Leadership
Bailey Lauerman
Flagstar Bank

AWARD OF MERIT
Bailey Lauerman with Bosch Diagnostics
Bailey Lauerman
Bosch North American Automotive Aftermarket

MARKETING CONSUMER PRODUCTS
AWARD OF EXCELLENCE
No Rain Checks Weather Retargeting
Bailey Lauerman
Bosch North American Automotive Aftermarket

AWARD OF MERIT
U.S. Cellular Rolls Out Future of Wireless with 5G Network
Lukas Partners
U.S. Cellular

AWARD OF MERIT
Outlook Nebraska Wipes Out Toilet Paper Shortage
Lukas Partners
Outlook Nebraska

AWARD OF MERIT
Find Your Honey
Bozell
Sioux Honey Association Co-op

AWARD OF MERIT
Object & Dawn: Rushi Headpiece
Bozell

AWARD OF MERIT
Beek's Little Free Pantry
Bozell
Sioux Honey Association Co-op

MARKETING CONSUMER SERVICES
AWARD OF EXCELLENCE
For Their Future
Bozell
529 College Savings Plan

AWARD OF EXCELLENCE
FNBO Influencer Campaign
OBI Creative

AWARD OF EXCELLENCE
Teen Awareness Campaign
Envoy, Inc.
OneWorld Teen & Young Adult Health Centers

AWARD OF EXCELLENCE
Children’s Patient Re-Engagement Efforts
Children's Hospital & Medical Center

AWARD OF MERIT
U.S. Cellular Rolls Out Future of Wireless with 5G Network
Lukas Partners
U.S. Cellular

AWARD OF MERIT
BL + Flagstar Bank Marketing Consumer Services
Bailey Lauerman
Flagstar Bank

MEDIA/PRESS KITS
AWARD OF MERIT
COVID-19 Pulse Poll Demonstrates a Critical Need for Nonprofit Assistance
Lukas Partners
Nonprofit Association of the Midlands

AWARD OF MERIT
24th Street Transformation Improves Public Safety, Creates Gateway to North Omaha
Lukas Partners
Creighton University

AWARD OF MERIT
Financial Anxiety on Steroids: Financial Hope Collaborative Helps Navigate COVID-19
Lukas Partners
Creighton University

AWARD OF MERIT
U.S. Cellular Unreels Movie Under the Stars Events
Lukas Partners
U.S. Cellular

AWARD OF MERIT
Homes for Heroes: Burlington Capital Combats Veteran Homelessness with Grand Opening of Victory II Apartments
Lukas Partners
Burlington Capital

continued
AWARD OF MERIT
Outlook Nebraska Wipes Out Toilet Paper Shortage
Lukas Partners
Outlook Nebraska

AWARD OF MERIT
Ounce of Prevention
Bozell
529 College Savings Plan

AWARD OF MERIT
Communication Connects Hope for Seniors
KidGlov and LeAnne Morman
Dreamweaver Foundation

PRINT PROMOTION
AWARD OF MERIT
VNA Take Out
Emspace + Lovgren
Visiting Nurse Association

PUBLIC AFFAIRS
AWARD OF EXCELLENCE
Better Streets Better City
Emspace + Lovgren
City of Omaha

PUBLIC SERVICE
AWARD OF MERIT
COVID-19 Pulse Poll Demonstrates a Critical Need for Nonprofit Assistance
Lukas Partners
Nonprofit Association of the Midlands

AWARD OF MERIT
Financial Anxiety on Steroids: Financial Hope Collaborative Helps Navigate COVID-19
Lukas Partners
Creighton University

AWARD OF MERIT
Homes for Heroes: Burlington Capital Combats Veteran Homelessness with Grand Opening of Victory II Apartments
Lukas Partners
Burlington Capital

AWARD OF MERIT
Little Steps Cleaner Air Rebrand
Emspace + Lovgren
MAPA

PUBLICATIONS
AWARD OF EXCELLENCE
ORBT Dispatch
Emspace + Lovgren
Metro Transit

AWARD OF EXCELLENCE
UNMC College of Dentistry Publication
UNMC

AWARD OF EXCELLENCE
The Drive Newsletter
Swanson Russell
Cattlemen's Beef Board

AWARD OF EXCELLENCE
Heart Ministry Center Newspaper
Emspace + Lovgren
Heart Ministry Center

REPUTATION/BRAND MANAGEMENT
AWARD OF MERIT
UNO Experts Guides
University of Nebraska at Omaha Office of University Communications

AWARD OF MERIT
Blackstone Plaza Brand
Emspace + Lovgren
The Lund Company

AWARD OF MERIT
Communication Tools for the COVID-19 Crisis
OBI Creative

AWARD OF MERIT
Mark Williams Brand Campaign and Content
OBI Creative

AWARD OF MERIT
#ChildrensStrong
Children's Hospital & Medical Center

AWARD OF MERIT
BL + Flagstar Bank Reputation Management
Bailey Lauerman
Flagstar Bank

AWARD OF MERIT
Flagstar Bank’s DE&I Efforts
Bailey Lauerman
Flagstar Bank

SOCIAL MEDIA
AWARD OF EXCELLENCE
Geotargeting Awareness Campaign
Swanson Russell
Koch Agronomic Services

AWARD OF EXCELLENCE
Jobsite Jokes
Swanson Russell
SiteOne Landscape Supply

AWARD OF EXCELLENCE
Sioux Honey Social Media
Bozell
Sioux Honey Association Co-op

AWARD OF EXCELLENCE
VNA Recruitment Campaign
Emspace + Lovgren
Visiting Nurse Association

AWARD OF EXCELLENCE
Travel and Transport Vacations
OBI Creative

AWARD OF EXCELLENCE
Coolgreens
OBI Creative

AWARD OF EXCELLENCE
WoodmenLife Essential Workers Recruiting Campaign
WoodmenLife

AWARD OF EXCELLENCE
Children’s COVID-19 Social Media Response
Children’s Hospital & Medical Center

AWARD OF MERIT
Email Signup Campaign
Swanson Russell
Cattlemen’s Beef Board

AWARD OF MERIT
Hardscape UGC Campaign
Swanson Russell
SiteOne Landscape Supply

AWARD OF MERIT
Flagstar Bank’s Human Interest Rate Testimonials
Bailey Lauerman
Flagstar Bank

AWARD OF MERIT
BL + Flagstar Bank Social Media Recruitment Campaign
Bailey Lauerman
Flagstar Bank

AWARD OF MERIT
The Kendall Custom
Bailey Lauerman
Kendall Motor Oil

AWARD OF MERIT
#NoRainCheck Social Sweepstakes
Bailey Lauerman
Bosch North American Automotive Aftermarket

SPECIAL PROJECTS
AWARD OF EXCELLENCE
CSO Storm Water Solutions Feature
Emspace + Lovgren
City of Omaha

AWARD OF EXCELLENCE
UNMC College of Dentistry Special Project
UNMC

AWARD OF MERIT
Field Notes Podcast
Swanson Russell
Koch Agronomic Services

AWARD OF MERIT
Lockwood Special Project
OBI Creative

continued
AWARD OF MERIT
Omaha Public Schools Responsible Return to School Media Day
Omaha Public Schools

AWARD OF MERIT
Flagstar Bank Social Media Playbook
Bailey Lauerman

AWARD OF MERIT
#NoRainCheck Influencers
Bailey Lauerman
Bosch North American Automotive Aftermarket

WORD-OF-MOUTH MARKETING
Propane Kids Educator Campaign
Swanson Russell
Propane Education & Research Council

OUTSTANDING CAMPUS EVENT
AWARD OF EXCELLENCE
I Count | NEbody Counts
The University of Nebraska-Lincoln Bateman Team

AWARD OF MERIT
Spill the Tea on Cystic Fibrosis
University of Nebraska Omaha PRSSA

AWARD OF MERIT
#UNO1ForAll
Maverick Social Media (MSM)
Middle Tennessee State University Free Speech Center

OUTSTANDING CLASSROOM CAMPAIGN
AWARD OF EXCELLENCE
I Count | NEbody Counts
The University of Nebraska-Lincoln Bateman Team

AWARD OF MERIT
CommUNO 2020 Edition
UNO Magazine Editing, Design and Production Class
UNO School of Communication

OUTSTANDING COMMUNITY OR NONPROFIT EVENT
AWARD OF EXCELLENCE
Santa Paws
University of Nebraska Omaha PRSSA

AWARD OF EXCELLENCE
Ultra Chic Boutique
University of Nebraska Omaha PRSSA

AWARD OF EXCELLENCE
Gratitude Gala
University of Nebraska-Lincoln PRSSA

OUTSTANDING NEWSLETTER
AWARD OF MERIT
CommUNO 2020 Edition
School of Communication Magazine Editing, Design and Production Class
UNO School of Communication

OUTSTANDING SOCIAL MEDIA OR ELECTRONIC MEDIA OUTREACH CAMPAIGN
AWARD OF EXCELLENCE
Spread Hope, Not Fear Campaign
University of Nebraska-Lincoln PRSSA

AWARD OF EXCELLENCE
“Let Life Bloom”
University of Nebraska Omaha PRSSA

OUTSTANDING STRATEGY TO ADDRESS A PROBLEM
AWARD OF EXCELLENCE
School of Communication - CommUNO 2020 Digital Edition and Social Media Promotion
UNO Magazine Editing, Design and Production Class
UNO School of Communication

AWARD OF MERIT
University of Nebraska at Omaha’s International Studies Social Media Promotion
UNO Capstone for PR&AD

OUTSTANDING VIDEO
AWARD OF MERIT
Climate Change Nebraska
Jacht Agency

PUBLICATIONS
AWARD OF MERIT
School of Communication - CommUNO 2020
UNO Magazine Editing, Design and Production Class
UNO School of Communication

WEBSITES
AWARD OF MERIT
Feltman’s of Coney Island Website
Bozell
Feltman’s of Coney Island

AWARD OF EXCELLENCE
Little Steps Cleaner Air Website
Emspace + Lovgren
MAPA

AWARD OF MERIT
Tenaska Website Redesign
Tenaska

AWARD OF MERIT
A City That Moves Us
Emspace + Lovgren
Metro Smart Cities

AWARD OF EXCELLENCE
University of Nebraska Omaha PRSSA Spring and Summer 2020 Newsletters
University of Nebraska Omaha PRSSA

AWARD OF MERIT
LNK Newsletter
University of Nebraska-Lincoln PRSSA

OUTSTANDING RELATIONSHIP - BUILDING PROJECT
AWARD OF MERIT
Maverick PR

OUTSTANDING RELATIONSHIP - BUILDING PROJECT
AWARD OF EXCELLENCE
I Count | NEbody Counts
The University of Nebraska-Lincoln Bateman Team

AWARD OF MERIT
MaverickPR

AWARD OF MERIT
University of Nebraska at Omaha’s International Studies Social Media Promotion
UNO Capstone for PR&AD

AWARD OF EXCELLENCE
Spread Hope, Not Fear Campaign
University of Nebraska-Lincoln PRSSA

AWARD OF EXCELLENCE
“Let Life Bloom”
University of Nebraska Omaha PRSSA

AWARD OF EXCELLENCE
University of Nebraska at Omaha’s International Studies Social Media Promotion
UNO Capstone for PR&AD

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University of Nebraska at Omaha’s International Studies Social Media Promotion
UNO Capstone for PR&AD

OUTSTANDING VIDEO
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PUBLICATIONS
AWARD OF MERIT
School of Communication - CommUNO 2020
UNO Magazine Editing, Design and Production Class
UNO School of Communication