

PRSA HAWAII - 2017 KOA ANVIL AWARD WINNERS



HAMMER TROPHY

CATEGORY	ENTRY	ORGANIZATION
Media Relations (Consumer Products): Other	Family Ingredients	Rebecca Pang & Co.
Media Relations (Consumer Services): Financial Services	"Operation Driver Excellence" Safety Event For Teen Drivers	Becker Communications, Inc.
Media Relations (Consumer Services): Other	Blue Zones Project Hawaii – Health Transformations	MVNP
Media Relations (Travel & Tourism/Hospitality)	#FindYourPark Press Trip	Anthology Marketing Group
Web Sites: External	Hawai'i Pacific Health Website Redesign	Anthology Marketing Group
Multi-Media Communications: Newsletters	The Surfjack Hotel & Swim Club: Raising the Bar on Marquee Events	Aqua-Aston Hospitality
Word-of-Mouth: General Word-of-Mouth Marketing Program	Surfjack Sponsorship of ARTafterDARK	Aqua-Aston Hospitality
Creative Tactics	#islandofHawaii 2.0 Campaign	Anthology Marketing Group
External Video Programs	National Geographic Traveler Features Kauai Time-lapse Video	Anthology Marketing Group
Newsletters: External Audiences Primarily	Windward Health	Adventist Health Castle
Brochures: 10 Pages or More	Aqua-Aston Hospitality Media Lookbook	Aqua-Aston Hospitality
Direct Mail/Direct Response	In Sickness & In Health postcards (Seminars)	Adventist Health Castle

HAMMER AWARD OF EXCELLENCE

CATEGORY	ENTRY	ORGANIZATION
Media Relations (Consumer Products): Packaged Goods	Honolulu Cookie Company Mother's Day	The Harris Agency
Media Relations (Consumer Services): Travel & Tourism/Hospitality	The Surfjack Hotel & Swim Club Makes Cannon-Ball Media Splash: 794-million Impressions in Nine Month	Aqua-Aston Hospitality
Media Relations (Associations/Non-Profit Organizations)	Aloha United Way Annual Campaign	Bennet Group Strategic Communications
Media Relations (Associations/Non-Profit Organizations)	Kapiolani Medical Center for Women & Children Diamond Head Tower Opening	Hawaii Pacific Health
Media Relations (Travel & Tourism/Hospitality)	Aulani Resort's Fifth Anniversary News Release	Bennet Group Strategic Communications
Web Sites: External	Hospice Hawaii Website Redesign	Becker Communications, Inc.
Multi-Media Communications: Newsletters	Archipelago Hawaii E-Newsletter	Becker Communications, Inc.
Multi-Media Communications: Newsletters	Hawaii Pacific Health Patient Enewsletters	Hawaii Pacific Health
Blogs	The Surfjack Hotel & Swim Club Blog – Inspiring Millenials with an Insider's Guide	Aqua-Aston Hospitality
Blogs	Healthier Hawaii Blog	Hawaii Pacific Health
Social Media: Video-Based Marketing Program	Contested Case Hearings for Thirty Meter Telescope Project	Becker Communications, Inc.
Creative Tactics	In Sickness & In Health TV	Adventist Health Castle
Creative Tactics	The Surfjack Hotel & Swim Club Debuts Most Instagrammable Pool, Features in 75% of Media Coverage	Aqua-Aston Hospitality
Video News Releases	Kapiolani Medical Center Diamond Head Tower Moves Video News Release	Hawaii Pacific Health
B-Roll	Hokulea World Oceans Day B-roll	Bennet Group Strategic Communications
External Video Programs	The Emergency Room at Castle Medical Center	Adventist Health Castle
External Video Programs	In Sickness & In Health TV Program	Adventist Health Castle
Audio Programs	In Sickness & In Health Radio weekly program	Adventist Health Castle
Newsletters: External Audiences Primarily	Kilo I'a: Waikiki Aquarium Quarterly Newsletter	Becker Communications, Inc.
Newsletters: External Audiences Primarily	Hospice Hawaii – Malama Ola Newsletter	Becker Communications, Inc.
Brochures: 10 Pages or More	Four Seasons Oahu - Festive Brochure	Rebecca Pang & Co.
Publications: Single Issue Newsletters/Booklets/Pamphlets	Fifty Years of Seed in the Fiftieth State Economic Report	Becker Communications, Inc.
Annual Reports: Non-Profit Organizations	Hawaii Tourism Authority 2016 Annual Report to the Hawaii State Legislature	Anthology Marketing Group
Advertorials	For KMC's Bone & Joint Team, There Is No "I" In Care	Hawaii Pacific Health
Research/Evaluation	KVB Visitor Survey	Anthology Marketing Group