

2015 Silver Anvil Results



Award Column Key:

Silver = Silver Anvil Winner

AOE = Silver Anvil Award of Excellence Winner

Award	Category	Organization	Agency	Title of Entry
Silver	Community Relations > Associations/Nonprofit Organizations	The Allstate Foundation	Zeno Group	Allstate Foundation Purple Purse
AOE	Community Relations > Associations/Nonprofit Organizations	The Allstate Foundation	Zeno Group	The Allstate Foundation #GetThereSafe
Silver	Community Relations > Business > Products	QVC		QVC Re-energizes Workplace Philanthropy with Partners in Giving® - Community Relations
AOE	Community Relations > Business > Products	Humana Inc.	Coyne Public Relations	Humana Hits the Road to Assist Uninsured Mississippians
Silver	Community Relations > Business > Services	Food Lion	Mullen	Food Lion Feeds: Reinventing Our Philanthropic Giving
Silver	Community Relations > Government	U.S. Army Corps of Engineers Galveston District		Deconstructing Dams' Designation: Army addresses aging infrastructure in nation's fourth largest city - Community Relations
AOE	Community Relations > Government	United States Marine Corps	Isom Global Strategies	Marine Week Seattle 2014
AOE	Community Relations > Government	Utah Department of Transportation SNAP	Intrepid	UDOT's Walking School Bus App: Bringing Communities Together to Increase Safe Walking and Biking to School
Silver	Crisis Communications > Business	CarMax	PadillaCRT	CarMax Responds to 20/20 Allegations
AOE	Crisis Communications > Business	Carnival Corporation	LDWWgroup	Carnival Corporation: Navigating the World's Leading Cruise Company to Smoother Waters
Silver	Events and Observances > More Than Seven Days > Associations/Nonprofit Organizations	The National Warplane Museum	McDougall Communications	Taking Flight: The Return to Normandy Mission
AOE	Events and Observances > More Than Seven Days > Associations/Nonprofit Organizations	Star-Spangled 200	Sandy Hillman Communications	Star-Spangled 200
Silver	Events and Observances > More Than Seven Days > Business — Products	Old Spice	Citizen Relations	OLD SPICE RE-FRESH BODY SPRAY ROAD SHOW HELPS END OVERSPRAYING EPIDEMIC
AOE	Events and Observances > More Than Seven Days > Business — Products	Caribou Coffee	Exponent PR	Five Stories of Living Inspiration
AOE	Events and Observances > More Than Seven Days > Business — Products	PetSmart	Golin	An Inspired Mission: Taking Heart on the Road
Silver	Events and Observances > More Than Seven Days > Business — Services	Allstate Insurance Company		Allstate Reality Rides® Combats Distractions with a Virtual Driving Simulator
AOE	Events and Observances > More Than Seven Days > Business — Services	MasterCard	Ketchum	MasterCard Bites into Apple Pay, Gets to the Core of Safe & Secure Contactless Payments - Events and Observances
AOE	Events and Observances > More Than Seven Days > Business — Services	Sea Life Charlotte-Concord Aquarium	Spark Strategic Ideas	Sea Life Charlotte-Concord Aquarium Makes a Splash Leading Up to Opening
AOE	Events and Observances > More Than Seven Days > Business — Services	Texas Oncology	FleishmanHillard	#TonsOfHope

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Silver	Events and Observances > More Than Seven Days > Government	U.S. Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS)	broadhead	Mobilizing Communities to Take Action During Tree Check Month
AOE	Events and Observances > More Than Seven Days > Government	U.S. Third Fleet and U.S. Pacific Fleet		Rim of the Pacific
Silver	Events and Observances > Seven Or Fewer Days > Associations	International Society on Thrombosis and Haemostasis	The Yu Crew	World Thrombosis Day: Powering 175 Partners Around the Globe - Events and Observances
AOE	Events and Observances > Seven Or Fewer Days > Associations	National Academy of Television Arts and Sciences (NATAS)	MWW	Saving the Daytime Emmy® Awards from Becoming A Daytime TV Rerun
Silver	Events and Observances > Seven Or Fewer Days > Business to Business	Tyson Foods	FleishmanHillard	Loud and Clear: National FFA Members Drive a New Conversation on Twitter
AOE	Events and Observances > Seven Or Fewer Days > Business to Business	BASF	PadillaCRT	Taking Journalists from Behind the Desk to Behind the Scenes
Silver	Events and Observances > Seven Or Fewer Days > Consumer Products	Toyota Motor North America, Inc.	Allison+Partners	Hello Texas! Toyota Gives Hearty Thanks for Rolling Out the Welcome Wagon
AOE	Events and Observances > Seven Or Fewer Days > Consumer Products	Anheuser-Busch	Weber Shandwick	America's Beer Celebrates America's Pastime: Budweiser and Mr. (Ozzie) Smith Go to Washington to Make MLB Opening Day a Holiday
AOE	Events and Observances > Seven Or Fewer Days > Consumer Products	Boston Market	FleishmanHillard	Boston Market: Serving Up the Holidays - Events and Observances
AOE	Events and Observances > Seven Or Fewer Days > Consumer Products	The Clorox Company	Ketchum	The Clorox Ick Awards - Events and Observances
Silver	Events and Observances > Seven Or Fewer Days > Consumer Services	Leafly	C+C	Leafly Food Truck Takeover Event
AOE	Events and Observances > Seven Or Fewer Days > Consumer Services	Google Russia and Yasnaya Polyana	Ketchum Maslov, Action, SLAVA and Pichesky	Karenina. Live Edition
AOE	Events and Observances > Seven Or Fewer Days > Consumer Services	Progressive Insurance	Allison + Partners	Progressive Insurance Keys to Progress: 58 cities, 117 vehicles and one day to help veterans in need
AOE	Events and Observances > Seven Or Fewer Days > Consumer Services	The PNC Financial Services Group		PNC Grow Up Great: Vocabulary Goes Wild!
Silver	Events and Observances > Seven Or Fewer Days > Nonprofit Organizations	Carnegie Mellon University	Hornercom	Carnegie Mellon University Named First, Exclusive Higher Education Partner of the Tony Awards
AOE	Events and Observances > Seven Or Fewer Days > Nonprofit Organizations	Boys & Girls Clubs of America		Great Futures Campaign Launch
AOE	Events and Observances > Seven Or Fewer Days > Nonprofit Organizations	United Nations Foundation and 92nd Street Y	Coyne PR, Edelman, Fenton, FleishmanHillard, Havas PR North America, Sunshine Sachs, Turner 4d and Weber Shandwick	#GivingTuesday: The Day the World Gave Back
Silver	Global Communications	P&G Always	MSLGROUP, Leo Burnett Toronto and SMG	Always #LikeAGirl: Turning an Insult into a Confidence Movement - Global Communications

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Award	Category	Organization	Agency	Title of Entry
Silver	Integrated Communications > Business to Business	Dell Inc.	PPR Worldwide	Dell breaks down barriers for female entrepreneurs
AOE	Integrated Communications > Business to Business	CA Technologies	Edelman PR	CA Technologies - Business, Rewritten by Software
AOE	Integrated Communications > Business to Business	DuPont Crop Protection	Exponent PR	Local Influence, Global Impact
Silver	Integrated Communications > Consumer Products > Food & Beverage	La Crema		Virtual Vintner
AOE	Integrated Communications > Consumer Products > Food & Beverage	Can Manufacturers Institute	Hunter Public Relations	Cans Get You Cooking
AOE	Integrated Communications > Consumer Products > Food & Beverage	Jack Link's	Spong	From Meat Snack to Mainstream Brand - Integrated Communications
Silver	Integrated Communications > Consumer Products > Non-Packaged Goods	Hallmark Cards	FleishmanHillard	12 Gifts-A-Giving: Deals by Day, Inspiration by Night
Silver	Integrated Communications > Consumer Products > Packaged Goods	P&G Always	MSLGROUP, Leo Burnett Toronto and SMG	Always #LikeAGirl: Turning an Insult into a Confidence Movement - Integrated Communications
AOE	Integrated Communications > Consumer Products > Packaged Goods	Genuine Thermos Brand	Spong	Overnight Coffee Challenge Heats Up Genuine Thermos Brand
AOE	Integrated Communications > Consumer Products > Packaged Goods	U by Kotex, from Kimberly-Clark Corporation	Marina Maher Communications and Crowdtap	U by Kotex Taps into a Universal Female Truth, Connects with Young Women Everywhere and Saves the Undies - Integrated Communications
Silver	Integrated Communications > Consumer Products > Retail Stores and Restaurants	Arby's Restaurant Group	Edelman	Arby's™ Tips Their Hat to Millennials: Integrating a Brand into a Pop-Culture Moment
AOE	Integrated Communications > Consumer Products > Retail Stores and Restaurants	Caribou Coffee	Exponent PR and Colle+McVoy	Brewing Inspiration to Engage Coffee Fans
AOE	Integrated Communications > Consumer Products > Retail Stores and Restaurants	Christopher and Banks	Beehive PR	Search for Amazing Women
AOE	Integrated Communications > Consumer Products > Retail Stores and Restaurants	The DICK'S Sporting Goods Foundation	Catalyst, GOOD Corps, Anomaly, OMD and Tribeca Digital Studios	Sports Matter
Silver	Integrated Communications > Consumer Services	H&R Block	Ketchum	Billion Back with Block
AOE	Integrated Communications > Consumer Services	Hilton Worldwide	Ketchum, Gensler and Digital Royalty	Cookie Care Delivers Sweet Results for DoubleTree by Hilton - Integrated Communications
AOE	Integrated Communications > Consumer Services	State Farm Insurance Companies	The Marketing Arm and Weber Shandwick	Celebrate My Drive®: Powered by State Farm®
AOE	Integrated Communications > Consumer Services	Virginia Department of Rail and Public Transportation	PadillaCRT	Amtrak "Take the Train" Campaign Rocks Ridership

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Silver	Integrated Communications > Government	U.S. Navy 21st Century Sailor Office	Booz Allen Hamilton	Keep What You've Earned: The U.S. Navy's Responsible Drinking Campaign
AOE	Integrated Communications > Government	U.S. Army Corps of Engineers Galveston District		Deconstructing Dams' Designation: Army addresses aging infrastructure in nation's fourth largest city - Integrated Communications
AOE	Integrated Communications > Government	Utah Department of Transportation SNAP	Intrepid	UDOT's Walking School Bus App Campaign: Increasing Safe Walking and Biking to School One Download at a Time
Silver	Integrated Communications > Nonprofit Organizations	Excellus BlueCross BlueShield	Roberts Communications Inc.	It's Only Super if You Take It
AOE	Integrated Communications > Nonprofit Organizations	Enroll America	Ogilvy Public Relations	Get Covered America: Your Health. Your Choice.
AOE	Integrated Communications > Nonprofit Organizations	Northern Star Council, Boy Scouts of America	Risdall Public Relations	Rocket Into Scouting Lifts Cub Scout Recruitment to New Heights
Silver	Internal Communications > Associations/Government/Nonprofit Organizations	Washington University in St. Louis		Responding to "Ferguson": From Tragedy to Positive Change
AOE	Internal Communications > Associations/Government/Nonprofit Organizations	Ascension		Re-imagining Health...Re-imagining One Ascension
Silver	Internal Communications > Business > Fewer Than 1,000 Employees	Linhart Public Relations		Linhart Public Relations: Culture Matters for People and Business
Silver	Internal Communications > Business > Fewer Than 10,000 Employees	Emerson Climate Technologies	Fahlgren Mortine	Emerson Innovation Center Launch
AOE	Internal Communications > Business > Fewer Than 10,000 Employees	QVC		QVC Re-energizes Workplace Philanthropy with Partners in Giving® - Internal Communications
Silver	Internal Communications > Business > More Than 10,000 Employees	The Principal Financial Group	Complete Communication Consulting	Movin' It With Campus Blueprint
AOE	Internal Communications > Business > More Than 10,000 Employees	Food Lion		Food Lion Feeds: Redirecting Associate Passion to End Hunger
Silver	Investor Relations	RPM International Inc.	Roop & Co.	Reinvigorating the Retail Investor Base
Silver	Issues Management > Associations/Nonprofit Organizations	United Nations Foundation	Havas PR	A Global Collaboration Wins the Day for Climate Science
AOE	Issues Management > Associations/Nonprofit Organizations	Coloradans for Responsible Energy Development	Pac/West Communications	Coloradans for Responsible Energy Development—Educating Coloradans on Fracking
AOE	Issues Management > Associations/Nonprofit Organizations	U.S. Farmers & Ranchers Alliance	Ketchum	Lights, Camera, FARMLAND - Issues Management
Silver	Issues Management > Business	Southwest Strategies		Overturning the Barrio Logan Community Plan Update: Protecting A Billion Dollar Industry in San Diego

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Award	Category	Organization	Agency	Title of Entry
Silver	Marketing > Business To Business > Other (Categories Not Elsewhere Defined)	Ricoh Americas Corporation	Weber Shandwick	WorkIntelligent.ly and the Incite Messaging Process
AOE	Marketing > Business To Business > Other (Categories Not Elsewhere Defined)	Abengoa	Ogilvy Public Relations	Biotechnology Renewed
AOE	Marketing > Business To Business > Other (Categories Not Elsewhere Defined)	Aptean	Arketi Group	Where Software and Marketing Works
Silver	Marketing > Business To Business > Products	DuPont Crop Protection	Exponent PR	Feeding the World One Farmer at a Time
Silver	Marketing > Business To Business > Professional and/or Financial Services	Crossroads Hospice	Simon Public Relations and Tag Strategies	Crossroads Hospice “Does More” to Honor Unsung Heroes in Healthcare
Silver	Marketing > Consumer Products > Beverages	Anheuser-Busch	Weber Shandwick	America’s Beer Celebrates America’s Pastime: Budweiser & Ozzie Smith Campaign to Make Opening Day a Holiday
Silver	Marketing > Consumer Products > Food	The Mushroom Council	Edelman	Mushrooms: The Culinary Trend is to Blend
AOE	Marketing > Consumer Products > Food	Jennie-O	Spong, BBDO and Barefoot Proximity	Jennie-O Inspires Thanksgiving Perfection With The Holiday Table
AOE	Marketing > Consumer Products > Food	U.S. Highbush Blueberry Council	PadillaCRT	Little Changes, Big Rewards: Blueberries Attract Attention and Lead American Families to Healthier Lives
AOE	Marketing > Consumer Products > Food	Wendy's	Ketchum	Wendy’s New Salad Collection
Silver	Marketing > Consumer Products > Health Care	U by Kotex, from Kimberly-Clark Corporation	Marina Maher Communications and Crowdtap	U by Kotex Taps into a Universal Female Truth, Connects with Young Women Everywhere and Saves the Undies - Marketing
AOE	Marketing > Consumer Products > Health Care	Novartis Pharmaceuticals Corporation	Burson-Marsteller and Ruder Finn	Our Voice in Song
Silver	Marketing > Consumer Products > Non-Packaged Goods	Bridgestone	PadillaCRT	DriveGuard - Disrupting the Consumer Tire Category
AOE	Marketing > Consumer Products > Non-Packaged Goods	Hallmark Cards	FleishmanHillard	Fuel the Craze: Hallmark Itty Bittys Steal the Spotlight
AOE	Marketing > Consumer Products > Non-Packaged Goods	Hyundai Motor America	Ketchum	Driving on Hydrogen – Launching Hyundai’s Tucson Fuel Cell Vehicle
AOE	Marketing > Consumer Products > Non-Packaged Goods	Trane Residential Solutions	Spong	Creating Unstoppable Preference for America’s Most Reliable HVAC Brand
Silver	Marketing > Consumer Products > Packaged Goods	P&G Always	MSLGROUP, Leo Burnett Toronto and SMG	Always #LikeAGirl: Turning an Insult into a Confidence Movement - Marketing
AOE	Marketing > Consumer Products > Packaged Goods	Jack Link's	Spong	From Meat Snack to Mainstream Brand - Marketing
AOE	Marketing > Consumer Products > Packaged Goods	The Clorox Company	Ketchum	The Clorox Ick Awards - Marketing

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Silver	Marketing > Consumer Products > Retail Stores and Restaurants	Boston Market	FleishmanHillard	Boston Market: Serving Up the Holidays - Marketing
AOE	Marketing > Consumer Products > Retail Stores and Restaurants	Arby's Restaurant Group	Edelman	Arby's Smoking Hot Brisket Campaign Breaks Marketing Record with 13-Hour Commercial
Silver	Marketing > Consumer Services > Financial Services	Financial Engines	Allison+Partners	Financial Engines and Allison+Partners Take the Work and Worry Out of Claiming Social Security
AOE	Marketing > Consumer Services > Financial Services	MasterCard	Ketchum	MasterCard Bites into Apple Pay, Gets to the Core of Safe & Secure Contactless Payments - Marketing Consumer Services Financial Services
Silver	Marketing > Consumer Services > Health Care Services	The Christopher & Dana Reeve Foundation	Coyne Public Relations	The Christopher & Dana Reeve Foundation Sparks a Movement for Paralysis
AOE	Marketing > Consumer Services > Health Care Services	Anthem	Ketchum	Healthy Dad Blogger Campaign
Silver	Marketing > Consumer Services > Other (Categories Not Elsewhere Defined)	Leafly	C+C, Heckler Associates and Press House	Leafly "Just Say Know" New York Times Ad
Silver	Marketing > Consumer Services > Technology	MasterCard	Ketchum	MasterCard Bites into Apple Pay, Gets to the Core of Safe & Secure Contactless Payments - Marketing Consumer Services Technology
AOE	Marketing > Consumer Services > Technology	Sling TV		Taking the Pain Out of Pay-TV
Silver	Marketing > Consumer Services > Travel and Tourism/Hospitality	Hilton Worldwide	Ketchum, Gensler and Digital Royalty	Cookie Care Delivers Sweet Results for DoubleTree by Hilton - Marketing
AOE	Marketing > Consumer Services > Travel and Tourism/Hospitality	Meet Minneapolis	Spong	#askMPLS Provides Virtual Concierges During MLB All-Star Week
AOE	Marketing > Consumer Services > Travel and Tourism/Hospitality	Visit Orlando	GMAC Communications	What's Cooking in Orlando: Cultivating Orlando's Culinary Scene
Silver	Multicultural Public Relations > Associations/Government/Nonprofit Organizations	U.S. Army Corps of Engineers Galveston District		Corps in the Classroom: Building Tomorrow's Leaders
Silver	Multicultural Public Relations > Business	GREY GOOSE Vodka	Harrison & Shriftman	GREY GOOSE Le Melon Modern Kings of Culture
AOE	Multicultural Public Relations > Business	The Coca-Cola Company	Newlink America	Coca-Cola World's Cup Campaign
Silver	Public Affairs > Associations/Nonprofit Organizations	Missouri Foundation for Health	FleishmanHillard	Cover Missouri Campaign
AOE	Public Affairs > Associations/Nonprofit Organizations	American Television Alliance (ATVA)	Porter Novelli	Stuck in the '90s – Updating U.S. Retransmission Consent Rules
Silver	Public Affairs > Business	Red White and Food Coalition	McNeely Pigott & Fox Public Relations	Red White and Food Campaign To Bring Wine to Tennessee's Retail Food Stores
Silver	Public Affairs > Government	Utah Department of Transportation and Utah Department of Public Safety	Penna Powers	Zero Fatalities "Twist"

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Silver	Public Service > Associations	American Academy of Periodontology	Weber Shandwick	Love The Gums You're With
AOE	Public Service > Associations	International Society on Thrombosis and Haemostasis	The Yu Crew	World Thrombosis Day: Powering 175 Partners Around the Globe - Public Service
AOE	Public Service > Associations	The American Academy of Pediatric Dentistry	Weber Shandwick	The Monster-Free Mouths Movement
Silver	Public Service > Business	P&G Always	MSLGROUP, Leo Burnett Toronto and SMG	Always #LikeAGirl: Turning an Insult into a Confidence Movement - Public Service
AOE	Public Service > Business	Home Instead Senior Care	Albers Communications Group, FleishmanHillard and Immersion Active	Making Home Safer for Seniors
Silver	Public Service > Government	Utah Department of Transportation SNAP	Intrepid	UDOT's Walking School Bus App: A Catalyst for Overcoming the Barriers of Walking and Biking to School
AOE	Public Service > Government	U. S. Department of Veterans Affairs (VA)	Duty First Consulting	eBenefits: Awareness and Enrollment Campaign
AOE	Public Service > Government	Washington, D.C. Justice Grants Administration	Finn Partners	"Show Up, Stand Out": The Washington, D.C. Campaign to Combat School Truancy
Silver	Public Service > Nonprofit Organizations	California Center for Public Health Advocacy	Brown Miller Communications	Serving Up the Bitter Truth About Sugary Drinks
Silver	Public Service > Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)	Sisters Network and Eisai Inc.	Chamberlain Healthcare Public Relations	Teens 4 Pink
AOE	Public Service > Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)	Sanofi Pasteur & The National Association of School Nurses	Bisector 2	Voices of Meningitis™
Silver	Reputation/Brand Management > Associations	Florida Hospital Association	Weber Shandwick	Saving Lives and Setting a National Example for Quality Health Care
AOE	Reputation/Brand Management > Associations	National Pork Board	Lessing-Flynn	Engaging Consumers Through #RealPigFarming
Silver	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	Scholastic, Inc.	Porter Novelli	Open a World of Possible
AOE	Reputation/Brand Management > Business > Companies With Sales of More Than \$500 Million to \$10 Billion	Procter & Gamble	MMK (Marina Maher Ketchum)	P&G Thank You Mom
Silver	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	Carnival Corporation	LDWWgroup	Carnival Corporation: Orchestrating the Comeback of the World's Leading Cruise Company

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AOE	Reputation/Brand Management > Business > Companies With Sales Over \$10 Billion	McDonald's USA	Golin, IW Group, Inc., DDB Worldwide, Boden PR, OMD Worldwide, Alma Advertising, Burrell Communications Group, Purple Strategies and Sprinklr	Our Food. Your Questions.: How McDonald's Opened Up On Its Biggest Misperceptions
Silver	Reputation/Brand Management > Business > Companies With Sales Up to \$500 Million	Allen Edmonds Corporation	SCC Public Relations	Allen Edmonds - Turning Around an Iconic American Brand
AOE	Reputation/Brand Management > Business > Companies With Sales Up to \$500 Million	Duluth Trading Co.	Exponent PR	Flannel is the New Black
Silver	Reputation/Brand Management > Government	The Embassy of the Republic of Korea	Finn Partners	U.S. Korea Connect - Building U.S Awareness of the U.S.-Korea Free Trade Agreement
AOE	Reputation/Brand Management > Government	Fundo Soberano de Angola (FSDEA)	Djembe Communications	FSDEA: Challenging Misconceptions of Angola
Silver	Reputation/Brand Management > Nonprofit Organizations	The Nature Conservancy		Connecting City Water Supplies with Nature
AOE	Reputation/Brand Management > Nonprofit Organizations	Texas Health Resources	Burson-Marsteller	The First Case of Ebola in the U.S.
AOE	Reputation/Brand Management > Nonprofit Organizations	The College Board	The Butler Bros	The College Board's Renewed Commitment to Delivering Opportunity
AOE	Reputation/Brand Management > Nonprofit Organizations	U.S. Farmers & Ranchers Alliance	Ketchum	Lights, Camera, FARMLAND - Reputation/Brand Management