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Olomana Loomis ISC Wins Best of Show at 2022 PRSA Koa Anvil Awards

Agency Receives Eight Awards including Top Honor for Hawai'i Dept. of Health COVID-19 Statewide Vaccination Communications and Community Outreach Campaign

HONOLULU (Aug. 5, 2022) – Honolulu-based communications and marketing agency [Olomana Loomis ISC](#) received the 2022 [Public Relations Society of America Hawai'i Chapter's](#) Koa Anvil **Best of Show Award** for its statewide integrated communications and community outreach campaign for the Hawai'i State Department of Health's COVID-19 vaccination program. The campaign's strategic, multi-faceted, and integrated approach received the highest score from judges in the program's Anvil category, which recognizes communications programs that demonstrate outstanding research, strategy, execution and results. The agency also won seven other awards for exceptional work across multiple business clients. The 39th annual PRSA Hawai'i Koa Anvil Awards Dinner was held on August 4 at the Halekulani Hotel.

See attached photos of Olomana Loomis ISC at the PRSA Koa Anvil Awards.

"No one was prepared for the unprecedented and evolving COVID-19 public health crisis that started in 2020 and disrupted nearly every aspect of life in our state and across the world. Vaccinating the public required swift partnership, collaboration, and ingenuity among government, businesses, nonprofits, the faith community, and communications professionals," said **Alan Tang**, founder, chairman and CEO of Olomana Loomis ISC. "We are honored and humbled to have partnered with the Dept. of Health to develop and coordinate a strategic communications plan to promote COVID-19 vaccination acceptance statewide, including among at-risk populations, the vaccine-hesitant, ethnic groups, and the socioeconomically underserved. Our state vaccination program wouldn't have been successful if it were not for the team effort among many organizations and people who rallied behind the message of #HIGotVaccinated. As a result, Hawai'i became the first state to vaccinate 90 percent of eligible residents ages 12 and older. This Best of Show award is a tribute to partnership at its best!"

One of the judges from the Alaska chapter of PRSA said, "This is a stellar campaign. The research and knowledge of their diverse communities was spot on. It took a huge effort to coordinate the various components of the campaign, and it appears that the messaging, the goals, and the execution were absolutely on point." A second judge added, "The phased approach to objectives and tactics helped break down a big plan with a lofty goal. Your evaluation was impressive. Involving a larger communications working group is a great way to make sure all groups and voices were represented, creating a unified message by multiple stakeholders."

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Olomana Loomis ISC's 2022 PRSA Koa Anvil awards included:

Best of Show:

- Hawai'i State Dept. of Health COVID-19 Vaccination Campaign - Public Service: Government

Koa Anvils for outstanding public relations programs:

- Hawai'i State Dept. of Health COVID-19 Vaccination Campaign - Public Service: Government
- Hawai'i State Dept. of Health COVID-19 Vaccination Campaign - Integrated Communications
- HPM Building Supply 100th Anniversary Campaign

Koa Hammers for outstanding communications campaign tactics:

- Dept. of Health COVID-19 TV PSAs - Samoan Community Outreach
- Our Kaka'ako Explore Our Kaka'ako Event

Awards of Excellence for exceptional public relations programs and communications tactics:

- Hawai'i Education Association's Centennial Campaign
- HPM Building Supply 100th Anniversary Visual Storytelling Campaign

About Olomana Loomis ISC

Based in Hawai'i, Olomana Loomis ISC is an integrated global business consulting, brand, marketing, advertising and communications firm. The company serves sector leaders in various industries, including: financial services, education, energy, healthcare, retail, government and nonprofit, as well as political campaigns. Olomana Loomis ISC is the exclusive Hawai'i partner for ICOM, the world's largest alliance of independent advertising and marketing communications agencies. For more information, visit olomanaloomisisc.com, find us on [Facebook](#), [Instagram](#) and [LinkedIn](#), and follow @OLISC808 on [Twitter](#).

About PRSA Hawai'i

Established in 1947, PRSA Hawai'i is one of six founding chapters of the Public Relations Society of America, which is comprised of 117 chapters nationwide. The Hawai'i chapter's mission is to build value, understanding, and the demand for public relations professionals in Hawai'i. PRSA Hawai'i is committed to advancing the standards of the public relations profession and supporting students and young practitioners who are developing skills in the field.

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