

# 2011 Omaha AMA Pinnacle Award Winners

## FOR IMMEDIATE RELEASE

Omaha, Neb., April 20, 2011 – The Omaha Chapter of the American Marketing Association (Omaha AMA) recently recognized outstanding local marketing campaigns with the organization’s annual Pinnacle awards. The coveted “best in show” award, honoring the best overall campaign, was presented to Omaha Children’s Museum for its “Bringing Back the Pack” integrated marketing campaign, aimed at restoring the emotional connection people had with the animals of Richman Gordman. The effort produced not only a double-digit increase in admissions, but an amazing groundswell of support from the local media.

Segmented into three categories based on business type – large business, small business and not-for-profit organizations – three levels of awards were presented: Gold, which recognizes excellent work; Platinum, which recognizes exceptional work; and Pinnacles, which the judges consider the best work in a certain category. To ensure objective scoring, Pinnacles entries are always judged by an affiliate AMA chapter (New Orleans for 2011). Entries are evaluated not only for their creativity, but for their effectiveness.

“This year’s winners represent a diverse set of advertising agencies and internal marketing communications teams,” said Todd Sanning, AMA board member and 2011 Pinnacles chair. “With entries from dozens of local companies, the 63 awards presented demonstrate results-focused marketing campaigns from the talented marketing minds in our Omaha community.”

Local advertising agency SKAR was the event’s main sponsor, developing the “Marketing Wizard”-themed communications and awards event. Other supporting sponsors included Barnhart Press, Mail Marketing, Joe Comstock, Renze Display, Beeline & Blue, and The Great Plains Motion Picture Company.

## **BEST IN SHOW**

**Omaha Children's Museum**  
***Bringing Back the Pack Campaign***  
Total Marketing Campaign  
Not-For-Profit

## **COMMUNICATIONS**

**PINNACLE: LARGE BUSINESS**

David Day Associates  
*Valmont Industries 2009 Annual Report*

**PINNACLE: SMALL BUSINESS**

Bozell  
*Thinking Newsletter*

**PINNACLE: NOT-FOR-PROFIT**

Emspace Group  
*Iowa West Foundation 2009 Annual Report*

**PLATINUM: LARGE BUSINESS**

Envoy  
*Roberts Dairy eNewsletter Campaign*

**PLATINUM: SMALL BUSINESS**

David Day Associates  
*UNMC Orthopedic Department 2008/2009 Biennial Report*

**PLATINUM: NOT-FOR-PROFIT**

**TIE**  
Emspace Group  
*University of the Pacific Alumni Invitation*  
&  
Webster Design Associates  
*Habitat for Humanity of Omaha Annual Report*

**GOLD: LARGE BUSINESS**

Bailey Lauerma  
*Lincoln Electric System, 2009 LES Annual Report*

**DIRECT RESPONSE**

**PINNACLE: LARGE BUSINESS**

Bozell  
*Borsheims Signature Collection Catalog*

**PINNACLE: SMALL BUSINESS**

Webster Design Associates  
*Retro Roadster Holiday Promotion*

**PINNACLE: NOT-FOR-PROFIT**

Redstone  
*UNO Foundation*

**PLATINUM: LARGE BUSINESS**

Cassling  
*CT Campaign*

**PLATINUM: SMALL BUSINESS**

Redstone  
*2010 Holiday*

**PLATINUM: NOT-FOR-PROFIT**

Envoy  
*Boys Town Expectations Campaign*

**GOLD: LARGE BUSINESS**

Great Plains Communications  
*"Do the BUNDLE" Direct Mail*

**INTERACTIVE MEDIA**

**PINNACLE: LARGE BUSINESS**

Bailey Lauerman  
*Cessna Aircraft Company, TheTenArrives.com*

**PINNACLE: SMALL BUSINESS**

Bozell  
*Menologues Blog*

**PINNACLE: NOT-FOR-PROFIT**

Rebel  
*Omaha Children's Museum, "Bringing Back the Pack" Website*

**PLATINUM: LARGE BUSINESS**

Great Plains Communications  
*Great Plains Communications Website*

**PLATINUM: SMALL BUSINESS**

David Day Associates

*Darkwood Brew Website*

**PLATINUM: NOT-FOR-PROFIT**

Bailey Lauerman

*Department of Health and Human Services TUNE Website*

**GOLD: LARGE BUSINESS**

Centris Federal Credit Union

*"Is OPD for Me?" Microsite and Direct Mail*

**GOLD: SMALL BUSINESS**

David Day Associates

*Rainworks Website*

**GOLD: NOT-FOR-PROFIT**

Envoy

*Boys Town Website Redesign*

**MARKETING RESEARCH**

**PINNACLE: LARGE BUSINESS**

Bailey Lauerman

*Immanuel Marketing Research*

**PLATINUM: LARGE BUSINESS**

Bailey Lauerman

*Exmark Marketing Research*

**GOLD: LARGE BUSINESS**

Bailey Lauerman

*Union Pacific "You'll Find Us" Acquisition Campaign Marketing Research*

**NEW PRODUCT OR SERVICE**

**PINNACLE: LARGE BUSINESS**

Bailey Lauerman

*Cargill RAMP*

**PINNACLE: SMALL BUSINESS**

Webster Design Associates

*"Jones Bros. Cupcakes"*

**PINNACLE: NOT-FOR-PROFIT**

Envoy

*EATS! Westside Summer Foods Program*

**PLATINUM: LARGE BUSINESS**

Bailey Lauerma

*Cessna Aircraft Company: The Launch of the Ten*

**PLATINUM: SMALL BUSINESS**

Webster Design Associates

*Baxter Ford Kids Playroom*

**GOLD: LARGE BUSINESS**

Envoy

*Hiland Dairy "Healthy Body, Happy You"*

**GOLD: SMALL BUSINESS**

Iridian Group

*Leopard Inc. Rebranding*

**PROMOTIONS**

**PINNACLE: LARGE BUSINESS**

Bailey Lauerma

*Union Pacific Safety Campaign - Radio*

**PINNACLE: NOT-FOR-PROFIT**

Redstone

*UNO Athletics*

**PLATINUM: LARGE BUSINESS**

Bailey Lauerma

*Union Pacific "You'll Find Us" Acquisition Campaign Ad Series*

**PLATINUM: NOT-FOR-PROFIT**

Redstone

*College of Saint Mary*

**GOLD: LARGE BUSINESS**

Bailey Lauerman

*Immanuel Communities "Uniquely Your Own" Newspaper Campaign*

**GOLD: NOT-FOR PROFIT**

Bailey Lauerman

*National Groundwater Foundation Radio*

**PUBLIC RELATIONS**

**PINNACLE: LARGE BUSINESS**

Webster Design Associates

*"Shine the Light" 2010 ConAgra*

**PINNACLE: SMALL BUSINESS**

Envoy

*Max I. Walker Prom*

**PINNACLE: NOT-FOR-PROFIT**

Bailey Lauerman

*Mosaic Op-Ed*

**PLATINUM: LARGE BUSINESS**

**TIE**

Great Plains Communications

*100th Anniversary Media Kit*

&

Bailey Lauerman

*Union Pacific "You'll Find Us" Employee Launch Event*

**PLATINUM: SMALL BUSINESS**

Webster Design Associates

*Unwined With Webster Designs*

**PLATINUM: NOT FOR PROFIT**

**TIE**

Emspace Group

*CPPW Partners Engagement Kit*

&

Lovgren Marketing Group

*City of Omaha Public Works - Snow Emergency Campaign*

**GOLD: LARGE BUSINESS**

Lovgren Marketing Group  
*Omaha Storm Chasers Public Relations*

**GOLD: NOT-FOR-PROFIT**

Bailey Lauerma  
*Mosaic "Would You Help?" PR Campaign*

**TOTAL MARKETING CAMPAIGN**

**PINNACLE: LARGE BUSINESS**

Lovgren Marketing Group  
*Omaha Storm Chasers Total Marketing Campaign*

**PINNACLE: SMALL BUSINESS**

Webster Design Associates  
*Jones Bros. Cupcakes*

**PINNACLE: NOT-FOR-PROFIT**

Omaha Children's Museum  
*Bringing Back the Pack Campaign*

**PLATINUM: LARGE BUSINESS**

Bailey Lauerma  
*Cessna Aircraft Company - The Launch of the Ten*

**PLATINUM: SMALL BUSINESS**

David Day Associates  
*Illumin*

**PLATINUM: NOT-FOR-PROFIT**

Clark Creative Group  
*OCVB Leisure Campaign*

**GOLD: LARGE BUSINESS**

Bozell

*Borsheims 2010 Holiday Campaign*

**GOLD: SMALL BUSINESS**

Bozell

*Red Mango Grand Opening*

**GOLD: NOT-FOR-PROFIT**

Redstone

*UNO Athletics*

**STUDENT**

**PINNACLE: NOT-FOR-PROFIT**

Tammy Coleman, Bellevue University

*Brush Up Nebraska*

**PLATINUM: SMALL BUSINESS**

**TIE**

Jessica Adams, Bellevue University

*And Eat It Too*

&

Luci Eastman, Bellevue University

*Lo Sole Mio*

&

Christina Donovan, Bellevue University

*Slusky Mediation LLC*

**MEDIA CONTACTS:**

- Todd Sanning, AMA Omaha Pinnacles Chair  
tsanning@skar.com 402-330-0110
- Calli Hite, AMA Omaha President  
callihite@hotmail.com 402-278-1535

###