2018 PINNACLE AWARD WINNERS

STUDENT
Pinnacle – Creighton University, Presidential Christmas Card
Platinum – Creighton University, Campus Maps
Gold – Rachel Bowman, Bellevue University, Bowman Girlz Livestock Company
Silver – Kathryn Mallari, Bellevue University, KNAPSACK
Bronze – Natalie Heckendorf, Bellevue University, Re-Cycle Bike Shop

PUBLIC RELATIONS
Not-for-Profit
Pinnacle – Emspace, 2017 ICAN Women’s Leadership Conference
Platinum – Children’s Hospital & Medical Center, Facility Dog Sven
Gold – Emspace, Loessfest 2017
Silver – Bozell, Karis’ Wish
Bronze – Bozell, 2017 CWS

Small Business
Pinnacle – TEAM Software, TEAM Client Conference
Platinum – Bozell, 2017 Super Bowl Pitch
Large Business
Pinnacle – OBI Creative, Pottawattamie Arts, Culture and Entertainment News Conference
Platinum – Carson Group, Carson Group Rebrand

DIGITAL MEDIA
Not-for-Profit
Pinnacle – KidGlov, Make Your Mark Digital Media
Platinum – Bozell, Orpheum Theater Kiosk
Gold – Canary & Coal, 2017 GVE65 Social Media Campaign
Silver – KidGlov, PromiseShip.org
Bronze – Envoy, Inc., Boys Town Centennial Website

Small Business
Pinnacle – Bozell, Holiday Answer
Platinum – Amber Pharmacy, Amber Pharmacy Blog
Gold – SCORR Marketing, OTTR Website
Silver – SCORR Marketing, Elligo 2017 Holiday Campaign

Bronze – TEAM Software, Large Market

Large Business
Pinnacle – KidGlov, “Ask Your House” Digital Campaign
Platinum – OBI Creative, Sirius QRadar Campaign
Gold – OBI Creative, Sirius IBM BigFix Campaign
Silver – Bozell, Loan Officers
Bronze – Bozell, Share Sweetness

PROMOTIONS
Not-for-Profit
Pinnacle – Iridian, Dining with Dogs Invitation
Platinum – KidGlov, Promise Ship Rebrand
Gold – OBI Creative, Angels Among Us Radiothon
Silver – Creighton University, School of Medicine She M.D. Invitation
Bronze – Creighton University, Denver Light Rail Car

Small Business
Pinnacle – Bozell, LIVE
Platinum – Bozell, Tnenem e-Newsletter
Gold – Jet Linx, SOAR Magazine
Silver – Iridian, Dell EMC World Mailer
Bronze – Iridian, Elle Virus Mailer

Large Business
Pinnacle – Bozell, Make Y our Mark
Large Market
Bronze – KidGlov, Polyworx Campaign

TOTAL MARKETING CAMPAIGN
Not-for-Profit
Pinnacle – Emspace, 100 Block Parties
Platinum – KidGlov, Immanuel Not for Profit Campaign
Gold – Emspace, Midtown on the Move
Silver – OBI Creative, Ronald McDonald House Charities in Omaha “Rally Around Hope” Campaign
Bronze – Creighton University, Battle of the Grads

Large Business
Pinnacle – SCORR Marketing, Elligo Physician Campaign
Platinum – TEAM Software, Mid Market
Gold – SCORR Marketing, 2017 Solar Eclipse Campaign
Silver – TEAM Software, TEAM Client Conference
Bronze – TEAM Software, Large Market

Small Business
Pinnacle – OBI Creative, Sirius IBM BigFix Campaign
Platinum – Woodmen Life, Family Term Life Insurance Campaign
Gold – OBI Creative, Cyclonaire Brand Launch
Silver – OBI Creative, Sirius QRadar Campaign
Bronze – KidGlov, Polyworx Campaign

MARKETER OF THE YEAR
Randa Zalman, Canary & Coal and Insurance Marketing Institute

COMMUNICATIONS
Not-for-Profit
Pinnacle – Emspace, Step Up to Quality Provider Outreach
Platinum – Creighton University, Creighton Magazine
Gold – Children’s Hospital & Medical Center, Just Kids

DIGITAL MEDIA
Not-for-Profit
Pinnacle – KidGlov, Make Your Mark Digital Media
Platinum – Bozell, Orpheum Theater Kiosk
Gold – Canary & Coal, 2017 GVE65 Social Media Campaign
Silver – KidGlov, PromiseShip.org
Bronze – Envoy, Inc., Boys Town Centennial Website

Small Business
Pinnacle – Bozell, Holiday Answer
Platinum – Amber Pharmacy, Amber Pharmacy Blog
Gold – SCORR Marketing, OTTR Website
Silver – SCORR Marketing, Elligo 2017 Holiday Campaign

Bronze – TEAM Software, Large Market

Large Business
Pinnacle – KidGlov, “Ask Your House” Digital Campaign
Platinum – OBI Creative, Sirius QRadar Campaign
Gold – OBI Creative, Sirius IBM BigFix Campaign
Silver – Bozell, Loan Officers
Bronze – Bozell, Share Sweetness

PROMOTIONS
Not-for-Profit
Pinnacle – Iridian, Dining with Dogs Invitation
Platinum – KidGlov, Promise Ship Rebrand
Gold – OBI Creative, Angels Among Us Radiothon
Silver – Creighton University, School of Medicine She M.D. Invitation
Bronze – Creighton University, Denver Light Rail Car

Small Business
Pinnacle – Bozell, LIVE
Platinum – Bozell, Tnenem e-Newsletter
Gold – Jet Linx, SOAR Magazine
Silver – Iridian, Dell EMC World Mailer
Bronze – Iridian, Elle Virus Mailer

Large Business
Pinnacle – Bozell, Make Y our Mark
Large Market
Bronze – KidGlov, Polyworx Campaign

TOTAL MARKETING CAMPAIGN
Not-for-Profit
Pinnacle – Emspace, 100 Block Parties
Platinum – KidGlov, Immanuel Not for Profit Campaign
Gold – Emspace, Midtown on the Move
Silver – OBI Creative, Ronald McDonald House Charities in Omaha “Rally Around Hope” Campaign
Bronze – Creighton University, Battle of the Grads

Large Business
Pinnacle – SCORR Marketing, Elligo Physician Campaign
Platinum – TEAM Software, Mid Market
Gold – SCORR Marketing, 2017 Solar Eclipse Campaign
Silver – TEAM Software, TEAM Client Conference
Bronze – TEAM Software, Large Market

Small Business
Pinnacle – OBI Creative, Sirius IBM BigFix Campaign
Platinum – Woodmen Life, Family Term Life Insurance Campaign
Gold – OBI Creative, Cyclonaire Brand Launch
Silver – OBI Creative, Sirius QRadar Campaign
Bronze – KidGlov, Polyworx Campaign

VIDEO
Not-for-Profit
Pinnacle – KidGlov, Make Your Mark Television
Platinum – Children’s Hospital & Medical Center, Children’s Gala Video

Thanks to our sponsors Barnhart Press, D-Wayne, ENVOY, KidGlov, Legion Digital, Loess Hills Floral, MSR Group, Renze Display and Roger Humphries Photography.