

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 Heckendorn, 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

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

Silver – KidGlov, Immanuel Communities 2017 Annual Report

Bronze – Creighton University, Heider College of Business Travel Piece

Small Business

Pinnacle – TEAM Software, The TEAM Code

Platinum – Amber Pharmacy, We Treat Your Members Like Family Brochure

Gold – Steier Group, Archdiocese of Omaha

Silver – Amber Pharmacy, Pharm Phacts Daily Newsletter

Bronze – Iridian, Lightbox Branding

Large Business

Pinnacle – Bozell, HIVE

Platinum – Bozell, Tnemec e-Newsletter

Gold – Jet Linx, SOAR Magazine

Silver – Iridian, Dell EMC World Mailer

Bronze – Iridian, Elle Virus Mailer

DIGITAL MEDIA

Not-for-Profit

Pinnacle – KidGlov, Make Your Mark Digital Media

Platinum – Bozell, Orpheum Theater Kiosk

Gold – Canary & Coal, 2017 GIVE65 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, #KnowelsKnows

Platinum – TEAM Software, View Master and Reel

Gold – TEAM Software, BSCAI Happy Hour

Silver – SCORR Marketing, 2017 Holiday Gift Mailers

Bronze – Edge Magazine, Our Youth

Large Business

Pinnacle – KidGlov, Polyworx Tradeshow

Platinum – Iridian, RTG Nurses Week

Gold – Bozell, Share Sweetness

Silver – SCORR Marketing, Covance 3D Mailer

Bronze – Redstone, Mrs. B's Clearance Center Q4 2017 TV Test

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

Small 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

Large 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

Gold – Envoy, Inc., OneWorld Community Health Centers Video Testimonials

Silver – Envoy, Inc., Boys Town - The Work Will Continue Documentary

Bronze – Creighton University, Stories from the Jesuit Gardens

Small Business

Pinnacle – Amber Pharmacy, How a Specialty Pharmacy Should Be

Platinum – TEAM Software, Connect with Us

Gold – TEAM Software, Insights Dashboard

Silver – TEAM Software, Integrated Software for Contractors

Large Business

Pinnacle – KidGlov, Polyworx Motion Graphics

Platinum – Bozell, Notes

Gold – Iridian, RTG Culture Video

Silver – Bozell, Darrel Rufer Beekeeper

Bronze – Iridian, Milano Meatballs Recipe Video

BEST OF SHOW

Bozell, Holiday Answer

MARKETER OF THE YEAR

Randa Zalman, Canary & Coal and Insurance Marketing Institute

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

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