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— 2020 —

# PINNACLE AWARDS

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**DISCOVER OUT-OF-THIS-WORLD WORK**



AM > | Omaha

# 2020 PINNACLE AWARD WINNERS



## STUDENT

**PINNACLE** – Sarah Baggett, Bellevue University, Quantitative and qualitative data analytics

**GOLD** – Lisa Wilson, Bellevue University, Orange Blossom Photography E-Marketing Plan

**SILVER** – Lindsey Ciurej, Bellevue University, Impact of Social Media Advertising on Purchasing Habits Research Report

**BRONZE** – Gregory Brown, Bellevue University, Movie Theater Subscription Marketing Plan

## PUBLIC RELATIONS

### NOT-FOR-PROFIT

**PINNACLE** – Emspace + Lovgren, 2019 Nebraska State Fair

**GOLD** – Bozell, 2019 College World Series

**SILVER** – KidGlov, Immanuel “Living Large” Public Relations

**BRONZE** – Bozell, Career EdVantage Launch

### SMALL BUSINESS

**PINNACLE** – Envoy, Inc., CapStone Technologies 2019-2020 Media Kit

### LARGE BUSINESS

**PINNACLE** – TD Ameritrade, TD Ameritrade Institutional LINC 2019 Event

**GOLD** – Bozell, For Their Future

**SILVER** – OBI, Focus on What Matters Campaign

**BRONZE** – First National Bank of Omaha (FNBO), FNBO “Surveys and Statistics” PR Campaign

## COMMUNICATIONS

### NOT-FOR-PROFIT

**PINNACLE** – KidGlov, Dreamweaver Foundation Communications

**GOLD** – Emspace + Lovgren, Groundbreaking Chances

**SILVER** – Emspace + Lovgren, Word of Honor

**BRONZE** – Omaha Catholic School Consortium, Omaha Catholic School Consortium--Making the Grade: Annual Report edition

## SMALL BUSINESS

**PINNACLE** – Alphascript, Alphascript Style Guide

**GOLD** – Alphascript, Alphascript Patient Welcome Packet

### LARGE BUSINESS

**PINNACLE** – TD Ameritrade, TD Ameritrade Institutional Independent Advisor Magazine

**GOLD** – WoodmenLife, WoodmenLife My Choice IUL Brochure

**SILVER** – WoodmenLife, Family Term Lead Generation Campaign

**BRONZE** – Carson Group, Carson Partnership Guide

## DIGITAL MEDIA

### NOT-FOR-PROFIT

**PINNACLE** – KidGlov, Immanuel “Living Large” Digital Media

**GOLD** – KidGlov, MembersOwn “Your Choice Auto” Digital Media

**SILVER** – KidGlov, Prevention Coalition TalkHeart2Heart Digital Media

**BRONZE** – Emspace + Lovgren, Project Harmony Website

### SMALL BUSINESS

**PINNACLE** – Bozell, Feltman’s of Coney Island Website

**GOLD** – Seldin Company, Ravello 192 Geofencing Campaign

**SILVER** – Envoy, Inc., Harbinger Partners Social Media

**BRONZE** – Bozell, Kros Strain Website

### LARGE BUSINESS

**PINNACLE** – KidGlov, Farmers & Merchants Bank Digital Media

**GOLD** – KidGlov, SouthPointe Pavilions Influencer Marketing

**SILVER** – TD Ameritrade, TD Ameritrade Institutional Website Consolidation and Redesign

**BRONZE** – Bozell, Find Your Honey

## PROMOTIONS

### NOT-FOR-PROFIT

**PINNACLE** – KidGlov, Dreamweaver Foundation Promotions

**GOLD** – Emspace + Lovgren, ArchOmaha Unite

**SILVER** – KidGlov, Immanuel Here for you. Not for Profit Promotions

**BRONZE** – Creighton University, Black Alumni Reunion Event

### SMALL BUSINESS

**PINNACLE** – SCORR Marketing, LTS Ad Series

### LARGE BUSINESS

**PINNACLE** – OBI, Ins and Outcomes Campaign

**GOLD** – KidGlov, Farmers & Merchants Bank Promotions

**SILVER** – Omaha Storm Chasers, Potholes Promotions

**BRONZE** – TEAM Software, Inc., ISSA Show 2019

## TOTAL MARKETING CAMPAIGN

### NOT-FOR-PROFIT

**PINNACLE** – Omaha Public Power District, OPPD Community Solar Launch Campaign

**GOLD** – Creighton University, Giving Day 2019

**SILVER** – Creighton University, Winter Session Enrollment Campaign

**BRONZE** – Emspace + Lovgren, High Five for Quality

### SMALL BUSINESS

**PINNACLE** – Bozell, The Great Excheeriment

**GOLD** – RTG Medical, RTG Medical Provides Ingredients for a Nurse’s Recipe for Success

**SILVER** – Eleven Twenty-Three, Renaissance Festival of Nebraska

**BRONZE** – Envoy, Inc., Memory Lane Dairy’s “That’s Fresh!” Campaign

### LARGE BUSINESS

**PINNACLE** – Jet Linx, The Tutu Project x Jet Linx 2019

**GOLD** – TD Ameritrade, TD Ameritrade Institutional \$0 Commission Announcement Campaign

**SILVER** – Envoy, Inc., Hiland Dairy’s “How Do You Cottage Cheese?” Campaign

**BRONZE** – WoodmenLife, WoodmenLife My Choice IUL Launch Campaign

## VIDEO

### NOT-FOR-PROFIT

**PINNACLE** – Children’s Hospital & Medical Center, Children’s Gala Video

**GOLD** – Bozell, 2019 Membership

**SILVER** – Boys Town, Nebraska Family Helpline: Whatever Age. Whatever Stage.

**BRONZE** – Envoy, Inc., OneWorld All Are Welcome Video

### SMALL BUSINESS

**PINNACLE** – Seldin Company, Greenhouse Apartments - Our Residents Love Us!

### LARGE BUSINESS

**PINNACLE** – WoodmenLife, My Choice Indexed Universal Life Video

**GOLD** – Bozell, A Home That Fits

**SILVER** – Carson Group, Carson Group Excell 2020

**BRONZE** – Envoy, Inc., Hiland Dairy Cottage Cheese Commercial

## BEST OF SHOW

KidGlov, Farmers & Merchants Bank Digital Media

## BOB OTIS DIAMOND AWARD

Jordan Maddex-Kopp, Jet Linx Aviation

## IN-HOUSE OF THE YEAR

WoodmenLife

## AGENCY OF THE YEAR

Emspace + Lovgren

## MARKETER OF THE YEAR

Angela Roeber, Project Harmony Child Advocacy Center