

2018 Prism Winners

Winner	Company/Agency/Organization	Category	Division	Entry Title
Prism Winner	Geist	Animation/Motion Graphics	Large Business	Redefine Downtime Video
Merit Winner	Geist	Animation/Motion Graphics	Large Business	Holiday Video 2017
Prism Winner	Geist	B-2-B Marketing Campaign	Large Business	Redefine Downtime Marketing Campaign
Merit Winner	KidGlov	B-2-B Marketing Campaign	Large Business	Polyworx Campaign
Prism Winner	SCORR Marketing	B-2-B Marketing Campaign	Small Business	Elligo: Physician Campaign
Prism Winner	Swanson Russell	Brand Launch Campaign	Large Business	American to the Core Campaign
Prism Winner	Geist	Collateral	Large Business	Product Overview Brochure
Merit Winner	Union Bank & Trust	Collateral	Large Business	Summitting Everest – An evening with Robert Kay
Prism Winner	KidGlov	Collateral	Non-Profit	Immanuel Communities 2017 Annual Report
Merit Winner	University of Nebraska State Museum	Collateral	Non-Profit	Guts & Glory "Love Notes"
Prism Winner	Swanson Russell	Consumer Marketing Campaign	Large Business	Rain Bird Defend Your Turf Campaign
Merit Winner	Transformation Marketing	Consumer Marketing Campaign	Large Business	Epp Concrete Online Marketing Campaign
Prism Winner	KidGlov	Consumer Marketing Campaign	Non-Profit	Make Your Mark Campaign
Merit Winner	Nebraska Tourism	Consumer Marketing Campaign	Non-Profit	Nebraska Passport Program
Prism Winner	Maly Marketing	Consumer Marketing Campaign	Small Business	New Adventures of Buffalo Bill - Visit North Platte
Merit Winner	Simple Strat	Consumer Marketing Campaign	Small Business	Gibault Catholic Campaign
Merit Winner	Transformation Marketing	Corporate Identity/Branding	Large Business	Epp Concrete Re-Brand
Merit Winner	KidGlov	Corporate Identity/Branding	Non-Profit	PromiseShip Corporate Identity
Merit Winner	Simple Strat	Corporate Identity/Branding	Small Business	Early Bird Run Branding
Prism Winner	Union Bank & Trust	Digital/Internet	Large Business	A Beautiful Card in Digital
Merit Winner	KidGlov	Digital/Internet	Large Business	"Ask Your House" Digital Campaign
Prism Winner	KidGlov	Digital/Internet	Non-Profit	Make Your Mark Digital Media
Prism Winner	Maly Marketing	Digital/Internet	Small Business	Nebraska Eclipse Digital Marketing Campaign
Prism Winner	FACTS Management	Email Blast or Series	Large Business	FACTS 2017 Fall Email Campaign
Prism Winner	Nebraska Tourism	Guerilla Marketing Campaign	Non-Profit	Nebraska Passport Program
Merit Winner	KidGlov	Guerilla Marketing Campaign	Non-Profit	ProsperLincoln Post-It Note Tower
Merit Winner	Union Bank & Trust	Integrated Public Relations	Large Business	THE NEXT 100 Community
Prism Winner	Nebraska Tourism	Integrated Public Relations	Non-Profit	Nebraska Passport Program
Merit Winner	University of Nebraska Federal Credit Union	Integrated Public Relations	Small Business	Recycle Your Eclipse Glasses
Prism Winner	Geist	Landing Page	Large Business	Redefine Downtime Landing Page
Prism Winner	KidGlov	Logo Design	Non-Profit	PromiseShip Logo
Prism Winner	SCORR Marketing	Logo Design	Small Business	Cunningham's: Logo
Merit Winner	Simple Strat	Logo Design	Small Business	Logo Design - Small Business
Prism Winner	Swanson Russell	Long-form Video	Large Business	The Next 100: The Backpack Program
Merit Winner	Swanson Russell	Long-form Video	Large Business	The Next 100 Roots
Prism Winner	Red Thread Creative	Long-form Video	Non-Profit	2017 United Way Campaign Video
Prism Winner	Three Pillars Media	Long-form Video	Small Business	WE ARE CVA - Rope Rescue
Merit Winner	Digital Sky	Long-form Video	Small Business	Powered Up
Merit Winner	Three Pillars Media	Long-form Video	Small Business	Hornady New Products 2018
Prism Winner	Swanson Russell	Magazine	Large Business	SiteOne Brand Ads
Merit Winner	Union Bank & Trust	Magazine	Large Business	Private Banking Next 100 Brand Campaign
Prism Winner	Geist	Marketing Maverick	Large Business	Our Year of Being Awesome
Merit Winner	KidGlov	Marketing Maverick	Large Business	Smart Cookie Campaign
Merit Winner	Union Bank & Trust	Marketing Maverick	Large Business	THE NEXT 100
Prism Winner	Nebraska Tourism	Marketing Maverick	Non-Profit	Nebraska Passport Program
Merit Winner	KidGlov	Marketing Maverick	Non-Profit	Immanuel Communities Non-Profit Difference Campaign
Prism Winner	University of Nebraska Federal Credit Union	Marketing Maverick	Small Business	Recycle Your Eclipse Glasses
Prism Winner	KidGlov	Microsite	Large Business	Polyworx Microsite
Merit Winner	Swanson Russell	Microsite	Large Business	Propane Can Do That (PCDT) Microsite
Prism Winner	KidGlov	Mobile Ads	Large Business	"Ask Your House" Mobile
Merit Winner	Union Bank & Trust	Newsletter	Large Business	A Beautiful Card
Prism Winner	Swanson Russell	Newsletter Series	Large Business	Drive Wire E-Newsletter
Prism Winner	Union Bank & Trust	Newspaper	Large Business	THE NEXT 100 Roots
Prism Winner	Transformation Marketing	Organic Social Media	Large Business	Papa John's Where's the Pizza Contest
Merit Winner	Geist	Organic Social Media	Large Business	Redefine Downtime Social Media
Prism Winner	NET - Nebraska's PBS & NPR Stations	Organic Social Media	Non-Profit	Carhenge Corona
Prism Winner	Swanson Russell	Organic Social Media	Small Business	Runza Social Media
Prism Winner	Swanson Russell	Out-of-Home	Large Business	Next 100 Billboard
Prism Winner	Maly Marketing	Paid Social Media	Large Business	Bright Line Eating Social Media Campaign
Merit Winner	Union Bank & Trust	Paid Social Media	Large Business	THE NEXT 100 Roots
Prism Winner	Maly Marketing	Paid Social Media	Small Business	Xero Shoes Facebook Campaign
Prism Winner	KidGlov	Point of Purchase	Large Business	Smart Cookie POP
Merit Winner	Nelnet Marketing Department	Point of Purchase	Large Business	ALLO Gateway Mall Kiosk
Prism Winner	Swanson Russell	Point of Purchase	Small Business	Summer Funza Table Tent
Prism Winner	Geist	Print or Three-Dimensional Piece	Large Business	Downtime Essentials Kit
Merit Winner	Union Bank & Trust	Print or Three-Dimensional Piece	Large Business	Angie "Thank You" Video Mailing
Prism Winner	Maly Marketing	Print or Three-Dimensional Piece	Small Business	Visit North Platte Viewmaster Mailer
Prism Winner	Swanson Russell	Product Launch Campaign	Large Business	Briggs & Stratton Q6500 Launch Campaign
Merit Winner	KidGlov	Product Launch Campaign	Large Business	Polyworx Campaign
Prism Winner	KidGlov	Radio	Large Business	All About You Radio
Merit Winner	Swanson Russell	Radio	Large Business	Designer Debit Radio (:60)
Prism Winner	Swanson Russell	Short-form Video	Large Business	American to the Core Video
Merit Winner	Swanson Russell	Short-form Video	Large Business	Propane Can Do That Overview Video
Merit Winner	NET - Nebraska's PBS & NPR Stations	Short-form Video	Non-Profit	Nebraska 150 History Moments
Prism Winner	Three Pillars Media	Short-form Video	Small Business	Mobile Text Alerts
Merit Winner	Simple Strat	Short-form Video	Small Business	Simple Strat Branding Video
Prism Winner	Swanson Russell	Social Media Campaign	Large Business	SiteOne Social Media Campaign
Merit Winner	Union Bank & Trust	Social Media Campaign	Large Business	THE NEXT 100
Prism Winner	NET - Nebraska's PBS & NPR Stations	Social Media Campaign	Non-Profit	Nebraska 150 History Moments on Social Media
Prism Winner	Transformation Marketing	Social Media Campaign	Small Business	Lincoln Orthopaedic Social Media Campaign
Merit Winner	Simple Strat	Social Media Campaign	Small Business	Simple Strat Content Marketing
Prism Winner	Union Bank & Trust	Special Event	Large Business	Summitting Everest – An evening with Robert Kay
Merit Winner	Union Bank & Trust	Special Event	Large Business	THE NEXT 100 Celebration
Prism Winner	NET	Special Event	Non-Profit	The Vietnam War
Merit Winner	KidGlov	Special Event	Non-Profit	2017 Prosper Lincoln Summit
Merit Winner	Transformation Marketing	Special Event	Small Business	Ty's Outdoor Open House
Prism Winner	Swanson Russell	Television	Large Business	Textron Off Road :30 TV
Merit Winner	Swanson Russell	Television	Large Business	Next 100 TV (:60)
Prism Winner	KidGlov	Television	Non-Profit	Make Your Mark Television
Prism Winner	Union Bank & Trust	Trade Shows	Large Business	UBT Cool Zone Booth
Merit Winner	Geist	Trade Shows	Large Business	Data Center World Global Trade Show Booth
Prism Winner	Vision Exhibits	Trade Shows	Non-Profit	USDA NRCS 20x20 Island Exhibit
Prism Winner	Vision Exhibits	Trade Shows	Small Business	NRC Health 20x20 Island Exhibit
Merit Winner	SCORR Marketing	Trade Shows	Small Business	Quotient: 2017 AAPS Campaign
Prism Winner	SCORR Marketing	Website	Large Business	Microsystems: Website
Prism Winner	KidGlov	Website	Non-Profit	PromiseShip Website
Merit Winner	SCORR Marketing	Website	Small Business	OTTR: Website