

**2015 Prism Awards  
Merit Award Winners**



Category & Name	Business Type	Entry Title	Company
Public Relations	Non-Profit	Hastings "Live Wide Open!" Campaign	IdeaBank Marketing
Corporate Identity/Branding	Small Business	Live Consulting Identity	Three Pillars Media
Corporate Identity/Branding	Non-Profit	Nebraska Children Rebrand	Nebraska Children and Families Foundation
Logo	Small Business		UNANIMOUS
Out of Home	Large Business	Homegirl	Union Bank & Trust
Magazine	Large Business	Pay Increase	Crete Carrier Corporation
Magazine	Non-Profit	Doane Magazine	Doane College
TV Advertising	Small Business	Contemporary Woods Moving Sale Commercial	Transformation Marketing
TV Advertising	Small Business	Contemporary Woods Holiday Table Commercial	Transformation Marketing
TV Advertising	Large Business	OB Television - Hattie	Swanson Russell
Digital/Internet	Large Business	Advertising	KidGlov
Special Event	Small Business	SCORR 10 year Campaign	SCORR Marketing
Special Event	Large Business	Sack Lunch Sessions	Cornerstone Print and Marketing
Special Event	Non-Profit	<i>Titanaboa</i> : Monster Snake Exhibit Opening Weekend	University of Nebraska State Museum
Products/Service Brochure	Large Business	Collateral	KidGlov
Products/Service Brochure	Non-Profit	Pediatric Stroke: My Workbook	Madonna Rehabilitation Hospital
Animation/Motion Graphics	Large Business	Drive for Crete Carrier	Crete Carrier Corporation
Video Feature, Documentary or Marketing Video	Large Business	M2 Paint Video	Duncan Aviation
Video Feature, Documentary or Marketing Video	Large Business	Smarter in :90 Videos	Union Bank & Trust
Video Feature, Documentary or Marketing Video	Non-Profit	Woods Tennis Fundraising Video	Three Pillars Media
Video Feature, Documentary or Marketing Video	Non-Profit	Taste of the Tailgate Videos	Three Pillars Media
Trade Show Booth Display	Large Business	Experts at Work AEA Booth	Duncan Aviation
Student Marketing Research	Student	"Feet on the Ground, Eyes on the Horizon": Focusing on John Deere and the Agriculture Industry	University of Nebraska - Lincoln, Advertising & Public Relations
Marketing Maverick	Non-Profit	Marketing Maverick	KidGlov
Special Events	Student	#IWILLLISTEN - Reducing the Stigma of Mental Illness	University of Nebraska - Lincoln, Advertising & Public Relations
B2B Marketing Campaign	Large Business	Returning Gifts	Cornerstone Print and Marketing
Consumer Marketing Campaign	Small Business	Roca Berry Farm 2014 Marketing Campaign	Transformation Marketing
Consumer Marketing Campaign	Large Business	Visit Nebraska. Visit Nice.	Bailey Lauerman
Consumer Marketing Campaign	Non-Profit	Big Red Lied Experience Launch	Lied Center for Performing Arts
Digital Marketing Campaign	Large Business	Centris Stir Cove Concert Series Ticket Giveaway	Hurrdat
Guerilla Marketing	Large Business	NBAA Leadership Conference Promotions	Duncan Aviation
Guerilla Marketing	Non-Profit	Guerilla Marketing Campaign	KidGlov
Direct Marketing - Print Piece or 3D Piece	Small Business	End of Year Non Profit Direct Mail	Firespring
Direct Marketing - Print Piece or 3D Piece	Small Business	End of Year Print Direct Mail	Firespring
Direct Marketing - Print Piece or 3D Piece	Large Business	Visit Nebraska. Visit Nice. Calendar	Bailey Lauerman
Direct Marketing - Print Piece or 3D Piece	Non-Profit	Direct Marketing	KidGlov
Email Newsletter Series	Large Business	Pay Increase Emails	Crete Carrier Corporation
51 Newsletter Series	Non-Profit	Nonprofit Hub Magazine	Nonprofit Hub
Website Design	Large Business	The Hours Project	Bailey Lauerman
Website Design	Large Business	Amigo's/Kings Classic Website	UNANIMOUS
Website Design	Large Business	Celerion Website	UNANIMOUS

Website Design	Non-Profit	Hastings Collaborative Websites	IdeaBank Marketing
6C Website Design	Non-Profit	Grand Island Public Schools Website	IdeaBank Marketing
6C Website Design	Non-Profit		UNANIMOUS
7A Social Media	Small Business	Anderson Credit Connection Social Media Campaign	Transformation Marketing
7B Social Media	Large Business	Social Media	KidGlov
Social Media	Non-Profit	The Boomer Esiason Foundation Awareness Campaign	Hurrdat
Mobile Media	Large Business	Mobile Media	KidGlov