

A M A I N C O L N

For Marketing Professionals

Congratulations to all of the 2012 award winners:

Category Name	Company	Entry Title	Prism	Merit
Marketing Maverick - Non Profit	Wineman Communications Group	Lincoln Midwest Ballet Company	X	
Marketing Research - Large Business	Firespring	Non-Profit Video Infographic	X	
Marketing Campaign, B2B Marketing - Large Business	Firespring	iPad Year End Mailer	X	
Marketing Campaign, B2B Marketing - Large Business	Swanson Russell	Rain Bird HE-VAN Nozzles		X
Marketing Campaign, Consumer Marketing - Small Business	Idea Bank Marketing	Tailgating Advertising Campaign	X	
Marketing Campaign, Consumer Marketing - Small Business	Transformation Marketing	Utopia Salon & Day Spa - Christmas Campaign		X
Marketing Campaign, Consumer Marketing - Large Business	Union Bank and Trust	E-statement Campaign	X	
Marketing Campaign, Consumer Marketing - Large Business	Idea Bank Marketing	Zombie Ammo Product Launch		X
Marketing Campaign, Consumer Marketing - Non profit	Wineman Communications Group	Tabitha	X	
Marketing Campaign, Consumer Marketing - Non profit	Madonna ProActive	A Healthier Weigh at ProActive		X
Guerilla Marketing - Small Business	Leadership Resources	Development Dan & Productivity Patty	X	
Guerilla Marketing - Large Business	Union Bank & Trust	Race to the Place	X	
Direct Marketing, Print Piece or Three-Dimensional Piece - Large Business	Bailey Lauerman	RAMP Branding Iron	X	
Direct Marketing, Print Piece or Three-Dimensional Piece - Large Business	Swanson Russell	Gravelly Landscape Contractor Chain Mailer		X
Direct Marketing, Newsletter Series - Non-profit	BryanLGH Health System	Journeys Magazine	X	
Website Design - Large Business	Bailey Lauerman	EscapeYourBank.com	X	
Website Design - Large Business	Swanson Russell	Cushman		X
Website Design - Non profit	Pickering Creative Group	Nebraska Community Blood Bank	X	
Website Design - Non profit	Swanson Russell	The Fertilizer Institute		X
Social Media - Small Business	Transformation Marketing	British Parts Northwest Social Media		X
Social Media - Large Business	Swanson Russell	Runza People's Burger	X	
Social Media - Large Business	Bailey Lauerman	EscapeYourBank.com		X
Social Media - Non-Profit	Madonna Rehabilitation Hospital	Madonna Facebook Profile		X
Mobile Media - Large Business	Union Bank & Trust	My Style Sweepstakes - QR Code	X	
Mobile Media - Large Business	Pickering Creative Group	Crete Carrier Corporation - Mobile Media		X
Digital Signage - Large Business	Bailey Lauerman	Corporate Recognition, Union Pacific Railroad & Zoo Foundation	X	
Integrated PR/Communications - Large Business	Union Bank	Community Choice Challenge: Bonner Springs, KS		X
Integrated PR/Communications - Large Business	Swanson Russell	\$299 Weatherby Campaign	X	
Integrated PR/Communications - Non Profit	Madonna Rehabilitation Hospital	Rewalk Media Event	X	
Corporate Identity - Small Business	Transformation Marketing	Bella Vita, logo & brand		X
Corporate Identity - Small Business	Pickering Creative Group	Progress Printing Plus Corporate Identity	X	
Corporate Identity - Large Business	Bailey Lauerman	Lysto Corporate Identity		X
Corporate Identity - Large Business	Swanson Russell	Cushman Brand Identity	X	
Corporate Identity - Non Profit	Wineman Communications Group	Nebraska Health Care Association		X
Corporate Identity - Non Profit	Wineman Communications Group	Tabitha	X	
Advertising, Newspaper- Large Business	Union Bank & Trust Co.	Mortgage Loan "Perfect Arrangement"		X
Advertising, Newspaper - Non Profit	Madonna ProActive	Lift Your Spirits		X
Advertising, Newspaper - Non Profit	Wineman Communications Group	Lincoln Midwest Ballet	X	
Advertising, Out of Home - Non Profit	Madonna Rehabilitation Hospital	Lincoln Airport Ads		X
Advertising, Out of Home - Non Profit	Madonna ProActive	Lift Your Spirits	X	
Advertising, Magazine - Small Business	Wineman Communications Group	Decision Logic	X	
Advertising, Magazine - Large Business	Swanson Russell	HODGDON CFE Print Ad	X	
Advertising, Magazine - Non-profit	Madonna Rehabilitation Hospital	"From Research to Reality" Booklet	X	
Advertising, TV - Large Business	Swanson Russell	Cornerstone TV		X
Advertising, TV - Large Business	Bailey Lauerman	Conversation TV	X	
Advertising, TV - Non profit	Wineman Communications Group	Tabitha		X
Advertising, TV - Non profit	Swanson Russell	A-FAN TV Spot	X	
Advertising, Internet - Large Business	Swanson Russell	Humminbird Down Imaging Digital Ads		X
Advertising, Internet - Large Business	Bailey Lauerman	"You'll Find Us" Online Ads	X	
Special Event - Small Business	SCORR Marketing	"Obscure Holiday: National Dog Day"	X	
Special Event - Large Business	Union Bank and Trust	Night at the Booseum		X
Special Event - Large Business	Swanson Russell	Vanguard Engines Knockout Power Challenge	X	
Special Event - Non profit	Wineman Communications Group	Lincoln Midwest Ballet		X
Special Event - Non profit	Make-A-Wish Foundation of Nebraska	Big Red Kickoff Dinner	X	
Marketing Department of One	Leadership Resources	Development Dan and Productivity Patty	X	
Student Marketing Maverick - Collateral	Student Marketing Maverick	NUtech Ventures		X