

2017 Merit Winners			
Company/Agency/Organization	Category / Name	Division	Entry Title
Ameritas Life Insurance Corp.	Long-form Video	Large Business	Securing a Lasting Legacy
Ameritas Life Insurance Corp.	Social Media Campaign	Large Business	This is Parker
Ameritas Life Insurance Corp.	Magazine Ad	Large Business	Husker Sports Magazine Ads
Crete Carrier Corporation	Landing Page Design	Large Business	CompareYourPay.com
Crete Carrier Corporation	Special Event	Large Business	Great American Trucking Show Kiosk
Doane University	Magazine Ad	Non-Profit	Doane Magazine
Doane University	Radio Ad	Non-Profit	Doane University: Earn Your Shield
Doane University	Short-form Video	Non-Profit	Doane University: How Will You Earn Your Shield?
Doane University with Ervin & Smith	Brand Launch	Non-Profit	Earn Your Shield Campaign
Downtown Lincoln Association	Collateral	Non-Profit	Downtown 101: "Shop Quiz"
Downtown Lincoln Association	Special Event	Non-Profit	Downtown 101
Duncan Aviation	Guerrilla Marketing	Large Business	Falcon 7X-1C Summit
Erin Wirth	Brand Launch	Small Business	Lincoln Craft Studio Brand Launch
Geist	Animation/Motion Graphics	Large Business	Geist Holiday Video - 2016
Geist	Social Media Campaign	Large Business	Speed of Delivery
KidGlov	Digital/Internet Ad	Large Business	Last Year's Santa Digital Campaign
KidGlov	Logo Design	Non-Profit	Matt Talbot Brand Refresh
KidGlov	Marketing Research	Non-Profit	Matt Talbot Brand Advancement
KidGlov	Paid Social Media	Large Business	SouthPointe Pavilions Paid Social Media
KidGlov	Product Launch	Large Business	SouthPointe Pavilions App
KidGlov	Short-form Video	Large Business	SouthPointe Pavilions Santa Video
KidGlov	Website Design	Non-Profit	ProsperLincoln.org
KidGlov	Special Event	Non-Profit	Give to Lincoln Day Hopscotch and Festival
Nebraska Interactive	Website Design	Small Business	Nebraska.gov, The Official State Website
Nelnet Marketing	Brand Launch	Large Business	ALLO Rebrand
Nelnet Marketing	Print or Three-Dimensional Piece	Large Business	Lincoln Presales Direct Mail
Nelnet Marketing	Product Launch	Small Business	Vosaic Rebrand from Studiocode Group
Red Thread Creative	Landing Page Design	Small Business	Get Back to the Good Life Website
SCORR Marketing	Collateral	Large Business	Cryoport: Case Studies
SCORR Marketing	Trade Shows	Large Business	endpoint: DIA Booth
Swanson Russell	Animation/Motion Graphics	Non-Profit	University of Nebraska Commit to Complete
Swanson Russell	B-2-B Marketing	Large Business	SiteOne Save Strong Campaign
Swanson Russell	B-2-B Marketing	Non-Profit	University of Nebraska Commit to Complete
Swanson Russell	Consumer Marketing	Non-Profit	University of Nebraska Commit to Complete
Swanson Russell	Corporate Identity/Branding	Large Business	Bad Boy Off Road Branding
Swanson Russell	Integrated Public Relations	Large Business	Bad Boy Off Road Stampede Press Events
Swanson Russell	Logo Design	Large Business	Bad Boy Off Road Logo
Swanson Russell	Microsite Design	Large Business	Stampede Microsite
Swanson Russell	Microsite Design	Non-Profit	University of Nebraska Commit to Complete
Swanson Russell	Radio Ad	Large Business	UBT: State Pride Radio Ad
Swanson Russell	Television Ad	Large Business	UBT: Way to Wonder Campaign
Swanson Russell	Website Design	Large Business	Bad Boy Website
Transformation Marketing	Consumer Marketing	Small Business	GE Landscape Supply Web Optimization
Transformation Marketing	Digital/Internet Ad	Small Business	Epp Concrete PPC
Transformation Marketing	Long-form Video	Non-Profit	Dawson County Area Development
UNANIMOUS	Email Blast or Series	Non-Profit	Lincoln Children's Museum Email Series
UNANIMOUS	Guerrilla Marketing	Non-Profit	Vision Maker Media Proclamation
UNANIMOUS	Marketing Maverick	Small Business	Cheever Construction Online Plan Room
UNANIMOUS	Special Event	Small Business	dRofus
Union Bank & Trust	Consumer Marketing	Large Business	Popmoney Payments Campaign
Union Bank & Trust	Email Blast or Series	Large Business	New Deposit Customer Email Onboarding
Union Bank & Trust	Marketing Research	Large Business	Millennial Auto Loan Predictive Model
Union Bank & Trust	Newspaper Ad	Large Business	"It's Not Me, It's You"
University of Nebraska State Museum	Marketing Maverick	Non-Profit	Ashfall Fossil Beds 25th Anniversary Season Marketing Plan
University of Nebraska-Lincoln, Advertising & Public Relations	Marketing Research	Student	Big Ten Fan Face-Off
University of Nebraska-Lincoln, Advertising & Public Relations	Short-form Video	Student	Big Ten Fan Face-Off