

2019 AMA PRISM AWARD WINNERS

The Prisms recognize excellence in marketing in Lincoln and its surrounding communities. The following award winners represent the area's most brilliant marketing of 2019.

1

MARKETING CAMPAIGN

B2B MARKETING CAMPAIGN

NRC Health Real-time Webinar Campaign, **NRC Health**

CONSUMER MARKETING CAMPAIGN

Textron Off Road - Wildcat XX Launch Campaign, **Swanson Russell**

BTN Tailgate Show: Big Spirits, Big Games, Big Ten, **UNL College of Journalism**

Nebraska Passport 2018, **Nebraska Tourism Commission**

PRODUCT MARKETING CAMPAIGN

FACTS Giving Launch, **Nelnet Marketing**

2

MARKETING MAVERICK

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Hey Smartie, **KidGlov**

Nebraska Passport 2018, **Nebraska Tourism Commission**

3

MARKETING RESEARCH

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St. Monica's Brand Refresh, **KidGlov**

Davis Design Brand, **KidGlov**

BTN Tailgate Show: Big Spirits, Big Games, Big Ten, **UNL College of Journalism**

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GUERILLA MARKETING CAMPAIGN

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Tax Refund Campaign, **Union Bank & Trust**

Poo Happens!, **University Housing**

5

DIRECT MARKETING

PRINT OR THREE-DIMENSIONAL PIECE

UBT Ag Loans State Fair Invite, **Union Bank & Trust**

Boots & Buckets Invitation, **KidGlov**

ITPAC Direct Mailer, **Maly Marketing**

EMAIL BLAST OR SERIES

Textron Offroad - Wildcat XX Direct Marketing, **Swanson Russell**

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WEBSITE DESIGN

WEBSITE (>5 PAGES)

FACTS Rebrand Website, **Nelnet Marketing**

ALLO Website, **Nelnet Marketing**

MICROSITE (<5 PAGES)

24th Annual NRC Health Symposium Website, **NRC Health**

LANDING PAGE

Textron Off Road - Wildcat CC Microsite, **Swanson Russell**

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SOCIAL MEDIA

PAID SOCIAL MEDIA

12 Days of Giveaways, **KidGlov**
 Seniors Speak Social Success, **KidGlov**
 Kearney Birding Campaign, **Maly Marketing**

SOCIAL MEDIA CAMPAIGN (PAID/ORGANIC)

LRS Healthcare Travcon Takeover Campaign, **Firespring**
 Seniors Speak Social Campaign, **KidGlov**

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INTEGRATED PUBLIC RELATIONS

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"Nebraska, Honestly It's Not For Everyone." Announcement, **Nebraska Tourism Commission**

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CORPORATE IDENTITY

CORPORATE IDENTITY/BRANDING

FACTS Brand Identity, **Nelnet Marketing**
 Hopespoke Brand, **KidGlov**
 Making Ideal Happen, **KidGlov**

LOGO DESIGN

FACTS Logo, **Nelnet Marketing**
 St. Monica's Logo, **KidGlov**
 Davis Design Logo, **KidGlov**

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ADVERTISING

NEWSPAPER

Immanuel IMM Newspaper, **KidGlov**

MAGAZINE

Renovation Partner Print Ad, **Swanson Russell**
 "Why Not Now?" Annual Report Magazine, **KidGlov**

TELEVISION

Union Bank & Trust 2018 UBTGO TV: Debit Card Control, **Swanson Russell**

DIGITAL/INTERNET

E-Z-GO - 2018 Brand Campaign Digital Ads, **Swanson Russell**
 IMM Lead Generation Campaign, **KidGlov**
 Country Stampede Campaign, **Maly Marketing**

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SPECIAL EVENT

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24th Annual NRC Health Symposium, **NRC Health**
 Dreamweaver Boots & Buckets, **KidGlov**
 Nebraska Tech Summit Presented by Five Nines, **Five Nines**

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COLLATERAL

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NRC Health Rock & Soul SHSMD Reception Mailer, **NRC Health**
 "Why Not Now?" Annual Report, **KidGlov**
 Maly Marketing Coasters, **Maly Marketing**

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VIDEO

LONG-FORM VIDEO (>90 SECONDS)

Textron Off Road - Wildcat XX "Ride Over Everything" Launch Video, **Swanson Russell**

SHORT-FORM VIDEO (<90 SECONDS)

FACTS Story Video, **Nelnet Marketing**

"Different" Television, **KidGlov**

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TRADE SHOW

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UBT Pie Shop - Thrive! Senior & Boomer Expo, **Union Bank & Trust**