

**2015 Prism Awards  
Prism Award Winners**



Category	Business Type	Entry Title	Business Name
Public Relations	Large Business	The Hours Project	Bailey Lauerman
Out of Home	Large Business	Visit Nebraska. Visit Nice.	Bailey Lauerman
Magazine	Large Business	Visit Nebraska. Visit Nice.	Bailey Lauerman
Products/Service Brochure	Large Business	Visit Nebraska. Visit Nice. Nebraska Passport	Bailey Lauerman
Products/Service Brochure	Large Business	Visit Nebraska. Visit Nice. Travel Guide	Bailey Lauerman
Feature, Documentary or Marketing Video	Large Business	Visit Nebraska. Visit Nice. Webisode Series	Bailey Lauerman
Marketing Research	Large Business	Visit Nebraska. Visit Nice.	Bailey Lauerman
Website Design	Large Business	Visitnebraska.com	Bailey Lauerman
Website Design	Large Business	Nebraskapassport.com	Bailey Lauerman
Mobile Media	Large Business	Nebraska Passport	Bailey Lauerman
Student Selling and Sales Management	Student	Student Categories	Campus Special / Chegg
Feature, Documentary or Marketing Video	Large Business	2,164	Cornerstone Print and Marketing
Social Media	Large Business	12 Days of Crazy	Cornerstone Print and Marketing
Digital/Internet	Large Business	You Tube Video Pre Roll	Crete Carrier Corporation
Product Launch	Non-Profit	3-Year Graduation Program	Doane College
Guerilla Marketing	Non-Profit	3-Year Foam Finger Campaign	Doane College
TV Advertising	Non-Profit	2014 Doane College Television Ad	Doane College with Agent
Special Event	Non-Profit	P Street Week	Downtown Lincoln Association
Special Event	Large Business	Industry Benchmark: Aircraft Paint	Duncan Aviation
Guerilla Marketing	Small Business	PaymentSpring Direct Mail	Firespring
Website Design	Non-Profit	St. Baldricks Hero Funds	Firespring
Digital Marketing	Small Business	Community Savings Bank Facebook Launch	Hurrdat
Public Relations	Small Business	Integrated Public Relations/Marketing Communications	KidGlov
Logo	Non-Profit	Corporate Identity	KidGlov

Marketing Maverick	Small Business	Marketing Maverick	KidGlov
Marketing Maverick	Large Business	Marketing Maverick	KidGlov
Product Launch	Small Business	Marketing Campaign	KidGlov
Digital Marketing	Large Business	Marketing Campaign	KidGlov
Student Special Events	Student	Big Red Lied Experience Launch	Lied Center for Performing Arts
Products/Service	Non-Profit	Madonna Rehabilitation 2014 Calendar	Madonna Rehabilitation Hospital
Newsletter Series	Non-Profit	The INDEPENDENT MAGAZINE	Madonna Rehabilitation Hospital
Animation/Motion Graphics	Non-Profit	How We Work Animation	Nebraska Children and Families Foundation
Feature, Documentary or Marketing Video	Non-Profit	2014 Sixpence Video	Nebraska Children and Families Foundation
Marketing Maverick	Non-Profit	2014 Prevention Store	Nebraska Children and Families Foundation
Consumer Marketing	Non-Profit	Early Childhood Brain Development Content Campaign	Nebraska Children and Families Foundation
Public Relations	Non-Profit	Libraries are more than Books	Research Associates/Chocolate Cake Communication Design
Out of Home	Non-Profit	World Theatre Freak Show Posters	SCORR Marketing
B2B Marketing	Non-Profit	EHA Campaign	SCORR Marketing
Direct Marketing - Print Piece or 3D	Non-Profit	World Theatre Gala Invites	SCORR Marketing
TV Advertising	Large Business	OB Television - Brothers	Swanson Russell
Product Launch	Large Business	Original Works of Debit Card	Swanson Russell
Feature, Documentary or Marketing Video	Small Business	Stirlist Video	Three Pillars Media
Website Design	Non-Profit	Taste of the Tailgate Website Design	Three Pillars Media
TV Advertising	Small Business	Liberty Arms "Can't Say That" Commercial	Transformation Marketing
Special Event	Small Business	Star City Motorsports - Customer Expo Event	Transformation Marketing
Products/Service Brochure	Small Business	Transformation Marketing Infographic Booklet	Transformation Marketing
Corporate Identity/Branding	Small Business	Unanimous Rebrand	UNANIMOUS
Website Design	Small Business	Atrinea Health Website	UNANIMOUS
Website Design	Non-Profit	Team Jack Foundation Website	UNANIMOUS
Animation/Motion Graphics	Large Business	Guess Who?	Union Bank & Trust
Trade Show Booth Display	Large Business	Big Red Welcome Bacon Booth	Union Bank & Trust
B2B Marketing	Large Business	Don't Bank with Us	Union Bank & Trust
Consumer Marketing	Large Business	Piggy Bank Match	Union Bank & Trust
Guerilla Marketing	Large Business	Grow Your Pie	Union Bank & Trust
Direct Marketing - Print Piece or 3D	Large Business	Train Ticket to Travel	Union Bank & Trust
Student Marketing Campaign	Student	#IWILLLISTEN - Reducing the Stigma of Mental Illness	University of Nebraska - Lincoln, Advertising & Public Relations

Student Marketing Research	Student	#IWILLLISTEN - Reducing the Stigma of Mental Illness	University of Nebraska - Lincoln, Advertising & Public Relations
Consumer Marketing	Small Business	Family Ties	University of Nebraska Federal Credit Union
Social Media	Non-Profit	Monster Snake Selfies	University of Nebraska State Museum
Email Newsletter Series	Non-Profit	Nonprofit Hubcap	Nonprofit Hub