

2016 Prism Winners

Company/Agency/Organization	Category & Name	Entry Title
KidGlov	Marketing Maverick Small Business	Farmers and Merchants Bank Materials
Commercial Investment Properties	Marketing Maverick Large Business	Parade of Apartment Homes
KidGlov	Marketing Maverick Non-Profit	Lancaster Event Center and Super Fair
KidGlov	Marketing Research Small Business	Farmers and Merchants Bank Marketing Research
Union Bank	Marketing Research Large Business	New Logo Research
KidGlov	Marketing Research Non-Profit	Lancaster Event Center and Super Fair Research
Swanson Russell	B2B Marketing Large Business	SiteOne Brand Launch
Transformation Marketing	Consumer Marketing Small Business	#thanksfornothing
Bailey Lauerman	Consumer Marketing Large Business	Visit Nebraska. Visit Nice.
The Lied Center for Performing Arts	Consumer Marketing Non-Profit	A Gentleman's Guide to Love and Murder Ticket Campaign
Swanson Russell	Product Launch Large Business	Ulterra Launch Campaign
IdeaBank Marketing	Digital Marketing Small Business	Arthritis Center of Nebraska Website Rebuild & Inmotion Program
KidGlov & Tomorrows Online Marketing	Digital Marketing Large Business	MembersOwn Credit Union Online Marketing Campaign
Union Bank	Guerrilla Marketing Large Business	Be a Kid-preneuer Campaign
University Health Center	Guerrilla Marketing Non-Profit	University Health Center Flash Promotions
Union Bank	Print Piece or Three-Dimensional Piece Large Business	Holiday Loan Sale Direct Mail
Nebraska Children and Families Foundation	Print Piece or Three-Dimensional Piece Non-Profit	Nebraska Children Seed Packet Mailing Win-Back Mailing
Union Bank	Email Newsletter Series Large Business	How Do You Envision Your Retirement Email Campaign
Unanimous	Website Design Small Business	O'Brien Landscape Website Design
Union Bank	Website Design Large Business	UBT Go Section of UBT.com
Unanimous	Website Design Non-Profit	Willa Cather Foundation Website
Hurrrdat	Social Media Small Business	LRS Healthcare Facebook Launch
Swanson Russell	Social Media Large Business	Bad Boy Social Media Campaign
UNL	Social Media Non-Profit	Do It Snapchat Campaign
KidGlov & Tomorrows Online Marketing	Mobile Media Large Business	MembersOwn Credit Union Mobile Campaign
Swanson Russell	Point of Purchase Small Business	Outlaw Series Naming and Package Design
Swanson Russell	Point of Purchase Large Business	The 2015 Runza Point of Purchase Campaign
Commercial Investment Properties	Public Relations Large Business	Parade of Apartment Homes PR Campaign
UNL	Public Relations Non-Profit	Johnny Carson Center for Emerging Media Arts at UNL
KidGlov	Corporate Identity Branding Small Business	Farmers and Merchants Bank Corporate Identity
Unanimous	Corporate Identity Branding Large Business	Geist Corporate Identity Branding
Doane College	Corporate Identity Branding Non-Profit	Doane College Brand Enhancement
Three Pillars Media	Logo Small Business	Hilgers Graben Brand Logo
KidGlov	Logo Non-Profit	Lancaster Event Center and Superfair Logo
Transformation Marketing	Newspaper Small Business	Nebraska Bank of Commerce CD Ads
Swanson Russell	Newspaper Large Business	Designer Debit Print Ads
Doane College	Newspaper Non-Profit	Doane College College Bound Newspaper Ads
Swanson Russell	Out-of-Home Large Business	UBT Go Out Of Home
Doane College	Out-of-Home Non-Profit	Doane College Billboards
Union Bank	Magazine Large Business	In Flight Designer Debit Card Magazine Ad
Doane College	Magazine Non-Profit	Doane Magazine
KidGlov	Radio Small Business	MembersOwn Credit Union Radio
Doane College	Radio Non-Profit	Doane College Radio Ad
Bailey Lauerman	TV Large Business	Immanuel Small Talk
KidGlov & Tomorrows Online Marketing	Digital/Internet Small Business	MembersOwn Credit Union Digital Advertising
Commercial Investment Properties	Special Event Large Business	Parade of Apartment Homes
Transformation Marketing	Special Event Non-Profit	CBMC Event Campaign
Red Thread	Product/Service Brochure Small Business	Walker Tire Quick Nick's Service Flyer
Union Bank	Product/Service Brochure Large Business	Technology Town Hall Poster
University Health Center	Product/Service Brochure Non-Profit	University Health Center Service Guide
Crete Carrier	Animation/Motion Graphics Large Business	Take Your Seat
Doane College	Animation/Motion Graphics Non-Profit	Doane College Affordability Video
Three Pillars Media	Feature, Documentary or Marketing Video Small Business	Transportation Tech Brand Video
Swanson Russell	Feature, Documentary or Marketing Video Large Business	Ulterra Launch Ramp Video
Nebraska Children and Families Foundation	Feature, Documentary or Marketing Video Non-Profit	Fremont Community Response Video
Vision Exhibits	Trade Show Booth Display Small Business	Bartlett and West Branded for Exhibit Success
Union Bank	Trade Show Booth Display Large Business	Get Rec'd Selfie Station Booth
Vision Exhibits	Trade Show Booth Display Non-Profit	Building Your Future at Union College Exhibit
University of Nebraska College of Law	Marketing Department of One	#1 Best Value Law School
UNL Massage Therapy	Student Marketing Campaign	UNL Massage Therapy Brand Awareness