

2020 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 2022.

1 MARKETING CAMPAIGN

B-2-B MARKETING CAMPAIGN

25th Annual NRC Health Symposium, **NRC Health**

CONSUMER MARKETING CAMPAIGN

Holiday Gift Card Promotion, **Swanson Russell**

Nebraska. Honestly, It's not for everyone, **Nebraska Tourism**

Tour de Cigar, **redthread**

PRODUCT LAUNCH CAMPAIGN

U-fi Student Loans, **Nelnet Marketing**

DUROMIDE Active Ingredient, **Swanson Russell**

BRAND LAUNCH CAMPAIGN

Here for you. Not for profit. Brand Campaign, **KidGlov**

Assurity Brand Identity Project & Launch, **Assurity**

2 MARKETING MAVERICK

MARKETING MAVERICK

2019 Nebraska Passport Program, **Nebraska Tourism**

FOX Deportes: Familia. Football. FOX Deportes, **UNL College of Journalism & Mass Communications**

Don't Hide Your Pride, **UNL NSAC Team**

4 GUERRILLA MARKETING CAMPAIGN

GUERRILLA MARKETING CAMPAIGN

Hey Smart Saver, **KidGlov**

5 DIRECT MARKETING

PRINT OR THREE-DIMENSIONAL PIECE

VNP Sunflower Box, **Maly Marketing**

Hey Smart Saver, **KidGlov**

Student Recruitment Campaign, **UNMC**

NEWSLETTER SERIES

College Newsletter Series, **UNMC**

EMAIL BLAST OR SERIES

Checking Promotion, **Union Bank & Trust**

6 WEBSITE DESIGN

WEBSITE (MORE THAN 5 PAGES)

Talk Heart2Heart Website, **KidGlov**

U-fi Website, **Nelnet Marketing**

New Website, **Union Bank & Trust**

MICROSITE (5 PAGES OR LESS)

2019 NRC Health Customer Experience Collaborative Website, **NRC Health**

LANDING PAGE (SINGLE PAGE)

Nebraska's Fastest Internet Landing Page, **Nelnet Marketing**

Lincoln Littles Landing Page, **KidGlov**

7 SOCIAL MEDIA

ORGANIC SOCIAL MEDIA

2019 Nelnet United Way Social Media, **Nelnet Marketing**

PAID SOCIAL MEDIA

Influencer Marketing Social Paid, **KidGlov**

Revealed Films Digital Campaign, **Maly Marketing**

SOCIAL MEDIA CAMPAIGN

Fall 2019 Social Media Campaign, **Swanson Russell**

And the Floods Came - Nebraska 2019, **NET, Nebraska's PBS and NPR Station**

8 MOBILE MEDIA

MOBILE ADS

FMB Bank Where You Roam, **KidGlov**

MembersOwn Auto Loans Mobile Ads, **KidGlov**

APPS

FOX Deportes: Your Weekend Starts on Thursday, **UNL College of Journalism & Mass Communications**

9 POINT OF PURCHASE

POINT OF PURCHASE

Take Control POS Package, **Swanson Russell**

10 INTEGRATED PUBLIC RELATIONS

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"Living Large" Integrated PR, **KidGlov and Lukas Partners**

11 CORPORATE IDENTITY

CORPORATE IDENTITY/BRANDING

Lincoln Calling, **redthread**

Speedway motors Rebrand, **Speedway Motors**

LOGO DESIGN

Talk Heart2Heart Logo, **KidGlov**

12 ADVERTISING

OUT-OF-HOME

“You Need a _____” Campaign, **Union Bank & Trust**

MAGAZINE

“You Need a _____” Private Banking Ads, **Union Bank & Trust**
 Alumni Magazine, **UNMC**

RADIO

Auto Loans Radio Campaign, **KidGlov**

TELEVISION

2020 Brand Campaign TV, **Swanson Russell**
 Here for you. Not for profit. Television, **KidGlov**

DIGITAL/INTERNET

FMB Bank Where You Roam, **KidGlov**
 Union Bank & Trust Checking Promotion, **Union Bank & Trust**
 MembersOwn Auto Loans, **KidGlov**

13 SPECIAL EVENT

SPECIAL EVENT

Prosper Lincoln Summit, **KidGlov**
 NRC Health Customer Experience Collaborative - Zappos.com, **NRC Health**

14 COLLATERAL

COLLATERAL

Kearney, Where the Heartland gathers, **Maly Marketing**
 NRC Health Pediatric Collaborative Event Mailer, **NRC Health**

15 VIDEO

ANIMATION/MOTION GRAPHICS

ALLO We Believe Animated Video, **Nelnet Marketing**
 Prosper Lincoln Vital Signs Video, **KidGlov**

LONG-FORM VIDEO (> 90 SECONDS)

Prosper Lincoln Opening/Closing Video, **KidGlov**

SHORT-FORM VIDEO (< 90 SECONDS)

ALLO We Believe Video, **Nelnet Marketing**
 Here for you. Not for profit., **KidGlov**

16 TRADE SHOWS

TRADE SHOWS

Caprion Bioscience Exhibit Lights Up AACR, **Vision Exhibits**

17 MEDIA PLANS

MEDIA PLANS

Don't Hide Your Pride, **UNL NSAC Team**