

## 2021 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.

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### 1 MARKETING CAMPAIGN

#### B-2-B MARKETING CAMPAIGN

The Medical Sales Accelerator Podcast, **Simple Strat**

2020 Sprays Campaign, **Swanson Russell**

#### CONSUMER MARKETING CAMPAIGN

Next Level Small Business Consumer Marketing Campaign, **KidGlov**

Student Recruitment Campaign, **Firespring**

PBS SUPER KIDS Activity Box, **NET, Nebraska's PBS & NPR Stations**

#### PRODUCT LAUNCH CAMPAIGN

FACTS Education Solutions Coaching Program Launch, **Nelnet**

Good Life Goodness Shipping Campaign, **redthread**

Lied Learning Online, **Lied Center for Performing Arts**

#### BRAND LAUNCH CAMPAIGN

Brand Launch Campaign, **Swanson Russell**

### 2 DIRECT MARKETING

#### PRINT OR THREE-DIMENSIONAL PIECE

Nelnet Bank 2020 Direct Mail Campaign, **Nelnet**

Community Mailer, **KidGlov**

Alumni Magazine, **UNMC**

#### NEWSLETTER SERIES

The Drive Newsletter, **Swanson Russell**

#### EMAIL BLAST OR SERIES

2020 Nelnet United Way Email Series - "Change for Change", **Nelnet**

### 3 WEBSITE DESIGN

#### WEBSITE (MORE THAN 5 PAGES)

Nelnet Campus Commerce Website Redesign, **Nelnet**

#### LANDING PAGE (SINGLE PAGE)

Jets Landing Page, **Swanson Russell**

Road Rebellion Campaign Small Business Landing Page, **KidGlov**

## 4 SOCIAL MEDIA

### ORGANIC SOCIAL MEDIA

Honest Abe's Social Media, **Jhey Photo & Design**

Women of UBT, **Union Bank & Trust**

Keeper Corner Presented by Lincoln Children's Zoo, **Lincoln Children's Zoo**

### PAID SOCIAL MEDIA

Good Life Goodness Shipping Campaign, **redthread**

### SOCIAL MEDIA CAMPAIGN

Lazlo's INC Holiday Meal Promotion, **Telesis Inc.**

ICI+ and PAR+ES Social Campaign, **Swanson Russell**

Social Media Campaign, **UNMC**

## 5 CORPORATE IDENTITY

### CORPORATE IDENTITY/BRANDING

Nelnet Brand Project, **Nelnet**

123 Connect with me Nonprofit Corporate Identity, **KidGlov**

## 6 ADVERTISING

### TRADITIONAL

Next level Communications, **KidGlov**

Jets Print Ads, **Swanson Russell**

### OUT-OF-HOME

Annual Meeting VR Experience, **redthread**

Surprise and Delight, **Union Bank & Trust**

### DIGITAL ADS

"Nebraska Kids" Digital Ads, **Swanson Russell**

Road Rebellion Campaign, **KidGlov**

2020 UNL NSAC Team, **UNL NSAC Team**

## 8 INTEGRATED PUBLIC RELATIONS

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Star Saver, **KidGlov**

Connecting Hope Campaign, **KidGlov**

## 9 SPECIAL EVENT/VIRTUAL TRADE SHOW

### SPECIAL EVENT

26th Annual NRC Health Symposium **NRC Health**

Annual Meeting VR Experience, **redthread**

Prehistoric Road Trip Online Event, **NET - Nebraska's PBS and NPR Stations**

### VIRTUAL TRADE SHOW

Kinning Design Build's Home Show Exhibit, **Vision Exhibits**

## 10 VIDEO

### ANIMATION/MOTION GRAPHICS

Climate Change NU Introduction Video, **College of Journalism & Mass Communications**  
2020 UNL NSAC Team, **UNL NSAC Team**

### LONG-FORM VIDEO (>90 SECONDS)

“We Know Your Roots” Brand Video, **redthread**

C. Everett Koop National Health Awards Video, **Union Bank & Trust**

Heart of CEDARS Capital Campaign, **KidGlov**

The Decent Co. Showcase and Pitch Video, **College of Journalism & Mass Communications**

### SHORT-FORM VIDEO (<90 SECONDS)

Heart of CEDARS Capital Campaign **KidGlov**

“Save Smarter” Pre-Roll Videos, **Swanson Russell**

2020 UNL NSAC Team, **UNL NSAC Team**

## 11 DEI

### DEI

Jacht Agency Recruitment Campaign, **College of Journalism & Mass Communications**

## 12 COVID-19 PANDEMIC RESPONSE

### COVID-19 PANDEMIC RESPONSE

26TH Annual NRC Health Symposium, **NRC Health**

COVID Creations: Finding the Silver Lining, **SevnSpero Creations**

Music on the Move, **Lied Center for Performing Arts**