

## 2022 AMA Prism and Sterling 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

One Change. Endless Cha-Ching - CompuDance Acquisition Campaign, **Nelnet**

#### CONSUMER MARKETING CAMPAIGN

5 to Thrive, **Nebraska Community Foundation**

"NUforNE" Campaign, **University of Nebraska System**

Nelnet Corporate Marketing Customer Service Recruiting Campaign, **Nelnet**

Premier Checking Campaign, **Union Bank & Trust**

Make What Matters Campaign, **Swanson Russell**

Tinder Love Brand, **2021 UNL NSAC Team**

#### BRAND LAUNCH CAMPAIGN

Nebraska Public Media Brand Launch, **Nebraska Public Media**

Children's Hospital "Make School Fruitful" Brand Launch Campaign, **KidGlov**

### 2 MARKETING RESEARCH

#### MARKETING RESEARCH

Tinder Love Brand, **2021 UNL NSAC Team**

### 3 MEDIA PLANS

#### MEDIA PLANS

Tinder Love Brand, **2021 UNL NSAC Team**

### 4 GUERRILLA MARKETING CAMPAIGN

#### GUERRILLA MARKETING CAMPAIGN

Children's Hospital "Make School Fruitful" Brand Launch Campaign, **KidGlov**

Good Times Campaign, **Maly Marketing**

Farmers & merchants Bank Star Savers, **KidGlov**

### 5 DIRECT MARKETING CAMPAIGN

#### PRINT

What if Walls Could Talk? Child Advocacy Center Annual Appeal, **KidGlov**

Alumni Magazine, **UNMC**

Farmers & Merchants Bank Hometown Bank Campaign, **KidGlov**

#### THREE DIMENSIONAL PIECE

Farmers & Merchants Bank Hometown Bank Campaign, **KidGlov**

#### EMAIL BLAST OR SERIES

Children's Hospital "Make School Fruitful" Email Campaign, **KidGlov**

MembersOwn Q2 Home Loan Email Campaign, **KidGlov**

Journey Emails, **Union Bank & Trust**

CASNR Email Campaign, **Jacht**

## 6 WEBSITE DESIGN

### WEBSITE (MORE THAN 5 PAGES)

Wilderness Park Website, **Eleanor Creative**  
NIFA Website Redesign, **KidGlov**  
Crossroads Website, **Eleanor Creative**  
Lazlo's Brewery & Grill Website, **Ebbeka Design Co.**  
NelnetInc.com Website Redesign, **Nelnet**  
NelnetEnergy.com Website Redesign, **Nelnet**

## 7 SOCIAL MEDIA

### ORGANIC SOCIAL MEDIA

Social Media Strategic Plan, **UNMC**  
Illegal Cannabis vs. Legal Hemp: What's the Difference in Nebraska?, **Nebraska Public Media**

### PAID SOCIAL MEDIA

Cascade Fountain - Cascade Honor Roll Campaign, **Eleanor Creative**  
Piggy Bank Ad Campaign, **Union Bank & Trust**

### SOCIAL MEDIA CAMPAIGN

"Leading Nebraska" Podcast Campaign, **University of Nebraska System**  
Region V Tech Away Campaign, **KidGlov**  
Voodoo Taco Social media Engagement Campaign, **redthread**  
AGC Nebraska "Pave Your Own Way" Campaign, **KidGlov**

## 8 CORPORATE IDENTITY

### CORPORATE IDENTITY/BRANDING

Wilderness Park Corporate Brand, **Eleanor Creative**  
Children's Hospital "Make School Fruitful" Campaign, **KidGlov**  
It's Your Exit, Baby • District 177, **Eleanor Creative**  
Roper & Sons, **Eleanor Creative**

### LOGO DESIGN

Your Ticket To Sports Radio, **SevnSpero Creations**  
Northeast Family Center Logo, **Jacht**

### PRINT COLLATERAL

Wilderness Park - Guide to the Future, Map to the Past, **Eleanor Creative**  
Food Bank of Lincoln "Raising Our Response to Hunger" Capital Campaign, **KidGlov**  
Farmers & Merchants Bank Hometown Bank Campaign, **KidGlov**

## 9 ADVERTISING

### TRADITIONAL (PRINT, RADIO, OTT)

CEDARS Foster Care Campaign, **KidGlov**

### DIGITAL TV

Ameritas TV Ad: On the Right Path, **Ameritas**

Tinder Love Brand, **2021 UNL NSAC Team**

### OUT-OF-HOME

Roper & Sons Billboard, **Eleanor Creative**

Auto Loan Campaign Street Graphics, **Union Bank & Trust**

### DIGITAL ADS

MembersOwn Q2 Home Loan Campaign, **KidGlov**

Union Bank & trust Deposit Campaign, **Union Bank & Trust**

Tinder Love Brand, **2021 UNL NSAC Team**

## 10 DIGITAL MEDIA

### DIGITAL MEDIA

Region V Tech Away Campaign, **KidGlov**

AGC Nebraska "Pave Your Own Way", **KidGlov**

## 11 INTEGRATED PUBLIC RELATIONS

### INTEGRATED PUBLIC RELATIONS

World's Largest Rodeo Campaign, **KidGlov**

AGC Nebraska "Pave Your Own Way", **KidGlov**

## 12 SPECIAL EVENT

### IN PERSON EVENT

World's Largest Rodeo Campaign, **KidGlov**

### VIRTUAL EVENT

WELL BEINGS: Youth Mental Health in Nebraska, **Nebraska Public Media**

2021 Virtual PenLink Training Summit, **PenLink**

Journey Countdown to Medicare Event, **Union Bank & Trust**

2021 Campus Connect User Conference marketing & Branding, **Nelnet**

### HYBRID EVENT

American Ballet Theatre National Tour Launch, **Lied Center for Performing Arts**

## 13 TRADE SHOW

### TRADE SHOW

PenLink 10x10 Display Booth, **PenLink**

## 14 VIDEO

### ANIMATION/MOTION GRAPHICS

Ishma Valenti Road to the Riches, **Perica Tomic**

Holiday Gift Card Promotion, **Swanson Russell**

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

Omaha Public Schools Oral History Video, **Jacht**

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

Wilderness Park - It's Your Wilderness, **Eleanor Creative**

CEDARS Foster Care Campaign, **KidGlov**

Roper & Sons - Honor a Good Life, **Eleanor Creative**

2021 Employees Campaign, **Swanson Russell**

McNair Scholars Program Video, **Jacht**

Tinder Love Brand, **2021 UNL NSAC Team**

## 15 DEI

### DEI

Everytime I Talk About...Black Voices in a Time of Change: Poetry, Art and Music, **Lied Center for Performing Arts**

Husker Dialogues, **Jacht**