

## 2023 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.

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### 1 MARKETING CAMPAIGN

#### B-2-B MARKETING CAMPAIGN

Rain Bird Higher Standard Campaign (Large Business), **Swanson Russell**

PenLink Online Customer Library Campaign (Large Business), **PenLink**

#### CONSUMER MARKETING CAMPAIGN

Allied Tours See America Campaign (Small Business), **Maly Marketing**

Q3 Auto Loan Campaign (Small Business), **KidGlov**

Consumer Loans HELOC Campaign (Large Business), **Union Bank & Trust**

Koch That's Framing Campaign (Large Business), **Swanson Russell**

Nebraska Promise Campaign (Non-Profit), **University of Nebraska System**

Madonna Grand Opening Campaign (Non-Profit), **Swanson Russell**

Meta Quest (Student), **University of Nebraska - Lincoln NSAC Team**

#### PRODUCT LAUNCH CAMPAIGN

JLG Rotating Telehandler Campaign (Large Business), **Swanson Russell**

Humminbird TargetLock Product Launch (Large Business), **Swanson Russell**

Connecting Hope Goes National (Non-Profit), **KidGlov**

#### BRAND LAUNCH CAMPAIGN

Only in Nebraska: A Campaign for Our University's Future (Non-Profit),

**University of Nebraska Foundation**

### 2 MARKETING RESEARCH

Meta Quest (Student), **University of Nebraska - Lincoln NSAC Team**

### 3 MEDIA PLANS

Meta Quest (Student), **University of Nebraska - Lincoln NSAC Team**

### 4 GUERRILLA MARKETING CAMPAIGN

Next Stop: StarTran (Small Business), **Eleanor**

UNMC Early Dental Health Starter Kits Project (Non-Profit), **UNMC**

## 5 DIRECT MARKETING CAMPAIGN

### PRINT

“Shaping the Future” Magazine (Non-Profit), **University of Nebraska System**  
 UNL Print Multifold Brochure (Student), **Jacht Agency**

### THREE DIMENSIONAL PIECE

Star Savers Direct Mail (Small Business), **KidGlov**  
 Minn Kota 2023 Buying Guide (Large Business), **Swanson Russell**  
 UBT COBRA Launch Kits (Large Business), **Union Bank & Trust**

### NEWSLETTER SERIES

Lazlo, Inc. Email Newsletter Launch (Small Business), **Telesis, Inc.**

### EMAIL BLAST OR SERIES

Lazlo, Inc. Email Campaign Launch (Small Business), **Telesis, Inc.**  
 Recession Campaign (Small Business), **KidGlov**  
 PenLink Social Media Myths White Paper Campaign (Large Business), **PenLink**

## 6 WEBSITE DESIGN

### WEBSITE (MORE THAN 5 PAGES)

Blue Valley Community Action (Small Business), **Eleanor**  
 Bluestem Health (Small Business), **Eleanor**  
 Voyage Healthcare Website (Small Business), **KidGlov**  
 Website Design - Penlink.com (Large Business), **PenLink**  
 Only in Nebraska: A Campaign for Our University’s Future Website (Non-Profit),  
**University of Nebraska Foundation**  
 Nebraska Arts Council Website (Non-Profit), **KidGlov**

### MICROSITE (5 PAGES OR LESS)

Lancaster County Corrections: Hello Officer (Small Business), **Eleanor**  
 Next Stop: StarTran (Small Business), **Eleanor**

### LANDING PAGE (SINGLE PAGE)

JLG Rotating Telehandler (Large Business), **Swanson Russell**  
 Kimber Rapide Landing Page (Large Business), **Swanson Russell**

## 7 SOCIAL MEDIA

### ORGANIC SOCIAL MEDIA

Le Quartier (Small Business), **Eleanor**  
 PenLink LinkedIn Strategy (Large Business), **PenLink**  
 Magic Moments 20th Anniversary Social Media (Large Business), **Union Bank & Trust**  
 Social Media Highlights of NSAA High School Football Championships (Non-Profit),  
**Nebraska Public Media**

### PAID SOCIAL MEDIA

Le Quartier (Small Business), **Eleanor**  
 Next Stop: Star Tran (Small Business), **Eleanor**  
 Talk Heart2Heart Opioid Campaign Social Media (Non-Profit), **KidGlov**

### SOCIAL MEDIA CAMPAIGN

Celebrating Nebraska Pollinators Social Media Campaign (Non-Profit), **Nebraska Public Media**

## 8 CORPORATE IDENTITY

### CORPORATE IDENTITY/BRANDING

Custom Blinds & Design (Small Business), **Eleanor**  
Voyage Healthcare Corporate Identity (Small Business), **KidGlov**  
Ameritas is for Me (Large Business), **Ameritas**  
Ameritas Annual Report (Large Business), **Ameritas**  
BraveBe Branding (Non-Profit), **KidGlov**

### LOGO DESIGN

Cultivate Logo Design (Small Business), **Haberfeld**  
Ember (Small Business), **Eleanor**  
The Big Give, presented by UBT (Large Business), **Union Bank & Trust**  
Trellis Logo Design (Large Business), **Haberfeld**  
New Brand - Lutheran Family Services (Non-Profit), **KidGlov**  
Nebraska Crop Improvement Association Logo Design (Student), **Jacht Agency**

### PRINT COLLATERAL

TMCO (Small Business), **Eleanor**

## 9 ADVERTISING

### TRADITIONAL (PRINT, RADIO, OTT)

The Adventures of Nimbus & Dimbus (Small Business), **Maly Marketing**  
Stay Well Campaign (Non-Profit), **KidGlov**

### DIGITAL TV

Lancaster County Corrections: Hello Officer (Small Business), **Eleanor**  
Humminbird TargetLock Pre-Roll (Large Business), **Swanson Russell**

### OUT-OF-HOME

Lancaster County Corrections: Hello Officer (Small Business), **Eleanor**  
NEST 529 Mascot Naming Contest (Large Business), **Swanson Russell**  
Meta Quest (Student), **University of Nebraska - Lincoln NSAC Team**

### DIGITAL ADS

Geo-Fencing Digital Display Campaign (Small Business), **Haberfeld**  
Q3 Auto Loan Campaign (Small Business), **KidGlov**  
Kimber Rapide Digital Ads (Large Business), **Swanson Russell**  
Humminbird TargetLock Digital Ads (Large Business), **Swanson Russell**  
Prevention Coalition Opioid Campaign Digital Ads (Non-Profit), **KidGlov**

## 10 DIGITAL MEDIA

Humminbird 2023 Saltwater Catalog (Large Business), **Swanson Russell**  
UBTgo Blend Journey (Large Business), **Union Bank & Trust**  
LES Value Campaign Digital Media (Non-Profit), **KidGlov**

## 11 INTEGRATED PUBLIC RELATIONS

Chaperone of Grand Island: Year One - Three for Three (Small Business), **Agency 877**  
 The Big Give, presented by UBT (Large Business), **Union Bank & Trust**  
 UNMC Early Dental Health Starter Kits Project (Non-Profit), **UNMC**  
 Max the Vax Integrated Public Relations (Non-Profit), **KidGlov**  
 Meta Quest (Student), **University of Nebraska - Lincoln NSAC Team**

## 12 SPECIAL EVENT

### IN PERSON EVENT

Hub & Soul (Small Business), **Eleanor**  
 2022 PenLink Training Summit (Large Business), **PenLink**  
 Scholarship Brunch (Non-Profit), **University of Nebraska - Lincoln College of Business**  
 Meta Quest (Student), **University of Nebraska - Lincoln NSAC Team**

### VIRTUAL EVENT

Chocolate Lover's Fantasy (Small Business), **Eleanor**  
 Facing Suicide, A Nebraska Public Media Virtual Event (Non-Profit), **Nebraska Public Media**

### HYBRID EVENT

"I love NU" Day & Week (Non-Profit), **University of Nebraska System**

## 13 TRADE SHOW

Textron Aviation 2022 EAA Airventure Experience (Large Business), **Swanson Russell**  
 Textron Aviation 2022 NBAA Experience (Large Business), **Swanson Russell**

## 14 VIDEO

### ANIMATION/MOTION GRAPHICS

Citizen Science Animation/Motion Graphics Video (Student), **Jacht Agency**

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

Profile EVS Contractor Video (Small Business), **Swanson Russell**  
 Magic Moments 20th Anniversary Video (Large Business), **Union Bank & Trust**  
 Ameritas/Actuarial Foundation Video (Large Business), **Ameritas**

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

Lancaster County Corrections: Hello Officer (Small Business), **Eleanor**  
 JLG Rotating Telehandler Hype Video (Large Business), **Swanson Russell**  
 Koch That's Farming Video (Large Business), **Swanson Russell**  
 City of Holdrege Virtual Tour, **Jacht Agency**  
 Department of Agronomy and Horticulture Short-form video, **Jacht Agency**

## 15 DEI

Max The Vax DEI (Non-Profit), **KidGlov**  
 Inclusive Business Leaders Program (Non-Profit),  
**University of Nebraska - Lincoln College of Business**  
 Diversity Equity and Inclusion Bi-annual Report (Student), **Jacht Agency**