

PINNACLE AWARDS

AM > | Rochester

≡ ≡ 2019 ≡ ≡

WELCOME

You Roc! Congratulations to all the finalists and winners of this year's AMA | Rochester Pinnacle Awards. Whether you win or not, we're excited to recognize and celebrate the success of so many talented marketers in Rochester and beyond.

- 3 Event Sponsors
- 4 The Judges
- 5 About the Emcee
- 6 Awards Committee
- 7 About Comedy at the Carlson
- 8 The Finalists
- 36 Non-Profit Marketer of the Year
- 37 Marketer of the Year
- 38 AMA | Rochester Board of Directors
- 39 Door Prize Sponsors

Let's Get Social

➔ @amarochester

➔ #resultsroc

THANK YOU

Pinnacle Sponsors

RIT | Saunders College of Business

Presenting Sponsor

We elevate students to make immediate and enduring contributions to organizations and the world through career-oriented experiences and our teaching and research, which integrate business, technology and design thinking. Find out more today at saunders.rit.edu.



Print Sponsor

Pixos Print brings you the technical expertise of a top-quality digital printer. That's the "Pixels" of our name. What makes us different is our "Ethos," our character and credibility. Learn more at Pixosprint.com.



Happy Hour Sponsor

Raise a glass to our friends at Dresden Public Relations for sponsoring tonight's happy hour and our featured drink, the "Drecipe 21 Crush." Without cash sponsors, events like the Pinnacle Awards can't happen. Visit dresdenpr.com.

Special Thanks to the AMA|Rochester Year-long Sponsors



THE JUDGES

Special thanks to our colleagues at the Columbus chapter of the AMA for taking many hours out of their busy schedules to review Rochester's entries. We collaborate with partner chapters to ensure unbiased scoring and dedication to marketing excellence and results.

AMA | Columbus Executive Board

Mick Pennington • President

Crystal Vause • President Elect

Shelly Welch • Immediate Past President

Debra Pack • VP at Large

Derik Abbott • VP, Volunteers

Kate Niewiadomski • VP, Membership

Joel Kohler • VP, SIGs

Brian Newberry • VP, Programming

Karen Kaiser • Chapter Administrator

Nick Chuvalas • VP, Technology

THE EMCEE



Sydney Bell

Sydney Bell has worked in development at Nazareth College for the last five years. In addition to her work in fundraising, she's had the opportunity to serve on various committees with the College's Division for Community and Belonging. She has enjoyed getting involved with the Rochester community through her volunteer work with the Women's Foundation of Genesee Valley, and other organizations that focus on women's initiative and education. Sydney is also the co-host of Queen Speaking, a weekly podcast that tackles topics ranging from professional development to relationship obstacles to wellness tips, that launched in February 2018.

AWARDS COMMITTEE

Thank you to this year's engaged and enthusiastic awards committee. These volunteers got up early and stayed late to make it all happen. Without them, this event would not be possible.

Awards Committee

Zach Cedruly, Co-Chair

Katelyn Moser

Nikki Nisbet, Co-Chair

David Wilson

Greg Napierala

Ivy Burruto

Gretchen Mcgrath

Stephanie Johnson

Jill Kemp

Shaylyn Traver

Tanya Babcock

Abbey Leonardi

Katie Remis

Alexandra Hristodoulou

VENUE HISTORY

After getting started in Chicago, the Stromberg-Carlson company was purchased in 1904 by Home Telephone Company and operations were moved to Rochester, New York. During this time period, the Shure Brothers began manufacturing microphones for Stromberg-Carlson.

The initial fatboy microphone models for Stromberg-Carlson were the MC-31 and the MC-32. These were both manufactured by Shure and modeled after their model 55A and 55B. The MC-31 was geared towards singers while the MC-32 was geared more for the studio, broadcasters and engineers.



After these two beasts were released the Stromberg-Carlson MC-41 was released. The MC-41 was smaller and lost that Fatboy look, but retained the same overall style. This is the microphone style that Elvis sang with and is known as the Elvis Microphone.

FINALISTS



Collateral

First American Equipment Finance | Extreme Makeover: Vendor Finance Style



Collateral

First American Equipment Finance | Manufacturing Client Welcome Package Brochure



FINALISTS

Collateral

Kemp Creative | WXXI BizKid\$ - Financially Fun



Collateral

Villa of Hope | 75th Anniversary Annual Report



FINALISTS



Digital Marketing

McDougall Communications | CORE Knowledge: Launching the Ultimate Eye Science Game

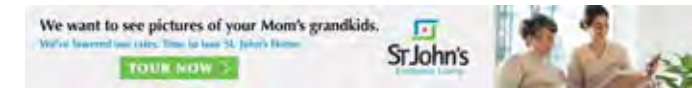


| CORE KNOWLEDGE LEADERBOARD | | |
|----------------------------|--------------------|------|
| Rajini Peguda | UNSW | 3950 |
| Richard Chiledze | Olaucoma | 2175 |
| William Ngo | UAB | 1900 |
| Eric C | pharma | 1800 |
| Parthasanthi Kalaiselvan | UNSW | 1700 |
| Rupal Shah | Cardiff University | 1450 |
| Joshua Preen | Umw | 1400 |
| Eye Guy | Retina | 1375 |
| Eric Chen | | 1325 |

FINALISTS

Digital Marketing

The Verdi Group | The Verdi Group St. John's Home Semcasting Pilot Digital Marketing



Digital Marketing

First American Equipment Finance | Rate Lock Campaign



Direct Mail/Direct Response

Carestream Health | Carestream All Products Campaign



FINALISTS



Direct Mail/Direct Response

The Verdi Group | DRUGSCAN Lead Generation Campaign



Influencer Marketing Blog

Manning & Napier | Manning & Napier's Financial Planning Blog



FINALISTS



Influencer Marketing Blog

WordRapp | Qualitrol Blog



Logo Design

SUNY Geneseo | SUNY Geneseo Enhanced Institutional Logo



FINALISTS

Logo Design

Dresden Public Relations | "Two Tickets to Paradise" logo



FINALISTS

Most-Improved Tactic

Dresden Public Relations | Phoenix Graphics - New Website Launch



Most-Improved Tactic

Dixon Schwabl | Finger Lakes Visitors Connection Re-Imagines Content Strategy



Most-Improved Tactic

First American Equipment Finance | Tile Mailer



FINALISTS



Online Advertising

Ambrell Corporation | Generating Extraordinary Revenue Through Effective Execution of a PPC Campaign



Pay-Per-Click 2018

| Quarter | Clicks | Impressions | CTR | Leads | Conv. Rate | Cost | CPA | Pipeline Value |
|-------------|--------|-------------|------|-------|------------|---------|------|----------------|
| 2018 Q1 | 30.4K | 989 | 3.2% | 55 | 5.6% | \$4.0K | \$73 | \$77K |
| 2018 Q2 | 36.6K | 1K | 2.9% | 54 | 5.1% | \$4.3K | \$79 | \$253 |
| 2018 Q3 | 54.9K | 1K | 2.7% | 82 | 5.7% | \$6.4K | \$77 | \$301K |
| 2018 Q4 | 51.6K | 2K | 3.0% | 80 | 5.2% | \$7.4K | \$92 | \$337 |
| 2018 Totals | 173.6K | 5K | 2.9% | 272 | 5.4% | \$22.1K | \$81 | \$968K |

2019 Totals: \$2,940M

FINALISTS

Online Advertising

Full Circle SEM | SEO Blog Strategy



Online Advertising

Dixon Schwab | Rochester Electric Vehicle Accelerator (ROC EV) Advertising



Online Advertising

Monroe Community College | MCC Open Doors Spring 2019 Campaign YouTube Video



FINALISTS



Photography

Tipping Point Communications | A Smashing New Year



FINALISTS



Print Piece/Packaging

First American Equipment Financing | Welcome Package



Print Advertising

L-Tron Corporation | L-Tron Print Ad



Print Piece/Packaging

Manning & Napier | ADA Tour de Cure Legacy



FINALISTS



Social Media Initiative

Archetype | All That Glitters Can Be Gold: Xerox Iridesse Lead Generation Shines on Facebook



Social Media Initiative

Dixon Schwabl | PGA Uses the Power of Social Media to Grow the Game of Golf Through Diversity and Inclusion



FINALISTS

Social Media Initiative

Dixon Schwabl | RBC Heritage Social Media Channels contribute to Record Ticket Sales



Social Media Initiative

Helen & Gertrude | Hologic-Genius™ 3D MAMMOGRAPHY



FINALISTS

Special Event

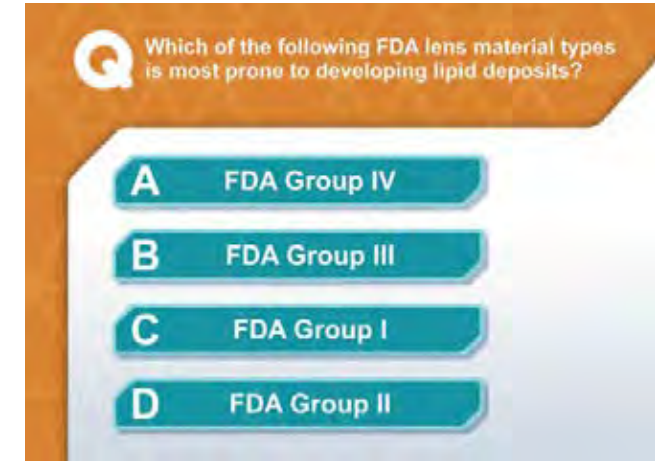
Dixon Schwabl | Allendale Columbia Make Your Mark Gala



FINALISTS

Special Event

McDougall Communications | The Eyes Have It: CORE Dominates ARVO '18



Special Event

ITX Corp. | ITXUX2018: Beyond the Pixels Conference



Special Event

Tipping Point Communications | Buffalo Olmsted Parks Conservancy - FLOmingos!



FINALISTS

TV/Radio Spot

Finger Lakes Community College | FLCC Find Your TV Commercial



FINALISTS

TV/Radio Spot

Monroe Community College | MCC Open Doors Television Commercial Spring 2019



TV/Radio Spot

Jay Advertising | "Today is Tomorrow in Progress" TV Campaign



TV/Radio Spot

WordRapp | CountryMax Brand TV



FINALISTS



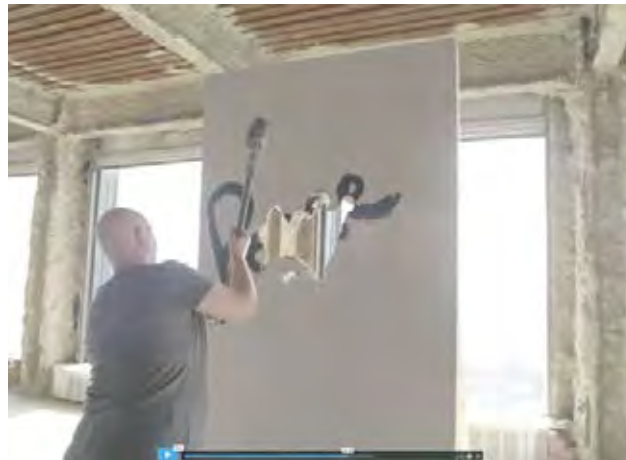
Video

Brandtatorship | Boulter Brand Video



Video

Dixon Schwabl | Pluta Cancer Center Emerald Ball Video



FINALISTS

Video

First American Equipment Finance | Disruptive Innovation: Parkview Health's Winning Idea



Video

Tipping Point Communications | Buffalo Omsted Parks Conservancy - FLOmingos Highlights



FINALISTS



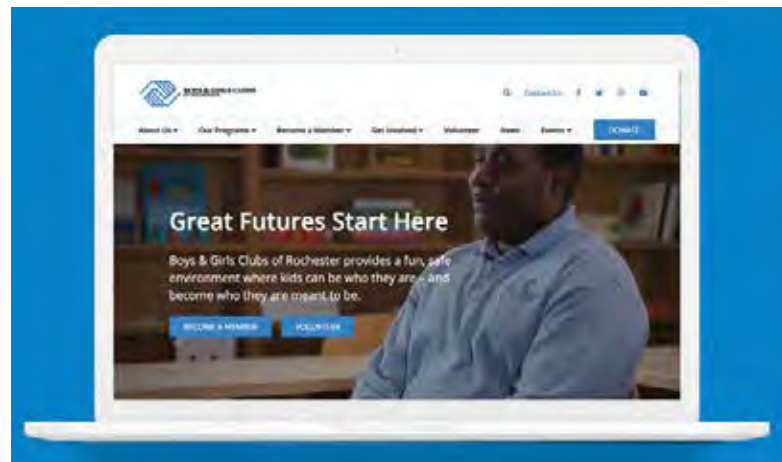
Website

CaterTrax | Corporate Website Homepage Website Redesign



Website

ITX Corp | Boys & Girls Club of Rochester Website



FINALISTS

Website

Makeway | Pro-Tech Website



Website

TGW Studio | Out Alliance Website Redesign



FINALISTS

B2B Integrated Marketing Campaign

EMA Design Automation | The Hitchhiker's Guide to PCB Design



B2C Integrated Marketing Campaign

Dixon Schwabl | The Greatest New York State Fair 2018 Campaign



B2B Integrated Marketing Campaign

McDougall Communications | Celebrating and Elevating Optometry: CooperVision's 2018 Best Practices



B2C Integrated Marketing Campaign

L-Tron Corporation | L-Tron Marketing Increases OSC360 Demos by 6,556% YOY

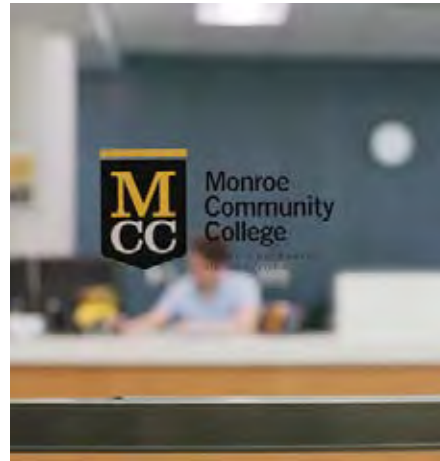


FINALISTS



B2C Integrated Marketing Campaign

Monroe Community College | MCC Opens Doors Campaign Spring 2019



FINALISTS



Small Budget Campaign

CaterTrax | Driving Business with Targeted Promotions



B2C Integrated Marketing Campaign

WordRapp | CountryMax Brand Campaign



Small Budget Campaign

First American Equipment Finance | Rate Lock Campaign



FINALISTS



Small Budget Campaign

Sundance Marketing, LLC | Catholic Family Center See Their Stories Campaign



Small Budget Campaign

Villa of Hope | Employee Retention Campaign



FINALISTS



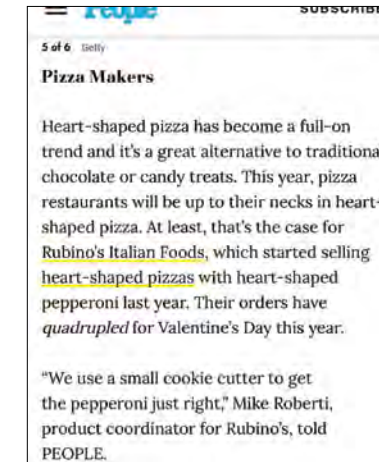
Small Business Organization Campaign

Initial Here Creative Services | You Don't Have to Say the F Word



Small Business Organization Campaign

Rubino's Italian Food | Rubino's Italian Food Social Media Initiative



MARKETER OF THE YEAR

Not-for-Profit

Monroe Community College



MARKETER OF THE YEAR

For-Profit

First American Equipment Finance



THANK YOU

AMA | Rochester Board of Directors

Alison Taylor • President
Tracy Gay • President Elect
Gina Godlewski • Secretary
Chris Piedici • Treasurer
Laurie Dwyer • Co-VP Programming
Susan Shepard • Co-VP Programming
Erin DiVincenzo • Co-VP Programming
Russ McDonald • VP Collegiate Relations
Cathy Rubino Hines • VP Sponsorship
Tara Weber • VP Communications
Brian Rapp • VP Copywriting
Emily VanGorder • VP Social Media
Carrie Falzone • VP of Website & Technology
Beth Van Vliet • VP of Research
Zach Cedruly • Co-VP Awards
Nikki Nisbet • Co-VP Awards
Linda Flannery • Administrator



THANK YOU

Thank you to these fabulous Rochester companies that donated door prizes!

| | |
|-----------------------------|----------------------------|
| Black & Blue steak and crab | Murphy's Law Irish Pub |
| Black Button Distilling | Nox Cocktail Lounge |
| Color Me Mine Pittsford | Ravines Wine Cellars |
| Comedy @ The Carlson | The Beer Hall |
| Fairport Brewing Company | The Steam Police |
| Genesee Brew House | Wegmans |
| Jines Restaurant | Canandaigua National Bank |
| M/Body Rochester | M&T Bank |
| Memorial Art Gallery | Swiftwater Brewing Company |

Thank You For Attending the 2019 Pinnacle Awards

This Pinnacle Award program is designed to serve you and celebrate the impact we make with our work. We are results-driven and always looking to improve. We can't do it without you. Please take the event survey and help us shape next year's program. We appreciate your feedback.

www.ama-rochester.org/Pinnacle-survey

Want to get Involved?

Email us at rama@ama-rochester.com and let us know how we can plug you in.

See you at The Carlson!

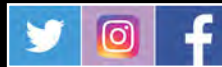


Rochester's Premier Comedy Club!

Featuring today's
A-list comedians!

- Corporate events,
holiday parties
& fundraisers
- Two spacious
showrooms
- State of the art
sound and
video system
- Over 2,000
parking spaces

Follow us at:



50 Carlson Rd.
Rochester, NY 14610
(585) 4COMEDY

www.carlsoncomedy.com



The Essential Community for Marketers

No matter your degree of experience, the American Marketing Association is dedicated to empowering your passion, drive and thirst for knowledge—expanding both what you know and who you know.

By becoming an AMA member, you will boost your own marketing knowledge while connecting with a community of highly engaged, decision-making marketers.

> Membership Benefits

CERTIFICATION DISCOUNTS TO PROVE YOUR KNOWLEDGE

Become a Professional Certified Marketer® and show you're serious about your career. Members save up to \$200 off exam fees.

IN-PERSON NETWORKING AND LOCAL EVENTS

Connect with other marketers, build your network and get leadership perspectives. Your local AMA chapter is a community where you can gain insight from peers and find volunteer opportunities.

BEST RATES FOR CONFERENCES AND TRAINING EVENTS

Save 20% or more on all national AMA training events. Connect with peers who understand your challenges and leave ready to make an impact back at work.

DOWNLOADABLE TOOLS AND RESOURCES

Access over 100 ready-to-use, downloadable tools and templates in the AMA Marketer's Toolkit so you can make quicker, smarter business decisions.

EXCLUSIVE CONTENT AND RESEARCH FROM TOP THOUGHT LEADERS

Stay on top of industry insights with a subscription to award-winning Marketing News magazine and digital access to all AMA journals. Plus, you get exclusive webcasts, articles, e-books and more.

DISCOUNTS ON PROMOTIONAL PRODUCTS

Get free shipping, great pricing and design help on promotional products purchased through The AMA Shop powered by Consolidus

> Ready to Become an AMA Member?

Visit AMA.MARKETING/JOINNOW to get started.



One Year MBA

Scholarships and GMAT
Waivers Available

UNLOCK
YOUR CAREER
POTENTIAL

RIT | **Saunders College of
Business**

Excellence in delivering **leadership**
at the intersection of
business + **technology**



CONGRATULATIONS
Pinnacle Award
FINALISTS

saunders.rit.edu/START