



RESULTS ROC

Pinnacle Awards

MAY 17, 2018

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.

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LET'S GET SOCIAL

Tag us: **@AMARochester**

And use the hashtag: **#ResultsROC**



THANK YOU

Thank you to this year's engaged and enthusiastic awards committee members. You got up early month after month, and really made it all happen. Without your support, this event would not be possible.

AWARDS COMMITTEE

Nikki Nisbet, Co-Chair

Greg Napierala

Brian Rapp, Co-Chair

Heather Wohaska

Adam Wingate

Jill Duff

Alexandra Hristodoulou

Kevin Beck

Alison Taylor

Samantha Dinitto

Emma Neatrou

Stephanie Johnson

Gina Godlewski

Vincent Detomaso

Gretchen McGrath

Zach Cedruly

THANK YOU

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College of BUSINESS

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MEDIA SPONSOR



HAPPY HOUR SPONSOR

martino flynn

Raise a glass to our friends at the Martino Flynn agency for sponsoring tonight's happy hour and specialty cocktail, the "Mfer." Without cash sponsors, events like the Pinnacle Awards can't happen. Thank you and enjoy!

ADDITIONAL THANKS

All Occasions Catering

Elizabeth Bennett

CGI Communications

Michelle Anlyn

Kurt Brownell Photography

Mike Braden, Mikaren Media

ABOUT THE EMCEE

WENDY MILLS

Wendy Mills joined the Spectrum team in May 2001 as a general assignment reporter. A Fairport High School graduate, Wendy returned home to her native Rochester after spending seven years in Atlanta, Georgia. In Atlanta, Wendy served as news reporter at WMLB 1170. Before that she was sports reporter for Georgia Public Television where she was honored with several awards including “Best Sports Programming.” Prior to her Rochester return, Wendy was a news anchor/reporter for Gwinnett News & Entertainment Television.

You can now see Wendy reporting live on Spectrum News every weekday morning covering the many amazing stories in and around our community.



FUN FACT

“Wendy went to West Virginia University with a scholarship to play volleyball.”

THE JUDGES

Special thanks to the entire board of the AMA Columbus Chapter!

This all-volunteer team committed many weekend hours to reviewing our entries, focusing on results and providing their thoughtful comments.

SHELLI WELCH

Shelli Welch is the Director, Operations at Portfolio Creative, LLC, the nation's fastest growing staffing and recruiting agency specializing in the marketing and advertising industry.

MICK PENNINGTON

Mick Pennington is Director of Business Development for Guide Technologies, a leading provider of Enterprise Software for Mid-Market manufacturers and distributors.

DEBRA PACK

Debra Pack is the Marketing Manager at Columbus Metropolitan Library. She leads the organization's digital and content marketing strategies; writes strategic messaging; leads the creative team and video strategy; manages the on-site print center; handles vendor relations and advertising, plus ensures all messaging is on brand and effective.

DERIK ABBOTT

Derik Abbott is a Recruiter at Portfolio Creative, LLC. Derik specializes in connecting clients with the finest creative talent in all areas of design, writing, interactive, marketing, project management and more.

KATE OSTER

Kate is the Marketing Specialist at Budros, Ruhlin & Roe, a wealth management firm in Grandview. In addition to her work on the company's rebranding and website launch, Kate oversees the social media accounts and plans client events.

THE JUDGES

CHRISTINE ALLEN

Christine Allen is the Assistant Director of Marketing at Franklin University where her main focus is marketing strategy.

RYAN BAKER

Ryan Baker began his accounting career as an accountant at Lockheed Martin in 2008. In 2013, he co-founded Upsourced Accounting, which has given him the opportunity to work with hundreds of small-business owners.

BRAD GRIFFITH

Brad Griffith is President of Buckeye Interactive, the web strategy and engineering agency he started in 2009.

LAURA LEGGETT

Laura Leggett is an Account Manager at Vital Companies. She joined the team in 2010 and wears many hats for the video production company.

BRIAN NEWBERRY

Brian Newberry is the Vice President of Brand Leadership at Hart Associates, a results-driven advertising agency that serves clients across Ohio, the Midwest, and nationwide.

SIENNA TOMKO

Sienna Tomko is an Account Supervisor at Fahlgren Mortine. Prior to joining Fahlgren Mortine, she served as a physician marketing specialist at Children's National in Washington, DC and Nationwide Children's Hospital in Columbus.

CRYSTAL VAUSE

Crystal Vause is a Regional Account Director at The Shipyard. She has over 13 years of experience working on both the client and agency sides of the business.

"Amazing visuals. Easy to follow and understand. Very detailed breakdown of strategy and results. Great job!"

BOARD MEMBER OF THE YEAR

TAMARA VANNOSTRAND **VP OF COMMUNICATIONS**

Tam has become an invaluable and beloved member of the AMA | Rochester family. By some estimates, she has distributed hundreds of emails, sent thousands of tweets and posts, and written 100,000 lines of content. She has helped promote events and brought us technology we didn't know existed. And she's done all this without ever being paid a dime.

A proud RIT grad, Tam loves Rochester so much she moved back to enjoy life downtown and kick off her career as a marketer at a local software company, CaterTrax. Tam enjoys the fastpaced environment of an in-house team and wearing many hats, from the technical to the creative. She specializes in communication with a strong writing background. She loves everything email from the copywriting, to design, to digging into the data. Tam has gained a lot of ground in her few years in the industry and is still learning. She invites any students or young professionals to have a cup of coffee (she has plenty of downtown places to recommend). She's eager to pass along advice that's helped her thrive in the marketing world.





ARE YOU A **MARKETING PRO?**

**Then you should
be an AMA member.**

Whether you're on the client side or at an agency, the American Marketing Association can help you network, learn and grow as a professional. You get access to exclusive online content, industry-specific publications, plus discounts on local events, including the Pinnacle Awards. For membership information and benefits, visit ama-rochester.org today.

AM> | Rochester

MARKETER OF THE YEAR

NOT-FOR-PROFIT

EXCELLUS BLUECROSS BLUESHIELD

Between rising costs, legislation shifts, and jargon-packed communications, the health care industry isn't easy to navigate. The C-suite, HR professionals, and small business owners don't always feel confident selecting the right coverage. Excellus BCBS worked to cut through complexity. With 17 educational content assets promoted via email, social, content syndication, and display, the upstate insurer achieved an 86.6% opt-in rate for direct communications, and 37 requests to speak with a rep.

Their goal was to transform perceptions of Excellus BCBS from insurer to health care partner that businesses can rely on 365 days a year—not just during Open Enrollment. How? With personalized thought leadership content for business leaders. Perhaps the most exciting result: there were 1,536 content downloads in 2017, a 169% increase over the previous year. That's a big increase and a big reason the Excellus B2B campaign wins Marketer of the Year.

Judge's comments: "Well written entries. Clearly defined objectives and strategies. Great creative and design!"



MARKETER OF THE YEAR

FOR-PROFIT

CARESTREAM

With strong entries and wins in multiple categories, Carestream demonstrated a focused approach to growing business and getting results. One example was the RSNA tradeshow, which draws approximately 55,000 worldwide attendees each year. In addition to engaging existing customers, Carestream focused on collecting quality leads for new and existing products.

Three impressive highlights of that initiative were:

- Shrinking the booth size from 2016, with no customers or employees noticing.
- Exceeding appointment goal with 1,887 pre-registered appointments, 13% increase from 2016.
- Generating more leads—a 49% increase from 2016.

Results and improvements like that are why Carestream is our for-profit Marketer of the Year.

Judge's comments: *"The description sounds amazing including coffee bar and live ultrasound demos. Submissions were well-prepared and presented with bullets and clear, compelling metrics."*



WINNERS



ONLINE ADVERTISING: FOR-PROFIT MARTINO FLYNN | CARESTREAM HEALTH'S MEDIA PLAN



PRINT ADVERTISING: FOR-PROFIT L-TRON CORPORATION | OFFICER.COM AND LEPN MAGAZINE PRINT AD



WINNERS



INFLUENCER MARKETING/BLOG: FOR-PROFIT DIXON SCHWABL | IP.COM'S BLOG

The screenshot shows the IP.COM website's blog section. At the top, there is a navigation bar with the IP.COM logo and links for WHO WE ARE, SOLUTIONS, WHY IP.COM, RESOURCES, CONTACT US, and a highlighted BLOG button. Below the navigation, there are two article previews. The first article is titled "Announcing the Powerful New Features of InnovationQ" and includes a sub-header "InnovationQ" with a logo. The second article is titled "New Year, New You: The Inventions Behind Popular Resolutions" and features an image of various fruits and vegetables.

ip.com WHO WE ARE SOLUTIONS WHY IP.COM RESOURCES CONTACT US **BLOG**

Announcing the Powerful New Features of InnovationQ

January 25, 2018 / [InnovationQ](#) / [Page Builder Search](#), [Word Search](#), [ET Content](#), [InnovationQ](#), [Institute of Engineering and Technology Content](#), [Intellectual Property Software](#), [Intellectual Property Solutions](#), [IP Search](#), [IP Software](#), [Patent Search](#), [Semantic Search](#)

Download this chart to learn about all the powerful new additions to InnovationQ.
[Read More](#)

New Year, New You: The Inventions Behind Popular Resolutions

January 16, 2018 / [Intellectual Property](#) / [Page 2018 Patents](#), [New Year Patents](#), [Popular 2018 Resolutions](#), [Popular Resolutions](#), [Resolution Inventions](#)

Many of us feel that the beginning of a new year is the perfect time to get going on life's goals. But what's the story behind the tools we use to accomplish our self-improvement objectives?
[Read More](#)

WINNERS



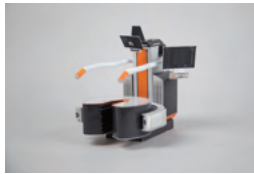
COLLATERAL: NOT-FOR-PROFIT
EXCELLUS BCBS | LIVE FEARLESS B2B COLLATERAL



WINNERS



DIRECT MAIL/DIRECT RESPONSE: FOR-PROFIT THE VERDI GROUP | CARESTREAM CBCT EXTREMITY ROOM MODEL



DIRECT MAIL/DIRECT RESPONSE: FOR-PROFIT THE VERDI GROUP | EAGLEVIEW SOLAR LEAD GENERATION



WINNERS



MOST IMPROVED TACTIC: FOR-PROFIT FIRST AMERICAN EQUIPMENT FINANCE | GET THE ATTENTION OF AN ENTIRE BANK



MOST IMPROVED TACTIC: FOR-PROFIT CATERTRAX | TRAINING CAMPAIGN REFRESH

HIGHEST OVERALL SCORE AWARD

FIRST AMERICAN EQUIPMENT FINANCE
GET THE ATTENTION OF AN ENTIRE BANK

50 OUT
OF **50**

*“A well written entry, clearly defined objective and strategy. **Great creative and design!**”*

*“The CEO being approached at events about the change is fantastic. **It sounds like it was an amazing success.**”*

WINNERS



MOST IMPROVED TACTIC: FOR-PROFIT CARESTREAM HEALTH | APERITECH EVENT IN GENOA, ITALY



MOST IMPROVED TACTIC: NOT-FOR-PROFIT STARBRIDGE | ANNUAL REPORT

Changing Lives
and
Transforming
Communities
to Include
Everyone

2016 IMPACT REPORT

www.starbridgeinc.org
516-546-1700

Impact by the Numbers

2,258
people contacted Starbridge for information and resources...
8 people per day

8,260
people subscribe to our newsletter, Bridges and ACCESS to Prevention.

31,328
people visited our website.

Community Transformation
1,016
people participated in Starbridge leadership and advocacy programs to transform communities to include everyone.

"I advocate for people I meet and work with and I'm glad for all the support I've received from Starbridge. I've been able to get the help I need to live independently and to change my community."
— JESSICA

Employment
497
people partnered with Starbridge to find jobs or prepare for jobbing employment opportunities.

"I completed my Certified Nursing Assistant program through Starbridge. I'm grateful for the support and training I received. Starbridge has been the making of my success."
— MARCO

Education
3,692
people worked with Starbridge or participated in workshops to receive better education outcomes for themselves or their children.

"Starbridge has given all the support and training I need to work with my child. Starbridge helped me gain confidence in my child's education and helped me become a better parent."
— SHARON

Healthy Living
2,873
people partnered with Starbridge to gain the supports they need for jobbing, healthy living.

"I've been on the job. I've been able to get the support I need and I'm proud of my success."
— MARY JO

Thank you, Starbridge supporters!
More of this is possible with your help.

For more information, please visit www.starbridgeinc.org.

JUDGE'S FAVORITE AWARD

STARBRIDGE ANNUAL REPORT

"Overall, great job on the improvements of the annual report. Personal stories are a great touch to the visual elements."

*"These results are amazing. It's great to see such positive feedback directly from the readers. The changes are night-and-day an improvement from the original report. The drastic improvement on cost of production per report is **nothing short of fantastic!**"*

WINNERS



PRINT PIECE/PACKAGING: FOR-PROFIT MANNING & NAPIER | PROSPER



PRINT PIECE/PACKAGING: NOT-FOR-PROFIT DIXON SCHWABL | MCC COLLEGE FOUNDATION 2017 GOLD STAR GALA EVENT INVITATION PACKAGE



WINNERS



SOCIAL MEDIA INITIATIVE: FOR-PROFIT HELEN & GERTRUDE | HOLOGIC GENIUS™ 3D MAMMOGRAPHY™

Genius 3D MAMMOGRAPHY
Sponsored · 48

Like Page

92% of women said they are willing to drive the extra mile for a more accurate mammogram. Are you? Click here to find a Genius™3D Mammography™ exam in your area.

92%
of women said they are willing to drive the extra mile for a more accurate mammogram

genius3D

Find a Genius™3D Mammography™ Exam Near You
1 in every 8 women will develop breast cancer in her lifetime, but if caught early, the five-year survival rate is nearly 100 percent.

WWW.FINDMYGENIUS3D.COM

Learn More

27K Reactions 3K Comments 5.5K Shares

Genius 3D MAMMOGRAPHY
Sponsored · 48

Like Page

A mammogram that's accurate across all ages and breast densities? Genius.

The superior mammogram for dense breast tissue
Find a Genius™ exam near you

FINDMYGENIUS3D.COM

Learn More

13K Reactions 736 Comments 4K Shares



SOCIAL MEDIA INITIATIVE: NOT-FOR-PROFIT DIXON SCHWAB | RBC HERITAGE SOCIAL MEDIA CHANNELS

50 RBC Heritage
Sponsored · 48

Like Page

Looking for the perfect holiday gift for your friends and family? Right now, we're offering special ticket prices - including \$50 off Clubhouse Badges.

Special Holiday Pricing on RBC Heritage Tickets
Friends and Family Fun

RBCHERITAGE.COM | BY RBC HERITAGE

Shop Now

17K Reactions 8 Comments 13 Shares

50 RBC Heritage
Sponsored · 48

Like Page

Don't miss special ticket prices, starting as low as \$40, for the RBC Heritage!

Buy Tickets to the RBC Heritage
April 10-16, 2017
rbcheritage.com

Shop Now

4 2 Shares

50 RBC Heritage
Sponsored · 48

Like Page

Tickets are selling fast, be sure to get yours to the PGA TOUR's RBC Heritage!

It's RBC Heritage Time
Go Home

RBCHERITAGE.COM | BY RBC HERITAGE

Shop Now

WINNERS



TV OR RADIO COMMERCIAL: NOT-FOR-PROFIT
MCC | DOWNTOWN CAMPUS RADIO

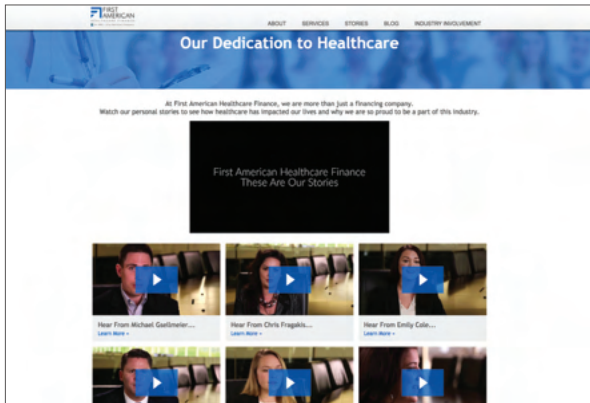


WINNERS

VIDEO: FOR-PROFIT



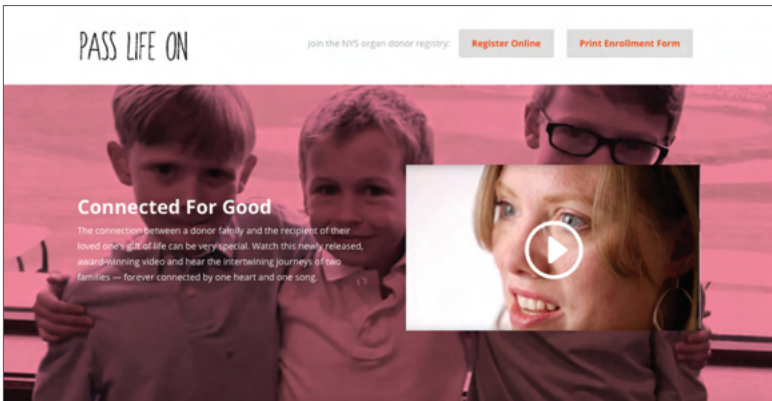
FIRST AMERICAN HEALTHCARE FINANCE | HUMANIZING HEALTHCARE FINANCE



VIDEO: NOT-FOR-PROFIT



MYERS CREATIVE IMAGING | CONNECTED FOR GOOD VIDEO



WINNERS



WEBSITE: FOR-PROFIT CARESTREAM HEALTH | RSNA 2017 LANDING PAGE



WEBSITE: NOT-FOR-PROFIT MAKEWAY | GEVA THEATRE WEBSITE



WINNERS



DIGITAL MARKETING: FOR-PROFIT MARTINO FLYNN | MASSMUTUAL 2017 GALI DIGITAL PILOT

MassMutual CALL US: 1-800-795-9117 LEARN ABOUT GUARANTEED ACCEPTANCE LIFE INSURANCE

DISCOVER GUARANTEED ACCEPTANCE LIFE INSURANCE

A way to help cover final expenses that's affordable and easy to get — from MassMutual.

INSTANT QUOTE TOOL

Gender: Male Female

Age: 50

Coverage: \$2,000

Budget: \$1,000/mo.

CONTINUE

Discover how it can fit your needs and budget.

Your monthly rate is based on your age, gender, and how much coverage you select. Use the simple MassMutual instant quote tool to learn how much coverage you may be able to afford, then click "Apply Now" to complete our easy online application. At MassMutual, we have strong financial ratings and a long history of helping people protect what matters most.



DIGITAL MARKETING: NOT-FOR-PROFIT EXCELLUS BCBS | LIVE FEARLESS B2B DIGITAL MARKETING

YOUR REP. COUNCIL REPRESENTS

WELCOME TO SYNCHRONIZED CARE

1.5 80 YEARS OF STABILITY AND SECURITY

5.500 1.00%

WINNERS



B2B CAMPAIGN: FOR-PROFIT DIXON SCHWAB | CENTURYLINK SMALL BUSINESS MARKETING CAMPAIGN



CenturyLink Business
December 1 at 8:32am · 📍

See how the right social media strategy can drive revenue for your business.

Listen, Respond and Measure

73% more after 10 days after service implementation

Measure Monthly

↑ 100% more traffic increase on lead

Infographic: Social Media Strategy
Smart Social

CENTURYLINK.COM [Learn More](#)



B2B CAMPAIGN: FOR-PROFIT THE VERDI GROUP | EAGLEVIEW LENTICULAR MAILING TO TAX ASSESSORS



WINNERS



B2B CAMPAIGN: NOT-FOR-PROFIT EXCELLUS BCBS | LIVE FEARLESS INTEGRATED MARKETING CAMPAIGN

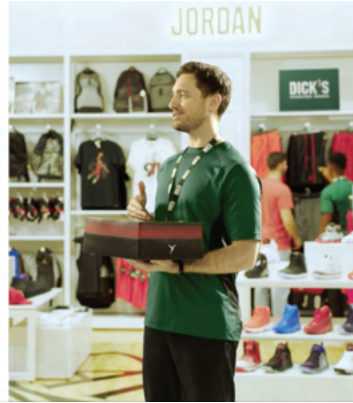


WINNERS

B2C CAMPAIGN: FOR-PROFIT



MARTINO FLYNN | DICK'S SPORTING GOODS
"ASSOCIATES" CAMPAIGN



WINNERS



B2C CAMPAIGN: NOT-FOR-PROFIT DIXON SCHWABL | THOMPSON HEALTHER AWARENESS CAMPAIGN



B2C CAMPAIGN: NOT-FOR-PROFIT DIXON SCHWABL | THE GREAT NEW YORK STATE FAIR

WINNERS



SMALL BUSINESS CAMPAIGN: FOR-PROFIT MAKEWAY | PROTECH MANUFACTURING RUBBER EDGE SNO PUSHER CAMPAIGN



SMALL BUSINESS CAMPAIGN: NOT-FOR-PROFIT MCDUGALL COMMUNICATIONS | VISION FULFILLED: INTRODUCING CORE



WINNERS

PHOTOGRAPHY: NOT-FOR-PROFIT



GRANT TAYLOR PHOTOGRAPHY |
ZOOBILATION 2017 THE WILL TO THRIVE



PHOTOGRAPHY: NOT-FOR-PROFIT



GRANT TAYLOR PHOTOGRAPHY |
HIGHMARK BLUE HEN



WINNERS



SPECIAL EVENT: FOR-PROFIT CARESTREAM HEALTH | RADIOLOGY TRADE SHOW



SPECIAL EVENT: FOR-PROFIT CARESTREAM HEALTH | APERITECH EVENT IN GENOA, ITALY



WINNERS



SPECIAL EVENT: FOR-PROFIT BRANDTATORSHIP/ROBERTS | BOULTERFEST 125TH ANNIVERSARY



SPECIAL EVENT: NOT-FOR-PROFIT MCDUGALL COMMUNICATIONS | ALL EYES ON CORE ACADEMY '17



WINNERS




SMALL BUDGET CAMPAIGN: FOR-PROFIT CATERTRAX | USER REVIEWS CAMPAIGN


CATERTRAX[®]

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Review CaterTrax on the sites below and you'll be entered to win a \$75 visa gift card, packaged with CaterTrax swag. The more reviews you submit, the better your chances are to win!

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Review Us On G2Crowd

 Capterra

Review Us On Capterra

 TRUSTPILOT





Review Us On Trustpilot

You can use the review you sent us for the TRAXER Program:

<<75645E7 Quote A>> <<75645E7 Quote B>>

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THANK YOU

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R·I·T

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TECHNOLOGY | UNLOCKED

YOUR PASSIONS

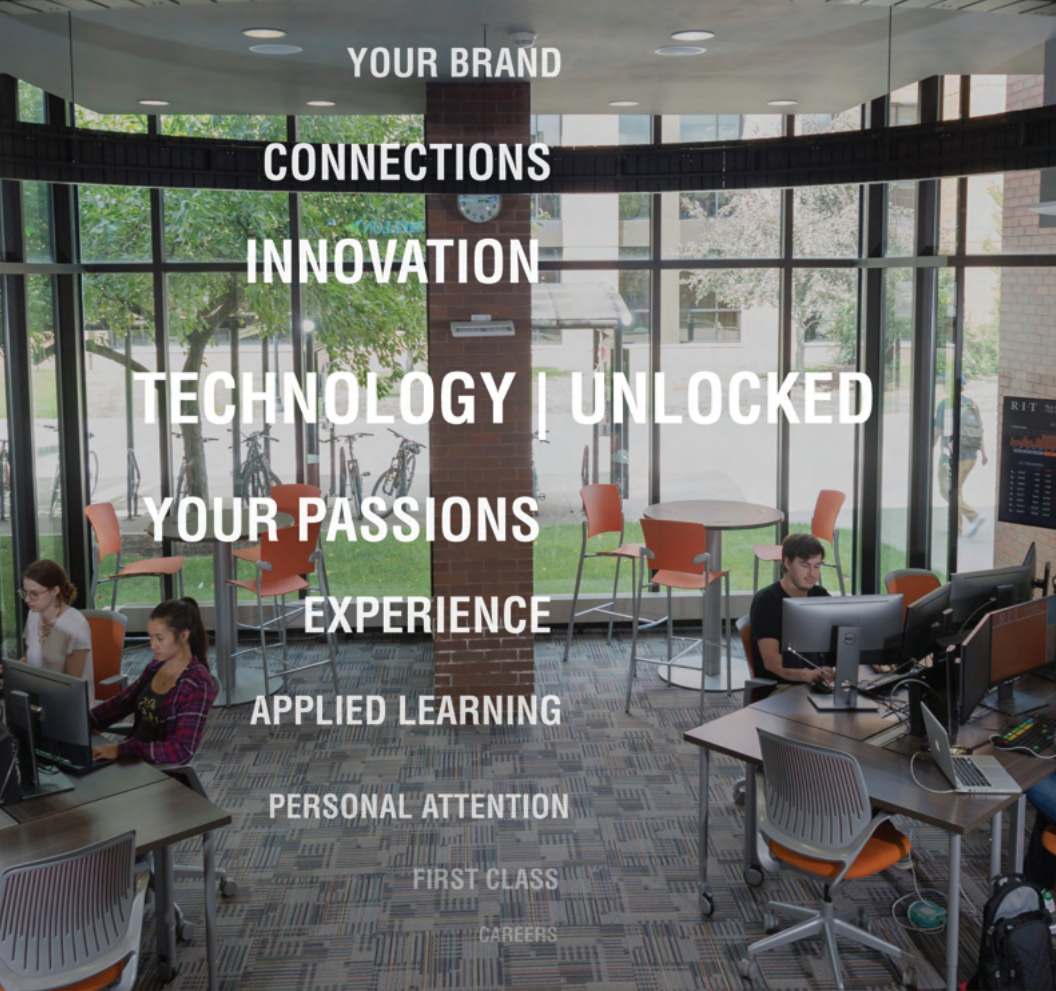
EXPERIENCE

APPLIED LEARNING

PERSONAL ATTENTION

FIRST CLASS

CAREERS



SAUNDERS COLLEGE OF BUSINESS

@ Rochester Institute of Technology, founded in 1829