

CRYSTAL AWARDS | 2017  
Winners

Category Name	Company	Entry Name
<b>Online Marketing</b>		
Case Studies / White Papers	Halliburton	Halliburton White Paper
Digital A/B Testing	Falcon Digital Marketing	PPC Advertising Campaign for The National Legal Research Group
Email Communication: Campaign (Two or more)	Decode Digital	July Career Events
Email Communication: Single	Decode Digital	Urban Western Wear
Google Analytics	TopSpot Internet Marketing	Driven Results for Great Western Leasing
Marketing Automation	Halliburton	Halliburton Marketing Automation
Online Marketing (Across two or more unique platforms)	Decode Digital	Plan For It
SEM	Broadway Bank	"Great Rate Face" Auto Loan Campaign
SEO	Phillips 66 US Marketing	SEO for Phillips 66 US Marketing
Social Media Campaign: Business-to-Business	Capstone Associated Services, Ltd.	Captive Insurance Explained in Plain English
Social Media Campaign: Business-to-Consumer: Agency	Decode Digital	BC4theBirds
Social Media Campaign: Business-to-Consumer: In-House	Houston Rockets	The Beard is Better
Social Media Campaign: Non-profit	University of Houston	Global Conversations
Video on External Site (YouTube, Vimeo)	Spry Marketing	Social Media Campaign for Pasha Snoring & Sinus Center
<b>Interactive and Multimedia</b>		
Animation	Spry Marketing	Social Media Campaign for Pasha Snoring & Sinus Center
Interactive/Multimedia Marketing Presentation	Park Towers / TPMC Realty Corporation	Interactive/Multimedia Marketing Presentation for Park Towers
Mobile App	HexaGroup	Axalta Mobile App
Video: Marketing	Phillips 66 US Marketing	Customer Testimonial Videos Increase Conversions
Webinar	Halliburton	Interactive & Multimedia: Halliburton Webinar
<b>Marketing Research</b>		
Customer Surveys (Quantitative)	Equipment Depot	Customer Survey for Equipment Depot
Focus Groups / Consumer Research (Qualitative)	The University of Texas MD Anderson Cancer Center	2016 Children's Art Project Exploratory Focus Groups
<b>Print Collateral and Direct Marketing</b>		
Company or Organization Brochure	Equipment Depot	Company Brochure for Equipment Depot
Direct Mail: Three-Dimensional	Vision Source	Practice of the Future
Direct Mail: Two-Dimensional Campaign (Two or more pieces)	S.O. CREATIVE	Rush Truck Centers
Direct Mail: Two-Dimensional Mail (Single item)	Broadway Bank	Loud and Clear
Product or Service Brochure (Single)	Equipment Depot	Brochure for Equipment Depot
Product or Service Brochure (Two or more)	Equipment Depot	Multiple Brochures for Equipment Depot
Product or Service Catalog	S.O. CREATIVE	Rush Truck Centers All-Makes Catalog
<b>Promotional Products, Packaging, and POP</b>		
Promotional Product: Single	Sam Houston State University Program Marketing	Math Puzzle Cube
<b>Public Relations and Communications</b>		
Annual Report	Houston Methodist Hospital Foundation	Houston Methodist Hospital Foundation Magazine
Crisis Communications: Single Event	Edelman and University of Texas Medical Branch at Galveston	Zika Crisis - Educating and Calming the Public
Feature Story	C. T. Bauer College of Business, Office of Communication	Full Circle
Internal Relations/Communications Program	Camden Property Trust	The Camden Blogger Games
Internal Relations/Communications Program (Non-profit)	ABS	Internal Relations-NonProfit for ABS
Media Kit	Satori Marketing LLC & OutsideIn Consulting	Media Kit for Drive288
Newsletter	Decode Digital	Health-eNotes
PR Campaign: Multiple Markets	Carbonara Group Houston Public Media	Houston Public Media/UH Election Poll
PR Campaign: Non-profit, Charity, Cause	Permian Road Safety Coalition	Permian Road Safety Coalition Campaign
PR Campaign: Single Market	Edelman and Texas Medical Center	Third Coast Restaurant Opening
Sales Literature: Multiple Pieces	Phillips 66 US Marketing	Phillips 66 US Marketing Sales Enablement Brochure
Social Responsibility Campaign/Program	Adcetera	#thebloodytruth Blood Donation Awareness Campaign
Technical Article	Fifth Ring	Technical Article for XACT Downhole Telemetry
<b>AMA Houston Members Only</b>		
Corporate Citizenship	The Lee Group	Watch. Wait. Wonder. Worry.
Maverick Marketing	University of Houston	University of Houston - Global Conversations
New Kid On The Block Marketing	Kreadiv & Koo Agency	Event Promotion for Threaders Village
Shoestring Marketing (\$7,500 or less)	University of Houston	University of Houston - #DebateAtUH
<b>Tradeshows and Displays</b>		
Fixed Installation (Lobby or public area)	Houston Dynamic Displays	Video Wall at Houston Museum of Natural Science
Tradeshow Booth: Large (500 sq.ft. or larger)	2020 Exhibits	Wood Group Mustang OTC 2016
Tradeshow Booth: Medium (101 to 500 sq.ft.)	AIG	NALBA 35 Trade Show Booth
<b>Special Event Marketing</b>		
Event promotion: 2 or More Events	Decode Digital	July Career Events
Event promotion: Single Event: Agency	People Generation	Magical Winter Lights
Event promotion: Single Event: In-House	Halliburton	StimStar IV Special Event for Halliburton
Event promotion: Non-profit: 2 or more events	The University of Texas MD Anderson Cancer Center	Celebrating 75 Years of Making Cancer History(R)
Event promotion: Non-profit: single event	Full of Grace 5K	Event Promotion for Full of Grace 5K
<b>Advertising</b>		
Magazine Campaign (Two or more)	The Lee Group	Family Birthing Center-- VIP/Pregnancy/Babies Magazine
Magazine Single	Texas Children's Hospital Corporate Communications	The Journal of Texas Children's Hospital, Issue 3
Newspaper Campaign (Two or more)	The Lee Group	Life Happens. Plan for It.
Newspaper Single	The Company	SunShare Dr. Solis Campaign
Online Commercial	Decode Digital	Spring Grand Opening
Online Video	SD Productions	SKA Web Tour Video
Outdoor Campaign (Two or more)	Metropolitan Transit Authority of Harris County	Ride METRO to the Rodeo
Outdoor Single	Houston First Corporation	Visit Houston in Times Square
Paid Display, Standard	GS Marketing, Inc.	Digital Ad Campaign for Toyota West
Paid Social Media	Decode Digital	NYE Plan For It
Radio Campaign (Two or more)	Kelsey-Seybold Clinic	"Medical Minute" radio campaign for Kelsey-Seybold Clinic
Radio Single	Decode Digital	Bariatrics
TV Campaign (Two or more)	Broadway Bank	75th Anniversary TV Campaign
TV Single	The Lee Group	Watch. Wait. Wonder. Worry. TV
<b>Elements of Advertising</b>		
Concept / Design	The Lee Group	Squeeze in Your Mammogram
Copywriting	BrightSpot Creative	FQS Social Media Email Copywriting
Photography	Halliburton	Photography for Halliburton
<b>Marketing Campaigns</b>		
New Market Segment or Product Launch: Agency	The Lee Group	Family Birthing Center--VIP Pregnancy/Babies Campaign
New Market Segment or Product Launch: In-House	Phillips 66 US Marketing	Phillips 66 Launches Referral Rewards Program
Business-to-Business	AIG	AIG Road to Retirement
Business-to-Consumer: Agency	Broadway Bank	"Great Rate Face" Auto Loan Campaign
Business-to-Consumer: In-House	Lone Star College	Business to Consumer Campaign for Lone Star College Online
Large Budget (\$150,001+)	The University of Texas MD Anderson Cancer Center	HPV Vaccination Campaign for MD Anderson Cancer Center
Medium Budget (\$25,000 - \$150,000)	AIG	AIG Road to Retirement

Non-profit: Agency	The Lee Group	Watch. Wait. Wonder. Worry.
Non-profit: In-House	Lone Star College	Non-Profit Campaign for Lone Star College Online
Small Budget (Under \$25,000)	Theater District Houston / CKP	Marketing Campaign for Theater District Open House
<b>Branding</b>		
Brand Guidelines / Style Guide	BrightSpot Creative	Irby Construction Graphic Standards
Branding/Rebranding: Agency	Port Houston	Port Houston Rebranding
Branding/Rebranding: In-House	Halliburton	Branding/Rebranding for Halliburton
Corporate Identity/Stationery Package (Three or more)	Spry Marketing	ReBrand for Spry Marketing
Logo Design: In-House	Phillips 66 US Marketing	Phillips 66 Marketing Conference Logo
Logo Design: In-House	Port Houston	Logo for Port Houston
<b>Websites</b>		
Blog	Camden Property Trust	Simply Camden Redesign
Landing Page: Business-to-Business	Vision Source	Exclusive Social Media Team
Landing Page: Business-to-Consumer	Studio Brand Collective	Landing Page for Discount Power
Website: Business-to-Business: Agency	BrandExtract	Website for ABS Group
Website: Business-to-Business: In-House	NCI Building Systems - Heritage Building Systems	Heritage Buildings Systems
Website: Business-to-Consumer	Houston Airport System	Mobile Website for Houston Airport System, IAH & HOU
Website: Most Improved: Agency	HexaGroup	Website for Kirksey
Website: Most Improved: In-House	Camden Property Trust	Simply Camden Redesign
Website: Non-profit	Houston Airport System	Mobile Website for Houston Airport System, IAH & HOU
Website: Small Budget (\$10,000 or less)	S.O. CREATIVE	Website for White Hat Ops
<b>Judges' Choice</b>		
Judges' Choice	University of Houston	Global Conversations