

Winners

Category	Company	Entry
Online Marketing		
Digital A/B Testing	ABS	Ballast Water Management Report Email
Email Communication: Campaign (Two or more)	Lone Star College System	Lone Star College Payment Reminder Email Campaign
Email Communication: Single	Decode Digital	Decode's Holiday Card
Google Analytics	Stacey E. Burke, P.C.	Google Analytics for Josephson Dunlap
Marketing Automation	Halliburton	Complex Marketing Automation Campaign
Online Marketing (Across two or more unique platforms)	Camden Property Trust	Camden Apartments Direct Online Marketing
SEM	Decode Digital	CHI St. Luke's Health Emergency Services
SEO	TopSpot Internet Marketing	Fuji Electric Corp. of America SEO Program
Social Media Campaign: Agency	CKP	McDonald's Social Media Campaign
Social Media Campaign: In-House	Metropolitan Transit Authority	Summer of Fun Pass
Social Media Campaign: Non-profit	Integrate Agency	Orangetheory Fitness Torture the Trainer Campaign
Interactive and Multimedia		
Mobile App	Houston Airport System	Mobile (Web) App, A Browser-Based Airport Interactive Map
Video: Marketing: Agency	BrandExtract	Mission Possible Video Series for Chevron Industrial Performance Group
Video: Marketing: In-House	Integrity Images	Video Marketing for Integrity Images
Webinar/Interactive/Multimedia Marketing Presentation	ABS	ABS Corporate Dropped Objects Webinar
Marketing Research		
Customer Surveys (Quantitative)	The University of Texas MD Anderson Cancer Center	MD Anderson's Cancer Myths Study
Focus Groups / Consumer Research (Qualitative)	CKP	Chastang Research
Print Collateral and Direct Marketing		
Company or Organization Brochure	Houston Community College	Open Your Path to Success - HCC Centers of Excellence Brochure
Direct Mail: Three-Dimensional	Broadway Bank	"Big Things" Drone Direct Mail
Direct Mail: Two-Dimensional Campaign (Two or more pieces)	The Lee Group	Direct Mail Campaign for Laredo Emergency Room
Direct Mail: Two-Dimensional Mail (Single item)	Sam Houston State University Program Marketing	Sam Houston State University Program Marketing Philosophy Magnet Postcard
Product or Service Brochure	University of Houston Enrollment Services Communication & Marketing	Brochure for UH Office of Admissions
Promotional Products, Packaging, and POP		
Promotional Products, Packaging, and POP: Agency	Abstract Creative LLC	Packaging Design for Muscle Rehab
Promotional Products, Packaging, and POP: In-House	Magical Winter Lights – People Generation	POP Whole Sale Stores
Public Relations and Communications		
Annual Report	Houston Texans	Community Impact Report for Houston Texans
Crisis Communications – Single Event	United Way of Greater Houston	United Way Hurricane Harvey Relief Efforts
Feature Story: Agency	CKP	Urban Harvest Feature Story
Feature Story: In-House	Schlumberger	Pulsar Service Technical Article by Schlumberger in the Journal of Petroleum Technology
Internal Relations/Communications Program	Camden Property Trust	Camden Customer Focused
Media Kit	CrossRoads Branding, Inc.	Media Kit for look. walls & interiors
Newsletter: Agency	CKP	Layne Newsletters
Newsletter: In-House	University of Houston Cullen College of Engineering	PR/Communications Newsletter - Parameters Magazine Fall 2017
PR Campaign – Single Market	Love Advertising	Public Relations and Social Responsibility for Gallery Furniture
PR Campaign – Multiple Markets	AIG Travel	Travel Safety for Women Campaign
PR Campaign – Non-profit, Charity, Cause	Integrate Agency	Orangetheory Fitness Torture the Trainer Campaign
Social Responsibility Campaign/Program	Love Advertising	Public Relations and Social Responsibility for Gallery Furniture
AMA Houston Members Only		
Best Plan B	BrightSpot Creative	Skip the Line, Schedule Online Digital Campaign for Texas Emergency Care Center
Shoestring Marketing (\$7,500 or less)	Decode Digital	CHI St. Luke's Health Veteran's Choice Campaign
Tradeshows and Displays		
Display Booth	2020 Exhibits	The CenturyLink Experience
Fixed Installation (Lobby or public area)	VISION	Partnership Tower Interactive Video Wall

Winners (continued)

Category	Company	Entry
Special Event Marketing		
Event Promotion – 2 or More Events	Decode Digital	January Career Events at CHI St. Luke's Health
Event Promotion – Single Event: Agency	Local Search Group	Special Event Houston Boat Show
Event Promotion – Single Event: In-House	Magical Winter Lights – People Generation	Event Promotion Magical Winter Lights
Event Promotion Non-profit – Single Event	CKP	TDH Single Event Marketing
Advertising		
Magazine Campaign (Two or more)	Texas Oncology	Texas Oncology Sound of 50,000 Campaign
Magazine Single	Texas Oncology	Texas Oncology Sound of 50,000 Campaign
Newspaper Campaign (Two or more)	Metropolitan Transit Authority	El Dorado Park & Ride Launch
Newspaper Single	Texas Oncology	Texas Oncology Sound of 50,000 Campaign
Online Commercial	Texas Oncology	Texas Oncology Sound of 50,000 Campaign
Online Video	Decode Digital	Magical Winter Lights Online Video
Outdoor	Metropolitan Transit Authority	Ride METRO to the Super Bowl
Paid Display	Decode Digital	Jerry Built Rich Media Display
Paid Social Media	Decode Digital	Magical Winter Lights - Paid Social Media Campaign
Radio	Metropolitan Transit Authority	El Dorado Park & Ride Launch
TV Campaign (Two or more)	Decode Digital	Baylor St. Luke's Medical Group - We Know Better Campaign
TV Single	Magical Winter Lights – People Generation	Advertising – Magical Winter Lights 2017 Commercial
TV Single: Non-profit	Metropolitan Transit Authority	This Is My METRO - Catherine
Elements of Advertising		
Concept / Design	S.O. Creative	2017 Lantern Awards Creative for BMA Houston
Copywriting	Decode Digital	Jerry Built Copywriting
Illustration	2020 Exhibits	Give Me a Sign: 2020 Booth Sign for ExhibitorLive 2017
Photography	Nathan Lindstrom Photography	Image Library for GCVS
Marketing Campaigns		
Marketing Campaign: New Market Segment	AIG Travel	Travel Safety for Women Campaign
Marketing Campaign: Product Launch	AIEn USA	Bleach Like a Boss Campaign for AIEn USA
Marketing Campaign: Business-to-Business: Agency	BrightSpot Creative	Irby Construction Company Marketing Campaign
Marketing Campaign: Business-to-Business: In-House	SmartVault Corporation	Holiday Campaign for SmartVault - "SmartVault's Favorite Things for Accountants"
Marketing Campaign: Business-to-Consumer: Agency	Versa Creative	Big Game Campaign for NEC
Marketing Campaign: Business-to-Consumer: In-House	AIEn USA	Bleach Like a Boss Campaign for AIEn USA
Marketing Campaign: Large Budget (\$150,001+)	AIEn USA	Bleach Like a Boss Campaign for AIEn USA
Marketing Campaign: Medium Budget (\$25,000 – \$150,000)	The Company	Direct Energy 100+ Days Campaign
Marketing Campaign: Non-profit: In-House	University of Houston Enrollment Services Communication & Marketing	Marketing Campaign for UH Office of Admissions
Marketing Campaign: Small Budget (Under \$25,000): Agency	CKP	TDH Small Budget
Marketing Campaign: Small Budget (Under \$25,000): In-House	SmartVault Corporation	Holiday Campaign - "SmartVault's Favorite Things for Accountants"
Branding		
Brand Guidelines/Style Guide/Corporate Identity/Stationery Package	Bulpen Marketing	Branding and Corporate Identity/Stationery Package for The Parish School
Branding/Rebranding: Agency	BrandExtract	Rebrand for Arms Wide Adoption Services
Branding/Rebranding: In-House	AFGlobal Corporation with Savage Brands	Branding/Rebranding for AFGlobal Corporation
Logo Design: Agency	Edge Creative Strategies	Logo for The Beacon
Logo Design: In-House	Houston Texans	Houston Strong Logo
Websites		
Blog: Agency	Integrate Agency	Round Top Blogger Weekend
Blog: In-House	ABS	ABS Corporate Blog
Landing Page: Business-to-Business	ABS	ABS Container Certification Landing Page
Microsite	SmartVault Corporation	Holiday Campaign - "SmartVault's Favorite Things for Accountants"
Website: Agency	TopSpot Internet Marketing	Newpark Resources, Inc. Website
Website: In-House	TEAM Industrial Services, Griffin Creative, InkSpot Communications & Decode Digital	TEAM Industrial Services Website
Website: Most Improved: Agency	TopSpot Internet Marketing	Bayou City Bolt Website
Website: Most Improved: In-House	Onit	Onit Website Transformation
Website: Non-profit	Houston Airport System	Website for Houston Airport System
Website: Small Budget (\$10,000 or less)	CrossRoads Branding	Website for SportsSight Training
Judges' Choice		
Judges' Choice	Love Advertising	Public Relations and Social Responsibility for Gallery Furniture