


BMA Colorado 2011 GOLD Key Award Winners

Best of Show

Digital Marketing: Mobile marketing	Innovative Touch Points	Qwest
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Best Creative

B2B Self-Promotion: Campaign (series of communications)	Cohn Gives Back to "The Power of 10"		Cohn Marketing
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Best Results

Direct Mail: Single piece. Printed only, flat or dimensional. B&W or color.	Regal Entertainment Corporate Box Office - Summer Direct Mail Campaign		Client: Regal Entertainment Group
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Best Strategy

Digital Marketing: Integrated Online Campaign (minimum of 3 different digital medias)	Integrated Lifecycle Marketing Program		Qwest
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Best Production

Digital Marketing: Website - \$25,001 - \$50,000	Media Delivery for Level 3 Delivers	Carbon8 Client: Level 3 Communications
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Gold Key Awards





<p>A1: Total B2B Campaigns: Campaigns for which production and media costs exceeded \$250,000 during a 12-month period</p>	<p>Avaya YES Campaign</p>	<p>Faction Media Client: Avaya</p>
<p>A2: Total B2B Campaigns: Campaigns for which production and media costs were between \$50,000 and \$250,000 during a 12-month period</p>	<p>Schrader TPMS Made Simple Campaign</p>	<p>Leopard Client: Schrader</p>
<p>C1: Single B2B Advertisements: Print ad (fractional, full-page or spreads)</p>	<p>Are your patients made of plastic?</p>	<p>Client: Ametica Corporation</p>
<p>D04: Digital Marketing: Website - \$25,001 - \$50,000</p>	<p>Media Delivery for Level 3 Delivers</p>	<p>Carbon8 Client: Level 3 Communications</p>
<p>D12: Digital Marketing: Integrated Online Campaign (minimum of 3 different digital medias)</p>	<p>Integrated Lifecycle Marketing Program</p>	<p>Qwest</p>
<p>D13: Digital Marketing: Mobile marketing</p>	<p>Innovative Touch Points</p>	<p>Qwest</p>
<p>D15: Digital Marketing: Pay-per-click (campaign)</p>	<p>SEM Success for Qwest Business</p>	<p>iCrossing Client: Qwest</p>
<p>F1: Social Media: Facebook page/tab</p>	<p>Flowers for Moms</p>	<p>Burns Marketing Communications Client: Nurse-Family Partnership</p>
<p>F1: Social Media: Facebook page/tab</p>	<p>The Noerr Programs: Santa Goes Social</p>	<p>Cohn Marketing Client: The Noerr Programs</p>




F8: Social Media: Integrated social media campaign (must integrate 3 or more social media channels)	Johnny Lee Ross: Powered by Qwest Business		Qwest
I3: Branding or Re-Branding: Corporate Identification Program	picoSpin From the Ground Up		Carbon8 Client: picoSpin, LLC
J2: Product Literature / Collateral Material (print or electronic): Product-specific or service-specific brochures or catalogs	Carbomedics Top Hat® Comparison Brochures		Armada Medical Marketing Client: Sorin Group, Heart Valves Business Unit
J2: Product Literature / Collateral Material (print or electronic): Product-specific or service-specific brochures or catalogs	Guildford Town Centre - Development Brochure		Cohn Marketing Client: Ivanhoe Cambridge/Guildford Town Centre
K1: Direct Mail: Single piece. Printed only, flat or dimensional. B&W or color.	Regal Entertainment Corporate Box Office - Summer Direct Mail Campaign		Client: Regal Entertainment Group
K1: Direct Mail: Single piece. Printed only, flat or dimensional. B&W or color.	Regal Entertainment Group Corporate Box Office - Holiday Direct Mail Campaign		Client: Regal Entertainment Group
K2: Direct Mail: Campaigns or two or more mailings, flat or dimensional. B&W or color.	Avaya Flare Direct Campaign		Faction Media Client: Avaya
L1: Promotional Product Material: Product packaging or design	Largest Broncos jersey ever fabricated is worn by 26 ft tall Anubis to support the Denver Art Museum's King Tut		Client: Arts & Exhibitions International
L2: Promotional Product Material: Printed materials, posters, calendars, incentives, sales and reseller kits.	Avaya Flare Sales Enablement Kit		Faction Media Client: Avaya
M2: Public Relations: Single PR effort	HealthSource Colorado, Turning a New Insurance Offering into a Story		Linhart PR Client: UnitedHealthcare
N2: Trade Show or On-Premise Exhibits / Displays: Large exhibits, 10x40 (inline or large island / peninsula exhibits)	Synergetics Inc. Custom Exhibit for the American Academy of Opthomology		Client: Synergetics Inc.

N2: Trade Show or On-Premise Exhibits / Displays: Large exhibits, 10x40 (inline or large island / peninsula exhibits)	Ice-O-Matic New Custom Exhibit for the National Restaurant Association Show		Client: Ice-O-Matic
N3: Trade Show or On-Premise Exhibits / Displays: Permanent on-premise exhibit (one-site or multiple locations)	Xcel Energy 1800 Larimer Lobby		Client: Xcel Energy
P2: B2B Self-Promotion: Campaign (series of communications)	Napkin Mailer		
P2: B2B Self-Promotion: Campaign (series of communications)	Cohn Gives Back to "The Power of 10"		Cohn Marketing

Silver Key Awards

A2: Total B2B Campaigns: Campaigns for which production and media costs were between \$50,000 and \$250,000 during a 12-month period	Chaos Calls Conference Promotions		The Creative Alliance Client: PhoCusWright, Inc
A3: Total B2B Campaigns: Campaigns for which production and media costs are less than \$50,000 during a 12-month period	TW Telecom Customer Service Direct Campaign		Faction Media Client: TW Telecom
C2: Single B2B Advertisements: TV, radio or outdoor adt	"The Spark" TV - Loans		Bellco Credit Union
D05: Digital Marketing: Website - \$50,000+	Turning shoppers into buyers		Burns Marketing Communications Client: WebCollage
D05: Digital Marketing: Website - \$50,000+	Comcast Spotlight Website		Faction Media Client: Comcast Spotlight
D07: Digital Marketing: Banner advertising	Avaya Brand Banner Campaign		Faction Media Client: Avaya

D12: Digital Marketing: Integrated Online Campaign (minimum of 3 different digital medias)	Gates Fluid Power Lead Generation and Engagement Program	90octane Client: Gates Corporation
D13: Digital Marketing: Mobile marketing	I have an App for That - SIP Trunking ROI Calculator	Carbon8 Client: Level 3 Communications
D17: Digital Marketing: SEO - corporate website	Comcast Spotlight Corporate SEO	Faction Media Client: Comcast Spotlight
E1: Multimedia and Video Presentations: Promotional presentations (new service, product, etc.)	"Local Search Traffic" Interactive Video	LIGHTGROUP Client: Location 3 Media
E1: Multimedia and Video Presentations: Promotional presentations (new service, product, etc.)	E Gifting Multimedia Presentation	 Moxie Creative Communications Agency Client: First Data Company
E1: Multimedia and Video Presentations: Promotional presentations (new service, product, etc.)	IBM POWER7 Power your planet story video	 Leopard Client: IBM POWER7
E3: Multimedia and Video Presentations: Training presentations	Buick GMC "Premium Experience"	 Takeda Entertainment, Inc. Client: BI Worldwide
F8: Social Media: Integrated social media campaign (must integrate 3 or more social media channels)	How Social Media Has Changed the Way InfoPrint Solutions' Does Business	Breakaway Communications Client: InfoPrint Solutions
G: Annual Reports	R.W. Beck 2009 Annual Report	ripcord, llc. Client: R.W. Beck
H1: Newsletters / Magazines: External newsletter/magazine	THOR Advantage	 THOR, Inc.
K2: Direct Mail: Campaigns or two or more mailings, flat or dimensional. B&W or color.	HP Strengthen Your Core	Client: Avnet, Inc.
L2: Promotional Product Material: Printed materials, posters, calendars, incentives, sales and reseller kits.	BreathTek® UBT Laboratory Partner Look Book	Armada Medical Marketing Client: Otsuka America Pharmaceutical, Inc.
M2: Public Relations: Single PR effort	OPXBIO Scores on PR	Cohn Marketing

			Client: OPXBIO
N1: Trade Show or On-Premise Exhibits / Displays: Small exhibits, 10x10 to 10x20 (typically in-line or linear exhibits)	Garmat USA / Trade Show Exhibit		Toast & Jam Client: Garmat USA
N2: Trade Show or On-Premise Exhibits / Displays: Large exhibits, 10x40 (inline or large island / peninsula exhibits)	Avaya VoiceCon Trade Show		Faction Media Client: Avaya
N2: Trade Show or On-Premise Exhibits / Displays: Large exhibits, 10x40 (inline or large island / peninsula exhibits)	TMobile Washington DC 4G Conference		Harmonic Media, Inc. Client: Peak Creative Media
N4: Trade Show or On-Premise Exhibits / Displays: Rolling/transportable exhibits	EAA AirVenture air and trade show exhibit		Jeppesen
P1: B2B Self-Promotion: Single communication	Gates Fluid Power--Global Marketing Hand-in-Hand Book		Gates Corporation, Worldwide Fluid Power Division
T: Potpourri	Gates Fluid Power--"Crusade for Cash" Sales Incentive Program		Gates Corporation, Worldwide Fluid Power Division
T: Potpourri	Gates Fluid Power / Kaman Industrial Technologies--Partnership Campaign		Gates Corporation, Worldwide Fluid Power Division
T: Potpourri	Gates Fluid Power / Motion Industries--Partnership Campaign		Gates Corporation, Worldwide Fluid Power Division