Fast Park & Vehr Communications
Finalist for Best “Non-Marketing” Marketing Program
Fast Park’s 2016 Canned Food Drive
Together, We Can Fight Hunger
Harlow HRK/Impact Group
Finalist for Best “Non-Marketing” Marketing Program
Best “Non Marketing” Marketing Program

HARLOW HRK

Newport High School
Lunch Buddies
Monthly Business Topic
Follow the UPC
Mock Interviews
Office Internships
London Computer Systems
Culture Campaign
Finalist for Best “Non-Marketing” Marketing Program
BEST "NON-MARKETING" MARKETING PROGRAM
Sons of the American Revolution
Finalist for Best “Non-Marketing” Marketing Program
Sons of the American Revolution
Pledge

We, the descendants of the heroes of the American Revolution who, by their sacrifices, established the United States of America, reaffirm our faith in the principles of liberty and our Constitutional Republic, and solemnly pledge ourselves to defend them against every foe.
Objectives
Create initial Internet presence
- Website
- Facebook page
- Twitter profile
- YouTube video’s

Planning and Execution

Created website

Created Facebook page

Created Twitter profile

Created 26 total video’s

Results < one year
- Achieved Google page one organic search results.
- Achieved YouTube page one search result.
- Achieved National recognition for marketing work.
- Had fun, gained personal exposure at the National SAR level, and learned a lot about my family history.
Barefoot Proximity: Cincinnati Children’s Embrace Equity Campaign
Finalist for Best BRAND Launch or Rebranding Effort
Opportunity / Problem

Cincinnati Children’s updated and modernized their existing brand equity to better reflect their emphasis on collaboration and “changing the outcome together”. Now that Cincinnati Children’s was ready to reveal their new equity, they had one problem to overcome — the logo. Cincinnati Children’s old logo was well known and recognized, barely changing throughout their 130+ year history. Because of this, many people in the community had an emotional connection to the old logo. Additionally, during internal logo reveals, it was clear some people didn’t immediately understand the meaning behind the new, modernized logo.

Objectives

**Goal:** To introduce the new Cincinnati Children’s brand equity to people in the community and surrounding areas

**Objectives:** To get 150,000 views of our “Embrace” video and to increase social engagement (positive reactions, comments) among users who watched the “Embrace” video
"Kind of looks like a rainbow.."
Graydon
Finalist for Best BRAND Launch or Rebranding Effort
Graydon isn’t just a brand.

It is a culture.

It is an experience.

And it starts with a connection...
OFF WITH THE HEAD

One of the first things we did at the onset of the branding process was to shorten our name from Graydon Head to simply, Graydon. We also eliminated the ‘Legal Counsel Since 1871‘ tagline. While factual, it wasn’t interesting.

With Kolar Design’s assistance, we created a fresh, bright, and bold logo that reflects the new Graydon. It also provided us an icon we could use in pattern form for collateral, promotional materials, as well as throughout the new office.

The icon is made of overlapping dialogue boxes which demonstrate our brand story, our diversity coming together at the Connection Square. It intuitively shows connection to our clients, the community, and each other.

The Graydon proprietary logotype is done in bold, all caps, proprietary letterforms that project the attributes of trustworthy, strength, and stability.
Harlow HRK
Finalist for Best BRAND Launch or Rebranding Effort
Our Purpose
Enriching Lives by Building Brands

Our Promise
Elevate Remarkable Brands

Our Values
Ownership
Fully engaged and ready to make a difference.

Genuine
We are who we say we are, we do what we say we’ll do.

Zealous
Eager in our pursuit. Enthusiastic in our service.

Enterprising
Work hard, work smart.
Finalist – Best Rebranding Effort
Joseph House & Vehr Communications
Finalist for Best BRAND Launch or Rebranding Effort
If you are a veteran or know a veteran who could use our help, please take our quick assessment and get in touch with us. We want to help you get your life back and find a lifetime of recovery.

GET HELP for myself
GET HELP for a family member/friend
TAKE OUR Self-Assessment
Union Institute & University Brand Relaunch
Finalist for Best BRAND Launch or Rebranding Effort
Congratulations, you recently completed your degree from Union Institute & University! This is a huge accomplishment and we hope you feel a sense of pride. Now that you are an alum, and you are embarking on a new chapter in your life it is easy to forget that there are convenient resources at Union that can continue to help you after you have graduated. Our Career Services team assists alumni, like you, with all phases of the career planning process including:

- Interview techniques
- Resume writing
- LinkedIn profile reviews
- Assessments
- Strength/weakness inventories
- Occupation information
- Networking
- Job search skills
- Self-promotion techniques
- Professional image building
- Diversity resources

The Career Services team also operates a job alert network that provides relevant, new job openings that relate to your interests and geographic area. They have developed partnerships with employers across the country to provide you with unique opportunities in the hidden job market.
Union Institute & University educates highly motivated adults who seek academic programs to engage, enlighten, and empower them to pursue professional goals and a lifetime of learning, service, and social responsibility.
Your success is our mission.
UC AMA
Finalist for Best COLLEGIATE/STUDENT Marketing Plan, Campaign, and/or Program
Your Local Contact

Brynn Meyers

24 years old
Loved Kona Ice as a kid
Works at a local business
Earns ~$40,000

Entertainment: The Banks, Over the Rhine, Newport on the Levee, Riverbend, Taste of Cincinnati

Shops Local: Kroger, Craft Breweries

Environmentally Conscious
Supports Charities/Social Impact

Social Media: Instagram, Facebook, Snapchat
Learning to Invest by Investing in Learning, by: Casey Fugate, Kristin Graff, Veronica Lopreato, Lily McDonogh, Andrew Re, and Melinda Wilson

Finalist for Best COLLEGIATE/STUDENT Marketing Plan, Campaign, and/or Program
How could we make Learn by Rubicon one of your favorite apps?

**Activity Example**

- **Sort**: Name
- **Sharing**:
  - Today, November 14, 2016:
    - Ashley: 0%
    - Stephanie: 189%
  - November 13, 2016:
    - Ashley: 0%

**, Brandon**: I would suggest adding a way to track your friends or see their progress in the app.

**, Me**: It would be cool if we could share with our friends what we learned and make a competition out of it.

**, Ashley**: If they had a friend program so that I could track my friends and compare progress with them. And if I could track my own progress and set goals.

**Conclusion**: Adding a social tab that updates live with your friends, along with quizzes each friend can complete, and updates that show how you compare against your friends, will make the application more engaging.

Learn by Rubicon | ACG © 2016
Barefoot Proximity’s Jennie-O’s “Make the Switch” Campaign

Finalist for Best INTEGRATED Marketing Campaign and Best Use of CONTENT for Inbound Marketing and Engagement
THOUSANDS IN L.A. TRIED TURKEY AND LOVED IT!
MIAMI, YOU'RE NEXT.

MAKE THE SWITCH

ALL CITIES LOS ANGELES MIAMI DENVER NEW YORK SEATTLE

ALERT! MIAMI EVENT HAPPENING RIGHT NOW! WATCH ONLINE >

CAN YOUR FAVORITES—BURGERS, TACOS AND CHILI—TASTE JUST AS GREAT MADE WITH TURKEY?
13 Healthyish People Discuss Lifestyle Changes That Actually Worked
For all of us who think an all-kale diet is too extreme: Making small lifestyle changes like how these people did might be the better way to go for you.

12 Moments Every Wannabe “Healthy” Eater Can Relate To
You’re REALLY good at eating...and pretty good at eating right. But when it’s doughnut day at work, all bets are off. You’re only human.
dooley media’s #OTRisArt Campaign
Finalist for Best INTEGRATED Marketing Campaign
$290
of gift cards
for your team

#OTRisART

Scavenger Hunt on Saturday, February 27
HyperDrive PastaPalooza
Finalist for Best INTEGRATED Marketing Campaign
Pastapalooza™ 2016!

SIX WEEKS OF PRIZES, PASTA AND PICNICS!

Break out the flip flops and ray bans, summer is here! We want to help you celebrate the warm weather with six weeks of sweepstakes, recipes and coupons. Every week is a new chance to win exciting prizes with one lucky entrant winning the ultimate prize - A YEAR'S SUPPLY OF DREAMFIELDS PASTA AND $1,000 VISA GIFT CARD!
SIX WEEKS OF PRIZES

CONTEST COUNTDOWN

GRAND PRIZE WINNER ANNOUNCED IN

0 days
0 hours
0 minutes
0 seconds

ELBOWS ON THE TABLE!
WEEK ONE

SUMMER LOVIN'
WEEK TWO

ALL-AMERICAN COOKOUT
WEEK THREE

PAPA-PALOOZA
WEEK FOUR

FAMILY FUN & FITNESS IN THE SUN
WEEK FIVE

SHARING IS CARING
WEEK SIX
GET THE COUPON OF THE WEEK!

Every week during #Pastapalooza2016, Dreamfields will be offering a valuable coupon for your next purchase. Grab this week's coupon and come back next week to download the new one!  

CLAIM COUPON
KZF Design Celebrating 60 Years
Finalist for Best INTEGRATED Marketing Campaign
Best INTEGRATED Marketing Campaign
Best INTEGRATED Marketing Campaign
KZFDISEIGN
CELEBRATING 60 YEARS
Best INTEGRATED Marketing Campaign
Best INTEGRATED Marketing Campaign
London Computer System’s Rent Manager User Conference 2016
Finalist for Best INTEGRATED Marketing Campaign
SAVE THE DATE: October 3-6
2016 Rent Manager User Conference + Omni Orlando Resort at ChampionsGate
REGISTER TODAY AT: CONFERENCE.RENTMANAGER.COM
Scooter Media/The Carnegie – Wizard of Oz
Finalist for Best INTEGRATED Marketing Campaign
The Carnegie presents
WIZARD OF OZ

Finalist, Best Integrated Marketing Campaign

"We're Off to see the Wizard"
-Cincinnati Family
The Carnegie presents
WIZARD OF OZ

Finalist, Best Integrated Marketing Campaign

"Wizard of whimsy designs Carnegie's Oz"
-Cincinnati Enquirer
The Carnegie presents
WIZARD OF OZ

Finalist, Best Integrated Marketing Campaign

- Over 3,000 tickets sold
- 40 media placements
- 1.2 million reached via social media
- 85,000 web page views
- 26% of show attendees reported it as their first visit to The Carnegie

“Go Over the Rainbow for The Wizard of Oz at The Carnegie”
-Family Friendly Cincinnati
Barefoot Proximity’s Cincinnati Children’s Liberty Center Campaign Finalist for Best Overall DIGITAL Strategy & Execution
Welcome to Liberty Campus

Another convenient location for the #3 Children's Hospital in the Nation

Liberty Campus is a full-service hospital

The Care You Need
- 42 inpatient rooms with enhanced care for more serious conditions
- 24/7 Emergency Department
- After hours Urgent Care
- 24/7 Emergency surgery capability
- 56+ pediatric medical and surgical specialty clinics and services
- Laboratory, testing and complete X-ray and imaging services, including CT and MRI (both with and without sedation)

The Comfort You Deserve
- Beautiful spaces with lots of natural light
- Family-friendly patient room amenities providing enhanced privacy, better storage and bigger sleeper beds for parents
- Convenient suburban setting
- Full-service cafeteria with room service available
- Free and ample surface parking
Patricia Chambers, MD
Emergency Department Physician

The Make-it-better-er
The Growth of Levy Law Offices’ Web Presence, by GNGF
Finalist for Best Overall DIGITAL Strategy & Execution
Increase online reviews on Avvo, Google, and Facebook.
Rhinegeist Brewery’s Archive of Thirst by branding firm BS LLC

Finalist for Best Use of CONTENT for Inbound Marketing and Engagement and Best SCRAPPY Marketing Campaign
OBJECTIVES

BLOW UP THE CONCEPT OF THE TIRED OLD BROCHURE.

When you can't pull out a mobile device and show off your impressive video content, print collateral can achieve the goal of "showing some leg" and increasing engagement. We storyboarded a brand book to be shot throughout their breathtaking space using only staff. The piece would capture the spirit and culture of Rhinegeist through stylized photography and creative copy. We wanted to blow up the concept of a tired old brochure and create a take-home that people would keep on their shelves.
10K PHOTOS
393 WORDS
72 OUTFITS
147 APPLES
40+STAFF MODELS
90 DAYS START TO FINISH
12 SETS
4-NIGHT SLEEPOVER
3 GUITARS
2 SEMIS
LOTS OF SNACKS AND BEER
ONE BOOK
Scooter Media/PWC – Ramp up for Veterans
Finalist for Best SCRAPPY Marketing Campaign
“We’ve done interviews... with veterans who are in their 90’s now, but those are just the WWII vets. There are others in their 60s and 70s and 80s and so they need help, too. This means a lot to these folks.” - Tanya O’Rourke, WCPO
"Ramp It Up"
PEOPLE WORKING COOPERATIVELY
Finalist, Best Scrappy Marketing Campaign

For the 2nd year in a row, PWC and WCPO-TV have partnered up to help eliminate our 300+ waiting list of Veterans that are in need of critical home repairs and modifications. Tune in to WCPO tomorrow, December 7th from 4pm-8pm for our Ramp It Up For Veterans Telethon.

The Ramp has made a huge impact in our lives.”
-Ed, a WWII Navy veteran
• 727 households in the Tri-State served
• 60,000 reached via social media
• Eliminated PWC’s veteran waiting list for 2016
• $56,045 raised during the campaign
• 33 media placements

"Without PWC, I wouldn’t be sitting here today."
-Roger, an Army veteran and medic
WordCamp Cincinnati 2016
Marketing Campaign
Finalist for Best SCRAPPY Marketing Campaign
A few of our results:

- Zero to 229 attendees in 4 months
- 80 new members in Cincinnati WordPress Meetup since event
- Dubbed on Twitter as “the WordCamp in the Midwest to beat”
Opportunity  WordCamps provide an opportunity for WordPress fans to share the knowledge of all things WordPress.

To strengthen the local WordPress community, a group of volunteers set a goal of registering 200 conference attendees for the first WordCamp in Cincinnati.

Challenge  We needed to build, from the ground up, awareness, excitement and support of WordCamp within 4 months.
dooley media’s StartupCincy Rally Cry Campaign
Finalist for Best Use of CONTENT for Inbound Marketing and Engagement
IF YOU CAN MAKE IT IN CINCINNATI

WHY WOULDN’T YOU?

#STARTUPCINCY
Fast Park & Vehr Communications’ “Your Travel Partner” Blog
Finalist for Best Use of CONTENT for Inbound Marketing and Engagement
Your Travel Partner

Let our travel ideas help make your trip the best one ever.

Fast Park’s Your Travel Partner Blog ... engaging, informing and inspiring travelers.
Great Parks of Hamilton County
Finalist for Best Use of CONTENT for Inbound Marketing and Engagement
Great Parks of Hamilton County

greatparks.org
Persona Study for the Grandpa Soap Co.
by Sund + Co.
Finalist for Best Use of INSIGHTS to Drive Experience, Engagement and/or Innovation
BEST USE OF INSIGHTS

PERSONA STUDY: WHO WILL BE BRAND CHAMPIONS, VOLUME LEADERS, AND MOST COST-EFFECTIVE

UNCOVER VALUABLE, ACTIONABLE INSIGHTS WITH A MODEST AND CAREFULLY DESIGNED EFFORT
TARGETED PERSONAS TO PROMOTE THE STRENGTH OF THE BRAND IN TURN, CULTIVATING BRAND ADVOCATES

VOLUME LEADERS
Personas with the most people in the US that can be targeted to generate sales volume.

BRAND CHAMPIONS
People that are most interested in the product, most likely to tell everyone they know about it.

ECONOMICAL REACH
Cost-effective personas had the lowest advertising cost per response.
Cultivating a Healthy Planet
Sodium Palmate made with palm oil from Rainforest Alliance Certified™ farms

Pure and Simple, Naturally
Hardworking, pure and simple ingredients are the heart of our natural soap making traditions.

THE GRANDPA SOAP CO.
SINCE 1878
SENDING LOVE
FROM OUR FAMILY TO YOURS - XO

THE GRANDPA SOAP CO.
SINCE 1878

NATURAL

HARDWORKING

PURE

SIMPLE
Barefoot Proximity and Berkshire Hathaway HomeServices BHHS Broker & Agent Acquisition
Finalist for Best Use of Technology for SALES Enablement
Opportunity / Problem

Berkshire Hathaway HomeServices (BHHS) was new to real estate and needed to scale fast by encouraging Brokers to open a new office under the Berkshire Hathaway HomeServices brand. With limited funds they needed to reach a niche, B2B audience and quickly convert them to leads. With less than 500 searches a month for “starting a real estate business,” the solution wasn’t going to be easy.

Objectives

Our target audience for this campaign was brokers/ owners of competitive real estate offices and real estate agents.

The objective of this campaign was to generate new inquiries to open, or switch to a BHHS affiliate office.
We've become the fastest growing real estate company in the nation since launching in 2012.

gladys.jones.0903 Keel up the good work I was just at an opening house of yours in Philadelphia love the house

rtravy @kurschgroup is the realest real estate company in the nation #forrealestate

jerzz1787 @lynne107e

successfulkev @jose6440

107,489 views

AUGUST 29, 2016

Log in to like or comment.
The Cincinnati USA Virtual Reality Experience by the Cincinnati USA Convention & Visitors Bureau
Finalist for Best Use of Technology for SALES Enablement
- Used to bring national meeting planners to Cincinnati via a virtual reality tour
- Used at trade shows, sales missions and client events
- Demonstrates Cincinnati’s ability to host world class events in a vibrant region