

Are You Keyworthy?

2014 **BMA**
GOLD KEYS

BMA Colorado 2014 GOLD Key Award Winners



Best of Show

Multimedia and Video Presentations: Promotional presentations (new service, product, etc.)	Arrow Electronics	Five Year Olds on Five Years Out Videos	
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Best Creative

Multimedia and Video Presentations: Promotional presentations (new service, product, etc.)	Arrow Electronics	Five Year Olds on Five Years Out Videos	
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Best Results

Direct Mail: Single piece. Printed only, flat or dimensional. B&W or color.	Webroot	Webroot "WIN the Fight Against Cybercrime" Direct Mail Package	
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Best Strategy

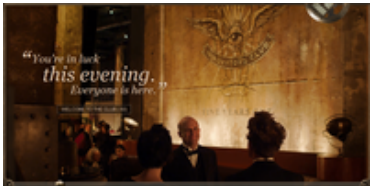

Multimedia and Video Presentations: Training presentations	Client: IBM	IBM Sobering Facts Video	
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Best Production





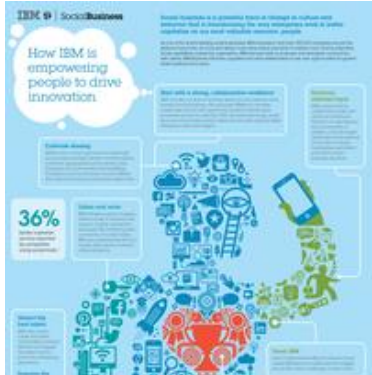
Multimedia and Video Presentations: Promotional presentations (new service, product, etc.)	Arrow Electronics	Five Year Olds on Five Years Out Videos	
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Gold Awards


C2: Single B2B Advertisements: TV, radio or outdoor adt	Arrow Electronics	Innovators Club Campaign - TV Spots	
D05: Digital Marketing: Website - \$50,000+	Burns Marketing Client: Scrum Alliance	Scrum Alliance Website	
D05: Digital Marketing: Website - \$50,000+	Vladimir Jones Client: Xcel Energy	ResponsibleByNature.com/Business	
D11: Digital Marketing: Promotional site (microsite)	gyro Client: DCP Midstream	DCP Midstream 811 Microsite	

			
E1: Multimedia and Video Presentations: Promotional presentations (new service, product, etc.)	Arrow Electronics	Five Year Olds on Five Years Out Videos	
E2: Multimedia and Video Presentations: Corporate overview presentation	Client: IHS	IHS Risk Video	
E3: Multimedia and Video Presentations: Training presentations	Client: IBM	IBM Sobering Facts Video	
I1: Branding or Re-Branding: Corporate branding campaign	Cohn Marketing Client: AMAS (Aviation Medicine Advisory Service)	AMAS Brand- "Clear Skies Ahead"	
I1: Branding or Re-Branding: Corporate branding campaign	DreamWise Marketing Solutions Client: Spread the Warmth	Spread the Warmth Rebrand	
I3: Branding or Re-Branding: Corporate Identification Program	Market Creation Group Client: Brandwise	Brandwise Website and Rebranding	
J1: Product Literature / Collateral Material (print or electronic): Corporate	Arrow Electronics	Arrow Selling System Architecture	

capability brochures			
J2: Product Literature / Collateral Material (print or electronic): Product-specific or service-specific brochures or catalogs	Datacard Group	CE840 Instant Issuance System Launch Kit	
J3: Product Literature / Collateral Material (print or electronic): White papers	Location3 Media	The Future of Search	
K1: Direct Mail: Single piece. Printed only, flat or dimensional. B&W or color.	Webroot	Webroot "WIN the Fight Against Cybercrime" Direct Mail Package	
K2: Direct Mail: Campaigns or two or more mailings, flat or dimensional. B&W or color.	Slack and Company Client: Gates Corporation	Gates Corporation - Beverage Direct Mailers	
L2: Promotional Product Material: Printed materials, posters, calendars, incentives, sales and reseller kits.	Client: IBM	IBM Social Business Infographic	

<p>L2: Promotional Product Material: Printed materials, posters, calendars, incentives, sales and reseller kits.</p>	<p>Client: Vision Graphics Inc.</p>	<p>WE MAKE IT EASIER FOR YOU TO REDEFINE "EYE CATCHING"</p>	
<p>L2: Promotional Product Material: Printed materials, posters, calendars, incentives, sales and reseller kits.</p>	<p>Client: IBM</p>	<p>IBM Big Data Economy Infographic</p>	
<p>L2: Promotional Product Material: Printed materials, posters, calendars, incentives, sales and reseller kits.</p>	<p>Client: CDW</p>	<p>CDW Selling Kit</p>	
<p>O: Pro Bono (B2B only)</p>	<p>DreamWise Marketing Solutions Client: Spread the Warmth</p>	<p>Citywide Banks Spreads the Warmth</p>	
<p>O: Pro Bono (B2B only)</p>	<p>Carbon8 Client: Parkinson's Association of the Rockies</p>	<p>Parkinson's Association of the Rockies</p>	
<p>O: Pro Bono (B2B only)</p>	<p>Arrow Electronics</p>	<p>Arrow C5 Corvette Paraplegic Race Car</p>	
<p>P2: B2B Self-Promotion: Campaign (series of communications)</p>	<p>Carbon8 Client: Carbon8</p>	<p>Carbon8 Water Glass Campaign</p>	




			
R: Demand Generation	Intelligent Demand Client: Kaiser Permanente Colorado	Kaiser Permanente Integrated Health Care	
R: Demand Generation	Webroot	Webroot "WIN the Fight Against Cybercrime" Direct Mail Package	
S: Content Marketing	Client: IBM	IBM THINKFriday Campaign	
T: Potpourri	90octane Client: Swisslog	90octane: Swisslog Sales Enablement Tool	
T: Potpourri	gyro Client: DCP Midstream	DCP Midstream Wellness Program	






			
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Silver Awards



<p>A1: Total B2B Campaigns: Campaigns for which production and media costs exceeded \$250,000 during a 12-month period</p>	<p>Vladimir Jones Client: Xcel Energy</p>	<p>Xcel Energy POV</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>Cohn Marketing Client: WaterTech</p>	<p>WaterTech Total B2B Campaign- "Pure. Right Down to Our Intentions."</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>Faction Media Client: CSC</p>	<p>Faction Media - CSC CIO Barometer Campaign</p>	

<p>A3: Total B2B Campaigns: Campaigns for which production and media costs are less than \$50,000 during a 12-month period</p>	<p>TeleTech</p>	<p>TeleTech B2B Integrated Marketing Campaign- Dreamforce</p>	
<p>A3: Total B2B Campaigns: Campaigns for which production and media costs are less than \$50,000 during a 12-month period</p>	<p>TeleTech</p>	<p>Call Center Week: Integrated B2B Marketing Campaign</p>	
<p>C1: Single B2B Advertisements: Print ad (fractional, full-page or spreads)</p>	<p>Level 3 Communications Client: Crawford Technologies</p>	<p>Network Enabled Enterprise Global Campaign</p>	
<p>D02: Digital Marketing: Website targeted landing page</p>	<p>Level 3 Communications Client: Crawford Technologies</p>	<p>Network Enabled Enterprise Global Campaign</p>	
<p>D03: Digital Marketing: Website - under \$25,000</p>	<p>Cohn Marketing Client: PayReel</p>	<p>PayReel Website- "Your Own Special Ops Team"</p>	
<p>D04: Digital Marketing: Website - \$25,001 - \$50,000</p>	<p>Client: Leopard</p>	<p>Leopard Website</p>	
<p>D04: Digital Marketing: Website - \$25,001 - \$50,000</p>	<p>Cohn Marketing Client: Taubman</p>	<p>Taubman Development B2B Website Initiative</p>	
<p>D05: Digital Marketing: Website - \$50,000+</p>	<p>Client: Motorola Solutions</p>	<p>Motorola Solutions InSite</p>	

			
D07: Digital Marketing: Banner advertising	gyro Client: DCP Midstream	DCP Midstream 811 Online Digital Display Banners	
D08: Digital Marketing: Online video or podcast	Faction Media Client: Trust Company of America	Faction - Trust Whiteboard Videos	
D10: Digital Marketing: Promotional email, series/campaign	IHS	How IHS Janes Defense Deployed Marketing Automation and Boosted Target Engagement by 1000%+	
D13: Digital Marketing: Mobile marketing	The Optera Group LLC Client: Gambro	Gambro MAPP App	
D13: Digital Marketing: Mobile marketing	Burns Marketing Client: TerraLUX	TerraLUX Retrofit Estimating App	
D13: Digital Marketing: Mobile marketing	The Optera Group LLC Client: NetApp & Cisco	FlexPod iPad App	
D17: Digital	Carbon8	Heat a Home, Warm a	

Marketing: SEO - corporate website	Client: Energy Outreach Colorado	Heart	 <p>The screenshot shows the Energy Outreach Colorado website. The header features the logo and the tagline "Helping all Coloradans afford home energy." Below the header is a navigation menu with links for HOME, ABOUT, HOW WE WORK, ENERGY EFFICIENCY, COMMUNICATIONS, MEDIA GUIDES, and CONTACT US. The main content area includes a section titled "Energy Outreach Colorado" with a sub-header "Since 1989, Energy Outreach Colorado has saved more than \$200 million in help Colorado's weathered homes and services afford home energy." There are also sections for "PROGRAMS" and "ENERGY ASSISTANCE".</p>
E1: Multimedia and Video Presentations: Promotional presentations (new service, product, etc.)	Datacard Group	ID Solutions Video	
E1: Multimedia and Video Presentations: Promotional presentations (new service, product, etc.)	Datacard Group	Science of Security & Durability Video	
E4: Multimedia and Video Presentations: Product demonstrations	Carbon8 Client: Hach	Hach Silica Analyzer	 <p>The screenshot shows the Hach Silica Analyzer website. The header features the Hach logo and the tagline "Be Right". Below the header is a navigation menu with links for HOME, ABOUT, and WHAT WE DO. The main content area includes a section titled "Hach 5000ic Analyzer" with a sub-header "Redesigning Precision Testing". There are also sections for "Fast Results in just 10 min" and "LED Light System".</p>
K1: Direct Mail: Single piece. Printed only, flat or dimensional. B&W or color.	DreamWise Marketing Solutions Client: Spread the Warmth	DreamWise Spreads the Warmth	
K1: Direct Mail: Single piece. Printed only, flat or dimensional. B&W or color.	Armada Medical Marketing Client: Sorin Group	Whole Story Mailer for Mitroflow Valsalva Conduit	 <p>The screenshot shows the Armada Medical Whole Story Mailer. The header features the Armada logo and the tagline "Sorin Group: Mitroflow Valsalva Conduit Whole Story Mailer". Below the header is a navigation menu with links for HOME, ABOUT, and WHAT WE DO. The main content area includes a section titled "Mitroflow Valsalva Conduit" with a sub-header "The Whole Story". There are also sections for "The Whole Story" and "The Whole Story".</p>
K1: Direct Mail: Single piece. Printed only, flat or	Client: Regal Entertainment Group Corporate Box Office	Regal Corporate Box Office Holiday 2013 Campaign - Direct Mail	

dimensional. B&W or color.			
N2: Trade Show or On-Premise Exhibits / Displays: Large exhibits, 10x40 (inline or large island / peninsula exhibits)	Datacard Group	CARTES Paris 2013	
N2: Trade Show or On-Premise Exhibits / Displays: Large exhibits, 10x40 (inline or large island / peninsula exhibits)	Condit Client: Filson	Filson Tradeshow Exhibit	
N2: Trade Show or On-Premise Exhibits / Displays: Large exhibits, 10x40 (inline or large island / peninsula exhibits)	Interglobal Exhibits Client: Procter & Gamble	Crest Oral-B by InterGlobal Exhibits	
N2: Trade Show or On-Premise Exhibits / Displays: Large exhibits, 10x40 (inline or large island / peninsula exhibits)	Faction Media Client: Johns Manville	Faction Media - JM Trade Show Booth	
N3: Trade Show or On-Premise Exhibits / Displays: Permanent on-premise exhibit (one-site or multiple locations)	Condit Client: Snow Sports Recycling	Snow Sports Recycling Program Exhibit	
P1: B2B Self-Promotion: Single communication	Client: Leopard	Leopard Website	

			
R: Demand Generation	Faction Media Client: CSC	Faction Media - CSC Big Answers Campaign	
R: Demand Generation	IHS	How IHS Janes Defense Deployed Marketing Automation and Boosted Target Engagement by 1000%+	
R: Demand Generation	ReadyTalk	Taking on Goliath with an Army of Customers	
S: Content Marketing	Slack and Company Client: Gates Corporation	Gates Corporation - Project Odyssey	

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