

Entry

LOGO DESIGN

Butler Cohen
Texas Medical Center
UHD Gator Mascot
Divorce Buddy's
Intercontinental Crossing

CORPORATE IDENTITY/STATIONERY PACKAGE (THREE OR MORE)

CRG Stationery

BRANDING/REBRANDING - BUSINESS TO BUSINESS

Go Creative Arts
Turnco
Ward
Studio Brand Collective
LEDI

BRANDING/REBRANDING - BUSINESS TO CONSUMER

Facón Brazillian Steakhouse
Ascent
Family Services of Greater Houston
Ragin' Cajun
Tenenbaum

QUALITATIVE RESEARCH PROJECT

BGE Marketing Strategy Profile
Bill Redesign Focus Groups

QUANTITATIVE RESEARCH PROJECT

Offshore Market Penetration Study for Quest Integrity Group
Customer Attrition Predictive Model

PUBLIC RELATIONS CAMPAIGN - SINGLE MARKET

Luxury Has a New Address
Kelsey-Seybold's BEAT Diabetes
Facón Brazilian Steakhouse
Houston Public Media
Show Us Your Spring Branch

PUBLIC RELATIONS CAMPAIGN - MULTIPLE MARKETS

Pamela Hope Designs
AcceleDent PR - Consumer Awareness

James Harden MVP
#TonsOfHope: Texas Center for Proton Therapy
#SuperThanks: Texas Oncology

PUBLIC RELATIONS CAMPAIGN - NON-PROFIT, CHARITY, CAUSE

Show Us Your Spring Branch
Andrés Orozco - Estrada

INTERNAL RELATIONS/COMMUNICATIONS PROGRAM

Cameron Compliance Week
Bright Ideas Campaign
City of Pearland United Way Campaign

Company Entering

BrightSpot Creative
Amuse Digital
Bullpen Marketing
Sara A., LLC
Satori Marketing LLC

CRG

Go Creative Arts LLC
Axiom
Ward
Studio Brand Collective
Studio Brand Collective

Studio Brand Collective
Studio Brand Collective
Whole Wheat Creative
The Black Sheep Agency
Studio Brand Collective

Axiom
CenterPoint Energy

Tricone Marketing Research
CenterPoint Energy

Ward
Kelsey-Seybold Clinic
Studio Brand Collective
Carbonara Group
Houston Community College

Studio Brand Collective
Carbonara Group/
OrthoAccel Technologies, Inc.
Houston Rockets
FleishmanHillard
FleishmanHillard

Houston Community College
Houston Symphony

Axiom
Emerus
City of Pearland

NEWSLETTER - PRINT (NON-PROFIT)

Star Newsletter

Lone Star College

ANNUAL REPORT (NON-PROFIT)Houston Methodist Hospital Foundation Magazine
Annual Report for TMD
Houston Texans Community Impact ReportHouston Methodist Hospital Foundation
Satori Marketing LLC
Houston Texans**ANNUAL REPORT (PUBLIC COMPANY)**

Bridge 37 Spans the Investor/Entrepreneur Gap - An Annual Report

Melaroo

FEATURE STORYConocoPhillips Spirit Magazine Feature Article on Global Security
Data Centers Delivered - "Going Modular"
UNlimiters Fast Company Feature Story
BEAT Diabetes Feature Story:
Decoding the Restaurant Menu: Words to Avoid for Healthful Eating
Working Through the WinterConocoPhillips
Ward
Integrate Agency
Kelsey-Seybold Clinic

Fifth Ring

TECHNICAL ARTICLEAccessFrac Stimulation Service
How It Works: Subsea Well Containment
Optimizing O&G Operations From The Ground UpHalliburton
BrandExtract
Fifth Ring**SOCIAL RESPONSIBILITY CAMPAIGN/PROGRAM**Heal Young Minds Campaign for Social Responsibility
Houston Texans #DQstrong CampaignDePelchin Children's Center
Houston Texans**CRISIS COMMUNICATIONS (SINGLE EVENT)**

AIG Travel: Ebola Communications

AIG Travel

EVENT PROMOTION - SINGLENRG Energy - Free Press Summer Fest
The Houston Livestock Show and Rodeo
BMA Lantern Awards of Texas 2014
Drill Faster Demo Event for NOV
Jam UVISION Production Group
VISION Production Group
Axiom
NOV
Emerus**EVENT PROMOTION CAMPAIGN (3 OR MORE)**DiscoverCYPHER Roadshow
Knowledge Series
Houston's Largest Home Tour/ The Johnson Development Corp.Halliburton
BrandExtract
Blue Sky Marketing**EVENT PROMOTION NON-PROFIT - SINGLE**Healthcare tfor he Homeless
Art League Houston 2014 Gala
10th Annual Steps for Students
Houston Community ToolBank Grand OpeningVideoEnvy
Axiom
Archdiocese of Galveston-Houston
BrandExtract**EVENT PROMOTION NON-PROFIT CAMPAIGN (3 OR MORE)**The 2nd Annual Texas Children's Hospital Family Fun Run
Galveston Winter Wonder Island Holiday CampaignTexas Children's Hospital
Galveston Island Convention
& Visitors Bureau
Houston Symphony

Bienvenido Andrés Weekend

ADVERTISING - NEWSPAPER SINGLEWorld Cup Soccer Advertisement
Confetti and Hats New Year AdvertisementJoe Myers Imports
Joe Myers Imports**ADVERTISING - OUTDOOR SINGLE**Rios of Mercedes Billboard
Joe Myers Kia BillboardRios of Mercedes
Joe Myers Imports

ADVERTISING - OUTDOOR CAMPAIGN (TWO OR MORE)

Powerhouse Campaign
 Houston Inspired Vacations
 METRO Rodeo
 Broadway Bank
 Andrés Orozco-Estrada

University of Houston
 Visit Houston
 Metropolitan Transit Authority
 The Lee Group
 Houston Symphony

ADVERTISING - MAGAZINE SINGLE

Gardner Denver Augmented Reality
 DUG Bakken and Niobrara
 A Different Kind of Healthcare

Axiom
 Hart Energy
 Spry Creative Group

ADVERTISING - MAGAZINE CAMPAIGN (TWO OR MORE)

Mahindra
 2014 VYPE
 AccessFrac Stimulation Service

Richards/Carlberg
 Lone Star College
 Halliburton

ADVERTISING - RADIO SINGLE

METRO Rodeo

Metropolitan Transit Authority

ADVERTISING - RADIO CAMPAIGN (TWO OR MORE)

LSC Bond
 Broadway Bank: 'Good Is'
 Medical Minute

Lone Star College
 The Lee Group
 Kelsy-Seybold Clinic

ADVERTISING - TV SINGLE

University of Houston
 Mahindra
 LSC Bond
 Romano's Macaroni Grill
 Neighbors Emergency Center Grows With You

University of Houston
 Richards/Carlberg
 Lone Star College
 Norton Creative
 Spry Creative Group

ADVERTISING - TV CAMPAIGN (TWO OR MORE)

KelseyCare Advantage
 Houston Texans Priority Wait List

DMN3
 Houston Texans

ADVERTISING - ONLINE VIDEO

City of Pearland Police Recruitment
 NRG Energy - Free Press Summer Fest
 TGS 'We See Energy Everywhere'
 Bright Ideas Video Campaign
 Prospective Tenant Campaign

City of Pearland
 VISION Production Group
 VISION Production Group
 Emerus
 Camden Property Trust

ADVERTISING - DIGITAL BANNER, RICH MEDIA

CHI St. Luke's Health's Living Proof

 MD Anderson Proton Therapy Center

Decode Digital Marketing -
 A Joint Venture With The Lee Group
 MD Anderson Proton Therapy Center

COPYWRITING

University of Houston
 Bright Ideas Campaign

University of Houston
 Emerus

ILLUSTRATION - SINGLE

Metal Bookmark Promo Item

Lone Star College

ILLUSTRATION - CAMPAIGN

Port of Houston
 Reliant/NRG

Amuse Digital
 Amuse Digital

PHOTOGRAPHY - CAMPAIGN

UH Powerhouse Campaign

University of Houston

MARKETING CAMPAIGN: BUSINESS-TO-BUSINESS

CYPHER Seismic-to-Stimulation Service
Golf Campaign for Hines Securities
Sharps Compliance Dental Campaign
JMFA New ODP Campaign
SBC – Rebrands
Insperity 401K Persona Campaign

Halliburton
Hines Securities
FrogDog
Watts Consulting
Studio Brand Collective
Insperity

MARKETING CAMPAIGN: BUSINESS-TO-CONSUMER

The Houston: City With No Limits
CHI St. Luke's
Broadway Bank 'Good Is' Campaign
Apartment Jockey Hits the Public Lovingly in the Eye
Big Play Scoring - The Fantasy Football Upgrade

MMI Agency
The Lee Group
The Lee Group
Melaroo
Signet Interactive

MARKETING CAMPAIGN: NON-PROFIT

Waste Collection Route Change
Powerhouse Campaign
Be a Blessing Campaign
Galveston Winter Wonder Island Holiday Campaign

City of Pearland
University of Houston
Congregation Beth Israel
Galveston Island Convention
& Visitors Bureau
Houston Symphony

Andrés Orozco-Estrada Media Campaign

MARKETING CAMPAIGN: LARGE BUDGET (\$150,001+)

Powerhouse Campaign
Stephen F. Austin State University
Martha Turner Sotheby's International Realty
Mattress Firm
CHI St. Luke's

University of Houston
Richards/Carlberg
Amuse Digital
Amuse Digital
The Lee Group

MARKETING CAMPAIGN: MEDIUM BUDGET (\$25,000 - \$150,000)

Jam U
METRO Rodeo
Big Play Scoring - The Fantasy Football Upgrade
DUG Bakken and Niobrara
3 Weeks of Beethoven

Emerus
Metropolitan Transit Authority
Signet Interactive
Hart Energy
Houston Symphony

MARKETING CAMPAIGN: SMALL BUDGET (UNDER \$25,000)

Relationships = Results: Focusing on Women's Buying Power
Pete REIT Campaign
BEAT Diabetes Campaign

Pannell Kerr Forster of Texas, P.C.
Hines Securities
Kelsey-Seybold Clinic

MARKETING CAMPAIGN - NEW MARKET SEGMENT OR PRODUCT LAUNCH

Stutes
DHI VUECube
Primeroyal X
Houston Community College UT Tyler Engineering Partnership

VideoEnvy
Studio Brand Collective
Fifth Ring
Houston Community College

DIRECT MAIL: TWO-DIMENSIONAL MAIL (SINGLE ITEM)

Broadway Bank - StarZing Checking
Sales Force Invitation

The Lee Group
Hart Energy

DIRECT MAIL: TWO-DIMENSIONAL CAMPAIGN (TWO OR MORE PIECES)

ToyotaCare Welcome Kit and Reminder
JMFA New ODP
Kelsey-Seybold Clinic - The Woodlands
Fall Direct Marketing Campaign
LiquidFrameworks Customer Appreciation Campaign

GS Marketing, Inc.
Watts Consulting
Kelsey-Seybold Clinic
BrandExtract
LiquidFrameworks, Inc.

DIRECT MAIL: THREE-DIMENSIONAL (SINGLE ITEM)

Broadway Bank - Private Banking Black Debit Card
 DUG Eagle Ford Conference Preview

The Lee Group
 Hart Energy

PRODUCT OR SERVICE BROCHURE (SINGLE)

Sealing Solutions Brochure for CDI Energy Products
 Continuing the Tradition: My First Cookbook
 DUG Sponsorship Brochure

Tribe Design, LLC
 Storyteller Communications, Inc.
 Hart Energy

PRODUCT OR SERVICE BROCHURE (TWO OR MORE)

Bond Brochures
 University of Houston College of Technology
 MLN Company

Lone Star College
 Tribe Design LLC
 Edge Creative Strategies

PRODUCT OR SERVICE CATALOG

Hemco Industries
 Gardner Denver Solutions and Support
 LSC Success Guide

Hemco Industries
 Axiom
 Lone Star College

COMPANY OR ORGANIZATION BROCHURE

The Innovator: Volume 2 for Clariant Oil Services
 The CRG Story
 Coffee Table Book for Calpine Corporation
 START NOW Student Brochure

MARION Integrated Marketing
 CRG
 Artisan Field, Inc.
 Houston Community College

NEWSLETTER - PRINT (NON-PROFIT)

Pearland in Motion

City of Pearland

ELECTRONIC NEWSLETTER: FOR PROFIT

PreCheck Pulse

PreCheck

WEBSITE: BUSINESS-TO-BUSINESS

Mears Integrity Solutions
 Ward
 HealthHelp
 Associated Spring RAYMOND
 DMN3

BrightSpot Creative
 Ward
 FrogDog
 TopSpot Internet Marketing
 DMN3

WEBSITE: BUSINESS-TO-CONSUMER

Texas Emergency Care Center
 Living Proof Microsite for CHI St. Luke's Health

 Roadrunner Garage Doors
 Apartment Jockey Draws Target on Consumer's Forehead
 My Joy Yoga

BrightSpot Creative
 Decode Digital Marketing -
 The Lee Group
 TopSpot Internet Marketing
 Melaroo
 Signet Interactive

WEBSITE: NON-PROFIT

Lone Star College
 Be a Blessing
 Children's Museum of Houston
 Houston Restaurant Weeks

Lone Star College
 Congregation Beth Israel
 Children's Museum of Houston
 ContentActive, LLC

WEBSITE: MOST IMPROVED

Texas Emergency Care Center
 City of Pearland
 Lone Star College
 Halliburton
 Roadrunner Garage Doors

BrightSpot Creative
 City of Pearland
 Lone Star College
 Halliburton
 TopSpot Internet Marketing

WEBSITE: SMALL BUDGET (\$10,000 OR LESS)

Amy Zee Haight
 Solomon Joseph

BrightSpot Creative
 Test Monki

BLOG

Powerhouse Microsite
The PreCheck Blog
DMN3 Blog
LiquidFrameworks Blog
Houston Community College Neighborhood Blog

University of Houston
PreCheck
DMN3
LiquidFrameworks
Houston Community College

SOCIAL MEDIA CAMPAIGN: BUSINESS-TO-BUSINESS

Oilfield Technology Conference 2014
Adkisson Group
LinkedIn "Free Trial" Campaign

Halliburton
Satori Marketing LLC
BrandExtract

SOCIAL MEDIA CAMPAIGN: BUSINESS-TO-CONSUMER

Living Proof

Three Brothers Bakery: Dog Days of Summer
Star Furniture
Mission Possible Promotion
#SuperThanks: Texas Oncology

Decode Digital Marketing -
The Lee Group
Integrate Agency
DMN3
Camden Property Trust
FleishmanHillard

SOCIAL MEDIA CAMPAIGN: NON-PROFIT

University of Houston
The 100 Club - Give a Little

Sugar Land Wine & Food Affair
#SotoSummer at MFAH

University of Houston
Decode Digital Marketing -
The Lee Group
Blue Sky Marketing
The Museum of Fine Arts, Houston

PODCAST OR WEBINAR

"Is ODP Worth Saving?" - Pinnacle Financial Strategies

Decode Digital Marketing

VIDEO ON 3RD PARTY SITE (VIMEO, YOUTUBE, ETC.)

CHI St. Luke's Health - Healthy Tip Videos

Decode Digital Marketing -
A Joint Venture with The Lee Group

MOBILE MARKETING CAMPAIGN

Bracewell & Giuliani ShalePlay App
Thiessen Law Firm - Funny Drunk Texts

ChaiOne
Signet Interactive

EMAIL COMMUNICATION: SINGLE

VideoEnvy Holiday Email

VideoEnvy

EMAIL COMMUNICATION: CAMPAIGN (TWO OR MORE)

FleetPride Layering On The Dough Initiative
Star Furniture
Spring Campaign for Fit Couture

S.O. Creative
DMN3
Blue Sky Marketing

ONLINE MARKETING (ACROSS TWO OR MORE UNIQUE MEDIUMS)

CHI St. Luke's Health's Living Proof

Spring Enrollment
Spring Enrollment
Chinese Google Adwords and Baidu
Facón Brazilian Steakhouse

Decode Digital Marketing -
A Joint Venture with The Lee Group
Lone Star College
Lone Star College
BrandExtract
Studio Brand Collective

INTERACTIVE/MULTIMEDIA MARKETING PRESENTATION

Baker Hughes Western Hemisphere Education Center
OneSubsea SIS
Bright Ideas
Jam U

VISION Production Group
Axiom
Emerus
Emerus

ANIMATION

RodeoHouston Broadcast and Stadium Graphics
BMA Lantern Awards of Texas
Cameron's Total Rig Package Solutions
Gardner Denver Energy Consumables
Ely - How to Frac a Well and Grow Your Business

VISION Production Group
Axiom
Axiom
Axiom
Melarow

VIDEO: MARKETING

Stutes
 NRG Energy - Free Press Summer Fest
 TGS 'We See Energy Everywhere'
 Bright Ideas
 Prospective Tenant Campaign

VideoEnvy
 VISION Production Group
 VISION Production Group
 Emerus
 Camden Property Trust

VIDEO: FEATURE OR DOCUMENTARY

City of Pearland I Remember featuring Central Texas BBQ
 Andrés Orozco-Estrada TV Special

City of Pearland
 Houston Symphony

PRODUCT PACKAGING

HorsePower Boot Box
 Cold & Flu Survival Kit

Horse Power Boots
 Texas Children's Health Plan

PROMOTIONAL PRODUCT: SINGLE

5-in-1 Charging Buddy
 Norton Creative 2015 Calendar
 Neighbors Emergency Center Activity Book

Bullpen Marketing
 Norton Creative
 Spry Creative Group

PROMOTIONAL PRODUCT: CAMPAIGN (THREE OR MORE)

Joe's Crab Shack Lunch Menu Design
 Apartment Jockey Promotional Materials

Norton Creative
 Melaroo

TRADESHOW BOOTH: LARGE (500 SQ.FT. OR LARGER)

OneSubsea 2014 OTC Booth
 NAPE Tradeshow Booth
 National Oilwell Varco (NOV) at OTC2014
 EXPRO at OTC2014
 Milton Roy Trade Show Booth

Axiom and Excalibur Exhibits
 BrandExtract
 2020 Exhibits
 2020 Exhibits
 Fifth Ring

TRADESHOW CAMPAIGN (THREE OR MORE EVENTS)

Discover CYPHER Roadshow

Halliburton

FIXED INSTALLATION (LOBBY OR PUBLIC AREA)

Baker Hughes Western Hemisphere Education Center
 Houston Rockets Legends Lockers
 Symphony Store Redesign

VISION Production Group
 Houston Rockets
 Houston Symphony

MEMBERS ONLY: CORPORATE CITIZENSHIP

10th Annual Steps For Students
 The Fight Against Human Trafficking
 Website for 2014 Houston Restaurant Weeks

Bullpen Marketing
 Studio Brand Collective
 ContentActive, LLC

MEMBERS ONLY: MAVERICK MARKETING

University of Houston
 Bright Ideas Campaign
 Jam U Campaign
 Apartment Jockey Sticks it to Convention
 Galveston Winter Wonder Island Campaign

University of Houston
 Emerus
 Emerus
 Melaroo
 Galveston Island Convention
 & Visitors Bureau

MEMBERS ONLY: SHOESTRING MARKETING (\$7,500 OR LESS)

Amy Zee Haight Website
 Stutes
 Bright Ideas Campaign
 Alamo Drafthouse Cinemas: Open the Taps

BrightSpot Creative
 VideoEnvy
 Emerus
 Integrate Agency

All AMA Houston Crystal Award entries must meet a minimum score requirement set by our judges and judging committee. Entries that do not meet this requirement, are removed from finalist consideration.