



# Congratulations Cleveland Rocks Award 2025 Winners!

## Tactics

### Annual Report

BRONZE Award – **Embrace Pet Insurance**

Guided by Purpose: Embrace’s Community Impact Story

### Best Paid Social Media Over \$1,000

BRONZE Award – **Falls & Co.**

EmVenio Research VIE Award Promotion

### Best Paid Social Media Under \$1,000

BRONZE Award – **Falls & Co.**

Kalco Lighting Celebrates Design Partner Vanessa DeLeon During National Hispanic Heritage Month

### Best Use of Blog

GOLD Award – **Northeast Ohio Regional Sewer District**

Tom Holland, Lip Sync, and Stormwater Management

### Best Use of Influencer Promotion

GOLD Award – **Fahlgren Mortine**

FlowGuard Gold® CPVC Partners with Plumbing Influencer, Roger Wakefield

GOLD Award – **Oatey Co.**

Oatey Co. Social Media Ambassador Program

GOLD Award – **Akron Children’s, with partner Marcus Thomas LLC**

Champions of Childhood: A Playful, Powerful Leap Into Influencer Promotion and a New Market

### Best Use of Organic Social Media

GOLD Award – **Adcom**

RIDGID & Greenlee Experience

GOLD Award – **Oatey Co.**

Oatey Co. Social Short-Form Video Content Strategy

GOLD Award – **Adcom**

Star Power: Driving Brand Love Through Organic Social

GOLD Award – **Marcus Thomas LLC – Gold Star**

Hell is Real: Launching Gold Star’s Spicy Chicken Sandwich

Book, Guide, Resource or Directory

**GOLD Award - PartsSource**

The Inaugural PartsSource State of HTM Report: Powering Progress Through Data-Driven Insights

Case Study, Technical Article or Whitepaper

**BRONZE Award – Oatey Co.**

From Old to Gold: Oatey Liner Drains in the Spotlight in New Orleans Saints' New Locker Room Showers

Feature Article

**BRONZE Award – Oatey Co.**

The Plumber's Guide to Backwater Valves by Sean Comerford

**GOLD Award – Fahlgren Mortine**

CCG/Dominion Collaboration Earns Lead Cover Story in Top Trade Publication

**GOLD Award – Federal Reserve Bank of Cleveland**

"Those Who Need It Can't Afford It": How Childcare Challenges Are Curbing Economic Opportunity

Media Kit

**BRONZE Award – Roopco – Euclid Chemical**

Concrete Manufacturer Launches Digital Press Kit for Enhanced Media Engagement

Multimedia Content — Podcast

**SILVER Award – CrossCountry Mortgage**

CCM Talks

Multimedia Content — Video

**SILVER Award – Park Place Technologies**

Park Place PULSE: Annual Strategic Plan Review

**GOLD Award – Fahlgren Mortine**

Discovering American Haunts with iGUIDE's 3D Virtual Tour Spooktober Series

Newsletter

**BRONZE Award – Falls & Co.**

Design. Innovate. Repeat. Moen Mondays Newsletter – 2.0 Edition

**BRONZE Award – Roopco - Eriez**

A Steady Voice in Shifting Times: The Global Link Employee Newsletter

**GOLD Award – Houck Agency**

Mahoning Valley Manufacturers Association Bi-Monthly E-Newsletter

Op-Ed

**BRONZE Award – Falls & Co.**

Personal View: Active Collaboration Drives Investment in Northeast Ohio

Press Release

**BRONZE Award – Falls & Co.**

Erie Insurance Survey Reveals 14% of Americans Have Fallen Asleep Behind the Wheel

**SILVER – Falls & Co.**

Duck Tape and Dad: A Dynamic Duo for Everyday Repairs

Webinar

**BRONZE Award – CrossCountry Mortgage**

CCM Monthly Meetup Town Hall

Website or Mobile App

**SILVER Award – Roopco – Rising Stars**

New Website & Messaging Build Momentum for Growing Nonprofit

**GOLD Award – Fahlgren Mortine**

Fahlgren Mortine Delivers Total Website Redesign to Support Client Brand Integration

**Category: Campaigns**

B2B Campaign

**BRONZE Award – Goldstein Group Communications – LJ Star, Inc.**

How a Company in the Processing Industry Lit Up Its Lead Generation

**SILVER Award – Goldstein Group Communications – Unibloc Hygienic Technologies**

Multi-Channel Pump Innovation Campaign Drives Market Leadership

**SILVER Award – PartsSource**

The Inaugural PartsSource State of HTM Report: Powering Progress Through Data-Driven Insights

**GOLD Award – Fahlgren Mortine**

FlowGuard Gold® CPVC Puts Its Audience to the Test with Speed Test Challenge

**GOLD Award – Sonnhalter**

NIBCO 120<sup>th</sup> Anniversary/Museum Opening

Brand and Reputation Management Campaign

**SILVER Award – Falls & Co.**

Team NEO CEO Transition

**GOLD Award – Fahlgren Mortine**

DHL Supply Chain & Fahlgren Mortine: An Award-Winning Partnership

Community Relations (or Cause) Campaign

**SILVER Award – Oatey Co.**

The Fix: Elevating Voices, Empowering Trades

**GOLD Award – Akron Children's, with partner Marcus Thomas LLC**

Akron Children's SpineScreen: Turning Sunscreen Application into Scoliosis Detection

**GOLD Award – YMCA of Greater Cleveland**

Empowering Greater Cleveland: YMCA's Community Wellness Narrative

**GOLD Award – Embrace Pet Insurance**

EmbraceCLE 2024: Surpassing \$1 Million in Giving for Northeast Ohio Nonprofits

Consumer Product or Service Campaign

**GOLD Award – Marcus Thomas LLC – Festival Foods**

From Fresh Finds to Fresh Feeds: The Reinvigoration of Festival Foods' Social Media

Digital Campaigns

**BRONZE Award – Falls & Co.**

Cold War Patriots Digital Campaign

**SILVER Award – Falls & Co.**

EmVenio Research Patient Recruitment Campaign

**SILVER Award – Goldstein Group Communications – BTC Power**

How an EV Charger Maker Powered Up Paid Search to Triple SQLs

Diversity and Inclusion, Internal Communications

**GOLD Award – YMCA of Greater Cleveland**

Advancing DE&I Awareness and Engagement at the YMCA of Greater Cleveland

Events (Corporate/For Profit) Campaign

**BRONZE Award – Adcom**

DRHEEM TEAM: NASCAR Experience Campaign

**SILVER Award – Goldstein Group Communications – AMETEK Programmable Power**

Digital Interactive Trade Show Booth Powers Up Success

**GOLD Award – Falls & Co.**

Making a Splash at KBIS: Moen's Media-Driven Momentum

**GOLD Award – Oatey Co.**

Oatey Co. Ambassador Fest

**GOLD Award – Adcom**

Western Star – Star Nation Experience

**GOLD Award – Marcus Thomas LLC**

Powering Those Who Will Build the Future: DEWALT National Apprenticeship Week 2024

**GOLD Award – Adcom**

RIDGID & Greenlee Experience

Events (Non-Profit) Campaign

**BRONZE Award – Roopco - CICF**

Celebrating 40 Years of Irish Culture in Cleveland

**BRONZE Award – Falls & Co.**

Chipping in for Northeast Ohio: The Impact of the Kaulig Companies Championship

**SILVER Award – Kent State University**

Our New Modern Tradition: Kent State's Digital Commencement Program

**SILVER Award – Falls & Co.**

The Menopause Society 2024 Annual Meeting

**GOLD Award – Akron Children's, with partner Marcus Thomas LLC**

Akron Children's SpineScreen: Turning Sunscreen Application into Scoliosis Detection

Integrated Communication Campaign (Corporate Communications For Profit)

**SILVER Award – Huntington National Bank**

Huntington Bank Announces 20-year Partnership with Cleveland Browns that Includes Stadium Naming Rights

**SILVER Award – PartsSource**

The Inaugural PartsSource State of HTM Report: Powering Progress Through Data-Driven Insights

**SILVER Award – CrossCountry Mortgage**

Becoming the Nation's #1 Retail Mortgage Lender

Integrated Communication Campaign (Non-Profit)

**SILVER Award – YMCA of Greater Cleveland**

Bold Changes in Strategy Generates Record Sales

**GOLD Award – Association for Materials Protection and Performance**

Corrosion in Everyday Life

**GOLD Award – Kent State University**

Marcello Fantoni in Paris

**GOLD Award – Kent State University**

Kent State Works: Real Stories. Real Careers. Real Impact.

**GOLD Award – Akron Children's, with partner Marcus Thomas LLC**

Akron Children's SpineScreen: Turning Sunscreen Application into Scoliosis Detection

**GOLD Award – YMCA of Greater Cleveland**

Increasing Summer Day Camp Attendance Through Marketing

**GOLD Award – Greater Cleveland Partnership**

Cleveland: Big Ideas. Bold Ventures.

**GOLD Award – Roopco - CICF**

Celebrating 40 Years of Irish Culture in Cleveland

**GOLD Award – Roopco – Rising Stars**

Strategic Communications Build Brand Awareness for Skilled Trades Nonprofit

Internal Communications Campaign

**BRONZE Award – Park Place Technologies**

WIRED In: The Employee Connection

**BRONZE Award – Roopco - Eriez**

A Steady Voice in Shifting Times: The Global Link Employee Newsletter

**GOLD Award – Oatey Co.**

Ozone 2.0: Transforming Internal Communications at Oatey Co.

**GOLD Award – CrossCountry Mortgage**

CCM Monthly Meetup Town Hall

Media Relations (Local / Regional) Campaign

**SILVER Award – Ohio Turnpike and Infrastructure Commission**

Raising Awareness of the Toll Text “Smishing” Text Scam

Media Relations (National) Campaign

**GOLD Award - Falls & Co.**

Duck® Brand's 24th Annual Stuck at Prom® Scholarship Contest

**GOLD Award - Falls & Co.**

The Menopause Society National Media Relations Program

**GOLD Award – Marcus Thomas | Vitamix**

Remixing the Narrative: The Vitamix® Recipe for Premium Blender Success

Media Relations (Trade) Campaign

**BRONZE Award – Falls & Co.**

Diversified Fall Protection Media Relations Campaign

**GOLD – Falls & Co.**

Kichler Lighting Steals the Spotlight with 2025 KBIS Debut, Shining Brightly in the Media and on the Trade Show Floor

**GOLD Award – Roopco - Eriez**

Going Global: Media Relations Campaign Amplifies Manufacturer’s International Brand Awareness

PRSSA Integrated Campaigns

**GOLD Award – Kent State University**

Flashes for Libraries

**Top Tactic**

**Federal Reserve Bank of Cleveland**

“Those Who Need It Can’t Afford It”: How Childcare Challenges Are Curbing Economic Opportunity

**Judge's Choice**

**Akron Children's, with partner Marcus Thomas LLC**

Akron Children's SpineScreen: Turning Sunscreen Application into Scoliosis Detection

**Best of Show - Cleveland Rocks Award**

**YMCA of Greater Cleveland**

Advancing DE&I Awareness and Engagement at the YMCA of Greater Cleveland