



Congratulations Cleveland Rocks Award 2024 Winners!

Category: Campaigns

B2B Campaign

SILVER Award – **Roopco**

“Rolling Out a Marketing Program for a Motion Control Company”

SILVER Award – **RIDGID**

“Cheers to 100 Years: RIDGID Celebrates Anniversary with B2B Campaign”

GOLD Award – **Marcus Thomas | Stanley Black and Decker**

“DEWALT® – WORKING FOR THE TRADES SINCE 1924”

Brand and Reputation Management Campaign

SILVER Award – **Roopco | Austin Powder**

“Investment Sparks Explosive Growth”

SILVER Award – **Falls & Co. | The Menopause Society**

“Rebranding the Menopause Society”

GOLD Award – **Falls & Co. | Swensons**

“Swensons Drive-In Is Off and Running with Brand Refresh”

Community Relations (or Cause) Campaign

BRONZE Award – **Cuyahoga Community College**

“The Tri-C Voting Experience – The Votes of Our Lives”

SILVER Award – **Northeast Ohio Regional Sewer District | I Am Boundless**

“Clean Water Connects Us All”

GOLD Award – **Embrace Pet Insurance**

“2024 EmbraceCLE Community Challenge”

Consumer Product or Service Campaign

SILVER Award - **Falls & Co. | Erie Insurance**

“Erie Insurance 2024 Distracted Driving Campaign”

GOLD Award – **Marcus Thomas**

“KraftMaid – Made for All You Imagine”

Digital Campaigns

GOLD Award – **Roopco**

“Rolling Out a Marketing Program for a Motion Control Company”

GOLD Award – **Goldstein Group Communications | BTC Power**

“The Right Messages Charged Up This EV Charger Maker’s Paid Search Campaign”

GOLD Award – **Goldstein Group Communications | Arzel Zoning**

“How a Heating-Cooling Company Doubled Paid Search Leads and Organic Traffic”

Events (Corporate Communications) Campaign

SILVER Award – **Eaton**

“Operating for Growth: Eaton’s Inaugural Global Operations Summit”

SILVER Award – **Oatey Co.**

“Tile Installer Summit”

GOLD Award – **Eaton**

“Transforming the Town Hall: Eaton’s LiveWire Experience”

GOLD Award – **Marcus Thomas | Stanley Black and Decker**

“DEWALT® – WORKING FOR THE TRADES SINCE 1924”

Events (Education) Campaign

SILVER Award – **Falls & Co. | Kalco Lighting**

“Kalco Lighting Illuminating Interiors Panel Event”

Events (Public Affairs & Government) Campaign

GOLD Award – **NASA Glenn Research Center | Great Lakes Science Center**

“Total Solar Eclipse Fest 2024”

Events (Entertainment and Sports) Campaign

BRONZE Award – **Fahlgren Mortine**

“A Celebration of Mind-Boggling Wonder”

BRONZE Award – **Cuyahoga Community College**

“Tri-C JazzFest Cleveland 2024 Marketing Campaign”

SILVER Award – **Falls & Co.**

“Kaulig Companies Championship: Teeing Up Success to Give Back to Northeast Ohio”

Events (Healthcare) Campaign

GOLD Award – **Falls & Co. | The Menopause Society**

“The Menopause Society 2023 Annual Meeting”

Events (Non-Profit) Campaign

SILVER Award – **YMCA of Greater Cleveland**

“Girls on the Turf Flag Football Festival”

GOLD Award – Falls & Co.

“Kaulig Companies Championship: Teeing Up Success to Give Back to Northeast Ohio”

GOLD Award – JumpStart

“Ohio VC Fest”

Integrated Communication Campaign (Corporate Communications)

SILVER Award - Roopco | Austin Powder

“Investment Sparks Explosive Growth”

Integrated Communication Campaign (Entertainment & Sports)

GOLD Award – YMCA of Greater Cleveland

“Girls on the Turf Flag Football Festival”

Integrated Communication Campaign (Non-Profit)

SILVER Award – Association for Materials Protection and Performance

“Corrosion Around the Clock”

Integrated Communication Campaign (Public Affairs and Government)

SILVER Award – Falls & Co. | Team NEO

“Team NEO Campaign for the Northeast Ohio Region, Where Businesses and Individuals Thrive”

SILVER Award – NASA Glenn Research Center

“Spaceplane Stacked and Shaken”

GOLD Award – NASA Glenn Research Center

“2024 Solar Eclipse – In the Path of Totality”

Integrated Communication Campaign (Travel and Tourism)

GOLD Award – Fahlgren Mortine

“Hopewell Ceremonial Earthworks”

Internal Communications Campaign

BRONZE Award – Oatey Co.

“Ozone Intranet & Mobile App”

SILVER Award – Roopco | Austin Powder

“Investment Sparks Explosive Growth”

GOLD Award – Roopco | Eriez

“One Eriez, One Voice: Unifying a Global Workforce through the Global Link Employee Newsletter”

Media Relations (Local / Regional) Campaign

BRONZE Award – YMCA of Greater Cleveland

“Leveraging Media Relations to Increase Awareness of the YMCA’s Mission”

BRONZE Award – Fahlgren Mortine

“Museum Opening Success is No Illusion”

SILVER Award – Ohio Turnpike and Infrastructure Commission

“A New Era of Open Road Tolling Begins on the Ohio Turnpike”

Media Relations (National) Campaign

SILVER Award - Falls & Co. | Duck Brand

“Duck® Brand's 23rd Annual Stuck at Prom® Scholarship Contest”

GOLD Award - Falls & Co. | The Menopause Society

“The Menopause Society 2023 National Media Relations Program”

GOLD Award – Marcus Thomas | Vitamix

“A High-Performance Blend: How Vitamix’s Media Relations Boosted Sales”

GOLD Award – Roopco

“National Media Campaign Marks Historic 50-Year Stock Performance”

Media Relations (Trade) Campaign

SILVER Award – Roopco

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

SILVER – Sonnhalter

“NIBCO Trade Media Relations Campaign”

SILVER Award – Falls & Co. | Diversified Fall Protection

“Diversified Fall Protection Media Relations Campaign”

GOLD – Marcus Thomas | Bendix Commercial Vehicle Systems

“Synonymous with Safety – Bendix Commercial Vehicle Systems Dominates in the Trucking Trades”

Tactics

Annual Report

BRONZE Award – Cuyahoga Community College

2023 Community Impact Report

GOLD Award – Eaton

“Unleashing the Power of Diverse Perspectives”

Best Use of Blog

GOLD Award – Oatey Co.

“Oatey Co. Blog”

Best Use of Influencer Promotion

SILVER Award – Fahlgren Mortine

“Illusions Go Viral: Museum of Illusions Grand Opening”

SILVER Award – Oatey Co.

“Oatey Ambassador Program”

Best Use of X

GOLD Award – **NASA Glenn Research Center**

“Congrats, ‘Passtronaut’ Josh Dobbs!”

Book, Guide, Resource or Directory

BRONZE Award - **Roopco**

“How a Research Playbook Reshaped Greater Cleveland Volunteers’ Strategic Planning to Recruit More Adults 50 and Older to Volunteer”

Feature Article

BRONZE Award – **Oatey Co.**

“Women, Representation, and the Future of the Skilled Trades”

SILVER Award – **Fahlgren Mortine**

“CCG’s Timely Thought Leadership Earns Feature in Marine Construction Magazine”

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

“For Many Who Want to Own a Home, It’s Tough – Even in Affordable Places Like Ohio”

Magazine

BRONZE Award – **Tri-C**

“Tri-C Times Falls 2023: Then and Now (60th Anniversary Edition)”

Media Broadcast (National)

GOLD Award – **Falls & Co. | Tovolo**

“Tovolo Grill Trays Fox & Friends National Segment”

Media Kit

BRONZE Award – **Roopco**

“Concrete Manufacturer Launches Digital Press Kit for Enhanced Media Engagement”

Multimedia Content — Podcast (or other audio)

SILVER Award – **JumpStart**

“Small Business Big Conversations”

GOLD Award – **Oatey Co.**

“The Fix Podcast”

GOLD Award – **Kent State University, University Marketing and Communications**

“Legacy: May 4”

Press Release

SILVER Award – **Falls & Co. | Alside**

“Alside 2024 Siding Color of the Year”

SILVER – **Falls & Co. | LAND**

“LAND Secures \$3M Investment to Boost Electric Battery Manufacturing”

SILVER – **Falls & Co. | Erie Insurance**

“Should Distracted Driving Laws Apply to Your Dog? Erie Insurance Survey Shows Americans Equally Divided on the Issue”

Website or Mobile App

SILVER Award – **Fahlgren Mortine**

“Reimagining the Brand Experience for the Market’s Most Advanced Cooling Tower”

SILVER Award – **Fahlgren Mortine**

“New Natron Energy Website – Wireframes to Launch in Six Weeks – Defies Skeptics”

GOLD Award – **Fahlgren Mortine**

“Hopewell Ceremonial Earthworks Website”

Webinar

BRONZE Award – **Goldstein Group Communications | Unibloc Hygienic Technologies**

“How a Pump Manufacturer Doubled Webinar Leads”

SILVER Award – **Falls & Co. | Diversified Fall Protection**

“Diversified Fall Protection EHS Daily Advisor Safety Culture Week Webinar”

Top Tactic

Kent State University

Legacy: May 4

Judge’s Choice

Falls & Co. | Swensons

Swensons Drive-In Is Off and Running with Brand Refresh

Best of Show - Cleveland Rocks Award

NASA Glenn Research Center

2024 Solar Eclipse – In the Path of Totality