

# Congratulations Cleveland Rocks Award 2022 Winners!

## Category: Campaigns

### B2B Campaign

BRONZE Award - **Goldstein Group Communications | Advanced Material Processing**

“How an Integrated Campaign Increased ROI for Advanced Material Processing”

SILVER Award - **Goldstein Group Communications | Conveyors**

“Cablevey Campaign”

GOLD Award - **Goldstein Group Communications | Metalcraft**

“Metalcraft Custom Inlay Marketing Plan”

### Community Relations (or Cause) Campaign

BRONZE Award - **Lynn B. Johnson, MFA**

“Beachwood Summer Theater Camp Reinstatement”

BRONZE Award - **Fahlgren Mortine | Dunkin’ Northeast Ohio**

“Dunkin’ Spreads Joy to Children’s Hospitals Through Inaugural Iced Coffee Day”

BRONZE Award - **Embrace Pet Insurance**

“The Embrace CLE Community Challenge”

SILVER Award - **Fahlgren Mortine | Columbia Gas of Ohio**

“Columbia Gas of Ohio – Savings Week”

GOLD Award - **Ohio Turnpike and Infrastructure Commission | International Bridge, Tunnel and Turnpike Association** “Building a Solid Foundation at Boys & Girls Clubs of Northeast Ohio”

### Consumer Product or Service Campaign

BRONZE Award - **Marcus Thomas | Vitamix**

“Vitamix® Whole Begins Here”

SILVER Award - **FACTEUR PR | Boogie Board**

“The Future of Analog”

GOLD Award - **Falls & Co. | Moen**

“Moen Smart Faucet with Motion Control Product Launch”

### Digital Campaigns

BRONZE Award - **Falls & Co. | Allegri Crystal by Kalco Lighting**

“Allegri Crystal Organic Social Media Program”

**BRONZE Award - Falls & Co. | T-Rex**

“T-Rex Tape Guinness World Record Influencer Campaign”

**SILVER Award - Marcus Thomas | Vitamix**

“Vitamix® Whole Begins Here”

**GOLD Award - Marcus Thomas | The Ohio Lottery**

“The Waiting Game by the Ohio Lottery – The World’s Most Boring Game”

Events (Entertainment and Sports) Campaign

**BRONZE Award - Falls & Co. | PRSA**

“2021 Cleveland Rocks Awards

**BRONZE Award - Falls & Co. | Bridgestone SENIOR PLAYERS Championship**

“Bridgestone SENIOR PLAYERS Championship: Teeing Up Success to Give Back to Northeast Ohio”

**SILVER Award - Falls & Co. | Shurtape**

“The 17th Annual Avon Heritage Duck Tape Festival”

Events (Health Care) Campaign

**GOLD Award - Falls & Co. | The North American Menopause Society**

“The North American Menopause Society (NAMS) 2021 Annual Meeting”

Events (Non-Profit) Campaign

**GOLD Award - Falls & Co. | Downtown Cleveland Alliance**

“The 2022 Cleveland Tall Ships Festival Sets Sail on Lake Erie”

Integrated Communication Campaign (Travel and Tourism)

**SILVER Award - shark&minnow | City of Shaker Heights**

“Shaker Is The Place - Attract and Retain Campaign”

Media Relations (Local / Regional) Campaign

**BRONZE Award - Fahlgren Mortine | Dunkin' Northeast Ohio**

“Dunkin' Celebrates National Donut Day by Surprising Local News Stations”

**SILVER Award - Falls & Co. | Shurtape**

“The 17th Annual Avon Heritage Duck Tape Festival Media Campaign”

**GOLD Award - Falls & Co. | Bedrock**

“A Walk in the Park: Bedrock Brings the Outside Inside with Skylight Park”

Media Relations (National) Campaign

**BRONZE Award - Falls & Co. | Embrace Pet Insurance**

“Embrace Pet Insurance National Media Relations Campaign”

Media Relations (National) Campaign

SILVER Award - **Falls & Co. | Energy Focus**

“nUVo Traveler UVC Air Disinfectant Media Relations”

GOLD Award - **Falls & Co. | Duck brand**

“Duck® Brand's 21st Annual Stuck at Prom® Scholarship Contest”

Media Relations (Trade) Campaign

BRONZE Award – **Roop & Co. | Eriez**

Eriez 2021 Media Relations

SILVER Award - **Oatey Co.**

“OATEY CO. 2022 TRADE MEDIA/INFLUENCER RELATIONS CAMPAIGN”

GOLD - **Marcus Thomas | Bendix Commercial Vehicle Systems LLC**

“Bendix Commercial Vehicle Systems Powers Past the Competition in the Trucking Trades”

GOLD - **Sonnhalter | Franklin Electric**

Media Relations (Trade) Campaign: “Franklin Electric Media Relations Program”

## **Tactics**

Annual Report

GOLD Award - **Roop & Co. | RPM**

2021 RPM Annual Report

Best Use of Facebook Page

GOLD Award - **Marcus Thomas**

“MTTV: All the Social Media News You Need to Know”

Best Use of Influencer Promotion

BRONZE Award - **Marcus Thomas | Vitamix**

“Amplifying the Powerful Stories of the Vitamix® Community Through Influencer Marketing”

BRONZE Award - **Oatey Co.**

“Oatey Co. Social Media Ambassador Program”

BRONZE Award - **Marcus Thomas | KeyBank**

“KeyBank Assists 2021”

SILVER Award - **Marcus Thomas | Ohio. Find It Here.**

“Ohio. Find It Here. 2021 Brand Ambassador Program”

GOLD Award - **Marcus Thomas | Troy-Bilt**

“Troy-Bilt Fence Talks Influencer Program”

Best Use of Instagram

SILVER Award - **Fahlgren Mortine | Columbia Gas of Ohio**

“Columbia Gas of Ohio – Good Call. Great Yard. 811 Contest.”

### Best Use of Instagram

GOLD Award - **Oatey Co.**

“Oatey Co. Instagram Community”

GOLD - **Marcus Thomas | The Ohio Lottery**

“The Waiting Game by the Ohio Lottery – The World’s Most Boring Game”

### Email Marketing

SILVER Award - **Goldstein Group Communications | Unibloc Hygienic Technologies**

“How Email Workflows Increased MQLs to 33% of Leads for Unibloc Hygienic Technologies”

### Feature Article

BRONZE Award - **Falls & Co. | The Landings**

“Tips to Ease the Stress of Relocating to a New Area”

BRONZE Award - **Fahlgren Mortine | Novagard**

“Novagard Executive Visibility”

SILVER Award - **Falls & Co. | T-Rex**

“T-Rex brand: “Easy DIY Summer Projects to Tackle Around the House””

GOLD Award - **Marcus Thomas | For Vitamix Commercial**

“How to Simulate Craft Cocktails – and Win an Big Audience”

### Magazine

SILVER Award - **Marcus Thomas | Sherwin-Williams Protective & Marine**

“Sherwin-Williams Market Pulse, Vol. 2, Magazine”

### Media Broadcast (National)

GOLD Award - **Fahlgren Mortine | Monterey County Convention & Visitors Bureau**

“Into the Deep: Monterey County Sheds Light on Deep-Sea Life”

### Multimedia Content — Video

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

“You were going HOW fast? One in 10 drivers admit to extreme speeding in national survey by Erie Insurance.”

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

“Ohio Turnpike Issues Warning Ahead of Winter Storm Landon”

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

“Putting the Pieces Together: Why the Cleveland Fed Studies Economic Inclusion”

### Newsletter

BRONZE Award - **Ohio Turnpike and Infrastructure Commission**

“Customer Connection (Ohio Turnpike)”

SILVER Award - **Roop & Co. | RPM International Inc.**

“RPM Around the World Newsletter”

## Op-Ed

### **GOLD Award - Falls & Co | Team NEO**

“Falls & Co. helps Team NEO draw attention to no-car-no-job paradox”

## Press Release

### **BRONZE Award - Falls & Co. | Bedrock**

“A Walk in the Park: Bedrock announces grand opening of Tower City Center’s Skylight Park, in partnership with Cuyahoga Valley National Park”

### **BRONZE Award - Ohio Turnpike and Infrastructure Commission**

“Raising Awareness of Work Zone Safety on the Ohio Turnpike During the 2022 Construction Season”

### **BRONZE Award - Marcus Thomas | Vitamix | Smoothie King**

“Smoothies Are Becoming Less Sweet and More Purposeful”

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

“What good are car safety features if you turn them off? Analysis by Erie Insurance shows number of crashes that could be prevented if drivers left them on.”

### **GOLD Award - Falls & Co. | Erie Insurance**

“Hands-free but still not safe: Erie Insurance cautions against distracted driving trend of social media influencers vlogging while driving.”

## Website or Mobile App

### **BRONZE Award - Falls & Co. | DRB**

“DRB Website”

### **BRONZE Award - Falls & Co. | NeoGraf Solutions**

“NeoGraf Website”

### **GOLD Award - Goldstein Group Communications | Lake Shore Cryotronics**

“How Lake Shore Cryotronics Doubled Its Web Leads”

### **SILVER Award - Goldstein Group Communications | For Marion Process Solutions**

“How a Customer-Focused Website Nearly Doubled Leads for Marion Process Solutions”

## **Top Tactic**

### **Marcus Thomas**

“MTTV: All the Social Media News You Need to Know”

## **Judges Choice**

### **Fahlgren Mortine**

Community Relations for a Cause

Columbia Gas of Ohio - Savings Week”

## **Best of Show - Cleveland Rocks Award**

### **Ohio Turnpike and Infrastructure Commission**

“Building a Solid Foundation at Boys & Girls Clubs of Northeast Ohio”