

2018 Lantern Awards Final Results

Tier One: Long Term Strategic Programs > Special Events

Award of Merit

DEVENEY

DEVENEY Delivers for Florida's Foo Foo Festival

Lantern Award

Auburn University Raymond J. Harbert College of Business

Auburn University Entrepreneurship Summit

Tier One: Long Term Strategic Programs > Reputation, Issues and Brand Management

Award of Merit

Mississippi State University Center for Distance Education

Mississippi State University Center for Distance Education Rebranding Campaign

Award of Merit

Itawamba Community College

Above the Bar Marketing Campaign

Lantern Award

Methodist Rehabilitation Center

Methodist Rehabilitation Center Outpatient Marketing Plan

Tier One: Long Term Strategic Programs > Media Relations

Award of Merit

DEVENEY

Bayou Rum 2017 Media Relations Campaign

Award of Excellence

Tupelo Convention & Visitors Bureau

Natchez Trace Compact Media FAM Tour

Tier One: Long Term Strategic Programs > Marketing

Award of Merit

SIDES and Associates

Fly Lafayette Club, Lafayette Regional Airport

Award of Merit

SIDES and Associates
Disadvantage Business Enterprise Outreach, Lafayette Regional Airport

Award of Excellence

Huntsville Utilities
Huntsville Utilities Annual Bill Insert Campaign

Award of Excellence

Covalent Logic
BTR Campaign Marketing

Lantern Award

Mississippi State University Extension Service Office of Agricultural Communications
Healthy Homes Campaign

Tier One: Long Term Strategic Programs > Internal Communications

Award of Merit

Covalent Logic
Shell Tiger Times Newsletter Internal Communications

Tier One: Long Term Strategic Programs > Integrated Communications

Award of Merit

The USM Foundation
“Leave Southern Miss Better than you Found it”: The Joe Paul Student Leaders
Scholarship Campaign

Award of Merit

Covalent Logic
Shell Integrated Campaign

Award of Excellence

Alabama Housing Finance Authority
#OurAlabamaHome: AHFA's 2017 PR Campaign

Tier One: Long Term Strategic Programs > Potpourri

Award of Merit

BREC
Strategic Communications Plan

Award of Excellence

Mississippi Department of Transportation
Melinda McGrath MDOT Worker Posts

Lantern Award

Tupelo Convention & Visitors Bureau
Tupelo Wayfinding Master Plan

Tier Two: Short Term Strategic Programs > Special Events

Award of Merit

University of Mississippi - DeSoto
Who Doesn't Like Food Trucks?

Award of Merit

Tupelo Convention & Visitors Bureau
Tupelo Sports Players Perks Program

Award of Merit

BREC
Howell Park Grand Opening

Award of Merit

Visual Concepts & Designs
Hixson Ford Delta Waterfowl Central Louisiana Chapter Banquet Presented by
Southern Heritage Bank

Award of Merit

Port of Gulfport
Port of Gulfport Youth Green Night

Award of Excellence

Singing River Electric
Singing River Electric - Greene County Energy Fair

Award of Excellence

Southern Miss Physical Plant
Southern Miss Arbor Day Celebration

Lantern Award

University of South Alabama Hospitals
USA Medical Center Lobby Grand Opening 2018

Lantern Award

Mississippi Gulf Coast Community College
MGCCC's 7th Annual Scholarship Gala

Tier Two: Short Term Strategic Programs > Reputation, Issues and Brand Management

Award of Merit

Huntsville Utilities

"Coldest Winter in Years" Bill Insert

Award of Excellence

NASA

NASAs Space Launch System Differentiation Campaign

Lantern Award

Baptist Donates Unusable Linens to Animal Shelters

Baptist Memorial Hospital - Golden Triangle

Tier Two: Short Term Strategic Programs > Media Relations

Award of Merit

Covalent Logic

100 Black Men 25th Anniversary

Award of Merit

Gambel Communications

Rededication of Gallier Hall

Award of Excellence

Mississippi State University

Grand opening of the Ulysses S. Grant Presidential Library and Frank and Virginia

Williams Collection of Lincolniana

Lantern Award

University of South Alabama Hospitals

Nicolas Cage Visit

Lantern Award

Our Lady of the Lake Regional Medical Center

Our Lady of the Lake Children's Hospital Steel Topping

Tier Two: Short Term Strategic Programs > Marketing

Award of Merit

BREC

BREC Summer Camps

Award of Merit

Coast Electric Power Association
2018 Earth Month Campaign

Award of Merit

Southern Heritage Bank
Southern Heritage Bank Google Ads - Mortgage Loans

Award of Excellence

City of Tuscaloosa
Tuscaloosa Air Show Take Off

Award of Excellence

University of South Alabama Mitchell Cancer Institute
Hope Grows Here

Award of Excellence

Southern Heritage Bank
Southern Heritage Bank - CD Special Campaign

Lantern Award

TRINDGROUP
Young's Plant Farm Focus Group and Analysis

Lantern Award

Jackson Academy
If You're ALL FOR ONE, You Give Your All

Lantern Award

Louisiana Lottery Corporation
Southern 7s

Lantern Award

Louisiana Lottery Corporation
Be a Team Player Promotion

Tier Two: Short Term Strategic Programs > Internal Communications

Award of Merit

BREC
Employee Recognition Day "Going for the Gold"

Award of Excellence

Baptist Memorial Hospital - Golden Triangle
Baptist Fan Drive Helps Elderly Beat The Summer Heat

Award of Excellence

South Louisiana Community College
2017 Jedi Giving Campaign

Award of Excellence

The University of Southern Mississippi
No Payne No Gain

Award of Excellence

Baptist Memorial Hospital - Golden Triangle
New Prayer Cross Helps Chaplains Meet Spiritual Needs

Lantern Award

Ochsner Health System
Ochsner Health System: E-Newsletter Evolution

Tier Two: Short Term Strategic Programs > Integrated Communications

Award of Excellence

Mississippi Department of Transportation
When Mother Nature Strikes – Mississippi Winter Weather Response

Award of Excellence

Stuller, Inc.
Change Up Challenge

Lantern Award

The University of Southern Mississippi
Born to Soar

Tier Two: Short Term Strategic Programs > Community Relations and Public Service

Award of Excellence

Mobile County Public Schools
Shepherd's Pie

Award of Excellence

Taylor Media Services
Don't Let One Bad Decision Decide Your Future

Lantern Award

Southern Miss Physical Plant
USM Can Anti-Litter Campaign

Tier Two: Short Term Strategic Programs > Public Affairs

Award of Excellence

Mississippi Institutions of Higher Learning
Communications Plan for 2018 Legislative Session

Tier Two: Short Term Strategic Programs > Crisis Communications

Award of Merit

DEVENEY
IEM Baton Rouge Flood Recovery State Contract Procurement Issues

Award of Merit

City of Tuscaloosa
January 2018 Winter Weather

Award of Excellence

Mississippi Department of Transportation
Hurricane Nate

Lantern Award

City of Tuscaloosa
2018 Tuscaloosa Air Show Turbulent Weather

Lantern Award

Entergy
Surviving the Social Storm: Entergy's Response to Hurricane Harvey

Tier Two: Short Term Strategic Programs > Potpourri

Award of Merit

gambel communications
Louisiana Office of Tourism: Feed Your Soul

Award of Excellence

Covalent Logic
Hilton 10 Year Mardi Gras Celebration

Lantern Award

Mississippi Department of Transportation
I-20 Valley Street Bridge Closure

Lantern Award

Louisiana Lottery Corporation
Create-a-Cake Giveaway

Lantern Award

Big Communications
BringAtoB – Birmingham, Ala.'s Bid for Amazon HQ2

Tier Three: Tactical Materials/Projects > Advertising and Publications

Award of Merit

LSU School of Veterinary Medicine
La Veterinaire

Award of Merit

Mississippi State University High Performance Computing Center
Mississippi, America's Gateway to Unmanned

Award of Merit

Mississippi State University High Performance Computing Center
CAVS Annual Report

Award of Merit

BREC
BREC Annual Report

Award of Merit

AU College of Liberal Arts
Perspectives Magazine

Award of Merit

MS Dept. of Marine Resources
MDMR Annual Report

Award of Merit

Coast Electric Power Association
2016 Annual Report

Award of Merit

Taylor Media Services
First Baptist Church Dedication Sunday Brochure

Award of Merit

Joint Force Headquarters, Mississippi National Guard
Guard Detail Magazine - Spring 2018 Edition

Award of Excellence

Covalent Logic
Shell Tiger Times Newsletter Advertising and Publications

Award of Excellence

Social Science Research Center
2017 Social Science Research Center Annual Report

Award of Excellence

Sanderson Farms
2016 Corporate Responsibility Report

Award of Excellence

The MS Bar
The Mississippi Bar 2018 Annual Meeting & Summer School Brochure

Award of Excellence

Louisiana Lottery Corporation
Exchange

Award of Excellence

Jackson Academy
A Test for True Blue

Award of Excellence

Sanderson Farms
2017 Corporate Communication Department Annual Report

Award of Excellence

Mississippi State University High Performance Computing Center
GRI-NGI Annual Report

Award of Excellence

Mississippi Department of Marine Resources
Mississippi Seafood Recipe Book

Award of Excellence

The USM Foundation
USM Foundation 2017 Impact Report

Award of Excellence

Alabama Retail Association
Alabama Retailer

Award of Excellence

Mississippi State University
Forest and Wildlife Research Center Annual Report

Tier Three: Tactical Materials/Projects > Audio and Video

Award of Merit

Mississippi Gulf Coast Community College
MGCCC's Holiday Video

Award of Merit

Louisiana Organ Procurement Agency
The Louisiana GOHSEP's 'Get A Game Plan' Podcast

Award of Merit

Covalent Logic
BTR Campaign Marketing

Award of Merit

LSU Alexandria
LSUA Foundation Gala Video

Award of Merit

Mississippi Department of Transportation
Tale of Two Structures

Award of Excellence

Tupelo Convention & Visitors Bureau
#MyTupelo 360 Virtual Reality Videos

Award of Excellence

LEC INC
Introducing iQ2: Intelligence. Squared.

Award of Excellence

Taylor Media Services
Don't Let One Bad Decision Decide Your Future - Video

Award of Excellence

Coast Electric Power Association
The Power of Pink

Award of Excellence

Covalent Logic
Shell Integrated Campaign

Lantern Award

The University of Southern Mississippi
Born to Soar Video Series

Tier Three: Tactical Materials/Projects > Collateral Materials

Award of Merit

Auburn University Raymond J. Harbert College of Business
Harbert Magazine

Award of Merit

LSU Alexandria
LSUA Travel Piece

Award of Excellence

The MS Bar
The Mississippi Bar 2018 Annual Meeting & Summer School Brochure

Award of Excellence

Tupelo Convention & Visitors Bureau
Tupelo Live Music Strategy

Tier Three: Tactical Materials/Projects > Digital

Award of Merit

City of Tuscaloosa
Tuscaloosa.com Welcome Home(page)

Tier Three: Tactical Materials/Projects > Graphics

Award of Merit

Covalent Logic
Shell Integrated Campaign

Award of Merit

LSU Alexandria
LSUA Admissions Infographic

Award of Merit

Covalent Logic
Bearing Point Brand Management

Award of Excellence

MightyPenguin Design
Corpus Christi Cougars Swimming Logo

Lantern Award

Covalent Logic
BTR Campaign Marketing

Tier Three: Tactical Materials/Projects > Media Relations

Award of Merit

Mississippi Division of Medicaid
Complex Pharmacy Care Program News Release

Award of Excellence

Our Lady of the Lake Regional Medical Center
Our Lady of the Lake-LSU Engineering Partnership

Award of Excellence

Stuller, Inc.
Introducing Bridal 2018-2019 & Diamonds and Gemstones 2018-2019 Catalogs

Tier Three: Tactical Materials/Projects > Social Media Management

Award of Merit

DEVENEY
Bayou Rum Instagram Campaign

Award of Excellence

Singing River Electric
Singing River Electric - Hurricane Nate Facebook Response

Award of Excellence

Louisiana Organ Procurement Agency
The Heartbeat Heard 'Round The World

Award of Excellence

SIDES and Associates
SIDES - It's Your Job To Know! - Louisiana Workforce Commission

Award of Excellence

Stuller, Inc.
Stuller Social Takeover

Lantern Award

gambel communications
Canal Place Style Brunch

Tier Three: Tactical Materials/Projects > Writing

Award of Merit

Mississippi State University
MSU Education Alumna Inspires Generation of Lifelong Learners

Award of Merit

Mississippi State University
Thriving on Campus: Disability Support Services Helps Students Navigate Journey through College Years

Award of Merit

Auburn University
Auburn-Opelika Tourism Bureau Blog

Award of Excellence

U.S. Fish and Wildlife Service
PR Gumbo

Award of Excellence

Our Lady of the Lake Regional Medical Center
Operation Amazing: Baby's Brain Surgery a Work of Heart

Award of Excellence

Mississippi State University
Alumni build their dream piece by piece

Award of Excellence

Covalent Logic
BTR Campaign Marketing

Lantern Award

Baptist Memorial Hospital - Golden Triangle
Dr. Kato Recalls Long Journey from Refugee to Cardiologist

Lantern Award

Auburn University Raymond J. Harbert College of Business
Auburn University student becomes media sensation

Lantern Award

Mississippi State University
The Hidden Faces of Mississippi State's Most Visible Persona

Lantern Award

Covalent Logic
Shell Tiger Times Newsletter Writing

Tier Three: Tactical Materials/Projects > Potpourri

Award of Merit

Mississippi Department of Transportation
Roundabout MDOT

Award of Excellence

Tupelo Convention & Visitors Bureau
Tupelo In-Market Lists

Award of Excellence

TRINDGROUP
Flame Smart Brand Development

Lantern Award

Coast Electric Power Association
Coast Electric Introduces New CEO

We will now name our Student Award winners before announcing our Judges' Choice and Best in Show Awards.

Student Entries > Writing

Award of Excellence

PRIME TIME Family Reading Program
LessThanUThink Sacred Heart University Implementation Posters

Student Entries > Campaigns

Award of Excellence

University of Alabama Capstone Agency
Plank Center Betsy Day Campaign

Student Entries > Graphics

Award of Excellence

University of Alabama Capstone Agency
A Prime Time For Reading

Student Entries > Digital

Award of Excellence

Sarah Catherine LaBorde
Sarah LaBorde Personal Website

Special Events

Lantern Award

University of Alabama Capstone Agency
LessThanUThink Sacred Heart University Special Events

Student Entries > Potpourri

Lantern Award

1860 Creative
LSU Acceptance Email GIF

Judges Award for Student Entries

University of Alabama Capstone Agency
LessThanUThink Sacred Heart University Special Events

Professional Judges Choice Awards

Tupelo Convention & Visitors Bureau
Tupelo Wayfinding Master Plan

Mississippi Department of Transportation
I-20 Valley Street Bridge Closure

Baptist Memorial Hospital - Golden Triangle
Dr. Kato Recalls Long Journey from Refugee to Cardiologist

William A. Taylor Best of Show Award

Auburn University Harbert College of Business
2018 Auburn University Entrepreneurship Summit

Congratulations to all of the award winners on a job well done!!!!