

## 2022 PACE Awards Winners

Category	Title of Entry	Organization	Result
<b>CAMPAIGNS</b>			
Community Relations Campaign	Mid-Michigan Utility Assistance Coalition - Keeping On Together	Lansing Board of Water & Light	PINNACLE
Integrated Communications Campaign	"One by One" Oakland County COVID-19 Vaccine Campaign	Oakland County and Gd Marketing	PINNACLE
Marketing Consumer Products & Services	"Michigan Reconnect" Campaign	Michigan Department of Labor and Economic Opportunity and Gd Marketing	PINNACLE
Organizational Relations Campaign	Brio Living Services Corporate Rebrand	Brio Living Services, United Methodist Retirement Communities & Porter Hills	EXCELLENCE
Organizational Relations Campaign	New MSUFCU Logo	MSU Federal Credit Union	PINNACLE
Public Affairs Campaign	Properly Fund EMS Campaign	Michigan Association of Ambulance Services, Resch Strategies	ACHIEVEMENT
Public Affairs Campaign	Michigan Film Incentive	Michigan Film Industry Association and Edge Partnerships	EXCELLENCE
Public Affairs Campaign	URC Advocacy Campaign	University Research Corridor, Martin Waymire	PINNACLE
Multicultural Campaign	Motor City Kares	Kare Mobile and Delta Dental	PINNACLE
Public Service Campaign	"It's Our Water" Campaign	We the People of Detroit and Freshwater Future, Gd Marketing	ACHIEVEMENT
Public Service Campaign	MI Vaccine Decision	Small Business Association of Michigan, Resch Strategies	PINNACLE
Shoestring Budget Campaign	Small Talk Children's Center "Auction for Advocacy"	Small Talk Children's Advocacy Center and Gd Marketing	PINNACLE
Student Campaign	Mock Health Communication Campaign: Menopause Awareness	Michigan State University	PINNACLE
Special Events	Stars of Life	Michigan Association of Ambulance Services, Resch Strategies	ACHIEVEMENT

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Special Events	2021 MSUFCU Virtual Awards Gala	Michigan State University Federal Credit Union	EXCELLENCE
Special Events	MI Shot To Win Sweepstakes	Protect Michigan Commission and Gd Marketing	PINNACLE
Social Marketing Campaign	MiABLE Webinars	MiABLE and Gd Marketing	EXCELLENCE
Social Marketing Campaign	I Vaccinate Campaign	Franny Strong Foundation and Michigan Department of Health and Human Services, Martin Waymire	PINNACLE/BEST OF SHOW
<b>TACTICS</b>			
Special Purpose Publications	SET SEG Cyber Risk Assessment	SET SEG	PINNACLE
Feature Stories	Anyone Can Pitch in to Help Nurture Michigan's Monarch Population	Michigan Wildlife Council and Gd Marketing	PINNACLE
Innovative Tactics	SET SEG Cyber Risk Assessment	SET SEG	PINNACLE
Magazines	LeaderBoard	Michigan Association of School Boards	EXCELLENCE
Magazines	The Michigan Veterinarian	Michigan Veterinary Medical Association	PINNACLE
Newsletters	Resch Strategies Quarterly eNews	Resch Strategies	EXCELLENCE
Newsletters	MESSA DiscoverYou	MESSA	PINNACLE
Research	Upper Peninsula Health Plan Communications Audit	Martin Waymire	EXCELLENCE
Research	"Choose Your Own Adventure" Campaign Research	Michigan Education Trust and Gd Marketing	PINNACLE
Social Mediums	Michigan Wildlife Council Social Influencers	Michigan Wildlife Council and Gd Marketing	EXCELLENCE

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Social Mediums	I Vaccinate: Sharing Real Family Stories Through Social Media	Martin Waymire	PINNACLE
Video Programs	BWL's Train Incident Response	Lansing Board of Water & Light	EXCELLENCE
Video Programs	Michigan Wildlife Council "Annette" Videos	Michigan Wildlife Council and Gd Marketing	PINNACLE
Websites	IVaccinate.org Redesign	Franny Strong Foundation and Michigan Department of Health and Human Services, Martin Waymire	EXCELLENCE
Websites	Redesign of Lansing.org	Greater Lansing Convention & Visitors Bureau	PINNACLE
Editorials/OP-ED Columns	Celebrating Wildlife Success During Hunting and Fishing Day	Michigan Wildlife Council and Gd Marketing	EXCELLENCE
Editorials/OP-ED Columns	Michigan's Redistricting Map Context	Voters Not Politicians, Martin Waymire	PINNACLE