



2023 PACE Award Winners CAMPAIGNS

Category	Title	Organization	Result
Community Relations	Be The Light Campaign	EDGE & Child and Family Charities	PINNACLE
Community Relations	Communicating BWL Rate Changes to Customers	Lansing Board of Water & Light	EXCELLENCE
Community Relations	Movers for Moms®	TWO MEN AND A TRUCK®	ACHIEVEMENT
Crisis Communications	Calm, reassuring and transparent: Public health leaders guide MSU's meningitis crisis response	Michigan State University	PINNACLE
Crisis Communications	Preparing for Rolling Blackouts	Lansing Board of Water & Light	EXCELLENCE
Crisis Communications	Disaster Fiscal Recovery Playbook	County Road Association of Michigan	ACHIEVEMENT
Integrated Communications	MI Tri-Share: Affordable Child Care for Michigan Families	Michigan Department of Labor and Economic Opportunity and Güd Marketing	PINNACLE
Integrated Communications	Amplifying National Farmers Market Week in Michigan	Michigan Farmers Market Association and Piper & Gold Public Relations	EXCELLENCE
Integrated Communications	Discover FRIB: An integrated communications campaign by Michigan State University	Michigan State University	ACHIEVEMENT
Marketing Consumer Products & Services	Michigan Reconnect	Michigan Department of Labor and Economic Opportunity	PINNACLE & BEST OF SHOW
Marketing Consumer Products & Services	Experience Matters	Farm Bureau Insurance of Michigan and Edge Partnerships	EXCELLENCE
Public Affairs	Workforce system fights back against devastating rule change	Michigan Works! Association and Piper & Gold Public Relations	PINNACLE
Public Affairs	Our kids are waiting	School-Community Health Alliance of Michigan and Resch Strategies	EXCELLENCE
Public Affairs	Statewide Catholic Action Plan to Defeat Proposal 3	Michigan Catholic Conference	ACHIEVEMENT
Public Service	"Know It Before You Throw It" Recycling Campaign	Michigan Department of Environment, Great Lakes, and Energy	PINNACLE
Public Service	Your Shot	Ingham County Health Department and Edge Partnerships	EXCELLENCE
Shoestring Budget	2021-2022 Season Promotions	Lansing Symphony Orchestra and Güd Marketing	PINNACLE



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Special Events	Michigan Education Trust \$1.5 Million Giveaway	Michigan Education Trust and GÜD Marketing	PINNACLE
Special Events	BWL's Delta Energy Park Goes Commercial	Lansing Board of Water & Light	EXCELLENCE
Special Events	Michigan Youth Visualize Their Potential	Jobs for Michigan Graduates powered by Youth Solutions and Piper & Gold Public Relations	ACHIVEMENT
Social Marketing	I Vaccinate Campaign	Michigan Department of Health and Human Services and the Franny Strong Foundation and Martin Waymire	PINNACLE & PEOPLE'S CHOICE
Social Marketing	#WhyApply Social Media Campaign 2022	American College Application Campaign and Piper & Gold Public Relations	EXCELLENCE
Social Marketing	Raising Awareness of ACEs: A Visual Data-Driven Social Campaign	Center for Strategic Health Partnerships and Piper & Gold Public Relations	ACHIVEMENT

TACTICS

Category	Title	Organization	Result
Annual Reports	Advocacy Report on the 101st Michigan Legislature	Michigan Catholic Conference	PINNACLE
Brochures	MSU Federal Credit Union - Open Enrollment Guide	MSU Federal Credit Union	PINNACLE
Brochures	Historic homes and their impact on informing our future	Michigan Municipal League (MML) and Piper & Gold Public Relations	EXCELLENCE
Feature Stories	Michigan tackles dramatic rise in problem gambling	Michigan Department of Health and Human Services and Martin Waymire	PINNACLE
Feature Stories	Recycling and Romance Blooms in Metro Detroit	Michigan Department of Environment, Great Lakes, and Energy and GÜD Marketing	EXCELLENCE
Innovative Tactics	Thrive Box	Build Up Michigan and GÜD Marketing	PINNACLE
Innovative Tactics	Building support for EITC expansion for Michigan's working families	Michigan EITC Coalition and Martin Waymire	EXCELLENCE
Newsletters	I Vaccinate Partner E-Newsletter Launch	Michigan Department of Health and Human Services and the Franny Strong Foundation and Martin Waymire	PINNACLE



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Newsletters	Recycling Raccoons' Quarterly Newsletter	Michigan Department of Environment, Great Lakes, and Energy and GÜD Marketing	EXCELLENCE
Editorials/OP-ED Columns	Raising Awareness on Michigan's Road Funding Crisis	Michigan Infrastructure and Transportation Association and Martin Waymire	PINNACLE & PEOPLE'S CHOICE
Editorials/OP-ED Columns	I lost my child to the flu. Please protect yours.	Families Fighting Flu/Alana's Foundation and Resch Strategies	EXCELLENCE
Media/Press Kits	Anderson Economic Group Proactive Media Outreach	Anderson Economic Group and Martin Waymire	PINNACLE
Media/Press Kits	Can a media kit save lives? Advance Peace Lansing's just might	MPHI (Michigan Public Health Institute) and Piper & Gold Public Relations	EXCELLENCE
Research	Know Your Water Research	Statewide Drinking Water Advisory Council	PINNACLE
Research	Michigan Chamber Signature Event Research	Michigan Chamber of Commerce and Martin Waymire	EXCELLENCE
Social Mediums	I Vaccinate: Sharing Real Family Stories Through Social Media	Michigan Department of Health and Human Services and the Franny Strong Foundation and Martin Waymire	PINNACLE
Social Mediums	\$1.5 Million Giveaway - Social Influencers	Michigan Education Trust and GÜD Marketing	EXCELLENCE
Special Purpose Publications	The Nature of Michigan	Michigan Wildlife Council	PINNACLE
Special Purpose Publications	Corporate Sustainability Report	Lansing Board of Water & Light	EXCELLENCE
Video Programs	Winning Full Practice Authority for Michigan's Nurse Practitioners	Michigan Council of Nurse Practitioners and Martin Waymire	PINNACLE
Video Programs	Parent Mentor Video	Michigan Alliance for Families and GÜD Marketing	EXCELLENCE
Websites	RecyclingRaccoons.org	Michigan Department of Environment, Great Lakes, and Energy	PINNACLE
Websites	State of Michigan Website Modernization Project	Michigan Department of Technology, Management & Budget (DTMB)	EXCELLENCE