

AM>
30
YEARS
Ace Awards

Celebrating Excellence in Marketing

What are the Ace Awards?

The Ace Awards is an annual event hosted by the Reno-Tahoe American Marketing Association (AMA).

This is our 30th year of recognizing and acknowledging marketing excellence right here within our community.



Special Thanks To All Our Amazing Sponsors



BEST IN:

Brand / Re-Brand

A marketing overhaul of a product, business or service area and how it creates a meaningful impact for the business or achieve a key marketing objective.



Maddie's Pet Project

KPS3

Saving Nevada's Pets is the tagline for Maddie's Pet Project and is an important driver of its mission. As a thought leader in animal care and well-being, the organization drives awareness about how to create a no-kill state, provide shelter medicine education, and increase pet adoptions.

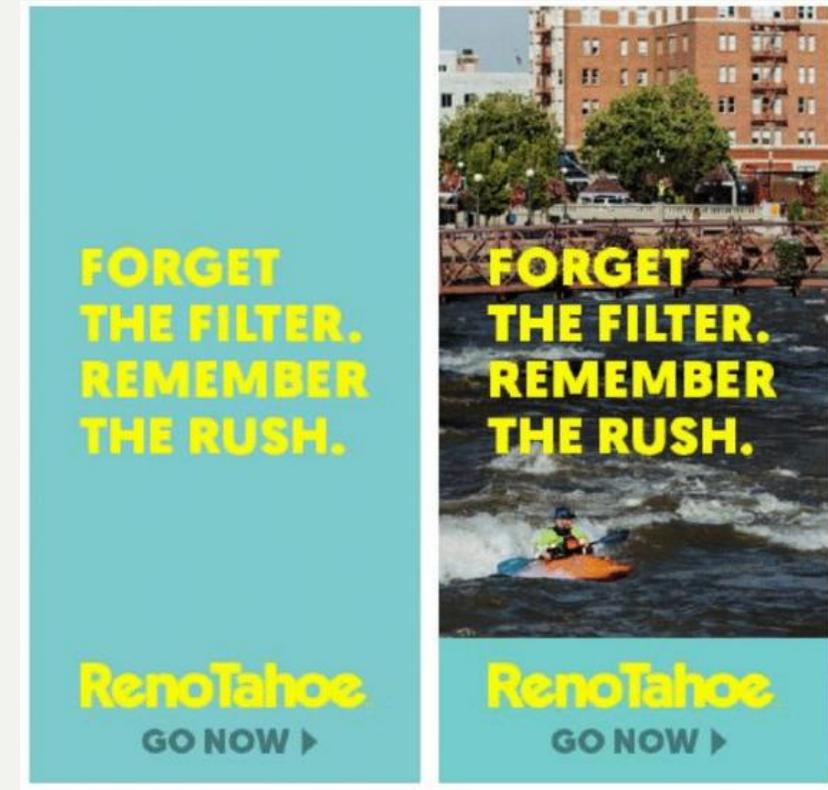
As with any new brand, awareness was critical. Maddie's Pet Project set a goal to achieve statewide awareness about the organization by 2020. Additionally, it wanted to increase the number of adoptions throughout the state.



Great Contrasts – Reno Tahoe Refreshes Brand to Push Boundaries

Reno-Sparks Convention & Visitors Authority

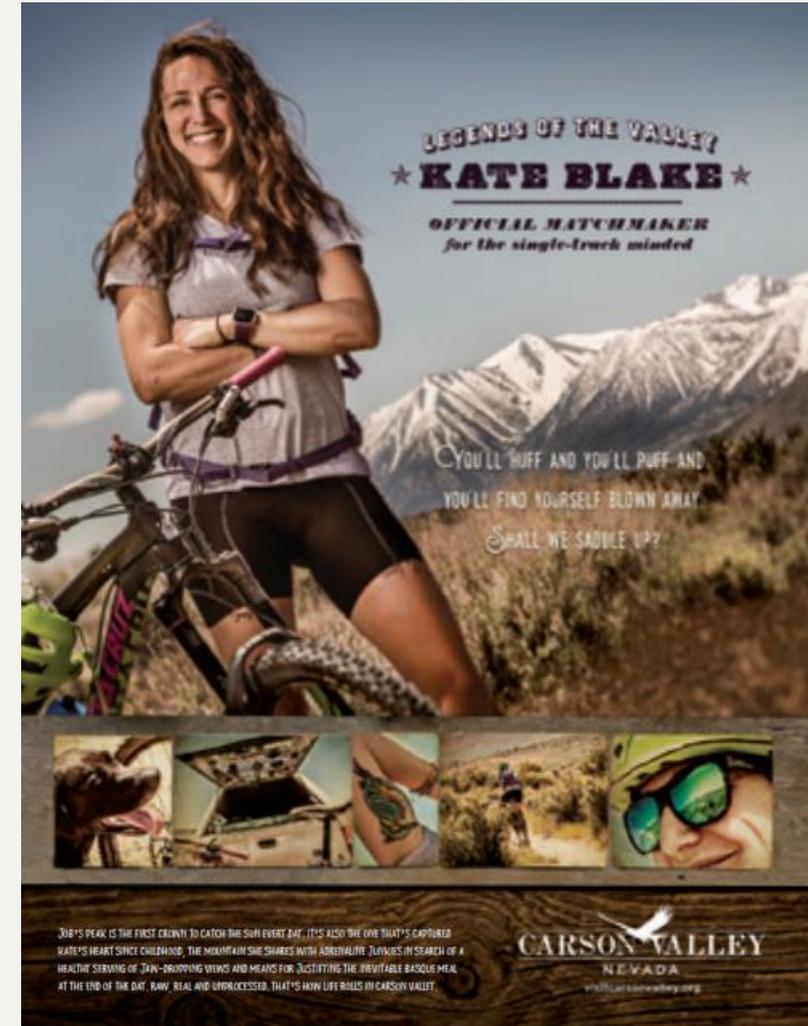
In an effort to expand awareness among a new, ambitiously motivated audience of young travelers - Millennials (25-34) and Gen Xers (35-49) – Reno Tahoe set about refreshing the destination’s brand to better capture the offbeat, active and diverse nature of the region. Where America’s largest alpine lake meets “The Biggest Little City in the World,” Reno Tahoe showcased the contrasts abundant in the destination through authentic storytelling and consistent messaging in existing and new markets – Seattle, San Francisco and Los Angeles.



"Legends of the Valley" Carson Valley Visitors Authority Rebrand

SJ Marketing

Outside the Carson Valley, potential visitors thought of it as a scenic, but sleepy agricultural community. SJ Marketing was tasked with changing that perception to attract more active travelers. Because people connect with other people better than landscapes, we set out to showcase the area's color and personality through authentic stories of actual residents, the "Legends of the Valley" rebrand.



AND THE WINNER IS

Great Contrasts – Reno Tahoe Refreshes Brand to Push Boundaries

Reno-Sparks Convention & Visitors Authority

BEST IN:

Event Promotion

The overall promotion of an event that extends the brand experience to customers and achieves measurable results for the organizer.

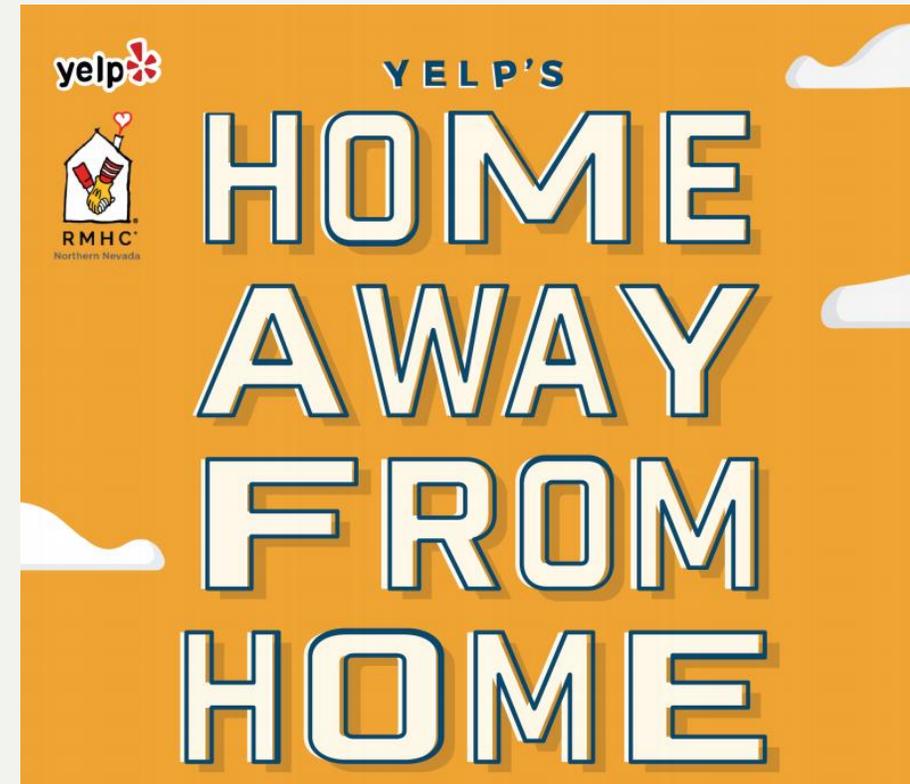


Yelp's Home Away From Home benefitting Ronald McDonald House Charities of Northern Nevada

Yelp and Ronald McDonald House Charities of Northern Nevada

Ronald McDonald House Charities Northern Nevada (RMHCNN) looked to mark its 30th anniversary by launching a new, financially scalable event to attract a younger donor demographic (ages 25-45).

The charity partnered with Yelp Reno, whose mission is to connect people with great local businesses and organizations, to create Yelp's Home Away from Home benefitting RMHCNN (HAFH), an event that would simultaneously reinvent food and drink based fundraisers and allow attendees to viscerally experience the RMHCNN mission, connecting them to the cause and the various ways they can show their support. The event needed to be built in a scalable fashion to allow for growth in attendance and executed in a manner that encouraged attendees and stakeholders to come back year over year.



Carson's Got Talent

In Plain Sight Marketing

This year, Meals on Wheels Carson City will deliver over 90,000 hot, nutritious meals to homebound seniors. For many, this will be their only meal for the day. Due to federal budget cuts, the program faces an annual \$185,000 budget shortfall. The Carson City Senior Center launched a public awareness campaign to showcase the plight of the program and its participants, all of whom have lived vibrant, colorful lives. Most of whom are grandparents, parents, siblings, aunts, uncles, friends – many are veterans – and all are invisible.

To bring our homebound seniors back into the eye of the Carson family, we premiered “Carson’s Got Talent,” a regional talent competition, in which celebrity judges awarded cash prizes and the audience purchased votes for their favorite performers to benefit Meals on Wheels.



The Great Reno Balloon Race Event Promotion

The Abbi Agency

As a nonprofit organization—offering free admission—The Great Reno Balloon Race (GRBR) relies on earned media coverage versus paid media to promote the event. The primary goal was to gain earned media coverage in Reno/Sparks to attract local attendance. The secondary goal was to gain awareness in Northern California (drive-market) to promote traveling to Reno for the event.



AND THE WINNER IS

**Yelp's Home Away From Home benefitting
Ronald McDonald House Charities of
Northern Nevada**

Yelp and Ronald McDonald House Charities of
Northern Nevada

BEST:

Digital Marketing Campaign

An online marketing effort put forward by a business to drive engagement, conversions, traffic, or revenue. It captures attention and interest and helps create a meaningful impact for the business or achieve a key marketing objective.



Greenleaf Wellness Celebrates 4/20

The Abbi Agency

The primary goal of this marketing campaign was for Greenleaf Wellness to use 4/20 - an internationally recognized but widely misunderstood symbol of celebration for marijuana enthusiasts - to show appreciation for their loyal customers while educating the community about the origins of the holiday.

Through giveaways and sales exclusive to the dispensary, Greenleaf Wellness provides customers a way to celebrate 4/20 and save throughout the week.

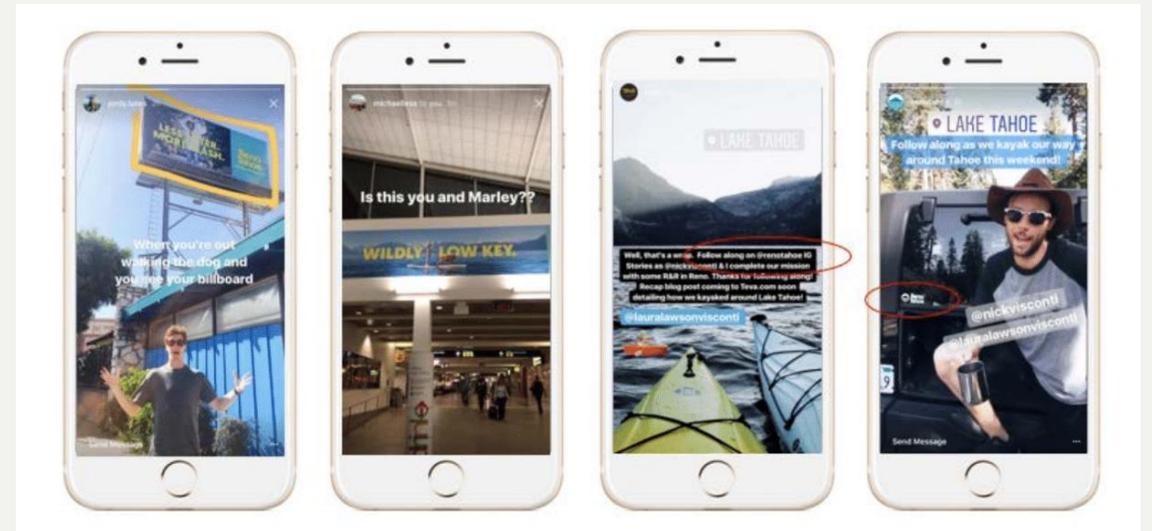


With Ambition – Reno Tahoe Expands Awareness Through Influencer Marketing

Reno-Sparks Convention & Visitors Authority

Reno Tahoe gained an understanding of where and how the new target demographic searched for and consumed their content. Nationally-reported statistics showed that most consumers look to social media and peer opinions when making purchasing decisions, and that influencer marketing delivers 11x higher ROI than traditional forms of digital marketing. These numbers drove Reno Tahoe to integrate authentic spokespeople (influencers) into the overall marketing campaign

Key influencers were selected for their demonstrated ability to put up metrics (2 million followers, collectively), their genuine ties to the local community, influence in target markets, partnership with like-minded brands, and expertise in areas that highlight the diverse offerings of the destination, especially arts and culture, and outdoor adventure.



Email Marketing Campaign: High Tech Attraction

Economic Development Authority of Western Nevada

The project aimed to bring early stage high tech companies into the Western Nevada ecosystem to increase wages, create better career opportunities in emerging technology fields and jumpstart the venture capital ecosystem.

Building a healthy tech startup ecosystem will provide new opportunities in emerging growth sectors which will retain university talent and help us attract talent from more established tech centers. Additionally, creating wealth for our residents will help kick start the seed and venture capital ecosystem necessary for organic growth of tech startups.



AND THE WINNER IS

With Ambition – Reno Tahoe Expands Awareness Through Influencer Marketing

Reno-Sparks Convention & Visitors Authority

BEST IN:

Cause Related Marketing

A marketing campaign developed between a business and a charity or cause that delivers benefits for both parties. The campaign needs to demonstrate results and how well it was integrated with broader marketing objectives of both organizations.



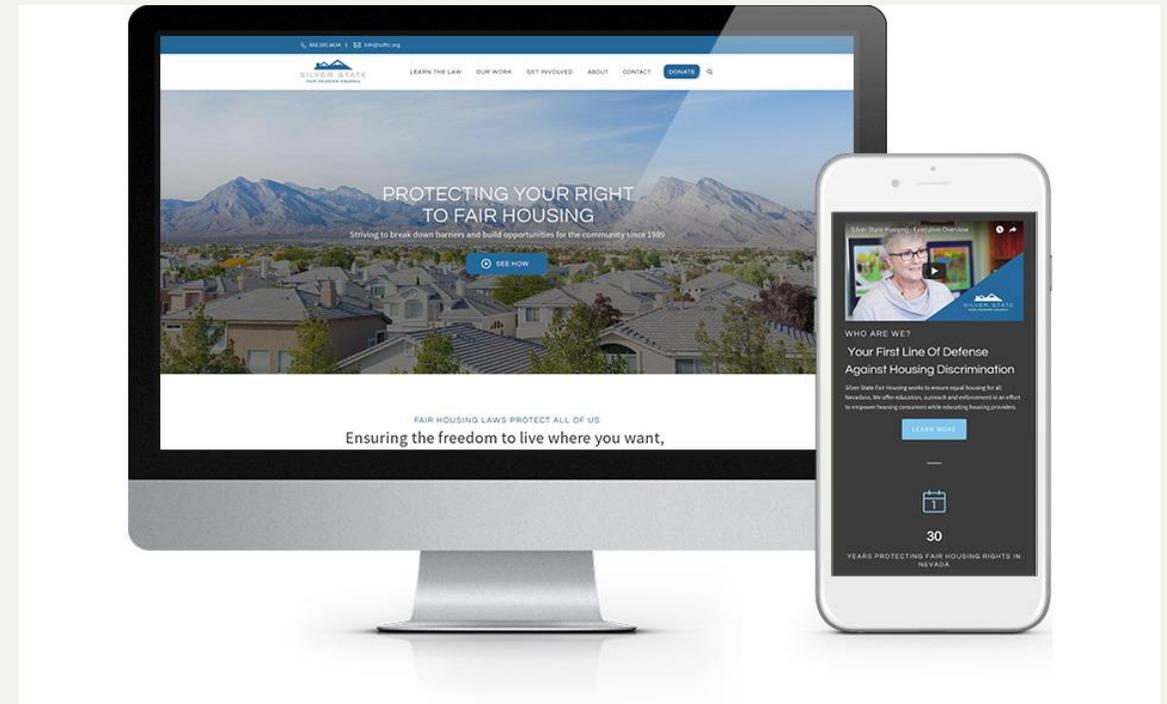
Silver State Fair Housing Council

Noble Studios

Noble Studios' community service program, Noble Deeds, selected non-profit Silver State Fair Housing Council to receive hundreds of hours of digital services throughout 2017.

According to its mission statement, SSFHC "advocates for fair housing by providing a comprehensive program of outreach, education, and enforcement activities. By addressing the needs of housing consumers, housing providers, and local governments, SSFHC works to break down barriers to equal housing opportunity and build opportunities for community members to relate to each other as neighbors."

Noble's contribution, valued around \$60,000, included strategic planning, information architecture, a newly-redesigned responsive website, a WordPress content management system, a brand refresh, content creation, photo/video and a digital marketing strategy.



When I Grow Up

The Abbi Agency

The “When I Grow Up” campaign aimed at increasing community awareness of Northern Nevada Children’s Cancer Foundation (NNCCF). The Abbi Agency created and launched a video series featuring children with cancer telling the viewer what they want to be when they grow up. The second initiative was to create a viral social campaign where healthy individuals discussed what they wanted to be when they grew up with supporting message of NNCCF.

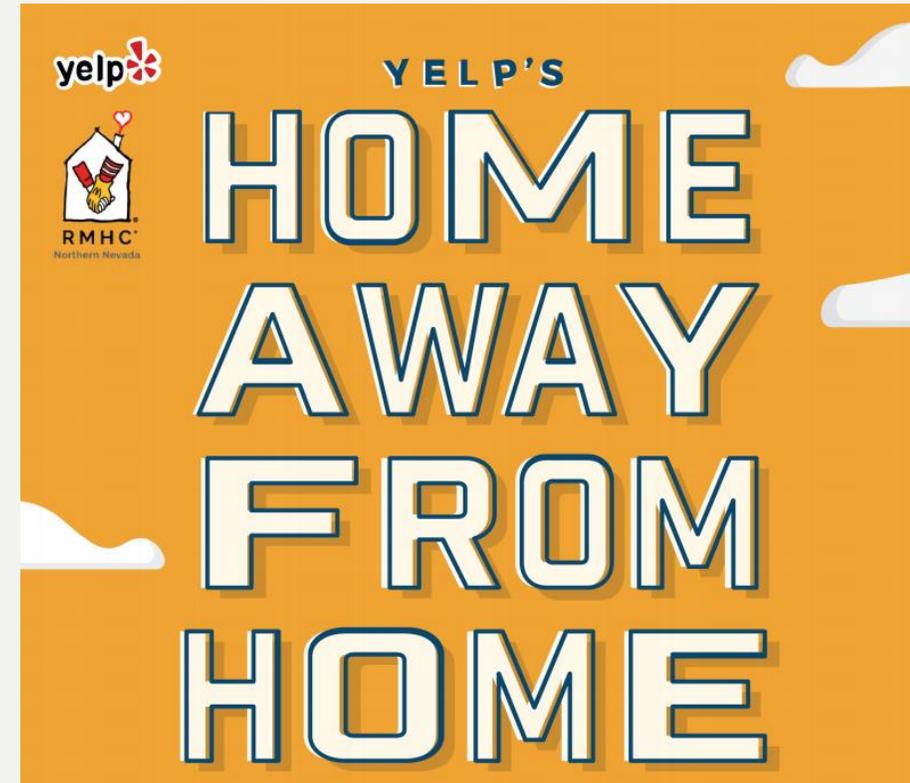


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AND THE WINNER IS

When I Grow Up

The Abbi Agency

BEST IN:

Mobile

An mobile marketing campaign or mobile app put forward by a business to drive engagement, conversions, traffic, or revenue. It captures attention and interest and helps create a meaningful impact for the business or achieve a key marketing objective.



Smart Energy Saver Mobile App

Resource Action Programs

The Smart Energy Saver game app was created as a program addition for one of our K-12 Education Program clients, Con Edison. The goal of the game app was to get students involved in the program through a digital medium where they would have fun engaging with the content while reinforcing the lessons learned through the in-class and take-home portions of the efficiency education program their class has been enrolled in.

The game app was designed, created, developed, and released by RAP through the Con Edison Smart Kids Energy Program during the Fall 2017 semester.



Multi-Strike Poker App

Ruby Seven Studios

The goal was to launch an app focusing on IGT's famous Multi-Strike Poker in partnership with LED Gaming that outperforms other poker games on the market in terms of DAU, engagement (session length & retention), and revenue (percent paying player and average revenue per paying user).

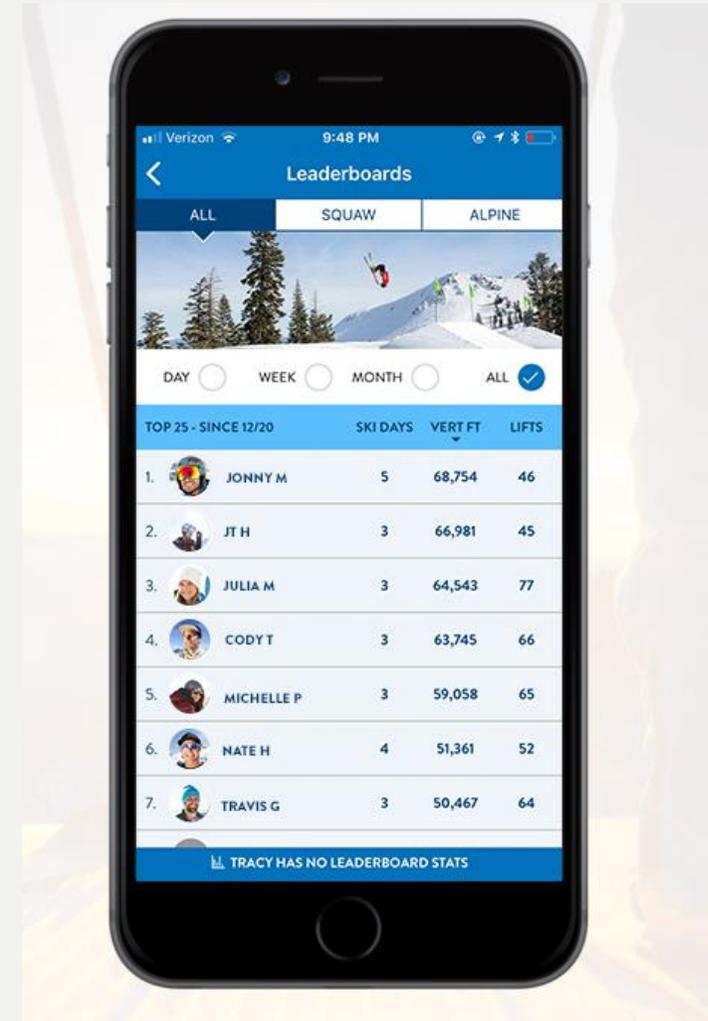


App Lap Slapdown

Squaw Valley Alpine Meadows

The 2017/18 season got off to a slow start. By the end of December, Squaw Valley Alpine Meadows had only received 69” of snow at higher elevations and 12” at the base. Going into the New Year with warm temps and a stubborn high pressure system, we were faced with a challenge to generate interest and excitement and drive skier visits without much snow.

Knowing that the Squaw Valley Alpine Meadows skiers and snowboarders are highly competitive and motivated, we decided to challenge our guests to ski more by launching a contest. The App Lap Slapdown, which utilized our newly-developed Leaderboard on our app, awarded the skiers/snowboarders with the most vertical skied or lifts ridden prizes every week and a grand prize at the end of the month.



AND THE WINNER IS

App Lap Slapdown
Squaw Valley Alpine Meadows

BEST IN:

Print

The printed piece displays design, creativity and a strong the call to action. It captures attention and interest and helps create a meaningful impact for the business or achieve a key marketing objective.



Legacy Sports Int'l - 2018 Product Catalog

D4 Advanced Media

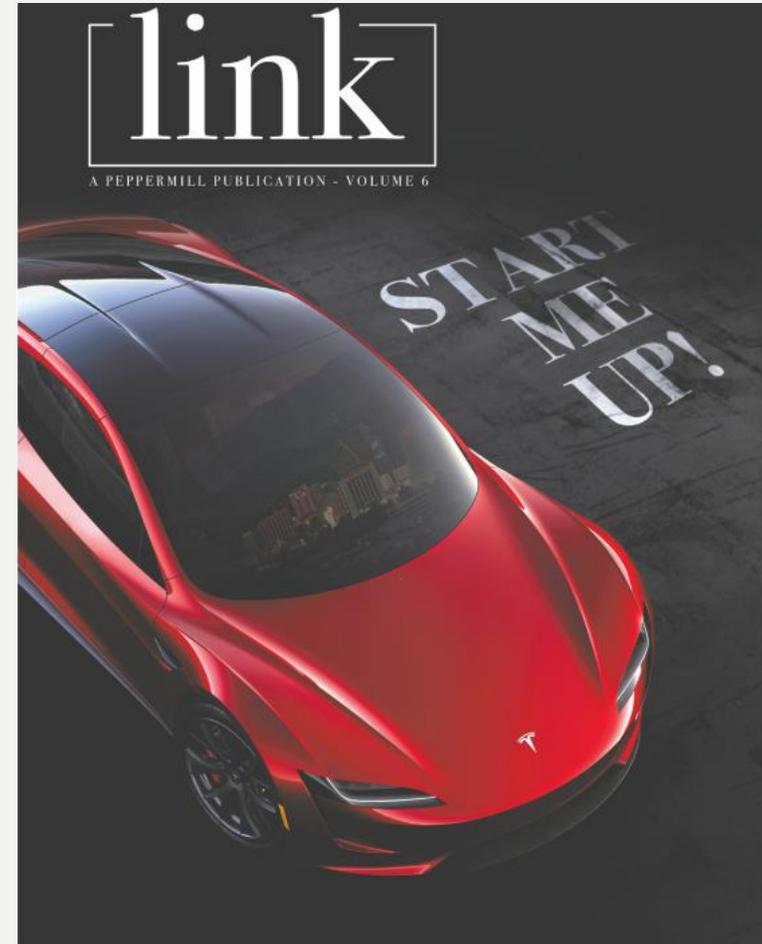
The goal of the Legacy Sports Int'l 2018 Product Catalog is to develop an industry leading catalog showcasing a shift in product and audience focus towards a younger, more savvy consumer demographic. Additionally, to create an edgy and trendsetting experience by using a new photography approach, improved layout design and product narratives to showcase their company's product line and lifestyle.



LINK Magazine

Peppermill Resort Spa Casino

Promoting Reno-Tahoe as a destination, Peppermill Resort's in-house magazine, LINK, introduces first-time visitors and seasoned travelers to the best of what the Biggest Little City has to offer. Highlighting food and drink, arts and entertainment, and epic outdoor adventure, every story gives readers a reason to return.

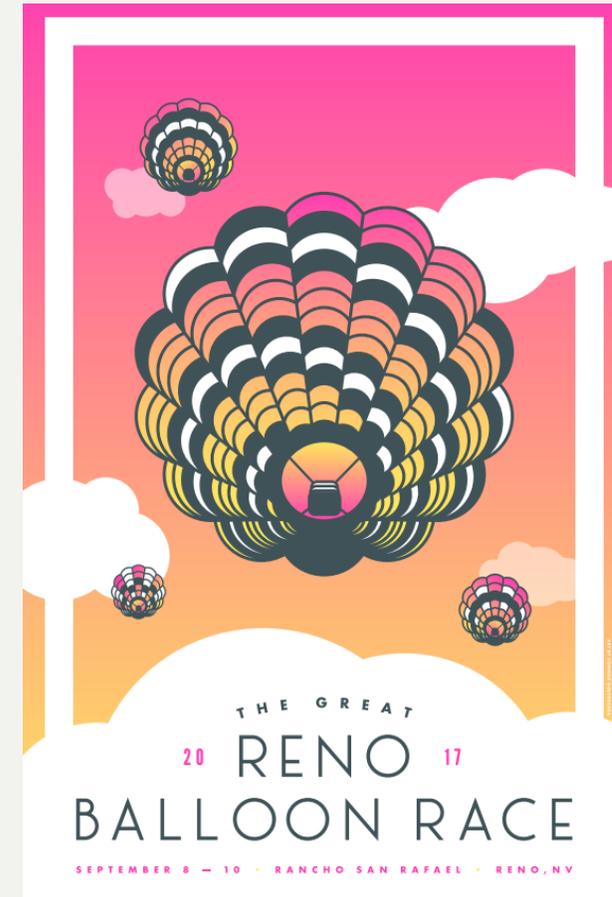


The Great Reno Balloon Race Official Poster

The Abbi Agency

The Abbi Agency (TAA) was tasked with creating the official poster for the 2017 Great Reno Balloon Race (GRBR). In partnership with the Board President and Staff, TAA brought a fresh, innovative look to an iconic and beloved event by locals and visitors alike. The overarching goal was to market and spread awareness of the world's largest free hot-air balloon festival from a new, vastly different perspective.

The Abbi Agency (TAA) designed the poster to focus on a style that could be found on anyone's wall while keeping the 35-year-old tradition alive. In the process, the team created a simple, yet captivating original graphic. TAA aimed to showcase the event in a new perspective and invite an audience of all ages to enjoy the multi-colored design.



AND THE WINNER IS

LINK Magazine
Peppermill Resort Spa Casino

BEST IN:

Public Relations

Communications efforts through PR and traditional media outlets that promotes awareness and changes perceptions of services, corporations, and organizations to consumers, employees, industry professionals, the investor community and other stakeholder groups. The efforts must relate to the overall marketing strategy and is not just a single tactic.



Reno Land Inc. Awareness Campaign

The Abbi Agency

To garner and strengthen community support around Reno Land Inc.'s (RLI) developments in Northern Nevada by creating awareness and buzz in local and regional news. RLI was positioned as a direct contributor of Reno's growth, development and burgeoning success while being continuously kept relevant within the industry, local and regional news.



ABC World News Tonight with David Muir

High Fives Foundation

Roy Tuscany, from High Fives Foundation, recently received national exposure on ABC World News Tonight with David Muir for his assistance to those with life-altering injuries. After a skiing accident, Roy Tuscany suffered a paralyzing injury at age 24 and was told he'd never walk again. He built back the strength to walk and has helped raise more than \$7.1 million for over 200 individuals with their own fights after suffering life-changing injuries. Roy and the High Fives Foundation not only give funding, but also direction, right from the hospital beds at Renown Health. When Roy visits patients who have recently experienced a spinal cord injury and others who've suffered life-altering injuries, he shares with them his positive perspective on life and the endless opportunities still available.



The screenshot shows the ABC News website interface. At the top, there's a navigation bar with 'abc NEWS', 'VIDEO', 'LIVE', 'SHOWS', and a search icon. The main article title is 'Injured skier finds new calling in foundation that helps athletes like him'. Below the title, it says 'By ENJOLI FRANCIS, JASON KUANG and PAULINA TAM' and 'Jan 8, 2018, 3:36 PM ET'. There are 'Share' and 'Tweet' buttons. The main image shows a news anchor, David Muir, sitting at a desk with the 'abc WORLD NEWS TONIGHT' logo. Behind him is a large screen displaying a skier in a blue jacket with the text 'THE COMEBACK' overlaid. Below the image, there's a 'WATCH' button and a caption: 'Extreme skier starts foundation for those with life-changing injuries'.

Taking A Bite Out Of The Reno Food Scene

120 West Strategic Communications

The goal of “Taking A Bite Out Of The Reno Food Scene” was to raise awareness for Reno Bites Week in Reno, attract attendees to the event by promoting appealing events with local influencers, provide extensive foot traffic and exposure to local restaurants, increase impressions and engagement on social media for the event, and promote Reno’s first and foremost foodie event.

RENO
BITES

1 Amazing City

3 Food Network star chefs

20+ restaurants & chefs all over town

25,000 PLATES OF FOOD TO BE SERVED

650,000 BITES WILL BE EATEN

8 of Reno's best chefs in the showdown

2017

[f](#) [@](#)
RenoBitesWeek.com

AND THE WINNER IS

**ABC World News Tonight with
David Muir**
High Fives Foundation

BEST IN:

Social Media

The ways a business uses social media to enhance and boost engagement and awareness with prospective / current customers.



#highfivesathlete

High Fives Foundation

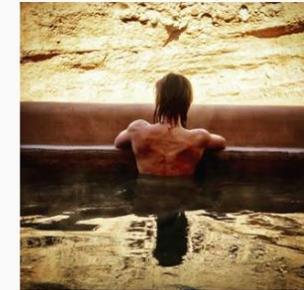
The High Fives Foundation created the hashtag #highfivesathlete to help shine a positive light on devastating injuries. To date the hashtag has over 2,800 posts from over 300 individuals and continues to be used proudly by athletes.



#highfivesathlete

2,911 posts

Top Posts



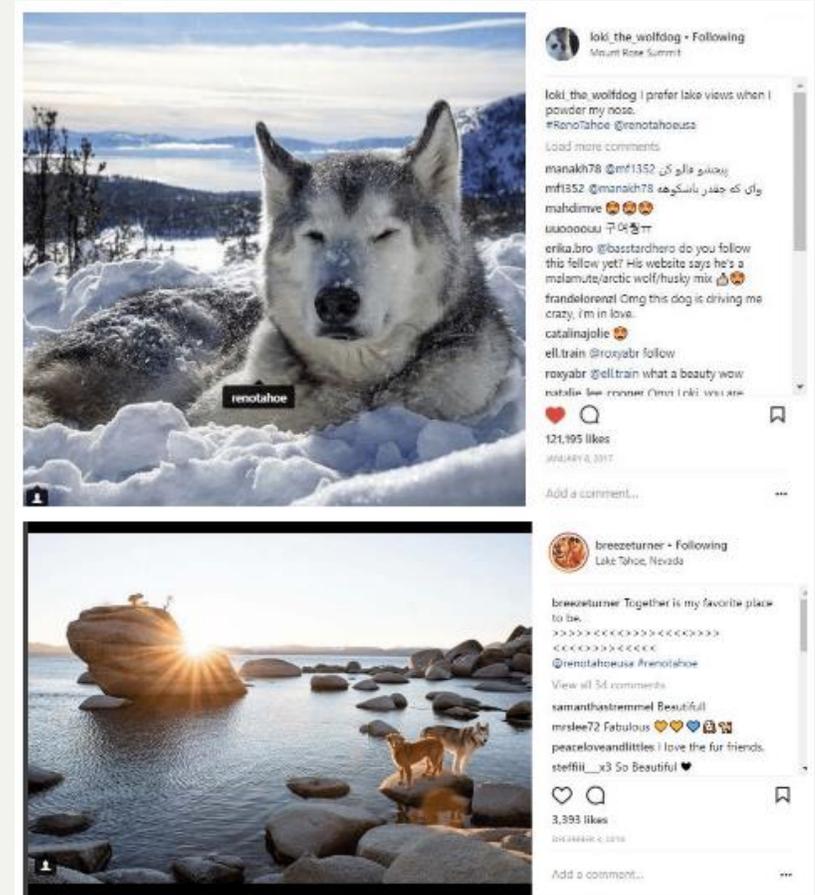
Must Love Dogs - Reno Tahoe Expands Awareness Through Influencer Marketing

Reno-Sparks Convention & Visitors Authority

By leveraging an existing relationship with a local influencer (Breeze Turner), Reno Tahoe was able to bring an internationally-recognized influencer (Loki) to the destination. Breeze Turner's connections and recognition in the community re-enforced her credibility as a brand ambassador.

Video and photos were captured while Breeze gave Loki (and his owner, Kelly Lund, aka @sharktoof) a tour of Reno and Lake Tahoe. During their visit, both influencers shared their experience on their respective social channels, reaching up to 1.8 million users.

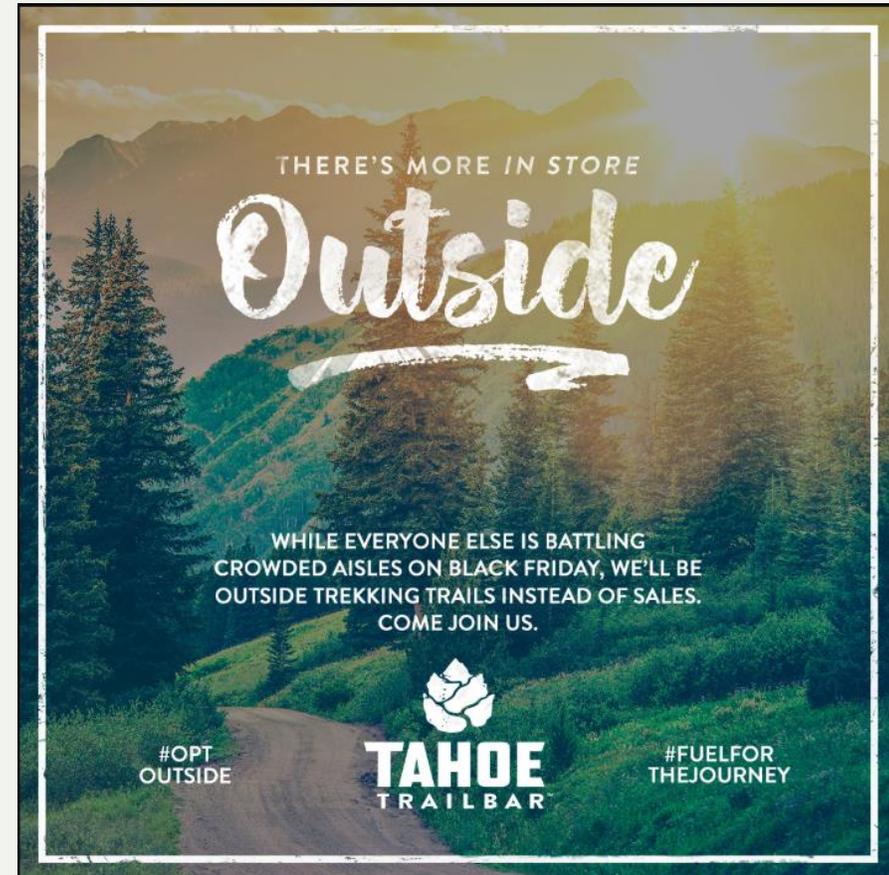
Rights to the content captured was secured for use in additional marketing and advertising efforts, as well as integration on their new website launched in July 2017. Beyond earned communication efforts, these influencers were part of a fully-integrated campaign that also included paid media placements.



There's More In Store Outside

Paul Klein, Argentum Partners

For Black Friday, Tahoe Trail Bar encouraged followers to trek trails instead of sales by placing free bars at local trail heads. The campaign titled “There’s more in store outside” featured social media graphics, boomerangs, live stories, online trail head maps and Facebook contests. BUT our social promotion wasn't as great as the social media posts we got from people that came across the bars, which resulted in a mountain of success.



AND THE WINNER IS

**Must Love Dogs - Reno Tahoe
Expands Awareness Through
Influencer Marketing**

Reno-Sparks Convention & Visitors Authority

BEST IN:

Video/Film/Commercial

The video / film / commercial captures attention, interest, desire, and leads to action. It helps to drive results for the business or achieve a key business objective.



Ideas Start as Whispers

Paul Klein, Argentum Partners

The video was played at the opening of TEDx University of Nevada 2018. It was made to set the tone of the event. TED stands for Technology, Entertainment, Design and is an event with several talks that address a wide range of topics within the research and practice of science and culture, often through storytelling.



Travel Nevada - Welcome to Nevada

Travel Nevada - The Abbi Agency

Goals were to create a friendly, evergreen video welcoming potential visitors to the state and showcasing a wide variety of people, locations and languages. The video has been viewed over 65,000 times on the Facebook platform and been shared over 600 times. Nevada residents shared it to increase the overall reach and the feedback through the platform was almost universally positive.

Walking With Reality

University Libraries, University of Nevada, Reno

University Libraries Multimedia Specialist Michelle Rebaleati learned of Gadda's desire to attend Burning Man and also realized the challenges that came with getting Evan to the playa. As a result, she decided to bring the playa to Evan at the University of Nevada, Reno's @One Media Production Studio. "Walking With Reality" captures Gadda's emotional reaction to experiencing Burning Man for the first time, and also captures his reaction as he virtually experienced skiing at Squaw Valley, Calif., an activity he hadn't been able to do in more than 33 years. The film opens eyes and hearts and serves as a teacher of empathy for everyone.



AND THE WINNER IS

Walking With Reality

University Libraries, University of
Nevada, Reno

BEST IN:

Web & Digital Design

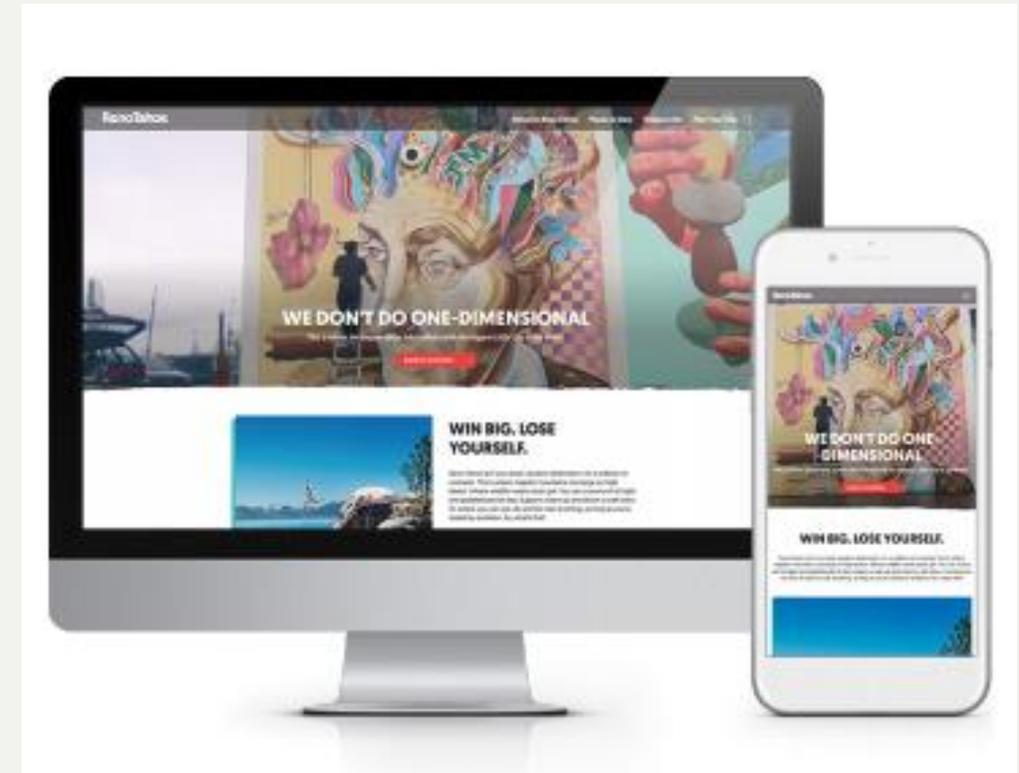
The website demonstrates excellence in design, content, functionality and usability. This includes the overall look and feel of the site, engaging content, navigation and ease-of-use for visitors.



VisitRenoTahoe.com Inspires Ambition for Reno Tahoe

Noble Studios for Reno-Sparks Convention & Visitors Authority

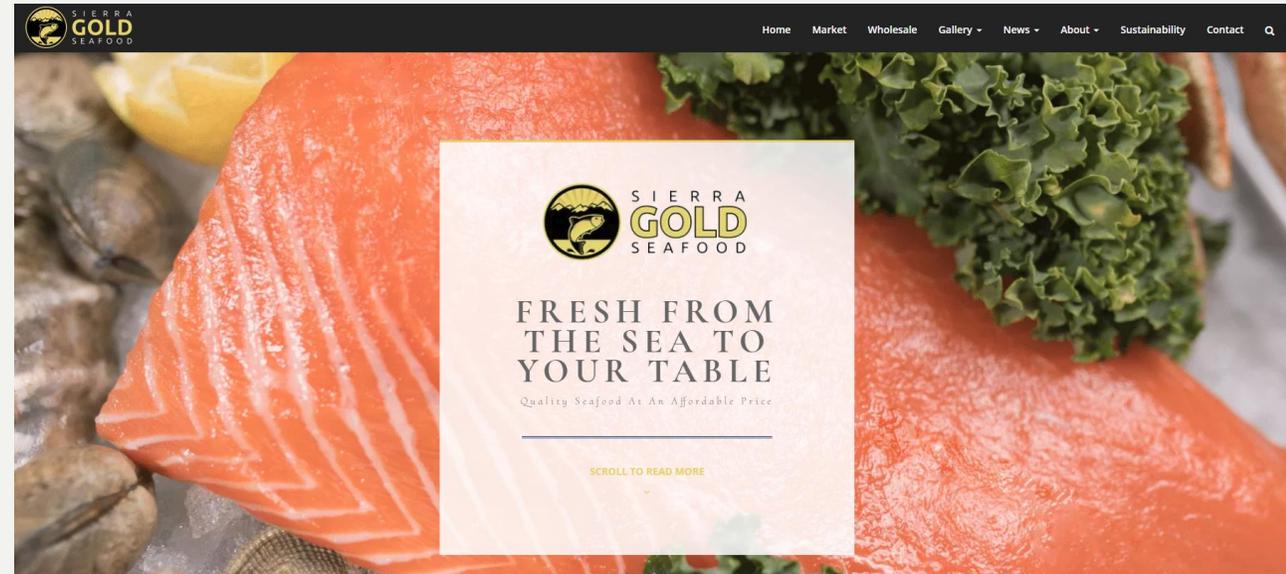
VisitRenoTahoe.com, the digital arm of the Reno-Sparks Convention and Visitors Authority (RSCVA), sought to rebrand itself to better attract Millennials. The destination's goal was to showcase the region as one filled with year-round outdoor activities, an up-and-coming arts and culture scene, diverse food and drink, as well as the gateway to beautiful Lake Tahoe. The RSCVA selected Noble Studios to lead the digital branding and website rebuild as part of an integrated team composed of several agencies. The new website needed to capture the great contrast of the region - where the country's largest alpine lake meets the Biggest Little City in the World.



Sierra Gold Seafood

Design on Edge

The primary objective was to develop a highly aesthetic, interactive website that was mobile responsive and worked to educate and inform both wholesale clients and retail customers about the companies mission, vision, and offerings. We focused on easy access to the information a customer may need by also providing details on the companies passion for sustainability and best seafood practices. We also wanted to focus on enhancing the branding of the site by incorporating fresh custom imagery that best reflected the companies products.



Fly Reno Tahoe

The Abbi Agency

As directed by the Reno-Tahoe Regional Air Service Corporation, The Abbi Agency worked to more effectively showcase the Reno-Tahoe region as a destination, and to provide a modern and clean visual brand while maintaining some legacy elements of its previous iteration. The site's main functionality is a listing of current flight deals (updated weekly) that show users the airlines with the best flight opportunities for them. The site uses data personalization programming to organize and display flight deals in the areas closest to where visitors are accessing the website from. A number one conversion rate is the number of clicks from the flight deals to the airline booking pages.

The screenshot displays the flyreno-tahoe website interface. At the top, there is a navigation bar with the logo, 'Flight Deals', 'Plan Your Stay', 'Ease of Access', a Facebook icon, and weather information for Reno (75°) and Tahoe (71°). The main content area features a background image of a person mountain biking. Overlaid on this image is the text: 'Your summer adventure, closer than ever.' and 'Book your flight now.' To the right, a 'Flight Deals' table lists the following:

Flight Deals	
Oakland Southwest	\$71 Non-stop
San Jose Southwest	\$71 Non-stop
San Jose Alaska	\$71 Non-stop
Las Vegas Southwest	\$76 Non-stop

Below the table is a 'See All Deals' button. Further down, a section titled 'Access Reno-Tahoe from 21 cities Non-Stop!' is followed by a paragraph: 'The Reno-Tahoe International Airport is a thriving and convenient travel hub with connections all throughout the country and world. Whether you fly to Reno-Tahoe directly from 21 cities non-stop or countless other cities through one-stop connections, getting here has never been easier.' At the bottom right, there is a 'Search Flights to Reno-Tahoe' button.

AND THE WINNER IS

**VisitRenoTahoe.com Inspires
Ambition for Reno Tahoe
Noble Studios for Reno-Sparks Convention
& Visitors Authority**

BEST IN:

Integrated Marketing Strategy

A comprehensive campaign that strategically uses a variety of communication disciplines, such as advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact.



Butcher Boy Meat Market Get Your Meat On

120 West Strategic Communications

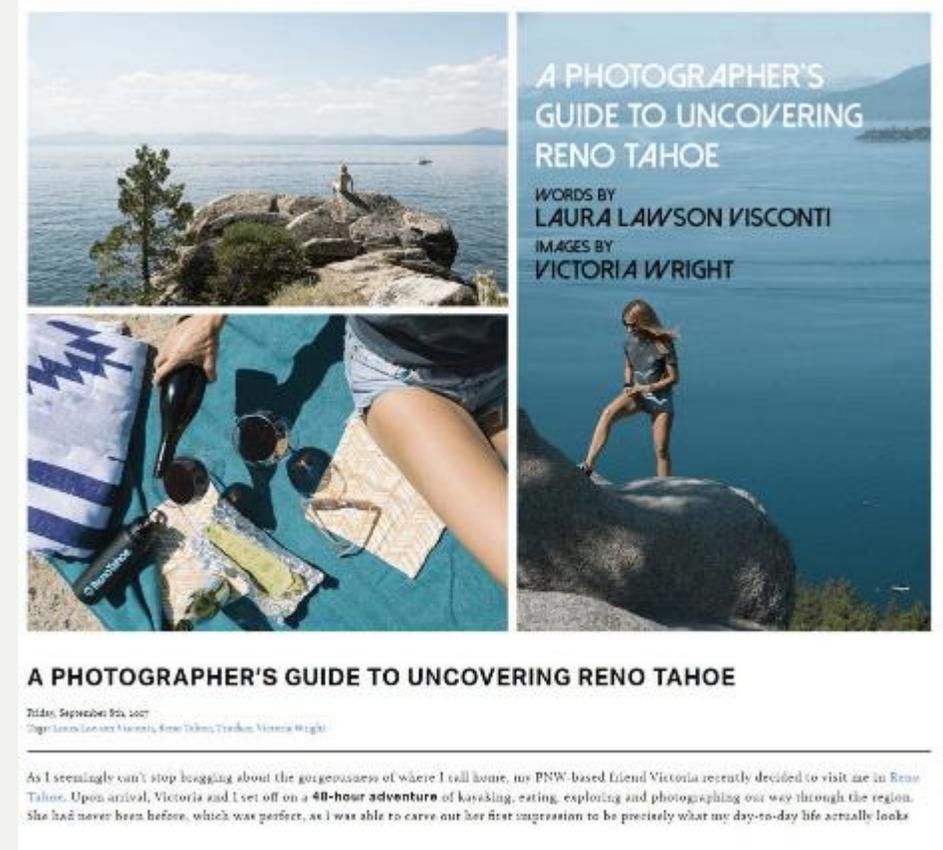
We created an integrated marketing campaign for Butcher Boy Meat Market to brand them as a provider of high-quality, natural and healthy meats for families. We geared our marketing efforts towards Butcher Boy's target audiences: families in the upper 10 percent of income in the area, health conscious people, returning customers who know the value of Butcher Boy Meat and young families who appreciate quality foods. We reinforced the message that Butcher Boy is Reno's hometown butcher where people can know where their food comes from. We used strategies and tactics specifically geared towards this audience including commercials, tv appearances, magazine placements, social media, and in-store signage.



Great Contrasts – Reno Tahoe Launches New Integrated Marketing Campaign

Reno-Sparks Convention & Visitors Authority

Reno Tahoe gained an understanding of where and how their target demographic searched for and consumed content. Nationally-reported statistics showed that most consumers look to social media and peer opinions when making purchasing decisions, and that influencer marketing delivers 11x higher ROI than traditional forms of digital marketing. These numbers drove Reno Tahoe to integrate authentic spokespeople (influencers) into the overall marketing campaign. A cohesive message that integrated influencers was implemented across all channels (social media, web, print, out of home advertising and digital advertising) in all markets.



North Lake Tahoe Local Luminaries

The Abbi Agency

The Local Luminaries campaign encapsulated local culture and uncovered destination attributes through unique, character-driven content. Travelers connected with the North Lake Tahoe destination on a variety of platforms and utilized trip-planning resources and notable events to plan their next getaway. The North Tahoe community became advocates of the Local Luminaries campaign and felt compelled to share different assets on their personal channels because the content was engaging and represented their home and their people with authenticity. Luminaries were quickly established as destination ambassadors because they elevate the experience of each traveler and differentiate the North Lake Tahoe destination from other outdoor recreation options.



AND THE WINNER IS

Butcher Boy Meat Market Get Your Meat On

120 West Strategic Communications

BEST IN:

Non-Local Promotion

An non-local marketing effort put forward by a business to drive engagement, conversions, traffic, or revenue. It captures attention and interest and helps create a meaningful impact for the business or achieve a key marketing objective.



Goleta Style

The Abbi Agency

As an emerging destination along California’s central coast aiming to establish brand awareness, name recognition and visitation, GoGoleta (the Tourism Business Improvement District of Goleta, California) sought to “make a splash” with targeted audiences that would inspire visitors to patronize the region during the 2017–2018 shoulder season.

The Goleta Style campaign was conceived and executed toward this end, combining social media and the GoGoleta website as digital assets to introduce potential visitors (primarily in the California market) to Goleta and activate visitation between the months of Nov. and March. This introduction would essentially create the platform through which GoGoleta would reach potential consumers to educate them about the region’s unique offerings—its “on the coast, down to earth” leisurely vibe and differentiation from California’s metropolitan areas—for years to come.



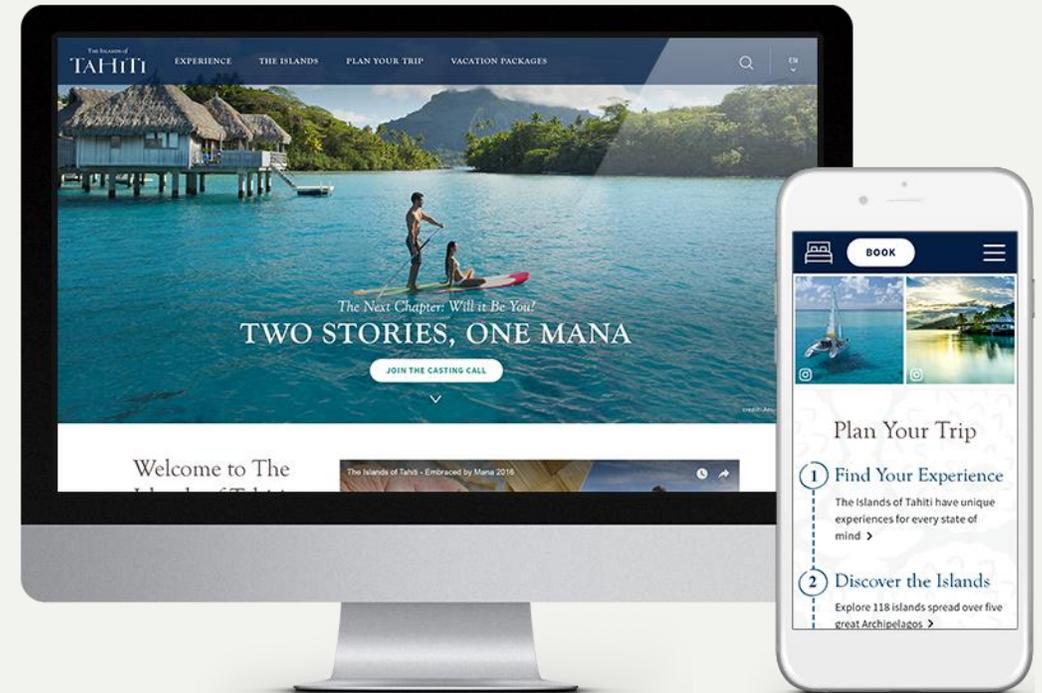
Perfecting an Island Paradise

Noble Studios for The Islands of Tahiti

As one of the top 10 destinations in the world, The Islands of Tahiti has no trouble drawing vacationers to their little patch of tropical paradise. In fact, nearly 200,000 people visited these far-flung South Pacific islands in 2016, representing a 17 percent increase over the previous three years. But even the best of things can benefit from a little improvement.

Tahiti Tourisme, the Polynesian country's official destination marketing organization, sought to drive visitors to more of its islands, including those off the beaten path, while increasing visits to stakeholder businesses in the process. Tahiti also hoped to broaden its reach by expanding its digital presence to 18 different countries.

With deep experience in the travel and tourism vertical, Noble Studios took on the task of creating a new website that visually showcased The Islands of Tahiti's refreshed brand, also giving individual stakeholders more control over their content.



Feel Good Fridays Initiative

High Fives Foundation

Feel Good Fridays is a collaboration between POWDR Co resorts, the High Fives Foundation, and local nonprofits to raise money and awareness for organizations involved in getting individuals with life-altering injuries into winter sports.

High Fives is proud to collaborate with other Non-Profit Foundations within the outdoor sports community including Vermont Adaptive Ski & Sports and Adaptive Action Sports to make it easier to donate to charity. How does Feel Good Fridays work? Buy a lift ticket and your donation is included! Targeting specific Fridays throughout the winter at each resort, using consistent marketing, social media, website promotion and cross channel sharing, we created a giveback program through specific ticket pricing options at each resort- with a donation from each ticket sold.



AND THE WINNER IS

Perfecting an Island Paradise

Noble Studios for The Islands of Tahiti

People's Choice

Is it a popularity contest? Is it shameless Self promotion? WHO CARES! It's an award and people are voting for you. Out of 130+ survey responses, you reigned supreme. To us, you are more popular than cat videos and you deserve this prestigious award!



AND THE WINNER IS

Walking with Reality
University Libraries

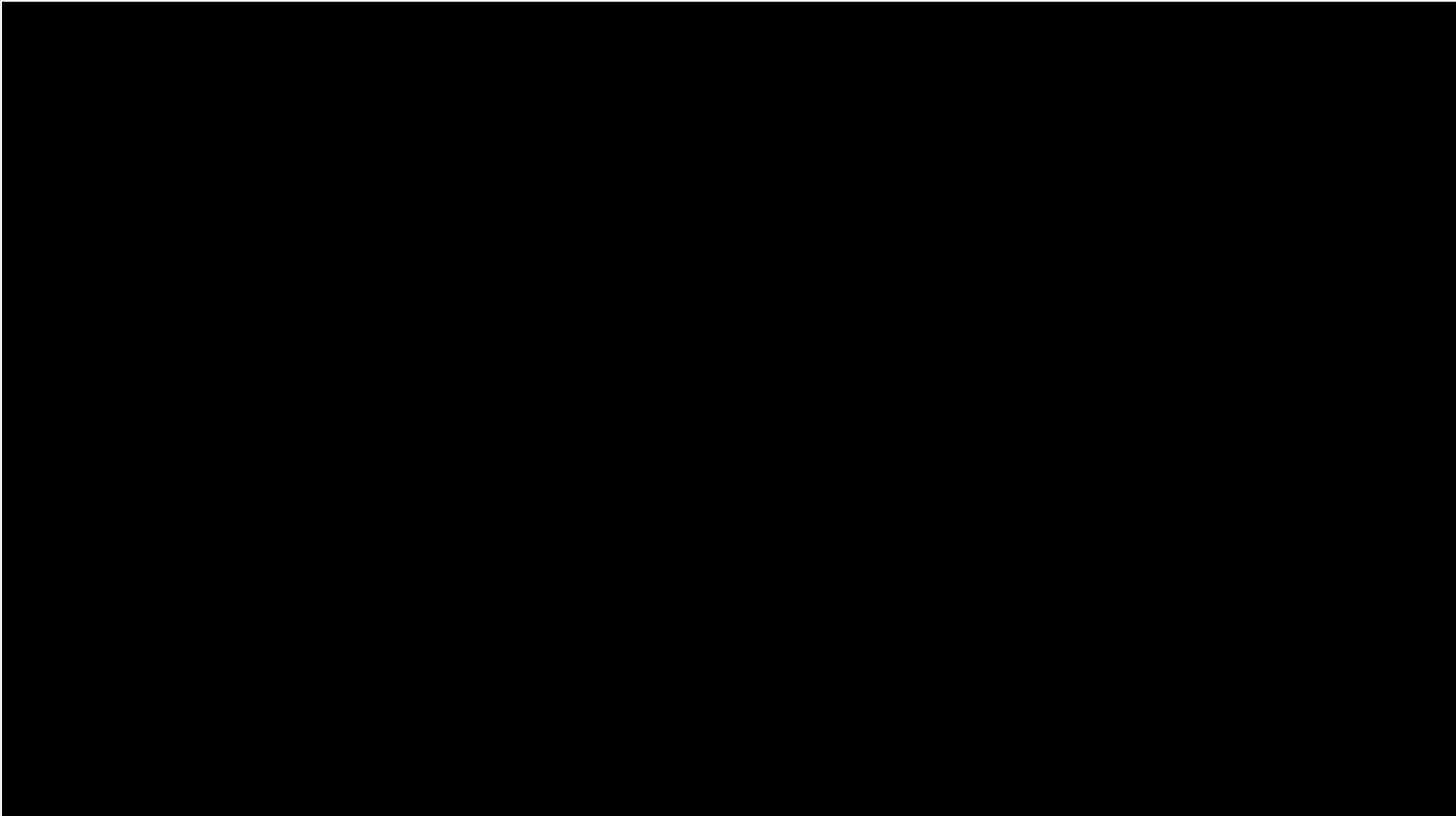
Influencer of the Year

To the Reno AMA Board, this award is the one we hold the closest to our hearts. Every year, we are fortunate enough to select one person from the community that we have watched make a substantial impact. This is our way of saying thank you to the special people out there that go far beyond the rest to make a real difference in our community. It is our honor to announce...



AND THE WINNER IS

Jarrold Lopiccolo
CEO/Partner, Noble Studios





Reno-Tahoe

Thank You

Congratulations to all our finalists and winners!