

2017 Silver Link Awards – Tactic and Campaign Winners

Tactic or Campaign	Category	Award	Company	Title of Entry
Tactic	Audiovisual	Silver Link	Blue Cross and Blue Shield of Oklahoma	Caring Van Video
Tactic	Creative Collateral	Award of Merit	Blue Cross and Blue Shield of Oklahoma	The Caring Van
Campaign	Public Relations	Award of Merit	BOK Financial	Oil Plummeting Again
Tactic	Creative Collateral	Award of Merit	Cherokee Nation Businesses	Anadisgoi Magazine
Tactic	Creative Collateral	Award of Merit	Cherokee Nation Businesses	Where the Casino Money Goes
Tactic	Digital	Award of Merit	Cherokee Nation Businesses	CherokeeNationFoundation.org
Tactic	Digital	Silver Link	Cherokee Nation Businesses	Osiyo, Voices of the Cherokee People
Tactic	Digital	Silver Link & Best in Show - Tactic	Hillcrest HealthCare System	Hillcrest South Changing Lives
Campaign	Internal Relations	Silver Link	ONE Gas	Safety Communications
Tactic	Digital	Silver Link	ONE Gas	811 Awareness Sweepstakes
Tactic	Audiovisual	Award of Merit	ONEOK	Plant Tour Videos
Tactic	Audiovisual	Award of Merit	ONEOK	2016 United Way Video Series
Tactic	Creative Collateral	Award of Merit	ONEOK	ONE in Responsibility
Tactic	Writing	Silver Link	ONEOK	Prehistoric Find
Tactic	Digital	Award of Merit	OU-Tulsa	A Note from the President
Tactic	Media Relations	Silver Link	OU-Tulsa	Food Pharmacy
Tactic	Special Event	Silver Link	OU-Tulsa	Giving Day
Campaign	Community Relations	Silver Link	Propeller Communications	Dreams Campaign
Campaign	Public Affairs	Silver Link	Propeller Communications	Tulsa Regional Chamber Love Tulsa Vote

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Campaign	Public Affairs	Silver Link	Propeller Communications, Waller PR, sixPR	Tulsa Regional Chamber Vision Tulsa
Tactic	Audiovisual	Silver Link	Resolute	ImpactTulsa Annual Report Video
Tactic	Branding	Award of Merit	Resolute	Price Family Properties
Tactic	Media Relations	Silver Link	Resolute	Capital Homes Ogans Circle
Tactic	Media Relations	Award of Merit	Schnake Turnbo Frank	Tulsa Regional Mental Health Plan
Campaign	Public Relations	Silver Link & Best in Show - Campaign	Schnake Turnbo Frank & Gilcrease Museum	Vision Tulsa Campaign
Campaign	Public Relations	Silver Link	sixPR	River Spirit Grand Opening
Tactic	Creative Collateral	Silver Link	sixPR	Young Presidents' Organization 2016/2017 Education Events
Tactic	Media Relations	Award of Merit	sixPR	Streets Gone Wild
Tactic	Digital	Award of Merit	The Center	Website Redesign
Campaign	Marketing	Award of Merit	Trust Company of Oklahoma	Rebranding
Tactic	Special Event	Award of Merit	Trust Company of Oklahoma	Oklahoma Roots
Campaign	Marketing	Silver Link	Tulsa Area United Way	2016 Local Faces
Tactic	Audiovisual	Silver Link	Tulsa Area United Way	2016 Campaign Video
Tactic	Creative Collateral	Award of Merit	Tulsa Area United Way	2016 Annual Report
Tactic	Special Event	Award of Merit	Tulsa Area United Way	2017 Live United Luncheon & Awards
Campaign	Marketing	Silver Link	Tulsa Community College	TCC Foundation Wish Book
Tactic	Creative Collateral	Award of Merit	Tulsa Community College	TCC Foundation Wish Book
Tactic	Digital	Silver Link	Tulsa Community College	Website Redesign
Tactic	Branding	Award of Merit	Tulsa Regional Chamber	Tulsa Regional Tourism Annual Meeting

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Tactic	Media Relations	Award of Merit	Tulsa Regional Chamber	Workforce Availability Study Rollout
Tactic	Special Event	Silver Link	Tulsa Regional Chamber & PDC Productions	2017 Annual Meeting & Inauguration
Tactic	Audiovisual	Award of Merit	Tulsa Regional Chamber & TPC Studios	"Tulsa is Visionary" Video
Tactic	Special Event	Silver Link	Tulsa World Media Company	Senior Living Expo