



News Release

FOR IMMEDIATE RELEASE

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Jacht Agency Wins AMA Prism and Sterling Awards

LINCOLN, Neb. – Lincoln chapter of the American Marketing Association (AMA) announced Jacht Agency as the winner of Four Prism Awards on June 17. Jachters won three Prism awards in the animation/motion graphics, diversity equity and inclusion, and long video categories. Award submissions for these categories featured Jacht Agency client work for Climate Change Nebraska, The Jacht Fall 2020 Recruitment Campaign, and Decent Co. Jacht Agency also won a Sterling Award for its work on behalf of the Malone Center in the corporate identity category. Jacht is proud to represent the College of Journalism and Mass Communications as an award-winning advertising and public relations agency in the Lincoln community.

The Prism Awards are an annual celebration of excellent work from marketers in Lincoln and the surrounding area. Marketers' submissions are judged based on challenge and objectives, strategy and tactics, results and campaign elements. Led by Alec Cromer, Brenda Bode, Hannah Sickler, Addisyn Dupler, Thao Huynh, Taylor Christan, Marisa Scalora, Maddie Leblanc, Natalie Drozd, Destiny Chitrodom, Landon Braun, Kyle Hauder, Gentry Shopp, Paige Heinemann, and Sabrina Smith were a part of producing Jacht client work that received Prism awards. Jacht faculty included: Alan Eno, Director of Multimedia; Jemalyn Griffin, Director; and Katie Krcmarik, Creative Director. ,

"Every year our client teams tackle the challenges of the client's goals and needs to produce not just amazing creative work but also documentable results for the client. We are thrilled to see the hard work of the students recognized by Lincoln's AMA chapter. We are especially proud of the DE&I award for our recruitment campaign as our agency is committed to working to create a more equitable and inclusive culture at the agency, including the recent addition of a DE&I department to ensure this stays at the core of who we are," said Krcmarik.

Jacht Agency plans to continue work with more than 20 clients this coming fall 2021 semester and looks forward to continuing the tradition of excellent client work and quality results with a new crew!



Jacht Agency is a full-service, student-run advertising agency through the College of Journalism and Mass Communications. It provides students with real-world experience that builds on classroom instruction by giving students opportunities to work with various clients in an advertising agency setting. Jacht offers many creative services, including strategic branding, integrated marketing communications, campaign concepts, videography, photography, social media strategy, content creation, print design, and public relations. Learn more about Jacht Agency at <https://www.jacht.agency>.

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