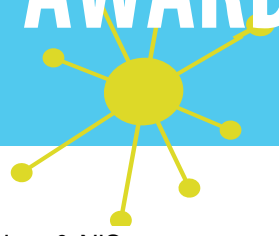


2011 BUSINESS MARKETING ASSOCIATION LANTERN AWARDS OF TEXAS



CONGRATULATIONS!

A1 3-D Animations

Awards of Excellence: Schlumberger; Axiom & Vortex Ventures; VISION Production Group (2)
Lantern Award: FMC Technologies, Inc. and Octaga Visual Solutions

A2 Motion Graphics

Awards of Excellence: 2020 Exhibits; Axiom & NiSource; Axiom & Gardner Denver; Tesco Corporation; VISION Production Group (2)
Lantern Award: VISION Production Group

A3 Interactive Presentations

Awards of Excellence: Axiom & Basic Energy Services; FMC Technologies, Inc. and Octaga Visual Solutions; Axiom & Vortex Ventures; Schlumberger
Lantern Award: Axiom & Cameron

A4 Interactive Trade Show, Exhibit or Event

Award of Excellence: Tesco Corporation
Lantern Award: Schlumberger

A5 Videos

Awards of Excellence: VISION Production Group (4)
Lantern Award: Six Foot

B2 Internal Website – \$25K to \$74,999

Award of Excellence: Axiom & Cameron
Lantern Award: Futron (for NASA)

B4 External Website – Under \$24,999

Awards of Excellence: TopSpot IMS; Axiom & NiSource; Hart Energy; Axiom & NiSource; Axiom & Vortex Ventures; EagleBurgmann, fh group (2); VISION Production Group; Captavi (Cap-tā-v)
Lantern Award: Axiom & Gardner Denver

B5 External Website – \$25K to 74,999

Awards of Excellence: Axiom & Office Pavillion; Axiom & Basic Energy Services; Axiom & LLOG; Axiom & NEOS; Unleaded Communications
Lantern Award: Captavi (Cap-tā-v)

B6 External Website – Over \$75K

Lantern Award: BrandExtract

B7 Online Advertising – Single/Campaign

Award of Excellence: Pennebaker
Lantern Award: Axiom & Cameron

B8 E-Newsletter Internal Audience

Award of Excellence: Tesco Corporation
Lantern Award: Tesco Corporation

B9 E-Newsletter External Audience

Award of Excellence: Hart Energy
Lantern Award: Tesco Corporation

B10 E-mail Campaign

Awards of Excellence: Pennebaker; Axiom & Gardner Denver; Axiom & Cameron; EagleBurgmann, fh group; Tesco Corporation
Lantern Award: Stonebridge

B11 Webinar or Virtual Trade Show

Award of Excellence: Unleaded Communications
Lantern Award: Tesco Corporation

C1 Social Media Marketing Campaign

Awards of Excellence: MD Anderson Children's Art Project; Unleaded Communications
Lantern Award: Axiom

C2 Mobile Marketing Strategy

Awards of Excellence: TopSpot Internet Marketing; EagleBurgmann, fh group; Tesco Corporation; Unleaded Communications
Lantern Award: Captavi (Cap-tā-v)

D1 TV Commercial – Single/Campaign

Lantern Award: Unleaded Communications

D2 Radio Commercial – Single/Campaign

Award of Excellence: Tesco Corporation

E1 Print Newsletter Internal Audience

Award of Excellence: Tesco Corporation
Lantern Award: BrightBox

E2 Print Newsletter External Audience

Award of Excellence: S.O. Creative for Greater East End Management District
Lantern Award: Unleaded Communications

F1 Print Magazine Internal Audience

Award of Excellence: Helix ESG
Lantern Award: Boeing Space Exploration/Space Shuttle Program

F2 Print Magazine External Audience

Awards of Excellence: Hart Energy; Int'l Association of Drilling Contractors
Lantern Award: Gulf Publishing Company

F3 Custom Published Magazine

Awards of Excellence: Helix ESG; Hart Energy
Lantern Award: Hart Energy

G1 Billboard, Poster or Bulletin

Awards of Excellence: EagleBurgmann, fh group; Tesco Corporation

G2 Mass Transit Campaign

Award of Excellence: MD Anderson Children's Art Project

G3 Vehicle Graphics

Award of Excellence: S.O. Creative for Greater East End Management District
Lantern Award: Schlumberger

H1 Annual Report – Public Company

Awards of Excellence: Axiom & Halliburton; Axiom and Reliance Steel & Aluminum; Doug Hebert, Savage; Pennebaker (2)
Lantern Award: CB&I

I1 Logos and Stationery Packages

Awards of Excellence: EagleBurgmann, fh group; Axiom & NEOS; Axiom & NiSource; BrandExtract
Lantern Award: BrightBox

I2 Package Design

Lantern Award: Axiom & Cameron

I3 Branding or Re-branding Campaign

Awards of Excellence: BrightBox (3); BrandExtract; Unleaded Communications
Lantern Award: Savage

I4 Graphics Standards Manual

Award of Excellence: BrandExtract, LLC
Lantern Award: Baker Hughes

J1 Photography

Awards of Excellence: PennWell MAPSearch; Cameron
Lantern Award: Society of Petroleum Engineers: Journal of Petroleum Technology

J2 Illustration

Awards of Excellence: Axiom & Cameron; Cameron
Lantern Award: Axiom & Cameron

J3 Magazine or Publication Cover

Awards of Excellence: Helix ESG; Int'l Association of Drilling Contractors (2)
Lantern Award: Society of Petroleum Engineers: Journal of Petroleum Technology

J4 Graphic or Stand-alone Banner

Award of Excellence: BrightBox
Lantern Award: FMC Technologies, Inc. and Advent

K1 Exhibit – Display, Tabletop or Model

Award of Excellence: Tesco Corporation
Lantern Award: Cameron

K2 Exhibit – Back Wall

Award of Excellence: Pennebaker
Lantern Award: 2020 Exhibits

K3 Exhibit – Under 500 sq ft

Award of Excellence: Axiom & Gardner Denver
Lantern Award: 2020 Exhibits

K4 Exhibit – Over 500 sq ft

Awards of Excellence: Skyline Displays of Houston and Paradigm; DisplayWorks (2); 2020 Exhibits (3); FMC Technologies, Inc.; Excalibur Exhibits
Lantern Award: DisplayWorks

K5 Trade Show Exhibit Campaign

Awards of Excellence: DisplayWorks; Axiom & Vortex Ventures; Axiom & Gardner Denver
Lantern Award: Axiom & Cameron

K6 Fixed Installation

Award of Excellence: S.O. Creative
Lantern Award: ShowBox Exhibits

K7 Themed Special Event

Awards of Excellence: 2020 Exhibits; DisplayWorks; Schlumberger; Axiom & Microsoft; Foster Wheeler USA; BrandExtract, LLC; VISION Production Group
Lantern Award: VISION Production Group

L1 Total PR Program – Internal Audience

Lantern Award: Tesco Corporation

L2 Total PR Program – External Audience

Awards of Excellence: Schlumberger; Baker Hughes
Lantern Award: Helix ESG

M1 Capabilities or Facilities Brochure

Awards of Excellence: AMPOL and Foster Marketing; Shable & Associates; Unleaded Communications (3); 2020 Exhibits
Lantern Award: Unleaded Communications

M2 Sales Brochure

Awards of Excellence: Axiom & NiSource; S.O. Creative for Greater East End Management District (2)
Lantern Award: Schlumberger

M3 Product Catalog

Awards of Excellence: HB Rentals and Foster Marketing
Lantern Award: Baker Hughes

M4 Technical Literature Series

Awards of Excellence: Greene's Energy Group and Foster Marketing; Tesco Corporation
Lantern Award: Schlumberger

M5 Dealer/Distribution Sales Package/Media Kit

Award of Excellence: Int'l Association of Drilling Contractors
Lantern Award: The American Oil & Gas Reporter

N2 Specialty Item – Under \$20 per item

Awards of Excellence: Axiom & Vortex Ventures; Schlumberger; Unleaded Communications (2)
Lantern Award: EagleBurgmann, fh group

N3 Specialty Item – Over \$20 per item

Awards of Excellence: EagleBurgmann, fh group; Tesco Corporation
Lantern Award: Pennebaker

O1 Printed Mailing

Awards of Excellence: Pennebaker; Unleaded Communications (2)
Lantern Award: Schlumberger

O2 Dimensional Object Mailing

Awards of Excellence: Baker Hughes and ImageSet; Unleaded Communications
Lantern Award: Pennebaker

P1 Advertising – Single Fractional

Awards of Excellence: BrightBox; BrandExtract, LLC; S.O. Creative (2)
Lantern Award: S.O. Creative

P2 Advertising – Single Full Page/Spread

Awards of Excellence: Schlumberger; EagleBurgmann, fh group (2); Axiom & INOVA; Axiom & NEOS; Axiom & Gardner Denver; Unleaded Communications; Foster Wheeler USA (2); BrandExtract, LLC; S.O. Creative (4); Tesco Corporation; Marine Cybernetics
Lantern Award: Unleaded Communications

P3 Advertising Campaign – Under \$49,999

Awards of Excellence: Pennebaker (3); EagleBurgmann, fh group; BrandExtract, LLC; Petrophysical Solutions, Inc.; Tesco Corporation
Lantern Award: Foster Wheeler USA

P4 Advertising Campaign – Over \$50,000

Awards of Excellence: S.O. Creative; Tesco Corporation
Lantern Award: Pennebaker

Q1 Total Communications – Under \$99,000

Awards of Excellence: Schlumberger; EagleBurgmann, fh group; Foster Wheeler USA; Unleaded Communications (3)
Lantern Award: Unleaded Communications

Q2 Total Communications – \$100K to \$199K

Awards of Excellence: Pennebaker; Axiom & NEOS; Axiom & Gardner Denver
Lantern Award: Schlumberger

Q3 Total Communications – Over \$200,000

Awards of Excellence: Pennebaker; Axiom & Cameron
Lantern Award: Schlumberger

R1 Qualitative/Quantitative Research Project

Award of Excellence: Axiom & EnerVest
Lantern Award: Axiom & Kelman

Special Awards

Agency of the Year: Unleaded Communications
Rookie of the Year: DisplayWorks
Best of Show: Axiom & Cameron
Best of Non-Profit: Pennebaker
People's Choice: Tesco Corporation

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