



# Pinnacle Awards Honors Excellence in Marketing & Communications

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IRVINE, CA, UNITED STATES, September 29, 2025 /EINPresswire.com/ -- The Pinnacle Awards today announced the winners of its 2025 Marketing &

Communications Awards, celebrating the most innovative campaigns, brands, and professionals driving measurable impact across industries.



From AI-powered innovations to purpose-driven campaigns, the Pinnacle Awards spotlight the creative and strategic work shaping the future of marketing, public relations, communications, and social media.

"The Pinnacle Awards recognize the visionaries and changemakers who set new benchmarks for creativity, effectiveness, and impact," said Kate Lang, Executive Director of the Pinnacle Awards. "This year's winners exemplify the very best in strategy, innovation, and storytelling, raising the bar for the global marketing and communications community."

## 2025 Pinnacle Awards Winners

### □ Marketing

AI-Powered Marketing Innovation — For trailblazing use of AI in marketing strategies

Platinum: 8x8, Inc.

Diamond: Birdeye

Best Integrated Marketing Campaign — Recognizes outstanding multi-channel campaign execution

Platinum: ZEISS SMILE & SMILE pro - 10 Million Eyes Treated Worldwide

Diamond: Indiana Donor Network

Emerald: iConectiv

Brand Launch of the Year — Celebrates the most impactful new brand or product launch

Platinum: Globalstar Two-Way Satellite IoT Commercial Launch Campaign

Diamond: Blink™ NutriTears®

Emerald: MANTECH

Content Marketing Excellence — For brands driving engagement through original content

Platinum: Accuray Exchange (AEx®) Community

Diamond: Hashgraph

Experiential Marketing Campaign — For immersive, in-person or hybrid brand experiences

Platinum: Medialife.AI

Diamond: Raise Conference

Emerald: Apex Legends Global Series Year 4 Championship

Purpose-Driven Marketing — Highlights campaigns promoting social or environmental impact

Platinum: Hyundai Motor America

Diamond: The Dairy Alliance -- Milk's Got Game™

Emerald: Publitek

Video Marketing Achievement — Rewards innovative and effective video content

Platinum: United Way

## □ Public Relations

Healthcare PR Campaign — Recognizes excellence in healthcare-focused PR

Platinum: CORE PR - Coya Therapeutics PR Campaign

Media Relations Excellence — For standout press outreach and journalist engagement

Platinum: CJ Melendez

Nonprofit PR Program — Celebrates PR success for nonprofits or social causes

Platinum: Hebrew SeniorLife

PR Campaign of the Year — Recognizes top-tier earned media campaigns

Platinum: Nightdive Studios - The Thing: Remastered

Diamond: Amentum

Public Affairs & Advocacy — For shaping public opinion or policy

Platinum: Hedera Council

Technology PR Campaign — For campaigns promoting tech brands or solutions

Platinum: CORE PR - Richtech Robotics PR Campaign

Diamond: Publitek

Thought Leadership Program — Rewards effective positioning of executives as industry leaders

Platinum: Toshiba Global Commerce Solutions

#### □ Social Media

Best Use of LinkedIn — Recognizes B2B success on LinkedIn

Platinum: Hedera and Hashgraph

Best Use of TikTok — Rewards brands leveraging TikTok creatively

Platinum: Flagler College

Community Engagement Award — Honors brands building loyal online communities

Platinum: Hedera

Social Media Campaign of the Year — For creative, high-impact social campaigns

Platinum: NeoSol Marketing

Social Media Video Content — Rewards innovative video-first social strategies

Platinum: Flagler College

#### □□ Communications

Best Corporate Communications — Honors excellence in internal or external communications

Platinum: BrightSpring Health Services – REACH

Diamond: AM Best (Video & Marketing Teams)

Employee Communications Strategy — For fostering engagement and transparency internally

Platinum: Amentum

Executive Communications Program — For standout thought leadership and executive profiling

Platinum: Eric Piscini, CEO at Hashgraph

#### About the Pinnacle Awards

The Pinnacle Awards honor excellence across business, technology, healthcare, marketing, communications, and beyond. Each year, organizations and individuals worldwide are recognized for their innovation, creativity, and measurable impact in their respective industries. For more information about the Pinnacle Awards, visit [www.pinnacle-award.com](http://www.pinnacle-award.com).

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Pinnacle Awards

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