

Pinnacle Awards Announces 2026 Marketing & Communications Winners

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IRVINE, CA, UNITED STATES, August 5, 2026 /EINPresswire.com/ -- The [Pinnacle Awards](#) today announced the winners of its 2026 Marketing & Communications Awards, honoring the most innovative campaigns, brands, and communications professionals driving measurable results across industries.

Judged by a panel of industry executives, media professionals, and consultants, this year's program spotlights the creative and strategic work shaping the future of marketing, public relations, communications, and social media — from AI-powered innovation to purpose-driven storytelling.



"This year's winners reflect the very best of a discipline that never stands still," said Kate Lang, executive director for Pinnacle Awards. "The teams and individuals we're recognizing didn't just execute strong campaigns — they set new benchmarks for creativity, strategy, and measurable impact. It's a privilege to celebrate the work that's raising the bar for the entire industry."

Winners were recognized at three achievement levels: Platinum, Diamond, and Emerald.

Marketing

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

Platinum: Orange Marketing

Diamond: Sonaria

Emerald: Gretchen Lowery/Link Logistics

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

Platinum: TiVo

Diamond: Ledger

Emerald: 8x8, Inc.

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

Platinum: Gifthealth

Diamond: The Hershey Company

Content Marketing Excellence — For brands driving engagement through original content

Platinum: AH Datalytics: The Crime Index

Diamond: Sonaria

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

Platinum: The Hershey Company

Diamond: Accenture Federal Services - The Forge

Emerald: Authenticom Group of Companies

Influencer Marketing Program — Honors effective partnerships with Influencers.

Platinum: NeoSol with the Helados Sarita Influencer Campaign

Video Marketing Achievement — Rewards innovative and effective video content

Platinum: SYZYGY Global

Diamond: Link Logistics

Public Relations

Media Relations Excellence — For standout press outreach and journalist engagement

Platinum: Look Left Marketing

Diamond: Herman Miller

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

Platinum: C-Further

Product PR Launch — Honors successful product announcement PR

Platinum: Kickstand- Hapax (HumanX 2026 Product Launch)

Diamond: Segway

Emerald: The Hershey Company

Technology PR Campaign — For campaigns promoting tech brands or solutions

Platinum: Trinity

Diamond: The Devon Group

Emerald: Marvell Technology

Social Media

Best Use of Instagram — For Outstanding visual storytelling on Instagram

Platinum: Vintage Modern

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

Platinum: Miami Beach Visitor and Convention Authority

Diamond: Pretzl

Communications

Best Corporate Communications — Honors excellence in internal or external communications

Platinum: AM Best (Video & Marketing Teams)

Employee Communications Strategy — For fostering engagement and transparency internally

Platinum: A/Z Corporation's Anchor Point Internal Communication Platform

Diamond: Link Logistics

About the Pinnacle Awards

The Pinnacle Awards recognize the contributions of global industries and the markets they serve, honoring the companies, individuals, and programs that lead with vision and drive ongoing market growth. Each year, entries are evaluated by a panel of industry executives, media professionals, and consultants across categories spanning marketing and communications, technology, healthcare, telecom, gaming, automotive, human resources, and overall business. Learn more at www.pinnacle-award.com.

Kate Lang

Pinnacle Awards

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