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Element's Milestone Celebration Wins with PR Excellence

Local marketing agency honored during the fourth annual WisCOMsin Awards for outstanding public relations efforts

DE PERE, Wis. – [Element](#), a fully integrated marketing agency known for its results-focused approach, was recognized for its outstanding public relations work in the 2024 WisCOMsin Awards, winning the Award of Distinction in the Special Events category.

Renowned for its full suite of integrated marketing services, Element marked its 20th anniversary with a vibrant celebration attended by employees, families, clients, and industry allies. Leading up to this event, the Element public relations team embarked on a local media tour, engaging with media professionals, extending invitations, and sharing Element swag. This proactive outreach, coupled with published newspaper feature stories and a press release about the anniversary, culminated in an award-winning public relations campaign.

“Celebrating 20 years of empowering our team and delivering impactful results for our clients has been incredibly gratifying. Now, receiving recognition for our PR team’s outstanding efforts in spreading awareness about this milestone takes our excitement to new heights,” said Lance Peroutka, visionary and agency director at Element. “With the same passion we invest in celebrating our own achievements, we dedicate ourselves to serving our clients every day.”

“We kick-started this campaign with a strategic plan, rallying our team to achieve great results,” said Femi Cole, public relations manager at Element. “Speaking on behalf of the entire public relations team, our media tour wasn’t just a tactical move—it was a fun-filled day showcasing our expertise and enjoying what we do best.”

Co-sponsored by both the Public Relations Society of America (PRSA) Madison and Northeast Wisconsin chapters, the WisCOMsin Awards recognize communications excellence statewide. Open to PRSA members and non-members, the fourth annual WisCOMsin Awards aim to honor and showcase the amazing projects, programs, and PR professionals of 2023 with categories such as Branding & Reputation Management, Ongoing Social Media Campaigns, Events & Observances, and more.

Images are available [here](#) for media use.

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About Element:

Element’s fully integrated marketing approach is purpose built, aligning strategy and execution to ensure results. Having an integrated approach is what separates the good from the great. That’s why we’ve been obsessed with crafting a high-performing suite of in-house marketing services, from digital to public relations to creative. One step at a time, we continuously grow, adapt, and strengthen our connections to achieve the best bottom line for our clients.

Our team of pros has been hand-picked from across the country—all with expertise in their respective marketing disciplines, giving you the power you need to reach your goals. Our focused team approach will simply work better for you than managing a variety of vendors with multiple agendas. We prefer partnerships over projects, and once our clients experience the difference of an integrated, results-based agency relationship, they don't look back. For additional information about Element and its fully integrated marketing services, visit <https://goelement.com/>.

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