

06 District Six

14 Marketing and Advertising Club of

SALES PROMOTION

Product or Service Sales Presentation

01 B Sales Kits or Product Information Sheets (See definition for

Award: Gold ADDY® Award
Entrant: ARS Advertising
Advertiser: Whirlpool Corporation
Title: Whirlpool® Duet® Steam Launch Kit

Award: Silver ADDY® Award
Entrant: ARS Advertising
Advertiser: Maytag Corporation
Title: Maytag® Bravos™ Steam Laundry Launch Kit

01 D Menu

Award: Gold ADDY® Award
Entrant: Villing and Co.
Advertiser: Trio's Restaurant and Jazz Club
Title: Trio's Menus

Point of Purchase (POP)

03 D Campaign (2-4 of categories 1A-3C)

Award: Gold ADDY® Award
Entrant: TaigMarks Inc
Advertiser: Dometic Corporation
Title: Dometic 'Nature' Campaign

Audio/Visual Sales Presentation

04 Audio/Visual Sales Presentation

Award: Gold ADDY® Award
Entrant: Pathfinders
Advertiser: Whirlpool Corporation
Title: Rock Star

COLLATERAL MATERIAL

Brochure (See definition for clarification)

07 B Four-color

Award: Gold ADDY® Award
Entrant: ARS Advertising
Advertiser: Whirlpool Corporation- Amana Brand
Title: Amana® Jot™ Dry Erase Refrigerator Brochure

Award: Silver ADDY® Award
Entrant: ARS Advertising
Advertiser: Maytag Corporation
Title: Maytag® Product Highlights Brochure

Award: Silver ADDY® Award
Entrant: ARS Advertising
Advertiser: Whirlpool Corporation
Title: Whirlpool® Velos Cookbook

Poster

09 A Single

Award: Silver ADDY® Award
Entrant: Todd Allen Design
Advertiser: Crown International
Title: Intelligent Power. Unleashed. Dressing Room Poster

09 B Campaign

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Award: Gold ADDY® Award
Entrant: Todd Allen Design
Advertiser: Crown International
Title: Intelligent Power. Unleashed. Poster Campaign

Award: Silver ADDY® Award
Entrant: ARS Advertising
Advertiser: Whirlpool Corporation
Title: Whirlpool® Twin Cities for United Way

Special Event Material

10 D Campaign

Award: Silver ADDY® Award
Entrant: ARS Advertising
Advertiser: Maytag Brand
Title: Northwestern University/Maytag® Kickball Classic Event

DIRECT MARKETING

Campaign

12 A Flat

Award: Gold ADDY® Award
Entrant: Villing and Co.
Advertiser: Oaklawn
Title: Oaklawn Direct Mail Campaign

OUT-OF-HOME

Outdoor Board

14 A Flat

Award: Gold ADDY® Award
Entrant: Fish Marketing, Inc.
Advertiser: Hacienda Mexican Restaurants
Title: DESPERATE HOUSEWIVES

Campaign

18 Out-of-Home, Campaign

Award: Gold ADDY® Award
Entrant: Fish Marketing, Inc.
Advertiser: Hacienda Mexican Restaurants
Title: DATE NIGHT, VOTED MOST LIKELY, BURRITO FOR YOUR SPOUSE

Award: Silver ADDY® Award
Entrant: TCU
Advertiser: TCU
Title: Birdhouse/Locked/Balanced

CONSUMER OR TRADE PUBLICATION

Full Page

22 B Four-color

Award: Gold ADDY® Award
Entrant: Todd Allen Design
Advertiser: TriStar Distributing
Title: MB Quart At Home. At Sea. Mouth Ad

Spread, Multiple Page or Insert

23 B Four-color

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Award: Gold ADDY® Award
Entrant: Todd Allen Design
Advertiser: TriStar Distributing
Title: MB Quart At Home. At Sea. Shark Ad

Award: Gold ADDY® Award
Entrant: Todd Allen Design
Advertiser: TriStar Distributing
Title: MB Quart At Home. At Sea. School of Fish Ad

Award: Silver ADDY® Award
Entrant: Todd Allen Design
Advertiser: TriStar Distributing
Title: MB Quart At Home. At Sea. IPod Ad

Campaign

24 B Four-Color

Award: Gold ADDY® Award Best of Show - Print Advertising
Entrant: Todd Allen Design
Advertiser: TriStar Distributing
Title: MB Quart At Home. At Sea. Ad Campaign

Award: Silver ADDY® Award
Entrant: Todd Allen Design
Advertiser: Dansr
Title: VandoJazz Artist ad Campaign

NEWSPAPER

Campaign

30 B Color (any color besides black)

Award: Silver ADDY® Award
Entrant: Fish Marketing, Inc.
Advertiser: Indiana Toll Road
Title: HERE TO SAVE TIME, ABLE TO LEAP

INTERACTIVE MEDIA

Web Sites, Consumer

33 B HTML/Other

Award: Gold ADDY® Award
Entrant: Fish Marketing, Inc.
Advertiser: Hacienda Mexican Restaurants
Title: HACIENDAFIESTA.COM

RADIO

Local (one metro)

37 B :60 or more

Award: Gold ADDY® Award
Entrant: WAOR-FM
Advertiser: Western Metals (dba A. Emergency Services)
Title: The Christmas Miracle

Regional/National Campaign

40

Award: Gold ADDY® Award Best of Show - Electronic
Entrant: Fish Marketing, Inc.
Advertiser: Hacienda Mexican Restaurants
Title: HACIENDA & QUESO RECORDS PRESENT - CINCO, BUFFETT, DAYS

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Radio Self-Promotion

41 B Campaign

Award: Silver ADDY® Award
Entrant: WRBR-FM
Advertiser: Real Rock 103.9 the Bear
Title: Real Rock Road Trip

TELEVISION

Local (one DMA)

42 B :30

Award: Silver ADDY® Award
Entrant: TaigMarks Inc
Advertiser: INOVA Credit Union
Title: INOVA Credit Union :30 TV Spot

MIXED MEDIA (Cross Platform)

B-to-B, Local

49

Award: Gold ADDY® Award
Entrant: Burkhart Advertising, Inc.
Advertiser: Burkhart Advertising, Inc
Title: Burkharts

ADVERTISING FOR THE ARTS &

Campaign

59 A Single Medium Campaign (for categories 53-58)

Award: Gold ADDY® Award
Entrant: Villing and Co.
Advertiser: South Bend Civic Theatre
Title: South Bend Civic Theatre 2008 Season Posters

ADVERTISING INDUSTRY SELF-

Creative Services and Industry Suppliers

67 J Cards, Invitations or Announcements (Special Event Material)

Award: Silver ADDY® Award
Entrant: Richard Harrison Bailey/The Agency
Advertiser: Richard Harrison Bailey/The Agency
Title: RHB/The Agency NACAC Party Invitation

Award: Silver ADDY® Award
Entrant: Todd Allen Design
Advertiser: Todd Allen Design
Title: Todd Allen Design Holiday Card

Campaign

69 B Mixed / Multiple Media Campaign (for categories 67-68)

Award: Silver ADDY® Award
Entrant: TaigMarks Inc
Advertiser: TaigMarks Inc.
Title: TaigMarks Inc. New Business Mailer

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Award: Silver ADDY® Award
Entrant: Villing and Co.
Advertiser: Villing & Company
Title: Villing & Company Red Campaign

ELEMENTS OF ADVERTISING

Illustration

71 A Single

Award: Gold ADDY® Award
Entrant: Villing and Co.
Advertiser: South Bend Civic Theatre
Title: The Compleat Wrks of Wim Shkspr (Abr) Poster

STUDENT ADDY Categories

Sales Promotion

S01 B Point of Purchase

Award: Student Silver ADDY®
Entrant: Karla Mason
Advertiser: Ivy Tech Community College
Title: Tre Colline Menu Package

Collateral Material

S02 B Brochure, Annual Report

Award: Student Gold ADDY® Best of Show - Student
Entrant: Karla Mason
Advertiser: Ivy Tech Community College
Title: METALFAB Annual Report

S02 C Poster

Award: Student Silver ADDY®
Entrant: Axel Hernandez
Advertiser: Ivy Tech Community College
Title: Don't Play With Your Life

Direct Marketing

S03

Award: Student Gold ADDY®
Entrant: Karla Mason
Advertiser: Ivy Tech Community College
Title: Nature Hills Direct Mail

Non-Traditional Advertising

S05

Award: Student Gold ADDY®
Entrant: Catheryn Hall
Advertiser: Ivy Tech Community College
Title: Christmas Through the Years

Elements of Advertising

S13 B Illustration

Award: Student Gold ADDY®
Entrant: Stephanie Schlegelmilch
Advertiser: Ivy Tech Community College
Title: Portrait Illustration
