

06 District Six

14 Marketing and Advertising Club of Michiana

SALES PROMOTION**01 D Menu**

Award: Gold ADDY® Award
Entrant: Fish Marketing, Inc.
Advertiser: Hacienda Mexican Restaurants
Title: Hacienda Drink Menu
Contributors:
 Ryan Fish, Creative Director
 Lisa Metros, Account Manager, Copywriter
 Carrie Sebesta, Graphic Designer
 Oram Photography, LLC, Photographer
 Lithotone, Printer

01 E Sales Promotion Campaign

Award: Gold ADDY® Award
Entrant: ARS Advertising
Advertiser: Maytag Home Appliances Division of Whirlpool Corporation
Title: Maytag Laundry Launch
Contributors:
 Stephen Lage, Senior Creative Director
 Daniel Van Beek, Copy Director
 Craig Tollenaar, Creative Director
 Jason Sabo, Art Director
 Angie Wogatzke, Copywriter
 Laura Kruse, Copywriter
 Tara Blanchard, Copywriter
 Joe Mellott, Account Executive

02 A Packaging

Award: Silver ADDY® Award
Entrant: ARS Advertising
Advertiser: Gladiator Garage Works Division of Whirlpool Corporation
Title: Gladiator Claw Packaging
Contributors:
 Stephen Lage, Senior Creative Director
 Daniel Van Beek, Copy Director
 Chris Hubbard, Creative Director/Art Director
 Fonda Seifert, Copywriter
 Mark Bane, Copywriter
 Jackie Olson, Account Executive

COLLATERAL MATERIAL**06 B Annual Report, Color**

Award: Silver ADDY® Award
Entrant: TCU
Advertiser: TCU
Title: 2007 TCU Annual Report
Contributors:
 Becky Summers, VP Marketing and Research
 Tony Bamber, Graphic Designer
 Cheryl Ricks, Graphic Designer
 Josephine Lentych, Marketing Specialist
 Lara DeMorrow, Marketing Specialist
 Julie Sisco, Research Analyst
 Paul Marsh, Senior VP Sales and Marketing
 Beth Woodard, Marketing Specialist

Award: Silver ADDY® Award
Entrant: Villing & Company
Advertiser: Saint Mary's College
Title: Saint Mary's Annual Report
Contributors:

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COLLATERAL MATERIAL**06 B Annual Report, Color**

Kelli McBride, Creative Director
 Ron Doyle, Senior Art Director
 Art Hansen, Photographer
 Scott Tingwald, Account Executive

07 B Brochure, Color

Award: Gold ADDY® Award and Best of Show - Print Advertising
Entrant: ARS Advertising
Advertiser: Amana Brand Home Appliances of the Whirlpool Corporation
Title: Amana Kitchen Catalog

Contributors:

Michael Davis, Group Creative Director
 Stephen Lage, Senior Creative Director
 Daniel Van Beek, Copy Director
 Chris Hubbard, Creative Director/Art Director
 Fonda Seifert, Copywriter
 Tara Blanchard, Copywriter
 Danielle Trapp, Account Executive

Award: Silver ADDY® Award
Entrant: Richard Harrison Bailey/The Agency
Advertiser: Westmont College
Title: Westmont College Viewbook

Contributors:

Julianne Butler, Senior Account Executive
 Alex Jimenez, Account Executive
 Brian Ross, Creative Director
 Kerry Prugh, Art Director
 Elissa Chudzicki, Graphic Designer
 Brad Elliot, Photographer
 Greg Wardecke, Production Manager

Award: Silver ADDY® Award
Entrant: Villing & Company
Advertiser: Ironworks of Mishawaka
Title: Ironworks Brochure

Contributors:

Kelli McBride, Creative Director/Writer
 Mathew Siecker, Art Director
 Art Hansen, Photographer
 Thom Villing, Account Executive

10 B Special Event Invitation

Award: Silver ADDY® Award
Entrant: Memorial Health System
Advertiser: Memorial Health System
Title: One of a Kind

Contributors:

Deborah Good, Graphic Designer

10 D Special Event Campaign

Award: Gold ADDY® Award
Entrant: Pathfinders
Advertiser: Fifth Third Bank
Title: Life is a Journey

Contributors:

Jane Basker, Creative Director
 Jeff Staley, Art Director
 Andrew Sears, Art Director
 Mike Johnson, Copywriter

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COLLATERAL MATERIAL

10 D Special Event Campaign

Lori Stickler, Production Manager
Susan Baxla, Graphic Designer

OUT-OF-HOME

14 B Outdoor Board

Award: Gold ADDY® Award
Entrant: Burkhart Advertising, Inc.
Advertiser: Artseverywhere.com
Title: ArtsEverywhere.com
Contributors:
Rob Miller, Account Executive
Rob Jackson, Creative Director
Adam Comrie, Art Director
Shane Easler, Art Director

16 B Mass Transit, Exterior

Award: Silver ADDY® Award
Entrant: Burkhart Advertising, Inc.
Advertiser: Potawatomi Zoo
Title: Potawatomi Zoo Wrapped Bus
Contributors:
Rob Miller, Account Executive
Rob Jackson, Creative Director
Adam Comrie, Art Director
Shane Easler, Art Director

18 Out-of-Home Campaign

Award: Silver ADDY® Award
Entrant: Fish Marketing, Inc.
Advertiser: Hacienda Mexican Restaurants
Title: Hacienda Mexican Lovers Outdoor
Contributors:
Ryan Fish, Creative Director
Lisa Metros, Account Manager, Copywriter
Randy Fish, Copywriter
Carrie Sebesta, Graphic Designer
Independent's Service, Printer
Oram Photography, Photographer

CONSUMER OR TRADE PUBLICATION

22 B Consumer/Trade, Full Page, Color

Award: Silver ADDY® Award
Entrant: Todd Allen Design
Advertiser: Pro Winds
Title: Pro Winds Not A Trumpet Expert Ad
Contributors:
Todd Allen, Executive Creative Director
Jeff Middaugh, Creative Director
Bryan Chris, Art Director
James Korn, Art Director, Photographer
Stephanie Middaugh, Writer

Award: Silver ADDY® Award
Entrant: Fish Marketing, Inc.
Advertiser: Hacienda Mexican Restaurants
Title: Hacienda Notre Dame Football Program Ad
Contributors:
Ryan Fish, Creative Director

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CONSUMER OR TRADE PUBLICATION**22 B Consumer/Trade, Full Page, Color**

Lisa Metros, Account Manager, Copywriter
Carrie Sebesta, Graphic Designer

24 B Consumer/Trade Campaign, Color

Award: Silver ADDY® Award
Entrant: Todd Allen Design
Advertiser: Pro Winds
Title: Pro Winds Not An Expert Ad Campaign
Contributors:
Todd Allen, Executive Creative Director
Jeff Middaugh, Creative Director
Bryan Chris, Art Director
James Korn, Art Director, Photographer
Stephanie Middaugh, Writer

INTERACTIVE MEDIA**33 B Website, Consumer HTML**

Award: Silver ADDY® Award
Entrant: Monkeyhouse Marketing & Design LLC
Advertiser: Michaelangelos, "The Event Company"
Title: MichaelAngelos - "The Event Company"
Contributors:
Josh Harmon, Web Designer/Programmer

Award: Silver ADDY® Award
Entrant: Villing & Company
Advertiser: Woodburn Missionary Church
Title: Woodburn Missionary Church Website
Contributors:
Brad Rosier, Creative Associate
Nathan DeSelm, CSS Programming
Adam Kizer, Programming, Java Script

RADIO**39 B National Radio**

Award: Silver ADDY® Award
Entrant: Fish Marketing, Inc.
Advertiser: Hacienda Mexican Restaurants
Title: Hacienda Preacher Uncensored
Contributors:
Ryan Fish, Creative Director
Lisa Metros, Account Manager, Copywriter
Randy Fish, Copywriter
Peter Pope, Studio Center Audio, Producer
Chris Shuler, Copywriter

Award: Silver ADDY® Award
Entrant: Fish Marketing, Inc.
Advertiser: Hacienda Mexican Restaurants
Title: Hacienda Soap of the Dead
Contributors:
Ryan Fish, Creative Director
Lisa Metros, Account Manager, Copywriter
Randy Fish, Copywriter
Peter Pope, Studio Center Audio, Producer
Chris Shuler, Copywriter

TELEVISION

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TELEVISION**42 B Local TV**

Award: Silver ADDY® Award
Entrant: Doug Clark Creative
Advertiser: Mattress Warehouse
Title: Sleep Good Tonight
Contributors:
 Douglas Clark, Creative Director/Writer/Director

45 C National TV, Consumer Services

Award: Gold ADDY® Award and Best of Show - Broadcast Advertising
Entrant: Todd Allen Design
Advertiser: Goshen Health System
Title: Goshen Center for Cancer Care Encircles :60 TV Spot
Contributors:
 Todd Allen, Executive Creative Director
 Jeff Middaugh, Creative Director
 Allen Recording, Music
 Explore Media, Production Company

MIXED/MULTIPLE MEDIA**51 Mixed-Media, Local Consumer**

Award: Gold ADDY® Award
Entrant: Memorial Health System
Advertiser: Memorial Health System
Title: What's My Risk
Contributors:
 Deborah Good, Graphic Designer
 Dayna Bammerlin, Graphic Designer

52 Mixed-Media, National Consumer

Award: Gold ADDY® Award
Entrant: Todd Allen Design
Advertiser: Goshen Health System
Title: TEAM:BARIATRICS Truths About Bariatrics Campaign
Contributors:
 Todd Allen, Executive Creative Director
 Jeff Middaugh, Creative Director
 James Korn, Art Director, Photographer
 Stephanie Middaugh, Writer
 Chris Beehler, Art Director
 Allen Recording, Music
 Explore Media, Production Company

ADVERTISING FOR THE ARTS & SCIENCES**53 C Arts, Brochure**

Award: Silver ADDY® Award
Entrant: Villing & Company
Advertiser: South Bend Civic Theatre
Title: South Bend Civic '09 Subscription Brochure
Contributors:
 Kelli McBride, Creative Director
 Ron Doyle, Senior Art Director
 Jeannine Villing, Account Executive

Award: Silver ADDY® Award
Entrant: Saint Mary's College
Advertiser: Saint Mary's College
Title: 2008-2009 Moreau Center for the Arts Season Brochure
Contributors:
 Christopher A. Sallak, Creative Director/Copy

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ADVERTISING FOR THE ARTS & SCIENCES

53 C Arts, Brochure

Richard Baxter, Copy Writer
Mary Meehan Firtl, Graphic Designer
Matt Cashore, Photographer

59 A Arts, Campaign

Award: Silver ADDY® Award
Entrant: Villing & Company
Advertiser: Studebaker Museum
Title: Studebaker Endowment Campaign Series Poster
Contributors:

Kelli McBride, Creative Director
Mathew Siecker, Art Director
Katie Kuehl, Creative Intern/Illustrator
Thom Villing, Account Executive

59 B Arts, Mixed Media Campaign

Award: Gold ADDY® Award
Entrant: Villing & Company
Advertiser: South Bend Art Museum
Title: Iconic America
Contributors:
Kelli McBride, Creative Director/Writer
Ron Doyle, Senior Art Director
Jeannine Villing, Account Executive

Award: Silver ADDY® Award
Entrant: Villing & Company
Advertiser: Studebaker Museum
Title: The Endowment Campaign Kit
Contributors:
Kelli McBride, Creative Director
Thom Villing, Writer/Account Executive
Mathew Siecker, Art Director

PUBLIC SERVICE

62 C Public Service, Audio / Visual

Award: Gold ADDY® Award
Entrant: Villing & Company
Advertiser: Ronald McDonald House Charities of Michiana
Title: Ronald McDonald House Charities of Michiana Video
Contributors:
Kelli McBride, Creative Director/Writer
Brad Rosier, Creative Associate
Pentavision, Videography
Jeannine Villing, Account Executive

ADVERTISING INDUSTRY SELF-PROMOTION

67 F Self Promotion, Interactive

Award: Gold ADDY® Award
Entrant: ARS Advertising
Advertiser: ARS Advertising
Title: ARS Self Promotion Video
Contributors:
Michael Davis, Group Creative Director
Stephen Lage, Senior Creative Director
Chris Hubbard, Creative Director
Jay Simmons, Art Director/Editor

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ADVERTISING INDUSTRY SELF-PROMOTION

67 F Self Promotion, Interactive

Angie Wogatzke, Copywriter

ELEMENTS OF ADVERTISING

72 D Photography, Campaign

Award: Silver ADDY® Award

Entrant: ARS Advertising

Advertiser: Maytag Home Appliances Division of Whirlpool Corporation

Title: Maytag Photography Campaign

Contributors:

Stephen Lage, Senior Creative Director

Craig Tollenaar, Creative Director

D. Hammar, C. Sormin, D. Tabbert, J. Hildebrant,

Award: Silver ADDY® Award

Entrant: ARS Advertising

Advertiser: Whirlpool Brand Home Appliances

Title: Whirlpool Photography Campaign

Contributors:

Stephen Lage, Senior Creative Director

Jackie Hoyt, Art Director

Jeremy Hildebrant, Dave Hammar, Photographers

STUDENT ADDY Categories

S01 B Point of Purchase

Award: Student Silver ADDY®

Entrant: Brian Harris

Advertiser: Ivy Tech Community College

Title: MESA Menus - lunch, dinner, dessert

Contributors:

Angela Boembeke, Professor

S02 A Stationery Package

Award: Student Silver ADDY®

Entrant: Michael Nemeth

Advertiser: Ivy Tech Community College

Title: Perfection Stationery

Contributors:

Margaret Eggleston, Professor

S02 B Brochure

Award: Student Silver ADDY®

Entrant: Brian Harris

Advertiser: Ivy Tech Community College

Title: Apple Annual Report

Contributors:

Angela Boembeke, Professor

S12 Mixed Media Campaign

Award: Student Gold ADDY® and Best of Show - Student

Entrant: Dena Younkin

Advertiser: Ivy Tech Community College

Title: Earthly Indulgences

Contributors:

Mary Tuthill, Professor

S12 Mixed Media Campaign

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STUDENT ADDY Categories

S13 C Photography

Award: Student Gold ADDY®
Entrant: Jason Palmer
Advertiser: Ivy Tech Community College
Title: Fashion full portrait photo
Contributors:
Craig Sheaks, Professor

Award: Student Silver ADDY®
Entrant: Emily Sexton
Advertiser: Ivy Tech Community College
Title: Purse Fashion Photo
Contributors:
Craig Sheaks, Professor