

09 District Nine

17 Tri-State Advertising & Marketing Club

SALES PROMOTION

01 B Sales Kit

Award: Bronze ADDY® Award
Entrant: Creative Instinct
Advertiser: Syntrax
Title: Syntrax Product Literature & Online Downloadable PDF's
Contributors:
Bo Cook, Graphic Designer
Kim Paul, Sr. Graphic Designer
Seth Sherman, Graphic & Interactive Designer

01 D Menu

Award: Bronze ADDY® Award
Entrant: Horizon Media Group
Advertiser: Kirchhoff's Bakery
Title: Kirchhoff's Bakery Menu
Contributors:
Nathan Brown, Copy Writer
Nathan Brown, Photography
Nathan Brown, Graphic Design

02 B Packaging

Award: Silver ADDY® Award
Entrant: BOLD Marketing
Advertiser: Hillcrest Pointe
Title: DVD packaging
Contributors:
The Wright Group, Designer

02 C Packaging Campaign

Award: Gold ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: Planning Your Pregnancy Kit
Contributors:

03 D Point-of-Purchase Campaign

Award: Silver ADDY® Award
Entrant: Red Letter Communications, Inc.
Advertiser: Bryan Equipment – STIHL Distributor
Title: Real Men Wear Chaps; STIHL Protective Apparel Campaign
Contributors:
Silvia Kinder, Art Director/Graphic Designer
Adam Schneider, Graphic Designer
David Coleman, Creative Director
Erin Jenner, Account Executive
Michael Jacobs, Photographer

COLLATERAL MATERIAL

05 A Stationery Package

Award: Bronze ADDY® Award
Entrant: Creative Instinct
Advertiser: The Venue
Title: The Venue Corporate ID
Contributors:
Seth Sherman, Graphic & Interactive Designer

05 A Stationery Package

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COLLATERAL MATERIAL

07 B Brochure, Color

Award: Gold ADDY® Award
Entrant: The Wright Group
Advertiser: Delta Companies, Inc.
Title: Delta Brochure
Contributors:
 Johnathan Wright,
 Scott Lorenz,
 Dianna Schloss,
 Cape Girardeau Printing,

Award: Bronze ADDY® Award
Entrant: Southern Illinois University Carbondale
Advertiser: Southern Illinois University Carbondale
Title: Living in Southern Illinois working at SIUC
Contributors:

Award: Bronze ADDY® Award
Entrant: Southern Illinois University Carbondale
Advertiser: Undergraduate Admissions
Title: Shaped by Nature, Forged by Commitment
Contributors:

07 C Brochure, Campaign

Award: Silver ADDY® Award
Entrant: Southern Illinois University Carbondale
Advertiser: Southern Illinois University Carbondale
Title: SIUC Brochures
Contributors:

Award: Bronze ADDY® Award
Entrant: The Wright Group
Advertiser: LG Biomass Missouri, LLC
Title: LG Biomass Missouri
Contributors:
 Johnathan Wright ,
 Scott Lorenz ,
 Dianna Schloss,
 Bold Marketing,
 Cape Girardeau Printing,

08 E Book Design

Award: Silver ADDY® Award
Entrant: Acclaim Press
Advertiser: Acclaim Press
Title: The Gift of Creation
Contributors:
 Doug Sikes, Publisher
 Frene Melton, Designer
 Ina Morse, Designer
 Norman Wirzba, Editor

Award: Silver ADDY® Award
Entrant: Red Letter Communications, Inc.
Advertiser: Dogtown Press, LLC
Title: The Life Lessons of Wise Old Leo for Minnows of Any Variety...and Kids of Every Society
Contributors:
 Jim Riley, Author/Creative Director
 Don Greenwood, Illustrator

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COLLATERAL MATERIAL

08 E Book Design

Sandy Ross, Graphic Designer

09 A Poster

Award: Silver ADDY® Award
Entrant: Relentless Media Productions
Advertiser: Poplar Bluff Medical Partners
Title: Poplar Bluff Medical Partners Mammogram Poster
Contributors: Kyle DeWitt, Creative Director / Designer

10 B Special Event Invitation

Award: Bronze ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: da Vinci Open House Invite
Contributors:

Award: Bronze ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: Physician Recruitment New Physician Reception Invite
Contributors:

CONSUMER OR TRADE PUBLICATION

22 B Consumer/Trade, Full Page, Color

Award: Silver ADDY® Award
Entrant: BOLD Marketing
Advertiser: Hillcrest Pointe
Title: Full pg. Mag
Contributors: The Wright Group, Designer

NEWSPAPER

27 B Newspaper, Full Page, Color

Award: Silver ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: Family BirthPlace Baby's First Christmas Ad
Contributors:

Award: Bronze ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: Father's Day Ad
Contributors:

Award: Bronze ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: Mother's Day Ad
Contributors:

INTERACTIVE MEDIA

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INTERACTIVE MEDIA**34 C Website, Consumer Flash, Services**

Award: Silver ADDY® Award
Entrant: Creative Instinct
Advertiser: The Venue
Title: The Venue Website
Contributors:
 Seth Sherman, Graphic & Interactive Designer

35 A Website, Consumer HTML, Products

Award: Bronze ADDY® Award
Entrant: Element 74 Web Design
Advertiser: Silkworm Inc.
Title: Silkworm Website
Contributors:
 Chris Edmonds, President/CEO
 Brad Davis, Project Director
 Dan Spencer, Designer
 Josh Fonseca, Lead Developer

35 C Website, Consumer HTML, Services

Award: Gold ADDY® Award
Entrant: Element 74 Web Design
Advertiser: Heart For Africa Non Profit Organization
Title: Heart For Africa Website
Contributors:
 Chris Edmonds, President/CEO
 Justin Pobst, Project Manager
 Dan Spencer, Designer
 Andrew DeField, Lead Developer

Award: Silver ADDY® Award
Entrant: Horizon Media Group
Advertiser: Birk Grove Life Centre
Title: Birk Grove Life Centre
Contributors:
 John Benjamin, Designer
 Nathan Brown, Designer

36 A Banners / Pop-ups / Screensavers

Award: Gold ADDY® Award
Entrant: Red Letter Communications, Inc.
Advertiser: STIHL Incorporated
Title: STIHLusa.com Homepage Flash Banner
Contributors:
 Seth Sherman, Designer/Developer
 Sandy Ross, Art Director
 David Coleman, Creative Director/Copywriter

Award: Bronze ADDY® Award
Entrant: BOLD Marketing
Advertiser: Hillcrest Pointe
Title: HP Rotating Banners
Contributors:
 The Wright Group, Designer

Award: Bronze ADDY® Award
Entrant: The Wright Group
Advertiser: ConnectWise Professional Services
Title: ConnectWise - Egg Timer Banner
Contributors:
 Johnathan Wright,
 Scott Lorenz,

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INTERACTIVE MEDIA

36 A Banners / Pop-ups / Screensavers

Dianna Schloss,

38 A Interactive B-to-B

Award: Silver ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: Level III Neonatal Intensive Care Unit DVD
Contributors:

RADIO

40 Local Radio Campaign

Award: Bronze ADDY® Award
Entrant: River Radio
Advertiser: Dr. Branson
Title: Eye Care for You
Contributors:
 Bryan Young, Writer, Producer, Talent
 Jeremy Burford, Talent
 Paige Sparks, Talent
 Sherry Crider, Talent

TELEVISION

44 B Local TV

Award: Bronze ADDY® Award
Entrant: KFVS12
Advertiser: MODOT
Title: Modot No Helmet
Contributors:
 Kristen Beaver, Producer

45 Local TV Campaign

Award: Gold ADDY® Award
Entrant: Southeast Missouri Hospital
Advertiser: Southeast Missouri Hospital
Title: 'What it Means' TV Campaign
Contributors:
 Southeast Missouri Hospital Marketing Department,
 bvk Agency,

46 A TV Self-Promotion

Award: Bronze ADDY® Award
Entrant: KFVS12
Advertiser: KFVS12
Title: Found Alive
Contributors:
 Dan Timpe, Promotion Director
 Crystal Britt, Reporter
 Rochelle Steffen, Photographer

46 B TV Self-Promotion Campaign

Award: Bronze ADDY® Award
Entrant: KFVS12
Advertiser: KFVS12
Title: Heartland Holidays
Contributors:
 Dan Timpe, Promotion Director

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TELEVISION

46 B TV Self-Promotion Campaign

Derek Dickerson, Web Producer

47 C National TV, Consumer Services

Award: Silver ADDY® Award
Entrant: Red Letter Communications, Inc.
Advertiser: NewWave Communications
Title: NewWave - More Megs

Contributors:
 David Coleman, Creative Director
 Andy Chronister, Video Editor/Director of Photography
 Drew Wright , Director
 Cindy Gage, Producer
 Matt Hickey , Sound
 Jill Davis, Account Executive

Award: Bronze ADDY® Award
Entrant: Red Letter Communications, Inc.
Advertiser: Universal Technical Institute
Title: UTI NASCAR - DRTV

Contributors:
 Jim Riley , Director
 Matt Hickey, Video Editor/Graphic Design
 David Coleman, Copywriter
 Andy Chronister, Director of Photography
 Amanda Shreve, Account Executive

MIXED/MULTIPLE MEDIA

53 Mixed-Media, Local Consumer

Award: Gold ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: Annual Campaign 2009

Contributors:

Award: Bronze ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: da Vinci Campaign

Contributors:

Award: Bronze ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: Center for Joint Replacement Campaign

Contributors:

Award: Bronze ADDY® Award
Entrant: The Wright Group
Advertiser: Jones Heritage Farm & Market
Title: Jones Heritage Farm

Contributors:
 Johnathan Wright,
 Scott Lorenz,
 Dianna Schloss,

ADVERTISING INDUSTRY SELF-PROMOTION

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ADVERTISING INDUSTRY SELF-PROMOTION

69 F Self-Promotion, Interactive

Award: Silver ADDY® Award
Entrant: The Wright Group
Advertiser: The Wright Group
Title: The Wright Group Website
Contributors:
Johnathan Wright ,
Scott Lorenz ,
Dianna Schloss,

69 I Self-Promotion, Direct

Award: Bronze ADDY® Award
Entrant: The Wright Group
Advertiser: The Wright Group
Title: World Famous BBQ - One Plate at a Time.
Contributors:
Johnathan Wright,
Scott Lorenz,
Dianna Schloss,

ELEMENTS OF ADVERTISING

72 Logo

Award: Silver ADDY® Award
Entrant: The Wright Group
Advertiser: Jones Heritage Farm & Market
Title: Jones Heritage Farm & Market Logo
Contributors:
Johnathan Wright,
Scott Lorenz,
Dianna Schloss,

74 B Photography, Color

Award: Bronze ADDY® Award
Entrant: Saint Francis Medical Center
Advertiser: Saint Francis Medical Center
Title: 2010 Calendar
Contributors:

STUDENT ADDY Categories

S01 B Point of Purchase

Award: Student Bronze ADDY®
Entrant: Audra Ord
Advertiser: Southern Illinois University Carbondale
Title: Pop Art
Contributors:
Audra Ord, Copywriter/art director

S02 B Brochure

Award: Student Silver ADDY®
Entrant: B Alongi, D Bondareva, V Gabriel, E Taylor
Advertiser: Southern Illinois University
Title: L'Officiel
Contributors:
Beth Alongi, Designer
Elizabeth Taylor, Copywriter
Dasha Bondareva, Research
Valentian Gabriel, Account

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STUDENT ADDY Categories

S02 C Poster

Award: Student Gold ADDY®
Entrant: Natalie Waskel
Advertiser: Southern Illinois University Carbondale
Title: Everything Feels Better
Contributors:
 Natalie Waskel, Copywriter/art director

S04 Out-of-Home

Award: Student Gold ADDY®
Entrant: Kristina Kaganer
Advertiser: Southern Illinois University Carbondale
Title: Workwoman
Contributors:
 Kristina Kaganer, Copywriter/art director

S06 A Single Consumer / Trade Magazine

Award: Student Bronze ADDY®
Entrant: Patrick Waldrop
Advertiser: Southern Illinois University Carbondale
Title: Vintage meets Modern
Contributors:
 Patrick Waldrop, Copywriter/art director

S06 B Magazine Campaign

Award: Student Silver ADDY®
Entrant: Eric Wallace
Advertiser: Southern Illinois University Carbondale
Title: One Shot
Contributors:
 Eric Wallace, copywriter/art director

Award: Student Bronze ADDY®
Entrant: Ashley Watkins
Advertiser: Southern Illinois University Carbondale
Title: Flip Video
Contributors:
 Ashley Watkins, Copywriter/art director

S07 A Newspaper, Ad

Award: Student Bronze ADDY®
Entrant: JRNL 302 Class
Advertiser: Southern Illinois University Carbondale
Title: DC/DE
Contributors:
 JRNL 302 Copywriting Students, copywriters and art