

SALES PROMOTION

Product or Service Sales Presentation

01 A Catalog

Award: Gold ADDY® Award

Entrant: Partners Creative

Advertiser: Dolce Tableware

Title: Dolce Tableware Catalogue

Contributors:

Susan Ash, Account Executive
Steve Falen, Art Director
Todd Farrell, Art Director
Sean Benton, Writer
Scott Hepler, Photographer

Award: Silver ADDY® Award

Entrant: Human Identity, Inc.

Advertiser: ROI Direct Marketing

Title: Montana Builders Showcase

Contributors:

Jan Krystkowiak, Concept
Cody Human, Art Director & Production
Alexander Clark Printers, Printer

SALES PROMOTION

Product or Service Sales Presentation

01 B Sales Kits or Product Information Sheets

Award: Silver ADDY® Award

Entrant: Hanna and Associates Inc

Advertiser: University of Virginia

Title: Virginia Head Coach Recruit

Contributors:

Monte Mindt, Art Director
John Baechler, Copywriter
Pete Chichester, Production
Hamilton Studio, Video
House of Sound, Sound

SALES PROMOTION

Packaging

02 B CD, DVD, VHS or Cassette

Award: Gold ADDY® Award

Entrant: 45 Degrees North

Advertiser: The Clintons

Title: The Clintons "Strange Day In Mexico" CD Package

Contributors:

James Lear, Creative Director
James Lear, Graphic Designer
Jason Van Orden, Graphic Designer

SALES PROMOTION

Packaging
02 C Campaign

Award: Silver ADDY® Award
Entrant: **Magner Sanborn**
Advertiser: **Yoke's Fresh Markets**
Title: **"Gift Cards"**
Contributors:
Jeff Sanborn,
Dennis Magner,
Deanna Hildenbrand,

Award: **Gold ADDY® Award**
Entrant: **Magner Sanborn**
Advertiser: **Yoke's Fresh Markets**
Title: **"Fresh Bags"**
Contributors:
Delaney Nye,
Jeff Sanborn,
Dennis Magner,

Award: **Silver ADDY® Award**
Entrant: **tbd advertising**
Advertiser: **Odell Brewing Co.**
Title: **Beer Packaging Series**
Contributors:
Paul Evers, Creative Director
Angela Reid, Copywriter
David Carlson - Gearbox, Designer
René Bristow, Account Supervisor
Mona Caron, Illustrator
Alice LeBlond, Production Manager
Charley Engel, Production Artist

Award: **Gold ADDY® Award**
Entrant: **tbd advertising**
Advertiser: **Stomping Grounds Beverage Company**
Title: **Latte Concentrate Packaging**
Contributors:
Paul Evers, Creative Director
Audelino Moreno, Art Director
Frank Gjata and Angela Reid, Copywriters
Adam Haynes, Illustrator
Kevin Kubota, Photographer
René Bristow, Account Supervisor
Alice LeBlond, Production Manager
Charley Engel, Production Artist

SALES PROMOTION

Point of Purchase (POP)

03 A Counter Top or Attached

Award: Gold ADDY® Award

Entrant: 45 Degrees North

Advertiser: Madison River Brewing Company

Title: Madison River Brewing Company Tap Handles

Contributors:

James Lear, Creative Director
Jason Van Orden, Graphic Designer
Robert Rath, Illustrator

Award: Silver ADDY® Award

Entrant: 45 Degrees North

Advertiser: Outdoor Gear Inc.

Title: Outdoor Gear Clothing Hang Tags

Contributors:

James Lear, Creative Director
Jason Van Orden, Graphic Designer

SALES PROMOTION

Point of Purchase (POP)

03 B Free Standing

Award: Silver ADDY® Award

Entrant: Mercury

Advertiser: Travel Montana - Department of Commerce

Title: Travel Montana Tradeshow Banner

Contributors:

Alisha Bynum, Graphic Designer
Jamie Hurd, Art Director
Jeff Welch, Copywriter

COLLATERAL MATERIAL

Stationery Package

05 A Flat Printed

Award: Silver ADDY® Award

Entrant: Mulch Design

Advertiser: Alma Acupuncture

Title: Alma Acupuncture stationery+collateral

Contributors:

Chemynne Perlingieri, Designer
Dani Nomura, Designer
PressPros Printing, Printer

COLLATERAL MATERIAL

Stationery Package
05 B Multiple Process

Award: Silver ADDY® Award
Entrant: Blue541
Advertiser: Ditches Unlimited
Title: Ditches Unlimited Business Card
Contributors:
Katie Shamberg, Designer
Dennis Hall, Account Executive

COLLATERAL MATERIAL

Brochure
07 B Four-color

Award: Silver ADDY® Award
Entrant: DVA Advertising & PR
Advertiser: Bandon Dunes Golf Resort
Title: Bandon Dunes Golf Resort Brochure
Contributors:
Gary Fulkerson, Creative Director
Cliff Vengley, Executive Art Director
David Day, President

Award: Gold ADDY® Award
Entrant: tbd advertising
Advertiser: Deschutes River Conservancy
Title: "What If There Was No River?" Brochure
Contributors:
Paul Evers, Co-Creative Director
Frank Gjata, Co-Creative Director and Copywriter
Angela Reid, Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor
Pete Stone, Photographer
Kerry McDole and Alice LeBlond, Production Managers

Award: Silver ADDY® Award
Entrant: The Mandala Agency
Advertiser: Roseburg Forest Products
Title: Corporate Brochure
Contributors:
Esther Kang, Director of Design
Paul Grignon, Creative Director/Copywriter
Mike Houska, Photographer/Dogleg Studios
Bob Bredemeier, Illustrator

Award: Silver ADDY® Award
Entrant: Stoltz Marketing Group
Advertiser: Precision Craft Log & Timber Homes
Title: Precision Craft Brochure
Contributors:
Kate Holgate, Art Director
David Cook, Copywriter
Ken Stoltz, Creative Director/Supevisor
Paragon Press, Printer
Precision Craft, Photography

COLLATERAL MATERIAL

Brochure
07 C Campaign

Award: Gold ADDY® Award
Entrant: DVA Advertising & PR
Advertiser: Carrera Motors, Inc.
Title: Club Carrera
Contributors:
Shelli Walters, Director of Design
Harold Cecil, Copywriter
Kurt Metternick, Account Supervisor

Award: Gold ADDY® Award
Entrant: The Mandala Agency
Advertiser: Ranch at the Canyons
Title: Main Brochure
Contributors:
Esther Kang, Director of Design
Paul Grignon, Creative Director/Copywriter
Jim Gardner, Photographer
David Morris, Photographer
Mark Gamba, Photographer

Award: Silver ADDY® Award
Entrant: Buzzsaw Studios Inc
Advertiser: The Pennbrook Company
Title: Coastal Ridge Collateral
Contributors:
Tim Parsons, CO-CD/AD/Designer
Ross Wordhouse, CO-CD/AD/Designer/Photographer
Norman Mayall, CW
Alisa Huntley, Artist
Andrea Wordhouse, AE

Award: Silver ADDY® Award
Entrant: FCB Seattle
Advertiser: Nautilus, Inc.
Title: "Be Strong" Sales System
Contributors:
Mary Knight, Executive Creative Director

Steve Rudasics, Creative Director
Sue Boivin, Art Director
Brad Dundas, Art Director/Lead Designer
David Repyak, Designer
Bob Steele, Copywriter
Keri Clark, Copywriter
Mark Jahnke, Production Manager
Rip Warendorf, Account Director
Haeji Mercado, Account Executive
R.J. Muna, Photographer

COLLATERAL MATERIAL

Publication Design (Magazine or Book)

08 A Cover

Award: Gold ADDY® Award

Entrant: The DesignWorks Group, Inc.

Advertiser: Broadman & Holman

Title: Qi

Contributors:

Charles Brock, Designer
Greg Pope, Art Director

Award: Silver ADDY® Award

Entrant: The DesignWorks Group, Inc.

Advertiser: NavPress

Title: Chateau of Echoes

Contributors:

David Uttley, Designer
Arvid Wallen, Art Director

Award: Gold ADDY® Award

Entrant: The DesignWorks Group, Inc.

Advertiser: Legacy Publishers

Title: The Enemy Inside Your Mind

Contributors:

Tim Green, Designer
Michele Leonard, Art Director

Award: Silver ADDY® Award

Entrant: The DesignWorks Group, Inc.

Advertiser: Warner Books

Title: Widow of the South

Contributors:

Charles Brock, Designer
Anne Twomey, Art Director
Steve Gardner, PixelWorks Studio, Photography

COLLATERAL MATERIAL

Poster

09 B Campaign

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: Madison River Brewing Company
Title: Madison River Brewing Company Poster Series
Contributors:
James Lear, Creative Director
Jason Van Orden, Graphic Designer
Robert Rath, Illustrator

Award: Silver ADDY® Award
Entrant: Copacino+Fujikado
Advertiser: Ex Officio
Title: Lost and Found
Contributors:
Jim Copacino, Creative Director
Wes Youngquist, Art Director
Mike Hayward, Copywriter
Peg Johnson, Production

COLLATERAL MATERIAL

Special Event Material

10 B Invitation

Award: Silver ADDY® Award
Entrant: Banik Communications
Advertiser: University of Great Falls Science Club
Title: Fundraiser Invitation
Contributors:
Pat Doyle, Copywriter
Brenda Wolf, Designer
Dan Perbil, Art Director

Award: Silver ADDY® Award
Entrant: Closed Loop Marketing and Advertising
Advertiser: Hal Davis Jewelers
Title: Hal Davis Invitation
Contributors:
Jane Perlaky, Creative Director
Max White, Art Director

COLLATERAL MATERIAL

Special Event Material

10 D Campaign

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: Ennis Fly Fishing Festival
Title: Ennis Fly Fishing Festival Event Material Campaign
Contributors:
James Lear, Creative Director
Jason Van Orden, Graphic Designer

Nichole Lear, Graphic Designer
Robert Rath, Illustrator

DIRECT MARKETING

Specialty Advertising

15 A Apparel

Award: Silver ADDY® Award
Entrant: Healthwise
Advertiser: B-Jamz Gamewear
Title: Orange Whip t-shirt
Contributors:
the source, printer
Jeremy James, design consultant

DIRECT MARKETING

Specialty Advertising

15 B Other Merchandise

Award: Gold ADDY® Award
Entrant: DVA Advertising & PR
Advertiser: PGE Park
Title: Portland Timbers Soccer Ball Promo
Contributors:
Gary Fulkerson, Creative Director
Ted Pate, Creative Director
Daniel O'Neil, Production Coordinator
Mary Ramos, Director of Client Services

OUT-OF-HOME

Outdoor Board

16 A Flat

Award: Silver ADDY® Award
Entrant: Mercury
Advertiser: Travel Montana - Department of Commerce
Title: Travel Montana Billboards
Contributors:
Alisha Bynum, Graphic Designer
Jamie Hurd, Art Director
Jeff Welch, Copywriter

OUT-OF-HOME

Outdoor Board

16 B Extension/Dimensional

Award: Silver ADDY® Award
Entrant: Magner Sanborn
Advertiser: Yoke's Fresh Markets
Title: "Start Your Barbecue"
Contributors:
Jeff Sanborn,
Dennis Magner,
Shaun Cammack,

Award: Gold ADDY® Award
Entrant: Magner Sanborn
Advertiser: Yoke's Fresh Markets
Title: "Inner Caveman"
Contributors:
Jeff Sanborn,
Dennis Magner,
Shaun Cammack,

Award: Silver ADDY® Award
Entrant: Magner Sanborn
Advertiser: Yoke's Fresh Markets
Title: "Don't Look At Me That Way"
Contributors:
Jeff Sanborn,
Dennis Magner,
Shaun Cammack,

OUT-OF-HOME

Mass Transit
18 B Exterior

Award: Silver ADDY® Award
Entrant: Mercury
Advertiser: Travel Montana - Department of Commerce
Title: Travel Montana Buskings
Contributors:
Alisha Bynum, Graphic Designer
Jamie Hurd, Art Director
Jeff Welch, Copywriter

Award: Silver ADDY® Award
Entrant: Dave Syferd & Parnters
Advertiser: Summit At Snoqualmie
Title: Summit At Snoqualmie, "Ad Budget"
Contributors:
Phil Weatherill, Copywriter
Mike Pfab, Art Director
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

OUT-OF-HOME

Site
19 B Exterior

Award: Gold ADDY® Award
Entrant: 12th Planet
Advertiser: 12th Planet
Title: 12th Planet Sign (24th Street Entrance)
Contributors:
Supervisor, Neil Wagner
Creative Liaison, Laurel Struck
Sign Design/Production/Installation, Epcon Sign Comp:

OUT-OF-HOME

Out-of-Home, Campaign
20

Award: Gold ADDY® Award
Entrant: Magner Sanborn
Advertiser: Yoke's Fresh Markets
Title: "Certified Hereford Beef"
Contributors:
Jeff Sanborn,
Dennis Magner,
Shaun Cammack,

TRADE PUBLICATION

Full Page
23 A Less than four -color

Award: Silver ADDY® Award
Entrant: HMM
Advertiser: Standard Insurance Company
Title: Chrysanthemums
Contributors:
Dave Born, Creative Director
Dave Born, Art Director/Copywriter
Kelly Rice, Production Manager
Megan Hadley, Account Executive

TRADE PUBLICATION

Spread, Multiple Page or Insert
24 B Four-color

Award: Silver ADDY® Award
Entrant: HMM
Advertiser: Freightliner
Title: Bike Rack
Contributors:
Dave Born, Creative Director

Joel Nendel, Art Director
Kelly Rice, Production Manager
Brian Hill, Account Executive
Karl Sandell, Photographer
Troy Asplund, Copywriter

TRADE PUBLICATION

Campaign
25 B Four-Color

Award: Silver ADDY® Award
Entrant: remerinc
Advertiser: Corbis
Title: Keyword Campaign
Contributors:

CONSUMER MAGAZINE

Fractional Page
26 B Four-color

Award: Silver ADDY® Award
Entrant: Wendt
Advertiser: Billings CVC
Title: Clark on the Yellowstone
Contributors:
Shaun Tatarka, copywriter
Joe Stein, Art Director
James Ford, Creative Director

CONSUMER MAGAZINE

Full Page
27 B Four-color

Award: Silver ADDY® Award
Entrant: tbd advertising
Advertiser: Bob Thomas Car Company
Title: Bend Centennial Ad
Contributors:
Paul Evers, Co-Creative Director
Frank Gjata, Co-Creative Director and Copywriter
Angela Reid, Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor
Jenni Schweitzer, Account Executive
Kevin Kubota, Photographer

Award: Silver ADDY® Award
Entrant: Copacino+Fujikado
Advertiser: REI (Recreational Equipment, Inc.)
Title: Escape Hatch
Contributors:
Jim Copacino, Creative Director
Wes Youngquist, Art Director
David Yeend, Copywriter
Peg Johnson, Production

Award: Silver ADDY® Award
Entrant: Copacino+Fujikado
Advertiser: REI (Recreational Equipment, Inc.)
Title: Accept No Substitutes
Contributors:
Jim Copacino, Creative Director
Wes Youngquist, Art Director
Mike Hayward, Copywriter
Carolyn Bormann, Production

Award: Silver ADDY® Award
Entrant: Copacino+Fujikado
Advertiser: REI (Recreational Equipment, Inc.)
Title: Redefine Primetime
Contributors:
Jim Copacino, Creative Director
Wes Youngquist, Art Director
Mike Hayward, Copywriter
Peg Johnson, Production

CONSUMER MAGAZINE

Spread, Multiple Page or Insert
28 B Four-color

Award: Silver ADDY® Award
Entrant: FCB Seattle
Advertiser: Nautilus, Inc.
Title: Shadow
Contributors:
Mary Knight, Executive Creative Director/Copywriter
Steve Rudasics, Creative Director/Art Director
Pete Hughes, Copywriter
Jill Cooper, Production Supervisor

CONSUMER MAGAZINE

Campaign
29 A Less than four -color

Award: Gold ADDY® Award
Entrant: DVA Advertising & PR
Advertiser: Carrera Motors, Inc.
Title: Carrera Brand Ad Campaign
Contributors:
Gary Fulkerson, Creative Director
Ted Pate, Creative Director
Daniel O'Neil, Production Coordinator
Mary Ramos, Director of Client Services

CONSUMER MAGAZINE

Campaign
29 B Four-color

Award: Silver ADDY® Award
Entrant: Ralston360
Advertiser: Seaswirl Boats
Title: Seaswirl Boats Striper Print Campaign
Contributors:
Kevin Archer, Creative Director
Jeff Dooley, Art Director
Lee Perlman, Copywriter
Jeff Lewis, Account Executive

Award: Silver ADDY® Award
Entrant: tbd advertising
Advertiser: Brooks Resources
Title: "It Doesn't Mean You Should" North Rim Campaign
Contributors:
Paul Evers, Co-Creative Director
Frank Gjata, Co-Creative Director and Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor
Jenni Schweitzer, Account Executive
Mike Houska, Photographer

NEWSPAPER

Fractional Page
31 A Black & White (B/W)

Award: Silver ADDY® Award
Entrant: Dave Syferd & Parnters
Advertiser: Summit At Snoqualmie
Title: Summit At Snoqualmie, "Big S Pass" Skier
Contributors:
Phil Weatherill, Copywriter
Mike Pfab, Art Director
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

Award: Silver ADDY® Award
Entrant: Dave Syferd & Parnters
Advertiser: Summit At Snoqualmie
Title: Summit At Snoqualmie, "Big S Pass" Boarder
Contributors:
Phil Weatherill, Copywriter
Mike Pfab, Art Director
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

NEWSPAPER

Fractional Page

31 B Color (any color besides black)

Award: Silver ADDY® Award
Entrant: tbd advertising
Advertiser: Bob Thomas Car Company
Title: "Used Car Smell" Ad
Contributors:
Paul Evers, Creative Director
Angela Reid, Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor
Jenni Schweitzer, Account Executive

Award: Silver ADDY® Award
Entrant: Hanna and Associates Inc
Advertiser: Hayden Homes
Title: Had To Be Perfect
Contributors:
Monte Mindt, Art Direction
Dwain Smart, Copy Writer
Getty One, Photography
Jeff Densley, Production

Award: Gold ADDY® Award
Entrant: tbd advertising
Advertiser: Bob Thomas Car Company
Title: "Inventory Reduction Sale" Ad
Contributors:
Paul Evers, Co-Creative Director
Frank Gjata, Co-Creative Director and Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor
Jenni Schweitzer, Account Executive

Award: Silver ADDY® Award
Entrant: Quisenberry Marketing & Design
Advertiser: Spear's Home Furnishings
Title: Spear's Save This Must Newspaper Ad
Contributors:
Mickey Lonchar, Creative Director

Carl Heidle, Art Director
Kipp Ashford, Designer
Bobbi Reinsnouer, AE

NEWSPAPER

Campaign

35 B Color (any color besides black)

Award: Silver ADDY® Award

Entrant: The Garage Inc.

Advertiser: Coldwell Banker, Morris Real Estate

Title: It's a Fact CB Campaign

Contributors:

Marie Wirtz, Creative Director
Henry Abel, Art Director
James Hershiser, Illustrator
Art Wirtz, Account Executive

Award: Gold ADDY® Award

Entrant: Ralston360

Advertiser: Cunnington Dental

Title: Cunnington Dental Print Campaign

Contributors:

Kevin Archer, Creative Director
Michael Hofler, Art Director
Lee Perlman, Copywriter
Angie Goodstein, Account Executive

Award: Gold ADDY® Award

Entrant: tbd advertising

Advertiser: Bob Thomas Car Company

Title: "Alone" Print Campaign

Contributors:

Paul Evers, Co-Creative Director
Frank Gjata, Co-Creative Director
Angela Reid, Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor
Jenni Schweitzer, Account Executive
Pete Stone, Photographer

Award: Silver ADDY® Award

Entrant: tbd advertising

Advertiser: Brooks Resources

Title: "It Doesn't Mean You Should" North Rim Campaign

Contributors:

Paul Evers, Co-Creative Director
Frank Gjata, Co-Creative Director and Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor
Jenni Schweitzer, Account Executive
Mike Houska - Dogleg Studios, Photographer

Award: Silver ADDY® Award
Entrant: Hanna and Associates Inc
Advertiser: Hayden Homes
Title: Hayden Homes Campaign
Contributors:
Dwain Smart, Copy Writer
Monte Mindt, Art Director
Jeff Densley, Production
Getty One Stock, Photography

INTERACTIVE MEDIA
Web Sites, B-to-B
37 A Flash-Based

Award: Silver ADDY® Award
Entrant: Hydrogen
Advertiser: Forte
Title: Forte
Contributors:
Senior Copy Writer, Steve Murray
Senior Art Director, Tom Scherer
Stepframe, Flash Execution

INTERACTIVE MEDIA
Web Sites, B-to-B
37 B HTML/Other

Award: Silver ADDY® Award
Entrant: The Mandala Agency
Advertiser: Fluid Images
Title: Fluid Images Web Site
Contributors:
Esther Kang, Director of Design
Island Pinnick, Programmer

INTERACTIVE MEDIA
Web Sites, Consumer
38 A Flash-Based

Award: Gold ADDY® Award
Entrant: Hanna and Associates Inc
Advertiser: Presto Change-O
Title: Presto
Contributors:
Tyler Fouche, Web Designer
Caleb Reed, HTML Design
John Baechler, Copywriter

Award: Silver ADDY® Award
Entrant: Seven2 Interactive
Advertiser: Nintendo of America
Title: Nintendo World Store Website
Contributors:
Brandon Delauney, Creative Director
Jeff Goldberg, Photography
Jay Scherer, Flash Developer
Nick Murto, Best Boy

Award: Silver ADDY® Award
Entrant: A Creative
Advertiser: Cristopher Lucas
Title: Cristopher Lucas Website
Contributors:
Adam Graves, Creative Director
Tom Stover, Designer

Award: Silver ADDY® Award
Entrant: Paul Terhaar
Advertiser: North End Photography
Title: North End Photography Website
Contributors:
Paul Terhaar, Owner/Interactive Developer

Award: Silver ADDY® Award
Entrant: Smashing Ideas
Advertiser: Nintendo of America
Title: Nintendogs Website
Contributors:
Jessica Barnes, Associate Creative Director
Paola Reyes-Sanchez, Designer
Eric Ressler, Senior Developer
Dawn Boughton, Executive Producer
Tiffany Young, Creative Director
Beth McKellips, Associate Producer
Terry Dugan, Copywriter
Trent Parke, Junior Designer

INTERACTIVE MEDIA

Web Sites, Consumer
38 B HTML/Other

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: Covered Wagon Ranch
Title: Covered Wagon Ranch Website
Contributors:
James Lear, Creative Director
Jason Van Orden, Graphic Designer
Kevin Okragly, Website Developer
James Lear, Photographer

Award: Gold ADDY® Award
Entrant: Wantulok Design
Advertiser: BT Timberworks
Title: BT Timberworks Website
Contributors:

INTERACTIVE MEDIA

Online

39 E Online Games

Award: Silver ADDY® Award
Entrant: Smashing Ideas
Advertiser: MTV
Title: Moonman Airlift
Contributors:
Courtney Barnebey, Designer
Shawn Wolf, Illustrator
Keith McCullough, Developer
Tiffany Young, Creative Director
Beth McKellips, Associate Producer

RADIO

Local (one metro)

42 B :60 or more

Award: Silver ADDY® Award
Entrant: Dave Syferd & Parnters
Advertiser: Darigold
Title: Darigold "Joe and Annette LeClair"
Contributors:
Vandy Kindred, Copywriter
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

RADIO

Regional/National

44 B :60 or more

Award: Gold ADDY® Award
Entrant: BHW1 Advertising
Advertiser: Northwest Andrology & Cryobank
Title: British Sperm Spot
Contributors:
Josh Burns, Copywriter
BHW1 Advertising, Producer

Award: Silver ADDY® Award
Entrant: Copacino+Fujikado
Advertiser: REI (Recreational Equipment, Inc.)
Title: Anniversary Sale
Contributors:
Jim Copacino, Creative Director
Mike Hayward, Copywriter
Patti Emery, Producer

RADIO

Regional/National Campaign

45

Award: Gold ADDY® Award
Entrant: Copacino+Fujikado
Advertiser: REI (Recreational Equipment, Inc.)
Title: Buzzer Campaign
Contributors:
Jim Copacino, Creative Director
Mike Hayward, Copywriter
Patti Emery, Producer

TELEVISION

Local (one DMA)

47 A :15 or less

Award: Silver ADDY® Award
Entrant: Stoltz Marketing Group
Advertiser: Corey Barton Homes
Title: "The Season" TV
Contributors:
David Cook, Copywriter/Creative Director
Kate Holgate, Art Director
Jeff Noble, Director
North By Northwest/Boise, Production Company

Award: Silver ADDY® Award
Entrant: Closed Loop Marketing and Advertising
Advertiser: Boise Office Equipment
Title: BOE Twin
Contributors:
Jane Perlaky, Creative Director
Max White, Art Director
North By Northwest, Production

TELEVISION

Local (one DMA)

47 B :30

Award: Silver ADDY® Award
Entrant: Dave Syferd & Parnters
Advertiser: University of Washington
Title: University of Washington "Stadium"
Contributors:
Vandy Kindred, Copywriter
Kevin Nolan, Art Director
Mindy Kraft, Agency Producer
Mark Dickison, Director
Tri Film, Production Company
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

Award: Silver ADDY® Award
Entrant: Dave Syferd & Parnters
Advertiser: University of Washington
Title: University of Washington "Spirit A"
Contributors:
Vandy Kindred, Copywriter
Kevin Nolan, Art Director
Mindy Kraft, Agency Producer
Mark Dickison, Director
Tri Film, Production Company
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

TELEVISION

Campaign
48

Award: Silver ADDY® Award
Entrant: Dave Syferd & Parnters
Advertiser: University of Washington
Title: University of Washington: "Stadium," "Spirit A," "Golf"
Contributors:
Vandy Kindred, Copywriter
Kevin Nolan, Art Director
Mindy Kraft, Agency Producer
Mark Dickison, Director
Tri Film, Production Company
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

Award: Silver ADDY® Award
Entrant: tbd advertising
Advertiser: Bob Thomas Car Company
Title: Bob Thomas "Alone" TV Campaign
Contributors:
Paul Evers, Co-Creative Director
Frank Gjata, Co-Creative Director
Angela Reid, Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor

Jenni Schweitzer, Account Executive
North by Northwest, Production Company

Award: Gold ADDY® Award
Entrant: FCB Seattle
Advertiser: Group Health Cooperative
Title: Petting Zoo, Office, Pool
Contributors:

Mary Knight, Executive Creative Director
Steve Rudasics, Creative Director/Art Director
Jen Allen, Producer/Copywriter
Sarah Forster, Art Director
Pete Hughes, Copywriter
Kris Mitchke, Account Director
Jeffrey Fleisig, Director
Johnna Turiano, Editor
Vince Werner, Sound Design
Glen Keenan, Cinematographer
Joan Bell, Production Company producer
Sharon Thomson, Group Health Cooperative

TELEVISION

TV Self-Promotion
49 B Campaign

Award: Gold ADDY® Award
Entrant: Dave Syferd & Parnters
Advertiser: Dave Syferd & Partners
Title: howtobusiness: "Marketing," "Communication," "Emp
Contributors:

Vandy Kindred, Copywriter
Kevin Nolan, Art Director
Magichour, Production Company
Vandy Kindred and Kevin Nolan, Creative Directors

TELEVISION

Regional/National TV, single spots
50 O Consumer Services, Entertainment / Lotteries

Award: Gold ADDY® Award
Entrant: ES/Drake
Advertiser: Idaho Lottery
Title: "Escalator"
Contributors:

Dennis Budell/Joe Quatrone, Concept
Joe Quatrone, Copy
Dennis Budell, Art Director
John Eames, Cinematographer

Award: Gold ADDY® Award
Entrant: ES/Drake
Advertiser: Idaho Lottery
Title: "Revolving Door"
Contributors:
Dennis Budell/Joe Quatrone, Concept
Joe Quatrone, Copy
Dennis Budell, Art Director
John Eames, Cinematographer

TELEVISION

Regional/National TV, single spots
50 S Consumer Services, Health Care Services

Award: Gold ADDY® Award
Entrant: FCB Seattle
Advertiser: Group Health Cooperative
Title: Petting Zoo
Contributors:
Mary Knight, Executive Creative Director
Steve Rudasics, Creative Director
Jen Allen, Copywriter/Producer
Sarah Forster, Art Director
Kris Mitchke, Account Director
Sharon Thomson, Group Health Cooperative
Jeffrey Fleisig, Director
Johnna Turiano, Editor
Vince Werner, Sound Design
Glen Keenan, Cinematographer
Joan Bell, Production Company producer

Award: Gold ADDY® Award
Entrant: FCB Seattle
Advertiser: Group Health Cooperative
Title: Office
Contributors:
Mary Knight, Executive Creative Director
Steve Rudasics, Creative Director/Art Director
Jen Allen, Producer
Sarah Forster, Art Director
Pete Hughes, Copywriter
Kris Mitchke, Account Director
Jeffrey Fleisig, Director
Johnna Turiano, Editor
Vince Werner, Sound Design
Glen Keenan, Cinematographer
Joan Bell, Production Company producer
Sharon Thomson, Group Health Cooperative

Award: Silver ADDY® Award
Entrant: FCB Seattle
Advertiser: Group Health Cooperative
Title: Pool
Contributors:
Mary Knight, Executive Creative Director
Steve Rudasics, Creative Director/Art Director
Jen Allen, Producer
Sarah Forster, Art Director
Pete Hughes, Copywriter
Kris Mitchke, Account Director
Jeffrey Fleisig, Director
Johnna Turiano, Editor
Vince Werner, Sound Design
Glen Keenan, Cinematographer
Joan Bell, Production Company producer
Sharon Thomson, Group Health Cooperative

TELEVISION

Regional/National TV Campaigns
51 C Consumer Services (50M-50V)

Award: Silver ADDY® Award
Entrant: Ralston360
Advertiser: Bank of the Cascades
Title: Bank of the Cascades Everything's Possible 2005 TV
Contributors:
Kevin Archer, Creative Director
Kathy Valenti, Copywriter
Angela Reid, Copywriter
Ann Majeski, Account Executive
Marcia Schoelen, Agency Producer
@Large, Production Company

Award: Gold ADDY® Award
Entrant: ES/Drake
Advertiser: Idaho Lottery
Title: "Ball Campaign"
Contributors:
Dennis Budell/Joe Quatrone, Concept
Joe Quatrone, Copy
Dennis Budell, Art Director
John Eames, Cinematographer

Award: Silver ADDY® Award
Entrant: SpyGirl Productions
Advertiser: Seattle Cancer Care Alliance
Title: Seattle Cancer Care Alliance - 2005 Television Campai
Contributors:
Deborah Narine, Executive Producer
Deborah Narine, Director
Deborah Narine, Creative Director
Victoria Likes, Writer

TELEVISION

Cinema Advertising

53 B In-theatre Commericals

Award: Gold ADDY® Award

Entrant: Dave Syferd & Parnters

Advertiser: University of Washington

Title: University of Washington "Spirit A"

Contributors:

Vandy Kindred, Copywriter
Kevin Nolan, Art Director
Mindy Kraft, Agency Producer
Mark Dickison, Director
Tri Film, Production Company
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

Award: Silver ADDY® Award

Entrant: Dave Syferd & Parnters

Advertiser: University of Washington

Title: University of Washington "Spirit B"

Contributors:

Vandy Kindred, Copywriter
Kevin Nolan, Art Director
Mindy Kraft, Agency Producer
Mark Dickison, Director
Tri Film, Production Company
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

Award: Silver ADDY® Award

Entrant: Dave Syferd & Parnters

Advertiser: University of Washington

Title: University of Washington "Golf A"

Contributors:

Vandy Kindred, Copywriter
Kevin Nolan, Art Director
Mindy Kraft, Agency Producer
Mark Dickison, Director
Tri Film, Production Company
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

Award: Gold ADDY® Award

Entrant: Dave Syferd & Parnters

Advertiser: University of Washington

Title: University of Washington "Stadium"

Contributors:

Vandy Kindred, Copywriter
Kevin Nolan, Art Director
Mindy Kraft, Agency Producer
Mark Dickison, Director

Tri Film, Production Company
Vandy Kindred, Creative Director
Kevin Nolan, Creative Director

MIXED MEDIA (Cross Platform) CAMPAIGNS

Consumer, Local

56

Award: Gold ADDY® Award

Entrant: Magner Sanborn

Advertiser: Yoke's Fresh Markets

Title: "Certified Hereford Beef"

Contributors:

Dennis Magner,
Jeff Sanborn,
Shaun Cammack,
North by Northwest,
House of Sound,

Award: Silver ADDY® Award

Entrant: tbd advertising

Advertiser: Bob Thomas Car Company

Title: "Alone" Mixed Media Campaign

Contributors:

Paul Evers, Co-Creative Director
Frank Gjata, Co-Creative Director
Angela Reid, Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor
Jenni Schweitzer, Account Executive
Pete Stone, Photographer
North By Northwest, Production Company

Award: Silver ADDY® Award

Entrant: tbd advertising

Advertiser: Bob Thomas Car Company

Title: "Our Promises" Mixed Media Campaign

Contributors:

Paul Evers, Co-Creative Director
Frank Gjata, Co-Creative Director
Angela Reid, Copywriter
Audelino Moreno, Art Director
René Bristow, Account Supervisor
Jenni Schweitzer, Account Executive
North By Northwest, Production Company
Steve Tague, Photographer

PUBLIC SERVICE

Broadcast/Electronic

66 A TV

Award: Silver ADDY® Award
Entrant: ES/Drake
Advertiser: IGCOAPP/Idaho Teen Pregnancy Prevention
Title: "Stroller"
Contributors:
Dennis Budell/Joe Quatrone, Concept
Joe Quatrone, Copy
Dennis Budell, Art Director
John Eames, Cinematographer
House of Sound, Music
North by Northwest, Production Company

PUBLIC SERVICE

Broadcast/Electronic
66 D Interactive

Award: Silver ADDY® Award
Entrant: Seven2 Interactive
Advertiser: Sedgwick Rd./Washington Department of Health
Title: Ashtray Mouth
Contributors:
Brandon Delauney, Creative Director
Jay Scherer, Flash Developer
Marcus Brown, Art Director
Matt Cardoza, Programmer

Award: Silver ADDY® Award
Entrant: Seven2 Interactive
Advertiser: Sedgwick Rd./Washington Department of Health
Title: Ashtray Mouth Banner
Contributors:
Marcus Brown, Art Director

PUBLIC SERVICE

Campaign
69 A Single Medium Campaign (for categories 64-68)

Award: Gold ADDY® Award
Entrant: ES/Drake
Advertiser: IGCOAPP/Idaho Teen Pregnancy Prevention
Title: 2005 Television Campaign
Contributors:
Dennis Budell/Joe Quatrone, Concept
Joe Quatrone, Copy
Dennis Budell, Art Director
John Eames, Cinematographer
House of Sound, Music
North by Northwest, Production Company

PUBLIC SERVICE

Campaign

69 B Mixed / Multiple Media Campaign (for categories 64-68)

Award: Silver ADDY® Award

Entrant: saltStudio, Inc.

Advertiser: Big Brothers Big Sisters of Montana

Title: Big Brothers Big Sisters recruitment TV & Radio

Contributors:

Dave McKay, Creative Director
Bob O'Brien, Copywriter
Bob Tutskey, Account Executive
Cooper Burchenal, Voice Talent
Tom Webster, Talent Coordinator
Dave Macasaet, Videographer
Rick Kuschel, Audio Recordings

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

70 A Collateral (brochures, posters, etc.)

Award: Silver ADDY® Award

Entrant: North By Northwest

Advertiser: North By Northwest

Title: North By Northwest Demo Book

Contributors:

Randy Kron, Creative
Jeff Oswald, Creative
Jeff Oswald, Writer
MagnerSanborn,
Ross Printing,

Award: Gold ADDY® Award

Entrant: FCB Seattle

Advertiser: FCB Seattle

Title: OctoberFiesta

Contributors:

Mary Knight, Executive Creative Director
Steve Rudasics, Creative Director
Brad Dundas, Art Director
Mike Peterson, Copywriter
Caitlin Strick, Copywriter

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

70 B Stationery Package

Award: Silver ADDY® Award

Entrant: Hanna and Associates Inc

Advertiser: Hamilton Studio

Title: Hamilton Studio

Contributors:

Monte Mindt, Art Director
Johnston Printing, Printing

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

70 F Interactive

Award: Gold ADDY® Award

Entrant: Earthtalk Studios

Advertiser: Self Promotional Website

Title: Earthtalk Studios Website

Contributors:

Drew Schug, Designer
Sean Welder, Programming
Kate Bryan, Marketing

Award: Silver ADDY® Award

Entrant: Hanna and Associates Inc

Advertiser: Hanna and Associates Inc

Title: Hanna dbs

Contributors:

Tyler Fouche, Web Designer
Caleb Reed, Graphic Illustration
John Baechler, Copywriter

Award: Silver ADDY® Award

Entrant: Hanna and Associates Inc

Advertiser: Hanna and Associates Inc

Title: Christmas Punch

Contributors:

Pete Chichester, Art Director
Tyler Fouche, Web Designer
Caleb Reed, Illustration
John Baechler, Copywriter
Tyler Fouche, HTML Designer

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

70 G Out-of-Home

Award: Gold ADDY® Award

Entrant: DVA Advertising & PR

Advertiser: DVA Advertising & PR

Title: DVA Advertising & PR Bathroom Signage

Contributors:

Cliff Vengley, Executive Art Director
Gary Fulkerson, Creative Director
Ted Pate, Creative Director

Award: Silver ADDY® Award
Entrant: Sublime Design Group
Advertiser: Sublime Design Group
Title: Sublime Design Group Vehicle Graphic
Contributors:
Aileen Walker, Designer
William Hastings, Illustrator
Susie Decker, Sign Pro
Little Green Beetle, Mascot

ADVERTISING INDUSTRY SELF-PROMOTION

Campaign

72 A Single Medium Campaign (for categories 70 &71)

Award: Gold ADDY® Award
Entrant: Dave Syferd & Parnters
Advertiser: Dave Syferd & Partners
Title: howtobusiness: "Marketing," "Communication," "Emp
Contributors:
Vandy Kindred, Copywriter
Kevin Nolan, Art Director
Magichour, Production Company
Vandy Kindred and Kevin Nolan, Creative Directors

ADVERTISING INDUSTRY SELF-PROMOTION

Campaign

72 B Mixed / Multiple Media Campaign (for categories 70 & 71)

Award: Silver ADDY® Award
Entrant: remerinc
Advertiser: remerinc
Title: Help us wipe out bad advertising.
Contributors:
Dave Remer, CEO and Creative Director
Andrea Jones, VP Strategy and Client Services
Chris Harwood, Copywriter
Benjamin Athay, Account Manager
Kelly Yi, Graphic Designer
Sara Psachos, Graphic Designer
Naomi Menahem, Art Director

ELEMENTS OF ADVERTISING

Logo

73

Award: Silver ADDY® Award
Entrant: Mulch Design
Advertiser: Alma Acupuncture
Title: Alma Acupuncture logo
Contributors:
Chemynne Perlingieri, Designer

PressPros Printing, Printers

ELEMENTS OF ADVERTISING

Photography

75 A Black and White (B/W)

Award: Silver ADDY® Award

Entrant: Dean Davis Photography, Inc.

Advertiser: Washington State Department of Social Health Service

Title: Norma

Contributors:

Dean Davis, Photographer

ELEMENTS OF ADVERTISING

Photography

75 C Digitally Enhanced

Award: Silver ADDY® Award

Entrant: Hamilton Studio

Advertiser: I Love the Spokane River & Hamilton Christmas Card

Title: The Spokane River

Contributors:

Don Hamilton, Photographer
Derek Landers, The Enhancer

ELEMENTS OF ADVERTISING

Animation or Special Effects

76 A Video, Film

Award: Gold ADDY® Award

Entrant: ADi

Advertiser: @Large Films / Moses Anshell / ADHS

Title: Respect Yourself

Contributors:

Kate Ertmann, VFX Executive Producer
Jamie Elmer, VFX Creative Director
Chris Stover, VFX / Animation Director
Charles Reid, Art Director

STUDENT

Sales Promotion

S01 A Packaging

Award: Student Silver ADDY®

Entrant: Trista Soto

Advertiser: Brookview Vineyards- Pale Moon

Title: Wine Label

Contributors:

Spokane Falls Community College

Award: Student Silver ADDY®
Entrant: Anna Morgan **Spokane Falls Community College**
Advertiser: Mitch Brown Hair Products
Title: Mitch Brown Hair Products Package Design
Contributors: Zac Crawford, Photographer

STUDENT

Direct Marketing
S03

Award: Student Gold ADDY®
Entrant: Anna Morgan **Spokane Falls Community College**
Advertiser: SFCC Graphic Design 2006 Graduation
Title: SFCC Graphic Design 2006 Graduation Invitation Design
Contributors: Greg Stiles, Instructor
Doug Crabtree, Instructor
John Smith, Instructor
Betsy Ward, Instructor

STUDENT

Trade or Consumer Magazine Ad
S05 B Campaign

Award: Student Gold ADDY®
Entrant: Randy Douglas **Central Washington University**
Advertiser: Bushnell
Title: Any Closer ...
Contributors: Randy Douglas, Any Closer ...

Award: Student Silver ADDY®
Entrant: Alan Colombo **Central Washington University**
Advertiser: Humane Society of the United States
Title: Humane Society of the United States
Contributors: Alan Colombo, Graphic Designer

STUDENT

Newspaper
S06 A Ad

Award: Student Silver ADDY®
Entrant: Brianna Bates **Perry Technical Institute**
Advertiser: Pfizer
Title: Losing It?
Contributors:

Brianna Bates, Designer/Photographer/Copywriter

STUDENT

Interactive Media
S07 A Web Site

Award: Student Gold ADDY®
Entrant: Brett Lamb **Perry Technical Institute**
Advertiser: Brett Lamb
Title: blamb.net Portfolio
Contributors:

STUDENT

Editorial Design
S08

Award: Student Silver ADDY®
Entrant: stefani currer **spokane falls community college**
Advertiser: Spokane Falls Community College
Title: Wire Harp Creative Arts Magazine
Contributors:
Leah Mow, Art Director
Stefani Currer, Assistant Art Director
Doug Crabtree, Graphic Advisor

STUDENT

Campaign-Mixed Media
S11

Award: Student Gold ADDY®
Entrant: Mellie Price **Western Washington University**
Advertiser: Student Project
Title: SPYSHOP
Contributors:

STUDENT

Elements of Advertising
S12 B Illustration

Award: Gold ADDY® Award
Entrant: Jason Gabbert **Oregon State University**
Advertiser: The DesignWorks Group/ Mira, An Imprint of Harlequin
Title: Me & Emma
Contributors:
Jason Gabbert, Designer
Shelley Cinnamon, Art Director
