

09 District Nine

18 AAF - Cedar Valley

SALES PROMOTION

Product or Service Sales Presentation

01 B Sales Kits or Product Information Sheets

Award: Gold ADDY® Award and Judges' Citation - Print
Entrant: Hellman
Advertiser: Penford Food Ingredients Co.
Title: Penford Corn Starch Folder

Award: Silver ADDY® Award
Entrant: Hellman
Advertiser: Vulcanium Metals Incorporated
Title: Vulcanium Portfolio Folder

01 D Menu

Award: Silver ADDY® Award
Entrant: Martin Bros.
Advertiser: Island Bar and Grill
Title: Island Bar and Grill Menu

Point of Purchase

03 C Trade Show Exhibit

Award: Silver ADDY® Award
Entrant: Morgan&Myers
Advertiser: Kruger Seeds
Title: Kruger Farm Shows

Audio/Visual Sales Presentation

04 Audio/Visual Sales Presentation

Award: Gold ADDY® Award
Entrant: ME&V
Advertiser: SMART Public Safety Software, Inc.
Title: SMART Public Safety Software Animation Video

Award: Silver ADDY® Award
Entrant: Hellman
Advertiser: 3M ESPE
Title: Adper™ Adhesives - Give Me Strength

COLLATERAL MATERIAL

Brochure

07 B Four-color

Award: Silver ADDY® Award
Entrant: vgm creative
Advertiser: Heartland Conference/VGM
Title: Heartland Conference Prospectus

Publication Design

08 A Cover

Award: Gold ADDY® Award
Entrant: WCF Courier
Advertiser: Pulse Magazine
Title: Growing the Arts step by step

Award: Silver ADDY® Award
Entrant: WCF Courier
Advertiser: Pulse Magazine
Title: Musical Confection

08 B Editorial Spread or Feature

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COLLATERAL MATERIAL

Award: Silver ADDY® Award
Entrant: WCF Courier
Advertiser: Pulse Magazine
Title: CG2009 College Guide Page 2-11

Poster

09 A Single

Award: Gold ADDY® Award
Entrant: edgecore
Advertiser: University Of Northern Iowa / Dept. Of Defense
Title: Reptile Relatives poster

09 B Campaign

Award: Gold ADDY® Award and Judges' Citation - Typography
Entrant: dana lechtenberg
Advertiser: the death panels
Title: the death panels posters

Special Event Material

10 A Card

Award: Silver ADDY® Award
Entrant: vgm creative
Advertiser: The VGM Group, Inc.
Title: 12 Days of VGM and HME

10 B Invitation

Award: Silver ADDY® Award
Entrant: vgm creative
Advertiser: The VGM Group, Inc.
Title: VGM Platinum Conference

Special Event Material

10 D Campaign

Award: Silver ADDY® Award
Entrant: vgm creative
Advertiser: The VGM Group, Inc.
Title: Medtrade 2009: Destination VGM

DIRECT MARKETING

Business-to-Business or Consumer, Single

11 A Flat

Award: Silver ADDY® Award
Entrant: Morgan&Myers
Advertiser: Novartis Animal Health US, Inc.
Title: Novartis Scour Bos Veterinarian Mailer

11 B 3-D

Award: Silver ADDY® Award
Entrant: vgm creative
Advertiser: OPGA/Point
Title: PPEC Survival Kit

Business-to-Business or Consumer, Campaign

12 A Flat

Award: Silver ADDY® Award
Entrant: ME&V
Advertiser: Martin O'Neil Cancer Center
Title: Martin O'Neil Cancer Center Postcard Series

12 B 3-D / Mixed

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DIRECT MARKETING

Award: Silver ADDY® Award
Entrant: ME&V
Advertiser: Burke Corporation
Title: Burke Corporation VIP Mailing

Specialty Advertising

13 B Other Merchandise

Award: Gold ADDY® Award
Entrant: Hellman
Advertiser: John Deere
Title: Official 2010 John Deere Calendar - Dawn to Dusk

Award: Silver ADDY® Award
Entrant: vgm creative
Advertiser: VGM Insurance
Title: VGM Insurance Listen Carefully...Mailer

OUT-OF-HOME

Vehicle Graphic Advertising

15 A Vehicle Graphic Advertising

Award: Silver ADDY® Award
Entrant: Morgan&Myers
Advertiser: Kruger Seeds
Title: Kruger K2 Semi Wrap

Site

17 D Exterior Still or Static

Award: Gold ADDY® Award
Entrant: Signs & Designs
Advertiser: Barmuda Corporation
Title: Roux Orleans

INTERACTIVE MEDIA

Websites, B-to-B Flash

32 A Products

Award: Gold ADDY® Award
Entrant: Hellman
Advertiser: 3M ESPE
Title: Impregum Film Noir Website

Websites, B-to-B HTML/Other

33 A Products

Award: Silver ADDY® Award
Entrant: VGM Forbin
Advertiser: Biotech Industry
Title: Biotech Industry

33 C Services

Award: Silver ADDY® Award
Entrant: Spinutech
Advertiser: Groups Benefits Ltd.
Title: Group Benefits, Ltd.

Websites, Consumer HTML/Other

35 A Products

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INTERACTIVE MEDIA

Award: Gold ADDY® Award
Entrant: Spinutech
Advertiser: Electrolux
Title: Zanussi Central Vacuum Systems

35 B Outlets

Award: Silver ADDY® Award
Entrant: Spinutech
Advertiser: Wink
Title: Wink Boosters

35 C Services

Award: Gold ADDY® Award
Entrant: VGM Forbin
Advertiser: Waterloo Elks Club
Title: Waterloo Elks Club

Award: Silver ADDY® Award
Entrant: Spinutech
Advertiser: Waterloo Convention and Visitors Bureau
Title: Waterloo Convention and Visitors Bureau

Online

36 C Micro or Mini Sites

Award: Silver ADDY® Award
Entrant: Hellman
Advertiser: Iowa State Bank
Title: ISB Student Banking Website

36 H Internet Commercials

Award: Silver ADDY® Award
Entrant: Mudd Advertising
Advertiser: Republican National Committee
Title: Assault on America (RNC)

Websites / Online

37 Campaign

Award: Gold ADDY® Award
Entrant: Hellman
Advertiser: 3M ESPE
Title: Impregum Film Noir Webisodes

Award: Silver ADDY® Award
Entrant: edgecore
Advertiser: University Of Northern Iowa / Dept. Of Defense
Title: Graphic Organizer spots

TELEVISION

Local, Single (one DMA)

44 B :30

Award: Silver ADDY® Award
Entrant: OnMedia
Advertiser: Toys Done Right Body Shop
Title: Deer Hit

44 C :60 or more

Award: Silver ADDY® Award
Entrant: ME&V
Advertiser: Allen Hospital
Title: Allen Hospital 'Flu Goo' Long Form Video

TV Self-Promotion

46 B Campaign

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TELEVISION

Award: Silver ADDY® Award
Entrant: KWWL
Advertiser: KWWL
Title: FNF 2009 Campaign

MIXED/MULTIPLE MEDIA

B-to-B Regional / National

52

Award: Gold ADDY® Award
Entrant: Hellman
Advertiser: 3M ESPE
Title: Impregum Film Noir Campaign

Award: Silver ADDY® Award
Entrant: Hellman
Advertiser: DMI Industries
Title: DMI Wind Energy Campaign

Consumer, Regional / National

54

Award: Silver ADDY® Award
Entrant: Mudd Advertising
Advertiser: Kaplan Higher Education
Title: Balance It All (KHE)

ADVERTISING FOR THE ARTS &

Collateral

55 C Brochure / Sales Kit

Award: Gold ADDY® Award
Entrant: University of Northern Iowa Gallery of Art
Advertiser: University of Northern Iowa Gallery of Art
Title: Love Me or Die

Award: Silver ADDY® Award
Entrant: UNI Marketing & Public Relations
Advertiser: Gallagher-Bluedorn Performing Arts Center
Title: Gallagher-Bluedorn Performing Arts Center Fundraising Folder

55 E Poster

Award: Gold ADDY® Award
Entrant: Mike Staebell Creative
Advertiser: Stable Daze
Title: Stable Daze | New Year's Eve @ the HuB

Award: Silver ADDY® Award
Entrant: University of Northern Iowa Gallery of Art
Advertiser: University of Northern Iowa Gallery of Art
Title: 2009 Faculty Exhibition Poster

55 G Cards / Invitations / Announcements

Award: Silver ADDY® Award
Entrant: University of Northern Iowa Gallery of Art
Advertiser: University of Northern Iowa Gallery of Art
Title: Love Me or Die Invitation

Broadcast/Electronic

57 C Audio / Visual

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ADVERTISING FOR THE ARTS &

Award: Silver ADDY® Award
Entrant: Cyberspace Creations
Advertiser: The Blue Trunk Educational Series, Inc.
Title: 'Bixby's Rainforest Rescue' 2010 Theatre Promotional Video

57 D Interactive

Award: Silver ADDY® Award
Entrant: Hellman
Advertiser: Karen Sullivan
Title: Shoop Jazz Website

PUBLIC SERVICE

Broadcast/Electronic

64 C Audio / Visual

Award: Silver ADDY® Award
Entrant: edgecore
Advertiser: University Of Northern Iowa / Dept. Of Defense
Title: Grunge The Goat video

64 D Interactive

Award: Gold ADDY® Award
Entrant: VGM Forbin
Advertiser: Black Hawk Democrats
Title: Black Hawk Democrats

Award: Silver ADDY® Award
Entrant: Spinutech
Advertiser: Ed Thomas Family Foundation
Title: Ed Thomas Family Foundation

Campaign

68 A Single Medium Campaign (for categories 62-67)

Award: Gold ADDY® Award
Entrant: edgecore
Advertiser: University Of Northern Iowa / Dept. Of Defense
Title: Fluency Friends video series

68 B Mixed / Multiple Media Campaign (for categories 62-67)

Award: Silver ADDY® Award
Entrant: ME&V
Advertiser: Governor's Office of Drug Control Policy
Title: Governor's Office of Drug Control Policy 'Take A Dose of Truth' Campaign

ADVERTISING INDUSTRY SELF-

Creative Services and Industry Suppliers

69 A Collateral (brochures, posters, etc.)

Award: Silver ADDY® Award
Entrant: Slack Design Studio
Advertiser: Slack Design Studio
Title: DaDa Horta - Trekfest '09

69 F Interactive

Award: Silver ADDY® Award
Entrant: Hellman
Advertiser: Hellman
Title: Hellman Update

69 I Direct Marketing / Specialty Items

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ADVERTISING INDUSTRY SELF-

Award: Silver ADDY® Award
Entrant: vgm creative
Advertiser: VGM Ad Team
Title: Be a knockout!

ELEMENTS OF ADVERTISING

Logo

72

Award: Gold ADDY® Award
Entrant: Spinutech
Advertiser: Spinutech
Title: AgencyBloc

Award: Silver ADDY® Award
Entrant: vgm creative
Advertiser: OPGA
Title: OPGA Logo

Illustration

73 B Illustration Campaign

Award: BEST OF SHOW ADDY® and Judges' Citation - Illustration
Entrant: edgecore
Advertiser: University Of Northern Iowa / Dept. Of Defense
Title: Fluency Friends poster series

Photography

74 B Color

Award: Gold ADDY® Award
Entrant: River Run Productions
Advertiser: Western Home Communities
Title: Waterslide

74 D Campaign

Award: Silver ADDY® Award
Entrant: River Run Productions
Advertiser: Reformed Theological Seminary
Title: RTS Counseling

Sound

76 C Sound Design

Award: Silver ADDY® Award
Entrant: edgecore
Advertiser: University Of Northern Iowa / Dept. Of Defense
Title: Roachzilla

Cinematography

77

Award: Silver ADDY® Award
Entrant: River Run Productions
Advertiser: Area 15 Regional Planning Commission
Title: Opportunity Iowa

STUDENT ADDY Categories

Collateral Material

S02 A Stationery Package

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STUDENT ADDY Categories

Award: Student Gold ADDY®
Entrant: Katie Jensen
Advertiser: University of Northern Iowa
Title: Moda Chic International

Direct Marketing

S03

Award: Student Silver ADDY®
Entrant: Jorunn Musil
Advertiser: University of Northern Iowa
Title: Festival Postcards

Consumer or Trade Publication

S06 B Campaign (2 - 4 ads)

Award: Student Silver ADDY®
Entrant: Nick VanMeter
Advertiser: University of Northern Iowa
Title: Forward Motion

Interactive Media

S08 A Website

Award: Student Gold ADDY®
Entrant: Jorunn Musil
Advertiser: University of Northern Iowa
Title: Jorunn Musil Design Portfolio

S08 B Interactive CD / DVD

Award: Student BEST OF SHOW ADDY®
Entrant: Jorunn Musil
Advertiser: University of Northern Iowa
Title: It's Good to B(eco)me Green

Editorial Design

S09 B Editorial Spread or Feature (One editorial spread or feature)

Award: Student Gold ADDY®
Entrant: Katie Jensen
Advertiser: University of Northern Iowa
Title: Emotional Design

Award: Student Silver ADDY®
Entrant: Katharine N Messerli
Advertiser: University of Northern Iowa
Title: Emotional Design

Television

S11

Award: Student Silver ADDY®
Entrant: Josh McCabe
Advertiser: University of Northern Iowa
Title: Feel The Crunch

Elements of Advertising

S13 A Logo

Award: Student Gold ADDY®
Entrant: Katie Jensen
Advertiser: University of Northern Iowa
Title: Moda Chic International
