

08 District Eight

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SALES PROMOTION

02 B Packaging

Award: Silver ADDY® Award
Entrant: Arketype Inc.
Advertiser: Arketype Entertainment/Westbound
Title: Westbound (DVD Packaging)
Contributors:
 Jim Rivett, Creative Director
 Jesse Mitchell, Designer
 Ross Mollet, Copywriter
 Shari Kangas, Account Executive

02 C Packaging Campaign

Award: Silver ADDY® Award
Entrant: Hunt Adkins
Advertiser: Bard's Beer
Title: Bard's Beer
Contributors:
 Steve Mitchell, Creative Director
 Doug Adkins, Writer
 Briana Auel, Designer
 Curtis Johnson, Photographer

Award: Silver ADDY® Award
Entrant: Kimberly-Clark
Advertiser: Kimberly-Clark
Title: Kleenex® Slice of Summer Wedge Cartons
Contributors:
 Hiroko Sanders, Illustrator
 Jennifer Brock, Sr. Designer
 Christine Mau, Creative Director

04 Video Sales Presentation

Award: Gold ADDY® Award
Entrant: Fresh Produce
Advertiser: SDSU Math Department
Title: Math Saves the World
Contributors:
 Jim Speirs, Fresh Produce
 Kiel Mutschelknaus, Fresh Produce
 Ted Heeren, Fresh Produce
 Jessica Rice, Fresh Produce
 Greg Kiesow Knudsen, Pixelbox
 Kurt Cogswell, SDSU Math Department

Award: Silver ADDY® Award
Entrant: Message
Advertiser: Golden West Telecommunications
Title: Golden West Telecommunications Co-op Expansion Video
Contributors:
 Jason Alley, Creative Director/Copywriter/Producer
 Rob Tyler, Director of Photography/Editor

COLLATERAL MATERIAL

05 A Stationery Package

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COLLATERAL MATERIAL

Award: Silver ADDY® Award
Entrant: Absolute Marketing Group
Advertiser: Crown Group
Title: Please Disturb
Contributors:
 Absolute Marketing Group, Creative Staff

Award: Silver ADDY® Award
Entrant: Adventure
Advertiser: Bridges of Hope
Title: Common Goods stationery
Contributors:
 Jon Loss, Art Director
 Scott Mitchell, Copywriter

Award: Silver ADDY® Award
Entrant: Insight Marketing Design
Advertiser: Office Peeps
Title: Office Peeps Identity Package
Contributors:
 Doug Moss, Creative Director
 Kristene Watkins, Designer
 Mel Peterson, Senior Client Executive
 Kari Geraets, Production Manager
 Joel Vockrodt, Office Peeps

06 A Annual Report

Award: Gold ADDY® Award and BEST OF SHOW ADDY®
Entrant: Knupp & Watson & Wallman
Advertiser: Park Bank
Title: Annual Report
Contributors:
 Elizabeth Jones, Writer
 Sara Oakely, Art Director
 Mike Bass, Associate Creative Director
 Andy Wallman, Creative Director
 Tim Christian, Production Manager
 Absorbent Ink, Printing

07 A Brochure

Award: Gold ADDY® Award
Entrant: Knupp & Watson & Wallman
Advertiser: Wisconsin Department of Health Services
Title: FACT's Killer Savings
Contributors:
 David Kargol, Art Director
 Elizabeth Jones, Writer
 Mike Bass, Associate Creative Director
 Andy Wallman, Creative Director
 Sprint Print, Printer

07 B Brochure, Color

Award: Silver ADDY® Award
Entrant: FAME
Advertiser: Epcon Communities
Title: Epcon Communities Brochure
Contributors:
 Bruce Edwards, Creative Director
 Cheryl Meyer, Creative Director
 Jillian Frey, Art Director

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COLLATERAL MATERIAL

Julie Feyerer, Writer

Award: Silver ADDY® Award

Entrant: Fresh Produce

Advertiser: POET

Title: Book of POET

Contributors:

Sharon Knoll, Fresh Produce
Eva Hofer, Fresh Produce
Ted Heeren, Fresh Produce
Kiel Mutschelknaus, Fresh Produce
Jessica Rice, Fresh Produce
Greg Latza, Photography
Rebecca Sevening, POET

09 B Poster Campaign

Award: Silver ADDY® Award

Entrant: Message

Advertiser: The Reddmen

Title: The Reddmen Concert Posters

Contributors:

Jason Alley, Creative Director/Designer
Colter Lease, Art Director/Designer

10 D Special Event Campaign

Award: Silver ADDY® Award

Entrant: Knupp & Watson & Wallman

Advertiser: Wisconsin Department of Health Services

Title: FACT kit

Contributors:

David Kargol, Art Director
Elizabeth Jones, Writer
Mike Bass, Associate Creative Director
Andy Wallman, Creative Director
Sprint Print, Printer
Laser Excel, Printer

OUT-OF-HOME

14 B Outdoor Board

Award: Silver ADDY® Award

Entrant: Red Arrow Advertising

Advertiser: Milwaukee County Zoo

Title: Giraffe

Contributors:

Emil Bertalot, Creative Director, writer
Taylor Smith, Art Director

Award: Silver ADDY® Award

Entrant: Red Arrow Advertising

Advertiser: Milwaukee County Zoo

Title: Ostrich

Contributors:

Emil Bertalot, Writer, Creative Director
Taylor Smith, Art Director

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OUT-OF-HOME

Award: Silver ADDY® Award
Entrant: Red Arrow Advertising
Advertiser: Milwaukee County Zoo
Title: Snake
Contributors:
 Emil Bertalot, Writer, Creative Director
 Taylor Smith , Art director

17 B Site, Interior Static

Award: Gold ADDY® Award
Entrant: BarrieD'RozarioMurphy
Advertiser: United Airlines
Title: Chicago Bears at Solider Field
Contributors:
 James Zucco, Art Director
 Mark Ulriksen, Artist
 Phil Calvit, Copywriting
 Stuart D'Rozario, Creative Director
 Bob Barrie, Creative Director
 Kim Witczak, Producer
 Michael Waite, Producer

18 Out-of-Home Campaign

Award: Gold ADDY® Award
Entrant: Red Arrow Advertising
Advertiser: Milwaukee County Zoo
Title: "Meet me at the zoo" campaign
Contributors:
 Emil Bertalot, Writer, Creative Director
 Taylor Smith , Art Director

Award: Silver ADDY® Award
Entrant: Message
Advertiser: BioFusion Health Products
Title: BioFusion RC Rush Jumbotron Commercials
Contributors:
 Jason Alley, Creative Director/Producer
 Stephani Gordon, Director of Photography
 Rob Tyler, Editor
 Crow Ridge Productions, Production

NON-TRADITIONAL ADVERTISING

20 A Non-Traditional

Award: Gold ADDY® Award
Entrant: BarrieD'RozarioMurphy
Advertiser: Chambers Hotel
Title: Surveillance Art Video
Contributors:
 Bob Barrie, Art DirectorCreative Director
 Brian Lambert, Art Director/Creative Director
 Stuart D'Rozario, Copywriting
 Peter Nydrle, Director
 Jack Steinmann, Producer
 Garner Kinmond, Producer
 Adele amos, Producer

INTERACTIVE MEDIA

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INTERACTIVE MEDIA

34 A Website, Consumer Flash, Products

Award: Gold ADDY® Award
Entrant: Hunt Adkins
Advertiser: Bard's Beer
Title: Bard's Beer
Contributors:
 Steve Mitchell, Creative Director
 Doug Adkins, Writer
 Briana Auel , Designer
 Curtis Johnson, Photographer

TELEVISION

47 B National TV, Consumer Outlets

Award: Silver ADDY® Award
Entrant: Red Arrow Advertising
Advertiser: Milwaukee County Zoo
Title: 'Wings' television spot
Contributors:
 Emil Bertalot, Writer/producer, creative director
 Taylor Smith , Art director
 Independent Studios, Production, sound, sweetening

47 C National TV, Consumer Services

Award: Gold ADDY® Award
Entrant: BarrieD'RozarioMurphy
Advertiser: United Airlines
Title: Heart
Contributors:
 James Zucco, Art Director
 Dan Mackaman, Copywriter
 Stuart D'Rozario, Creative Director
 Bob Barrie, Creative Director
 Jamie Caliri, Director
 Holly Stone, Producer
 Jack Steinmann, Producer
 Mark Medernach, Producer
 Duck Studios, Procution Company
 Ken Chastain, Sound

48 C National TV Campaign

Award: Silver ADDY® Award
Entrant: BarrieD'RozarioMurphy
Advertiser: United Airlines
Title: International Premium Travel Experience
Contributors:
 Phil Calvit, Copywriter
 Dan Mackaman, Copywriter
 Stuart D'Rozario, Creative Director
 Bob Barrie, Creative Director
 Shy The Sun, Director
 SSSR/Gaelle Denis, Director
 Jamie Caliri, Director
 Jack Steinmann, Producer

ADVERTISING FOR THE ARTS & SCIENCES

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ADVERTISING FOR THE ARTS & SCIENCES

55 E Arts, Poster

Award: Gold ADDY® Award
Entrant: Donation Design
Advertiser: Manic Productions
Title: Deer Tick Poster
Contributors:
 Dan Wiese, Art Director

PUBLIC SERVICE

68 A Public Service, Campaign

Award: Silver ADDY® Award
Entrant: Astronaut
Advertiser: Sioux Falls Green Drinks
Title: Green Drinks 2009 Posters
Contributors:
 G.B. Veerman, Creative Director
 Eric Bodamer, Art Director
 Garth Heckel, Illustrator

ADVERTISING INDUSTRY SELF-PROMOTION

69 B Self-Promotion, Stationery Package

Award: Gold ADDY® Award
Entrant: KNOCK inc.
Advertiser: KNOCK inc.com
Title: Self-Awareness - KNOCK Self Identity System
Contributors:
 KNOCK inc., Design Company
 Meenal Patel, Designer
 Todd Paulson, Creative Director
 Sara Nelson, Design Director

69 J Self-Promotion, Invitation

Award: Gold ADDY® Award
Entrant: Insight Marketing Design
Advertiser: Insight Marketing Design
Title: Launch Game
Contributors:
 Doug Moss, Creative Director
 Candy Van Dam, Client Service Director
 Clara Jacobs, Creative Service Director
 Kari Geraets, Production Manager
 Jill Smith, Designer/Web Developer
 Ben Hodgins, Senior Designer
 Kristene Watkins, Designer
 Matthew Muldoon, Broadcast Producer
 Mel Peterson, Senior Client Service Executive
 Alicia Schumacher, Media Buyer
 Ashleigh Walton, Client Service Assistant
 Brandon Tilus, Interactive Strategist

Award: Silver ADDY® Award and Special Judges Award - Best Printing
Entrant: FAME
Advertiser: FAME
Title: FAME Open House Invitation
Contributors:
 Bruce Edwards, Creative Director

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ADVERTISING INDUSTRY SELF-PROMOTION

Eric Weiss, Design Director
Sam Soulek, Designer

71 A Self-Promotion, Campaign

Award: Silver ADDY® Award
Entrant: HatlingFlint
Advertiser: HatlingFlint
Title: HatlingFlint Circus Posters
Contributors:
Jeff Reed, Illustrator

ELEMENTS OF ADVERTISING

72 Logo

Award: Silver ADDY® Award
Entrant: Fresh Produce
Advertiser: POET
Title: POET Tree
Contributors:
Sharon Knoll, Fresh Produce
Eva Hofer, Fresh Produce
Ted Heeren, Fresh Produce
Rebecca Sevensing, POET

73 A Illustration

Award: Gold ADDY® Award
Entrant: BarrieD'RozarioMurphy
Advertiser: United Airlines
Title: Kinda, sorta flat
Contributors:
James Zucco, Art Director
Brian Lambert, Art Director
Nicoletta Ceccoli, Artist
Phil Calvit, Copywriter
Stuart D'Rozario, Creative Director
Bob Barrie, Creative Director
Kim Witczak, Producer
Michael Waite, Producer

Award: Silver ADDY® Award
Entrant: Insight Marketing Design
Advertiser: Sioux Empire Community Theatre
Title: Enjoy the Scenery Illustration
Contributors:
Doug Moss, Creative Director

73 B Illustration, Campaign

Award: Gold ADDY® Award
Entrant: BarrieD'RozarioMurphy
Advertiser: United Airlines
Title: Chicago Bears at Solider Field
Contributors:
James Zucco, Art Director
Mark Ulriksen, Artist
Phil Calvit, Copywriting
Stuart D'Rozario, Creative Director
Bob Barrie, Creative Director
Kim Witczak, Producer

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ELEMENTS OF ADVERTISING

Michael Waite, Producer

Award: Gold ADDY® Award
Entrant: BarrieD'RozarioMurphy
Advertiser: United Airlines
Title: International Premium Travel Experience
Contributors:
 James Zucco, Art Director
 Brian Lambert, Art Director
 Stefano Morri, Artist
 Jaime Zollars, Artist
 Haydn Cornner, Artist
 Phil Calvit, Copywriter
 Stuart D'Rozario, Creative Director
 Bob Barrie, Creative Director
 Kim Witczak, Producer
 Michael Waite, Producer

74 C Photography, Digitally Enhanced

Award: Silver ADDY® Award
Entrant: Thuen Design
Advertiser: Fargodome
Title: ACDC Gift Item
Contributors:
 Scott Thuen, Photography, Design

74 D Photography, Campaign

Award: Silver ADDY® Award
Entrant: Flint Communications
Advertiser: American Crystal Sugar Company
Title: American Crystal Sugar Company 'Sold on Sugar' Photography Campaign
Contributors:
 American Crystal Sugar Company,
 Flint Communications,

76 A Music Only

Award: Silver ADDY® Award
Entrant: BarrieD'RozarioMurphy
Advertiser: United Airlines
Title: Heart
Contributors:
 James Zucco, Art Director
 Dan Mackaman, Copywriter
 Stuart D'Rozario, Creative Director
 Bob Barrie, Creative Director
 Jamie Caliri, Director
 Trivers & Myers, Musical Arrangement
 Holly Stone, Producer
 Jack Steinmann, Producer
 Ken Chastain, Producer

Award: Silver ADDY® Award
Entrant: BarrieD'RozarioMurphy
Advertiser: United Airlines
Title: Sea Orchestra
Contributors:
 James Zucco, Art Director
 Phil Calvit, Copywriter
 Stuart D'Rozario, Creative Director

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ELEMENTS OF ADVERTISING

Bob Barrie, Creative Director
Shy The Sun, Director
Trivers & Myers, Musical Arrangement & Production
Holly Stone, Producer
Jack Steinmann, Producer
Ken Chastain, Sound

STUDENT ADDY Categories

S01 A Packaging

Award: Student Silver ADDY®
Entrant: Allison Snider
Advertiser: Central Lakes College
Title: Restless
Contributors:

Award: Student Silver ADDY®
Entrant: Kristi Korver
Advertiser: South Dakota State University
Title: Sock Pets Bunny and Puppy Packaging
Contributors:

Award: Student Silver ADDY®
Entrant: Jill Roberts
Advertiser: University of Wisconsin Stevens Point
Title: COBRA
Contributors:

S02 A Stationery Package

Award: Student Gold ADDY®
Entrant: Alex Ehlen
Advertiser: Minnesota State University Moorhead
Title: Maven Bicycles Stationary System
Contributors:

S02 B Brochure

Award: Student Gold ADDY®
Entrant: Caryn Ann Bendrick
Advertiser: Madison Area Technical College
Title: URBN 2009 Annual Report: New Terrain
Contributors:

Award: Student Silver ADDY®
Entrant: Amy Colgan
Advertiser: South Dakota State University
Title: Type & Rhythm
Contributors:

S02 C Poster

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STUDENT ADDY Categories

Award: Student Silver ADDY®
Entrant: Kendall Tvrdik
Advertiser: Alexandria Technical College
Title: Oxymoron Poster
Contributors:

Award: Student Silver ADDY®
Entrant: Cindy L. Strande
Advertiser: SDSU
Title: Project Green
Contributors:

S05 Non-Traditional Advertising

Award: Student Gold ADDY®
Entrant: Kristi Korver
Advertiser: South Dakota State University
Title: Guerrilla Marketing, Opening Day of a Shoegami Store
Contributors:

Award: Student Silver ADDY®
Entrant: Melissa Hoots
Advertiser: Minot State University
Title: Coffee Zines
Contributors:

Award: Student Silver ADDY®
Entrant: Ryan Gage
Advertiser: University of Sioux Falls
Title: Senior Art Show Coaster Promotion
Contributors:

S06 A Single Consumer / Trade Magazine

Award: Student Gold ADDY®
Entrant: Dana Lund Rice
Advertiser: MATC
Title: FTD Floral Magazine Spread
Contributors:
 Dana Lund Rice, Graphic Designer

Award: Student Gold ADDY®
Entrant: Laura Anderson
Advertiser: Miami Ad School
Title: Grenade
Contributors:

Award: Student Silver ADDY®
Entrant: Rachael Petersen
Advertiser: MATC
Title: Chuck Taylor magazine ad
Contributors:
 Carol Moretti, Instructor

S06 B Magazine Campaign

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STUDENT ADDY Categories

Award: Student Gold ADDY®
Entrant: Allison Snider
Advertiser: Central Lakes College
Title: Grade A Vegetables
Contributors:

Award: Student Gold ADDY® and Student BEST OF SHOW ADDY®
Entrant: Laura Anderson
Advertiser: Miami Ad School
Title: Inspire Design
Contributors:

Award: Student Silver ADDY®
Entrant: Alec Winmill
Advertiser: Minnesota State Univ Moorhead
Title: Walmart "College Student" Campaign
Contributors:
Alec Winmill, Designer/Copywriter

S09 A Cover

Award: Student Silver ADDY®
Entrant: Bart Engelstad
Advertiser: Alexandria Technical College
Title: The Heroin Diaries Book Cover
Contributors:

S09 B Editorial Spread

Award: Student Silver ADDY®
Entrant: Tyler Kracht
Advertiser: Alexandria Technical College
Title: Shaun Zitzmann Interview
Contributors:

S12 Mixed Media Campaign

Award: Student Gold ADDY® and Special Judge's Award - Best Design
Entrant: Andrew Petersen
Advertiser: Alexandria Technical College
Title: Seedling
Contributors:

S15 A Photography

Award: Student Gold ADDY®
Entrant: Jamie Mulligan
Advertiser: Central Lakes College
Title: T-Bone Two Step
Contributors:
Jeremy Manstrom , Trombone Player

Award: Student Silver ADDY®
Entrant: Sara Hennen
Advertiser: Central Lakes College
Title: ENDURANCE
Contributors:
SARA HENNEN, PHOTOGRAPHER

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STUDENT ADDY Categories

Award: Student Silver ADDY®

Entrant: Jamie Mulligan

Advertiser: Central Lakes College

Title: Who's Who

Contributors:

Mike Mulligan, Model

Award: Student Silver ADDY®

Entrant: Drew Weinstein

Advertiser: Edgewood College

Title: Good Times

Contributors:

Award: Student Silver ADDY®

Entrant: Drew Weinstein

Advertiser: Edgewood College

Title: Morning Blend

Contributors: