

09 District Nine

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SALES PROMOTION

03 C Trade Show Exhibit

Award: Gold ADDY® Award
Entrant: Two Rivers Marketing
Advertiser: Volvo Construction Equipment
Title: CONEXPO Tradeshow Booth
Contributors:
 Volvo CE Team, Volvo CE Team

04 Video Sales Presentation

Award: Silver ADDY® Award
Entrant: The Meyocks Group
Advertiser: Farm Credit Services of America
Title: Farm Credit Services of America Brand Video
Contributors:
 The Meyocks Group, Farm Credit Services of America

Award: Silver ADDY® Award
Entrant: AKC Marketing
Advertiser: Becker Underwood
Title: Becker Underwood Sustainability Initiative, Vault HP Video
Contributors:
 Brent Thomsen, Creative Director
 Jim Oglesby, COO & Chief Creative Officer
 Jamie Bagenstos, Account Director

COLLATERAL MATERIAL

05 A Stationery Package

Award: Gold ADDY® Award
Entrant: Trilix
Advertiser: Polk County Housing Trust Fund
Title: Polk County Housing Trust Fund ID Package
Contributors:
 Trilix, -

06 B Annual Report, Color

Award: Silver ADDY® Award
Entrant: The Meyocks Group
Advertiser: Farm Credit Services of America
Title: Farm Credit Services of America Annual Report
Contributors:
 The Meyocks Group, Farm Credit Services of America

07 B Brochure, Color

Award: Silver ADDY® Award
Entrant: The Integer Group
Advertiser: Pella Windows & Doors
Title: Pella - Architect Series Literature
Contributors:
 Tom Kettler, Sr. VP Exec. Creative Director
 Dave Bergeron, Creative Director
 Alesha Hartin, Sr. Art Director
 Jason Menken, Asst. Account Executive
 Christine Polson, Account Supervisor
 Wendy Lyons, Copy Lead

Award: Silver ADDY® Award
Entrant: Two Rivers Marketing
Advertiser: Dubuque Telegraph Herald
Title: Telegraph Herald Ad Sales Tool
Contributors:

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COLLATERAL MATERIAL**07 B Brochure, Color**

DTH team, DTH team

Award: Silver ADDY® Award**Entrant:** Red Dot**Advertiser:** Ruan**Title:** Ruan Capabilities Brochure**Contributors:**

Red Dot, Ruan Creative Team

08 D Magazine Design**Award:** Gold ADDY® Award**Entrant:** ITAGroup, Inc.**Advertiser:** ITAGroup, Inc.**Title:** Driven Magazine**Contributors:**Amber Baker, Graphic Designer
Mark True, Writer, Corporate Marketing Specialist
Garner Printing, Printer
Megan Rold, Specifications Consultant**08 E Book Design****Award:** Silver ADDY® Award**Entrant:** Eight Seven Central**Advertiser:** Badowers**Title:** Badowers Look Book**Contributors:**Adam Ferry, Designer
John Solarz, Designer
Garrett Cornelison, Photographer
Justin Meyer, Designer
Samantha Gratton, Copy Editor**09 A Poster****Award:** Gold ADDY® Award**Entrant:** BASEMINT**Advertiser:** Mohawk Paper Company & Field Paper Company**Title:** Mohawk Paper Poster**Contributors:**Andrew Maahs, Designer
Kelly Bittner, Designer
Gretchen Westdal, Writer**Award:** Silver ADDY® Award**Entrant:** Red Dot**Advertiser:** Downtown Community Alliance**Title:** Lunch Unplugged Poster**Contributors:**

Red Dot, DCA Creative Team

09 B Poster Campaign**Award:** Silver ADDY® Award**Entrant:** Cooper Smith and company**Advertiser:** Downtown Community Alliance**Title:** Downtown Des Moines Farmers' Market Posters**Contributors:**Sally Cooper Smith, Creative Director
Robin Wastenev, Art Director
Amy Baker, Director of Marketing & Communications

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COLLATERAL MATERIAL**10 B Special Event Invitation**

Award: Gold ADDY® Award
Entrant: Saturday Mfg.
Advertiser: Master Builders of Iowa
Title: Celebration of a Century Invitation
Contributors:
 Gina Adam, Foreman
 Scott Lewellen, Foreman
 Brian Sauer, Foreman
 Annie Fuhrman, Machinist
 Jack Randleman, Apprentice

10 C Special Event Announcement

Award: Silver ADDY® Award
Entrant: ITAGroup, Inc.
Advertiser: Kum&Go
Title: 2012 Western Caribbean Cruise Announcement
Contributors:
 Cari Fairchild, Graphic Designer
 Sarah Lepert, Copywriter
 Melissa Stenson, Program Manager

10 D Special Event Campaign

Award: Gold ADDY® Award
Entrant: ITAGroup, Inc.
Advertiser: ITAGroup, Inc.
Title: ITAGroup President's Club 2011 Final Mailing
Contributors:
 Zak Sheeder, Graphic Designer
 Rhiannon Nagy, Copywriter
 Beth Purdy, Program Associate

DIRECT MARKETING**11 A Direct, B-to-B or Consumer**

Award: Gold ADDY® Award
Entrant: Saturday Mfg.
Advertiser: Royale Concrete
Title: Smooth Process
Contributors:
 Gina Adam, Foreman
 Scott Lewellen, Foreman
 Brian Sauer, Foreman
 Annie Fuhrman, Machinist

Award: Silver ADDY® Award
Entrant: Saturday Mfg.
Advertiser: White Pole Road
Title: Another Curious Story Postcard Packet
Contributors:
 Gina Adam, Foreman
 Scott Lewellen, Foreman
 Brian Sauer, Foreman
 Annie Fuhrman, Machinist

11 B Direct, B-to-B or Consumer

Award: Silver ADDY® Award
Entrant: Two Rivers Marketing
Advertiser: Crenlo
Title: Crenlo Egg USB Mailer
Contributors:

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DIRECT MARKETING**11 B Direct, B-to-B or Consumer**

Crenlo Team, Crenlo Team

13 A Specialty Advertising**Award:** Silver ADDY® Award**Entrant:** Two Rivers Marketing**Advertiser:** Vermeer Manufacturing**Title:** Vermeer Piercing Tool T-Shirt**Contributors:**

Vermeer Team, Vermeer Team

CONSUMER OR TRADE PUBLICATION**21 B Consumer/Trade, Fractional Page, Color****Award:** Silver ADDY® Award**Entrant:** Saturday Mfg.**Advertiser:** Des Moines University**Title:** Boo-boos, Slivers and Neuroplasticity**Contributors:**

Gina Adam, Foreman

Scott Lewellen, Foreman

Brian Sauer, Foreman

22 B Consumer/Trade, Full Page, Color**Award:** Silver ADDY® Award**Entrant:** Red Dot**Advertiser:** Ruan**Title:** DCC Ad**Contributors:**

Red Dot, Ruan Creative Team

Award: Silver ADDY® Award**Entrant:** Red Dot**Advertiser:** Ruan**Title:** Dairy Ad**Contributors:**

Red Dot, Ruan Creative Team

24 B Consumer/Trade Campaign, Color**Award:** Silver ADDY® Award**Entrant:** The Integer Group**Advertiser:** International Paper**Title:** Hammermill Paper Trade Campaign**Contributors:**

Tom Kettler, Sr. VP Exec. Creative Director

Juli Magnusson, VP Creative Director

Patti Griffith, Group Account Director

Brian Brombaugh, Sr. Art Director

Barb Hanson, Account Supervisor

Guy Tensen, Senior Digital Imaging Artist

Award: Silver ADDY® Award**Entrant:** Red Dot**Advertiser:** Ruan**Title:** Ruan Ad Campaign**Contributors:**

Red Dot, Ruan Creative Team

NEWSPAPER**24 B Consumer/Trade Campaign, Color**

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NEWSPAPER**26 B Newspaper, Fractional Page, Color**

Award: Silver ADDY® Award
Entrant: Saturday Mfg.
Advertiser: Des Moines University
Title: Mac & Cheese, Pizza and Genetically Modified Foods
Contributors:
 Gina Adam, Foreman
 Scott Lewellen, Foreman
 Brian Sauer, Foreman

28 B Newspaper, Spread, Color

Award: Silver ADDY® Award
Entrant: Red Dot
Advertiser: Downtown Community Alliance
Title: Door Ad
Contributors:
 Red Dot, DCA Creative Team

30 B Newspaper Campaign, Color

Award: Silver ADDY® Award
Entrant: Strategic America
Advertiser: NCMIC
Title: Professional Solutions
Contributors:
 Strategic Americans, Strategic Americans

Award: Silver ADDY® Award
Entrant: The Meyocks Group
Advertiser: Hy-Vee
Title: Hy-Vee Triathlon Icons Newspaper
Contributors:
 The Meyocks Group, Hy-Vee Team

INTERACTIVE MEDIA**32 A Website, B-to-B Flash, Products**

Award: Silver ADDY® Award
Entrant: Performance Marketing
Advertiser: Terex Construction
Title: Terex Reality Check Microsite
Contributors:
 Paul Richards, Art Director
 Camille Wolfe, Copy
 Jeff Regenold, Illustration
 Ryan Albers, Account Director

33 A Website, B-to-B HTML, Products

Award: Gold ADDY® Award
Entrant: The Meyocks Group
Advertiser: Firestone Agricultural Tire
Title: Firestone Website
Contributors:
 The Meyocks Group, Firestone Ag Team

33 C Website, B-to-B HTML, Services

Award: Silver ADDY® Award
Entrant: Flying Hippo Web Technologies
Advertiser: The Weitz Company
Title: Weitz Company Website
Contributors:
 Scott Helms, Art Director

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INTERACTIVE MEDIA**33 C Website, B-to-B HTML, Services**

Ryan Rogness, Interactive Art Director
 Jorunn Musil, Designer
 Kevin VandeKrol, Project Manager/Developer
 Justin Bell, Developer

36 H Mobile Apps

Award: Silver ADDY® Award
Entrant: The Integer Group
Advertiser: Iowa Tourism
Title: Iowa Wine & Beer iPhone App
Contributors:

Tom Kettler, Sr. VP Exec. Creative Director
 Dick Holthaus, VP Account Director
 Dan Hellerich, Web Developer
 Nickelle Stevens, PR Account Supervisor
 Jeff Warren, Creative Director
 Tony Takla, Digital Services Director
 Casey Fluegge, Sr. Copywriter
 Jody O'Neill, Sr. Studio Designer
 Joel Brewer, Digital Account Executive
 Brian Hanson, Art Director
 Patti Griffith, Group Account Director

TELEVISION**47 A National TV, Consumer Products**

Award: Gold ADDY® Award
Entrant: ZLRIGNITION
Advertiser: Beam Industries
Title: Dust Bunnies TV
Contributors:

Bob Delsol, Creative Director
 Travis Ludwig, Associate Creative Director
 Carolina Arentsen, Illustrator
 Kelly Konz, Account Supervisor
 Applied Art and Technology, Production

47 B National TV, Consumer Outlets

Award: Gold ADDY® Award
Entrant: The Integer Group
Advertiser: Carpet One
Title: Carpet One Spillabration TV
Contributors:

Tom Kettler, Sr. VP Exec. Creative Director
 Jana Erickson, Creative Director
 Kent Fieldsend, VP Creative Director
 Kimberly Bilstad, Account Executive
 Joni Breese, Art Director
 Casey Fluegge, Sr. Copywriter
 Al Tramontina, Exec. VP, CMO
 Rebekah Kentfield, Account Executive

Award: Silver ADDY® Award
Entrant: The Meyocks Group
Advertiser: Hy-Vee
Title: Hy-Vee Curtis Stone "Chili" TV
Contributors:

The Meyocks Group, Hy-Vee Team

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TELEVISION**48 B National TV Campaign**

Award: Silver ADDY® Award
Entrant: The Meyocks Group
Advertiser: Hy-Vee
Title: Hy-Vee Curtis Stone TV
Contributors:
 The Meyocks Group, Hy-Vee Team

MIXED/MULTIPLE MEDIA**52 Mixed-Media, National B-to-B**

Award: Gold ADDY® Award
Entrant: Red Dot
Advertiser: Ruan
Title: Ruan Brand Campaign
Contributors:
 Red Dot, Ruan Creative Team

53 Mixed-Media, Local Consumer

Award: Gold ADDY® Award
Entrant: Eight Seven Central
Advertiser: Badowers
Title: Badowers Re-Branding Campaign
Contributors:
 Adam Ferry, Designer
 John Solarz, Designer
 Garrett Cornelison, Photographer
 Justin Meyer, Designer

Award: Silver ADDY® Award
Entrant: BASEMINT
Advertiser: Iowa Brewer's Guild
Title: Craft Brew Fest Event Materials
Contributors:
 Andrew Maahs, Designer
 Kelly Bittner, Designer
 Gretchen Westdal, Writer

Award: Silver ADDY® Award and Special Judges Award - Copywriting
Entrant: Red Dot
Advertiser: Downtown Community Alliance
Title: DCA Brand Campaign
Contributors:
 Red Dot, DCA Creative Team

54 Mixed-Media, National Consumer

Award: Silver ADDY® Award
Entrant: The Integer Group
Advertiser: Allsteel
Title: Allsteel - Gather Campaign
Contributors:
 Tom Kettler, Sr. VP Exec. Creative Director
 Lisa Niebuhr, Creative Director
 Nikki Sanders, Art Director
 Brian Brombaugh, Sr. Art Director
 Molly Spain, Art Lead
 Barb Hanson, Account Supervisor
 Patti Griffith, Group Account Director
 Guy Tensen, Sr. Digital Imaging Artist
 Jody O'Neill, Sr. Studio Designer

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MIXED/MULTIPLE MEDIA**54 Mixed-Media, National Consumer**

Award: Silver ADDY® Award
Entrant: Trilix
Advertiser: Iowa State Fair
Title: Iowa State Fair 2010 Campaign
Contributors:
 Trilix, -

ADVERTISING FOR THE ARTS & SCIENCES**57 A Arts, TV**

Award: Silver ADDY® Award
Entrant: Trilix
Advertiser: Science Center of Iowa
Title: SCI TV
Contributors:
 Trilix, -
 Applied Art & Technology, -

57 D Arts, Interactive

Award: Gold ADDY® Award and Special Judges Award - Interactive
Entrant: QA Graphics
Advertiser: World Food Prize
Title: World Food Prize Energy Efficiency Education Dashboard
Contributors:
 Marisa Kuha , Digital Graphic Designer
 Diana Hall , Flash Designer & Developer
 none,
 , none

Award: Silver ADDY® Award
Entrant: Eight Seven Central
Advertiser: Greater Des Moines Public Art Foundation
Title: Public Art Foundation Website
Contributors:
 Justin Meyer, Designer
 John Solarz, Designer

61 A Arts, Campaign

Award: Gold ADDY® Award and BEST OF SHOW ADDY®
Entrant: Trilix
Advertiser: Science Center of Iowa
Title: SCI ADs Series
Contributors:
 Trilix, -

PUBLIC SERVICE**62 E Public Service, Poster**

Award: Gold ADDY® Award
Entrant: ZLRIGNITION
Advertiser: Iowa Dept. of Public Health - Substance Abuse Division
Title: Bottle Caps Poster
Contributors:
 Bob Delsol, Creative Director
 Tony Lieb, Senior Art Director
 Lou Laurent, Copywriter
 Kelly Konz, Account Supervisor
 Nick Grant, Account Manager

62 E Public Service, Poster

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PUBLIC SERVICE**64 A Public Service, TV**

Award: Gold ADDY® Award
Entrant: ZLRIGNITION
Advertiser: Iowa Dept. of Public Health - Substance Abuse Division
Title: Bottle Caps TV
Contributors:
 Bob Delsol, Creative Director
 Tony Lieb, Senior Art Director
 Lou Laurent, Copywriter
 Kelly Konz, Account Supervisor
 Nick Grant, Account Manager
 Applied Art and Technology, Production

64 D Public Service, Interactive

Award: Silver ADDY® Award
Entrant: The Integer Group
Advertiser: Children's Cancer Connection
Title: Children's Cancer Connection - Holiday Card Website
Contributors:
 Tom Kettler, Sr. VP Exec. Creative Director
 Andy Cusack, Art Director
 Chaz Decker, Digital Art Director
 Sam Holman, Account Executive
 Patrick Baker, Account Executive
 Casey Fluegge, Sr. Copywriter

65 Public Service, Out-of-Home

Award: Gold ADDY® Award
Entrant: ZLRIGNITION
Advertiser: Iowa Dept. of Public Health - Substance Abuse Division
Title: Bottle Caps Outdoor
Contributors:
 Bob Delsol, Creative Director
 Tony Lieb, Senior Art Director
 Lou Laurent, Copywriter
 Kelly Konz, Account Supervisor
 Nick Grant, Account Manager

68 B Public Service, Mixed Media Campaign

Award: Gold ADDY® Award
Entrant: ZLRIGNITION
Advertiser: Iowa Dept. of Public Health - Substance Abuse Division
Title: Bottle Caps Campaign
Contributors:
 Bob Delsol, Creative Director
 Tony Lieb, Senior Art Director
 Lou Laurent, Copywriter
 Kelly Konz, Account Supervisor
 Nick Grant, Account Manager
 Applied Art and Technology, Production

ADVERTISING INDUSTRY SELF-PROMOTION**69 A Self-Promotion, Collateral**

Award: Gold ADDY® Award
Entrant: Saturday Mfg.
Advertiser: AAF of Des Moines
Title: GRIT Poster
Contributors:
 Gina Adam, Foreman
 Scott Lewellen, Foreman

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ADVERTISING INDUSTRY SELF-PROMOTION**69 A Self-Promotion, Collateral**

Brian Sauer, Foreman
Annie Fuhrman, Machinist

69 G Self-Promotion, Interactive

Award: Gold ADDY® Award
Entrant: Red Dot
Advertiser: Red Dot
Title: Red Dot Website
Contributors:
Red Dot, Red Dot Creative Team

69 I Self-Promotion, Non-Traditional

Award: Silver ADDY® Award
Entrant: Eight Seven Central
Advertiser: Eight Seven Central
Title: Employee of the Month
Contributors:
Garrett Cornelison, Designer
Adam Ferry, Designer

69 J Self-Promotion, Direct

Award: Silver ADDY® Award
Entrant: Trilix
Advertiser: Trilix
Title: Trilix Summer 'Butter Cow' Mailer
Contributors:
Trilix, -

69 K Self-Promotion, Invitation

Award: Gold ADDY® Award
Entrant: Trilix
Advertiser: Trilix
Title: Trilix 'End of the Year Cheer'
Contributors:
Trilix, -

71 B Self-Promotion, Mixed Media Campaign

Award: Silver ADDY® Award
Entrant: Innova Ideas & Services
Advertiser: AAF – Des Moines
Title: 2010 Addy Awards Campaign
Contributors:
Patrick Snyder, Graphic Designer
David Svoboda, Interactive Media Designer II
Tony Thrush, Creative Director
Shae Coffman, Copywriter
Sarah Jost, Account Manager

ELEMENTS OF ADVERTISING**72 Logo**

Award: Gold ADDY® Award
Entrant: Eight Seven Central
Advertiser: The Cheese Shop
Title: The Cheese Shop Logo
Contributors:
John Solarz, Designer
Adam Ferry, Designer

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ELEMENTS OF ADVERTISING**72 Logo**

Award: Gold ADDY® Award
Entrant: ZLRIGNITION
Advertiser: Iowa Public Radio
Title: IPR Program Logos
Contributors:
 Bob Delsol, Creative Director
 Travis Ludwig, Associate Creative Director
 Tony Lieb, Senior Art Director
 Bill Brewer, VP, Public Relations

Award: Silver ADDY® Award
Entrant: Strategic America
Advertiser: Iowa Finance Authority
Title: IFA Logo
Contributors:
 Strategic Americans, Strategic Americans

Award: Silver ADDY® Award
Entrant: Innova Ideas & Services
Advertiser: American Eco Boilers
Title: American Eco Boilers Logo
Contributors:
 Justin Strodman, Account Executive
 Angela Schuman, Senior Graphic Designer
 Corey Johnson, Assistant Director of Copywriting/Digital
 Sam Schill, Senior Business Development Executive

73 B Illustration, Campaign

Award: Silver ADDY® Award
Entrant: AKC Marketing
Advertiser: Latham Hi-Tech Seeds
Title: Latham Hi-Tech Seeds Freedom of Independence Ride
Contributors:
 Brent Thomsen, Creative Director
 Jim Oglesby, COO & Chief Creative Officer
 Leslie Maynes, Public Relations Director

Award: Silver ADDY® Award
Entrant: Red Dot
Advertiser: Iowa Homeless Youth Centers
Title: Reggies Illustrations
Contributors:
 Red Dot, IHYC Creative Team

74 A Photography, Black and White

Award: Silver ADDY® Award
Entrant: Prairie Meadows
Advertiser: Prairie Meadows
Title: Another Side of Prairie Meadows
Contributors:
 Prairie Meadows Marketing Team , Prairie Meadows

75 A Special Effects, Video or Film

Award: Silver ADDY® Award
Entrant: QA Graphics
Advertiser: Iowa Speedway
Title: Fuel Injector 3D/Animation for Indy 250 Commercial
Contributors:
 Marc Emmert, 3D Developer

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ELEMENTS OF ADVERTISING

75 A Special Effects, Video or Film

STUDENT ADDY Categories

S08 D Social Media

Award: Student Gold ADDY®

Entrant: Justin Lobaito and Lucas Droessler

Advertiser: Iowa State University

Title: Heineken - Tag Your Taxi

Contributors:

Justin Lobaito, Student

Lucas Droessler, Student

S12 A Logo

Award: Student Gold ADDY®

Entrant: Kathleen Moore

Advertiser: Drake University

Title: Branching Out Florist Logo

Contributors:

S12 E Digitally Enhanced Photography

Award: Student Silver ADDY®

Entrant: Monica Worsley

Advertiser: Drake University

Title: All our campus in a flower

Contributors:

Monica Worsley, student