

The Creative Spirit of Advertising

2006

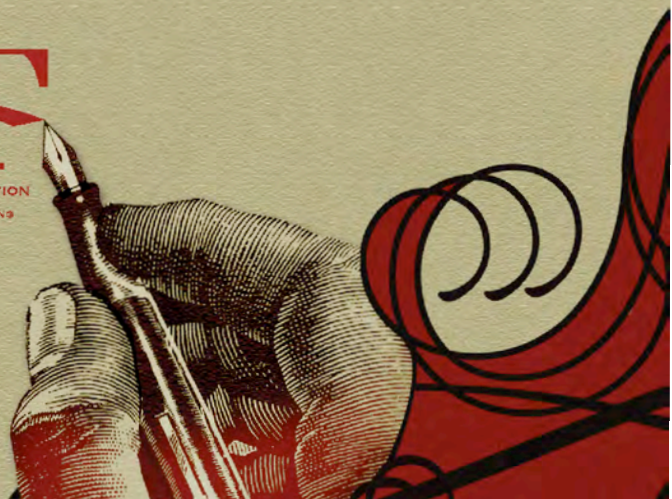
ADDY

Awards

AAF

AMERICAN ADVERTISING FEDERATION  
THE UNIFYING VOICE FOR ADVERTISING

 spectrum  
group  
productions







Congratulations to the winners of the 2006 ADDY® Awards. Your journey, which began as one of 58,000 entries in our local competitions, demonstrates the uniqueness of the most representative and challenging advertising competition.

The ADDY® Awards honors excellence in advertising and cultivates the highest creative standards in the industry. Surviving 3 rigorous rounds of judging by some of the toughest critics, other creatives, proves that the ADDY® Awards are arguably the toughest competition in the world.

We salute and congratulate the winners for their dedication to excellence and their resultant award-winning efforts.

We thank all of the entrants. Your participation is vital to the success of the competition. And because of you, the ADDY® Awards and the AAF can continue to unite local and national creative recognition.

Enjoy!

Mark Tuttsel  
2006 Jury Chair





## International Best of Show

### Television

#### 48 Local TV Campaign

*Entrant:* TAXI Canada

*Advertiser:* Pfizer Canada Inc.

*Title:* Golf / Office / Coach /  
Elevator

#### CONTRIBUTORS

Zak Mroueh, Executive Creative  
Director

Lance Martin, Associate Creative  
Director

Ron Smrczek, Art Director

Irfan Khan, Writer

Jennifer Mete, Agency Producer  
Partners Film Co, Production  
House

Joachim Back, Director

Gigi Realini, Executive Producer

Link York, Producer

Joaquin Baca-Asay,

Cinematographer

Mick Griffin, Editor

The Eggplant, Music



*Microsoft XBOX 360 / McCann-Erickson*

## Best of Show

### Regional/National Television

#### 50 0 Entertainment/Lotteries

*Entrant:* McCann-Erickson

*Advertiser:* Microsoft XBOX 360

*Title:* Jump Rope

#### CONTRIBUTORS

Scott Duchon, Creative Director/  
Copywriter

Geoff Edwards, Creative Director/  
Art Director

John Boiler, 72 and Sunny Cre-  
ative Director

Glenn Cole, 72 and Sunny Creative  
Director

David Verhoef, Agency Producer

Frank Budgen, Director

Gorgeous Enterprises, Production  
Company

Anonymous Content, Production  
Company

Rock Paper Scissors, Editing  
Company



*Pfizer Canada Inc.  
TAXI Canada*





## Mosaic Award

Regional/National Television

**50 O Entertainment/Lotteries**

*Entrant:* McCann-Erickson

*Advertiser:* Microsoft XBOX 360

*Title:* Jump Rope

### CONTRIBUTORS

Scott Duchon, Creative Director/  
Copywriter

Geoff Edwards, Creative Director/  
Art Director

John Boiler, 72 and Sunny Cre-  
ative Director

Glenn Cole, 72 and Sunny Creative  
Director

David Verhoef, Agency  
Producer

Frank Budgen,  
Director

Gorgeous Enterprises,  
Production Company

Anonymous Content,  
Production Company

Rock Paper Scissors,  
Editing Company

## Student Best of Show

Trade or Consumer  
Magazine Ad

**S05 B Campaign**

*Entrant:* Grant Minnis, Miami Ad  
School

*Advertiser:* Class Project

*Title:* Vespa Card Insert

### CONTRIBUTORS

Grant Minnis, Art Director

Javier Castillo, Instructor



Grant Minnis  
Miami Ad School



## Student Special Judges Award for Design

Sales Promotion

**S01 A Packaging**

*Entrant:* Cristina Schuett, Art  
Center College of Design

*Advertiser:* Class Project

*Title:* Treat Skincare & Cosmetics  
Packaging

### CONTRIBUTORS

Cristina Schuett,

Creative Director/Designer

Carla Barr, Advisor



Treat Skincare & Cosmetics Packaging/Cristina Schuett



## Sales Promotion

### Product or Service Sales Presentation

#### 01 A Catalog

#### GOLD ADDY® AWARD

Entrant: SVH Group

Advertiser: Wolverine World Wide

Title: Legendary RAW Collection

#### CONTRIBUTORS

Wolverine World Wide, Creative Department

### Product or Service Sales Presentation

#### 01 B Sales Kits of Product Information Sheets

#### GOLD ADDY® AWARD

Entrant: Hard Rock Worldwide Headquarters

Advertiser: Hard Rock Hotel and Casinos

Title: Hard Rock Hotel Investor Book

#### CONTRIBUTORS

Linda Brotherton, Art Direction and Graphic Design  
Claudia Blum, Production  
Fidelity Press, Printing  
Pina Zangaro, Binding

### Product or Service Sales Presentation

#### 01 D Menu

#### SILVER ADDY® AWARD

Entrant: TOKY Branding+Design

Advertiser: J Buck's Restaurant

Title: J Buck's Restaurant Menu

#### CONTRIBUTORS

Eric Thoelke, Principal & Creative Director  
Katy Fischer, Senior Designer  
Geoff Story, Photographer

### Product or Service Sales Presentation

#### 01 E Campaign

#### GOLD ADDY® AWARD

Entrant: LatinWorks

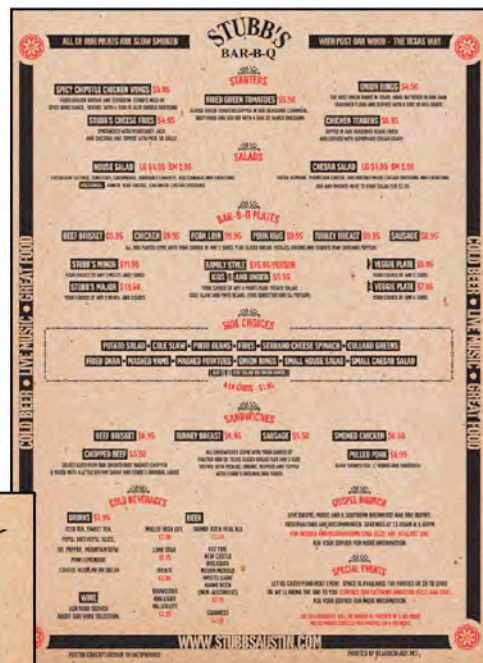
Advertiser: Stubb's Restaurant

Title: Stubb's Menu/Poster

#### CONTRIBUTORS

Keith Etter, Art Director

Stubb's Menu/Poster  
LatinWorks



### Packaging

#### 02 A Single Unit

#### SILVER ADDY® AWARD

Entrant: MARCA

Advertiser: IDT

Title: Ingles Para Hoy

#### CONTRIBUTORS

Armando Hernandez, Chief Creative Officer  
Zorayma Guevara, Design Director  
Tachi Llamas, Designer  
Paco Escamez, Sr. Copywriter  
Mari Provi Florez, Account Director  
Dane Buxbaum, Print Producer



Wolverine World Wide / SVH Group



*Packaging*  
**O2 C Campaign**

### **SILVER ADDY® AWARD**

*Entrant:* McGarrah/Jessee  
*Advertiser:* Whataburger  
*Title:* Whataburger Tray Liner Campaign

#### **CONTRIBUTORS**

Michael Anderson, Art Director  
Brooks Jackson, Writer  
James Mikus, Creative Director  
Dane Buxbaum, Print Producer

### **SILVER ADDY® AWARD**

*Entrant:* Green Tea  
*Advertiser:* Sencha  
*Title:* Sencha Tins

#### **CONTRIBUTORS**

Karen Kwan, Art Director  
Jonna Rossi, Art Director

*Point of Purchase (POP)*  
**O3 A Counter Top or Attached**

### **GOLD ADDY® AWARD**

*Entrant:* PUSH  
*Advertiser:* Tijuana Flats  
*Title:* Burrito - Gift Cards Are Just Easier - POP - Tijuana

#### **CONTRIBUTORS**

Chris Robb, Creative Director  
Ron Boucher, Art Director  
Bree Adamson, Copywriter  
Corey Miller, Photographer

*Kodak*  
*Ogilvy & Mather*

### **SILVER ADDY® AWARD**

*Entrant:* Barkley Evergreen & Partners  
*Advertiser:* Original Juan  
*Title:* Original Juan Shelf Dangler

#### **CONTRIBUTORS**

Ai Osada, Art Director  
Craig Neuman, Creative Director  
Garrett Street, Copywriter  
Judy Doyle, Print Production  
Dane Buxbaum, Print Producer

### **SILVER ADDY® AWARD**

*Entrant:* Door Number 3  
*Advertiser:* Camp Lilly May School for the Deaf  
*Title:* Camp Lilly May

#### **CONTRIBUTORS**

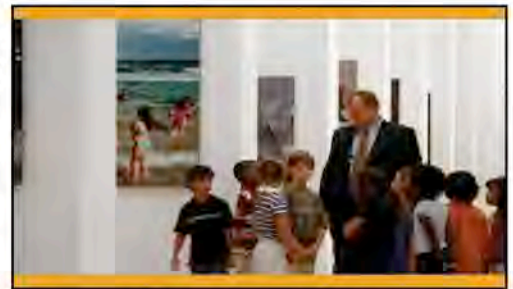
Prentice Howe, Creative Director  
Shaun Bruce, Art Director  
Shaun Bruce, Copywriter

*Point of Purchase (POP)*  
**O3 B Free Standing**

### **SILVER ADDY® AWARD**

*Entrant:* Venables Bell & Partners  
*Advertiser:* HBO Home Video  
*Title:* OZ Scratcher

*W.L.Gore & Associates*  
*Studio EEC*



*Point of Purchase (POP)*  
**O3 C Trade Show Exhibit**

### **GOLD ADDY® AWARD**

*Entrant:* Studio EEC  
*Advertiser:* W.L.Gore & Associates  
*Title:* W.L.Gore & Associates SIA Booth

#### **CONTRIBUTORS**

Richard Graf, Creative/Partner  
Jorge Del Fabbro, Creative/Partner  
Seth Geist, Creative  
Christie Terry, Creative  
Dawn Mazzone, Creative/Account Executive

### **SILVER ADDY® AWARD**

*Entrant:* IBS  
*Advertiser:* IBS  
*Title:* TNIV Diner Booth

#### **CONTRIBUTORS**

James Hershberger, Graphic Designer  
Jill Rockwell, Project Manager

*Audio/Visual Sales Presentation*

**O4 Audio/Visual Sales Presentation**

### **GOLD ADDY® AWARD**

*Entrant:* Ogilvy & Mather  
*Advertiser:* Kodak  
*Title:* Gallery 2:00

#### **CONTRIBUTORS**

Chris Wall, Co-Creative Head  
Mike Wilson, John McNeill, Creative Directors  
Rich Wallace, Art Director  
Richard Ryan, Writer  
Lisa Steiman, Producer  
Joe Pytko, Director  
Joe Pytko, Director of Photography  
Adam Liebowitz, Go Robot, Editor



## Collateral Material

### Annual Report

**06 A Less than four-color**

#### SILVER ADDY® AWARD

*Entrant:* Blue Cross and Blue Shield of Louisiana

*Advertiser:* Blue Cross and Blue Shield of Louisiana

*Title:* BCBSLA 2004 Annual Report

#### CONTRIBUTORS

Genevieve Procell, Graphic Designer

Robin Mayhall, Copywriter

Baton Rouge Printing, Printing

### Annual Report

**06 B Four-color**

#### SILVER ADDY® AWARD

*Entrant:* Brady Communications

*Advertiser:* Western Pennsylvania Council Boy Scouts of America

*Title:* Boy Scout Annual Report

#### CONTRIBUTORS

Lauren Cefalo, Account Manager

James Bolander, Creative Director

Jenny Pearson, Designer

Paul Semonik, Production

Specialist

John Sanderson, Photographer

### Brochure

**07 B Four-color**

#### GOLD ADDY® AWARD

*Entrant:* IMI

*Advertiser:* The KOR Group

*Title:* Viceroy Anguilla Phase I Vision Brochure

#### CONTRIBUTORS

Sean Madden

Rodney Rogers

Ryan Burns

Warren Griffith



*Sonic Drive-In  
Barkley  
Evergreen  
& Partners*

#### GOLD ADDY® AWARD

*Entrant:* Barkley Evergreen & Partners

*Advertiser:* Sonic Drive-In

*Title:* Sonic Drive-In Graphic Standards Manual

#### CONTRIBUTORS

Ai Osada, Art Director, Designer

Dusty Sumner, Designer

Craig Neuman, Creative Director

Garrett Street, Copywriter

Robbie Knight, Production

Judy Doyle, Print Production

#### SILVER ADDY® AWARD

*Entrant:* Duncan Channon

*Advertiser:* Hard Rock

*Title:* Hard Rock 'Word'

#### CONTRIBUTORS

Michael Lemme, Designer/Design Director

Robert Duncan, Copywriter/Creative Director

### Brochure

**07 C Campaign**

#### SILVER ADDY® AWARD

*Entrant:* Barkley Evergreen & Partners

*Advertiser:* Original Juan

*Title:* Original Juan Brand Book Campaign

#### CONTRIBUTORS

Brian Brooker, Executive Creative Director

Robin Knight, Group Creative Director

Kendra Inman, Designer

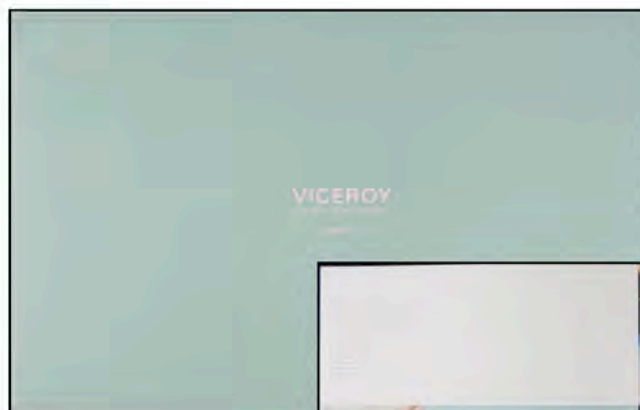
Eric Haag, Designer

Kyle Anthony, Designer

James Holden, Copywriter

Rick Dunn, Copywriter

John Lightstone, Copywriter



*The KOR Group  
IMI*



*Publication Design  
(Magazine or Book)*  
**08 B Editorial Spread**

**SILVER ADDY® AWARD**

*Entrant:* VOICE  
*Advertiser:* Hawaii Skin Diver Magazine  
*Title:* Squid Eye

**CONTRIBUTORS**

Clifford Cheng, Designer  
Sterling Kaya, Photographer

**SILVER ADDY® AWARD**

*Entrant:* University of San Diego  
*Advertiser:* University of San Diego  
*Title:* USD MAGAZINE - Fall 2005,  
Finding Daniel pages 20-25

**CONTRIBUTORS**

Barbara Ferguson, Art Director  
Julene Snyder, Editor  
Tim Mantoani, Photography  
Krystn Shrieve, Writer

*Poster*  
**09 A Single**

**GOLD ADDY® AWARD**

*Entrant:* BBDO  
*Advertiser:* Dexter Russell  
*Title:* Dexter Russell - Lemon

**CONTRIBUTORS**

David Lubars, CCO/CD  
James Clunie, AD/Copywriter

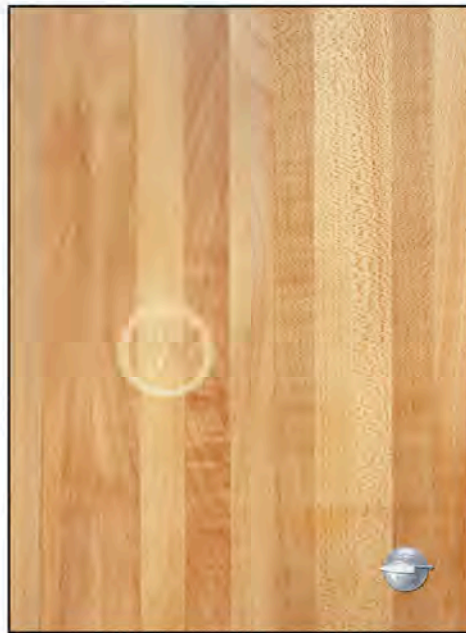


**GOLD ADDY® AWARD**

*Entrant:* Foote Cone & Belding  
*Advertiser:* Kraft / Milk-Bone  
*Title:* Drool

**CONTRIBUTORS**

Sandy Greenberg, Terri Meyer,  
Creative Director  
Matthew Bottkol, Heidi Hackemer,  
Copywriter  
Daniela Montanez, Art Director  
Lucy Raimengia, Nina Tolchinsky  
Chris Becker, Chairman & CCO  
Tony Scopellito, Darryl Newman



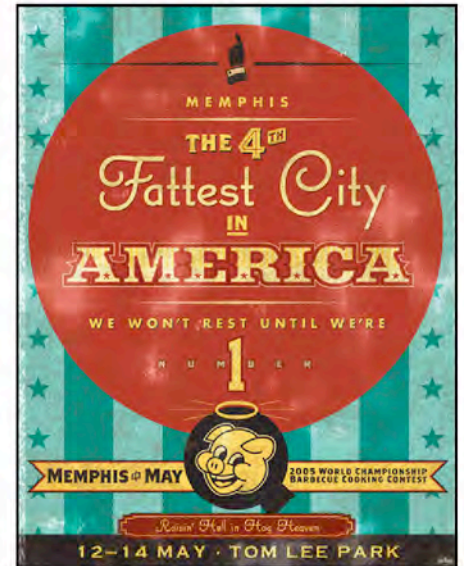
*Dexter Russell/BBDO*

**GOLD ADDY® AWARD**

*Entrant:* Sossaman + Associates  
*Advertiser:* Memphis In May  
*Title:* Fourth Fattest City

**CONTRIBUTORS**

Walter Rose, Creative Director  
David Maddox, Art Director  
Josh Harper, Copywriter  
Brooke Tweddell, Account Manager



*Memphis in May  
Fourth Fattest City*

**GOLD ADDY® AWARD**

*Entrant:* GSD&M  
*Advertiser:* Austin School of Music  
*Title:* Microphone

**CONTRIBUTORS**

Matt Davis, Art Director  
Clint Carter, Writer  
Daniel Rodriguez, Digital Imaging  
Andrew Yates, Photographer

*Austin School of Music  
GSD&M*





*BWM / Publicis Mid America*

### **GOLD ADDY® AWARD**

*Entrant:* Publicis Mid America  
*Advertiser:* BMW  
*Title:* Valet

#### **CONTRIBUTORS**

Shon Rathbone, Sr. VP, Group Creative Director  
 Pete Voehringer, VP, Creative Director  
 Katy Theiss, Print Producer  
 Casey Olsen, Art Buyer  
 Scott Harben, Photographer

### **SILVER ADDY® AWARD**

*Entrant:* Richter?  
*Advertiser:* Mrs. Fields  
*Title:* Crying Girl Scout

#### **CONTRIBUTORS**

Ryan Anderson, Art Director/  
 Creative Director  
 Gary Sume, Copywriter  
 Dave Newbold, Executive Creative Director  
 Chad Hurst, Photographer  
 Cynthia Griffin, Production Manager  
 Sara Walkenhorst, Assistant Account Manager  
 Teri Austin, Account Manager

*Dexter Russell  
 BBDO*

#### *Poster*

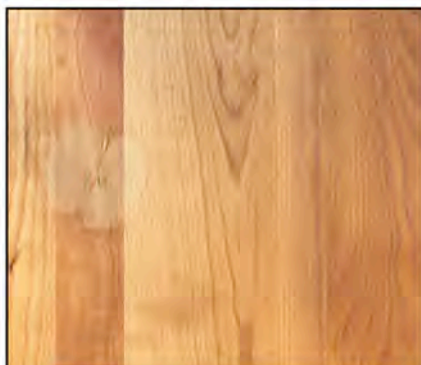
#### **09 B Campaign**

### **GOLD ADDY® AWARD**

*Entrant:* BBDO  
*Advertiser:* Dexter Russell  
*Title:* Dexter Russell - Wood Campaign (Onion, Apple, Lemon)

#### **CONTRIBUTORS**

David Lubars, CCO/CD  
 James Clunie, AD/Copywriter



### **GOLD ADDY® AWARD**

*Entrant:* Foote Cone & Belding  
*Advertiser:* Kraft / Milk-Bone  
*Title:* Tail, Tongue, Drool, Jumper

#### **CONTRIBUTORS**

Sandy Greenberg, Terri Meyer, Group Creative Director  
 Matthew Bottkol, Heidi Hackemer, Copywriter  
 Daniela Montanez, Art Director  
 Lucy Raimengia, Nina Tolchinsky, Art Buyer  
 Chris Becker, Chairman & CCO  
 Tony Scopellito, Darryl Newman, Account Team  
 Jake Chessum, Photographer (Tongue)

### *Direct Marketing*

#### *B-to-B, Single*

#### **11 B Three Dimensional (3-D)**

### **SILVER ADDY® AWARD**

*Entrant:* archer>malmo  
*Advertiser:* Pirouline  
*Title:* Pirouline Box

#### **CONTRIBUTORS**

Eric Hughes, Creative Director  
 Greg Hastings, Art Director  
 Sheron Bates, Project Coordinator/  
 Copywriter  
 Kay Patat, Production  
 Kong Wee Pang, Production  
 Monica Clifton, Traffic  
 IMEC, Printing

### **SILVER ADDY® AWARD**

*Entrant:* Rodgers Townsend  
*Advertiser:* SBC Communications, Inc.  
*Title:* SBC Masters Invitation

#### **CONTRIBUTORS**

Erik Mathre, ECD  
 Michelle Vesth, Art Director  
 Bill Eckloff, Copywriter  
 Marc Enger, Account Manager  
 Debbie Stoeppig, Production Manager  
 Ben Trokey, Digital Artist



*Consumer, Single*  
**13 A Flat**

**SILVER ADDY® AWARD**

*Entrant:* Pyper Paul + Kenney  
*Advertiser:* Circle K  
*Title:* "Sorry"

**CONTRIBUTORS**

Tom Kenney, Executive Creative Director  
Michael Schillig, Sr. Copywriter  
Benjamin Day, Art Director

*Consumer, Single*  
**13 B 3-D**

**SILVER ADDY® AWARD**

*Entrant:* GREENHAUS  
*Advertiser:* Tarsadia/Playground  
*Title:* Hard Rock Hotel Direct Mail Door Hanger

**CONTRIBUTORS**

Craig Fuller, Creative Director  
Sandra Sharp, Art Director  
Tori Malcangio, Copywriter



*Consumer Campaign*  
**14 A Flat**

**GOLD ADDY® AWARD**

*Entrant:* Stir  
*Advertiser:* Liquidscape Pool + Spa Inc.  
*Title:* Lounge, Marco Polo, Man Boobs

**CONTRIBUTORS**

Janette Eusebio, Art Director  
Allan Manaysay, Copywriter  
Todd McQueen, Digital Illustrator

*Specialty Advertising*  
**15 B Other Merchandise**

**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



*Liquidscape Pool + Spa Inc / Stir*

**SILVER ADDY® AWARD**

*Entrant:* Blue Sky  
*Advertiser:* Atlanta Braves  
*Title:* Braves Coasters

**CONTRIBUTORS**

Matt Covington, Copywriter  
Nick Costarides, Art Director  
Tim Smith, Creative Director

*Out-of-Home*  
*Outdoor Board*

**16 B Extension/Dimensional**

**SILVER ADDY® AWARD**

*Entrant:* Grupo Gallegos  
*Advertiser:* Vivianne's Studio  
*Title:* "Ballet"

**CONTRIBUTORS**

Favio Ucedo/Juan Oubiña, Creative Director  
Favio Ucedo/Juan Oubiña, Copywriter  
Curro Chozas, Art Director  
Paula Oliosi, Art Director

*Mass Transit*  
**18 c Shelter**

**SILVER ADDY® AWARD**

*Entrant:* Venables Bell & Partners  
*Advertiser:* Court TV  
*Title:* Mom



*PGE Park  
DVA  
Advertising  
& PR*

Balls were hidden all over Portland, Oregon. Finding one got you two tickets to the big match.



Site  
**19 A Interior**

**GOLD ADDY® AWARD**

Entrant: BBDO  
Advertiser: Guinness  
Title: Guinness - Dart Board

**CONTRIBUTORS**

David Lubars, CCO  
Eric Silver, ECD  
Sherrod Melvin, AD  
Jason Hoff, Copy Writer

**SILVER ADDY® AWARD**

Entrant: JWT/Atlanta  
Advertiser: United States Marine Corps  
Title: "Tux"

**CONTRIBUTORS**

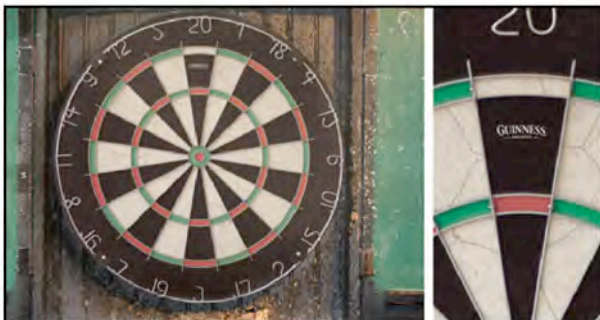
Tim Holt, Art Director  
David Perks, Copywriter  
Alan Whitely, Group Creative Director

Site  
**19 B Exterior**

**GOLD ADDY® AWARD**

Entrant: Venables Bell & Partners  
Advertiser: Court TV  
Title: Crime Wall

*Court TV  
Venables  
Bell &  
Partners*



*Guinness  
BBDO*

Out-Of-Home, Campaign  
**20**

**GOLD ADDY® AWARD**

Entrant: Ogilvy & Mather  
Advertiser: New York Mets  
Title: Windshield Campaign

**CONTRIBUTORS**

David Apicella, Co-Creative Head  
Joe Johnson, Josh Tavlin, Creative Directors  
Arturo Gigante, Josh Rosen, Art Directors  
Curtis Mueller, Mark Svartz, Writers  
Jeffrey Schiffman, Photographer

**SILVER ADDY® AWARD**

Entrant: BBDO  
Advertiser: FedEx  
Title: FedEx/Kinko's - Installations Campaign

**CONTRIBUTORS**

David Lubars, CCO  
Eric Silver, ECD  
Chuck Tso, AD  
Eric Schutte, Copy Writer



*Trade Publication*

Fractional Page  
**22 A Less than four-color**

**SILVER ADDY® AWARD**

Entrant: Leo Burnett  
Advertiser: Altoids  
Title: Burn Through

**CONTRIBUTORS**

G. Andrew Meyer, Creative Director  
Noel Haan, Creative Director  
Pam Mufson, Copy Writer  
Jeremy Smallwood, Art Director  
Tony D'Orio, Photographer  
Matthew Diffie, Illustrator

Fractional Page  
**22 B Four-color**

**SILVER ADDY® AWARD**

Entrant: Fitzgerald+CO  
Advertiser: Tombow  
Title: Tombow - Ways

**CONTRIBUTORS**

Jim Spruell, Chief Creative Officer  
Duncan Stone, Creative Director  
Phyllis Greene, Art Director  
Giant #5 Photography, Photographer

Fractional Page  
**25 B Four-color**

**SILVER ADDY® AWARD**

Entrant: remerinc  
Advertiser: Corbis  
Title: Keyword Campaign

**SILVER ADDY® AWARD**

Entrant: Goodby, Silverstein & Partners  
Advertiser: Adobe Systems, Inc.  
Title: Adobe Systems, Inc.

**CONTRIBUTORS**

Rich Silverstein, Creative Director  
Mimi Cook, Assoc. Creative Director  
Nick Spahr, Art Director  
Will Elliott, Copywriter



# Consumer Magazine

Full Page

27 B Four-color

## GOLD ADDY® AWARD

Entrant: BBDO Atlanta

Advertiser: Cingular Wireless

Title: Yearbook

### CONTRIBUTORS

Marcus Kemp, ECD

Bill Pauls, CD

Justin Harris, AD

Clarence Bradley, CW

Ken Gehle, Photographer

## GOLD ADDY® AWARD

Entrant: McGarrah/Jessee

Advertiser: Spoetzl Brewery

Title: Shiner Menu Board "Made in Shiner"

### CONTRIBUTORS

Michael Anderson, Art Director

Brooks Jackson, Writer

James Mikus, Creative Director

Andrew Yates, Photographer

## GOLD ADDY® AWARD

Entrant: DDB San Francisco

Advertiser: The Clorox Company

- Liquid Plumr

Title: Liquid Plumr - Dragon

### CONTRIBUTORS

Lisa Bennett, Chief Creative Officer

Dustin Smith, Creative Director/  
Art Director

Brett Landry, Copywriter

Nick Yuen, Print Producer

## SILVER ADDY® AWARD

Entrant: Leo Burnett

Advertiser: P&G, Tampax.

Title: Ladybug

### CONTRIBUTORS

Pam Mufson, Copy Writer

Jeremy Smallwood, Art Director

Mark Tutssel, Chief Creative  
Officer

Giannini Creative Imaging,  
Retouching House

Carol Balluff, Account Support

Charles Shotwell, Photographer

Shotwell Photography,

Photography Studio

Spoetzl Brewery  
McGarrah/Jessee



## SILVER ADDY® AWARD

Entrant: Leo Burnett

Advertiser: P&G, Tampax.

Title: Strawberry

### CONTRIBUTORS

Pam Mufson, Copy Writer

Jeremy Smallwood, Art Director

Mark Tutssel, Chief Creative  
Officer

Giannini Creative Imaging,  
Retouching House

Carol Balluff, Account Support

Charles Shotwell, Photographer

Shotwell Photography,

Photography Studio



The Clorox Company - Liquid Plumr  
DDB San Francisco

Cingular Wireless  
BBDO Atlanta





*Spread, Multiple Page or Insert*

**28 B Four-color**

**GOLD ADDY® AWARD**

*Entrant:* TM Advertising

*Advertiser:* Duffs Footwear

*Title:* Albino

**CONTRIBUTORS**

Jay Russell/Bill Marceau, Creative Directors

Jay Russell/Bill Marceau, Art Directors

Wade Alger, Copywriter

Andy Mahr, Photographer

*Campaign*

**29 B Four-color**

**GOLD ADDY® AWARD**

*Entrant:* TM Advertising

*Advertiser:* Duffs Footwear

*Title:* Pro Skaters

**CONTRIBUTORS**

Jay Russell/Bill Marceau, Creative Directors

Jay Russell/Bill Marceau, Art Directors

Wade Alger, Copywriter

Andy Mahr, Photographer



**Pro Skater Don Nguyen and this sweet-ass albino recommend DuFFS.**

*Duffs Footwear  
TM Advertising*



**Pro Skater Jason Adams and a woman sporting major camel toe enjoy DuFFS.**

**SILVER ADDY® AWARD**

*Entrant:* Leo Burnett

*Advertiser:* Altoids

*Title:* Altoidia Print Campaign:  
Wolves, Prowess, Gum Rocks

**CONTRIBUTORS**

Noel Haan, Creative Director, Art Director

G. Andrew Meyer, Creative Director, Copy Writer

Nick Cade, Copy Writer

Adrien Bindi, Art Director

Tony D'Orio, Photographer

Stephanie Pines, Account Support

Jamie King, Account Support

**SILVER ADDY® AWARD**

*Entrant:* Leo Burnett

*Advertiser:* Turner Classic Movies

*Title:* That's Classic Print

*Campaign:* Tragic, Deadly, Chunky, Frustrating

**CONTRIBUTORS**

Victor LaPorte, Creative Director and Art Director

Scott English, Creative Director and Copy Writer

Rhonda Senase, Production Manager

Phil, Illustrator

Anny Gary, Account Director

Antionette Wico,

Operations Manager



*Chris Milmoie, Lefty's  
BBDO Atlanta*

**SILVER ADDY® AWARD**

*Entrant:* DDB San Francisco

*Advertiser:* The Clorox Company - Glad Press' N Seal

*Title:* Glad Press 'N Seal - Pear & Grapes

**CONTRIBUTORS**

Lisa Bennett, Chief Creative Officer

Mike Andrews, Creative Director

Natalie Chambers, Art Director

Jim Bosiljevac, Copy Writer

Nick Yuen, Print Producer

Dustin Smith, Head of Art

*Newspaper*

*Full Page*

**32 B Color**

**GOLD ADDY® AWARD**

*Entrant:* BBDO Atlanta

*Advertiser:* Chris Milmoie, Lefty's

*Title:* Rings

**CONTRIBUTORS**

Marcus Kemp, ECD

Bill Pauls, CD

Wendy Leicht, AD

Cliff Leicht, CW

Ed Saye, Photographer/ Illustrator



## Campaign

35 B Color

### SILVER ADDY® AWARD

Entrant: McGarrah/Jessee

Advertiser: Spoetzl Brewery

Title: Shiner Brewery Workers

Campaign - Newspaper

#### CONTRIBUTORS

Beau Hansen, Art Director

Michael Anderson, Art Director

Tom Faucett, Writer

Brooks Jackson, Writer

James Mikus, Creative Director

## Newspaper Self-Promotion

36 C Campaign

### GOLD ADDY® AWARD

Entrant: DGWB Advertising

Advertiser: Orange County

Register

Title: Go Away Ad Campaign

#### CONTRIBUTORS

Jon Gothold, Executive Creative Director

Enzo Cesario, Creative Director

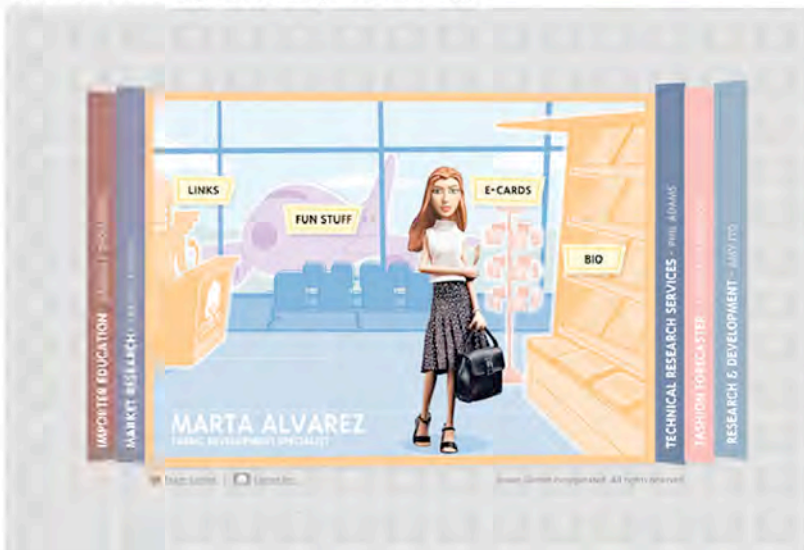
Blake Firstman, Art Director

Enzo Cesario, Copywriter

Dana Neibert, Photographer

Kara LaRosa, Production Manager

## Cotton Incorporated / Jennings



## Interactive Media

Web Sites, B-to-B

37 A Flash-Based

### GOLD ADDY® AWARD

Entrant: Jennings

Advertiser: Cotton Incorporated

Title: Cotton Incorporated Web

#### CONTRIBUTORS

Bob Kochuk, CD/Writer

Emily Bright, Copywriter

### SILVER ADDY® AWARD

Entrant: FastSpot

Advertiser: Cambridge

Architectural Mesh

Title: Cambridge Architectural Mesh

#### CONTRIBUTORS

Chris Styles, Senior Programmer / Designer

Curt Kotula, Senior Programmer / Designer

Amy Goldberg, Project Manager

Tracey Halvorsen, Creative Director

Marybeth Shaw, Art Director

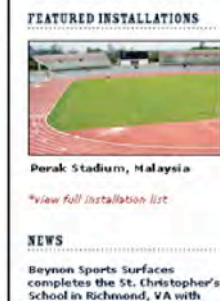


Orange County  
Register  
DGWB Advertising





*Beynon Sports / Planit*



## WHAT DOES IT TAKE TO BE A CHAMPION?

RAW TALENT. A LOT OF SWEAT. AND PURE LOVE OF THE SPORT. BUT JUST AS IMPORTANTLY, IT TAKES THE RIGHT SURFACE.

BEYNON SPORTS SURFACES

At Beynon Sports Surfaces, we know what it takes to be a champion. After all, we've been the leader in indoor and outdoor sports surfaces since 1971. Our premier synthetic sports surfaces are found in the world's most renowned athletic facilities—and underneath today's greatest champions.

## Web Sites, B-to-B

**37 B HTML/Other**

## GOLD ADDY® AWARD

*Entrant:* Planit

*Advertiser:* Beynon Sports

*Title:* Beynon Sports

## CONTRIBUTORS

Joel Fisher, Creative Director  
Ryan Smith, Designer  
Greg Johnson, Designer  
Kevin Marino, Developer  
Alex Tchirakov, Developer  
Galen Frazer, Production Designer  
Holly Moring, Project Manager  
Melinda March, Account Executive  
Ed Callahan, Creative Director  
Casey Boccia, Copywriter

## SILVER ADDY® AWARD

*Entrant:* Rodgers Townsend

*Advertiser:* Rodgers Townsend

*Title:* The New RodgersTownsend.com

## CONTRIBUTORS

Tom Hudder, ECD  
Kris Wright, Art Director  
Mike Dillon, Copywriter  
Matt Clement, Producer  
Rob Hoffmann, Programmer  
Shaun Young, Programmer  
Adam Venturella, Programmer



## Web Sites, Consumer

**38 A Flash-Based**

## GOLD ADDY® AWARD

*Entrant:* Juxt Interactive

*Advertiser:* Coca-Cola Company

*Title:* Nestea Ice Web Site

## CONTRIBUTORS

Todd Purgason, Creative Director  
Jorge Calleja, Art Director  
Kristen Myers, Project Manager  
Christian Ayotte, Lead Flash Developer  
Victor Allen, Lead Programmer  
Erik Bianchi, Flash Developer  
Steve Wages, Executive Producer  
Kenneth Macy, Designer  
Justin Bernard, Designer  
Eric Lim, Web Developer  
Ahmi Manson, Video Director  
Brian Miller, Designer

## SILVER ADDY® AWARD

*Entrant:* Knight

*Advertiser:* UCF Athletics

*Title:* UCF Game Day Web Site

## CONTRIBUTORS

Mike Foristall, Creative Director  
Steve Carsella, Art Director  
Jim Darlington, Copywriter  
Joshua Chiet, Flash Developer  
Robb Bennett, Flash Developer  
John Deeb, Photographer  
Sound Effects, LHV Audio  
Nick Georgoudiou, Project Manager  
Karen Ray, Account Executive



Web Sites, Consumer  
**38 B HTML/Other**

## GOLD ADDY® AWARD

Entrant: Campbell LaCoste, Inc.  
 Advertiser: Tommy Armour Golf  
 Title: Tommy Armour Web site

### CONTRIBUTORS

Campbell LaCoste, Creative Team

## SILVER ADDY® AWARD

Entrant: Whittmanhart  
 Advertiser: Wilton Industries/  
 Copco  
 Title: Mario Batali - The Italian  
 Kitchen Web Site

### CONTRIBUTORS

Jamie Anderson, Creative Director  
 Nicole Villaverde, Designer  
 Stuart Gottesman, Information  
 Architect  
 Mike Chytracsek, Developer  
 Kristen Karczewski, Account  
 Manager

### Online

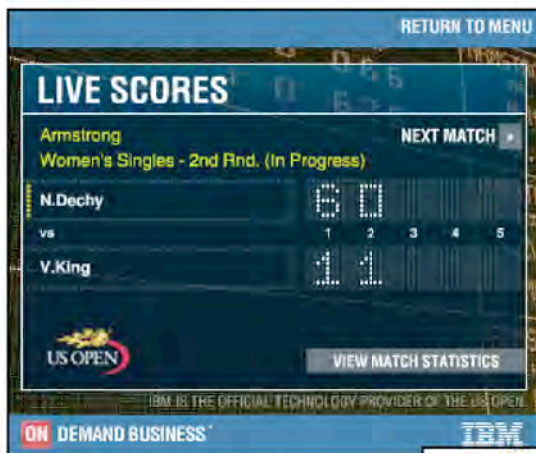
#### 39 A Banners

## GOLD ADDY® AWARD

Entrant: OgilvyOne  
 Advertiser: IBM  
 Title: US Open Live Score  
 Banner

### CONTRIBUTORS

Jan Leth, Executive  
 Creative  
 Director  
 Greg Kaplan, Creative  
 Director  
 Alastair Green, Art  
 Director  
 Sunny Kwok, Art  
 Director, Designer  
 Simon Foster, Copywriter



IBM / OgilvyOne



Tommy Armour  
 Golf  
 Campbell  
 LaCoste, Inc.

## SILVER ADDY® AWARD

Entrant: OgilvyOne  
 Advertiser: Ameritrade  
 Title: Investing

### CONTRIBUTORS

Jan Leth, Executive Creative  
 Director  
 Bruce Lee, Executive Creative  
 Director  
 Mark Millar, Creative Director  
 Jill McClabb, Creative Director  
 Bruce Henderson, Creative  
 Director  
 Witold Riedel, Associate Creative  
 Director, Art Director  
 Ping Lin, Designer  
 Dave Keener, Copywriter

## SILVER ADDY® AWARD

Entrant: OgilvyOne  
 Advertiser: IBM  
 Title: Status Quo

### CONTRIBUTORS

Jan Leth, Executive Creative  
 Director  
 Tore Claesson, Creative Director  
 Rob Bagot, Creative Director  
 Audrey Fleisher, Creative Director  
 Paulo Sanna, Associate Creative  
 Director, Copywriter  
 Joergen Geerds, Art Director  
 Tom Geary, Copywriter  
 Sandy Evans, Copywriter

### Online

#### 39 B Pop-ups

## GOLD ADDY® AWARD

Entrant: Beck Interactive  
 Advertiser: NAMCO BANDAI  
 Games America Inc.  
 Title: We Love Katamari -  
 Eyeblander Full Page Overlay

### CONTRIBUTORS

Jo Beck, Creative Director  
 Robert Beck, Technical Director



NAMCO BANDAI Games America Inc.  
 Beck Interactive



## SILVER ADDY® AWARD

Entrant: Media8

Advertiser: US ARMY / CARTEL CREATIVO

Title: US Army - Invasion

### CONTRIBUTORS

Marcelo Boasso, Design

Victor Mockosky, Art Director

### Online

39 C E-mails/E-cards

## SILVER ADDY® AWARD

Entrant: Modem Media

Advertiser: Modem Media

Title: Modem Media Interactive Holiday Card

### CONTRIBUTORS

Josh Ceazan, Art Director

Russell Bongard, Copy writer

Eric Medley, Producer

Donna Villacorta, Producer

### Online

39 E Online Games

## SILVER ADDY® AWARD

Entrant: R/GA

Advertiser: Subaru

Title: Subaru Impreza Shakedown

### CONTRIBUTORS

John Jones, Creative Director

Ted Warner, Game Programmer

Ernest Rowe, Flash Designer

Jim Mazzola, Copywriter

Stephen Barnwell, Photography/  
Video Editing

Eric Green, Interaction Designer

Justin Wasik, Quality Assurance

Aaron Ambrose, Flash Developer

Gary VanDzura, Designer

Nadege DeCastro, Designer

Chris Hinkle, Database

Programmer

Carsten Wierwelle, Producer

## Web/Online Campaign

40

## GOLD ADDY® AWARD

Entrant: Fitzgerald+CO

Advertiser: Durex

Title: Durex - Richard

Norcross from

Dickorations

### CONTRIBUTORS

Eddie Snyder, Chief

Creative Officer

David MacCarroll, Art

Director

Evan Levy, Sr.

Copywriter

Josh Murphy, Design

Director

Paula Voorhies, Art

Buyer

Stephen Mitchell, Producer

Brett Laiken, Account Director

## SILVER ADDY® AWARD

Entrant: OgilvyOne worldwide,

San Francisco

Advertiser: Yahoo!

Title: Yahoo! Music Unlimited

### CONTRIBUTORS

Arthur Ceria, Executive Creative  
Director

Aaron Griffiths, Creative Director  
Devin Gillespie, Art Director/  
Developer

Jason Koxvold, Art Director

Ryan Cochrane, Art Director

Larry Johnson, Copywriter

Deva Ferar, Director of Production

Greg Rotter, Developer

Elizabeth Scarborough, Producer

Dave King, Producer

Kate Ground, Producer

Tom Conner, Management

Supervisor

Durex  
Fitzgerald+CO



## Radio

### Local

42 B :60 or more

## GOLD ADDY® AWARD

Entrant: Outloud, LLC

Advertiser: Jiffy Lube Baltimore

Co-op

Title: "Jiffy"

### CONTRIBUTORS

Brian Klam, Flying Brick Radio/  
Writer, Producer

Beth Guthrie, Outloud/Group  
Director

Andrew Eppig, Clean Cuts Music/  
Engineer

Wall Matthews, Clean Cuts Music/  
Composer

### Regional/National

44 B :60 or more

## GOLD ADDY® AWARD

Entrant: BHW1 Advertising

Advertiser: Northwest Andrology  
& Cryobank

Title: British Sperm Spot

### CONTRIBUTORS

Josh Burns, Copywriter

BHW1 Advertising, Producer



## Television

Local

47 B :30

### GOLD ADDY® AWARD

Entrant: DDB

Advertiser: NY Lottery

Title: Dollar Store

### SILVER ADDY® AWARD

Entrant: DDB

Advertiser: NY Lottery

Title: Out the Window

### SILVER ADDY® AWARD

Entrant: B/O/W/G

Advertiser: Utah State Fair

Title: Utah State Fair "Box"

### CONTRIBUTORS

Jeff Olsen, Creative Director  
Dave Thomas, Copy Writer  
Matt Manfull, Art Director  
Bob Hess, Account Supervisor  
Katie Gill, Animation  
Redman Movies & Stories,  
Production  
Cosmic Pictures, Editing  
Bryan Lefler, Director

Campaign

48

### GOLD ADDY® AWARD

Entrant: DDB

Advertiser: NY Lottery

Title: Lottery  
Campaign Out the  
Window, Like to Win,  
Dollar Store

### SILVER ADDY® AWARD

Entrant: B/O/W/G

Advertiser: Utah State Fair

Title: Utah State Fair "Dreams  
Come True Campaign"

### CONTRIBUTORS

Jeff Olsen, Creative Director  
Dave Thomas, Copy Writer  
Matt Manfull, Art Director  
Bob Hess, Account Supervisor  
Colin Barrett, Copy Writer  
Katie Gill, Animation  
Redman Movies & Stories,  
Production  
Cosmic Pictures, Editing  
Bryan Lefler, Director  
Darren Elwood, Photographer

Regional/National Television

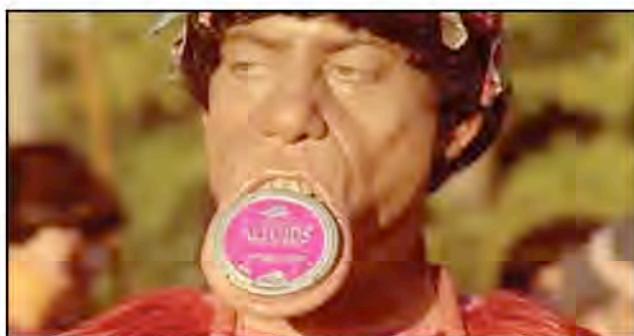
50 A Automotive

### SILVER ADDY® AWARD

Entrant: DDB

Advertiser: Subaru

Title: Deer



Altoids / Leo Burnett

Regional/National Television

50 C Health & Beauty

### SILVER ADDY® AWARD

Entrant: Saatchi & Saatchi

Advertiser: Procter and Gamble

Title: Rubbing Noses

### CONTRIBUTORS

Tony Granger, Chief Creative  
Officer  
Sarah Barclay, Creative Director  
Fern Cohen, Art Director  
Margot Owett, Copywriter  
Diane Burton, Agency Producer  
Harald Zwart, Director

Regional/National Television

50 D Food

### GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Altoids

Title: People of Pain

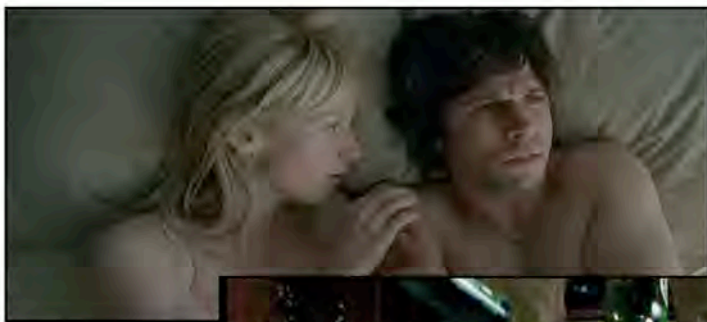
### CONTRIBUTORS

Noel Haan, Creative Director, Art  
Director  
G. Andrew Meyer, Creative  
Director, Copy Writer  
Deb Tietjen, Producer  
David Zander, Executive Producer  
Sight Effects, Visual Effects  
David Moore, Executive Agency  
Producer  
Vincent Geraghty, Agency  
Producer  
MJZ, Los Angeles, Production Co.  
Craig Gillespie, Director  
Paul Martinez, Editor  
Lost Planet, Editing Co.



NY Lottery  
DDB





*Heineken,  
USA, Inc.  
MJZ*



### **SILVER ADDY® AWARD**

*Entrant:* Saatchi & Saatchi  
*Advertiser:* General Mills  
*Title:* Kirk Gibson

#### **CONTRIBUTORS**

Tony Granger, Chief Creative Officer  
Paul Kwong, Creative Director  
Glen Levy, Creative Director  
Jerry Boyle, Agency Producer  
Larry Frey, Director

### **SILVER ADDY® AWARD**

*Entrant:* Barkley Evergreen & Partners  
*Advertiser:* Sonic Drive-In  
*Title:* Sonic Drive-In: Two Guys "Misleading"

#### **CONTRIBUTORS**

Brian Brooker, Executive Creative Director  
Greg Nations, Creative Director  
Brad Scott, Creative Director  
Pat Piper, Writer  
Matt McKay, Art Director  
Charlie DeCoursey, Agency Producer  
Daily Planet, Production Company, Phoenix, AZ  
Denise Hagerman, Executive Producer  
Angelo Valencia, Editorial, Whitehouse, NY  
Tequila Mockingbird, Music Company, Austin, TX

### **SILVER ADDY® AWARD**

*Entrant:* MJZ  
*Advertiser:* Masterfood  
*Title:* Starburst "Art Center"

#### **CONTRIBUTORS**

Rocky Morton, Director  
Jeff Scruton, Executive Producer  
David Zander, Executive Producer  
Laura Ferguson, Agency Producer  
Craig Allen, Art Director  
Ashley Davis, Copywriter

*Regional/National Television*  
**50 E Alcoholic Beverages**

### **GOLD ADDY® AWARD**

*Entrant:* MJZ  
*Advertiser:* Heineken, USA, Inc.  
*Title:* Heineken "Disturbance"

#### **CONTRIBUTORS**

Dante Ariola, Director  
David Zander, Executive Producer  
Jeff Scruton, Executive Producer  
David Grogan, Agency Producer  
Ken Ratcliffe, Art Director  
Ted Royer, Copywriter

*Energizer  
Grupo Gallegos*

### **SILVER ADDY® AWARD**

*Entrant:* McCann-Erickson  
*Advertiser:* Mike's Hard Lemonade  
*Title:* Packaging Schmakaging

#### **CONTRIBUTORS**

Jeff Huggins, Executive Creative Director  
John Zissimos, Creative Director/  
Copywriter  
Greg Rowan, Creative Director/  
Art Director  
Katie Rinki, Agency Producer  
Billy Becket, Agency Producer  
Electric Wheelchair, Director

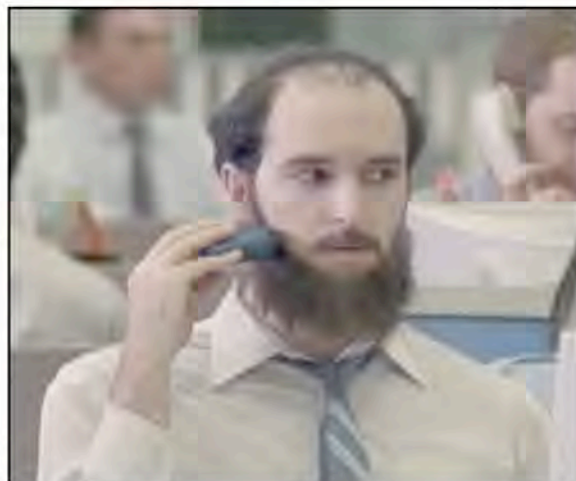
*Regional/National Television*  
**50 G Retail Products**

### **GOLD ADDY® AWARD**

*Entrant:* Grupo Gallegos  
*Advertiser:* Energizer  
*Title:* Heineken "Beard"

#### **CONTRIBUTORS**

Favio Ucedo, Creative Director  
Juan Oubiña, Creative Director  
Facundo Romero, Art Director  
Martin Jalfen, Copywriter  
Aida Roman, Copywriter  
Carlos Barciela, Agency Producer  
Juan Taylor, Producer  
Andy Fogwill, Director  
Daniel Buzon, Cinematographer  
Carolina Grgurevic, Editor  
Andres Goldstein/Daniel Tarrab, Arranger  
Sergio Molho/Mariano Mendoza, Sound Designer





## SILVER ADDY® AWARD

Entrant: Saatchi & Saatchi

Advertiser: Procter and Gamble

Title: Circus

### CONTRIBUTORS

Tony Granger, Chief Creative Officer

Barbara Boyle, Creative Director

Fern Cohen, Art Director

Margot Owett, Copywriter

Robert Schriber, Agency Producer

Garth Davis, Director

*Regional/National Television*

**50 H Retail Stores**

## GOLD ADDY® AWARD

Entrant: MJZ

Advertiser: Gap Inc.

Title: Gap "Dust"

### CONTRIBUTORS

Spike Jonze, Director

David Zander, Executive Producer

Jeff Scruton, Executive Producer

John Parker, Art Director

Evan Fry, Copywriter

Alex Bogusky, Agency Producer

*Regional/National Television*

**50 I Restaurants**

## SILVER ADDY® AWARD

Entrant: Grey Worldwide

Advertiser: Dairy Queen

Title: Mannequin

### CONTRIBUTORS

Tim Mellors, Executive Creative Director

Jonathan Rodgers, Creative Director

Steve Krauss, Art Director

Ari Halper, Copywriter

Diana Gay, Producer



*Gap Inc. / MJZ*

## SILVER ADDY® AWARD

Entrant: Duncan Channon

Advertiser: Hard Rock

Title: Hard Rock "T Shirt"

### CONTRIBUTORS

Ken Hall, Art Director

John Munyan, Copywriter

Robert Duncan, Creative Director

Mark Decena, Director

*Regional/National Television*

**50 L Online Retail Sites**

## SILVER ADDY® AWARD

Entrant: Eisner Communications

Advertiser: Slickstreet

Title: Football

### CONTRIBUTORS

Mark Rosica, Stephen Etzine, Creative Directors

Brian Eden, Copwriter

Helen Goldring, Art Director

Donna Schoch-Spana, Agency Producer

Laura Fick, Editor

Needle-drop, music house

*Regional/National Television*

**50 O Entertainment/Lotteries**

## GOLD ADDY® AWARD

Entrant: McCann-Erickson

Advertiser: Microsoft XBOX 360

Title: Jump Rope

### CONTRIBUTORS

Scott Duchon, Creative Director/ Copywriter

Geoff Edwards, Creative Director/ Art Director

John Boiler, 72 and Sunny

Creative Director

Glenn Cole, 72 and Sunny Creative Director

David Verhoef, Agency Producer

Frank Budgen, Director

Gorgeous Enterprises, Production Co.

Anonymous Content, Production Co.

Rock Paper Scissors, Editing Co.

*Microsoft XBOX 360*

*McCann-Erickson*







### **GOLD ADDY® AWARD**

*Entrant:* McCann-Erickson

*Advertiser:* Microsoft XBOX 360

*Title:* Water Balloons

#### **CONTRIBUTORS**

Scott Duchon, Creative Director  
Geoff Edwards, Creative Director  
John Boiler, 72 and Sunny  
Creative Director  
Glenn Cole, 72 and Sunny Creative  
Director  
Mat Bunnell, Copywriter  
Nate Able, Art Director  
David Verhoef, Agency Producer  
Frank Budgen, Director  
Gorgeous Enterprises, Production  
Co.  
Anonymous Content, Production  
Co.  
Rock Paper Scissors, Editing Co.  
Angus Wall and Kirk Baxter,  
Editors

### *Regional/National Television*

#### **50 R Professional Services**

### **GOLD ADDY® AWARD**

*Entrant:* DDB Los Angeles

*Advertiser:* Ameriquest Mortgage  
Company

*Title:* Surprise Dinner

#### **CONTRIBUTORS**

Mark Monteiro, Executive  
Creative Director  
Feh Tarty, Art Director  
Pat McKay, Copy Writer  
Vanessa MacAdam, Senior  
Producer  
Helene Cote, Direct Creative  
Director  
David Hennagin, Managing  
Director  
Craig Gillespie, Director  
Deb Tietjen, UPM/Producer

### **GOLD ADDY® AWARD**

*Entrant:* DDB Los Angeles

*Advertiser:* Ameriquest Mortgage  
Company

*Title:* Mini Mart

#### **CONTRIBUTORS**

Mark Monteiro, Executive Creative  
Director  
Josh Fell, Copy Writer  
Michael Mittlestaedt, Art Director  
Vanessa MacAdam, Senior  
Producer  
Helene Cote, Direct Creative  
Director  
David Hennagin, Managing  
Director  
Craig Gillespie, Director  
Deb Tietjen, UPM/Producer

### **SILVER ADDY® AWARD**

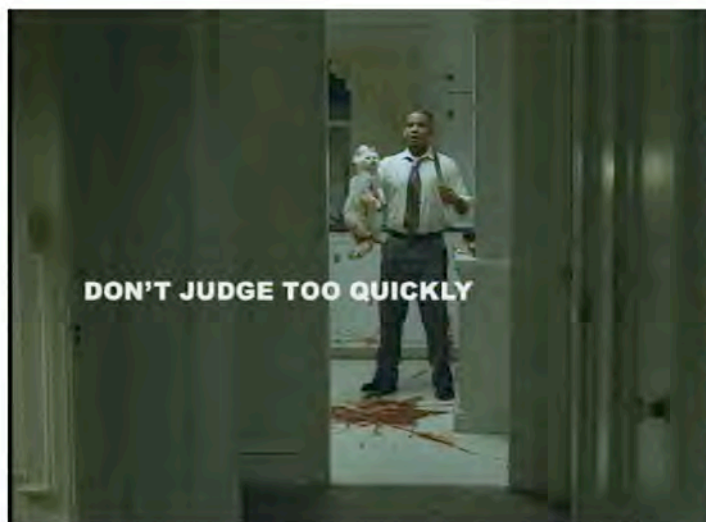
*Entrant:* Ogilvy & Mather

*Advertiser:* American Express

*Title:* Pong

#### **CONTRIBUTORS**

David Apicella, Co-Creative Head  
Terry Finley, Chris Mitton,  
Creative Directors  
John LaMacchia, Art Director  
Chris Lisick, Writer  
Cheryl Gackstetter, Christine  
Lindemann, Producers  
Stylewar, Director  
Philippe Le Sourd, Director of  
Photography  
Avi Oron, Bikini Editorial, Editor



*Ameriquest Mortgage Company  
DDB Los Angeles*





*Regional/National Television*  
**50 S Health Care Services**

**SILVER 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

*Regional/National Television*  
**50 U Energy/Utilities**

**SILVER ADDY® AWARD**

*Entrant:* Venables Bell & Partners  
*Advertiser:* Pacific Gas & Electric Company  
*Title:* Wind



*Altoids / Leo Burnett*

*Regional/National Television*  
*Campaign*

**51 A Consumer Products**

**GOLD ADDY® AWARD**

*Entrant:* Leo Burnett  
*Advertiser:* Altoids  
*Title:* Altoidia TV Campaign: People of Pain, Fable of the Fruit Bat, Mastering the Mother Tongue

**CONTRIBUTORS**

Noel Haan, Creative Director, Art Director  
G. Andrew Meyer, Creative Director, Copy Writer  
Deb Tietjen, Producer  
David Zander, Executive Producer  
Sight Effects, Visual Effects  
David Moore, Executive Agency Producer  
Vincent Geraghty, Agency Producer  
MJZ, Los Angeles, Production Company  
Craig Gillespie, Director  
Lost Planet, Editing Company  
Paul Martinez, Editor

**SILVER ADDY® AWARD**

*Entrant:* Ogilvy & Mather  
*Advertiser:* Motorola  
*Title:* Strip Tease/Tied Up/Tight

**CONTRIBUTORS**

Chris Wall, Co-Creative Head  
Greg Ketchum, Creative Directors  
John LaMacchia, Mitch Ratchik, Art Directors  
Greg Ketchum, David Black, Writers  
Terry DeBonis, Producer  
Joe Pytko, Director  
Joe Pytko, Director of Photography  
Paul Kelly, 89 Editorial, Editor  
Beacon Street Studios, Music

*Regional/National Television*  
*Campaign*

**51 C Consumer Services**

**GOLD ADDY® AWARD**

*Entrant:* DDB Los Angeles  
*Advertiser:* Ameriquest Mortgage  
*Title:* Surprise Dinner - Mini Mart - Parking Meter

**CONTRIBUTORS**

Mark Monteiro, Executive Creative Director  
Feh Tarty, Art Director  
Pat McKay, Copy Writer  
Vanessa MacAdam, Senior Producer  
Helene Cote, Creative Director  
David Hennagin, Managing Director  
Craig Gillespie, Director  
Deb Tietjen, UPM/Producer





## SILVER ADDY® AWARD

Entrant: TM Advertising

Advertiser: Nationwide Insurance

Title: Life Comes At You Fast

## CONTRIBUTORS

Wade Alger, Jay Russell, Group

Creative Directors

Jay Russell, Scott Brewer, Andy

Mahr, Nikki Baker, Art Directors

Wade Alger, Travis Parr,

Copywriters

Flo Babbitt, Agency Producer

Frank Todaro, Director

## SILVER ADDY® AWARD

Entrant: BBDO West

Advertiser: California Lottery

Title: Snow, Drawing, Softball

## CONTRIBUTORS

Jim Lesser, Creative Director

## Advertising for the Arts & Sciences

Collateral

58 C Brochure

## GOLD ADDY® AWARD

Entrant: Rodgers

Townsend

Advertiser: The Black

Rep

Title: Black Rep Media Kit

## CONTRIBUTORS

Erik Mathre, ECD

Tom Hudder, ECD

Liz Forsythe, Art Director

Bill Eckloff, Copywriter

Jen Smith, Account Manager

## SILVER ADDY® AWARD

Entrant: Bernstein-Rein

Advertiser: Quixotic Performance

Fusion

Title: Quixotic Promotion Book

## CONTRIBUTORS

Anthony Magliano, Franklin

Oviedo, Art Directors

Brent Anderson, Aaron Weidner,  
Writers

Arlo Oviatt, Executive Creative  
Director

Anthony Magliano, Kenny

Johnson, Photographers

Anthony

Magliano,

Franklin Oviedo,

Designers

National  
Museum of  
Industrial  
History  
Garrison  
Hughes

Altoids / Leo Burnett



Collateral

58 D Poster

## GOLD ADDY® AWARD

Entrant: Garrison Hughes

Advertiser: National Museum of  
Industrial History

Title: Bring your child to work day

## CONTRIBUTORS

David Hughes, Art Director

Bill Garrison, Copywriter

Michael Giunta, Copywriter

DCI, Engraver

## SILVER ADDY® AWARD

Entrant: Garrison Hughes

Advertiser: Pittsburgh Musicians'  
Union

Title: Pay their dues

## CONTRIBUTORS

David Hughes, Art Director

Bill Garrison, Copywriter

Michael Giunta, Copywriter

Frank Walsh, Photographer

Filmet, Printer

## Mixed Media Campaigns

Consumer, Regional/National

57

## GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Altoids

Title: Altoidia

## CONTRIBUTORS

Noel Haan, Creative Director and  
Art Director

G. Andrew Meyer, Creative  
Director and Copy Writer

Deb Tietjen, Producer

David Zander, Executive Producer

Sight Effects, Visual Effects

David Moore, Executive Agency

Producer

Vincent Geraghty, Agency

Producer

MJZ, Los Angeles, Production

Company

Craig Gillespie, Director

Tony D'Orio, Photographer

Adrien Bindi, Art Director

Nick Cade, Copywriter





## SILVER ADDY® AWARD

Entrant: Young & Rubicam Brands

Advertiser: Lawrence Arts Center

Title: Piano

### CONTRIBUTORS

Anthony Di Biase, Executive  
Creative Director

Craig Evans, Creative Director

Chris DeNinno, Associate Creative  
Director

Mike Stivers, Art Director

John Schulz, Photographer

*Out-of-Home*

61

## SILVER ADDY® AWARD

Entrant: ComGroup MRA

Advertiser: Actors Express

Title: Bug Poster / Fly Paper

### CONTRIBUTORS

Ryan Mikesell, Art Director

Wally Stoenman, Copy Writer

Jim Newbury, Creative Director

*Campaign*

63 A Single Medium Campaign

## SILVER ADDY® AWARD

Entrant: Young & Rubicam Brands

Advertiser: Lawrence Arts Center

Title: Jazz At The Arts Center  
Campaign

### CONTRIBUTORS

Anthony Di Biase, Executive  
Creative Director

Craig Evans, Creative Director

Chris DeNinno, Associate Creative  
Director

Mike Stivers, Art Director

John Schulz, Photographer

Nebraska Domestic Violence Council / Archrival



*Campaign*

63 B Mixed/Multiple Media  
Campaign

## SILVER ADDY® AWARD

Entrant: Barnhart

Advertiser: PHAMALy

Title: PHAMALy, "Joseph and the  
Amazing Technicolor Dreamcoat"

### CONTRIBUTORS

John Phillips, Creative Director  
Lonnie Anderson, ACD, Senior Art  
Director

Scott Corbitt, Copywriter

Amy Hume, Account Director

Michelle Burgess, Production  
Manager

Rowe Kimoto, Production Artist

*Public Service*

*Collateral*

64 D Poster

## SILVER ADDY® AWARD

Entrant: Peak Biety

Advertiser: H. Lee Moffitt Cancer  
Center & Research Institute

Title: Make May Moffitt Month

### CONTRIBUTORS

Rebecca Flora, Creative Director/  
Copywriter

Ben Day, Art Director

*Print*

65 B Newspaper

## SILVER ADDY® AWARD

Entrant: Wray Ward Laseter

Advertiser: Catholic Social  
Services

Title: Catholic Social Services -  
Crisis Hotline

### CONTRIBUTORS

John Roberts, Art Director

Ryan Coleman, Writer

Pat Staub, Photographer

John Roberts, Creative Director

Happy Carter, Studio Artist

*Broadcast/Electronic*

66 D Interactive

## GOLD ADDY® AWARD

Entrant: Archrival

Advertiser: Nebraska Domestic  
Violence Council

Title: StepUpSpeakOut.com

### CONTRIBUTORS

Clint Runge, Designer

Bart Johnston, Flash Developer

Craig Kohtz, Programmer

Allison Sagehorn, Copywriter

Carey Goddard, Production



## Out-of-Home

67

### **GOLD ADDY® AWARD**

*Entrant:* Saatchi & Saatchi Los Angeles

*Advertiser:* Surfrider Foundation

*Title:* Real Beach Trash

#### **CONTRIBUTORS**

Steve Rabosky, Chief Creative Officer

Harvey Marco, Executive Creative Director

Felipe Bascope, CW

Michael Reginelli, AD

Lorraine Alper-Kramer, Print Producer

### **SILVER ADDY® AWARD**

*Entrant:* Erwin-Penland

*Advertiser:* Greenville Transit Authority

*Title:* Rosa Parks Seat Banner

#### **CONTRIBUTORS**

Cory Schearer, Art Director

Chad Rucker, Copywriter

Andy Mendelsohn, Creative Director

Jamie Demumbreum, Print Producer

TPM, Printer

### **SILVER ADDY® AWARD**

*Entrant:* Cactus Communications

*Advertiser:* Colorado Tobacco

Education and Prevention Alliance

*Title:* SmokeFree Colorado

#### **CONTRIBUTORS**

Norm Shearer, Creative Director

Brad Harrison, Art Director

Brian Watson, Copywriter

Platinum, Photography

### **SILVER ADDY® AWARD**

*Entrant:* Santy

*Advertiser:* Drowning Prevention Coalition of Arizona

Education and Prevention Alliance

*Title:* Prevent Drowning "Babies"

Ambient Media

#### **CONTRIBUTORS**

Jim Clark, Creative Director

Jason Hackett, Senior Copywriter

Tayvid Cheong, Art Director

Mike Wegener, Graphic Designer

## Campaign

**69 A Single Medium Campaign**

### **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

### **SILVER ADDY® AWARD**

*Entrant:* The Kaplan Thaler Group, Ltd.

*Advertiser:* Ad Council

Education and Prevention Alliance

*Title:* Ad Council Underage Drinking Campaign "Lisa" and "David"

#### **CONTRIBUTORS**

Alex Avsharian, Creative Director/Copywriter

John Colquhoun, Creative

Director/Art Director

Linda Kaplan Thaler, Chief Creative Officer

Lisa Bifulco, Executive Producer

Phyllis Landi, Agency Producer

Roberto Cecchini, Producer

Michael Cuesta, Director

The Artists Company, Production Company

Chinagraph, Editor



IGCOAPP/Idaho Teen  
Pregnancy Prevention  
ES/Drake



Sex lasts a moment.  
Being a parent lasts your whole life.  
idahoteenpregnancy.org



## SILVER ADDY® AWARD

*Entrant:* Barkley Evergreen & Partners  
*Advertiser:* Red Blue Project  
*Title:* Red Blue Project

### CONTRIBUTORS

Brian Brooker, Executive Creative Director  
Phil Gable, Copywriter, Art Director  
Ray Schlitter, Graphics  
Jeremy Medoff, Director

### Campaign

**69 B Mixed/Multiple Media Campaign**

## SILVER ADDY® AWARD

*Entrant:* Henderson Advertising  
*Advertiser:* American Red Cross  
*Title:* Under Water Campaign

### CONTRIBUTORS

Tom Sloan, Creative Director/Art  
Stephen Childress, Copywriter  
Kristy Winston, Art Director  
Angie Paden, Designer  
Eldon Nelson, Print Producer  
Robin Steele, Print Producer  
Associated Poster, Printer  
TPM, Printer  
Fairway Outdoor, Media

## Advertising Industry Self Promotion

### Creative Services & Industry Suppliers

**70 B Stationery Package**

## GOLD ADDY® AWARD

*Entrant:* One Lucky Guitar, Inc.  
*Advertiser:* Vorderman Photography  
*Title:* Vorderman Photography business cards

### CONTRIBUTORS

Matt Kelley, Art Direction



*The Dog House  
DDB Dallas*

## SILVER ADDY® AWARD

*Entrant:* Luckie and Company  
*Advertiser:* Bottle Rocket  
*Title:* Bottle Rocket Stationary

### CONTRIBUTORS

Brad White, Executive Creative Director  
David Adams, Art Director

### Creative Services & Industry Suppliers

**70 F Interactive**

## SILVER ADDY® AWARD

*Entrant:* Blue Ion, LLC  
*Advertiser:* Blue Ion, LLC  
*Title:* Blue Ion

### CONTRIBUTORS

Blue Ion, Team

### Creative Services & Industry Suppliers

**70 I Cards/Invitations**

## SILVER ADDY® AWARD

*Entrant:* Venables Bell & Partners  
*Advertiser:* Venables Bell & Partners  
*Title:* Liver

## Elements of Advertising

### Logo

**73**

## GOLD ADDY® AWARD

*Entrant:* DDB Dallas  
*Advertiser:* The Dog House  
*Title:* Dog House

### CONTRIBUTORS

Craig Cooper, Executive Creative Director  
Greg Chapman, Designer, Group Creative Director

## SILVER ADDY® AWARD

*Entrant:* Tactical Magic  
*Advertiser:* Trey Clark Photography  
*Title:* Trey Clark Photography Logo

### CONTRIBUTORS

Trace Hallowell, Creative Director  
Ben Johnson, Art Director / Designer

*Vorderman Photography  
One Lucky Guitar, Inc.*





## SILVER ADDY® AWARD

Entrant: Advertising Savants, Inc.

Advertiser: Joe Marlotti

Title: Joe Marlotti

### CONTRIBUTORS

Steve Swartz, Art Director

## SILVER ADDY® AWARD

Entrant: Rose/Glenn Group

Advertiser: Consensus

Title: Consensus logo

### CONTRIBUTORS

Stan Byers, CD

Paul Hamill, AD

Tamara Pferschy, Design

Brian Johnson, Design

Jan Johnson, Production Manager

### Illustration

74 A Single

## GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Illustration Growers of America

Title: Barfed

### CONTRIBUTORS

Gary Taxali, Illustrator

Noel Haan, Creative Director and Art Director

G. Andrew Meyer, Creative Director and Copy Writer

Larry Day, Art Director

## GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Illustration Growers of America

Title: Blasted

### CONTRIBUTORS

Gary Taxali, Illustrator

Noel Haan, Creative Director and Art Director

G. Andrew Meyer, Creative Director and Copy Writer

Larry Day, Art Director

## GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Illustration Growers of America

Title: Chewed

### CONTRIBUTORS

Gary Taxali, Illustrator

Noel Haan, Creative Director and Art Director

G. Andrew Meyer, Creative Director and Copy Writer

Larry Day, Art Director



Illustration  
Growers of  
America  
Leo Burnett





## **GOLD ADDY® AWARD**

*Entrant:* Leo Burnett

*Advertiser:* Illustration Growers of America

*Title:* Contaminated

### **CONTRIBUTORS**

Gary Taxali, Illustrator

Noel Haan, Creative Director and Art Director

G. Andrew Meyer, Creative Director and Copy Writer

Larry Day, Art Director

## *Photography*

**75 B Color**

## **SILVER ADDY® AWARD**

*Entrant:* Amatucci Photography

*Advertiser:* Ireland Post Card

*Image 1*

*Title:* Ireland Portrait 1

### **CONTRIBUTORS**

Becky Gelder, Designer

John Amatucci, Photographer

## *Photography*

**75 D Photo Campaign**

## **SILVER ADDY® AWARD**

*Entrant:* R&R Partners

*Advertiser:* Washoe Medical Center

*Title:* Nurse Photography

### **CONTRIBUTORS**

Tim O'Brien, Creative Director

Patrick Turner, Art Director

Erik Almas, Photographer

Jerri Conrad, Account Leader

## **SILVER ADDY® AWARD**

*Entrant:* Lindstrom Photography

*Advertiser:* Lindstrom

Photography

*Title:* Desert Madness

### **CONTRIBUTORS**

Mel Lindstrom, Photographer

*Illustration Growers of America*  
*Leo Burnett*



## *Animation or Special Effects*

**76 A Video/Film**

## **SILVER ADDY® AWARD**

*Entrant:* Planit

*Advertiser:* Planit

*Title:* Give a Stranger a Flower 3D

### **CONTRIBUTORS**

Jim Proimos, Director

Carlson Bull, Producer

Evan Patrick, Animator

Dan Speelman, Animator

Greg Strang, Additional Modeling and Texture

Frank Ayd, Ad Audio

Jan Johns, Voice Over

## **SILVER ADDY® AWARD**

*Entrant:* BBDO

*Advertiser:* GE

*Title:* GE - Singin in the Rain

### **CONTRIBUTORS**

David Lubars, Chief Creative Officer

Don Schneider, Executive Creative Director

Ted Schaine, Senior Creative

Director, Art Director

Tom Darbyshire, Senior Creative Director, Copy Writer

## *Sound*

**77 A Music**

## **SILVER ADDY® AWARD**

*Entrant:* McCann-Erickson

*Advertiser:* Microsoft XBOX 360

*Title:* Jump Rope

### **CONTRIBUTORS**

Scott Duchon, Creative Director/ Copywriter

Geoff Edwards, Creative Director/ Art Director

John Boiler, 72 and Sunny

Creative Director

Glenn Cole, 72 and Sunny Creative Director

David Verhoef, Agency Producer

Frank Budgen, Director

Gorgeous Enterprises, Production Co.

Anonymous Content, Production Co.

Rock Paper Scissors, Editing Co.

## *Sound*

**77 B Music with Lyrics**

## **SILVER ADDY® AWARD**

*Entrant:* Eisner Communications

*Advertiser:* Maryland State

Lottery

*Title:* I'm Sooo Hot

### **CONTRIBUTORS**

Mark Rosica, Craig Strydom,

Stephen Etzine, Creative Directors

Mark Rosica, Art Director

Craig Strydom, Copywriter

Marsha Derrickson, Karen

Fazekas, Agency Producers

Kurt Eubersax, Producer

Matt Pitroff, Director

Mark Rosica, Editor

Jeff Schmale, Cinematographer

Mark Rosica, Barry Dean, Craig

Strydom, composers



## International

### Sales Promotion

#### 03 A Point of Purchase

##### GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: P&G Rejoice

Title: Giant Comb

#### CONTRIBUTORS

Chris Chiu, Creative Director

Kumuda Rao, Creative Director

Sirin Wannavalee, Creative Director

Somak Chaudhury, Copy Writer, Art Director

### Sales Promotion

#### 03 B Point of Purchase

##### GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Fiat

Title: Cargo

#### CONTRIBUTORS

Ruy Lindenberg, Creative Director

Alexandre Scaff, Copy Writer

Felipe Massis, Art Director

Denis Millan, Account Supervisor

Elton Longhi, Account Supervisor

Du Ribeiro, Photographer

### Direct Marketing

#### 13 A Direct Consumer

##### GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: P&G

Title: Shirt



### Out-of-Home

#### 16 A Outdoor Board

##### SILVER ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Kellogg's All-Bran

Title: Bottom

#### CONTRIBUTORS

Dave Beverly, Creative Director

Gareth Harem Copy Writer

Naz Nazli, Art Director

Rory Neighbour, Graphic Designer

Patric de Villiers, Photographer

##### SILVER ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Heinz, Spiderman Pasta

Title: Cupboard

#### CONTRIBUTORS

Jim Thornton, Creative Director

Nicholas Pringle, Copy Writer, Art Director

Clark Edwards, Copy Writer, Art Director

Kelvin Murray, Photographer

Andrew Mortimer, Media Planner/Buyer

### Out-of-Home

#### 16 C Outdoor Board

##### SILVER ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Fissler Pans

Title: Butcher Wrapping Paper

#### CONTRIBUTORS

Andreas Heinzl, Creative Director

Peter Steger, Creative Director

Florian Kroeber, Copy Writer

Claudia Bockler, Art Director

Thorsten Zeh, Agency Producer

Anke Knabe, Account Support

### Consumer Magazine

#### 27 B Full Page - Color

##### SILVER ADDY® AWARD

Entrant: Leo Burnett

Advertiser: Heinz, Spiderman Pasta

Title: Cupboard

#### CONTRIBUTORS

Jim Thornton, Creative Director

Nicholas Pringle, Copy Writer, Art Director

Clark Edwards, Copy Writer, Art Director

Kelvin Murray, Photographer

Andrew Mortimer, Media Planner/Buyer



McDonald's  
Leo Burnett



## SILVER ADDY® AWARD

*Entrant:* Leo Burnett

*Advertiser:* Kellogg's All-Bran

*Title:* Superman

### CONTRIBUTORS

Jorge Aguilar, Creative Director  
Genaro Slagado, Creative Director  
Erick De Kerpel, Copy Writer  
Daslav Maslov, Art Director  
Greenstar, Production

### Newspaper

**35 B Campaign**

## GOLD ADDY® AWARD

*Entrant:* Leo Burnett

*Advertiser:* FEA - Environment  
Education Fund

*Title:* Bird / Tree / Dolphins

### CONTRIBUTORS

Humberto Lopardo, Creative  
Director  
Daslav Maslov, Creative  
Director, Art Director  
Andres Tampassi, Copy Writer  
Diana Vazquez, Copy Writer  
Eduardo Cassasus, Photographer

### Television

**47 B Local**

## SILVER ADDY® AWARD

*Entrant:* Leo Burnett

*Advertiser:* McDonald's

*Title:* Flying Pasha

### CONTRIBUTORS

Yasar Akbas, Creative Director  
Alper Pala, Copy Writer  
Senay Urek Dogar, Art Director  
Atilla Karabay, Art Director  
Idil Akoglu, Deputy Creative  
Director  
Engin Kafadar, Deputy Creative  
Director  
Arzu Yaman Korkmaz, Account  
Director  
IFR, Istanbul, Production Company  
Ozer Feyzioglu, Director

### Television

**47 C Local**

## GOLD ADDY® AWARD

*Entrant:* Leo

Burnett

*Advertiser:* McDonald's

*Title:* Inner Child

### CONTRIBUTORS

Mark Collis, Executive Creative  
Director  
Stephen Coll, Copy Writer  
Matt Ryan, Art Director  
Todd Sampson, Planner  
Brenden Johnson, Agency  
Producer  
Claire McDonald, Agency  
Producer  
Collider, Sydney, Production  
Company  
Exit Films, Melbourne, Production  
Company  
Elliot Wheeler, Composer  
Simon Lister, Composer  
Nylon, Sound Design  
Joel Pront, Director

## GOLD ADDY® AWARD

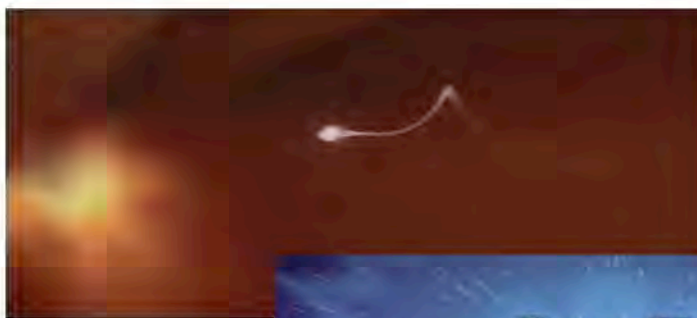
*Entrant:* Leo Burnett

*Advertiser:* Europride, Oslo Gay  
Festival

*Title:* The Sperm

### CONTRIBUTORS

Kristoffer Carlin, Creative Team  
Martin Thorsen, Creative Team  
Morten Borgestad, Creative Team  
Martin Lund, Creative Team  
Verdens Sterkeste Mann, Music  
Rune Spans, 3D Animation  
Tosic, Oslo, Production Company  
Rune Roalsvig, Account Director  
Mette Loland, Account Executive



*Europride,  
Oslo Gay Festival  
Leo Burnett*

## SILVER ADDY® AWARD

*Entrant:* Leo Burnett

*Advertiser:* Fiat

*Title:* Glacier

### CONTRIBUTORS

Fernando Martin, Creative  
Director, Copy Writer  
Javier Alvarez, Creative Director,  
Art Director  
Vincente Marco, Account  
Executive  
Soledad Carvajal, Account  
Supervisor  
Anja Ruther, Account Director  
Ollala Excriva de Romani, Creative  
Planner  
Rafa Anton, Executive Creative  
Director  
Dionisio Naranjo, Agency Producer  
Guzman Moli, Agency Producer  
TrueNorth, Production Company  
Ruggerio Films, Production  
Company  
Einar Snorri, Director



## Television

### 48 Local Campaign

#### SILVER ADDY® AWARD

Entrant: Leo Burnett

Advertiser: McDonald's

Title: Life's Complicated Enough  
Television Campaign: Girl, Couple  
and Life

#### CONTRIBUTORS

Glen Ryan, Creative Director

Tim Bishop, Copy Writer, Art  
Director

David Smith, Copy Writer, Art  
Director

Mark Collis, Executive Creative  
Director

Dion Workman, Client

Helen Farquhar, Client

Nicci Lock, Producer

Prolific Music, Sound Studio

Helen Hendry, Agency Producer

FAT Auckland, New Zealand,

Production Company

Ned Wenlock, Director

Vicky Drake, Account Service

## National Television

### 50 C Regional/National

#### GOLD ADDY® AWARD

Entrant: TAXI Canada

Advertiser: Pfizer Canada Inc.

Title: Office

#### CONTRIBUTORS

Zak Mroueh, Executive Creative  
Director

Lance Martin, Associate Creative  
Director

Ron Smrzek, Art Director

Irfan Khan, Writer

Jennifer Mete, Agency Producer

Partners Film Co, Production  
House

Joachim Back, Director

Gigi Realini, Executive Producer

Link York, Producer

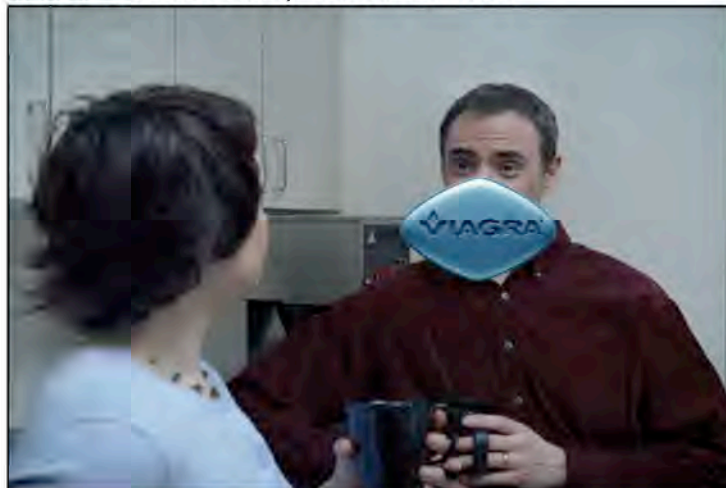
Joaquin Baca-Asay,

Cinematographer

Mick Griffin, Editor

The Eggplant, Music

## Pfizer Canada Inc. / TAXI Canada



## Public Service

### 66 A Television

#### GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: McDonald's

Title: I Wanna Go Home

#### CONTRIBUTORS

Tony Malcolm, Creative Director

Guy Moore, Creative Director

Jim Thornton, Executive Creative  
Director

Nigel Wallace, Account Director

Emma Gooding, Agency Producer

Fink Tank, Production Company

Beach Boys, Music

Graham Fink, Director

Daniel Cohen, Director

## Elements of Advertising

### 77B Music

#### GOLD ADDY® AWARD

Entrant: Leo Burnett

Advertiser: McDonald's

Title: Inner Child

#### CONTRIBUTORS

Mark Collis, Executive Creative  
Director

Stephen Coll, Copy Writer

Matt Ryan, Art Director

Todd Sampson, Planner

Brenden Johnson, Agency  
Producer

Claire McDonald, Agency  
Producer

Collider, Sydney, Production  
Company

Exit Films, Melbourne, Production

Company

Elliot Wheeler,

Composer

Simon Lister,

Composer

Nylon, Sound Design

Joel Pront,

Director



McDonald's  
Leo Burnett





## Student

### Sales Promotion

#### S01 A Packaging

#### STUDENT GOLD ADDY®

*Entrant:* Cristina Schuett, Art Center College of Design

*Advertiser:* Class Project

*Title:* Treat Skincare & Cosmetics Packaging

#### CONTRIBUTORS

Cristina Schuett, Creative

Director/Designer

Carla Barr, Advisor

#### STUDENT SILVER ADDY®

*Entrant:* JoDee B. Wilson, Gateway Community & Technical College

*Advertiser:* VClass Project

*Title:* Uncle Jed's Bourbon Whiskey

#### CONTRIBUTORS

JoDee B. Wilson

### Sales Promotion

#### S01 B Point of Purchase

#### STUDENT GOLD ADDY®

*Entrant:* Khara Cundiff & Keith

Hostert, Miami Ad School

*Advertiser:* Class Project

*Title:* Kingsford

#### CONTRIBUTORS

Khara Cundiff, Art Director

Keith Hostert, Copywriter

### Collateral Material

#### S02 B Brochure/Annual Report

#### STUDENT GOLD ADDY®

*Entrant:* Cat Below, Kendall

College of Art & Design

*Advertiser:* Class Project

*Title:* Marimekko Corporation Annual Report

#### CONTRIBUTORS

Cat Below

#### STUDENT SILVER ADDY®

*Entrant:* Ross Gibson, Portfolio Center

*Advertiser:* Class Project

*Title:* Pygmalion

#### CONTRIBUTORS

Ross Giblson

#### STUDENT SILVER ADDY®

*Entrant:* Lori Wilson, Watkins College of Art & Design

*Advertiser:* Class Project

*Title:* Peju Winery Brochure

#### CONTRIBUTORS

Lori Wilson

### Collateral Material

#### S02 C Poster

#### STUDENT GOLD ADDY®

*Entrant:* Andrew Books, Watkins College of Art & Design

*Advertiser:* Class Project

*Title:* Nashville AIDs Walk Poster

#### CONTRIBUTORS

Andrew Brooks, Designer

Andrew Brooks, Copywriter

Andrew Brooks, Photography



Christina Schuett  
Art Center College of Design



Cat Below  
Kendall College of Art & Design



## Out-of-Home

S04

### STUDENT GOLD ADDY®

*Entrant:* Paula Cristalli, The Creative Circus  
*Advertiser:* Class Project  
*Title:* BlackBerry

#### CONTRIBUTORS

Paula Cristalli, AD  
Alicia Dotter, CW

## Trade or Consumer Magazine Ad

S05 A Single

### STUDENT SILVER ADDY®

*Entrant:* Doug Tracy & Marta Nin, Miami Ad School  
*Advertiser:* Class Project  
*Title:* PowerBar Mannequin

#### CONTRIBUTORS

Doug Tracy, Copy Writer  
Marta Nin, Art Director

## Trade or Consumer Magazine Ad

S05 B Campaign

### STUDENT GOLD ADDY®

*Entrant:* Grant Minnis, Miami Ad School  
*Advertiser:* Class Project  
*Title:* Vespa Card Insert

#### CONTRIBUTORS

Grant Minnis, Art Director  
Javier Castillo, Instructor

### STUDENT SILVER ADDY®

*Entrant:* Beau Jones & Anthony DiNicola, The Creative Circus  
*Advertiser:* Class Project  
*Title:* Gameboy

#### CONTRIBUTORS

Beau Jones, CW  
Anthony DiNicola, AD

## Campaign - Mixed Media

S11

### STUDENT GOLD ADDY®

*Entrant:* Jessica Bognar, Miami Ad School - San Francisco  
*Advertiser:* Class Project  
*Title:* Charles Schwab

#### CONTRIBUTORS

Jessica Bognar, Art Director  
Colleen Harlan, Copywriter

### STUDENT SILVER ADDY®

*Entrant:* Vimoha Bagla & Yashika Punjabee, Miami Ad School  
*Advertiser:* Class Project  
*Title:* New York Zoo

#### CONTRIBUTORS

Vimoha Bagla, Copy Writer  
Yashika Punjabee, Art Director

### STUDENT SILVER ADDY®

*Entrant:* Shelly Utter, Lars Jorgensen & Sara Worthington, Miami Ad School  
*Advertiser:* Class Project  
*Title:* Easyjet.com

#### CONTRIBUTORS

Shelly Utter, Copy Writer  
Lars Jorgensen, Art Director  
Sara Worthington, Art Director

## Elements of Advertising


S12 A Logo

### STUDENT SILVER ADDY®

*Entrant:* Martina Albrandt, Watkins College  
*Advertiser:* Class Project  
*Title:* Hamilton Kayak Company


#### CONTRIBUTORS

Hamilton Kayak Company



Dividends are a girl's best friend.

Talk to a Schwab financial advisor about purchasing Tiffany stock. [charles SCHWAB](#)



Why buy the knockoff when you can own the company?

Talk to a Schwab financial advisor about purchasing Dior stock. [charles SCHWAB](#)

*Jessica Bognar  
Miami Ad School  
San Francisco*



Let your appreciation for the finer things appreciate.

Talk to a Schwab financial advisor about purchasing Valentino stock. [charles SCHWAB](#)



## STUDENT SILVER ADDY®

*Entrant:* Andrew Brooks, Watkins  
College of Art & Design  
*Advertiser:* Class Project  
*Title:* Blue Ox Design Logo

### CONTRIBUTORS

Andrew Brooks, Designer

## *Elements of Advertising* S12 B Illustration

### STUDENT GOLD ADDY®

*Entrant:* Lee Holbrook, Ivy Tech  
Community College  
*Advertiser:* Class Project  
*Title:* Pumpkin Illustration

### CONTRIBUTORS

Lee Holbrook, Designer  
Michael Boatman, Instructor  
Steve Lambert, Instructor

## STUDENT SILVER ADDY®

*Entrant:* Leslie Hanson,  
Susquehanna University  
*Advertiser:* Class Project  
*Title:* 1970 Pontiac GTO

### CONTRIBUTORS

Leslie Hanson

*Lee Holbrook  
Ivy Tech  
Community College*

## STUDENT SILVER ADDY®

*Entrant:* Cassie McDaniel & Avery  
Smith, University of Florida  
*Advertiser:* Class Project  
*Title:* The 2006 Wixárika Calendar

### CONTRIBUTORS

Cassie McDaniel, Designer  
Avery Smith, Designer  
Maria Rogal, Designer  
Sarah Corona Berkin, Writer  
Faculty of Centro Educativo  
Tatuutsi Maxakwaxi, Writers

## STUDENT SILVER ADDY®

*Entrant:* Tony Turner, Pima  
Community College  
*Advertiser:* Pima Community  
College  
*Title:* Gerard Way 1

### CONTRIBUTORS

Tony Turner, Illustrator

## *Elements of Advertising*

### S12 C Photography

## STUDENT SILVER ADDY®

*Entrant:* Nivaska Eastwold, OWC  
*Advertiser:* Benjamin Gillham/  
Professor  
*Title:* Holding Death

### CONTRIBUTORS

Nivaska Eastwold, Photography  
Benjamin Gillham, Photography  
Professor  
Lisa Howell, Graphic Design  
Lab-Assistant  
Ant Patsi, Model  
Sabiana Eastwold, Model

## STUDENT SILVER ADDY®

*Entrant:* Michael Nicholson, Nossi  
College of Art  
*Advertiser:* Class Project  
*Title:* Brooke

### CONTRIBUTORS

Michael Nicholson

## *Elements of Advertising*

### S12 D Animation

### STUDENT GOLD ADDY®

*Entrant:* Colin Decker, Texas State  
University  
*Advertiser:* Austin Chronicle  
*Title:* Austin Chronicle  
Commercials

### CONTRIBUTORS

Colin Decker, Art Director  
Ashley Ross, Art Director  
John Livingston, Art Director  
Allen Lafuente, Art Director  
David Kelly, Art Director



*Colin Decker  
Texas State University*



## National ADDY® Judges

*This year's competition was judged by an illustrious panel of today's top creative talents:*



*Judging Chair*  
**Mark Tutssel**  
Chief Creative  
Officer,  
LeoBurnett  
Worldwide



**Tom Ajello**  
VP Creative ,  
Agency.com



**Rick Carpenter**  
President,  
DDB Group  
Los Angeles



**Matt Fischvogt**  
Associate Creative  
Director/VP,  
McKinney



**Jay Giesen**  
VP, Group Creative  
Director,  
Blattner Brunner



**Cortrell Harris**  
Creative Director,  
Carol H. Williams



**Ann Hayden**  
Executive Creative  
Director,  
Saatchi & Saatchi



**David Kim**  
Interactive  
Creative Director,  
Publicis West  
Seattle



**Mary Knight**  
Interactive  
Creative Director,  
Foote Cone &  
Belding



**Paul Schoknecht**  
Director of  
Interactive,  
JWT Technology



**Daniel Vargas**  
Chairman &  
President,  
Vargas & Amigos,  
Inc.

**David Stolberg**  
Senior VP/Group Creative  
Director,  
Deutsch LA

**John Heath**  
Copywriter,  
Atmosphere BBDO

**Bob Sullivan**  
EVP Creative  
Director,  
Grey Worldwide