

AAF-SA 2010

AMERICAN ADVERTISING FEDERATION-SAN ANTONIO

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# 2010 AWARDS MANUAL

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DROP AND GIVE ME ADDYS

# JACKPOT



**Beat the odds!** Lady Luck will smile on you when you invest your dollars into the San Antonio Express-News, mySanAntonio.com or any of our print and online products. Whichever way you look at it, you're a winner. Every week, the Express-News, mySanAntonio.com, and our weekly publications reach 70% of the MSA adults (Bexar County and the 7 surrounding counties).\*

\*Scarborough Research, 2009

WELCOME TO THE ADDY® AWARDS



## CONGRATULATIONS

The San Antonio Chapter of the American Advertising Federation proudly presents the highest ranking agencies and individuals in advertising with the coveted ADDY® Awards. Gold, Silver and Bronze ADDYS® were awarded during this evening's event to those who have gone beyond the call of duty to create the most excellent works in advertising and design. To the winners, we salute you.

Included in this winners' manual, are blank pages to notate your strategic and creative thought processes and to catch the very etchings of your profound inspiration, whatever that may be.

Carry on.





**OFFICERS**

President  
**Rebecca Ballard, UpperCase Design Group**  
 1st Vice President  
**Melissa Burnett, Creative Civilization**  
 Past President  
**Tim Patrick, Campbell-Ewald**  
 Treasurer  
**Jeff Wickley, Wickley Marketing + Interactive**

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**John Aguillard**  
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**Steve Brand**  
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**Heberto Gutiérrez**  
**Ramon Hernandez**  
**Taryn Kail**  
**Dianah McGreehan**  
**Jeff Miller**  
**Todd O'Neill**

**ADDY COMMITTEE**

Chair  
**Melissa Burnett, Creative Civilization**  
 Event Coordination  
**Paula Andrade**  
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**Melissa Burnett, Creative Civilization**  
 Judging Venue  
**C4 Workspace**  
 Judges Hospitality  
**H-E-B, San Antonio Film Commission**  
 Silent Auction  
**Jeff Miller, Sea World**  
 Decorations  
**Gary Jones, Gary Jones Presents**  
 Contributors  
**Arispe Creative, Gray Web & Hernandez Design Studio**  
 Printing  
**Accuprint, Brenner Printing & Mailing, Clampitt Paper**  
 Signage  
**SSA Graphics**  
 Video  
**David Frank, Say It With Photos**  
 Work Display  
**Laurie Christiansen, Xtreme Xhibits**

The ADDY® Awards are the advertising industry's largest and most representative competition, recognizing creative excellence and the very best advertising worldwide. Sponsored by the American Advertising Federation (AAF), the ADDY® Awards represent the true creative spirit of advertising by recognizing all forms of advertising, from all types of media, created by all sizes and types of entrants, from anywhere in the world. The addition of an international component expanded the ADDY® Awards from a national program into a worldwide competition with over 60,000 total entries.

The ADDY® Awards are unique among all advertising creative competitions. It is the only competition that includes three rigorous levels of judging:

- Entries are first judged at a local level through competitions organized by more than 200 ad clubs affiliated with the AAF.
- Local winners then advance to 14 regional competitions.
- Finally, regional winners advance to the national/international finals.

Thus, ADDY® Award winners truly represent “the best of the best of the best.” With the ADDY® Awards, it is the size of the idea that matters most. Not the size of the organization that created the work or the size of the budget behind it. This distinction truly separates the ADDY® Awards from virtually every other advertising competition.

**AMERICAN ADVERTISING FEDERATION**  
 THE UNIFYING VOICE FOR ADVERTISING™

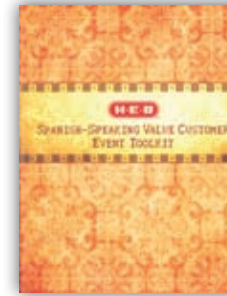
The American Advertising Federation protects and promotes the well-being of advertising. This is accomplished through a nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

Here's what the AAF does:

- Brings members together to yield creative business solutions.
- Protects and promotes advertising at all levels of government through grassroots activities.
- Educates members on the latest trends in technology; creativity and marketing.
- Provides programs to assist local association volunteer leadership.
- Presents the industry with its future leaders.
- Honors advertising excellence.
- Promotes diversity in advertising by encouraging the recruitment of people of diverse cultures.
- Applies the communication skills of its members to help solve community concerns.

About the AAF San Antonio

The American Advertising Federation (AAF) San Antonio was established in 1920 as the San Antonio Advertising Federation. Our mission is to enhance the advertising industry in San Antonio by providing quality support to the diverse community of individuals dedicated to their advertising craft and by communicating the advertising quality in San Antonio to local, regional and national audiences.



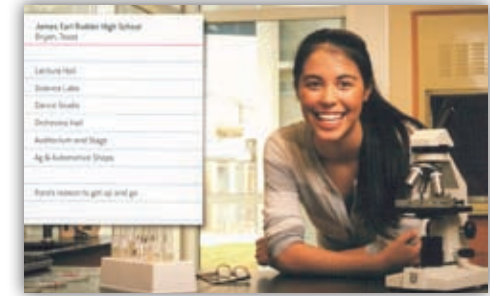
**01-C NEWSLETTER**

Award: **Silver ADDY® Award**  
 Entrant: **H-E-B**  
 Advertiser: **H-E-B**  
 Title: **Hispanic Value Tool Kit**  
 Contributors: **Ronnie Arredondo, Creative**  
**Melissa Vela-Williamson, Copywriter**  
**Erika Prosper, Copywriter**



**01-E SALES PROMOTION CAMPAIGN**

Award: **Gold ADDY® Award**  
 Entrant: **Uppercase Design Group**  
 Advertiser: **Pure Posh Salon**  
 Title: **Pure Posh Salon Campaign**  
 Contributors: **Aleshia Mayo, Senior Designer**  
**Rebecca Ballard, Account Executive**  
**Sharon Heimbecker, President**  
**Jennifer Dennis, Senior Designer**  
**Watermark, Printer**



**01-E SALES PROMOTION CAMPAIGN**

Award: **Silver ADDY® Award**  
 Entrant: **The Atkins Group**  
 Advertiser: **Bartlett Cocke General Contractors**  
 Title: **Bartlett Cocke Direct Mail Campaign**  
 Contributors: **James Howe, Creative Director**  
**Dirk Mitchell, Creative Director**  
**Randy Albriton, Photographer**  
**Steve Young, Production Artist**



**02-A PACKAGING**

Award: **Gold ADDY® Award**  
 Entrant: **The Atkins Group**  
 Advertiser: **YVodka**  
 Title: **YVodka Bottle**  
 Contributors: **James Howe, Creative Director**  
**Dirk Mitchell, Creative Director**  
**Steve Young, Production Artist**



**02-B PACKAGING**

Award: **Bronze ADDY® Award**  
 Entrant: **Uppercase Design Group**  
 Advertiser: **Jessica Leibowitz**  
 Title: **Jessica Leibowitz CD**  
 Contributors: **Aleshia Mayo, Senior Designer**  
**Jacqi Garcia, Web Designer & Developer**  
**Sharon Heimbecker, President**  
**Rebecca Ballard, Account Executive**



**03-A POINT-OF-PURCHASE**

Award: **Silver ADDY® Award**  
 Entrant: **Market Vision**  
 Advertiser: **MillerCoors - Miller Lite**  
 Title: **2009 Miller Lite Soccer Program - Spectacular Display**  
 Contributors: **Monica Ramirez Nadela, Associate Creative Director**  
**Edward Palm, Copywriter**  
**Kazim Fahim, Sr. Art Director**  
**Osvaldo R Charles, Art Director**  
**Robert Cordova, Production Artist**  
**Alberto Oviedo, Photography**  
**Alexis Baldwin, Director of Production**  
**Joseph Segovia, Account Service**



**03-C TRADE SHOW EXHIBIT**

Award: Bronze ADDY® Award  
 Entrant: The Trade Group  
 Advertiser: DPT Labs  
 Title: DPT Labs Trade Show Exhibit  
 Contributors: Krista Short, Consultant  
 Kelsey Stephens, Exhibit and Graphic Designer  
 Robert Wood, Exhibit and Graphic Designer



**03-D POINT-OF-PURCHASE CAMPAIGN**

Award: Gold ADDY® Award  
 Entrant: Market Vision  
 Advertiser: MillerCoors - Miller Lite  
 Title: 2009 Miller Lite Hispanic Soccer Program - Gold Cup 2009  
 Contributors: Monica Ramirez Nadela, Associate Creative Director  
 Edward Palm, Copywriter  
 Kazim Fahim, Sr. Art Director  
 Osvaldo R Charles, Art Director  
 Robert Cordova, Production Artist  
 Alberto Oviedo, Photography  
 Alexis Baldwin, Director of Production  
 Joseph Segovia, Account Service



**03-D POINT-OF-PURCHASE CAMPAIGN**

Award: Silver ADDY® Award  
 Entrant: H-E-B  
 Advertiser: H-E-B  
 Title: In-Store Signage H-E-B Cereals  
 Contributors: Chris Hamilton, Art Director  
 Christopher Walther, Copywriter



**04-VIDEO SALES PRESENTATION**

Award: Silver ADDY® Award  
 Entrant: Creative Civilization  
 Advertiser: San Antonio Hispanic Chamber of Commerce  
 Title: 80th Anniversary Video for the San Antonio Hispanic Chamber of Commerce  
 Contributors: Al Aguilar, Chief Creative Officer/Copywriter  
 Joseph Guerra, Executive Creative Producer  
 Roby Brown, Copywriter  
 Melissa Burnett, Senior Art Director  
 Natalie Barajas, Account Executive  
 Gisela Girard, Strategy  
 Sprocket Video, Video and Sound Production/Editing



**04-VIDEO SALES PRESENTATION**

Award: Silver ADDY® Award  
 Entrant: Creative Civilization  
 Advertiser: George Gervin Academy  
 Title: George Gervin Academy Video  
 Contributors: Al Aguilar, Chief Creative Officer/Copywriter  
 Joseph Guerra, Executive Creative Producer  
 Roby Brown, Copywriter  
 Melissa Burnett, Senior Art Director  
 Natalie Barajas, Account Executive  
 Gisela Girard, Strategy  
 Sprocket Video, Video and Sound Production/Editing



**03-D POINT-OF-PURCHASE CAMPAIGN**

Award: Silver ADDY® Award  
 Entrant: H-E-B  
 Advertiser: H-E-B  
 Title: In-Store Signage H-E-B Blooms  
 Contributors: Ricardo Barrera, Art Director  
 Christopher Walther, Copywriter



**03-D POINT-OF-PURCHASE CAMPAIGN**

Award: Silver ADDY® Award  
 Entrant: Market Vision  
 Advertiser: MillerCoors - Miller Lite  
 Title: 2009 Miller Hispanic Heritage Program  
 Contributors: Monica Ramirez Nadela, Associate Creative Director  
 Jeanette McIntyre, Associate Creative Director  
 Edward Palm, Copywriter  
 Kazim Fahim, Sr. Art Director  
 Osvaldo R Charles, Art Director  
 Alberto Oviedo, Photography  
 Robert Cordova, Production Artist  
 Alexis Baldwin, Director of Production  
 Lily Arias, Account Services



**03-D POINT-OF-PURCHASE CAMPAIGN**

Award: Bronze ADDY® Award  
 Entrant: Market Vision  
 Advertiser: Coca-Cola  
 Title: Coca-Cola South Retail Signage  
 Contributors: Martha Martinez, Associate Creative Director  
 Alex Alvarado, Sr. Art Director  
 Tita Sartorio, Sr. Copywriter  
 Saul Trejo - Leal, Account Service  
 Robyn Jeter, Account Service



**You...**  
 enjoy long walks to the copier  
 favorite color is biege  
 favorite time of day is...the end

**Us...**  
 none of the above.

Work outside your box  
 (We've got a ladder you can borrow.)

Desks & Offices  
 Meetings & Events  
 Cool People & Good Vibes

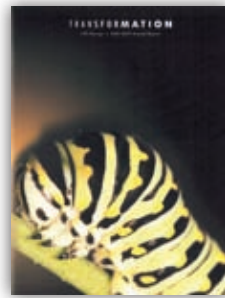
108 King William @ S. St. Mary 210-222-2405 www.c4workspace.com @c4workspace





**05-A STATIONERY PACKAGE**

Award: Gold ADDY® Award  
 Entrant: Creative Link  
 Advertiser: Texas Wilson  
 Title: Texas Wilson Business Card  
 Contributors: Bobby Arispe, Art Director  
 Tracy Lowe, Client Service  
 Scott Iden, Production



**06-B ANNUAL REPORT, COLOR**

Award: Bronze ADDY® Award  
 Entrant: CPS Energy - Corporate Communications  
 Advertiser: CPS Energy  
 Title: CPS Energy Annual Report  
 Contributors: Frank Jimenez, Art Director  
 Lisa Lewis, Writer  
 Scott Wudel, Writer  
 Vincent McDonald, Photographer  
 Eduardo Flores, Creative Director



**07-A BROCHURE**

Award: Bronze ADDY® Award  
 Entrant: Bronson Ma Creative  
 Advertiser: John Paul II High School  
 Title: John Paul II High School View Book  
 Contributors: Bronson Ma, Creative Director  
 Bronson Ma, Designer  
 Max Wright, Copywriter  
 Karen Kimball, Copywriter  
 Various, Photographer  
 Jay Kay Press, Printer



**08-C SERIES**

Award: Gold ADDY® Award  
 Entrant: CPS Energy - Corporate Communications  
 Advertiser: CPS Energy  
 Title: Broadcaster - Covers  
 Contributors: Michael Freberg, Art Director  
 Frank Jimenez, Art Director  
 Barbara Burris, Art Director  
 Pam Maris, Editor  
 Vincent McDonald, Photographer  
 Eduardo Flores, Creative Director



**08-D MAGAZINE DESIGN**

Award: Silver ADDY® Award  
 Entrant: CPS Energy - Corporate Communications  
 Advertiser: CPS Energy  
 Title: Broadcaster  
 Contributors: Michael Freberg, Art Director  
 Frank Jimenez, Art Director  
 Barbara Burris, Art Director  
 Pam Maris, Editor  
 Lisa Lewis, Writer  
 Scott Wudel, Writer  
 Vincent McDonald, Photographer  
 Eduardo Flores, Creative Director



**09-A POSTER**

Award: Gold ADDY® Award  
 Entrant: Clockwork Studios  
 Advertiser: The Market Foundation  
 Title: Street Festival  
 Contributors: Terri Gaines, Creative Direction  
 Steve Gaines, Creative Director, Designer, Illustrator



**07-B BROCHURE, COLOR**

Award: Silver ADDY® Award  
 Entrant: Anderson Marketing Group  
 Advertiser: San Antonio Livestock & Rodeo  
 Title: Alamo Colleges Viewbook  
 Contributors: Aaron Janise, Art Director  
 Dirk Ronk, Copywriter  
 Soeurette Shook-Kelly, Account Executive  
 Ariana Barbour, Account Executive



**07-B BROCHURE, COLOR**

Award: Bronze ADDY® Award  
 Entrant: Komet Marketing/  
 Hernandez Design Studio  
 Advertiser: CKC Custom Homes  
 Title: CKC Custom Homes Brochure  
 Contributors: Eleazar Hernandez, Creative Director  
 Leslie Komet Ausburn, Account Service/  
 Public Relations



**07-C BROCHURE, CAMPAIGN**

Award: Silver ADDY® Award  
 Entrant: BradfordLawton  
 Advertiser: McKenna  
 Title: McKenna Brochures  
 Contributors: Bradford Lawton,  
 Designer/Creative Director  
 Emi Ramirez-Hunt, Designer  
 Josh Zapata, Designer  
 Lindsay Crowell, Account Manager  
 David Parker, Copywriter  
 Tony Diamond, Account Manager



**09-A POSTER**

Award: Silver ADDY® Award  
 Entrant: Anderson Marketing Group  
 Advertiser: San Antonio Livestock & Rodeo  
 Title: San Antonio Rodeo Liff Off Poster  
 Contributors: Aaron Janise, Art Director  
 Dirk Ronk, Copywriter  
 Antonio Garza, Account Executive  
 Nathan Turnage, Photo Retoucher



**09-A POSTER**

Award: Silver ADDY® Award  
 Entrant: Anderson Marketing Group  
 Advertiser: San Antonio Livestock & Rodeo  
 Title: San Antonio Rodeo Frequent Flyers Poster  
 Contributors: Aaron Janise, Art Director  
 Dirk Ronk, Copywriter  
 Antonio Garza, Account Executive  
 Nathan Turnage, Photo Retoucher



**09-A POSTER**

Award: Silver ADDY® Award  
 Entrant: Anderson Marketing Group  
 Advertiser: San Antonio Livestock & Rodeo  
 Title: San Antonio Rodeo Happy Landings Poster  
 Contributors: Aaron Janise, Art Director  
 Dirk Ronk, Copywriter  
 Antonio Garza, Account Executive  
 Nathan Turnage, Photo Retoucher





**09-B POSTER CAMPAIGN**  
 Award: Gold ADDY® Award  
 Entrant: Market Vision  
 Advertiser: Coca-Cola  
 Title: 2009 Black History Month Campaign  
 Contributors: Robert Sosa, VP Creative Services  
 Alexis Baldwin, Director of Production  
 Alex Alvarado, Sr. Art Director  
 Kadir Nelson, Illustrator  
 Musiq Soulchild, Copywriter/Poet  
 Robert Cordova, Production Artist  
 Brandi Martinez, Account Service  
 Neylu Longoria, Account Service  
 Jeanette McIntyre, Associate Creative Director  
 Osvaldo Charles, Jr. Art Director



**09-B POSTER CAMPAIGN**  
 Award: Silver ADDY® Award  
 Entrant: Anderson Marketing Group  
 Advertiser: San Antonio Livestock & Rodeo  
 Title: San Antonio Rodeo Poster Campaign  
 Contributors: Aaron Janise, Art Director  
 Dirk Ronk, Copywriter  
 Antonio Garza, Account Executive  
 Nathan Turnage, Photo Retoucher



**10-B SPECIAL EVENT INVITATION**  
 Award: Gold ADDY® Award  
 Entrant: Creative Noggin  
 Advertiser: Good Samaritan Community Services  
 Title: Mums and Mimosas Invitation  
 Contributors: Trish McCabe, Creative Director  
 Tracy Marlowe, Account Director  
 Accu-print, Printer



**10-B SPECIAL EVENT INVITATION**  
 Award: Silver ADDY® Award  
 Entrant: Arispe Creative  
 Advertiser: Katrice Collazo and Michael Sindon  
 Title: Collazo-Sindon Wedding  
 Contributors: Kim Arispe, Owner/Designer  
 Bobby Arispe, Photographer  
 M&S Graphic Arts, Printer



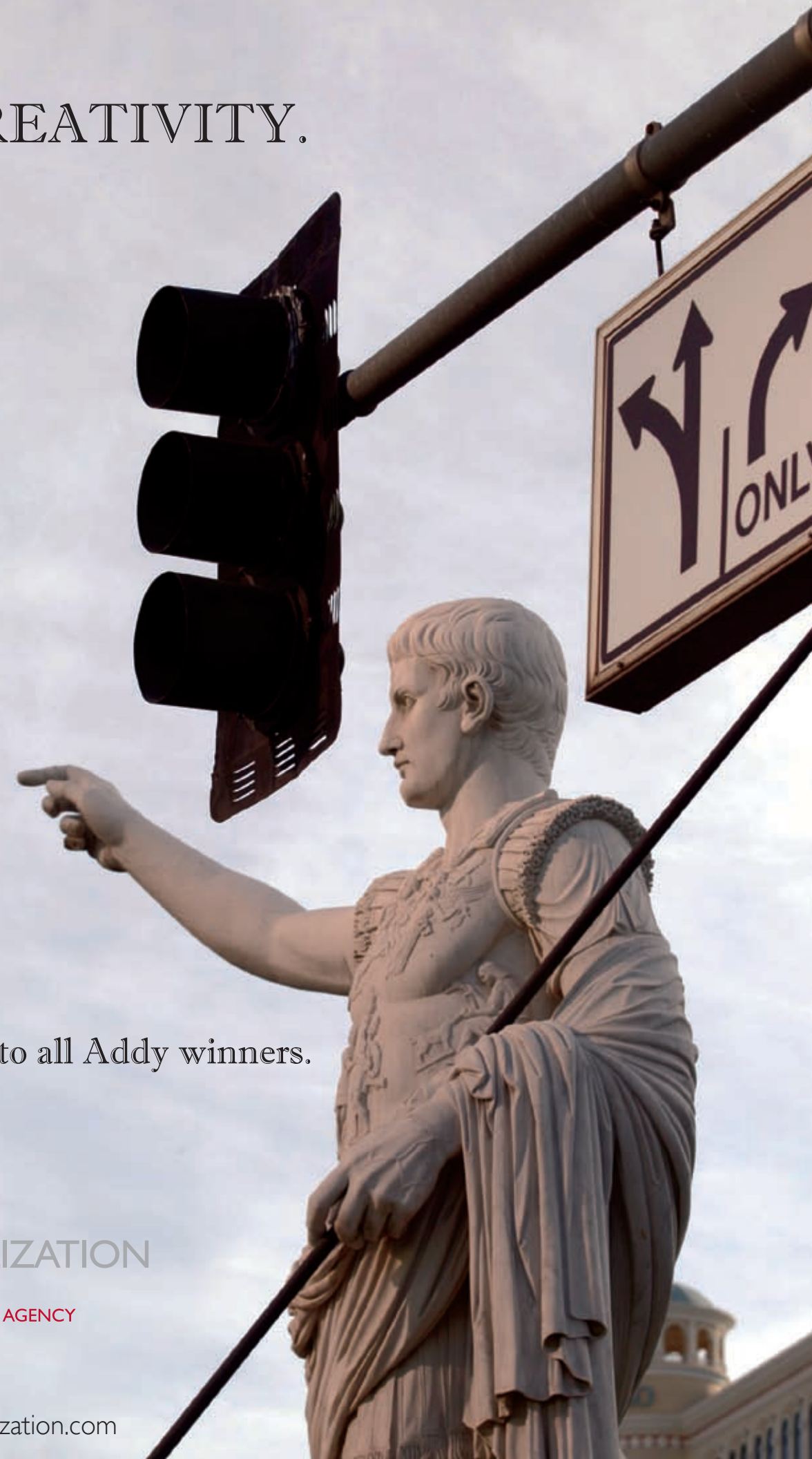
**10-B SPECIAL EVENT INVITATION**  
 Award: Silver ADDY® Award  
 Entrant: Anderson Marketing Group  
 Advertiser: San Antonio Livestock & Rodeo  
 Title: Wine & Rodeo Invitation  
 Contributors: Aaron Janise, Art Director  
 Antonio Garza, Account Executive



**10-B SPECIAL EVENT INVITATION**  
 Award: Silver ADDY® Award  
 Entrant: Uppercase Design Group  
 Advertiser: Whitney Stanco  
 Title: Whitney Stanco Wedding Invitation  
 Contributors: Aleshia Mayo, Senior Designer  
 Rebecca Ballard, Account Executive  
 Sharon Heimbecker, President  
 Jennifer Dennis, Senior Designer  
 Multicopy, Printer



HAIL...CREATIVITY.



Congratulations to all Addy winners.

creativeCIVILIZATION

AN AGUILAR/GIRARD AGENCY



**12-A DIRECT CAMPAIGN, B-TO-B OR CONSUMER**

Award: Bronze ADDY® Award  
Entrant: Keoni Concepts  
Advertiser: C. H. Guenther & Sons, Guenther House  
Title: Guenther House Postcards  
Contributors: John Keoni Viriyapunt,  
Creative Director  
Clear Visions, Printer



**13-A SPECIALTY ADVERTISING**

Award: Silver ADDY® Award  
Entrant: blonde creative  
Advertiser: Time Warner San Antonio  
Title: Time Warner Rock & Roll Marathon Jersey  
Contributors: Gavino Ramos, Time Warner Cable  
Melissa Sorola, Time Warner Cable  
Louis Cardenas, Creative Director  
Rik Weiderstrandt, Art Director  
Jacob Resendez, Art Director



**13-A SPECIALTY ADVERTISING**

Award: Silver ADDY® Award  
Entrant: Market Vision  
Advertiser: Turner Entertainment  
Title: CNN Latino in America - T-shirt  
Contributors: Martha Martinez,  
Associate Creative Director/CW  
Tita Sartorio, Sr. Copywriter  
Alex Alvarado, Sr. Art Director  
Osvaldo R Charles, Account Service  
Pamela Salazar, Director of Communication  
Carmina Reyes, Account Services



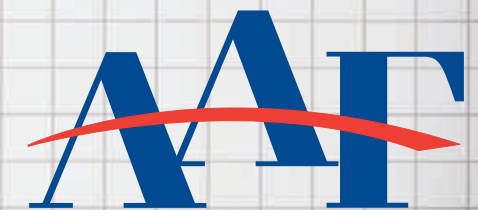
**13-B SPECIALTY ADVERTISING**

Award: Silver ADDY® Award  
Entrant: Blue Clover  
Advertiser: Physicians Health Choice  
Title: Physicians Health Choice  
True Stories DVD Package  
Contributors: Juan Barrera, Creative Director  
Madson Multimedia, Screen Printer, DVD  
The Watermark Group, Printer, Sleeve

# MAKING THE WORLD SAFE FOR ADVERTISING SINCE 1905.

## (SERIOUSLY 1905)

**JOIN. BELONG. THRIVE.**



AMERICAN ADVERTISING FEDERATION  
THE UNIFYING VOICE FOR ADVERTISING™

[WWW.AAF.ORG](http://WWW.AAF.ORG)





**BEST IN SHOW**

**14-A OUTDOOR BOARD**

Award: Gold ADDY® Award & ADDY® Best in Show  
 Entrant: The Atkins Group  
 Advertiser: YVodka  
 Title: YVodka "Party" Outdoor  
 Contributors: James Howe, Creative Director  
 Dirk Mitchell, Creative Director  
 Steve Young, Production Artist  
 Steve Atkins, Account Executive



**14-A OUTDOOR BOARD**

Award: Silver ADDY® Award  
 Entrant: Creative Civilization  
 Advertiser: University Health System  
 Title: UHS Living Proof Out of Home - Child Injury/Buckle Up  
 Contributors: Al Aguilar, Chief Creative Officer  
 Stephanie Salazar, Art Director  
 Roby Brown, Copywriter  
 Jennifer Gallegos, Senior Account Executive  
 J Moncada, Chief Marketing Officer  
 Gisela Girard, Strategy

DAILY ARRIVALS				University Hospital
NAME	WEIGHT	LENGTH	ARRIVAL	
NOAH	6 LBS. 8 OZ.	18 IN.	4:26 AM	
AMBER	5 LBS. 2 OZ.	18 IN.	7:17 AM	
OSCAR	6 LBS. 5 OZ.	18.5 IN.	6:20 PM	

**14-C OUTDOOR BOARD**

Award: Bronze ADDY® Award  
 Entrant: Creative Civilization  
 Advertiser: University Health System  
 Title: UHS Living Proof Out of Home - Labor & Delivery/Daily Arrivals  
 Contributors: Al Aguilar, Chief Creative Officer  
 Stephanie Salazar, Art Director  
 Roby Brown, Copywriter  
 Jennifer Gallegos, Senior Account Executive  
 J Moncada, Chief Marketing Officer  
 Gisela Girard, Strategy



**15-A VEHICLE GRAPHIC ADVERTISING**

Award: Bronze ADDY® Award  
 Entrant: Market Vision  
 Advertiser: MillerCoors - MGD  
 Title: 2009 MGD California FreshTaste Program  
 Contributors: Robert Sosa, VP Creative Services  
 Kazim Fahim, Sr. Art Director  
 Robert Cordova, Production Artist  
 Martin Wonnacott, Photography  
 Alexis Baldwin, Director of Production  
 Gail Santucci, Account Services



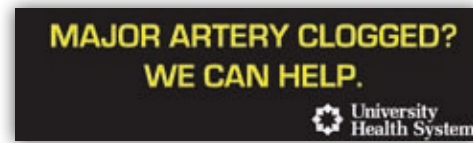
**16-B MASS TRANSIT, EXTERIOR**

Award: Gold ADDY® Award  
 Entrant: CPS Energy - Corporate Communications  
 Advertiser: CPS Energy  
 Title: CPS Energy Windtricity Bus  
 Contributors: Eduardo Flores, Art Director  
 Lisa Lewis, Writer  
 Eduardo Flores, Creative Director



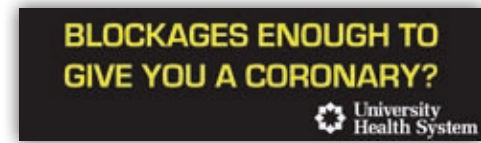
**14-A OUTDOOR BOARD**

Award: Bronze ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: YVodka  
 Title: YVodka "You're Y" Outdoor  
 Contributors: James Howe, Creative Director  
 Dirk Mitchell, Creative Director  
 Steve Young, Production Artist  
 Steve Atkins, Account Executive



**14-C OUTDOOR BOARD**

Award: Silver ADDY® Award  
 Entrant: Creative Civilization  
 Advertiser: University Health System  
 Title: UHS Living Proof Out of Home - Cardiology/Artery  
 Contributors: Al Aguilar, Chief Creative Officer  
 Stephanie Salazar, Art Director  
 Roby Brown, Copywriter  
 Jennifer Gallegos, Senior Account Executive  
 J Moncada, Chief Marketing Officer  
 Gisela Girard, Strategy



**14-C OUTDOOR BOARD**

Award: Bronze ADDY® Award  
 Entrant: Creative Civilization  
 Advertiser: University Health System  
 Title: UHS Living Proof Out of Home - Cardiology/Blockages  
 Contributors: Al Aguilar, Chief Creative Officer  
 Stephanie Salazar, Art Director  
 Roby Brown, Copywriter  
 Jennifer Gallegos, Senior Account Executive  
 J Moncada, Chief Marketing Officer  
 Gisela Girard, Strategy



**17-A SITE, INTERIOR ANIMATED**

Award: Gold ADDY® Award  
 Entrant: Geomedia  
 Advertiser: Dell Computers  
 Title: Dell Inspiron Mini  
 Contributors: Troy Davis, Animation Director  
 Jeremy Kenisky, Technical Director  
 Joe Schaertl, Designer / Editor  
 Rudy Martinez, Senior Designer  
 Murray Breit, Producer  
 Martin Jaeger, Art Director  
 Synthetic Pictures, Production Company



**17-B SITE, INTERIOR STATIC**

Award: Bronze ADDY® Award  
 Entrant: H-E-B  
 Advertiser: H-E-B  
 Title: In-Store Signage Ready to Drink Tea  
 Contributors: Tony Abilez, Art Director  
 Christopher Walther, Copywriter  
 Greg Stack - Vertis Studios, Photographer



**17-D SITE, EXTERIOR STATIC**

Award: Gold ADDY® Award  
 Entrant: Bromley Communications  
 Advertiser: SACVB  
 Title: History Wall  
 Contributors: Jeff Miraglia, Creative Director  
 Linda Aguayo, Group Account Director





# JUDGES AWARD OUT OF HOME

**18 OUT-OF-HOME CAMPAIGN**

Award: Gold ADDY® Award and Judges Award  
 Entrant: BradfordLawton  
 Advertiser: McKenna  
 Title: McKenna Environmental Graphics  
 Contributors: Bradford Lawton, Designer/Creative Director  
 Josh Zapata, Designer  
 Tony Diamond, Account Manager  
 Lindsay Crowell, Account Manager  
 Emi Ramirez-Hunt, Designer



**18 OUT-OF-HOME CAMPAIGN**

Award: Bronze ADDY® Award  
 Entrant: Creative Link  
 Advertiser: Pocket Wireless  
 Title: Talk is Cheap  
 Contributors: Coe Douglas, Copywriter/  
 Associate Creative Director  
 Nicole Lariosa, Art Director/  
 Associate Creative Director  
 Scott Iden, Production  
 Tracy Lowe, Client Service



**22-B CONSUMER/TRADE, FULL PAGE, COLOR**

Award: Gold ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: South Padre Island  
 Title: SPI 'Sun Worshipping' Print Ad  
 Contributors: James Howe, Creative Director  
 Dirk Mitchell, Creative Director  
 Steve Young, Production Artist  
 Andrew Yates, Photographer  
 Jayme LeGros, Account Executive



**22-B CONSUMER/TRADE, FULL PAGE, COLOR**

Award: Gold ADDY® Award and Judges Award  
 Entrant: H-E-B  
 Advertiser: H-E-B  
 Title: Central Market Organics Coffee Ad  
 Contributors: Tony Abilez, Art Director  
 Christopher Walther, Copywriter  
 Greg Stack-Vertis Studios, Photographer

# JUDGES AWARD ART DIRECTION



**22-B CONSUMER/TRADE, FULL PAGE, COLOR**

Award: Silver ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: South Padre Island  
 Title: SPI 'Challenge Yourself' Print Ad  
 Contributors: Dirk Mitchell, Creative Director  
 James Howe, Creative Director  
 Steve Young, Production Artist  
 Andrew Yates, Photographer  
 Jayme LeGros, Account Executive



**22-B CONSUMER/TRADE, FULL PAGE, COLOR**

Award: Silver ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: South Padre Island  
 Title: SPI 'Silly Grin. Check.' Print Ad  
 Contributors: James Howe, Creative Director  
 Dirk Mitchell, Creative Director  
 Steve Young, Production Artist  
 Andrew Yates, Photographer  
 Jayme LeGros, Account Executive



**22-B CONSUMER/TRADE, FULL PAGE, COLOR**

Award: Silver ADDY® Award  
 Entrant: Market Vision  
 Advertiser: MillerCoors - MGD  
 Title: Miller Genuine Draft California Music Ad  
 Contributors: Robert Sosa, VP Creative Services  
 Kazim Fahim, Sr. Art Director  
 Robert Cordova, Production Artist  
 Martin Wonnacott, Photography  
 Alexis Baldwin, Director of Production  
 Joseph Segovia, Account Services

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**22-B CONSUMER/TRADE, FULL PAGE, COLOR**

Award: Bronze ADDY® Award  
 Entrant: Bromley Communications  
 Advertiser: SACVB  
 Title: Luke  
 Contributors: Jeff Miraglia, Creative Director  
 Linda Aguayo, Group Account Director



**23-B CONSUMER/TRADE, SPREAD, COLOR**

Award: Bronze ADDY® Award  
 Entrant: Cartel Creativo, Inc.  
 Advertiser: Audi Latin America  
 Title: 100 Years - Audi Latin America  
 Contributors: Cory Matthews, Creative Director  
 Rosario de la Peña-Garza, Executive Creative Director  
 Ana Leen, Account Supervisor  
 Sean Salas, CEO/Executive Producer



**24-B CONSUMER/TRADE CAMPAIGN, COLOR**

Award: Gold ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: South Padre Island  
 Title: SPI 'Be Yourself' Print Campaign  
 Contributors: Dirk Mitchell, Creative Director  
 James Howe, Creative Director  
 Steve Young, Production Artist  
 Andrew Yates, Photographer  
 Jayme LeGros, Account Executive



**24-B CONSUMER/TRADE CAMPAIGN, COLOR**

Award: Bronze ADDY® Award  
 Entrant: seriousmedia.net  
 Advertiser: K Charles & Co  
 Title: K Charles ads  
 Contributors: serious media, director



**24-B CONSUMER/TRADE CAMPAIGN, COLOR**

Award: Gold ADDY® Award  
 Entrant: Bromley Communications  
 Advertiser: General Mills - Honey Nut Cheerios  
 Title: Honey Nut Cheerios 'Abrazo'  
 Contributors: Sue De Lopez, VP, Director of Client Services  
 Ashley Molton, Account Supervisor  
 Abe Garcia, Associate Creative Director  
 Benjamin Jara, Associate Creative Director  
 Joan Supik, Print Production Manager



**24-B CONSUMER/TRADE CAMPAIGN, COLOR**

Award: Silver ADDY® Award  
 Entrant: KGBTexas Public Relations/Advertising  
 Advertiser: Kuper Sotheby's International Realty  
 Title: Royal Oaks - Print Ad Brand Campaign  
 Contributors: Stan McElrath, Creative Director/Copywriter  
 Mike Morales, Art Director  
 Tanya Travers, Account Supervisor  
 Liz Moran, Production Supervisor



**24-B CONSUMER/TRADE CAMPAIGN, COLOR**

Award: Bronze ADDY® Award  
 Entrant: KGBTexas Public Relations/Advertising  
 Advertiser: CHRISTUS Santa Rosa Children's Hospital  
 Title: CHRISTUS Santa Rosa Children's Hospital - 50th Print Campaign  
 Contributors: Stan McElrath, Creative Director/Copywriter  
 Margaret Mitchell, Associate Creative Director  
 Selina Clem, Senior Account Executive  
 Jenny Reeves, Account Supervisor  
 Liz Moran, Production Supervisor  
 Rick Patrick, Photographer

# Martin Promotions & Specialties

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 bmartinjo@tmo.blackberry.net





**26-A NEWSPAPER, FRACTIONAL PAGE**  
 Award: Bronze ADDY® Award  
 Entrant: Creative Noggin  
 Advertiser: Der Kuchen Laden  
 Title: Exceptional Kitchenware Ad  
 Contributors: Trish McCabe, Creative Director



**26-B NEWSPAPER, FRACTIONAL PAGE, COLOR**  
 Award: Silver ADDY® Award  
 Entrant: Creative Link  
 Advertiser: New Dimensions Weight Loss Surgery  
 Title: It's What's Inside That Counts—Female  
 Contributors: Coe Douglas, Copywriter/  
 Associate Creative Director  
 Nicole Lariosa, Art Director/  
 Associate Creative Director  
 Tracy Lowe, Client Service  
 Scott Iden, Production  
 Kim Hubbeling, Production



**26-B NEWSPAPER, FRACTIONAL PAGE, COLOR**  
 Award: Silver ADDY® Award  
 Entrant: Creative Link  
 Advertiser: New Dimensions Weight Loss Surgery  
 Title: It's What's Inside That Counts—Male  
 Contributors: Coe Douglas, Copywriter/  
 Associate Creative Director  
 Nicole Lariosa, Art Director/  
 Associate Creative Director  
 Tracy Lowe, Client Service  
 Scott Iden, Production  
 Kim Hubbeling, Production



**29-A NEWSPAPER  
 SPECIALTY ADVERTISING, INSERT**  
 Award: Silver ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: CPS Energy  
 Title: CPS Energy 'Vote Yes' Insert  
 Contributors: Dirk Mitchell, Creative Director  
 James Howe, Creative Director  
 Steve Young, Production Artist  
 Gabriella Flores, Account Executive



**30-A NEWSPAPER CAMPAIGN**  
 Award: Silver ADDY® Award  
 Entrant: Creative Noggin  
 Advertiser: Der Kuchen Laden  
 Title: Little People Ad Campaign  
 Contributors: Trish McCabe, Creative Director



**30-A NEWSPAPER CAMPAIGN**  
 Award: Bronze ADDY® Award  
 Entrant: Colonial Bank  
 Advertiser: K. Fernandez & Associates  
 Title: Colonial Bank Brand Ads  
 Contributors: Karla Fernandez Parker, President & CEO  
 Danny Dena, Creative Director  
 Jacqueline Navarro, Senior Account Executive

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**32-C WEBSITE, B-TO-B FLASH, SERVICES**  
 Award: Gold ADDY® Award  
 Entrant: Clockwork Studios  
 Advertiser: Bacon Lee and Associates  
 Title: Bacon Lee and Associates  
 Contributors: Terri Gaines, Creative Direction  
 Steve Gaines, Creative Director  
 Shawn Meek, Designer, Developer



**33-C WEBSITE, B-TO-B HTML, SERVICES**  
 Award: Silver ADDY® Award  
 Entrant: Blue Clover  
 Advertiser: Arkel Group  
 Title: Arkel Group Website  
 Contributors: Juan Barrera, Creative Director  
 Rikky Möller, Sr. Art Director  
 Lisa Merry, Sr. Designer  
 Johnathan Iannotti, Director of Technology  
 Porter Maus, Web Developer



**34-A WEBSITE, CONSUMER FLASH, PRODUCTS**  
 Award: Gold ADDY® Award  
 Entrant: Boss Creative  
 Advertiser: Club Luz  
 Title: Club Luz  
 Contributors: Joe Flores, Creative Director  
 Joshua Wilson, Senior Developer  
 Dalyn Cessac, Flash Developer



**34-C WEBSITE, CONSUMER FLASH, SERVICES**  
 Award: Silver ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: Sheraton South Padre Island  
 Title: Sheraton South Padre Island Website  
 Contributors: James Howe, Creative Director  
 Dirk Mitchell, Creative Director  
 Lewis Smith, Interactive Director  
 Jonathan Faunce, Interactive Art Director  
 Chris Alvarez, Interactive Programmer  
 Jayme LeGros, Account Executive



**34-C WEBSITE, CONSUMER FLASH, SERVICES**  
 Award: Silver ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: Park Place Real Estate  
 Title: Park Place "Believe in a Smarter Way" Website  
 Contributors: James Howe, Creative Director  
 Dirk Mitchell, Creative Director  
 Lewis Smith, Interactive Director  
 Jonathan Faunce, Interactive Art Director  
 Chris Alvarez, Interactive Programmer  
 Steve Young, Illustrator



**34-C WEBSITE, CONSUMER FLASH, SERVICES**  
 Award: Bronze ADDY® Award  
 Entrant: Boss Creative  
 Advertiser: Nside Magazine  
 Title: Nside Magazine  
 Contributors: Joe Flores, Creative Director  
 Mark Crouch, Senior Designer  
 Joshua Wilson, Senior Developer  
 Dalyn Cessac, Flash Developer  
 Chris Camacho, Developer



**34-A WEBSITE, CONSUMER FLASH, PRODUCTS**  
 Award: Silver ADDY® Award  
 Entrant: Clockwork Studios  
 Advertiser: Baer Winery  
 Title: Baer Winery  
 Contributors: Terri Gaines, Creative Direction  
 Steve Gaines, Creative Director  
 Shawn Meek, Designer, Developer



**34-A WEBSITE, CONSUMER FLASH, PRODUCTS**  
 Award: Silver ADDY® Award  
 Entrant: Blue Clover  
 Advertiser: Mark Schlesinger  
 Title: Mark Schlesinger Website  
 Contributors: Juan Barrera, Creative Director  
 Mark Schlesinger, Illustrator  
 Johnathan Iannotti, Director of Technology  
 Porter Maus, Web Developer



**34-B WEBSITE, CONSUMER FLASH, OUTLETS**  
 Award: Gold ADDY® Award  
 Entrant: blonde creative  
 Advertiser: Miss Roxy Derek  
 Title: Miss Roxy Derek Website  
 Contributors: Julie Ord, Miss Roxy Derek  
 Louis Cardenas, Creative Director  
 Rik Weiderstrandt, MultiMedia Director  
 Jacob Resendez, MultiMedia Director



**35-A WEBSITE, CONSUMER HTML, PRODUCTS**  
 Award: Bronze ADDY® Award  
 Entrant: Texas Creative  
 Advertiser: Watermark Hotel Company  
 Title: Watermark Grill website  
 Contributors: Brian Eickhoff, President/  
 Chief Creative Director  
 Jon Espenlaub, Sr. Web Designer  
 Camille Mandigo, EVP of Client Services  
 Margaret Oliver, Account Executive



**35-C WEBSITE, CONSUMER HTML, SERVICES**  
 Award: Silver ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: Alamo Bowl  
 Title: Alamo Bowl Website  
 Contributors: Lewis Smith, Interactive Director  
 Jonathan Faunce, Interactive Art Director  
 Chris Alvarez, Interactive Programmer  
 Gabriella Flores, Account Executive



**35-C WEBSITE, CONSUMER HTML, SERVICES**  
 Award: Silver ADDY® Award  
 Entrant: Boss Creative  
 Advertiser: Prout International  
 Title: Prout  
 Contributors: Joe Flores, Creative Director  
 Josh Wilson, Senior Developer  
 Dalyn Cessac, Flash Developer





**35-C WEBSITE, CONSUMER HTML, SERVICES**  
 Award: Bronze ADDY® Award  
 Entrant: Uppercase Design Group  
 Advertiser: Ad Imagery  
 Title: Ad Imagery Website  
 Contributors: Jacqí García, Web Designer/Developer  
 Vernon Wentz, President/Ad Imagery  
 Sharon Heimbecker, President  
 Rebecca Ballard, Account Executive



**35-C WEBSITE, CONSUMER HTML, SERVICES**  
 Award: Bronze ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: South Padre Island  
 Title: SPI Website  
 Contributors: James Howe, Creative Director  
 Dirk Mitchell, Creative Director  
 Lewis Smith, Interactive Director  
 Jonathan Faunce, Interactive Art Director  
 Chris Alvarez, Interactive Programmer  
 Jayme LeGros, Account Executive



**35-C WEBSITE, CONSUMER HTML, SERVICES**  
 Award: Bronze ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: Valley International Airport  
 Title: Valley International Airport Website  
 Contributors: Lewis Smith, Interactive Director  
 Jonathan Faunce, Interactive Art Director  
 Chris Alvarez, Interactive Programmer  
 Jayme LeGros, Account Executive



**36-B E-MAILS/ E-CARDS**  
 Award: Bronze ADDY® Award  
 Entrant: Rudkin Productions  
 Advertiser: Ranch at the Rim  
 Title: Ranch at the Rim Christmas E-Blast  
 Contributors: Meg Guillory, Account Executive  
 Meg Guillory, Creative Director  
 Olga Moreno, Designer  
 James Theopistos, HTML



**36-E ONLINE NEWSLETTER**  
 Award: Bronze ADDY® Award  
 Entrant: Gray Web Technology + Design  
 Advertiser: St. David's HealthCare  
 Title: St. David's NeuroTexas Institute E-Newsletter  
 Contributors: Sarah Pearson, Art Director/Designer  
 Luis Sandoval, Social Media Coordinator  
 Jennifer Dunn, Account Executive  
 Jim Aderhold, Partner



**36-G MOBILE MARKETING**  
 Award: Silver ADDY® Award  
 Entrant: SWEB Development  
 Advertiser: Founding Farmers/Dan Simmons  
 Title: Founding Farmers - iPhone App  
 Contributors: magaly Chocano, CEO  
 susana Hernandez, chief Creative Director  
 cesar Giralt, technical Director



**36-I WEDISODES**  
 Award: Silver ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: South Padre Island  
 Title: South Padre Island Webisodes  
 Contributors: Dirk Mitchell, Creative Director  
 James Howe, Creative Director  
 Jayme LeGros, Account Executive

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**44-B LOCAL TV**

Award: **Gold ADDY® Award and Judges Award**  
 Entrant: **Creative Civilization**  
 Advertiser: **University Health System**  
 Title: **UHS Living Proof TV - Child Safety**  
 Contributors: **Al Aguilar, Chief Creative Officer**  
**Joseph Guerra, Executive Creative Producer**  
**Stephanie Salazar, Art Director**  
**Roby Brown, Copywriter**  
**J Moncada, Chief Marketing Officer**  
**Gisela Girard, Strategy**  
**Lazlo Rain, Video Production/Editing**  
**The Living Room, Sound Recording/Editing**



**44-B LOCAL TV**

Award: **Gold ADDY® Award**  
 Entrant: **Anderson Marketing Group**  
 Advertiser: **San Antonio Livestock & Rodeo**  
 Title: **San Antonio Rodeo Mutton Buster TV**  
 Contributors: **Aaron Janise, Art Director**  
**Dirk Ronk, Associate Creative Director/Copywriter**  
**Antonio Garza, Account Executive**  
**Derak Berban, Editor/Post-Production Genius**  
**Jimmy Williams, Director**



**44-B LOCAL TV**

Award: **Bronze ADDY® Award**  
 Entrant: **Anderson Marketing Group**  
 Advertiser: **San Antonio Livestock & Rodeo**  
 Title: **San Antonio Rodeo Clown TV**  
 Contributors: **Aaron Janise, Art Director**  
**Dirk Ronk, Associate Creative Director/Copywriter**  
**Antonio Garza, Account Executive**  
**Derak Berban, Editor/Post-Production Genius**  
**Jimmy Williams, Director**



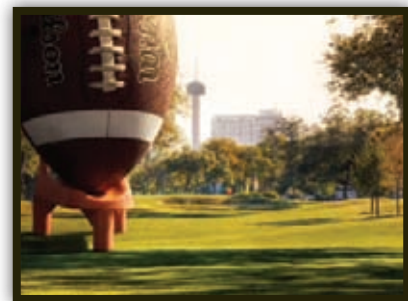
**44-B LOCAL TV**

Award: **Bronze ADDY® Award**  
 Entrant: **The Atkins Group**  
 Advertiser: **CPS Energy**  
 Title: **CPS Energy 'Environment' TV**  
 Contributors: **James Howe, Creative Director**  
**Dirk Mitchell, Creative Director**  
**Andy Mahr, Director**  
**Andy Lilien, DP**  
**FastCuts, Editor**  
**Gabriella Flores, Account Executive**



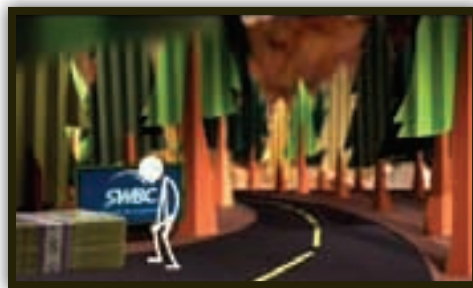
**44-B LOCAL TV**

Award: **Bronze ADDY® Award**  
 Entrant: **The Atkins Group**  
 Advertiser: **CPS Energy**  
 Title: **CPS Energy 'Renewable' TV**  
 Contributors: **Dirk Mitchell, Creative Director**  
**James Howe, Creative Director**  
**Andy Mahr, Director**  
**Andy Lilien, DP**  
**FastCuts, Editor**  
**Gabriella Flores, Account Executive**



**44-B LOCAL TV**

Award: **The Atkins Group**  
 Entrant: **Gold ADDY® Award**  
 Advertiser: **Alamo Bowl**  
 Title: **Alamo Bowl 'BIG is Here' TV**  
 Contributors: **Dirk Mitchell,**  
**Creative Director/Copywriter**  
**James Howe, Creative Director**  
**Tony Gallardo, Editor**  
**Marks Mark, Photographer**  
**Gabriella Flores, Account Executive**



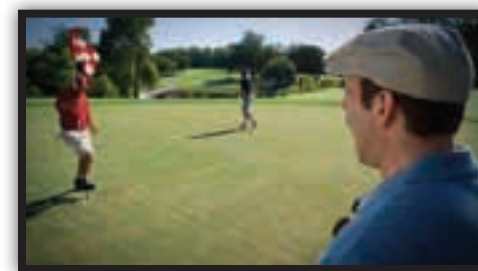
**44-B LOCAL TV**

Award: **Silver ADDY® Award**  
 Entrant: **JEH Productions**  
 Advertiser: **SWBC**  
 Title: **Rocket**  
 Contributors: **Tony Gallardo,**  
**Director/Senior Design Artist**  
**Dirk Mitchell, Writer/Concept**  
**Bubba Rash, Art Director**  
**Marks Moore, Photographer**  
**The Living Room, Sound Mix**  
**Joshua Puentes, Composer**  
**Chris Haley, Junior Designer**  
**Chai Design, Character Animation**  
**Marco Rabadan, Junior Designer**



**44-B LOCAL TV**

Award: **Bronze ADDY® Award**  
 Entrant: **Creative Civilization**  
 Advertiser: **American State Bank**  
 Title: **American State Bank TV - Oil Worker**  
 Contributors: **Al Aguilar, Chief Creative Officer**  
**Joseph Guerra, Executive Creative Producer**  
**Luis Gallo, Art Director**  
**Jennifer Gallegos, Senior Account Executive**  
**J Moncada, Chief Marketing Officer**  
**Cibolo Films, Video Production/Editing**  
**Keith Harter Music, Sound Recording/Editing**



**44-B LOCAL TV**

Award: **The Atkins Group**  
 Entrant: **Bronze ADDY® Award**  
 Advertiser: **San Antonio Spurs**  
 Title: **SPURS 'Vendor' TV**  
 Contributors: **Dirk Mitchell, Creative Director**  
**James Howe, Creative Director**  
**GeoMedia, Editor**  
**Jayne LeGros, Account Executive**



**44-B LOCAL TV**

Award: **Bronze ADDY® Award**  
 Entrant: **Texas Creative**  
 Advertiser: **Watermark Hotel Company**  
 Title: **Brasserie Pavil Television Spot**  
 Contributors: **Brian Eickhoff, President/**  
**Chief Creative Director**  
**Camille Mandigo, EVP of Client Services**  
**Chris O'Connell, VP of Brand & Media Management**  
**Josh Norman, EVP of Creative Services/**  
**Creative Director**  
**Margaret Oliver, Account Executive**  
**David Parker, Producer**  
**Murray Breit, Director**  
**Keith Harter, Director of Audio**  
**Zach Nasits, Director of Photography/Production**



**45-B LOCAL TV**

Award: **Silver ADDY® Award**  
 Entrant: **Anderson Marketing Group**  
 Advertiser: **San Antonio Livestock & Rodeo**  
 Title: **San Antonio Rodeo 2009 TV Campaign**  
 Contributors: **Aaron Janise, Art Director**  
**Dirk Ronk, Associate Creative Director/Copywriter**  
**Antonio Garza, Account Executive**  
**Derak Berban, Editor/Post-Production Genius**  
**Jimmy Williams, Director**





**45-B LOCAL TV**  
 Award: **Bronze ADDY® Award**  
 Entrant: **The Atkins Group**  
 Advertiser: **CPS Energy**  
 Title: **CPS Energy TV Campaign**  
 Contributors: **Dirk Mitchell, Creative Director**  
**James Howe, Creative Director**  
**Andy Mahr, Director**  
**Andy Lilien, DP**  
**FastCuts, Editor**  
**Gabriella Flores, Account Executive**



**45-B LOCAL TV**  
 Award: **Bronze ADDY® Award**  
 Entrant: **The Atkins Group**  
 Advertiser: **San Antonio Spurs**  
 Title: **SPURS 'SPURS Day' TV Campaign**  
 Contributors: **Dirk Mitchell, Creative Director**  
**James Howe, Creative Director**  
**GeoMedia, Editor**  
**Jayne LeGros, Account Executive**



**47-A NATIONAL TV, CONSUMER PRODUCTS**  
 Award: **Gold ADDY® Award**  
 Entrant: **Bromley Communications**  
 Advertiser: **General Mills - Yoplait**  
 Title: **Yoplait Original :30 "Peel"**  
 Contributors: **Sue De Lopez, VP, Director of Client Services**  
**Marcela Garces, Account Supervisor**  
**Abe Garcia, Associate Creative Director**  
**Benjamin Jara, Associate Creative Director**  
**Rebecca Guerra, Sr. Broadcast Producer**



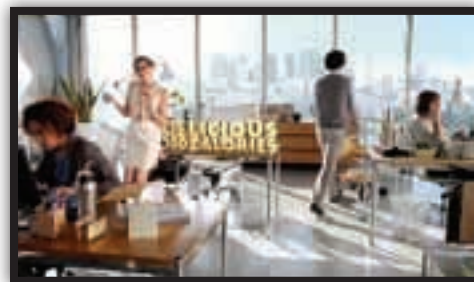
**47-A NATIONAL TV, CONSUMER PRODUCTS**  
 Award: **Bromley Communications**  
 Entrant: **Bronze ADDY® Award**  
 Advertiser: **General Mills - Fiber One Cereal**  
 Title: **Fiber One Cereal :30 "Serving Foods"**  
 Contributors: **Sue De Lopez, VP, Director of Client Services**  
**Ashley Molton, Account Supervisor**  
**Abe Garcia, Associate Creative Director**  
**Benjamin Jara, Associate Creative Director**  
**Rebecca Guerra, Sr. Broadcast Producer**



**47-A NATIONAL TV, CONSUMER PRODUCTS**  
 Award: **Bronze ADDY® Award**  
 Entrant: **Bromley Communications**  
 Advertiser: **Coors Light**  
 Title: **Coors Light Shadow Teaser**  
 Contributors: **Sue DeLopez, VP, Director of Acct Management**  
**Jessica Serna, Account Director**  
**Ron Landreth, VP, Creative Director**  
**Dario Campos, Associate Creative Director**  
**Rebecca Guerra, Senior Broadcast Producer**



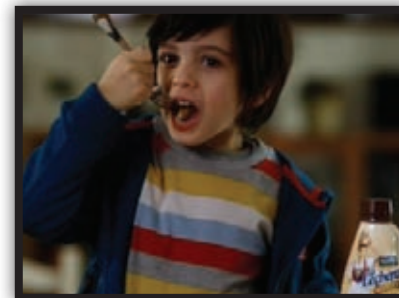
**47-A NATIONAL TV, CONSUMER PRODUCTS**  
 Award: **Bronze ADDY® Award**  
 Entrant: **Bromley Communications**  
 Advertiser: **Coors Light**  
 Title: **Coors Light Bridge**  
 Contributors: **Sue DeLopez, VP, Director of Acct Management**  
**Jessica Serna, Account Director**  
**Ron Landreth, VP, Creative Director**  
**Dario Campos, Associate Creative Director**



**47-A NATIONAL TV, CONSUMER PRODUCTS**  
 Award: **Gold ADDY® Award**  
 Entrant: **Bromley Communications**  
 Advertiser: **General Mills - Yoplait Delights**  
 Title: **Yoplait Delights :30 "Out"**  
 Contributors: **Sue DeLopez, VP, Director of Client Services**  
**Marcela Garces, Account Supervisor**  
**Abe Garcia, Associate Creative Director**  
**Benjamin Jara, Associate Creative Director**  
**Rebecca Guerra, Sr. Broadcast Producer**



**47-A NATIONAL TV, CONSUMER PRODUCTS**  
 Award: **Silver ADDY® Award**  
 Entrant: **Bromley Communications**  
 Advertiser: **General Mills - Honey Nut Cheerios**  
 Title: **Honey Nut Cheerios :30 "Son"**  
 Contributors: **Sue De Lopez, VP, Director of Client Services**  
**Ashley Molton, Account Supervisor**  
**Abe Garcia, Associate Creative Director**  
**Benjamin Jara, Associate Creative Director**  
**Petra Pearce, Sr. Broadcast Producer**



**47-A NATIONAL TV, CONSUMER PRODUCTS**  
 Award: **Silver ADDY® Award**  
 Entrant: **Bromley Communications**  
 Advertiser: **Nestle USA**  
 Title: **Nestle-La Lechera :30 'Lontagia'**  
 Contributors: **Ayon Wen, Account Director**  
**Jenalisa Trevino, Account Executive**  
**Federico Duran, Associate Creative Director**  
**Jon Erick Jaimes, Copywriter**



**47-B NATIONAL TV, CONSUMER OUTLETS**  
 Award: **Bronze ADDY® Award**  
 Entrant: **H-E-B**  
 Advertiser: **H-E-B**  
 Title: **Holiday Songs**  
 Contributors: **Chris Smith, Creative Director**  
**Wendy Mays, Copywriter**  
**Judy Wright, Agency Art Director**  
**Cory Basso, Group VP Marketing/Advertising, H-E-B**  
**Luisa Donis, Advertising Account Director, H-E-B**  
**Craig Zabochnik, Advertising Account Supervisor, H-E-B**



**47-C NATIONAL TV, CONSUMER SERVICES**  
 Award: **Gold ADDY® Award**  
 Entrant: **The Atkins Group**  
 Advertiser: **South Padre Island**  
 Title: **SPI 'Johnson Family' TV**  
 Contributors: **Dirk Mitchell, Creative Director**  
**James Howe, Creative Director**  
**Andrew Yates, Director of Photography**  
**FastCuts, Editor**  
**Jayne LeGros, Account Executive**



**48-C NATIONAL TV CAMPAIGN**  
 Award: **Silver ADDY® Award**  
 Entrant: **The Atkins Group**  
 Advertiser: **South Padre Island**  
 Title: **SPI TV Campaign**  
 Contributors: **Dirk Mitchell, Creative Director**  
**James Howe, Creative Director**  
**Andy Mahr, Director**  
**FastCuts, Editor**  
**Jayne LeGros, Account Executive**

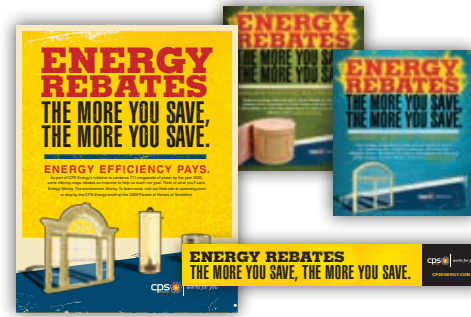




**51 MIXED-MEDIA, LOCAL B-TO-B**  
 Award: Bronze ADDY® Award  
 Entrant: Texas Creative  
 Advertiser: USAA Real Estate Company  
 Title: USAA Real Estate Company  
 La Canterla Development  
 Contributors: Brian Eickhoff, President/  
 Chief Creative Director  
 Marcus Romero, Sr. Designer  
 Jodee Welch, Account Executive  
 Jon Espenlaub, Sr. Web Designer  
 Josh Norman, EVP of Creative Servies/  
 Creative Director  
 Camille Mandigo, EVP of Client Services



**53 MIXED-MEDIA, LOCAL CONSUMER**  
 Award: Gold ADDY® Award  
 Entrant: CPS Energy - Corporate Communications  
 Advertiser: CPS Energy  
 Title: CPS Energy Live Green Fest  
 Contributors: Michael Freberg, Art Director  
 Rudy Guerrero, Producer  
 Eduardo Flores, Creative Director  
 Maverick Video Production, Director



**53 MIXED-MEDIA, LOCAL CONSUMER**  
 Award: Silver ADDY® Award  
 Entrant: KGBTexas Public Relations/Advertising  
 Advertiser: CPS Energy  
 Title: CPS Energy - Energy Efficiency Rebate Campaign  
 Contributors: Mike Morales, Art Director  
 Margaret Mitchell, Associate Creative Director  
 Stan McElrath, Creative Director & Copywriter  
 Jenny Reeves, Account Supervisor  
 Liz Moran, Production Supervisor  
 Fast Cuts, Post Production Company  
 Fast Cuts Mix, Audio Production Company  
 Clear Channel, Bus Panel Printer



**55-G ADVERTISING FOR THE ARTS & SCIENCES, INVITATION**  
 Award: Silver ADDY® Award  
 Entrant: WICKLEY interactive  
 Advertiser: San Antonio Zoological Society  
 Title: San Antonio Zoo Holiday Card  
 Contributors: Jeff Wickley, Creative Director  
 Greg Cuellar, Designer



**57-D ADVERTISING FOR THE ARTS & SCIENCES, INTERACTIVE**  
 Award: Gold ADDY® Award  
 Entrant: blonde creative  
 Advertiser: KLRN  
 Title: KLRN Kids  
 Contributors: Ellen Evans, KLRN  
 Katrina Kehoe, KLRN  
 David Rice, KLRN  
 Charles Vaughn, KLRN  
 Louis Cardenas, Creative Director  
 Rik Weiderstrandt, MultiMedia Director  
 Jacob Resendez, MultiMedia Director



**61-A ADVERTISING FOR THE ARTS & SCIENCES, CAMPAIGN**  
 Award: Bronze ADDY® Award  
 Entrant: Creative Civilization  
 Advertiser: San Antonio Opera  
 Title: San Antonio Opera Poster Campaign  
 Contributors: Melissa Burnett, Senior Art Director  
 Luis Gallo, Art Director  
 Gisela Girard, Account Management/Strategy  
 Natalie Barajas, Account Executive  
 Brenner Printing & Mailing, Printer



**53 MIXED-MEDIA, LOCAL CONSUMER**  
 Award: Silver ADDY® Award  
 Entrant: Texas Creative  
 Advertiser: The Watermark Hotel Company  
 Title: Watermark Grill  
 Contributors: Brian Eickhoff, President/  
 Chief Creative Director  
 Josh Norman, EVP of Creative Servies/  
 Creative Director  
 Camille Mandigo, EVP of Client Services  
 Chris O'Connell, VP of Brand & Media Management  
 Margaret Oliver, Account Executive  
 Marcus Romero, Sr. Designer



**53 MIXED-MEDIA, LOCAL CONSUMER**  
 Award: Bronze ADDY® Award  
 Entrant: Creative Civilization  
 Advertiser: American State Bank  
 Title: American State Bank Campaign - Oil Worker  
 Contributors: Al Aguilar, Chief Creative Officer  
 Joseph Guerra, Executive Creative Producer  
 Luis Gallo, Art Director  
 Jennifer Gallegos, Senior Account Executive  
 Cibolo Films, Video Production/Editing  
 Keith Harter Music, Sound Recording/Editing



**54 MIXED-MEDIA, NATIONAL CONSUMER**  
 Award: Gold ADDY® Award  
 Entrant: The Atkins Group  
 Advertiser: South Padre Island  
 Title: SPI Mixed Media Campaign  
 Contributors: James Howe, Creative Director  
 Dirk Mitchell, Creative Director  
 Steve Young, Production Artist  
 Andrew Yates, Director of Photography  
 FastCuts, Editor  
 Jayme LeGros, Account Executive  
 Lewis Smith, Interactive Director  
 Jonathan Faunce, Interactive Art Director  
 Chris Alvarez, Interactive Programmer



**61-A ADVERTISING FOR THE ARTS & SCIENCES, CAMPAIGN**  
 Award: Bronze ADDY® Award  
 Entrant: Creative Civilization  
 Advertiser: Magik Theatre  
 Title: Magik Theatre 2009-2010 Poster Campaign  
 Contributors: Luis Gallo, Art Director  
 Gisela Girard, Account Management/Strategy  
 Natalie Barajas, Account Executive  
 Brenner Printing & Mailing, Printer



**62-G PUBLIC SERVICE, INVITATION**

Award: Silver ADDY® Award

Entrant: H-E-B

Advertiser: H-E-B

Title: Red Shoes Gala

Contributors: Tony Abilez, Art Director  
Ricardo Barrera, Art Director**64-D PUBLIC SERVICE, INTERACTIVE**

Award: Gold ADDY® Award

Entrant: The Atkins Group

Advertiser: CPS Energy

Title: CPS Energy 'futurenergysa' Website

Contributors: James Howe, Creative Director  
Dirk Mitchell, Creative Director  
Lewis Smith, Interactive Director  
Jonathan Faunce, Interactive Art Director  
Chris Alvarez, Interactive Programmer  
Stephen Durke, Illustrator  
Gabriella Flores, Account Executive**64-D PUBLIC SERVICE, INTERACTIVE**

Award: Bronze ADDY® Award

Entrant: seriousmedia.net

Advertiser: Raul Jimenez Dinner

Title: rauljimenezdinner.com

Contributors: serious media, director

**69-F SELF-PROMOTION, INTERACTIVE**

Award: Bronze ADDY® Award

Entrant: blonde creative

Advertiser: blonde creative

Title: All About The Blondes

Contributors: Louis Cardenas, Creative Director  
Rik Weiderstrandt, MultiMedia Director  
Jacob Resendez, MultiMedia Director  
Pam Cardenas, Account Manager  
Trinity Cardenas, The Boss**69-I SELF-PROMOTION, DIRECT**

Award: Gold ADDY® Award

Entrant: The E.F. Group

Advertiser: The E.F. Group

Title: The E.F. Group Lumpy Mailer

Contributors: Lori Ivy, Director of Marketing  
Mike Bulsiewicz, Graphic Designer  
Diane Johnson, Programmer  
Accu-Print, Printer**69-J SELF-PROMOTION, INVITATION**

Award: Gold ADDY® Award

Entrant: Creative Noggin

Advertiser: Creative Noggin

Title: Creative Noggin Christmas Card

Contributors: Trish McCabe, Creative Director  
Tracy Marlowe, Account Director**68-A PUBLIC SERVICE, CAMPAIGN**

Award: Gold ADDY® Award

Entrant: BradfordLawton

Advertiser: Goodwill Industries of San Antonio

Title: 'Donate' Goodwill Outdoor

Contributors: Bradford Lawton, Creative Director  
Tony Diamond, Account Executive  
Emi Ramirez, Senior Designer  
Taylor Henson, Project Manager  
Lindsay Crowell, Account Manager**68-A PUBLIC SERVICE, CAMPAIGN**

Award: Silver ADDY® Award

Entrant: BradfordLawton

Advertiser: Goodwill Industries of San Antonio

Title: 'Don't Leave...' Goodwill Outdoor

Contributors: Brad Lawton, Creative Director  
Tony Diamond, Account Executive  
Josh Zapata, Senior Designer  
Taylor Henson, Project Manager  
Lindsay Crowell, Account Manager**68-B PUBLIC SERVICE, MIXED MEDIA CAMPAIGN**

Award: Silver ADDY® Award

Entrant: BradfordLawton

Advertiser: Goodwill Industries of San Antonio

Title: 'Donate' Campaign

Contributors: Bradford Lawton, Creative Director  
Tony Diamond, Account Executive  
David Parker, Writer and Broadcast Producer  
Josh Zapata, Senior Designer  
Emi Ramirez, Senior Designer  
Taylor Williams, Project Manager  
Lindsay Crowell, Account Manager**69-J SELF-PROMOTION, INVITATION**

Award: Silver ADDY® Award

Entrant: Creative Civilization

Advertiser: Creative Civilization

Title: Creative Civilization Holiday Card

Contributors: Al Aguilar, Chief Creative Officer  
Stephanie Salazar, Art Director  
Lizzi Bradley, Junior Art Director  
Roby Brown, Copywriter  
Accu-print, Printer**69-J SELF-PROMOTION, INVITATION**

Award: Silver ADDY® Award

Entrant: Hernandez Design Studio

Advertiser: Hernandez Design Studio

Title: need a little creative?

Contributors: Eleazar Hernandez, Creative Director  
Eleazar Hernandez, Illustrator



BARNEY FIBER



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 CRANE & CO • CURIOUS COLLECTION • ARJOBEX • FIBERMARK • FINCH P  
 NEWPAGE • WAUSAU COATED • NATIONAL ENVELOPE • POLYART • MANCHESTER



JUDGES AWARD  
 LOGO

**72 LOGO**  
 Award: Gold ADDY® Award and Judges Award  
 Entrant: Anderson Marketing Group  
 Advertiser: San Antonio Livestock & Rodeo  
 Title: Wine & Rodeo 2010 Logomark  
 Contributors: Aaron Janise, Art Director  
 Antonio Garza, Account Executive



**72 LOGO**  
 Award: Gold ADDY® Award  
 Entrant: Bronson Ma Creative  
 Advertiser: Kleckner Consulting  
 Title: Kleckner Consulting Logo  
 Contributors: Bronson Ma, Creative Director  
 Bronson Ma, Designer



**72 LOGO**  
 Award: Silver ADDY® Award  
 Entrant: Clockwork Studios  
 Advertiser: Handmade by Beth  
 Title: Handmade by Beth  
 Contributors: Terri Gaines, Creative Direction  
 Steve Gaines, Creative Director, Designer



**72 LOGO**  
 Award: Silver ADDY® Award  
 Entrant: Creative Link  
 Advertiser: Eight Slate Productions  
 Title: Eight Slate Logo  
 Contributors: Nicole Lariosa, Art Director/  
 Associate Creative Director  
 Coe Douglas, Copywriter/  
 Associate Creative Director  
 Kevin Larue, Creative Director



**72 LOGO**  
 Award: Silver ADDY® Award  
 Entrant: Chimaera Design  
 Advertiser: Carlos Morales  
 Title: Morales Electrician Logo  
 Contributors: Cesar Rivera, Graphic Designer



**72 LOGO**  
 Award: Gold ADDY® Award  
 Entrant: Parscale Media  
 Advertiser: Pool Works  
 Title: Pool Works  
 Contributors: Cody Matheson, Junior Creative



**72 LOGO**  
 Award: Gold ADDY® Award  
 Entrant: Creative Link  
 Advertiser: Texas Wilson  
 Title: Texas Wilson Logo  
 Contributors: Bobby Arispe, Art Director  
 Kevin Larue, Creative Director



**72 LOGO**  
 Award: Silver ADDY® Award  
 Entrant: Rudkin Productions  
 Advertiser: La Cantar Animal Hospital  
 Title: La Cantar Logo  
 Contributors: Meg Guillory, Account Executive  
 Olga Moreno, Designer



**72 LOGO**  
 Award: Bronze ADDY® Award  
 Entrant: Creative Noggin  
 Advertiser: Good Samaritan Community Services  
 Title: Mums and Mimosas Logo  
 Contributors: Trish McCabe, Creative Director  
 Tracy Marlowe, Account Director



**72 LOGO**  
 Award: Bronze ADDY® Award  
 Entrant: Uppercase Design Group  
 Advertiser: Pure Posh Salon  
 Title: Pure Posh Salon Logo  
 Contributors: Aleshia Mayo, Senior Designer  
 Rebecca Ballard, Account Executive  
 Sharon Heimbecker, President  
 Jennifer Dennis, Senior Designer



**72 LOGO**  
 Award: Bronze ADDY® Award  
 Entrant: Guerra DeBerry Coody  
 Advertiser: The Martin Companies  
 Title: C7 Technologies  
 Contributors: Kim Arispe, Art Director  
 Heather Escudero, Creative Director  
 Beverly Ingle, Account Service  
 Liz Perez, Account Service



**72 LOGO**  
 Award: Silver ADDY® Award  
 Entrant: Blue Clover  
 Advertiser: CEC Electrical Contractor  
 Title: CEC Logo  
 Contributors: Juan Barrera, Creative Director  
 Rikky Möller, Sr. Art Director  
 Lisa Merry, Sr. Designer



**72 LOGO**  
 Award: Silver ADDY® Award  
 Entrant: Blue Clover  
 Advertiser: Raising Mom  
 Title: Raising Mom logo  
 Contributors: Juan Barrera, Creative Director  
 Rikky Möller, Sr. Art Director



**72 LOGO**  
 Award: Bronze ADDY® Award  
 Entrant: Clockwork Studios  
 Advertiser: Childhood Stroke Network  
 Title: Childhood Stroke Network  
 Contributors: Terri Gaines, Creative Direction  
 Steve Gaines, Creative Director/Designer  
 Shawn Meek, Designer



**72 LOGO**  
 Award: Bronze ADDY® Award  
 Entrant: Texas Creative  
 Advertiser: Bract Construction  
 Title: Bract Construction logo design  
 Contributors: Brian Eickhoff, President/  
 Chief Creative Director  
 Chris O'Connell, Vice President of Brand & Media



**72 LOGO**  
 Award: Bronze ADDY® Award  
 Entrant: Blue Clover  
 Advertiser: Pasión Salsas  
 Title: Pasión Salsas Logo  
 Contributors: Juan Barrera, Creative Director  
 Juan Barrera, Creative Director



**74 B PHOTOGRAPHY, COLOR**  
 Award: Gold ADDY® Award  
 Entrant: CPS Energy - Corporate Communications  
 Advertiser: CPS Energy  
 Title: 600 Degrees  
 Contributors: Vincent McDonald, Photographer





**74 D PHOTOGRAPHY, CAMPAIGN**

Award: Silver ADDY® Award  
 Entrant: Creative Noggin  
 Advertiser: Der Kuchen Laden  
 Title: Little People Photo Campaign  
 Contributors: Der Kuchen Laden  
 Trish McCabe, Creative Director  
 Steve Rawls, Photographer



**75 A SPECIAL EFFECTS, VIDEO OR FILM**

Award: Gold ADDY® Award  
 Entrant: JEH Productions  
 Advertiser: SWBC  
 Title: Rocket  
 Contributors: Tony Gallardo, Director/  
 Senior Design Artist  
 Dirk Mitchell, Writer/Concept  
 Bubba Rash, Art Director  
 Marks Moore, Photographer  
 The Living Room, Sound Mix  
 Joshua Puentes, Composer  
 Chris Haley, Junior Designer  
 Chai Design, Character Animation  
 Marco Rabadan, Junior Designer



**75 A SPECIAL EFFECTS, VIDEO OR FILM**

Award: Silver ADDY® Award  
 Entrant: Geomedia  
 Advertiser: Goodwill  
 Title: Goodwill Kaleidoscope  
 Contributors: David Parker, Creative Director  
 Troy Davis, Animation Director  
 Jeremy Kenisky, Technical Director  
 Zach Nasits, Director of Photography  
 Murray Breit, Producer



**77 CINEMATOGRAPHY**

Award: Gold ADDY® Award  
 Entrant: Geomedia  
 Advertiser: Goodwill  
 Title: Goodwill re- Beau  
 Contributors: Zach Nasits, Director of Photography  
 Murray Breit, Producer  
 David Parker, Director  
 Jeff Chestnut, Editor



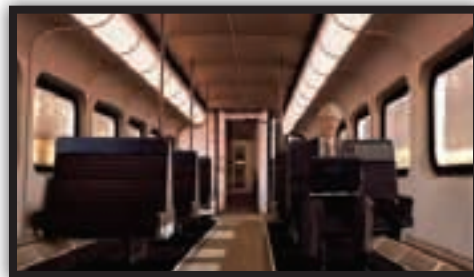
**77 CINEMATOGRAPHY**

Award: Gold ADDY® Award  
 Entrant: Geomedia  
 Advertiser: Goodwill  
 Title: Goodwill re- Vicky  
 Contributors: Zach Nasits, Director of Photography  
 Murray Breit, Producer  
 David Parker, Director  
 Jeff Chestnut, Editor  
 Martin Jaeger, Graphics



**77 CINEMATOGRAPHY**

Award: Silver ADDY® Award  
 Entrant: Geomedia  
 Advertiser: Goodwill  
 Title: Goodwill re- Ray  
 Contributors: Zach Nasits, Director of Photography  
 Martin Jaeger, Art Director  
 David Parker, Director  
 Murray Breit, Producer



**75 A SPECIAL EFFECTS, VIDEO OR FILM**

Award: Silver ADDY® Award  
 Entrant: Geomedia  
 Advertiser: Utah Transit Authority  
 Title: UTA Sit for Something - Environment  
 Contributors: Troy Davis, Animation Director  
 Jeremy Kenisky, Technical Director  
 Martin Jaeger, Art Director  
 Murray Breit, VFX Producer  
 Justin Corsbie, Director  
 Synthetic Pictures, Live Action



**75 A SPECIAL EFFECTS, VIDEO OR FILM**

Award: Bronze ADDY® Award  
 Entrant: Geomedia  
 Advertiser: Utah Transit Authority  
 Title: UTA Sit for Something - Population  
 Contributors: Troy Davis, Animation Director  
 Jeremy Kenisky, Technical Director  
 Martin Jaeger, Art Director  
 Murray Breit, VFX Producer  
 Justin Corsbie, Director  
 Synthetic Pictures, Live Action



**75 B SPECIAL EFFECTS, INTERNET**

Award: Silver ADDY® Award  
 Entrant: Anderson Marketing Group  
 Advertiser: Baptist General Convention of Texas  
 Title: Prayer4Awakening Flash Intro  
 Contributors: Tiffany Gabaldon, Art Director  
 Kim Gresham, Account Executive  
 Joe Jackson, Flash Developer



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LEFT to RIGHT:  
Kristopher Hanson,  
Christian Blanco,  
Judy Thompson,  
Bruce Mayo

**BRUCE MAYO**

**Creative Principal & Partner  
Honest Mechanics Brand Engineering**

Bruce, a native Californian with east coast roots, has owned three agencies and is working on or has worked with such brands as Apple, Yamaha, La Salsa, Baja Fresh, Toshiba, Fatburger, Sharp Solar Power, Coke, Remo Drums & Fleetwood Motor Homes to name but a few. He has taught advertising and marketing at California State University Fullerton and is past president of the Orange County Ad Club. Bruce is currently governor of District 15 and his agency has just finished the first national membership campaign for the AAF. He has won many, many awards and loves the ocean, Mexico, music (especially Texas music) and people who think before they speak.

**BEST IN SHOW**

**YVodka - PartY outdoor board**

“Elegant, clean and fun. A nice strong simple idea, it made my eyes happy.”

**SPECIAL JUDGES - BROADCAST**

**University Health System - Child Safety**

“Great animation, very kid-like and believable. Well done.”

**SPECIAL JUDGES - LOGO DESIGN**

**Wine & Rodeo**

“Simple and compelling. Kick-ass logo.”

**SPECIAL JUDGES - ART DIRECTION**

**Central Market Organics Coffee Ad**

“Strong design and art direction. We all liked this ad.”

**SPECIAL JUDGES - OUT OF HOME**

**McKenna Environmental Graphics**

“A big idea, well executed, another piece that made me smile.”

**CHRISTIAN BLANCO**

**Associate Creative Director, McCann-Erickson**

Christian Blanco grew up in Costa Rica and graduated from Portfolio Center in 2000. He worked in Dallas for Dieste Harmel & Partners where he sharpened his skills working for National Hispanic clients such as Pepsi, AT&T, Taco Bell and Southwest Airlines among others. Proving that it’s about ideas and not language, Christian became an Associate Creative Director at McCann-Erickson in Salt Lake City where he continued to market household names like Microsoft, Verizon and Purina. Only this time, en inglés. Today, Christian is at Stonefly in Columbus, OH where he focuses on building the Healthcare agency of tomorrow.

**BEST IN SHOW**

**YVodka - PartY outdoor board**

“Simple and seems to have legs. Elegantly executed. Delivers the idea fast (as a billboard should) and it’s memorable.”

**SPECIAL JUDGES - BROADCAST**

**University Health System - Child Safety**

“Great idea that was carried successfully through the execution. And that wasn’t easy to do. Well done.”

**SPECIAL JUDGES - LOGO DESIGN**

**Wine & Rodeo**

“When I first saw it I thought it was very cool. Then I realized what it was for and I thought it was brilliant.”

**SPECIAL JUDGES - ART DIRECTION**

**Central Market Organics Coffee Ad**

“Great craft and development for an idea that would’ve not worked if executed otherwise.”

**SPECIAL JUDGES - OUT OF HOME**

**McKenna Environmental Graphics**

“It’s great. But it’s also outstanding because it fits this client beautifully. I love it when people don’t just come up with a great ad—because ads are just that.”



**JUDY THOMPSON**

**Copywriter/Executive Director, AAF-Cincinnati**

After 30 years as an Ad Club volunteer, Judy Thompson became Executive Director of ADCLUB Cincinnati in 2005. President in 1982-83, she is the club’s only two-time recipient of the Distinguished Service Award, its 1993 Silver Medalist, and the 2005 recipient of the American Advertising Federation’s Barton A. Cummings Gold Medal Award—a national award for volunteer service to the advertising industry. A veteran of the national ADDY Committee, she has judged many ADDY Competitions in markets as widespread as Fargo, Tampa, Oklahoma City, Madison, Indianapolis, Houston, Wichita, Shreveport and Des Moines. Judy’s career path started in Des Moines, Iowa, where—with a degree in English from the University of Iowa—she accepted a copywriting position at Meredith Corp. Since moving to Cincinnati in the 70s, Judy has worked at ad agencies Griswold Eshleman, Northlich Stolley, and Loren Allan Odioso Advertising, first as copywriter, later as account manager (on P&G business) and, most recently, as a business development specialist. On the client side, she wrote copy for McAlpin’s Dept. Stores, served in advertising management at Cincinnati Bell, then—for 17 years—held senior communications positions at CG&E and Cinergy Corp. In 2005, when Ad Club approached her with its Executive Director position, Judy’s freelance copywriting business, Words by JT, had become a success. Says Judy, “Only the Ad Club could have pulled me away.”

**BEST IN SHOW**

**YVodka - PartY outdoor board**

“A simple, brilliant idea—exquisitely executed. Awesome. Every one of us had the same reaction. (This is the kind of incredible creativity that seldom makes it through multiple rounds of approvals.)”

**SPECIAL JUDGES - BROADCAST**

**University Health System - Child Safety**

“Child’s artwork set in motion, combined with child’s voice, delivered a very powerful message about seatbelts that the target audience—parents, grandparents—surely can’t ignore.”

**SPECIAL JUDGES - LOGO DESIGN**

**Wine & Rodeo**

“Clever, uncomplicated communication—a subtle and powerful little logo.”

**SPECIAL JUDGES - ART DIRECTION**

**Central Market Organics Coffee Ad**

“Nice use of the product within the art.”

**SPECIAL JUDGES - OUT OF HOME**

**McKenna Environmental Graphics**

“It was one of those amazing ideas, where one has to say, ‘Wow. I wish I’d thought of that.’ Great work.”

**KRISTOPHER HANSON**

**Executive Interactive Producer, Wieden + Kennedy**

Kris currently leads global interactive production at Wieden + Kennedy. In his role, he is responsible for building out the global network and leveraging interactive resources across 7 global offices. Formerly, Kris led interactive production for the Volkswagen account at Crispin Porter + Bogusky. Prior to that, he was the Global Program Manager on the Intel account at MRM Worldwide, and Senior Project Manager at Wunderman/Y&R Brands where he oversaw such accounts as Pfizer, Citibank, The Wall Street Journal, and Toyota. Kris has over 13 years experience in the interactive space, having begun his career at Modem Media back in 1996 where he had a hand in many of the “firsts” in the industry...the first banner ad, the first rich media execution on the internet, one of the first e-commerce enabled sites.

**BEST IN SHOW**

**YVodka - PartY outdoor board**

“Simple and brilliant...the board spoke the brand to me. This is the one piece that all of the judges unanimously had the same reaction to...‘WOW’.”

**SPECIAL JUDGES - BROADCAST**

**University Health System - Child Safety**

“The combination of the child’s artwork and simple animation worked well to deliver the message and make an impact. Well done!”

**SPECIAL JUDGES - LOGO DESIGN**

**Wine & Rodeo**

“One of the few instances where I’ve seen such simple elements (the wine ring and cow/bull) combined in a powerful way. It just worked well.”

**SPECIAL JUDGES - OUT OF HOME**

**McKenna Environmental Graphics**

“An excellent use of existing elements (the light globes) to tie into the sign concept (girl blowing bubbles). It’s one of those things that we’ve all said ‘Wouldn’t it be cool if...’ but clients rarely ever agree to.”



# INTEGRATED CAMPAIGN CASE STUDY



## 1ST PLACE

Entrant: H-E-B  
 Title: Back to School Campaign  
 Advertiser: H-E-B  
 Contributors: Lucia Cassler, Art Director  
 Maureen O'Donoghue, Art Director  
 Christopher Walther, Copywriter  
 Cory Basso, Group VP Marketing & Advertising, H-E-B  
 Luisa Donis, Advertising Account Director, H-E-B  
 Craig Zabochnik, Advertising Account Supervisor, H-E-B

## 2ND PLACE

Entrant: Creative Civilization  
 Title: George Gervin Celebrity Roast  
 Advertiser: George Gervin Academy  
 Contributors: Al Aguilar, Chief Creative Officer/Copywriter  
 Gisela Girard, Account Management/Strategy  
 Joseph Guerra, Executive Creative Producer  
 Melissa Burnett, Senior Art Director  
 Roby Brown, Copywriter  
 Natalie Barajas, Account Executive  
 Lisa Martin, PR Account Executive  
 Missy Rodriguez, PR Assistant Account Executive  
 Sonia Orozco, Senior Media Buyer

## 3RD PLACE

Entrant: Taylor West  
 Title: Hotel Valencia - Wedding Experience  
 Advertiser: Hotel Valencia  
 Contributors: Alex Charpentier, VP, Chief Brand Strategist  
 Kelli Flores, PR Strategist  
 Amy Trench, Director, Sales and Marketing  
 Bill West, Partner, CEO  
 Ramon Hernandez, Production Manager



## S01-A PACKAGING

Award: Student Silver ADDY®  
 Entrant: Rebecca Stanford  
 Advertiser: University of the Incarnate Word  
 Title: A New Leaf Wine Labels  
 Contributors: Rebecca Stanford, Designer



## S01-A PACKAGING

Award: Student Silver ADDY®  
 Entrant: Matt McGehee  
 Advertiser: University of the Incarnate Word  
 Title: Grow A Graphic Designer  
 Contributors: Matt McGehee, Designer

## S01-A PACKAGING

Award: Student Bronze ADDY®  
 Entrant: Roger Zambrano  
 Advertiser: International Academy of Design and Technology  
 Title: Metric  
 Contributors: Roger Zambrano, Designer

## S01-A PACKAGING

Award: Student Bronze ADDY®  
 Entrant: Josh Medrano  
 Advertiser: University of the Incarnate Word  
 Title: VINTINS Toys  
 Contributors: Josh Medrano, Designer  
 Danielle Fagan, Professor



## S0-A STATIONERY PACKAGE

Award: Student Gold ADDY®  
 Entrant: Marcus Martinez  
 Advertiser: University of the Incarnate Word  
 Title: Tin Town - Stationary  
 Contributors: Marcus Martinez, Designer



## S02-A STATIONERY PACKAGE

Award: Student Silver ADDY®  
 Entrant: Rachel Wiygul  
 Advertiser: San Antonio College  
 Title: San Antonio Underground Film Festival Stationary  
 Contributors: Rachel Wiygul, Designer



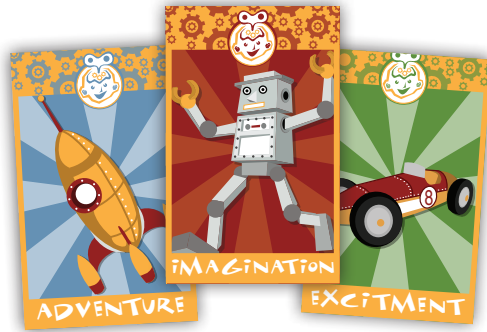
## S02-B BROCHURE

Award: Student Gold ADDY®  
 Entrant: Rebecca Stanford  
 Advertiser: University of the Incarnate Word  
 Title: The History of the San Antonio Missions  
 Contributors: Rebecca Stanford, Designer

## S02-A STATIONERY PACKAGE

Award: Student Bronze ADDY®  
 Entrant: Kyle Copley  
 Advertiser: University of the Incarnate Word  
 Title: SAWS - Identity  
 Contributors: Kyle Copley, Designer  
 Denny Fagan, Professor  
 Michael Clayton, Professor  
 Bob Johnson, Professor





**S02-C POSTER**

Award: **Student Gold ADDY®**  
 Entrant: **Kevin Herrera**  
 Advertiser: **University of the Incarnate Word**  
 Title: **WindMind Campaign Posters**  
 Contributors: **Kevin Herrera, Designer**



**S02-C POSTER**

Award: **Student Silver ADDY®**  
 Entrant: **Cheryl Sclafani**  
 Advertiser: **San Antonio College**  
 Title: **National Parks Centennial Anniversary**  
 Contributors: **Cheryl Sclafani, Designer**  
**Berne Smith, Professor**



**S02-C POSTER**

Award: **Student Silver ADDY®**  
 Entrant: **Martin Lopez**  
 Advertiser: **University of the Incarnate Word**  
 Title: **Leave No Trace**  
 Contributors: **Martin Lopez, Designer**



**S06-B MAGAZINE CAMPAIGN**

Award: **Student Gold ADDY®**  
 Entrant: **Luis Armando Torres**  
 Advertiser: **San Antonio College**  
 Title: **Mi Tierra campaign**  
 Contributors: **Luis Armando Torres, Mi Tierra**



**S06-B MAGAZINE CAMPAIGN**

Award: **Student Gold ADDY®**  
 Entrant: **Neil Cook, Stephen Ainsa and Anthony Franzetti**  
 Advertiser: **Texas State University-San Marcos**  
 Title: **Toughen Up**  
 Contributors: **Anthony Franzetti, Designer**  
**Neil Cook, Designer**  
**Stephen Ainsa, Designer**

**S06-B MAGAZINE CAMPAIGN**

Award: **Student Bronze ADDY®**  
 Entrant: **Rachel Wiygul**  
 Advertiser: **San Antonio College**  
 Title: **Mi Tierra Campaign**  
 Contributors: **Rachel Wiygul, Designer**

**S06-B MAGAZINE CAMPAIGN**

Award: **Student Bronze ADDY®**  
 Entrant: **Rachel Wiygul**  
 Advertiser: **San Antonio College**  
 Title: **Via campaign**  
 Contributors: **Rachel Wiygul, Designer**



**S02-C POSTER**

Award: **Student Silver ADDY®**  
 Entrant: **Citlalli Castellon**  
 Advertiser: **International Academy of Design and Technology**  
 Title: **Peace Poster**  
 Contributors: **Citlalli Castellon, Designer**



**S02-C POSTER**

Award: **Student Silver ADDY®**  
 Entrant: **David Rodriguez**  
 Advertiser: **Texas State University-San Marcos**  
 Title: **Tv on the Radio Band Poster**  
 Contributors: **David Rodriguez, Designer/Illustrator**



**S04 OUT-OF-HOME**

Award: **Student Gold ADDY®**  
 Entrant: **David Rodriguez & Aaron Salinas**  
 Advertiser: **Texas State University-San Marcos**  
 Title: **HAAM-Health Alliance for Austin Musicians Billboard**  
 Contributors: **David Rodriguez, Designer**  
**Aaron Salinas, Designer**

**S04 OUT-OF-HOME**

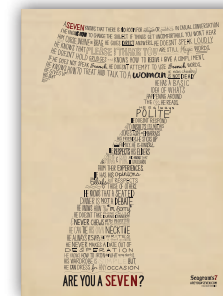
Award: **Student Bronze ADDY®**  
 Entrant: **Anthony Franzetti & Steven Eggert**  
 Advertiser: **Texas State University-San Marcos**  
 Title: **HAAM-Keeping the Stage Dive Alive**  
 Contributors: **Anthony Franzetti, Designer/Actor**  
**Steven Eggert, Designer/Photographer**

**S06-B MAGAZINE CAMPAIGN**

Award: **Student Bronze ADDY®**  
 Entrant: **Shawn Meek**  
 Advertiser: **Texas State University-San Marcos**  
 Title: **Milkbone**  
 Contributors: **Shawn Meek, Designer**

**S06-B MAGAZINE CAMPAIGN**

Award: **Student Bronze ADDY®**  
 Entrant: **David R., Kate C., Marjorie G. and Brandon H.**  
 Advertiser: **Texas State University-San Marcos**  
 Title: **Crest Sensitivity Toothpaste Campaign**  
 Contributors: **David Rodriguez, Designer/Illustrator**  
**Kate Clancy, Designer/Illustrator**  
**Marjorie Guel, Designer/Illustrator**  
**Brandon Hupp, Designer/Illustrator**



**S07-A NEWSPAPER, AD**

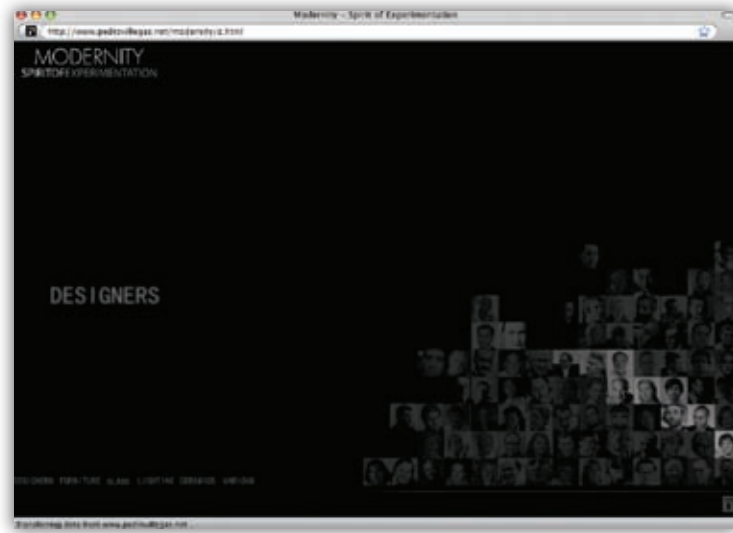
Award: **Student Gold ADDY®**  
 Entrant: **Lizzi Bradley**  
 Advertiser: **Savannah College of Art and Design**  
 Title: **Seagram's 7 Whisky**  
 Contributors: **Lizzi Bradley, Art Director/Copywriter**



**S07-C NEWSPAPER, CAMPAIGN**

Award: **Student Gold ADDY®**  
 Entrant: **Tawny Sambrano**  
 Advertiser: **University of the Incarnate Word**  
 Title: **San Antonio Water System Advertisement**  
 Contributors: **Tawny Sambrano, Designer**  
**Denny Fagan, Professor**  
**Bob Johnson, Professor**  
**Michael Clayton, Professor**





**S08-A INTERACTIVE, WEBSITE**  
 Award: Student Gold ADDY®  
 Entrant: Judy Campa  
 Advertiser: San Antonio College  
 Title: Sagmeister Website  
 Contributors: Judy Campa, Designer



**S09-C SERIES**  
 Award: Student Gold ADDY®  
 Entrant: Gilbert Gregory Cuellar  
 Advertiser: University of the Incarnate Word  
 Title: Canary in a Coal Mine Books  
 Contributors: Gilbert Gregory Cuellar, Designer



**S09-C SERIES**  
 Award: Student Gold ADDY®  
 Entrant: Josh Medrano  
 Advertiser: University of The Incarnate Word  
 Title: Book Covers  
 Contributors: Josh Medrano, Designer  
 Danielle Fagan, Professor  
 Robert Johnson, Professor  
 Michael Clayton, Professor



**S12 MIXED MEDIA CAMPAIGN**  
 Award: Student Gold ADDY®  
 Entrant: Kyle Copley  
 Advertiser: University of the Incarnate Word  
 Title: Munchies - Simple Identity  
 Contributors: Kyle Copley, Designer  
 Denny Fagan, Professor  
 Bob Johnson, Professor  
 Michael Claton, Professor

JUDGES AWARD

**S08-A INTERACTIVE, WEBSITE**  
 Award: Student Gold ADDY® and  
 STUDENT JUDGES AWARD  
 Entrant: Pedro Villegas  
 Advertiser: San Antonio College  
 Title: Modernity Spirit of Experimentation  
 Contributors: Pedro Villegas, Designer  
 Qing Liu, Instructor



**S08-A INTERACTIVE, WEBSITE**  
 Award: Student Gold ADDY®  
 Entrant: Kyle Copley  
 Advertiser: University of the Incarnate Word  
 Title: TV Site - Flash Animation  
 Contributors: Kyle Copley, Designer  
 Michael Clayton, Professor  
 Denny Fagan, Professor  
 Bob Johnson, Professor



**S08-A INTERACTIVE, WEBSITE**  
 Award: Student Silver ADDY®  
 Entrant: Gilbert Hernandez  
 Advertiser: San Antonio College  
 Title: Freedom of Speech  
 Contributors: Gilbert Hernandez, Designer

**S08-A INTERACTIVE, WEBSITE**  
 Award: Student Bronze ADDY®  
 Entrant: Gilbert Hernandez  
 Advertiser: San Antonio College  
 Title: What Is Beauty  
 Contributors: Gilbert Hernandez, Designer



**S09-A COVER**  
 Award: Student Silver ADDY®  
 Entrant: Mauricio Braun  
 Advertiser: University of the Incarnate Word  
 Title: The Name of the Rose  
 Contributors: Mauricio Braun, Designer

**S09-A COVER**  
 Award: Student Bronze ADDY®  
 Entrant: Kevin Herrera  
 Advertiser: University of the Incarnate Word  
 Title: ADA Publishing Book Covers  
 Contributors: Kevin Herrera, Designer



**S12 MIXED MEDIA CAMPAIGN**  
 Award: Student Gold ADDY®  
 Entrant: Gilbert Gregory Cuellar  
 Advertiser: University of the Incarnate Word  
 Title: Rewind Toys  
 Contributors: Gilbert Gregory Cuellar, Designer



**S12 MIXED MEDIA CAMPAIGN**  
 Award: Student Silver ADDY®  
 Entrant: Rebecca Stanford  
 Advertiser: University of the Incarnate Word  
 Title: Urbanista Campaign  
 Contributors: Rebecca Stanford, Designer



**S12 MIXED MEDIA CAMPAIGN**  
 Award: Student Silver ADDY®  
 Entrant: Ellice Sanchez  
 Advertiser: University of the Incarnate Word  
 Title: Jitters Campaign  
 Contributors: Ellice Sanchez, Designer





**S12 MIXED MEDIA CAMPAIGN**  
 Award: Student Silver ADDY®  
 Entrant: Ellice Sanchez  
 Advertiser: University of the Incarnate Word  
 Title: Blooms Campaign  
 Contributors: Ellice Sanchez, Designer



BEST OF SHOW

**S12 MIXED MEDIA CAMPAIGN**  
 Award: Student Silver ADDY® and Student BEST OF SHOW ADDY®  
 Entrant: Lizzi Bradley  
 Advertiser: Savannah College of Art and Design  
 Title: Seagram's 7 Whisky  
 Contributors: Lizzi Bradley, Art Director/Copywriter

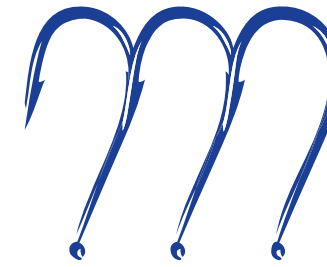
**S12 MIXED MEDIA CAMPAIGN**  
 Award: Student Bronze ADDY®  
 Entrant: Brittany Murphy  
 Advertiser: San Antonio College  
 Title: County Line Music Series Flyers  
 Contributors: Brittany Murphy, Designer



JUDGES AWARD

**S13-A LOGO**  
 Award: Student Gold ADDY® and Student Judges Award  
 Entrant: Shawn Meek  
 Advertiser: Texas State University-San Marcos  
 Title: Urban Gardener  
 Contributors: Shawn Meek, Designer

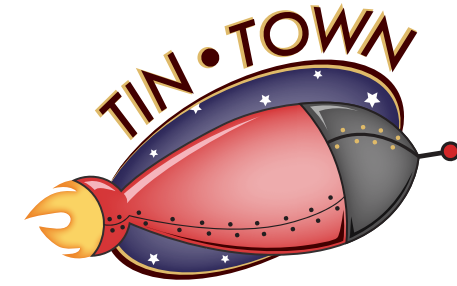
**S12 MIXED MEDIA CAMPAIGN**  
 Award: Student Bronze ADDY®  
 Entrant: Matt McGehee  
 Advertiser: University of the Incarnate Word  
 Title: Capt. Nemo's Restaurant  
 Contributors: Matt McGehee, Designer



**S13 A LOGO**  
 Award: Student Gold ADDY®  
 Entrant: Leslie Ann Bernal  
 Advertiser: University of the Incarnate Word  
 Title: Manhattan Seafood Co.  
 Contributors: Leslie Bernal, Designer



**S13 A LOGO**  
 Award: Student Silver ADDY®  
 Entrant: Janette Gonzalez  
 Advertiser: Texas State University-San Marcos  
 Title: Sound on Sound Record Store  
 Contributors: Janette Gonzalez, Designer



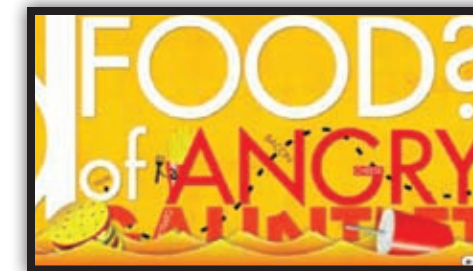
**S13 A LOGO**  
 Award: Student Silver ADDY®  
 Entrant: Marcus Martinez  
 Advertiser: University of the Incarnate Word  
 Title: Tin Town - Logo  
 Contributors: Marcus Martinez, Designer



**S13-A LOGO**  
 Award: Student Silver ADDY®  
 Entrant: Gilbert Gregory Cuellar  
 Advertiser: University of the Incarnate Word  
 Title: Rewind  
 Contributors: Gilbert Gregory Cuellar, Designer



**S13-A LOGO**  
 Award: Student Silver ADDY®  
 Entrant: David Rodriguez  
 Advertiser: Texas State University-San Marcos  
 Title: Urban Icecream Logo  
 Contributors: David Rodriguez, Designer



**S13-A LOGO**  
 Award: Student Bronze ADDY®  
 Entrant: Ellice Sanchez  
 Advertiser: University of the Incarnate Word  
 Title: Love Your Sole  
 Contributors: Ellice Sanchez, Designer

**S16 ANIMATION**  
 Award: Student Silver ADDY®  
 Entrant: Josh Medrano  
 Advertiser: University of The Incarnate Word  
 Title: Black Angus Kinetic Type  
 Contributors: Josh Medrano, Designer  
 Michael Clayton, Professor

**S16 ANIMATION**  
 Award: Student Bronze ADDY®  
 Entrant: Vanessa Maire Olivia Garcia  
 Advertiser: University of the Incarnate Word  
 Title: The Truth About the Three Little Pigs  
 Contributors: Vanessa Maire Olivia Garcia, Designer  
 William Adam Watkins, Teacher





**LEFT to RIGHT:**  
Bradford Lawton,  
Trish McCabe Rawls,  
David Parker,  
Elaine Lytle

#### **BRADFORD LAWTON**

##### **BradfordLawton**

Bradford Lawton is principal of BradfordLawton, a San Antonio based design/advertising agency, which is a new incarnation of a business that was formed over 25 years ago. Bradford began his career as an Illustrator. He then went on to become a Designer, a Creative Director for an agency in Stockholm, Sweden, before returning to Texas and opening his own agency in 1985. That same year he began teaching at Texas State University. His studio's work has been included in many national and international annuals and shows including, The One Show, Communication Arts, The Art Directors Club, Graphis, The American Advertising Federation, The Dallas Society of Visual Communication, Print, and HOW, to name a few. Their work has also been published in over 30 books on graphic design. Besides his studio duties, Lawton often lectures on creativity and conceptual thinking.

#### **BEST IN SHOW**

##### **The Seagrams Seven campaign**

"The choice for Best of Show, was due not only to its concept, but to its depth as well. It was a well thought out idea that was successfully conveyed throughout several elements. Good stuff."

#### **SPECIAL JUDGES AWARD**

##### **The Urban Gardener logo**

"A clean simple idea that was executed well...which, unfortunately, isn't found all that often in professional firms much less a student show. Well done."

#### **DAVID PARKER**

##### **Parker Creative**

David began his career as a writer at Atkins & Associates in San Antonio in 1976 and within a few years rose to the position of Vice President/Creative Director. In 1987, Skip Wood and David formed Parker&Wood, where David served as Chief Creative Officer and produced branding campaigns for clients throughout the Southwest. In June of 2004, David founded ParkerCreative, a creative consultancy. Working directly or through relationships with a variety of marketing/design firms, clients have included Salvequick of Sweden, AstraZenica/Europe, St. David's Healthcare, the Kennedy Space Center, Freightliner Trucks/Portland, FirstPlan of Minnesota and Fuddruckers Restaurants.

#### **BEST IN SHOW**

##### **The Seagrams Seven Campaign**

"The campaign exhibited stellar work. Strong concept with a great deal of depth. Well executed. Demonstrated a unique design sense. Clever copy."

#### **SPECIAL JUDGES AWARD**

##### **The Urban Gardener Logo**

"It's what you look for in a logo. It visually conveys the client's service/personality in a fun, clever, memorable manner."

#### **SPECIAL JUDGES AWARD**

##### **Modernity Spirit of Experimentation - Website**

"A nice homage to modern design. Not only created a site that was beautifully designed but desirable to explore."



#### **TRISH MCCABE RAWLS**

##### **Creative Noggin**

Trish has been called a "renaissance woman" by colleagues in the field of advertising. With 20 years of industry experience, Trish is comfortable with every facet of the business from initial strategy work to print production. She has won several industry awards for her creative work, but would rather tout the client success it generated. And although she credits great results to proper strategic thinking, her passion remains in the art of design and conceiving the creative. She has worked on every size client from small mom-and-pops, not-profit organizations and mid-large companies. She founded Creative Noggin on the premise that what really matters in great marketing is the smart thinking behind it—not the square footage of an office or the number of agency personnel around the conference room table.

#### **BEST IN SHOW**

##### **The Seagrams Seven Campaign**

"The choice for Best of Show, The Seagrams Seven campaign was made, because one of the most important things to grasp as a student is the ability for an idea to extend beyond the ONE piece they are working on. 'Ideas' create ads. 'Big ideas' create brands. This campaign was a great example of creatively promoting a brand, effective and interesting use of type, and creatively weaving in an emotional element."

#### **SPECIAL JUDGES AWARD**

##### **The Urban Gardener Logo**

"The Special Judges Award went to The Urban Gardener logo, because the best logos are ones that you don't have to explain—you get it instantly. The creative combination of elements is clean, simple, balanced and inviting. And the use of type matches the simplicity of the mark instead of trying to make a statement of its own."

#### **SPECIAL JUDGES AWARD**

##### **Modernity Spirit of Experimentation - Website**

"This definitely had 'Wish I'd designed that' written all over it. The animation on this interactive design enhanced the visitor experience instead of actually detracting from it which was refreshing to say the least. The overall design and treatment of rollovers was technically difficult yet felt seamless and flowing to the user. Simple, clean navigation with nice, classic type treatment. Great work!"

#### **ELAINE LYTLE**

##### **The Wood Agency**

Elaine has over 23 years of advertising, graphic design, and brand marketing experience. Prior to her eight years at The Wood Agency, Ms. Lytle worked for a range of design studios and agencies including The Atkins Agency, Kich & Company, and Roger Christian & Company. She has designed numerous award winning advertising campaigns in print, broadcast and web. In addition to her own work, Elaine has assisted in mentoring local high school and college students by guiding them through "real work" projects and internships.

#### **BEST IN SHOW**

##### **The Seagrams Seven Campaign**

"The campaign thoroughly demonstrated concept, layout skill and marketing knowledge that combined to form an outstanding campaign. The copywriting was a decisive factor in my choice, also showing painstaking effort in the overall layout and design of each of the campaign pieces."

#### **SPECIAL JUDGES AWARD**

##### **The Urban Gardener Logo**

"My criteria for Special Judges Award, The Urban Gardener logo are simple. I asked myself, 'Will this piece stand alone in a professional environment?' The answer, 'Yes most certainly.' Its simplicity and clean look really magnify the strength of the piece."

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# NOTEBOOK PAGES

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