



ADDYS 2015
American Advertising Awards
AAF Madison

SALES PROMOTION

Product or Service Sales Presentation
Sales Kit or Product Information
Sheets

Silver ADDY

Company: Suttle-Straus, Inc.

Client: Karastan

Title: *Karastan Spring Marketing Kit*

Credits: Christine Edgren, Senior Graphic Designer; Eddie Mason, Art Director

Gold ADDY

Company: BirdDog Graphics, Print, & Packaging, LLC

Client: BirdDog Graphics, Print, & Packaging, LLC

Title: *Sauk Chamber Itinerary Cards*

Credits: Chris Dunn, Owner / Lead Designer

Packaging - Single Unit

Silver ADDY

Company: Innocorp, ltd.

Client: Innocorp, ltd.

Title: *Fatal Vision® Package Design*

Credits: Lisa Koehler, Graphic artist/Product development

Packaging - Campaign

Gold ADDY

Company: Chapa Design

Client: JBC Coffee Roasters

Title: *JBC Coffee Roasters Packaging*

Credits: Jerry Chapa, Creative Director / Owner; Nathanael Pustaver, Illustrator / Graphic Designer

Point-of-Purchase - Free-Standing

Silver ADDY

Company: Kennedy Communications

Client: Culligan of Minnesota

Title: *Culligan Minnesota State Fair Kiosk*

Credits: Kennedy Communications, Team

Campaign

Silver ADDY

Company: CUNA Mutual Group

Client: CUNA Mutual Group

Title: *Lending Ad Campaign*

Credits: Ben Klepzig, Senior Marketing Manager

Audio / Video Sales Presentation

Silver ADDY

Company: Discover Mediaworks

Client: Wisconsin Corn Growers Association

Title: *The Everyman for Ethanol :30 Spot*

Credits: Casey Liddicoat, Writer/ Producer; Bill Deming, Editor; A.J. Marz, Cinematographer; Luke Osiecki, Sound Design

Silver ADDY

Company: CUNA Mutual Group

Client: CUNA Mutual Group

Title: *Smartphone Loan*

Credits: Ben Klepzig, Senior Marketing Manager



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COLLATERAL MATERIAL
Annual Report

Silver ADDY

Company: Suttle-Straus, Inc.

Client: Preventive Cardiovascular Nurses Association

Title: *PCNA Impact Report*

Credits: Christine Edgren, Senior Graphic Designer; Eddie Mason, Art Director

Gold ADDY

Company: Great Lakes Higher Education Guaranty Corporation

Client: Great Lakes Higher Education Guaranty Corporation

Title: *Great Lakes 2013-2014 Philanthropy Report*

Credits: Kira Cortese, Creative Director; Jeffrey Jensen, Associate Creative Director; Katie Wing, Senior Graphic Designer; Jason Rasmusen, Director-Strategic Communications; Steve Schmidt, Communications Team Lead; David Nevala, Photographer

Brochure - Single unit

Silver ADDY

Company: BirdDog Graphics, Print, & Packaging, LLC

Client: BirdDog Graphics, Print, & Packaging, LLC

Title: *Sauk Chamber Field Guide*

Credits: Chris Dunn, Owner / Lead Designer

Gold ADDY

Company: BirdDog Graphics, Print, & Packaging, LLC

Client: BirdDog Graphics, Print, & Packaging, LLC

Title: *Purely Folder*

Credits: Chris Dunn, Owner / Lead Designer

Publication Design - Cover

Silver ADDY

Company: Kristin Mitchell Design

Client: Mike McCabe

Title: *Blue Jeans in High Places*

Credits: Kristin Mitchell, Owner, Designer; Dana Gevelinger, Designer

Silver ADDY

Company: TMA+Peritus

Client: TMA+Peritus

Title: *My Affair With The Trunk Murderess Book Cover*

Credits: Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Publication Design - Magazine Design

Silver ADDY

Company: Madison Country Day School

Client: Madison Country Day School

Title: *Onward Magazine*

Credits: Dana Asmuth, Director of Marketing; Holly Bobula, Graphic Designer; Courtney Comer, Parent Volunteer; Robin Garcia, Director of Development; Emma Henke, Parent Volunteer; Beatrice Jones, School Secretary; Maheen Ott, Photographer; Kristi Thom, Contributing Writer; Ann Schwede, Parent Volunteer; Jamie WojcikDevelopment Assistant

Publication Design - Book Design

Gold ADDY

Company: Kramer

Client: Jacksonport Historical Society

Title: *Fred Erskine, Jacksonport's Photographer*

Credits: Nate Vrabel, Creative Director; Beth Johnston, Art Director; Tricia Weber, Graphic Designer



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Poster - Single

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation

Client: Great Lakes Higher Education Guaranty Corporation

Title: *Bike for Boys & Girls Club Poster*

Credits: Katie Wing, Senior Graphic Designer; Melissa McGraw, Marketing Copywriter

Silver ADDY

Company: ETC

Client: ETC

Title: *ETC Series 2 Poster*

Credits: Stephanie Billmeyer, Graphic Design Specialist

Poster - Campaign

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation

Client: Great Lakes Higher Education Guaranty Corporation

Title: *Great Lakes Poster Series*

Credits: Kira Cortese, Creative Director; Jeffrey Jensen, Associate Creative Director; Tenille Manning Heier, Marketing Copywriter

Special Event Material - Invitation

Silver ADDY

Company: Agrace

Client: Agrace

Title: *Agrace Butterfly Gala 2014 Invitation*

Credits: Jamie Guyot, Senior Graphic Designer; American Printing Company, Printer

Silver ADDY

Company: Sugar Pear Design

Client: Sugar Pear Design

Title: *Bloom/Pecore Wedding Suite*

Credits: Kathy Marcelle, Creative

Gold ADDY

Company: Suttle-Straus, Inc.

Client: Meriter Foundation

Title: *Meriter Foundation Benefit Dinner Invitation*

Credits: Erin Hughes, Graphic Designer; Eddie Mason, Art Director

Special Event Material - Card

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation

Client: Great Lakes Higher Education Guaranty Corporation

Title: *Great Lakes Holiday Campaign*

Credits: Kira Cortese, Creative Director; Jeffrey Jensen, Associate Creative Director; Katie Wing, Senior Graphic Designer; Jennifer McDonald, Design Leader-User Experience; Kathryn Orenberg, Senior User Interface Designer

Special Event Material -Announcement

Silver ADDY

Company: Econoprint

Client: The Muscular Dystrophy Association

Title: *MDA Freedom Ride Announcement*

Credits: Andy Riel, Senior Creative Designer



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Special Event Material – Campaign

Gold ADDY

Company: Kramer

Client: Kramer

Title: *Refresh Micro•Con 2014*

Credits: Nate Vrabel, Creative Director; Liz Sukowatey, Art Director; Beth Johnston, Art Director; Tricia Weber, Graphic Designer; Alison Hughes, Graphic Designer

Gold ADDY

Company: Healthgrades

Client: Healthgrades

Title: *2014 HealthShare Symposium Event Collateral*

Credits: Sarah Wortham, Associate Creative Director; Jim Petite, Art Director; Matt Schulist, Designer; Jason Schultz, Copywriter

STUDENT COLLATERAL MATERIAL

Poster - Single

Silver ADDY

Company: Jane A Huff

Client: Nicolet Area Technical College

Title: *Childhood Literacy*

Credits: Barbara Buckel, Graphic Design Instructor

Publication Design - Book Design

Gold ADDY

Company: Caleb Vanden Boom

Client: Middleton High School

Title: *2013/2014 Middleton High School Yearbook*

Credits: Caleb Vanden Boom, Editor in Chief

DIRECT MARKETING

Single - Flat

Silver ADDY

Company: Healthgrades

Client: HCA Far West Division

Title: *MountainView Lung Cancer Campaign*

Credits: Melissa Grow-Cusumano, Associate Creative Director; Joe Bauernhuber, Art Director; Kevin Klumpyan, Copywriter

Single - 3-D

Silver ADDY

Company: Healthgrades

Client: HCA East - East Florida Division

Title: *HCA East Florida - Division ER Outdoors*

Credits: Mike Bass, Associate Creative Director; Mark Koenig, Designer; Blackwell Thomas, Copywriter

Campaign - Flat

Silver ADDY

Company: Healthgrades

Client: HCA Far West Division

Title: *Far West Division Yearly Campaign*

Credits: Melissa Grow-Cusumano, Associate Creative Director; Joe Bauernhuber, Art Director; Kevin Klumpyan, Copywriter

Specialty Advertising - Apparel

Silver ADDY

Company: ETC

Client: ETC

Title: *ETC Fun Run Shirt*

Credits: Stephanie Billmeyer, Graphic Design Specialist



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Specialty Advertising
Other Merchandise

Silver ADDY

Company: Agrace

Client: Agrace

Title: *Agrace 2015 Calendar*

Credits: Joan Siebers, Art Director/Designer; Monica Cicci, Editor; Monica Cicci, Photographer/Cover

OUT-OF-HOME
Outdoor Board - Flat

Silver ADDY

Company: Adams Outdoor Advertising

Client: Princeton Club

Title: *Princeton Club "Committed"*

Credits: April Zelenka, Art Director; Evan Schultz, Art Director; Steve Borgwardt, Account Executive; Craig Judd, Operations Manager; Pete Fay, Operations; Ches Winters, Operations; John Shaffer, Operations; Jeff Morrison, Operations; Jimmy Fauska, Operations

Outdoor Board
Extension / Dimensional

Silver ADDY

Company: Adams Outdoor Advertising

Client: Journey Seafood Buffet & Grill

Title: *Journey*

Credits: Evan Schultz, Art Director; April Zelenka, Graphic Designer; Steve Tortorici, Account Executive; April Zelenka, Photographer; Craig Judd, Operations Manager; Pete Fay, Operations; Ches Winters, Operations; John Shaffer, Operations; Jeff Morrison, Operations; Jimmy Fauska, Operations

Gold ADDY

Company: Adams Outdoor Advertising

Client: Steve's Liquor

Title: *Follow Your Tastebuds*

Credits: April Zelenka, Art Director; Evan Schultz, Art Director; Eric Krieghoff, Sales Manager; Craig Judd, Operations Manager; Pete Fay, Operations; Ches Winters, Operations; John Shaffer, Operations; Jeff Morrison, Operations; Jimmy Fauska, Operations; Karen Eigenberger, Client

Outdoor Board - Super-Sized

Silver ADDY

Company: Adams Outdoor Advertising

Client: Wisconsin Distributors

Title: *Bud Man For the Win*

Credits: Evan Schultz, Art Director; April Zelenka, Graphic Designer; Julie Johnson, Account Executive; Craig Judd, Operations Manager; Pete Fay, Operations; Ches Winters, Operations; John Shaffer, Operations; Jeff Morrison, Operations; Jimmy Fauska, Operations; Abby Bartlett, Client

Silver ADDY

Company: Adams Outdoor Advertising

Client: Grumpy Troll Brewery

Title: *Grumpy Troll*

Credits: Evan Schultz, Art Director; April Zelenka, Graphic Designer; Leslie Osman, Account Executive; Craig Judd, Operations Manager; Pete Fay, Operations; Ches Winters, Operations; John Shaffer, Operations; Jeff Morrison, Operations; Jimmy Fauska, Operations



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Outdoor Board
Vehicle Graphic Advertising

Silver ADDY

Company: Kennedy Communications
Client: Culligan of New Jersey
Title: *Culligan New Jersey Truck Graphics*
Credits: Kennedy Communications, Team

Silver ADDY

Company: 27 WKOW
Client: 27WKOW
Title: *27 Storm Track Live Truck*
Credits: Jill Genter, Marketing and Community Relations Manager; Clearview Sign, Graphic Design

Site - Interior Still or Static

Silver ADDY

Company: Adams Outdoor Advertising
Client: Wisconsin Chamber Orchestra
Title: *Ticket Booth*
Credits: Evan Schultz, Art Director; April Zelenka, Graphic Designer; Brian Unitan, Account Executive; April Zelenka, Photographer; Craig Judd, Operations Manager; Pete Fay, Operations; Ches Winters, Operations; John Shaffer, Operations; Jeff Morrison, Operations; Jimmy Fauska, Operations

Campaign

Silver ADDY

Company: Red Arrow Advertising
Client: Milwaukee County Zoo
Title: *Milwaukee County Zoo Stingray Outdoor campaign*
Credits: Emil Bertalot, writer / producer; Taylor Smith, art director

Gold ADDY

Company: Adams Outdoor Advertising
Client: Mounds
Title: *Mounds*
Credits: April Zelenka, Art Director; Evan Schultz, Art Director; Brian Unitan, Account Executive; Craig Judd, Operations Manager; Pete Fay, Operations; Ches Winters, Operations; John Shaffer, Operations; Jeff Morrison, Operations; Jimmy Fauska, Operations

Gold ADDY

Company: Adams Outdoor Advertising
Client: La-Z-Boy
Title: *La-Z-Boy Presidents Day Sale*
Credits: Evan Schultz, Art Director; April Zelenka, Graphic Designer; Steve Borgwardt, Account Executive; Craig Judd, Operations Manager; Pete Fay, Operations; Ches Winters, Operations; John Shaffer, Operations; Jeff Morrison, Operations; Jimmy Fauska, Operations

NON-TRADITIONAL ADVERTISING
Single

Gold ADDY

Company: outlier design
Client: Holly Bobula
Title: *Madison Country Day School Graphic Designer Job Application*
Credits: Holly Bobula, Designer



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CONSUMER OR TRADE PUBLICATION

Full Page - Four-color

Silver ADDY

Company: Creative Marketing Resources, Inc.

Client: Minority Business Entrepreneur (MBE)

Title: *Harley Davidson Diversity Advertisement*

Credits: Jacqueline Moore, President & CEO; Paul Patterson, Senior Copywriter; Linda Binkley, Art Director

Campaign - Four-color

Silver ADDY

Company: WECC

Client: Michigan Country Lines

Title: *MECA Ads*

Credits: Steve Lightbourn, Marketing Manager; Katie Powers, Marketing Coordinator; Bob Head, Designer; Alyssa Spiel, Project Manager

DIGITAL ADVERTISING

Websites B-to-B - Products

Silver ADDY

Company: TMA+Peritus

Client: WPVGA

Title: *Wisconsin Potato & Vegetable Growers Association - Product Website*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Gold ADDY

Company: Powderkeg

Client: Filament Games

Title: *Filament Games Website Design*

Credits: Brittany Kalscheur, Senior Web Designer; Dylan Thompson, Web Project Manager

Gold ADDY

Company: Stephan & Brady

Client: Stephan & Brady

Title: *Emmi Roth Foodservice Website*

Credits: Stephan & Brady

Websites B to B Services

Silver ADDY

Company: TMA+Peritus

Client: Krupp General Contractors

Title: *Krupp General Contractors B2B Corporate Website*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Silver ADDY

Company: TMA+Peritus

Client: Portage County Business Council

Title: *Portage County Business Council B2B Association Website*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director

Silver ADDY

Company: Candorem

Client: Wisconsin Housing And Economic Development Authority (WHEDA)

Title: *Transform Milwaukee Website*

Credits: Joshua Garity, Creative Director, User Experience



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Gold ADDY

Company: TMA+Peritus

Client: WPVGA

Title: *Wisconsin Potato & Vegetable Growers Association Grower Website*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Websites Consumer - Products

Silver ADDY

Company: Powderkeg

Client: Minocqua Popcorn

Title: *Minocqua Popcorn Website*

Credits: Brittany Kalscheur, Senior Web Designer; Dylan Thompson, Web Project Manager; Nick Kalscheur, Web Developer

Silver ADDY

Company: Discover Mediaworks

Client: T.A. Solberg Company, Inc.

Title: *Trig's Smokehouse - Website*

Credits: Michael Pilsner, Web Strategist; Shawn Khron, Designer; Marcus Trapp, Primary Developer

Websites Consumer - Services

Silver ADDY

Company: Kella Design

Client: T.R. McKenzie, Inc.

Title: *T.R. McKenzie Website*

Credits: Joe Leschisin, Designer & Developer

Silver ADDY

Company: Foremost Media, Inc.

Client: Rock County Historical Society

Title: *Tallman Tours Website*

Credits: Jon Ballard, CEO; Stephen Cardwell, Art Director

Gold ADDY

Company: TMA+Peritus

Client: Prime Urban Properties

Title: *Prime Urban Properties*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Gold ADDY

Company: Kella Design

Client: Steigerwaldt Land Services

Title: *Steigerwaldt Land Services Website*

Credits: Joe Leschisin, Designer & Developer

Mobile Websites - Products

Gold ADDY

Company: Kennedy Communications

Client: Culligan

Title: *Culligan Nation Mobile Website*

Credits: Kennedy Communications, Team

Microsites - Products

Silver ADDY

Company: Stephan & Brady

Client: Stephan & Brady

Title: *Stuffing and More Microsite*

Credits: Stephan & Brady



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Microsites - Services

Silver ADDY

Company: TMA+Peritus

Client: Nicolet College

Title: *Nicolet College Not Your Father's Factory
Microsite*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Social Media

Single Platform Consumer

Gold ADDY

Company: Discover Mediaworks

Client: Discover Wisconsin

Title: *Discover Wisconsin*

Credits: Nora Langer, Graphic Designer; Rochelle Ratkaj, Art Director; Mariah Habernan, Discover Wisconsin Host

Apps - Tablet

Gold ADDY

Company: Kennedy Communications

Client: Culligan of Minnesota

Title: *Culligan Minnesota State Fair Mobile App*

Credits: Kennedy Communications, Team

Apps - Mobile

Gold ADDY

Company: Staples Marketing

Client: Broome County STOP-DWI Program

Title: *Stop DWI New York App*

Credits: Danny Mager, Account Supervisor; Amy Opad, Account Executive; Erik Skoglund, Digital Designer

Online Publication - Magazine

Gold ADDY

Company: Stephan & Brady

Client: Stephan & Brady

Title: *Grate. Pair. Share.*

Credits: Stephan & Brady

Online Publication - Email

Silver ADDY

Company: Kennedy Communications

Client: G. Fried Flooring America

Title: *G. Fried Wood-Look Flooring Eblast*

Credits: Kennedy Communications, Team

Advertising and Promotion Banners Standard

Silver ADDY

Company: Staples Marketing

Client: Metra

Title: *Metra Summer Fun Online Banner Ads*

Credits: Danny Mager, Account Supervisor; Ryan Quade, Graphic Designer; Erik Skoglund, Digital Designer

Video - Internet Commercials

Silver ADDY

Company: Kennedy Communications

Client: Culligan

Title: *Culligan Whole Home Whiteboard Video - "Save Time Cleaning"*

Credits: Kennedy Communications, Team



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Silver ADDY

Company: ProVideo & Film, Inc.
Client: Berkshire Hathaway Travel Protection
Title: *BHTP How It Works*
Credits: KW2, Advertising Agency; Matthew Cowden, Executive Producer; Vinny Besasie, Director; Jeff Maiers, Post Production

Gold ADDY

Company: ProVideo & Film, Inc.
Client: Berkshire Hathaway Travel Protection
Title: *BHTP Aircare Demo*
Credits: KW2, Advertising Agency; Matthew Cowden, Executive Producer; Vinny Besasie, Director; Jeff Maiers, Post Production

Gold ADDY

Company: StoryFirst Media
Client: J.P. Cullen
Title: *J.P. Cullen | Tough Jobs*
Credits: Michael Neelsen, Director; Michael Nie, Director of Photography; Dave Neelsen, Producer; Kari Drascic, Executive Producer

Video - Branded Content More than 60 seconds

Silver ADDY

Company: Blend IMC
Client: Blend IMC
Title: *Serenity Prayer*
Credits: Alex Miranda, Creative Director / Director; Matthew Roth, Director / Director of Photography; Jeff Andrew, Art Director / Producer; Mike Duffy, Executive Producer

Silver ADDY

Company: Stephan & Brady
Client: Stephan & Brady
Title: *Dairy Impact Video : America's Dairyland is My Dairyland*
Credits: Stephan & Brady

Silver ADDY

Company: StoryFirst Media
Client: J.P. Cullen
Title: *J.P. Cullen | Tough Job Story - EPIC*
Credits: Michael Neelsen, Director; Michael Nie, Director of Photography; Dave Neesen, Producer; Kari Drascic, Executive Producer

Campaign

Silver ADDY

Company: StoryFirst Media
Client: Wisconsin Milk Marketing Board
Title: *Dairy Impact | Millennial Profile Stories [Series]*
Credits: Michael Neelsen, Director; Michael Nie, Director of Photography; Dave Neelsen, Producer; Jane Koh, Creative Director

RADIO

Local :30

Silver ADDY

Company: Entercom Radio
Client: 9 Round Fitness
Title: *"9 Round to Bind Them"*
Credits: Robert Jarzen, Writer/Creative Director; Jack Gardner, Producer/Engineer/Voice; Seth Kleinschmidt, Voice



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Silver ADDY

Company: Entercom Milwaukee
Client: Noodles & Co.
Title: "Noodles - Anyway you sing it"
Credits: Robert Jarzen, Writer/Creative Director; Jack Gardner, Writer/Engineer

Gold ADDY

Company: Mid-West Family Marketing
Client: Gigi's Cupcakes
Title: *Gigi's - Heaven*
Credits: Paul Blair, Writer/Producer; Greg Bair, Voice Talent

Local :60 or more

Silver ADDY

Company: Mid-West Family Marketing
Client: Field's Jaguar Madison
Title: *Ron Dayne - British Villain*
Credits: Paul Blair, Writer/Producer; Ron Dayne, Voice Talent; Mike Baldwin, Voice Talent

Silver ADDY

Company: Entercom Milwaukee
Client: Fast Track Oil Change
Title: *Fast Track Oil Change - Auto Intervention*
Credits: Robert Jarzen, Creative Services Director/Writer/Voice; Jack Gardner, Producer/Engineer/Voice

Local - Campaign

Silver ADDY

Company: Mid-West Family Marketing
Client: Karben4 Brewing
Title: *Karben4 Brewing Campaign*
Credits: Mike Lease, Producer; Ryan Koga, Writer/Voice Talent; Olivia Johnson, Voice Talent

Silver ADDY

Company: Entercom MADISON
Client: Viking Brew Pub
Title: *Viking Brew Pub of Stoughton*
Credits: Robert Jarzen, Creative Director/Writer/Voice; Marshall Pierce, Producer/Engineer; Adam Elliott, Voice

Regional / National :30

Silver ADDY

Company: Kennedy Communications
Client: Culligan
Title: *Culligan Whole Home Radio - "Bad Water"*
Credits: Kennedy Communications, Team

STUDENT RADIO

Single

Silver ADDY

Company: Peyton Barber
Client: Whitehorse Middle School
Title: *Stop for Me*
Credits: Peyton Barber, Awesome Person; Entercom Radio, Production; Andrea and Dave Barber ; Eric Loeffler

TELEVISION

Local :15 or less

Silver ADDY

Company: 27WKOW
Client: A1 Pest Control
Title: *A1 Pest Control*
Credits: Lee Auter, Creative Services Producer; Bruce Briney, General Sales Manager



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Local - Production Budget Over \$5,000

Silver ADDY

Company: 6AM Marketing

Client: Madison Gas and Electric

Title: *Madison Gas and Electric - City Life*

Credits: Bill Patton, Executive Creative Director; Brian Buckner, Senior Art Director; Danielle Brockman, Copywriter

Gold ADDY

Company: ProVideo & Film, Inc

Client: The Roberts Group

Title: *Pink Up Cape 2014*

Credits: David Haznaw, Director; Jim Stiener, Producer; Paul Musselman, Editor & Animator

Local :60 or more

Silver ADDY

Company: ProVideo & Film, Inc.

Client: Network Health

Title: *Network Health Year In Review*

Credits: AE Marketing Group, Advertising Agency; Matthew Cowden, Executive Producer; Daniel Kinney, Director/Post Production; Paul Musselman, Motion Graphics; Haggar Audio / Rob Haggar, Sound Design

Local - Campaign

Silver ADDY

Company: Charter Media Creative

Client: Zimbrick European

Title: *Garage-Mahal*

Credits: Ben Wolkomir, Producer/Videographer; Kelly Klaschus, Director; Valerie Hesslink, Commercial Editor; Shawn Lowry, Commercial Editor

Self-Promotion - Local Single

Silver ADDY

Company: 27WKOW

Client: 27 WKOW

Title: *Digging Deeper*

Credits: Katrina Dunlavy, On-Air Promotion Manager; Jill Genter, Marketing and Community Relations Manager; Heather Reese, Marketing Writer Producer

Silver ADDY

Company: 27WKOW

Client: 27 WKOW

Title: *Community Image*

Credits: Heather Reese, Marketing Writer Producer; Jill Genter, Marketing and Community Relations Manager

Self-Promotion - Local Campaign

Silver ADDY

Company: 27WKOW

Client: 27 WKOW

Title: *27 News Image*

Credits: Katrina Dunlavy, On-Air Promotion Manager; Jill Genter, Marketing and Community Relations Manager; Heather Reese, Marketing Writer Producer

**Self-Promotion
Regional / National Campaign**

Gold ADDY

Company: Wisconsin Public Television

Client: Wisconsin Public Television

Title: *Wisconsin from the Air*

Credits: Grant Fenster, Writer/Producer



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Regional / National TV Single Spots - Products

Silver ADDY

Company: Discover Mediaworks

Client: Amy's Candy Kitchen

Title: *Amy's Gourmet Apples - Work of Art*

Credits: Casey Liddicoat, Writer/Producer; Chris Lorch, Cinematographer; Bill Deming, Editor; Luke Oseicki, Sound Design

Regional / National TV Single Spots - Outlets

Silver ADDY

Company: Spot Filmworks, Ltd.

Client: Jimmy Johns

Title: *Anniversary*

Credits: Michael Graf, Exec. Producer/Director; Patrick Fischer, Producer; Linda Massey, Art Director; John Kraynak, Sarah Mueth and Michael Graf, Writers

Regional / National TV Single Spots - Services

Silver ADDY

Company: Red Arrow Advertising

Client: Milwaukee County Zoo

Title: *Hard to find - 30*

Credits: Emil Bertalot, writer / producer; Taylor Smith, art director; Independent Sound and Edit

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Client: Milwaukee County Zoo

Title: *Happiness - 30*

Credits: Emil Bertalot, writer / producer; Taylor Smith, art director; independent Sound and Edit

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Client: Milwaukee County Zoo

Title: *Happiness - 15*

Credits: Emil Bertalot, writer / producer; Taylor Smith, art director; independent Sound and Edit

Regional / National TV Campaign - Outlets

Silver ADDY

Company: Spot Filmworks, Ltd.

Client: Jimmy Johns

Title: *Jimmy Johns Campaign*

Credits: Michael Graf, Exec. Producer/Director; Patrick Fischer, Producer; Linda Massey, Art Director; John Kraynak, Sarah Mueth and Michael Graf, Writers

Regional / National TV Campaign - Services

Silver ADDY

Company: Red Arrow Advertising

Client: Milwaukee County Zoo

Title: *Milwaukee County Zoo Stingray TV campaign*

Credits: Emil Bertalot, writer / producer; Taylor Smith, art director; Independent Sound and Edit

Silver ADDY

Company: ProVideo & Film, Inc.

Client: The Roberts Group

Title: *Nurses*

Credits: Jim Schuler, Director; Jim Stiener, Producer; Chris Dabner, Editor; Robb Fischer, Director of Photography



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INTEGRATED CAMPAIGNS

Consumer Local

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation

Client: Great Lakes Higher Education Guaranty Corporation

Title: *Great Lakes Problems Solved Campaign*

Credits: Kira Cortese, Creative Director; Jeffrey Jensen, Associate Creative Director

Consumer Regional / National

Silver ADDY

Company: Discover Mediaworks

Client: Renk Seed Company

Title: *Renk Seed Company*

Credits: A.J. Marz, Writer/Producer; Casey Liddicoat, Cinematographer; Bill Deming, Editor; Luke Osiecki, Sound Design; Nora Langer, Graphic Designer; Stevie Corzatt, Account Executive; Susan Richard, Designer

Silver ADDY

Company: Red Arrow Advertising

Client: Milwaukee County Zoo

Title: *Milwaukee County Zoo Stingray Integrated campaign*

Credits: Emil Bertalot, writer / producer; Taylor Smith, art director; Independent Sound and Edit

ADVERTISING FOR THE

ARTS & SCIENCES

Campaign - Integrated Campaign

Gold ADDY

Company: University of Wisconsin-Madison Division of Continuing Studies

Client: Writers' Institute

Title: *UW-Madison Writers' Institute*

Credits: Lavilla Capener, Public Relations and Social Media Specialist; Grant Fenster, Video Producer; Christina Finét, Creative Director; Dave Giroux, Director, Integrated Marketing Communications; Kyle Henderson, Senior Digital Marketing Specialist; Kerrie Osborne, Digital Marketing Specialist; Dean Robbins, Senior Public Relations and Social Media Specialist; Laurie Scheer, Director, Writers' Institute; Laura Gallagher, Account Manager

PUBLIC SERVICE

Collateral - Brochures / Sales Kit

Gold ADDY

Company: Kramer

Client: United Way of Dane County

Title: *Tocqueville Society Membership Folder*

Credits: Liz Sukowatey, Art Director; Nate Vrabel, Creative Director

Collateral - Poster

Gold ADDY

Company: Kuh Creative

Client: Gio's Garden

Title: *Fifth Annual Benefit for Gio's Garden: Rock for Respite*

Credits: Gregory Kuh, Designer - Kuh Creative; Wendy Hathaway, Board Secretary - Gio's Garden



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Print - Newspaper

Silver ADDY

Company: Creative Marketing Resources, Inc.

Client: La Comunidad News, LLC

Title: *Wisconsin Lottery Responsible Gaming Advertising*

Credits: Jacqueline Moore, President & CEO; Paul Patterson, Senior Copywriter; Linda Binkley, Art Director

Broadcast / Electronic / Digital - TV

Silver ADDY

Company: Staples Marketing

Client: Salt Lake City Police Department

Title: *Salt Lake City - Trucks Need Space! TV*

Credits: Danny Mager, Account Supervisor; Rick Panten, Account Executive; Elliot Cutler, Director/Producer

Silver ADDY

Company: Staples Marketing

Client: Wisconsin Department of Transportation

Title: *WISDOT Zero In Wisconsin Derby Girls TV*

Credits: Danny Mager, Account Executive / Copywriter; Steve Stocker, Creative Director

Campaign - Single Medium Campaign

Silver ADDY

Company: Staples Marketing

Client: Salt Lake City Police Department

Title: *Salt Lake City - Trucks Need Space! TV Campaign*

Credits: Danny Mager, Account Supervisor; Rick Panten, Account Executive; Elliot Cutler, Director/Producer

Silver ADDY

Company: Staples Marketing

Client: Salt Lake City Police Department

Title: *Salt Lake City - Trucks Need Space! TV Campaign*

Credits: Danny Mager, Account Supervisor; Rick Panten, Account Executive; Elliot Cutler, Director/Producer

Campaign - Integrated Campaign

Silver ADDY

Company: Staples Marketing

Client: Salt Lake City Police Department

Title: *Salt Lake City - Trucks Need Space! Campaign*

Credits: Danny Mager, Account Supervisor; Rick Panten, Account Executive; Steve Stocker, Creative Director; Elliot Cutler, Director/Producer; Ryan Quade, Graphic Designer; Erik Skoglund, Digital Designer

Gold ADDY

Company: 6AM Marketing

Client: Divine Savior Healthcare

Title: *Divine Savior Healthcare - Family Medicine Campaign*

Credits: Bill Patton, Executive Creative Director; Brian Buckner, Senior Art Director; Danielle Brockman, Copywriter

ADVERTISING INDUSTRY

Self-Promotion - Collateral

Silver ADDY

Company: Econoprint

Client: Econoprint

Title: *Econoprint and Powderkeg Marketing Brochure*

Credits: Andy Riel, Senior Creative Designer



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Gold ADDY

Company: BirdDog Graphics, Print, & Packaging, LLC

Client: BirdDog Graphics, Print, & Packaging, LLC

Title: *BirdDog Brochure*

Credits: Chris Dunn, Owner / Lead Designer

Self-Promotion - Print

Gold ADDY

Company: Kramer

Client: Kramer

Title: *Kramer Yeti Sales Leave Behind*

Credits: Liz Sukowatey, Art Director; Beth Johnston, Creative Director; Nate Vrabel, Creative Director

Self-Promotion - Digital Advertising

Silver ADDY

Company: TMA+Peritus

Client: TMA+Peritus

Title: *TMA+Peritus Corporate Website*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Silver ADDY

Company: Powderkeg

Client: Powderkeg

Title: *Powderkeg Website*

Credits: Brittany Kalscheur, Senior Web Designer; Dylan Thompson, Web Project Manager; Nick Kalscheur, Web Developer

Silver ADDY

Company: Kella Design

Client: Kella Design

Title: *Kella Design Website*

Credits: Joe Leschisin, Designer & Developer; Kelly Leschisin, Digital Strategist

Self-Promotion - Non-Traditional

Silver ADDY

Company: TMA+Peritus

Client: TMA+Peritus

Title: *30 Days of Blogging Ebook*

Credits: Tom Marks, President - Creative Director

Silver ADDY

Company: Stephan & Brady

Client: Stephan & Brady

Title: *Stephan & Brady Agency Blog*

Credits: Stephan & Brady

Self-Promotion

Cards Invitations or Announcements

Silver ADDY

Company: Suttle-Straus, Inc.

Client: Suttle-Straus, Inc.

Title: *Suttle-Straus "Gratitude" Poster Mailing*

Credits: Christine Edgren, Senior Graphic Designer; Eddie Mason, Art Director; Chrissy Knaak, Director of Marketing

Gold ADDY

Company: Kennedy Communications

Client: KennedyC

Title: *KennedyC Holiday Invite*

Credits: Kennedy Communications, Team



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Self-Promotion - Campaign Integrated Campaign

Silver ADDY

Company: Kramer

Client: Kramer » Madison Design & Print Agency

Title: *Kramer Rename & Rebrand Launch*

Credits: Nate Vrabel, Creative Director; Liz Sukowatey, Art Director; Beth Johnston, Art Director; Tricia Weber, Graphic Designer; Alison Hughes, Graphic Designer

Gold ADDY

Company: Kennedy Communications

Client: AAF Madison

Title: *American Advertising Federation-Madison 2013
ADDYs Promotional Materials*

Credits: Kennedy Communications, Team

ELEMENTS OF ADVERTISING

Copywriting

Silver ADDY

Company: Kennedy Communications

Client: Rural Mutual Insurance Company

Title: *Rural Mutual Insurance Company Farm Safety
Poem*

Credits: Kennedy Communications, Team

Silver ADDY

Company: TMA+Peritus

Client: Hausmann-Johnson Insurance

Title: *Hausmann-Johnson Insurance Website Writing*

Credits: Tom Marks, President - Creative Director

Silver ADDY

Company: TMA+Peritus

Client: Nicolet College

Title: *Not Your Father's Factory Microsite Writing*

Credits: Tom Marks, President - Creative Director

Gold ADDY

Company: TMA+Peritus

Client: TMA+Peritus

Title: *TMA+Peritus Website Writing*

Credits: Tom Marks, President - Creative Director

Gold ADDY

Company: TMA+Peritus

Client: Mega Rentals

Title: *Mega Rentals Website Writing*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Visual - Logo

Silver ADDY

Company: Ce Designs and Illustration

Client: DeHaus

Title: *DeHaus*

Credits: Catherine E Feeman-Fick, Designer

Silver ADDY

Company: Kramer

Client: ElixRx

Title: *ElixRx Logo*

Credits: Beth Johnston, Art Director; Nate Vrabel, Creative Director



ADDYS 2015

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Gold ADDY

Company: BirdDog Graphics, Print, & Packaging, LLC

Client: BirdDog Graphics, Print, & Packaging, LLC

Title: *Purely Logo*

Credits: Chris Dunn, Owner / Lead Designer

Digital Creative Technology Interface & Navigation

Silver ADDY

Company: TMA+Peritus

Client: Prime Urban Properties

Title: *Prime Urban Properties - Advanced Apartment Search Interface/Navigation*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Silver ADDY

Company: TMA+Peritus

Client: Krupp General Contractors

Title: *Krupp General Contractors - Gallery Interface/Navigation*

Credits: Kathy Marks, Managing Director - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Silver ADDY

Company: TMA+Peritus

Client: WPVGA

Title: *Wisconsin Potato & Vegetable Growers Association - Pinterest-Like Recipe Search Interface/Navigation*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Digital Creative Technology Responsive Design

Silver ADDY

Company: TMA+Peritus

Client: Prime Urban Properties

Title: *Prime Urban Properties Website - Responsive Design*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Silver ADDY

Company: TMA+Peritus

Client: WPVGA

Title: *Wisconsin Potato & Vegetable Growers Industry Website - Responsive Design*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director

Silver ADDY

Company: Dairy State Designs

Client: Eastern Wisconsin Sustainable Farmers Network

Title: *Farm Fresh Atlas of Eastern Wisconsin Website*

Credits: Chris Jarosh, Designer; Eric Dobbertin, Developer

Silver ADDY

Company: TMA+Peritus

Client: Krupp General Contractors

Title: *Krupp General Contractors Website - Responsive Design*

Credits: Kathy Marks, Managing Partner - Digital Strategist; Tom Marks, President - Creative Director; Kurt Huber, Senior Art Director



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Silver ADDY

Company: Pretty Functional Media

Client: Not a Vegas Wedding

Title: *Not a Vegas Wedding: Promo Items*

Credits: Kerrie Osborne, Principal, Concept; Sarah Buob, Designer, Typefaces

MISPLACED STAR

Silver ADDY

Company: Staples Marketing

Client: Wisconsin State Fair

Title: *Wisconsin State Fair - 2015 Creative Campaign Concepts*

Credits: Danny Mager, Account Executive / Copywriter; Steve Stocker, Creative Director; Ryan Quade, Graphic Designer / Illustrator

JUDGE'S CHOICE AWARD

Company: ProVideo & Film, Inc.

Client: The Roberts Group

Title: *Pink Up Cape 2014*

This spot hits close to home personally, but personal feelings aside, it is an extremely simple execution that makes an extremely powerful statement. It **IS** more than a ribbon of a month to those affected.

WELL DONE!

JUDGE'S CHOICE AWARD

Company: outlier design

Client: Holly Bobula

Title: *Madison Country Day School Graphic Designer Job Application*

Applications are a dime a dozen. But this is more than an application. It's a concept. It's a story of a designer written specifically in the hopes of landing one job. Every page is beautifully designed, written, and executed which makes you want to read it from beginning to end. The amount of work and attention to detail that went into this piece can be summed up in one word, "breathtaking."

JUDGE'S CHOICE AWARD

Company: Discover Mediaworks

Client: Renk Seed Company

Title: *Renk Seed Company*

This piece is: well designed & written; all the pieces worked well together; great execution on a less-than-exciting subject; you made seeds interesting.

BEST OF SHOW – STUDENT

Company: Caleb Vanden Boom

Client: Middleton High School

Title: *Middleton High School Yearbook 2013-2014*

Judge's Comments: Every school in America has a yearbook, so it can be hard to stand out. From the front to back, this particular yearbook gives you something new to see and learn about on every page. It also does a great job of incorporating digital and social, such as Tweets and Snapchat, into the world of print, which will give students even more memories to fondly look back on in the future.



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BEST OF SHOW - PROFESSIONAL

Company: Adams Outdoor Advertising

Client: La-Z-Boy

Title: *La-Z-Boy Presidents' Day Sale*

Judge's Comments: In a sea of Presidents' Day advertising, it's easy to get lost in the shuffle. This ad campaign is not only unexpected, it relays the message in a humorous, simple, creative way, using just a handful of words and key visual elements. It also uses the medium quite well. Overall, it's a strong idea that makes you laugh every time you look at it.