



Sales & Marketing

Direct Marketing - Specialty Advertising - Apparel

Gold ADDY

Company: Ce Designs and Illustration

Advertiser: The Farm

Entry: T-Shirt Design - Chicks Chirp...Cows Burp...

Credits: Catherine E Feeman-Fick, Senior Graphic Designer

Direct Marketing - Specialty Advertising - Specialty Advertising Campaign

Gold ADDY

Company: Discover Mediaworks

Advertiser: Discover Wisconsin

Entry: Discover Wisconsin Specialty Merchandise

Credits: Noelle Giese, Art Director / Designer; Nora Langer, Senior Graphic Designer; Mariah Haberman, Brand Manager; Caitlin McKinstry, Project Manager

Direct Marketing - Direct Mail - Flat Campaign

Silver ADDY

Company: Healthgrades

Advertiser: HCA Far West Division

Entry: HCA Division Wide Service Line Campaigns

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

Sales Promotion - Packaging - Single Unit

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Wisconsin Brewing Company

Entry: Golden Amber Lager Label

Credits: Emil Bertalot, Creative Director / Art Director; Tina Rataj, TNT Studio, Production Artist

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Wisconsin Brewing Company

Entry: Chocolate Lab Porter Label

Credits: Emil Bertalot, Creative Director / Art Director; Tina Rataj, TNT Studio, Production artist

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Wisconsin Brewing Company

Entry: Yankee Buzzard IPA Label

Credits: Emil Bertalot, Creative Director / Art Director; Tina Rataj, TNT Studio, Production artist

Gold ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Wisconsin Brewing Company

Entry: Ol' Reliable Lager Label

Credits: Emil Bertalot, Creative Director / Art Director; Tina Rataj, TNT Studio, Production artist

Gold ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Wisconsin Brewing Company

Entry: Ol' Reliable Lager 6-Pack Wrap

Credits: Emil Bertalot, Creative Director / Designer / Writer; Tina Rataj, TNT Studio, Designer / Production Artist

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Wisconsin Brewing Company

Entry: Golden Amber Lager 6-Pack Wrap

Credits: Emil Bertalot, Creative Director / Designer / Writer; Tina Rataj, TNT Studio, Designer / Production Artist

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Wisconsin Brewing Company

Entry: Yankee Buzzard IPA 6-Pack Wrap

Credits: Emil Bertalot, Creative Director / Designer / Writer; Tina Rataj, TNT Studio, Designer / Production Artist

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Wisconsin Brewing Company

Entry: Chocolate Lab Porter 6-Pack Wrap

Credits: Emil Bertalot, Creative Director / Designer / Writer; Tina Rataj, TNT Studio, Designer / Production Artist

Silver ADDY

Company: Hoot Communications

Advertiser: The New Baldones

Entry: The Last Bookstore — The New Baldones

Credits: Bob Hoot, Designer, Writer, Photographer

Gold ADDY

Company: AFFIRM Agency

Advertiser: Dane County Regional Airport

Entry: Dane County Regional Airport WHO KNEW?! Press Kit

Credits: Danny Mager, Principal - Marketing Director; Steve Stocker, Principal - Creative Director; Ryan Quade, Senior Graphic Designer; Katie Smallwood, Account Executive

Sales Promotion - Product or Service Sales Promotion – Catalog

Gold ADDY

Company: Sheltered Wings Inc.

Advertiser: Vortex Optics

Entry: Vortex Optics 2016 Product Catalog

Credits: Nicole Smith, Art Director; Ashlie Brophy, Graphic Designer; Dan Zenker, Photographer

Sales Promotion - Product or Service Sales Promotion - Sales Kit or Product Information Sheets

Silver ADDY

Company: Wisconsin School of Business, University of Wisconsin-Madison

Advertiser: Wisconsin School of Business, University of Wisconsin-Madison

Entry: Wisconsin Full-Time MBA Viewbook

Credits: Katie Pauls, Graphic Design Lead; Patricia Hoopes, Senior Copywriter; Typhaine Morrison, Assistant Director, Marketing; Alyson Kim, Director, Integrated Marketing Communications

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: Ideal Builders

Entry: Ideal Builders - Request For Proposal

Credits: Rippe Keane Marketing, Creative Team

Collateral Material - Annual Report

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: Sauk Prairie Healthcare
Entry: Sauk Prairie Healthcare - Annual Report
Credits: Rippe Keane Marketing, Creative Team

Silver ADDY

Company: Suttle-Straus, Inc.
Advertiser: Preventive Cardiovascular Nurses Association
Entry: PCNA Impact Report
Credits: Christine Edgren, Senior Graphic Designer/Social Media Specialist

Collateral Material - Brochure - Single Unit

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation
Advertiser: Great Lakes Higher Education Guaranty Corporation
Entry: Great Lakes Gives Brochure
Credits: Kira Cortese, Creative Director; Steve Schmidt, Senior Communications Strategist; Jason Rasmusen, Director Strategic Communications; Eric Tadsen, Photographer

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation
Advertiser: Great Lakes Higher Education Guaranty Corporation
Entry: The Degree Project Scholarship Guide
Credits: Kira Cortese, Creative Director; Katie Wing, Senior Graphic Designer; Jeffrey Jensen, Senior Writer; Jason Rasmusen, Director Strategic Communications

Gold ADDY

Company: Pop-Dot
Advertiser: Brio Design Homes
Entry: Brio Design Homes Brochure Design
Credits: Pop-Dot, Team

Gold ADDY

Company: Agrace Hospice & Palliative Care
Advertiser: Agrace Hospice & Palliative Care
Entry: Care for All Endowment Brochure
Credits: Joan Siebers, Art Director; Courtney Polster, Writer; Monica Cicci, Editor

Silver ADDY

Company: Econoprint
Advertiser: Dybdahl Design Group
Entry: Dybdahl Design Group
Credits: Andy Riel, Senior Creative Designer

Collateral Material - Special Event Material - Card, Invitation, Announcement - Single Unit

Gold ADDY

Company: Kennedy Communications
Advertiser: United Way of Dane County
Entry: United Way 2015 Berry Bash Invitation
Credits: Kennedy Communications, Team

Gold ADDY

Company: Agrace Hospice & Palliative Care
Advertiser: Agrace Hospice & Palliative Care
Entry: Gala on the Green
Credits: Jamie Guyot, Graphic Designer; Lindsay Huebner, Writer; Monica Cicci, Editor

Gold ADDY

Company: Sugar Pear Design
Advertiser: Sugar Pear Design
Entry: Higgins & Foster Wedding Invitations
Credits: Sugar Pear Design/Kathy Marcelle, Creative

Gold ADDY

Company: Sugar Pear Design
Advertiser: Sugar Pear Design
Entry: Zhang/Herman Wedding Invitation Suite
Credits: Sugar Pear Design/Kathy Marcelle, Creative

Gold ADDY

Company: Sugar River Stationers
Advertiser: Sugar River Stationers
Entry: Heritage Farm Wedding Invitation
Credits: Sugar River Stationers, Creative; Sarah Barga Pollasch, Watercolor artist (house)

Gold ADDY

Company: Sugar River Stationers
Advertiser: Sugar River Stationers
Entry: Forensic Partners in Crime (Wedding Invitation Suite)
Credits: Sugar River Stationers, Creative

Gold ADDY

Company: Sugar River Stationers
Advertiser: Sugar River Stationers
Entry: Schimmel and Kasper | Madison Wedding Invitation
Credits: Sugar River Stationers, Creative; Steph Davies, Illustration

Gold ADDY

Company: AFFIRM Agency
Advertiser: 50Fest (James Friedman and Danny Mager's Joint 50th Birthday Event)
Entry: "50Fest" Invitation Poster
Credits: Danny Mager, Copywriter; Ryan Quade, Senior Graphic Designer

Silver ADDY

Company: University of Wisconsin-Madison, Division of Continuing Studies
Advertiser: Digital Pedagogy Lab
Entry: Digital Pedagogy Lab
Credits: Stanley Sallay, Designer; Jesse Stommel, Designer; Buri Lor, Designer

Collateral Material - Special Event Material - Card, Invitation, Announcement Campaign

Gold ADDY

Company: Great Lakes Higher Education Guaranty Corporation
Advertiser: Great Lakes Higher Education Guaranty Corporation
Entry: Great Lakes Gives Pen Pal Campaign
Credits: Kira Cortese, Creative Director; Katie Wing, Senior Graphic Designer; Jeffrey Jensen, Senior Writer; Rob Steffen, Associate Creative Director; Jaime Trongaard, Graphic Designer; Xeng Vang, Graphic Designer; Jason Rasmusen, Director Strategic Communications; Eric Redding, Senior Audio Visual Consultant

Gold ADDY

Company: Sugar Pear Design
Advertiser: Sugar Pear Design
Entry: Gauchel/Francois Wedding Stationery Suite
Credits: Sugar Pear Design/Kathy Marcelle, Creative

Gold ADDY

Company: Sugar Pear Design
Advertiser: Sugar Pear Design
Entry: Massey/Van de Kamp Wedding Stationery Suite
Credits: Sugar Pear Design/Kathy Marcelle, Creative

Collateral Material - Publication Design – Cover

Gold ADDY

Company: Kristin Mitchell Design

Advertiser: Tim Cullen

Entry: Ringside Seat: Wisconsin Politics, the 1970s to Scott Walker

Credits: Kristin Mitchell, Owner/Creative Director; Dana Gevelinger, Senior Graphic Designer

Collateral Material - Publication Design - Magazine Design

Gold ADDY

Company: Wisconsin School of Business, University of Wisconsin-Madison

Advertiser: Wisconsin School of Business, University of Wisconsin-Madison

Entry: Update Magazine - Fall 2015

Credits: Katie Pauls, Graphic Design Lead & Art Director; Paul L. Newby, II, Photographer; Marguerite Darlington, Managing Editor; Alyson Kim, Director, Integrated Marketing Communications

Silver ADDY

Company: Hoot Communications

Advertiser: Kenosha Area Convention & Visitors Bureau

Entry: Kenosha Area Visitors Guide — magazine design

Credits: Bob Hoot, Design and Production; Deanna Goodwin, Editor; Laura Tyunaitis, Editor; Meridith Jumisko, Editor

Silver ADDY

Company: Madison Country Day School

Advertiser: Madison Country Day School

Entry: Onward Magazine

Credits: Dana Asmuth, Director of Advancement; Holly Bobula, Graphic Designer; Courtney Comer, Parent Volunteer; Emma Henke, Parent Volunteer; Beatrice Jones, School Secretary; Ann Schwede, Parent Volunteer; Jamie Wojcik, Development Office Manager; Maheen Ott, Photographer; Bonnie Manley, Photographer

Collateral Material - Publication Design - Book Design

Silver ADDY

Company: Discover Mediaworks

Advertiser: Native American Tourism of Wisconsin

Entry: Explore Native Wisconsin Hardcover Book

Credits: Pat Dillon, Author; Bob Jackson, Project Manager; Stevie Corzatt, Project Coordinator; Noelle Giese, Art Director / Designer; Jerimiah Junkers, Lead Photographer / Videographer

Gold ADDY

Company: Healthgrades

Advertiser: HCA Far West Division

Entry: Children's Book

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

Advertising Industry Self-Promotion - Collateral - Direct Marketing & Specialty Advertising

Gold ADDY

Company: Kramer

Advertiser: Kramer Madison

Entry: Kramer Chipolo Mailer

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

Advertising Industry Self-Promotion - Collateral - Special Event Materials

Silver ADDY

Company: Kennedy Communications

Advertiser: Kennedy Communications

Entry: KennedyC Holiday Invitation

Credits: Kennedy Communications, Team

Silver ADDY

Company: Suttle-Straus, Inc.

Advertiser: Suttle-Straus, Inc.

Entry: Suttle-Straus Awards Night Invitation

Credits: Christine Edgren, Senior Graphic Designer/Social Media Specialist; Eddie Mason, Art Director

STUDENT Collateral Material - Publication Design - Book Design

Silver ADDY

Company: Middleton High School

Advertiser: Middleton High School

Entry: Middleton High School Yearbook 2014-15

Credits: Morgan Charlton, Assistant Editor in Chief; Emily Krueger, Assistant Editor in Chief; Robin Kourakis, Yearbook Advisor

Film, Video, & Sound

Television Advertising – Local - Single Spot :30 seconds - Production Budget \$5,000 and Under

Silver ADDY

Company: WMTV-NBC15

Advertiser: The Camera Company

Entry: Samurai May 2015 - Camera Company

Credits: Brad Weier, Producer/Editor/Photographer; Ryan Hendricks, Producer/Editor/Photographer

Silver ADDY

Company: Spot Filmworks, Ltd.

Advertiser: Wisconsin Chamber Orchestra

Entry: WCO - Master Works

Credits: Michael Graf, Producer/Director; Calvin Lazer McMurray, Editor

Television Advertising – Local - Campaign

silver ADDY

Company: WISC-TV3

Advertiser: Phase 3 Digital

Entry: "Phase 3 Digital"

Credits: Nan Blom Roach, Writer-Producer; Mike Evans, Editor-Graphics

Silver ADDY

Company: Kennedy Communications

Advertiser: Culligan

Entry: Culligan Bottled Water "Go Filter Yourself" TV Spots

Credits: Kennedy Communications, Team

Television Advertising – Regional/National - Single Spot – Up to 2:00

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Milwaukee County Zoo

Entry: Roll your windows up

Credits: Emil Bertalot, Creative Director / Writer; Taylor Smith, Art Director; Independent Edit & Sound, Sound and video edit

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: WPS Health Insurance

Entry: WPS Health Insurance - Medicare Supplement TV Spot

Credits: Scott Rippe, Creative Concept, Copywriting; Stephanie Tervort, Creative Concept; Ellen Foley, Creative Concept; Vinnie Besasie, Director; Gladys Chimiel, Talent; Michael Kauth, Talent; Matt Cowden, Producer; Justin Johnson, Production Manager; Daniel Kinney, Post Production; Mike Gillis, DP; Rob Hagggar, Sound Design; Perry Perkins, Gaffer

Television Advertising – Regional/National - National Campaign

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Milwaukee County Zoo

Entry: Milwaukee County Zoo Dinosaur TV campaign

Credits: Emil Bertalot, Creative Director / Writer; Taylor Smith, Art Director; Independent Edit & Sound, Sound and video edit

Television Self Promotion / Local - Single Spot - Any Length

Silver ADDY

Company: WISC-TV3

Advertiser: WISC-TV3

Entry: WISC-TV3 Weather - "Puddles"

Credits: Nan Blom Roach, Writer-Producer; Lew Harrison, Editor

Television Self Promotion / Local Campaign

Silver ADDY

Company: WISC-TV3

Advertiser: WISC-TV3

Entry: WISC-TV3 Weather - "Outsmart The Weather"

Credits: Nan Blom Roach, Writer-Producer; Lew Harrison, Editor

Television Self-Promotion – Regional or National - Single Spot - Any Length

Gold ADDY

Company: Wisconsin Public Television

Advertiser: Wisconsin Public Television

Entry: Wisconsin Winter

Credits: Grant Fenster, Producer

Silver ADDY

Company: Wisconsin Public Television

Advertiser: Wisconsin Public Television

Entry: The Land with Jerry Apps

Credits: Grant Fenster, Producer

Internet Commercial - Single Spot – Any Length

Silver ADDY

Company: Stephan & Brady
Advertiser: Archer Daniels Midland Company
Entry: ADM Advantage Grain Merchandiser Video: Conveying Knowledge
Credits: Stephan and Brady

Silver ADDY

Company: Stephan & Brady
Advertiser: Archer Daniels Midland Company
Entry: ADM Advantage Grain Merchandiser Video: Circle of Influence
Credits: Stephan and Brady

Gold ADDY

Company: WISC-TV3
Advertiser: Madison Magazine
Entry: Madison Magazine - "Tablet Edition"
Credits: Jim Abraham, Videographer-Editor

Silver ADDY

Company: Hinckley Productions
Advertiser: Mad Rollin' Dolls
Entry: Mad Rollin' Dolls - Hurt in a Skirt
Credits: Natalie Hinckley, Creative Director, Cinematographer; Ben Schwartz, Editor, Jib Operator

Internet Commercial - Online Film, Video & Sound Campaign

Gold ADDY

Company: Stephan & Brady
Advertiser: Wisconsin Milk Marketing Board
Entry: The Holidays Are Short. Eat Dessert First.
Credits: Stephan and Brady

Silver ADDY

Company: AFFIRM Agency
Advertiser: Dane County Regional Airport
Entry: Dane County Regional Airport WHO KNEW?! Video Pre-Roll Ads
Credits: Danny Mager, Copywriter; Steve Stocker, Creative Director; Ryan Quade, Senior Graphic Designer; Katie Smallwood, Account Executive; Rich Rubasch, Producer/Editor; Lisa Ledford-Kerr, Production Manager; Dale Doelbert, Videography

Webisode(s)

Silver ADDY

Company: TMA+Peritus

Advertiser: Fresh City Market

Entry: Fresh City Market Matt Painter Webisodes "Proper Execution"

Credits: Thomas Marks, President

Silver ADDY

Company: Discover Mediaworks

Advertiser: Discover Wisconsin

Entry: Discover Wisconsin Paragon

Credits: Mariah Haberman, Brand Manager; Jason Weiss, Producer and Videographer

Elements of Advertising

Copywriting

Gold ADDY

Company: TMA+Peritus

Advertiser: Fresh Madison Market

Entry: Fresh Madison Market Website Writing

Credits: Tom Marks, Creative Director

Silver ADDY

Company: TMA+Peritus

Advertiser: WTS Paradigm

Entry: WTS Paradigm Website Writing

Credits: Thomas Marks, Creative Director

Silver ADDY

Company: TMA+Peritus

Advertiser: Workloud

Entry: Workloud Website Writing

Credits: Thomas Marks, Creative Director

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: WPS

Entry: Arise Health Plan - Brand Story Video

Credits: Scott Rippe, Copywriting

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: WPS Health Insurance

Entry: WPS Health Insurance - Brand Story Video

Credits: Scott Rippe, Copywriting

Gold ADDY

Company: Rippe Keane Marketing
Advertiser: WPS
Entry: EPIC Specialty Benefits - Brand Story Video
Credits: Scott Rippe, Copywriting

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: Sauk Prairie Healthcare
Entry: Sauk Prairie Healthcare - "Twinkle Twinkle" Radio Spot
Credits: Scott Rippe, Copywriting

Gold ADDY

Company: Rippe Keane Marketing
Advertiser: Sauk Prairie Healthcare
Entry: Sauk Prairie Healthcare - "Walk in Wednesdays" Radio Spot
Credits: Scott Rippe, Copywriting

Visual - Logo Design

Silver ADDY

Company: Pop-Dot
Advertiser: Purple Cow Organics, LLC
Entry: Purple Cow Organics Logo
Credits: Pop-Dot, Team

Silver ADDY

Company: Kennedy Communications
Advertiser: 5th Element Coffee
Entry: 5th Element Logo
Credits: Kennedy Communications, Team

Silver ADDY

Company: Kennedy Communications
Advertiser: Delavan Area Youth Service Ad Foundation
Entry: DAYS Logo
Credits: Kennedy Communications, Team

Silver ADDY

Company: Econoprint
Advertiser: Wildlands
Entry: Wildlands Logo
Credits: Andy Riel, Senior Creative Designer

Silver ADDY

Company: Ale Asylum
Advertiser: Ale Asylum
Entry: Diablo Belga Logo
Credits: Otto Dilba, Co-Founder of Ale Asylum

Silver ADDY

Company: Kramer
Advertiser: The Bird Seeder
Entry: The Bird Seeder Logo
Credits: Nate Vrael, Creative Director; Liz Sukowatey, Art Director

Silver ADDY

Company: designCraft Advertising
Advertiser: bad dog frida
Entry: bad dog frida logo
Credits: Yvette Jones, Creative Director; Laura Ovberg, Art Director

Visual - Illustration - Single

Silver ADDY

Company: Pilch & Barnet, Inc.
Advertiser: Wisconsin Travel Best Bets
Entry: Wisconsin Travel Best Bets Infographic
Credits: Pilch & Barnet, Inc., Marketing & Public Relations

Visual - Illustration – Series

Silver ADDY

Company: Pilch & Barnet, Inc.
Advertiser: Oshkosh Convention & Visitors Bureau
Entry: Oshkosh What's Your Scene? Infographic Series
Credits: Pilch & Barnet, Inc., Marketing & Public Relations

Gold ADDY

Company: Healthgrades
Advertiser: HCA Far West Division
Entry: HCA Division Wide Illustrations
Credits: Joe Bauernhuber, Art Director; Melissa Grow-Cusumano, Associate Creative Director

Film & Video - Animation or Special Effects

Silver ADDY

Company: Kennedy Communications
Advertiser: Culligan
Entry: Culligan Halloween GIF
Credits: Kennedy Communications, Team

Film & Video - Video Editing

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: WPS Health Insurance
Entry: WPS Health Insurance - Medicare Supplement TV Spot
Credits: Scott Rippe, Creative Concept, Copywriting; Stephanie Tervort, Creative Concept; Ellen Foley, Creative Concept; Vinnie Besasie, Director; Gladys Chimiel, Talent; Michael Kauth, Talent; Matt Cowden, Producer; Justin Johnson, Production Manager; Daniel Kinney, Post Production; Mike Gillis, DP; Rob Haggard, Sound Design; Perry Perkins, Gaffer

Gold ADDY

Company: Rippe Keane Marketing
Advertiser: WPS
Entry: EPIC Specialty Benefits - Brand Story Video
Credits: Matthew Stanosz, Video Editing; Nathan Redman, Video Editing

Sound - Voiceover Talent

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: WPS
Entry: Arise Health Plan - Brand Story Video
Credits: Stephanie Tervort, Voice Talent

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: WPS
Entry: WPS - Brand Introduction Video
Credits: Scott Rippe, Voice Talent

Digital Creative Technology - Interface & Navigation

Gold ADDY

Company: TMA+Peritus

Advertiser: Sprinkman Real Estate

Entry: Sprinkman Real Estate Website - Complex Search & Price Interface and Navigation

Credits: Kathy Marks, Principal

Silver ADDY

Company: Powderkeg

Advertiser: Badger Corrugating Company

Entry: Badger Corrugating

Credits: Brittany Kalscheur, Senior Web Designer; Joe Cipolat, Web Developer

Digital Creative Technology - Responsive Design

Gold ADDY

Company: TMA+Peritus

Advertiser: Fresh Madison Market

Entry: Fresh Madison Market Ecommerce Website

Credits: Kathy Marks, Principal; Tom Marks, President; Kurt Huber, Senior Art Director

Silver ADDY

Company: TMA+Peritus

Advertiser: WTS Paradigm

Entry: WTS Paradigm B2B Corporate Website Responsive Design

Credits: Kathy Marks, Principal; Kurt Huber, Senior Art Director

Silver ADDY

Company: TMA+Peritus

Advertiser: Workloud

Entry: Workloud B2B Corporate Website Responsive Design

Credits: Kathy Marks, Principal; Kurt Huber, Senior Art Director

Silver ADDY

Company: Candorem LLC

Advertiser: Race Day Events LLC

Entry: Wisconsin Milkman Triathlon

Credits: Joshua Garity, UX, Designer, Front-End Developer; Andrew Klossner, Web Developer

Digital Creative Technology - User Experience

Silver ADDY

Company: Candorem LLC

Advertiser: Verlo Mattress

Entry: Verlo Mattress Website

Credits: Joshua Garity, Front-End Developer; Andrew Klossner, Web Developer

Online/Interactive

Websites - Websites - Consumer

Gold ADDY

Company: Lion Tree Group, LLC

Advertiser: Fit Fresh Cuisine

Entry: Health Food Website

Credits: Marlena Cavanaugh, Lead Designer

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation

Advertiser: Great Lakes Higher Education Guaranty Corporation

Entry: Community Investments Website

Credits: Kira Cortese, Creative Director; Steve Schmidt, Senior Communications Strategist; Jason Rasmusen, Director Strategic Communications; David Nevala, Photographer; Rich Matheson, Web Designer; Pat Daus, Web Developer; Grayson Randall, Web Developer

Silver ADDY

Company: Candorem LLC

Advertiser: Verlo Mattress

Entry: Verlo Mattress Website

Credits: Joshua Garity, Front-End Developer; Andrew Klossner, Web Developer

Silver ADDY

Company: Stephan & Brady

Advertiser: Jones Dairy Farm

Entry: Jones Dairy Farm Consumer Website

Credits: Stephan and Brady

Silver ADDY

Company: TMA+Peritus

Advertiser: Sprinkman Real Estate

Entry: Sprinkman Real Estate Website

Credits: Kathy Marks, Principal

Silver ADDY

Company: Pop-Dot
Advertiser: Purple Cow Organics, LLC
Entry: Purple Cow Organics Website
Credits: Pop-Dot, Team

Silver ADDY

Company: Powderkeg
Advertiser: Mr. Brews Taphouse
Entry: Mr. Brews Taphouse Website
Credits: Brittany Kalscheur, Senior Web Designer; Joe Cipolat, Web Developer

Silver ADDY

Company: Powderkeg
Advertiser: North Central Group
Entry: North Central Group Website
Credits: Brittany, Kalscheur; Joe Cipolat, Web Developer

Silver ADDY

Company: Foremost Media
Advertiser: Academy of Cosmetology Website
Entry: Academy of Cosmetology Janesville Website
Credits: Stephen Cardwell, Art Director; Adam Zellmer, Lead Graphic Designer; Matt Brown, Project Manager; Derrek Hancock, Web Developer

Silver ADDY

Company: Red Arrow Advertising & Guide Service
Advertiser: Wisconsin Brewing Company
Entry: Wisconsin Brewing Company Website
Credits: Emil Bertalot, Creative Director / Writer; Jessica Schluter, WBC, Creative Director; Paul Lackner, Lackner-Buckingham, Designer / Programmer

Silver ADDY

Company: Mid-West Family Marketing
Advertiser: Rare Steakhouse
Entry: Rare on the Square Website
Credits: Jake Boss, Designer

Silver ADDY

Company: Mid-West Family Marketing
Advertiser: The Mullins Group, LLC
Entry: 2550 University Website
Credits: Crystal Buchberger, Designer

Silver ADDY

Company: Kella Design

Advertiser: Kella Design

Entry: Dunner's Lawn Care Website

Credits: Joe Leschisin, Designer / Developer; Christopher LaRose, Designer / Developer

Websites - B-to-B

Silver ADDY

Company: TMA+Peritus

Advertiser: WTS Paradigm

Entry: WTS Paradigm B2B Corporate Website

Credits: Kathy Marks, Principal; Thomas Marks, President; Kurt Huber, Senior Art Director

Silver ADDY

Company: TMA+Peritus

Advertiser: Workloud

Entry: Workloud B2B Corporate Website

Credits: Kathy Marks, Principal; Kurt Huber, Senior Art Director

Silver ADDY

Company: Powderkeg

Advertiser: Concentric Energy Advisors

Entry: Concentric Energy Advisors Website

Credits: Brittany Kalscheur, Senior Web Designer; Joe Cipolat, Web Developer

Silver ADDY

Company: Discover Mediaworks

Advertiser: Serve You

Entry: Serve You Website

Credits: Laura Miller, Account Executive; Noelle Giese, Art Director / Designer; Nathan Danielson, Web Developer; Jessica Morisson, Director of Agency Services

Silver ADDY

Company: Candorem LLC

Advertiser: Candorem

Entry: Candorem Website

Credits: Joshua Garity, Creative Director, Front-End Developer, User Experience

Silver ADDY

Company: Mid-West Family Marketing

Advertiser: Sconnie Foods, LLC

Entry: Sconnie Foods Website

Credits: Crystal Buchberger, Designer

Silver ADDY

Company: Kella Design

Advertiser: Kella Design

Entry: Spacesaver Website

Credits: Joe Leschisin, Designer / Developer; Kelly Leschisin, Digital Director

Websites - Microsites

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation

Advertiser: Great Lakes Higher Education Guaranty Corporation

Entry: The Degree Project Website

Credits: Kira Cortese, Creative Director; Katie Wing, Senior Graphic Designer; Jeffrey Jensen, Senior Writer; Rob Steffen, Associate Creative Director; Jason Rasmusen, Director Strategic Communications; David Nevala, Photographer; Kathryn Orenberg, Senior User Interface Designer; Tuater Vue, Web Designer; Rob Kaul, Web Developer; Pat Daus, Web Developer; Chih Hwa Wu, Web Developer; Grayson Randall, Web Developer

Silver ADDY

Company: Powderkeg

Advertiser: Edgewood College

Entry: Edgewood College Admissions Site

Credits: Brittany Kalscheur, Senior Web Designer; Nick Kalscheur, Senior Web Developer

Silver ADDY

Company: Foremost Media

Advertiser: Foremost Media, Inc.

Entry: Foremost Media Landing Page

Credits: Stephen Cardwell, Art Director; Kristi Hanson, Graphic Designer; Aaron Jach, Lead Front-End Web Developer

Out-Of-Home & Ambient Media

Ambient Media - Installations - Single Installation

Silver ADDY

Company: HealthMyne

Advertiser: HealthMyne

Entry: HealthMyne Trade Show Booth

Credits: Steve Davis, Art Director / Graphic Designer; Del Coufal, VP of Marketing

Ambient Media - Events - Single Event

Silver ADDY

Company: Kramer

Advertiser: Kramer Madison

Entry: Kramer Refresh 2015

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

Out-of-Home - Poster - Single Unit

Silver ADDY

Company: Ale Asylum

Advertiser: Ale Asylum

Entry: Velveteen Habit Poster

Credits: Otto Dilba, Co-Founder of Ale Asylum

Silver ADDY

Company: Ale Asylum

Advertiser: Ale Asylum

Entry: High Coup Poster

Credits: Otto Dilba, Co-Founder of Ale Asylum

Out-of-Home - Outdoor Board - Super-sized, Extension/Dimensional, Digital or Animated - Single Unit

Gold ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Wisconsin Brewing Company

Entry: Sorry, Not Actual Size

Credits: Emil Bertalot, Creative Director / Art Director

Gold ADDY

Company: Adams Outdoor Advertising

Advertiser: Cascade Mountain

Entry: Shadows

Credits: Evan Schultz, Art Director; April Zelenka, Graphic Designer; Amanda Halverson, Account Executive; Craig Judd, Operations

Out-of-Home - Site - Interior - Single

Silver ADDY

Company: Suttle-Straus, Inc.

Advertiser: Suttle-Straus, Inc.

Entry: Suttle-Straus Tour Stop Displays

Credits: Christine Edgren, Senior Graphic Designer/Social Media Specialist; Erin Hughes, Senior Graphic Designer; Eddie Mason, Art Director

Gold ADDY

Company: Pop Pop Digital

Advertiser: MACS - Macaroni and Cheese Shop

Entry: MACS (Macaroni and Cheese Shop) In-store Digital Menu

Credits: Anthony Marz, Motion Graphics; Clarence Liddicoat, Editor; Nora Langer, Graphic Design

Out-Of-Home Campaign

Silver ADDY

Company: Adams Outdoor Advertising

Advertiser: Gillespie Ford

Entry: Open

Credits: Evan Schultz, Art Director; April Zelenka, Graphic Designer; Nancy Rigby, Account Executive; Craig Judd, Operations

Silver ADDY

Company: Adams Outdoor Advertising

Advertiser: Bowl-A-Vard Lanes

Entry: Grab Your Balls

Credits: Evan Schultz, Art Director; April Zelenka, Graphic Designer; Steve Tortorici, Account Executive; Craig Judd, Operations

Public Service Out-Of-Home

Silver ADDY

Company: Adams Outdoor Advertising

Advertiser: Salvation Army

Entry: Hunger Doesn't Take A Holiday

Credits: Evan Schultz, Art Director; April Zelenka, Graphic Designer; Chris Eigenberger, General Manager; Craig Judd, Operations

Advertising Industry Self-Promotion Out-Of-Home

Silver ADDY

Company: Wisconsin School of Business, University of Wisconsin-Madison
Advertiser: Wisconsin School of Business, University of Wisconsin-Madison
Entry: Wisconsin Evening and Executive MBA Transit Shelter
Credits: Chad Theel, Graphic Designer; Patricia Hoopes, Senior Copywriter; Dan Roelke, Senior Media Planner & Buyer; Typhaine Morrison, Assistant Director, Marketing; Alyson Kim, Director, Integrated Marketing Communications; Nolan Cunningham, Media Assistant

Radio Advertising / Local - Single Spot :30 seconds or less

Silver ADDY

Company: Entercom Milwaukee/Madison
Advertiser: Philly's Premium Beverages
Entry: Philly's Premium Beverages "Philly's Story"
Credits: Robert Jarzen, Creative Director/Writer; Jack Gardner, Production Engineer; Tom Parker, Voice; Nicole Esche, Voice; Phil Orlenko, Voice/Owner of Philly's

Silver ADDY

Company: Stephan & Brady
Advertiser: Wisconsin Milk Marketing Board
Entry: Wisconsin Milk Marketing Board Milk-ism - Milkin' It
Credits: Stephan and Brady

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: Sauk Prairie Healthcare
Entry: Sauk Prairie Healthcare - "Twinkle Twinkle" Radio Spot
Credits: Rippe Keane Marketing, Creative Team; Karen McCulloch, Voice Talent; Rob Hagggar, Producer

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: Sauk Prairie Healthcare
Entry: Sauk Prairie Healthcare - "Walk in Wednesdays" Radio Spot
Credits: Rippe Keane Marketing, Creative Team; Rob Hagggar, Producer; Karen McCulloch, Voice Talent

Radio Advertising / Local - Campaign

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: Sauk Prairie Healthcare
Entry: Sauk Prairie Healthcare - Women's Health Radio Campaign
Credits: Rippe Keane Marketing, Creative Team; Rob Hagggar, Producer; Karen McCulloch, Voice Talent

Silver ADDY

Company: AFFIRM Agency

Advertiser: Dane County Regional Airport

Entry: Dane County Regional Airport WHO KNEW?! Radio Advertising

Credits: Danny Mager, Copywriter; Katie Smallwood, Account Executive; Scott Dahm, Audio Production; Steve Stocker, Creative Director

Radio Advertising – Regional/National - Single spot more than :30 seconds

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Milwaukee County Zoo

Entry: Dinosaur joggers radio spot

Credits: Emil Bertalot, Creative Director / Writer; Taylor Smith, Art Director; Independent Edit & Sound, Sound and video edit

**Branded Content & Entertainment For Online Film, Video & Sound - Single entry
:60 seconds or less**

Silver ADDY

Company: Pop Pop Digital

Advertiser: MACS - Macaroni and Cheese Shop

Entry: MACS (Macaroni and Cheese Shop) :30 Spot

Credits: Clarence Liddicoat, Director/Editor; Anthony Marz, Producer/Motion Graphics; Luke Osiecki, Sound Design/Mix; Jack Whaley, Cinematographer

**Branded Content & Entertainment For Online Film, Video & Sound - Single entry
- more than :60 seconds**

Silver ADDY

Company: HealthMyne

Advertiser: HealthMyne

Entry: HealthMyne Software Summary Video

Credits: Steven Davis, Art Director/Graphic Designer; Del Coufal, Writer, VP of Marketing

Silver ADDY

Company: Spectrum Reach

Advertiser: Emmi Roth USA

Entry: Emmi Roth Tour

Credits: Ben Wolkomir, Producer/Videographer; Shawn Lowry, Editor; Kiel Welk, Videographer; Kelly Klaschus, Production Assistant; Stephan and Brady

Silver ADDY

Company: Wisconsin School of Business, University of Wisconsin-Madison
Advertiser: Wisconsin School of Business, University of Wisconsin-Madison
Entry: What is Confidence?: Faculty Research from the Wisconsin School of Business
Credits: Alex Andre, Videographer; Chad Theel, Graphic Designer; Marguerite Darlington, Managing Editor; Alyson Kim, Director, Integrated Marketing Communications

Gold ADDY

Company: Pop Pop Digital
Advertiser: MACS - Macaroni and Cheese Shop
Entry: MACS (Macaroni and Cheese Shop) Brand Video
Credits: Clarence Liddicoat, Director/Editor; Anthony Marz, Producer/Motion Graphics; Luke Osiecki, Sound Design/Mix; Jack Whaley, Cinematographer

Branded Content & Entertainment - Non-Broadcast

Silver ADDY

Company: Kennedy Communications
Advertiser: Culligan
Entry: Culligan Bottled Water Whiteboard Video
Credits: Kennedy Communications, Team

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: WPS
Entry: Arise Health Plan - Brand Story Video
Credits: Scott Rippe, Creative Concept, Copywriting; Ellen Foley, Creative Concept; Stephanie Tervort, Creative Concept, Voice Talent; Matthew Stanosz, Storyboarding, Audio Production; Nathan Redman, Audio Production; Paul Musselman, Videography, Video Editing, Animation

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: TMG
Entry: TMG - Brand Story Video
Credits: Rippe Keane Marketing, Creative Team

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: WPS
Entry: EPIC Specialty Benefits - Brand Story Video
Credits: Scott Rippe, Creative Concept, Copywriting; Ellen Foley, Creative Concept; Stephanie Tervort, Creative Concept, Voice Talent; Prue Lotharius, Creative Concept; Matthew Stanosz, Storyboarding, Videography, Video Editing, Audio Production; Nathan Redman, Videography, Video Editing, Audio Production

Cinema Advertising - In-Theatre Commercials or Slides

Gold ADDY

Company: Rippe Keane Marketing

Advertiser: WPS Health Insurance

Entry: WPS Health Insurance - Medicare Supplement In-Theatre Spot

Credits: Scott Rippe, Creative Concept, Copywriting; Stephanie Tervort, Creative Concept; Ellen Foley, Creative Concept; Vinnie Besasie, Director; Gladys Chimiel, Talent; Michael Kauth, Talent; Matt Cowden, Producer; Justin Johnson, Production Manager; Daniel Kinney, Post Production; Mike Gillis, DP; Rob Haggar, Sound Design; Perry Perkins, Gaffer

Sales Promotion - Audio/Visual Sales Presentation

Silver ADDY

Company: Spectrum Reach

Advertiser: Kayser Automotive

Entry: Kayser #WeCare90Years

Credits: Wendy Patterson, Producer/Director Sr.; Ben Wolkomir, Videographer; Tricia Teeter, Commercial Editor Sr.

Silver ADDY

Company: Candorem LLC

Advertiser: Netclearance

Entry: Netclearance RFID Beacons

Credits: Joshua Garity, Storyboards, Design, Motion Graphics

Public Service Television

Silver ADDY

Company: AFFIRM Agency

Advertiser: Wisconsin Department of Justice

Entry: Dose of Reality "Overdose" TV Commercial

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

Silver ADDY

Company: AFFIRM Agency

Advertiser: Wisconsin Department of Transportation

Entry: ZERO IN WISCONSIN Driver Surprise 2 - "John" TV Commercial

Credits: Danny Mager, Copywriter; Steve Stocker, Creative Director; Amy Opad, Account Executive; Bob Monagle, Producer

Public Service Online Film, Video & Sound

Silver ADDY

Company: the john urban production co.

Advertiser: Gio's Garden/Joey's Song

Entry: "GO FISH" PSA - GIO'S GARDEN AND JOEY'S SONG

Credits: JOHN URBAN, WRITER/DIRECTOR/EDITOR; MIKE GOMOLL, PRODUCER; BRIAN ALBERTH, CAMERA OP

Public Service Non-Broadcast Audio/Visual

Silver ADDY

Company: AFFIRM Agency

Advertiser: Wisconsin Department of Transportation

Entry: ZERO IN WISCONSIN "Driver Surprise" - Outtakes Video

Credits: Danny Mager, Copywriter; Steve Stocker, Creative Director; Amy Opad, Account Executive; Ross Monagle, Video Editor and Animation; Bob Monagle, Producer/Editor

Print Advertising

Magazine Advertising - Full Page Or Less - Single Unit

Silver ADDY

Company: Kennedy Communications

Advertiser: Sterling Water Culligan

Entry: Sterling Water Culligan Wausau Woodchucks Ad

Credits: Kennedy Communications, Team

Advertising Industry Self-Promotion

Silver ADDY

Company: designCraft Advertising

Advertiser: designCraft Advertising

Entry: designCraft Advertising New Year's card

Credits: Yvette Jones, Creative Director; Laura Ovberg, Art Director

Online/Interactive

Social Media - Single Platform

Silver ADDY

Company: Kennedy Communications

Advertiser: Culligan

Entry: Culligan Hydrophobic Facebook Cover Photo

Credits: Kennedy Communications, Team

Social Media - Multiple Platforms

Gold ADDY

Company: Kennedy Communications
Advertiser: Culligan
Entry: Culligan Hard Hits Campaign
Credits: Kennedy Communications, Team

Apps - Games

Silver ADDY

Company: Pilch & Barnet, Inc.
Advertiser: Rhinelander Tourism Marketing Committee
Entry: Hungry Hodag App
Credits: Pilch & Barnet, Inc., Marketing & Public Relations

Advertising & Promotion - Web Banner Ads

Silver ADDY

Company: AFFIRM Agency
Advertiser: Wisconsin Department of Justice
Entry: Dose of Reality Web Banner Ads
Credits: Danny Mager, Copywriter; Steve Stocker, Creative Director; Ryan Quade, Senior Graphic Designer; Erik Skoglund, Digital Designer; Laura Monagle, Account Executive

Advertising & Promotion - Email

Silver ADDY

Company: TMA+Peritus
Advertiser: TMA+Peritus
Entry: American Advertising Awards Email Announcement to Clients
Credits: Thomas Marks, Creative Director

Silver ADDY

Company: Powderkeg
Advertiser: Concentric Energy Advisors
Entry: Concentric Energy Advisors - New Website Announcement
Credits: Brittany Kalscheur, Senior Web Designer; Nick Kalscheur, Senior Web Developer

Silver ADDY

Company: Kennedy Communications
Advertiser: Culligan
Entry: "Let the Good Times Roll" CDANA Eblast
Credits: Kennedy Communications, Team

Syndicated Content - Digital Publications

Gold ADDY

Company: Great Lakes Higher Education Guaranty Corporation

Advertiser: Great Lakes Higher Education Guaranty Corporation

Entry: Good Works—Winter 2015

Credits: Kira Cortese, Creative Director; Rob Steffen, Associate Creative Director; Jaime Trongaard, Graphic Designer; Jason Rasmusen, Director Strategic Communications

Gold ADDY

Company: Stephan & Brady

Advertiser: Wisconsin Milk Marketing Board

Entry: Grate. Pair. Share. Harvest 2015

Credits: Stephan and Brady

Branded Content & Entertainment

Silver ADDY

Company: Powderkeg

Advertiser: Concentric Energy Advisors

Entry: Concentric Energy Advisors - Holiday Landing Page

Credits: Brittany Kalscheur, Senior Web Designer; Nick Kalscheur, Senior Web Developer

Gold ADDY

Company: Kennedy Communications

Advertiser: Sergenian's Floor Coverings

Entry: Sergenian's Carpet Reclamation Infographic

Credits: Kennedy Communications, Team

Advertising Industry Self-Promotion

Silver ADDY

Company: Powderkeg

Advertiser: Powderkeg

Entry: Powderkeg Holiday Social Media Photo Generator
Credits: Brittany Kalscheur, Senior Web Designer; Matt Engebregtsen, Lead Web Developer

Cross Platform

Integrated Advertising Campaigns - Consumer Campaign - Local

Silver ADDY

Company: Pop-Dot

Advertiser: Flea's Floor Market

Entry: Flea's Floor Market 2015 Campaign

Credits: Pop-Dot, Team

Silver ADDY

Company: Pop-Dot
Advertiser: S.P.A.R.K. Society: Owned by Midwest Financial Group
Entry: S.P.A.R.K. Society Campaign
Credits: Pop-Dot, Team

Integrated Advertising Campaigns - Consumer Campaign - National

Gold ADDY

Company: Discover Mediaworks
Advertiser: Renk Seed
Entry: Renk Seed 2015 Marketing Campaign
Credits: Stevie Corzatt, Senior Account Executive; Noelle Giese, Art Director; Casey Liddicoat, Manager of Motion Media; AJ Marz, Manager of Motion Media; Luke Osiecki, Sound Designer; Bill Deming, Senior Editor

Silver ADDY

Company: Discover Mediaworks
Advertiser: Camelback Resort
Entry: Camelback Resort
Credits: Scotty Bergstein, Director; Casey Liddicoat, Assistant Director; Steven Levit, Creative Director; James King, Director of Photography; Duke Stuedell, Editor; Luke Osiecki, Sound Design; Jessica Morrison, Account Manager; Chad Dietrich, Producer; Noelle Giese, Art Director / Designer

Integrated Campaigns - Integrated Brand Identity Campaign

Silver ADDY

Company: Ady Advantage
Advertiser: Wisconsin Manufacturing Extension Partnership
Entry: WMEP Brand Identity
Credits: Bennett Syverson, Creative Director; Harvey Briggs, Brand Strategist, OBX Thinking

Gold ADDY

Company: Kramer
Advertiser: Pharm Fresh
Entry: Pharm Fresh Rename & Rebrand Launch
Credits: Nate Vlabel, Creative Director; Beth Johnston, Senior Art Director; Liz Sukowatey, Art Director; Tricia Weber, Graphic Designer; Alison Hughes, Graphic Designer

Integrated Campaigns - Integrated Branded Content Campaign

Gold ADDY

Company: Healthgrades

Advertiser: Healthgrades

Entry: Fuel - Snack Attack

Credits: Caryn Smith, Graphic Designer; Allison Schultz, Graphic Designer; Mark Purcell, Copywriter; Matt Schulist, Art Director

Public Service Campaigns - Single Medium Public Service Campaign

Gold ADDY

Company: AFFIRM Agency

Advertiser: Wisconsin Department of Transportation

Entry: ZERO IN WISCONSIN "Driver Surprise" TV Commercials

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

Advertising Industry Self Promotion Integrated Campaign

Silver ADDY

Company: Suttle-Straus, Inc.

Advertiser: Suttle-Straus, Inc.

Entry: Suttle-Straus Brand Refresh

Credits: Erin Hughes, Senior Graphic Designer; Christine Edgren, Senior Graphic Designer/Social Media Specialist; Amy Olson, Graphic Designer; Eddie Mason, Art Director

Local Only – Potpourri

Silver ADDY

Company: Hoot Communications

Advertiser: Capitol Lakes

Entry: Capitol Lakes — three-panel timeline display

Credits: Bob Hoot, Creative Director, Designer, Editor

Local Only - Misplaced Star

Silver ADDY

Company: Pretty Functional Media

Advertiser: Madison Optometric Center

Entry: MOC logo

Credits: Kerrie Osborne, Designer; Nancy Koberle, Designer

Judge's Choice

Company: **TMA+Peritus**

Advertiser: Fresh City Market

Entry: Fresh City Market Matt Painter Webisodes "Proper Execution"

Judge's Comments: It's one of those campaigns I wish I could say was mine. I feel like you looked at all the obstacles to shopping at an urban market. How do I know how to find it? Where would I park? And, you knocked down all of the obstacles one right after the other. The store looks great, the writing is terrific. Your talent did a fabulous job. I would say it's a "home run", but I guess I should say "it's nothing but net".

Company: **Discover Mediaworks**

Advertiser: Discover Wisconsin

Entry: Discover Wisconsin Specialty Merchandise

Judge's Comments: I'd give this the I-Would-Wear-This-Entry-Out-So-My-Kids-Would-Think-I'm-Cool Award. It's rare to see an entry that makes you stop, makes you laugh, and then makes you ask, "Can I have one of those shirts?"

Company: **Kennedy Communications**

Advertiser: Culligan

Entry: Culligan Hard Hits Campaign

Judge's Comments: The talent in these commercials is fantastic. I'm still laughing. I love the juxtaposition of the two big, burly football players and their discussion of soft skin. It was totally unexpected, so simple, and highly entertaining. That makes for commercials that are sure to be memorable.

Best of Show

Company: **AFFIRM Agency**

Advertiser: Wisconsin Department of Transportation

Entry: ZERO IN WISCONSIN "Driver Surprise" TV Commercials

Judge's Comments: The judges defined this piece as very innovative, funny and smart! Once the judges saw one spot they were all hoping it would be part of a large campaign, and it was. It was creative, unexpected and a humorous way to promote an important message that appeals to a large audience. Excellent production value and unique ads that share an incredibly vital message that ultimately saves lives.