



ADDY AWARDS

Honoring Creative Excellence in Advertising

The ADDY® Awards Competition is the largest and most comprehensive creative competition in advertising, honoring creative excellence in nearly every area of the industry. Put on by the American Advertising Federation (AAF), it is the only major national competition with three rigorous levels of judging – local, regional and national. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising. Congratulations to all the 2008 local winners and everyone that submitted entries. We commend your hard work and look forward to seeing even more creative genius at next year's call for entries.

SALES PROMOTION Product or Service Sales Presentation, Sales Kits or Product Information Sheets: Silver ADDY NOISE | Hilldale | Hilldale Residential Brochure, "Live It. Love It." Silver ADDY Florida Weekly | Florida Weekly Media Kit • **Product or Service Sales Presentation, Menu:** Gold ADDY Prestige Printing | Ritz Carlton - Naples | Turtle Menu • **Point of Purchase (POP), Free Standing:** Silver ADDY NOISE | Hilldale Residential | "Live it. Love it." Silver ADDY Absher Design Group | Bakery Cafe | Simply Toasty. • **Point of Purchase (POP), Campaign:** Silver ADDY Absher Design Group | Calistoga Bakery Cafe | POP Campaign. Silver ADDY Absher Design Group | Mangino's Pizzeria and Olive Oil Bar | Hanging Banner Campaign • **Audio/Visual Sales Presentation, Audio/Visual Sales Presentation:** Gold ADDY BVK | Lee County Visitor and Convention Bureau | Annual Meeting Video **COLLATERAL MATERIAL Stationery Package, Flat Printed or Multiple Process:** Silver ADDY Tweed Advertising | RJ McCormack Architect | Business Communications Suite • **Brochure, Four-color:** Gold ADDY NOISE | Monroe Clinic | "Getting there starts here." Silver ADDY Tweed Advertising | RJ McCormack Architect | Corporate Brochure Silver ADDY Tweed Advertising | RJ McCormack Architect | Rack Brochure • **Publication Design (Magazine or Book), Cover:** Silver ADDY D'Latinos & Azteca America | D'Latinos | April, 2007 Cover • **Publication Design (Magazine or Book), Editorial Spread or Feature:** Silver ADDY Absher Design Group | Weatherburn Gallery | Oil Painters of America • **Publication Design (Magazine or Book), Series (Covers or spreads or features):** Silver ADDY Image Marketing Associates Powerplay | Powerplay • **Special Event Material, Announcement:** Gold ADDY NOISE | Addison Claire Sprecher | "Introducing the Newest Subtraction to Our Family" **DIRECT MARKETING Campaign, Flat:** Silver ADDY Alison Drake Marketing and Advertising | Meridian Construction and Development | B-2-B Direct Mail Campaign **OUT-OF-HOME Outdoor Board, Flat:** Silver ADDY Wise & Time Advertising | Zoom Tan | Zoom Tan Billboard • **Vehicle Graphic, Wrap:** GOLD ADDY ISOOSI, LLC | Robasty Corp. | Truck Wraps - Robasty Corp. Silver ADDY BVK | Lee County Visito and Convention Bureau | Island Treasures RV Tour • **Site, Exterior:** Silver ADDY Tweed Advertising | RJ McCormack Architect | Site Sign • **Campaign, Out-of-Home, Campaign:** Silver ADDY Tweed Advertising | North Star Yacht Club, Continental Realty Corp | North Star Outdoor Campaign Silver ADDY NOISE | Monroe Clinic | Top 100 Hospital **NON-TRADITIONAL ADVERTISING Single:** GOLD ADDY BVK | Lee County Visitor and Convention Bureau | NBC Window **CONSUMER OR TRADE PUBLICATION Fractional Page, Four-color:** Silver ADDY NOISE | Hilldale Residential 'Living. Room' Silver ADDY Absher Design Group | Mangino's Pizzeria and Olive Oil Bar | GetOuttaHere! • **Full Page, Four-color:** GOLD ADDY NOISE | Tween Waters Inn | "Once upon our island, pirates held women captive." Silver ADDY NOISE | Tween Waters Inn | "Once upon our island, pirates searched for buried treasure." Silver ADDY NOISE | Tween Waters Inn | "Of all there is to enjoy, what will you value the most?" • **Campaign, Four-Color:** GOLD ADDY NOISE | Tween Waters Inn | "Once upon our island." GOLD ADDY NOISE | Hilldale Residential | Hilldale Print: "Live it. Love it." **NEWSPAPER Fractional Page, Black & White:** Silver ADDY NOISE | Tween Waters Inn | Halloween Print: "Giant Furry Gray Jackass" Silver ADDY NOISE | Tween Waters Inn | Halloween Print: "President George Dubya" • **Fractional Page, Color:** Gold ADDY NOISE | Hilldale Retail | "All her favorite shades of eye liner." Silver ADDY NOISE | Hilldale Retail | "Don't forget to feed the cat." Silver ADDY NOISE | Hilldale Retail | "Hilldale, Hilldale, Hilldale, Hilldale, Hilldale." Silver ADDY NOISE | Hilldale Retail | Hilldale Print: "Boy Toy." • **Newspaper Specialty Advertising, Single Insert:** Gold ADDY NOISE | Fort HealthCare | "What seems to be the problem?" Gold ADDY NOISE | Fort HealthCare | "How are you feeling?" Gold ADDY NOISE | Fort HealthCare | "Congratulations, you're having a baby." Silver ADDY Absher Design Group | Mangino's Pizzeria and Olive Oil Bar | GetOuttaHere! Insert • **Campaign, Color (any color besides black):** Gold ADDY NOISE | Fort HealthCare | "Caring for life." Silver ADDY NOISE | Hilldale Residential | "Live it. Love it." Silver ADDY NOISE | Monroe Clinic | "Top 100 Hospital." **INTERACTIVE MEDIA Web Sites, B-to-B, HTML/Other:** Gold ADDY Tweed Advertising, Inc. | RJ McCormack Architect, Inc. | McCormack Web Site • **Web Sites, Consumer, Flash:** Gold ADDY Parr Media Group | Goldberg, Racila, D'Alessandro & Noone Attorneys at Law | Goldberg, Racila, D'Alessandro & Noone Website Silver ADDY NOISE | Hilldale Retail | "Live it. Love it." • **Web Sites, Consumer, HTML/Other:** Gold ADDY Unique ID Web Design | WGPU Public Media | WGPU Public Media Website Silver ADDY Tweed Advertising, Inc. | Paradise Preserve, LLC | Paradise Preserve Web Site • **Online, Banners / Pop-ups:** Gold ADDY NOISE | Florida Weekly 'Hot dish to hot dish.' Gold ADDY NOISE | Florida Weekly | 'New Stories to News Stories.' Silver ADDY NOISE | Fort HealthCare | 'Healthy tomorrows.' Silver ADDY NOISE | Fort HealthCare | 'Little prince.' • **Online, Internet Commercials:** Gold ADDY Wise & Time Advertising, Inc. | Lennar Corporation | Tern Bay Golf Commercial • **Online, Websodes:** Gold ADDY BVK | Lee County Visitor and Convention Bureau | Online Video - Fishing Silver ADDY BVK | Lee County Visitor and Convention Bureau | Online Video - Nature • **Web / Online Campaign:** Gold ADDY BVK | Lee County Visitor and Convention Bureau | Online Video Campaign Fishing, Nature, Art & History Gold ADDY BVK | Lee County Visitor and Convention Bureau | Rich Media Banners Silver ADDY NOISE | Florida Weekly | 'In the know. In the now.' **RADIO Local (one metro), :60 or more:** Gold ADDY Parr Media Group | Pinchers Crab Shack | Pinchers-Bush Shrimp Radio Gold ADDY Parr Media Group | Pinchers Crab Shack | Herder Radio Gold ADDY Parr Media Group | Henricks | Get Big Radio Silver ADDY NOISE | Tween Waters Inn | "Scientist Foundation." Silver ADDY Parr Media Group | Pinchers Crab Shack | Pinchers-Crab Cracker Radio • **Regional/National, :60 or more:** Gold ADDY BVK | Lee County Visitor and Convention Bureau Radio - Amy Gold ADDY BVK | Lee County Visitor and Convention Bureau | Radio - Dave Silver ADDY BVK | Lee County Visitor and Convention Bureau | Radio - The Martin's • **Regional/National Campaign:** Gold ADDY BVK | Lee County Visitor and Convention Bureau Radio Campaign - Amy, Dave and The Martin's **TELEVISION Local (one DMA), :30:** Silver ADDY Parr Media Group | Advertiser: Pinchers Crab Shack | Pinchers Fish Slap Silver ADDY Parr Media Group | Rocket H-D | Rocket H-D Choice Silver ADDY Parr Media Group | Henricks | Henricks-Meteor Spot TV • **Campaign:** Gold ADDY BVK | Lee County Visitor and Convention Bureau | What took you so long: Family and What took you so long: Woman Silver ADDY NOISE | Fort HealthCare | "Caring for life." • **Regional/National TV, single spots, Consumer Products, Retail Products:** Silver ADDY Greenfield Advertising Group | E3 Pyrotek | E3 Spark Plugs TV • **Regional/National TV, single spots, Consumer Services, Health Care Services:** Gold ADDY NOISE | Fort HealthCare | 'As long as they're healthy.' Silver ADDY NOISE | Fort HealthCare | 'A lot to feel good about.' Silver ADDY NOISE | Fort HealthCare | "What will they think of next?" **MIXED MEDIA CAMPAIGNS (Cross Platform) B-to-B Regional/National:** Silver ADDY Tweed Advertising, Inc. | RJ McCormack Architect, Inc. | Brand Campaign • **Consumer, Local:** Silver ADDY Parr Media Group | Fort Myers Harley-Davidson/Buell | Black & Orange Holiday Silver ADDY Absher Design Group | Mangino's Pizzeria and Olive Oil Bar | Mixed Media Campaign • **Consumer, Regional / National:** Silver ADDY NOISE | Fort HealthCare | "Caring for life" **ADVERTISING FOR THE ARTS & SCIENCES Collateral, Stationery Package:** Silver ADDY Conservancy of SW Florida | Conservancy of SW Florida | Magic Under Mangrove Stationary • **Collateral, Cards, Invitations or Announcements (Special Event Material):** Gold ADDY NOISE | Florida Repertory Theatre | "Helluva toga party." • **Print, Magazine:** Gold ADDY NOISE | Florida Repertory Theatre | "English-challenged cabbie." Gold ADDY NOISE | Florida Repertory Theatre | "Helluva toga party." • **Broadcast/Electronic, Interactive:** Gold ADDY NOISE | Florida Repertory Theatre | "All the world's on stage." • **Campaign, Mixed / Multiple Media:** Gold ADDY Absher Design Group | Weatherburn Gallery | Mixed Media Campaign **PUBLIC SERVICE Collateral, Poster:** Silver ADDY Conservancy of SW Florida | Conservancy of SW Florida | Paradise Lost Ad Silver ADDY Conservancy of SW Florida | Conservancy of SW Florida | Sea Turtle Monitoring and Protection Poster • **Print, Magazine:** Silver ADDY Conservancy of SW Florida | Conservancy of SW Florida | Conservancy Supplement **Out-of-Home:** Silver ADDY Absher Design Group | Children's Advocacy Center of Southwest Florida | Children's Advocacy • **Non-Traditional:** Silver ADDY Conservancy of SW Florida | LaPlaya Beach Resort and COSWF Sea Turtle Program **ADVERTISING INDUSTRY SELF-PROMOTION Creative Services and Industry Suppliers, Collateral:** Gold ADDY Absher Design Group | Absher Design Group | Brand Rx • **Creative Services and Industry Suppliers, Print:** Gold ADDY NOISE | NOISE | "Keep your neighbors up all night." Silver ADDY NOISE | NOISE | "So what?" • **Creative Services and Industry Suppliers, Cards, Invitations or Announcements:** Gold ADDY NOISE | NOISE | "Hang with someone special over the holidays." • **Campaign, Single Medium Campaign:** Gold ADDY Absher Design Group | Absher Design Group | Brand Rx Campaign **ELEMENTS OF ADVERTISING Logo:** Gold ADDY ISOOSI, LLC. | Living Concepts Realty Group | Living Concepts Logo Design Silver ADDY Conservancy of SW Florida | Conservancy of SW Florida | Magic Under the Mangrove Logo Silver ADDY Tweed Advertising, Inc. | Advertiser: RJ McCormack Architect, Inc. | McCormack Logo Silver ADDY ISOOSI, LLC. | Artemis Ltd. | Artemis Logo Design • **Illustration, Single:** Gold ADDY ISOOSI, LLC. | Otis T's | Otis T's Character Development and Illustration • **Illustration, Illustration Campaign:** Silver ADDY Absher Design Group | Mangino's Pizzeria and Olive Oil Bar | Mangino's Pizzeria and Olive Oil Bar **STUDENT ADDY Sales Promotion, Packaging:** Student Gold ADDY April Clary High Tech Center North | Bonjovi CD Cover • **Collateral Material, Poster:** Student Silver ADDY Christine M Dove | High Tech Center North | Prankenstein Movie Poster Student Silver ADDY Zach Jones, Christine Dove, Amber Bracci | High Tech Center North | HTN Facial and Nail Poster Student Silver ADDY Asahel Romero | High Tech Center North • **Direct Marketing:** Student Silver ADDY Christine M Dove | High Tech Center North | Fortune Cookie • **Newspaper, Ad:** Student Silver ADDY Christine M Dove | High Tech Center North | Song of the Sea Newspaper Ad • **Elements of Advertising, Photography:** Student Gold ADDY April Clary | High Tech Center North | Father & Son Student Silver ADDY April Clary | High Tech Center North | Amanda Student Silver ADDY April Clary | High Tech Center North | Casie Blue Student Silver ADDY April Clary | High Tech Center North | Decal Student Silver ADDY April Clary | High Tech Center North | Beauty Bound



For more information about AAF or to become a member,
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