
SALES PROMOTION**Product or Service Sales Presentation****01-B Sales Kits or Product Information Sheets****Award:** Silver ADDY® Award**Entrant:** The Zimmerman Agency**Advertiser:** Interstate Hotels & Resorts**Title:** Interstate Hotels Sales Kit**Point of Purchase****03-B Free-Standing****Award:** Silver ADDY® Award**Entrant:** The Zimmerman Agency**Advertiser:** Flowers Foods Inc**Title:** Nature's Own Slice of Summer POP**Audio/Visual Sales Presentation****05 Audio/Visual Sales Presentation****Award:** Silver ADDY® Award**Entrant:** Moore Communications Group**Advertiser:** Jon Kohler & Associates**Title:** Greenwood Plantation Promotional Video

COLLATERAL MATERIAL**Stationery Package****06-A Flat Printed****Award:** Gold ADDY® Award**Entrant:** The Zimmerman Agency**Advertiser:** Tacos Gringos**Title:** Tacos Gringos Business Cards**06-B Multiple Process****Award:** Gold ADDY® Award**Entrant:** ReaktDesign**Advertiser:** Tryst Salon**Title:** Tryst Collateral**Brochure****08-B Four-color****Award:** Gold ADDY® Award**Entrant:** The Zimmerman Agency**Advertiser:** The Ritz Carlton Club and Residences**Title:** Ritz Carlton Brochure

Award: Gold ADDY® Award
Entrant: Taproot Creative
Advertiser: The Mosaic Company
Title: Built by People. Bound by Purpose.

Award: Gold ADDY® Award and BEST OF SHOW PRINT ADDY®
Entrant: Taproot Creative
Advertiser: The Mosaic Company
Title: The Mosaic Company Corporate Style

Publication Design

09-E Book Design (Entire Book)

Award: Gold ADDY® Award
Entrant: Moore Communications Group
Advertiser: University of Florida Alumni Association
Title: University of Florida Alumni Association

Award: Silver ADDY® Award
Entrant: Florida Department of Agriculture and Consumer Services
Advertiser: Florida Department of Agriculture and Consumer Services
Title: Savory Socials Recipe Booklet

Poster

10-A Single

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: WFRF 1070 AM Faith Radio
Title: Faith Radio Poster

Award: Silver ADDY® Award
Entrant: Ron Sachs Communications
Advertiser: Florida State University Women's Basketball
Title: Florida State University Women's

10-B Campaign

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Alphabout
Title: Alphabout Poster Campaign

Special Event Material

11-C Announcement

Award: Silver ADDY® Award
Entrant: Ron Sachs Communications
Advertiser: Envision Credit Union
Title: Envision Credit Union Grand Opening

DIRECT MARKETING

Specialty Advertising

14-A Apparel

Award: Gold ADDY® Award
Entrant: Kandzer Design
Advertiser: RPGwithme/Rob Eisenberg
Title: "Fantasy Coffee" T-shirt for RPGwithme

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: The Zimmerman Agency
Title: Zombie Run T-Shirt

OUT-OF-HOME

Outdoor Board

15-B Extension/Dimensional

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Tower Hill Insurance
Title: Tower Hill Dragon Billboard

Site

17-D Exterior Still or Static

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Fatz Restaurants (Cafe Enterprises Inc)
Title: FATZ Gas Pump Topper

NON-TRADITIONAL ADVERTISING

Non-Traditional Advertising

20-A Single

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Fatz Restaurants (Cafe Enterprises Inc)
Title: FATZ Antenna Kabob

CONSUMER OR TRADE PUBLICATION

Fractional Page

21-B Four-color

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Crystal Coast Tourism Authority
Title: North Carolina's Crystal Coast Magazine

Full Page**22-B Four-color**

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Capital City bank
Title: Capital City Bank Student Checking Ad

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Flowers Foods Inc
Title: Nature's Own BreakFASTer Magazine

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Homes.com
Title: Homes.com House Ad Magazine Ad

Spread, Multiple Page or Insert**23-B Four-color**

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pilot Pens US
Title: Pilot Pen - Camo Magazine Spread

Campaign**24-B Four-Color**

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pilot Pen
Title: Pilot Pen - Power to the Pen Campaign

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: HDT Global
Title: HDT Global Magazine Campaign

NEWSPAPER**Fractional Page**

26-B Color (any color other than black)

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pensacola Energy
Title: Pensacola Energy Chuck Norris

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pensacola Energy
Title: Pensacola Energy John Wayne

Newspaper Specialty Advertising

29-A Single Insert (of any type)

Award: Gold ADDY® Award and JUDGES CHOICE ADDY®
Entrant: The Zimmerman Agency
Advertiser: Florida Prepaid College Board
Title: Florida Prepaid Baby Diploma Insert

Campaign

30-B Color (any color other than black)

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pensacola Energy
Title: Pensacola Energy More Energy

DIGITAL ADVERTISING

Websites, B-to-B

32-A Products

Award: Gold ADDY® Award
Entrant: Onyx Creative Group, Inc.
Advertiser: F4Devices
Title: F4Devices Website

32-B Outlets

Award: Silver ADDY® Award
Entrant: Taproot Creative
Advertiser: adidas
Title: adidas TEAM

32-C Services

Award: Silver ADDY® Award
Entrant: Onyx Creative Group, Inc.
Advertiser: Contribution Link
Title: Contribution Link Website

Websites, Consumer

33-A Products

Award: Gold ADDY® Award and BEST OF SHOW DIGITAL ADDY®
Entrant: Onyx Creative Group, Inc.
Advertiser: Full Press Apparel
Title: Full Press Apparel Website

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pilot Pen
Title: Pilot Pen - Power to the Pen Website

33-B Outlets

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Twelve Saturdays
Title: Twelve Saturdays Website

33-C Services

Award: Gold ADDY® Award
Entrant: Taproot Creative
Advertiser: Hopping Green & Sams
Title: Hopping Green & Sams Website

Award: Silver ADDY® Award
Entrant: Onyx Creative Group, Inc.
Advertiser: Barineau Heating and Air Conditioning
Title: Barineau Heating and Air Conditioning

Micro Sites

35-A Products

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Net10 Wireless
Title: Net10 - Samsung Galaxy S II Microsite

35-C Services

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Net10 Wireless
Title: Net10 Tension Breakers

Social Media

36-B Single Platform, Consumer
Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Flowers Foods
Title: Natures Own - Portrait On A Plate

Advertising and Promotion

38-B Banners, Standard
Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pensacola Airport
Title: Fly Pensacola Banners

Video

39-B Commercials
Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Flowers Foods
Title: Two Sweet Things Lead to Another

39-D Branded content, more than 60 seconds
Award: Gold ADDY® Award
Entrant: Onyx Creative Group, Inc.
Advertiser: Full Press Apparel
Title: Full Press Apparel Video

Campaign

41 Campaign (for categories 32A-40C)
Award: Gold ADDY® Award and BEST OF SHOW CAMPAIGN ADDY®
Entrant: The Zimmerman Agency
Advertiser: Pilot Pen
Title: Pilot Pen - Power to the Pen Digital

RADIO**Regional/National**

43-B :60 or more

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Fatz Restaurants (Cafe Enterprises Inc)
Title: FATZ Carnivores Club Radio

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Florida Prepaid College Board
Title: Florida Prepaid College Bottom Line

TELEVISION**Local (one DMA)****45-A :15 or less**

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pensacola Energy
Title: Pensacola Energy Norma Jean TV

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pensacola Energy
Title: Pensacola Energy Prince TV

45-B :30

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pensacola International Airport
Title: Pensacola Airport Rocker TV

45-D Campaign

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Capital City Bank
Title: Capital City Bank Born To Be Your

Regional/National TV, Single**47-A Products**

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pilot Pen US
Title: Pilot Pen - Power To The Pen TV

47-C Services

Award: Gold ADDY® Award
Entrant: Florida State University
Advertiser: Florida State University
Title: Spirit of Florida State

Regional/National TV Campaigns

48-A Products

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pilot Pen US
Title: Pilot Pen - Power To The Pen TV

INTEGRATED CAMPAIGNS

Consumer, Regional / National

54 Consumer, Regional / National

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pilot Pen US
Title: Pilot Pen - Power To The Pen

ADVERTISING FOR THE ARTS & SCIENCES

Broadcast/Electronic/Digital

57-D Digital Advertising

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Alphabout
Title: Alphabout

PUBLIC SERVICE

Collateral

62-C Brochure / Sales Kit

Award: Silver ADDY® Award
Entrant: Florida Department of Agriculture and Consumer Services
Advertiser: Florida Department of Agriculture and Consumer Services
Title: Fresh From Florida Kids "Rooted for Life"

Broadcast/Electronic/Digital

64-A TV

Award: Gold ADDY® Award
Entrant: United Way of the Big Bend
Advertiser: United Way of the Big Bend
Title: ReadingPals Video

Campaign

68-B Integrated Campaign (for categories 62-67)

Award: Gold ADDY® Award

Entrant: Ron Sachs Communications

Advertiser: Lauren's Kids

Title: Safer, Smarter Kids! Curriculum Kit

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

69-B Stationery Package

Award: Silver ADDY® Award

Entrant: BowStern

Advertiser: BowStern

Title: BowStern Wooden Biz Cards

69-D Newsletter, Printed

Award: Silver ADDY® Award

Entrant: The Pod Advertising

Advertiser: The Pod Advertising

Title: PeaZine

69-F Broadcast

Award: Gold ADDY® Award

Entrant: The Zimmerman Agency

Advertiser: The Zimmerman Agency

Title: Agency Christmas Video

69-G Digital Advertising

Award: Silver ADDY® Award

Entrant: Onyx Creative Group, Inc.

Advertiser: Onyx Creative Group, Inc.

Title: Onyx Website

Ad Club or Marketing Club

70 Ad Club or Marketing Club

Award: Silver ADDY® Award

Entrant: AAF Tallahassee

Advertiser: AAF Tallahassee

Title: Havana Nights Silver Medal Award Party

ELEMENTS OF ADVERTISING

Visual

73-A Logo

Award: Gold ADDY® Award
Entrant: ReaktDesign
Advertiser: Tryst Salon
Title: Tryst Logo

Award: Gold ADDY® Award
Entrant: Taproot Creative
Advertiser: Sarah Mac Band
Title: Sarah Mac Band Logo

Award: Silver ADDY® Award
Entrant: Taproot Creative
Advertiser: Burton Farms
Title: Burton Farms Logo

73-B Illustration, Single

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pilot Pens US
Title: Pilot Pen - Power To The Pen Illustration

Award: Silver ADDY® Award
Entrant: Ron Sachs Communications
Advertiser: Lauren's Kids
Title: Safer, Smarter Kids! Illustration

73-G Photography, Campaign

Award: Gold ADDY® Award
Entrant: TREW Media, Inc
Advertiser: Flemming Agency & Andrew's 228
Title: Andrew's 228

Award: Gold ADDY® Award
Entrant: Ron Sachs Communications
Advertiser: Florida State University Women's Basketball
Title: Florida State University Women's

73-H Animation or Special Effects

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Flowers Foods
Title: Two Sweet Things Lead to Another

Award: Silver ADDY® Award
Entrant: The Pod Advertising
Advertiser: Fit Weight Loss & More
Title: FIT Wiegth Loss & More Commercial

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pensacola International Airport
Title: Pensacola Airport Rocker Animation

73-I Cinematography

Award: Gold ADDY® Award
Entrant: TREW Media, Inc
Advertiser: Whole Foods Market
Title: Whole Foods Market - Dominick's

Sound

74-A Music Only

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Pilot Pen US
Title: Pilot Pen - Power To The Pen Music

Digital Creative Technology

75-A Interface & Navigation

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: The Lodge and Spa at Callaway Gardens
Title: Callaway Lodge And Spa

75-B Responsive Design

Award: Gold ADDY® Award
Entrant: Taproot Creative
Advertiser: Hopping Green & Sams
Title: Hopping Green & Sams Website

Award: Silver ADDY® Award
Entrant: Taproot Creative
Advertiser: Foundation for Excellence in Education
Title: Foundation for Excellence in Education

STUDENT ADDY Categories

Sales Promotion

S01-B Point of Purchase

Award: Student Gold ADDY®
Entrant: Kai Parker, Tallahassee Community College
Advertiser: Tallahassee Community College
Title: Cosmic Bakery

Collateral Material

S05-E Publication Design, Book Design (Entire Book)
Award: Student Gold ADDY®
Entrant: Arrowhead Advertising, Florida State University
Advertiser: Florida State University
Title: Nissan 2012 Plans Book

Newspaper

S10-A Ad - Fractional page or Full page
Award: Student Silver ADDY®
Entrant: Arrowhead Advertising, Florida State University
Advertiser: Florida State University
Title: Nissan In-Language Newspaper Ad

Digital Advertising

S11-A Website
Award: Student Silver ADDY®
Entrant: Kai Parker, Tallahassee Community College
Advertiser: Tallahassee Community College
Title: Dogtopia Website