

04 District Four

11 AAF - Tallahassee

SALES PROMOTION**03 D Point-of-Purchase Campaign**

Award: Silver ADDY® Award
Entrant: Florida Dept of Agriculture and Consumer Services
Advertiser: Florida Department of Agriculture and Consumer Services
Title: Florida Gulf Seafood In-Store Posters
Contributors:
 Creative Team, Division of Marketing and Development

04 Video Sales Presentation

Award: Silver ADDY® Award
Entrant: Florida Dept of Agriculture and Consumer Services
Advertiser: Florida Department of Agriculture and Consumer Services
Title: Florida Gulf Seafood In-Store Video Loop DVD
Contributors:
 Creative Team, Division of Marketing and Development

Award: Silver ADDY® Award
Entrant: Homes & Land
Advertiser: Homes & Land
Title: DIY Real Estate Marketing
Contributors:
 Rob Wicker, Marketing Director/Writer
 Mark Bauer, Director/Editor

COLLATERAL MATERIAL**05 A Stationery Package**

Award: Silver ADDY® Award
Entrant: BowStern
Advertiser: inkbridge
Title: inkbridge Business Papers
Contributors:
 Jesse Beleck, Creative Director

06 B Annual Report, Color

Award: Gold ADDY® Award
Entrant: Moore Consulting Group
Advertiser: Workforce Florida
Title: 2010-2011 Workforce Florida Annual Report
Contributors:
 Justin Smith, Senior Graphic Designer
 Shannon Colavecchio, Director
 Ayla Anderson, Account Executive

Award: Silver ADDY® Award
Entrant: do! design Inc
Advertiser: SRMC
Title: Annual Report
Contributors:
 Doug Oakes, Creative Director/Art Director
 Carey Moore & Amanda Bartlett, Writers
 Michie Turpin & Steve Pearce, Photographers

Award: Silver ADDY® Award
Entrant: Children's Forum
Advertiser: T.E.A.C.H. Early Childhood® Florida
Title: T.E.A.C.H. Early Childhood® Florida
Contributors:
 Joy Stover, Art Director
 Lori Stegmeyer, Director of Workforce Initiatives
 The Journey by Ally (Ally Garrison), Photographer

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COLLATERAL MATERIAL

07 B Brochure, Color

Award: Gold ADDY® Award
Entrant: Florida Dept of Agriculture and Consumer Services
Advertiser: Florida Department of Agriculture and Consumer Services
Title: "Seafood Favorites From Florida's Gulf Coast" Calendar
Contributors:
Creative Team, Division of Marketing and Development

Award: Gold ADDY® Award
Entrant: Onyx Group
Advertiser: F4 Tech
Title: F4 Tech Brochure
Contributors:
Angel Acevedo, Art Director
Kris Carter, Creative Director

08 A Cover

Award: Gold ADDY® Award
Entrant: Tallahassee Democrat
Advertiser: Tallahassee Democrat
Title: FSU Preview Magazine
Contributors:
Jeremy DeLuca, Presentation Editor

Award: Silver ADDY® Award
Entrant: Tallahassee Democrat
Advertiser: Home & Design Magazine
Title: Home & Design
Contributors:
Joni Branch, Features/Custom Content Editor

08 B Editorial Spread

Award: Silver ADDY® Award
Entrant: Tallahassee Democrat
Advertiser: Home & Design Magazine
Title: Home and Design editorial feature
Contributors:
Joni Branch, Features/Custom Content Editor

08 C Series

Award: Silver ADDY® Award
Entrant: Tallahassee Democrat
Advertiser: Your Health Magazine
Title: Your Health Covers
Contributors:
April Miller, Graphic Artist

08 E Book Design

Award: Silver ADDY® Award
Entrant: Tallahassee Democrat
Advertiser: Tallahassee Democrat
Title: Living Here
Contributors:
Joni Branch, Features/Custom Content Editor

08 E Book Design

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COLLATERAL MATERIAL**09 A Poster****Award:** Gold ADDY® Award**Entrant:** do! design Inc**Advertiser:** Lincoln Center Boxing Club**Title:** What will you become?**Contributors:**

Doug Oakes, Creative Director/Art Director

Doug Oakes, Writer/Designer

Rick Kourchenko, Writer/Designer

Mark Wallheiser, Photographer

Award: Gold ADDY® Award**Entrant:** do! design Inc**Advertiser:** Lincoln Center Boxing Club**Title:** Courage**Contributors:**

Doug Oakes, Creative Director/Art Director

Doug Oakes, Writer/Designer

Mark Wallheiser, Photographer

Award: Silver ADDY® Award**Entrant:** do! design Inc**Advertiser:** Lincoln Center Boxing Club**Title:** It's not a bag**Contributors:**

Doug Oakes, Creative Director/Art Director

Rick Kourchenko, Writer/Designer

Mark Wallheiser, Photographer

Award: Silver ADDY® Award**Entrant:** BowStern**Advertiser:** Bay Town Trolley: Beach Bus**Title:** Beach Bus Poster**Contributors:**

Jesse Beleck, Creative Director

09 B Poster Campaign**Award:** Gold ADDY® Award**Entrant:** do! design Inc**Advertiser:** Lincoln Center Boxing Club**Title:** Lincoln Center Boxing Club**Contributors:**

Doug Oakes, Creative Director/Art Director

Doug Oakes, Writer/Designer

Rick Kourchenko, Writer/Designer

Mark Wallheiser, Photographer

Award: Silver ADDY® Award**Entrant:** MACORK SOLUTIONS**Advertiser:** Florida A&M University**Title:** Florida A&M University Football "Outright Success"**Contributors:**

Michael A Cork, Co-Creative Director/Design

Angela Suggs, Co-Creative Director

Vaughn Wilson, Photography

OUT-OF-HOME**09 B Poster Campaign**

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OUT-OF-HOME

14 C Outdoor Board

Award: Silver ADDY® Award
Entrant: BowStern
Advertiser: Golds Gym
Title: Golds Gym: Outdoor Digital Campaign (morning / noon / evening drive)
Contributors:
Jesse Beleck, Creative Director

16 B Mass Transit, Exterior

Award: Silver ADDY® Award
Entrant: BowStern
Advertiser: Bay Town Trolley: Beach Bus
Title: Bay Town Trolley: Beach Bus Exterior
Contributors:
Jesse Beleck, Creative Director

17 D Site, Exterior Static

Award: Silver ADDY® Award
Entrant: BowStern
Advertiser: Bay Town Trolley: Beach Bus
Title: Bay Town Trolley: Beach Bus Onsite Static Sign
Contributors:
Jesse Beleck, Creative Director

NON-TRADITIONAL ADVERTISING

20 A Non-Traditional

Award: Silver ADDY® Award
Entrant: Children's Forum
Advertiser: Children's Forum
Title: Children's Forum Elevator Talk
Contributors:
Joy Stover, Art Director
Phyllis Kalifeh, President and CEO

CONSUMER OR TRADE PUBLICATION

22 B Consumer/Trade, Full Page, Color

Award: Gold ADDY® Award
Entrant: do! design Inc
Advertiser: SRMC
Title: Squirm
Contributors:
Doug Oakes, Creative Director/Art Director
Carey Moore, Writer

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Flowers Foods
Title: Nature's Own 100\$ Whole Wheat Hot Dog Bun
Contributors:
John Towler, ACD Art Director
Erich Stefanovich, Creative Director
TJ Aseltyne, Senior Copywriter
Debbie Cryan, Senior Print Producer

22 B Consumer/Trade, Full Page, Color

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CONSUMER OR TRADE PUBLICATION**23 B Consumer/Trade, Spread, Color**

Award: Gold ADDY® Award
Entrant: do! design Inc
Advertiser: EMH
Title: Heroes
Contributors:
 Doug Oakes, Creative Director/Art Director
 Carey Moore, Writer
 Michie Turpin, Photographer

Award: Silver ADDY® Award
Entrant: Moore Consulting Group
Advertiser: Workforce Florida
Title: "Next Step" Ad
Contributors:
 Justin Smith, Senior Graphic Designer
 Shannon Colavecchio, Director
 Ayla Anderson, Account Executive

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Aflac
Title: Toothbrush Print Ad
Contributors:
 Rob Kerr, Creative Director
 Curtis Zimmerman, Copywriter
 Heath Patterson, Photographer
 Patrick White, Retoucher
 Carol Klopfenstein, Director of Production

24 B Consumer/Trade Campaign, Color

Award: Gold ADDY® Award
Entrant: do! design Inc
Advertiser: EMH
Title: Brand campaign
Contributors:
 Doug Oakes, Creative Director/Art Director
 Carey Moore, Writer
 Michie Turpin, Photographer

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Emerald Coast CVB
Title: Sand in Your Soul Brand Campaign
Contributors:
 Erich Stefanovich, Creative Director
 Jason Piroth, Senior Copywriter
 TJ Aselyne, Senior Copywriter
 Emily Barrow, Art Buyer/Photography Producer
 Debbie Cryan, Print Producer

Award: Silver ADDY® Award
Entrant: Florida Dept of Agriculture and Consumer Services
Advertiser: Florida Department of Agriculture and Consumer Services
Title: Florida Gulf Seafood Consumer Magazine Ads
Contributors:
 Creative Team, Division of Marketing and Development

24 B Consumer/Trade Campaign, Color

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CONSUMER OR TRADE PUBLICATION

25 B Magazine, Self-Promotion Campaign

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: HDT Global
Title: Brand Print Campaign
Contributors:
Erich Stefanovich, Creative Director
Jason Piroth, Senior Copywriter
Frederico Manto, Senior Designer
Steve Bucheit, Designer
Debbie Cryan, Senior Print Producer

NEWSPAPER

27 A Newspaper, Full Page

Award: Silver ADDY® Award
Entrant: Tallahassee Democrat
Advertiser: Tallahassee.com
Title: Activate
Contributors:
Marjorie Schoelles, Marketing and Non-Daily Manager

27 B Newspaper, Full Page, Color

Award: Silver ADDY® Award
Entrant: BowStern
Advertiser: ProTect Painters
Title: ProTect Painters Full Page Ad
Contributors:
Jesse Beleck, Creative Director

30 B Newspaper Campaign, Color

Award: Silver ADDY® Award
Entrant: Tallahassee Democrat
Advertiser: Tallahassee.com
Title: Odyssey Launch
Contributors:
Marjorie Schoelles, Marketing and Non-Daily Manager

INTERACTIVE MEDIA

33 A Website, B-to-B HTML, Products

Award: Silver ADDY® Award
Entrant: Onyx Group
Advertiser: F4 Tech
Title: F4 Tech Website
Contributors:
Kris Carter, Creative Director
Adrian Mummey, Information Engineer

33 C Website, B-to-B HTML, Services

Award: Gold ADDY® Award
Entrant: Moore Consulting Group
Advertiser: Gulf & South Atlantic Fisheries Foundation, Inc.
Title: Gulf & South Atlantic Fisheries Foundation Website
Contributors:
Terrie Ard, APR, CPRC, Senior Vice President
Ayla Anderson, Account Executive
Michael Chase, Graphic Designer

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INTERACTIVE MEDIA**33 C Website, B-to-B HTML, Services**

Award: Silver ADDY® Award
Entrant: Taproot Creative
Advertiser: CoreMessage
Title: Floridians for Sustainable Pensions Website
Contributors:

35 A Website, Consumer HTML, Products

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Cooper Tires
Title: Discoverer Website
Contributors:
 Eric Thomas, Creative Director
 TJ Aseltyne, Senior Copywriter
 Matt Watson, Project Manager
 Emily Barrow, Senior Broadcast Producer

Award: Gold ADDY® Award
Entrant: Onyx Group
Advertiser: Everfan
Title: Everfan Website
Contributors:
 Angel Acevedo, Art Director
 Kris Carter, Creative Director
 Adrian Mummey, Information Engineer

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Party City
Title: Brew Your Costume Micro Site
Contributors:
 Eric Thomas, Creative Director
 Tony Gines, Designer
 Hector Holquin, Developer
 Chris Sham, Developer
 Matt Watson, Project Manager
 Jenny Kokomoor, Copywriter

35 C Website, Consumer HTML, Services

Award: Silver ADDY® Award
Entrant: Taproot Creative
Advertiser: Mosaic
Title: Mosaic in Hardee Website
Contributors:

Award: Silver ADDY® Award
Entrant: Taproot Creative
Advertiser: Tallahassee Turkey Trot
Title: Tallahassee Turkey Trot
Contributors:

Award: Silver ADDY® Award
Entrant: Taproot Creative
Advertiser: Florida State University College of Social Work
Title: FSU College of Social Work Website
Contributors:

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INTERACTIVE MEDIA**35 C Website, Consumer HTML, Services**

Award: Silver ADDY® Award
Entrant: Salter>Mitchell
Advertiser: Florida Healthy Kids
Title: KidCare Creative
Contributors:
 Heidi Otway, Director of PR and Social Media
 Christos Mantzanas, Art Director
 Robert Pond, Web Developer
 Brandon Waring, Web Developer
 Karen Ong, Creative Director
 Tyler Mulligan, Lead Web Architect

36 C Micro or Mini Sites

Award: Silver ADDY® Award
Entrant: Taproot Creative
Advertiser: Mosaic
Title: Mosaic in Hardee Social Media Site
Contributors:

36 G Mobile Websites

Award: Gold ADDY® Award
Entrant: Taproot Creative
Advertiser: Gunster
Title: Boardroom Brief Website
Contributors:

36 J Internet Commercials

Award: Silver ADDY® Award
Entrant: Salter>Mitchell
Advertiser: FBMC Benefits Management Inc.
Title: FBMC 'Accidents Happen'
Contributors:
 Brittany Hince, Graphic Designer
 Lisa Cline, Copywriter
 Alicia Belch, Editor / Producer
 Monica Digon, Marketing Director
 Peter Mitchell, Chief Creative Officer
 Heidi Otway, Director of PR and Social Media
 Karen Ong, Creative Director
 Christos Mantzanas, Art Director
 Wade Jennings, Music Composer
 Glenda Atkinson, Wellness Coordinator
 Ami McClay, Marketing Coordinator
 Will Scarboro, Research Associate

RADIO**41 B National Radio**

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Fatz
Title: Carnivore Radio Spot
Contributors:
 TJ Aselyne, Senior Copywriter
 Rob Kerr, Art Director
 Emily Barrow, Broadcast Producer

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TELEVISION**44 B Local TV**

Award: Gold ADDY® Award
Entrant: do! design Inc
Advertiser: SRMC
Title: Maternity
Contributors:
 Doug Oakes, Creative Director/Art Director
 Carey Moore, Writer
 Mark McWaters, Writer
 Michie Turpin, Director

Award: Gold ADDY® Award
Entrant: Onyx Group
Advertiser: Barineau Heating and Air Conditioning
Title: Barry Knows Cool TV Commercial
Contributors:
 Angel Acevedo, Art Director
 Sarah Miller, Digital Media Producer
 Kris Carter, Creative Director

Award: Silver ADDY® Award
Entrant: do! design Inc
Advertiser: SRMC
Title: Heart
Contributors:
 Doug Oakes, Creative Director/Art Director
 Carey Moore, Writer
 Mark McWaters, Writer
 Michie Turpin, Director

Award: Silver ADDY® Award
Entrant: do! design Inc
Advertiser: SRMC
Title: Stroke
Contributors:
 Doug Oakes, Creative Director/Art Director
 Mark McWaters, Writer
 Carey Moore, Writer
 Michie Turpin, Director

Award: Silver ADDY® Award
Entrant: do! design Inc
Advertiser: EMH
Title: Heroes
Contributors:
 Doug Oakes, Creative Director/Art Director
 Carey Moore, Writer
 Michie Turpin, Director

Award: Silver ADDY® Award
Entrant: Onyx Group
Advertiser: Awards4U
Title: Awards4U TV Commercial
Contributors:
 Carlin Trammel, Project Manager
 Sarah Miller, Digital Media Producer
 Nadia Kamal, Principal

44 B Local TV

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TELEVISION**45 Local TV Campaign**

Award: Gold ADDY® Award
Entrant: do! design Inc
Advertiser: SRMC
Title: SRMC Campaign
Contributors:
 Doug Oakes, Creative Director/Art Director
 Carey Moore, Writer
 Michie Turpin, Director

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Capital City Bank
Title: Born to be Your Banker TV Campaign
Contributors:
 John Towler, ACD Art Director
 TJ Aselyne, Senior Copywriter
 Erich Stefanovich, Creative Director
 Emily Barrow, Senior Broadcast Producer

47 A National TV, Consumer Products

Award: Silver ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Florida Prepaid College Board
Title: Doctor TV Spot
Contributors:
 Erich Stefanovich, Creative Director
 John Towler, ACD Art Director
 TJ Aselyne, Senior Copywriter
 Emily Barrow, Senior Broadcast Producer

47 C National TV, Consumer Services

Award: Gold ADDY® Award
Entrant: Florida State University
Advertiser: Florida State University
Title: It's Our Time 2011
Contributors:
 Eric J. Barron, President, Florida State University
 Elizabeth Maryanski, Vice President for University
 Jeanette De Diemar, Assistant Vice President for
 Dennis Schnittker, Director of Digital Content Production
 Brad Blonar, Editor
 Jac Kaufman, Videographer
 Mark Rodin, Director, Seminole Productions

48 A National TV Campaign

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Emerald Coast CVB
Title: Sand in Your Soul Brand TV Spots
Contributors:
 Erich Stefanovich, Creative Director
 TJ Aselyne, Senior Copywriter
 John Towler, ACD Art Director
 Emily Barrow, Senior Broadcast Producer

Award: Silver ADDY® Award
Entrant: Florida Dept of Agriculture and Consumer Services
Advertiser: Florida Department of Agriculture and Consumer Services
Title: "Seafood Favorites From Florida's Gulf Coast" TV Spots
Contributors:

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TELEVISION

48 A National TV Campaign

Creative Team, Division of Marketing and Development

MIXED/MULTIPLE MEDIA

53 Mixed-Media, Local Consumer

Award: Gold ADDY® Award
Entrant: do! design Inc
Advertiser: SRMC
Title: Colonoscopy campaign
Contributors:
 Doug Oakes, Creative Director/Art Director
 Carey Moore, Writer

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Morelia's Mexican Restaurant
Title: Brand Campaign
Contributors:
 Jamie Gay, Designer
 Eric Thomas, Creative Director
 Joe Casper, Programmer
 TJ Aseltyne, Senior Copywriter
 Carol Klopfenstein, Director of Production

Award: Gold ADDY® Award
Entrant: Onyx Group
Advertiser: Barineau Heating and Air Conditioning
Title: What Barry Knows Campaign
Contributors:
 Angel Acevedo, Art Director
 Sarah Miller, Digital Media Producer
 Carlin Trammel, Project Manager
 Kris Carter, Creative Director
 Aaron Nix, Digital Media Producer
 Marc Thomas, Illustrator

Award: Silver ADDY® Award
Entrant: Pea Green Solutions
Advertiser: Tallahassee Leon Federal Credit Union
Title: Fairy Loan Maker Campaign
Contributors:
 Samantha Strickland, CEO/Creative Director
 Amanda Broadfoot, VP of Communications

54 Mixed-Media, National Consumer

Award: Silver ADDY® Award
Entrant: Florida Dept of Agriculture and Consumer Services
Advertiser: Florida Department of Agriculture and Consumer Services
Title: 'Seafood Favorite from Florida's Gulf Coast' Campaign
Contributors:
 Creative Team, Division of Marketing and Development

ADVERTISING FOR THE ARTS & SCIENCES

55 C Arts, Brochure

Award: Silver ADDY® Award
Entrant: Jesse Beleck
Advertiser: Tallahassee Film Festival
Title: Tallahassee Film Festival 2011 Program/Brochure
Contributors:
 Jesse Beleck, Cover illustration/typography/design

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ADVERTISING FOR THE ARTS & SCIENCES

55 C Arts, Brochure

Jesse Beleck, Interior layout

55 E Arts, Poster

Award: Silver ADDY® Award

Entrant: Taproot Creative

Advertiser: LeMoyne Center for the Visual Arts

Title: LeMoyne Center Holiday Show Poster

Contributors:

61 B Arts, Mixed Media Campaign

Award: Silver ADDY® Award

Entrant: Taproot Creative

Advertiser: LeMoyne Center for the Visual Arts

Title: LeMoyne Center Holiday Show Campaign

Contributors:

PUBLIC SERVICE

62 B Public Service, Annual Report

Award: Silver ADDY® Award

Entrant: United Way of the Big Bend

Advertiser: United Way of the Big Bend

Title: UWBB Annual Report

Contributors:

Roger Luke, Vice-President of Communications

Tod Thomas, Communications Associate

Trew Media, Tim Wheeler

62 C Public Service, Brochure

Award: Silver ADDY® Award

Entrant: Moore Consulting Group

Advertiser: Amylin Pharmaceuticals

Title: Amylin Lilly Alliance Diabetes Education Materials

Contributors:

Justin Smith, Senior Graphic Designer

Jamie Fortune, Senior Director

Patrick Sheffield, Account Executive

64 D Public Service, Interactive

Award: Gold ADDY® Award

Entrant: Taproot Creative

Advertiser: The Florida Channel

Title: The Florida Channel Website

Contributors:

Award: Silver ADDY® Award

Entrant: Taproot Creative

Advertiser: Florida Bar Tab

Title: Florida Bar Tab Website

Contributors:

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PUBLIC SERVICE**64 D Public Service, Interactive**

Award: Silver ADDY® Award
Entrant: United Way of the Big Bend
Advertiser: United Way of the Big Bend
Title: UWBB Website - www.uwbb.org
Contributors:
 Roger Luke, Vice-President of Communications
 Nelson Matabhik, Operations Systems Manager
 Tod Thomas, Communications Associate
 Joseph Davis, Communications Associate

66 Public Service, Non-Traditional

Award: Silver ADDY® Award
Entrant: United Way of the Big Bend
Advertiser: United Way of the Big Bend
Title: LIVE UNITED Flash Mob 11.11.11
Contributors:
 Roger Luke, Vice-President of Communications
 Jamie Abbott, Crash&Annie Productions
 Tallahassee Dance Academy, Group Performance
 Yt, Rapper and Entertainer

68 A Public Service, Campaign

Award: Silver ADDY® Award
Entrant: Florida Dept of Agriculture and Consumer Services
Advertiser: Florida Department of Agriculture and Consumer Services
Title: "Support Florida's Gulf Fishermen" Television PSAs
Contributors:
 Creative Team, Division of Marketing and Development

68 B Public Service, Mixed Media Campaign

Award: Gold ADDY® Award
Entrant: The Zimmerman Agency
Advertiser: Orange County Department of Health
Title: All In to Clear Air Campaign
Contributors:
 Rob Kerr, Creative Director
 Jason Piroth, Senior Copywriter
 Emily Barrow, Broadcast Producer
 Carol Klopfenstein, Print Producer
 Eric Thomas, Digital Designer
 Hector Holguin, Programmer
 Mallory Brooks, Project Manager
 Skyler Rexrode, Digital Designer

Award: Silver ADDY® Award
Entrant: Salter>Mitchell
Advertiser: Pinellas County Health Department
Title: Find the Fun Now
Contributors:
 Peter Mitchell, Chief Creative Officer
 Karen Ong, Creative Director
 Christos Mantzanas, Art Director
 Sara Issac, Strategist / Copywriter
 Brittany Hince, Graphic Designer
 Alyssa Darmanin, Graphic Designer
 Alicia Belch, Editor / Producer
 Lisa Cline, Copywriter
 Tyler Mulligan, Lead Web Architect
 Brandon Waring, Web Developer
 Robert Pond, Web Developer

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PUBLIC SERVICE**68 B Public Service, Mixed Media Campaign**

Terry Stavoe, Director of Broadcast Production

69 B2**Award:** Gold ADDY® Award**Entrant:** United Way of the Big Bend**Advertiser:** United Way of the Big Bend**Title:** Monopoly-themed Campaign Kickoff**Contributors:**

Tod Thomas, Communications Associate

Roger Luke, Vice-President of Communications

Ken Armstrong, UWBB President

Heather Mitchell, Vice-President of Resource Development

ADVERTISING INDUSTRY SELF-PROMOTION**69 G Self-Promotion, Interactive****Award:** Gold ADDY® Award**Entrant:** Salter>Mitchell**Advertiser:** Salter>Mitchell**Title:** SalterMitchell.com**Contributors:**

Peter Mitchell, Chief Creative Officer

Karen Ong, Creative Director

Christos Mantzanas, Art Director

Tyler Mulligan, Lead Web Architect

Robert Pond, Web Developer

Brandon Waring, Web Developer

Lisa Cline, Copywriter

69 K Self-Promotion, Invitation**Award:** Gold ADDY® Award**Entrant:** Pea Green Solutions**Advertiser:** Pea Green Solutions**Title:** Christmas Party Invitation/ Christmas Card**Contributors:**

Marco Barreto, Art Director

Samantha Strickland, CEO/Creative Director

Award: Silver ADDY® Award**Entrant:** BowStern**Advertiser:** BowStern**Title:** BowStern Christmas in July**Contributors:**

Jesse Beleck, Creative Director

ELEMENTS OF ADVERTISING**72 Logo****Award:** Gold ADDY® Award**Entrant:** do! design Inc**Advertiser:** Lincoln Center Boxing Club**Title:** Lincoln Center Logo**Contributors:**

Doug Oakes, Creative Director/Art Director

Steve Leacock, Designer

Award: Gold ADDY® Award**Entrant:** BowStern**Advertiser:** inkbridge**Title:** inkbridge Logo**Contributors:**

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ELEMENTS OF ADVERTISING

72 Logo

Jesse Beleck, Creative Director

Award: Gold ADDY® Award
Entrant: Cade & Associates
Advertiser: Big Brothers Big Sisters
Title: The Big Champagne Bash Logo
Contributors:
Scott Smith, Creative Director
Merridith Crowe, Development Director/BBBS

Award: Silver ADDY® Award
Entrant: Onyx Group
Advertiser: F4 Tech
Title: F4 Tech Logo
Contributors:
Angel Acevedo, Art Director
Kris Carter, Creative Director

73 A Illustration

Award: Silver ADDY® Award
Entrant: Moore Consulting Group
Advertiser: Moore Consulting Group
Title: "Hard Sale" Illustration
Contributors:
Fernando Rodríguez, Senior Graphic Designer

73 B Illustration, Campaign

Award: Gold ADDY® Award
Entrant: Moore Consulting Group
Advertiser: Workforce Florida
Title: "Renewing our Commitment" Illustrations
Contributors:
Justin Smith, Senior Graphic Designer/Illustrator

STUDENT ADDY Categories

S01 A Packaging

Award: Student Silver ADDY®
Entrant: Brian Ringo
Advertiser: Tallahassee Community College
Title: Crossroads To Becoming God's Church CD cover
Contributors:
Brian Ringo, Student

S01 B Point of Purchase

Award: Student Gold ADDY®
Entrant: Ephram Johnson
Advertiser: Tallahassee Community College
Title: Boomhound's Coffee
Contributors:
Ephram Johnson, Student
Rick Rice, Advisor

S02 B Brochure

Award: Student Gold ADDY®
Entrant: Brian Ringo
Advertiser: Tallahassee Community College
Title: Colour Code self promotional
Contributors:

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STUDENT ADDY Categories

S02 B Brochure

brian Ringo, student

Award: Student Gold ADDY®
Entrant: Arrowhead Advertising Team
Advertiser: Florida State University
Title: The Now Campaign
Contributors:
 Maria Correa, Team Captain
 Arielle Calderon, Media Director
 Joshua Pittman, Creative/Design
 Brock Whitfield, Creative Director

Award: Student Silver ADDY®
Entrant: Ephrm Johnson
Advertiser: Tallahassee Community College
Title: New Mexico Travel Brochure
Contributors:
 Ephram Johnson, Student
 Rick Rice, Advisor

S02 C Poster

Award: Student Silver ADDY®
Entrant: Brian Ringo
Advertiser: Tallahassee Community College
Title: Comrad Obama
Contributors:
 Brian Ringo, Student

S02 D Poster Campaign

Award: Student Gold ADDY®
Entrant: Ephrm Johnson
Advertiser: Tallahassee Community College
Title: Mozart Requiem
Contributors:
 Ephram Johnson, Student
 Rick Rice, Advisor

S02 F Editorial Design Spread of feature

Award: Student Gold ADDY®
Entrant: Angeline L. Kreucher
Advertiser: Tallahassee Community College (TCC)
Title: Digital Diva
Contributors:
 Angeline Kreucher, Student/Artist
 Rick Rice, Professor

S02 G Editorial Design Series

Award: Student Silver ADDY®
Entrant: Ephram Johnson
Advertiser: Tallahassee Community College
Title: Alternative Energy Spread
Contributors:
 Ephram Johnson, Student
 Rick Rice, Advisor

S02 G Editorial Design Series

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STUDENT ADDY Categories**S03 Direct Marketing**

Award: Student Gold ADDY®
Entrant: Angeline L. Kreucher
Advertiser: Tallahassee Community College (TCC)
Title: Okami calendar
Contributors:
 Angel Kreucher, Student/Artist
 Rick Rice, Professor

S04 Out-of-Home

Award: Student Silver ADDY®
Entrant: Angeline L. Kreucher
Advertiser: Tallahassee Community College (TCC)
Title: Football Campaign
Contributors:
 Angeline L Kreucher, Student/Artist
 Rick Rice, Professor

S06 A Single Consumer / Trade Magazine

Award: Student Gold ADDY®
Entrant: Angeline L. Kreucher
Advertiser: Tallahassee Community College (TCC)
Title: Spirited Away
Contributors:
 Angeline Kreucher, Student/Artist
 Rice Rice, Professor

Award: Student Gold ADDY®
Entrant: Nicole Narvaez
Advertiser: Florida State University
Title: EHarmony
Contributors:
 Nicole Narvaez, Designer

Award: Student Silver ADDY®
Entrant: Nicole Narvaez
Advertiser: Florida State University
Title: Big Brothers Big Sisters
Contributors:
 Nicole Narvaez, Designer

S06 B Magazine Campaign

Award: Student Silver ADDY®
Entrant: Arrowhead Advertising Team
Advertiser: Florida State University
Title: The Now Campaign
Contributors:
 Maria Correa, Team Captain
 Brock Whitfield, Creative Director
 Nicole Narvaez, Creative/Design
 Joshua Pittman, Creative/Design
 Matthew Ramage, Creative/Copywriter
 Louis Deslis, Creative/Copywriter

S07 A Newspaper, Ad

Award: Student Gold ADDY®
Entrant: Angeline L. Kreucher
Advertiser: Tallahassee Community College (TCC)
Title: Sunscreen poster
Contributors:
 Angeline Kreucher, Student/Artist

04 District Four

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STUDENT ADDY Categories

S07 A Newspaper, Ad

Rick Rice, Professor

S07 B Newspaper, Insert

Award: Student Gold ADDY®

Entrant: ephram johnson

Advertiser: Tallahassee Community College

Title: Brogan Museum Insert

Contributors:

Ephram Johnson, Student

Angel Kreucher, Student

Rick Rice, Advisor

S10 A Television, Single

Award: Student Silver ADDY®

Entrant: Arrowhead Advertising Team

Advertiser: Florida State University

Title: The Now Campaign

Contributors:

Maria Correa, Team Captain

Brock Whitfield , Creative Director

Tom Cruz, Producer

Nicole Narvaez, Creative/Design

Joshua Pittman, Creative/Design

Matthew Ramage, Creative/Copywriter

Louis Deslis, Creative/Copywriter

S11 Mixed Media Campaign

Award: Student Gold ADDY®

Entrant: Ephram Johnson

Advertiser: Tallahassee Community College

Title: Boomhound's Coffee Mixed Media Campaign

Contributors:

Ephram Johnson, Student

Rick Rice, Advisor

Award: Student Silver ADDY®

Entrant: Arrowhead Advertising Team

Advertiser: Florida State University

Title: The Now Campaign

Contributors:

Maria Correa, Team Captain

Brock Whitfield , Creative Director

Christina Morgan , Promotions Director

Melissa Young , Research Director

Arielle Calderon , Media Director

Nicole Narvaez, Creative/Design

Joshua Pittman, Creative/Design

Madisen McDonley, Ilyssa Bernstein, Lauren Fenner,

Mallory Kublin, Emily Asqueri, Ali Storelli , Synergy/Media

Courtney Connell , Research

Natalie Unger , Synergy/Media

S12 A Logo

Award: Student Gold ADDY®

Entrant: Angeline L. Kreucher

Advertiser: Tallahassee Community College (TCC)

Title: Bright Ideas Logo

Contributors:

Angeline Kreucher, Student/Artist

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STUDENT ADDY Categories

S12 A Logo

Rice Rice, Professor

Award: Student Silver ADDY®

Entrant: Brian Ringo

Advertiser: Tallahassee Community College

Title: Soulful Catering

Contributors:

Brian Ringo, Student