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SALES PROMOTION

01 A Catalog

Award: Gold ADDY® Award
Entrant: Miller Brooks
Advertiser: Delta Faucet
Title: Delta Faucet Full Line Catalog
Contributors:
Dan Henne, Creative Director
Dan Shearin, Art Director
Stacy DiBetta, Copywriter
Laurie Durham, Studio
Joanne Johnson, Studio
Thomas Yorgen, Production Manager

03 C Trade Show Exhibit

Award: Gold ADDY® Award
Entrant: Miller Brooks
Advertiser: Delta Faucet
Title: Delta Faucet Touch Screen
Contributors:
Dan Henne, Creative Director
Laurie Durham, Studio
Stacy DiBetta, Copywriter
Vision 3, Staff

04 Video Sales Presentation

Award: Gold ADDY® Award and Judges' Award
Entrant: Miller Brooks
Advertiser: Delta Faucet
Title: H2Okinetic Video
Contributors:
Dan Henne, Creative Director
Dan Shearin, Art Director
Mark Willis, Senior Copywriter

COLLATERAL MATERIAL

07 B Brochure, Color

Award: Gold ADDY® Award
Entrant: Miller Brooks
Advertiser: Kimball Office
Title: Silver Brochure
Contributors:
Patrick Kelley, Executive Creative Director
Mark Willis, Senior Copywriter
Dan Shearin, Art Director
Cari Weis, Studio

Award: Gold ADDY® Award
Entrant: Miller Brooks
Advertiser: Kimball Office
Title: Villa Lounge Piece
Contributors:
Patrick Kelley, Executive Creative Director
Mark Willis, Senior Copywriter
Dan Shearin, Art Director
Laurie Durham, Studio

07 B Brochure, Color

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COLLATERAL MATERIAL**08 E Book Design**

Award: Silver ADDY® Award
Entrant: Richard Harrison Bailey/The Agency
Advertiser: Northwest Nazarene University
Title: Northwest Nazarene University Coherence Manifest
Contributors:
 Rick Bailey, Principal, Creative Director
 Tom Walker, Designer
 Ryan Millbern, Copywriter
 Sam Waterson, Corporate Ethnographer, Account

09 B Poster Campaign

Award: Gold ADDY® Award
Entrant: Cabello Associates
Advertiser: LaPlaza
Title: Fiesta Indianapolis Posters
Contributors:
 Eddy Cabello, Creative Director
 Brad Goodwin, Art Director/Designer/Illustrator

10 B Special Event Invitation

Award: Gold ADDY® Award
Entrant: Hirons & Company
Advertiser: Wishard Hospital
Title: The New Wishard
Contributors:
 Gregory Ballard, Art Director

10 D Special Event Campaign

Award: Silver ADDY® Award
Entrant: Publicis Indianapolis
Advertiser: Conner Prairie
Title: 1863 Civil War Journey Launch
Contributors:
 Darren Halbig, Creative Director
 Karen Chakiry, Executive Creative Director
 Noah Gregg, Art Director
 Kara Yaraschefski, Senior Account Executive
 Tom Hirschauer, President

DIRECT MARKETING**12 B Direct Campaign, B-to-B or Consumer**

Award: Gold ADDY® Award
Entrant: Miller Brooks
Advertiser: T2 Systems Inc.
Title: T2 Direct Mail Campaign
Contributors:
 Cheryl Meininger, Creative Director
 Dan Shearin, Art Director
 Stacy DiBetta, Copywriter
 Cari Weis, Studio
 Thomas Yorgen, Production Manager

13 B Specialty Advertising

Award: Silver ADDY® Award
Entrant: Hendrix Rader Wise
Advertiser: VMS Biomarketing
Title: VMS Summer Camp merit badges
Contributors:

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DIRECT MARKETING

13 B Specialty Advertising

Duane Rader, Creative Director
Greg Clark, Art Director
Matt Barnett, Copywriter

OUT-OF-HOME

15 A Vehicle Graphic Advertising

Award: Gold ADDY® Award
Entrant: MB2 Advertising
Advertiser: Monarch Beverage
Title: Blue Moon Trailer
Contributors:
Jeff Brown, Creative Director
Brian Brinson, President
John Miles, CEO

17 D Site, Exterior Static

Award: Silver ADDY® Award
Entrant: Hirons & Company
Advertiser: Wishard Hospital
Title: The New Wishard
Contributors:
Matt Ganser, Art Director
Jill Dodge, Production Artist

CONSUMER OR TRADE PUBLICATION

22 B Consumer/Trade, Full Page, Color

Award: Silver ADDY® Award
Entrant: Miller Brooks
Advertiser: Kimball Office
Title: Villa Print Ad
Contributors:
Patrick Kelley, Executive Creative Director
Mark Willis, Senior Copywriter
Dan Shearin, Art Director

23 B Consumer/Trade, Spread, Color

Award: Silver ADDY® Award
Entrant: Miller Brooks
Advertiser: Kimball Office
Title: Silver Ad Insert
Contributors:
Patrick Kelley, Executive Creative Director
Mark Willis, Senior Copywriter
Dan Shearin, Art Director
Laurie Durham, Studio
Kevin Christie, Senior Art Director

24 B Consumer/Trade Campaign, Color

Award: Silver ADDY® Award
Entrant: Miller Brooks
Advertiser: Delta Faucet
Title: Delta Faucet Ad Campaign
Contributors:
Dan Henne, Creative Director
Dan Shearin, Art Director
Stacy DiBetta, Copywriter
Laurie Durham, Studio

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CONSUMER OR TRADE PUBLICATION

24 B Consumer/Trade Campaign, Color

Award: Silver ADDY® Award
Entrant: Williams Randall Marketing
Advertiser: The Chef's Academy
Title: Cookbook
Contributors:
 Dan Zumbiel, Senior Writer
 David Cordell, Senior Art Director
 David Stanton, Creative Director
 Justin Wojtowicz, Account Executive

NEWSPAPER

30 B Newspaper Campaign, Color

Award: Gold ADDY® Award
Entrant: Hirons & Company
Advertiser: Office of the Indiana Attorney General
Title: Consequences
Contributors:
 Gregory Ballard, Copywriter
 James Yount, Art Director
 Tom Aschauer, Creative Director

INTERACTIVE MEDIA

36 C Micro or Mini Sites

Award: Silver ADDY® Award
Entrant: Miller Brooks
Advertiser: Kimball Office
Title: Silver Microsite
Contributors:
 Patrick Kelley, Executive Creative Director
 Mark Willis, Senior Copywriter
 Matt Dennis, Interactive Director
 Josh Mitchell, Interactive Designer

36 I Internet Commercials

Award: Silver ADDY® Award
Entrant: St. Claire Group
Advertiser: St. Vincent Health
Title: A Passion for Extraordinary Heart Care
Contributors:
 Curt Chuvalas, Co-Creative Director
 Ken Honeywell, Co-Creative Director / Writer
 Mark Carrel, Agency Producer
 Claire Libbing, Producer
 Ken Haupt, Senior VP / Account Services
 Thom Zimmerman, Director
 Thomas Productions, Production Company

TELEVISION

44 C Local TV

Award: Gold ADDY® Award
Entrant: St. Claire Group
Advertiser: St. Vincent Health
Title: A Passion for Extraordinary Heart Care
Contributors:
 Curt Chuvalas, Co-Creative Director
 Ken Honeywell, Co-Creative Director / Writer
 Mark Carrel, Agency Producer

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TELEVISION**44 C Local TV**

Claire Libbing, Producer
 Ken Haupt, Senior VP / Account Services
 Thom Zimmerman, Director
 Thomas Productions, Production Company

47 A National TV, Consumer Products**Award:** Silver ADDY® Award**Entrant:** Caldwell VanRiper**Advertiser:** Zimmer**Title:** Perfection**Contributors:**

Kamo Atanassov, VP / Creative Director
 Brian Gentrup, Associate Creative Director
 Jessica Husek, Copywriter
 Justin Ginther, Associate Creative Director
 Lamont Chandler, Senior Art Director
 Stacey Lee, Director of Strategic Planning
 Kevin Flynn, President
 Road Pictures, Production
 Scofield Editorial, Editing
 The Basement, Motion Graphics
 Earshot Audio Post, Audio

47 C National TV, Consumer Services**Award:** Silver ADDY® Award**Entrant:** Williams Randall Marketing**Advertiser:** NCAA**Title:** Air**Contributors:**

Dan Zumbiel, Senior Writer
 David Cordell, Senior Art Director
 David Stanton, Creative Director
 Justin Wojtowicz, Account Executive
 Randy Arnold, Director
 Rob Zimmerman, Producer
 Ruben Vela, Editor

Award: Silver ADDY® Award**Entrant:** IMS Productions**Advertiser:** IZOD INDYCAR SERIES**Title:** IZOD INDYCAR TICKET SALES "PAINT"**Contributors:**

Kevin O'Keefe, Animator/Compositor, IMS Productions
 Benji McDonald, Motion Graphics Artist, IMS Productions

MIXED/MULTIPLE MEDIA**52 Mixed-Media, National B-to-B****Award:** Gold ADDY® Award**Entrant:** Miller Brooks**Advertiser:** Kimball Office**Title:** Silver Campaign**Contributors:**

Patrick Kelley, Executive Creative Director
 Mark Willis, Senior Copywriter
 Dan Shearin, Art Director
 Matt Dennis, Interactive Director
 Josh Mitchell, Intereactive Designer

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MIXED/MULTIPLE MEDIA**52 Mixed-Media, National B-to-B**

Award: Gold ADDY® Award and Judges' Award
Entrant: Miller Brooks
Advertiser: Kimball Office
Title: Villa Launch Campaign
Contributors:
 Patrick Kelley, Executive Creative Director
 Mark Willis, Senior Copywriter
 Dan Shearin, Art Director
 Trinity Animations, Staff

Award: Gold ADDY® Award
Entrant: Miller Brooks
Advertiser: Delta Faucet
Title: Delta Faucet Campaign
Contributors:
 Dan Henne, Creative Director
 Dan Shearin, Art Director
 Stacy DiBetta, Copywriter
 Laurie Durham, Studio

54 Mixed-Media, National Consumer

Award: Silver ADDY® Award
Entrant: Caldwell VanRiper
Advertiser: Indianapolis International Airport
Title: 'IND' Campaign
Contributors:
 Kamo Atanassov, VP / Creative Director
 Brian Gentrup, Associate Creative Director
 Justin Ginther, Associate Creative Director
 Lamont Chandler, Senior Art Director
 Jessica Husek, Copywriter
 Deb Tucker, Graphic Designer
 Chris Settimi, Senior Art Director
 Nitasha Khanna, Multimedia Specialist
 Kathy Sundahl, Account Supervisor
 Paula MacVittie, Chairman of the Board

Award: Silver ADDY® Award
Entrant: Hetrick
Advertiser: BlueMile
Title: BlueMile Branding Materials
Contributors:
 Mary Hayes, Co-Creative Director
 Kevin Nelson, Co-Creative Director

ADVERTISING FOR THE ARTS & SCIENCES**55 E Arts, Poster**

Award: Gold ADDY® Award
Entrant: Timber Design Company
Advertiser: Indianapolis International Film Festival
Title: Cinderella Poster
Contributors:
 Lars Lawson, Designer/Illustrator

Award: Silver ADDY® Award
Entrant: Timber Design Company
Advertiser: The Orkestra Projekt
Title: The Atomic Age - Poster
Contributors:
 Lars Lawson, Creative Director/Designer

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ADVERTISING FOR THE ARTS & SCIENCES**55 G Arts, Invitation**

Award: Gold ADDY® Award
Entrant: Cabello Associates
Advertiser: International Violin Competition of Indianapolis
Title: International Violin Competition Invitation & Program
Contributors:
 Eddy Cabello, Creative Director
 Brad Goodwin, Art Director
 Davy Rudolph, Graphic Designer

PUBLIC SERVICE**62 B Public Service, Annual Report**

Award: Silver ADDY® Award
Entrant: Well Done Marketing
Advertiser: Southeast Neighborhood Development (SEND)
Title: SEND Annual Report
Contributors:
 Stephen Nowack, Copywriter
 Josie Jeffries, Design
 Ken Honeywell, Principal, Creative Director
 Scott Woolgar, Principal

64 A Public Service, TV

Award: Gold ADDY® Award and Judges' Award
Entrant: Richmarc Productions, Inc.
Advertiser: IN Worforce Development
Title: Indiana Career Connect 'Bloopers'
Contributors:
 Matt Georgi, Creative Director
 Tom Borne, President
 Reid Trumble, Art Director
 Rick Thompson, DP
 Stephanie Genrich, State Adv. & Mktg. Dir.
 Marc Lotter, Communications Director

Award: Silver ADDY® Award
Entrant: Publicis Indianapolis
Advertiser: Gleaners Food Bank of Indiana
Title: Can't Eat Your Words - TV
Contributors:
 Darren Halbig, Creative Director
 Karen Chakiry, Executive Creative Director
 JanMichael Bennett, Illustrator
 Scofield Editorial, Television Producer
 Earshot Audio Post, Audio Source
 Brittany D'haenens, Account Executive
 Kirk Stahl, Executive VP, Director of Client Services

64 C Public Service, Audio / Visual

Award: BEST OF SHOW ADDY®
Entrant: Caldwell VanRiper
Advertiser: Central Indiana Transit
Title: IndyConnect Spring Video
Contributors:
 Kamo Atanassov, VP / Creative Director
 Brian Gentrup, Associate Creative Director
 Lamont Chandler, Senior Art Director
 Nitasha Khanna, Multimedia Specialist
 Laura Miller, VP / Director of PR
 Corrie Bennett, Account Executive

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PUBLIC SERVICE**64 C Public Service, Audio / Visual**

Award: Gold ADDY® Award
Entrant: Publicis Indianapolis
Advertiser: Juvenile Diabetes Research Foundation
Title: JDRF Fundraising Video
Contributors:
 Sarah Schendel, Senior Art Director
 Jeff Watson, Senior Copy Writer
 Thomas Productions, Video Production
 Earshot Audio Post, Video Sound
 Brittany D'Haenens, Account Executive

68 A Public Service, Campaign

Award: Silver ADDY® Award
Entrant: Borshoff
Advertiser: Indiana Governor's Council for People with Disabilities
Title: Disability Awareness Month Campaign
Contributors:
 Steve Beard, Creative Director
 Shannon Zajicek, Art Director
 Josh Taylor, Graphic Designer
 Penelope Dullaghan, Illustrator
 Amy Hanna, Vice President

68 B Public Service, Mixed Media Campaign

Award: Gold ADDY® Award
Entrant: Caldwell VanRiper
Advertiser: Central Indiana Transit
Title: IndyConnect Campaign
Contributors:
 Kamo Atanassov, VP / Creative Director
 Brian Gentrup, Associate Creative Director
 Lamont Chandler, Senior Art Director
 Justin Ginther, Associate Creative Director
 Nitasha Khanna, Multimedia Specialist
 Laura Miller, VP / Director of PR
 Sean White, Senior Public Affairs Supervisor
 Corrie Bennett, Account Executive

ADVERTISING INDUSTRY SELF-PROMOTION**69 K Self-Promotion, Invitation**

Award: Silver ADDY® Award
Entrant: MillerWhite
Advertiser: MillerWhite
Title: MillerWhite Holiday Card 2010
Contributors:
 Bill White, Co-Owner
 Brian Miller, Co-Owner
 Linda Dockery, Audio/Video Producer
 Evan Burke, Interactive/Audio/Video Producer

71 A Self-Promotion, Campaign

Award: Gold ADDY® Award
Entrant: Timber Design Company
Advertiser: Indianapolis Ad Club
Title: "Call To Arms" - Addy Award Call for Entries
Contributors:
 Lars Lawson, Creative Director/Designer
 Ben Seal, Writer

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ELEMENTS OF ADVERTISING**72 Logo**

Award: Gold ADDY® Award
Entrant: Timber Design Company
Advertiser: Tiger & Taco
Title: Tiger & Taco - Logomark
Contributors:
 Lars Lawson, Creative Director/Designer

Award: Gold ADDY® Award
Entrant: Hetrick
Advertiser: Indiana Veterinary Medical Association
Title: Indiana Veterinary Medical Association Logo
Contributors:
 Mary Hayes, Co-Creative Director
 Kevin Nelson, Co-Creative Director

Award: Silver ADDY® Award
Entrant: Timber Design Company
Advertiser: Rottmann Collier Architects
Title: Rottmann Collier Architects - Logomark
Contributors:
 Lars Lawson, Creative Director/Designer

73 A Illustration

Award: Silver ADDY® Award
Entrant: Timber Design Company
Advertiser: Indianapolis International Film Festival
Title: Cinderella Poster
Contributors:
 Lars Lawson, Designer/Illustrator

75 A Special Effects, Video or Film

Award: Gold ADDY® Award
Entrant: IMS Productions
Advertiser: IZOD INDYCAR SERIES
Title: IZOD INDYCAR TICKET SALES "PAINT" (Creation)
Contributors:
 Kevin O'Keefe, Animator/Composer, IMS Productions
 Benji McDonald, Motion Graphics Artist, IMS Productions

75 B Special Effects, Internet

Award: Gold ADDY® Award
Entrant: Miller Brooks
Advertiser: Kimball Office
Title: Silver Animation
Contributors:
 Patrick Kelley, Executive Creative Director
 Trinity Animations, Staff

Award: Gold ADDY® Award
Entrant: Miller Brooks
Advertiser: Kimball Office
Title: Villa Animation
Contributors:
 Patrick Kelley, Executive Creative Director

75 B Special Effects, Internet

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ELEMENTS OF ADVERTISING

76 C Sound Design

Award: Silver ADDY® Award
Entrant: Caldwell VanRiper
Advertiser: Zimmer
Title: Perfection
Contributors:
Kamo Atanassov, VP / Creative Director
Brian Gentrup, Associate Creative Director
Earshot Audio Post, Sound Design / Audio Edit

77 Cinematography

Award: Gold ADDY® Award
Entrant: Road Pictures
Advertiser: Delta Faucet
Title: Transform - H2O Kinetic
Contributors:
Greg Malone, Exec Producer
Kim Cline, Exec Producer/Line Producer
Joel Umbaugh, Director
Jeff Stonehouse, Director of Photography
Dan Henne , Creative Director