

07 District Seven

16 Augusta Advertising Federation

SALES PROMOTION

Product or Service Sales Presentation

01 A Catalog

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: VeryVera
Title: VeryVera Catalog

Award: Bronze ADDY® Award
Entrant: G-Wiz Designs
Advertiser: Marshall Pierce & Company
Title: Marshall Pierce Collection

01 B Sales Kits or Product Information Sheets

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: IMSCO
Title: IMSCO Sales Kit

Award: Bronze ADDY® Award
Entrant: REDWOLF
Advertiser: Augusta State University
Title: National Science Olympiad Event Folder

Point of Purchase

03 C Trade Show Exhibit

Award: Bronze ADDY® Award
Entrant: PowerServe International
Advertiser: Power Partners Solar
Title: Power Partners Solar Trade Show Display

COLLATERAL MATERIAL

Stationery Package

05 A Flat Printed or Multiple Process

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: J. Porter Adams Construction
Title: J. Porter Adams Identity System

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: Plan C
Title: Plan C Identity System

Award: Bronze ADDY® Award
Entrant: Meybohm Realtors
Advertiser: Meybohm Realtors Marketing Department
Title: Meybohm Marketing Department Business Cards

Award: Bronze ADDY® Award
Entrant: Meybohm Realtors
Advertiser: Meybohm Realtors New Homes Division
Title: Birchfield Marketing Package

Annual Report

06 B Four-color

Award: Silver ADDY® Award
Entrant: Goodwill
Advertiser: Goodwill of Middle Georgia and the CSRA
Title: Ripple Effects Goodwill 2008-09 Annual Report

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COLLATERAL MATERIAL

Award: Silver ADDY® Award
Entrant: University Health Care System
Advertiser: University Health Care System
Title: 2008 Community Benefit Report

Award: Silver ADDY® Award
Entrant: University Health Care System
Advertiser: University Health Care System
Title: Nursing Annual Report

Brochure

07 B Four-color

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: Battle Lumber Company
Title: Battle Lumber Company Brochure

Award: Gold ADDY® Award
Entrant: Mass Media Marketing
Advertiser: Champions Retreat Golf Club
Title: Bungalow Brochure

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: 1V1 Sports, LLC.
Title: KicPocket Brochure

Award: Silver ADDY® Award
Entrant: Meybohm Realtors
Advertiser: Canterbury Farms
Title: Canterbury Farms Brochure

07 C Campaign

Award: Silver ADDY® Award
Entrant: University Health Care System
Advertiser: University Health Care System
Title: Service Line Brochures

Award: Silver ADDY® Award
Entrant: University Health Care System
Advertiser: University Health Care System
Title: General Image Brochure & Folder

Publication Design

08 A Cover

Award: Bronze ADDY® Award
Entrant: Meybohm Realtors
Advertiser: Meybohm Realtors
Title: Meybohm Magazine Cover - Imperial - December

Poster

09 A Single

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: Metro Spirit
Title: Art 45 Poster

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: Sky City
Title: "What A Week" - The Whigs Poster

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: Sky City
Title: "Meat Heart" - Col. Bruce Valentine Poster

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COLLATERAL MATERIAL

Award: Bronze ADDY® Award
Entrant: G-Wiz Designs
Advertiser: Boshears Skyfest 2009
Title: The War Birds Are Back!

09 B Campaign

Award: Gold ADDY® Award and BEST OF SHOW ADDY®
Entrant: wierhouse
Advertiser: Sky City
Title: Sky City Summer Series Campaign

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: Sky City
Title: Sky City Spring Series Campaign

Special Event Material

10 D Campaign

Award: Bronze ADDY® Award
Entrant: Phoenix Printing
Advertiser: Invesco
Title: Invesco Real Estate 2009 Client Conference

DIRECT MARKETING

Business-to-Business or Consumer, Single

11 A Flat

Award: Gold ADDY® Award and Special Judges Award
Entrant: wierhouse
Advertiser: RBW Logistics
Title: A Glimpse Into The Future

CONSUMER OR TRADE PUBLICATION

Fractional Page

21 B Four-color

Award: Silver ADDY® Award
Entrant: Goodwill
Advertiser: Goodwill of Middle Georgia and the CSRA
Title: Shed Personal Baggage

Award: Bronze ADDY® Award
Entrant: Goodwill
Advertiser: Goodwill of Middle Georgia and the CSRA
Title: Alter Your Jean Pool

Award: Bronze ADDY® Award
Entrant: Goodwill
Advertiser: Goodwill of Middle Georgia and the CSRA
Title: Give Up Your Seat

Award: Bronze ADDY® Award
Entrant: Goodwill
Advertiser: Goodwill of Middle Georgia and the CSRA
Title: Save Your Soles

Spread, Multiple Page or Insert

23 B Four-color

Award: Gold ADDY® Award
Entrant: University Health Care System
Advertiser: University Health Care System
Title: Cancer Services Insert

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CONSUMER OR TRADE PUBLICATION

Award: Bronze ADDY® Award
Entrant: University Health Care System
Advertiser: University Health Care System
Title: Heart Month Magazine Insert

Campaign

24 B Four-Color

Award: Silver ADDY® Award
Entrant: Crown Point Communications
Advertiser: Windsor Jewelers
Title: This Year, Toast The Journey

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: The Imaging Centers
Title: "Remember" Campaign

Award: Silver ADDY® Award
Entrant: Goodwill
Advertiser: Goodwill of Middle Georgia and the CSRA
Title: Donate. Feel Great. Campaign

Award: Bronze ADDY® Award
Entrant: wierhouse
Advertiser: Toast Wine and Beverage
Title: "Celebrate" Campaign

NEWSPAPER

Fractional Page

26 B Color (any color besides black)

Award: Gold ADDY® Award and Special Judges Award
Entrant: Metro Spirit
Advertiser: Augusta Roller Derby
Title: Siren's Birthday Bash

Award: Bronze ADDY® Award
Entrant: Metro Spirit
Advertiser: Augusta Roller Derby
Title: ROLLER DERBY!

Award: Bronze ADDY® Award
Entrant: Metro Spirit
Advertiser: Augusta Roller Derby
Title: Tiki Take Down

Award: Bronze ADDY® Award
Entrant: Metro Spirit
Advertiser: Metro Spirit
Title: 20th Anniversary Party

Newspaper Specialty Advertising

29 A Single Insert (of any type)

Award: Bronze ADDY® Award
Entrant: University Health Care System
Advertiser: University Health Care System
Title: June Healthy U

Campaign

30 B Color (any color besides black)

Award: Silver ADDY® Award
Entrant: Metro Spirit
Advertiser: The Loft
Title: The Loft Silhouette

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NEWSPAPER

INTERACTIVE MEDIA

Websites, B-to-B HTML/Other

33 C Services

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: IMSCO
Title: IMSCO Website

Award: Silver ADDY® Award
Entrant: PowerServe International
Advertiser: Superheat FGH
Title: Superheat FGH Website

Websites, Consumer HTML/Other

35 A Products

Award: Gold ADDY® Award
Entrant: Mass Media Marketing
Advertiser: Champions Retreat Golf Club
Title: Champions Retreat Golf Club Website

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: 1V1 Sports, LLC.
Title: KicPocket Website

Award: Silver ADDY® Award
Entrant: Mass Media Marketing
Advertiser: First Choice Home Builders
Title: First Choice Home Builders Website

Award: Silver ADDY® Award
Entrant: Mass Media Marketing
Advertiser: Trillium Communities
Title: Crawford Creek Homes Website

35 B Outlets

Award: Bronze ADDY® Award
Entrant: PowerServe International
Advertiser: Augusta Marriott
Title: Augustino's Restaurant Website

35 C Services

Award: Silver ADDY® Award
Entrant: PowerServe International
Advertiser: Brenda Dansby
Title: Brenda Dansby Agent Site

Award: Silver ADDY® Award
Entrant: PowerServe International
Advertiser: MAU
Title: MAU Website

Award: Bronze ADDY® Award
Entrant: PowerServe International
Advertiser: Trinity on the Hill UMC
Title: Trinity on the Hill Website

Award: Bronze ADDY® Award
Entrant: PowerServe International
Advertiser: Meybohm Realtors
Title: Meybohm Commercial Realtor Website

Interactive Multimedia (CD/DVD)

38 B Consumer

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INTERACTIVE MEDIA

Award: Silver ADDY® Award
Entrant: Moving Canvas Media
Advertiser: Chapman Design Group
Title: Stonebridge - A Great Place to Live

RADIO

Local (one metro)

39 A :30

Award: Silver ADDY® Award
Entrant: Crown Point Communications
Advertiser: Windsor Jewelers
Title: Christmas '09 - Speak Their Language

Award: Bronze ADDY® Award
Entrant: Goodwill
Advertiser: Goodwill of Middle Georgia and the CSRA
Title: Coolest Car Ever

Campaign

40

Award: Silver ADDY® Award
Entrant: Goodwill
Advertiser: Goodwill of Middle Georgia and the CSRA
Title: Car Donation Radio Campaign

TELEVISION

Local, Single (one DMA)

44 B :30

Award: Silver ADDY® Award
Entrant: Hall Marketing, Inc.
Advertiser: Scrubs
Title: For All the Scrubs You Love

Award: Silver ADDY® Award
Entrant: Tranter Grey Media Group
Advertiser: 1 Hour Optical
Title: Make sure you see every minute of it :30 second

Award: Silver ADDY® Award
Entrant: Mass Media Marketing
Advertiser: Horne's Pest Control
Title: Horne's Pest Control Moisture Control

Award: Bronze ADDY® Award
Entrant: Tranter Grey Media Group
Advertiser: Mercedes Benz of Augusta
Title: Mercedes Benz Holidays 09

44 C :60 or more

Award: Silver ADDY® Award
Entrant: Tranter Grey Media Group
Advertiser: 1 Hour Optical
Title: Make sure you see every minute of it :60 second

Local

45 Campaign

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: Saturn of Augusta
Title: "We're With You" TV spots

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TELEVISION

- Award:** Gold ADDY® Award
Entrant: Tranter Grey Media Group
Advertiser: 1 Hour Optical
Title: Make sure you see every minute of it - TV Campaign
- Award:** Gold ADDY® Award
Entrant: The Alison Group
Advertiser: Kendrick Paint & Body
Title: 'Love Your Car' Television Spots
- Award:** Gold ADDY® Award
Entrant: University Health Care System
Advertiser: University Health Care System
Title: Image Campaign
- Award:** Bronze ADDY® Award
Entrant: Crown Point Communications
Advertiser: Windsor Jewelers
Title: The Things You Remember
- Award:** Bronze ADDY® Award
Entrant: WJBF-TV
Advertiser: WJBF-TV
Title: CSRA Sportsman

Regional/National TV, Single

47 C Consumer Services

- Award:** Gold ADDY® Award
Entrant: Mass Media Marketing
Advertiser: Eufora Creditbuilder
Title: Eufora Car Dealer
- Award:** Bronze ADDY® Award
Entrant: Tranter Grey Media Group
Advertiser: Kenneth Shuler Schools of Cosmetology
Title: Kenneth Shuler - 'Inspired' :30 second

Regional/National TV Campaigns

48 C Consumer Services

- Award:** Gold ADDY® Award
Entrant: Mass Media Marketing
Advertiser: Eufora Creditbuilder
Title: Eufora Creditbuilder Campaign
- Award:** Silver ADDY® Award
Entrant: Tranter Grey Media Group
Advertiser: Kenneth Shuler Schools of Cosmetology
Title: Kenneth Shuler - 'Inspired' - TV Campaign

Infomercials

49

- Award:** Silver ADDY® Award
Entrant: Tranter Grey Media Group
Advertiser: Midtown Surgical Specialists
Title: Midtown Surgical Specialists - "Quality of Life" - 10 min
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MIXED/MULTIPLE MEDIA

Consumer, Local

53

- Award:** Gold ADDY® Award
Entrant: wierhouse
Advertiser: University Health Care System
Title: "Listen To Your Heart" Campaign

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MIXED/MULTIPLE MEDIA

- Award:** Gold ADDY® Award
Entrant: wierhouse
Advertiser: Saturn of Augusta
Title: 'We're With You' Campaign
- Award:** Gold ADDY® Award and BEST OF SHOW ADDY - MULTI-MEDIA
Entrant: The Alison Group
Advertiser: Kendrick Paint & Body
Title: 'Love Your Car' Campaign
- Award:** Silver ADDY® Award
Entrant: wierhouse
Advertiser: University Health Care System
Title: 'One life. One hospital.' Campaign
- Award:** Bronze ADDY® Award
Entrant: Crown Point Communications
Advertiser: Windsor Jewelers
Title: Mr. Valentine
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ADVERTISING FOR THE ARTS &

Print

56 A Magazine

- Award:** Bronze ADDY® Award
Entrant: REDWOLF
Advertiser: Westobou Festival, Inc.
Title: Westobou Festival Magazine Wrap
-

PUBLIC SERVICE

Collateral

62 B Annual Report

- Award:** Gold ADDY® Award and Augusta Mosaic
Entrant: Goodwill
Advertiser: Goodwill of Middle Georgia and the CSRA
Title: Ripple Effects Goodwill 2008-09 Annual Report

Broadcast/Electronic

64 A TV

- Award:** Bronze ADDY® Award
Entrant: Mass Media Marketing
Advertiser: United Way of the CSRA
Title: United Way of the CSRA
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ADVERTISING INDUSTRY SELF-

Creative Services and Industry Suppliers

69 F Interactive

- Award:** Gold ADDY® Award
Entrant: PowerServe International
Advertiser: PowerServe International
Title: Powerserve Redesign

69 H Non-Traditional

- Award:** Silver ADDY® Award
Entrant: Mass Media Marketing
Advertiser: Mass Media Marketing
Title: "Warm and Snuggie" Holiday Gift 2009

69 I Direct Marketing / Specialty Items

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ADVERTISING INDUSTRY SELF-

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: wierhouse
Title: wierwolves

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: wierhouse
Title: Have A Drink On The House

69 J Cards / Invitations / Announcements

Award: Silver ADDY® Award
Entrant: Hall Marketing, Inc.
Advertiser: Hall Marketing
Title: Merry Christmas Party

Award: Silver ADDY® Award
Entrant: Mass Media Marketing
Advertiser: Mass Media Marketing
Title: Holiday Fun Card 2009

Award: Bronze ADDY® Award
Entrant: Hall Marketing, Inc.
Advertiser: Hall Marketing
Title: Media Appreciation Brunch

Award: Bronze ADDY® Award
Entrant: PowerServe International
Advertiser: PowerServe International
Title: Powerserve Christmas Card

ELEMENTS OF ADVERTISING

Logo

72

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: Billboard Guru
Title: Billboard Guru Logo

Award: Gold ADDY® Award and Special Judges Award
Entrant: wierhouse
Advertiser: Pendleton King Park
Title: Bark Park Logo

Award: Gold ADDY® Award
Entrant: wierhouse
Advertiser: Industrial Insulation Group, LLC.
Title: SwimBrite Logo

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: Wounded Warrior Care Project - CSRA
Title: Wounded Warrior Logo

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: 1V1 Sports, LLC.
Title: KicPocket Logo

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: Allgood Professional Services
Title: Allgood Professional Services Logo

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: Magnolia Properties
Title: Magnolia Properties Logo

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ELEMENTS OF ADVERTISING

Award: Silver ADDY® Award
Entrant: wierhouse
Advertiser: McCollum Adversiting & Consulting
Title: McCollum Advertising Logo

Award: Silver ADDY® Award
Entrant: Phoenix Printing
Advertiser: Woody's Spirits
Title: Woody's Spirits

Award: Bronze ADDY® Award
Entrant: Phoenix Printing
Advertiser: HavFit / Havird Usry
Title: HavFit

Illustration

73 A Single

Award: Gold ADDY® Award
Entrant: Metro Spirit
Advertiser: Augusta Roller Derby
Title: Sirens Cake Fight

Award: Silver ADDY® Award
Entrant: REDWOLF
Advertiser: RedWolf
Title: Wish I Had - RedWolf Illustration

Photography

74 B Color

Award: Gold ADDY® Award
Entrant: cline-design
Advertiser: KickPocket
Title: Kickpocket

Award: Silver ADDY® Award
Entrant: cline-design
Advertiser: David Stinson
Title: David Stinson

Award: Bronze ADDY® Award
Entrant: cline-design
Advertiser: Robyn and Cissie
Title: Robyn and Cissie

Award: Bronze ADDY® Award
Entrant: cline-design
Advertiser: University Hospital
Title: UH HVI Campaign

LOCAL ONLY CATEGORIES

I Wish I'd Entered That Before

78

Award: Gold ADDY® Award
Entrant: Metro Spirit
Advertiser: Augusta Roller Derby
Title: Soul City Sirens logo
