



2013 ADDYS

DIVDS

WINNERS BOOK

JUDGES



KAT DALAGER

Kat Dalager, of Lifetime Fitness in Minneapolis, didn't get a chance to send in her bio. So, in its place, please enjoy this tribute to advertising's second-greatest cat, Morris.

The "World's Most Finicky Cat," Morris became a household name with his advertisements for 9-Lives cat food. The original Morris was rescued from the Hinsdale Humane Society near Chicago by Bob Martwick, an employee for Leo Burnett Advertising Agency, in 1968. Besides commercials, Morris has also been in the movie, Shamus, with Burt Reynolds and Dyan Cannon, in 1973, and has "written" three books, The Morris Approach, The Morris Method and The Morris Prescription.

LAURA HAND

Laura Hand is the Creative Director at VGM Forbin, an interactive firm located in Waterloo, Iowa. VGM Forbin serves local, regional and national clients in a variety of website, mobile app, SEO and social media projects. Her responsibilities include all aspects of the web design process from content strategy and project management to site design & development. When missing the tactile world, Laura creates hand-made books and invitations.

She has worked with clients such as Lowe's Commercial Services, UNI World Leisure Organization, Waste Management and Phillips Respironics but mostly focuses on the industries of finance and healthcare.

Outside of work, she is the immediate Past President for the Cedar Valley Chapter of the American Advertising Federation (AAF), as well as a chairperson for the AAF-Cedar Valley's ADDY Awards for the last six years.



MIGUEL HERNANDEZ

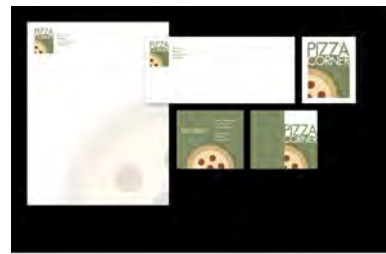
Miguel comes to St. Cloud from the front range of Colorado where the sky is big and the moon is bright. Beginning his career in Chicago with stops at Euro RSCG, Leo Burnett and Ogilvy working on brands such as Walgreens, Allstate, Jim Beam among others, he now finds himself at the Sterling-Rice Group working as senior copywriter in both the communication and innovation space for brands such as Tervis, Intrawest, California Almonds, Children's Hospital Colorado and Pepsi. His work has been featured in Communication Arts, Lurzer's Archive, Graphis, the New York Art Director's Club and Clios. He lives in Boulder with his wife, Kara, and two girls, Lucy and Francie.

STUDENT SILVER

PACKAGING
A. MICHELLE FISCHER
Pulse Gum and Mints
 St. Cloud State University



A.



D.

STATIONERY PACKAGE
D. LAURA ORESTANO
Pizza Corner Stationery
 Alexandria Technical College

STATIONERY PACKAGE
E. MICHELLE TRITZ
Cork & Fork Stationery
 Alexandria Technical College

BROCHURE, ANNUAL REPORT
F. MICHELLE TRITZ
Douglas County Car Care Glove Box Guide
 Alexandria Technical College

POSTER
G. JENNARAE BURICH
ADDYDIYDS poster
 Alexandria Technical College

POSTER
H. CASEY M. WEBER
Mumford & Sons Poster
 Alexandria Technical College

POSTER
I. JESSICA SPARKS
Sweet Dreams
 St. Cloud State University

G.



H.



B.



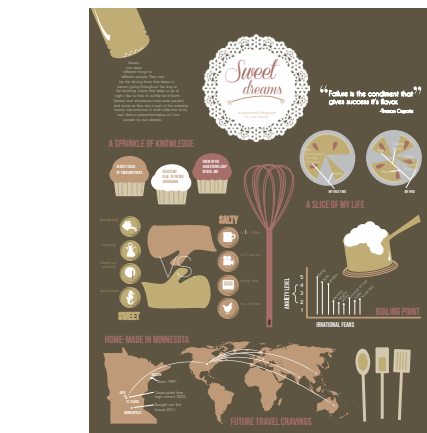
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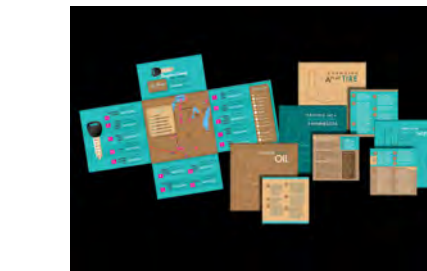
F.



I.



C.



F.



I.



I.



C.



F.



I.



I.



J.



M.



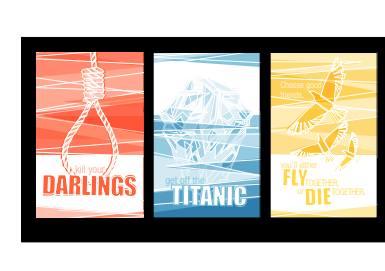
P.



P.



K.



N.



Q.



Q.



L.



O.



R.



R.

STUDENT SILVER

POSTER CAMPAIGN
J. NICOLE PEINE
Hard
 St. Cloud State University

POSTER CAMPAIGN
K. GIUWEN LI
T-Swift Typeface design
 St. Cloud State University

PUBLICATION DESIGN, COVER
L. DYLAN ASCHE
Beautiful Mind Cover
 Alexandria Technical College

PUBLICATION DESIGN, COVER
M. SAVANNAH TOFTE
Book Cover
 Alexandria Technical College

DIRECT MARKETING
N. CASEY WEBER
Adobe Postcards
 Alexandria Technical College

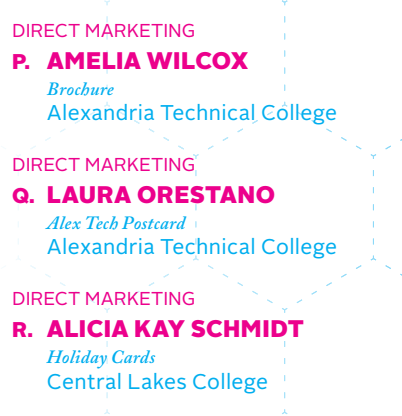
DIRECT MARKETING
O. AIMEE ELIZABETH HARREN
Post Cards
 Alexandria Technical College

DIRECT MARKETING
P. AMELIA WILCOX
Brochure
 Alexandria Technical College

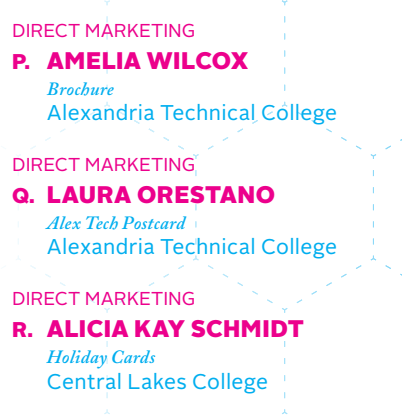
DIRECT MARKETING
Q. LAURA ORESTANO
Alex Tech Postcard
 Alexandria Technical College

DIRECT MARKETING
R. ALICIA KAY SCHMIDT
Holiday Cards
 Central Lakes College

R.



R.



R.

STUDENT SILVER

VISUAL, LOGO

A. LYN WANER

DCCC logo
Alexandria Technical College



A.



D.



G.



VISUAL, LOGO

B. TAMERA GRUNDHOEFER

Click Chick Photography
Central Lakes College



B.



E.



H.



VISUAL, LOGO

C. MATTHEW HANSON

Something Neat
Matthew Hanson Design



C.



F.



I.

VISUAL, ILLUSTRATION, SINGLE

D. ELI THOMPSON

Jazzed up - Self Portrait
Alexandria Technical College

VISUAL, ILLUSTRATION, SINGLE

E. AMBER WINKELS

Illustrator Champagne
Alexandria Technical College

VISUAL, ILLUSTRATION, SINGLE

F. AMBER WINKELS

La Dansuse Master Painting Copy
Alexandria Technical College

VISUAL, ILLUSTRATION, CAMPAIGN

G. TAYLOR WATTS

Shoes Illustrations Book
Alexandria Technical College

VISUAL, ILLUSTRATION, CAMPAIGN

H. TIFFANY JENNIGES

Adobe Technique Cards
Alexandria Technical College

VISUAL, ILLUSTRATION, CAMPAIGN

I. ANGELA COYER

Vintage Hats
Alexandria Technical College



J.



M.



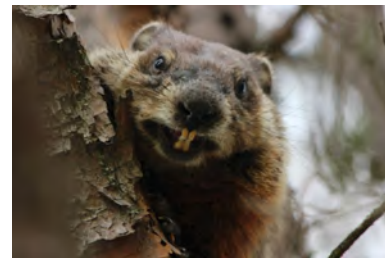
P.



K.



N.



Q.



L.



O.



R.

STUDENT SILVER

VISUAL, ILLUSTRATION, CAMPAIGN

J. TIFFANY JENNIGES

Fishing 101
Alexandria Technical College

VISUAL, ILLUSTRATION, CAMPAIGN

K. AMELIA WILCOX

Rose Book
Alexandria Technical College

VISUAL, ILLUSTRATION, CAMPAIGN

L. SAVANNAH TOFTE

Illustration Techniques Book
Alexandria Technical College

VISUAL, PHOTOGRAPHY, BLACK & WHITE

M. JULIE BETTERMAN

Creation of Eve
Alexandria Technical College

VISUAL, PHOTOGRAPHY, COLOR

N. CHERYL HARRISON

Red Bird
Central Lakes College

VISUAL, PHOTOGRAPHY, COLOR

O. AMBER VARGO

Dedication
Central Lakes College

VISUAL, PHOTOGRAPHY, COLOR

P. BRIANA KUROWSKI

Coming Home
Central Lakes College

VISUAL, PHOTOGRAPHY, COLOR

Q. ANGELA GOFF

SmilingGroundHog
Central Lakes College

VISUAL, PHOTOGRAPHY, COLOR

R. NICHOLAS CUMMINGS

No Life Guard
Central Lakes College

STUDENT SILVER

VISUAL, PHOTOGRAPHY, COLOR

A. NICK WEEKS

Aviation Fun
Central Lakes College



A.

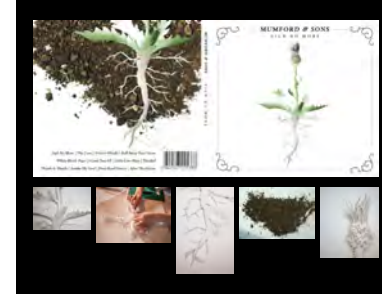
VISUAL, PHOTOGRAPHY, DIGITALLY ENHANCED

B. ANGELA GOFF

Light of my Heart
Central Lakes College



B.



A.



B.



C.



D.



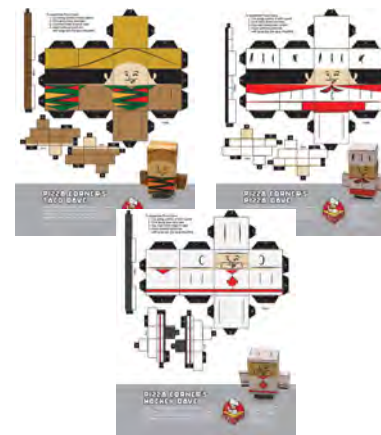
E.



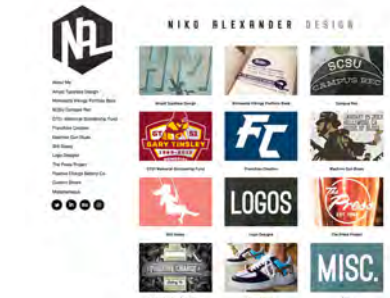
F.



G.



H.



I.

STUDENT GOLD

PACKAGING

A. JULIE BETTERMAN

Mumford & Sons Album Artwork
Alexandria Technical College

PACKAGING

B. TAMERA GRUNDHOEFER

Tea3
Central Lakes College

STATIONERY PACKAGE

C. HALI DANIELSON

Schubert Supply Company
Central Lakes College

POSTER

D. DYLAN ASCHE

Vote Poster
Alexandria Technical College

POSTER CAMPAIGN

E. VANESSA SOLARZ

Car Care Poster Series
Alexandria Technical College

POSTER CAMPAIGN

F. CRISTHIAN ARIAS

LGBT PROMO CAMPAIGN
St. Cloud State University

POSTER CAMPAIGN

G. LUKE KLEIN

Gilman Days
St. Cloud State University

CAMPAIGN

H. ELI THOMPSON

Pizza Dave Doll Promotion
Alexandria Technical College

WEBSITE

I. NIKO ALEXANDER

Portfolio Website
St. Cloud State University

STUDENT GOLD

MULTIMEDIA DVD

A. AMY GAMBRINO
Notebook Animation
Alexandria Technical College



A.

BUSINESS-TO-CONSUMER

B. ALICIA KAY SCHMIDT
Frosted Cravings
Central Lakes College



B.

VISUAL, LOGO

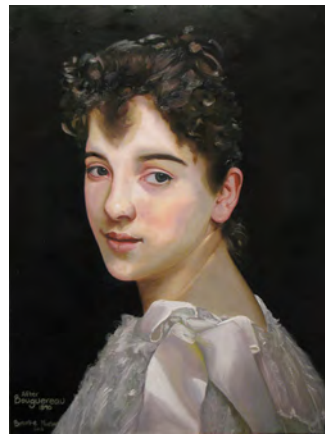
C. SAVANNAH TOFTE
Maritime Gardens Logo
Alexandria Technical College



C.

VISUAL, ILLUSTRATION, SINGLE

D. BROOKE NIELAND
Master Painting Copy
Alexandria Technical College



D.

VISUAL, ILLUSTRATION, SINGLE

E. TIFFANY JENNIGES
Portrait of Charly Paige
Alexandria Technical College



E.

VISUAL, ILLUSTRATION, SINGLE

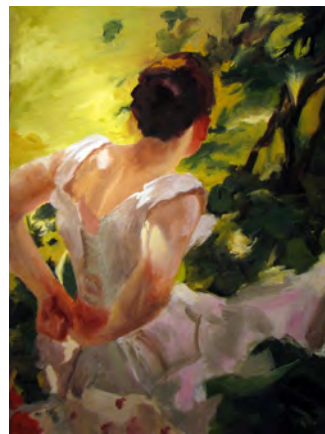
F. JESSICA HUBENETTE
Master Copy - William Merritt Chase
Alexandria Technical College



F.

VISUAL, ILLUSTRATION, SINGLE

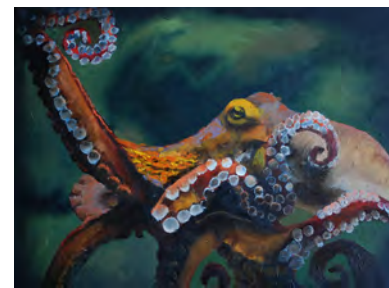
G. JULIE BETTERMAN
Woman Dressing- Master Copy of Anders Zorn
Alexandria Technical College



G.

VISUAL, ILLUSTRATION, SINGLE

H. JULIE BETTERMAN
Tentacles
Alexandria Technical College



H.

VISUAL, ILLUSTRATION, SINGLE

I. TIFFANY JENNIGES
Johnny Cash
Alexandria Technical College



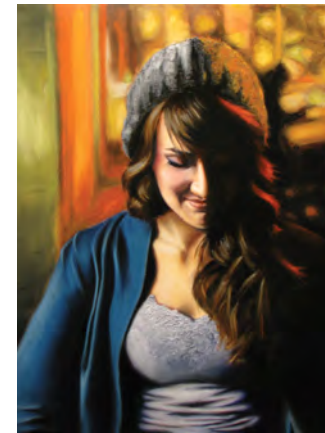
I.



J.



K.



L.

STUDENT GOLD

VISUAL, ILLUSTRATION, SINGLE
J. ELIZABETH HAUSMANN
Self-Portrait
Alexandria Technical College

VISUAL, ILLUSTRATION, SINGLE
K. MICHELLE TRITZ
Cow Oil Painting
Alexandria Technical College

VISUAL, ILLUSTRATION, SINGLE
L. LAURA ORESTANO
Orestano Self-Portrait
Alexandria Technical College

VISUAL, ILLUSTRATION, SINGLE
M. VANESSA SOLARZ
Self-Portrait Oil on Canvas
Alexandria Technical College



VISUAL, PHOTOGRAPHY, COLOR
N. CHERYL HARRISON
simplicity
Central Lakes College

VISUAL, PHOTOGRAPHY, COLOR
O. JAMIE BIRKEDAH
The gate of hopes and dreams
Central Lakes Collage



STUDENT JUDGE'S CHOICE

POSTER CAMPAIGN
LUKE KLEIN
Gilman Days
 St. Cloud State University



**THE BEST 0.5 SQ MILES AROUND
 MOSY ON DOWN AND SEE FOR YOURSELF AT
 GILMAN DAYS JULY 27-29**

SOFTBALL TOURNAMENTS STREET DANCE SK RUN MEDALLION HUNT CRAFT SALE VOLLEYBALL TOURNAMENT
 GRAND CASINO ENTERTAINMENT PARADE WALTZERS BAND KID'S GAMES KNIGHTS OF COLUMBUS SINGO
 SANCTIONED KIDDE TRACTOR PULL RAFFLE DRAWINGS



**DON'T BLINK OR YOU'LL MISS US
 AND YOU'D HAVE TO WAIT 'TIL NEXT YEAR
 GILMAN DAYS JULY 27-29**

SOFTBALL TOURNAMENTS STREET DANCE SK RUN MEDALLION HUNT CRAFT SALE VOLLEYBALL TOURNAMENT
 GRAND CASINO ENTERTAINMENT PARADE WALTZERS BAND KID'S GAMES KNIGHTS OF COLUMBUS SINGO
 SANCTIONED KIDDE TRACTOR PULL RAFFLE DRAWINGS



**244 WILL BECOME MANY MORE
 THIS TOWN HASN'T BEEN SO FULL SINCE LAST YEAR
 GILMAN DAYS JULY 27-29**

SOFTBALL TOURNAMENTS STREET DANCE SK RUN MEDALLION HUNT CRAFT SALE VOLLEYBALL TOURNAMENT
 GRAND CASINO ENTERTAINMENT PARADE WALTZERS BAND KID'S GAMES KNIGHTS OF COLUMBUS SINGO
 SANCTIONED KIDDE TRACTOR PULL RAFFLE DRAWINGS



STUDENT JUDGE'S CHOICE

INTEGRATED CAMPAIGNS, BUSINESS-TO-CONSUMER
ALICIA KAY SCHMIDT
Frosted Cravings
 Central Lakes College

STUDENT JUDGE'S CHOICE

VISUAL, ILLUSTRATION, SINGLE
VANESSA SOLARZ
Self-Portrait Oil on Canvas
Alexandria Technical College



STUDENT BEST OF SHOW

COLLATERAL MATERIAL, STATIONERY PACKAGE
HALI DANIELSON
Schubert Supply Company
Central Lakes College



2013 ADDYS

DIYDS

PROFESSIONALS

PRO SILVER

SALES PROMOTION, CATALOG

A. ADVENTURE ADVERTISING

Your Inspiration at Home Catalog
Your Inspiration at Home



PACKAGING, SINGLE UNIT

B. JOHNSON GROUP

Landucci Limoncello
Distiller Sales



PACKAGING, SINGLE UNIT

C. CREATIVE MEMORIES

Tool Kit
Creative Memories



STATIONERY PACKAGE, FLAT PRINTED

D. CREATIVE MEMORIES

Just Because Card Set
Creative Memories



BROCHURE, FOUR-COLOR

E. GASLIGHT CREATIVE

Mathew Hall Booklet
Mathew Hall



PUBLICATION DESIGN, COVER

F. THELEN ADVERTISING

St. Cloud Visitors Guide Cover
St. Cloud Convention and Visitors Bureau



BOOK DESIGN (ENTIRE BOOK)

G. ADVENTURE ADVERTISING

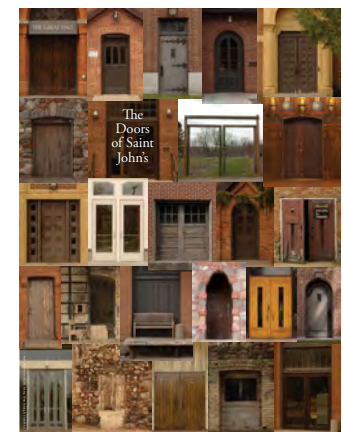
Joy Fast to Fabulous Book
Creative Memories



POSTER, SINGLE

H. SAINT JOHN'S UNIVERSITY

The Doors of Saint John's
Saint John's University



SPECIAL EVENT MATERIAL, CARD

I. JOHNSON GROUP

Holiday Card 2012
APH



J.



K.



L.



M.



N.



O.



P.



Q.



R.

PRO SILVER

OUTDOOR BOARD, FLAT

J. RED HOUSE MEDIA

Crow River Dental "Big Smiles" Billboard
Crow River Dental

OUTDOOR BOARD, EXTERIOR STILL OR STATIC

K. UPLAND ADVERTISING & DESIGN, LLC.

Bar Harbor Supper Club
Bar Harbor Supper Club

OUT-OF-HOME, CAMPAIGN

L. GASLIGHT CREATIVE

Third Street Brewhouse Billboard
Third Street Brewhouse

NON-TRADITIONAL ADVERTISING, SINGLE

M. GASLIGHT CREATIVE

Third Street Brewhouse Mask
Third Street Brewhouse

CONSUMER OR TRADE PUBLICATION, FULL PAGE

N. GASLIGHT CREATIVE

Third Street Brewhouse Print Ad
Third Street Brewhouse

CONSUMER OR TRADE PUBLICATION, FULL PAGE

O. ADVENTURE ADVERTISING

Impressions Ad: Shirt
Park Tools

CONSUMER OR TRADE PUBLICATION, CAMPAIGN

P. GASLIGHT CREATIVE

Third Street Brewhouse Ad Campaign
Third Street Brewhouse

NEWSPAPER, CAMPAIGN, COLOR

Q. GASLIGHT CREATIVE

Albany Apothecary Newspaper Ads
Albany Apothecary

DIGITAL ADVERTISING, WEBSITES, CONSUMER

R. LEIGHTON INTERACTIVE

Andy's Harley Davidson
Andy's Harley Davidson

PRO SILVER

DIGITAL ADVERTISING, WEBSITES, SERVICES

A. RED HOUSE MEDIA

Staples Area Website
The City of Staples



A.

INTEGRATED CAMPAIGNS, B-TO-B, REG./ NATL.

B. CREATIVE MEMORIES

Incentive Trip Campaign
Creative Memories



B.

INTEGRATED CAMPAIGNS, CONSUMER, LOCAL

C. JOHNSON GROUP

BINGO Campaign
Riverwood Healthcare Center



C.

ARTS & SCIENCES, INTEGRATED CAMPAIGN

D. ADVENTURE ADVERTISING

2012-13 Theatre Season Campaign
Great Theatre



D.

PUBLIC SERVICE, INTEGRATED CAMPAIGN

E. HENDRICKS MARKETING

2013 St Cloud Area Firefighter Calendar
Leighton Broadcasting



E.

SELF-PROMOTION, STATIONERY PACKAGE

F. SOULO COMMUNICATIONS

Soulo Communications Stationery
Soulo Communications

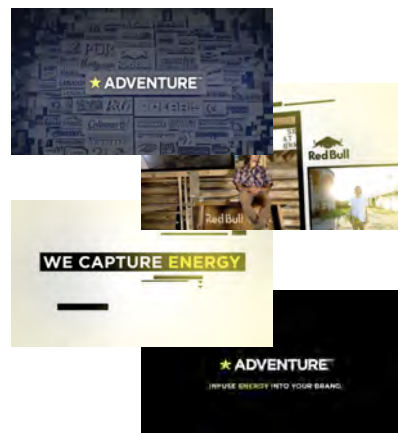


F.

SELF PROMOTION, BROADCAST

G. ADVENTURE ADVERTISING

Sizzle Reel
Self



G.

SELF PROMOTION, DIR. MARKET, SPECIALTY ITEMS

H. SOULO COMMUNICATIONS

Thought That Counts - Brain Ice Molds
Soulo Communications



H.

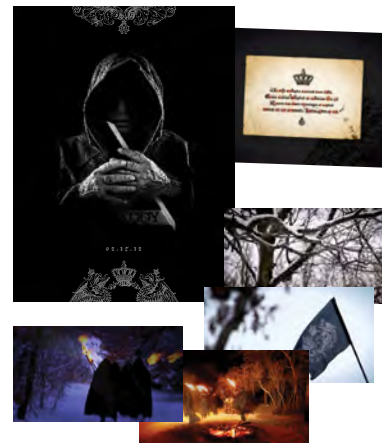
SELF PROMOTION, CARDS, INVITATIONS OR ANNOUNCEMENTS

I. ADVENTURE ADVERTISING

Self Promotion - Open House Invite
Self



I.



J.



K.



L.



M.

PRO SILVER

SELF PROMOTION, INTEGRATED CAMPAIGN

J. ADVENTURE ADVERTISING

2012 Addy Materials
Adfed

ELEMENTS OF ADVERTISING, LOGO

K. HATLINGFLINT

Avinity Logo
Avinity

ELEMENTS OF ADVERTISING, ILLUSTRATION, CAMPAIGN

L. ADVENTURE ADVERTISING

Fluffy & Fido Illustrations
Creative Memories

ELEMENTS OF ADVERTISING, ILLUSTRATION, CAMPAIGN

M. CREATIVE MEMORIES

Nordic Christmas
Creative Memories

PRO GOLD

SALES PROMOTION, CATALOG

A. ADVENTURE ADVERTISING

Man Cave Catalog
Man Cave



A.

SALES PROMOTION, PACKAGING, CAMPAIGN

B. GASLIGHT CREATIVE

Third Street Brewhouse Packaging
Third Street Brewhouse



B.

SALES PROMOTION, CAMPAIGN

C. GASLIGHT CREATIVE

Third Street Brewhouse Tap Handles
Third Street Brewhouse



C.

COLLATERAL MATERIAL, BOOK DESIGN

D. ADVENTURE ADVERTISING

Here's to Fabulous You Book
Creative Memories



D.



E.



F.

COLLATERAL MATERIAL, SPECIAL EVENT, INVITATION

E. HATLINGFLINT

A Cause for Celebration Invitation
Greater St. Cloud Development Corporation

OUT-OF-HOME, CAMPAIGN

F. RED HOUSE MEDIA

Ernie's on Gull Lake Spring and Winter Billboards
Ernie's on Gull Lake

OUT-OF-HOME, CAMPAIGN

G. GASLIGHT CREATIVE

Third Street Brewhouse Illustration
Third Street Brewhouse



G.



H.

DIGITAL ADVERTISING, WEBSITES, CONSUMER, PRODUCTS

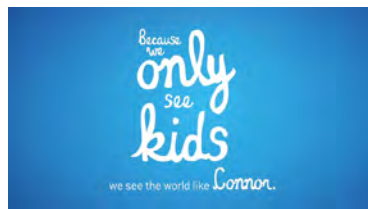
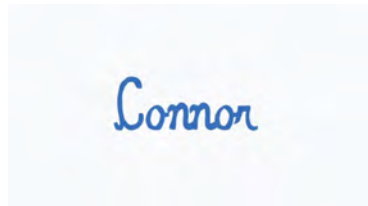
H. GASLIGHT CREATIVE

Third Street Brewhouse Website
Third Street Brewhouse

PRO GOLD

DIGITAL ADVERTISING, VIDEO, BRANDED CONTENT, MORE THAN 60 SECONDS

A. HATLINGFLINT
CentraCare Children's Center Video
 CentraCare Health System



A.

DIGITAL ADVERTISING, CAMPAIGN

B. HATLINGFLINT
CentraCare Children's Center Digital Campaign
 CentraCare Health System



B.

TELEVISION, TV SELF-PROMOTION, LOCAL (ONE DMA), SINGLE

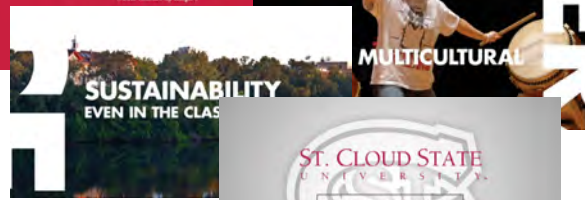
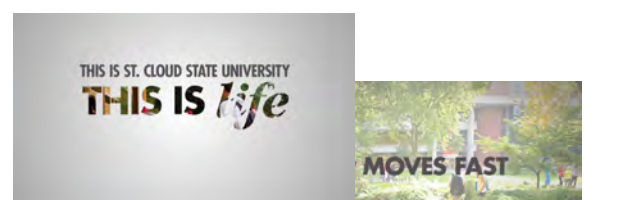
C. HATLINGFLINT
St. Cloud State University Self Promotion 60 spot
 St. Cloud State University



C.

TELEVISION, REGIONAL/NATIONAL TV, SINGLE, SERVICES

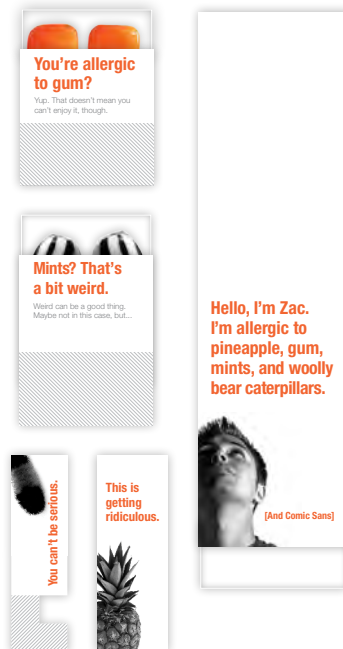
D. HATLINGFLINT
St. Cloud State University Self Promotion 90 spot
 St. Cloud State University



D.



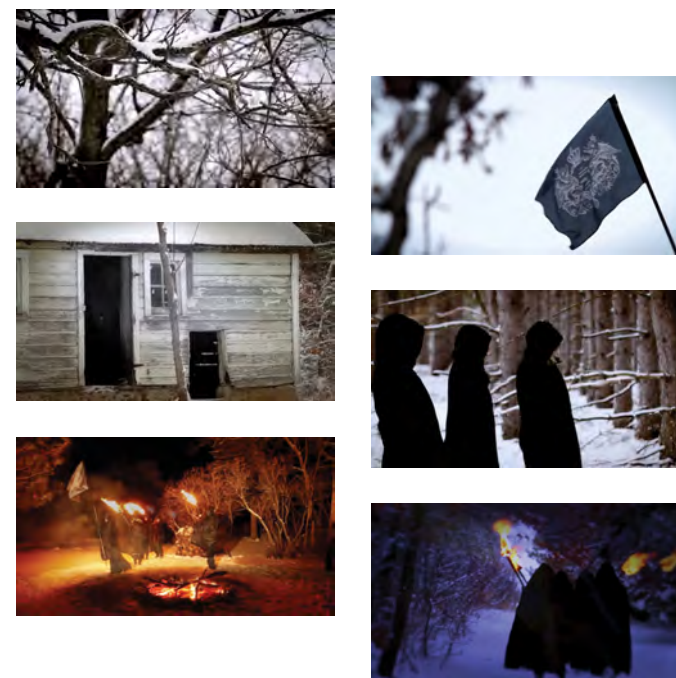
E.



G.



F.



H.

PRO GOLD

INTEGRATED CAMPAIGNS, CONSUMER, LOCAL

E. ADVENTURE ADVERTISING
"Like" Ad Campaign / Website
 Northern Eye Center

SELF-PROMOTION, PRINT

F. IMPARTIUM
Impartium Business Card
 Impartium

SELF-PROMOTION, DIRECT MARKETING, SPECIALTY ITEMS

G. ZAC BETTENDORF CREATIVE
Self-Promotional Take Away
 Zac Bettendorf Creative

SELF-PROMOTION, AD CLUB OR MARKETING CLUB

H. QUARTERTON PRODUCTIONS
We The Federation
 AAF of Central Minnesota

**PRO
GOLD**

ELEMENTS OF ADVERTISING, LOGO

A. ADVENTURE ADVERTISING

Ski Gull Logo
Mount Ski Gull



ELEMENTS OF ADVERTISING,
ILLUSTRATION, CAMPAIGN

B. CREATIVE MEMORIES

Hocus Pocus
Creative Memories



ELEMENTS OF ADVERTISING,
PHOTOGRAPHY, BLACK & WHITE

C. ADVENTURE ADVERTISING

Military
Evinrude



ELEMENTS OF ADVERTISING,
PHOTOGRAPHY, CAMPAIGN

D. ADVENTURE ADVERTISING

Your Inspiration at Home Photography
Your Inspiration at Home



**PRO
GOLD**

ELEMENTS OF ADVERTISING,
PHOTOGRAPHY, CAMPAIGN

E. ADVENTURE ADVERTISING

Off-Road
Polaris

ELEMENTS OF ADVERTISING,
PHOTOGRAPHY, CAMPAIGN

F. ADVENTURE ADVERTISING

Jagged X Razer
Polaris

PRO JUDGE'S CHOICE

COLLATERAL MATERIAL,
SPECIAL EVENT MATERIAL, INVITATION
HATLING FLINT
A Cause for Celebration Invitation
Greater St. Cloud Development Corporation

HatlingFlint Creative & Account Team,
Creative Strategy, Copywriting & Design

LET'S GO.
The world awaits.

A CAUSE FOR CELEBRATION
Your boarding pass is enclosed.

ITINERARY
DATE: JANUARY 9, 2013
DESTINATION: ST. CLOUD REGIONAL AIRPORT
ETA: 12:17 PM
2:03 PM PROGRAM BY AL KREMERS, MAYOR
DAVE KLEIS & BILL TOWLE
FARE: NON-SPONSORS - \$100
SPONSORS - COMPLIMENTARY TICKETS
PER SPONSOR LEVEL
RSVP to Kim Loesch at 320.252.5247 by December 28, 2012.

INSTRUCTIONS:
1. Cut out airplane along dotted lines and fold in half.
2. Insert wings and tail in the slots appropriately marked with A, B or C.
3. Tape a dime to inside nose of the folded airplane and tape nose of plane closed.

FLY ST. CLOUD
FLY ST. CLOUD

A CAUSE FOR CELEBRATION
DATE: JANUARY 9, 2013
DESTINATION: ST. CLOUD REGIONAL AIRPORT
ETA: 12:17 PM
2:03 PM PROGRAM BY AL KREMERS, MAYOR
DAVE KLEIS & BILL TOWLE

LUNCH, BEER, WINE
IN-FLIGHT SERVICE

Show your pride by creating and displaying your own aircraft (see inside).

PRO JUDGE'S CHOICE

DIGITAL ADVERTISING,
WEBSITES, CONSUMER, PRODUCTS
GASLIGHT CREATIVE
Third Street Brewhouse Website
Third Street Brewhouse

Kelly Zaske, *Marketing Strategist*
Jodie Pundsack, *Creative Strategist*
Michael Nelsen, *Interactive Media Director*
Ami Ohmann, *Copywriter/Account Manager*
Dan Benzick, *SEO Dynamo*
Marcela Ramos, *Junior Graphic Designer/Web Designer*

THIRD STREET BREWHOUSE
It's all about the beer!

Home | The Menu | The Brewhouse | Taps | Events | Beer Choice | Beer Focus | Blog | Community | Contact | Careers

LOST TROUT
4.7% alc/vol
Brewed with 100% malted barley and water from the Cascade Mountains. Brewed with 100% malted barley and water from the Cascade Mountains. Brewed with 100% malted barley and water from the Cascade Mountains.

Find the Brew Near You

JOIN THE BEER CLUB
Sign up

EARN SOME GRATITUDE FOR THE ATTITUDE
Text your photo to [number]
Vote for your favorite

Your Round Ups
Lost Trout
Blue to the Top

**PRO
JUDGE'S CHOICE**

ELEMENTS OF ADVERTISING, LOGO

ADVENTURE ADVERTISING

Ski Gull Logo
Ski Gull

Sam Voss, *Account Executive*
Tom Schmidt, *Art Director*



**PRO - BEST
ART DIRECTION**

SELF-PROMOTION, PRINT

IMPARTIUM

Impartium Business Card
Impartium

Simon Royzman, *Director of Creative Technologies*
Kristie Haubrich, *Interactive Producer*
Paul Nealy, *Creative Strategist*



PRO - BEST COPYWRITING

SALES PROMOTION, PRODUCT OR SERVICE SALES PRESENTATION, CATALOG
ADVENTURE ADVERTISING
Man Cave Catalog
 Man Cave

Matt Jensen, *Creative Strategy*
 Matt Jensen, *Account Executive*
 Brad Alexenko, *Art Director*
 Matt Jensen, *Copywriter*
 John Linn, *Photographer*
 Michael Schoenecker, *Photo Technician*

2012 CAVE GUIDE

DRINK & BE MANLY

32 FLAVORS HAND CRAFTED

Man Law
 If a man leaves his chair for a friend, for once it not to be touched or cleaned by anyone. If he does not return to the end of the commercial break, assume he has gone missing or been killed. You can call the police when the game is over.

Apple*
 Bacon Cheeseburger
 BBQ
 Beer

Chicken Bacon Swiss Ranch
 Chicken Chipotle
 Chicken Cordon Bleu
 Chili Cheese

Hot Italian
 Jalapeño and Cheese
 Jalapeño Pineapple*
 Jamison Jerk
 Juicy Kickin' Drizzle

Sauerkraut and Beer
 Signature
 Smoked Andouille
 Smoked Fish
 Southwest Fiesta

Man Law
 It's time that every fan claim the beer for any reason. Never Ever Seriously Never.

Man Cave Coozies *10
 Beer in a can tastes better. It's a Man Cave Coozie. Get a three pack of neoprene coozies designed exclusively for Man Cave.

Bloody Gary Mix 32 oz, \$12
 Finally someone took this drink and ripped the skirt off. Now man up and have a Bloody Gary.

Man Cave Coasters *20
 Make sure you're ready with 20 cardboard Man Cave Coasters.

Man Cave Best Seller!

PRO BEST OF SHOW

SALES PROMOTION, CAMPAIGN
GASLIGHT CREATIVE
Third Street Brewhouse Tap Handles
 Third Street Brewhouse

Kelly Zaske, *Marketing Strategist*
 Jodie Pundsack, *Creative Strategist*
 Matt Haubritsch, *Graphic Designer/Illustrator*
 Michael Nelsen, *Interactive Media Director*



CORPORATE SPONSORS

★ ADVENTURE™



GASLIGHT
creative



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advertising + marketing + PR

impartium
DIGITAL MARKETING

PROMOTIONAL SPONSORS

1 BETTER^{LLC}



CREATIVE
MEMORIES

meta13 interactive



QUARTERTON
productions, inc.



SOULO

THANKS

AGENCY OF RECORD

★ ADVENTURE™

THE 2013 ADDY COMMITTEE

Amy Imdieke & Anita Hollenhorst, *ADDY Chairpersons*

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Bryce Jacobson
Rick Jensen
Jen Keul
Kelsey Krücker

Kayla Nesvold
Corinne Skoog
Greg Skoog

Special thanks to the entire committee and all other volunteers who helped with this year's event. We appreciate your time and devotion to central Minnesota's advertising industry!

The image features a dense halftone pattern of small circles in shades of red, blue, and white. A large, semi-transparent blue circle is centered in the image, serving as a background for the text. The text 'FM' is rendered in a white, bold, serif font, positioned centrally within the blue circle. The overall effect is a high-contrast, textured graphic.

FM