

# Winners Summary

**American Advertising Federation**  
**AAF - Central Minnesota**  
**2012 - 2013 AAF - Central Minnesota**

Award	Title	Entrant	Advertiser
<b>ADVERTISING FOR THE ARTS &amp; SCIENCES</b>			
Silver ADDY® Award	2012-13 Theatre Season Campaign	Adventure Advertising	Great Theatre
<b>ADVERTISING INDUSTRY SELF-PROMOTION</b>			
Gold ADDY® Award	Self-Promotional Take Away	Zac Bettendorf Creative	Zac Bettendorf Creative
Gold ADDY® Award and Best Art Direction	Impartium Business Card	Impartium	Impartium
Gold ADDY® Award	We The Federation	QuarterTon Productions	AAF of Central Minnesota
Silver ADDY® Award	2012 Addy Materials	Adventure Advertising	Adfed
Silver ADDY® Award	Self Promotion - Open House Invite	Adventure Advertising	Self
Silver ADDY® Award	Sizzle Reel	Adventure Advertising	Self
Silver ADDY® Award	Soulo Communications Stationery	Soulo Communications	Soulo Communications
Silver ADDY® Award	Thought That Counts - Brain Ice Mold	Soulo Communications	Soulo Communications
<b>COLLATERAL MATERIAL</b>			
Gold ADDY® Award	Here's to Fabulous You Book	Adventure Advertising	Creative Memories
Gold ADDY® Award and Judge's Choice	A Cause for Celebration Invitation	HatlingFlint	Greater St. Cloud Development Corporation
Silver ADDY® Award	St. Cloud Visitors Guide Cover	Thelen Advertising	St. Cloud Convention and Visitors Bureau
Silver ADDY® Award	Holiday Card 2012	Johnson Group	APH
Silver ADDY® Award	The Doors of Saint John's	Saint John's University	Saint John's University
Silver ADDY® Award	Mathew Hall Booklet	Gaslight Creative	Mathew Hall
Silver ADDY® Award	Joy Fast to Fabulous Book	Adventure Advertising	Creative Memories
Silver ADDY® Award	Just Because Card Set	Creative Memories	Creative Memories
<b>CONSUMER OR TRADE PUBLICATION</b>			
Silver ADDY® Award	Third Street Brewhouse Ad Campaign	Gaslight Creative	Third Street Brewhouse
Silver ADDY® Award	Third Street Brewhouse Print Ad	Gaslight Creative	Third Street Brewhouse
Silver ADDY® Award	Impressions ad: Shirt	Adventure Advertising	Park Tools
<b>DIGITAL ADVERTISING</b>			
Gold ADDY® Award and Judge's Choice	Third Street Brewhouse Website	Gaslight Creative	Third Street Brewhouse
Gold ADDY® Award	CentraCare Children's Center Digital C	HatlingFlint	CentraCare Health System
Gold ADDY® Award	CentraCare Children's Center Video	HatlingFlint	CentraCare Health System
Silver ADDY® Award	Staples Area Website	Red House Media	The City of Staples
Silver ADDY® Award	Andy's Harley Davidson	Leighton Interactive	Andy's Harley Davidson
<b>ELEMENTS OF ADVERTISING</b>			
Gold ADDY® Award	Your Inspiration at Home Photography	Adventure Advertising	Your Inspiration at Home
Gold ADDY® Award and Judge's Choice	Ski Gull Logo	Adventure Advertising	Mount Ski Gull
Gold ADDY® Award	Off-Road	Adventure Advertising	Polaris
Gold ADDY® Award	Jagged X Razr	Adventure Advertising	Polaris
Gold ADDY® Award	Hocus Pocus	Creative Memories	Creative Memories
Gold ADDY® Award	Military	Adventure Advertising	Evinrude
Silver ADDY® Award	Fluffy & Fido Illustrations	Adventure Advertising	Creative Memories
Silver ADDY® Award	Avinity Logo	HatlingFlint	Avinity
Silver ADDY® Award	Nordic Christmas	Creative Memories	Creative Memories

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**INTEGRATED CAMPAIGNS**

Gold ADDY® Award	"Like" Ad Campaign / Website	Adventure Advertising	Northern Eye Center
Silver ADDY® Award	BINGO Campaign	Johnson Group	Riverwood Healthcare Center
Silver ADDY® Award	Incentive Trip Campaign	Creative Memories	Creative Memories

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**NEWSPAPER**

Silver ADDY® Award	Albany Apothecary Newspaper Ads	Gaslight Creative	Albany Apothecary
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**NON-TRADITIONAL ADVERTISING**

Silver ADDY® Award	Third Street Brewhouse Mask	Gaslight Creative	Third Street Brewhouse
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**OUT-OF-HOME**

Gold ADDY® Award	Ernie's on Gull Lake Spring and Winte	Red House Media	Ernie's on Gull Lake
Gold ADDY® Award	Third Street Brewhouse Illustration	Gaslight Creative	Third Street Brewhouse
Silver ADDY® Award	Crow River Dental "Big Smiles" Billboa	Red House Media	Crow River Dental
Silver ADDY® Award	Third Street Brewhouse Billboard	Gaslight Creative	Third Street Brewhouse
Silver ADDY® Award	Bar Harbor Supper Club	Upland Advertising & Design, LLC.	Bar Harbor Supper Club

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**PUBLIC SERVICE**

Silver ADDY® Award	2013 St Cloud Area Firefighter Calend	Hendricks Marketing	Leighton Broadcasting
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**SALES PROMOTION**

BEST OF SHOW ADDY® and Gold ADDY® Award	Third Street Brewhouse Tap Handles	Gaslight Creative	Third Street Brewhouse
Gold ADDY® Award and Best Copywriting	Man Cave Catalog	Adventure Advertising	Man Cave
Gold ADDY® Award	Third Street Brewhouse Packaging	Gaslight Creative	Third Street Brewhouse
Silver ADDY® Award	Landucci Limoncello	Johnson Group	Distiller Sales
Silver ADDY® Award	Your Inspiration at Home Catalog	Adventure Advertising	Your Inspiration at Home
Silver ADDY® Award	Tool Kit	Creative Memories	Creative Memories

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**STUDENT ADDY Categories**

Student BEST OF SHOW ADDY® and Student Gold ADDY®	Schubert Supply Company	Hali Danielson	Central Lakes College
Student Gold ADDY®	simplicity	Cheryl Harrison, Central Lakes College	Central Lakes College
Student Gold ADDY®	The gate of hopes and dreams	Jamie Birkedahl, Central Lakes Collage	Central Lakes Collage
Student Gold ADDY®	Vote Poster	Dylan Asche, ATCC	ATCC
Student Gold ADDY® and Student Judge's Choice	Self-Portrait Oil on Canvas	Vanessa Solarz, ATCC	ATCC
Student Gold ADDY®	Master Painting Copy	Brooke Nieland, Brooke Nieland	Brooke Nieland
Student Gold ADDY®	Pizza Dave Doll Promotion	Eli Thompson, ATCC	ATCC
Student Gold ADDY®	Portrait of Charly Paige	Tiffany Jenniges, Alexandria Technical and Community	Alexandria Technical and Community College
Student Gold ADDY®	Master Copy - William Merritt Chase	Jessica Hubenette, ATCC	ATCC
Student Gold ADDY®	Mumford & Sons Album Artwork	Julie Betterman, Alexandria Technical Community Colle	Alexandria Technical Community College
Student Gold ADDY®	Car Care Poster Series	Vanessa Solarz, ATCC	ATCC
Student Gold ADDY®	Notebook Animation	Amy Gambrino, ATCC	ATCC
Student Gold ADDY®	Woman Dressing- Master Copy of Anc	Julie Betterman, Alexandria Technical Community Colle	Alexandria Technical Community College
Student Gold ADDY®	Tentacles	Julie Betterman, Alexandria Technical Community Colle	Alexandria Technical Community College
Student Gold ADDY®	Johnny Cash	Tiffany Jenniges, Alexandria Technical and Community	Alexandria Technical and Community College
Student Gold ADDY®	Self Portrait	Elizabeth Hausmann, Alexandria Technical and Commu	Alexandria Technical and Community College
Student Gold ADDY®	Cow Oil Painting	Michelle Tritz, Alexandria Technical and Community Co	Alexandria Technical and Community College
Student Gold ADDY®	Maritime Gardens Logo	Savannah Tofte, Alexandria Technical & Community Cc	Alexandria Technical & Community College
Student Gold ADDY®	Orestano Self Portrait	Laura Orestano, Alexandria Technical College	Alexandria Technical College
Student Gold ADDY® and Student Judge's Choice	Frosted Cravings	Alicia Kay Schmidt, Central Lakes College	Central Lakes College
Student Gold ADDY®	Tea3	Tamera Grundhoefer, Central Lakes College	Central Lakes College
Student Gold ADDY® and Student Judge's Choice	Gilman Days	Luke Klein, Saint Cloud State University	Saint Cloud State University

Student Gold ADDY®	LGBT PROMO CAMPAIGN	CRISTHIAN ARIAS, St. Cloud State University	St. Cloud State University
Student Gold ADDY®	Portfolio Website	Niko Alexander, St. Cloud State University	St. Cloud State University
Student Silver ADDY®	Red Bird	Cheryl Harrison, Central Lakes College	Central Lakes College
Student Silver ADDY®	Light of my Heart	Angela Goff, Central Lakes College	Central Lakes College
Student Silver ADDY®	Dedication	Amber Vargo, Central Lakes College	Central Lakes College
Student Silver ADDY®	Coming Home	Briana Kurowski, CLC	CLC
Student Silver ADDY®	SmilingGroundHog	Angela Goff, Central Lakes College	Central Lakes College
Student Silver ADDY®	No Life Guard	Nicholas Cummings, Central Lakes College	Central Lakes College
Student Silver ADDY®	Aviation Fun	Nick Weeks, Central Lakes College	Central Lakes College
Student Silver ADDY®	ADDY DIYDS poster	JennaRae Burich, ATCC	ATCC
Student Silver ADDY®	Beautiful Mind Cover	Dylan Asche, ATCC	ATCC
Student Silver ADDY®	Jazzed up - Self Portrait	Eli Thompson, ATCC	ATCC
Student Silver ADDY®	Shoes Illustrations Book	Taylor Watts, ATCC	ATCC
Student Silver ADDY®	DCCC logo	Lyn Wanek, ATCC	ATCC
Student Silver ADDY®	Adobe Technique Cards	Tiffany Jenniges, Alexandria Technical and Community	Alexandria Technical and Community College
Student Silver ADDY®	Mumford & Sons Poster	Casey M. Weber, ATCC	ATCC
Student Silver ADDY®	Adobe Postcards	Casey Weber, ATCC	ATCC
Student Silver ADDY®	Vintage Hats	Angela Coyer, Alexandria Technical College	Alexandria Technical College
Student Silver ADDY®	Fishing 101	Tiffany Jenniges, Alexandria Technical and Community	Alexandria Technical and Community College
Student Silver ADDY®	Post Cards	Aimee Elizabeth Harren, ATCC	ATCC
Student Silver ADDY®	Brochure	Amelia Wilcox, Alexandria Technical College	Alexandria Technical College
Student Silver ADDY®	Rose Book	Amelia Wilcox, Alexandria Technical College	Alexandria Technical College
Student Silver ADDY®	Creation of Eve	Julie Betterman, Alexandria Technical Community Colle	Alexandria Technical Community College
Student Silver ADDY®	Illustrator Champagne	Amber Winkels, ATCC	ATCC
Student Silver ADDY®	La Dansuse Master Painting Copy	Amber Winkels, ATCC	ATCC
Student Silver ADDY®	Illustration Techniques Book	Savannah Tofte, Alexandria Technical & Community Co	Alexandria Technical & Community College
Student Silver ADDY®	Pizza Corner Stationery	Laura Orestano, Alexandria Technical College	Alexandria Technical College
Student Silver ADDY®	Douglas County Car Care Glove Box C	Michelle Tritz, Alexandria Technical and Community Co	Alexandria Technical and Community College
Student Silver ADDY®	Alex Tech Postcard	Laura Orestano, Alexandria Technical College	Alexandria Technical College
Student Silver ADDY®	Cork & Fork Stationery	Michelle Tritz, Alexandria Technical and Community Co	Alexandria Technical and Community College
Student Silver ADDY®	Book Cover	Savannah Tofte, Alexandria Technical & Community Co	Alexandria Technical & Community College
Student Silver ADDY®	Sweet Dreams	Jessica Sparks, St. Cloud State University	St. Cloud State University
Student Silver ADDY®	Holiday Cards	Alicia Kay Schmidt, Central Lakes College	Central Lakes College
Student Silver ADDY®	Pulse Gum and Mints	Michelle Fischer, Student	Student
Student Silver ADDY®	Click Chick Photography	Tamera Grundhoefer, Central Lakes College	Central Lakes College
Student Silver ADDY®	Hard	Nicole Peine, saint cloud state university	saint cloud state university
Student Silver ADDY®	Something Neat	Matthew Hanson, Matthew Hanson Design	Matthew Hanson Design
Student Silver ADDY®	T-Swift Typeface design	QIUWEN LI, Saint Cloud State University	Saint Cloud State University
Student Silver ADDY®	Camellia's Tea	Kailey Westvig, Cental Lakes College-Staples	Cental Lakes College-Staples
Student Silver ADDY®	Wine Labels	Mark D. Sands, Central Lakes College	Central Lakes College

## TELEVISION

Gold ADDY® Award	Promotion 60 spot	HatlingFlint	St. Cloud State University
Gold ADDY® Award	Promotion 90 spot	HatlingFlint	St. Cloud State University