

2012 AAFCM PROFESSIONAL ADDY® WINNERS**SALES PROMOTION**

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Gold ADDY® Award and Best of Copywriting	for <i>Photo Solutions, Fall/Winter 2011</i>	done by Adventure	for Creative Memories
Gold ADDY® Award	for <i>ArcticShield Hang Tags</i>	done by Absolute Outdoor	for Absolute Outdoor
Gold ADDY® Award	for <i>FIT Packaging</i>	done by Adventure	for Implus Footcare, LLC Sof Sole
Silver ADDY® Award	for <i>Creative Memories Spring 2011 Catalog</i>	done by Creative Memories	for Creative Memories
Silver ADDY® Award	for <i>NDSU T-Shirt 4 Pack</i>	done by Spectrum Marketing Services	for Scheels
Silver ADDY® Award	for <i>Blacklist Beer</i>	done by Affect	for Blacklist Beer
Silver ADDY® Award	for <i>Northwoods Log Homes Tradeshow</i>	done by RedHouseMedia	for Northwoods Long Homes

COLLATERAL MATERIAL

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Gold ADDY® Award and Judge's Choice	for <i>Bayliner Photobook</i>	done by Adventure	for Bayliner Boats
Gold ADDY® Award	for <i>FirstLight Health System Pre-OB Brochure</i>	done by RedHouseMedia	for FirstLight Health System
Gold ADDY® Award	for <i>Lake Country Journal Home Feature</i>	done by Range, Inc.	for Lake Country Journal Magazine
Gold ADDY® Award	for <i>Dear Santa Simply Said</i>	done by Creative Memories	for Creative Memories
Gold ADDY® Award	for <i>Holiday Card</i>	done by Johnson Group	for Automotive Parts Headquarters
Silver ADDY® Award	for <i>Creative Memories Getting Started Guide</i>	done by Creative Memories	for Creative Memories
Silver ADDY® Award	for <i>Friends Simply Said</i>	done by Creative Memories	for Creative Memories

DIRECT MARKETING

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Gold ADDY® Award	for <i>Indian Harvest 2012 Calendar</i>	done by Range, Inc.	for Indian Harvest
Silver ADDY® Award	for <i>myHQ Direct Mailer</i>	done by Tastefully Simple	for Tastefully Simple
Silver ADDY® Award	for <i>Mathew Hall Paint the Town Red</i>	done by Gaslight Creative	for Mathew Hall
Silver ADDY® Award	for <i>Logo Depot Branded Business Gift</i>	done by Creative Memories	for Creative Memories

OUT-OF-HOME

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Silver ADDY® Award	for <i>Northern Beer-Mobile</i>	done by Gaslight Creative	for Cold Spring Brewing Co.
Silver ADDY® Award	for <i>Cuyuna Lakes Signage</i>	done by RedHouseMedia	for Cuyuna Lakes

CONSUMER OR TRADE PUBLICATION

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Gold ADDY® Award and Judge's Choice	for <i>Park Tool "Impressions" ads</i>	done by Adventure	for Park Tools
Silver ADDY® Award	for <i>Rice Lake Construction Print Ad</i>	done by RedHouseMedia	for Rice Lake Construction Print Ad
Silver ADDY® Award	for <i>'Leave A Mark'</i>	done by Adventure	for Rage

INTERACTIVE MEDIA

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Silver ADDY® Award	for <i>Ferche Millwork Website</i>	done by Meta 13 Interactive	for Ferche Millwork
Silver ADDY® Award	for <i>Northway Construction Website</i>	done by RedHouseMedia	for Northway Construction

TELEVISION

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Silver ADDY® Award	for <i>PHS MaryKate TV Spot</i>	done by HatlingFlint	for Pediatric Home Service
Silver ADDY® Award	for <i>Polipnick Insurance Agency - 1 Better Advertising</i>	done by 1 Better Advertising	for Polipnick Insurance Agency

MIXED/MULTIPLE MEDIA

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Gold ADDY® Award	for <i>PHS TV & Online Campaign</i>	done by HatlingFlint	for Pediatric Home Service
Silver ADDY® Award	for <i>Third Street Brewhouse Branding Campaign</i>	done by Gaslight Creative	for Cold Spring Brewing Co.
Silver ADDY® Award	for <i>Good Patina Campaign</i>	done by Gaslight Creative	for Good Patina

ADVERTISING INDUSTRY SELF-PROMOTION

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Gold ADDY® Award and Best of Art Direction	for <i>Creative Survival Kit</i>	done by Johnson Group	for Johnson Group
Gold ADDY® Award and Judge's Choice	for <i>hm erickson Holiday Cards</i>	done by hm erickson design	for hm erickson
Gold ADDY® Award	for <i>Cani d'Italia</i>	done by Lady Dog Design	for Lady Dog Design
Silver ADDY® Award	for <i>Gaslight Website</i>	done by Gaslight Creative	for Gaslight Creative
Silver ADDY® Award	for <i>RedHouseMedia Hockey Board</i>	done by RedHouseMedia	for RedHouseMedia
Silver ADDY® Award	for <i>2011 AAFCM ADDY Awards</i>	done by Adventure	for AAF of Central MN
Silver ADDY® Award	for <i>Discover Your City Online.Com</i>	done by 1 Better Advertising	for Discover Your City Online.com

ELEMENTS OF ADVERTISING

RESULTS	ENTRY TITLE	ENTRANT	ADVERTISER/CLIENT
Gold ADDY® Award and BEST OF SHOW ADDY®	for <i>Red Bull Skate Athletes</i>	done by Adventure	for Red Bull USA
Gold ADDY® Award	for <i>Fish Armor</i>	done by Digital Ink Design and Graphics	for Ice Assault Fish Houses / Clint Foner
Gold ADDY® Award	for <i>Reminisce Travel</i>	done by Creative Memories	for Creative Memories
Gold ADDY® Award	for <i>Tornado Aftermath</i>	done by Adventure	for Initiative Quarterly Magazine
Gold ADDY® Award	for <i>Crestliner MN Fishing</i>	done by Adventure	for Crestliner Boats
Gold ADDY® Award	for <i>Bayliner, 'So Worth It'</i>	done by Adventure	for Bayliner Boats
Gold ADDY® Award	for <i>Nautic Global Group Pontoons</i>	done by Adventure	for Nautic Global Group
Gold ADDY® Award	for <i>Red Bull Skate Action</i>	done by Adventure	for Red Bull USA
Silver ADDY® Award	for <i>Cuyuna Lakes Logo</i>	done by RedHouseMedia	for Cuyuna Lakes
Silver ADDY® Award	for <i>Crow River Dental Logo</i>	done by RedHouseMedia	for Crow River Dental
Silver ADDY® Award	for <i>Reflections</i>	done by Creative Memories	for Creative Memories
Silver ADDY® Award	for <i>Spring and Summer Reflections</i>	done by Creative Memories	for Creative Memories
Silver ADDY® Award	for <i>Holidazzle Collection</i>	done by Adventure	for Creative Memories
Silver ADDY® Award	for <i>Cuyuna Mountain Bike Photography</i>	done by RedHouseMedia	for Cuyuna Mountain Bike Trail
Silver ADDY® Award	for <i>Polaris Razor XP 900</i>	done by Adventure	for Polaris

2012 AAFCM STUDENT ADDY® WINNERS**SALES PROMOTION**

RESULTS	ENTRY TITLE	ENTRANT	ENTRANT SCHOOL
Student Gold ADDY® and Student Judge's Choice	for <i>Just Rice</i>	done by Danelle Hauer	- St. Cloud State University
Student Gold ADDY®	for <i>Innovative & Ecological Design - CD sampler pack</i>	done by Ryan A. Crist	- St. Cloud State University
Student Gold ADDY®	for <i>Being Blue</i>	done by Marshall Brewer	- Saint Cloud State University
Student Silver ADDY®	for <i>DelicYoso Frozen Yogurt Packaging</i>	done by Laura Hurd	- St. Cloud State University
Student Silver ADDY®	for <i>Adidas Watch Packaging</i>	done by Benjamin Menke	- St. Cloud State University

COLLATERAL MATERIAL

RESULTS	ENTRY TITLE	ENTRANT	ENTRANT SCHOOL
Student Gold ADDY® and Student BEST OF SHOW ADDY®	for <i>MLK Poster</i>	done by Lanay Akkanen	- Alexandria Technical College
Student Gold ADDY®	for <i>OPTIMA 9/11</i>	done by Laura Orestano	- Alexandria Technical College
Student Gold ADDY®	for <i>Shark Slaughter</i>	done by Andrea Marie Doughty	- St. Cloud State University
Student Gold ADDY®	for <i>Fancy Cat</i>	done by Brooke Nieland	- Alexandria Technical & Community College
Student Silver ADDY®	for <i>USS Minnesota Stationery</i>	done by Tami M. Erickson	- Alexandria Technical College
Student Silver ADDY®	for <i>Toucan Minnesota Zoo Ad</i>	done by Laura Orestano	- Alexandria Technical College
Student Silver ADDY®	for <i>Birdo</i>	done by Matthew Chevailier	- Alexandria Technical and Community College
Student Silver ADDY®	for <i>Paul Bunyan Poster</i>	done by Matthew Chevailier	- Alexandria Technical and Community College
Student Silver ADDY®	for <i>New Yorker Magazine Cover</i>	done by Ashley Malland	- Alexandria Technical College

DIRECT MARKETING

RESULTS	ENTRY TITLE	ENTRANT	ENTRANT SCHOOL
Student Gold ADDY®	for <i>Exhibit Postcard</i>	done by Jeanie Dinsmore	- St Cloud University
Student Silver ADDY®	for <i>Garamond Poster</i>	done by Shawn Olson	- Alexandria Technical Community College

NON-TRADITIONAL ADVERTISING

RESULTS	ENTRY TITLE	ENTRANT	ENTRANT SCHOOL
Student Gold ADDY®	for <i>Don't Be A Dick !! A Game of Choices</i>	done by Will Imholte & Ellen Stoehr	- St. Cloud State University

CONSUMER OR TRADE PUBLICATION

RESULTS	ENTRY TITLE	ENTRANT	ENTRANT SCHOOL
Student Gold ADDY® and Student Judge's Choice	for <i>CoverGirl Lash Blast Fusion</i>	done by Jason Tham	- St. Cloud State University
Student Gold ADDY®	for <i>So Natural</i>	done by Sarah Bruemmer	- Alexandria Technical College
Student Silver ADDY®	for <i>9_-11</i>	done by Amanda Frieler	- Alexandria Technical & Community College
Student Silver ADDY®	for <i>Krispy Kreme Campaign</i>	done by Sabrina Andersen	- Alexandria Technical and Community College
Student Silver ADDY®	for <i>Endurogar</i>	done by Wesley Seibel	- Alexandria Technical and Community College

INTERACTIVE MEDIA

RESULTS	ENTRY TITLE	ENTRANT	ENTRANT SCHOOL
Student Gold ADDY®	for <i>Blowfish</i>	done by Matthew Chevalier	- Alexandria Technical and Community College
Student Gold ADDY®	for <i>Tip of the Tongue</i>	done by Will Imholte	- St. Cloud State University
Student Silver ADDY®	for <i>Happiness is...</i>	done by Dan Wroblewski	- Alexandria Technical & Community College

MIXED MEDIA

RESULTS	ENTRY TITLE	ENTRANT	ENTRANT SCHOOL
Student Silver ADDY®	for <i>Endurogar Mixed Media Campaign</i>	done by Sabrina Andersen	- Alexandria Technical and Community College
Student Silver ADDY®	for <i>Endurogar</i>	done by Sarah Bruemmer	- Alexandrial Technical College

ELEMENTS OF ADVERTISING

RESULTS	ENTRY TITLE	ENTRANT	ENTRANT SCHOOL
Student Gold ADDY® and Student Judge's Choice	for <i>Tea Etiquette</i>	done by Julie Betterman	- Alexandria Technical Community College
Student Gold ADDY® and Student Judge's Choice	for <i>Vivian Leigh Portrait</i>	done by Brooke Nieland	- Alexandria Technical & Community College
Student Gold ADDY®	for <i>Self Portrait Oil on Canvas</i>	done by Julie Betterman	- Alexandria Technical Community College
Student Gold ADDY®	for <i>Illustration Techniques Book</i>	done by Elizabeth Casavan	- Alexandria Technical and Community College
Student Gold ADDY®	for <i>Master Copy of Norman Rockwell Oil on Canvas</i>	done by Tabitha Woitas	- Alexandria Technical College
Student Gold ADDY®	for <i>Copy of Master Painting By J.L. Gerome</i>	done by Lanay Akkanen	- Alexandria Technical College
Student Gold ADDY®	for <i>Portrait of Jenna</i>	done by Lanay Akkanen	- Alexandria Technical College
Student Gold ADDY®	for <i>Illustration Techniques Book</i>	done by Sabrina Andersen	- Alexandria Technical and Community College
Student Gold ADDY®	for <i>Portrait of Tia</i>	done by Tami M. Erickson	- Alexandria Technical College
Student Gold ADDY®	for <i>Euphemia White Van Rensselaer After George P.A. Healy</i>	done by Tami M. Erickson	- Alexandria Technical College
Student Gold ADDY®	for <i>Illustration Techniques Book</i>	done by Tami M. Erickson	- Alexandria Technical College
Student Gold ADDY®	for <i>Bon appetit</i>	done by Bridget Mitchell	- Alexandria Technical College
Student Gold ADDY®	for <i>Humming Bird</i>	done by Brooke Nieland	- Alexandria Technical & Community College
Student Gold ADDY®	for <i>Fall Color Tour</i>	done by Holly Sutton	- Alexndria Technical College
Student Gold ADDY®	for <i>Owls</i>	done by Brooke Nieland	- Alexandria Technical & Community College
Student Gold ADDY®	for <i>Self Portrait</i>	done by Matthew Adelman	- St Cloud State University
Student Gold ADDY®	for <i>Welcome to the Apocalypse</i>	done by Josie Anundsen	- Central Lakes MN
Student Silver ADDY®	for <i>Endurogar Logo</i>	done by Heather Dau	- Alexandria Technical College
Student Silver ADDY®	for <i>USS Minnesota Submarine Logo</i>	done by Holly Sutton	- Alexndria Technical College
Student Silver ADDY®	for <i>Grainfield Logo</i>	done by Brandon Plum	- Central Lakes College
Student Silver ADDY®	for <i>Detonators</i>	done by Chelsey Hansen	- Central Lakes College
Student Silver ADDY®	for <i>Zebra Oil on Canvas</i>	done by Amanda Nemmers	- Alexandria Technical College
Student Silver ADDY®	for <i>Ladybug Painting</i>	done by Elizabeth Casavan	- Alexandria Technical and Community College
Student Silver ADDY®	for <i>Home for the Holidays</i>	done by Elizabeth Kuhn	- Alexandria Technical College
Student Silver ADDY®	for <i>Orphan Girl at the Cemetery By Delacroix</i>	done by Brittany VanHavermaet	- Alexandria Technical College
Student Silver ADDY®	for <i>Wolf</i>	done by Tami M. Erickson	- Alexandria Technical College
Student Silver ADDY®	for <i>Cabeza De Italiana After Joaquin Sorolla</i>	done by Bridget Mitchell	- Alexandria Technical College
Student Silver ADDY®	for <i>Self Portrait</i>	done by Amanda Frieler	- Alexandrial Technical & Community College
Student Silver ADDY®	for <i>Self-Portrait Oil on Canvas</i>	done by Tracy Martin	- Alexandria Technical College
Student Silver ADDY®	for <i>My Sweet Rose</i>	done by Alexandra Buss	- Alexandria Technical College
Student Silver ADDY®	for <i>T.P. Chaplygin Illustration</i>	done by Matthew Chevailier	- Alexandria Technical and Community College
Student Silver ADDY®	for <i>Master Painting Copy</i>	done by Brooke Nieland	- Alexandria Technical & Community College
Student Silver ADDY®	for <i>Wall Street Sans</i>	done by Ellen Stoehr	- St. Cloud State University
Student Silver ADDY®	for <i>Shelbi Patterns</i>	done by Sarah Bruemmer	- Alexandrial Technical College
Student Silver ADDY®	for <i>Look me in the eye</i>	done by Jessi Sawyer	- Central Lake College
Student Silver ADDY®	for <i>End Of The Trail</i>	done by Ken Heppner	- Central Lakes College
Student Silver ADDY®	for <i>Anticipation</i>	done by Megan Billings	- Central Lakes College
Student Silver ADDY®	for <i>After the Dust Settles</i>	done by Megan Maki	- Central Lakes College
Student Silver ADDY®	for <i>Natures Glass</i>	done by Megan Billings	- Central Lakes College
Student Silver ADDY®	for <i>SuperMan</i>	done by Laura Hill	- St.Cloud Technical & Community College
Student Silver ADDY®	for <i>Peaceful times</i>	done by Kimberly Bollig	- Central Lakes College, Staples
Student Silver ADDY®	for <i>The Lily</i>	done by Brandi Jerby	- Central Lakes College