

ADDY® AWARDS

March 4, 2006 • The Elliot Museum • Hutchinson Island

ad fed TREASURE COAST

4th District American Advertising Federation



The ADDY® Awards recognize creative excellence in advertising. The creative professionals that are recipients of these awards use their talents to help businesses along the Treasure Coast grow and prosper.

The 2006 ADDY winners shown here successfully completed the first step in a three-tiered national competition. The Treasure Coast gold award winners go on to the District (Florida and the Caribbean) competition, and if they win gold there, advance to the national awards competition.

Good luck to our local winners and congratulations to all the participants.

Presented by:

The Advertising Federation of the Treasure Coast
4th District American Advertising Federation

BEST OF SHOW PRINT

The Palm Beach Post for The Palm Beach Post
Stuart Air Show poster
Scott Veloza, Sr. Marketing Designer
Jeanne Martin, Sr. Creative Services Manager
Ellen McLaughlin, Assistant Marketing Director

RADIO

Charchin for Enmark Stations, Inc.
"Giving Away the Store" promotion
Charlie Robb, CD/Writer/Producer
Bob Labeskis, Announcer
Soundbox, Ft Lauderdale, Recording Studio
Chris Monteleone, Engineer
Debbie Cannon, Enmark Marketing Mgr.
Jim Mercer, Enmark VP, GM

ELECTRONIC

Christian Probst for Martin County Department of Engineering
Martin County Artificial Reef Program Web site

JUDGE'S AWARD

Martin Memorial Health Systems
"Infection Control" Poster

GOLD SPONSORS

The Palm Beach Post
Florida Pennysaver
Palm Beach Daily News
La Palma
PalmBeachPost.com

SILVER SPONSORS

WPEC News 12
Solid Waste Authority

CONTRIBUTORS

Fate Photography
Global Design
Grigsby Design
Home Run Liquors
Mike's Trophies & Gifts
PB Graphics

SALES PROMOTION

1B - Product or Service Sales Presentation, Sales Kits or Product Information Sheets
GOLD

Scripps Treasure Coast Newspapers for Scripps Treasure Coast Newspapers "Where The Stars Come Out Every Monday"
Julie Biron, Advertising Collateral Coordinator

GOLD

Simple Success Marketing, Inc. for Sherman Wood Ranches Sherman Wood Ranches Sales Brochure
Jeannette Walsh, President

SILVER

Simple Success Marketing, Inc. for Brackett & Company Triple Crown Sales Brochure
Jeannette Walsh, President

SILVER

Martin Memorial Health Systems for Martin Memorial Health Systems MMHS Center for Health & Healing Toolkit
Lisa McCluskey, Manager Public Relations & Communications
Kate Stemle, Center For Health & Healing
Laurie VanName, Creative Design Supervisor

1C - Product or Service Sales Presentation, Printed Newsletter
SILVER

Martin Memorial Health Systems for Martin Memorial Health Systems MMHS Access Martin Newsletter
Laurie VanName, Creative Design Supervisor
Lisa McCluskey, Manager Public Relations & Communications
Dan Perlman, Creative Design
Scott Samples, Writer

COLLATERAL

MATERIAL
7B - Brochure, Four-color
GOLD

Martin Memorial Health Systems for Martin Memorial Health Systems MMHS Brand Standards Manual
Lisa McCluskey, Manager Public Relations & Communications
Laurie VanName, Creative Design Supervisor
Dan Perlman, Creative Designer
Stephen Moegling, Franklin Street Marketing

SILVER

Strategic Marketing, Inc. for BHD Construction Diamond Sands Brochure
Terry Murphy, Project Director
Ellen Horton, Project Coordinator
Jorge Pagan, Art Director
David Mattox, Copywriter

SILVER

tara biek creative for Martin County Parks and Recreation Activity Guide
Tara Biek, Art Direction

9A - Poster, Single
GOLD

The Palm Beach Post for The Palm Beach Post Stuart Air Show poster
Scott Veloza, Sr. Marketing Designer
Jeanne Martin, Sr. Creative Services Manager
Ellen McLaughlin, Assistant Marketing Director

GOLD

Martin Memorial Health Systems for Martin Memorial Health Systems Did you wash your hands today?
Dan Perlman, Creative Design

SILVER

The Palm Beach Post for City of Port St Lucie Holiday Extravaganza
Sandra Carlile, Graphic Artist

10B - Special Event Material, Invitation
SILVER

Martin Memorial Health Systems for Martin Memorial Health Systems MMHS Doctors Day Celebration
Karen Brown, Marketing Manager
Lisa McCluskey, Public Relations & Communications Manager
Laurie VanName, Creative Design Supervisor

DIRECT MARKETING
11A - Business-to-Business (B-to-B), Single, Flat
SILVER

Scripps Treasure Coast Newspapers for Scripps Treasure Coast Newspapers 2005 Special Section Planner
Julie Biron, Advertising Collateral Coordinator

15A - Specialty Advertising, Apparel
GOLD

Dragonfly Graphics for Local 1377 Chili Cook Off
Local 1377 T-shirt
William Warren, Artist

SILVER

Dragonfly Graphics for AC Doctor AC Doctor Hat

CONSUMER MAGAZINE
27B - Full Page, Four-color
GOLD

Marketing Innovations for Highlands Resever DR Horton Highlands Reserve

NEWSPAPER

31A - Fractional Page, Black & White (B/W)
SILVER

La Palma Newspaper for Sunshine Liquors Sunshine Liquor
Christine Swanson, Graphic Artist

SILVER

The Palm Beach Post for Friends of Frances Langford "Tribute to Frances Langford"
Sandra Carlile, Graphic Artist

31B - Fractional Page, Color (any color besides black)
GOLD

The Palm Beach Post for Casa Giuseppe's Italian Grill "Casa Giuseppe's Italian Grill"
Sandra Carlile, Graphic Artist

SILVER

Scripps Treasure Coast Newspapers for McKee Botanical Garden "Community Appreciation Day"
Nancy Fersing, Design Associate

SILVER

Scripps Treasure Coast Newspapers for Hillmoor Optical "Need New Glasses"
Chris Arnold, Design Associate

SILVER

Florida Pennysaver for Shear Action "Shear Action"
Joel Burrus, Artist

33B - Spread or Multiple Page, Color (any color besides black)
SILVER

Scripps Treasure Coast Newspapers for Coastal Floors "Your Friendly Superstore"
Chris Arnold, Design Associate

34A - Newspaper Specialty Advertising, Single Insert (of any type)
SILVER

Solid Waste Authority of Palm Beach County for Solid Waste Authority of Palm Beach County "Bin Wagon 2 Hotshot"
Patricia Fallon, Graphic Designer
Donna Stein, Graphic Artist
Christine Christofek, Creative Director

35A - Campaign, Black and White (B/W)
GOLD

The Palm Beach Post for Andre's East Hairstyling "Andre's East Campaign"
Sandra Carlile, Graphic Artist

36A - Newspaper Self-Promotion, Single
GOLD

Scripps Treasure Coast Newspapers for Scripps Treasure Coast Newspapers "The word is out..."
Julie Biron, Advertising Collateral Coordinator

INTERACTIVE MEDIA
37B - Web Sites, B-to-B, HTML/Other
SILVER

Global Design, Inc. for Palm City Chamber of Commerce Palm City Chamber of Commerce Web site
38B - Web Sites, Consumer, HTML/Other
SILVER
Christian Probst for Martin County Department of Engineering Martin County Artificial Reef Program Web site

SILVER

Global Design, Inc. for Flatlined Charters Flatlined Charters Web site

SILVER

Global Design, Inc. for Suit Yourself Swimwear Suit Yourself Swimwear Web site

39D - Online, Micro or Mini Sites
GOLD

Christian Probst for Martin County Department of Engineering Martin County Artificial Reef Program — Kids Web site

RADIO

43 - Campaign
SILVER
Lost Art Advertising for First Peoples Bank First Peoples Bank
Amy Kryak, Creative Director
Tina Chisholm, Producer

45 - Regional/National Campaign
GOLD

Charchin for Enmark Stations, Inc. "Giving Away the Store" promotion
Charlie Robb, CD/Writer/Producer
Bob Labeskis, Announcer
Soundbox, Ft Lauderdale, Recording Studio
Chris Monteleone, Engineer
Debbie Cannon, Enmark Marketing Mgr.
Jim Mercer, Enmark VP, GM

TELEVISION

47B - Local (one DMA), :30
SILVER
BGM Creative for Toyota of Stuart
Toyota of Stuart
"Diesel's Dreams"

SILVER

Solid Waste Authority of Palm Beach County for Waste Authority of Palm Beach County "Bin Wagon 2"
Christine Christofek, Creative Director
Jason Cloutier, Chief Photographer/Editor
Brett Hammond, Photographer/Editor
Mike Sendelback, Field Producer

48 - Campaign
SILVER

Lost Art Advertising for First Peoples Bank First Peoples Bank
Amy Kryak, Creative Director
Tina Chisholm, Producer

ADVERTISING FOR THE ARTS & SCIENCES
60A - Broadcast/Electronic, TV
GOLD

Strategic Marketing, Inc. for Montgomery & Associates Montgomery & Associates Kids & Arts TV Campaign Kickoff
Terry Murphy, Executive Producer
David Mattox, Creative Director
Silver Beach Productions, Videography

60B - Broadcast/Electronic, Radio
SILVER

Strategic Marketing, Inc. for Montgomery & Associates Montgomery & Associates Kids & Arts Campaign Kickoff 02
Terry Murphy, Executive Producer
David Mattox, Creative Director
Silver Beach Productions, Videography

63A - Campaign, Single Medium Campaign (for categories 58-62)
GOLD

Strategic Marketing, Inc. for Montgomery & Associates Montgomery & Associates Kids & Arts TV Campaign
Terry Murphy, Executive Producer
David Mattox, Creative Director
Silver Beach Productions, Videography

PUBLIC SERVICE
64C - Collateral, Brochure
SILVER

Solid Waste Authority of Palm Beach County for Solid Waste Authority of Palm Beach County "Why Recycle Facts"
Patricia Fallon, Graphic Designer
Donna Stein, Graphic Artist
Susan Chapman, Special Proj. Mgr.

SILVER

tara biek creative for Friends of the Breast Care Center Breast Cancer Calendar
Tara Biek, Art Direction
Diane Dultmeier, Photography

65B - Print, Newspaper
SILVER

Scripps Treasure Coast Newspapers for The Mental Health Association Official Guide
Michelle VanZandt, Design Associate

66A - Broadcast/Electronic, TV
GOLD

Lost Art Advertising for Never Leave A Child Unattended "NLCU Television"
Amy Kryak, Creative Director
Tina Chisholm, Account Manager
Dan Kryak, Copywriter
Lost Art Studio, Production

67 - Out-of-Home
SILVER

Solid Waste Authority of Palm Beach County for Solid Waste Authority of Palm Beach County Recycling Certificate Magnet
Patricia Fallon, Graphic Designer
Lane Stuart, Senior Education Specialist
Karen Nionquit, School Edu. Specialist
69B - Campaign, Mixed/Multiple Media Campaign for categories 64-68
GOLD
Solid Waste Authority of Palm Beach County for Solid Waste Authority "The Bin Wagon" Campaign
Christine Christofek, Creative Director
Jason Cloutier, Chief Photographer
Brett Hammond, Photographer/Editor
Mike Sendelback, Field Producer
Patricia Fallon, Graphic Designer/Photographer
Donna Stein, Graphic Artist

ELEMENTS OF ADVERTISING
75A - Photography, Black and White (B/W)
GOLD

Diane Dultmeier Photography for Friends of the Breast Care Center of the Treasure Coast "Peggy, with Daughter and Granddaughter"

GOLD

Diane Dultmeier Photography for Friends of the Breast Care Center of the Treasure Coast "Connie"

SILVER

Diane Dultmeier Photography for Friends of the Breast Care Center of the Treasure Coast "Sharon"

75B - Photography, Color
SILVER

Solid Waste Authority of Palm Beach County for Solid Waste Authority of Palm Beach County "SWA Birthday Card 3"
Patricia Fallon, Photographer

75D - Photography, Photo Campaign
GOLD

Diane Dultmeier Photography for Friends of the Breast Care Center of the Treasure Coast "Women of Strength"