

HONORING EXCELLENCE IN ADVERTISING

ad fed TREASURE COAST

4th District American Advertising Federation 

ADDY® AWARDS

March 15, 2008
Willoughby Golf Club,
Stuart

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 2008 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.

BEST OF SHOW

PRINT

Pick Up Lines
Tara Biek Creative

BROADCAST

MMHS Heart Documentary
Martin Memorial Health Systems

INTERACTIVE

The Majella Project
Global Design, Inc.

STUDENT

WolfTrap Experimental Music Festival
Hines & Associates
Mike Bechtel

JUDGE'S AWARDS

Woodstock Nesting - CAFR Cover
Solid Waste Authority of Palm Beach County

2006 MMHS Annual Report to the Community
Martin Memorial Health Systems

SPONSORS

The Palm Beach Post
Florida Pennysaver
La Palma
Palm Beach Daily News

Toyota of Stuart

WPEC CBS 12
David Randell Photographics
Squared Studios
Felonice Designs

RAY MARSH AWARD

For Broadcast Excellence
Kristin Hoke
WBPF-TV25

SALES PROMOTION

Product or Service Sales Presentation, Sales Kits or Product Information Sheets (See definition for clarification)

SILVER

Tara Biek Creative
City of Palm Beach Gardens
City of Palm Beach Gardens Press Kit - Large
Tara Biek, Art Direction
Melinda Stevens, Art Direction/Design
Sonya Baldwin, Graphic Design
Alex Srb, Photography

COLLATERAL MATERIAL

Brochure (See definition for clarification), Four-color

GOLD

Tara Biek Creative
Treasure Coast YMCA
Treasure Coast YMCA Summer Camp Guide 2007
Tara Biek, Art Direction
Melinda Stevens, Art Direction/Design
Jamie Grasso, Illustration
Trey Ingram, Illustration

GOLD

McNicholas
Lucido and Associates
Lucido and Associates Folder
Chris Deutschmann, Graphic Designer

SILVER

McNicholas
GCY Surveyors
GCY Surveyors Brochure
Bryan Peterson, Graphic Designer

Special Event Material, Invitation

GOLD

Martin Memorial Health Systems
Martin Memorial Health Systems
MMHS Heart Center Anniversary Invitation
Heather Hillyerty, Graphic Design
Lisa McCluskey, Director

OUT-OF-HOME

Site, Interior

GOLD

Martin Memorial Health Systems
Martin Memorial Health Systems
MMHS Human Resources
Wall Display
Laurie VanName, Designer
Lisa McCluskey, Director

CONSUMER OR TRADE PUBLICATION

Fractional Page, Four-color

GOLD

Squared Studios
Calvetti and Company Hair and Body Spa
Calvetti and Company Hair and Body
New Look Trimmed Ad
Amanda Ridenoure, Principal and Lead Designer

Campaign, Four-Color

GOLD

Squared Studios
Calvetti and Company Hair and Body Spa
Calvetti and Company Hair and Body
Spa: New Look Campaign
Amanda Ridenoure, Principal and Lead Designer

NEWSPAPER

Fractional Page, Black & White

GOLD

The Palm Beach Post
Dr. Donna Dyer
Smile... without the parenthesis.
Josie DiBosco, Account Executive
Sandra Carlile, Graphic Artist

SILVER

Scripps Treasure Coast Newspapers
Jewelry Design Studio
Jewelry Design Studio Profile Ad
Jean Sanders, Graphic Designer

Fractional Page, Color (any color besides black)

GOLD

The Palm Beach Post
Jewelry Design Studio
Yes! Jewelry Design Studio
Linda Schehl, Account Executive
Sandra Carlile, Graphic Artist

SILVER

Florida Pennysaver
Tobacco Barn
Tobacco Barn
Alice Natal, Graphic Designer
Valerie Calabrese, Account Executive

Full Page, Black and White

GOLD

McNicholas
FuturePac
Truth Ad
Mickey Planker, Graphic Designer

Campaign, Black and White

GOLD

Martin Memorial Health Systems
Martin Memorial Health Systems
Martin Memorial Foundation Ad Campaign
Laurie VanName, Creative Design Supervisor
Lisa McCluskey, Director

Newspaper Self-Promotion, Single

GOLD

Scripps Treasure Coast Newspapers
Scripps Treasure Coast Newspapers
Treasure Guide Full Page Ad
Julie Biron, Advertising Collateral Coordinator

INTERACTIVE MEDIA

Web Sites, B-to-B, HTML/Other

SILVER

Global Design, Inc.
Northstar Geomatics, Inc.
Northstar Geomatics
Christian Probst, Project Manager
Linda Probst, Project Manager
David Lindsey, Website & Flash Development
Carmen Riddle-Solares, Website Design
Denise Belizar, Copywriter

Web Sites, Consumer, HTML/Other

GOLD

Global Design, Inc.
Christine E. Lynn College of Nursing (FAU)
Florida Atlantic University - Christine E. Lynn College of Nursing Website
Christian Probst, Project Manager
Linda Probst, Project Manager
David Lindsey, Website & Flash Development
Carmen Riddle-Solares, Website Design
Denise Belizar, Copywriter

GOLD

Global Design, Inc.
Treasure Coast Food Bank
Treasure Coast Food Bank
Christian Probst, Project Manager
Linda Probst, Project Manager
David Lindsey, Website & Flash Development
Carmen Riddle-Solares, Website Design

GOLD

Yates & Associates
Koinonia Foundation
www.kfaid.com

SILVER

Global Design, Inc.
Harbour Bay Plaza
Harbour Bay Plaza
Christian Probst, Project Manager
Linda Probst, Project Manager
David Lindsey, Website & Flash Development
Carmen Riddle-Solares, Website Design

Online, Banners / Pop-ups

GOLD

The Palm Beach Post
Maltz Jupiter Theatre
The Boyfriend
Ed Keppick, Online Account Executive
Sandra Carlile, Graphic Artist

Online, Micro or Mini Sites

GOLD

Global Design, Inc.
Christine E. Lynn College of Nursing (FAU)
Florida Atlantic University - Christine E. Lynn College of Nursing - Building Directory
Christian Probst, Project Manager
Linda Probst, Project Manager
David Lindsey, Flash Development
Carmen Riddle-Solares, Flash Design

RADIO

Local (one metro), :60 or more

GOLD

The Palm Beach Post
The Palm Beach Post
Madame Flora
Lisa Dolinger, Senior Writer
Michael Sargeant, Senior Marketing Designer
Felipe Marin, Marketing Research Analyst
Henry Fondeur, Marketing Designer
Jeanne Martin, Senior Creative Services Manager
Ruth Chapman, Assistant Marketing Services Director
Laura Cunnigham, Marketing Services Director

TELEVISION

Local (one DMA), :30

GOLD

BGM Creative
Toyota of Stuart
Diesel's Dreams 2008
Barry Grant Marsh, Writer
John Pierson, Producer
Mark Garland, Editor
Doug Kulp, Videographer

MIXED MEDIA (CROSS PLATFORM) CAMPAIGNS

Consumer, Regional / National,

GOLD

Global Design, Inc.
The Majella Project
The Majella Project
Christian Probst, Project Manager
Linda Probst, Project Manager
David Lindsey, Website & Flash Development
Carmen Riddle-Solares, Website & Graphic Design

ADVERTISING FOR THE ARTS & SCIENCES

Print, Magazine

GOLD

Fat Cat Graphics
Cultural Council of Indian River County
Inspired Art A Magical Journey Through Oriental Rugs
Marsha McGuffey/Fat Cat Graphics, Graphic Designer
Martina Tannery/Martina's Photography, Photographer
Beverly S. Paris/Paris Productions, Copy Writer/
Public Relations
Mary Jayne Kelly/Cultural Council of IRC, Copy Writer
Jafar Falasiri/Falasiri Oriental Rugs, Copy Writer

PUBLIC SERVICE

Collateral, Annual Report

GOLD

Martin Memorial Health Systems
Martin Memorial Health Systems
2006 MMHS Annual Report to the Community
Lisa McCluskey, Directing Editor
Scott Sampels, Writer
Laurie VanName, Graphic Design

Collateral, Poster

SILVER

Solid Waste Authority
Solid Waste Authority of Palm Beach County
Make Every Day Earth Day
Patricia Fallon, Graphic Designer/Photographer
CJ Taylor, Recycling Information Representative
Patti Hammond, Assistant Recycling Manager
Sandra Lees, Recycling Manager

Collateral, Cards / Invitations or Announcements

GOLD

Florida Pennysaver
Hispanic Human Resources
Hispanic Heritage Gala
Ana Pican, Art Director

Campaign, Single Medium Campaign (for categories 60-65)

SILVER

Martin Memorial Health Systems
Martin Memorial Health Systems
Heartlink Program
Laurie VanName, Graphic Design Supervisor
Lisa McCluskey, Director

Campaign, Mixed / Multiple Media Campaign (for categories 60-65)

GOLD

Martin Memorial Health Systems
Martin Memorial Health Systems
MMHS Heart Documentary
Lisa McCluskey, Director

SILVER

Global Design, Inc.
Education Foundation of Martin County
Education Foundation of Martin County - Evening of Excellence
Christian Probst, Project Manager
Linda Probst, Project Manager
Carmen Riddle-Solares, Graphic Design

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers, Stationery Package

GOLD

Tara Biek Creative
Tara Biek Creative
Tara Biek Creative Business Cards
Tara Biek, Art Direction
Sonya Baldwin, Graphic Design

Creative Services and Industry Suppliers, Print

GOLD

Tara Biek Creative
Tara Biek Creative
We Interrupt This Program Print Ad
Tara Biek, Art Direction
Melinda Stevens, Art Direction
Sonya Baldwin, Graphic Design
Amy Morris, Copywriter

Creative Services and Industry Suppliers, Direct Marketing/Specialty Items

GOLD

Tara Biek Creative
Tara Biek Creative
Pick Up Lines
Tara Biek, Art Direction
Melinda Stevens, Art Direction
Sonya Baldwin, Graphic Design

Creative Services and Industry Suppliers, Cards, Invitations or Announcements (Special Event Material)

GOLD

Tara Biek Creative
Tara Biek Creative
Holiday/Moving Card
Tara Biek, Art Direction
Melinda Stevens, Art Direction
Sonya Baldwin, Graphic Design
Amber Decote, Account Executive
Amy Morris, Copywriter

Ad Club or Marketing Club,

GOLD

Squared Studios
Treasure Coast Advertising Federation
2007 Treasure Coast ADDY The Science of Advertising
Amanda Ridenoure, Art Director and Designer
Anne Grigsby, Editor
Tom Hayes, Editor

ELEMENTS OF ADVERTISING

Logo

GOLD

Tara Biek Creative
The Nouveaux Honkies
The Nouveaux Honkies Logo
Tara Biek, Art Direction
Melinda Stevens, Art Direction
Julia McKay, Graphic Design

SILVER

Squared Studios
Portobello Road (Betty Manry)
Portobello Road Shop Logo
Amanda Ridenoure, Principal and Lead Designer

Illustration, Single

GOLD

Solid Waste Authority
Solid Waste Authority of Palm Beach County
Great Egret
Patricia Fallon, Graphic Designer/Photographer

SILVER

Scripps Treasure Coast Newspapers
JavaPlum.com
Java Plum "Boogie Oogie"
Jean Sanders, Illustrator

SILVER

Solid Waste Authority
Solid Waste Authority of Palm Beach County
Lake Altman Sunset Illustration
Patricia Fallon, Graphic Designer/Photographer

Photography, Color

GOLD

The Firefly Group
The Firefly Group
Florida Ranches 2008 Calendar
Stacy Ranieri, President, The Firefly Group
Diane Rafaelis, Sr. Account Exec., The Firefly Group
Carlton Ward, Jr., Photographer
Dominique Calero, Graphic Designer, InHouse Advertising

GOLD

Solid Waste Authority
Solid Waste Authority of Palm Beach County
Woodstock Nesting - CAFR Cover
Patricia Fallon, Graphic Designer/Photographer

SILVER

Solid Waste Authority
Solid Waste Authority of Palm Beach County
West Palm Beach Sunset - Celebrate Our Environment
Patricia Fallon, Graphic Designer/Photographer
Christine Chistolek, Creative Director

SILVER

Solid Waste Authority
Solid Waste Authority of Palm Beach County
Red Tail Hawk - SWA Community Education Center
Patricia Fallon, Graphic Designer/Photographer

SILVER

Solid Waste Authority
Solid Waste Authority of Palm Beach County
Baby Gator - SWA Community Education Center
Patricia Fallon, Graphic Designer/Photographer

STUDENT ADDY CATEGORIES

Collateral Material, Brochure, Annual Report

GOLD

Walt Hines
Indian River Community College
Sunrise Theatre brochure
Walt Hines, Art Director
Patrick Rice, Student
Stephanie Landis, Student
Sandra Lutz, Student
Susan Castro, Student
Brian Strickland, Student
Amy Threlkeld, Student
Matthew Nicoll, Student
Heather Spear, Student
Georgina Tougher, Student
Josh Lenz, Student
Reuben Victor, Student

GOLD

Walt Hines
Indian River Community College
Typographic Design
Georgina Tougher, Student

SILVER

Walt Hines
Hines & Associates
11 Maple Street Restaurant
Vicky Tobiasz, Student

Collateral Material, Poster

GOLD

Walt Hines
Indian River Community College
WolfTrap Experimental Music festival
Mike Bechtel, Student

SILVER

Walt Hines
Indian River Community College
Jazz & Blues
Suzie Fiske, Student

SILVER

Walt Hines
Indian River Community College
Jazz & Blues Festival
Anthony Christofari, Student

SILVER

Walt Hines
Indian River Community College
Wolf Trap 2007
Mike Lopresti, Student