

SALES PROMOTION

Product or Service Sales Presentation

01 A Catalog

Award: Silver ADDY® Award

Entrant: One Alliance Communications

Advertiser: Pomegranate

Title: Pomegranate Fall 2005

Contributors:

Lisa Davis, Creative Director
Susan Reinhardt, Art Director
Lee Thomas, Photographer
Bill McDonald, Copywriter
Holli Grant/Johnson Group, Printer

Award: Silver ADDY® Award

Entrant: BAKER COMMUNICATIONS

Advertiser: Lane's End

Title: Lane's End 2006

Contributors:

Cindy Baker, Art Director
Joyce Fogleman, Copywriter

Award: Silver ADDY® Award

Entrant: Trapp Communications LLC

Advertiser: Gainesway Farm

Title: Gainesway 2006 Stallions

Contributors:

Cindy Trapp, Creative Director
Lisa Sorg, Art Director
Z, Photographer
H&M Graphics, Printer

Award: Gold ADDY® Award

Entrant: Hammond Design Associates

Advertiser: Wickliffe Veterinary Pharmacy

Title: Wickliffe Compounding Directory - Where Tradition Me

Contributors:

Kevin Webb, Designer
Kelly Johns, Art Director
Brian Tietz, Photography

SALES PROMOTION

Product or Service Sales Presentation

01 B Sales Kits or Product Information Sheets

Award: Silver ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Morehead Conference Center
Title: Morehead Conference Center Folder
Contributors: Angela Fern, Creative Director

Award: Bronze ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Cardinal Office Products
Title: "This Bird Delivers" Folder
Contributors: Angela Fern, Creative Director

Award: Silver ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Big Ass Fan Company
Title: Big Ass Fan Sales Kit
Contributors: Cindy Baker, Art Director
Kristin Voskuhl, Copywriter

Award: Silver ADDY® Award
Entrant: One Alliance Communications
Advertiser: Pomegranate
Title: Pomegranate Pocket Folder
Contributors: Scott Woldin, Art Director
Lisa Davis, Creative Director

Award: Bronze ADDY® Award
Entrant: Lexington Public Library
Advertiser: Lexington Public Library
Title: Baby's 1st Library Card
Contributors: Suzanne Weirck, Program Coordinator
Peggy McAllister, Graphic Artist
Greg Davis, Marketing Manager

Award: Silver ADDY® Award
Entrant: TwoCan Marketing
Advertiser: DVM Manager
Title: DVM Manager Sales Kit
Contributors: Ron N. Gilbert, Design
Emily Ashburn, Account Manager
Randy Barker, Copywriter
Jeff Rogers, Photography

Award: Silver ADDY® Award
Entrant: Preston-Osborne
Advertiser: Ivy Walls Management Company
Title: Ivy Walls Investor Portfolio
Contributors: David Caldwell, Art Director/Designer
Ellen Gregory, Account Services/Copywriter
Copy Express, Printer

Award: Silver ADDY® Award
Entrant: Noe Design
Advertiser: Bauman Physical Therapy & Wellness
Title: Bauman Physical Therapy & Wellness Information Kit
Contributors: Julie Smead, Copywriting
Accuprint, Printing
Trish Noe, Design

SALES PROMOTION

Product or Service Sales Presentation
01 C Printed Newsletter

Award: Bronze ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: Gray Construction
Title: GrayWay Newsletter
Contributors: Jeff Ruth, Creative Director / Designer
Susan McDaniel, Editor / Copywriter
Dave Wilson, Project Director
Amanda Potts, Account Executive
Copy Express, Printer

SALES PROMOTION

Packaging
02 B CD, DVD, VHS or Cassette

Award: Gold ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: House of Commons
Title: The New Kentucky String Ticklers Album Cover
Contributors: Jeff Ruth, Creative Director
Kris Linkugel, Designer
Dave Wilson, Project Director
Amanda Potts, Project Manager

Award: Silver ADDY® Award
Entrant: TwoCan Marketing
Advertiser: DVM Manager
Title: DVM Manager CD Sleeve
Contributors: Ron N. Gilbert, Design
Emily Ashburn, Account Manager

SALES PROMOTION

Packaging
02 C Campaign

Award: Bronze ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Lane's End
Title: Lane's End - Mineshaft
Contributors: Cindy Baker, Art Director
Joyce Fogleman, Copywriter

SALES PROMOTION

Audio/Visual Sales Presentation
04 Audio/Visual Sales Presentation

Award: Gold ADDY® Award
Entrant: One Alliance Communications
Advertiser: United Radiation Oncology
Title: A Vision Takes Shape
Contributors: Bill McDonald, Copywriter/Creative Director
Stacy Doose, Editor
Neil Kesterson, Audio
Leland Conway, Narrator

Award: Gold ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Big Ass Fan Co.
Title: Big Ass Fan Company - Dairy
Contributors: Kristin Voskuhl, Creative Director
Jim Voskuhl, March Media, producer

Award: Silver ADDY® Award
Entrant: Hammond Communications Group
Advertiser: Taylor Made Farm
Title: Grade I Stakes Winners' Tribute
Contributors: Al Greenfield/ Lara Levine, Producers
Kevin McClory, Graphic Designer/Editor

Jeff McVey, Senior Editor
Thad Kesten, Editor

Award: Silver ADDY® Award
Entrant: Video Editing Services
Advertiser: International Book Project
Title: The Power of One: A Gift of Literacy
Contributors:

COLLATERAL MATERIAL

Stationery Package
05 A Flat Printed

Award: Bronze ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Morehead Conference Center
Title: Morehead Conference Center Stationery Package
Contributors:
Angela Fern, Creative Director

Award: Bronze ADDY® Award
Entrant: One Alliance Communications
Advertiser: Route America
Title: Route America
Contributors:
Lisa Davis, Creative Director
Scott Woldin, Art Director

Award: Gold ADDY® Award
Entrant: Trapp Communications LLC
Advertiser: Lori's Heirloom Stationery
Title: Lori's Heirloom Sewing
Contributors:
Cindy Trapp, Creative Director
Pro-Printers, Printer

Award: Silver ADDY® Award
Entrant: Meridian Communications
Advertiser: mPulse
Title: Stationery Package
Contributors:
Bill Michul, Creative Director
Bill Michul, Art Director
Laura Newsome, Account Executive

Award: Bronze ADDY® Award
Entrant: Central Baptist Hospital Marketing
Advertiser: Neuroscience Center at Central Baptist Hospital
Title: Neuroscience Center Stationery
Contributors: Jamie Helm Morgan, Graphic Designer

COLLATERAL MATERIAL

Stationery Package
05 B Multiple Process

Award: Gold ADDY® Award
Entrant: HouseGraphics Marketing
Advertiser: Robert Turner West
Title: Robert Turner West
Contributors: Rae E. House, Designer/Illustrator
Giant Graphics, Embossing/Foil Printers

COLLATERAL MATERIAL

Annual Report
06 A Less than four-color

Award: Silver ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Shaker Village
Title: Shaker Village Annual Report
Contributors: Cindy Baker, Art Director
Diana Ratliff, Copywriter

COLLATERAL MATERIAL

Annual Report
06 B Four-color

Award: Silver ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Bluegrass Regional Mental Health-Mental Retardation I
Title: Bluegrass Mental Health Annual Report 2005
Contributors: Angela Fern, Creative Director
John Campbell, Copywriter
Shannon Ware, Project Manager
Stephanie Dean, Project Manager

Award: Silver ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: EKU The College of Justice & Safety
Title: EKU The College of Justice & Safety 2003-2004 Annual
Contributors:
Ken MacSparran, Creative Director
Elizabeth Ballou, Copywriter

Award: Silver ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Central Baptist Hospital Cancer Care Center
Title: 2004 Oncology Annual Report
Contributors:
Steve Broderon, Creative Director

Award: Bronze ADDY® Award
Entrant: Blood-Horse Publications
Advertiser: Blood-Horse Publications
Title: Blood-Horse Publications Corporate Fact Book 2005 --1
Contributors:
Robert Bolson, Director of Corporate Marketing
Brian Turner, Art Director

Award: Bronze ADDY® Award
Entrant: Meridian Communications
Advertiser: Community Trust Bancorp, Inc.
Title: 2004 Annual Report
Contributors:
Bill Michul, Creative Director
Bill Michul, Art Director
Ernest Phillips, Production Artist
Lee Thomas, Photographer
Mary Ellen Slone, Copywriter
Christopher Tomlin, Copywriter
Linda Dickinson, Print Production Manager
Jennifer Larkin, Account Executive

COLLATERAL MATERIAL

Brochure
07 B Four-color

Award: Bronze ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Bluegrass Family Health
Title: Bluegrass Family Health Capabilities Brochure
Contributors:
Lauren Sellers, Art Director
John Campbell, Copywriter

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: Buffalo Trace Distillery
Title: "Select a Barrel of Bourbon" Brochure
Contributors:
Paul Blodgett, Creative Director
Suzonne Bunch, Art Director
Aaron Alpern, Copywriter
Kris Comstock, Copywriter
Jeff Slone, Account Manager

Award: Gold ADDY® Award and Judges Choice 3
Entrant: Cornett-IMS
Advertiser: Kentucky Eagle Beer
Title: Kentucky Eagle Beer History Brochure
Contributors:
Paul Blodgett, Creative Director
Suzonne Bunch, Designer
Dave Songstad, Copywriter
Paul Atkinson, Print Buyer
Jennifer Budge, Account Manager
Lightworks, Photographer

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky
Title: University of Kentucky Viewbook
Contributors:
Jeff Hancock, Creative Director
Suzonne Bunch, Designer
Jamison Barton, API, Printer
Jeff Rogers, Photographer
Lee Thomas, Photographer
Don Witt, Cover Concept
Jessica Davis, Account Manager
Paul Atkinson, Print Buyer

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: Lexington Convention & Visitors Bureau
Title: Corporate Lure
Contributors:
Jeff Hancock, Creative Director
Dave Songstad, Copywriter
Suzonne Bunch, Designer
Vectra, Printer
Tracie Schlich, Account Manager
Molly Powell, Account Manager

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: Lexington Convention & Visitors Bureau
Title: 10-Year Calendar
Contributors: Jeff Hancock, Creative Director
Aaron Alpern, Copywriter
Suzonne Bunch, Designer
Tracie Schlich, Account Manager

Award: Silver ADDY® Award
Entrant: One Alliance Communications
Advertiser: United Radiation Oncology
Title: A Vision Takes Shape
Contributors: Scott Woldin, Art Director
Bill McDonald, Copywriter

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: Darby Dan Farm
Title: Darby Dan Stallion Brochure
Contributors: Patti Slone, Associate Creative Director
Byers Watt, Copywriter/Account Manager
Paul Atkinson, Print Buyer
HM Graphics, Printer
Tim Holland, Concept

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: The Gilbert Course
Title: Gilbert Course Brochure
Contributors: Paul Blodgett, Creative Director
Kerry Gorder, Art Director
Dave Songstad, Copywriter
Kip Cornett, Account Manager

Award: Bronze ADDY® Award
Entrant: Trapp Communications LLC
Advertiser: Mill Ridge Farm
Title: Mill Ridge 2006 Stallions
Contributors: Cindy Trapp, Creative Director
Billy Huntington, Research
H&M Graphics, Printing
Z, Phillippe Roca, etc, Photographers

Award: Silver ADDY® Award
Entrant: Blood-Horse Publications
Advertiser: Blood-Horse Publications
Title: Kentucky Derby 131 Souvenir Magazine Promo
Contributors:
Sarabeth Brownrobie, Art Director
Penelope Mullinix, Promotions Manager

Award: Bronze ADDY® Award
Entrant: CJ Advertising
Advertiser: Hallway Feeds
Title: The Formula for Success
Contributors:
Lee Hall, Inspiration
Connie Jo Miller, Creative Director
Ron N. Gilbert, Art Director/Designer
Randy Barker, Copy Writer

Award: Gold ADDY® Award
Entrant: HinkleStudio
Advertiser: Three Chimneys Farm
Title: Three Chimneys The Idea is Excellence
Contributors:
Barbara Hinkle, Creative Director
Gemma Parenti, Graphic Design Production
Margaret Layton, Writer
Dale Brichta, Writer
Lee Thomas, Photographer

Award: Silver ADDY® Award
Entrant: Saybrook Advertising
Advertiser: Adena Springs
Title: Adena Springs Brochure
Contributors:
Kelli Thompson, Graphic Designer
Dale Brichta, Copywriter
Laura Carpenter, Researcher
Jack Brothers, Copywriter
Tony Leonard, Photographer
Lee Thomas, Photographer
Louise Reinagel, Photographer
HM Graphics, Printer
Anna Price, Business Manager
Margaret Claus, Account Executive

Award: Silver ADDY® Award
Entrant: Saybrook Advertising
Advertiser: Justice Real Estate
Title: Black Diamond Farm
Contributors:
Susan Linville, Graphic Designer
Dale Brichta, Copywriter

Laura Carpenter, Research
Copy Express, Printing

Award: Silver ADDY® Award
Entrant: The Williams McBride Group
Advertiser: Exstream Software
Title: Exstream Software Dialogue Brochure
Contributors: Michelle Snyder, Designer
Lee Thomas, Photographer
Vivid Impact, Printer

COLLATERAL MATERIAL

Brochure

07 C Campaign

Award: Silver ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Lane's End
Title: Lane's End 2006
Contributors: Cindy Baker, Art Director
Joyce Fogleman, Editor
Alan Porter, Copywriter

Award: Silver ADDY® Award
Entrant: Hammond Design Associates
Advertiser: American Association of Equine Practitioners
Title: AAEP
Contributors: Kevin Webb, Designer
Kelly M. Johns, Art Director
Grady Walter, Concept

COLLATERAL MATERIAL

Publication Design (Magazine or Book)

08 A Cover

Award: Silver ADDY® Award
Entrant: Blood-Horse Publications
Advertiser: Blood-Horse Publications
Title: Kentucky Derby Souvenir Magazine Cover
Contributors: Sarabeth Brownrobie, Art Director
Mary K. White, Art Director

Award: Gold ADDY® Award
Entrant: Blood-Horse Publications
Advertiser: Blood-Horse Publications
Title: Diary of a Dream Book Cover
Contributors: Sarabeth Brownrobie, Art Director

COLLATERAL MATERIAL

Publication Design (Magazine or Book)

08 B Editorial Spread (One editorial spread per entry)

Award: Gold ADDY® Award
Entrant: Edmon Design
Advertiser: Kentucky League of Cities
Title: KLC City Healthy Communities
Contributors:

Award: Silver ADDY® Award
Entrant: Edmon Design
Advertiser: Kentucky League of Cities
Title: KLC City Civic Leaders
Contributors:

Award: Bronze ADDY® Award
Entrant: Edmon Design
Advertiser: Kentucky League of Cities
Title: KLC City Philanthropy in Kentucky
Contributors:

Award: Bronze ADDY® Award
Entrant: Edmon Design
Advertiser: Kentucky League of Cities
Title: KLC City Aging Kentucky
Contributors:

Award: Silver ADDY® Award
Entrant: KET
Advertiser: KET
Title: Visions "Slavery and the Making of America"
Contributors: Debra Gibson, writer/editor
Mick Jeffries, graphic designer
Tona Barkley, publisher

COLLATERAL MATERIAL

Publication Design (Magazine or Book)

08 C Series (Covers or spreads)

Award: Silver ADDY® Award
Entrant: The Council of State Governments
Advertiser: The Council of State Governments
Title: Trends In America
Contributors:
Lisa Kay Eads, Creative Manager
Susie Bush, Sr. Graphic Designer
Jessica Downey, Graphic Designer
Chris Pryor, Jr. Graphic Designer

Award: Gold ADDY® Award
Entrant: Edmon Design
Advertiser: Kentucky League of Cities
Title: KLC City magazine Covers
Contributors:

Award: Bronze ADDY® Award
Entrant: The Council of State Governments
Advertiser: The Council of State Governments
Title: State News
Contributors:
Lisa Kay Eads, Creative Manager
Susie Bush, Sr. Graphic Designer
Jessica Downey, Graphic Designer
Chris Pryor, Jr. Graphic Designer

COLLATERAL MATERIAL

Poster

09 A Single

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky Art Museum
Title: Rodin: In His Own Words
Contributors:
Paul Blodgett, Creative Director
Suzonne Bunch, Art Director
Jessica Davis, Account Manager

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky
Title: Look Who's Wearing Blue!
Contributors:
Jeff Hancock, Creative Director

Chris Gayton, Associate Creative Director
Kip Cornett, Concept
Lee Thomas, Photographer
Jessica Davis, Account Manager

Award: Silver ADDY® Award
Entrant: Jordan-Chiles Advertising
Advertiser: Blue Grass Airport
Title: Blue Grass Airport Mural Poster
Contributors:

Madison Strobel, Sr. Art Director
Barbara Sallee, Sr. Creative Director
Doug Gabbert, Account Manager
API, Printer
Bill Straus, Photographer

Award: Silver ADDY® Award
Entrant: Noe Design
Advertiser: Eastern Kentucky University College of Justice & Safety
Title: Eastern Kentucky University College of Justice & Safety
Contributors:

Wiser, Hemlepp & Associates, Copywriting
EKU, Photography
Trish Noe, Design

COLLATERAL MATERIAL

Special Event Material

10 B Invitation

Award: Gold ADDY® Award
Entrant: The Council of State Governments
Advertiser: The Council of State Governments
Title: Henry Toll Fellowship brochure
Contributors:

Lisa Kay Eads, Creative Manager
Susie Bush, Sr. Graphic Designer
Jessica Downey, Graphic Designer
Chris Pryor, Jr. Graphic Designer

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: Buffalo Trace Distillery
Title: "Distiller of the Year" Celebration Invitation
Contributors:

Tim Holland, Creative Director
Dave Songstad, Copywriter
Jeff Slone, Account Manager

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: Keeneland
Title: Keeneland Toyota Blue Grass Stakes Invitation
Contributors:
Paul Blodgett, Creative Director
Dave Songstad, Copywriter
Suzonne Bunch, Designer
Paul Atkinson, Print Buyer
Tracie Schlich, Account Manager

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky
Title: University of Kentucky Dream Tour Invitation
Contributors:
Paul Blodgett, Creative Director
Jessica Davis, Copywriter/Account Manager
Suzonne Bunch, Designer
Lauren Harned, Account Coordinator

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: Thomas & King
Title: Operation WOW
Contributors:
Jeff Hancock, Creative Director
Chris Gayton, Associate Creative Director
Aaron Alpern, Copywriter
Jessica Davis, Account Manager
Lauren Harned, Account Coordinator

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: Keeneland
Title: Keeneland "Dreamer" Premiere Invitation
Contributors:
Paul Blodgett, Creative Director
Kerry Gorder, Art Director
Dave Songstad, Copywriter
Tracie Schlich, Account Manager
Kara Hardesty, Account Coordinator

Award: Gold ADDY® Award
Entrant: Trapp Communications LLC
Advertiser: The Lexington Foundation
Title: Lexington Derby Ball Invite
Contributors:
John Morris, Illustrator
Cindy Trapp, Creative Director
Copy Express, Printer

Award: Silver ADDY® Award
Entrant: Central Kentucky Blood Center
Advertiser: Dan Dickson Central Kentucky Blood Center
Title: CKBC Groundbreaking Invitation
Contributors:

Award: Gold ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: Gray Construction
Title: Gray Construction Dove Hunt Invitation
Contributors:
Jeff Ruth, Creative Direction / Design
Amanda Potts, Project Manager
Copy Express, Printer

Award: Silver ADDY® Award
Entrant: Meridian Communications
Advertiser: Toyota Motor Manufacturing, Kentucky, Inc.
Title: 2004 Perfect Attendance - Heart of Rock 'n Roll Invitation
Contributors:
Ron Dawsey, Art Director
Linda Dickinson, Print Production Manager
Elizabeth Carey Nahra, Account Executive

Award: Silver ADDY® Award
Entrant: Linville Design
Advertiser: Stephanie & BJ Zacharias
Title: Wedding Invitation
Contributors:
Susan Linville, Graphic Designer
Copy Express, Printer

COLLATERAL MATERIAL

Special Event Material

10 D Campaign

Award: Bronze ADDY® Award
Entrant: Meridian Communications
Advertiser: LumaCore
Title: 2005 Worldwide Luminary Series Teleconference Collateral
Contributors:
Bill Michul, Creative Director
Bill Michul, Art Director
Ernest Phillips, Production Artist
Anna Benlow, Production Artist
Jennifer Larkin, Account Executive

DIRECT MARKETING

Business-to-Business (B-to-B), Single

11 A Flat

Award: Silver ADDY® Award

Entrant: BAKER COMMUNICATIONS

Advertiser: Big Ass Fan Co.

Title: When it's hot...

Contributors:

Cindy Baker, Art Director
Nancy Smith, Copywriter

Award: Silver ADDY® Award

Entrant: Asphalt Institute

Advertiser: Asphalt Institute

Title: Asphalt Institute Asphalt Academy Direct Mail Brochur

Contributors:

Karen Embs, Print Coordinator
Becky Boston, Communications Specialist
Lea Howard, Graphic Designer
Copy Express, Printer
Brian Clark, Marketing Director

Award: Gold ADDY® Award

Entrant: HinkleStudio

Advertiser: Three Chimneys Farm

Title: Three Chimneys Sales

Contributors:

Barbara Hinkle, Creative Director
Margaret Layton, Writer
Lee Thomas, Photographer

Award: Gold ADDY® Award

Entrant: Hammond Design Associates

Advertiser: American Association of Equine Practitioners

Title: AAEP - Resort Symposium ROME

Contributors:

Kevin Webb, Designer
Kelly M. Johns, Art Director

DIRECT MARKETING

Business-to-Business (B-to-B), Single

11 B Three Dimensional (3-D)

Award: Silver ADDY® Award

Entrant: Cornett-IMS

Advertiser: Thomas & King

Title: WOW Box

Contributors:

Jeff Hancock, Creative Director

Aaron Alpern, Copywriter
Paul Atkinson, Print Buyer
Sue Zimmer, H.M. Graphics
Dana Mingua, Copy Express
Post-Time, Video
Darrin Platt, Host Communications, Editor/DVD Produc

Award: Silver ADDY® Award
Entrant: Trapp Communications LLC
Advertiser: Bullard
Title: The Standard by Bullard Introduction
Contributors:

Lisa Sorg, Art Director
Cindy Trapp, Creative Director
H&M Graphics, Printer

Award: Gold ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: Gray Construction
Title: Gray Construction "Classic '48" Packaging
Contributors:

Jeff Ruth, Creative Director / Designer
Dave Wilson, Project Manager

DIRECT MARKETING

Business-to-Business Campaign

12 A Flat

Award: Silver ADDY® Award
Entrant: CJ Advertising
Advertiser: First Security Bank
Title: Blue Solution
Contributors:

Connie Jo Miller, Creative Director/Copy Writer
Nancy Atcher, Copy Writer
Erin Gray, Copy Writer
Ron N. Gilbert, Art Director/Designer

Award: Silver ADDY® Award
Entrant: Meridian Communications
Advertiser: AMCOR PET Packaging North America
Title: PowerFlex Postcard Campaign
Contributors:

Dan Renaud, Creative Director
Dan Renaud, Writer
Bill Michul, Art Director
Linda Dickinson, Print Production Manager
Jennifer Larkin, Account Executive

Award: Bronze ADDY® Award
Entrant: Preston-Osborne
Advertiser: STBM Mediation Center
Title: Conflict Resolution
Contributors: David Caldwell, Art Director/Designer
Phil Osborne, Copywriter
Copy Express, Printer

DIRECT MARKETING

Business-to-Business Campaign

12 B 3-D / Mixed

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: Lexington Convention & Visitors Bureau
Title: Meetings & Conventions Direct Mail
Contributors: Jeff Hancock, Creative Director
Aaron Alpern, Copywriter
Suzonne Bunch, Designer
Jeff Duncan, Music Producer
Minit-Print-It, Inc.
Molly Powell, Account Manager
Tracie Schlich, Account Manager

Award: Gold ADDY® Award
Entrant: TwoCan Marketing
Advertiser: DVM Manager
Title: DVM Manager Sales Kit
Contributors: Ron N. Gilbert, Design
Emily Ashburn, Account Manager
Randy Barker, Copywriter
Jeff Rogers, Photography

DIRECT MARKETING

Consumer, Single

13 A Flat

Award: Bronze ADDY® Award
Entrant: Lexington Public Library
Advertiser: Lexington Public Library
Title: Calendar
Contributors: Peggy McAllister, Graphic Artist
Greg Davis, Marketing Manager

Award: Silver ADDY® Award
Entrant: HinkleStudio
Advertiser: Three Chimneys Farm
Title: Three Chimneys The Idea is Excellence
Contributors:
Barbara Hinkle, Creative Director
Margaret Layton, Writer
Lee Thomas, Photographer

Award: Bronze ADDY® Award
Entrant: KET
Advertiser: KET
Title: Be Well Kentucky outreach
Contributors:
Debra Gibson, writer
Mark Comfort, graphic designer
Judy Flavell, project director
Steve Brenner, print manager

Award: Gold ADDY® Award
Entrant: Central Baptist Hospital Marketing
Advertiser: Central Baptist Hospital
Title: 2005 Hospital Week Mailer
Contributors:
Jamie Helm Morgan, Graphic Designer
Jamie Helm Morgan, Illustrator
Jamie Helm Morgan, Copywriter
Vikki Franklin, Copywriter

DIRECT MARKETING
Consumer, Single
13 B 3-D

Award: Gold ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Lexington Legends
Title: Lexington Legends Direct Mail Piece
Contributors:
Lauren Sellers, Creative Director

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: Thoroughbred Owners of California
Title: California Racing Direct Mail
Contributors:
Paul Blodgett, Creative Director
Aaron Alpern, Copywriter
Suzonne Bunch, Designer
Paul Atkinson, Print Buyer
Jennifer Budge, Account Manager
Paula Gron, Illustrator

Award: Silver ADDY® Award
Entrant: Blood-Horse Publications
Advertiser: Blood-Horse Publications
Title: The Blood-Horse Professional Package Series Mailer
Contributors: Robert Bolson, Director of Corporate Marketing
Sarabeth Brownrobie, Art Director
Eric Mitchell, Research Director

DIRECT MARKETING

Consumer Campaign
14 A Flat

Award: Silver ADDY® Award
Entrant: KDesign
Advertiser: Greentree Close
Title: Seasonal Newsletter
Contributors: Kristine Dorman, Designer
Matt Goins, Photographer
Copy Express, Printing
Bluegrass Mailing, Distribution
Debbie Chamblin, Copywriter
Gay Reading, Copywriter
John Martin, Copywriter
Meg Jewette, Copywriter
Melinda Mobley, Copywriter
Tony Chamblin, Copywriter

Award: Silver ADDY® Award
Entrant: Central Baptist Hospital Marketing
Advertiser: Central Baptist Hospital Community Marketing
Title: Legacy of Love
Contributors: Amy C. Williams, Art Director, Designer
Vivid Impact, Printer
Vikki Franklin, Copywriting

DIRECT MARKETING

Specialty Advertising
15 B Other Merchandise

Award: Bronze ADDY® Award
Entrant: Lexington Public Library
Advertiser: Lexington Public Library
Title: Library Calendar
Contributors: Peggy McAllister, Graphic Artist

Award: Silver ADDY® Award
Entrant: Bella Design
Advertiser: AZUR Restaurant & Patio
Title: AZUR Restaurant & Patio Matches
Contributors:
Gemma Parenti, Creative/Art Director
Fred Wohlstein, Copywriter

Award: Bronze ADDY® Award
Entrant: HinkleStudio
Advertiser: Three Chimneys Farm
Title: Smarty Jones Note Cards
Contributors:
Barbara Hinkle, Creative Director
Margaret Layton, Writer
Andre Pater, Artist

OUT-OF-HOME

Outdoor Board
16 A Flat

Award: Silver ADDY® Award
Entrant: One Alliance Communications
Advertiser: Clay Ingels Company
Title: The Best Brick
Contributors:
Bill McDonald, Copywriter/Creative Director
Lisa Davis, Art Director

Award: Silver ADDY® Award
Entrant: CJ Advertising
Advertiser: Don Jacobs
Title: You Are What You Drive
Contributors:
Connie Jo Miller, Creative Director
Nancy Atcher, Creative Director
Jim Edmon, Illustrator
Chris Barnes, Production Artist

Award: Silver ADDY® Award
Entrant: TwoCan Marketing
Advertiser: Hall's On the River
Title: Hall's On the River Billboard Campaign
Contributors:
Ron N. Gilbert, Design
Melissa Crase, Account Manager

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky
Title: Linebacker
Contributors:
Paul Blodgett, Creative Director
Dave Songstad, Copywriter
Chris Gayton, Art Director
Christy Hiler, Account Manager
David Coyle, Photographer

Award: Bronze ADDY® Award
Entrant: Jordan-Chiles Advertising
Advertiser: Drexel Heritage / My Favorite Things
Title: Drexel Heritage Billboard
Contributors:
Geoff Spalmacin, Art Director
Barbara Sallee, Sr. Art Director
Marty Chiles, Account Manager

OUT-OF-HOME

Outdoor Board

16 B Extension/Dimensional

Award: Silver ADDY® Award
Entrant: One Alliance Communications
Advertiser: Clay Ingels Company
Title: We Re-Do Windows
Contributors:
Bill McDonald, Creative Director
Susan Reinhardt, Art Director/Copywriter

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky Athletics Association
Title: I Need Tickets
Contributors:
Paul Blodgett, Creative Director
Dave Songstad, Copywriter
Chris Gayton, Art Director
Christy Hiler, Account Manager

OUT-OF-HOME

Vehicle Graphic

17 A Company Identification

Award: Silver ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Big Ass Fan Co
Title: Big Ass Fan Co.
Contributors:
Cindy Baker, Art Director
Maverick Ng, Graphic Artist

Award: Silver ADDY® Award
Entrant: Coomer.org
Advertiser: SS Racing LLC
Title: Timber Wolf Nascar Craftsman Truck Decal Design
Contributors:
David J. Coomer, Graphic Designer

OUT-OF-HOME

Vehicle Graphic
17 B Wrap

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky
Title: University of Kentucky Dream Bus
Contributors:
Paul Blodgett, Creative Director
Suzonne Bunch, Designer
Paul Atkinson, Print Buyer
Jessica Davis, Account Manager
Lauren Harned, Account Coordinator
Lee Thomas, Photographer

Award: Silver ADDY® Award
Entrant: One Alliance Communications
Advertiser: Clay Ingels Company
Title: Make An Entrance
Contributors:
Bill McDonald, Creative Director/Copywritere
Leslie Young, Art Director

Award: Silver ADDY® Award
Entrant: One Alliance Communications
Advertiser: Clay Ingels Company
Title: The Best Brick
Contributors:
Bill McDonald, Copywriter/Creative Director
Leslie Young, Art Director

OUT-OF-HOME

Mass Transit
18 B Exterior

Award: Bronze ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Central Baptist Hospital
Title: Central Baptist Hospital "Welcome to Our World" Bus 1
Contributors:
Steve Broderson, Creative Director
Ad-Color, Inc., Printer

OUT-OF-HOME

Site
19 B Exterior

Award: Silver ADDY® Award
Entrant: CJ Advertising
Advertiser: Barney Miller's
Title: Cutting Edge Windows
Contributors:
Connie Jo Miller, Creative Director
Kasey Carter, Art Director/Designer
Nancy Atcher, Copy Writer/Designer

Award: Gold ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: Sayre School
Title: Sayre School Campus Signage
Contributors:
Jeff Ruth, Creative Director / Designer
Kris Linkugel, Designer
Dave Wilson, Project Manager
Integrated Sign and Graphic, Production

Award: Bronze ADDY® Award
Entrant: Jordan-Chiles Advertising
Advertiser: Deckadent Designs
Title: Deckadent Designs
Contributors:
Geoff Spalmacin, Art Director
Marty Chiles, Account Manager

OUT-OF-HOME

Out-of-Home, Campaign
20

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: Milestone Realty Consultants
Title: Experience, Experience, Experience
Contributors:
Jeff Hancock, Creative Director
Dave Songstad, Copywriter
Suzonne Bunch, Designer
Kip Cornett, Concept
Lee Thomas, Photographer
Byers Watt, Account Manager

Award: Silver ADDY® Award
Entrant: One Alliance Communications
Advertiser: Clay Ingels Company
Title: Make Entrance/Re-do Windows/Best Brick
Contributors:
Bill McDonald, Creative Director
Susan Reinhardt, Art Director
Leslie Young, Art Director
Bill McDonald, Copywriter

Award: Gold ADDY® Award
Entrant: Flying High Design
Advertiser: City of Berea
Title: City of Berea Permanent Signage
Contributors:
Sara Thilman, Creative Director
Glenna Martin, Designer
Katy Maney, Research Assitant

TRADE PUBLICATION

Fractional Page
22 B Four-color

Award: Gold ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Big Ass Fan Co.
Title: Flower Power
Contributors:
Cindy Baker, Art Director
Nancy Smith, Copywriter

Award: Bronze ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Big Ass Fan Co.
Title: Summertime
Contributors:
Cindy Baker, Art Director
Nancy Smith, Copywriter

TRADE PUBLICATION

Full Page

23 B Four-color

Award: Silver ADDY® Award

Entrant: Cornett-IMS

Advertiser: Buffalo Trace Distillery

Title: Eagle Rare Awards Print

Contributors:

Paul Blodgett, Creative Director
Suzonne Bunch, Designer
Christy Hiler, Account Manager
Aaron Alpern, Copywriter
Lee Thomas, Photographer

Award: Gold ADDY® Award

Entrant: BAKER COMMUNICATIONS

Advertiser: Lane's End

Title: Just a Walk in the Park

Contributors:

Cindy Baker, Art Director
Joyce Fogleman, Copywriter
David Coyle, Photographer

Award: Bronze ADDY® Award

Entrant: Trapp Communications LLC

Advertiser: Gainesway Farm

Title: Power, Passion, Performance

Contributors:

Cindy Trapp, Creative Director

Award: Bronze ADDY® Award

Entrant: Saybrook Advertising

Advertiser: Denali Stud

Title: Get a Grip on Success

Contributors:

Susan Linville, Graphic Designer
Dale Brichta, Copywriter
Laura Carpenter, Research

Award: Gold ADDY® Award and Judges Choice 2

Entrant: HinkleStudio

Advertiser: Three Chimneys Farm

Title: Smarty Jones 8 Wins From 9 Starts

Contributors:

Barbara Hinkle, Creative Director
Margaret Layton, Writer
Andre Pater, Artist

Award: Bronze ADDY® Award
Entrant: Saybrook Advertising
Advertiser: Lubrisyn
Title: \$6 million man.
Contributors: Susan Linville, Graphic Designer
Dale Brichta, Copywriter
Laura Carpenter, Research
Horsephotos, Photography

Award: Silver ADDY® Award
Entrant: Saybrook Advertising
Advertiser: Millennium Farms
Title: Millennium Magic!
Contributors: Susan Linville, Graphic Designer
Dale Brichta, Copywriter
Laura Carpenter, Research
Benoit & Associates, Photography

Award: Bronze ADDY® Award
Entrant: Central Baptist Hospital Marketing
Advertiser: Central Baptist Hospital
Title: Good Better Baptist KBN ad
Contributors: Amy C. Williams, Art Director, Designer, Copywriter
Vikki Franklin, Copywriter

TRADE PUBLICATION

Spread, Multiple Page or Insert
24 B Four-color

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: Darby Dan Farm
Title: Have You Heard?
Contributors: Kerry Gorder, Art Director
Byers Watt, Account Manager

Award: Gold ADDY® Award
Entrant: HinkleStudio
Advertiser: Three Chimneys Farm
Title: Smarty Jones Nothing Comes Close
Contributors: Barbara Hinkle, Creative Director
Margaret Layton, Writer
Andre Pater, Artist

TRADE PUBLICATION

Campaign
25 B Four-Color

Award: Gold ADDY® Award

Entrant: Cornett-IMS

Advertiser: Keeneland

Title: Keeneland Sales

Contributors:

Paul Blodgett, Creative Director
Kerry Gorder, Art Director
Dave Songstad, Copywriter
Tracie Schlich, Account Manager
Kara Hardesty, Account Coordinator

Award: Silver ADDY® Award

Entrant: BAKER COMMUNICATIONS

Advertiser: Big Ass Fan Co.

Title: Big Ass Fan Destratification

Contributors:

Cindy Baker, Art Director
Kristin Voskuhl, Copywriter
Heather Henley, Copywriter

Award: Silver ADDY® Award

Entrant: Blood-Horse Publications

Advertiser: Blood-Horse Publications

Title: The Blood-Horse Magazine: What's in a Name? Print C

Contributors:

Robert Bolson, Director of Corporate Marketing
Sarabeth Brownrobie, Art Director

CONSUMER MAGAZINE

Fractional Page
26 B Four-color

Award: Silver ADDY® Award

Entrant: Cornett-IMS

Advertiser: Lexington Convention & Visitors Bureau

Title: Fall Print

Contributors:

Jeff Hancock, Creative Director
Patti Slone, Associate Creative Director
Suzonne Bunch, Photoshop
Tracie Schlich, Account Manager
Lee Thomas, Photographer

Award: Bronze ADDY® Award
Entrant: CJ Advertising
Advertiser: Barney Miller's
Title: Picture Perfect
Contributors:
Connie Jo Miller, Creative Director
Kasey Carter, Graphic Designer
Nancy Atcher, Copy Writer

Award: Bronze ADDY® Award
Entrant: CJ Advertising
Advertiser: LV Harkness
Title: Allure of Wine Country
Contributors:
Connie Jo Miller, Creative Director
Ron N. Gilbert, Art Director/Designer
Nancy Atcher, Copy Writer

CONSUMER MAGAZINE

Full Page
27 B Four-color

Award: Bronze ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Lane's End
Title: Where Performance Counts
Contributors:
Cindy Baker, Art Director
Joyce Fogleman, Copywriter

Award: Gold ADDY® Award
Entrant: Meridian Communications
Advertiser: Kentucky Employers' Mutual Insurance
Title: One Goal - Football
Contributors:
Dan Renaud, Creative Director
Dan Renaud, Writer
Bill Michul, Art Director
John Hickman, Account Executive

Award: Bronze ADDY® Award
Entrant: Meridian Communications
Advertiser: Southern Belle Dairy, LLC
Title: New Southern Belle - UK Sports Program Ad
Contributors:
Dan Renaud, Creative Director
Bill Michul, Art Director
Ernest Phillips, Production Artist
Dan Renaud, Writer
Jennifer Larkin, Account Executive

Award: Gold ADDY® Award
Entrant: Meridian Communications
Advertiser: Kentucky Employers' Mutual Insurance
Title: One Goal - Basketball
Contributors:
Dan Renaud, Creative Director
Dan Renaud, Writer
Bill Michul, Art Director
John Hickman, Account Executive

Award: Gold ADDY® Award
Entrant: HinkleStudio
Advertiser: Three Chimneys Farm
Title: Smarty Jones Nothing Comes Close
Contributors:
Barbara Hinkle, Creative Director
Margaret Layton, Writer
Andre Pater, Artist

Award: Bronze ADDY® Award
Entrant: Meridian Communications
Advertiser: Commerce Lexington
Title: Is it a Bird?
Contributors:
Mary Ellen Slone, Creative Director
Mary Ellen Slone, Writer
Emerson Quillin, Illustrator
Gemma Parenti, Art Director
Mary Ellen Slone, Account Executive

CONSUMER MAGAZINE

Spread, Multiple Page or Insert
28 B Four-color

Award: Gold ADDY® Award
Entrant: CJ Advertising
Advertiser: LV Harkness
Title: Start to Finish
Contributors:
Connie Jo Miller, Creative Director
Ron N. Gilbert, Art Director/Designer
Kasey Carter, Print Production
Lee Thomas, Photography

CONSUMER MAGAZINE

Campaign
29 B Four-color

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: Lexington Convention & Visitors Bureau
Title: Hometown Host
Contributors:
Jeff Hancock, Creative Director
Dave Songstad, Copywriter
Lee Boone, Graphic Design
Lee Thomas, Photographer
Molly Powell, Account Manager

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: The Greatest Game
Title: Greatest Game
Contributors:
Paul Blodgett, Creative Director
Kerry Gorder, Art Director
Aaron Alpern, Copywriter
Byers Watt, Account Manager

Award: Gold ADDY® Award
Entrant: The Williams McBride Group
Advertiser: Vivid Impact
Title: Vivid Impact Print Ads
Contributors:
Kimbra Lile, Designer
Sue Fay, Copywriter
Michael Brohm, Photographer

Award: Bronze ADDY® Award
Entrant: Meridian Communications
Advertiser: Kentucky Employers' Mutual Insurance
Title: Nature Series Two
Contributors:
Dan Renaud, Creative Director
Dan Renaud, Writer
Bill Michul, Art Director
Ernest Phillips, Art Director
Tonya Morgan, Illustrator
Hsin-Yi Yu, Illustrator
John Hickman, Account Executive

NEWSPAPER

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

Award: Silver ADDY® Award
Entrant: Dealers' Financial Services
Advertiser: Dealers' Financial Services (The MILES Program)
Title: The MILES Program - Who's Looking Out
Contributors:
Jenny Wallace, Marketing Manager
Debi Farlow, Marketing Specialist
Samantha Hutcherson, Marketing Specialist

NEWSPAPER

Fractional Page

31 B Color (any color besides black)

Award: Bronze ADDY® Award
Entrant: Central Baptist Hospital Marketing
Advertiser: Central Baptist Hospital
Title: Central Baptist Hospital Ad
Contributors:
Jamie Helm Morgan, Graphic Designer
Jeff Rogers, Photographer
Lee Thomas, Photographer

NEWSPAPER

Full Page

32 A Black and White (B/W)

Award: Bronze ADDY® Award
Entrant: Lexington Herald-Leader
Advertiser: Bella Rose
Title: Big City Fashion, Small Town Charm
Contributors:
Trang Nguyen, Graphic Designer

NEWSPAPER

Full Page

32 B Color (any color besides black)

Award: Bronze ADDY® Award
Entrant: One Alliance Communications
Advertiser: Clay Ingels Company
Title: Reserved For You
Contributors:
Bill McDonald, Creative Director
Lisa Davis, Art Director

Award: Silver ADDY® Award
Entrant: Jordan-Chiles Advertising
Advertiser: WKYT-TV
Title: WKYT-TV
Contributors:
Madison Strobel, Art Director
Barbara Sallee, Sr. Creative Director
Larry Chiles, Account Manager

NEWSPAPER

Spread or Multiple Page

33 B Color (any color besides black)

Award: Bronze ADDY® Award
Entrant: Lexington Public Library
Advertiser: Lexington Public Library
Title: For A Nickel Insert
Contributors:
Greg Davis, Marketing Manager
Peggy McAllister, Graphic Artist
Doug Tattershall, Writer

Award: Silver ADDY® Award
Entrant: Lexington Herald-Leader
Advertiser: Lexington Herald-Leader
Title: How To Guide
Contributors:
Russell Manseau, Graphic Designer
Tanya J. Tyler, Editor
ACS Design Staff, Ad Design

Award: Bronze ADDY® Award
Entrant: Lexington Herald-Leader
Advertiser: Lexington Herald-Leader
Title: Behind The Counter
Contributors:
Trang Nguyen, Designer, Photographer
Kathy W. Larkin, Writer, Editor
Tanya J. Tyler, Writer
Melissa Nipper, Writer
Connie Holman, Writer

NEWSPAPER

Campaign

35 A Black and White (B/W)

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: Sayre School
Title: Sayre Print
Contributors:
Jeff Hancock, Creative Director
Dave Songstad, Copywriter
Lee Boone, Graphic Designer
Jeff Rogers, Photographer
Roger Rydell, Strategy

NEWSPAPER

Campaign

35 B Color (any color besides black)

Award: Silver ADDY® Award
Entrant: Dealers' Financial Services
Advertiser: Dealers' Financial Services (The MILES Program)
Title: The MILES Program - Bootcamp
Contributors:
Jenny Wallace, Marketing Manager
Debi Farlow, Marketing Specialist
Samantha Hutcherson, Marketing Specialist

INTERACTIVE MEDIA

Web Sites, B-to-B

37 A Flash-Based

Award: Bronze ADDY® Award
Entrant: UR2 Creative Web Development & Design Company
Advertiser: Housewarmings Fireplace Showroom
Title: www.myhousewarmings.com
Contributors:
Karen Jahn, Interactive Web Designer

INTERACTIVE MEDIA

Web Sites, B-to-B

37 B HTML/Other

Award: Silver ADDY® Award
Entrant: UR2 Creative Web Development & Design Company
Advertiser: Eye Popping Websites
Title: www.eyepoppingwebsites.com
Contributors:
Karen Jahn, Interactive Web Designer

INTERACTIVE MEDIA

Web Sites, Consumer

38 A Flash-Based

Award: Gold ADDY® Award

Entrant: Hammond Communications Group

Advertiser: Calumet Farm

Title: Calumet Farm Website

Contributors:

Craig Miller/Lara Levine, Producers
Charlie Pallos/Kevin McClory, Graphics
Kris Spry, Programmer
Scott Bradley, Programmer

Award: Silver ADDY® Award

Entrant: Coomer.org

Advertiser: Artistry Entertainment

Title: DirectSong.com

Contributors:

David J. Coomer, Interactive Designer
Justin R. Durban, Interactive Designer
Jeron Moore, Graphic Designer
Jeremy Soule, Audio

INTERACTIVE MEDIA

Web Sites, Consumer

38 B HTML/Other

Award: Silver ADDY® Award

Entrant: One Alliance Communications

Advertiser: United Radiation Oncology

Title: unitedradiationoncology.com

Contributors:

Bill McDonald, Creative Director
Susan Reinhardt, Art Director
Leslie Young, Production Artist
Graham Wheeler, HTML/CSS Development

Award: BEST OF SHOW

Entrant: Elevation Creative Studios

Advertiser: Tuska Studios

Title: Tuska Studio Web Site

Contributors:

Christopher Gowin, Designer / Programmer
Bryan Boling, Programmer
Dave Wilson, Project Director / Copywriting
Amanda Potts, Project Manager

Award: Silver ADDY® Award
Entrant: The Williams McBride Group
Advertiser: Milestone Realty Consultants
Title: Milestone Realty Consultants Web Site
Contributors:
Sarah Davies, Designer / Art Director
Michelle Snyder, Designer
Darby Arozarena, Designer
Matt Downs-Archvision, Developer

Award: Bronze ADDY® Award
Entrant: KET
Advertiser: KET
Title: KET homepage redesign
Contributors:
Terry Stevens, Graphic Design/HTML Coding
Barbara Clifton, Content Coordination and Editing
Chuck Duncan, Flash Programming
David Hemy, Database Programming
Steve Shaffer, Still Photography
Paul Stackhouse, Technical Coordination
Matthew Bone, Technical Support
Mike Ginter, Technical Support
Gregg Casillo, Technical Support

INTERACTIVE MEDIA

Online

39 C E-mails / E-cards

Award: Bronze ADDY® Award
Entrant: Flying High Design
Advertiser: Classic Exhibits
Title: Begins with a Classic Chevy
Contributors:
Sara Thilman, Creative Director
Glenna Martin, Designer

INTERACTIVE MEDIA

Interactive Multimedia (CD/DVD)

41 A B-to-B

Award: Bronze ADDY® Award
Entrant: Meridian Communications
Advertiser: Southern Belle Dairy, LLC
Title: New Southern Belle Sales DVD
Contributors:
Dan Renaud, Creative Director
Dan Renaud, Writer
Gemma Parenti, Art Director
Linda Dickinson, Print Production Manager
Jennifer Larkin, Account Executive

RADIO

Local (one metro)
42 A :30

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: Fifth Third Bank
Title: 5/3 Salt
Contributors: Dave Songstad, Copywriter
Jeff Hancock, Creative Director
Neil Kesterson, Dynamix, Audio Edit
Christy Hiler, Account Manager

Award: Silver ADDY® Award
Entrant: Clear Channel/Radio Lexington
Advertiser: Creative Kitchen & Bath
Title: The Red Carpet
Contributors: Steve Lewis, Producer
Karyn Czar, Talent
Jason Phillips, Copywriter

Award: Gold ADDY® Award
Entrant: Clear Channel/Radio Lexington
Advertiser: Like New Shoe Repair
Title: Sales Pitch
Contributors: Steve Lewis, Talent/Producer/Writer

Award: Silver ADDY® Award
Entrant: Clear Channel/Radio Lexington
Advertiser: Monthie Mechanical
Title: Translation
Contributors: Steve Lewis, Talent/Producer
Jason Phillips, Copywriter

RADIO

Local (one metro)
42 B :60 or more

Award: Gold ADDY® Award
Entrant: Clear Channel/Radio Lexington
Advertiser: Solid Platinum
Title: The Girls of Hazzard
Contributors: Steve Lewis, Talent/Producer

Jason Phillips, Writer
Mark Tyree, Music
Kevin Hayes, Talent

RADIO

Campaign
43

Award: Gold ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: ALL-RITE PEST CONTROL
Title: ALL-RITE PEST CONTROL Radio Series
Contributors:

John Campbell, Creative Director
Dynamix, Audio Production

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: Thomas & King/Applebee's
Title: Half & Half
Contributors:

Jeff Hancock, Creative Director
Aaron Alpern, Copywriter
Kip Cornett, Executive Creative Director/Copywriter
Jessica Davis, Account Manager
Neil Kesterson, Dynamix, Audio

TELEVISION

Local (one DMA)
47 B :30

Award: Silver ADDY® Award
Entrant: WKYT-TV
Advertiser: Lexington HQ
Title: "Web Search"
Contributors:

Tim Coles, Producer
Justin Webb, Concept/Animator/Editor
Jason Goodwill, Voiceover

Award: Bronze ADDY® Award
Entrant: WLEX-TV
Advertiser: Kentucky Transportation Cabinet
Title: Kids
Contributors:

Cindy Pennington, Producer
Cindy Pennington, Videographer

Award: Silver ADDY® Award
Entrant: Element Studio
Advertiser: Kentucky Historical Society
Title: Kentucky Historical Society 30 second TV spot - What!
Contributors: Charles R. Pallos, IV, Creative Director

Award: Silver ADDY® Award
Entrant: Jordan-Chiles Advertising
Advertiser: Whitaker Bank
Title: Whitaker Bank "Farmer TV"
Contributors: Kevin Wathen, Creative Director/Editor
Barbara Sallee, Sr. Creative Director
Post Time, Videographer
Hamster Ball, Music
Doug Gabbert, Account Manager

Award: Bronze ADDY® Award
Entrant: Jordan-Chiles Advertising
Advertiser: Whitaker Bank
Title: Whitaker Bank "Family Business TV"
Contributors: Kevin Wathen, Creative Director/Editor
Barbara Sallee, Sr. Creative Director
Post Time, Videographer
Hamster Ball, Music
Doug Gabbert, Account Manager

Award: Bronze ADDY® Award
Entrant: Jordan-Chiles Advertising
Advertiser: Whitaker Bank
Title: Whitaker Bank "Image TV"
Contributors: Kevin Wathen, Creative Director/Editor
Barbara Sallee, Sr. Creative Director
Post Time, Videographer
Hamster Ball, Music
Doug Gabbert, Account Manager

TELEVISION

Campaign

48

Award: Gold ADDY® Award
Entrant: CJ Advertising
Advertiser: Don Jacobs
Title: What's Your Sign?
Contributors: Connie Jo Miller, Creative Director
Ave Lawyer, Creative Director

Ron N. Gilbert, Art Director
Kasey Carter, Production Artist
Nancy Atcher, Production Artist

Award: Silver ADDY® Award
Entrant: Jordan-Chiles Advertising
Advertiser: Whitaker Bank
Title: Whitaker Bank TV Campaign (Rupp - Farm - Family Bu
Contributors: Kevin Wathen, Creative Director/Editor
Barbara Sallee, Sr. Creative Director
Post Time, Videographer
Hamster Ball, Music
Doug Gabbert, Account Manager

TELEVISION

TV Self-Promotion
49 A Single

Award: Gold ADDY® Award
Entrant: WLEX-TV
Advertiser: WLEX-TV
Title: Lex 18 Sportszone
Contributors: Devon Ramage, Editor
Devon Ramage, Photog
Devon Ramage, Writer

Award: Silver ADDY® Award
Entrant: WLEX-TV
Advertiser: WLEX-TV
Title: Lex 18 Web Weather
Contributors: Devon Ramage, Editor
Chip Alred, Writer

Award: Silver ADDY® Award
Entrant: KET
Advertiser: KET
Title: KET EncycloMedia spot
Contributors: Erin Milburn, Producer
Timothy Bischoff, Producer/Project Co-Director
Wesley Jay Akers, Editor
Mike Ginter, Graphic Designer

Award: Bronze ADDY® Award
Entrant: KET
Advertiser: KET
Title: Be Well Kentucky spot
Contributors:

Erin Milburn, Producer
Timothy Bischoff, Producer

Award: Silver ADDY® Award
Entrant: WLEX-TV
Advertiser: WLEX-TV
Title: Medium
Contributors: Chip Alfred, Writer
Devon Ramage, Photojournalist
Cindy Pennington, Editor

Award: Silver ADDY® Award
Entrant: WLEX-TV
Advertiser: WLEX-TV
Title: Ky Derby 2005
Contributors: Mark Kohn, Producer/Editor

TELEVISION

TV Self-Promotion
49 B Campaign

Award: Silver ADDY® Award
Entrant: WKYT-TV
Advertiser: WKYT 27 NEWSFIRST
Title: Where Your News Comes First- Image
Contributors: John David Medley, Producer

Award: Silver ADDY® Award
Entrant: WKYT-TV
Advertiser: WKYT 27 NEWSFIRST
Title: Where Your news Comes First- Proof of Performance
Contributors: John David Medley, Producer

Award: Silver ADDY® Award
Entrant: WKYT-TV
Advertiser: WKYT 27 NEWSFIRST
Title: Where Your News Comes First- Topical Promotion
Contributors: John David Medley, Producer

Award: Gold ADDY® Award
Entrant: KET
Advertiser: KET
Title: KET Programming Splash
Contributors:

Timothy Bischoff, Producer
Erin Milburn, Producer
Dan Taulbee, Editor
Mary Ann Brooks, Graphic Designer

TELEVISION

Regional/National TV, single spots
50 M Consumer Services, Media

Award: Bronze ADDY® Award
Entrant: Hammond Communications Group
Advertiser: BRIS - Bloodstock Research Information Systems
Title: True Picture
Contributors:
Jesse Kelsey, Producer/Scriptwriter
Brandon Codispoti, Graphics/Compositing/Editing
Thad Kesten, Senior Videographer
Jeff McVey, Senior Editor

TELEVISION

Regional/National TV, single spots
50 T Consumer Services, Corporate / Institutional

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky
Title: University of Kentucky Recruitment Video
Contributors:
Jeff Hancock, Creative Director
Aaron Alpern, Copywriter
Post Time, Film
Darren Platt/Host Communications, Edit
Jessica Davis, Account Manager

TELEVISION

Regional/National TV Campaigns
51 A Consumer Products (50A-50G)

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky Athletics Association
Title: Fans
Contributors:
Paul Blodgett, Creative Director
Dave Songstad, Copywriter
Chris Gayton, Art Director
Don Simandl, Director
Christy Hiler, Account Manager

TELEVISION

Regional/National TV Campaigns
51 C Consumer Services (50M-50V)

Award: Gold ADDY® Award and Ralph Gabbard Television Excellence
Entrant: AD-SUCCESS, Inc.
Advertiser: Bluegrass Family Health
Title: Bluegrass Family Health Television Series
Contributors:
John Campbell, Senior Creative Director
Steve Broderson, Creative Director
John Campbell, Copywriter

TELEVISION

Infomercials
52

Award: Gold ADDY® Award
Entrant: Lexington Public Library
Advertiser: Lexington Public Library
Title: Live Homework Help Video
Contributors:
Jeremy Horton, Producer
Thom Southerland, Writer, Director and Editor
Greg Davis, Marketing Manager

TELEVISION

Cinema Advertising
53 B In-theatre Commercials

Award: Silver ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Elizabethtown Tourism & Convention Bureau
Title: Elizabethtown Movie Slides
Contributors:
Steve Broderson, Creative Director

MIXED MEDIA (Cross Platform) CAMPAIGNS

B-to-B, Local
54

Award: Gold ADDY® Award
Entrant: One Alliance Communications
Advertiser: United Radiation Oncology
Title: A Vision Takes Shape
Contributors:
Scott Woldin, Art Director
Bill McDonald, Copywriter

MIXED MEDIA (Cross Platform) CAMPAIGNS

B-to-B Regional / National

55

Award: Silver ADDY® Award

Entrant: AD-SUCCESS, Inc.

Advertiser: Bluegrass Family Health

Title: Bluegrass Family Health Campaign

Contributors:

John Campbell, Senior Creative Director
Steve Broderson, Creative Director
Lauren Sellers, Art Director
PPS, Video Production
Dynamix, Audio Production

Award: Gold ADDY® Award

Entrant: TwoCan Marketing

Advertiser: DVM Manager

Title: DVM Manager Marketing Campaign

Contributors:

Ron N. Gilbert, Design
Emily Ashburn, Account Manager
Randy Barker, Copywriter
Jeff Rogers, Photography

Award: Bronze ADDY® Award

Entrant: Asphalt Institute

Advertiser: Asphalt Institute

Title: Asphalt Institute SW-1 Promotional Campaign

Contributors:

Brian Clark, Marketing Director
Lea Howard, Graphic Designer
Copy Express, Printer
Keni Freebersyser, Photographer

MIXED MEDIA (Cross Platform) CAMPAIGNS

Consumer, Local

56

Award: Silver ADDY® Award

Entrant: AD-SUCCESS, Inc.

Advertiser: Community Hospice, Inc.

Title: Community Hospice Campaign

Contributors:

John Campbell, Creative Director
Lauren Sellers, Art Director
John Campbell, Copywriter

Award: Bronze ADDY® Award
Entrant: CJ Advertising
Advertiser: Barney Miller's
Title: Picture Perfect
Contributors: Connie Jo Miller, Creative Director
Kasey Carter, Art Director/Designer
Nancy Atcher, Production Artist
Teresa Day, Copy Writer

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: Turfway Park
Title: Meet me at the track!
Contributors: Kerry Gorder, Art Director
Byers Watt, Account Manager

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky Athletics Association
Title: UKAA Hoops Campaign
Contributors: Paul Blodgett, Creative Director
Chris Gayton, Art Director
Christy Hiler, Account Manager

Award: Bronze ADDY® Award
Entrant: Lexington Public Library
Advertiser: Lexington Public Library
Title: For A Nickel
Contributors: Greg Davis, Marketing Manager
Peggy McAllister, Graphic Artist
Doug Tattershall, Writer
Dan Hancock, Webmaster

MIXED MEDIA (Cross Platform) CAMPAIGNS

Consumer, Regional / National

57

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: Keeneland
Title: It's Racing Season
Contributors: Paul Blodgett, Creative Director
Kerry Gorder, Art Director
Dave Songstad, Copywriter
Tracie Schlich, Account Manager
Kara Hardesty, Account Coordinator

ADVERTISING FOR THE ARTS & SCIENCES

Collateral

58 A Stationery Package

Award: Gold ADDY® Award
Entrant: CJ Advertising
Advertiser: LexArts - Lexington Arts and Cultural Council
Title: LexArts I.D.
Contributors:
Jim Clark, Creative Director
Connie Miller, Creative Director
Ron N. Gilbert, Art Director/Designer
Anna Lanciano, Production Artist

ADVERTISING FOR THE ARTS & SCIENCES

Collateral

58 C Brochure

Award: Gold ADDY® Award
Entrant: Preston-Osborne
Advertiser: Lexmark International
Title: Lexmark PrintArt Phase 3
Contributors:
David Caldwell, Art Director/Designer
Maria Gambrel, Lexmark Project Manager
Multi-Craft, Printer

ADVERTISING FOR THE ARTS & SCIENCES

Collateral

58 D Poster

Award: Silver ADDY® Award
Entrant: KET
Advertiser: KET
Title: Visual Arts Toolkit poster
Contributors:
Elizabeth Jewell, writer/designer
John Dawahare, graphic designer
Teresa Day, creative director
Steve Brenner, print manager

ADVERTISING FOR THE ARTS & SCIENCES

Collateral

58 E Newsletter

Award: Gold ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: Lexarts
Title: Lexarts Newsletter
Contributors: Jeff Ruth, Creative Director / Designer
Kris Linkugel, Designer
Amanda Potts, Project Manager
James M. Clark, Publisher
Elizabeth Bartlett, Editor
Travis Robinson, Editor
Dave Wilson, Project Director
HOST Printing, Printer

ADVERTISING FOR THE ARTS & SCIENCES

Collateral

58 F Cards and Invitations

Award: Gold ADDY® Award
Entrant: CJ Advertising
Advertiser: LexArts
Title: Tango
Contributors: Connie Jo Miller, Creative Director
Jim Clark, Creative Director
Kasey Carter, Graphic Designer
Sam Collins, Copy Writer
Copy Express, Printer

ADVERTISING FOR THE ARTS & SCIENCES

Broadcast/Electronic

60 D Interactive

Award: Silver ADDY® Award
Entrant: Hammond Communications Group
Advertiser: University of Kentucky College of Arts & Sciences
Title: The Foundation for the Future
Contributors: Al Greenfield, Executive Producer
Jesse Kelsey, Producer/Director
Thad Kesten, Videographer/Editor
Brandon Codispoti, DVD Authoring
Michael Friedman, Scriptwriter

Award: Gold ADDY® Award
Entrant: KET
Advertiser: KET
Title: Kentucky Virtual Art Museum
Contributors: Teresa Day, creative director
Mark Comfort, graphic designer

Dave Hamon, CD-ROM designer
Nancy Carpenter, writer
Angelina Ricci, writer
Ben Allen, writer
Melanie Fee, writer
Barbara Clifton, writer
Sara O'Keefe, writer
Steve Brenner, print manager

ADVERTISING FOR THE ARTS & SCIENCES

Direct Marketing, Specialty

62

Award: Gold ADDY® Award
Entrant: CJ Advertising
Advertiser: LexArts - Lexington Arts and Cultural Council
Title: LexArts Card
Contributors:
Connie Jo Miller, Creative Director
Kasey Carter, Art Director/Designer

PUBLIC SERVICE

Collateral

64 B Annual Report

Award: Gold ADDY® Award
Entrant: KET
Advertiser: KET
Title: KET 2004 Report to the Community
Contributors:
Tona Barkley, project director
Mick Jeffries, graphic designer
Steve Shaffer, photography
Steve Brenner, print manager

PUBLIC SERVICE

Collateral

64 C Brochure

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: Cordillera Motorcylce Club
Title: Rider Cup
Contributors:
Jeff Hancock, Creative Director
Chris Gayton, Digital Artist
Craig Turner, Concept
Copy Express, Printing

Award: Bronze ADDY® Award
Entrant: The Council of State Governments
Advertiser: The Council of State Governments
Title: Medicare Modernization Act Toolkit for State Leaders
Contributors: Lisa Kay Eads, Creative Manager
Susie Bush, Sr. Graphic Designer
Jessica Downey, Graphic Designer
Chris Pryor, Jr. Graphic Designer

Award: Bronze ADDY® Award
Entrant: Dealers' Financial Services
Advertiser: Dealers' Financial Services (The MILES Program)
Title: The MILES Program - 9 Steps
Contributors: Jenny Wallace, Marketing Manager
Debi Farlow, Marketing Specialist
Samantha Hutcherson, Marketing Specialist

Award: Silver ADDY® Award
Entrant: Trapp Communications LLC
Advertiser: Kentucky Community & Technical College System
Title: Changing Lives Brochure
Contributors: Cindy Trapp, Creative Director
Lisa Sorg, Art Director
Beth Oyler, Account Executive
API, Printer

Award: Silver ADDY® Award
Entrant: HinkleStudio
Advertiser: Three Chimneys Farm
Title: Smarty Jones Foundation
Contributors: Barbara Hinkle, Creative Director
Margaret Layton, Writer
Andre Pater, Artist

PUBLIC SERVICE

Collateral
64 D Poster

Award: Gold ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: Video Editing Services
Title: "Keep It Real" Poster
Contributors: Kris Linkugel, Designer
Jeff Ruth, Designer
Christopher Gowin, Art Director
Accuprint, Printer

PUBLIC SERVICE

Collateral
64 E Newsletter

Award: Gold ADDY® Award
Entrant: Kentucky League of Cities
Advertiser: Kentucky League of Cities
Title: KLC Direct
Contributors: Terri Johnson, Mkt./ Comm. Manager
Ulysses Hayes, Graphic Designer

PUBLIC SERVICE

Collateral
64 F Cards / Invitations

Award: Silver ADDY® Award
Entrant: CJ Advertising
Advertiser: The Humanitarium, Center for Culture & Diversity
Title: Unsung Heroes
Contributors: Connie Jo Miller, Creative Director
Erin Gray, Graphic Designer/Production Artist
Chris Barnes, Graphic Designer

Award: Gold ADDY® Award and Public Service Cash Award
Entrant: HouseGraphics Marketing
Advertiser: Lexington Dream Factory
Title: Black and White Ball
Contributors: Rae E. House, Designer/Copywriter
Impressions Printing, Printing
Jourdan Graphics, Die-cutting
Athens Paper, Stock

Award: Silver ADDY® Award
Entrant: AT Design & Illustration LLC
Advertiser: American Cancer Society (Filly Formal Gala)
Title: Riding back into the 1920's
Contributors: Andrea Robinson, Creative Director/Designer/Illustrator

Award: Gold ADDY® Award
Entrant: The Williams McBride Group
Advertiser: The African American Forum, Inc.
Title: African American Forum Ebony Fashion Fair Invitation
Contributors: Melissa Weber, Designer

Rees Printing, Printer

PUBLIC SERVICE

Print

65 B Newspaper

Award: Gold ADDY® Award

Entrant: Cornett-IMS

Advertiser: University of Kentucky, Alcohol Education Office

Title: UK Party Smart - Margaritaville Ad

Contributors:

Paul Blodgett, Creative Director
Dave Songstad, Copywriter
Suzonne Bunch, Art Director
Jessica Davis, Account Manager
Lauren Harned, Account Coordinator
Lee Thomas, Photographer

PUBLIC SERVICE

Broadcast/Electronic

66 A TV

Award: Gold ADDY® Award

Entrant: CJ Advertising

Advertiser: School Counts

Title: Open Book, Open Mind

Contributors:

Connie Jo Miller, Creative Director
Teresa Day, Copy Writer
Kasey Carter, Broadcast Producer
Nancy Atcher, Broadcast Producer

Award: Gold ADDY® Award

Entrant: Lexington Public Library

Advertiser: Carnegie Center for Literacy and Learning

Title: Carnegie Center Video

Contributors:

Jeremy Horton, Producer
Thom Southerland, Director and Editor

PUBLIC SERVICE

Broadcast/Electronic

66 D Interactive

Award: Silver ADDY® Award

Entrant: CJ Advertising

Advertiser: School Counts

Title: SchoolCounts.com

Contributors:

Connie Jo Miller, Creative Director
Kasey Carter, Art Director
Nancy Atcher, Art Director
Tim Campbell, Host Communications, Web Producers

Award: Silver ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: Video Editing Services
Title: "Keep It Real" Web Site
Contributors:
Christopher Gowin, Art Director / Programmer
Kris Linkugel, Designer
Dave Wilson, Project Manager
Amanda Potts, Account Executive

Award: Gold ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: International Book Project
Title: International Book Project Web Site
Contributors:
Christopher Gowin, Designer / Programmer
Kris Linkugel, Designer
Bryan Boling, Programmer
Dave Wilson, Client Relations
Amanda Potts, Account Executive

PUBLIC SERVICE

Direct Marketing/Specialty

68

Award: Bronze ADDY® Award
Entrant: CJ Advertising
Advertiser: School Counts
Title: School Counts Calendar
Contributors:
Connie Jo Miller, Creative Director
Lisa Deffendall, Copy Writer
Kasey Carter, Graphic Designer
Fayette County Public School Students, Artists

PUBLIC SERVICE

Campaign

69 A Single Medium Campaign (for categories 64-68)

Award: Gold ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky, Alcohol Education Office
Title: University of Kentucky Party Smart Campus Poster Ca
Contributors:
Paul Blodgett, Creative Director
Suzonne Bunch, Art Director

Dave Songstad, Copywriter
Jessica Davis, Account Manager
Lauren Harned, Account Coordinator
Lee Thomas, Photographer

PUBLIC SERVICE

Campaign

69 B Mixed / Multiple Media Campaign (for categories 64-68)

Award: Silver ADDY® Award

Entrant: The Council of State Governments

Advertiser: The Council of State Governments

Title: Healthy States

Contributors:

Lisa Kay Eads, Creative Manager
Susie Bush, Sr. Graphic Designer
Jessica Downey, Graphic Designer
Chris Pryor, Jr. Graphic Designer

Award: Silver ADDY® Award

Entrant: CJ Advertising

Advertiser: School Counts

Title: School Counts

Contributors:

Connie Jo Miller, Creative Director
Kasey Carter, Art Director/Designer
Nancy Atcher, Broadcast Producer/Copy Writer
Teresa Day, Copy Writer
Tim Campbell, Host Communications, Web Producers
Erin Gray, Production Artist
Trista Coy, Graphic Designer

Award: Gold ADDY® Award

Entrant: HouseGraphics Marketing

Advertiser: Lexington Dream Factory

Title: Black and White Ball Campaign

Contributors:

Rae E. House, Designer/Copywriter
Impresions Printing, Invitation Printing
Jourdan Graphics, Die Cutting
Business Printing America, Program/Poster Printing
Elite Printing, Reply Printing

Award: Bronze ADDY® Award

Entrant: KET

Advertiser: KET

Title: KET EncycloMedia

Contributors:

Todd Piccirilli, project co-director
Timothy Bischoff, project co-director
Tona Barkley, project co-director
John Dawahare, graphic designer

Mark Comfort, graphic designer
Angela Lewis, graphic designer
Mike Ginter, graphic designer
Wesley Jay Akers, video editor
Steve Brenner, print manager

Award: **Bronze ADDY® Award**
Entrant: **KET**
Advertiser: **KET**
Title: **Be Well Kentucky**
Contributors:

Tona Barkley, project co-director
Timothy Bischoff, project co-director
Todd Piccirilli, project co-director
John Dawahare, graphic designer
Erin Milburn, producer
Ronna Fisher, graphic designer
Mark Comfort, graphic designer
Angela Lewis, graphic designer
Debra Gibson, editor/writer
Mike Ginter, website designer
Barbara Clifton, website writer/editor
Steve Brenner, print manager

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

70 A Collateral (brochures, posters, etc.)

Award: **Gold ADDY® Award**
Entrant: **Equine Media**
Advertiser: **Equine Media**
Title: **Equine Media Collateral Material**
Contributors:

Wade Larson, Print Art Director
Bill Adams, Web Services Director
Roberta Smoodin, Copywriter
Tony Leonard, Photographer
Luther Andal, Programmer
Ginny Grulke, Sales
Elite Printing, Printer

Award: **Gold ADDY® Award**
Entrant: **Elevation Creative Studios**
Advertiser: **Elevation Creative Studios**
Title: **Elevation Internship Recruitment Poster**
Contributors:

Kris Linkugel, Designer
Jeff Ruth, Designer
Accuprint, Printer

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

70 B Stationery Package

Award: Silver ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: AD-SUCCESS, Inc.
Title: AD-SUCCESS Stationery Package
Contributors:
Lauren Sellers, Art Director
Ken MacSparran, Art Director

Award: Gold ADDY® Award
Entrant: Equine Media
Advertiser: Equine Media
Title: Equine Media Collateral Material
Contributors:
Wade Larson, Print Art Director
Bill Adams, Web Services Director
Roberta Smoodin, Copywriter
Luther Andal, Programmer
Ginny Grulke, Sales
Elite Printing, Printer

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

70 C Print

Award: Bronze ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: AD-SUCCESS, Inc.
Title: AD-SUCCESS 20th Anniversary Ad
Contributors:
John Campbell, Creative Director
Lauren Sellers, Art Director
Shandon Cundiff, Photography

Award: Silver ADDY® Award
Entrant: Saybrook Advertising
Advertiser: Saybrook Advertising
Title: 'Full Service Agency'
Contributors:
Susan Linville, Graphic Designer
Dale Brichta, Copywriter
Mark Wyville, Photographer

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

70 E Broadcast

Award: Gold ADDY® Award
Entrant: Meridian Communications
Advertiser: Meridian Communications
Title: Brand New Thinking :60 TV
Contributors:
Dan Renaud, Creative Director
Dan Renaud, Editor
Spank!, Music
Mary Ellen Slone, Account Executive

Award: Silver ADDY® Award
Entrant: Coomer.org
Advertiser: Coomer.org
Title: Coomer.org commercial
Contributors:
Casey Brumels, Director / Producer
David J. Coomer, Motion Graphics Design

ADVERTISING INDUSTRY SELF-PROMOTION
Creative Services and Industry Suppliers
70 F Interactive

Award: Silver ADDY® Award
Entrant: Hammond Communications Group
Advertiser: Hammond Communications Group
Title: Hamond Communications Group Office Tour
Contributors:
Jesse Kelsey, Producer/Director
Thad Kesten, Editor
Nikk Sutton, Steadicam Operator

ADVERTISING INDUSTRY SELF-PROMOTION
Creative Services and Industry Suppliers
70 I Cards/Invitations

Award: Silver ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: AD-SUCCESS, Inc.
Title: AD-SUCCESS Holiday Card
Contributors:
Steve Broderson, Creative Director
Steve Broderson, Art Director

Award: Silver ADDY® Award
Entrant: TwoCan Marketing
Advertiser: TwoCan Marketing
Title: TwoCan Marketing Holiday Card
Contributors:
Ron N. Gilbert, Design

Pam Leet, Creative Director
Melissa Crase, Copywriter
Emily Ashburn, Copywriter
Sandy Davis, Copywriter

ADVERTISING INDUSTRY SELF-PROMOTION

Ad Club or Marketing Club

71

Award: Bronze ADDY® Award
Entrant: Asphalt Institute
Advertiser: Lexington Ad Club
Title: Lexington Ad Club Membership Recruitment Postcard
Contributors:
Brian Clark, Copywriter, Project Leader
Meredith Tyson, Vice President/Membership
Lea Howard, Graphic Designer
Copy Express, Printer

Award: Gold ADDY® Award
Entrant: Gilbert Design
Advertiser: Lexington Advertising Club
Title: The Agency: The ADDYs Get Real Show Intro
Contributors:
David Caldwell, Creative Director/Producer
Ron N. Gilbert, Creative Director/Producer
Rob Gardner, Mfilms, Director/Editor

ADVERTISING INDUSTRY SELF-PROMOTION

Campaign

72 B Mixed / Multiple Media Campaign (for categories 70 & 71)

Award: Gold ADDY® Award
Entrant: Gilbert Design
Advertiser: Lexington Advertising Club
Title: The Agency: The ADDYs Get Real Campaign
Contributors:
David Caldwell, Creative Director/Designer
Ron N. Gilbert, Art Director/Designer

ELEMENTS OF ADVERTISING

Logo

73

Award: Silver ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Morehead Conference Center
Title: Morehead Conference Center Logo
Contributors:

Angela Fern, Creative Director

Award: Bronze ADDY® Award
Entrant: AD-SUCCESS, Inc.
Advertiser: Bruce Jordan Cosmetic and Family Dentistry
Title: Bruce Jordan, DMD Logo
Contributors: Angela Fern, Creative Director

Award: Bronze ADDY® Award
Entrant: The Ken Ayres Group Inc
Advertiser: Dean Osborne
Title: The Dean Osborne Band
Contributors: Ken Ayres, Creative Director
Resia Ayres, Art Director

Award: Bronze ADDY® Award
Entrant: Cornett-IMS
Advertiser: University of Kentucky Athletics Association
Title: UK 70,000 Strong
Contributors: Paul Blodgett, Creative Director
Chris Gayton, Designer
Christy Hiler, Account Manager

Award: Gold ADDY® Award
Entrant: CJ Advertising
Advertiser: LexArts
Title: Lexington Arts and Cultural Council becomes LexArts
Contributors: Jim Clark, Inspiration
Connie Jo Miller, Creative Director
Roger Rydel, Creative Director
Joel Villafior, Art Director
Ron N. Gilbert, Art Director/Designer

Award: Bronze ADDY® Award
Entrant: One Alliance Communications
Advertiser: The Paper Plate
Title: The Paper Plate
Contributors: Lisa Davis, Creative Director
Janalyn Glascock, Art Director

Award: Gold ADDY® Award
Entrant: BAKER COMMUNICATIONS
Advertiser: Dermatology Associates of Kentucky
Title: Belleage
Contributors: Cindy Baker, Art Director

Maverick Ng, Graphic Artist

Award: Silver ADDY® Award
Entrant: Cornett-IMS
Advertiser: The Gilbert Course
Title: Gilbert Course Logo
Contributors: Paul Blodgett, Creative Director
Suzonne Bunch, Designer

Award: Gold ADDY® Award
Entrant: Equine Media
Advertiser: Equine Media
Title: Equine Media Logo
Contributors: Bill Adams, Web Services Director
Wade Larson, Print Art Director

Award: Silver ADDY® Award
Entrant: Flying High Design
Advertiser: Arts, Eats Etc.
Title: Arts, Eats Etc. Logo
Contributors: Sara Thilman, Creative Director
Glenna Martin, Designer

Award: Silver ADDY® Award
Entrant: TwoCan Marketing
Advertiser: ClubMD
Title: ClubMD
Contributors: Ron N. Gilbert, Design
Melissa Crase, Account Manager

Award: Silver ADDY® Award
Entrant: Elevation Creative Studios
Advertiser: AU Associates
Title: ARTEK Lofts Logo
Contributors: Jeff Ruth, Creative Director / Designer

Award: Silver ADDY® Award
Entrant: AT Design & Illustration LLC
Advertiser: VDK Advantage/Healthy Meals To Go
Title: Healthy Meals To Go
Contributors:

Award: Bronze ADDY® Award
Entrant: AT Design & Illustration LLC
Advertiser: AIDS Volunteers Inc.
Title: Art for Life
Contributors:

Award: Bronze ADDY® Award
Entrant: Bella Design
Advertiser: AZUR Restaurant & Patio
Title: AZUR Restaurant & Patio Logo
Contributors:
Gemma Parenti, Creative/Art Director
Fred Wohlstein, Copywriter

Award: Bronze ADDY® Award
Entrant: Meridian Communications
Advertiser: mPulse
Title: mPulse Logo
Contributors:
Bill Michul, Creative Director
Bill Michul, Art Director
Laura Newsome, Account Executive

Award: Bronze ADDY® Award
Entrant: Meridian Communications
Advertiser: AMCOR
Title: PowerFlex Logo
Contributors:
Bill Michul, Creative Director
Bill Michul, Art Director
Jennifer Larkin, Account Executive

Award: Silver ADDY® Award
Entrant: Gilbert Design
Advertiser: MedX12
Title: MedX12 logo
Contributors:
Ron N. Gilbert, Art Director/Designer
Mary H. Hemlepp, Account Executive
Nancy Wisner, Account Executive

Award: Silver ADDY® Award
Entrant: Gilbert Design
Advertiser: Lawnsapes of Lexington
Title: Lawnsapes of Lexington Logo
Contributors:
Ron N. Gilbert, Art Director/Designer

ELEMENTS OF ADVERTISING

Illustration

74 A Single

Award: Gold ADDY® Award
Entrant: CJ Advertising
Advertiser: LexArts - Lexington Arts and Cultural Council
Title: Experience the Arts
Contributors:
Connie Jo Miller, Creative Director
Kasey Carter, Graphic Designer

Award: Bronze ADDY® Award
Entrant: AT Design & Illustration LLC
Advertiser: Commerce Lexington Inc.
Title: Small Business First
Contributors:
Andrea Robinson, Creative Director/Illustrator

Award: Gold ADDY® Award
Entrant: Central Baptist Hospital Marketing
Advertiser: Central Baptist Hospital
Title: 2006 Hospital Week Mailer
Contributors:
Jamie Helm Morgan, Illustrator
Jamie Helm Morgan, Graphic Designer

ELEMENTS OF ADVERTISING

Photography

75 B Color

Award: Gold ADDY® Award
Entrant: Meridian Communications
Advertiser: Southern Belle Dairy, LLC
Title: New Southern Belle Photography
Contributors:
Dan Renaud, Creative Director
Alias Imaging, Photographer
Troy Hayes, Art Director
Jennifer Larkin, Account Executive

Award: Gold ADDY® Award
Entrant: Meridian Communications
Advertiser: Captain D's, LLC
Title: Captain D's Photography
Contributors:
Dan Renaud, Creative Director
Mike Rutherford, Photographer
Bill Michul, Art Director
Teresa Blackburn, Food Stylist

Whitney Kemp, Food Stylist
Jennifer Larkin, Account Supervisor
Kaci Prunty, Account Executive

Award: Silver ADDY® Award
Entrant: KET
Advertiser: KET
Title: Kentucky Life photo
Contributors: Steve Shaffer, photographer

ELEMENTS OF ADVERTISING

Photography

75 C Digitally Enhanced

Award: Silver ADDY® Award
Entrant: KET
Advertiser: KET
Title: KET Summer Celebration invitation
Contributors: Ronna Fisher, artist

Award: Silver ADDY® Award
Entrant: Skidmore Advertising Group
Advertiser: Concours d'elegance at Keeneland
Title: Concours d'elegance at Keeneland
Contributors: Tom Skidmore, Art Director, Photographer
Andrea Sargent, Photo Manipulation

ELEMENTS OF ADVERTISING

Animation or Special Effects

76 A Video, Film

Award: Gold ADDY® Award
Entrant: KET
Advertiser: KET
Title: KET EncycloMedia intro
Contributors: Mike Ginter, graphic designer/ animator
Chuck Burgess, sound designer
John Dawahare, logo designer

ELEMENTS OF ADVERTISING

Sound

77 A Music Only

Award: Silver ADDY® Award
Entrant: Studio 246
Advertiser: Three Chimneys Farm
Title: "Champions"
Contributors:
Steve Broderson, Composer
Steve Broderson, Performer

Award: Silver ADDY® Award
Entrant: Meridian Communications
Advertiser: Meridian Communications
Title: Brand New Thinking Music
Contributors:
Dan Renaud, Creative Director
Dan Renaud, Editor
Spank!, Music
Mary Ellen Slone, Account Executive

ELEMENTS OF ADVERTISING

Sound

77 B Music with Lyrics

Award: Bronze ADDY® Award
Entrant: Todd Advertising
Advertiser: Mann Chrysler
Title: Mann Chrysler :60 jingle
Contributors:
Steve Broderson, Composer & producer

Award: Bronze ADDY® Award
Entrant: MEDIA MERCHANT
Advertiser: TOPS IN LEX.COM
Title: TOPS IN LEX.COM
Contributors:
MARK TYREE, WRITER,ARRANGER
HOPE HUDSON-TYREE, WRITER,ARRANGER
STEVE LEWIS, PRODUCER,ARRANGER

LOCAL ONLY CATEGORIES

Tall ADDY®-Good work that NEVER ran.

81 A Print-Single

Award: Tall ADDY®
Entrant: Elevation Creative Studios
Advertiser: Jim Gray
Title: Jim Gray Campaign Logo
Contributors:
Jeff Ruth, Creative Director / Designer

LOCAL ONLY CATEGORIES

Copywriting Excellence
82 D Campaign-Print

Award: Copywriting Excellence
Entrant: Meridian Communications
Advertiser: AMCOR PET Packaging North America
Title: PowerFlex Postcard Campaign
Contributors: Dan Renaud, Creative Director/Writer

STUDENT

Collateral Material
S02 C Poster

Award: Student Silver ADDY®
Entrant: University of Kentucky
Advertiser: Student Activities Board
Title: Poker Showdown
Contributors: Mary Nguyen, Art Director

STUDENT

Out-of-Home
S04

Award: Student Silver ADDY®
Entrant: University of Kentucky
Advertiser: OneCustomer IT Staffing
Title: Holey IT
Contributors:

STUDENT

Trade or Consumer Magazine Ad
S05 A Single

Award: Student Gold ADDY®
Entrant: University of Kentucky
Advertiser: Playboy
Title: For the Pictures
Contributors: Brittany Clark, Student

STUDENT

Trade or Consumer Magazine Ad
S05 B Campaign

Award: Student Gold ADDY®
Entrant: University of Kentucky
Advertiser: OneCustomer IT Staffing
Title: IT Happens
Contributors:

Award: Student Silver ADDY®
Entrant: University of Kentucky
Advertiser: O Olive Oil
Title: Olive Oil. And More.
Contributors: Casey Luttrul, Student

Award: Student Gold ADDY® and Judges Choice 1
Entrant: University of Kentucky
Advertiser: AIDS Volunteers of Lexington
Title: Ask
Contributors:

STUDENT

Campaign-Mixed Media
S11

Award: Student Silver ADDY®
Entrant: University of Kentucky
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