



• 2009 •
YEAR OF THE
ADDY

**WINNERS'
CATALOG**

AAF-Abilene
Awards Ceremony
12 February, 2009

ADDY AWARDS 2009

• ABILENE REGIONAL COMPETITION •

SALES PROMOTION

Product or Service Sales Presentation
Newsletter

Silver ADDY Award

Hardin-Simmons University
The Advisor Newsletter
Academic Advising
Contributors: Carlos Macias, Graphic Designer; Gracie Carroll, Associate VP for Academic Advising & Retention; Scott Burkhalter, Senior Graphic Designer; Joseph Bailey, Photographer

SALES PROMOTION

Product or Service Sales Presentation
Sales Promotion Campaign

Bronze ADDY Award

Creative Graphic Solutions
Taste Of Abilene
Rotary Club of Abilene
Contributors: Dustin Pittman, Graphic Designer; John Thomas, Marketing Director; Russ Petty, Owner/Production

SALES PROMOTION

Packaging
Packaging

Silver ADDY Award

Stephen Jacobs Design & Illustration
Carrollton CofC Defeating Katrina DVD
Southern Hills Church of Christ
Contributors: Dan Garrett, Fundraising; Vann Conwell, Coordinator; Stephen Corbett, Coordinator; Stephen Jacobs, Designer; Robin Saylor, Copywriter; Kirk Garrison, Carrollton Minister

SALES PROMOTION

Audio/Visual Sales Presentation
Video Sales Presentation

Silver ADDY Award

Zachry Associates
Jepp Direct Oshkosh
Video Demonstration Jeppesen
Contributors: Holly McKay, Account Executive & Project Manager; Brian Stark, Art Director & Designer; Leanna Haag, Client; Nora Haywood, Client; Rhonda Larence, Client

COLLATERAL MATERIAL

Annual Report
Annual Report, Color

Gold ADDY Award

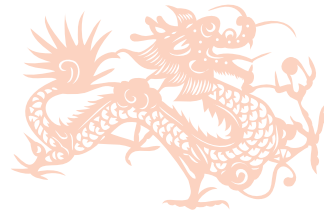
Zachry Associates
Buckner Retirement System Annual Report
Buckner Retirement System, Inc.
Contributors: Bob Nutt, Account Executive; Callie Morris, Project Manager; Stephen Jacobs, Graphic Designer; Doug Davidson, Copywriter; Pearl Merritt, Client; Dida Horton, Client; Cockrell Printing, Kemp Hoop

COLLATERAL MATERIAL

Special Event Material
Special Event Campaign

Gold ADDY Award

Hardin-Simmons University
Fall Preview
Enrollment Services
Contributor: Scott Burkhalter, Sr. Graphic Designer



COLLATERAL MATERIAL

Brochure
Brochure, Color

Gold ADDY Award

Zachry Associates
McMurry University Vision Piece
McMurry University
Contributors: Steve Woodard, Account Executive; Callie Morris, Project Manager; Danny Flanagan, Art Director/Designer; Garner Roberts, Copywriter; Ed Carreon, Photographer; Sprint Press, Printer; Steve Crisman, Client

COLLATERAL MATERIAL

Publication Design
Cover

Silver ADDY Award

Hardin-Simmons University
Campus Directory Cover
Student Development
Contributor: Carlos Macias, Graphic Designer

COLLATERAL MATERIAL

Poster
Poster

Gold ADDY Award

Hardin-Simmons University
Friday Night Lights Poster
Student Development
Contributor: Carlos Macias, Graphic Designer

COLLATERAL MATERIAL

Special Event Material
Special Event Invitation

Bronze ADDY Award

Hardin-Simmons University
CASL Save the Date Postcard
Student Development
Contributor: Scott Burkhalter, Sr. Graphic Designer

COLLATERAL MATERIAL

Special Event Material
Special Event Announcement

Silver ADDY Award

Hardin-Simmons University
Track is Back Postcard
Enrollment Services
Contributor: Scott Burkhalter, Sr. Graphic Designer

COLLATERAL MATERIAL

Special Event Material
Special Event Campaign

Gold ADDY Award

Hardin-Simmons University
Fall Preview
Enrollment Services
Contributor: Scott Burkhalter, Sr. Graphic Designer

DIRECT MARKETING

Business-to-Business or Consumer, Single
Direct, B-to-B or Consumer

Silver ADDY Award

Zachry Associates
Texas Tech University Raider Loyalty Direct Mail
Texas Tech University
Contributors: Paul Fulham, Account Executive; Michelle Mickey, Account Executive; Terry Pringle, Copywriter; Stephen Jacobs, Graphic Designer; Deborah Finlayson, Client; Southwest Direct, Printer

Silver ADDY Award

Hardin-Simmons University
Junior Profile Piece
Enrollment Services
Contributor: Scott Burkhalter, Sr. Graphic Designer

DIRECT MARKETING

Business-to-Business or Consumer, Campaign
Direct Campaign, B-to-B or Consumer

Bronze ADDY Award

Hardin-Simmons University
Freshman/Sophomore Postcards
Enrollment Services
Contributors: Scott Burkhalter, Senior Graphic Designer; Vicki House, Director of Admissions

DIRECT MARKETING

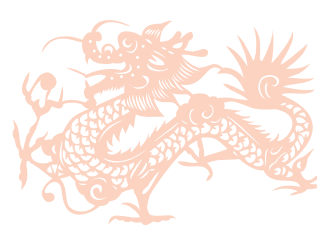
Specialty Advertising
Specialty Advertising

Bronze ADDY Award

Stephen Jacobs Design & Illustration
Optimist Club Balloonfest T-Shirt
The Optimist Club Unlimited of Abilene
Contributor: Stephen Jacobs, Designer/Illustrator

Bronze ADDY Award

Hardin-Simmons University
New Student Orientation T-Shirt Design
Student Development
Contributors: Carlos Macias, Graphic Designer



CONSUMER OR TRADE PUBLICATION

Full Page
Consumer/Trade, Full Page, Color

Silver ADDY Award

Zachry Associates
Rentech Boilers & Biscuits Magazine Ad
Rentech Boiler Systems, Inc.
Contributors: Danny Flanagan, Account Executive; Callie Morris, Project Manager; Danny Flanagan, Art Director/Designer; Brian Stark, Designer; Garner Roberts, Copywriter; Scott Ballard, Programmer; Jack Rentz, Client; Harry Kumpula, Client

CONSUMER OR TRADE PUBLICATION

Spread, Multiple Page or Insert
Consumer/Trade, Spread, Color

Silver ADDY Award

Zachry Associates
EBAA Iron Green Megalug Magazine Ad
EBAA Iron, Inc.
Contributors: Jeff Warr, Account Executive; Holly McKay, Project Manager; Stephen Jacobs, Graphic Designer; Garner Roberts, Copywriter; Jim Keffer, Client; Rick Racow, Client

CONSUMER OR TRADE PUBLICATION

Campaign
Consumer/Trade Campaign, Color

Silver ADDY Award

Zachry Associates
EBAA Iron Tough Guy Magazine Campaign
EBAA Iron, Inc.
Contributors: Jeff Warr, Account Executive; Holly McKay, Project Manager; Stephen Jacobs, Graphic Designer; Terry Pringle, Copywriter; Neal Hinkle, Photographer; Jim Keffer, Client; Rick Racow, Client

Gold ADDY Award

Zachry Associates
Aviall Box Magazine Campaign
Aviall, Inc.
Contributors: Jeff Warr, Account Executive; Holly McKay, Project Manager; Danny Flanagan, Art Director; Brian Stark, Designer; Charlie Elkins, Client; Graham Duke, Client

NEWSPAPER

Fractional Page
Newspaper, Fractional Page, Color

Bronze ADDY Award

Zachry Associates
College Station Aggie Field of Honor Magazine Ad
City of College Station
Contributors: Steve Woodard, Account Executive; Callie Morris, Project Manager; Stephen Jacobs, Designer/Illustrator; Ross Albrecht, Client; Wayne Larson, Client

NEWSPAPER

Campaign
Newspaper Campaign

Bronze ADDY Award

Zachry Associates
Texas Tech Physicians Pavilion Newsprint Campaign
Texas Tech Physicians
Contributors: Bob Nutt, Account Executive; Callie Morris, Project Manager; Stephen Jacobs, Graphic Designer; Jo Vaughan, Client

INTERACTIVE MEDIA

Websites, B-to-B
Website, B-to-B HTML

Silver ADDY Award

Zachry Associates
Rentech Website
Rentech Boiler Systems, Inc.
Contributors: Danny Flanagan, Account Executive; Callie Morris, Project Manager; Danny Flanagan, Art Director/Designer; Brian Stark, Designer; Garner Roberts, Copywriter; Scott Ballard, Programmer; Jack Rentz, Client; Harry Kumpula, Client

INTERACTIVE MEDIA

Websites, Consumer
Website, Consumer HTML

Gold ADDY Award

Abilene Reporter-News
AdviseAbilene.com
ReporterNews.com
Contributors: Mauve Murphy, Projects Manager; Darrin McBreen, Videographer; Eddie Montalvo Jr., Developer; Sherry Young, Graphic Designer

INTERACTIVE MEDIA

Websites / Online
Online Campaign

Silver ADDY Award

Abilene Reporter-News
Reporter-News Hold 'Em
Abilene Reporter-News
Contributors: Mauve Murphy, Project Manager; James Mayo, Marketing; Darrin McBreen, Videographer; Daniela Bolden, Graphic Designer

TELEVISION

Local, Single (one DMA)
Local TV

Gold ADDY Award

KTAB/KRBC
The Lawn Ninja
The Lawn Ninja
Contributors: Amanda Campbell, Creative Services Director; Troy Shrode, Commercial Editor; Daryl Smith, Commercial Videographer

Silver ADDY Award

Hardin-Simmons University
'My Diploma' Video
University Communications
Contributors: Robert Leeper, Interactive Graphic Designer & Webmaster; Vocal Trash, Vocal Band; Leland Harden, VP Institutional Advancement; Ben Johnson, Director of Housing; Forrest McMillan, Dean of Students; Leianne McMillan, Special Events Coordinator; Shane Davidson, VP Enrollment Management; Amanda Etter, Director of Marketing

TELEVISION

Local
Local TV Campaign

Gold ADDY Award

KORQ
Bob Plays Anything
KORQ
Contributors: Justin Riggan, Sales Manager, KORQ; Amanda Campbell, Creative Services Director, KTAB/KRBC; Troy Shrode, Animator/Editor

Bronze ADDY Award

Baack's Florists and Greenhouses
Pony Express
Baack's Florists and Greenhouses
Contributors: Luke Harwell, General Manager, Baack's Florists; Amanda Campbell, Creative Services Director, KTAB/KRBC; Jeremy Gentry, Commercial Editor, KTAB/KRBC; Daryl Smith, Commercial Videographer, KTAB/KRBC

MIXED/MULTIPLE MEDIA

B-to-B Regional / National
Mixed-Media, National B-to-B

Silver ADDY Award

Zachry Associates
Aviall iDeliver Campaign
Aviall, Inc.
Contributors: Jeff Warr, Account Executive/ Copywriter; Holly McKay, Project Manager; Danny Flanagan, Art Director/Designer; Brian Stark, Designer; Nil Santana, Photographer; Levrets Ink, Printer; 48 Hour Print, Printer; Dimaco, Ltd.; Fast Signs, Printer; Charlie Elkins, Client; Graham Duke, Client/Copywriter; Jeff Goforth, Client

MIXED/MULTIPLE MEDIA

Consumer, Regional / National
Mixed-Media, National Consumer

Bronze ADDY Award

Zachry Associates
United Supermarkets Free To Feel Better Campaign
United Supermarkets
Contributors: Bob Nutt, Account Executive; Callie Morris, Project Manager; Danny Flanagan, Art Director/Designer; Kit Sweeney, Designer; Doug Davidson, Copywriter; Eddie Owens, Client; Jerry Shelton, Client

ADVERTISING FOR THE ARTS & SCIENCES

Collateral
Arts, Brochure

Bronze ADDY Award

Zachry Associates
Abilene Education Foundation 'Young Masters' Catalog
Abilene Education Foundation
Contributors: Bob Nutt, Account Executive; Kit Sweeney, Graphic Designer; Kim Snyder, Client; Conley Printing Co., Printer

ADVERTISING FOR THE ARTS & SCIENCES

Collateral
Arts, Invitation

Gold ADDY Award

Zachry Associates
Grace Museum Fall Benefit 2008 Invitation
The Grace Museum
Contributors: Bob Nutt, Account Executive; Callie Morris, Project Manager; Kit Sweeney, Designer; Courtney Vletas, Client; Dan Carpenter, Client; Conley Printing Co., Printer

ADVERTISING FOR THE ARTS & SCIENCES

Campaign
Arts, Mixed Media Campaign

Gold ADDY Award

Hardin-Simmons University
The Magic Flute
The School of Music and Fine Arts
Contributors: Carlos Macias, Graphic Designer; William Mouat, Assistant Professor of Voice

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services & Industry Suppliers
Self Promotion, Interactive

Silver ADDY Award

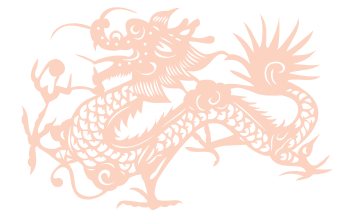
Zachry Associates
Zachry Associates Website
Zachry Associates
Contributors: Bob Nutt, Account Executive/ Copywriter; Danny Flanagan, Art Director/ Designer; Brian Stark, Designer; Scott Ballard, Programmer; Doug Davidson, Copywriting

ADVERTISING INDUSTRY SELF-PROMOTION

Ad Club or Marketing Club
Ad Club Promotion

Gold ADDY Award

AAF-Abilene
AAF District Ten 2008 Summer Leadership Conference Way Out West
American Advertising Federation - Abilene Chapter
Contributors: Bob Nutt, Account Executive/ Copywriter; Callie Morris, Project Manager; Danny Flanagan, Art Director/Designer; Kit Sweeney, Photographer; Eddie Magee, Client



ELEMENTS OF ADVERTISING

Logo
Logo

Silver ADDY Award

Zachry Associates
NAMS FireFly Logo
Carrier Management Systems, Inc.
Contributors: Steve Woodard, Account Executive; Callie Morris, Project Manager; Danny Flanagan, Art Director/Designer; Brian Stark, Designer; Paul Bilberry, Client; Kelly Cannon, Client

Silver ADDY Award

Zachry Associates
Texas Tech University Stadium Renovation Logo
Texas Tech University
Contributors: Paul Fulham, Account Executive; Terry Pringle, Copywriter; Stephen Jacobs, Designer/Illustrator; Kelley Overley, Client; Andrea Long Tirez, Client; Gary Vaughan, Client

Silver ADDY Award

Hardin-Simmons University
University Homecoming Logo
Office of Alumni Relations
Contributors: Carlos Macias, Graphic Designer

ELEMENTS OF ADVERTISING

Illustration
Illustration

Bronze ADDY Award

Abilene Reporter-News
Chamber Directory Cover
Abilene Chamber of Commerce
Contributors: Todd Clower, Graphic Designer

ELEMENTS OF ADVERTISING

Illustration
Illustration, Campaign

Gold ADDY Award

Zachry Associates
United Supermarkets Wall Art
United Supermarkets
Contributors: Bob Nutt, Account Executive; Danny Flanagan, Art Director/Designer; Brian Stark, Designer; Kit Sweeney, Designer; Jerry Shelton, Client

ELEMENTS OF ADVERTISING

Animation or Special Effects
Special Effects, Video or Film

Gold ADDY Award

Hardin-Simmons University
HSU Ring Ceremony
Office of Alumni Relations
Contributors: Robert Leeper, Interactive Graphic Designer and Webmaster; Britt Jones, Director of Alumni Relations; Jenn Waldmann, Coordinator of Alumni Services; Amanda Etter, Director of Marketing

SPECIAL JUDGES' AWARDS

BEST OF SHOW

Zachry Associates
Brochure, Color
McMurry University
McMurry University
Vision Piece



BEST USE OF CONCEPTUAL ILLUSTRATION

Hardin-Simmons University
Poster
Student Development
Friday Night Lights Poster

MOST EFFECTIVE MESSAGING

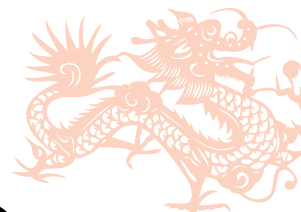
Zachry Associates
Direct, B-to-B or Consumer
Texas Tech University
Texas Tech University Raider
Loyalty Direct Mail

MOST REFRESHING IN TRADE

Zachry Associates
Consumer/Trade, Full Page, Color
Rentech Boiler Systems, Inc.
Rentech Boilers & Biscuits
Magazine Ad

MOST CONSISTENT CAMPAIGN

Zachry Associates
Consumer/Trade Campaign, Color
Aviall, Inc.
Aviall Box Magazine Campaign



STUDENT ADDY® AWARDS

SALES PROMOTION Packaging

Student Bronze ADDY®
Daniel Bynum
Abilene Christian University
Harold's BBQ Sauces
Client: *Harold's BBQ*

Student Bronze ADDY®
Savannah Smiley
Abilene Christian University
Starbucks Packaging

Student Silver ADDY®
Garrett Mayfield
Abilene Christian University
Harold's BBQ Sauce
Client: *Harold's*

Student Silver ADDY®
Jenny Tenbush
Abilene Christian University
Starbucks Redesign

Student Silver ADDY®
Brooke Whitlock
Abilene Christian University
Starbucks Redesign

Student Gold ADDY®
Megan Barnett
Abilene Christian University
Starbucks Seasons Coffee Line

Student Gold ADDY®
Kelly Dennis
Abilene Christian University
Floating World

Student Gold ADDY®
Ashton Lloyd
Abilene Christian University
Starbucks Redesign

Student Gold ADDY®
Savannah Smiley
Abilene Christian University
Toy Soldier Packaging
Client: *Rocket USA*

COLLATERAL MATERIAL Stationery Package

Student Bronze ADDY®
Ashley Foster
Hardin-Simmons University
GloPillow Stationery

Student Silver ADDY®
Jessica Digiorgio
Hardin-Simmons University
Save The Elephants Stationery

COLLATERAL MATERIAL Poster

Student Bronze ADDY®
Matt Ramey
Hardin-Simmons University
AOL - Poster

Student Bronze ADDY®
Amy Vanlandingham
Abilene Christian University
City Fellow

DIRECT MARKETING Direct Marketing

Student Bronze ADDY®
Josh Greer
Hardin-Simmons University
UXchange DM

CONSUMER OR TRADE PUBLICATION Single Consumer / Trade Magazine

Student Bronze ADDY®
Ashley Foster
Hardin-Simmons University
GloPillow Print

Student Bronze ADDY®
Allie Waters
Abilene Christian University
Two to Tango
Client: *T-Mobile*

Student Silver ADDY®
Mallory Edens
Abilene Christian University
Broad Fingers
Client: *T-Mobile G1 Android Phone*

Student Silver ADDY®
Monica McCall
Abilene Christian University
Metromint Chocolate Mint
Client: *Metromint-ACU*

Student Silver ADDY®
Morgan Wilks
Abilene Christian University
AARP: Just for You

Student Gold ADDY®
Allie Waters
Abilene Christian University
All Natural
Client: *Steaz*

INTERACTIVE MEDIA Interactive, Web Site

Student Bronze ADDY®
Nicole Paulette
Hardin-Simmons University
Pay It First Web

Student Silver ADDY®
Jon Stricklin
Hardin-Simmons University
Vans Web

INTERACTIVE MEDIA Interactive, CD / DVD

Student Silver ADDY®
Kristen Harris
Hardin-Simmons University
Kristen Harris - Self Promo

EDITORIAL DESIGN Series

Student Gold ADDY®
Sarah Boyd
Abilene Christian University
Travel to Cuba

Student Gold ADDY®
Laura Brokaw
Abilene Christian University
Bicycling Cover Redesign
Client: *Bicycling Magazine*

TELEVISION Television

Student Silver ADDY®
Dakota Gray
Hardin-Simmons University
Underoath Video

Student Silver ADDY®
Kristen Harris
Hardin-Simmons University
Pay It First

MIXED MEDIA Mixed Media Campaign

Student Bronze ADDY®
Kristen Harris
Hardin-Simmons University
Fall Event HSU
Contributors: *Chelbie Bolton, Copy; Caley Dollar, Layout*

Student Gold ADDY®
Dakota Gray
Hardin-Simmons University
Underoath Campaign

Student Gold ADDY®
Kristen Harris
Hardin-Simmons University
AOL_Adapt

Student Gold ADDY®
Ryan Jones
Hardin-Simmons University
Discovery
Contributors: *Lisa Smith, Creative Director*

ELEMENTS OF ADVERTISING Logo

Student Bronze ADDY®
Jessica Digiorgio
Hardin-Simmons University
Save The Elephants Logo

SPECIAL STUDENT AWARDS

Best of Show - Student
Sarah Boyd
Abilene Christian University
Travel to Cuba

**Special Judges' Award:
Excellence in Interactive
Execution**
Dakota Gray
Hardin-Simmons University
Underoath Campaign

