



AMERICAN ADVERTISING FEDERATION  
WEST VIRGINIA

**2009 ADDY® WINNERS BOOK W/CREDITS**

**SALES PROMOTION**

**02 A Packaging**

Award: Gold ADDY® Award  
Entrant: Bulldog Creative Services  
Advertiser: RockStone Premium Coffeess  
Title: RockStone Premium Coffees  
Credits: Chris Michael, President/CEO  
Christine Borders, Vice President - Creative Services  
Megan Ramey-Keelin, Senior Graphic Designer

Award: Silver ADDY® Award  
Entrant: Bulldog Creative Services  
Advertiser: Jameson Cigars, Co.  
Title: Declaration Cigars  
Credits: Chris Michael, President/CEO  
Christine Borders, Vice President - Creative Services  
Megan Ramey-Keelin, Senior Graphic Designer

**03 D Point-of-Purchase Campaign**

Award: Gold ADDY® Award  
Entrant: Bulldog Creative Services  
Advertiser: RockStone Premium Coffeess  
Title: RockStone Premium Coffees  
Credits: Chris Michael, President/CEO  
Christine Borders, Vice President - Creative Services  
Megan Ramey-Keelin, Senior Graphic Designer

Award: Gold ADDY® Award  
Entrant: Bulldog Creative Services  
Advertiser: Jameson Cigars, Co.  
Title: Declaration Cigars  
Credits: Chris Michael, President/CEO  
Christine Borders, Vice President - Creative Services  
Megan Ramey-Keelin, Senior Graphic Designer

## **COLLATERAL MATERIAL**

### **05 A Stationery Package**

Award: Silver ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Williams Law Office  
Title: Williams Law Office Stationery

### **07 B Brochure, Color**

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: West Virginia Weslyn College  
Title: WV Wesleyan College: Viewbook

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: West Virginia Weslyn College  
Title: WV Wesleyan College: Travel Brochure

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: West Virginia Weslyn College  
Title: WV Wesleyan College: Visit Brochure

### **07 C Brochure, Campaign**

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: West Virginia Weslyn College  
Title: WV Wesleyan College: Campaign

### **08 D Magazine Design**

Award: Silver ADDY® Award  
Entrant: West Virginia Department of Commerce  
Advertiser: West Virginia Department of Commerce  
Title: From Farm To Table (Special issue of Wonderful WV)  
Credits: Kim Harbour, Director, Editor, Writer  
Johanna Ellis, Lead Designer  
Kim McHenry, Marketing Lead, Project Manager  
Steve Shaluta, Photographer  
Hoy Murphy, Copy Chief, Writer  
Tricia Sizemore, Writer  
Andrea Bond, Writer  
Catherine Zacchi, Writer  
Jama Jarrett, Writer  
Leslie Fitzwater, Writer  
Ron Snow, Photographer  
Rob Russo, Design, Web Design

## **08 E Book Design**

Award: Gold ADDY® Award  
Entrant: Blackwell and Co.  
Advertiser: Pocahontas County Convention & Visitors Bureau  
Title: Pocahontas County CVB 2010 Visitor Guide  
Credits: Steve Blackwell, Principal/Creative Advisor  
Holly Bohman, Principal/Client Advisor  
Alex Morgado, Creative Director  
Brad Crowell, Senior Designer  
Jens Kiel, Production Manager  
Allie Spangler, Account Coordinator

## **10 A Special Event Card**

Award: Silver ADDY® Award  
Entrant: The Manahan Group  
Advertiser: Charleston, WV Convention & Visitor's Bureau  
Title: CVB Tradeshow Pre-mailer

## **10 B Special Event Invitation**

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: West Virginia Weslyn College  
Title: WV Wesleyan College: All Access Tour

Award: Silver ADDY® Award  
Entrant: Charles Ryan Associates  
Advertiser: Manchin Inauguration Committee 2009, Inc.  
Title: 2009 Inaugural Materials for Governor Joseph Manchin III

## **DIRECT MARKETING**

### **11 A Direct, B-to-B or Consumer**

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: Economic Impact Mailer

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: Preserving Nature Mailer

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: Naturally Clean Mailer

## **12 A Direct Campaign, B-to-B or Consumer**

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: Soft Footprint Direct Mail Campaign

## **CONSUMER OR TRADE PUBLICATION**

### **22 B Consumer/Trade, Full Page, Color**

Award: Silver ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: Soft Footprint Ad

## **INTERACTIVE MEDIA**

### **34 C Website, Consumer Flash, Services**

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: Soft Footprint Flash Animation

### **35 A Website, Consumer HTML, Products**

Award: Gold ADDY® Award  
Entrant: Bulldog Creative Services  
Advertiser: Boxer and Stone  
Title: Boxer and Stone Website  
Credits: Chris Michael, President/CEO  
Christine Borders, Vice President - Creative Services  
Nick Niebaum, Interactive Director  
Boxer and Stone Team, -

## **RADIO**

### **41 B National Radio**

Award: Silver ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: A Big Role

Award: Silver ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: Happy Endings

## **42 National Radio Campaign**

Award: Silver ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: John Corbett Radio Campaign

## **TELEVISION**

### **44 C Local TV**

Award: Gold ADDY® Award  
Entrant: Blackwell and Co.  
Advertiser: Warner Law Offices  
Title: Booster Seat 2009  
Credits: Steve Blackwell, Principal/Creative Advisor  
Holly Bohman, Principal/Client Advisor  
Alex Morgado, Creative Director  
Brad Crowell, Senior Designer  
Jens Kiel, Production Manager  
Allie Spangler, Account Coordinator

### **45 Local TV Campaign**

Award: Gold ADDY® Award  
Entrant: Blackwell and Co.  
Advertiser: Warner Law Offices  
Title: Real Stories Campaign  
Credits: Steve Blackwell, Principal/Creative Advisor  
Holly Bohman, Principal/Client Advisor  
Alex Morgado, Creative Director  
Brad Crowell, Senior Designer  
Jens Kiel, Production Manager  
Allie Spangler, Account Coordinator

### **47 C National TV, Consumer Services**

Award: Silver ADDY® Award  
Entrant: Charles Ryan Associates  
Advertiser: West Virginia Lottery  
Title: WV Lottery - Hot Lotto TV Spot

## **MIXED/MULTIPLE MEDIA**

### **54 Mixed-Media, National Consumer**

Award: Gold ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Energize West Virginia  
Title: Energize West Virginia: Soft Footprint on the Environment Campaign

## **PUBLIC SERVICE**

### **62 C Public Service, Brochure**

Award: Silver ADDY® Award  
Entrant: Ignite Studio  
Advertiser: Center for Rural Health Development  
Title: Health Care Worker Toolkit  
Credits: Thomas White, Creative

### **62 E Public Service, Poster**

Award: Silver ADDY® Award  
Entrant: The Manahan Group  
Advertiser: Covenant House  
Title: Covenant House Anti-Smoking Poster

### **64 C Public Service, Audio / Visual**

Award: Gold ADDY® Award  
Entrant: Charles Ryan Associates  
Advertiser: West Virginia Chamber of Commerce  
Title: This Is Our West Virginia

### **66 Public Service, Non-Traditional**

Award: Silver ADDY® Award  
Entrant: The Arnold Agency  
Advertiser: Montana Tobacco Use Prevention Program □ Youth Program  
Title: 'Drop Dead' Reactivism in a Box  
Credits: Shannon Simon, Director of Creative Services and Strategic Planning  
Jenette Williams, Art Director  
Mary Mohn, Graphic Designer and Production Manager  
Emily Seufer, Client Services Manager

Award: Silver ADDY® Award  
Entrant: The Arnold Agency  
Advertiser: Montana Tobacco Use Prevention Program □ Youth Program  
Title: 'Zine: Read All About It' Reactivism in a Box  
Credits: Shannon Simon, Director of Creative Services and Strategic Planning  
Jenette Williams, Art Director  
Mary Mohn, Graphic Designer and Production Manager  
Emily Seufer, Client Services Manager

### **68 A Public Service, Campaign**

Award: Silver ADDY® Award  
Entrant: The Manahan Group  
Advertiser: Covenant House  
Title: Covenant House Anti-Smoking Poster Campaign

## **ADVERTISING INDUSTRY SELF-PROMOTION**

### **69 B Self-Promotion, Stationery Package**

Award: Silver ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Rainmaker Media Group  
Title: Rainmaker Media Group: Stationery

### **69 F Self-Promotion, Interactive**

Award: Silver ADDY® Award  
Entrant: The Arnold Agency  
Advertiser: The Arnold Agency  
Title: The Arnold Agency Interactive Holiday Card  
Credits: Stacy Zimmerman, Web Designer  
Dick Allowatt, Vice President of Creative Services  
Mary Mohn, Graphic Designer and Production Manager

### **69 I Self-Promotion, Direct**

Award: Silver ADDY® Award  
Entrant: The Arnold Agency  
Advertiser: The Arnold Agency  
Title: Spit Tobacco Cessation Self Promotion  
Credits: Jenette Williams, Art Director  
Mary Mohn, Graphic Designer and Production Manager

## **ELEMENTS OF ADVERTISING**

### **72 Logo**

Award: Gold ADDY® Award  
Entrant: Blackwell and Co.  
Advertiser: Northeast Natural Energy  
Title: Northeast Natural Energy Identity  
Credits: Steve Blackwell, Principal/Creative Advisor  
Holly Bohman, Principal/Client Advisor  
Alex Morgado, Creative Director  
Brad Crowell, Senior Designer  
Jens Kiel, Production Manager  
Allie Spangler, Account Coordinator

Award: Silver ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Putnam Committee to Catch Up  
Title: Putnam School Bond Logo Family

## **74 D Photography, Campaign**

Award: Silver ADDY® Award  
Entrant: Rainmaker Inc  
Advertiser: Oso Sweet  
Title: Oso Sweet: Photography Campaign

## **STUDENT ADDY Categories**

### **S02 C Poster**

Award: Student Gold ADDY®  
Entrant: Jessica Ann Baker  
Advertiser: Marshall University  
Title: Healthcare awarness  
Credits: Jessica Ann Baker, Designer/Copywriter

### **S14 B Digitally Enhanced Illustration**

Award: Student Silver ADDY®  
Entrant: Corey Upton  
Advertiser: Marshall University  
Title: Supobama

Winning entries photographed by:

