Jeff St. Clair/our emcee
89.7 WKSU

Jeff St.Clair is your average Chemist turned radio host. After working as an Analytical Chemist for 13 years, Jeff shed the labcoat in 2000 to become one of the voices on local NPR affiliate 89.7 WKSU.

While at WKSU Jeff has managed on-air fundraising, hosted classical and folk programs, he can still be heard overnight on WKSU'S sister station FolkAlley.com, and most recently became the host of Morning Edition, 5-9am weekdays on WKSU. Jeff also reports on local and Ohio politics, science, cultural, and other news for WKSU.

AfGA
The Advertising Federation of Greater Akron, Inc.

MORE THANKS TO

427 Design

89.7 WKSU

Akron Urban League

Design x Nine

Digital Color Imaging

Oliver Printing

Repros Color

Todd Biss/Media Arts Group

xpedx

Design: Tim Klinger/Kleidon & Associates
Photography: Todd Biss
Printing: Oliver Printing
Paper: xpedx

To see an online directory of the current board and AFGA members, please visit akronadfed.net

2009 AKRON ADDY AWARDS WINNERS BOOK

It's the icing on the cake

AfGA
The Advertising Federation of Greater Akron, Inc.

The ADDY Awards are the icing on the cake, indeed!

As advertising professionals, our goal is to provide clients with vehicles that successfully deliver the right information to the right person at the right time. While achieving this goal is a reward in itself, national competitions like the ADDYs offer an unexpected bonus. Not only do they represent esteemed recognition from our peers, these awards help improve employee morale and customer relations and publicize the creative work and outstanding talent that can be found here in Northeast Ohio.

So congratulations to all of the 2009 Akron ADDY Award winners! The hard work, long hours and occasional setbacks that go into your project have paid off with an honor for both you and your client. The Akron ADDY Awards is an annual opportunity to recognize and celebrate the great work of our local advertising industry, while serving as the first step in the world's largest advertising competition – the American Advertising Federation ADDY Awards.

I would like to thank everyone who entered this year's competition. Without you, there would be no cake. This year, we received over 210 submissions – a small, but steady increase from the past several years.

I would also like to express my sincere appreciation to all the individuals and companies who donated their time and resources to the 2009 Akron ADDY Awards judging, presentation and winners book. Without their dedication and generosity, this event would not be possible.

Of course, the ADDYs is just one of many events and programs The Advertising Federation of Greater Akron sponsors throughout the year. Our Board and committees are planning a variety of new and exciting functions. I encourage you to visit the AFGA website at **akronadfed.net** for the latest schedule and links to valuable information about our members and the services they offer.

I look forward to seeing you at upcoming AFGA events this year. And, thank you again for helping to celebrate the 2009 Akron ADDY Awards and for your continued support of AFGA!

Tim Klinger | Kleidon & Associates
President, The Advertising Federation of Greater Akron, Inc.

Special Thanks To:

Jen Snider, WhiteSpace Creative, AFGA VP/ADDY Co-Chair

Cecilia Sveda, Minx Design, AFGA Secretary/ADDY Co-Chair

Connie Collins, Connie Collins Creative, AFGA ADDY Committee

Becky Masuga, Lunar Cow, AFGA ADDY Committee

James Kuty, Waterfront Management Group, AFGA Event Chair

Charity Wright, Dominic Caruso, Jeff Dumire, Dana Galbraith and **Adam Gsellman** design x nine, The University of Akron, Student Volunteers

Art Becker
Art Becker Photography
Erie, PA

Art Becker was born in Erie, PA, in 1954 and studied art with renowned watercolorist Vitus J. Kaiser in the early 1970s. Art later studied photography at the Art Institute of Fort Lauderdale from 1977 to 1979. Art worked as an Art Director for five years at Weston Ganoff Marini in Fort Lauderdale, FL. Art switched to commercial photography in the Fort Lauderdale/Miami area before returning to Erie, PA in 1989. Back in Erie, both his commercial and fine art photography have merited over sixty-four local and national awards. Art has been featured in articles in *PEI Photography Magazine* (2000), *View Camera Magazine* (2003) and *Faith Magazine* (2007).

Art's photography has been in *Time Magazine, ESPN Magazine,* Hallmark Cards, A&E Network, American Express, Random House Publishing, *Faith Magazine,* Visa Gold, British Airways and Windham Hill Records.

Art's goal has always been to bridge the gap between fine art and commercial photography. He enjoys the work of Vitus J. Kaiser, Barton L. Gilmore, Ansel Adams, Pete Turner and Miles Davis. Art lives with his wife Kathy and their son Daniel and daughter Kristie on the shores of Lake Erie. You can view his photography at: www.artbeckerphoto.com.

Rikki Boyce
Indelible Inc.
Memphis, TN

Rikki has spent her career alternating between the independent life of the freelance world and the collaborative environment of advertising agencies. For the past decade, Rikki has followed her freelance muse, providing communication strategies and creative writing to advertising agencies and design firms, as well as business, industrial, and retail clients. Prior to that, Rikki ran The Launching Pad, a creative-thinking training program for new creatives started by a Memphis agency, and was Creative Director for Sossaman Bateman Advertising in Memphis. Rikki's work has won a number of local, regional and national awards, including national ADDYs; and has appeared in *Print, CA* and *Graphis*. An active AAF member, she received the 7th District Governor's Award for volunteerism and served the Memphis Advertising Federation as President when it won Club of the Year and President of the Year in AAFs 7th district.

Mike Rovner
Agency212
New York, NY

Ever since he was a kid, Mike wanted to be a writer. As an adult, he settled for a job – Creative Assistant at November Company, an agency created by and for the 1992 Bush-Quayle campaign. Mike later joined Margeotes Fertitta + Partners… as an account guy. Eighteen suit-wearing months later, he joined the Creative Department as a copywriter, finally realizing that childhood dream.

While at Margeotes, Mike became particularly adept at launching new brands as well as helping them realize continued success.

Since 2002, Mike has honed his craft as Creative Director and Copy Chief at Agency212. From re-branding Loews Hotels to elevating the advertising for the Cavit Collection of Italian Wines, Mike strives to create new categories for his clients, rather than following what the competition might be doing. And he's won some shiny trophies too, including a regional Emmy for a promo he wrote and directed for WCCO News in Minneapolis.

Mike has created advertising for: About.com, Cavit Wines, Gotham Comedy Club, Partnership for a Drug-Free America, NFL, Stolichnaya Vodka, Bombay Sapphire Gin, Jet-Dry, Lime-A-Way, Electrasol, Godiva Chocolatier, Geoffrey Beene, Borghese, Putnam Investments, Loews Hotels, blah, blah, blah…

2009 ADDY® BEST OF SHOW

Entrant: Keathley Advertising
Advertiser: GE
Title: GE: CFL Brochures
Credits: Jackie Bebenroth, *Sr. Copywriter/ Assoc. Creative Director*
Julie Jones, *Copywriter*
Brandi Hensler, *Copywriter*
Doug Herberich, *Art Director*

The Best of Show demonstrated a well thought design concept as well as clean look. The hardest design's are the simple ones Great Job!

Art Becker

Smart looking. Clean design. I wish I had done it.

Rikki Boyce

How do you sell the notion of going green in a memorable way, particularly with so much clutter on the subject? This piece does just that. Everything from the paper stock to the copy to the overall design screams eco-friendliness without going over the top.

Mike Rovner

2009 ADDY® JUDGE'S CHOICE

Art Becker
artbeckerphoto.com

My judge's choice was a very cool design, interactive, fun and a well thought-out concept. It met all my criteria in a judge's choice award. There were many pieces that stood out, but the WhiteSpace Holiday Self-Promotion was just great.

Entrant: WhiteSpace Creative
Advertiser: WhiteSpace Creative
Title: Wrap Up the Holidays 2008, Part 1
Credits: James Zelasko, *Lead Interactive Designer/Programmer*
Tessa Tice, *Senior Graphic Designer*
Jen Snider, *Copywriter*
Keeven White, *Creative Director*

Rikki Boyce
www.indelible-inc.com

Talk about knocking your socks off! I was mesmerized. Funny, insightful, engaging, original – what's not to like? We'll be lucky to keep this student in the ad biz. If I were he/she, I'd be submitting this piece to indy film competitions. This is one powerhouse of a talent.

Entrant: Jef Etters
Advertiser: University of Akron
Title: A Conversation At My Drawing Table
Credits: Jef Etters, *Designer*

Mike Rovner
www.rovnerwriter.com

What's seemingly just a pack of holiday wrapping paper designed by clients is actually an homage, and a reminder, that without a trusted partner on the other side of the conference room table, nothing truly great happens for us ad folk.

Entrant: WhiteSpace Creative
Advertiser: WhiteSpace Creative
Title: Wrap Up the Holidays 2008, Part 2
Credits: Tessa Tice, *Senior Designer*
Woody Smith, *Studio Manager*
Keeven White, *Creative Director*
Amy Notturno, *Graphic Designer*
Lynn Beesley, *Graphic Designer*
Vince Rinaldo, *Graphic Designer*
Jen Snider, *Copywriter*

happy team
happy client
production
photo shoot
roughs
rework concept
client meeting
concept sketches
brainstorming
creative brief

2009 ADDY® WINNERS

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SALES PROMOTION
01 B Sales Kit

01. SILVER ADDY

Entrant: Keathley Advertising
Advertiser: Americhem
Title: Americhem: Press Kit
Credits: Julie Jones, *Director of Public Relations/Copywriter*
Noelle Scott, *Art Director*

03 A Point-of-Purchase

02. GOLD ADDY

Entrant: Keathley Advertising
Advertiser: GE
Title: GE: EcoLamps POP Display
Credits: Tom Keathley, *Executive Creative Director*
Brandi Hensler, *Copywriter*
Doug Herberich, *Designer*

COLLATERAL MATERIAL
05 A Stationery Package

03. SILVER ADDY

Entrant: Highland Public Relations
Advertiser: Lorain Public Library System
Title: Lorain Public Library System Identity Package
Credits: Leigh Greenfelder, *Vice President*
Bob Zajac, *Principal*
Kasey Kelly, *Graphic Designer*

06 B Annual Report, Color

04. GOLD ADDY

Entrant: Knox Marketing
Advertiser: The University of Akron
Title: The University of Akron Community Report

05. SILVER ADDY

Entrant: Knox Marketing
Advertiser: Summa Health System
Title: Summa 2007 Annual Report

06. SILVER ADDY

Entrant: Knox Marketing
Advertiser: Akron Children's Hospital
Title: Akron Children's 2007 Annual Report

07 B Brochure, Color

07. GOLD ADDY

Entrant: Kleidon & Associates
Advertiser: Rockwood Door & Millwork
Title: Doors of Distinction
Credits: Rosella Groves, *Designer*
Amy Brighton, *Copywriter*
Tim Klinger, *Creative Director*

08. SILVER ADDY

Entrant: Glyphix
Advertiser: KSU School of Fashion, Elizabeth Rhodes, PhD.
Title: Kent State University School of Fashion Viewbook
Credits: Allie Charitan, *Designer*
Laura Fry, *Designer*
Natalie Speck, *Designer*
Valora Renicker, *Creative Director*

07 C Brochure, Campaign

09. GOLD ADDY

Entrant: Keathley Advertising
Advertiser: GE
Title: GE: CFL Brochures
Credits: Jackie Bebenroth, *Sr. Copywriter/ Assoc. Creative Director*
Julie Jones, *Copywriter*
Brandi Hensler, *Copywriter*
Doug Herberich, *Art Director*

09 B Poster Campaign

10. SILVER ADDY

Entrant: Hitchcock Fleming & Associates
Advertiser: Goodyear Tire & Rubber
Title: International 600 Poster Series
Credits: Mark Collins, *Art Director*
Kim Bruns, *Copywriter*
Lenny Spengler, *Designer*
Andy Hagat, *Computer Graphics/Designer*
Nick Betro, *Executive Creative Director*

10 C Special Event Announcement

11. GOLD ADDY

Entrant: Hitchcock Fleming & Associates
Advertiser: City of Akron
Title: Dave Lieberth Get Well Card
Credits: Lenny Spengler, *Art Director*
Greg Pfiffner, *Copywriter*
Nick Betro, *Executive Creative Director*

12. SILVER ADDY

Entrant: Hitchcock Fleming & Associates
Advertiser: Akron Art Museum
Title: Switch Invitation
Credits: Lenny Spengler, *Art Director*
Kim Bruns, *Copywriter*
Nick Betro, *Executive Creative Director*

10 D Special Event Campaign

13. GOLD ADDY

Entrant: WhiteSpace Creative
Advertiser: Courtney Molek & Mike Mahan
Title: Molek/Mahan Wedding
Credits: Mike Mahan, *Senior Designer*

DIRECT MARKETING
12 A Direct Campaign, B-to-B or Consumer

14. SILVER ADDY

Entrant: SmileyHanchulak Marketing Communications
Advertiser: Parker Hannifin
Title: Parker Bin Label Postcards
Credits: Susan Breen, *Executive Art Director*
Susan Darby, *Copywriter*

2009 ADDY® WINNERS

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13 A Specialty Advertising

15. GOLD ADDY

Entrant: Waterfront Management Group
Advertiser: Hook, Line & Drinkers
Title: Hook, Line & Drinkers Retail T-Shirts
Credits: James Kuty, *Creative Director*
All Aboard Promotions, *Screen Printing*

OUT-OF-HOME
17 B Site, Interior Static

16. SILVER ADDY

Entrant: Keathley Advertising
Advertiser: Americhem
Title: Americhem R&D Center
Credits: Tom Keathley, *Executive Creative Director*
Doug Herberich, *Art Director*

NON-TRADITIONAL ADVERTISING
20 A Non-Traditional

17. SILVER ADDY

Entrant: 427 Design
Advertiser: Ducati Riders of Ohio Club
Title: Ducati Guitar and Case
Credits: Justin Tokos, *Designer (case + guitar), Photographer*
Richard Thewlis, *Luthier*
Brad Hain, *Creative Director*

NEWSPAPER
26 A Newspaper, Fractional Page

18. GOLD ADDY

Entrant: Knox Marketing
Advertiser: Magruder Hospital
Title: Magruder Cancer Newspaper

19. GOLD ADDY

Entrant: Hitchcock Fleming & Associates
Advertiser: Akron Civic Theatre
Title: CIVIC Hokey Pokey Ad
Credits: Lenny Spengler, *Art Director*
Cheryl Boehm, *Copywriterr*
Nick Betro, *Executive Creative Director*

27 B Newspaper, Full Page, Color

20. SILVER ADDY

Entrant: Hitchcock Fleming & Associates
Advertiser: Goodyear Tire & Rubber Company
Title: Kevlar MOAB Teaser Ad
Credits: Milissa Shrake, *Associate Creative Director*
Tony Fanizzi, *Copywriter*
Nick Betro, *Executive Creative Director*

30 B Newspaper Campaign, Color

21. SILVER ADDY

Entrant: Waterfront Management Group
Advertiser: Hook, Line & Drinkers
Title: Hook, Line & Drinkers 4/C Newspaper Ads
Credits: James Kuty, *Creative Director*

INTERACTIVE MEDIA
33 B Website, Consumer HTML

22. SILVER ADDY

Entrant: TRIAD Communications
Advertiser: The West Side Bakery
Title: West Side Bakery Web Site
Credits: TRIAD Interactive Team

34 B E-Mails / E-Cards

23. SILVER ADDY

Entrant: WhiteSpace Creative
Advertiser: Dorel Juvenile Group
Title: Safety 1st Halloween eCard
Credits: Tessa Tice, *Designer, Illustrator, Animator*
James Zelasko, *Programmer*
Keeven White, *Creative Director*
Andrea Jones, *Account Executive*

34 D Online Games

24. GOLD ADDY

Entrant: WhiteSpace Creative
Advertiser: Dorel Canada
Title: My 1st Bike Quiz
Credits: Tessa Tice, *Designer, Illustrator, Animator*
James Zelasko, *Animator*
Ben Tice, *Programmer*
Keeven White, *Creative Director*
Sandra Stephenson, *Project Manager*
Greg Kiskadden, *Account Supervisor*

25. SILVER ADDY

Entrant: Keathley Advertising
Advertiser: GE
Title: GE: What's Your Lighting Style Online Game
Credits: Tom Keathley, *Executive CD*
Julie Jones, *Lead Copywriter*
Brandi Hensler, *Copywriter*
Zachary Linquist, *Director of Interactive Media*
Doug Herberich, *Art Director*
Sara Myers, *Producer*
Firstborn, *Digital Agency*

36 A Interactive B-to-B

26. SILVER ADDY

Entrant: Keathley Advertising
Advertiser: GE
Title: GE: The Great Big Small Business Light Switch
Credits: Jackie Bebenroth, *Sr. Copywriter/ Assoc. Creative Director*
Julie Jones, *Copywriter*
Brandi Hensler, *Copywriter*
Sara Myers, *Producer*
Doug Herberich, *Art Director*

27. SILVER ADDY

Entrant: Lunar Cow
Advertiser: Six Flags Great America
Title: SFGAM 2008 i-Press Kit
Credits: Adam Neff, *Designer*
Becky Masuga, *Project Manager*
Brooke Gabbert, *Client*
Angel Aristone, *Client*

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RADIO, 37 B Local Radio

28. SILVER ADDY
Entrant: Akron General
Advertiser: Akron General
Title: Sports Medicine "Everyone's an Athlete" Radio

TELEVISION, 42 A Local TV

29. SILVER ADDY
Entrant: Keathley Advertising
Advertiser: Stautenberger
Title: Stautzenberger Animal TV Spot
Credits: Jackie Bebenroth, *Sr. Copywriter/ Assoc. Creative Director*
LOCK 18, *Production*

42 B Local TV

30. SILVER ADDY
Entrant: Connie Collins Creative
Advertiser: Summit Akron Solid Waste Management Authority
Title: Caught GreenHanded
Credits: Connie Collins, *Writer, Director*
Todd Biss, *Director of Photography*
Tom Wilson, *Editor*

42 C Local TV

31. SILVER ADDY
Entrant: Keathley Advertising
Advertiser: GE
Title: GE Lighting: Lighting Styles (GE-ESL-6-96)
Credits: Tom Keathley, *Executive Creative Director*
Brandi Hensler, *Copywriter*
Brice Cooper, *Talent*
Dave Hudson, *Hudson Productions, Director*

MIXED/MULTIPLE MEDIA
51 Mixed-Media, Local Consumer

32. SILVER ADDY
Entrant: Akron General
Advertiser: Akron General
Title: Sports Medicine "Everyone's an Athlete" Campaign

52 Mixed-Media, National Consumer

33. SILVER ADDY
Entrant: Hitchcock Fleming & Associates
Advertiser: Liquid Nails
Title: LN Campaign
Credits: Patrick Ginnetti, *Sr. Art Director*
Greg Pfiffner, *Copywriter*
Jonah Gregg, *Computer Graphics/Designer*
Andy Hagat, *Computer Graphics/Designer*
Scott Kristoff, *Illustrator*
Nick Betro, *Executive Creative Director*
Rene McCann, *Interactive Director*
Jim Kiel, *Interactive Programmer*
Kathy Szczeny, *Interactive Programmer*
Eric Hartline, *Interactive Programmer*

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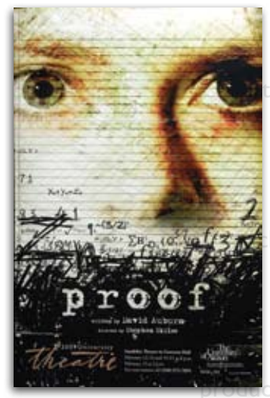

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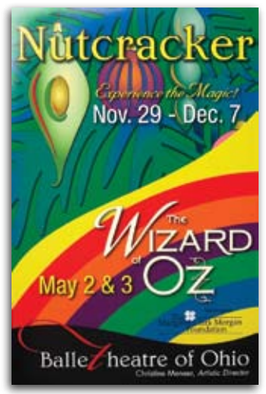

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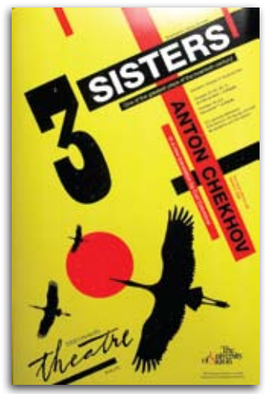

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ADVERTISING FOR THE ARTS & SCIENCES
53 B Arts, Annual Report

34. SILVER ADDY
Entrant: design x nine
Advertiser: Emily Davis Gallery
Title: Out of the Shell
Credits: Janice Troutman, *Creative Director*
John Morrison, *Creative Director*
Scott Rutan, *Designer*
Julia Hartman, *Designer*
Dominic Caruso, *Designer*
Seth Trowbridge, *Designer*

35. SILVER ADDY
Entrant: TymcioHoffman & Co.
Advertiser: The Cleveland Institute of Art
Title: Inspiration
Credits: Annette Tymcio, *Creative Director/Designer*
Ann McGuire, *Copywriter*
Rob Mulller, *Photographer*

53 C Arts, Brochure

36. SILVER ADDY
Entrant: Kleidon & Associates
Advertiser: Holmes County Tourism Council
Title: Arts & Quilts of Amish Country
Credits: Rosella Groves, *Designer*
Rose Kleidon, *Copywriter*
Tim Klinger, *Creative Director*

53 E Arts, Poster

37. GOLD ADDY
Entrant: design x nine
Advertiser: University of Akron, School of Theatre
Title: Proof
Credits: Janice Troutman, *Creative Director*
John Morrison, *Creative Director*
Scott Rutan, *Designer*

38. SILVER ADDY
Entrant: Minx Design
Advertiser: Ballet Theatre of Ohio
Title: Ballet Theatre of Ohio Season Poster
Credits: Cecilia Sveda, *Designer*
Christine Meneer, *Project Manager*
Rohrich Corporation, *Printer*

39. SILVER ADDY
Entrant: design x nine
Advertiser: University of Akron, School of Theatre
Title: 3 Sisters
Credits: Janice Troutman, *Creative Director*
John Morrison, *Creative Director*
design x nine, *Team*

53 G Arts, Invitation

40. SILVER ADDY
Entrant: WhiteSpace Creative
Advertiser: Connie Collins Creative
Title: Connie Collins Creative, Storyteller
Credits: Julie Kephart, *Senior Art Director*
Keeven White, *Creative Director*

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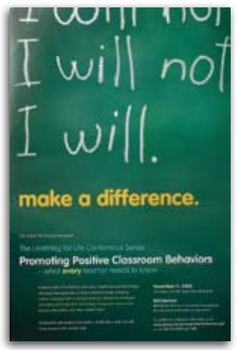

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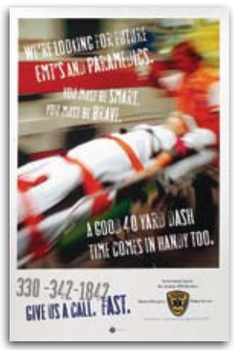

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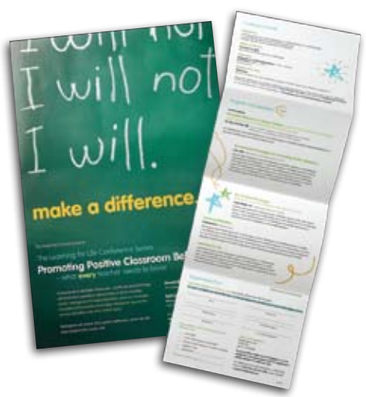

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PUBLIC SERVICE

60 B Public Service, Annual Report

41. GOLD ADDY

Entrant: WhiteSpace Creative
Advertiser: Akron-Canton Regional Foodbank
Title: 2007 AFB Annual Report
Credits: Tessa Tice, *Senior Designer*
Jen Snider, *Copywriter*
Keeven White, *Creative Director*
Susan Ilijevich, *Project Manager*
Don Vana, *Account Supervisor*

60 C Public Service, Brochure

42. SILVER ADDY

Entrant: TRIAD Communications
Advertiser: Tuesday Musical Association
Title: Tuesday Musical Season Brochure
Credits: TRIAD Interactive Team

60 E Public Service, Poster

43. SILVER ADDY

Entrant: Kleidon & Associates
Advertiser: BSA Great Trail Council
Title: Make A Difference
Credits: Rosella Groves, *Designer*
Tim Klinger, *Creative Director*

44. SILVER ADDY

Entrant: David Flynn Design
Advertiser: Bruce Graham, Hudson EMS
Title: Hudson EMS 40 Yard Dash
Credits: Ray Bethea, *Creative Director/Writer*
David Flynn, *Art Director/Designer*
Robert Carleton, *Account Executive*

60 G Public Service, Invitation

45. GOLD ADDY

Entrant: WhiteSpace Creative
Advertiser: National Inventor's Hall of Fame Foundation
Title: National Inventor's HOF Foundation 2008 Holiday Card
Credits: Mike Mahan, *Senior Designer*
Keeven White, *Creative Director*

66 A Public Service, Campaign

46. GOLD ADDY

Entrant: Glyphix
Advertiser: Cleveland RTA
Title: Moving Minds Bus Posters
Credits: Glyphix Staff, *Designers*
Judith Mansour, *Editor*
Members of The Lit, *Poets*
Valora Renicker, *Creative Director*

47. SILVER ADDY

Entrant: Kleidon & Associates
Advertiser: BSA Great Trail Council
Title: Make A Difference Packet
Credits: Rosella Groves, *Designer*
Tim Klinger, *Creative Director*

48. SILVER ADDY

Entrant: WhiteSpace Creative
Advertiser: Visiting Nurse Association
Title: VNA Ready Seniors Direct Mail Campaign
Credits: Julie Kephart, *Senior Art Director*
Jen Snider, *Copywriter*
Keeven White, *Creative Director*
Greg Kiskadden, *Account Supervisor*

66 B Public Service, Mixed Media Campaign

49. SILVER ADDY

Entrant: TRIAD Communications
Advertiser: Western Reserve Public Media
Title: Western Reserve Public Media ID System
Credits: TRIAD Creative Team
Western Reserve Public Media Staff

ADVERTISING INDUSTRY SELF-PROMOTION

67 A Self Promotion, Collateral

50. GOLD ADDY

Entrant: Keathley Advertising
Advertiser: Keathley Advertising
Title: Keathley Agency Hop Resource Book
Credits: Brandi Hensler, *Lead Copywriter*
Julie Jones, *Copywriter*
Doug Herberich, *Art Director*

51. GOLD ADDY

Entrant: Minx Design
Advertiser: Minx Design
Title: 2008 Year of the Rat Calendar
Credits: Cecilia Sveda, *Designer/Illustrator*
Digital Color Imaging, *Printer*
Finish Line Binderies, *Binder*

52. SILVER ADDY

Entrant: SmileyHanchulak Marketing Communications
Advertiser: SmileyHanchulak Marketing Communications
Title: SmileyHanchulak Marketing Communications Brochure
Credits: Susan Breen, *Executive Art Director*
Ginger Biss, *Copywriter*
Keith Woodruff, *Copywriter*

67 F Self Promotion, Interactive

53. GOLD ADDY

Entrant: WhiteSpace Creative
Advertiser: WhiteSpace Creative
Title: Wrap Up the Holidays 2008, Part 1
Credits: James Zelasko, *Lead Interactive Designer/Programmer*
Tessa Tice, *Senior Graphic Designer*
Jen Snider, *Copywriter*
Keeven White, *Creative Director*

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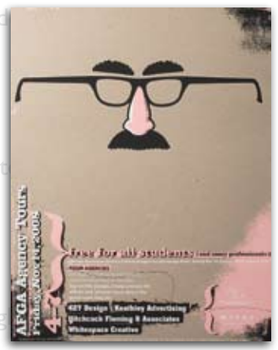

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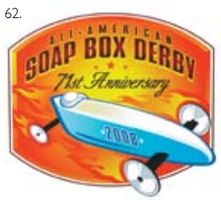

67 J Self Promotion, Invitation

54. GOLD ADDY
Entrant: Keathley Advertising
Advertiser: Keathley Advertising
Title: Keathley Holiday Card
Credits: Jackie Bebenroth, *Sr. Copywriter/ Assoc. Creative Director*
Brandi Hensler, *Copywriter*
Jesse Taylor, *Art Director*

55. GOLD ADDY
Entrant: WhiteSpace Creative
Advertiser: WhiteSpace Creative
Title: Wrap Up the Holidays 2008, Part 2
Credits: Tessa Tice, *Senior Designer*
Woody Smith, *Studio Manager*
Keeven White, *Creative Director*
Amy Notturno, *Graphic Designer*
Lynn Beesley, *Graphic Designer*
Vince Rinaldo, *Graphic Designer*
Jen Snider, *Copywriter*

56. SILVER ADDY
Entrant: Minx Design
Advertiser: Minx Design
Title: Totally Cool Yule
Credits: Cecilia Sveda, *Designer*
Litho Print, *Printer*

57. SILVER ADDY
Entrant: Caler & Company Inc.
Advertiser: Caler & Company Inc.
Title: Caler 25th Anniversary Open House Invitation
Credits: Herc Platts, *Communications Designer*
Steve Taylor, *Copywriter*
Steve Caler, *Creative Director*

68 Ad Club Promotion

58. GOLD ADDY
Entrant: 427 Design
Advertiser: AFGA/Akron University
Title: AFGA Agency Tour Poster
Credits: Justin Tokos, *Creative Director/Designer*
Alexandra Charitan, *Copywriter*
Jen Snider, *Copywriter*

69 B Self Promotion, Mixed Media Campaign

59. GOLD ADDY
Entrant: WhiteSpace Creative
Advertiser: WhiteSpace Creative
Title: Wrap Up the Holidays 2008 Campaign
Credits: Tessa Tice, *Senior Designer*
James Zelasko, *Lead Interactive Designer*
Jen Snider, *Copywriter*
Keeven White, *Creative Director*
Woody Smith, *Studio Manager*
Amy Notturno, *Graphic Designer*
Lynn Beesley, *Graphic Designer*
Vince Rinaldo, *Graphic Designer*

ELEMENTS OF ADVERTISING
70 Logo

60. GOLD ADDY
Entrant: 427 Design
Advertiser: The Audio Kitchen
Title: The Audio Kitchen Logo
Credits: Justin Tokos, *Creative Director/Designer*
Alexandra Charitan, *Designer*
Amy Jindra, *Production*

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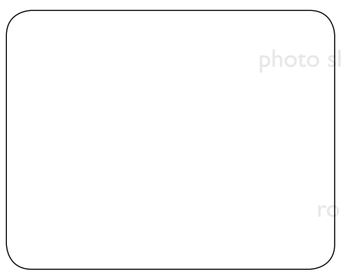

61. SILVER ADDY
Entrant: Keathley Advertising
Advertiser: Senders Pediatrics
Title: Senders Pediatrics Identity
Credits: Doug Herberich, *Art Director*

62. SILVER ADDY
Entrant: Hitchcock Fleming & Associates
Advertiser: Soap Box Derby
Title: 71st Anniverary Logo
Credits: Todd Moser, *Art Director*
Nick Betro, *Executive Creative Director*

72 D Photography, Campaign

63. SILVER
Entrant: 427 Design
Advertiser: John Wood
Title: John Wood Photography
Credits: Justin Tokos, *Photography*

64. SILVER ADDY
Entrant: 427 Design
Advertiser: Lesh Printing
Title: Lesh Printing Photography
Credits: Justin Tokos, *Photographer*

65. SILVER ADDY
Entrant: Media Arts Group Inc
Advertiser: Battered Women's Shelter
Title: 'Shelter'
Credits: Todd Biss, *Photographer*
Keeven White, *Art Director*

STUDENT ADDY Categories
S02 B Brochure

66. STUDENT GOLD ADDY
Entrant: Glyphix
Advertiser: Kent State University
Title: Hudson Montessori School Brochure
Credits: Lee Zelenak, *Designer*
Brianna Kelly, *Designer*
Michael Fofrich, *Designer*
Valora Renicker, *Creative Director*
Oliver Printing Company, *Printer*

67. STUDENT SILVER ADDY
Entrant: Gian Moraco
Advertiser: Kent State University
Title: Kent State Families Calendar
Credits: Gina Moraco, *Designer*
Kent State Students, *Photographer*
Christopher Ransom, *Advisor*
The Rohrich Corporation, *Printer*

S09 A Cover

68. STUDENT SILVER ADDY
Entrant: Melissa Olson
Advertiser: The University of Akron
Title: HOW Self-Promotion Cover
Credits: Melissa Olson, *Designer, Photographer*

S13 D Animation

69. STUDENT GOLD ADDY
Entrant: Jef Etters
Advertiser: University of Akron
Title: A Conversation At My Drawing Table
Credits: Jef Etters, *Designer*

happy team
happy client
production
photo shoot
roughs
rework concept
client meeting
concept sketches
brainstorming
creative brief