

08 District Eight

07 AAF - Black Hills

SALES PROMOTION

01 D Menu

Award: Silver ADDY® Award
Entrant: Simpsons Printing
Advertiser: Grizzly Creek
Title: Grizzly Creek Drink Menu
Contributors:
Michael Palmer, Graphic Artist

03 A Point-of-Purchase

Award: Gold ADDY® Award
Entrant: Ross Johnson Design Company
Advertiser: Rushmore Cave
Title: Rushmore Cave Adventure Tour Mural
Contributors:
Ross Johnson, President/Designer

04 Video Sales Presentation

Award: Gold ADDY® Award
Entrant: Message
Advertiser: Golden West Telecommunications
Title: Golden West Telecommunications Co-op Expansion Video
Contributors:
Jason Alley, Creative Director/Copywriter/Producer
Rob Tyler, Director of Photography/Editor

Award: Gold ADDY® Award
Entrant: Robert Sharp & Associates
Advertiser: Western Dakota Tech
Title: Western Dakota Tech The Choice
Contributors:
Sean Coyne, Producer/Director/Editor
Jack Sitch, Production Assistant
Stacie Granium, Project Manager

COLLATERAL MATERIAL

06 A Annual Report

Award: Silver ADDY® Award
Entrant: Simpsons Printing
Advertiser: Cornerstone Rescue Mission
Title: Cornerstone Rescue Mission Annual Report
Contributors:
Hayley Kaemingk, Graphic Artist

06 B Annual Report, Color

Award: Silver ADDY® Award
Entrant: TDG Communications
Advertiser: Wharf Resources
Title: Wharf Resources 2009 Sustainability Report
Contributors:
Sarah Carlson, Associate Creative Director
Monte Amende, Creative Director
Chad Blair, Account Manager

Award: Silver ADDY® Award
Entrant: Golden West Telecommunications
Advertiser: Golden West Telecommunications
Title: Golden West 2009 Annual Report
Contributors:
Debra Petres, Creative Director/Graphic Designer
Jody Bielmaier, Member Services Director

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COLLATERAL MATERIAL

06 B Annual Report, Color

Becky Drury, Communications/Marketing Coordinator
Greg Oleson, Marketing Director
Adam Beshara, Marketing Specialist
Rodger Slott, Flash Box Photography
Dan and Kathy Simpson, Simpson Printing
Dwight Flatt, Writer

08 D Magazine Design

Award: Silver ADDY® Award
Entrant: Legendary Buffalo Chip
Advertiser: Legendary Buffalo Chip
Title: Buffalo Chip Gazette / Sturgis Rider News
Contributors:
Jennifer Connell, Lead Layout Designer - JC Design
Lon Nordbye, Editor
Stephanie Sandstrom, Managing Editor

08 E Book Design

Award: Silver ADDY® Award
Entrant: Mount Rushmore Society/History Association
Advertiser: Mount Rushmore History Association
Title: Carved High
Contributors:
Rodger Slott, Photographer
Amanda Summers, Designer
Debbie Ketel, Project Manager

09 B Poster Campaign

Award: Gold ADDY® Award
Entrant: Message
Advertiser: The Reddmen
Title: The Reddmen Concert Posters
Contributors:
Jason Alley, Creative Director/Designer
Colter Lease, Art Director/Designer

10 D Special Event Campaign

Award: Silver ADDY® Award
Entrant: TDG Communications
Advertiser: Deadwood Chamber CVB/Deadwood 20th Anniv. of Gaming Committe
Title: Deadwood 20th Anniversary of Gaming
Contributors:
Monte Amende, Creative Director
Dan Daly, Director of Public Relations

OUT-OF-HOME

18 Out-of-Home Campaign

Award: Gold ADDY® Award
Entrant: Message
Advertiser: BioFusion Health Products
Title: BioFusion RC Rush Jumbotron Commercials
Contributors:
Jason Alley, Creative Director/Producer
Stephani Gordon, Director of Photography
Rob Tyler, Editor
Crow Ridge Productions, Production

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NON-TRADITIONAL ADVERTISING

20 A Non-Traditional

Award: Silver ADDY® Award
Entrant: Midwest Marketing
Advertiser: Midwest Marketing/Rapid City Rush
Title: Rapid City Rush Season Ticket Books
Contributors:
Lonnie Jeffries, Art Director
Darcy Zandstra, Director of Sales and Marketing Rapid

INTERACTIVE MEDIA

35 C Website, Consumer HTML, Services

Award: Gold ADDY® Award
Entrant: Digital Designs
Advertiser: Spearfish Chamber of Commerce
Title: Spearfish Chamber of Commerce
Contributors:
Jason Boke, President
Karen Chau, Web Development Manager
Ashley Marchant, Web Developer

RADIO

39 A Local Radio

Award: Silver ADDY® Award
Entrant: Bernard Marketing & Advertising, LLC
Advertiser: Lucky Nugget Gambling Hall
Title: Lucky Nugget - New Year's Radio Spot
Contributors:
Tracy Bernard, Creative Director
Blain Williams, Graphic Designer

41 A National Radio

Award: Silver ADDY® Award
Entrant: Eagle Communications
Advertiser: McDonald's
Title: McDonald's/New Look
Contributors:
Jason Wentworth , Production Director
Mike Stewart, Production Assistant

43 A Radio Self-Promotion

Award: Silver ADDY® Award
Entrant: Eagle Communications
Advertiser: KCOW Radio
Title: Cash Cow Holiday Tease
Contributors:
Jason Wentworth , Production Director

TELEVISION

45 Local TV Campaign

Award: Gold ADDY® Award
Entrant: Message
Advertiser: Golden West Telecommunications
Title: Golden West Telecommunications TV Brand Campaign
Contributors:
Jason Alley, Creative Director/Producer
Rob Tyler, Director of Photography/Editor

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TELEVISION

45 Local TV Campaign

Award: Gold ADDY® Award
Entrant: Robert Sharp & Associates
Advertiser: Western Dakota Tech
Title: Western Dakota Tech Seriously
Contributors:
Ken Jones, Videographer/Editor
Stacie Granum, Account Manager

MIXED/MULTIPLE MEDIA

53 Mixed-Media, Local Consumer

Award: Silver ADDY® Award
Entrant: Bernard Marketing & Advertising, LLC
Advertiser: Lucky Nugget Gambling Hall
Title: Lucky Nugget - Mixed Media Campaign
Contributors:
Tracy Bernard, Creative Director
Blain Williams, Graphic Designer

ADVERTISING FOR THE ARTS & SCIENCES

57 A Arts, TV

Award: Silver ADDY® Award
Entrant: Crow Ridge Productions, Inc.
Advertiser: Black Hills Playhouse
Title: Black Hills Playhouse
Contributors:
Christine VanNess, Director
Tristan Barnard, Animator

61 A Arts, Campaign

Award: Gold ADDY® Award
Entrant: Message
Advertiser: Cornerstone Rescue Mission
Title: Cornerstone Rescue Mission TV Brand Campaign
Contributors:
Jason Alley, Creative Director/Copywriter/Producer
Trevor Fife, Director of Photography/Editor
Crow Ridge Productions, Production

61 B Arts, Mixed Media Campaign

Award: Silver ADDY® Award
Entrant: Chris Hornick
Advertiser: Judd Hoos
Title: Judd Hoos
Contributors:
Chris Hornick, Graphic Artist

PUBLIC SERVICE

62 C Public Service, Brochure

Award: Gold ADDY® Award
Entrant: Robert Sharp & Associates
Advertiser: North Dakota Department of Transportation
Title: ND Teen Driver
Contributors:
Amanda Murner, Graphic Designer
Tracy Mailloux, Videographer/Editor
Vincent Tyson, Project Manager
Kyle McCabe, Web Development

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PUBLIC SERVICE

62 C Public Service, Brochure

64 C Public Service, Audio / Visual

Award: Silver ADDY® Award
Entrant: Message
Advertiser: Cornerstone Rescue Mission
Title: Cornerstone Rescue Mission Dear Ones Video
Contributors:
 Jason Alley, Creative Director/Copywriter/Producer
 Colter Lease, Art Director/Editor
 Ely & Co., Director of Photography/Production

65 Public Service, Out-of-Home

Award: Silver ADDY® Award
Entrant: Message
Advertiser: Cornerstone Rescue Mission
Title: Cornerstone Rescue Mission Brand Billboard
Contributors:
 Jason Alley, Creative Director/Designer

68 A Public Service, Campaign

Award: Silver ADDY® Award
Entrant: Midcontinent Communications
Advertiser: Partnership Rapid City
Title: 'Fair' 'Nurse' 'Cook'
Contributors:
 Tim Reilly, Producer
 Judy Darling, Writer/Agency
 Scotty Jensen, Audio

Award: Silver ADDY® Award
Entrant: Robert Sharp & Associates
Advertiser: North Dakota Department of Transportation
Title: ND Server Training Program
Contributors:
 Amanda Murner, Graphic Designer
 Jane Wolforth, Project Manager

68 B Public Service, Mixed Media Campaign

Award: Gold ADDY® Award
Entrant: TDG Communications
Advertiser: South Dakota Housing Development Authority
Title: First-Time Homebuyers Campaign
Contributors:
 Monte Amende, Creative Director
 Sarah Carlson, Associate Creative Director
 Dustin Floyd, Agency Director
 Derek Olson, Digital Media Designer
 Jack Hughes, Director of Web Development

ADVERTISING INDUSTRY SELF-PROMOTION

69 A Self-Promotion, Collateral

Award: Gold ADDY® Award
Entrant: Simpsons Printing
Advertiser: Simpsons Printing
Title: Simpsons Printing Green Brochure
Contributors:
 Michael Palmer, Graphic Artist

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ADVERTISING INDUSTRY SELF-PROMOTION

69 A Self-Promotion, Collateral

Award: Silver ADDY® Award
Entrant: Midwest Marketing
Advertiser: Midwest Marketing
Title: Midwest Marketing Search Engine Optimization Brochure
Contributors:
 Lonnie Jeffries, Art Director
 Jaclyn Kennison, Project Coordinator
 Kathy Lees, Web Director

ELEMENTS OF ADVERTISING

72 Logo

Award: Gold ADDY® Award
Entrant: Message
Advertiser: Black Hills Special Olympics
Title: Black Hills Special Olympics Logo
Contributors:
 Jason Alley, Creative Director/Designer
 Colter Lease, Art Director/Designer

Award: Silver ADDY® Award
Entrant: Message
Advertiser: Black Hills Film Festival
Title: Black Hills Film Festival Logos
Contributors:
 Jason Alley, Creative Director/Designer
 Colter Lease, Art Director/Designer

Award: Silver ADDY® Award
Entrant: Ross Johnson Design Company
Advertiser: Hot Springs School District
Title: Hot Springs Bison Logo
Contributors:
 Ross Johnson, President/Designer

76 A Music Only

Award: Silver ADDY® Award
Entrant: Message
Advertiser: BioFusion Health Products
Title: BioFusion Jumbotron Hockey Commercial Song
Contributors:
 Jason Alley, Creative Director/Producer
 Charlie Campbell, Recording Artist

76 B Music With Lyrics

Award: Gold ADDY® Award
Entrant: Message
Advertiser: Golden West Telecommunications
Title: Golden West Telecommunications TV Song
Contributors:
 Jason Alley, Creative Director/Producer
 Charlie Campbell, Recording Artist

77 Cinematography

Award: Gold ADDY® Award
Entrant: Message
Advertiser: Golden West Telecommunications
Title: Golden West Telecommunications Co-op Expansion Video
Contributors:
 Jason Alley, Creative Director/Producer

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ELEMENTS OF ADVERTISING

77 Cinematography

Rob Tyler, Director of Photography/Production