HOSTED BY



adfedco.org

Thank you to our committee:

Matt Ebbing Aaron Fry JoAnn Hand Matt Hand Shannon Hinderberge Andrea Larson Jennifer MacHaffie Chris Michaelis J.C.Nore Linda Orcelletto Molly Renner Michelle Roats Brenda Speirs Valerie Yost

Oregon's advertising community celebrated the best creative work in the state on March 17th in the inaugural Oregon Addy Awards.



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CONNEXION

The Bulletin

\$500 BEST OF SHOW STUDENT PRIZE SPONSOR

Wieden. Kennedy

OREGONADDY AWARDS 2012

BEST OF SHOW OREGON ADDY® MIXED/MULTIPLE MEDIA

54 Consumer, Regional / National

Sockeye

KEEN

Mixed Media Campaign - Reboot

BEST OF SHOW STUDENT ADDY® S11 Mixed Media

Beckett Snedeker-Short University of Oregon Baseball Prospectus

BEST OF CATEGORY SALES PROMOTION

03D Point of Purchase

tbd

21st Amendment Brewery Allies Win the War! Release Tour Banners

COLLATERAL

08D Publication Design, Magazine Design

1859 Magazine

Autumn 2011 Issue

DIRECT MARKETING

12A BtoB Consumer, Flat

tbd Decipher

Direct Mail Campaign

NON-TRADITIONAL ADVERTISING

20B Campaign

Odell Brewing Co. 'Unbottled' Campaign

CONSUMER OR TRADE PUBLICATION

24B Campaign, Four Color

Steelhead

Bedslide 'Get to it!' Print

INTERACTIVE MEDIA 33A.2 Web Sites, B-to-B HTML/Other

Mandala

Cessna Aircraft Company Cessna Corvalis TTx Microsite

RADIO

39B.1 Local, Single, Station Produced

Combined Communications

Sargents Stereo 'P.C. Christmas

TELEVISION

50B Cinema Advertising

tbd American Licorice

'Six Clues' Outdoor Movie Sampling Campaign

PUBLIC SERVICE

68B Campaign Mixed/Multiple Media

Sockeye

METRO

'It's Our Nature' Campaign

ADVERTISING INDUSTRY SELF-PROMOTION 69A Creative Services and Industry Suppliers

Sockeye

Brand Book

ELEMENTS OF ADVERTISING 72 Logo

Ideasmith

Wanderlust Tours Bend Brew Bus Logo

OREGON ADDY® Award Winners

SALES PROMOTION

01B Product or Service Sales Presentation Award of Merit

Sockeye **KEEN**

Gold ADDY Award

21st Amendment Brewery Hell or High Watermelon Wheat Packaging

Gold ADDY Award tbd

21st Amendment Brewery Hop Crisis Packaging

Gold ADDY Award tbd

21st Amendment Brewery Allies Win the War! Packaging

Silver ADDY Award

Gold ADDY Award

Odell Brewing Co. Four-Pack Series Packaging

HMH Nike Licensed Division Nike Defy Point of Purchase

04 Audio/Visual Sales Presentation Award of Merit

The Media Geeks

'What's in a Name'

Silver ADDY Award The Media Geeks

Start of a New Future

Silver ADDY Award

Mandala

Cessna Aircraft Company Cessna Corvalis TTx Video

COLLATERAL MATERIAL

05A Stationery Package Award of Merit

Sublime Creative Agency Nature's Natural Food Marketplace

Award of Merit

St. Charles Health System 2010 Annual Report

Award of Merit

tbd

Decipher

Beacon Leave Behind

Award of Merit tbd

Swiss Water Decaffeination Process

Your Town Press, Inc. Saltery Lodge Brochure

08A Publication Design Silver ADDY Award

Combined Communications Central Oregon Magazine Fall 2011

Award of Merit HMH

2011 Central Oregon Visitors Association Guide

Thomas Osborne Designs High Desert Journal

Combined Communications

Central Oregon Magazine

Silver ADDY Award

DVA Advertising & Public Relations Bend WinterFest Poster Campaign

The Garage Inc.

10D Special Event Materia Silver ADDY Award

Moementum, Inc. 'Extraordinary Leaders Thrive' Campaign

DIRECT MARKETING 11A B-to-B or Consumer, Single

tbd

Beacon Direct Mail Piece

12A B-to-B or Consumer, Campaign

Silver ADDY Award

BNBranding

The Where To Eat Guide Direct Mail Postcards

15A Vehicle Graphic Advertising Award of Merit

DVA Advertising & Public Relations Mercy Hospitals

Mercy Day Pedicab Wrap

Award of Merit **HMH** Habitat for Humanity

Portland Outdoor

Award of Merit

Mandala

Buddy Media 'Power Your Connections' **NON-TRADITIONAL ADVERTISING**

20A Single Award of Merit

tbd Odell Brewing Co.

tbd

'Unbottled' Video Award of Merit

Odell Brewing Co. 'Unbottled' Playbook

Gold ADDY Award Sockeye

University of Oregon

CONSUMER OR TRADE PUBLICATION

23B Spread. Multiple Page or Insert Award of Merit

Odell Brewing Co. Unbottled Ad

Buddy Media

tbd

Award of Merit Mandala

'Power Your Connections' Cover Wrap

Award of Merit Visit Bend

2011 Print Campaign

Silver ADDY Award tbd Swiss Water Decaffeination Process

'Fantasy Land' Campaign

30B2 Campaign

Award of Merit **DVA** Advertising & Public Relations PacificSource Medicare

'Name Change' Print Campaign Award of Merit

Wordplay Broken Top Club Membership Relaunch

INTERACTIVE MEDIA 35A Websites, Consumer HTML/Other Award of Merit

Brand Navigation

Gold ADDY Award Steelhead

Bedslide Website 35C Websites, Consumer HTML/Other Award of Merit

Studio Absolute

Cold Springs Resort Website

Award of Merit

The Garage Inc Les Schwab Amphitheater Website

35C.2 Websites, Consumer HTML/Other Award of Merit **NorthWest Crossing**

36G Online Silver ADDY Award

36H Online Silver ADDY Award

Visit Bend

Visit Bend Bend Ale Trail App

36J Online Award of Merit **DVA** Advertising & Public Relations

Central Oregon Visitors Association Branding Viral Video **INTERACTIVE MEDIA**

36J Online Award of Merit

Nosler Varmageddon Bullets **Gold ADDY Award**

Sockeye Ruby Receptionists Video **Gold ADDY Award**

RADIO

Blue Collar Interactive Extensis WebINK

FontFuse Launch Campaign

39A Local Silver ADDY Award Mandala Sky Lakes Medical Center

'Chronic Dribbler 39B.1 Local, Single Award of Merit

Hardy's Hotwings and Hamburgers 'Tons Of Toppings'

Award of Merit

Horizon Broadcasting Group 'What A Show!'

Horizon Broadcasting Group

Silver ADDY Award **Horizon Broadcasting Group** C.O. Radiology Associates Breast Cancer Awareness Month

Silver ADDY Award **Bend Radio Group**

'Whatever You Call Them'

'Small Asses 39B.2 Local, Single Silver ADDY Award

the marketing department Mid Oregon Personnel 'Great Idea

Silver ADDY Award Wordplay Broken Top Club

40 Campaign Silver ADDY Award Visit Bend

'No Occasion'

Summer Radio Campaign 40 A.1 Local, Campaign Award of Merit

Horizon Broadcasting Group Bend Wedding and Formal Shore Watch 'The Situation

Shore Watch 'Pauly D' Silver ADDY Award

Bend Radio Gro Tac Transportation 'Auto Stop 2011' Branding Campaign

42A.2 Regional/National Campaign

Paradux Media Group

PremierWest Bank 'The Way of the West

TELEVISION

НМН

44B Local, Single (one DMA) Silver ADDY Award

SUBWAY Restaurants 'Sandwiches for Dinner' Television

44B.1 Local (One DMA)
Gold ADDY Award Zolo Media

'Dog Years' 44B.2 Local (One DMA)

Silver ADDY Award **Brand Navigation** BendBroadband 'I'm a Local Dog' (:30)

44C.2 Local (One DMA) Silver ADDY Award **Brand Navigation**

'I'm A Local Dog' (:60) 45 Local

BendBroadband

'What's Next' Television 47A Regional/National TV, Single Award of Merit

Oregon Community Credit Union

Nosler, Inc. Trophy Grade Ammunition Silver ADDY Award Sockeye

Silver ADDY Award

Sockeye Derrick Rose - MVP TV Spot

Dicks Spot - TV Commercial

48C Regional/National TV Campaigns Silver ADDY Award Visit Bend

Summer 2011 TV Campaign

Mandala

54 Consumer, Regional/National

Steelhead Bedslide 'Get to it!' Campaign

PUBLIC SERVICE

Posters to Coasters Campaign 'See and Be Seen'

Silver ADDY Award **Tim Underwood Productions**

14 Hands / GB2

Award of Merit

'Don't Turn Away'

72 Logo

Decipher 'The Right Tools' Ad

2011 BendFilm Campaign

Silver ADDY Award **Tim Underwood Productions** BendBroadband

77 Cinematography Silver ADDY Award Mandala

Cessna Aircraft Company Cessna Corvalis TTx Video **STUDENT ADDY**

Oregon State University-Cascade Campus Full Circle Trakhners. LLC

OREGON**ADDY**AWARDS

Advertising Federation of Central Oregon P.O. BOX 6266, Bend, OR 97708

EVENT DISPLAY SPONSOR

Buddy Media 'Power Your Connection'

Gold ADDY Award

ADVERTISING FOR THE ARTS & SCIENCES 60 Direct Marketing, Specialty Items Award of Merit

High Desert Museum 'If You Were a Hawk

62E Collateral Award of Merit

64B Broadcast/Electronic

NBC5

Silver ADDY Award **HMH**

ELEMENTS OF ADVERTISING

Sublime Creative Agency Nature's Natural Food Marketplace Logo

74B Photography Silver ADDY Award **Steve Tague Studios**

76C Sound

Sky Lakes Medical Center

University of Oregon

University of Oregon 'Advolv (Advertising Evolved)



Silver ADDY Award Mandala

High Desert Museum Annual Giving Direct Mai

Commute Options

The Breakup

69G Creative Services and Industry Suppliers

Award of Merit Studio Absolute Volcano Vineyards Logo

Silver ADDY Award **Tim Underwood Productions**

Folgers 'Labor Day in America' S12 A Elements of Advertising Award of Merit

Award of Merit

52 B-to-B Regional / National Award of Merit

Cessna Aircraft Company Cessna Corvalis TTx

61B Campaign Award of Merit

Perez Design

Commute Options for Central Oregon

Child Abuse Network

ADVERTISING INDUSTRY SELF-PROMOTION

74D Photography Gold ADDY Award Steve Tague Studios

'Chronic Dribbler'

S10 A Television Silver ADDY Award

S12 F Elements of Advertising