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ADVERTISING
FEDERATION
CENTRAL OREGON
adfedco.org

Thank you to our committee:

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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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\$500 BEST OF SHOW STUDENT PRIZE SPONSOR



OREGON ADDY 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

tbd

Odell Brewing Co.

'Unbottled' Campaign

CONSUMER OR TRADE PUBLICATION

24B Campaign, Four Color

Steelhead

Bedside

'Get to it!' Print

INTERACTIVE MEDIA

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

Mandala

Cessna Aircraft Company

Cessna Corvallis 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

Sales Kit

02A Packaging

Gold ADDY Award

tbd

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

02C Packaging

Silver ADDY Award

tbd

Odell Brewing Co.

Four-Pack Series Packaging

Gold ADDY Award

HMH

Nike Licensed Division

Nike Defy Point of Purchase

04 Audio/Visual Sales Presentation

Award of Merit

The Media Geeks

Abilitree

'What's in a Name'

Silver ADDY Award

The Media Geeks

Facebook

'Start of a New Future'

Silver ADDY Award

Mandala

Cessna Aircraft Company

Cessna Corvallis TTx Video

COLLATERAL MATERIAL

05A Stationery Package

Award of Merit

Sublime Creative Agency

Nature's Natural Food Marketplace

Print Collateral

06B Annual Report

Award of Merit

St. Charles Health System

2010 Annual Report

07B Brochure

Award of Merit

tbd

Decipher

Beacon Leave Behind

Award of Merit

tbd

Swiss Water Decaffeination Process

'Fantasy is Reality: A Guide to Great Decaf'

Award of Merit

Your Town Press, Inc.

Saltery Lodge Brochure

08A Publication Design

Silver ADDY Award

Combined Communications

Central Oregon Magazine Fall 2011

08D Publication Design

Award of Merit

HMH

2011 Central Oregon Visitors

Association Guide

Award of Merit

Thomas Osborne Designs

High Desert Journal

Silver ADDY Award

Combined Communications

Central Oregon Magazine

09B Poster

Silver ADDY Award

DVA Advertising & Public Relations

Bend WinterFest Poster Campaign

10D Special Event Material

Silver ADDY Award

The Garage Inc.

Moementum, Inc.

'Extraordinary Leaders Thrive' Campaign

DIRECT MARKETING

11A B-to-B or Consumer, Single

Silver ADDY Award

tbd

Decipher

Beacon Direct Mail Piece

12A B-to-B or Consumer, Campaign

Award of Merit

BNBranding

The Where To Eat Guide

Direct Mail Postcards

OUT-OF-HOME

15A Vehicle Graphic Advertising

Award of Merit

DVA Advertising & Public Relations

Mercy Hospitals

Mercy Day Pedicab Wrap

18 Campaign

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.

'Unbottled' Video

Award of Merit

tbd

Odell Brewing Co.

'Unbottled' Playbook

Gold ADDY Award

Sockeye

University of Oregon

Migrate

CONSUMER OR TRADE PUBLICATION

23B Spread, Multiple Page or Insert

Award of Merit

tbd

Odell Brewing Co.

Unbottled Ad

Award of Merit

Mandala

Buddy Media

'Power Your Connections' Cover Wrap

24B Campaign

Award of Merit

Visit Bend

2011 Print Campaign

Silver ADDY Award

tbd

Swiss Water Decaffeination Process

'Fantasy Land' Campaign

NEWSPAPER

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

Jaynemax Website

Gold ADDY Award

Steelhead

Bedside 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

Website

36G Online

Silver ADDY Award

Visit Bend

Mobile Website

36H Online

Silver ADDY Award

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

37Websites / Online

Gold ADDY Award

Blue Collar Interactive

Extensis WebINk

FontFuse Launch Campaign

RADIO

39A Local

Silver ADDY Award

Mandala

Sky Lakes Medical Center

'Chronic Dribbler'

39B.1 Local, Single

Award of Merit

Horizon Broadcasting Group

Hardy's Hotwings and Hamburgers

'Tons Of Toppings'

Award of Merit

Horizon Broadcasting Group

Floor Décor

'What A Show!'

Silver ADDY Award

Horizon Broadcasting Group

C.O. Radiology Associates

Breast Cancer Awareness Month

'Whatever You Call Them'

Silver ADDY Award

Bend Radio Group

Elite Fitness

'Small Asses'

39B.2 Local, Single

Silver ADDY Award

the marketing department

Mid Oregon Personnel

'Great Idea'

Silver ADDY Award

Wordplay