

## SALES PROMOTION

Entry ID: 06-MMC-47795-02B  
Category: Sales Promotion - Packaging  
Award: Merit Award  
Entrant: Rizzi Designs  
Advertiser: Phil Denny  
Title: Phil Denny CD "The Messenger"  
Credits:  
    John K. Addis, Creative Director  
  
    Rochelle Rizzi, President & CEO  
  
    Phil Denny, Smooth Jazz Artist

Entry ID: 06-MMC-46676-03C  
Category: Sales Promotion - Trade Show Exhibit  
Award: Silver ADDY Award  
Entrant: PATTEN ID  
Advertiser: Workshop Hero  
Title: Workshop Hero Tradeshow Booth  
Credits:  
    Bob Patten, art director/ designer  
  
    Steve Goers, video / editing  
  
    Gennara Photography, photography  
  
    Capital Imaging, digital printer

## COLLATERAL MATERIAL

Entry ID: 06-MMC-47747-07B  
Category: Collateral - Annual Report  
Award: Gold ADDY Award  
Entrant: Michigan State University  
Advertiser: Michigan State University - Communications and Brand Strategy  
Title: MSU: Spartans Will. 360 President's Report  
Credits:  
    Cindy Lounsbery, Graphic Designer  
  
    Meredith Mescher, Writer/Editor  
  
    Susan Holloway, Director of Marketing Communications  
  
    Kurt Stepnitz, Senior Photographer  
  
    Kevin Epling, Big Ten Network Associate Producer and Manager of  
University Photography and Videography

Jim Peck, Big Ten Network Executive Producer and Director of  
University Photography and Videography

Sue Nichols, Assistant Director for the Center for Systems  
Integration and Sustainability

Lisa Mulcrone, Senior Communications Manager, MSUToday Editor

Greg Kohuth, Visual Journalism Producer

Gabby Kleber, Production Assistant

Entry ID: 06-MMC-43519-07B

Category: Collateral - Annual Report

Award: Silver ADDY Award

Entrant: Redhead Design Studio

Advertiser: Michigan Forest Products Council

Title: "Forest Made" 2013 Annual Report

Credits:

Redhead Design Studio, Creative Development

Abigail Walls, Writing

Entry ID: 06-MMC-48258-07B

Category: Collateral - Annual Report

Award: Silver ADDY Award

Entrant: Brimmer Family Design

Advertiser: International Business Center

Title: International Business Center 2013 Annual Report

Credits:

Therese Randall Brimmer, Graphic Designer

Sarah Singer, editor

Logan Brothers Printing, press

Entry ID: 06-MMC-44981-07B

Category: Collateral - Annual Report

Award: Merit Award

Entrant: Redhead Design Studio

Advertiser: Educational Child Care Center (EC3)

Title: "Aminal Refort" 2013 Annual Report

Credits:

Redhead Design Studio, Creative Development

Entry ID: 06-MMC-46152-07B  
Category: Collateral - Annual Report  
Award: Merit Award  
Entrant: University Advancement Michigan State University  
Advertiser: University Advancement MSU  
Title: Strength in Numbers / Annual Fund Annual Report  
Credits:  
David Giordan, Project Designer  
  
Lois Furry, Project Manager / Editor  
  
Harley Seeley, Photographer

Entry ID: 06-MMC-46421-07B  
Category: Collateral - Annual Report  
Award: Merit Award  
Entrant: Michigan State University, College of Education  
Advertiser: Michigan State University College of Education  
Title: Prepared for What's Ahead  
Credits:  
Nicole Geary, Communications Director  
  
Anthony Cepak, Graphic Designer  
  
Sarah Wardell, Communications Specialist  
  
Justin Rappaport, Web Programmer

Entry ID: 06-MMC-47704-08B  
Category: Collateral - Brochure  
Award: Gold ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Michigan State Housing Development Authority  
Title: EB5 Brochure  
Credits:  
Karl Bastian, Creative Director  
  
Aaron McCall, Art Director  
  
Carole Tuckey, Production Manager  
  
Bobby Jereb, Production Artist  
  
Christina Campbell, Account Executive  
  
Mike Nowlin, Senior Public Relations and Policy Manager  
  
Steve Vorderman, Photography

Entry ID: 06-MMC-43210-08B  
Category: Collateral - Brochure  
Award: Silver ADDY Award  
Entrant: Redhead Design Studio  
Advertiser: Transportation for Michigan  
Title: TRANS4M Brochure  
Credits:  
Redhead Design Studio, Creative Development

Entry ID: 06-MMC-45455-08B  
Category: Collateral - Brochure  
Award: Silver ADDY Award  
Entrant: University Advancement Michigan State University  
Advertiser: University Advancement MSU  
Title: MSU Horticulture Gardens / Ecfloresco  
Credits:  
David Giordan, Design  
Jill Westmoreland-Ayers, Project Manager  
Stacey Treziack, Printer / Foresight Printing  
Lois Furry, Project Ediditor

Entry ID: 06-MMC-46278-08B  
Category: Collateral - Brochure  
Award: Silver ADDY Award  
Entrant: Creative Juices  
Advertiser: Capital Imaging  
Title: let the ink do the talking  
Credits:  
Larry Steinberg, Copywriter  
Amy Kue, Art Director/Photographer  
Bo Noles, President  
Nicholas Noles, Vice President

Entry ID: 06-MMC-47862-08B  
Category: Collateral - Brochure  
Award: Silver ADDY Award  
Entrant: M3 Group  
Advertiser: La Fille Gallery  
Title: La Fille Gallery  
Credits:  
Mary McElgunn, Graphic Designer

Kelly Ritter, Marketing Director

Tiffany Dowling, President/CEO

Entry ID: 06-MMC-43521-08B  
Category: Collateral - Brochure  
Award: Merit Award  
Entrant: Redhead Design Studio  
Advertiser: Michigan League of Conservation Voters  
Title: "Action & Accountability"  
Credits:

Redhead Design Studio, Creative Development

Eileen Gianiodis, Writing

Entry ID: 06-MMC-46084-08B  
Category: Collateral - Brochure  
Award: Merit Award  
Entrant: College of Arts & Letters, Michigan State University  
Advertiser: College of Arts & Letters, Michigan State University  
Title: College of Arts & Letters Viewbook  
Credits:

Ryan Kilcoyne, Marketing Director

Michael Jenkins, Communications Director

Tim Mulvaney, Designer, Blohm Creative Group

Iain Bogle, Creative Director

Lynda White , Project Manager

Entry ID: 06-MMC-38788-08C  
Category: Collateral - Brochure Campaign  
Award: Silver ADDY Award  
Entrant: TechSmith Corporation  
Advertiser: TechSmith Corporation  
Title: Education Brochure Series  
Credits:  
    Vicari Vollmar, Education Brochure Series

Entry ID: 06-MMC-46567-08C  
Category: Collateral - Brochure Campaign  
Award: Merit Award  
Entrant: Image Creative Group  
Advertiser: Michigan Humanities Council  
Title: Great Michigan Read  
Credits:  
    Image Creative Group, Design  
  
    BRD Printing, Printing  
  
    Detroit Media Partnership, Printing

Entry ID: 06-MMC-47782-09A  
Category: Collateral - Publication Design  
Award: Silver ADDY Award  
Entrant: College of Arts & Letters, Michigan State University  
Advertiser: College of Arts & Letters, Michigan State University  
Title: MUSES Magazine Cover  
Credits:  
    Michael Jenkins, Editor  
  
    Tim Mulvaney, Designer  
  
    Dave Trumpie, Photographer  
  
    Iain Bogle, Creative Director  
  
    Lynda White, Project Manager

Entry ID: 06-MMC-46428-09B

Category: Collateral - Publication Design

Award: Merit Award

Entrant: FAITH Catholic

Advertiser: FAITH Catholic

Title: Chad & Dillon Building Their Future from a Catholic School  
Foundation

Credits:

Patrick Dally, Art Director/Studio Manager

Patrick O'Brien, President/Chief Executive Officer

Entry ID: 06-MMC-46469-09D

Category: Collateral - Magazine Design

Award: Gold ADDY Award

Entrant: University Advancement Michigan State University

Advertiser: University Advancement at MSU

Title: Developments Magazine Spring 2013

Credits:

David Giordan, Publication Designer

Lois Furry, Project Manager / Editor

Linda Harvey / Printwell Printing, Printer

Entry ID: 06-MMC-46081-09D

Category: Collateral - Magazine Design

Award: Silver ADDY Award

Entrant: College of Arts & Letters, Michigan State University

Advertiser: College of Arts & Letters

Title: MUSES Magazine

Credits:

Michael Jenkins, Editor, Writer, Photographer

Tim Mulvaney, Designer

Lynda White, Project Manager

Iain Bogle, Creative Director

Ginnie Perry, Proofreader/Editor

Entry ID: 06-MMC-46540-09D  
Category: Collateral - Magazine Design  
Award: Silver ADDY Award  
Entrant: Image Creative Group  
Advertiser: Thomas M. Cooley Law School  
Title: Benchmark Magazine Special Issue  
Credits:  
Image Creative Group, Design  
  
BRD Printing, Printing

Entry ID: 06-MMC-38125-09D  
Category: Collateral - Magazine Design  
Award: Merit Award  
Entrant: Ciesa Design  
Advertiser: MSU College of Nursing  
Title: MSU College of Nursing Magazine  
Credits:  
John Donohoe, Account Manager  
  
Kevin Liuzzo, Design Direction/Designer  
  
Bonney Mayers, Copywriter

Entry ID: 06-MMC-42989-09D  
Category: Collateral - Magazine Design  
Award: Merit Award  
Entrant: Blue Eyes Design  
Advertiser: Midwest Bisexual Lesbian Gay Transgender Ally College  
Conference  
Title: Mosaic: putting the pieces together  
Credits:  
Emily Brozovic, Art Director & Designer  
  
Spartan Printing,



Entry ID: 06-MMC-38554-10A  
Category: Collateral - Poster  
Award: Gold ADDY Award  
Entrant: Ciesa Design  
Advertiser: Lansing Board of Water & Light  
Title: Chili Cook-off Poster  
Credits:  
Chris VanWyck, Account Manager/Project Manager  
  
Chris VanWyck, Design Direction/Designer  
  
MacKellar Screenworks, Printer

Entry ID: 06-MMC-47773-10A  
Category: Collateral - Poster  
Award: Gold ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Traverse Health Clinic  
Title: Nipples  
Credits:  
Karl Bastian, Creative Director  
  
Karl Bastian, Copywriter  
  
Aaron McCall, Art Director  
  
Bobby Jereb, Production Artist

Entry ID: 06-MMC-47777-10A  
Category: Collateral - Poster  
Award: Gold ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Traverse Health Clinic  
Title: Nose Hairs  
Credits:  
Karl Bastian, Creative Director  
  
Karl Bastian, Copywriter  
  
Aaron McCall, Art Director  
  
Bobby Jereb, Production Artist

Entry ID: 06-MMC-47779-10A  
Category: Collateral - Poster  
Award: Gold ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Traverse Health Clinic  
Title: Football  
Credits:

Karl Bastian, Creative Director

Karl Bastian, Copywriter

Aaron McCall, Art Director

Bobby Jereb, Production Artist

Entry ID: 06-MMC-47775-10A  
Category: Collateral - Poster  
Award: Silver ADDY Award  
Entrant: University Advancement Michigan State University  
Advertiser: University Advancement at MSU  
Title: Super Heroes Commemorative Posters  
Credits:

David Giordan, Project Designer

Fransois Garnier, Project Designer

Stacey Trzeciak / The Foresight Group, Printer

Entry ID: 06-MMC-46531-10B  
Category: Collateral - Poster Campaign  
Award: Merit Award  
Entrant: Pace Marketing & Communications  
Advertiser: Capital Area Transportation Authority  
Title: Student Ridership Campaign, Poster  
Credits:

Karl Bastian, Creative Director

Aaron McCall, Art Director

Seth Barnhill, Copywriter

Carole Tuckey, Production Manager

Bobby Jereb, Production Artist

Julie Ross, Account Manager

Entry ID: 06-MMC-46549-11B  
Category: Collateral - Special Event Material  
Award: Gold ADDY Award  
Entrant: Image Creative Group  
Advertiser: College of Veterinary Medicine, Michigan State University  
Title: A New Lease on Nine Lives  
Credits:  
Image Creative Group, Design  
  
BRD Printing, Printing

Entry ID: 06-MMC-38697-11B  
Category: Collateral - Special Event Material  
Award: Merit Award  
Entrant: TechSmith Corporation  
Advertiser: TechSmith Corporation  
Title: Birthday Party Invitation  
Credits:  
Vicari Vollmar, Birthday Party Invitation

Entry ID: 06-MMC-47815-11B  
Category: Collateral - Special Event Material  
Award: Merit Award  
Entrant: Rizzi Designs  
Advertiser: Sarah Brown & Jeffrey Jaworski  
Title: Sarah Brown "Hoppiness Nuptiales"  
Credits:  
Sarah Garner, Graphic Designer  
  
Jodi Miller, Senior Graphic Designer  
  
John K. Addis, Creative Director  
  
Rochelle Rizzi, President & CEO

Entry ID: 06-MMC-47766-11D

Category: Collateral - Special Event Material - Campaign

Award: Gold ADDY Award

Entrant: Gravity Works Design & Development

Advertiser: Old Town Commercial Association

Title: Old Town Lansing Oktoberfest

Credits:

Steve Jencks, Creative Director

Entry ID: 06-MMC-46192-11D

Category: Collateral - Special Event Material - Campaign

Award: Silver ADDY Award

Entrant: University Advancement Michigan State University

Advertiser: University Advancement at MSU

Title: MSU Campaign Volunteer Summit

Credits:

David Giordan, Project Designer

Stephanie Motschenbacher, Project Manager

Linda Dunn, Project Editor

Jennifer Weaver / Weaver Design, Project Designer

Entry ID: 06-MMC-46690-11D

Category: Collateral - Special Event Material - Campaign

Award: Merit Award

Entrant: Brimmer Family Design

Advertiser: Michigan State University Office for Inclusion and  
Intercultural Initiatives

Title: Project 60/50

Credits:

Therese Randall Brimmer, Graphic Designer

Audrey Bentley, Project Coordinator

Paulette Granberry Russel, Director

Denise Slattery, Editorial

## DIRECT MARKETING

Entry ID: 06-MMC-48251-12A  
Category: Direct Marketing  
Award: Gold ADDY Award  
Entrant: Brimmer Family Design  
Advertiser: Henry Brimmer  
Title: 2013 Land Cruiser Calendar  
Credits:

Henry Brimmer, Graphic Designer

Gina Bringman, Photographer

Bob Brantley, Photographer

Rod Daebelliehn, Photographer

Bob Devereaux, Photographer

Charla Downey, Photographer

Ken Eshelby, Photographer

Sebastian Lau, Photographer

Christopher Mann, Photographer

Entry ID: 06-MMC-46595-13A  
Category: Direct Marketing - Campaign  
Award: Merit Award  
Entrant: Michigan State University Federal Credit Union  
Advertiser: Michigan State University Federal Credit Union  
Title: Spring Break Travel Tips  
Credits:

Sarah McCarthy, Senior Marketing Creative Specialist

## OUT-OF-HOME

Entry ID: 06-MMC-47774-15A  
Category: Out of Home - Outdoor Board  
Award: Silver ADDY Award  
Entrant: Adams Outdoor Advertising  
Advertiser: Carl V. Reck Jewelers  
Title: Carl V. Reck Jewelers  
Credits:

Tracy Keck III, Art Director

Daniel Holmes, Account Executive

Entry ID: 06-MMC-47784-15B  
Category: Out of Home - Outdoor Board  
Award: Gold ADDY Award  
Entrant: Adams Outdoor Advertising  
Advertiser: A Sweeper Store  
Title: A Sweeper Store  
Credits:  
Tracy Keck III, Art Director  
  
Katelyn Cassaday, Account Executive

Entry ID: 06-MMC-47724-15B  
Category: Out of Home - Outdoor Board  
Award: Merit Award  
Entrant: Greater Lansing Convention & Visitors Bureau  
Advertiser: Greater Lansing Convention & Visitors Bureau  
Title: Welcome To Greater Lansing  
Credits:  
Katie Chubb, Manager, Multi-Media & Graphic Design  
  
Tracy Padot, Vice President, Marketing Communications  
  
Lori Lanspeary, Leisure Marketing Manager

Entry ID: 06-MMC-47788-15B  
Category: Out of Home - Outdoor Board  
Award: Merit Award  
Entrant: Adams Outdoor Advertising  
Advertiser: Mayberry Homes  
Title: Mayberry Homes  
Credits:  
Tracy Keck III, Art Director  
  
Daniel Holmes, Account Executive

Entry ID: 06-MMC-47786-15D  
Category: Out of Home - Outdoor Board  
Award: Merit Award  
Entrant: Adams Outdoor Advertising  
Advertiser: Eaton Federal Savings Bank  
Title: Eaton Federal Mobile  
Credits:

Tracy Keck III, Art Director

Daniel Holmes, Account Executive

Entry ID: 06-MMC-46675-15E  
Category: Out of Home - Vehicle Graphic Advertising  
Award: Gold ADDY Award  
Entrant: PATTEN ID  
Advertiser: Workshop Hero  
Title: Frank Fritz Workshop Hero Van  
Credits:

Bob Patten, art director / designer

Gennara Photography, photographer

Entry ID: 06-MMC-47701-18  
Category: Out of Home - Campaign  
Award: Gold ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Michigan State Housing Development Authority  
Title: Foreclosure Outdoor  
Credits:

Karl Bastian, Creative Director

Aaron McCall, Art Director

James Howe, Art Director

Karl Bastian, Copywriter

Bobby Jereb, Production Artist

Christina Campbell, Account Executive

Entry ID: 06-MMC-47709-18  
Category: Out of Home - Campaign  
Award: Silver ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Capital Region Airport Authority  
Title: LAN Campaign  
Credits:

Karl Bastian, Creative Director

Karl Bastian, Copywriter

Aaron McCall, Art Director

Bobby Jereb, Production Artist

Jill Holden, Account Manager

Entry ID: 06-MMC-47778-18  
Category: Out of Home - Campaign  
Award: Silver ADDY Award  
Entrant: Adams Outdoor Advertising  
Advertiser: Ingham County Fair  
Title: Ingham County Fair Campaign  
Credits:

Tracy Keck III, Art Director

#### NON-TRADITIONAL ADVERTISING

Entry ID: 06-MMC-47812-20B  
Category: Non-Traditional - Campaign  
Award: Gold ADDY Award  
Entrant: PATTEN ID  
Advertiser: Workshop Hero  
Title: Workshop Hero - Promotional Toolboxes  
Credits:

Bob Patten, art director/ designer

Gennara Photography, photography

Steve Goers, project manager / video editing



CONSUMER OR TRADE PUBLICATION

Entry ID: 06-MMC-47708-22B  
Category: Consumer or Trade Publication  
Award: Silver ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Capital Region Airport Authority  
Title: Symphony Ad  
Credits:

Karl Bastian, Creative Director

Karl Bastian, Copywriter

Aaron McCall, Art Director

Bobby Jereb, Production Artist

Jill Holden, Account Manager

Entry ID: 06-MMC-47699-22B  
Category: Consumer or Trade Publication  
Award: Merit Award  
Entrant: Pace Marketing & Communications  
Advertiser: Michigan State Housing Development Authority  
Title: Porchlight  
Credits:

Karl Bastian, Creative Director

Karl Bastian, Copywriter

Aaron McCall, Art Director

Bobby Jereb, Production Artist

Christina Campbell, Account Executive

Entry ID: 06-MMC-47798-24B  
Category: Consumer or Trade Publication - Campaign  
Award: Gold ADDY Award  
Entrant: Rizzi Designs  
Advertiser: Peconic Lawn & Tree Care  
Title: Peconic Lawn & Tree Care - Financial Magazine Campaign  
Credits:

Jodi Miller, Senior Graphic Designer

John K. Addis, Creative Director

Rochelle Rizzi, President & CEO

Entry ID: 06-MMC-46580-24B  
Category: Consumer or Trade Publication - Campaign  
Award: Merit Award  
Entrant: Image Creative Group  
Advertiser: Thomas M. Cooley Law School  
Title: Leaders.  
Credits:  
Image Creative Group, Design

#### DIGITAL ADVERTISING

Entry ID: 06-MMC-38195-32C  
Category: Digital Advertising - Websites, B to B  
Award: Gold ADDY Award  
Entrant: Ciesa Design  
Advertiser: Michigan Economic Development Corporation  
Title: MichiganBusiness.org Website  
Credits:  
Kevin Liuzzo, Account Manager/Project Manager  
  
Kendra Church, Designer  
  
Kevin Liuzzo, Design Direction/Design  
  
Thomas Ro, Technical Direction/Web Developer  
  
Nathan Houghton, Designer

Entry ID: 06-MMC-47789-32C  
Category: Digital Advertising - Websites, B to B  
Award: Silver ADDY Award  
Entrant: Rizzi Designs  
Advertiser: Dart Development  
Title: Dart Development Website  
Credits:  
John K. Addis, Creative Director  
  
Tony Sabo, Senior Media Developer  
  
Rochelle Rizzi, President & CEO  
  
Marsha Zimmerman, Marketing Manager, Dart Development

Entry ID: 06-MMC-44984-32C  
Category: Digital Advertising - Websites, B to B  
Award: Merit Award  
Entrant: Redhead Design Studio  
Advertiser: Michigan Air, Michigan Health  
Title: MiAir, MiHealth Website  
Credits:  
    Redhead Design Studio, Creative Development  
  
    Rory Neuner, Writing

Entry ID: 06-MMC-47741-33A  
Category: Digital Advertising - Websites, Consumer  
Award: Merit Award  
Entrant: Gravity Works Design & Development  
Advertiser: Steven Uray  
Title: Steven Uray  
Credits:  
    Steve Jencks, Creative Director  
  
    Monica Salter, Front-End Developer

Entry ID: 06-MMC-47715-33C  
Category: Digital Advertising - Websites, Consumer  
Award: Silver ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Michigan Trails and Greenways Alliance  
Title: Michigan Trails and Greenways Website  
Credits:  
    Karl Bastian, Creative Director  
  
    Aaron McCall, Art Director  
  
    Laura Flugga, Web Designer  
  
    Christina Campbell, Account Executive  
  
    Meredith Grimm, Account Coordinator

Entry ID: 06-MMC-47740-35C

Category: Digital Advertising - Microsites

Award: Merit Award

Entrant: Michigan State University

Advertiser: Michigan State University - Communications and Brand Strategy

Title: MSU: The Beat Goes On photo essay

Credits:

Kurt Stepnitz, Senior Photographer

Deon Foster, Interactive Designer/Developer

Steve Warner, Web Applications Developer

Anthony Siciliano, Producer/Videographer/Editor

Meredith Mescher, Writer/Editor

Susan Holloway, Director of Marketing Communications

Lisa Mulcrone, Senior Communications Manager, MSUToday Editor

Entry ID: 06-MMC-46083-38B

Category: Digital Advertising - Online Publication

Award: Silver ADDY Award

Entrant: College of Arts & Letters, Michigan State University

Advertiser: College of Arts & Letters, Michigan State University

Title: MUSES Online

Credits:

Michael Jenkins, Communications Director

Dustin Walker, Web Designer

Iain Bogle, Creative Director

Ginnie Perry, Proofreader/Editor

Lynda White, Project Manager

Entry ID: 06-MMC-43528-38C  
Category: Digital Advertising - Online Publication  
Award: Gold ADDY Award  
Entrant: Redhead Design Studio  
Advertiser: Sparrow Health Systems  
Title: "Changing Lives" 2013 Annual Report  
Credits:

Redhead Design Studio, Creative Development

Such Video, Video Production

Gennara Photography, Photography

Sparrow Marketing, Collaborator

Entry ID: 06-MMC-46456-38C  
Category: Digital Advertising - Online Publication  
Award: Gold ADDY Award  
Entrant: Michigan State University, College of Education  
Advertiser: Michigan State University College of Education  
Title: Prepared for What's Ahead  
Credits:

Justin Rappaport, Web Programmer

Anthony Cepak, Graphic Designer

Nicole Geary, Communications Director

Sarah Wardell, Communications Specialist

Entry ID: 06-MMC-47733-38C  
Category: Digital Advertising - Online Publication  
Award: Gold ADDY Award  
Entrant: Michigan State University  
Advertiser: Michigan State University - Communications and Brand Strategy  
Title: MSU: Spartans Will. 360 President's Report website  
Credits:

Carmen Crist, Executive Director for Organizational Performance and Strategic Initiatives

Jim Peck, Big Ten Network Executive Producer and Director of University Photography and Videography

Lisa Mulcrone, Senior Communications Manager, MSUToday Editor

Susan Holloway, Director of Marketing Communications

Alberto Moreno, Big Ten Network Television Producer/Director

Kurt Stepnitz, Senior Photographer

Kevin Epling, Big Ten Network Associate Producer and Manager of  
University Photography and Videography

Anthony Siciliano, Producer/Videographer/Editor

Deon Foster, Interactive Designer/Developer

Steve Warner, Web Applications Developer

Michael VanPutten, Senior Marketing Communications Manager for Web  
and New Media

Cindy Lounsbery, Graphic Designer

Entry ID: 06-MMC-47711-40B

Category: Digital Advertising - Video

Award: Gold ADDY Award

Entrant: Michigan State University

Advertiser: Michigan State University - Communications and Brand Strategy

Title: MSU: Spartans Will. 360 - Take the Journey

Credits:

Anthony Siciliano, Producer/Videographer/Editor

Jim Peck, Big Ten Network Executive Producer and Director of  
University Photography and Videography

Kevin Epling, Big Ten Network Associate Producer and Manager of  
University Photography and Videography

Alberto Moreno, Big Ten Network Television Producer/Director

Entry ID: 06-MMC-47799-40B  
Category: Digital Advertising - Video  
Award: Silver ADDY Award  
Entrant: PATTEN ID  
Advertiser: Workshop Hero  
Title: Frank Fritz - Why I Use Workshop Hero Products  
Credits:

Bob Patten, art director / designer

Ahptic Film & Digital, video and editing

Steve Goers, video

Mary Katherine Quasarano, copywriting creative partner

Entry ID: 06-MMC-47808-40B  
Category: Digital Advertising - Video  
Award: Silver ADDY Award  
Entrant: PATTEN ID  
Advertiser: Workshop Hero  
Title: Frank Fritz - Introduces Partnership with Workshop Hero  
Credits:

Bob Patten, art director / designer

Ahptic Film & Video, video and editing

Steve Goers, video

Mary Katherine Quasarano, creative partner and copywriter

Entry ID: 06-MMC-46405-40C  
Category: Digital Advertising - Video  
Award: Silver ADDY Award  
Entrant: Michigan State University  
Advertiser: Michigan State University - Communications and Brand Strategy  
Title: MSU: Rose Cooper Will  
Credits:

Anthony Siciliano, Producer/Videographer/Editor

Entry ID: 06-MMC-47710-40C  
Category: Digital Advertising - Video  
Award: Merit Award  
Entrant: Pace Marketing & Communications  
Advertiser: Capital Region Airport Authority  
Title: When you Fly LAN  
Credits:

Karl Bastian, Creative Director

Aaron McCall, Art Director

Julie Krueger, Art Director

Paul Tefft, Copywriter

Jill Holden, Account Manager

Entry ID: 06-MMC-47722-40D  
Category: Digital Advertising - Video  
Award: Gold ADDY Award  
Entrant: Michigan State University  
Advertiser: Michigan State University - Communications and Brand Strategy  
Title: MSU: "Schooled"  
Credits:

Anthony Siciliano, Producer/Videographer/Editor

Jim Peck, Big Ten Network Executive Producer and Director of  
University Photography and Videography

Kevin Epling, Big Ten Network Associate Producer and Manager of  
University Photography and Videography

Alberto Moreno, Big Ten Network Television Producer/Director

Will "The Poet" Langford, Student

Chris Buller, Student Intern



Entry ID: 06-MMC-47911-40D  
Category: Digital Advertising - Video  
Award: Silver ADDY Award  
Entrant: PATTEN ID  
Advertiser: Workshop Hero  
Title: Behind the Scenes at the Workshop Hero Photoshoot  
Credits:  
    Steve Goers, editor and video  
  
    Bob Patten, designer

Entry ID: 06-MMC-47796-40D  
Category: Digital Advertising - Video  
Award: Merit Award  
Entrant: PATTEN ID  
Advertiser: Workshop Hero  
Title: Less Work More Play - What Fuller Does With His Free Time  
Credits:  
    Bob Patten, art director/director/writer  
  
    Bob Carr - Monkeyboy Productions, editor / project manager  
  
    Dave Yancho, make-up and wardrobe

Entry ID: 06-MMC-38238-42  
Category: Digital Advertising - Campaign  
Award: Merit Award  
Entrant: Ciesa Design  
Advertiser: Dean Transportation  
Title: Dean Transportation Websites  
Credits:  
    Chris VanWyck, Account Manager  
  
    Kendra Church, Designer  
  
    Thomas Ro, Technical Direction/Web Developer  
  
    Kim Setili, Web Developer  
  
    Kate Pleskac, Project Manager  
  
    Gennara Photography, Photographer

## TELEVISION

Entry ID: 06-MMC-47707-46B  
Category: Television - Local - :30  
Award: Silver ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Firstbank  
Title: Believe in Better Banking  
Credits:

Karl Bastian, Creative Director

Karl Bastian, Copywriter

Aaron McCall, Art Director

Carly Schiff, Account Manager

Produced by SUCH Video

Entry ID: 06-MMC-46263-48A  
Category: Television - Regional/National - Single Spot  
Award: Merit Award  
Entrant: Harvest Creative Services  
Advertiser: Meijer  
Title: Gift Follow - Snowman  
Credits:

Entry ID: 06-MMC-46271-48C  
Category: Television - Regional/National - Single Spot  
Award: Silver ADDY Award  
Entrant: Harvest Creative Services  
Advertiser: Auto-Owners Insurance  
Title: Personal Agent  
Credits:

Entry ID: 06-MMC-46633-48C  
Category: Television - Regional/National - Single Spot  
Award: Silver ADDY Award  
Entrant: Rizzi Designs  
Advertiser: ASK Technology Services Company  
Title: ASK: Productivity Meters  
Credits:  
    John K. Addis, Creative Director  
  
    Tony Sabo, Senior Media Developer  
  
    Ken Danes, Client Relations Manager  
  
    Rochelle Rizzi, President & CEO  
  
    Mike Maddox, President, ASK

Entry ID: 06-MMC-47697-48C  
Category: Television - Regional/National - Single Spot  
Award: Merit Award  
Entrant: Pace Marketing & Communications  
Advertiser: Michigan State Housing Development Authority  
Title: Wake Up  
Credits:  
    Deb Horak, Principal  
  
    Karl Bastian, Creative Director  
  
    Karl Bastian, Copywriter  
  
    Aaron McCall, Art Director  
  
    Carole Tuckey, Production Manager  
  
    Christina Campbell, Account Executive  
  
    Produced by Rasikas Films,

Entry ID: 06-MMC-47698-48C  
Category: Television - Regional/National - Single Spot  
Award: Merit Award  
Entrant: Pace Marketing & Communications  
Advertiser: Michigan State Housing Development Authority  
Title: Cramped  
Credits:  
    Deb Horak, Principal  
  
    Karl Bastian, Creative Director  
  
    Karl Bastian, Copywriter  
  
    Aaron McCall, Art Director  
  
    Carole Tuckey, Production Manager  
  
    Christina Campbell, Account Executive  
  
    Produced by Rasikas Films,

Entry ID: 06-MMC-46551-49A  
Category: Television - Regional/National - Campaign  
Award: Merit Award  
Entrant: Harvest Creative Services  
Advertiser: Meijer  
Title: Holiday Gifting Campaign  
Credits:

Entry ID: 06-MMC-46280-49C  
Category: Television - Regional/National - Campaign  
Award: Merit Award  
Entrant: Harvest Creative Services  
Advertiser: Auto-Owners Insurance  
Title: In This Moment Campaign  
Credits:

## INTEGRATED CAMPAIGNS

Entry ID: 06-MMC-44881-52  
Category: Integrated Campaigns - B to B - Local  
Award: Gold ADDY Award  
Entrant: Redhead Design Studio  
Advertiser: Middle Grand River Organization of Watersheds  
Title: "Pollution Isn't Pretty" Awareness Campaign  
Credits:  
Redhead Design Studio, Creative Development

Entry ID: 06-MMC-46193-54  
Category: Integrated Campaigns - Consumer - Local  
Award: Gold ADDY Award  
Entrant: University Advancement Michigan State University  
Advertiser: University Advancement at MSU  
Title: Spartan Superheroes / MSU Homecoming Campaign 2013  
Credits:  
David Giordan, Project Designer

Maria Giggy, Project Manager

Regina Cross, Homecoming Coordinator

Steve Boughton, video animation

Shannon Marsh, Social Media

Fransois Garnier, Project Designer Student

David Isbell, Project Coordinator

Entry ID: 06-MMC-45022-55  
Category: Integrated Campaigns - Consumer - Regional/National  
Award: Silver ADDY Award  
Entrant: Michigan State Housing Development Authority  
Advertiser: Michigan State Housing Development Authority/State Historic Preservation Office  
Title: Michigan Modern Campaign  
Credits:  
Amanda Tuckey, Marketing Art Director

Entry ID: 06-MMC-41851-55  
Category: Integrated Campaigns - Consumer - Regional/National  
Award: Merit Award  
Entrant: Michigan State Housing Development Authority  
Advertiser: Michigan State Housing Development Authority/State Historic  
Preservation Office  
Title: Archaeology Day 2013  
Credits:  
Amanda Tuckey, Marketing Art Director

Entry ID: 06-MMC-45039-55  
Category: Integrated Campaigns - Consumer - Regional/National  
Award: Merit Award  
Entrant: Michigan State Housing Development Authority  
Advertiser: The Michigan Main Street Center and the National Main Street  
Center  
Title: National Main Streets Conference Promotional Campaign  
Credits:  
Jessica Lawrence, Promotions Specialist

Entry ID: 06-MMC-47785-55  
Category: Integrated Campaigns - Consumer - Regional/National  
Award: Merit Award  
Entrant: Rizzi Designs  
Advertiser: Michigan State University, Broad College of Business  
Title: MSU MS IN BUSINESS ANALYTICS PROMO VIDEO  
Credits:  
Jennifer Berggren, Media Specialist  
  
Sarah Garner, Graphic Designer  
  
John K. Addis, Creative Director  
  
Rochelle Rizzi, President & CEO

ADVERTISING FOR THE ARTS & SCIENCES

Entry ID: 06-MMC-46246-56C

Category: Advertising for the Arts & Sciences - Collateral

Award: Gold ADDY Award

Entrant: Department of Advertising + Public Relations - Michigan State University

Advertiser: Department of Advertising + Public Relations-Michigan State University

Title: More Intense Than a Double Root Canal

Credits:

Larry Steinberg, Copywriter

Madeline Rosemurgy, Art Director/Designer

Stephen York, Copywriter

Henry Brimmer, Project Manager

Entry ID: 06-MMC-38281-56E

Category: Advertising for the Arts & Sciences - Collateral

Award: Gold ADDY Award

Entrant: Ciesa Design

Advertiser: MSU Museum

Title: Great Lakes Folk Festival Poster

Credits:

Kevin Liuzzo, Account Manager/Project Manager

Kevin Liuzzo, Design Direction

Kendra Church, Designer

MacKellar Screenworks, Printer

Entry ID: 06-MMC-38326-56E

Category: Advertising for the Arts & Sciences - Collateral

Award: Gold ADDY Award

Entrant: Ciesa Design

Advertiser: City of East Lansing

Title: East Lansing Art Festival Poster

Credits:

Chris VanWyck, Account Manager/Project Manager

Chris VanWyck, Design Direction/Designer

MacKellar Screenworks, Printer

Entry ID: 06-MMC-46437-58C  
Category: Advertising for the Arts & Sciences - Audio/Visual  
Award: Gold ADDY Award  
Entrant: Such Video  
Advertiser: Old Town Scrapfest  
Title: In the Moment  
Credits:

Entry ID: 06-MMC-46422-58C  
Category: Advertising for the Arts & Sciences - Audio/Visual  
Award: Silver ADDY Award  
Entrant: Such Video  
Advertiser: Capital City Film Festival  
Title: Capital City Film Festival Sponsor Reel 2013  
Credits:

Entry ID: 06-MMC-46032-62B  
Category: Advertising for the Arts & Sciences - Integrated Campaign  
Award: Gold ADDY Award  
Entrant: Brimmer Family Design  
Advertiser: MICA Gallery  
Title: NEXT  
Credits:

Henry Brimmer, Art Director/Designer

Jef Richards, Photographer

Matias Brimmer, Artist

RetroDuck, T-Shirt Printers

Entry ID: 06-MMC-39988-62B  
Category: Advertising for the Arts & Sciences - Integrated Campaign  
Award: Silver ADDY Award  
Entrant: Valeta Wensloff, Michigan State University  
Advertiser: Amanda Krueger, MSU Media Summer Camps  
Title: MSU Media Summer Camps  
Credits:

Valeta Wensloff, Designer

Andrew Dennis, Assistant Designer



Entry ID: 06-MMC-43712-62B  
Category: Advertising for the Arts & Sciences - Integrated Campaign  
Award: Merit Award  
Entrant: Ciesa Design  
Advertiser: Downtown Lansing Inc.  
Title: Silver Bells 2013  
Credits:

Brian Azar, Account Manager

Kendra Church, Creative Direction/Designer

Kevin Liuzzo, Creative Direction/Project Manager

Karreen Bird, Project Manager/Production

Nathan Houghton, Production

Adams Outdoor, Billboard

#### PUBLIC SERVICE

Entry ID: 06-MMC-46164-65C  
Category: Public Service - Audio/Visual  
Award: Gold ADDY Award  
Entrant: Such Video  
Advertiser: Capital Area United Way  
Title: Leave Your Mark  
Credits:

Entry ID: 06-MMC-46430-65C  
Category: Public Service - Audio/Visual  
Award: Gold ADDY Award  
Entrant: Such Video  
Advertiser: Ele's Place  
Title: Overweg Story  
Credits:

Entry ID: 06-MMC-46665-65C  
Category: 65C - Audio / Visual  
Award: Gold ADDY Award  
Entrant: Rizzi Designs  
Advertiser: Socks for Lansing / Lansing City Rescue Mission  
Title: Socks for Lansing Facebook Video  
Credits:

Jennifer Berggren, Media Specialist

Sarah Garner, Graphic Designer

John K. Addis, Creative Director

Rochelle Rizzi, President & CEO

Entry ID: 06-MMC-46649-65C  
Category: Public Service - Audio/Visual  
Award: Silver ADDY Award  
Entrant: Rizzi Designs  
Advertiser: The Oldham Project  
Title: The Oldham Project: 2013 Gala Video  
Credits:

John K. Addis, Creative Director

Rochelle Rizzi, President & CEO

Terri Shaver, Executive Director, The Oldham Project

Entry ID: 06-MMC-44962-69A  
Category: Public Service - Campaign  
Award: Silver ADDY Award  
Entrant: Redhead Design Studio  
Advertiser: Office for Inclusion and Intercultural Initiatives at Michigan  
State University (MSU)  
Title: "No Excuse" Campaign  
Credits:

Redhead Design Studio, Creative Development

McShane Photography, Photography

Entry ID: 06-MMC-47723-69B  
Category: Public Service - Integrated Campaign  
Award: Gold ADDY Award  
Entrant: Redhead Design Studio  
Advertiser: Fenner Nature Center  
Title: 2013 Earth Day Extravaganza Campaign  
Credits:  
    Redhead Design Studio, Creative Development  
  
    Khalid Ibrahim, Photography

Entry ID: 06-MMC-44977-69B  
Category: Public Service - Integrated Campaign  
Award: Silver ADDY Award  
Entrant: Redhead Design Studio  
Advertiser: United Dairy Industry of Michigan  
Title: "Meet Up and Eat Up" Campaign  
Credits:  
    Redhead Design Studio, Creative Development

Entry ID: 06-MMC-47728-69B  
Category: Public Service - Integrated Campaign  
Award: Silver ADDY Award  
Entrant: Redhead Design Studio  
Advertiser: Fenner Nature Center  
Title: 2013 Apple Butter Festival Campaign  
Credits:  
    Redhead Design Studio, Creative Development

ADVERTISING INDUSTRY

Entry ID: 06-MMC-45146-70A

Category: Advertising Industry Self-Promotion - Collateral

Award: Merit Award

Entrant: Department of Advertising + Public Relations, Michigan State University

Advertiser: MSU's Department of Advertising + Public Relations

Title: Time in a Box

Credits:

Paula Storrer, Designer & Creative Director

Jef Richards, Photographer, Trivia Content Provider

Saleem Albahash, Co-Creative Director

Entry ID: 06-MMC-47791-70C

Category: Advertising Industry Self-Promotion - Print

Award: Gold ADDY Award

Entrant: Adams Outdoor Advertising

Advertiser: Adams Outdoor Advertising

Title: Adams Outdoor Advertising MVV Book

Credits:

Tina Rataj, Corporate Creative Director

Entry ID: 06-MMC-47718-70C

Category: 70C - Print

Award: Silver ADDY Award

Entrant: Pace Marketing & Communications

Advertiser: Pace Marketing & Communications

Title: Oktoberfest Ad

Credits:

Karl Bastian, Creative Director

Karl Bastian, Copywriter

Aaron McCall, Art Director

Bobby Jereb, Production Artist

Entry ID: 06-MMC-46415-70F  
Category: Advertising Industry Self-Promotion - Broadcast  
Award: Silver ADDY Award  
Entrant: Such Video  
Advertiser: Such Video  
Title: Roger  
Credits:

Entry ID: 06-MMC-46621-70F  
Category: Advertising Industry Self-Promotion - Broadcast  
Award: Silver ADDY Award  
Entrant: Rizzi Designs  
Advertiser: Rizzi Designs  
Title: RD3D Demo Reel  
Credits:

Tony Sabo, Senior Media Developer

John K. Addis, Creative Director

Jodi Miller, Senior Graphic Designer

Rochelle Rizzi, President & CEO

Entry ID: 06-MMC-46539-70G  
Category: Advertising Industry Self-Promotion - Digital Advertising  
Award: Silver ADDY Award  
Entrant: Fahrenheit Creative Group  
Advertiser: Fahrenheit Creative Group  
Title: Fahrenheit Creative Group Website  
Credits:

Dennis Green, Creative Director

Carolyn McLean, Designer

Entry ID: 06-MMC-36481-70G  
Category: Advertising Industry Self-Promotion - Digital Advertising  
Award: Merit Award  
Entrant: Elise Henley  
Advertiser: Elise Henley  
Title: elisehenley.com Responsive Design  
Credits:  
    Elise Henley, Design  
  
    Luke Moldenhauer, Development

Item      Entry ID: 06-MMC-47716-70J  
Category: Advertising Industry Self-Promotion - Direct Marketing/Specialty  
Award: Silver ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Pace Marketing & Communications  
Title: Pace-Tones  
Credits:  
    Aaron McCall, Art Director  
  
    Seth Barnhill, Copywriter  
  
    Bobby Jereb, Production Artist  
  
    Carly Schiff, Account Manager

Entry ID: 06-MMC-44971-70K  
Category: Advertising Industry Self-Promotion - Special Event Material  
Award: Silver ADDY Award  
Entrant: Redhead Design Studio  
Advertiser: Redhead Design Studio  
Title: "Redheads at Heart"  
Credits:  
    Redhead Design Studio, Creative Development  
  
    Gennara Photography, Photography

Entry ID: 06-MMC-47717-70K  
Category: Advertising Industry Self-Promotion - Special Event Material  
Award: Silver ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Pace Marketing & Communications  
Title: Cinco de Mayo Poster  
Credits:

Karl Bastian, Creative Director

Karl Bastian, Copywriter

Aaron McCall, Art Director

Bobby Jereb, Production Artist

Joe Matteson, Photography

Entry ID: 06-MMC-47833-70K  
Category: Advertising Industry Self-Promotion - Special Event Material  
Award: Silver ADDY Award  
Entrant: Blohm Creative Partners  
Advertiser: Blohm Creative Partners  
Title: Holiday Wristband Card  
Credits:

BCP - Blohm Creative Partners

Entry ID: 06-MMC-46574-70K  
Category: Advertising Industry Self-Promotion - Special Event Material  
Award: Merit Award  
Entrant: Image Creative Group  
Advertiser: Image Creative Group  
Title: Merry Days. Happy Nights.  
Credits:

Image Creative Group, Design

Boxcar Press, Printing

Entry ID: 06-MMC-47767-70K  
Category: Advertising Industry Self-Promotion - Special Event Material  
Award: Merit Award  
Entrant: Gravity Works Design & Development  
Advertiser: Gravity Works Design & Development  
Title: New Years Card  
Credits:  
Steve Jencks, Creative Director  
  
Jeff McWherter, Managing Partner  
  
Lauren Colton, Information Architect & Editor

#### ADVERTISING INDUSTRY SELF-PROMOTION

Entry ID: 06-MMC-46135-72B  
Category: Advertising Industry Self-Promotion - Integrated Campaign  
Award: Silver ADDY Award  
Entrant: Gennara Photography  
Advertiser: Gennara Photography  
Title: Happy Easter  
Credits:

Tom Gennara, Photographer  
  
Rachel Beyer, Graphic Design, Art Direction, Assistant Photographer,  
Talent  
  
Kris Bargaen, Video Production

Entry ID: 06-MMC-46143-72B  
Category: 72B - Integrated Campaign (for categories 70-71)  
Award: Silver ADDY Award  
Entrant: Gennara Photography  
Advertiser: Gennara Photography  
Title: Gennara Valentine  
Credits:

Tom Gennara, Photographer  
  
Rachel Beyer, Assistant, Stylist  
  
Kris Bargaen, Video Production



## ELEMENTS OF ADVERTISING

Entry ID: 06-MMC-46272-73  
Category: Elements of Advertising - Copywriting  
Award: Silver ADDY Award  
Entrant: Harvest Creative Services  
Advertiser: Auto-Owners Insurance  
Title: Personal Agent  
Credits:

Entry ID: 06-MMC-47732-74A  
Category: Elements of Advertising - Visual - Logo  
Award: Gold ADDY Award  
Entrant: Gravity Works Design & Development  
Advertiser: Old Town Commercial Association  
Title: Old Town Lansing Oktoberfest  
Credits:  
Steve Jencks, Creative Director

Entry ID: 06-MMC-44724-74A  
Category: Elements of Advertising - Visual - Logo  
Award: Silver ADDY Award  
Entrant: Lisa Benck Art & Design  
Advertiser: Capital Community Bike Share  
Title: Capital Community Bike Share Logo  
Credits:  
Lisa Benck, Graphic Designer

Entry ID: 06-MMC-47804-74A  
Category: 74A - Logo  
Award: Silver ADDY Award  
Entrant: Adams Outdoor Advertising  
Advertiser: Adams Outdoor Advertising  
Title: Adams Outdoor Advertising Design Chicago Logo  
Credits:  
Tina Rataj, Corporate Creative Director

Entry ID: 06-MMC-47937-74A  
Category: Elements of Advertising - Visual - Logo  
Award: Silver ADDY Award  
Entrant: PATTEN ID  
Advertiser: Workshop Hero  
Title: Born to Bundle Workshop Hero logo  
Credits:  
    Bob Patten, designer

Entry ID: 06-MMC-44987-74A  
Category: Elements of Advertising - Visual - Logo  
Award: Merit Award  
Entrant: Redhead Design Studio  
Advertiser: Matthew Ryan Salon  
Title: Matthew Ryan Salon Logo  
Credits:  
    Redhead Design Studio, Creative Development

Entry ID: 06-MMC-45217-74A  
Category: Elements of Advertising - Visual - Logo  
Award: Merit Award  
Entrant: Fahrenheit Creative Group  
Advertiser: Mayberry Homes  
Title: Parkside Logo  
Credits:  
    Dennis Green, Creative Director  
  
    Phil Marrah, Designer

Entry ID: 06-MMC-46063-74A  
Category: Elements of Advertising - Visual - Logo  
Award: Merit Award  
Entrant: Maral Minassian Zakharia  
Advertiser: Bab Idris Restaurant  
Title: Bab Idris Logo  
Credits:  
    Maral Minassian Zakharia, Art Director

Entry ID: 06-MMC-46678-74A  
Category: Elements of Advertising - Visual - Logo  
Award: Merit Award  
Entrant: PATTEN ID  
Advertiser: Workshop Hero  
Title: My Parts Aren't Rusty logo  
Credits:  
    Bob Patten, designer

Entry ID: 06-MMC-47727-74A  
Category: Elements of Advertising - Visual - Logo  
Award: Merit Award  
Entrant: Gravity Works Design & Development  
Advertiser: Gravity Works Design & Development  
Title: Lansing Derby Vixens  
Credits:  
    Steve Jencks, Creative Director

Entry ID: 06-MMC-47730-74A  
Category: Elements of Advertising - Visual - Logo  
Award: Merit Award  
Entrant: Gravity Works Design & Development  
Advertiser: Gravity Works  
Title: May Builders  
Credits:  
    Steve Jencks, Creative Director

Entry ID: 06-MMC-42971-74B  
Category: Elements of Advertising - Visual - Illustration  
Award: Gold ADDY Award  
Entrant: Barbara Hranilovich  
Advertiser: Barbara Hranilovich  
Title: Red Riding Hood  
Credits:

Entry ID: 06-MMC-42972-74B  
Category: Elements of Advertising - Visual - Illustration  
Award: Gold ADDY Award  
Entrant: Barbara Hranilovich  
Advertiser: Barbara Hranilovich  
Title: Father Christmas  
Credits:

Entry ID: 06-MMC-47712-74C  
Category: Elements of Advertising - Visual - Illustration Campaign  
Award: Silver ADDY Award  
Entrant: Pace Marketing & Communications  
Advertiser: Traverse Health Clinic  
Title: Resolution Run Posters  
Credits:

Karl Bastian, Creative Director

Karl Bastian, Copywriter

Aaron McCall, Art Director

Bobby Jereb, Production Artist

Entry ID: 06-MMC-47694-74C  
Category: Elements of Advertising - Visual - Illustration Campaign  
Award: Merit Award  
Entrant: Pace Marketing & Communications  
Advertiser: Capital Area Transportation Authority  
Title: CATaman Illustrations  
Credits:

Aaron McCall, Art Director

Julie Ross, Account Manager

Entry ID: 06-MMC-46178-74D  
Category: Elements of Advertising - Visual - Photography  
Award: Silver ADDY Award  
Entrant: Gennara Photography  
Advertiser: Workshop Hero  
Title: Bryan Fuller for Workshop Hero  
Credits:  
Tom Gennara, Photographer  
  
Rachel Beyer, Assistant Photographer  
  
Sandy Bowman, Stylist  
  
Bryan Fuller, Talent

Entry ID: 06-MMC-46167-74E  
Category: Elements of Advertising - Visual - Photography  
Award: Gold ADDY Award  
Entrant: Gennara Photography  
Advertiser: Workshop Hero  
Title: Frank Fritz for Workshop Hero  
Credits:  
Tom Gennara, Photographer  
  
Rachel Beyer, Assistant Photographer  
  
Sandy Bowman, Stylist  
  
Bob Patten, Creative Director  
  
Frank Fritz, Talent  
  
Rob Sackytta, Assistant Photographer  
  
Dave Yancho, Art Direction

Entry ID: 06-MMC-35581-74E  
Category: Elements of Advertising - Visual - Photography  
Award: Silver ADDY Award  
Entrant: Gennara Photography  
Advertiser: Sparrow Thoracic Cardiovascular Institute  
Title: Nam S. Cho, DO  
Credits:  
Tom Gennara, Photographer

Rachel Beyer, Assistant Photographer

Sandy Bowman, Stylist

Iain Bogle, Art Director

Lynda White, Account Executive

Entry ID: 06-MMC-47726-74G  
Category: Elements of Advertising - Visual - Photography Campaign  
Award: Gold ADDY Award  
Entrant: Michigan State University  
Advertiser: Michigan State University - Communications and Brand Strategy  
Title: MSU: Spartans Will. 360 President's Report  
Credits:  
Kurt Stepnitz, Senior Photographer  
Gabby Kleber, Production Assistant

Entry ID: 06-MMC-47802-74G  
Category: Elements of Advertising - Visual - Photography Campaign  
Award: Gold ADDY Award  
Entrant: Luke Anthony Photography  
Advertiser: Michigan State Housing and Development Authority  
Title: Nicole Curtis - Step Forward Michigan  
Credits:  
Luke Pline, Owner, Luke Anthony Photography  
Pace and Partners, Agency

Entry ID: 06-MMC-47721-74H

Category: Elements of Advertising - Visual - Animation or Special Effects

Award: Gold ADDY Award

Entrant: Michigan State University

Advertiser: Michigan State University - Communications and Brand Strategy

Title: MSU: Season's Greetings from Michigan State University

Credits:

Anthony Siciliano, Producer/Videographer/Editor

Deon Foster, Interactive Designer/Developer

Entry ID: 06-MMC-46255-74I

Category: Elements of Advertising - Visual - Cinematography

Award: Merit Award

Entrant: Harvest Creative Services

Advertiser: Meijer

Title: Santa Uh Oh

Credits:

Entry ID: 06-MMC-46273-74I

Category: Elements of Advertising - Visual - Cinematography

Award: Merit Award

Entrant: Harvest Creative Services

Advertiser: Auto-Owners Insurance

Title: Personal Agent

Credits:

Entry ID: 06-MMC-46293-75A

Category: Elements of Advertising - Sound - Music Only

Award: Silver ADDY Award

Entrant: Harvest Creative Services

Advertiser: Blue Cross Blue Shield of Michigan

Title: Along The Way

Credits:

Entry ID: 06-MMC-46222-75A  
Category: Elements of Advertising - Sound - Music Only  
Award: Merit Award  
Entrant: Harvest Creative Services  
Advertiser: Meijer  
Title: Piggy Bank  
Credits:

Entry ID: 06-MMC-46254-75A  
Category: Elements of Advertising - Sound - Music Only  
Award: Merit Award  
Entrant: Harvest Creative Services  
Advertiser: Meijer  
Title: Santa Uh Oh  
Credits:

Entry ID: 06-MMC-46274-75A  
Category: Elements of Advertising - Sound - Music Only  
Award: Merit Award  
Entrant: Harvest Creative Services  
Advertiser: Auto-Owners Insurance  
Title: Personal Agent  
Credits:

Entry ID: 06-MMC-46282-75B  
Category: Elements of Advertising - Sound - Music with Lyrics  
Award: Silver ADDY Award  
Entrant: Harvest Creative Services  
Advertiser: Biggby Coffee  
Title: It's Time to B - Winter Campaign  
Credits:



Entry ID: 06-MMC-46440-75C  
Category: Elements of Advertising - Sound - Sound Design  
Award: Silver ADDY Award  
Entrant: Such Video  
Advertiser: Firstbank  
Title: Believe  
Credits:

Entry ID: 06-MMC-47735-76B  
Category: Elements of Advertising - Digital Creative Technology  
Award: Merit Award  
Entrant: Gravity Works Design & Development  
Advertiser: Adam Brown  
Title: Adam Brown Website  
Credits:  
    Steve Jencks, Creative Director  
  
    Heather Buchel, Front-End Web Developer