

AMERICAN ADVERTISING FEDERATION OF NORTH DAKOTA 2010 ADDY AWARD WINNERS

2010 Best of Show

Smart Senior Campaign done for Blue Cross Blue Sheild of North Dakota — Flint Communications

Judges' Choice Awards

Judge John Reams, Albuquerque, NM: NDSU Football Campaign done for NDSU Athletics — Flint Communications

Judge Rikki Boyce, Germantown, TN: "Missing Puppy" ad done for Panchero's Mexican Grill — Absolute Marketing Group

Judge Steve Aldrich, Minneapolis, MN: Christmas Postcard done for R.L. Engebretson — GET With Design.Brand.Interactive

Student Best of Show

Merry Maids "Clean" Campaign — Danielle Naboulsi, Minnesota State University Moorhead



AMERICAN ADVERTISING FEDERATION
NORTH DAKOTA

AWARDS

SALES PROMOTION

Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Silver ADDY® Award

COLLATERAL MATERIAL

Gold ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Silver ADDY® Award

ENTRY

Walrus Beverage Menu
Lewis & Clark Ft. Mandan DVD
Broadwind Energy Trade Show Booth
Walrus Restaurant
Are You Chicken? POP
North Dakota State University Athletics
North Dakota State University Athletics
MTC TechGirlz Event

Please Disturb
Uniform Center
American Crystal Sugar Company
Urban Wheat Field
NDSU Interior Design brochure
MileMaker Literature
MeritCare DaVinci Brochure
Full Line Literature
NDSU Winter Commencement Book
Dakota Hockey
Will Over Water
Beautiful Women of North Dakota Book
Noridian 5K Poster
Walrus Beer Pairing
Get Reform Informed Teaser Posters
R.L. Engebretson Christmas Post Card
'Just Call Me Ed' Invite
Barry Hall Grand Opening Materials

ENTRANT

Image Printing
Odney
Jubae Design
Image Printing
SimmonsFlint
Flint Communications
Flint Communications
Video Arts Studios

Absolute Marketing Group
Image Printing
Flint Communications
Image Printing
North Dakota State University
The Promersberger Company
MeritCare
The Promersberger Company
North Dakota State University
Image Printing
Forum Communications Printing
Kototama Publishing
Noridian
Image Printing
Noridian
GET With Design.Brand.Interactive
Image Printing
North Dakota State University

ADVERTISER

Walrus Restaurant
Lewis & Clark Ft. Mandan Foundation
Broadwind Energy
Walrus Restaurant
Subway FAF 101
NDSU Athletics
NDSU Athletics
Microsoft

Crown Group
Uniform Center
American Crystal Sugar Company
Wheat Foods Council
NDSU Interior Design program
Asphalt Drum Mixers, Inc.
MeritCare Surgery
Asphalt Drum Mixers, Inc.
NDSU Registration and Records
Nodak Sportsmen Club
The Forum of Fargo-Moorhead
Kototama Publishing
Noridian Health and Wellness
Walrus Restaurant
Noridian
R.L. Engebretson
ND Republican Party
NDSU Office of the President

AWARDS

DIRECT MARKETING

Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award

OUT-OF-HOME

Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award

NON-TRADITIONAL ADVERTISING

Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award

CONSUMER OR TRADE PUBLICATION

Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award

NEWSPAPER

Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award

ENTRY

Stack the Deck
MeritCare Roger Maris Cancer Center
This is NDSU brochure
Shotwell Floral Gerbera Daisy Piece
Minnesota Corn Growers Association
American Crystal Sugar Company 'I

North Dakota State University Athletics
ND Tourism 1 Birdie Billboard
Burn It
Academia Arcadia
Burn Through
ND Tourism Citylites Campaign
OSI
SunnyMaids
Tri County Insurance Billboards

Missing Puppy
Up An' Away from the Phone
Big Sell Out Floor Decal
WoodMaster Grill T-Shirt
NDSU Buttons
American Crystal Sugar Company T-

Broadwind Energy New World Map Ad
Broadwind Energy Gearhead Ad
Broadwind Energy Mountain Ad
Holiday/Pay It Forward Insert
Broadwind Energy Campaign Ads
MeritCare Convenient Care Ad

BisManAutoMall.com Print Ad
Blue Cross Blue Shield of Wyoming
Beautiful Women of North Dakota
Blue Cross Blue Shield of ND 'Smart

ENTRANT

Absolute Marketing Group
MeritCare
North Dakota State University
Flint Communications
Flint Communications
Flint Communications

Flint Communications
Odney
Absolute Marketing Group
Absolute Marketing Group
Absolute Marketing Group
Odney
Image Printing
Image Printing
GET With Design.Brand.Interactive

Absolute Marketing Group
Absolute Marketing Group
SimmonsFlint
Flint Communications
North Dakota State University
Flint Communications

Jubae Design
Jubae Design
Jubae Design
State Bank & Trust
Jubae Design
MeritCare

Odney
Flint Communications
Kototama Publishing
Flint Communications

ADVERTISER

Minnesota State University Moorhead
MeritCare Roger Maris Cancer Center
NDSU Office of Admission
Shotwell Floral
Minnesota Corn Growers Association
American Crystal Sugar Company

NDSU Athletics
ND Tourism
Minnesota State University Moorhead
Minnesota State University Moorhead
Minnesota State University Moorhead
ND Tourism
Outdoor Services Inc.
SunnyMaids
Tri-County Insurance

Panchero's Mexican Grill
Mary Roos
Subway FAF 101
Northwest Manufacturing
NDSU University Relations
American Crystal Sugar Company

Broadwind Energy
Broadwind Energy
Broadwind Energy
State Bank & Trust
Broadwind Energy
MeritCare FastTrack and Walk-In Clinics

BisManAutoMall.com
Blue Cross Blue Shield of Wyoming
Kototama Publishing
Blue Cross Blue Shield of North Dakota

AWARDS

Silver ADDY® Award
Silver ADDY® Award

INTERACTIVE MEDIA

Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award

RADIO

Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award

TELEVISION

Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Gold ADDY® Award

ENTRY

MeritCare Bemidji Vein Ad Campaign
Minnesota Corn Growers Association

seedexseed.com
Badger Transport Website
Bluestone Interiors Website
Heritage Homes Website
Tecton Products website
www.SubwayRewards.com
Bismarck State College Military Web
Home Federal Home Equity banner ad
Bobcat Company M-Series Features
Concordia College Preparing Leaders
Oral Roberts University Online Video
Blue Cross Blue Shield of ND 'Smart
Bobcat Company M-Series Campaign
Dakota Magic Casino Entertainment
Beautiful Women of North Dakota

You Saved My Day, Renae!
Breaking News Wings Are Addictive
On the Eve of Business Year 125
West Acres Holiday Radio Campaign
You Saved My Day, Renae!
Pizza Patrol - Phone Number
The one that didn't get away

ND One Call "Educational Films"
Paul Bunyan Rural Telecom Faster
BSC Where's Your Beyond TV
North Dakota State University Athletics
Nemont County Picture TV
Alerus Financial 'Take Control' TV
BOB 95-FM TV Campaign (Muzik & 9
Blue Cross Blue Shield of ND Smart

ENTRANT

MeritCare
Flint Communications

Absolute Marketing Group
Jubae Design
GET With Design.Brand.Interactive
Flint Communications
Sundog
SimmonsFlint
Odney
Sundog
Sundog
Sundog
Sundog
Flint Communications
Sundog
Sundog
Kototama Publishing

Ad Monkeys
Danmichaelsaudio
Ad Monkeys
Flint Communications
Ad Monkeys
Radio Fargo-Moorhead
Radio Fargo Moorhead

CableONE Advertising
Sundog
Odney
Flint Communications
Odney
Flint Communications
Sundog
Flint Communications

ADVERTISER

MeritCare Bemidji Vein Services
Minnesota Corn Growers Association

Seedex, Inc.
Badger Transport
BlueStone Interiors
Heritage Homes
Tecton Products
Subway FAF 101
Bismarck State College
Home Federal Bank
Bobcat Company
Concordia College
Oral Roberts University
Blue Cross Blue Shield of North Dakota
Bobcat Company
Dakota Magic Casino
Kototama Publishing

Braaten's Auto Service
Long Bridge Marina and Resort
Grand Forks Welding: Men of Steel
West Acres
Braaten's Auto Service
Pizza Patrol
Radio Fargo Moorhead

ND One Call
Paul Bunyan Rural Telecom
Bismarck State College
NDSU Athletics
Nemont
Alerus Financial
Radio Fargo-Moorhead
Blue Cross Blue Shield of North Dakota

AWARDS

Gold ADDY® Award
 Silver ADDY® Award
 Gold ADDY® Award

MIXED/MULTIPLE MEDIA

Silver ADDY® Award
 Gold ADDY® Award
 Silver ADDY® Award
 Silver ADDY® Award
 Silver ADDY® Award
 Silver ADDY® Award
 Gold ADDY® Award
 Gold ADDY® Award
 Silver ADDY® Award

ADVERTISING FOR THE ARTS & SCIENCES

Gold ADDY® Award
 Silver ADDY® Award
 Silver ADDY® Award
 Gold ADDY® Award
 Silver ADDY® Award
 Silver ADDY® Award

PUBLIC SERVICE

Silver ADDY® Award
 Silver ADDY® Award
 Silver ADDY® Award
 Silver ADDY® Award
 Gold ADDY® Award
 Gold ADDY® Award
 Gold ADDY® Award
 Gold ADDY® Award
 Silver ADDY® Award
 Gold ADDY® Award
 Silver ADDY® Award

ADVERTISING INDUSTRY SELF-PROMOTION

Silver ADDY® Award

ENTRY

North Dakota State University Athletics
 Basin Electric Give Us Both TV
 Enjoy The Site

Worth the Wait
 Burn Through
 Schumacher 009
 Clinical Supply Management
 North Dakota State University Athletics
 North Dakota State University Athletics
 Blue Cross Blue Shield of ND 'Smart
 North Dakota State University Athletics
 Hector International Airport 'Fly Far'

Roosevelt Center
 FMSO Season Brochure
 NDSU Baroque Festival poster
 On Second Thought
 Beautiful Women of North Dakota
 Nickel & Dimed

FORWARD Information Kit
 North Dakota Autism Center Brochure
 Dakota Medical Foundation 'Spirit of
 West Fargo High School 'Pajama
 Secondhand Smoke No Protection TV
 Give 5 Web Video
 9/11, Never Forget
 Hospice of the Red River Valley
 Quitline The Journey Campaign
 NDSU Live Real Campaign
 2009 United Way Campaign

Swatch

ENTRANT

Flint Communications
 Odney
 Absolute Marketing Group

Absolute Marketing Group
 Absolute Marketing Group
 Image Printing
 Flint Communications
 Flint Communications
 Flint Communications
 Flint Communications
 Flint Communications
 Flint Communications

Image Printing
 Forum Communications Printing
 North Dakota State University
 Image Printing
 Absolute Marketing Group
 North Dakota State University

North Dakota State University
 Flint Communications
 Flint Communications
 Flint Communications
 Odney
 Media Productions
 Newman Outdoor Advertising
 Hospice of the Red River Valley
 Odney
 North Dakota State University
 Media Productions

Absolute Marketing Group

ADVERTISER

NDSU Athletics
 Basin Electric Power Cooperative
 Minnesota State University Moorhead

Seedex, Inc.
 Minnesota State University Moorhead
 Schumacher Diamond
 Clinical Supply Management
 NDSU Athletics
 NDSU Athletics
 Blue Cross Blue Shield of North Dakota
 NDSU Athletics
 Hector International Airport

Dickinson State University
 Fargo Moorhead Symphony Orchestra
 NDSU Division of Fine Arts
 ND Humanities Council
 Kotoma Publishing
 NDSU Little Country Theatre

NDSU FORWARD
 North Dakota Autism Center
 Dakota Medical Foundation
 West Fargo High School
 Upper Missouri District Health
 United Way of Cass-Clay
 Newman Outdoor Advertising
 Hospice of the Red River Valley
 ND Dept of Health - Tobacco Prevention
 NDSU Orientation and Student Success
 United Way of Cass-Clay

Absolute Marketing Group

AWARDS

Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award

ELEMENTS OF ADVERTISING

Gold ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Gold ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
Gold ADDY® Award
Silver ADDY® Award

LOCAL ONLY CATEGORIES

Silver ADDY® Award
Silver ADDY® Award
Silver ADDY® Award
ECO-ADDY AWARD

STUDENT ADDY Categories

Student Gold ADDY®
Student Silver ADDY®

ENTRY

North Dakota Sublime 2010 Calendar
Carol of the Blogs
Legendary Journey; Stops Along the
Giggle Joint Cig Box
Knock It Out of the Park
The Absolute Wishes
Giggle Joint Invite
Chip Kidd poster
2009 ADDY Night Live Materials
Flint Communications Valentine
The Study

West Fargo Public Library logo
Uniform Center Logo
Julie Miller Massage Logo
Bidders Bowl Illustration
Thuen Art Photography
Layers of History photo
ACDC Gift Item
American Crystal Sugar Company
Blue Cross Blue Shield of ND 'Smart
North Dakota Autism Center
Haute Prairie
Bobcat Company M-Series Loaders
Beautiful Women of North Dakota
Blame It On The Eggnog
LIM College Sound Design

Take A Number
On The Eve of Business Year 125
Kemps Cow Live Game Show Module
Reduce-Reuse-Recycle

Magic City Stout
Maven Bicycles Bar Tape Packaging

ENTRANT

Thuen Design
Absolute Marketing Group
Odney
SimmonsFlint
The Promersberger Company
Absolute Marketing Group
SimmonsFlint
AAF-ND
AAF-ND
Flint Communications
Absolute Marketing Group

AAF-ND
Image Printing
Nubson Design
Flint Communications
Thuen Design
North Dakota State University
Thuen Design
Flint Communications
Flint Communications
Flint Communications
Ludvik Herrera Photography
Sundog
Kototama Publishing
Absolute Marketing Group
Sundog

Absolute Marketing Group
Ad Monkeys
Media Productions
Gate City Bank

Melissa Hoots
Alex Ehlen

ADVERTISER

Thuen Design
Absolute Marketing Group
Odney
SimmonsFlint
The Promersberger Company
Absolute Marketing Group
SimmonsFlint
AAF-ND
AAF-ND
Flint Communications
Absolute Marketing Group

West Fargo Public Library
Uniform Center
Julie Miller Massage
NDSU Development Foundation
Scott Thuen
NDSU Office of the President
Fargodome
American Crystal Sugar Company
Blue Cross Blue Shield of North Dakota
North Dakota Autism Center
Ludvik Herrera Photography (Self-
Bobcat Company
Kototama Publishing
Absolute Marketing Group
LIM College

Seedex, Inc.
Grand Forks Welding: Men of Steel
Kemps Creamery
Gate City Bank

Minot State University
Minnesota State University Moorhead

