

**SALES PROMOTION**

**Product or Service Sales Presentation**

**01 A Catalog**

**Award:** Gold ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** Redington

**Title:** Redington: 2006 Product Catalog

**Contributors:**

Jamie Hurd, Creative Director  
Megan Hawkinson, Art Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

**Award:** Silver ADDY® Award

**Entrant:** Partners Creative

**Advertiser:** Rocky Mountain School of Photography

**Title:** RMSP 2007 Course Catalog

**Contributors:**

Todd Farrell, Art Director  
Jacques Oury, Copywriter  
Susan Ash, Account Executive

**Award:** Bronze ADDY® Award

**Entrant:** Spiker Communications

**Advertiser:** Pioneer Log Homes

**Title:** Pioneer Log Homes Brochure

**Contributors:**

Spiker Communications, Spiker Creative Team

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**SALES PROMOTION**

**Product or Service Sales Presentation**

**01 B Sales Kits or Product Information Sheets**

**Award:** Silver ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** PRO Outfitters

**Title:** PRO Outfitters: Sales Folder

**Contributors:**

Jamie Hurd, Creative Director  
Alisha Bynum, Art Director  
Emily Walton, Account Executive

**Award:** Gold ADDY® Award

**Entrant:** Spiker Communications

**Advertiser:** Rock Creek Cattle Company

**Title:** Rock Creek Cattle Company

**Contributors:**

Spiker Communications, Spiker Creative Team

**Award:** Bronze ADDY® Award  
**Entrant:** Wendt  
**Advertiser:** Montana State Fund  
**Title:** Young Workers Safety Kit  
**Contributors:**  
Eric Heidle, Associate Creative Director/Art Director  
Shaun Tatarka, Writer  
James Ford, Creative Director  
Holly Tucker, Account Manager

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**SALES PROMOTION**

**Product of Service** Sales Presentation  
01 E Campaign

**Award:** Bronze ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** Rock Creek Cattle Company  
**Title:** Rock Creek Cattle Company Sales Promotion  
**Contributors:**  
Spiker Communications, Spiker Creative Team

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**SALES PROMOTION**

**Packaging**  
02 A Single Unit

**Award:** Gold ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Madison River Brewing Company  
**Title:** Madison River Brewing Company bottle labels  
**Contributors:**  
James Lear, Creative Director  
Jason Van Orden, Graphic Designer  
Robert Rath, Illustrator

**Award:** Bronze ADDY® Award  
**Entrant:** Chontos Design  
**Advertiser:** Bayern Brewing  
**Title:** Bayern St. Wilbur Weizen  
**Contributors:**  
Eileen Chontos, Art Director/Designer  
Ed Jenne, Illustrator

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**SALES PROMOTION**

**Point of Purchase (POP)**  
03 A Counter Top or Attached

**Award:** Silver ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** First Interstate Bank  
**Title:** First Interstate Bank: VISA Check Card Poster  
**Contributors:**  
Jamie Hurd, Creative Director  
Robyn Egloff, Art Director  
Kristin Ellena, Graphic Designer  
Laura Cox, Account Executive

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**SALES PROMOTION**

**Point of Purchase (POP)**  
**03 C Trade Show Exhibit**

**Award:** Bronze ADDY® Award  
**Entrant:** Wendt  
**Advertiser:** Pacific Steel & Recycling  
**Title:** Pacific Steel & Recycling Display  
**Contributors:**  
Joe Stein, Art Director  
James Ford, Creative Director  
Shaun Tatarka, Writer  
Amy Schulz, Account Manager

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**SALES PROMOTION**

**Point of Purchase (POP)**  
**03 D Campaign (2-4 of categories 1A-3C)**

**Award:** Bronze ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** Travel Montana / The North Face  
**Title:** Travel Montana: Win Your Own Montana  
**Contributors:**  
Jamie Hurd, Creative Director  
Alisha Bynum, Art Director  
Emily Walton, Account Executive

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**SALES PROMOTION**

**Audio/Visual Sales Presentation**  
**04 Audio/Visual Sales Presentation**

**Award:** Silver ADDY® Award  
**Entrant:** Wendt  
**Advertiser:** Travel Montana  
**Title:** Storybook Video  
**Contributors:**  
James Ford, Creative Director  
Eric Heidle, ACD/Writer  
Joe Stein, AD/Producer  
Amy Schulz, Account Manager

**Award:** Gold ADDY® Award

**Entrant:** Wendt

**Advertiser:** Benefis Mercy Flight

**Title:** Time To Fly

**Contributors:**

James Ford, Creative Director  
Shaun Tatarka, Writer  
Joe Stein, AD/Producer  
Brenda Peterson, Account Manager

**Award:** Bronze ADDY® Award

**Entrant:** G&G Advertising

**Advertiser:** University of New Mexico Hospitals

**Title:** UNMH Recruitment Video

**Contributors:**

Michael Gray, Creative Director  
Joani Gray, Art Director  
Scott Sylvester, Acct. Dir.  
Craig Vencil, Production

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**COLLATERAL MATERIAL**

**Stationery Package**

**05 A Flat Printed**

**Award:** Bronze ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** PRO Outfitters

**Title:** PRO Outfitters: Stationary Kit

**Contributors:**

Jamie Hurd, Creative Director  
Alisha Bynum, Art Director  
Emily Walton, Account Executive

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**COLLATERAL MATERIAL**

**Stationery Package**

**05 B Multiple Process**

**Award:** Silver ADDY® Award

**Entrant:** 45 Degrees North

**Advertiser:** Reid Smith Architects

**Title:** Reid Smith Architects stationary package

**Contributors:**

James Lear, Creative Director  
45 North Design Team, Graphic Designer

**Award:** Bronze ADDY® Award

**Entrant:** Spiker Communications

**Advertiser:** Rock Creek Cattle Company

**Title:** Rock Creek Cattle Company Stationery Package

**Contributors:**

Spiker Communications, Spiker Creative Team

**COLLATERAL MATERIAL**

**Annual Report**

**06 B Four-color**

**Award:** Bronze ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** First Interstate Bank

**Title:** First Interstate Bank: Annual Report 2005

**Contributors:**

Jamie Hurd, Creative Director  
Kristin Ellena, Art Director  
Laura Cox, Account Executive

**Award:** Silver ADDY® Award

**Entrant:** Partners Creative

**Advertiser:** Blackfoot Telephone Cooperative

**Title:** BTC 2005 Annual Report

**Contributors:**

Steve Falen, Art Director  
Jacques Oury, Copywriter  
Ali VanFossen, Account Executive

**Award:** Gold ADDY® Award

**Entrant:** Q Communications Group

**Advertiser:** Montana Land Reliance

**Title:** Montana Land Reliance 2005 Annual Report

**Contributors:**

Bruce Capdeville, Designer  
Bonnie Lambert, Art Director, Account Exec.  
Advanced Litho, Printer

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**COLLATERAL MATERIAL**

**Brochure**

**07 A Less than four-color**

**Award:** Bronze ADDY® Award

**Entrant:** Spiker Communications

**Advertiser:** Rock Creek Cattle Company

**Title:** Rock Creek Cattle Company Ranch Guidelines

**Contributors:**

Spiker Communications, Spiker Creative Team

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**COLLATERAL MATERIAL**

**Brochure**

**07 B Four-color**

**Award:** Silver ADDY® Award  
**Entrant:** Partners Creative  
**Advertiser:** Rocky Mountain Elk Foundation  
**Title:** Mission Brochure  
**Contributors:**  
Steve Falen, Art Director  
Sean Benton, Copywriter  
Suzanne Tameler, Account Executive

**Award:** Gold ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** Cold Mountain  
**Title:** Cold Mountain Brochure  
**Contributors:**  
Spiker Communications, Spiker Creative Team

**Award:** Bronze ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** Rock Creek Cattle Company  
**Title:** Rock Creek Cattle Company Portfolio Book  
**Contributors:**  
Spiker Communications, Spiker Creative Team

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**COLLATERAL MATERIAL**

Brochure  
07 C Campaign

**Award:** Bronze ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** Big Sky Resort  
**Title:** Big Sky Resort: Brochure Series  
**Contributors:**  
Jamie Hurd, Creative Director  
Alisha Bynum, Art Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

**Award:** Gold ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** Rock Creek Cattle Company  
**Title:** Rock Creek Cattle Company Portfolio Book  
**Contributors:**  
Spiker Communications, Spiker Creative Team

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**COLLATERAL MATERIAL**

Publication Design (Magazine or Book)  
08 A Cover

**Award:** Silver ADDY® Award

**Entrant:** Wendt

**Advertiser:** Travel Planner

**Title:** Vacation Planner Cover

**Contributors:**

Nicole Modie, Art Director  
Tony Hines, Writer/Creative Director  
Tina Hunt, Account Manager

**Award:** Gold ADDY® Award

**Entrant:** Wendt

**Advertiser:** Travel MT

**Title:** Winter Guide Cover

**Contributors:**

Nicole Modie, Art Director  
Tony Hines, Writer/Creative Director  
Tina Hunt, Account Manager

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**COLLATERAL MATERIAL**

**Poster**

**09 A Single**

**Award:** Gold ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** Redington

**Title:** Redington: Poster - "Girlfriend"

**Contributors:**

Jamie Hurd, Creative Director  
Megan Hawkinson, Art Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

**Award:** Silver ADDY® Award

**Entrant:** Partners Creative

**Advertiser:** Montana State Fund

**Title:** "Walk It Off" Poster

**Contributors:**

Steve Falen, Art Director  
Sean Benton, Copywriter  
Suzanne Tameler, Account Executive

**Award:** Bronze ADDY® Award

**Entrant:** Wendt

**Advertiser:** Montana State Fund

**Title:** Young Workers Poster

**Contributors:**

Eric Heidle, Associate Creative Director/Art Director  
James Ford, Creative Director  
Holly Tucker, Account Manager

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**COLLATERAL MATERIAL**

**Poster**

**09 B Campaign**

**Award:** Gold ADDY® Award and BEST OF SHOW - PRINT

**Entrant:** Mercury Advertising

**Advertiser:** Redington

**Title:** Redington: Poster Series

**Contributors:**

Jamie Hurd, Creative Director  
Megan Hawkinson, Art Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

**Award:** Silver ADDY® Award

**Entrant:** Partners Creative

**Advertiser:** Montana State Fund

**Title:** Return to Work Poster Campaign

**Contributors:**

Steve Falen, Art Director  
Sean Benton, Copywriter  
Suzanne Tamer, Account Executive

**Award:** Bronze ADDY® Award

**Entrant:** Wendt

**Advertiser:** Montana State Fund

**Title:** Young Workers Posters

**Contributors:**

Eric Heidle, Associate Creative Director/Art Director  
Shaun Tatarka, Writer  
James Ford, Creative Director  
Holly Tucker, Account Manager

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**COLLATERAL MATERIAL**

**Special Event Material**

**10 B Invitation**

**Award:** Silver ADDY® Award

**Entrant:** wibbelz studio

**Advertiser:** Sarah Elliot

**Title:** Furey+Elliot Wedding Invitation

**Contributors:**

Alison Wibbeler, Designer

**Award:** Gold ADDY® Award

**Entrant:** Classic Ink

**Advertiser:** Moonlight Basin

**Title:** The Reserve at Moonlight Basin Corporate

**Contributors:**

Chisel Industries

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**OUT-OF-HOME**

**Outdoor Board**

**14 A Flat**

**Award:** Bronze ADDY® Award

**Entrant:** Spiker Communications

**Advertiser:** Brighton Ski Resort

**Title:** Brighton Ski Resort Billboard - Ride, Rinse,

**Contributors:**

Spiker Communications, Spiker Creative Team

**Award:** Silver ADDY® Award

**Entrant:** Wendt

**Advertiser:** Montana State Fund

**Title:** Young Workers Outdoor

**Contributors:**

Eric Heidle, Associate Creative Director  
James Ford, Creative Director  
Holly Tucker, Account Manager  
Shaun Tatarka, Writer

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**OUT-OF-HOME**

**Outdoor Board**

**14 C Other (Electronic, Digital, Moving, Animated and/or supersized,**

**Award:** Bronze ADDY® Award

**Entrant:** Wendt

**Advertiser:** Montana State Fund

**Title:** Young Workers Theatre Slide

**Contributors:**

Eric Heidle, Art Director  
James Ford, Creative Director  
Holly Tucker, Account Manager

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**OUT-OF-HOME**

**Mass Transit**

**16 B Exterior**

**Award:** Silver ADDY® Award

**Entrant:** Spiker Communications

**Advertiser:** Brighton Ski Resort

**Title:** Brighton Ski Resort Bus Graphic - Well Groomed

**Contributors:**

Spiker Communications, Spiker Creative Team

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**OUT-OF-HOME**

**Site**

**17 A Interior**

**Award:** Gold ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** Travel Montana  
**Title:** Travel Montana: Seattle GoCards  
**Contributors:**  
Jamie Hurd, Creative Director  
Alisha Bynum, Art Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

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**OUT-OF-HOME**

**Site**

17 B Exterior

**Award:** Gold ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Streamline Transit  
**Title:** Streamline bus stop signs  
**Contributors:**  
James Lear, Creative Director  
Nichole Lear, Graphic Designer  
Jason Van Orden, Graphic Designer  
Robert Rath, Illustrator

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**OUT-OF-HOME**

**Out-of-Home, Campaign**

18

**Award:** Gold ADDY® Award  
**Entrant:** saltStudio, Inc.  
**Advertiser:** Mountain Water Company  
**Title:** Mountain Water Billboard Campaign  
**Contributors:**  
Kelsi Giswold, Art Director  
Dave McKay, Creative Director  
Bob Tutskey, Account Executive  
Tom Vandel, Copywriter

**Award:** Silver ADDY® Award  
**Entrant:** Wendt  
**Advertiser:** Montana State Fund  
**Title:** Young Workers Outdoors  
**Contributors:**  
Eric Heidle, Art Director  
James Ford, Creative Director  
Holly Tucker, Account Manager

**Award:** Bronze ADDY® Award  
**Entrant:** Wendt  
**Advertiser:** Montana State Fund  
**Title:** Young Workers Theatre Slide Campaign  
**Contributors:**  
Eric Heidle, Associate Creative Director/Art Director  
James Ford, Creative Director  
Holly Tucker, Account Manager

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**NON-TRADITIONAL ADVERTISING**

Single  
20 A

**Award:** Gold ADDY® Award and Judges Special Commendation  
**Entrant:** Spiker Communications  
**Advertiser:** United Way of Missoula County  
**Title:** United Way Car  
**Contributors:**  
Spiker Communications, Spiker Creative Team

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**CONSUMER OR TRADE PUBLICATION**

Fractional Page  
21 A Less than four -color

**Award:** Silver ADDY® Award  
**Entrant:** Partners Creative  
**Advertiser:** Montana State Fund  
**Title:** "Walk It Off"  
**Contributors:**  
Steve Falen, Art Director  
Sean Benton, Copywriter  
Suzanne Tameler, Account Executive

**Award:** Bronze ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** St. Patrick Hospital & Health Sciences Center  
**Title:** St. Patrick Hospital & Health Sciences Center  
**Contributors:**  
Spiker Communications, Spiker Creative Team

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**CONSUMER OR TRADE PUBLICATION**

Fractional Page  
21 B Four-color

**Award:** Silver ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** Travel Montana  
**Title:** Travel Montana: Seattle Print - "Geoduck"  
**Contributors:**  
Jamie Hurd, Creative Director

Alisha Bynum, Art Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

**Award: Gold ADDY® Award**

**Entrant: Mercury Advertising**

**Advertiser: Travel Montana**

**Title: Travel Montana: National Print - "Virginity"**

**Contributors:**

Jamie Hurd, Creative Director  
Alisha Bynum, Art Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

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**CONSUMER OR TRADE PUBLICATION**

**Full Page**

**22 B Four-color**

**Award: Gold ADDY® Award**

**Entrant: Mercury Advertising**

**Advertiser: Redington**

**Title: Redington: National Print - "Swear"**

**Contributors:**

Jamie Hurd, Creative Director  
Megan Hawkinson, Art Director  
Jeff Welch, Copywriter  
Tom Murray, Account Executive

**Award: Silver ADDY® Award**

**Entrant: Wendt**

**Advertiser: Travel MT**

**Title: GPS Fish**

**Contributors:**

Eric Heidle, Art Director/Associate Creative Director  
James Ford, Creative Director  
Amy Schulz, Account Manager

**Award: Bronze ADDY® Award**

**Entrant: Wendt**

**Advertiser: Travel MT**

**Title: GPS Connection**

**Contributors:**

Eric Heidle, Associate Creative Director/Art Director  
James Ford, Creative Director  
Amy Schulz, Account Manger

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**CONSUMER OR TRADE PUBLICATION**

**Spread, Multiple Page or Insert**

**23 B Four-color**

**Award:** Gold ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** Owl's Head  
**Title:** Owl's Head Spread - Little Girl  
**Contributors:**  
Spiker Communications, Spiker Creative Team

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**CONSUMER OR TRADE PUBLICATION**

**Campaign**

**24 A Less than four -color**

**Award:** Bronze ADDY® Award  
**Entrant:** Partners Creative  
**Advertiser:** Montana State Fund  
**Title:** Return to Work Campaign  
**Contributors:**  
Steve Falen, Art Director  
Sean Benton, Copywriter  
Suzanne Tameler, Account Executive

**Award:** Silver ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** Rock Creek Cattle Company  
**Title:** Rock Creek Cattle Company B/W Print Ads  
**Contributors:**  
Spiker Communications, Spiker Creative Team

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**CONSUMER OR TRADE PUBLICATION**

**Campaign**

**24 B Four-Color**

**Award:** Gold ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** Redington  
**Title:** Redington: National Brand Ad Campaign  
**Contributors:**  
Jamie Hurd, Creative Director  
Megan Hawkinson, Art Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

**Award:** Bronze ADDY® Award  
**Entrant:** G&G Advertising  
**Advertiser:** Beartooth Harley-Davidson/Buell  
**Title:** We Ride Too  
**Contributors:**  
Michael Gray, Creative Director  
Lynn Donaldson, Photographer  
Joani Gray, Art Director  
Gerald Gray, VP

**Award:** Silver ADDY® Award  
**Entrant:** Wendt  
**Advertiser:** Travel Montana  
**Title:** GPS Print Campaign  
**Contributors:**  
James Ford, Creative Director  
Eric Heidle, Art Director  
Amy Schulz, Account Manager

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**NEWSPAPER**

Fractional Page  
26 A Black & White (B/W)

**Award:** Bronze ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** Stoverud's  
**Title:** Stoverud's B/W Partial Page Ad  
**Contributors:**  
Spiker Communications, Spiker Creative Team

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**NEWSPAPER**

Fractional Page  
26 B Color (any color besides black)

**Award:** Silver ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** First Interstate Bank  
**Title:** First Interstate Bank: VISA Check Card Print  
**Contributors:**  
Jamie Hurd, Creative Director  
Robyn Egloff, Art Director  
Kristin Ellena, Graphic Designer  
Laura Cox, Account Executive

**Award:** Bronze ADDY® Award  
**Entrant:** Partners Creative  
**Advertiser:** Community Medical Center  
**Title:** "A Little Longer"  
**Contributors:**  
Steve Falen, Art Director  
Jacques Oury, Copywriter  
Ali VanFossen, Account Executive

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**NEWSPAPER**

Full Page  
27 A Black and White (B/W)

**Award:** Silver ADDY® Award

**Entrant:** Wendt

**Advertiser:** North Central Montana Physicians IPA

**Title:** Tongue

**Contributors:**

Jessica Mahone, Graphic Designer  
James Ford, Creative Director  
Holly Tucker, Account Manager

**Award:** Bronze ADDY® Award

**Entrant:** Wendt

**Advertiser:** North Central Montana Physicians IPA

**Title:** Bull Rider

**Contributors:**

Jessica Mahone, Graphic Designer  
James Ford, Creative Director  
Holly Tucker, Account Manager

**Award:** Gold ADDY® Award

**Entrant:** Wendt

**Advertiser:** North Central Montana Physicians IPA

**Title:** Strong Man

**Contributors:**

Jessica Mahone, Graphic Designer  
James Ford, Creative Director  
Holly Tucker, Account Manager

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**NEWSPAPER**

**Full Page**

**27 B Color (any color besides black)**

**Award:** Silver ADDY® Award

**Entrant:** Spiker Communications

**Advertiser:** Stoverud's

**Title:** Stoverud's Color Full Page Ad

**Contributors:**

Spiker Communications, Spiker Creative Team

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**NEWSPAPER**

**Spread or Multiple Page**

**28 A Black and White (B/W)**

**Award:** Gold ADDY® Award

**Entrant:** saltStudio, Inc.

**Advertiser:** Peak Fitness Center

**Title:** Peak Fitness Center Ad series

**Contributors:**

Dave McKay, Creative Director  
Christina McKnight, Copywriter  
Bob Tutskey, Account Executive

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**NEWSPAPER**

**Campaign**

**30 A Black and White (B/W)**

**Award:** Silver ADDY® Award

**Entrant:** Wendt

**Advertiser:** North Central Montana Physicians IPA

**Title:** Able To Handle Anything

**Contributors:**

Jessica Mahone, Graphic Designer  
James Ford, Creative Director  
Holly Tucker, Account Manager

**Award:** Bronze ADDY® Award

**Entrant:** G&G Advertising

**Advertiser:** Beartooth Harley-Davidson/Buell

**Title:** We Ride Too

**Contributors:**

Michael Gray, Creative Director  
Lynn Donaldson, Photographer  
Joani Gray, Art Director

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**NEWSPAPER**

**Campaign**

**30 B Color (any color besides black)**

**Award:** Silver ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** First Interstate Bank

**Title:** First Interstate Bank: Sports Sponsorship Ad

**Contributors:**

Jamie Hurd, Creative Director  
Robyn Egloff, Art Director  
Kristin Ellena, Graphic Designer  
Laura Cox, Account Executive

**Award:** Bronze ADDY® Award

**Entrant:** Partners Creative

**Advertiser:** Community Medical Center

**Title:** OB/PEDS Ad Campaign

**Contributors:**

Steve Falen, Art Director  
Jacques Oury, Copywriter  
Ali VanFossen, Account Executive

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**INTERACTIVE MEDIA**

**Web Sites, B-to-B**

**32 B HTML/Other**

**Award:** Silver ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Gallatin Association of Realtors  
**Title:** Gallatin Association of Realtors website  
**Contributors:**  
James Lear, Creative Director  
45 North Design Team, Graphic Designer  
Brooks Walch, Web Developer

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**INTERACTIVE MEDIA**

**Web Sites, Consumer**

**33 A Flash-Based**

**Award:** Silver ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Reid Smith Architects  
**Title:** Reid Smith Architects website  
**Contributors:**  
James Lear, Creative Director  
45 North Design Team, Graphic Designer  
Brooks Walch, Web Developer

**Award:** Bronze ADDY® Award  
**Entrant:** Future Farm  
**Advertiser:** Bozeman Community CO-OP  
**Title:** www.bozo.coop  
**Contributors:**  
Ryan Tillett, Creative Director, Designer,  
Sean Welder, Lead Programmer

**Award:** Gold ADDY® Award  
**Entrant:** Future Farm  
**Advertiser:** Buffalo Ranch  
**Title:** www.buffaloranch.com  
**Contributors:**  
Ryan Tillett, Creative Director, Designer  
Sean Welder, Lead Programmer

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**INTERACTIVE MEDIA**

**Web Sites, Consumer**

**33 B HTML/Other**

**Award:** Gold ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Doug Eck Bronze  
**Title:** Doug Eck Bronze website  
**Contributors:**  
James Lear, Creative Director  
Jason Van Orden, Graphic Designer  
Brooks Walch, Web Developer

**Award:** Bronze ADDY® Award

**Entrant:** Crytech

**Advertiser:** Brooks Moulds

**Title:** Brooks Moulds Website

**Contributors:**

Matthew Struck, Designer/Developer

**Award:** Silver ADDY® Award

**Entrant:** Crytech

**Advertiser:** Jeff Junkert

**Title:** Jeff Junkert Website

**Contributors:**

Matthew Struck, designer/developer

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**INTERACTIVE MEDIA**

**Interactive Multimedia (CD/DVD)**

**36 B Consumer**

**Award:** Bronze ADDY® Award

**Entrant:** Classic Ink

**Advertiser:** Moonlight Basin

**Title:** Moonlight Basin Digital Family Brochure

**Contributors:**

CHisel Industries, Photography

Classic Ink, Layout

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**RADIO**

**Local (one metro)**

**37 A :30 \$500 or Less**

**Award:** Silver ADDY® Award

**Entrant:** G&G Advertising

**Advertiser:** Beartooth Harley-Davidson/Buell

**Title:** FCC

**Contributors:**

Michael Gray, Creative Director

Joani Gray, Art Director

Mountain Road Recording, Producers

**Award:** Bronze ADDY® Award

**Entrant:** G&G Advertising

**Advertiser:** Beartooth Harley-Davidson/Buell

**Title:** Honey Do List

**Contributors:**

Michael Gray, Creative Director

Joani Gray, Art Director

Mountain Road Recording, Producers

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**RADIO**

**.2 CAMPAIGN MONTANA ADDY**

**38 38.2 Campaign PRODUCTION \$501 OR MORE**

**Award: Bronze ADDY® Award**

**Entrant: Spiker Communications**

**Advertiser: First Security Bank**

**Title: First Security Bank - 2006 Radio Campaign**

**Contributors:**

Spiker Communications, Spiker Creative Team

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**RADIO**

**Regional/National**

**39 A :30**

**Award: Bronze ADDY® Award**

**Entrant: Wendt**

**Advertiser: 3 Rivers Communications**

**Title: Collective**

**Contributors:**

Eric Heidle, Writer  
Shaun Tatarka, Producer  
James Ford, Creative Director

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**RADIO**

**Regional/National Campaign**

**40**

**Award: Gold ADDY® Award**

**Entrant: Mercury Advertising**

**Advertiser: Travel Montana**

**Title: Travel Montana: Seattle Radio Campaign**

**Contributors:**

Jeff Welch, Creative Director  
Jeff Welch, Broadcast Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

**Award: Silver ADDY® Award**

**Entrant: Wendt**

**Advertiser: 3 Rivers Communications**

**Title: Communes & Collectives**

**Contributors:**

Eric Heidle, Writer  
Shaun Tatarka, Producer  
James Ford, Creative Director  
Amy Schulz, Account Manager

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**TELEVISION**

**B1 MONTANA ADDY**

**42 42B1 :30 PRODUCTION \$500 OR LESS**

**Award:** Bronze ADDY® Award

**Entrant:** Beartooth NBC (KBGFTV)

**Advertiser:** Big R

**Title:** "Outerwear 06"

**Contributors:**

Andy Ashcraft, Producer/Director  
Greg Moe, Marketing Specialist

**Award:** Silver ADDY® Award

**Entrant:** KRTV

**Advertiser:** Eklunds Appliance Center

**Title:** Eklunds Appliance "Cardboard Cal"

**Contributors:**

Tim Luinstra, Creative Concept/Videographer  
Hayes DeLisle, Producer

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**TELEVISION**

**B3 MONTANA ADDY**

**42 42B3 :30 PRODUCTION \$1501 TO \$5000**

**Award:** Gold ADDY® Award

**Entrant:** ILF Media

**Advertiser:** Skin Chic

**Title:** Skin Chic Missoula Television Commercial

**Contributors:**

Kagan Yochim, Producer / Director / Editor  
Jim Swoboda, Cinematographer

**Award:** Bronze ADDY® Award

**Entrant:** G&G Advertising

**Advertiser:** Beartooth Harley-Davidson/Buell

**Title:** Coming Around the Mountain

**Contributors:**

Michael Gray, Creative Director  
Joani Gray, Art Director  
MVP Productions, Editors/Film

**Award:** Silver ADDY® Award

**Entrant:** Chapman Advertising

**Advertiser:** Mann Mortgage of Missoula

**Title:** Safe

**Contributors:**

Anna Chapman, Creative Director  
Colby Chapman, Project Management  
Kagen Yochim, Edit  
Jim Swoboda, DP

---

**TELEVISION**

**B4 MONTANA ADDY**

**42 42B4 :30 PRODUCTION \$5001 OR MORE**

**Award: Gold ADDY® Award**

**Entrant: Wendt**

**Advertiser: 3Rivers Communications**

**Title: Living Room**

**Contributors:**

James Ford, Creative Director  
Eric Heidle, Assoc. Creative Director  
Shaun Tatarka, Writer  
Joe Stein, Producer  
Amy Schulz, Account Manager

**Award: Silver ADDY® Award**

**Entrant: Wendt**

**Advertiser: 3Rivers Communications**

**Title: Farm**

**Contributors:**

James Ford, Creative Director  
Eric Heidle, Assoc. Creative Director  
Shaun Tatarka, Writer  
Joe Stein, Producer  
Amy Schulz, Account Manager

**Award: Bronze ADDY® Award**

**Entrant: Chapman Advertising**

**Advertiser: Gateway Community Federal Credit Union**

**Title: My Time**

**Contributors:**

Anna Chapman, Creative Director  
Colby Chapman, Project Management

---

**TELEVISION**

**C4 MONTANA ADDY**

**42 42C4 :60 or more PRODUCTION \$5001 OR MORE**

**Award: Gold ADDY® Award and BEST OF SHOW - ELECTRONICS**

**Entrant: Chisel Industries**

**Advertiser: University of Montana**

**Title: University of Montana: Griz Country**

**Contributors:**

Yarrow Kraner, Director/Editor  
JP Gabriel, Producer

**Award: Bronze ADDY® Award**

**Entrant: Chisel Industries**

**Advertiser: University of Montana**

**Title: University of Montana: Chemistry**

**Contributors:**

Yarrow Kraner, Director/Editor

JP Gabriel, Producer

**Award:** Silver ADDY® Award

**Entrant:** Chisel Industries

**Advertiser:** University of Montana

**Title:** University of Montana: Legacy

**Contributors:**

Yarrow Kraner, Director/Editor

JP Gabriel, Producer

---

**TELEVISION**

**D CAMPAIGN MONTANA ADDY**

**43 43D Campaign PRODUCTION \$5001 OR MORE**

**Award:** Silver ADDY® Award

**Entrant:** Wendt

**Advertiser:** 3Rivers Communications

**Title:** "Advanced Technology, Personal Touch"

**Contributors:**

James Ford, Creative Director

Eric Heidle, Assoc. Creative Director

Shaun Tatarka, Writer

Joe Stein, Producer

Amy Schulz, Account Manager

**Award:** Gold ADDY® Award

**Entrant:** Chisel Industries

**Advertiser:** University of Montana

**Title:** University of Montana Campaign

**Contributors:**

Yarrow Kraner, Director/Editor

JP Gabriel, Producer

---

**TELEVISION**

**Regional/National TV, single spots**

**45 I Consumer Outlets, Restaurants**

**Award:** Silver ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** MacKenzie River Pizza

**Title:** MacKenzie River Pizza: TV - "Lodgepole Queen"

**Contributors:**

Jamie Hurd, Creative Director

Jason Alley, Broadcast Director/Copywriter

Emily Walton, Account Executive

Chisel, Production Company

**Award:** Gold ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** MacKenzie River Pizza  
**Title:** MacKenzie River Pizza: TV - "Basic Cheese"  
**Contributors:**  
Jamie Hurd, Creative Director  
Jason Alley, Broadcast Director/Copywriter  
Emily Walton, Account Executive  
Chisel, Production Company

---

**TELEVISION**

**Regional/National TV, single spots**  
**45 N Consumer Services, Travel / Tourism**

**Award:** Gold ADDY® Award  
**Entrant:** Wendt  
**Advertiser:** Travel Montana  
**Title:** GPS  
**Contributors:**  
James Ford, Creative Director  
Eric Heidle, ACD/Writer  
Joe Stein, Producer  
Amy Schulz, Account Manager

---

**TELEVISION**

**Regional/National TV, single spots**  
**45 O Consumer Services, Entertainment / Lotteries**

**Award:** Gold ADDY® Award  
**Entrant:** Banik Communications  
**Advertiser:** Montana Lottery  
**Title:** Powerball Image - Car Rental Jackpot  
**Contributors:**  
Ronda Banik, Producer  
Hamilton Studio, Production Company

---

**TELEVISION**

**Regional/National TV, single spots**  
**45 P Consumer Services, Retail**

**Award:** Bronze ADDY® Award  
**Entrant:** BP Productions  
**Advertiser:** Flawless Auto Body  
**Title:** Flawless Auto Body "Mustang"  
**Contributors:**  
Brooks Robinson, Director

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**TELEVISION**

Regional/National TV, single spots

45 S Consumer Services, Health Care Services

**Award:** Gold ADDY® Award

**Entrant:** Wendt

**Advertiser:** Blue Cross & Blue Shield Of Texas

**Title:** Painful Home Videos

**Contributors:**

James Ford, CD/Writer  
Joe Stein, AD/Producer  
Holly Tucker, Account Manager

---

**TELEVISION**

Regional/National TV, single spots

45 T Consumer Services, Corporate / Institutional

**Award:** Gold ADDY® Award

**Entrant:** Chisel Industries

**Advertiser:** University of Montana

**Title:** University of Montana: Griz Country

**Contributors:**

Yarrow Kraner, Director/Editor  
JP Gabriel, Producer

**Award:** Bronze ADDY® Award

**Entrant:** Chisel Industries

**Advertiser:** University of Montana

**Title:** University of Montana: Business

**Contributors:**

Yarrow Kraner, Director/Editor  
JP Gabriel, Producer

**Award:** Silver ADDY® Award

**Entrant:** Chisel Industries

**Advertiser:** University of Montana

**Title:** University of Montana: Legacy

**Contributors:**

Yarrow Kraner, Director/Editor  
JP Gabriel, Producer

---

**TELEVISION**

Regional/National TV, single spots

45 V Consumer Services, Advocacy

**Award:** Bronze ADDY® Award

**Entrant:** Partners Creative

**Advertiser:** Property Owners Against I-154

**Title:** "In Montana"

**Contributors:**

Todd Farrell, Art Director

Sean Benton, Copywriter  
Ali VanFossen, Account Executive

**Award:** Silver ADDY® Award  
**Entrant:** Partners Creative  
**Advertiser:** Property Owners Against I-154  
**Title:** "Street Scene"  
**Contributors:**  
Todd Farrell, Art Director  
Sean Benton, Copywriter  
Ali VanFossen, Account Executive

---

**TELEVISION**

**Regional/National TV Campaigns**

**46 B Consumer Outlets (45H-45L)**

**Award:** Gold ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** MacKenzie River Pizza  
**Title:** MacKenzie River Pizza: TV Campaign  
**Contributors:**  
Jamie Hurd, Creative Director  
Jason Alley, Broadcast Director/Copywriter  
Emily Walton, Account Executive  
Chisel, Production Company

---

**TELEVISION**

**Regional/National TV Campaigns**

**46 C Consumer Services (45M-45V)**

**Award:** Gold ADDY® Award  
**Entrant:** Banik Communications  
**Advertiser:** Montana Lottery  
**Title:** Powerball Image 'Jackpot' TV Campaign  
**Contributors:**  
Ronda Banik, Producer  
Hamilton Studio, Production Company

---

**MIXED MEDIA (Cross Platform) CAMPAIGNS**

**B-to-B Regional / National**

**50**

**Award:** Gold ADDY® Award  
**Entrant:** Wendt  
**Advertiser:** Montana State Fund  
**Title:** Young Workers' Campaign  
**Contributors:**  
Shaun Tatarka, Writer  
Eric Heidle, Art Director  
James Ford, Creative Director  
Holly Tucker, Account Manager

**MIXED MEDIA (Cross Platform) CAMPAIGNS**

Consumer, Local

51

**Award:** Silver ADDY® Award

**Entrant:** 45 Degrees North

**Advertiser:** Streamline Transit

**Title:** Streamline campaign

**Contributors:**

James Lear, Creative Director  
Jason Van Orden, Graphic Designer  
Nichole Lear, Graphic Designer  
Brooks Walch, Web Developer  
Robert Rath, Illustrator

**Award:** Bronze ADDY® Award

**Entrant:** Spiker Communications

**Advertiser:** Stoverud's

**Title:** Stoverud's Mixed Media Campaign

**Contributors:**

Spiker Communications, Spiker Creative Team

---

**MIXED MEDIA (Cross Platform) CAMPAIGNS**

Consumer, Regional / National

52

**Award:** Silver ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** Travel Montana

**Title:** Travel Montana: Seattle Campaign

**Contributors:**

Jamie Hurd, Creative Director  
Alisha Bynum, Art Director  
Jason Alley, Copywriter  
Tom Murray, Account Executive

**Award:** Bronze ADDY® Award

**Entrant:** O'Berry Cavanaugh

**Advertiser:** Sun West Ranch

**Title:** Sun West Ranch Mixed-Media Campaign

**Contributors:**

**Award:** Gold ADDY® Award

**Entrant:** Wendt

**Advertiser:** Travel Montana

**Title:** GPS Campaign

**Contributors:**

James Ford, Creative Director  
Eric Hielde, ACD/Writer

Joe Stein, Producer  
Amy Schulz, Account Manager

---

**ADVERTISING FOR THE ARTS & SCIENCES**

**Collateral**

**53 C Brochure / Sales Kit**

**Award:** Silver ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** Great Falls Clinic

**Title:** Great Falls Clinic: Brochure - "Art of Healing"

**Contributors:**

Jamie Hurd, Creative Director  
Megan Hawkinson, Art Director  
Kristin Ellena, Graphic Designer  
Laura Cox, Account Executive

**Award:** Bronze ADDY® Award

**Entrant:** Missoulian

**Advertiser:** Big Sky Documentary Film Festival

**Title:** Big Sky Film Documentary Film Festival

**Contributors:**

Kathleen Murphy, Art Director  
Diann Kelly, Graphic Artist  
Greg Twigg, Twiggarts

---

**ADVERTISING FOR THE ARTS & SCIENCES**

**Collateral**

**53 D Poster**

**Award:** Gold ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** Great Falls Clinic

**Title:** Great Falls Clinic: Poster - "Art of Healing"

**Contributors:**

Jamie Hurd, Creative Director  
Megan Hawkinson, Art Director  
Kristin Ellena, Graphic Designer  
Laura Cox, Account Executive

**Award:** Silver ADDY® Award

**Entrant:** Q Communications Group

**Advertiser:** Archie Bray Foundation

**Title:** 2006 Archie Bray International Poster

**Contributors:**

Bruce Capdeville, Designer  
Bonnie Lambert, Art Director, Account Exec.  
Allegra Print and Imaging, Printer

---

**ADVERTISING FOR THE ARTS & SCIENCES**

Collateral

53 F Cards and Invitations

**Award:** Silver ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** Great Falls Clinic

**Title:** Great Falls Clinic: Invitation - "Art of Healing"

**Contributors:**

Jamie Hurd, Creative Director  
Megan Hawkinson, Art Director  
Kristin Ellena, Graphic Designer  
Laura Cox, Account Executive

---

**ADVERTISING FOR THE ARTS & SCIENCES**

Broadcast/Electronic

55 A TV

**Award:** Gold ADDY® Award

**Entrant:** Chisel Industries

**Advertiser:** HATCH

**Title:** HATCH Animation

**Contributors:**

Chris Murphy, Animator/Editor  
Elliot Lindsey, Co-Animator

---

**ADVERTISING FOR THE ARTS & SCIENCES**

Broadcast/Electronic

55 D Interactive

**Award:** Gold ADDY® Award

**Entrant:** Trailhead Interactive

**Advertiser:** C.M. Russell Museum

**Title:** C.M. Russell Museum Website

**Contributors:**

Chris Miller, Web Developer  
Chris Miller, Design  
Sara Becker, Content

---

**ADVERTISING FOR THE ARTS & SCIENCES**

Campaign

58 B Mixed / Multiple Media Campaign (for categories 53-57)

**Award:** Gold ADDY® Award

**Entrant:** Mercury Advertising

**Advertiser:** Great Falls Clinic

**Title:** Great Falls Clinic: "Art of Healing" Campaign

**Contributors:**

Jamie Hurd, Creative Director  
Megan Hawkinson, Art Director  
Kristin Ellena, Graphic Designer

Laura Cox, Account Executive

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**PUBLIC SERVICE**

**Collateral**

**59 C Brochure/Sales Kit**

**Award: Silver ADDY® Award**

**Entrant: Partners Creative**

**Advertiser: Camp Mak-A-Dream**

**Title: General Brochure**

**Contributors:**

Todd Farrell, Art Director  
Jacques Oury, Copywriter  
Suzanne Tamer, Account Executive

---

**PUBLIC SERVICE**

**Collateral**

**59 D Poster**

**Award: Bronze ADDY® Award**

**Entrant: G&G Advertising**

**Advertiser: Portland Indian Health Board**

**Title: Aids Kills**

**Contributors:**

Michael Gray, Creative Dir.  
Joani Gray, Art Dir.

**Award: Silver ADDY® Award**

**Entrant: G&G Advertising**

**Advertiser: Portland Indian Health Board**

**Title: Aids Kills 2**

**Contributors:**

Michael Gray, Creative Dir.  
Joani Gray, Art Dir.

---

**PUBLIC SERVICE**

**Print**

**60 B Newspaper**

**Award: Bronze ADDY® Award**

**Entrant: Spiker Communications**

**Advertiser: The Greater Ravalli Foundation**

**Title: TGRF - Newspaper Ad - Kilimanjaro**

**Contributors:**

Spiker Communications, Spiker Creative Team

---

**PUBLIC SERVICE**

**Broadcast/Electronic**

**61 A TV**

**Award: Bronze ADDY® Award**

**Entrant: Flying Horse Communication**

**Advertiser: Montana Tobacco Use Prevention Program**

**Title: Montana Tobacco Use Prevention Program**

**Contributors:**

Carl Kochman, Director  
Josh Rowe, Art Director  
Matt Ely, Cinematographer  
Tony Demin, Photography  
Aaron Kochman, Editor

**Award: Gold ADDY® Award**

**Entrant: Wendt**

**Advertiser: United Way of Cascade County**

**Title: What Matters 1**

**Contributors:**

Tony Hines, Writer/Producer  
Joe Stein, Producer  
James Ford, Creative Director  
Amy Schulz, Account Manager

**Award: Silver ADDY® Award**

**Entrant: Wendt**

**Advertiser: United Way of Cascade County**

**Title: What Matters 2**

**Contributors:**

Tony Hines, Writer/Producer  
Joe Stein, Producer  
James Ford, Creative Director  
Amy Schulz, Account Manager

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**PUBLIC SERVICE**

**Broadcast/Electronic**

**61 B Radio**

**Award: Gold ADDY® Award**

**Entrant: Great Falls Police Department**

**Advertiser: Great Falls Police & Great Falls Fire Rescue**

**Title: Guns & Hoses Hockey Benefit**

**Contributors:**

Bryan Lockerby, Writer  
Christine Coyle, Voice #1, Producer  
Dick Orkin, Voice #2, Producer

**Award:** Silver ADDY® Award

**Entrant:** Wendt

**Advertiser:** Special Olympics of Montana

**Title:** For the Love of the Game

**Contributors:**

James Ford, Writer/Producer/Creative Director  
Brenda Peterson, Account Manager

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**PUBLIC SERVICE**

**Campaign**

**64 A Single Medium Campaign (for categories 59-63)**

**Award:** Gold ADDY® Award

**Entrant:** Flying Horse Communication

**Advertiser:** Montana Tobacco Use Prevention Program

**Title:** Montana Tobacco Use Prevention Program

**Contributors:**

Carl Kochman, Director/Music  
Heather Bellamy, Producer  
Josh Rowe, Art Director  
Matt Arkins, Cinematographer  
Aaron Kochman, Editor

**Award:** Silver ADDY® Award

**Entrant:** Wendt

**Advertiser:** Special Olympics of Montana

**Title:** A Kind of Magic

**Contributors:**

James Ford, CD/Producer/Writer  
Shaun Tatarka, Writer  
Jessica Mahone, Graphic Artist  
Joe Stein, Producer  
Brenda Peterson, Account Manager

**Award:** Bronze ADDY® Award

**Entrant:** Wendt

**Advertiser:** United Way of Cascade County

**Title:** What Matters TV Campaign

**Contributors:**

Tony Hines, Writer/Producer  
Joe Stein, Producer  
James Ford, Creative Director  
Amy Schulz, Account Manager

---

**PUBLIC SERVICE**

**Campaign**

**64 B Mixed / Multiple Media Campaign (for categories 59-63)**

**Award: Gold ADDY® Award**

**Entrant: Flying Horse Communication**

**Advertiser: Montana Tobacco Use Prevention Program**

**Title: Montana Tobacco Use Prevention Program**

**Contributors:**

Carl Kochman, Director/Music  
Heather Bellamy, Producer  
Josh Rowe, Art Director  
Matt Arkins, Cinematographer  
Aaron Kochman, Editor

**Award: Bronze ADDY® Award**

**Entrant: Wendt**

**Advertiser: United Way of Cascade County**

**Title: What Matters Campaign**

**Contributors:**

Tony Hines, Writer/Producer  
Joe Stein, Producer  
James Ford, Creative Director  
Shaun Tatarka, Producer  
Amy Schulz, Account Manager

**Award: Silver ADDY® Award**

**Entrant: Wendt**

**Advertiser: Special Olympics of Montana**

**Title: A Kind of Magic Campaign**

**Contributors:**

James Ford, Writer/Producer/Creative Director  
Joe Stein, Producer  
Jessica Mahone, Graphic Artist  
Shaun Tatarka, Writer  
Brenda Peterson, Account Manager

---

**ADVERTISING INDUSTRY SELF-PROMOTION**

**Creative Services and Industry Suppliers**

**65 A Collateral (brochures, posters, etc.)**

**Award: Gold ADDY® Award**

**Entrant: saltStudio, Inc.**

**Advertiser: saltStudio, Inc.**

**Title: saltStudio Self Promo**

**Contributors:**

Dave McKay, Creative Director  
Bob O'Brien, Copywriter  
Kelsi Giswold, Art Director  
Cooper Burchenal, Project Coordinator

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**ADVERTISING INDUSTRY SELF-PROMOTION**

**Creative Services and Industry Suppliers**

**65 D Newsletter**

**Award:** Silver ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** Mercury Advertising  
**Title:** Mercury Advertising: Summer Newsletter  
**Contributors:**  
Jamie Hurd, Creative Director  
Colter Lease, Graphic Designer  
Robert Jones, Copywriter

---

**ADVERTISING INDUSTRY SELF-PROMOTION**

**Creative Services and Industry Suppliers**  
**65 E Broadcast**

**Award:** Silver ADDY® Award  
**Entrant:** G&G Advertising  
**Advertiser:** G&G Advertising  
**Title:** Who Am I  
**Contributors:**  
Michael Gray, Creative Dir  
Joani Gray, Art Dir.

---

**ADVERTISING INDUSTRY SELF-PROMOTION**

**Creative Services and Industry Suppliers**  
**65 H Direct Marketing/Specialty**

**Award:** Bronze ADDY® Award  
**Entrant:** saltStudio, Inc.  
**Advertiser:** saltStudio, Inc.  
**Title:** saltStudio Christmas e-mail greeting  
**Contributors:**  
Dave McKay, Creative Director  
Bob O'Brien, Copywriter  
Dave Macasaet, Videographer  
McKay Clan, Talent

---

**ADVERTISING INDUSTRY SELF-PROMOTION**

**Creative Services and Industry Suppliers**  
**65 I Cards/Invitations**

**Award:** Bronze ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** Spiker Communications  
**Title:** Spiker Valentine's Day Card  
**Contributors:**  
Spiker Communications, Spiker Creative Team

**Award:** Silver ADDY® Award  
**Entrant:** Spiker Communications  
**Advertiser:** Spiker Communications  
**Title:** Spiker Christmas Card  
**Contributors:**  
Spiker Communications, Spiker Creative Team

---

**ADVERTISING INDUSTRY SELF-PROMOTION**

**Ad Club or Marketing Club**

66

**Award:** Gold ADDY® Award  
**Entrant:** Wendt  
**Advertiser:** Great Falls Advertising Federation  
**Title:** Great Falls Advertising Federation Website  
**Contributors:**  
Rhonda Kueffler, Web Developer  
James Ford, Creative Director  
Carmen Moore, Account Manager

---

**ELEMENTS OF ADVERTISING**

**Logo**

68

**Award:** Bronze ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Insight Energy Solutions  
**Title:** Insight logo identity  
**Contributors:**  
James Lear, Creative Director  
45 North Design Team, Graphic Designer

**Award:** Gold ADDY® Award  
**Entrant:** G&G Advertising  
**Advertiser:** Portland Indian Health Board  
**Title:** Red Talon Aids Logo  
**Contributors:**  
Michael Gray, Creative Dir.  
Joani Gray, Art Dir.

**Award:** Silver ADDY® Award  
**Entrant:** G&G Advertising  
**Advertiser:** Red Lodge Chamber  
**Title:** Red Lodge Style - Logo  
**Contributors:**  
Michael Gray, Creative Dir.  
Joani Gray, Art Dir.

---

**ELEMENTS OF ADVERTISING**

**Illustration**

**69 A Single**

**Award: Bronze ADDY® Award**

**Entrant: Gibson Advertising**

**Advertiser: Billings Mustangs Baseball Club**

**Title: Billings Mustangs Program Cover**

**Contributors:**

Joe Booth, Illustrator  
Mike Curtis, Account Executive

---

**ELEMENTS OF ADVERTISING**

**Photography**

**70 B Color**

**Award: Gold ADDY® Award**

**Entrant: Wendt**

**Advertiser: Travel MT**

**Title: GPS Fish**

**Contributors:**

Tony Demin, Photographer  
Eric Heidle, Art Director  
James Ford, Creative Director  
Amy Schulz, Account Manger

**Award: Silver ADDY® Award**

**Entrant: Wendt**

**Advertiser: Travel Montana**

**Title: GPS Connection**

**Contributors:**

Tony Demin, Photographer  
Eric Heidle, Associate Creative Director/Art Director  
James Ford, Creative Director

**Award: Bronze ADDY® Award**

**Entrant: Chisel Industries**

**Advertiser: O'Berry Cavanaugh**

**Title: Sun West Ranch- Fishing**

**Contributors:**

Yarrow Kraner, Photographer/Artistic Director

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**ELEMENTS OF ADVERTISING**

**Photography**

**70 D Photo Campaign**

**Award: Silver ADDY® Award**

**Entrant: Flying Horse Communication**

**Advertiser: Montana Tobacco Use Prevention Program**

**Title: Montana Tobacco Use Prevention Program**

**Contributors:**

Carl Kochman, Chief Creative Officer  
Tony Demin, Photographer  
Josh Rowe, Art Director

**Award: Gold ADDY® Award**

**Entrant: Wendt**

**Advertiser: Travel MT**

**Title: GPS Photography**

**Contributors:**

Tony Demin, Photographer  
Eric Heidle, Art Director  
James Ford, Creative Director  
Amy Schulz, Account Manager

---

**ELEMENTS OF ADVERTISING**

**Animation or Special Effects**

**71 A Video, Film**

**Award: Gold ADDY® Award**

**Entrant: Flying Horse Communication**

**Advertiser: Travel Montana**

**Title: Travel Montana Governor's Conference Opener**

**Contributors:**

Carl Kochman, Chief Creative Officer  
Joshua Rowe, Creative Director  
Chuck Cole, Animation  
Aaron Kochman, Editor

**Award: Bronze ADDY® Award**

**Entrant: Banik Communications**

**Advertiser: Montana Lottery**

**Title: Family of Games, HOT Animation**

**Contributors:**

Pat Doyle, Creative Director  
Dan Perbil, Creative Director  
Eric Anderson, Animator  
Hamilton Studio, Production Company

**Award: Silver ADDY® Award**

**Entrant: Banik Communications**

**Advertiser: Chinook Wireless**

**Title: Techno Phones Animation**

**Contributors:**

Pat Doyle, Creative Director  
Dan Perbil, Creative Director  
Eric Anderson, Animator  
Hamilton Studio, Production Company

---

**ELEMENTS OF ADVERTISING**

**Sound**

**72 A Music Only**

**Award:** Bronze ADDY® Award  
**Entrant:** Chisel Industries  
**Advertiser:** University of Montana  
**Title:** University of Montana: Tunnel Run Music  
**Contributors:**  
Paul Durham, Music Composer

**Award:** Silver ADDY® Award  
**Entrant:** Chisel Industries  
**Advertiser:** University of Montana  
**Title:** University of Montana: Academic Campaign  
**Contributors:**  
Nate Dreiseszun, Music Composer

---

**ELEMENTS OF ADVERTISING**

**Sound**

**72 B Music with Lyrics**

**Award:** Gold ADDY® Award  
**Entrant:** Mercury Advertising  
**Advertiser:** MacKenzie River Pizza  
**Title:** MacKenzie River Pizza: TV Music - "Basic"  
**Contributors:**  
Jamie Hurd, Creative Director  
Jason Alley, Lyrics  
TC Chantler, Music  
Emily Walton, Account Executive

---

**ELEMENTS OF ADVERTISING**

**Sound**

**72 C Sound Design**

**Award:** Silver ADDY® Award  
**Entrant:** BP Productions  
**Advertiser:** Flawless Auto Body  
**Title:** Flawless Auto Body "Mustang"  
**Contributors:**  
Sam Casas, Sound Designer

**Award:** Bronze ADDY® Award  
**Entrant:** BP Productions  
**Advertiser:** Flawless Auto Body  
**Title:** Flawless Auto Body "Drivers Ed"  
**Contributors:**  
Sam Casas, Sound Designer

---

**ELEMENTS OF ADVERTISING**

**Cinematography**

73

**Award:** Silver ADDY® Award

**Entrant:** BP Productions

**Advertiser:** Flawless Auto Body

**Title:** Flawless Auto Body "Drivers Ed"

**Contributors:**

Collin Davis, cinematographer

**Award:** Gold ADDY® Award

**Entrant:** BP Productions

**Advertiser:** Flawless Auto Body

**Title:** Flawless Auto Body "Mustang"

**Contributors:**

Collin Davis, cinematographer

---

**STUDENT**

**Collateral Material**

**S02 C Poster**

**Award:** Gold ADDY® Award

**Entrant:** Marketing Communications Class

**Advertiser:** Montana State Billings

**Title:** Open Your Eyes

**Contributors:**

Joe Heins, Graphic Designer

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**STUDENT**

**Newspaper**

**S07 C NP Ad/Insert Campaign (2 to 4 ads)**

**Award:** Gold ADDY® Award

**Entrant:** Marketing Communications Class

**Advertiser:** Montana State Billings

**Title:** Open Your Eyes

**Contributors:**

Joe Heins, Graphic Design

---

**STUDENT**

**Television (TV)**

**S11**

**Award:** Silver ADDY® Award

**Entrant:** Marketing Communications Class

**Advertiser:** Montana State Billings

**Title:** Open Yours Eyes Little Boy

**Contributors:**

ABC/Fox TV, TV Production

**Award:** Gold ADDY® Award

**Entrant:** Marketing Communications Class

**Advertiser:** Montana State Billings

**Title:** Open Your Eyes Brain Injury

**Contributors:**

ABC/Fox TV, TV Production

**Award:** Bronze ADDY® Award

**Entrant:** Marketing Communications Class

**Advertiser:** Montana State Billings

**Title:** Open your eyes Barbecue

**Contributors:**

Spotlight Productions, TV Production

Montana Video Productions, Post Production

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**STUDENT**

**Campaigns (Mixed Media)**

**S12**

**Award:** Gold ADDY® Award

**Entrant:** Marketing Communications Class

**Advertiser:** Montana State Billings

**Title:** Open Your Eyes

**Contributors:**

Joe Heins, Graphic Design

ABC/Fox TV, TV Production

Spotlight Productions, TV Production

Econo Print, Printing Brochure

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