

11 District Eleven

06 Ad Club / AAF-Great Falls

SALES PROMOTION**01 A Catalog**

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Rocky Mountain School of Photography
Title: Rocky Mountain School of Photography Catalog
Contributors:
 Jacques Oury, Copywriter
 Todd Farrell, Art Director

Award: Silver ADDY® Award
Entrant: Classic Ink
Advertiser: Fancy Flours
Title: Fancy Flours Catalog
Contributors:

01 B Sales Kit

Award: Gold ADDY® Award
Entrant: Designworks
Advertiser: Saddlehorn, LLC/Doug Averill
Title: Saddlehorn 'Initial Response' Folder
Contributors:
 Designworks/Rita Fitzsimmons, Designer
 Digital Planet/Lee Kozlowski, Pre-press
 Darwill Printing/Andrea Christ, Printer
 Saddlehorn/Clint Walker, Marketing

03 A Point-of-Purchase

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: Mackenzie River
Title: Mackenzie River Counter Top - Pear POS
Contributors:
 Alisha Bynum, Creative Director

03 D Point-of-Purchase Campaign

Award: Gold ADDY® Award
Entrant: Chisel industries
Advertiser: Universal Athletic
Title: Universal Athletic In Store Signage
Contributors:

04 Video Sales Presentation

Award: Gold ADDY® Award
Entrant: Chisel industries
Advertiser: Locati Architects
Title: Locati Architects
Contributors:

Award: Silver ADDY® Award
Entrant: Chisel industries
Advertiser: Zoot
Title: ZOOT - The power of one second
Contributors:

COLLATERAL MATERIAL

11 District Eleven

06 Ad Club / AAF-Great Falls

COLLATERAL MATERIAL**05 A Stationery Package**

Award: Gold ADDY® Award
Entrant: G&G Advertising
Advertiser: Neecee's
Title: Neecee's
Contributors:
 michael gray, Pres./CD
 gerald gray, vp
 michael kindsfater, art dir.
 carmen cayton, acct. dir

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: Missoula Parking Commission
Title: Missoula Parking Commission - Stationary Package
Contributors:
 C. Spider McKnight, Creative Director
 Dave McKay, Creative Director/Art Director
 Alisa Mandis, Designer

Award: Silver ADDY® Award
Entrant: Designworks
Advertiser: Jordahl & Sliter CPA, PLLC/John Michael Knopik
Title: Jordahl & Sliter Wealth Management Corporate Identity
Contributors:
 Designworks/Rita Fitzsimmons, Designer
 Digital Planet/Lee Kozlowski, Pre-press
 American Printing/Shawn Tucker, Printer

06 B Annual Report, Color

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: First Interstate Bank
Title: First Interstate Bank Annual Report
Contributors:
 Alisha Bynum, Creative Director
 Kristen Minarik, Art Director
 Jason Alley, Copy

07 A Brochure

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: Travel Montana
Title: Travel Montana - Travlers for Open Land Brochure
Contributors:
 Alisha Bynum, Creative Director

07 B Brochure, Color

Award: Gold ADDY® Award
Entrant: 45 Degrees North
Advertiser: Visions West
Title: Visions West
Contributors:
 James Lear, Creative Director / Photographer
 Jason Van Orden, Design / Art Director

Award: Silver ADDY® Award
Entrant: Classic Ink
Advertiser: Big Sky Towncenter
Title: Big Sky Towncenter Brochure
Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

COLLATERAL MATERIAL**07 B Brochure, Color**

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: Northern Lights Development Company
Title: ArtCraft Building Brochure
Contributors:
 Alisa Mandis, Designer
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director

07 C Brochure, Campaign

Award: Gold ADDY® Award
Entrant: Designworks
Advertiser: Saddlehorn, LLC/Doug Averill
Title: Saddlehorn 'Elements' Brochure
Contributors:
 Designworks/Rita Fitzsimmons, Designer
 Digital Planet/Lee Kozlowski, Pre-press
 Darwill Press/Andrea Christ, Printer
 Saddlehorn/Clint Walker, Marketing

Award: Silver ADDY® Award
Entrant: Wantulok Design
Advertiser: Clean Waste
Title: Cleanwaste Sales Kit
Contributors:
 Tyler Wantulok, Principal

09 A Poster

Award: Silver ADDY® Award
Entrant: Wendt
Advertiser: Pacific Steel & Recycling
Title: Meet the Owner
Contributors:
 Joe Stein, Creative Director
 Joe Stein, Art Director
 Shaun Tatarka, Writer

Award: Silver ADDY® Award
Entrant: Designworks
Advertiser: Saddlehorn, LLC/Doug Averill
Title: Saddlehorn Limited Ed. 'Fun Map'
Contributors:
 Designworks/Rita Fitzsimmons, Designer
 Ryan O'Brien, Illustrator
 Digital Planet/Lee Kozlowski, Pre-press
 Darwill Printing/Andrea Christ, Printer
 Saddlehorn/Clint Walker, Marketing
 Dog Sonic/Bill Donovan, Consultant

09 B Poster Campaign

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Mackenzie River
Title: Mackenzie River Posters
Contributors:
 Alisha Bynum, Creative Director
 Guy Ragnetti, Copy Writer

11 District Eleven

06 Ad Club / AAF-Great Falls

COLLATERAL MATERIAL**10 B Special Event Invitation**

Award: Silver ADDY® Award
Entrant: G&G Advertising
Advertiser: Montana State University -Billings
Title: 2008 Water Forum Invitation
Contributors:
 Michael Gray, Pres./CD
 Gerald Gray, VP
 Michael Kindsfater, Art Director

10 C Special Event Announcement

Award: Gold ADDY® Award
Entrant: Banik Communications
Advertiser: Great Falls Voyagers
Title: Great Falls Voyagers Press Conference Presentation
Contributors:
 Banik Crew, Banik Communications

Award: Silver ADDY® Award
Entrant: Banik Communications
Advertiser: Great Falls Voyagers
Title: Great Falls Voyagers Press Kit
Contributors:
 Banik Crew, Banik Communications

10 D Special Event Campaign

Award: Gold ADDY® Award
Entrant: Banik Communications
Advertiser: Great Falls Voyagers
Title: Great Falls Voyagers Press Conference Reveal
Contributors:
 Banik Crew, Banik Communications

DIRECT MARKETING**11 B Direct, B-to-B or Consumer**

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: 3K Ranch
Title: 3K Ranch Brochure
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director/Art Director

12 B Direct Campaign, B-to-B or Consumer

Award: Silver ADDY® Award
Entrant: Wendt
Advertiser: Pacific Steel & Recycling
Title: "Perfect Cup of Coffee" Direct Mail
Contributors:
 Josh Rowe, Creative Director
 Kara Mayernik, Art Director
 Shaun Tatarka, Writer
 Amy Schulz, Account Executive

OUT-OF-HOME**12 B Direct Campaign, B-to-B or Consumer**

11 District Eleven

06 Ad Club / AAF-Great Falls

OUT-OF-HOME**14 A Outdoor Board**

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: Travel Montana
Title: Travel Montana Apres Soak Billboard
Contributors:
 Guy Ragnetti, Creative Director
 Alisha Bynum, Art Director

16 A Mass Transit, Interior

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: Travel Montana
Title: Travel Montana - Train Wrap Interior
Contributors:
 Jamie Hurd, Creative Director
 Megan Eubank, Art Director
 Jason Alley, Copy Writer

16 B Mass Transit, Exterior

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Travel Montana
Title: Travel Montana - Train Wrap Exterior
Contributors:
 Jamie Hurd, Creative Director
 Megan Eubank, Art Director
 Jason Alley, Copy Writer

NON-TRADITIONAL ADVERTISING**20 A Non-Traditional**

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Travel Montana
Title: Travel Montana Dry Cleaning Bag - Bear
Contributors:
 Jamie Hurd, Creative Director
 Megan Eubank, Art Director
 Jason Alley, Copy Writer

20 B Non-Traditional Campaign

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: Travel Montana
Title: Travel Montana Specialty Advertising - Dry Cleaning Bags
Contributors:
 Megan Eubank, Art Director
 Jamie Hurd, Creative Director
 Guy Ragnetti, Copy Writer

CONSUMER OR TRADE PUBLICATION**21 B Consumer/Trade, Fractional Page, Color**

Award: Silver ADDY® Award
Entrant: G&G Advertising
Advertiser: Magic City Granite
Title: Last Supper
Contributors:
 Michael Gray, Pres./CD
 Gerald Gray, VP

11 District Eleven

06 Ad Club / AAF-Great Falls

CONSUMER OR TRADE PUBLICATION

21 B Consumer/Trade, Fractional Page, Color

Michael Kindsfater, Art Dir.
 Joani Gray, Art. Dir.
 Carmen Cayton, Acct. Dir.

22 A Consumer/Trade, Full Page

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Big Sky Resort
Title: Big Sky Resort Full Page - Jaw Drop
Contributors:
 Alisha Bynum, Creative Director

24 B Consumer/Trade Campaign, Color

Award: Gold ADDY® Award and BEST OF SHOW - PRINT
Entrant: Mercury Advertising
Advertiser: Travel Montana
Title: Travel Montana Print Campaign
Contributors:
 Megan Eubank, Art Director
 Guy Ragnetti, Creative Director/Copy Writer

Award: Silver ADDY® Award
Entrant: G&G Advertising
Advertiser: Sweet Palace
Title: Montana Dreams
Contributors:
 Michael Gray, Pres./CD
 Gerald Gray, VP
 Carmen Cayton, Acct. Dir.
 Michael Kindsfater, Art Dir.
 Joani Gray, Art Dir.

Award: Silver ADDY® Award
Entrant: G&G Advertising
Advertiser: Magic City Granite
Title: Better on Granite
Contributors:
 Michael Gray, Pres./CD
 Gerald Gray, VP
 Michael Kindsfater, Art Dir.
 Joani Gray, Art Dir.
 Carmen Cayton, Acct. Dir.

Award: Silver ADDY® Award
Entrant: Classic Ink
Advertiser: Alanya Carpet Gallery
Title: Alanya Ad Campaign
Contributors:

Award: Silver ADDY® Award
Entrant: Classic Ink
Advertiser: Moonlight Basin
Title: Moonlight Basin Ads
Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

CONSUMER OR TRADE PUBLICATION

24 B Consumer/Trade Campaign, Color

Award: Silver ADDY® Award
Entrant: Brickhouse Creative
Advertiser: Nova Cafe
Title: Nova Cafe Campaign
Contributors:
 Abby McMillen, Lead Graphic Designer
 Sarah Kautz, Graphic Designer
 David Thompson, Project Manager

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Big Sky Resort
Title: Big Sky Resort National Campaign
Contributors:
 Alisha Bynum, Creative Director
 Guy Ragnetti, Copy Writer

NEWSPAPER

26 A Newspaper, Fractional Page

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Advanced Imaging
Title: Advanced Imaging "Curiosity kills cancer."
Contributors:
 Jacques Oury, Copywriter
 Travis Campbell, Art Director

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: St. Joseph Medical Center
Title: St. Joseph Medical Center - '24 Hour ER' ad
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director/Art Director/Designer

26 B Newspaper, Fractional Page, Color

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Community Medical Center
Title: Community Medical Center "We're fans too."
Contributors:
 Travis Campbell, Art Director

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: St. Patrick Hospital and Health Sciences Center
Title: St. Patrick Hospital and Health Sciences Center - 'Kelly Dudley' ad
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director/Art Director/Designer
 Chisel Industries, Photography

Award: Silver ADDY® Award
Entrant: Chisel industries
Advertiser: Saint Patrick Hospital
Title: Saint Patrick Hospital Ad
Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

NEWSPAPER

26 B Newspaper, Fractional Page, Color

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: Plum Creek
Title: Veteran's Day Newspaper Print Ad "Chevrons"
Contributors:
 Jacob Desch, Art Director
 Dave Hebert, Art Director
 JC Estensen, Art Director
 JC Estensen, Copy Writer
 JC Estensen, Creative Director

30 A Newspaper Campaign

Award: Gold ADDY® Award
Entrant: Partners Creative
Advertiser: Montanans for Justice/Centurion Ministries
Title: Montanans for Justice "Barry Beach"
Contributors:
 Sean Benton, Copywriter
 Todd Farrell, Art Director

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Advanced Imaging
Title: Advanced Imaging "Be Well."
Contributors:
 Jacques Oury, Copywriter
 Travis Campbell, Art Director

30 B Newspaper Campaign, Color

Award: Gold ADDY® Award
Entrant: saltStudio
Advertiser: St. Patrick Hospital and Health Sciences Center
Title: St. Patrick Hospital and Health Sciences Center - 'Health Break' Campaign
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director/Art Director/Designer

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: St. Joseph Medical Center
Title: St. Joseph Medical Center - Newspaper Campaign
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director/Art Director/Designer

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Mackenzie River
Title: Mackenzie River Ads
Contributors:
 Alisha Bynum, Creative Director
 Kira Stoops, Copy Writer

INTERACTIVE MEDIA

32 B Website, B-to-B HTML

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: Barnard Construction Company, Inc
Title: Barnard Construction Website
Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

INTERACTIVE MEDIA**32 B Website, B-to-B HTML**

Jacob Desch, Art Director
 Dave Hebert, Art Director
 Jason Ross, Copy Writer
 Jason Ross, Creative Director
 JC Estensen, Creative Director

33 A Website, Consumer Flash

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Kibo Architects
Title: Kibo Stockfarm
Contributors:
 Jacques Oury, Copywriter
 Travis Campbell, Art Director
 David Reese, Web Programmer

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: ThinkOne Architects
Title: ThinkOne Architects
Contributors:
 James Lear, Creative Director
 Jason Van Orden, Design / Art Director
 Brooks Walch, Web Developer

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: Stonehorse Design
Title: Stonehorse Design
Contributors:
 James Lear, Creative Director
 Jason Van Orden, Design / Art Director
 Brooks Walch, Web Developer

Award: Silver ADDY® Award
Entrant: Wendt
Advertiser: High Plains Pizza
Title: Cluckandbuff.com
Contributors:
 Josh Rowe, Creative Director, Art Director
 Shaun Tatarka, Writer
 Amy Schulz, Account Executive

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Big Sky Chamber
Title: Big Sky Chamber Web - visitbigskymt.com
Contributors:
 Alisha Bynum, Creative Director
 Mike Cook, Programmer

33 B Website, Consumer HTML

Award: Gold ADDY® Award
Entrant: Partners Creative
Advertiser: Montana State Fund
Title: Montana State Fund 'nojack.net'
Contributors:
 Sean Benton, Copywriter, Creative Director
 Steve Falen, Art Director

11 District Eleven

06 Ad Club / AAF-Great Falls

INTERACTIVE MEDIA**33 B Website, Consumer HTML**

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: Madison River Foundation
Title: Madison River Foundation
Contributors:
 James Lear, Creative Director
 Jason Van Orden, Design / Art Director
 Ryan Wilson, Design
 Brooks Walch, Web Developer

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: Montana Department of Transportation
Title: RideMT.com Website
Contributors:
 Jacob Desch, Art Director
 Jason Ross, Copy Writer
 Jason Ross, Creative Director
 JC Estensen, Creative Director

34 A Banners / Pop-ups / Screensavers

Award: Gold ADDY® Award
Entrant: Partners Creative
Advertiser: Glacier Country
Title: Glacier Country coop banner - tracks
Contributors:
 Todd Farrell, Art Director
 David Reese, Web Programmer

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Glacier Country
Title: Glacier Country Canada promo banner
Contributors:
 Todd Farrell, Art Director
 David Reese, Web Programmer

34 C Micro or Mini Sites

Award: Gold ADDY® Award
Entrant: Flying Horse Communication
Advertiser: Blue Cross and Blue Shield of Montana
Title: 'Project WAVE' Mini Site
Contributors:
 Jacob Desch, Art Director
 Garrett Stevens, Copy Writer
 Jason Ross, Creative Director
 JC Estensen, Creative Director

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: First Security Bank
Title: 'The Adventures of Lewis & Mark' Mini Site
Contributors:
 Jacob Desch, Art Director
 Garrett Stevens, Copy Writer
 Jason Ross, Creative Director
 JC Estensen, Creative Director

11 District Eleven

06 Ad Club / AAF-Great Falls

INTERACTIVE MEDIA**34 C Micro or Mini Sites**

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: Black Bull
Title: Black Bull Virtual Tours
Contributors:
 Jacob Desch, Art Director
 Dave Hebert, Art Director
 Jason Ross, Copy Writer
 Jason Ross, Creative Director
 JC Estensen, Creative Director

34 D Online Games

Award: Gold ADDY® Award
Entrant: Flying Horse Communication
Advertiser: Montana Department of Transportation
Title: RideMT.com 'Moustache Maker'
Contributors:
 Jacob Desch, Art Director
 Jason Ross, Copy Writer
 Jason Ross, Creative Director
 JC Estensen, Creative Director

Award: Silver ADDY® Award
Entrant: Wendt
Advertiser: High Plains Pizza
Title: CLuck & Buff Wing Bop Game
Contributors:
 Josh Rowe, Creative Director, Art Director, Web Designer
 Amy Schulz, Account Executive

34 I Wedisodes

Award: Silver ADDY® Award
Entrant: Earthtalk Studios, Inc.
Advertiser: 18 Miles to the Border
Title: 18 Miles to the Border
Contributors:
 Daniel J. Smith, Director
 Deb Wheaton, On-Camera Talent
 Erik Koehler, HD Camera, Editing, Motion Graphics
 Michael Hayes, HD Camera

Award: Silver ADDY® Award
Entrant: Earthtalk Studios, Inc.
Advertiser: Bozeman, Montana and ThisIsBozeman.com
Title: The Bozeman Video
Contributors:
 Daniel J. Smith, Concept, Director, HD Camera, Video
 Erik Koehler, HD Camera, Video Editing, Motion Graphics
 Michael Hayes, HD Camera and Video Editing
 Kate Bryan, Scriptwriting

35 Online Campaign

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: Travel Montana
Title: Travel Montana Web Banners - Crown of the Continent
Contributors:
 Alisha Bynum, Art Director
 Mike Cook, Programmer

11 District Eleven

06 Ad Club / AAF-Great Falls

INTERACTIVE MEDIA

35 Online Campaign

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: First Security Bank
Title: 'The Adventures of Lewis & Mark' Online Campaign
Contributors:
 Jacob Desch, Art Director
 Garrett Stevens, Copy Writer
 Jason Ross, Creative Director
 JC Estensen, Creative Director

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: Blue Cross and Blue Shield of Montana
Title: 'Blue Evolution' Online Campaign
Contributors:
 Jacob Desch, Art Director
 Garrett Stevens, Copy Writer
 JC Estensen, Creative Director

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Big Sky Chamber
Title: Big Sky Chamber Web Banners - visitbigskymt.com
Contributors:
 Alisha Bynum, Art Director
 Guy Ragnetti, Copy Writer
 Mike Cook, Programmer

RADIO

37 B2 Local :60, \$501 or More

Award: Gold ADDY® Award
Entrant: Partners Creative
Advertiser: Advanced Imaging
Title: Advanced Imaging Breast Cancer
Contributors:
 Jacques Oury, Copywriter
 Steve Falen, Creative Director

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Advanced Imaging
Title: Advanced Imaging Virtual Colonoscopy
Contributors:
 Jacques Oury, Copywriter
 Steve Falen, Creative Director

38 Local Radio Campaign

Award: Gold ADDY® Award and BEST OF SHOW - ELECTRONICS
Entrant: Mercury Advertising
Advertiser: Travel Montana
Title: Travel Montana Radio Campaign
Contributors:
 Jason Alley, Art Director
 Guy Ragnetti, Creative Director/Copy Writer

38 Local Radio Campaign

11 District Eleven

06 Ad Club / AAF-Great Falls

RADIO

38 B Campaign, \$501 or More per spot

Award: Gold ADDY® Award
Entrant: Partners Creative
Advertiser: Advanced Imaging
Title: Advanced Imaging Radio Campaign
Contributors:
 Jacques Oury, Copywriter
 Steve Falen, Creative Director

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: St. Joseph Medical Center
Title: St. Joseph Medical Center - Radio Campaign
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director
 SNAP! Music Production, Sound Production
 The Recording Center, Sound Recording

TELEVISION

42 B1 Local :30, \$500 or Less

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Missoula Family YMCA
Title: YMCA soccer
Contributors:
 Jacques Oury, Copywriter
 Travis Campbell, Art Director
 Steve Falen, Creative Director
 David Reese, Broadcast Production

Award: Silver ADDY® Award
Entrant: KTVM Production
Advertiser: The Ridge Athletic Club
Title: Velocity
Contributors:
 Kathy Matosich, Producer/Director
 Brandon Hanson, Editor

42 B3 Local :30, \$1501 to \$5000

Award: Silver ADDY® Award
Entrant: Chisel industries
Advertiser: Universal Athletic
Title: Universal Athletic - Fueling Dreams
Contributors:

42 B4 Local :30, \$5001 or More

Award: Gold ADDY® Award
Entrant: Partners Creative
Advertiser: Community Medical Center
Title: Community Medical Center 'Leia'
Contributors:
 Sean Benton, Copywriter
 Steve Falen, Art Director, Creative Director

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Community Medical Center
Title: Community Medical Center 'Caden'
Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

TELEVISION**42 B4 Local :30, \$5001 or More**

Sean Benton, Copywriter
Steve Falen, Art Director

42 C3 Local :60, \$1501 to \$5000

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: St. Joseph Medical Center
Title: St. Joseph Medical Center - 'Tomorrow' TV Spot
Contributors:
C. Spider McKnight, Creative Director/Copywriter
Dave McKay, Creative Director/Art Director
Sprout Films, Production Company
SNAP! Music Production, Sound Production
The Recording Center, Sound Recording

42 C4 Local :60, \$5001 or More

Award: Gold ADDY® Award
Entrant: Partners Creative
Advertiser: Montana State Fund
Title: Montana State Fund :60 "Work Hard. Be Safe."
Contributors:
Sean Benton, Creative Director
Steve Falen, Art Director, Creative Director

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: St. Patrick Hospital and Health Sciences Center
Title: St. Patrick Hospital and Health Sciences Center - 'Kelly Dudley' TV Spot
Contributors:
C. Spider McKnight, Creative Director/Copywriter
Dave McKay, Creative Director/Art Director
Chisel Industries, Production Company
SNAP! Music Production, Sound Production

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: RiverStone Health
Title: 'New Identity' Image TV Spot: 'Stand Art/ We Serve Everyone' :60
Contributors:
JC Estensen, Creative Director
JC Estensen, Art Director
JC Estensen, Copy Writer

Award: Silver ADDY® Award
Entrant: Chisel industries
Advertiser: St.Patrick Hospital
Title: St.Patrick Hospital - Patrick McCarron
Contributors:

43 A Campaign, \$500 or Less per spot

Award: Silver ADDY® Award
Entrant: KTVM-TV
Advertiser: Sugar Shack
Title: Silhouettes
Contributors:
Brandon L. Hanson, Commercial Producer
Devon Doers, Account Executive

11 District Eleven

06 Ad Club / AAF-Great Falls

TELEVISION**43 C Campaign, \$1501 to \$5000 per spot**

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: St. Joseph Medical Center
Title: St. Joseph Medical Center - TV Campaign
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director/Art Director
 Sprout Films, Production Company
 SNAP! Music Production, Sound Production
 The Recording Center, Sound Recording

43 D Campaign, \$5001 or More per spot

Award: Gold ADDY® Award
Entrant: Partners Creative
Advertiser: Community Medical Center
Title: CMC "Days"
Contributors:

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: RiverStone Health
Title: 'New Identity' Image TV Campaign 'Sand Art/ Name Change' :30 'Sand Art/ We Serve Everyone' :60
Contributors:
 JC Estensen, Creative Director
 JC Estensen, Copy Writer
 JC Estensen, Art Director

Award: Silver ADDY® Award
Entrant: Chisel industries
Advertiser: VANNS
Title: VANNS Whirlpool Kitchen & Laundry
Contributors:

45 A National TV, Consumer Products

Award: Gold ADDY® Award
Entrant: Chisel industries
Advertiser: Universal Athletic
Title: Universal Athletic - One at a time
Contributors:

MIXED/MULTIPLE MEDIA**51 Mixed-Media, Local Consumer**

Award: Gold ADDY® Award
Entrant: 45 Degrees North
Advertiser: Canyon River Spa
Title: Canyon River Spa
Contributors:
 James Lear, Creative Director
 Jason Van Orden, Design / Art Director
 Brooks Walch, Web Developer

Award: Silver ADDY® Award
Entrant: Partners Creative
Advertiser: Community Medical Center
Title: Community Medical Center "Days"
Contributors:
 Sean Benton, Copywriter

11 District Eleven

06 Ad Club / AAF-Great Falls

MIXED/MULTIPLE MEDIA**51 Mixed-Media, Local Consumer**

Steve Falen, Creative Director
Travis Campbell, Art Director

Award: Silver ADDY® Award**Entrant:** saltStudio**Advertiser:** St. Joseph Medical Center**Title:** St. Joseph Medical Center - Mixed Media Campaign**Contributors:**

C. Spider McKnight, Creative Director/Copywriter
Dave McKay, Creative Director/Art Director
Sprout Films, Production Company
SNAP! Music Production, Sound Production
The Recording Center, Sound Recording

Award: Silver ADDY® Award**Entrant:** Partners Creative**Advertiser:** Advanced Imaging**Title:** Advanced Imaging 'Be Well.'**Contributors:**

Jacques Oury, Copywriter
Steve Falen, Creative Director
Travis Campbell, Art Director

Award: Silver ADDY® Award**Entrant:** Banik Communications**Advertiser:** Great Falls Voyagers**Title:** Great Falls Voyagers Launch Campaign**Contributors:**

Banik Crew , Banik Communications

52 Mixed-Media, National Consumer**Award:** Gold ADDY® Award**Entrant:** Mercury Advertising**Advertiser:** Travel Montana**Title:** Travel Montana Mixed Media Campaign**Contributors:**

Jamie Hurd, Creative Director
Guy Ragnetti, Copy Writer
Megan Eubank, Art Director

ADVERTISING FOR THE ARTS & SCIENCES**53 E Arts, Poster****Award:** Silver ADDY® Award**Entrant:** mydesign**Advertiser:** Humanities Montana**Title:** montana festival of the book | 08**Contributors:**

joanna yardley, designer / illustrator
Kim Anderson, Associate Director, Humanities Montana

53 G Arts, Invitation**Award:** Gold ADDY® Award**Entrant:** saltStudio**Advertiser:** Missoula Art Museum**Title:** Missoula Art Museum - Art Auction Catalog**Contributors:**

C. Spider McKnight, Creative Director
Dave McKay, Creative Director/Art Director
Ben Ferencz, Designer

11 District Eleven

06 Ad Club / AAF-Great Falls

ADVERTISING FOR THE ARTS & SCIENCES**59 A Arts, Campaign**

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: MOSS
Title: MOSS Posters
Contributors:
 Alisha Bynum, Creative Director
 Jason Alley, Copy Writer/Art Director

59 B Arts, Mixed Media Campaign

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: MOSS
Title: MOSS Campaign
Contributors:
 Alisha Bynum, Creative Director
 Jason Alley, Copy Writer/Art Director

PUBLIC SERVICE**60 A Public Service, Stationary Package**

Award: Gold ADDY® Award
Entrant: saltStudio
Advertiser: Missoula In Motion
Title: Missoula In Motion - Stationary
Contributors:
 Alisa Mandis, Designer
 C. Spider McKnight, Creative Director
 Dave McKay, Creative Director/Art Director

60 E Public Service, Poster

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: Missoula In Motion
Title: Missoula In Motion - 'Flowers' Poster
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director/Art Director/Designer
 Alisa Mandis, Designer

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: Human Resource Development Council - Youth Development
Title: HRDC Youth Development
Contributors:
 James Lear, Creative Director
 Jason Van Orden, Design / Art Director

62 A Public Service, TV

Award: Silver ADDY® Award
Entrant: Banik Communications
Advertiser: Cardiovascular Health- DPHHS
Title: Stroke Storm Watch
Contributors:
 Pat Doyle, Creative Director
 North by Northwest, Production Company

62 A Public Service, TV

11 District Eleven

06 Ad Club / AAF-Great Falls

PUBLIC SERVICE**62 B Public Service, Radio**

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: Missoula In Motion
Title: Missoula In Motion - 'Boogers' Radio Spot
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director
 The Recording Center, Sound Recording

62 C Public Service, Audio / Visual

Award: Gold ADDY® Award
Entrant: Lodestone Advertising
Advertiser: C.M. Russell Auction
Title: "Inspiration"
Contributors:
 Spinnaker Sound - Audio Production, "Inspirational"
 Murmax Productions - Visual Productions, "Inspirational"

Award: Silver ADDY® Award
Entrant: Banik Communications
Advertiser: Montana Department of Transportation
Title: Room to Live On-line video
Contributors:
 Ronda Banik, Creative Director, Production
 ILF, Production Company

62 D Public Service, Interactive

Award: Gold ADDY® Award
Entrant: Earthtalk Studios, Inc.
Advertiser: Gallatin Valley Land Trust
Title: Gallatin Valley Land Trust
Contributors:
 Erik Koehler, HD Camera, Video Editing, Motion Graphics
 Susan R. Waldron, Concept
 Michael Hayes, HD Camera

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: Madison River Foundation
Title: Madison River Foundation
Contributors:
 James Lear, Creative Director
 Jason Van Orden, Design / Art Director
 Ryan Wilson, Design
 Brooks Walch, Web Developer

Award: Silver ADDY® Award
Entrant: Earthtalk Studios, Inc.
Advertiser: Heart of the Valley Animal Shelter
Title: Heart of the Valley Pets of the Weeks
Contributors:
 Daniel J. Smith, President and CEO
 Erik Koehler, HD Camera and Editing
 Michael Hayes, HD Camera and Editing

66 A Public Service, Campaign

Award: Silver ADDY® Award
Entrant: Banik Communications
Advertiser: Montana Department of Transportation
Title: It's not your choice- Billy, Tom, Tina (radio 3 x :60)
Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

PUBLIC SERVICE

66 A Public Service, Campaign

Ronda Banik, Creative Director, Production

Award: Silver ADDY® Award
Entrant: Banik Communications
Advertiser: Montana Department of Transportation
Title: It's not your choice- Nikki & Kids, Tina, Tom (TV 3 x :30)
Contributors:
 Ronda Banik, Creative Director, Production
 ILF, Production Company

ADVERTISING INDUSTRY SELF-PROMOTION

67 B Self Promotion, Stationery Package

Award: Silver ADDY® Award
Entrant: Designworks
Advertiser: Designworks
Title: Designworks Stationery
Contributors:
 Designworks/Rita Fitzsimmons, Designer/Photographer
 Digital Planet/Lee Kozlowski, Pre-press
 American Printing/Shawn Tucker, Printing

67 F Self Promotion, Interactive

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: Mercury Advertising
Title: Mercury Website - Sled a thon
Contributors:
 Alisha Bynum, Creative Director
 Mike Cook, Art Director

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: saltStudio
Title: saltStudio - Website
Contributors:
 C. Spider McKnight, Creative Director/Copywriter
 Dave McKay, Creative Director/Art Director
 Alisa Mandis, Designer
 Kirk Strobeck, Web Production/Development

Award: Silver ADDY® Award
Entrant: Wendt
Advertiser: Wendt, Inc.
Title: iwendt.com
Contributors:
 Josh Rowe, Creative Director/Art Director
 Shaun Tatarka, Writer
 Brenda Peterson, Account Executive

Award: Silver ADDY® Award
Entrant: Flying Horse Communication
Advertiser: Flying Horse Communication
Title: Flying Horse Communication Website
Contributors:
 Jacob Desch, Art Director
 Jason Ross, Copy Writer
 Jason Ross, Creative Director
 JC Estensen, Creative Director

11 District Eleven

06 Ad Club / AAF-Great Falls

ADVERTISING INDUSTRY SELF-PROMOTION**67 F Self Promotion, Interactive**

Award: Silver ADDY® Award
Entrant: Wendt
Advertiser: Wendt, Inc.
Title: Cody Flash Promotion
Contributors:
 Josh Rowe, Creative Director/Art Director
 Shaun Tatarka, Writer
 Johna Wilcox, Account Executive

Award: Silver ADDY® Award
Entrant: WESMELL
Advertiser: wesmell
Title: wesmell.com
Contributors:
 Norton Pease, Designer

67 I Self Promotion, Direct

Award: Gold ADDY® Award
Entrant: Banik Communications
Advertiser: Banik Communications
Title: Recession Coasters
Contributors:
 Pat Doyle, Creative Director
 Eric Heidle, Creative Director

Award: Silver ADDY® Award
Entrant: Wantulok Design
Advertiser: Wantulok Design
Title: Jenga All the Way
Contributors:
 Tyler Wantulok, Principal
 Jason Durgin, Designer

67 J Self Promotion, Invitation

Award: Gold ADDY® Award
Entrant: saltStudio
Advertiser: saltStudio
Title: saltStudio - Christmas Globe
Contributors:
 Alisa Mandis, Art Director/Designer
 C. Spider McKnight, Creative Director
 Dave McKay, Creative Director

69 A Self Promotion, Campaign

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Mercury Advertising
Title: Mercury Sled a thon posters
Contributors:
 Marla Goodman, Art Director
 Mike Harrelson, Copy Writer

ELEMENTS OF ADVERTISING**70 Logo**

Award: Gold ADDY® Award
Entrant: 45 Degrees North
Advertiser: Madison River Foundation
Title: Madison River Foundation
Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

ELEMENTS OF ADVERTISING**70 Logo**

James Lear, Creative Director
Jason Van Orden, Design / Art Director

Award: Silver ADDY® Award
Entrant: G&G Advertising
Advertiser: Montana State University -Billings
Title: 2008 Water Fourm

Contributors:
Michael Gray, Pres./CD
Gerald Gray, VP
Michael Kindsfater, Art Dir.
Joani GRay, Art Dir.
Carmen Cayton, Acct. Dir.

Award: Silver ADDY® Award
Entrant: G&G Advertising
Advertiser: Neecee's
Title: Neecee's

Contributors:
Michael Gray, Pres./CD
Gerald Gray, VP
Michael Kindsfater, Art Director
Joani Gray, Art Director
Carmen Cayton, Acct. Dir.

Award: Silver ADDY® Award
Entrant: Classic Ink
Advertiser: Universal Athletics
Title: Universal Athletics Logo

Contributors:

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: Big Brothers Big Sisters
Title: Bowl for Kids' Sake

Contributors:
James Lear, Creative Director
Jason Van Orden, Design / Art Director

Award: Silver ADDY® Award
Entrant: 45 Degrees North
Advertiser: Visions West
Title: Visions West

Contributors:
James Lear, Creative Director
Jason Van Orden, Design / Art Director
Robert Rath, Illustrator

71 B Illustration, Campaign

Award: Gold ADDY® Award
Entrant: Mercury Advertising
Advertiser: Mackenzie River
Title: Mackenzie River Illustrations

Contributors:
Alisha Bynum, Creative Director

Award: Silver ADDY® Award
Entrant: Mercury Advertising
Advertiser: Big Sky Chamber
Title: Big Sky Chamber Illustrations - Bike, Fisherman, Mountain, Quake Lake

Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

ELEMENTS OF ADVERTISING**71 B Illustration, Campaign**

Alisha Bynum, Creative Director
Kristen Ellena, Art Director

72 B Photography, Color

Award: Gold ADDY® Award
Entrant: Darrin Schreder
Advertiser: Wendt
Title: Geyser Basin Sunrise
Contributors:
Darrin Schreder, Photographer
Josh Rowe, CD
Joe Stein, CD

Award: Silver ADDY® Award
Entrant: Thomas Murphy Photography
Advertiser: Mercury Advertising
Title: Travel Montana Elk Photography
Contributors:
Tom Murphy, Photographer

Award: Silver ADDY® Award
Entrant: Darrin Schreder
Advertiser: Wendt
Title: Square Butte in Lavendar
Contributors:
Darrin Schreder, Photographer
Josh Rowe, Creative Director

Award: Silver ADDY® Award
Entrant: James Lear
Advertiser: 45 Degrees North
Title: Visions West
Contributors:
James Lear, Creative Director / Photographer

72 D Photography, Campaign

Award: Gold ADDY® Award
Entrant: Thomas Murphy Photography
Advertiser: Mercury Advertising
Title: Travel Montana Photography Campaign
Contributors:
Tom Murphy, Photographer - Elk in Yellowstone
Lynn Donaldson, Photographer - Truck on road
Dusan Smetana, Photographer - Fishing
Tony Denim, Photographer - Hiker in Glacier

Award: Silver ADDY® Award
Entrant: James Lear
Advertiser: 45 Degrees North
Title: Visions West
Contributors:
James Lear, Creative Director / Photographer

73 A Special Effects, Video or Film

Award: Silver ADDY® Award
Entrant: saltStudio
Advertiser: saltStudio
Title: saltStudio - The Power of a Good Idea
Contributors:
C. Spider McKnight, Creative Director
Dave McKay, Creative Director/Art Director

11 District Eleven

06 Ad Club / AAF-Great Falls

ELEMENTS OF ADVERTISING**73 A Special Effects, Video or Film**

Ben Arthur, Animation

73 B Special Effects, Internet**Award:** Gold ADDY® Award**Entrant:** Flying Horse Communication**Advertiser:** Barnard Construction Company, Inc.**Title:** Barnard Construction 'Project Drawings'**Contributors:**

Jacob Desch, Art Director

Jason Ross, Creative Director

JC Estensen, Creative Director

74 A Music Only**Award:** Silver ADDY® Award**Entrant:** saltStudio**Advertiser:** St. Joseph Medical Center**Title:** St. Joseph Medical Center - Music**Contributors:**

C. Spider McKnight, Creative Director

Dave McKay, Creative Director

SNAP! Music Production, Sound Production

Award: Silver ADDY® Award**Entrant:** Partners Creative**Advertiser:** Montana State Fund**Title:** Montana State Fund :60 "Work Hard. Be Safe." theme**Contributors:**

Sean Benton, Creative Director

Award: Silver ADDY® Award**Entrant:** Lodestone Advertising**Advertiser:** C.M. Russell Auction**Title:** "Inspiration"**Contributors:**

Spinnaker Sound , Inspirational

74 B Music With Lyrics**Award:** Silver ADDY® Award**Entrant:** saltStudio**Advertiser:** saltStudio**Title:** saltStudio - 'This Is Salt' Music**Contributors:**

C. Spider McKnight, Creative Director/Copywriter

Dave McKay, Creative Director

SNAP! Music Production, Sound Production

75 Cinematography**Award:** Silver ADDY® Award**Entrant:** Chisel industries**Advertiser:** St.Patrick Hospital**Title:** St.Patrick Hospital - Patrick McCarron**Contributors:****STUDENT ADDY Categories****75 Cinematography**

11 District Eleven

06 Ad Club / AAF-Great Falls

STUDENT ADDY Categories**S01 A Packaging**

Award: Student Silver ADDY®
Entrant: Brian Arnold
Advertiser: Montana State University
Title: Aesop Rock box set packaging design
Contributors:

Award: Student Silver ADDY®
Entrant: Alex Lanning
Advertiser: Montana State University
Title: Eric Clapton CD Packaging
Contributors:

Award: Student Silver ADDY®
Entrant: Dan Quinn
Advertiser: Montana State University
Title: Tool CD Packaging
Contributors:

S02 C Poster

Award: Student Gold ADDY®
Entrant: Caitlin Field
Advertiser: Montana State University
Title: Vote Poster
Contributors:

Award: Student Silver ADDY®
Entrant: Ryan Stevens
Advertiser: Montana State University
Title: Vote Poster
Contributors:

Award: Student Silver ADDY®
Entrant: Dan Quinn
Advertiser: Montana State University
Title: Eraserhead Poster
Contributors:

Award: Student Silver ADDY®
Entrant: Bailey Wogrin
Advertiser: MSU
Title: It's Not Hard
Contributors:

S06 B Magazine Campaign

Award: Student Gold ADDY®
Entrant: Bobby Biskupiak
Advertiser: Montana State University
Title: iPod Ad Campaign
Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

STUDENT ADDY Categories

S06 B Magazine Campaign

Award: Student Silver ADDY®
Entrant: Jeremy Scott
Advertiser: MSU
Title: Apple iPod Ad
Contributors:

Award: Student Silver ADDY®
Entrant: Brianna Fenner
Advertiser: Montana State University
Title: New Classic
Contributors:

Award: Student Silver ADDY®
Entrant: Virginia Nienaber
Advertiser: MSU
Title: iPod Ad
Contributors:

Award: Student Silver ADDY®
Entrant: Brandon Mead
Advertiser: Montana State University-Bozeman
Title: Ipod ad campaign
Contributors:

S08 A Interactive, Web Site

Award: Student Gold ADDY®
Entrant: Lance Sapp
Advertiser: MSU-Northern
Title: sappart.com
Contributors:
 Lance Sapp, Student

Award: Student Silver ADDY®
Entrant: Cody Lindabury
Advertiser: MSU-Northern
Title: fadedartist
Contributors:
 Cody Lindabury, Student

Award: Student Silver ADDY®
Entrant: Lindsey Krause
Advertiser: MSU-Northern
Title: ipaintgood.com
Contributors:
 Lindsey Krause, Student

S13 A Logo

Award: Student Silver ADDY®
Entrant: Ellen Herlant
Advertiser: MSU Bozeman - School of Art
Title: Radical Reels Redesign
Contributors:

11 District Eleven

06 Ad Club / AAF-Great Falls

STUDENT ADDY Categories

S13 A Logo

Award: Student Silver ADDY®
Entrant: Thomas Marnin
Advertiser: Montana State University
Title: Thyme Savors Logo
Contributors:
Meta Newhouse, Professor

S13 B Illustration

Award: Student Gold ADDY®
Entrant: Patrick Broom
Advertiser: Montana State University
Title: Rubber Stamp Self Promo
Contributors:

Award: Student Silver ADDY®
Entrant: Kelsey Dzintars
Advertiser: Montana State University
Title: Amelie Promotional Film Poster
Contributors: