

Straight Up

★ 2010 ADDY AWARDS ★
MARCH 11 • WEINBERG CENTER FOR THE ARTS

LEATHER, LACE,
ACID WASHED DENIM...
...and the best creative in town

The Greater Frederick Advertising Federation's annual ADDY Awards showcased the best marketing and advertising creatives in the area. In celebration of the GFAF's 20th anniversary, this year's ADDYs were a throwback to the year it all began: 1989.

Straight Up. It was a night to remember.



Jean Peterson Design

JUDGES AWARDS



The ART Department



Text Design, Inc.



Tracy Brauner for GFAF

Not pictured:
Enforme Interactive, Love and Company

CRYSTAL PRISM AWARD



David Weigelt

BEST OF SHOW

Entrant Jean Peterson Design
Title Bookmarks

JUDGES AWARD

Entrant The ART Department
Title Insights

JUDGES AWARD

Entrant Enforme Interactive
Title Frederick County Office of Economic Development Website

JUDGES AWARD

Entrant Love and Company
Title Valentine Poster

JUDGES AWARD

Entrant Text Design, Inc.
Title Text Design Notepad

JUDGES AWARD

Entrant Greater Frederick Advertising Federation
Title 2009 GFAF Student ADDY Call for Entries Poster

CRYSTAL PRISM AWARD

David Weigelt

SALES PROMOTION Campaign

GOLD ADDY® AWARD
Entrant Jean Peterson Design
Title Bookmarks

Packaging-Single Unit

SILVER ADDY® AWARD
Entrant Enforme Interactive
Title Lutece Chocolate Label

Packaging - CD, DVD, VHS

SILVER ADDY® AWARD
Entrant 314 Design
Title Let Freedom Sing

COLLATERAL MATERIAL Stationery Package

SILVER ADDY® AWARD
Entrant NaturaLawn of America
Title PorterBrook II Stationery Set

Annual Report, Four-Color

SILVER ADDY® AWARD
Entrant HBP, Inc.
Title AOG Annual Report - Living His Mission

Publication Design, Editorial Spread or Feature

GOLD ADDY® AWARD
Entrant Divisions Design Group
Title The Kiss

Publication Design, Magazine

GOLD ADDY® AWARD
Entrant 314 Design
Title Smart Company Magazine

SILVER ADDY® AWARD

Entrant Divisions Design Group
Title Frederick Magazine - September

Publication Design, Book

GOLD ADDY® AWARD
Entrant The ART Department
Title Insights

Poster, Single

SILVER ADDY® AWARD
Entrant LTD Creative
Title NCE Growth Chart

Special Event - Invitation

GOLD ADDY® AWARD
Entrant M. Pfister Design
Title West-Reynolds Wedding Invitation

GOLD ADDY® AWARD

Entrant M. Pfister Design
Title Coneybeer-Garwood Wedding Invitation

SILVER ADDY® AWARD

Entrant M. Pfister Design
Title Pindar-Chapin Wedding Invitation

NON-TRADITIONAL ADVERTISING Single

SILVER ADDY® AWARD
Entrant Tobin Lehman Design + Interactive
Title Spires Door Hanger

INTERACTIVE MEDIA Websites, B-to-B HTML/Other, Services

SILVER ADDY® AWARD
Entrant Tobin Lehman Design + Interactive
Title RHA Website

SILVER ADDY® AWARD

Entrant Enforme Interactive
Title Frederick County Office of Economic Development Website

Websites, Consumer HTML/Other, Products

GOLD ADDY® AWARD
Entrant Inroads
Title Effective Website

Websites, Consumer HTML/Other, Services

GOLD ADDY® AWARD
Entrant Wood Street, Inc.
Title JL Tree Services

GOLD ADDY® AWARD

Entrant Jean Peterson Design
Title Canapés Website

SILVER ADDY® AWARD

Entrant Jean Peterson Design
Title Hope Alive Website

Online, Banners/Pop-ups/Screensavers

SILVER ADDY® AWARD
Entrant Immersion Active
Title Too Close for Comfort 'Mom Moves In' Banner

ADVERTISING FOR THE ARTS & SCIENCES Stationery Package

SILVER ADDY® AWARD
Entrant Enforme Interactive
Title Artique Underground Stationery

Brochure/Sales Kit

SILVER ADDY® AWARD
Entrant Jean Peterson Design
Title Black Rock Center for the Arts 2009-2010 Season Brochure

Poster

SILVER ADDY® AWARD
Entrant Jean Peterson Design
Title Night Watch

Broadcast/Electronic, Interactive

SILVER ADDY® AWARD
Entrant Enforme Interactive
Title Artique Underground Website

PUBLIC SERVICE Public Service, Broadcast/Electronic, Interactive

SILVER ADDY® AWARD
Entrant Immersion Active
Title Runway Safety

SILVER ADDY® AWARD

Entrant Immersion Active
Title Say It Right: Mastering Radio Communication

ADVERTISING INDUSTRY SELF-PROMOTION Interactive

SILVER ADDY® AWARD
Entrant Immersion Active
Title Dot Boom Engagement Email Banner

SILVER ADDY® AWARD

Entrant Immersion Active
Title Immersion Active Website

Direct Marketing/Specialty Items

GOLD ADDY® AWARD
Entrant Text Design, Inc.
Title Text Design Notepad

Ad Club Promotion

GOLD ADDY® AWARD
Entrant Greater Frederick Advertising Federation
Title 2009 GFAF Student ADDY Call for Entries Poster

GOLD ADDY® AWARD

Entrant Greater Frederick Advertising Federation
Title 2009 GFAF Student ADDY Illustration

SILVER ADDY® AWARD

Entrant Greater Frederick Advertising Federation
Title 2009 GFAF ADDY Call For Entries/Invitation

Mixed/Multiple Media Campaign

SILVER ADDY® AWARD
Entrant Greater Frederick Advertising Federation
Title The Wheels on the Bus Go To NYC Campaign

Single Medium Campaign

GOLD ADDY® AWARD
Entrant Perkhull.com
Title Perk Hull Self Promotion

SILVER ADDY® AWARD

Entrant Greater Frederick Advertising Federation
Title 2009 GFAF Student ADDY Campaign

SILVER ADDY® AWARD

Entrant LTD Creative
Title "Would You" Campaign

ELEMENTS OF ADVERTISING Logo

SILVER ADDY® AWARD
Entrant Jean Peterson Design
Title Kahley Marketing & Events Logo

SILVER ADDY® AWARD

Entrant Kalico Design
Title Luna Soma Jiva

SILVER ADDY® AWARD

Entrant Tobin Lehman Design + Interactive
Title Hall Coaching Logo

Illustration, Single

GOLD ADDY® AWARD
Entrant Ellen Byrne Illustration
Title 2010 Notepad Calendar

Photography, Campaign

SILVER ADDY® AWARD
Entrant Arthur Graphics
Title La Prima Catering

Photography by John Keith

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PLATINUM

The Gazette*

GOLD

immersion ACTIVE

FIND IT
FREDERICK
www.finditfrederick.com

SILVER

Frederick MAGAZINE

VOLT

imagination CENTER

text design

THE PLAMONDON COMPANIES

BRONZE

Jean Peterson Design* Love & Company* LTD Creative* KEY 103* AIGA-Blueridge Chapter Mick's New American Bistro The Perfect Truffle

FRIEND

Alpine Butterfly* Charelle's Costume Shop Corporate Exposure* Edenton Retirement Community Holli Rathman Design* Marketing @ Work* Tobin Lehman* Woodsboro Bank

PROFESSIONAL COLLATERAL DESIGN AND ILLUSTRATION

Text Design, Inc.* with Adam Leviton* and Chris Chilcoat*
Student Collateral Designer: Amanda Whittington of Frederick Community College

MEDIA PRESENTATIONS

Digital Bard Video*
Frederick Digital Media*

PHOTOGRAPHY

C. Kurt Holter*
John Keith

PRINTING

Delmarva Printing, Inc.*
Printing Services, Inc.*

WEB DESIGN

Wood Street*

* GFAF Member