

ADDY Winners Press Release

Awards

Entry

Entrant

Advertiser

The Columbia Advertising Club announced the winners of the coveted ADDY Awards competition honoring creative excellence in advertising.

A Complete list of winners is listed below.

ADVERTISING FOR THE ARTS & SCIENCES

Gold ADDY® Award	Scarf and Screen Columbia Posters	RIGGS	Scarf and Screen Columbia
Gold ADDY® Award	Hippo	Chernoff Newman	Riverbanks Zoo
Gold ADDY® Award	Penguin	Chernoff Newman	Riverbanks Zoo
Gold ADDY® Award	Brew at the Zoo	Chernoff Newman	Riverbanks Zoo
Silver ADDY® Award	Scarf and Screen Columbia Campaign	RIGGS	Scarf and Screen Columbia
Silver ADDY® Award	Indie Grits Poster	RIGGS	Scarf and Screen Columbia

ADVERTISING INDUSTRY SELF-PROMOTION

Gold ADDY® Award	Sage Creative Group Christmas Card	Sage Creative Group	Sage Creative Group
Gold ADDY® Award	Halloween 9 Invitation	The Adams Group	The Adams Group
Gold ADDY® Award	Elflight	Mad Monkey, Inc	Mad Monkey, Inc.
Silver ADDY® Award	Lenker Design Collateral	Lenker Design, LLC	Lenker Design
Silver ADDY® Award	Elflight holiday package	Mad Monkey, Inc	Mad Monkey, Inc.
Silver ADDY® Award	Trade Show Materials	The Adams Group	The Adams Group
Silver ADDY® Award	Feelin' Lucky?	SCANA Corporation	AIGA South Carolina
Silver ADDY® Award	The Ad Company Campaign Website	The Ad Company	The Ad Company
Silver ADDY® Award	Professional Printers 2008 Calendar	Studio Taj, LLC	Professional Printers
Silver ADDY® Award	Feelin' Lucky?	SCANA Corporation	AIGA South Carolina
Silver ADDY® Award	Illuminations	Studio Taj, LLC	Robert Clark Photography

COLLATERAL MATERIAL

Gold ADDY® Award	The Lowcountry Becomes You	Chernoff Newman	Lowcountry Real Estate
Gold ADDY® Award	Summer Party Invitation	Crescendo Advertising	Pout Boutique/Melissa Blanchard
Gold ADDY® Award	Evan Almighty Arkivity Book	Post No Bills	Universal Home Entertainment
Gold ADDY® Award	Sowell Gray Holiday Card	The Ad Company	Sowell Gray Stepp & Laffitte, LLC
Gold ADDY® Award	Compliance 'Duck' Posters	BlueCross BlueShield of SC	BlueCross BlueShield of South Carolina
Silver ADDY® Award	SC Education Oversight Committee	Chernoff Newman	SC Education Oversight Committee
Silver ADDY® Award	Q2A Annual Report	BlueCross BlueShield of SC	Q2 Administrators
Silver ADDY® Award	Colonial Cup Promotional Poster	Mustard Graphics Studio	Springdale Racecourse
Silver ADDY® Award	A la Red Cross: A Gourmet	BlueCross BlueShield of SC	Red Cross
Silver ADDY® Award	Skipp Pearson Poster	BlueCross BlueShield of SC	Community Relations/ Elizabeth Nkuo
Silver ADDY® Award	Vista Lights Poster	Crescendo Advertising	Congaree Vista Guild/Deirdre Mardon
Silver ADDY® Award	Sowell Gray Thank You Party Invitation	The Ad Company	Sowell Gray Stepp & Laffitte, LLC
Silver ADDY® Award	Twenge & Twombly Holiday Card	The Ad Company	Twenge & Twombly Law Firm
Silver ADDY® Award	Palmetto Health Baptist Birthplace	The Ad Company	Palmetto Health Baptist
Silver ADDY® Award	HSB Thanksgiving Card	Sage Creative Group	Haynsworth Sinkler Boyd, PA
Silver ADDY® Award	Safety Is Vital	SCANA Corporation	SCANA Corporate Safety
Silver ADDY® Award	Christmas Card	Lexington Medical Center	Lexington Medical Center
Silver ADDY® Award	Impressions	BlueCross BlueShield of SC	Companion Life Insurance Agency
Silver ADDY® Award	University of South Carolina's	University of South Carolina Publications	University of South Carolina's President
Silver ADDY® Award	Safety Is Vital	SCANA Corporation	SCANA Corporate Safety
Silver ADDY® Award	Free Times "Cigarettes" Cover	Free Times	Free Times
Silver ADDY® Award	The Side Line "Here Kitty, Kitty" Cover	Free Times	Free Times

CONSUMER OR TRADE PUBLICATION

Gold ADDY® Award	Cane Bay Magazine	RIGGS	Cane Bay Plantation
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Silver ADDY® Award	"Nurses"	Lexington Medical Center	Lexington Medical Center
Silver ADDY® Award	Grand Pines on the Creek	Chernoff Newman	Grand Pines on the Creek
Silver ADDY® Award	The Lowcountry Becomes You	Chernoff Newman	Lowcountry Real Estate
Silver ADDY® Award	Sowell Gray Art Program Ad	The Ad Company	Sowell Gray Stepp & Laffitte, LLC

DIRECT MARKETING

Silver ADDY® Award	Palmetto Trail Brochure	Chernoff Newman	Palmetto Conservation Foundation
Silver ADDY® Award	US Olympic Committee Fortune	Post No Bills	US Olympic Committee
Silver ADDY® Award	Bee Movie Antenna Headband	Post No Bills	Paramount Pictures
Silver ADDY® Award	Consultant's Forum Invitation	Chernoff Newman	Central SC Alliance
Silver ADDY® Award	Heart and Vascular Mailer	The Adams Group	Southeast Alabama Medical Center
Silver ADDY® Award	Disturbia Home Confinement Kit	Post No Bills	Paramount Pictures

ELEMENTS OF ADVERTISING

Gold ADDY® Award	Bank Meridian Illustration Campaign	Unlimited Marketing Solutions, LLC	Bank Meridian
Gold ADDY® Award	Waterlogic Logo	Genesis Creative	Waterlogic
Gold ADDY® Award	7 Deadly Sins of Fashion - Style	Free Times	Free Times
Gold ADDY® Award	Washington Redskins Ford Truck	Mad Monkey, Inc	J. Walter Thompson Atlanta/Team Detroit
Gold ADDY® Award	Mad Monkey building banner	Mad Monkey, Inc	Mad Monkey, Inc.
Silver ADDY® Award	Vintage Music Logo	Sage Creative Group	Vintage Music
Silver ADDY® Award	7 Deadly Sins of Fashion - Style	Free Times	Free Times
Silver ADDY® Award	Best of Columbia Superheroes	Free Times	Free Times
Silver ADDY® Award	Dezign Solutions Logo	Genesis Creative	Dezign Solutions
Silver ADDY® Award	Impressions - Leaves and	BlueCross BlueShield of SC	Companion Life Insurance Agency

INTERACTIVE MEDIA

Gold ADDY® Award	The Bee-Loud Glade website	Mad Monkey, Inc	Dean Harada - audio/composer
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LOCAL ONLY CATEGORIES

Silver ADDY® Award	Fainting Goat Pub	Mustard Graphics Studio	Fainting Goat Pub
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MIXED MEDIA (Cross Platform) CAMPAIGNS

Silver ADDY® Award	Know The Code	SCANA Corporation	SCANA Corporate Compliance
Silver ADDY® Award	Fun or None Campaign	The Adams Group	Meadows Regional Medical Center
Silver ADDY® Award	Amazing Docs, Amazing Kids	Sage Creative Group	Wayne Memorial Hospital

NEWSPAPER

Gold ADDY® Award	Budweiser - Picked from the Same	Free Times	Budweiser of Columbia
Silver ADDY® Award	Landshark	Free Times	Budweiser of Columbia
Silver ADDY® Award	Spartanburg Community Series	RIGGS	Spartanburg Regional Healthcare System

NON-TRADITIONAL ADVERTISING (See Glossary)

Silver ADDY® Award	Air Shrek	Post No Bills	Dreamworks Animation, SKG
Silver ADDY® Award	Gossip Girls Cell Phone Mirror	Post No Bills	Alloy Marketing

OUT-OF-HOME

Gold ADDY® Award	Best Mattress Truck	RIGGS	Best Mattress
Gold ADDY® Award	Crawling Baby	Chernoff Newman	Palmetto Health

PUBLIC SERVICE

Gold ADDY® Award	Midlands Middle College Brochure	RIGGS	Midlands Middle College
Gold ADDY® Award	Unearth Poster	RIGGS	Saluda Shoals Foundation
Gold ADDY® Award	Get Tested Mirror Decal	RIGGS	Palmetto Aids Life Support Services
Gold ADDY® Award	Disappearing Trash	Chernoff Newman	PalmettoPride
Gold ADDY® Award	Sistercare	Columbia Ad Club	Sistercare

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Gold ADDY® Award	The Greatest Gift	Mad Monkey, Inc	Senior Resources
Silver ADDY® Award	Kidney Car TV	RIGGS	National Kidney Foundation of South
Silver ADDY® Award	Embrace Materials	RIGGS	Embrace International
Silver ADDY® Award	Get Tested Poster	RIGGS	Palmetto Aids Life Support Services
Silver ADDY® Award	Enforcement	Chernoff Newman	PalmettoPride

RADIO

Silver ADDY® Award	Dictionary Pics/225 is the new 175	Clear Channel	YMCA
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SALES PROMOTION

Gold ADDY® Award	PicklePalooza Promo Kit	Sage Creative Group	Mt. Olive Pickle Company
Silver ADDY® Award	Scene Weaver 2008 Home Catalogue	Mustard Graphics Studio	Scene Weaver
Silver ADDY® Award	WE tv Upfront 2007 Sales Kit	Post No Bills	WE tv
Silver ADDY® Award	Cabela's Wool Blend Packaging (4)	Mustard Graphics Studio	Scene Weaver
Silver ADDY® Award	Pickles Farm Fresh Packaging	Mustard Graphics Studio	Scene Weaver
Silver ADDY® Award	Ometric Bulk and Powder Trade Show	Chernoff Newman	Ometric Corporation

STUDENT ADDY Categories

Student Gold ADDY®	Bringing Belly Back	Jessica Nielsen	University of South Carolina
Student Gold ADDY®	Parent's Survival Guide 2007	Kailey Waring	University of South Carolina
Student Gold ADDY®	BIC Lighters	Jordan Smith	University of South Carolina
Student Silver ADDY®	Natalie Brown Tribal	Jessica Nielsen	University of South Carolina
Student Silver ADDY®	The Fall of Student Protests	Megan Sinclair	University of South Carolina
Student Silver ADDY®	Watergate: 35 years later	Megan Sinclair	University of South Carolina
Student Silver ADDY®	Prankster	Meredith Ray	University of South Carolina
Student Silver ADDY®	Do It With Your Phone	Ben Buchanan	University of South Carolina
Student Silver ADDY®	Off-Campus Housing Guide 2007	Courtney Chandler	University of South Carolina
Student Silver ADDY®	Garnet & Black Web Site 2007	Julia Anderson	University of South Carolina
Student Silver ADDY®	Do It On...	Elizabeth Wilson	University of South Carolina

TELEVISION

Gold ADDY® Award	Doctor's Bag	Chernoff Newman	Palmetto Health
Gold ADDY® Award	Newspaper	WACH Fox 57	WACH Fox News Good Day
Gold ADDY® Award	Trident 'Human Motion Institute'	Mad Monkey, Inc	Trident Health System
Silver ADDY® Award	ETV Holiday Station Promos	South Carolina ETV	South Carolina ETV
Silver ADDY® Award	Handpicked :30 Spot	Genesis Creative	Handpicked
Silver ADDY® Award	'Holiday'	Lexington Medical Center	Lexington Medical Center
Silver ADDY® Award	The Lowcountry Becomes You	Chernoff Newman	Lowcountry Real Estate
Silver ADDY® Award	Big Babies	Chernoff Newman	Palmetto Health
Silver ADDY® Award	The Proposal	Mirrorball Productions	Syvan and DuBose Jewelers