



American Advertising Awards 2017

Sales & Marketing

Sales Promotion

Product or Service Sales Promotion - Sales Kit or Product Information Sheets

Silver ADDY

Company: Pop-Dot

Advertiser: Johnsonville

Entry: Johnsonville Sales Kit

Credits: Pop-Dot Team

Product or Service Sales Promotion - Menu

Gold ADDY

Company: Kristin Mitchell Design

Advertiser: Tequila Point

Entry: Tequila Point

Credits: Kristin Mitchell, Designer / Dana Gevelinger, Designer

Gold ADDY

Company: z2

Advertiser: SafeHouse MKE / Marcus Corporation

Entry: SafeHouse Menu

Credits: z2 / Jason McGuire, Senior Graphic Designer / Scott Wexler, Copywriter

Packaging - Single Unit

Gold ADDY

Company: Chapa Design

Advertiser: 3rd Sign Brewery

Entry: 3rd Sign Brewery, Sauer Kirsche IPA

Credits: Jerry Chapa, Art Director / Nathanael Pustaver, Designer

Gold ADDY

Company: Chapa Design
Advertiser: 3rd Sign Brewery
Entry: 3rd Sign Brewery, BAP
Credits: Jerry Chapa, Art Director / Nathanael Pustaver, Label Designer

Gold ADDY

Company: Rippe Keane Marketing
Advertiser: Rippe Keane Marketing
Entry: Golf Outing Invitation
Credits: Rippe Keane Marketing, Creative Team

Silver ADDY

Company: Innocorp, Ltd.
Advertiser: Innocorp
Entry: Phone Condom
Credits: Lisa Koehler, Product Development/Graphic Artist

Silver ADDY

Company: Chapa Design
Advertiser: Meeper Technology
Entry: MeeperBot
Credits: Jerry Chapa, Art Director / Designer / Nathanael Pustaver, Designer

Packaging Campaign

Gold ADDY

Company: Chapa Design
Advertiser: 3rd Sign Brewery
Entry: 3rd Sign Brewery Osiris Series
Credits: Jerry Chapa, Art Director / Nathanael Pustaver, Designer

Silver ADDY

Company: Chapa Design
Advertiser: Cadence Cold Brew
Entry: Cadence Cold Brew Packaging
Credits: Jerry Chapa, Art Director / Nathanael Pustaver, Illustrator

Silver ADDY

Company: Chapa Design
Advertiser: Sugar Brook Farms
Entry: Sugar Brook Farms
Credits: Jerry Chapa, Art Director / Nathanael Pustaver, Illustrator

Collateral Material

Stationery Package - Single or Multiple Pieces

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: Rippe Keane Marketing
Entry: Business Cards
Credits: Rippe Keane Marketing, Creative Team

Printed Annual Report

Gold ADDY

Company: Rippe Keane Marketing
Advertiser: Group Health Cooperative of South Central Wisconsin
Entry: Annual Report
Credits: Rippe Keane Marketing, Creative Team

Silver ADDY

Company: Suttle-Straus, Inc.
Advertiser: Preventive Cardiovascular Nurses Association
Entry: PCNA Impact Report
Credits: Christine Edgren, Senior Graphic Designer / Social Media Specialist

Brochure - Single Unit

Silver ADDY

Company: WPS Health Solutions
Advertiser: WPS Health Solutions
Entry: WPS Small Group Sales Kit
Credits: Ellen Foley, Senior VP Corporate Communications / Stephanie Tervort, Senior Director Marketing and Communications / Eric Roell, Creative Manager / Wendy Hathaway, Communications Specialist / Ben Rasmussen, Design Specialist II

Silver ADDY

Company: Suttle-Straus, Inc.
Advertiser: EPIC Specialty Benefits
Entry: EPIC Specialty Benefits Overview
Credits: Christine Edgren, Senior Graphic Designer / Social Media Specialist

Brochure Campaign

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation
Advertiser: Great Lakes Higher Education Guaranty Corporation
Entry: Great Lakes College Access Campaign
Credits: Kira Cortese, Creative Director / Katie Wing, Senior Graphic Designer / Jeffrey Jensen, Senior Writer / Jason Rasmusen, Director Strategic Communications

Publication Design - Cover

Silver ADDY

Company: Hoot Communications
Advertiser: Manitowoc Visitor & Convention Bureau
Entry: Manitowoc-Two Rivers Visitors Guide
Credits: Bob Hoot, Designer / Mike Roemer, Photographer

Publication Design - Magazine Design

Gold ADDY

Company: Stephan & Brady
Advertiser: Wisconsin Milk Marketing Board
Entry: Grate. Pair. Share. Holiday 2016
Credits: Wisconsin Milk Marketing Board and Stephan & Brady

Publication Design - Book Design

Gold ADDY

Company: Colossus of Clout Design Co
Advertiser: Project Wisconsin
Entry: Wisconsin Storytime Book
Credits: Josh Cox, Creative Direction / Design / Steve Davis, Design

Gold ADDY

Company: Suttle-Straus, Inc.
Advertiser: Suttle-Straus, Inc.
Entry: Suttle-Straus History Book
Credits: Erin Hughes, Senior Graphic Designer

Special Event Material - Card, Invitation, Announcement - Single Unit

Gold ADDY

Company: Agrace Hospice & Palliative Care
Advertiser: Agrace Hospice & Palliative Care
Entry: Agrace Butterfly Gala
Credits: Brian Larson, Graphic Designer / Lindsay Huebner, Writer / Monica Cicci, Editor

Silver ADDY

Company: Fredricks/Associates, LLC
Advertiser: Rock County Historical Society/Videogenics
Entry: Strange Incorporated Poster
Credits: Daniel Fredricks, Creative Director / Mary Terry, Design / Meridian, Printer

Silver ADDY

Company: Agrace Hospice & Palliative Care
Advertiser: Agrace Hospice & Palliative Care
Entry: Gala on the Green
Credits: Brian Larson, Graphic Designer / Lindsay Huebner, Writer / Monica Cicci, Editor

Silver ADDY

Company: Suttle-Straus, Inc.
Advertiser: Telephone and Data Systems, Inc.
Entry: TDS "TOP" Award Program Booklet
Credits: Erin Hughes, Senior Graphic Designer

Silver ADDY

Company: Ho-Chunk Gaming Madison
Advertiser: Ho-Chuck Gaming Madison
Entry: HCGM Carnival VIP Invite Mailer
Credits: Colby Larson, Carnival VIP Invite Mailer

Silver ADDY

Company: Sugar Pear Design
Advertiser: Janelle Ramsborg & Ryan Baxter
Entry: Ramsborg/Baxter Save-the-Dates
Credits: Kathy Marcelle, Creative

Silver ADDY

Company: Sugar Pear Design
Advertiser: Chanel la Ong Ly & Yeeleng Mitchell Vang
Entry: Ly/Vang Wedding Suite
Credits: Kathy Marclle, Creative

Silver ADDY

Company: Sugar Pear Design
Advertiser: Breanne Snapp & Wade Pittman
Entry: Snapp/Pittman Wedding Suite
Credits: Kathy Marcelle, Creative

Special Event Material - Card, Invitation, Announcement - Campaign

Silver ADDY

Company: Fredricks/Associates, LLC
Advertiser: Rock County Historical Society
Entry: Spirits in the Night
Credits: Daniel Fredricks, Creative Director / Mary Terry, Design / Meridian, Printer

Direct Marketing

Direct Mail - Flat - Single

Silver ADDY

Company: Suttle-Straus, Inc.
Advertiser: Gressco, Ltd.
Entry: Gressco GV Pro Brochure
Credits: Amy Olson, Graphic Designer

Specialty Advertising - Apparel

Gold ADDY

Company: Fredricks/Associates, LLC

Advertiser: Rock County Historical Society

Entry: Spirits in the Night T-Shirt

Credits: Daniel Fredricks, Creative Director / Mary Terry, Design / Meridian, Printing

Gold ADDY

Company: Isthmus

Advertiser: Isthmus

Entry: Isthmus Beer & Cheese Fest 2016

Credits: Tommy Washbush, Graphic Designer

Specialty Advertising - Other Merchandise

Silver ADDY

Company: Colossus of Clout Design Co

Advertiser: The Dam Bar

Entry: Dam Bar UFO Day Koozie

Credits: Josh Cox, Creative Direction / Design

Specialty Advertising Campaign

Gold ADDY

Company: Discover Mediaworks

Advertiser: Discover Wisconsin

Entry: Discover Wisconsin 2016 Merchandise

Credits: Mariah Haberman, Brand Manager / Kristen Finstad, Marketing Specialist / Sam Bush, Designer / Caitlin McKinstry, Production Coordinator

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: Rippe Keane Marketing

Entry: Golf Outing Promotional Products

Credits: Rippe Keane Marketing, Creative Team

Advertising Industry Self-Promotion

Collateral - Brand Elements

Gold ADDY

Company: Rippe Keane Marketing

Advertiser: Rippe Keane Marketing

Entry: Golf Outing Invitation

Credits: Rippe Keane Marketing, Creative Team

Silver ADDY

Company: Suttle-Straus, Inc.

Advertiser: Suttle-Straus, Inc.

Entry: Suttle-Straus Pull-Tab Leave Behind

Credits: Renee Hegge, Graphic Designer / Erin Hughes, Senior Graphic Designer / Eddie Mason, Art Director

Silver ADDY

Company: Suttle-Straus, Inc.

Advertiser: Suttle-Straus, Inc.

Entry: Suttle-Straus Wide Format Brochure

Credits: Christine Edgren, Senior Graphic Designer / Social Media Specialist / Eddie Mason, Art Director

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: Rippe Keane Marketing

Entry: Rippe Keane Marketing Logo

Credits: Rippe Keane Marketing, Creative Team

Silver ADDY

Company: Lion Tree Group

Advertiser: Lion Tree Group

Entry: LTG Brochure and Business Cards

Credits: Marlena Cavanaugh, Lead Designer

Collateral - Special Event Materials

Gold ADDY

Company: Kennedy Communications

Advertiser: KennedyC

Entry: KennedyC Holiday Invite

Credits: Kennedy Communications, Team

Gold ADDY

Company: z2

Advertiser: Deb Zindler / z2 owner

Entry: WTF - Who's Turning 50 Invite

Credits: Deb Zindler, Creative Director & Copywriter / Karyn Hadjinian, Art Director

Gold ADDY

Company: Rippe Keane Marketing

Advertiser: Rippe Keane Marketing

Entry: Golf Outing Invitation

Credits: Rippe Keane Marketing, Creative Team

Silver ADDY

Company: Suttle-Straus, Inc.

Advertiser: Suttle-Straus, Inc.

Entry: Suttle-Straus Awards Night Invite

Credits: Christine Edgren, Senior Graphic Designer / Social Media Specialist /
Eddie Mason, Art Director / Amy Olson, Graphic Designer

Silver ADDY

Company: Suttle-Straus, Inc.

Advertiser: Suttle-Straus, Inc.

Entry: Suttle-Straus Calendar Holiday Card

Credits: Amy Olson, Graphic Designer / Eddie Mason, Art Director

Print Advertising

Magazine Advertising - Campaign

Silver ADDY

Company: 6AM Marketing

Advertiser: Beaver Dam Community Hospital Inc.

Entry: BDCH Ortho Campaign

Credits: Bill Patton, Creative Director / John Scapes, Art Director / Micah Riecker, Copy Writer

Newspaper Advertising

Silver ADDY

Company: 6AM Marketing

Advertiser: Divine Savior Healthcare

Entry: DSH Surgery Campaign

Credits: Bill Patton, Creative Director / John Scapes, Art Director / Micah Riecker, Copy Writer

Out-Of-Home & Ambient Media

Ambient Media

Guerrilla Marketing Campaign

Silver ADDY

Company: AFFIRM Agency

Advertiser: METRO Bus Cincinnati

Entry: METRO: #61616

Credits: Danny Mager, Account Supervisor/Copywriter / Steve Stocker, Creative Director /
Amy Opad, Account Executive / Karissa Holzbauer, Account Executive/Social Media Strategist /
Ryan Quade, Senior Graphic Designer / Emma Dixon, Copywriter

Ambient Media - Single Installation

Gold ADDY

Company: Colossus of Clout Design Co

Advertiser: Project Wisconsin

Entry: Wisconsin Storytime Gallery Show

Credits: Josh Cox, Creative Direction / Design / Steve Davis, Design / Andy Riel, Design

Silver ADDY

Company: Suttle-Straus, Inc.

Advertiser: Suttle-Straus, Inc.

Entry: Suttle-Straus Trade Show Booth

Credits: Renee Hegge, Graphic Designer / Eddie Mason, Art Director

Silver ADDY

Company: HealthMyne

Advertiser: HealthMyne

Entry: HealthMyne Trade Show Booth

Credits: Neal Miller, VP of Marketing / Steve Davis, Art Director

Silver ADDY

Company: Chapa Design

Advertiser: Octopi Brewery

Entry: Octopi Brewery - Taproom Mural

Credits: Jerry Chapa, Art Director / Nathanael Pustaver, Illustrator & Painter / Arick Pustaver, Music

Ambient Media - Multiple Installations

Silver ADDY

Company: WPS Health Solutions

Advertiser: WPS Health Solutions

Entry: Corporate Values Campaign

Credits: Ellen Foley, Senior VP Corporate Communications /
Stephanie Tervort, Senior Director Marketing and Communications /
Eric Roell, Creative Manager / Cindy Hoffman, Design Specialist

Silver ADDY

Company: Lion Tree Group

Advertiser: Fit Fresh Cuisine

Entry: Fit Fresh Cuisine Coolers and Menu

Credits: Marlena Cavanaugh, Lead Designer

Out-Of-Home

Poster - Single Unit

Silver ADDY

Company: Stephan & Brady
Advertiser: Daniel Kinney and Jenna Wilcox
Entry: Fate of Heart Poster
Credits: Stephan & Brady

Silver ADDY

Company: Isthmus
Advertiser: Isthmus
Entry: Isthmus Beer & Cheese Fest 2016
Credits: Tommy Washbush, Graphic Designer

Silver ADDY

Company: Isthmus
Advertiser: American Family Insurance
Entry: American Family Insurance Championship
Credits: Tommy Washbush, Graphic Designer

Poster - Campaign

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation
Advertiser: Great Lakes Higher Education Guaranty Corporation
Entry: Great Lakes Gives: Snack Drive
Credits: Kira Cortese, Creative Director / Katie Wing, Senior Graphic Designer / Jeffrey Jensen, Senior Writer / Jaime Trongaard, Graphic Designer / Xeng Vang, Graphic Designer / Jason Rasmusen, Director Strategic Communications

Silver ADDY

Company: Great Lakes Higher Education Guaranty Corporation
Advertiser: Great Lakes Higher Education Guaranty Corporation
Entry: Great Lakes Security Posters
Credits: Kira Cortese, Creative Director / Katie Wing, Senior Graphic Designer / Jeffrey Jensen, Senior Writer / Jason Rasmusen, Director Strategic Communications

Outdoor Board - Flat – Single Unit

Gold ADDY

Company: Adams Outdoor Advertising
Advertiser: Jewelers Workshop
Entry: Merry Me
Credits: Brooke Weiland, Art Director / Brian Unitan, Account Executive

Gold ADDY

Company: Ho-Chunk Gaming Madison
Advertiser: Ho-Chunk Gaming Madison
Entry: Beer Bottle Slot Reel
Credits: John Cloud III, Multi Media Design Specialist

Silver ADDY

Company: Adams Outdoor Advertising
Advertiser: Oregon Community Bank
Entry: Oregon Summer Fest
Credits: Evan Schultz, Art Director / Steve Borgwardt, Account Executive

Outdoor Board - Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

Gold ADDY

Company: Adams Outdoor Advertising
Advertiser: Cascade Mountain
Entry: Ski Lift
Credits: Evan Schultz, Art Director / Brian Unitan, Account Executive

Silver ADDY

Company: Red Arrow Advertising & Guide Service
Advertiser: Milwaukee County Zoo
Entry: Bugs Three-Part Reveal "spider"
Credits: Emil Bertalot, Creative Director / Taylor Smith, Art Director

Mass Transit/Airlines - Exterior – Single

Silver ADDY

Company: Wisconsin School of Business, University of Wisconsin-Madison
Advertiser: Wisconsin School of Business
Entry: WSB Bus Shelter Takeover
Credits: Angela Rockwell, Marketing Manager / Chad Theel, Sr. Graphic Designer / Katie Schauer, Design Manager / Patricia Hoopes, Sr. Copywriter / Dan Roelke, Sr. Media Planner/Buyer / Typhaine Morrison, IMC Assistant Director / Alyson Kim, IMC Director

Site - Interior - Single

Silver ADDY

Company: Wisconsin School of Business, University of Wisconsin-Madison
Advertiser: Wisconsin School of Business
Entry: WSB Milwaukee Airport Takeover
Credits: Angela Rockwell, Marketing Manager / Katie Schauer, Design Manager / Patricia Hoopes, Sr. Copywriter / Dan Roelke, Sr. Media Buyer/Planner / Typhaine Morrison, IMC Assistant Director / Alyson Kim, IMC Director

Out-Of-Home Campaign

Gold ADDY

Company: Adams Outdoor Advertising

Advertiser: My Home Foam

Entry: Good Foam, Bad Foam

Credits: Evan Schultz, Art Director / Mitch Buenger, Account Executive

Out-Of-Home Self Promotion Campaign

Silver ADDY

Company: Adams Outdoor Advertising

Advertiser: Adams Outdoor Advertising

Entry: Todd Mac For President

Credits: Evan Schultz, Art Director / Brooke Weiland, Graphic Designer /

Todd McWilliams, General Manager / Steve Tortorici, Copywriter

Public Service

Out-Of-Home - Campaign

Gold ADDY

Company: Adams Outdoor Advertising

Advertiser: Rape Crisis Center

Entry: We Believe You

Credits: Brooke Weiland, Art Director / Brian Unitan, Account Executive

Silver ADDY

Company: Adams Outdoor Advertising

Advertiser: Olbrich Gardens

Entry: Wild, Sprout, Wander, Blossom

Credits: Brooke Weiland, Art Director / Nicole Ledoda, Account Executive

Public Service Ambient Media - Single

Silver ADDY

Company: Wisconsin School of Business, University of Wisconsin-Madison

Advertiser: Wisconsin School of Business

Entry: WSB Legacy Hall Installation

Credits: Ben Stiemsma, Marketing Strategist / Katie Schauer, Design Manager /

Patricia Hoopes, Sr. Copywriter / Typhaine Morrison, IMC Assistant Director /

Lulu Liang, Marketing Assistant / Alyson Kim, IMC Director

Online/Interactive

Websites

Websites - Consumer

Gold ADDY

Company: Backflip
Advertiser: Backflip
Entry: letsbackflip.com

Gold ADDY

Company: Backflip
Advertiser: Karben4
Entry: Beer Brilliance
Credits: Philip Hetue, Designer & Front End / Ryan Freng, Creative Director & Back End

Gold ADDY

Company: The Digital Ring
Advertiser: 1791 Supply & Co
Entry: 1791 Supply & Company Website
Credits: The Digital Ring Crew

Silver ADDY

Company: Moonstruck Media Production, LLC
Advertiser: Veterinary Emergency Service
Entry: Veterinary Emergency Service Site
Credits: Kristy Crosby - Moonstruck Media Production

Silver ADDY

Company: Pilch & Barnet
Advertiser: Middleton Tourism Commission
Entry: Middleton Tourism Website
Credits: Pilch & Barnet, Inc., Marketing & Public Relations

Silver ADDY

Company: Pilch & Barnet
Advertiser: Vilas County Tourism and Publicity
Entry: Vilas County Website
Credits: Pilch & Barnet, Inc., Marketing & Public Relations

Silver ADDY

Company: Pop-Dot
Advertiser: Nonn's
Entry: Nonn's Website
Credits: Pop-Dot Team

Silver ADDY

Company: Mid-West Family Broadcasting
Advertiser: Goodwill of SC WI
Entry: Goodwill SCWI Website
Credits: Crystal Buchberger, Design and Development

Silver ADDY

Company: Mid-West Family Broadcasting
Advertiser: Pinnacle Health & Fitness
Entry: Pinnacle HC Website
Credits: Crystal Buchberger, Design and Development

Silver ADDY

Company: Hiebing
Advertiser: Summit Credit Union
Entry: SummitCreditUnion.com
Credits: Sandy Geier, Creative Director / Shain Wahlen, Art Director / Erin Nelson, Copywriter / Stephanie McKenzie, Designer / Jonathan Dederling, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Kelly Moss Road and Race
Entry: Kelly Moss Road and Race Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager

Silver ADDY

Company: Powderkeg
Advertiser: Harker Heating & Cooling
Entry: Harker Heating & Cooling Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Jason Jones, Developer

Silver ADDY

Company: The Digital Ring
Advertiser: Water Joe
Entry: Water Joe Website
Credits: The Digital Ring Crew

Silver ADDY

Company: The Digital Ring
Advertiser: The Icon Madison
Entry: The Icon Madison Website
Credits: The Digital Ring Crew

Silver ADDY

Company: Candorem
Advertiser: Rock Lake Motors
Entry: Rock Lake Motors Website

Silver ADDY

Company: Kella Design
Advertiser: TDS Custom Construction
Entry: TDS Custom Construction
Credits: Joe Leschisin, Co-Founder / Kelly Leschisin, Co-Founder

Websites - B-to-B

Gold ADDY

Company: Backflip
Advertiser: Backflip
Entry: Let's Backflip
Credits: Ryan Freng, Creative Director / John Shoemaker, Creative & Writing / Philip Hetue, Designer & Developer

Silver ADDY

Company: Powderkeg
Advertiser: Autumn Moon Farm
Entry: Autumn Moon Farm Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Jason Jones, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Membrane Process & Controls
Entry: Membrane Process & Controls Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Nick Kalscheur, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Hustad Companies
Entry: Hustad Companies Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Nick Kalscheur, Developer

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: Rippe Keane Marketing
Entry: Rippe Keane Marketing Website
Credits: Rippe Keane Marketing, Creative Team

Silver ADDY

Company: Lion Tree Group
Advertiser: Interior Logic
Entry: Interior Logic Website
Credits: Marlena Cavanaugh, Lead Designer

Silver ADDY

Company: Candorem
Advertiser: Process Retail Group
Entry: experienceprg.com

Websites - Microsites

Silver ADDY

Company: Stephan & Brady
Advertiser: Jones Dairy Farm
Entry: Jones Dairy Farm: Brinner Microsite
Credits: Stephan & Brady

Silver ADDY

Company: Pop-Dot
Advertiser: Nonn's
Entry: Nonn's Appliance Microsite
Credits: Pop-Dot Team

Silver ADDY

Company: Powderkeg
Advertiser: Concentric Energy Advisors
Entry: CEA Interactive Holiday Card
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Nick Kalscheur, Developer

Silver ADDY

Company: The Digital Ring
Advertiser: Mercury One
Entry: The Nazarene Fund Website
Credits: The Digital Ring Crew

Silver ADDY

Company: The Digital Ring
Advertiser: Mercury Radio Arts
Entry: Glenn Beck Action Microsite
Credits: The Digital Ring Crew / Alexander Somoskey

Social Media

Social Media - Single Execution

Gold ADDY

Company: Hiebing
Advertiser: Summit Credit Union
Entry: "Refresh the Nest" Facebook Promo
Credits: Sandy Geier, Creative Director / Nicole Wessendorf, Art Director / Adam Benavides, Copywriter

Gold ADDY

Company: Isthmus
Advertiser: Madison Cocktail Week
Entry: Madison Cocktail Week
Credits: Justin Sprecher, Freelance Videographer / Jeremy Bazely, Mixologist

Silver ADDY

Company: Kennedy Communications
Advertiser: Culligan Water
Entry: Tea Test
Credits: Kennedy Communications, Team

Silver ADDY

Company: Spectrum Reach
Advertiser: St Vincent de Paul - Plymouth
Entry: Growth Spurt
Credits: Ehren Fleschner, Producer/Director/Writer / Kiel Welk, Videographer

Social Media - Campaign

Gold ADDY

Company: Kennedy Communications
Advertiser: Cost Cutters
Entry: Product Tips Video Campaign
Credits: Kennedy Communications, Team

Gold ADDY

Company: Isthmus
Advertiser: Isthmus
Entry: A Perfect Pairing
Credits: Justin Sprecher, Freelance videographer / Chris Winterhack, Marketing Director / Rebecca Jaworski, Account Executive / Lindsay Bushart, Account Executive

Silver ADDY

Company: Stephan & Brady
Advertiser: Jones Dairy Farm
Entry: Jones Dairy Farm Canvas Ads
Credits: Stephan & Brady

Silver ADDY

Company: Stephan & Brady
Advertiser: Wisconsin Milk Marketing Board
Entry: Cheese Wishes
Credits: Wisconsin Milk Marketing Board and Stephan & Brady

Silver ADDY

Company: The Digital Ring
Advertiser: Milio's Sandwiches
Entry: Milio's Life Is Beautiful Social Campaign
Credits: The Digital Ring Crew

Apps

Website Based App

Gold ADDY

Company: Powderkeg

Advertiser: Powderkeg

Entry: PK Christmas-fy Yourself

Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Matt Engebregtsen, Developer

Advertising & Promotion

Web Banner Ad or Website Takeover

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: Group Health Cooperative of South Central Wisconsin

Entry: General Awareness PPC Ad

Credits: Rippe Keane Marketing, Creative Team

Advertising & Promotion - Campaign

Silver ADDY

Company: The Digital Ring

Advertiser: Milio's Sandwiches

Entry: Milio's Sandals Campaign

Credits: The Digital Ring Crew

Silver ADDY

Company: The Digital Ring

Advertiser: Milio's Sandwiches

Entry: Milio's Life Is Beautiful Campaign

Credits: The Digital Ring Crew

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: Group Health Cooperative of South Central Wisconsin

Entry: General Awareness Digital Campaign

Credits: Rippe Keane Marketing, Creative Team

Silver ADDY

Company: Vendi Advertising

Advertiser: Mayo Clinic Health System

Entry: Mayo Service Line Digital Ads

Credits: Kathy Van Kirk, Creative Director / Karen Bernhardt, Art Director /

Elly Reister, Writer / Emily Zei, Digital Marketing Director / Kate Weis, Account Manager /

Julie Haas, Strategy Principal

Advertising & Promotion - Email

Silver ADDY

Company: Pop-Dot
Advertiser: Nonn's
Entry: Nonn's Insiders List Emails
Credits: Pop-Dot Team

Silver ADDY

Company: The Digital Ring
Advertiser: Milio's Sandwiches
Entry: Milio's Life Is Beautiful Campaign
Credits: The Digital Ring Crew

Silver ADDY

Company: The Digital Ring
Advertiser: Milio's Sandwiches
Entry: Milio's 12 Days Campaign
Credits: The Digital Ring Crew

Blogs & Digital Publications

Digital Publications

Gold ADDY

Company: Stephan & Brady
Advertiser: Wisconsin Milk Marketing Board
Entry: Grate. Pair. Share. Holiday 2016
Credits: Wisconsin Milk Marketing Board and Stephan & Brady

Silver ADDY

Company: Strang, Inc.
Advertiser: Strang, Inc., in conjunction with the Creative Collaboratory, Strang's in-house agency
Entry: The Alliance
Credits: Randy Banks, Vice President | Marketing + Client Care / Peter Gill, Senior Communications Specialist / Matthew Hahn, Senior Marketing Coordinator

Silver ADDY

Company: Pop-Dot
Advertiser: Nonn's
Entry: Nonn's Insiders List Design Stories
Credits: Pop-Dot

Silver ADDY

Company: Econoprint
Advertiser: World Council of Credit Unions
Entry: WOCCU Annual Report
Credits: Andy Riel, Senior Creative Designer

Branded Content & Entertainment

Gold ADDY

Company: Powderkeg

Advertiser: Concentric Energy Advisors

Entry: CEA Interactive Holiday Card

Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Nick Kalscheur, Developer

Online/Interactive Public Service

Gold ADDY

Company: Wisconsin School of Business, University of Wisconsin-Madison

Advertiser: Wisconsin School of Business

Entry: "Go Farther" Wisconsin MBA Landing

Credits: Angela Rockwell, Marketing Manager / Katie Schauer, Design Manager /

Patricia Hoopes, Sr. Copywriter / Dan Roelke, Sr. Media Buyer/Planner /

Typhaine Morrison, IMC Assistant Director / Adam Huffman, Web Applications Developer /

John Wilson, Web Manager / Alyson Kim, IMC Director

Online/Interactive - Advertising Industry Self-Promotion

Gold ADDY

Company: Powderkeg

Advertiser: Powderkeg

Entry: PK Christmas-fy Yourself

Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Matt Engebregtsen, Developer

Silver ADDY

Company: Pilch & Barnet

Advertiser: Pilch & Barnet, Inc.

Entry: Pilch & Barnet Superhero Infograph.

Credits: Pilch & Barnet, Inc., Marketing & Public Relations

Film, Video, & Sound

Radio Advertising

Radio Advertising / Local - Single Spot :30 seconds or less

Gold ADDY

Company: Entercom Milwaukee/Madison

Advertiser: Golden Chicken of Hales Corners

Entry: Golden Chicken

Credits: Ben Holt, Writer/Voice / Jack Gardner, Writer/Engineer/Voice /

Robert Jarzen, Creative Director/Writer

Gold ADDY

Company: Entercom Milwaukee/Madison

Advertiser: Dickensschrauf Plumbing

Entry: Dickensschrauf: An Easy Name

Credits: Robert Jarzen, Creative Director/Writer/Voice / Jack Gardner, Engineer/Voice

Radio Advertising – Regional/National - Single spot more than :30 seconds

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Milwaukee County Zoo

Entry: Bugs Larger than Life "Disclaimer"

Credits: Emil Bertalot, Writer/Producer / Randy Bobo, Production - Independent Sound

Television Advertising

Television Advertising - Local - Single Spot :15 or less

Gold ADDY

Company: WISC-TV3

Advertiser: Circus World

Entry: Go To The Circus

Credits: John Murray, Producer/Videographer / Mike Evans, Editor/Graphics

Silver ADDY

Company: Fox 47 WMSN-TV

Advertiser: Wollersheim Winery and Distillery

Entry: Wollersheim Rising Distillery

Credits: Ian McKay, Promotions Producer

Silver ADDY

Company: WMTV-NBC15

Advertiser: Strander Roofing

Entry: Strander Roofing - "New Roof"

Credits: Brad Weier, Producer/Director/Editor.Videographer

Silver ADDY

Company: WMTV-NBC15

Advertiser: Eddie's Alehouse & Eatery

Entry: Eddie's Alehouse - "Save A Beer"

Credits: Brad Weier, Producer/Director/Editor.Videographer

Silver ADDY

Company: Candorem

Advertiser: Better Business Bureau Serving Wisconsin

Entry: Haunted House

**Television Advertising - Local - Single Spot :30 seconds
Production Budget \$5,000 & Under**

Gold ADDY

Company: WISC-TV3

Advertiser: WISC-TV3

Entry: Wisconsin Color Now Available

Credits: Nan Blom Roach, Writer/Producer / Mark Weigel, Editor

Silver ADDY

Company: WMTV-NBC15

Advertiser: Action Plumbing, Heating and Electric

Entry: Action Plumbing -"Problems Plugged"

Credits: Brad Weier, Producer/Director/Editor.Videographer / Kelly Smith, Videographer

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: Group Health Cooperative of South Central Wisconsin

Entry: Zero Copay TV

Credits: Rippe Keane Marketing, Creative Team / Kathy Geist, Voice Talent

Silver ADDY

Company: Candorem

Advertiser: Better Business Bureau Serving Wisconsin

Entry: Haunted House

**Television Advertising – Local - Single Spot :30 seconds
Production Budget Over \$5,000**

Silver ADDY

Company: Strategic Partners Marketing

Advertiser: Ryan & Joyce-Ryan Funeral Homes

Entry: A Mother's Last Gift

Credits: Brand Strategy, Vision, Concept: Amber Swenor, Strategic Partners Marketing, Founder & Brand Strategist / Chase Stiener, Producer / Daniel Kinney, Director / Jon Sovey, Director of Photography

Silver ADDY

Company: 6AM Marketing

Advertiser: Madison Gas and Electric

Entry: MG&E Commercial

Credits: Bill Patton, Creative Director / John Scapes, Art Director

Television Advertising – Regional/National - Single Spot – Up to 2:00

Silver ADDY

Company: Kennedy Communications

Advertiser: Culligan Water

Entry: Water Safety Commercial

Credits: Kennedy Communications, Team

Silver ADDY

Company: Kennedy Communications
Advertiser: Culligan Water
Entry: Whiteboard TV Commercial
Credits: Kennedy Communications, Team

Silver ADDY

Company: Spot Filmworks, Ltd.
Agency: Third Person Advertising
Advertiser: Batteries Plus Bulbs
Entry: Batteries Plus - Trust The Plus
Credits: Michael Caughill, Creative Director/Writer / Michael Graf, Director / Michelle Tocash-Hughes, Producer

Television Self Promotion

Television Self Promotion / Local - Single Spot - Any Length

Gold ADDY

Company: Fox 47 WMSN-TV
Advertiser: Fox 47 WMSN-TV
Entry: Fox 47 News at Nine - One Man
Credits: Ian McKay, Promotions Producer

Silver ADDY

Company: WISC-TV3
Advertiser: WISC-TV3
Entry: News 3 - Packers vs. Bears
Credits: Mark Weigel, Writer/Producer/Editor / Mike VanSusteren, Videographer

Silver ADDY

Company: WMTV-NBC15
Advertiser: WMTV - NBC15
Entry: NBC15 Take Your Brat To Work Day
Credits: Ryan Hendricks, Producer/Director/Editor.Videographer

Online Film, Video, & Sound

Internet Commercial - Single Spot - Any Length

Gold ADDY

Company: Blend Marketing
Advertiser: OneLogin
Entry: OneLogin for the Modern Enterprise
Credits: Alex Miranda Cruz, Director / Blake Noble, Editor / Jeff Andrew, DP

Silver ADDY

Company: Blend Marketing

Advertiser: OneLogin

Entry: OneLogin SaaS Apps

Credits: Alex Miranda Cruz, Director / Blake Noble, Editor / Jeff Andrew, DP

Silver ADDY

Company: Stephan & Brady

Advertiser: Wisconsin Milk Marketing Board

Entry: Portrait of a Farmer

Credits: Wisconsin Milk Marketing Board and Stephan & Brady

Internet Commercial - Online Film, Video & Sound Campaign

Gold ADDY

Company: Flip2C

Advertiser: The Weather Channel

Entry: Seek Your Weather

Credits: Chris Sloan, Chief Creative Officer / Mike Goldberg, Executive Creative Director / Kyle Buckley, Executive Creative Director / Mike Goldberg, Director / Kyle Buckley, Executive Producer / Mike Goldberg, Writer / Kyle Buckley, Writer / Josh Halverson, Cinematographer / Michael Marten, Art Director / Bethany Michaels, Producer / Kyle Buckley, Editor / Kevin Gesme, Editor

Gold ADDY

Company: Isthmus

Advertiser: Isthmus

Entry: A Perfect Pairing

Credits: Justin Sprecher, Freelance videographer / Chris Winterhack, Marketing Director / Rebecca Jaworski, Account Executive / Lindsay Bushart, Account Executive

Silver ADDY

Company: Stephan & Brady

Advertiser: Jones Dairy Farm

Entry: Jones Breakfast Hack Videos

Credits: Stephan & Brady

Silver ADDY

Company: Hiebing

Advertiser: Summit Credit Union

Entry: Money Smarts "How Not To" Videos

Credits: Sean Mullen, Creative Director / Jacob Farwell, Art Director / Sandy Geier, Copywriter / Tynan Humphrey, Motion Designer

Online Film, Video, & Sound - Single Webisode

Silver ADDY

Company: Discover Mediaworks

Advertiser: Discover Wisconsin

Entry: Discover Wisconsin: Meet Justin

Credits: Mariah Haberman, Producer / Olivia Gilbert, Producer / Bill Demig, Editor

Online Film, Video, & Sound - Webisode - Series

Silver ADDY

Company: Kennedy Communications

Advertiser: Culligan Water

Entry: Contaminant Series

Credits: Kennedy Communications, Team

Branded Content & Entertainment

Branded Content & Entertainment For Online Film, Video & Sound

Single entry :60 seconds or less

Silver ADDY

Company: Pop Pop Digital

Advertiser: Pacific Cycle

Entry: Mongoose MGX-250

Credits: Casey Liddicoat, Producer, Director, Editor /

A.J. Marz, Producer, Director of Photography, Graphics

Branded Content & Entertainment For Online Film, Video & Sound

Single entry - more than :60 seconds

Gold ADDY

Company: C. Blohm & Associates

Advertiser: Robert Bosch Tool Corporation

Entry: #DremelMaker - Paul Lang

Credits: David Dickinson, Director/Producer / Brian Alberth, Director of Photography,

Editor / Paul Lang, Dremel Maker

Gold ADDY

Company: Backflip

Advertiser: Therma-Stor

Entry: Red Beats Blue

Credits: Ryan Freng, Creative Director / John Shoemaker, Director/Writer /

Julia Smith, Producer / Jeff Bell, Editor / Tim Moder, Cinematographer

Silver ADDY

Company: Blend Marketing

Advertiser: Skyline Eco-Adventures

Entry: Our Kuleana

Credits: Alex Miranda Cruz, Director / Blake Noble, Editor / Jeff Andrew, DP

Silver ADDY

Company: Hinckley Productions
Advertiser: Duluth Trading Company
Entry: Women on a Mission
Credits: Natalie Hinckley, Director / Ben Schwartz, Assistant Editor

Branded Content & Entertainment - Non-Broadcast

Silver ADDY

Company: Red Arrow Advertising & Guide Service
Advertiser: Camp Manito-wish YMCA
Entry: Camp Manito-wish Leadership video
Credits: Emil Bertalot, Writer/Producer/Videographer / Indendent Studios,
Sound and Video Editing

Silver ADDY

Company: Peak Creative
Advertiser: Wisconsin Youth Symphony Orchestra
Entry: WYSO 50th Anniversary Video
Credits: Steven Knuteson, Producer / Pete Calgaro, Editor

Branded Content & Entertainment Campaign

Silver ADDY

Company: Stephan & Brady
Advertiser: Jones Dairy Farm
Entry: Jones Breakfast Hack Videos
Credits: Stephan & Brady

Sales Promotion - Audio/Visual Sales Presentation

Silver ADDY

Company: Pop Pop Digital
Advertiser: Yumbutter
Entry: The Secret To Living Is Giving
Credits: Casey Liddicoat, Director, Editor / A.J. Marz, Director of Photography, Graphics

Music Video

Silver ADDY

Company: Isthmus
Advertiser: Isthmus
Entry: Isthmus Live Sessions
Credits: Justin Sprecher, Freelance Videographer / Jim Kraus, Freelance Videographer /
Chris Winterhack, Marketing Director

Public Service Television

Gold ADDY

Company: AFFIRM Agency

Advertiser: Wisconsin Department of Justice & Wisconsin Department of Transportation

Entry: Drugged Driving: One and the Same

Credits: Danny Mager, Producer/Copywriter / Steve Stocker, Creative Director /

Ryan Quade, Senior Graphic Designer / Laura Monagle, Account Executive /

Rich Rubasch, Producer / Meaghan Hoadley, Assistant Account Executive

Silver ADDY

Company: 27 WKOW

Advertiser: 27 WKOW

Entry: Toys for Tots

Credits: Katrina Dunlavy, On-Air Promotion Manager / Jill Genter, Marketing and Community

Relations Manager / Heather Reese, Marketing Promotions Producer / Brent Wetter, Topical

Writer Producer

Public Service Online Film, Video & Sound

Gold ADDY

Company: the john urban production co.

Advertiser: Domestic Abuse Intervention Services

Entry: The DAIS Thank You Letter Project

Credits: JOHN URBAN, Director / Brian Alberth, Camera / Kaitlyn Gaynor, Producer /

Jake Solomon, Sound / Deb Ahrens, Hair/Make Up / Michael Massey, Original Music /

Brian Weinkauff, Lighting / Emily Lassiter, 2nd Assistant Camera / Karen Moeller, Casting /

The Rock Agency, Casting

Advertising Industry Self-Promotion Film, Video & Sound

Silver ADDY

Company: Pop-Dot

Advertiser: Pop-Dot

Entry: Imagine Madison Promotional Video

Credits: Pop-Dot Team

Silver ADDY

Company: The Digital Ring

Advertiser: The Digital Ring

Entry: The Digital Ring Mannequin

Credits: The Digital Ring Crew

Silver ADDY

Company: AFFIRM Agency

Advertiser: AFFIRM Agency

Entry: AFFIRM Holiday Mannequin Challenge

Credits: Danny Mager, Copywriter / Emma Dixon, Copywriter / Ryan Quade, Art Direction /

Mark Skowron, Art Direction / Ross Monagle, Videography/Editing

Cross Platform

Integrated Advertising Campaigns - B-to-B Campaign-National

Gold ADDY

Company: Bostik

Advertiser: Bostik

Entry: Bostik Brand Campaign

Credits: Scott Banda, Bostik Marketing Director / Chris Eichman, Bostik Marketing Communications Manager / Patrick Harrington, Bostik Graphic Designer / Lenel Brown, Marketing Communications Coordinator

Gold ADDY

Company: Lands End Outfitters

Advertiser: Lands End Outfitters

Entry: Lands' End Outfitters Work Wear

Credits: Daniel Hetzer, Creative Director- Lands' End Outfitters / Matthew Cowden, Executive Producer- Pro Video / Daniel Kinney, Video Editor- Pro Video / Stephen Hill, Owner/Photographer at Stephen Hill Photography

Integrated Advertising Campaigns - Consumer Campaign-National

Gold ADDY

Company: Pop-Dot

Advertiser: Nonn's

Entry: Nonn's 2016 Campaign

Credits: Pop-Dot Team

Silver ADDY

Company: UW-Madison Division of Continuing Studies

Advertiser: UW-Madison Summer Term 2016

Entry: Summer Term Campaign 2016

Credits: Sarah Barber, Summer Term Director / Christina Finét, Creative Director / Amy Gunderson, Account Manager / Greta Seckman, Digital Manager / Maria Sadowski, Writer / Stanley Sallay, Designer / Lavilla Capener, Social Media Specialist / Kerrie Osborne, Broadcast Specialist

Silver ADDY

Company: Red Arrow Advertising & Guide Service

Advertiser: Milwaukee County Zoo

Entry: Bugs Larger than Life campaign

Credits: Emil Bertalot, Writer Creative Director / Taylor Smith, Art Direction / Independent Studios, Sound and Visual Editing

Integrated Brand Identity Campaign - Local or Regional/National

Gold ADDY

Company: AFFIRM Agency

Advertiser: Pines Bach Attorneys-at-Law LLP

Entry: Pines Bach Law Firm Rebranding

Credits: Danny Mager, Account Supervisor/Copywriter / Steve Stocker, Creative Director / Ryan Quade, Senior Graphic Designer / Karissa Holzbauer, Account Executive / Cathy Looze, Media Director / Emma Dixon, Copywriter / Mark Skowron, Senior Digital Designer

Silver ADDY

Company: Strategic Partners Marketing

Advertiser: Mad City Party Bus

Entry: Party in any Direction

Credits: Amber Swenor, Brand Redesign & Vision / Rebecca Sullivan, Graphic Designer

Integrated Branded Content Campaign – Local or Regional/National

Gold ADDY

Company: Pilch & Barnet

Advertiser: Rhinelander Tourism Marketing Committee

Entry: Hodag for President Campaign

Credits: Pilch & Barnet, Inc., Marketing & Public Relations

Silver ADDY

Company: WPS Health Solutions

Advertiser: WPS Health Solutions

Entry: Corporate Values Campaign

Credits: Ellen Foley, Senior VP Corporate Communications / Stephanie Tervort, Senior Director Marketing and Communications / Eric Roell, Creative Manager / Cindy Hoffman, Design Specialist / Lou Babiarz, Communications Specialist II / Dan Lemmer, Design Specialist / Scott Rippe, President, Rippe Keane / Nate Mueller, Art Director, Rippe Keane / Ryan Kanable, Senior Communication Specialist

Silver ADDY

Company: Rippe Keane Marketing

Advertiser: Sauk Prairie Healthcare

Entry: Pinky Promise Campaign

Credits: Rippe Keane Marketing, Creative Team

Cross Platform - Online/Interactive Campaign

Silver ADDY

Company: Pop-Dot

Advertiser: Nonn's

Entry: Nonn's Insiders List Full Campaign

Credits: Pop-Dot Team

**Cross Platform - Advertising Industry Self-Promotion Campaigns
Advertising Industry Single Medium Campaign**

Gold ADDY

Company: Colossus of Clout Design Co
Advertiser: Colossus of Clout Design Co.
Entry: Werewolf Snacks Halloween Packaging
Credits: Josh Cox, Creative Direction / Design

Elements of Advertising

Copywriting

Gold ADDY

Company: Rippe Keane Marketing
Advertiser: Rippe Keane Marketing
Entry: Rippe Keane Marketing Website Copy
Credits: Scott Rippe, Copywriting

Silver ADDY

Company: Pilch & Barnet
Advertiser: Vilas County Tourism & Publicity
Entry: Northwoods vs Northwouldn'ts Illus.
Credits: Pilch & Barnet, Inc., Marketing & Public Relations

Silver ADDY

Company: Rippe Keane Marketing
Advertiser: Sauk Prairie Healthcare
Entry: Pinky Promise Radio
Credits: Scott Rippe, Copywriting

Silver ADDY

Company: Candorem
Advertiser: Better Business Bureau Serving Wisconsin
Entry: Haunted House

Visual - Logo Design

Gold ADDY

Company: Ce Designs and Illustration
Advertiser: BonBon and Bourdeaux
Entry: BonBon and Bordeaux
Credits: Catherine E Feeman-Fick, Designer, Owner of Ce Designs & Illustrations

Silver ADDY

Company: Stephan & Brady
Advertiser: Tenacious Badger
Entry: Tenacious Badger
Credits: Stephan & Brady

Silver ADDY

Company: Kennedy Communications
Advertiser: SSM Health
Entry: Restoring Strength and Hope Logo
Credits: Kennedy Communications, Team

Silver ADDY

Company: Ce Designs and Illustration
Advertiser: ZenToes
Entry: ZenToes
Credits: Catherine E Feeman-Fick, Designer, Owner of Ce Designs & Illustrations / Sarah J. Shook, Writer, Owner of ZenToes

Silver ADDY

Company: Pop-Dot
Advertiser: Madison Reading Project
Entry: Read Like Mad Logo
Credits: Pop-Dot Team

Silver ADDY

Company: The Digital Ring
Advertiser: Syndeo Technologies
Entry: Syndeo Technologies Logo
Credits: The Digital Ring Crew

Silver ADDY

Company: Econoprint
Advertiser: Autumn Moon Farm
Entry: Autumn Moon Farm
Credits: Andy Riel, Senior Creative Designer

Visual - Infographic

Gold ADDY

Company: Hiebing
Advertiser: Summit Credit Union
Entry: The Credit Union Difference
Credits: Sandy Geier, Creative Director / Rebecca Barnett, Art Director / Erin Nelson, Copywriter

Silver ADDY

Company: Kennedy Communications
Advertiser: Rural Mutual Insurance
Entry: Farm Safety Infographics
Credits: Kennedy Communications, Team

Film & Video - Cinematography

Silver ADDY

Company: Candorem

Advertiser: Better Business Bureau Serving Wisconsin

Entry: Haunted House

Film & Video - Animation, Special Effects or Motion Graphics

Silver ADDY

Company: WPS Health Solutions

Advertiser: WPS Health Solutions

Entry: By your side—fullscreen

Credits: Ellen Foley, Senior VP Corporate Communications / Stephanie Tervort, Senior Director

Marketing and Communications / Matthew Stanosz, Multimedia Supervisor /

Nate Redman, Multimedia Specialist

Silver ADDY

Company: WPS Health Solutions

Advertiser: WPS Health Solutions

Entry: By your side—sidebar

Credits: Ellen Foley, Senior VP Corporate Communications / Stephanie Tervort, Senior Director

Marketing and Communications / Matthew Stanosz, Multimedia Supervisor / Nate Redman,

Multimedia Specialist

Silver ADDY

Company: Ho-Chunk Gaming Madison

Advertiser: Ho-Chunk Gaming Madison

Entry: Witch Won? | in-house video

Credits: John Cloud III, Multi Media Design Specialist / Colby Larson, Graphic Designer

Film & Video - Video Editing

Silver ADDY

Company: WPS Health Solutions

Advertiser: WPS Health Solutions

Entry: The sky's the limit

Credits: Ellen Foley, Senior VP Corporate Communications / Stephanie Tervort, Senior Director

Marketing and Communications / Eric Roell, Creative Manager / Matthew Stanosz, Multimedia

Supervisor / Nate Redman, Multimedia Specialist / Moira Klos, Vice President, Talent and

Human Resources

Silver ADDY

Company: Candorem

Advertiser: Better Business Bureau Serving Wisconsin

Entry: Haunted House

Silver ADDY

Company: Candorem
Advertiser: Process Retail Group
Entry: Corporate Video

Sound Design

Silver ADDY

Company: Candorem
Advertiser: Better Business Bureau Serving Wisconsin
Entry: Haunted House

Digital Creative Technology - Interface & Navigation

Gold ADDY

Company: Powderkeg
Advertiser: Powderkeg
Entry: PK Christmas-fy Yourself
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager /
Matt Engebregtsen, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Membrane Process & Controls
Entry: Membrane Process & Controls Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager /
Nick Kalscheur, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Hustad Companies
Entry: Hustad Companies Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager /
Nick Kalscheur, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Patio Pleasures
Entry: Patio Pleasures Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager /
Nick Kalscheur, Developer

Silver ADDY

Company: Candorem
Advertiser: Process Retail Group
Entry: experienceprg.com

Digital Creative Technology - Responsive Design

Gold ADDY

Company: Pilch & Barnet
Advertiser: Vilas County Tourism and Publicity
Entry: Vilas County Website
Credits: Pilch & Barnet, Inc., Marketing & Public Relations

Silver ADDY

Company: Pop-Dot
Advertiser: Nonn's
Entry: Nonn's Website Responsive Design
Credits: Pop-Dot Team

Silver ADDY

Company: Hiebing
Advertiser: Summit Credit Union
Entry: SummitCreditUnion.com
Credits: Sandy Geier, Creative Director / Shain Wahlen, Art Director / Erin Nelson, Copywriter / Stephanie McKenzie, Designer / Jonathan Dederling, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Harker Heating & Cooling
Entry: Harker Heating & Cooling Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Jason Jones, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Axley
Entry: Axley Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Nick Kalscheur, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Autumn Moon Farm
Entry: Autumn Moon Farm Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Jason Jones, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Hustad Companies
Entry: Hustad Companies Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager / Nick Kalscheur, Developer

Silver ADDY

Company: Powderkeg
Advertiser: Patio Pleasures
Entry: Patio Pleasures Website
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager /
Nick Kalscheur, Developer

Silver ADDY

Company: The Digital Ring
Advertiser: Water Joe
Entry: Water Joe Website
Credits: The Digital Ring Crew

Silver ADDY

Company: Candorem
Advertiser: Process Retail Group
Entry: experienceprg.com

Silver ADDY

Company: Candorem
Advertiser: Rock Lake Motors
Entry: Rock Lake Motors Website

Digital Creative Technology - User Experience

Gold ADDY

Company: Powderkeg
Advertiser: Powderkeg
Entry: PK Christmas-fy Yourself
Credits: Brittany Kalscheur, Designer / Dylan Thompson, Project Manager /
Matt Engebregtsen, Developer

Gold ADDY

Company: The Digital Ring
Advertiser: 1791 Supply & Co
Entry: 1791 Supply & Co Website
Credits: The Digital Ring Crew

Gold ADDY

Company: The Digital Ring
Advertiser: Water Joe
Entry: Water Joe Website
Credits: The Digital Ring Crew

Silver ADDY

Company: Candorem
Advertiser: Process Retail Group
Entry: experienceprg.com

Silver ADDY

Company: Candorem
Advertiser: Madison Festivals
Entry: Madison Marathon Website

Silver ADDY

Company: Candorem
Advertiser: Rock Lake Motors
Entry: Rock Lake Motors Website

Digital Creative Technology - Data Driven Media

Gold ADDY

Company: The Digital Ring
Advertiser: Mercury Radio Arts
Entry: 180 Report Website
Credits: The Digital Ring Crew

Silver ADDY

Company: The Digital Ring
Advertiser: Meet Your Stylist
Entry: Meet Your Stylist Website
Credits: The Digital Ring Crew

Best of Show Professional

Company: **Flip2C**
Advertiser: The Weather Channel
Entry: Seek Your Weather

Judge's Comments: The judges loved this piece not only because it looks like it was an absolute blast to produce, but because it's a simple idea that breathes new life into an app we all probably already have on our phones. It's well-crafted from concept to cinematography to casting to post-production. The judges never got tired of watching it, and it's the one they wish they had thought of!

Judge's Choice Award

Company: **Backflip**
Advertiser: Karben4
Entry: Beer Brilliance
Judge: John Kreicbergs, Propaganda3

Judge's Comments: This website really stands out in a growing and very crowded category. The site is extremely well crafted with fantastic visual appeal and a great personality. It's also impressive that it incorporates a WordPress backend. Extraordinary job!

Judge's Choice Award

Company: **Rippe Keane Marketing**

Advertiser: Rippe Keane Marketing

Entry: Golf Outing Invitation

Judge: Patrick Burke, Ogilvy Mather

Judge's Comments: The invitation is a simple and fun idea that was very well executed with incredible attention to details, including the overall design, writing and icons. It's quite perfect! Although I'm not a golfer, I would attend this event just to meet and hang out with the designers.

Judge's Choice Award

Company: **Colossus of Clout Design Co**

Advertiser: Project Wisconsin

Entry: Wisconsin Storytime Gallery Show

Judge: Michael Corbeille, SMZ

Judge's Comments: This work is fascinating! It's the perfect blend of historians, writers, and designers while showcasing their stories. Very engaging and informative and left me wanting more. I would frame many of the posters on my wall. It's an exceptional piece with massive expansion potential.