

2014 STUDENT ENTRANTS

Indiana University

Cory Schmidt  
 Joe Hanauer  
 Holly Bindley  
 Matthew Neylon

University of Indianapolis

Aaron Yoder  
 Christian Rearick  
 Danielle Lawson  
 Jennifer Wolf  
 Lauren Butt  
 Lauren Rascoe  
 Phillip Wilkins  
 Whitly Charles  
 Lauren Rascoe

GOLD STUDENT ADDY AWARD

JOE HANAUER & MATTHEW NEYLON // POSTER CAMPAIGN

Bloomington Ad Club  
 "Lamps"

Bloomington Ad Club President: Matthew Neylon  
 Bloomington Ad Club Exec Board Member: Joe Hanauer



SILVER STUDENT ADDY AWARDS

JENN WOLF // Digital Creative Technology

Hoosier Talent Factory  
 Building A Brand

Graphic Designer/Photographer: Jenn Wolf  
 Web Developer: Kyle Corsaro  
 Web Copywriter: Jana Fuelberth  
 Web Copywriter: Corey Koopmans

JOE HANAUER // Visual Elements  
 & MATTHEW NEYLON

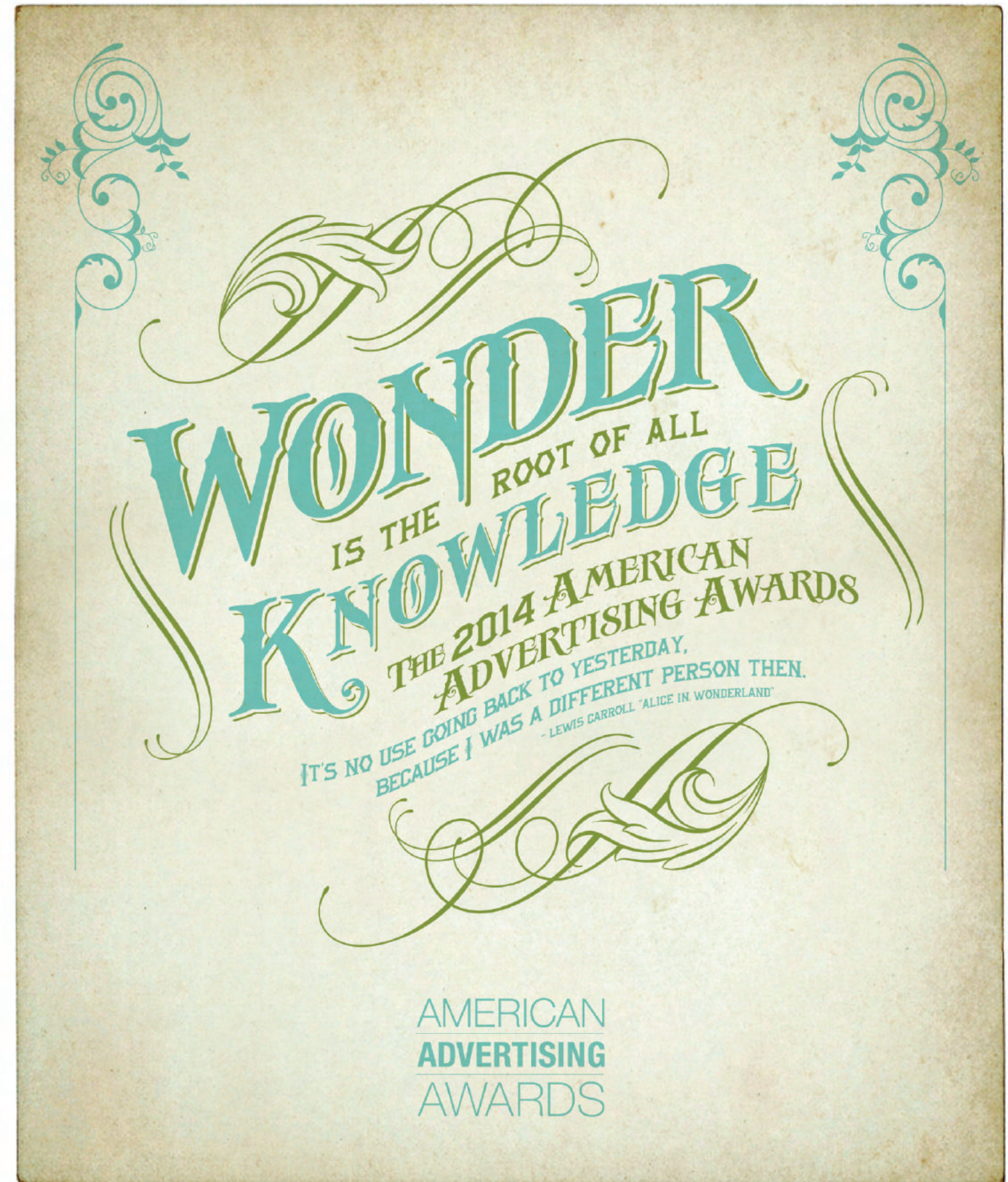
Bloomington Ad Club  
 Logo

President: Matthew Neylon  
 Executive Board Member: Joe Hanauer

HOLLY BINDLEY // Visual Elements

Agency Seven  
 Animation

Designer/Editor: Holly Bindley  
 Photographer: Steph Langan  
 Vocals & Lyricist: Chloe Lebamoff



INDIANAPOLIS

To see all the work or watch videos visit [www.2014addywinners.com](http://www.2014addywinners.com)

## 2014 ENTRANTS

Amy McAdams  
Axiomport  
Beck's Hybrids  
Bennett Innovations  
Ben Shadley Photography  
BLASTmedia  
Borshoff  
Bradley & Montgomery  
Clear Channel Outdoor  
CODO Design  
CVR  
Eclipse Marketing & Advertising  
Emmis  
Fairway Outdoor  
Gautam Rao  
Paul & Tom Advertising  
Hendrix Radar Wise  
Hirons Advertising & PR  
Hoosier Park Racing & Casino  
Indiana Chamber of Commerce  
Indianapolis Indians  
Indiana State Museum  
IndyOrtho  
Jacob Sherry Films  
Kristian Andersen + Associates  
Kathy Davis Design

Lamont Chandler  
Lisa Thomas Creative Services  
Magnitude  
Matchbook Creative  
MediaFuel  
Miles Design  
Miller Brooks  
Miller White  
Mortenson Safar Kim  
One America  
Publicis Indianapolis  
RHB  
Richmarc Productions  
Road Pictures  
Ronlewhorn Industries  
Royalty Design + Branding  
Seal Ideas  
Second Street Creative  
Tactic Marketing  
Thomas Roberts Design  
Timber Design Co.  
TrendyMinds  
Well Done Marketing  
Williams Randall Marketing  
Willow Marketing  
Zoo Creative

## BEST OF SHOW

## OMNISOURCE INTEGRATED CAMPAIGN

**BORSHOFF** // Integrated Campaign

OmniSource  
Integrated Campaign

Creative Director: Jeff Morris  
Art Director: Ryan Abegglen  
Graphic Designer: Jared Shofner  
Account Director: Justin Wojtowicz

Judges Comments:

**JENNIFER:** "Clever. Well Executed. Funny. Engaging. Unexpected. Consistent. Who knew recycling deserved this kind of treatment. To give it that much attention? That's impressive to me. It has continuity through all the elements. It all hangs together really solidly. The messaging is really clear."

**TRACE:** "It's got a strong personality. It's unusual, it's funny and it's persuasive."



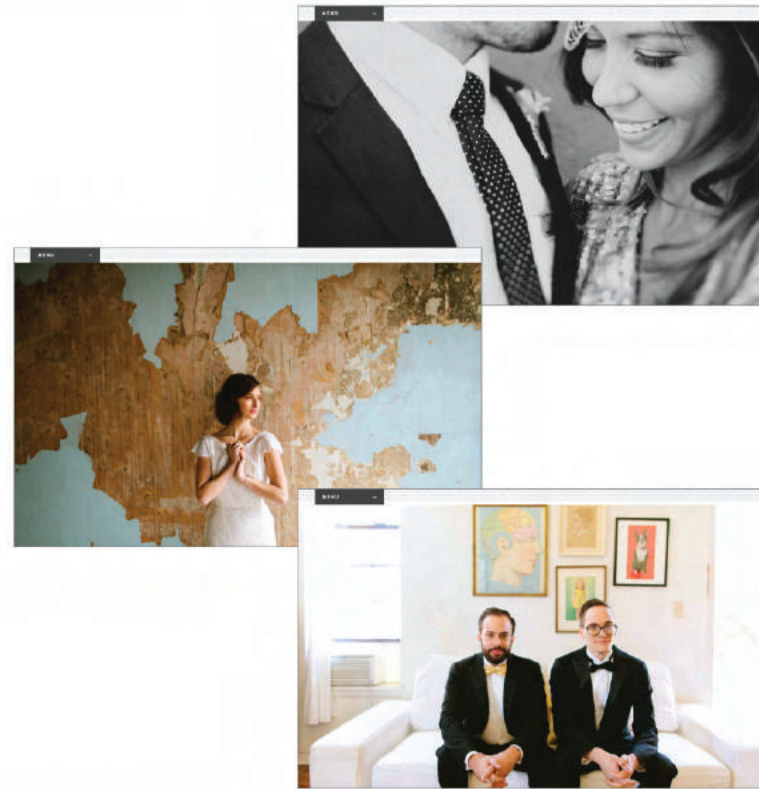
JUDGES AWARD "OUR LOVE IS LOUD" WEBSITE

SECOND STREET CREATIVE // Digital - Consumer Website

Our Love is Loud  
Website  
www.ourloveisloud.com

Owner / Art Director: Ryan Hunley  
Lead Developer: Joe Blackburn

Judges Comments:  
**JENNIFER:** "You are drawn in."  
**JERRY:** "Simple. Refreshing. Balanced. Great content. Emotionally, this story moved me. I read the majority of this website and had a hard time stopping."  
**TRACE:** "Fresh and compelling, interactive storytelling. Unusual. Organic. Unforgettable."



JUDGES AWARD "WE'VE COME A LONG WAY" VIDEO

JACOB SHERRY MEDIA // Visual Elements - Cinematography

Cook Medical  
"We've Come a Long Way" Video

Director: Jacob Sherry  
 Director of Photography: Jim Timperman  
 Special Effects & Composition: Red Echo Post  
 Sound Designer: Nick Palladino

Judges Comments:  
**JENNIFER:** "Such a subtle eloquent story. Gorgeous cinematography. I can imagine it was effective."  
**TRACE:** "A great storytelling film with no dialogue. Intelligent. Compelling. Really strong."



JUDGES AWARD WILLIAM ROAM IDENTITY

MILES DESIGN // Visual Elements - Logo

William Roam  
Identity

Creative Director: Brian K. Gray

Judges Comments:  
**JERRY:** "I'd almost get that as a tattoo."  
**TRACE:** "Love it. Unforgettable. Totally makes me smile. Really strong trademarking."



**WILLIAM ROAM**

JUDGES AWARD HUBBARD & CRAVENS IDENTITY CAMPAIGN

TIMBER DESIGN CO. // Sales Promotion - Campaign

Hubbard & Cravens Coffee Co.  
Identity Campaign

Creative Director: Lars Lawson

Judges Comments:  
**JENNIFER:** "The whole experience. This nailed branding. Tasty. Masterclass in branding."  
**JERRY:** "Strong. So consistent across the table. Superbly executed. I would definitely try this coffee out of respect for the design. The whole body of work was impressive."  
**TRACE:** "The technique is absolutely flawless. Exquisitely executed and integrated. Fresh. A really handsome system. I've not tasted this coffee yet but I'm convinced that it's delicious."



## GOLD ADDY AWARDS

TIMBER DESIGN CO. // Product Presentation

Hubbard & Cravens Coffee Co.  
Carmel Menu

Creative Director: Lars Lawson



TIMBER DESIGN CO. // Packaging

Hubbard & Cravens Coffee Co.  
12 oz Coffee Bag

Creative Director: Lars Lawson



CODO DESIGN // Packaging

Crossroad Vintners  
Bone Snapper Rye Whiskey

Designer: CODO Design



TIMBER DESIGN CO. // Sales Promotion - Campaign

Black Acre Brewing Co.  
Identity Campaign

Creative Director: Lars Lawson



## GOLD ADDY AWARDS

AXIOMPORT // Sales Promotion - Campaign

The Best Chocolate in Town  
Uniforms / Truffles / Ancestors

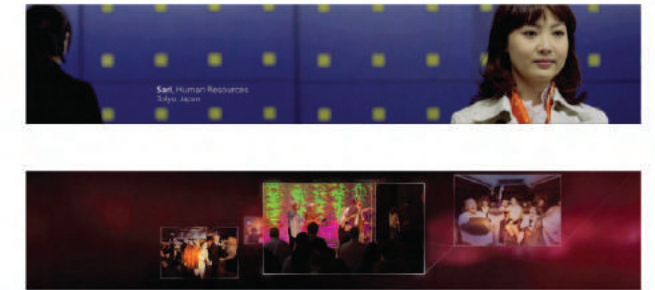
Creative Director: Tim Wallis  
Art Director: Pat Prather  
Writer: Tim Wallis



JACOB SHERRY MEDIA // Video Sales Presentation

Cook Medical  
"We've Come a Long Way" Video

Director: Jacob Sherry  
Director of Photography: Jim Timperman  
Special Effects & Composition: Red Echo Post  
Sound Designer: Nick Palladino



BRADLEY AND MONTGOMERY // Video Sales Presentation

Chase Bank  
"Our Global Kitchen" Video

Associate Creative Director: Gary Paultre  
Creative Director: Brian Harris  
Senior Copywriter: Paul Gosselin



TIMBER DESIGN CO. // Stationary Package

Hubbard & Cravens Coffee Co.  
Business Cards

Creative Director: Lars Lawson



## GOLD ADDY AWARDS

**TIMBER DESIGN CO.** // Stationary Package

RJE Business Interiors  
Business Cards

Creative Director: Lars Lawson



**MILES DESIGN** // Stationary Package

William Roam  
Stationery

Designer: Jon McClure



**RHB** // Brochure

The University of Georgia  
"The First" Viewbook

Principal: Richard Bailey  
Executive VP / Creative Director: Sam Waterson  
Designer: Lindsay Hadley  
Designer: Ellen Eide  
Copywriter: Ryan Millbern



**KATHY DAVIS DESIGN** // Magazine Design

PATTERN Magazine  
PATTERN Issue No. 3

Editor & Creative Director: Polina Osherov  
Design Director: Kathy Davis  
Senior Editor: Janneane Blevins  
Editor at Large: Benjamin Blevins  
Features Editor: Maria Dickman  
Copy Editor: Sean P. Dougherty  
Design Intern: Julia Rickles

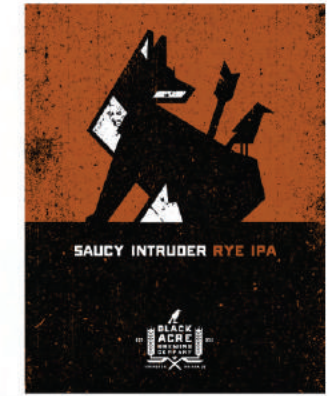


## GOLD ADDY AWARDS

**TIMBER DESIGN CO.** // Collateral Poster

Black Acre Brewing Co.  
"Saucy Intruder" Poster

Creative Director: Lars Lawson  
Screen Printer: Aaron Scamihorn



**HIRONS ADVERTISING + PR** // Collateral Invitation

Eskenazi Health  
Donor Gala Invite

Creative Director: Pam Linsley  
Exec Creative Director / Copywriter: Tom Aschauer  
Print Production Director: Jane Burch  
Senior VP / Account Director: Deana Haworth  
Account Coordinator: Precious Little



**TIMBER DESIGN CO.** // Collateral Campaign

The Labor District Cafe  
Identity Campaign

Creative Director: Lars Lawson



**BORSHOFF** // Outdoor Board

OmniSource  
"Win-Win" Outdoor

Creative Director: Jeff Morris  
Art Director: Ryan Abegglen  
Copywriter: Matt Barnett  
Account Director: Justin Wojtowicz



## GOLD ADDY AWARDS

### BORSHOFF // Outdoor Board

OmniSource  
"Brass"

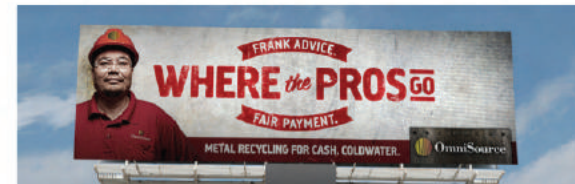
Creative Director: Jeff Morris  
Art Director: Ryan Abegglen  
Copywriter: Matt Barnett  
Account Director: Justin Wojtowicz



### BORSHOFF // Out of Home Campaign

OmniSource  
Outdoor Campaign

Creative Director: Jeff Morris  
Art Director: Ryan Abegglen  
Copywriter: Matt Barnett  
Account Director: Justin Wojtowicz



### AXIOMPORT // Full Page Publication

Hoosier Energy  
"Megawatts" Ad

Creative Director: Scott Johnson  
Art Director: Matt Hale  
Writer: Tim Wallis



### SEAL IDEAS // Publication Campaign

LaCrosse Boots  
Aerohead Hunting Boot Ads

Creative Director / Writer: Ben Seal  
Designer: Ronnie Pudding  
Photographer: Harold Lee Miller



## GOLD ADDY AWARDS

### CALDWELL VANRIPER // B-to-B Website

NCAA  
360 Proof Website  
www.360proof.org

Creative: Matt Georgi, Ronnie Fenwick, Alexander Sprungle, Sibylle Jennett, Karen Belmor

Account Services: Kevin Flynn  
Interactive: The Basement  
Photography: Stephen Hill



### BRADLEY AND MONTGOMERY // Video

Microsoft Office 365 & SkyDrive  
"Group Scheduling" Video

Associate Creative Director: Tom Fawbush  
Creative Director: Craig Moore  
Copywriter: Steven Lemaster  
Art Director: Noah Meadors



### BRADLEY AND MONTGOMERY // Video

Microsoft Internet Explorer  
"Kaleidoscope" Video

Creative Director: Brian Harris  
Creative Director: Craig Moore



### ROAD PICTURES // Video

Kiwanis International  
Key Club - Shoes

Producer: Greg Malone  
Director: Joel Umbaugh



## GOLD ADDY AWARDS

### MORTENSON SAFAR KIM // Video

Hoosier Lottery  
"Where the Money Goes"

Executive Creative Director: Peter Kim  
Copywriter: Peter Kim  
Director: Will Wertz  
Art Director: Noah Gregg  
Editing Company: Will Wertz  
Graphic Designer: Elyse Myers  
Senior Account Executive: Megan Roth



### BORSHOFF // TV Services Campaign

OmniSource  
"Scrap Chat" TV Campaign

Creative Director: Jeff Morris  
Art Director: Megan Houck  
Copywriter: Matt Barnett  
Account Director: Justin Wojtowicz



### SEAL IDEAS // Integrated Campaign

Milto Cleaners  
"Miltonian Wisdom" Campaign

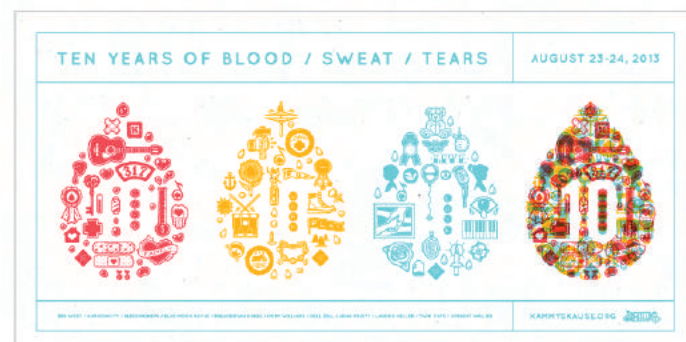
Creative Director / Writer: Ben Seal  
Art Director: John Molloy  
Designer / Production Artist: Toni Folzenlogul



### HIRONS ADVERTISING + PUBLIC RELATIONS // Public Service Poster

Kammy's Kause & 4p- Support Group  
Kammy's Kause Poster

Designer: Bob Ewing  
Illustrator: Bryan Beaver



## GOLD ADDY AWARDS

### MILES DESIGN // Industry Self-Promotion

Miles Design  
Stationery

Creative Director: Brian K. Gray



### TIMBER DESIGN CO. // Industry Self Promotion

AAF Indianapolis  
"Wonder" Call for Entries

Creative Director: Lars Lawson



### TIMBER DESIGN CO. // Visual Elements - Logo

Black Acre Brewing Co.  
Identity

Creative Director: Lars Lawson



### TIMBER DESIGN CO. // Visual Elements - Logo

Acapulco Joe's  
Identity

Creative Director: Lars Lawson



## GOLD ADDY AWARDS

### TIMBER DESIGN CO. // Visual Elements - Logo

Black Acre Brewing Co.  
The Coal Factory Identity

Creative Director: Lars Lawson



### ROYALTY DESIGN & BRANDING // Visual Elements - Logo

Infant Armour  
Logo

Creative Director & Designer: Rik Tommasone



### PUBLICIS INDIANAPOLIS // Visual Elements - Logo

Indiana Soybean Alliance  
Glass Barn Logo

Creative Director: Sara O'Neill  
Account Executive: Jenny Simac



### BRADLEY AND MONTGOMERY // Animation

Chase Bank  
"Chase Checkout" Video

Art Director: Jan Michael Bennett  
Creative Director: Brian Harris  
Editor/Animator: Simon Sangar



## SILVER ADDY AWARDS

AGENCY	ENTRY	CATEGORY	CLIENT
SEAL IDEAS	Commercial Banking Introduction Kit	Sales Promotion	MainSource Bank
TIMBER DESIGN CO.	H&C Tea Tin Packaging	Packaging Campaign	Hubbard & Cravens Coffee Co.
MAGNITUDE	Pacers Sports & Entertainment Entry Pavilion Signage	Branded Environment	Pacers Sports & Entertainment
BRADLEY AND MONTGOMERY	Access	Audio/Visual Sales Presentation	Chase Bank
BRADLEY AND MONTGOMERY	Mission Main Street	Audio/Visual Sales Presentation	Chase Bank
AXIOMPORT	2012 Annual Report	Collateral Material	Boy Scouts of America
PUBLICIS INDIANAPOLIS	King of Prussia Leasing Brochure	Collateral Material	Simon Property Group
BECK'S HYBRIDS	Why I Farm	Brochure	Beck's Hybrids
TIMBER DESIGN CO.	Saucy Intruder & Pumpkin Thief	Poster Campaign	Black Acre Brewing Co.
PUBLICIS INDIANAPOLIS	Masquerade Invitation	Special Event Material	Simon Property Group
HIRONS ADVERTISING + PR	Hill Birthday Party Event Materials	Collateral Material	The Hill Family
MILES DESIGN	Collaboration Mailer	Direct Marketing	RJE Business Interiors
BRADLEY AND MONTGOMERY	Modern.IE	B to B Website	Microsoft
BECK'S HYBRIDS	Why I Farm	Social Media Campaign	Beck's Hybrids
BRADLEY AND MONTGOMERY	Microsoft OneNote	Webisode	Microsoft OneNote
BRADLEY AND MONTGOMERY	Microsoft OneNote: Joe Black	Webisode	Microsoft OneNote
BRADLEY AND MONTGOMERY	Microsoft Partner Video: Twitter	Webisode	Microsoft Windows Store
BRADLEY AND MONTGOMERY	Microsoft Partner Video: Great British Chefs	Webisode	Microsoft Windows Store
BRADLEY AND MONTGOMERY	Microsoft OneNote	Webisode	Microsoft OneNote
BRADLEY AND MONTGOMERY	Microsoft Office 365 and SkyDrive Issues	Internet Commercial	Microsoft Office 365 and SkyDrive
BORSHOFF	"Smile" TV Spot	Television, Single, Services	OmniSource
BORSHOFF	"Red Hat" TV Spot	Television, Single, Services	OmniSource
HENDRIX RADER WISE	Lake City Bank TV	TV Campaign	Lake City Bank
PUBLICIS INDIANAPOLIS	"Pirates of the Caribbean" Movie Poster	Advertising for the Arts	Indianapolis International Film Festival
PUBLICIS INDIANAPOLIS	"Little Miss Sunshine" Movie Poster	Advertising for the Arts	Indianapolis International Film Festival
RONLEWHORN INDUSTRIES	Screen Printed Poster	Direct Marketing	The Just Love Project
HIRONS ADVERTISING + PR	"My Two Pills" Testimonial	Public Service, Audio/Visual	The Office of the Attorney General
AXIOMPORT	Bookmarks	Public Service - Campaign	Indy Reads
HIRONS ADVERTISING + PR	Birthday Celebration Ad	Industry Self Promotion	Hirons Advertising + PR
MILES DESIGN	Holiday Card Set	Industry Self Promotion	Miles Design
MILES DESIGN	Open House Invitation	Industry Self Promotion	Miles Design
TIMBER DESIGN CO.	The Labor District Café Identity	Visual Elements	The Labor District Cafe
TIMBER DESIGN CO.	Lumberjack Identity	Visual Elements	Timber Design Co.
TIMBER DESIGN CO.	Saucy Intruder Logo	Visual Elements	Black Acre Brewing Co.
PUBLICIS INDIANAPOLIS	King of Prussia Photography	Visual Elements	Simon Property Group
MILES DESIGN	Carson Design Associates Website	Digital Creative Technology	Carson Design Associates