

MONSTER



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PROUD SPONSOR
OF THE
2013 LOUIE AWARDS

AMAZING GRAPHICS

www.Monster-Color.com



@MONSTERCOLOR

39th annual louie awards

The 39th annual Louie Awards celebrates the finest work created by the advertising industry in Louisville. The Louie competition represents the ultimate recognition of hard work – and validation of creativity – for the past year. Winning a Louie award is the first step in the three-tiered national ADDY® creative competition, sponsored by the American Advertising Federation, culminating at the AAF national conference.

judges



DALE ADDY, PARTNER
DNA CREATIVE MARKETING, LLC

For nearly 20 years, Dale has created advertising campaigns and design pieces for a wide variety of clients – Belmont University, Country Music Hall of Fame & Museum, Healthcare Management Systems, Jack Daniel's Distillery, Johnston & Murphy, Nissan North America, Inc., Permobil, Inc., Saturn Corporation and Toshiba Consumer Products. His work has garnered numerous honors, including National Gold ADDY® Awards, London International Advertising Award, New York Film Festival Award, One Show, *Print* and Telly Awards. When not working, Dale spends time with his wife and writer, April, and CJ the Golden Retriever/boss of the place.



BRUCE GIFFORD, CHIEF CREATIVE OFFICER
SMITHGIFFORD

Bruce Gifford is known for his intelligent humor across interactive, traditional and integrated spaces. His work has won multiple national and international awards for clients such as Nike, Budweiser, Volvo, HP and Choice Hotels. After working all over the country at agencies such as Goodby Silverstein & Partners, Euro RSCG/NY and Amsterdam, and Arnold Worldwide, he now runs his own agency, SmithGifford. In addition to Cannes, The One Show, *Communication Arts* and the Radio Mercury Awards, his ads have been featured on "America's Funniest Commercials" and FunniestAdsOnTV.com. He now lives in Arlington, Virginia, with his wife and 11-year-old son.



KEVIN KELLY, GROUP CREATIVE DIRECTOR
HAVAS WORLDWIDE CHICAGO

During his 20-year career in advertising, Kevin has created and overseen award-winning consumer-focused creative for clients such as *The Economist*, Charles Schwab, Sears Holding Corp., Sprint, Whole Foods Market, P&G, Sony, Citi ThankYou Card and Citi / American Airlines AAdvantage Card. His experience includes a four-year stint as the founder and owner of a small creative boutique. His work has appeared in a wide variety of channels, including TV, print, radio, direct mail and digital. Kevin believes that achieving success in advertising is contingent upon three things: being wildly passionate about what you do, listening intently and working harder than everybody else.

special thanks

TO OUR DONORS AND PARTNERS FOR THEIR SUPPORT OF THE 2013 LOUIE AWARDS SHOW AND THE RETURN OF THE WINNERS BOOK

Athens Paper
Deckel & Moneypenny
Fred Minnick Photography
French Paper
Hound Dog Press

Interactive Media Lab
John Flower Productions
Korbel
Mohawk Paper
MPI Printing

Power Creative
United Mail
Welch Printing

This year's Winners Book is dedicated to those we have lost in the Louisville creative community this past year.

AMERICAN ADVERTISING FEDERATION – LOUISVILLE 130 St. Matthews Avenue, Suite 302 | Louisville, KY 40207 | louisvilleadfed.org | 502.895.2500

2013 WINNERS BOOK PRODUCTION NOTES Paper provided by Athens Paper: Mohawk Color Copy Premium with iTone 80# cover and 32# text in Neon White. Designed by Power Creative. Printed by Welch Printing on an HP Indigo 5500.

professional winners

best of show

POWER CREATIVE

GE Energy-Renewables
Climb Time Kinect Game

Dan Bryan, CGI
Joel Eckert, CGI
Ben Wilson,
Senior Developer
Jason Latta,
Senior Developer
Tom Herndon,
Associate Creative
Director/Writer
Chris Greenlee,
Associate Creative
Director/Art Director
Dave Pender,
Digital Creative Director



judges' choice

Red7e

Old 502 Winery
Welcome Brick

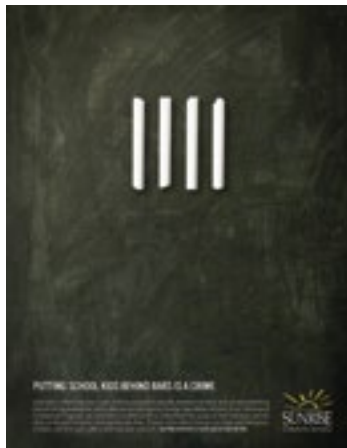
Kevin Price, Art Director
Scott Klosterman, Writer
Dan Barbercheck,
Creative Director

judges' choice

Red7e

Sunrise Children's Services
Detention Poster Campaign

Kevin Price, Art Director
Dan Barbercheck, Writer,
Creative Director
Tiffany Stewart, Writer



judges' choice

Red7e

Baptist Health
Peaceful Holiday TV

James Williamson,
Writer, Agency Producer
Karl Feige, Editor
Kevin Price, Art Director
Rick Boone, Audio Editor,
Interactive Media Lab
Sam Dodson, Producer,
Mass Production
Dan Barbercheck,
Creative Director

sales promotion

catalog

1 GOLD ADDY® AWARD

Power Creative for GE Appliances
Monogram Catalog

Eileen Holston, Associate Creative Director/Writer
Scott Schroeder, Associate Creative Director/Art Director
Michelle Knox, Art Director
Nancy Wiegel, Art Director
Laura Robinson, Creative Director
Phil Cooley, Photographer
Craig Schneider, Photographer



sales kits or product information sheets

2 GOLD ADDY® AWARD

PriceWeber for Brown-Forman
Early Times Blind Archer Sales Kit

JC Thorpe, Creative Director
Robert Trinkle, Account Director

3 GOLD ADDY® AWARD

Red7e for Louisville Convention & Visitors Bureau
Urban Bourbon Trailblazer Credentials Kit

Patrick Hill, Art Director
James Williamson, Writer, Creative Director
Laura Becker, Print Production Manager

SILVER ADDY® AWARD

Power Creative for Lennox
2011 Playbook "The Extraordinaires"

Laura Robinson, Creative Director
Rick Hickey, Associate Creative Director/Art Director
Eileen Holston, Associate Creative Director/Writer
Scott Smith, Senior Art Director
Eric Hahn, Senior Copywriter



packaging, single unit

4 GOLD ADDY® AWARD

Brown-Forman for Brown-Forman Global Travel Retail
Jack Daniel's Double Gold Medal

Sam Gardner, Art Director

SILVER ADDY® AWARD

Brown-Forman for Brown-Forman
Early Times Blind Archer

Dac Austin, Art Director
Webb Blevins, Creative Director
Steve Hacker, Writer

SILVER ADDY® AWARD

Brown-Forman for Brown-Forman
Early Times Fire Eater

Dac Austin, Art Director
Webb Blevins, Creative Director



packaging, campaign

SILVER ADDY® AWARD

Red7e for Old 502 Winery
Old 502 Winery Packaging

Kevin Price, Art Director
Scott Klosterman, Writer
Dan Barbercheck, Creative Director
Louisville Label Inc., Print Production
Laura Becker, Print Production

4

point of purchase,
counter top or attached

SILVER ADDY® AWARD

Red7e for Roy Rogers Restaurants
Feed a Lineman POP

Scott Klosterman, Writer
Wally Dahman, Art Director
Dan Barbercheck, Creative Director



point of purchase,
free-standing

SILVER ADDY® AWARD

PriceWeber for Brown-Forman
Korbel California Classic Surfboard

Carolyn Moses, Creative Director
Charles Frank, Creative Director

5

point of purchase,
trade show exhibit

5 GOLD ADDY® AWARD

Bandy Carroll Hellige for Four Roses Bourbon
Bourbon Gala Bar

Gary Sloboda, Creative Director
Mark Miller, Art Director
Corman & Associates, Construction



campaign

6 GOLD ADDY® AWARD

PriceWeber for Brown-Forman
Early Times Fire Eater

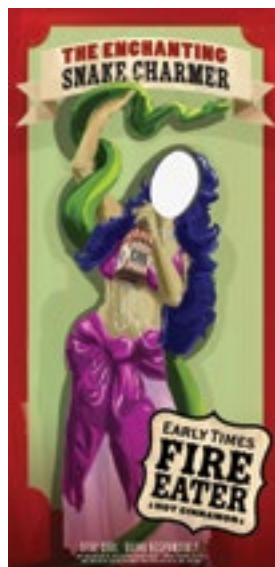
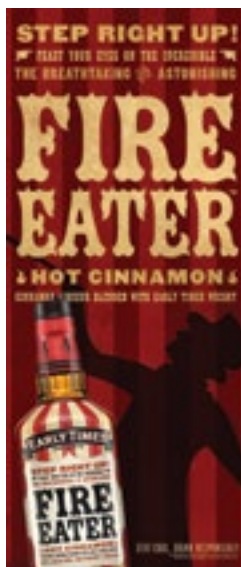
JC Thorpe, Creative Director
Robert Trinkle, Account Director

SILVER ADDY® AWARD

PriceWeber for Brown-Forman
Early Times Blind Archer

JC Thorpe, Creative Director
Robert Trinkle, Account Director

6



collateral material

stationery package, flat printed

1 GOLD ADDY® AWARD

NIMBUS for Greater Louisville Inc.
Greater Louisville Inc., Stationery Package

Zac Stout, Creative Director
Stacey R. Wade, Chief Creative Officer

annual report, four-color

SILVER ADDY® AWARD

Kentucky State Fair Board for Kentucky State Fair Board
2011 Kentucky State Fair Board Annual Report

Mike Fryman, Graphic Designer
Jeanie Dittmeier, Project Manager
Sandra Kendall, Editor
Audrey Flagg, Copywriter
Ryne Dunkelberger, Copywriter

SILVER ADDY® AWARD

Two Guys for Sons of the American Revolution
Foundation
Sons Annual

Chandra Blair, Owner/180 Advertising
Rankin Mapother, Copywriter/Two Guys
Kevin Lippy, Art Director/Two Guys

brochure, four-color

2 GOLD ADDY® AWARD

Power Creative for Lennox Industries Inc.
Lennox in Sync

Rick Hickey, Associate Creative Director/Art Director
Tom Herndon, Associate Creative Director/Writer
Dan Bryan, VFX Artist
Laura Robinson, Creative Director
Dave Pender, Creative Director

SILVER ADDY® AWARD

Power Creative for GE Appliances
Eco Homes

Chris Colby, Associate Creative Director/Art Director
Elizabeth Smith, Assistant Art Director
Andy Stillwagon, Associate Creative Director/Writer
Laura Robinson, Creative Director

SILVER ADDY® AWARD

Power Creative for GE Appliances
Slate

Chris Colby, Associate Creative Director/Art Director
Andy Stillwagon, Associate Creative Director/Writer
Craig Schneider, Senior Photographer
Dan Dry, VP, Chief Visual Officer
Tim Paschal, CG Paint Artist
Laura Robinson, Creative Director

1



2



publication design,
entire book

3 GOLD ADDY® AWARD

21 Skye Design for Goat Rodeo Production
Goat Rodeo Production "Resorts" Book

Thomas Hart Shelby, Photographer
Michael Foley, Producer
Elizabeth Perry Spalding, Creative Director

4 GOLD ADDY® AWARD

Yum! Brands for KFC
*KFC Team Member Booklet for Colonel's
Autobiography Launch*

Heather Roberts, Senior Account Manager
Mary Newell, Creative Director
Sarah Willoughby, Associate Creative Director
Scott Howard, Art Director



poster, single

SILVER ADDY® AWARD

Red7e for Old 502 Winery
Right Way to Drink Wine

Kevin Price, Art Director
Scott Klosterman, Writer
Dan Barbercheck, Creative Director

poster, campaign

SILVER ADDY® AWARD

PriceWeber for Brown-Forman
Korbel California Classic

Carolyn Moses, Creative Director
Charles Frank, Creative Director
Robert Trinkle, Account Director

SILVER ADDY® AWARD

Red7e for Old 502 Winery
Old 502 Urban Winery Poster Campaign

Kevin Price, Art Director
Scott Klosterman, Writer
Tiffany Stewart, Writer
James Williamson, Writer
Dan Barbercheck, Creative Director
Laura Becker, Print Production



special event material,
invitation

5 GOLD ADDY® AWARD

Red7e for Louisville Convention
& Visitors Bureau
Date with a Southern Belle Invitation

Patrick Hill, Art Director
James Williamson, Writer, Creative Director



direct marketing

business-to-business
or consumer, single, 3-d

1 GOLD ADDY® AWARD

Red7e for Louisville Convention & Visitors Bureau
Rainbow-Wigged Crazy's Mailer

Wally Dahman, Art Director
James Williamson, Writer, Creative Director

2 GOLD ADDY® AWARD

Doe-Anderson for Maker's Mark
Maker's Ambassador Holiday Mailers

David Vawter, Chief Creative Officer
Courtney Kempf, Art Director
Adam Linton, Copywriter
Tim Kennedy, Graphic Artist

1



2



out-of-home

mass transit/public/airline, exterior

SILVER ADDY® AWARD

Two Guys for O'Shea's Irish Pubs
Honey

Rankin Mapother, Copywriter
Kevin Lippy, Art Director

site, interior still or static

SILVER ADDY® AWARD

Red7e for Louisville Convention & Visitors Bureau
Bourbon Country Midway Airport Floor Graphics

Patrick Hill, Art Director
James Williamson, Writer, Creative Director
Dan Barbercheck, Creative Director
Matt O'Mara, Media

site, exterior still or static

SILVER ADDY® AWARD

Red7e for Louisville Convention & Visitors Bureau
Bourbon Country Midway Airport Pole Banners

Patrick Hill, Art Director
Matt Newton, Writer
James Williamson, Writer, Creative Director
Dan Barbercheck, Writer, Creative Director
Matt O'Mara, Media

campaign

3 GOLD ADDY® AWARD

Power Creative for Big Brothers Big Sisters
Bowl for Kids Sake

Tim Ofcacek, Art Director
Natalie Weis, Writer
Andy Stillwagon, Associate Creative Director
Dennis Smiley, Associate Creative Director
Laura Robinson, Creative Director

3



non-traditional advertising

non-traditional advertising, single

4 GOLD ADDY® AWARD

Red7e for Old 502 Winery
Welcome Brick

Kevin Price, Art Director
Scott Klosterman, Writer
Dan Barbercheck, Creative Director

4



consumer or trade publication

full page, less than four-color

SILVER ADDY® AWARD

LeapFrog Interactive for Sun Tan City
Sun Tan City "QR Code"

Alan Gilleo, Creative Director
Mike Brown, Senior Writer
Keith Adams, Senior Art Director

full page, four-color

1 GOLD ADDY® AWARD

Power Creative for GE Aviation
Now Serving Houston

Glenn Goodman, Associate Creative Director/Writer
Scott Schroeder, Associate Creative Director/Art Director
Tim Paschal, Creative Retouching
Joel Eckert, Associate Creative Director/CGI
Laura Robinson, Creative Director

SILVER ADDY® AWARD

Power Creative for GE Aviation
Now Serving London

Glenn Goodman, Associate Creative Director/Writer
Scott Schroeder, Associate Creative Director/Art Director
Tim Paschal, Creative Retouching
Joel Eckert, Associate Creative Director/CGI
Laura Robinson, Creative Director

1



2



magazine self-promotion, single

SILVER ADDY® AWARD

Bandy Carroll Hellige for Bandy Carroll Hellige
Indianapolis Film Festival

Gary Sloboda, Creative Director
Brian Garr, Art Director
Ted Eckel, Writer
Tom Anderson, Animation
Frederick Hagan, Music/Sound

3



newspaper

fractional page, color

2 GOLD ADDY® AWARD

Two Guys for O'Shea's Irish Pubs
12:01

Rankin Mapother, Copywriter
Kevin Lippy, Art Director

3 GOLD ADDY® AWARD

Two Guys for O'Shea's Irish Pubs
Morning

Rankin Mapother, Copywriter
Kevin Lippy, Art Director

4 GOLD ADDY® AWARD

Two Guys for O'Shea's Irish Pubs
Walls

Rankin Mapother, Copywriter
Kevin Lippy, Art Director

SILVER ADDY® AWARD

Two Guys for O'Shea's Irish Pubs
Menu

Rankin Mapother, Copywriter
Kevin Lippy, Art Director

4



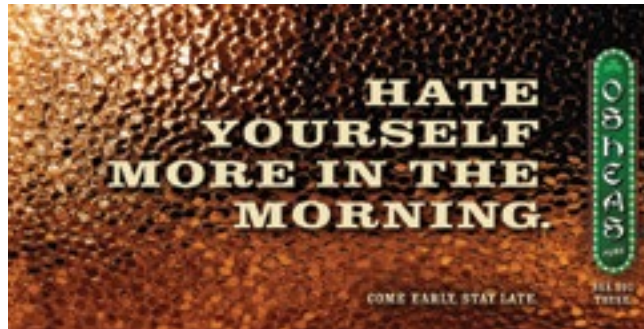
campaign, color

5

5 GOLD ADDY® AWARD

Two Guys for O'Shea's Irish Pubs
Morning/Walls/Menu/12:01

Rankin Mapother, Copywriter
Kevin Lippy, Art Director



digital advertising

websites, b-to-b, services

SILVER ADDY® AWARD

Blackstone Media Network for The Hound
The Hound Website

Ty Goss, Designer

websites, consumer, products

1 GOLD ADDY® AWARD

Power Creative for GE Appliances
monogram.com

Eileen Holston, Associate Creative Director/Writer
Scott Schroeder, Associate Creative Director/Art Director
Dave Pender, Creative Director
Laura Robinson, Creative Director
Ben Wilson, Developer

2 GOLD ADDY® AWARD

Red7e for Louisville Branding Project
Possibility City Website

Patrick Hill, Interactive Designer
Pip Pullen, Writer, Art Director
Brandon Stephens, Contributing Programmer
Dan Barbercheck, Creative Director
Tiffany Stewart, Writer
James Williamson, Writer

websites, consumer, services

SILVER ADDY® AWARD

Power Creative for Kentucky Shakespeare
kyshakespeare.com

Glenn Goodman, Associate Creative Director/Writer
Chris Greenlee, Associate Creative Director/Art Director
Dave Pender, Digital Creative Director

mobile websites, products

SILVER ADDY® AWARD

Power Creative for Lennox
Hero with a Mission Mobile

Patrick Bartenstein, Art Director
Eric Hahn, Copywriter
Eileen Holston, Associate Creative Director/Writer
Rick Hickey, Associate Creative Director/Art Director
Brad Ball, Developer

social media, single platform,
consumer

SILVER ADDY® AWARD

Current360 for Schmitt Sohne Wines
RELAX Pinterest

Angela Trumbaturi, Social Media Director
Elizabeth Dowell, Social Media

SILVER ADDY® AWARD

PriceWeber for Brown-Forman
Canadian Mist Clash of the Cocktails

Mark Stiebling, Creative Director
Jeremy Schell, VP, Digital
Scott Klosterman, Copywriter
Jason Walton, Digital Designer
Eddie Price, Application Developer

SILVER ADDY® AWARD

Yum! Brands for KFC
*Colonel Sanders Autobiography & Cookbook
Launch on Facebook*

Heather Roberts, Senior Account Manager
Mary Newell, Creative Director
Sarah Willoughby, Associate Creative Director
Scott Howard, Art Director
Steve Kelly, Technical Director
Bryan Volz, Developer

social media, campaign

SILVER ADDY® AWARD

Current360 for Schmitt Sohne Wines
Flat Little German

Angela Trumbaturi, Social Media Director
Dennis Bonifer, Art Director
Anthony Bouvier, CTO
Elizabeth Dowell, Social Media
Brad Luttrell, Social Media

apps, tablet

SILVER ADDY® AWARD

Power Creative for Lennox
Lennox Comfort Center App

Jason Kirtley, Senior Art Director
Patrick Bartenstein, Art Director
Eric Hahn, Copywriter
Eileen Holston, Associate Creative Director/Writer
Rick Hickey, Associate Creative Director/Art Director
Dave Pender, Creative Director

SILVER ADDY® AWARD

Power Creative for GE Appliances
Sales Education Guide

Kris Johnson, Art Director
Chris Colby, Associate Creative Director/Art Director
Andy Stillwagon, Associate Creative Director/Writer
Dave Pender, Creative Director
Ben Wilson, Interactive Analyst/Developer
Ted Wirth, Photographer
Craig Schneider, Senior Photographer
Phil Cooley, Photographer
Dan Dry, VP, Chief Visual Officer
Rick Sims, Senior Stylist/Set Producer
April Brown, Stylist/Set Producer

apps, web-based (browser)

SILVER ADDY® AWARD

Power Creative for Interlogix
Synchronized Home

Tom Herndon, Associate Creative Director/Writer
Jason Kirtley, Senior Art Director
Chris Greenlee, Associate Creative Director/Art Director
Dave Pender, Digital Creative Director
Ben Wilson, Senior Developer

1



2



digital advertising (continued)

advertising and promotion,
games

1 GOLD ADDY® AWARD

Power Creative for GE Energy-Renewables
Climb Time Kinect Game

Dan Bryan, CGI
Joel Eckert, CGI
Ben Wilson, Senior Developer
Jason Latta, Senior Developer
Tom Herndon, Associate Creative Director/Writer
Chris Greenlee, Associate Creative Director/Art Director
Dave Pender, Digital Creative Director

SILVER ADDY® AWARD

Red7e for Louisville Branding Project
Dress David

Tony Feltner, Writer, Interactive Design
Pip Pullen, Art Director
Dan Barbercheck, Creative Director

SILVER ADDY® AWARD

Red7e for Louisville Branding Project
Friend of Lou Derby E-card Maker

Pip Pullen, Writer, Art Director
Pip Pullen, Interactive Designer
Anthony Noe, NoelNK, Interactive Developer
Dan Barbercheck, Creative Director



video, commercials

SILVER ADDY® AWARD

Doe-Anderson for Maker's Mark
Maker's Mark Cocktail Party "It isn't about"
Internet Video

David Vawter, Chief Creative Officer
Scott Boswell, Copywriter
Scott Troutman, Art Director
Delane Wise, Broadcast Producer



video, branded content,
:60 or less

2 GOLD ADDY® AWARD

Doe-Anderson for Maker's Mark
Maker's Cocktail Party "Full Blown Notion"
Internet Video

David Vawter, Chief Creative Officer
Scott Troutman, Art/Creative Director
Scott Boswell, Copy/Creative Director
Delane Wise, Broadcast Producer

video, branded content,
more than :60

3 GOLD ADDY® AWARD

Red7e for Louisville Branding Project
Louisville One Minute Movie

Tony Feltner, Writer, Art Director
Tony Feltner, Editor, Producer
Dan Barbercheck, Creative Director
Cool people of Louisville, Filmmakers
Robert McAtee, Original Music "OoweeMan"
Pip Pullen, Nicole Cooper, Producers



campaign

4

4 GOLD ADDY® AWARD

Doe-Anderson for Maker's Mark
Maker's Mark Cocktail Party Internet Videos
"Duet" & "It isn't about"

David Vawter, Chief Creative Officer
 Scott Troutman, Art/Creative Director
 Scott Boswell, Copywriter
 Delane Wise, Broadcast Producer

5 GOLD ADDY® AWARD

Red7e for Louisville Branding Project
Friend of Lou Interactive

Pip Pullen, Writer, Interactive Designer
 Tony Feltner, Writer, Interactive Designer
 Brandon Stephens, Interactive Developer
 Anthony Noe, NoelINK, Interactive Developer
 Dan Barbercheck, Creative Director



5



television

local (one dma), :15 or less

SILVER ADDY® AWARD

Creative Alliance for Nanz & Kraft
Stupid Idiot TV

Christian Urton, Senior Art Director
Cathy Wilde, Associate Creative Director/Copywriter
Andy Vucinich, Executive Creative Director
Videobred, Production Co.

local (one dma), :30

1 GOLD ADDY® AWARD

Focal Point for Dauenhauer Plumbing
Dauenhauer - Robots

Doug Jefferson, Director of Photography
Patrick Hogan, Writer/Editor
Drew Osborn, After Effects
Erica Benton, Producer

2 GOLD ADDY® AWARD

Red7e for Baptist Health
Peaceful Holiday TV

James Williamson, Writer, Agency Producer
Karl Feige, Editor
Kevin Price, Art Director
Rick Boone, Audio Editor, Interactive Media Lab
Sam Dodson, Producer, Mass Production
Dan Barbercheck, Creative Director

local (one dma), campaign

SILVER ADDY® AWARD

Creative Alliance for KAIRE
Idol Free Campaign

Aaron Higginbotham, Art Director
Cathy Wilde, Associate Creative Director/Copywriter
Andy Vucinich, Executive Creative Director
Mad Monkey, Animation

regional/national tv, single, products

SILVER ADDY® AWARD

Creative Alliance for KFC
KFC "Lechon" Festive Feast

Mayi Sanchez, Creative Director
Cristina de Cordoba, Creative Director
Dan Franklin, Chief Creative Officer

regional/national tv, single, services

SILVER ADDY® AWARD

Red7e for Kentucky Farm Bureau
Our Cars

James Williamson, Writer
Karl Feige, Art Director
Sam Dodson, Producer, Mass Production
Johnny Graham, Director, Cloud 9 Productions
David Crites, Glyph Corp., Editor
Rick Boone, Audio Editor, Interactive Media Lab
Harvest Music, Original Music
Dan Barbercheck, Creative Director

regional/national tv campaigns, services

SILVER ADDY® AWARD

Red7e for Kentucky Farm Bureau
Kentucky Farm Bureau Television

James Williamson, Writer, Agency Producer
Karl Feige, Art Director, Editor
Sam Dodson, Producer, Mass Production
Kara Taylor, Producer, Schmoop Productions
Chad Stockfleth, Director, No DEF Pictures
Rick Boone, Audio Editor, Interactive Media Lab
Harvest Music, Original Music
Bob Ramsey, Original Music
David Crites, Glyph Corp., Editor
Johnny Graham, Director, Cloud 9 Productions
Scott Klosterman, Writer
Dan Barbercheck, Creative Director

cinema advertising, movie trailers

SILVER ADDY® AWARD

Bisig Impact Group for 180 Degrees
Pleased to Meet Me Trailer

Mike Fitzer, Director of Rich Media

1



2



integrated campaigns

consumer, local

SILVER ADDY® AWARD

Red7e for Old 502 Winery
Old 502 Integrated Campaign

Kevin Price, Art Director
Scott Klosterman, Writer
Dan Barbercheck, Creative Director
Laura Becker, Print Production
Louisville Label Inc., Print Production
Tiffany Stewart, Writer
James Williamson, Writer

advertising for the arts & sciences

3



collateral, pop or pos materials
(other than posters)

SILVER ADDY® AWARD

Red7e for Louisville Science Center
"Feel the Vibe" Floor Sticker

Kevin Price, Art Director
Rich Machin, Writer
Dan Barbercheck, Creative Director

collateral, poster

3 GOLD ADDY® AWARD

Mothership Graphics
Harry Chapin Poster
Mike Covington, Photographer, Designer

broadcast/electronic/digital

SILVER ADDY® AWARD

Red7e for University of Louisville
Speed School of Engineering
EngineersonTV.com

Karl Feige, Art Director, Editor
Patrick Hill, Interactive Designer
James Williamson, Writer, Producer
Dan Barbercheck, Writer, Creative Director

campaign, single medium

SILVER ADDY® AWARD

Red7e for University of Louisville
Speed School of Engineering
UofL Speed School of Engineering TV Campaign

Karl Feige, Art Director, Editor
James Williamson, Writer
Rick Boone, Audio, Interactive Media Lab
Annie Ratterman, Producer, Videobred
Dan Barbercheck, Creative Director

public service

collateral, annual report

SILVER ADDY® AWARD

Bandy Carroll Hellige for Delta Dental of Kentucky
Delta Dental of KY 2011 Annual Report

Gary Sloboda, Creative Director
Brian Garr, Art Director
Ted Eckel, Writer

collateral, pop or pos materials (other than posters)

SILVER ADDY® AWARD

Power Creative for Olmsted Conservancy
BooLaLa Auction Paddle

Glenn Goodman, Associate Creative Director/Writer
Scott Schroeder, Associate Creative Director/Art Director
Laura Robinson, Creative Director

collateral, poster

1 GOLD ADDY® AWARD

Red7e for Sunrise Children's Services
Detention is a Crime

Kevin Price, Art Director
Dan Barbercheck, Writer, Creative Director

2 GOLD ADDY® AWARD

Red7e for Sunrise Children's Services
Lockdown

Kevin Price, Art Director
Dan Barbercheck, Creative Director
Tiffany Stewart, Writer

3 GOLD ADDY® AWARD

Red7e for Sunrise Children's Services
Small Space

Kevin Price, Art Director
Dan Barbercheck, Creative Director
Tiffany Stewart, Writer

collateral, cards, invitations or announcements

SILVER ADDY® AWARD

Power Creative for Olmsted Conservancy
BooLaLa Invitation

Glenn Goodman, Associate Creative Director/Writer
Scott Schroeder, Associate Creative Director/Art Director
Laura Robinson, Creative Director

SILVER ADDY® AWARD

Power Creative for March of Dimes
Signature Chefs Auction

Tim Ofcacek, Art Director
Eric Hahn, Senior Copywriter
Laura Robinson, Creative Director
Dan Dry, Photographer

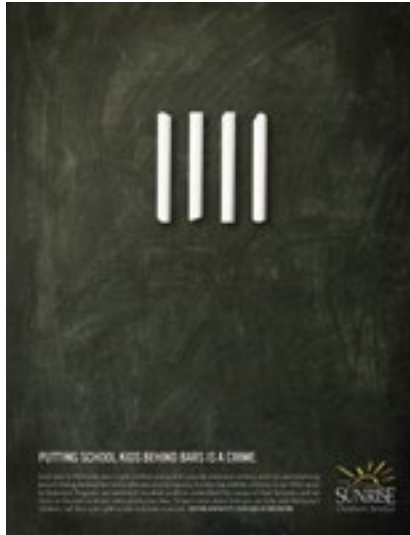
print, magazine

4 GOLD ADDY® AWARD

Red7e for Sunrise Children's Services
Not Going Anywhere

Kevin Price, Art Director
Dan Barbercheck, Writer, Creative Director

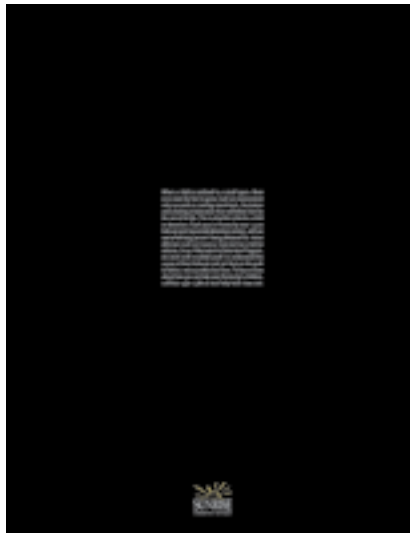
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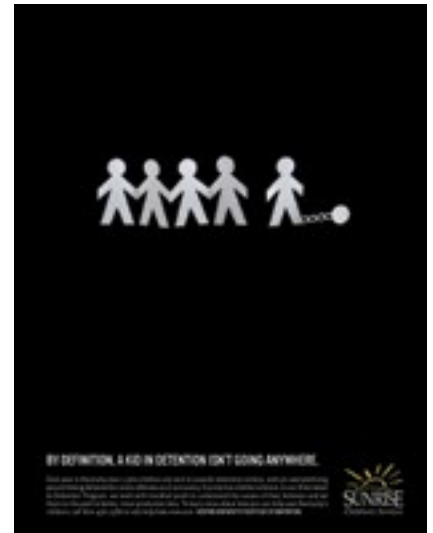
2



3



4



broadcast/electronic/digital, tv

5 GOLD ADDY® AWARD

Creative Alliance for KAIRE
(Kentuckiana Air Education)
Idol Free TV

Aaron Higginbotham, Art Director
Cathy Wilde, Associate Creative Director/Copywriter
Andy Vucinich, Executive Creative Director
Mad Monkey, Animation

direct marketing, specialty items

SILVER ADDY® AWARD

Red7e for Unbridled Eve Derby Benefit
Tonight We Rock

Kevin Price, Art Director
Rich Machin, Writer
Dan Barbercheck, Creative Director

campaign, single medium

6 GOLD ADDY® AWARD

Red7e for Sunrise Children's Services
Detention Poster Campaign

Kevin Price, Art Director
Dan Barbercheck, Writer, Creative Director
Tiffany Stewart, Writer

SILVER ADDY® AWARD

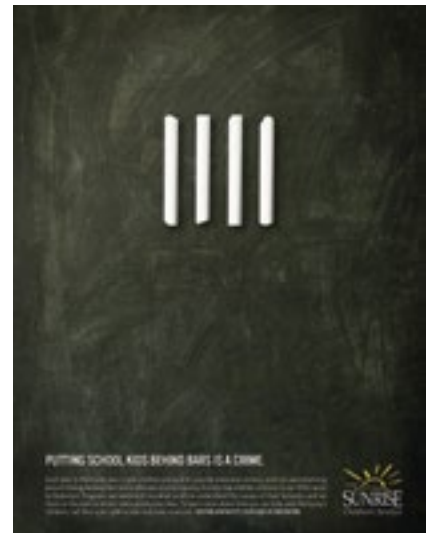
Power Creative for Sister Cities
I Thought...

Brian Brooks, Art Director
Tim Ofcacek, Art Director
Natalie Weis, Writer
Laura Robinson, Creative Director

5



6



self-promotion

creative services and industry
suppliers, stationery package

SILVER ADDY® AWARD

Vimarc for Vimarc

Vimarc Identity

TJ Bean, Art Director

Robert Tillman, Art Director

creative services and industry
suppliers, direct marketing,
specialty items

SILVER ADDY® AWARD

L & D Mail Masters, Inc for L & D Marketing
L & D 2012 Holiday Campaign

Noah Wetzel, Graphic Designer

Krista Fischer, Director of Marketing

Jill Peden, Business Development Manager

integrated campaign

SILVER ADDY® AWARD

Bisig Impact Group for Bisig Impact Group
Bisig Impact Group Holiday Card

Joe Weber, Art Director

Aaron Frisbee, Video Director

Chip Dumstorf, Producer

Donnie Bott, Audio Engineer

James Moses, Director of Photography

elements of advertising

copywriting

SILVER ADDY® AWARD

Power Creative for Lennox

2011 Playbook "The Extraordinaires"

Eric Hahn, Senior Copywriter

Eileen Holston, Associate Creative Director

Laura Robinson, Creative Director

visual, logo

1 GOLD ADDY® AWARD

NIMBUS for 50 Limes

50 Limes Logo

Zac Stout, Creative Director

Stacey R. Wade, Chief Creative Officer

2 GOLD ADDY® AWARD

Red7e for Kentucky Distillers Association

Barrelheads Club Logo

Kevin Price, Art Director

Dan Barbercheck, Creative Director

SILVER ADDY® AWARD

Bandy Carroll Hellige for The Louisville Zoo
SOS Walk Logo

Gary Sloboda, Creative Director

Brian Garr, Art Director

SILVER ADDY® AWARD

Red7e for Derby City Whisker Club

Derby City Whisker Club

Kevin Price, Art Director

1



50 Limes

50 Limes



2



visual, illustration, single

3 GOLD ADDY® AWARD

Power Creative for GE Aviation
Shanghai to San Francisco Poster

David Moore, Illustrator
Scott Schroeder, Associate Creative Director/
Art Director
Laura Robinson, Creative Director

SILVER ADDY® AWARD

Power Creative for Northeast Christian Church
Kidville Live!

Scott Schroeder, Associate Creative Director/
Illustrator
Laura Robinson, Creative Director

visual, illustration, campaign

4 GOLD ADDY® AWARD

Power Creative for Olmsted Conservancy
Frankenstein / Dracula / Wicked Witch

Scott Schroeder, Associate Creative Director/
Illustrator
Tim Ofcacek, Illustrator
Laura Robinson, Creative Director

visual, photography,
black & white

5 GOLD ADDY® AWARD

Power Creative for T-shirts for Pekin
Minutes from Death

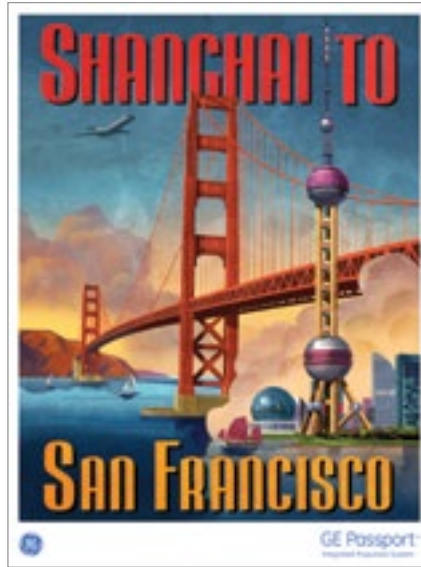
Dan Dry, Chief Visual Officer/Photographer

SILVER ADDY® AWARD

Power Creative for The Julep/James Graham
Brown Cancer Center
The Julep

Dan Dry, Chief Visual Officer/Photographer

3



4



5



elements of advertising (continued)

visual, photography, color

1

SILVER ADDY® AWARD

Power Creative for Churchill Downs
Derby 138

Dan Dry, Chief Visual Officer
Laura Robinson, Photographer

SILVER ADDY® AWARD

Power Creative for GE Appliances
Fresh New

Dan Dry, Chief Visual Officer
Bill Miller, Photographer
Molly Korfhage, Art Director
April Brown, Food Stylist

SILVER ADDY® AWARD

Power Creative for *Food & Dining Magazine*
Steam Bath

Dan Dry, Chief Visual Officer/Photographer

SILVER ADDY® AWARD

Power Creative for *Food & Dining Magazine*
Warehouse E

Dan Dry, Chief Visual Officer/Photographer



visual, photography, digitally enhanced

SILVER ADDY® AWARD

Power Creative for GE Aviation
Now Serving Houston

Tim Paschal, Creative Retouching
Scott Schroeder, Associate Creative Director/Art Director
Laura Robinson, Creative Director

SILVER ADDY® AWARD

Power Creative for GE Aviation
Now Serving London

Tim Paschal, Creative Retouching
Scott Schroeder, Associate Creative Director/Art Director
Laura Robinson, Creative Director



visual, photography, campaign

1 GOLD ADDY® AWARD

Power Creative for T-Shirts for Pekin
Tornado Trauma

Dan Dry, Chief Visual Officer/Photographer

SILVER ADDY® AWARD

LeapFrog Interactive for GuardiaCare
GuardiaCare Photography

Jeremy Reiss, Senior Art Director
Alan Gilleo, Creative Director
Mickie Winters, Photographer

SILVER ADDY® AWARD

Power Creative for March of Dimes
Latest Tools in the Fight

Dan Dry, Chief Visual Officer/Photographer
Tim Ofcacek, Art Director

SILVER ADDY® AWARD

Power Creative for GE Appliances
Phenomenal Fare

Dan Dry, Chief Visual Officer
Craig Schneider, Photographer
Molly Korfhage, Art Director
April Brown, Food Stylist



visual, animation
or special effects

2 GOLD ADDY® AWARD

Power Creative for GE Energy-Renewables
Climb Time Kinect Game

Dan Bryan, CGI
Joel Eckert, CGI
Ben Wilson, Senior Developer
Jason Latta, Senior Developer
Chris Greenlee, Associate Creative Director/
Art Director
Dave Pender, Digital Creative Director
Tom Herndon, Associate Creative Director/Writer

3 GOLD ADDY® AWARD

Power Creative for GE Aviation
GP7200

Joel Eckert, Associate Creative Director/CGI
Dan Bryan, CGI Assistant
Scott Schroeder, Associate Creative Director/
Art Director

4 GOLD ADDY® AWARD

Power Creative for Lennox
Healthy Climate

Dan Bryan, CGI Assistant
Brian Brooks, Senior Art Director
Eric Hahn, Senior Copywriter
Rick Hickey, Associate Creative Director/Creative
Patrick Bartenstein, Digital Art Director

SILVER ADDY® AWARD

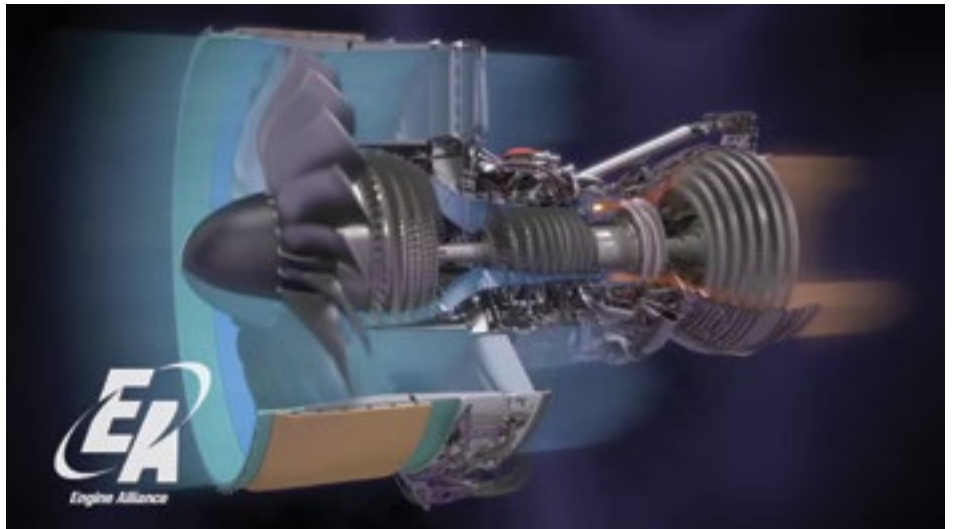
Doe-Anderson for Maker's Mark
Maker's Mark Cocktail Party Animated "Donkey" TV

David Vawter, Chief Creative Officer
Scott Troutman, Art/Creative Director
Scott Boswell, Copy/Creative Director
Delane Wise, Broadcast Producer

2



3



4



elements of advertising (continued)

visual, cinematography

1 GOLD ADDY® AWARD

NIMBUS for Soul Electronics
SOUL Electronics, SOUL of Greatness
Ludacris Spot

Stacey Wade, Chief Creative Officer
Zac Stout, Art Director
Beth Howard, VP of Communications
Todd Broder, Director
Mathew Woolf, Director of Photography

SILVER ADDY® AWARD

Power Creative for GE Appliances
Hiptastic

Chris Colby, Associate Creative Director/
Art Director
Andy Stillwagon, Associate Creative Director/
Writer
Rick Sims, Senior Stylist/Set Producer
April Brown, Stylist/Set Producer
Laura Robinson, Creative Director
Eye Level Films

SILVER ADDY® AWARD

Power Creative for GE Appliances
Paper White

Chris Colby, Associate Creative Director,
Art Director
Andy Stillwagon, Associate Creative Director,
Writer
Troy Purvis, Associate Creative Director/Video
Rick Sims, Senior Stylist/Set Producer
April Brown, Stylist/Set Producer
Laura Robinson, Creative Director
Eye Level Films

digital creative technology, gps & location technology

2 GOLD ADDY® AWARD

DBS Interactive for St. James Court Art Show
St. James Court Art Show

Cyndi Masters
Camille Allman
Brian Maier Jr.
Jennifer Chalek
Hal Burgiss
Anna McKay
Chris Fargen
Jeff Creech

1



2



the one that got away

3 LOCAL ONLY AWARD

Power Creative for The Hartford
Goldfish | Tumbleweeds | Cat Sweaters
Glenn Goodman, Associate Creative Director/Writer
Scott Schroeder, Associate Creative Director/Art Director
Laura Robinson, Creative Director



professional award totals

COMPANY	GOLDS	SILVERS
21 Skye Design	1	
Bandy Carroll Hellige	1	3
Bisig Impact Group		2
Blackstone Media		1
Brown-Forman	1	2
Creative Alliance	1	3
Current360		2
DBS Interactive	1	
Doe-Anderson	3	2
Focal Point	1	
Kentucky State Fair Board		1
L & D Mail Masters, Inc		1
LeapFrog Interactive		2
Mothership Graphics	1	
Nimbus	3	
Power Creative	13	26
PriceWeber Inc.	2	4
Red7e	14	16
Two Guys	4	3
Vimarc		1
Yum! Brands	1	1
TOTAL	47	70

This list does not reflect the total number of entries received. A total of 652 entries were received this year in the Professional, Student and Local Only award categories.

2012–2013 louie committee

- Karen Weaver – Chair, Athens Paper
- Dan Dry – Co-chair, Power Creative
- Beth Brown, United Mail
- Jen Bryant, Hughes Environmental
- Steve Deckel, Deckel & Moneypenny
- Jon Fairfield, Stewart & Associates
- Sara Horstman, Sheehy + Associates
- Jason Lee, Vimarc
- Terri Lenahan-Downs, Louisville Zoo
- Kathy Ritchie, Creativity International Awards
- Christy Smallwood, Arkham Executive
- Chris Stark, Power Creative
- Diana Stewart, Sullivan College of Technology & Design
- Tony Wolfe, Paradyme Marketing, LLC
- Karen Wong, Humana

student winners

student
best of show

TIM WATERFILL

*Gallery Dedication
Brochure/Installation*

Ivy Tech Southern Indiana
Susan Mackowiak,
Instructor

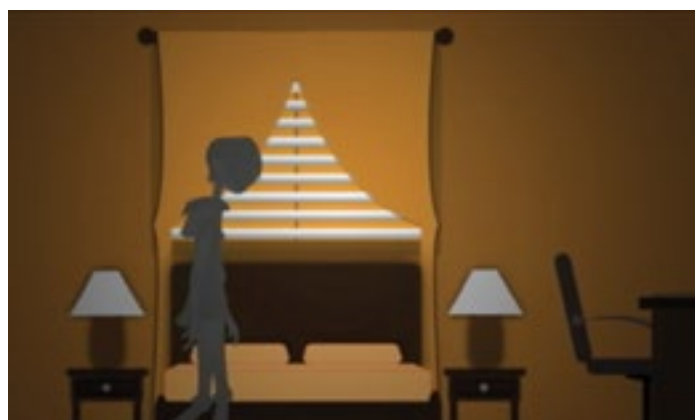


student judges' choice

IMAGEWEST

Parallels - Duomo #7 (Italy) Book

Western Kentucky University
Heather Garcia, Instructor



student judges' choice

CGD STUDENTS

Alone

Sullivan College of Design
Tim Brown, Instructor

sales promotion 1

packaging

1 STUDENT GOLD ADDY® AWARD

Alyssa Weber

Bella Amore Wine Package

Jefferson Community & Technical College

Terry W. Lutz, Instructor

2 STUDENT GOLD ADDY® AWARD

Deanna Heuser

Bacardi Package

Sullivan College of Design

Craig Niemann, Instructor

STUDENT SILVER ADDY®

Harvetta Everett Frazier

HoneyBeez Gourmet Chocolate Packaging

Jefferson Community & Technical College

Terry W. Lutz, Instructor

STUDENT SILVER ADDY®

Marty Triplett

Oaken Barrel Bourbon Packaging

Jefferson Community & Technical College

Terry W. Lutz, Instructor



point of purchase

STUDENT SILVER ADDY®

Bethany Gleadle

Mario P.O.P. Display

Jefferson Community & Technical College

Terry W. Lutz, Instructor

STUDENT SILVER ADDY®

Olga Skrynnikova

Packaging Gold Rush

Jefferson Community & Technical College

Terry W. Lutz, Instructor

2



collateral material

stationery package

3 STUDENT GOLD ADDY® AWARD

Hadeel Yasser

Smith & Jones Stationery

Jefferson Community & Technical College

Fred Crawford, Instructor

STUDENT SILVER ADDY®

Danielle Torres

Identity System

Ivy Tech Southern Indiana

Todd Flatt, Instructor

STUDENT SILVER ADDY®

Hadeel Yasser

Personal Stationery

Jefferson Community & Technical College

Terry W. Lutz, Instructor

STUDENT SILVER ADDY®

Jessica Keating

Restaurant Packaging

Ivy Tech Southern Indiana

Todd Flatt, Instructor

3



collateral material (continued)

brochure, annual report

1 STUDENT GOLD ADDY® AWARD

Imagewest

WKU Harlaxton Brochure

Western Kentucky University

Heather Garcia, Instructor

2 STUDENT GOLD ADDY® AWARD

Reba Bangasser

Annual Report

Jefferson Community &
Technical College

Terry W. Lutz, Instructor

3 STUDENT GOLD ADDY® AWARD

Tim Waterfill

*Gallery Dedication Brochure/
Installation*

Ivy Tech Southern Indiana

Susan Mackowiak, Instructor

STUDENT SILVER ADDY®

Bethany Gleadle

CAT Annual Report

Jefferson Community &
Technical College

Terry W. Lutz, Instructor

STUDENT SILVER ADDY®

Deanna Heuser

*Deanna Heuser Graphic
Standard Manual*

Sullivan College of Design

Diana Stewart, Instructor

STUDENT SILVER ADDY®

Jessica Keatting

Restaurant Menu

Ivy Tech Southern Indiana

Susan Mackowiak, Instructor

publication design,
series (covers,
spreads or features)

STUDENT SILVER ADDY®

Tim Waterfill

*Restaurant Comprehensive
Campaign*

Ivy Tech Southern Indiana

Susan Mackowiak, Instructor

Todd Flatt, Instructor

publication design,
book design (entire
book)

4 STUDENT GOLD ADDY® AWARD

Imagewest

Parallels - Duomo #7 (Italy) Book

Western Kentucky University

Heather Garcia, Instructor



newspaper

ad - fractional page or full page

STUDENT SILVER ADDY®

Emily Richerson

Mango Island Two-Color Newspaper Ad

Jefferson Community & Technical College

Fred Crawford, Instructor

digital advertising

website

5 STUDENT GOLD ADDY® AWARD

Imagewest

LuLu's Fine Home Furnishings Website

Western Kentucky University

Heather Garcia, Instructor



elements of advertising

visual, logo

STUDENT SILVER ADDY®

Bethany Gleadle

Personal Lettermark

Jefferson Community &

Technical College

Terry W. Lutz, Instructor

STUDENT SILVER ADDY®

Emily Richerson

Mango Island Sportswear Logo

Jefferson Community &

Technical College

Fred Crawford, Instructor

STUDENT SILVER ADDY®

Mary Ellen Howard

Personal Lettermark

Jefferson Community &

Technical College

Terry W. Lutz, Instructor

STUDENT SILVER ADDY®

Reba Bangasser

Personal Lettermark

Jefferson Community &

Technical College

Terry W. Lutz, Instructor

visual, illustration, single

6 STUDENT GOLD ADDY® AWARD

Erica Martinez

Bob Dylan Poster

Sullivan College of Design

Tim Brown, Instructor

visual, photography,
color

STUDENT SILVER ADDY®

Candace Rudd

Self Portrait

Ivy Tech Southern Indiana

Melissa Dettlinger, Instructor

visual, photography,
digitally enhanced

STUDENT SILVER ADDY®

Bethany Gleadle

Homage to Dali

Jefferson Community &

Technical College

Bryan Moberly, Instructor

visual, animation
or special effects

7 STUDENT GOLD ADDY® AWARD

CGD Students

Alone

Sullivan College of Design

Tim Brown, Instructor

STUDENT SILVER ADDY®

Rachel Peckenpugh

Where's Your Helmet

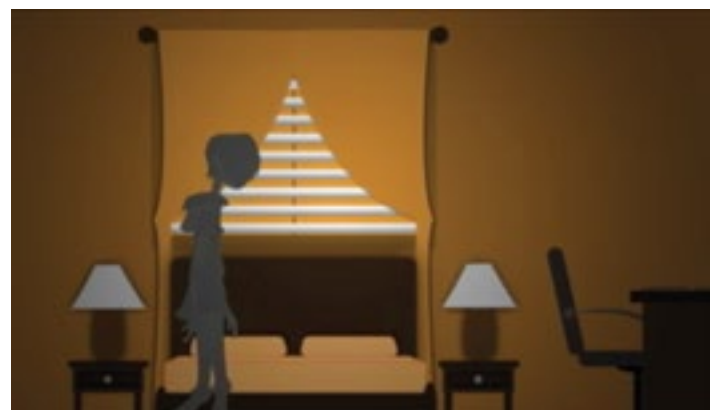
Sullivan College of Design

Tim Brown, Instructor

6



7





thanks

A big thanks to all the entrants this year and good luck to all the winners who move on to the District ADDY® competition.

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20 JUDGES

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THIS COULD BE YOU!

Sullivan College of Technology and Design congratulates the students who submitted entries.

Congrats!

Mustafa Besic
Deanna Heuser
Erica Martinez
Emily Rodgers
Donnie Stevens

Laura Burch
Samantha Lindsey
Rachel Peckenpaugh
Michaela Von Long
Tiffany Zink

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