

11 District Eleven

06 AAF - Great Falls

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**SALES PROMOTION**

**Packaging**

**02 C Campaign**

**Award:** Gold ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Montana Fly Company  
**Title:** FISH OBSESSED - Campaign

**Audio/Visual Sales Presentation**

**04 Audio/Visual Sales Presentation**

**Award:** Silver ADDY® Award  
**Entrant:** BACKTRACK films  
**Advertiser:** JM Eagle  
**Title:** JM Eagle

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**COLLATERAL MATERIAL**

**Stationery Package**

**05 A Flat Printed**

**Award:** Silver ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Tim's Diesel & Auto Repair Inc  
**Title:** Tim's Diesel & Auto Stationery

**Publication Design**

**08 D Magazine Design (Entire Magazine)**

**Award:** Silver ADDY® Award  
**Entrant:** Montana Bride, Inc.  
**Advertiser:** Montana Bride  
**Title:** Magazine

**Poster**

**09 A Single**

**Award:** Silver ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Vidi Entertainment  
**Title:** Vidi Poster

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**DIRECT MARKETING**

**Business-to-Business or Consumer, Single**

**11 B 3-D**

**Award:** Silver ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Diversified Plastics, Inc.  
**Title:** Coffee Mug Mailer

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**OUT-OF-HOME**

**Campaign**

**18 Out-of-Home, Campaign**

**Award:** Silver ADDY® Award  
**Entrant:** Flying Horse Communication  
**Advertiser:** Frontier Cancer Center  
**Title:** Frontier Cancer Center 'I Can' Outdoor Board Campaign

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**OUT-OF-HOME**

**Award:** Silver ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Discovery Ski Corp.  
**Title:** Helena 5-Pack - CAMPAIGN

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**CONSUMER OR TRADE PUBLICATION**

**Full Page**

**22 B Four-color**

**Award:** Gold ADDY® Award  
**Entrant:** Flying Horse Communication  
**Advertiser:** Yellowstone Country  
**Title:** Yellowstone Country Road to Freedom Alpine Ad

**Award:** Silver ADDY® Award  
**Entrant:** Flying Horse Communication  
**Advertiser:** Yellowstone Country  
**Title:** Yellowstone Country Road to Freedom Nordic Ad

**Award:** Silver ADDY® Award  
**Entrant:** Flying Horse Communication  
**Advertiser:** Yellowstone Country  
**Title:** Yellowstone Country Road to Freedom Snowmobile Ad

**Campaign**

**24 B Four-Color**

**Award:** Gold ADDY® Award  
**Entrant:** Flying Horse Communication  
**Advertiser:** Yellowstone Country  
**Title:** Yellowstone Country Road to Freedom Print Campaign

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**NEWSPAPER**

**Campaign**

**30 B Color (any color besides black)**

**Award:** Silver ADDY® Award  
**Entrant:** MMG  
**Advertiser:** Cosmetic Surgical Arts Centre  
**Title:** Cosmetic Surgical Arts Centre: Head to Toe Campaign

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**INTERACTIVE MEDIA**

**Websites, B-to-B Flash**

**32 C Services**

**Award:** Silver ADDY® Award  
**Entrant:** Montana State University - Northern  
**Advertiser:** Big Think Creative Alliance, LLC  
**Title:** Big Think Ink

**Websites, B-to-B HTML/Other**

**33 C Services**

**Award:** Silver ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Climate & Land Use Alliance  
**Title:** Climate and Land Use Alliance

**Websites, Consumer HTML/Other**

**35 A Products**

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**INTERACTIVE MEDIA**

- Award:** Gold ADDY® Award
- Entrant:** PartnersCreative
- Advertiser:** Grant Creek Trails Association
- Title:** Grant Creek Trails Association
  
- Award:** Silver ADDY® Award
- Entrant:** PartnersCreative
- Advertiser:** Kalispell Consumer & Visitor's Bureau
- Title:** Kalispell Consumer & Visitor's Bureau
  
- Award:** Silver ADDY® Award
- Entrant:** Brickhouse Creative
- Advertiser:** Bozeman Reel Company
- Title:** Bozeman Reel Company Website
  
- Award:** Silver ADDY® Award
- Entrant:** Brickhouse Creative
- Advertiser:** Free Fly
- Title:** Free Fly Website

**35 C Services**

- Award:** Silver ADDY® Award
- Entrant:** 45 Degrees North
- Advertiser:** Vidi Entertainment
- Title:** Vidi Website
  
- Award:** Silver ADDY® Award
- Entrant:** I Spy Design, Inc.
- Advertiser:** Trail Guides Yellowstone
- Title:** Trail Guides Yellowstone

**Online**

**36 C Micro or Mini Sites**

- Award:** Silver ADDY® Award
- Entrant:** Flying Horse Communication
- Advertiser:** Yellowstone Country
- Title:** Yellowstone Country Road to Freedom Microsite

**36 G Mobile Websites**

- Award:** Silver ADDY® Award
- Entrant:** PartnersCreative
- Advertiser:** Discovery Ski Corp.
- Title:** skidiscovery.com Mobile Site

**36 J Internet Commercials**

- Award:** Gold ADDY® Award
- Entrant:** Flying Horse Communication
- Advertiser:** BOGS Footwear
- Title:** BOGS 2011 Fall Video
  
- Award:** Gold ADDY® Award
- Entrant:** 45 Degrees North
- Advertiser:** Vidi Entertainment
- Title:** Vidi Promo Video

**36 K Webisodes**

- Award:** Gold ADDY® Award
- Entrant:** PartnersCreative
- Advertiser:** Montana Film Office
- Title:** Pitch the 406 - VIDEO

**Websites / Online**

**37 Campaign**

- Award:** Gold ADDY® Award
- Entrant:** PartnersCreative
- Advertiser:** Montana Film Office
- Title:** Pitch the 406 - CAMPAIGN

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**INTERACTIVE MEDIA**

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**RADIO**

**Local (one metro)**

**39 A :30**

**Award:** Silver ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Discovery Ski Corp.  
**Title:** Helena 5-Pack - TEEN FRIEND

**Regional/National**

**41 A :30**

**Award:** Silver ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Montana State Fund  
**Title:** Return to Work - OPERA

**Award:** Silver ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Montana State Fund  
**Title:** Return to Work - HALLELUJAH

**Regional/National Campaign**

**42**

**Award:** Silver ADDY® Award  
**Entrant:** MercuryCSC  
**Advertiser:** First Interstate Bank  
**Title:** First Interstate Bank - Radio Campaign

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**TELEVISION**

**Local, Single (one DMA)**

**44 C4 :60 or more, Production \$5001 or More**

**Award:** Silver ADDY® Award  
**Entrant:** Flying Horse Communication  
**Advertiser:** Riverstone Health  
**Title:** Riverstone Health 'Hands'

**Local**

**45 B Campaign, Production \$501 to \$1500 per spot**

**Award:** Silver ADDY® Award  
**Entrant:** Community Medical Center  
**Advertiser:** Community Medical Center  
**Title:** 'Of course it's Community' TV Campaign

**Regional/National TV, Single**

**47 C Consumer Services**

**Award:** Silver ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Montana State Fund  
**Title:** Return to Work - FIRST DAY

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**MIXED/MULTIPLE MEDIA**

**Consumer, Regional / National**

**54**

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**MIXED/MULTIPLE MEDIA**

- Award:** Silver ADDY® Award  
**Entrant:** Flying Horse Communication  
**Advertiser:** Yellowstone Country  
**Title:** Yellowstone Country Road to Freedom Campaign
- Award:** Silver ADDY® Award  
**Entrant:** MercuryCSC  
**Advertiser:** First Interstate Bank  
**Title:** First Interstate Bank - Mixed Media Campaign
- Award:** Silver ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Vidi Entertainment  
**Title:** Vidi Mixed Media Campaign
- 

**ADVERTISING FOR THE ARTS &**

**Print**

**56 A Magazine**

- Award:** Silver ADDY® Award  
**Entrant:** Community Medical Center  
**Advertiser:** Community Medical Center  
**Title:** Wildlife Film Festival Program Ad
- 

**PUBLIC SERVICE**

**Broadcast/Electronic**

**64 A TV**

- Award:** Gold ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Montana Department of Transportation  
**Title:** Seat Belt - BULL RIDER

**64 D Interactive**

- Award:** Gold ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Montana Department of Transportation  
**Title:** Mythcrashers - CHICKEN DROP
- Award:** Gold ADDY® Award  
**Entrant:** PartnersCreative  
**Advertiser:** Montana Department of Transportation  
**Title:** Mythcrashers - SEAT BELT
- 

**ADVERTISING INDUSTRY SELF-**

**Creative Services and Industry Suppliers**

**69 K Cards / Invitations / Announcements**

- Award:** Silver ADDY® Award  
**Entrant:** Brickhouse Creative  
**Advertiser:** Brickhouse Creative  
**Title:** Brickhouse Creative Holiday Card
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**ELEMENTS OF ADVERTISING**

**Logo**

72

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**ELEMENTS OF ADVERTISING**

- Award:** Gold ADDY® Award  
**Entrant:** I Spy Design, Inc.  
**Advertiser:** Trail Guides Yellowstone  
**Title:** Trail Guides Yellowstone
- Award:** Silver ADDY® Award  
**Entrant:** Brickhouse Creative  
**Advertiser:** Ruby Springs Lodge  
**Title:** Ruby Springs Lodge Logo
- Award:** Silver ADDY® Award  
**Entrant:** Designworks  
**Advertiser:** Kalispell Creamery  
**Title:** Kalispell Creamery

**Photography**

**74 D Campaign**

- Award:** Silver ADDY® Award  
**Entrant:** 45 Degrees North  
**Advertiser:** Three Bear Lodge & Restaurant  
**Title:** Three Bear Lodge Photography
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**STUDENT ADDY Categories**

**Sales Promotion**

**S01 A Packaging**

- Award:** Student Silver ADDY®  
**Entrant:** Chad M Green  
**Advertiser:** Montana State University  
**Title:** Converse Shoe Box
- Award:** Student Silver ADDY®  
**Entrant:** David Driscoll  
**Advertiser:** Montana State University- Bozeman  
**Title:** Spike Seasoning Package Redesign
- Award:** Student Silver ADDY®  
**Entrant:** Brittany Tyler  
**Advertiser:** Montana State University  
**Title:** A Verb for Keeping Warm packaging design
- Award:** Student Silver ADDY®  
**Entrant:** Shelby Singleton  
**Advertiser:** Montana State University  
**Title:** Little Mermaid Converse Box
- Award:** Student Silver ADDY®  
**Entrant:** Lena K Haines  
**Advertiser:** Montana State University  
**Title:** Converse Flashback Shoe Series

**Collateral Material**

**S02 A Stationery Package**

- Award:** Student Silver ADDY®  
**Entrant:** D. Heryford, J. Pursell, B. Tyler, C. Stanick  
**Advertiser:** Montana State University  
**Title:** MOSS stationary system

**S02 B Brochure, Annual Report**

- Award:** Student Gold ADDY®  
**Entrant:** Tina Smith  
**Advertiser:** Montana State University  
**Title:** TIME 100 Brochure - Mia Wasikowska

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**STUDENT ADDY Categories**

**Award:** Student Silver ADDY®  
**Entrant:** Chris Stanick  
**Advertiser:** Montana State University  
**Title:** Time 100 Brochure

**Award:** Student Silver ADDY®  
**Entrant:** Nikki Romero  
**Advertiser:** Montana State University  
**Title:** Time 100 Brochure

**Award:** Student Silver ADDY®  
**Entrant:** Bret Sander  
**Advertiser:** MSU Bozeman  
**Title:** TIME 100

**S02 C Poster**

**Award:** Student Gold ADDY®  
**Entrant:** Nicole Simon  
**Advertiser:** Montana State University  
**Title:** Wolfmother Poster

**Award:** Student Silver ADDY®  
**Entrant:** Haley Connolly  
**Advertiser:** Montana State University  
**Title:** Amadeus AFI Film Poster

**Award:** Student Silver ADDY®  
**Entrant:** Mitchell Williams  
**Advertiser:** Montana State University  
**Title:** Aid to Orphans of Madagascar Poster

**Award:** Student Silver ADDY®  
**Entrant:** Dominic Scariano  
**Advertiser:** Montana State University  
**Title:** AFI Top 100 Rear Window Film Poster

**Award:** Student Silver ADDY®  
**Entrant:** Lauren M. Grigsby  
**Advertiser:** Montana State University  
**Title:** "One Flew Over the Cuckoo's Nest" AFI Film Poster

**Award:** Student Silver ADDY®  
**Entrant:** Mahalia Pauls  
**Advertiser:** Montana State University  
**Title:** Butch Cassidy and the Sundance Kid Poster

**S02 D Poster Campaign**

**Award:** Student Silver ADDY®  
**Entrant:** MSU Billings  
**Advertiser:** MSU Billings  
**Title:** Beartooth Nature Center

**S02 E Editorial Design Cover**

**Award:** Student Gold ADDY®  
**Entrant:** Vanessa Swenson  
**Advertiser:** Montana State University  
**Title:** Time Cover: Social Habitat

**Award:** Student Silver ADDY®  
**Entrant:** Kellee Kackman  
**Advertiser:** Montana State University  
**Title:** Time Magazine Cover

**Award:** Student Silver ADDY®  
**Entrant:** Kylie Walter  
**Advertiser:** Montana State University  
**Title:** Time Magazine Cover

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**STUDENT ADDY Categories**

**Award:** Student Silver ADDY®  
**Entrant:** Jake Sarlo  
**Advertiser:** Montana State University  
**Title:** Time Magazine Cover

**S02 G Editorial Design Series**

**Award:** Student Gold ADDY®  
**Entrant:** Carson Wiser  
**Advertiser:** Montana State University  
**Title:** Craigslist Book

**Award:** Student Gold ADDY®  
**Entrant:** Bret Sander  
**Advertiser:** MSU Bozeman  
**Title:** Book Amazing Mustaches

**Award:** Student Silver ADDY®  
**Entrant:** Kellee Kackman  
**Advertiser:** Montana State University  
**Title:** Book

**Award:** Student Silver ADDY®  
**Entrant:** Diana Heryford  
**Advertiser:** Montana State University  
**Title:** Book

**Award:** Student Silver ADDY®  
**Entrant:** Nicole Simon  
**Advertiser:** Montana State University  
**Title:** Simon Says Book

**Non-Traditional Advertising**

**S05**

**Award:** Student Gold ADDY®  
**Entrant:** Samantha Delvo, Krystle Horton  
**Advertiser:** Montana State University  
**Title:** Eggo Waffles Street Ad

**Award:** Student Silver ADDY®  
**Entrant:** Samantha Delvo  
**Advertiser:** Montana State University  
**Title:** Not For Sale Campaign

**Award:** Student Silver ADDY®  
**Entrant:** N. Bryan & J. Sheehan  
**Advertiser:** Montna State University  
**Title:** Amnesty International Death Penalty

**Interactive Media**

**S08 A Website**

**Award:** Student Silver ADDY®  
**Entrant:** Shane Johnson  
**Advertiser:** Montana State University  
**Title:** Airstream Website

**Award:** Student Silver ADDY®  
**Entrant:** Brian Abbott  
**Advertiser:** Montana State University  
**Title:** Lost Trail

**Award:** Student Silver ADDY®  
**Entrant:** McKenna Mielke  
**Advertiser:** Montana State University - Northern  
**Title:** McKenna Mielke Website

**Television**

**S10 B Campaign (2 - 4 ads)**



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**STUDENT ADDY Categories**

**Award:** Student Gold ADDY®  
**Entrant:** MSU Billings  
**Advertiser:** MSU Billings  
**Title:** Beartooth Nature Center

**Elements of Advertising**

**S12 A Logo**

**Award:** Student Gold ADDY®  
**Entrant:** Brittany Constantino  
**Advertiser:** Montana State University  
**Title:** Dog Training Club Redesign

**Award:** Student Gold ADDY®  
**Entrant:** Tom Metcalfe  
**Advertiser:** Montana State University - Northern  
**Title:** Eight Design

**Award:** Student Silver ADDY®  
**Entrant:** North Bryan  
**Advertiser:** Montna State University  
**Title:** Kettle House Logo

**Award:** Student Silver ADDY®  
**Entrant:** Chris Stanick  
**Advertiser:** Montana State University  
**Title:** Logo Redesign Montana MMA

**S12 B Illustration**

**Award:** Student Gold ADDY®  
**Entrant:** Theo Rindos  
**Advertiser:** Montana State University  
**Title:** Portrait Illustration Series

**Award:** Student Gold ADDY®  
**Entrant:** Shane Johnson  
**Advertiser:** Montana State University  
**Title:** Space is the Place

**Award:** Student Silver ADDY®  
**Entrant:** Vanessa Swenson  
**Advertiser:** Montana State University  
**Title:** Iron and Wine Concert Poster Illustration

**Award:** Student Silver ADDY®  
**Entrant:** Andrew Lockhart  
**Advertiser:** Montana State University  
**Title:** Portland

**Award:** Student Silver ADDY®  
**Entrant:** Vanessa Swenson  
**Advertiser:** Montana State University  
**Title:** Iron and Wine Band Poster

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