

AMERICAN ADVERTISING AWARDS

The logo for the American Advertising Awards Montana. It features the words "AMERICAN", "ADVERTISING", and "AWARDS" stacked vertically in a large, black, sans-serif font. To the right of these words is a vertical red bar containing the word "MONTANA" in white, uppercase, sans-serif font.

American Advertising Awards Montana – For work done in 2014 Professional Categories

SALES PROMOTION

Entry ID: 01A-101610-11-FAL
Category: 01A - Catalog
Award: Gold ADDY Award
Entrant: Prime Incorporated
Advertiser: M Squared Construction
Title: M Squared Construction Portfolio
Credits:
Jason Johnson, Creative Director
Alexa Audet, Designer

Entry ID: 01B-106505-11-FAL
Category: 01B - Sales Kit or Product Information Sheets
Award: Gold ADDY Award
Entrant: times2studio
Advertiser: Expedition Overland
Title: Expedition Overland Media Kit
Credits:
Todd Farrell, Art Director
Amy Farrell, Art Director

Entry ID: 01D-102794-11-FAL
Category: 01D - Menu
Award: Silver ADDY Award
Entrant: CSG Media
Advertiser: Dave's Sushi

Title: Dave's Sushi

Credits:

Chance Remien, Creative Director
Jake Mahan, Graphic Designer
Elysia Crockett, Graphic Designer

Entry ID: 01E-106138-11-FAL

Category: 01E - Campaign

Award: Silver ADDY Award

Entrant: The Kinetic Agency

Advertiser: City Brew Coffee

Title: City Brew Coffee Anniversary Campaign

Credits:

Dana Pulis, Company Owner
Justin Wutzke, Graphic Designer
Brandi Simpson, Account Executive
Jody Hayes, Production Designer

Entry ID: 01E-106139-11-FAL

Category: 01E - Campaign

Award: Silver ADDY Award

Entrant: The Kinetic Agency

Advertiser: City Brew Coffee

Title: City Brew Coffee Cowboy Christmas Campaign

Credits:

Dana Pulis, Company Owner
Justin Wutzke, Graphic Designer
Brandi Simpson, Account Executive
Jody Hayes, Production Designer

Entry ID: 02A-98318-11-FAL

Category: 02A - Single Unit

Award: Gold ADDY Award

Entrant: Meta Newhouse Design

Advertiser: Tiny Sparks

Title: Tiny Sparks Packaging

Credits:

Meta Newhouse, Creative Director
Christy Coltrin, Copywriter

Entry ID: 03A -78386-11-FAL

Category: 03A - Counter Top or Attached

Award: Silver ADDY Award

Entrant: QuelDesign, LLC

Advertiser: JoeFroyo

Title: JoeFroyo

Credits:

Raquel Mayer, Creative Director

Entry ID: 04-102752-11-FAL
Category: 04 - SALES PROMOTION - Campaign (for categories 01A-03D)
Award: Silver ADDY Award
Entrant: CSG Media
Advertiser: Pint Pass
Title: Pint Pass
Credits:
 Chance Remien, Creative Director
 Jake Mahan, Graphic Designer
 Elysia Crockett, Graphic Designer
 Prime Inc,

COLLATERAL MATERIAL

Entry ID: 06-99987-11-FAL
Category: 06 - COLLATERAL MATERIAL - Stationery Package (any printing method)
Award: Gold ADDY Award
Entrant: Spur Studio
Advertiser: Spur Studio
Title: ReThink Dentistry Brand Identity & Print Collateral
Credits:
 Shannon Hughes, Principal Lead Strategist
 Kristin Baker, Principal Creative Director
 Ray Lombardi, Jr. Creative Director

Entry ID: 08A-106080-11-FAL
Category: 08A - Single unit (any printing method)
Award: Gold ADDY Award
Entrant: The Kinetic Agency
Advertiser: Loenbro
Title: Loenbro Capabilities Brochure
Credits:
 Dana Pulis, Company Owner
 Justin Wutzke, Graphic Designer
 Julie Green, Cop/Concept
 Erika McLaughlin, Account Executive
 Kelsea Schreiner, Account Executive
 Steve Prosinski, Copy/Concept

Entry ID: 09A-106438-11-FAL
Category: 09A - Cover
Award: Silver ADDY Award
Entrant: Montana Bride
Advertiser: Montana Bride
Title: Magazine Cover
Credits:
 Brian Farrell, I Spy Design
 Katalin Green, Montana Bride
 Amelia Anne Gabel, Cover Photogrpaher

Entry ID: 09B-106441-11-FAL
Category: 09B - Editorial Spread or Feature (One editorial spread or feature per entry)
Award: Silver ADDY Award
Entrant: Montana Bride
Advertiser: Montana Bride
Title: Magazine Feature
Credits:
I Spy Design, Graphic Design
Daphne Gillam, Map Maker
Roper Green, Cope writer

Entry ID: 09D-106429-11-FAL
Category: 09D - Magazine Design (Entire Magazine)
Award: Gold ADDY Award
Entrant: Montana Bride, Inc
Advertiser: Montana Bride
Title: Magazine Design
Credits:
I Spy Design, Graphic Design
Katalin Green, Publisher
Lily Barone, Design Assistant
Roper Green, Editor in Chief
Amelia Anne Gabel, Cover Photographer

Entry ID: 10A -78508-11-FAL
Category: 10A - Single
Award: Gold ADDY Award
Entrant: QuelDesign, LLC
Advertiser: Backcountry Hunters & Anglers
Title: Backcountry Hunters & Anglers Rendezvous
Credits:
Raquel Mayer, Creative Director
Tony Bynum, Photographer

Entry ID: 11B-103176-11-FAL
Category: 11B - Invitation
Award: Silver ADDY Award
Entrant: Teresa Keserich Designs LLC
Advertiser: Teresa Keserich & Jim Joyce
Title: 12.13.14 Chicago Wedding Invitations
Credits:
Teresa Keserich, Graphic Designer

DIRECT MARKETING

Entry ID: 13A-101293-11-FAL
Category: 13A - Flat

Award: Gold ADDY Award
Entrant: Spur Studio
Advertiser: Spur Studio
Title: FlyBox - Marketing Campaign
Credits:

Shannon Hughes, Principal Lead Strategist
Kristin Baker, Principal Creative Director
Ray Lombardi, Jr. Creative Director

Entry ID: 13B-100295-11-FAL
Category: 13B - 3-D / Mixed
Award: Gold ADDY Award
Entrant: Spur Studio
Advertiser: Spur Studio
Title: Montana Governor's Office of Economic Development - Marketing Campaign
Credits:

Shannon Hughes, Principal Lead Strategist
Kristin Baker, Principal Creative Director
Ray Lombardi, Jr. Creative Director
Amy Coseo, Principal Marketing & Outreach Director

Entry ID: 13B-100596-11-FAL
Category: 13B - 3-D / Mixed
Award: Gold ADDY Award
Entrant: Spur Studio
Advertiser: Spur Studio
Title: Confluence Design Build - Marketing Campaign
Credits:

Shannon Hughes, Principal Lead Strategist
Kristin Baker, Principal Creative Director

OUT-OF-HOME

Entry ID: 15A -88846-11-FAL
Category: 15A - Flat
Award: Silver ADDY Award
Entrant: Mammoth Marketing
Advertiser: Black Hills Medical Spa
Title: Black Hills Medical Spa
Credits:

Doug Weber, Owner - Mammoth Marketing
Tyrel Thornton, Graphic Designer

NON-TRADITIONAL ADVERTISING

Entry ID: 20B -102779-11-FAL
Category: 20B - Campaign
Award: Silver ADDY Award
Entrant: CSG Media

Advertiser: Coldsmoke Coffee House

Title: Coldsmoke Coffee House

Credits:

Chance Remien, creative Director

Jake Mahan, graphic Designer

Elysia Crockett, Graphic Designer

Entry ID: 20B -102801-11-FAL

Category: 20B - Campaign

Award: Silver ADDY Award

Entrant: CSG Media

Advertiser: Lone Peak High School

Title: Lone Peak High School

Credits:

Chance Remien, Creative Director

Jake Mahan, Graphic Designer

Elysia Crockett, Graphic Designer

Entry ID: 20B -102806-11-FAL

Category: 20B - Campaign

Award: Silver ADDY Award

Entrant: CSG Media

Advertiser: Museum of the Rockies

Title: Museum of the Rockies

Credits:

Chance Remien, Creative Director

Jake Mahan, Graphic Designer

Jessica Lohmeier, Graphic Designer

Elysia Crockett, Graphic Designer

Entry ID: 20B -106119-11-FAL

Category: 20B - Campaign

Award: Silver ADDY Award

Entrant: Banik Communications

Advertiser: Banik Communications

Title: North Dakota Department of Transportation Impaired Driving - Cooler Wrap/Gas Topper

Credits:

Kevin Eveland, Art Director

DIGITAL ADVERTISING

Entry ID: 32C -100114-11-FAL

Category: 32C - Services

Award: Gold ADDY Award

Entrant: The Wendt Agency

Advertiser: Holman Aviation

Title: Holman Aviation Website

Credits:

Johna Wilcox, Account Manager
Joe Stein, Creative Director
Katie Schrader, Web Master

Entry ID: 32C -106081-11-FAL

Category: 32C - Services

Award: Silver ADDY Award

Entrant: The Kinetic Agency

Advertiser: Loenbro

Title: Loenbro Website

Credits:

Dana Pulis, Company Owner
Justin Wutzke, Graphic Designer
Julie Green, Copy/Concept
Steve Prosinski, Copy/Concept
Kelsea Schreiner, Account Executive
Erika McLaughlin, Account Executive

Nick Britton, Programmer

Entry ID: 33A -106000-11-FAL

Category: 33A - Products

Award: Silver ADDY Award

Entrant: Brickhouse Creative

Advertiser: Bald Mountain Labradors

Title: Bald Mountain Labradors IÇô Website

Credits:

David A. Thompson, Creative Director/Project Manager
Abby McMillen, Lead Graphic Designer
Thane Belnap, Web Content Specialist
BitForge, Website Programming

Entry ID: 33B -100589-11-FAL

Category: 33B - Outlets

Award: Silver ADDY Award

Entrant: Edge Marketing + Design

Advertiser: A.L. Swanson Gallery and Craftsman Studio

Title: A.L. Swanson Gallery and Craftsman Studio Website

Credits:

Lori Pederson, Graphic Designer/Owner
Deanna Satre, Lead Web Developer/Owner
Trista Glazier, Web Developer

Entry ID: 33C -102242-11-FAL

Category: 33C - Services

Award: Gold ADDY Award

Entrant: Prime Incorporated

Advertiser: Montana State University Bobcat Club

Title: Montana State University Bobcat Club

Credits:

Ben Fjare, Creative Director/Designer
Brandon O'Hara, Developer
Shane Niederklein, Designer

Entry ID: 33C -102700-11-FAL

Category: 33C - Services

Award: Gold ADDY Award – **BEST OF SHOW**

Entrant: Classic Ink

Advertiser: JLF Architects

Title: Jlf Architects Website

Credits:

Atomic Interactive, Programming

Entry ID: 33C -102314-11-FAL

Category: 33C - Services

Award: Silver ADDY Award

Entrant: Prime Incorporated

Advertiser: Big Sky Journal

Title: Big Sky Journal

Credits:

Ben Fjare, Creative Director/Designer
Brandon O'Hara, Developer
Shane Niederklein, Designer

Entry ID: 37C -102371-11-FAL

Category: 37C - Mobile (Phone)

Award: Silver ADDY Award

Entrant: Prime Incorporated

Advertiser: Pint Pass Bozeman

Title: Pint Pass Bozeman App

Credits:

Ben Fjare, Creative Director/Designer
Brandon O'Hara, Developer
Shane Niederklein, Designer

Entry ID: 37C -102402-11-FAL

Category: 37C - Mobile (Phone)

Award: Silver ADDY Award

Entrant: Prime Incorporated

Advertiser: Montana State University Athletics

Title: Bobcat Sports App

Credits:

Ben Fjare, Creative Director/Designer
Brandon O'Hara, Developer
Shane Niederklein, Designer

Entry ID: 40D -106120-11-FAL

Category: 40D - Branded Content more than 60 seconds
Award: Gold ADDY Award
Entrant: Banik Communications
Advertiser: Banik Communications
Title: North Dakota Department of Transportation- Impaired Driving Video - Empty Spaces
Credits:
Eric Heidle, Creative Director
Charley Fern, Owner of Fern Films

RADIO

Entry ID: 43C -98551-11-FAL
Category: 43C - Campaign
Award: Silver ADDY Award
Entrant: Connoisseur Media
Advertiser: Staggering Ox
Title: Staggering Ox - Doug's Poems
Credits:
Gregg Gross, Account Executive/Copywriter

TELEVISION

Entry ID: 46C -99775-11-FAL
Category: 46C - :60 or more
Award: Silver ADDY Award
Entrant: Filmlites Productions
Advertiser: The Grandview at Benefis
Title: The Grandview at Benefis "Big Mike"
Credits:
Filmlites Productions/JP Gabriel, Producer/Director
Bill Preston, System Manager of Marketing Services-Benefis Health System
Kathi Ross, Sales Counselor-The Grandview at Benefis

Entry ID: 46C -99791-11-FAL
Category: 46C - :60 or more
Award: Silver ADDY Award
Entrant: Filmlites Productions
Advertiser: Benefis of Montana
Title: The Grandview at Benefis "Hair Salon"
Credits:
Filmlites Productions/JP Gabriel, Producer/Director
Bill Preston, System Manager of Marketing Services-Benefis Health System
Kathi Ross, Sales Counselor-The Grandview at Benefis

Entry ID: 46D -100000-11-FAL
Category: 46D - Campaign
Award: Silver ADDY Award
Entrant: Filmlites Productions
Advertiser: The Grandview at Benefis

Title: The Grandview at Benefis "Caring Staff"

Credits:

Filmlites Productions/JP Gabriel, Producer/Director
Bill Preston, System Manager of Marketing Services-Benefis Health System
Kathi Ross, Sales Counselor-The Grandview at Benefis

Entry ID: 46D -106162-11-FAL

Category: 46D - Campaign

Award: Silver ADDY Award

Entrant: KFBB Cowles Montana Media

Advertiser: Rock Hand Ace Hardware

Title: Rock Hand - Milwaukee Drills - Dandelion Terror - Round Up

Credits:

David Dabler, Producer
Rod Miller, Producer
Frank Palazzi, Producer
Debbie Spranget, Account Executive

Entry ID: 47A -102061-11-FAL

Category: 47A - Local (one DMA) Single

Award: Silver ADDY Award

Entrant: Bridger Bowl

Advertiser: Bridger Bowl

Title: New Alpine Experience

Credits:

Douglas N. Wales, Director of Marketing, Bridger Bowl - Co-writer, Executive Producer
Sam Lowe-Anker, Claymation
Barrett Golding, Co-writer, Audio Director
Cara and Simon Wilder, Colter Langan, Dee Dee Van Zyl, Voice Talent

Entry ID: 51B-103172-11-FAL

Category: 51B - In-theatre Commercials or Slides

Award: Silver ADDY Award

Entrant: Vision House Creative

Advertiser: Regal Gallatin Valley Cinemas

Title: Why We Fly

Credits:

Matthew Wheat, Cinematographer/Director/Editor/Co-Producer
Andrew Preston, Writer/Cinematographer/Director/Co-Producer
Jeff Waterson, Sound Mixer

ADVERTISING FOR THE ARTS & SCIENCES

Entry ID: 56B -106196-11-FAL

Category: 56B - Annual Report

Award: Silver ADDY Award

Entrant: Brickhouse Creative Inc.

Advertiser: Yellowstone Park Foundation

Title: Yellowstone Park Foundation 2014 Annual Report

Credits:

David A. Thompson, Creative Director
Abby McMillen, Art Director/Lead Graphic Designer
Jacki Van Meter, Project Manager

Entry ID: 56C -106193-11-FAL

Category: 56C - Brochures / Sales Kit

Award: Silver ADDY Award

Entrant: Brickhouse Creative Inc.

Advertiser: Yellowstone Park Foundation

Title: Yellowstone Park Foundation Development Catalog

Credits:

David A. Thompson, Creative Director
Abby McMillen, Art Director/Lead Graphic Designer
Jessie Paluga Smith, Graphic Designer
Carley Ridgway, Project Manager

PUBLIC SERVICE

Entry ID: 69A -106327-11-FAL

Category: 69A - Single Medium Campaign (for categories 63-68)

Award: Gold ADDY Award – **PEOPLE'S CHOICE AWARD**

Entrant: Banik Communications

Advertiser: Banik Communications

Title: North Dakota Department of Transportation - Impaired Driving Video Commercial Campaign

Credits:

Eric Heidle, Creative Director

ADVERTISING INDUSTRY

Entry ID: 70H -101096-11-FAL

Category: 70H - Out-of-Home

Award: Silver ADDY Award

Entrant: CSG Media

Advertiser: CSG Media

Title: RUHAV

Credits:

Chance Remien, Creative Director
Jake Mahan, Graphic Designer
Jessica Lohmeier, Graphic Designer
Elysia Crockett, Graphic Designer

Entry ID: 70I-102791-11-FAL

Category: 70I - Non-traditional

Award: Silver ADDY Award

Entrant: Clean Slate Group

Advertiser: Clean Slate Group

Title: Clean Slate Group

Credits:

Chance Remien, Creative Director
Jake Mahan, Graphic Designer
Elysia Crockett, Graphic Designer

ADVERTISING INDUSTRY SELF-PROMOTION

Entry ID: 72B -100101-11-FAL

Category: 72B - Integrated Campaign (for categories 70-71)

Award: Silver ADDY Award

Entrant: The Wendt Agency

Advertiser: The Wendt Agency

Title: Vault 85 Campaign

Credits:

Jennifer Fritz, Senior Account Manager
Joe Stein, Creative Director
Kara Mayernik-Smith, Associate Creative Director

Carol Kruger, Senior Vice-President, Copywriter
Katie Schrader, Web Master
Sarah Ziska, Social Media Specialist

ELEMENTS OF ADVERTISING

Entry ID: 74A -102713-11-FAL

Category: 74A - Logo

Award: Silver ADDY Award

Entrant: Classic Ink

Advertiser: Pioneer Wood Petina

Title: Pioneer Wood Logo

Credits:

Entry ID: 74A -103174-11-FAL

Category: 74A - Logo

Award: Silver ADDY Award

Entrant: Teresa Keserich Designs LLC

Advertiser: Montana State University - School of Film Photography

Title: UFVA Nature & Narrative Logo

Credits:

Teresa Keserich, Graphic Designer
Colin Tuttle, Graphic Designer

Entry ID: 74A -106113-11-FAL

Category: 74A - Logo

Award: Silver ADDY Award

Entrant: Banik Communications

Advertiser: Banik Communications

Title: Celtic Cowboy Dark Horse Logo

Credits:

Eric Heidle, Creative Director

Entry ID: 74A -106188-11-FAL
Category: 74A - Logo
Award: Silver ADDY Award
Entrant: Brickhouse Creative Inc.
Advertiser: On The Fly Products
Title: BeadMaster's Logo
Credits:

David A. Thompson, Creative Director
Abby McMillen, Lead Graphic Designer
Jacki Van Meter, Project Manager

Entry ID: 74A -106461-11-FAL
Category: 74A - Logo
Award: Silver ADDY Award
Entrant: Inversion Marketing
Advertiser: Yellowstone Sidekick
Title: Yellowstone Sidekick Logo
Credits:

Pete Kamman, Inversion Marketing, CEO
Jessi Mallowney, Graphic Design
Kayla Horn, Graphic Design

Entry ID: 74A -96802-11-FAL
Category: 74A - Logo
Award: Silver ADDY Award
Entrant: Edge Marketing + Design
Advertiser: Bad Betty's Barbecue
Title: Bad Betty's Barbecue Logo
Credits:

Lori Pederson, Graphic Designer / Owner
Deanna Satre, Lead Web Developer / Owner

Student Categories

COLLATERAL MATERIAL

Entry ID: S02 -98732-11-FAL
Name on Award: Francesca Scauzzo
Category: S02 - COLLATERAL MATERIAL - Stationery Package
Award: Gold ADDY Award
Educational Institution: Montana State University
Title: Bee Cured
Credits:

Francesca Scauzzo, Student Graphic Designer

Entry ID: S04B -100510-11-FAL
Name on Award: Kylee Firlit
Category: S04B - Poster, Campaign
Award: Silver ADDY Award
Educational Institution: Montana State University
Title: The Lyceum Theater Poster Campaign

Entry ID: S05A-100394-11-FAL
Name on Award: Taylor Grady
Category: S05A - Cover
Award: Silver ADDY Award
Educational Institution: Montana State University
Title: Glass Castle Book Jacket

Entry ID: S05A-60113-11-FAL
Name on Award: Lindsay Michaela Reller
Category: S05A - Cover
Award: Silver ADDY Award
Educational Institution: Montana State University School of Art
Title: Smoke Gets In Your Eyes

Entry ID: S05D -98699-11-FAL
Name on Award: Christeen Janning
Category: S05D - Magazine Design (Entire Magazine)
Award: Silver ADDY Award
Educational Institution: Montana State University School of Art
Title: For Tea's Sake
Credits:
Christeen Janning, Graphic Designer, Photographer

Entry ID: S05E -98693-11-FAL
Name on Award: Shae Stein
Category: S05E - Book Design (Entire Book)
Award: Silver ADDY Award
Educational Institution: Montana State University
Title: Decade of Excellence

Entry ID: S05E -99761-11-FAL
Name on Award: Christeen Janning
Category: S05E - Book Design (Entire Book)
Award: Silver ADDY Award
Educational Institution: Montana State University
Title: For Tea's Sake
Credits:

Christeen Janning, Graphic Designer, Photographer

DIRECT MARKETING

Entry ID: S06 -94803-11-FAL
Names on Award: Lauren Grigsby & Kyle Swoyer
Category: S06 - DIRECT MARKETING
Award: Gold ADDY Award
Educational Institution: Montana State University - Bozeman
Title: CAT Apparel - Direct Mail
Credits:
 Lauren Grigsby, Ms.
 Kyle Swoyer, Ms.

OUT-OF-HOME

Entry ID: S07B-99056-11-FAL
Name on Award: Kait Carr
Category: S07B - Campaign
Award: Silver ADDY Award
Educational Institution: Montana State University
Title: Berkely Pit

NON-TRADITIONAL ADVERTISING

Entry ID: S08A-98691-11-FAL
Name on Award: Jacqueline Demers, Samuel Lustig
Category: S08A - Single
Award: Gold ADDY Award
Educational Institution: Montana State University
Title: Honest Air

Entry ID: S08A-98690-11-FAL
Name on Award: Chaz Cooper & Carling Peck
Category: S08A - Single
Award: Silver ADDY Award
Educational Institution: Montana State University
Title: Greater Yellowstone Coalition Tea Bags
Credits:
 Carling Peck,
 Charles Cooper,

Entry ID: S08B -100581-11-FAL
Names on Award: Nevin Bryers & Kyle Swoyer
Category: S08B - Campaign
Award: Gold ADDY Award

Educational Institution: Montana State University - Bozeman
Title: ASPCA, Pet Swatches Guerrilla Ad Campaign
Credits:

Nevin Bryers, Graphic Design/Photography
Kyle Swoyer, Graphic Design

CONSUMER OR TRADE PUBLICATION

Entry ID: S09A -101434-11-FAL
Name on Award: Becky Hattersley
Category: S09A - Single, Fractional page or Full page
Award: Gold ADDY Award
Educational Institution: Montana State University
Title: Tide To Go

TELEVISION

Entry ID: S13B -66371-11-FAL
Name on Award: MSU Billings Marketing Discipline
Category: S13B - Campaign
Award: Silver ADDY Award
Educational Institution: MSU Billings
Title: Yellowstone Boys and Girls Ranch
Credits:
MSU Billings, Yellowstone Boys and Girls Ranch

ELEMENTS OF ADVERTISING

Entry ID: S16A -106283-11-FAL
Name on Award: Colby
Category: S16A - Logo
Award: Silver ADDY Award
Educational Institution: Montana State University
Title: Doc Popcorn