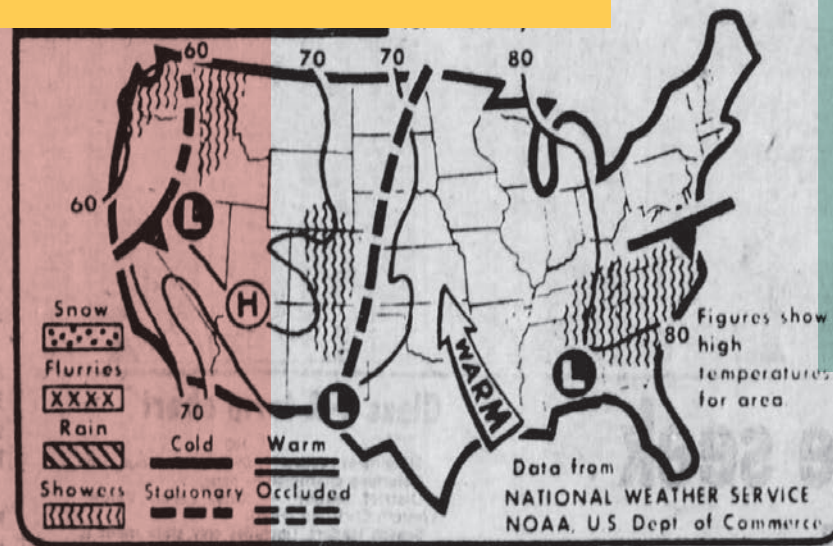


# Winners Book

DES MOINES, IOWA // 2022

## American Advertising Awards



urs., May 26, 1977 ■ DES MOINES REGISTER / 55

## ADVERTISING AWARDS GIVEN

The 1977 Des Moines Addy awards, recognizing advertising produced since January, 1976, were presented Tuesday night during a ceremony at Charlie's Showplace.

Awards were presented in the following categories:

**Newspaper:** Single Ad (1,000 lines or less, color) — Willi Ware & Associates. Single Ad (1,000 lines or less, black and white) — Wesley Day. Campaign (1,000 lines or less, black and white) — Wesley Day and Des Moines Register & Tribune. Single Ad (more than 1,000 lines, color) — Lord Sullivan & Yoder. Single Ad (more than 1,000 lines, black and white) — Richard H. Gerdes, Fultz Lacasse & Assoc. and Love Scott & Assoc. Campaign (more than 1,000 lines, color) Iowa Daily Press Assn. Campaign (more than 1,000 lines, black and white) — Love Scott & Assoc.



# Judges mu winners of

Four judges spent nearly two days analyzing, dissecting and sometimes arguing over more than 850 entries for the 1986 Addy Awards of the Advertising Professionals of Des Moines, and the winners will be held at 8 p.m. Nov. 7, at Hoyt Sherwin Place.

Like advertising itself, judging is hardly an exact science. Even dropping on judges is like listening creative directors, artists and writers then suffering through the pitch to skeptical client.

"Too many elements," said one judge, Joe Smith of Owatonna, Minn. as he examined a print ad. "People would never read the chart."

Moving to another ad that featured a banking check, he shook his head again.

"You have to turn the page sideways to read it. People won't do that."

Smith is vice president of a firm that makes earth-moving equipment an advertiser.

## Client's Side

"We wanted to have the client's side represented, a good mix," explained Abe Goldstein, president of Ad Pros. Rounding out the judging mix were Carl F. Klinghammer, director of creative services for a St. Louis ad agency; Jim Newcomb, chief of a Minneapolis ad agency.

## WALT SHOTWELL

On Advertising



## ADVERTISING

The 1978 Addy Awards, denoting the best efforts of the year in the local advertising industry, were presented Thursday night at the Palace Theater at Adventureland.

The event is sponsored by the Advertising Professionals of Des Moines.

Here are the first place winners:

### NEWSPAPER

Single Ad Less Than 1,000 Lines: Lord, Sullivan Yoder, National Pork Producers Council.

Single Ad Over 1,000 Lines: Fultz, LaCasse & Associates, Iowa Power.

Campaign Less Than 1,000 Lines: Richard Gerdes Advertising, Mahaska State Bank.

Campaign Over 1,000 Lines: Richard H. Gerdes Advertising, Central National Bank.

### MAGAZINES

Consumer Magazines, Single Ad, Less Than 1,000 Lines: Lord, Sullivan Yoder, National Pork Producers Council.

Consumer Magazines, Page or Larger, Color: Lord, Sullivan Yoder, National Pork Producers Council.

Consumer Magazines, Campaign, Less Than 1,000 Lines: Lessing-Flynn Advertising Co., Simichrome Polish.

Consumer Magazines, Campaign, Page or Larger, Color: Lessing-Flynn Advertising Co., Mechanical Contracting Industry.

## CMF & Z's

A campaign for Iowa Methodist Medical Center won "Best Of Show" last week in the 1987 Addy Awards of The Advertising Professionals of Des Moines. It was one of more than 50 awards won by the medical center's agency, Creswell Munsell Fultz & Zibel (CMF&Z) of Des Moines and Cedar Rapids.

Willi Ware, a vice president and account supervisor in charge of the center's advertising, said the agency was "thrilled" to win the award.

PHOTO BY AP/WIDE WORLD

## Innova wins 7 gold and silver Addys

Innova Ideas & Services recently won seven ADDY Awards from the American Advertising Federation of Des Moines.

Innova won gold Addy awards in the following categories:

Universal Outdoor Advertising's Wright Chevrolet billboard was named Best of Out-of-Home.

Other best of class winners for 1994 were:

● **Best of Out-of-Home** — Universal Outdoor Advertising for a Wright Chevrolet billboard.

● **Best of Print** — Zimmerman Laurent & Richardson for The Coral Reef Grille advertisements titled "Wings Gonna Fly," "Slinging Mud" and "A Pretty Mean Bite."

● **Best of Radio** — a tie between Flynn/Wright Inc. for a TCI of Central Iowa radio spot and a TCI of Central Iowa radio spot.

Three entrants were given special recognition. They were:

● **Best of Video** — CMF&Z for United Way of Central Iowa promotional video.

Three entrants were given special recognition. They were:

● **Best of Advertising Arts** — Zimmerman Laurent & Richardson for an Iowa State Fair advertising campaign.

● **Best of Public Service** — Eastern Seal Society of Iowa for its Heartland Brew Fest media kit.

● **Best of Video** — CMF&Z for United Way of Central Iowa promotional video.

Three entrants were given special recognition. They were:

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## Addy Awards

The Best of Class awards were presented last weekend at the annual Addy Awards of the Advertising Professionals of Des Moines. Awards are listed by category, agency, client and title of the work:

● **Sales Promotion:** Sticks, Sticks, Sticks Catalog.

● **Collateral Material:** The Integer Group, Blodgett, Accellis C70.

● **Direct Marketing:** ITA Group, Motorola, Rome 2000 Brochure.

● **Out of Home:** Sticks, Sticks, Birdland Billboard.

● **Trade Publication:** CMF&Z, National Pork Producers Council, Ostrich.

● **Consumer Magazine:** Wesley Day Advertising, Finer Things, All Furniture is Not Created Equal.

● **Newspaper:** Sticks, Sticks, Santa-Christmas at Sticks.

● **Interactive Media:** Flynn/Wright Inc., Atlantic Bottling, www.cocacolocam.com.

● **Radio:** Wesley Day, Finer Things, Brave Man.

● **Television:** Meyocks & Priebe, Iowa Wireless Services, The Long Phone Call Unlimited Minutes.

## Ad firm wins honors

Lessing-Flynn Advertising Co. received three international advertising awards recently.

The awards, for black-and-white print advertising in both trade magazines and newspapers, were presented at the Affiliated Advertising Agencies International (AAAI) annual meeting held in Brussels, Belgium. They were presented for Lessing-Flynn's work with Vermeer Manufacturing Co., Pella, and the Metropolitan Transit Authority (MTA), Des Moines.

Nearly 900 entries from advertising agencies all over the world were judged by more than a dozen teams of international advertising professionals.

## First 'Addy' Awards to 4

The Advertising Club of Des Moines, Inc., presented its first Addy Awards here Tuesday to four firms in a program instituted to recognize advertising excellence in the Des Moines area.

Recipients of the awards, made at a luncheon at Hotel Savery, were the Northwestern Bell Telephone Co., for its Des Moines "Call Guide" campaign in newspaper advertising; Cole Furniture and Carpets, for its general continuing campaign in radio and television advertising; the Maytag Co., for its "de-

## ADDY awards set for Friday

The ADDY awards — the advertising industry's annual showcase to reward creativity and innovation sponsored by the Advertising Professionals of Des Moines — will be held at 8 p.m. Friday at the Des Moines Marriott Hotel.

This year's presentation, a "Salute to Excellence," is based on a military theme and will recognize the best advertising efforts in central Iowa. Agencies and other advertising industry businesses that assisted or offered to help to competitors during the Flood of '93 also will be honored.

Tickets are \$32 for members, \$40 for non-members and \$15 for students. For details or to RSVP, write Chris Miller, KWWL-TV, West Towers,

1200 35th St. Suite 304-16, West Des Moines, Ia. 50266. Or call 226-8574. More than 600 entries are competing for honors.

A billboard designed by Meyocks & Priebe won an ADDY in the Out-of-Home division. Perched

above I-235 north of Des Moines at Dennis Rodman

## ADDY AWARDS



Zimmerman, Laurent & Richardson, Inc.

## BRIEFCASE

## ADVERTISING

Sayles' work has become more diverse and three-dimensional over the years, Meacham said. The firm has designed a couple of restaurants "from the ground up," he said. They include 801 Steak & Chop House and Nacho Mamas, where everything from the walls to the menus and matchbook covers have integrated designs.

Other winners

The Ad Pros also singled out some of their members at the ceremony for

## Other Winners

The Ad Pros also singled out some of their members at the ceremony for

## ADVERTISING

## ADDY awards presented

### ADDY

Continued from Page 1-B

who thinks it is the Iowa Lottery spokesman. "The judges laughed," Meacham said. "Max as a character was beyond endearing."

### Well-Known Companies

Ads for some of Iowa's more well-known companies fared well. The Principal Financial Group won two ADDYs and CMF&Z took print advertising awards for Pella Corp. and Blue Cross and Blue Shield of Iowa's "You Just Can't Beat the Blues" campaign.

The Ad Pros also singled out some members. Carole Miller, Ad Pro co-chairwoman, won the Silver Medalist award. Meacham won Ad Pro of the Year. Kristin Millhollin Silberz with Schreiner & Associates won Rookie of the Year.

Best of Show

Logo by Pattee Design

Hits, No Errors" for Pella Corp.

Global Resource Technology Institute

Best of Show

Logo by Pattee Design

Hits, No Errors" for Pella Corp.

Global Resource Technology Institute

Best of Show

Logo by Pattee Design

Hits, No Errors" for Pella Corp.

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Hits, No Errors" for Pella Corp.

Global Resource Technology Institute

Best of Show

Logo by Pattee Design

Hits, No Errors" for Pella Corp.

Global Resource Technology Institute

## Kragie Newell cla

Three TV commercials on Pegasus Gallery captures the judges' hearts.

By DAVID ELBERT  
REGISTER BUSINESS WRITER

A series of short television commercials for Pegasus Gallery built around the theme that the art gallery's "customers are the works of art" was judged the best product by an advertising professional in the Des Moines area in 1996.

Three 15-second TV ads produced by Kragie Newell last summer for the West Des Moines gallery took Best of Show at this month's local American Advertising Awards Show (ADDYS).

Pegasus Gallery handles an unusual mix of celebrity art, rare antiques and unique furnishings, said Kragie Newell account executive Jacqueline Devine.

The agency wanted to break

poster. When the gen should get the poster, his wife rephrased it, "You'll be history."

In addition to best gatus ads were the best category for local television.

Another favorite in was a billboard by M that won first place Home division.

The design by Me Stevenson and Megu Drake's mascot build some of Chicago Bulls man's trademark basketball and a colorful palette.

To maintain interest, the dog's hair is man's own, has changed two weeks. Colors have blue and rainbows. And interest has re-

## BRIEFLY

### Firm wins Addys

Five works of Meyocks & Priebe Advertising Inc. in West Des Moines have earned Addy Awards at the Ninth District Addy Awards competition.

The competition included entries from advertising agencies and design groups from Iowa, Missouri, Kansas and Nebraska.

Meyocks & Priebe projects winning awards were for clients Mrs. Clark's Foods "We Bring More to the Table," AmiLar International "AmiLar Bread" four-color ad, Drake University "No Bull, Just Bite" outdoor advertising, Drake "Today's Students" television ad, Hy-Vee Food Stores "Freshness, Service, Unflappable Smiles" television ad and Living History Farms "Take a walk through history" two-color ad.

### AmerUs opens branch

AmerUs Bank has opened a full-service bank office in the EMC Building at 700 Walnut St., Suite 203 on the skywalk level.

The bank also closed its office at 604 Walnut St. The bank has extended hours at all its downtown locations. New skywalk hours for the 700 Walnut and 801 Grand locations are 7:15 a.m. to 5 p.m. Monday



# Welcome

## 2022 AMERICAN ADVERTISING AWARDS

DES MOINES, IA

### WHAT IS THE AMERICAN ADVERTISING AWARDS COMPETITION?

THE AMERICAN ADVERTISING AWARDS PROGRAM IS THE ADVERTISING INDUSTRY'S LARGEST AND MOST REPRESENTATIVE CREATIVE COMPETITION, RECOGNIZING CREATIVE EXCELLENCE IN THE ART OF ADVERTISING.

SPONSORED BY THE AMERICAN ADVERTISING FEDERATION (AAF), THE AMERICAN ADVERTISING AWARDS COMPETITION REPRESENTS THE BROADEST CREATIVE SPIRIT OF ADVERTISING BY RECOGNIZING ALL FORMS OF ADVERTISING; IN ALL VARIETIES OF MEDIA; CREATED BY ALL SIZES AND TYPES OF ENTRANTS; AND FROM ALL OVER THE COUNTRY. MORE THAN 40,000 TOTAL ENTRIES ARE ENTERED AND JUDGED ANNUALLY.

### THE STUDENT AMERICAN ADVERTISING AWARDS COMPETITION

THE AMERICAN ADVERTISING AWARDS STUDENT COMPETITION IS HELD CONCURRENTLY WITH THE PROFESSIONAL COMPETITION AND IS THE LARGEST STUDENT ADVERTISING COMPETITION OF ITS KIND. ALTHOUGH THERE ARE FEWER CATEGORIES, THE STUDENT COMPETITION MIRRORS THE THREE-TIER STRUCTURE OF THE PROFESSIONAL COMPETITION.

### THREE-TIER COMPETITION

THE AMERICAN ADVERTISING AWARDS ARE UNIQUE AMONG ADVERTISING CREATIVE COMPETITIONS. IT IS THE ONLY COMPETITION THAT INCLUDES THREE ARDUOUS LEVELS OF COMPETITION.

ENTRIES ARE FIRST JUDGED AT THE LOCAL LEVEL THROUGH COMPETITIONS ORGANIZED BY NEARLY 200 AD CLUBS AFFILIATED WITH THE AAF. WINNERS FROM THE LOCAL LEVEL ADVANCE TO THE SECOND LEVEL OF JUDGING AND PARTICIPATE IN ONE OF 15 DISTRICT COMPETITIONS. AFTER DISTRICT WINNERS ARE SELECTED, THEY ADVANCE TO THE THIRD LEVEL OF JUDGING – THE NATIONAL FINALS.

AWARD WINNERS TRULY REPRESENT THE BEST OF THE BEST. WITH THE AMERICAN ADVERTISING AWARDS, IT IS THE SIZE OF THE IDEA THAT MATTERS MOST, NOT THE SIZE OF THE ORGANIZATION THAT CREATED THE WORK, NOR THE SIZE OF THE BUDGET BEHIND IT. THIS DISTINCTION ELEVATES THE AMERICAN ADVERTISING AWARDS ABOVE VIRTUALLY EVERY OTHER ADVERTISING COMPETITION.

MORE INFORMATION ON THE NATIONAL AWARDS CAN BE FOUND ON THE NATIONAL AAA'S WEBSITE.



THANK YOU TO OUR SPONSORS



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BRONZE



AGENCY OF RECORD  
BEER SPONSOR



BEER VENDOR



WINE SPONSOR



PHOTO BOOTH SPONSOR



PHOTOGRAPHER



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PHOTO BOOTH PROVIDER



REEL SPONSOR



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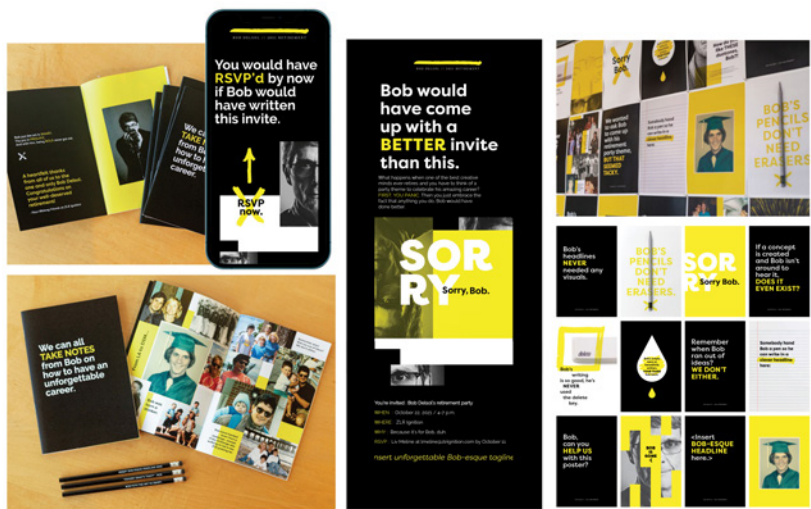
**Best of Show**

**Judges Choice**

**Gold**

**Silver**





# Delsol Retirement Celebration

ZLR IGNITION

## ZLR IGNITION

SENIOR ART DIRECTOR  
**KELLY BITTNER**

SENIOR COPYWRITER  
**SHAE OLSON**

ACCOUNT COORDINATOR  
**LIV MELINE**

PRESIDENT  
**XAN MCNELLY**

SENIOR DIGITAL MEDIA STRATEGIST  
**JESS KENNEDY**

G

# ZLR Unstressed-ive E-Card

ZLR IGNITION

## ZLR IGNITION

SENIOR COPYWRITER  
**SHAE OLSON**

SENIOR ART DIRECTOR  
**KELLY BITTNER**

ACCOUNT MANAGER  
**LIV MELINE**

PRESIDENT  
**XAN MCNELLY**

SENIOR DIGITAL MEDIA STRATEGIST  
**JESS KENNEDY**

G





## Valentine's Day Mailer

COOPER SMITH & COMPANY

**COOPER SMITH & COMPANY**

PRESIDENT

**SALLY COOPER SMITH**

CREATIVE DIRECTOR, GRAPHIC DESIGNER

**EMILY COOPER SMITH**

S

## Farmboy Holidelays Kit

FARMBOY

**FARMBOY**

CREATIVE DIRECTOR

**JASON MCARTOR**

SENIOR DESIGNER

**TAYLOR ECKSTROM**

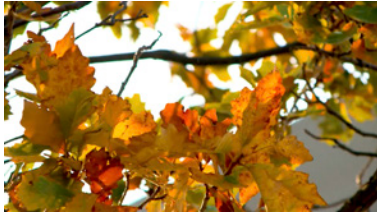
ART DIRECTOR

**ZACHARY KERN**

S







## KCCI Storm Team 8 – Fall Weather



KCCI

**KCCI**

WRITER/PRODUCER

**LEIA BACUYAG**

ASST. CREATIVE SERVICES DIRECTOR

**ANDREW BRIDGEWATER**

CREATIVE SERVICES DIRECTOR

**NATHAN WHITE**



# Krause Group 2020 CSR Report

G

KRAUSE GROUP

**NOW NOW**

DESIGN & DIRECTION  
**JOHN SOLARZ**

DESIGN  
**ADAM FERRY**

BUILD  
**LUIGI RAUSCH**

HAND CUT COLLAGE  
**UGHISM**  
**(ADRIANNA PATTERSON)**





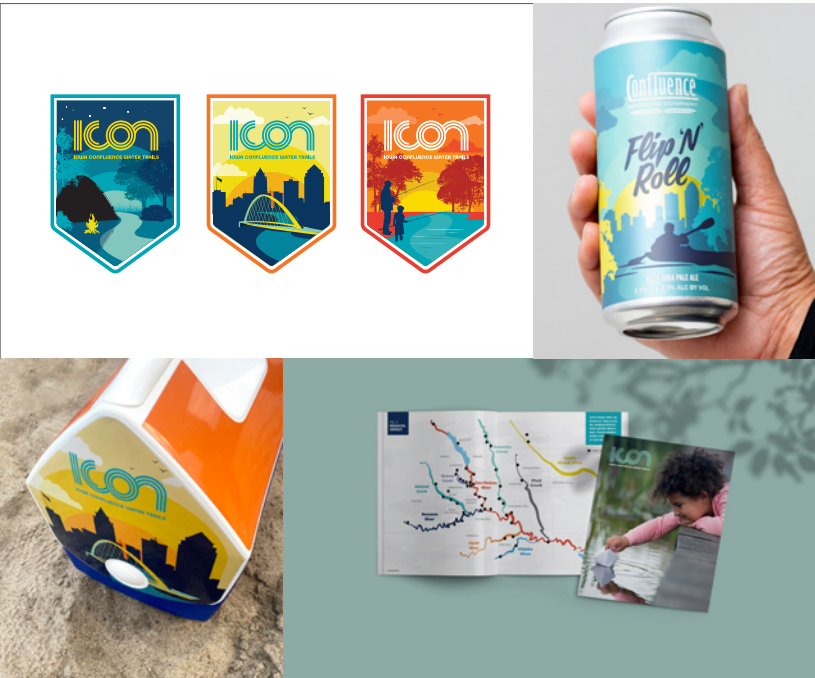
# Reading Coffee Branding

READING COFFEE COMPANY

**AVIDITY CREATIVE**

ART DIRECTOR  
**ADAM FELLER**

**B of S** **G**



# ICON Water Trails Campaign

CENTRAL IOWA WATER TRAILS

**STRATEGIC AMERICA**

**JC** **G**



## JR's SouthPork Ranch

JR'S SOUTHPORK RANCH

JC

G

**RED DOT ADVERTISING**

**RED DOT CREATIVE TEAM**

WEB DEVELOPMENT  
NOLASOFT



## Basket & Bushel Marketing Materials

S

TOPCO

**MEYOCKS**

**MEYOCKS BASKET & BUSHEL TEAM**





**Care.Fully.**  
HOLMES MURPHY & ASSOCIATES

**HOLMES MURPHY  
& ASSOCIATES**

CREATIVE CAMPAIGN, DIRECTION, AND DESIGN SUPPORT  
IN COORDINATION WITH HOLMES MURPHY  
**MEYOCKS GROUP**

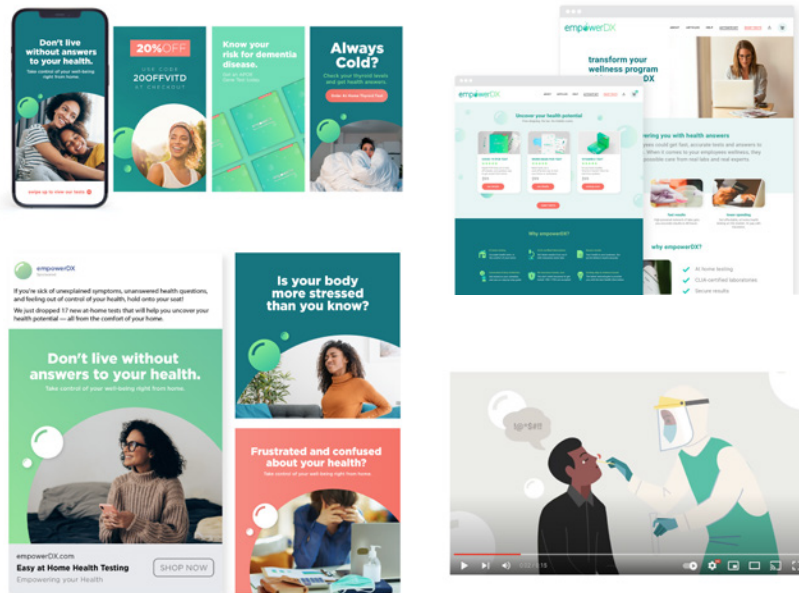


**Powered By Innovation  
Campaign**

DOOSAN INFRACORE NORTH AMERICA

**TWO RIVERS MARKETING**





## empowerDX Brand Awareness Campaign

S

EMPOWERDX

**TWOTONE CREATIVE**

FOUNDER + CEO

**JENNY CROSS**

ACCOUNT MANAGER

**GRACE MAHER**





## HSTV Logo – Moe Town BBQ

G

HY-VEE

**MEYOCKS**

MEYOCKS MOE TOWN BBQ TEAM



## Basket & Bushel Logo

G

TOPCO

**MEYOCKS**

MEYOCKS BASKET & BUSHEL TEAM



## The Fat Vegan Logo Design

THE FAT VEGAN

**AVIDITY CREATIVE**

CREATIVE DIRECTOR  
**ADAM FELLER**

ART DIRECTOR  
**MATT ESCKELSON**

G

## Anti-Tobacco Card Deck Illustration

IOWA DEPARTMENT OF PUBLIC HEALTH –  
TOBACCO USE PREVENTION AND CONTROL DIVISION

**ZLR IGNITION**

ACCOUNT MANAGER  
**LOU LAURENT**

ACCOUNT COORDINATOR  
**LIV MELINE**

SENIOR COPYWRITER  
**SHAE OLSON**

SENIOR ART DIRECTOR  
**KELLY BITTNER**



G



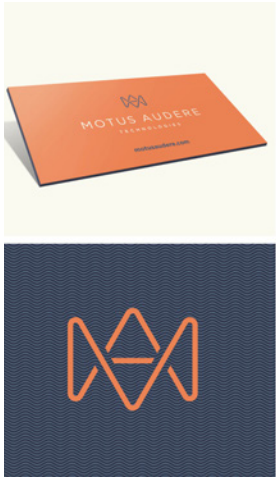


# ICON Water Trails Badges

CENTRAL IOWA WATER TRAILS

STRATEGIC AMERICA

G



# Motus Audere Logo

MOTUS AUDERE

RED DOT ADVERTISING

S



## Twilight Tinker Branding

TWILIGHT TINKER

**TWOTONE CREATIVE**

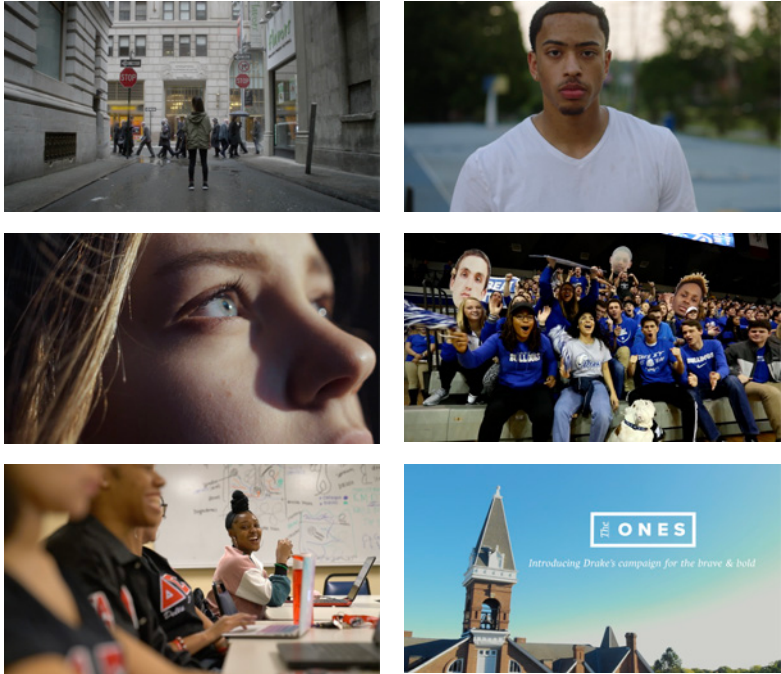
FOUNDER + CEO

**JENNY CROSS**

GRAPHIC DESIGNER

**LIBBY SCHWERS**

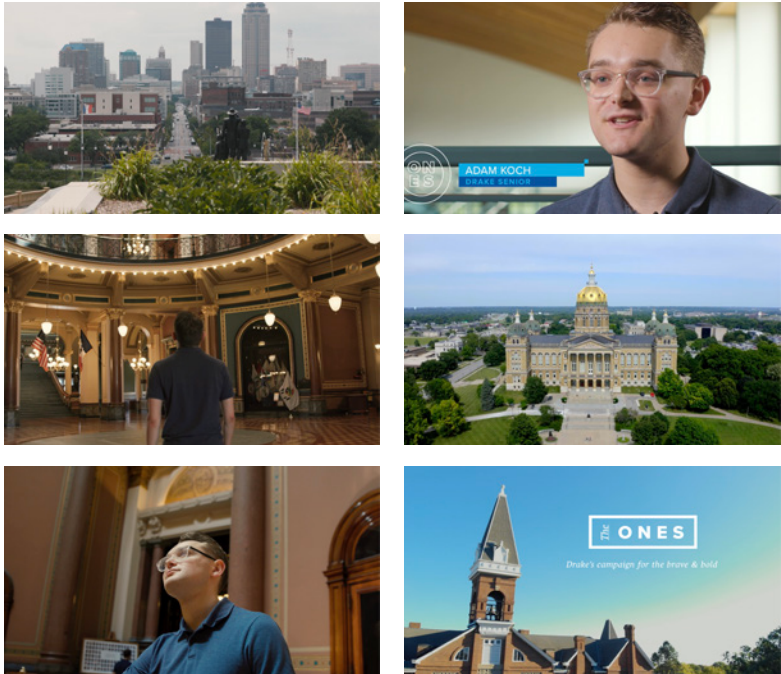
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# The Ones Campaign Anthem Video

DRAKE UNIVERSITY

TWO RIVERS MARKETING

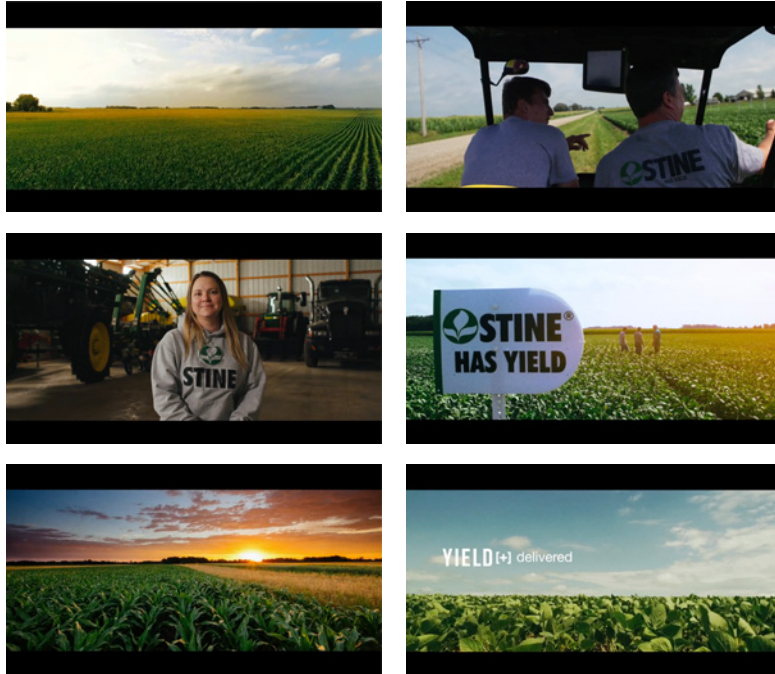


# The Ones Campaign Priority Videos

DRAKE UNIVERSITY

TWO RIVERS MARKETING





## Stine Yield+ Brand 2021

STINE SEED

**TRILIX**

G



## Stine Women in Ag Series

STINE SEED

**TRILIX**

G



The Not So Late Show – Series

UNITYPOINT HEALTH

TRILIX

G



The Not So Late Show – Boonstra

UNITYPOINT HEALTH

TRILIX

G



## USDA Producers

USDA

### MODEL FARM

DIRECTOR  
**TONY THRUSH**

VIDEO PRODUCTION MANAGER  
**BRIAN MARCZEWSKI**

VIDEOGRAPHER  
**ONI WRIGHT**

G

## Science Center of Iowa – Impact

SCIENCE CENTER OF IOWA

### TRILIX

S







## Iowa Wild Intro Video

IOWA WILD

**TRILIX**

S



## Canyon PALs Adventures

DREAMWORKS ANIMATION

**KRISTIAN DAY MEDIA /  
GOLDEN ANVIL PICTURES**

S

PRODUCER | DIRECTOR  
**COLE NEEDHAM**

PRODUCTION DESIGNER  
**JACK MEGGERS**

PRODUCER | WRITER  
**KRISTIAN DAY**

PRODUCER  
**MARIA BISSELL**

DIRECTOR OF PHOTOGRAPHY  
**CALEB HARRIS**

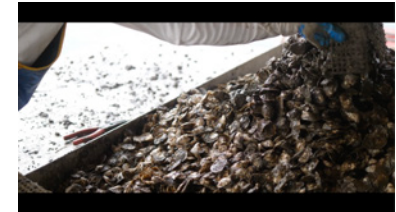


## Stine Brand

STINE

**TRILIX**

S



## USDA Producers

USDA

**MODEL FARM**

S

DIRECTOR  
**TONY THRUSH**

VIDEO PRODUCTION MANAGER  
**BRIAN MARCZEWSKI**

VIDEOGRAPHER  
**ONI WRIGHT**



## A City With No Limits

CATCH DES MOINES

### CATCH DES MOINES

DIRECTOR CREATIVE AND COMMUNICATIONS  
**BEN HANDFELT**



## Retirement Solutions Sizzle Reel

PRINCIPAL FINANCIAL GROUP

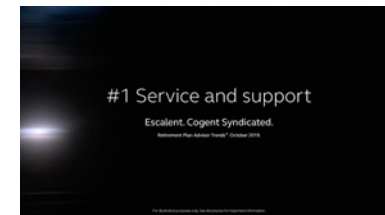
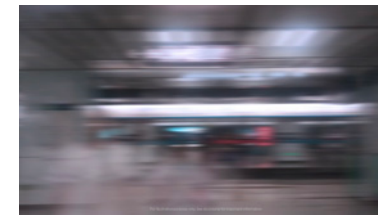
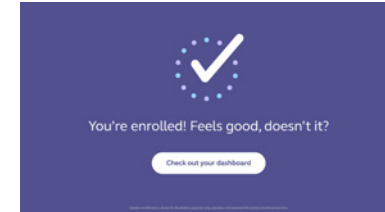
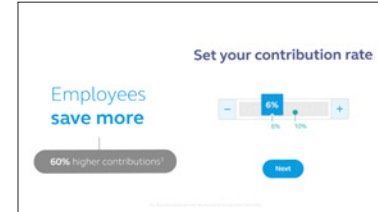
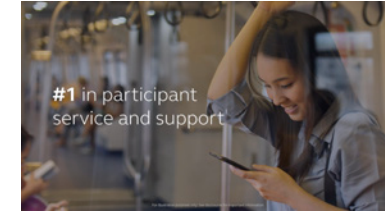
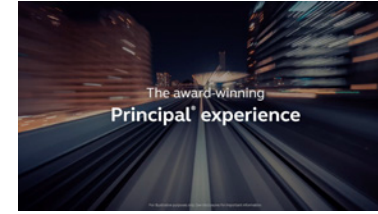
### PRINCIPAL FINANCIAL GROUP

HEAD OF CREATIVE  
**DIANE VAN WYNGARDEN**

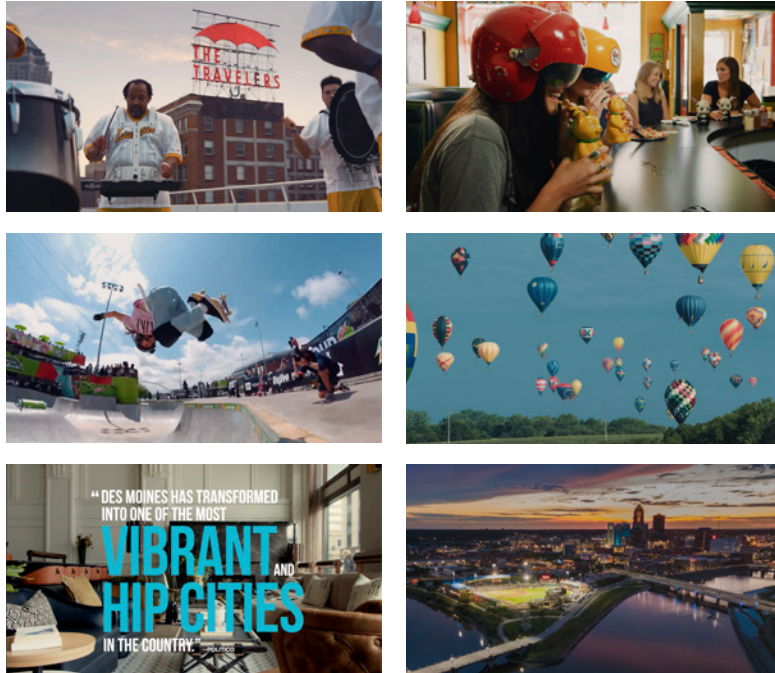
VIDEO EDITOR  
**JOE ROUNSEVILLE**

PRODUCER  
**BRANT BUMGARNER**

DIGITAL DESIGNER  
**MCLEAN JINKINSON**







## A City With No Limits

CATCH DES MOINES

**CATCH DES MOINES**

DIRECTOR CREATIVE AND COMMUNICATIONS  
**BEN HANDFELT**

S



## Give Santa What He Really Wants

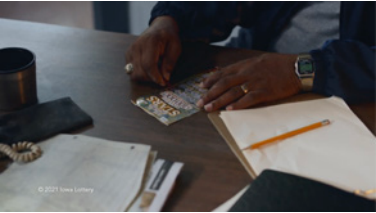
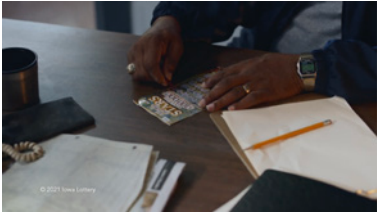
FAREWAY

**APPLIED ART & TECHNOLOGY**

APPLIED ART & TECHNOLOGY

NEXT STEP/FAREWAY

S



# The Champ

IOWA LOTTERY



APPLIED ART & TECHNOLOGY

APPLIED ART & TECHNOLOGY

STRATEGIC AMERICA

IOWA LOTTERY

# The Champ – Million Dollar Summer

IOWA LOTTERY



STRATEGIC AMERICA



## UnityPoint Health – Austin Holiday

UNITYPOINT HEALTH

**TRILIX**

S



## We Built Better Nitrogen

PIVOT BIO

**KRISTIAN DAY MEDIA**

DIRECTOR | WRITER | PRODUCER  
**PETAR MADJARAC**

PRODUCER | PRODUCTION MANAGER  
**KRISTIAN DAY**

DIRECTOR OF PHOTOGRAPHY  
**BRUCE JAMES BALES**

PRODUCTION DESIGNER  
**BUFFALO BONKER**

COSTUME DESIGNER  
**JENNIFER MCDONALD**

S





# Digital Seasons Marketing Materials

HY-VEE

MEYOCKS

MEYOCKS HV DIGITAL SEASONS TEAM

G

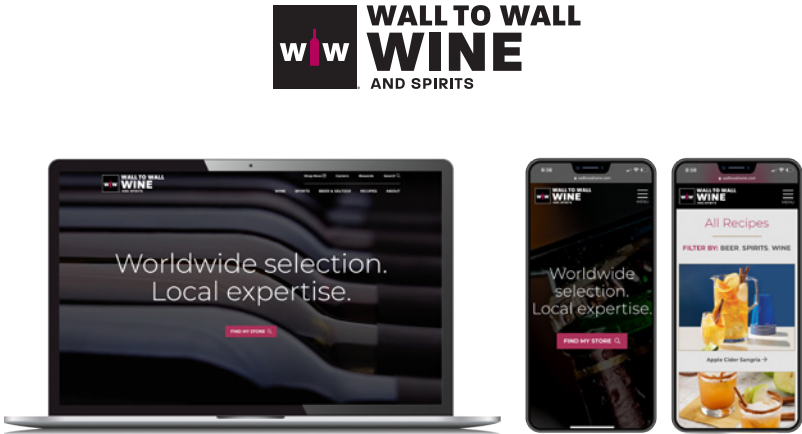
# Wall to Wall Wine Website

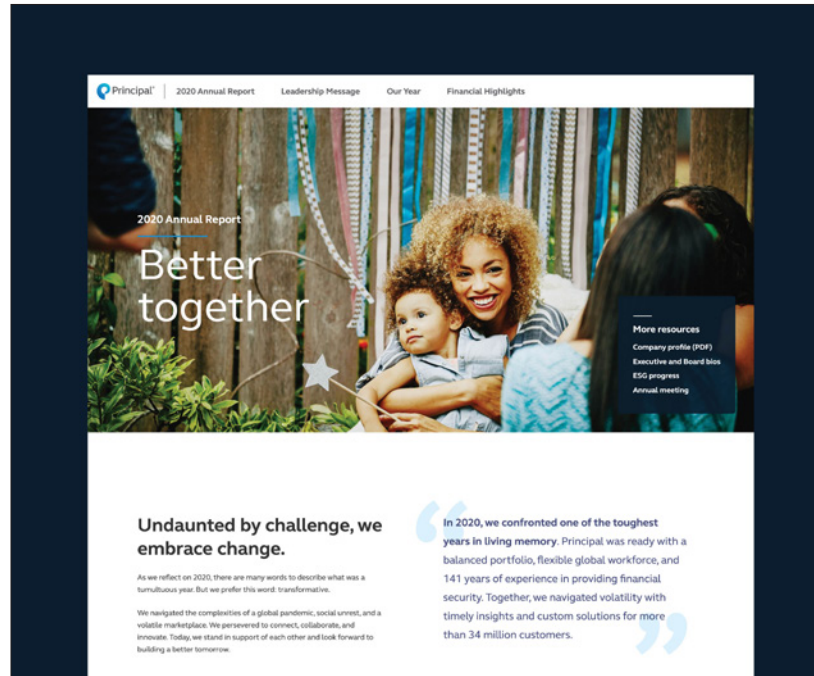
HY-VEE

MEYOCKS

MEYOCKS WALL TO WALL TEAM

S





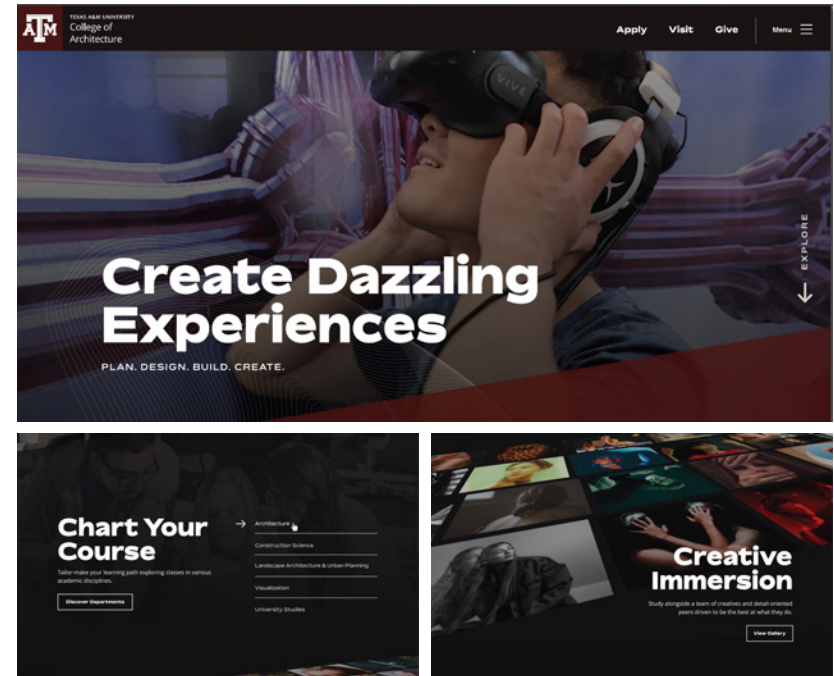
## Principal Online Annual Report

PRINCIPAL FINANCIAL GROUP

**RED DOT ADVERTISING**

**RED DOT CREATIVE TEAM**

DEVELOPMENT  
**NOLASOFT**



## Texas A&M College of Architecture

TEXAS A&M UNIVERSITY COLLEGE OF ARCHITECTURE

**JUICEBOX INTERACTIVE**

DESIGNER  
**JORUNN AASEN**

PROJECT MANAGER  
**JAMIE ADAMS**

DESIGNER  
**MAGGIE BLAND**

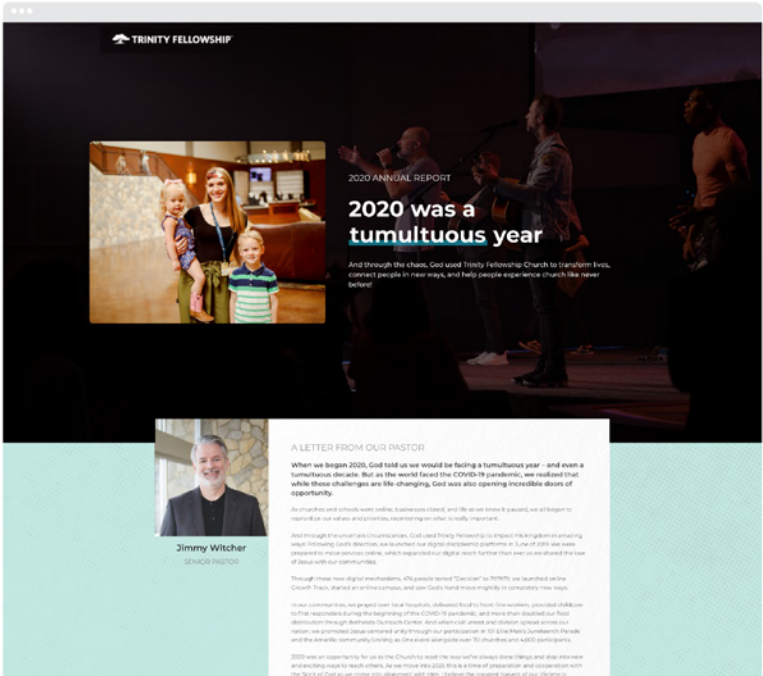
CHIEF STRATEGIST + PRINCIPLE  
**DALE BENTLAGE**



Day in the Life Microsite

UNITYPOINT HEALTH

TRILIX



Trinity Fellowship Annual Report

TRINITY FELLOWSHIP CHURCH

TWOTONE CREATIVE



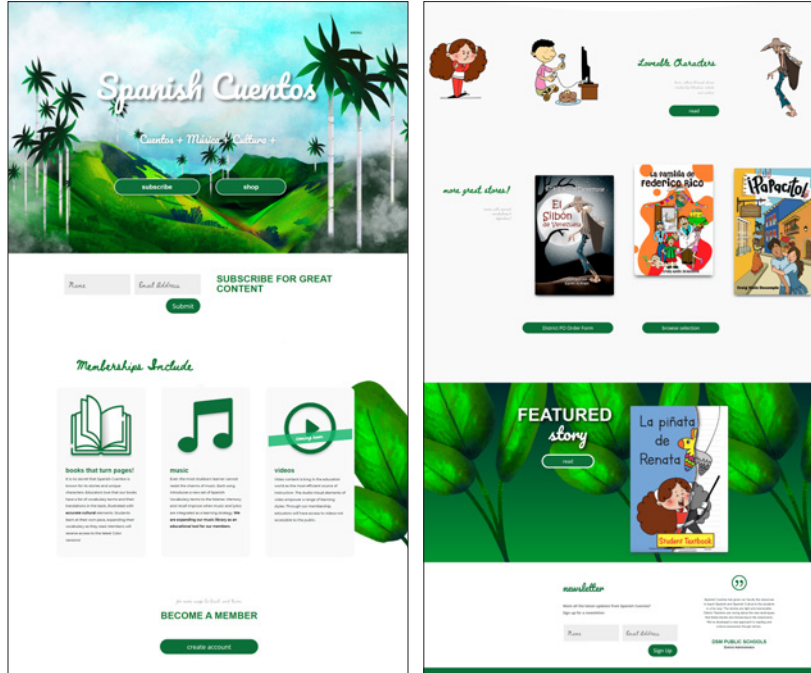
FOUNDER + CEO  
JENNY CROSS

CONTENT CREATOR  
MELANIE VAN HORN

SENIOR UX/UI DESIGNER  
VANESSA VAN GORP

SENIOR GRAPHIC DESIGNER  
ABBY GOODENOW





# Spanish Cuentos Web Design

SPANISH CUENTOS

**DES MOINES CREATIVE**

OWNER & FOUNDER  
**ASHLEY MILLER**

S



# 80/35 Music Festival Posters

DES MOINES MUSIC COALITION

JC G

RED DOT ADVERTISING



# Doosan Breakthrough Dealer Meeting

DOOSAN INFRACORE NORTH AMERICA

G

TWO RIVERS MARKETING



## Riverview Music Festival

DES MOINES MUSIC COALITION

**RED DOT ADVERTISING**

**RED DOT CREATIVE TEAM**

ILLUSTRATOR  
**MARISSA HERNANDEZ**

DESIGNER  
**TOBIAS TYLER**

S

## Bright College Jordan Creek Signage

DRAKE UNIVERSITY

**TWO RIVERS MARKETING**

S







# Iowa Corn Field of Dreams Media Kit

S

IOWA CORN

## BING BANG

DIRECTOR OF MARKETING AT IOWA CORN  
**SHANNON TEXTOR**

CHIEF MARKETING OFFICER AT BING BANG  
**MACKENZIE EDDIE**

GRAPHIC DESIGNER AT BING BANG  
**LEIGHA POWERS**



## ISTEP Anti-Tobacco Deck of Cards

IOWA DEPARTMENT OF PUBLIC HEALTH –  
TOBACCO USE PREVENTION & CONTROL DIVISION

### ZLR IGNITION

SENIOR ART DIRECTOR  
**KELLY BITTNER**

SENIOR COPYWRITER  
**SHAE OLSON**

ACCOUNT MANAGER  
**LOU LAURENT**

ACCOUNT COORDINATOR  
**LIV MELINE**

**G**

## Get Vaccinated Campaign

IOWA DEPARTMENT OF PUBLIC HEALTH

### ZLR IGNITION

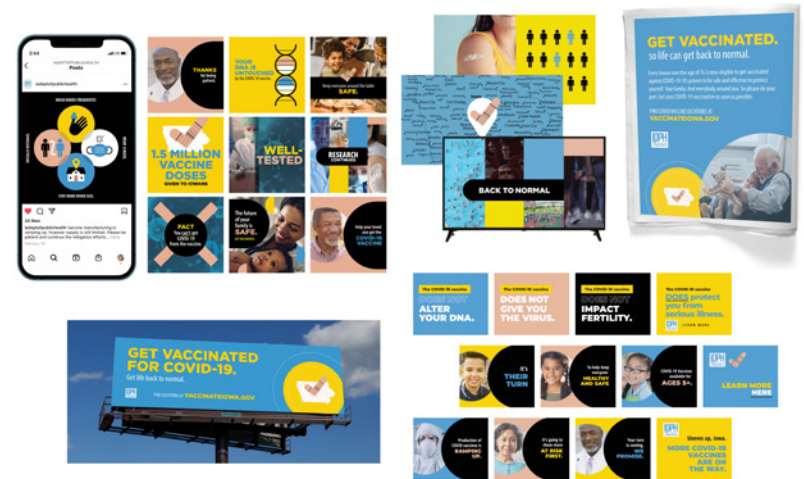
EXECUTIVE CREATIVE DIRECTOR  
**BOB DELSOL**

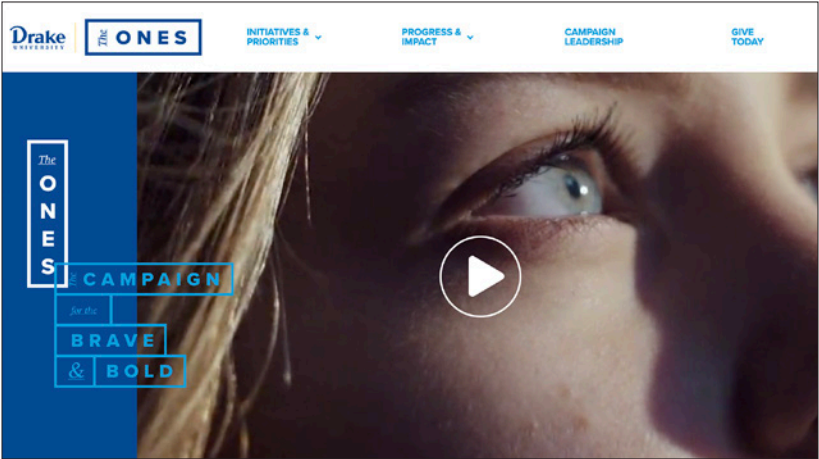
SENIOR ART DIRECTOR  
**KELLY BITTNER**

PR & CONTENT LEAD  
**JESSICA LOWN**

ACCOUNT MANAGER  
**LOU LAURENT**

VIDEO PRODUCTION PARTNER  
**GRASSHORSE STUDIOS**

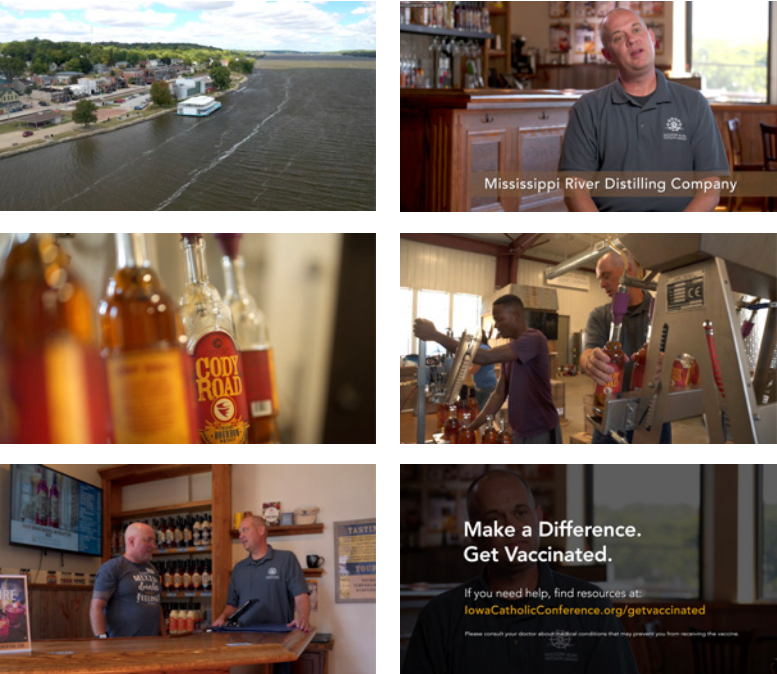
**S**




The Ones Website

DRAKE UNIVERSITY

TWO RIVERS MARKETING



ICC Vaccine Encouragement Burchett

IOWA CATHOLIC CONFERENCE

MJ&ASSOCIATES, LLC

RYAN BURCHETT CAMERA & SOUND  
PHIL DINGELDEIN







## Reading Coffee Bags

READING COFFEE COMPANY

**AVIDITY CREATIVE**

ART DIRECTOR  
**ADAM FELLER**

G



## Crazy Genius Coffee Bag

LEAF AND BEAN SOCIETY

**AVIDITY CREATIVE**

ART DIRECTOR  
**ADAM FELLER**

G



# The Warm Up Influencer Gift

S

BLK & BOLD

AVIDITY CREATIVE

ART DIRECTOR  
ADAM FELLER



# Basket & Bushel

S

TOPCO

MEYOCKS

MEYOCKS BASKET & BUSHEL TEAM



## Red Acre Farms

HY-VEE PACKAGING

**MEYOCKS**

MEYOCKS RED ACRE TEAM

S



## Mia Italian Pizza

HY-VEE PACKAGING

**MEYOCKS**

MEYOCKS MIA ITALIAN TEAM

S





# Trinity Fellowship Annual Report

TRINITY FELLOWSHIP CHURCH

TWOTONE CREATIVE

FOUNDER + CEO  
JENNY CROSS

SENIOR GRAPHIC DESIGNER  
ABBY GOODENOW

CONTENT CREATOR  
MELANIE VAN HORN





## Malocchio Kombucha

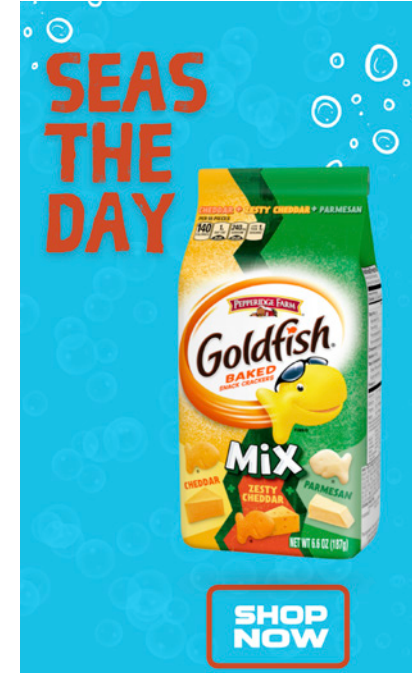
STUDENT AT IOWA STATE UNIVERSITY

**PAIGE KLEIN**

GRAPHIC DESIGNER

B of S

G



## Goldfish Web Banner Ad

STUDENT AT IOWA STATE UNIVERSITY

**LEXI SNELLER**

CREATIVE DIRECTOR

G

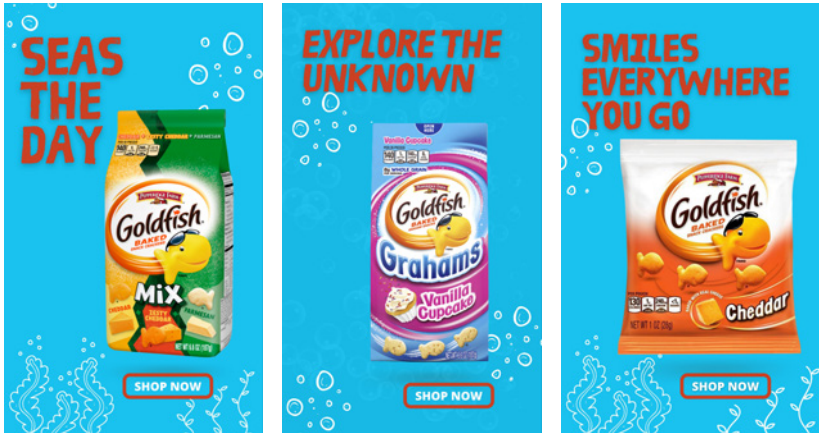


## Goldfish Web Banner Ad

STUDENT AT IOWA STATE UNIVERSITY

LEXI SNELLER

CREATIVE DIRECTOR



## Goldfish Online Campaign

STUDENT AT IOWA STATE UNIVERSITY

LEXI SNELLER

CREATIVE DIRECTOR





## Iowa DOT #Focus Campaign

S

STUDENTS AT IOWA STATE UNIVERSITY

SARAH CARNEY

PETRA OWUSU

HALEY WILLIAMS

CREATIVES



## Goldfish Web Banner Ad

S

STUDENT AT IOWA STATE UNIVERSITY

LEXI SNELLER

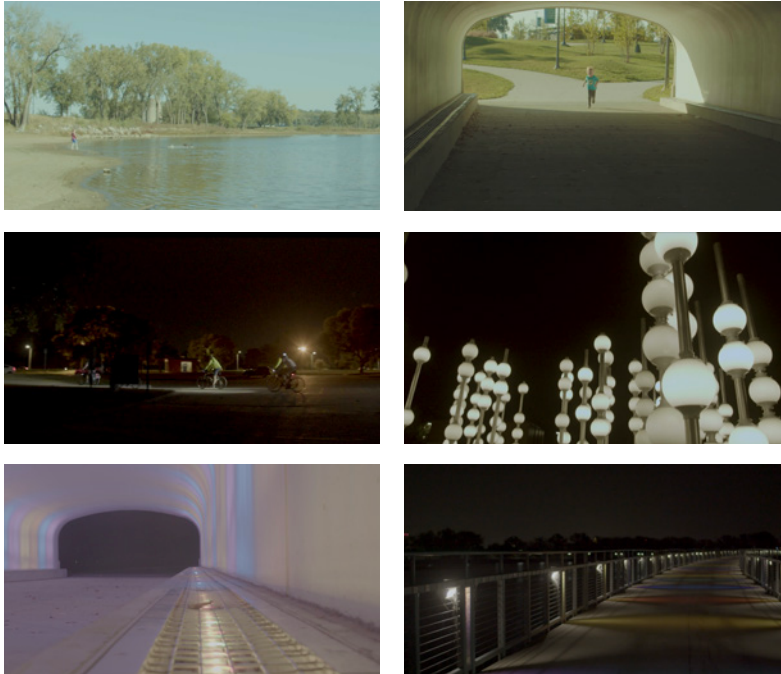
CREATIVE DIRECTOR

CARLOS MEXICAN GRILL 🇲🇽

Carlos Mexican Grill Logo

STUDENT AT IOWA STATE UNIVERSITY

SARAH CARNEY



Gray's Lake Promo Video

STUDENTS AT DRAKE UNIVERSITY

GRACIE  
PARKER

CAMERA, EDITING, MUSIC  
EDITOR, BOOM MIC

BEN MOWITZ

CAMERA, BOOM MIC

SAVANNA  
BOUS

CAMERA, BOOM MIC



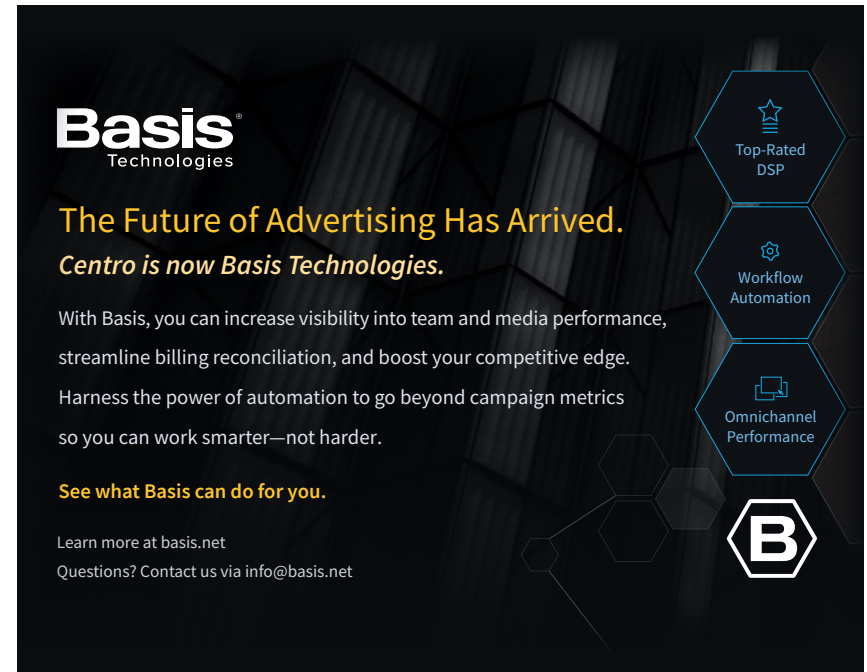


## Leading the way since 1893.

At West Bank, we've spent more than 129 years building strong relationships, one conversation at a time.



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## Basis<sup>®</sup> Technologies


### The Future of Advertising Has Arrived. *Centro is now Basis Technologies.*

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**See what Basis can do for you.**

Learn more at [basis.net](http://basis.net)  
Questions? Contact us via [info@basis.net](mailto:info@basis.net)

-  Top-Rated DSP
-  Workflow Automation
-  Omnichannel Performance





## HERE'S TO THE WINNERS!

Cheers to you and the great work you do. – Two Rivers Marketing




## TEN YEARS OF DES MOINES BEER.

 | [CONFLUENCEBREWING.COM](http://CONFLUENCEBREWING.COM)





# **RIGOROUSLY TESTED BY CREATIVE PROFESSIONALS**

Confluence beer brought to you by ZLR Ignition.  
Please create responsibly.



# ADDY Awards go to Strategic America

County, Johnston, Northwest Des Moines, Waukee and West Des Moines.

## Ad Pros of Des Moines elects board officers

Advertising Professionals of Des Moines, a not-for-profit group of local advertising professionals, elected its new board for the 2004-05 year. Ad Pros of Des Moines is made up entirely of volunteers, including students, professionals and retirees.



Sayles Graphic Design, Inc.

Vivamedia recently received a Silver ADDY Award for excellence in collateral material design at the 2006 ADDY Awards held Feb. 24 in Altoona.

The company won for its work on the identity and business system package for Adstruck Inc., an out-of-home mobile advertising venture. The ADDY Awards are overseen by the American Advertising Federation and organized by the Advertising Professionals of Des Moines.

## CITATION OF EXCELLENCE AWARDS



Zimmerman, Laurent & Richardson, Inc.

## ADVERTISING

# KGGO quip

Clever one-liners promoting KGGO Radio won "Best of Show" among the 220 Addy Awards of 1990 presented by the Advertising Professionals of Des Moines, and it was said to be the first time in many years that a radio spot was so honored.

Ad Pros President Michael Meacham, whose firm, Avatar Productions, produced the winning commercials, said the Addy judges were impressed with the eight pluggers as "a good use of the medium."

Zlignition won 23 Addy Awards, including 11 gold awards, in recognition of work ranging from broadcast advertising to print materials to Web sites.

Zlignition also was recognized for two "Best of Class" honors in two categories: public service and interactive media. The public service recognition came from television advertising produced for the Iowa Department of Public Health's Division of Tobacco Use Prevention and Control on behalf of Quitline Iowa, a statewide tobacco-use cessation help line. This campaign also received a Special Judges Recognition award.

A student recruitment Web site created by Zlignition for Iowa State University's [www.chooseyouradventure.net](http://www.chooseyouradventure.net) garnered the "Best of Class" Interactive Media honors.

## to pick Awards

After pondering a certain category of newspaper ads, the judges couldn't agree.

"I make all three of them second placers," said Klinghammer. Done. Although an agency writing chief, Newcombe admitted that he didn't read everything on all the entries.

"I have to want to read the copy before I'll read it," he explained. And what does that take?

"A strong headline and strong graphics," Newcombe said. "We pay more attention than any consumer would. We're concentrating. We look at an ad for maybe 10 seconds, that's longer than any consumer will."

### The Real Challenge

Added Willoughby, "Our real challenge is to keep our judging consistent. By 4 o'clock in the afternoon, it's hard to pay that much attention."

One truism on advertising awards, often stated with a taint of cynicism, is that award-winning ads are not always those that did the best job for the client. Do judges take results into consideration?

"We have no idea whether any particular ad had a unique success," said Smith.

"That information isn't made available to us," added Newcombe. "We're only guessing."

"But it's an educated guess based on a lot of experience," said Willoughby.

So if your floor is bucking over



## ADDY Awards entries

Entries in the 1990 ADDY Awards advertising competition will be displayed from 4:30 to 7:30 p.m. Friday in the main floor ballroom of the Kirkwood Civic Center Hotel, Fourth and Walnut streets. Cost is \$10 in advance or \$12 at the door. The winners will be presented Jan. 25. For reservations, call 282-5555 by noon today.

## Trilix Marketing wins 3 Best of Class ADDYs

Trilix Marketing Group won three Best of Class Award as well as several gold and silver awards at the 2007 ADDY Awards presented by the American Advertising Federation of Des Moines. Trilix's awards included silver in the follow

## ADDY awards set for Friday

## Winners of 1986 Ad

**DIRECT MAIL**  
Single Mailing, Two Colors or Less  
First: Sayles Graphic Design Inc., for Drake University.  
Single Mailing, Three Colors or More  
First: Successful Farming Magazine.  
Campaign Entry, Two Colors or Less  
First: Sayles Graphic Design Inc., for Drake University.  
Campaign Entry, Three Colors or More  
First: Des Moines Register.

**OUTDOOR**  
One-Time Design, Poster  
Merit: CMF&Z/Des Moines, for Iowa Gas.  
Campaign Entry  
Merit: Pepsi Cola.

**NEWSPAPER**  
One Color, Any Size, Single Ad  
First: Lord, Sullivan & Yoder Inc., for Heritage Communications.

**Advertising Illustration & Photo**  
Two or More Colors  
First: Iowa Public Television.  
**Advertising Illustration & Photo**  
Color  
First: Basil Williams, for V.  
Original Music, Original Sound  
Merit: Pundzak Advertising.  
Film, AV and Video Presentation  
First: CMF&Z/Cedar Rapids Chemical Company.  
Film, AV and Video Presentation  
First: CMF&Z/Des Moines.

**MAGAZINE**  
Consumer Magazine, One or Less, Single Ad  
Merit: The Design Firm for HMO Iowa.  
Consumer Magazine, Three

**You've Just Suffered A Second Degree Burn.**

Thomas C. Porter & Associates  
ADDY: BEST OF CLASS

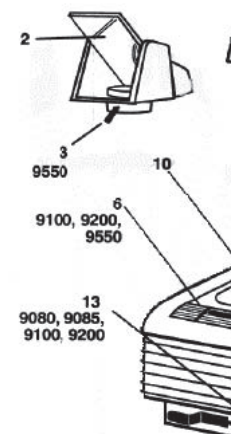




SEE YOU NEXT YEAR!

## Product Description/Features

### Front View



Electrical: 120 VAC

1. Projection Head
2. Projection Mirror
3. Focus Knob
4. Post Assembly
5. Post Lock
6. Control Panel
  - a. Lamp Changer
  - b. High/Low Lamp Switch\*
  - c. Lamp Interlock Switch

\* On some models the switch is located inside the lamp assembly.

### Service Information

In the U.S. and Canada, please call us for

- Product information
- Product assistance

If you need product assistance or service, contact your local distributor.

**aaf** american  
advertising  
federation

des moines