

# AAF Greater Flint Presents 2012 ADDY® Awards

## For Immediate Release

**Contact:** Julie Foster, 810.965.7204, julesfoster316@gmail.com

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February 14, 2012, (Flint, Mich.) – The AAF-Greater Flint presented its 2012 ADDY® Awards for advertising creative excellence Friday, February 10 at the Flint Institute of Arts. The annual awards presentation was attended by numerous individuals of the local advertising and media businesses.

Of the 128 entries received by AAF Greater Flint, five gold ADDY Awards and 28 silver ADDY Awards were presented. Entries were judged based on creativity, originality and creative strategy. Top awards of the evening went to the “Best of Show” winners.

Olmsted Associates, Inc. captured Best of Show for Hurley Foundation Inside Report.

Student Best of Show went to: Kirby Josephson for Stitches done for University of Michigan-Flint.

Judges Awards went to: Weaver Design for It’s Showtime! done for Charlevoix County Community Foundation and The Flint Journal for Food Bank 10-60 done for Food Bank of Eastern Michigan.

Following is a complete list of all the 2011 AAF-Greater Flint ADDY Awards winners:

<i>Award</i>	<i>Title</i>	<i>Agency</i>	<i>Advertiser</i>
<b>LOCAL ONLY CATEGORIES</b>			
The One That Got Away	The Fighter	Townquare Media	Edenz Hydro
<b>SALES PROMOTION</b>			
Gold ADDY® Award	Vaughn Product Catalog	NWA, Inc.	Vaughn Custom Sports
Gold ADDY® Award	LIFE Business Starter Kit	NWA, Inc.	LIFE
Silver ADDY® Award	North American International Auto	The Spencer Agency	Swedish Biogas
Silver ADDY® Award	Fox 66 Fall 2011 Sizzle Presentation	WSMH(TV)	WSMH(TV)
Silver ADDY® Award	New Life Christian Fellowship - Bad	The Spencer Agency	New Life Christian Fellowship
<b>COLLATERAL MATERIAL</b>			
Gold ADDY® Award	Hurley Foundation Inside Report	Olmsted Associates, Inc.	Hurley Foundation
Gold ADDY® Award	It's Showtime!	Weaver Design	Charlevoix Cty Community Fdn
Silver ADDY® Award	AIM/LITE program Donor Report	Weaver Design	Kettering University
Silver ADDY® Award	i believe School	Weaver Design	St. John the Evangelist Catholic
Gold ADDY® Award	LIFE	NWA, Inc.	LIFE
Silver ADDY® Award	Club 401 Invitation	McLaren-Flint	McLaren-Flint
<b>DIRECT MARKETING</b>			
Silver ADDY® Award	Fernco All Stars	Concept Three, Inc.	Fernco Inc.

**OUT-OF-HOME**

Silver ADDY® Award	Halloween Bash	CBS Outdoor	Chasse Dance Studio
Silver ADDY® Award	Welcome to Fenton	Weaver Design	City of Fenton

**CONSUMER OR TRADE PUBLICATION**

Silver ADDY® Award	Island Sun Times Magazine - February	Click Design Studio	Island Sun Times
Silver ADDY® Award	Island Sun Times Magazine - November	Click Design Studio	Island Sun Times

**NEWSPAPER**

Silver ADDY® Award	Santa's Nice List	Designworks Advertising	Goodwill Industries of MidMich
Gold ADDY® Award	Food Bank 10-60	The Flint Journal	Food Bank of Eastern Michigan
Silver ADDY® Award	Hurley Children's Hospital Ad Series	Olmsted Associates, Inc.	Hurley Medical Center
Silver ADDY® Award	Free With Every Visit	Designworks Advertising	Davison Dental

**INTERACTIVE MEDIA**

Silver ADDY® Award	Gorman's Leather Campaign	3Sixty Interactive	Gorman's Fine Furniture
Silver ADDY® Award	'G3C, Now I'm a Patient'	Townsquare Media	Genesee Cty Compassion Club

**TELEVISION**

Silver ADDY® Award	Hurley Distracted Driving TV Spot	Olmsted Associates, Inc.	Hurley Medical Center
Silver ADDY® Award	The Flint Journal - Life as it Happens	The Spencer Agency	The Flint Journal

**MIXED/MULTIPLE MEDIA**

Silver ADDY® Award	Year of the Bray, 1961–2011	Flint Institute of Arts	Flint Institute of Arts
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**ADVERTISING FOR THE ARTS & SCIENCES**

Silver ADDY® Award	The Whiting's 2011-12 Season	Flint Cultural Center Corp.	The Whiting
Silver ADDY® Award	Short Notice Poster	James Shurter Designs	Red Ink Flint Local 432
Silver ADDY® Award	Conceptual Book Design Class	Mara Jevera Fulmer	Mott Community College
Silver ADDY® Award	UMF Dept. of Theatre and Dance 2011	James Shurter Designs	UMF Dept. of Theatre & Dance

**PUBLIC SERVICE**

Silver ADDY® Award	Auto Pride Collision Sheriff Pickell	Townsquare Media	Auto Pride Collision
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**ADVERTISING INDUSTRY SELF-PROMOTION**

Silver ADDY® Award	Holiday Card	Olmsted Associates, Inc.	Olmsted Associates, Inc.
Silver ADDY® Award	The Spencer Agency Anniversary Spectacular	The Spencer Agency	The Spencer Agency

**ELEMENTS OF ADVERTISING**

Silver ADDY® Award	April Laser Classic Rock – Jimi Hendrix	Flint Cultural Center Corp.	Longway Planetarium
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**STUDENT ADDY Categories**

Student Silver ADDY®	ReFresh Packaging Design	Rachel L. Salazar	University of Michigan-Flint
Student Silver ADDY®	Eco Energy Press Kit	Francisco Cortez	Mott Community College
Student Silver ADDY®	Mott Student Art Show	Francisco Cortez	Mott Community College
Student Silver ADDY®	Domestic Violence Campaign	Christine Aucompaugh	Mott Community College
Student Silver ADDY®	When Pigs Fly Comics	DeMarcus R. Smith	University of Michigan-Flint
Student Silver ADDY®	The QUA a Literary and Art Magazine	Allison Fortino	University of Michigan-Flint
Student Silver ADDY®	Pulp Monster Comic Cover	Jason Jerke	Mott Community College
Student Silver ADDY®	Rotation Magazine (Change)	Dan Putnam	University of Michigan-Flint
Student Gold ADDY®	Stitches	Kirby M. Josephson	University of Michigan-Flint
Student Silver ADDY®	Saucers -A Modern View on Tea	Rachel L. Salazar	University of Michigan-Flint
Student Silver ADDY®	Pulp Monster Design Website	Jason Jerke	Mott Community College

Student Silver ADDY®	Elevator Studio Campaign	Amanda E Smith	University of Michigan-Flint
Student Silver ADDY®	SPROUT Campaign	Amanda E Smith	University of Michigan-Flint
Student Gold ADDY®	Sprout Logo	Sarah Crow	University of Michigan Flint
Student Gold ADDY®	Pulp Monster Logo	Jason Jerke	Mott Community College
Student Gold ADDY®	The Return of Dr. Wertham	Jason Jerke	Mott Community College
Student Silver ADDY®	Melt	Kylee Preseau	University of Michigan Flint
Student Silver ADDY®	Masquerade	Emely Williamson	Mott Community College
Student Gold ADDY®	Opening Up	Gilford A. Goodrow	University of Michigan-Flint

\*\*The ADDY Awards Competition is a three-tiered national competition conducted annually by the American Advertising Federation. The ADDY Awards Competition is the advertising industry's largest and most representative competition for creative excellence.

\*\*\*The American Advertising Federation Greater Flint (AAF-GF) is the premier resource for advertising, marketing and communications professionals in the Greater Flint area. We offer our members nationally noted speakers, networking opportunities, social events, and the ADDY® Awards competition. AAF-GF is a not-for-profit professional advertising association and the local affiliate of the American Advertising Federation (AAF).