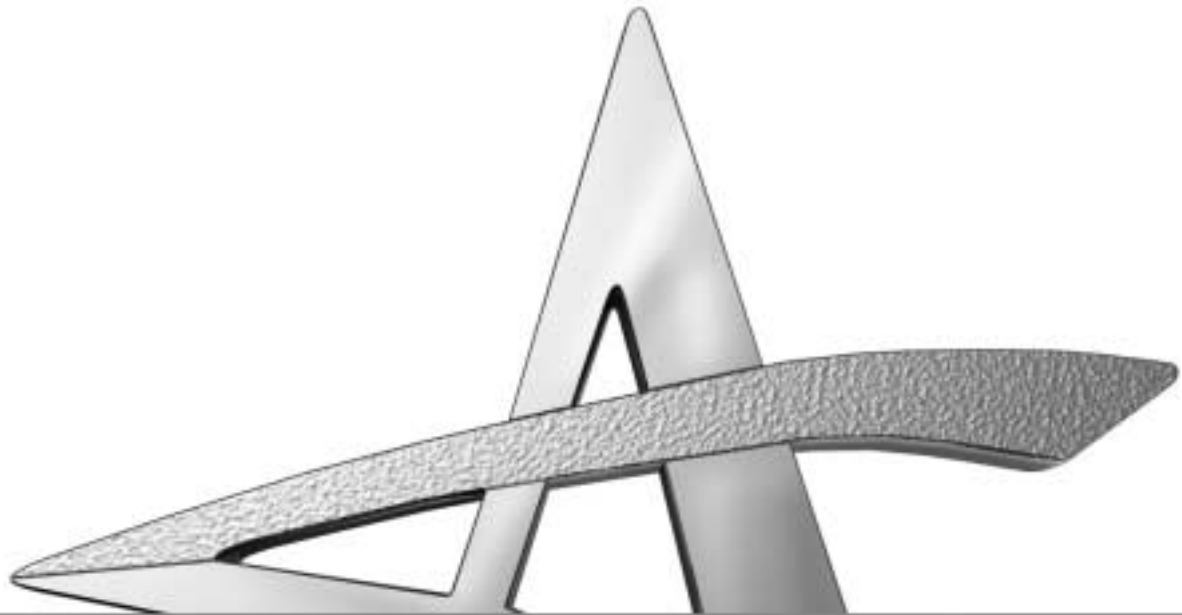


T W O T H O U S A N D A N D F O U R



C H A R L O T T E A D C L U B

A D D Y <sup>®</sup> A W A R D S S H O W

P R E S E N T E D B Y A D A M S O U T D O O R A D V E R T I S I N G

To Our Guests,

The Charlotte Ad Club would like to take this opportunity to congratulate all of the 2004 ADDY® Award Show winners and all of our participants for submitting such amazing work. We would also like to thank all of our sponsors and volunteers for their constant help and dedication – because without you this would not have been possible.

The Charlotte Ad Club is proud to announce that this year we have received a record number of entries, entrants and have given out a record number of awards. We are honored to have so many dedicated agencies, creative groups, copywriters, freelancers, photographers, and designers participate in our show each year. It is your commitment and dedication to raising the standard of work that makes this show a success. Thank you for participating and we look forward to seeing everyone back next year.

Congratulations,

Kristy Johnson  
ADDY Award Chairman

Barry Wilson  
Ad Club President



CHARLOTTE AD CLUB

#### UPCOMING EVENTS

MARCH 25

Insight for Culturally Relevant Marketing

APRIL 22

Crispin Porter + Bogusky

MAY 20

Charlotte Radio Personalities Forum

JUNE 17

The 2004 Silver Medal Award Presentation

JULY 12

Annual Golf Tournament

FOR DETAILED INFORMATION,  
VISIT [CHARLOTTEADCLUB.COM](http://CHARLOTTEADCLUB.COM)

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#### AD CLUB BOARD

##### Officers

Barry Wilson – President  
Jim Considine – 1st VP Programs  
Janice Bowers – 2nd VP Membership  
Richard Halliburton – Treasurer

##### Directors

Janice Coley Abdow – Past President  
Billy Grooms  
Gail Williams  
Debbie Smith  
Ken Parrott  
Theckla Sterrett  
Francene Morris

##### Chairs

Francene Morris – Diversity Chair  
Kristy Johnson – ADDY Chairman  
and Membership Chair  
Amy Antoniak – Hospitality chair  
Jeff Hurley – Webmaster  
Roger Ball – Club Photographer

**The Charlotte Ad Club would like to thank the following judges for helping to make this year's show a success.**

Paul Stechschulte | Art Director, Crispin Porter + Bogusky

Paul takes a multidisciplinary approach to advertising due to his multidisciplinary educational background. He studied architecture, sculpture, and graphic design during undergrad, receiving both a BFA and BA in four years. He is also a graduate of the Creative Circus in Atlanta, GA. Paul started with Crispin Porter + Bogusky in 2000. As an Art Director his work has been recognized by the One Show, Communication Arts, Archive, the New York Art Directors Club, the Kelly's and Cannes. Paul's account experience includes Giro Sport Design, Bell Helmets, IKEA, BMW MINI and Truth.

Bill Drake | Executive Creative Director, blattnerbrunner

Bill is a twenty year veteran of the Boston advertising scene where he honed his skills as an art director and associate creative director at HillHoliday, Harold Cabot and KK&M. Bill has had the opportunity to work on accounts such as Golds Gym, BankNorth, Converse, The US Air Force, Tyco International and Hilton Hotels. Prior to joining blattnerbrunner bill was appointed the VP Group Creative Director at Mullen where he managed a select group of senior creative teams working on several national brands including Energy Star. Bill has been recognized by the One Show, ADDYS, Hatch Awards, and the Design Show.

Cyd Owen | Vice President and Creative Director, Devaney & Associates

Cyd joined Devaney in 1994, and today is at the helm of the agencies creative team. Cyd gained experience on both the client and agency sides of marketing communications. She has worked on many regional and national accounts including Marriott, Radisson Hotels, and University of Maryland Medical System. Her experience includes campaigns with high-profile personalities such as Willard Scott, of NBC's Today Show. She has received national awards from the Retail Merchants socation and the Telly Awards. She has also been recognized for her work by the Advertising Association of Baltimore ADDYs, AMA, and PRSA.

**The Charlotte Ad Club would like to thank our volunteers for their generous support.**

Kristy Johnson – ADDY Co-Chairman

Barry Wilson – ADDY Co-Chairman

Hardin Minor – Show Host

Duke Ernsberger – Show Co-Host

Joe Van Riper – Announcer

Jim Considine

Bill Barnes

Bob DeLano

David Adams

Brian Haselton

John Howard

Clint Medlock

Craig Tweed

Elyse Williams

Cameron Triggs

Janice Bowers

Roger Ball

Ken Parrott

Len Friedland

Maria Tranquillo

Zack Stackle

Jon Mazey

Katie Kirk

Jeff Hurley

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ADAMS OUTDOOR ADVERTISING



Paradox Films & Design



PLANET CENTRAL



unisource



Kenny Color



The Charlotte Observer



CORT  
BUSINESS SERVICES

## 2004 ADDY® Award Show Winners.

### BEST OF SHOW

#### BooneOakley Advertising

Category: Television  
Regional/National TV Campaigns  
Consumer Services

Advertiser: MTV

Title: Nora Jones, Jay Z/Beyonce, Metallica

Contributors: Adam Stone, Director of Photography  
Billy Patete, Exec. Producer  
Boulevard Films, Production Company  
Chris Walldorf, Editor/Sound Design  
David Oakley, John Boone, Creative Directors  
John Boone, Rory Odani, Art Directors  
Mortimer Jones, Director  
Sally Mefford, Producer  
Sean Keenan, Copywriter  
Taylor Busby, Jessica Stanfield, Account Managers

### COLLATERAL MATERIAL

#### Stationery Package

Multiple Process

Award: Silver ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Crescent Resources, LLC  
Title: The Farms Stationery Package  
Contributors: Karen Smith, Production  
Robert Locklear, Art Director

Award: Silver ADDY® Award  
Entrant: Axiom Creative Group  
Advertiser: The Light Factory  
Title: The Light Factory - Stationery Package  
Contributors: Brandon Scharr, Associate Creative Director  
Brian Hill, Creative Director  
Colleen Schussler, Account Supervisor

Contributors: Billy Wilson, Writer/Creative Director  
Graphic Impressions, Printer  
Karen Smith, Production  
Robert Locklear, Art Director

### COLLATERAL MATERIAL Poster

Single

Award: Gold ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Fuel Pizza  
Title: Fuel Truck  
Contributors: Aaron Thornton, Art Director  
Becca Bernstein, Copywriter  
Jeff McCoullough, Photographer  
Ron Randle, Creative Director  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Fuel Pizza  
Title: Fuel Key  
Contributors: Aaron Thornton, Art Director  
Becca Bernstein, Copywriter  
Jeff McCoullough, Photographer  
Ron Randle, Creative Director  
Sheila Sambrotto, Production

Award: Gold ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: MTV  
Title: Chili Peppers  
Contributors: David Oakley, Copywriter  
David Oakley, John Boone, Creative Directors  
Rory Odani, Art Director  
Rory Odani, Photographer

Award: Silver ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: MTV  
Title: Metallica  
Contributors: David Oakley, Copywriter  
David Oakley, John Boone, Creative Directors  
Rory Odani, Art Director  
Rory Odani, Photographer

Award: Silver ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: Targeted Golf  
Title: Arrow  
Contributors: John Boone, David Oakley, Creative Directors  
Pat Staub, Photographer  
Phil Mimaki, Art Director

### SALES PROMOTION

#### Product or Service Sales Presentation

Catalog

Award: Silver ADDY® Award  
Entrant: adam roth design  
Advertiser: Thinkstock  
Title: Thinkstock Footage  
FlipBook  
Contributors: Adam Roth, art director  
Amy Laverghetta, copywriter

Copywriter  
Heather Alverson, Designer

### SALES PROMOTION Packaging

Series or Campaign

Award: Silver ADDY® Award  
Entrant: Axiom Creative Group  
Advertiser: Topsy Treats, Shannon and Charlie Meyer  
Title: Topsy Treats Cake Product Line  
Contributors: Bonnie LaBadie, Production Manager  
Brandon Scharr, Associate Creative Director  
Brian Fink, Art Director  
Brian Hill, Creative Director  
Colleen Schussler, Account Supervisor  
Joey Richey, Graphic Designer

### SALES PROMOTION

#### Product or Service Sales Presentation

Sales Kits or Product Information  
Sheets

Award: Silver ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Crescent Resources, LLC  
Title: The Farms Sales Kit  
Contributors: Billy Wilson, Writer/Creative Director  
Karen Smith, Production  
Robert Locklear, Art Director

### SALES PROMOTION Point of Purchase (POP)

Counter Top or Attached

Award: Gold ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: Targeted Golf  
Title: Eraser  
Contributors: John Boone, David Oakley, Creative Directors  
Phil Mimaki, Art Director  
Ryan Coleman, Copywriter  
Taylor Busby, Jessica Stanfield, Account Managers

### SALES PROMOTION

#### Packaging

Single Unit

Award: Silver ADDY® Award  
Entrant: Unisource  
Advertiser: Unisource  
Title: Ass Kiss  
Contributors: Bill Stowe,

### COLLATERAL MATERIAL Annual Report

Four-color

Award: Silver ADDY® Award  
Entrant: Mervil Paylor Design  
Advertiser: The Duke Endowment  
Title: The Duke Endowment Annual Report  
Contributors: Chris Wooten, Image Adaptation  
Classic Graphics, Printing  
Mervil M. Paylor, Designer/Images  
Rene Tamol, Image Adaptation

### COLLATERAL MATERIAL Brochure

Four-color

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Milliken Automotive  
Title: What's Next Brochure  
Contributors: Barbara Birge, Copywriter  
Cynthia Sturtevant, Account Executive  
Happy Carter, Designer  
Jason Carey, Copywriter  
Jennifer Appleby, Creative Director  
Rusty Williams, Art Director  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Crescent Resources, LLC  
Title: The Point Golf Brochure

Ryan Coleman, Copywriter  
Taylor Busby, Jessica Stanfield,  
Account Managers

Award: Silver ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Charlotte Sports  
Commision  
Title: Military Classic of the  
South Poster  
Contributors: Bill Stowe, Art  
Director  
Blue Ridge Printing, Printer

**COLLATERAL MATERIAL**  
**Poster**  
Campaign

Award: Gold ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Fuel Pizza  
Title: Fuel Posters  
Contributors: Aaron Thornton, Art  
Director  
Becca Bernstein, Copywriter  
Jeff McCoullough, Photographer  
Ron Randle, Creative Director  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Concentric Marketing  
Advertiser: General Tire  
Title: "Command Poster  
Campaign"  
Contributors: Jason Clewell,  
Copywriter, Designer  
Jason Neman, Associate Creative  
Director, Copywriter  
John Sowinski, Creative Director

**COLLATERAL MATERIAL**  
**Special Event Material**  
Invitation

Award: Silver ADDY® Award  
Entrant: Incite Communications  
Advertiser: Incite  
Communications  
Title: Brazilian BBQ  
Contributors: Eduardo Guzmán,  
Creative Director, Copywriter

Award: Silver ADDY® Award  
Entrant: Wachovia  
Advertiser: Wachovia Securities  
Title: Finance Conference  
Invitation  
Contributors: Martha Horowitz,  
Print Production  
Nikki Conyers-Williams,  
Copywriter  
Susan Triplett, Designer

Award: Gold ADDY® Award  
Entrant: Axiom Creative Group  
Advertiser: World T.E.A.M. Sports

Title: Everest Movie Premier  
Invite  
Contributors: Brian Hill, Creative  
Director  
Joey Richey, Art Director

**DIRECT MARKETING**  
**Business-to-Business**  
**Campaign**  
Flat

Award: Silver ADDY® Award  
Entrant: The Marketing  
Consortium  
Advertiser: U.S. GreenFiber  
Title: Cocoon/Butterfly Direct  
Mail Campaign  
Contributors: Bob Young,  
Copywriter  
Dan Kovasckitz, Creative Director  
Edie Thomas, Client  
John White, Illustrator  
Pam Boileau, Account Manager

**DIRECT MARKETING**  
**Consumer Campaign**  
Flat

Award: Silver ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Crescent Resources,  
LLC  
Title: The Farms Direct Mail  
Contributors: Billy Wilson,  
Writer/Creative Director  
Karen Smith, Production  
Robert Locklear, Art Director

**DIRECT MARKETING**  
**Specialty Advertising**  
Apparel

Award: Silver ADDY® Award  
Entrant: Axiom Creative Group  
Advertiser: Tarheel Trailblazers  
Title: Catawba River Mountain  
Bike Race - Teeshirt  
Contributors: Brandon Scharr,  
Design Monkey  
Patrick McLean, Copy Jockey

**OUT-OF-HOME**  
**Outdoor Board**  
Flat

Award: Gold ADDY® Award  
Entrant: BooneOakley  
Advertising  
Advertiser: New Life 91.9  
Title: Seek  
Contributors: John Boone, David  
Oakley, Creative Directors  
Lauren Greer, Copywriter  
Pat Staub, Photographer

Phil Mimaki, Art Director  
Award: Silver ADDY® Award  
Entrant: Adams Outdoor  
Advertising  
Advertiser: Home Economist  
Market  
Title: Home Economist  
Contributors: Brian Haselton,  
Copywriter  
Brian Haselton, Creative Director  
John Howard, Art Director

Award: Silver ADDY® Award  
Entrant: Adams Outdoor  
Advertising  
Advertiser: Rock Hill Eye Center  
Title: Eye Center  
Contributors: Brian Haselton,  
Creative Director  
John Howard, Art Director  
Patrick Schober, Copywriter

**OUT-OF-HOME**  
**Site**  
Exterior

Award: Silver ADDY® Award  
Entrant: Luquire George  
Andrews, Inc.  
Advertiser: Miller Orthopaedic  
Clinic  
Title: The Daredevil  
Contributors: Barry Campbell, Art  
Director  
Barry Campbell, Photographer  
Christine Eubanks, Account  
Executive  
Clay Andrews, Creative Director  
Paul Cotter, Associate Creative  
Director

**OUT-OF-HOME**  
**Out-of-Home, Campaign**

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Charlotte NBA  
Title: NBA Teaser Campaign  
Contributors: Happy Carter,  
Studio Artist  
Lisa Weinheimer, Account  
Executive  
Ron Randle, Creative Director  
Rusty Williams, Art Director  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Adams Outdoor  
Advertising  
Advertiser: Adams Outdoor  
Advertising  
Title: Outhouse Springs  
Contributors: Brian Haselton,  
Copywriter

Brian Haselton, Creative Director  
Brian Haselton, Photographer  
John Howard, Art Director  
John Howard, Copywriter

**TRADE PUBLICATION**  
**Full Page**  
Four-color

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: VELUX AMERICA  
Title: Suntan Lotion  
Contributors: Aaron Thornton, Art  
Director  
Happy Carter, Studio Artist  
Jenny Duncan, Account Executive  
Mike Carroll, Photographer  
Ron Randle, Creative Director  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Häfele  
Title: Thanks to Helmut!  
Contributors: Britt Nolan,  
Copywriter  
Charlie Elberson, Adam Burr  
Jeffrey McCollough, Mike Carroll  
Jim Stadler, Creative Director  
Rachel Busby, Art Director  
Shawn Kelley, Art Director  
Traci Burns, Production Manager

Award: Gold ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Border Concepts,  
Tomahawk Tree Stabilizer  
Title: Moose  
Contributors: Bill Stowe, Art  
Director  
Billy Wilson, Creative Director  
Pat Staub, Photographer  
Rusty Shackelford, Writer

Award: Gold ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: GovWorks  
Title: Alligators  
Contributors: Arington Hendley,  
Photographer  
Jim Stadler, Copywriter/Creative  
Director  
Russell Shuler, Art  
Director/Creative Director  
Sandy Buzzard, Account Executive  
Traci Burns, Production Manager

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: GovWorks  
Title: Steps  
Contributors: Arington Hendley,  
Photographer  
Jim Stadler, Copywriter/Creative  
Director

Russell Shuler, Art Director/Creative Director  
Sandy Buzzard, Account Executive  
Traci Burns, Production Manager

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: GovWorks  
Title: Water Cooler  
Contributors: Jim Stadler, Copywriter/Creative Director  
Russell Shuler, Art Director/Creative Director  
Sandy Buzzard, Account Executive  
Traci Burns, Production Manager

#### TRADE PUBLICATION

##### Campaign

Four-Color

Award: Gold ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Corbin Russwin (Yale Security Group)  
Title: Door Knob Ad Campaign  
Contributors: Bill Stowe, Art Director  
Billy Wilson, Creative Director  
Pat Staub, Photographer  
Rusty Shackelford, Writer

#### CONSUMER MAGAZINE

##### Full Page

Four-color

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Springs Industries  
Title: Mint on Pillow  
Contributors: Becca Bernstein, Copywriter  
Greg Slater, Photographer  
Happy Carter, Studio Artist  
Lisa Carey, Account Executive  
Ron Randle, Creative Director  
Rusty Williams, Art Director  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Speed Channel  
Title: Garage  
Contributors: Elaine Franklin, Production Manager  
Jim Fiscus, Photographer  
Jim Stadler, Copywriter/Creative Director  
Molly Carroll, Account Executive  
Shawn Kelley, Art Director

Award: Silver ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Ballantyne Resort  
Title: Ballantyne Resort Ad "2nd Honeymoon"  
Contributors: Billy Wilson,

Writer/Creative Director  
Robert Locklear, Art Director

Award: Silver ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Ballantyne Resort  
Title: Ballantyne Resort Ad "Marriage Counselor"  
Contributors: Billy Wilson, Writer/Creative Director  
Robert Locklear, Art Director

#### CONSUMER MAGAZINE

##### Spread, Multiple Page or Insert

Four-color

Award: Gold ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: VELUX America  
Title: Velux Clouds  
Contributors: Aaron Thornton, Art Director  
Becca Bernstein, Copywriter  
Happy Carter, Studio Artist  
Jenny Duncan, Account Executive  
Michael Luppino, Photographer  
Ron Randle, Creative Director  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: VELUX America  
Title: VELUX Yoga  
Contributors: Aaron Thornton, Art Director  
Becca Bernstein, Copywriter  
Happy Carter, Studio Manager  
Jenny Duncan, Account Executive  
Michael Luppino, Photographer  
Ron Randle, Creative Director  
Sheila Sambrotto, Production

Award: Gold ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Velux America  
Title: VELUX Consumer Campaign  
Contributors: Aaron Thornton, Art Director  
Becca Bernstein, Copywriter  
Happy Carter, Studio Manager  
Jenny Duncan, Account Executive  
Michael Luppino, Photographer  
Ron Randle, Creative Director  
Sheila Sambrotto, Production

#### CONSUMER MAGAZINE

##### Campaign

Four-color

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Rubbermaid Tough Tools  
Title: Tough Tools Campaign

Contributors: Happy Carter, Studio Artist  
Jennifer Lisman, Account Executive  
Mike Carroll, Photographer  
Ron Randle, Creative Director  
Rusty Williams, Art Director  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

#### NEWSPAPER

##### Fractional Page

Black & White (B/W)

Award: Silver ADDY® Award  
Entrant: Sterrett Dymond  
Stewart Advertising  
Advertiser: Horack Talley - Law Firm  
Title: "Got a spouse you don't love?"  
Contributors: Eric Rochvon  
Rochsburg, Art Director  
Gerin Choiniere, Photographer  
Lee Stewart, Creative Director/Art Director  
Russ Dymond, Creative Director/Copy

Award: Gold ADDY® Award  
Entrant: Sterrett Dymond  
Stewart Advertising  
Advertiser: Horack Talley - Law Firm  
Title: "Uh-oh."  
Contributors: Eric Rochvon  
Rochsburg, Art Director  
Lee Stewart, Creative Director / Art Director  
Russ Dymond, Creative Director / Copywriter

#### NEWSPAPER

##### Fractional Page

Color (any color besides black)

Award: Silver ADDY® Award  
Entrant: Sterrett Dymond  
Stewart Advertising  
Advertiser: Schneck Medical Center  
Title: "Major Surgery Performed Here."  
Contributors: Eric Rochvon  
Rochsburg, Art Director  
Gerin Choiniere, Photographer  
Russ Dymond, Creative Director/ Copywriter

Award: Gold ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Charlotte NBA  
Title: Playground--NBA  
Contributors: Bradford Hood, Account Executive  
Happy Carter, Studio Artist  
Lisa Weinheimer, Account

Executive  
Ron Randle, Creative Director  
Rusty Williams, Art Director  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

Award: Gold ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Charlotte NBA  
Title: Valvano--NBA  
Contributors: Bradford Hood, Account Executive  
Happy Carter, Studio Artist  
Lisa Weinheimer, Account Executive  
Ron Randle, Creative Director  
Rusty Williams, Art Director  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Charlotte NBA  
Title: First In Flight--NBA  
Contributors: Bradford Hood, Account Executive  
Happy Carter, Studio Artist  
Lisa Weinheimer, Account Executive  
Ron Randle, Creative Director  
Rusty Williams, Art Director  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: The Exchange Apartments/University Housing Group  
Title: Glasses  
Contributors: Britt Nolan, Copywriter  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager  
Zoe Sprague, Illustrator

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: The Exchange Apartments/University Housing Group  
Title: Helicopter  
Contributors: Britt Nolan, Copywriter  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager  
Zoe Sprague, Illustrator

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: The Exchange Apartments/University Housing Group  
Title: Ice Cream

Contributors: Britt Nolan,  
Copywriter  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager  
Zoe Sprague, Illustrator

Award: Gold ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: The Exchange  
Apartments/University Housing  
Group

Title: Toilet  
Contributors: Britt Nolan,  
Copywriter  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager  
Zoe Sprague, Illustrator

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: The Exchange  
Apartments/University Housing  
Group

Title: Bicycle  
Contributors: Britt Nolan,  
Copywriter  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager  
Zoe Sprague, Illustrator

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: The Exchange  
Apartments/University Housing  
Group

Title: Umbrella  
Contributors: Britt Nolan,  
Copywriter  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager  
Zoe Sprague, Illustrator

Award: Silver ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: Targeted Golf  
Title: Arrow

Contributors: John Boone,David  
Oakley, Creative Directors  
Pat Staub, Photographer  
Phil Mimaki, Art Director  
Ryan Coleman, Copywriter  
Taylor Busby,Jessica Stanfield,  
Account Managers

## NEWSPAPER

### Full Page

Color (any color besides black)

Award: Gold ADDY® Award

Entrant: Elberson Senger Shuler  
Advertiser: Eagle's  
Landing/Collegiate Hall  
Title: Nerdy  
Contributors: Britt Nolan,  
Copywriter  
Howard Berman, Photographer  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Eagle's  
Landing/Collegiate Hall  
Title: Hippy  
Contributors: Britt Nolan,  
Copywriter

Howard Berman, Photographer  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Eagle's  
Landing/Collegiate Hall  
Title: Fatty  
Contributors: Britt Nolan,  
Copywriter

Howard Berman, Photographer  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Eagle's  
Landing/Collegiate Hall  
Title: Trashy  
Contributors: Britt Nolan,  
Copywriter

Howard Berman, Photographer  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager

## NEWSPAPER

### Campaign

BI/W

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Diamonds Direct  
Title: Noses/Showroom/Decimal  
Points  
Contributors: Aaron Thornton, Art  
Director

Becca Bernstein, Copywriter  
Mark Brock, Account Executive  
Pete McLellan, Copywriter  
Ron Randle, Creative Director  
Sheila Sambrotto, Production

## NEWSPAPER

### Campaign

Color (any color besides black)

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Charlotte NBA  
Title: Charlotte NBA Brand  
Campaign 1  
Contributors: Bradford Hood,  
Account Executive  
Happy Carter, Studio Artist  
Lisa Weinheimer, Account Executive  
Ron Randle, Creative Director  
Rusty Williams, Art Director  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Charlotte NBA  
Title: Charlotte NBA Brand  
Campaign 2  
Contributors: Bradford Hood,  
Account Executive  
Happy Carter, Studio Artist  
Lisa Weinheimer, Account Executive  
Ron Randle, Creative Director  
Rusty Williams, Art Director  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Eagle's  
Landing/Collegiate Hall  
Title: Fatty, Hippy, Nerdy, Trashy  
Contributors: Britt Nolan,  
Copywriter  
Howard Berman, Photographer  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: The Exchange  
Apartments/University Housing  
Group  
Title: Glasses, Bicycle, Ice Cream,  
Toilet

Contributors: Britt Nolan,  
Copywriter  
Jim Stadler, Creative Director  
Molly Carroll, Account Executive  
Rachel Busby, Art Director  
Traci Burns, Production Manager  
Zoe Sprague, Illustrator

Award: Silver ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: Targeted Golf  
Title: Hook,Shank,Slice  
Contributors: John Boone,David  
Oakley, Creative Directors  
Pat Staub, Photographer  
Phil Mimaki, Art Director

Ryan Coleman, Copywriter  
Taylor Busby,Jessica Stanfield,  
Account Managers

Award: Gold ADDY® Award  
Entrant: corder philips wilson  
Advertiser: Wake Forest University  
Title: Wake MBA Ad Campaign  
Contributors: Bill Stowe, Art  
Director  
Billy Wilson, Creative Director  
Rusty Shackelford, Writer

## INTERACTIVE MEDIA

### Web Sites, Consumer

Flash-Based

Award: Silver ADDY® Award  
Entrant: carbonhouse, inc.  
Advertiser: Dorne Pentes  
Title: Lullaby--A Film By Dorne  
Pentes/Website  
Contributors: Dorne Pentes,  
Copywriting  
James Sack, Creative Director  
Logan Watts, Designer/Programmer

Award: Silver ADDY® Award  
Entrant: Animink Incorporated  
Advertiser: Rusty Wallace  
Incorporated  
Title: The Official Rusty Wallace  
Website (Broadband Version)  
Contributors: Kellie Dover, Assistant  
Web Design  
Lisa Seagle, Assistant Web Design  
Markus Alison, Web Design

Award: Silver ADDY® Award  
Entrant: Clip Creative : Freelance  
Advertiser: Scott+Cooner  
Title: Scott+Cooner Website  
Contributors:

## TELEVISION

### Regional/National TV, single spots

Consumer Products, Non-Alcoholic  
Beverages

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Cheerwine/Carolina  
Beverage Corporation  
Title: The Crave  
Contributors: Aaron Thornton, Art  
Director  
Charlie Watson, Director  
Jenny Duncan, Account Executive  
Ron Randle, Creative Director  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

## TELEVISION

### Regional/National TV, single spots Consumer Services, Media

Award: Gold ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: MTV  
Title: Nora Jones  
Contributors: Adam Stone, Director of Photography  
Billy Patete, Exec. Producer  
Boulevard Films, Production Company  
Chris Walldorf, Editor/Sound Design  
David Oakley, John Boone, Creative Directors  
John Boone, Rory Odani, Art Directors  
Mortimer Jones, Director  
Sally Mefford, Producer  
Sean Keenan, Copywriter  
Taylor Busby, Jessica Stanfield, Account Managers

Award: Gold ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: MTV  
Title: Jay Z/Beyonce  
Contributors: Adam Stone, Director of Photography  
Billy Patete, Exec. Producer  
Boulevard Films, Production Company  
Chris Walldorf, Editor/Sound Design  
David Oakley, John Boone, Creative Directors  
John Boone, Rory Odani, Art Directors  
Mortimer Jones, Director  
Sally Mefford, Agency Producer  
Sean Keenan, Copywriter  
Taylor Busby, Jessica Stanfield, Account Managers

Award: Gold ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: MTV  
Title: Metallica  
Contributors: Adam Stone, Director of Photography  
Billy Patete, Exec. Producer  
Boulevard Films, Production Company  
Chris Walldorf, Editor/Sound Design  
David Oakley, John Boone, Creative Directors  
John Boone, Rory Odani, Art Directors  
Mortimer Jones, Director  
Sally Mefford, Agency Producer  
Sean Keenan, Copywriter  
Taylor Busby, Jessica Stanfield, Account Managers

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Speed Channel  
Title: Binoculars

Contributors: Craig Tanimoto, Director  
Elaine Franklin, Agency Producer  
Japanese Monster, Production Company  
Jim Stadler, Copywriter/Creative Director  
Molly Carroll, Account Executive  
Shawn Kelley, Art Director

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Speed Channel  
Title: Remote  
Contributors: Craig Tanimoto, Director  
Elaine Franklin, Agency Producer  
Japanese Monster, Production Company  
Jim Stadler, Copywriter/Creative Director  
Molly Carroll, Account Executive  
Shawn Kelley, Art Director

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Speed Channel  
Title: Vroom  
Contributors: Craig Tanimoto, Director  
Elaine Franklin, Agency Producer  
Japanese Monster, Production Company  
Jim Stadler, Copywriter/Creative Director  
Molly Carroll, Account Executive  
Shawn Kelley, Art Director

## TELEVISION

### Regional/National TV Campaigns Consumer Outlets

Award: Silver ADDY® Award  
Entrant: Elberson Senger Shuler  
Advertiser: Speed Channel  
Title: Binoculars, Remote, Vroom  
Contributors: Craig Tanimoto, Director  
Elaine Franklin, Agency Producer  
Japanese Monster, Production Company  
Jim Stadler, Copywriter/Creative Director  
Molly Carroll, Account Executive  
Shawn Kelley, Art Director

## TELEVISION

### Regional/National TV Campaigns Consumer Services (49.M-49.V)

Award: Gold ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: MTV  
Title: Nora Jones, Jay Z/Beyonce,

Metallica  
Contributors: Adam Stone, Director of Photography  
Billy Patete, Exec. Producer  
Boulevard Films, Production Company  
Chris Walldorf, Editor/Sound Design  
David Oakley, John Boone, Creative Directors  
John Boone, Rory Odani, Art Directors  
Mortimer Jones, Director  
Sally Mefford, Producer  
Sean Keenan, Copywriter  
Taylor Busby, Jessica Stanfield, Account Managers

### ADVERTISING INDUSTRY SELF-PROMOTION Creative Services (Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer) Collateral (Brochures, posters, etc.)

Award: Silver ADDY® Award  
Entrant: Concentric Marketing  
Advertiser: Concentric Marketing  
Title: Concentric Collateral Booklet  
Contributors: Bob Shaw, Copywriter  
Chris Pyle, Illustrations  
John Sowinski, Creative Director, Copywriter  
Krysta Highman, Designer  
Tricia Snead, Associate Creative Director

### ADVERTISING INDUSTRY SELF-PROMOTION Creative Services (Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer) Print

Award: Silver ADDY® Award  
Entrant: Luquire George Andrews, Inc.  
Advertiser: Luquire George Andrews, Inc.  
Title: Enjoy Legal Sex  
Contributors: Clay Andrews, Creative Director  
Maggie Bean, Art Director  
Paul Cotter, Associate Creative Director/Writer

### ADVERTISING INDUSTRY SELF-PROMOTION Creative Services (Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer) Out-of-Home

Award: Silver ADDY® Award  
Entrant: PriceMcNabb  
Advertiser: PriceMcNabb  
Title: Back To The Game  
Contributors: Alon Shoval, CD/Copywriter  
Patrick Short, Design  
Director/Designer

### ADVERTISING INDUSTRY SELF-PROMOTION Creative Services (Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer) Direct Marketing/Specialty

Award: Gold ADDY® Award  
Entrant: BooneOakley Advertising  
Advertiser: BooneOakley Advertising  
Title: Paper Football/Super Bowl  
Contributors: David Oakley, Copywriter  
David Oakley, John Boone, Creative Directors  
John Boone, Art Director

Award: Silver ADDY® Award  
Entrant: Adams Outdoor Advertising  
Advertiser: Adams Outdoor Advertising  
Title: Outhouse Springs Mailer  
Contributors: Brian Haselton, Copywriter  
Brian Haselton, Creative Director  
Brian Haselton, Photographer  
Metrographics, Printer

### ADVERTISING INDUSTRY SELF-PROMOTION Creative Services (Agency, Design Studio, Freelancer, Graphic Designer, Interactive Developer) Cards/Invitations

Award: Silver ADDY® Award  
Entrant: Concentric Marketing  
Advertiser: Concentric Marketing  
Title: "The Holiday That Wasn't"  
Contributors: Benjamin Clark, Copywriter, Director  
Jason Clewell, Designer  
John Sowinski, Creative Director

### ADVERTISING INDUSTRY SELF-PROMOTION Campaign

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Wray Ward Laseter  
Title: Wray Ward Laseter Self

Promotion  
Contributors: Bill Baker, Web Designer  
Brent Dunn, Web Engineer  
Jenny Duncan, Account Executive  
Kit Cannon, Designer  
Mike Carroll, Photographer  
Scott Ellmaker, Copywriter  
Sheila Sambrotto, Production

#### **ELEMENTS OF ADVERTISING Logo**

Award: Silver ADDY® Award  
Entrant: Wray Ward Laseter  
Advertiser: Arts & Science Council  
Title: Art Post Logo  
Contributors: Jennifer Appleby, Creative Director  
Kit Cannon, Account Executive  
Kit Cannon, Art Director  
Sheila Sambrotto, Production

Award: Silver ADDY® Award  
Entrant: Axiom Creative Group  
Advertiser: The Light Factory  
Title: The Light Factory - Branding and Identity  
Contributors: Brandon Scharr, Associate Creative Director  
Brian Hill, Creative Director  
Colleen Schussler, Account Supervisor  
Patrick McLean, Branding Strategy

#### **ADVERTISING FOR THE ARTS Collateral Brochure**

Award: Silver ADDY® Award  
Entrant: Axiom Creative Group  
Advertiser: Davidson College, Van Every Smith Gallery, Brad Thomas  
Title: Douglas Houchens: The Primary Impulse - Retrospective Art Catalog  
Contributors: Brandon Scharr, Associate Creative Director  
Brian Hill, Collage Photography  
Brian Hill, Creative Director  
Colleen Schussler, Account Supervisor  
Marty Kelso, Editor / Proofreader  
Michael O'Neal, Art Photography

#### **ADVERTISING FOR THE ARTS Campaign Local**

Award: Silver ADDY® Award  
Entrant: Luquire George Andrews, Inc.  
Advertiser: Arts and Science Council  
Title: Your Gift Inspires Us All

Contributors: Bobbi Adderton, Production  
Christine Eubanks, Account Executive  
Clay Andrews, Executive Creative Director  
Maggie Bean, Associate Creative Director/Designer  
Mike Carroll, Photographer  
Paul Cotter, Creative Director

#### **PUBLIC SERVICE Collateral Annual Report**

Award: Silver ADDY® Award  
Entrant: adam roth design  
Advertiser: YWCA Central Carolinas  
Title: 2002 YWCA Central Carolinas Annual Report  
Contributors: adam roth, art director  
lori mcNabb, copywriter  
mike carroll, photographer

#### **PUBLIC SERVICE Collateral Brochure**

Award: Silver ADDY® Award  
Entrant: Axiom Creative Group  
Advertiser: World T.E.A.M. Sports  
Title: Face Of America 2003, 2nd Annual Memorial Ride, Commemorative Book  
Contributors: Brandon Scharr, Associate Creative Director  
Brian Hill, Creative Director  
Mike Carroll, Photography  
Patrick McLean, Copywriting

#### **PUBLIC SERVICE Print Newspaper**

Award: Silver ADDY® Award  
Entrant: Concentric Marketing  
Advertiser: Big Brothers Big Sisters of Greater Charlotte  
Title: "Water Cooler"  
Contributors: Brenda Bertts Long, Copywriter  
Fred Kahn, Copywriter  
Jason Neman, Art Director  
Jason Neman, Post Production  
Jay Weinmiller, Photographer  
John Sowinski, Creative Director, Art Director, Copywriter

Award: Silver ADDY® Award  
Entrant: Concentric Marketing  
Advertiser: Big Brothers Big Sisters of Greater Charlotte  
Title: "Red Ball"

Contributors: Brenda Bertts Long, Copywriter  
Fred Kahn, Copywriter  
Jason Neman, Art Director  
Jay Weinmiller, Photographer  
John Sowinski, Creative Director

#### **PUBLIC SERVICE Broadcast/Electronic TV**

Award: Silver ADDY® Award  
Entrant: Concentric Marketing  
Advertiser: Big Brothers Big Sisters of Greater Charlotte  
Title: "Red Ball-TV"  
Contributors: Film Foundry, Post Production  
John Sowinski, Creative Director  
Krysta Highman, Designer  
Mary DiChito, Designer  
Mike Lee, Ground Crew, Sound Design  
Paradox Films, Production Company  
Tim Glover, Director  
Tricia Snead, Associate Creative Director

Award: Silver ADDY® Award  
Entrant: Concentric Marketing  
Advertiser: Big Brothers Big Sisters of Greater Charlotte  
Title: "Hula Hoop"  
Contributors: Film Foundry, Post Production  
John Sowinski, Creative Director  
Krysta Highman, Designer  
Mary DiChito, Designer  
Mike Lee at Ground Crew, Sound Design  
Paradox Films, Production Company  
Tim Glover, Director  
Tricia Snead, Associate Creative Director

#### **PUBLIC SERVICE Broadcast/Electronic Radio**

Award: Silver ADDY® Award  
Entrant: Concentric Marketing  
Advertiser: Big Brothers Big Sisters of Greater Charlotte  
Title: "Marco Polo"  
Contributors: Brenda Bertts Long, Copywriter  
Fred Kahn, Copywriter  
John Sowinski, Creative Director, Copywriter

#### **PUBLIC SERVICE Broadcast/Electronic Interactive**

Award: Silver ADDY® Award  
Entrant: carbonhouse, inc.  
Advertiser: Second String Santa  
Title: Second String Santa Web Site  
Contributors: Brandon Uttley, Copywriter  
James Sack, Designer/Creative Director  
James Sack, Illustrator  
Jonathan Grauel, Developer

#### **PUBLIC SERVICE Campaign Local**

Award: Silver ADDY® Award  
Entrant: Concentric Marketing  
Advertiser: Big Brother Big Sisters of Greater Charlotte  
Title: "Come Out And Play"  
Contributors: Brenda Bertts Long, Copywriter  
Fred Kahn, Copywriter  
Jason Neman, Art Director, Post Production  
Jay Weinmiller, Photographer  
John Sowinski, Creative Director  
Krysta Highman, Designer  
Paradox Films, Production Company  
Tim Glover, Director  
Tricia Snead, Associate Creative Director



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\*



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