



FOR IMMEDIATE RELEASE  
April 20, 2015

**AAF District XI Announces District Winners of The American Advertising Awards**

American Advertising Awards judging took place for the Pacific Northwest Division XI on April 8 & 9 in Boise, ID, and Professional Best of Show honors went to Drake Cooper of Boise, ID for their entry “18 Summers” Mini Documentary, done for the Idaho Department of Tourism.

A Professional Judges’ Choice Award for “Outstanding Body of Work” was given to the Tacoma Rainiers of Tacoma, WA for their series of entries “We R Tacoma” which won a total of five District Gold ADDY Awards.

A Professional Judges’ Choice Award for “Best Television” was given to DNA of Seattle, WA for their TV campaign “One Goal. Group Health” done for Group Health.

In the District XI Student division of the American Advertising Awards, Best of Show honors went to Charles Cooper of Montana State University for his entry “Greater Yellowstone Coalition Tea Bags.”

All District XI Gold and Silver ADDY Award winners are eligible to advance to the final, National judging round of the American Advertising Awards competition. National ADDY Award winners will be announced Saturday, June 13 at the American Advertising Awards Gala at Caesar’s Palace in Las Vegas.

This year’s District XI judges were Steve Babcock of EVB in Boulder, CO, Dave Newbold of Richter7 in Salt Lake City, Utah and Lee Allan of Gage in Minneapolis, MN.

The complete list of District XI Gold and Silver ADDY Award winners is below.

For more information, please contact George Riddell at [AmericanAdvertisingAwards@districtxi-aaf.org](mailto:AmericanAdvertisingAwards@districtxi-aaf.org)

| <b>Award</b>   | <b>Title</b>   | <b>Entrant</b>                | <b>Advertiser</b>             |
|--|--|-------------------------------|-------------------------------|
| <b>01B - Sales Kit or Product Information Sheets</b> |  |                               |                               |
| Silver ADDY Award                                    | Sounders - Renewal Mailer                                    | Wexley School for Girls       | Wexley School for Girls       |
| <b>02A - Single Unit</b>                             |  |                               |                               |
| Gold ADDY Award                                      | No. 6 Cider Can  | Creature                      | No. 6 Cider                   |
| Silver ADDY Award                                    | DOMA Whiskey Barrel Aged Coffee                              | Crowberry Co                  | DOMA Coffee Roasting Company  |
| Silver ADDY Award                                    | DOMA Winter Wonderland Letterpress bag                       | Crowberry Co                  | DOMA Coffee Roasting Company  |
| <b>02C - Campaign</b>                                |  |                               |                               |
| Gold ADDY Award                                      | Payette Brewing 12 Packs                                     | Drake Cooper                  | Payette Brewing               |
| Silver ADDY Award                                    | Charman Hot Sauce Packaging                                  | Blindtiger Design             | Charman Hot Sauce             |
| Silver ADDY Award                                    | Winter Wonderland Sales collateral                           | Crowberry Co                  | DOMA Coffee Roasting Company  |
| <b>09A - Cover</b>                                   |  |                               |                               |
| Gold ADDY Award                                      | Tacoma Rainiers 'We R Tacoma' Ticket Renewal Piece           | Tacoma Rainiers Baseball Club | Tacoma Rainiers Baseball Club |
| <b>09E - Book Design (Entire Book)</b>               |  |                               |                               |
| Gold ADDY Award                                      | Tacoma Rainiers 'We R Tacoma' Ticket Renewal Piece           | Tacoma Rainiers Baseball Club | Tacoma Rainiers Baseball Club |
| Gold ADDY Award                                      | No New Kinda Story: A Visual History of Tooth & Nail Records | Belief Agency                 | Belief Agency                 |
| Silver ADDY Award                                    | "We Are an Open Book"  | Hornall Anderson              | Hornall Anderson              |
| <b>10A - Single</b>                                  |  |                               |                               |

| <b>Award</b>             | <b>Title</b>                                       | <b>Entrant</b>                              | <b>Advertiser</b>             |
|--------------------------|--|---|-------------------------------|
| Silver ADDY Award        | The Farm Chicks 2015 Poster                        | Karli Ingersoll Design & Illustration       | The Farm Chicks               |
| <b>10B - Campaign</b>    |  |   |                               |
| Silver ADDY Award        | Calmicid Food Haunting Posters                     | Melaleuca                                   | Calmicid AC                   |
| Silver ADDY Award        | BEDSLIDE - Poster Series                           | YONDER • The brand & product launch agency. | BEDSLIDE                      |
| <b>11D - Campaign</b>    |  |   |                               |
| Silver ADDY Award        | Golf Wedding invite                                | crowberry Co                                | Jaime Johnson Events          |
| <b>12A - Flat</b>        |  |   |                               |
| Gold ADDY Award          | Tacoma Rainiers 'We R Tacoma' Ticket Renewal Piece | Tacoma Rainiers Baseball Club               | Tacoma Rainiers Baseball Club |
| <b>13A - Flat</b>        |  |   |                               |
| Gold ADDY Award          | FlyBox - Marketing Campaign                        | Spur Studio                                 | Spur Studio                   |
| <b>14A - Apparel</b>     |  |   |                               |
| Silver ADDY Award        | "Beer You'd Have a Beer With" T-Shirt              | Drake Cooper                                | Payette Brewing Company       |
| <b>15A - Flat</b>        |  |   |                               |
| Silver ADDY Award        | Octopus / 8 Arms                                   | Copacino+Fujikado                           | Seattle Aquarium              |
| Silver ADDY Award        | Jellyfish / Poop                                   | Copacino+Fujikado                           | Seattle Aquarium              |
| <b>15D - Super-Sized</b> |  |   |                               |
| Silver ADDY Award        | Shred Your Contract                                | WONGDOODY                                   | T-Mobile                      |

| Award   | Title   | Entrant                 | Advertiser                |
|---|---|-------------------------|---------------------------|
| <b>16B - Exterior (Outside / on a mass transit vehicle)</b> |   |                         |                           |
| Silver ADDY Award   | Jellyfish / Poop  | Copacino+Fujikado       | Seattle Aquarium          |
| <b>18 - OUT-OF-HOME - Campaign</b>                          |   |                         |                           |
| Silver ADDY Award   | Hyper Rave OOH Campaign                                     | Wexley School for Girls | Wexley School for Girls   |
| <b>24B - Four-color</b>                                     |   |                         |                           |
| Silver ADDY Award   | Combat Flip Flops Ad Campaign                               | Stoltz Marketing Group  | Combat Flip Flops         |
| <b>33A - Products</b>                                       |   |                         |                           |
| Silver ADDY Award   | Scrappy's Bitters Website                                   | Belief Agency           | Belief Agency             |
| Silver ADDY Award   | Website Design & Development - The Launch of Marley Natural | Portent, Inc.           | Marley Natural            |
| <b>33C - Services</b>                                       |   |                         |                           |
| Gold ADDY Award   | Nickelodeon Animation Studios Website                       | 14Four                  | Nickelodeon               |
| Silver ADDY Award   | Portland Is Happening Now!                                  | Rally                   | Travel Portland           |
| <b>35A - Products</b>                                       |   |                         |                           |
| Silver ADDY Award   | PicMonkey Simian Landing Page                               | Wexley School for Girls | Wexley School for Girls   |
| <b>35C - Services</b>                                       |   |                         |                           |
| Gold ADDY Award   | 18 Summers Micro site                                       | Drake Cooper            | Idaho Division of Tourism |
| Silver ADDY Award   | Gonzaga University Advent Calendar                          | Gonzaga University      | Gonzaga University        |

| Award                                 | Title   | Entrant                  | Advertiser                |
|---------------------------------------|---|--------------------------|---------------------------|
| <b>36B - Single Platform Consumer</b> |   |                          |                           |
| Gold ADDY Award                       | Crowdsourced Cabernet   | Cole & Weber United      | Columbia Crest            |
| <b>36C - Campaign</b>                 |   |                          |                           |
| Silver ADDY Award                     | Babolat: #LoveLi, Global Social Media Campaign                              | The Garrigan Lyman Group | Babolat                   |
| <b>37A - Tablet</b>                   |   |                          |                           |
| Silver ADDY Award                     | PAW Patrol Rescue Run   | Seven2                   | Nick Jr.                  |
| <b>37B - Web-based (Browser)</b>      |   |                          |                           |
| Silver ADDY Award                     | Portland Is Happening Now!  | Rally                    | Travel Portland           |
| <b>37C - Mobile (Phone)</b>           |   |                          |                           |
| Silver ADDY Award                     | PAW Patrol Rescue Run   | Seven2                   | Nick Jr.                  |
| <b>38B - Magazine</b>                 |   |                          |                           |
| Silver ADDY Award                     | The Keys to the Kingdom: A pick-your-path quest inspired by 'Project Spark' | Tether                   | Microsoft                 |
| <b>39C - Games</b>                    |   |                          |                           |
| Silver ADDY Award                     | Blaze: Race to the Rescue   | Seven2                   | Nick Jr.                  |
| <b>40A - Webisodes</b>                |   |                          |                           |
| Gold, Best of Show ADDY Award         | Idaho Department of Tourism – "18 Summers" Mini Docu-memory                 | Drake Cooper             | Idaho Division of Tourism |

| <b>Award</b>  | <b>Title</b>                              | <b>Entrant</b>                       | <b>Advertiser</b>                   |
|---|---|--------------------------------------|-------------------------------------|
| Silver ADDY Award   | Miles Above: Episode 10                   | Tether                               | Red Bull Media House                |
| <b>40B - Internet Commercials</b>                                   |   |                                      |                                     |
| Gold ADDY Award   | Training Day                              | WONGDOODY                            | Alaska Airlines                     |
| Silver ADDY Award   | Talking to Things                         | WONGDOODY                            | Amazon                              |
| Silver ADDY Award   | Inmotion Promotional Video                | Quisenberry Marketing & Design       | Quisenberry Marketing & Advertising |
| Silver ADDY Award   | Jamba Juice "A Universe of Possibilities" | Hinge Digital                        | Hinge Digital                       |
| <b>40D - Branded Content more than 60 seconds</b>                   |   |                                      |                                     |
| Silver ADDY Award   | Forza Horizon 2                           | Workhouse Creative, Inc.             | Microsoft Studios                   |
| Silver ADDY Award   | Coca-Cola "Red Bench" (Newark)            | POSSIBLE                             | Coca-Cola                           |
| <b>42 - DIGITAL ADVERTISING - Campaign (for categories 32A-41C)</b> |   |                                      |                                     |
| Gold ADDY Award   | Red Bull Aces                             | Tether                               | Red Bull Media House                |
| <b>48B - Outlets</b>  |   |                                      |                                     |
| Silver ADDY Award   | River Park Square Holiday 2014 TV         | BHW1                                 | River Park Square                   |
| <b>48C - Services</b>   |   |                                      |                                     |
| Silver ADDY Award   | WSU "Factory"                             | North By Northwest, a digital studio | Washington State University         |
| <b>49C - Services</b>   |   |                                      |                                     |

| <b>Award</b>   | <b>Title</b>                         | <b>Entrant</b>          | <b>Advertiser</b>                   |
|--|--------------------------------------|-------------------------|-------------------------------------|
| Gold ADDY Award  | "One Goal. Group Health." Television | DNA                     | Group Health Cooperative            |
| Silver ADDY Award  | Sounders: Hyper Rave TV Campaign     | Wexley School for Girls | Wexley School for Girls             |
| <b>55 - INTEGRATED CAMPAIGNS - Consumer Regional / National</b>          |                                      |                         |                                     |
| Silver ADDY Award  | 18 Summers Campaign                  | Drake Cooper            | Idaho Division of Tourism           |
| <b>58C - Audio / Visual</b>  |                                      |                         |                                     |
| Silver ADDY Award  | Visual Calibrate                     | WONGDOODY               | Seattle International Film Festival |
| <b>62A - Single Medium Campaign (for categories 56-61)</b>               |                                      |                         |                                     |
| Silver ADDY Award  | Cinescape Campaign                   | WONGDOODY               | Seattle International Film Festival |
| <b>65C - Audio / Visual</b>  |                                      |                         |                                     |
| Silver ADDY Award  | A Supporting Role                    | NFFTY                   | Vitamin Angels                      |
| <b>70B - Stationery Package</b>  |                                      |                         |                                     |
| Gold ADDY Award  | WONGDOODY Rebrand Collateral         | WONGDOODY               | WONGDOODY                           |
| <b>70I - Non-traditional</b>   |                                      |                         |                                     |
| Silver ADDY Award  | Pee Per View                         | WONGDOODY               | WONGDOODY                           |
| <b>70K - Cards Invitations or Announcements (Special Event Material)</b> |                                      |                         |                                     |
| Gold ADDY Award  | Pressworks Holiday in a Can          | helveticka              | helveticka                          |

| Award   | Title   | Entrant                       | Advertiser                    |
|---|---|-------------------------------|-------------------------------|
| <b>73 - ELEMENTS OF ADVERTISING - Copywriting</b> |   |                               |                               |
| Gold ADDY Award                                   | Tacoma Rainiers 'We R Tacoma' Ticket Renewal Piece    | Tacoma Rainiers Baseball Club | Tacoma Rainiers Baseball Club |
| <b>74A - Logo</b>                                 |   |                               |                               |
| Silver ADDY Award                                 | No. 6 Cider Logo                                      | Creature                      | No. 6 Cider                   |
| <b>74B - Illustration Single</b>                  |   |                               |                               |
| Gold ADDY Award                                   | Tacoma Rainiers 'We R Tacoma' Ticket Renewal Piece    | Tacoma Rainiers Baseball Club | Tacoma Rainiers Baseball Club |
| <b>74E - Photography Color</b>                    |   |                               |                               |
| Silver ADDY Award                                 | Eric  | Dean Davis Photography, Inc.  | Dean Davis                    |
| <b>74H - Animation or Special Effects</b>         |   |                               |                               |
| Gold ADDY Award                                   | Story   | WONGDOODY                     | Amazon                        |
| <b>75A - Music Only</b>                           |   |                               |                               |
| Gold ADDY Award                                   | River Park Square Holiday TV Music                    | BHW1                          | River Park Square             |
| Gold ADDY Award                                   | Avista Utilities 125th Anniversary Commemorative Film | Mojo Lab                      | Avista Utilities              |
| <b>76B - Responsive Design</b>                    |   |                               |                               |
| Silver ADDY Award                                 | Portland Is Happening Now!                            | Rally                         | Travel Portland               |



**STUDENT WINNERS**

| <b>Award</b>  | <b>Title</b>  | <b>Student</b>                           | <b>Educational Institution</b>         |
|---|---|--|--|
| <b>S01A - Packaging</b>                               |   |  |  |
| Silver ADDY Award                                     | Koko Origami Chocolate Bar Package Design           | Morgan Lynch                             | Spokane Falls Community College        |
| Silver ADDY Award                                     | Frou Frou Sparkling Rose                            | Marcus Robinette                         | Spokane Falls Community College        |
| <b>S02 - COLLATERAL MATERIAL - Stationery Package</b> |   |  |  |
| Silver ADDY Award                                     | Bee Cured   | Francesca Scauzzo                        | Montana State University               |
| <b>S04A - Poster, Single</b>                          |   |  |  |
| Silver ADDY Award                                     | Verbal Abuse Poster                                 | Jennifer McCoy                           | Spokane Falls Community College        |
| <b>S04B - Poster, Campaign</b>                        |   |  |  |
| Silver ADDY Award                                     | Black Black Gum Posters                             | Michael Haring                           | School of Visual Concepts              |
| Silver ADDY Award                                     | Prevent Forest Fires Poster Campaign                | Morgan Lynch                             | Spokane Falls Community College        |
| Silver ADDY Award                                     | Inside/Out Gallery: Student Success Poster Campaign | Marina Gulova, Monica Hoblin, Paige Klum | Eastern Washington University          |
| Silver ADDY Award                                     | Verbal Abuse Campaign                               | Jennifer McCoy                           | Spokane Falls Community College        |
| Silver ADDY Award                                     | Diving Into Awareness                               | Anastasia Pele                           | Eastern Washington University          |
| <b>S05D - Magazine Design (Entire Magazine)</b>       |   |  |  |
| Silver ADDY Award                                     | For Tea's Sake                                      | Christeen Janning                        | Montana State University School of Art |
| <b>S05E - Book Design (Entire Book)</b>               |   |  |  |

| <b>Award</b>                  | <b>Title</b>                               | <b>Student</b>  | <b>Educational Institution</b>     |
|-------------------------------|--|---|------------------------------------|
| Silver ADDY Award             | Decade of Excellence                       | Shae Stein  | Montana State University           |
| Silver ADDY Award             | The Collection and Life of Edgar Allan Poe | Brittany O'Brien                                      | Sanford-Brown College              |
| Silver ADDY Award             | NEVERMORE - Edgar Allan Poe                | Andrew Adams  | Sanford-Brown College              |
| Silver ADDY Award             | Dark Feathers - Edgar Allan Poe            | Joey Dixon  | Sanford-Brown College              |
| Silver ADDY Award             | Worth                                      | Charlie Murchy  | Eastern Washington University      |
| <b>S06 - DIRECT MARKETING</b> |  |   |                                    |
| Gold ADDY Award               | CAT Apparel - Direct Mail                  | Lauren Grigsby & Kyle Swoyer                          | Montana State University - Bozeman |
| <b>S08A - Single</b>          |  |   |                                    |
| Gold, Best of Show ADDY Award | Greater Yellowstone Coalition Tea Bags     | Chaz Cooper & Carling Peck                            | Montana State University           |
| Silver ADDY Award             | Honest Air                                 | Jacqueline Demers, Samuel Lustig                      | Montana State University           |
| <b>S11A - Website</b>         |  |   |                                    |
| Gold ADDY Award               | Fresh Meat 2014                            | Gary Bailey, Tim Herbert, Melanie Hoff, Shayla McGhee | Spokane Falls Community College    |
| <b>S13B - Campaign</b>        |  |   |                                    |
| Silver ADDY Award             | Yellowstone Boys and Girls Ranch           | MSU Billings Marketing Discipline                     | MSU Billings                       |
| <b>S14B - Consumer</b>        |  |   |                                    |
| Silver ADDY Award             | Prevent Forest Fires Ad Campaign           | Morgan Lynch  | Spokane Falls Community College    |

| <b>Award</b>             | <b>Title</b>             | <b>Student</b>   | <b>Educational Institution</b>  |
|--------------------------|--------------------------|------------------|---------------------------------|
| Silver ADDY Award        | Don't Text and Drive     | Nathan Grady     | Spokane Falls Community College |
| <b>S16A - Logo</b>       |                          |                  |                                 |
| Silver ADDY Award        | Frou Frou Sparkling Rose | Marcus Robinette | Spokane Falls Community College |
| <b>S17A - Music Only</b> |                          |                  |                                 |
| Silver ADDY Award        | Timber Soundtrack        | Cooper Goodwin   | Spokane Falls Community College |