



2009 Philly Ad Club ADDY Award Winners

Best of

Organization	Advertiser/Client	Entry Title	Category	Award
Neiman Group	PA Department of Health	Full Apologies Campaign	Public Service, Mixed Media Campaign	BEST OF SHOW
Neiman Group	Harbour House Crabs	Harbour House Crabs Campaign	Newspaper Campaign, Color	BEST OF PRINT
Mangos	Cannondale Bicycle Corporation	HiMOD Campaign	Mixed-Media, National Consumer	BEST OF MIXED MEDIA
Neiman Group	PA Department of Health	Full Apologies Campaign	Public Service, Mixed Media Campaign	BEST OF PUBLIC SERVICE
1 Trick Pony	Turner Classic Movies	Summer Under the Stars	Website, Consumer Flash	BEST OF INTERACTIVE
Sleeping Tree Films	AT&T	Studying - AT&T	National TV, Consumer Services	BEST OF TV

Gold & Silver Winners Alphabetically by Organization Name

Organization	Advertiser/Client	Entry Title	Category	Award
1 Trick Pony	Seminole Gaming Administration	X Card Packaging	Packaging	Gold ADDY® Award
1 Trick Pony	Seminole Gaming Administration	Elite Presentation Invite	Special Event Invitation	Gold ADDY® Award
1 Trick Pony	Seminole Gaming Administration	Black Jack Invite	Special Event Announcement	Gold ADDY® Award
1 Trick Pony	Turner Classic Movies	TCM Underground	Website, Consumer Flash	Gold ADDY® Award
1 Trick Pony	Turner Classic Movies	Summer Under the Stars	Website, Consumer Flash	Gold ADDY® Award
1 Trick Pony	Virgin Mobile Canada	Vfest Canada	Website, Consumer Flash	Gold ADDY® Award

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1 Trick Pony	Turner Entertainment Network	Turner Entertainment Network Holidays	E-Mails / E-Cards	Gold ADDY® Award
1 Trick Pony	Virgin Unite UK	Give a Drop	Public Service, Interactive	Gold ADDY® Award
1 Trick Pony	1 Trick Pony	Alcoholidays	Self Promotion, Collateral	Gold ADDY® Award
1 Trick Pony	1 Trick Pony	Cinco de Mayo	Self Promotion, Collateral	Gold ADDY® Award
1 Trick Pony	1 Trick Pony	Alcoholidays	Self Promotion, Interactive	Gold ADDY® Award
1 Trick Pony	Hard Rock Tampa Casino	Hard Rock Tampa Calendar	Series	Silver ADDY® Award
1 Trick Pony	1 Trick Pony	1 Trick Pony Sweatshirt	Specialty Advertising	Silver ADDY® Award
1 Trick Pony	Sony Picture Classics	Standard Operating Procedure	Website, Consumer Flash	Silver ADDY® Award
1 Trick Pony	Turner Classic Movies	TCM Family Classics	Micro or Mini Sites	Silver ADDY® Award
1 Trick Pony	Turner Classic Movies	guestprogrammer	Micro or Mini Sites	Silver ADDY® Award
1 Trick Pony	Virgin Mobile USA	HYTV	Internet Commercials	Silver ADDY® Award
1 Trick Pony	Virgin Mobile USA	HYTV	Online Campaign	Silver ADDY® Award
1 Trick Pony	Virgin Mobile USA	HYTV	Public Service, Interactive	Silver ADDY® Award
1 Trick Pony	Turner Classic Movies	TCM Underground	Illustration	Silver ADDY® Award
AgileCat	Devon Hill BMW	Even Buses Can Dream Bus Back	Mass Transit, Exterior	Gold ADDY® Award
AgileCat	Corporate Facilities, Inc.	CFI 25th Anniversary Brochure	Brochure, Color	Silver ADDY® Award
Aloysius Butler & Clark	Widener University	Finish What You Started	Outdoor Board	Silver ADDY® Award
Bosak Design	Colleen Zester	Brianna's Sweet 16 Invite	Special Event Invitation	Silver ADDY® Award
Brownstein Group	ESPN	ESPN Tournament Site	Website, Consumer Flash	Gold ADDY® Award
Brownstein Group	ESPN	ESPN Tournament Email/Ecards	E-Mails / E-Cards	Gold ADDY® Award
Brownstein Group	ESPN	ESPN Tournament Microsite	Micro or Mini Sites	Gold ADDY® Award
Brownstein Group	ESPN	ESPN Tournament Campaign	Online Campaign	Gold ADDY® Award
Brownstein Group	Philadelphia International Auto Show	Auto Show Campaign	Out-of-Home Campaign	Silver ADDY® Award

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Brownstein Group	ESPN	ESPN Tournament Online Games	Online Games	Silver ADDY® Award
Brownstein Group	ESPN	ESPN Tournament Mobile Marketing	Mobile Marketing	Silver ADDY® Award
Brownstein Group	ESPN	ESPN Tournament Webisodes	Webisodes	Silver ADDY® Award
Brownstein Group	Brownstein Group	Brownstein Group Children's Book	Self Promotion, Collateral	Silver ADDY® Award
Brownstein Group	Brownstein Group	IKEA Anniversary Invitation	Self Promotion, Interactive	Silver ADDY® Award
Caspari McCormick	Mystic Seaport	Mystic Mag - Comer	Editorial Spread	Silver ADDY® Award
Caspari McCormick	March of Dimes	The Farmer & The Chef - Chefs	Photography, Campaign	Silver ADDY® Award
Caspari McCormick	March of Dimes	The Farmer & The Chef - Farmers	Photography, Campaign	Silver ADDY® Award
D4 Creative Group	D4 Creative Group	Divorce Done Right	Local Radio	Gold ADDY® Award
D4 Creative Group	Time Warner	Digital Conversion- Doctor's Office	Local TV	Gold ADDY® Award
D'Amico Studios, Inc.	EA Sports	Godfather II	Photography, Campaign	Silver ADDY® Award
D'Amico Studios, Inc.	Levi Strauss & Co.	Levis 'Unbuttoned'	Photography, Campaign	Silver ADDY® Award
David Sacks Studio	Little, Brown and Company - Hachette Book Group USA	Say You're One Of Them	Cover	Gold ADDY® Award
Diccicco Battista Communications	Hologic	Voices of MammoSite Poster	Public Service, Poster	Silver ADDY® Award
Diccicco Battista Communications	Diccicco Battista Communications	DBC Holiday Card	Self Promotion, Invitation	Silver ADDY® Award
Heirloom	Erin Gruver and Thomas Huff	A Metamorphosis	Special Event Invitation	Gold ADDY® Award
Holton Sentivan + Gury	National Constitution Center	The Official Presidential Campaign Ad-O-Matic	Arts, Interactive	Gold ADDY® Award
Holton Sentivan + Gury	Holton Sentivan + Gury	No Recession For Me	Self Promotion, Interactive	Gold ADDY® Award
Holton Sentivan + Gury	Holton Sentivan + Gury	No Recession Campaign	Self Promotion, Mixed Media Campaign	Gold ADDY® Award

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klip collective	InterContinental Hotel Group	InterContinental Hotel	Non-Traditional	Gold ADDY® Award
LevLane Advertising PR Interactive	Center City District	Center City Sips Seat Savers	Non-Traditional	Gold ADDY® Award
LevLane Advertising PR Interactive	Taco Bell	Frutista Freeze - Deep Freeze Tactics	Non-Traditional Campaign	Gold ADDY® Award
LevLane Advertising PR Interactive	Center City District	Philly Style Magazine Covers	Series	Silver ADDY® Award
LevLane Advertising PR Interactive	Center City District	Center City Sips Mirror Cling	Non-Traditional	Silver ADDY® Award
LevLane Advertising PR Interactive	Center City District	Center City Sips 'Life After Work' Campaign	Non-Traditional Campaign	Silver ADDY® Award
Lorel Marketing Group	Lehigh Valley Mall	Lehigh Valley Mall Cirque Photoshoot	Photography, Color	Gold ADDY® Award
Lorel Marketing Group	Mural Arts Program	Mural Arts Goes Off the Wall	Public Service, Invitation	Silver ADDY® Award
Lorel Marketing Group	Lorel Marketing Group	Lorel Marketing Group Holiday Card w/ Gift Wrap	Self Promotion, Invitation	Silver ADDY® Award
Machinery	Butcher Brand Soap Co.	Butcher Brand Soap Co.	Packaging	Silver ADDY® Award
Machinery	Tony Roni's	Papa Pia & Mama Mia	Site, Interior Static	Silver ADDY® Award
Machinery	NJ Metro Cable Co-op	Metro Co-op Dog Campaign	Local TV Campaign	Silver ADDY® Award
Mangos	Siemens Audiology	Vibe Brochure	Brochure, Color	Gold ADDY® Award
Mangos	Cannondale Bicycle Corporation	Rize-Moto Spread - Ram	Consumer/Trade, Spread, Color	Gold ADDY® Award
Mangos	Cannondale Bicycle Corporation	Rize-Moto Spread - Deer	Consumer/Trade, Spread, Color	Gold ADDY® Award
Mangos	Cannondale Bicycle Corporation	Rize-Moto Campaign	Consumer/Trade Campaign, Color	Gold ADDY® Award
Mangos	Cannondale Bicycle Corporation	HiMOD Mansion Website	Micro or Mini Sites	Gold ADDY® Award
Mangos	Cannondale Bicycle Corporation	The Lodge Website	Micro or Mini Sites	Gold ADDY® Award
Mangos	Cannondale Bicycle Corporation	HiMOD Campaign	Mixed-Media, National Consumer	Gold ADDY® Award

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Mangos	National Museum of American Jewish History	Capital Campaign Brochure	Arts, Brochure	Gold ADDY® Award
Mangos	Harbor Point Re	Harbor Point Annual Report	Annual Report	Silver ADDY® Award
Mangos	Cannondale Bicycle Corporation	HiMOD Brochure	Brochure, Color	Silver ADDY® Award
Mangos	Cannondale Bicycle Corporation	Guide to Selling Bicycles	Brochure, Color	Silver ADDY® Award
Mangos	Cannondale Bicycle Corporation	HiMOD Print Ad Campaign	Consumer/Trade Campaign, Color	Silver ADDY® Award
Mangos	Siemens Healthcare, Molecular Imaging division	IQ Spect Video	Special Effects, Video or Film	Silver ADDY® Award
Mangos	Siemens Healthcare, Molecular Imaging division	'I want my mCT' Video	Special Effects, Video or Film	Silver ADDY® Award
Masterminds	Beau Rivage Resort and Casino	Mini Kiss Print Ad	Newspaper, Fractional Page, Color	Silver ADDY® Award
MRM Worldwide	Direct Marketing Association International ECHO Awards	ECHO-CARDIOGRAM	Self Promotion, Mixed Media Campaign	Gold ADDY® Award
Neiman Group	Montana Master Marksmen	Heaven	Newspaper, Fractional Page, Color	Gold ADDY® Award
Neiman Group	Montana Master Marksmen	Scorecard	Newspaper, Fractional Page, Color	Gold ADDY® Award
Neiman Group	Harbour House Crabs	Watches	Newspaper, Full Page, Color	Gold ADDY® Award
Neiman Group	Harbour House Crabs	Bridge	Newspaper, Full Page, Color	Gold ADDY® Award
Neiman Group	Harbour House Crabs	Shell Game	Newspaper, Full Page, Color	Gold ADDY® Award
Neiman Group	Harbour House Crabs	Harbour House Crabs Campaign	Newspaper Campaign, Color	Gold ADDY® Award
Neiman Group	2K Sports	I Wanna	National TV, Consumer Products	Gold ADDY® Award
Neiman Group	2K Sports	MLB 2K8 Reyes Campaign	National TV Campaign	Gold ADDY® Award
Neiman Group	2K Sports	MLB 2K8 Campaign	Mixed-Media, National Consumer	Gold ADDY® Award
Neiman Group	PA Department of Health	Brandon	Public Service, TV	Gold ADDY® Award

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Neiman Group	PA Department of Health	FullApologies.com	Public Service, Interactive	Gold ADDY® Award
Neiman Group	PA Department of Public Welfare	Sharon Osbourne	Public Service, Out-of-Home	Gold ADDY® Award
Neiman Group	PA Department of Public Welfare	Damon Dash	Public Service, Out-of-Home	Gold ADDY® Award
Neiman Group	PA Department of Public Welfare	Calvin Pace	Public Service, Out-of-Home	Gold ADDY® Award
Neiman Group	PA Department of Public Welfare	Neil Patrick Harris	Public Service, Out-of-Home	Gold ADDY® Award
Neiman Group	PA Department of Health	Mirror Cling	Public Service, Non-Traditional	Gold ADDY® Award
Neiman Group	PA Department of Health	Full Apologies TV Campaign	Public Service, Campaign	Gold ADDY® Award
Neiman Group	PA Department of Public Welfare	HIV Campaign	Public Service, Campaign	Gold ADDY® Award
Neiman Group	PA Department of Health	Full Apologies Campaign	Public Service, Mixed Media Campaign	Gold ADDY® Award
Neiman Group	Troegs Brewing Company	Art of Drinking Troegs Campaign	Poster Campaign	Silver ADDY® Award
Neiman Group	Montana Master Marksmen	Montana Master Marksmen Campaign	Newspaper Campaign, Color	Silver ADDY® Award
Neiman Group	2K Sports	Ice	National TV, Consumer Products	Silver ADDY® Award
Neiman Group	PA Department of Health	Matt	Public Service, TV	Silver ADDY® Award
Neiman Group	PA Department of Health	Liz	Public Service, TV	Silver ADDY® Award
Neiman Group	PA Department of Health	Parking Spot	Public Service, Non-Traditional	Silver ADDY® Award
Neo-Pangea	National Geographic Channel	Aftermath	Micro or Mini Sites	Gold ADDY® Award
NFL Films	National Football League	Super Ad	National TV, Consumer Outlets	Silver ADDY® Award
NFL Films	Samsung	Samsung NFL Campaign	National TV Campaign	Silver ADDY® Award
O3 World	Undrcrwn	Undrcrwn	Website, Consumer Flash	Gold ADDY® Award
Paragraph Inc.	Millmar Paper	Millmar Paper: Xtreme Coated Cover Swatch Book	Sales Kit	Gold ADDY® Award

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Paragraph Inc.	Yards Brewing Company	Yards Brewing Company Brawler Packaging	Packaging	Gold ADDY® Award
Paragraph Inc.	Yards Brewing Company	Yards Brewing Company Packaging Campaign	Packaging Campaign	Silver ADDY® Award
Paragraph Inc.	Yards Brewing Company	Yards Brewing Company Philadelphia Pale Ale Case Card	Point-of-Purchase	Silver ADDY® Award
Paragraph Inc.	Millmar Paper	Millmar Paper: Xtreme Coated Cover Swatch Book	Self Promotion, Collateral	Silver ADDY® Award
QVC	QVC	12 Days of Christmas Sweepstakes: Smart Car	National TV, Consumer Services	Silver ADDY® Award
Razorfish	Razorfish	Razorfish Holiday eCard	Self Promotion, Invitation	Gold ADDY® Award
Salt and Pepper	FEARnet	'Sudden Death'	Direct, B-to-B or Consumer	Silver ADDY® Award
Salt and Pepper	FEARnet	'They Bleed'	Direct, B-to-B or Consumer	Silver ADDY® Award
Salt and Pepper	FEARnet	'Sudden Death' and 'They Bleed'	Direct Campaign, B-to-B or Consumer	Silver ADDY® Award
Salt and Pepper	Comcast	'John and Mary'	Local Radio	Silver ADDY® Award
Salt and Pepper	FEARnet	'Interview'	National TV, Consumer Services	Silver ADDY® Award
Salt and Pepper	FEARnet	'Date' and 'Interview'	National TV Campaign	Silver ADDY® Award
Salt and Pepper	FEARnet	'Interview'	Cinema, In-Theater Spots	Silver ADDY® Award
Shooters Post and Transfer	National Geographic	Neanderthal Code	Special Effects, Video or Film	Gold ADDY® Award
Sleeping Tree Films	AT&T	Studying - AT&T	National TV, Consumer Services	Gold ADDY® Award
Star/M&M	Explosive Tattoo	Explosive Tattoo Package Design-Tattoo aftercare kit	Packaging	Gold ADDY® Award
Star/M&M	Monks Pub	The Legend of the Beer posters	Poster	Gold ADDY® Award
Star/M&M	Monks Pub	The Legend of the Beer posters	Poster Campaign	Gold ADDY® Award
Star/M&M	David Michael Flavors	Flavors around the world	Direct, B-to-B or Consumer	Gold ADDY® Award
Star/M&M	Explosive Tattoo	Explosive Tattoo T-shirts	Specialty Advertising	Gold ADDY® Award

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Star/M&M	Monks Pub	The Legend of the Beer Coasters	Specialty Advertising	Gold ADDY® Award
Star/M&M	Monks Pub	The Legend of the Beer Guerilla	Non-Traditional Campaign	Gold ADDY® Award
Star/M&M	Monks Pub	The Legend of the Beer ads	Consumer/Trade, Full Page, Color	Gold ADDY® Award
Star/M&M	Monks Pub	The Legend of the Beer Ads	Consumer/Trade Campaign, Color	Gold ADDY® Award
Star/M&M	Sponsored by DuPont Clear into the Future Initiative	Strange and Ugly Creatures Exhibit at the Delaware Museum of Natural History	Arts, Non-Traditional	Gold ADDY® Award
Star/M&M	Explosive Tattoo	Explosive Tattoo logo	Logo	Gold ADDY® Award
Star/M&M	Trump Entertainment	Go Green Trump Taj Mahal NYE Invite	Special Event Invitation	Silver ADDY® Award
Star/M&M	touro Infirmery	what brings a city to life?	Local TV Campaign	Silver ADDY® Award
Star/M&M	Blood Bank of Delmarva	Grand Opening Window Posters	Public Service, Out-of-Home	Silver ADDY® Award
studio h	Flying Fish Brewing Company	Flying Fish Poster Campaign	Poster Campaign	Gold ADDY® Award
The Archer Group	Wawa, Inc.	Wawa Coffeetopia Campaign	Online Campaign	Gold ADDY® Award
The Archer Group	Wawa, Inc.	Wawa Coffeetopia	Website, Consumer Flash	Silver ADDY® Award
The Archer Group	Wawa, Inc.	Wawa Turkey Promotion	Banners / Pop-ups / Screensavers	Silver ADDY® Award
The Archer Group	Wawa, Inc.	Hoagiefest	Micro or Mini Sites	Silver ADDY® Award
The Zucconi Idea Agency	Feld Entertainment	Ringling Bros. And Barnum & Bailey - Illuminated Gold Unit Trailers	Vehicle Graphic Advertising	Gold ADDY® Award
Tierney	Philadelphia Civil War Museum	Civil War - "Boxed Hat"	Direct, B-to-B or Consumer	Gold ADDY® Award
Tierney	Pennsylvania Department of Transportation	Traffic Light & Blocks	Mass Transit, Exterior	Gold ADDY® Award
Tierney	Independence Blue Cross	Chin Ups	Local TV	Gold ADDY® Award
Tierney	Independence Blue Cross	Chin Ups / Medicine Cabinet / Doctor's Office	Local TV Campaign	Gold ADDY® Award
Tierney	Pennsylvania Department of Transportation	Safety on the Boulevard Campaign	Mixed-Media, Local Consumer	Gold ADDY® Award

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Tierney	Independence Blue Cross	Every Step of the Way Campaign	Mixed-Media, Local Consumer	Gold ADDY® Award
Tierney	Tierney Communications	Phillies Playoff Battle Box	Self Promotion, Non-Traditional	Gold ADDY® Award
Tierney	Pennsylvania Department of Transportation	Ice Cream & Cone	Outdoor Board	Silver ADDY® Award
Tierney	Pennsylvania Department of Transportation	Traffic Light & Blocks	Outdoor Board	Silver ADDY® Award
Tierney	Pennsylvania Department of Transportation	Ice Cream & Cone	Mass Transit, Exterior	Silver ADDY® Award
Tierney	TD Bank	TD take over of Philly.com	Banners / Pop-ups / Screensavers	Silver ADDY® Award
Tierney	TD Bank	Declaration	Wedisodes	Silver ADDY® Award
Tierney	Independence Blue Cross	Medicine Cabinet	Local TV	Silver ADDY® Award
Tierney	Independence Blue Cross	Doctor's Office	Local TV	Silver ADDY® Award
Tierney	TD Bank	Lincoln Online	Mixed-Media, National Consumer	Silver ADDY® Award
Tierney	Tierney Communications	Breast Cancer Awareness	Self Promotion, Non-Traditional	Silver ADDY® Award
Vox Medica, Inc.	Philadelphia Animal Welfare Society (PAWS)	PAWS Change Saves Lives Poster	Public Service, Poster	Silver ADDY® Award
Vox Medica, Inc.	Philadelphia Animal Welfare Society (PAWS)	Print Newspaper - PAWS Change Saves Lives Ad	Public Service, Newspaper	Silver ADDY® Award
WhittmanHart	Entertainment Industry Foundation	Stand Up 2 Cancer	Public Service, Interactive	Silver ADDY® Award

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