

Public Service
Silver Rockies

Category 140 Public Service (Interactive)

Drake Cooper
Zoo Boise, "Zoo Boise Website"
Concept: Chad Connally, Justin Yonk

Category 141 Public Service (Collateral)

Foerstel Design
Oregon Tilth, "Oregon Tilth Corporate Brochure and Pocket Folder"
Concept: Carissa DeGuzman
Copy: Oregon Tilth
Art Director: Carissa DeGuzman
Productions: Carissa DeGuzman
Producer: Oregon Tilth

Category 143 Public Service (Annual Report)

MMG
Vandal Scholarship Fund, "Annual Report"
Concept: Michael Reagan, Jason Sievers
Copy: Michael Reagan
Art Director: Jason Sievers
Productions: Jason Sievers

Category 144 Public Service (Poster)

Oliver Russell
Idaho Human Rights Education Center, "Change Your World Celebration Poster"
Concept: Toby Robin
Copy: Kelli Fulton
Art Director: Toby Robin

Category 146 Public Service (Audio/Visual)

Donahoe Pace
Boise State University Foundation, "Destination Distinction"
Concept: Tom Donahoe
Copy: Tom Donahoe
Art Director: Donahoe Pace & Partners
Photographer: North by Northwest Productions
Producer: North by Northwest Productions
Casting: Voice-Gary Schwartz

Category 147 Public Service (Direct Marketing/Specialty Items)

MMG
Duke Family Foundation, "Windfall Classic Direct Mail"
Concept: Michael Reagan, Jason Sievers
Copy: Michael Reagan, Jason Sievers

Art Director: Jason Sievers
Photographer: Jason Sievers
Productions: Jason Sievers
Producer: Treasure Valley Litho

Category 148 Public Service (Campaign single media)

Donahoe Pace
United Water Idaho, "Conservation TV"
All Credits: Donahoe Pace and Partners and Wide Eye Productions

Category 136 Public Service (Television)

Davies Rourke
Idaho State Broadcasters Assoc., "Cops and Guns"
Concept: Jeff Nielsen
Copy: Jeff Nielsen
Art Director: Jeff Nielsen
Producer: North by Northwest Productions

Citations

Oliver Russell

Category 147 Public Service (Direct Marketing/Specialty Items)

Idaho Human Rights Education Center, "Change Your World Direct Mail"
Citation for Art Direction

Larson Creatives

Category 147 Public Service (Direct Marketing/Specialty Items)

Mission Aviation Fellowship, "MAF Calendar 2008"
Citation for Photography

Foerstel Design

Category 147 Public Service (Direct Marketing/Specialty Items)

Boise Public Library, "Boise Public Library Cards"
Citation for Concept

Drake-Cooper

Category 148 Public Service (Campaign single media)

Idaho Dept. of Health & Welfare, "IPAN Campaign TV"
Citation for Art Direction and Design

Closed-Loop

Category 147 Public Service (Direct Marketing/Specialty Items)

North American Moose Foundation, "Moose Mailer"
Citation for Design

SMG

Category 140 Public Service (Interactive)

Idaho Rivers United, "Idaho Rivers United Web Site"

Citation for Art Direction

MMG

Category 148 Public Service (Campaign single media)
Duke Family Foundation, "Windfall Classic Collateral Campaign"
Citation for Concept and Design

PUBLIC SERVICE GOLD

Category 136 Public Service (Television)
Drake Cooper
Idaho Teen Pregnancy Prevention, "Parent Land"
Concept: Dennis Budell, Joe Quatrone
Copy: Joe Quatrone
Art Director: Dennis Budell
Productions: John Nance
Producer: North by Northwest Productions
Casting: Director: Jeff Noble

NEWSPAPER SILVERS

Category 20 Newspaper (Local single entry, BW, fractional page)
Donahoe Pace
Idaho Land Fund, "Sasquatch"
Concept: Tom Donahoe
Copy: Tom Donahoe
Art Director: Jeremy James
Productions: Donahoe Pace & Partners
Illustration: Larry Knighton

Category 23 Newspaper (Local single entry, color, fractional page)

MMG
University of Idaho, "I am Amy Hernandez"
Concept: Edward Moore, Michael Reagan
Copy: Michael Reagan
Art Director, Michael Reagan, Jason Sievers
Photographer: Tri-Digital Group
Productions: Michael Reagan
Illustrator: Aaron Grable

Category 24 Newspaper (Local single entry, color, full page)

MMG
Jug Mountain Ranch, "Asterisks Teaser"
Concept: Michael Reagan
Copy: Michael Reagan, Edward Moore
Art Director: Jason Sievers
Productions: Michael Reagan
Producer: Idaho Business Review

Category 27 Newspaper (Local campaign, BW, any size)

MMG

Premier Insurance, "We Love Insurance So You Don't Have To Campaign."

Concept: Michael Reagan

Copy: Jason Sievers, Michael Reagan

Art Director: Jason Sievers

Productions: Jason Sievers

Category 28 Newspaper (Local campaign, color, any size)

MMG

University of Idaho, "Legacy of Leading" Print Campaign

Concept: Edward Moore, Michael Reagan

Copy: Michael Reagan

Art Director: Michael Reagan, Jason Sievers

Productions: Michael Reagan

Illustrator: Aaron Grable

Category 29 Newspaper (Regional/ National, BW, fractional page)

Donahoe Pace

Tutoring Club, "It's Your Call."

Concept: Tom Donahoe

Copy: Donahoe Pace & Partners

Art Director: Jeremy James

Productions: Donahoe Pace & Partners

Category 30 Newspaper (Regional/ National, color, fractional page)

Donahoe Pace

Tutoring Club, "Lift His Sprints"

Concept: Tom Donahoe

Copy: Donahoe Pace & Partners

Art Director: Jeremy James

Productions: Donahoe Pace & Partners

Category 33 Newspaper (Regional/National, color, full page)

MMG

University of Idaho, "Jazz Festival"

Concept: Michael Reagan, Edward Moore

Copy: Michael Reagan, Edward Moore

Art Director: Michael Reagan

Productions: Michael Reagan

Illustrator: Aaron Grable

Category 35 Newspaper (Regional/National campaign, BW, any size)

Davies Rourke

McAlvain Group of Companies, "New Office Opening Teaser campaign"

Concept: Jeff Nielsen

Copy: Jeff Nielsen

Art Director: Holly Bussmus

Category 37 Newspaper (Regional/National Specialty—single insert, ad wrap, bag, etc.)

Drake Cooper

Idaho Lottery, “Raffle Post-it”

Copy: Joe Quatrone

Art Director: Dennis Budell

NEWSPAPER CITATIONS

MSVM

Category 23 Newspaper (Local single entry, color, fractional page)

Bingham Memorial Hospital, “Bingham Chef ad”

Citation for Copy

MMG

Category 28 Newspaper (Local campaign, color, any size)

University of Idaho, “Legacy of Leading Print Campaign”

Citation for Art Direction

Donahoe Pace

Category 35 Newspaper (Regional/National campaign, BW, any size)

Tutoring Club, “Your Call, Giving Up, Bad Grades”

Citation for Copywriting

NEWSPAPER GOLD

Category 28 Newspaper (Local Campaign, color—Any color besides B&W—any size)

Drake Cooper

Home Federal, “We’re there.” Newspaper Campaign

Concept: Dennis Budell, Joe Quatrone

Copy: Joe Quatrone

Art Director: Dennis Budell

Photographer: Todd Meier

IDENTITY PROGRAMS SILVERS

Category 88 Identity Programs (Logo or Trademark design)

Oliver Russell

Cameron S-16 Hospitality, “Hotel 43 Logo”

Concept: Russ Stoddard, Kristy Weyhrich, Evelyn Atchley

Art Director: Kristy Weyhrich, Evelyn Atchley

Category 89 Identity Programs (Stationary Package—letterhead, envelope, business card.)

Drake Cooper

S1, “S1 Identity Package”

All credits: Jen Myers

Category 90 Identity Programs (Package or Label Design)

Oliver Russell

Heather Rae - Iron Circle Pictures and Priddy Brothers, "Out of the Blue DVD cover"

Concept: Evelyn Atchley, Mike Landa

Copy: Alex Davis

Art Director: Evelyn Atchley

Photographer: Mark VanderSys - Pixel Light

Productions: Evelyn Atchley

IDENTITY PROGRAMS CITATIONS

SMG

Category 89 Identity Programs (Stationary Package—letterhead, envelope, business card.)

The Lake House at Chelan, "Lake House at Chelan Identity Package"

Citation for Design

Rizen Creative

Category 88 Identity Programs (Logo or Trademark design)

Harvest Homes, "Harvest Homes logo"

Citation for Design

Rizen Creative

Category 88 Identity Programs (Logo or Trademark design)

Saison, "Saison logo"

Citation for Typography

Foerstel Design

Category 88 Identity Programs (Logo or Trademark design)

The Bend at Blackhawk, "The Bend Logo"

Citation for Design

Foerstel Design

Category 88 Identity Programs (Logo or Trademark design)

Idaho International Film Festival, "Idaho International Film Fest Logo"

Citation for Art Direction

IDENTITY PROGRAMS - GOLD ROCKIE

Category 88 Identity Programs (Logo or Trademark design)

Oliver Russell

ibelieveinsasquatch.com, "Sasquatch Logo"

Concept: Jesse Huffman

Art Director: Toby Robin, Jesse Huffman

Productions: Jesse Huffman

Illustrator: Jesse Huffman

PUBLIC RELATIONS

SILVER

Category 121 Public Relations

Oliver Russell

Hotel 43, "Hotel 43 Public Relations Campaign"

Concept: Russ Stoddard

Copy: Susan Rowe, Alex Davis

GOLD

Category 121 Public Relations (Open)

Drake Cooper

Idaho Lottery, "Raffle PR"

Concept: David Workman

Copy: David Workman

Art Director: Sherie Moody-St.Clair

Photographer: David Workman

Productions: Dave Butler

Casting: Drake-Cooper

OUT OF HOME- SILVERS

Category 41 Out of Home (Local outdoor flat)

Drake Cooper

ACHD, "Rideshare.com Outdoor"

Concept: Warren Lassen

Copy: Warren Lassen

Photographer: Warren Lassen

Category 44 Out of Home (Local mass transit or vehicle wrap)

MMG

Boise City Arts Commission/ValleyRide, "Art in Transit—Bus wrap"

Concept: Jason Sievers

Art Director: Jason Sievers

Productions: Jason Sievers

Illustrator: Jason Sievers

Producer: Catapult3

Category 45 Out of Home (Local site interior)

Lionheart Studio

Mountain Home Air Force Base, "History of the 366th Fighter Squadron"

Concept: Yancy Mailes, Colonel Anthony Rock, Marcus Mashburn, Deborah Mashburn

Art Director: Yancy Mailes

Photographer: Mountain Home AFB

Productions: Marcus Mashburn

Illustrator: Marcus Mashburn

Category 46 Out of Home (Local site exterior)

Advantage Advertising
Lewis Clark State College, "Windows"
Concept: Chuck Christopher
Art Director: Jeff Marshall
Photographer: Jeff Marshall

Category 47 Out of Home (Local outdoor campaign billboard flat, extension, digital, animated, oversized, etc.)

Drake Cooper
Commuteride, "Commuteride Outdoor Campaign"
Concept: Dennis Budell, Joe Quatrone
Copy: Joe Quatrone
Art Director: Dennis Budell
Photographer: Matt McCain

Category 54 Out of Home (Regional/National outdoor campaign billboard flat, extension, digital, animated, oversized, etc.)

Drake Cooper
Idaho Lottery, "Powerball Outdoor Campaign"
Concept: Dennis Budell, Joe Quatrone
Copy: Joe Quatrone
Art Director: Dennis Budell
Photographer: Steve Welsh

OUT OF HOME CITATIONS

MMG

Category 45 Out of Home (Local site interior)
Gold's Gym, "Ceiling Fixture"
Citation for Art Direction

MMG

Category 45 Out of Home (Local site interior)
Gold's Gym, "Wall Fixture"
Citation for Art Direction

MMG

Category 45 Out of Home (Local site interior)
Gold's Gym, "Women's Blade"
Citation for Art Direction

MMG

Category 44 Out of Home (Local mass transit or vehicle wrap)
Gold's Gym/Parisi Speed School, "Hummer Vehicle Wrap"
Citation for Design

MMG

Category 44 Out of Home (Local mass transit or vehicle wrap)

University of Idaho, "University of Idaho Bus Wrap"
Citation for Design

Drake-Cooper

Category 45 Out of Home (Local site interior)

Idaho Lottery, "Raffle Bathroom Posters"

Citation for Copywriting

OUT OF HOME GOLD ROCKIE

Category 46 Out of Home (Local Site exterior)

Oliver Russell

The Record Exchange, "Hitchcock Building Mural"

Concept: Toby Robin

Art Director: Toby Robin, Paul Carew, Colleen Morgan

Illustrator: Toby Robin

INTERACTIVE SILVERS

Category 108 Interactive/Multimedia (websites—consumer budget less than \$10,000)

Drake Cooper

City of Boise, "Julia Davis Centennial Website"

Concept: Kate Nichols

Copy: Kate Nichols

Art Director: Kate Nichols

Casting: Justin Yonk, Chad Connally

Category 109 Interactive/Multimedia (websites—consumer budget more than \$10,000)

Oliver Russell

Go All In, LLC, "All In Energy Drink website."

Concept: James Rice, Rich Clark, John Liebenthal

Copy: John Liebenthal

Art Director: Rich Clark

Productions: Dan Chapman

Producer: Matt Gitchell

Category 110 Interactive/Multimedia (websites B-B budget less than \$10,000)

Drake Cooper

Vertical Corp., "Vertical-Corp.com"

Concept: Chad Connally

Art Director: Chad Connally

Casting: Josh McDannel, Justin Yonk, Amanda Cash

Category 111 Interactive/Multimedia (websites B-B budget more than \$10,000)

Noot Group

TitleOne, "GetAccessOne.com"

All credits to Noot Group

Category 112 Interactive/Multimedia (Online advertising non-interactive—banner, pop-up, splash page, email)

Idaho Lottery, “The Works”

Concept: Marketing Department

Copy: Marketing Department

Art Director: Sherie Moody-St.Clair

Productions: TJ Norris

Category 113 Interactive/Multimedia (Online advertising interactive—micro or mini site)

Noot Group

BOB Trailers, Inc., “BOB Mini site”

All credits to Noot Group

Category 115 Interactive/Multimedia (Online advertising interactive—online newsletters)

Drake Cooper

Idaho Department of Commerce, “Journeys Newsletter”

Concept: Justin Yonk, Jennie Myers

Art Director: Jennie Myers

Category 120 Interactive/Multimedia (Interactive/Multimedia campaign—2-4 of the above)

Noot Group

BOB Trailers, Inc., “BOB FitPregnancy Banner Ad Campaign”

All credits to Noot Group

CITATIONS – INTERACTIVE

Noot Group

Category 112 Interactive/Multimedia

Meriwether Ranch, “Ranch Electronic Direct Mail”

Citation for Art Direction

Noot Group

Category 109 Interactive/Multimedia (websites—consumer budget more than \$10,000)

Meriwether Ranch, “MeriwetherRanch.com”

Citation for Design

MMG

Category 108 Interactive/Multimedia (websites—consumer budget less than \$10,000)

Jug Mountain Ranch, “Consumer Website”

Citation for Photography

GOLD ROCKIE INTERACTIVE

Category 109 Interactive/Multimedia (Websites, consumer budget more than \$10,000)

Oliver Russell

The Modern Hotel, “The Modern Hotel Website (www.themodernhotel.com)”

Concept: James Rice

Copy: Russ Stoddard, Alex Davis

Art Director: Rich Clark

Producer: Matt Gitchell

ELEMENTS OF ADVERTISING
SILVERS

Category 91 Elements of Advertising (Illustration—single or campaign)

Marketing Resource Group

Rangen, “Poker Fish”

Concept: Brian Croner

Copy: Brian Croner

Art Director: Mark Gerber

Productions: Mark Gerber

Illustrator: Mark Gerber

Category 92 Elements of Advertising (Photography for advertising—bw single or campaign)

Drake Cooper

Idaho Lottery, “Benefits TV Photography”

Concept: Dennis Budell

Art Director: Dennis Budell

Photographer: Mitch Butler

Category 94 Elements of Advertising (Photography for Advertising—Photographic Illustration (digitally enhanced) single or campaign)

Drake Cooper

ACHD, “Rideshare.com Photo”

Concept: Warren Lassen

Photographer: Warren Lassen

Category 95 Elements of Advertising (Animation or Special Effects—Video, film or digital)

Drake Cooper

Idaho Lottery, “Twister TV animation”

Concept: Dennis Budell, Joe Quatrone, Chris Hinton

Copy: Joe Quatrone

Art Director: Dennis Budell

Productions: Chris Hinton

Illustrator: Chris Hinton

Producer: Acme Filmworks

Category 96 Elements of Advertising (Sound for advertising—music only)

North by Northwest Productions

University of Idaho (for MMG), “Image”

Productions: Dave Earnest – Composer

Category 98 Elements of Advertising (Sound for advertising—sound design)

North by Northwest Productions

Idaho Lottery (for Drake Cooper), “Twister”

Productions: Dave Earnest - Audio

Category 99 Elements of Advertising (Cinematography)

MMG

University of Idaho, "Cinematography"

Art Director/Director—Edward Moore, MMG

Photographer/DP—John Eames, NXNW

Productions: John Nance, NXNW

Producer: Lorena Davis, NXNW

Casting: Carolyn Weske, MMG

CITATIONS - ELEMENTS

Drake-Cooper

Category 95 Elements of Advertising (Animation or Special Effects—Video, film or digital)

Jensen Jewelers, "Any Old Ring TV"

Citation for Art Direction

GOLD – ELEMENTS

Category 91 Elements of Advertising (Illustration single campaign)

MMG

Boise City Art Commission / Valley Ride, "Bus Sculpty Illustrations"

Concept: Jason Sievers

Art Director: Jason Sievers

Productions: Jason Sievers

Illustrator: Jason Sievers

RADIO

SILVERS – RADIO

Category 12 Radio (Local single entry—one DMA, :30 length)

Idaho Falls Advertising federation

Bed Place, "Bed History"

Producer: Charlie Michaels, Baily Blue

Category 13 Radio (Local single entry—one DMA, :60 length)

Peak Broadcasting

Ideal Image, "Code 7 Yeti"

Concept: Jodi Sali

Copy: Jodi Sali

Productions: Jodi Sali

Casting: Chris Adams, Brett Connely, Robin Scott, Jodi Sali

Category 15 Radio (Regional/National, :30 length)

Drake Cooper

Idaho Lottery, "10 Times the Luck/Call In"

Concept: Dennis Budell, Joe Quatrone

Copy: Joe Quatrone
Productions: Dave Earnest
Producer: North by Northwest Productions

Category 16 Radio (Local Campaign, not more than 3)

Closed Loop
Jacksons, "Great Stuff. Great Prices."
Concept: CLMA TEAM
Producer: North by Northwest Productions

Category 17 Radio (Regional/ National campaign, not more than 3)

Donahoe Pace
Big O Tires, "Octuplets, Team, Velcro"
Concept: Tom Donahoe
Copy: Tom Donahoe
Productions: Guitar-Steve Fulton
Producer: Audio Lab Sound Recording
Casting: Travis Swartz / Glenn Hughes

CITATIONS – RADIO

Donahoe Pace
Category 17 Radio (Regional/ National campaign, not more than 3)
Horizon Air, "Car Games, Truck Stop, Nature"
Citation for Concept

Drake-Cooper

Category 15 Radio (Regional/National, :30 length)
Idaho Lottery, "Tetris, Playing pays off"
Citation Concept and Copy

KIVI-TV

Category 13 Radio (Local single entry—one DMA, :60 length)
KIVI, "Speed Executive"
Citation for concept and copy

Drake-Cooper

Category 13 Radio (Local single entry—one DMA, :60 length)
AChD, Rideshare.com Radio
Citation for Production

GOLD –RADIO

Category 15 Radio (Regional/ National, :60 length)
Drake Cooper
Idaho Lottery, "10 Times the Luck / Acme Hiring"
Concept: Dennis Budell, Joe Quatrone
Copy: Joe Quatrone
Production: Dave Earnest
Producer: North by Northwest Productions

SALES PROMOTION

SILVERS – SALES PROMO

Category 100 Sales Promotion (Printed Catalog)

I.E. Productions

Kingston, “From Planning to Plate”

Concept: IE Productions

Copy: Kingston

Art Director: Tim Oscarson

Separator: Sean Nickle

Producer: Colorado Printing

Category 101 Sales Promotion (Printed sales kit, product info or dealer aid)

Foerstel Design

Tamarack Resort, “Lake Wing Wrap Brochure.”

Concept: Marie Brochier

Copy: Tamarack

Art Director: Marie Brochier

Photographer: Sheri Harkin

Productions: Marie Brochier

Producer: Northwest Printing

Category 102 Sales Promotion (Printed newsletter)

SMG

Hearthstone, “Summer Newsletter”

Concept: Crissie McDowell

Copy: Jessica Holmes

Art Director: Crissie McDowell

Producer: Joslyn Morris

Category 103 Sales Promotion (Multimedia—excluding websites and web based interactive, i.e. CD-ROM, DVD, audio)

MMG

University of Idaho, “Events Sales Video”

Concept: Edward Moore, Michael Reagan

Copy: Edward Moore, Michael Reagan

Art Director/Director: Edward Moore

Photographer/DP: John Eames, NXNW

Productions: John Nance, NXNW

Producer: Lorena Davis, NXNW

Casting: Carolyn Weske

Category 104 Sales Promotion (Point of Purchase / Point of Sale counter or attached)

Idaho Lottery

Idaho Lottery (for Drake Cooper), “Twister Dangler”

Concept: Dennis Budell

Copy: Joe Quatrone

Art Director: Stephanie Koppes

Productions: Dennis Budell

Category 105 Sales Promotion (Point of Purchase / Point of Sale freestanding)

MMG

Synergy Fitness Group, "Apex Vending Machine Wrap"

Concept: MMG

Art Director: Michael Reagan, Jason Sievers

Photographer: Jason Sievers

Productions: MMG

Producer: SIGNS INK

Category 106 Sales Promotion (Trade show or consumer exhibit)

Davies Rourke

McAlvain Group of Companies, "Trade Show Banners"

Concept: Jeff Nielsen

Copy: Jeff Nielsen

Art Director: Holly Bussmus

Productions: Holly Bussmus

Producer: Skyline Displays of Idaho

Category 107 Sales Promotion (Sales promotion campaign)

Drake Cooper

Jensen Jewelers, "Any Old Ring collateral campaign"

Concept: Jen Myers, Joe Quatrone

Copy: Joe Quatrone

Art Director: Joe Quatrone, Jen Myers

Photography: Tri Digital Group

Productions: Jen Myers

Illustrator: Jen Myers

Producer: TableRock Printing

SALES PROMO – CITATIONS

MMG

Category 102 Sales Promotion (Printed newsletter)

Jug Mountain Ranch, "Spring/Summer 2007 Newsletter"

Citation for Design

Brad Shaw Productions

Category 103 Sales Promotion (Multimedia)

The Idaho Air National Guard, "Where Great Futures Start!"

Citation for Copywriting

Noot Group

Category 107 Sales Promotion (Sales promotion campaign)

BOB Trailers, Inc., "BOB Stroller Hangtags"

Citation for Photography

SMG

Category 103 Sales Promotion (Multimedia)

Blackhawk on the River, "Blackhawk Sales DVD"

Citation for Music Composition

SALES PROMO – GOLD

Category 101 Sales Promotion (Printed Sales Kit, Product Info or Dealer Aid)

Noot Group

Meriwether Ranch, "Meriwether Ranch Sales Book by Jack Wisdom"

Concept: Noot Group

Copy: Noot Group

Art Director: Noot Group

Productions: Noot Group

Producer: Printing Today

AD INDUSTRY SELF PROMO

SILVERS –

Category 126 Advertising Industry Self Promotion (Sales promotion)

Oliver Russell

Oliver Russell, "Oliver Russell Bowling Shirt"

Concept: Mike Landa

Art Director: Mike Landa

Productions: Roy Kimball

Category 127 Advertising Industry Self Promotion (Interactive)

MMG

MMG, Website

Concept: Michael Reagan

Copy: Michael Reagan

Art Director: Jason Sievers

Productions: Michael Reagan

Producer: Ryan Donahue

Category 131 Advertising Industry Self Promotion (Direct Marketing/Speciality)

Drake Cooper

Drake Cooper (es/drake), "es/drake Agency Pitch Book"

Concept: Jen Myers, Joe Quatrone

Copy: Joe Quatrone

Art Director: Jen Myers, Joe Quatrone

Productions: Jen Myers

Illustrator: Jen Myers

Producer: TableRock Printing

Category 129 Advertising Industry Self Promotion (Identity Program – Stationary Package)

Oliver Russell

Oliver Russell, "Business cards"

Concept: Evelyn Atchley

Art Director: Evelyn Atchley, Paul Carew

Productions: Roy Kimball

Category 132 Advertising Industry Self Promotion (Cards, Invitations or Announcements)

SMG

Crissie & Nick McDowell, "McDowell Wedding Invitation"

Concept: Crissie McDowell

Copy: Nick and Crissie McDowell

Art Director: Crissie McDowell

Productions: Crissie McDowell

Producer: Graphics Avenue

Category 135 Advertising Industry Self Promotion (Mixed Media Campaign)

Drake Cooper

Drake Cooper, "Identity Program"

Concept: Jen Myers

Copy: Joe Quatrone, Sean Young

Art Director: Jen Myers, Joe Quatrone

Productions: Jen Myers, Joe Quatrone

Illustrator: Cale Cathey

Producer: TableRock Printing, Bindery Services

AD INDUSTRY SELF PROMO CITATIONS

Oliver Russell

Category 132 Advertising Industry Self Promotion (Cards, Invitations or Announcements)

Oliver Russell, "Greeting Cards"

Citation for Art Direction

Drake-Cooper

Category 127 Advertising Industry Self Promotion

Drake Cooper, "Drake Cooper Snow Globe"

Citation for Concept

Davies Rourke

Category 126 Advertising Industry Self Promotion (Sales promotion)

Davies Rourke, "Interactive Portfolio CD Holder"

Citation for Art Direction

Promoshop

Category 131 Advertising Industry Self Promotion (Direct Marketing/Speciality)

Promoshop, "Thank you"

Citation for Concept

Noot Group

Category 129 Advertising Industry Self Promotion (Stationary Package)

Noot Group, "Business Cards"

Citation for Copy and Design

Publicis

Category 132 Advertising Industry Self Promotion (Cards, Invitations or Announcements)

Publicis West Boise, "Holiday Greeting Tin"

Citation for Concept

AD INDUSTRY SELF PROMO - GOLD

Category 129 Advertising Industry Self Promotion

Noot Group

"Noot Group Business Cards"

Concept: Noot Group

Copy: Noot Group

Art Director: Noot Group

Producer: Lithographics

MAGAZINES - SILVERS

Category 57 Magazines (Consumer Magazines, fractional page 4 color or more)

Noot Group

BOB Trailers, Inc., "BOB One Tough Mother Magazine Ad"

All credits to Noot Group

Category 61 Magazines (Consumer Magazines, spread, multiple page, or insert 4 color or more.)

Drake Cooper

Idaho Travel Council, "Sunset Magazine Spread"

Concept: Jen Myers, Joe Quatrone

Copy: Joe Quatrone

Art Director: Jen Myers, Joe Quatrone

Productions: Jen Myers

Category 62 Magazines (Consumer Magazines campaign, BW or color, any size 3 or more)

Noot Group

Meriwether Ranch, "Meriwether Ranch Advertorial Campaign"

All credits to Noot Group

Category 64 Magazines (Trade Publications, fractional page 4 color or more)

MRG (Marketing Resource Group)

Rangen, "Feed Millions"

Concept: Brian Croner

Copy: Brian Croner

Art Director: Mark Gerber

Productions: Mark Gerber

Illustrator: Mark Gerber

Category 69 Magazines (Trade Publications Campaign, full page, 4 color or more)

SMG (Stoltz Marketing Group)

Power Engineers, "2007 Print Campaign"

Concept: Kate Holgate, David Cook

Copy: David Cook

Art Director: Kate Holgate

Category 66 Magazines (Trade Publications, full page, 4 color or more)

SMG (Stoltz Marketing Group)

Pro Team, "Lung Ad"

Concept: Terri Martin, David Cook

Copy: David Cook

Art Director: Terri Martin

Photographer: Welsh Studios

MAGAZINES CITATIONS

SMG

Category 69 Magazines (Trade Publications, campaign, BW or color, any size 3 or more)

ProTeam, "2007 Print Campaign"

Citation for Concept

Donahoe Pace

Category 62 Magazines (Consumer Magazines campaign, BW or color, any size 3 or more)

Tutoring Club, "Bad Grades, Raise Grades"

Citation for Concept

Rizen Creative

Category 66 Magazines (Trade Publications, full page, 4 color or more)

Nunhems, "More Than Just Seeds"

Citation for Art Direction

MAGAZINES GOLD

Category 62 Magazines (Consumer Magazines campaign B&W or color any size, 3 or more)

Drake Cooper

Idaho Travel Council, "2007 Magazine Campaign"

Concept: Jen Myers, Joe Quatrone

Copy: Joe Quatrone

Art Director: Jen Myers, Joe Quatrone

Productions: Jen Myers

DIRECT MARKETING SILVERS

Category 72 Direct Marketing (Flat, single entry)

Publicis

Hewlett-Packard, "HP Designjet Z Series Notebook Direct Mail, Graphic Design/Professional Photography Versions"

Concept: Jeremy Dennis

Copy: Chris Tweedy

Art Director: Jeremy Dennis

Illustrator: Jeremy Dennis

Producer: LithoGraphics, Inc.

Category 73 Direct Marketing (Three-dimensional, single entry)

Murie Design Group

Hewlett-Packard, L.P., "Fortune Cookie Sales Tool"

Concept: Josh Park, Luke Johnson

Art Director: Luke Johnson

Producer: Creative Cookie

Category 74 Direct Marketing (Flat, campaign, 3 or more)

Donahoe Pace

Tutoring Club, "It's Your Call, Bad Grades, Giving Up"

Concept: Tom Donahoe

Copy: Donahoe Pace & Partners

Art Director: Jeremy James

Productions: Donahoe Pace & Partners

Category 76 Direct Marketing (Specialty Advertising)

Promoshop

Idaho Potato Commission, "Superheroes Campaign"

All credits to evans, hardy + young, inc

Category 77 Direct Marketing (Specialty Advertising—Other)

Promoshop

Sony / Tri-Star Pictures, "Running with Scissors"

Concept: Promoshop, Memo Kahan

Copy: Sony Pictures

Art Director: Sony Pictures

Photographer: Sony Pictures

Productions: Promoshop

Separator: Promoshop

DIRECT MARKETING CITATIONS

Murie Design Group

Category 73 Direct Marketing (Three-dimensional, single entry)

Hewlett-Packard, L.P., "Fortune Cookie Sales Tool"

Citation for Concept

Noot Group

Category 72 Direct Marketing (Flat, single entry)

Meriwether Ranch, "Ranch Direct Mail Package"

Citation for Copy

Rizen Creative

Category 72 Direct Marketing (Flat, single entry)

Triplett Ranch, "Neighborhood Dear John"

Citation for Copy and Content

Promoshop

Category 76 Direct Marketing (Specialty Advertising)

Promoshop, "Hooper Merchandise"

Citation for Art Direction

DIRECT MARKETING GOLD

Category 73 Direct Marketing (Three Dimensional, single entry)

Foerstel Design

Idaho Potato Commission, "Stress Ball Relief Campaign"

Concept: John Brenner

Copy: John Brenner

Art Director: Marie Brochier

Productions: John Brenner

Producer: Table Rock Printing

POTPOURRI - SILVER

Category 150 Potpourri (DB Cooper Award)

Gold's Gym, "Employee Appreciation Convention Video- The Office Spoof"

Concept: Jason Sievers

Copy: Jason Sievers

Art Director: Jason Sievers

Productions: Jason Sievers

POTPOURRI - CITATIONS

Drake-Cooper

Category 150 Potpourri (DB Cooper Award)

Julia Davis Park Centennial, "Centennial Poster"

Citation for Art Direction

Foerstel Design

Category 150 Potpourri (DB Cooper Award)

Power Engineers, "No Worries Campaign"

Citation for Art Direction

COLLATERAL SILVERS

Category 79 Collateral (Annual Report, 4 color or more)

Idaho Lottery

Idaho Lottery, "Annual Report FY07"

Concept: David Workman

Art Director: Stephanie Koppes

Photographer: David Workman

Productions: Stephanie Koppes

Producer: Idaho Lottery

Category 81 Collateral (Brochure, 4 color or more)

Oliver Russell

D&B Supply, "D&B Brand Book"

Concept: Mike Landa, Colleen Morgan, Toby Robin

Copy: Jessica Holmes, Kelli Fulton
Art Director: Colleen Morgan
Productions: Roy Kimball

Category 82 Collateral (Brochure, series/campaign)

Davies Rourke
DBSI Group of Companies, “DBSI Corporate Brochures”
Concept: Holly Busasmus
Copy: DBSI
Art Director: Ernie Monroe
Productions: Holly Busasmus
Producer: Joslyn & Morris, Caxton Printers, and Treasure Valley Litho

Category 85 Collateral (Strategic Media)

Idaho Press Tribune
Winery Tour Guide Covers
Concept Tonitta Taggart
Art Director Tonitta Taggart
Photographer Greg Kreller, Charlie Litchfield

Category 86 Collateral (Poster, single or campaign)

Oliver Russell
Heather Rae, “Frozen River” Poster
Concept: Kelly Conrad
Copy: Kelli Fulton
Art Director: Toby Robin/Kelly Conrad
Photographer: Jory Sutton
Productions: Roy Kimball
Producer: TableRock Printing

Category 87 Collateral (Special Event Material—card, invitation or announcement single or campaign)

The Johnson Company Northwest, LLC
Komen for the Cure—Boise, “Survivor”
Concept: Mary Jean Risheim
Copy: Mary Jean Risheim
Art Director: Cindee Johnson
Productions: Margaret Parker
Producer: Northwest Printing

COLLATERAL – CITATIONS

Drake-Cooper

Category 81 Collateral (Brochure, 4 color or more)

Idaho Travel Council, “Un-hibernate”
Citation for Copywriting and Art Direction

SMG

Category 87 Collateral (Special Event Material—card, invitation or announcement single or campaign)

The Village Green, “Realtor Invitation”

Citation for Art Direction

Drake-Cooper

Category 87 Collateral (Special Event Material—card, invitation or announcement single or campaign)

Idaho Travel Council & Idaho Department of Agriculture, "Taste and Tour Idaho Invite"

Citation for Art Direction

COLLATERAL GOLD

Category 79 Collateral (Annual Report, 4 color or more)

Foerstel Design

Blue Cross of Idaho, "Blue Cross of Idaho One to One 2006 Annual Report"

Concept: Darcy Lindberg

Copy: Courtney Ludden

Art Director: Darcy Lindberg

Photographer: Deborah Hardee, Getty Images

Productions: Darcy Lindberg

Producer: Treasure Valley Litho

TELEVISION

TV - SILVERS

Category 1 Television (Local single entry, any length, budget under @1000)

I.E. Productions

Eastern Idaho State Fair, "Funnel Cakes"

Concept: Nells Chick

Copy: Gary Stewart

Productions: Nells Chick

Category 2 Television (Local single entry, any length, budget \$1001 to \$5000)

MSVM Group

Bingham Memorial Hospital, "Birthing Center Ad"

Concept: MSVM Group

Copy: MSVM Group

Productions: MSVM Group

Category 3 Television (Local single entry, any length, budget \$5001 to \$20,000)

Rizen Creative

West Coast Car Company, "Mustang"

Concept: Rizen Creative

Art Director: Ron Baker

Producer: North by Northwest Productions

Category 5 Television (Regional/National, any length)

Drake Cooper

Idaho Lottery, "Twister"

Concept: Dennis Budell, Joe Quatrone

Copy: Joe Quatrone

Art Director: Dennis Budell
Productions: Animation: Chris Hinton
Producer: Acme Filmworks

Category 6 Television (Local campaign, not more than 3, any length, budget under \$5000)

Advantage Advertising
UI Athletics, "UI Cowan Spectrum"
Concept: Chuck Christopher
Copy: Chuck Christopher
Producer: Digital Barn

Category 7 Television (Local campaign, not more than 3, any length, budget \$5001 to \$20,000)

Closed Loop
St Alphonsus, "Express Care"
Concept: CLMA TEAM
Producer: North by Northwest Productions

Category 9 Television (Regional/ National campaign, not more than 3, any length)

Drake Cooper
Idaho Lottery, "10 Times the Luck TV Campaign"
Concept: Dennis Budell, Joe Quatrone
Copy: Joe Quatrone
Art Director: Dennis Budell
Productions: John Nance
Producer: North by Northwest Productions
Casting: Director: Jeff Noble

Category 10 Television (Television self-promotion single)

KIVI-TV
KIVI-TV, "Idaho's Gambling Man-News Promo"
Concept: Scott Picken, Hannah Naito
Copy: Scott Picken
Art Director: John Farrell
Productions: John Farrell
Producer: John Farrell

Category 11 Television (Television self promotion campaign)

KTVB
KTVB, "Buster and 7"
Concept: Melissa Stoner, Levi Bettwieser
Productions: Levi Bettwieser
Casting: Levi Bettwieser

TV – CITATIONS

Foerstel Design

Category 1 Television (Local single entry, any length, budget under @1000)

Chandler's Steakhouse, "Steak, Martinis, & Jazz"
Citation for Editing

KBCI-TV
Category 10 Television (Television self-promotion single)
KBCI TV, "Storm Tracker"
Citation for Copy

The Agency
Category 3 Television (Local single entry, any length, budget \$5001 to \$20,000)
Molenaar Jewelers, "Leaves"
Citation for Art Direction and Cinematography

MMG
Category 5 Television (Regional/National, any length)
University of Idaho, "Tradition"
Citation for Cinematography

KNIN Television
Category 1 Television (Local single entry, any length, budget under @1000)
Barbra Barbra, "Barbara Barbara"
Citation for Cinematography

Drake-Cooper
Category 5 Television (Regional/National, any length)
Idaho Lottery, "Labor Thing"
Citation for Copywriting and Concept

Journal Broadcast Group
Category 2 Television (Local single entry, any length, budget \$1001 to \$5000)
ONow.com, "Onow"
Citation for Casting (Talent)

Closed-Loop
Category 7 Television (Local campaign, not more than 3, any length, budget \$5001 to \$20,000)
St. Alphonsus, "Express Care"
Citation for Art Direction

KNIN Television
Category 1 Television (Local single entry, any length, budget under @1000)
Panache, "Panache"
Citation for Production Value

TV -GOLD
Category 7 TV (Local Campaign, not more than 3, any length, budget \$5001 to \$20,000)
I.E. Productions
Rex Rammell for US Senate, "Monkey Butt"
Concept: Gary Stewart

Copy: Gary Stewart
Photographer: Gary Stewart
Productions: Nells Chick
Casting: Monkey Business

COMLETE CAMPAIGN - SILVERS

Category 154 Complete Campaign (Consumer local campaign)

Rizen Creative
West Coast Car Company, "Unique Drivers Campaign"
Concept: Rizen Creative
Art Director: Ron Baker

Category 155 Complete Campaign (Consumer Regional/National Campaign)

Drake Cooper
Idaho Travel Council, "Idaho Travel Council Adventures in Living Campaign"
Concept: Jen Myers, Joe Quatrone
Copy: Joe Quatrone
Art Director: Joe Quatrone, Jen Myers
Productions: Jen Myers

COMPLETE CAMPAIGN - CITATIONS

The Agency

Category 154 Complete Campaign (Consumer local campaign)

Molenaar Jewelers, "Let Your Love Show"
Citation for Art Direction

MMG

Category 155 Complete Campaign

University of Idaho, "Legacy of Leading Campaign"
Citation for Concept and Art Direction

Noot Group

Category 155 Complete Campaign (Consumer Regional/National Campaign)

Meriwether Ranch, "Meriwether Complete Campaign"
Citation for Art Direction and Copywriting

COMPLETE CAMPAIGN - GOLD

Category 154 Complete Campaign (Consumer Local Campaign)

Drake Cooper
Home Federal, "We're There. Small Business Campaign"
Concept: Dennis Budell, Joe Quatrone
Copy: Joe Quatrone
Art Director: Dennis Budell
Photographer: Todd Meier
Productions: D Budell, J McDannel, J Yonk, A Cash, C Connally
Contact: Lisa Hawkes

Best of Show

Category 101 Sales Promotion (Printed Sales Kit, Product Info or Dealer Aid)

Noot Group

Meriwether Ranch, "Meriwether Ranch Sales Book by Jack Wisdom"