

Awards	Entry	Entrant	Advertiser
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The AAF - Tallahassee announced the winners of the coveted ADDY Awards competition honoring creative excellence in advertising.

A Complete list of winners is listed below.

SALES PROMOTION

Gold ADDY® Award	Group Meeting Brochure	the zimmerman agency	Callaway Gardens
Silver ADDY® Award	Health For Life	do! design	Henry Medical Center
Silver ADDY® Award	Selling the Sunshine	VISIT FLORIDA	VISIT FLORIDA
Silver ADDY® Award	Sucess Trax Sales Presentation	the zimmerman agency	Aflac Incorporated

COLLATERAL MATERIAL

Gold ADDY® Award	Redwire Collateral Package	Onyx Creative Group, Inc.	Redwire
Gold ADDY® Award	Florida Surplus Lines Service Office -	Paisley Design	Florida Surplus Lines Service Office
Silver ADDY® Award	Workforce Plus Annual Report	Onyx Creative Group, Inc.	Workforce Plus
Silver ADDY® Award	2009 Annual Investment Report	Intuition Creative	State of Florida – State Board of
Silver ADDY® Award	VISIT FLORIDA 2008-09 Annual	VISIT FLORIDA	VISIT FLORIDA
Gold ADDY® Award	Ritz-Carlton Destination Club Brochure	the zimmerman agency	Ritz-Carlton Destination Club
Silver ADDY® Award	Davemail Brochure	Taproot Creative	Dave Fiore
Silver ADDY® Award	Indigo Bluffs Brochure	Kidd Group	Indigo Bluffs
Silver ADDY® Award	Ashford Club Brochure	Taproot Creative	Ashford Club Apartments
Gold ADDY® Award and Best of Print	Ritz-Carlton Destination Club Brochure	the zimmerman agency	Ritz-Carlton Destination Club
Gold ADDY® Award	Mission San Luis	tallahassee democrat	Tallahassee Democrat
Gold ADDY® Award	Happiness Poster	the zimmerman agency	Club Med
Silver ADDY® Award	Hotel Duval Job Fair Poster	Ron Sachs Communications	Hotel Duval
Gold ADDY® Award and Judge's Choice	Happiness Poster Campaign	the zimmerman agency	Club Med
Silver ADDY® Award	United States Strategy Group: 2009	Taproot Creative	United States Strategy Group
Gold ADDY® Award	Hotel Duval Grand Opening Invitation	Ron Sachs Communications	Hotel Duval
Gold ADDY® Award	Dead Man's Party Toe Tag	the zimmerman agency	Ritz-Carlton Executive Halloween Party
Silver ADDY® Award	Pace Wedding Invitation	Ron Sachs Communications	The Jones/Pace Family
Silver ADDY® Award	Golden Gala Program	Peter Mitchell Associates	Tallahassee Memorial Hospital Foundation
Silver ADDY® Award	VIP Event - Atlanta	VISIT FLORIDA	VISIT FLORIDA

DIRECT MARKETING

Silver ADDY® Award	FCADV Annual Conference Brochure	Onyx Creative Group, Inc.	Florida Coalition Against Domestic
Silver ADDY® Award	Knight Direct Mail	the zimmerman agency	Tower Hill Insurance Group
Silver ADDY® Award	Don't Become 21st Century Road Kill	Moore Consulting Group	Professional Insurance Agents

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Silver ADDY® Award	AFLAC Life Launch Lenticular	the zimmerman agency	Aflac
Silver ADDY® Award	Life Launch iPod box	the zimmerman agency	Aflac Incorporated
Gold ADDY® Award	Happiness Campaign	the zimmerman agency	Club Med
Silver ADDY® Award	Florida Makes You Shine	VISIT FLORIDA	VISIT FLORIDA
Silver ADDY® Award	Florida State University Orientation	Cade & Associates Advertising	Florida State University Orientation

OUT-OF-HOME

Silver ADDY® Award	See Tallahassee Outdoor Board	the zimmerman agency	Tallahassee Development Corporation
Silver ADDY® Award	Crews & Pesquera Billboard	Onyx Creative Group, Inc.	Crews and Pesquera, P.A.
Silver ADDY® Award	It Is Easy Being Green	Moore Consulting Group	City of Tallahassee Natural Gas Utilities
Gold ADDY® Award	War Paint Diorama	the zimmerman agency	Florida State University School of Business
Silver ADDY® Award	Shula's 347 Grill Airport Advertisement	Ron Sachs Communications	Hotel Duval
Gold ADDY® Award	Tallahassee Downtown Banners	Ron Sachs Communications	Tallahassee Downtown Improvement
Silver ADDY® Award	See Tallahassee Billboards	the zimmerman agency	Tallahassee Development Corporation

CONSUMER OR TRADE PUBLICATION

Silver ADDY® Award	Hotel Duval Advertisement: Green	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	Hotel Duval Advertisement: Discover	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	Magic Kingdom Fractional Ad	the zimmerman agency	The Crystal Coast
Gold ADDY® Award	Nature's Little Secrets Full Page	the zimmerman agency	British Virgin Islands
Gold ADDY® Award	Where Super Meets Natural	the zimmerman agency	Tallahassee Tourism Development Council
Gold ADDY® Award	River	do! design	Henry Medical Center
Gold ADDY® Award	Life Inspired Ad	the zimmerman agency	Ritz-Carlton Destination Club
Gold ADDY® Award	Ritz-Carlton Club Ad Campaign	the zimmerman agency	Ritz-Carlton Club
Silver ADDY® Award	Real stories campaign	do! design	Henry Medical Center
Silver ADDY® Award	Beaches Energy Services Tidings	Kidd Group	Beaches Energy Services
Silver ADDY® Award	Nature's Little Secrets Campaign	the zimmerman agency	British Virgin Islands
Silver ADDY® Award	Florida Makes You Shine	VISIT FLORIDA	VISIT FLORIDA

NEWSPAPER

Gold ADDY® Award	AFLAC All-American H.S. Baseball	the zimmerman agency	Aflac
Silver ADDY® Award	Bill's Bookstore - What You Do With	Cade & Associates Advertising	Bill's Bookstore
Gold ADDY® Award	AFLAC All-American H.S. Baseball	the zimmerman agency	Aflac
Gold ADDY® Award	AFLAC All-American H.S. Baseball	the zimmerman agency	Aflac
Silver ADDY® Award	Shula's 347 Grill Newspaper	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	Destination Matters	VISIT FLORIDA	VISIT FLORIDA
Silver ADDY® Award	Hotel Duval Tabloid Insert	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	Darby Bank Employee Campaign	Kidd Group	Darby Bank

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INTERACTIVE MEDIA			
Silver ADDY® Award	Radey, Thomas, Yon & Clark Website	Taproot Creative	Radey, Thomas, Yon & Clark
Silver ADDY® Award	Party City House of Halloweenies	the zimmerman agency	Party City
Gold ADDY® Award	BevShots eCommerce Website	Onyx Creative Group, Inc.	BevShots
Silver ADDY® Award	Heritage Motor Coach Resort & Marina	3W Studios	Heritage Motor Coach Resort & Marina
Gold ADDY® Award and Best of Interactive	Florida State University Women's	Ron Sachs Communications	Florida State University Women's
Gold ADDY® Award	The Algonquin Hotel	the zimmerman agency	The Algonquin Hotel
Silver ADDY® Award	EnergyFLA Web Site	Ron Sachs Communications	EnergyFLA
Silver ADDY® Award	Crews & Pesquera Website	Onyx Creative Group, Inc.	Crews and Pesquera, P.A.
Silver ADDY® Award	GFVGA Website	Onyx Creative Group, Inc.	Georgia Fruit and Vegetable Growers
Silver ADDY® Award	Myron Rolle Website	Taproot Creative	Rolle Sports International
Silver ADDY® Award	Hotel Duval Job Fair Banner	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	Shula's 347 Grill New Year's Eve	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	Party City Halloween Banners	the zimmerman agency	Party City
Silver ADDY® Award	Hotel Duval HTML e-Newsletter	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	The Algonquin Hotel - Oak Room	the zimmerman agency	The Algonquin Hotel
Silver ADDY® Award	Party City BrewYourCostume.com	the zimmerman agency	Party City
Silver ADDY® Award	Party City HouseofHalloweenies.com	the zimmerman agency	Party City
Silver ADDY® Award	Party City House of Halloweenies	the zimmerman agency	Party City
Silver ADDY® Award	Reunion Resort eNewsletter	the zimmerman agency	Reunion Resort
Silver ADDY® Award	Davemail Newsletter	Taproot Creative	Dave Fiore
Gold ADDY® Award	Dancing Duck	the zimmerman agency	Aflac
Silver ADDY® Award	It's Halloweenie Party Time!	the zimmerman agency	Party City
Silver ADDY® Award	EnergyFLA: Facts Webisode	Ron Sachs Communications	EnergyFLA
Silver ADDY® Award	The Algonquin Hotel Online Media	the zimmerman agency	The Algonquin Hotel
Silver ADDY® Award	Aflac Life Products	the zimmerman agency	Aflac
TELEVISION			
Silver ADDY® Award	Haley-May Tallahassee Memorial	Evolution Media	Tallahassee Memorial Healthcare
Silver ADDY® Award	Hotel Duval: Discover Commercial	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	All For You TV	do! design	Henry Medical Center
Silver ADDY® Award	Your Hospital For Life - Tallahassee	Evolution Media	Tallahassee Memorial Healthcare
Silver ADDY® Award	Beaches Energy Services Customer	Kidd Group	Beaches Energy Services
Gold ADDY® Award	Steak' N' Shake :30 TV	the zimmerman agency	Steak' N' Shake
Silver ADDY® Award	Florida Prepaid College Fund TV	the zimmerman agency	Florida Prepaid College Board
Gold ADDY® Award	Steak' N' Shake TV	the zimmerman agency	Steak' N' Shake

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Silver ADDY® Award	Florida Agriculture and the Economy	FL Dept of Agriculture and Consumer	Florida Department of Agriculture and
MIXED/MULTIPLE MEDIA			
Silver ADDY® Award	Davemail Campaign	Taproot Creative	Dave Fiore
Gold ADDY® Award	Hotel Duval Grand Opening Campaign	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	Hotel Duval Job Fair Campaign	Ron Sachs Communications	Hotel Duval
Silver ADDY® Award	TMH Hospital For Life	Peter Mitchell Associates	Tallahassee Memorial Hospital
Silver ADDY® Award	Tallahassee Regional Airport - Total	Cade & Associates Advertising	Tallahassee Regional Airport (TLH)
Silver ADDY® Award	Capital Regional Medical Center - ER	HWN Brand Marketing	Capital Regional Medical Center
ADVERTISING FOR THE ARTS & SCIENCES			
Gold ADDY® Award	OUR BODY: The Universe Within at	tallahassee democrat	MOAS-Mary Brogan Museum of Arts and
PUBLIC SERVICE			
Silver ADDY® Award	Annual Report	Leon County Commissioners Office	Leon County Board of County
Gold ADDY® Award	Florida Department of Health -	the zimmerman agency	Florida Department of Health
Silver ADDY® Award	Frankie's Friends Brochure	Taproot Creative	Blue Pearl Veterinary Partners
Silver ADDY® Award	Planning Strategies for the Everglades	Intuition Creative	1000 Friends of Florida
Gold ADDY® Award	Poison It's in Every Package P.O.P	the zimmerman agency	Florida Department Of Health
Gold ADDY® Award	Lip Cancer Poster	the zimmerman agency	Florida Department Of Health
Silver ADDY® Award	T3 Poster	Ron Sachs Communications	National Science Foundation
Silver ADDY® Award	Tallahassee Animal Service Center	Thomas Duran & Associates	Tallahassee Animal Service Center
Gold ADDY® Award	TFF Smokeless Scorpion Ad	the zimmerman agency	Florida Department Of Health
Gold ADDY® Award	TFF Smokeless Tarantula Ad	the zimmerman agency	Florida Department Of Health
Gold ADDY® Award	TAPP - An Unpleasant Problem	Evolution Media	City of Tallahassee
Silver ADDY® Award	Scurry :30 TV	N-tersections Communications Group	Florida Council on Compulsive Gambling,
Gold ADDY® Award	Wasting Money	the zimmerman agency	Florida Department Of Health
Silver ADDY® Award	Florida's Fishing Traditions: Sebastian	Florida Department of Agriculture Bureau	Florida Commercial Seafood Industry
Silver ADDY® Award	Whitney	the zimmerman agency	Florida Department Of Health
Gold ADDY® Award	Florida Department of Health - Smokey	the zimmerman agency	Florida Department of Health
Gold ADDY® Award	Knight Creative Communities Institute	Taproot Creative	Knight Creative Communities Institute
Silver ADDY® Award	T3 Web Site	Ron Sachs Communications	National Science Foundation
Silver ADDY® Award	Frankie's Friends Website	Taproot Creative	Blue Pearl Veterinary Partners
Silver ADDY® Award	Apalachee Regional Park Trail	Leon County Commissioners Office	Leon County Commissioners Office
Silver ADDY® Award	The Real Project 2009: Outdoor	Taproot Creative	Florida Center for Prevention Research
Silver ADDY® Award	Skeleton Fans	the zimmerman agency	Florida Department Of Health
Silver ADDY® Award	T3 Origami Invitation	Ron Sachs Communications	National Science Foundation
Gold ADDY® Award and BEST OF SHOW	TFF Single Medium Campaign	the zimmerman agency	Florida Department Of Health

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Gold ADDY® Award	TFF MM Campaign	the zimmerman agency	Florida Department Of Health
Gold ADDY® Award	The Real Project 2009	Taproot Creative	Florida Center for Prevention Research
Gold ADDY® Award	Knight Creative Communities Institute	Taproot Creative	Knight Creative Communities Institute
Silver ADDY® Award	Hispanic Heritage Fest	Leon County Commissioners Office	Leon County Board of County

ADVERTISING INDUSTRY SELF-PROMOTION

Gold ADDY® Award	The Zimmerman Agency Website	the zimmerman agency	The Zimmerman Agency
Silver ADDY® Award	Moore Consulting Group Website	Moore Consulting Group	Moore Consulting Group
Silver ADDY® Award	American Advertising Federation -	Ron Sachs Communications	American Advertising Federation:

ELEMENTS OF ADVERTISING

Gold ADDY® Award	Redwire Logo	Onyx Creative Group, Inc.	Redwire
Silver ADDY® Award	Defense Solutions Logo	Salter Mitchell	U.S. Department of Defense
Silver ADDY® Award	EnergyFLA Logo	Ron Sachs Communications	EnergyFLA
Silver ADDY® Award	Neighborhood Health Services	Moore Consulting Group	Neighborhood Health Services
Silver ADDY® Award	GFVGA Logo	Onyx Creative Group, Inc.	Georgia Fruit and Vegetable Growers
Silver ADDY® Award	The Wine Seller Logo	Onyx Creative Group, Inc.	The Wine Seller
Silver ADDY® Award	Online Testing Consultants	3W Studios	Online Testing Consultants
Silver ADDY® Award	Davemail Logo	Taproot Creative	Dave Fiore
Silver ADDY® Award	Success Trax logo	the zimmerman agency	Aflac
Silver ADDY® Award	Mosaic Logo	Moore Consulting Group	Professional Insurance Agents
Silver ADDY® Award	The Algonquin Hotel logo	the zimmerman agency	The Algonquin Hotel
Silver ADDY® Award	Knight Creative Communities Institute	Taproot Creative	Knight Creative Communities Institute
Silver ADDY® Award	Capitol Energy Communications Logo	Taproot Creative	Capitol Energy Communications
Silver ADDY® Award	Smokeless Tarantula Photography	the zimmerman agency	Florida Department Of Health
Gold ADDY® Award	Florida State University Women's	Ron Sachs Communications	Florida State University Women's
Silver ADDY® Award	Florida State University Women's	Ron Sachs Communications	Florida State University Women's
Silver ADDY® Award	The Algonquin Hotel Photography	the zimmerman agency	The Algonquin Hotel
Silver ADDY® Award	31 Flavors Music	the zimmerman agency	Florida Department Of Health
Silver ADDY® Award	Light it up: music with lyrics	the zimmerman agency	Florida Department Of Health
Gold ADDY® Award	31 Flavors Cinematography	the zimmerman agency	Florida Department Of Health

STUDENT ADDY Categories

Student Silver ADDY®	National Student Advertising	Arrowhead Advertising 2009 Team	Florida State University
Student Silver ADDY®	Lines of Aging	Danielle Walton Delph	Florida State University
Student Gold ADDY®	Disruption Day	Arrowhead Advertising 2009 Team	Florida State University
Student Gold ADDY®	Motivation Redefined Print Campaign	Arrowhead Advertising 2009 Team	Florida State University
Student Gold ADDY®	Rhythm Rededined :30 Second TV	Arrowhead Advertising 2009 Team	Florida State University

ADDY Winners Press Release

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Student Gold ADDY® and Student BEST OF	Redefine Campaign- NSAC Century	Arrowhead Advertising 2009 Team	Florida State University