

SPECIAL JUDGES AWARD
"Great Use of Brand Photography"
HOOK: Sucker Jeans

Brady Waggoner, Creative Director
Jason Johnson, Art Director
Tom Jeffrey, Copywriter
Peter Frank Edwards, Photographer
Brennan Wesley, Photographer



SPECIAL JUDGES AWARD
"Best Print Execution"
Gil Shuler Graphic Design:
Leigh Webber Photography
Stationery Package

Amy Pastre, Designer
Gil Shuler, Art Director
Crayton Printing, Letterpress


**ADVERTISING
FEDERATION
CHARLESTON**
2009 ADDY AWARDS

BEST OF SHOW
(best of interactive)
Blue Ion : Hook Website
Craig Anthony, Flash Developer/Designer
Josh Campbell, Designer
David Wood, Designer
Hook LLC, Graphic Production/Design

BEST OF PRINT

Kiawah Development Partners
Gil Shuler Design, Agency
Christophe Harbour Integrated Branding

Lucinda Detrich, Creative Director
Karen Bacot, Creative Director
Gil Shuler, Art Director/Designer
Amy Pastre, Designer
Jennifer Dease, Designer
Anne Herford, Designer
Knight Press, Printer

BEST OF BROADCAST

Rawle Murdy
Santee Cooper
Green Power, Phantom Power,
Turn Off Your TV

Bruce Murdy, President
Bob LaBarge, Creative Director
Shawn Wood, ACD/Copywriter
Justin Harris, Art Director
Kelly Martin, Broadcast Producer
Sherbet UK, Production Company

SPECIAL JUDGES AWARD
"Great Brand Positioning"
HOOK: Cigar Factory

Brady Waggoner, Art Director
Tom Jeffrey, Copywriter
Jason Johnson, Art Research
Phil Waggoner, Account Director



SPECIAL JUDGES AWARD
"Most Innovative Material"
Sideshow Press:
O'Hanlan Wedding

Amy Pastre, Designer
Courtney Rowson, Designer
Virginia Gregg, Production
Elizabeth Jones, Calligrapher
Sideshow Press, Letterpress Printer
Knight Press, Offset Printer

SALES PROMOTION

Catalog

BRONZE
Kiawah Development Partners
Doonbeg Golf Club White Horses Spa

BRONZE
HOOK
Sucker Jeans

Sales Kit

ADDY®
Kiawah Development Partners
Gil Shuler Graphic Design, agency
Christophe Harbour Marina

ADDY®
Gil Shuler Graphic Design
Epic Development

SILVER
Gunter Design Co.
The Urban Electric Company

BRONZE
Gunter Design Co.
Marysia Reeves Swim

BRONZE
HOOK
Folbot

BRONZE
FORMO
DPS Sporting Club Development
Company, Napa Valley

Newsletter

SILVER
Kiawah Development Partners
Kiawah Island Club Spa

Menu

SILVER
HOOK
Taco Boy Tequila Menu

Packaging - Single

ADDY®
HOOK
Sucker Jeans

BRONZE
Gunter Design Co.
Harry Barker Therapy Dog

BRONZE
Gil Shuler Graphic Design
Mepkin Abbey Mushroom carton

Packaging CD or Album

SILVER
HOOK
Liondub Album Cover

**COLLATERAL
MATERIAL**

Stationery Package

ADDY®
Gunter Design Co.
The Urban Electric Company

ADDY®
Gil Shuler Graphic Design
Leigh Webber Photography

SILVER
Gunter Design Co.
Blue Moon Events

SILVER
Kiawah Development Partners
Gil Shuler Graphic Design, agency
Christophe Harbour

SILVER
HOOK
Cigar Factory

SILVER
Gee Creative
Melissa Ervin Interior Design

SILVER
Gil Shuler Graphic Design
Gibson Thompson Guess

Brochure

ADDY®
Kiawah Development Partners
Gil Shuler Graphic Design, agency
Christophe Harbour, Sandy Bank Bay

ADDY®
HOOK
Cigar Factory

ADDY®
FORMO
The Greenbrier Sporting Club

SILVER
Kiawah Development Partners
Gil Shuler Graphic Design, agency
Christophe Harbour, Perspectives

SILVER
Kiawah Development Partners
Gil Shuler Graphic Design, agency
Christophe Harbour Vision

Editorial Spread

SILVER
GulfStream Communications
Charleston Magazine,
This American W ife

SILVER
GulfStream Communications
G The Magazine of Greenville,
Harvest.Bold

BRONZE
Kiawah Development Partners
Kiawah Island Legends,
Places in the Heart

BRONZE
GulfStream Communications
Charleston Magazine,
South by Southwest

BRONZE
GulfStream Communications
Charleston Home Magazine,
You Say Tomato

Poster

SILVER
HOOK
Taco Boy, Day of the Dead

Poster Campaign

ADDY®
HOOK
Sucker Jeans

BRONZE
HOOK
US Preventive Medicine

Special Event Card

ADDY®
Sideshow Press
Kristin Newman Designs,
Worsham Save the Date

Special Event Invitation

ADDY®
Sideshow Press
Rowson Baby Shower

ADDY®
Sideshow Press
Jane Pope, Pope Wedding

ADDY®
FORMO
Turks & Caicos Sporting Club,
Ambergris Cay Airport Launch

SILVER
Kiawah Development Partners
Christophe Harbour Founder's Weekend

SILVER
Sideshow Press
Heather Barrie,
Lynch Wedding Invitation

Special Event Announcement

SILVER
Sideshow Press
Otto Pastre Birth Announcement

Special Event Campaign

ADDY®
Sideshow Press
Kristin Newman Designs,
O'Hanlan Wedding Invitation

ADDY®
Sideshow Press
Kristin Newman Designs,
Pakis Wedding Invitation

DIRECT MARKETING

Single

SILVER
Gil Shuler Graphic Design
Ashley Hall Loyalty direct mail

Campaign, Flat

ADDY®
HOOK
Sucker Jeans

Campaign, 3-D

ADDY®
Kiawah Development Partners
Gil Shuler Graphic Design, agency
Christophe Harbour

SILVER
HOOK
US Preventive Medicine

Specialty Advertising

SILVER
HOOK
Taco Boy Day of the Dead t-shirt

BRONZE
Gil Shuler Graphic Design
Spoleto Festival USA tshirt

BRONZE
HOOK
Cigar Factory cigars

OUT-OF-HOME

Outdoor Board

BRONZE
HOOK
Rehava Real Estate Store -
Half your commission back

BRONZE
HOOK
Cigar Factory

**CONSUMER OR
TRADE PUBLICATION**

Full Page, Color

BRONZE
HOOK
Folbot

Campaign, Color

ADDY®
HOOK
Cigar Factory 'Under Construction'

NEWSPAPER

Campaign

BRONZE
HOOK
Rehava Real Estate Store

INTERACTIVE MEDIA

**Website, Business to
Business - Flash**

ADDY®
Blue Ion
Hook

SILVER
Blue Ion
Gil Shuler Graphic Design

**Website, Business to
Business-HTML**

ADDY®
Blue Ion
Seamon Whiteside + Associate

SILVER
Rawle Murdy
Charleston Place Hotel

Website, Consumer Flash

ADDY®
Blue Ion
Thomas and Denzinger Architects

SILVER
Kiawah Development Partners
Kiawah Moments

BRONZE
Blue Ion
Sucker Jeans

Website, Consumer HTML

ADDY®
Blue Ion
Cigar Factory Charleston

SILVER
Blue Ion
Mary Norton

BRONZE
Blue Ion
Caviar & Bananas

Micro or Mini Sites

ADDY®
Blue Ion
Shave-o-Matic

BRONZE
FORMO
The Greenbrier Sporting Club

TELEVISION

Local

BRONZE
Rawle Murdy
Kerr Drug

BRONZE
Rawle Murdy
Piggly Wiggly - Interpreter

Local Campaign

ADDY®
Rawle Murdy
Santee Cooper

BRONZE
Rawle Murdy
Charleston Grill - Late Night,
Sophistication

MIXED MEDIA

Local Consumer

SILVER
HOOK
Cigar Factory, 'Under Construction'

BRONZE
HOOK
Rehava Real Estate Store -
Break up with your agent

BRONZE
HOOK
Taco Boy Day of the Dead

National Consumer

BRONZE
FORMO
DPS Sporting Club Development -
Life, Well Played

**ADVERTISING FOR
THE ARTS**

Brochure

SILVER
Gunter Design Co.
Charleston Garden Festival

BRONZE
Gil Shuler Graphic Design
Spoleto Festival USA

Poster

SILVER
Gil Shuler Graphic Design
Trident United Way,
Battle of the Bands

BRONZE
Gil Shuler Graphic Design
Music Unlimited, Rock Nation

Invitation

SILVER
Gil Shuler Graphic Design
Halsey Institute for Contemporary Art,
Mend

SILVER
Gee Creative
Charleston Renaissance Gallery,
Fantuzzo

BRONZE
Gee Creative
Charleston Renaissance Gallery, SPOT

PUBLIC SERVICE

Annual Report

ADDY®
Gil Shuler Graphic Design
Coastal Community Foundation

Brochure

ADDY®
Gil Shuler Graphic Design
Charleston Regional Development
Alliance, Charleston Inspired

Invitation

BRONZE
Gil Shuler Graphic Design
National Park Foundation

Non-Traditional

SILVER
HOOK
SCBikeLaw.com

Mixed Media Campaign

SILVER
Rawle Murdy
Charleston Animal Society, Soul Pet

**ADVERTISING INDUSTRY
SELF-PROMOTION**

Interactive

BRONZE
Blue Ion
Blue Ion Holiday Card

Direct Marketing

SILVER
HOOK
HOOK Jacket

Invitation

SILVER
Sideshow Press
Holiday Card Series

BRONZE
Blue Ion
Drink to Recovery Coaster

Campaign

BRONZE
{e} house studio
{e} house blend email newsletters

**ELEMENTS OF
ADVERTISING**

Logo

ADDY®
HOOK
12 South

ADDY®
HOOK
Guerilla Lacrosse

ADDY®
HOOK
Sucker Jeans

SILVER
HOOK
Trattoria Lucca

SILVER
HOOK
Suite Sole

BRONZE
HOOK
Liondub

BRONZE
Gil Shuler Graphic Design
Trident United Way,
Battle of the Bands

BRONZE
Cognetix
Hibben at Belle Hall

Photography, Color

BRONZE
I. Wilson Baker Photography
Soft Shell Crab Separator

Photography, Digitally Enhanced

SILVER
HOOK
Cigar Factory,
'Under Construction' Hammer

SILVER
HOOK
US Preventive Medicine, Prescription
Dog

Photography, Campaign

ADDY®
HOOK
Sucker Jeans

Special Effects, Internet

ADDY®
Blue Ion
Cigar Factory Charleston Video

**STUDENT ADDY®
CATEGORIES**

Packaging

STUDENT SILVER
Evan RA Miller
Trident Technical College,
Jagermeister Bottle Artists Campaign

STUDENT SILVER
Will Kiser
Trident Technical College, Self-Promo

STUDENT BRONZE
Avis Ganis
Trident Technical College,
Old Truck wine label

Poster

STUDENT ADDY®
Evan RA Miller
Trident Technical College,
Half Studio: Ship Down

STUDENT ADDY®
Michael Shane Phillips
Trident Technical College, Social Awareness
Poster 'Blood Diamonds'

STUDENT SILVER
Avis Ganis
Trident Technical College, Internet Radio

STUDENT BRONZE
Boo Gilder
Art Institute of Charleston,
Black on Black Crime Awareness

Out-of-Home

STUDENT SILVER
Avis L. Ganis
Trident Technical College,
Charleston Food & Wine

Consumer or Trade Magazine

STUDENT BRONZE
Chandra L. Aumock
Trident Technical College,
Toadstool Bookstore

Magazine Campaign

STUDENT SILVER
Bianca Schumacher
Trident Technical College,
Earley's Dessert Tea

Cover

STUDENT BRONZE
Bianca Schumacher
Trident Technical College, Domino

Editorial Spread

STUDENT BRONZE
Jennifer Hitchcock
Trident Technical College,
A Thousand Days in Tuscany

Mixed Media Campaign

STUDENT SILVER
Chandra L. Aumock
Trident Technical College, Nosferatu

STUDENT SILVER
Avis L. Ganis
Trident Technical College, CARTA

Illustration

STUDENT SILVER
Chandra L. Aumock
Trident Technical College,
John McCain

STUDENT BRONZE
Jennifer Hitchcock
Trident Technical College,
Paradise Lost

Photography

STUDENT ADDY®
Jennifer Hitchcock
Trident Technical College,
Through a Window

STUDENT SILVER
Laurie Ladd
Trident Technical College, Eclipse

STUDENT BRONZE
Laurie Ladd
Trident Technical College,
Little Princess