

Canton Advertising Federation Honors 54 Exceptional Entries at its Annual ADDY Awards Gala

StoneKap Productions, Innis Maggiore and a la mode designs Capture Top Awards

February 28, 2011 [Canton, Ohio] – With 23 gold and 31 silver awards presented, Canton Advertising Federation recognized the area’s best advertising during its 2011 ADDY® Awards gala last Thursday evening, held at the Metropolitan Centre in downtown Canton. Area advertising and marketing agencies, photographers, freelance professionals, students and others submitted 175 total entries.

Canton’s **StoneKap Productions** earned a **Best of Show Award – Interactive** and **Innis Maggiore** a **Best of Show Award – Print**. Judges said StoneKap’s video, *Affero Project ‘I’m in,’* was “well written, beautifully shot and gave a clear and compelling reason for people to get involved.”

Quest Recovery Services’ *Rock ‘N Soul Invitation*, a print by **Innis Maggiore**, was praised for its typography, unique binding and spot varnish. “Everything about this piece is right,” a judge said.

Judges’ Awards went to:

- **StoneKap Productions** for their webisode, *Flite Test – Wildcat Review*.
- **Innis Maggiore** for the Aultman Hospital newspaper ad campaign, *Reality Check*.
- **a la mode designs** for The Invisible Chef’s *Pancake Packaging*.

The event, themed *A Night in Oz*, featured guest emcees from the Canton Players Guild, including Don Jones as the Wizard, Courtney Vignos as Dorothy, Amanda Medley as Glinda and Jen Conklin as Elphaba from *Wicked*. All four regularly appear on stage at the Players Guild Theatre in Canton, as well as in other area venues.

Erine Bodo, president of Canton Advertising Federation, a local chapter of the American Advertising Federation (AAF), believes this event helps raise the bar on advertising and marketing excellence by showcasing and honoring advertising innovation and imagination.

“Canton Advertising Federation brings together many of the area’s most creative professionals, and we showcase their finest efforts at the ADDYs,” she says. “The opportunity for gold winners to move on to district ADDYs, and perhaps even the AAF’s national competition, is just one of the many professional development opportunities we offer our members and the community.”

Other **silver and gold ADDY winners** included: The Timken Company, Grabowski & Co., Malone University, Todd Biss Photography, Spaner Marketing Communications, Keith Berr Productions,

Clear Channel Outdoor, Mulberry Marketing Group, Stark State College (student entry), In the Round, Project Digital and *The Repository*.

Judges for this year's event were **Matt Harlow**, director of account service at Perry Ballard Incorporated in Saint Joseph, Michigan.; **Barry Shawgo**, general sales manager for Sales Development Services Inc. in Westerville, Ohio.; and **Jeff Papparlardo**, senior vice president and creative director at Crowley Webb and Associates in Buffalo, New York.

The committee in charge of Canton Advertising Federation ADDY Awards – the first of a three-tiered, national competition conducted annually by the AAF – included event chair **Heather West**, Innis Maggiore; competition chair, **David Yakley**, Malone University; promotions chair, **Lindsay Rice**, Hendrickson; and lead creative, **Cheryl Henderson**, Innis Maggiore. The event was made possible by generous sponsors Malone University, Grabowski & Co., The Personal Touch, Innis Maggiore, Repros, CBS Outdoor, Communication Exhibits, Inc., Massillon Plaque Co., Milepost Productions, PPI Graphics, Hilton Garden Inn, Smithberger Photography, Cathy Cowgill's Flowers, Coblentz Chocolates, Dr. Wraps Vehicle Skins, Westfield Belden Village Mall, Xpedx Paper & Graphics, Hawver Display, Lee Spencer Photography, The Players Guild, Gasser Fine Jewelers, Edible Arrangements, Rice Golf, Rebecca Ray/Arbonne and A Cup Full of Cake.

With more than 60,000 entries annually, the ADDY Awards are the world's largest and arguably toughest advertising competition. The AAF, a not-for-profit industry association, conducts the ADDY Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry.

About Canton Advertising Federation

Canton Advertising Federation brings area advertisers, agencies, media, suppliers and academia together to promote professional development and positive awareness of the advertising industry. As part of the American Advertising Federation, the nation's oldest and largest advertising trade association, CAF provides opportunities for members to build work-related skills, expand their business network and tap into resources on local, regional and national levels. In addition, members regularly share their time and talents to help local organizations, as well as students pursuing advertising and marketing careers. To learn more about CAF, visit www.cantonadfed.org.

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Captions:

AddyPhoto1.jpg

ADDY committee member Cheryl Henderson with Canton Players Guild members Courtney Vignos (Dorothy), Don Jones (the Wizard), Amanda Medley (Glinda) and Jen Conklin (Elphaba). Photo by Smithberger Photography.

AddyPhoto2.jpg

StoneKap Productions and its team won a Best of Show Award – Interactive for their video, *Affero Project 'I'm in'*, and a Judges' Award for the webisode, *Flite Test – Wildcat Review*. Photo by Smithberger Photography.

AddyPhoto3.jpg

Innis Maggiore and its team won a Best of Show Award – Print for Quest Recovery Services' *Rock 'N Soul Invitation* and a Judges' Award for the Aultman Hospital newspaper ad campaign, *Reality Check*. Photo by Smithberger Photography.

AWARD	ENTRANT: ORGANIZATION	ENTRY: ADVERTISER/CLIENT	ENTRY: TITLE
Silver ADDY® Award	In The Round	Canton Museum of Art	Canton National
Gold ADDY® Award	Mulberry Marketing Group	Canton Advertising Federation	Night of the Creative Dead Invitation
Silver ADDY® Award	Innis Maggiore	Trumbull Metropolitan Housing Authority	Annual Report
Silver ADDY® Award	Malone University	Malone University	Malone University Annual Report, 2008-2009
Gold ADDY® Award	The Timken Company	The Timken Company	Timken 2009 Annual Report 'The Moment of Trust'
Silver ADDY® Award	The Repository	About Magazine	About Magazine - May 2010
Silver ADDY® Award	Malone University	Malone University	Malone Magazine, Fall 2010
Silver ADDY® Award	Malone University	Malone University	Malone Magazine, Spring 2010
Silver ADDY® Award	Malone University	Malone University	Malone Magazine, Winter 2010
Silver ADDY® Award	Innis Maggiore	Sta-Kleen Performance Fabrics	Erasable Man Ad Campaign
Gold ADDY® Award	Innis Maggiore	GuideStone Financial Resources	"Just in Case" Ad Campaign
Silver ADDY® Award	Innis Maggiore	Republic Engineered Products	Steel Have That Glint In Our Eyes
Silver ADDY® Award	Spaner Marketing Communications	Clockwork, Inc.	College for Contractors Mailer Series
Gold ADDY® Award	Keith Berr Productions	Hathaway Brown School	1,000 Ways to be Wildly Successful

Gold ADDY® Award	Grabowski & Co.	The Timken Company	Timken Type E Roller Bearing Distributor Promo
Silver ADDY® Award	Innis Maggiore	GuideStone Financial Resources	Thank You Notes
Silver ADDY® Award	Project Digital	uzify	uzify logo
Silver ADDY® Award	Project Digital	VocalT, Ltd.	Vocal Logo
Gold ADDY® Award	Keith Berr Productions	Hathaway Brown School	1,000 Ways to be Wildly Successful
Silver ADDY® Award	Todd Biss Photography	Malone University	'The Collector'
Gold ADDY® Award	Todd Biss Photography	Malone University	Zoo Crew
Gold ADDY® Award	Todd Biss Photography	First Friends Church	Hope
Silver ADDY® Award	Grabowski & Co.	The Timken Company	Timken 2010 Holiday E-Card
Silver ADDY® Award	Mulberry Marketing Group	Mulberry Marketing Group	Mulberry Marketing Holiday E-Card
Gold ADDY® Award	The Timken Company	The Timken Company	The Moment of Trust Video
Gold ADDY® Award	StoneKap Productions	breakupwithLeBron.com	Break Up With LeBron
Silver ADDY® Award	Spaner Marketing Communications	Clockwork, Inc.	The Successful Contractor Website
Silver ADDY® Award	Innis Maggiore	Sta-Kleen Performance Fabrics	Sta-Kleen Website
Gold ADDY® Award	StoneKap Productions	Flite Test	Flite Test - Wildcat Review - Pilot Webisode
Gold ADDY® Award	The Timken Company	The Timken Company	The Moment of Trust Campaign
Gold ADDY® Award	Innis Maggiore	Stark State College	Careers for the NOW Economy Campaign
Silver ADDY® Award	The Timken Company	The Timken Company	Timken Category Management Program Introduction
Gold ADDY® Award	Innis Maggiore	Aultman Hospital	Reality Check Ad Campaign
Gold ADDY® Award	Clear Channel Outdoor	Gervasi Vineyard	Gervasi Vineyard Billboard

Silver ADDY® Award	Grabowski & Co.	Employers Health	Employers Health Annual Report
Gold ADDY® Award	StoneKap Productions	Affero Project	Affero Project - Launch Video
Gold ADDY® Award	StoneKap Productions	Affero Project	Affero Project - I'm In Video
Silver ADDY® Award	Grabowski & Co.	Canton Symphony Orchestra	Canton Symphony Orchestra Season Guide
Silver ADDY® Award	Grabowski & Co.	Canton Symphony Orchestra	Canton Symphony Orchestra Website
Gold ADDY® Award	Innis Maggiore	Quest Recovery Services	Rock 'N' Soul Invitation
Silver ADDY® Award	In The Round	Stark Strong	Reptile Dysfunction
Silver ADDY® Award	Clear Channel Outdoor	Western Stark Free Clinic	Your Time Heals All Wounds
Gold ADDY® Award	Spaner Marketing Communications	NAMI (National Alliance on Mental Illness) of Stark County	un-Masquerade Ball Poster Series
Silver ADDY® Award	a la mode designs	Tatine	Tatine Seasons of Enchantment Candle
Gold ADDY® Award	a la mode designs	Tatine	Tatine Ambient Candle Set
Gold ADDY® Award	a la mode designs	The Invisible Chef	The Invisible Chef Gourmet Pancake & Waffle Mixes
Silver ADDY® Award	The Timken Company	The Timken Company	The Moment of Trust Banner Campaign
Gold ADDY® Award	StoneKap Productions	The Timken Company	Timken - Pop-Up Book Video
Student Silver ADDY®	Stark State College	Save a Mom Pregnant Dog Rescue, Inc	Save a Mom Pregnant Dog Rescue website
Student Gold ADDY®	Stark State College	Lansing Media Theatre Project	Lansing Media Theatre Project
Silver ADDY® Award	StoneKap Productions	The Karcher Group	The Pitch
Silver ADDY® Award	StoneKap Productions	Dave Towell Saab	Dave Towell Saab - What Do You See?