

Professional Winners

AWARD	TITLE	ENTRANT	ADVERTISER
Sales Promotion > 01 - Product or Service Sales Promotion > 01B - Sales Kit or Product Information Sheets			
Silver ADDY Award	The Farms Sales Kit	Anstey Hodge Advertising Group	The Farms at Bailey Station
Sales Promotion > 02 - Packaging > 02A - Single Unit			
Gold ADDY Award	Loden iVision Eye Box	Corrugated Container Corporation	Loden iVision
Silver ADDY Award	Lost Rhino 15 Pack Dawn Patrol	Corrugated Container Corporation	Lost Rhino Brewery
Collateral Material > 05 - Printed Annual Report			
Silver ADDY Award	Landis Homes Annual Report	Anstey Hodge Advertising Group	Landis Homes
Collateral Material > 08 - Publication Design > 08B - Editorial Spread or Feature			
Silver ADDY Award	Hollins "Stories Worth The Telling"	Anstey Hodge Advertising Group	Hollins University
Collateral Material > 08 - Publication Design > 08C - Cover/Editorial Spread or Feature - Series			
Silver ADDY Award	Roanoke College Magazine	Office of Public Relations, Roanoke College	Roanoke College
Collateral Material > 09 - Special Event Material > 09A - Card, Invitation, Announcement - Single Unit			
Silver ADDY Award	Give Heart To Art	Radford University	Radford University
Collateral Material > 09 - Special Event Material > 09B - Card, Invitation, Announcement Campaign			
Gold ADDY Award	Happy Holidays Set	Virginia Tech	Meaghan A. Dee
Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 15 - Direct Marketing & Specialty Advertising (printed or digital)			
Gold ADDY Award	CCC Christmas Card - CCCBox Truck	Corrugated Container Corporation	Corrugated Container Corporation
Magazine Advertising > 17 - Magazine Advertising > 17A - Full Page Or Less Single Unit			
Gold ADDY Award	Refinance Campaign—Cuckoo	Member One Federal Credit Union	Member One Federal Credit Union
Gold ADDY Award	UHS Stroke Ad	ndp	University Health System
Gold ADDY Award	Universal Fibers Aloe Print	ndp	Universal Fibers
Silver ADDY Award	Believe in Bon Secours Mom	Access	Bon Secours Health System
Newspaper Advertising > 19 - Newspaper Advertising > 19A - Fractional Page – Single Unit			
Silver ADDY Award	Integrity Ad—Bad Ben	Member One Federal Credit Union	Member One Federal Credit Union
Out-of-Home > 29 - Mass Transit/Airlines > 29B - Exterior – Single			
Gold ADDY Award	The Grillfield / Food Truck Wrap	Virginia Tech Division of Student Affairs, Communications	Virginia Tech Dining Services
Silver ADDY Award	Periodic Table / Food Truck Wrap	Virginia Tech Division of Student Affairs, Communications	Virginia Tech Dining Services
Public Service (Out-of-Home & Ambient Media) > 33 - Public Service Out-Of-Home > 33A - Poster			
Gold ADDY Award	CT Rolling of the Bulls Poster	Access	Children's Trust

Websites > 37 - Websites > 37A - Consumer

Gold ADDY Award	Cleveland Institute of Music	NewCity	Cleveland Institute of Music
Silver ADDY Award	You're In...Now What?	Virginia Tech Division of Student Affairs, Communications	Virginia Tech Division of Student Affairs

Apps > 39 - Apps > 39A - Mobile App

Silver ADDY Award	FitHub	Virginia Tech	Patrick Finley Design Group
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Television Advertising > 51 - Television Advertising – Local (One DMA) > 51B - Single Spot :30 seconds

Silver ADDY Award	Heritage Harvest Festival	Shaking Hands Productions	Thomas Jefferson Foundation
Silver ADDY Award	BRHS Bariatric Just Be Yourself TV	Access	Bon Secours Health System
Silver ADDY Award	Carilion Children's Brand Awareness	Carilion Clinic	Carilion Clinic

Television Advertising > 51 - Television Advertising – Local (One DMA) > 51C - Single Spot :60 seconds or more

Silver ADDY Award	Believe in Bon Secours Brand TV	Access	Bon Secours Health System
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Online Film, Video, & Sound > 55 - Internet Commercial > 55A - Single Spot – Any Length

Silver ADDY Award	IAC Why Do We Become Teachers	Access	Interactive Achievement
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Online Film, Video, & Sound > 55 - Internet Commercial > 55B - Online Film, Video & Sound Campaign

Silver ADDY Award	Yale Real Living Residential Locks	Red Velocity Inc.	Yale
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Branded Content & Entertainment > 58 - Branded Content & Entertainment For Online Film, Video & Sound > 58B - Single entry – more than :60 seconds

Gold ADDY Award	RADVA - The Life of EPS	Uncork-it, Inc.	RADVA Corporation
Gold ADDY Award	IOV I'm Just a Custom	Access	Inorganic Ventures
Silver ADDY Award	Roanoke College Slang	Roanoke College	Roanoke College

Public Service (Film, Video, & Sound) > 66 - Public Service Television

Silver ADDY Award	Goodwill Industries of the Valleys	Access	Goodwill Industries of the Valleys
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Integrated Campaigns > 72 - Integrated Advertising Campaigns > 72C - Consumer Campaign-Local

Gold ADDY Award	UHS Stroke Campaign	ndp	University Health System
Silver ADDY Award	Happy Cars Go Places	The Perks Agency	Campus Automotive
Silver ADDY Award	Believe in Bon Secours Campaign	Access	Bon Secours Health System
Silver ADDY Award	Colon Cancer Awareness	Carilion Clinic	Carilion Clinic

Integrated Campaigns > 73 - Integrated Brand Identity Campaign - Local or Regional/National

Silver ADDY Award	SECAC Conference Branding	Virginia Tech	SECAC Art Educators Conference
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Public Service (Cross Platform) > 76 - Integrated Media Public Service Campaign

Gold ADDY Award	CT Rolling of the Bulls Campaign	Access	Children's Trust
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Copywriting > 79 - Copywriting

Silver ADDY Award	Believe in Bon Secours Brand TV	Access	Bon Secours Health System
Silver ADDY Award	IAC Why Do We Become Teachers	Access	Interactive Achievement

Visual > 80 - Logo Design

Gold ADDY Award	CT Rolling of the Bulls	Access	Children's Trust
Silver ADDY Award	The Grillfield	Virginia Tech Division of Student Affairs, Communications	Virginia Tech Dining Services

Visual > 82 - Illustration > 82A - Illustration - Single

Gold ADDY Award	CT Rolling of the Bulls	Access	Children's Trust
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Visual > 83 - Still Photography > 83B - Color, Single

Silver ADDY Award	My Daddy's Grass Album Cover	Boyd Pearman Photography	Rebel Records
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Visual > 83 - Still Photography > 83C - Digitally Enhanced, Single

Gold ADDY Award	Universal Fibers Aloe	ndp	Universal Fibers
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Visual > 83 - Still Photography > 83D - Campaign

Gold ADDY Award	Believe Campaign	Boyd Pearman Photography	Bon Secours
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Visual > 84 - Art Direction

Gold ADDY Award	CT Rolling of the Bulls Poster	Access	Children's Trust
Silver ADDY Award	Universal Fibers Aloe	ndp	Universal Fibers
Silver ADDY Award	Believe in Bon Secours Brand TV	Access	Bon Secours Health System

Film & Video > 85 - Cinematography

Gold ADDY Award	Bon Secours Branding Launch	BOSS Motion Picture Company	Bon Secours
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Film & Video > 86 - Animation, Special Effects or Motion Graphics

Gold ADDY Award	RADVA - The Life of EPS	Uncork-it, Inc.	RADVA Corporation
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Sound > 88 - Music > 88B - Music With Lyrics

Gold ADDY Award	IOV I'm Just a Custom	Access	Inorganic Ventures
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Student Winners

AWARD	TITLE	STUDENT	EDUCATIONAL INSTITUTION
Sales Promotion > S01 - Product or Service Sales Promotion > S01A - Packaging			
Gold ADDY Award	Mug Hard: Holiday Collection	Dakota Stanford	Radford University
Silver ADDY Award	Fairy Tale Teas	Jenna Hernandez	Liberty University
Silver ADDY Award	Why So Cereal?	Ji Su Lee	Liberty University
Silver ADDY Award	The Grill Stop	Natalie Dallenbach	Liberty University
Sales Promotion > S01 - Product or Service Sales Promotion > S01B - Point of Purchase			
Silver ADDY Award	AHA!	Ji Su Lee	Liberty University
Sales Promotion > S01 - Product or Service Sales Promotion > S01A - Packaging			
Gold ADDY Award	On The Block Restaurant	Blake Embree	Liberty University
Silver ADDY Award	Mr. Fox's Borrowed Cider	Allison Preissler	Liberty University
Sales Promotion > S01 - Product or Service Sales Promotion > S01B - Point of Purchase			
Gold ADDY Award	Koze	Shannon LeBlanc	Liberty University
Collateral Material > S02 - Stationary Package - Single or Multiple pieces			
Gold ADDY Award	Campfire Tavern	Wesley Nifong	Liberty University
Collateral Material > S04 - Special Event Materials (invitations, announcements, cards, etc.)			
Gold ADDY Award	GLXY EDM Festival	Cody T. Davis	Liberty University
Silver ADDY Award	MAX FashionLine	Yuchen N/A Sun	Liberty University
Silver ADDY Award	Boo Baby Cosmetics	Yuchen N/A Sun	Liberty University
Collateral Material > S05 - Publication Design > S05D - Magazine Design			
Silver ADDY Award	Keepers	Adara Jensen	Liberty University
Silver ADDY Award	STREET.eats Magazine	Annie Shelmerdine	Liberty University
Silver ADDY Award	Bizarre Travels	Jennifer Hare	Radford University
Silver ADDY Award	Venture Magazine	Dustin Phelps	Liberty University
Collateral Material > S05 - Publication Design > S05E - Book Design			
Silver ADDY Award	2016 Graphic Design Graduates	Wendy Viana	Radford University
Direct Marketing > S06 - Direct Marketing			
Silver ADDY Award	Faux Fox Paper Wholesale Catalogue	Hannah Lynch	Liberty University
Magazine Advertising > S07 - Magazine Advertising > S07A - Single (Full Page or Less)			
Gold ADDY Award	Dubble Bubble Truth in Advertising	De'Quan Green-Gause	Radford University

Out-Of-Home > S09 - Poster > S09B - Campaign

Gold ADDY Award	Coachella Concert Posters	Alexa Stevens	Radford University
Silver ADDY Award	UNCOVER	Chloe Kim	Liberty University

Out-Of-Home > S09 - Poster > S09A - Single

Gold ADDY Award	Color Chemistry	Nicholas Smith	Virginia Western Community College
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Out-Of-Home > S10 - Outdoor & Transit Advertising > S10C - Campaign

Gold ADDY Award	Objectification	Hannah Lynch	Liberty University
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Ambient Media > S11 - Guerilla Marketing, Installations and Events > S11A - Single Occurrence or Installation

Silver ADDY Award	Collect 200 I A Museum Exhibition	Hannah Pinkie	Liberty University
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Apps > S14 - App (Mobile or Web-Based)

Gold ADDY Award	Wanderground London	Blake Embree	Liberty University
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Gold ADDY Award	OMEGA	Cody T. Davis	Liberty University
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Silver ADDY Award	Park Place	Katherine Fairbanks, Kate Cashwell, JT Beach, Justin Bull	Virginia Tech
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Integrated Campaigns > Integrated Advertising Campaign > S21 - Consumer Campaign

Silver ADDY Award	ZING 2016 - Asian Food Festival	Jenna Hernandez	Liberty University
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Integrated Campaigns > Integrated Brand Identity Campaign > S22 - Integrated Brand Identity Campaign

Gold ADDY Award	Chalk & Stars Restaurant Identity	Chalk & Stars Restaurant Identity	Liberty University
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Gold ADDY Award	Rainier Brewing Company	Maia Williams	Radford University
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Gold ADDY Award	Crispa	Chloe Trexler	Liberty University
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Silver ADDY Award	Cloudline	Amanda Hicks	Liberty University
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Silver ADDY Award	Trip Switch	Sierra Franklin	Liberty University
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Visual > S24 - Logo Design

Gold ADDY Award	Crispa Modern Creperie	Chloe Trexler	Liberty University
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Silver ADDY Award	Virginia Cyber Range Logo	FourDesign	Virginia Tech
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Silver ADDY Award	MoSSI Logo	FourDesign	Virginia Tech
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Silver ADDY Award	AG Designs	Amanda George	Lynchburg College
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Illustration > S25 - Illustration > S25A - Illustration – Single

Silver ADDY Award	Deepsea Challenger	Tiffani Lovern	Virginia Western Community College
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Silver ADDY Award	Peachicot Beer Can Label	FourDesign	Virginia Tech
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Illustration > S25 - Illustration > S25B - Illustration – Campaign

Gold ADDY Award	Don't Let Them Fade Away	Shawna Hession	Radford University
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