

FIRST WE MAKE. THEN WE PARTAKE.

Crafted
14



ADDYS © 2013-2014



CRAFTED MANIFESTO

Artisans Unite!

Calling all inventors, experimenters, dreamers, producers & storytellers

– it is time to gather together to celebrate our collective love of craft!

Whether your specialty lies in the world of photography, illustration,

moving pictures, the written word or all of the above, you share our

passion for creativity and community.

We are so lucky to call this town home – a city steeped in the heritage of

the craftsmen that came before us. We're made in Cincinnati; a city that

celebrates craft in a multitude of ways– City Flea, Findlay market, craft

beers and artisan food – our entire city beats the same heartbeat

of homegrown creativity.

So join us at the table to enjoy craft beer and food pairings while we

swap tales and toast our fellow crafters. Let's celebrate the masters

& makers, movers & shakers of our great city.

First we make. Then we partake!

VERN HUGHS

TENSILVER CREATIVE, RALEIGH, NC
PRESIDENT/CREATIVE DIRECTOR/STRATEGIST

CURRENTLY

President, creative director and strategist for Tensilver Creative, a Raleigh, NC creative services and freelance writing firm. Recent projects include work for the Center for Creative Leadership, Louisiana Workers' Comp Corporation, McGraw-Hill Audio, North Carolina Association of Defense Attorneys, Siemens Medical, UNC Health Care, and UNC Kenan-Flagler Business School.

AGENCY BACKGROUND

Wolf Blumberg Krody, Cincinnati / Senior Vice President & Executive Creative Director / 1991 to 1997

Price/McNabb, Asheville, NC / Vice President & Creative Director / 1988 to 1991

Fahlgren, Cincinnati / Vice President & Creative Director / 1984 to 1988

RECOGNITION

Advertising Club of New York, ANDY Awards | Clio Awards | Best Of Show, Cincinnati Addy Awards | National Addy Show Book | Best of Show, Cincinnati Art Directors Club | New York Festival, Gold Medal | Best Of Show, Western Carolina Addy Awards | NC Governor's Award for Arts & Humanities | Best Of Show, Tulsa Addy Awards | PRINT Regional Design Annual

MAJOR BRAND EXPERIENCE

Dial, O-Cedar, Siemens, Frigidaire, Proctor & Gamble, Square D, McDonald's, Quaker State, Totes, McGraw-Hill, Saab, Windex

KEY CATEGORY EXPERIENCE

Consumer Products, Health Care, Sporting Goods, Economic Development, Industrial Products, Technology, Executive Education, Public Service, Telecommunications, Financial Services, Retail, Travel & Tourism

TROY BURWELL

4 GUYS INTERACTIVE
PRESIDENT/CEO

Troy is presently the President/CEO of 4 Guys Interactive, Incorporated and its sister brands Gadzoocs and Xprescom. Gadzoocs is a company that registers domain names as well as SSL's while Xprescom is a web development company that does research and implementation on streaming videos and operates in the entertainment industry. He is working his way up to be one of the top leaders in the world of website development, which is not surprising since he has worked in the Internet arena since 1995. Troy knew then that electronic media would shape advertising and business in the future, and that is why 4 Guys Interactive is one of the oldest Internet development and interactive agencies in the country. Troy also served as Advertising Director for Stine Incorporated where he oversaw a million dollar ad budget for print, broadcast, and outdoor. This project went out to a demographic of about 3 million households and featured products such as Skil, Dewalt, Anderson Windows, Owens Corning, Olympic Paints, and GE Electrical products. Prior to Stine Incorporated, Troy worked for The Newsleader, Inc. where he supervised advertising development and tested new technology. While he was there, he combined his knowledge in new technologies, advertising sales and development and how to network editorials together into one system for their 7 newspapers.

Troy shares his love and passion for advertising and technology in his every day life, and not just when it comes to running 4 Guys Interactive. Troy serves on the Board of Directors for the American Advertising Federation of Houston, Only in Houston, and as AES Chair for American Advertising Federation 10th District. Troy is the webmaster of AAF Houston as well as the chair of the 100 Anniversary Committee. He is also very active and vital member in the Trailblazer and ADDY planning committees.

Troy was invited to take part in the Social Innovation Summit 2013 at the United Nations Headquarters in New York, New York, where he served to discuss social issues and technology. Other participants included Glenn Close – actress/producer, Chade-Meng Tan – Google, Mastia Liukin – Olympic Gold Medalist, Robert Torres – Senior Program Office Bill & Melinda Gates Foundation, and Rose Kirk – Verizon Foundation. Troy has already accepted the invitation to return in May 2014.

Troy is Chair-Elect of the American Advertising Federation – Houston. He has won the Spirit of AAF Houston award for outstanding membership and placed second in the ADDYs for the print campaign done for Leroy Shafer during the Trailblazer campaign. Troy also lead 4 Guys Interactive to being part of the FastTech 50 in 2010 and 2011. Troy attended McNeese State University in Lake Charles, Louisiana where he majored in Business Management with a strong emphasis on Advertising and Marketing. He always wanted to venture out to be an entrepreneur because business and commerce had always fascinated him and advertising seemed to be the most effective way to participate in those endeavors. Together, he had this strive to help businesses communicate with their potential clients so that everyone can be successful.

JOAN RENFROW

ONYX PRODUCTIONS DIRECT, INC., LOS ANGELES, CA
PRESIDENT

Joan Renfrow opened ONYX Productions Direct with a commitment to providing value-added production services to advertisers, ad agencies, and television direct marketers. A commitment that has built ONYX into one of the most reliable "go to" production entities for direct response TV in both English and Spanish.

One of Joan's biggest successes was the EZ Shaper infomercial for Fitness Quest. A previous EZ Shaper infomercial produced by another company contained a \$99 price point that was yielding a CPO of \$300. Joan produced a new show that not only raised the price point to \$149, but slashed the CPO to under \$40.

Another of Joan's talents is her ability to re-edit existing and underperforming infomercials and spots into successes. Among them are Fluidity Fitness, Q-Ray's Ionized Bracelet, Nu Wave Oven Pro and Chuck Norris' self-defense/workout videos.

Joan is an active member of AAF (American Advertising Federation), ERA (Electronic Retailing Association) and the DMA (Direct Marketing Association) and is currently serving as Co-chair of the Broadcast Council. Joan is an invited speaker on a number of DRTV topics, including Marketing to Hispanics in the US. She is a two-time President of Los Angeles Advertising Women and a member of the Advertising Club of Los Angeles, FAME, the Academy of Television Arts & Sciences, and the Inner City Cultural Center.

As a member of the Directors Guild of America, Joan holds both Unit Production Manager and First Assistant Director status.



VENUE HISTORY



The Christian Moerlein brewing company was born in 1853, in Cincinnati's Over-the-Rhine neighborhood. Christian Moerlein—a Bavarian immigrant and blacksmith—loved brewing hearty, European beers, and his craftsmanship was rewarded with top honors wherever his beers were exhibited. Moerlein's beers were not only popular in Cincinnati, but they were commonly exported to Europe and South America.

Though the Christian Moerlein Brewing Company continued operating after Moerlein's death in 1897, America's prohibition period forced the country's breweries to close. But in 1981, when the Moerlein brand was reintroduced to Cincinnati, the updated beer was on the leading edge of the craft beer revolution. Soon, it became the first beer to certifiably pass the strict *reinheitsgebot* Bavarian purity law of 1516. True to the law since Christian was the brewmaster, the beer contains only four ingredients: malted barley, hops, water and yeast.

In 2004, Christian Moerlein was purchased by greater Cincinnati resident and beer baron Gregory Hardman, who follows the same guidelines of true quality and great taste set by the brewery's founder: Christian Moerlein. This commitment to excellence makes Moerlein quite simply a better beer.



**DIGITAL ADVERTISING
CAMPAIGN**

MORRISON/DRISCOLL
MADTREE BREWING COMPANY
"MadTree Brewing Company Brand"

Martin Driscoll | Producer/Director/Writer
Dave Morrison | Producer/Director/Writer



JUDGE:
JOAN RENFROW



COLLATERAL MATERIAL
FOUR COLOR

PROCLAMATION

LIVESTRONG FOUNDATION
"LIVESTRONG Annual Report Book"

Jeffrey Warman | Chief Creative Officer/Writer

Mike Amann | Creative Director/Design Director

Chris Ritter | Design Director/Designer

Yvonne Dutchover | Writer

Courtney Frank | Production

Errica Abrams | Production

Hennegan | Offset Printing

BLDG | Screen-printing

JUDGES CHOICE

JUDGE:
VERN HUGHES

JUDGE:
TROY BURWELL



DIGITAL ADVERTISING PRODUCTS

SALES PROMOTION AUDIO / VIDEO SALES PRESENTATION

NORTHLICH
JEFFERSON'S
"Jefferson's"

MIKE ZITT INC
LEVTEC
"Morph Fire - Video"

Jason Schmall | ECD
Brian Nelson | ACD/Art Director
Larissa Cole | Senior Copywriter
Matt Healy | Developer
Jonathan Willis | Photographer

Barbara Gorder | Creative Director
Brigg Bloomquist | Writer/Director
Mike Zitt | Art Director
Angelo Valencia | Editor, Beast Chicago
Vic Genovese | Producer, Republic Content
Massive Music | Music



SALES PROMOTION MENU

NELTNER SMALL BATCH

ARNOLD'S BAR & GRILL

"Arnold's Bar & Grill"

Keith Neltner | Creative Director

Kyle Eli Ebersole | Designer

Jeff Chambers | Writer

Andi Bussard | Project Leader



SALES PROMOTION AUDIO / VIDEO SALES PRESENTATION

MIKE ZITT INC

LEYTEC

"Morph Fire - Video"

Barbara Gorder | Creative Director

Brigg Bloomquist | Writer/Director

Mike Zitt | Art Director

Angelo Valencia | Editor, Beast Chicago

Vic Genovese | Producer, Republic Content

Massive Music | Music



COLLATERAL MATERIAL
FLAT PRINTED

POWERS AGENCY
POWERS AGENCY
"MRM Logo"

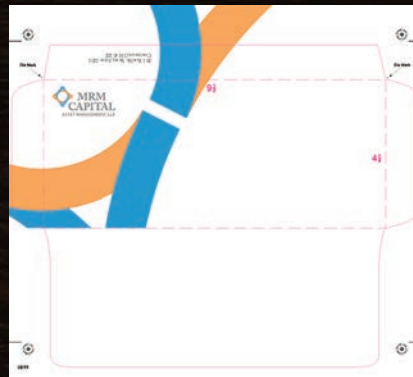
Jason Cowdrey | Creative Director
Curtis Gable | Art Director



COLLATERAL MATERIAL
FLAT PRINTED

POWERS AGENCY
POWERS AGENCY
"MRM Cutsheet"

Jason Cowdrey | Creative Director
Curtis Gable | Art Director



COLLATERAL MATERIAL
FLAT PRINTED

POWERS AGENCY
POWERS AGENCY
"MRM Letter"

Jason Cowdrey | Creative Director
Curtis Gable | Art Director



COLLATERAL MATERIAL
FLAT PRINTED

POWERS AGENCY
POWERS AGENCY
"MRM Letterhead/Business Cards"

Jason Cowdrey | Creative Director
Curtis Gable | Art Director



COLLATERAL MATERIAL
FOUR COLOR

PROCLAMATION
LIVESTRONG FOUNDATION
"LIVESTRONG Annual Report Book"

Jeffrey Warman | Chief Creative Officer/Writer
Mike Amann | Creative Director/Design Director
Chris Ritter | Design Director/Designer
Yvonne Dutchover | Writer
Luke Sedmak | Developer
David Coleman | Developer
Courtney Frank | Production
Errica Abrams | Production
Hennegan | Offset Printing
BLDG | Screen-printing



COLLATERAL MATERIAL
FOUR COLOR

CREATIVE DEPARTMENT
QVIDIAN
"Qvidian Sales Brochure"

Mike Seta | Writer
Ben Junda | Art Director



COLLATERAL MATERIAL
FOUR COLOR

CREATIVE DEPARTMENT
CINCINNATI CHILDREN'S HOSPITAL
"Cincinnati Walks for Kids"

Lauren Anderson | Creative Director
Mike Seta | Associate Creative Director
Ben Junda | Senior Art Director
Ryan Bennett | Production Designer



COLLATERAL MATERIAL
COVER

SEED STRATEGY
SEED STRATEGY, INC.
"The Fire Theft Project Cover"

Robert Cherry | Editor
Tom Kisker | Art Director
Rolando Archila | Innovation Director
David Hayes | Technical Director
Susan McSherry-Jones | Publisher
Linda Konkoly | Production Coordinator



COLLATERAL MATERIAL
BOOK DESIGN (ENTIRE BOOK)

CREATIVE DEPARTMENT
HILLENBRAND, INC.
"Campisms"

Steve Deiters | Creative Director/Writer
Katie Farley | Designer
John Pattison | Designer



COLLATERAL MATERIAL
SINGLE

CREATIVE DEPARTMENT
TAG N GO GPS SYSTEM
"Tag N Go"

Lauren Anderson | Creative Director
Steve Deiters | Creative Director/Writer
John Gradek | Art Director
Christian Dohn | Photographer



COLLATERAL MATERIAL
SINGLE

LANDOR CINCINNATI
LANDOR ASSOCIATES
"AIGA Design Sandwich Poster"

Gerhard Koenderink | Executive Creative Director
Adam Waugh | Senior Designer
Jeff Maurer | Senior Designer
Evangeline Bauerle | Senior Designer
Natalie Brown | Designer
Jamie Ritzer | Designer



COLLATERAL MATERIAL
CAMPAIGN

POWERS AGENCY
POWERS AGENCY
"Chavez T-shirts"

Curtis Gable | Art Director



COLLATERAL MATERIAL
CAMPAIGN

CREATIVE DEPARTMENT
CINCINNATI CHILDREN'S HOSPITAL
"Cincinnati Walks for Kids"

Lauren Anderson | Creative Director
Mike Seta | Associate Creative Director
Ben Junda | Senior Art Director
Ryan Bennett | Production Designer



ADVERTISING FOR THE ARTS & SCIENCES
INTEGRATED CAMPAIGN

NELTNER SMALL BATCH
MUDDY ROOTS RECORDS
"The Tillers: Campaign"

Keith Neltner | Creative Director/Illustrator
Michael Wilson | Photographer



INTEGRATED CAMPAIGNS
CONSUMER, LOCAL

NORTHLICH
NORTON HEALTHCARE
"Norton Campaign"

Brian Nelson | ACD/Art Director
Larissa Cole | Senior Copywriter
Kerry Broderick | Group Creative Director
Jason Schmall | Executive Creative Director
Diane Frederick | Director of Broadcast
Jonathan Willis | Photographer
Graeme Joyce | Director
Nate Clark | Editor
Scott Durban | Executive Producer
Ryan Limke | Audio
Brandon Kraemer | Colorist
Riann Wiggins | Producer



ELEMENTS OF ADVERTISING
LOGO

NELTNER SMALL BATCH
HALFCUT
"HalfCut Logo"

Keith Neltner | Art Director/Illustrator
Jeff Chambers | Writer
Andi Bussard | Brand Strategist



ILLUSTRATION
SINGLE

NELTNER SMALL BATCH
MUDDY ROOTS RECORDS
"The Tillers: Cover"

Keith Neltner | Art Director/Illustrator
Michael Wilson | Photographer



DIGITAL ADVERTISING – ONLINE PUBLICATION
ANNUAL REPORT

PROCLAMATION
LIVESTRONG FOUNDATION
"LIVESTRONG Annual Report Web"

Jeffrey Warman | Chief Creative Officer/Writer
Mike Amann | Creative Director/Design Director
Chris Ritter | Design Director/Designer
Yvonne Dutchover | Writer
Luke Sedmak | Developer
David Coleman | Developer
Courtney Frank | Production
Errica Abrams | Production



DIGITAL ADVERTISING – ONLINE PUBLICATION
CAMPAIGN

MORRISON/DRISCOLL
MADTREE BREWING COMPANY
"MadTree Brewing Company Brand"

Martin Driscoll | Producer/Writer/Director
Dave Morrison | Producer/Writer/Director



DIGITAL ADVERTISING – ONLINE PUBLICATION
MAGAZINE

CREATIVE DEPARTMENT
CLINK BARWARE
"Clink Gift Guide"

Lauren Anderson | Creative Director/Art Director
Laura Black | Writer



DIGITAL ADVERTISING – VIDEO
INTERNET COMMERCIALS

MORRISON/DRISCOLL
MADTREE BREWING COMPANY
“MadTree ‘Cans’”

Martin Dricoll | Producer/Writer/Director
Dave Morrison | Producer/Writer/Director



ELEMENTS OF ADVERTISING – VISUAL
CINEMATOGRAPHY

LIGHTBORNE
FLEETWOOD MAC
“Gold Dust Woman”

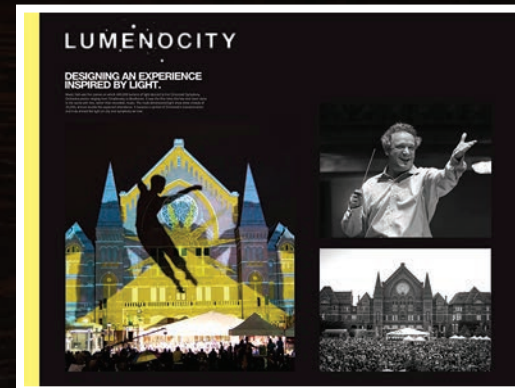
Ben Nicholson | Creative Director
Alex Parks | Producer
Scott Fredette | Director
Brandon Kraemer | Editor/Colorist



DIGITAL ADVERTISING – WEBSITE, CONSUMER
PRODUCTS

NORTHLICH
JEFFERSON'S
“Jefferson's”

Jason Schmall | Executive Creative Director
Brian Nelson | Associate Creative Director/Art Director
Larissa Cole | Senior Copywriter
Matt Healy | Developer
Jonathan Willis | Photographer



DIRECT MARKETING – OUT-OF-HOME
EXTERIOR ANIMATED (WITH MOTION)

LANDOR CINCINNATI
LANDOR ASSOCIATES
“LumenoCity”

Sean P. Hafer | Design Director
Dan Reynolds | Creative Director
Steve McGowen | Executive Creative Director
Rob Pierce | Senior Designer
Eric Hintz | Media Designer
Chris Vogel | Media Designer
Chad Shackelford | Media Designer
Suzanne Beane | Associate Client Director
Margot Richey | Client Associate

SALES PROMOTION

SINGLE UNIT

NELTNER SMALL BATCH

BITTER OLD FECKER RUSTIC ALES

"Bitter Old Fecker Packaging"

Keith Neltner | Art Director/Illustrator

Jeff Chambers | Writer

Steinhauser Printing | Printer



SALES PROMOTION

BRANDED ENVIRONMENT

NELTNER SMALL BATCH

MUDDY ROOTS RECORDS

"The Tillers: CD & Vinyl"

Keith Neltner | Creative Director/Illustrator

Michael Wilson | Photographer



SALES PROMOTION

CAMPAIGN

NELTNER SMALL BATCH

EONE ENTERTAINMENT

"Shooter Jennings: The Other Life"

Keith Neltner | Art Director/Illustrator

Richie Wireman | Photography

James Minchin III | Photography



SALES PROMOTION
CAMPAIGN



NELTNER SMALL BATCH
PLOWBOY RECORDS
"JD & Dirt Daubers Campaign"

Keith Neltner | Art Director
JD & Jessica Wilkes | Art Director
Joshua Black Wilkins | Photography

SALES PROMOTION
AUDIO/VISUAL SALES PRESENTATION

LANG PHOTOGRAPHY, INC.
LANG MOTION
WEST CHESTER PROTECTIVE GEAR
"WCPG-Brand-Salute"

Al Lang / Lang Motion | Videography
Alloy FX | 3D Animation/Editing



SALES PROMOTION
BRANDED ENVIRONMENT



GYRO
RUBBERMAID COMMERCIAL
PRODUCTS
"Built to Last' Mobile Road Show"

Adryanna Sutherland | President
Mike Tittel | Executive Creative Director
Terry Jent | Creative Director
Jonah Otchy | Art Director
Pamela McWhorter | Copywriter
Brad Oldham | Account Executive

COLLATERAL MATERIAL
FLAT PRINTED

THE THINK SHOP
THE THINK SHOP
"Bistro Grace Business Cards"

Brooke Schwass | Designer



SALES PROMOTION
CAMPAIGN



NELTNER SMALL BATCH
TANTUS TOBACCO
"24/7 Campaign"

Keith Neltner | Creative Director
Jeff Chambers | Writer
Andi Bussard | Brand Strategist
Daren Crigler | Creative Developer

COLLATERAL MATERIAL
FOUR-COLOR

POWERS AGENCY
POWERS AGENCY
"Chavez Annual Report"

Angie Smith | Creative Director
Curtis Gable | Art Director
Jessica Dempsey | Art Director



COLLATERAL MATERIAL
FOUR-COLOR



POWERS AGENCY
POWERS AGENCY
"Chavez Training Manual"
Angie Smith | Creative Director
Jessica Dempsey | Art Director

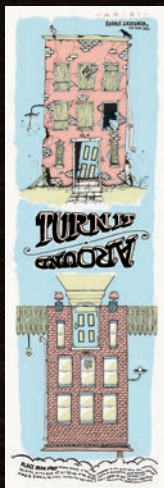
COLLATERAL MATERIAL
CAMPAIGN

CREATIVE DEPARTMENT
FITWORKS
"Fitworks 'Do What Works' Posters"

Mike Seta | Writer
Ben Junda | Art Director



COLLATERAL MATERIAL
SINGLE



GYRO
PLACE FROM SPACE
"Place from Space"

Adryanna Sutherland | President
Mike Tittel | Executive Creative Director
Todd Lipscomb | Art Director
Matthew Duggar | Designer
Pamela McWhorter | Copywriter

COLLATERAL MATERIAL
ANNOUNCEMENT

SEED STRATEGY
SEED STRATEGY, INC.
"The Fire Theft Project Matchbook Note pads"

Robert Cherry | Editor
Tom Kisker | Art Director
Rolando Archila | Innovation Director
David Hayes | Technical Director
Angela Capton | Associate Editor
Linda Konkoly | Production Coordinator
Susan McSherry-Jones | Publisher



COLLATERAL MATERIAL
SINGLE



PROCLAMATION
BOWTIE CAUSE
"Bowtie Cause Poster"

Jeffrey Warman | Chief Creative Officer/
Writer
Matt Tout | Designer

DIRECT MARKETING
3-D

MKTG
P&G
"Charmin Basic Box Mailer"

Julie Wilson | Art Director
Belinda Chavez-Imwalle | Copywriter



DIRECT MARKETING
APPAREL



CREATIVE DEPARTMENT
FUZZROCKET
"FuzzRocket Merchandise"

Ben Junda | Art Director

CONSUMER OR TRADE PUBLICATION
FOUR-COLOR

NORTHLICH
BWR
"BWR"

Jason Schmall | Executive
Creative Director

Dan Rapp | Group Creative Director

Brian Nelson | Associate
Creative Director/Art Director

Larissa Cole | Senior Copywriter



CONSUMER OR TRADE PUBLICATION
FOUR-COLOR



NORTHLICH
AMERICAN HERITAGE GIRL
"American Heritage Girl"

Jason Schmall | Executive Creative Director

Dan Rapp | Group Creative Director/
Copywriter

Brian Nelson | ACD/Art Director

Kate McGuire | Art Director

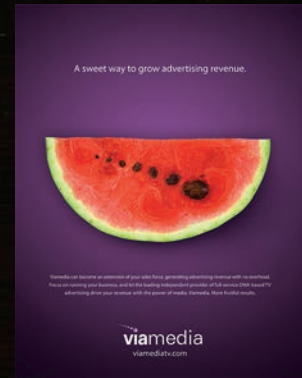
Tuesday Morning | Illustrator

CONSUMER OR TRADE PUBLICATION
FOUR-COLOR

CREATIVE DEPARTMENT
VIAMEDIA
"Via Media Campaign"

Mike Seta | Writer/Designer

Ryan Bennett | Designer



CONSUMER OR TRADE PUBLICATION
FOUR-COLOR



NORTHLICH
AMERICAN HERITAGE GIRL
"American Heritage Girl"

Jason Schmall | Executive Creative Director

Dan Rapp | Group Creative Director/
Copywriter

Brian Nelson | Associate Creative Director/
Art Director

Kate McGuire | Art Director

Tuesday Morning | Illustrator

INTEGRATED CAMPAIGNS
B-TO-B, REGIONAL/NATIONAL

CINCOM SYSTEMS, INC.
CINCOM SYSTEMS CORPORATE
MARKETING
"Cincom Acquire 'Curveball'
Campaign"

Ed Mack | Project Manager

Sanjiv Karani | Project Manager

Carey Hoffman | Writer

Justin Klefeker | Designer

Dale Wolf | Strategist

Patty Tomley | Marketing Manager

Karen Leugers | Campaign Coordinator

Dave Payerle | Web Developer

Robyn Robinett-Johnson | PR/Social
Media Coordination



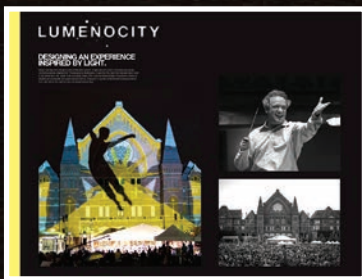
INTEGRATED CAMPAIGNS
CONSUMER, LOCAL



NELTNER SMALL BATCH
CHRISTIAN MOERLEIN/
ARNOLD'S BAR AND GRILL
"1861 Moerlein/Arnold's Porter"

Keith Neltner | Art Director
Rob Warnick of WarnickArt | Illustrator
Jeff Chambers | Writer
Such and Such | Engraver
Kevin Neltner | Tap Fabrication
Alias Imaging for the Queen
City Project | Photography
Blue Strone Creative | Editor

INTEGRATED CAMPAIGNS
CONSUMER, LOCAL



LANDOR CINCINNATI
LANDOR ASSOCIATES
"LumenoCity"

Sean P. Hafer | Design Director
Steve McGowan | Executive
Creative Director
Eric Hintz | Media Designer
Rob Pierce | Senior Designer
Dan Reynolds | Creative Director
Chris Vogel | Media Designer
Chad Shackelford | Media Designer
Suzanne Beane | Associate Client Director
Andrew Salzbrun | Founding Partner
Sherri Prentiss | Vice President
of Marketing
Christopher Pinelo | Vice President
of Communications
Josh Heuser | Founding Partner

INTEGRATED CAMPAIGNS
CONSUMER, REGIONAL/NATIONAL



NELTNER SMALL BATCH
BITTER OLD FECKER RUSTIC ALES
"Old Fecker Campaign"

Keith Neltner | Creative Director/Illustrator
Jeff Chambers | Write
Andi Bussard | Project Leader
Kyle Eli Ebersole | Editor/Videographer
Steinhauser Printing | Printer

ADVERTISING FOR THE ARTS & SCIENCES
POP OR POS MATERIALS (OTHER THAN POSTERS)

CREATIVE DEPARTMENT
CINCINNATI SHAKESPEARE
COMPANY
"Shakesbeer Label"

Lauren Anderson | Creative Director
Steve Deiters | Creative Director/Writer
Katie Farley | Designer



ADVERTISING FOR THE ARTS & SCIENCES
POSTER

NORTHLICH
CINCINNATI BALLET
"Swan Lake"

Jason Schmall | Executive Creative Director
Brian Nelson | Associate Creative Director/
Art Director
Larissa Cole | Senior Copywriter
Matt Healy | Developer
Jonathan Willis | Photographer



ADVERTISING FOR THE ARTS & SCIENCES
SPECIAL EVENT MATERIAL

PEANUT BUTTER & JELLY CO.
PEANUT BUTTER & JELLY CO.
"Art in Bloom"

Emmit Jones | Creative Director
Josh Jacob | Art Director
Renee Kohl | Designer



ADVERTISING FOR THE ARTS & SCIENCES
OUT-OF-HOME



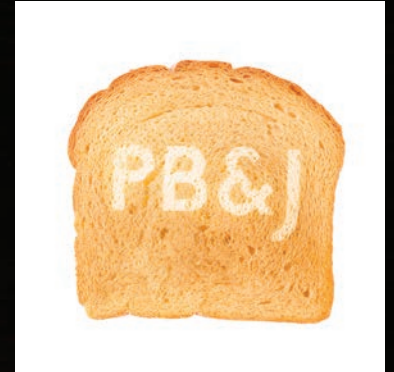
NORTHLICH
CINCINNATI BALLET
"Swan Lake"

Jason Schmall | Executive Creative Director
Brian Nelson | Associate Creative Director/
Art Director
Larissa Cole | Senior Copywriter
Matt Healy | Developer
Jonathan Willis | Photographer

ADVERTISING INDUSTRY
PRINT

PEANUT BUTTER & JELLY CO.
PEANUT BUTTER & JELLY CO.
"PB&J Monograph"

Emmit Jones | Creative Director
Josh Jacob | Art Director
Renee Kohl | Designer



PUBLIC SERVICE
NON-TRADITIONAL



LIGHTBORNE
ONESIGHT
"Welcome to Gambia Teaser"

Scott Fredette | Creative Director
Alex Parks | Producer
Nate Clark | Editor
Brandon Kraemer | Colorist
Kevin Gautraud | Visual Effects/Animation
Ryan Limke | Sound Design
Scott Durban | Executive Producer

ADVERTISING INDUSTRY
DIRECT MARKETING/SPECIALTY ITEMS

NELTNER SMALL BATCH
NELTNER SMALL BATCH
"NSB Kentucky Black Walnut Ale"

Keith Neltner | Art Director/Illustrator
Jeff Chambers | Writer
Steinhauser Printing | Printer
Nathan Hukill | Brewery



PUBLIC SERVICE
DIRECT MARKETING, SPECIALTY ITEMS



GINA WEATHERLY
PHOTOGRAPHY
THE DE CAVEL FAMILY SIDS FOUNDATION
"513 {eats} Culinary Art INKED
2014 Calendar"

Lisa Ballard | Graphic Illustrator
Ilene Ross | Project Coordinator/Copywriter

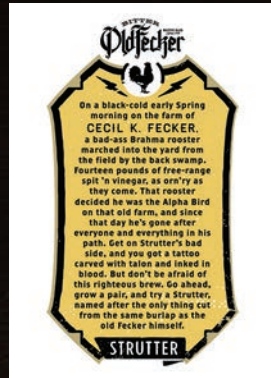
ADVERTISING INDUSTRY - SELF-PROMOTION
INTEGRATED CAMPAIGN

ROCKET SCIENCE + DESIGN
ROCKET SCIENCE + DESIGN
"Rocket Science Self-Promotion"

Katie Fraser | Art Director
Courtney Morgan | Graphic Designer
Jeff Lay | Developer
Kristin DeFoor | Photographer



ELEMENTS OF ADVERTISING – COPYWRITING
COPYWRITING



NELTNER SMALL BATCH
BITTER OLD FECKER RUSTIC ALES
"Bitter Old Fecker Story"

Keith Neltner | Creative Director
Jeff Chambers | Writer

ELEMENTS OF ADVERTISING – VISUAL
LOGO



SEED STRATEGY
SEED STRATEGY
"Back to the Treehouse
Creativity Workshop"

Tom Kisker | Vice President/Creative

ELEMENTS OF ADVERTISING – COPYWRITING
COPYWRITING



SEED STRATEGY
SEED STRATEGY
"Back to the Treehouse
Creativity Workshop"

Robert Cherry | Chief Creative Officer

ELEMENTS OF ADVERTISING – VISUAL
PHOTOGRAPHY, COLOR



NORTHLICH
JEFFERSON'S
"Jefferson's"

Jason Schmall | Executive Creative Director
Brian Nelson | Associate Creative Director/
Art Director
Larissa Cole | Senior Copywriter
Jonathan Willis | Photographer

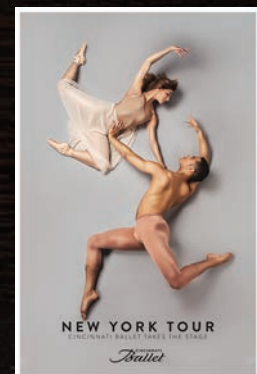
ELEMENTS OF ADVERTISING – VISUAL
LOGO



CREATIVE DEPARTMENT
CLINK BARWARE
"Clink Barware Logo"

Laura Anderson | Art Director

ELEMENTS OF ADVERTISING – VISUAL
PHOTOGRAPHY, COLOR



NORTHLICH
CINCINNATI BALLET
"Ballet Photography"

Jason Schmall | Executive Creative Director
Brian Nelson | Associate Creative Director
/Art Director
Larissa Cole | Senior Copywriter
Jonathan Willis | Photographer

DIGITAL ADVERTISING – WEBSITE CONSUMER PRODUCTS



US DIGITAL PARTNERS
NEHEMIAH MANUFACTURING CO.
"Kandoo Kids"

David Brecount | Account Executive
John Rice | Interactive Designer
Dave Whelan | Developer

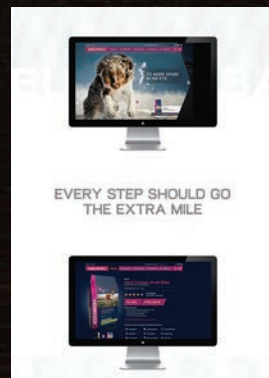
DIGITAL ADVERTISING – WEBSITE CONSUMER PRODUCTS

CREATIVE DEPARTMENT
MONTGOMERY INN
"Montgomery Inn Website"

Lauren Anderson | Creative Director
Ben Junda | Senior Art Director
Mike Seta | Senior Art Director
Mike Beasley | Senior Developer



DIGITAL ADVERTISING – WEBSITE CONSUMER PRODUCTS



POSSIBLE
P&G – EUKANUBA
"Eukanuba Website Redesign"

Lucas Peon | Chief Creative Officer
Pat Morgan | Executive Creative Director
Ray Elfers | Associate Creative Director
Jed Golden | Copy Director
Scott Hoverman | Art Director
Eddie Sun | Senior Designer
Cheryl Gilligan | Producer
Katie Pembaur | Associate Director of Strategy
Ryan Kleshinshi | Systems Analyst
Tuck Shepard | Client Partnership
Chris Hudepohl | Interactive Developer
Chris Cushman | Vice President/Client Services

CONSUMER OR TRADE PUBLICATION
FOUR-COLOR

NORTHLICH
MERCY TOLEDO
"Mercy Website"

Jason Schmall | Executive Creative Director
Dan Rapp | Group Creative Director
Laura Gels | Senior Art Director
Gabby Varmette | Senior Copywriter
Kate McGuire | Art Director



DIGITAL ADVERTISING – WEBSITE CONSUMER PRODUCTS



POSSIBLE
CONAGRA FOODS & KRAFT
"Queso For All Campaign – ConAgra & Kraft"

Dave Maly | Executive Creative Director
Erik Bork | Senior Designer
Adrea Beatty | Associate Copy Director
Anne David | Account Supervisor
Kelsey Hawke | User Experience Designer
Todd Barker | Systems Analyst
Matt McFarland | Developer
Mike Gibbonny | Producer
Betsy Hussey | Executive Producer
Amanda Fleck | Measurement
Josselyn Solorzano | QA Analyst
Chad Williams | QA Director

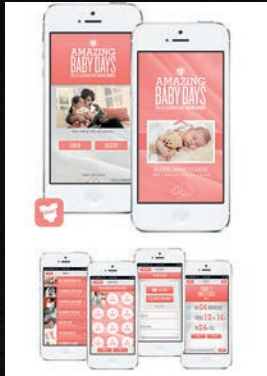
DIGITAL ADVERTISING – MOBILE WEBSITES
PRODUCTS

POSSIBLE
CONAGRA FOOD & KRAFT
"Queso For All Mobile Website – ConAgra & Kraft"

Dave Maly | Executive Creative Director
Erik Bork | Senior Designer
Adrea Beatty | Associate Copy Director
Anne David | Account Supervisor
Kelsey Hawke | User Experience Designer
Todd Barker | Systems Analyst
Matt McFarland | Developer
Mike Gibbonny | Producer
Betsy Hussey | Executive Producer
Amanda Fleck | Measurement
Josselyn Solorzano | QA Analyst
Chad Williams | QA Director



DIGITAL ADVERTISING – APPS MOBILE (PHONE)



POSSIBLE P&G

“Dreft Amazing Baby Days App”

Lucas Peon | Chief Creative Officer
Pat Morgan | Creative Director
Jason Langdon | Associate Creative Director
Derrick Ellis | Art Director
Amy Vaughn | Copy Director
Sarah Knott | Copywriter
Eddie Sun | Designer
Mark Van Patten | Designer
Chris Cushman | Account Director
Micheal Fimiani | Account Coordinator
Katie Pembauer | Strategist

DIGITAL ADVERTISING – ADVERTISING AND PROMOTION BANNERS, RICH MEDIA

NORTHLICH FORMICA

“Graffiti”

Jason Schmall | Executive Creative Director
Dan Rapp | Group Creative Director
Brian Nelson | Associate Creative Director
Art Director
Matt Healy | Creative Technologist
Brandon Kraemer | Editor
Lightborne | Production Company



DIGITAL ADVERTISING – ONLINE PUBLICATION NEWSLETTER



SEED STRATEGY SEED STRATEGY

“The Accelerator: Life on
Fast Forward”

Robert Cherry | Chief Creative Officer
Jeff Johns | Senior Vice President/Creative
Rolando Archila | Senior Vice President/
Director of Innovation
Matt Donahue | Copywriter
Elizabeth Parker | Copywriter
David Hayes | Vice President, Operations/
Research and Development
Linda Konkoly | Director of
Project Management

DIGITAL ADVERTISING – VIDEO INTERNET COMMERCIALS

MORRISON/DRISCOLL

MADTREE BREWING COMPANY
“MadTree ‘Knife Fight’”

Martin Driscoll | Producer/Director/Writer
Dave Morrison | Producer/Director/Writer



DIGITAL ADVERTISING – ADVERTISING AND PROMOTION BANNERS, RICH MEDIA



POSSIBLE P&G – IAMS

“Iams So Good! Banner”

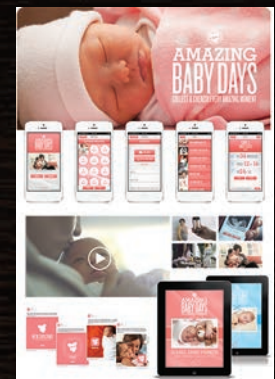
Lucas Peon | Chief Creative Officer
Pat Morgan | ECD
Ray Elfers | Associate Creative Director
Jed Golden | Copy Director
Scott Hoverman | Art Director
Kim Post | Designer
Mark VanPatten | Designer
Cheryl Gilligan | Producer
Tuck Shepard | Client Partnership
Chris Cushman | VP, Client Services
Ryan Kleshinshi | Systems Analyst

DIGITAL ADVERTISING – CAMPAIGN DIGITAL ADVERTISING

POSSIBLE P&G

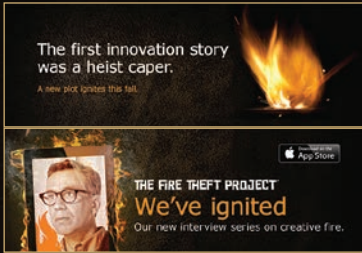
“Dreft Amazing Baby Days Campaign”

Lucas Peon | Chief Creative Officer
Pan Morgan | Creative Director
Jason Langdon | Associate
Creative Director
Derrick Ellis | Art Director
Amy Vaughn | Copy Director
Andy Weatherford | Copywriter
Rob Seitz | Motion Designer
Chris Cushman | Account Director
Michael Fimiani | Account Coordinator
Dave Hutten | Executive Producer
Margaret Russo | Voice Talent



DIGITAL ADVERTISING – CAMPAIGN

DIGITAL ADVERTISING



SEED STRATEGY

SEED STRATEGY, INC.
“The Fire Theft Project
Online Campaign”

Robert Cherry | Editor
Tom Kisker | Art Director
Rolando Archila | Innovation Director
David Hayes | Technical Director
Angela Capton | Associate Editor
Linda Konkoly | Production Coordinator
Susan McSherry-Jones | Publisher

ELEMENTS OF ADVERTISING, DIGITAL CREATIVE TECHNOLOGY

INTERFACE & NAVIGATION

US DIGITAL PARTNERS

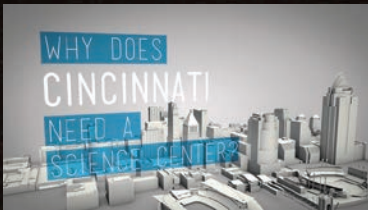
UPTOWN RENTAL PROPERTIES, LLC
“Uptown Rental Properties”

Mark Miller | Account Executive
Daniel Calderon | Interactive Designer
Kate Mock | Interactive Designer
Andrew Duthie | Developer



ADVERTISING FOR THE ARTS & SCIENCES – BROADCAST

DIGITAL ADVERTISING



LIGHTBORNE

CINCINNATI MUSEUM CENTER
“Cincinnati Science Museum”

Scott Durban | Executive Producer
Chris Gliebe | Creative Director
Riann Gliebe | Producer
Dan Olszewski | Designer/Animator
Ryan Limke | Sound Design

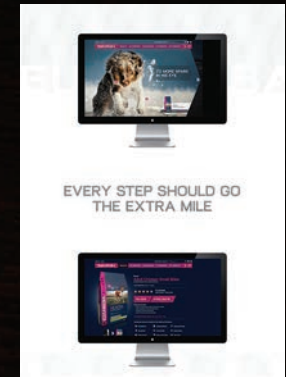
ELEMENTS OF ADVERTISING, DIGITAL CREATIVE TECHNOLOGY

INTERFACE & NAVIGATION

POSSIBLE

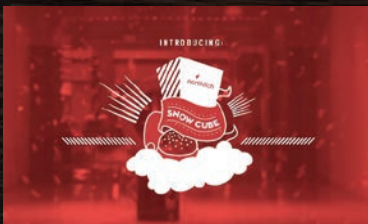
P&G – EUKANUBA
“Eukanuba Website Redesign”

Lucas Peon | Chief Creative Officer
Pat Morgan | Executive Creative Director
Ray Elfers | Associate Creative Director
Jed Golden | Copy Director
Scott Hoverman | Art Director
Eddie Sun | Sr. Designer
Cheryl Gilligan | Producer
Katie Pembaur | Associate Director of Strategy
Chris Cushman | Vice President, Client Services
Tuck Shepard | Client Services
Ryan Kleshinshi | Systems Analyst
Chris Hudepohl | Creative Technologist



ADVERTISING INDUSTRY – SELF PROMOTION

DIGITAL ADVERTISING



NORTHLICH

NORTHLICH
“Snow Cube”

Jason Schmall | Executive Creative Director
Terry Dillon | Senior Copywriter
Laura Gels | Senior Art Director
Will Stearns | Art Director
Matt Healy | Developer

ELEMENTS OF ADVERTISING, DIGITAL CREATIVE TECHNOLOGY

RESPONSIVE DESIGN

US DIGITAL PARTNERS

AQUINAS COLLEGE NASHVILLE
“Aquinas College Nashville”

David Brecount | Account Executive
Kate Mock | Interactive Designer
Joe Kruessel | Interactive Designer
Michael Whelan | Developer



ELEMENTS OF ADVERTISING, DIGITAL CREATIVE TECHNOLOGY
RESPONSIVE DESIGN



GYRO
RUBBERMAID COMMERCIAL
PRODUCTS
“Don’t Just Kill Microbes”

Adryanna Sutherland | President
Mike Tittel | Executive Creative Director
Jonah Otchy | Art Director
Pamela McWhorter | Copywriter
Brad Oldham | Account Executive

TELEVISION
SALES PROMOTION – AUDIO/VIDEO SALES PRESENTATION



WCPG
BRAND-SALUTE
“WCPG Brand Salute”

Al Lang

TELEVISION
CAMPAIGN

NORTHLICH
NORTON HEALTHCARE
“Norton”

Kerry Broderick | Group Creative Director
Brian Nelson | Associate Creative Director/
Art Director
Larissa Cole | Senior Copywriter
Diane Frederick | Director of Broadcast
Production
Scott Durban | Executive Producer
Brandon Kraemer | Colorist
Ryan Limke | Audio
Riann Wiggins | Producer



TELEVISION
PRODUCTS

POSSIBLE
THE GORILLA GLUE COMPANY
“Gorilla Glue™”

Lucas Peon | Chief Creative Officer
David Shepherd | Creative Director
Steve Hoye | Director, Insights & Planning
Jeff Haun | Group Executive Director
Taryn Lawson | Client Partner/Account
Dave Hutten | Executive Producer
Scott Durban | Executive Producer
Jane Lester | Line Production
Barton Landsman | Director
Riann Wiggins | Post Producer
Brandon Kraemer | Editor & Colorist
Ryan Limke | Audio



TELEVISION
:30

NORTHLICH
NORTON HEALTHCARE
“Faith”

Kerry Broderick | Group Creative Director
Brian Nelson | Associate Creative Director
Larissa Cole | Senior Copywriter
Jason Schmall | Executive Creative Director
Diane Frederick | Director of
Broadcast Production
Scott Durban | Executive Producer
Chris Gliebe | Design Director
Nate Clark | Editor
Brandon Kraemer | Colorist
Ryan Limke | Audio
Riann Wiggins | Producer

TELEVISION
PRODUCTS

LIGHTBORNE
GORILLA GLUE
“Gorilla Glue”

Brandon Kraemer | Editor/Colorist
Riann Wiggins | Producer
Ryan Limke | Sound Design
Scott Durban | Executive Producer



ADVERTISING INDUSTRY – SELF PROMOTION
ANIMATION OR SPECIAL EFFECTS



RED ECHO POST
CINCINNATI PLAYHOUSE
IN THE PARK
“Cabaret”

Scott Thierauf | Red Echo Post,
Creative Director and Animator

Grant Kattman | Red Echo
Post, Sound Designer

Blake Robison | Cincinnati Playhouse
in the Park, Artistic Director

Buzz Ward | Cincinnati Playhouse
in the Park, Managing Director

Kathy Neus | Cincinnati Playhouse
in the Park, Director of
Marketing & Communications

Christa Skiles | Cincinnati Playhouse in the
Park, Associate Director of Marketing &
Communications

ADVERTISING INDUSTRY – SELF PROMOTION
MUSIC WITH LYRICS

SOUND IMAGES
AMERICAN ADVERTISING
FEDERATION
“AAF Revival Award Music”

Adam Pleiman | Producer/Music Writer
Mike Landis | Music Writer



ADVERTISING INDUSTRY – SELF PROMOTION
ANIMATION OR SPECIAL EFFECTS



LIGHTBORNE
MCLAREN
“McLaren”

Ben Nicholson | Director/Creative Director
Alex Parks | Producer

Justin Golden | Producer/Music Mix
JT Rooney | Production Mapping
Technical Director

Neil Smith | Lead Animator/Composer

Ryan McAllister | Lead Designer
Chris Gliebe | Designer

Dave Irion | Animator/Composer

Evan Sheldon | 3D Animator

Kevin Gautraud | 3D Animator

ADVERTISING INDUSTRY – SELF PROMOTION
MUSIC WITH LYRICS

THE ALL NIGHT PARTY
FIRST FINANCIAL BANK
“Change”

Brad Schnittger | The Sundresses, Writer/Slide
Guitar/Drums/Organ

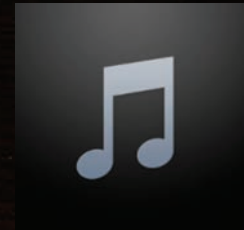
John Curley | Afgan Whigs, Engineer/Bass

Dave Davis | The All Night Party, Producer

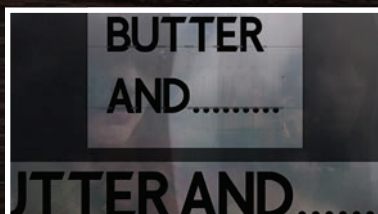
Lisa Walker | Wussy, Vocals

Monika Royal | Executive Producer

Jeremy Springer | The Sundresses Writer/Guitars



ADVERTISING INDUSTRY – SELF PROMOTION
BROADCAST (INCLUDING DEMO REELS)



PEANUT BUTTER & JELLY
CO. (PB&J)
PEANUT BUTTER & JELLY CO.
“PB&J Demo Reel”

Emmit Jones | Creative Director

Josh Jacob | Art Director



**NO ENTERPRISE
CAN EXIST FOR
ITSELF ALONE. IT
MINISTERS TO SOME
GREAT NEED...**
-calvin coolidge



TED^xCincinnati
x = independently organized TED event

STUDENT
POSTER, SINGLE

MICHAEL ROGERS
CINCINNATI STATE
"Scripps Posters"

Jason Caudill | Program Chair



**STUDENT
PACKAGING**

AMY ORTIZ (AMY M. FISHER)
CINCINNATI STATE
"Grimm Fairy Tale Lego Set"

Jason Caudill | Program Chair



**STUDENT
PACKAGING**

KATRINA PAYNE
GATEWAY COMMUNITY
& TECHNICAL COLLEGE
"Jazz Wine Coolers"

Toni Bloom | Assistant Professor



**STUDENT
PACKAGING**

CATHERINE MCKEE
CINCINNATI STATE
"Red Ants Pants Clothing"

Joel Kneuen | Graphic Design Instructor



**STUDENT
COLLATERAL MATERIAL-STATIONARY PACKAGE**

KATRINA PAYNE
GATEWAY COMMUNITY
& TECHNICAL COLLEGE
"Katrina Payne Branding"

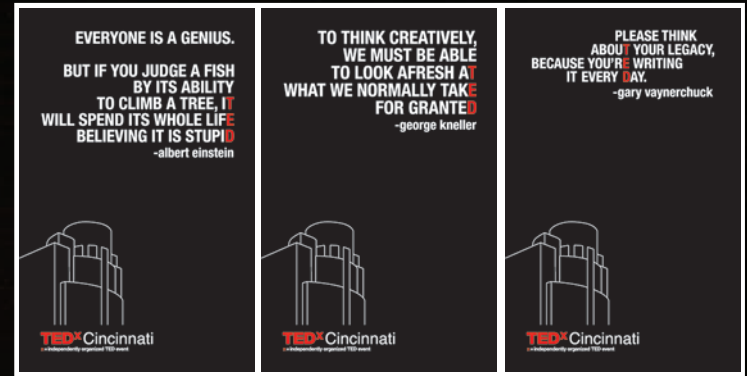
Toni Bloom | Assistant Professor



STUDENT
POSTER SINGLE

ALEX REILLY
THE ART INSTITUTE OF CINCINNATI
"The Beer Guide"

Marion Allman | CEO



STUDENT
CAMPAIGN

MICHAEL ROGERS
CINCINNATI STATE
"Scripps Campaign"

Jason Caudill | Program Chair



STUDENT
POSTER SINGLE

MICHAEL ROGERS
CINCINNATI STATE
"Scripps Posters"

Jason Caudill | Program Chair



STUDENT
COVER

SAMANTHA EDMONDSON
GATEWAY COMMUNITY
& TECHNICAL COLLEGE
"The Insiders"

Toni Bloom | Assistant Professor



STUDENT
B-TO-B

KYLE EBERSOLE
NORTHERN KENTUCKY UNIVERSITY
"Plowshare Internship Campaign"

Hans Schellhas | Professor



STUDENT
ILLUSTRATION, SINGLE

STEVEN DORGAN
CINCINNATI STATE
"Murder of Crows T-shirt"

Jason Caudill | Program Chair



STUDENT
LOGO

ARIAN CLARK
ART INSTITUTE OF CINCINNATI
"Center Stage Logo Concept"

Marion Allman | CEO



STUDENT
ANIMATION OR SPECIAL EFFECTS

STEVEN DORGAN
CINCINNATI STATE
"TEDx Cincinnati Youtube Intro"

Jason Caudill | Program Chair



STUDENT

Digital Creative Technology

Crystal Washington

UC BLUE ASH,
UNIVERSITY OF CINCINNATI
"Manual Photograph Vectorization"

David Hertz | Associate Professor of
Electronic Media



STUDENT

LOGO

KATRINA PAYNE

GATEWAY COLLEGE &
TECHNICAL COLLEGE
"Katrina Payne Branding"

Toni Bloom | Assistant Professor

STUDENT PACKAGING

STEVEN DORGAN

CINCINNATI STATE
"Chrome Ind. Shopping Bag"

Jason Caudill | Program Chair



STUDENT PACKAGING

ANDREW ACREE

NORTHERN KENTUCKY UNIVERSITY
"Compleat Packaging"

Julie Mader-Meersman



STUDENT

COLLATERAL MATERIAL - STATIONARY PACKAGE

NICOLE DAY

GATEWAY COMMUNITY
& TECHNICAL COLLEGE
"NKY Incubator Kitchen"

Toni Bloom | Assistant Professor



STUDENT
POSTER, SINGLE



ARIAN CLARK
ART INSTITUTE OF CINCINNATI
"Mustang Infographic"

Marion Allman | CEO

STUDENT
LOGO

AMY ORTIZ (AMY FISHER)
CINCINNATI STATE
"Sip Logo"

Jason Caudill | Program Chair



STUDENT
DIRECT MARKETING



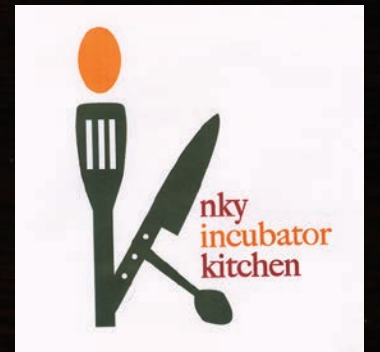
MIKE TURNER
AIC COLLEGE OF DESIGN
"Flight of the Butterflies"

Marion Allman | CEO

STUDENT
LOGO

NICOLE DAY
GATEWAY COMMUNITY
& TECHNICAL COLLEGE
"NKY Incubator Kitchen"

Toni Bloom | Assistant Professor



STUDENT
LOGO



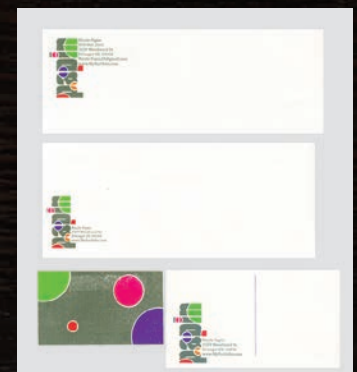
AMY ORTIZ (AMY FISHER)
CINCINNATI STATE TECHNICAL
AND COMMUNITY COLLEGE
"Logo for Grimm Fairy Tale Lego Set"

Jason Caudill | Program Chair

STUDENT
LOGO

NICOLE PAPIN
GATEWAY COMMUNITY
& TECHNICAL COLLEGE
"Nicole Papin Branding"

Toni Bloom | Assistant Professor

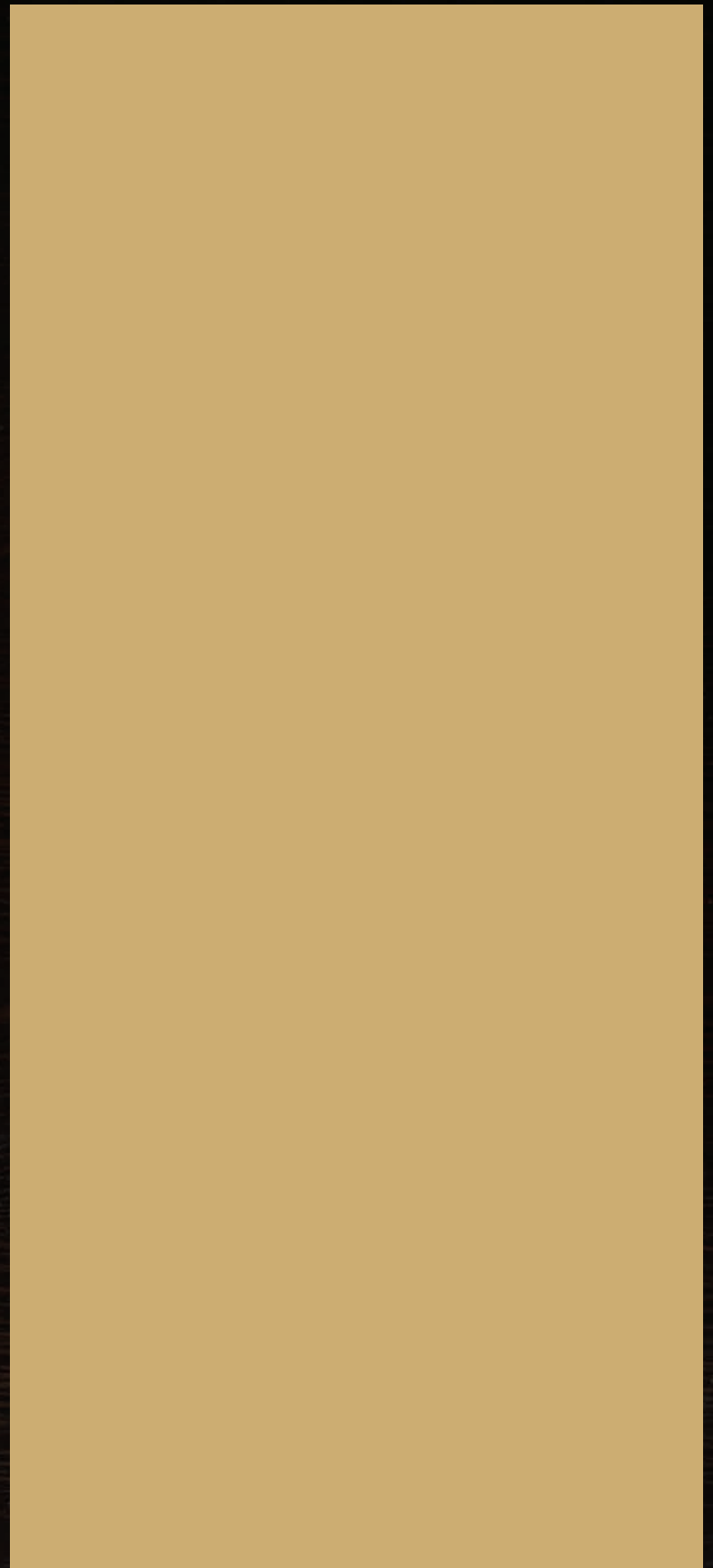


STUDENT
ILLUSTRATION, SINGLE



SAMANTHA EDMONDSON
GATEWAY COMMUNITY
& TECHNICAL COLLEGE
"The Insiders"

Toni Bloom | Assistant Professor



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W | H **WOOD HERRON & EVANS** LLP
& | E intellectual property law

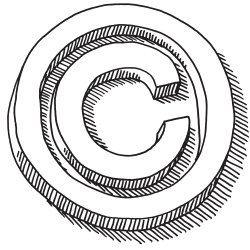
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Linda Virene | 740.974.2733 | linda.virene@ncm.com

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LEGAL COUNSEL | SINCE 1871



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ATTORNEYS

W | H
& | E

WOOD HERRON & EVANS LLP
intellectual property law

FIRST WE MAKE. THEN WE PARTAKE.