

The Certificate Winners



CONSUMER ADVERTISING

Newspaper: Campaign (3 to 5 pcs.)

- r and j group, *Bayshore Community Health Services Brand Campaign*
- Saint Barnabas Creative Services, *Living to My Heart's Content, Saint Barnabas Heart Centers*

Magazine: Campaign (3 to 5 pcs.)

- r and j group, *With you, every day.*
- Results Advertising, *Eccentric Office Personalities Campaign*

Magazine: Full page

- Masterminds, *Grown Men - Fallen Oak*
- Masterminds, *Out Here - Fallen Oak*
- Masterminds, *You've Arrived- Beau Rivage Resort & Casino*

Magazine: Spread

- Smith Design and Sakar International, *Eco Trends Ad*

Out of Home: Billboard, transit, posted or painted bulletin

- Masterminds, *Arrive/Depart Beau Rivage Resort & Casino*
- r and j group, *Health Services Brand Billboard Campaign*
- r and j group, *Health Services Brand Transit Campaign*

Not-for-Profit or Pro-bono (must have run in media)

- Cline Davis & Mann Princeton and Last Chance Ranch, *Last Chance Ranch Calendar*
- ICC, *Allergic Peanut*

BUSINESS OR TRADE ADVERTISING

Magazine: Single page

- SGW Integrated Marketing Communications, *"Snowman" Pro Disc Ad*

Magazine: Campaign (3 or more pcs.)

- Brian J. Ganton + Associates, *Sun Control Ad Campaign*
- Brian J. Ganton + Associates, *Oldcastle Glass 2008 Ad Campaign*
- Pershing LLC, *Pershing's 2007-08 Advertising Campaign*

EDITORIAL DESIGN

Magazine Format Design: Trade or consumer

- Erin Smith, *The Kean Review Issue 1, The Kean Review Issue 2*

Magazine Article: Trade or consumer

- Nina Ovrzyn, *Art of Improvisating*
- Nina Ovrzyn, *Global Warning*
- Nina Ovrzyn, *Minds Matter*
- Nina Ovrzyn, *Food, Folks, Fun*
- Nina Ovrzyn, *The Link / Minds Matter*
- Nina Ovrzyn, *The Unorthodox Behavioraust*

Cover Design: Magazine

- Carla D'Amico, *Noritake Elements Cover for Tableware Today*
- Richard A. Muller, *Image Magazine 2007 - Revolutionary Device*
- John Van Cleaf, *Rutgers Magazine, Cover Design*

Cover Design: Booklet or brochure

- Brian J. Ganton + Associates, *Construction Specialties 2008 Brochure Covers*

DESIGN

Announcements, Invitations-Business - Print only

- Pershing LLC, *Pershing's 2007 Annual Customer Conference Invitation*
- Pershing LLC, *Pershing's 2007 Senior Executive Retreats Invitation*
- Pershing LLC, *Pershing's 2007 Strategic Plans Invitation*
- Tammy Cameron, *Afternoon Tee At the Fairmont, 2100 Club Retreat*
- Viking Yachts Marketing, *Viking VIP Invitation*

Announcements, Invitations-Personal - Print Only

- Jennifer Feliciano, *Our Wedding Invitation*

Annual Report

- Hackensack University Medical Center Annual Report, *2006 Annual Report "We Believe"*
- Karen B. White, *Riverdale Country School Annual Report '06-07'*
- Roessner & Co., *Movado Group Inc.- 2007 Annual Report*
- Verge180, *Faith + Values Media Annual Report*

Book(s)

- Kathleen McNeil Working With Title Graphics, *Moonglow: The Silver Artistry of Georg Jensen*
- Michelle Farinella Design, *Cabin in the Woods*
- Michelle Farinella Design, *Letting Go*

Booklets and Brochures: 12 pages or more, 4/C or more

- Gerald D. Meccia and Allison Thomas, *SBC "Upward" and "Forward" Brochures*
- Karen B. White, *CMR Corporate Brochure "A Balanced Vision"*

Booklets and Brochures: 8 pages or less, 4/C or more

- John A. Pinsky, *ISO Risk Analyzer Brochure*
- Pershing LLC, *Pershing's Marketing Services Sub Competency Brochure*
- Roessner & Co., *BCN Telecom Booklet*

**Business Identity System:
3 or more elements**

- Pershing LLC, *Pershing Business Identity System*
- Roessner & Co., *Creative Gardens Logo & Stationery*
- Singer Design, Summit Medical Group, *Collateral for the Apogee Spa at Summit Medical Group*
- Tenaciti, *Business Kit for Jacaranda Golf Club*

Calendar

- Robert Farrar-Wagner, *The Humanities*

**Corporate Identity
Standards Manual**

- Cline Davis & Mann Princeton and Janssen Invega, *Invega Branding Guidelines*
- William Frederick, Michael Raisch, Alaina Caldwell, *The Anaheim Ducks Standards Manual*

Cover Design: Book jacket

- Michelle Farinella Design, *The Secret Language of Knitters*

Greeting or Holiday Cards

- Echo Torre Lazur, *Echo Torre Lazur Holiday Card 2007*
- Lanmark Group, *2007 Lanmark Group Holiday Card*
- Masterminds, *Holidays Just Got Sweeter-Boys & Girls Club of AC*
- Palumbo Associates, *2007 Christmas Card*
- Pershing LLC, *Pershing's 2007 Holiday Card*
- Square Melon Communications, *"Wrapping Up The Year" AOL Holiday Card*
- Tricia Broadfoot, *IPG Holiday Card*

Pocket Folder: With inserts

- Rizco Design + Communications, *'all' Press Kit*
- Ruby Window Creative Group, *Alina Locke - Hope for Generations*

Product Launch

- NYLIM Marketing, *NYLIM Institutional Ad Campaign For 130/30*

Product Re-Launch

- Lester Munoz, Astra Beck, Tatyana Kazakova, *PNY Company Wide Re-Branding*

Self-Promotion - Print

- Ensign Graphics, *Ensign Graphics 2008 Promotional Brochure*
- Torre Lazur McCann, *Torre Lazur McCann "Launch Intensity" Campaign*
- Triad Design Group, LTD, *Triad Design Group Self Promotion Brochure*

Self-Promotion - Specialty Item

- Studio 325, *Self Promotion - Wine Bottle*

Trademarks, Logos: Brand

- Masterminds, *Coast Logo - Beau Rivage Resort & Casino*

Trademarks, Logos: Corporate

- Christopher J Clarke, *J. Founds General Contractor Logo*
- Rizco Design + Communications, *Blowfish Identity*
- Shirin V. Terhune, *The Gallaher Group Logo*
- Triad Design Group, LTD, *New Jersey Business Finance Corp. Logo*
- Triad Design Group, LTD, *Paisley Plum Logo*

Trademarks, Logos: Institutional

- Anthony Palumbo, *Botox Cervical Dystonia Injection Centers*
- Barth and Co. design, *Raleigh Progressive School Logo*
- David Herrick, Faith Rothenberg and Jeff Farina, *CML Alliance Logo*
- Roessner & Co., *BioNJ Logo & Tagline*
- Tomm Scalera, *The Geraldine R. Dodge Poetry Festival Logo*

Wearables

- NYLIM Marketing, *New York Life Retirement Plan Services Ad*
- NYLIM Marketing, *NYLIM Day Exec Council E-Invite Campaign*
- Rizco Design + Communications, *Beleaf Environmental Initiative*
- Splendor Design Group, *Amfibian T-Shirt*
- Splendor Design Group, *UFDJ T-Shirt*

Miscellaneous

- Donna Bonavita, Bonavita Design, *Thank Hue Card Series*
- Tammy Cameron, *2008 Awards & Recognition Century 21 Real Estate The Gold Standard*
- Cecilia E. Hayward, *Party Rental LTD. Catalog & Sample Tools*

Direct Mail Single Piece

- Masterminds, *Once-In-A-Lifetime - Monte Carlo Resort & Casino*
- Tenaciti, *Knob Hill Golf Club Postcard*
- Karen B. White, *TNS Healthcare Double Patient Share Mailer*

Direct Mail Package: Multiple pieces

- Pershing LLC, *Pershing / Pershing Advisor Solutions Direct Mailers*

Trade Shows

- Ivan Boden, *ISO Rating Service - Display*
- Ivan Boden, *Rims Conf. ISO Booth*
- Ivan Boden, *Trade Show Booth Display*

Educational Institution

- Carbon, part of CommonHealth, *Enjovia Holiday Cards*

**Consumer Product Packaging,
Single Piece**

- Carla D'Amico, *Noritake Colorwave Collection Packaging*
- Smith Design and Sakar International, *I-Concepts Brand Identity and Package Design*

**Consumer Product Packaging,
Multiple Pieces**

- Habitat Visual Communications Inc., *Baby Genius Packaging Design*
- Michelle Farinella Design, *Artemis Woman Beauty Tools Series Packaging*

**Industrial Product Packaging,
Multiple Pieces**

- GAF Materials Corp. Creative Services Department, *GAF-Elk Accessories Packaging*

Packaging Other, Single Piece

- Smith Design and Bartons, *Exquisite Brand Identity and Package Design*
- Smith Design and DCI Cheese Co., *Il Giardino Brand Identity and Package Design*

Promotional

- Rizzo Design + Communications, *HDSA Woody Guthrie Tribute Poster*
- Ricoh Americas Corporation, Carla Cicco, *Ricoh Environmental Poster Series*

Point-of-Purchase

- Ricoh Americas Corporation, Carla Cicco, *Ricoh Environmental Poster Series*

Educational / Public Service / Non-Profit

- Steven Brower, *Thinking Creatively 4 Poster*

Variable Data as Integral Part of Printed Design, Business to Business - Packaging, campaign

- Pershing LLC, *Pershing's Sales Material Campaign*

Variable Data as Integral Part of Printed Design, Educational

- Steven Brower, Shon Chen, Janine Toro, *Thinking Creatively 4 Materials*

Miscellaneous Videos

- The Hal Lewis Group, Inc., *MDS Pharma Services "Ontime" Video*

PHOTOGRAPHY

Advertising or Promotional

- Susan E. Pedersen, Black Eyed Susan Art, *Equine and Equestrian Photography*

ILLUSTRATION

Advertising or Promotional

- Anzalone Avarella Imaging Studios, *Celestial Seasonings Bengal Spice Tiger*

Editorial or Other

- Erin Smith, *The Kean Review / Illustration - Ice Fishing*

Poster or Billboard

- J.Weber Design, *Rudy's Inflight Catering Retro Poster*

ELECTRONIC OR INTERACTIVE DESIGN

Website Design, Product / Service Promotion

- Rizzo Design + Communications, *Beleaf Website*
- Ralph D. Finaldi, *IM Dining Website, www.imdining.com*

Website Design, Educational Institutions

- Georgian Court University, *GCU Centennial Website*

Website Design, Games, Movies and Entertainment

- Results Advertising, *KellyKingSings.com*

Announcements, Invitations-Business

- NYLIM Marketing, *2007 NYLIM Golf Invite*

Digital Animation

- Torre Lazur McCann, *Harmonic FOCUS™ Device Animation*

Interactive Presentations

- Group DCA, Kim Lordan and Bill Ecay, *Travatan-Z Case Study Investigator*

Miscellaneous Nonprinted Media

- R Jay Haluko, CD, Krell Advertising, Inc., *DIA 2007 E/N VITE PharmaNet, Inc.*

PHARMACEUTICAL

Advertising - Pharmaceutical, Full Page

- Carbon, part of CommonHealth, *Doribax Launch Ad*

Advertising - Pharmaceutical Campaign

- Axiom Health Care, *Triax Aesthetics The Lumeris Line of Pyratene-6*
- Carbon, part of CommonHealth, *Doribax Campaign*
- CommonHealth, *Reckitt Benckiser-Suboxone Turn to Help Campaign*
- r and j group, *Actavis 2007 Brand Campaign*
- Torre Lazur McCann, *Harmonic Franchise Journal Ad Campaign*

Package Design

- Carbon, part of CommonHealth, *Alli Pharmacy Kit*

Kiosks

- Group DCA, Kim Jordan, *Tobradex Gameshow*

Web Site Page

- Access Communications, LLC, *Internal Web Portal*

Professional Education

- ICC, *A Practical Guide for Public Health*

Patient Information Booklets/ Newsletters

- Carbon, part of CommonHealth, *Alli Campaign*

Mixed Media Campaign

- ICC, *Big Drop Exforge Launch Campaign*
- Metaphor Inc., *Aldara - The World Within*
- Metaphor Inc., *Atopiclair*

Corporate / Trade Campaign

- CommonHealth, *"Real....." Campaign*

Patient Education

- Carbon, part of CommonHealth, *Ceftobiprole Advertorial*
- HLS, part of CommonHealth, *Preventive Management of Migraine: Case Studies*
- PACE, *ParaGard Patient Ed. DVD*

Physician Education

- Metaphor Inc., *Scientific Animation: Mechanism of Action of Imiquimod*

Miscellaneous

- Altum, Part of CommonHealth, *The Emerging Eisai Oncology Pipeline Brochure*
- Group DCA, *ePorzio: Navigating Sample Compliance*
- DazMedia, Inc., *Edoxaban Introduction*