

# THE CERTIFICATE WINNERS



## Consumer Advertising

### Newspaper: Full page

SGW Integrated Marketing  
Communications  
*Pediatric Neurosurgery Ad*

### TV Spot (:30 or more, budget \$20K to \$49K)

SGW Integrated Marketing  
Communications  
*Breast Cancer TV Spot*

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

SGW Integrated Marketing  
Communications  
*Breast Cancer Team Billboard*

## Business or Trade Advertising

### Magazine: Less than 1 page (b&w or color)

Christopher J Clarke  
*EVR - Goldfish Ad*

### Magazine: Single page (color)

J.Weber Design  
*Rudy's Inflight Catering  
2008 Retro Ad*

### Magazine: Campaign (3 to 5 pcs.)

Fiore Associates  
*Takasago Enso Advertising Campaign*

## Editorial Design

### Magazine Format Design: trade or consumer

Diane D. Terhune  
*VIVAT - Honoring Greater  
Princeton Achievers*

### Magazine Article: Trade or Consumer

Erin Smith  
*Disorderly Conduct/Kean Review*

### Variable Data as Integral Part of Printed Design

### Cover Design: Magazine

Ana Paula Rodrigues  
*Convenience Store News "Get  
Green" Cover*

## Educational

HLS, part of CommonHealth  
*Levaquin Speaker Training Invite*

### Promotional Design/Corporate Identity

### Annual Report: 4/C or more

Karen B. White  
*Riverdale Country School Annual  
Report 2007-2008*

## Book

Michelle Farinella Design  
*Old World Interiors*

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

ICC  
*PHARMASSET Round Booklet*

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

Jenk Aral  
*Lancôme Paris Boutique Holiday  
Gift Guide Brochure*

## Technical/Instructional Manual

Medco Health Solutions, Inc.  
*Employer Group Waiver Plan  
Handbook*

### Announcements, Invitations- Business

Tammy Cameron  
*2100 Club Retreat Materials-  
Chesapeake Bay*

### Announcements, Invitations- Personal

Paper Lantern Press  
*Dylan Sage's Birth Announcement*

### Greeting or Holiday Cards

Gemini Studio, Inc.  
*Kiss Campaign*

### Direct Mail Single Piece: 4/C or more

Karen B. White  
*CMR "Matters" Direct Mail Campaign*

### Business Identity System: 3 or more elements

Studio 325  
*Studio 325 Stationary*

### Trademarks, Logos: Corporate

I.M. Mack Construction Managers, Inc.  
*I.M. Mack Construction Managers,  
Inc. - Logo*

### Trademarks, Logos: brand

Millmar Paper  
*Xtreme Coated Cover Logo*

### Trademarks, Logos: institutional

Element Six Creative Group, LLC  
*Lakeland Youth Symphony Logo*

### Pocket Folder: without inserts

IPG  
*QED National Pocket Folder*

### Pocket Folder: With inserts

Laura Colon  
*Career Day Folder*

### Sales Kit/Folder

Stephanie Hoare  
*Family Magazine Media Kit 2009*

### Consumer Product Packaging, 3 or more elements

Michael Graves Design Group  
*Michael Graves Design Packaging  
for Target*

### Product Launch: total campaign

Rizco Design  
*Beleaf Kids Brand Launch*

### Poster Promotional: Single entry

Daria Kissenberth  
*Fraud Prevention Poster*

### Poster Educational/public service/non-profit

Christine Krus  
*Positive Still: Artists Respond to  
AIDS Poster*

## Calendar

Firmenich - Jaime Krayger  
*Firmenich Corporate Calendar -  
Trenz Sustainability 2009*

### Self-promotion - print

Design Source East  
*DSE Overview Brochure*

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## Self-promotion - specialty item

Studio 325  
*Studio 325 Self Promotional Fitness Guide*

## Wearables

NeuStudio  
*Fat Men Cycling Club Jersey*

## Photography/Illustration

### Photography: Advertising or promotional, single or series (3 to 5 pcs.)

Susan E. Pedersen  
*Black-Eyed Susan Art*

### Photography: poster or billboard

Merck Visual Communications  
*Putting Patients First Building Display*

### Illustration: Advertising or promotional, single or series (3 to 5 pcs.)

The Hal Lewis Group-Glenn Stevens  
*NeuroStar Launch-Campaign Illustration*

### Illustration: Editorial or other, single or series (3 to 5 pcs.)

Ana Paula Rodrigues  
*Convenience Store News "Presidential" Illustration*

## Videotape/Interface Design

### Industrial/Commercial/Educational

Torre Lazur McCann  
*Mucinex Antibiotic + Mucinex Lunch-and-Learn Video*

## Electronic Non-printed Materials

### Website - Business to Business

Nickel Fish Design  
*Peter Dorne Architects Website*

### Website - Business to Business - Service

Science First, LLC  
*Science First Website*

### Website - Business to Consumer - Product

Graphic D-Signs, Inc.  
*Big Sky*

### Website - Business to Consumer - Service

Graphic D-Signs, Inc.  
*Swan Coaching*

### Website - Educational

Nickel Fish Design  
*Global Multi-Cultural Heritage Project Portal*

### Website - Public Service/Non - Profit

Rizco Design  
*HDSA Website*

### Electronic Magazine

Ana Paula Rodrigues  
*Elevated Existence "Deepak Chopra" Cover Story*

### Electronic Web Banners (all sizes)

Tatyana Kazakova  
*HP Electronic Web Banner*

### Miscellaneous Nonprinted Media

ICC  
*Ortho Evra PC Tablet Detail*

## Pharmaceutical Advertising

### Full Page

ICC  
*Omnaris Sticks and Stays Journal Ad*

### Spread

Altum, part of CommonHealth  
*"Halt Progression Fast" Global Launch Ad*

### Multiple Pages (insert/R.O.B.)

PACE  
*Vidaza Journal Ad*

### Campaign Direct Mail - Pharmaceutical

Cline Davis & Mann Princeton and Novo Nordisk NovoSeven  
*SevenSecure Direct Mail Campaign*

### Envelope Mailer

HLS, part of CommonHealth  
*Clinique Medical meeting invite*

### Campaign Sales Promotion - Pharmaceutical

echo Torre Lazur  
*Epiduo Internal Sales Force Material*

### 2 to 4 pages (visual/sales/detail aid)

echo Torre Lazur  
*Relenza Seasonal Detail Aid*

### Brochure/Booklet Posters/Displays/Special Projects Trade Shows - Pharmaceutical

Cline Davis & Mann Princeton and Janssen  
*Janssen Corporate Brochure*

## Professional Education

BRIOMed  
*AHS-Chronic Migraine Campaign*

## Monographs

Science First, LLC  
*Desirudin Monograph, Canyon Pharmaceuticals, Inc.*

## Mixed Media Campaign

EvoLogue, part of CommonHealth  
*Novartis Vaccines Influenza Awareness*

## Single Spot Commercial (any budget)

Torre Lazur McCann  
*Mucinex Dr's Office "I hate studies" Commercial*

## Campaign Educational - Pharmaceutical

Rienzi & Rienzi Communications  
*Care Pharmacy Award*

## Miscellaneous - Pharmaceutical

### Pharmaceutical Miscellaneous

The Hal Lewis Group - Glenn Stevens, Dawn Geraghty  
*Gamefaces Enrollment Video*