





THE 2004 PITTSBURGH ADVERTISING AWARDS
HIGHLY REFINED CREATIVE

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MESSAGE FROM THE PRESIDENT

To borrow an old Fallon line, welcome to an evening of “whining and dining”. I've always enjoyed that line because as we recognize our community's creative product, we recognize that by it's very nature, an award show is going to be a competitive and subjective process open to lots of interpretation. To me, it's one of the many charms of these shows and this business.

Are award shows important? Obviously, I believe the answer is, “yes.” They're a way of benchmarking how you're perceived as an individual, an agency and a brand on local and national levels. And, if your creative ability is recognized as superior, they're a form of new business that can get you on short lists with clients and consultants.

This in turn will help us attain what we all desire here in Pittsburgh - more opportunities. One of the primary ways - if not the primary way - to accomplish that is through the quality of creativity. (See Minneapolis, Miami, Richmond and Portland as examples.) The proof of great creative is in the product, and tonight's show begins to measure that proof.

The Pittsburgh Ad Fed has introduced a new themeline - “Get Fed” - with the idea that events and programs like this evening will stimulate and nourish creativity in the region. And not just in creative departments. Everyone that works in this business needs to be considered part of the creative team. They should be interested in and contributing to the creative product. As the agencies, vendors, clients and individuals that make up the business in this city start to “Get Fed”, the work we produce here in Pittsburgh will garner greater attention and more business opportunities for everyone.

Have a great evening.

Brian Bronaugh
President
Pittsburgh Ad Fed

JUDGES



VINCE BEGGIN

After 20 years of writing ads for everything from dairy products to airplane lavatories, Vince is a deadly adversary in Trivial Pursuit. He worked in Seattle for eight years on trade, financial and health insurance accounts as well as clients such as the Morning News Tribune, the Seattle Mariners, Dairy Farmers of Washington and Seafirst Bank. In 1992, Vince moved to Minneapolis and continued to gather eclectic experience, creating campaigns for Carter's children's clothes, Healthy Choice meals, Ciatti's Italian Restaurants and Toro Lawn products.

At Martin/Williams he's produced memorable print, television and radio for clients ranging from Target and U.S. Bank to 3M and

Polaris. He currently supervises creative development for Gold'n Plump Chicken, Donato's Pizza and Syngenta Agri-Chemicals. His work has been featured in magazines such as Communication Arts and Archive, and honored by many of the country's leading award shows, including The One Show, Mercury's and New York Art Director's Show.

He currently wields his vast compendium of useless knowledge on his wife and two kids, none of whom are impressed that he knows the exact weight of Daniel Webster's brain or the year Great Britain was last successfully invaded.



GARY BAHL

I've been at GSD&M for the last eight years. I spend most of my time working on Brinker International's On The Border Mexican Grill and Cantina and Corner Bakery Café accounts. I've also worked on the Fannie Mae and Fannie Mae Foundation accounts while at GSD&M.

Pittsburgh is my hometown and I loved growing up there. I started my advertising career at Ketchum Advertising in Pittsburgh and Washington, D.C. before moving to New York City. While at Foote Cone and Belding/NY, I worked on several divisions of AT&T Corporation, the Bermuda Department of Tourism account, and the

new products division of Block Drug Company. Before joining GSD&M, I started my own marketing communications firm in Washington, D.C.

A desire to live in Austin and to work for GSD&M lead me to Texas and a great place that I now call home.



KEVIN O'NEILL

Until recently, Kevin was the President and Chief Creative Officer of Warwick Baker O'Neill, a \$160 million advertising agency.

During his six-year tenure, he transformed the agency's reel, revenues and reputation by attracting clients in dynamic, contemporary categories, including technology, apparel, automotive, finance and consumer electronics. He managed this transformation while sustaining the agency's historic success with some of the world's most rigorous packaged-goods marketers. At WBO'N, he created enduring, effective campaigns for some of America's leading brands: Fruit of the Loom, French's Mustard, Lexmark, Panasonic, Knorr, Copenhagen and Parade.

From 1991 through 1995, Kevin was the Chief Creative Officer of Lintas:NY, then Executive Creative Director of Ammirati/Puris:Lintas. He was the senior creative executive in the flagship office of a world-wide system, managed a 100-person department, and was the driving force behind world-wide implementation of advertising campaigns. He

was central to agency general management, agency positioning and new business development. He was responsible for distinguished, award-winning work on Hanes, Bacardi, Johnson & Johnson, Lego, Lysol and Lipton.

From 1987 to 1991, Kevin was a founding partner and Chief Creative Officer of Lord Einstein O'Neill. Under his leadership, the agency started up established a remarkable new business record, including AT&T, Saab, Sandoz, Kidder Peabody and The Perrier Group of America. Kevin had previously been the Creative Chief of Lord Geller Federico Einstein, an agency he joined fresh out of college as a copywriter. Named Creative Director, the first non-founder to hold the title, he created award-winning work for some of the world's premium brands: IBM, The New Yorker, Steinway, Bass, and Anne Klein II.

Kevin is a graduate of Princeton University and an award-winning fiction writer. He and his wife, Barre, live in Pound Ridge, NY with their two daughters.



PAUL COTTER

Prior to joining LGA in Charlotte, Paul was a creative director for leading agencies in Buffalo and was a senior copywriter for Dymun Nelson + Company in Pittsburgh.

His awards for creative excellence include Best of Show in the National Obie Awards for outdoor advertising; a Gold World Medal and Grand Award at the New York International Film and Video Festival; and a bronze medal at the London International Advertising Awards. His work has also been featured in Print Casebooks "Best in Advertising."



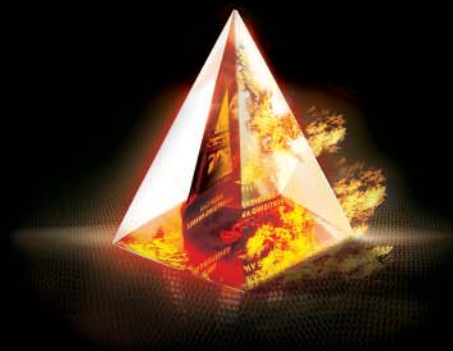
ROB SCHAPIRO

Rob joined the Martin Agency in 1997. Before a stint as a creative director at Ketchum in Pittsburgh*, he spent ten years in Richmond as a writer at Ford & Westbrook and as a creative director at Earle Palmer Brown. Rob began his career in Dallas and spent seven years at The Richards Group as a writer and creative director.

His work has been internationally recognized by The One Show, Communication Arts, British Design & Art Direction, Cannes and the Kelly Awards. He has taught copywriting at Southern Methodist University and Virginia Commonwealth University.

* Rob's year and a half in Pittsburgh was unequivocally the best year and a half of his life.

AND THE WINNER IS ...



SALES PROMOTION

PRODUCT OR SERVICE SALES PRESENTATION - MENU



ADVERTISER

Mad Mex

TITLE

Mad Mex Menu

AGENCY/SUBMITTED BY:

Wall-to-Wall Studios

DESIGNER/CREATIVE

DIRECTOR/WRITER

James Nesbitt

CREATIVE DIRECTOR/WRITER

Bernard Uy

DESIGNER

Lisa Vitalbo

WRITER

Terry McClusky

POINT-OF-PURCHASE - TRADE SHOW EXHIBIT

ADVERTISER

Cub Cadet

TITLE

Cub Cadet Trade Show

AGENCY/SUBMITTED BY:

Blattner Brunner

GROUP CREATIVE DIRECTOR,

COPYWRITER

Dave Kwasnick

GROUP CREATIVE DIRECTOR,

ART DIRECTOR

Jay Giesen

RETOUCHER

Dave @ Barry's

ACCOUNT SERVICES

Niki Weber

PRODUCTION ARTIST

Kathy Chase

PRODUCTION

Linda Twining



SALES PROMOTION

POINT-OF-PURCHASE - TRADE SHOW EXHIBIT



ADVERTISER

Vinterus

TITLE

Wet Dog

AGENCY/SUBMITTED BY:

Smith Brothers Advertising

CO-CREATIVE DIRECTORS

Bronson Smith, Lindsey Smith

ART DIRECTOR

Eliza Humphrey

WRITER

Cathy Bowen

ACCOUNT EXECUTIVE

Cliff Rankin

PRINT PRODUCTION MANAGER

Greg Hope

ILLUSTRATOR

John Hinderliter

AUDIO/VISUAL - SALES PRESENTATION



ADVERTISER

Historical Society of Western
Pennsylvania

TITLE

Sports Overture

AGENCY/SUBMITTED BY:

New Perspective

DIRECTOR/DP/PRODUCER

Mark Fallone

EDITOR/PRODUCER

Thad Christian

WRITER/EXECUTIVE PRODUCER

Rick Malis

PRODUCER

Anne Madaraz

AUDIO POST PRODUCTION

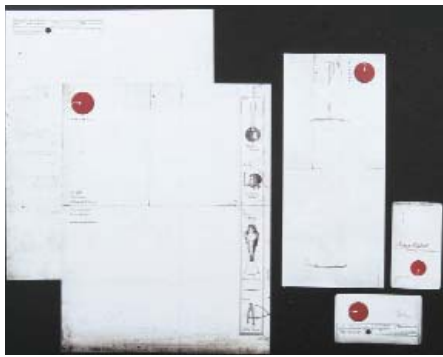
Mike Rajokovic

ORIGINAL MUSIC SCORE

Michael Bross

COLLATERAL MATERIAL

STATIONERY PACKAGE - FLAT PRINTED



ADVERTISER

Animal

TITLE

Animal - Stationery

AGENCY/SUBMITTED BY:

Giant Ideas

CREATIVE DIRECTOR

Bryan Ward

SR. ART DIRECTOR

Marc LaGamba

ANNUAL REPORT - FOUR-COLOR



ADVERTISER

Boy Scouts of America Greater Pittsburgh Council

TITLE

2003 Boy Scouts Annual Report

AGENCY/SUBMITTED BY:

Brady Communications

ACCOUNT MANAGER

Lauren Cefalo

CREATIVE DIRECTOR

Jim Bolander

SENIOR DESIGNER

Adriana Jacoud

DESIGNER

Todd Bronson

PRODUCTION ARTIST

Jane DiBucci

PRINT PROCUREMENT

Barb Schneider

BROCHURE - FOUR-COLOR



ADVERTISER

Nemacolin Woodlands

TITLE

Falling Rock Brochure

AGENCY/SUBMITTED BY:

Blattner Brunner

ART DIRECTOR

Steve Farrar

COPYWRITER

Ray Pekich

PRODUCTION

Linda Twining, Kathy Chase

RETOUCHING

Dave @ Barry's

PHOTOGRAPHER

Tom Gigliotti

PRINTER

Broudy

COLLATERAL MATERIAL

BROCHURE - CAMPAIGN



ADVERTISER

Point Park University

TITLE

Point Park University Brochures

AGENCY/SUBMITTED BY:

Mullen

ASSOC. CREATIVE DIRECTOR

Kiera Alderette

ASSOCIATE CREATIVE

DIRECTOR/WRITER

Todd Lepley

SENIOR VICE PRESIDENT/CREATIVE

DIRECTOR

Brian Bronaugh

ACCOUNT DIRECTOR

Eileen Schnorr

PRINT PRODUCTION MANAGER

Mike Pschirer

SENIOR TRAFFIC MANAGER

Scott Taggart

PRINT PRODUCTION

MANAGER/POINT PARK UNIVERSITY

Sean Joyce

PHOTOGRAPHER

Frank Walsh

PUBLICATION DESIGN - EDITORIAL DESIGN



ADVERTISER

The Institute for Shipboard Education

TITLE

Changing Perspective

AGENCY/SUBMITTED BY:

Wall-to-Wall Studios

DESIGNERS

Larkin Werner, Sarah Lamont

CREATIVE DIRECTOR

Bernard Uy

PRODUCTION

Jason Seeley



PUBLICATION DESIGN - EDITORIAL DESIGN



ADVERTISER

CITY Magazine

TITLE

CITY Magazine Scentsless

AGENCY/SUBMITTED BY:

Brady Communications

CREATIVE DIRECTOR

Fabrice Frere

ART DIRECTOR

Adriana Jacoud



COLLATERAL MATERIAL

PUBLICATION DESIGN - DESIGN

ADVERTISER
CITY Magazine

TITLE
CITY Magazine Gift Guidelines

AGENCY/SUBMITTED BY:
Brady Communications

CREATIVE DIRECTOR
Fabrice Frere

ART DIRECTOR
Adriana Jacoud

DESIGNERS
Todd Bronson, Jim Bolander



PUBLICATION DESIGN - SERIES

ADVERTISER
CITY Magazine

TITLE
CITY Magazine

AGENCY/SUBMITTED BY:
Brady Communications

CREATIVE DIRECTOR
Fabrice Frere

ART DIRECTOR
Adriana Jacoud

DESIGNERS
Todd Bronson, Jim Bolander



POSTER - SINGLE

ADVERTISER
Zippo

TITLE
Bookcase

AGENCY/SUBMITTED BY:
Blattner Brunner

CREATIVE DIRECTOR
Dave Vissat

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

VP, GROUP CREATIVE DIRECTOR
Jay Giesen

SENIOR VP, DIRECTOR OF CLIENT SERVICES
Mary Kay Modaffari

SENIOR ACCOUNT EXECUTIVE
Denee Hayes

TRAFFIC PRODUCTION MANAGER
Kim Tarasi

PRINT PRODUCTION SUPERVISOR
Linda Twining

RETOUCHER
Dwight Pritchett

PHOTOGRAPHER
Tom Cwenaar

PRINTER
Venture Graphics



COLLATERAL MATERIAL

POSTER - SINGLE



ADVERTISER
GNC

TITLE
GNC Pumping Iron Open Poster

AGENCY/SUBMITTED BY:
Blattner Brunner

CREATIVE DIRECTOR
Keith Martin

DESIGNER
Shawn Roberts

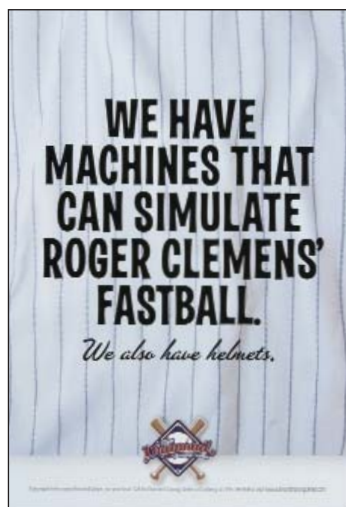
WRITER
Maria Tarquinio

PHOTOGRAPHER
Jay Verno

PRINTER
Filmet



POSTER - SINGLE



ADVERTISER
Diamond Training Center

TITLE
Fastball

AGENCY/SUBMITTED BY:
Garrison Hughes

ART DIRECTOR
Dave Hughes

COPYWRITER
Bill Garrison

PHOTOGRAPHER
Bill Dutkovic

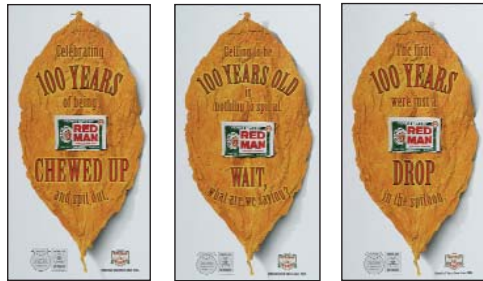
RETOUCHER
Dave @ Barry's

ENGRAVER
DCI

PRINTER
Banksville Express

COLLATERAL MATERIAL

POSTER - CAMPAIGN

**ADVERTISER**

Red Man

TITLE

Red Man Campaign

AGENCY/SUBMITTED BY:

Blattner Brunner

VP GROUP CREATIVE DIRECTOR

Jay Giesen

ASSOCIATE CREATIVE DIRECTOR

Andy McKenna

PRINT PRODUCTION SUPERVISOR

Ray Schmitt

VP CLIENT SERVICES

John Gatesman

ART DIRECTOR

Corinne Stenander

PHOTOGRAPHER

Tom Gigliotti

RETOUCHER

Dave @ Barry's

TRAFFIC AND PRODUCTION

MANAGER

Kim Tarasi

PRINTER

Filmet

MANAGER OF PRODUCTION &

DESIGN

Dan Lyons

SPECIAL EVENT MATERIAL - INVITATION

ADVERTISER

READ! 365

TITLE

READ! 365 Launch Event: "Golden Book" Media Invitation

AGENCY/SUBMITTED BY:

Desbrow & Associates

SR. ART DIRECTOR

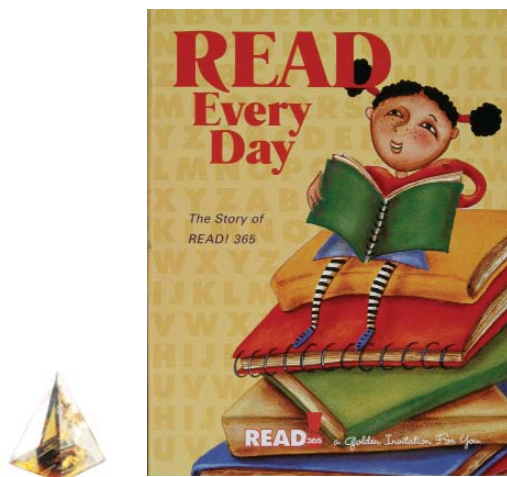
Kimberly S. Miller

GRAPHIC DESIGNERS

Jason H. Korey, Gabrielle E. Lane

VP, COMMUNICATIONS

Margaret Ransom



DIRECT MARKETING

BUSINESS-TO-BUSINESS SINGLE - FLAT



ADVERTISER
Vinterus

TITLE
Wet Dog

AGENCY/SUBMITTED BY:
Smith Brothers Advertising

CO-CREATIVE DIRECTORS
Bronson Smith, Lindsey Smith

ART DIRECTOR
Eliza Humphrey

WRITER
Cathy Bowen

ACCOUNT EXECUTIVE
Cliff Rankin

PRINT PRODUCTION MANAGER
Greg Hope

ILLUSTRATOR
John Hinderliter

PRINTER
Champ Printing

THREE DIMENSIONAL BUSINESS-TO-BUSINESS - SINGLE - 3-D



ADVERTISER
Swedish Match

TITLE
Big Cig

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

ART DIRECTOR
Corrine Stenander

DIRECTOR
Kristy Reed

ASST. ACCOUNT EXECUTIVE
Lindsey Braem

PRINT PRODUCTION SUPERVISOR
Linda Twining

ACCOUNT EXECUTIVE DIRECT MARKETING
Margaret Dudek

TRAFFIC AND PRODUCTION MANAGER
Kim Tarasi

PHOTOGRAPHER
Frank Walsh

RETOUCHER
Dave @ Barry's

PROOFREADER
Carol Pickering

PRINTER
Paradise Packaging

CONSUMER, CAMPAIGN - FLAT



ADVERTISER
Point Park University

TITLE
Point Park University Mixed Campaign/Postcards, Posters

AGENCY SUBMITTED BY:
Mullen

ASSOCIATE CREATIVE DIRECTOR
Kiera Alderette

ASSOCIATE CREATIVE DIRECTOR/WRITER
Todd Lepley

SENIOR VICE PRESIDENT/CREATIVE DIRECTOR
Brian Bronaugh

ACCOUNT DIRECTOR
Eileen Schnorr

PRINT PRODUCTION MANAGER
Mike Pschirer

SENIOR MULTIMEDIA DESIGNER
Tom Walker

SENIOR TRAFFIC MANAGER
Scott Taggart

PRINT PRODUCTION MANAGER/POINT PARK UNIVERSITY
Sean Joyce

PHOTOGRAPHER
Frank Walsh

OUT-OF-HOME



OUTDOOR BOARD - FLAT

ADVERTISER
Atria's

TITLE
Catching Up

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

PRINT PRODUCTION SUPERVISOR
Ray Schmitt

ACCOUNT SUPERVISOR
Lindsay Merritt

PHOTOGRAPHER
Tom Gigliotti

RETOUCHER
Dave @ Barry's

TRAFFIC PRODUCTION MANAGER
Kim Tarasi

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

PRINTER
Kramer Graphics



OUTDOOR BOARD - FLAT

ADVERTISER
Atria's

TITLE
Sitter

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

PRINT PRODUCTION SUPERVISOR
Ray Schmitt

ACCOUNT SUPERVISOR
Lindsay Merritt

PHOTOGRAPHER
Tom Gigliotti

RETOUCHER
Dave @ Barry's

TRAFFIC PRODUCTION MANAGER
Kim Tarasi

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

PRINTER
Kramer Graphics



OUTDOOR BOARD - FLAT

ADVERTISER
Consol Energy

TITLE
Honest

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

DIRECTOR OF INTERACTIVE CLIENT SERVICES
Ken Johns

PRINT PRODUCTION SUPERVISOR
Ray Schmitt

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

RETOUCHER
Dave @ Barry's

TRAFFIC PRODUCTION MANAGER
Kim Tarasi

PHOTOGRAPHER
Frank Walsh

PRINTER
Kramer Graphics

OUT-OF-HOME

OUTDOOR BOARD - FLAT



ADVERTISER
Atria's

TITLE
Dive

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

PRINT PRODUCTION SUPERVISOR
RAY SCHMITT

ACCOUNT SUPERVISOR
Lindsay Merritt

PHOTOGRAPHER
Tom Gigliotti

RETOUCHER
Dave @ Barry's

TRAFFIC PRODUCTION MANAGER
Kim Tarasi

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

PRINTER
Kramer Graphics

MASS TRANSIT - EXTERIOR



ADVERTISER
WDOUQ 90.5FM

TITLE
WDOUQ Apple Bus Board

AGENCY/SUBMITTED BY:
Fitting Group

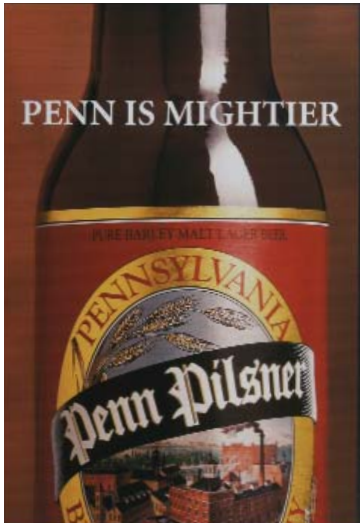
CREATIVE DIRECTOR
Lynn Weatherly

ART DIRECTOR
Heidi Habel

COPY WRITER
Lynn Epstein

ACCOUNT SERVICES
Jeff Fitting

MASS TRANSIT - SHELTER



ADVERTISER
Penn Brewery

TITLE
Penn is Mightier

AGENCY/SUBMITTED BY:
Elisco Advertising

CREATIVE DIRECTOR
Ben Elisco

WRITER
Terry McClusky

ART DIRECTOR
Emily Steinmetz

PHOTOGRAPHER
David Cooper

OUT-OF-HOME



OUT-OF-HOME - CAMPAIGN

ADVERTISER
Pittsburgh Brewing Company

TITLE
Local Politics

AGENCY/SUBMITTED BY:
Smith Brothers Advertising

CO-CREATIVE DIRECTORS
Bronson Smith, Lindsey Smith

ART DIRECTOR
Craig Seder

WRITER
Lindsey Smith

ACCOUNT MANAGER
Cliff Rankin

PRINTER
Lamar Outdoor

OUT-OF-HOME - CAMPAIGN

ADVERTISER
Atria's

TITLE
Atria's Campaign

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

PRINT PRODUCTION SUPERVISOR
Ray Schmitt

ACCOUNT SUPERVISOR
Lindsay Merritt

PHOTOGRAPHER
Tom Gigliotti

RETOUCHER
Dave @ Barry's

TRAFFIC PRODUCTION MANAGER
Kim Tarasi

MANAGER OF PRODUCTION & DESIGN
Dan Lyons

PRINTER
Kramer Graphics

OUT-OF-HOME

OUT-OF-HOME - CAMPAIGN



ADVERTISER
Consol Energy

TITLE
Scouting Classic Campaign

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

DIRECTOR OF INTERACTIVE CLIENT SERVICES
Ken Johns

PRINT PRODUCTION SUPERVISOR
Ray Schmitt

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

RETOUCHER
Dave @ Barry's

TRAFFIC AND PRODUCTION MANAGER
Kim Tarasi

PHOTOGRAPHER
Frank Walsh

PRINTER
Kramer Graphics

OUT-OF-HOME - CAMPAIGN



ADVERTISER
Shop'n Save

TITLE
Olive, Candy, Fish

AGENCY/SUBMITTED BY:
Ten United

CHIEF CREATIVE OFFICER
Lance Mald

CREATIVE DIRECTOR
Steve Smith

ART DIRECTOR
Frank Palmer

WRITER
Sandy Stewart

PRODUCTION ARTIST/RETOUCHER
Arron Ingold

PRINT PRODUCTION
Jeff Smith

PHOTOGRAPHY
Tom Cwenaar

CONSUMER MAGAZINE



FULL PAGE - FOUR-COLOR

ADVERTISER
Mohawk Flooring

TITLE
"Ciao Bella"

AGENCY/SUBMITTED BY:
MARC USA

EXECUTIVE VP/CHIEF CREATIVE OFFICER
Ed Fine

SENIOR VP/EXECUTIVE CREATIVE DIRECTOR
Tony Jaffe

VP/SENIOR CREATIVE DIRECTORS
Laurie Habeeb, Ron Sullivan

VP/GROUP ACCOUNT DIRECTOR
Deirdre Egan

ACCOUNT SUPERVISOR
Lydia Blank

PHOTOGRAPHER
Ron Crofoot



FULL PAGE - FOUR-COLOR

ADVERTISER
Zippo

TITLE
Charcoal

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

SENIOR COPYWRITER
Ray Pekich

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

PRINT PRODUCTION SUPERVISOR
Linda Twining

SR. VP, DIRECTOR OF CLIENT SERVICES
Mary Kay Modaffari

SR. ACCOUNT EXECUTIVE
Denee Hayes

ASSISTANT ACCOUNT EXECUTIVE
Amy Bloom

TRAFFIC PRODUCTION MANAGER
Kim Tarasi

RETOUCHING
Dave @ Barry's

ENGRAVER
DCI



FULL PAGE - FOUR-COLOR

ADVERTISER
Zippo

TITLE
Mother

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

SENIOR COPYWRITER
Ray Pekich

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

PRINT PRODUCTION SUPERVISOR
Linda Twining

SR. VP, DIRECTOR OF CLIENT SERVICES
Mary Kay Modaffari

SR. ACCOUNT EXECUTIVE
Denee Hayes

ASSISTANT ACCOUNT EXECUTIVE
Amy Bloom

TRAFFIC PRODUCTION MANAGER
Kim Tarasi

RETOUCHING
Dave @ Barry's

ENGRAVER
DCI

CONSUMER MAGAZINE

FULL PAGE - FOUR-COLOR



ADVERTISER

Zippo

TITLE

Rare

AGENCY/SUBMITTED BY:

Blattner Brunner

VP GROUP CREATIVE DIRECTOR

Jay Giesen

ASSOCIATE CREATIVE DIRECTOR

Andy McKenna

SENIOR COPYWRITER

Ray Pekich

MANAGER OF PRODUCTION AND DESIGN

Dan Lyons

PRINT PRODUCTION SUPERVISOR

Linda Twining

SR. VP, DIRECTOR OF CLIENT SERVICES

Mary Kay Modaffari

SR. ACCOUNT EXECUTIVE

Denee Hayes

ASSISTANT ACCOUNT EXECUTIVE

Amy Bloom

TRAFFIC PRODUCTION MANAGER

Kim Tarasi

RETOUCHING

Dave @ Barry's

ENGRAVER

DCI

FULL PAGE - FOUR-COLOR



ADVERTISER

Manpower

TITLE

Manpower/conference room

AGENCY/SUBMITTED BY:

Mullen

ASSOCIATE CREATIVE DIRECTOR

Tammy Uy

VP/ASSOCIATE CREATIVE DIRECTOR/WRITER

Mike Hoff

SENIOR VICE PRESIDENT/CREATIVE DIRECTOR

Brian Bronaugh

PRINT PRODUCTION MANAGER

Mike Pschirer

MANAGEMENT SUPERVISOR/INTERACTIVE

Dan Gbur

SENIOR TRAFFIC MANAGER

Scott Taggart

ENGRAVER

DCI

CAMPAIGN - FOUR-COLOR



ADVERTISER

Mohawk Flooring

TITLE

"Mohawk Print Campaign"

AGENCY/SUBMITTED BY:

MARC USA

EXECUTIVE VP/CHIEF CREATIVE OFFICER

Ed Fine

SENIOR VP/EXECUTIVE CREATIVE DIRECTOR

Tony Jaffe

VP/SENIOR CREATIVE DIRECTORS

Laurie Habeeb, Ron Sullivan

VP/GROUP ACCOUNT DIRECTOR

Deirdre Egan

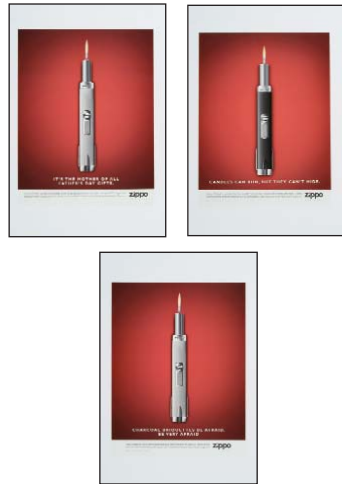
ACCOUNT SUPERVISOR

Lydia Blank

PHOTOGRAPHER

Ron Crofoot

CONSUMER MAGAZINE



CAMPAIGN - FOUR-COLOR

ADVERTISER

Zippo

TITLE

MPL Zippo Campaign

AGENCY/SUBMITTED BY:

Blattner Brunner

VP GROUP CREATIVE DIRECTOR

Jay Giesen

ASSOCIATE CREATIVE DIRECTOR

Andy McKenna

SENIOR COPYWRITER

Ray Pekich

MANAGER OF PRODUCTION AND DESIGN

Dan Lyons

PRINT PRODUCTION SUPERVISOR

Linda Twining

SR. VP, DIRECTOR OF CLIENT SERVICES

Mary Kay Modaffari

SR. ACCOUNT EXECUTIVE

Denee Hayes

ASSISTANT ACCOUNT EXECUTIVE

Amy Bloom

TRAFFIC PRODUCTION MANAGER

Kim Tarasi

RETOUCHING

Dave @ Barry's

ENGRAVER

DC



CAMPAIGN - FOUR-COLOR

ADVERTISER

Swedish Match

TITLE

Wolfman Campaign - Wings & Nascar

AGENCY/SUBMITTED BY:

Blattner Brunner

VP CREATIVE DIRECTOR

Dave Vissat

ASSOCIATE CREATIVE DIRECTOR

Andy McKenna

SENIOR COPYWRITER

Ray Pekich

WRITER

Cathy Bowen

VP ACCOUNT SERVICES

John Gatesman

TRAFFIC AND PRODUCTION MANAGER

Kim Tarasi

ART DIRECTOR

Corinne Stenander

PRINT PRODUCTION SUPERVISOR

Ray Schmitt

PHOTOGRAPHER

Tom Cwenar

RETOUCHER

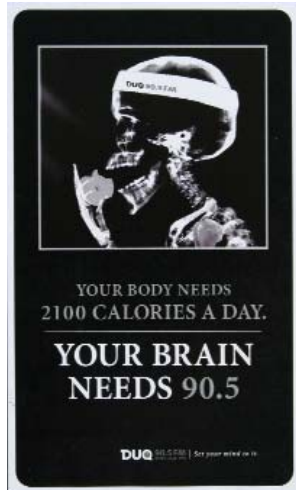
Dwight Pritchett

ENGRAVER

DCI

NEWSPAPER

FRACTIONAL PAGE - BLACK & WHITE



ADVERTISER
WUOQ 90.5FM

TITLE
WUOQ Apple Print Ad - B&W

AGENCY/SUBMITTED BY:
Fitting Group

CREATIVE DIRECTOR
Lynn Weatherly

ART DIRECTOR
Heidi Habel

PRODUCTION
Michael Henry

COPY WRITER
Lynn Epstein

ACCOUNT SERVICES
Jeff Fitting

FRACTIONAL PAGE - BLACK & WHITE



ADVERTISER
United Jewish Federation

TITLE
The Torah

AGENCY/SUBMITTED BY:
Mullen

ASSOCIATE CREATIVE DIRECTOR
Kiera alderette

ASSOCIATE CREATIVE DIRECTOR/WRITER
Ilona Segedy

SENIOR VICE PRESIDENT/CREATIVE DIRECTOR
Brian Bronaugh

PRINT PRODUCTION MANAGER
Mike Pschirer

ACCOUNT DIRECTOR
Dave Carlson

SENIOR TRAFFIC MANAGER
Scott Taggart

ENGRAVER
DCI

PHOTOGRAPHER
Karen Meyers

INTERACTIVE MEDIA

WEB SITES, BUSINESS TO BUSINESS - FLASH-BASED



ADVERTISER
AARP

TITLE
AARP Voices of Civil Rights Timeline

AGENCY/SUBMITTED BY:
Ripple Effects Interactive

CREATIVE DIRECTOR
Brian Moore

SENIOR DESIGNER
Aimee Sanford

SENIOR MULTIMEDIA DESIGNER
Josh Nespodzany

WEB SITES, BUSINESS TO BUSINESS - HTML/OTHER



ADVERTISER
AARP

TITLE
AARP Voices of Civil Rights Web Site

AGENCY/SUBMITTED BY:
Ripple Effects Interactive

CREATIVE DIRECTOR
Brian Moore

SENIOR DESIGNER
Aimee Sanford

SENIOR MULTIMEDIA DESIGNER
Josh Nespodzany

COPYWRITER
Sarah Tuthill

WEB SITES, CONSUMER - FLASH-BASED



ADVERTISER
Tom Savini's Chill Factor Movie

TITLE
The Chill Factor Web Site

AGENCY/SUBMITTED BY:
New Perspective

GRAPHIC DESIGN/FLASH DEVELOPMENT
Wayne Lincoln

HTML/FLASH DEVELOPMENT, DIGITAL ENCODING
Ben Pritchard

ECOMMERCE DEVELOPMENT
Tanya St. Esprit

PROJECT MANAGER, ID
Steve Smith

INTERACTIVE MEDIA

WEB SITES, CONSUMER - HTML/OTHER



ADVERTISER
Pittsburgh Children's Museum

TITLE
Children's Museum Web Site

AGENCY/SUBMITTED BY:
Wall-to-Wall Studios

DESIGNERS/PROGRAMMERS
Don Charlton, Sarah Lamont

CREATIVE DIRECTORS
James Nesbitt, Bernard Uy

PROGRAMMERS
Jason Seeley, Chris Thomas

PROJECT MANAGER
Christy Kohser

WEB SITES, CONSUMER - HTML/OTHER



ADVERTISER
Pennsylvania Tourism Office

INTERFACE PROGRAMMER
David Kir

TITLE
VisitPA.com - Spring/Summer Version

PRODUCER
Diane Walter

AGENCY/SUBMITTED BY:
Ripple Effects Interactive

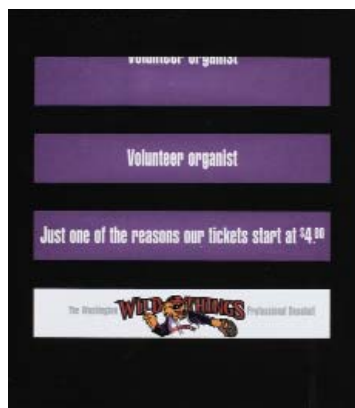
CREATIVE DIRECTOR
Brian Moore

SENIOR MULTIMEDIA DESIGNER
Josh Nespodzany

MULTIMEDIA DESIGNER
Philip Benner

COPYWRITER
Gil Gillman

ONLINE - BANNERS



ADVERTISER
Washington Wild Things
Baseball Team

TITLE
Bad Organ

AGENCY/SUBMITTED BY:
Garrison Hughes

ART DIRECTOR
Dave Hughes

COPYWRITER
Bill Garrison

INTERACTIVE DESIGNER
CommerceConnect

MUSIC
North Coast Studios

INTERACTIVE MEDIA

ONLINE - MINI SITES



ADVERTISER
Meadwestvaco

TITLE
"Mead-Five Star Yes.com"

AGENCY/SUBMITTED BY:
MARC USA

EXECUTIVE VP/CHIEF CREATIVE OFFICER
Ed Fine

GRAPHIC DESIGNER
Dana Boulden

COPYWRITERS
Marty Chabala, Jason Fotter

INTERACTIVE PRODUCER
Vanessa Capozzi

VP/DIRECTOR OF PROMOTION SERVICES

Susan Golightly

PROJECT MANAGER

Alisa James

RETOUCHING

Dave @ Barry's

PROGRAMING

Jay Del Greco

ONLINE - MINI SITES



ADVERTISER

Saint Vincent College

TITLE

Get Into It

AGENCY/SUBMITTED BY:
Wall-to-Wall Studios

DESIGNER/PROGRAMMER
Sarah Lamont

CREATIVE DIRECTORS
James Nesbitt, Bernard Uy

PHOTOGRAPHERS
Jim Judkis, Peter Popivchak

RADIO

[LULLABY MUSIC UP]

DAD: My daughter was my sweetheart. Daddy's little girl. I remember when I'd come home from work and see her running up the driveway towards me. She'd squeal my name, "Daddy! Daddy!" Then she'd lower her shoulder and knock me right off my feet. I admit I was a little stunned, but when my head cleared, she'd be right there, cute as a button, standing over me pointing. And then she'd say in that sweet little voice, "You're gonna have to take that (bleep) somewhere else." What a firecracker she was. Now she's all grown up, a young lady. She plays outside linebacker for the Pittsburgh Passion Women's Professional Football Team. Last game, she popped the helmet off the split end. Bam. She looked over at me, smiled. I winked. Her mom and I are so proud. Sore, but proud.

ANNCR: Pittsburgh Passion Women's Professional Football.
For tickets, call 724-452-9395.



LOCAL - :60 OR MORE

ADVERTISER

Pittsburgh Passion Women's Professional Football Team

TITLE

Daddy's Little Girl

AGENCY/SUBMITTED BY:

Garrison Hughes

COPYWRITER

Bill Garrison

ART DIRECTOR

Dave Hughes

AUDIO PRODUCTION

PMI

ANNCR: The following conversation is real. It took place on November 3, 2003 between an OnTap Advisor and a customer.

SFX: *a taped phone conversation*

ADVISOR: OnTap.

PARTIER: Something's horribly wrong with our tailgate.

ADVISOR: Ok, stay calm.

PARTIER: No one's talking - aw man, the grill just went out!

ADVISOR: Do you have a cooler, Sir?

PARTIER: Yes.

ADVISOR: Is there anything in it?

PARTIER: Uhh, no. Please help us!

ANNCR: In an emergency, a live operator can quickly contact emergency personal and direct them to your exact location.

SFX: *back to the taped phone conversation*

ADVISOR: Mr. Madison?

PARTIER: ...Yeah, I'm here.

ADVISOR: Mr. Madison, I've got the local beer distributor on the line and I'm patching him through now.

BEER GUY: Sir, this is Al from Bob's Beer Galaxy. I've got a truck full of Iron City and IC Light on its way. Just sit tight.

PARTIER: Oh thank God!

ADVISOR: Mr. Madison, would you like me to stay on the line until the beer arrives?

PARTIER: Would you?

ANNCR: A tailgate without beer can be a scary experience. Fortunately, we're here for you. Iron City and IC Light. Bring it.



REGIONAL / NATIONAL - :60 OR MORE

ADVERTISER

Pittsburgh Brewing Company

TITLE

Tailgate

AGENCY/SUBMITTED BY:

Smith Brothers Advertising

CO-CREATIVE DIRECTOR

Lindsey Smith

WRITER

Chuck Barkey

ACCOUNT MANAGER

Cliff Rankin

AUDIO PRODUCTION

Big Science

ANNCR: The following conversation is real. It took place on April 17, 2004 between an OnTap Advisor and a customer.

SFX: *a taped phone conversation*

ADVISOR: OnTap.

GIRL: Hi, my friends and I are camping, you know, in the woods? *And I can't believe I did this.*

ADVISOR: It's ok.

GIRL: I locked my Iron City in the cooler.

ADVISOR: Did you bring a spare case of IC Light?

GIRL: Oh yeah, I did!

ADVISOR: Ok, so what you need to do...

GIRL: But I put it in the cooler with the Iron City. ...I feel so stupid.

ADVISOR: Don't, happens all the time.

GIRL: Can you send someone out here? Do you guys like, do that?

ADVISOR: Actually, if you give me your name and your password, I can unlock it from here.

ANNCR: Now, if you accidentally lock your beer in the cooler, a live operator can send a signal to unlock the lid.

SFX: *a taped phone conversation*

ADVISOR: Ok Miss Morgan, I'm showing that your cooler is now unlocked.

GIRL: Thank you so much.

ANNCR: Sitting in the woods without beer is no picnic. Fortunately, we're here for you. Iron City and IC Light. Bring it.



REGIONAL / NATIONAL - :60 OR MORE

ADVERTISER

Pittsburgh Brewing Company

TITLE

Camping

AGENCY/SUBMITTED BY:

Smith Brothers Advertising

CO-CREATIVE DIRECTOR

Lindsey Smith

WRITER

Chuck Barkey

ACCOUNT MANAGER

Cliff Rankin

AUDIO PRODUCTION

Big Science

RADIO

ANNCR: The following conversation is real. It took place on February 28, 2004 between an OnTap Advisor and a customer.

SFX: a taped phone conversation

ADVISOR: OnTap.

GUY: Yeah, I'm on my way to a friend's house and I just realized I got no Iron City.

ADVISOR: Ok Sir, do you have any IC Light?

GUY: I got nothing.

ADVISOR: Don't worry, I can help you.

GUY: So I'm driving around here for like two hours trying to find a place that sells beer, right? But now I think I'm just driving around in these big circles!

ADVISOR: Sir, I've got your location and I'm plotting a course to the nearest distributor.

ANNCR: Now, when you're lost, a live operator can use global positioning technology to guide you to the closest beer distributor.

SFX: back to the taped phone conversation

ADVISOR: Ok, you should see Lager Land coming up on the right.

GUY: Ok, yeah, I see it. Thank you.

ADVISOR: Is there anything else I can do for you today, Sir?

ANNCR: Admitting you're lost, without beer, can be embarrassing. Fortunately, we're here for you. Iron City and IC Light. Bring it.

REGIONAL / NATIONAL - :60 OR MORE

ADVERTISER
Pittsburgh Brewing Company

TITLE
Directions

AGENCY/SUBMITTED BY:
Smith Brothers Advertising

CO-CREATIVE DIRECTOR
Lindsey Smith

WRITER
Chuck Barkey

ACCOUNT MANAGER
Cliff Rankin

AUDIO PRODUCTION
Big Science

<p>ANNCR: The following conversation is real. It took place on April 11, 2008 between an OnTap Advisor and a customer.</p> <p>SFX: a taped phone conversation</p> <p>ADVISOR: OnTap.</p> <p>GIRL: Hi, my friends and I are camping, you know, in the woods? And I can't believe I got lost.</p> <p>ADVISOR: No, no.</p> <p>GIRL: I locked my Iron City in the cooler.</p> <p>ADVISOR: Oh, so what you need to do...</p> <p>GIRL: Oh, yeah, I got it.</p> <p>ADVISOR: Oh, so what you need to do...</p> <p>ADVISOR: Don't, happens all the time.</p> <p>GIRL: Can you send someone out here? Do you guys have a dog?</p> <p>ADVISOR: Actually, if you give me your name and address, we can send someone out to you.</p> <p>ANNCR: Now, if you accidentally lock your beer in the cooler, you can call OnTap for help.</p> <p>SFX: a taped phone conversation</p> <p>ADVISOR: Oh, Miss Morgan, I'm showing that your dog is on his way.</p> <p>GIRL: Thank you so much.</p> <p>ADVISOR: Oh, Miss Morgan, I've showing that your dog is on his way.</p> <p>ANNCR: When you're lost, a live operator can use global positioning technology to guide you to the closest beer distributor.</p> <p>SFX: back to the taped phone conversation</p> <p>ADVISOR: Ok, you should see Lager Land coming up on the right.</p> <p>GUY: Oh, yeah, I see it. Thank you.</p> <p>ADVISOR: Is there anything else I can do for you today, Sir?</p> <p>ANNCR: Admitting you're lost, without beer, can be embarrassing. Fortunately, we're here for you. Iron City and IC Light. Bring it.</p>	<p>ANNCR: The following conversation is real. It took place on February 2, 2003 between an OnTap Advisor and a customer.</p> <p>SFX: a taped phone conversation</p> <p>ADVISOR: OnTap.</p> <p>PARTR: Something's horribly wrong with our tailgate.</p> <p>ADVISOR: Oh, sorry, sir.</p> <p>PARTR: No one's talking - we want the grill just went out!</p> <p>ADVISOR: Do you have a cooler, Sir?</p> <p>PARTR: Yes.</p> <p>ADVISOR: Is there anything in it?</p> <p>ADVISOR: Sir, use. Please help us!</p> <p>ADVISOR: In an emergency, a live operator can quickly contact emergency personnel and direct them to your exact location.</p> <p>SFX: back to the taped phone conversation</p> <p>ADVISOR: Mr. Madson!</p> <p>PARTR: ...Yeah, I'm here.</p> <p>ADVISOR: Mr. Madson, I've got the local beer distributor on the line and I'm punching him through time.</p> <p>BEER: Sir, this is Bob from Bob's Beer Galaxy. I've got a truck full of Iron City and IC Light on the way.</p> <p>ADVISOR: Oh, thank you!</p> <p>ADVISOR: Mr. Madson, would you like me to stay on the line until the beer arrives?</p> <p>PARTR: Would you?</p> <p>ADVISOR: A customer without beer isn't the same experience. Fortunately, we're here for you. Iron City and IC Light. Bring it.</p>
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REGIONAL / NATIONAL - CAMPAIGN

ADVERTISER
Pittsburgh Brewing Company

TITLE
On Tap

AGENCY/SUBMITTED BY:
Smith Brothers Advertising

CO-CREATIVE DIRECTOR
Lindsey Smith

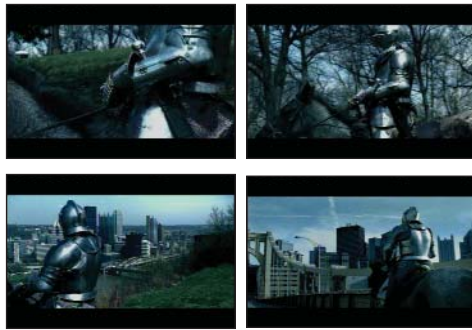
WRITER
Chuck Barkey

ACCOUNT MANAGER
Cliff Rankin

AUDIO PRODUCTION
Big Science

TELEVISION

LOCAL - :30



ADVERTISER
Pittsburgh Zoo & PPG Aquarium

TITLE
"Crusade"

AGENCY/SUBMITTED BY:
MARC USA

EXECUTIVE VP/CHIEF CREATIVE OFFICER
Ed Fine

SENIOR VP/ EXECUTIVE CREATIVE DIRECTOR
Tony Jaffe

VP/SENIOR CREATIVE DIRECTOR
Ron Sullivan

ART DIRECTOR
Dena Mosti

COPYWRITER
Jason Fotter

ACCOUNT SUPERVISOR
Lydia Blank

VP/DIRECTOR OF BROADCAST
Marianne Shaffer

SENIOR PRODUCER
Beth Fornaro

DIRECTOR
Rob Groenwald

EXECUTIVE PRODUCER
John Clark

PRODUCER
John Barreird

EDITOR
Pedram Torbati

LOCAL - :30



ADVERTISER
Pittsburgh Pirates

TITLE
Couple

AGENCY/SUBMITTED BY:
Blattner Brunner

VP GROUP CREATIVE DIRECTOR
Jay Giesen

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

SENIOR COPYWRITER
Michael Giunta

SENIOR ART DIRECTOR
Steve Farrar

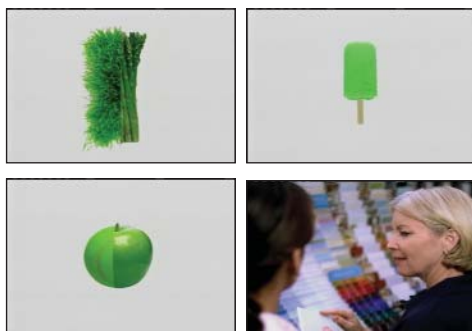
PRODUCER
Karen Smith

DIRECTOR
Will Hartman

PRODUCTION COMPANY
Zing Media

ACCOUNT SERVICES
Katy O'Lare, John Gatesman

REGIONAL / NATIONAL , SINGLE SPOTS - CONSUMER PRODUCTS



ADVERTISER
True Value Hardware

TITLE
"Color Made Simple (Green)"

AGENCY/SUBMITTED BY:
MARC USA

EXECUTIVE VP/CHIEF CREATIVE OFFICER
Ed Fine

SENIOR VP/ EXECUTIVE CREATIVE DIRECTOR
Tony Jaffe

COPYWRITER
Jason Fotter

ART DIRECTOR
Dena Mosti

SENIOR PRODUCER
Beth Fornaro

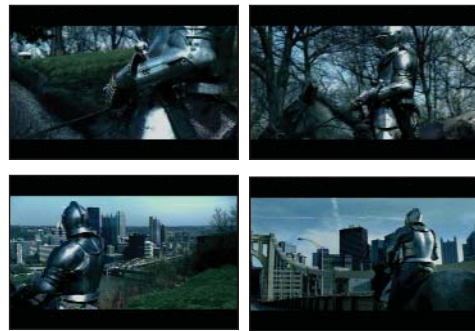
VP/GROUP ACCOUNT DIRECTOR
Deirdre Egan

ACCOUNT SUPERVISOR
Jodi Silva

SENIOR ACCOUNT EXECUTIVE
Rikha Patel

PRODUCTION COMPANY
Boxer Films

TELEVISION



REGIONAL / NATIONAL CAMPAIGN - CONSUMER PRODUCTS

ADVERTISER
Pittsburgh Brewing Company

TITLE
Yellow

AGENCY/SUBMITTED BY:
Smith Brothers Advertising

CO-CREATIVE DIRECTORS
Bronson Smith, Lindsey Smith

ART DIRECTOR
Bob Lazor

WRITER
Cathy Bowen

ACCOUNT MANAGER
Cliff Rankin

POST PRODUCTION
Mind over Media

DIRECTOR
Joe Wittkofski

EDITOR
Nathan Wadding

PRODUCER
Jamie Holleran

CINEMA ADVERTISING - IN-THEATRE COMMERCIALS

ADVERTISER
Pittsburgh Zoo & PPG Aquarium

TITLE
"Crusade"

AGENCY/SUBMITTED BY:
MARC USA

EXECUTIVE VP/CHIEF CREATIVE OFFICER
Ed Fine

SENIOR VP/ EXECUTIVE CREATIVE DIRECTOR
Tony Jaffe

VP/SENIOR CREATIVE DIRECTOR
Ron Sullivan

ART DIRECTOR
Dena Mosti

COPYWRITER
Jason Fotter

ACCOUNT SUPERVISOR
Lydia Blank

VP/DIRECTOR OF BROADCAST
Marianne Shaffer

SENIOR PRODUCER
Beth Fornaro

DIRECTOR
Rob Groenwald

EXECUTIVE PRODUCER
John Clark

PRODUCER
John Barreird

EDITOR
Pedram Torbati

CINEMA ADVERTISING - IN-THEATRE COMMERCIALS

ADVERTISER
The Carnegie Museum of Art

TITLE
Carnegie International

AGENCY:
Russ Streiner Productions

SUBMITTED BY:
PMI / Russ Streiner Productions

PRODUCER
Russ Streiner

CREATIVE/DIRECTOR
Pavel Altimor

CAMERAMAN
Shannon Barry

EDITORS
Chuck Aikman, Don Sigmund

AUDIO ENGINEER
Shawn Jackson

MIXED MEDIA (CROSS PLATFORM)



CONSUMER - LOCAL

ADVERTISER

Atria's

TITLE

At Home Campaign

AGENCY/SUBMITTED BY:

Blattner Brunner

VP GROUP CREATIVE DIRECTOR

Jay Giesen

ASSOCIATE CREATIVE DIRECTOR

Andy McKenna

BROADCAST PRODUCTION

MANAGER

Karen Smith

MANAGER OF PRODUCTION

AND DESIGN

Dan Lyons

DIRECTOR

Michael Killen

EDITOR

J. Frink

SOUND DESIGN

Michael Goodis

POST PRODUCTION

Animal

TRAFFIC AND PRODUCTION

MANAGER

Kim Tarasi

PRINT PRODUCTION SUPERVISOR

Ray Schmitt

PHOTOGRAPHER

Tom Gigliotti

RETOUCHER

Dave @ Barry's



CONSUMER - LOCAL

ADVERTISER

READ! 365

TITLE

READ! 365 Public Awareness and Action Campaign

AGENCY/SUBMITTED BY:

Desbrow & Associates

EXECUTIVE VP

Brian L. Campbell

SR. ART DIRECTOR

Kimberly S. Miller

VP, COMMUNICATIONS

Margaret Ransom

GRAPHIC DESIGNERS

Jason H. Korey, Gabrielle E. Lane

DIRECTOR, DIGISPIRE

Darren I. Shrager

INDUSTRY SELF PROMOTION

CREATIVE SERVICES - INTERACTIVE

ADVERTISER

Giant Ideas

TITLE

Giant Ideas - "Giant Water" web site

AGENCY/SUBMITTED BY:

Giant Ideas

CREATIVE DIRECTOR

Bryan Ward

SR. ART DIRECTOR

Jeff Kowal

CODING / PROGRAMMING

Dan Pipitone

SOUND DESIGN

Jeff Kowal



CREATIVE SERVICES - INTERACTIVE

ADVERTISER

Giant Ideas

TITLE

Giant Ideas - "Giant Radio" web site

AGENCY/SUBMITTED BY:

Giant Ideas

CREATIVE DIRECTOR

Bryan Ward

SR. ART DIRECTOR

Jeff Kowal

SOUND DESIGN

Rob Deaner

WRITERS

Bryan Ward / Jeff Kowal

INTERNET SOUND DESIGN

Jeff Kowal

CODING / PROGRAMMING

Daniel Pipitone



INDUSTRY SELF PROMOTION

ADVERTISING SUPPLIER - COLLATERAL



ADVERTISER

Ric Evans Photography

TITLE

Amazing tales of the trouble shooter

AGENCY/SUBMITTED BY:

Rick Evans Photography

DESIGNER

Paul Schifino

WRITER

Michael Hoff

ILLUSTRATOR

Dave Klug

AD OR MARKETING CLUB

ADVERTISER

Pittsburgh Ad Federation

TITLE

Advertising Becomes Art /
Call for Entries

AGENCY/SUBMITTED BY:

Red House Communications



ELEMENTS OF ADVERTISING

LOGO



ADVERTISER

Giant Ideas

TITLE

Giant Ideas - "Giant Radio" logo

AGENCY/SUBMITTED BY:

Giant Ideas

CREATIVE DIRECTOR

Bryan Ward

SR. ART DIRECTOR

Jeff Kowal

LOGO



ADVERTISER

Consol Energy

TITLE

Consol Golf Logo

AGENCY/SUBMITTED BY:

Blattner Brunner

VP GROUP CREATIVE DIRECTOR

Jay Giesen

DIRECTOR OF INTERACTIVE CLIENT SERVICES

Ken Johns

PRINT PRODUCTION SUPERVISOR

Ray Schmitt

MANAGER OF PRODUCTION AND DESIGN

Dan Lyons

RETOUCHER

Dave @ Barry's

PHOTOGRAPHER

Frank Walsh

ILLUSTRATION - SINGLE



ADVERTISER

Pittsburgh Opera

TITLE

Pittsburgh Opera - Illustration

AGENCY/SUBMITTED BY:

Giant Ideas

CREATIVE DIRECTOR

Bryan Ward

SR. ART DIRECTOR

Jeff Kowal

ILLUSTRATOR

Michael Gibbs

ACCOUNT EXECUTIVE

Dennis Brown

ACCOUNT MANAGER

Jennifer Bauder

ELEMENTS OF ADVERTISING

ILLUSTRATION - CAMPAIGN



ADVERTISER

Pittsburgh Opera

TITLE

Pittsburgh Opera - Illustration campaign

AGENCY/SUBMITTED BY:

Giant Ideas

CREATIVE DIRECTOR

Bryan Ward

SR. ART DIRECTOR

Jeff Kowal

ILLUSTRATOR

Michael Gibbs

ACCOUNT EXECUTIVE

Dennis Brown

ACCOUNT MANAGER

Jennifer Bauder

PHOTOGRAPHY - COLOR



ADVERTISER

Reed Smith LLP

TITLE

Guggenheim

AGENCY/SUBMITTED BY:

Garrison Hughes

ART DIRECTOR

Dave Hughes

PHOTOGRAPHER

Frank Walsh

ENGRAVER

DCI

RETOUCHER

Dave @ Barry's

PHOTOGRAPHY - COLOR



ADVERTISER

Fitting Group

TITLE

Brand Spanking Photo

AGENCY/SUBMITTED BY:

Fitting Group

ART DIRECTOR

Ted Walzl

PHOTOGRAPHER

Frank Walsh

RETOUCHER

Dave @ Barry's

ELEMENTS OF ADVERTISING



PHOTOGRAPHY - DIGITALLY ENHANCED PHOTOGRAPHY

ADVERTISER
KidsVoice

TITLE
Zipper Mouth

AGENCY/SUBMITTED BY:
Fitting Group

RETOUCHING
Michael Henry



SOUND - MUSIC ONLY

ADVERTISER
Giant Ideas

TITLE
Giant Ideas - "Giant Water"
sound design

AGENCY/SUBMITTED BY:
Giant Ideas

SOUND DESIGN
Jeff Kowal

CREATIVE DIRECTOR
Bryan Ward

ELEMENTS OF ADVERTISING

SOUND - MUSIC WITH LYRICS



ADVERTISER
Auto Theft Prevention Agency

TITLE
Cars

AGENCY:
Neiman Group

SUBMITTED BY:
Big Science

EXECUTIVE CREATIVE DIRECTOR
Rudy Banny

COPYWRITER
John Huggins

ART DIRECTOR
Dave Spink

AGENCY PRODUCER
Frank Arendt

PRODUCTION COMPANY
Falling Olive

DIRECTOR
Rudy Banny

EXECUTIVE PRODUCER
Mark Martini

EDITOR
Dave Stiles

ART DIRECTION - INTERACTIVE



ADVERTISER
Giant Ideas

TITLE
Giant Ideas - "Giant Radio"

AGENCY/SUBMITTED BY:
Giant Ideas

CREATIVE DIRECTOR
Bryan Ward

SR. ART DIRECTOR
Jeff Kowal

ADVERTISING FOR THE ARTS



COLLATERAL - BROCHURE

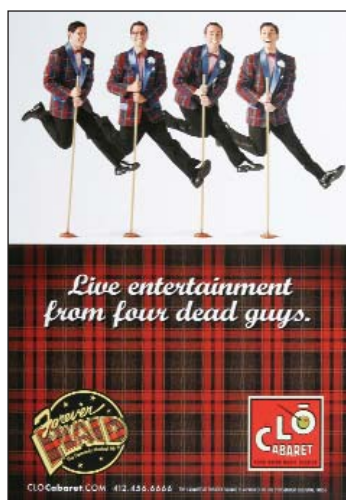
ADVERTISER
The Andy Warhol Museum

TITLE
Warhol 10

AGENCY/SUBMITTED BY:
Red House Communications

ACCOUNT MANAGER
Gloria Blint

ART DIRECTOR / DESIGNER
Rob Bupp



COLLATERAL - POSTER

ADVERTISER
Pittsburgh CLO

TITLE
Live Entertainment Poster

AGENCY/SUBMITTED BY:
Blattner Brunner

VP CREATIVE DIRECTOR
Dave Vissat

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

SENIOR WRITER
Ray Pekich

PRINT PRODUCTION SUPERVISORS
Ray Schmitt, Linda Twining

MANAGEMENT SUPERVISOR
Mary Kirk

ART DIRECTOR
Corinne Stenander

PRODUCTION COORDINATOR
Kathy Chase

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

PHOTOGRAPHER
Tom Cwenaar

RETOUCHER
Dwight Pritchett

TRAFFIC AND PRODUCTION MANAGER
Kim Tarasi



COLLATERAL - POSTER

ADVERTISER
Pittsburgh CLO

TITLE
A little song poster

AGENCY/SUBMITTED BY:
Blattner Brunner

VP CREATIVE DIRECTOR
Dave Vissat

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

SENIOR WRITER
Ray Pekich

PRINT PRODUCTION SUPERVISORS
Ray Schmitt, Linda Twining

MANAGEMENT SUPERVISOR
Mary Kirk

ART DIRECTOR
Corinne Stenander

PRODUCTION COORDINATOR
Kathy Chase

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

PHOTOGRAPHER
Tom Cwenaar

RETOUCHER
Dwight Pritchett

TRAFFIC AND PRODUCTION MANAGER
Kim Tarasi

ADVERTISING FOR THE ARTS

PRINT - NEWSPAPER



ADVERTISER
Pittsburgh CLO

TITLE
Plaid Obit Newspaper

AGENCY/SUBMITTED BY:
Blattner Brunner

VP CREATIVE DIRECTOR
Dave Vissat

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

SENIOR WRITER
Ray Pekich

PRINT PRODUCTION SUPERVISORS
Ray Schmitt, Linda Twining

MANAGEMENT SUPERVISOR
Mary Kirk

ART DIRECTOR
Corinne Stenander

PRODUCTION COORDINATOR
Kathy Chase

MANAGER OF PRODUCTION AND DESIGN
Dan Lyons

PHOTOGRAPHER
Tom Cwenar

RETOUCHER
Dwight Pritchett

TRAFFIC AND PRODUCTION MANAGER
Kim Tarasi

PRINT - INTERACTIVE



ADVERTISER
Pittsburgh CLO

TITLE
Plaid microsite

AGENCY/SUBMITTED BY:
Blattner Brunner

VP CREATIVE DIRECTOR
Dave Vissat

ASSOCIATE CREATIVE DIRECTOR
Andy McKenna

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ADVERTISER
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TITLE
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ADVERTISER
The Andy Warhol Museum

TITLE
10

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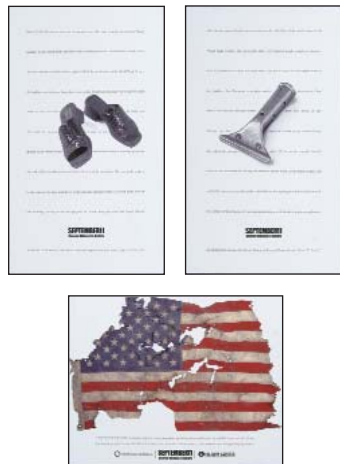
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CAMPAIGN - LOCAL



ADVERTISER
Senator John Heinz Pittsburgh
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TITLE
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ADVERTISER
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TITLE
Tango

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ACD/ART DIRECTOR
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DIRECTOR
Michael Killen

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Beth Voltz, J. Frink / Animal

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TALENT SCOUT
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JUDGES AWARD OF EXCELLENCE

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ADVERTISER

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TITLE

Changing Perspective

AGENCY/SUBMITTED BY:

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Bernard Uy

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BEST OF SHOW

POSTER - SINGLE

ADVERTISER
Zippo

TITLE
Bookcase

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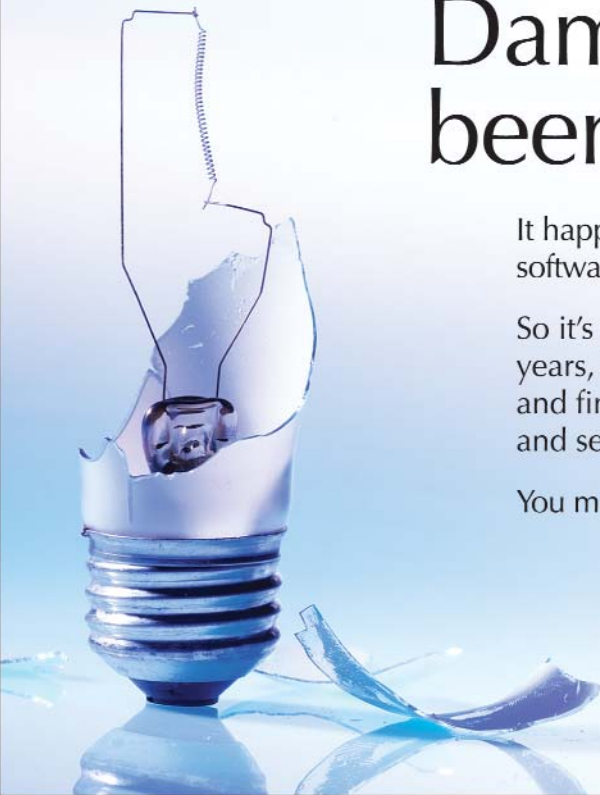
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Damn. That could've been an Addy.

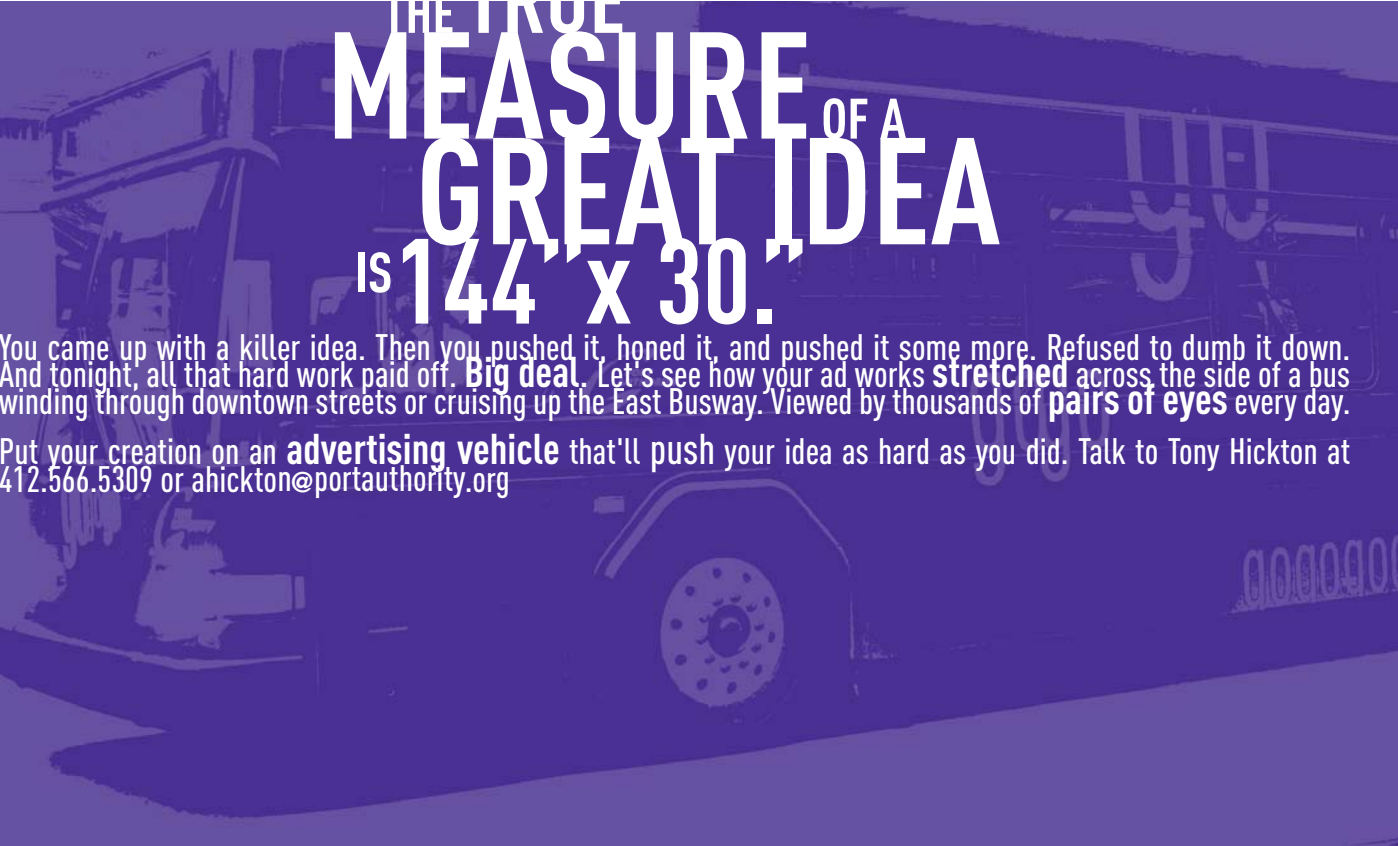
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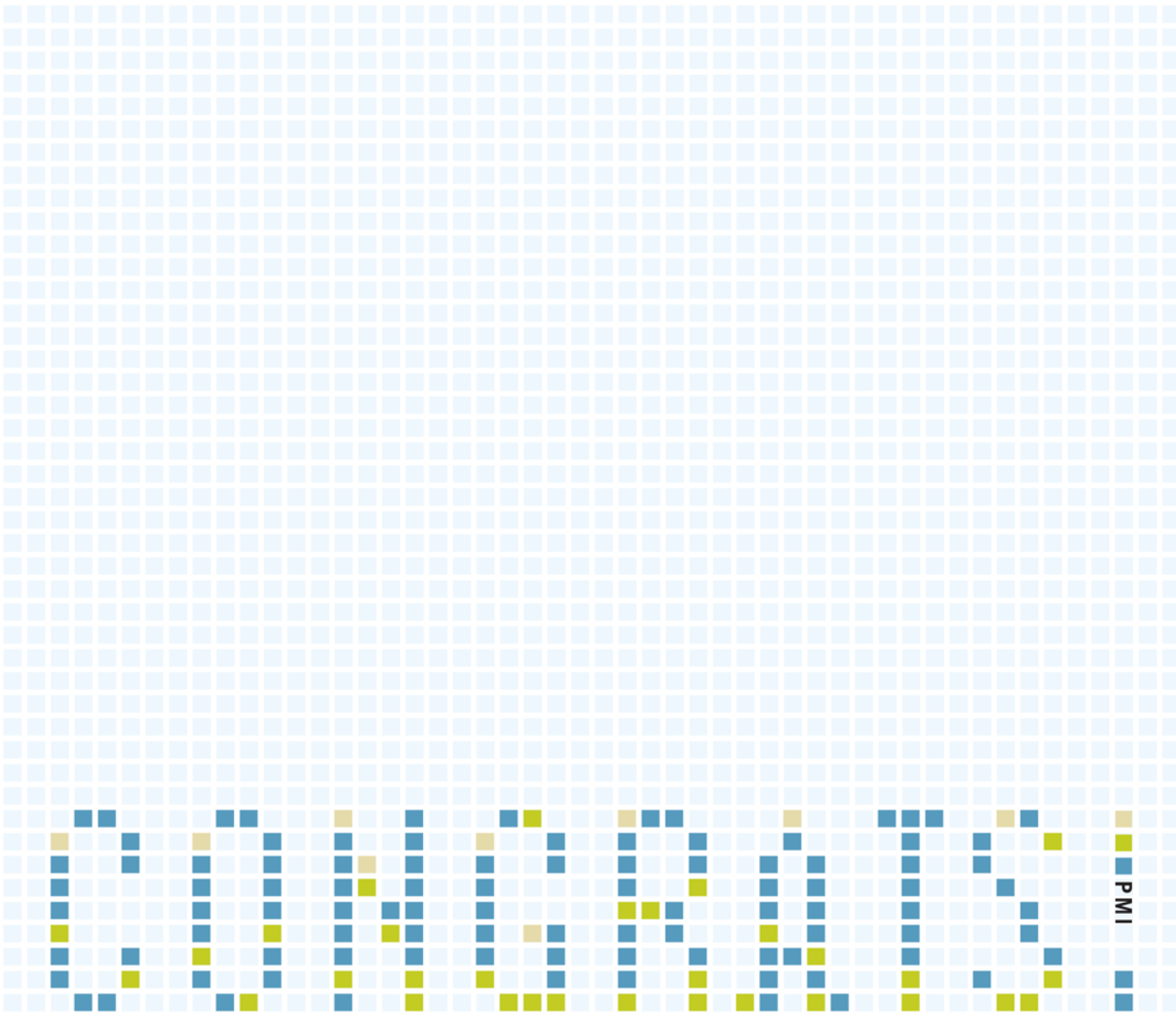
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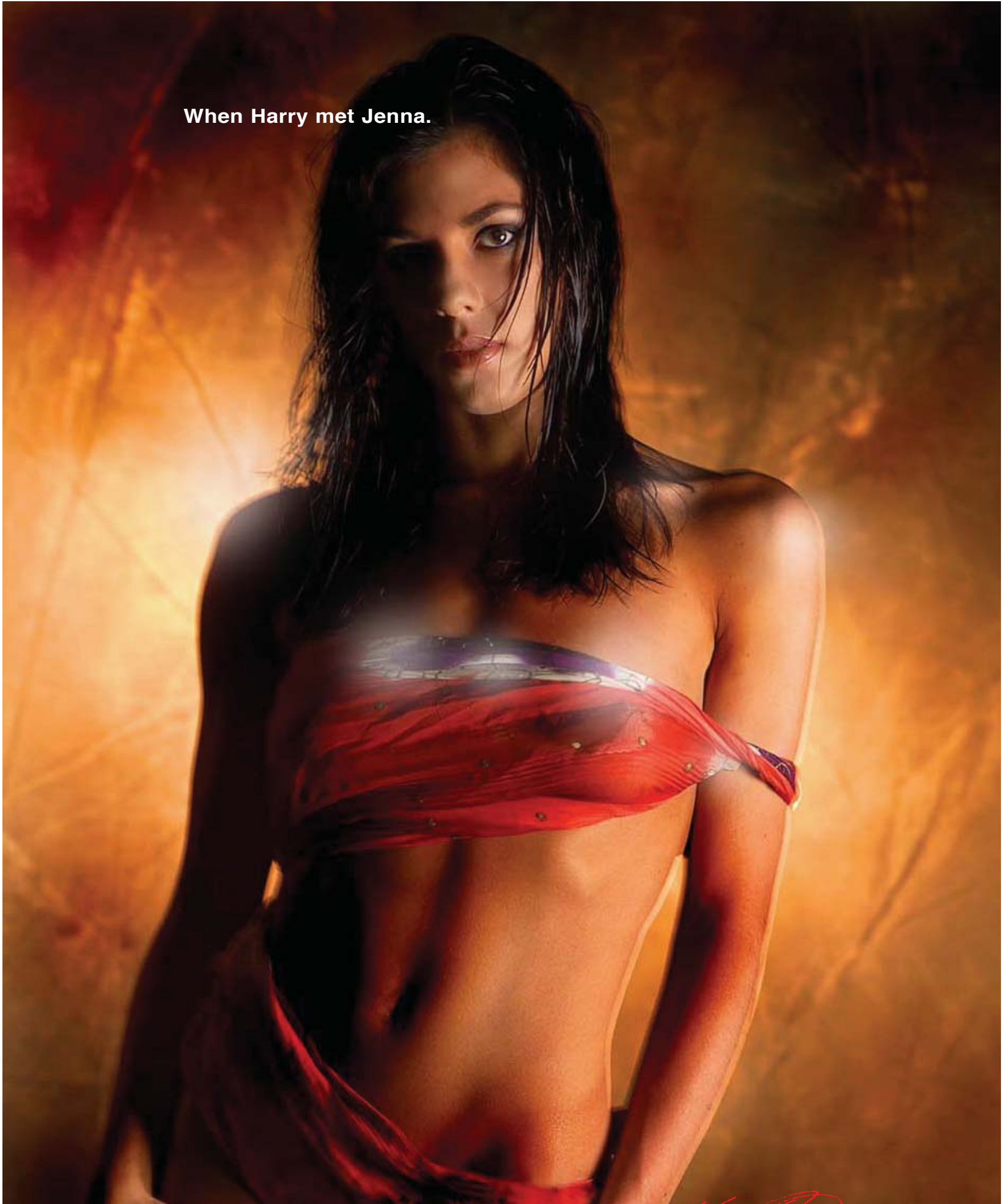
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THANK YOU'S

Special thanks to those who made this show possible.

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**To the winners,
we toast your defiance of convention,
disdain for the ordinary
and unwavering perseverance
in the face of mediocrity.**

**To the losers,
at least there's an open bar.**