

2008 Richmond Show Winners

Show	Medal	Category Title	Headline/Description/Title	Agency/Company	Client/Advertiser
Student	Bronze	Consumer Magazine, Campaign	Solo- Flag / Go Team/ Just Married	VCU School of Mass Comm.	Solo Cups
	Bronze	Consumer Magazine, Campaign	Less is More	VCU Brand Center	Bic
	Silver	Consumer Magazine, Campaign	Dawn Print Campaign	VCU Brand Center	Dawn Dishwashing Liquid
	Silver	Outdoor/Transit, Single	Planet Earth Subway	VCU Brand Center	Discovery Planet Earth
	Silver	Consumer Television, Single, <\$100K	"Roomba Commercial"	VCU School of Mass Comm.	Roomba
	Silver	Non-Traditional	I Love Bears	VCU School of Mass Comm.	Appalachian Trail
	Silver	Non-Traditional	PRINT 01	VCU Brand Center	Sephora - Waterproof Mascara
	Gold	Consumer Magazine, Campaign	Itty Bitty Booklight	VCU School of Mass Comm.	Itty Bitty Booklight
	Gold	Consumer Magazine, Campaign	Kinda Sweet, Mostly Nuts	VCU Brand Center	Baby Ruth
	Gold	Newspaper, Campaign	Test-Drives	VCU Brand Center	Pilot Precise V5 Pens
	Gold	Non-Traditional	Shark	VCU Brand Center	DiGiorno For One
	BIS	Non-Traditional	Shark	VCU Brand Center	DiGiorno For One
	Production	Bronze	Editorial, Long Form Video, Single	Pink "Funhouse" E.P.K.	Park Group
Bronze		Overall Production Quality, Single	Lottery/Price is Right	Park Group	MDI
Silver		Original Score, Single	The Spark	The Martin Agency	ESPN/ X Games
Silver		Editorial, Television, Single	AFF- "Find Your Rhythm"	Impact Media	American Family Fitness
Silver		Overall Production Quality, Single	EducationDynamics Factoid Video	WORK Labs	EducationDynamics
Gold		Original Score, Single	Millions	The Martin Agency	Alliance for Climate Protection
Gold		Editorial, Long Form Video, Single	The Healing Place	Spang TV	The Healing Place
Interactive	Bronze	Banner Advertising, Budget >\$10K	MotoX Richmedia Banners	The Martin Agency	ESPN X Games
	Bronze	Banner Advertising, Budget >\$10K	Presents Expandable	The Martin Agency	Barely There
	Bronze	HTML Sites, Budget <\$20K	www.weinsteinproperties.com	LeadFoot Designs	Weinstein Properties
	Bronze	Flash Site, Budget <\$20K	Rare Studio	Rare Studio	Rare Studio
	Bronze	Flash Site, Budget >\$20K	Passionality Sitelet	BCF	Virginia Tourism Corporation
	Silver	HTML Sites, Budget >\$20K	We Campaign Website	The Martin Agency	Alliance for Climate Protection
	Silver	Flash Site, Budget <\$20K	WORK Labs site	WORK Labs	WORK Labs
	Silver	Flash Site, Budget >\$20K	PING website	The Martin Agency	PING
	Gold	Banner Advertising, Budget <\$10K	Dale Jarette Page Takeover	The Martin Agency	UPS
	Gold	HTML Sites, Budget >\$20K	ESPN Summer X Games 14	The Martin Agency	ESPN X Games
	Gold	Flash Site, Budget <\$20K	Border Town- Feature Length Film Site	GYLo	Finest Hour Films/ Studio 108
	Gold	Flash Site, Budget >\$20K	2008 SCORE Baja 1000	The Martin Agency	BF Goodrich
	BIS	Flash Site, Budget >\$20K	2008 SCORE Baja 1000	The Martin Agency	BF Goodrich
Design	Bronze	Publication Design	Little Box Book	WORK Labs	Radio Heard Here
	Bronze	Corporate Communication Design, Brand and Identity System Design	Elements Logo	WORK Labs	Charles Luck Stone Center
	Bronze	Corporate Communication Design, Brand and Identity System Design	Radio ID	WORK Labs	Radio Heard Here
	Bronze	Promotional Design and Advertising, Self-promotion Pieces	Hire Me	The Martin Agency	Adam Stockton
	Bronze	Promotional Design and Advertising, Direct Mail	Christmas Wrapping Paper Promotion	The Flores Shop	The Flores Shop
	Bronze	Promotional Design and Advertising, Posters	Journey	The Martin Agency	The National
	Bronze	Promotional Design and Advertising, Posters	VCU Sculpture MFA Promotional Poster	Scout Design	VCU Department of Sculpture + Extended Media
	Silver	Photography & Illustration, Color	Crack Book	WORK Labs	Blue Q
	Silver	Corporate Communication Design, Brand and Identity System Design	No Fences Stationary	WORK Labs	No Fences
	Silver	Promotional Design and Advertising, Self-promotion Pieces	Welcome to our beautifully imperfect company	The Martin Agency	The Martin Agency
	Silver	Promotional Design and Advertising, Direct Mail	Lab Reports	WORK Labs	WORK Labs
	Silver	Promotional Design and Advertising, Posters	Squirrel	The Martin Agency	The National
	Silver	Package Design	Meteor Firefly	WORK Labs	White Fences Vineyard
	Gold	Publication Design	Crack Book	WORK Labs	Blue Q
	Gold	Corporate Communication Design, Corporate Brochures	The Philosophy of Possibility	The Martin Agency	Genworth
	Gold	Corporate Communication Design, Brand and Identity System Design	Berg ID	WORK Labs	Steve Berg Building & Design
	Gold	Promotional Design and Advertising, Self-promotion Pieces	Legalese Bag	WORK Labs	Bill Bischoff
	Gold	Promotional Design and Advertising, Posters	This Side Up	The Martin Agency	X Games
BIS	Promotional Design and Advertising, Posters	This Side Up	The Martin Agency	X Games	

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Advertising	Bronze	Consumer Magazine, Single	Idatorod-Lance	BCF	Discovery Channel
	Bronze	Consumer Magazine, Single	Step One	Siddall	Potomac Hospital
	Bronze	Consumer Magazine, Single	Virginia Tourism-Portraits of Passion Dog Walker Print	BCF	Virginia Tourism Corporation
	Bronze	Consumer Magazine, Campaign	Better Feel. Feel Better.	Siddall	Potomac Hospital
	Bronze	Consumer Magazine, Campaign	Virginia Tourism-Portraits of Passion Print Campaign	BCF	Virginia Tourism Corporation
	Bronze	Trade Magazine, Single	Focused Ad	WORK Labs	WORK Labs
	Bronze	Newspaper, Single	Workout	Siddall	Richmond Highland Games & Celtic Festival
	Bronze	Outdoor/Transit, Single	Ortho Billboard	WORK Labs	Ortho-On-Call
	Bronze	Outdoor/Transit, Campaign	Better Feel. Feel Better.	Siddall	Potomac Hospital
	Bronze	Radio, Single, <\$25K	Syke "Traffic Stop" :30	Barber Martin Agency	Virginia Tobacco Settlement
	Bronze	Radio, Campaign	Feeling, Play Us That Song, Tribute	WORK Labs	Radio Heard Here
	Bronze	Consumer Television, Single, <\$100K	Busy Bee, Consumer TV	The King Agency	First Capital Bank
	Bronze	Consumer Television, Single, >\$100K	Date	The Martin Agency	GEICO
	Bronze	Consumer Television, Single, >\$100K	Renaissance Fair	The Martin Agency	FreeCreditReport.com
	Bronze	Consumer Television, Campaign, >\$300K	Whiterboard (Pallets, Overnight Signatures, Wireless)	The Martin Agency	UPS
	Bronze	Public Service Print, Outdoor and Poster, Single	White Guy	Conscience	BarackObama.com
	Bronze	Public Service Print, Outdoor and Poster, Campaign	Hope	Conscience	BarackObama.com
	Bronze	Public Service Television, Single	We Hold These Truths	Conscience	Obama
	Bronze	Direct Mail, Single	Finger Mailer	Madison + Main	GHT Insurance
	Bronze	Non-Traditional	Green Tea/Black Tea	The Martin Agency	Fuze
	Silver	Newspaper, Single	Carlin Ad	WORK Labs	Radio Heard Here
	Silver	Outdoor/Transit, Single	Ali	The Martin Agency	Newseum
	Silver	Outdoor/Transit, Campaign	Where the News Comes to Life	The Martin Agency	Newseum
	Silver	Radio, Campaign	The Story of Cinderella/Peter Pan/Alice	Elevation	America's Historic Triangle
	Silver	Consumer Television, Single, <\$100K	AFF "Find Your Rhythm"	Impact Media	American Family Fitness
	Silver	Consumer Television, Single, >\$100K	Rock Star	The Martin Agency	FreeCreditReport.com
	Silver	Consumer Television, Campaign, <\$300K	AFF - Member Testimonials	Impact Media	American Family Fitness
	Silver	Consumer Television, Campaign, >\$300K	Darkmane	The Martin Agency	X-Games
	Silver	Public Service Print, Outdoor and Poster, Single	Flag	The Martin Agency	Alliance for Climate Protection
	Silver	Public Service Print, Outdoor and Poster, Campaign	Since when is food a luxury	The Martin Agency	FeedMore
	Silver	Public Service Print, Collateral Brochures & DM	When Janey Comes Marching Home	JHI	The Visual Arts Center, Ashley Kistler
	Silver	Public Service Television, Single	Switch	The Martin Agency	Alliance for Climate Protection
	Silver	Public Service Television, Campaign	Coalergy	The Martin Agency	Alliance for Climate Protection
	Silver	Direct Mail, Single	Ortho Xray Mailer	WORK Labs	Ortho-On-Call
	Silver	Non-Traditional	"Celtic Segway"	Siddall	Richmond Highland Games & Celtic Festival
	Gold	Newspaper, Single	Montage	The Martin Agency	Newseum
	Gold	Outdoor/Transit, Single	Step One	Siddall	Potomac Hospital
	Gold	Radio, Single, <\$25K	Well Spent	Siddall	The State Fair of Virginia
	Gold	Radio, Single, <\$25K	Yesterday	Siddall	The State Fair of Virginia
	Gold	Consumer Television, Single, <\$100K	Photo Finish	The Martin Agency	NASCAR
	Gold	Consumer Television, Single, >\$100K	Extended Family	The Martin Agency	Wal-Mart
	Gold	Consumer Television, Campaign, >\$300K	Kash	The Martin Agency	GEICO
Gold	Public Service Print, Outdoor and Poster, Single	Behind the Collar Poster	Neathawk Dubuque & Packett	Catholic Diocese of Richmnd	
Gold	Public Service Television, Single	Free	The Martin Agency	Alliance for Climate Protection	
Gold	Non-Traditional	Berg Sign	WORK Labs	Steve Berg Building & Design	
Gold	Public Service Print, Outdoor and Poster, Campaign	But True Campaign	The Martin Agency	Homeward	
BIS	Public Service Print, Outdoor and Poster, Campaign	But True Campaign	The Martin Agency	Homeward	