



## 2009 Tower Award Winners

CATEGORY	AWARD	CLIENT	AGENCY
Agency Promotion Material	Silver	***	Nelson Schmidt
	Silver	***	StudioNorth
	Gold	***	Chempetitive Group
	Gold	***	Slack Barshinger
Animation/Motion graphics	Bronze	John Deere Commercial and Consumer Equipment	GyroHSR
	Silver	John Deere Construction & Forestry	GyroHSR
	Gold	Nutrients for Life Foundation	GyroHSR
Blogs	Gold	Navistar, Inc	Fathom Communications
Corporate Identity - Logo Design	Silver	American of Martinsville	MarketSense
	Silver	Triangle Technologies, Inc.	FUSION b2b
	Gold	Grant Thornton LLP	***
Computer-based presentations, including powerpoint	Gold	Lipid Nutrition	Colman Brohan Davis
Direct Mail - Campaign with two or more mailings	Bronze	MAVERICK Technologies	MarketSense
	Silver	CareerBuilder	***
	Gold	Thomson Reuters	***
Direct Mail - Single or multiple mailings, which includes incentives	Bronze	Microsoft	Jacobs Agency
	Silver	Zenivex	Celtic Marketing
	Gold	Thomson Reuters	***

Direct Mail - Single printed mailing piece	Bronze	FastHeat	MarketSense
	Silver	Grohe America, Inc.	Symmetri Marketing Group
	Gold	Google	Slack Barshinger

Event Marketing - Events	Bronze	SPSS, Inc.	***
	Silver	Navigant Consulting, Inc.	***
	Gold	CME Group	Jack Morton Worldwide

Exhibitions/Trade Shows - Trade show marketing program	Bronze	GE Healthcare	Fullhouse
	Silver	Autonomy, Inc.	3D Exhibits
	Gold	The Association For Manufacturing Technology	Clearly Write, Pumphrey Marketing and thinkingcap

Exhibitions/Trade Shows - Exhibits	Bronze	Armstrong Ceiling Systems	GES Exhibits & Design
	Silver	Aon	Derse
	Gold	Starkey Laboratories, Inc.	Derse

Experiential Marketing	Bronze	CUNA Mutual Group	Waldbillig & Besteman, a division of Nelson Schmidt
	Silver	Tellabs, Inc.	Gerard Design
	Gold	Cook-Illinois Corporation	P.S. Communications

Mobile Marketing	Gold	Kansas City Royals	Vibes Media
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New Product Launch Campaign	Bronze	Association for Laboratory Automation	David James Group
	Silver	John Deere Construction & Forestry	GyroHSR
	Gold	Navistar, Inc.	Fathom Communications

Newsletter - Online Newsletters - internal/external audiences	Bronze	AAR Corp.	Gerard Design
	Silver	Cars.com	***
	Gold	Elmhurst Memorial Healthcare	Gerard Design

Radio	Gold	Nutrients for Life Foundation	GyroHSR
Print Ad Campaigns - 3 or 4 color campaign over \$200,001	Bronze	The Dow Chemical Company	Draftfcb
	Silver	World Business Chicago	Downtown Partners Chicago
	Gold	Accenture	Young & Rubicam
Print Ad Campaigns - 3 or 4 color campaign under \$200,000	Bronze	John Deere Construction & Forestry	GyroHSR
	Silver	American of Martinsville	MarketSense
	Gold	PotashCorp	GyroHSR
Print Advertising - Single Ads - Fractional page or spread: color or black-and-white	Bronze	ADP Small Business Services	Nelson Schmidt
	Silver	PotashCorp	GyroHSR
	Gold	John Deere Construction & Forestry	GyroHSR
Product catalogs, demo disc brochure, sales presentations	Bronze	Weldcoa	Proverb Associates
	Silver	Grohe America, Inc.	Symmetri Marketing Group
	Gold	Specialty Print Communications	Symmetri Marketing Group
Webinars	Gold	Cars.com	***
Promotional Material - Capabilities/facilities booklet/brochure	Silver	Schawk, Inc.	Symmetri Marketing Group
	Silver	Grohe America, Inc.	Symmetri Marketing Group
	Gold	JohnsonDiversey, Inc.	GyroHSR
Promotional Material - Posters and Calendars	Bronze	The Options Clearing Corporation	***
	Silver	Navistar, Inc.	Gerard Design
	Gold	ADP Small Business Services	Nelson Schmidt
Promotional Material - Product specifications brouchure/bulletin	Bronze	OTTO Engineering	Jacobs Agency
	Silver	Cars.com	Symmetri Marketing Group
	Gold	Abbott Laboratories	MarketSense

Promotional Material - Special Promotions	Bronze	Elmhurst Memorial Healthcare	Gerard Design
	Silver	OfficeMax, Inc.	Gerard Design
	Gold	Cars.com	Symmetri Marketing Group

Public Relations - Campaign-coordinated PR campaign	Silver	MediaBank	Edelman
	Silver	Club Car, Inc.	Nelson Schmidt
	Gold	Navistar, Inc.	Ketchum Public Relations

Public Relations - Special Events	Silver	Schneider Electric	Bader Rutter
	Gold	John Deere Construction & Forestry	GyroHSR

Social media campaigns	Gold	Schawk, Inc.	Zocalo Group
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The Client Didn't Buy It	Bronze	John Deere Construction & Forestry	GyroHSR
	Silver	Dynacraft	Draftfcb
	Gold	Accor Services, USA	Slack Barshinger

Total Communications Program under \$200,000	Bronze	Briggs & Stratton Corp.	Marx McClellan Thrun
	Silver	Follett	Torque
	Gold	Remel	McKinney Chicago

Total Communications Program between \$200,001-500,000	Bronze	Siemens Building Technologies	Slack Barshinger
	Silver	Schawk, Inc.	Symmetri Marketing Group
	Gold	Bio-Rad Laboratories, Life Science Group	Chempetitive Group

Total Communications Program over \$500,001	Bronze	Navistar, Inc	Fathom Communications
	Silver	ADP Small Business Services	Nelson Schmidt
	Gold	Accenture	Young & Rubicam

Video Production - sales, product or corporate promotions	Bronze	The Dow Chemical Company	Draftfcb
	Silver	DNA Saves	McKinney Chicago
	Gold	Bard Peripheral Vascular, Inc.	BluFish Productions

Video/On-Line Production	Bronze	Johnson Controls	Marx McClellan Thrun
	Silver	USG Corporation	GyroHSR
	Gold	QuotePro	McKinney Chicago

Web sites produced over \$50,001	Bronze	Navistar, Inc	Fathom Communications
	Silver	The Morton Arboretum	StudioNorth
	Gold	The Dow Chemical Company	Draftfcb

Web sites produced between \$25,001-\$50,000	Bronze	John Deere Commercial and Consumer Equipment	GyroHSR
	Silver	CUNA Mutual Group - Corporate Communications	Waldbillig & Besteman, a division of Nelson Schmidt
	Gold	Corn Products U.S.	Davis Harrison Dion

Web sites produced for less than \$25,000	Bronze	Society of Women Engineers	David James Group
	Silver	Healing Waters	LEC
	Gold	Wildman Harrold	Slack Barshinger

Best In Show		The Dow Chemical Company	Draftfcb
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