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Letter from the President

THE ONE CLUB FOR CREATIVITY DENVER

BECOMING ONE

As the Annual Show marks its 60th anniversary, recognizing excellence within Colorado's creative community, we find ourselves celebrating many achievements. This year has been a remarkable ONE for our club.

In July 2017, the Art Directors Club Denver became The One Club for Creativity - Denver, an authorized chapter of The One Club for Creativity. This new partnership connects club members and community alike, to a global network of advertising, media, and design industry elites. It has been my distinct honor and privilege to lead ADCD through this transition. I am eager to see Colorado-made creative work make even greater impact, and gain even greater notoriety on the international stage.

Congratulations to this year's Annual Show nominees for your impressive, award-winning work! As seen in the pages of our 2017 Annual Show book, your immense talent is equally as inspired, as it is diverse.

Special thanks to 2016-2017 ADCD Vice President, Roxanne Benefiel, for leading our 60th Annual Show. Roxanne and her team of volunteers worked tirelessly to ensure this year's show is the best ONE yet! Sincerest thanks to Peter Dunbar, for your diligence, dedication, and undisputed integrity. To our esteemed panel of judges — thank you for your time, expertise, and scrupulous curation.

ONE looks out into the world and the world glances back. It is this unspoken dialogue, which draws us to the fruits of our vision. Cheers to an exciting, dynamic, groundbreaking 2017-2018 season.

Anne Redureau
The ONE Club for Creativity Denver President | 2017-2018

2017 Legacy Award Winner

CONGRATULATIONS JONATHAN PITE

Ideas. Where do they come from? Why do some dissolve while others remain in imagination's forefront? When an idea sparks, how then, does it translate into real, palpable impetus? In the case of creative maverick Jonathan Pite, while the origin of his vision may elude us, we know firsthand, with certainty, its impact.

In the early 1970s, Jonathan Pite, left his home in New York City to study photography, art, and religion at the University of Colorado - Boulder. He earned his bachelors degree cum laude, and went on to travel the world, working as photographer for Forbes Magazine, the New York Times, and the like. Returning to New York, Jonathan worked in premier New York advertising agencies, implementing national campaigns for Fortune 500 clientele. Quickly, his career and creative life advanced, as Jonathan's name became synonymous with clean, effective, intuitive, client-first work.

Fast-forward nearly a decade — the call of the Colorado Front Range beckoned Jonathan back to Denver, and it wasn't long before he established himself a leader in the local creative community. In 1982, Jonathan joined AIGA Colorado, and in 1996, was voted in as Public and Business Relations Chair for the Art Directors Club of Denver. During this time, Jonathan also acted as Advertising Director for Graffiti, the club's monthly newsletter. In 1998, Jonathan became ADCD Vice-President, and a year after that, in 1999, President. In the mid-2000s, club membership was declining, and Jonathan led a successful initiative, attracting new membership, fanaticism, and national recognition.

In 2001, Jonathan founded collaborative design, branding, and communications firm, Pite Creative. As Pite Creative, Jonathan has worked with organizations ranging from the Colorado Children's Hospital, to PepsiCo, to Horizon Organic, Cabela's, and more. His award-winning websites and annual reports have garnered international acclaim. Today, Jonathan continues as a sought-after creative advisor, public speaker, and creative competition judge, nationwide.

The ONE Club for Creativity – Denver would not be where it is today, without Jonathan Pite's dedicated vision, born into action so many years ago. We are grateful for his foresight, and his commitment to the evolution of Denver's creative community. We continue in his mission, producing world-class work, right here in Colorado, and providing cutting-edge educational opportunity for emerging local talent. In Jonathan Pite, we see the power of idea and determination, and we honor him as Legacy Award recipient at the 2017 Annual Show.

JUDGES

ANNE MARIE HITE
SVP + Creative Director
The Martin Agency | Richmond, VA

LUCIANA CANI
Executive Creative Director
Lapiz | Chicago, IL

JASON NORCROSS
Executive Creative Director + Partner
72andSunny| Los Angeles, CA

RICKY VIOR
Executive Creative Director
The Community | Miami, FL

LUCIANA CARDOSO
Creative Director
FCB | New York, NY

NAVID BARATY
www.navidbaraty.com
Photographer | Seattle, WA

JUDGES

EDEL RODRIGUEZ
www.edelr.com
Illustrator | New York, NY

SIMRIT BRAR
Design Director
Phenomenon | Los Angeles, CA

CHRISTINA YU
Executive VP + Creative Director
Red Urban | Toronto, ON

JOEL KAPLAN
Group Creative Director + Associate Partner
MTZHF | San Francisco, CA

LISA TOPOL
Executive Creative Director
Grey | New York, NY

Sponsors

PREMIER SPONSORS

TEWELL WARREN PRINTING
AN RR DONNELLEY COMPANY

Habitat™

GOLD SPONSORS

integer

CACTUS

MATTER

SILVER SPONSORS

CREATIVE MORNINGS™
DENVER

Broadcast Advertising

TOP HONORS
2017

BROADCAST ADVERTISING

VLADAMIR JONES + CARSON NYQUIST

BESTWAY DISPOSAL RADIO CAMPAIGN

How many radio spots can we make out of old stuff? Let's find out.

AWARD: GOLD
SOUND PRODUCTION COMPANY: Coupe Studios / Boulder, Rocky Mountain Recorders / Denver
AGENCY: Vladimir Jones / Denver
CLIENT: Bestway Disposal

BROADCAST ADVERTISING

VLADIMIR JONES

COME ACROSS ARTIST SERIES

The bridge inspired us. And we wanted to see what it would inspire in real artists. Turns out, it was some pretty amazing stuff.

AWARD: SILVER
PRODUCTION COMPANY: Boyte Creative / Denver
AGENCY: Vladimir Jones / Denver
CLIENT: Royal Gorge Bridge & Park
ARTISTS: Covenhoven, Mona Lucero, Will Lee-Ashley

BROADCAST ADVERTISING

VLADIMIR JONES

DOCUMENTARY VIDEOS

The people of Colorado Springs are game changers. And our job is to support them. Period.

AWARD: SILVER
SOUND PRODUCTION COMPANY:
Coupe Studios / Boulder
PRODUCTION COMPANY: Bas Berkhout / Brooklyn
AGENCY: Vladimir Jones / Denver
CLIENT: Colorado Springs Utilities

BROADCAST ADVERTISING

UCHEALTH CREATIVE SERVICES

THE WAY HOME

While the healthcare industry is saturated with chest-beating marketing and fake stories, the objective of this spot, and the entire campaign, was to use real stories to portray the extraordinary lives the patients of UCHealth are able to live even after going through a life-altering medical crisis. In this story, we follow UCHealth patient Becky and her husband Jeremiah as go on a moving journey to meet, for the first time, the parents who gave her life. Rather than casting actors, the spot features the real Becky and Jeremiah, both on camera and in voiceover. It premiered on local TV during the 2017 Academy Awards, and has subsequently garnered nearly 450,000 combined Facebook and YouTube views.

AWARD: SILVER
ART DIRECTOR: Mark Butorac
WRITER: Mike Mazzanti
PRODUCER: Tony Cantale, Jim Phox
EDITOR: Jim Ulbrich
SOUND PRODUCTION COMPANY: Mophonics / Culver City
AGENCY PRODUCER: Jim Phox
DIRECTOR: Pam Thomas
POST-PRODUCTION COMPANY: Nomad Editing Company / Santa Monica
PRODUCTION COMPANY: Community Films / New York City
CREATIVE DIRECTOR: Stephen Nathans
EXECUTIVE CREATIVE DIRECTOR: Jeff Kosloski
AGENCY: UCHealth Creative Services / Aurora
SECONDARY COMPANIES: Grey San Francisco / San Francisco, Community Films / New York City
CLIENT: UCHealth

THAT ONE.

IT WAS A WINNER. YOU KNOW IT.

TEWELL WARREN PRINTING
AN RR DONNELLEY COMPANY

We've seen pretty much everything in our 55+ years of experience. Some great. Some not. But either way, this experience makes it easy to pull off any of your concepts to the highest standards. Even the one above.

www.tewellwarren.com

Broadcast/Motion/Animation

TOP HONORS
2017

BROADCAST/ MOTION/ANIMATION

LEGWORK

KISS MY AIRS

2017 marked the 30th anniversary of the iconic Air Max One. We designed and animated this piece to celebrate some of the most iconic AM1's ever made. It was played throughout the North American market on social media and during key activation events.

AWARD: GOLD
AGENCY: Legwork / Denver
CLIENT: Nike

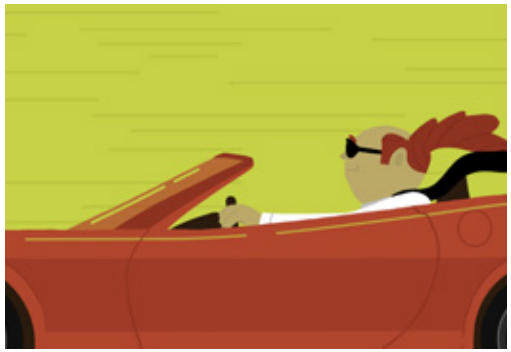
BROADCAST/ MOTION/ANIMATION

CACTUS MARKETING COMMUNICATIONS

GOOD TO KNOW SUMMER VIDEOS

As part of our 2017 education and awareness summer campaign we developed four, short-format videos, perfect for social use. The videos featured playful comparisons to help Coloradans and tourists understand the dos and don'ts for recreational marijuana use.

AWARD: SILVER
ART DIRECTOR: Adam Nelson
ACCOUNT DIRECTOR: Ainslie Fortune
ACCOUNT MANAGER: Dylan Hinshaw
WRITER: Ricky Lambert
ANIMATOR: Legwork
PRODUCER: Martha Douglas
MUSIC & SOUND: Coupe Studios / Boulder
POST-PRODUCTION COMPANY: Coupe Studios / Denver
PRODUCTION COMPANY: Legwork Studio / Denver
CREATIVE DIRECTOR: Brian Watson
CHIEF CREATIVE OFFICER: Norm Shearer
AGENCY: Cactus Marketing Communications / Denver
CLIENT: CDPHE



BROADCAST/ MOTION/ANIMATION

VISIDIO

WHAT IS SIDEDOOR?

The Smithsonian Institution tasked Visidio with creating an animated video to promote the upcoming second season of their popular podcast, Sidedoor. After season one's success, additional support and promotion from the Institution's marketing department was soon to follow. Visidio worked with the Smithsonian's marketing team to develop an evergreen script, and create custom illustrations and animations. The video was distributed across all of the Smithsonian's social media channels, and as a result garnered top promotion (within its category) from Apple Podcasts.

AWARD: SILVER
CLIENT: Smithsonian Institution / Washington, D.C.
ILLUSTRATOR: Rene Moffatt
ANIMATOR: Will McHenry
AGENCY: Visidio / Denver, Co

Immersive/Environmental

TOP HONORS 2017

IMMERSIVE/ ENVIRONMENTAL

ARTHOUSE DESIGN
CHILDREN'S MUSEUM OF DENVER

The Children's Museum of Denver recently expanded, doubling in size and adding new state-of-the-art exhibits. The museum sought out ArtHouse Design to create a sophisticated yet playful system of signage and wayfinding, to integrate the new expansion with the original museum. ArtHouse drew inspiration from an Etch-A-Sketch toy and translated this into a simple, elegant wayfinding motif that made its way into hanging and blade signs, supergraphics, donor recognition, changeable content signs, banners and regulatory signage. The team also incorporated wood, mirrored finishes and natural metals to add an authentic look and feel. ArtHouse Design worked on this project, in part, as an in-kind donation in an ongoing effort to support Denver's cultural institutions.

AWARD: GOLD
ART DIRECTOR: Marty Gregg
DESIGNER: Zach Kotel, Evan Bethel
PHOTOGRAPHER: Brittany Sparks, Zach Kotel
CREATIVE DIRECTOR: Zach Kotel, Evan Bethel
AGENCY: ArtHouse Design / Denver
CLIENT: Children's Museum of Denver

IMMERSIVE/ ENVIRONMENTAL

AMÉLIE COMPANY

320 MOVEMENT

In 2017, we brought CDOT and Lyft together to launch the 320 Movement, a marijuana safety campaign encouraging marijuana users to plan a safe ride ahead of 4/20. The campaign featured 17 wrapped Lyft vehicles as a nod to the 17 percent of DUI arrests last year involving marijuana, per the Colorado State Patrol. "Plan a ride before you're high" messaging on the cars drove riders to a microsite where they could find multiple discounts on Lyft rides. Earning over 239 million impressions nationwide, the 320 Movement campaign also took to the streets with a giant marijuana edible unwrapped to reveal a wrecked car, which was displayed outside of the Red Rocks amphitheater, at the 420 On The Block Event and at local dispensaries.

AWARD: SILVER
ART DIRECTOR: Chelsea Anderson
WRITER: Rachel Edwards
PRODUCT ARCHITECT: Bill Kinsey
AGENCY PRODUCER: Heather Popenhagen
PRODUCTION COMPANY: Eye Candy Sculptures / Denver
CHIEF CREATIVE OFFICER: Pat Feehery
AGENCY: Amélie Company / Denver
CLIENT: Colorado Department of Transportation

IMMERSIVE/ ENVIRONMENTAL

THE INTEGER GROUP

O.N.E. YOGA ON THE ROCKS

It's like the Super Bowl of yoga. Every year, yogis gather at this sacred sandstone to connect with themselves. We found a way to connect them to each other. Harnessing the power and reach of Facebook Live and 360 VR technology, O.N.E. invited yogis worldwide to join the brand in a first-of-its-kind, global yoga experience. Using ubiquitous social media tools, O.N.E. connected 1.5 million yogis across four continents and nine countries, ultimately creating the largest single yoga class of all time.

AWARD: SILVER
ART DIRECTOR: Marco Merced
WRITER: Lee Perlman
PHOTOGRAPHER: Mark Read, Kyle McDonald, Jesse Placky
PRODUCER: Luke Bishop, Trista DeSousa, Jessi Dana
SOCIAL MEDIA MANAGER: Jason Thue
CREATIVE TEAM: Cort Langworthy and Lee Perlman
CREATIVE DIRECTOR: Dustin Bredice
GROUP CREATIVE DIRECTOR: Patrick Sullivan
CAMERA/TECH: Michael Herring
AGENCY: The Integer Group / Lakewood
CLIENT: O.N.E. Coconut Water

3-D Packaging/Product

TOP HONORS
2017

3-D PACKAGING/ PRODUCT

PAPER LAUNDRY
BOUGIE SYRUPS PACKAGING DESIGN

To brand a line of cocktail syrups that make it easy for imbibers to escape into the legacy and sophistication of a well-crafted cocktail — whether at a bar or in their home. The cocktail scene has gotten a big kick in the past few years. People's expectations have gone up and they're no longer ordering simple one-mixer drinks when it comes to their booze game. Knowing that there are plenty of craft cocktail ingredients out there, these exceptional syrups had to stand out at shelf, and impress bars, restaurants, and national distributors. So many bitters and syrup brands have a hand-hewn look, a hipster in flannel vibe, and that's not what this brand is about. It's sexy, over the top, and for people who want the best. It's James Bond in a glass.

AWARD: GOLD
WRITER: Cara Moyle
PHOTOGRAPHER: Jonnie Sirotek
CREATIVE DIRECTOR: Ashlynn Dawes Haynes
AGENCY: Paper Laundry / Denver
CLIENT: Bougie Syrups

3-D PACKAGING/ PRODUCT

ELLEN BRUSS DESIGN

TASTE & CO. PACKAGING

EBD partnered with Bed, Bath and Beyond to design the brand and packaging for a new baking line called Taste & Co. Our goal was to create a brand that would resonate with consumers and communicate the quality of the crafted products. We created a customized font and hand etched illustrations along with a rich color palette to achieve our goal.

AWARD: SILVER
DESIGNERS: Ken Garcia, Rose Chenoweth
CREATIVE DIRECTOR: Ellen Bruss, Ken Garcia
AGENCY: Ellen Bruss Design / Denver
CLIENT: Bed, Bath and Beyond

3-D PACKAGING/ PRODUCT

GNEURAL LLC

CLEAR FORK CIDER

Clear Fork Cider is all about the apples. The brewmasters wanted packaging that was simple, classic, but definitely ready to cut loose. Clear Fork pops off the shelf and represents the joy and good times that go into every batch. Look out "me too" brands, this high class hard cider is jumping off the shelves.

AWARD: SILVER
DESIGNER: Debbie Clapper
CREATIVE DIRECTOR: Debbie Clapper
AGENCY: Gneural LLC / Boulder
CLIENT: Clear Fork Cider

3-D PACKAGING/ PRODUCT

VERMILION DESIGN + DIGITAL

NEVER A BLAND MOMENT

Yai's Thai is a fast-growing line of salsas, relishes, and sauces featuring recipes from the co-founder's fiery Yai (Thai for "grandma"). Their products are made with simple, clean ingredients and fresh Thai flavors combined with a bit of American soul. We developed the brand positioning, creative platform, and packaging that was introduced at Expo West, exemplifying their vision of "Never a Bland Moment" through color and illustration.

AWARD: SILVER
ART DIRECTOR: Amy Hayes, Karen Chin
DESIGNER: Molly Clark
AGENCY PRODUCER: Vanessa Rathbone
AGENCY: Vermilion Design + Digital / Boulder
CLIENT: Yai's Thai

Self Promotion

TOP HONORS
2017
SELF-PROMOTION

METHOD & MADNESS

SKULL & FLORAL 3-DIMENSIONAL ART PIECE

Utilizing 3D software, Adobe Illustrator and a laser engraver these 3-dimensional skull and floral art pieces were sent as client thank you gifts. Created using only paper and glue, these art pieces were individually hand made so that each client received a unique, personalized gift. The finished pieces were delivered in laser engraved corrugated cardboard boxes for protection and added design intrigue. The laser engraved skull and flower corner elements on the box lid hints at the content inside.

AWARD: GOLD
DESIGNER: Roger Maynor
AGENCY: Method & Madness / Denver
CLIENT: Method & Madness

TOP HONORS
2017
SELF-PROMOTION

SUKLE ADVERTISING & DESIGN

SANTA ONLY HAS GIFTS FOR THE GOOD BOYS AND GIRLS. WE HAVE GIFTS FOR EVERYONE.

So, while sure, we like to think that most of our clients are outstanding citizens — the truth is there are probably some naughty folks in the bunch. But rather than just rewarding the former while excluding the latter, this past holiday season, we got gifts for everyone. A refreshing pale ale for the well-behaved, and a dark and devilish porter for the more devious among the group. And far be it from us to decide who's who, we sent everyone both brews and let them decide for themselves. And well, that way everyone was able to have a happy holiday.

AWARD: GOLD
ART DIRECTOR: Pedro Saldarriaga
WRITER: Andrew Goldin
DESIGNER: Greg Jesse
AGENCY PRODUCER: Michon Schmidt
CREATIVE DIRECTOR: Mike Sukle
AGENCY: Sukle Advertising & Design / Denver
CLIENT: Sukle Advertising & Design

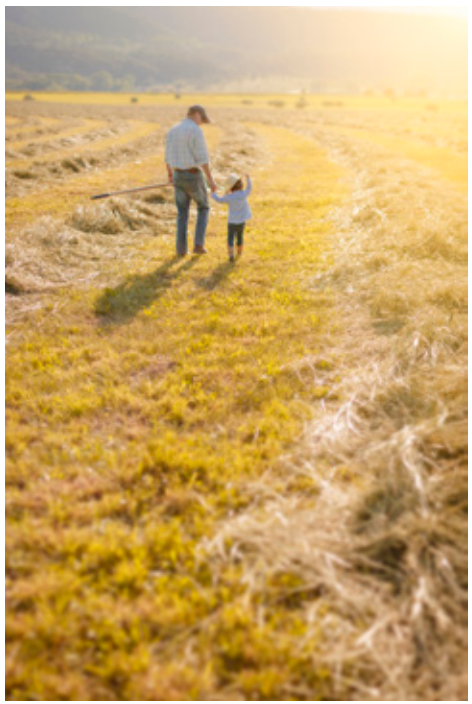
SELF-PROMOTION

TYLER STABLEFORD PRODUCTIONS

THE FARMERS

"The Farmers" series features fine-art portraits of farmers and ranchers around the country. My goal is to capture their spirit and resilience, as well as their family bonds. The project was a national Canon campaign and I have continued it as a personal project for the past several years, as I love connecting with these subjects.

AWARD: SILVER
PHOTOGRAPHER: Tyler Stableford
AGENCY: Tyler Stableford Productions / Carbondale
CLIENT: Tyler Stableford Productions



SELF-PROMOTION

AMÉLIE COMPANY

BAD ASS WORK FOR GOOD ASS CAUSES

We believe in brands, causes and initiatives that strive to make a positive impact on people's lives. It's the criteria we use to select which clients we work with and it is why most employees chose to work with us. To celebrate that cause, each new addition to our client roster or team receives this custom-made beetle kill box filled with a t-shirt, mug, glass and hat. They serve as a reminder everyday that we are working for the greater good. And, we think they look pretty cool too.

AWARD: SILVER
ART DIRECTOR: Chelsea Anderson and Eric Hines
WRITER: Cecil Bozard, Rachel Edwards
DESIGNER: Doug Jeremias, Mark McCabe, Eric Hines
AGENCY PRODUCER: Heather Popenhagen
CHIEF CREATIVE OFFICER: Pat Feehery
PRODUCT ARCHITECT: Azure Furniture
AGENCY: Amélie Company / Denver
CLIENT: Amélie Company

Print Advertising

TOP HONORS
2017

PRINT ADVERTISING

SUKLE ADVERTISING & DESIGN
GENERATION WILD - BUS SHELTERS

Kids today play outside less than any previous generation. According to researchers, this is a problem for their health, happiness, and mental wellbeing. Great Outdoors Colorado, an organization that builds and protects Colorado parks, wanted our help to change this generation of indoorsy types. Our idea was to create Generation Wild, a brand that would inspire kids to trade their phones and tablets for rocks and stinkbugs. For Generation Wild's launch campaign, we gave busy moms a bucket list of fun and easy things for their kids to do outside called 100 Things to Do Before You're 12. To promote our cause, we created interactive bus shelters that helped kids tick things off the list, and inspired moms to join the movement.

AWARD: GOLD
ART DIRECTOR: Jeff Euteneuer
WRITER: Jim Glynn and Ricky Lambert
DESIGNER: Greg Jesse
CONTENT STRATEGIST: Dan Schultz
DIGITAL ARTIST / MULTIMEDIA: Matt Carpenter
AGENCY PRODUCER: Michon Schmidt
PRODUCTION COMPANY: Tim Sukle / Denver
CREATIVE DIRECTOR: Mike Sukle
AGENCY: Sukle Advertising & Design / Denver
CLIENT: Great Outdoors Colorado

PRINT ADVERTISING

CACTUS MARKETING COMMUNICATIONS

LYRA HEALTH INTRODUCTORY POSTERS

Mental health issues affect more than 44 million adults in the U.S., and the vast majority of them go untreated. Whether it be the stigma, not knowing where to turn for help, or thinking that the problem will just go away on its own, many people are not seeking treatment. Lyra Health is tackling this problem with an innovative online, confidential tool that helps identify the issue, provide treatment options, connect members with providers, and even follow up throughout treatment. The campaign is built upon the consumer insight that people dealing with behavioral health issues will often ignore them, hoping that they will go away on their own. Our idea was to use striking photography highlighting absurd situations to remind people that not getting help for emotional ailments is just as ridiculous as not getting help for physical ones.

AWARD: SILVER
WRITER: Ricky Lambert
ACCOUNT DIRECTOR: Amy Hume
DESIGNER: Shruthi Balakrishna
PHOTOGRAPHER: Tony D'orio
PRODUCER: Jamie Sharp
CREATIVE DIRECTOR: Jeff Strahl
CHIEF CREATIVE OFFICER: Norm Shearer
AGENCY: Cactus Marketing Communications / Denver
CLIENT: Lyra Health

PRINT ADVERTISING

CACTUS MARKETING COMMUNICATIONS

APPLEJACK OOH

Consumers continue to seek out new experiences, to experiment, to discover and to enjoy. But we also know that convenience has become table stakes. With free delivery in the Denver area, Applejack is perfectly poised to deliver on these base motivators. To raise awareness of this benefit, Cactus launched a playful campaign to encourage consumers to savor, sip, pair and share.

AWARD: SILVER
ART DIRECTOR: Hailey Simon
ACCOUNT DIRECTOR: Ainslie Fortune
WRITER: Ricky Lambert
PRODUCER: Julie Mimmack
TECHNICAL PRODUCER: Mark Tanner
CREATIVE TEAM: Mark Tanner
CHIEF CREATIVE OFFICER: Norm Shearer
AGENCY: Cactus Marketing Communications / Denver
CLIENT: Applejack

PRINT ADVERTISING

SUKLE ADVERTISING & DESIGN

GATES: THE WORLD'S #1 HOSES AND COUPLINGS

For more than 100 years, Gates has been making the best hoses and couplings in the world. Products that go far beyond both industry standards and that of their competition, to deliver unmatched quality and performance. And for years they reigned supreme. But over time, many of their competitors rolled out new and improved products that presented new marketing challenges for Gates. And as a result, they needed to reassert their dominance, reminding new and old customers alike that Gates hoses and couplings are the best on the market, bar none. Additionally, whatever they did needed to be stand-out work that would break through the clutter of the same tired ads usually seen in industry pubs. And we helped them do just that, with a series of simple and fun visual gets that immediately convey the story of Gates superiority.

AWARD: SILVER
ART DIRECTOR: Pedro Saldarriaga
WRITER: Andrew Goldin
DIGITAL ARTIST / MULTIMEDIA: Matt Carpenter
AGENCY PRODUCER: Michon Schmidt
CREATIVE DIRECTOR: Mike Sukle
AGENCY: Sukle Advertising & Design / Denver
CLIENT: Gates Corporation

We’re a versatile design studio specializing in brand, web, content and middle-distance race walking. OK, not the fourth thing.

Congrats to all the 2017 winners!

hellohabitat.com

Habitat™

Digital Advertising

TOP HONORS 2017

DIGITAL ADVERTISING

CACTUS MARKETING COMMUNICATIONS

PROTECT WHAT'S NEXT VIDEOS

As part of our youth prevention campaign launch, we developed a series of videos that remind our audience of meaningful goals and moments in their lives, and that it?s not worth allowing marijuana to get in the way.

AWARD: GOLD
ART DIRECTOR: Hailey Simon
ACCOUNT DIRECTOR: Ainslie Fortune
ACCOUNT MANAGER: Courtney Steele
PRODUCER: Martha Douglas
EDITOR: Jeff Wilson
DIRECTOR: David Quinn, Fueld Films
POST-PRODUCTION COMPANY: Coupe Studios / Denver, Spillt / Denver
CREATIVE DIRECTOR: Brian Watson
CHIEF CREATIVE OFFICER: Norm Shearer
MUSIC & SOUND: Coupe Studios / Boulder
AGENCY: Cactus Marketing Communications / Denver
CLIENT: CDPHE

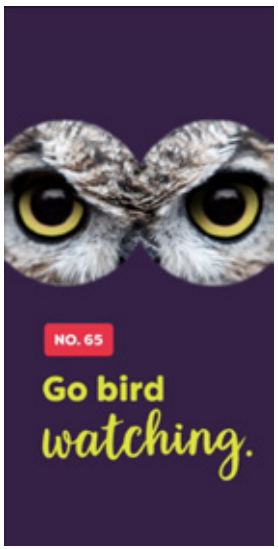
DIGITAL ADVERTISING

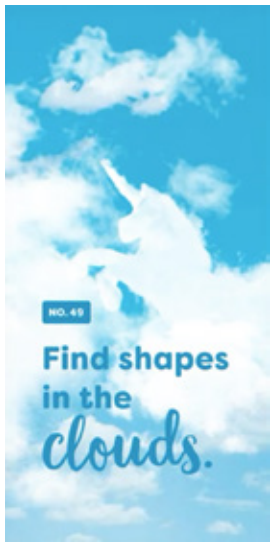
SUKLE ADVERTISING & DESIGN

GENERATION WILD - ANIMATED DIGITAL BANNERS

Kids today play outside less than any previous generation. According to researchers, this is a problem for their health, happiness, and mental wellbeing. Great Outdoors Colorado, an organization that builds and protects Colorado parks, wanted our help to change this generation of indoorsy types. Our idea was to create Generation Wild, a brand that would inspire kids to trade their phones and tablets for rocks and stinkbugs. For Generation Wild's launch campaign, we gave busy moms a bucket list of fun and easy things for their kids to do outside called 100 Things to Do Before You're 12. Our digital campaign targeted moms with kids 3-12 years old and drove them to download the list.

AWARD: SILVER
ART DIRECTOR: Jeff Euteneuer, Pedro Saldarriaga
WRITER: Jim Glynn, Andrew Goldin
PHOTOGRAPHER: Jamie Kripke
ILLUSTRATOR: Abbey Lossing
CONTENT STRATEGIST: Dan Schultz
PROGRAMMER: Andy Schulman
DIGITAL ARTIST / MULTIMEDIA: Matt Carpenter
AGENCY PRODUCER: Michon Schmidt
PRODUCTION COMPANY: AfterGlow Studio / Boulder
CREATIVE DIRECTOR: Mike Sukle
AGENCY: Sukle Advertising & Design / Denver
CLIENT: Great Outdoors Colorado





DIGITAL ADVERTISING

VLADIMIR JONES

DIGITAL ECOSYSTEM

We found more ways than ever for new people to love and share the world's best toffee.

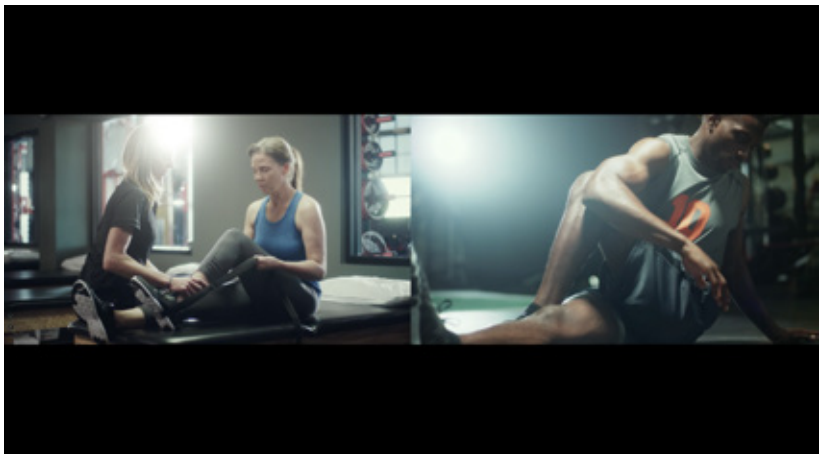
AWARD: SILVER
PRODUCTION COMPANY: Riposte / Denver
AGENCY: Vladimir Jones / Denver
CLIENT: Enstrom Candies

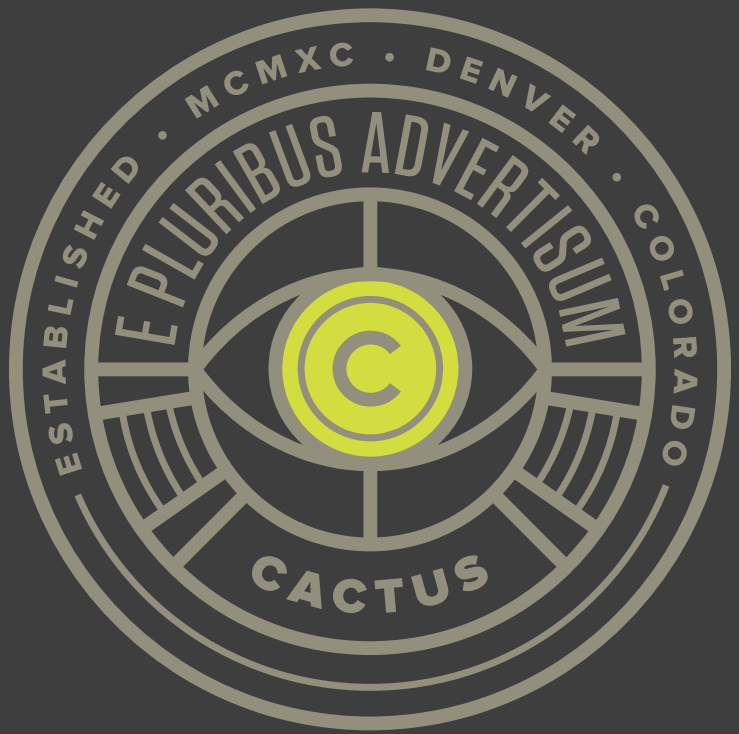
DIGITAL ADVERTISING

FUTURISTIC FILMS
RECOVER LIKE A PRO

"You don't have to be a professional athlete, to recover like one." That's the message OrthoColorado Hospital conveys in its new spot, featuring their brand ambassador Emmanuel Sanders. The concept from O'Brien Advertising was to show the journey of an everyday woman's recovery from knee surgery, in conjunction with a professional athlete's recovery from a game, using a split screen approach. Futuristic Director Jasper Gray shot the spot to visually place an everyday hero directly into the aesthetic world of a Nike or Under Armour commercial, highlighting the intensity of Emmanuel's performance in a way that inspires the everyday hero's efforts. The two are visually linked in their actions throughout the spot, culminating in the last shot where they share the tagline. The concept is a bold departure for a hospital commercial, and sets OrthoColorado apart from others in the industry.

AWARD: SILVER
ART DIRECTOR: Nicole Locken
PRODUCER: Sarah Liles
EDITOR: Jonnie Sirotek
CINEMATOGRAPHER: Frank Pickell
DIRECTOR: Jasper Gray
PRODUCTION COMPANY: Futuristic Films / Denver
CREATIVE TEAM: Terri O'Brien
CREATIVE DIRECTOR: Jim Morrissey
AGENCY: OrthoColorado Hospital / Denver
SECONDARY COMPANIES: O'Brien / Denver
CLIENT: OrthoColorado Hospital





Proud to support the new One Club Denver
and our community of makers and creators.

Congrats to all the winners this year.
Cheers!

CACTUS

Cross Platform Campaign

TOP HONORS
2017

CROSS-PLATFORM CAMPAIGN

THE INTEGER GROUP

O.N.E. YOGA ON THE ROCKS

Yoga on the Rocks? It's like the Super Bowl of yoga. Every year, yogis gather at this sacred sandstone to connect with themselves. We found a way to connect them to each other. Harnessing the power and reach of Facebook Live and 360 VR technology, O.N.E. invited yogis worldwide to join the brand in a first-of-its-kind, global yoga experience. Using ubiquitous social media tools, O.N.E. connected 1.5 million yogis across four continents and nine countries, ultimately creating the largest single yoga class of all time.

AWARD: GOLD
ART DIRECTOR: Marco Merced
WRITER: Lee Perlman
PHOTOGRAPHERS: Mark Read, Kyle McDonald, Jesse Placky
PRODUCER: Luke Bishop, Trista DeSousa, Jessi Dana
SOCIAL MEDIA MANAGER: Jason Thue
CREATIVE TEAM: Cort Langworthy and Lee Perlman
CREATIVE DIRECTOR: Dustin Bredice
ASSITANT CREATIVE DIRECTOR: Cort Langworthy
GROUP CREATIVE DIRECTOR: Patrick Sullivan
CAMERA/TECH: Michael Herring
AGENCY: The Integer Group / Lakewood
CLIENT: O.N.E. Coconut Water

CROSS-PLATFORM CAMPAIGN

UCHEALTH CREATIVE SERVICES

YOUR LIFE, YOUR STORY

In February, 2017, UCHealth revealed a massive, system-wide rebrand that included new logo, graphic identity, signage, and advertising campaign. The campaign, entitled, "Your life, your story," was an entirely patient-centric multi-media campaign that featured striking still photography and cinematic moving pictures to tell real patient stories by featuring real patients. In every touchpoint we highlighted patients' abilities to overcome incredibly difficult circumstances and achieve extraordinary lives. The campaign was deeply personal and emotional for the patients, and their willingness to show their vulnerabilities made it overwhelmingly powerful.

AWARD: SILVER
ART DIRECTOR: Mark Butorac, Turner Johnson
WRITER: Mike Mazzanti, Karl Keily
PHOTOGRAPHER: Martin Schoeller
PRODUCER: Tony Cantale
EDITOR: Jim Ulbrich
SOUND PRODUCTION COMPANY: Mophonics / Culver City
AGENCY PRODUCER: Jim Phox, MJ Rockers
DIRECTOR: Pam Thomas
POST-PRODUCTION: Nomad Editing Company / Santa Monica
PRODUCTION COMPANY: Community Films / New York City, Martin Schoeller Photography / New York City
CREATIVE DIRECTOR: Stephen Nathans
EXECUTIVE CREATIVE DIRECTOR: Jeff Kosloski
CHIEF CREATIVE OFFICER: Curt Detweiler
AGENCY: Grey / San Francisco
SECONDARY COMPANIES: UCHealth Creative Services / Aurora, Community Films / New York City
CLIENT: UCHealth

CROSS-PLATFORM CAMPAIGN

VLADIMIR JONES

GIVING GARBAGE A GOOD NAME

Who thinks trash and recycling should be fun? We do. So we got a band to play a concert with recycled instruments. Built letters out of bottles. And made radio ads from old radio ads.

AWARD: SILVER
PRODUCTION COMPANY: Carson Nyquist
AGENCY: Vladimir Jones / Denver
CLIENT: Bestway Disposal
RADIO RECORDING: Rocky Mountain Recorders

CROSS-PLATFORM CAMPAIGN

FROST MOTION

2017 PAPER FASHION SHOW

The Art Directors Club of Denver reached out to us for a second time to be their Denver "soup to nuts" creative partner for their 2017 campaign. The annual event supports DAVA, aka Downtown Aurora Visual Arts. DAVA provides arts education programs for urban youth ages 3 to 17 in Aurora. Their mission is to strengthen the community through the visual arts with youth engagement as the primary focus. It's always an honor and privilege to be a volunteer partner with such amazing local organizations. For this years campaign, we took the reigns on everything from initial concepts and designs to shooting live action with our drone to 3D modeling and animation. We even developed a new font for all of the print material and promotional gear.

AWARD: SILVER
DESIGNER: Sean Kasa
PRODUCER: Andrew Johnston, Beth Cooper
SOUND DESIGNER: Christophe Eagleton, Mike Shaw
SOUND PRODUCTION COMPANY:
Dynamite Laser Beam / Denver
DIGITAL ARTIST / MULTIMEDIA: Jon Drobil, Andy Tanguay
CREATIVE DIRECTOR: Curt Cooper
AGENCY: Frost Motion / Denver
CLIENT: Art Directors Club of Denver

Websites

TOP HONORS 2017

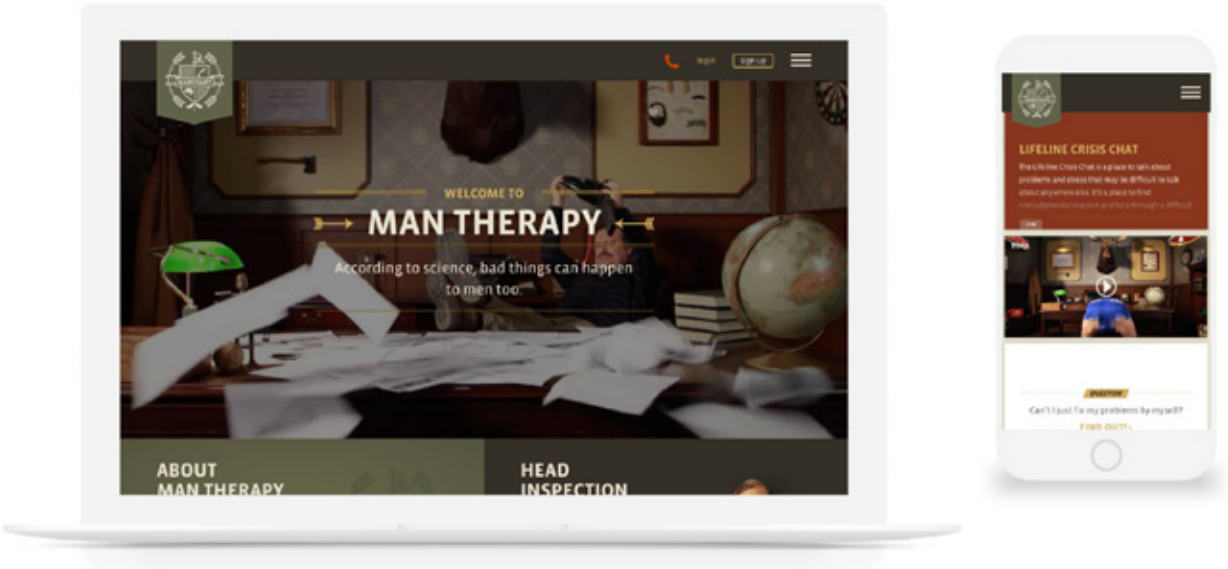
WEBSITES

CACTUS MARKETING COMMUNICATIONS

MAN THERAPY

The Man Therapy website has always been full of character – and that personality rings even louder and wittier in the newest iteration. Entertainment and functionality combine in this website re-launch, with man's man Dr. Rich Mahogany at the lead.

AWARD: GOLD
ART DIRECTOR: Shruthi Balakrishna
WRITER: Ricky Lambert, Shea Tullos
PRODUCER: Adele Martin, Zach Meyers
USER EXPERIENCE DESIGNER: Andrew Baker, Kevin Roysden
CREATIVE TECHNOLOGIST: Austin Lliteras
USER INTERFACE DESIGNER: Shruthi Balakrishna, Kevin Roysden
CREATIVE DIRECTOR: Brian Watson
AGENCY: Cactus Marketing Communications / Denver
CLIENT: Man Therapy



TOP HONORS
2017

WEBSITES

LEGWORK

YETI CYCLES

Yeti Cycles main site and store. Yeti Cycles has the reputation for building the best mountain bikes on the trail and needed a website that lived up to their reputation. The site we built for them is modern, responsive and serves as a stylish interface for their extensive library of content and products.

AWARD: GOLD
AGENCY: Legwork / Denver
CLIENT: Yeti Cycles / Golden

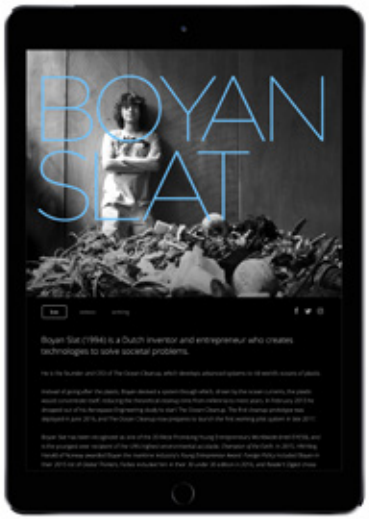
WEBSITES

LRXD

HUBERT'S LEMONADE

Lemonade has a very simple design — it's a concoction of lemon, water, sugar and sunshine — yet it brings big smiles to the faces of those who drink it. We wanted to replicate this experience for the Hubert's Lemonade website.
Designed as a virtual funhouse for the Google Chrome browser, www.hubertslemonade.com is a unique interactive experience where joy is the currency and visitors' smiles earn points that can be traded for chances to win prizes. The computer's webcam recognizes visitors' smiles and other facial expressions. Shaking one's mobile device also communicates a joyful expression.
As guests explore the pages of this funhouse/arcade in Google Chrome, they unlock hidden joy by smiling, raising their eyebrows, opening mouths wide and making combinations of these gestures. Many are rewarded handsomely during a monthly sweepstakes at Hubert's concession stand.

AWARD: SILVER
AGENCY: LRXD/Denver
CLIENT: Hubert's Lemonade
CREATIVE DIRECTORS: John Gilbert, Jamie Reedy, Andy Dutlinger
DESIGNER: Drew Bentley
WRITER: Greg Lewis
DIGITAL ARTIST/MULTIMEDIA: Valerie Hawks
PRODUCER: Austin Power
PROGRAMMERS: Turpana Molina, Dan Alexander, David Lawson



SHAWN MEEK

BOYAN SLAT

Boyan Slat, a 23-year-old Dutch environmental entrepreneur and founder of The Ocean Cleanup, is working to rid the world's oceans of plastic by 2020. The biographical site began when Boyan was only 19 to gain funding and document his accolades along his journey. Since that time, he has been able capture the essence of his vision, shared with world leaders and funding resources, leading viewers to donate 2.2 million to the cause. Slat has been recognized as one of the 20 Most Promising Young Entrepreneurs Worldwide (Intel EYE50), by The New York Times, TED and is a laureate of the 2014 United Nations Champions for the Earth award. The responsive website build will continue to unfold as the Ocean Cleanup evolves.

http://www.boyanslat.com

AWARD: SILVER
PROGRAMMER: Shawn Meek
USER EXPERIENCE DESIGNER: Shawn Meek
USER INTERFACE DESIGNER: Shawn Meek
AGENCY: Shawn Meek / Denver
CLIENT: Boyan Slat, The Ocean Cleanup

2-D Print/Digital Design

TOP HONORS 2017

2-D PRINT/ DIGITAL DESIGN

CACTUS MARKETING COMMUNICATIONS

ODELL IPA DAY PRINT POSTERS

As the only American-style IPA to win gold medals at the Great American Beer Festival and the World Beer Cup, Odell IPA is seemingly approved by everyone. Coupled with over 10 years of history, it's been the go-to IPA for beer drinkers across the mountain west since the early 2000's. Our assignment was to develop a campaign that highlighted the beer's rich history as well as it's approachability. Our solution was simple: highlight all the walks of life who enjoy Odell's IPA on a regular basis. Whether you are a pirate, the Sasquatch or a dive bar connoisseur, you'll be right at home wth a cold IPA in hand. This 360 campaign featured a poster series that was displayed at the brewery on 8/3/17, IPA Day. We also fabricated an elephant to transform a mechanical bull into a rideable giant, a-la the packaging.

AWARD: GOLD
CREATIVE DIRECTOR: Jim Morrissey
ART DIRECTOR: Sarah Berkheimer
ACCOUNT SUPERVISOR: Jon Barnett
WRITER: Shea Tullos
PRODUCER: Julie Mimmack
AGENCY: Cactus Marketing Communications / Denver
CLIENT: Odell

2-D PRINT/ DIGITAL DESIGN

THE INTEGER GROUP

NATURAL INSTINCTS FOR MEN

Natural Instincts for Men had a problem. No matter how gray they got, men couldn't get past the idea of coloring their hair. Most hair color brands made them feel even older, and what's worse is they were afraid of looking like they had applied shoe polish directly to their noggins. So armed with the knowledge that they'd be more likely to make this purchase online, we created a brand proposition that would speak to our graying men in a way that would bring them into the category.

AWARD: SILVER
ART DIRECTOR: Devon Colson, Jenna Hebeler, Josh Thies
WRITER: Babette Sullivan Puebla
DESIGNER: Danilo Agutoli
PRODUCER: Julie Bassignani
CREATIVE DIRECTOR: Keith Sanders
UX STRATEGIST: Eric Shumake
AGENCY: The Integer Group / Lakewood
CLIENT: Clairol

2-D PRINT/ DIGITAL DESIGN

ELLEN BRUSS DESIGN

BEEFSTEAK INVITATION 2017

The annual MCA Denver Beefsteak Dinner is inspired by the festive Beefsteak banquets originating among the working class of New York City in the mid-1800s. The meal would generally be organized to celebrate or raise money for politicians, newly promoted friends, or celebrities. MCA's version celebrates all that is manly: beef, whisky, black tie, and no utensils. Black-and-white, historic-style graphics, and a box delivered to each returning guest set the tone for the masculine Beefsteak event.

AWARD: SILVER
DESIGNER: Rose Chenoweth
CREATIVE DIRECTOR: Ellen Bruss, Ken Garcia
AGENCY: Ellen Bruss Design / Denver
CLIENT: MCA Denver

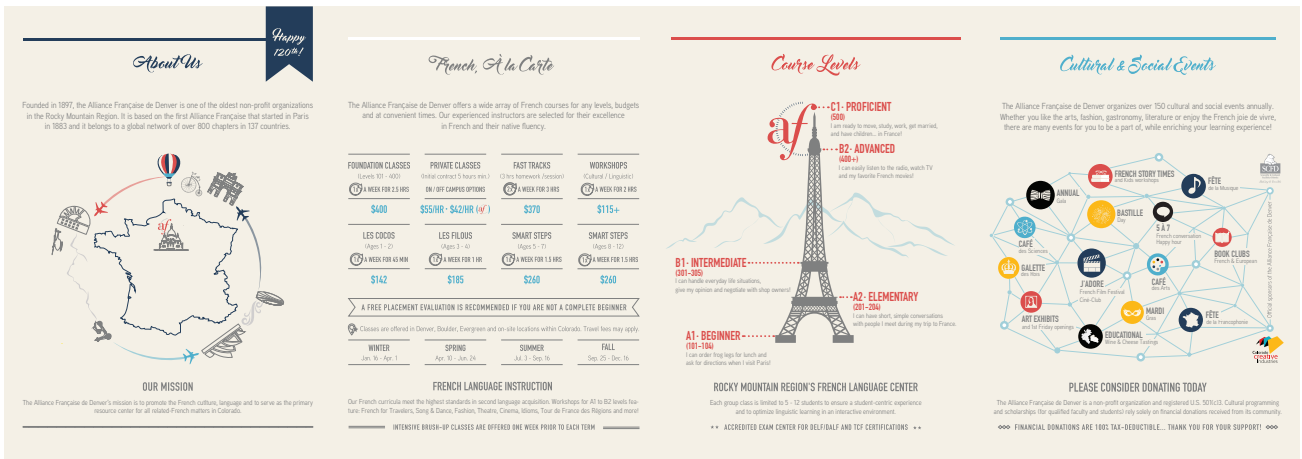
2-D PRINT/ DIGITAL DESIGN

LA BULLE DESIGNS

LA BROCHURE, 2017

La Bulle Designs was engaged by The Alliance Française de Denver for production of its 2017 events and programs brochure. When fully expanded, the customized quad-fold design features French-themed icons, infographics, and reveals the French flag. This format conveys visual content in an effective, inviting manner which elevates the organization's overall identity to connect its local community with French, while simultaneously adhering to all U.S. standard mailing guidelines.

AWARD: SILVER
DESIGNER: Anne Redureau
AGENCY: La Bulle Designs / Denver
CLIENT: The Alliance Française de Denver



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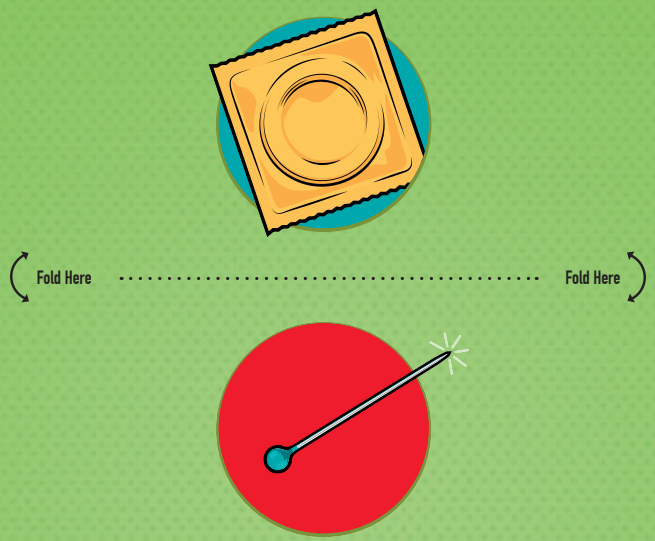


(b)

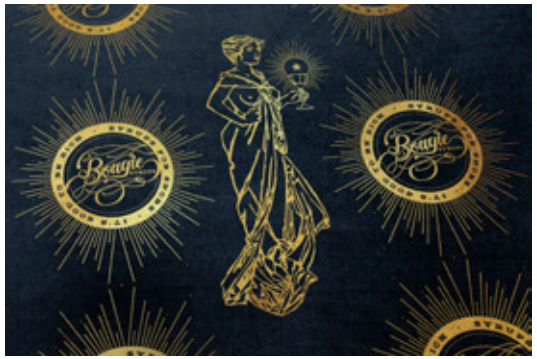
CONGRATULATIONS MAY SOON BE IN ORDER.

Branding is where the magic happens, but selling is what brings revenue to life. Only Integer® brings the two together so you can break through with shoppers and drive commerce.

At Integer, we live at the Intersection of Branding and Selling®. For creative and strategy that accelerate transaction, contact Nicole Souza, SVP Global Business Development, at nicolesouza@integer.com. For information, visit us online.

integer

Logo & Brand Identity Systems



TOP HONORS 2017

LOGO & BRAND IDENTITY SYSTEMS

PAPER LAUNDRY

BOUGIE COCKTAIL SYRUPS BRAND

To brand a line of cocktail syrups that make it easy for imbibers to escape into the legacy and sophistication of a well-crafted cocktail — whether at a bar or in their home. The cocktail scene has gotten a big kick in the past few years. People's expectations have gone up and they're no longer ordering simple one-mixer drinks when it comes to their booze game. Knowing that there are plenty of craft cocktail ingredients out there, these exceptional syrups had to stand out at shelf, and impress bars, restaurants, and national distributors. So many bitters and syrup brands have a hand-hewn look, a hipster in flannel vibe, and that's not what this brand is about. It's sexy, over the top, and for people who want the best. It's James Bond in a glass.

AWARD: GOLD
WRITER: Cara Moyle
PHOTOGRAPHER: Jonnie Sirotek
ILLUSTRATOR: Michael Haynes
PRODUCTION COMPANY: Genghis Kern / Denver
CREATIVE DIRECTOR: Ashlynn Dawes Haynes
AGENCY: Paper Laundry / Denver
CLIENT: Bougie Syrups

LOGO & BRAND IDENTITY SYSTEMS

LAURA KOTTLOWSKI DESIGN

ROAD 2 RUSSIA LOGO

Road2Russia film series logo. A team of filmmaker-soccer fans will road trip from LA to Moscow for the Fifa World Cup in 2018. The group is partnered with One World Play Project, an organization that makes indestructible soccer balls. The team will stop at orphanages and underprivileged villages along the way in hopes of spreading good will, international camaraderie, play, create conversations across borders (India, Iran, Europe, Russia) and ultimately spread the game of soccer by distributing One World futbols. The team will document the journey, stories, and share them through a multi-media video series. The logo needed to represent this journey, yet also appeal to soccer fans, sports fans, the entertainment industry, and attract the eye and support of similar action/sport-centric brand sponsors that would help fund the project. Brands such as: Red Bull, Adidas, Puma and the like were kept in mind to attract for potential sponsors.

AWARD: SILVER
DESIGNER: Laura Kottlowski
CREATIVE DIRECTOR: Laura Kottlowski
AGENCY: Laura Kottlowski Design / Denver
CLIENT: Road 2 Russia

LOGO & BRAND IDENTITY SYSTEMS

NICOLE LOCKEN CREATIVE

THE ALLEY BRAND IDENTITY

The Alley is a vibrant eatery and cantina located in the heart of historic, downtown Littleton. Prior to their grand opening, we were challenged to create a brand that pays homage to Littleton's roots, yet embraces the future. To accomplish this, we infused the old with the new, the historic with the modern. The primary mark was developed with this collaboration in mind. The serif font is a subtle nod to the town's history, while the modern, sans serif font speaks to the future. The icon reinforces this infusion, taking a modern twist on a Mayan-inspired symbol. The result is "Mountain Mexican" at its finest.

AWARD: SILVER
CLIENT: The Alley / Littleton
ART DIRECTOR: Nicole Locken
AGENCY: Nicole Locken Creative / Denver
SECONDARY COMPANIES: Bristlecone Construction / Littleton

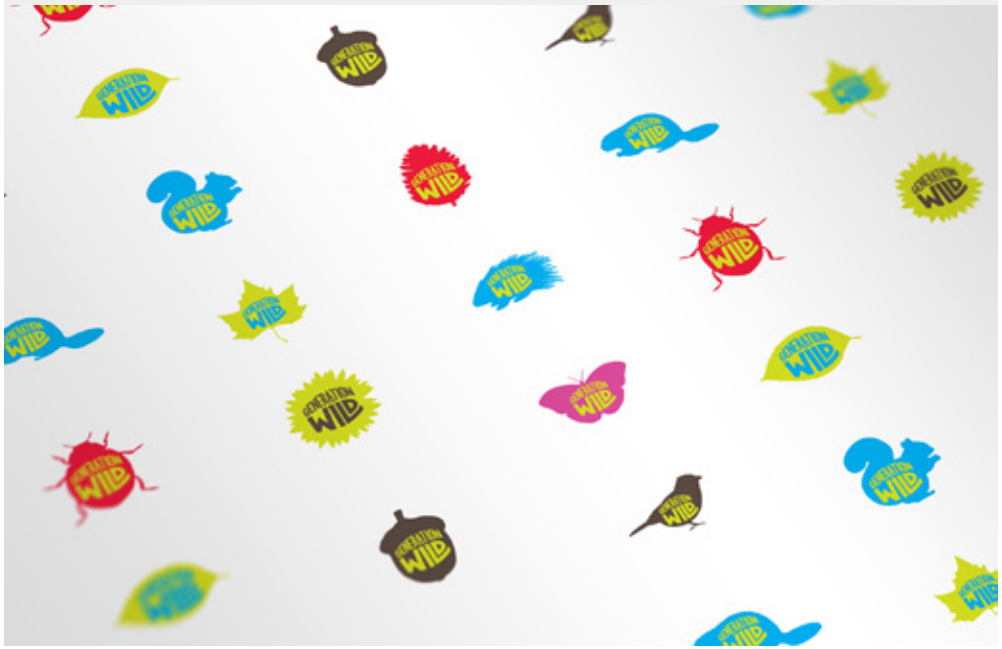
LOGO & BRAND IDENTITY SYSTEMS

SUKLE ADVERTISING & DESIGN

GENERATION WILD IDENTITY

With Minecraft, Snapchat, and stupidly fast internet, it should come as no surprise that kids today play outside less than any previous generation. But according to researchers, this is a problem for their health, happiness, and mental wellbeing. Great Outdoors Colorado, an organization that builds and protects Colorado parks, wanted our help to change this generation of indoorsy types. Our idea was to create Generation Wild, a brand that would inspire kids to trade their phones and tablets for rocks and stinkbugs.

AWARD: SILVER
CREATIVE DIRECTOR: Mike Sukle
DESIGNER: Greg Jesse
ART DIRECTOR: Jeff Euteneuer
AGENCY: Sukle Advertising & Design / Denver
CLIENT: Great Outdoors Colorado



Apps/Digital Experience

TOP HONORS
2017

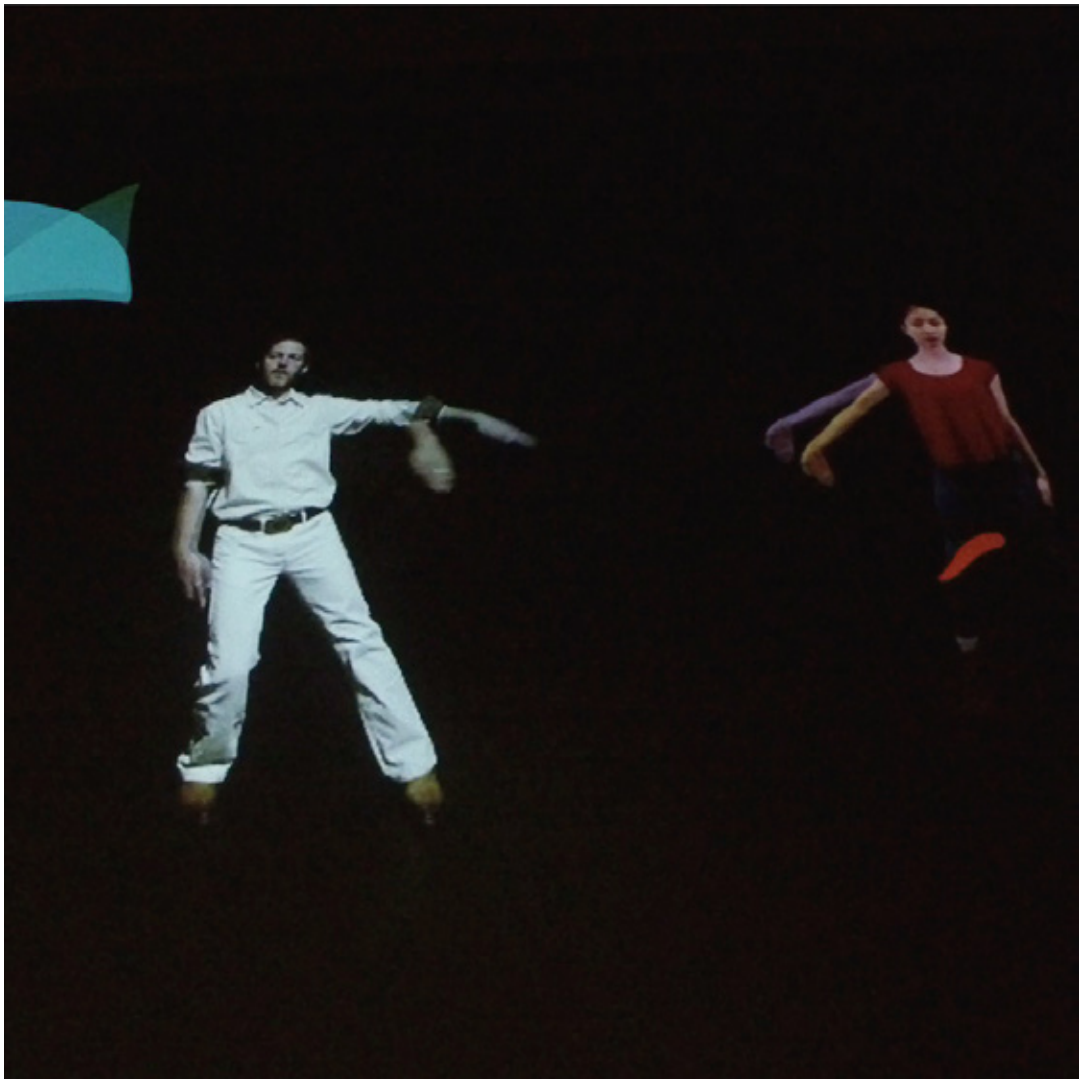
APPS/DIGITAL EXPERIENCE

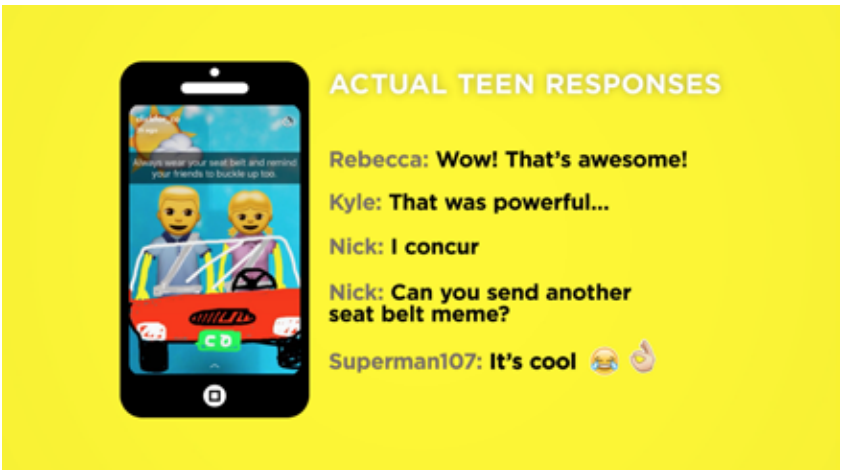
LEGWORK + WONDERBOUND

#DANCELAB

#Dancelab is a participatory exhibition conceptualized and created as a collaboration with Legwork and Wonderbound for the Denver Art Museum. It was created with the sole purpose of getting people to experience dance through a fresh lens. The exhibition ran for 3 months during the Summer of Dance takeover at the DAM. Select gallery spaces featured different aspects of dance in American culture, and we wanted to get people out of their heads and back into their bodies by exploring the intersection of movement and technology. Users follow choreographed prompts in motion capture stations. Those clips are then transformed into new dance sequences that are then displayed on a large gallery wall with other submissions.

AWARD: GOLD
AGENCY: Legwork / Denver
PRODUCTION COMPANY: Wonderbound / Denver
SUPPORTING COMPANY: Justin Gitlin (Cacheflowe) / Denver
SUPPORTING COMPANY: Display Devices / Golden
SUPPORTING COMPANY: Dynamite Laser Beam / Denver
CLIENT: Denver Art Museum





APPS/DIGITAL EXPERIENCE

AMÉLIE COMPANY

SNAP & CLICK

Research shows teens are overrepresented in car crash fatalities. Even though seat belts reduce the risk of death in a crash by 45%, teens don't believe this affects their daily lives and are unaware of the effectiveness of seat belts. So how do we get teens to listen without lecturing them? By partnering with CDOT to develop a campaign that spoke to them where they are most: on their phones. The Snap & Click campaign took place on the popular Snapchat app. We created an account and placed our unique Snapcode on posters that went up in high schools all over Colorado. Thousands of teens at over 300 schools quickly added our account and responded to our interactive content throughout the duration of the campaign. We sent positive seat belt safety messages to teens and posted their engagement to our public feed.

AWARD: SILVER
ART DIRECTOR: Chelsea Anderson
WRITER: Rachel Edwards
CHIEF CREATIVE OFFICER: Pat Feehery
AGENCY: Amélie Company / Denver
CLIENT: Colorado Department of Transportation

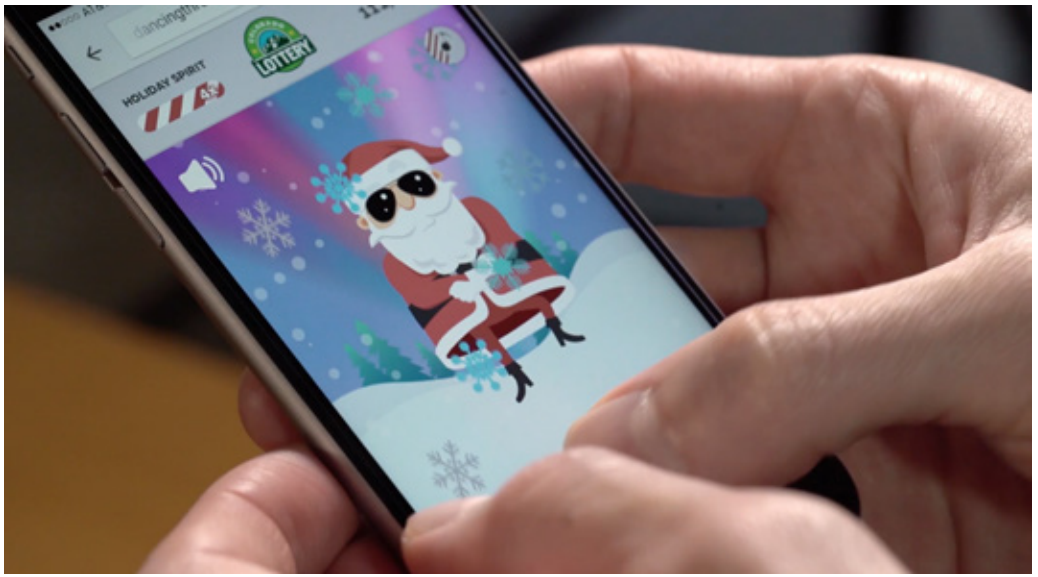
APPS/DIGITAL EXPERIENCE

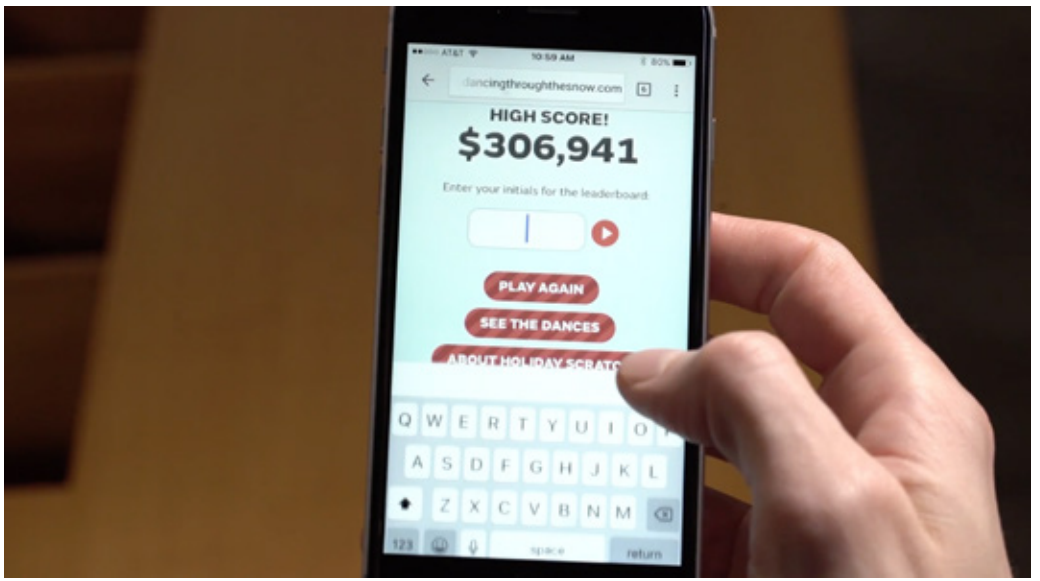
CACTUS MARKETING COMMUNICATIONS

LOTTERY DANCING THROUGH THE SNOW

To help promote the Holiday Scratch Games and brand engagement, the Lottery launched Dancing Through the Snow, a Dance Dance Revolution meets Guitar Hero digital game.

AWARD: SILVER
ART DIRECTOR: Sarah Berkheimer
ACCOUNT DIRECTOR: Summer Hershey
ACCOUNT SUPERVISOR: Monica Hemmert
WRITER: Ricky Lambert
AGENCY PRODUCER: Zach Meyers
PROGRAMMER: Justin Gitlin / Cacheflowe
CREATIVE TECHNOLOGIST: Andrew Baker
CREATIVE DIRECTOR: Jim Morrissey
CHIEF CREATIVE OFFICER: Norm Shearer
MUSIC & SOUND: Coupe Studios / Boulder
AGENCY: Cactus
CLIENT: The Colorado Lottery





APPS/DIGITAL EXPERIENCE

CACTUS MARKETING COMMUNICATIONS

LOTTERY VR

The Colorado Lottery recently launched a virtual reality experience, "Play On, Colorado," that helps users immerse themselves in outdoor locations funded through Lottery proceeds. The 360-degree experience guides users through a mountain biking adventure at Horsethief Bench Loop in Fruita, Colorado, and rock climbing at Eldorado Canyon in Boulder, Colorado. Also included in the virtual experience is the "Ball Billionare" game, which allows players to collect Lottery balls with their cursor or finger, collecting points each time, as they explore a 360-degree view of mountain biking in Fruita. The 360-degree videos and photos allow users to see Lottery-funded sites through advancements in digital ad platforms such as Facebook 360 and YouTube pre-roll. "Play On, Colorado" was designed to allow users to experience the Colorado landscape on a computer, mobile device, or through a virtual reality headset, allowing everyone access to these unique sites, no matter their location.

AWARD: SILVER
DESIGNER: Kevin Roysden
ART DIRECTOR: Adam Nelson
ACCOUNT DIRECTOR: Summer Hershey
ACCOUNT SUPERVISOR: Monica Hemmert
WRITER: Ricky Lambert
AGENCY PRODUCER: Brooke Woodruff, Adele Martin
CREATIVE TECHNOLOGIST: Andrew Baker
PROGRAMMER: Justin Gitlin / Cacheflowe
CREATIVE DIRECTOR: Jim Morrissey
CHIEF CREATIVE OFFICE: Norm Shearer
DIRECTOR: Jasper Gray, Futuristic Films / Denver
EDITORS: Jimmy Webber / Jonnie Sirotek
MUSIC & SOUND: Coupe Studios / Boulder
CLIENT: The Colorado Lottery

TOP HONORS 2017

ILLUSTRATION

THE INTEGER GROUP

GIVE IT A GO, P&G

Ultimately, today's a busy world. We are all time-starved, running from meeting to meeting, place to place, just trying to get it all done. We don't always have the time we want or need to take care of ourselves. We live an on-the-go lifestyle so the products we trust must, too. We created hand-drawn, simple stash and go scenarios that P&G could leverage for a number of their trial size products. From Tide To-Go to petite Prilosec, every possible scenario was covered. We used bright, disruptive colors and engaging typography and textures to emphasize the benefit and the portability of these mighty mini's.

AWARD: GOLD
ART DIRECTOR: Adrienne Pickett, Cory Doney
ILLUSTRATOR: Kate Forrester
PRODUCER: Kate Middleton
COPYWRITER: Natalie Boykin
CREATIVE DIRECTOR: Anne Macomber
AGENCY: The Integer Group / Lakewood
CLIENT: Procter and Gamble

TOP HONORS 2017

WRITING

VLADIMIR JONES

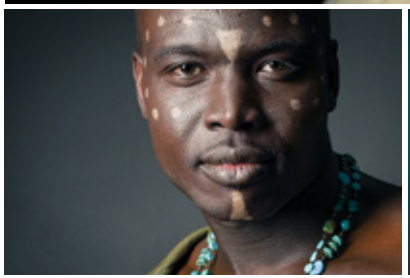
CLIP SHOW RADIO

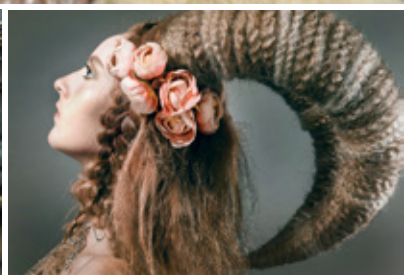
Radio is still a writer's medium.

AWARD: GOLD
SOUND PRODUCTION COMPANY: Rocky Mountain Recorders / Denver
AGENCY: Vladimir Jones / Denver
CLIENT: Bestway Disposal

TAKE A LISTEN:

Photography





ROBINS PHOTOGRAPHY

FASHION PHOTOGRAPHY BACKSTAGE DENVER

Fashion in Denver is an entity which is evolving differently than the industry in NY or LA. Denver has no buyers, no textile companies, and no fashion industry history to offer traditional standards. Therefore, our fashion community has become more of a realm where creatives in clothing design, photography, makeup and hair artistry can explore their ideas to levels that juxtapose art and style. I prefer to be backstage rather than on the runway. I want to be immersed in the creative process rather than a passive viewer. My images are intended to bring their audience a close up experience through the looking glass which is backstage. All images are photographed backstage at fashion shows. They are, for me, the truth without words that Denver's unique place within the fashion industry is being born.

AWARD: GOLD
PHOTOGRAPHER: Robin Fulton
AGENCY: Robins Photography / Denver
CLIENT: Robin Fulton

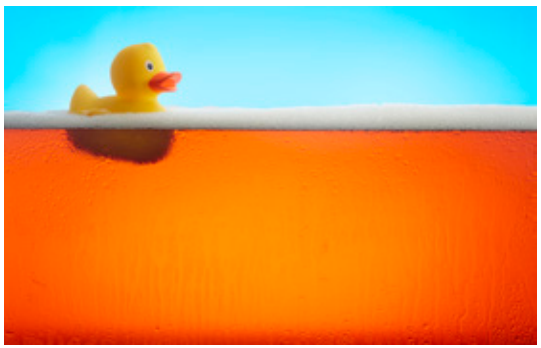
PHOTOGRAPHY

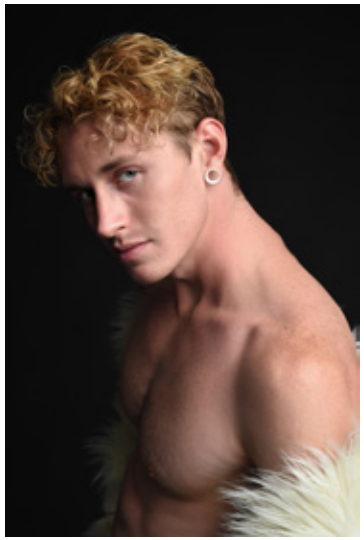
NEW WEST PHOTOGRAPHY

TANKED

For this series of personal work, entitled 'Tanked', we were seeking a unique way to illustrate various aspects of beer drinking and the brewing industry. We used a variety of small props, and a large fish tank filled with beer! The images were used in a direct mail promo sent to local breweries and agencies that work with them. We had a lot of fun shooting these images, but were sad to see so much beer go down the drain when we were finished.

AWARD: SILVER
ART DIRECTOR: Jess Kugler
PHOTOGRAPHER: Jess Kugler
AGENCY: New West Photography / Denver
CLIENT: Personal Work





ROBINS PHOTOGRAPHY

DYLAN

Dylan went from a life of poverty to prison. Only in the past six months has he found a new place for himself which offers positive growth; the Denver fashion scene. Between parole officers and photography sets, he is finding himself as seen through the eyes of others. The beauty that is captured is a shocking thing to him, and Dylan has begun learning to accept that a true beauty exists within himself. This is from a single photoshoot. It was photographed in order to confront him with himself as a human being with great potential for positive growth, not an outcast which was spurned and denounced.

AWARD: SILVER
AGENCY: Robin Fulton / Denver
CLIENT: Robins Photography

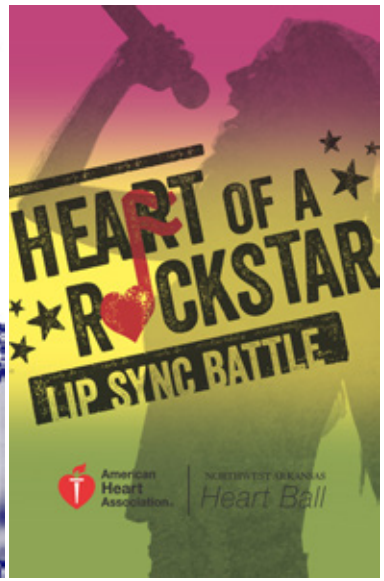
PHOTOGRAPHY

ROBINS PHOTOGRAPHY

POUPÉE DE CIRE

There is a growing sea of young women with their faces filled with botox and fillers, leaving them with expressionless, hardened waxy visages. Our world is becoming glossy, high-fashion, expensive... plastic. This fashion trend is a troubling instance of young girls wanting to be pretty as the culture currently defines it. Instagram filters, media influence and unrealistic social standards cause women to strive towards an unobtainable appearance. The pressure to be perfect has pervadingly seeped into the collective subconscious in our era of "selfies".
This collection is a group of melted wax dolls, as fashion was originally shared in Europe by creating adult dolls with garments that would copy those of the aristocracy. This is to garishly illustrate the superficial expectations of beauty in our culture.

AWARD: SILVER
PHOTOGRAPHER: Robin Fulton
AGENCY: Robin Fulton / Denver
CLIENT: Robin Fulton



TYPOGRAPHY

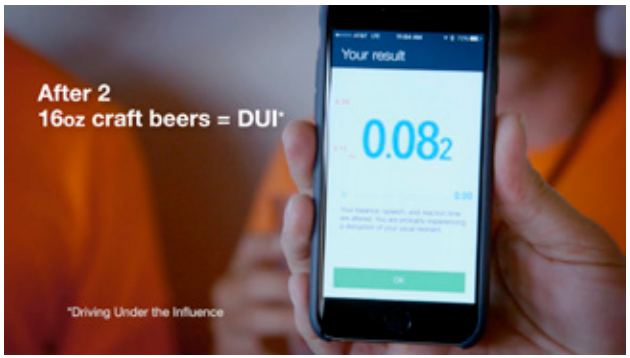
THE INTEGER GROUP

HEART OF A ROCKSTAR

Cardiovascular disease is the nation's number one killer. A donation to the American Heart Association of Northwest Arkansas supports such life-saving efforts as research, education, advocating for better health, improving patient care and reaching populations at risk. But recent donations were lagging, and we needed to reinvigorate the fundraising process. Taking cues from the recent lip sync video phenomenon, we resuscitated the previously stodgy fundraiser event with the launch of the Heart of a Rockstar Lip Sync Battle. The "stars" themselves were local volunteers who rocked the personas and performed to the tunes of their favorite artists. This series is designed in the retro-classic, two-color, gig poster style, and features the performers in all their glory. The new approach was a smash hit with donors, and most importantly raised much needed funding in support of the Heart Association.

AWARD: SILVER
ART DIRECTOR: Diana Cooper, Shannon Ball
WRITER: Scott Corbitt
PRODUCER: Audra Thornburg
CREATIVE DIRECTOR: Mark Chamberlain
EXECUTIVE CREATIVE DIRECTOR: Patrick Sullivan
AGENCY: The Integer Group / Lakewood
CLIENT: American Heart Association

Branded Entertainment & Film



TOP HONORS 2017

BRANDED ENTERTAINMENT & FILM

AMÉLIE COMPANY

A FEW BREWS - A SOCIAL EXPERIMENT

On average, 77 people are arrested for DUI in Colorado everyday with nearly one third of traffic fatalities alcohol-related. Furthermore, 70% of males, ages 21-35 believe they are safe to drive after one to two drinks according to a 2015 CDOT survey. Amelie developed 'A Few Can Be Dangerous' to educate Coloradans that even a few drinks can in fact impair their ability to drive. To drive home the message further, we conducted a social experiment under the guise of a brewery tour company. Paid actors escorted unsuspecting brewery tour participants to three breweries in Denver over the course of three hours. The tour's van driver pretended to consume alcohol at each stop along with the tour. As he mingled with brewery tour goers, not one of the participants seemed concerned that he was drinking and driving. In the end, it is revealed that the driver was drinking non-alcoholic beer.

AWARD: GOLD
ART DIRECTOR: Chelsea Anderson
WRITER: Rachel Edwards
AGENCY PRODUCER: Ryan Adams
DIRECTOR: Anthony Garth
PRODUCTION COMPANY: Citizen Pictures / Denver
CHIEF CREATIVE OFFICER: Pat Feehery
AGENCY: Amélie Company / Denver
CLIENT: Colorado Department of Transportation

BRANDED ENTERTAINMENT & FILM

UCHEALTH CREATIVE SERVICES + STABIO PRODUCTIONS + FUSION CREATIVE

STORIES OF EXTRAORDINARY LIVES

We have been producing an ongoing series of mini-documentaries featuring real stories about UCHealth patients and the extraordinary lives they have led since facing a medical crisis. By producing these stories and sharing them through social media channels, our goal is to help bring hope to individuals, family members and friends who may be facing similar circumstances. The power behind each story lies in the fact that the definition of "extraordinary" lies solely with the patients; the trajectory of their lives may have been altered, but how they face their own unique setbacks and redefine their own futures is extraordinary to the fullest extent.

AWARD: SILVER
PRODUCER: Kate McDaniel
EDITOR: Mike Mazzanti, John Funchess
CINEMATOGRAPHER: Mike Mazzanti, Brad Stabio, John Funchess DIRECTOR: Mike Mazzanti, Paul Manutes
PRODUCTION COMPANY: Stabio Productions / Denver, Fusion Creative / Denver
EXECUTIVE CREATIVE DIRECTOR: Jeff Kosloski
AGENCY: UCHealth Creative Services / Aurora
SECONDARY COMPANIES: Stabio Productions / Denver, Fusion Creative / Denver
CLIENT: UCHealth

BRANDED ENTERTAINMENT & FILM

NEU PRODUCTIONS

OUTLOOK SERIES

The series, 'Outlook' is an in-depth interview series featured on Outside Television profiling athletes, journalists, musicians and leaders in the Outside World who have impacted the industry in a meaningful way. 'Outlook' provides the viewer incredible footage from the around the world and first hand accounts from the people and places where Outside Action happens. Each episode describes the unique landscape that is true to the person that is being profiled. Join Outside Television, as we get deep with fascinating individuals who are paving the way for future generations.

AWARD: SILVER
DIRECTOR: John Roderick
AGENCY: Neu Productions / Denver
CLIENT: Outside Television

BRANDED ENTERTAINMENT & FILM

UCHEALTH CREATIVE SERVICES

LOCKED IN: THE PROMISE OF A PARALYZED FATHER

This mini-documentary, which was shared through social media and YouTube, highlights Jim Cohen, acclaimed chef and restaurateur who woke up one morning completely paralyzed after suffering a stroke in his sleep. His mind was alert and aware, but he couldn't move his body or call for help. It's called being "locked-in." The only way he could convey that he was conscious was by blinking his eyes. One blink for "yes," two blinks for "no." With such a small percentage of these patients ever regaining any motor function at all, Jim's outlook was extremely grim. But while at UCHealth, when the tiniest ray of hope came into Jim's life in the form of a question, he blinked once and set out to do the impossible.

AWARD: SILVER
WRITER: Mike Mazzanti, Brian Quintana
PRODUCER: Mike Mazzanti
EDITOR: Mike Mazzanti
CINEMATOGRAPHER: Mike Mazzanti, Brad Stabio
COMPOSER: Renee Abe
PRODUCTION COMPANY: Stabio Productions / Denver EXECUTIVE
CREATIVE DIRECTOR: Jeff Kosloski
AGENCY: UCHealth Creative Services / Aurora
CLIENT: UCHealth

Latkes, with a little help from Mom

led "Jewish Cooking in
eries, based on the
ning book by Joan Na-
xpected to be shown in

atkes? Simple. Latkes
ancakes) are the very
essence of Hanukkah,
h winter festival that
esday evening and lasts
days.
portant are potato pan-
the holiday, in fact,
mother/son pair en-
e concept still further.

e team: Beverly
and son James

They helped judge a latk
test at the prestigious Ja
Beard House in Manhat
There, six well-known co
took part in a competitio
scribed as "hotter than a
sizzling schmaltz" — and
went into the kitchen to
Hanukkah meal centered
such wonders as Aunt E
Chicken Liver Crostini a
Egg and Onion with Gri
(chicken cracklings).

The main course for
out meal consisted of Se
Brisket (with orange juic
freshly grated ginger) an
Pumpkin and Apple Cou
Desserts included Apple
Cake, Rugelach pastries
Mandelbrot (almond bre

A few chocolate dreid

BILL WIPPERT/Buffalo News

Print Production & Paper Craft

TOP HONORS
2017

PRINT PRODUCTION & PAPER CRAFT

METHOD & MADNESS

NORTH YARD SUPPLY CO.

Packaging and stationery items produced using letterpress printing and embossing, laser engraving and die-cutting. The business cards incorporate metallic copper letterpress ink with an embossed design, duplexed card construction using faux suede paper and a laser cut label. The hang tag was die-cut and letterpress printed with crash numbering accompanied by two laser engraved secondary tags. Using custom laser cut wood type for an interesting texture, the wrapping paper was letterpress printed on newsprint using 2-color overprinting. Packaging tubes and corrugated cardboard boxes are branded with laser engraved artwork and sealed with a laser cut and letterpress printed label.

AWARD: **GOLD**
DESIGNER: Evan Huwa
AGENCY: Method & Madness / Denver
CLIENT: North Yard Supply Co.

PRINT PRODUCTION & PAPER CRAFT

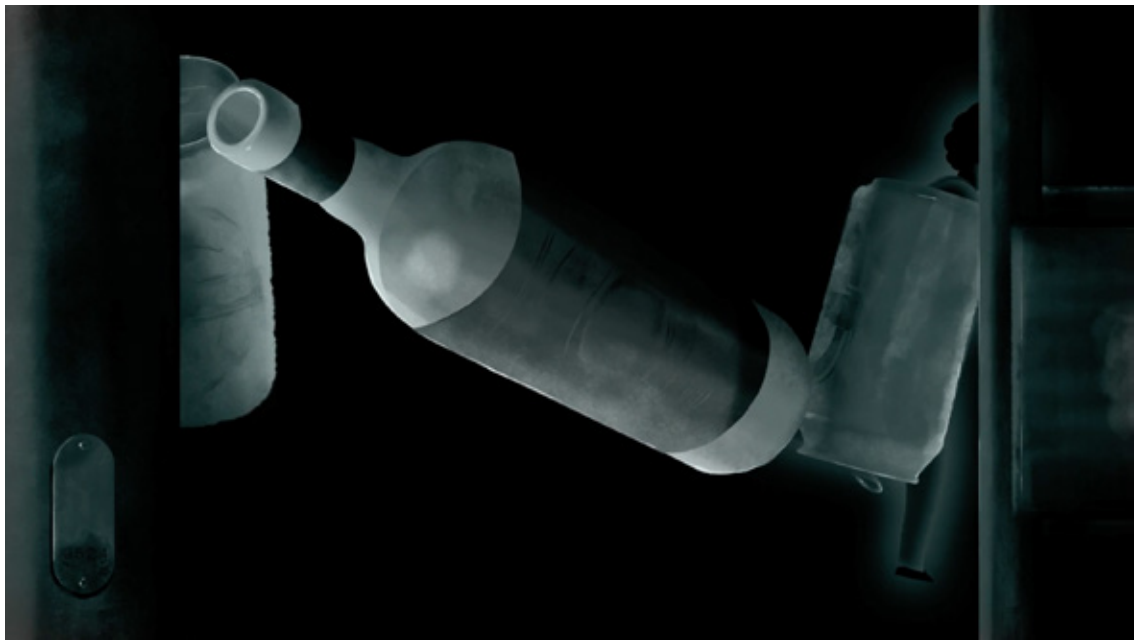
METHOD & MADNESS

JESSICA GRENIER PHOTOGRAPHY STATIONERY SET

A stationery set produced for the re-branding of a local commercial photographer. Using light tones of gray and white, cotton paper was chosen for it's soft touch and ability to take a nice impression. This stationery set was letterpress printed and embossed creating a memorable textural quality. Subtle details such as overprinting, wave rule die-cutting on the labels and envelopes, and colorful stitching add unique design elements to the stationery set.

AWARD: **SILVER**
DESIGNER: Roger Maynor
AGENCY: Method & Madness / Denver
CLIENT: Jessica Grenier Photography

Public Service



TOP HONORS 2017

PUBLIC SERVICE

LEGWORK

INVISIBLE

This spot is intended to shed some light on the services that Urban Peak provides to some of our most vulnerable members of society - homeless teens. Our journey follows a kid through life where he continuously falls through the cracks of the system until he is virtually unnoticed. It was part of a larger brand refresh Fear Not took on, and we were happy to contribute.

AWARD: GOLD
AGENCY: Fear Not / Denver
PRODUCTION COMPANY: Legwork / Denver
CLIENT: Urban Peak

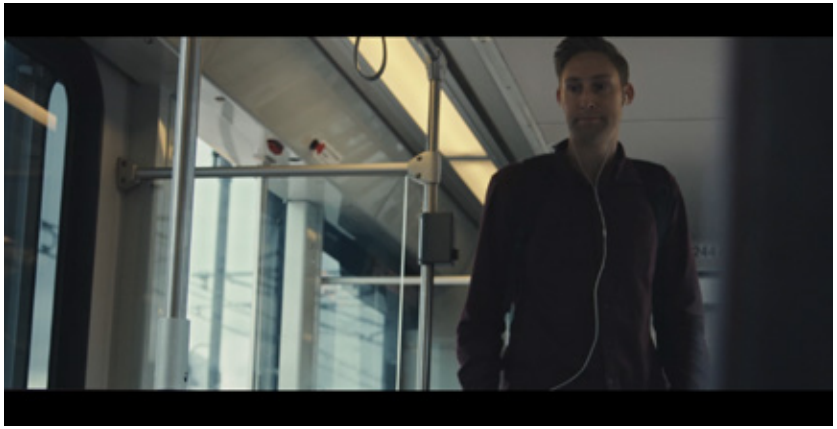
PUBLIC SERVICE

TRI-STATE G&T

FRANK THOMPSON, OLYMPIAN

To tell the story of Olympian Frank Thompson, we emphasized his down-to-earth personality by filming him in his quiet, small hometown of Alliance, Nebraska, before he left to compete in the Rio Olympics. We captured him ranching and practicing shooting in his everyday rural environments. Frank was born and raised outside of Alliance and is a rancher, shooting instructor, volunteer firefighter and one of only two male skeet shooters on the United States 2016 Olympic team. To push out the video, we coordinated our efforts with his local electric cooperative and USA Shooting on a variety of social media channels.

AWARD: SILVER
PHOTOGRAPHER: Willie Petersen
CINEMATOGRAPHER: Evan Swinehart
CREATIVE TEAM: Josh Groth, Lee Boughey, Morgan Richards, and Amy Rosier
CREATIVE DIRECTOR: Melissa Kendrick
SUPPORTING AGENCIES: Lumenati / Denver
AGENCY: Tri-State G&T / Westminster
CLIENT: Tri-State G&T



PUBLIC SERVICE

PAPER LAUNDRY

PROJECT SHIFT

The daily commute, the way you get to the store, the route you take to happy hour. For most Denver residents, it means hopping in their car. When WalkDenver decided to help residents make a change, we came along for the ride. Through recruitment for an advocacy program, participants learned about the challenges and benefits of a car-lite lifestyle and then worked together to create awareness in their community. This program was rolled out in areas where walking was a necessity due to financial limitations, and areas filled with people who don't give filling up their tank a second thought. Bridging these lines took thought and and a bigger view of what Denver is and can be. All in order to make a shift.

AWARD: SILVER
WRITER: Cara Moyle
DIRECTOR: Jonnie Sirotek
CREATIVE DIRECTOR: Ashlynn Dawes Haynes
AGENCY: Paper Laundry / Denver
CLIENT: Project Shift - Walk Denver

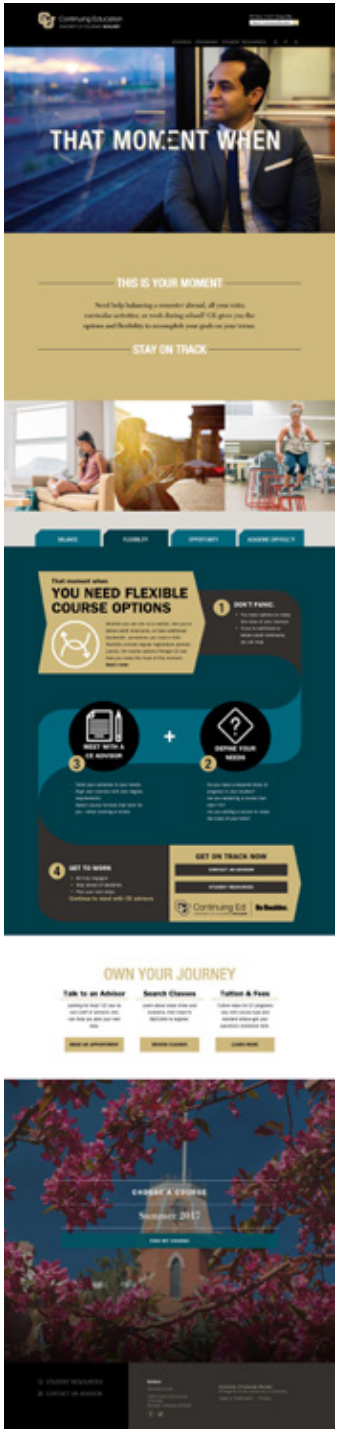
PUBLIC SERVICE

VERMILION DESIGN + DIGITAL

OWN YOUR JOURNEY

Today's students need flexible solutions to achieve their educational goals, but getting their attention means engaging an audience that is already too overloaded to take a break. The updated brand platform and integrated, multilevel marketing campaign for the division of Continuing Education at CU appeals to the person the student aspires to be. 'Own Your Journey' expands the market beyond those struggling academically, positioning the campaign toward those looking to get ahead, stay on track, as well as catch up. Videos on the website highlight these particular journeys and celebrate the many paths to success.

AWARD: SILVER
ART DIRECTOR: Mark Pinkerton
WRITER: Thaddeus Napp
PHOTOGRAPHER: Daniel Bedell, Dana Romanoff
CREATIVE DIRECTOR: Bob Morehouse
AGENCY: Vermilion Design + Digital / Boulder
CLIENT: CU Continuing Education
AGENCY PRODUCER: Margaret Thompson-Gough



Special Thanks

ANNUAL SHOW TEAM

EVENT LEADS: Roxanne Benefiel & Peter Dunbar
ANNUAL SHOW AND COVER ART: Brad Todd / Habitat
BOOK DESIGN & LAYOUT: Jack Grupe & Lauren Gombas
COPYWRITER: Veronika Sprinkle
BOOK PRINTING: Tewell Warren Printing
PRESENTATION & ANIMATION: Ryan Rizio
TROPHY DEISGN AND PRODUCTION: Matter Design
JURY: James Dimagiba & Peter Dunbar
CALL FOR ENTRIES: Peter Dunbar
TICKET SALES: Lindsay Buemi
SPONSORSHIP: Susan Stites
VENUE/EVENT: Roxanne Benefiel
EVENT EMCEE: RJ Owen from Creative Mornings
EVENT PHOTOGRAPHY: James Dimagiba, Steffany Murcia, Adam Gardner, Tayler Hammond
EVENT VIDEOGRAPHY: Twin Flight Productions / Kevin
EVENT VOLUNTEERS: Craig Gladeau, Jenny Taylor, Tyrone Beall, Susan Stites,
Danielle Vala Scott, Olivia Gonzales, Michael Garcia

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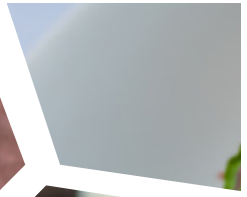

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