

Awards	Entry	Entrant	Advertiser
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The AAF - Chattanooga announced the winners of the coveted ADDY Awards competition honoring creative excellence in advertising.

A Complete list of winners is listed below.

SALES PROMOTION

Gold ADDY® Award	Braves Stadium Three Up Three Down	The Johnson Group	Mayfield Dairy Farms
Silver ADDY® Award	Krystal 'Freeze' POP	The Johnson Group	The Krystal Company
Silver ADDY® Award	CSO 'Music' POP	The Johnson Group	Chattanooga Symphony & Orchestra

COLLATERAL MATERIAL

Silver ADDY® Award	Glos Creative Coverings Business	kmt creative group, inc.	Glos Creative Coverings
Gold ADDY® Award	Bethenny Frankel Cover	Chattanooga Publishing Company	Chatter Magazine
Gold ADDY® Award	DISH	Chattanooga Publishing Company	Chattanooga Times Free Press
Silver ADDY® Award	20 Under 40 Cover	Chattanooga Publishing Company	Chatter Magazine
Silver ADDY® Award	Leader senior publication, WWII	Life Care Centers of America	Life Care Centers of America
Gold ADDY® Award	Stacked In Their Flavor	Chattanooga Publishing Company	Chatter Magazine
Gold ADDY® Award	Riverbend's Rising Stars	Chattanooga Publishing Company	Chatter Magazine
Gold ADDY® Award	House Divided	Chattanooga Publishing Company	Chatter Magazine
Gold ADDY® Award	20 Under 40	Chattanooga Publishing Company	Chatter Magazine
Gold ADDY® Award	Fighting for a Toe Hold	Chattanooga Publishing Company	Get Out Chattanooga
Silver ADDY® Award	Restaurant Road Trip	Chattanooga Publishing Company	Chatter Magazine
Silver ADDY® Award	Prepare for Liftoff	Chattanooga Publishing Company	Chatter Magazine
Silver ADDY® Award	Goal Oriented	Chattanooga Publishing Company	Chatter Magazine
Silver ADDY® Award	Waterfalls	Chattanooga Publishing Company	Get Out Chattanooga
Gold ADDY® Award	Get Out Chattanooga First Issue	Chattanooga Publishing Company	Get Out Chattanooga
Silver ADDY® Award	Chatter June Issue	Chattanooga Publishing Company	Chatter Magazine
Silver ADDY® Award	Chatter July Issue	Chattanooga Publishing Company	Chatter Magazine
Silver ADDY® Award	Leader senior publication, WWII	Life Care Centers of America	Life Care Centers of America
Gold ADDY® Award	Pay & Ride Layaway poster	The Johnson Group	Suck Creek Cycles
Silver ADDY® Award	Lose Your Lunch poster	The Johnson Group	Suck Creek Cycles
Silver ADDY® Award	Be Careful poster	The Johnson Group	Suck Creek Cycles
Silver ADDY® Award	Prolonged Excitement poster	The Johnson Group	Suck Creek Cycles
Silver ADDY® Award	Solar Solutions 'Tanning' Poster	The Johnson Group	Solar Solutions
Silver ADDY® Award	Solar Solutions 'Pansy' Poster	The Johnson Group	Solar Solutions
Gold ADDY® Award	Specialized Bikes Poster Campaign	The Johnson Group	Suck Creek Cycles

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Silver ADDY® Award	'Retriever' Poster Campaign	The Johnson Group	TVA IT Department
Silver ADDY® Award	Solar Solutions Poster Campaign	The Johnson Group	Solar Solutions
Silver ADDY® Award	Chattanooga Happens Downtown	The Johnson Group	River City Company
DIRECT MARKETING			
Gold ADDY® Award	Get Out Chattanooga Media Kit	Chattanooga Publishing Company	Chattanooga Publishing Company
Silver ADDY® Award	Krystal 'Round/Square' T-shirt	The Johnson Group	The Krystal Company
Silver ADDY® Award	Get Out Chattanooga Water Bottle	Chattanooga Publishing Company	Chattanooga Publishing Company
OUT-OF-HOME			
Silver ADDY® Award	BVI Raccoon Mountain Visitor Center	The Johnson Group	Bicentennial Volunteers Inc.
Silver ADDY® Award	Get Out Chattanooga Building Banner	Chattanooga Publishing Company	Chattanooga Publishing Company
NON-TRADITIONAL ADVERTISING			
Gold ADDY® Award	Monster Non-Traditional Ad	The Johnson Group	U.S. Xpress
Gold ADDY® Award	Solar Solutions 'Plug' Event Sign	The Johnson Group	Solar Solutions
Silver ADDY® Award	Cancer Can't Hide guerilla campaign	The Johnson Group	Erlanger Health System
CONSUMER OR TRADE PUBLICATION			
Gold ADDY® Award	'Big Wallets' Ad	The Johnson Group	U.S. Xpress
Silver ADDY® Award	'Island' Ad	The Johnson Group	U.S. Xpress
Silver ADDY® Award	'Monster' Ad	The Johnson Group	U.S. Xpress
Silver ADDY® Award	'Blindfold' Ad	The Johnson Group	U.S. Xpress
Silver ADDY® Award	Monster Augmented Ad	The Johnson Group	U.S. Xpress
Silver ADDY® Award	Solar Solutions 'Tanning' Ad	The Johnson Group	Solar Solutions
Silver ADDY® Award	SMP Thinking Ad Campaign	kmt creative group, inc.	SMP Industries, Inc.
Silver ADDY® Award	'Best Equipment' Campaign	The Johnson Group	U.S. Xpress
Silver ADDY® Award	'Driver Recruitment' Campaign	The Johnson Group	U.S. Xpress
NEWSPAPER			
Silver ADDY® Award	Holiday Sentiments	Chattanooga Publishing Company	Chattanooga Times Free Press
INTERACTIVE MEDIA			
Silver ADDY® Award	AREA203 Blog: AREA20h!3	AREA203 Digital	AREA203 Digital
Silver ADDY® Award	Krystal Web Site Animation	The Johnson Group	The Krystal Company
Silver ADDY® Award	Sunbelt Ka-Pink Your Profile Pic	The Johnson Group	Sunbelt Snacks
Silver ADDY® Award	HTH YouTube Channel	The Johnson Group	HTH Pool Care
Gold ADDY® Award	Crash Pad Website	AREA203 Digital	Crash Pad
Silver ADDY® Award	HK Architects Website	AREA203 Digital	HK Architects

ADDY Winners Press Release

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Silver ADDY® Award	Finster's Paradise Gardens Website	AREA203 Digital	Finster's Paradise Gardens
Silver ADDY® Award	AREA203 Website	AREA203 Digital	AREA203 Digital
Silver ADDY® Award	BVI Raccoon Mountain Website	The Johnson Group	Bicentennial Volunteers Inc.
Silver ADDY® Award	Krystal 'Chili Cheese' Banner Ads	The Johnson Group	The Krystal Company
Silver ADDY® Award	Krystal 'AR' Mobile App	The Johnson Group	The Krystal Company
Silver ADDY® Award	Lamp Post Group	Fancy Rhino	Lamp Post Group
Silver ADDY® Award	HTH Bellagio Web Video	The Johnson Group	HTH Pool Care
Silver ADDY® Award	HTH Pool Fun Web Video	The Johnson Group	HTH Pool Care
Silver ADDY® Award	HTH Let's Jump In Already Campaign	The Johnson Group	HTH Pool Care
RADIO			
Gold ADDY® Award	Slap In the Face radio	The Johnson Group	ClearTalk Wireless
Silver ADDY® Award	Surprise Party radio	The Johnson Group	ClearTalk Wireless
Silver ADDY® Award	ClearTalk Flat Price No Suprises radio	The Johnson Group	ClearTalk Wireless
TELEVISION			
Gold ADDY® Award	Surgery" The Right Hands" TV	The Johnson Group	Erlanger Health System
Silver ADDY® Award	Front Runner Athletics - 'I Dream'	Tabor Media Group	Front Runner Athletics
Silver ADDY® Award	Rhea County - 'Life Less Complicated	Tabor Media Group	Rhea County Executive's Office
Silver ADDY® Award	"Locals"	Atomic Films	EPB
Silver ADDY® Award	"Smart Moves in Business"	Atomic Films	EPB
Silver ADDY® Award	Ginsberg Testimonial	Hospice of Chattanooga	Hospice of Chattanooga
Gold ADDY® Award	Krystal 'Closet'	The Johnson Group	The Krystal Company
Gold ADDY® Award	Krystal 'Inspiration Point'	The Johnson Group	The Krystal Company
Silver ADDY® Award	Krystal 'Tree'	The Johnson Group	The Krystal Company
Silver ADDY® Award	Hit the Road TV	The Johnson Group	ClearTalk Wireless
Gold ADDY® Award	Krystal 'Icon' Campaign	The Johnson Group	The Krystal Company
Silver ADDY® Award	ClearTalk TV Campaign	The Johnson Group	ClearTalk Wireless
MIXED/MULTIPLE MEDIA			
Silver ADDY® Award	'Retriever' Multiple Media	The Johnson Group	TVA IT Department
Silver ADDY® Award	'Monster' Mixed Media	The Johnson Group	U.S. Xpress
Silver ADDY® Award	U.S. Xpress Mixed Media Campaign	The Johnson Group	U.S. Xpress
Gold ADDY® Award	Get Out Chattanooga Campaign	Chattanooga Publishing Company	Chattanooga Publishing Company
Silver ADDY® Award	Best of Preps campaign	Chattanooga Publishing Company	Chattanooga Publishing Company
Silver ADDY® Award	Surgery Mixed Media Campaign	The Johnson Group	Erlanger Health System
Silver ADDY® Award	Cancer Can't Hide Mixed Media	The Johnson Group	Erlanger Health System
Silver ADDY® Award	Chattanooga Happens Downtown	The Johnson Group	River City Company

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ADVERTISING FOR THE ARTS & SCIENCES			
Silver ADDY® Award	Finster's Paradise Gardens Poster	AREA203 Digital	Finster's Paradise Gardens
Silver ADDY® Award	AEC Film Series Poster Harry Potter	Neathawk Dubuque & Packett	Arts & Education Counsel
Gold ADDY® Award	Help Wanted Non-Traditional Media	The Johnson Group	National Medal of Honor Museum of
PUBLIC SERVICE			
Silver ADDY® Award	Extreme Makeover - Big Hearts Rally	kmt creative group, inc.	Vision Homes
Silver ADDY® Award	'Wounded Warrior' Poster	The Johnson Group	U.S. Xpress
Silver ADDY® Award	'Wounded Warrior' Ad	The Johnson Group	U.S. Xpress & Wounded Warrior Project
Gold ADDY® Award	"Yesterday"	Atomic Films	Blood Assurance
Gold ADDY® Award	East Lake: There's a Fire Down Here	Fancy Rhino	East Lake Neighborhood Association
Silver ADDY® Award	One Clip "one" Video	kmt creative group, inc.	One Clip at a Time
ADVERTISING INDUSTRY SELF-PROMOTION			
Silver ADDY® Award	Magic J Ball	The Johnson Group	The Johnson Group
Silver ADDY® Award	Magic Cheez Ball	The Johnson Group	The Johnson Group
Silver ADDY® Award	Candy Gram	The Johnson Group	The Johnson Group
Silver ADDY® Award	ND&P Website Redesign	Neathawk Dubuque & Packett	Neathawk, Dubuque, & Packett
Gold ADDY® Award	ND&P Holiday Card	Neathawk Dubuque & Packett	Neathawk, Dubuque, & Packett
Silver ADDY® Award	Great Ideas Can Come From	Chattanooga Publishing Company	American Advertising Federation
ELEMENTS OF ADVERTISING			
Silver ADDY® Award	City Guide Logo	Chattanooga Publishing Company	Chattanooga Visitors Bureau
Silver ADDY® Award	Current Logo	Chattanooga Publishing Company	Chattanooga Publishing Company
Silver ADDY® Award	Pix Logo	Chattanooga Publishing Company	Chattanooga Publishing Company
Silver ADDY® Award	Extreme Makeover - Big Hearts Logo	kmt creative group, inc.	Vision Homes
Silver ADDY® Award	Chattanooga Arboretum Logo	The Johnson Group	Chattanooga Arboretum & Nature Center
Silver ADDY® Award	Spring Hike to Health Illustration	Steven Ratajczyk Design	Pardee Hospital
Silver ADDY® Award	Fall Hike to Health Illustration	Steven Ratajczyk Design	Pardee Hospital
Silver ADDY® Award	Spring Hike to Health Illustration	Steven Ratajczyk Design	Pardee Hospital
Silver ADDY® Award	Meggitt Product Photography -	Neathawk Dubuque & Packett	Meggitt Training Systems
Silver ADDY® Award	Krystal 'QSR Cover' Photography	The Johnson Group	The Krystal Company
Gold ADDY® Award	Get Out Chattanooga Photo Edit 1	Chattanooga Publishing Company	Chattanooga Publishing Company
Gold ADDY® Award	Get Out Chattanooga Photo Edit 2	Chattanooga Publishing Company	Chattanooga Publishing Company
Gold ADDY® Award	Taco Ad Retouching	The Johnson Group	U.S. Xpress
Gold ADDY® Award	Wallet Ad Retouching	The Johnson Group	U.S. Xpress
Gold ADDY® Award	Holiday Magic Retouching	The Johnson Group	U.S. Xpress

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Gold ADDY® Award	Blindfold Retouching	The Johnson Group	U.S. Xpress
Silver ADDY® Award	Families Can't Resist Retouching	The Johnson Group	Mayfield Dairy
Silver ADDY® Award	Sand art animation	Life Care Centers of America	Life Care Centers of America
Gold ADDY® Award	AREA203 Animated Website Video	AREA203 Digital	AREA203 Digital
Gold ADDY® Award	Monster Mobile Video	The Johnson Group	U.S. Xpress
Gold ADDY® Award	"Yesterday"	Atomic Films	Blood Assurance
Silver ADDY® Award	Original song, Always Home	Life Care Centers of America	Life Care Centers of America
Gold ADDY® Award	"Yesterday"	Atomic Films	Blood Assurance

STUDENT ADDY Categories

Student Silver ADDY®	AJ Cheek - The Art of Letting Go	Kyle Barrett	Lee University
Student Gold ADDY®	Magazine Spread	Suzanne Ocsai	Southern Adventist University
Student Silver ADDY®	joshykasahara.com	Joshy Kasahara	Southern Adventist University
Student Gold ADDY®	Haagen-Dazs Save the Bees	Suzanne Ocsai	Southern Adventist University
Student Silver ADDY®	Learning Checkups Advertising	Learning Checkups Campaign	Lee University
Student Silver ADDY®	Roots Logo	Brooks Hungate	Lee University