

SALES PROMOTION

SALES PROMOTION, PRODUCT OR SERVICE SALES PRESENTATION — CATALOG

Mohawk Fine Papers
Mohawk Loop Swatchbook
Aurora Design

SALES PROMOTION, PRODUCT OR SERVICE SALES PRESENTATION — SALES KIT OR PRODUCT INFO SHEETS

SUNY Adirondack
SUNY Adirondack Adventure Sports: Program Book
Trampoline Design

SALES PROMOTION, PRODUCT OR SERVICE SALES PRESEN- TATION — PRINTED NEWSLETTER

Glens Falls Hospital
Weekly Dose Newsletters
Behan Communications

SALES PROMOTION, PRODUCT OR SERVICE SALES PRESEN- TATION — CAMPAIGN

Finch Paper
Finch Paper's "Finch is in the House" Campaign
Trampoline Design

SALES PROMOTION, PACKAGING — SINGLE UNIT

J-Live Triple Threat Productions
J-Live "Undivided Attention" EP
Freshrr

SALES PROMOTION, PACKAGING — CAMPAIGN

Davidson Brothers Brewing Co.
Davidson Brothers Brewing Co. Packaging
Trampoline Design

SALES PROMOTION, POINT OF PURCHASE — COUNTERTOP OR ATTACHED

Nine Authentic Goods
Nine Authentic Goods LYK Display:1958 Lyman Inboard
Trampoline Design

SALES PROMOTION, POINT OF PURCHASE — FREESTANDING

Nine Authentic Goods
Nine Authentic Goods Vintage Line Display:1972 VW Beetle
Trampoline Design

SALES PROMOTION, AUDIO/VISUAL — AUDIO VISUAL SALES PRESENTATION

Union College
The Arts at Union College
The Creative Advantage

TRADE SHOW OR EVENT EXHIBIT

TRADE SHOW OR EVENT EXHIBIT (LESS THAN 10')

GE
Washington County Fair Display
Behan Communications

TRADE SHOW OR EVENT EXHIBIT (10'-20')

AWS Truepower
AWS Truepower Exhibit
Zone 5 Marketing Communications

TRADE SHOW OR EVENT EXHIBIT (OVER 20')

GE Energy
Product Showcase 2010 GE Energy 1
EP&M International

DIRECT MARKETING

DIRECT MARKETING, SINGLE — FLAT

Canton-Potsdam Hospital
Canton-Potsdam Hospital "Gynecological Services" Mailer
Adworkshop

DIRECT MARKETING, SINGLE — 3-D

GE Trading & Licensing
Maximizing
The Creative Advantage

DIRECT MARKETING, CAMPAIGN — FLAT

The College of Saint Rose
The College of Saint Rose Prospective Student Campaign
The College of Saint Rose

OUT-OF-HOME

OUT-OF-HOME, OUTDOOR BOARD — FLAT

Cooperstown/Otsego County
Cooperstown "Believe It or Not" Billboard
Adworkshop

OUT-OF-HOME, OUTDOOR BOARD — VEHICLE GRAPHIC

Six Flags/West Mountain "62W" Bus Wrap
Six Flags/West Mountain
Trampoline Design

OUT-OF-HOME, SITE — EXTERIOR STILL OR STATIC

The College of Saint Rose
Plumeri Sports Complex Environmental Graphics
The College of Saint Rose

OUT-OF-HOME, CAMPAIGN

Center for Economic Growth
Center for Economic Growth - March 2010 Attract Initiative
Brayton Graphics

COLLATERAL MATERIAL

COLLATERAL MATERIAL, STATIONERY PACKAGE — FLAT PRINTED

The Social Office
The Social Office Stationery
Jesse von Gluck

COLLATERAL MATERIAL, STATIONERY PACKAGE — MULTIPLE PROCESS

Baker's Bay
Baker's Bay Stationery
Jesse von Gluck

COLLATERAL MATERIAL — ANNUAL REPORT

Union College
Union College President's Report
id29

COLLATERAL MATERIAL, BROCHURE — SINGLE

The College of Saint Rose
The College of Saint Rose Summer Academy
The College of Saint Rose

COLLATERAL MATERIAL, BROCHURE — MULTIPLE

SUNY Plattsburgh
SUNY Plattsburgh Viewbooks
Zone 5 Marketing Communications

COLLATERAL MATERIAL, PUBLICATION DESIGN — COVER

Don't Kiss on the Lips
Don't Kiss on the Lips (and other networking tips)
Benas Art

COLLATERAL MATERIAL, PUBLICATION DESIGN — MAGAZINE DESIGN

Union College
Union College Viewbook
id29

COLLATERAL MATERIAL, PUBLICATION DESIGN — BOOK DESIGN

id29
Slay the Scary Monsters
id29

COLLATERAL MATERIAL, POSTER — SINGLE

Columbia-Greene Community College
Pinetop Perkins Poster
Zone 5 Marketing Communications

COLLATERAL MATERIAL, POSTER — CAMPAIGN

The College of Saint Rose Camerata
Saint Rose Camerata Concert Series Poster
B-Design

COLLATERAL MATERIAL, SPECIAL EVENT MATERIAL — INVITATION

Juvenile Diabetes Research Foundation
Gala Invitation
Behan Communications

COLLATERAL MATERIAL, SPECIAL EVENT MATERIAL — ANNOUNCEMENT

Adirondack Theatre Festival
Adirondack Theatre Festival Season Brochure
Trampoline Design

COLLATERAL MATERIAL, SPECIAL EVENT MATERIAL — CAMPAIGN

Saratoga Shakespeare Company
Hamlet
Palio

NON-TRADITIONAL ADVERTISING

NON-TRADITIONAL ADVERTISING — SINGLE

Siena College
Bernie In The Big Apple
Siena College

NON-TRADITIONAL ADVERTISING — CAMPAIGN

Shelters of Saratoga
Channel 13 News Coverage
Palio

CONSUMER OR TRADE PUBLICATION

CONSUMER OR TRADE PUBLICATION — FRACTIONAL PAGE

Columbia-Greene Community College
Blues Blowout Ad
Zone 5 Marketing Communications

CONSUMER OR TRADE PUBLICATION — FULL PAGE

Avanir
Expressing Emotions Shouldn't Be Left to Chance
Palio

CONSUMER OR TRADE PUBLICATION — CAMPAIGN

Union College
Union College Viewbook Publication Series
id29

NEWSPAPER

NEWSPAPER — FRACTIONAL PAGE

Shelters of Saratoga
Without the shelter, where will the homeless end up?
Palio

NEWSPAPER — FULL PAGE

Behan Communications
Congratulations Chronicle Ad
Behan Communications

NEWSPAPER, NEWSPAPER SPECIALTY ADVERTISING — CAMPAIGN

Clifton Park Center
Clifton Park Center Newspaper Campaign
FingerPaint Marketing

NEWSPAPER, NEWSPAPER SELF-PROMOTION — CAMPAIGN

SUNY Adirondack Adventure Sports
SUNY Adirondack Adventure Sports Ad Campaign
Trampoline Design

PUBLIC SERVICE

PUBLIC SERVICE, COLLATERAL — BROCHURE/SALES KIT

The College of Saint Rose
The College of Saint Rose Spring Events Brochure
The College of Saint Rose

PUBLIC SERVICE, COLLATERAL — POSTER

NYS Department of Health
"Sweet As Sugar"
NYS Department of Health

PUBLIC SERVICE, PRINT — NEWSPAPER

Adirondack Theatre Festival
Adirondack Theatre Festival Season Brochure
Trampoline Design

PUBLIC SERVICE, BROADCAST/ELECTRONIC — TV

NYS Department of Health
"You Are Not Alone" PSA
NYS Department of Health

PUBLIC SERVICE, BROADCAST/ELECTRONIC — RADIO

NYS DMV & NYSBA
NYS DMV "Flynn Radio" :30
Cotton Hill Studios, Inc.

PUBLIC SERVICE, BROADCAST/ELECTRONIC — INTERACTIVE

Columbia-Greene Humane Society
Columbia-Greene Humane Society Website
Overit Media

PUBLIC SERVICE, CAMPAIGN — SINGLE MEDIUM CAMPAIGN

The College of Saint Rose
The College of Saint Rose Summer Academy Campaign
The College of Saint Rose

PUBLIC SERVICE, CAMPAIGN — MIXED/MULTIPLE MEDIA CAMPAIGN

Adirondack Theatre Festival
Adirondack Theatre Festival 2010 Season
Trampoline Design

INTERACTIVE MEDIA

INTERACTIVE MEDIA, WEBSITES — B-TO-B FLASH

Vermont Sustainable Jobs Fund
Vermont Energy Atlas
Overit Media

INTERACTIVE MEDIA, WEBSITES — B-TO-B HTML/OTHER

Adirondack Studios
Adirondack Studios Website
Overit Media

INTERACTIVE MEDIA, WEBSITES — CONSUMER FLASH

Avanir
PBA Website
Palio

INTERACTIVE MEDIA, WEBSITES — CONSUMER HTML/OTHER ONLINE

Ronald McDonald House Charities
Ronald McDonald House Charities Website
Overit Media

INTERACTIVE MEDIA, ONLINE — BANNERS/POP-UPS/ SCREENSAVERS

id29
Slay the Scary Monsters
id29

INTERACTIVE MEDIA, ONLINE — EMAIL/E-CARDS

Siena College
Christmas eCard
Siena College

INTERACTIVE MEDIA, ONLINE — MICRO OR MINI SITE

FutureMedia Interactive
Pocket Campus Mobile Admissions Recruitment App Microsite
FutureMedia Interactive

INTERACTIVE MEDIA, ONLINE — ONLINE GAMES

Imagine That Marketing & Communication/NYSED
Think Breakfast! Join the Breakfast Club Contraptions Game
FutureMedia Interactive

INTERACTIVE MEDIA, ONLINE — ONLINE NEWSLETTER

Siena College
Siena News eNews
Siena College

INTERACTIVE MEDIA, ONLINE — ONLINE ANNUAL REPORT

Siena College
President's Report
Siena College

INTERACTIVE MEDIA, ONLINE — PODCASTS

Cotton Hill Studios, Inc.
Rick's Picks Movie Review Podcast
Cotton Hill Studios, Inc.

INTERACTIVE MEDIA, ONLINE — MOBILE MARKETING (TEXT MESSAGING)

The College of Saint Rose
Discover Saint Rose! Admissions/Student Recruitment Iphone App
FutureMedia Interactive

INTERACTIVE MEDIA, ONLINE — INTERNET COMMERCIALS (RUN ON THE INTERNET)

Opposites Connect
Opposites Attract Commercial
Overit Media

INTERACTIVE MEDIA, ONLINE — WEBISODES

Raytheon
Raytheon Respect 2.0 Trailer
The Creative Advantage

INTERACTIVE MEDIA, ONLINE — WEB/ONLINE CAMPAIGN

Opposites Connect
Opposites Connect Campaign
Overit Media

INTERACTIVE MEDIA, INTERACTIVE MULTIMEDIA (CD/DVD) — CONSUMER

Imagine That Marketing & Communication/NYSED
Think Breakfast! Join the Breakfast Club Contraptions Game
FutureMedia Interactive

INTERACTIVE MEDIA, INTERACTIVE MULTIMEDIA (CD/DVD) — INTERACTIVE MULTIMEDIA CAMPAIGN

Imagine That Marketing & Communication/NYSED
Think Breakfast! Join the Breakfast Club Contraptions Game
FutureMedia Interactive

RADIO

RADIO, LOCAL — SINGLE SPOT

Capital District Radio Association
"Kill Radio"
Clear Channel

RADIO, LOCAL — CAMPAIGN

Exit 9 Wine & Liquor Warehouse
Exit 9 Wine & Liquor Warehouse "Dear Exit 9 Guy"
West Side Associates

RADIO, RADIO SELF-PROMOTION — SINGLE

WGY
"Panic Weather"
Clear Channel

RADIO, RADIO SELF-PROMOTION — CAMPAIGN

WGY
"Panic Weather" Campaign
Clear Channel

TELEVISION (TV)

TELEVISION, LOCAL — SINGLE SPOT

SUNY Empire State College
"Parkour"
Elevation Films

TELEVISION, LOCAL — CAMPAIGN

Sunmark Federal Credit Union
Sunmark FCU "Happy Customers"
Samuel M. Goldstein Productions

TELEVISION SELF-PROMOTION, LOCAL — SINGLE SPOT

Time Warner Cable Media
"Race to the Chase" Promo
Time Warner Cable Media

TELEVISION, REGIONAL/NATIONAL TV, SINGLE SPOTS — CONSUMER SERVICES/INSTITUTIONAL

HESC/NYHELPS
"HESC/NYHELPS" TV Spot
Rueckert Advertising

TELEVISION, REGIONAL/NATIONAL TV CAMPAIGN — CONSUMER PRODUCTS/RETAIL

Denoooyr
"Detroit"
We Think Auto

TELEVISION, REGIONAL/NATIONAL TV CAMPAIGN — CONSUMER SERVICES/INSTITUTIONAL

Ypartnership/St. John's County Convention and Visitors Bureau
"Red Couch Chronicle"
Mountain View Group

TELEVISION, CINEMA ADVERTISING — MOVIE TRAILERS

Blu Stone Bistro
"Blu Stone Bistro"
Herman Schnurr Marketing

TELEVISION, CINEMA ADVERTISING — IN-THEATRE COMMERCIALS OR SLIDES

Old Brick Furniture
"Old Brick Fish"
Desmond Media

MIXED MEDIA

MIXED MEDIA, CAMPAIGN — B-TO-B

Avanir
Nuedexta Website
Palio

MIXED MEDIA, CAMPAIGN — CONSUMER

Avanir
Expressing emotions shouldn't be left to chance
Palio

VIDEO

VIDEO — LONG FORM VIDEO/DOCUMENTARY INTERNAL AUDIENCE

Verizon Wireless
"Verizon Wireless Credo"
Working Pictures, Inc.

VIDEO — LONG FORM VIDEO/DOCUMENTARY EXTERNAL AUDIENCE

Albany Medical Center
"Dancing in the Woods"
Working Pictures, Inc.

STUDENT

STUDENT CATEGORY — COLLEGE PRINT ADVERTISING

The College of Saint Rose-Student
AC/DC Promotional Packaging
Andrew Sober

STUDENT CATEGORY — COLLEGE PROMOTIONAL

The College of Saint Rose-Student
Flatt and Scruggs CD Promotional
Jesse Schaller

STUDENT CATEGORY — COLLEGE LOGO DESIGN

The College of Saint Rose-Student
LES Logo
Leslie Searles

SELF PROMOTION

SELF-PROMOTION — PRINT

id29
Slay the Scary Monsters Book
id29

SELF-PROMOTION — BROADCAST

Overit Media
Ostudios Showreel
Overit Media

SELF-PROMOTION — INTERACTIVE

FingerPaint Marketing
FingerPaint Marketing Website
FingerPaint Marketing

SELF-PROMOTION — NON-TRADITIONAL

Nine Authentic Goods
Trampoline Design: Nine Authentic Goods
Trampoline Design

SELF-PROMOTION — CARDS, INVITATIONS OR ANNOUNCEMENTS

Overit Media
Overit Media Holiday Card
Overit Media

SELF-PROMOTION — AD CLUB OR MARKETING CLUB

Albany Ad Club
37th Annual Nori Awards Materials
Ann Marie Lizzi

SELF-PROMOTION — CAMPAIGN-MIXED/MULTIPLE MEDIA CAMPAIGN

id29
Slay the Scary Monsters Campaign
id29

ELEMENTS OF ADVERTISING

ELEMENTS OF ADVERTISING — LOGO

Moment Consulting
Moment Consulting Logo
Aurora Design

ELEMENTS OF ADVERTISING, ILLUSTRATION — SINGLE

Nine Authentic Goods
Illustration for Long Island Poster
Trampoline Design

ELEMENTS OF ADVERTISING, ILLUSTRATION CAMPAIGN

Fund For Lake George
Fund For Lake George: Water Quality Illustrations
Trampoline Design

ELEMENTS OF ADVERTISING, PHOTOGRAPHY — COLOR

Siena College
From Student Volunteer to Full-Time Professional Photo
Siena College

ELEMENTS OF ADVERTISING— ANIMATION OR SPECIAL EFFECTS (VIDEO, FILM)

Overit Media
Ostudios Indent
Overit Media

ELEMENTS OF ADVERTISING — ANIMATION OR SPECIAL EFFECTS (INTERNET)

Imagine That Marketing & Communication/NYSED
Think Breakfast! Join the Breakfast Club Contraptions Game
FutureMedia Interactive

Imagine That Marketing & Communication/NYSED
Think Breakfast! Breakfast Bash! iPhone Game
FutureMedia Interactive

ELEMENTS OF ADVERTISING, SOUND — MUSIC ONLY

Mossey Group for SEFCU
SEFCU Original Music
Cotton Hill Studios, Inc.

ELEMENTS OF ADVERTISING, SOUND — SOUND DESIGN

Old Brick
Old Brick "Thick" :30, "Double Zero" :15 & :10 TV
Cotton Hill Studios, Inc.

ELEMENTS OF ADVERTISING — CINEMATOGRAPHY

Cornell University
"Don't Let Your Food Bite Back"
The Creative Advantage

2011 BEST OF SHOW "THE BETSY"

Union College
Union College Viewbook Publication Series
id29