

# News Release

**FOR IMMEDIATE RELEASE**

February 23, 2018



## **Tri-State Advertising Group Awards Top Local Advertisers at Annual Banquet**

<b>PROFESSIONAL ENTRIES</b>			
<b>Selected Category</b>	<b>Entry Name</b>	<b>Entrant Company / School</b>	<b>Winner Types</b>
Product or Service Sales Promotion Campaign	Spring and Fall Saw Programs	CDC-BME STIHL	Bronze
Point of Purchase - Counter Top	STIHL Lightning Motion POP Display	Red Letter Communications, Inc.	Bronze
Brochure	River Campus Season Brochure	Southeast Missouri State University	Bronze
Super-sized, Extension/Dimensional, Digital or Animated – Single Unit	Mary Jane Burger & Brew	DSW Signs	Bronze
Out-Of-Home, Interior Site	SEMO Res Life History Exhibit	Reveal Graphics	Bronze
Consumer Website	Missouri Delta Medical Center	Element 74	Bronze
Consumer Website	Sacred Space Ministries	Element 74	Bronze
Email	STIHL Lightning Launch Email	Red Letter Communications, Inc.	Bronze
Local Television Commercial :30 Seconds	SEH Cancer Spot - Joe Parks	The Wright Group	Bronze
Local Television Commercial Campaign	SEH Primary Care Campaign TV	The Wright Group	Bronze
Internet Commercial	Dynamite Coffee	Red Letter Communications, Inc.	Bronze
Branded Content & Entertainment - Non-Broadcast	Southeast Recruitment Video	Southeast Missouri State University	Bronze
Advertising Industry Self-Promotion Film/Video/Sound	Give Home Sellers More	Creative Edge	Bronze
Radio :60	Blanche & Mite	River Radio	Bronze
Out-Of-Home, Interior Site	Kennett Regional Campus Rebranding	Reveal Graphics	Silver
Consumer Website	Visit Cape	Element 74	Silver
Consumer Website	United Way of Southeast Missouri	Element 74	Silver
Email	Best Line of Defense Email	CDC-BME STIHL	Silver
Internet Commercial Campaign	We Keep You Moving	Creative Edge	Silver
Film/Video/Sound Branded Content, More Than :60 Seconds	Semoball Awards Intro	rustmedia	Silver
Branded Content & Entertainment - Non-Broadcast	Redhawks Brand Video	Southeast Missouri State University	Silver
Branded Content & Entertainment - Non-Broadcast	Japanese Tea Ceremony Performance	rustmedia	Silver

Integrated Advertising Campaign - Local - Consumer	SEH Primary Care Campaign	The Wright Group	Silver
Logo Design	Cape Chamber Branding	rustmedia	Silver
Cinematography	Trooper Sporting Clays & Hunt Club	Get Reel Creative	Silver
Cinematography	Strength for the Long Haul	Creative Edge	Silver
Spread, Multiple Page or Insert - Single Unit	STIHL Holiday Magazine Multi-Pg Ad	Red Letter Communications, Inc.	Gold
Internet Commercial	Overcoming	Creative Edge	Gold
Public Service Online Film, Video & Sound	Central Middle School "Why CMS?"	Red Letter Communications, Inc.	Gold
Integrated Advertising Campaign - Regional/National - Consumer	STIHL Lightning Battery Campaign	Red Letter Communications, Inc.	Gold
Integrated Branded Content Campaign	We are Midwest.	rustmedia	Gold
Video Editing	Timeless	Creative Edge	Gold
Packaging Campaign	Castor River Farms Rice Packaging	Red Letter Communications, Inc.	Gold, Best of Show
Microsite	STIHL Lightning Battery Microsite	Red Letter Communications, Inc.	Gold, Best of Show
Internet Commercial Campaign	Mountain View Pediatric Dentistry	White Arc Media	Gold, Best of Show
<b>STUDENT ENTRIES</b>			
S09A - Single	ReStore Moving Poster	Group 1 MK449/AR 408 Spring 2017	Bronze
S09A - Single	Villainous Grounds Open Mic	Group 3 MK443/AR 417 Fall 2017	Bronze
S13B - Campaign	Faithfully Fed Social Media	Group 1 MK342/AR322 Spring 2017	Bronze
S21 - Consumer Campaign	Deviant Diner-School Spirits	Sammi Allen - AR 417 Fall 2017	Bronze
S24 - Logo Design	Villainous Grounds Logo Proposal	Group 4 MK443/AR 417 Fall 2017	Silver
S01B - Point of Purchase	Villainous Grounds Menu	Group 3 MK443/AR 417 Fall 2017	Silver
S19B - Campaign	Faithfully Fed Videos	Branson Cusack - MK342 Spring 2017	Gold, Best of Show
S21 - Consumer Campaign	Deviant Diner-Fully Conscious	Ali Koenig - AR 417 Fall 2017	Gold
S21 - Consumer Campaign	Deviant Diner-Hannibal Haut	Molly Friedrich - AR 417 Fall 2017	Gold
S21 - Consumer Campaign	Deviant Diner-Jungle Gem	Emily Holke - AR 417 Fall 2017	Gold