



2010 Tower Award Winners

CATEGORY	AWARD	CLIENT	AGENCY
Agency Promotion Material	Bronze	***	Slack Barshinger
	Silver	***	Fullhouse
	Gold	***	Davis Harrison Dion
Animation/Motion graphics	Bronze	PotashCorp	GyroHSR Chicago
	Silver	Nucor Corporation	GyroHSR Chicago
	Gold	John Deere Construction & Forestry	GyroHSR Chicago
Blogs	Bronze	***	Walker Sands Communications
	Silver	***	Initiate Systems
	Gold	***	Bader Rutter
Computer-based presentations, including powerpoint	Bronze	Dow Corning	Slack Barshinger
	Silver	Maplehurst Bakeries	Jacobs Agency
	Gold	Cision	MarketSense
Corporate Identity - Logo Design	Bronze	Talon Professional Services	ClearEdge Marketing
	Silver	Baker & McKenzie	zünpartners
	Gold	Innovative Office Solutions	The Bond Group
Direct Mail - Campaign with two or more mailings	Bronze	***	Sonnhalter
	Silver	Premium Ingredients International	Boomm! Marketing & Communications
	Gold	Motorola	***

Direct Mail - Single or multiple mailings, which includes incentives	Bronze	AHA Solutions, Inc.	Stillwater Creative Group
	Silver	Google	Slack Barshinger
	Gold	Google	Slack Barshinger
Direct Mail - Single printed mailing piece	Bronze	Sealy Global Hospitality	MarketSense
	Silver	Remel	McKinney Chicago
	Gold	CareerBuilder	***
Event Marketing - Events	Bronze	SAVO	***
	Silver	Motorola, Inc.	Jack Morton Worldwide and George P. Johnson
	Gold	Allscripts	***
Exhibitions/Trade Shows - Exhibits	Bronze	John Deere Construction & Forestry	GyroHSR Chicago
	Silver	Takeda Pharmaceuticals	Derse
	Gold	John Deere Construction & Forestry	GyroHSR Chicago
Exhibitions/Trade Shows - Trade show marketing program	Bronze	John Deere Construction & Forestry	GyroHSR Chicago
	Silver	Navistar	Gerard Design
	Gold	CareerBuilder	***
Experiential Marketing	Silver	OfficeMax	Gerard Design
	Gold	Sikorsky	Live Marketing
Mobile Marketing	Gold	Dallas Mavericks	Vibes Media
New Product Launch Campaign	Bronze	CardShark LLC	Brian Hall, Inc.
	Silver	CCH, a Wolters Kluwer Company	Slack Barshinger
	Gold	DENTSPLY Caulk	Symmetri Marketing Group LLC

Newsletter - Online Newsletters - internal/external audiences	Bronze	Elmhurst Memorial Healthcare	Gerard Design
	Silver	Acquity Group	***
	Gold	Hewlett-Packard	Pepper Global
Print Ad Campaigns - 3 or 4 color campaign over \$200,001	Bronze	CBOE	GyroHSR Chicago
	Silver	BMO Capital Markets	***
	Gold	Accenture	Young & Rubicam
Print Ad Campaigns - 3 or 4 color campaign under \$200,000	Bronze	Illumina	chempetitive
	Silver	USG	GyroHSR Chicago
	Gold	Sogeti	Pepper Group
Print Advertising - Single Ads - Fractional page or spread: color or b/w	Bronze	Accenture	Young & Rubicam
	Silver	Fellowes, Inc.	Slack Barshinger
	Gold	Grainger	TwoByFour
Product catalogs, demo disc brochure, sales presentations	Bronze	Phillips/Thomas Lighting	Davis Harrison Dion
	Silver	OTTO	Jacobs Agency
	Gold	Golub & Company	GyroHSR Chicago
Promotional Material - Capabilities/facilities booklet/brochure	Bronze	BOMA Chicago	Torque Ltd.
	Silver	Specialty Print Communications	Yeah Marketing
	Gold	Nicor National	Gerard Design
Promotional Material - Posters and Calendars	Bronze	CDW	StudioNorth
	Silver	Sanford Corporation	Launch Creative Marketing
	Gold	XTRA Lease	McKinney Chicago

Promotional Material - Product specifications brochure/bulletin	Bronze	Golan's Moving & Storage	Brian Hall, Inc.
	Silver	Amcor	FUSION b2b
	Gold	PotashCorp	GyroHSR
Promotional Material - Special Promotions	Bronze	Tru Vue	FUSION b2b
	Silver	Expression Analysis	McKinney Chicago
	Gold	Navman Wireless	David James Group
PR - Campaign-coordinated public relations campaign	Bronze	BizBuySell.com	Walker Sands Communications
	Silver	UL Environment, Inc.	GolinHarris
	Gold	Dairy Management Inc.	Bader Rutter
Public Relations - Special Events	Gold	Dairy Management Inc.	Bader Rutter
Radio	Silver	Fellowes, Inc.	Slack Barshinger
	Gold	Grainger	TwobyFour
Social Media/New Media campaigns	Bronze	Jones Lang LaSalle	
	Silver	Society of Women Engineers	David James Group
		Motorola	Designkitchen
Television - single commercial or campaign	Gold	Grainger	TwobyFour
The Client Didn't Buy It	Bronze	Komori	Symmetri Marketing Group LLC
	Silver	Kollmorgen	Symmetri Marketing Group LLC
	Gold	Sigma Aldrich Life Science	chempetitive
Total Communications Program under \$200,000	Bronze	Illumina	chempetitive
	Silver	Hewlett-Packard	Pepper Global
	Gold	Daymarck	BlueSilver Inc.

Total Communications Program between \$200,001-500,000	Bronze	United Stationers	The Bond Group
	Silver	vAuto	MarketSense
	Gold	Schawk	Symmetri Marketing Group LLC
Total Communications Program over \$500,001	Bronze	FedEx	Robinson & Maites
	Silver	Grant Thornton LLP	***
	Gold	Honeywell Analytics	***
Video Production - sales, product or corporate promotions	Bronze	Fellowes, Inc	Slack Barshinger
	Silver	Motorola	Designkitchen
	Gold	Daymarck	BlueSilver, Inc.
Video/On-Line Production	Bronze	LIFE Foundation	Plum Productions
	Silver	SAVO	TwistingFalling
	Gold	Johnson Controls	Marx McClellan Thrun
Web sites produced for less than \$25,000	Bronze	Cision	MarketSense
	Silver	John Deere Construction & Forestry	GyroHSR Chicago
	Gold		Oneupweb
Web sites produced between \$25,001-\$50,000	Bronze	Underwriters Laboratories	Slack Barshinger
	Silver	CLP Resources, Inc.	Walker Sands Communications
	Gold	John Deere Ag & Turf	GyroHSR Chicago
Web sites produced over \$50,001	Bronze	John Deere Construction & Forestry	GyroHSR Chicago
	Silver	PotashCorp	GyroHSR Chicago
	Gold	Nucor Steel	GyroHSR Chicago
Webinars	Gold	Harvey Nash USA	ClearEdge Marketing
Web sites produced for less than \$25,000	BEST IN SHOW		Oneupweb

