

2011 Tower Award Winners

Category	Award	Client	Agency
Agency Promotion Material	Gold		MarketSense
	Silver		closerlook, inc.
	Bronze		Slack and Company
Animation/Motion graphics	Gold	USG	gyro:
	Silver	Arcadia	Chempetitive Group
	Bronze	Cision US, Inc.	MarketSense
Blogs	Gold		FUSION b2b
Computer-based presentations, including powerpoint	Gold	Navman Wireless	David James Group
	Silver	National Starch Food Innovation	Slack and Company
	Bronze	Dow Corning Corporation	Slack and Company
Corporate Identity - Logo Design	Gold	Society for Women Engineers	David James Group
	Silver	United Stationers	The Bond Group
	Bronze	Corptax	ClearEdge Marketing

Direct Mail - Campaign with two or more mailings	Gold	National Starch Food Innovation	Slack and Company
	Silver	Nuveen Investments	Slack and Company
	Bronze	Cedar Rapids Area Convention and Visitors Bureau	SotaVenture, LLC
Direct Mail - Single or multiple mailings with incentives	Gold	Comcast Business Class	Jacobs Agency
	Silver	AT&T	DDB
	Bronze	Comcast Business Class	Jacobs Agency
Direct Mail - Single printed mailing piece	Gold		Aon
	Silver	llumina	Chempetitive Group
	Bronze	AT&T	DDB
Event Marketing - Events	Gold		Aon Hewitt
	Silver	Harvey Nash USA	ClearEdge Marketing
	Bronze	McKesson Provider Technologies	Nelson Schmidt Inc.
Exhibitions/Trade Shows - Exhibits	Gold	GE Healthcare	AgencyEA
	Silver	Wells Fargo	Derse
	Bronze	Moog Inc.	Mobium
	Bronze	Specialty Print Communications	Seedhouse

Exhibitions/Trade Shows - Trade show marketing program	Gold	AMT for IMTS	Clearly Write, Pumphrey Marketing, thinkingcap
	Silver	vAuto	MarketSense
	Bronze	TheLadders.com	Czarnowski
Experiential Marketing	Gold	Intel Corporation	Live Marketing
	Silver	Tourism Australia	Event Architects
	Bronze	Navistar, Inc.	Gerard Design
Mobile Marketing	Gold	Society for Women Engineers	David James Group
	Silver	Castrol BP North America	The Bond Group
New Product Launch Campaign	Gold	USG	gyro:
	Silver	Illumina	Chempetitive Group
	Bronze	Pierce Chicken	Boomm Marketing & Communication
Newsletter - Online Newsletters - internal/external audiences	Gold		Navigant
	Silver	Life Technologies	Harris D. McKinney
	Bronze		Aon
Print Ad Campaigns - 3 or 4 color campaign over \$200,001	Gold	Accenture	Y&R
	Silver	Herff Jones, Inc.	Mobium

Print Ad Campaigns - 3 or 4 color campaign under \$200,000	Gold	USG	gyro:
	Silver	Expression Analysis	Harris D. McKinney
	Bronze	Quill.com	Euro RSCG Chicago
Print Advertising - Single Ads - Fractional page or spread: color or b/w	Gold	Alliance Laundry Systems	Nelson Schmidt Inc.
	Silver	National Starch (Corn Products International)	Slack and Company
	Bronze	OfficeMax	Gerard Design
Product catalogs, demo disc brochure, sales presentations	Gold	AT&T	DDB
	Silver	Navistar, Inc	Gerard Design
	Bronze	United Stationers	The Bond Group
Promotional Material - Capabilities/facilities booklet/brochure	Gold	Nucor Corporation	gyro:
	Silver	USG	gyro:
	Bronze	International Justice Mission	StudioNorth

Promotional Material - Posters and Calendars	Gold	CDW	StudioNorth
	Silver	XTRA Lease	Harris D. McKinney
	Bronze	National Starch (Corn Products International)	Slack and Company
Promotional Material - Product specifications brochure/bulletin	Gold	Innova	Gerard Design
	Gold	Inverom	Gerard Design
	Silver	Aprimo	Mobium
Promotional Material - Special Promotions	Gold		Zebra Technologies
	Gold		IES Abroad
	Silver	Knaack, LLC	MarketSense
Public Relations - Campaign-coordinated	Gold	Acquity Group	Walker Sands Communications
	Silver	bswift	ClearEdge Marketing
	Bronze	Alterian	Walker Sands Communications
Social Media/New Media campaigns	Gold	National Starch (Corn Products International)	Slack and Company
	Silver	Business Marketing Association	Live Marketing
	Bronze	Cision US, Inc.	MarketSense

Television - single commercial or campaign	Gold Accenture	Y&R
The Client Didn't Buy It	Gold Fellowes, Inc.	Slack and Company
	Silver The partnership at drugfree.org	Slack and Company
	Bronze Academy of Orthopaedic Surgeons	The Tradeshow Network Marketing Group
Total Communications Program between \$200,001-500,000	Gold USG	gyro:
	Silver Specialty Print Communications	Seedhouse
	Bronze Herff Jones, Inc.	Mobium
Total Communications Program over \$500,000	Gold	Accenture
	Silver Cassidy Turley	Jacobs Agency
	Bronze Harris Bank	Element 79 Partners
	Bronze Honeywell	Nelson Schmidt Inc.
Total Communications Program under \$200,000	Gold John Deere Ag & Turf	gyro:
	Gold USG	gyro:
	Silver Hines	Torque

Video Production - sales, product or corporate promotions	Gold	LinkedIn	Slack and Company
	Silver	Navman Wireless	Group 365
	Bronze	USG	gyro:
Video/On-Line Production	Gold	Haworth	Richter Studios
	Silver	John Deere Ag & Turf	gyro:
	Bronze	Specialty Print Communications	Seedhouse
Web sites - less than \$25,000	Gold	TCBOOST	Wilburn Thomas.
	Silver	National Starch Food Innovation	Slack and Company
	Bronze	Nucor Corporation	gyro:
Web sites between \$25,001-\$50,000	Gold	Navman Wireless	David James Group
	Silver	John Deere Construction & Forestry	gyro:
	Bronze	PayFlex Inc.	Mobium
Web sites over \$50,000	Gold	USG	gyro:
	Silver	Valtera Corporation	Symmetri Marketing Group
	Bronze	Follett Software Company	StudioNorth
Total Communications Program under \$200,000	Best in Show	USG	gyro: