

Finalists for the 11th Annual awards for Creative Excellence in Business Advertising (CEBA)

Annual media budget of up to \$100,000:

CATEGORY 1: Single Ad - Page or Less

AGENCY: Cole Henderson Drake

NAME OF AD: Middle Man

ADVERTISER: Delta Apparel PUBLICATION WHERE AD APPEARED: *Counselor*

AGENCY: Cramer-Krasselt

NAME OF AD: Tending to the health of your business

ADVERTISER: GE Healthcare Performance Solutions PUBLICATION WHERE AD APPEARED: *Modern Healthcare*

AGENCY: Ten Foot Pole

NAME OF AD: Sí TV. You Lost Me at Hola.

ADVERTISER: Sí TV PUBLICATIONS WHERE AD APPEARED: *Adweek, Brandweek, Mediaweek*

CATEGORY 2: Single Ad - Spread or Larger

AGENCY: Martin Williams Advertising

NAME OF AD: Mayfly

ADVERTISER: Lincoln Financial Group PUBLICATIONS WHERE AD APPEARED: *Investment Advisor, Investment News, On Wall Street*

AGENCY: Time Inc. – in-house

NAME OF AD: Hot, Hotter, Hottest

ADVERTISER: Time Inc. PUBLICATIONS WHERE AD APPEARED: *Adweek, Brandweek, Mediaweek*

CATEGORY 3: Single Ad - Inserts, pop-ups, foldouts, spectaculars, gatefolds & multi-units

AGENCY: Discovery Communications – in-house

NAME OF AD: Let's all discover...

ADVERTISER: Discovery Networks PUBLICATIONS WHERE AD APPEARED: *Advertising Age, Adweek, Brandweek, Mediaweek*

AGENCY: Drissi Advertising

NAME OF AD: Behind the Hollywood Sign

ADVERTISER: Drissi Advertising PUBLICATION WHERE AD APPEARED: *The Hollywood Reporter*

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CATEGORY 4: Campaign

AGENCY: Berlin Cameron United

NAME OF AD: Ad Age Group Brand Campaign

ADVERTISER: The Ad Age Group PUBLICATIONS WHERE AD APPEARED: *Advertising Age, Creativity*

AGENCY: HSR Business to Business

NAME OF AD: Organization Chart Campaign

ADVERTISER: Eclipse Aviation PUBLICATION WHERE AD APPEARED: *Business & Commercial Aviation*

AGENCY: Roberts Communications

NAME OF AD: ITT Industrial & BioPharm Group Campaign

ADVERTISER: ITT/Goulds PUBLICATIONS WHERE AD APPEARED: *Chemical Engineering, Chemical Processing, Plant Engineering, Plant Services, Power Engineering, Processing*

Annual media budget \$100,000 or more:

CATEGORY 5: Single Ad – Page or Less

AGENCY: Fallon Worldwide

NAME OF AD: Smarter Ways to be Conservation - Baby

ADVERTISER: Nuveen Investments PUBLICATION WHERE AD APPEARED: *Investment News*

AGENCY: MMB

NAME OF AD: Devil's Music

ADVERTISER: eMusic PUBLICATION WHERE AD APPEARED: *Billboard*

AGENCY: The Richards Group

NAME OF AD: Disappearing 700 Series

ADVERTISER: Sub-Zero PUBLICATION WHERE AD APPEARED: *Kitchen & Bath Business*

CATEGORY 6: Single Ad – Spread or Larger

No awards were given in this category.



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CATEGORY 7: Single Ad – Inserts, Pop-ups, Foldouts, Spectaculars, Gatefolds & Multi-units

AGENCY: Campbell-Ewald

NAME OF AD: Media plannus extinctus

ADVERTISER: United States Postal Service PUBLICATIONS WHERE AD APPEARED: *Advertising Age, BtoB, Direct*

AGENCY: Henderson Bromstead Art

NAME OF AD: I Love Soft

ADVERTISER: Hanes Printables PUBLICATION WHERE AD APPEARED: *EMB-Embroidery/Monogram Business*

AGENCY: Lucasfilm Ltd. – in-house

NAME OF AD: "Star Wars" For Your Consideration Oscar Ad Unit

ADVERTISER: Lucasfilm Ltd. PUBLICATION WHERE AD APPEARED: *The Hollywood Reporter*

CATEGORY 8: Campaign

AGENCY: DeVito/Verdi

NAME OF AD: If It Works, Don't Ignore It

ADVERTISER: Radio Advertising Bureau PUBLICATION WHERE AD APPEARED: *Advertising Age*

AGENCY: Fallon Worldwide

NAME OF AD: Smarter Ways to be Conservative

ADVERTISER: Nuveen Investments PUBLICATIONS WHERE AD APPEARED: *Investment News, Registered Rep*

AGENCY: Wieden + Kennedy NY

NAME OF AD: This is a fan

ADVERTISER: ESPN PUBLICATION WHERE AD APPEARED: *Advertising Age*

No media budget breakdown:

CATEGORY 9: Digital

AGENCY: HSR Business to Business

NAME OF AD: Eyeblander

ADVERTISER: Eclipse Aviation WEB SITE WHERE AD APPEARED: *Forbes.com*

AGENCY: OgilvyOne Worldwide

NAME OF AD: Special Pill

ADVERTISER: IBM WEB SITE WHERE AD APPEARED: *Forbes.com*

AGENCY: Universal McCann

NAME OF AD: Microsoft Dynamics

ADVERTISER: Microsoft WEB SITE WHERE AD APPEARED: *Forbes.com*



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No media budget breakdown:

CATEGORY 10: Corporate Media Promotion

AGENCY: McMahon/Willis Company, Inc.
NAME OF AD: *Contract Connected*
ADVERTISER: *Contract* WEBSITE WHERE AD APPEARED: *ContractMagazine.com*

AGENCY: Seiter and Miller
NAME OF AD: *Construction Series*
ADVERTISER: *Crain's New York Business* WEBSITE WHERE AD APPEARED: *Crain's New York Business*

AGENCY: Variety, Inc. – in-house
NAME OF AD: *Reasons*
ADVERTISER: *VarietyCareers.com* PUBLICATION WHERE AD APPEARED: *Variety*

CATEGORY 11: Integrated Media Promotion

AGENCY: BBDO
NAME OF AD: *Healthcare Re-Imagined*
ADVERTISER: *GE* PUBLICATIONS WHERE AD APPEARED: *BusinessWeek, Yahoo.com*

AGENCY: Grip Design
NAME OF AD: *Illinois' Most Influential Families*
ADVERTISER: *Crain's Chicago Business* PUBLICATION WHERE AD APPEARED: *Crain's Chicago Business*

AGENCY: Martin Williams Advertising
NAME OF AD: *Cargill Creates*
ADVERTISER: *Cargill* PUBLICATIONS WHERE AD APPEARED: *BusinessWeek, Food Management, Restaurants & Institutions*

CATEGORY 12: Events

MARKETER: *ASR*
MARKETER: *Essilor*
MARKETER: *Outdoor Retailer (Summer)*
MARKETER: *Outdoor Retailer (Winter)*

