

THE PLAIN DEALER

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ADDY is good to Nesnadny + Schwartz

JANET H. CHO

Graphic design studio Nesnadny + Schwartz took home the Best of Show prize at Friday night's ADDY Awards presentation for its black-and-white photography in the George Gund Foundation's 2004 annual report.

The ADDY Awards recognize the year's best advertising work created by agencies in Northeast Ohio and raise money for the more than 650-member Cleveland Advertising Association. Winners get an oversized gold or silver pushpin encased in a clear plastic cylinder, as well as a year's worth of bragging rights.

This year's event at Windows on the River was billed as "the world's fastest ADDYs," because some complained that last year's show dragged on for too long.

The event featured fewer awards than in previous years: Only four gold ADDYs and 19 silver ADDYs were awarded by the out-of-state judges, reducing the haul for individual agencies.

Forexample, PointtoPointCommunications, which last year took home 10 gold and five silver ADDYs in addition to Best of Show, this

year won two gold and four silver ADDYs.

This year's three Judges Choice ADDY Awards went to:

- Authentic Films LLC for its work on the Anisfield-Wolf Book Awards for the Cleveland Foundation. That portfolio also won a gold ADDY. In addition, Authentic Films won four silver ADDYs, for work on behalf of the Cleveland Foundation and the Cleveland Advertising Association.
- DigiKnow for its "Stuck at Prom" Web site for Henkel Consumer Adhesives. That also won a silver ADDY.
- Marcus Thomas LLC for its Karaoke Week poster for the Doughboys. Marcus Thomas also won two silver ADDYs, for work for the Cleveland Foundation and WKSU.

This year's judges included an associate professor of graphic design at North Carolina State University, a vice president and group creative director from the Blattner Brunner advertising agency in Pittsburgh, and one of the founding partners of Tom, Dick & Harry Inc., an advertising agency in Chicago.

The Cleveland ADDYs are the first of a three-tiered national competition conducted by the American Advertising Federation. Winners from Friday's show go on to the district competition in Cleveland on March 24 and 25, and from there, possibly to the national competition in Washington, D.C. in May.

Rick Squire, executive director of the Cleveland Advertising Association, said that despite having fewer winners go on to districts, he expected Cleveland's work to rank among the national winners again this summer.

The evening's other winners:

- Nesnadny + Schwartz also won two silver ADDYs.
- Liggett-Stashower Inc. won two silver ADDYs.
- Aue won a silver ADDY.
- Flourish won a silver ADDY.
- Stern Advertising won a silver ADDY.
- Wyse Advertising won a silver ADDY.