



BMA/Chicago 2007 Tower Award Winners

<u>Category</u>	<u>Rank</u>	<u>Company/Client</u>	<u>Agency/Supplier</u>
CATEGORY 1			
Total Program less than \$200,000	GOLD	Kronotex USA	Fergus/Peters Group
	SILVER	Zebra Technologies	HSR Business to Business
	BRONZE	Illumina	Chempetitive Group
CATEGORY 2			
Total Program more than \$200,000	GOLD	Aon	Slack Barshinger
	SILVER	USG Framing	Torque Ltd.
	BRONZE	Accenture	Young & Rubicam
CATEGORY 3			
B&W or 2 Color Campaign	GOLD	Delta AirElite	HSR Business to Business
	SILVER	Time Warner	Mobium Creative Group
	BRONZE	Eclipse Aviation	HSR Business to Business
CATEGORY 4			
Color Campaign less than \$200,000	GOLD	Potash Corp	Fergus/Peters Group
	SILVER	MFC Capital Funding	The Monogram Group
	BRONZE	Kronotex USA	Fergus/Peters Group
CATEGORY 5			
Color Campaign more than \$200,000	GOLD	Chicago Convention & Tourism Bureau	Davis Harrison Dion
	SILVER	Kennametal Inc	HSR Business to Business
	BRONZE	Timberland PRO	Winsper
CATEGORY 6			
Fractional Ads	GOLD	CareerBuilder.com	Slack Barshinger
	SILVER	Time Warner	Mobium Creative Group
	BRONZE	H.P. Schmaltz	David James Group
CATEGORY 7			
B&W or 2 Color Page/Spread	GOLD	Time Warner	Mobium Creative Group
	SILVER	Time Warner	Mobium Creative Group
	BRONZE	The Synergy Companies	Robert Brandt & Associates
CATEGORY 8			
Color Page	GOLD	Diebold	Slack Barshinger



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CATEGORY 9 Color Spread	SILVER	Komori America	Symmetri Marketing Group
	BRONZE	Kellogg's	HSR Business to Business
CATEGORY 10 Single Mailing	GOLD	Case Construction	Mobium Creative Group
	SILVER	Case Construction	Mobium Creative Group
	BRONZE	CareerBuilder.com	Slack Barshinger
CATEGORY 11 Mailing Campaign	GOLD	Schneider Electric	Bader Rutter & Associates
	SILVER	USG	HSR Business to Business
	BRONZE	National Restaurant Association	Jacobs & Clevenger
CATEGORY 12 Incentive Mailing	GOLD	Chicago Convention & Tourism Bureau	Davis Harrison Dion
	SILVER	Schneider Electric	Bader Rutter & Associates
	BRONZE	Employease	Winsper
CATEGORY 13 Capability Brochure	GOLD	AHA Solutions	Plan B
	SILVER	USG	HSR Business to Business
	BRONZE	Schneider Electric	Bader Rutter & Associates
CATEGORY 14 Product Brochure	GOLD	Motorola Inc.	Symmetri Marketing Group
	SILVER	NEC Display Solutions	Mobium Creative Group
	BRONZE	Cancer Family Care	HSR Business to Business
CATEGORY 15 Special Promotion Event	GOLD	Club Car Inc	Nelson Schmidt
	SILVER	Kronotex USA	Fergus/Peters Group
	BRONZE	Potash Corp	Fergus/Peters Group
CATEGORY 16 Special Promotion Event	GOLD	Maple Leaf Farms	Boomm Marketing & Communications
	SILVER	Aon	Slack Barshinger
	BRONZE	Flexco	Celtic Marketing Inc



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CATEGORY 16 Poster/Calendar	GOLD	Timberland PRO	Winsper
	SILVER	Degussa Corporation	Davis Harrison Dion
	BRONZE	USG Framing	Slack Barshinger
CATEGORY 17 Logo Design	GOLD	Autumn Ridge Land & Site Design	Symmetri Marketing Group
	SILVER	WebGen	Winsper
	BRONZE	International Truck & Engine Corp.	Laughlin/Constable
CATEGORY 18 Corporate Identity	GOLD	SWC Technology Partners	Visient Partners
	SILVER	vAuto	MarketSense
	BRONZE	Intermec	Mobium Creative Group
CATEGORY 19 Annual Report	GOLD	Chicago Mercantile Exchange	VSA Partners
	GOLD	Exeter Hospital	Winsper
	SILVER	PrivateBank	Robert Brandt & Associates
	BRONZE	Potash Corp	Fergus/Peters Group
	BRONZE	Options Clearing Corporation	Options Clearing Corporation
CATEGORY 20 Print Newsletter	GOLD	Chicago Mercantile Exchange	Penton Custom Media
	SILVER	Potash Corp	Fergus/Peters Group
	BRONZE	Illinois Institute of Tech	Mc2 Communications
CATEGORY 21 Online Newsletter	GOLD	Chicago Convention & Tourism Bureau	Davis Harrison Dion
	SILVER	HSR Business to Business	HSR Business to Business
	BRONZE	IDEAL Industries, INC	Davis Harrison Dion
CATEGORY 22			
Television	GOLD	Time Warner	Mobium Creative Group
CATEGORY 23			



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Radio	GOLD	Time Warner	Mobium Creative Group
CATEGORY 24			
Video	GOLD	Embedded Systems	Tim Plum Productions
	SILVER	Conference	Slack Barshinger
	BRONZE	Aon	Fergus/Peters Group
CATEGORY 25			
Multimedia	GOLD	Catalyst	David James Group
	SILVER	Time Warner	Mobium Creative Group
	BRONZE	Potash Corp	Fergus/Peters Group
CATEGORY 26			
Animation/Motion Graphics	GOLD	Weyfoth-Haas Marketing	Creative Digital Images
	SILVER	ITPEU	Hamilton & Bond Advertising
	BRONZE	MapInfo	Mobium Creative Group
CATEGORY 27			
Web Sites less than \$25,000	GOLD	HSR Business to Business	HSR Business to Business
	SILVER	Kronotex USA	Fergus/Peters Group
	BRONZE	Nutrients for Life Foundation	Fergus/Peters Group
CATEGORY 28			
Web Sites \$25,000 to \$50,000	GOLD	Moog Industrial	Mobium Creative Group
	SILVER	Motorola Inc	Symmetri Marketing Group
	BRONZE	PayCycle	Slack Barshinger
CATEGORY 29			
Web Sites more than \$50,000	GOLD	Eclipse Aviation	HSR Business to Business
	SILVER	Weather Guard	MarketSense
	BRONZE	International Truck & Engine Corporation	Laughlin/Constable
CATEGORY 30			
Banner Ads	GOLD	Eclipse Aviation	HSR Business to Business
	SILVER	MapInfo	Mobium Creative Group
	BRONZE	Tellabs	Slack Barshinger
CATEGORY 31			
Agency Promotion	GOLD	Boomm Marketing	Boomm Marketing



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	SILVER	Coleman Partners	Coleman Partners
	BRONZE	HSR Business to Business	HSR Business to Business
CATEGORY 32 PR Campaign	GOLD	Schneider Electric	Bader Rutter & Associates
	SILVER	USG	HSR Business to Business
	BRONZE	InXpo	Slack Barshinger
CATEGORY 33 Special Event	GOLD	Schneider Electric	Bader Rutter & Associates
CATEGORY 34 Show Exhibit	GOLD	Insinkerator	Derse Exhibits
	SILVER	RocaWear/ Topline Corporation	LGS Communications
	BRONZE	Marvell	Catalyst Exhibits Inc
CATEGORY 35 Show Marketing	GOLD	Tellabs	Derse Exhibits
	SILVER	Schneider Electric	Bader Rutter & Associates
	BRONZE	Quebecor World	ZAR Marketing
CATEGORY 36 Event Marketing	GOLD	Milwaukee Art Museum	Nelson Schmidt
	SILVER	Catch the Moment	Catch the Moment
	BRONZE	HSR Business to Business	HSR Business to Business
CATEGORY 37 Concepts Not Executed	GOLD	Munich Re America Healthcare	Mobium Creative Group
	SILVER	WW Grainger Inc	Coleman Partners
	BRONZE	WW Grainger Inc	Coleman Partners
BEST IN SHOW		Potash Corporation	Fergus/Peters Group