

## 2004 Tower Award Winners

### Best of Show

eBay Business Slack Barshinger

### Total Marcom Program <\$200,000

Gold	BMA Conference	Mobium
Gold	Literacy Chicago	Mobium
Silver	Ideal Industries	Davis Harrison Dion
Bronze	Mastertaste	Slack Barshinger

### Total Marcom Program >\$200,000

Gold	eBay Business	Slack Barshinger
Silver	Beringer Blass	Robert Brandt
Bronze	Accenture	Accenture

### Ad Campaign

Gold	BMA Conference	Mobium
Silver	Sachnoff & Weaver	Healy Communications
Bronze	Chicago's First Lady	Davis Harrison Dion
Bronze	Horton Group	Barcelona & Co.

### Color Campaign < \$200,000

Gold	Eurex US	Robert Brandt
Silver	Zebra Technologies	Slack Barshinger
Bronze	BMA Conference	Mobium
Bronze	Corn Products	Davis Harrison Dion

### Color Campaign > \$200,000

Gold	Boeing	Foote Cone & Belding
Silver	eBay Business	Slack Barshinger

### Fractional Print

Gold	BMA Conference	Mobium
Silver	ID Music	Maddock Douglas

### Print Ad

Gold	Wellmark	Tucker Knapp
Silver	CEMUSA	Edelman
Bronze	Wellmark	Tucker Knapp
Bronze	BMA BizBash	Mobium

### Color Page

Gold	eBay Business	Slack Barshinger
Gold	eBay Business	Slack Barshinger
Silver	BMA Conference	Mobium
Bronze	Tellabs	Slack Barshinger

### Color Spread

Gold	BMA Conference	Mobium
Gold	BMA Conference	Mobium
Silver	Spring Air	Robert Brandt

**Mailing Piece**

Gold	CEBA	Ashway Group
Silver	Design Industry Foundation	Mobium
Silver	Zebra Technologies	Petertil Design Partners
Bronze	Zenith	Maddock Douglas

**Mailing Campaign**

Gold	Tori Soper	Brian Hall
Silver	SmartSignal	Slack Barshinger
Bronze	Aksys Direct	McCarroll Marketing

**Incentive Mailing**

Gold	Graphics Group	Integrated Mkt. Solutions
Silver	Natl. Assoc. of Realtors	Maddock Douglas
Bronze	Mastertaste	Slack Barshinger

**Capability Brochure**

Gold	Beringer Blass	Robert Brandt
Silver	Rezmar	Brian Hall
Bronze	Literacy Chicago	Mobium
Bronze	LG Electronics	Maddock Douglas

**Product Brochure**

Gold	Silgan Container	Slack Barshinger
Silver	Beringer Blass	Robert Brandt
Bronze	Bluebird	Robert Brandt

**Special Promotion**

Gold	Natl. Assoc. of Realtors	Maddock Douglas
Silver	Ideal Industries	Davis Harrison Dion
Bronze	Design Industry Foundation	Mobium

**Poster**

Gold	BMA Conference	Mobium
Silver	Ideal Industries	Davis Harrison Dion
Bronze	FHEG	The JT Clark Agency

**Logo**

Gold	Nugene	McKinney I Chicago
Silver	Environetx	Davis Harrison Dion
Bronze	Ruprecht	Tucker Knapp
Bronze	Chicago Park District	Paragon Design

**Corporate Identity**

Gold	Literacy Chicago	Mobium
Silver	Concentra	Ross/Brown
Bronze	SPSS	CairnsWhalen

**Annual Report**

Gold	Private Bank	Robert Brandt
Silver	Chicago Network	Maddock Douglas
Bronze	Pro Quest	Reynolds Communications

**Newsletter**

Gold	Hewitt Associates	Van Fleteran Design
Silver	Ideal Industries	Davis Harrison Dion
Bronze	Illinois Park Assn.	Illinois Park Assn.

**Radio**

Silver	eBay Business	Slack Barshinger
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**Video**

Gold	Applied Bio Systems	McKinney I Chicago
Silver	Berlin Packaging	Tucker Knapp
Bronze	Shell Oil	Cresta
Bronze	Easter Seals	Davis Harrison Dion

**Interactive Presentation**

Bronze	Smurfit-Stone	Smurfit-Stone
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**Web Sites <\$25,000**

Gold	CCTB	Davis Harrison Dion
Silver	Naomis Gallery	Hamilton & Bond
Silver	Inheritance Project	Hamilton & Bond
Bronze	SI Design Flooring	Davis Harrison Dion
Bronze	ChiCosta S.A.	Brian Hall

**Web Sites >\$50,000**

Silver	ServiceMaster	Slack Barshinger
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**Banner Ads**

Bronze	eBay / IBM Corp.	Slack Barshinger
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**Agency Promotion**

Gold	Torque	Torque
Silver	Maddock Douglas	Maddock Douglas
Bronze	Maddock Douglas	Maddock Douglas

**PR Campaign**

Gold	Zebra Technologies	Outlook Marketing
Silver	Entelos	McKinney I Chicago
Bronze	Dairy Management	Slack Barshinger

**PR Event**

Silver	Big Frontier	Steve Lundin
Bronze	AT Kearny	Edelman

**Trade Show Exhibit**

Gold	Sonicare	Transformit / Czarnowski
Silver	Samsung	MC2
Bronze	Epic	MC2
Bronze	Enzon Access	TCA

**Trade Show Marketing**

Gold	Dairy Management	Slack Barshinger
Silver	Panasonic	Tucker Knapp

Bronze  
Bronze

ServiceMaster  
Rite Aid

Slack Barshinger  
The Tradeshow Network Marketing Group

**Events**

Gold  
Silver  
Bronze

Potash Group  
BMA Conference  
Children's Memorial

Fergus/Peters Group  
Mobium  
Maddock Douglas

**The Client Didn't Buy It**

Gold  
Silver  
Bronze

TEC  
WMS Gaming  
Aladdin Knowledge

Fergus/Peters Group  
Robert Brandt  
Maddock Douglas