

2005 Tower Award Winners

Best of Show

Allianz Global Risk US

HSR Business to Business

Total Marcom Program <\$200,000

Gold Contech Construction Products

HSR Business to Business

Silver Komori America

Symmetri Marketing Group

Bronze Zebra Technologies

Nelson Schmidt

Total Marcom Program >\$200,000

Gold Allianz Global Risk US

HSR Business to Business

Silver eBay

Slack Barshinger

Bronze Allianz Global Risk US

HSR Business to Business

Ad Campaign

Silver Alpha Beta Press

Fergus/Peters Group

Color Campaign < \$200,000

Gold Smithsonian Air & Space Museum

HSR Business to Business

Silver PotashCorp

Fergus/Peters Group

Bronze Smithsonian Air & Space Museum

HSR Business to Business

Color Campaign > \$200,000

Gold Hobart Corporation

HSR Business to Business

Silver eBay

Slack Barshinger

Bronze A. T. Kearney

A. T. Kearney

Fractional Print

Gold SI Flooring Systems

Davis Harrison Dion

Silver Catalyst Exhibits

David James Group

Bronze Iowa Farmer Today

Davis Harrison Dion

Color Page

Gold eBay

Slack Barshinger

Silver Shure

Maddock Douglas

Bronze Walgreen's Health Initiatives

McKinney | Chicago

Color Spread

Gold Eclipse

HSR Business to Business

Silver eBay Business

Slack Barshinger

Bronze Case Construction

Mobium Creative Group

Mailing Piece

Gold Triangle Printers

Triangle Printers

Silver Makino

HSR Business to Business

Bronze WMS Gaming

Robert Brandt

Mailing Campaign

Gold Allianz Global Risk US

HSR Business to Business

Silver Production Craft

Green Cardinal Communications

Bronze The NPD Group

David James Group

Incentive Mailing

Gold	Allianz Global Risk US	HSR Business to Business
Silver	United Stationers	LKH&S
Bronze	United Stationers	LKH&S

Capability Brochure

Gold	Stephen Hamilton Photographics	Torque Ltd.
Silver	Accurate Perforating	Symmetri Marketing Group
Bronze	Sioux Printing	Paragon Design International, Inc.

Product Brochure

Gold	American Metalcraft	Ladd Communications
Silver	WMS Gaming	Robert Brandt
Bronze	United Rentals	Slack Barshinger

Special Promotion

Gold	CNH Global/Case IH	Mobium Creative Group
Silver	Edward Don Company	The JT Clark Agency
Bronze	The NPD Group	David James Group

Poster

Gold	TruGreen ChemLawn	HSR Business to Business
Silver	Design Industry Foundation	Mobium Creative Group
Bronze	Dearborn Trade Publishing	Dearborn Trade Publishing

Logo

Gold	FoodQuiz.com	AlphaZeta
Silver	Verizon Airfone	Maddock Douglas
Bronze	Gateways to Opportunity	Mobium Creative Group

Corporate Identity

Gold	Case Construction	Mobium Creative Group
Silver	FC Lighting	Ross Brown
Bronze	LFCE	Slack Barshinger

Annual Report

Gold	Pall Corporation	HSR Business to Business
Silver	Boeing Company	Meta4 Design, Inc.
Bronze	PotashCorp	Fergus/Peters Group

Newsletter

Gold	Eastman Kodak	HSR Business to Business
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Online Newsletter

Gold	Smurfit Stone	Smurfit Stone
Silver	Smurfit Stone	Smurfit Stone
Bronze	World Business Chicago	World Business Chicago

Television

Gold	World Business Chicago	World Business Chicago
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Silver	Boeing Company	Foote Cone & Belding
Bronze	eBay	Slack Barshinger

Radio

Gold	eBay	Slack Barshinger
Silver	Hall Erickson	Robert Brandt

Video

Gold	Chicago Convention & TB	Davis Harrison Dion
Silver	palmOne Computers	Tim Plum Productions
Bronze	Verizon Airfone	Maddock Douglas

Multimedia

Gold	Nucor	Fergus/Peters Group
Silver	Fertilizer Education Foundation	Fergus/Peters Group
Bronze	Nalco Company	b media

Animation/Motion Graphics

Silver	Quest International	Mobium Creative Group
Bronze	Alcoa	Robert Brandt

Web Sites <\$25,000

Gold	Accurate Perforating	Symmetri Marketing Group
Silver	Chicago Convention & TB	Davis Harrison Dion
Bronze	Northridge Group	Moveo Integrated Branding

Web Sites \$25,000-\$50,000

Gold	Hostway Corporation	Hostway Corporation
Silver	Motorola	Symmetri Marketing Group
Bronze	Ambiron	McKinney Chicago

Web Sites >\$50,000

Gold	Vortechncis	HSR Business to Business
Silver	Advance Transformer	Short wave/IMS
Bronze	Baker & McKenzie	Monigle Associates

Banner Ads

Gold	Tetra Pak	Slack Barshinger
Silver	Alcoa	Robert Brandt
Bronze	Tetra Pak	Slack Barshinger

Agency Promotion

Gold	Healthcare Branding Group	Healthcare Branding Group
Silver	Mobium Creative Group	Mobium Creative Group
Bronze	The JT Clark Agency	The JT Clark Agency

PR Campaign

Gold	Tetra Pak	Slack Barshinger
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Silver	Zebra Technologies	Outlook Marketing Services
Bronze	OAG	Slack Barshinger

PR Event

Bronze	Abridean	Abridean
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Show Exhibit

Gold	Sony Computer Entertainment	Pinnacle Exhibits
Silver	BSH Home Appliances	The Design Agency
Bronze	Transformit	Transformit

Trade Show Marketing

Gold	DMI	Slack Barshinger
Silver	Littelfuse, Inc.	Moveo Integrated Branding
Bronze	eBay	Slack Barshinger

Events

Gold	GSA	Hamilton Bond
Silver	PotashCorp	Fergus/Peters Group
Bronze	Transformit	Transformit

The Client Didn't Buy It

Gold	Shure	Maddock Douglas
Silver	Motorola	Symmetri Marketing Group
Bronze	Sun Chemical	Mobium Creative Group