



2008 Tower Award Winners

Category	MEDAL	Agency/Supplier	Company/Client
1: Total communications programs under \$200,000	Gold	Symmetri Marketing Group, Inc	Specialty Print Communications
	Silver	David James Group	Darwill
	Bronze	Mobium Creative Group	Kaplan Financial
2: Total communications program over \$200,000	Gold	Mobium Creative Group	University of Illinois Foundation
	Silver	Young & Rubicam New York	Accenture
	Bronze	Maddock Douglas	Case New Holland
4: Print campaign under \$200,000	Gold	Nelson Schmidt	Kronos Incorporated
	Silver	Symmetri Marketing Group, Inc	Accurate Perforating
	Bronze	Slack Barshinger	Fellowes
5: Print campaign over \$200,000	Gold	Winsper, Inc	Timberland PRO
	Silver	VSA Partners	CME Group
	Bronze	Mobium Creative Group	Pitney Bowes
6: Fractional page or spread	Gold	Symmetri Marketing Group, Inc	Accurate Perforating - Cold Front
	Silver	Symmetri Marketing Group, Inc	Accurate Perforating - Partly Sunny
	Bronze	Mobium Creative Group	University of Illinois Foundation
7: Black & White or 2-color	Gold	Mobium Creative Group	Time Warner Cable Business Class - Pretty Ugly
	Silver	Mobium Creative Group	Time Warner Cable Business Class - Tech Talk
8: Three or four color page	Gold	Thomson Healthcare	Thomson Healthcare
	Silver	Chempetitive Group	Dow Biocides
	Bronze	Mobium Creative Group	Kaplan Financial
9: Three or four color spread	Gold	Mobium Creative Group	Pitney Bowes - MapInfo – General
	Silver	Mobium Creative Group	Pitney Bowes - MapInfo - Retail
	Bronze	Mobium Creative Group	Pitney Bowes - MapInfo - Insurance

10: Single printed mailing piece	Gold Silver Bronze	HSR Business to Business Slack Barshinger HSR Business to Business	Zebra Technologies Aon BMA Chicago
11: Campaign with two or more mailings	Gold Silver Bronze	Symmetri Marketing Group, Inc Maddock Douglas Davis Harrison Dion	Specialty Print Communications W.W. Grainger Chicago Convention and Tourism Board
12: Single or multiple mailings, which include incentives	Gold Silver Bronze	Jacobs Agency McCullough Creative MarketSense	Microsoft John Deere Construction & Forestry Company Shockwatch
13: Capability/facilities booklet/brochure	Gold Silver Bronze	Mobium Creative Group MarketSense Symmetri Marketing Group, Inc	University of Illinois Foundation - Chicago Original Smith Printing Driv-Lok
14: Product Specifications brochure	Gold Silver Bronze	MarketSense Symmetri Marketing Group, Inc Maddock Douglas	Shadescapes KNAACK Manufacturing Company Proactive Partners
15: Special Promotions	Gold Silver Bronze	Moveo Integrated Branding Maddock Douglas Symmetri Marketing Group, Inc	CareerBuilder.com National Association of Realtors KNAACK Manufacturing Company
16: Posters & Calendars	Gold Silver Bronze	McKinney Chicago McKinney Chicago Slack Barshinger	XTRA Lease Applied Biosystems Dairy Management, Inc
17: Logo Design	Gold Gold Silver Silver	Symmetri Marketing Group, Inc Davis Harrison Dion Slack Barshinger Moveo Integrated Branding	Acme Electric Dober Parts Town Tegant/Protexic Brand
18: Corporate Identity	Gold Silver Bronze	Symmetri Marketing Group, Inc Maddock Douglas BluFish Productions	Specialty Print Communications Sterno Akel Ventures
19: Annual Report	Gold Silver Bronze	The Options Clearing Corporation Symmetri Marketing Group, Inc Willam Blair & Company	The Options Clearing Corporation Big Shoulders Fund William Blair & Company

20: Print Newsletters	Gold Silver Bronze	Aon Corporation Mobium Creative Group Willam Blair & Company	Aon Time Warner Cable Business Class William Blair & Company
21: Online Newsletters	Gold Silver Bronze	Maddock Douglas Mobium Creative Group Slack Barshinger	Maddock Douglas Mobium BMA Chicago
22: Television-single commercial or campaign	Gold Silver Bronze	Mobium Creative Group Mobium Creative Group Mobium Creative Group	Time Warner Cable Business Class - Tech Talk Time Warner Cable Business Class - Pretty Ugly Time Warner Cable Business Class - Space
23: Radio-single commercial or campaign	Gold Silver Bronze	Mobium Creative Group Mobium Creative Group Slack Barshinger	Time Warner Cable Business Class - Business Lunch Time Warner Cable Business Class - Bowling Shirt Fellowes
24: Video Production	Gold Silver Bronze	BluFish Productions ProActive ProActive	Bard Peripheral Vascular ProActive, A Freeman Company - NAB ProActive, A Freeman Company - LoneStar Launch
25: Product catalogs, demo disc brochure, sales presentations	Gold Gold Silver Bronze	Gameplan Creative, LLC David James Group Creative Digital Images, Inc Davis Harrison Dion	World Business Chicago Catalyst Exhibits Simantel Group The RJA Group, Inc
26: Animation/Motion Graphics	Gold Silver Bronze	Moveo Integrated Branding Symmetri Marketing Group, Inc McKinney Chicago	Flexco Motorola, Inc. Applied Biosystems
27: Web sites produced for less than \$25,000	Gold Silver Bronze	MarketSense Steadfast Data Systems MarketSense	Shockwatch Dynamic Wellness KNAACK
28: Web sites produced between \$25,000- \$50,000	Gold Silver Bronze Bronze	Slack Barshinger Steadfast Data Systems Davis Harrison Dion HSR Business to Business	Fellowes Trans-United, Inc The New York Blower Company Zebra Technologies
29: Web sites produced for more than \$50,000	Gold Silver Bronze	Symmetri Marketing Group, Inc Mobium Creative Group Mobium Creative Group	cars.com University of Illinois Foundation - Urbana/Champaign University of Illinois Foundation - Springfield

30: Banner Ads	Gold Silver Bronze	HSR Business to Business Moveo Integrated Branding HSR Business to Business	USG Corporation - Design Studio CareerBuilder.com USG Corporation - Mold Tough Peel-Back
31: Agency Promotional Material	Gold Silver Bronze	Mobium Creative Group Mobium Creative Group Winsper, Inc	Mobium - Capabilities Brochure Mobium - We Believe Winsper, Inc
32: Campaign-coordinated public relations campaign	Gold Silver Silver Bronze	Slack Barshinger Bader Rutter & Associates Slack Barshinger Tech Image	Mastertaste Schneider Electric Dairy Management, Inc Security Coverage, Inc
34: Exhibits	Gold Silver Bronze	Czarnowski Czarnowski Catalyst Exhibits	Chiron, A Novartis Business Chiron Altec Lansing Plantronics Belkin
35: Trade Show marketing program	Gold Silver Bronze	3D Exhibits, Inc Mobium Creative Group Zar Marketing	Accuray Incorporated Kaplan Financial Sakurai USA, Inc.
36: Events	Gold Silver Bronze	Czarnowski Mobium Creative Group Slack Barshinger	Czarnowski University of Illinois Foundation Dairy Management, Inc
37: The Client Didn't Buy it	Gold Silver Bronze	Mobium Creative Group Maddock Douglas Symmetri Marketing Group, Inc	Azulera Johnson Diversity Motorola, Inc.
BEST IN SHOW	Mobium Creative Group University of Illinois Foundation Total communications program over \$200,000		