



CINCO DE NORI



# 2005 NORI Winners

## TELEVISION

### Category TV-1

**TELEVISION CONSUMER PRODUCTS/RETAIL SINGLE SPOT,  
STATION PRODUCED IN-HOUSE**

WNYT-TV, "Chuck It"

### Category TV-2

**TELEVISION CONSUMER PRODUCTS/RETAIL CAMPAIGN,  
STATION PRODUCED IN-HOUSE**

Capital Region's WB, "The Bayou Café"

### Category TV-3

**TELEVISION CONSUMER PRODUCTS/RETAIL SINGLE SPOT,  
PRODUCED OUT-OF-HOUSE**

The Mossey Group, "Lady Luck"

### Category TV-4

**TELEVISION CONSUMER PRODUCTS/RETAIL CAMPAIGN,  
PRODUCED OUT-OF-HOUSE**

Herman Schnurr Marketing/Desmond Media, "Things You Can Count On"

### Category TV-5

**TELEVISION INSTITUTION/SERVICE SINGLE SPOT,  
STATION PRODUCED IN-HOUSE**

Time Warner Media Sales, "Start!"

### Category TV-6

**TELEVISION INSTITUTION/SERVICE - CAMPAIGN,  
STATION PRODUCED IN-HOUSE**

Time Warner Media Sales, "Scuba," "Mold," and "Light Switch"

### Category TV-7

**TELEVISION INSTITUTION/SERVICE SINGLE SPOT,  
PRODUCED OUT-OF-HOUSE**

The College of Saint Rose, "Pure Heart. Pure Intensity. Pure Teamwork."

### Category: TV-8

**TELEVISION INSTITUTION/SERVICE CAMPAIGN,  
PRODUCED OUT-OF-HOUSE**

Media Logic, "Where Leaders Look Forward" Brand TV Campaign

### Category: TV-9

**TELEVISION PUBLIC SERVICE ANNOUNCEMENTS**

NYS Department of Transportation, "Wrecking Ball"



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# 2005 NORI Winners

## OUTDOOR/TRANSIT

**Category: OU-1**

**OUTDOOR BOARD – SINGLE ITEM**

Zone 5, “Do You Defy?” Outdoor

**Category: OU-2**

**OUTDOOR BOARD - CAMPAIGN**

Media Logic, “Blah Blah” Outdoor

**Category: OU-3**

**TRANSIT/AIRPORT, INTERIOR/BACKLIT**

Rueckert Advertising & Public Relations, LLC, “OPDV Backlit Kiosk”

**Category: OU-4**

**TRANSIT/AIRPORT – EXTERIOR/SHELTER**

The College of Saint Rose, “More To Life”

**and**

Transworld Entertainment, “USA 3000 Airplane Advertisement”

## CORPORATE IDENTITY

**Category: CI-1**

**LOGO DESIGN - MARK, NO APPLICATION**

Mehigan, Robert & Bellone, “National Museum of Dance Logo”

**Category: CI-2**

**CORPORATE IDENTITY PROGRAM**

Shannon-Rose Design, “Places Made Identity Program”



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# 2005 NORI Winners

## INTEGRATED MARKETING

**Category: IM-1**

**WEB SITE - CONSUMER**

FutureMedia Interactive, LLC, "Toshiba Gigabeat Microsite"

**Category: IM-2**

**WEB SITE - BUSINESS-TO-BUSINESS**

Creatacor, Inc., "Light Fair Virtual Exhibit"

**Category: IM-3**

**WEB SITE – NOT-FOR-PROFIT/GOVERNMENT**

Mercury Web Solutions, "Tech Valley Portal"

**Category: IM-4**

**WEB SITE INTRO SEQUENCE AND/OR SPLASH SCREEN**

FutureMedia Interactive, LLC, "Toshiba Canada Homepage Animation"

**Category: IM-5**

**WEB ADVERTISING – POP-UPS, BANNERS, ETC.**

The Creative Advantage, "GE-Plastics Banner Ads"

**Category: IM-6**

**SCREEN SAVER**

FutureMedia Interactive, LLC, "Toshiba Gigabeat Screen Saver 2"

**Category: IM-7**

**CD-ROM/DISK – CONSUMER**

L & P Media, Light & Power Communications, "Interactive Admission CD"

**Category: IM-9**

**COMPUTER/POWERPOINT PRESENTATION**

The College of Saint Rose, "Inspiring Ideas PowerPoint Presentation"

## SELF PROMOTION

**Category: SP-2**

**SELF PROMOTION – RADIO STATIONS**

Clear Channel Communications, "Santa's Sleigh"

**Category: SP-3**

**SELF-PROMOTION – TELEVISION STATIONS**

WNYT-TV, "Your Doppler"

**Category: SP-4**

**SELF-PROMOTION – CORPORATIONS/AGENCIES**

Spiral Design Studio, "The Spiralizer"



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# 2005 NORI Winners

## PHOTOGRAPHY & ILLUSTRATION

**Category: PI-2**

**COLOR PHOTOGRAPHY**

Blass Communications, "Pink Pearl"

**Category: PI-4**

**COLOR ILLUSTRATION**

Media Logic, "2005 Holiday Card"

**Category: PI-5**

**COMPUTER/3-D ANIMATION**

FutureMedia Interactive, LLC, "Toshiba HD DVD Teaser Animation"

## RADIO

**Category: RA-1**

**RADIO CONSUMER PRODUCTS/RETAIL**

**SINGLE SPOT, STATION PRODUCED IN-HOUSE**

Clear Channel Communications, "How Ya Doin' Santa"

**Category: RA-3**

**RADIO CONSUMER PRODUCTS/RETAIL –**

**SINGLE SPOT, PRODUCED OUT-OF-HOUSE**

The Mossey Group, "No Lies"

**Category: RA-4**

**RADIO CONSUMER PRODUCTS/RETAIL - CAMPAIGN,**

**PRODUCED OUT-OF-HOUSE**

The Mossey Group, "Saratoga Gaming and Raceway, Radio Campaign"

**Category: RA-7**

**RADIO INSTITUTION/SERVICE –**

**SINGLE SPOT, PRODUCED OUT-OF-HOUSE**

Fairbrother & Company, LLC, "Sweet"

**Category: RA-8**

**RADIO INSTITUTION/SERVICE –**

**CAMPAIGN, PRODUCED OUT-OF-HOUSE**

Fairbrother & Company, LLC, "Sweet," "Tiger," "Boo-Boo"



# 2005 NORI Winners

## DIRECT MARKETING

**Category: DM-1**  
**SINGLE PIECE, CONSUMER**  
Media Logic, "You're The 1"

**Category: DM-2**  
**SINGLE PIECE, BUSINESS-TO-BUSINESS**  
Media Logic, "Healing Quality Direct Mail"

**Category: DM-3**  
**CAMPAIGN, CONSUMER**  
Zone 5, "Union Admissions Post Cards"

**Category: DM-4**  
**CAMPAIGN, BUSINESS-TO-BUSINESS**  
Shannon-Rose Design, "Recruitment Campaign"

## PUBLIC RELATIONS

**Category: PR-1**  
**PRESS KIT**  
Zone 5, "Sara Langley Press Kit"

**Category: PR-2**  
**COLLATERAL MATERIALS USED IN PUBLIC RELATIONS**  
Spiral Design Studio, "Emergency" Fundraiser Promotion

**Category: PR-3**  
**PUBLIC RELATIONS - SPECIAL EVENT**  
The College of Saint Rose, "Friends One Day. One Wrong Turn. (Exhibit)"



# 2005 NORI Winners

## VIDEO

**Category: VI-1**

**LONG FORM VIDEO/DOCUMENTARY, INTERNAL AUDIENCE**

Mountain View Group, LTD, "Engage"

**Category: VI-2**

**LONG FORM VIDEO/DOCUMENTARY, EXTERNAL AUDIENCE**

Elevation Films, "Great Camp Sagamore: No Velvet Ropes"

## SALES PROMOTIONS

**Category: SA-1**

**PRODUCT CATALOG**

Berkshire Marketing Group, "Physician Recruitment Brochure"

**Category: SA-2**

**PACKAGE DESIGN**

Trampoline Design, "Marketing Kit Package"

**Category: SA-4**

**POSTER**

Mehigan, Robert & Bellone, "A Midsummer Night's Dream"

**Category: SA-5**

**Trade Show or Event Exhibit**

EP&M International, "Solar House"

## MUSIC

**Category: MU-1**

**COMMERCIAL JINGLES**

Cotton Hill Studios, Inc., "It's A Whole New Game"

**Category: MU-2**

**ORIGINAL MUSIC**

NYS Department of Transportation, "Better Than Before" Video Part 2



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# 2005 NORI Winners

## PUBLIC SERVICE

**Category: PS-1**

**EVENT FOR NOT-FOR-PROFIT ORGANIZATION**

Spiral Design Studio, "Larkfest 2005 Poster"

and

Zone 5, "Rock2Rebuild Stage Banners"

**Category: PS-2**

**CAMPAIGN FOR NOT-FOR-PROFIT ORGANIZATION**

The College of Saint Rose, "Graphic Design at Saint Rose: The First 20 Years"

**Category: PS-3**

**COLLATERAL MATERIALS FOR NOT-FOR-PROFIT ORGANIZATION**

Behan Communications, Inc, "Lori's Story: Annual Fund Mailer"

and

Rensselaer Polytechnic Institute, "2005 President's Report"

## CAMPAIGNS

**Category: CA-1**

**INTEGRATED COMMUNICATIONS PROGRAM, CONSUMER**

Media Logic, "Where Leaders Look Forward" Brand Campaign

**Category: CA-2**

**INTEGRATED COMMUNICATIONS PROGRAM, BUSINESS-TO-BUSINESS**

Media Logic, "2B Campaign"

## OTHER

**Category: OT-3**

**NEVER SAW THE LIGHT OF DAY TELEVISION**

Aurora DVD, "Sanctuary of Truth Trailer"

**Category: OT-5**

**NONE OF THE ABOVE - PRINT**

Creative Matters, "Gregory's POP Campaign"

**Category: OT-6**

**NONE OF THE ABOVE - COLLATERAL**

Spiral Design Studio, "Dynamic Duo" Holiday Promotion

**Category: OT-9**

**NONE OF THE ABOVE - VIDEO**

FutureMedia Interactive, LLC, "FutureMedia Interactive Christmas Card"



# 2005 NORI Winners

AND THE BESTY GOES TO:

Spiral Design Studio  
"The Spiralizer"

(Best in Show)