



## **Spokane Regional Marcom Association's 2015 Spark Award Winners**

### **Dussault "Community Impact" Award**

"2015 Fall Campaign: 'Lose the Label'" – Union Gospel Mission

### **The Blaze Award**

"Gonzaga 'Unfold' Brand Advertising Campaign" – Gonzaga University

### **Brightest Spark Awards**

"Whooping Cough Vaccine Campaign" – DH. Washington State Department of Health

"EWU CSTEM Student Profiles" – Eastern Washington University

"Zuill Bailey/St. John's" – Hamilton Studio. Connoisseur Concerts Northwest Bach Festival

"Gonzaga 'Unfold' Brand Advertising Campaign" – Gonzaga University

"2015 Fall Campaign: 'Lose the Label'" – Union Gospel Mission

### **Division 1**

#### **Audio/Visual, Presentation PPT (PPT, Video, Etc.)**

Merit: "Women of the ELCA – We Want You Back!" – Visit Spokane

Merit: "Fire Ops 101 'Feel the Heat' Video" – Rogue Heart Media, Inc.

#### **Audio/Visual, 30-Second TV Spot**

Excellence: "Zuill Bailey/St. John's" – Hamilton Studio

Merit: "Enroll Now #1" – Community Colleges of Spokane

#### **Audio/Visual, Online Video**

Excellence: "Your Future in Pharmacy" – Washington State University College of Pharmacy

Excellence: "EWU CSTEM Student Profiles" – Eastern Washington University

**Print, Collateral Materials**

Excellence: "Come Study with Us" – Community Colleges of Spokane

Merit: "CCS at a Glance" – Community Colleges of Spokane

**Print, Magazine**

Merit: "Eastern: The Magazine for Eastern Washington University Alumni and Friends" – Eastern Washington University

**Print, Newsletter**

Excellence: "November Mission News: Gratitude" – Union Gospel Mission

**Print, Non-Profit Annual Report**

Excellence: "Shriners Hospitals for Children – Spokane: A Look back at 2015" – Shriners Hospitals for Children – Spokane

Excellence: "2014 Annual Report" – Union Gospel Mission

**Print, For-Profit Annual Report**

Excellence: Avista Annual Report 2014, Avista Corp.

**Print, Illustration**

Excellence: "First Night Spokane 2015 Poster Illustration" – Klundt | Hosmer. First Night Spokane

**Print, Feature**

Merit: "GenSet Heating in a Data Center Environment" Case Study – HOTSTART

**Print, Blog**

Merit: "Better Health Together Blog" – DH. Better Health Together

Merit: "Washington State Parks: Photo Adventure Blog" – Rogue Heart Media, Inc.

**Print, Logo**

Excellence: "Max Molgard Prosthodontics & Esthetic Dentistry Brand Image Design" – Klundt | Hosmer

Excellence: "TranGO Brand Image Design" – Klundt | Hosmer

Merit: "Evoke Therapy Programs Brand Image Design: - Klundt | Hosmer

**Digital, Website**

Merit: "Better Health Together Website" – DH. Better Health Together

Merit: "Windows, Doors & More Website" – Klundt | Hosmer. Windows, Doors & More

**Digital, Social Page**

Merit: "#SasQuantest" – Visit Spokane

**Digital, E-Mag/Newsletter**

Excellence: "CougRx Alumni Newsletter" – Washington State University College of Pharmacy

### **Digital, E-Invite/Greeting Card**

Excellence: "Teamwork Makes the Dream Work" – ALSC Architects

### **Digital, Ad-Static**

Excellence: "Whooping Cough Vaccine Campaign" – DH. Washington State Department of Health

### **Digital, Self-Promotion**

Excellence: "The Legend of Caribou Dru" – Klundt | Hosmer, Hamilton Studio. First Night Spokane

### **In-Person, Trade Show Booth**

Excellence: "HOTSTART" Trade Show Graphics – Klundt | Hosmer, Skyline. HOTSTART

## **Division 2 – Campaigns**

### **Internal Communications**

Excellence: "United Way Internal Fundraising Campaign" – Itron

### **Media Relations**

Merit: "The Mighty Mouth – Teeth Week 2015" – DH. Washington Dental Service Foundation

### **Community/Government Relations**

Merit: "Making a Medical School" – Washington State University

### **External Marketing Communications**

Excellence: "Gonzaga 'Unfold' Brand Advertising Campaign" – Gonzaga University

Excellence: "Sleigh the Holidays Campaign" – DH, Synergema and Spokane Transit Authority

Excellence: "2015 Fall Campaign: Lose the Label" – Union Gospel Mission

### **Crisis Communication**

Excellence: "Avista Crisis Plan in Action, Windstorm November 2015" – Avista and DH

## **Student Winners**

### **Digital**

Merit: "Huggies for the Holidays" - Logan Shenkel, Whitworth University. Inland NW Baby

### **Interactive**

Merit: "Focus Group Moderation" – Olivia Schneider, Gonzaga University. Gonzaga University Student Group, New Venture Lab

### **Audio/Visual**

Excellence: “Liberty Park Kids Fundraising Video” – Stephanie Saracco, Beyond the Pines PR Agency Whitworth. Liberty Park Childhood Development Center

**Print**

Excellence: “Marketing Ethics Memo” – Olivia Schneider, Gonzaga University. Gonzaga University MKTG 315: Consumer Behavior