



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

### **Dussault 'Community Impact' Award**

"125 Years and Counting: Avista Honors History, Community and Service" - Avista Corp., Klündt | Hosmer, Desautel Hege (DH), Hanna & Associates

### **The Blaze Award**

"20 for 20 Giveback Campaign" – CU Direct, Desautel Hege (DH). WebMistress

### **Brightest Spark Awards**

"20 for 20 Giveback Campaign " - CU Direct, Desautel Hege (DH). WebMistress

"A Holiday Story from ALSC Architects..." – ALSC Architects

"Children's Activity Book: 'Little Household Crime-Fighters'" – RESCUE! Pest Control Products

### **Division 1**

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

Excellence: "Team I.C.E.: Infection Control Experts Music Video" – Shriners Hospital for Children - Spokane

Merit: "CSVD – Who Do You Think We Are?" – Rogue Heart Media

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

Merit: "What Can Your BBB Do For You?" – Better Business Bureau of Eastern Washington, North Idaho & Montana

Merit: "Incredible EWU" – Eastern Washington University

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

Excellence: "Whitworth's 125-Second Lecture Video Series" – Whitworth University, North by Northwest Productions

#### **Print, Collateral Materials**

Excellence: "125 Years & Counting - A 25-Year Commemorative Look Back at 1989-2014" – Avista Corp., Klündt | Hosmer

Excellence: "Children's Activity Book: 'Little Household Crime-Fighters'" – RESCUE! Pest Control Products

Excellence: "2014 Product Catalog: 'League of Household Crime-Fighters'" – RESCUE! Pest Control Products

#### **Print, Magazine**

Excellence: "Gonzaga Magazine" – Gonzaga University

Excellence: "Eastern: The Magazine for Alumni and Friends of Eastern Washington University" – EWU Marketing & Communications

#### **Print, Newsletter**

Merit: "November 2014 Mission News" – Union Gospel Mission Association of Spokane

#### **Print, Nonprofit Annual Report**

Excellence: 2013 ANNUAL IMPACT REPORT" – Vanessa Behan Crisis Nursery

### **Print, For-Profit Annual Report**

Excellence: ""Avista Corp. 2013 Annual Report: Empowering Communities, Improving Lives, 125 Years and Counting" – Avista Corp., Klündt | Hosmer

Merit: "INHS 20" – National Color Graphics

### **Print, Illustration**

Excellence: "2014 First Night Poster" - Klündt | Hosmer

Excellence: "HOTSTART Heater Installation Best Practices" - HOSTART

### **Print, Blog**

Merit: "At a Washington Ranch, It's for the Birds - and Elk" Feature for USDA Blog - USDA's Natural Resources Conservation Service

### **Print, Logo**

Excellence: "Port of Moses Lake Visual Identity Design" - Klündt | Hosmer

Excellence: "Rockwood Retirement Communities Visual Identity Design" - Klündt | Hosmer

Merit: "PRIDE Prep Logo" – Desautel Hege (DH)

### **Print, Other**

Excellence: "Avista's Heroes Book" – Avista Corp., Creative Catch, Austin Reinkens

### **Digital, Website**

Excellence: "HOTSTART International Websites" – HOTSTART

Merit: "Whitworth Anniversary Microsite" – Joel Smith Media

Merit: "Goodwill Website Redesign" – Zipline Interactive

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

Excellence: "A Holiday Story from ALSC Architects..." – ALSC Architects

### **In-Person, Display/Installation**

Excellence: "Union Gospel Mission Camp Sign" – Union Gospel Mission Association of Spokane

### **In-Person, Visual Display**

Excellence: "Avista 125<sup>th</sup> Anniversary Traveling Exhibit" - Avista Corp., Klündt | Hosmer, Skyline Inland Northwest

### **In-Person, Outdoor Ads**

Excellence: "Eastern Washington University Equipment Trailer" – EWU Marketing & Communications

Merit: "EWU Football Billboard Series" – EWU Marketing & Communications

## **Division 2 - Campaigns**

### **Internal Communications**

Excellence: "125 Years and Counting: Avista Honors History, Community and Service" - Avista Corp., Klündt | Hosmer

### **External Marketing Communications**

Excellence: "125 Years and Counting: Avista Honors History, Community and Service" - Avista Corp., Klündt | Hosmer, Desautel Hege Communications, Hanna & Associates

Excellence: "2014 Trade Campaign: 'Superheroes and Villains'" - RESCUE! Pest Control Products

Excellence: "20 for 20 Giveback Campaign" - CU Direct, Desautel Hege Communications, WebMistress