

# 2012 Spark Award Winners

## **Audio/Visual – Video Presentation**

**Excellence:** Pearson Packaging – *All Over the Map Video – Real Ale Brewery*

## **Audio/Visual – TV Spot of PSA**

**Merit:** INHS with Hamilton Studios and Desautel Hege Communications – *Beacon Community of the Inland Northwest TV Spot*

**Excellence:** Hutton Settlement and ILF Media – *Hutton Settlement Children’s Home: Siblings TV Spot*

## **Print Publications – Brochure**

**Merit:** Greenstone Homes – *Greenstone Marketing Book*

**Excellence:** Natural Resource Conservation Service – *Help in the Midst of Flood Brochure*

## **Print Publications – Magazines**

**Merit:** Spokane Metro Magazine – *Spokane Metro Magazine, August 2011 Issue*

**Excellence:** Gonzaga University – *Gonzaga Magazine by Gonzaga University*

## **Print Publications – Nonprofit Annual Report**

**Excellence:** INHS with Magnus Film Company – *Beacon Community of the Inland Northwest 2011 Annual Report*

## **Print Publications – For-Profit Annual Report**

**Excellence:** Jessie Wuerst, Avista Corp., and the Klundt|Hosmer Team – *Avista Corporation 2012 Annual Report*

## **Print Publications – Direct Mail Products**

**Excellence:** North Idaho College – *North Idaho College Fine Arts Schedule*

## **Print Publications – Other**

**Excellence:** EWU Marketing and Communications and University Graphics – *Discover E – The Research Magazine of Eastern Washington University*

## **Design – Posters**

**Excellence:** North Idaho College – *Zimmerman Collegiate Choral Festival Poster*

## **Design – Logo**

**Excellence:** Julie Humphreys and the Klundt|Hosmer Team – *Step UP Spokane Logo*

## **Design – Brand Collateral**

**Excellence:** North Idaho College – *North Idaho College Halloween Pumpkin Contest*

## **Design – Visual Displays**

**Merit:** Natural Resources Conservation Service – *Conserving Natural Resources Trade Show Kit*

**Excellence:** Pearson Packaging Systems and BHW1 – *History of Mystery: What Happens in Vegas Trade Show Display*

## **Design – Invitation or Greeting Card**

**Excellence:** Gonzaga University – *Gonzaga University Gala 2011*

## **Design – Photography**

**Excellence:** North Idaho College Communications and Marketing – *‘Thriller’ Flash Mob*

## **Design – Other**

**Excellence:** April Pierre and the Klundt|Hosmer Team – *Kalispel Tribe of Indians 2012 Calendar*

## **Writing – Features**

**Merit:** Natural Resources Conservation Service – *‘Orchid Takes Natural Path to Pest Control’ magazine article*

**Excellence:** North Idaho College – *‘Dual Credit Student Feature: The Samantha Jernstrom Story’*

## **Writing – Recurring Column/Editorial**

**Excellence:** Desautel Hege Communications – *Opinion Editorial*

## **Electronic and Interactive Communications – External Internet Site**

**Merit:** RESCUE Pest Control Products and North by Northwest – *Rescue.com website*

**Excellence:** Gonzaga University – *Advent Calendar website*

## **Electronic & Interactive Communications – E-zines, E-newsletters, etc.**

**Merit:** Greenstone Homes – *Liberty Lake Farmers Market E-Newsletter*

**Excellence:** Gonzaga University - *@Gonzaga*

## **Electronic and Interactive Communications – Social Media**

**Merit:** Klundt|Hosmer – *Mug Shot Campaign*

**Excellence:** Greenstone Homes – *Liberty Lake Farmers Market Social Media*

## **Marketing and Communications Campaigns – Media Relations**

**Excellence:** Desautel Hege Communications – *Cobell vs. Salazar Settlement*

## **Marketing & Communications Campaigns – Internal Communications**

**Excellence:** Greenstone Homes – *Mail Chimp Tips and Tricks*

## **Marketing & Communications Campaigns – External Communications**

**Merit:** RESCUE Pest Control Products – *‘There’s a Trap for That’ Campaign*

**Excellence:** RESCUE Pest Control Products – *Stink Bug Trap Product Launch*

## **Marketing & Communications Campaigns – Community and/or**

### **Government Communications**

**Merit:** Desautel Hege Communications – *Hope for Change*

**Excellence:** Washington State University Spokane – *WSU Spokane Biomedical and Health Sciences Groundbreaking Ceremony*

## **Student Marketing and Communications Work – Campaigns**

**Excellence:** Natalie Wolfrom – *Decorative Lens Public Service Campaign*

## **Brightest Sparks**

Gonzaga University – *Advent Calendar*

RESCUE Pest Control Products – *Stink Bug Trap Product Launch*

Greenstone Homes – *Liberty Lake Farmers Market Social Media Campaign*

Gonzaga University - *@Gonzaga*

## **Dussault Brightest Spark**

RESCUE Pest Control Products – *Stink Bug Trap Product Launch*