



## **Spokane Regional Marcom Association's 2017 Spark Award Winners**

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

Eastern Washington University "Giving Joy Day" Campaign – Eastern Washington University and DH

### **The Blaze Award**

"STA Proposition 1 Public Education Campaign" – Spokane Transit Authority and DH

### **Brightest Spark Awards**

"It's Your Story" Investment Services ads – STCU

"First5" radio ads – STCU

"Hobbes is Here Fur Good" – STCU

### **Division 1**

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

Excellence: "Steam Plant: Centennial 1916-2016" – Rogue Heart Media and Avista Development's Steam Plant

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

Excellence: "STCU Holiday Spot with SAY Choir" – STCU

Excellence: "Yes for Buses" – DH and Yes for Buses – Citizens' Campaign for Proposition 1

Excellence: "Amanda & Max" – Union Gospel Mission

#### **Audio/Visual, 60-Second TV Spot**

Excellence: "Hobbes is Here Fur Good" – STCU

#### **Audio/Visual, 60-Second Radio Spot**

Excellence: "First5 Radio Ads" - STCU

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

Merit: "National Coffee Day Video" – STCU

Excellence: "What is a Credit Union" – STCU

Excellence: "Preparing for Holiday Shopping Motion Graphic" - STCU

### **Print, Collateral Materials**

Excellence: "Spokane Sports Commission Sales Kit" – Klündt | Hosmer

### **Print, Magazine**

Excellence: "It's Your Story" Investment Services ads – STCU

### **Print, Newspaper**

Excellence: "We Saw You" Inlander ad – STCU

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

Excellence: Avista Annual Report 2015, Klündt | Hosmer

### **Print, Illustration**

Merit: "First Night Illustration" – Klündt | Hosmer

### **Print, Blog**

Excellence: "STCU Money Blog" – STCU

### **Print, Self-Promotion**

Excellence: "Avista Natural Gas History Book" – Klündt | Hosmer

### **Print, Logo**

Merit: "OMAX" – Klündt | Hosmer

Excellence: "Symbio" – Klündt | Hosmer

Excellence: "Architects West" - Klündt | Hosmer

Excellence: "FUSE Career Fair" – Klündt | Hosmer

Excellence: "Sunshine health Facilities" – Klündt | Hosmer

### **Digital, Website**

Merit: "The Summit Microsite for Rockwood Retirement Communities" – Klündt | Hosmer

Excellence: "Spokane Valley Fire Department Website Redesign" – Rhizome Design

Excellence: "Upper Columbia United Tribes website" – DH and Function Finds Form

Excellence: "WSU Elson S. Floyd College of Medicine website" – Washington State University and DH

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

Merit: "Avista Exhibit for Mobius Science Center" – Klündt | Hosmer

### **In-Person, Direct Mail Components**

Merit: "Qualchan – We're on the Map" – STCU

Merit: "Indirect member Welcome Packets" – STCU

In-Person, Outdoor Advertisement

Excellence: "Amanda & Max" – Union Gospel Mission

Excellence: "Post Street Overpass Billboard" - STCU

### **Division 2 – Campaigns**

#### **External Marketing Communications**

Merit: "Ecova Corporate Repositioning Campaign" – DH

Merit: "STA – Uride Campaign" – DH and Spokane Transit Authority

Merit: "Crisis Shelter Campaign" – Union Gospel Mission

Merit: "It's Your Story Investment Services Campaign" – STCU

Merit: "STA – Spokane 7 Campaign" – DH

Excellence: "My College My Community" – Community Colleges of Spokane

Excellence: "Parks and Recreation Enjoy Spokane Summer Campaign" – DH

Excellence: "WSU College of Pharmacy 125 Campaign" – Washington State University College of Pharmacy

Excellence: "Gonzaga University Brand Advertising Campaign" – Gonzaga University, Ologie and Hanna Advertising

Excellence: "Giving Joy Day Campaign" – Eastern Washington University and DH

#### **Community/Government Relations**

Excellence: "STCU Classroom Supply Grants" – STCU

Excellence: "STA – Proposition 1 – Public Education Campaign" – DH and Spokane Transit Authority