

Advertiser or Agency	Submission Information		
	Entry Title	Entry Classification	Category
Tuuti Agency	Say Thanks with SOLV	1. Television	1) Single entry, budget under \$5,000
Tuuti Agency	Her Hands are Home	1. Television	2) Single entry, budget \$5001 to \$20,000
Stoltz Marketing Group	Primary Health - Probably Nothing	1. Television	6) Campaign, budget over \$20,000
Duft Watterson	SLHP All Together Now	1. Television	7) Single entry
Mitchell+Palmer	Idaho Power - Good Energy	1. Television	8) Campaign
Duft Watterson	MDT Andy the Australian Shepherd Safe Driving	1. Television	8) Campaign
Stoltz Marketing Group	Primary Health - Probably Nothing Radio	2. Radio	13) Campaign,
CLM	Idaho Lottery - Treat Yourself Radio	2. Radio	14) Single entry, :30 length
Duft Watterson	MDT Andy the Australian Shepherd Safe Driving	2. Radio	16) Campaign
KWFI/The Wolf	Send Mama to Maui	2. Radio	17) Self-Promotion
CLM	Simplot Grower Solutions - Trade Ad Campaign	3. Print Advertising	33) Campaign
CLM	D&B - Get it Outdoor	4. Out of Home & Ambient Media	34) Single entry, Flat
IE Productions	ThunderSpud	4. Out of Home & Ambient Media	35) Single entry, Other (electronic, digital, animated, super-sized, etc.)
Mitchell+Palmer	Idaho State University - Alumni Center Design	4. Out of Home & Ambient Media	36) Single entry, Site Interior or Exterior
Against	Let's Get Started Outdoor	4. Out of Home & Ambient Media	37) Campaign-Billboard, Flat, Extension, Digital, Animated
116 & West	Idaho Immunization Coalition: "Stay Healthy"	4. Out of Home & Ambient Media	39) Flat, Extension/Dimensional, Other (electronic, digital, animated, super-sized.), or Campaign billboards
Duft Watterson	U of I Hoopfest Sponsorship	4. Out of Home & Ambient Media	39) Flat, Extension/Dimensional, Other (electronic, digital, animated, super-sized.), or Campaign billboards
CLM	Corwin - Truck Wrap - UNR	4. Out of Home & Ambient Media	42) Mass Transit
Foerstel Piper Martin	Idaho Potato Commission Christmas Card	5. Direct Mailing	44) Single, Flat
Brandcraft	Camp Rainbow Gold Mailer	5. Direct Mailing	45) Single, Three-dimensional
VetiQ by PetIQ	"I Speak Dog"	6. Online Video & Podcasts	48) Internet Commercials
Duft Watterson	ITD Impaired Driving Wet Lab	6. Online Video & Podcasts	49) Branded Content & Entertainment for Online Film or Video
Brandcraft	The Car Park Website Design & Build	7. Digital Advertising	51) B-to-B Website
Foerstel Piper Martin	Laughing Tiger Website	7. Digital Advertising	52) Consumer Website
Stoltz Marketing Group	Tamarack "Embrace the Escape" Social	7. Digital Advertising	55) Social Media Campaign
Mitchell+Palmer	Crucial - VS	7. Digital Advertising	57) Advertising and Promotion - Banners, Rich Media or Standard
Lovevery	Black Friday + Cyber Monday	7. Digital Advertising	58) Advertising and Promotion - Email
Brandcraft	The Lead Publication Design, Winter 2023	8. Collateral Material	67) Publication Design - Cover, Editorial Spread or Feature, Series, Magazine or Book Design
116 & West	Goathead Fest 2023: Poster Design	8. Collateral Material	68) Single Poster
IE Productions	Potty Posters	8. Collateral Material	69) Poster Campaign
NAMEBRAND	Rockies: Who Wunnit?	8. Collateral Material	70) Special Event Material - Card, Invitation, Announcement, or Campaign
NAMEBRAND	University of Idaho 2023 Enrollment Kit	8. Collateral Material	70) Special Event Material - Card, Invitation, Announcement, or Campaign
116 & West	Windfall Classic: T-Shirt Design	8. Collateral Material	71) Apparel
PetIQ	PetIQ Idaho State Design	8. Collateral Material	72) Other merchandise
Michell+Palmer	Tiners Alley - Logo	9. Identity Programs	73) Logo or trademark design
Michell+Palmer	The Avery - Brand Letterhead	9. Identity Programs	74) Letterhead, envelope, business card
Foerstel Piper Martin	Laughing Tiger Packaging Design	9. Identity Programs	75) Packaging or Label Design
116 & West	Bardenay Distilling: Brand Ethos	10. Elements of Advertising	76) Copywriting for any advertising media
Foerstel Piper Martin	Laughing Tiger Illustrations	10. Elements of Advertising	77) Illustration
Scentsy, Inc.	Jolly St. Nick Portrait	10. Elements of Advertising	78) Photography - B&W, Color
Mitchell+Palmer	Idaho State University - Anthem Video	10. Elements of Advertising	80) Animation or Special Effects - video, film or digital
Tuuti Agency	Her Hands Are Home	10. Elements of Advertising	81) Cinematography
116 & West	Bardenay Distilling: Libation Guide	11. Sales Promotion	85) Printed Catalog or Menu
Drake Cooper	44° North® Vodka Product Spec Guide	11. Sales Promotion	86) Printed Sales Kit, Product Info or Dealer Aid
116 & West	Monopoly Boise Edition: Public Relations	12. Public Relations	90) Open Classification for PR, submit single entries or campaigns
Drake Cooper	Drake Cooper You Rock Holiday Cards & Sticker	13. Ad Industry Self Promotion	91) Brochure, Posters, Stationery Package, Newsletter, Cards, Invitations, or Announcements
116 & West	116 & West: Agency Reel	13. Ad Industry Self Promotion	95) Digital
Drake Cooper	Office of the Governor Fentanyl: All It Takes Voic	14. Public Service	99) Television
Drake Cooper	Office of the Governor Fentanyl: All It Takes Voic	14. Public Service	100) Radio
Duft Watterson	Keep Tahoe Blue Trash Stunt Video	14. Public Service	102) Audio/Visual
Duft Watterson	Keep Tahoe Blue Trash Stunt	14. Public Service	107) Campaign
SOVRN	Headframe Spirits poster series	15. Potpourri	108) D.B. Cooper Award
Duft Watterson	McMillen Brand Refresh: Style Guide	15. Potpourri	109) Open Category
NAMEBRAND	Rockies: Who Wunnit?	16. Complete Campaign	110) B2B Local
Mitchell+Palmer	The Avery - Branding	16. Complete Campaign	112) Consumer Local
Mitchell+Palmer	Idaho Power - Good Energy	16. Complete Campaign	113) Consumer Regional/National