

AND THE WINNER IS...

>> **ARIZONA** ■ **Click Marketing Solutions**, announced its first appearance on the 10th annual Top 10 List 2007 Ranking Arizona: The Best of Arizona Business "Small Advertising Agencies" by *AZ Business Magazine*. The agency celebrates this distinction just shy of its fifth anniversary.

■ **Cramer-Krasselt's** talent and creativity drew attention at this year's ADDY Awards. Cramer-Krasselt earned 48 honors – 22 Gold, 12 Silver and 12 Bronze – on behalf of 14 clients, including Valley Toyota Dealers, Westcor, Seven Canyons, The Little Gym, Stevinson Automotive, Cliff Castle Casino, MGM Grand Resort and Casino, Insinkerator, [yellow tail] wine, Culligan, Peter Piper Pizza, Salt River Project and Seminole Gaming. The agency also won Best of Show for a Stevinson Automotive television spot and a Special Judges' Award for an in-agency promotional poster. ■ **Mindspace** Principal and Strategic Director **Mark Zembal** was named Copywriter

TWO ARIZONA ADVERTISING COMPANIES MERGE

Founded in 1962 and currently the largest continuously operating full-service advertising and public relations agency in Arizona, **E.B. Lane** announced the acquisition

of **McBride Communications**, a public relations firm based in Scottsdale. As part of the agreement, E.B. Lane has appointed **Melanie McBride**, principal of McBride Communications, as the new vice president and director of public relations.



E.B. Lane and McBride Communications have been in talks over the past several weeks about a possible merger. With previous experience partnering on accounts, the two agencies determined that an acquisition would be the most beneficial arrangement for both companies and for their clients.

As vice president and director of public relations, McBride will oversee the department of nine PR professionals, maintain relationships with clients and lead new business acquisition efforts for the PR group.

McBride has most recently served as principal owner of McBride Communications where she worked as a seasoned marketing professional with experience in a wide variety of industries, such as retail, tourism, high tech, pharmaceutical, medical, sporting goods. ■

of the Year at the **22nd Annual Phoenix Ad Club ADDY Awards Gala**. Mindspace also took home nine ADDY Awards: Gold ADDY in Cards/Invitations – the Mindspace Holiday Cards; Gold ADDY in Interactive Media

– Kace; two Silver ADDYs in Interactive Media – Kace; Bronze ADDY in Photography Digitally Enhanced – Corpedia Elephant Pictures; Bronze



Images courtesy of Cramer-Krasselt.

ADDY in Collateral Material – Corpedia Flip Business Cards; Bronze ADDY in Interactive Media – Michelle Meyer Photography; Bronze ADDY – Interactive Media – Stacey Kole; Bronze ADDY in Sound Music – Butterfly Dreams 60-second musical theme on the Web site. **Brent Shetler**, principal and creative director of Mindspace, received top honors in **Logo Lounge III** for his logo design for Peacemaking at Central, a conflict resolution ministry.

Cathy Planchard, public relations group director of Mindspace's Public Relations Division, has earned the Accredited Business Communicator designation by the **International Association of Business Communicators**. ■ **Terralever** received five ADDY Awards for its work in Interactive Media at the Phoenix Ad Club's annual ADDY Award gala. Terralever was honored with one Gold, three Silver and one Bronze ADDY for its work with Red Bull North America. ■ **OVO Creative Group** won two ADDY Awards in the Elements of Advertising: Trademark Design category. OVO walked away with a Gold ADDY Award for the trademark designed for Sticks, Stones & Dirt, a Phoenix-based land development company specializing in exclusive custom properties. OVO also won a Bronze ADDY Award for the trademark designed for SIREN, an alarm and security company. ■ **Roger Humi**, co-founder and executive creative director of **Off Madison Ave** received the 2007 J. Terry Groener Ad Person of the Year Award at the 22nd Annual Phoenix ADDY Awards. ■ **E.B. Lane** is the winner of seven Adrian Awards. E.B. Lane won these awards for creative work done for RockResorts, the luxury brand within Vail Resorts Lodging Company. The agency was recognized with the *Departures Magazine* Luxury Marketing Achievement Award. HSMAI presented E.B. Lane with a Gold Award in the Single Entry Advertising, Individual Room/Travel Agent Sales category for a directory rack brochure created for RockResorts. In the category of Advertising Series, Individual

Room/Travel Agent Sales, E.B. Lane won a Silver Award for a two-page golf campaign spread produced for RockResorts. Additionally, E.B. Lane was presented four Bronze Awards. Two in the Single Entry Advertising, Group Sales category, for a group sales direct mail piece produced for RockResorts and a winter mailer produced for The Equinox Resort & Spa, a RockResorts spa. In the Advertising Series, Image: Advertising to Position Your Company category, E.B. Lane won a Bronze Award for a full-page golf campaign designed for RockResorts. The fourth Bronze Award was in the Single Entry Advertising, Individual Room/Travel Agent Sales category, which was awarded for the Porch View Newsletter produced for The Equinox Resort & Spa. ■ **TunnelBravo**, became the proverbial David at the 2006 Phoenix ADDY Awards, taking home 30 awards, including 20 Gold, six Silver and four Bronze. TunnelBravo brought home awards for clients such as Sandera Resorts, Green B Clothing Boutique, Hart Interior Design, RW Partners, Kowallis Mackey LaMar, Boy Scouts of America and Lenovo. Honored designs included everything from print campaigns and brochures to clothing tags and Web sites, showing the agency's diverse skill set. ■ **The Tucson Advertising Federation (TAF)** handed out 94 Gold and Silver ADDYs at the local awards event in February. **Fat Trees Design** won a Gold

JOINING THE PARTY

>> **ARIZONA** ■ Phoenix-based agency, **Spark LLC**, announced the addition of **Kevin Uehara** as marketing assistant. He will be responsible for media research, management support and the development of promotional



Amanda Croteau



Michael Tierney



Eric Friedman

programs for Spark. Spark recently promoted **Amanda Croteau** to media manager. As media manager, Croteau will fulfill Spark's growing media demand by taking responsibility for media planning and purchasing on a national and local level. Spark also promoted **Michael Tierney** to senior graphic designer. Tierney will be responsible for Spark's in-house production and outside services, as well as client and project management. ■ Phoenix-based advertising and public relations agency **E.B. Lane** announced the hiring of an additional team member: **Eric Friedman**

cont. on page 25...