

The American Advertising Federation-Northeast Arkansas is an association made up of members who manage, buy, sell, create, produce, teach or study advertising, marketing, public relations or related fields. Each February the AAF-NEA celebrates the work submitted by its members during its ADDY® Awards Gala. 2012 marked the 5<sup>th</sup> year for the ADDY® Awards in Northeast Arkansas, and members' entries were up 70% over the previous year. The entries are submitted under their respective categories and judged by 3 experts in the advertising field.

Hytrol submitted 2 entries in this year's event and won Gold and Bronze ADDY® awards. The Gold ADDY® was for "The Hytrol Advantage" brochure submitted under "Collateral Material". As a result of winning Gold, this brochure will go on to compete in the regional ADDY® competition. The Bronze ADDY® was for "The Hytrol Advantage Campaign" submitted under "Mixed/Multiple Media". Faultline Studios Inc. also entered "The Hytrol Relationship Focus: Washington Fruit" video under "Interactive Media" as a webisode; also winning a Bronze ADDY®.

Our marketing department within Hytrol was fully involved in designing and creating these award winning projects. Whitney Blackburn, Lauren Geurin, and Phillip Poston worked together to ensure that Hytrol's branding standards were demonstrated in each of these entries. "We produce these pieces in order to convey a professional image and message to our customers and partners, but when experts within the advertising community feel like it is worthy of an award, it is truly gratifying" says Manager of Marketing, Phillip Poston.