

A large, stylized letter 'W' is the central focus of the image. The 'W' is composed of several overlapping shapes in orange, dark blue, and light beige. The top bar of the 'W' is orange and contains the text 'WISCONSIN ADVERTISING & DESIGN'. The bottom bar is also orange and contains the year '2009'. The left vertical bar is dark blue and contains the text 'ALLSTAR AWARDS'. The right vertical bar is orange. The background is a light beige color.

**WISCONSIN
ADVERTISING
& DESIGN**

2009

**ALLSTAR
AWARDS**

WHO'S THE BEST
ART DIRECTOR IN WISCONSIN?

HOW ABOUT THE BEST
ACCOUNT PLANNER OR COPYWRITER?

WHAT ABOUT THE TOP
MEDIA PERSON, PHOTOGRAPHER OR INTERACTIVE DESIGNER?

If you know someone who you think is the best in their field, nominate them to become a Wisconsin Advertising All-Star. Sponsored by The Eisner, this one of a kind awards show will honor the individuals, agencies, vendors, brands and schools that have had the most significant impact on Wisconsin advertising and design in the past year. Awards are given out in 22 professional categories. And finalists will be honored at a Gala Awards Ceremony in March.

CALL FOR ENTRIES

ENTRY GUIDELINES:

Nominations must include work and a submission paper (available at theeisner.com) describing why the individual deserves to be honored. A dvd or cd may be included. Not to exceed 4 pages 8-1/2 x 11. Finalists will be determined based on the impact the nominee had within their category. Judges will consider four criteria:

1. Originality/inventiveness of the work
2. Results
3. Industry honors/recognition
4. Contributions to the community

JUDGING:

Each category will be judged by a group of renowned national advertising and design professionals from around the country. They will choose three finalists. An online vote, in conjunction with the judges vote will determine the winner.

ELIGIBILITY:

Open to individuals who have worked at a Wisconsin ad or design firm between October 1, 2008 and November 1, 2009. Worked submitted with each entry must have been created and run in the same time period. (*Individuals can be nominated in no more than two categories.*)

DEADLINE AND FEES:

Entries submitted by December 21, 2009

Entry fee = \$40 per category.

All proceeds benefit the non-profit The Eisner American Museum of Advertising and Design

Send entries to: Cori Coffman, The Eisner 208 N Water St., Milwaukee, WI 53202

Checks made payable to : The Eisner

Questions: Call Cori Coffman at 414-847-3282.
E-mail questions to ccoffman@eisnermuseum.org

PROFESSIONAL CATEGORIES;

Creative

Art Director of the Year

Writer of the Year

Designer of the Year

Interactive Designer of the year

Creative Director of the Year

Agency Producer of the Year

Media/Account/pr/executive

Media Planner/Buyer of the Year

Strategic Planner of the Year

Account Executive of the Year

PR Executive of the Year

Agency Executive of the Year (SR-VP/President)

Social Media Person of the Year

Production

Director of the Year

Photographer of the Year

Audio Engineer of the Year

Video editor of the Year

Music composer of the Year

Broadcast Producer of the Year

Printer of the year

Digital SFX/Retoucher of the Year

Miscellaneous Categories

Communications Professor of the Year

Corporate Marketing Person of the Year*

Agency of the Year**

Overall

Person of year

GALA DINNER

Winner and finalist in each category will be honored at a gala event (black tie optional) at The Eisner Museum March 18. The gala affair will also feature the first induction into The Wisconsin Advertising and Design Hall of Fame.

*CMO or VP of marketing level **Includes ad design and interactive agencies



AMERICAN MUSEUM
OF ADVERTISING & DESIGN