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Winstanley Wins Big at Annual ADDY Awards

On: 07:33PM / Friday March 21, 2014

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LENOX, Mass. — Recording the most wins of any single agency of the evening, Winstanley Partners garnered four gold and 10 silver ADDY awards this month at the annual competition sponsored by the American Advertising Federation and hosted by the Albany AdClub in New York.

The ADDY awards honor creative work in the fields of marketing and advertising in several forms, ranging from print design to television, web, and radio production to elements of advertising, such as logo design and photography.

Winstanley Partners, based in the Berkshires, earned its awards for work completed in 2013 for a wide range of clients, both national and local. The agency competed against other agencies in the greater Albany area, which is part of the American Advertising Federation's District 2.

Its four gold awards move automatically to the next level of competition, to be judged against work created in six Northeast and mid-Atlantic regions: New York, Pennsylvania, New Jersey, Maryland, Delaware and the District of Columbia. Winning submissions from that level of competition move further to the national level.

Three of the agency's Gold ADDYs were awarded for work completed for Balderdash Cellars of Pittsfield, which teamed with Winstanley Partners to create bottle labels, promotional materials, and more for a wide array of wines launched publicly in 2013. The winery's Fruit of the Boot rosé will be well represented at the next level of competition, with an original illustration, poster design and packaging design each moving on.

A fourth gold ADDY went to a national television spot created for Spalding, in honor of its 30th anniversary as the official NBA game ball.

In addition, Winstanley Partners took home 10 silver awards:

• Balderdash Cellars packaging campaign, Truth Serum wines
• Balderdash Cellars packaging design, Bao Bao Sauvignon Blanc
• Spalding integrated campaign, 30th Anniversary Program
• Pelican ProGear Cooler Brochure
• Pelican ProGear Cooler 'Yeti' Internet commercial
• Pelican ProGear Cooler 'Desert' National television spot
• Nejaime's Wine Cellars logo design
• Mestek special event invitation
• Quatic Apparel consumer products website
• Winstanley Partners Boxing Day ornament

The agency will compete at the local level again as part of District 1, through awards hosted by the AdClub of Western Mass. For more information, visit Winstanley.com.

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