

In precious metals we trust.

It's been a huge year for ND&P at the awards shows, and we have the gold, silver, bronze and even a little platinum to prove it.

I believe the kids call it "bling-bling."

But as fun as it is to show off our shiny metal trophies, we never lose sight of what's really important: Our clients. Because if they don't succeed, we don't succeed. And no matter how super-cool and creative our work is, you can't pay a mortgage with cannonballs and lucite obelisks.

Big thanks to all the brilliant ND&P minds—and yes, all the trusting clients—who made this list so ridiculously long.

RICHMOND SHOW WIN

GOLD – Poster, Diocese of Richmond, "Behind-the-Collar"

CHATTANOOGA ADDY AWARD WINS

GOLD – Outdoor, Cooke's Food Store, "Peas"

SILVER – Corporate ID Package, FD Group

HAMPTON ROADS ADDY AWARD WINS

- GOLDS
1. Public Service Poster, Meals On Wheels, "Corkscrew"
 2. Billboard, Out-of-Home Campaign, VCU Health System, "Red Letter"
 3. Newspaper, Campaign, Color, VCU Health System, "Red Letter"
- SILVERS
1. Consumer/Trade Publication, Full Page, Covington International Travel, "Symphony" Ad
 2. Mailer, Direct Marketing, Jefferson Hotel, "Less Washingtons"
 3. Consumer/Trade Publication, Color, Jefferson Hotel, "Mud" Ad
 4. Public Service, Campaign, Meals on Wheels, Zest Fest 2008
 5. Public Service/Mixed Media, Campaign, Meals on Wheels, Zest Fest 2008
 6. Billboard, Outdoor, VCU Health System, "Red Letter"
 7. Newspaper, Color, VCU Health System, "Red Letter Brittany" Ad
 8. Local Television, Campaign, VCU Health System, "Red Letter"
 9. Local Television, VCU Health System, "Red Letter Massey"

WESTERN VIRGINIA ADDY AWARD WINS

BEST IN SHOW – Poster, Catholic Diocese of Richmond, “Behind-the-Collar”

BEST IN PRINT – Poster, Catholic Diocese of Richmond, “Behind-the-Collar”

SPECIAL JUDGES AWARD – Campaign, Virginia Tech, “This is the Future”

- GOLDS**
1. Poster, Catholic Diocese of Richmond, “Behind-the-Collar”
 2. Campaign, Virginia Tech, “This is the Future”
 3. Copywriting, Campaign, NewVa Connects, “NovemBeer” Poster
 4. Public Service Campaign, NewVa Connects, “NovemBeer” Poster
- SILVERS**
1. Art Direction, Campaign, NewVa Connects, “NovemBeer” Poster
 2. Public Service Poster, NewVa Connects, “NovemBeer Face First”
 3. Public Service Poster, NewVa Connects, “NovemBeer Drunk Dial”
 4. Public Service Poster, NewVa Connects, “NovemBeer Sucker Punch”
 5. Non-Traditional Campaign, Virginia Tech, “This is the Future”
 6. Local TV, REX Health Care, “Living with Cancer Mom”
 7. Self-Promotion, Direct, ND&P, Trust Calendar
 8. Self-Promotion, Direct, ND&P, Trust T-Shirt
 9. Logo, W.E. Skelton Conference Center, Rhythm & Views
 10. Self-Promotion, Out-of-Home, ND&P, We Trust Alarm Clocks Window Graphics

ASTER AWARD WINS

- GOLDS**
1. Radio, Single, Eastern Idaho Regional Medical Center, Trauma Ad
 2. Poster/Display, Series, Hutcheson Medical Center, Display Design
 3. Magazine, Series, Loma Linda University Medical Center, Behavioral Health Ad
 4. Magazine, Single, Loma Linda University Medical Center, Children’s Hospital Ad
 5. Newspaper, Single, Montgomery General Hospital, Pediatrics Ad
 6. Outdoor Transit, Single, VCU Health System, “Red Letter Evelyn” Billboard
 7. Newspaper, Campaign, VCU Health System, “Red Letter”
 8. TV/Video, Campaign, VCU Health System, “Red Letter”
 9. Outdoor/Transit, Single, Washington Hospital Center, “Fisherman”
 10. Radio, Single, Washington Hospital Center, “Fishing Show”
- SILVERS**
1. Radio, Single, Georgetown University Hospital, “Reality”
 2. Newsletter/External, Single, Hutcheson Medical Center, “How”
 3. TV/Video, Single, REX Health Care, “Cancer Couple”
 4. Direct Mail, Series, REX Health Care, “Wellness”
 5. Flier/Poster, Shore Health System, Stroke Forum Ad
 6. Total Ad Campaign, Campaign, VCU Health System, “Red Letter”
- BRONZES**
1. Newspaper, Series, Eastern Idaho Regional Medical Center, Trauma Ad
 2. Professional Recruitment, Single, Hutcheson Medical Center, Nurses Week Open House
 3. Service Line, Other/Miscellaneous, Shore Health System, Joslin Diabetes Center Ads
 4. TV/Video, Single, VCU Health System, “Red Letter Massey” Ad

COMMUNICATOR AWARDS 2009 WINS**BEST OF SHOW – Integrated Campaign, VCU Health System, “Red Letter” Campaign**

- GOLDS**
1. Magazine, Special Edition, Covington International Travel, Symphony Program Ad
 2. Outdoor/Environmental Advertising - Billboard, Loma Linda University Medical Center, Children’s Billboard
 3. Print Advertising, Magazine Ad, Loma Linda University Medical Center, Children’s Print Ad
 4. Outdoor/Environmental Advertising, Billboard, VCU Health System, “Red Letter”
 5. Commercials, Hospitals (over 200 beds), VCU Health System, “Red Letter” TV General
 6. Commercials, Hospitals (over 200 beds), VCU Health System, “Red Letter” Massey TV
 7. Commercials, Hospitals (over 200 beds), VCU Health System, “Red Letter” Pauley Heart Center TV
 8. Commercials, Hospitals (over 200 beds), VCU Health System, Critical Care Hospital TV

- SILVERS**
1. Advertising Campaign, Bliley’s, Personalization Campaign
 2. Web, Other, Bliley’s, Website
 3. Corporate Identity, Business Card, FD Group, Business Card
 4. Corporate Identity, Letterhead & Envelope, FD Group, Letterhead & Envelope
 5. Corporate Identity, Logo, FD Group, Logo
 6. Advertising Campaign, Georgetown University Hospital, Prostate Sports Campaign
 7. Direct Mail, Jefferson Hotel, Holiday Direct Mail
 8. Direct Mail, Jefferson Hotel, Summer Direct Mail
 9. Advertising Campaign, Princeton Healthcare System, Community EDU Campaign
 10. Business to Consumer, Princeton Healthcare System, MRI Campaign
 11. Business to Consumer, Princeton Healthcare System, Stroke Campaign
 12. Promotional/Branding, REX UNC Health Care, Brand Campaign
 13. Business to Consumer, REX UNC Health Care, Cancer Campaign
 14. Web, Health Care Services, REX UNC Health Care, Website
 15. Web, Promotional/Branding, REX UNC Health Care, Website
 16. Magazine Ad, Shore Health System, Balance Center Ad
 17. Advertising Campaign, Shore Health System, Cardiac Calcium Score Ads
 18. Magazine Ad, Shore Health System, Foundation Ad
 19. Other, Shore Health System, Foundation Brochure
 20. Magazine Ad, Shore Health System, Holiday Mental Health Ad
 21. Advertising Campaign, Shore Health System, Joslin Diabetes Center Ads
 22. Advertising Campaign, Shore Health System, Prostate Campaign
 23. Magazine Ad, Shore Health System, Tobacco Free Ad
 24. Mall/Airport/Transit/Bench, VCU Health System, “Red Letter” Mall/Airport
 25. Advertising Campaign, VCU Health System, “Red Letter” Print Campaign
 26. Campaign, Promotional/Branding, VCU Health System, “Red Letter” TV Campaign
 27. Business to Consumer, VCU Health System, Critical Care Hospital Campaign
 28. Advertising Campaign, VCU Health System, Critical Care Hospital Print Campaign

29. Apparel, Virginia State Police H.E.A.T. Program, HEAT Racing Shirt
30. Copy/Writing, Virginia State Police Insurance Fraud Program, 2007 Annual Report
31. Calendar, Virginia State Police Insurance Fraud Program, 2008 Calendar
32. Magazine Ad, Washington Hospital Center, Opera Singer

HEALTHCARE ADVERTISING AWARD WINS

BEST OF SHOW – TV, Total Ad Campaign, VCU Health System, “Red Letter”

- GOLDS**
1. Newspaper, Series, Eastern Idaho Regional Medical Center, Trauma Ad
 2. Radio, Single, Eastern Idaho Regional Medical Center, Trauma Ad
 3. Radio, Single, Georgetown University Hospital, Reality Ad
 4. Radio, Single, Hutcheson Medical Center, New Ad
 5. Magazine, Single, New Hanover Regional Medical Center, Pirate Ad
 6. TV, Single, REX Health Care, REX “Cancer Man”
 7. Physician Referral Program, Shore Health System, Cardiac Calcium Scoring Physician
 8. Poster, Shore Health System, Stroke Forum
 9. Total Ad Campaign, VCU Health System, “Red Letter”
 10. Magazine, Series, VCU Health System, “Red Letter”
- SILVERS**
1. Newspaper, Single, Georgetown University Hospital, Prostate Football Ad
 2. Video Production, Hamilton Medical Center, Archive Video
 3. Website, Hamilton Medical Center, Home Page
 4. Newsletter, Hutcheson Medical Center, Occupational Wellness
 5. Radio, Series, REX Health Care, REX Cancer Ad, “Daily Life”
 6. Newspaper, Single, Shore Health System, Foundation Ad
 7. Magazine, Single, Washington Hospital Center, Opera Singer Ad
- BRONZES**
1. Other, Hamilton Medical Center, Heritage Gallery
 2. Magazine, Single, Hamilton Medical Center, Ad
 3. Poster, Shore Health System, Breast Health Susan G. Komen
 4. Poster, Washington Hospital Center, Fishing Show
- MERITS**
1. TV, Single, Carilion Clinic, Heart Alert Ad
 2. Newspaper, Series, Georgetown University Hospital, Prostate Sports Ad
 3. Magazine, Single, Hutcheson Medical Center, Dr. Carter Ad
 4. Logo/Letterhead Design, Hutcheson Medical Center
 5. Magazine, Single, Loma Linda University Children’s Hospital, Ad, “Life is Fragile”
 6. Direct Mail, Princeton Healthcare System, Newcomer Ad
 7. Brochure, Shore Health System, Foundation
 8. Newspaper, Series, Shore Health System, Prostate Ads
 9. Magazine, Single, Shore Health System, QAC Pocket Directory
 10. Outdoor, Shore Health System, “There’s Another Picture You Need” Billboard
 11. Poster, VCU Health System, “Red Letter Evelyn”
 12. Radio, Single, VCU Health System, Heart Sounds Ad

HERMES CREATIVE AWARD WINS

PLATINUM – Integrated Marketing Campaign, VCU Health System, Critical Care Hospital
Integrated Marketing/Company Branding, VCU Health System “Red Letter”

PRSA RICHMOND (BEST OF VIRGINIA) AWARD WINS

MEDALLION (SILVER) – Diocese of Richmond, “Behind-the-Collar” Campaign

MEDALLION (BRONZE)

1. Poster, Diocese of Richmond, “Behind-the-Collar”
2. Website, Virginia Tech, “This is the Future”

CERTIFICATE OF MERIT

1. ND&P, Blog
2. Virginia Tech, “This is the Future” Campaign

SERVICE INDUSTRY ADVERTISING (SIAA) AWARD WINS

BEST OF SHOW – Poster, Diocese of Richmond, “Behind-the-Collar”

GOLDS

1. Ad, Series, Bliley’s, “Hard/Panic/Weird”
2. New Media, Diocese of Richmond, “Behind-the-Collar”
3. Poster, Diocese of Richmond, “Behind-the-Collar”
4. Outdoor, Cooke’s Food, “Season’s Harvest”
5. Ad, Jefferson Hotel, “My Name is Mud”
6. Direct Mail, Jefferson Hotel, Summer
7. Ad, Jefferson Hotel, TJ’s “Everyday People”
8. Outdoor, VCU Health System, “Breakthrough”
9. Shirt, Virginia State Police H.E.A.T. Program, H.E.A.T. Racing
10. New Media, Virginia State Police Insurance Fraud Program, Facebook & YouTube
11. Website, Virginia State Police Insurance Fraud Program, StampOutFraud.com
12. Ad, Washington Hospital Center, Opera

SILVERS

1. Website, Diocese of Richmond, “Behind-the-Collar”
2. Corporate Brochure, FD Group
3. Total Advertising Campaign, VCU Health System, “Red Letter”
4. Video, Virginia State Police Insurance Fraud Program

BRONZES

1. TV, Series, VCU Health System, “Red Letter”
2. Website, Bliley’s
3. Outdoor, Hutcheson Medical Center
4. Newspaper, Series, Shore Health System, Prostate Ad
5. Virginia State Police, 2007 Annual Report

TELLY AWARD WINS

SILVER – TV, VCU Health System, Critical Care Hospital

**VIRGINIA SOCIETY OF HEALTHCARE MARKETING & PUBLIC RELATIONS (VSHMPR)
MEASURE OF EXCELLENCE AWARD WINS**

- 1ST PLACE
1. TV, Carilion Health Systems, "Heart Alert" Ad
 2. Billboard, VCU Health System, "Breakthrough" Ad
 3. Ad/Marketing Campaign, VCU Health System, "Red Letter"
 4. Print, VCU Health System, Critical Care Hospital "Baby Foot" Ad
- 2ND PLACE
1. Outdoor, VCU Health System, "Red Letter Evelyn" Ad
 2. Print, VCU Health System, "Red Letter Brittany" Pauley Heart Center Ad
 3. TV, VCU Health System, Critical Care Hospital Ad
 4. Ad/Marketing, Campaign, VCU Health System, Critical Care Hospital
- 3RD PLACE
1. TV, VCU Health System, "Red Letter" Massey Ad
 2. Outdoor, VCU Health System, Critical Care Hospital Ad