

Giovatto Advertising Takes *Best of Show* Honors At The 50th Annual NJ Ad Club Jersey Awards

The Best of the Best was in abundance at the 50th Anniversary Jersey Awards held on June 6th, 2018, at The Grove in Cedar Grove, NJ. Over 350 guests enjoyed an electric and elegant atmosphere with colleagues and friends while enjoying a great meal and receiving 289 awards. Herb Barry, Interstate Outdoor, and Terrie Carr, Beasley Media Group, co-emceed and presented the trophies to corporations, agencies, designers and non-profit groups with style and good humor.

The Jersey Awards celebrates creative excellence in advertising and Nickelodeon Creative Advertising, last year's Best of Show winner, provided the updated graphics for this year's event. The web pages and email blasts were designed and produced by Newark Trade Digital Graphics. Both companies did a great job.

The judging of over 550 entries was held on March 24th, at Berkeley College in White Plains, NY. The judges included 19 advertising, marketing and public relations professionals from Westchester County and New York City. First Place, Second Place, Certificates of Excellence and Best of Show were chosen.

Giovatto Advertising took **Best of Show** honors as well as **Best of Television/Video** for *Broccoli* (Cannabis World Congress & Business Expo). For Best of Show, the agency took home a special one-of-a-kind glass trophy. The agency took home seven additional awards, which included three-first place and four-second place trophies.

Best of Social Media went to **DSM Group**, for *Big Shot* (NJBIA). The agency won 6 additional awards, which included one first place, and four-second place trophies.

Best of Newspaper for *Lake George Jazz Weekend* (Lake George Arts Council) went to **The Gruskin Group**, one of the largest winners of the night with 18 awards, including eight-first place and four-second place trophies.

Best of Out of Home went to **The S3 Agency** for *Adopt A City Pet Campaign* (Liberty Humane Society). The agency won 12 additional awards including eight-first place and one-second place trophies.

CI-Group, took home **Best of Collateral** for *GAR Mini Chari Design* (GAR Products). They won a total of 8 awards, including, three-first place and one-second place trophies.

Partnership for a Drug-Free New Jersey was awarded **Best of Public Relations** for *Knock Out Opioid Abuse Town Hall Series* (Partnership for a Drug-Free NJ and The Horizon Foundation for New Jersey). They also took home four-first place trophies.

Marketsmith Inc. won **Best in Radio** for *The Honeymooners* (The Paper Mill Playhouse). They won 14 in total, including four-first and seven-second place trophies.

Best of Magazine and **Best of Digital** went to **Baldwin & Obenauf, Inc.**, for *Do Autism Differently* and *ATCA Landing Page* (Autism Treatment Center of America). They won 14 in total, which included five-first place and three-second-place trophies.

Oxford Communications was the other biggest winner of the night, also with 18 awards, which included three-first and six-second place trophies.

High award totals of ten were amassed by both **Smith Gifford/RWJ Barnabas Health**, with 3-first & 2-second place trophies and **Kraus Marketing**, with 3-first & 2-second place trophies. **Words and Pictures** took home eight awards, which included 1-first place and 3-second place trophies.

Seven Awards were taken home by four firms: **William Paterson University** (7 Certificate of Excellence); **Turchette** (2 first & 5 second); **The FORT Group** (1 first & 3 second); **Bonavita Design LLC** (2 first & 3 second).

Six Awards went home with **OUTFRONT Media** (2 first & 2 second).

Five Awards were won by: **Shirin Vazir Terhune** (2 first & 1 second); **HarrisonRand** (3 first & 1 second); **Dark Horse Design** (1 first & 2 second); **Creative Marketing Alliance** (1 first & 2 second).

Four Awards went to: **William Paterson University/Fuseideas** (1 first); **R&J Strategic Communications**, (3 first); **NJ Advance Media** (2 first & 1 second); **New Frontier** (1 first & 2 second); **CDM Princeton** (2 first and 1 second); **By & Large** (2 first); **Brogan Tennyson Group** (1 first & 1 second); **Beasley Media Group** (3 first).

Three Awards were granted to: **Tutela Plastic Surgery** (2 second); **Sound Imagination** (1 first & 1 second); **Smith Design** (2 second); **SCG Advertising & Public Relations** (1 second); **Rufhaus Designs, Inc.** (1 first and 1 second); **Rizco* A Creative Campaign Agency** (3 first); **O2 Advertising** (1 first & 2 second); **Nickelodeon Creative Advertising** (3 first); **Genewiz** (1 first & 2 second); **Coyne PR** (2 first & 1 second); **Amboy Bank In-House**, (2 second); **Newark Trade Digital Graphics**, (2 first)

Two Awards were bestowed to: **Sunspots Creative** (1 first & 1 second); **Skyline NJ** (1 first and & 1 second); **SCN** (1 first & 1 second); **Prudential Group Insurance, Marketing Comm.** (2 first); **Mint Advertising** (1 first & 1 second); **Grey Sky Films** (2 first); **Green Lind McNulty** (1 second); **Gary Wong Designs** (1 first); **Estro Communications** (1 first); **Don Christensen** (1 first); **Delia Associates** (1 first); **Costello Creative Group** (1 first & 1 second); **BrandFirst Creative Agency** (1 first & 1 second); **3E PR** (2 first).

Single Awards were earned by 11 companies including: **The Byne Group** (Certificate of Excellence); **Red Bamboo Marketing** (1 first); **Palumbo Associates Inc.** (1 second); **Matheny** (1 first); **Joseph Madsen** (1 second); **iHeartMedia on behalf of Kearny Bank** (1 second); **Frank Veronnsky Photography** (1 first); **fatrabbitt CREATIVE** (1 first); **Eclipse Marketing Services** (1 second); **Brand Kitchen** (1 second); **AR James Media** (Certificate of Excellence).

Event Sponsors included **Comcast Spotlight** (Cocktail Hour Sponsor). **Annual NJ Ad Club Sponsor**, **Skyline NJ**. Catalyst Printing and Packaging and Newark Trade Digital Graphics helped with the printed materials. Skyline NJ provided the exhibition display boards used during the cocktail reception. Eclipse Events provided our AV requirements.

The Jersey Awards committee included **Herb Barry**, Interstate Outdoor, **Lana Jackson**, FORT Group; **Sandra Schler**, Marketing/Advertising Consultant; **Nancy Fisher**, NCF Design; **Robin Kantor**, Newark Trade Digital Graphics; **Ed Efczak**, Customers by Design, and **Grace DePaola**, Marketing/Advertising Consultant. **Gary Denburg**, GarDen Printing was chairperson of the event. Last, but not least, a debt of gratitude to **Pat Hanley** and her staff for going above and beyond to assist in producing this celebration of advertising excellence.

For entry information and sponsorship opportunities for the 51th Jersey Awards to be held in June, 2019, please contact the NJ Ad Club at info@njadclub.org