

**Matheny Arts Access
Takes *Best of Show* Honors
At The 51th Annual NJ Ad Club Jersey Awards**

The Best of the Best was in abundance at the 51th Annual NJ Ad Club Jersey Awards held on June 5th, 2019, at The Grove in Cedar Grove, NJ. Over 300 guests enjoyed an electric and elegant atmosphere with colleagues and friends while enjoying a great meal and receiving 309 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. It was also an emotional night, as the event was dedicated to the memory of Lana Jackson, our board member, our treasured Jersey Awards committee member and most of all, our friend.

The Jersey Awards celebrated creative excellence in advertising and Giovatto Advertising, last year's Best of Show winner, provided the updated graphics, web pages, email blasts and billboards for the event. They did a great job while keeping to a very tight schedule.

The judging of 600 entries was held on March 30th, at Berkeley College in White Plains, NY. The judges included 21 advertising, marketing and public relations professionals from Westchester County and New York City. Best of Category, First Place, Second Place, Certificates of Excellence and Best of Show were chosen.

Matheny's Art Access took **Best of Show** honors as well as **Best of Television/Video** for "*25 Years of Art Without Boundaries*". They also won, 1 first-place trophy. For Best of Show, they took home a special one-of-a-kind crystal trophy.

Best of Digital Media was given to **DSM** for *James Beard Catering Page (Corporate Essentials)*. They were the largest winner of the night with 18 awards, which included 6 first-place and 5 second-place trophies.

Best of Social Media went to **CDM Princeton**, for *Knit Big for Little Lungs (AstraZeneca)*. The agency won 2 additional first-place trophies.

Best of Newspaper was awarded to **SmithGifford** for *Somerset Eating Disorders Program (RWJBarnabas Health)*. They won 13 total awards, including 6 first-place and 3 second-place trophies.

Best of Out of Home went to **Oxford Communications** for *NJM Hamilton Transit Shelter (NJM Auto Insurance)*. The agency won 11 additional awards including 7 first-place and 2 second-place trophies.

Best of Collateral was given to **O2 Advertising**, for *Spice 101 Catalog (Castle Foods)*. They won a total of 8 awards, including, 3 first-place and 2-second place trophies.

Best of Public Relations was awarded to **The S3 Agency**, for "*Royal Sips*" on the *Today Show* (Tetley Tea). They took home a total of 17 awards including, 5 first-place and 7 second-place trophies.

Best in Radio went to **PureRED** for *NJL Pick-6- Life of Bill* (Northstar New Jersey Lottery). They won 14 awards in total, including 6 first-place and 6 second-place trophies.

Best of Magazine was awarded to **Turchette** for *Air Guitar* (Fujitsu General America). They won a total of 8 awards, which included 4 first-place and 3 second-place trophies.

Another big winner of the night was **The Gruskin Group**, who took home a total of 17 awards including 9 first-place and 6 second-place trophies.

High award totals of nine were amassed by **Bonavita Design LLC** (2-first & 2-second place); **Marketsmith Inc.** (2-first & 4-second place); **Spitball Advertising**, (5-first & 1-second place).

Eight Awards went to **Newark Trade** (3 first & 4 second) and **Baldwin & Obenauf** (4 second).

Seven Awards went to: **3E PR/SGW** (1 first & 4 second); **CMA** (2 first & 2 second); **Rizco Agency** (4 first & 2 second).

Six Awards went home with five firms: **Sound Imagination** (2 first & 2 second); **Beasley Media Group** (2 first & 3 second); **Smith Design** (2 first & 4 Second); **William Paterson University** (3 first & 1 second); **Partnership for a Drug-Free NJ** (3 first & 1 second).

Five Awards were won by **Kraus Marketing** (1 first & 3 second); **Coyne PR** (2 first & 1 second); **OUTFRONT Media** (3 first and 1 second).

Four Awards went to seven firms: **Grey Sky Films** (3 second); **Red Bamboo** (1 first & 1 Second); **Brogan Tennyson Group** (1 first & 1 second); **State Theatre New Jersey** (2 first & 1 second); **Brand Kitchen** (3 first); **Shirin Vazir Terhune** (2 second); **Kearny Bank- Green Lind McNulty** (4 Certificates of Excellence).

Three Awards were granted to: **Action Graphics** (1 first & 1 second); **Dark Horse Design** (1 first & 2 second); **R and J Strategic Communications** (1 first); **Amboy Bank** (1 first); **CI Group** (1 second); **RCI** (2 second); **Giovatto Advertising** (3 Certificates of Excellence)

Two Awards were bestowed to: **Prudential** (1 first & 1 second); **Palumbo Associates Inc.** (1 first & 1 second); **Design Maters LLC** (1 first & 1 second); **Looney Advertising & Branding**. (1 first); **FORT Group** (1 first); **First Looks Agency** (1 first); **Delia Associates** (2 first); **Estro Digital Communications** (1 second); **Costello Creative** (1 second); **Korn Hynes** (1 second).

One First Place Award went to: **Trillion Creative**, **Genewiz**, **Furman Roth**, **fatrabbitt CREATIVE** and **Brand First Creative Agency**

One Second Place Award went to: **Wedgewood Communications**, **Skyline NJ**, **Rapunzel Creative Marketing**, **Progressive Promotions, Inc.**, **Positive Solutions**, **Finite Visual**, **Combustion Group** and **By & Large**.

One Certificate of Excellence went to: **The O'Brien Media Group**, **Paradigm Marketing & Design**, **NJ Transit**, **HarrisonRand**, **Gary Wong Designs** and **Digi-Chrome Studios, INC.**

Event Sponsors included **Skyline NJ** (Annual NJ Ad Club Sponsor); **FORT GROUP** (Gold Sponsor & Cocktail Hour); **Wakefern Corp** (Silver Sponsor and Valet); **3E PR** (Silver Sponsor and Valet); **Marketsmith** (Signature Drink Sponsor).

The Jersey Awards committee included **Herb Barry**, Interstate Outdoor, **Sandra Schler**, Marketing/Advertising Consultant; **Nancy Fisher**, NCF Design; **Robin Kantor**, Newark Trade Digital Graphics; **Ed Efchak**, 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.

The 52nd Jersey Awards to be held in June 10th, 2020. For entry information and sponsorship opportunities, please contact the NJ Ad Club at njadclub.org.