



Tempo Winners '13

Category	Company Submitting	Title of Entry	Advertiser
Consumer Direct Response Campaigns – Marketing	Rodgers Townsend/DDB	Women's Health Service Line Initiative	Missouri Baptist Medical Center
Consumer Direct Response Campaigns – Creative	Rodgers Townsend/DDB	Women's Health Service Line Initiative	Missouri Baptist Medical Center
B-to-B Direct Response Campaigns – Marketing	Draftfcb	It Just Makes Sense	Cox Communications
B-to-B Direct Response Campaigns - Creative	Draftfcb Specialty Print Communications	It Just Makes Sense SPC Launchpad	Cox Communications
Consumer Integrated Marketing Campaigns - Marketing	American Bar Association Digitas	ABA Rewards for Referrals See the Good Health in You	Kaiser Permanente
Consumer Integrated Marketing Campaigns – Creative	Digitas	See the Good Health in You	Kaiser Permanente
B-to-B Integrated Marketing Campaigns – Marketing	Fathom Communications	International Truck "Setting the Pace" Promotion	Navistar, Inc.
B-to-B Integrated Marketing Campaigns – Creative	Fathom Communications	Navistar Global Summit & Exposition	Navistar, Inc.
Consumer Direct Mail (Less than \$300/M) – Marketing	Jacobs & Clevenger	FirstEnergy Solutions Summer Savings Campaign	FirstEnergy Solutions
Consumer Direct Mail (Less than \$300/M) – Creative	Rodgers Townsend/DDB	Sway of the Heart	The Black Repertory Theatre
Consumer Direct Mail (\$300/M or More) – Marketing	Draftfcb	Volkswagen Owner Direct Mail	Volkswagen
Consumer Direct Mail (\$300/M or More) – Creative	Draftfcb	Volkswagen Owner Direct Mail	Volkswagen
Business Direct Mail – Marketing	Rodgers Townsend/DDB	2012 Broadband Thank You Gift Card	AT&T
Business Direct Mail – Creative	Rodgers Townsend/DDB	New Customer Gift Card	AT&T
Non Profit Direct Mail – Marketing	American Bar Association	ABA Rewards for Referrals	
Non Profit Direct Mail – Creative	Diamond Marketing Solutions	Seeds of Change	Boys Town
Dimensional Mailings – Marketing	Jacobs & Clevenger	Powerpalooza	
Dimensional Mailings – Creative	Jacobs & Clevenger	Powerpalooza	
Print Space Advertising – Marketing	Rodgers Townsend/DDB	Schedule Your Mammogram	Missouri Baptist Medical Center
Print Space Advertising - Creative	Rodgers Townsend/DDB	Schedule Your Mammogram	Missouri Baptist Medical Center
Direct Response Television/Radio – Marketing	Rodgers Townsend/DDB	Through My Eyes	The Magic House, St. Louis Children's Museum
Direct Response Television/Radio – Creative	Rodgers Townsend/DDB	Through My Eyes	The Magic House, St. Louis Children's Museum
Other Media – Marketing	Draftfcb	Refuel with Chocolate Milk Feature Incentive Program	Milk Processor Education Program
Other Media – Creative	Draftfcb	Refuel with Chocolate Milk	Milk Processor Education

		Feature Incentive Program	Program
Loyalty/Frequency Marketing – Marketing	Draftfcb	In-Market Loyalty Email Campaign	Volkswagen
Loyalty/Frequency Marketing – Creative	Draftfcb	In-Market Loyalty Email Campaign	Volkswagen
Websites – Marketing	Rodgers Townsend/DDB	Alsey Corporate Site	Alsey Refractories
Websites – Creative	Rodgers Townsend/DDB	Alsey Corporate Site	Alsey Refractories
Internet Advertising – Marketing	Digitas	The Extra Mile with Charlie Peters	Emerson
Internet Advertising – Creative	Digitas	The Extra Mile with Charlie Peters	Emerson
Email Advertising – Marketing	Rodgers Townsend/DDB	Shine One	AT&T
Email Advertising – Creative	Draftfcb	Volkswagen Passat Handraiser Email	Volkswagen
Emerging Media – Marketing	OgilvyOne	The HUGGIES Baby Shower Planner	Kimberly Clark
Emerging Media - Creative	OgilvyOne	The HUGGIES Baby Shower Planner	Kimberly Clark

Specialty Awards

Innovation & Excellence in Print Production	Jacobs & Clevenger	Powerpalooza	
The Jay Gondelman Award	Digitas	The Extra Mile with Charlie Peters	Emerson
The Past Presidents' Award	American Bar Association	ABA Rewards for Referrals	