

19th ANNUAL



BEST of SHOW

This year's panel of judges in the Service Industry Advertising Awards has recognized the outstanding creativity exemplified in the following entries. Congratulations to these institutions and their advertising agencies for their Best of Show designation.

Maaco

The Upside of Uh-Ohs Campaign
Television Advertising—Single

Mythic

Charlotte, NC

Auburn University

Auburn, AL

We Believe In The Human
Touch Microsite
Website

University of Maryland **Faculty Physicians**

Baltimore, Maryland

Sight Savers Cornea Digital Advertorial
Electronic Advertising

PA Insurance Fraud Prevention **Authority (IFPA)**

“Clumsy Con”

Television Advertising—Single
PPO&S
Harrisburg, PA

IntraFi Network

Arlington, VA

Peer Intelligence
Website Refresh

Alabama Department of **Public Health**

Montgomery, AL

Anti Stigma Campaign
Total Advertising Campaign
Stamp Idea Group
Montgomery, AL