

Ninth Annual

S I A A

Service Industry Advertising Awards

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.

AAA Washington
Bellevue, WA
There's Only One
Radio Advertising—Series

**Smilow Cancer Hospital
at Yale-New Haven**
North Haven, CT
Closer to Free Anthem
Television Advertising
Mason, Inc.
Bethany, CT

Scottrade
Scottrade Annual Report
4orce Digital
St. Louis, MO

TARTA
Toledo, OH
Gas Guzzler Campaign
Total Advertising Campaign
Hart
Maumee, OH

DTGAGS
Focused
Magazine Advertising
Matcha Design
Tulsa, OK

UC Davis Health System
Sacramento, CA
What Do You See
Total Advertising Campaign
SPM Marketing & Communications
La Grange, IL

Saint Francis Medical Center
Cape Girardeau, MO
Family Birth Place
Newspaper Advertising
The Roberts Group
Waukesha, WI

Summa Health System
Akron, OH
Crystal Clinic
Newspaper Advertising—Series
Knox Marketing
Akron, OH

TTI, Inc.
Fort Worth, TX
The Spokesperson
Special Video Production
Schafer Advertising
Fort Worth, TX