



2017 ASTRA Award Winners

Business/Trade Advertising

Campaign

Bronze Award

AECOM, Staying Power

AECOM

Bronze Award

ETS WorkFORCE

ETS

Full Page Advertisement

Silver Award

ETS HiSET

ETS

Bronze Award

Empire Outlets

Oxford Communications

Consumer Advertising

Magazine Campaign

Bronze Award

St. Mary's General Hospital

O2 Advertising

Newspaper Campaign

Bronze Award

Szaferman Lakind Ad Campaign

Creative Marketing Alliance

Full Page Advertisement

Silver Award

The Spine & Rehab Group

O2 Advertising

Bronze Award

NJM Auto Insurance

Oxford Communications

Design/Advertising Arts

Logo/Trademark Design

Silver Award

Clearfit Logo

Ascensus

Bronze Award

Golf Performance Institute

Creative Marketing Alliance

Bronze Award

Princeton Integrative Coaching Logo

Kathy Smyth Design

Bronze Award

Valiance Logo

Ridge Marketing & Design

Bronze Award

Shop Hamilton Logo

Simeone Ink

Bronze Award

Donna Peterson Life Coach Logo

Simeone Ink

Still Photography

Silver Award

Prallsville-Night

Ananta Creative Group

Display Advertising

Tradeshow Exhibit

Gold Award

KEF Audio Booth

The Exhibit Company

Silver Award

Bartlett Bearing Co.

The Exhibit Company

Silver Award

MST Group

The Exhibit Company

Bronze Award

Kalustyan Corporation

O2 Advertising

Bronze Award

TVC Communications Booth

The Exhibit Company

Electronic/Digital Advertising

E-marketing/SEO Program

Silver Award

WM Rich & Sons

Creative Marketing Alliance

Electronic Newsletter or Brochure

Bronze Award

ETS GRE Email

ETS

Bronze Award

ETS ProEthica Email Campaign

ETS

Web Banner Advertising

Bronze Award

PlanadviserDash Web Banners

Ascensus

Web Design, Budget Under \$15,000

Silver Award

Trends Microsite

Ascensus

Silver Award

ETS HiSET

ETS

Bronze Award

Always Have a Plan Microsite

Ascensus

Bronze Award

Weight & Life MD Website

Creative Marketing Alliance

Web Design, Budget \$15,000 – \$50,000

Gold Award

Werther's Original *What's Your Caramel Personality?* Website

Oxford Communications

Silver Award

Suburban Propane Website

Novocent

Silver Award

Amphenol Wireless Website

Ridge Marketing & Design

Silver Award

Collibra Website

Ridge Marketing & Design

Bronze Award

Clearfit Microsite

Ascensus

Web Design, Budget Over \$50,000

Bronze Award

Ascensus Website

Ascensus

Excellence in Writing

Feature Story

Bronze Award

Blindness Awareness

New Jersey State Library

Website

Silver Award

Ananta Creative Group Website

Ananta Creative Group

Marketing

Budget Under \$50,000

Silver Award

Bright Futures

ETS

Silver Award

ETS Educator Series

ETS

Silver Award

Success Campaign

ETS

Multimedia Campaigns

Business-to-Business, Budget Under \$15,000

Bronze Award

ETS & NJ Campaign

ETS

Business-to-Consumer, Budget Under \$15,000

Silver Award

Dickson Development Campaign

Ananta Creative Group

Out of Home Advertising

Billboard

Bronze Award

NJM Auto Insurance

Oxford Communications

Campaign

Silver Award

The Grove at One 92

Oxford Communications

Mass Transit, Shelter

Bronze Award

Look Up. Speak Up.

Oxford Communications

Mass Transit, Vehicle

Silver Award

ETS HiSET

ETS

Print Media

Book Jacket

Silver Award

Raising the Floor

ETS

Brochure, Non-Profit Organization (More Than 8 Pages)

Silver Award

ETS Visual Standards Reference Guide

ETS

Bronze Award

Literacy Bootcamp

New Jersey State Library

Brochure, For-Profit Organization (More Than 8 Pages)

Silver Award

AECOM Brochure

AECOM

Bronze Award

Trends Teaser Brochure

Ascensus

Brochure, For-Profit Organization (Less Than 8 Pages)

Silver Award

Ascensus Broker Dealer Brochure

Ascensus

Silver Award

Comax Flavors

George Costello Creative

Direct Marketing

Bronze Award

CMA Napkin Mailer

Creative Marketing Alliance

Magazine

Bronze Award

IMARK NOW Magazine

Creative Marketing Alliance

Poster Campaign

Silver Award

Clean Sweep

ETS

Silver Award

IPO Awareness Day

ETS

Silver Award

Star Power

ETS

Silver Award

TAIKI - MUNY Beauty Looks Campaign

Ridge Marketing & Design

Bronze Award

Office of the General Counsel

ETS

Bronze Award

One Vision. One Voice.

ETS

Bronze Award
Connecting People with Information Through Libraries
New Jersey State Library

Poster Single
Silver Award
ETS Classic Car Show
ETS

Silver Award
Interested in Studying in Australia?
ETS

Sales Kit/Folder
Gold Award
Next at Xchange Sales Kit
Oxford Communications

Bronze Award
Weight & Life MD
Creative Marketing Alliance

Public Relations

Public Programs
Silver Award
P.R. Campaign for CareerCast's Job Stress Report
Brody PR

Social Media Campaign
Silver Award
Outlets at Tejon Holiday Twitter Tree
Oxford Communications

Bronze Award
ICMA Social Media Campaign
Creative Marketing Alliance

Radio Advertising

Local/Single
Bronze Award
NJR Home Services Radio Spot

Creative Marketing Alliance

Self-Promotion

Gold Award

Oxford Communications Website

Oxford Communications

Specialty Advertising

Card/Announcement

Bronze Award

Ascensus Holiday Card

Ascensus

Bronze Award

CMA Holiday Card

Creative Marketing Alliance

Event Invitation

Gold Award

Edward J. III Excellence in Medicine Awards Invitation

O2 Advertising

Television Advertising

Local/Single

Bronze Award

NJM Auto Insurance

Oxford Communications

Video

Corporate Video

Gold Award

BMS Safety Video

Creative Marketing Alliance

Gold Award

Ansell Corporate Overview

Ridge Marketing & Design

Bronze Award

Peerless Beverage
Cinematiccye

Internet Promo

Silver Award
Brother INKvestment
Oxford Communications

Bronze Award
Kirstin's Cancer Care
Cinematiccye

Up to 3 Minutes

Gold Award
Trenton Community A-Team
Oxford Communications

Gold Award
Bulldog Yoga
Ryan James Agency

Silver Award
SNÜZ Pillow
Ryan James Agency

3 Minutes and Above

Bronze Award
2016 Gran Fondo NJ Film
Cinematiccye

Dashed Dreams

Print

Gold Award
Mobile Informational Open House Poster
ETS

Silver Award
Inspiring the Process Brochure
ETS

Silver Award
Advancing Education Through Meaningful Measurement Brochure

ETS

Best in Show

Specialty Advertising
Oxford Communications Event Invitation
Oxford Communications