

APRO's 2009 Rental Advertising Excellence Award winners

CATEGORY	PRODUCED IN-HOUSE		AGENCY PRODUCED	
	Company	Award	Company and Advertising Agency	Award
One-page brochure or insert	ColorTyme	Gold		
	ColorTyme	Silver		
	RNR Custom Wheels & Tires	Bronze	Buddy's Home Furnishings (agency: C-3 Media)	Bronze
Catalog or brochure, four pages or more	Countryside Rentals	Gold	easyhome (agency: LPI Communications Group)	Gold
	Countryside Rentals	Silver	easyhome (agency: LPI Communications Group)	Silver
			Bargain Center (agency: Imagery Marketing Group)	Bronze
In-store signs, posters or banners			New Avenues (agency: Carroll-White Advertising)	Gold
			easyhome (agency: LPI Communications Group)	Silver
			Rent-A-Center (agency: Razor)	Bronze
Miscellaneous print materials: door hangers, coupons, contests, etc.	Countryside Rentals	Gold		
	RNR Custom Wheels & Tires	Bronze	ColorTyme (agency: Agent 485)	Bronze
Direct marketing: designed to produce a direct response	Buddy's Home Furnishings	Gold	ColorTyme (agency: Agent 485)	Gold
	Countryside Rentals	Silver	Premier Rental (agency: Central File)	Silver
	Affordable Home Furnishings	Bronze	ColorTyme (agency: Central File)	Bronze
Newspaper ad: black and white	ColorTyme	Gold	Rent One (agency: Imagery Marketing Group)	Gold
	RNR Custom Wheels & Tires	Silver	ColorTyme (agency: Agent 485)	Silver
	ColorTyme	Bronze	ColorTyme (agency: Agent 485)	Bronze
Newspaper ad: color	RNR Custom Wheels & Tires	Silver	Rent-A-Center (agency: Launch)	Silver
Radio: 30-second spot			Rent-A-Center (agency: Launch)	Gold
	Action RTO	Silver	Rent-A-Center (agency: Launch)	Silver
Radio: 60-second spot	Action RTO	Gold	RNR Custom Wheels & Tires (agency: Out of the Box Media)	Gold
	Countryside Rentals	Silver	Buddy's Home Furnishings (agency: C-3 Media)	Silver
	Action RTO	Bronze	RNR Custom Wheels & Tires (agency: Out of the Box Media)	Bronze
Television: production costing less than \$1,000	RiteTyme Enterprises	Gold	RNR Custom Wheels & Tires (agency: Red Letter Studios)	Gold
	Cleek's Inc.	Silver	RNR Custom Wheels & Tires (agency: Red Letter Studios)	Silver
	Action RTO	Bronze	RNR Custom Wheels & Tires (agency: Red Letter Studios)	Bronze
Television: production costing more than \$1,000			Rent-A-Center (agency: Launch)	Gold
			BrightHouse (agency: Walker Agency)	Silver
			Rent-A-Center (agency: Launch)	Bronze
Specialty item or giveaway	RNR Custom Wheels & Tires	Gold	New Avenues (agency: Carroll-White Advertising)	Gold
	ColorTyme	Silver		
	RNR Custom Wheels & Tires	Bronze	American Rental (agency: Ad Design Inc.)	Bronze
Creative campaign design			National TV Sales & Rental (agency: Imagery Marketing Group)	Gold
	RNR Custom Wheels & Tires	Silver	ColorTyme (agency: Agent 485)	Silver
			Rent One (agency: Imagery Marketing Group)	Bronze
Community relations	BJQ Sales/ColorTyme	Gold	Rent-A-Center (agency: Razor)	Gold
	Countryside Rentals	Silver	easyhome (agency: LPI Communications Group)	Silver
	Rent One	Bronze	Rent-A-Center (agency: Razor)	Bronze
Web site/ online presence	ColorTyme	Gold	Showplace Rent To Own (agency: Imagery Marketing Group)	Gold
	The Premier Companies	Silver	Rent 1st (agency: High Touch)	Silver
	Castle Rental & Private Pawn	Bronze	Countryside Rentals (agency: Imagination)	Bronze