



APRO's 2010 Rental Advertising Excellence Award winners

CATEGORY	PRODUCED IN-HOUSE		AGENCY PRODUCED	
	Company	Award	Company and Advertising Agency	Award
One-page brochure or insert	Castle Rental	Gold	easyhome (agency: LPI Communications Group)	Gold
	RNR Custom Wheels & Tires	Silver	Rent-A-Center (agency: Razor)	Silver
	Castle Rental	Bronze	Rent-A-Center (agency: Razor)	Bronze
Catalog or brochure, four pages or more	Countryside Rentals	Gold	Quality Rentals (agency: Imagery Marketing Group)	Gold
	Countryside Rentals	Silver	Home Rental Purchase (agency: Imagery Marketing Group)	Silver
	Sam's Furniture and Appliances	Bronze	ColorTyme (agency: Agent 485)	Bronze
In-store signs, posters or banners	RNR Custom Wheels & Tires	Gold	Buddy's Home Furnishings (agency: C3 Media Network)	Gold
	Countryside Rentals	Silver	Buddy's Home Furnishings (agency: C3 Media Network)	Silver
	Sam's Furniture and Appliances	Bronze	Rent-A-Center (agency: Razor)	Bronze
Miscellaneous print materials: door hangers coupons, contests, etc.	Castle Rental	Gold		
	Castle Rental	Silver		
	ColorTyme	Bronze	Z-Best (agency: Inform Print & Promotions)	Bronze
Direct marketing: designed to produce a direct response	Affordable Home Furnishings	Gold	Bestway Rent To Own (agency: Levenson & Hill)	Gold
	ColorTyme	Silver	A+ Rentals (agency: Imagery Marketing Group)	Silver
	Buddy's Home Furnishings	Bronze	New Avenues (agency: Central File Marketing)	Bronze
Newspaper advertising: black and white			Rent-A-Center (agency: Razor)	Gold
			Rent-A-Center (agency: Razor)	Bronze
Newspaper advertising: color	RNR Custom Wheels & Tires	Gold		
	RNR Custom Wheels & Tires	Silver		
	Sam's Furniture and Appliances	Bronze		
Radio advertising: 30-second spot			Rent-A-Center (agency: Launch)	Gold
			RNR Custom Wheels & Tires (agency: Out Of The Box Media)	Silver
			Rent-A-Center (agency: Launch)	Bronze
Radio advertising: 60-second spot	RimTyme	Gold	RNR Custom Wheels & Tires (agency: Out Of The Box Media)	Gold
	Countryside Rentals	Silver	RNR Custom Wheels & Tires (agency: Out Of The Box Media)	Silver
			RNR Custom Wheels & Tires (agency: Out Of The Box Media)	Bronze
Television advertising: production costing less than \$1,000	RimTyme	Gold	ColorTyme (agency: Agent 485)	Gold
	H&H Furniture, Inc.	Silver	RNR Custom Wheels & Tires (agency: Red Letter Studios)	Silver
	ColorTyme	Bronze	RNR Custom Wheels & Tires (agency: Red Letter Studios)	Bronze
Television advertising: production costing more than \$1,000	Quality Rentals	Gold	easyhome (agency: Soda & Tonic Advertising)	Gold
	Quality Rentals	Silver	Rent-A-Center (agency: Launch)	Silver
	Quality Rentals	Bronze	Premier Rental-Purchase (agency: Nationwide Marketing Group)	Bronze
Specialty item or giveaway	Countryside Rentals	Gold	The Premier Companies (agency: Designs by ME Inc.)	Gold
	Sam's Furniture and Appliances	Silver	RNR Custom Wheels & Tires (agency: Out Of The Box Media)	Silver
	Countryside Rentals	Bronze	Bestway Rent To Own (agency: Levenson & Hill)	Bronze
Creative campaign design	National TV Sales & Rental	Gold	Rent-A-Center (agency: Razor)	Gold
	RNR Custom Wheels & Tires	Silver	ColorTyme (agency: Agent 485)	Silver
	Castle Rental	Bronze	Rent-A-Center (agency: Razor)	Bronze
Community relations	National TV Sales & Rental	Gold	Rent-A-Center (agency: Razor)	Gold
	ColorTyme Inc./RJB Leasing Corp.	Silver	Rent-A-Center (agency: Razor)	Silver
Web site/ online presence	easyhome	Gold	Rent One (agency: Imagery Marketing Group)	Gold
	National TV Sales & Rental	Silver	Bestway Rent To Own (agency: Levenson & Hill)	Silver
	Sam's Furniture and Appliances	Bronze	Rent-A-Center (agency: Razor)	Bronze