

15 District Fifteen

11 Los Angeles

SALES PROMOTION

Product or Service Sales Presentation

01 B Sales Kits or Product Information Sheets

Award: Bronze ADDY® Award
Entrant: YESDESIGNGROUP
Advertiser: DirecTV
Title: DirecTV - Damages Media Kit

Point of Purchase

03 A Counter Top or Attached

Award: Bronze ADDY® Award
Entrant: Woo Agency
Advertiser: Samsung
Title: Samsung Flip Book

03 C Trade Show Exhibit

Award: Bronze ADDY® Award
Entrant: TrashTalkFCM
Advertiser: Animal Planet
Title: Lost Tapes - Comic Con NY

03 D Campaign (2-4 of categories 1A-3C)

Award: Bronze ADDY® Award
Entrant: The Designory
Advertiser: Nissan North America
Title: LEAF Campaign

COLLATERAL MATERIAL

Annual Report

06 B Four-color

Award: Bronze ADDY® Award
Entrant: Fraser Communications
Advertiser: East West Bank
Title: East West Bank Annual Report

Brochure

07 B Four-color

Award: Silver ADDY® Award
Entrant: The Designory
Advertiser: Infiniti USA
Title: Infiniti MY10/11 Full Line Brochure v3

Award: Bronze ADDY® Award
Entrant: Big Honkin Ideas
Advertiser: UCLA Anderson School of Management
Title: UCLA Anderson MBA Program Guide

Award: Bronze ADDY® Award
Entrant: The Designory
Advertiser: Infiniti USA
Title: Infiniti MY10/11 Full Line Brochure v5

Award: Bronze ADDY® Award
Entrant: The Designory
Advertiser: Subaru of America
Title: Subaru MY11 LifeBook

Award: Bronze ADDY® Award
Entrant: The Designory
Advertiser: Subaru of America
Title: Subaru MY11 Legacy Brochure

07 C Campaign

15 District Fifteen

11 Los Angeles

COLLATERAL MATERIAL

Award: Bronze ADDY® Award
Entrant: The Designory
Advertiser: Subaru of America
Title: Subaru MY11 Model Line Brochure

Poster

09 A Single

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: Newport Beach Film Festival
Title: Choose Your Own Adventure

Special Event Material

10 A Card

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Hotel Nikko San Francisco
Title: Hotel Nikko - Christmas Card

Special Event Material

10 D Campaign

Award: Bronze ADDY® Award
Entrant: Kovel/Fuller
Advertiser: Yokohama Tire Corporation
Title: SEMA Party Invitations

DIRECT MARKETING

Business-to-Business or Consumer, Single

11 A Flat

Award: Silver ADDY® Award
Entrant: The Designory
Advertiser: Nissan North America
Title: Nissan Leaf Welcome Package

11 B 3-D

Award: Silver ADDY® Award
Entrant: Haley Miranda Group
Advertiser: Cooking Channel, Scripps Networks
Title: Cooking Channel Launch "Flip" Direct Mail

Business-to-Business or Consumer, Campaign

12 B 3-D / Mixed

Award: Silver ADDY® Award
Entrant: Woo Agency
Advertiser: American Jewish University
Title: AJU Direct Mail- Butterfly

Award: Bronze ADDY® Award
Entrant: Woo Agency
Advertiser: American Jewish University
Title: AJU Direct Mail- Smelly Tree

Specialty Advertising

13 A Apparel

Award: Bronze ADDY® Award
Entrant: David & Goliath
Advertiser: Kia Motors
Title: Hamstar Clothing

15 District Fifteen

11 Los Angeles

OUT-OF-HOME

Outdoor Board

14 A Flat

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: EXPAND YOUR PLAYLIST

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: GET THERE OLD SCHOOL

14 B Extension/Dimensional

Award: Bronze ADDY® Award
Entrant: Los Angeles Times
Advertiser: Los Angeles Times
Title: Los Angeles Times Ink 2.0 at Santa Monica Place

14 C Digital or Animated

Award: Bronze ADDY® Award
Entrant: Woo Agency
Advertiser: Lenovo
Title: Lenovo ThinkPad "Keys"

Mass Transit/Public/Airline

16 B Exterior

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: WHEEL CHAIR

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: SKATEBOARD

Site

17 B Interior Still or Static

Award: Silver ADDY® Award
Entrant: OgilvyWest
Advertiser: BP/Arco
Title: Arco Field Test

Award: Bronze ADDY® Award
Entrant: Mission Control
Advertiser: ArcLight Cinemas
Title: ArcLight Storyboard

Campaign

18 Out-of-Home, Campaign

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: ELEPHANT/CYCLIST/WEIGHTS

Award: Bronze ADDY® Award
Entrant: Quigley-Simpson
Advertiser: Chase Card Services
Title: Chase Sapphire San Francisco Market Campaign

Award: Bronze ADDY® Award
Entrant: Zambezi
Advertiser: Glaceau- vitaminwater
Title: vitaminwater- cityofangelswater LA OOH campaign

15 District Fifteen

11 Los Angeles

NON-TRADITIONAL ADVERTISING

Single

20 A

Award: Bronze ADDY® Award
Entrant: Woo Agency
Advertiser: Lenovo
Title: Lenovo F1 Race (Brazil)

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: CR-Z Experience

Campaign

20 B

Award: Silver ADDY® Award
Entrant: TrashTalkFCM
Advertiser: Chinet/Comfort Cup
Title: Chinet Comfort Cup Street Teams

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Honda Loves You Back

CONSUMER OR TRADE PUBLICATION

Full Page

22 B Four-color

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER OAKLAND
Title: STICK AROUND

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: SMELL TOESIES

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: BUN MEET OVEN

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: EVERYTHING SHE NEEDS

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: LOCAL BEANS

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Leather

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: Mandalay Bay
Title: Lap Dance

15 District Fifteen

11 Los Angeles

CONSUMER OR TRADE PUBLICATION

Award: Bronze ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Walt Disney Parks & Resorts
Title: Where Dreams Come True Campaign: Sleeping Beauty

Campaign

24 B Four-Color

Award: Bronze ADDY® Award
Entrant: Quigley-Simpson
Advertiser: Chase Card Services
Title: Chase Continental Presidential Plus

Award: Bronze ADDY® Award
Entrant: Frontline Communications Partners
Advertiser: Boeing Commercial Airplanes
Title: 747-8 Style for the Senses

Award: Bronze ADDY® Award
Entrant: Frontline Communications Partners
Advertiser: Boeing Commercial Airplanes
Title: 787 Dreamliner/ More Than a Dream

NEWSPAPER

Campaign

30 B Color (any color besides black)

Award: Bronze ADDY® Award
Entrant: The Designory
Advertiser: B/S/H Bosch Siemens Home Appliances
Title: Bosch Appliances Print Campaign

INTERACTIVE MEDIA

Websites, B-to-B Flash

32 A Products

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: Volkswagen
Title: VW.com

32 C Services

Award: Bronze ADDY® Award
Entrant: Primitive Spark
Advertiser: self
Title: Primitive Spark

Websites, B-to-B HTML/Other

33 C Services

Award: Bronze ADDY® Award
Entrant: Wpromote, Inc.
Advertiser: Wpromote, Inc.
Title: Wpromote, Inc.

Websites, Consumer Flash

34 A Products

Award: Bronze ADDY® Award
Entrant: Woo Agency
Advertiser: Lenovo
Title: Lenovo Singing Ugly Dog

15 District Fifteen

11 Los Angeles

INTERACTIVE MEDIA

Award: Bronze ADDY® Award
Entrant: Woo Agency
Advertiser: Lenovo
Title: Lenovo Fun Factor

34 C Services

Award: Gold ADDY® Award
Entrant: Vision Design Studio
Advertiser: The Art Institute of California — Orange County
Title: Shape The Hive

Award: Silver ADDY® Award
Entrant: Walt Disney Parks & Resorts Online
Advertiser: Disney Parks
Title: Disney World of Color Website

Award: Bronze ADDY® Award
Entrant: Walt Disney Parks & Resorts Online
Advertiser: Disney Parks
Title: Let the Memories Begin Website

Award: Bronze ADDY® Award
Entrant: Walt Disney Parks & Resorts Online
Advertiser: Disney Parks
Title: Real Disney Theme Park Science Website

Award: Bronze ADDY® Award
Entrant: Walt Disney Parks & Resorts Online
Advertiser: Disneyland Resort
Title: Disneyland Next Generation Website

Award: Bronze ADDY® Award
Entrant: BLITZ Digital Studios LLC
Advertiser: Spin Master
Title: Zoobles

Websites, Consumer HTML/Other

35 C Services

Award: Bronze ADDY® Award
Entrant: ZehnerGroup
Advertiser: Health In Reach, Inc.
Title: Health in Reach

Award: Bronze ADDY® Award
Entrant: Primitive Spark
Advertiser: Dr. Susan Love Research Foundation
Title: Health of Women Study

Online

36 A Banners / Pop-ups / Screensavers

Award: Silver ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: GET UP AND GET DOWN

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: BABY SITE TAKE-OVER

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: THROWING FOOD

Award: Bronze ADDY® Award
Entrant: OgilvyWest
Advertiser: Cisco Systems, Inc.
Title: All The News That's Fit To Watch

15 District Fifteen

11 Los Angeles

INTERACTIVE MEDIA

- Award:** Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: UNICYCLE
- Award:** Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Explore
- Award:** Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Pair
- Award:** Bronze ADDY® Award
Entrant: RPA
Advertiser: Mandalay Bay
Title: Pick Up Banner
- Award:** Bronze ADDY® Award
Entrant: BIRD
Advertiser: Flip Video
Title: Do You Flip? 2011

36 C Micro or Mini Sites

- Award:** Gold ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: University of Farmers
- Award:** Silver ADDY® Award
Entrant: The Designory
Advertiser: Subaru of America
Title: Subaru MY11 Outback Digital Brochure
- Award:** Silver ADDY® Award
Entrant: The Designory
Advertiser: Nissan North America
Title: LEAF Digital Brochure (d.brochure)
- Award:** Silver ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: NaughtyOrNice-a-tron

36 D Online Games

- Award:** Bronze ADDY® Award
Entrant: Liquid Advertising
Advertiser: Ubisoft
Title: Splinter Cell: The Search for Sam Fisher

36 H Mobile Marketing

- Award:** Silver ADDY® Award
Entrant: Kovel/Fuller
Advertiser: Yokohama Tire Corporation
Title: Tire Explorer iPad Application
- Award:** Bronze ADDY® Award
Entrant: BLITZ Digital Studios LLC
Advertiser: Halo Waypoint
Title: Halo Waypoint

36 I Internet Commercials

- Award:** Gold ADDY® Award
Entrant: MJZ
Advertiser: LEGO
Title: Lego 'Click'

15 District Fifteen

11 Los Angeles

INTERACTIVE MEDIA

- Award:** Gold ADDY® Award
- Entrant:** MJZ
- Advertiser:** Lego
- Title:** Lego "The Brick Thief"

- Award:** Gold ADDY® Award
- Entrant:** Caviar
- Advertiser:** KSwiss, Inc.
- Title:** KSWISS

- Award:** Gold ADDY® Award
- Entrant:** Caviar
- Advertiser:** Toyota Motor Sales USA Inc
- Title:** Toyota Sienna

- Award:** Silver ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** Meet the Wongs

- Award:** Silver ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** Le Petite Disaster

- Award:** Silver ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** Cat Burglar

- Award:** Silver ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** Dude of Hazards

- Award:** Silver ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** Playstation
- Title:** Yes We Canada

- Award:** Silver ADDY® Award
- Entrant:** Break Media
- Advertiser:** Fox Home Entertainment
- Title:** Fox Home Entertainment, Fight Club Spoof

36 J Webisodes

- Award:** Silver ADDY® Award
- Entrant:** RPA
- Advertiser:** American Honda Motor Co., Inc.
- Title:** Living with Robots

- Award:** Silver ADDY® Award
- Entrant:** RPA
- Advertiser:** American Honda Motor Co., Inc.
- Title:** Into the Unknown

- Award:** Bronze ADDY® Award
- Entrant:** MATTER, Edelman Sports & Entertainment Marketing
- Advertiser:** Scott Iason
- Title:** Off Track with Tony Stewart: The Rookie, presented by Armor All

- Award:** Bronze ADDY® Award
- Entrant:** Break Media
- Advertiser:** NOS / Coca Cola
- Title:** The Bro Show – NOS Coca-Cola

Websites / Online

37 Campaign

15 District Fifteen

11 Los Angeles

INTERACTIVE MEDIA

- Award:** Gold ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** Farmers Educational Films

- Award:** Bronze ADDY® Award
- Entrant:** MediaMind
- Advertiser:** 20th Century Fox
- Title:** Avatar Home Entertainment Release

- Award:** Bronze ADDY® Award
- Entrant:** The1stMovement
- Advertiser:** Pentax Imaging
- Title:** Pentax "The Most Adventurous Friend You Know"

- Award:** Bronze ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** Sony Playstation
- Title:** Playstation Move Interactive Campaign

RADIO

Regional/National

41 A :30

- Award:** Bronze ADDY® Award
- Entrant:** Campbell Ewald
- Advertiser:** KAISER PERMANENTE
- Title:** COME ON GET HAPPY

- Award:** Bronze ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** Quiz #1

- Award:** Bronze ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** Quiz #2

- Award:** Bronze ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** Quiz #3

41 B :60 or more

- Award:** Bronze ADDY® Award
- Entrant:** Disney's Yellow Shoes Creative Group
- Advertiser:** Walt Disney Parks & Resorts
- Title:** Halloween

- Award:** Bronze ADDY® Award
- Entrant:** Disney's Yellow Shoes Creative Group
- Advertiser:** Walt Disney Parks & Resorts
- Title:** Let The Memories Begin

Regional/National Campaign

42

- Award:** Silver ADDY® Award
- Entrant:** Campbell Ewald
- Advertiser:** KAISER PERMANENTE
- Title:** BABIES/EQUIPMENT

- Award:** Silver ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** University of Farmers

15 District Fifteen

11 Los Angeles

RADIO

Radio Self-Promotion

43 B Campaign

Award: Bronze ADDY® Award
Entrant: Southern California Public Radio
Advertiser: Southern California Public Radio
Title: KPCC: "No Rant No Slant"

TELEVISION

Local, Single (one DMA)

44 B :30

Award: Bronze ADDY® Award
Entrant: ONE/x
Advertiser: Custom Comfort Mattress
Title: Sleeper

Regional/National TV, Single

47 A Consumer Products

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Kimberly Clark
Title: Huggies 'Soiree'

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Unilever
Title: Dove 'Men'

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Schweppes
Title: Schweppes 'Gang Sign'

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Bridgestone Americas Tire Operations
Title: Bridgestone 'Whale of a Tale'

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Proctor & Gamble
Title: P&G 'Never Walk Alone'

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Activision
Title: Activision 'Mix 2Gether'

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Verizon Wireless
Title: Verizon 'Towers'

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Autoboatome

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Frozen Pipes

15 District Fifteen

11 Los Angeles

TELEVISION

Award: Silver ADDY® Award
Entrant: David & Goliath
Advertiser: Kia Motors
Title: Joy Ride

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: Volkswagen
Title: Moonlighting

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: Playstation
Title: ModNation Racers 'Pep Talk'

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: Playstation
Title: Fake TV Family

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: Playstation
Title: Ignored

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: POM Wonderful
Title: Aphrodite

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: POM Wonderful
Title: Eve

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Sony
Title: Sony 'Flint'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Boost Mobile
Title: Boost Mobile 'Grocery Store'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: WM. Wrigley Jr. Company
Title: Wrigley's '5 React'

Award: Bronze ADDY® Award
Entrant: OgilvyWest
Advertiser: Cisco umi
Title: Maiden Voyage

Award: Bronze ADDY® Award
Entrant: OgilvyWest
Advertiser: Cisco umi
Title: Spoons

Award: Bronze ADDY® Award
Entrant: OgilvyWest
Advertiser: Cisco umi
Title: Tea Party

Award: Bronze ADDY® Award
Entrant: OgilvyWest
Advertiser: Cisco TelePresence
Title: Rock Paper Scissors

15 District Fifteen

11 Los Angeles

TELEVISION

Award: Bronze ADDY® Award
Entrant: OgilvyWest
Advertiser: Cisco TelePresence
Title: Sock Puppet

Award: Bronze ADDY® Award
Entrant: OgilvyWest
Advertiser: Cisco TelePresence
Title: Surprise

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Lexus
Title: Lexus 'It's Out There'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: -
Title: Smirnoff 'Stampede Global'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Global Audi Team
Title: Audi 'Paper Liberation'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Muller
Title: Muller 'Cow'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Activision Blizzard Inc.
Title: Call of Duty: Black Ops 'There's A Soldier In All Of Us'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Anheuser-Busch, Inc.
Title: Bud Light 'Amy'

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Rock Van

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Romance

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Water Craft

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Slide Show

Award: Bronze ADDY® Award
Entrant: David & Goliath
Advertiser: Kia Motors
Title: This or That

Award: Bronze ADDY® Award
Entrant: David & Goliath
Advertiser: Kia Motors
Title: Sweet Dreams

15 District Fifteen

11 Los Angeles

TELEVISION

Award: Bronze ADDY® Award
Entrant: David & Goliath
Advertiser: Universal Studios Hollywood
Title: Reactions

47 B Consumer Outlets

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: McDonalds
Title: McDonald's 'Baby'

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: McDonald's
Title: McDonalds 'Joe and Frank'

Award: Silver ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Walt Disney Parks & Resorts
Title: Tea Party

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Cars.com
Title: Cars.com 'Timothy Richman'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: CKE Carl Karcher
Title: Carl's Jr. 'Green Hornet'

Award: Bronze ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Walt Disney Parks & Resorts
Title: Toys

47 C Consumer Services

Award: Silver ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: WHERE DO BABIES COME FROM

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Barclay's
Title: Barclay's 'Rollercoaster'

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: ESPN
Title: ESPN 'Timeless'

Award: Bronze ADDY® Award
Entrant: Campbell Ewald
Advertiser: KAISER PERMANENTE
Title: Plus One

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: USAF
Title: U.S. Airforce 'This is Not Science Fiction'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Visa
Title: Visa 'The Chase'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: ESPN
Title: ESPN 'Hauler Race'

15 District Fifteen

11 Los Angeles

TELEVISION

- Award:** Bronze ADDY® Award
Entrant: MJZ
Advertiser: ESPN
Title: ESPN 'Invincible'
- Award:** Bronze ADDY® Award
Entrant: Powershot Productions
Advertiser: City National Bank
Title: The City National Experience: The Hennigans
- Award:** Bronze ADDY® Award
Entrant: Powershot Productions
Advertiser: City National Bank
Title: The City National Experience - Chavez
- Award:** Bronze ADDY® Award
Entrant: Powershot Productions
Advertiser: City National Bank
Title: The City National Experience - Italfoods
- Award:** Bronze ADDY® Award
Entrant: Powershot Productions
Advertiser: City National Bank
Title: The City National Experience - Ace Clearwater
- Award:** Bronze ADDY® Award
Entrant: Powershot Productions
Advertiser: City National Bank
Title: The City National Experience - Schonbrun
- Award:** Bronze ADDY® Award
Entrant: Powershot Productions
Advertiser: City National Bank
Title: The City National Experience - Harrison Industries
- Award:** Bronze ADDY® Award
Entrant: Powershot Productions
Advertiser: City National Bank
Title: The City National Experience - Sitrick

Regional/National TV Campaigns

48 A Consumer Products

- Award:** Gold ADDY® Award
Entrant: MJZ
Advertiser: Masterfoods
Title: Snickers 'Game & Road Trip'
- Award:** Gold ADDY® Award
Entrant: MJZ
Advertiser: Williamson - Dickie Mfg Co.
Title: Dickies 'Chopper', 'Wrecking Ball', 'Fireworks'
- Award:** Gold ADDY® Award and BEST OF SHOW ADDY®
Entrant: MJZ
Advertiser: Williamson - Dickie Mfg Co.
Title: Dickies 'Train', 'Joust', 'Hill', 'Ranch'
- Award:** Gold ADDY® Award
Entrant: MJZ
Advertiser: Proctor & Gamble
Title: Old Spice 'The Man Your Man Could Smell Like' & 'Questions'
- Award:** Silver ADDY® Award
Entrant: MJZ
Advertiser: LG
Title: LG 'Butterfly', 'Elephant', 'Lure'
- Award:** Silver ADDY® Award
Entrant: MJZ
Advertiser: Anheuser-Busch, Inc.
Title: Bud Light 'Paintball', 'Pillow Fight', 'Entrance'

15 District Fifteen

11 Los Angeles

TELEVISION

- Award:** Silver ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: University of Farmers
- Award:** Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: Playstation
Title: Kevin Butler Playstation Move Campaign
- Award:** Silver ADDY® Award
Entrant: BIRD
Advertiser: Flip Video
Title: Do You Flip? 2011
- Award:** Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: POM Wonderful
Title: POM Campaign
- Award:** Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Paramount Farms
Title: Get Crackin' Campaign
- Award:** Bronze ADDY® Award
Entrant: OgilvyWest
Advertiser: Cisco umi
Title: Ellen, Unscripted. Maiden Voyage, Spoons, Tea Party
- Award:** Bronze ADDY® Award
Entrant: OgilvyWest
Advertiser: Cisco TelePresence
Title: A New Kind of Together. Rock Paper Scissors, Sock Puppet, Surprise
- Award:** Bronze ADDY® Award
Entrant: Zambezi
Advertiser: Glaceau- vitaminwater
Title: vitaminwater- blankwater brand campaign
- Award:** Bronze ADDY® Award
Entrant: NBCLM Integrated Sales Production
Advertiser: Bertolli
Title: Bertolli: "Delicious Summer Dishes"
- Award:** Bronze ADDY® Award
Entrant: MJZ
Advertiser: McDonalds Corporation
Title: Hyundai 'Baby's Name' & 'Die Hard'
- Award:** Bronze ADDY® Award
Entrant: MJZ
Advertiser: DirecTV
Title: DirecTV 'Ice Cream' & 'Submarine'
- Award:** Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Vantasy

48 C Consumer Services

- Award:** Silver ADDY® Award
Entrant: MJZ
Advertiser: The Travelers Companies
Title: Travelers Insurance 'Rattle Snake' & 'Watering Hole'
- Award:** Silver ADDY® Award
Entrant: MJZ
Advertiser: Miller/Coors
Title: Keystone 'Runaway Bride' & 'To the Rescue'

15 District Fifteen

11 Los Angeles

TELEVISION

- Award:** Silver ADDY® Award
- Entrant:** MJZ
- Advertiser:** ESPN
- Title:** ESPN 'Monday Action', 'Stones Throw', 'Exit Away'

- Award:** Bronze ADDY® Award
- Entrant:** Quigley-Simpson
- Advertiser:** ChildFund International
- Title:** ChildFund International 2010

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** Monster Worldwide Inc.
- Title:** Monster.com 'Boogey Man' & 'Fiddle Beaver'

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** Geico
- Title:** Geico 'Octopus Homeowners', 'Costumed Pets', 'Velcro'

- Award:** Bronze ADDY® Award
- Entrant:** Powershot Productions
- Advertiser:** City National Bank
- Title:** The City National Experience

Cinema Advertising

50 B In-Theatre Commercials or Slides

- Award:** Silver ADDY® Award
- Entrant:** David & Goliath
- Advertiser:** Kia Motors
- Title:** Joy Ride

- Award:** Bronze ADDY® Award
- Entrant:** David & Goliath
- Advertiser:** Kia Motors
- Title:** This or That

- Award:** Bronze ADDY® Award
- Entrant:** David & Goliath
- Advertiser:** Kia Motors
- Title:** Sweet Dreams

MIXED/MULTIPLE MEDIA

B-to-B Regional / National

52

- Award:** Silver ADDY® Award
- Entrant:** OgilvyWest
- Advertiser:** Cisco TelePresence
- Title:** A New Kind of Together

Consumer, Regional / National

54

- Award:** Gold ADDY® Award
- Entrant:** David & Goliath
- Advertiser:** Kia Motors
- Title:** Joy Ride

- Award:** Silver ADDY® Award
- Entrant:** OgilvyWest
- Advertiser:** Cisco umi
- Title:** Ellen, Unscripted.

15 District Fifteen

11 Los Angeles

MIXED/MULTIPLE MEDIA

- Award:** Silver ADDY® Award
- Entrant:** RPA
- Advertiser:** Farmers Insurance
- Title:** University of Farmers

- Award:** Silver ADDY® Award
- Entrant:** David & Goliath
- Advertiser:** Kia Motors
- Title:** This or That

- Award:** Bronze ADDY® Award
- Entrant:** The Designory
- Advertiser:** Nissan North America
- Title:** Nissan Juke Consumer Collateral

- Award:** Bronze ADDY® Award
- Entrant:** Disney's Yellow Shoes Creative Group
- Advertiser:** Disney Parks and Resorts
- Title:** Downtown Disney Mixed Media Campaign

- Award:** Bronze ADDY® Award
- Entrant:** Powershot Productions
- Advertiser:** City National Bank
- Title:** The City National Experience

- Award:** Bronze ADDY® Award
- Entrant:** David & Goliath
- Advertiser:** Universal Studios Hollywood
- Title:** Reactions

- Award:** Bronze ADDY® Award
- Entrant:** Disney's Yellow Shoes Creative Group
- Advertiser:** Disney Parks & Resorts
- Title:** World of Color Campaign

- Award:** Bronze ADDY® Award
- Entrant:** Disney's Yellow Shoes Creative Group
- Advertiser:** Disney Cruise Line
- Title:** Disney Cruise Line Campaign

- Award:** Bronze ADDY® Award
- Entrant:** Disney's Yellow Shoes Creative Group
- Advertiser:** Disney Parks & Resorts
- Title:** Disney Swim Campaign

ADVERTISING FOR THE ARTS &

Broadcast/Electronic

57 B Radio

- Award:** Bronze ADDY® Award
- Entrant:** R&R Partners
- Advertiser:** Hollywood Bowl
- Title:** Hollywood Bowl - Grease :60 Radio

- Award:** Bronze ADDY® Award
- Entrant:** R&R Partners
- Advertiser:** Hollywood Bowl
- Title:** Hollywood Bowl - Smokey :60 Radio

- Award:** Bronze ADDY® Award
- Entrant:** R&R Partners
- Advertiser:** LA Philharmonic
- Title:** LA Philharmonic - Deck the Halls :60 Radio

57 C Audio / Visual

- Award:** Bronze ADDY® Award
- Entrant:** Don't Panik!
- Advertiser:** 17th Street Records
- Title:** Stone Ave "Livin' in L.A."

15 District Fifteen

11 Los Angeles

ADVERTISING FOR THE ARTS &

Campaign

61 A Single Medium Campaign (for categories 55-60)

Award: Bronze ADDY® Award
Entrant: R&R Partners
Advertiser: Hollywood Bowl
Title: Hollywood Bowl - Great Moments in Hollywood Bowl History (Campaign)

PUBLIC SERVICE

Broadcast/Electronic

64 A TV

Award: Silver ADDY® Award
Entrant: Green Dot Films
Advertiser: The Center South LA
Title: I Art LA

Award: Bronze ADDY® Award
Entrant: Bully Pictures
Advertiser: US Census
Title: Empowerment

64 C Audio / Visual

Award: Gold ADDY® Award
Entrant: rabbit
Advertiser: Stophetraffic.org
Title: Hide and Seek

Campaign

68 A Single Medium Campaign (for categories 62-67)

Award: Bronze ADDY® Award
Entrant: Ayzenberg Group
Advertiser: Pasadena Water & Power
Title: Water Conservation Campaign

Award: Bronze ADDY® Award
Entrant: Fraser Communications
Advertiser: First 5 California
Title: First 5 California Kids TV Spots

ADVERTISING INDUSTRY SELF-

Creative Services and Industry Suppliers

69 F Broadcast

Award: Bronze ADDY® Award
Entrant: Don't Panik!
Advertiser: Don't Panik!
Title: Don't Panik! Promo

Award: Bronze ADDY® Award
Entrant: Kovel/Fuller
Advertiser: Kovel/Fuller
Title: 20 Ways to Destroy a Fruitcake

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: RPA
Title: Bewteen Two Interns

69 G Interactive

15 District Fifteen

11 Los Angeles

ADVERTISING INDUSTRY SELF-

Award: Silver ADDY® Award
Entrant: RAPP
Advertiser: RAPP
Title: Holiday Wishes

69 K Cards / Invitations / Announcements

Award: Silver ADDY® Award
Entrant: RAPP
Advertiser: RAPP
Title: Holiday Wishes

ELEMENTS OF ADVERTISING

Photography

74 B Color

Award: Silver ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Disney Parks & Resorts
Title: Where Dreams Come True Campaign: Sleeping Beauty

74 C Digitally Enhanced

Award: Bronze ADDY® Award
Entrant: PETROL
Advertiser: Activision
Title: Call of Duty: Black Ops / Photography - Digitally Enhanced

Animation or Special Effects

75 A Video or Film

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Meet the Wongs

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Cat Burglar

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Dude of Hazards

Award: Silver ADDY® Award
Entrant: David & Goliath
Advertiser: Kia Motors
Title: This or That

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Le Petite Disaster

Animation or Special Effects

75 B Internet

Award: Silver ADDY® Award
Entrant: RAPP
Advertiser: RAPP
Title: Holiday Wishes

Sound

76 A Music Only

15 District Fifteen

11 Los Angeles

ELEMENTS OF ADVERTISING

- Award:** Gold ADDY® Award
Entrant: Stimmung
Advertiser: Levi's
Title: Levi's "Ready to Work"
- Award:** Silver ADDY® Award
Entrant: Stimmung
Advertiser: Procter & Gamble
Title: P&G "You'll Never Walk Alone"
- Award:** Silver ADDY® Award
Entrant: Stimmung
Advertiser: Coca Cola
Title: Coca Cola "Mythology"
- Award:** Silver ADDY® Award
Entrant: Stimmung
Advertiser: Lego
Title: Lego "The Brick Thief"
- Award:** Bronze ADDY® Award
Entrant: Stimmung
Advertiser: Hyundai
Title: Hyundai "Turbo Face"
- Award:** Bronze ADDY® Award
Entrant: Stimmung
Advertiser: Audi
Title: Audi "Footsteps"
- Award:** Bronze ADDY® Award
Entrant: Stimmung
Advertiser: Coca Cola
Title: Coca Cola "Sleepwalker"

76 B Music with Lyrics

- Award:** Bronze ADDY® Award
Entrant: DeepMix
Advertiser: Busch Gardens (SeaWorld Parks and Entertainment)
Title: Busch Gardens 'My X'
- Award:** Bronze ADDY® Award
Entrant: Orci
Advertiser: American Honda Motor Co.
Title: Civic Family/MY11/Happy Honda Days

76 C Sound Design

- Award:** Gold ADDY® Award
Entrant: Stimmung
Advertiser: Nike
Title: Nike "Lebron Rising"
- Award:** Silver ADDY® Award
Entrant: Stimmung
Advertiser: Old Spice
Title: Old Spice 'Questions'
- Award:** Bronze ADDY® Award
Entrant: Stimmung
Advertiser: Dodge
Title: Dodge Freedom
- Award:** Bronze ADDY® Award
Entrant: Stimmung
Advertiser: Dodge
Title: Dodge "UFO"
- Award:** Bronze ADDY® Award
Entrant: Stimmung
Advertiser: Dodge
Title: Dodge "Youth"

15 District Fifteen

11 Los Angeles

ELEMENTS OF ADVERTISING

- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Dodge
- Title:** Dodge "Safety"

- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Old Spice
- Title:** Dodge "I'm Gone"

- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Jeep
- Title:** Jeep "Hook"

- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Jeep
- Title:** Jeep "Skidplate"

- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Jeep
- Title:** Jeep "Wheelbase"

- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Jeep
- Title:** Jeep "Fording"

- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Wrigleys
- Title:** Wrigleys Ink Cloud

Cinematography

77

- Award:** Bronze ADDY® Award
- Entrant:** Powershot Productions
- Advertiser:** City National Bank
- Title:** The City National Experience: The Hennigans

- Award:** Bronze ADDY® Award
- Entrant:** Powershot Productions
- Advertiser:** City National Bank
- Title:** The City National Experience - Ace Clearwater

LOCAL ONLY CATEGORIES

Ideas That Didn't Fly - Entries that did not get used by the client

78 A Single

- Award:** Bronze ADDY® Award
- Entrant:** vintage spy
- Advertiser:** Marc Jacobs "BANG"
- Title:** Bang

STUDENT ADDY Categories

Direct Marketing

S03

- Award:** Student Bronze ADDY®
- Entrant:** Tercius Bufete
- Advertiser:** Los Angeles City College
- Title:** The Collegian Media Kit

15 District Fifteen

11 Los Angeles

STUDENT ADDY Categories

Award: Student Bronze ADDY®
Entrant: Tercius Bufete
Advertiser: Los Angeles City College
Title: Collegian Times Media Kit

Consumer or Trade Publication

S06 A Single

Award: Student Silver ADDY®
Entrant: Jeremy Jackson & Jack Collier
Advertiser: Art Center College of Design
Title: Hands free when you need it most - Petzl Ad

Award: Student Bronze ADDY®
Entrant: Tercius Bufete and Jordan Angulo
Advertiser: Los Angeles City College
Title: Truth's Last Line of Defense

S06 B Campaign (2 - 4 ads)

Award: Student Gold ADDY®
Entrant: Adam Chang & Melissa Ploysophon
Advertiser: Art Center College of Design
Title: Atomic Fireball

Award: Student Silver ADDY®
Entrant: Adam Chang & Rebecca Ginos
Advertiser: Art Center College of Design
Title: Animal Planet

Award: Student Bronze ADDY®
Entrant: Tercius Bufete, Abimael Rivera and Jordan Angulo
Advertiser: Los Angeles City College
Title: We Are the Collegian

Newspaper

S07 A Ad

Award: Student Silver ADDY®
Entrant: mi reu yoo
Advertiser: OTIS College Art and Design
Title: Honeywell's Air Purifier

Award: Student Silver ADDY®
Entrant: Tercius Bufete
Advertiser: Los Angeles City College
Title: Join the Conversation

Award: Student Silver ADDY®
Entrant: Jungsub Kim
Advertiser: Otis College of Art and Design
Title: Top Flite Golf Ball: Go Further

Award: Student Bronze ADDY®
Entrant: Tercius Bufete
Advertiser: Los Angeles City College
Title: Stay Advertisement

S07 C NP Ad or Insert Campaign (2 - 4 ads)

Award: Student Bronze ADDY®
Entrant: Jungsub Kim
Advertiser: Otis College of Art and Design
Title: Honey Bunches of Oats: All the honey you will need.

Television

S11

Award: Student Gold ADDY®
Entrant: Ian Kammer
Advertiser: Art Center College of Design
Title: Boxer

15 District Fifteen

11 Los Angeles

STUDENT ADDY Categories

- Award:** Student Gold ADDY®
- Entrant:** Ian Kammer
- Advertiser:** Art Center College of Design
- Title:** Hibernation

- Award:** Student Gold ADDY® and Student BEST OF SHOW ADDY®
- Entrant:** Win Bates
- Advertiser:** Loyola Marymount University
- Title:** Keep It Hairy

- Award:** Student Gold ADDY®
- Entrant:** Gevorg Karensky
- Advertiser:** Art Center College of Design
- Title:** ADIDAS - Impossible is Nothing

- Award:** Student Silver ADDY®
- Entrant:** Brenton Covington
- Advertiser:** Art Center College of Design
- Title:** Calvin Klein 'STOLEN'

- Award:** Student Silver ADDY®
- Entrant:** Andrea Ou
- Advertiser:** Art Center College of Design
- Title:** PSA - STOP BULLYING

- Award:** Student Silver ADDY®
- Entrant:** Paul Linkogle
- Advertiser:** Art Center College of Design
- Title:** Band-Aid Beginnings

- Award:** Student Silver ADDY®
- Entrant:** Y-C Tom Lee
- Advertiser:** Art Center College of Design
- Title:** Public Execusion

- Award:** Student Bronze ADDY®
- Entrant:** Ted Marcus
- Advertiser:** Art Center College of Design
- Title:** Laphroaig Scotch Whisky - 'Winter Revel'

- Award:** Student Bronze ADDY®
- Entrant:** Steven Butler
- Advertiser:** Art Center College of Design
- Title:** Nike ID Color Swag

- Award:** Student Bronze ADDY®
- Entrant:** Ricardo Vivas, William Hemminger, Erik Anderson
- Advertiser:** Art Center College of Design
- Title:** Doritos - Super Sleepover

- Award:** Student Bronze ADDY®
- Entrant:** Erik Anderson
- Advertiser:** Art Center College of Design
- Title:** Red Bull - Little Can of Big Whoop Ass

- Award:** Student Bronze ADDY®
- Entrant:** Michael Taimi
- Advertiser:** Art Center College of Design
- Title:** Energy Drink

- Award:** Student Bronze ADDY®
- Entrant:** Kai C Cheng
- Advertiser:** Art Center College of Design
- Title:** The Pickpocket

- Award:** Student Bronze ADDY®
- Entrant:** Erik Anderson
- Advertiser:** Art Center College of Design
- Title:** Pepsi Max

15 District Fifteen

11 Los Angeles

STUDENT ADDY Categories

Award: Student Bronze ADDY®
Entrant: Kai C Cheng
Advertiser: Art Center College of Design
Title: Voodoo Bear

Award: Student Bronze ADDY®
Entrant: Kevin Michael Snyder
Advertiser: Art Center College of Design
Title: A V8 a Day

Award: Student Bronze ADDY®
Entrant: Y-C Tom Lee
Advertiser: Art Center College of Design
Title: Gatorade Unleash

Elements of Advertising

S15 A Photography

Award: Student Bronze ADDY®
Entrant: Tercius Bufete
Advertiser: Los Angeles City College
Title: Media Kit Image

Award: Student Bronze ADDY®
Entrant: Tercius Bufete and Jordan Angulo
Advertiser: Los Angeles City College
Title: Truth's Last Line of Defense Image
