

15 District Fifteen

11 Los Angeles

SALES PROMOTION

Product of Service Sales Presentation

01 E Campaign

Award: Silver ADDY® Award
Entrant: David&Goliath
Advertiser: MGM Mirage/MCC Group
Title: Dragon Noodle Corporate ID

Packaging

02 A Single Unit

Award: Silver ADDY® Award
Entrant: Pitch
Advertiser: Burger King
Title: New Moon Promotional Mailer

Point of Purchase

03 C Trade Show Exhibit

Award: Bronze ADDY® Award
Entrant: Haley Miranda Group
Advertiser: VERSUS
Title: VERSUS National Hockey League 'Every Second Counts'

Award: Bronze ADDY® Award
Entrant: Haley Miranda Group
Advertiser: VERSUS
Title: VERSUS Tour De France 'The Most Epic Race. Ever.'

COLLATERAL MATERIAL

Annual Report

06 B Four-color

Award: Bronze ADDY® Award
Entrant: Zeesman Communications Inc
Advertiser: National Council of Jewish Women / Los Angeles
Title: NCJW Annual Report

Poster

09 A Single

Award: Gold ADDY® Award
Entrant: David&Goliath
Advertiser: Coco De Mer
Title: Doomsday

09 B Campaign

Award: Gold ADDY® Award
Entrant: David&Goliath
Advertiser: MGM Mirage/MCC Group
Title: Dragon Noodle

Award: Gold ADDY® Award
Entrant: David&Goliath
Advertiser: Mammoth Mountain Resort
Title: Play Big

DIRECT MARKETING

Specialty Advertising

13 A Apparel

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DIRECT MARKETING

Award: Silver ADDY® Award
Entrant: Fire Station Agency
Advertiser: POM Wonderful
Title: POM Apron

OUT-OF-HOME

Outdoor Board

14 B Extension/Dimensional

Award: Gold ADDY® Award
Entrant: David&Goliath
Advertiser: Mammoth Mountain Resort
Title: Air

14 C Digital or Animated

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: HTC
Title: YOU Digital OOH

14 D Super-Sized

Award: Silver ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: Stairway

Award: Silver ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: Tandem Wallscape: Remember to Exercise

Award: Bronze ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: Flanked Panel: Park Farther

Site

17 D Exterior Still or Static

Award: Bronze ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: Bus Shelter: You Are Here Route Map

Campaign

18 Out-of-Home, Campaign

Award: Silver ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: Taxi Cabs

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: HTC
Title: YOU

Award: Bronze ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: 2-sheets: equations

Award: Bronze ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: Billboards: Stow Cellular, Gluteus Maximus, World Treadmill, Therapy

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OUT-OF-HOME

Award: Bronze ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: Bus Shelters: Cannonball, Ping-Pong, Tip-Toes and Shoeprints

NON-TRADITIONAL ADVERTISING

Single

20 A

Award: Silver ADDY® Award
Entrant: Best Company Ever, Inc.
Advertiser: LifeStyles Condoms
Title: Condom Fairy

Award: Silver ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: Spend Less Remote Control Plane Banner

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Sony PlayStation
Title: Killzone 2 4D

CONSUMER OR TRADE PUBLICATION

Spread, Multiple Page or Insert

23 B Four-color

Award: Gold ADDY® Award
Entrant: David&Goliath
Advertiser: Mammoth Mountain Resort
Title: Birds of Mammoth

Campaign

24 B Four-Color

Award: Silver ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: First of its Kind

Award: Bronze ADDY® Award
Entrant: Walton Isaacson
Advertiser: Lexus
Title: Lexus December Sales Event (Hispanic Campaign)

Magazine Self-Promotion (Consumer or Trade Publication)

25 A Single

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Teleflora
Title: Save The Florists

25 B Campaign

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: POM Wonderful
Title: POMx Pills Print Campaign

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Teleflora
Title: Save The Florists

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CONSUMER OR TRADE PUBLICATION

NEWSPAPER

Campaign

30 A Black and White

Award: Bronze ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: New Way to Roll

INTERACTIVE MEDIA

Websites, B-to-B Flash

32 A Products

Award: Silver ADDY® Award
Entrant: The Visionaire Group
Advertiser: Lionsgate Entertainment
Title: Daybreakers Theatrical Website

32 C Services

Award: Bronze ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: The Realm

Award: Bronze ADDY® Award
Entrant: Zeesman Communications Inc
Advertiser: Zeesman Communications
Title: Zeesman Communications Website

Websites, Consumer Flash

34 A Products

Award: Gold ADDY® Award
Entrant: The Visionaire Group
Advertiser: Emblaze Mobile
Title: Else Mobile Website

Award: Silver ADDY® Award
Entrant: Famous Interactive
Advertiser: Chiquita Brands International
Title: Eat A Chiquita

Award: Bronze ADDY® Award
Entrant: The1stMovement LLC
Advertiser: Cisco Systems
Title: Cisco Digital Cribs

Award: Bronze ADDY® Award
Entrant: Rapp
Advertiser: Mattel, Inc.
Title: Barbie Pink Ticket Party

34 C Services

Award: Silver ADDY® Award
Entrant: BLITZ
Advertiser: Adobe Systems Inc.
Title: Adobe 'PeaPods' Planting My Ideas

Award: Bronze ADDY® Award
Entrant: Sensis Agency
Advertiser: Sempra Energy
Title: Sempra Energy Renewable Energy Microsite

Websites, Consumer HTML/Other

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INTERACTIVE MEDIA

35 A Products

Award: Silver ADDY® Award
Entrant: BLITZ
Advertiser: Activision
Title: Guitar Hero Global Franchise Hub

35 B Outlets

Award: Silver ADDY® Award
Entrant: BLITZ
Advertiser: Starbucks
Title: Starbucks Shared Planet

Award: Bronze ADDY® Award
Entrant: The1stMovement LLC
Advertiser: Cisco Systems / Ogilvy
Title: Cisco Video Lounge

Online

36 A Banners / Pop-ups / Screensavers

Award: Gold ADDY® Award
Entrant: The Visionaire Group
Advertiser: Lionsgate Entertainment
Title: Daybreakers - Break.com Takeover

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Paramount Farms
Title: Get Crackin' Web Banners

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Teleflora
Title: Talking Flowers Branded Canvas

Award: Bronze ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: Emerald Cities Banner

Award: Bronze ADDY® Award
Entrant: The Visionaire Group
Advertiser: Lionsgate Entertainment
Title: Gamer - CraveOnline.com Takeover

Award: Bronze ADDY® Award
Entrant: The Visionaire Group
Advertiser: Universal Pictures
Title: Bruno MySpace Homepage Takeover

36 C Micro or Mini Sites

Award: Bronze ADDY® Award
Entrant: The Phelps Group
Advertiser: Panasonic
Title: Panasonic Experience Website

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Anthem Blue Cross/Blue Shield
Title: We Exist Microsite

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Anthem Blue Cross/Blue Shield
Title: Health Footprint Microsite

36 D Online Games

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INTERACTIVE MEDIA

Award: Silver ADDY® Award
Entrant: Rapp
Advertiser: Toyota Motor Sales
Title: Third Generation Toyota Prius Touch And Go Facebook App

Award: Bronze ADDY® Award
Entrant: Walt Disney Parks & Resorts Online
Advertiser: Disney Parks
Title: The Great Piggy Bank Adventure

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Paramount Farms
Title: Crac-Man Game

36 H Internet Commercials

Award: Silver ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: Field Trip

Award: Silver ADDY® Award
Entrant: Best Company Ever, Inc.
Advertiser: LifeStyles Condoms
Title: Condom Fairy

Award: Bronze ADDY® Award
Entrant: united front, llc
Advertiser: NAMCO BANDAI Games America, Inc.
Title: TEKKEN 6: "Motivation"

Award: Bronze ADDY® Award
Entrant: Ogilvy West
Advertiser: ampm
Title: Frank

Award: Bronze ADDY® Award
Entrant: Ogilvy West
Advertiser: ampm
Title: Mom Jeans

Award: Bronze ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: Traffic

Award: Bronze ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: The Doctor Is In

Award: Bronze ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: Town Hall

Award: Bronze ADDY® Award
Entrant: Tool of North America
Advertiser: Nature Valley
Title: Nature Valley "Back to the Wild"

Award: Bronze ADDY® Award
Entrant: Tool of North America
Advertiser: Factory Design Labs
Title: Factory Design Labs "Powder"

36 I Webisodes

Award: Silver ADDY® Award
Entrant: Rapp
Advertiser: Toyota Motor Sales
Title: 48 Hours in the fifth generation 4Runner

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INTERACTIVE MEDIA

Award: Bronze ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: Moochie

Websites / Online

37 Campaign

Award: Silver ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: A Town Transformed

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Paramount Farms
Title: Get Crackin' Website

Interactive Multimedia (CD/DVD)

38 B Consumer

Award: Gold ADDY® Award
Entrant: BLITZ
Advertiser: John Mayer
Title: John Mayer Augmented Reality

Award: Gold ADDY® Award
Entrant: BLITZ
Advertiser: FOX
Title: Dollhouse Virtual Echo AIR and Augmented Reality App

RADIO

Local (one metro)

39 B :60 or more

Award: Gold ADDY® Award
Entrant: David&Goliath
Advertiser: Mammoth Mountain Resort
Title: White

Regional/National

41 B :60 or more

Award: Bronze ADDY® Award
Entrant: Orca
Advertiser: Jack in the Box
Title: Desert

Award: Bronze ADDY® Award
Entrant: Orca
Advertiser: Jack in the Box
Title: Memories

Award: Bronze ADDY® Award
Entrant: Orca
Advertiser: Jack in the Box
Title: Inspiration

Award: Bronze ADDY® Award
Entrant: Orca
Advertiser: Jack in the Box
Title: Diminutive

TELEVISION

Local, Single (one DMA)

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11 Los Angeles

TELEVISION

44 A :15 or less

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: P&G
Title: OLD SPICE 'KISS'

44 B :30

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: CAREERBUILDER.COM
Title: CAREER BUILDER "CASUAL FRIDAY"

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: CAREERBUILDER.COM
Title: CAREERBUILDER.COM "WORST SEAT"

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: P&G
Title: OLD SPICE "SCENTS FOR GENTS"

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: STARBURST
Title: STARBURST "KILT"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: GUINNESS
Title: GUINNESS "SLIDE"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: GENERAL MILLS
Title: FRUIT BY THE FOOT "REPLACEMENT"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: CAREERBUILDER.COM
Title: CAREERBUILDER.COM "BOSS"

Award: Bronze ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Disney Parks and Resorts
Title: Dragon Dreams

Award: Bronze ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Disney Parks and Resorts
Title: Villains

Award: Bronze ADDY® Award
Entrant: Walton Isaacson
Advertiser: Lexus
Title: Lexus GX Action Hero

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: HBO
Title: HBO "PENTHOUSE"

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: WM WRIGLEY JR.
Title: WRIGLEY "ZING"

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: CANON
Title: CANON "BEYOND THE STILL"

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11 Los Angeles

TELEVISION

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: YUM! BRANDS
Title: WORLD FOOD PROGRAM 'WORLD FOOD'

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: UNITED STATES AIR FORCE
Title: US AIRFORCE "CSAR"

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: LEXUS
Title: LEXUS "HELLO SOMEDAY"

44 C :60 or more

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: CAREERBUILDER.COM
Title: CAREER BUILDER 'TIPS'

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: PUMA
Title: PUMA "LIFT"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: VERIZON WIRELESS
Title: VERIZON "STEALTH"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: ADIDAS
Title: ADIDAS F-150

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: X BOX
Title: XBOX "THE LIFE"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: ACTIVISION
Title: ACTIVISION "CAPTIVITY"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: JORDAN BRAND
Title: BRAND JORDAN "SLAP"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: BRAND JORDAN
Title: BRAND JORDAN "FIELD GENERAL"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: JORDAN BRAND
Title: BRAND JORDAN "GET YOUR BASKETBALL ON"

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: CARS.COM
Title: CARS.COM "DAVID ABERNATHY"

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: WRIGLEYS
Title: ORBIT "DUSTY"

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TELEVISION

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** PEPSI
- Title:** PEPSI "PASS"

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** PEPSI
- Title:** PEPSI "REFRESH"

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** LG
- Title:** LG "FREEDOM"

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** BARCLAYS
- Title:** BARCLAY "FAKE"

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** ITV
- Title:** ITV "BRIGHTER SIDE"

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** The Absolut Company
- Title:** ABSOLUT "ANTHEM"

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** LG
- Title:** LG "BULL RIDE"

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** CADBURY
- Title:** CADBURY "EYEBROWS"

- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** PIMMS
- Title:** PIMMS "THE CALL UP"

Local

45 Campaign

- Award:** Silver ADDY® Award
- Entrant:** David&Goliath
- Advertiser:** Infinium Spirits/Seagram's Vodka
- Title:** Rivalries

Regional/National TV, Single

47 A Consumer Products

- Award:** Silver ADDY® Award
- Entrant:** David&Goliath
- Advertiser:** Kia Motors America
- Title:** New Way to Roll

- Award:** Silver ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** HTC
- Title:** YOU

- Award:** Silver ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** HTC
- Title:** First Thing

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TELEVISION

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: Sony PlayStation
Title: Candle

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: Sony PlayStation
Title: Boom

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Paramount Farms
Title: Get Crackin'- Dominatrix

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Fire Station Agency/ Paramount Farms
Title: Get Crackin'- Wee Man

Award: Bronze ADDY® Award
Entrant: yU + co.
Advertiser: Ubisoft
Title: Teenage Mutant Ninja Turtles: Smash-Up

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Paramount Farms
Title: Get Crackin'- Beauty Queen

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Paramount Farms
Title: Get Crackin'- Mobster

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Teleflora
Title: Talking Flowers

Award: Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Teleflora
Title: Teleflora Christmas

Award: Bronze ADDY® Award
Entrant: duckpunk productions, inc.
Advertiser: Li Ning
Title: What are you scared of

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Sony PlayStation
Title: InFamous - Graphic Novel

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Sony PlayStation
Title: Bullet

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Sony PlayStation
Title: Montage

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Diet Dr Pepper
Title: Unbelievable

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TELEVISION

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Dr Pepper
Title: Dr Dre

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Dr Pepper
Title: Dr Love

47 B Consumer Outlets

Award: Gold ADDY® Award
Entrant: Mendelsohn Zien Advertising
Advertiser: Hardee's
Title: Hardee's Biscuit Holes 'A vs. B'

47 C Consumer Services

Award: Silver ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: Field Trip

Award: Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: DIRECTV
Title: Charge More

Award: Bronze ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: Survive

Award: Bronze ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: The Doctor Is In

Award: Bronze ADDY® Award
Entrant: Ogilvy West
Advertiser: Cisco Systems, Inc.
Title: Town Hall

Award: Bronze ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: Emerald Citites

Award: Bronze ADDY® Award
Entrant: Castells & Asociados
Advertiser: Time Warner Cable
Title: Mom

Award: Bronze ADDY® Award
Entrant: Castells & Asociados
Advertiser: Time Warner Cable
Title: Designer

Award: Bronze ADDY® Award
Entrant: PowerShot Productions
Advertiser: city National Bank
Title: The City National Experience TV Coffee Bean

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: DIRECTV
Title: Bank Robbery

Award: Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: DIRECTV
Title: Tommy Boy

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TELEVISION

Regional/National TV Campaigns

48 A Consumer Products

- Award:** Silver ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** Sony PlayStation
- Title:** Dear PlayStation - Desperate Dad, Grandma, Rumor Monger

- Award:** Silver ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** Sony PlayStation
- Title:** Dear PlayStation - Movie, Vlad, Job Applicant

- Award:** Bronze ADDY® Award
- Entrant:** Fire Station Agency
- Advertiser:** Paramount Farms
- Title:** Get Crackin' Campaign

48 C Consumer Services

- Award:** Silver ADDY® Award
- Entrant:** Ogilvy West
- Advertiser:** Cisco Systems, Inc.
- Title:** A Town Transformed

- Award:** Silver ADDY® Award
- Entrant:** Campbell-Ewald
- Advertiser:** Kaiser Permanente
- Title:** Emerald Cities / Invest /Connected

- Award:** Silver ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** DIRECTV
- Title:** NFL Support Group - Tube Socks, Bladder, Promise Land

- Award:** Silver ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** DIRECTV
- Title:** NFL Support Group - Referee, Time Travel

- Award:** Silver ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** DIRECTV
- Title:** Empty Cable Suit - Working Late, Look Around, Irregardless

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

MIXED/MULTIPLE MEDIA

B-to-B Regional / National

52

- Award:** Bronze ADDY® Award
- Entrant:** The Phelps Group
- Advertiser:** Panasonic
- Title:** Panasonic 85 Inch Pro Plasma Launch

Consumer, Regional / National

54

- Award:** Gold ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** Diet Dr Pepper
- Title:** We Exist

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MIXED/MULTIPLE MEDIA

- Award:** Silver ADDY® Award
Entrant: Fire Station Agency
Advertiser: Paramount Farms
Title: Get Crackin' Integrated Campaign
- Award:** Silver ADDY® Award
Entrant: Deutsch LA
Advertiser: Sony PlayStation
Title: MLB 09 The Show
- Award:** Bronze ADDY® Award
Entrant: Fire Station Agency
Advertiser: Teleflora
Title: Talking Flowers Integrated Campaign
- Award:** Bronze ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: Soul - A New Way to Roll
- Award:** Bronze ADDY® Award
Entrant: Walton Isaacson
Advertiser: Lexus
Title: Lexus ISC Campaign (African American and Hispanic)
- Award:** Bronze ADDY® Award
Entrant: Walton Isaacson
Advertiser: Lexus
Title: Lexus HS Campaign (African American)
- Award:** Bronze ADDY® Award
Entrant: Deutsch LA
Advertiser: Sony PlayStation
Title: Killzone 2
-

ADVERTISING FOR THE ARTS &

Broadcast/Electronic

57 D Interactive

- Award:** Bronze ADDY® Award
Entrant: The Ballpark
Advertiser: Orange County Fair/Al's Brain Exhibit
Title: Adventures Of Al's Brain

Non-Traditional

59

- Award:** Gold ADDY® Award
Entrant: Nydrle
Advertiser: Chambers Hotel
Title: Chambers Hotel
-

PUBLIC SERVICE

Broadcast/Electronic

64 A TV

- Award:** Bronze ADDY® Award
Entrant: c.2K Medical
Advertiser: Department of Health and Human Services
Title: Hazmat

64 D Interactive

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PUBLIC SERVICE

Award: Bronze ADDY® Award
Entrant: Weston/Mason
Advertiser: American Heart Association
Title: Be The Beat

Out-of-Home

65

Award: Bronze ADDY® Award
Entrant: Weston/Mason
Advertiser: American Heart Association
Title: Be The Beat

Non-Traditional

66

Award: Bronze ADDY® Award
Entrant: Rapp
Advertiser: Generosity Water
Title: Dog Bowls

Direct Marketing, Specialty Items

67

Award: Bronze ADDY® Award
Entrant: Rapp
Advertiser: Generosity Water
Title: Dog Bowls

Campaign

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

Award: Bronze ADDY® Award
Entrant: duckpunk productions, inc.
Advertiser: The California Dep of Health
Title: Second-hand Smoking Campaign

68 B Mixed / Multiple Media Campaign (for categories 62-67)

Award: Bronze ADDY® Award
Entrant: Weston/Mason
Advertiser: American Heart Association
Title: Be The Beat

ADVERTISING INDUSTRY SELF-

Creative Services and Industry Suppliers

69 B Stationery Package

Award: Gold ADDY® Award
Entrant: Fire Station Agency
Advertiser: Fire Station Agency
Title: Fire Station Business Cards

69 E Broadcast

Award: Silver ADDY® Award
Entrant: Mr. Big Film, Inc.
Advertiser: Mr. Big Film
Title: Leonard

Award: Bronze ADDY® Award
Entrant: Mr. Big Film, Inc.
Advertiser: Mr. Big Film
Title: Pet Casket

69 F Interactive

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ADVERTISING INDUSTRY SELF-

Award: Bronze ADDY® Award
Entrant: Bumpercar, Inc.
Advertiser: Bumpercar, Inc.
Title: Hispanic Arm Website

ELEMENTS OF ADVERTISING

Logo

72

Award: Bronze ADDY® Award
Entrant: Weston/Mason
Advertiser: american Heart Association
Title: Be The Beat

Sound

76 A Music Only

Award: Silver ADDY® Award
Entrant: STIMMUNG
Advertiser: MONSTER.COM
Title: MONSTER.COM "BATTLE"

Award: Bronze ADDY® Award
Entrant: Orci
Advertiser: Jack in the Box
Title: Dance

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: AT&T
Title: AT&T "Hansel & Gretel"

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: LADDERS.COM
Title: LADDERS "CHAIR"

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: LENDING TREE
Title: LENDING TREE "GREAT SCOTT"

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: PROPEL
Title: PROPEL "GAZELLE"

76 B Music with Lyrics

Award: Silver ADDY® Award
Entrant: Orci
Advertiser: Jack in the Box
Title: Dance

Award: Silver ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST "ANTHEM"

Award: Silver ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST "VOD"

Award: Silver ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST 'CD'

15 District Fifteen

11 Los Angeles

ELEMENTS OF ADVERTISING

Award: Silver ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST 'HD'

Award: Silver ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST 'HSI'

Award: Silver ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST 'MULTI'

76 C Sound Design

Award: Gold ADDY® Award
Entrant: STIMMUNG
Advertiser: CADILLAC
Title: CADILLAC "RE-IGNITION"

Award: Gold ADDY® Award
Entrant: STIMMUNG
Advertiser: MONSTER.COM
Title: MONSTER.COM 'BATTLE'

Award: Silver ADDY® Award
Entrant: STIMMUNG
Advertiser: CAREERBUILDER.COM
Title: CAREERBUILDER.COM "TIPS"

Award: Silver ADDY® Award
Entrant: STIMMUNG
Advertiser: WRIGLEY
Title: WRIGLEY "ZING"

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST "ANTHEM"

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST 'VOD'

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST 'CD'

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST 'HD'

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST 'HSI'

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: COMCAST
Title: COMCAST 'MULTI'

Award: Bronze ADDY® Award
Entrant: STIMMUNG
Advertiser: SPRINT
Title: SPRINT "LEAF BLOWER"

Cinematography

15 District Fifteen

11 Los Angeles

ELEMENTS OF ADVERTISING

77

Award: Bronze ADDY® Award
Entrant: PowerShot Productions
Advertiser: City National Bank
Title: The City National Experience TV Fred Roberts

STUDENT ADDY Categories

Out-of-Home

S04

Award: Student Bronze ADDY®
Entrant: Miranda Benner and Jon Hodges
Advertiser: Art Center College of Design
Title: Snickers Stretch Billboard

Award: Student Bronze ADDY®
Entrant: Brett & Krista Brown
Advertiser: Art Center College of Design
Title: Prep-H

Consumer or Trade Publication

S06 B Campaign (2 - 4 ads)

Award: Student Silver ADDY®
Entrant: Nathan Sansom
Advertiser: Otis College of Art and Design
Title: Sharpie

Award: Student Silver ADDY®
Entrant: Lucie Mamos, Natalia Naduris-Weissman, Karolin Moore
Advertiser: UCLA Extension
Title: Converse: Worn Torn Reborn

Award: Student Silver ADDY®
Entrant: Brett & Krista Brown
Advertiser: Art Center College of Design
Title: Athletes Against Steroids (AAS)

Award: Student Bronze ADDY®
Entrant: Brett & Krista Brown
Advertiser: Art Center College of Design
Title: Caterpillar (CAT) Scale Models

Award: Student Bronze ADDY®
Entrant: Brett & Krista Brown
Advertiser: Art Center College of Design
Title: Honda DN-01

Award: Student Bronze ADDY®
Entrant: ADDY Student Award
Advertiser: Art Center College of Design
Title: Q Tips Print Ad

Interactive Media

S08 C Online Advertising (Pop-Up/Banner/Email/Other)

Award: Student Silver ADDY®
Entrant: Olivier Agostini
Advertiser: Art Center College of Design - Pasadena
Title: "Dancing Mechanic"

Editorial Design

S09 A Cover

15 District Fifteen

11 Los Angeles

STUDENT ADDY Categories

Award: Student Bronze ADDY®
Entrant: Brett & Krista Brown
Advertiser: Art Center College of Design
Title: CMYK cover

Television

S11

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

Award: Student Gold ADDY®
Entrant: Gregg Casson
Advertiser: Art Center College of Design
Title: Motion Marriage

Award: Student Silver ADDY®
Entrant: Saman Keshavarz
Advertiser: Art Center College of Design
Title: Trigger Happy

Award: Student Bronze ADDY®
Entrant: Tarique Qayumi and Cameron Porsandeh
Advertiser: UCLA
Title: Like A Rolling Rock

Award: Student Bronze ADDY®
Entrant: Gregg Casson
Advertiser: Art Center College of Design
Title: Vault

Mixed Media

S12 Campaign

Award: Student Gold ADDY®
Entrant: Lucie Mamos, Natalia Naduris-Weissman, Karolin Moore
Advertiser: UCLA Extension
Title: Converse: Worn Torn Reborn

Award: Student Silver ADDY®
Entrant: Brett & Krista Brown
Advertiser: Art Center College of Design
Title: Mothers Against Drunk Driving (MADD)

Award: Student Silver ADDY®
Entrant: Brett & Krista Brown
Advertiser: Art Center College of Design
Title: Fiji Water

Award: Student Bronze ADDY®
Entrant: Brett & Krista Brown
Advertiser: Art Center College of Design
Title: TMZ Campaign

Award: Student Bronze ADDY®
Entrant: Brett & Krista Brown
Advertiser: Art Center College of Design
Title: USA Today
