

15 District Fifteen

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**SALES PROMOTION**

**Product or Service Sales Presentation**

**01 B Sales Kits or Product Information Sheets (See definition for**

**Award:** Gold ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Actively Safe Pop-up Book

**Award:** Bronze ADDY® Award  
**Entrant:** Haley Miranda Group  
**Advertiser:** Versus  
**Title:** Versus "Tour De France - High Gear" Promotion

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**COLLATERAL MATERIAL**

**Poster**

**09 A Single**

**Award:** Gold ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Noise

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**OUT-OF-HOME**

**Outdoor Board**

**14 A Flat**

**Award:** Silver ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Helio  
**Title:** Social Lubricant

**Award:** Silver ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Helio  
**Title:** Homie Device

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Saturn  
**Title:** Hybrid Tear-off Sheet

**14 C Other (Electronic, Digital, Moving, Animated and/or Supersized,**

**Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Kaiser Permanente  
**Title:** Sunflower Tri-Vision

**Vehicle Graphic**

**15 B Wrap**

**Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Farmers Buswrap

**Award:** Bronze ADDY® Award  
**Entrant:** TrashTalkFCM  
**Advertiser:** Ikea  
**Title:** Ikea

**Mass Transit**

**16 B Exterior**

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**Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Kaiser Permanente  
**Title:** Basketball Taxi Topper

16 C Shelter

**Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Kaiser Permanente  
**Title:** Generation XXL

Site

17 A Interior

**Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Kaiser Permanente  
**Title:** Gumbies & Chocobits

Campaign

18 Out-of-Home, Campaign

**Award:** Silver ADDY® Award  
**Entrant:** Ayzenberg Group  
**Advertiser:** Pasadena Water and Power  
**Title:** Pasadena Water and Power Outdoor Campaign

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NON-TRADITIONAL ADVERTISING (See

Single

20 A

**Award:** Silver ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** RX Actively Safe Storefront Projection

**Award:** Silver ADDY® Award  
**Entrant:** TrashTalkFCM  
**Advertiser:** Fedex  
**Title:** Fedex Cup in NYC

**Award:** Silver ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** CiCi's Pizza  
**Title:** Roto

**Award:** Bronze ADDY® Award  
**Entrant:** TrashTalkFCM  
**Advertiser:** Philips  
**Title:** Pop up Brushers for Sonicare

**Award:** Bronze ADDY® Award  
**Entrant:** TrashTalkFCM  
**Advertiser:** Philips/Philips Norelco Nivea Mosturizing Shaving System  
**Title:** Pop up Shavers

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Saturn  
**Title:** Planter Box

Campaign

20 B

**Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Kaiser Permanente  
**Title:** Bart Domination

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**Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Kaiser Permanente  
**Title:** Airport Domination

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**CONSUMER OR TRADE PUBLICATION**

**Full Page**

**22 B Four-color**

**Award:** Silver ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Helio  
**Title:** Bi-Textual

**Award:** Bronze ADDY® Award  
**Entrant:** McCann Erickson  
**Advertiser:** IHOP Restaurants  
**Title:** Syrup Bottle

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Saturn  
**Title:** Big Dummy

**Spread, Multiple Page or Insert**

**23 B Four-color**

**Award:** Gold ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** 8-Speed

**Award:** Gold ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Helio  
**Title:** The Mobile User's Guide to: The New Social Etiquette

**Award:** Silver ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Sound Wave

**Award:** Silver ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Molecular

**Award:** Silver ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Domino

**Award:** Silver ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** Burt

**Award:** Silver ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** Fenway

**Award:** Silver ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** Lambeau

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**Award:** Silver ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** Stadiums

**Award:** Bronze ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Intersection

**Award:** Bronze ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Balance

**Award:** Bronze ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Spectrum

**Campaign**

**24 B Four-Color**

**Award:** Gold ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** Sports Exclusive

**Award:** Silver ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Lexus Brand Print campaign

**Award:** Silver ADDY® Award  
**Entrant:** Ayzenberg Group  
**Advertiser:** Pasadena Water and Power  
**Title:** Pasadena Water and Power Print Campaign

**Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Flipped Car, Flooded, Fallen Tree, and Polecrash

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**NEWSPAPER**

**Full Page**

**27 B Color (any color besides black)**

**Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Courage (Southern California Wildfires)

**Spread or Multiple Page**

**28 B Color (any color besides black)**

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Saturn  
**Title:** Don't Buy It Because It's American

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**INTERACTIVE MEDIA**

**Web Sites, Consumer**

**33 A Flash**

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- Award:** Gold ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** DIRECTV
- Title:** Marv
  
- Award:** Silver ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** CiCi's Pizza
- Title:** YoRoto.com
  
- Award:** Bronze ADDY® Award
- Entrant:** Hello Design
- Advertiser:** Toyota USA
- Title:** Land Cruiser Experience

33 B HTML/Other

- Award:** Bronze ADDY® Award
- Entrant:** Hello Design
- Advertiser:** KCET
- Title:** WIRED Science
  
- Award:** Bronze ADDY® Award
- Entrant:** Hello Design
- Advertiser:** Southern California Institute of Architecture
- Title:** SCI-Arc
  
- Award:** Bronze ADDY® Award
- Entrant:** Sapient
- Advertiser:** Walt Disney Parks & Resorts Online
- Title:** Disneyworld Site Re-Launch

Online

34 A Banners / Pop-ups

- Award:** Silver ADDY® Award
- Entrant:** DDB
- Advertiser:** Activision
- Title:** Spider-Man Friend or Foe: Wedge-o-Meter
  
- Award:** Bronze ADDY® Award
- Entrant:** DDB
- Advertiser:** Activision
- Title:** Spider-Man Friend or Foe: Noogie Meter
  
- Award:** Bronze ADDY® Award
- Entrant:** Dentsu Next
- Advertiser:** American Suzuki Motor Corporation
- Title:** Peel Me

34 B E-Mails / E-Cards

- Award:** Bronze ADDY® Award
- Entrant:** Creative Productions
- Advertiser:** Toyota Motor Sales, USA
- Title:** MyToyota Birthday Promotion Email

34 C Micro or Mini Sites

- Award:** Bronze ADDY® Award
- Entrant:** BLITZ
- Advertiser:** Adobe Systems, Inc.
- Title:** Adobe CS3 Product Selector
  
- Award:** Bronze ADDY® Award
- Entrant:** DDB
- Advertiser:** Acitivision
- Title:** Call Of Duty 4: World Leaders Microsite
  
- Award:** Bronze ADDY® Award
- Entrant:** Jam Media LLC
- Advertiser:** Vizio, Inc.
- Title:** Vizio LT Micro site

34 H Internet Commercials (Run on the Internet Only)

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- Award:** Gold ADDY® Award
- Entrant:** RSA Films
- Advertiser:** Live Earth
- Title:** Save Our Selves PSA "Cow"
  
- Award:** Silver ADDY® Award
- Entrant:** DDB
- Advertiser:** Activision
- Title:** Call of Duty 4: World Leaders/Qaddafi
  
- Award:** Silver ADDY® Award
- Entrant:** Dentsu Next
- Advertiser:** Suzuki Automotive
- Title:** The Honkin' Bastard
  
- Award:** Bronze ADDY® Award
- Entrant:** DDB
- Advertiser:** Activision
- Title:** Call Of Duty 4: World Leaders/Putin
  
- Award:** Bronze ADDY® Award
- Entrant:** DDB
- Advertiser:** Activision
- Title:** Call Of Duty 4: World Leaders/Kim Jong Il
  
- Award:** Bronze ADDY® Award
- Entrant:** DDB
- Advertiser:** Activision
- Title:** Call Of Duty 4: World Leaders/Castro
  
- Award:** Bronze ADDY® Award
- Entrant:** DDB
- Advertiser:** Activision
- Title:** Call of Duty 4: World Leaders/Ahmadenijad
  
- Award:** Bronze ADDY® Award
- Entrant:** RSA Films
- Advertiser:** Freixenet
- Title:** Freixenet "The Key to Reserva"
  
- Award:** Bronze ADDY® Award
- Entrant:** RSA Films
- Advertiser:** HBO
- Title:** HBO "The Wall"
  
- Award:** Bronze ADDY® Award
- Entrant:** RSA Films
- Advertiser:** Live Earth
- Title:** Save Our Selves PSA "LORRAN e GE"

**Web / Online Campaign (2-4 of the above)**

35

- Award:** Silver ADDY® Award
- Entrant:** BLITZ
- Advertiser:** Linksys
- Title:** Where Life Connects Ezine & Site
  
- Award:** Silver ADDY® Award
- Entrant:** OgilvyWest
- Advertiser:** Cisco Systems, Inc.
- Title:** Road Warrior Melt Down, Doctor Mimi
  
- Award:** Bronze ADDY® Award
- Entrant:** DDB
- Advertiser:** Activision
- Title:** Call Of Duty 4: World Leaders/Putin, Kim Jong Il, Castro
  
- Award:** Bronze ADDY® Award
- Entrant:** DDB
- Advertiser:** Activision
- Title:** Call Of Duty 4: More World Leaders/Ahmadinejad, Qaddafi, Cheney

**Interactive Multimedia (CD/DVD)**

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36 B Consumer

**Award:** Silver ADDY® Award  
**Entrant:** Hello Design  
**Advertiser:** Intel Corporation  
**Title:** Intel BMW F1 Aerodynamics Table

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RADIO

Campaign

38

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Helio  
**Title:** Helio Radio

Regional/National

39 A :30

**Award:** Bronze ADDY® Award  
**Entrant:** World Wide Wadio  
**Advertiser:** A&E Television Networks  
**Title:** Don't Stop

**Award:** Bronze ADDY® Award  
**Entrant:** World Wide Wadio  
**Advertiser:** Twentieth Television  
**Title:** Freakin' Sweet!

39 B :60 or more

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Helio  
**Title:** Google Maps

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Helio  
**Title:** Desert Ballad

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Helio  
**Title:** Grand Opening

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TELEVISION

Campaign

43

**Award:** Silver ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** 4th Wall

Regional/National TV, single spots

45 A Consumer Products, Automotive (vehicles only)

**Award:** Gold ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Pop-up Book

**Award:** Gold ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** American Honda Motors Co.  
**Title:** Honda "Trashed"

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- Award:** Gold ADDY® Award
- Entrant:** MJZ
- Advertiser:** General Motors
- Title:** GM "Robot"
  
- Award:** Gold ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** General Motors Corporation
- Title:** Robot
  
- Award:** Gold ADDY® Award
- Entrant:** RSA Films
- Advertiser:** Jeep
- Title:** Jeep "Athem"
  
- Award:** Silver ADDY® Award
- Entrant:** Team One
- Advertiser:** Lexus
- Title:** See Music - Elvis Costello
  
- Award:** Silver ADDY® Award
- Entrant:** Team One
- Advertiser:** Lexus
- Title:** Instinct
  
- Award:** Silver ADDY® Award
- Entrant:** MJZ
- Advertiser:** Daimler Chrysler / Jeep
- Title:** Jeep "Pouring In"
  
- Award:** Bronze ADDY® Award
- Entrant:** Team One
- Advertiser:** Lexus
- Title:** Hydrant
  
- Award:** Bronze ADDY® Award
- Entrant:** Team One
- Advertiser:** Lexus
- Title:** Hospital
  
- Award:** Bronze ADDY® Award
- Entrant:** Team One
- Advertiser:** Lexus
- Title:** Slice
  
- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** Lexus
- Title:** Lexus "Hospital"
  
- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** Lexus
- Title:** Lexus "Hydrant"
  
- Award:** Bronze ADDY® Award
- Entrant:** MJZ
- Advertiser:** Hummer
- Title:** Hummer "Don't Blink"
  
- Award:** Bronze ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** Saturn
- Title:** Anthem
  
- Award:** Bronze ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** Saturn
- Title:** Money
  
- Award:** Bronze ADDY® Award
- Entrant:** Deutsch LA
- Advertiser:** Saturn
- Title:** The Weekend



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**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** Saturn  
**Title:** Super Right Sized

**Award:** Bronze ADDY® Award  
**Entrant:** Backyard Productions  
**Advertiser:** BMW  
**Title:** BMW "Balance"

**Award:** Bronze ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** Cadillac  
**Title:** Cadillac "Favorite Things"

**45 B Consumer Products, Apparel & Jewelry**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Nike  
**Title:** Nike "Addicted"

**Award:** Bronze ADDY® Award  
**Entrant:** Backyard Productions  
**Advertiser:** Under Armour  
**Title:** Under Armour "Gathering"

**45 C Consumer Products, Health, Beauty & Pharmaceuticals**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Axe  
**Title:** Axe "Chocolate Man"

**Award:** Silver ADDY® Award  
**Entrant:** Little Minx  
**Advertiser:** Proctor and Gamble  
**Title:** Pepto Bismol "Casting Call"

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Axe  
**Title:** Vice Squad

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** NatureMade  
**Title:** Grandma

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** NatureMade  
**Title:** Mommy Superhero

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** NatureMade  
**Title:** 53 Years

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Church and Dwight  
**Title:** Trojan "Pigs"

**45 D Consumer Products, Food**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Milk  
**Title:** Milk "The Straw"

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Skittles  
**Title:** Skittles "Stable"

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**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Skittles  
**Title:** Touch

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Milk  
**Title:** Milk "The Gum"

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Milk  
**Title:** Milk "Window"

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Milk  
**Title:** Milk "The Case"

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Wrigley  
**Title:** Cobalt

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Wrigley  
**Title:** Dark Rain

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Wrigleys  
**Title:** Flair

**45 E Consumer Products, Alcoholic Beverages**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Absolut  
**Title:** Absolut "Protest"

**Award:** Bronze ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** Heineken  
**Title:** Heineken "Keg"

**45 F Consumer Products, Non-Alcoholic Beverages**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Sprite  
**Title:** Sprite "Swimmer"

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Gatorade  
**Title:** Gatorade "Good Wade Bad Wade"

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Sprite  
**Title:** Sprite "Artist"

**Award:** Bronze ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** Cola-Cola  
**Title:** Sprite "Sublymonal At Home"

**Award:** Bronze ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** Coca Cola  
**Title:** Coke "Nascar"

**45 G Consumer Products, Retail Products**

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**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Pioneer  
**Title:** Pioneer "Mouth"

**Award:** Silver ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** Nike  
**Title:** Nike "Like Love"

**Award:** Silver ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** Dell  
**Title:** Dell "Engine"

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Motorola  
**Title:** Motorola 'Gimme'

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Pioneer  
**Title:** Pioneer 'Hand'

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Pioneer  
**Title:** Pioneer 'Heart'

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** Baywatch

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** Aliens

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** American Pie

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** DIRECTV  
**Title:** Entourage

**Award:** Bronze ADDY® Award  
**Entrant:** Jam Media LLC  
**Advertiser:** Vizio, Inc.  
**Title:** Vizio - Somewhere

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Mastercard  
**Title:** Dinner Out

**45 H Consumer Outlets, Retail Stores**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** JCPenney  
**Title:** JCPenney 'It's Magic'

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** JCPenney  
**Title:** JC Penney "Life Imitates Art"

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**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** JCPenney  
**Title:** JC Penney "Aviator"

**45 I Consumer Outlets, Restaurants**

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Burger King  
**Title:** Burger King "No Stopping"

**45 J Consumer Outlets, Supermarkets / Food Stores / Convenience**

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** ampm (BP, Inc)  
**Title:** Roommate

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** ampm (BP, Inc)  
**Title:** Promotion

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** ampm (BP, Inc)  
**Title:** Butler

**45 K Consumer Outlets, Retail Dealers**

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Dell  
**Title:** Dell "Colors"

**45 M Consumer Services, Media**

**Award:** Gold ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Monster.com  
**Title:** Good Fit

**Award:** Bronze ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** HBO  
**Title:** HBO "The Wall"

**45 N Consumer Services, Travel / Tourism**

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Southwest Airlines  
**Title:** Southwest Airlines "Get There"

**45 O Consumer Services, Entertainment / Lotteries**

**Award:** Bronze ADDY® Award  
**Entrant:** DDB  
**Advertiser:** Activision  
**Title:** Guitar Hero 3: Slash

**Award:** Bronze ADDY® Award  
**Entrant:** DDB  
**Advertiser:** Activision  
**Title:** Call Of Duty 4: World Leaders/Kim Jong Il

**Award:** Bronze ADDY® Award  
**Entrant:** World Wide Wadio  
**Advertiser:** Twentieth Television  
**Title:** Freakin' Sweet!

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Activision  
**Title:** Activision "Guitar Hero"

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**45 Q Consumer Services, Communications**

**Award:** Silver ADDY® Award  
**Entrant:** DDB  
**Advertiser:** Clearwire  
**Title:** Dart

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** Cisco Systems, Inc.  
**Title:** Hollywood

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** Cisco Systems, Inc.  
**Title:** Relief Worker

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** Cisco Systems, Inc.  
**Title:** Avenue Earth

**Award:** Bronze ADDY® Award  
**Entrant:** DDB  
**Advertiser:** Clearwire  
**Title:** Houdini

**45 R Consumer Services, Professional Services**

**Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Steve

**Award:** Bronze ADDY® Award  
**Entrant:** Matt Helfgott Productions / Dektor Film Group  
**Advertiser:** The National Jobbank  
**Title:** Office

**Award:** Bronze ADDY® Award  
**Entrant:** DDB  
**Advertiser:** Wells Fargo  
**Title:** Couch

**Award:** Bronze ADDY® Award  
**Entrant:** DDB  
**Advertiser:** Wells Fargo  
**Title:** Drive-Thru

**Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Morning Ritual

**Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Headwind

**Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Commute

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** AllState  
**Title:** All State 'Marina Towers'

**Award:** Bronze ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** HSBC  
**Title:** HSBC "Bad Boy"

**45 S Consumer Services, Health Care Services**

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**Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Kaiser Permanente  
**Title:** Kid Wisdom

**Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Kaiser Permanente  
**Title:** Saturday

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** UnitedHealthcare  
**Title:** Moving Floors

**45 T Consumer Services, Corporate / Institutional**

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** General Motors  
**Title:** GE 'Duet-Aircraft'

**Regional/National TV Campaigns**

**46 A Consumer Products (45A-45G)**

**Award:** Silver ADDY® Award  
**Entrant:** Grupo Gallegos  
**Advertiser:** California Milk Processor Board  
**Title:** California Milk Processor Board TV Campaign

**Award:** Bronze ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Actively Safe TV campaign

**Award:** Bronze ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** See Music campaign

**Award:** Bronze ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** Guinness  
**Title:** Guinness 'Ninja', 'Operations', 'UFO'

**Award:** Bronze ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** Rozerem  
**Title:** Rozerem 'Catch the Bus', 'Off to Work', 'Harmonica'

**Award:** Bronze ADDY® Award  
**Entrant:** Little Minx  
**Advertiser:** Milwaukee's Best  
**Title:** Milwaukee's Best 'Fishing', 'Soap', 'Rooftop'

**46 B Consumer Outlets (45H-45L)**

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** ampm (BP, Inc)  
**Title:** Promotion, Butler

**46 C Consumer Services (45M-45V)**

**Award:** Gold ADDY® Award  
**Entrant:** RSA Films  
**Advertiser:** HBO  
**Title:** HBO 'Surprise', 'Couple', 'Office'

**Award:** Silver ADDY® Award  
**Entrant:** Team One  
**Advertiser:** Lexus  
**Title:** Lexus/Golden Globes campaign

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- Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Steve, Singing Telegram
- Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** Cisco Systems, Inc.  
**Title:** Hollywood, Relief Worker, Avenue Earth
- Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Morning Ritual, Headwind & Commute

**Cinema Advertising**

**48 A Movie Trailers**

- Award:** Bronze ADDY® Award  
**Entrant:** Intralink  
**Advertiser:** New Line Cinema  
**Title:** 'The Golden Compass' Theatrical Trailer
- Award:** Bronze ADDY® Award  
**Entrant:** Intralink  
**Advertiser:** Universal Studios  
**Title:** 'American Gangster' Theatrical Trailer
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**MIXED MEDIA (Cross Platform)**

**Consumer, Local**

51

- Award:** Bronze ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Farmers Agent Mixed Media

**Consumer, Regional / National**

52

- Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Kaiser Permanente  
**Title:** Kaiser Mixed Media
- Award:** Silver ADDY® Award  
**Entrant:** CAMPBELL-EWALD  
**Advertiser:** Farmers  
**Title:** Farmers Brand Mixed Media
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**ADVERTISING FOR THE ARTS &**

**Broadcast/Electronic**

55 A TV

- Award:** Bronze ADDY® Award  
**Entrant:** Los Angeles Times Media Group  
**Advertiser:** Film Independent  
**Title:** Playground

**Campaign**

**59 A Single Medium Campaign (for categories 53-58)**

- Award:** Silver ADDY® Award  
**Entrant:** DDB  
**Advertiser:** Performances Magazine  
**Title:** Performances Magazine: Costumes, Melodrama, Monologues

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**Award:** Bronze ADDY® Award  
**Entrant:** DDB  
**Advertiser:** LA Stage Alliance  
**Title:** LA Stage Alliance: Feathers, Knives, Nail

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**PUBLIC SERVICE**

**Collateral**

**60 E Poster**

**Award:** Bronze ADDY® Award  
**Entrant:** DDB  
**Advertiser:** LA County Health  
**Title:** Wash Your Hands: Telephone Keypad

**Broadcast/Electronic**

**62 A TV**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Ad Council  
**Title:** Babies

**Award:** Bronze ADDY® Award  
**Entrant:** DDB  
**Advertiser:** LA County Health  
**Title:** Wash Your Hands: Dog

**62 C Audio / Visual**

**Award:** Bronze ADDY® Award  
**Entrant:** Kam Diba  
**Advertiser:** Coalition for a Sustainable Africa  
**Title:** CSAfrica Promo Video

**Campaign**

**66 A Single Medium Campaign (for categories 60-65)**

**Award:** Gold ADDY® Award  
**Entrant:** DDB  
**Advertiser:** tolerantworld.org  
**Title:** tolerantworld.org: Jack and Bill, Ms. Muffet, Young Arab Boy

**Award:** Gold ADDY® Award  
**Entrant:** DDB  
**Advertiser:** Teen Project  
**Title:** Teen Project: Phone Booth, Couch, Alley

**Award:** Bronze ADDY® Award  
**Entrant:** Golden Era Productions  
**Advertiser:** drugfreeworld.org  
**Title:** They Said/They Lied

**66 B Mixed / Multiple Media Campaign (for categories 60-65)**

**Award:** Bronze ADDY® Award  
**Entrant:** Fraser Communications  
**Advertiser:** Los Angeles Office of AIDS Programs and Policy; AHF  
**Title:** Stay Negative

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**ADVERTISING INDUSTRY SELF-**

**Creative Services and Industry Suppliers**

**67 F Interactive**

**Award:** Bronze ADDY® Award  
**Entrant:** Little Minx  
**Advertiser:** Little Minx  
**Title:** Little Minx Exquisite Corpse



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67 J Cards, Invitations or Announcements (Special Event Material)

**Award:** Bronze ADDY® Award  
**Entrant:** DDB  
**Advertiser:** Agency  
**Title:** DDB LA Holiday Party Invite: Business Cards

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**ELEMENTS OF ADVERTISING**

**Logo**

70

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch LA  
**Advertiser:** General Motors Corporation  
**Title:** Chevy Volt Logo

**Animation or Special Effects**

73 A Video, Film

**Award:** Bronze ADDY® Award  
**Entrant:** Intralink  
**Advertiser:** Warner Bros. Entertainment  
**Title:** 'The Dark Knight' Graphic Teaser

**Sound**

74 A Music Only

**Award:** Silver ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Gatorade  
**Title:** Gatorade "Thief"

**Award:** Silver ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Motorola  
**Title:** Motorola "Gimme"

**Award:** Silver ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** XBOX  
**Title:** XBOX "Believe"

**Award:** Silver ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Crest  
**Title:** Crest "Puppets"

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** BMW  
**Title:** BMW "Night Vision"

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** AMP  
**Title:** AMP 'Big Air Bones'

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** AMP  
**Title:** AMP "Bones"

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** AMP  
**Title:** AMP 'Camp'

74 C Sound Design

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- Award:** Gold ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Nike
- Title:** Nike Golf
  
- Award:** Silver ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Hewlett Packard
- Title:** Hewlett Packard "Michele Goundry"
  
- Award:** Silver ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Gatorade
- Title:** Gatorade 'Thief'
  
- Award:** Silver ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Wrigley's
- Title:** Wrigley's 'Cobalt'
  
- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Nike
- Title:** Nike "Anthem"
  
- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Nike
- Title:** Nike "Chalk"
  
- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** AMP
- Title:** AMP "Big Air Bones"
  
- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** AMP
- Title:** AMP 'Camp'
  
- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** AMP
- Title:** AMP 'Bones'
  
- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Wrigley's
- Title:** Wrigley's "Rain"
  
- Award:** Bronze ADDY® Award
- Entrant:** Stimmung
- Advertiser:** Wrigley's
- Title:** Wrigley's 'Fire'

**STUDENT ADDY Categories**

**Out-of-Home**

**S04**

- Award:** Student Gold ADDY®
- Entrant:** Elvira Marin
- Advertiser:** UCLA Extension
- Title:** IKEA Home Decoration
  
- Award:** Student Gold ADDY®
- Entrant:** Jorge Bache
- Advertiser:** Art Center College of Design
- Title:** Aveda

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**Award:** Student Gold ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** Borders

**Award:** Student Silver ADDY®  
**Entrant:** Dalit Saad  
**Advertiser:** Art Center College of Design  
**Title:** Curves

**Award:** Student Silver ADDY®  
**Entrant:** Alejandra Garibay  
**Advertiser:** Art Center College of Design  
**Title:** MADD stamps.

**Non-Traditional Advertising**

**S05**

**Award:** Student Gold ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** Speedo

**Award:** Student Silver ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** Indian Motorcycle

**Award:** Student Bronze ADDY®  
**Entrant:** Aaron Yuan  
**Advertiser:** Art Center College of Design  
**Title:** Coffee Cup

**Award:** Student Bronze ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** Crystal Geyser Bottle of Water

**Consumer or Trade Publication**

**S06 A Single Consumer or Trade Magazine Ad**

**Award:** Student Silver ADDY®  
**Entrant:** Chantal Olson  
**Advertiser:** Art Center College of Design  
**Title:** Simple Green

**Award:** Student Bronze ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** Seattle's Best

**Consumer or Trade Magazine Ad**

**S06 B Magazine Ad Campaign (2 to 4 ads)**

**Award:** Student Gold ADDY®  
**Entrant:** Dalit Saad  
**Advertiser:** Art Center College of Design  
**Title:** Saltine Crackers

**Award:** Student Gold ADDY®  
**Entrant:** Chantal Olson  
**Advertiser:** Art Center College of Design  
**Title:** Alliance

**Award:** Student Gold ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** Crystal Geyser Bottle of Water

**Award:** Student Silver ADDY®  
**Entrant:** Dalit Saad  
**Advertiser:** Art Center College of Design  
**Title:** Shout Wipes

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**Award:** Student Silver ADDY®  
**Entrant:** Dalit Saad  
**Advertiser:** Art Center College of Design  
**Title:** Echinacea

**Award:** Student Silver ADDY®  
**Entrant:** Chantal Olson  
**Advertiser:** Art Center College of Design  
**Title:** Trader Joe's

**Award:** Student Silver ADDY®  
**Entrant:** Alejandra Garibay  
**Advertiser:** Art Center College of Design  
**Title:** Vons Coupons

**Award:** Student Silver ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** California Avocados

**Award:** Student Silver ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** San Disk

**Award:** Student Bronze ADDY®  
**Entrant:** Alejandra Garibay  
**Advertiser:** Art Center College of Design  
**Title:** Miracle Gro

**Award:** Student Bronze ADDY®  
**Entrant:** Alejandra Garibay  
**Advertiser:** Art Center College of Design  
**Title:** Lays Chile & Limon

**Award:** Student Bronze ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** Battleship

**Newspaper**

**S07 C NP Ad/Insert Campaign (2 to 4 ads)**

**Award:** Student Silver ADDY®  
**Entrant:** Alejandra Garibay  
**Advertiser:** Art Center College of Design  
**Title:** Santa Monica Animal Shelter

**Radio**

**S10**

**Award:** Student Gold ADDY®  
**Entrant:** Christopher Bughi and Stephanie Simpson  
**Advertiser:** University of Southern California  
**Title:** Fandango: Automated Voice

**Television**

**S11**

**Award:** Student Gold ADDY®  
**Entrant:** Maximilian Gutierrez  
**Advertiser:** University of Southern California  
**Title:** Guinness "At Last"

**Award:** Student Gold ADDY®  
**Entrant:** Maximilian Gutierrez  
**Advertiser:** University of Southern California  
**Title:** Fox Sports 'Love Him For Who He Is'

**Award:** Student Gold ADDY®  
**Entrant:** Maximilian Gutierrez  
**Advertiser:** University of Southern California  
**Title:** Sealy 'Bachelor Party'

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**Award:** Student Gold ADDY®  
**Entrant:** Maximilian Gutierrez  
**Advertiser:** University of Southern California  
**Title:** PSP 'Urinal'

**Award:** Student Gold ADDY®  
**Entrant:** Cameron McHarg  
**Advertiser:** Art Center College of Design  
**Title:** Invisible Children

**Award:** Student Gold ADDY®  
**Entrant:** Chris Buongiorno  
**Advertiser:** Art Center College of Design  
**Title:** Skittles - 'Black Plague'

**Award:** Student Gold ADDY®  
**Entrant:** Brandon Kraines  
**Advertiser:** Group 101 Spots  
**Title:** Hotwire.com

**Award:** Student Silver ADDY®  
**Entrant:** Maximilian Gutierrez  
**Advertiser:** University of Southern California  
**Title:** Got Milk? "Milkman"

**Award:** Student Silver ADDY®  
**Entrant:** Maximilian Gutierrez  
**Advertiser:** University of Southern California  
**Title:** iPod + iTunes "Party Shuffle"

**Award:** Student Silver ADDY®  
**Entrant:** Joseph Ian Martinez  
**Advertiser:** Art Center College of Design  
**Title:** Big Bad...

**Award:** Student Silver ADDY®  
**Entrant:** Choong Lee  
**Advertiser:** Art Center College Of Design  
**Title:** Earth

**Award:** Student Silver ADDY®  
**Entrant:** Michael Tavarez  
**Advertiser:** Otis College of Art  
**Title:** Coca-Cola 'Bubble Dance'

**Award:** Student Silver ADDY®  
**Entrant:** Alice Park  
**Advertiser:** Art Center College of Design  
**Title:** 'G.G. Meeting'

**Award:** Student Silver ADDY®  
**Entrant:** Corlin Stubbs  
**Advertiser:** Art Center College of Design  
**Title:** Substance Hostage

**Award:** Student Silver ADDY®  
**Entrant:** Marjorie Cohen  
**Advertiser:** Art Center College of Design  
**Title:** "A Woman's World"

**Award:** Student Silver ADDY®  
**Entrant:** Jonas Mayabb  
**Advertiser:** Art Center College of Design  
**Title:** BLOWING SMOKE

**Award:** Student Silver ADDY®  
**Entrant:** Puneet Rakheja  
**Advertiser:** Art Center College of Design  
**Title:** Osmosis

**Award:** Student Silver ADDY®  
**Entrant:** Gregg Casson  
**Advertiser:** Art Center College of Design  
**Title:** Moving Day

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- Award:** Student Bronze ADDY®  
**Entrant:** Maximilian Gutierrez  
**Advertiser:** University of Southern California  
**Title:** E\*Trade 'Breakdancer'
- Award:** Student Bronze ADDY®  
**Entrant:** Maximilian Gutierrez  
**Advertiser:** University of Southern California  
**Title:** American Lung Association "Cloudy Day"
- Award:** Student Bronze ADDY®  
**Entrant:** Christina Won  
**Advertiser:** USC  
**Title:** The Voodoo That You Do
- Award:** Student Bronze ADDY®  
**Entrant:** Joseph Martinez  
**Advertiser:** Art Center College of Design  
**Title:** Fry Guy
- Award:** Student Bronze ADDY®  
**Entrant:** Ryan Pearson  
**Advertiser:** Art Center College of Design  
**Title:** Kiwi Polish 'Dominatrix'
- Award:** Student Bronze ADDY®  
**Entrant:** Ryan Pearson  
**Advertiser:** Art Center College of Design  
**Title:** United Nations "Silhouettes"
- Award:** Student Bronze ADDY®  
**Entrant:** Jennava Laska  
**Advertiser:** Art Center College of Design  
**Title:** BMW 'Designing the Future'
- Award:** Student Bronze ADDY®  
**Entrant:** Jennava Laska  
**Advertiser:** Art Center College of Design  
**Title:** Betty Crocker 'Christmas Everyday'
- Award:** Student Bronze ADDY®  
**Entrant:** Espen Bjorshol  
**Advertiser:** Art Center College of Design  
**Title:** Red Bull
- Award:** Student Bronze ADDY®  
**Entrant:** Jorge Bache  
**Advertiser:** Art Center College of Design  
**Title:** Washington Mutual
- Award:** Student Bronze ADDY®  
**Entrant:** michael freund  
**Advertiser:** art center college of design  
**Title:** BMW galoshes
- Award:** Student Bronze ADDY®  
**Entrant:** michael freund  
**Advertiser:** art center college of design  
**Title:** ralphs - anxiety
- Award:** Student Bronze ADDY®  
**Entrant:** michael freund  
**Advertiser:** art center college of design  
**Title:** ralphs - butch
- Award:** Student Bronze ADDY®  
**Entrant:** michael freund  
**Advertiser:** art center college of design  
**Title:** nofas - discovery
- Award:** Student Bronze ADDY®  
**Entrant:** michael freund  
**Advertiser:** art center college of design  
**Title:** nofas - healthy glass

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**Award:** Student Bronze ADDY®  
**Entrant:** michael freund  
**Advertiser:** art center college of design  
**Title:** ralphs - concerns

**Campaigns (Mixed Media)**

**S12**

**Award:** Student Silver ADDY®  
**Entrant:** Alejandra Garibay  
**Advertiser:** Art Center College of Design  
**Title:** House of Blues Up Close

**Award:** Student Bronze ADDY®  
**Entrant:** Michael Venezia  
**Advertiser:** Art Center College of Design  
**Title:** Tight Job Market? ("Lemonade Stand"/"Paperboy")

**Award:** Student Bronze ADDY®  
**Entrant:** michael freund  
**Advertiser:** art center college of design  
**Title:** Ralphs Campaign

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