

SALES PROMOTION

Product or Service Sales Presentation

01-A Catalog

Award: Bronze ADDY® Award

Entrant: designory.

Advertiser: Audi of America

Title: Audi Collection 2012 / 2013

COLLATERAL MATERIAL

Brochure

08-B Four-color

Award: Bronze ADDY® Award

Entrant: designory.

Advertiser: Audi of America

Title: A3 Brochure

Award: Bronze ADDY® Award

Entrant: designory.

Advertiser: Audi of America

Title: A4 Brochure

Award: Bronze ADDY® Award

Entrant: designory.

Advertiser: Audi of America

Title: A8 Brochure

Award: Bronze ADDY® Award

Entrant: designory.

Advertiser: Audi of America

Title: A6 Brochure

Award: Bronze ADDY® Award

Entrant: designory.

Advertiser: Audi of America

Title: A7 Brochure

Award: Bronze ADDY® Award

Entrant: designory.

Advertiser: Audi of America

Title: TT Brochure

Award: Bronze ADDY® Award

Entrant: designory.

Advertiser: Audi of America

Title: Q5 Brochure

Award: Bronze ADDY® Award
Entrant: designory.
Advertiser: Audi of America
Title: Q7 Brochure

Award: Silver ADDY® Award
Entrant: designory.
Advertiser: Audi of America
Title: allroad Brochure

Award: Silver ADDY® Award
Entrant: designory.
Advertiser: Audi of America
Title: Brand Book

Award: Silver ADDY® Award
Entrant: designory.
Advertiser: Audi of America
Title: Sports Brochure

Publication Design

09-D Magazine Design (Entire Magazine)

Award: Silver ADDY® Award
Entrant: designory.
Advertiser: Audi of America
Title: Audi Magazine 102

Award: Silver ADDY® Award
Entrant: designory.
Advertiser: Audi of America
Title: Audi Magazine 103

09-E Book Design (Entire Book)

Award: Bronze ADDY® Award
Entrant: Nichole FowlerCreative
Advertiser: Havas Worldwide
Title: Prosumer Report- Havas Worldwide-

DIRECT MARKETING

Business-to-Business or Consumer, Single

12-A Flat

Award: Bronze ADDY® Award
Entrant: Sonnentag Design
Advertiser: NBC Entertainment/Communications
Title: NBC Smash Press Kit

OUT-OF-HOME**Outdoor Board****15-A Flat****Award:** Bronze ADDY® Award**Entrant:** Disney's Yellow Shoes Creative Group**Advertiser:** Disney Parks & Resort**Title:** Disney Halloween Campaign**15-B Extension/Dimensional****Award:** Bronze ADDY® Award**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** CR-V Times Square Takeover**Award:** Silver ADDY® Award**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** The FIT EV "ON" Board**15-E Vehicle Graphic Advertising****Award:** Bronze ADDY® Award**Entrant:** Phelps**Advertiser:** City of Hope**Title:** City of Hope Train Wrap**Campaign****18 Out-of-Home, Campaign****Award:** Bronze ADDY® Award**Entrant:** Mission Control Group**Advertiser:** ArcLight Cinemas**Title:** 10 Year Anniversary Campaign**Award:** Gold ADDY® Award**Entrant:** David&Goliath**Advertiser:** Kia Motors America**Title:** Kia Optima Panoramic Sunroof

NON-TRADITIONAL ADVERTISING**Non-Traditional Advertising****20-A Single****Award:** Bronze ADDY® Award**Entrant:** AWESTRUCK Marketing Group**Advertiser:** Square Enix/Tomb Raider**Title:** Tomb Raider Archery Experience

Award: Gold ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Surprising Monsters Calling Home

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Camp Honda

Award: Silver ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: 5 Hours of Adriana Lima

20-B Campaign

Award: Bronze ADDY® Award
Entrant: Ignited
Advertiser: Activision
Title: Deadpool Video Game Launch

Award: Gold ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Pintermission

CONSUMER OR TRADE PUBLICATION

Fractional Page

21-B Four-color

Award: Bronze ADDY® Award
Entrant: R&R Partners
Advertiser: Hotel Nikko
Title: Hotel Nikko San Francisco - LGBT Ad

Full Page

22-B Four-color

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

Spread, Multiple Page or Insert

23-B Four-color

Award: Bronze ADDY® Award
Entrant: Walton Isaacson
Advertiser: Lexus
Title: Lexus: It's What's Next

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

Campaign**24-B Four-Color**

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

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: CR-V Leap List Print Campaign

DIGITAL ADVERTISING**Websites, Consumer****33-A Products**

Award: Bronze ADDY® Award
Entrant: mOcean
Advertiser: Disney Educational Productions
Title: Lincoln Learning Hub

Award: Gold ADDY® Award
Entrant: Ignited
Advertiser: Fisker Automotive
Title: Fisker Automotive Website

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Canon
Title: Canon Bart

33-B Outlets

Award: BEST OF SHOW ADDY® and Gold ADDY® Award
Entrant: Tool
Advertiser: JFK Presidential Library
Title: Clouds Over Cuba

Award: Silver ADDY® Award
Entrant: ZehnerGroup
Advertiser: Guy Hepner
Title: Guy Hepner Gallery

33-C Services

Award: Bronze ADDY® Award
Entrant: ZehnerGroup
Advertiser: MediaHound
Title: MediaHound

Micro Sites

35-A Products

Award: Bronze ADDY® Award
Entrant: R&R Partners
Advertiser: Western Digital
Title: Western Digital - Stream Tour Landing

Award: Bronze ADDY® Award
Entrant: The MADE Agency
Advertiser: Cellairis
Title: MeetTheTweetPunisher.com

35-B Outlets

Award: Bronze ADDY® Award
Entrant: Walt Disney Parks and Resorts Online
Advertiser: Walt Disney Parks and Resorts Online
Title: Carsland

Social Media

36-B Single Platform, Consumer

Award: Bronze ADDY® Award
Entrant: The Artists Company
Advertiser: Chevrolet
Title: Happy Grad

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

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Start Your Engines Sweepstakes

Award: Bronze ADDY® Award
Entrant: Tool
Advertiser: Help
Title: help I have the flu

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Pintermission

Award: Silver ADDY® Award
Entrant: RAPP
Advertiser: Nestle - Matt Keller
Title: Nescafe Memento Life Coach featuring

36-C Campaign

Award: Bronze ADDY® Award
Entrant: The MADE Agency
Advertiser: Cellairis
Title: Tweet Punisher

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Surprising Monsters Calling Home

Apps

37-A Tablet

Award: Silver ADDY® Award
Entrant: Zambezi
Advertiser: Champs Sports
Title: SWAG

37-B Web-based (Browser)

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Start Your Engines Sweepstakes

Advertising and Promotion

38-A Banners, Rich Media

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: 2012 Honda Racing

38-B Banners, Standard

Award: Bronze ADDY® Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Myth

Award: Bronze ADDY® Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Ridgeline - Blueprint

Award: Bronze ADDY® Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Odyssey - Thirsty

Video

39-A Webisodes

Award: Bronze ADDY® Award

Entrant: Omelet

Advertiser: Whole Foods Market: Southern Pacific Region

Title: Whole Foods: Love Local, "One Wine"

39-B Commercials

Award: Bronze ADDY® Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: TERII Anti-Theft Negotiator (April Fools

Award: Bronze ADDY® Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Matthew's Day Off - Extended

Award: Bronze ADDY® Award

Entrant: Omelet

Advertiser: Sony

Title: Sony X Headphones: The Soul and

Award: Silver ADDY® Award

Entrant: Psychic Bunny

Advertiser: Rad Dragon

Title: Shove Pro

Award: Silver ADDY® Award
Entrant: Deutsch
Advertiser: Sony PlayStation
Title: The All-Star

Award: Silver ADDY® Award
Entrant: Denizen Company
Advertiser: Qualcomm Snapdragon
Title: Snapdragon Presents: Around the World

39-D Branded content, more than 60 seconds

Award: Bronze ADDY® Award
Entrant: Matter, Inc.
Advertiser: Norton by Symantec
Title: Cybergeddon

Award: Bronze ADDY® Award
Entrant: Granfalloon
Advertiser: Buick & The NCAA
Title: Buick Human Highlight Reel

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Old Spice
Title: Old Spice Muscle Music

Award: Silver ADDY® Award
Entrant: The Marketing Arm
Advertiser: Pepsi (Pepsi MAX)
Title: Pepsi MAX "Uncle Drew"

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: Surprising Monsters Calling Home

Award: Silver ADDY® Award
Entrant: Maker Studios
Advertiser: Universal Pictures' PITCH PERFECT
Title: "Starships" performed by Mike Tompkins,

Campaign

41 Campaign (for categories 32A-40C)

Award: Bronze ADDY® Award
Entrant: RPA
Advertiser: Farmers Insurance
Title: Start Your Engines Sweepstakes

Award: Bronze ADDY® Award
Entrant: Omelet
Advertiser: Whole Foods Market: Southern Pacific Region
Title: Love Local

Award: Gold ADDY® Award
Entrant: mOcean
Advertiser: Warner Brothers Interactive Entertainment
Title: Lego Lord of the Rings Digital Campaign

RADIO**Regional/National****43-B :60 or more**

Award: Bronze ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Disney Parks & Resorts
Title: Mater Bells Radio

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

TELEVISION**Local (one DMA)****45-B :30**

Award: Bronze ADDY® Award
Entrant: R&R Partners
Advertiser: OC Fair
Title: OC Fair - Farmer

45-C :60 or more

Award: Silver ADDY® Award
Entrant: Supply & Demand
Advertiser: (In-House) Spec for Durex
Title: Durex - Protect Yourself

Regional/National TV, Single**47-A Products**

Award: Bronze ADDY® Award
Entrant: Deutsch
Advertiser: Sony PlayStation
Title: Cubs Win

Award: Bronze ADDY® Award
Entrant: Siltanen & Partners Advertising
Advertiser: Skechers
Title: Underdog

Award: Bronze ADDY® Award
Entrant: Deutsch
Advertiser: Volkswagen
Title: Vet

Award: Bronze ADDY® Award
Entrant: Arcana Academy
Advertiser: Sealy, Inc.
Title: Good Neighbors

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

Award: Bronze ADDY® Award
Entrant: R&R Partners
Advertiser: Fox Networks
Title: Big Ten Network 2Go - Take Them With

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Kia
Title: Kia Bringing Down the House

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Acura
Title: Acura Transactions

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Sony Playstation
Title: Playstation Train

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Intel
Title: Intel Ode About You

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Pepsi
Title: Pepsi Now In The Moment

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: BGH
Title: BGH Summer Hater

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Audi
Title: Audi Kelvin Vampire Party

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Cadbury
Title: Cadbury Joyville

Award: Gold ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: Drive the Dream

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Puma
Title: Puma Surfing

Award: Silver ADDY® Award
Entrant: Deutsch
Advertiser: Sony PlayStation
Title: The All-Star

Award: Silver ADDY® Award
Entrant: Arcana Academy
Advertiser: Sealy, Inc.
Title: Tester

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Comcast
Title: Comcast Swim

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Snickers
Title: Snickers Horseless Headsman

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Budweiser
Title: Budweiser Eternal Optimism

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Heineken
Title: Heineken The Express

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Nike
Title: Nike Rise Above

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: XBOX
Title: XBOX The Commissioning

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Canon
Title: Canon Inspired

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Toyota
Title: Toyota Reinvented

47-C Services

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

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Time Warner
Title: Time Warner Rain

Regional/National TV Campaigns

48-A Products

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: DirecTV
Title: DirecTV Platoon Funeral Wig Shop

Award: Silver ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: Blake Time Travels

48-C Services

Award: Bronze ADDY® Award
Entrant: MJZ
Advertiser: Delta
Title: Delta "NY Anthem" "Up"

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: DirecTV
Title: DirecTV Roadside Ditch Stray Animal

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Nextel
Title: Nextel Eyes Couple

Cinema Advertising

50-B In-Theatre Commercials or Slides

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

Award: Bronze ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: Bringing Down the House

Award: Gold ADDY® Award
Entrant: David&Goliath
Advertiser: Kia Motors America
Title: Drive the Dream

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: Newport Beach Film Festival
Title: Muse

INTEGRATED CAMPAIGNS

Consumer, Regional / National

54 Consumer, Regional / National

Award: Bronze ADDY® Award
Entrant: Sonnentag Design
Advertiser: NBC Entertainment/Communications
Title: 2012 NBC Emmy Campaign

Award: Bronze ADDY® Award
Entrant: Phelps
Advertiser: Tahiti Tourisme North America
Title: Privacy. The Ultimate Luxury.

Award: Bronze ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Disney Parks & Resorts
Title: Disney Just Got Happier Campaign

Award: Bronze ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Disney Parks & Resort
Title: Disney Holiday Campaign

Award: Bronze ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Disney Parks & Resort
Title: Cars Land Campaign

Award: Bronze ADDY® Award
Entrant: Omelet
Advertiser: Sony
Title: Sony X Headphones

Award: Bronze ADDY® Award
Entrant: The Cavalry Prouctions
Advertiser: T-Mobile
Title: T-Mobile's Rooftop Commercial Shoot

Award: Bronze ADDY® Award
Entrant: The Cavalry Prouctions
Advertiser: Chevrolet
Title: Chevy Sonic Urban Art

Award: Gold ADDY® Award
Entrant: RPA
Advertiser: American Honda Motor Co., Inc.
Title: CR-V Leap List Integrated Campaign

ADVERTISING FOR THE ARTS & SCIENCES

Broadcast/Electronic/Digital

57-A TV

Award: Silver ADDY® Award
Entrant: RPA
Advertiser: Newport Beach Film Festival
Title: Muse

PUBLIC SERVICE

Broadcast/Electronic/Digital

64-D Digital Advertising

Award: Bronze ADDY® Award
Entrant: Rania
Advertiser: National Domestic Violence Hotline
Title: Mistake

ADVERTISING INDUSTRY SELF-PROMOTION

Creative Services and Industry Suppliers

69-K Cards, Invitations or Announcements

Award: Bronze ADDY® Award
Entrant: TALMADGE
Advertiser: Self
Title: Happy Happy Holidays

Campaign

71-A Single Medium Campaign (for categories 69-70)

Award: Silver ADDY® Award
Entrant: Lew Robertson Productions
Advertiser: Lew Robertson
Title: Tastefully Twisted

ELEMENTS OF ADVERTISING

Copywriting

72 Copywriting

Award: Bronze ADDY® Award
Entrant: NBC OTS ISM&P
Advertiser: Canadian Tourism Commission & Ontario Tourism
Title: Canada Tourism "For The Fun Of It"

Visual

73-G Photography, Campaign

Award: Bronze ADDY® Award
Entrant: Disney's Yellow Shoes Creative Group
Advertiser: Disney Parks & Resorts
Title: Disney Dream Portrait Series

Sound

74-B Music with Lyrics

Award: Silver ADDY® Award
Entrant: Yessian Music
Advertiser: Anheuser-Busch, Inc.
Title: Budweiser "Eternal Optimism"

74-C Sound Design

Award: Bronze ADDY® Award
Entrant: Yessian Music
Advertiser: NBC-UNI
Title: NBC - The Voice "Vokal Kombat"

Digital Creative Technology

75-B Responsive Design

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

STUDENT ADDY Categories

Sales Promotion

S01-A Packaging

Award: Student Gold ADDY®
Entrant: Jordi Camps, California State University, Long Beach
Advertiser: California State University, Long Beach
Title: Den's Tea Packaging

Award: Student Bronze ADDY®
Entrant: Jeffrey Borden, California State University, Long Beach
Advertiser: California State University, Long Beach
Title: Scribblé Wine

Award: Student Silver ADDY®
Entrant: Stephanie Neri, The Art Institute of California - Hollywood
Advertiser: The Art Institute of California - Hollywood
Title: Dasani - Plant Bottle - Designed to make

Collateral Material**S04-A Poster**

Award: Student Bronze ADDY®
Entrant: Crystal Joyce, The Art Institute of California - Hollywood
Advertiser: The Art Institute of California - Hollywood
Title: Sticks & Stones May Break My Bones,

Award: Student Bronze ADDY®
Entrant: Crystal Joyce, The Art Institute of California - Hollywood
Advertiser: The Art Institute of California - Hollywood
Title: A Text That Bullies is a Text that Kills

Award: Student Silver ADDY®
Entrant: Sheida Koufigar, California State University, Long Beach
Advertiser: California State University, Long Beach
Title: World Trade Week Poster

Award: Student Silver ADDY®
Entrant: Crystal Joyce, The Art Institute of California - Hollywood
Advertiser: The Art Institute of California - Hollywood
Title: Maybe Christmas, Perhaps...

S05-D Publication Design, Magazine Design (Entire

Award: Student Bronze ADDY®
Entrant: John Hansel, The Art Institute of California - Hollywood
Advertiser: The Art Institute of California - Hollywood
Title: ARTIZINE Magazine Spring 2012

Consumer or Trade Publication**S09-A Single, Fractional page or Full Page**

Award: Student Bronze ADDY®
Entrant: Maximilian Giraldo, Art Center College of Design
Advertiser: Art Center College of Design
Title: Before Petzl

Award: Student Bronze ADDY®
Entrant: Eugene Kuperman, The Art Institute of California - Hollywood
Advertiser: The Art Institute of California - Hollywood
Title: United Against Genocide

Award: Student Silver ADDY®
Entrant: Nitzan Harel, California State University, Long Beach
Advertiser: California State University, Long Beach
Title: Dromophobia Hotline

Award: Student Silver ADDY®
Entrant: Crystal Joyce, The Art Institute of California - Hollywood
Advertiser: The Art Institute of California - Hollywood
Title: Sharpie - For Every Stage of Life

S09-B Campaign

Award: Student Bronze ADDY®
Entrant: Stephanie Neri, The Art Institute of California - Hollywood
Advertiser: The Art Institute of California - Hollywood
Title: Up Yours - Punk Graphic Exhibit

Award: Student Silver ADDY®
Entrant: Jeffrey Barry, The Book Shop
Advertiser: The Book Shop
Title: MorningStar Farms - Meat Is Deceiving

Award: Student Silver ADDY®
Entrant: Jane Pak, The Art Institute of California - Hollywood
Advertiser: The Art Institute of California - Hollywood
Title: Get Ziplock

Newspaper**S10-C Campaign**

Award: Student Silver ADDY®
Entrant: William Zamora, Art Center College of Design
Advertiser: Art Center College of Design
Title: Burn Page

Television**S13-A Single**

- Award:** Student Gold ADDY®
Entrant: Patrick Wynne, Art Center College of Design
Advertiser: Art Center College of Design
Title: Death Gets a Samsung Galaxy Tab
- Award:** Student Gold ADDY®
Entrant: Will Kindrick, Art Center College of Design
Advertiser: Art Center College of Design
Title: The Goon Holler Guidebook!
- Award:** Student BEST OF SHOW ADDY® and Student Gold ADDY®
Entrant: Tim Hendrix, Art Center College of Design
Advertiser: Art Center College of Design
Title: Play Wherever Play is Needed
- Award:** Student Bronze ADDY®
Entrant: Win Bates, Loyola Marymount University
Advertiser: Loyola Marymount University
Title: First Flight
- Award:** Student Bronze ADDY®
Entrant: Win Bates, Loyola Marymount University
Advertiser: Loyola Marymount University
Title: Brut Confidence
- Award:** Student Bronze ADDY®
Entrant: Christopher Gilbert, Art Center College of Design
Advertiser: Art Center College of Design
Title: Coca Cola - Harvest
- Award:** Student Bronze ADDY®
Entrant: Ji Choi, Karine Grigorian, Art Center College of Design
Advertiser: Art Center College of Design
Title: Yankee Candle
- Award:** Student Bronze ADDY®
Entrant: Carlo Olivares Paganoni, Art Center College of Design
Advertiser: Art Center College of Design
Title: Teenocchio
- Award:** Student Bronze ADDY®
Entrant: Montana Mann, Art Center College of Design
Advertiser: Art Center College of Design
Title: Obsession

- Award:** Student Bronze ADDY®
Entrant: Elran Ofir, Art Center College of Design
Advertiser: Art Center College of Design
Title: Boddingtons-Swap Meet
- Award:** Student Bronze ADDY®
Entrant: Jon Hannigan&Maria Meehan, Art Center College of Design
Advertiser: Art Center College of Design
Title: Pollo Campero
- Award:** Student Bronze ADDY®
Entrant: Jae Yong Park, Art Center College of design
Advertiser: Art Center College of design
Title: Crush
- Award:** Student Bronze ADDY®
Entrant: Jae Yong Park, Art Center College of design
Advertiser: Art Center College of design
Title: Crush
- Award:** Student Bronze ADDY®
Entrant: Steffen Gruber, Art Center College of Design
Advertiser: Art Center College of Design
Title: Tupperware
- Award:** Student Bronze ADDY®
Entrant: Desiree Sisneros, Art Center College of Design
Advertiser: Art Center College of Design
Title: Fluffy Towels
- Award:** Student Bronze ADDY®
Entrant: Desiree Sisneros, Art Center College of Design
Advertiser: Art Center College of Design
Title: First Kiss
- Award:** Student Bronze ADDY®
Entrant: Desiree Sisneros, Art Center College of Design
Advertiser: Art Center College of Design
Title: Fresh Cut Roses
- Award:** Student Bronze ADDY®
Entrant: Desiree Sisneros, Art Center College of Design
Advertiser: Art Center College of Design
Title: Maytag

Award: Student Silver ADDY®
Entrant: Ellen Houlihan, Art Center College of Design
Advertiser: Art Center College of Design
Title: Todd Glass for GLSEN

Award: Student Silver ADDY®
Entrant: Dabbu V.K.Ramanujam, Art Center College of Design
Advertiser: Art Center College of Design
Title: Preservenergy

Award: Student Silver ADDY®
Entrant: Jefferson Stein, Art Center College of Design
Advertiser: Art Center College of Design
Title: TUMS "On Set"

S13-B Campaign

Award: Student Bronze ADDY®
Entrant: Desiree Sisneros, Art Center College of Design
Advertiser: Art Center College of Design
Title: Yankee Candle

Award: Student Silver ADDY®
Entrant: Christopher Gilbert, Art Center College of Design
Advertiser: Art Center College of Design
Title: Build a Bear Workshop - Relationships

Award: Student Silver ADDY®
Entrant: Christopher Ward Gilbert, Art Center College of Design
Advertiser: Art Center College of Design
Title: Stride - Fuels Nonstop Nonsense

Award: Student Silver ADDY®
Entrant: Will Kindrick, Art Center College of Design
Advertiser: Art Center College of Design
Title: Band-Aids Hospital Musical

Integrated Campaigns**S14-B Business-to-Consumer**

Award: Student Bronze ADDY®
Entrant: Reha Baydar, The Book Shop
Advertiser: The Book Shop
Title: Fill the Gaps (In Your World News) - AI

Award: Student Silver ADDY®
Entrant: Reha Baydar, The Book Shop
Advertiser: The Book Shop
Title: Bring the Farm Home - Farmigo.com

Elements of Advertising

S15 Copywriting

Award: Student Silver ADDY®
Entrant: Carlo Olivares Paganoni, Art Center College of Design
Advertiser: Art Center College of Design
Title: Teenocchio

S16-A Visual, Logo

Award: Student Silver ADDY®
Entrant: Jordi Camps, California State University, Long Beach
Advertiser: California State University, Long Beach
Title: Picaso's Deli & Art Logo

S16-G Visual, Photography, Campaign

Award: Student Bronze ADDY®
Entrant: Selin Uzal, Pepperdine University
Advertiser: Pepperdine University
Title: Bazil Jeans - Jeans Advertisement

Award: Student Silver ADDY®
Entrant: Selin Uzal, Pepperdine University
Advertiser: Pepperdine University
Title: Parfume Advertisement Photo - Runaway