

SALES PROMOTION

Product or Service Sales Presentation

01 B Sales Kits or Product Information Sheets

Award: Silver ADDY® Award
Entrant: ImageOne
Advertiser: FedEx/Kinkos
Title: Climb the Summit - Package(envelope, backpack box, ins

SALES PROMOTION

Audio/Visual Sales Presentation

04 Audio/Visual Sales Presentation

Award: Silver ADDY® Award
Entrant: Point7West
Advertiser: Trilogy/Shea Homes
Title: Trilogy 'Trilogy at the Vineyards' Promo Film

Award: Silver ADDY® Award
Entrant: Interthinx
Advertiser: Interthinx
Title: FSI: Fraud Scheme Investigation

COLLATERAL MATERIAL

Annual Report

06 B Four-color

Award: Silver ADDY® Award
Entrant: Spencer Lewis Marketing Group
Advertiser: San Bernardino County Employees' Retirement Associati
Title: On the Road to a Secure Retirement

COLLATERAL MATERIAL

Brochure

07 B Four-color

Award: Silver ADDY® Award
Entrant: The Skiver Group
Advertiser: Puerto Los Cabos
Title: Puerto Los Cabos Luxury Brochure

Award: Silver ADDY® Award
Entrant: Marshall Advertising and Design
Advertiser: Yamaha Motor Corporation, USA.
Title: 2007 Yamaha Utility ATV Brochure

Award: Silver ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: Makar Properties
Title: Corporate Collateral Brochure

Award: Gold ADDY® Award
Entrant: Greenhaus
Advertiser: DMB Realty/Marabou
Title: Marabou Brochure

COLLATERAL MATERIAL

Poster

09 A Single

Award: Gold ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: Wienerschnitzel
Title: Wiener Nationals-Traction Control

Award: Gold ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: Wienerschnitzel
Title: Wiener Nationals-Side Wind Diffusers

Award: Gold ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: Wienerschnitzel
Title: Wiener Nationals-Dual Air Intake System

Award: Gold ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: Wienerschnitzel
Title: Wiener Nationals-Call Outs

Award: Silver ADDY® Award
Entrant: DHD | Targeted Visual Communications
Advertiser: AIGA Las Vegas Chapter
Title: Deux Ex Machina

COLLATERAL MATERIAL

Poster

09 B Campaign

Award: Gold ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: Wienerschnitzel
Title: Weiner Nationals Anatomy Campaign

COLLATERAL MATERIAL

Special Event Material

10 A Card

Award: Silver ADDY® Award
Entrant: MGM MIRAGE Advertising, Inc.
Advertiser: MGM MIRAGE
Title: MGM MIRAGE Holiday Card

Award: Silver ADDY® Award
Entrant: Canyon Creative
Advertiser: SH Architecture
Title: SH Architecture Holiday Card

COLLATERAL MATERIAL

Special Event Material

10 B Invitation

Award: Silver ADDY® Award
Entrant: THOMAS GRANADE DESIGN
Advertiser: Kraft Nabisco Championship
Title: Kraft Nabisco Championship Corporate Invitation

Award: Silver ADDY® Award
Entrant: Ignite Design & Advertising
Advertiser: L.A. County Fair
Title: L.A. County Fair

Award: Silver ADDY® Award
Entrant: Green Acres Advertising Design
Advertiser: BIA Riverside
Title: BIA Riverside

Award: Silver ADDY® Award
Entrant: Virgen Advertising Corporation
Advertiser: Hard Rock Hotel and Casino
Title: Hard Rock New Year's Eve Invitation

Award: Silver ADDY® Award
Entrant: eurie creative
Advertiser: Caesars Palace / Harrah's Entertainment
Title: Caesars Palace 2007 New Year's Invite

Award: Silver ADDY® Award
Entrant: MGM MIRAGE Advertising, Inc.
Advertiser: MGM MIRAGE
Title: MGM Grand President's Invite

COLLATERAL MATERIAL

Special Event Material
10 C Announcement

Award: Silver ADDY® Award
Entrant: MGM MIRAGE Advertising, Inc.
Advertiser: Beau Rivage Resort & Casino
Title: Beau Rivage Grand Reopening Invitation

DIRECT MARKETING

Specialty Advertising
13 B Other Merchandise

Award: Silver ADDY® Award
Entrant: AMR Advertising, Marketing & PR
Advertiser: Toshiba America Information /Systems, Inc.
Title: "Leading Innovation" - Toshiba 2007 Calendar

OUT-OF-HOME

Outdoor Board
14 A Flat

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: Expedia
Title: Two Boards from Paradise

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: Expedia
Title: Sun Shining

OUT-OF-HOME

Outdoor Board

14 C Other (Electronic, Digital, Moving, Animated and/or supersized, etc.)

Award: Gold ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Alibi Wallscape

OUT-OF-HOME

Vehicle Graphic

15 B Wrap

Award: Gold ADDY® Award
Entrant: FreeCar Media
Advertiser: Unilever
Title: 'all' small & mighty Clothes Bus

OUT-OF-HOME

Site

17 A Interior

Award: Silver ADDY® Award
Entrant: DRGM Advertising
Advertiser: Shark Reef At Mandalay Bay
Title: Shark Reef 6th Anniversary

OUT-OF-HOME

Out-of-Home, Campaign

18

Award: Silver ADDY® Award
Entrant: Campbell-Ewald
Advertiser: Kaiser Permanente
Title: "Yoga", "Dip", & "Jump Rope"

NON-TRADITIONAL ADVERTISING

Campaign

20 B

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: General Motors Corporate
Title: "Elevation"

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: Old Navy
Title: HeyFash Videos

CONSUMER OR TRADE PUBLICATION

Full Page

22 B Four-color

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: DIRECTV
Title: Stadiums

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Madder

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Denim

CONSUMER OR TRADE PUBLICATION

Spread, Multiple Page or Insert

23 B Four-color

Award: Gold ADDY® Award
Entrant: Team One
Advertiser: El Segundo Police Department
Title: Bullet

Award: Gold ADDY® Award
Entrant: Team One
Advertiser: El Segundo Police Department
Title: Abuse

Award: Gold ADDY® Award
Entrant: Team One
Advertiser: El Segundo Police Department
Title: Arrest

Award: Silver ADDY® Award
Entrant: Team One
Advertiser: NHL Fan Network
Title: Basement

Award: Silver ADDY® Award
Entrant: Team One
Advertiser: NHL Fan Network
Title: Beach

CONSUMER OR TRADE PUBLICATION

Campaign

24 B Four-Color

Award: Silver ADDY® Award
Entrant: evans, hardy & young
Advertiser: idaho potato commision
Title: what's wrong with this picture?

Award: Silver ADDY® Award
Entrant: Ogilvy & Mather
Advertiser: ampm
Title: Doug-Y-Dog, Heat Seeker, Furious Tiki God

Award: Gold ADDY® Award
Entrant: Team One
Advertiser: El Segundo Police Department
Title: "Badge" campaign

Award: Silver ADDY® Award
Entrant: Team One
Advertiser: NHL Fan Network
Title: "True Fans" campaign

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Rodeo

Award: Gold ADDY® Award
Entrant: Paris Las Vegas
Advertiser: Paris Las Vegas
Title: Everything's Sexier

NEWSPAPER

Full Page

27 A Black and White (B/W)

Award: Gold ADDY® Award
Entrant: Team One
Advertiser: El Segundo Police Department
Title: Kid

Award: Gold ADDY® Award
Entrant: Team One
Advertiser: El Segundo Police Department
Title: Jumper

NEWSPAPER

Campaign

30 A Black and White (B/W)

Award: Gold ADDY® Award
Entrant: Team One
Advertiser: El Segundo Police Department
Title: "Help" campaign

NEWSPAPER

Campaign

30 B Color (any color besides black)

Award: Silver ADDY® Award
Entrant: Loma Linda University Medical Center, Marketing
Advertiser: Loma Linda University Medical Center
Title: Many Strengths. One Mission. Print Ads

INTERACTIVE MEDIA

Web Sites, B-to-B

32 A Flash-Based

Award: Silver ADDY® Award
Entrant: 2Advanced Studios
Advertiser: 2Advanced Studios
Title: 2Advanced Studios V.5 "Attractor"

Award: Silver ADDY® Award
Entrant: 2Advanced Studios
Advertiser: FCB
Title: FCB Website

INTERACTIVE MEDIA

Web Sites, Consumer

33 A Flash-Based

Award: Silver ADDY® Award
Entrant: Vertical Advertising, Inc.
Advertiser: Kroh Architects
Title: Kroh Architects Website

Award: Silver ADDY® Award
Entrant: 2Advanced Studios
Advertiser: Capcom
Title: Lost Planet Website

Award: Silver ADDY® Award
Entrant: Kaminsky Productions
Advertiser: Zenzara Handbags
Title: Zenzara Handbags Web Site

Award: Gold ADDY® Award
Entrant: IdeaWork Studios
Advertiser: Hooters Casino Hotel Las Vegas
Title: Hooters Casino Hotel Website

Award: Gold ADDY® Award
Entrant: IdeaWork Studios
Advertiser: Pink Taco Restaurant
Title: Pink Taco Restaurant Website

Award: Silver ADDY® Award
Entrant: PlainJoe Studios
Advertiser: The Designory/Infinity Global
Title: Infiniti Russia Pre-Launch Site

Award: Silver ADDY® Award
Entrant: Frye / Wiles Marketing & Design
Advertiser: Privacy Wear
Title: Privacy Wear website

Award: Silver ADDY® Award
Entrant: Tequila
Advertiser: 7 Paths
Title: 7 Paths Website

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: Old Navy
Title: Back-to-School - HeyFash

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Sony Electronics
Title: DSLR Alpha Site

Award: Bronze ADDY® Award
Entrant: Masterson Creative
Advertiser: The Bitch Group Corporation
Title: BitchBoards Consumer Website

INTERACTIVE MEDIA

**Web Sites, Consumer
33 B HTML/Other**

Award: Silver ADDY® Award
Entrant: The Marcom Group
Advertiser: Citrus Industries
Title: Citrus Industries Website

Award: Silver ADDY® Award
Entrant: PlainJoe Studios
Advertiser: Ethur
Title: ThePornTalk.com

INTERACTIVE MEDIA

**Online
34 A Banners**

Award: Gold ADDY® Award
Entrant: Juxt Interactive
Advertiser: Coca-Cola Company
Title: Coca-Cola Football Trivia

Award: Gold ADDY® Award
Entrant: Juxt Interactive
Advertiser: Coca-Cola Company
Title: Coca-Cola Pinball

Award: Silver ADDY® Award
Entrant: Tequila
Advertiser: Sony PlayStation
Title: Syphon Filter: Dark Mirror

Award: Gold ADDY® Award
Entrant: Tequila
Advertiser: Infiniti
Title: M Headlights Banner

INTERACTIVE MEDIA

Online

34 D Micro or Mini Sites

Award: Gold ADDY® Award
Entrant: Capital Sports & Entertainment
Advertiser: Lollapalooza
Title: Lola Lives

Award: Silver ADDY® Award
Entrant: IdeaWork Studios
Advertiser: Hard Rock Hotel & Casino
Title: Rehab Las Vegas 2006

Award: Student Silver ADDY®
Entrant: Tequila
Advertiser: Sony PlayStation
Title: MonkeyTown.tv Microsite (Simian Cinema)

Award: Silver ADDY® Award
Entrant: Tequila
Advertiser: Sony PlayStation
Title: PlayBeyond.com Microsite

Award: Silver ADDY® Award
Entrant: Tequila
Advertiser: Sony PlayStation
Title: PlayStation2 MLB 06 Microsite

Award: Gold ADDY® Award
Entrant: Deutsch Inc.
Advertiser: DIRECTV
Title: Marv - Superfan

Award: Silver ADDY® Award
Entrant: Digitaria
Advertiser: KCET
Title: KCET-CA Stories- Departures:Boyle Heights (California S

Award: Silver ADDY® Award
Entrant: Digitaria
Advertiser: TaylorMade Golf
Title: TaylorMade Golf- "I am A Golfer"

Award: Gold ADDY® Award
Entrant: Sapient
Advertiser: Sony Electronics
Title: Vaio Essence

INTERACTIVE MEDIA

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

35

Award: Silver ADDY® Award
Entrant: Tequila
Advertiser: Sony PlayStation
Title: PlayBeyond.com Online Campaign

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: DIRECTV
Title: "Marv" SuperFan Campaign

Award: Gold ADDY® Award
Entrant: Sapient
Advertiser: Sony Electronics
Title: DSLR Alpha Launch

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Sony Electronics
Title: mystyle

Award: Gold ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Be Anyone-Online Campaign

INTERACTIVE MEDIA

Interactive Multimedia (CD/DVD)

36 B Consumer

Award: Silver ADDY® Award
Entrant: Mindflood
Advertiser: Scion Division, Toyota Motor Company
Title: Scion Mix it Up Interactive Kiosk

RADIO

Local (one metro)

37 B :60 or more

Award: Silver ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: Power Auto Group
Title: Old Car Smell Radio

Award: Silver ADDY® Award
Entrant: PFF Bank & Trust
Advertiser: PFF Bank & Trust
Title: Valet

RADIO

Regional/National

39 B :60 or more

Award: Silver ADDY® Award
Entrant: LatinoLandia USA
Advertiser: Del Taco, LLC.
Title: Del Taco "Troubadour" :60 Radio

Award: Silver ADDY® Award
Entrant: LatinoLandia USA
Advertiser: Del Taco, LLC.
Title: Del Taco "Robo" :60 Radio

TELEVISION

Local (one DMA)

42 B :30

Award: Silver ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: CHOC
Title: Water

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: CDHS/TCS
Title: Anti-Smoking "Caution Tape"

TELEVISION

Campaign

43

Award: Gold ADDY® Award
Entrant: Y&R Brands
Advertiser: Newport Beach Film Festival
Title: Newport Beach Film Festival

Award: Silver ADDY® Award
Entrant: Marshall Advertising and Design
Advertiser: The Toll Roads
Title: Business Meeting; Masseur

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Haggar Clothing Company
Title: Haggar "Stereo", Haggar "Front Lawn", Haggar "Boyfriend"

TELEVISION

Regional/National TV, single spots

45 A Consumer Products, Automotive (vehicles only)

Award: Gold ADDY® Award
Entrant: O'Leary & Partners
Advertiser: Kawasaki Motor Corporation
Title: Office

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Volkswagen
Title: Volkswagen "Yoga"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Volkswagen
Title: Volkswagen "Dancing"

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Hummer
Title: Hummer "Escape"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Toyota
Title: Toyota "Nessie"

Award: Silver ADDY® Award
Entrant: RSA Films
Advertiser: Toyota
Title: Parade

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: Chevy NASCAR
Title: Office

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: Chevy MLB
Title: Love Affair

TELEVISION

Regional/National TV, single spots
45 B Consumer Products, Apparel & Jewelry

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Fruit of the Loom
Title: Fruit of the Loom "Blue Video"

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Haggar Clothing Company
Title: Haggar "Stereo"

Award: Silver ADDY® Award
Entrant: Anonymous Content
Advertiser: Levis
Title: News Story

Award: Silver ADDY® Award
Entrant: Anonymous Content
Advertiser: Levis
Title: Straight Walk

Award: Silver ADDY® Award
Entrant: Anonymous Content
Advertiser: Nike
Title: Swing Portrait

Award: Gold ADDY® Award
Entrant: RSA Films
Advertiser: Nike
Title: Sofia

TELEVISION

Regional/National TV, single spots

45 D Consumer Products, Food

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Jack Links
Title: Jack Links "Binoculars"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Jack Links
Title: Jack Links "Salt"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Jack Links
Title: Jack Links "Shaving Cream"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Jack Links
Title: Jack Links "Water Bowl"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Altoids
Title: Altoids "Fruit Pants"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Altoids
Title: Altoids "Half and Half"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Altoids
Title: Altoids "Slap"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Masterfoods
Title: Skittles "Beard"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Masterfoods
Title: Skittles "Leak"

Award: Silver ADDY® Award
Entrant: Anonymous Content
Advertiser: Foster Farms
Title: Road Trip

TELEVISION

Regional/National TV, single spots
45 E Consumer Products, Alcoholic Beverages

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Anheuser Busch
Title: Bud Light "Roommates"

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Anheuser Busch, Inc.
Title: Bud Light "Rubber Floor"

Award: Silver ADDY® Award
Entrant: RSA Films
Advertiser: Milwaukee's Best
Title: Convenience Store

Award: Silver ADDY® Award
Entrant: RSA Films
Advertiser: Budweiser
Title: Superfan

TELEVISION

Regional/National TV, single spots
45 F Consumer Products, Non-Alcoholic Beverages

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Gatorade
Title: Gatorade "Big Head"

TELEVISION

Regional/National TV, single spots
45 G Consumer Products, Retail Products

Award: Silver ADDY® Award
Entrant: O'Leary & Partners
Advertiser: WD-40 Company
Title: Spot Shot TV

Award: Silver ADDY® Award
Entrant: Anonymous Content
Advertiser: Crest
Title: Catch

Award: Gold ADDY® Award
Entrant: Team One
Advertiser: Big Dog Motorcycles
Title: Like Daddy

Award: Silver ADDY® Award
Entrant: RSA Films
Advertiser: Garmin
Title: Moose

Award: Silver ADDY® Award
Entrant: Grupo Gallegos
Advertiser: Energizer
Title: Immortal

TELEVISION

Regional/National TV, single spots

45 H Consumer Outlets, Retail Stores

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Sears
Title: Craftsman Sears "Springboard"

Award: Gold ADDY® Award
Entrant: MJZ
Advertiser: Sears
Title: Sears "Arboretum"

TELEVISION

Regional/National TV, single spots

45 I Consumer Outlets, Restaurants

Award: Silver ADDY® Award
Entrant: Anonymous Content
Advertiser: Dominoes
Title: Feast for the Senses

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: TGI Friday's
Title: Ex-Wife

TELEVISION

Regional/National TV, single spots

45 K Consumer Outlets, Retail Dealers

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Sears
Title: Craftsman Sears "Ball Return"

TELEVISION

Regional/National TV, single spots

45 N Consumer Services, Travel / Tourism

Award: Gold ADDY® Award
Entrant: Deutsch Inc.
Advertiser: Expedia
Title: Anthem

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Be Anyone

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Catscan

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Clovergrove

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Pool

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Gym Alibi

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Grocery Store Alibi

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Alibi Hard Hat

TELEVISION

Regional/National TV, single spots

45 O Consumer Services, Entertainment / Lotteries

Award: Silver ADDY® Award
Entrant: Anonymous Content
Advertiser: California Lottery
Title: Wall

TELEVISION

Regional/National TV, single spots

45 Q Consumer Services, Communications

Award: Silver ADDY® Award
Entrant: Ogilvy & Mather
Advertiser: Cisco Systems Inc.
Title: The Human Network Anthem

Award: Silver ADDY® Award
Entrant: Ogilvy & Mather
Advertiser: Cisco Systems Inc.
Title: Stare Down

Award: Silver ADDY® Award
Entrant: RSA Films
Advertiser: Sprint
Title: Crevasse

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: Helio
Title: Scuba Time

TELEVISION

Regional/National TV, single spots

45 R Consumer Services, Professional Services

Award: Silver ADDY® Award
Entrant: DDB Los Angeles
Advertiser: Wells Fargo
Title: Fetch

Award: Silver ADDY® Award
Entrant: DDB Los Angeles
Advertiser: Wells Fargo
Title: Roommate

Award: Silver ADDY® Award
Entrant: DDB Los Angeles
Advertiser: Ameriquest Mortgage Co.
Title: Doctor

Award: Silver ADDY® Award
Entrant: DDB Los Angeles
Advertiser: Ameriquest Mortgage Co.
Title: Concert

Award: Silver ADDY® Award
Entrant: DDB Los Angeles
Advertiser: Ameriquest Mortgage Co.
Title: Friendly Skies

Award: Gold ADDY® Award
Entrant: RSA Films
Advertiser: Liberty Mutual
Title: What Goes Around

TELEVISION

Regional/National TV, single spots

45 T Consumer Services, Corporate / Institutional

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Travelers Insurance
Title: Travelers Insurance "Snowball"

Award: Silver ADDY® Award
Entrant: MJZ
Advertiser: Orange
Title: Orange "The Van"

Award: Silver ADDY® Award
Entrant: Anonymous Content
Advertiser: Microsoft
Title: MVP

TELEVISION

Regional/National TV Campaigns

46 A Consumer Products (45A-45G)

Award: Gold ADDY® Award
Entrant: Ogilvy & Mather
Advertiser: ampm
Title: Condiment Cozy, Furious Tiki God, Doug-Y-Dog

Award: Silver ADDY® Award
Entrant: RSA Films
Advertiser: Milwaukee's Best
Title: Milwaukee's Best

Award: Silver ADDY® Award
Entrant: RSA Films
Advertiser: Volkswagen
Title: Volkswagen Campaign

TELEVISION

Regional/National TV Campaigns

46 C Consumer Services (45M-45V)

Award: Silver ADDY® Award
Entrant: Ogilvy & Mather
Advertiser: Cisco Systems Inc.
Title: Stare Down, Digital Media, Myles

Award: Silver ADDY® Award
Entrant: DDB Los Angeles
Advertiser: Ameriquest Mortgage Co.
Title: Doctor - Concert - Friendly Skies

Award: Silver ADDY® Award
Entrant: DDB Los Angeles
Advertiser: Wells Fargo
Title: Fetch - Home Office - Roommate

Award: Silver ADDY® Award
Entrant: RSA Films
Advertiser: Liberty Mutual
Title: Liberty Mutual Campaign

Award: Silver ADDY® Award
Entrant: RSA Films
Advertiser: Boost Up
Title: Boost Up Campaign

Award: Silver ADDY® Award
Entrant: Deutsch Inc.
Advertiser: Expedia
Title: Enjoy Your Trip

Award: Gold ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: What Happens Here Stays Here

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Alibi

Award: Silver ADDY® Award
Entrant: Grupo Gallegos
Advertiser: Comcast
Title: Triple Play Campaign "Ketchup" & "Ladron"

MIXED MEDIA (Cross Platform) CAMPAIGNS

B-to-B Regional / National

50

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Visitors And Convention Authority
Title: Heroes

MIXED MEDIA (Cross Platform) CAMPAIGNS

Consumer, Local

51

Award: Silver ADDY® Award
Entrant: moreYELLOW
Advertiser: AW & Sons Plumbing
Title: Tool Box

MIXED MEDIA (Cross Platform) CAMPAIGNS

Consumer, Regional / National

52

Award: Silver ADDY® Award
Entrant: Marshall Advertising and Design
Advertiser: Yamaha Motor Corporation, USA.
Title: Yamaha Off Road Campaign

Award: Silver ADDY® Award
Entrant: Fleetwood Enterprises
Advertiser: Fleetwood
Title: Fleetwood Towables - Gearbox Collateral

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Las Vegas Convention and Visitors Authority
Title: Be Anyone Integrated

ADVERTISING FOR THE ARTS & SCIENCES

Collateral

53 F Cards and Invitations

Award: Silver ADDY® Award
Entrant: eurie creative
Advertiser: AIGA Las Vegas
Title: AIGA Las Vegas Gold Star Letterpress Invite

ADVERTISING FOR THE ARTS & SCIENCES

Campaign

58 A Single Medium Campaign (for categories 53-57)

Award: Silver ADDY® Award
Entrant: Ogilvy & Mather
Advertiser: Heal the Bay/Santa Monica Pier Aquarium
Title: California Sheephead, Sarcastic Fringehead, Two Spotter

Award: Silver ADDY® Award
Entrant: R&R Partners
Advertiser: Atomic Testing Museum
Title: Atomic Testing Museum

PUBLIC SERVICE

Collateral
59 D Poster

Award: Silver ADDY® Award
Entrant: Team One
Advertiser: L.A. Animal Services
Title: Chart

PUBLIC SERVICE

Print
60 A Magazine

Award: Silver ADDY® Award
Entrant: Team One
Advertiser: Partnership for a Drug-free America
Title: Leaf

PUBLIC SERVICE

Broadcast/Electronic
61 A TV

Award: Gold ADDY® Award
Entrant: Team One
Advertiser: Partnership for a Drug-free America
Title: Little Brother

PUBLIC SERVICE

Campaign
64 A Single Medium Campaign (for categories 59-63)

Award: Silver ADDY® Award
Entrant: Team One
Advertiser: Partnership for a Drug-free America
Title: "Maze" campaign

ADVERTISING INDUSTRY SELF-PROMOTION

**Creative Services and Industry Suppliers
65 A Collateral (brochures, posters, etc.)**

Award: Silver ADDY® Award
Entrant: nelson design
Advertiser: nelson design
Title: Ray Gun

Award: Gold ADDY® Award
Entrant: Canyon Creative
Advertiser: Fox River Paper
Title: 2006 Fox River Paper HOW Design Conference Promotic

ADVERTISING INDUSTRY SELF-PROMOTION

**Creative Services and Industry Suppliers
65 F Interactive**

Award: Gold ADDY® Award
Entrant: Geary Interactive
Advertiser: Geary Interactive
Title: Geary Interactive Website

ADVERTISING INDUSTRY SELF-PROMOTION

**Creative Services and Industry Suppliers
65 H Direct Marketing/Specialty**

Award: Gold ADDY® Award
Entrant: moreYELLOW
Advertiser: moreYELLOW
Title: Your Brand Deserves More

ADVERTISING INDUSTRY SELF-PROMOTION

**Creative Services and Industry Suppliers
65 I Cards/Invitations**

Award: Gold ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: DGWB Advertising
Title: Tattoo Card

Award: Silver ADDY® Award
Entrant: Full Gallop Marketing, Inc.
Advertiser: Full Gallop Marketing, Inc.
Title: Full Gallop Marketing Moving Announcement

Award: Silver ADDY® Award
Entrant: eurie creative
Advertiser: Fox River, Triton Ink, eurie creative
Title: Tag You're It Holiday Promo

ADVERTISING INDUSTRY SELF-PROMOTION

Campaign

67 A Single Medium Campaign (for categories 65-66)

Award: Gold ADDY® Award
Entrant: moreYELLOW
Advertiser: moreYELLOW
Title: Your Brand Deserves More

ADVERTISING INDUSTRY SELF-PROMOTION

Campaign

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

Award: Silver ADDY® Award
Entrant: Vyant
Advertiser: Vyant
Title: Vyant Brand Identity

ELEMENTS OF ADVERTISING

Logo

68

Award: Silver ADDY® Award
Entrant: eurie creative
Advertiser: Juvenile Diabetes Research Foundation, Las Vegas Chapter
Title: JDRF Hope Gala & All That Jazz Logo

Award: Silver ADDY® Award
Entrant: 9MYLES, Inc.
Advertiser: FULMER LANDSCAPE DESIGN
Title: Fulmer Landscape Design

Award: Gold ADDY® Award
Entrant: 9MYLES, Inc.
Advertiser: Hines / La Jolla Commons
Title: La Jolla Commons / Logo

ELEMENTS OF ADVERTISING

Photography

70 B Color

Award: Silver ADDY® Award
Entrant: ImageOne
Advertiser: FedEx/Kinkos
Title: Climb the Summit - Backpack (Front of Backpack Box)

Award: Silver ADDY® Award
Entrant: ImageOne
Advertiser: FedEx/Kinkos
Title: Climb the Summit - Boots on Insert Card

Award: Silver ADDY® Award
Entrant: Studio West Photography
Advertiser: AIGA Las Vegas
Title: Deus Ex Machina

ELEMENTS OF ADVERTISING

Photography

70 D Photo Campaign

Award: Silver ADDY® Award
Entrant: Savacool Secviar
Advertiser: The Art & Design District
Title: The Art & Design District Photography

ELEMENTS OF ADVERTISING

Animation or Special Effects

71 A Video, Film

Award: Silver ADDY® Award
Entrant: DGWB Advertising & Communications
Advertiser: Wienerschnitzel
Title: Therapy

ELEMENTS OF ADVERTISING

Animation or Special Effects

71 B Internet

Award: Gold ADDY® Award
Entrant: Earthbound Media Group
Advertiser: Earthbound Media Group
Title: EMG Office Fly-Through Promo

ELEMENTS OF ADVERTISING

Sound

72 A Music Only

Award: Silver ADDY® Award
Entrant: Stimmung
Advertiser: Coca Cola
Title: Coca Cola "Parade"

ELEMENTS OF ADVERTISING

Sound

72 C Sound Design

Award: Silver ADDY® Award
Entrant: Stimmung
Advertiser: Nike
Title: Nike "Chalk"

Award: Silver ADDY® Award
Entrant: Stimmung
Advertiser: Nike
Title: Nike "War Cry"

Award: Silver ADDY® Award
Entrant: Stimmung
Advertiser: Nike
Title: Nike "Anthem"

Award: Gold ADDY® Award
Entrant: Stimmung
Advertiser: Travelers Insurance
Title: Travelers "Shark"

Award: Silver ADDY® Award
Entrant: Stimmung
Advertiser: Hewlett Packard
Title: Hewlett Packard "Pharrell"

STUDENT

Collateral Material

S02 B Brochure, Annual Report

Award: Student Silver ADDY®
Entrant: The Art Institute of CA - San Diego
Advertiser: The Grom Project
Title: The Grom Project Package

STUDENT

Out-of-Home

S04

Award: Student Silver ADDY®
Entrant: University of Redlands
Advertiser: Garden Of Angels
Title: California Safe Haven Law Awareness

Award: Student Gold ADDY®
Entrant: Art Center College of Design, Pasadena
Advertiser: Weber Grills
Title: Weber Grills - "Grill Anywhere"

Award: Student Gold ADDY®
Entrant: Art Center College of Design, Pasadena
Advertiser: Weber Grills
Title: Kit Kat - "Pause"

STUDENT

Non-Traditional Advertising

S05

Award: Student Silver ADDY®
Entrant: Westwood College
Advertiser: Westwood College
Title: Pirate Mystery 1-4

Award: Student Silver ADDY®
Entrant: The Art Institute of California - San Diego
Advertiser: The Art Institute of California - San Diego
Title: World Hunger

Award: Student Gold ADDY®
Entrant: The Art Institute of California - San Diego
Advertiser: The Art Institute of California - San Diego
Title: Trash Food

Award: Student Silver ADDY®
Entrant: The Art Institute of California - San Diego
Advertiser: The Art Institute of California - San Diego
Title: Playboy Ad

STUDENT

Consumer or Trade Publication

S06 A Single Consumer or Trade Magazine Ad

Award: Student Silver ADDY®
Entrant: Art Center College of Design
Advertiser: Starbucks Double Shot
Title: Starbucks Double Shot

Award: Student Silver ADDY®
Entrant: Art Center College of Design, Pasadena
Advertiser: Craftsmans tools
Title: Optcial Illusions

Award: Student Silver ADDY®
Entrant: Art Center College of Design, Pasadena
Advertiser: Pentax's waterproof camera
Title: Look Below

Award: Student Silver ADDY®
Entrant: The Art Institute of California - San Diego
Advertiser: The Art Institute of California - San Diego
Title: Daiwa

STUDENT**Consumer or Trade Magazine Ad****S06 B Magazine Ad Campaign (2 to 4 ads)**

Award: Student Silver ADDY®
Entrant: Art Center College of Design
Advertiser: Nike
Title: Nike print ad

Award: Student Gold ADDY®
Entrant: Art Center College of Design, Pasadena
Advertiser: Cingular
Title: Live Cingular

Award: Student Silver ADDY®
Entrant: Art Center College of Design
Advertiser: olympus
Title: olympus waterproof digital camera

Award: Student Silver ADDY®
Entrant: art center college of design
Advertiser: Naked Juice
Title: Naked Juice

Award: Student Silver ADDY®
Entrant: art center college of design
Advertiser: Lego Makeup
Title: Lego Make-up

Award: Student Gold ADDY®
Entrant: Art Institute of California- San Diego
Advertiser: Bloomingdale's
Title: Bloomingdale's Brown Bags

Award: Student Silver ADDY®
Entrant: The Art Institute of California - San Diego
Advertiser: The Art Institute of California - San Diego
Title: Mead: Where Ideas Come From

Award: Student Silver ADDY®
Entrant: The Art Institute of California - San Diego
Advertiser: The Art Institute of California - San Diego
Title: Advil: Where it Hurts

STUDENT

Television (TV)

S11

Award: Student Gold ADDY®
Entrant: Group 101 Spots
Advertiser: N/A
Title: Suave "Catch"

Award: Student Silver ADDY®
Entrant: Group 101 Spots
Advertiser: N/A
Title: Suave "Banana"

Award: Student Gold ADDY®
Entrant: Group 101 Spots
Advertiser: N/A
Title: Bud Light "Ladies Room"

Award: Student Silver ADDY®
Entrant: Art Center College of Design
Advertiser: N/A
Title: Dream In Time

Award: Student Gold ADDY®
Entrant: Art Center College of Design
Advertiser: B3 Energy Drink
Title: OUT OF GAS

Award: Student Gold ADDY®
Entrant: Art Center College of Design
Advertiser: PSA / FAMILY OBESITY
Title: FAT LANE

Award: Student Silver ADDY®
Entrant: Art Center College of Design
Advertiser: N/A
Title: Helpless Victims

Award: Student Silver ADDY®
Entrant: Art Center College of Design
Advertiser: N/A
Title: Coo Fu

STUDENT

Elements of Advertising

S13 A Logo

Award: Student Gold ADDY®
Entrant: The Art Institute of California - San Diego
Advertiser: The Art Institute of California - San Diego
Title: Diablo Cafe

STUDENT

Elements of Advertising

S13 D Animation

Award: Student Silver ADDY®
Entrant: California State University, Fullerton
Advertiser: The Daily Titan
Title: Yearbook Animation