

ADDY Winners Press Release

Awards

Entry

Entrant

Advertiser

The Caribbean Advertising Federation announced the winners of the coveted ADDY Awards competition honoring creative excellence in advertising.

A Complete list of winners is listed below.

ADVERTISING FOR THE ARTS & SCIENCES

Silver ADDY® Award	Movin to de Riddum of de Road	All Media Projects Ltd	National Carnival Commission
Silver ADDY® Award	Rapso Explosion	All Media Projects Ltd	BP Trinidad and Tobago

ADVERTISING INDUSTRY SELF-PROMOTION

Gold ADDY® Award	8 ADDY AD CAMPAIGN	COLLIER MORRISSON BELGRAVE	COLLIER MORRISSON BELGRAVE
Silver ADDY® Award	CMB INSPIRE	COLLIER MORRISSON BELGRAVE	COLLIER MORRISSON AND BELGRAVE
Silver ADDY® Award	IOM Christmas Invitations	Inglefield, Ogilvy & Mather Caribbean	Inglefield, Ogilvy and Mather Caribbean
Silver ADDY® Award	BK -MC CANN AWARDS CONGRATS	McCann Trinidad	BURGER KING TRINIDAD
Silver ADDY® Award	MCCANN - USUAL SUSPECTS	McCann Trinidad	McCann Trinidad
Silver ADDY® Award	Virgo Communications	Virgo Communications	Virgo Communications
Silver ADDY® Award	V&T Congrats	Valdez & Torry International	Valdez and Torry International

COLLATERAL MATERIAL

Gold ADDY® Award	MARIAMMA CALL CARD	COLLIER MORRISSON BELGRAVE	MARIAMMA PHOTOGRAPHER
Gold ADDY® Award	Portico Sales Brochure	Red Advertising & Marketing Ltd.	West Coast Villas
Gold ADDY® Award	Henna Hands	Red Advertising & Marketing Ltd.	Virgin Atlantic
Gold ADDY® Award	Strawberry Hill Halloween Invite	Red Advertising & Marketing Ltd.	Virgin Atlantic
Gold ADDY® Award	CDAG	Valdez & Torry International	CDAG Interiors
Gold ADDY® Award	NGC ANNUAL REPORT	Lonsdale Saatchi & Saatchi	NATIONAL GAS COMPANY OF
Gold ADDY® Award	GREEN SANDS: CAMO SURVIVAL	McCann Trinidad	HEINEKEN TRINIDAD
Gold ADDY® Award	Red Bull Media Invitation	Rostant Advertising	Red Bull
Gold ADDY® Award	2006 Annual Report-"Expanding"	All Media Projects Ltd	Clico Investment Bank
Silver ADDY® Award	2007 Annual Report-"Rooted for	All Media Projects Ltd	Intercommercial Bank Limited
Silver ADDY® Award	2007 Corporate Christmas Card	All Media Projects Ltd	CLICO
Silver ADDY® Award	Shandy Carib Cans Campaign	Inglefield, Ogilvy & Mather Caribbean	Carib Brewery Limited
Silver ADDY® Award	HSMdT Legacy	GENERO COMMUNICATIONS	Home Solutions MDT Ltd
Silver ADDY® Award	GREEN SANDS CHRISTMAS	McCann Trinidad	HEINEKEN TRINIDAD
Silver ADDY® Award	BANKS DIH ANNUAL REPORT 2007	ROSS ADVERTISING	BANKS DIH
Silver ADDY® Award	WOW HANDSETS	McCann Trinidad	BMOBILE
Silver ADDY® Award	Absolut Disco Mirror Ball Invite	Red Advertising & Marketing Ltd.	Mount Gay Distilleries Ltd.
Silver ADDY® Award	MARIAMMA LAUNCH INVITE	COLLIER MORRISSON BELGRAVE	MARIAMMA PHOTOGRAPHER

CONSUMER OR TRADE PUBLICATION

Gold ADDY® Award	Henna Hands	Red Advertising & Marketing Ltd.	Virgin Atlantic
Gold ADDY® Award	Chukka it All	Red Advertising & Marketing Ltd.	Virgin Atlantic
Silver ADDY® Award	Shake it Up Heathrow	Red Advertising & Marketing Ltd.	Virgin Atlantic
Silver ADDY® Award	Silhouette Series	BCB Communications	Banks (Barbados) Breweries Limited
Silver ADDY® Award	Shandy Carib Traffic Light	Inglefield, Ogilvy & Mather Caribbean	Carib Brewery Limited

DIRECT MARKETING

Gold ADDY® Award	Scotiabank 'Park Like A Rock Star'	MLB Creative	scotiabank US Virgin Islands
Gold ADDY® Award	Scotiabank 'Park Like A Rock Star'	MLB Creative	Scotiabank US Virgin Islands
Gold ADDY® Award	2008 Calendar-"Visions of Verse"	All Media Projects Ltd	CLICO
Gold ADDY® Award	NQCL calendar	Valdez & Torry International	National Quarries Company Limited
Silver ADDY® Award	Virgin India Sari	Red Advertising & Marketing Ltd.	Virgin Atlantic
Silver ADDY® Award	Frequent Flyer Card	SOJE/Lonsdale Communications Inc.	Barbados Concorde Experience
Silver ADDY® Award	NCB SVG CALENDAR	Lonsdale Saatchi & Saatchi	National Commercial Bank SVG

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ELEMENTS OF ADVERTISING			
Gold ADDY® Award	White Oak Instrumental	Lonsdale Saatchi & Saatchi	Angostura Limited
Gold ADDY® Award	Tip Top Jingle	SOJE/Lonsdale Communications Inc.	Brydens Distribution Inc
Gold ADDY® Award	BLUE OPERA	COLLIER MORRISSON BELGRAVE	3 CANAL GROUP
Gold ADDY® Award	CLICO CHRISTMAS	COLLIER MORRISSON BELGRAVE	CLICO
Gold ADDY® Award	Portico Time Lapse Beach	Red Advertising & Marketing Ltd.	West Coast Villas
Gold ADDY® Award	Prospect Beach 6:30pm	Red Advertising & Marketing Ltd.	West Coast Villas
Gold ADDY® Award	CDAG	Valdez & Torry International	CDAG Interiors
Gold ADDY® Award	Bajan Fuh Real	Virgo Communications	Barbados Manufacturers' Association
Gold ADDY® Award	Get Smart	Virgo Communications	Cable & Wireless
Gold ADDY® Award	COCA COLA - COKE SIDE OF LIFE	McCann Trinidad	CARIBBEAN BOTTLERS LTD.
Gold ADDY® Award	TIBS logo	Rostant Advertising	The Informative Breastfeeding Service
Gold ADDY® Award	Trident Wines - Champagne	MULTIMEDIA GRAPHICS	Trident Wines Inc.
Gold ADDY® Award	Trident Wines - Italian Wine	MULTIMEDIA GRAPHICS	Trident Wines Inc.
Gold ADDY® Award	Trident Wines - South African Wine	MULTIMEDIA GRAPHICS	Trident Wines Inc.
Silver ADDY® Award	Trident Wines - Spanish Wine	MULTIMEDIA GRAPHICS	Trident Wines Inc.
Silver ADDY® Award	Trident Wines - New Zealand Wine	MULTIMEDIA GRAPHICS	Trident Wines Inc.
Silver ADDY® Award	Trident Wines - Dessert Wine	MULTIMEDIA GRAPHICS	Trident Wines Inc.
Silver ADDY® Award	Trident Wines - American Wines	MULTIMEDIA GRAPHICS	Trident Wines Inc.
Silver ADDY® Award	COCA COLA - COKE SIDE OF LIFE	McCann Trinidad	CARIBBEAN BOTTLERS LTD.
Silver ADDY® Award	GREEN SANDS - EVERYBODY	McCann Trinidad	Heineken Trinidad
Silver ADDY® Award	ANGOSTURA LLB LITE	McCann Trinidad	ANGOSTURA
Silver ADDY® Award	COKE SIDE OF TRINIDAD	McCann Trinidad	CARIBBEAN BOTTLER'S LTD.
Silver ADDY® Award	Real Fresh	Virgo Communications	Barbados Manufacturers' Association
Silver ADDY® Award	Hottest Summer Ever	Virgo Communications	Cable & Wireless
Silver ADDY® Award	Shadows and Gold Dust	Virgo Communications	Duty Free Caribbean/Harrisons
Silver ADDY® Award	RED EARTH LOGO	COLLIER MORRISSON BELGRAVE	GAYELLE TV
Silver ADDY® Award	HP/xnet style	Virgo Communications	Cable & Wireless
Silver ADDY® Award	Everyones a winner	Virgo Communications	Cable & Wireless
Silver ADDY® Award	Mix 96.9 fm Logo	Red Advertising & Marketing Ltd.	Sterling Communications
Silver ADDY® Award	STAG WESTERN INSTRUMENTAL	COLLIER MORRISSON BELGRAVE	CARIB BREWERY
Silver ADDY® Award	Royal Oak 'Living The Ilfe'	Lonsdale Saatchi & Saatchi	Angostura Limited
Silver ADDY® Award	Everyones a winner	Virgo Communications	Cable & Wireless
INTERACTIVE MEDIA			
Gold ADDY® Award	BLUE OPERA	COLLIER MORRISSON BELGRAVE	3 CANAL GROUP
Silver ADDY® Award	MARIAMMA.COM CHRISTMAS eVITE	COLLIER MORRISSON BELGRAVE	MARIAMMA PHOTOGRAPHER
Silver ADDY® Award	MARIAMMA.COM eVITE	COLLIER MORRISSON BELGRAVE	MARIAMMA PHOTOGRAPHER
Silver ADDY® Award	Men in Green	Virgo Communications	Cable & Wireless
Silver ADDY® Award	Dream Home	BCB Communications	Dacosta Mannings
Silver ADDY® Award	Booking is a Breeze	Red Advertising & Marketing Ltd.	Virgin Atlantic
MIXED MEDIA (Cross Platform) CAMPAIGNS			
Gold ADDY® Award	Virgin India Campaign	Red Advertising & Marketing Ltd.	Virgin Atlantic
Gold ADDY® Award	GREEN SANDS: EVERYBODY	McCann Trinidad	HEINEKEN TRINIDAD
Silver ADDY® Award	UNLIMITED NEVER DIES	McCann Trinidad	TSTT
Silver ADDY® Award	BRIAN LARA WORLD RECORD	McCann Trinidad	ANGOSTURA LTD
Silver ADDY® Award	Bajan Fuh Real	Virgo Communications	Barbados Manufacturers' Association
Silver ADDY® Award	Get Smart	Virgo Communications	Cable & Wireless
Silver ADDY® Award	TOYOTA COROLLA LAUNCH	ROSS ADVERTISING	TOYOTA TRINIDAD LTD.
NEWSPAPER			

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Gold ADDY® Award	COCA COLA - COKE SIDE OF T&T	McCann Trinidad	CARIBBEAN BOTTLERS LTD.
Gold ADDY® Award	Indian Arrival Day	Valdez & Torry International	BHP Billiton Trinidad and Tobago
Gold ADDY® Award	Lonsdale S&S Guardian Congrats	Lonsdale Saatchi & Saatchi	Lonsdale Saatchi & saatchi Advertisisng
Gold ADDY® Award	HEINEKEN AUTHORITY CAMPAIGN	McCann Trinidad	Heineken Trinidad
Silver ADDY® Award	GREEN SANDS - EVERYBODY	McCann Trinidad	Heineken Trinidad
Silver ADDY® Award	GREEN SANDS - SECURITY	McCann Trinidad	Heineken Trinidad
Silver ADDY® Award	GREEN SANDS - RIP OUT	McCann Trinidad	Heineken Trinidad
Silver ADDY® Award	TSTT - CHRISTMAS GREETINGS	McCann Trinidad	TSTT
Silver ADDY® Award	Purity	Valdez & Torry International	Marketing and Distribution
Silver ADDY® Award	Labour Day greetings	Valdez & Torry International	National Petroleum Marketing Company
Silver ADDY® Award	Ponche Kuba Christmas Bells	Red Advertising & Marketing Ltd.	Mount Gay Distilleries Ltd.
Silver ADDY® Award	VISA CREDIT CARDS AD1&2	COLLIER MORRISSON BELGRAVE	FIRST CITIZENS
Silver ADDY® Award	BG T&T CULTURE & NATIONAL	ROSS ADVERTISING	BG T&T
Silver ADDY® Award	ABOLITION SUPPLEMENT	COLLIER MORRISSON BELGRAVE	COLLIER MORRISSON BELGRAVE

NON-TRADITIONAL ADVERTISING (See Glossary)

Gold ADDY® Award	RADICAL DESIGNS JEANS ART	COLLIER MORRISSON BELGRAVE	RADICAL DESIGNS/ FEEL
Silver ADDY® Award	Absolut Connections	Lonsdale Saatchi & Saatchi	Absolut of Sweden

OUT-OF-HOME

Gold ADDY® Award	GREEN SANDS: LUCKY BILLBOARD	McCann Trinidad	HEINEKEN TRINIDAD
Gold ADDY® Award	Henna Hands	Red Advertising & Marketing Ltd.	Virgin Atlantic
Gold ADDY® Award	Mix 96.9fm Mall Livery	Red Advertising & Marketing Ltd.	Sterling Communications
Gold ADDY® Award	BK TRANSFORMERS	McCann Trinidad	RESTAURANT HOLDINGS LTD
Silver ADDY® Award	GREEN SANDS:LUCKY IF YOU GET	McCann Trinidad	HEINEKEN TRINIDAD

PUBLIC SERVICE

Gold ADDY® Award	Live Up Campaign	Inglefield, Ogilvy & Mather Caribbean	Kaiser Foundation
Silver ADDY® Award	SOS	Valdez & Torry International	Ministry Of Health
Silver ADDY® Award	BLOOD BANK POSTER	Lonsdale Saatchi & Saatchi	TRINIDAD & TOBAGO BLOOD BANK
Silver ADDY® Award	SOS - Over drinking	Valdez & Torry International	Ministry Of Health

RADIO

Gold ADDY® Award	STAMINA	McCann Trinidad	TSTT
Gold ADDY® Award	Carlsberg 07 Jingle	Lonsdale Saatchi & Saatchi	CARIB BREWERY
Silver ADDY® Award	MONA LISA	McCann Trinidad	TSTT
Silver ADDY® Award	Virgin Birdman Physics	Red Advertising & Marketing Ltd.	Virgin Atlantic
Silver ADDY® Award	WHAT EVERYBODY WANTS	COLLIER MORRISSON BELGRAVE	STANDARD DISTRIBUTORS
Silver ADDY® Award	Virgin Opening Hours Doowap	Red Advertising & Marketing Ltd.	Virgin Atlantic
Silver ADDY® Award	CHRISTMAS ELF	McCann Trinidad	TSTT
Silver ADDY® Award	BMOBILE - MY LIME	McCann Trinidad	BMOBILE TRINIDAD
Silver ADDY® Award	BMOBILE - LOYALTY	McCann Trinidad	BMOBILE TRINIDAD
Silver ADDY® Award	Nestle Magical Ice Cream	Lonsdale Saatchi & Saatchi	Nestle Trinidad
Silver ADDY® Award	Orville Popcorn Jingle	Lonsdale Saatchi & Saatchi	HADCO
Silver ADDY® Award	Premier Malls Christmas	Lonsdale Saatchi & Saatchi	Premier Malls
Silver ADDY® Award	WOOD YOU CAMPAIGN	Lonsdale Saatchi & Saatchi	WOOD YOU FURNITURE

SALES PROMOTION

Gold ADDY® Award	COCA-COLA SIDE OF LIFE SLEEVE	McCann Trinidad	CARIBBEAN BOTTLER'S LTD.
Gold ADDY® Award	COCA-COLA SIDE OF THE	McCann Trinidad	CARIBBEAN BOTTLER'S LTD.
Gold ADDY® Award	BK ANGUS BURGER	McCann Trinidad	RESTAURANTS HOLDINGS LTD
Gold ADDY® Award	Portico 3D animated Virtual Tour Sales	Red Advertising & Marketing Ltd.	West Coast Villas
Gold ADDY® Award	Trident Wines Catalog	MULTIMEDIA GRAPHICS	Trident Wines Inc.

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Gold ADDY® Award	BABY BEDTIME BOOTH	McCann Trinidad	J & J
Silver ADDY® Award	GREEN SANDS: MISSING G.S.	McCann Trinidad	HEINEKEN TRINIDAD
Silver ADDY® Award	Corporate Booth Display	All Media Projects Ltd	BP Trinidad and Tobago
Silver ADDY® Award	LLB BRIAN LARA COMMEMORATIVE	McCann Trinidad	ANGOSTURA LTD
Silver ADDY® Award	Mount Gay Christmas Price List	Red Advertising & Marketing Ltd.	Mount Gay Distilleries Ltd.
Silver ADDY® Award	Farmers Choice Burger Boxes	MULTIMEDIA GRAPHICS	HIPAC Limited
Silver ADDY® Award	Altman Villa Rentals - Barbados	MULTIMEDIA GRAPHICS	Altman Real Estate
Silver ADDY® Award	LITEN UP!	McCann Trinidad	ANGOSTURA LTD
TELEVISION			
Gold ADDY® Award	BMOBILE - BCHAT "ATM &	McCann Trinidad	BMOBILE TRINIDAD
Gold ADDY® Award	TDC - STAY TO GET AWAY	McCann Trinidad	TOURISM DEVELOPMENT COMPANY
Gold ADDY® Award	Bajan Fuh Real	Virgo Communications	Barbados Manufacturers' Association
Gold ADDY® Award	Get Smart	Virgo Communications	Cable & Wireless
Gold ADDY® Award	Digicel We Live It TV Campaign	Inglefield, Ogilvy & Mather Caribbean	Digicel Group
Gold ADDY® Award	TSTT Companion 'Maria'	Lonsdale Saatchi & Saatchi	TELECOMMUNICATION SERVICES OF
Silver ADDY® Award	Flexibility	Red Advertising & Marketing Ltd.	Trident Insurance
Silver ADDY® Award	CRIX RYTHM	COLLIER MORRISSON BELGRAVE	BERMUDEZ
Silver ADDY® Award	WHAT EVERYBODY WANTS	COLLIER MORRISSON BELGRAVE	STANDARD DISTRIBUTOR
Silver ADDY® Award	HP/xnet style	Virgo Communications	Cable & Wireless
Silver ADDY® Award	FIRST CITIZENS CORPOARTE TVCS	COLLIER MORRISSON BELGRAVE	FIRST CITIZENS
Silver ADDY® Award	COCA COLA - CANS MULTIBRAND	McCann Trinidad	CARIBBEAN BOTTLERS LTD.
Silver ADDY® Award	GREEN SANDS - HANDS OFF MY	McCann Trinidad	Heineken Trinidad
Silver ADDY® Award	GREEN SANDS: HANDS OFF MY	McCann Trinidad	HEINEKEN TRINIDAD
Silver ADDY® Award	Royal Oak 'Living The Ilfe'	Lonsdale Saatchi & Saatchi	Angostura Limited
Silver ADDY® Award	TSTT BLINK 'DIVALI'	Lonsdale Saatchi & Saatchi	TELECOMMUNICATION SERVICES OF