

04 District Four

20 Caribbean Advertising Federation

SALES PROMOTION

Product or Service Sales Presentation

01 A Catalog

Award: Silver ADDY® Award
Entrant: EVillages Ltd.
Advertiser: Caribbean Export
Title: Design Caribbean Catalog of Artisans

01 B Sales Kits or Product Information Sheets

Award: Gold ADDY® Award
Entrant: Saltwater Studios
Advertiser: Guardian General
Title: Guardian General Manager's Pack

Packaging

02 A Single Unit

Award: Silver ADDY® Award
Entrant: Sian in Design
Advertiser: The West Indies Rum Distillery
Title: Cockspur Rum Punch Label

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: 50th Anniversary 6 Pack

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: Banks Beer 330ml Can

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: PRESTIGE HOLDINGS LIMITED
Title: KFC 2011 CARNIVAL PACKAGING

Award: Silver ADDY® Award
Entrant: BCB Communications
Advertiser: Banks (Barbados) Breweries Ltd
Title: Plus G-FORCE

Award: Silver ADDY® Award
Entrant: EVillages Ltd.
Advertiser: CIBC FirstCaribbean
Title: Wealth Management Welcome Pack

Award: Silver ADDY® Award
Entrant: Sian in Design
Advertiser: Holiday Snacks Limited
Title: Holiday Exotica Yogurt Delight Packaging

02 C Campaign

Award: Gold ADDY® Award
Entrant: Sian in Design
Advertiser: The West India Biscuit Company Limited
Title: WIBISCO Bites Packaging

Award: Silver ADDY® Award
Entrant: Sian in Design
Advertiser: Holiday Snacks Limited
Title: Holiday King Korn Packaging

Award: Silver ADDY® Award
Entrant: Sian in Design
Advertiser: McBride Caribbean Limited
Title: Go! Packaging

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Award: Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: BANKS DIH
Title: XM Rum

Point of Purchase

03 A Counter Top or Attached

Award: Gold ADDY® Award
Entrant: Sian in Design
Advertiser: Holiday Snacks Limited
Title: Holiday King Korn Aisle Divider

Award: Silver ADDY® Award
Entrant: Sian in Design
Advertiser: The West India Biscuit Company Limited
Title: WIBISCO Tea Time New Flavours Poster

03 C Trade Show Exhibit

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: TSTT
Title: bmobile/blink Divali Indian Village Booth "Link To The Past"

Award: Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Bpvt
Title: bpvt TTFB Booth

03 D Campaign (2-4 of categories 1A-3C)

Award: Silver ADDY® Award
Entrant: EVillages Ltd.
Advertiser: Caribbean Export
Title: Design Caribbean Trade Fair

Award: Silver ADDY® Award
Entrant: Sian in Design
Advertiser: Holiday Snacks Limited
Title: Holiday King Korn Campaign

Award: Silver ADDY® Award
Entrant: Sian in Design
Advertiser: The West India Biscuit Company Limited
Title: WIBISCO Bites Campaign

Award: Silver ADDY® Award
Entrant: Sian in Design
Advertiser: The West India Biscuit Company Limited
Title: WIBISCO Tea Time Campaign

COLLATERAL MATERIAL

Stationery Package

05 B Multiple Process

Award: Gold ADDY® Award
Entrant: EVillages Ltd.
Advertiser: Chancery Chambers
Title: Chancery Chambers

Award: Silver ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: Snippers
Title: Snippers

Annual Report

06 B Four-color

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COLLATERAL MATERIAL

- Award:** Gold ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: The Energy Chamber
Title: The Energy Chamber Annual Report 2011
- Award:** Silver ADDY® Award
Entrant: Accela Marketing
Advertiser: Eastern Caribbean Financial Holdings Limited
Title: ECFH Annual Report
- Award:** Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Angostura Ltd
Title: Angostura Annual Report 2011
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: BANKS DIH
Title: Banks DIH Annual Report 2011
- Award:** Silver ADDY® Award
Entrant: Diane Phillips & Associates
Advertiser: Bank of The Bahamas International
Title: Bank of The Bahamas International Annual Report

Brochure

07 B Four-color

- Award:** Gold ADDY® Award
Entrant: Sian in Design
Advertiser: McBride Caribbean Limited
Title: GO! Brochure
- Award:** Silver ADDY® Award
Entrant: Silverpin Design Co. Ltd.
Advertiser: Bricha Ltd.
Title: Bricha 100% recycled
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Trinidad and Tobago Housing Development Corporation
Title: Everyone Deserves A Place to Call Home

Publication Design

08 C Series

- Award:** Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: Newsday Woman's Weekly Magazine
Title: Newsday Woman's Weekly Magazine Spreads
- Award:** Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: Newsday Woman's Weekly Magazine
Title: Newsday Woman's Weekly Magazine Covers

08 D Magazine Design (Entire Magazine)

- Award:** Gold ADDY® Award
Entrant: Saltwater Studios
Advertiser: Newsday Woman's Weekly Magazine
Title: Newsday Woman's Weekly Magazine Issue#01
- Award:** Silver ADDY® Award
Entrant: EVillages Ltd.
Advertiser: Invest Barbados
Title: 2011 Invest Barbados Magazine
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: The Energy Chamber
Title: The Energy Blueprint- August 2011 Issue

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COLLATERAL MATERIAL

Award: Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: The Energy Chamber
Title: The Energy Blueprint Special Conference Edition 2011

08 E Book Design (Entire Book)

Award: Gold ADDY® Award
Entrant: G&A Communications Inc
Advertiser: Barbados Light & Power Company Limited
Title: Powering Our Nation's Progress - The story of electricity service in Barbados 1911-2011

Poster

09 A Single

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: I am my own role model

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Mount Gay Distilleries
Title: 'Don't be afraid of the dark' Halloween Poster

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: Rolling from Cuba to London Poster

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: Banks Golden Girl "Goldfinger" Poster

Award: Silver ADDY® Award
Entrant: Sian in Design
Advertiser: Holiday Snacks Limited
Title: Holiday King Korn Poster

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: CARIB BREWERY LIMITED
Title: CARIB LIGHT POSTERS (BULL BY THE HORN)

Award: Silver ADDY® Award
Entrant: Generousitas (Jamaica) Limited
Advertiser: People's National Party
Title: People's National Party Political Campaign Poster

09 B Campaign

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: I am my own role model

Award: Silver ADDY® Award
Entrant: BCB Communications
Advertiser: Barbados Bottling Company
Title: Got 2B Clear

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: CARIB BREWERY LIMITED
Title: CARIB LIGHT POSTERS CAMPAIGN

Special Event Material

10 B Invitation

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COLLATERAL MATERIAL

- Award:** Gold ADDY® Award
Entrant: Saltwater Studios
Advertiser: Trinidad and Tobago Newsday
Title: Newsday Invitation
- Award:** Gold ADDY® Award
Entrant: Valdez & Torry International Limited
Advertiser: Tourism Development Company Limited
Title: Taste T&T 'Spices' Invitation
- Award:** Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: Win Stilettos with Virgin Flying Club
- Award:** Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Cin Cin
Title: "Come toast with us" Veuve Clicquot glass invite

10 C Announcement

- Award:** Silver ADDY® Award
Entrant: Valdez & Torry International Limited
Advertiser: Urban Development Corporation of Trinidad and Tobago
Title: UDeCOTT Red House Relocation Media kit
- Award:** Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: bptt
Title: bptt Event Program 'Tobago heritage Festival'
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DIRECT MARKETING

Business-to-Business or Consumer, Single

11 A Flat

- Award:** Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: TeleBarbados
Title: You've Arrived Leaflet

Specialty Advertising

13 A Apparel

- Award:** Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: Rolling from Cuba to London T-Shirt

13 B Other Merchandise

- Award:** Gold ADDY® Award
Entrant: Valdez & Torry International Limited
Advertiser: Scotiabank
Title: Scotiabank Calendar 2012
- Award:** Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Sol
Title: Sol Go Green Calendar
- Award:** Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Carter's
Title: Carter's Orchids Calendar
- Award:** Silver ADDY® Award
Entrant: BCB Communications
Advertiser: United Insurance
Title: Treasures Of The Caribbean

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DIRECT MARKETING

Award: Silver ADDY® Award
Entrant: Accela Marketing
Advertiser: Eastern Caribbean Financial Holdings Limited
Title: ECFH Calendar (2012)

Award: Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: bptt
Title: bptt Tobago Heritage Calendar 2012

OUT-OF-HOME

Outdoor Board

14 A Flat

Award: Gold ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: Angostura
Title: Hardwine Kamasutra

Award: Silver ADDY® Award
Entrant: Generousitas (Jamaica) Limited
Advertiser: People's National Party
Title: People's National Party Political Campaign Billboard_II

14 B Extension/Dimensional

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: CARIB BREWERY LIMITED
Title: KFC CARNIVAL FOOD FOR THE ROAD BILLBOARDS

Vehicle Graphic Advertising

15 A Vehicle Graphic Advertising

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Mount Gay Distilleries
Title: "Seductress" Bunga Bunga J24 Yacht Livery

Mass Transit/Public/Airline

16 B Exterior

Award: Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: RBC
Title: RBC Christmas on Wheels Bus

Site

17 A Interior Animated

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: Clinking Glasses "Cheers" Sliding Doors

17 B Interior Still or Static

Award: Gold ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: TSTT - Blink Entertainment
Title: Entertainment Displays

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: "Fifty years of taking you to the next level" escalator

17 D Exterior Still or Static

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OUT-OF-HOME

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Angostura Ltd
Title: Single Barrel 'TRANSRUMATION'

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: RBC
Title: RBC Rock Climbing Building Drape

Campaign

18 Out-of-Home, Campaign

Award: Gold ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: CARIB BREWERY LIMITED
Title: CARIB LIGHT BILLBOARD

Award: Silver ADDY® Award
Entrant: Greg Hoyos Associates DDB
Advertiser: Pinehill Dairy
Title: Pinehill Dairy - 'Fresh Talk'

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: Banks 50th Anniversary mall ambient campaign

NON-TRADITIONAL ADVERTISING

Single

20 A

Award: Silver ADDY® Award
Entrant: CGP
Advertiser: TTSPCA
Title: POTHOUND

Award: Silver ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: Angostura
Title: More Fire Video

Award: Silver ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: Angostura
Title: Making of White Oak TVC

Campaign

20 B

Award: Gold ADDY® Award
Entrant: FV Marketing and Advertising Agency
Advertiser: NLCB
Title: NLCB - Carnival Zone 2011

Award: Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Caribbean Bottler's Ltd
Title: Coca-Cola Happiness Corner

CONSUMER OR TRADE PUBLICATION

Fractional Page

21 B Four-color

04 District Four

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CONSUMER OR TRADE PUBLICATION

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: India Calling

Award: Silver ADDY® Award
Entrant: G&A Communications Inc
Advertiser: Barbados Stock Exchange
Title: Barbados Stock Exchange - Lifesaver

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Sol
Title: Sol Generations

Full Page

22 A Less than four-color

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: Give us a ring Prince William Congrats Ad

22 B Four-color

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: Rolling from Cuba to London

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: Nanny McPhee Programme Ad

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: 50th Anniversary Tyre Tracks

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: "Heads Up" Group Discounts Ad

Campaign

24 B Four-Color

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: Banks Amber Ale Campaign

NEWSPAPER

Fractional Page

26 A Black and White

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Mount Gay Distilleries
Title: 'Don't be afraid of the dark' Halloween ad

26 B Color (any color besides black)

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: I love my country Independence Day Ad

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NEWSPAPER

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Mount Gay Distilleries
Title: "Don't be afraid of the dark" Halloween ad

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: TSTT
Title: bmobile "3D Value"

Award: Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: Saltwater Studios
Title: Saltwater Studios Winner's Ad

Full Page

27 A Black and White

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Mount Gay Distilleries
Title: 'Don't be afraid of the dark' Halloween ad

27 B Color (any color besides black)

Award: Gold ADDY® Award
Entrant: Saltwater Studios
Advertiser: Trinidad and Tobago Newsday Newspaper
Title: Newsday Lightbulb Ad (3D)

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: Give us a ring Prince William Congrats Ad

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Angostura Ltd
Title: Angostura Punccheon Rum 'Fire Woman'

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Angostura Ltd
Title: Angostura Blu Vodka 69

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: TSTT
Title: TSTT National Colours "HUMMINGBIRD"

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Angostura Ltd
Title: Angostura Single Barrel "Trump"

Award: Gold ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Caribbean Airlines
Title: World Tourism Day - Jamaica

Award: Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Angostura Ltd
Title: Angostura "Christmas Lights"

Award: Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Angostura Ltd
Title: Angostura Single Barrel 'Men Wear Skirts'

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NEWSPAPER

- Award:** Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Nestle
Title: MAGGI 3D Fish Flavour
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Caribbean Airlines
Title: Jet Pak
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Caribbean Airlines
Title: Indian Arrival Day
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Office of the Prime Minister
Title: Eid Greeting
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Caribbean Airlines
Title: Independence Day - Trinidad
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Caribbean Airlines
Title: Independence Day - Barbados
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Caribbean Airlines / Air Jamaica
Title: Independence Day - Jamaica

Spread or Multiple Page

28 B Color (any color besides black)

- Award:** Gold ADDY® Award
Entrant: McCann Erickson Puerto Rico
Advertiser: MasterCard
Title: MasterCard International Cuisine
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: United National Congress
Title: Achievements Supplement - Era of Caring

Newspaper Specialty Advertising

29 A Single Insert (of any type)

- Award:** Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: Trinidad and Tobago Newsday Newspaper
Title: Newsday Magazine Bookmarks

Campaign

30 B Color (any color besides black)

- Award:** Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: Banks Amber Ale Campaign
- Award:** Gold ADDY® Award
Entrant: Valdez & Torry International Limited
Advertiser: Guardian Asset Management
Title: Dream Catcher Press Campaign

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NEWSPAPER

- Award:** Gold ADDY® Award
Entrant: Greg Hoyos Associates DDB
Advertiser: Pinehill Dairy
Title: Pinehill Dairy - 'Fresh Talk'
- Award:** Silver ADDY® Award
Entrant: Greg Hoyos Associates DDB
Advertiser: Banks Holdings Ltd.
Title: Stallion - 'Men Drink This'
- Award:** Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: PRESTIGE HOLDINGS LIMITED
Title: KFC 2011 CARNIVAL CAMPAIGN
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Caribbean Airlines
Title: Christmas 2011 Campaign
- Award:** Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: Trinidad and Tobago Housing Development Corporation
Title: Arrears Campaign

Newspaper Self-Promotion

31 A Single

- Award:** Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Newsday
Title: Newsday 'GAVEL/HAMMER'
- Award:** Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Newsday
Title: Newsday 'BALL/MONEY'
- Award:** Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Newsday
Title: Newsday 'CRAYON/BULLET'

31 C Campaign

- Award:** Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Newsday
Title: Newsday 'We See Both Sides'
-

INTERACTIVE MEDIA

Websites, B-to-B HTML/Other

33 C Services

- Award:** Gold ADDY® Award
Entrant: MLB Creative
Advertiser: Commnet Wireless
Title: Commnet Wireless Website
- Award:** Silver ADDY® Award
Entrant: Accela Marketing
Advertiser: Accela Marketing Limited
Title: Accela Marketing Website

Websites, Consumer HTML/Other

35 A Products

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INTERACTIVE MEDIA

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Angostura Ltd
Title: Angostura Single Barrel 'TRANSRUMATION' Video

Award: Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Nestle
Title: Supligen "Halloween"

35 B Outlets

Award: Gold ADDY® Award
Entrant: PixID Inc
Advertiser: Waterside Restaurant
Title: Waterside Restaurant Website

Award: Gold ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: Angostura
Title: White Oak Website

35 C Services

Award: Silver ADDY® Award
Entrant: Generousitas (Jamaica) Limited
Advertiser: People's National Party
Title: People's National Party Political Campaign Website

Online

36 B E-Mails / E-Cards

Award: Gold ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: Lonsdale Saatchi & Saatchi Advertising
Title: LSS Valentine's

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Mount Gay Distilleries
Title: Mount Gay Distilleries Christmas Specials Catalogue

36 C Micro or Mini Sites

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: Banks Golden Girl Minisite

Award: Silver ADDY® Award
Entrant: Accela Marketing
Advertiser: Accela Marketing Limited
Title: Accela Marketing Facebook Page

36 D Online Games

Award: Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: TSTT
Title: bmobile Project Fashionista

36 H Mobile Apps

Award: Gold ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: Angostura
Title: White Oak BB App

Award: Silver ADDY® Award
Entrant: Generousitas (Jamaica) Limited
Advertiser: Insurance Company of the West Indies (ICWI)
Title: ICWI Accident Alert Blackberry Application Design & Development

Websites / Online

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INTERACTIVE MEDIA

37 Campaign

Award: Silver ADDY® Award
Entrant: G&A Communications Inc
Advertiser: Barbados Tourism Authority
Title: CHEAP CHEAP CHEAP with REDjet

RADIO

Local (one metro)

39 A :30

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: I am a Bajan (Barbadian)

Award: Gold ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: PRESTIGE HOLDINGS LIMITED
Title: KFC 2011 CARNIVAL JINGLE

Award: Gold ADDY® Award
Entrant: Greg Hoyos Associates DDB
Advertiser: Pinehill Dairy
Title: Pinehill Dairy - 'Fresh Talk'

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: GOVERNMENT INFORMATION SERVICES LTD.
Title: CENSUS KNOCK KNOCK CAMPAIGN 2011 JINGLE

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: CARIB BREWERY LIMITED
Title: CARIB LIGHT LIGHTEN UP

Award: Silver ADDY® Award
Entrant: Valdez & Torry International Limited
Advertiser: Guardian Asset Management
Title: Dream Catcher Jingle

Award: Silver ADDY® Award
Entrant: McCann Port of Spain
Advertiser: Nestle
Title: Nescafe Iced Coffee 'Granny'

39 B :60 or more

Award: Gold ADDY® Award
Entrant: Accela Marketing
Advertiser: FDL Pest Solutions
Title: FDL Pest Control Radio Advert

Award: Silver ADDY® Award
Entrant: G&A Communications Inc
Advertiser: Globe Finance Inc.
Title: Dear Clarke

Award: Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: Saltwater Studios: Now or Never Reality Series
Title: Now or Never Television Reality Series Jingle

Campaign

40

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: CARIB BREWERY LIMITED
Title: STAG A MAN'S WORD CAMPAIGN RADIO

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RADIO

Regional/National

41 A :30

Award: Gold ADDY® Award
Entrant: OGM Communications Ltd
Advertiser: Grace Kennedy - FX Trader
Title: Grace Kennedy - FX Trader Brand Campaign 2011

TELEVISION

Local, Single (one DMA)

44 A :15 or less

Award: Silver ADDY® Award
Entrant: Greg Hoyos Associates DDB
Advertiser: Pinehill Dairy
Title: Pinehill Dairy - 'Fresh Talk'

44 B :30

Award: Gold ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: CARIB BREWERY LIMITED
Title: CARIB IMAX

Award: Gold ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: GlaxoSmithKline
Title: Lucozade TV

Award: Silver ADDY® Award
Entrant: Greg Hoyos Associates DDB
Advertiser: Windward Leeward Brewery
Title: Piton - Sa Nou Menm

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Harris Paints
Title: Harris Ulttima "Stain-LESS"

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: PRESTIGE HOLDINGS LIMITED
Title: KFC CARNIVAL FOOD FOR THE ROAD 30

44 C :60 or more

Award: Gold ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: Angostura
Title: White Oak TV

Award: Silver ADDY® Award
Entrant: Lonsdale Saachi & Saatchi
Advertiser: SportTT
Title: SportTT Awards

Local

45 Campaign

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Harris Paints
Title: Harris Ulttima "Best by Test" Campaign

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: PRESTIGE HOLDINGS LIMITED
Title: KFC CARNIVAL FOOD FOR THE ROAD TV CAMPAIGN

04 District Four

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TELEVISION

TV Self-Promotion

46 A Single

Award: Gold ADDY® Award
Entrant: Saltwater Studios
Advertiser: Saltwater Studios: Now or Never Reality Series
Title: Now or Never Television Reality Series Introduction Sequence

46 B Campaign

Award: Gold ADDY® Award
Entrant: Saltwater Studios
Advertiser: Saltwater Studios: Now or Never Reality Series
Title: Now or Never Television Reality Series Trailers

Regional/National TV, Single

47 A Consumer Products

Award: Silver ADDY® Award
Entrant: OGM Communications Ltd
Advertiser: Digicel Trinidad and Tobago
Title: Digicel Trinidad and Tobago Value Campaign 2011 - Texters TV

47 C Consumer Services

Award: Gold ADDY® Award
Entrant: G&A Communications Inc
Advertiser: CIBC FirstCaribbean
Title: Red Balloons - Car

Award: Gold ADDY® Award
Entrant: G&A Communications Inc
Advertiser: CIBC FirstCaribbean International Bank
Title: Red Balloons - Teacher

Infomercials

49

Award: Gold ADDY® Award
Entrant: OGM Communications Ltd
Advertiser: Digicel Group, Jamaica
Title: Digicel Group, Jamaica - Kickstart Academy

MIXED/MULTIPLE MEDIA

B-to-B, Local

51

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Virgin Atlantic
Title: Rolling from Cuba to London Campaign

Consumer, Local

53

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: Banks Amber Ale Campaign

Award: Gold ADDY® Award
Entrant: Accela Marketing
Advertiser: Saint Lucia Air And Sea Ports Authority (SLASPA)
Title: Saint Lucia Air And Sea Ports Authority Corporate Campaign

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MIXED/MULTIPLE MEDIA

- Award:** Gold ADDY® Award
- Entrant:** Valdez & Torry International Limited
- Advertiser:** Guardian Asset Management
- Title:** Dream Catcher Campaign

- Award:** Gold ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** Fire One Fireworks
- Title:** Enlightenment_ Divali

- Award:** Silver ADDY® Award
- Entrant:** BCB Communications
- Advertiser:** Banks (Barbados) Breweries Ltd
- Title:** G-FORCE

- Award:** Silver ADDY® Award
- Entrant:** BCB Communications
- Advertiser:** Pinnacle Feeds
- Title:** Eat Bajan Meat

- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saachi & Saatchi
- Advertiser:** Angostura
- Title:** White Oak Campaign

- Award:** Silver ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** TSTT - Blackberry
- Title:** Be the Life of the Party - BB9810

- Award:** Silver ADDY® Award
- Entrant:** MLB Creative
- Advertiser:** Islandcom Wireless
- Title:** Islandcom 'The I's Have It' Christmas Campaign

Consumer, Regional / National

54

- Award:** Gold ADDY® Award
- Entrant:** OGM Communications Ltd
- Advertiser:** Digicel Guyana
- Title:** Digicel Guyana BlackBerry Brand Campaign

- Award:** Gold ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** Caribbean Airlines
- Title:** Value Added Campaign

- Award:** Gold ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** Caribbean Airlines / Air Jamaica
- Title:** Shout out Jamaica Campaign

- Award:** Silver ADDY® Award
- Entrant:** McCann Port of Spain
- Advertiser:** TSTT
- Title:** bmobile 'STREET FIGHTER VALUE'

- Award:** Silver ADDY® Award
- Entrant:** OGM Communications Ltd
- Advertiser:** Digicel Bermuda
- Title:** Digicel Bermuda Brand Campaign 2011

- Award:** Silver ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** Caribbean Airlines
- Title:** I'm Flying Caribbean

- Award:** Silver ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** caribbean Airlines
- Title:** World Athletic Championship Congratulatory Ads

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MIXED/MULTIPLE MEDIA

ADVERTISING FOR THE ARTS &

Campaign

61 B Mixed / Multiple Media Campaign (for categories 55-60)

Award: Gold ADDY® Award
Entrant: Valdez & Torry International Limited
Advertiser: Ministry of Energy and Energy Affairs
Title: Greenergy Campaign

PUBLIC SERVICE

Print

63 A Magazine

Award: Silver ADDY® Award
Entrant: Valdez & Torry International Limited
Advertiser: UNAIDS
Title: UNAIDS Keeping Score III

Print

63 B Newspaper

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: COADV
Title: Domestic Violence - Child Abuse

Broadcast/Electronic

64 C Audio / Visual

Award: Silver ADDY® Award
Entrant: CGP
Advertiser: TTSPCA
Title: POTHOUND

Campaign

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

Award: Gold ADDY® Award
Entrant: McCann Port of Spain
Advertiser: COADV
Title: COADV Domestic Violence Campaign

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

Award: Silver ADDY® Award
Entrant: ROSS ADVERTISING
Advertiser: BG Trinidad Limited
Title: Stakeholder Event - (Heather Headley in Concert)

ADVERTISING INDUSTRY SELF-

Creative Services and Industry Suppliers

69 I Non-Traditional

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Red Advertising & Marketing Ltd.
Title: incREDibles kayak for Variety Club

ELEMENTS OF ADVERTISING

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ELEMENTS OF ADVERTISING

Logo

72

- Award:** Gold ADDY® Award
- Entrant:** Saltwater Studios
- Advertiser:** Guardian General
- Title:** Guardian General Pay it Forward Logo

- Award:** Gold ADDY® Award
- Entrant:** Red Advertising & Marketing Ltd.
- Advertiser:** Banks Breweries
- Title:** Banks Golden Anniversary Crown Logo

- Award:** Gold ADDY® Award
- Entrant:** EVillages Ltd.
- Advertiser:** Caribbean Export
- Title:** Re-Brand DESIGN CARIBBEAN

- Award:** Gold ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** Caribbean Airlines / Air Jamaica
- Title:** Shout Out Campaign

- Award:** Gold ADDY® Award
- Entrant:** Lonsdale Saachi & Saatchi
- Advertiser:** St. Vincent and the Grenadines
- Title:** SVG Logo

- Award:** Silver ADDY® Award
- Entrant:** Sian in Design
- Advertiser:** Holiday Snacks Limited
- Title:** Holiday King Korn Logo

- Award:** Silver ADDY® Award
- Entrant:** Valdez & Torry International Limited
- Advertiser:** Advertising Agencies Association of Trinidad and Tobago
- Title:** AAATT Logo

- Award:** Silver ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** Caribbean Racing
- Title:** Caribbean Nations Racing Challenge

Illustration

73 A Single

- Award:** Gold ADDY® Award
- Entrant:** Sian in Design
- Advertiser:** The West India Biscuit Company Limited
- Title:** WIBISCO Bites Brand Character

- Award:** Gold ADDY® Award
- Entrant:** Sian in Design
- Advertiser:** Holiday Snacks Limited
- Title:** Holiday King Korn Illustration

Illustration

73 B Illustration Campaign

- Award:** Gold ADDY® Award
- Entrant:** Generousitas (Jamaica) Limited
- Advertiser:** Momentum Worldwide
- Title:** Baskin Robbins Illustration

Photography

74 B Color

- Award:** Gold ADDY® Award
- Entrant:** Red Advertising & Marketing Ltd.
- Advertiser:** Sol
- Title:** Sol Sailing

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ELEMENTS OF ADVERTISING

Award: Silver ADDY® Award
Entrant: Collier Morisson Belgrave Limited
Advertiser: PRESTIGE HOLDINGS LIMITED
Title: KFC CARNIVAL FOOD FOR THE ROAD

Animation or Special Effects

75 A Video or Film

Award: Gold ADDY® Award
Entrant: Greg Hoyos Associates DDB
Advertiser: Pinehill Dairy
Title: Pinehill Dairy - 'Fresh Talk'

Award: Silver ADDY® Award
Entrant: BCB Communications
Advertiser: Banks Barbados Breweries
Title: Banks Poker Stars

Award: Silver ADDY® Award
Entrant: Greg Hoyos Associates DDB
Advertiser: Windward Leeward Brewery
Title: Piton - Sa Nou Menm

Animation or Special Effects

75 B Internet

Award: Gold ADDY® Award
Entrant: CGP
Advertiser: TTSPCA
Title: POTHOUND

Sound

76 A Music Only

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: I am a Bajan (Barbadian)

Award: Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: Saltwater Studios: Now or Never Reality Series
Title: Now or Never Television Reality Series Music

76 B Music with Lyrics

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Ltd.
Advertiser: Banks Breweries
Title: I am a Bajan (Barbadian)

Award: Gold ADDY® Award
Entrant: Valdez & Torry International Limited
Advertiser: Guardian Asset Management
Title: Dream Catcher Jingle

Award: Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: Saltwater Studios: Now or Never Reality Series
Title: Now or Never Television Reality Series Lyrics and Music

Award: Silver ADDY® Award
Entrant: BCB Communications
Advertiser: Banks Barbados Breweries
Title: Barbados Will Always Be Home

Award: Silver ADDY® Award
Entrant: Greg Hoyos Associates DDB
Advertiser: Pinehill Dairy
Title: Pinehill Dairy - 'Fresh Talk'

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ELEMENTS OF ADVERTISING

Cinematography

77

Award: Gold ADDY® Award
Entrant: CGP
Advertiser: TTSPCA
Title: POTHOUND
