

15 District Fifteen

11 Los Angeles

---

**SALES PROMOTION**

**01 A Catalog**

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Audi of America  
**Title:** Audi Collections Catalog Fall/Winter 2011  
**Contributors:**  
Kathy Chia, Associate Creative Director  
Carlo Llacar, Art Director  
Steven Michail, Copywriter  
Truda Kinniburgh, Production Manager  
Mark Lugenbuehl, Designer

**04 Video Sales Presentation**

**Award:** Silver ADDY® Award  
**Entrant:** Digital Kitchen  
**Advertiser:** AT&T U-verse  
**Title:** U-verse Retail Video  
**Contributors:**

---

**COLLATERAL MATERIAL**

**07 B Brochure, Color**

**Award:** Gold ADDY® Award  
**Entrant:** RPA  
**Advertiser:** American Honda Motor Co., Inc.  
**Title:** CR-V Brochure  
**Contributors:**  
Joe Baratelli, Executive V.P., Executive Creative Director  
Jason Sperling, Sr. V.P., Group Creative Director  
Chuck Blackwell, V.P., Creative Director  
Ken Pappanduros, Associate Creative Director  
Ron Berry, Associate Creative Director  
Dan Roberts, Associate Creative Director  
Jeni Stewart, Sr. Art Director  
Jesse Golden, Sr. Copywriter  
Noah Huber, Art Director  
Sarah Hass, Jr. Art Director  
Joe Carlson, Jeff Ludes, Smith Nelson, Photography  
Eric Cash, Illustration

**Award:** Gold ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Audi of America  
**Title:** Audi Brand Brochure  
**Contributors:**  
Kathy Chia, Associate Creative Director  
Carlo Llacar, Art Director  
Jay Brida, Copy Director

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Audi of America  
**Title:** MY12 Audi A6 Launch Brochure  
**Contributors:**  
Ulrich Lange, Creative Director  
Wil Conerly, Art Director  
Jay Brida, Copy Director  
Truda Kinniburgh, Production Manager

15 District Fifteen

11 Los Angeles

**COLLATERAL MATERIAL****07 B Brochure, Color**

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Infiniti USA  
**Title:** MY12 Infiniti Full Line Brochure  
**Contributors:**  
 Steve Davis, Creative Director  
 Chad Weiss, Sr. Creative Director  
 Scott Izuhara, Associate Creative Director  
 Julie Modica, Account Director  
 Brett Raymond, Sr. Account Manager  
 Nic Bonilla, Writer  
 Lydia Chaney, Prod. Manager  
 Connie Mangam, Art Producer  
 Christine Oliva, Project Manager  
 Marco Vibal, Proofreader

**07 C Brochure, Campaign**

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Audi of America  
**Title:** MY12 Audi Brochure Program  
**Contributors:**  
 Ulrich Lange, Creative Director  
 Jay Brida, Copy Director  
 Kathy Chia, Associate Creative Director  
 Truda Kinniburgh, Production Manager  
 Anashe Abramian, Art Director  
 Steven Michail, Copywriter  
 Kit Smith, Copywriter  
 Carlo Llacar, Art Director

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Subaru of America  
**Title:** MY12 Subaru Model Brochure Program  
**Contributors:**  
 Steve Davis, Creative Director  
 Chad Weiss, Creative Director  
 Terry Prine, Art Director  
 Jesse James Echon, Art Director  
 David Ly, Art Director  
 Scott Izuhara, Art Director  
 Emma Vallee, Art Director  
 Campbell Templeton, Art Director  
 Kareem Bahbah, Writer  
 Nic Bonilla, Writer

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Nissan North America  
**Title:** Nissan 2012 Product Brochures  
**Contributors:**  
 Lynne Grigg & Meg Crabtree, Creative Directors  
 Carol Fukunaga and Terry Medwig, ACD's  
 Nick Johnston and Patty Johnson, Account Executives  
 Scott Fortenberry and Emilie Guthrie, Account Executives  
 Carol Fukunaga and Terry Medwig, Art Directors  
 Matt Archuleta and Traci Gohata, Art Directors  
 Scott Goldenberg, Cathy Edward and Kit Smith, Writers  
 Beckie Klarstron, Prod. Manager  
 Lori Nielson and Susanne Takemoto, Project Managers

15 District Fifteen

11 Los Angeles

**COLLATERAL MATERIAL****07 C Brochure, Campaign**

Patti O'Halloran, Carmen Lam & Kristine Petermann, Art  
Kristen Miller and Christina Hall, Art Producers

**08 B Editorial Spread**

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Audi of America  
**Title:** Audi Magazine Issue 01/2011: The Good, The Brewed, and The Ugly  
**Contributors:**

Ulrich Lange, Creative Director  
Anashe Abramian, Art Director  
Richard Homan, Editor in Chief  
Jay Brida, Copy Director  
Kit Smith, Copywriter  
Truda Kinniburgh, Production Manager

**08 D Magazine Design**

**Award:** Silver ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Audi of America  
**Title:** Audi Magazine Issue 01/2011  
**Contributors:**

Ulrich Lange, Creative Director  
Anashe Abramian, Art Director  
Richard Homan, Editor in Chief  
Jay Brida, Copy Director  
Kit Smith, Copywriter  
Truda Kinniburgh, Production Manager

**09 B Poster Campaign**

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** United Way  
**Title:** United Way  
**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
Kiumars Gourki, Associate Creative Director/Art Director  
Brenna Humphreys, Sr. Copywriter  
Steve Bao, Photography  
Joe Barnes, Video Production  
Steve Bao, Video Editing  
David Jacobs, Project Manager  
Dion Chilliast, Project Manager  
Andrea Lance, Account Manager  
Pam Tanner, Production Manager

**10 B Special Event Invitation**

**Award:** Bronze ADDY® Award  
**Entrant:** YESDESIGNGROUP  
**Advertiser:** Forbes  
**Title:** Forbes - Celebrity 100 Magazine Issue Launch  
**Contributors:**

L.J. Posner, Chief Creative Officer  
Faith Miller, Creative Director  
Judy Scheer, Copywriter

**DIRECT MARKETING****10 B Special Event Invitation**

15 District Fifteen

11 Los Angeles

**DIRECT MARKETING**

**11 B Direct, B-to-B or Consumer**

**Award:** Silver ADDY® Award  
**Entrant:** YESDESIGNGROUP  
**Advertiser:** Beam Inc.  
**Title:** Courvoisier Rosé - Product Launch  
**Contributors:**  
 L.J. Posner, Chief Creative Officer  
 Faith Miller, Creative Director  
 Judy Scheer, Copywriter

**Award:** Bronze ADDY® Award  
**Entrant:** ZEESMAN  
**Advertiser:** BelAire Displays  
**Title:** BelAire's Extraordinary Box  
**Contributors:**  
 John Taylor, Creative Director  
 Anna Berness, Art Director

**OUT-OF-HOME**

**16 B Mass Transit, Exterior**

**Award:** Silver ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** Brand Mexico  
**Title:** Axolotl  
**Contributors:**  
 Jeff Compton, Executive Creative Director  
 Bob Strickland, Group Creative Director  
 Nazanin Arandi, Senior Art Director  
 Ben Lay, Senior Copywriter  
 Daniel Marin, Senior Producer  
 Matt Ross, Managing Director  
 Efren Gonzalez, Group Account Director  
 Mini Johri, Management Supervisor  
 Lori Trimailo, Digital Account Executive  
 Alysse Burroni, Assistant Account Executive  
 Superstock, Photography

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** Brand Mexico  
**Title:** Spa  
**Contributors:**  
 Jeff Compton, Executive Creative Director  
 Bob Strickland, Group Creative Director  
 Nazanin Arandi, Senior Art Director  
 Ben Lay, Senior Copywriter  
 Daniel Marin, Senior Producer  
 Matt Ross, Managing Director  
 Efren Gonzalez, Group Account Director  
 Mini Johri, Management Supervisor  
 Lori Trimailo, Digital Account Executive  
 Alysse Burroni, Assistant Account Executive  
 Williams + Hirokawa, Photographer

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** Brand Mexico  
**Title:** Seize the Day  
**Contributors:**  
 Jeff Compton, Executive Creative Director  
 Bob Strickland, Group Creative Director  
 Nazanin Arandi, Senior Art Director

15 District Fifteen

11 Los Angeles

**OUT-OF-HOME**

**16 B Mass Transit, Exterior**

Ben Lay, Senior Copywriter  
 Daniel Marin, Senior Producer  
 Matt Ross, Managing Director  
 Efren Gonzalez, Group Account Director  
 Mini Johri, Management Supervisor  
 Lori Trimailo, Digital Account Executive  
 Alysse Burroni, Assistant Account Executive  
 Williams + Hirokawa, Photographer

**Award:** Bronze ADDY® Award

**Entrant:** OgilvyWest

**Advertiser:** Brand Mexico

**Title:** Windmills

**Contributors:**

Jeff Compton, Executive Creative Director  
 Bob Strickland, Group Creative Director  
 Nazanin Arandi, Senior Art Director  
 Ben Lay, Senior Copywriter  
 Daniel Marin, Senior Producer  
 Matt Ross, Managing Director  
 Efren Gonzalez, Group Account Director  
 Mini Johri, Management Supervisor  
 Lori Trimailo, Digital Account Executive  
 Alysse Burroni, Assistant Account Executive  
 Michael Schnabel, Photographer

**Award:** Bronze ADDY® Award

**Entrant:** OgilvyWest

**Advertiser:** Brand Mexico

**Title:** Baby Boom

**Contributors:**

Jeff Compton, Executive Creative Director  
 Bob Strickland, Group Creative Director  
 Nazanin Arandi, Senior Art Director  
 Ben Lay, Senior Copywriter  
 Daniel Marin, Senior Producer  
 Matt Ross, Managing Director  
 Efren Gonzalez, Group Account Director  
 Mini Johri, Management Supervisor  
 Lori Trimailo, Digital Account Executive  
 Alysse Burroni, Assistant Account Executive  
 Williams + Hirokawa, Photographer

**17 B Site, Interior Static**

**Award:** Bronze ADDY® Award

**Entrant:** Mission Control Group

**Advertiser:** ArcLight Cinemas

**Title:** No Line

**Contributors:**

Jonathan Josell, Creative Director  
 Evan Rohde, Photographer  
 Lauren Coulter, Producer

**18 Out-of-Home Campaign**

**Award:** Silver ADDY® Award

**Entrant:** Campbell Ewald Advertising

**Advertiser:** Kaiser Permanente

**Title:** "Aerobics" - Double Decker Bus- "Bikes" - Double Decker Bus- "Come Together" - Articulated Bus

**Contributors:**

Mark Simon, Chief Creative Officer  
 Michael Stelmazsek, Group Creative Director

15 District Fifteen

11 Los Angeles

**OUT-OF-HOME**

**18 Out-of-Home Campaign**

Robin Todd, Art Director

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** Brand Mexico  
**Title:** Mexico Today  
**Contributors:**  
 Jeff Compton, Executive Creative Director  
 Bob Strickland, Group Creative Director  
 Nazanin Arandi, Senior Art Director  
 Ben Lay, Senior Copywriter  
 Daniel Marin, Senior Producer  
 Matt Ross, Managing Director  
 Efren Gonzalez, Group Account Director  
 Mini Johri, Management Supervisor  
 Lori Trimailo, Digital Account Executive  
 Alysse Burroni, Assistant Account Executive  
 Williams + Hirokawa, Photographer  
 Michael Schnabel, Photographer

**Award:** Bronze ADDY® Award  
**Entrant:** Los Angeles Times  
**Advertiser:** Los Angeles Times  
**Title:** The Envelope - The Awards Insider  
**Contributors:**  
 Jim Fisher, Senior Copywriter  
 Donna Broyles, Senior Art Director  
 Marie Astrid Gonzalez, Senior Art Director  
 Holly Levin, Senior Copywriter  
 Donna Tarzian, Vice President, Brand Marketing  
 Los Angeles Times, Photography

**Award:** Bronze ADDY® Award  
**Entrant:** Campbell Ewald Advertising  
**Advertiser:** Kaiser Permanente  
**Title:** Find Your Thing, Find Your Partner x 2, Find Your Motivation  
**Contributors:**  
 Mark Simon , Chief Creative Officer  
 Michael Stelmazsek, Group Creative Director  
 Robin Todd, Art Director  
 Pattie Breen, Writer

**Award:** Bronze ADDY® Award  
**Entrant:** Campbell Ewald Advertising  
**Advertiser:** Kaiser Permanente  
**Title:** "Moles" "Tonsils" "Pink-Eye" "Sniffles"  
**Contributors:**  
 Mark Simon , Chief Creative Officer  
 Michael Stelmazsek, Group Creative Director  
 Angela Zepeda, Account  
 Matt Clark, Account

**NON-TRADITIONAL ADVERTISING**

**20 A Non-Traditional**

**Award:** Silver ADDY® Award  
**Entrant:** RPA  
**Advertiser:** American Honda Motor Co., Inc.  
**Title:** Million Mile Joe - Parade  
**Contributors:**  
 Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creaative Director

15 District Fifteen

11 Los Angeles

**NON-TRADITIONAL ADVERTISING****20 A Non-Traditional**

J Barbush, Associate Creative Director  
 Brian Farkas, Art Director  
 Tylonne McCauley, Copywriter  
 Gary Patocoff, Sr. V.p. Executive Producer  
 Mark Tripp, Producer/Director  
 Faye Armstrong, Assistant Producer  
 Tracy Chaplin, Production Coordinator  
 Butcher Edit, Editorial Company (Surprise Parade)  
 Second Street Productions, Editorial Company ( Meet Joe)

**20 B Non-Traditional Campaign**

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** American Honda Motor Co., Inc.  
**Title:** Fans Of You Too  
**Contributors:**  
 Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creatative Director  
 J Barbush, Associate Creative Director  
 Brian Farkas, Art Director  
 Tylonne McCauley, Copywriter  
 Allison Kahan, Producer  
 Steve Bao, Photographer  
 Tom Roberts, Illustrator

**Award:** Bronze ADDY® Award  
**Entrant:** AWESTRUCK Marketing Group  
**Advertiser:** Asheville Convention and Visitors Bureau  
**Title:** 30 Days of Asheville  
**Contributors:**  
 Jon Sharpton, Communications Planner  
 Jay Waters, Chief Strategy Officer  
 Robin Potash, President

**CONSUMER OR TRADE PUBLICATION****22 B Consumer/Trade, Full Page, Color**

**Award:** Silver ADDY® Award  
**Entrant:** R&R Partners  
**Advertiser:** Hotel Nikko San Francisco  
**Title:** Hotel Nikko - Print - California cuisine with Asian flair  
**Contributors:**  
 Alan Berkes, Creative Director  
 Hosea Gruber, Associate Creative Director  
 Dan Sorgen, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Edward Morris, Digital Artist

**Award:** Bronze ADDY® Award  
**Entrant:** R&R Partners  
**Advertiser:** Western Digital  
**Title:** Western Digital - Preferred/BGB - Print - Male  
**Contributors:**  
 Alan Berkes, Creative Director  
 Hosea Gruber, Associate Creative Director  
 Dan Sorgen, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Jorge Rafael, Studio Artist  
 Edward Morris, Digital Artist

15 District Fifteen

11 Los Angeles

**CONSUMER OR TRADE PUBLICATION****22 B Consumer/Trade, Full Page, Color**

**Award:** Bronze ADDY® Award  
**Entrant:** R&R Partners  
**Advertiser:** Western Digital  
**Title:** Western Digital - Preferred/BGB - Print - Green

**Contributors:**

Alan Berkes, Creative Director  
 Hosea Gruber, Associate Creative Director  
 Dan Sorgen, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Jorge Rafael, Studio Artist  
 Edward Morris, Digital Artist

**Award:** Bronze ADDY® Award  
**Entrant:** R&R Partners  
**Advertiser:** Western Digital  
**Title:** Western Digital - Preferred/BGB - Print - Gamer

**Contributors:**

Alan Berkes, Creative Director  
 Hosea Gruber, Associate Creative Director  
 Dan Sorgen, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Jorge Rafael, Studio Artist  
 Edward Morris, Digital Artist

**Award:** Bronze ADDY® Award  
**Entrant:** R&R Partners  
**Advertiser:** Western Digital  
**Title:** Western Digital - Channel You - Print - Young Guy

**Contributors:**

Alan Berkes, Creative Director  
 Hosea Gruber, Associate Creative Director  
 Dan Sorgen, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Jorge Rafael, Studio Artist  
 Edward Morris, Digital Artist

**Award:** Bronze ADDY® Award  
**Entrant:** R&R Partners  
**Advertiser:** Western Digital  
**Title:** Western Digital - Channel You - Print - Girl

**Contributors:**

Alan Berkes, Creative Director  
 Hosea Gruber, Associate Creative Director  
 Dan Sorgen, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Jorge Rafael, Studio Artist  
 Edward Morris, Digital Artist

**Award:** Bronze ADDY® Award  
**Entrant:** R&R Partners  
**Advertiser:** Hotel Nikko San Francisco  
**Title:** Hotel Nikko - Print - Bonsai Tree

**Contributors:**

Alan Berkes, Creative Director  
 Hosea Gruber, Associate Creative Director  
 Dan Sorgen, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Edward Morris, Digital Artist



15 District Fifteen

11 Los Angeles

**CONSUMER OR TRADE PUBLICATION****22 B Consumer/Trade, Full Page, Color****Award:** Bronze ADDY® Award**Entrant:** R&R Partners**Advertiser:** Norwegian Cruise Line**Title:** Norwegian Cruise Line - Partners First - Print - New York**Contributors:**

Alan Berkes, Creative Director  
 Bruce Logan, Associate Creative Director  
 Peg Boltz, Associate Creative Director  
 Hosea Gruber, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Edward Morris, Digital Artist

**Award:** Bronze ADDY® Award**Entrant:** R&R Partners**Advertiser:** Norwegian Cruise Line**Title:** Norwegian Cruise Line - Partners First - Print - Carribean**Contributors:**

Alan Berkes, Creative Director  
 Bruce Logan, Associate Creative Director  
 Peg Boltz, Associate Creative Director  
 Hosea Gruber, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Edward Morris, Digital Artist

**Award:** Bronze ADDY® Award**Entrant:** R&R Partners**Advertiser:** Norwegian Cruise Line**Title:** Norwegian Cruise Line - Partners First - Print - Venice**Contributors:**

Alan Berkes, Creative Director  
 Bruce Logan, Associate Creative Director  
 Peg Boltz, Associate Creative Director  
 Hosea Gruber, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Edward Morris, Digital Artist

**23 B Consumer/Trade, Spread, Color****Award:** Silver ADDY® Award**Entrant:** RPA**Advertiser:** Farmers Insurance**Title:** Money Mobile**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Pat Mendelson, Sr. V.P., Group Creatative Director  
 Laura Hauseman, Creative Director  
 Tom Hamling, Creative Director  
 Deb Grisham, Sr. Art Producer  
 Scott Cook, Illustrator  
 Matt Orser, Typographer  
 Nadav Kander, Photographer

**Award:** Bronze ADDY® Award**Entrant:** RPA**Advertiser:** Farmers Insurance**Title:** Home Fires**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Pat Mendelson, Sr. V.P., Group Creatative Director  
 Laura Hauseman, Creative Director  
 Tom Hamling, Creative Director  
 Deb Grisham, Sr. Art Producer  
 Scott Cook, Illustrator

15 District Fifteen

11 Los Angeles

**CONSUMER OR TRADE PUBLICATION**

**23 B Consumer/Trade, Spread, Color**

Matt Orser, Typographer  
Nadav Kander, Photographer

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** Farmers Insurance  
**Title:** Deer Accidents

**Contributors:**  
Joe Baratelli, Executive V.P., Executive Creative Director  
Pat Mendelson, Sr. V.P., Group Creative Director  
Laura Hauseman, Creative Director  
Tom Hamling, Creative Director  
Deb Grisham, Sr. Art Producer  
Scott Cook, Illustrator  
Matt Orser, Typographer  
Nadav Kander, Photographer

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** Farmers Insurance  
**Title:** Slip and Fall

**Contributors:**  
Joe Baratelli, Executive V.P., Executive Creative Director  
Pat Mendelson, Sr. V.P., Group Creative Director  
Laura Hauseman, Creative Director  
Tom Hamling, Creative Director  
Deb Grisham, Sr. Art Producer  
Scott Cook, Illustrator  
Matt Orser, Typographer  
Nadav Kander, Photographer

**24 B Consumer/Trade Campaign, Color**

**Award:** Silver ADDY® Award  
**Entrant:** RPA  
**Advertiser:** Farmers Insurance  
**Title:** Farmers Insurance Print Campaign

**Contributors:**  
Joe Baratelli, Executive V.P., Executive Creative Director  
Pat Mendelson, Sr. V.P., Group Creative Director  
Laura Hauseman, Creative Director  
Tom Hamling, Creative Director  
Deb Grisham, Sr. Art Producer  
Scott Cook, Illustrator  
Matt Orser, Typographer  
Nadav Kander, Photographer

**Award:** Bronze ADDY® Award  
**Entrant:** R&R Partners  
**Advertiser:** Norwegian Cruise Line  
**Title:** Norwegian Cruise Line - Partners First - Print - Campaign

**Contributors:**  
Alan Berkes, Creative Director  
Bruce Logan, Associate Creative Director  
Peg Boltz, Associate Creative Director  
Hosea Gruber, Associate Creative Director  
Rex Maningding, Graphic Designer  
Edward Morris, Digital Artist

**NEWSPAPER**

**24 B Consumer/Trade Campaign, Color**

15 District Fifteen

11 Los Angeles

**NEWSPAPER****31 C Newspaper Self-Promotion Campaign**

**Award:** Bronze ADDY® Award  
**Entrant:** Los Angeles Times  
**Advertiser:** Los Angeles Times  
**Title:** The Envelope - The Awards Insider  
**Contributors:**  
 Jim Fisher, Senior Copywriter  
 Donna Broyles, Senior Art Director  
 Marie Astrid Gonzalez, Senior Art Director  
 Holly Levin, Senior Copywriter  
 Donna Tarzian, Vice President, Brand Marketing  
 Los Angeles Times, Photography

**INTERACTIVE MEDIA****34 A Website, Consumer Flash, Products**

**Award:** Gold ADDY® Award  
**Entrant:** RPA  
**Advertiser:** American Honda Motor Co., Inc.  
**Title:** Good Reasons Website  
**Contributors:**  
 Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Cheston Kwan, Art Director  
 Brian Farkas, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Isadora Chesler, Sr. Producer  
 Dave Brezinski, V.P., Program Director  
 Samira Poulos, Program Manager

**Award:** Bronze ADDY® Award  
**Entrant:** Ayzenberg Group  
**Advertiser:** CCP Games  
**Title:** Eve Is Real  
**Contributors:**  
 Steve Fuller, Sr. Account Executive  
 Lee Matsunami, Executive Producer  
 Steve Bastien, Digital Director  
 Sean Scott, V.P. Digital Strategy  
 Tom Wiebe, Sr. Design Interactive Group Lead  
 Erick Soto, Sr. Developer  
 Daniel Smith, Sr. Technical Director  
 Josh Baker, Lead Animator

**34 C Website, Consumer Flash, Services**

**Award:** Bronze ADDY® Award  
**Entrant:** Walt Disney Parks & Resorts Online  
**Advertiser:** Adventures by Disney  
**Title:** Adventures by Disney Website  
**Contributors:**  
 Thomas Celentano, Art Director  
 Jackie Wong, Oversight Manager  
 Autumn Schabert, Account Manager  
 CIBO, Vendor Partner  
 Antoinette David, Executive Director  
 Maria Alexander, Copywriter  
 Technical Lead, Winnie Wong  
 Lead Developer, Walter Chang

15 District Fifteen

11 Los Angeles

**INTERACTIVE MEDIA****34 C Website, Consumer Flash, Services**

Lilly Yeatman, Khathi Mai, Business Partners

**35 A Website, Consumer HTML, Products****Award:** Silver ADDY® Award**Entrant:** BLITZ**Advertiser:** Naked Juice**Title:** Naked Juice Website**Contributors:**

Ken Martin, Chief Creative Officer  
 Amanda Burgess, Project Manager  
 Dave Williams, Art Director  
 Matt Murray, Associate Creative Director  
 Eddie Herda, Copywriter  
 Dino Petrone, Tech Lead  
 Adam Venturella, Tech Lead  
 Thanh Gip, Designer  
 UX Lead, Jod Kaftan

**Award:** Bronze ADDY® Award**Entrant:** BLITZ**Advertiser:** THQ**Title:** Saints Row 3 Website**Contributors:**

Josh Esguia, Creative Director  
 Paul Shanklin, Project Manager  
 John Starr, Art Director  
 Jod Kaftan, UX Lead  
 Rob Ferrante, Program Manager  
 Dave, Peters  
 Eric Thompson, Designer  
 Thanh Gip, Designer  
 Kevin Kvalstad, Designer  
 Chris Brinlee Jr., Jr. Designer  
 Daniel Chivardi, User Experience Architect

**Award:** Bronze ADDY® Award**Entrant:** BLITZ**Advertiser:** Microsoft**Title:** Gears of War 3 Website**Contributors:**

Eric Perez, Creative Director  
 Amanda Burgess, Sr. Project Manager  
 Paul Hikiji, Art Director  
 Gilbert Cordial, Art Director  
 Sy Harris, UX Lead  
 Brad Atwater, Tech Lead  
 Tony Possobon, Animator  
 Thanh Gip, Designer

**36 A Banners / Pop-ups / Screensavers****Award:** Silver ADDY® Award**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** Good Reasons YouTube**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Cheston Kwan, Art Director  
 Brian Farkas, Art Director

15 District Fifteen

11 Los Angeles

**INTERACTIVE MEDIA****36 A Banners / Pop-ups / Screensavers**

Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Paticoff, Sr. V.P., Executive Producer  
 Isadora Chesler, Sr. Producer  
 Dave Brezinski, V.P., Program Director  
 Samira Poulos, Program Manager

**36 C Micro or Mini Sites**

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

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Chuck Blackwell, Creative Director  
 Ken Pappanduros, Associate Creative Director  
 Seth Prandini, Sr. Copywriter  
 Jeni Stewart, Sr. Art Director  
 Sarah Hass, Art Director Lead  
 Daniel Lee, Art Director  
 Noah Huber, Art Director  
 Stuart Feinstein, Project VP  
 Lian Jue, Project Manager  
 Bradley Stone, Developer Lead

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Nissan North America  
**Title:** LEAF Digital Brochure (d.brochure)  
**Contributors:**

Lynne Grigg and Meg Crabtree, Creative Directors  
 Nick Johnston, Scott Fortenberry & RaeAnn Bellucci,  
 Terry Medwig, Art Director  
 Cathy Edwards, Writer  
 Lori Nielson, Prod. Manager  
 Patti O'Halloran, Art Producer  
 Alex Berger, Technology Director  
 Robert Keding, Developer  
 Gina Schmitz, QA Testing  
 Kirby Williams, Studio Lead

**36 D Online Games**

**Award:** Bronze ADDY® Award  
**Entrant:** Ayzenberg Group  
**Advertiser:** Disney Interactive Media Group  
**Title:** Disney Universe Facebook Mini-Games  
**Contributors:**

Keith Ewing, Creative Director  
 Keith Ewing, Designer  
 Mia Moor, Account Director  
 Tom Wiebe, Sr. Design Interactive Group Lead  
 Steve Knezevich, Digital Strategist  
 Justin Buell, Game Capture Artist  
 Josh Baker, Animator  
 Ian Stokes, Programmer  
 Lee Matsunami, Producer  
 Steve Bastien, Digital Director

15 District Fifteen

11 Los Angeles

**INTERACTIVE MEDIA****36 G Mobile Websites**

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** American Honda Motor Co., Inc.  
**Title:** CR-V Leap List Site  
**Contributors:**  
 Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Chuck Blackwell, Creative Director  
 Ken Pappanduros, Associate Creative Director  
 Seth Prandini, Sr. Copywriter  
 Jeni Stewart, Sr. Art Director  
 Sarah Hass, Art Director Lead  
 Daniel Lee, Art Director  
 Noah Huber, Art Director  
 Stuart Feinstein, Project VP  
 Lian Jue, Project Manager  
 Bradley Stone, Developer Lead

**Award:** Bronze ADDY® Award  
**Entrant:** OgilvyWest  
**Advertiser:** Cisco Systems Inc.  
**Title:** Trending Now  
**Contributors:**  
 Johann Conforme, Group Creative Director  
 Henry Kuo, Creative Director  
 John Dullaghan, Creative Director  
 Karen Kamberg, Associate Creative Director  
 Elana Glazer, Director, User Experience  
 Nyaze Vincent, Digital Producer  
 Sarah Tabbush, Management Supervisor  
 Julia Brown, Senior Account Executive

**36 H Mobile Apps**

**Award:** Silver ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Audi of America  
**Title:** Audi Magazine Issue 01/2011 iPad App  
**Contributors:**  
 Ulrich Lange, Creative Director  
 Anashe Abramian, Art Director  
 Jay Brida, Copywriter  
 Kit Smith, Copy Writer  
 Richard Horman, Editor in Chief  
 Stacey Kearney, Production Manager  
 Paul Carhart, Interactive Designer

**Award:** Bronze ADDY® Award  
**Entrant:** Heck Art Studios  
**Advertiser:** Brown-Forman  
**Title:** Korbel iPhone Application  
**Contributors:**  
 Aaron Heck, Creative Director  
 John Fransella, Creative/Art Director, Designer  
 Erick Martinez, Designer  
 Alec Lane, Designer

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Subaru of America  
**Title:** MY11 Subaru Outback iPad App  
**Contributors:**  
 Steve Davis, Creative Director

15 District Fifteen

11 Los Angeles

**INTERACTIVE MEDIA****36 H Mobile Apps**

Chad Weiss, Creative Director  
 Terry Prine, Art Director  
 Kareem Bahbah, Writer

**Award:** Bronze ADDY® Award**Entrant:** designory.**Advertiser:** Infiniti USA**Title:** MY12 Infiniti Full Line App v2**Contributors:**

Steve Davis, Creative Director  
 Chad Weiss, Sr. Creative Director  
 Scott Izuhara, Associate Creative Director  
 Julie Modica, Account Director  
 Brett Raymond, Sr. Account Manager  
 Scott Izuhara, Art Director  
 Nic Bonilla / Chad Weiss, Writers  
 Marco Vibal, Proofreader  
 John Anderson, Programmer  
 Robert Bakos, Programmer

**Award:** Bronze ADDY® Award**Entrant:** R&R Partners**Advertiser:** Western Digital**Title:** Western Digital - My Book Live - Wired iPad Issue - Family**Contributors:**

Alan Berkes, Creative Director  
 Hosea Gruber, Associate Creative Director  
 Dan Sorgen, Associate Creative Director  
 Rex Maningding, Graphic Designer  
 Jorge Rafael, Studio Artist  
 Edward Morris, Digital Artist

**36 J Internet Commercials****Award:** Gold ADDY® Award**Entrant:** Deutsch**Advertiser:** Volkswagen of America**Title:** Michael**Contributors:****Award:** Silver ADDY® Award**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** Good Reasons Sexy Commercial**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Cheston Kwan, Art Director  
 Brian Farkas, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Isadora Chesler, Sr. Producer  
 Dave Brezinski, V.P., Program Director  
 Samira Poulos, Program Manager

15 District Fifteen

11 Los Angeles

**INTERACTIVE MEDIA****36 J Internet Commercials**

**Award:** Silver ADDY® Award  
**Entrant:** Zambezi  
**Advertiser:** Phiten  
**Title:** Still Flexin'  
**Contributors:**  
 Brian Ford, Creative Director  
 Kevin Buth, Associate Creative Director  
 Chris Raih, Managing Director  
 Todd Murphy, Copywriter  
 Stephen Giem, Art Director  
 Matt Dzamba, Group Account Director  
 Jeramie Hopson, Assistant Account Executive  
 Alex Cohn, Executive Producer  
 Nathan Nowak, Producer  
 Lisa Ashe, Producer  
 Ling Ly, Editor  
 So Me, Director

**Award:** Silver ADDY® Award  
**Entrant:** Denizen Company  
**Advertiser:** Snapdragon / Qualcomm  
**Title:** Bug Circus Generator  
**Contributors:**  
 Denizen, Creative Director and Copywriter  
 Billy Baughman, Agency Producer  
 Lila Javan, Director of Photography  
 Gabriel Abraham, Production Designer

**Award:** Silver ADDY® Award  
**Entrant:** Break Media  
**Advertiser:** Lionsgate  
**Title:** Li'l Pulp Fiction  
**Contributors:**

**Award:** Silver ADDY® Award  
**Entrant:** LOGAN  
**Advertiser:** DC Shoes  
**Title:** Gymkhana FOUR: The Hollywood Megamercial  
**Contributors:**  
 Ben Conrad, Executive Creative Director  
 Matthew Marquis, Executive Producer  
 Steven Blackman, Director of Photography  
 LOGAN, Production Company

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** American Honda Motor Co., Inc.  
**Title:** Million Mile Joe - Parade  
**Contributors:**  
 Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 J Barbush, Associate Creative Director  
 Brian Farkas, Art Director  
 Tylynne McCauley, Copywriter  
 Gary Patcoff, Sr. V.p. Executive Producer  
 Mark Tripp, Producer/Director  
 Faye Armstrong, Assistant Producer  
 Tracy Chaplin, Production Coordinator  
 Butcher Edit, Editorial Company (Surprise Parade)  
 Second Street Productions, Editorial Company ( Meet Joe)



15 District Fifteen

11 Los Angeles

**INTERACTIVE MEDIA****36 J Internet Commercials**

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** X BOX  
**Title:** XBOX Forza 4 "Endangered Species"  
**Contributors:**  
 Nicolai Fuglsig, Director

**Award:** Bronze ADDY® Award  
**Entrant:** Zambezi  
**Advertiser:** smartwater/Glaceau  
**Title:** Jennifer Aniston 'Sex Tape'  
**Contributors:**  
 Brian Ford, Creative Director  
 Kevin Buth, Associate Creative Director  
 Chris Raih, Managing Director  
 Pete Brown, Group Account Director  
 Dana Valikai, Account Supervisor  
 Alex Cohn, Agency Producer  
 Alek Keshishian, Director  
 June Guterman, Executive Producer  
 Dawn Rose, Producer  
 David Brodie, Editor

**36 K Wedisodes**

**Award:** Bronze ADDY® Award  
**Entrant:** Kids At Play  
**Advertiser:** Yahoo!  
**Title:** Let's Talk About Love  
**Contributors:**  
 Niecy Nash and Corey Moss , Executive Producers from  
 Jason Berger, EXECUTIVE PRODUCER (PRODUCTION  
 Amy Laslett, PRODUCER (PRODUCTION CO)  
 Kids at Play, Los Angeles, PRODUCTION COMPANY &  
 Raul Hernandez and Paul de Lumen, DIRECTOR OF  
 Shotgun Digital, Los Angeles, POST PRODUCTION &  
 Shotgun Digital, Los Angeles, EDITORIAL COMPANY &  
 Nathan Anderson, EDITOR

**37 Online Campaign**

**Award:** Silver ADDY® Award  
**Entrant:** Deutsch  
**Advertiser:** Sony Computer Entertainment America  
**Title:** Long Live Play  
**Contributors:**  
 Mark Hunter, Chief Creative Officer  
 Jason Elm, Group Creative Director  
 Shannon McGlothin, Group Creative Director  
 Sam Bergen , Creative Director  
 Josh Fell, Sr. Copywriter  
 Ryan Dickey, Sr. Art Director  
 Bernie O'Dowd, Sr. Art Director  
 Wil Lindberg, Art Director  
 Vic Palumbo, Director, Integrated Production  
 Victoria Guenier, Director, Broadcast Production  
 Jeff Candido , Sr. Copywriter  
 Scarlett Butler, Producer

15 District Fifteen

11 Los Angeles

**INTERACTIVE MEDIA****37 Online Campaign**

**Award:** Bronze ADDY® Award  
**Entrant:** Zambezi  
**Advertiser:** Champs Sports/Footlocker Inc.  
**Title:** We've Got The Hookup  
**Contributors:**  
 Brian Ford, Creative Director  
 Kevin Buth, Associate Creative Director  
 Jon Runkle, Copywriter  
 Emanuel Gregori, Art Director  
 Chris Raih, Managing Director  
 Matt Dzamba, Group Account Director  
 Dana Valikai, Account Supervisor  
 Jeramie Hopson, Assistant Account Executive  
 Summer Allgyer, Assistant Account Executive

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Subaru of America  
**Title:** MY12 Outback, Impreza and WRX d.brochure  
**Contributors:**  
 Steve Davis, Creative Director  
 Chad Weiss, Creative Director  
 Terry Prine, Art Director  
 Jesse James Echon, Art Director  
 David Ly, Art Director  
 Kareem Bahbah, Writer  
 Nic Bonilla, Writer

**Award:** Bronze ADDY® Award  
**Entrant:** designory.  
**Advertiser:** Subaru of America  
**Title:** MY11 Subaru iPad Apps  
**Contributors:**  
 Steve Davis, Creative Director  
 Chad Weiss, Creative Director  
 Terry Prine, Jesse Echon and David Ly, Art Directors  
 Kareem Bahbah and Nic Bonilla, Writers

**RADIO****39 B Local Radio**

**Award:** Bronze ADDY® Award  
**Entrant:** Baru Advertising  
**Advertiser:** Universal Studios Hollywood  
**Title:** HHN - Confessional  
**Contributors:**  
 Elizabeth Barrutia, Principal, Baru Advertising  
 Alex Sobol, Creative Director, Baru Advertising  
 Roy Pari, Associate Creative Director, Baru Advertising  
 Vanessa Esteves, Marketing Strategist, Baru Advertising

**40 Local Radio Campaign**

**Award:** Bronze ADDY® Award  
**Entrant:** Campbell Ewald Advertising  
**Advertiser:** Kaiser Permanente  
**Title:** Backsliders, Choose a side, Flabby Brain, Find Your Motivation  
**Contributors:**  
 Mark Simon, Chief Creative Officer  
 Michael Stelmazsek, Group Creative Director/Writer  
 Angela Zepeda, Account  
 Pattie Breen, Writer

15 District Fifteen

11 Los Angeles

**RADIO**

**40 Local Radio Campaign**

Becca Loose, Writer

**TELEVISION**

**44 B Local TV**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Got Milk  
**Title:** Got Milk "History"  
**Contributors:**  
 craig gillespie, director

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Volkswagen  
**Title:** volkswagen "black beetle"  
**Contributors:**  
 dante ariola, director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Comcast  
**Title:** Comcast "Retreat"  
**Contributors:**  
 craig gillespie, director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** NFL  
**Title:** NFL "The Ball"  
**Contributors:**  
 Joaquin Baca-Asay, Director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** BMW of North America  
**Title:** BMW "Overprotective"  
**Contributors:**  
 Joaquin Baca-Asay, Director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Carl's Jr./Hardee's  
**Title:** McDonalds "Flirt"  
**Contributors:**  
 Rocky Morton , Director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Proctor & Gamble  
**Title:** Old Spice "Motorcycle"  
**Contributors:**  
 Tom Kuntz, Director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Proctor & Gamble  
**Title:** Old Spice "Sea Captain"  
**Contributors:**  
 Tom Kuntz, Director

15 District Fifteen

11 Los Angeles

**TELEVISION****44 B Local TV**

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** DirecTV  
**Title:** DirecTV 'Dog Collar'  
**Contributors:**  
 Tom Kuntz, Director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** DirecTV  
**Title:** DirecTV 'Stray Animal'  
**Contributors:**  
 Tom Kuntz, Director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** DirecTV  
**Title:** DirecTV 'Roadside Ditch'  
**Contributors:**  
 Tom Kuntz, Director

**44 C Local TV**

**Award:** Gold ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Jim Beam  
**Title:** Jim Beam "Parallels"  
**Contributors:**  
 dante ariola, director

**Award:** Gold ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Canal +  
**Title:** Canal + "The Bear"  
**Contributors:**  
 Matthijs Van Heijningen, Director

**Award:** Gold ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Activision  
**Title:** Call of Duty "Zombie Authority"  
**Contributors:**  
 Rocky Morton, Director

**Award:** Gold ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Bundaberg Rum  
**Title:** Bundaberg Rum "Clear Character"  
**Contributors:**  
 Tom Kuntz, director

**Award:** Gold ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Lion Nathan  
**Title:** Hahn Super Dry "Super In. Super Out"  
**Contributors:**  
 Tom Kuntz, Director

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Canon  
**Title:** Canon "Stars"  
**Contributors:**  
 dante ariola, director

15 District Fifteen

11 Los Angeles

**TELEVISION**

**44 C Local TV**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Nissan North America  
**Title:** Nissan "Gas Powered Everything"  
**Contributors:**  
 dante ariola, director

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** CKE Carl Karcher  
**Title:** Carl's Jr. "Robot"  
**Contributors:**  
 Rocky Morton , Director

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Homeaway.com  
**Title:** Homeaway.com "Smush"  
**Contributors:**  
 Rocky Morton, Director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Audi  
**Title:** Audi The Road  
**Contributors:**  
 Dante Ariola, Director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** DirecTV  
**Title:** DirecTV "Steel Cage Love Match"  
**Contributors:**  
 Fredrik Bond , Director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Currys  
**Title:** Curry "Vader's Visit"  
**Contributors:**  
 Rocky Morton, Director

**Award:** Bronze ADDY® Award  
**Entrant:** LOGAN  
**Advertiser:** Bethesda Softworks  
**Title:** Elder Scrolls IV: Skyrim  
**Contributors:**  
 Alexei Tylevich, Executive Creative Director  
 Matthew Marquis, Executive Producer  
 Nicolaj Bruel, Director of Photography  
 LOGAN, Production Company

**45 Local TV Campaign**

**Award:** Silver ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** DirecTV  
**Title:** DirecTV 'Dog Collar' 'Stray Animal' & 'Roadside Ditch'  
**Contributors:**  
 Tom Kuntz, Director

15 District Fifteen

11 Los Angeles

**TELEVISION****45 Local TV Campaign**

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** WM Wrigley Jr. Company  
**Title:** Wrigley's "Piano & Icefly"  
**Contributors:**  
 dante ariola, director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Puma  
**Title:** Puma "Blam Blam!" "Recording"  
**Contributors:**  
 Fredrik Bond, director

**Award:** Bronze ADDY® Award  
**Entrant:** MJZ  
**Advertiser:** Drench  
**Title:** Drench "Caravan" "Fire Engine"  
**Contributors:**  
 Rocky Morton, Director

**47 A National TV, Consumer Products**

**Award:** Gold ADDY® Award  
**Entrant:** RPA  
**Advertiser:** American Honda Motor Co., Inc.  
**Title:** Disclaimers  
**Contributors:**  
 Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Cheston Kwan, Art Director  
 Brian Farkas, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Isadora Chesler, Sr. Producer  
 Digital Production Company, Tool of North America, Santa  
 Editorial, The Reel Thing, Inc.

**Award:** Gold ADDY® Award  
**Entrant:** Deutsch  
**Advertiser:** Sony Computer Entertainment America  
**Title:** Michael  
**Contributors:**  
 Mark Hunter, Chief Creative Officer  
 Jason Elm, Group Creative Director  
 Shannon McGlothin, Group Creative Director  
 Mike Bryce, Group Creative Director  
 Sam Bergen, Associate Creative Director  
 Josh Fell, Associate Creative Director  
 Ryan Dickey, Sr. Art Director  
 Marissa Wasser, Sr. Producer  
 Vic Palumbo, Director, Integrated Production  
 Victoria Guenier, Director, Broadcast Production  
 John McGonigle, Group Account Director  
 Matt Small, Account Director

15 District Fifteen

11 Los Angeles

**TELEVISION****47 A National TV, Consumer Products****Award:** Gold ADDY® Award**Entrant:** Deutsch**Advertiser:** Volkswagen of America**Title:** The Force**Contributors:**

Michael Kadin, Group Creative Director  
 Eric Springer, Group Creative Director  
 Ryan McLaughlin, Sr. Art Director  
 Craig Melchiano, Sr. Art Director  
 David Povill, Sr. Copywriter  
 Jim Haight, Producer  
 Victoria Guenier, Director, Broadcast Production  
 Vic Palumbo, Director, Integrated Production  
 Brooke Yaussi, Associate Producer  
 Tom Else, Group Account Director  
 Chris Carter, Account Director  
 Pari Zahabi, Account Supervisor

**Award:** Silver ADDY® Award**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** A Man**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Cheston Kwan, Art Director  
 Brian Farkas, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Isadora Chesler, Sr. Producer  
 Digital Production Company, Tool of North America, Santa  
 Editorial, The Reel Thing, Inc.

**Award:** Silver ADDY® Award**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** Pay Attention**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Cheston Kwan, Art Director  
 Brian Farkas, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Isadora Chesler, Sr. Producer  
 Digital Production Company, Tool of North America, Santa  
 Editorial, The Reel Thing, Inc.

**Award:** Silver ADDY® Award**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** Car Gift**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director

15 District Fifteen

11 Los Angeles

**TELEVISION**

**47 A National TV, Consumer Products**

Perrin Anderson, Sr. Copywriter  
 Brian Farkas, Art Director  
 Cheston Kwan, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Production Company, Drive-Thru  
 Editorial Company, The Reel Thing, Inc.

**Award:** Silver ADDY® Award

**Entrant:** RPA

**Advertiser:** American Honda Motor Co., Inc.

**Title:** Elves

**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Brian Farkas, Art Director  
 Cheston Kwan, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Production Company, Drive-Thru  
 Editorial Company, The Reel Thing, Inc.

**Award:** Silver ADDY® Award

**Entrant:** RPA

**Advertiser:** American Honda Motor Co., Inc.

**Title:** Giant Offer

**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Brian Farkas, Art Director  
 Cheston Kwan, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Production Company, Drive-Thru  
 Editorial Company, The Reel Thing, Inc.

**Award:** Silver ADDY® Award

**Entrant:** Campbell Ewald Advertising

**Advertiser:** Kaiser Permanente

**Title:** Find Your Thing

**Contributors:**

Mark Simon, Chief Creative Officer  
 Michael Stelmazsek, Group Creative Director  
 Angela Zepeda, Account  
 Robin Todd, Art Director  
 Pattie Breen, Copywriter  
 Lew Baker, Art Director  
 Jim Feltz, Copywriter

**Award:** Bronze ADDY® Award

**Entrant:** RPA

**Advertiser:** American Honda Motor Co., Inc.

**Title:** Holiday Ad

**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director



15 District Fifteen

11 Los Angeles

**TELEVISION**

**47 A National TV, Consumer Products**

Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Brian Farkas, Art Director  
 Cheston Kwan, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Production Company, Drive-Thru  
 Editorial Company, The Reel Thing, Inc.

**47 C National TV, Consumer Services**

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** Farmers Insurance  
**Title:** Critters  
**Contributors:**  
 Joe Baratelli, Executive V.P., Executive Creative Director  
 Pat Mendelson, Sr. V.P., Group Creative Director  
 Laura Hauseman, Creative Director  
 Tom Hamling, Creative Director  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Selena Pizarro, Sr. Producer  
 Production Company, Bob Industries  
 Editorial Company, Spot Welders  
 Telecine Company, Company 3, Santa Monica  
 Visual Effects Company, Public VFX  
 Title Design, Laundrymat TV  
 Audio Post Company, Lime Studios

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** Farmers Insurance  
**Title:** Cat Burglar  
**Contributors:**  
 Joe Baratelli, Executive V.P., Executive Creative Director  
 Pat Mendelson, Sr. V.P., Group Creative Director  
 Laura Hauseman, Creative Director  
 Tom Hamling, Creative Director  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Selena Pizarro, Sr. Producer  
 Production Company, Bob Industries  
 Editorial Company, Spot Welders  
 Telecine Company, Company 3, Santa Monica  
 Visual Effects Company, Public VFX  
 Title Design, Laundrymat TV  
 Audio Post Company, Lime Studios

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** Farmers Insurance  
**Title:** Sticky Map  
**Contributors:**  
 Joe Baratelli, Executive V.P., Executive Creative Director  
 Pat Mendelson, Sr. V.P., Group Creative Director  
 Laura Hauseman, Creative Director  
 Tom Hamling, Creative Director  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Selena Pizarro, Sr. Producer  
 Production Company, Bob Industries  
 Editorial Company, Spot Welders

15 District Fifteen

11 Los Angeles

**TELEVISION****47 C National TV, Consumer Services**

Telecine Company, Company 3, Santa Monica  
 Visual Effects Company, Public VFX  
 Title Design, Laundrymat TV  
 Audio Post Company, Lime Studios

**48 A National TV Campaign****Award:** Gold ADDY® Award**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** Good Reasons TV Campaign**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Brian Farkas, Art Director  
 Cheston Kwan, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Isadora Chesler, Sr. Producer  
 Digital Production Company, Tool of North America, Santa  
 Editorial, The Reel Thing, Inc.

**Award:** Silver ADDY® Award**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** Happy Honda Days TV Campaign**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Brian Farkas, Art Director  
 Cheston Kwan, Art Director  
 Tylynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Production Company, Drive-Thru  
 Editorial Company, The Reel Thing, Inc.

**Award:** Bronze ADDY® Award**Entrant:** NBC OTS ISM&P**Advertiser:** Coldwell Banker**Title:** Coldwell Banker - Crowded House**Contributors:**

Bill Weisman, Producer, Director  
 Angelo Dush, Project Manager  
 Kathy Ebel, Senior Copywriter  
 Glenn Amonitti, Art Director  
 Ross Berryman, Director of Photography  
 Kevin Candido, VP Production, Operations  
 Nanci Roberts, Production Designer  
 Bonnie Stauch, Wardrobe Designer  
 Tighe Damron, Editor

**48 A National TV Campaign**

15 District Fifteen

11 Los Angeles

**TELEVISION****48 C National TV Campaign****Award:** Bronze ADDY® Award**Entrant:** RPA**Advertiser:** Farmers Insurance**Title:** Farmers Insurance TV Campaign #1**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Pat Mendelson, Sr. V.P., Group Creative Director  
 Laura Hauseman, Creative Director  
 Tom Hamling, Creative Director  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Selena Pizarro, Sr. Producer  
 Lyndsey Wilson, Producer  
 Whitney Young, Assistant Producer  
 Damian Fratecelli, Associate Creative Director  
 Katie Carlile, Art Director  
 Chris Juhas, Copywriter

**Award:** Bronze ADDY® Award**Entrant:** RPA**Advertiser:** Farmers Insurance**Title:** Farmers Insurance TV Campaign #2**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Pat Mendelson, Sr. V.P., Group Creative Director  
 Laura Hauseman, Creative Director  
 Tom Hamling, Creative Director  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Selena Pizarro, Sr. Producer  
 Production Company, Bob Industries  
 Editorial Company, Spot Welders  
 Telecine Company, Company 3, Santa Monica  
 Visual Effects Company, Public VFX  
 Title Design, Laundrymat TV  
 Audio Post Company, Lime Studios

**50 B Cinema, In-Theater Spots****Award:** Gold ADDY® Award**Entrant:** RPA**Advertiser:** Newport Beach Film Festival**Title:** Boy Meets Girl**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Scott McDonald, Creative Director  
 Laura Hauseman, Associate Creative Director  
 Tom Hamling, Associate Creative Director  
 Gary Patcoff, Sr. V.P., Executive Producer  
 Selena Pizarro, Sr. Producer  
 Production Company, Biscuit Filmworks  
 Editorial Company, Spot Welders  
 Telecine Company, Company 3, Santa Monica  
 Visual Effects Company, Public VFX  
 Audio Post Company, Eleven  
 Music Company/with location, Beacon Street Studios

**Award:** Bronze ADDY® Award**Entrant:** Los Angeles Times**Advertiser:** Los Angeles Times**Title:** The Envelope - The Awards Insider**Contributors:**

Jim Fisher, Senior Copywriter  
 Donna Broyles, Senior Art Director

15 District Fifteen

11 Los Angeles

**TELEVISION****50 B Cinema, In-Theater Spots**

Marie Astrid Gonzalez, Senior Art Director  
 Holly Levin, Senior Copywriter  
 Donna Tarzian, Vice President, Brand Marketing  
 Los Angeles Times, Photography  
 National Television, Production

**MIXED/MULTIPLE MEDIA****54 Mixed-Media, National Consumer****Award:** Gold ADDY® Award and BEST OF SHOW ADDY®**Entrant:** RPA**Advertiser:** American Honda Motor Co., Inc.**Title:** Good Reasons Integrated Campaign**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Jason Sperling, Sr. V.P., Group Creative Director  
 Hobart Birmingham, Sr. Art Director  
 Perrin Anderson, Sr. Copywriter  
 Cheston Kwan, Art Director  
 Brian Farkas, Art Director  
 Tyllynne McCauley, Copywriter  
 Josh Hill, Jr. Copywriter  
 Gary Patocoff, Sr. V.P., Executive Producer  
 Isadora Chesler, Sr. Producer  
 Dave Brezinski, V.P., Program Director  
 Samira Poulos, Program Manager

**Award:** Bronze ADDY® Award**Entrant:** Deutsch**Advertiser:** HTC**Title:** HTC: Sensation**Contributors:**

Karen Costello, Group Creative Director  
 Associate Creative Director, Scott Hiding  
 Associate Creative Director, Jeff Bossin  
 Director of Integrated Production, Vic Palumbo  
 Director of Broadcast Production, Victoria Guenier  
 Producer, Scarlett Butler  
 Music Supervisor, Marisa Wasser  
 Group Account Director, Mike Goefft  
 Account Director, Amy Weidemann  
 Account Supervisor, Alex Gross  
 Account Executive, Carla Terwilleger  
 Director, David Frankham

**PUBLIC SERVICE****62 E Public Service, Poster****Award:** Bronze ADDY® Award**Entrant:** RPA**Advertiser:** United Way**Title:** United Way-Angels Were Here**Contributors:**

Joe Baratelli, Executive V.P., Executive Creative Director  
 Kiumars Gourki, Associate Creative Director  
 Brenna Humphreys, Sr. Copywriter  
 Steve Bao, Photography  
 Joe Barnes, Video Production  
 Steve Bao, Video Editing  
 Dion Chilliast, Project Manager  
 David Jacobs, Project Manager

15 District Fifteen

11 Los Angeles

**PUBLIC SERVICE**

**62 E Public Service, Poster**

Andrea Lance, Account Manager  
Pam Tanner, Production Manager

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** United Way  
**Title:** United Way-RPA Angels

**Contributors:**  
Joe Baratelli, Executive V.P., Executive Creative Director  
Kiumars Gourki, Associate Creative Director  
Brenna Humphreys, Sr. Copywriter  
Steve Bao, Photography  
Joe Barnes, Video Production  
Steve Bao, Video Editing  
Dion Chilliast, Project Manager  
David Jacobs, Project Manager  
Andrea Lance, Account Manager  
Pam Tanner, Production Manager

**Award:** Bronze ADDY® Award  
**Entrant:** RPA  
**Advertiser:** United Way  
**Title:** United Way-Be An Angel

**Contributors:**  
Joe Baratelli, Executive V.P., Executive Creative Director  
Kiumars Gourki, Associate Creative Director  
Brenna Humphreys, Sr. Copywriter  
Steve Bao, Photography  
Joe Barnes, Video Production  
Steve Bao, Video Editing  
Dion Chilliast, Project Manager  
David Jacobs, Project Manager  
Andrea Lance, Account Manager  
Pam Tanner, Production Manager

**Award:** Bronze ADDY® Award  
**Entrant:** LOS ANGELES UNIFIED SCHOOL DISTRICT  
**Advertiser:** LAUSD  
**Title:** YOYO 7

**Contributors:**  
RENE MELENDREZ, GRAPHIC DESIGNER  
JILL BARNES, REMS GRANT MANAGER

**64 A Public Service, TV**

**Award:** Silver ADDY® Award  
**Entrant:** Walton | Isaacson  
**Advertiser:** Walton Isaacson  
**Title:** Why Bother

**Contributors:**

**Award:** Bronze ADDY® Award  
**Entrant:** teepee creative  
**Advertiser:** Western Washington Domestic Violence Outreach  
**Title:** Tea Party

**Contributors:**  
Holly Levin, Copywriter/Art Director  
Tom Cartier, Director  
Tripp McCarty, Editor

**64 A Public Service, TV**

15 District Fifteen

11 Los Angeles

**PUBLIC SERVICE****68 B Public Service, Mixed Media Campaign**

**Award:** Bronze ADDY® Award  
**Entrant:** Deutsch  
**Advertiser:** MyGoodDeed  
**Title:** 9/11: A Day of Service  
**Contributors:**

Mark Hunter, Chief Creative Officer Deutsch  
 Kirk Souder, Executive Creative Director (GOOD/Corps)  
 Davi Sing, Integrated Creative Director (Deutsch)  
 Jamie Levey, Senior Art Director (Deutsch)  
 Linda Carlson, Executive Producer (Rock Paper Scissors)  
 Eve Kornblum, Executive Producer (Rock Paper Scissors)  
 Emma Johnson, Associate Producer (Deutsch)  
 Kim Getty, Director of Account Management (Deutsch)  
 Sebastian Buck, Strategic Lead (GOOD/Corps)  
 David Dreyer, Group Account Director (Deutsch)  
 Ashley Jacobs, Head of Partnerships and Strategy  
 Christi Johnson, Account Director (Deutsch)

**ADVERTISING INDUSTRY SELF-PROMOTION****69 A Self-Promotion, Collateral**

**Award:** Gold ADDY® Award  
**Entrant:** BIRD  
**Advertiser:** BIRD  
**Title:** BIRD Field Guide  
**Contributors:**

Peter King Robbins, Creative Director  
 Angela Huang, Art Director  
 Soo Kwon, Designer  
 Ashley Monroe, Designer  
 Brian Yetwin, Copywriter  
 Martin Rudolf, Art Director  
 Dana Chen, Designer  
 Sasha Agapov, Retouching

**69 I Self-Promotion, Non-Traditional**

**Award:** Gold ADDY® Award  
**Entrant:** Pitch, Inc.  
**Advertiser:** Pitch  
**Title:** Pitch - The Year in Cookies  
**Contributors:**

Jon Banks, Principal - Pitch  
 Kim Thomsen, Principal - Pitch

**ELEMENTS OF ADVERTISING****75 A Special Effects, Video or Film**

**Award:** Bronze ADDY® Award  
**Entrant:** Disney's Yellow Shoes Creative Group  
**Advertiser:** Disney Parks & Resorts  
**Title:** Disneyland Summer: Aulani "Imagine"  
**Contributors:**

Marty Muller (Disney), Senior VP of Global Creative  
 Sally Conner (Disney), VP of Global Broadcast Production  
 Cory Stone (Disney), Production Director  
 Terry Williams (Disney), Producer  
 Katie Winemiller (Disney), Account Management  
 Ned Crowley (McGarry Bowen), Chief Creative Officer  
 Jon Moore (McGarry Bowen), Managing Director  
 Laurel Flatt (McGarry Bowen), Account Managing Director  
 Kate Black (McGarry Bowen), Account Supervisor

15 District Fifteen

11 Los Angeles

**ELEMENTS OF ADVERTISING****75 A Special Effects, Video or Film**

Peter Thwaites, Director Production/Post  
The Mill-NY, EFX/Compositing

**Award:** Bronze ADDY® Award

**Entrant:** Disney's Yellow Shoes Creative Group

**Advertiser:** Disney Parks & Resorts

**Title:** Disneyland Summer: "Ursula's Ocean"

**Contributors:**

Marty Muller (Disney), Senior VP of Global Creative  
Sally Conner (Disney), VP of Global Broadcast Production  
Cory Stone (Disney), Production Director  
Terry Williams (Disney), Producer  
Janice Simcoe & Jim St. Amant (Disney), Account  
Ned Crowley (McGarry Bowen), Chief Creative Officer  
Jon Moore (McGarry Bowen), Managing Director  
Anne Pazen & Scott Ballows (McGarry Bowen), Associate  
Laurel Flatt (McGarry Bowen), Account Managing Director  
Kate Black (McGarry Bowen), Account Supervisor  
Phil Joanou, Director Production/Post  
Method-LA, EFX/Compositing

**Award:** Bronze ADDY® Award

**Entrant:** RAPP

**Advertiser:** Time Warner Cable

**Title:** Time Warner Cable IntelligentHome

**Contributors:**

Marty Cooke, Chief Creative Officer  
Nick Platt, Executive Creative Officer  
Joseph Bergman, Creative Director, Art Director  
Diori Thomas, Senior Copywriter  
Lauren Rogers, Senior Art Director  
Randy Morton, Director of Production  
Val Aveni, Producer  
Wendy Wahl, Client Partner  
Mary Kedzior, Management Supervisor  
Jessie Kernan, Chief Strategy Officer, US  
Laura Taylor, Associate Director, Communications Planner  
Megan Givens, Project Manager

**76 A Music Only**

**Award:** Silver ADDY® Award

**Entrant:** Stimmung

**Advertiser:** Sony Computer Entertainment

**Title:** Playstation "Michael"

**Contributors:**

Robert Miller, Composer

**Award:** Silver ADDY® Award

**Entrant:** Stimmung

**Advertiser:** Sony Computer Entertainment

**Title:** Johnnie Walker "Step Together"

**Contributors:**

Cyrus Melchor, Composer

**Award:** Silver ADDY® Award

**Entrant:** Campbell Ewald Advertising

**Advertiser:** Kaiser Permanente

**Title:** Find Your Thing

**Contributors:**

Mark Simon, Chief Creative Officer  
Michael Stelmazsek, Group Creative Director  
Angela Zepeda, Account

15 District Fifteen

11 Los Angeles

**ELEMENTS OF ADVERTISING****76 A Music Only**

HUMAN Los Angeles , composers, artists, and producers

**Award:** Bronze ADDY® Award**Entrant:** Stimmung**Advertiser:** Subaru**Title:** Subaru "200,000 Miles"**Contributors:**

Tom Morse , Composer

**Award:** Bronze ADDY® Award**Entrant:** Stimmung**Advertiser:** KIA Motors**Title:** Kia "Commandeer"**Contributors:**

Robert Miller, Composer

Gus Koven, Sound Designer

**Award:** Bronze ADDY® Award**Entrant:** Stimmung**Advertiser:** Powershares**Title:** Powershares "Red Carpet"**Contributors:**

Peter Lauridsen, Composer

**Award:** Bronze ADDY® Award**Entrant:** Stimmung**Advertiser:** DirecTV**Title:** DirecTV "Hot House"**Contributors:**

Robert Miller, Composer

Stimmung, Music Company

**Award:** Bronze ADDY® Award**Entrant:** Stimmung**Advertiser:** Hyundai**Title:** Hyundai "Anachronistic City"**Contributors:**

Marc Bianchi , Composer

Gus Koven, Sound Design

**Award:** Bronze ADDY® Award**Entrant:** Stimmung**Advertiser:** Dodge**Title:** Dodge 'Car Chase'**Contributors:**

Jason Johnson , Arranger

Gus Koven, Sound Designer

**Award:** Bronze ADDY® Award**Entrant:** Stimmung**Advertiser:** Coca Cola**Title:** Coca Cola 'Seige'**Contributors:**

Gus Koven, Sound Designer

Robert Miller, Composer/Arranger

**Award:** Bronze ADDY® Award**Entrant:** Stimmung**Advertiser:** Coca Cola**Title:** Coca Cola "Border"**Contributors:**

Robert Miller, Composer



15 District Fifteen

11 Los Angeles

**ELEMENTS OF ADVERTISING****76 A Music Only**

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Procter & Gamble  
**Title:** Procter & Gamble  
**Contributors:**  
 Chip Jenkins, Composer

**76 B Music With Lyrics**

**Award:** Silver ADDY® Award  
**Entrant:** Ayzenberg Group  
**Advertiser:** [a]listgames & GamersFirst  
**Title:** APB Reloaded: 'Be All You Can't Be'  
**Contributors:**  
 Michael Chaves, Director/Animation/FX  
 Jon Menefee, Creative Director/Editor  
 Clark Crozer, Creative Director/Copywriter  
 Eric Ayzenberg, Executive Producer  
 Lauren Bentle, Agency Producer  
 Kirsten Knoll, Live Action Producer  
 Tamara Johnston, Account Executive  
 Meelad Sadat, Public Relations  
 Richard Castro and Steve Sikorski, Animation/FX  
 Steve Fowler, Marketing Director  
 Ricardo Mireles, Music Supervisor  
 Chaundon & Curtiss King, Music Production/Composition

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Diamond Foods  
**Title:** Kettle Chips "School Boy"  
**Contributors:**  
 Robert Miller, Composer  
 Gus Koven, Sound Designer

**Award:** Bronze ADDY® Award  
**Entrant:** Disney's Yellow Shoes Creative Group  
**Advertiser:** Disney Parks & Resorts  
**Title:** Disneyland Summer: Aulani "Imagine"  
**Contributors:**  
 Marty Muller (Disney), Senior VP of Global Creative  
 Sally Conner (Disney), VP of Global Broadcast Production  
 Cory Stone (Disney), Production Director  
 Terry Williams (Disney), Producer  
 Katie Winemiller (Disney), Account Management  
 Ned Crowley (McGarry Bowen), Chief Creative Officer  
 Jon Moore (McGarry Bowen), Managing Director  
 Laurel Flatt (McGarry Bowen), Account Managing Director  
 Kate Black (McGarry Bowen), Account Supervisor  
 Peter Thwaites, Director Production/Post  
 The Mill-NY, EFX/Compositing  
 Matt Walker, Senior VP Walt Disney Music

**76 C Sound Design**

**Award:** Gold ADDY® Award  
**Entrant:** DeepMix  
**Advertiser:** EA Sports  
**Title:** EA SSX 2012  
**Contributors:**  
 Jay Nierenberg, Sound Designer  
 Dave Curtin, Executive Producer  
 DeepMix, Music Company

15 District Fifteen

11 Los Angeles

**ELEMENTS OF ADVERTISING****76 C Sound Design**

**Award:** Silver ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** WM Wrigley Jr. Company  
**Title:** Wrigleys 'Piano'  
**Contributors:**  
 Gus Koven, Sound Designer  
 Dante Ariola , Director  
 MJZ, Production Company

**Award:** Silver ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Nike  
**Title:** Nike "Back to the Future"  
**Contributors:**  
 Gus Koven , Sound Designer

**Award:** Silver ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Nike  
**Title:** Nike 'Shine'  
**Contributors:**  
 Gus Koven, Sound Designer

**Award:** Silver ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Nike  
**Title:** Nike 'Spotlight'  
**Contributors:**  
 Gus Koven , Sound Design

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Sonos  
**Title:** Sonos 'Grinder'  
**Contributors:**  
 Jason Johnson, Sound Designer  
 Jason Johnson, Composer  
 Jimmy Haun, Composer

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** KIA Motors  
**Title:** Kia 'Commandeer'  
**Contributors:**  
 Gus Koven, Sound Designer  
 Robert Miller, Composer

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** WM Wrigley Jr. Company  
**Title:** Wrigleys 'Icefly'  
**Contributors:**  
 Dante Ariola , Director  
 MJZ, Production Company  
 Gus Koven, Sound Designer

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Hyundai  
**Title:** Hyundai 'Anachronistic City'  
**Contributors:**  
 Marc Bianchi , Composer

15 District Fifteen

11 Los Angeles

**ELEMENTS OF ADVERTISING**

**76 C Sound Design**

Gus Koven, Sound Design

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Electronic Arts  
**Title:** EA Battlefield 3 "Is It Real?"  
**Contributors:**  
 David Winer, Composer  
 Gus Koven, Sound Designer

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Dodge  
**Title:** Dodge "Car Chase"  
**Contributors:**  
 Jason Johnson, Composer  
 Gus Koven, Sound Designer

**Award:** Bronze ADDY® Award  
**Entrant:** Stimmung  
**Advertiser:** Coca Cola  
**Title:** Coca Cola "Seige"  
**Contributors:**  
 Robert Miller, Composer/Arranger  
 Gus Koven, Sound Designer

**Award:** Bronze ADDY® Award  
**Entrant:** Kovel/Fuller  
**Advertiser:** Yokohama Tire  
**Title:** Yokohama X's and O's  
**Contributors:**  
 John Fuller, President/Partner  
 Lee Kovel, Chief Creative Officer/Partner  
 Josh Lieber, Creative Director/Copywriter  
 Jason Johnson, Associate Creative Director/Art Director  
 James Smith, Executive Producer  
 Jim Reilly, Account Director  
 Krissy Derossi, Senior Account Executive  
 Kyle Koffman, Account Executive  
 Bandito Brothers, Sound/Production  
 Mike "Mouse" McCoy, Director

**STUDENT ADDY Categories**

**S02 C Poster**

**Award:** Student Silver ADDY®  
**Entrant:** Kathleen Lorden  
**Advertiser:** Art Center College of Design  
**Title:** Anthropologie "A"  
**Contributors:**  
 Kathleen Lorden, Art Director/Photographer  
 Bryce Martin, Producer

**Award:** Student Silver ADDY®  
**Entrant:** Kathleen Lorden  
**Advertiser:** Art Center College of Design  
**Title:** Blick Art Supplies  
**Contributors:**  
 Kathleen Lorden, Art Director/Photographer

15 District Fifteen

11 Los Angeles

**STUDENT ADDY Categories****S02 C Poster**

**Award:** Student Bronze ADDY®  
**Entrant:** Kathleen Lorden / Maria Meehan  
**Advertiser:** Art Center College of Design  
**Title:** The French Open  
**Contributors:**  
 Kathleen Lorden, Art Director/Designer  
 Maria Meehan, Art Director/Designer

**S06 A Single Consumer / Trade Magazine**

**Award:** Student Gold ADDY®  
**Entrant:** Erik Gonzalez, Jesse Yowell, Rhombie Sandoval  
**Advertiser:** Art Center College of Design  
**Title:** Sleeping Beauty  
**Contributors:**  
 Erik Gonzalez, Art Director  
 Jesse Yowell, Art Director  
 Rhombie Sandoval, Photographer

**Award:** Student Silver ADDY®  
**Entrant:** Daniel B. Koo  
**Advertiser:** Art Center College of Design  
**Title:** Ducati Print  
**Contributors:**  
 Daniel Koo, Art Director  
 Lena Abujbara, Photographer

**Award:** Student Silver ADDY®  
**Entrant:** Daniel B. Koo  
**Advertiser:** Art Center College of Design  
**Title:** O'Doul's Print  
**Contributors:**  
 Daniel Koo, Art Director  
 Lena Abujbara, Photographer

**Award:** Student Silver ADDY®  
**Entrant:** Alex Nassour  
**Advertiser:** Art Center College of Design  
**Title:** Bullet Proof Suits  
**Contributors:**  
 Alex Nassour, Art Director  
 Lena Abujbara, Photographer  
 Agustin Sanchez, Copywriter

**Award:** Student Silver ADDY®  
**Entrant:** TYLER JENSEN  
**Advertiser:** Art Center College of Design  
**Title:** JACK DANIEL'S MUSTARD  
**Contributors:**  
 TYLER JENSEN, ART DIRECTOR  
 RAY ALLAN DAVID, ART DIRECTOR  
 LENA ABUJBARA, PRODUCT PHOTOGRAPHY

**S06 B Magazine Campaign**

**Award:** Student Silver ADDY®  
**Entrant:** Daniel B. Koo  
**Advertiser:** Art Center College of Design  
**Title:** Ducati Print Campaign  
**Contributors:**  
 Daniel Koo, Art Director  
 Lena Abujbara, Photographer

15 District Fifteen

11 Los Angeles

**STUDENT ADDY Categories****S06 B Magazine Campaign**

**Award:** Student Bronze ADDY®  
**Entrant:** Kathleen Lorden  
**Advertiser:** Art Center College of Design  
**Title:** Krispy Kreme "Lick"  
**Contributors:**  
 Kathleen Lorden, Art Director/Photographer

**S10 A Television, Single**

**Award:** Student Gold ADDY® and Student BEST OF SHOW ADDY®  
**Entrant:** Win Bates  
**Advertiser:** Loyola Marymount University  
**Title:** Doritos - Burning House  
**Contributors:**  
 Win Bates, Copywriter  
 Win Bates, Director  
 Mike Nes, Producer  
 Garrett Shannon, Director of Photography

**Award:** Student Gold ADDY®  
**Entrant:** Win Bates  
**Advertiser:** Loyola Marymount University  
**Title:** Xbox - Guys TV Time  
**Contributors:**  
 Win Bates, Director & Writer  
 Mike Nes, Producer  
 Garrett Shannon, Director of Photography

**Award:** Student Silver ADDY®  
**Entrant:** Carlo Olivares Paganoni - Director  
**Advertiser:** Art Center College of Design  
**Title:** SEXY  
**Contributors:**  
 Carlo Olivares Paganoni, Director  
 Bret Zausmer, Cinematographer  
 Carolina Santoro Blengini, 1st A.D.  
 Viviana Cruz, Actress

**Award:** Student Silver ADDY®  
**Entrant:** Win Bates  
**Advertiser:** Loyola Marymount University  
**Title:** Doritos - Last Bag  
**Contributors:**  
 Win Bates, Copywriter  
 Win Bates, Director  
 Mike Nes, Producer  
 Garrett Shannon, Director of Photography

**Award:** Student Silver ADDY®  
**Entrant:** Kevin Michael Snyder  
**Advertiser:** Art Center College of Design  
**Title:** The Boy and the Bubble  
**Contributors:**  
 Kevin Snyder, Writer/Director  
 Gio Chronopoulos, Animator  
 Vincent Gillioz, Composer

**Award:** Student Silver ADDY®  
**Entrant:** Gevorg Karensky  
**Advertiser:** Art Center College of Design  
**Title:** AUDI Evade  
**Contributors:**  
 Gevorg Karensky, Director

15 District Fifteen

11 Los Angeles

**STUDENT ADDY Categories****S10 A Television, Single**

Gevorg Karensky, Visual Effects Supervisor  
 Maks Naporowski, Visual Effects Supervisor  
 Mathew Wilcock, Sound Design

**Award:** Student Bronze ADDY®**Entrant:** Carlo Olivares Paganoni - Director**Advertiser:** Art Center College of Design**Title:** LIGHTS**Contributors:**

Carlo Olivares Paganoni, Director/Writer  
 Justin Wells, Director of Photography  
 Micah Williams, 1st Assistant Director  
 David Hlebo, Music Composer  
 Kathleen Lorden, Production Designer  
 Myles Pimental, Alice Gardin, Actors  
 Lei Tao & Dabbu-Vivek Ramanujam, VFX Practical Effects  
 Brian Fenner, Derek Brown, Filippo Nesci, Gaffer,  
 Michael Subjack, Dolly Grip  
 Kevyn Wallace, Alex (Fuxiao) Bai, Pablo Torroella,  
 Cynthia Luran, Lupita & Celia Paganoni, Hair and Make-  
 Kathleen Lorden, Pablo Torroella, Wanhi Lee, Extras

**Award:** Student Bronze ADDY®**Entrant:** Arshag Dickranian**Advertiser:** Art Center College of Design**Title:** Leonidas**Contributors:**

Arshag Dickranian, Director  
 Varant Dickranian, Producer  
 Van Dickranian, Producer  
 Jeremy Lundborg, Cinematographer

**Award:** Student Bronze ADDY®**Entrant:** Bret Zausmer**Advertiser:** Art Center College of Design**Title:** Nike MMA**Contributors:**

Bret Zausmer, Writer/Director/Producer  
 Laura Niles, Lead Actress  
 Nicholas Campbell, First Assistant Director  
 Olaolu Jegede, Co-Cinematographer  
 Bradford Burdick, Co-Cinematographer  
 Andy McDermott, Actor  
 Randall Bacon, Actor  
 Aqueela Zoll, Actress  
 Brian Le, Actor/MMA Consultant  
 Cassandra Betancourt, Actress/MMA Consultant  
 Sean Lomeli, Actor/MMA Consultant  
 T.A. Frapasella/Justin Fortune, Fortune MMA Participants

**Award:** Student Bronze ADDY®**Entrant:** Mike Reyes**Advertiser:** Art Center College of Design**Title:** Levi's Jeans: The Levi Brothers**Contributors:**

Mike Reyes, Director / Cinematographer  
 Sam Benenati, 1st Assistant Director  
 Jorge Sandoval, Editor

15 District Fifteen

11 Los Angeles

**STUDENT ADDY Categories****S10 A Television, Single**

**Award:** Student Bronze ADDY®  
**Entrant:** Fred Germany  
**Advertiser:** Art Center College of Design  
**Title:** Wells Fargo Spec  
**Contributors:**  
 Chanel Urban, Producer

**Award:** Student Bronze ADDY®  
**Entrant:** Michael Subjack  
**Advertiser:** Art Center College of Design  
**Title:** PSA for the Society for the Prevention of Cruelty to Animals  
**Contributors:**  
 Michael Subjack, Writer and Director  
 Nicholas Campbell, Producer  
 Olaolu Jegede, Director of Photography  
 Carlo Olivares Paganoni, Production Design  
 Micah Williams, 1st Assistant Director  
 Teresa Chan, Make-Up  
 Bradford Burdick, 1st Assistant Director  
 Mego Lin, 2nd Assistant Director  
 Lei Tao, Gaffer  
 Brian Fenner, Grip  
 Alex Bai, Grip  
 Justin Wells , Video Village

**Award:** Student Bronze ADDY®  
**Entrant:** Arshag Dickranian  
**Advertiser:** Art Center College of Design  
**Title:** Winner  
**Contributors:**  
 Arshag Dickranian, Director  
 Varant Dickranian, Producer  
 Van Dickranian, Producer  
 Arshag Dickranian, Cinematographer

**Award:** Student Bronze ADDY®  
**Entrant:** Kathleen Lorden  
**Advertiser:** Art Center College of Design  
**Title:** Kia Soul "Funeral"  
**Contributors:**  
 Kathleen Lorden, Writer/Art Director/Director  
 Chris Saul, Cinematographer

**Award:** Student Bronze ADDY®  
**Entrant:** Brenton Covington  
**Advertiser:** Art Center College of Design  
**Title:** 3M "SUPERHEROS"  
**Contributors:**  
 Brenton Covington, Director/ Writer  
 Mike Reyes, Director of Photography

**Award:** Student Bronze ADDY®  
**Entrant:** Ellen Houlihan  
**Advertiser:** Art Center College of Design  
**Title:** Jeep- Crispy  
**Contributors:**  
 Ellen Houlihan, Director, Art Director, Producer  
 Fiorella Occhipinti, Director of Photography  
 Lindsey Coulter, Art Director  
 Ben Lazarus, Editor, Sound Designer  
 Qing Wang, 1st AD  
 David Peddicord, Co-Producer  
 Ryan Knouf, Sound Mixer

15 District Fifteen

11 Los Angeles

---

**STUDENT ADDY Categories**

**S10 A Television, Single**

**S10 B Television, Campaign**

**Award:** Student Silver ADDY®

**Entrant:** Gevorg Karensky

**Advertiser:** Art Center College of Design

**Title:** BMW M3 - Power

**Contributors:**

Gevorg Karensky, Director

Francis Pollara, Producer

Chris Saul, Cinematography

Dan Bartolucci, Editor

**S11 Mixed Media Campaign**

**Award:** Student Gold ADDY®

**Entrant:** TYLER JENSEN

**Advertiser:** Art Center College of Design

**Title:** Cazadores Tequila

**Contributors:**

TYLER JENSEN, ART DIRECTOR

LENA ABUJBARA, PHOTOGRAPHER

DREW ROBERTS, DIRECTOR OF PHOTOGRAPHY

JAMES GOODNIGHT, DIRECTOR OF PHOTOGRAPHY

**Award:** Student Silver ADDY®

**Entrant:** Erik Gonzalez, Sara Karabibergian, Melissa Thomas

**Advertiser:** Art Center College of Design

**Title:** Flowers can say Anything.

**Contributors:**

Erik Gonzalez, Art Director

Melissa Thomas, Copywriter

Sarah Karabibergian, Art Director

**S12 A Logo**

**Award:** Student Bronze ADDY®

**Entrant:** Kathleen Lorden

**Advertiser:** Art Center College of Design

**Title:** Hansen's Natural Soda

**Contributors:**

Kathleen Lorden, Art Director/Designer

**S12 B Illustration**

**Award:** Student Silver ADDY®

**Entrant:** Kathleen Lorden

**Advertiser:** Art Center College of Design

**Title:** Used

**Contributors:**

Kathleen Lorden, Designer