

American Advertising Federation
Advertising Club of The Virgin Islands
District Four
ADDY® Awards

SALES PROMOTION
Sales Kits or Product Information Sheets

Award: Silver ADDY® Award
Entrant: Kate N Design, Inc.
Advertiser: Westin St. John Resort & Villas
Title: Westin St. John Wedding Brochure

Award: Silver ADDY® Award
Entrant: Media Mate Inc.
Advertiser: Caribbean Cards
Title: Caribbean Cards Sales Kit

SALES PROMOTION
CD, DVD, VHS or Cassette Packaging

Award: Gold ADDY® Award
Entrant: 620 Design
Advertiser: Messenjähz
Title: Messenjähz-Journey to Zion

Award: Silver ADDY® Award
Entrant: TV2
Advertiser: TV2
Title: Hot Ticket Demo DVD

SALES PROMOTION
Counter Top or Attached Point of Purchase (POP)

Award: Silver ADDY® Award
Entrant: James Robert Austin Consulting
Advertiser: Twinings Tea/Ovaltine
Title: Naturally Powerful

SALES PROMOTION
Free Standing Point of Purchase (POP)

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Banco Popular
Title: Banco Popular "Winning Combination" Free Standing Display

SALES PROMOTION
Trade Show Exhibit Point of Purchase (POP)

Award: Silver ADDY® Award
Entrant: Cool Signs
Advertiser: Atlantic Blue Marlin Tournament
Title: Atlantic Blue Marlin Tournament Trade Show Display

SALES PROMOTION

Audio/Visual Sales Presentation

Award: Gold ADDY® Award
Entrant: TV2
Advertiser: TV2
Title: Hot Ticket Demo DVD

Award: Silver ADDY® Award
Entrant: Moxie Marketing, Inc.
Advertiser: U.S.V.I. Hotel & Tourism Association
Title: Destination Symposium Presentation

COLLATERAL MATERIAL

Four-color Brochure

Award: Silver ADDY® Award
Entrant: 620 Design
Advertiser: Stacey Stone
Title: Stacey Stone Brochure

COLLATERAL MATERIAL

Publication Design Cover

Award: Gold ADDY® Award
Entrant: St. John Sun Times
Advertiser: St. John Sun Times
Title: St. John Sun Times - Nov 2 to Nov 15 - The Sunburn Issue

Award: Silver ADDY® Award
Entrant: St. John Sun Times
Advertiser: St. John Sun Times
Title: St. John Sun Times - Jun 15 to June 29 - The Wedding Issue

Award: Silver ADDY® Award
Entrant: St. John Sun Times
Advertiser: St. John Sun Times
Title: St. John Sun Times - Dec 28 to Jan 11 - The New Years Issue

COLLATERAL MATERIAL

Publication Design / Editorial Spread (Magazine or Book)

Award: Silver ADDY® Award
Entrant: The Virgin Islands Daily News
Advertiser: Entreeé
Title: Entreeé

COLLATERAL MATERIAL

Card / Special Event Material

Award: Gold ADDY® Award
Entrant: FirstBank
Advertiser: FirstBank Virgin Islands
Title: Students First Club Welcome Card

COLLATERAL MATERIAL

Special Event Material / Announcement

Award: Silver ADDY® Award
Entrant: 620 Design
Advertiser: Kia Jackson
Title: Amazing Grace Announcement
COLLATERAL MATERIAL
Special Event Material Campaign

Award: Gold ADDY® Award
Entrant: Bellows International, Ltd
Advertiser: Bellows International, Ltd
Title: Coors Light Carnival

Award: Gold ADDY® Award
Entrant: Bellows International, Ltd
Advertiser: Bellows International, Ltd.
Title: Heineken Carnival

DIRECT MARKETING
Consumer, Single Flat

Award: Gold ADDY® Award
Entrant: Media Mate Inc.
Advertiser: Sugar Beach Resort
Title: Sugar Beach Resort: Sugar

Award: Silver ADDY® Award
Entrant: Media Mate Inc.
Advertiser: GoToStCroix.com
Title: GoToStCroix.com: Mad Libs

DIRECT MARKETING
Consumer Campaign

Award: Silver ADDY® Award
Entrant: FirstBank
Advertiser: FirstBank Virgin Islands
Title: Students First Club Campaign

DIRECT MARKETING
Specialty Advertising / Apparel

Award: Gold ADDY® Award
Entrant: Austin
Advertiser: MSI Building Supplies
Title: MSI Carnival 2005 T-Shirt

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: Guardian Insurance
Title: Guardian Insurance Carnival 2005

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Cardow Jewelers
Title: Cardow Carnival T-Shirt "Elementary Arts Come Alive"

DIRECT MARKETING
Specialty Advertising

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Choice Communications
Title: Clear Choice "Pure Internet" Water Bottle Nutritional Tag

OUT-OF-HOME
Vehicle Wrap Graphic

Award: Silver ADDY® Award
Entrant: Cool Signs
Advertiser: St. Thomas St. John This Week
Title: St. Thomas St. John This Week Van Wrap

OUT-OF-HOME
Interior

Award: Silver ADDY® Award
Entrant: Cool Signs
Advertiser: Flip Flops Pool Bar & Grille
Title: Flip Flops Specialty Drink Menu

OUT-OF-HOME
Exterior

Award: Silver ADDY® Award
Entrant: Cool Signs
Advertiser: Home Again
Title: Home Again Flat Sign Above Door

OUT-OF-HOME
Out-of-Home, Campaign

Award: Gold ADDY® Award
Entrant: MLB Creative
Advertiser: Cardow Jewelers
Title: Cardow Duratrans Series

TRADE PUBLICATION
Four-color Full Page

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Banco Popular
Title: Banco Popular "King & I" Theatre Program Ad

CONSUMER MAGAZINE
Less than four-color Full Page

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: West Indian Company Limited
Title: Father & Daughter

CONSUMER MAGAZINE

Four-color Full Page

Award: Gold ADDY® Award
Entrant: Bellows International, Ltd
Advertiser: Bellows International, Ltd
Title: Heineken Adult Parade

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Cardow Jewelers
Title: Cardow "Only Cardow Knows You Paid Less"

CONSUMER MAGAZINE Four-color Spread, Multiple Page or Insert

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Cardow Jewelers
Title: Cardow 2 - Page Spread

CONSUMER MAGAZINE Less than four-color Campaign

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: Interiors
Title: A Visit to Interiors: Chapter One and Chapter Two

CONSUMER MAGAZINE Four-color Campaign

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Cardow Jewelers
Title: "Only Cardow Knows You Paid Less" Print Campaign

NEWSPAPER Fractional Page Black & White

Award: Gold ADDY® Award
Entrant: The Paint Depot Inc.
Advertiser: The Paint Depot Inc.
Title: Down boy, DOWN!

Award: Gold ADDY® Award
Entrant: Austin
Advertiser: Fortress Storage
Title: Need More Room - Ladies Back

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: Fortress Storage
Title: Need More Room - Big Belly

Award: Silver ADDY® Award
Entrant: The Paint Depot Inc.
Advertiser: The Paint Depot Inc.

Title: Crowded typeface

NEWSPAPER

Color / Fractional Page

Award: Gold ADDY® Award

Entrant: MLB Creative

Advertiser: McDonalds

Title: Big Mac Newspaper Squeeze

Award: Gold ADDY® Award

Entrant: The Paint Depot Inc.

Advertiser: The Paint Depot Inc.

Title: It's like not paying your income tax

Award: Silver ADDY® Award

Entrant: The Paint Depot Inc.

Advertiser: The Paint Depot Inc.

Title: Drip, drip, drip

NEWSPAPER

Black and White Campaign

Award: Gold ADDY® Award

Entrant: The Paint Depot Inc.

Advertiser: The Paint Depot Inc.

Title: The Pain Depot

Award: Gold ADDY

Entrant: Austin

Advertiser: Fortress Storage

Title: Need More Room - Ladies Back & Big Belly

Award: Silver ADDY® Award

Entrant: The Paint Depot Inc.

Advertiser: The Paint Depot Inc.

Title: Think small

NEWSPAPER

Color Campaign

Award: Gold ADDY® Award

Entrant: The Paint Depot Inc.

Advertiser: The Paint Depot Inc.

Title: The Aitken Diet

Award: Silver ADDY® Award

Entrant: The Paint Depot Inc.

Advertiser: The Paint Depot Inc.

Title: Idle Hands

INTERACTIVE MEDIA

Consumer Web Sites

Award: Gold ADDY® Award

Entrant: Lambert Media Team

Advertiser: First Insurance Agency

Title: First Insurance

Award: Silver ADDY® Award
Entrant: Lannen Designs
Advertiser: Diego Conde
Title: Don Diego Leather

RADIO
:30

Award: Gold ADDY® Award
Entrant: Lambert Media Team
Advertiser: First Express
Title: It's About the Money

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: Interiors
Title: Take Me Home

Award: Silver ADDY® Award
Entrant: Lambert Media Team
Advertiser: First Express
Title: Yes Yes

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: McDonalds
Title: McDonalds "McHero Sandwich"

RADIO
:60

Award: Gold ADDY® Award
Entrant: Austin
Advertiser: Interiors
Title: A Visit to Interiors: Chapter Two

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: Interiors
Title: A Visit to Interiors: Chapter One

RADIO
Campaign

Award: Gold ADDY® Award
Entrant: Lambert Media Team
Advertiser: First Express
Title: Sports Lingo

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: Interiors
Title: A Visit to Interiors: Chapter One and Chapter Two

Award: Silver ADDY® Award
Entrant: Knight Quality Stations
Advertiser: Caribbean Lottery
Title: Caribbean Lottery

TELEVISION

:30

Award: Gold ADDY® Award
Entrant: Austin
Advertiser: MSI Building Supplies
Title: PGT

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: MSI Building Supplies
Title: Rings

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: Interiors
Title: Tile/Sink

TELEVISION

47 C-1

:60 spot production under \$999

Award: Silver ADDY® Award
Entrant: WVG Creative Services
Advertiser: Caribbean Auto Mart
Title: Caribbean Auto Mart Slamming Summer Savings

TELEVISION

47B-2

:30 spot production \$1,000 - \$4,999

Award: Silver ADDY® Award
Entrant: Moxie Marketing, Inc.
Advertiser: Royal Caribbean
Title: Seiko

TELEVISION

Campaign

Award: Gold ADDY® Award
Entrant: Lambert Media Team
Advertiser: First Express
Title: The Answer is YES

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: Interiors
Title: Light/Fan & Tile/Sink

Award: Silver ADDY® Award
Entrant: TV2
Advertiser: Island Tour Network
Title: Opportunity Is Knocking Campaign

TELEVISION

TV Self-Promotion

Award: Silver ADDY® Award
Entrant: TV2
Advertiser: TV2
Title: Video Vibe Vegas Show 60 Second Spot

Award: Silver ADDY® Award
Entrant: TV2
Advertiser: TV2
Title: Video Vibe Premier Promo

In-theatre Advertising

Award: Gold ADDY® Award
Entrant: Lambert Media Team
Advertiser: FirstBank Mortgage
Title: It's Home

MIXED MEDIA CAMPAIGNS

Award: Silver ADDY® Award
Entrant: Lambert Media Team
Advertiser: Paradise Point St. Thomas Skyride, Bellows Int. & Us Airways
Title: Get Off The Rock

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Banco Popular
Title: Banco Popular "Winning Combination" Multi Media Campaign

ADVERTISING FOR THE ARTS & SCIENCES

Poster

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: The Forum
Title: Forum Film Festival

PUBLIC SERVICE

Brochure

Award: Gold ADDY® Award
Entrant: 620 Design
Advertiser: AARP
Title: Bus Boycott 50th Invite/Program

PUBLIC SERVICE

Poster

Award: Silver ADDY® Award
Entrant: Grass Hut Design
Advertiser: Womens Coalition of St. Croix
Title: Womens Race Poster

PUBLIC SERVICE

Magazine

Award: Gold ADDY® Award
Entrant: Kate N Design, Inc.
Advertiser: Knight Quality Stations
Title: Dig Deeper/Humane Society Ad

PUBLIC SERVICE
Audio/Visual / Broadcast/Electronic

Award: Silver ADDY® Award
Entrant: Moxie Marketing, Inc.
Advertiser: U.S.V.I. Hotel & Tourism Association
Title: Tommy Star Awards & Gala Presentation

PUBLIC SERVICE
Campaign

Award: Silver ADDY® Award
Entrant: Lambert Media Team
Advertiser: United Way of St Thomas, St John
Title: Reasons To Give

ADVERTISING INDUSTRY SELF-PROMOTION
Collateral / Creative Services

Award: Gold ADDY® Award
Entrant: MLB Creative
Advertiser: MLB Creative
Title: MLB Creative Brochure

ADVERTISING INDUSTRY SELF-PROMOTION
Stationery Package / Creative Services

Award: Gold ADDY® Award
Entrant: MLB Creative
Advertiser: MLB Creative
Title: MLB Creative Stationary Package

ADVERTISING INDUSTRY SELF-PROMOTION
Interactive / Creative Services

Award: Gold ADDY® Award
Entrant: MLB Creative
Advertiser: MLB Creative
Title: MLB Creative Website

Award: Silver ADDY® Award
Entrant: Austin
Advertiser: Austin Advertising
Title: Austin website

ADVERTISING INDUSTRY SELF-PROMOTION
Cards/Invitations / Creative Services

Award: Gold ADDY® Award
Entrant: MLB Creative

Advertiser: MLB Creative
Title: MLB Direct Mail Postcard

**ADVERTISING INDUSTRY SELF-PROMOTION
Ad Club or Marketing Club**

Award: Silver ADDY® Award
Entrant: Lambert Media Team
Advertiser: Ad Club of the Virgin Islands
Title: 2005 Addy Presentation

**ADVERTISING INDUSTRY SELF-PROMOTION
Mixed / Multiple Media Campaign**

Award: Gold ADDY® Award
Entrant: MLB Creative
Advertiser: MLB Creative
Title: MLB Creative Self Promotion Campaign

**ELEMENTS OF ADVERTISING
Logo**

Award: Gold ADDY® Award
Entrant: Austin
Advertiser: Frenchman's Reef Marriott Hotel
Title: Rum Bar

Award: Gold ADDY® Award
Entrant: FirstBank
Advertiser: FirstBank Virgin Islands
Title: Students First Club Logo

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Schneider Regional Medical Center
Title: Schneider Regional Medical Center Logo

Award: Silver ADDY® Award
Entrant: Bellows International, Ltd
Advertiser: Bellows International, Ltd.
Title: Salud

**ELEMENTS OF ADVERTISING
Illustration**

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Cardow
Title: Cardow Elementary School Illustration

**ELEMENTS OF ADVERTISING
Color Photography**

Award: Silver ADDY® Award
Entrant: Grass Hut Design
Advertiser: Plantation View Windows & Doors
Title: Plantation View Photo

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Banco Popular
Title: Banco Popular "Mom & Baby"

ELEMENTS OF ADVERTISING
Video Animation or Special Effects

Award: Gold ADDY® Award
Entrant: Austin
Advertiser: MSI Building Supplies
Title: PGT

Award: Silver ADDY® Award
Entrant: TV2
Advertiser: Island Tour Network
Title: Island Tour Network Graphics & Animation

Award: Silver ADDY® Award
Entrant: TV2
Advertiser: TV2
Title: Paradise Jam Preview Show

ELEMENTS OF ADVERTISING
Cinematography

Award: Gold ADDY® Award
Entrant: Lambert Media Team
Advertiser: FirstBank Mortgage
Title: It's Home

Award: Silver ADDY® Award
Entrant: TV2
Advertiser: TV2
Title: Best Bites Taste of the Caribbean Show

LOCAL ONLY CATEGORIES
Trade Publication / Publication Design

Award: Gold ADDY® Award
Entrant: Studio Five
Advertiser: VI Humanities Council
Title: "We The People" (Transfer Day Perspectives)

LOCAL ONLY CATEGORIES
Publication Design / Newspaper

Award: Gold ADDY® Award
Entrant: St. John Sun Times
Advertiser: St. John Sun Times
Title: St. John Sun Times - Jul 13 to Aug 9 - The Deep Summer Issue

Award: Silver ADDY® Award
Entrant: St. John Sun Times
Advertiser: St. John Sun Times
Title: St. John Sun Times - Jun 1 to June 15 - The Carnival Issue

