



FOR IMMEDIATE RELEASE

Friday, March 11, 2011

St. Thomas, USVI

The Caribbean Advertising Federation (CAF) President, Terri Brown with MLB Creative in St. Thomas, announced the 2011 Caribbean Advertising Federation ADDY Award winners Friday, March 10th, in a release to media, members and entrants.

The CAF is a member of the American Advertising Federation (AAF), which represents thousands of advertising companies in the United States and the Caribbean. The ADDY Awards are sponsored by AAF and are the advertising industry's most comprehensive and prestigious competition recognizing creative excellence in numerous categories of various media types. This year, over 480 entries were judged from over 20 different companies representing Barbados, Trinidad & Tobago, Jamaica, St. Thomas, USVI with new entries from St. Lucia and Puerto Rico.

2011's Best of Awards went to four different companies, with the coveted overall '2011 Best of Show' Award to OGM Communications for their 'Digicell TT Value TV Campaign'.

Best of Radio went to McCann Erickson Trinidad for their local ad, Angostura Single Barrel 'Scots prefer rum'. McCann Erickson Puerto Rico received Best of Print for 'Paises' for General Motors while SOJE/ Lonsdale of Trinidad took Best of Online for 'LIME Christmas 2010 Remix Campaign Music Video'. OGM Communications won Best of TV with their 'Digicell TT Value Campaign'. A special Judges' Choice Award for Creative Excellence went to Christopher Guinness Productions of Trinidad for their self-promotion video and internet animation 'Animal Instinct'.

McCann Erickson Trinidad received the most awards in the show overall with 15 Gold's and 37 Silver while Red Advertising & Marketing Ltd. also had an outstanding result with 14 Gold's and 25 Silver.

2011 ADDY Chairperson, Terri Brown with MLB Creative in St. Thomas said that the caliber of work was even better than previous years. "The judges were very impressed with production values repeatedly remarking that the work is national caliber as seen for national and international big brand campaigns. They particularly noted the excellence of the TV spoof done by OGM for Digicell, the excellent animation from Christopher Guinness and video animation by Crucial Productions. Jingles and online entries were also judged to be top notch."

Top local ADDY Awards are forwarded to the 4th District AAF Competition where winners of that competition go forward to compete with the best advertisements from the US and Caribbean in the National ADDY Competition.

The Caribbean Advertising Federation is the first and only non-American member of the American Advertising Federation and is part of the 4th District of Florida and the Caribbean. For membership information and entry materials for the 2012 competition, email Terri Brown at terri@mlbcreative.com.

Other top awards were:

2011 Best of Show Overall:

OGM Communications Ltd - 'Digicell TT – Value Campaign' for Digicell TT

2011 Best of Show TV:

OGM Communications Ltd - 'Digicell TT – Value Campaign' for Digicell TT

2011 Best of Show Radio:

McCann Trinidad - Angostura Single Barrel, 'Scots prefer Rum' for Angostura

2011 Best of Show Print:

McCann Erickson Puerto Rico – 'Paises' for General Motors

2011 Best of Show Interactive:

SOJE/Lonsdale Communications Inc - 'LIME Christmas 2010 Remix Campaign Music Video' for LIME

Judges' Choice for Creative Excellence:

Christopher Guinness Productions for 'Animal Instinct'

A complete list of winners is attached.