

04 District Four

20 Caribbean Advertising Federation

---

**SALES PROMOTION**

**Product or Service Sales Presentation**

**01 B Sales Kits or Product Information Sheets**

- Award:** Gold ADDY® Award  
**Entrant:** Roger Clarke Associates  
**Advertiser:** Saint Peter's Bay  
**Title:** Saint Peter's Bay Prospectus
- Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications Inc.  
**Advertiser:** Claridges  
**Title:** Claridges
- Award:** Silver ADDY® Award  
**Entrant:** 809 Design Associates Inc.  
**Advertiser:** The Crane Hotel  
**Title:** The Crane - Trade Show Flyers
- Award:** Silver ADDY® Award  
**Entrant:** Electric Villages  
**Advertiser:** FirstCaribbean International Bank  
**Title:** Merchant Services Sales Kit

**01 D Menu**

- Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** J.Malone's Irish Pub  
**Title:** J Malones' Menu

**Product of Service Sales Presentation**

**01 E Campaign**

- Award:** Gold ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** SVG Tourism Authority  
**Title:** St. Vincent and the Grenadines Promotion Campaign
- Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Lemon Arbour Bar Absolut Cocktails Push

**Point of Purchase**

**03 A Counter Top or Attached**

- Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** HOLIDAY SNACKS  
**Title:** HOLIDAY '4 IN 1' SHOP POSTER

**03 B Free-Standing**

- Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE ENTERPRISE  
**Title:** BMOBILE BLACKBERRY TASH STANDEE

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

- Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** PEPSICO AMERICAS BEVERAGES  
**Title:** Pepsi Carnival Campaign
- Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** PEPSICO AMERICAS BEVERAGES  
**Title:** Pepsi Diet Campaign

**04 District Four**

**20 Caribbean Advertising Federation**

---

**SALES PROMOTION**

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** PEPSICO AMERICAS BEVERAGES  
**Title:** Pepsi Holiday Campaign

**Audio/Visual Sales Presentation**

**04 Audio/Visual Sales Presentation**

**Award:** Gold ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Volvo  
**Title:** Volvo VIRAL

---

**COLLATERAL MATERIAL**

**Annual Report**

**06 B Four-color**

**Award:** Gold ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Nipdec  
**Title:** Nipdec Annual Report 2008

**Award:** Gold ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Banks DIH  
**Title:** Banks Annual Report 2009

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Scotiabank Trinidad and Tobago Limited  
**Title:** Scotiabank Annual Report 2008

**Brochure**

**07 B Four-color**

**Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications Inc.  
**Advertiser:** Altman Real Estate  
**Title:** Limegrove

**Publication Design**

**08 D Magazine Design (Entire Magazine)**

**Award:** Silver ADDY® Award  
**Entrant:** 809 Design Associates Inc.  
**Advertiser:** Bajan Services  
**Title:** Bajan Services - Barbados Luxury Holiday Guide

**08 E Book Design (Entire Book)**

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Asa Wright Nature Centre  
**Title:** The Promise of the Pawi

**Poster**

**09 A Single**

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BPTT  
**Title:** BPTT JEANS POSTER

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Which Game?

04 District Four

20 Caribbean Advertising Federation

---

**COLLATERAL MATERIAL**

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Telecommunications Services of Trinidad & Tobago  
**Title:** Blink Broadband: Double Speed Frog poster

**09 B Campaign**

**Award:** Gold ADDY® Award and Best of Print and BEST OF SHOW ADDY®  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Peeping Fish  
**Title:** Havaianas

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Parts World Limited  
**Title:** Kitchen Aid Campaign

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Asa Wright Nature Centre  
**Title:** ASA WRIGHT BIRDS

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** MS BRAFIT  
**Title:** COMFORT MATTERS

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Mario's Pizzeria  
**Title:** Mario's 'Some Things' Poster Campaign

**Special Event Material**

**10 B Invitation**

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** 1703 Old Cask Invite

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** PEL  
**Title:** Sue's "Dress Up" Collage 50th Invite

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** South Trinidad Chamber of Industry and Commerce  
**Title:** Trinidad & Tobago Energy Conference Opening Ceremony Invitation

**10 C Announcement**

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BPTT  
**Title:** BPTT 'TIGHTEN YUH BELT' (XMAS PARTY AD)

**Special Event Material**

**10 D Campaign**

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Frank Sinatra Night at Holder's Festival

---

**DIRECT MARKETING**

**Business-to-Business or Consumer, Single**

**11 B 3-D**

04 District Four

20 Caribbean Advertising Federation

---

**DIRECT MARKETING**

**Award:** Gold ADDY® Award  
**Entrant:** 809 Design Associates Inc.  
**Advertiser:** Altman Real Estate for The Grenadines Estate  
**Title:** The Grenadines Estate Promo

**Specialty Advertising**

**13 B Other Merchandise**

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Sol  
**Title:** Sol Caribbean Calendar

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Puzzled Travel Agents Mousemat

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Jamaica to Australia and Back Boomerang

**Award:** Silver ADDY® Award  
**Entrant:** BCB Commuications  
**Advertiser:** Banks Holdings Ltd.  
**Title:** Choose Health This Year

---

**OUT-OF-HOME**

**Outdoor Board**

**14 A Flat**

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** CARIBBEAN BOTTLERS  
**Title:** COCA-COLA WE LIVE FOOTBALL STADIUM

**Vehicle Graphic Advertising**

**15 A Vehicle Graphic Advertising**

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Glacial Pure  
**Title:** Glacial Pure Water Truck

**Award:** Silver ADDY® Award  
**Entrant:** Greg Hoyos Associates  
**Advertiser:** Stokes & Bynoe  
**Title:** Reckitt Truck

**Mass Transit/Public/Airline**

**16 B Exterior**

**Award:** Silver ADDY® Award  
**Entrant:** Greg Hoyos Associates  
**Advertiser:** GTECH  
**Title:** Double Draw 'Players Wanted'

**Site**

**17 B Interior Still or Static**

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE  
**Title:** BMOBILE HOT TICKET DRAPE: 'DANCE'

**17 D Exterior Still or Static**

04 District Four

20 Caribbean Advertising Federation

---

**OUT-OF-HOME**

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Glacial Pure  
**Title:** Glacial Pure Building Wrap

**Campaign**

**18 Out-of-Home, Campaign**

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Glacial Pure  
**Title:** Glacial Pure Outdoor Campaign

---

**NON-TRADITIONAL ADVERTISING**

**Single**

**20 A**

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** The Chivas Cigar Life

**Campaign**

**20 B**

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE  
**Title:** bMOBILE HOT TICKET 'STAR TREK' PREMIERE

---

**CONSUMER OR TRADE PUBLICATION**

**Fractional Page**

**21 B Four-color**

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Which Game?

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Sailing Week Sponsorship Ad

**Full Page**

**22 B Four-color**

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Barbados Fishing Tournament - Catch Virgin 7 Days a Week Programme Ad

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Sports Gear Flies Free!

**Award:** Silver ADDY® Award  
**Entrant:** 809 Design Associates Inc.  
**Advertiser:** Innotech Services Ltd  
**Title:** Innotech Construction Advertisement

**Spread, Multiple Page or Insert**

**23 B Four-color**

04 District Four

20 Caribbean Advertising Federation

---

**CONSUMER OR TRADE PUBLICATION**

**Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications Inc.  
**Advertiser:** The Crane Resort  
**Title:** The Crane Diary

**Award:** Silver ADDY® Award  
**Entrant:** 809 Design Associates Inc.  
**Advertiser:** The Crane Hotel  
**Title:** The Crane - Print Advertisement for Barbados in a Nutshell

---

**NEWSPAPER**

**Fractional Page**

**26 B Color (any color besides black)**

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** HEINEKEN TRINIDAD LTD  
**Title:** GREEN SANDS 'ACID WASH'

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Which Game?

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Sailing Week Sponsorship Ad

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** CARIBBEAN BOTTLERS  
**Title:** COCA-COLA WE LIVE FOOTBALL 'SAVE'

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** NESTLE MAGGI  
**Title:** MAGGI FISH FACE OFF

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** HEINEKEN TRINIDAD LTD  
**Title:** GREEN SANDS 'CASSETTE'

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Ruby Tuesday  
**Title:** Cookies for a Cause

**Full Page**

**27 B Color (any color besides black)**

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Barbados Fishing Tournament - Catch Virgin 7 Days a Week Newspaper Ad

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** ANGOSTURA  
**Title:** ANGOSTURA BLUE DEVIL COCKTAIL

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Telecommunications Services of Trinidad & Tobago  
**Title:** Blink Broadband: Double Speed Frog press

## 04 District Four

## 20 Caribbean Advertising Federation

## NEWSPAPER

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** HiLo Foodstores  
**Title:** HILO DOUBLE VISION

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Angostura Limited  
**Title:** Angostura: DON'T DRINK AND DRIVE

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** ANGOSTURA LTD  
**Title:** ANGOSTURA CHRISTMAS REFLECTION

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** NESTLE MAGGI  
**Title:** MAGGI REEL IN THE FLAVOUR

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BPTT  
**Title:** BPTT INDEPENDENCE DANCER

**Award:** Silver ADDY® Award  
**Entrant:** Greg Hoyos Associates  
**Advertiser:** GTECH  
**Title:** Mega 6 '2 Million Reasons'

**Award:** Silver ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** Guardian Holdings Limited  
**Title:** Carifta Shoe

## Campaign

## 30 B Color (any color besides black)

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** CARIBBEAN BOTTLERS  
**Title:** COCA-COLA WE LIVE FOOTBALL

**Award:** Silver ADDY® Award  
**Entrant:** Collier Morrison Belgrave Advertising  
**Advertiser:** CARIB BREWERY  
**Title:** STAG Man's World

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** ANGOSTURA LTD  
**Title:** ANGOSTURA COCKTAILS

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** HEINEKEN TRINIDAD LTD  
**Title:** GREEN SANDS RETRO

**Award:** Silver ADDY® Award  
**Entrant:** Greg Hoyos Associates  
**Advertiser:** GTECH  
**Title:** Doubles 'Pick 2 & 2'

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Unit Trust Corporation  
**Title:** UTC Income Fund Campaign

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Mario's Pizzeria  
**Title:** Mario's 'Some Things' Newspaper Campaign

04 District Four

20 Caribbean Advertising Federation

---

**NEWSPAPER**

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Carib Brewery Ltd  
**Title:** Carib Warrior Within Campaign

**Award:** Silver ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** Caribbean Money Market Brokers  
**Title:** Colour of Confidence

**Award:** Silver ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** Guardian Holdings Limited  
**Title:** Shadows

**Award:** Silver ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** Caribbean Communications Network  
**Title:** Facts & Opinions

---

**INTERACTIVE MEDIA**

**Websites, B-to-B HTML/Other**

**33 C Services**

**Award:** Silver ADDY® Award  
**Entrant:** MLB Creative  
**Advertiser:** Wildly Different  
**Title:** Wildly Different Website

**Websites, Consumer Flash**

**34 A Products**

**Award:** Silver ADDY® Award  
**Entrant:** Electric Villages  
**Advertiser:** FirstCaribbean International Bank  
**Title:** Credit Card Benefits

**34 B Outlets**

**Award:** Gold ADDY® Award  
**Entrant:** 809 Design Associates Inc.  
**Advertiser:** Nishi Restaurant  
**Title:** Nishi Restaurant - Website

**34 C Services**

**Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications Inc.  
**Advertiser:** The Great House  
**Title:** The Great House Website

**Websites, Consumer HTML/Other**

**35 C Services**

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas (Jamaica) Limited  
**Advertiser:** Spanish Court Hotel  
**Title:** Spanish Court Hotel Website

**Online**

**36 B E-Mails / E-Cards**

**Award:** Silver ADDY® Award  
**Entrant:** Electric Villages  
**Advertiser:** FirstCaribbean International Bank  
**Title:** Wealth Management Online Holiday Card

**36 H Internet Commercials**



04 District Four

20 Caribbean Advertising Federation

**INTERACTIVE MEDIA**

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Organizing Committee  
**Title:** Caribbean Games 60sec

**36 I Webisodes**

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE  
**Title:** BMOBILE BRUNO 'DIE HARD SUPPORTER'

**Award:** Gold ADDY® Award and Best of Interactive  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE  
**Title:** bmobile BRUNO 'FOOTBALL INTERVIEW'

**RADIO**

**Local (one metro)**

**39 A :30**

**Award:** Gold ADDY® Award  
**Entrant:** Collier Morrison Belgrave Advertising  
**Advertiser:** CARIB BREWERY  
**Title:** CARIB Drink What You Like RADIO

**Award:** Gold ADDY® Award and Best of Radio  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** HEINEKEN TRINIDAD LTD  
**Title:** GREEN SANDS 'WEDDING'

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Ponche Kuba Latin-Caribe Jingle

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Organising Committee  
**Title:** Caribbean Games Jingle Iwer/ Shurwayne

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** CARIBBEAN BOTTLERS  
**Title:** COCA-COLA WE LIVE FOOTBALL REFRIGERATOR

**Award:** Silver ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** Guardian Holdings Limited  
**Title:** Noise Pollution

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Trinidad and Tobago Postal Corporation  
**Title:** TTPost Billpay Upgrade Radio

**39 B :60 or more**

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE ENTERPRISE  
**Title:** BMOBILE BLACKBERRY T.A.S.H

**Campaign**

**40**

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE ENTERPRISE  
**Title:** BMOBILE BLACKBERRY T.A.S.H MC FASH RADIO CAMPAIGN

04 District Four

20 Caribbean Advertising Federation

---

**RADIO**

**Regional/National Campaign**

42

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** NESTLE TRINIDAD LTD  
**Title:** NESCAFE 'ALWAYS READY' JINGLES

**Award:** Silver ADDY® Award  
**Entrant:** 809 Design Associates Inc.  
**Advertiser:** Automotive Art  
**Title:** Automotive Art Power Master Batteries

---

**TELEVISION**

**Local, Single (one DMA)**

44 B :30

**Award:** Gold ADDY® Award and Best of TV  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** CARIBBEAN BOTTLERS  
**Title:** COCA-COLA WE LIVE FOOTBALL 'PENALTY'

**Award:** Silver ADDY® Award  
**Entrant:** Collier Morrison Belgrave Advertising  
**Advertiser:** CARIB BREWERY  
**Title:** CARIB Drink What You Like

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE  
**Title:** BMOBILE 1 CENT TEXT 'LOTAY-LA'

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE  
**Title:** BMOBILE FOOTBALL 'ONE GOAL UNITES US'

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Trinidad & Tobago Football Federation  
**Title:** Warrior Within TV

44 C :60 or more

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BPTT  
**Title:** BPTT CORPORATE 'WHERE THERE'S ENERGY THERE'S BPTT'

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Organizing Committee  
**Title:** Caribbean Games 60sec

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE  
**Title:** BMOBILE 'DANCE'

**Cinema Advertising**

50 B In-Theatre Commercials or Slides

**Award:** Gold ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** TSTT  
**Title:** Blink Broadband: Kid Mechanic

---

04 District Four

20 Caribbean Advertising Federation

---

**MIXED/MULTIPLE MEDIA**

**B-to-B, Local**

51

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Barbados Fishing Tournament - Catch Virgin 7 Days a Week Campaign

**B-to-B Regional / National**

52

**Award:** Gold ADDY® Award  
**Entrant:** BCB Commuications  
**Advertiser:** United Insurance  
**Title:** You're In Safe Hands

**Consumer, Local**

53

**Award:** Gold ADDY® Award and Judges Choice  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** CARIBBEAN BOTTLERS  
**Title:** COCA-COLA WE LIVE FOOTBALL CAMPAIGN

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BPTT  
**Title:** BPTT CORPORATE 'WHERE THERE'S ENERGY THERE'S BPTT'

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** MASTERCARD INT'L  
**Title:** MASTERCARD FASHION MONTH CAMPAIGN

**Award:** Gold ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Ministry of Energy and Energy Industries  
**Title:** Ministry of Energy and Energy Industries 100 years Campaign

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** The Rum that Invented Rum

**Award:** Silver ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE ENTERPRISE  
**Title:** BMOBILE BLACKBERRY TASH MC FASH

**Award:** Silver ADDY® Award  
**Entrant:** Greg Hoyos Associates  
**Advertiser:** Esso  
**Title:** Help Us Help

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Trinidad and Tobago Postal Corporation  
**Title:** TTPost Billpay Upgrade Campaign

**Consumer, Regional / National**

54

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Mario's Pizzeria  
**Title:** Mario's 'Some Things' Mixed Media Campaign

---

**ADVERTISING FOR THE ARTS &**

04 District Four

20 Caribbean Advertising Federation

---

**ADVERTISING FOR THE ARTS &**

**Collateral**

**55 B Annual Report**

**Award:** Gold ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** T&T Entertainment  
**Title:** T&T Entertainment Annual Report

**55 C Brochure / Sales Kit**

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Trinidad and Tobago Entertainment Company  
**Title:** TT Ent

**Broadcast/Electronic**

**57 B Radio**

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas (Jamaica) Limited  
**Advertiser:** Running Subway/Discovery Times Square  
**Title:** DTSX Titanic: 30 Sec. Radio Advertisement

**Out-of-Home**

**58**

**Award:** Gold ADDY® Award  
**Entrant:** Generousitas (Jamaica) Limited  
**Advertiser:** Running Subway/Discovery Times Square  
**Title:** DTSX Titanic: Billboard

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas (Jamaica) Limited  
**Advertiser:** Running Subway/Discovery Times Square  
**Title:** DTSX Titanic: Bus Side

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas (Jamaica) Limited  
**Advertiser:** Running Subway/Discovery Times Square  
**Title:** DTSX Titanic: Phone Kiosk

**Non-Traditional**

**59**

**Award:** Silver ADDY® Award  
**Entrant:** 809 Design Associates Inc.  
**Advertiser:** Ras Ishi  
**Title:** Ras Ishi - Secret Diaries

**Campaign**

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

**Award:** Silver ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** Queen's Hall of Trinidad and Tobago  
**Title:** Queen's Hall 50th Anniversary

---

**PUBLIC SERVICE**

**Print**

**63 B Newspaper**

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** K.I.N.D. (Kids In Need of Direction)  
**Title:** K.I.N.D. XMAS AD

04 District Four

20 Caribbean Advertising Federation

---

**PUBLIC SERVICE**

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Ministry of Planning Housing and The Environment  
**Title:** Ministry of Planning Housing and The Environment - Climate Change (Lungs)

**Broadcast/Electronic**

**64 B Radio**

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Ministry of Planning Housing and The Environment  
**Title:** Ministry of Planning Housing and The Environment - Climate Change Radio Energy

**Campaign**

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

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** National Aids Coordinating Committee  
**Title:** NACC Bus Wraps

---

**ADVERTISING INDUSTRY SELF-**

**Creative Services and Industry Suppliers**

**69 A Collateral (brochures, posters, etc.)**

**Award:** Silver ADDY® Award  
**Entrant:** Greg Hoyos Associates  
**Advertiser:** Greg Hoyos Associates  
**Title:** GHADDB - Agency Brochure

**69 F Interactive**

**Award:** Silver ADDY® Award  
**Entrant:** Salt Water Studios  
**Advertiser:** Salt Water Studios  
**Title:** Out of the box

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas (Jamaica) Limited  
**Advertiser:** Generousitas (Jamaica) Limited  
**Title:** Generousitas Christmas Greeting Card

**69 I Direct Marketing / Specialty Items**

**Award:** Gold ADDY® Award  
**Entrant:** Salt Water Studios  
**Advertiser:** Salt Water Studios  
**Title:** Message in a bottle

**Award:** Silver ADDY® Award  
**Entrant:** Electric Villages  
**Advertiser:** Electric Villages  
**Title:** EV 2009 Diary

**69 J Cards / Invitations / Announcements**

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Valdez and Torry International  
**Title:** Valdez and Torry Christmas Card

**Campaign**

**71 A Single Medium Campaign (for categories 69-70)**

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited  
**Advertiser:** Lonsdale Saatchi & Saatchi  
**Title:** Lonsdale Saatchi & Saatchi

---

04 District Four

20 Caribbean Advertising Federation

**ELEMENTS OF ADVERTISING**

**Logo**

72

- Award:** Gold ADDY® Award
- Entrant:** Red Advertising & Marketing Ltd.
- Advertiser:** Glacial Pure
- Title:** Glacial Pure Logo
  
- Award:** Gold ADDY® Award
- Entrant:** 809 Design Associates Inc.
- Advertiser:** Nishi Restaurant
- Title:** Nishi Restaurant - Logo
  
- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited
- Advertiser:** Trinidad & Tobago Convention Bureau
- Title:** Trinidad & Tobago Convention Bureau Logo
  
- Award:** Silver ADDY® Award
- Entrant:** Generousitas (Jamaica) Limited
- Advertiser:** Running Subway/Discovery Times Square
- Title:** Discovery Times Square: Leonardo Da Vinci Logo Development
  
- Award:** Silver ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** BG T&T Girls Intercol Football
- Title:** BG T&T Secondary Schools Football
  
- Award:** Silver ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** International School, Port of Spain
- Title:** international School, Port of Spain - Food Menu logo
  
- Award:** Silver ADDY® Award
- Entrant:** ROSS ADVERTISING
- Advertiser:** Cineplex Cinemas
- Title:** Cineplex Cinemas logo
  
- Award:** Silver ADDY® Award
- Entrant:** MLB Creative
- Advertiser:** Rosen Title
- Title:** Rosen "Cab Cab" Wine Event Logo

**Illustration**

**73 B Illustration Campaign**

- Award:** Gold ADDY® Award
- Entrant:** Rostant DDB
- Advertiser:** Guardian Holdings Limited
- Title:** In Your Hands
  
- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited
- Advertiser:** Asa Wright Nature Centre
- Title:** The Promise Of The Pawi
  
- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited
- Advertiser:** Asa Wright Nature Centre
- Title:** Asa Wright Nature
  
- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Limited
- Advertiser:** Asa Wright Nature Centre
- Title:** Asa Wright Step Away From Nature
  
- Award:** Silver ADDY® Award
- Entrant:** Rostant DDB
- Advertiser:** National Gas Company of Trinidad and Tobago
- Title:** Community Landscape

04 District Four

20 Caribbean Advertising Federation

---

**ELEMENTS OF ADVERTISING**

**Award:** Silver ADDY® Award  
**Entrant:** MLB Creative  
**Advertiser:** Wildly Different  
**Title:** Wildly Different 'Wild Harry' Illustration

**Photography**

**74 C Digitally Enhanced**

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Sol  
**Title:** Power Up and Win a Suzuki Grand Vitara Photography

**Animation or Special Effects**

**75 A Video or Film**

**Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications Inc.  
**Advertiser:** LIME Regional  
**Title:** LIMEconomics - 3 Nurses

**Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications Inc.  
**Advertiser:** LIME Regional  
**Title:** LIMEconomics - Helicopter

**Animation or Special Effects**

**75 B Internet**

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BMOBILE  
**Title:** BMOBILE BRUNO 'DIE HARD SUPPORTER'

**Sound**

**76 A Music Only**

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Emmerton Reggae Mix

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BPTT  
**Title:** BPTT MUSIC 'WHERE THERE'S ENERGY THERE'S BPTT'

**Award:** Silver ADDY® Award  
**Entrant:** Collier Morrison Belgrave Advertising  
**Advertiser:** CARIB BREWERY  
**Title:** STAG Man's World Radio

**76 B Music with Lyrics**

**Award:** Gold ADDY® Award  
**Entrant:** McCann Erickson Trinidad  
**Advertiser:** BPTT  
**Title:** BPTT JINGLE 'WHERE THERE'S ENERGY THERE'S BPTT'

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Ponche Kuba Latin-Caribe Jingle

**Cinematography**

**77**

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** The Rum that Invented Rum

**04 District Four**

**20 Caribbean Advertising Federation**

---

**ELEMENTS OF ADVERTISING**

---