

04 District Four

20 AAF - Caribbean

SALES PROMOTION

Product or Service Sales Presentation

01 A Catalog

Award: Gold ADDY® Award
Entrant: Genero Communications
Advertiser: Angostura Limited
Title: Angostura: Explore. Discover. Enjoy

01 B Sales Kits or Product Information Sheets

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Hilton Barbados
Title: Christmas and Old Years Sales Kit

Award: Silver ADDY® Award
Entrant: EVillages Ltd.
Advertiser: Bank of the Bahamas
Title: Bank of Bahamas Private Client Brochure

01 D Menu

Award: Silver ADDY® Award
Entrant: ross advertising
Advertiser: Trader Jack's Island Grill
Title: Trader Jack's Island Grill Menu

Packaging

02 A Single Unit

Award: Gold ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: CARIB BREWERY
Title: CARIB EXPORT 24 CASE

Award: Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: SINGLE BARREL BOX DESIGN

Award: Silver ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: CARIB BREWERY
Title: STAG NRB SIX PACK DESIGN

Award: Silver ADDY® Award
Entrant: BCB Commuications
Advertiser: Banks (Barbados) Breweries Ltd
Title: Stallion Stout

02 C Campaign

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA SAUCES

Award: Silver ADDY® Award
Entrant: BCB Commuications
Advertiser: Roberts Manufacturing Co. Ltd
Title: Vitapet Dog Food

Point of Purchase

03 A Counter Top or Attached

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA ORANGE BITTERS DIVIDER

03 C Trade Show Exhibit

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SALES PROMOTION

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: BPTT
Title: BPTT SUSTAINABLE ENERGY EXHIBIT

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

Award: Gold ADDY® Award
Entrant: BCB Commuications
Advertiser: Banks (Barbados) Breweries Ltd
Title: Seven Strong Lager

Audio/Visual Sales Presentation

04 Audio/Visual Sales Presentation

Award: Silver ADDY® Award
Entrant: Roger Clarke Associates
Advertiser: St. Peter's Bay
Title: St. Peter's Bay Promotional Video

COLLATERAL MATERIAL

Annual Report

06 B Four-color

Award: Gold ADDY® Award
Entrant: ross advertising
Advertiser: Banks DIH
Title: Banks DIH Annual Report 2010

Award: Gold ADDY® Award
Entrant: Rostant DDB Advertising
Advertiser: First Citizens Ltd
Title: FC Annual Report 2009 - Earth

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: West Indian Tobacco Ltd.
Title: WITCO

Award: Silver ADDY® Award
Entrant: Roger Clarke Associates
Advertiser: BNB Finance & Trust Corporation
Title: BNB Finance & Trust 2009 ANNUAL REPORT

Brochure

07 B Four-color

Award: Gold ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: Abel
Title: Abel product Portfolio

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: TSTT
Title: Blink Turbo - TSTT

Publication Design

08 D Magazine Design (Entire Magazine)

Award: Gold ADDY® Award
Entrant: ross advertising
Advertiser: The Energy Chamber of Trinidad and Tobaog
Title: Blueprint Magazine - Issue 5

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COLLATERAL MATERIAL

Award: Silver ADDY® Award
Entrant: EVillages Ltd.
Advertiser: Invest Barbados
Title: Invest Barbados - 2010 BIFB Magazine

Poster

09 A Single

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Glacial Pure
Title: Ruined by Bad Ice Poster

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Virgin Atlantic
Title: Sports Equipment Flies Free Travel Agent Poster

Award: Gold ADDY® Award
Entrant: McCann Erickson
Advertiser: General Motors
Title: Bocas

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Virgin Atlantic
Title: 2011 Year of the Rabbit. Fortunately We Fly to China

Award: Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: SM Jaleel
Title: Pump Up The Refreshment

09 B Campaign

Award: Gold ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: Wake the Dead - Asa Wright
Title: Wake the Dead - Asa Wright

Award: Silver ADDY® Award
Entrant: ross advertising
Advertiser: Mario's Pizzeria
Title: Mario's Flavour of Life

Special Event Material

10 A Card

Award: Gold ADDY® Award
Entrant: ross advertising
Advertiser: Dachin Enterprises
Title: Wok Hay Launch Invitation

10 B Invitation

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BOLD COASTER

DIRECT MARKETING

Business-to-Business or Consumer, Single

11 B 3-D

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Virgin Atlantic
Title: 2011 Year of the Rabbit. Red Fortune Cookie (Judges please crack one fortune cookie open)

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DIRECT MARKETING

Specialty Advertising

13 B Other Merchandise

- Award:** Gold ADDY® Award
- Entrant:** Valdez & Torry International
- Advertiser:** Scotiabank Trinidad & Tobago Ltd.
- Title:** Scotiabank Calendar

- Award:** Silver ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Sol
- Title:** Sol 2011 Sporting Kids Calendar

- Award:** Silver ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Carter's
- Title:** Carter's 'Barbados' Beauty' 2011 Calendar

- Award:** Silver ADDY® Award
- Entrant:** EVillages Ltd.
- Advertiser:** FirstCaribbean International Bank
- Title:** Wealth Management Calendar

OUT-OF-HOME

Outdoor Board

14 A Flat

- Award:** Silver ADDY® Award
- Entrant:** Saltwater Studios
- Advertiser:** SM Jaleel
- Title:** Pump Up The Refreshment

14 B Extension/Dimensional

- Award:** Gold ADDY® Award
- Entrant:** Collier Morrison Belgrave
- Advertiser:** CARIB BREWERY
- Title:** CARIB CARNIVAL SIX PACK BILLBOARD

- Award:** Gold ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Mount Gay Distilleries
- Title:** Mount Gay "Put yourself in the party" photo board

- Award:** Silver ADDY® Award
- Entrant:** McCann Trinidad
- Advertiser:** NESTLE TRINIDAD LTD
- Title:** MAGGI SEASON UP CHOPPING BOARD

- Award:** Silver ADDY® Award
- Entrant:** McCann Trinidad
- Advertiser:** ANGOSTURA LTD
- Title:** ANGOSTURA BOLD 'FIREWALKER' BILLBOARD

Site

17 B Interior Still or Static

- Award:** Gold ADDY® Award
- Entrant:** McCann Trinidad
- Advertiser:** MASTERCARD INT'L
- Title:** MASTERCARD ELEVATOR 'STAGE FRIGHT'

- Award:** Silver ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Virgin Atlantic
- Title:** hello beautiful! Online Check-In Wall

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OUT-OF-HOME

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: MASTERCARD INT'L
Title: MASTERCARD ROCK BAND GUITAR ESCALATOR

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: MASTERCARD INT'L
Title: MASTERCARD 'NORTH POLE RIDE' ESCALATOR

17 D Exterior Still or Static

Award: Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: BPTT
Title: BPTT MCCANN DRAPE 'WHERE THERE'S ENERGY THERE'S CREATIVITY'

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BOLD DRAPE 'BREAKING THE MOULD'

Campaign

18 Out-of-Home, Campaign

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BOLD BILLBOARD CAMPAIGN

NON-TRADITIONAL ADVERTISING

Single

20 A

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Global Directories
Title: Hello Yellow Surfboard

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Global Directories
Title: Hello Yellow 'Crashed'

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Global Directories
Title: Hello Yellow "Wire Tired" Yellow Fence

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Global Directories
Title: Hello Yellow Snowcone Cart

Award: Silver ADDY® Award
Entrant: Crucial Productions Inc.
Advertiser: Super Lotto
Title: Super Lotto - Running with the balls viral video

Campaign

20 B

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Global Directories
Title: Hello Yellow Ambient Campaign

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CONSUMER OR TRADE PUBLICATION

Fractional Page

21 B Four-color

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Virgin Atlantic
Title: Made to Fly Polo Ad

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Harris Paints
Title: Can You Hear Colour?

Award: Silver ADDY® Award
Entrant: Genero Communications
Advertiser: Guardian Life of the Caribbean Ltd.
Title: Guardian Life: Sunscreen

Full Page

22 B Four-color

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Virgin Atlantic
Title: Free Flying

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Virgin Atlantic
Title: "The Grinch" Programme Guide Ad

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Sol
Title: 5 Stars of Many Colours

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Virgin Atlantic
Title: 2011 Year of the Rabbit. Fortunately We Fly to China

Award: Silver ADDY® Award
Entrant: Roger Clarke Associates
Advertiser: St. Peter's Bay
Title: St. Peters Bay Polo Magazine Full Page

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Islandcom
Title: Islandcom 'Follow the 3G Leader' Magazine

Spread, Multiple Page or Insert

23 B Four-color

Award: Silver ADDY® Award
Entrant: Roger Clarke Associates
Advertiser: St. Peter's Bay
Title: St Peters Bay BSL Property Sales Guide Double Page Spread

Campaign

24 B Four-Color

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Harris Paints
Title: Harris Colour Splash Campaign

NEWSPAPER

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NEWSPAPER

Fractional Page

26 B Color (any color besides black)

- Award:** Gold ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Virgin Atlantic
- Title:** Air Jamaica and Virgin Atlantic colours, a natural fit

- Award:** Gold ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Ltd.
- Advertiser:** Nipdec
- Title:** Nipdec Emancipation Greetings

- Award:** Gold ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Ltd.
- Advertiser:** Nipdec
- Title:** Nipdec Republic Day Greetings

- Award:** Silver ADDY® Award
- Entrant:** Collier Morrison Belgrave
- Advertiser:** VEMCO LIMITED
- Title:** SWISS GARLIC SAUCE 15x3

- Award:** Silver ADDY® Award
- Entrant:** McCann Trinidad
- Advertiser:** RBTT
- Title:** RBTT EID GREETINGS

- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Ltd.
- Advertiser:** Nipdec
- Title:** Nipdec Divali Greetings

- Award:** Silver ADDY® Award
- Entrant:** Valdez & Torry International
- Advertiser:** Eastern Commercial Lands
- Title:** Indian Arrival Spiced Greetings

Full Page

27 B Color (any color besides black)

- Award:** Gold ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Glacial Pure
- Title:** Ruined by Bad Ice

- Award:** Gold ADDY® Award
- Entrant:** McCann Trinidad
- Advertiser:** NESTLE TRINIDAD LTD
- Title:** MAGGI EID GREETINGS "SEASON OF FAITH"

- Award:** Gold ADDY® Award
- Entrant:** McCann Trinidad
- Advertiser:** ANGOSTURA LTD
- Title:** ANGOSTURA ORANGE BITTERS 'MARTINI SNAKE'

- Award:** Silver ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Virgin Atlantic
- Title:** 2011 Year of the Rabbit. Fortunately We Fly to China

- Award:** Silver ADDY® Award
- Entrant:** McCann Trinidad
- Advertiser:** ANGOSTURA LTD
- Title:** ANGOSTURA ORANGE BITTERS 'ICE CREAM SNAKE'

- Award:** Silver ADDY® Award
- Entrant:** McCann Trinidad
- Advertiser:** ANGOSTURA LTD
- Title:** ANGOSTURA BOLD WHITE OAK 'FOOTBALLER SPLASH'

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20 AAF - Caribbean

NEWSPAPER

- Award:** Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BOLD WHITE OAK 'FOOTBALL BAR TOP PLAYOFFS'
- Award:** Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: Kerrygold
Title: Kerrygold - Divali
- Award:** Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: Kerrygold
Title: Kerrygold - Eid ul Fitr
- Award:** Silver ADDY® Award
Entrant: Rostant DDB Advertising
Advertiser: National Gas Company of Trinidad & Tobago Ltd
Title: NGC CARIFTA - Cayman

Campaign

30 B Color (any color besides black)

- Award:** Gold ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: VEMCO LIMITED
Title: SWISS PASTA
- Award:** Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA ORANGE BITTERS PRINT CAMPAIGN
- Award:** Gold ADDY® Award
Entrant: McCann Erickson
Advertiser: General Motors
Title: Países
- Award:** Gold ADDY® Award
Entrant: Valdez & Torry International
Advertiser: Trinidad & Tobago National Petroleum Marketing Co. Ltd.
Title: NP Greetings
- Award:** Silver ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: CARIB BREWERY
Title: CARIB CARNIVAL PRESS
- Award:** Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Global Directories
Title: Hello Yellow Press Campaign
- Award:** Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BITTERS 'FLAVOUR ALL ROUND'
- Award:** Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BOLD PRESS CAMPAIGN
- Award:** Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: NESTLE TRINIDAD LTD
Title: MAGGI SEASON UP PRESS CAMPAIGN "GREAT TASTE FROM THE START"
- Award:** Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: BDC HGPC
Title: BDC HGPC

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20 AAF - Caribbean

NEWSPAPER

Award: Silver ADDY® Award
Entrant: ross advertising
Advertiser: Dachin Enterprises
Title: Wok Hay Launch Campaign

INTERACTIVE MEDIA

Websites, B-to-B HTML/Other

33 C Services

Award: Gold ADDY® Award
Entrant: MLB Creative
Advertiser: Masters of the Hunt
Title: Masters of the Hunt Web Site

Websites, Consumer HTML/Other

35 C Services

Award: Silver ADDY® Award
Entrant: Accela Marketing
Advertiser: Southern Taxi Association
Title: Southern Taxi Association Website

Online

36 A Banners / Pop-ups / Screensavers

Award: Gold ADDY® Award
Entrant: Saltwater Studios
Advertiser: SM Jaleel
Title: Busta Move On line Banner

Award: Gold ADDY® Award
Entrant: G&A Communicaations Inc
Advertiser: Barbados Stock Exchange
Title: Barbados Stock Exchange

36 C Micro or Mini Sites

Award: Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: TENEISHA TO UP VIRAL TUTOR

36 I Internet Commercials

Award: Gold ADDY® Award
Entrant: G&A Communicaations Inc
Advertiser: FirstCaribbean International Bank
Title: FCIB bank@school - Art Student

Award: Gold ADDY® Award
Entrant: SOJE/Lonsdale Communications Inc
Advertiser: LIME
Title: LIME Christmas 2010 Remix Campaign Music Video

Award: Silver ADDY® Award
Entrant: G&A Communicaations Inc
Advertiser: FirstCaribbean International Bank
Title: FCIB bank@school - French Student

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: JW And Bruno "Football Fan Face OFF"

Websites / Online

37 Campaign

04 District Four

20 AAF - Caribbean

INTERACTIVE MEDIA

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: Bmobile
Title: Be smart - Bmobile

RADIO

Local (one metro)

39 A :30

Award: Gold ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: VEMCO LIMITED
Title: SWISS PASTA JINGLE

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Harris Paints
Title: Harris Paints "Colours" Jingle

Award: Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA SINGLE BARREL RADIO "SCOTS PREFER RUM"

Award: Silver ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: VEMCO LIMITED
Title: SWISS CHINESE NOODLES

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Harris Paints
Title: Harris Colours Reggae Version

Award: Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: SM Jaleel
Title: Sweet Music

Award: Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: SM Jaleel
Title: Busta Move

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BOLD 'NOT JUST ANOTHER RUM AD'

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: NESTLE TRINIDAD LTD
Title: MAGGI BOLLYWOOD 'MERA DIL MERA TALKARIE' RADIO LOVE STORY

Award: Silver ADDY® Award
Entrant: Rostant DDB Advertising
Advertiser: BOSS
Title: Memorex - Buzzing

Award: Silver ADDY® Award
Entrant: Rostant DDB Advertising
Advertiser: Infolink Systems Ltd
Title: LINX - Entertainer

39 B :60 or more

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: BMOBILE MY LIME NIGHTS 'BLAH BLAH'

04 District Four

20 AAF - Caribbean

RADIO

Campaign

40

- Award:** Gold ADDY® Award
- Entrant:** McCann Trinidad
- Advertiser:** BMOBILE
- Title:** BMOBILE INT'L DIRECT DIALING RADIO CAMPAIGN 'PETRONELLA & PARIS'

- Award:** Silver ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Harris Paints
- Title:** Harris Colours Campaign

- Award:** Silver ADDY® Award
- Entrant:** Valdez & Torry International
- Advertiser:** Carib Brewery - Soft Drinks Division
- Title:** Ginseng Up 3Gs

Regional/National

41 A :30

- Award:** Gold ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Ltd.
- Advertiser:** Pepsi
- Title:** Pepsi Jingle

- Award:** Silver ADDY® Award
- Entrant:** ross advertising
- Advertiser:** Banks DIH
- Title:** Banko 'Wine Responsibly'

- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Ltd.
- Advertiser:** Tracmac
- Title:** Castrol RX Viscus

- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Ltd.
- Advertiser:** Tracmac
- Title:** Castrol Hypuron

- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Ltd.
- Advertiser:** Western Union
- Title:** Progress Jingle

- Award:** Silver ADDY® Award
- Entrant:** Valdez & Torry International
- Advertiser:** National Flour Mills
- Title:** Lion's Self Rising

41 B :60 or more

- Award:** Silver ADDY® Award
- Entrant:** Accela Marketing
- Advertiser:** Consolidated Foods Limited
- Title:** CFL Sweepstakes Promotion

TELEVISION

Local, Single (one DMA)

44 A :15 or less

- Award:** Gold ADDY® Award
- Entrant:** Crucial Productions Inc.
- Advertiser:** Tea Time
- Title:** Tea Time 'Fun Big Time'

04 District Four

20 AAF - Caribbean

TELEVISION

Award: Silver ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: PRESTIGE HOLDINGS
Title: KFC CARNIVAL 2010

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Islandcom
Title: Islandcom 'Follow the 3G Leader' TV

44 B :30

Award: Gold ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: VEMCO LIMITED
Title: SWISS PASTA

Award: Gold ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: CARIB BREWERY
Title: CARIB CARNIVAL 2010

Award: Gold ADDY® Award
Entrant: Crucial Productions Inc.
Advertiser: Tea Time
Title: Tea Time 'Fun Big Time' 20 sec

Award: Silver ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: PRESTIGE HOLDINGS
Title: KFC CHRISTMAS

Award: Silver ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: VEMCO LIMITED
Title: SWISS SPOUCH

Award: Silver ADDY® Award
Entrant: Collier Morrison Belgrave
Advertiser: CARIB BREWERY
Title: SMALTA HEROES

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BOLD 'THE BOLDNESS BEGINS WITHIN'

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BITTERS 'FLAVOUR ALL ROUND' TVC

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: Abel
Title: Abel

Award: Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Islandcom
Title: Islandcom 'Roaming' TV

44 C :60 or more

Award: Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: BMOBILE RAYMOND \$25 TOP UP 'BOLLYWOOD STYLE TVC'

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Butterfield
Title: Butterfield Hike Barbados/Kidzone Corporate Ad

04 District Four

20 AAF - Caribbean

TELEVISION

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: BMOBILE MACHEL \$25 TOP UP 'BIG TRUCK' TVC

Award: Silver ADDY® Award
Entrant: ross advertising
Advertiser: The People's Partnership Political Coalition
Title: Moving on With Kamla TV - People's Partnership Election Campaign Phase 3

Local

45 Campaign

Award: Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: BMOBILE \$25 TOP UP ENDORSEES TVC CAMPAIGN 'RAYMOND & MACHEL'

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Global Directories
Title: Hello Yellow TV Campaign

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: BMOBILE UNTOPPABLE SPARKLING CHRISTMAS TVC

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: BMOBILE WORLD CUP PLAYOFFS ANIMATION TVC

Regional/National TV, Single

47 A Consumer Products

Award: Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: NESTLE TRINIDAD LTD
Title: MILO - WHAT YOU PUT IN TO WIN "FOOTBALLER" TVC

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: NESTLE TRINIDAD LTD
Title: MAGGI 'SHAKE! SHAKE! SHAKE!' TVC

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: NESTLE TRINIDAD LTD
Title: MAGGI TRUE MAGIC HAPPENS IN THE KITCHEN: 'THE SECRET POT' TVC

47 C Consumer Services

Award: Gold ADDY® Award
Entrant: SOJE/Lonsdale Communications Inc
Advertiser: LIME
Title: LIME Christmas 2010 Remix Campaign Music Video

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: Western Union
Title: Progress TVC 30

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: UTC
Title: UTC Corporate tv

Regional/National TV Campaigns

48 B Consumer Outlets

04 District Four

20 AAF - Caribbean

TELEVISION

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: TSTT
Title: Blink Broadband - Cross Cultures

48 C Consumer Services

Award: Gold ADDY® Award
Entrant: OGM Communications Ltd.
Advertiser: Digicel TT
Title: Digicel TT - Value Campaign 2010

Cinema Advertising

50 B In-Theatre Commercials or Slides

Award: Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: BMOBILE BIGGER & BETTER 'BESS VALUE' 3D TVC

MIXED/MULTIPLE MEDIA

B-to-B Regional / National

52

Award: Silver ADDY® Award
Entrant: Accela Marketing
Advertiser: Bank of Saint Lucia
Title: BOSL Financial Crisis Response Campaign

Consumer, Local

53

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Global Directories
Title: Hello Yellow Campaign

Award: Gold ADDY® Award
Entrant: ross advertising
Advertiser: The People's Partnership Political Coalition
Title: 'Shipwreck' - People's Partnership Election campaign - Phase 5

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Virgin Atlantic
Title: 2011 Year of the Rabbit. Fortunately We Fly to China (Judges please crack one fortune cookie open)

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BOLD LAUNCH CAMPAIGN 'BOLD NEW LOOK'

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA BITTERS 'FLAVOUR ALL ROUND'

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ANGOSTURA LTD
Title: ANGOSTURA SINGLE BARREL MIXED CAMPAIGN 'RUM DON'T WALK!'

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: TSTT
Title: B Smart Bmobile

04 District Four

20 AAF - Caribbean

MIXED/MULTIPLE MEDIA

- Award:** Silver ADDY® Award
Entrant: BCB Commuications
Advertiser: Pinehill Dairy
Title: Farm Fresh Milk
- Award:** Silver ADDY® Award
Entrant: BCB Commuications
Advertiser: Banks (Barbados) Breweries Ltd
Title: Stallion The Thoroughbred Of Stouts
- Award:** Silver ADDY® Award
Entrant: Valdez & Torry International
Advertiser: Carib Brewery - Soft Drinks Division
Title: Ginseng Up 3Gs
- Award:** Silver ADDY® Award
Entrant: MLB Creative
Advertiser: Islandcom
Title: Islandcom 'Twice as Fly' Campaign

Consumer, Regional / National

54

- Award:** Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: NESTLE TRINIDAD LTD
Title: MAGGI SEASON UP 'GREAT TASTE FROM THE START!' MIXED CAMPAIGN
- Award:** Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: SM Jaleel
Title: Busta Move
-

PUBLIC SERVICE

Collateral

62 E Poster

- Award:** Gold ADDY® Award
Entrant: McCann Erickson
Advertiser: United Way
Title: Luz

Print

63 B Newspaper

- Award:** Gold ADDY® Award
Entrant: McCann Trinidad
Advertiser: RBTT
Title: RBTT BLUE WATER PROJECT
- Award:** Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: TTSPCA
Title: TTSPCA "ADOPT A DOG"
- Award:** Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: RBTT
Title: RBTT HAITI RELIEF

Broadcast/Electronic

64 A TV

- Award:** Silver ADDY® Award
Entrant: G&A Communicaations Inc
Advertiser: UNICEF
Title: UNICEF

04 District Four

20 AAF - Caribbean

PUBLIC SERVICE

Campaign

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

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: ODPM
Title: ODPM DISASTER RELIEF CAMPAIGN: "FLOOD", "EARTHQUAKE", "HURRICANE"

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

Award: Gold ADDY® Award
Entrant: ross advertising
Advertiser: The People's Partnership Political Coalition
Title: 'We Will Rise' - 2010 General Election Campaign for People's Partnership - Phase 1

Award: Gold ADDY® Award
Entrant: Accela Marketing
Advertiser: Banana Industry Trust
Title: Banana Industry Trust Environmental Campaign

Award: Silver ADDY® Award
Entrant: ross advertising
Advertiser: The Office of the Prime Minister
Title: Clean Up and Beautify Trinidad and Tobago Campaign - Phase 1

ADVERTISING INDUSTRY SELF-

Creative Services and Industry Suppliers

69 C Print

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: 2010 Addy Awards Press
Title: 2010 Addy Awards Press

69 G Interactive

Award: Gold ADDY® Award
Entrant: Christopher Guinness Productions
Advertiser: Christopher Guinness
Title: Animal Instinct

69 I Non-Traditional

Award: Gold ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: Lonsdale Earth day
Title: Lonsdale Earth day

Award: Silver ADDY® Award
Entrant: Lonsdale Saatchi & Saatchi Advertising Ltd.
Advertiser: Lonsdale Valentines Day
Title: Lonsdale Valentines Day

69 J Direct Marketing / Specialty Items

Award: Gold ADDY® Award
Entrant: EVillages Ltd.
Advertiser: Electric Villages
Title: 2010 EV Diary

ELEMENTS OF ADVERTISING

Logo

72

04 District Four

20 AAF - Caribbean

ELEMENTS OF ADVERTISING

- Award:** Gold ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Vanita Commissiong
- Title:** Very Vanita Artist Brushstrokes Logo in variable palette

- Award:** Gold ADDY® Award
- Entrant:** ross advertising
- Advertiser:** Xclaim Media
- Title:** Xclaim Media logo

- Award:** Silver ADDY® Award
- Entrant:** Collier Morrison Belgrave
- Advertiser:** JOKHAN
- Title:** JOKHAN LOGO

- Award:** Silver ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Chattel House Realty
- Title:** Chattel House Realty Logo

- Award:** Silver ADDY® Award
- Entrant:** Lonsdale Saatchi & Saatchi Advertising Ltd.
- Advertiser:** Secret Breast Cancer Run
- Title:** Secret Breast Cancer Run

- Award:** Silver ADDY® Award
- Entrant:** ross advertising
- Advertiser:** The Energy Chamber of Trinidad and Tobago
- Title:** The Energy Chamber of Trinidad and Tobago logo

Illustration

73 A Single

- Award:** Gold ADDY® Award
- Entrant:** Valdez & Torry International
- Advertiser:** Scotiabank of Trinidad & Tobago Ltd.
- Title:** Emancipation Day

- Award:** Gold ADDY® Award
- Entrant:** Valdez & Torry International
- Advertiser:** Eastern Commercial Lands
- Title:** Indian Arrival Spices

- Award:** Silver ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Virgin Atlantic
- Title:** Upper Class Grinch

- Award:** Silver ADDY® Award
- Entrant:** Valdez & Torry International
- Advertiser:** Scotiabank of Trinidad & Tobago Ltd.
- Title:** Pan players

- Award:** Silver ADDY® Award
- Entrant:** Valdez & Torry International
- Advertiser:** Scotiabank of Trinidad & Tobago Ltd.
- Title:** Tobago Heritage

- Award:** Silver ADDY® Award
- Entrant:** Valdez & Torry International
- Advertiser:** Scotiabank of Trinidad & Tobago Ltd.
- Title:** Parang

Photography

74 B Color

- Award:** Gold ADDY® Award
- Entrant:** Red Advertising & Marketing Limited
- Advertiser:** Virgin Atlantic
- Title:** Free Flying

74 D Campaign

04 District Four

20 AAF - Caribbean

ELEMENTS OF ADVERTISING

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Carter's
Title: Hidden Barbados

Animation or Special Effects

75 A Video or Film

Award: Gold ADDY® Award
Entrant: Christopher Guinness Productions
Advertiser: Christopher Guinness
Title: Animal Instinct

Award: Gold ADDY® Award
Entrant: Crucial Productions Inc.
Advertiser: Tea Time
Title: Tea Time 'Fun Big Time' 20 sec

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: RBTTT
Title: RBTT CHRISTMAS LOANS 'JOY! JOY! JOY!'

Award: Silver ADDY® Award
Entrant: Crucial Productions Inc.
Advertiser: Barbados Lottery
Title: Barbados Lottery Multiplier

Animation or Special Effects

75 B Internet

Award: Gold ADDY® Award
Entrant: Christopher Guinness Productions
Advertiser: Christopher Guinness
Title: Animal Instinct

Sound

76 A Music Only

Award: Gold ADDY® Award
Entrant: Genero Communications
Advertiser: Guardian Life of the Caribbean Ltd.
Title: Looking after life

Award: Silver ADDY® Award
Entrant: Saltwater Studios
Advertiser: SM Jaleel
Title: Busta Move Rock Solo

Award: Silver ADDY® Award
Entrant: Genero Communications
Advertiser: Hand Arnold
Title: Take the Special K Challenge

76 B Music with Lyrics

Award: Gold ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Harris Paints
Title: Harris Paints "Colours" full sung jingle

Award: Silver ADDY® Award
Entrant: Genero Communications
Advertiser: Guardian Life of the Caribbean Ltd.
Title: Looking after life

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: NESTLE TRINIDAD LTD
Title: MAGGI 'SHAKE! SHAKE! SHAKE!' JINGLE

04 District Four

20 AAF - Caribbean

ELEMENTS OF ADVERTISING

Award: Silver ADDY® Award
Entrant: McCann Trinidad
Advertiser: BMOBILE
Title: BMOBILE "AYE" JINGLE

Award: Silver ADDY® Award
Entrant: SOJE/Lonsdale Communications Inc
Advertiser: LIME
Title: LIME Christmas 2010 Remix Campaign Music

Award: Silver ADDY® Award
Entrant: Valdez & Torry International
Advertiser: Carib Brewery - Soft Drinks Division
Title: Reach for Malta Carib

Award: Silver ADDY® Award
Entrant: Crucial Productions Inc.
Advertiser: Tea Time
Title: Tea Time Jingle Remix 30 sec

Cinematography

77

Award: Silver ADDY® Award
Entrant: Red Advertising & Marketing Limited
Advertiser: Butterfield
Title: Butterfield Hike Barbados/Kidzone Corporate Ad
