

**SALES PROMOTION****Packaging****02-A Single Unit****Award:** BEST OF SHOW ADDY® and Gold ADDY® Award**Entrant:** Everything Slight Pepper**Advertiser:** 3ZERO Limited**Title:** 3ZERO RUMS**Award:** Silver ADDY® Award**Entrant:** Greg Hoyos Associates**Advertiser:** Pinehill Dairy**Title:** Pinehill Dairy Mauby**Award:** Silver ADDY® Award**Entrant:** McCann Port Of Spain**Advertiser:** Kiss Baking Company**Title:** RANI SADA ROTI WHOLEGRAIN**Award:** Silver ADDY® Award**Entrant:** McCann Port Of Spain**Advertiser:** Angostura Limited**Title:** Angostura 1824 Cigars & Rum Gift Box**Award:** Silver ADDY® Award**Entrant:** McCann Port Of Spain**Advertiser:** Angostura Limited**Title:** Angostura Single Barrel Gift Box**02-C Campaign****Award:** Silver ADDY® Award**Entrant:** Batchac Art & Design**Advertiser:** Gingerbread Investments Limited**Title:** Mr. Topper's Plantain Chips**Award:** Silver ADDY® Award**Entrant:** Sian in Design**Advertiser:** Mcbride Caribbean Limited**Title:** Beep Automatic Air Freshener**Award:** Silver ADDY® Award**Entrant:** Lonsdale Saatchi and Saatchi Advertising Limited**Advertiser:** GTECH**Title:** GTECH SCRATCH CARDS

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**COLLATERAL MATERIAL****Stationery Package**

## 06-A Flat Printed

**Award:** Gold ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** Hyper Marketing  
**Title:** Hyper Marketing

## Annual Report

### 07-B Four-color

**Award:** Gold ADDY® Award  
**Entrant:** Blueprint Creative  
**Advertiser:** Barbados Coalition of Service Industries  
**Title:** BCSI Annual Report 2011-2012

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Energy Chamber  
**Title:** Energy Chamber Annual Report

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi and Saatchi Advertising Limited  
**Advertiser:** Atlantic  
**Title:** ATLANTIC SUSTAINABILITY REPORT

## Brochure

### 08-C Campaign

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** OPM  
**Title:** NSO Programme

## Publication Design

### 09-A Cover

**Award:** Gold ADDY® Award  
**Entrant:** Julie Mango Productions Ltd  
**Advertiser:** Newsday Newspaper  
**Title:** MENTality Magazine April

**Award:** Gold ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** Kerry Hamilton  
**Title:** Trials of the Earth

**Award:** Silver ADDY® Award  
**Entrant:** G&A Communications Inc  
**Advertiser:** BIDC - Catalyst Magazine  
**Title:** Approved for Export

**Award:** Silver ADDY® Award  
**Entrant:** Julie Mango Productions Ltd  
**Advertiser:** Newsday Newspaper  
**Title:** MENTality Magazine May

**Award:** Silver ADDY® Award  
**Entrant:** Julie Mango Productions Ltd  
**Advertiser:** Newsday Newspaper  
**Title:** MENTality Magazine May

### **09-B Editorial Spread or Feature**

**Award:** Silver ADDY® Award  
**Entrant:** Collier Morrison Belgrave  
**Advertiser:** TSTT bmobile  
**Title:** 4G Classroom

### **09-D Magazine Design (Entire Magazine)**

**Award:** Gold ADDY® Award  
**Entrant:** Blueprint Creative  
**Advertiser:** Barbados Family Planning Association  
**Title:** Barbados Family Planning Magazine

**Award:** Silver ADDY® Award  
**Entrant:** Safari Publications Co. Ltd.  
**Advertiser:** Safari Publications Co. Ltd. - publisher  
**Title:** 04-20-178630 Caribbean Belle

### **09-E Book Design (Entire Book)**

**Award:** Gold ADDY® Award  
**Entrant:** Bepperton Entertainment Productions  
**Advertiser:** Leizelle Guinness  
**Title:** Poppitz, the frog who flew

## **Poster**

### **10-A Single**

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Mount Gay Black "Floating" Halloween

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Bank Breweries  
**Title:** Banks Can Launch "Yes We Did!" Poster

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Mount Gay Black "Black is the Colour of

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Entrepreneurship Foundation Summit

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Banks Breweries  
**Title:** Banks Beer "Bling Never Looked So

## 10-B Campaign

**Award:** Gold ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Banks Guyana  
**Title:** R1 White Ice Vodka

## Special Event Material

### 11-B Invitation

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Absolut Orient "Golden Apple" Edible

**Award:** Silver ADDY® Award  
**Entrant:** G&A Communications Inc  
**Advertiser:** Hilton Barbados  
**Title:** Hearts & Helmets

### 11-D Campaign

**Award:** Silver ADDY® Award  
**Entrant:** Sian in Design  
**Advertiser:** Blades & Williams  
**Title:** Timberland Grand Opening Event

## 14-A Apparel

- Award:** Gold ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** Benjy50  
**Title:** Benjy50
- Award:** Silver ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** National Geographic Enterprises  
**Title:** National Geographic T-shirt Design -
- Award:** Silver ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** National Geographic Enterprises  
**Title:** National Geographic T-shirt Design -
- Award:** Silver ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** National Geographic Enterprises  
**Title:** National Geographic T-shirt Design -

## 14-B Other Merchandise

- Award:** Gold ADDY® Award  
**Entrant:** BCB Communications Inc.  
**Advertiser:** United Insurance  
**Title:** Protection - It's Our Nature
- Award:** Silver ADDY® Award  
**Entrant:** BCB Communications Inc.  
**Advertiser:** Banks Holdings Ltd.  
**Title:** BHL Drink Up! Bajan Style

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## OUT-OF-HOME

### Outdoor Board

#### 15-A Flat

- Award:** Gold ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** BP Trinidad and Tobago  
**Title:** BPTT 'Welcome to Tobago' Airport Sign
- Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Carib Brewery Limited  
**Title:** Ginseng-Up Feel Good

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Carib Brewery Limited  
**Title:** Ginseng-Up Mental

## 15-E Vehicle Graphic Advertising

**Award:** Silver ADDY® Award  
**Entrant:** Collier Morrison Belgrave  
**Advertiser:** Carib Brewery Limited  
**Title:** STAG Transparent Caravan

### Mass Transit/Public/Airline

#### 16-B Exterior

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Yellow Pages Cayman  
**Title:** Yellow Pages Cayman Islands

### Campaign

#### 18 Out-of-Home, Campaign

**Award:** Gold ADDY® Award  
**Entrant:** OGM Communications Limited  
**Advertiser:** DIGICEL Trinidad  
**Title:** Digicel More Roaming. More Stories.

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Absolut Unique Launch Mojo's

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Carib Brewery Limited  
**Title:** Ginseng-Up benefits

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** Angostura  
**Title:** Angostura Bitters Love "Floor Stickers"

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## NON-TRADITIONAL ADVERTISING

### Non-Traditional Advertising

#### 20-A Single

**Award:** Silver ADDY® Award  
**Entrant:** FV Holdings Limited  
**Advertiser:** Trinidad & Tobago National Petroleum Marketing  
**Title:** NP Elevator Door Wrap

## 20-B Campaign

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Absolut Unique Teaser Launch

**Award:** Silver ADDY® Award  
**Entrant:** FV Holdings Limited  
**Advertiser:** KFC  
**Title:** KFC i Smile For You Campaign

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## CONSUMER OR TRADE PUBLICATION

### Fractional Page

#### 21-B Four-color

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Abeds  
**Title:** Abed's "Ribbons" Mad Hatter Pantomime

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Virgin Atlantic "Flock to London" Every

### Full Page

#### 22-B Four-color

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Banks Breweries  
**Title:** Banks Can Launch "Yes We DID!" Ad

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Virgin Atlantic Alice in Wonderland

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Virgin Atlantic Rupunzel Pantomine Ad

**Award:** Gold ADDY® Award  
**Entrant:** Virgo Communications  
**Advertiser:** Altman Real Estate  
**Title:** Grotto

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Banks Breweries  
**Title:** Banks Can Launch "Obama" Magazine

## Campaign

### 24-B Four-Color

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Virgin Atlantic  
**Title:** Virgin Atlantic Pantomime Campaign

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## NEWSPAPER

### Fractional Page

#### 26-A Black and White

**Award:** Silver ADDY® Award  
**Entrant:** G&A Communications Inc  
**Advertiser:** Hanschell Inniss - Farmer's Choice  
**Title:** Ham Season

#### 26-B Color (any color other than black)

**Award:** Gold ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** Hand Arnold Trinidad Ltd  
**Title:** Trinidad & Tobago 50th Independence

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** National Petroleum Marketing Company Limited  
**Title:** NP Scouts 100 years

### Full Page

#### 27-B Color (any color other than black)

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Banks Breweries  
**Title:** Banks Can Launch "Yes We DID!" ad



- Award:** Gold ADDY® Award  
**Entrant:** Greg Hoyos Associates  
**Advertiser:** Bryden Stokes  
**Title:** STAG Independence message
- Award:** Gold ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** (OPM) Office of the Prime Minister  
**Title:** OPM Independence Day
- Award:** Gold ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** Nestle  
**Title:** MAGGI 'Eid Greetings'
- Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Mount Gay Distilleries  
**Title:** Mount Gay Black "Floating" Halloween
- Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** ross Advertising  
**Title:** Caribbean Airlines Divali Ad
- Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Caribbean Airlines  
**Title:** Republic Day
- Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** HDC  
**Title:** HDC Divali Ad
- Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** HDC  
**Title:** HDC Republic Day Ad
- Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** TSTT Telepresence  
**Title:** Telepresence Caribbean Beat

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** FireOne Fire Works  
**Title:** FireOne Christmas Greeting Ad

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** CARIBBEAN AIRLINES  
**Title:** Caribbean Airlines Eid Greetings

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** TSTT  
**Title:** BLINK|BMOBILE DIVALI GREETINGS

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** Trinidad and Tobago Telecommunications Services  
**Title:** bmobile 'Divali - Apps'

**Award:** Silver ADDY® Award  
**Entrant:** Lonsdale Saatchi and Saatchi Advertising Limited  
**Advertiser:** Waster & Sewerage Authority of Trinidad & Tobago  
**Title:** WASA WALCOTT CONGRATS

## Spread or Multiple Page

### 28-B Color (any color other than black)

**Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications  
**Advertiser:** Republic Bank Limited  
**Title:** Sugar Cane

## Newspaper Specialty Advertising

### 29-A Single Insert (of any type)

**Award:** Silver ADDY® Award  
**Entrant:** Genero Communications  
**Advertiser:** Angostura Limited  
**Title:** Angostura product catalogue newspaper

## Campaign

### 30-B Color (any color other than black)

**Award:** Gold ADDY® Award  
**Entrant:** FV Holdings Limited  
**Advertiser:** Ministry of Trade and Industry  
**Title:** TTBizLink Press Teaser Campaign

**Award:** Gold ADDY® Award  
**Entrant:** OGM Communications Limited  
**Advertiser:** DIGICEL Trinidad  
**Title:** Digicel Value How I roll

**Award:** Gold ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** TDC  
**Title:** TDC Campaign

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Housing Development Corporation  
**Title:** HDC I live Here Pledge 1-2

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** RBC  
**Title:** RBC Royal Bank "Royrtin"

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## DIGITAL ADVERTISING

### Websites, B-to-B

#### 32-C Services

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** Guardsman Group Limited  
**Title:** Guardsman Group Website

### Websites, Consumer

#### 33-A Products

**Award:** Silver ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** Hand Arnold Trinidad Ltd  
**Title:** My Moo Milk Website

#### 33-C Services

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Caribbean Breast Centre  
**Title:** Pink Hibiscus Website

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** Guardsman Group Limited  
**Title:** Guardsman Group Website

## Social Media

### 36-B Single Platform, Consumer

**Award:** Gold ADDY® Award

**Entrant:** Be Social

**Advertiser:** Peanuts Magazine

**Title:** Peanuts Magazine

**Award:** Silver ADDY® Award

**Entrant:** Greg Hoyos Associates

**Advertiser:** Bryden Stokes

**Title:** STAG Independence Facebook

**Award:** Silver ADDY® Award

**Entrant:** BCB Communications Inc.

**Advertiser:** Roberts Manufacturing Co. Ltd.

**Title:** Barbados Loves Cooking

### 36-C Campaign

**Award:** Silver ADDY® Award

**Entrant:** Si Media (SimplyIntense.com)

**Advertiser:** Burger King Trinidad

**Title:** Burger King Whopperful 2.0

## Apps

### 37-C Mobile (Phone)

**Award:** Silver ADDY® Award

**Entrant:** Si Media (SimplyIntense.com)

**Advertiser:** STAG Beer

**Title:** STAG Beer - STAG Carnival BB App

## Advertising and Promotion

### 38-C Email

**Award:** Gold ADDY® Award

**Entrant:** Red Advertising & Marketing Ltd.

**Advertiser:** Banks Breweries

**Title:** Banks Beer "Obama" Can Launch Viral E

### 38-D Games

**Award:** Silver ADDY® Award

**Entrant:** Si Media (SimplyIntense.com)

**Advertiser:** Carib Brewery Ltd.

**Title:** STAG Beer - STAG Bucket Brigade

### 38-E Annual Report

**Award:** Gold ADDY® Award  
**Entrant:** Blueprint Creative  
**Advertiser:** Barbados Family Planning Association  
**Title:** Barbados Family Planning Annual Report

## Video

### 39-A Webisodes

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** The Barbados Labour Party  
**Title:** Political Webisode

**Award:** Silver ADDY® Award  
**Entrant:** Collier Morrison Belgrave  
**Advertiser:** Carib Brewery limited  
**Title:** STAG Command Centre

## Campaign

### 41 Campaign (for categories 32A-40C)

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** The Barbados Labour Party  
**Title:** Political Ad Campaign

**Award:** Gold ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** YELLOW PAGES  
**Title:** YELLOW PAGES MOBILE YELLOW

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## RADIO

### Local (one metro)

#### 42-A :30

**Award:** Gold ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Lange (Trinidad) Limited  
**Title:** Lockheed Brake & Clutch (Interview)

**Award:** Gold ADDY® Award  
**Entrant:** McCann San Juan  
**Advertiser:** Garnier  
**Title:** Cama

**Award:** Gold ADDY® Award  
**Entrant:** McCann San Juan  
**Advertiser:** Garnier  
**Title:** Baño

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Lange (Trinidad) Limited  
**Title:** Lockheed Brake & Clutch (Directions)

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Carib Brewery Limited  
**Title:** Ginseng-Up benefits Jingle

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** Angostura Ltd  
**Title:** Angostura "KI Single Forever" Radio

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** Angostura Ltd  
**Title:** Angostura "Single Barrel Toast" Radio

#### **42-B :60 or more**

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Housing Development Corporation  
**Title:** HDC I Live Here Pledge

#### **42-C Campaign**

**Award:** Gold ADDY® Award  
**Entrant:** McCann San Juan  
**Advertiser:** Garnier  
**Title:** Caidos

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Lange (Trinidad) Limited  
**Title:** Lockheed Brake & Clutch campaign

### **Regional/National**

#### **43-B :60 or more**

**Award:** Silver ADDY® Award  
**Entrant:** Advertising & Marketing (Ja.) Ltd.  
**Advertiser:** LIME/Cable & Wireless (Ja.) Ltd.  
**Title:** Value Every Moment

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## TELEVISION

### Local (one DMA)

#### 45-A :15 or less

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Carib Brewery Limited  
**Title:** Ginseng-Up Benefits 15secs

#### 45-B :30

**Award:** Gold ADDY® Award  
**Entrant:** Cayman 27  
**Advertiser:** AL Thompsons  
**Title:** AL Thompsons - Valspar Paint TVC

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Carib Brewery Limited  
**Title:** Ginseng-Up Benefits

**Award:** Silver ADDY® Award  
**Entrant:** Advertising & Marketing (Ja.) Ltd.  
**Advertiser:** J. Wray & Nephew Ltd.  
**Title:** No Weh No Betta Dan Yard

**Award:** Silver ADDY® Award  
**Entrant:** Collier Morrison Belgrave  
**Advertiser:** Carib Brewery Limited  
**Title:** Santana - It Did Have Music

#### 45-C :60 or more

**Award:** Gold ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** TSTT  
**Title:** TSTT "Olympics" TV

**Award:** Gold ADDY® Award  
**Entrant:** Collier Morrison Belgrave  
**Advertiser:** TSTT bmobile  
**Title:** bmobile Epic

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** BICO Ltd.  
**Title:** Bico Frozen Bread & Pastries "Ze French

**Award:** Silver ADDY® Award  
**Entrant:** Advertising & Marketing (Ja.) Ltd.  
**Advertiser:** Nestlé  
**Title:** Betty Remember Again

### **45-D Campaign**

**Award:** Gold ADDY® Award  
**Entrant:** Collier Morrison Belgrave  
**Advertiser:** Carib Brewery Limited  
**Title:** STAG Santana Series

**Award:** Silver ADDY® Award  
**Entrant:** Cayman 27  
**Advertiser:** Car City  
**Title:** Car City - Suzuki Swift TVC Campaign

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** BPTT  
**Title:** BPTT "I4TANDT" TV Campaign

## **Regional/National TV, Single**

### **47-A Products**

**Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications  
**Advertiser:** Rubis West Indies Limited  
**Title:** Boy

### **47-C Services**

**Award:** Gold ADDY® Award  
**Entrant:** Advertising & Marketing (Ja.) Ltd.  
**Advertiser:** LIME/Cable & Wireless (Ja.) Ltd.  
**Title:** Value Every Moment

## **Regional/National TV Campaigns**

### **48-A Products**

**Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications  
**Advertiser:** Rubis West Indies Limited  
**Title:** Get Rubis, Get Going TV Campaign



## 48-C Services

**Award:** Silver ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** First Citizens  
**Title:** Trinidad & Tobago 50th Independence

## Cinema Advertising

### 50-B In-Theatre Commercials or Slides

**Award:** Gold ADDY® Award  
**Entrant:** Collier Morrison Belgrave  
**Advertiser:** TSTT bmobile  
**Title:** bmobile epic

**Award:** Silver ADDY® Award  
**Entrant:** Generositas  
**Advertiser:** Guardsman Limited  
**Title:** Guardsman Limited Video

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## INTEGRATED CAMPAIGNS

### B-to-B, Local

#### 51 B-to-B, Local

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** OFFICE OF THE PRIME MINISTER  
**Title:** ONE NATION

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** OFFICE OF THE PRIME MINISTER  
**Title:** BORN TRIED AND TRUE

**Award:** Silver ADDY® Award  
**Entrant:** Sian in Design  
**Advertiser:** BW Hotel & Restaurant Supplies  
**Title:** BW Hotel & Restaurant Supplies Launch

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** OPM  
**Title:** NSO- Symphony of Pride Material

### Consumer, Local

#### 53 Consumer, Local

**Award:** Silver ADDY® Award  
**Entrant:** G&A Communications Inc  
**Advertiser:** Hanschell Inniss - Farmer's Choice  
**Title:** Ham Season Declaration

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** Banks Breweries  
**Title:** Banks Can Launch "Yes We DID!"

**Award:** Silver ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** The Barbados Labour Party  
**Title:** Political Ad Campaign

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Carib Brewery Limited  
**Title:** Ginseng-Up Benefits Campaign

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** BP Trinidad and Tobago  
**Title:** BPTT I4TANDT

## Consumer, Regional / National

### 54 Consumer, Regional / National

**Award:** Silver ADDY® Award  
**Entrant:** Greg Hoyos Associates  
**Advertiser:** Pinehill Dairy  
**Title:** Pinehill Dairy "Enjoy" Campaign

**Award:** Silver ADDY® Award  
**Entrant:** Crucial Productions Inc.  
**Advertiser:** Carifta Client  
**Title:** Lime CARIFTA Games Campaign

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## ADVERTISING FOR THE ARTS & SCIENCES

### Broadcast/Electronic/Digital

#### 57-D Digital Advertising

**Award:** Silver ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** OPM  
**Title:** NSO Web Layout

## Campaign

### 68-B Integrated Campaign (for categories 62-67)

**Award:** Gold ADDY® Award  
**Entrant:** ROSS ADVERTISING  
**Advertiser:** Ministry of National Security  
**Title:** Hoop of Life

**Award:** Gold ADDY® Award  
**Entrant:** McCann San Juan  
**Advertiser:** The State Election Commission  
**Title:** State Election Commission

**Award:** Silver ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** Ministry of Energy and Energy Affairs  
**Title:** Where Does Energy Come From?

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## ADVERTISING INDUSTRY SELF-PROMOTION

### Creative Services and Industry Suppliers

#### 69-G Digital Advertising

**Award:** Gold ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** McCann Worldgroup  
**Title:** smartWorld

## Campaign

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

**Award:** Gold ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** McCann Worldgroup  
**Title:** smartWorld Posters

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## ELEMENTS OF ADVERTISING

### Visual

#### 73-A Logo

**Award:** Gold ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** Benjy50  
**Title:** Benjy50

**Award:** Gold ADDY® Award  
**Entrant:** Virgo Communications  
**Advertiser:** Arcadia Hotel and Resorts  
**Title:** Arcadia Logo

**Award:** Silver ADDY® Award  
**Entrant:** Saltwater Studios  
**Advertiser:** ProTools Ltd  
**Title:** ProTools Ltd Logo

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** Hyper Marketing  
**Title:** Hyper Marketing

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** 1962 Productions/One People Documentary  
**Title:** 1962 Productions/One People

**Award:** Silver ADDY® Award  
**Entrant:** Virgo Communications  
**Advertiser:** Smuggler's Cove  
**Title:** Namaste Logo

**Award:** Silver ADDY® Award  
**Entrant:** Julie Mango Productions Ltd  
**Advertiser:** NEWSDAY  
**Title:** MENTALITY Indian Arrival Masthead

### **73-B Illustration, Single**

**Award:** Gold ADDY® Award  
**Entrant:** Bepperton Entertainment Productions  
**Advertiser:** TTSPCA (TRINIDAD & TOBAGO SOCIETY FOR THE  
**Title:** TTSPCA Christmas-Postcard-Dog

**Award:** Gold ADDY® Award  
**Entrant:** Bepperton Entertainment Productions  
**Advertiser:** TTSPCA (TRINIDAD & TOBAGO SOCIETY FOR THE  
**Title:** TTSPCA Christmas-Postcard-Cat

### **73-C Illustration, Campaign**

**Award:** Gold ADDY® Award  
**Entrant:** Bepperton Entertainment Productions  
**Advertiser:** Leizelle Guinness  
**Title:** Poppitz, the frog who flew

### **73-E Photography, Color**

**Award:** Silver ADDY® Award  
**Entrant:** Julie Mango Productions Ltd  
**Advertiser:** Newsday MENTALITY  
**Title:** La Toya Woods Carnival centerfold - Feb

**Award:** Silver ADDY® Award  
**Entrant:** Julie Mango Productions Ltd  
**Advertiser:** NEWSDAY MENTALITY  
**Title:** Dana Mc Intyre Centerfold - April 22

**Award:** Silver ADDY® Award  
**Entrant:** Julie Mango Productions Ltd  
**Advertiser:** NEWSDAY MENTALITY  
**Title:** Men's Style Spread - May 20

### **73-H Animation or Special Effects**

**Award:** Gold ADDY® Award  
**Entrant:** Red Advertising & Marketing Ltd.  
**Advertiser:** The Barbados Labour Party  
**Title:** Political Animation

**Award:** Gold ADDY® Award  
**Entrant:** Rostant DDB  
**Advertiser:** First Citizens  
**Title:** Trinidad & Tobago 50th Independence

**Award:** Silver ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** 1962 Productions  
**Title:** 1962 Productions/One People

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** National Lotteries Control Board  
**Title:** Play Whe 'Cat'

## **Sound**

### **74-A Music Only**

**Award:** Gold ADDY® Award  
**Entrant:** Generousitas  
**Advertiser:** Guardsman Armoured  
**Title:** Guardsman Armoured Audio

**Award:** Gold ADDY® Award  
**Entrant:** Generositas  
**Advertiser:** Guardsman Limited  
**Title:** Guardsman Limited Audio

**Award:** Silver ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Carib Brewery Limited  
**Title:** Ginseng-Up (sound bed)

### **74-B Music with Lyrics**

**Award:** Gold ADDY® Award  
**Entrant:** Valdez & Torry International  
**Advertiser:** Carib Brewery Limited  
**Title:** Ginseng-Up Benefits

**Award:** Gold ADDY® Award  
**Entrant:** Virgo Communications  
**Advertiser:** Rubis West Indies Limited  
**Title:** Get Rubis, Get Going

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** Nestle  
**Title:** Supligen 'Rhythm'

**Award:** Silver ADDY® Award  
**Entrant:** McCann Port Of Spain  
**Advertiser:** Lime  
**Title:** Lime Christmas Jingle