



AAF Fourth District Presents 2014 ADDY® Awards

The American Advertising Federation Fourth District presented the 2014 American Advertising Awards for advertising creative excellence, Saturday evening in Tampa, Florida.

Of the 1121 entries received by the Fourth District, only 264 awards were presented – 119 gold and 145 silver. Entries were judged based on creativity, originality and creative strategy. Members of the Caribbean Advertising Federation received 55 of the Fourth District's 264 total awards – 20 gold and 35 silver ADDY Awards.

The CAF also received 2 of the 14 coveted "Charlie" awards, named after the creator of the ADDY Awards, Charlie Whitebrook. The Charlie Awards honor the single best entry in each media division in Florida and the Caribbean. Caribbean Charlie winners were RED Advertising and Marketing, Ltd. (Barbados) winning Best of Newspaper for Liat ATR Aircraft Teaser campaign, and Collier Morrison Belgrave (Trinidad) winning Best of Integrated Campaigns for KFC Carnival 2013 "Where de Colour Gone." RED Advertising and Marketing, Ltd. Was also the top CAF award winner at the District level with 13 total awards (5 gold).

Everyone at Red is over the moon at having won a Charlie for Best of Newspaper across the whole of Florida and the Caribbean!" Said Jevan Jutiger, owner of Red Advertising & Marketing, Ltd. "For an agency from Barbados to go up against Disney Yellow Shoes and McDonald's chief Latino agency, Alma DDB, and win is a great testament to the old adage that size doesn't matter and that small agencies that think big can win big."

Overall Best of Show went to Starmark of Ft. Lauderdale for the Greater Fort Lauderdale CVB Chicago campaign done for the Greater Ft. Lauderdale CVB.

The American Advertising Awards also has a student competition. The CAF received three student District ADDYS this year from Barbados Community College including Alexandre HaRingling College of Art and Design students Jack Dess and Cristina Hernandez garnered the Student Best of Show for Crayola Brighten.

Sponsored by the American Advertising Federation, the American Advertising Awards honor excellence in advertising and cultivate the highest creative standards in the industry. It is the largest creative awards competition in the advertising industry.

Gold ADDY winners at the district level move on to the national ADDY competition as national finalists. where they will vie against entries from across the United States and Caribbean in a process that will culminate in the National ADDY Awards Ceremony held May 31 at the American Advertising Federation National Conference, ADMERICA!, in Boca Raton, Florida.

For more information, please visit 4aaf.com



CHARLIE AWARDS

BEST OF SHOW ADDY®

Greater Fort Lauderdale CVB
Chicago
Starmark done for Greater Fort
Lauderdale CVB

Best of Advertising for the Arts & Sciences

Admissions Calendar
Ringling College Design Center done for
Office of Admissions

Best of Collateral Material

Cooking with Intuition
Intuition Ale Works done for Intuition
Ale Works

Best of Consumer or Trade Publication

"Couple" Ad
Anson-Stoner done for Windjammer
Landing, Villa Beach Resort

Best of Digital Advertising

We Love Isaiah
Strong Films done for Arnold Palmer
Hospital for Children

Best of Direct Marketing

PCO Regional Toolkit
fourdiaz vargas done for BP/CASTROL

Best of Elements of Advertising

Minnie Topiary
Disney Yellow Shoes done for Epcot
Flower and Garden Festival

Best of Integrated Campaigns

KFC Carnival 2013 - Where De Colour
Gone
Collier Morrison Belgrave done for KFC
Trinidad/Prestige Holdings

Best of Advertising Industry Self-Promotion

Battle 2013 Holiday Hooch Campaign
Battle Medialab done for Battle Medialab

Best of Newspaper

LIAT ATR Aircraft teaser campaign
Red Advertising & Marketing Ltd. done
for LIAT

Best of Non-Traditional

Greater Fort Lauderdale CVB
Chicago
Starmark done for Greater Fort
Lauderdale CVB

Best of Out-of-Home

Glad Tent
Alma DDB done for The Clorox
Company- Glad Forceflex

Best of Public Service

Behind The Story
Ringling College Design Center done for
Southeastern Guide Dogs

Best of Radio

"Let's Talk Again"
Alma DDB done for Cricket Wireless

Best of Sales Promotion

Spring '13 Newsletter
dg Communications Group done for
Southeastern

Best of Television

Florida Keys & Key West Campaign
Tinsley Advertising Done For Monroe
County TDC

Student BEST OF SHOW ADDY®

Jack Dess and Cristina Hernandez
Crayola Brighten done for Ringling
College of Art and Design

FULL LIST OF CAF DISTRICT WINNERS

Entrant	Entry Title	Client	Winner Types
Red Advertising & Marketing Ltd.	Mount Gay Visitor Centre Restaurant Table Mat & Number	Mount Gay distilleries	Gold
McCann Port of Spain	SUPLIGEN Truck Display	Nestle Trinidad	Gold
Ross Advertising	Toyota Trinidad South Branch Launch	Toyota Trinidad and Tobago Limited	Gold
Virgo Communications	One Caribbean Estates --- 2013 Luxury Property Collection	One Caribbean Estates	Gold
Red Advertising & Marketing Ltd.	Absolut Easter "Bunny" Poster	Mount Gay distilleries	Gold
McCann Port of Spain	NESTLÉ SUPLIGEN Truck	NESTLÉ Caribbean	Gold
Red Advertising & Marketing Ltd.	Virgin Atlantic FITFOO "Flying in the face of ordinary" treats	Virgin Atlantic	Gold
Advertising & Marketing (Ja.) Ltd.	LIME Talk EZ	LIME Jamaica	Gold
McCann Port of Spain	MAGGI 'Eid Greetings'	Nestle	Gold
Red Advertising & Marketing Ltd.	LIAT ATR Aircraft teaser campaign WIDE	LIAT	Gold
Red Advertising & Marketing Ltd.	LIAT ATR Aircraft teaser campaign	LIAT	Gold
Digicel	Be Extraordinary Brand Campaign	Digicel	Gold
Advertising & Marketing (Ja.) Ltd.	LIME Talk EZ One Rate	LIME Jamaica	Gold
Collier Morrison Belgrave	KFC Carnival 2013 --- Where De Colour Gone	KFC Trinidad/Prestige Holdings	Gold
Bepperton	Captain T&T	Bepperton, TTSPCA, Animal Welfare Network, Summer Heroes	Gold
MLB Creative	MLB Creative Business Cards	MLB Creative	Gold
Ross Advertising	Fly Caribbean Logo	Caribbean Airlines	Gold
Collier Morrison Belgrave	KFC Carnival 2013 Where De Colour Gone	KFC Trinidad & Tobago/Prestige Holdings	Gold
Bepperton	Captain T&T	Bepperton, TTSPCA, Animal Welfare Network, Summer Heroes	Gold
Rostant DDB	"My Wingman and I" --- My Moo Milk	Hand Arnold Trinidad Limited	Gold
Genero Communications	I'll Drink To That 2014 catalogue	Angostura Limited	Silver
Designers Coast Inc	Barbados Brownie Bakery	Designers Coast Inc.	Silver
Red Advertising & Marketing Ltd.	Vex Yellow Monkey Craft Beer "Monkey Get Vex" Thermochromic Label	Banks Breweries Limited	Silver
The Individual Aesthetic	Individual T---Shirt Packaging	Keegan Simon	Silver
Ross Advertising	Banks DIH Annual Report	Banks DIH Limited	Silver
Valdez & Torry International	MOS Playbook	Ministry of Sport	Silver
Red Advertising & Marketing Ltd.	Vex Yellow Monkey Craft Beer "Honey Bee" Poster	Banks Breweries Limited	Silver
McCann Port of Spain	ANGOSTURA 'Blu Me Away' Print Campaign	Angostura	Silver
McCann Port of Spain	ANGOSTURA 'Fan' Invite	Angostura	Silver
3BV	"Devil of a Beer" Carnival T---shirt	3BV / Drie Bier Vrienden	Silver
McCann Port of Spain	ANGOSTURA BLU VODKA 'Cosmo Girl'	Angostura	Silver
Red Advertising & Marketing Ltd.	Absolut Transform Music Factory Live Installation	Mount Gay distilleries	Silver
Red Advertising & Marketing Ltd.	Abed's "Christmas hangers" ad	Abed's Group of Companies	Silver
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McCann Port of Spain	ANGOSTURA 1919 'VIP YACHT'	ANGOSTURA	Silver
Red Advertising & Marketing Ltd.	Abed's Seasonal Campaign	Abed's Group of Companies	Silver
Valdez & Torry International	BMW Service	Richmond Motors	Silver
Ross Advertising	Caribbean Airlines Independence Greeting Ad	Caribbean Airlines	Silver
Red Advertising & Marketing Ltd.	Abed's Seasonal Campaign	Abed's Group of Companies	Silver
McCann Port of Spain	ANGOSTURA 'The Awakening Launch'	ANGOSTURA	Silver
MLB Creative	Palisades Web Site	Standard Pacific Homes	Silver
Lonsdale Saatchi & Saatchi Advertising	Ngc Education Centre	Lonsdale Advertising Limited	Silver
Simply Intense (Si) Media	Carib Pilsner Refreshment Activator	Carib Brewery --- Carib Pilsner	Silver
Virgo Communications	Smugglers Cove --- Couple	Smugglers Cove Resort & Spa	Silver
McCann Port of Spain	CRIX "Italian"	Bermudez Biscuit Co.	Silver
G&A Communications Inc	HAM SEASON TEASER CAMPAIGN	Hanschell Inniss	Silver
Collier Morrison Belgrave	KFC 40th Anniversary 45sec TVC	KFC Trinidad & Tobago/Prestige Holdings	Silver
Lonsdale Saatchi & Saatchi Advertising	Digicel Free to be TV	Lonsdale Saatchi & Saatchi Advertising Limited	Silver
Red Advertising & Marketing Ltd.	LIAT ATR Aircraft teaser campaign	LIAT	Silver
MLB Creative	Pensacola Studios Business Cards	Pensacola Studios	Silver
Collier Morrison Belgrave	CMB Christmas Gifts to Clients	CMB Advertising	Silver
Lonsdale Saatchi & Saatchi Advertising	LSS EARTH DAY	LONSDALE ADVERTISING	Silver
MLB Creative	Pensacola Studios Logo	Pensacola Studios	Silver
Ross Advertising	Rethink	Rethink Limited	Silver
Greg Hoyos Associates DDB	Sungold "Makes it better" --- Jingle	Pinehill Dairy	Silver

