



FOR IMMEDIATE RELEASE
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Eleven Caribbean Ad Agencies Take District ADDY Honors

Orlando, Florida — The American Advertising Awards (AAF) 4th District ADDY hosted the 4th District 2012 ADDY Awards in a gala ceremony in Orlando, Florida on Friday night. The ADDY awards at this level recognize advertising excellence in the state of Florida and the Caribbean.

“Winning at the District level is really an honor,” said Terri Brown, founder of the Caribbean Advertising Federation (CAF) and 2012 ADDY Chair. “Our winners held their own against Disney Parks and Resorts, Purina, Hard Rock International, the Queen Mary and other national accounts.”

Representing the CAF and accepting awards were Allison Codogan and Devin Griffith of G&A Communications, Derrick Muniz of McCann Erickson Puerto Rico and Terri Brown of MLB Creative.

Among the elite winners were eleven companies from the Caribbean Advertising Federation with 23 total District ADDY Awards.

Gold District ADDY® Awards

G&A Communication Inc

Powering Our Nation’s Progress/ Collateral Material

McCann Erickson Puerto Rico

MasterCard International Cuisine/ Newspaper

McCann Erickson Trinidad

Newsday “We See Both Sides”/ Newspaper

Red Advertising & Marketing

Nanny McPhee Programme/ Consumer or Trade Publication

I am a Bajan/ Elements of Advertising

50th Anniversary 6 Pack/ Sales Promotion

Saltwater Studios

Now or Never Television Reality/ Television

Sian in Design
WIBISCO Tea Time Campaign

Silver District ADDY® Awards

Collier Morisson Belgrave Ltd
CARIB IMAX/ Television

Evillages Ltd
Re-Brand DESIGN CARIBBEAN/ Elements of Advertising

Greg Hoyos Associates
Pinehill Dairy-"Fresh Talk"/ Television

Lonsdale Saatchi & Saatchi
Lucozade/ Television

McCann Erickson Trinidad
bMobile/blink Divali Indian Village/ Sales Promotion
Newsday "CRAYON/BULLET"/ Newspaper

Red Advertising & Marketing
Banks Amber Ale Campaign/ Mixed/Multiple Media
I am a Bajan/ Elements of Advertising
Rolling from Cuba to London/ Mixed/Multiple Media
Sol Sailing/ Elements of Advertising

Saltwater Studios
Newsday Magazine Bookmarks/ Newspaper
Guardian General Manager's Pack/ Sales Promotion

Sian in Design
Holiday King Korn Illustration/ Elements of Advertising

Valdez & Torry International
Taste T&T "Spices" Invitation/ Collateral Material
Scotiabank Calendar 2012/ Direct Marketing

The regional competition is the second tier in the ADDY system. The first competition was held in February resulting in 97 Gold and 120 Silver Awards. The top entries in each category were sent to the District ADDY judging in Tampa, Florida. Winners of the District competition will be forwarded to compete with all other US District winners for national ADDY titles.

The CAF is a member of the AAF, which represents thousands of advertising companies in the United States and the Caribbean. The ADDY Awards are sponsored by AAF and are the advertising industry's most comprehensive and prestigious competition recognizing creative excellence in numerous categories of various media types.

The Caribbean Advertising Federation is the first non-American member of the American Advertising Federation and is part of the 4th District of Florida and the Caribbean. For membership information and entry materials for the 2013 competition, email Terri Brown at terri@mlbcreative.com.