



**FOR IMMEDIATE RELEASE**

**Monday, March 22, 2010**

**St. Thomas, USVI**

The Caribbean Advertising Federation (CAF) President, Terri Brown with MLB Creative in St. Thomas, announced the 2010 Caribbean Advertising Federation ADDY Award winners Monday, March 22nd, in a release to media, members and entrants.

The CAF is a member of the American Advertising Federation (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. This year, over 400 entries were judged from Barbados, Trinidad & Tobago, Jamaica and St. Thomas, USVI.

The coveted overall 2010 Best of Show Award went to Lonsdale Saatchi & Saatchi from Trinidad for Havaianas for Peeping Fish, which also took the Best of Print Award. Lonsdale scored 28 other awards in various categories.

Four top awards went to McCann Erickson Trinidad as well as the most total awards in the show. McCann received Best of TV for Coca-Cola "Penalty", Best of Online for bmobile "Bruno Football Interview", Best of Radio for Green Sands "Wedding", and Judges Choice for Creative Excellence for their Coca-Cola "We Live Football Campaign".

Barbados was well represented by Red Advertising & Marketing Ltd. with 27 awards. The top agency from Jamaica was Generousitas (Jamaica) Limited with 7 silver and gold awards.

The judging took place in St. Thomas, US Virgin Islands by three of the industry's top professionals and national ADDY judges: Chic Davis, GM/Executive Creative Director of The Cathedral Foundation President, and ACC Published as well as 15-year National ADDY Chairman; Leslie Winthrop, Founder & CEO of AAR Partners; and Lisa Colantuono, Managing Partner of AAR Partners and Co-Founder of Access Confidential.

2010 ADDY Chairperson, Terri Brown with MLB Creative in St. Thomas said that the caliber of work was excellent. "This show proves that the level of talent here in the Caribbean is second to none worldwide. The true winners of this show are the clients such as Pepsico Americas, BPTT, bmobile, Virgin Atlantic, GTech, Carib, Mount Gay and the many other corporations that allowed our CAF agencies to do their best work."

All winning local ADDY Awards are forwarded to the District AAF Competition where winners of that competition go forward to compete with the best advertisements from the US and Caribbean in the National ADDY Competition.

The Caribbean Advertising Federation is the first non-American member of the American Advertising Federation and is part of the 4<sup>th</sup> District of Florida and the Caribbean. For membership information and entry materials for the 2011 competition, email Terri Brown at [terri@mlbcreative.com](mailto:terri@mlbcreative.com).

Other top awards were:

2010 Best of Show Overall:  
Lonsdale Saatchi & Saatchi, "Havaianas" for Peeping Fish

2010 Best of Show TV:  
McCann Erickson Trinidad, "We Live Football 'Penalty'," for Coca-Cola

2010 Best of Show Radio:  
McCann Erickson Trinidad, "Wedding," for Green Sands

2010 Best of Show Print:  
Lonsdale Saatchi & Saatchi, "Havaianas" for Peeping Fish

2010 Best of Show Interactive:

McCann Erickson Trinidad, "Bruno Football Interview," for Barbados bmobile

Judges' Choice for Creative Excellence:

McCann Erickson Trinidad, "We Live Football Campaign," for Coca-Cola

A complete list of winners is attached.