



FOR IMMEDIATE RELEASE

Thursday, March 15 2012

St. Thomas, USVI

The Caribbean Advertising Federation (CAF) President, Christopher Guinness, announced the 2012 Caribbean Advertising Federation ADDY Award winners Thursday, March 15th, 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 420 entries were judged from over 30 different companies representing The Bahamas, Barbados, Trinidad & Tobago, Jamaica, U.S. Virgin Islands, St. Lucia and Puerto Rico.

This year's top award for overall excellence was given to Red Advertising & Marketing Ltd for "Body of Work" for Virgin Atlantic. The judges felt that the concepts, copy, art direction and executions were excellent and consistent for many of the Virgin Atlantic entries earning their praise.

The Best of Category Awards went to four different companies: Best of Radio to Accela Marketing for 'FDL Pest Control', Best of Print to Red Advertising & Marketing Ltd for 'Banks Amber Ale Campaign', Best of Online to Lonsdale Saatchi and Saatchi Trinidad for 'White Oak Website', and Best of TV to G&A Communications for 'Red Balloons'.

The Best Public Service award went to McCann Port of Spain for their "COADV Domestic Violence Campaign".

The judges, Stephen Rogers, COO of VINE Communications Group in Maryland and former President of Bates Worldwide as well as National ADDY Committee Chairperson having judged over 150 local regional and national awards competitions, and Eric Thomas, Associate Creative Director with the Zimmerman Agency in Florida has

created and directed award-winning work for national and international clients including Aflac, Party City, Nature's Own Bread, Cooper Tires, Costa Del Mar Sunglasses, Club Med and The Ritz Carlton.

The Judges said that the caliber of the show was excellent and expect many entries to go forward to win District and National awards. They decided to award special Judge's Choice Awards to several entries including Innovation in Media to Saltwater Studios for their 3D "Newsday Woman's Weekly Magazine", a Point of Sale award to McCann Port of Spain for their "bMobile/blink Divali Indian Village" booth, for Copywriting to Valdez & Torry International Limited for their "Dream Catcher Campaign" and for Art Direction to McCann Port of Spain for "Newsday We See Both Sides".

Red Advertising & Marketing Ltd received the most awards in the show with Best of Show, Best of Print overall with 27 Golds and 16 Silvers. McCann Port of Spain and Ross Advertising earned numerous awards as did newcomer to the CAF ADDY competition, Sian in Design.

2012 ADDY Chairperson, Terri Brown with MLB Creative in St. Thomas was pleased with the judging. "As always, the Caribbean show is very impressive with national quality work. Winners will be rewarded this year with a listing on the new CAF website which will launch in the next few weeks. I applaud our President Christopher Guinness for energizing the organization and showcasing our talented members to the world via the new Facebook page as well."

President Christopher Guinness also expressed appreciation to the CAF team. "Thank you to Leizelle Guinness, Anthony Teixeira, Derrick Muniz and Agnes Francis for assisting the CAF, helping grow our membership and publicizing the student scholarships across the Caribbean. Additionally, a great deal of appreciation goes out to Renae Quinton and Giselle Donowa for providing ADDY entry drop off points on their respective islands. I encourage the continuation of these services which provide savings to our members. "

Top local ADDY Awards are forwarded to the 4th 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 District ADDY Awards show will take place in Orlando, Florida on Saturday, April 14th, 2012.

The Caribbean Advertising Federation is the first and only 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.

A complete list of winners is attached.

