

AMERICAN
ADVERTISING
AWARDS
COASTAL CALIFORNIA

**2018 American Advertising Awards
Coastal California Competition
Winners by Award Level**

Gold, Best of Show

Company: Barnett Cox & Associates **Category:** Integrated Advertising Campaign - Regional/National

Entry Title: San Luis Obispo TBID Be Here

Client: City of San Luis Obispo Tourism Business Improvement District (SLO TBID)

Gold, Special Judges Award

Company: Dowitcher Designs **Category:** Book Design

Entry Title: Santa Barbara Trees Artist Book

Client: The Estate of Jean Sankey

Gold

Company: Barnett Cox & Associates **Category:** Newspaper Advertising - Spread or Multiple Page

Entry Title: Farmers Market Spring/Summer Guide

Client: SLO County Farmers Market Association

Gold

Company: evans, hardy, young **Category:** Integrated Advertising Campaign - Regional/National

Entry Title: Simple Meals

Client: California Walnut Commission

Gold

Company: Saputo Design, Inc. **Category:** Magazine Advertising Campaign

Entry Title: Lightsculptures Advertising

Client: Tim J. Ferrie Lightsculptures

Gold

Company: Saputo Design, Inc. **Category:** Packaging Campaign

Entry Title: BJ's Brewhouse Beer Cans

Client: BJ's Restaurant & Brewhouse

Gold

Company: Saputo Design, Inc. **Category:** Packaging

Entry Title: BJ's Brewhouse Root Beer

Client: BJ's Restaurant & Brewhouse

Silver

Company: Barnett Cox & Associates **Category:** Magazine Design

Entry Title: Cal Poly "Connections" Magazine

Client: California Polytechnic State University College of Architecture & Environmental Design

Silver

Company: Carol Gravelle Graphic Design **Category:** Logo Design

Entry Title: CalFACT Logo

Client: Californians for a Carbon Tax

Silver

Company: Carol Gravelle Graphic Design **Category:** Logo Design

Entry Title: Silver Stain Artistry Logo

Client: Silver Stain Artistry

Silver

Company: Dowitcher Designs **Category:** Card, Invitation or Announcement Campaign

Entry Title: Dream Foundation Annual Gala

Client: Dream Foundation

Silver

Company: evans, hardy, young **Category:** Magazine Advertising

Entry Title: Eighty Years

Client: Idaho Potato Commission

Silver

Company: evans, hardy, young **Category:** Regional/National Television Commercial Campaign

Entry Title: Simple Salmon & Simple Chicken

Client: California Walnut Commission

Silver

Company: evans, hardy, young **Category:** Newspaper Advertising Campaign

Entry Title: Super Sales Force

Client: Idaho Potato Commission

Silver

Company: evans, hardy, young **Category:** Regional/National Television Commercial

Entry Title: Mark Eats

Client: Idaho Potato Commission

Silver

Company: evans, hardy, young **Category:** Magazine Advertising Campaign

Entry Title: Potato Pairings

Client: Idaho Potato Commission

Silver

Company: IdeaWork Studios, Inc. **Category:** Consumer Website

Entry Title: Itz'Ana Belize Website

Client: Foundry Collective

Silver

Company: IdeaWork Studios, Inc. **Category:** Integrated Brand Identity Campaign

Entry Title: The Darcy Branding

Client: The Darcy Hotel

Silver

Company: IdeaWork Studios, Inc. **Category:** Consumer Website

Entry Title: Daniel Boulud Website

Client: Daniel Boulud

Silver

Company: IdeaWork Studios, Inc. **Category:** Integrated Brand Identity Campaign

Entry Title: Carillon Miami Branding

Client: Carillon Miami

Silver

Company: OLD SPANISH DAYS FIESTA **Category:** Poster

Entry Title: UNITY THROUGH COMMUNITY, FIESTA '17

Client: OLD SPANISH DAYS , INC

Silver

Company: Pacific Coast Business Times **Category:** Public Service Print Advertising

Entry Title: American Red Cross 100

Client: American Red Cross, Central California Region

Silver

Company: Red CANARY Productions **Category:** Internet Commercial Campaign

Entry Title: Sea Crest Hotel Web Video Campaign

Client: Sea Crest Ocean Front Hotel

Silver

Company: S. Lombardi & Associates **Category:** Newspaper Advertising

Entry Title: Framing What's Possible

Client: Community Bank of Santa Maria

Silver

Company: S. Lombardi & Associates **Category:** Poster

Entry Title: Eroica CA Event Poster

Client: Eroica California

Silver

Company: S. Lombardi & Associates **Category:** Newspaper Advertising

Entry Title: Beer Festival

Client: Community Bank of Santa Maria

Silver

Company: Saputo Design, Inc. **Category:** Logo Design

Entry Title: American Nut Company Logo

Client: American Nut Company

Silver

Company: Saputo Design, Inc. **Category:** Branded Content & Entertainment

Entry Title: Alorica Moving Up Video

Client: Alorica

Silver

Company: Searle Creative **Category:** Public Service Annual Report

Entry Title: Annual Gratitude Report

Client: Ventura College Foundation

Silver

Company: Searle Creative **Category:** Consumer Website

Entry Title: Hotel Metropole

Client: Hotel Metropole

Silver

Company: TJA Advertising **Category:** Film/Video/Sound Branded Content

Entry Title: Pismo Beach - Wild & Free

Client: Pismo Beach Conference & Visitors Bureau

Silver

Company: Verdin **Category:** Integrated Advertising Campaign - Regional/National

Entry Title: VCLA The Whole Point Campaign

Client: Ventura County Coast

Silver

Company: Verdin **Category:** Integrated Brand Identity Campaign

Entry Title: Stand Strong Rebrand

Client: Stand Strong

Silver

Company: Verdin **Category:** Card, Invitation or Announcement Campaign

Entry Title: CAPSLO Teen Monologues

Client: Community Action Partnership of San Luis Obispo County

Bronze

Company: Barnett Cox & Associates **Category:** Integrated Advertising Campaign - Local
Entry Title: Sierra Vista "The Journey"
Client: Sierra Vista Regional Medical Center

Bronze

Company: BBM&D Strategic Branding **Category:** Integrated Advertising Campaign - Local
Entry Title: Ventura Botanical Gardens
Client: Ventura Botanical Garden

Bronze

Company: BBM&D Strategic Branding **Category:** Integrated Advertising Campaign - Regional/National
Entry Title: Peter Sullivan
Client: Peter Sullivan—Music Producer and Consultant

Bronze

Company: BBM&D Strategic Branding **Category:** Online/Interactive Campaign
Entry Title: Camarillo Ranch Events/Foundation
Client: Camarillo Ranch

Bronze

Company: Carol Gravelle Graphic Design **Category:** Logo Design
Entry Title: Dietrick Institute Logo
Client: Dietrick Institute for Applied Insect Ecology

Bronze

Company: Dowitcher Designs **Category:** Microsite
Entry Title: Project Fi Dreams Microsite
Client: Dream Foundation

Bronze

Company: Dowitcher Designs **Category:** Integrated Brand Identity Campaign
Entry Title: Pacific Pride Foundation Branding
Client: Pacific Pride Foundation

Bronze

Company: Hansen Advertising Inc **Category:** Local Television Commercial Campaign
Entry Title: Central Coast Lending Pre-Approved
Client: Central Coast Lending

Bronze

Company: HWDS and Associates, Inc. **Category:** Book Design
Entry Title: Metrolink 25th Anniversary Book
Client: Metrolink

Bronze

Company: MM Media **Category:** Film/Video/Sound Branded Content

Entry Title: How to Make a Hand Plane

Client: MM Wood Studio

Bronze

Company: MM Media **Category:** Film/Video/Sound Branded Content

Entry Title: Rheem Wows at the AHR Expo 2017

Client: Rheem Manufacturing

Bronze

Company: MM Media **Category:** Social Media, Campaign

Entry Title: Black Friday Week Instagram Sale

Client: MM Wood Studio

Bronze

Company: OLD SPANISH DAYS FIESTA **Category:** Brochure

Entry Title: OLD SPANISH DAYS FIESTA BROCHURE 17

Client: OLD SPANISH DAYS IN

Bronze

Company: S. Lombardi & Associates **Category:** Banner Ad

Entry Title: Lending a Hand

Client: Community Bank of Santa Maria

Bronze

Company: S. Lombardi & Associates **Category:** Magazine Advertising

Entry Title: What Happens in Vegas

Client: Santa Maria Airport

Bronze

Company: S. Lombardi & Associates **Category:** Magazine Advertising

Entry Title: Hooray for Mokulele

Client: Santa Maria Airport

Bronze

Company: S. Lombardi & Associates **Category:** Magazine Advertising

Entry Title: Turning a Profit

Client: Henry & Sons Inc

Bronze

Company: S. Lombardi & Associates **Category:** Local Radio Commercial

Entry Title: Don't Get Around

Client: Villa Automotive

Bronze

Company: S. Lombardi & Associates **Category:** Banner Ad

Entry Title: Lending an Ear

Client: Community Bank of Santa Maria

Bronze

Company: S. Lombardi & Associates **Category:** Branded Content & Entertainment

Entry Title: Rotary Club Newsletter

Client: Rotary Club of San Luis Obispo

Bronze

Company: S. Lombardi & Associates **Category:** Outdoor Board

Entry Title: Love With Sparkle Billboard

Client: Kevin Main Jewelry

Bronze

Company: S. Lombardi & Associates **Category:** Local Television Commercial

Entry Title: 2017 SVF Tickets On Sale Now

Client: Salinas Valley Fair

Bronze

Company: S. Lombardi & Associates **Category:** Local Radio Commercial

Entry Title: Left my Heart in SF

Client: Villa Automotive

Bronze

Company: Searle Creative **Category:** Integrated Advertising Campaign - Local

Entry Title: Oxnard Salsa Festival

Client: Oxnard Salsa Festival

Bronze

Company: Searle Creative **Category:** Integrated Branded Content Campaign

Entry Title: Visit Oxnard - Take Time to Coast

Client: Oxnard Convention and Visitors Bureau

Bronze

Company: Searle Creative **Category:** Business-to-Business Website

Entry Title: Perfect Flow

Client: Perfect Flow

Bronze

Company: Sotheby's International Realty **Category:** Magazine Advertising

Entry Title: Perkins - The Real Deal Full Page

Client: Suzanne Perkins' Luxury Properties

Bronze

Company: Verdin **Category:** Social Media, Campaign

Entry Title: ATBID California As It Used To Be

Client: Visit Atascadero

Bronze

Company: Verdin **Category:** Advertising Industry Self-Promotion Cards, Invitations or Announcements

Entry Title: 24-Hour Give Twilight Zone Mailer

Client: Verdin