



**2021 American Advertising Awards  
Coastal California Competition  
Results by Award**

**Award: Best of Show**

**Entrant:** Procore Technologies

**Category:** Integrated Brand Identity Campaign

**Entry Title:** Procore's Year in Review

**Client:** Procore Technologies

**Award: Special Judges Award**

**Entrant:** Dunn School

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Dunn School - More Than a Classroom

**Client:** Dunn School

**Award: Gold**

**Entrant:** Evans, Hardy + Young

**Category:** Magazine Advertising Campaign

**Entry Title:** Genuine Idaho

**Client:** Idaho Potato Commission

**Award: Gold**

**Entrant:** CenCal Health

**Category:** Brochure

**Entry Title:** Baby Cal Postpartum Mailer

**Client:** CenCal Health

**Award: Gold**

**Entrant:** AppFolio, Inc.

**Category:** Internet Commercial Campaign

**Entry Title:** AppFolio - Everything You Need

**Client:** AppFolio, Inc.

**Award: Gold**

**Entrant:** Gutsy Media / Wake Up & Vote

**Category:** Political Online/Interactive

**Entry Title:** Turntables

**Client:** Fair Count Inc.

**Award: Gold**

**Entrant:** Gutsy Media / Wake Up & Vote / Furry Messaging

**Category:** Political Online/Interactive

**Entry Title:** Rise Up

**Client:** Fair Count

**Award: Gold**

**Entrant:** AppFolio, Inc.

**Category:** Illustration Series

**Entry Title:** AppFolio - Everything You Need

**Client:** AppFolio, Inc.

**Award: Gold**

**Entrant:** Dunn School

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Dunn School - More Than a Classroom

**Client:** Dunn School

**Award: Gold**

**Entrant:** Evans, Hardy + Young

**Category:** Social Media, Campaign

**Entry Title:** #AppleJuiceChallenge

**Client:** Martinelli's

**Award: Gold**

**Entrant:** AppFolio, Inc.

**Category:** Online/Interactive Campaign

**Entry Title:** AppFolio Everything You Need

**Client:** AppFolio, Inc.

**Award: Gold**

**Entrant:** Dunn School

**Category:** Cinematography—Single

**Entry Title:** Dunn School - More Than a Classroom

**Client:** Dunn School

**Award: Gold**

**Entrant:** Saputo Design Inc.

**Category:** Packaging Campaign

**Entry Title:** TAPWTR Packaging

**Client:** Texas Ale Project

**Award: Gold**

**Entrant:** Searle Creative

**Category:** Consumer Website

**Entry Title:** Diversity Collective VC Website

**Client:** Diversity Collective Ventura County

**Award: Gold**

**Entrant:** Saputo Design Inc.

**Category:** Advertising Industry Self-Promotion - Brand Elements

**Entry Title:** Saputo Design Anti Boredom Box

**Client:** Saputo Design, Inc.

**Award: Gold**

**Entrant:** AppFolio, Inc.

**Category:** Animation, Special Effects or Motion Graphics

**Entry Title:** AppFolio Cat Café

**Client:** AppFolio, Inc.

**Award: Gold**

**Entrant:** Procore Technologies

**Category:** Integrated Brand Identity Campaign

**Entry Title:** Procore's Year in Review

**Client:** Procore Technologies

**Award: Gold**

**Entrant:** Procore Technologies

**Category:** Copywriting

**Entry Title:** Under Construction

**Client:** Procore Technologies

**Award: Silver**

**Entrant:** HWDS and Associates, Inc.

**Category:** Brochure Campaign

**Entry Title:** Annual Brochures Safety/Operations

**Client:** Washington Metrorail Safety Commission

**Award: Silver**

**Entrant:** Kernel Created By Spectrum Reach

**Category:** Regional/National Television Commercial Campaign

**Entry Title:** Village Properties "We Do More"

**Client:** Village Properties

**Award: Silver**

**Entrant:** AMF Media Group

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Armanino Diversity/Inclusion Video

**Client:** Armanino

**Award: Silver**

**Entrant:** Procore Technologies

**Category:** Film/Video/Sound Branded Content

**Entry Title:** StructionSite | XL Construction

**Client:** Procore Technologies

**Award: Silver**

**Entrant:** Procore Technologies

**Category:** Event

**Entry Title:** Virtual Grounbreak

**Client:** Procore Technologies

**Award: Silver**

**Entrant:** AMF Media Group

**Category:** Online/Interactive Campaign

**Entry Title:** Allegro Coffee Digital Campaign

**Client:** Allegro Coffee

**Award: Silver**

**Entrant:** Procore Technologies

**Category:** Film/Video/Sound Branded Content

**Entry Title:** BCH | Suffolk Customer Story

**Client:** Procore Technologies

**Award: Silver**

**Entrant:** Procore Technologies

**Category:** Out-Of-Home, Interior or Exterior Site

**Entry Title:** ConExpo Airport Billboard

**Client:** Procore Technologies

**Award: Silver**

**Entrant:** KERNEL CREATED BY SPECTRUM REACH

**Category:** Local Television Commercial Campaign

**Entry Title:** Driven to be Different

**Client:** Simi Valley Toyota

**Award: Silver**

**Entrant:** Procore Technologies

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Under Construction

**Client:** Procore Technologies

**Award: Silver**

**Entrant:** Saputo Design Inc.

**Category:** Packaging Campaign

**Entry Title:** Dole Boosted Blends Smoothies

**Client:** Dole Packaged Foods

**Award: Silver**

**Entrant:** Procore Technologies

**Category:** Film/Video/Sound Branded Content

**Entry Title:** Resilience

**Client:** Procore Technologies

**Award: Silver**

**Entrant:** Searle Creative

**Category:** Brochure

**Entry Title:** Ventura College Recruitment Piece

**Client:** Ventura College

**Award: Silver**

**Entrant:** Searle Creative

**Category:** Integrated Brand Identity Campaign

**Entry Title:** VUSD Career Education Pathways

**Client:** Ventura Unified School District

**Award: Silver**

**Entrant:** Gutsy Media / Wake Up & Vote / 1<sup>st</sup> Ave Machine

**Category:** Political Integrated Campaign

**Entry Title:** Make History Here

**Client:** Super Centers Productions LLC

**Award: Silver**

**Entrant:** Gutsy Media / Wake Up & Vote / Fury Messaging

**Category:** Political Non-Broadcast and Online Video

**Entry Title:** ASMR

**Client:** Sound and Fury LLC

**Award: Silver**

**Entrant:** AMF Media Group

**Category:** Pro Bono Film, Video & Sound Campaign

**Entry Title:** Hats Off

**Client:** Hats Off

**Award: Silver**

**Entrant:** Searle Creative

**Category:** Pro Bono - Brochure/Sales Kit

**Entry Title:** Diversity Collective Brochure

**Client:** Diversity Collective Ventura County

**Award: Silver**

**Entrant:** Evans, Hardy + Young

**Category:** Magazine Advertising

**Entry Title:** Boise State Football Sponsorship Ad

**Client:** Idaho Potato Commission

**Award: Silver**

**Entrant:** Evans, Hardy + Young

**Category:** Internet Commercial

**Entry Title:** Frankenmeat

**Client:** California Walnut Board

**Award: Silver**

**Entrant:** Evans, Hardy + Young

**Category:** Internet Commercial

**Entry Title:** Plant Lady

**Client:** California Walnut Board

**Award: Silver**

**Entrant:** Evans, Hardy + Young

**Category:** Magazine Advertising

**Entry Title:** U of Idaho Football Sponsorship Ad

**Client:** Idaho Potato Commission

**Award: Silver**

**Entrant:** Dunn School

**Category:** Video Editing

**Entry Title:** Dunn School - More Than a Classroom

**Client:** Dunn School

**Award: Silver**

**Entrant:** Dowitcher Designs

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

**Entry Title:** Dream Foundation Magical Moments

**Client:** Dream Foundation

**Award: Silver**

**Entrant:** Dowitcher Designs

**Category:** Consumer Website

**Entry Title:** Africa Schools of Kenya website

**Client:** Africa Schools of Kenya

**Award: Silver**

**Entrant:** Compass

**Category:** Brochure

**Entry Title:** 4305 MD Luxury Real Estate Brochure

**Client:** Suzanne Perkins & Nancy Kogevinas

**Award: Silver**

**Entrant:** Carol Gravelle Graphic Design

**Category:** Logo Design

**Entry Title:** Wildbird Woodworks Logo

**Client:** Wildbird Woodworks

**Award: Silver**

**Entrant:** Badger Branding

**Category:** Out-Of-Home Campaign

**Entry Title:** City of SLO Cultural Banners

**Client:** City of San Luis Obispo Promotional Coordinating Committee

**Award: Silver**

**Entrant:** TJA Advertising

**Category:** Printed Annual Report

**Entry Title:** Strategic Marketing Report

**Client:** Pismo Beach CVB

**Award: Silver**

**Entrant:** Badger Branding

**Category:** Out-Of-Home Campaign

**Entry Title:** City of SLO Holiday Banners

**Client:** City of San Luis Obispo Promotional Coordinating Committee

**Award: Silver**

**Entrant:** Gutsy Media / Wake Up & Vote

**Category:** Political Non-Broadcast and Online Video

**Entry Title:** Quaranteenies

**Client:** Meidas Touch, Mom's Rising

**Award: Silver**

**Entrant:** Verdin

**Category:** Printed Annual Report

**Entry Title:** VCLA COVID-19 Recovery Plan

**Client:** Ventura County Coast

**Award: Silver**

**Entrant:** Verdin

**Category:** Online/Interactive Campaign

**Entry Title:** Find Your Vibe Quiz

**Client:** Ventura County Coast

**Award: Silver**

**Entrant:** Verdin

**Category:** Online/Interactive Campaign

**Entry Title:** SLO Ready Campaign

**Client:** City of San Luis Obispo

**Award: Silver**

**Entrant:** Gutsy Media / Wake Up & Vote / Lockwood Strategy

**Category:** Political Online/Interactive

**Entry Title:** Transform Your Rage

**Client:** People's Power Grab

**Award: Silver**

**Entrant:** Verdin

**Category:** Advertising Industry Self-Promotion - Brand Elements

**Entry Title:** Visit Camarillo Rebrand

**Client:** Visit Camarillo

**Award: Bronze**

**Entrant:** AMF Media Group

**Category:** Integrated Media Corporate Social Responsibility Campaign

**Entry Title:** Alameda Health System Mask Up

**Client:** Alameda Health System

**Award: Bronze**

**Entrant:** AMF Media Group

**Category:** Integrated Advertising Campaign - Local - Consumer

**Entry Title:** Valley Christian Something Amazing

**Client:** Valley Christian Schools

**Award: Bronze**

**Entrant:** TJA Advertising

**Category:** Magazine Advertising

**Entry Title:** New Plaza Now Open

**Client:** Pismo Beach CVB

**Award: Bronze**

**Entrant:** AMF Media Group

**Category:** Integrated Advertising Campaign - Local - Consumer

**Entry Title:** Valley Christian Not One Day

**Client:** Valley Christian Schools

**Award: Bronze**

**Entrant:** AMF Media Group

**Category:** Integrated Branded Content Campaign

**Entry Title:** Armanino Navigating the New Normal

**Client:** Armanino

**Award: Bronze**

**Entrant:** Verdin

**Category:** Sales Kit or Product Information Sheets

**Entry Title:** Visit Oxnard Press Kit

**Client:** Visit Oxnard

**Award: Bronze**

**Entrant:** AppFolio, Inc.

**Category:** Podcast Series

**Entry Title:** The Top Floor

**Client:** AppFolio, Inc.

**Award: Bronze**

**Entrant:** AppFolio, Inc.

**Category:** Regional/National Radio Commercial

**Entry Title:** AppFolio - Everything You Need

**Client:** AppFolio, Inc.



**Award: Bronze**

**Entrant:** Gutsy Media / Wake Up & Vote / Lockwood Strategy

**Category:** Political Online/Interactive

**Entry Title:** Votemaster Caleb

**Client:** People's Power Grab

**Award: Bronze**

**Entrant:** Gutsy Media / Wake Up & Vote / Truxton Creative

**Category:** Political Broadcast Television

**Entry Title:** Same Old

**Client:** Biden Harris 2020

**Award: Bronze**

**Entrant:** KERNEL CREATED BY SPECTRUM REACH

**Category:** Cinematography—Single

**Entry Title:** Dusk to Dawn

**Client:** Vina Robles Wineries

**Award: Bronze**

**Entrant:** jingle lab

**Category:** Audio/Radio Advertising

**Entry Title:** Dutton Plumbing- Bathroom Wars

**Client:** Dutton Plumbing

**Award: Bronze**

**Entrant:** TJA Advertising

**Category:** Brochure

**Entry Title:** Pismo Beach Visitor Guide

**Client:** Pismo Beach CVB

**Award: Bronze**

**Entrant:** TJA Advertising

**Category:** Book Design

**Entry Title:** Exit Clause

**Client:** Philip May

**Award: Bronze**

**Entrant:** TJA Advertising

**Category:** Book Design

**Entry Title:** Morals Clause

**Client:** Philip May

**Award: Bronze**

**Entrant:** Carol Gravelle Graphic Design

**Category:** Logo Design

**Entry Title:** Kinder Way Learning Logo

**Client:** Kinder Way Learning/ Paddy Thomas

**Award: Bronze**

**Entrant:** Studio 101 West Marketing & Design

**Category:** Logo Design

**Entry Title:** ALF Food Pantry

**Client:** ALF Food Pantry

**Award: Bronze**

**Entrant:** CenCal Health

**Category:** Local Television Commercial

**Entry Title:** Welcome Back to Care PSA :60 En

**Client:** CenCal Health

**Award: Bronze**

**Entrant:** CenCal Health

**Category:** Copywriting

**Entry Title:** Welcome Back to Care PSA :60 En

**Client:** CenCal Health

**Award: Bronze**

**Entrant:** CenCal Health

**Category:** Local TelevisionCommercial

**Entry Title:** Welcome Back to Care, Spanish .30

**Client:** CenCal Health

**Award: Bronze**

**Entrant:** CenCal Health

**Category:** Digital Publication

**Entry Title:** 2020 Community Report

**Client:** CenCal Health

**Award: Bronze**

**Entrant:** Compass

**Category:** Magazine Advertising

**Entry Title:** Suzanne Perkins #47 in Nation Ad

**Client:** Suzanne Perkins | Compass

**Award: Bronze**

**Entrant:** Compass

**Category:** Logo Design

**Entry Title:** Marina Drive Property Logo

**Client:** Suzanne Perkins | Compass

**Award: Bronze**

**Entrant:** TJA Advertising

**Category:** Outdoor Board

**Entry Title:** Experience Pismo Beach

**Client:** Pismo Beach CVB

**Award: Bronze**

**Entrant:** Compass

**Category:** Magazine Advertising - Spread, Multiple Page or Insert

**Entry Title:** 4305 MD Luxury Real Estate Ad

**Client:** Suzanne Perkins & Nancy Kogevinas

**Award: Bronze**

**Entrant:** Danielle Siano Graphic Design

**Category:** Logo Design

**Entry Title:** Long Story Short Logo

**Client:** Long Story Short

**Award: Bronze**

**Entrant:** Dowitcher Designs

**Category:** Consumer Website

**Entry Title:** UCI Physical Sciences website

**Client:** UCI School of Physical Sciences

**Award: Bronze**

**Entrant:** Dowitcher Designs

**Category:** Microsite

**Entry Title:** Dream Foundation 2019 Annual Report

**Client:** Dream Foundation

**Award: Bronze**

**Entrant:** Dowitcher Designs

**Category:** Newspaper Advertising

**Entry Title:** AAUW Women's Equality Day Ad

**Client:** Santa Barbara - Goleta Valley AAUW branch

**Award: Bronze**

**Entrant:** TJA Advertising

**Category:** Magazine Advertising Campaign

**Entry Title:** Explore. Exhale. Experience.

**Client:** Pismo Beach CVB

**Award: Bronze**

**Entrant:** Studio 101 West Marketing & Design

**Category:** Brochure

**Entry Title:** EverRest Branding Brochure

**Client:** Danican, Inc

**Award: Bronze**

**Entrant:** Evans, Hardy + Young

**Category:** Magazine Advertising Campaign

**Entry Title:** It Takes a Keen Eye

**Client:** Idaho Potato Commission

**Award: Bronze**  
**Entrant:** Verdin  
**Category:** Local Television Commercial  
**Entry Title:** Idlers Home Holiday  
**Client:** Idlers Home

**Award: Bronze**  
**Entrant:** jingle lab  
**Category:** Audio/Radio Advertising  
**Entry Title:** Dutton Plumbing- Manscaping  
**Client:** Dutton Plumbing

**Award: Bronze**  
**Entrant:** Studio 101 West Marketing & Design  
**Category:** Consumer Website  
**Entry Title:** The Laundromat by Swish & Swirl  
**Client:** The Laundromat by Swish & Swirl

**Award: Bronze**  
**Entrant:** Searle Creative  
**Category:** Microsite  
**Entry Title:** Sa'aliyas Ranch Website  
**Client:** Ventura Unified School District - Sa'aliyas Ranch

**Award: Bronze**  
**Entrant:** Evans, Hardy + Young  
**Category:** Newspaper Advertising Campaign  
**Entry Title:** It Takes a Keen Eye  
**Client:** Idaho Potato Commission

**Award: Bronze**  
**Entrant:** Simply Clear Marketing  
**Category:** Magazine Design  
**Entry Title:** Living Lavishly Magazine Volume 11  
**Client:** Simply Clear Marketing

**Award: Bronze**  
**Entrant:** Searle Creative  
**Category:** Printed Annual Report  
**Entry Title:** CIMC Foundation Gratitude Report  
**Client:** Catalina Island Medical Center Foundation

**Award: Bronze**  
**Entrant:** Simply Clear Marketing  
**Category:** Consumer Website  
**Entry Title:** Design Collaborative Website Design  
**Client:** Design Collaborative

**Award: Bronze**

**Entrant:** Evans, Hardy + Young

**Category:** Magazine Advertising - Spread, Multiple Page or Insert

**Entry Title:** Illusions, Chameleon

**Client:** Idaho Potato Commission

**Award: Bronze**

**Entrant:** Evans, Hardy + Young

**Category:** Regional/National Television Commercial

**Entry Title:** Spokesperson

**Client:** Idaho Potato Commission

**Award: Bronze**

**Entrant:** Searle Creative

**Category:** Integrated Branded Content Campaign

**Entry Title:** CIMC Healthcare Heroes Campaign

**Client:** Catalina Island Medical Center

**Award: Bronze**

**Entrant:** KEYT Santa Barbara

**Category:** Corporate Social Responsibility Television

**Entry Title:** SB County HR - This is My Office

**Client:** County of Santa Barbara - Human Resources

**Award: Bronze**

**Entrant:** Searle Creative

**Category:** Integrated Advertising Campaign - Local - Consumer

**Entry Title:** Ventura Music Festival Drive In

**Client:** Ventura Music Festival

**Award: Bronze**

**Entrant:** HWDS and Associates, Inc.

**Category:** Out-Of-Home Campaign

**Entry Title:** Thanking Our Heroes Banners/Signage

**Client:** Kaiser Permanente Panorama City and Angelope Valley Medical Center

**Award: Bronze**

**Entrant:** Pacific Coast Business Times

**Category:** Magazine Design

**Entry Title:** Casa Pacifica, 25th Anniversary

**Client:** Casa Pacifica

**Award: Bronze**

**Entrant:** Pacific Coast Business Times

**Category:** Magazine Design

**Entry Title:** PCBT, 20 yrs of business journalism

**Client:** Pacific Coast Business Times