



2017 American Advertising Awards Coastal California Competition Winners by Award

Award: Gold, Best of Show

Company: Saputo Design, Inc.

Category: Audio/Video Sales Presentation

Entry Name: Alorica: Alice

Client Name: Alorica

Credits: Tom Saputo, Creative Director; Andra Gheorghe, Art Direction and Design; Georgia Lange, Illustrator; Nick Alexander, Motion Designer; Ian Koff, Writer

Award: Gold

Company: Carol Gravelle Graphic Design

Category: Logo Design

Entry Name: Branch Out

Client Name: Food Forward

Credits: Carol Gravelle, Designer/Illustrator

Award: Gold

Company: evans, hardy, young

Category: Magazine Advertising Campaign

Entry Name: The Latest Buzz

Client Name: National Honey Board

Credits: Evans, Hardy + Young Advertising,

Award: Gold

Company: IdeaWork Studios, Inc.

Category: Website, Consumer

Entry Name: Lumina Point

Client Name: Lumina Point

Credits:

Award: Gold

Company: IdeaWork Studios, Inc.

Category: Website, Consumer

Entry Name: DBGB

Client Name: Daniel Boulud

Credits:

Award: Gold

Company: IdeaWork Studios, Inc.

Category: Website, Consumer

Entry Name: Daniel Boulud

Client Name: Daniel Boulud

Credits:

Award: Gold

Company: Lauren Hoekstra

Category: Internet Commercial

Entry Name: The New Kid

Client Name: Guided Discoveries

Credits: Director - Lauren Hoekstra, Cinematographer - Ivan Rodrigues

Award: Gold

Company: Saputo Design, Inc.

Category: Audio/Video Sales Presentation

Entry Name: Alorica: A New Day

Client Name: Alorica

Credits: Tom Saputo, Creative Director; Andra Gheorghe, Art Director and Designer; Georgia Lange, Illustrator; Nick Alexander, Motion Designer; Ian Koff, Writer

Award: Gold

Company: Searle Creative Group

Category: Website, Consumer

Entry Name: Catalina Chamber Website

Client Name: Catalina Island Chamber of Commerce

Credits: Aimee Allred, Junior Creative Director; Nicole Bosman, Web Development Manager; Kelly Myers, Associate Art Director; Joe Howard, Web Developer

Award: Gold

Company: Searle Creative Group

Category: Website, Business-to-Business

Entry Name: Moreno Valley Website

Client Name: Moreno Valley Economic Development

Credits: Aimee Allred, Junior Creative Director; Nicole Bosman, Web Development Manager; Kelly Myers, Associate Art Director; Joe Howard, Web Developer

Award: Silver

Company: Carol Gravelle Graphic Design

Category: Logo Design

Entry Name: Calm Botanicals

Client Name: The Stress Company

Credits: Carol Gravelle, Designer

Award: Silver

Company: Dowitcher Designs

Category: Card, Invitation or Announcement Campaign

Entry Name: Dream Foundation Dreamland Gala

Client Name: Dream Foundation

Credits: Gina Agapito, Graphic Designer; Amber Wallace, CEO

Award: Silver

Company: evans, hardy, young

Category: Television Commercial, Regional/National

Entry Name: Lost It Again

Client Name: Idaho Potato Commission

Credits: Evans, Hardy + Young Advertising,

Award: Silver
Company: evans, hardy, young
Category: Magazine Advertising Campaign
Entry Name: Idaho Potato Pairings
Client Name: Idaho Potato Commission
Credits: Evans, Hardy + Young Advertising,

Award: Silver
Company: IdeaWork Studios, Inc.
Category: Website, Consumer
Entry Name: 11 Howard
Client Name: 11 Howard
Credits:

Award: Silver
Company: ITW Global Tire Repair
Category: Integrated Brand Identity Campaign
Entry Name: Fix a Flat Eco Friendly Formula
Client Name:
Credits: Erin Ambrose, Graphic Designer

Award: Silver
Company: ITW Global Tire Repair
Category: Out-Of-Home Installation
Entry Name: Slime/GI Trade Show Booth
Client Name:
Credits: Erin Ambrose, Graphic Designer

Award: Silver
Company: ITW Global Tire Repair
Category: Packaging Campaign
Entry Name: Slime Pro-Series
Client Name:
Credits: Erin Ambrose, Graphic Designer; Pamela Lee, Senior Graphic Designer; Chad Ellman, Marketing Brand Manager

Award: Silver
Company: ITW Global Tire Repair
Category: Website, Consumer
Entry Name: Slime Consumer Website
Client Name:
Credits: Pamela Lee, Senior Graphic Designer; Erin Ambrose, Graphic Designer; Lift Off Digital, Back End Web Developer

Award: Silver
Company: Juice Media
Category: Photography Campaign
Entry Name: Robert Mondavi Private Selection
Client Name: The Wine Enthusiast
Credits: Dina Mande, Photographer

Award: Silver

Company: Juice Media

Category: Integrated Advertising Campaign - Regional/National - Consumer

Entry Name: J. Lohr - #YouKnowJLohr

Client Name: J. Lohr Vineyards & Wines

Credits: Dina Mande, Director; Hayley Thomas, Copywriter

Award: Silver

Company: Juice Media

Category: Website, Consumer

Entry Name: Adelaida Cellars Website

Client Name: Adelaida Cellars

Credits: Dina Mande, Creative Director; Lindsay Masten, Art Director/Programmer; Stacie Jacob, Chief Strategist; Jessica Kolhoff, Marketing Director - Adelaida Cellars

Award: Silver

Company: Juice Media

Category: Internet Commercial Campaign

Entry Name: Adelaida Video Campaign

Client Name: Adeladia Cellars

Credits: Dina Mande, Director; Stacie Jacob, Producer; Jessica Kolhoff, Marketing Director, Adelaida Cellars

Award: Silver

Company: LIFTOFF Digital

Category: Website, Consumer

Entry Name: Donati Family Vineyard Website

Client Name: Donati Family Vineyard

Credits: LIFTOFF Digital, Agency

Award: Silver

Company: LIFTOFF Digital

Category: Website, Consumer

Entry Name: Halsell Builders Website

Client Name: Halsell Builders

Credits: LIFTOFF Digital, Agency

Award: Silver

Company: Mental Marketing, Inc.

Category: Website, Consumer

Entry Name: Highway 1 Discovery Route Website

Client Name: SLO CBID

Credits: Scot Apathy, Interactive Development/ Programming; Mark Elterman, Strategy Development; William Stansfield, President/ Creative Director

Award: Silver

Company: Mental Marketing, Inc.

Category: Outdoor Board

Entry Name: Picture It. Morro Bay

Client Name: Morro Bay

Credits: Maryann Stansfield, VP of Marketing; William Stansfield, President

Award: Silver

Company: Mental Marketing, Inc.

Category: Integrated Advertising Campaign - Local B-to-B

Entry Name: Catch Fest

Client Name: Morro Bay Seafood Festival

Credits: William Stansfield, President; Maryann Stansfield, VP of Marketing; Mark Elterman, Strategy and Sales development

Award: Silver

Company: Mustang Marketing

Category: Out-Of-Home, Interior Site

Entry Name: Workrite Brand Wall Wrap

Client Name: Workrite Uniform Company

Credits: Scott Comstock, Graphic Designer; Kari Kurti, Graphic Designer; Chris Barrett, Creative Director; Chris Hsieh, Photographer

Award: Silver

Company: Mustang Marketing

Category: Website. Business-to-Business

Entry Name: AAA Flag & Banner Website

Client Name: AAA Flag & Banner

Credits: Mark Kipling, Graphic Designer; Brett Ciperly, Graphic Designer; Mike Walcott, Developer; Michael Arroyo, Developer; Lauren Katz, Designer; Nerissa Stacy, Copywriter

Award: Silver

Company: Mustang Marketing

Category: Film/Video/Sound Branded Content, :60 Seconds or Less

Entry Name: Workrite Denim Video Spot

Client Name: Workrite Uniform Company

Credits: Zach Frankart, Videographer/Editor; Chris Barrett, Creative Director; Ryan Taalbi, Videographer; Nerissa Stacy, Copywriter

Award: Silver

Company: Mustang Marketing

Category: Sales Kit or Product Information Sheets

Entry Name: MCSIG Pocket Folder

Client Name: MCSIG

Credits: Kari Kurti, Graphic Designer

Award: Silver

Company: Mustang Marketing

Category: Advertising Industry Self-Promotion Direct Marketing & Specialty Items

Entry Name: Mustang Marketing 2017 Calendar

Client Name:

Credits: Ward Woods, Creative Director, Designer, Photographer; Scott Harris, Photographer

Award: Silver
Company: Pacifica Graduate Institute
Category: Brochure
Entry Name: The Pacifica Guide
Client Name:
Credits: Erik Davis, Senior Director of Marketing and Communication

Award: Silver
Company: Pacifica Graduate Institute
Category: Direct Mail
Entry Name: Pacifica Experience Mailer
Client Name:
Credits: Erik Davis, Senior Director of Marketing and Communications

Award: Silver
Company: S. Lombardi & Associates
Category: Newspaper Advertising Campaign
Entry Name: Santa Maria Airport Newspaper
Client Name: Santa Maria Airport
Credits: S. Lombardi & Associates, Marketing Company

Award: Silver
Company: Saputo Design, Inc.
Category: Integrated Brand Identity Campaign
Entry Name: The Habit Burger Grill Rebrand
Client Name: Saputo Design
Credits: Tom Saputo, Creative Director; Jennifer Phillipson, Art Direction and Design; Andra Gheorghe, Designer; Dana Saputo, Writer; Michael Curran, Writer; Phil Glist, Writer

Award: Silver
Company: Saputo Design, Inc.
Category: Audio/Video Sales Presentation
Entry Name: Timothy J. Ferrie The Art of Light
Client Name: Timothy J. Ferrie Lightsculptures
Credits: Tom Saputo, Creative Director; John Brennick, Director; Joseph Coleman, Director of Photography; Nick Alexander, Motion Design & Editor; Lori Mancuso, Executive Producer; Matt Anderson, Music

Award: Silver
Company: Saputo Design, Inc.
Category: Integrated Branded Content Campaign
Entry Name: Alorica
Client Name: Alorica
Credits: Tom Saputo, Creative Director; Andra Gheorghe, Art Direction and Design; Jennifer Phillipson, Art Direction and Design; Georgia Nicole Lange, Illustration; Nick Alexander, Motion Design; Ian Koff, Writer; Eric Moe, Writer

Award: Silver

Company: Scott Anderson Studio

Category: Illustration

Entry Name: The Dido Project

Client Name: Westmont College Repertory Theater

Credits: Scott Anderson, Illustrator/Designer; John Blondell, Art Director

Award: Silver

Company: SGM Advertising

Category: Radio Commercial

Entry Name: Star Trip

Client Name: Dutton Plumbing

Credits:

Award: Silver

Company: Verdin

Category: Integrated Advertising Campaign - Local B-to-B

Entry Name: Community West Bank Campaign

Client Name: Community West Bank

Credits: Verdin Team, Red Canary

Award: Silver

Company: Verdin

Category: Online/Interactive Campaign

Entry Name: 101 Road Trip Contest

Client Name: Atascadero Tourism Business Improvement District

Credits: Verdin Team,

Award: Silver

Company: Verdin

Category: Integrated Brand Identity Campaign

Entry Name: Ventura County Coast Campaign

Client Name: Ventura County Lodging Association

Credits: Verdin Team, McCue Communications

Award: Bronze

Company: Barnett Cox & Assoc.

Category: Branded Content & Entertainment Campaign

Entry Name: Adventure Cow - CowParade SLO Co.

Client Name: SLO CAL

Credits: Courtney Meznarich, Account Manager; Pat Pemberton, Content Developer; Katie Ferber, Production Coordinator; Jordan Carson, Production Coordinator / Social Media

Award: Bronze

Company: Barnett Cox & Assoc.

Category: Blog

Entry Name: SLO County Farmers' Market Assoc.

Client Name: SLO County Farmers' Market Assoc.

Credits: Pat Pemberton, Content Developer; Courtney Meznarich, Account Manager; Katie Ferber, Production Coordinator

Award: Bronze

Company: Barnett Cox & Assoc.

Category: Integrated Brand Identity Campaign

Entry Name: Sierra Vista NICU 30 Anniversary

Client Name: Sierra Vista Regional Medical Center

Credits: Ellie Washington, Account Manager; Several Guys Video Production, Video Producers; Tony de la Riva, Graphic Designer; Pat Pemberton, Content Developer; Maggie Cox, Account Executive; Shari Clark, Account Manger / Media Buyer

Award: Bronze

Company: Dowitcher Designs

Category: Direct Mail

Entry Name: Dream Foundation Year End Appeal

Client Name: Dream Foundation

Credits: Gina Agapito, Graphic Designer; Amber Wallace, CEO

Award: Bronze

Company: evans, hardy, young

Category: Magazine Advertising Campaign

Entry Name: Super Sales Reps

Client Name: Idaho Potato Commission

Credits: Evans, Hardy + Young Advertising,

Award: Bronze

Company: evans, hardy, young

Category: Guerrilla Marketing

Entry Name: The Big Potato Meets the Big Apple

Client Name: Idaho Potato Commission

Credits: Evans, Hardy + Young Advertising,

Award: Bronze

Company: HWDS and Associates, Inc.

Category: Magazine Design

Entry Name: Discovery Magazine

Client Name: Cal Poly Pomona Univeristy, College of Science

Credits: Harlan West, Art Director and Designer; Juliet Hidalgo, Managing Editor

Award: Bronze

Company: ITW Global Tire Repair

Category: Website, Consumer

Entry Name: Fix-a-Flat Website

Client Name:

Credits: Erin Ambrose, Graphic Designer; Lift Off Digital, Back End Web Developer

Award: Bronze

Company: LIFTOFF Digital

Category: Website, Consumer

Entry Name: New Age Enclosures Website

Client Name: New Age Enclosures

Credits: LIFTOFF Digital, Agency

Award: Bronze
Company: LIFTOFF Digital
Category: Website, Consumer
Entry Name: ITECH Solutions Website
Client Name: ITECH Solutions
Credits: LIFTOFF Digital, Agency

Award: Bronze
Company: LIFTOFF Digital
Category: Website, Consumer
Entry Name: Community West Bank Website
Client Name: Community West Bank
Credits: LIFTOFF Digital, Agency

Award: Bronze
Company: LIFTOFF Digital
Category: Website, Consumer
Entry Name: Wasbe Website
Client Name: Wasbe
Credits: LIFTOFF Digital, Agency

Award: Bronze
Company: Mental Marketing, Inc.
Category: Integrated Advertising Campaign - Local - Consumer
Entry Name: All Roads lead to Roam
Client Name: SLO CBID
Credits: William Stansfield, President; Mark Elterman, Strategy Development

Award: Bronze
Company: Mental Marketing, Inc.
Category: Brochure
Entry Name: Cal Highway 1 Discovery Route Map
Client Name: SLO CBID
Credits: William Stansfield, President; Mark Elterman, Strategy Development

Award: Bronze
Company: Mental Marketing, Inc.
Category: Logo Design
Entry Name: Pacific Coast Lumber
Client Name: Pacific Coast Lumber
Credits: William Stansfield, President; Maryann Stansfield, VP of Marketing

Award: Bronze
Company: Michael Voll Illustrator
Category: Poster
Entry Name: M. Butterfly poster
Client Name: Pasadena Playhouse
Credits: Michael Voll, Illustrator

Award: Bronze

Company: MM Media

Category: Film/Video/Sound Branded Content, More Than :60 Seconds

Entry Name: Rheem Heads to the Dad 2.0 Summit

Client Name: Rheem Manufacturing Company

Credits: Matthew Morris, Creative Director; Lindsey Ford, Manager, Multichannel Communications

Award: Bronze

Company: MM Media

Category: Film/Video/Sound Branded Content, More Than :60 Seconds

Entry Name: Rheem in the Great White North

Client Name: Rheem Manufacturing Company

Credits: Matthew Morris, Creative Director; Lindsey Ford, Manager, Multichannel Communications

Award: Bronze

Company: MM Media

Category: Film/Video/Sound Branded Content, More Than :60 Seconds

Entry Name: California Dreaming! A Look at PCBC

Client Name: Rheem Manufacturing Company

Credits: Matthew Morris, Creative Director; Lindsey Ford, Manager, Multichannel Communications

Award: Bronze

Company: Mustang Marketing

Category: Publication Cover Design

Entry Name: Coyote Courage

Client Name: Scott Harris

Credits: Scott Harris, Creative Director, Photographer; Chris Barrett, Graphic Designer; Kari Kurti, Graphic Designer

Award: Bronze

Company: Mustang Marketing

Category: Website. Business-to-Business

Entry Name: SaniSure Website

Client Name: SaniSure, Inc.

Credits: Michael Arroyo, Graphic Designer; Kari Kurti, Graphic Designer; Chris Hsieh, Photographer

Award: Bronze

Company: Old Spanish Days in Santa Barbara, INC.

Category: Poster

Entry Name: Old Spanish Days 2016 Poster

Client Name:

Credits: Old Spanish Days in Santa Barbara, Inc.,

Award: Bronze
Company: Pacifica Graduate Institute
Category: Social Media, Single Execution
Entry Name: Pacifica Facebook Page
Client Name:
Credits: Erik Davis, Senior Director of Marketing and Communications

Award: Bronze
Company: Pacifica Graduate Institute
Category: Film/Video/Sound Branded Content, More Than :60 Seconds
Entry Name: 40th Anniversary Hero Video
Client Name:
Credits: Erik Davis, Director of Marketing and Communications

Award: Bronze
Company: Pacifica Graduate Institute
Category: Blog
Entry Name: The Pacifica Post
Client Name:
Credits: Erik Davis, Senior Director of Marketing and Communications

Award: Bronze
Company: S. Lombardi & Associates
Category: Website, Consumer
Entry Name: Page Roofing Website
Client Name: Page Roofing
Credits: S. Lombardi & Associates, Marketing Company

Award: Bronze
Company: S. Lombardi & Associates
Category: Packaging
Entry Name: Class '66 Wine Label
Client Name: King City High School Class of 66
Credits: S. Lombardi & Associates, Marketing Company

Award: Bronze
Company: S. Lombardi & Associates
Category: Product or Service Sales Promotion Campaign
Entry Name: Radisson Menu Campaign
Client Name: Radisson Hotels & Resorts
Credits: S. Lombardi & Associates, Marketing Company

Award: Bronze
Company: S. Lombardi & Associates
Category: Television Commercial, Local
Entry Name: Salinas Valley Fair TV Spot
Client Name: Salinas Valley Fair
Credits: S. Lombardi & Associates, Marketing Company

Award: Bronze
Company: S. Lombardi & Associates
Category: Television Commercial, Local
Entry Name: LVMC Olympic TV Spot
Client Name: Lompoc Valley Medical Center
Credits: S. Lombardi & Associates, Marketing Company

Award: Bronze
Company: S. Lombardi & Associates
Category: Radio Commercial Campaign
Entry Name: Villa Automotive Radio Campaign
Client Name: Villa Automotive
Credits: S. Lombardi & Associates, Marketing Company

Award: Bronze
Company: S. Lombardi & Associates
Category: Film/Video/Sound Branded Content, More Than :60 Seconds
Entry Name: Bloxygen Sharktank Video
Client Name: Bloxygen
Credits: S. Lombardi & Associates, Marketing Company

Award: Bronze
Company: Saputo Design, Inc.
Category: Integrated Brand Identity Campaign
Entry Name: Brentwood Country Club Rebrand
Client Name: Brentwood Country Club of Los Angeles
Credits: Tom Saputo, Creative Director; Jennifer Phillipson, Art Direction and Design; Andra Gheorghe, Designer; David Zaitz, Photography; Undine Prohl, Photography

Award: Bronze
Company: SGM Advertising
Category: Radio Commercial
Entry Name: Pacific Aire- AC Leak
Client Name: Dutton Plumbing
Credits:

Award: Bronze
Company: SGM Advertising
Category: Radio Commercial
Entry Name: Pacific Aire- Super Service
Client Name: Dutton Plumbing
Credits:

Award: Bronze
Company: SGM Advertising
Category: Radio Commercial Campaign
Entry Name: Dutton Plumbing Campaign
Client Name: Dutton Plumbing
Credits:

Award: Bronze

Company: Sotheby's International Realty

Category: Magazine Advertising

Entry Name: Suzanne Perkins' Luxury Properties

Client Name: Suzanne Perkins, Sotheby's International Realty

Credits: Jim Bartsch, Photographer; Michelle Heckman, Graphic Designer

Award: Bronze

Company: Spectrum Reach

Category: Television Commercial, Local

Entry Name: Rip Tide

Client Name: SLO Swim

Credits: Carl Gescheider, Videographer/Editor, Eileen Akin, Writer/Producer