



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

Category: Copywriting

Entrant: CenCal Health **Award:** Bronze
Entry Title: Welcome Back to Care PSA :60 En
Client: CenCal Health

Category: Copywriting

Entrant: Procore Technologies **Award:** Gold
Entry Title: Under Construction
Client: Procore Technologies

Category: Corporate Social Responsibility Television

Entrant: KEYT Santa Barbara **Award:** Bronze
Entry Title: SB County HR - This is My Office
Client: County of Santa Barbara - Human Resources

Category: Pro Bono Film, Video & Sound Campaign

Entrant: AMF Media Group **Award:** Silver
Entry Title: Hats Off
Client: Hats Off

Category: Advertising Industry Self-Promotion - Brand Elements

Entrant: Verdin **Award:** Silver
Entry Title: Visit Camarillo Rebrand
Client: Visit Camarillo

Category: Advertising Industry Self-Promotion - Brand Elements

Entrant: Saputo Design Inc. **Award:** Gold
Entry Title: Saputo Design Anti Boredom Box
Client: Saputo Design, Inc.

Category: Animation, Special Effects or Motion Graphics

Entrant: AppFolio, Inc. **Award:** Gold
Entry Title: AppFolio Cat Café
Client: AppFolio, Inc.

Category: Audio/Radio Advertising

Entrant: jingle lab **Award:** Bronze
Entry Title: Dutton Plumbing- Manscaping
Client: Dutton Plumbing

Category: Audio/Radio Advertising

Entrant: jingle lab **Award:** Bronze

Entry Title: Dutton Plumbing- Bathroom Wars

Client: Dutton Plumbing

Category: Book Design

Entrant: TJA Advertising **Award:** Bronze

Entry Title: Morals Clause

Client: Philip May

Category: Book Design

Entrant: TJA Advertising **Award:** Bronze

Entry Title: Exit Clause

Client: Philip May

Category: Brochure

Entrant: CenCal Health **Award:** Gold

Entry Title: Baby Cal Postpartum Mailer

Client: CenCal Health

Category: Brochure

Entrant: TJA Advertising **Award:** Bronze

Entry Title: Pismo Beach Visitor Guide

Client: Pismo Beach CVB

Category: Brochure

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

Entry Title: EverRest Branding Brochure

Client: Danican, Inc

Category: Brochure

Entrant: Compass **Award:** Silver

Entry Title: 4305 MD Luxury Real Estate Brochure

Client: Suzanne Perkins & Nancy Kogevinas

Category: Brochure

Entrant: Searle Creative **Award:** Silver

Entry Title: Ventura College Recruitment Piece

Client: Ventura College

Category: Brochure Campaign

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

Entry Title: Annual Brochures Safety/Operations

Client: Washington Metrorail Safety Commission

Category: Card, Invitation or Announcement Campaign

Entrant: Dowitcher Designs **Award:** Silver

Entry Title: Dream Foundation Magical Moments

Client: Dream Foundation

Category: Cinematography—Single

Entrant: KERNEL CREATED BY SPECTRUM REACH **Award:** Bronze

Entry Title: Dusk to Dawn

Client: Vina Robles Wineries

Category: Cinematography—Single

Entrant: Dunn School **Award:** Gold

Entry Title: Dunn School - More Than a Classroom

Client: Dunn School

Category: Consumer Website

Entrant: Searle Creative **Award:** Gold

Entry Title: Diversity Collective VC Website

Client: Diversity Collective Ventura County

Category: Consumer Website

Entrant: Dowitcher Designs **Award:** Bronze

Entry Title: UCI Physical Sciences website

Client: UCI School of Physical Sciences

Category: Consumer Website

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

Entry Title: The Laundromat by Swish & Swirl

Client: The Laundromat by Swish & Swirl

Category: Consumer Website

Entrant: Dowitcher Designs **Award:** Silver

Entry Title: Africa Schools of Kenya website

Client: Africa Schools of Kenya

Category: Consumer Website

Entrant: Simply Clear Marketing **Award:** Bronze

Entry Title: Design Collaborative Website Design

Client: Design Collaborative

Category: Digital Publication

Entrant: CenCal Health **Award:** Bronze

Entry Title: 2020 Community Report

Client: CenCal Health

Category: Event

Entrant: Procore Technologies **Award:** Silver

Entry Title: Virtual Grounbreak

Client: Procore Technologies

Category: Film/Video/Sound Branded Content

Entrant: AMF Media Group **Award:** Silver

Entry Title: Armanino Diversity/Inclusion Video

Client: Armanino

Category: Film/Video/Sound Branded Content
Entrant: Dunn School **Award:** Special Judges Award
Entry Title: Dunn School - More Than a Classroom
Client: Dunn School

Category: Film/Video/Sound Branded Content
Entrant: Procore Technologies **Award:** Silver
Entry Title: StructionSite | XL Construction
Client: Procore Technologies

Category: Film/Video/Sound Branded Content
Entrant: Dunn School **Award:** Gold
Entry Title: Dunn School - More Than a Classroom
Client: Dunn School

Category: Film/Video/Sound Branded Content
Entrant: Procore Technologies **Award:** Silver
Entry Title: Resilience
Client: Procore Technologies

Category: Film/Video/Sound Branded Content
Entrant: Procore Technologies **Award:** Silver
Entry Title: Under Construction
Client: Procore Technologies

Category: Film/Video/Sound Branded Content
Entrant: Procore Technologies **Award:** Silver
Entry Title: BCH | Suffolk Customer Story
Client: Procore Technologies

Category: Illustration Series
Entrant: AppFolio, Inc. **Award:** Gold
Entry Title: AppFolio - Everything You Need
Client: AppFolio, Inc.

Category: Integrated Advertising Campaign - Local - Consumer
Entrant: AMF Media Group **Award:** Bronze
Entry Title: Valley Christian Not One Day
Client: Valley Christian Schools

Category: Integrated Advertising Campaign - Local - Consumer
Entrant: Searle Creative **Award:** Bronze
Entry Title: Ventura Music Festival Drive In
Client: Ventura Music Festival

Category: Integrated Advertising Campaign - Local - Consumer
Entrant: AMF Media Group **Award:** Bronze
Entry Title: Valley Christian Something Amazing
Client: Valley Christian Schools

Category: Integrated Brand Identity Campaign

Entrant: Procore Technologies **Award:** Best of Show

Entry Title: Procore's Year in Review

Client: Procore Technologies

Category: Integrated Brand Identity Campaign

Entrant: Searle Creative **Award:** Silver

Entry Title: VUSD Career Education Pathways

Client: Ventura Unified School District

Category: Integrated Brand Identity Campaign

Entrant: Procore Technologies **Award:** Gold

Entry Title: Procore's Year in Review

Client: Procore Technologies

Category: Integrated Branded Content Campaign

Entrant: Searle Creative **Award:** Bronze

Entry Title: CIMC Healthcare Heroes Campaign

Client: Catalina Island Medical Center

Category: Integrated Branded Content Campaign

Entrant: AMF Media Group **Award:** Bronze

Entry Title: Armanino Navigating the New Normal

Client: Armanino

Category: Integrated Media Corporate Social Responsibility Campaign

Entrant: AMF Media Group **Award:** Bronze

Entry Title: Alameda Health System Mask Up

Client: Alameda Health System

Category: Internet Commercial

Entrant: Evans, Hardy + Young **Award:** Silver

Entry Title: Frankenmeat

Client: California Walnut Board

Category: Internet Commercial

Entrant: Evans, Hardy + Young **Award:** Silver

Entry Title: Plant Lady

Client: California Walnut Board

Category: Internet Commercial Campaign

Entrant: AppFolio, Inc. **Award:** Gold

Entry Title: AppFolio - Everything You Need

Client: AppFolio, Inc.

Category: Local Television Commercial

Entrant: CenCal Health **Award:** Bronze

Entry Title: Welcome Back to Care PSA :60 En

Client: CenCal Health

Category: Local Television Commercial Campaign

Entrant: KERNEL CREATED BY SPECTRUM REACH **Award:** Silver

Entry Title: Driven to be Different

Client: Simi Valley Toyota

Category: Local Television Commercial

Entrant: CenCal Health **Award:** Bronze

Entry Title: Welcome Back to Care, Spanish .30

Client: CenCal Health

Category: Local Television Commercial

Entrant: Verdin **Award:** Bronze

Entry Title: Idlers Home Holiday

Client: Idlers Home

Category: Logo Design

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

Entry Title: ALF Food Pantry

Client: ALF Food Pantry

Category: Logo Design

Entrant: Compass **Award:** Bronze

Entry Title: Marina Drive Property Logo

Client: Suzanne Perkins | Compass

Category: Logo Design

Entrant: Danielle Siano Graphic Design **Award:** Bronze

Entry Title: Long Story Short Logo

Client: Long Story Short

Category: Logo Design

Entrant: Carol Gravelle Graphic Design **Award:** Bronze

Entry Title: Kinder Way Learning Logo

Client: Kinder Way Learning/ Paddy Thomas

Category: Logo Design

Entrant: Carol Gravelle Graphic Design **Award:** Silver

Entry Title: Wildbird Woodworks Logo

Client: Wildbird Woodworks

Category: Magazine Advertising

Entrant: TJA Advertising **Award:** Bronze

Entry Title: New Plaza Now Open

Client: Pismo Beach CVB

Category: Magazine Advertising

Entrant: Compass **Award:** Bronze

Entry Title: Suzanne Perkins #47 in Nation Ad

Client: Suzanne Perkins | Compass

Category: Magazine Advertising

Entrant: Evans, Hardy + Young **Award:** Silver

Entry Title: U of Idaho Football Sponsorship Ad

Client: Idaho Potato Commission

Category: Magazine Advertising

Entrant: Evans, Hardy + Young **Award:** Silver

Entry Title: Boise State Football Sponsorship Ad

Client: Idaho Potato Commission

Category: Magazine Advertising - Spread, Multiple Page or Insert

Entrant: Compass **Award:** Bronze

Entry Title: 4305 MD Luxury Real Estate Ad

Client: Suzanne Perkins & Nancy Kogevinas

Category: Magazine Advertising - Spread, Multiple Page or Insert

Entrant: Evans, Hardy + Young **Award:** Bronze

Entry Title: Illusions, Chameleon

Client: Idaho Potato Commission

Category: Magazine Advertising Campaign

Entrant: TJA Advertising **Award:** Bronze

Entry Title: Explore. Exhale. Experience.

Client: Pismo Beach CVB

Category: Magazine Advertising Campaign

Entrant: Evans, Hardy + Young **Award:** Gold

Entry Title: Genuine Idaho

Client: Idaho Potato Commission

Category: Magazine Advertising Campaign

Entrant: Evans, Hardy + Young **Award:** Bronze

Entry Title: It Takes a Keen Eye

Client: Idaho Potato Commission

Category: Magazine Design

Entrant: Pacific Coast Business Times **Award:** Bronze

Entry Title: PCBT, 20 yrs of business journalism

Client: Pacific Coast Business Times

Category: Magazine Design

Entrant: Simply Clear Marketing **Award:** Bronze

Entry Title: Living Lavishly Magazine Volume 11

Client: Simply Clear Marketing

Category: Magazine Design

Entrant: Pacific Coast Business Times **Award:** Bronze

Entry Title: Casa Pacifica, 25th Anniversary

Client: Casa Pacifica

Category: Microsite

Entrant: Searle Creative **Award:** Bronze

Entry Title: Sa'aliyas Ranch Website

Client: Ventura Unified School District - Sa'aliyas Ranch

Category: Microsite

Entrant: Dowitcher Designs **Award:** Bronze

Entry Title: Dream Foundation 2019 Annual Report

Client: Dream Foundation

Category: Newspaper Advertising

Entrant: Dowitcher Designs **Award:** Bronze

Entry Title: AAUW Women's Equality Day Ad

Client: Santa Barbara - Goleta Valley AAUW branch

Category: Newspaper Advertising Campaign

Entrant: Evans, Hardy + Young **Award:** Bronze

Entry Title: It Takes a Keen Eye

Client: Idaho Potato Commission

Category: Online/Interactive Campaign

Entrant: AppFolio, Inc. **Award:** Gold

Entry Title: AppFolio Everything You Need

Client: AppFolio, Inc.

Category: Online/Interactive Campaign

Entrant: Verdin **Award:** Silver

Entry Title: Find Your Vibe Quiz

Client: Ventura County Coast

Category: Online/Interactive Campaign

Entrant: AMF Media Group **Award:** Silver

Entry Title: Allegro Coffee Digital Campaign

Client: Allegro Coffee

Category: Online/Interactive Campaign

Entrant: Verdin **Award:** Silver

Entry Title: SLO Ready Campaign

Client: City of San Luis Obispo

Category: Outdoor Board

Entrant: TJA Advertising **Award:** Bronze

Entry Title: Experience Pismo Beach

Client: Pismo Beach CVB

Category: Out-Of-Home Campaign

Entrant: Badger Branding **Award:** Silver

Entry Title: City of SLO Holiday Banners

Client: City of San Luis Obispo Promotional Coordinating Committee

Category: Out-Of-Home Campaign

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

Entry Title: Thanking Our Heroes Banners/Signage

Client: Kaiser Permanente Panorama City and Angelope Valley Medical Center

Category: Out-Of-Home Campaign

Entrant: Badger Branding **Award:** Silver

Entry Title: City of SLO Cultural Banners

Client: City of San Luis Obispo Promotional Coordinating Committee

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

Entrant: Procore Technologies **Award:** Silver

Entry Title: ConExpo Airport Billboard

Client: Procore Technologies

Category: Packaging Campaign

Entrant: Saputo Design Inc. **Award:** Gold

Entry Title: TAPWTR Packaging

Client: Texas Ale Project

Category: Packaging Campaign

Entrant: Saputo Design Inc. **Award:** Silver

Entry Title: Dole Boosted Blends Smoothies

Client: Dole Packaged Foods

Category: Podcast Series

Entrant: AppFolio, Inc. **Award:** Bronze

Entry Title: The Top Floor

Client: AppFolio, Inc.

Category: Political Broadcast Television

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

Entry Title: Same Old

Client: Biden Harris 2020

Category: Political Integrated Campaign

Entrant: Gutsy Media / Wake Up & Vote / 1st Ave Machine **Award:** Silver

Entry Title: Make History Here

Client: Super Centers Productions LLC

Category: Political Non-Broadcast and Online Video

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

Entry Title: ASMR

Client: Sound and Fury LLC

Category: Political Non-Broadcast and Online Video

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

Entry Title: Quaranteenies

Client: Meidas Touch, Mom's Rising

Category: Political Online/Interactive

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

Entry Title: Turntables

Client: Fair Count Inc.

Category: Political Online/Interactive

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

Entry Title: Votemaster Caleb

Client: People's Power Grab

Category: Political Online/Interactive

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

Entry Title: Transform Your Rage

Client: People's Power Grab

Category: Political Online/Interactive

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

Entry Title: Rise Up

Client: Fair Count

Category: Printed Annual Report

Entrant: Searle Creative **Award:** Bronze

Entry Title: CIMC Foundation Gratitude Report

Client: Catalina Island Medical Center Foundation

Category: Printed Annual Report

Entrant: TJA Advertising **Award:** Silver

Entry Title: Strategic Marketing Report

Client: Pismo Beach CVB

Category: Printed Annual Report

Entrant: Verdin **Award:** Silver

Entry Title: VCLA COVID-19 Recovery Plan

Client: Ventura County Coast

Category: Pro Bono - Brochure/Sales Kit

Entrant: Searle Creative **Award:** Silver

Entry Title: Diversity Collective Brochure

Client: Diversity Collective Ventura County

Category: Regional/National Radio Commercial

Entrant: AppFolio, Inc. **Award:** Bronze

Entry Title: AppFolio - Everything You Need

Client: AppFolio, Inc.

Category: Regional/National Television Commercial

Entrant: Evans, Hardy + Young **Award:** Bronze

Entry Title: Spokesperson

Client: Idaho Potato Commission

Category: Regional/National Television Commercial Campaign

Entrant: Kernel Created By Spectrum Reach **Award:** Silver

Entry Title: Village Properties "We Do More"

Client: Village Properties

Category: Sales Kit or Product Information Sheets

Entrant: Verdin **Award:** Bronze

Entry Title: Visit Oxnard Press Kit

Client: Visit Oxnard

Category: Social Media, Campaign

Entrant: Evans, Hardy + Young **Award:** Gold

Entry Title: #AppleJuiceChallenge

Client: Martinelli's

Category: Video Editing

Entrant: Dunn School **Award:** Silver

Entry Title: Dunn School - More Than a Classroom

Client: Dunn School