

**2017 American Advertising Awards  
Coastal California Competition  
Winners by Company**

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

**Award: Silver**

**Company:** Mustang Marketing

**Entry Name:** Mustang Marketing 2017 Calendar

**Client Name:**

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

**Category: Audio/Video Sales Presentation**

**Award: Silver**

**Company:** Saputo Design, Inc.

**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

**Category: Audio/Video Sales Presentation**

**Award: Gold, Best of Show**

**Company:** Saputo Design, Inc.

**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

**Category: Audio/Video Sales Presentation**

**Award: Gold**

**Company:** Saputo Design, Inc.

**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

**Category: Blog**

**Award: Bronze**

**Company:** Pacifica Graduate Institute

**Entry Name:** The Pacifica Post

**Client Name:**

**Credits:** Erik Davis, Senior Director of Marketing and Communications

**Category: Blog**

**Award: Bronze**

**Company:** Barnett Cox & Assoc.

**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

**Category: Branded Content & Entertainment Campaign**

**Award: Bronze**

**Company:** Barnett Cox & Assoc.

**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

**Category: Brochure**

**Award: Silver**

**Company:** Pacifica Graduate Institute

**Entry Name:** The Pacifica Guide

**Client Name:**

**Credits:** Erik Davis, Senior Director of Marketing and Communication

**Category: Brochure**

**Award: Bronze**

**Company:** Mental Marketing, Inc.

**Entry Name:** Cal Highway 1 Discovery Route Map

**Client Name:** SLO CBID

**Credits:** William Stansfield, President; Mark Elterman, Strategy Development

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

**Award: Silver**

**Company:** Dowitcher Designs

**Entry Name:** Dream Foundation Dreamland Gala

**Client Name:** Dream Foundation

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

**Category: Direct Mail**

**Award: Bronze**

**Company:** Dowitcher Designs

**Entry Name:** Dream Foundation Year End Appeal

**Client Name:** Dream Foundation

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

**Category: Direct Mail**

**Award: Silver**

**Company:** Pacifica Graduate Institute

**Entry Name:** Pacifica Experience Mailer

**Client Name:**

**Credits:** Erik Davis, Senior Director of Marketing and Communications

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

**Award: Silver**

**Company:** Mustang Marketing

**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

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

**Award: Bronze**

**Company:** S. Lombardi & Associates

**Entry Name:** Bloxygen Sharktank Video

**Client Name:** Bloxygen

**Credits:** S. Lombardi & Associates, Marketing Company

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

**Award: Bronze**

**Company:** MM Media

**Entry Name:** California Dreaming! A Look at PCBC

**Client Name:** Rheem Manufacturing Company

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

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

**Award: Bronze**

**Company:** MM Media

**Entry Name:** Rheem in the Great White North

**Client Name:** Rheem Manufacturing Company

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

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

**Award: Bronze**

**Company:** MM Media

**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

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

**Award: Bronze**

**Company:** Pacifica Graduate Institute

**Entry Name:** 40th Anniversary Hero Video

**Client Name:**

**Credits:** Erik Davis, Director of Marketing and Communications

**Category: Guerrilla Marketing**

**Award: Bronze**

**Company:** evans, hardy, young

**Entry Name:** The Big Potato Meets the Big Apple

**Client Name:** Idaho Potato Commission

**Credits:** Evans, Hardy + Young Advertising,

**Category: Illustration**

**Award: Silver**

**Company:** Scott Anderson Studio

**Entry Name:** The Dido Project

**Client Name:** Westmont College Repertory Theater

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

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

**Award: Bronze**

**Company:** Mental Marketing, Inc.

**Entry Name:** All Roads lead to Roam

**Client Name:** SLO CBID

**Credits:** William Stansfield, President; Mark Elterman, Strategy Development

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

**Award: Silver**

**Company:** Mental Marketing, Inc.

**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

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

**Award: Silver**

**Company:** Verdin

**Entry Name:** Community West Bank Campaign

**Client Name:** Community West Bank

**Credits:** Verdin Team, Red Canary

**Category: Integrated Advertising Campaign - Regional/National - Consumer**

**Award: Silver**

**Company:** Juice Media

**Entry Name:** J. Lohr - #YouKnowJLohr

**Client Name:** J. Lohr Vineyards & Wines

**Credits:** Dina Mande, Director; Hayley Thomas, Copywriter

**Category: Integrated Brand Identity Campaign**

**Award: Silver**

**Company:** Saputo Design, Inc.

**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

**Category: Integrated Brand Identity Campaign**

**Award: Silver**

**Company:** Verdin

**Entry Name:** Ventura County Coast Campaign

**Client Name:** Ventura County Lodging Association

**Credits:** Verdin Team, McCue Communications

**Category: Integrated Brand Identity Campaign**

**Award: Silver**

**Company:** ITW Global Tire Repair

**Entry Name:** Fix a Flat Eco Friendly Formula

**Client Name:**

**Credits:** Erin Ambrose, Graphic Designer

**Category: Integrated Brand Identity Campaign**

**Award: Bronze**

**Company:** Saputo Design, Inc.

**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

**Category: Integrated Brand Identity Campaign**

**Award: Bronze**

**Company:** Barnett Cox & Assoc.

**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

**Category: Integrated Branded Content Campaign**

**Award: Silver**

**Company:** Saputo Design, Inc.

**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

**Category: Internet Commercial**

**Award: Gold**

**Company:** Lauren Hoekstra

**Entry Name:** The New Kid

**Client Name:** Guided Discoveries

**Credits:** Director - Lauren Hoekstra, Cinematographer - Ivan Rodrigues

**Category: Internet Commercial Campaign**

**Award: Silver**

**Company:** Juice Media

**Entry Name:** Adelaida Video Campaign

**Client Name:** Adeladia Cellars

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

**Category: Logo Design**

**Award: Silver**

**Company:** Carol Gravelle Graphic Design

**Entry Name:** Calm Botanicals

**Client Name:** The Stress Company

**Credits:** Carol Gravelle, Designer

**Category: Logo Design**

**Award: Bronze**

**Company:** Mental Marketing, Inc.

**Entry Name:** Pacific Coast Lumber

**Client Name:** Pacific Coast Lumber

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

**Category: Logo Design**

**Award: Gold**

**Company:** Carol Gravelle Graphic Design

**Entry Name:** Branch Out

**Client Name:** Food Forward

**Credits:** Carol Gravelle, Designer/Illustrator

**Category: Magazine Advertising**

**Award: Bronze**

**Company:** Sotheby's International Realty

**Entry Name:** Suzanne Perkins' Luxury Properties

**Client Name:** Suzanne Perkins, Sotheby's International Realty

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

**Category: Magazine Advertising Campaign**

**Award: Silver**

**Company:** evans, hardy, young

**Entry Name:** Idaho Potato Pairings

**Client Name:** Idaho Potato Commission

**Credits:** Evans, Hardy + Young Advertising,

**Category: Magazine Advertising Campaign**

**Award: Bronze**

**Company:** evans, hardy, young

**Entry Name:** Super Sales Reps

**Client Name:** Idaho Potato Commission

**Credits:** Evans, Hardy + Young Advertising,

**Category: Magazine Advertising Campaign**

**Award: Gold**

**Company:** evans, hardy, young

**Entry Name:** The Latest Buzz

**Client Name:** National Honey Board

**Credits:** Evans, Hardy + Young Advertising,

**Category: Magazine Design**

**Award: Bronze**

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

**Entry Name:** Discovery Magazine

**Client Name:** Cal Poly Pomona Univeristy, College of Science

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

**Category: Newspaper Advertising Campaign**

**Award: Silver**

**Company:** S. Lombardi & Associates

**Entry Name:** Santa Maria Airport Newspaper

**Client Name:** Santa Maria Airport

**Credits:** S. Lombardi & Associates, Marketing Company

**Category: Online/Interactive Campaign**

**Award: Silver**

**Company:** Verdin

**Entry Name:** 101 Road Trip Contest

**Client Name:** Atascadero Tourism Business Improvement District

**Credits:** Verdin Team,

**Category: Outdoor Board**

**Award: Silver**

**Company:** Mental Marketing, Inc.

**Entry Name:** Picture It. Morro Bay

**Client Name:** Morro Bay

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

**Category: Out-Of-Home Installation**

**Award: Silver**

**Company:** ITW Global Tire Repair

**Entry Name:** Slime/GI Trade Show Booth

**Client Name:**

**Credits:** Erin Ambrose, Graphic Designer

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

**Award: Silver**

**Company:** Mustang Marketing

**Entry Name:** Workrite Brand Wall Wrap

**Client Name:** Workrite Uniform Company

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

**Category: Packaging**

**Award: Bronze**

**Company:** S. Lombardi & Associates

**Entry Name:** Class '66 Wine Label

**Client Name:** King City High School Class of 66

**Credits:** S. Lombardi & Associates, Marketing Company

**Category: Packaging Campaign**

**Award: Silver**

**Company:** ITW Global Tire Repair

**Entry Name:** Slime Pro-Series

**Client Name:**

**Credits:** Erin Ambrose, Graphic Designer; Pamela Lee, Senior Graphic Designer; Chad Ellman, Marketing Brand Manager

**Category: Photography Campaign**

**Award: Silver**

**Company:** Juice Media

**Entry Name:** Robert Mondavi Private Selection

**Client Name:** The Wine Enthusiast

**Credits:** Dina Mande, Photographer

**Category: Poster**

**Award: Bronze**

**Company:** Michael Voll Illustrator

**Entry Name:** M. Butterfly poster

**Client Name:** Pasadena Playhouse

**Credits:** Michael Voll, Illustrator

**Category: Poster**

**Award: Bronze**

**Company:** Old Spanish Days in Santa Barbara, INC.

**Entry Name:** Old Spanish Days 2016 Poster

**Client Name:**

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

**Category: Product or Service Sales Promotion Campaign**

**Award: Bronze**

**Company:** S. Lombardi & Associates

**Entry Name:** Radisson Menu Campaign

**Client Name:** Radisson Hotels & Resorts

**Credits:** S. Lombardi & Associates, Marketing Company

**Category: Publication Cover Design**

**Award: Bronze**

**Company:** Mustang Marketing

**Entry Name:** Coyote Courage

**Client Name:** Scott Harris

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



**Category: Radio Commercial**

**Award: Silver**

**Company:** SGM Advertising

**Entry Name:** Star Trip

**Client Name:** Dutton Plumbing

Credits:

**Category: Radio Commercial**

**Award: Bronze**

**Company:** SGM Advertising

**Entry Name:** Pacific Aire- AC Leak

**Client Name:** Dutton Plumbing

Credits:

**Category: Radio Commercial**

**Award: Bronze**

**Company:** SGM Advertising

**Entry Name:** Pacific Aire- Super Service

**Client Name:** Dutton Plumbing

Credits:

**Category: Radio Commercial Campaign**

**Award: Bronze**

**Company:** SGM Advertising

**Entry Name:** Dutton Plumbing Campaign

**Client Name:** Dutton Plumbing

Credits:

**Category: Radio Commercial Campaign**

**Award: Bronze**

**Company:** S. Lombardi & Associates

**Entry Name:** Villa Automotive Radio Campaign

**Client Name:** Villa Automotive

**Credits:** S. Lombardi & Associates, Marketing Company

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

**Award: Silver**

**Company:** Mustang Marketing

**Entry Name:** MCSIG Pocket Folder

**Client Name:** MCSIG

**Credits:** Kari Kurti, Graphic Designer

**Category: Social Media, Single Execution**

**Award: Bronze**

**Company:** Pacifica Graduate Institute

**Entry Name:** Pacifica Facebook Page

**Client Name:**

**Credits:** Erik Davis, Senior Director of Marketing and Communications

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

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

**Category: Television Commercial, Local**  
**Award: Bronze**  
**Company:** Spectrum Reach  
**Entry Name:** Rip Tide  
**Client Name:** SLO Swim  
**Credits:** Carl Gescheider, Videographer/Editor, Eileen Akin, Writer/Producer

**Category: Television Commercial, Regional/National**  
**Award: Silver**  
**Company:** evans, hardy, young  
**Entry Name:** Lost It Again  
**Client Name:** Idaho Potato Commission  
**Credits:** Evans, Hardy + Young Advertising,

**Category: Website, Consumer**  
**Award: Gold**  
**Company:** IdeaWork Studios, Inc.  
**Entry Name:** Daniel Boulud  
**Client Name:** Daniel Boulud  
**Credits:**

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

**Category: Website, Consumer**  
**Award: Bronze**  
**Company:** ITW Global Tire Repair  
**Entry Name:** Fix-a-Flat Website  
**Client Name:**  
**Credits:** Erin Ambrose, Graphic Designer; Lift Off Digital, Back End Web Developer

**Category: Website, Consumer**

**Award: Silver**

**Company:** ITW Global Tire Repair

**Entry Name:** Slime Consumer Website

**Client Name:**

**Credits:** Pamela Lee, Senior Graphic Designer; Erin Ambrose, Graphic Designer; Lift Off Digital, Back End Web Developer

**Category: Website, Consumer**

**Award: Silver**

**Company:** Mental Marketing, Inc.

**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

**Category: Website, Consumer**

**Award: Silver**

**Company:** Juice Media

**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

**Category: Website, Consumer**

**Award: Silver**

**Company:** LIFTOFF Digital

**Entry Name:** Halsell Builders Website

**Client Name:** Halsell Builders

**Credits:** LIFTOFF Digital, Agency

**Category: Website, Consumer**

**Award: Bronze**

**Company:** S. Lombardi & Associates

**Entry Name:** Page Roofing Website

**Client Name:** Page Roofing

**Credits:** S. Lombardi & Associates, Marketing Company

**Category: Website, Consumer**

**Award: Bronze**

**Company:** LIFTOFF Digital

**Entry Name:** New Age Enclosures Website

**Client Name:** New Age Enclosures

**Credits:** LIFTOFF Digital, Agency

**Category: Website, Consumer**  
**Award: Silver**  
**Company:** LIFTOFF Digital  
**Entry Name:** Donati Family Vineyard Website  
**Client Name:** Donati Family Vineyard  
**Credits:** LIFTOFF Digital, Agency

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

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

**Category: Website, Consumer**  
**Award: Gold**  
**Company:** IdeaWork Studios, Inc.  
**Entry Name:** Lumina Point  
**Client Name:** Lumina Point  
**Credits:**

**Category: Website, Consumer**  
**Award: Gold**  
**Company:** Searle Creative Group  
**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

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

**Category: Website, Consumer**  
**Award: Gold**  
**Company:** IdeaWork Studios, Inc.  
**Entry Name:** DBGB  
**Client Name:** Daniel Boulud  
**Credits:**

**Category: Website. Business-to-Business**

**Award: Gold**

**Company:** Searle Creative Group

**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

**Category: Website. Business-to-Business**

**Award: Silver**

**Company:** Mustang Marketing

**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

**Category: Website. Business-to-Business**

**Award: Bronze**

**Company:** Mustang Marketing

**Entry Name:** SaniSure Website

**Client Name:** SaniSure, Inc.

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

## **Student Competition**

**Category:** Television

**Award: Gold**

**Student Winner:** Eric Duchanin, Madison Schmader, and Erik Madrigal

**School:** California Lutheran University

**Entry Name:** It's On All of Us

**Credits:** Eric Duchanin, Director/Cinematographer; Madison Schmader, Producer; Erik Madrigal, Director/Cinematographer; Kyla Turk, Female Voice Over; Henry Friederichs, Actor