

AMERICAN
ADVERTISING
AWARDS
COASTAL CALIFORNIA

**2019 American Advertising Awards
Coastal California Competition
Winners by Category**

Category: Advertising Industry Self-Promotion Print Advertising

Award: Bronze **Company:** S. Lombardi & Associates

Entry Title: Rotary Ad; **Client:** S. Lombardi & Associates

Category: Audio/Video Sales Presentation

Award: Silver **Company:** Home Planet Productions & Post

Entry Title: Fujinon Technical Emmy Award Video; **Client:** Fujifilm North America -
Optical Devices Division

Category: Brochure

Award: Bronze **Company:** Old Spanish Days in Santa Barbara, Inc

Entry Title: 2018 Official Fiesta Brochure; **Client:** Old Spanish Days in Santa Barbara, Inc

Category: Business-to-Business Website

Award: Bronze **Company:** Cyber Fuzion

Entry Title: Harwal International, Inc.; **Client:** Harwal International, Inc.

Category: Business-to-Business Website

Award: Bronze **Company:** Dowitcher Designs

Entry Title: NAWBO Santa Barbara website; **Client:** NAWBO SB

Category: Card, Invitation or Announcement

Award: Silver **Company:** Verdin

Entry Title: VCC Summit Program with AR; **Client:** Ventura County Coast

Category: Consumer Website

Award: Silver **Company:** Dowitcher Designs

Entry Title: The G Spa website; **Client:** The G Spa

Category: Consumer Website

Award: Silver **Company:** Cyber Fuzion

Entry Title: Project 968; **Client:** Project 968

Category: Consumer Website

Award: Gold **Company:** Searle Creative

Entry Title: Channel Islands Harbor; **Client:** Channel Islands Harbor

Category: Direct Mail

Award: Bronze **Company:** Saputo Design Inc.

Entry Title: ReadingGlasses.com New Years Promo; **Client:** ReadingGlasses.com

Category: Direct Mail Campaign

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

Entry Title: ReadingGlasses.com & CliC Brochure; **Client:** ReadingGlasses.com

Category: Film/Video/Sound Branded Content

Award: Gold **Company:** Juice Media

Entry Title: CA DreamEater Santa Barbara Ventura; **Client:** Juice Media Productions

Category: Film/Video/Sound Branded Content

Award: Bronze **Company:** TJA Advertising

Entry Title: My Pismo Beach; **Client:** Pismo Beach Conference & Visitors Bureau

Category: Integrated Advertising Campaign

Award: Bronze **Company:** Verdin

Entry Title: Community West Bank: Count On; **Client:** Community West Bank

Category: Integrated Advertising Campaign

Award: Gold **Company:** Searle Creative

Entry Title: California Strawberry Festival; **Client:** California Strawberry Festival

Category: Integrated Advertising Campaign

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

Entry Title: BJ's Brewhouse Mad Crazy Mango; **Client:** BJ's Restaurant and Brewhouse

Category: Integrated Advertising Campaign

Award: Silver **Company:** AMF Media Group

Entry Title: SLOMA "AWAKEN" Campaign; **Client:** San Luis Obispo Museum of Art (SLOMA)

Category: Integrated Brand Identity Campaign
Award: Bronze **Company:** Searle Creative
Entry Title: Ventura Rental; **Client:** Ventura Rental

Category: Integrated Branded Content Campaign
Award: Bronze **Company:** Dowitcher Designs
Entry Title: The Dream Plaza; **Client:** Dream Foundation

Category: Integrated Media Public Service Campaign
Award: Bronze **Company:** AMF Media Group
Entry Title: G. Reap; **Client:** Natividad

Category: Integrated Media Public Service Campaign
Award: Silver **Company:** Dowitcher Designs
Entry Title: HIV Connect; **Client:** Los Angeles County Commission on HIV

Category: Internet Commercial
Award: Silver **Company:** Juice Media
Entry Title: Maxwell House - "Home" 60 Sec; **Client:** Juice Media Productions, LLC

Category: Internet Commercial Campaign
Award: Bronze **Company:** Juice Media
Entry Title: Visit Atascadero; **Client:** Verdin Marketing

Category: In-Theater Commercial
Award: Gold **Company:** Juice Media
Entry Title: Tin City Trailer; **Client:** Juice Media Productions, LLC

Category: Local Radio Commercial :30 Seconds or Less
Award: Bronze **Company:** Hansen Advertising Inc
Entry Title: Ruffoni's - Yelling :30; **Client:** Ruffonis

Category: Local Radio Commercial :60 seconds or more
Award: Bronze **Company:** Hansen Advertising Inc
Entry Title: Takkens Work Boots; **Client:** Takkens

Category: Local Radio Commercial :60 seconds or more
Award: Bronze **Company:** S. Lombardi & Associates
Entry Title: Air Vol Block Radio Ad; **Client:** Air Vol Block

Category: Local Radio Commercial Campaign

Award: Bronze **Company:** S. Lombardi & Associates

Entry Title: Villa Automotive Radio Campaign; **Client:** Villa Automotive

Category: Local Television Commercial Campaign

Award: Bronze **Company:** Hansen Advertising Inc

Entry Title: Alfano Chevy - Warranty Campaign; **Client:** Alfano Motorcars

Category: Local Television Commercial :30 Seconds

Award: Silver **Company:** AMF Media Group

Entry Title: SESLOC "More is Better"; **Client:** SESLOC Federal Credit Union

Category: Local Television Commercial :30 Seconds

Award: Bronze **Company:** KEYT Santa Barbara

Entry Title: SB Dental Care - June's Smile; **Client:** Santa Barbara Dental Care

Category: Local Television Commercial :30 Seconds

Award: Bronze **Company:** KEYT Santa Barbara

Entry Title: Wholesale Design Furniture; **Client:** Wholesale Design Furniture

Category: Local Television Commercial :30 Seconds

Award: Silver **Company:** AMF Media Group

Entry Title: SLOMA "AWAKEN" TV; **Client:** San Luis Obispo Museum of Art (SLOMA)

Category: Logo Design

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

Entry Title: The Condors Project; **Client:** Los Padres ForestWatch

Category: Logo Design

Award: Bronze **Company:** AMF Media Group

Entry Title: Visit Visalia Logo; **Client:** Visalia Tourism Marketing District

Category: Logo Design

Award: Bronze **Company:** S. Lombardi & Associates

Entry Title: Central Coast Airfest Logo; **Client:** Santa Maria Airport

Category: Magazine Advertising

Award: Bronze **Company:** Sotheby's International Realty/Compass

Entry Title: Perkins - The Real Deal Full-Page; **Client:** Suzanne Perkins' Distinctive Properties

Category: Magazine Advertising Campaign
Award: Bronze **Company:** evans, hardy, young
Entry Title: Super Hero Reps; **Client:** Idaho Potato Commission

Category: Magazine Advertising Campaign
Award: Gold, Best of Show **Company:** evans, hardy, young
Entry Title: Genuine Idaho Ads; **Client:** Idaho Potato Commission

Category: Magazine Design
Award: Silver **Company:** AMF Media Group
Entry Title: Peak Health; **Client:** Natividad

Category: Magazine Design
Award: Silver **Company:** Pacific Coast Business Times
Entry Title: Limoneira, Since 1893; **Client:** Limoneira

Category: Newspaper Advertising - Fractional Page
Award: Bronze **Company:** S. Lombardi & Associates
Entry Title: Community Bank Anniversary Ad; **Client:** Community Bank of Santa Maria

Category: Newspaper Advertising - Fractional Page
Award: Bronze **Company:** S. Lombardi & Associates
Entry Title: Community Bank Airfest Ad; **Client:** Community Bank of Santa Maria

Category: Newspaper Advertising - Full Page
Award: Bronze **Company:** S. Lombardi & Associates
Entry Title: Community Bank Rodeo Ad; **Client:** Community Bank of Santa Maria

Category: Online/Interactive Campaign
Award: Bronze **Company:** TJA Advertising
Entry Title: My Pismo Beach; **Client:** Pismo Beach Conference & Visitors Bureau

Category: Online/Interactive Campaign
Award: Bronze **Company:** Verdin
Entry Title: ATBID: Closer Than You Think; **Client:** Visit Atascadero

Category: Online/Interactive Campaign
Award: Silver **Company:** Parker Sanpei Lifestyle & Hospitality Marketing
Entry Title: When did you get laid?; **Client:** Rosemary Farm

Category: Packaging

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

Entry Title: BJ's Restaurant & Brewhouse; **Client:** BJ's Restaurant & Brewhouse

Category: Poster

Award: Bronze **Company:** Old Spanish Days in Santa Barbara, Inc

Entry Title: 2018 Official Fiesta Poster; **Client:** Old Spanish Days in Santa Barbara Inc.

Category: Printed Annual Report

Award: Bronze **Company:** S. Lombardi & Associates

Entry Title: Community Bank of Santa Maria; **Client:** Community Bank of Santa Maria

Category: Public Service Annual Report

Award: Silver **Company:** Searle Creative

Entry Title: Annual Gratitude Report; **Client:** Ventura College Foundation

Category: Public Service Online Film, Video & Sound

Award: Silver **Company:** Verdin

Entry Title: Wilshire Promotional Video; **Client:** Wilshire Health & Community Services

Category: Regional/National Television Commercial

Award: Silver **Company:** evans, hardy, young

Entry Title: Special Moments; **Client:** Martinelli's

Category: Regional/National Television Commercial

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

Entry Title: Mattress Mike Sleeping Beauty; **Client:** Mattress Mike Furniture Gallery

Category: Regional/National Television Commercial Campaign

Award: Silver **Company:** evans, hardy, young

Entry Title: Secret Weapon & First Bite; **Client:** Idaho Potato Commission

Category: Regional/National Television Commercial Campaign

Award: Silver **Company:** evans, hardy, young

Entry Title: Frozen Farmer and Famous Farmer; **Client:** Lamb Weston

Category: Sales Kit or Product Information Sheets

Award: Silver **Company:** AMF Media Group

Entry Title: Amy's Drive Thru Information Sheet; **Client:** Amy's Organics

Category: Social Media, Campaign

Award: Silver **Company:** evans, hardy, young

Entry Title: Alexia Foods Social Media; **Client:** Alexia Foods

Category: Specialty Advertising - Other Merchandise

Award: Bronze **Company:** Old Spanish Days in Santa Barbara, Inc

Entry Title: 2018 Fiesta Commemorative Pin; **Client:** Old Spanish Days in Santa Barbara Inc.

Category: Webisode Series

Award: Bronze **Company:** Juice Media

Entry Title: J. Lohr Vineyard Series; **Client:** J. Lohr Vineyards & Wines

STUDENT COMPETITION

Category: Integrated Advertising Campaign

Award: Silver

Student: Morgan Mantilla **School:** California Lutheran University

Entry Title: The Iceberg Campaign