

AMERICAN
ADVERTISING
AWARDS
COASTAL CALIFORNIA

**2018 American Advertising Awards
Coastal California Competition
Winners by Category**

Category: Advertising Industry Self-Promotion Cards, Invitations or Announcements

Award: Bronze;

Company Name: Verdin

Entry Name: 24-Hour Give Twilight Zone Mailer; **Client:** Verdin

Category: Banner Ad

Award: Bronze;

Company Name: S. Lombardi & Associates

Entry Name: Lending an Ear; **Client:** Community Bank of Santa Maria

Category: Banner Ad

Award: Bronze;

Company Name: S. Lombardi & Associates

Entry Name: Lending a Hand; **Client:** Community Bank of Santa Maria

Category: Book Design

Award: Bronze;

Company Name: HWDS and Associates, Inc.

Entry Name: Metrolink 25th Anniversary Book; **Client:** Metrolink

Category: Book Design

Award: Gold, Special Judges Award;

Company Name: Dowitcher Designs

Entry Name: Santa Barbara Trees Artist Book; **Client:** The Estate of Jean Sankey

Category: Branded Content & Entertainment

Award: Silver;

Company Name: Saputo Design, Inc.

Entry Name: Alorica Moving Up Video; **Client:** Alorica

Category: Branded Content & Entertainment

Award: Bronze;

Company Name: S. Lombardi & Associates

Entry Name: Rotary Club Newsletter; **Client:** Rotary Club of San Luis Obispo

Category: Brochure

Award: Bronze;

Company Name: OLD SPANISH DAYS FIESTA

Entry Name: OLD SPANISH DAYS FIESTA BROCHURE 17; **Client:** OLD SPANISH DAYS IN

Category: Business-to-Business Website

Award: Bronze;

Company Name: Searle Creative

Entry Name: Perfect Flow; **Client:** Perfect Flow

Category: Card, Invitation or Announcement Campaign

Award: Silver;

Company Name: Dowitcher Designs

Entry Name: Dream Foundation Annual Gala; **Client:** Dream Foundation

Category: Card, Invitation or Announcement Campaign

Award: Silver;

Company Name: Verdin

Entry Name: CAPSLO Teen Monologues; **Client:** Community Action Partnership of San Luis Obispo County

Category: Consumer Website

Award: Silver;

Company Name: IdeaWork Studios, Inc.

Entry Name: Itz'Ana Belize Website; **Client:** Foundry Collective

Category: Consumer Website

Award: Silver;

Company Name: IdeaWork Studios, Inc.

Entry Name: Daniel Boulud Website; **Client:** Daniel Boulud

Category: Consumer Website

Award: Silver;

Company Name: Searle Creative

Entry Name: Hotel Metropole; **Client:** Hotel Metropole

Category: Film/Video/Sound Branded Content
Award: Silver;
Company Name: TJA Advertising
Entry Name: Pismo Beach - Wild & Free; **Client:** Pismo Beach Conference & Visitors Bureau

Category: Film/Video/Sound Branded Content
Award: Bronze;
Company Name: MM Media
Entry Name: How to Make a Hand Plane; **Client:** MM Wood Studio

Category: Film/Video/Sound Branded Content
Award: Bronze;
Company Name: MM Media
Entry Name: Rheem Wows at the AHR Expo 2017; **Client:** Rheem Manufacturing

Category: Integrated Advertising Campaign - Local
Award: Bronze;
Company Name: Searle Creative
Entry Name: Oxnard Salsa Festival; **Client:** Oxnard Salsa Festival

Category: Integrated Advertising Campaign - Local
Award: Bronze;
Company Name: BBM&D Strategic Branding
Entry Name: Ventura Botanical Gardens; **Client:** Ventura Botanical Garden

Category: Integrated Advertising Campaign - Local
Award: Bronze;
Company Name: Barnett Cox & Associates
Entry Name: Sierra Vista "The Journey"; **Client:** Sierra Vista Regional Medical Center

Category: Integrated Advertising Campaign - Regional/National
Award: Gold, Best of Show;
Company Name: Barnett Cox & Associates
Entry Name: San Luis Obispo TBID Be Here; **Client:** City of San Luis Obispo Tourism Business Improvement District (SLO TBID)

Category: Integrated Advertising Campaign - Regional/National
Award: Silver;
Company Name: Verdin
Entry Name: VCLA The Whole Point Campaign; **Client:** Ventura County Coast

Category: Integrated Advertising Campaign - Regional/National
Award: Bronze;
Company Name: BBM&D Strategic Branding
Entry Name: Peter Sullivan; **Client:** Peter Sullivan–Music Producer and Consultant

Category: Integrated Advertising Campaign - Regional/National
Award: Gold;
Company Name: evans, hardy, young
Entry Name: Simple Meals; **Client:** California Walnut Commission

Category: Integrated Brand Identity Campaign
Award: Bronze;
Company Name: Dowitcher Designs
Entry Name: Pacific Pride Foundation Branding; **Client:** Pacific Pride Foundation

Category: Integrated Brand Identity Campaign
Award: Silver;
Company Name: IdeaWork Studios, Inc.
Entry Name: The Darcy Branding; **Client:** The Darcy Hotel

Category: Integrated Brand Identity Campaign
Award: Silver;
Company Name: Verdin
Entry Name: Stand Strong Rebrand; **Client:** Stand Strong

Category: Integrated Brand Identity Campaign
Award: Silver;
Company Name: IdeaWork Studios, Inc.
Entry Name: Carillon Miami Branding; **Client:** Carillon Miami

Category: Integrated Branded Content Campaign
Award: Bronze;
Company Name: Searle Creative
Entry Name: Visit Oxnard - Take Time to Coast; **Client:** Oxnard Convention and Visitors Bureau

Category: Internet Commercial Campaign
Award: Silver;
Company Name: Red CANARY Productions
Entry Name: Sea Crest Hotel Web Video Campaign; **Client:** Sea Crest Ocean Front Hotel

Category: Local Radio Commercial
Award: Bronze;
Company Name: S. Lombardi & Associates
Entry Name: Don't Get Around; **Client:** Villa Automotive

Category: Local Radio Commercial
Award: Bronze;
Company Name: S. Lombardi & Associates
Entry Name: Left my Heart in SF; **Client:** Villa Automotive

Category: Local Television Commercial Campaign
Award: Bronze;
Company Name: Hansen Advertising Inc
Entry Name: Central Coast Lending Pre-Approved; **Client:** Central Coast Lending

Category: Local Television Commercial
Award: Bronze;
Company Name: S. Lombardi & Associates
Entry Name: 2017 SVF Tickets On Sale Now; **Client:** Salinas Valley Fair

Category: Logo Design
Award: Silver;
Company Name: Carol Gravelle Graphic Design
Entry Name: Silver Stain Artistry Logo; **Client:** Silver Stain Artistry

Category: Logo Design
Award: Silver;
Company Name: Saputo Design, Inc.
Entry Name: American Nut Company Logo; **Client:** American Nut Company

Category: Logo Design
Award: Silver;
Company Name: Carol Gravelle Graphic Design
Entry Name: CalFACT Logo; **Client:** Californians for a Carbon Tax

Category: Logo Design
Award: Bronze;
Company Name: Carol Gravelle Graphic Design
Entry Name: Dietrick Institute Logo; **Client:** Dietrick Institute for Applied Insect Ecology

Category: Magazine Advertising

Award: Bronze;

Company Name: S. Lombardi & Associates

Entry Name: Turning a Profit; **Client:** Henry & Sons Inc

Category: Magazine Advertising

Award: Bronze;

Company Name: S. Lombardi & Associates

Entry Name: Hooray for Mokulele; **Client:** Santa Maria Airport

Category: Magazine Advertising

Award: Silver;

Company Name: evans, hardy, young

Entry Name: Eighty Years; **Client:** Idaho Potato Commission

Category: Magazine Advertising

Award: Bronze;

Company Name: Sotheby's International Realty

Entry Name: Perkins - The Real Deal Full Page; **Client:** Suzanne Perkins' Luxury Properties

Category: Magazine Advertising

Award: Bronze;

Company Name: S. Lombardi & Associates

Entry Name: What Happens in Vegas; **Client:** Santa Maria Airport

Category: Magazine Advertising Campaign

Award: Gold;

Company Name: Saputo Design, Inc.

Entry Name: Lightsculptures Advertising; **Client:** Tim J. Ferrie Lightsculptures

Category: Magazine Advertising Campaign

Award: Silver;

Company Name: evans, hardy, young

Entry Name: Potato Pairings; **Client:** Idaho Potato Commission

Category: Magazine Design

Award: Silver;

Company Name: Barnett Cox & Associates

Entry Name: Cal Poly "Connections" Magazine; **Client:** California Polytechnic State University College of Architecture & Environmental Design

Category: Microsite

Award: Bronze;

Company Name: Dowitcher Designs

Entry Name: Project Fi Dreams Microsite; **Client:** Dream Foundation

Category: Newspaper Advertising

Award: Silver;

Company Name: S. Lombardi & Associates

Entry Name: Beer Festival; **Client:** Community Bank of Santa Maria

Category: Newspaper Advertising

Award: Silver;

Company Name: S. Lombardi & Associates

Entry Name: Framing What's Possible; **Client:** Community Bank of Santa Maria

Category: Newspaper Advertising - Spread or Multiple Page

Award: Gold;

Company Name: Barnett Cox & Associates

Entry Name: Farmers Market Spring/Summer Guide; **Client:** SLO County Farmers Market Association

Category: Newspaper Advertising Campaign

Award: Silver;

Company Name: evans, hardy, young

Entry Name: Super Sales Force; **Client:** Idaho Potato Commission

Category: Online/Interactive Campaign

Award: Bronze;

Company Name: BBM&D Strategic Branding

Entry Name: Camarillo Ranch Events/Foundation; **Client:** Camarillo Ranch

Category: Outdoor Board

Award: Bronze;

Company Name: S. Lombardi & Associates

Entry Name: Love With Sparkle Billboard; **Client:** Kevin Main Jewelry

Category: Packaging

Award: Gold;

Company Name: Saputo Design, Inc.

Entry Name: BJ's Brewhouse Root Beer; **Client:** BJ's Restaurant & Brewhouse

Category: Packaging Campaign

Award: Gold;

Company Name: Saputo Design, Inc.

Entry Name: BJ's Brewhouse Beer Cans; **Client:** BJ's Restaurant & Brewhouse

Category: Poster

Award: Silver;

Company Name: S. Lombardi & Associates

Entry Name: Eroica CA Event Poster; **Client:** Eroica California

Category: Poster

Award: Silver;

Company Name: OLD SPANISH DAYS FIESTA

Entry Name: UNITY THROUGH COMMUNITY, FIESTA '17; **Client:** OLD SPANISH DAYS , INC

Category: Public Service Annual Report

Award: Silver;

Company Name: Searle Creative

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

Category: Public Service Print Advertising

Award: Silver;

Company Name: Pacific Coast Business Times

Entry Name: American Red Cross 100; **Client:** American Red Cross, Central California Region

Category: Regional/National Television Commercial

Award: Silver;

Company Name: evans, hardy, young

Entry Name: Mark Eats; **Client:** Idaho Potato Commission

Category: Regional/National Television Commercial Campaign

Award: Silver;

Company Name: evans, hardy, young

Entry Name: Simple Salmon & Simple Chicken; **Client:** California Walnut Commission

Category: Social Media, Campaign

Award: Bronze;

Company Name: Verdin

Entry Name: ATBID California As It Used To Be; **Client:** Visit Atascadero

Category: Social Media, Campaign

Award: Bronze;

Company Name: MM Media

Entry Name: Black Friday Week Instagram Sale; **Client:** MM Wood Studio