



2017 American Advertising Awards Coastal California Competition Winners by Company

Company: Barnett Cox & Assoc.

Award: Bronze

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

Company: Barnett Cox & Assoc.

Award: Bronze

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

Company: Barnett Cox & Assoc.

Award: Bronze

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

Company: Carol Gravelle Graphic Design

Award: Silver

Category: Logo Design

Entry Name: Calm Botanicals

Client Name: The Stress Company

Credits: Carol Gravelle, Designer

Company: Carol Gravelle Graphic Design

Award: Gold

Category: Logo Design

Entry Name: Branch Out

Client Name: Food Forward

Credits: Carol Gravelle, Designer/Illustrator

Company: Dowitcher Designs

Award: Silver

Category: Card, Invitation or Announcement Campaign

Entry Name: Dream Foundation Dreamland Gala

Client Name: Dream Foundation

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

Company: Dowitcher Designs

Award: Bronze

Category: Direct Mail

Entry Name: Dream Foundation Year End Appeal

Client Name: Dream Foundation

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

Company: evans, hardy, young

Award: Silver

Category: Magazine Advertising Campaign

Entry Name: Idaho Potato Pairings

Client Name: Idaho Potato Commission

Credits: Evans, Hardy + Young Advertising,

Company: evans, hardy, young

Award: Bronze

Category: Magazine Advertising Campaign

Entry Name: Super Sales Reps

Client Name: Idaho Potato Commission

Credits: Evans, Hardy + Young Advertising,

Company: evans, hardy, young

Award: Gold

Category: Magazine Advertising Campaign

Entry Name: The Latest Buzz

Client Name: National Honey Board

Credits: Evans, Hardy + Young Advertising,

Company: evans, hardy, young

Award: Silver

Category: Television Commercial, Regional/National

Entry Name: Lost It Again

Client Name: Idaho Potato Commission

Credits: Evans, Hardy + Young Advertising,

Company: evans, hardy, young

Award: Bronze

Category: Guerrilla Marketing

Entry Name: The Big Potato Meets the Big Apple

Client Name: Idaho Potato Commission

Credits: Evans, Hardy + Young Advertising,

Company: HWDS and Associates, Inc.

Award: Bronze

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

Company: IdeaWork Studios, Inc.

Award: Gold

Category: Website, Consumer

Entry Name: Daniel Boulud

Client Name: Daniel Boulud

Credits: ,

Company: IdeaWork Studios, Inc.

Award: Gold

Category: Website, Consumer

Entry Name: DBGB

Client Name: Daniel Boulud

Credits: ,

Company: IdeaWork Studios, Inc.

Award: Gold

Category: Website, Consumer

Entry Name: Lumina Point

Client Name: Lumina Point

Credits: ,

Company: IdeaWork Studios, Inc.

Award: Silver

Category: Website, Consumer

Entry Name: 11 Howard

Client Name: 11 Howard

Credits: ,

Company: ITW Global Tire Repair

Award: Silver

Category: Out-Of-Home Installation

Entry Name: Slime/GI Trade Show Booth

Client Name:

Credits: Erin Ambrose, Graphic Designer

Company: ITW Global Tire Repair

Award: Silver

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

Company: ITW Global Tire Repair

Award: Bronze

Category: Website, Consumer

Entry Name: Fix-a-Flat Website

Client Name:

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

Company: ITW Global Tire Repair

Award: Silver

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

Company: ITW Global Tire Repair

Award: Silver

Category: Integrated Brand Identity Campaign

Entry Name: Fix a Flat Eco Friendly Formula

Client Name:

Credits: Erin Ambrose, Graphic Designer

Company: Juice Media

Award: Silver

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

Company: Juice Media

Award: Silver

Category: Photography Campaign

Entry Name: Robert Mondavi Private Selection

Client Name: The Wine Enthusiast

Credits: Dina Mande, Photographer

Company: Juice Media

Award: Silver

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

Company: Juice Media

Award: Silver

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

Company: Lauren Hoekstra

Award: Gold

Category: Internet Commercial

Entry Name: The New Kid

Client Name: Guided Discoveries

Credits: Director - Lauren Hoekstra, Cinematographer - Ivan Rodrigues

Company: LIFTOFF Digital

Award: Bronze

Category: Website, Consumer

Entry Name: Wasbe Website

Client Name: Wasbe

Credits: LIFTOFF Digital, Agency

Company: LIFTOFF Digital

Award: Bronze

Category: Website, Consumer

Entry Name: Community West Bank Website

Client Name: Community West Bank

Credits: LIFTOFF Digital, Agency

Company: LIFTOFF Digital

Award: Bronze

Category: Website, Consumer

Entry Name: ITECH Solutions Website

Client Name: ITECH Solutions

Credits: LIFTOFF Digital, Agency

Company: LIFTOFF Digital

Award: Silver

Category: Website, Consumer

Entry Name: Donati Family Vineyard Website

Client Name: Donati Family Vineyard

Credits: LIFTOFF Digital, Agency

Company: LIFTOFF Digital

Award: Bronze

Category: Website, Consumer

Entry Name: New Age Enclosures Website

Client Name: New Age Enclosures

Credits: LIFTOFF Digital, Agency

Company: LIFTOFF Digital
Award: Silver
Category: Website, Consumer
Entry Name: Halsell Builders Website
Client Name: Halsell Builders
Credits: LIFTOFF Digital, Agency

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

Company: Mental Marketing, Inc.
Award: Bronze
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

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

Company: Mental Marketing, Inc.
Award: Silver
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

Company: Mental Marketing, Inc.
Award: Silver
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

Company: Mental Marketing, Inc.
Award: Silver
Category: Outdoor Board
Entry Name: Picture It. Morro Bay
Client Name: Morro Bay
Credits: Maryann Stansfield, VP of Marketing; William Stansfield, President

Company: Michael Voll Illustrator

Award: Bronze

Category: Poster

Entry Name: M. Butterfly poster

Client Name: Pasadena Playhouse

Credits: Michael Voll, Illustrator

Company: MM Media

Award: Bronze

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

Company: MM Media

Award: Bronze

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

Company: MM Media

Award: Bronze

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

Company: Mustang Marketing

Award: Silver

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

Company: Mustang Marketing

Award: Silver

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

Company: Mustang Marketing

Award: Bronze

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

Company: Mustang Marketing

Award: Silver

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

Company: Mustang Marketing

Award: Silver

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

Company: Mustang Marketing

Award: Bronze

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

Company: Mustang Marketing

Award: Silver

Category: Sales Kit or Product Information Sheets

Entry Name: MCSIG Pocket Folder

Client Name: MCSIG

Credits: Kari Kurti, Graphic Designer

Company: Old Spanish Days in Santa Barbara, INC.

Award: Bronze

Category: Poster

Entry Name: Old Spanish Days 2016 Poster

Client Name:

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

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

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

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

Company: Pacifica Graduate Institute
Award: Bronze
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

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

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

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

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

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

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

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

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

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

Company: Saputo Design, Inc.
Award: Silver
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

Company: Saputo Design, Inc.

Award: Bronze

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

Company: Saputo Design, Inc.

Award: Silver

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

Company: Saputo Design, Inc.

Award: Gold, Best of Show

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

Company: Saputo Design, Inc.

Award: Gold

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

Company: Saputo Design, Inc.

Award: Silver

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

Company: Scott Anderson Studio

Award: Silver

Category: Illustration

Entry Name: The Dido Project

Client Name: Westmont College Repertory Theater

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

Company: Searle Creative Group

Award: Gold

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

Company: Searle Creative Group

Award: Gold

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

Company: SGM Advertising

Award: Bronze

Category: Radio Commercial Campaign

Entry Name: Dutton Plumbing Campaign

Client Name: Dutton Plumbing

Credits: ,

Company: SGM Advertising

Award: Bronze

Category: Radio Commercial

Entry Name: Pacific Aire- Super Service

Client Name: Dutton Plumbing

Credits: ,

Company: SGM Advertising

Award: Bronze

Category: Radio Commercial

Entry Name: Pacific Aire- AC Leak

Client Name: Dutton Plumbing

Credits: ,

Company: SGM Advertising

Award: Silver

Category: Radio Commercial

Entry Name: Star Trip

Client Name: Dutton Plumbing

Credits: ,

Company: Sotheby's International Realty

Award: Bronze

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

Company: Spectrum Reach

Award: Bronze

Category: Television Commercial, Local

Entry Name: Rip Tide

Client Name: SLO Swim

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

Company: Verdin

Award: Silver

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

Entry Name: Community West Bank Campaign

Client Name: Community West Bank

Credits: Verdin Team, Red Canary

Company: Verdin

Award: Silver

Category: Online/Interactive Campaign

Entry Name: 101 Road Trip Contest

Client Name: Atascadero Tourism Business Improvement District

Credits: Verdin Team,

Company: Verdin

Award: Silver

Category: Integrated Brand Identity Campaign

Entry Name: Ventura County Coast Campaign

Client Name: Ventura County Lodging Association

Credits: Verdin Team, McCue Communications

Student Competition

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

Award: Gold

School: California Lutheran University

Category: Television

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