

2007 – 2008
Student ADDY[®] Awards



WINNERS
BOOK

THE GREATER SAN FRANCISCO AD CLUB

STUDENT ADDY Categories

S01 A Sales Promotion, Packaging

Award: Student Silver ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: Sports Scene It

Award: Student Silver ADDY®
Entrant: May Matsuo
Advertiser: The Daily Californian/UC Berkeley
Title: The Daily Californian Press Pass

S02 C Collateral Material, Poster

Award: Student Gold ADDY®
Entrant: Shawna Laken
Advertiser: Miami Ad School
Title: Child Soldiers

Award: Student Silver ADDY®
Entrant: Shawna Laken
Advertiser: Miami Ad School
Title: Corbis Stock Photography

Award: Student Silver ADDY®
Entrant: Shawna Laken
Advertiser: Miami Ad School
Title: Bell Helmets

Award: Student Silver ADDY®
Entrant: Shawna Laken
Advertiser: Miami Ad School
Title: Dove

Award: Student Silver ADDY®
Entrant: Piyush Panchal
Advertiser: Academy of Art University
Title: Camouflage Identity

Award: Student Silver ADDY®
Entrant: Carmen Gonzalez
Advertiser: Art Institute of California- San Francisco
Title: Opera Tabloid

Award: Student Bronze ADDY®
Entrant: Kurtis Montgomery
Advertiser: Art Institute of California - San Francisco
Title: Golden Gate Fields

S03 Direct Marketing,

Award: Student Gold ADDY®
Entrant: Rutul Patel & Alicia Kawamura
Advertiser: Academy of Art University
Title: Fore!

Award: Student Bronze ADDY®
Entrant: Shawna Laken
Advertiser: Miami Ad School
Title: Royal Opera House

S04 Out-of-Home,

Award: Student Gold ADDY®
Entrant: Philip Vo & My Ngo
Advertiser: Academy of Art University
Title: Start a story

Award: Student Silver ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: MUNI

Award: Student Silver ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: Disney Air

Award: Student Silver ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: Cows

Award: Student Silver ADDY®
Entrant: Piyush Panchal
Advertiser: Academy of Art University
Title: Camouflage Identity

Award: Student Silver ADDY®
Entrant: Dana Gross & Lance Thomas
Advertiser: Academy of Art University
Title: ImMUNity

Award: Student Bronze ADDY®
Entrant: Todd Grinham
Advertiser: Miami Ad School, San Francisco
Title: Kiwi

Award: Student Bronze ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: Gandhi Bookstores

S05 Non-Traditional Advertising,

Award: Student Gold ADDY®
Entrant: Jae Yun Kim & James Duffy
Advertiser: Academy of Art University
Title: Out of Paper?

Award: Student Gold ADDY®
Entrant: Rutul Patel & Alicia Kawamura
Advertiser: Academy of Art University
Title: Fore!

Award: Student Silver ADDY®
Entrant: Ilan Frankel and Emmie Nostitz
Advertiser: Miami Ad School San Francisco
Title: USPS

Award: Student Silver ADDY®
Entrant: Ilan Frankel and Rachel Dolinsky
Advertiser: Miami Ad School San Francisco
Title: Businessweek

Award: Student Silver ADDY®
Entrant: Ilan Frankel and Cliff Seto
Advertiser: Miami Ad School San Francisco
Title: Wierd Magazine

Award: Student Silver ADDY®
Entrant: Ilan Frankel and Rachel Dolinsky
Advertiser: Miami Ad School San Francisco
Title: Aquarium Of The Bay

Award: Student Silver ADDY®
Entrant: Dannielle Hoodhood
Advertiser: Miami Ad School
Title: Newsweek Headlines

Award: Student Silver ADDY®
Entrant: Dannielle Hoodhood
Advertiser: Miami Ad School
Title: Kia: An Economical Car Company

Award: Student Silver ADDY®
Entrant: Michelle R. Goodwin & Geno Burmeister
Advertiser: Miami Ad School San Francisco
Title: It's just a car.

Award: Student Silver ADDY®
Entrant: Piyush Panchal
Advertiser: Academy of Art University
Title: Growth

Award: Student Silver ADDY®
Entrant: Santiago Fernandez & Jae Yun Kim
Advertiser: Academy of Art University
Title: Road Sign

Award: Student Silver ADDY®
Entrant: Tor E. Fosberg
Advertiser: Academy of Art University
Title: Arthur Murray

Award: Student Silver ADDY®
Entrant: Erik Joiner & Ciaran Parsley
Advertiser: Academy of Art University
Title: Perspective

Award: Student Silver ADDY®
Entrant: Chad Hasegawa
Advertiser: Academy of Art University
Title: Flatten the Noise

Award: Student Silver ADDY®
Entrant: Jimin Halim
Advertiser: Academy of Art University
Title: Placemat

S06 B Consumer or Trade Magazine Ad, Magazine Ad Campaign (2 to 4 ads)

Award: Student Gold ADDY®5
Entrant: Santiago Fernandez & Tor E. Fosberg
Advertiser: Academy of Art University
Title: Close and Personal

Award: Student Gold ADDY®
Entrant: Rutul Patel & Alicia Kawamura
Advertiser: Academy of Art University
Title: Fore!

Award: Student Silver ADDY®
Entrant: Shawna Laken
Advertiser: Miami Ad School
Title: Nesquik

Award: Student Silver ADDY®
Entrant: Todd Grinham, Andrew McMurchie
Advertiser: Miami Ad School, San Francisco
Title: Stringsters String Cheese

Award: Student Silver ADDY®
Entrant: Todd Grinham
Advertiser: Miami Ad School, San Francisco
Title: REI

Award: Student Silver ADDY®
Entrant: Todd Grinham, Anne Sanguinetti, Jeff Davidson
Advertiser: Miami Ad School, San Francisco
Title: Glacier National Park

Award: Student Silver ADDY®
Entrant: Ilan Frankel
Advertiser: Miami Ad School San Francisco
Title: Bugaboo Strollers

Award: Student Silver ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: Kawasaki

Award: Student Silver ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: VH1

Award: Student Silver ADDY®
Entrant: Bethany Valoe & Amy Kendig
Advertiser: Academy of Art University
Title: Better TV

Award: Student Silver ADDY®
Entrant: Bethany Valoe & Amy Kendig
Advertiser: Academy of Art University
Title: A Familiar Face

Award: Student Silver ADDY®
Entrant: Piyush Panchal
Advertiser: Academy of Art University
Title: Keeps You Strong

Award: Student Silver ADDY®
Entrant: Jae Yun Kim
Advertiser: Academy of Art University
Title: Robotic Vacuum

Award: Student Silver ADDY®
Entrant: Brenda Bitterlich, Erika Beaudoin & Magali Charmot
Advertiser: Academy of Art University
Title: Levi's Loose Morals

Award: Student Silver ADDY®
Entrant: Addy Chow, David Brandorff
Advertiser: Miami Ad School
Title: Caterpillar Footwear

Award: Student Silver ADDY®
Entrant: Addy Chow, David Brandorff
Advertiser: Miami Ad School
Title: Silk Soy Milk

Award: Student Silver ADDY®
Entrant: Carmen Gonzalez
Advertiser: Art Institute of California- San Francisco
Title: Nightlife

Award: Student Bronze ADDY®
Entrant: Ilan Frankel and Rachel Dolinsky
Advertiser: Miami Ad School San Francisco
Title: Method

Award: Student Bronze ADDY®
Entrant: Shawna Laken
Advertiser: Miami Ad School
Title: Doritos

Award: Student Bronze ADDY®
Entrant: Michelle R. Goodwin & Holly Fleming
Advertiser: Miamia Ad School San Francisco
Title: Howard Johnson Hotels

Award: Student Bronze ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: Skullcandy

Award: Student Bronze ADDY®
Entrant: Alex Oshima & Pauby Widjaja
Advertiser: Academy of Art University
Title: Hobie Kayaks

S08 A Interactive Media, Web Site

Award: Student Gold ADDY®
Entrant: Alicia Kawamura, Veli Akman & Laurel Stark
Advertiser: Academy of Art University
Title: S.C.U.M. Forever!

Award: Student Silver ADDY®
Entrant: Ilan Frankel, Kristen Kong and Isaac Pagan
Advertiser: Miami Ad School San Francisco
Title: Doritos

S08 C Interactive Media, Online Advertising (pop-up/banner/email/other)

Award: Student Silver ADDY®
Entrant: Alicia Kawamura
Advertiser: Academy of Art University
Title: Mac & Cheese

S09 A Editorial Design, Cover

Award: Student Silver ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: James & the Giant Peach

S11 Television ,

Award: Student Gold ADDY®
Entrant: Francisco Guijarro & Ruben Martinez
Advertiser: Academy of Art University
Title: Bateral Plaque

Award: Student Silver ADDY®
Entrant: Dwight Clifford
Advertiser: Academy of Art University
Title: Tender

Award: Student Bronze ADDY®
Entrant: Dwight Clifford
Advertiser: Academy of Art University
Title: Check Yourself

S12 Campaigns (Mixed Media),

Award: Student Gold ADDY®
Entrant: Todd Grinham, Rachel Dolinsky, Anne Sanguinetti
Advertiser: Miami Ad School, San Francisco
Title: Wasteland Vintage Clothing, San Francisco

Award: Student Gold ADDY®
Entrant: Dwight Clifford
Advertiser: Academy of Art University
Title: Learn the Language

Award: Student Silver ADDY®
Entrant: Dwight Clifford
Advertiser: Academy of Art University
Title: Passion

Award: Student Silver ADDY®
Entrant: Dwight Clifford
Advertiser: Academy of Art University
Title: Travel to a Different Place

Award: Student Bronze ADDY®
Entrant: Erika Beaudoin & Magali Charmot
Advertiser: Academy of Art University
Title: Pout Exclusively for Lips

S13 B Elements of Advertising, Illustration

Award: Student Bronze ADDY®
Entrant: Justin Cross
Advertiser: Miami Ad School
Title: Green Eggs and Ham

S13 C Elements of Advertising, Photography

Award: Student Silver ADDY®
Entrant: Michelle Goodwin
Advertiser: Miamia Ad School San Francisco
Title: Passports & Stereotypes

Award: Student Silver ADDY®
Entrant: Carmen Gonzalez
Advertiser: Art Institute of California- San Francisco
Title: Nightlife