

**2007 – 2008
ADDY[®] Awards**



**WINNERS
BOOK**

THE GREATER SAN FRANCISCO AD CLUB

SALES PROMOTION

01 B Product or Service Sales Presentation, Sales Kits or Product Information Sheets (See definition for clarification)

Award: Gold ADDY® Award
Entrant: Duncan/Channon
Advertiser: Diageo
Title: Diageo Appellation Tier Sales Kit

Award: Gold ADDY® Award1899
Entrant: rbg marketing
Advertiser: Mentor
Title: BodyLogic Implant Selection Kit

Award: Gold ADDY® Award
Entrant: Skona Advertising
Advertiser: VMware
Title: SolutionTrack Virtualization Overview Booklet

Award: Silver ADDY® Award
Entrant: Skona Advertising
Advertiser: VMware
Title: CIO Workbook

Award: Bronze ADDY® Award
Entrant: Goodman Marketing Partners
Advertiser: Autodesk, Inc.
Title: Ask Amy

02 A Packaging, Single Unit

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX SOLO PACKAGING

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX CATCHER PACKAGING

02 C Packaging, Campaign

Award: Silver ADDY® Award
Entrant: Bakken Creative Company
Advertiser: Auberge Resorts
Title: Solage Spa labels

03 A Point of Purchase (POP), Counter Top or Attached

Award: Gold ADDY® Award
Entrant: The Graphic Source
Advertiser: The Sharper Image
Title: Mattress POP

Award: Bronze ADDY® Award
Entrant: Skona Advertising
Advertiser: Rockfish Restaurant
Title: Rockfish Ahi Nacho Campaign

03 B Point of Purchase (POP), Free Standing

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: GROCERIES

03 C Point of Purchase (POP), Trade Show Exhibit

Award: Gold ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: GROCERIES - POP

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet AirShow Exhibit

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: MADMAN

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: OUT DRIVE

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: ECO-LOUNGE

Award: Bronze ADDY® Award

Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: DON'T BUY THIS DRIVER

03 D Point of Purchase (POP), Campaign (2-4 of categories 1A-3C)

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: MACGREGOR GOLF POSTER CAMPAIGN

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: ECO-LOUNGE COLLATERAL

Award: Silver ADDY® Award
Entrant: Skona Advertising
Advertiser: Rockfish Restaurant
Title: Rockfish Crab Promotion

04 Audio/Visual Sales Presentation, Audio/Visual Sales Presentation

Award: Gold ADDY® Award
Entrant: Young|Wells
Advertiser: East West Partners
Title: Flagstaff DVD

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: MACGREGOR TRADESHOW VIDEO

Award: Bronze ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: MAVERICK

COLLATERAL MATERIAL

05 A Stationery Package, Flat Printed or Multiple Process

Award: Silver ADDY® Award
Entrant: Duncan/Channon
Advertiser: Vertigo Software, Inc.
Title: Vertigo stationery

07 A Brochure (See definition for clarification), Less than four-color

Award: Gold ADDY® Award1899
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet Brochure

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet Mini Brochure

07 B Brochure (See definition for clarification), Four-color

Award: Gold ADDY® Award
Entrant: Young|Wells
Advertiser: East West Partners
Title: Flagstaff Brochure with all components (DVD and Floor Plan Brochure)

Award: Gold ADDY® Award
Entrant: Young|Wells
Advertiser: Caldera Springs
Title: Caldera Fulfillment Brochure

Award: Gold ADDY® Award
Entrant: Duncan/Channon
Advertiser: Vertigo Software, Inc.
Title: Vertigo brand book

Award: Gold ADDY® Award
Entrant: ImageX
Advertiser: ImageX
Title: ImageX brochure & envelope

Award: Gold ADDY® Award
Entrant: ImageX
Advertiser: Envision
Title: Envision

Award: Gold ADDY® Award
Entrant: Cahan & Associates
Advertiser: Herman Miller
Title: See: The Potential of Place, Fourth Issue

Award: Gold ADDY® Award
Entrant: Cahan & Associates
Advertiser: Herman Miller
Title: See: The Potential of Place, Fifth Issue

Award: Gold ADDY® Award
Entrant: Cahan & Associates
Advertiser: Herman Miller
Title: See: The Potential of Place, Sixth Issue

Award: Gold ADDY® Award
Entrant: Bakken Creative Company
Advertiser: The Mark Company and IntraCorp
Title: Arterra Brochure

Award: Silver ADDY® Award
Entrant: Young|Wells
Advertiser: East West Partners
Title: Arrowleaf Brochure

Award: Silver ADDY® Award
Entrant: Ketchum West
Advertiser: Kikkoman International, Inc.
Title: Kikkoman Umami Made Easy Brochure

Award: Silver ADDY® Award
Entrant: Jocoto Advertising
Advertiser: Siemens Oncology
Title: Siemens Oncology Global Artiste Brochure

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: MACGREGOR POCKET GUIDE

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX POCKET GUIDE

Award: Silver ADDY® Award
Entrant: Bakken Creative Company
Advertiser: Pacific Marketing Associates and New Urban Properties
Title: Montgomery Brochure

Award: Silver ADDY® Award
Entrant: Bakken Creative Company
Advertiser: King Pacific Lodge
Title: King Pacific Lodge Brochure

Award: Silver ADDY® Award
Entrant: rbg marketing
Advertiser: Thermage Inc.
Title: Catch the NXT wave.

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: 24 Hour Fitness
Title: THE LOOP BROCHURE

07 C Brochure (See definition for clarification), Campaign

Award: Gold ADDY® Award
Entrant: Dotglu
Advertiser: BMW/ Patrick McKenna
Title: BMW X3/X5 Collateral

08 A Publication Design (Magazine or Book), Cover

Award: Silver ADDY® Award
Entrant: American Lithographers
Advertiser: American Lithographers
Title: Digital Paper Sampler Endangered Species

Award: Silver ADDY® Award
Entrant: American Lithographers
Advertiser: American Lithographers
Title: American Lithographers2008 Calendar

08 C Publication Design (Magazine or Book), Series (Covers or spreads or features)

Award: Gold ADDY® Award
Entrant: Duncan/Channon
Advertiser: Hard Rock International
Title: Hard Rock Annual

09 A Poster, Single

Award: Gold ADDY® Award
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet Poster

Award: Silver ADDY® Award
Entrant: Wayfinder Response Marketing
Advertiser: BikeRX
Title: Sweat/Passion

09 B Poster, Campaign

Award: Gold ADDY® Award
Entrant: Swirl
Advertiser: Jamba Juice
Title: The Functionals

Award: Silver ADDY® Award
Entrant: Goodman Marketing Partners
Advertiser: Autodesk, Inc.
Title: Tube Mailer

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Beat Museum
Title: Beat Museum Posters

Award: Bronze ADDY® Award
Entrant: Stratagem
Advertiser: Health Plan of San Mateo
Title: The Healthy Fight

Award: Bronze ADDY® Award
Entrant: Wayfinder Response Marketing
Advertiser: BikeRX
Title: Ultimate Partnership

10 A Special Event Material, Card

Award: Bronze ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: Hoffman/Lewis
Title: Hoffman/Lewis Holiday Card

10 B Special Event Material, Invitation

Award: Silver ADDY® Award
Entrant: Young|Wells
Advertiser: Copia
Title: Copia Annual Auction Invitation

Award: Silver ADDY® Award
Entrant: Young|Wells
Advertiser: Caldera Springs
Title: Caldera Grand Opening Event Invitation

Award: Silver ADDY® Award
Entrant: Young|Wells
Advertiser: Caldera Springs
Title: Caldera Golf Event Invitation

Award: Silver ADDY® Award
Entrant: Robert Half International Inc.
Advertiser: Robert Half International Inc., The Creative Group
Title: The Creative Group, HOW Conference - Networking Mixer Invitation

10 C Special Event Material, Announcement

Award: Gold ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX UNIVERSITY OF CALIFORNIA COUPON

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX MTV COUPON

10 D Special Event Material , Campaign

Award: Bronze ADDY® Award
Entrant: Skona Advertising
Advertiser: Rockfish Restaurant
Title: Rockfish New Menu Roll-Out

DIRECT MARKETING

11 A Single (Either B2B or Consumer), Flat

Award: Gold ADDY® Award
Entrant: Red Bricks Media
Advertiser: Wells Fargo Advantage Funds
Title: Wells Fargo Advantage Funds Identity Theft Kit

Award: Gold ADDY® Award
Entrant: Compass Marketing
Advertiser: Timbers Resorts
Title: David's Mailer

Award: Silver ADDY® Award
Entrant: Compass Marketing
Advertiser: Timbers Resorts
Title: Timbers Resorts Calendar

Award: Silver ADDY® Award
Entrant: Compass Marketing
Advertiser: Timbers Resorts
Title: The Victorian Guest House at One Steamboat Place

Award: Bronze ADDY® Award
Entrant: Wayfinder Response Marketing
Advertiser: Neopost
Title: Escalation

11 B Single (Either B2B or Consumer), 3-D

Award: Gold ADDY® Award
Entrant: Alejandrino Design dba Alejandrino Partners
Advertiser: Genesys Lab
Title: Genesys iPod Mailer

Award: Gold ADDY® Award
Entrant: rbg marketing
Advertiser: Kelly-Moore Paints
Title: Paint Contractors' Marketing & Brush Kit

Award: Silver ADDY® Award
Entrant: Robert Half International Inc.
Advertiser: Robert Half International Inc. - Protiviti
Title: Protiviti 2007 - Holiday Card

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Experian
Title: Experian Corporate Gift

Award: Silver ADDY® Award
Entrant: Jocoto Advertising
Advertiser: Aptium Oncology
Title: Aptium Oncology

Award: Bronze ADDY® Award
Entrant: Compass Marketing
Advertiser: Timbers Resorts
Title: Botany Bay Perfume Box

12 A Campaign, Flat

Award: Gold ADDY® Award1899
Entrant: Young|Wells
Advertiser: East West Partners
Title: Ski Jacket Direct Mail

12 B Campaign, 3-D / Mixed

Award: Bronze ADDY® Award
Entrant: Skona Advertising
Advertiser: Meyer Sound
Title: Led Zeppelin Promotion

OUT-OF-HOME

14 A Outdoor Board, Flat

Award: Silver ADDY® Award

Entrant: The Examiner

Advertiser: The Examiner

Title: Examine Your City

Award: Silver ADDY® Award

Entrant: Hoffman/Lewis

Advertiser: Toyota

Title: Toyota-No 'E' in Toyota

Award: Silver ADDY® Award

Entrant: Hoffman/Lewis

Advertiser: Toyota

Title: Toyota-Great Selection. Less Filling.

Award: Silver ADDY® Award

Entrant: Hub Strategy

Advertiser: Lombardi Sports

Title: CLINIC

Award: Silver ADDY® Award

Entrant: Hub Strategy

Advertiser: Lombardi Sports

Title: WET T-SHIRT

Award: Silver ADDY® Award

Entrant: Hub Strategy

Advertiser: Lombardi Sports

Title: HABIT

Award: Silver ADDY® Award

Entrant: Hub Strategy

Advertiser: SLINGBOX

Title: SLINGBOX WALLPAPER MOBILE BILLBOARD

Award: Silver ADDY® Award

Entrant: McCann Worldgroup San Francisco

Advertiser: Microsoft Messenger

Title: Give Till It Hurts Your Fingers

14 B Outdoor Board, Extension/Dimensional

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Con Agra Foods
Title: EXTENDED BULLETIN

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: SOLAR BILLBOARD

14 C Outdoor Board, Other (Electronic, Digital, Moving, Animated and/or Supersized, etc.)

Award: Silver ADDY® Award
Entrant: Bay Area Mobile Media
Advertiser: Southwest Airlines
Title: SWA Summer of LUV - BAMBads OOH Moving Billboards

15 A Vehicle Graphic, Company Identification

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet Truck Graphics

15 B Vehicle Graphic, Wrap

Award: Silver ADDY® Award
Entrant: Bay Area Mobile Media
Advertiser: Southwest Airlines
Title: SWA Summer of LUV - BAMBads OOH Vehicle Graphic

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: MACGREGOR GOLF TRUCK & TRAILER

16 B Mass Transit, Exterior

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Energy 92.7FM
Title: IF THIS CAB'S A ROCKIN'

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Energy 92.7FM
Title: LIKE SALSA

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Energy 92.7FM
Title: MAKE SEXY TIME

16 C Mass Transit, Shelter

Award: Silver ADDY® Award
Entrant: Shennum Green
Advertiser: Eight Orchids (BayRock Residential)
Title: Fun Shui

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Beat Museum
Title: Beat Museum 'Howl' Bus Shelter

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Con Agra Foods
Title: COLOGNE

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: ConAgra Foods
Title: WATCH

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: ConAgra Foods
Title: SHAMPOO

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: ConAgra Foods
Title: 3D BUS SHELTER

17 A Site, Interior

Award: Silver ADDY® Award
Entrant: Bay Area Mobile Media
Advertiser: Southwest Airlines
Title: SWA Summer of LUV - BAMMads OOH Interior Site

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Home Video
Title: THE BRAWL BETWEEN BROTHERS

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: THE ROMAN RUMBLE

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: THE SADOMASOCHISTIC DICTATOR VS. THE PLAYBOY WARMONGER

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: THE BACKSTABBING MOTHER VS. THE SUICIDAL SHE-DEVIL

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: THE OPIUM-ADDICTED QUEEN VS. THE SKIRT-CHASING EVIL TYRANT

17 B Site, Exterior

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education 'Quan and MayLin' News Rack

18 Campaign, Out-of-Home, Campaign

Award: Gold ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Restroom Signs

Award: Gold ADDY® Award1899
Entrant: Venables Bell & Partners
Advertiser: 24 HOUR FITNESS
Title: THE LOOP

Award: Silver ADDY® Award
Entrant: 499 Commute
Advertiser: Goodwill - San Francisco, San Mateo. Marin
Title: Goodwill - Not Landfill

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Bus Shelters

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Beat Museum
Title: Beat Museum Wild Postings

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Wild Postings

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Experian
Title: Experian Billboards

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Experian
Title: Experian Phone Kiosks

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Lombardi Sports
Title: LOMBARDI SPORTS BILLBOARD CAMPAIGN

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Energy 92.7FM
Title: ENERGY 92.7FM MASS TRANSIT CAMPAIGN

Award: Bronze ADDY® Award
Entrant: Bay Area Mobile Media
Advertiser: Southwest Airlines
Title: SWA Summer of LUV - BAMMads OOH Campaign

Award: Bronze ADDY® Award
Entrant: Gauger + Associates
Advertiser: Shea
Title: People Travel Billboard

Award: Bronze ADDY® Award
Entrant: J. Stokes & Associates
Advertiser: Bay Alarm
Title: Bay Alarm, What Have You Got To Lose?

NON-TRADITIONAL ADVERTISING (See Glossary)

20 A Single ,

Award: Gold ADDY® Award1899
Entrant: Venables Bell & Partners
Advertiser: 24 Hour Fitness
Title: THE LOOP SIDEWALK DECAL

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Hub Strategy
Title: HUB HOLIDAY GIFT

Award: Bronze ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: 24 Hour Fitness
Title: THE LOOP STRESS BALL

20 B Campaign ,

Award: Silver ADDY® Award
Entrant: Shennum Green
Advertiser: The Olson Company
Title: Where is Rico?

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Wild Postings

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Postcards

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Bar Coasters

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Experian
Title: Experian Lobby Videos

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: 24 Hour Fitness
Title: THE LOOP DOORHANGERS

Award: Bronze ADDY® Award
Entrant: Bay Area Mobile Media
Advertiser: Southwest Airlines
Title: SWA Summer of LUV - BAMMads Non-Traditional Campaign

CONSUMER OR TRADE PUBLICATION

21 A Fractional Page, Less than four -color

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: PARENT'S MONEY

Award: Bronze ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Believe Symphony

Award: Bronze ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Believe Symphony

21 B Fractional Page, Four-color

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: YOU ARE HERE

Award: Bronze ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SOLO FAMILY

22 A Full Page, Less than four -color

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: GROCERIES SECTIONAL AD

22 B Full Page, Four-color

Award: Gold ADDY® Award
Entrant: Duncan/Channon
Advertiser: Birkenstock USA
Title: Birkenstock Barbell

Award: Gold ADDY® Award
Entrant: Duncan/Channon
Advertiser: Hard Rock International
Title: Pool

Award: Gold ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: VSP
Title: VSP-Fishing

Award: Gold ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: IN YOUR PANTS

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Con Agra Foods
Title: COUPON AD

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: A&E Television Network
Title: THE ROAST

Award: Gold ADDY® Award
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet Business Ad

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: ConAgra Foods
Title: ELEPHANT

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Community

Award: Silver ADDY® Award
Entrant: Duncan/Channon
Advertiser: Birkenstock USA
Title: Birkenstock Cucumbers

Award: Silver ADDY® Award
Entrant: Duncan/Channon
Advertiser: Birkenstock USA
Title: Birkenstock Yoga

Award: Silver ADDY® Award
Entrant: Duncan/Channon
Advertiser: Ruffino
Title: Ruffino Mayor

Award: Silver ADDY® Award
Entrant: Duncan/Channon
Advertiser: Ruffino
Title: Ruffino Il Ducale

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: VSP
Title: VSP-Bicycle

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: VSP
Title: VSP-Swing

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: GROCERIES PGA MAGAZINE

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX - WALLPAPER LAPTOP

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX - WALLPAPER CELLPHONE

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Sega of America
Title: TEAR IT A NEW ONE

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: SHOT GLASS

Award: Silver ADDY® Award
Entrant: Gumas Advertising
Advertiser: Linear LLC
Title: Linear Access Solutions Cat Ad

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet Trade Ad

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: ConAgra Foods
Title: PAC-MAN

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Mass Neutral

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Wireless Sharing

Award: Bronze ADDY® Award
Entrant: Grey San Francisco
Advertiser: WellPoint
Title: Sound Foam Finger

Award: Bronze ADDY® Award
Entrant: Hub Strategy
Advertiser: JUMPSTART AUTOMOTIVE
Title: PORNO

Award: Bronze ADDY® Award
Entrant: Hub Strategy
Advertiser: JUMPSTART AUTOMOTIVE
Title: GORILLA

Award: Bronze ADDY® Award
Entrant: Gumas Advertising
Advertiser: Linear LLC
Title: Linear Builder Program Men At Lunch Ad

Award: Bronze ADDY® Award
Entrant: Gumas Advertising
Advertiser: Bruce Schneider Photography
Title: Bruce Schneider Photography

23 B Spread, Multiple Page or Insert, Four-color

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: GRAVEYARD

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: BLACKOUT

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Launch

Award: Silver ADDY® Award
Entrant: Young|Wells
Advertiser: East West Partners
Title: Uphill Skier Magazine Ad (2 page)

Award: Silver ADDY® Award
Entrant: Young|Wells
Advertiser: East West Partners
Title: Cabin in the Woods Magazine Ad (2 page)

Award: Silver ADDY® Award
Entrant: Young|Wells
Advertiser: East West Partners
Title: Teaser Ad for Flagstaff (Edmond Hillary Ad) (2 page)

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: GROCERIES SPREAD

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX FIRST GLIMPSE FAMILY

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Robert Mondavi Winery, Mondavi UK
Title: YOGA

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Robert Mondavi Winery, Mondavi UK
Title: HIPPIES

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Robert Mondavi Winery, Mondavi UK
Title: GROUP HUG

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: ConAgra Foods
Title: SHARK

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft
Title: Watering Can

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft
Title: Street Sign

24 B Campaign, Four-Color

Award: Gold ADDY® Award
Entrant: Duncan/Channon
Advertiser: Birkenstock USA
Title: Birkenstock Healthy Feet

Award: Gold ADDY® Award
Entrant: Duncan/Channon
Advertiser: Edna Valley
Title: Discover the Valley

Award: Gold ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: VSP
Title: VSP-Bicycle; Swing; Fishing

Award: Gold ADDY® Award
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet Lifestyle Campaign

Award: Gold ADDY® Award
Entrant: rbg marketing
Advertiser: Kelly-Moore Paints
Title: The Painter's Life

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Forefront
Title: Easy Easier

Award: Gold ADDY® Award1899
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Windows Mobile
Title: Windows Mobile

Award: Silver ADDY® Award
Entrant: Shennum Green
Advertiser: Miller Starr Regalia
Title: So Why Bother Going to the Other Guys?

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Nokia
Title: Nokia Air Magazine Ads

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Experian
Title: Experian Magazine Ads

Award: Silver ADDY® Award
Entrant: Duncan/Channon
Advertiser: Ruffino
Title: Ruffino Mayor and Enoteca

Award: Silver ADDY® Award
Entrant: Ketchum West
Advertiser: DIRECTV
Title: 2007 DIRECTV Ad Campaign

Award: Silver ADDY® Award
Entrant: Ketchum West
Advertiser: Kikkoman International, Inc.
Title: Kikkoman Chef Ad Campaign

Award: Silver ADDY® Award
Entrant: Gauger + Associates
Advertiser: Centex
Title: Flush, Shred & Burn

Award: Silver ADDY® Award
Entrant: Gauger + Associates
Advertiser: Wallaby Yogurt Company
Title: Wallaby Yogurt Ad Campaign

Award: Silver ADDY® Award
Entrant: Loomis Group
Advertiser: Zephyr
Title: Zephyr Ad Campaign

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX WALLPAPER CAMPAIGN

Award: Silver ADDY® Award
Entrant: rbg marketing
Advertiser: Accuray
Title: Tumors have nowhere to hide.

Award: Silver ADDY® Award
Entrant: Skona Advertising
Advertiser: Meyer Sound
Title: MM-4XP Ad Series

Award: Bronze ADDY® Award
Entrant: Gumax Advertising
Advertiser: Logical Homes
Title: Logical Homes Campaign

25 B Magazine Self-Promotion (Consumer or Trade Publication), Campaign

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft System Center
Title: Designed for Big

NEWSPAPER

26 A Fractional Page, Black & White

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Experian
Title: Experian 'Bank' Newspaper Ad

26 B Fractional Page, Color (any color besides black)

Award: Gold ADDY® Award
Entrant: Grey San Francisco
Advertiser: Experian
Title: Experian 'Lawn' Newspaper Ad

Award: Silver ADDY® Award
Entrant: Gauger + Associates
Advertiser: Centex
Title: Other Sales - Our Sale

Award: Silver ADDY® Award
Entrant: Gauger + Associates
Advertiser: Creekbridge Homes
Title: Goat

Award: Bronze ADDY® Award
Entrant: Gauger + Associates
Advertiser: Shea
Title: Get off the fence

27 B Full Page, Color (any color besides black)

Award: Gold ADDY® Award
Entrant: Crossover Creative Group
Advertiser: Safeway Inc.
Title: Dream Tennis

28 A Spread or Multiple Page, Black and White

Award: Gold ADDY® Award1899
Entrant: Venables Bell & Partners
Advertiser: Audi of America
Title: AUDI BRAND LAUNCH

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: VSP
Title: VSP-Swing

28 B Spread or Multiple Page, Color (any color besides black)

Award: Silver ADDY® Award
Entrant: The Examiner
Advertiser: Nordstrom
Title: Sean John

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: VSP
Title: VSP-Bicycle

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: VSP
Title: VSP-Fishing

30 A Campaign, Black and White

Award: Bronze ADDY® Award
Entrant: NBC11/KNTV
Advertiser: NBC11 News
Title: Moving Pictures Print Campaign

30 B Campaign, Color (any color besides black)

Award: Gold ADDY® Award
Entrant: Duncan/Channon
Advertiser: The Infinity/Tishman Speyer
Title: Close to. . .

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Newspaper Ads

Award: Silver ADDY® Award
Entrant: MacKenzie Communications
Advertiser: Hood & Strong LLP
Title: Hood & Strong Advertising Campaign

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: VSP
Title: VSP-Bicycle; Swing; Fishing

INTERACTIVE MEDIA

32 A Web Sites, B-to-B, Flash

Award: Gold ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: SanDisk Sansa Web Site

32 B Web Sites, B-to-B, HTML/Other

Award: Gold ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Business Breakthrough

Award: Silver ADDY® Award
Entrant: Elevata Incorporated
Advertiser: Mohr, Davidow Ventures
Title: mdv.com Web Site

Award: Silver ADDY® Award
Entrant: Yahoo!
Advertiser: Yahoo!
Title: Yahoo! Ultimate Connection

Award: Bronze ADDY® Award
Entrant: Publicis Modem
Advertiser: Blue Shield
Title: Blue Shield of California Website

33 A Web Sites, Consumer, Flash

Award: Gold ADDY® Award
Entrant: Mekanism
Advertiser: Harmonix & MTV
Title: Rock Band

Award: Gold ADDY® Award
Entrant: Mekanism
Advertiser: Ad Council
Title: Boost

Award: Gold ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX WEBSITE

Award: Gold ADDY® Award
Entrant: Avenue A Razorfish
Advertiser: Breville
Title: Breville Concept to Kitchen

Award: Gold ADDY® Award
Entrant: Avenue A Razorfish
Advertiser: Fox
Title: Fox 'House'

Award: Gold ADDY® Award
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet Web ReDesign

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: LET'S GREEN THIS CITY WEBSITE

Award: Gold ADDY® Award
Entrant: AKQA
Advertiser: visa
Title: Life Takes Visa - Site

Award: Gold ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Visa Signature Living - Site

Award: Silver ADDY® Award
Entrant: Traction Corporation
Advertiser: Zone Alarm
Title: Zone Alarm Force Field

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Microsite

Award: Silver ADDY® Award
Entrant: Loomis Group
Advertiser: Zephyr
Title: Zephyr Web Site

Award: Silver ADDY® Award
Entrant: Swirl
Advertiser: Cisco
Title: Collaboration

Award: Silver ADDY® Award
Entrant: Swirl
Advertiser: Cisco
Title: Customer Care

Award: Silver ADDY® Award
Entrant: Swirl
Advertiser: Cisco
Title: Sales Solutions

Award: Silver ADDY® Award
Entrant: Real Branding
Advertiser: Red Lobster
Title: Red Lobster Website

Award: Silver ADDY® Award
Entrant: Real Branding
Advertiser: Sanrio
Title: Sanrio Website

Award: Silver ADDY® Award
Entrant: Swirl
Advertiser: PayPal
Title: PayPal Back 2 School

Award: Silver ADDY® Award
Entrant: Swirl
Advertiser: PayPal
Title: PayPal Holiday

Award: Silver ADDY® Award
Entrant: Loomis Group
Advertiser: Denon Electronics (USA), LLC
Title: Makeshifters microsite for Denon

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: MacGregor Golf
Title: MACGREGOR GOLF WEBSITE

Award: Silver ADDY® Award
Entrant: Gumas Advertising
Advertiser: Yonex USA
Title: Yonex USA Website

Award: Silver ADDY® Award
Entrant: Publicis Modem
Advertiser: Wyeth Pharmaceuticals
Title: RA Advisor Website

Award: Bronze ADDY® Award
Entrant: Swirl
Advertiser: eBay
Title: eBay Mastercard Holiday

Award: Bronze ADDY® Award
Entrant: Real Branding
Advertiser: Becks Beer
Title: Becks Beer Website

33 B Web Sites, Consumer, HTML/Other

Award: Silver ADDY® Award
Entrant: Duncan/Channon
Advertiser: Vertigo Software, Inc.
Title: Vertigo website

Award: Silver ADDY® Award
Entrant: Firebox Media
Advertiser: AAi Design
Title: AAi Architecture and Design Web Site

Award: Silver ADDY® Award
Entrant: Mortar
Advertiser: Playa Viva
Title: Playa Viva

34 A Online, Banners / Pop-ups

Award: Silver ADDY® Award
Entrant: Real Branding
Advertiser: Red Lobster
Title: Red Lobster Fresh Fish - ABC Full Episode Player

Award: Silver ADDY® Award
Entrant: Real Branding
Advertiser: Unilever
Title: Lipton Pyramid Tea - NBC Video Rewind

Award: Silver ADDY® Award
Entrant: Text 100
Advertiser: Acxiom Digital
Title: Kaiser Permanente Thrive: Mosaic

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SKYDIVE

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: HELICOPTER

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: WALLPAPER - LAPTOP

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: PIGGYBACK

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: COUCH TOSS

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: WALLPAPER - CELLPHONE

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: TRAIN STATION

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: LINE ART

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: OFFEND-A-TRON

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: SLOT MACHINE

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: SKATEBOARDER

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO
Title: GRAVEYARD

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: BLEEP CENSOR

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Barclays
Title: PRESSURE

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: BLACKOUT

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: NAME GENERATOR

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: MIXER

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: WIRETAP

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: TONGS

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: SNOWFLAKE

Award: Silver ADDY® Award
Entrant: Publicis Modem
Advertiser: Hewlett Packard
Title: Hewlett Packard Banner: HP_Halloween_MSNSlider

Award: Silver ADDY® Award
Entrant: Publicis Modem
Advertiser: Hewlett Packard
Title: Hewlett Packard Banner: HP_GreenAwareness

Award: Silver ADDY® Award
Entrant: Publicis Modem
Advertiser: Hewlett Packard
Title: Hewlett Packard Banner: HP_HDX

Award: Silver ADDY® Award
Entrant: Publicis Modem
Advertiser: Hewlett Packard
Title: Hewlett Packard Banner: HP Gift Card

Award: Silver ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Life Takes Visa - Banners

Award: Silver ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Visa Signature - Interactive Ads

Award: Bronze ADDY® Award
Entrant: Real Branding
Advertiser: Tibco
Title: Tibco - Frankensystem Ad

Award: Bronze ADDY® Award
Entrant: Real Branding
Advertiser: Tibco
Title: Tibco - BPM Ad

Award: Bronze ADDY® Award
Entrant: Avenue A Razorfish
Advertiser: WaMu
Title: WaMu Friendly Banner

Award: Bronze ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: TOASTER

Award: Bronze ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: FOREST

Award: Bronze ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: FEEL A SONG COMIN' ON

34 B Online, E-Mails / E-Cards

Award: Gold ADDY® Award
Entrant: Grey San Francisco
Advertiser: Grey San Francisco
Title: Holiday Card

Award: Silver ADDY® Award
Entrant: Text 100
Advertiser: Acxiom Digital
Title: Gateway: GatewayOne Teaser

34 C Online, Micro or Mini Sites

Award: Gold ADDY® Award
Entrant: AKQA
Advertiser: visa
Title: Life Takes Visa - Site

Award: Gold ADDY® Award
Entrant: Mekanism
Advertiser: Ad Council
Title: Boost

Award: Gold ADDY® Award
Entrant: Avenue A Razorfish
Advertiser: Red Bull
Title: Red Bull Fusion

Award: Gold ADDY® Award
Entrant: Avenue A Razorfish
Advertiser: WaMu
Title: WaMu Mortgage Plus

Award: Gold ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Visa Signature Living - Site

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Microsite

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Logitech
Title: Wave Product Launch Micro site

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: STAND UP AND SLING

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: GUILTY TV PLEASURES

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Logitech
Title: Logitech Harmony Micro Site

Award: Silver ADDY® Award
Entrant: Yahoo!
Advertiser: Yahoo!
Title: Yahoo! Ultimate Connection

Award: Silver ADDY® Award
Entrant: Yahoo!
Advertiser: Yahoo!
Title: Yahoo! Be a Better Planet

Award: Silver ADDY® Award
Entrant: COG1
Advertiser: FUZZ
Title: The Deckorator

Award: Silver ADDY® Award
Entrant: COG1
Advertiser: FUSE
Title: A World Without Pants

Award: Silver ADDY® Award
Entrant: COG1
Advertiser: Independent Film Channel
Title: Darkon Name Generator

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Zune Journey

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Forefront
Title: Easy Easier

Award: Bronze ADDY® Award
Entrant: Shennum Green
Advertiser: The Olson Company
Title: Where is Rico?

34 G Online, Mobile Marketing (Text Messaging)

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Text Messaging

Award: Silver ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Visa Signature Living - Mobile Campaign

34 H Online, Internet Commercials (Run on the Internet Only)

Award: Gold ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Life Takes Visa - Pre-roll

Award: Gold ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Visa Signature - Pre-Roll

Award: Silver ADDY® Award
Entrant: Mekanism
Advertiser: Pacific Gas & Electric
Title: Flight of the CFL's

Award: Bronze ADDY® Award
Entrant: Duncan/Channon
Advertiser: Zone Alarm
Title: Viral All-Stars

34 I Online, Webisodes

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Ammo

Award: Gold ADDY® Award1899
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Office 2007
Title: Mesmerized

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Office 2007
Title: Nightmare

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Office 2007
Title: Divider

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Office 2007
Title: Quest

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Office 2007
Title: Stranger

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Hunted

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Enemy Weapon

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft
Title: The Stu Osborb Show

35 Web / Online Campaign (2-4 of the above),

Award: Gold ADDY® Award
Entrant: Traction Corporation
Advertiser: Livescribe
Title: Livescribe Never Miss a Word

Award: Gold ADDY® Award
Entrant: Real Branding
Advertiser: Unilever
Title: Lipton Pyramid Tea: Flavors Campaign

Award: Gold ADDY® Award
Entrant: Mekanism
Advertiser: Pacific Gas & Electric
Title: Letsgreenthiscity

Award: Gold ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX INTERACTIVE BANNERS

Award: Gold ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX WALLPAPER INTERACTIVE BANNER CAMPAIGN

Award: Gold ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Life Takes Visa - Campaign

Award: Gold ADDY® Award
Entrant: AKQA
Advertiser: Visa
Title: Visa Signature Living - Campaign

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Hewlett-Packard
Title: Mind Control

Award: Silver ADDY® Award
Entrant: Red Bricks Media
Advertiser: THQ
Title: THQ Buzz Marketing Campaign

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Banners and Microsite

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: WellPoint
Title: Tonik Banners

Award: Silver ADDY® Award
Entrant: Real Branding
Advertiser: Red Lobster
Title: Red Lobster: Fresh Fish Campaign

Award: Silver ADDY® Award
Entrant: Text 100
Advertiser: Acxiom Digital
Title: Kaiser Permanente Thrive: Coffee

Award: Silver ADDY® Award
Entrant: Text 100
Advertiser: Acxiom Digital
Title: Sun APAC Re-engagement

Award: Silver ADDY® Award
Entrant: Loomis Group
Advertiser: Denon Electronics (USA), LLC
Title: Denon Microsites

Award: Bronze ADDY® Award
Entrant: Duncan/Channon
Advertiser: Sega
Title: Mario & Sonic at the Olympic Games viral

Award: Bronze ADDY® Award
Entrant: Real Branding
Advertiser: Tibco
Title: Tibco SOA Campaign

36 A Interactive Multimedia (CD/DVD), B-to-B

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Honda Aircraft Company
Title: HondaJet Color Kiosk

36 B Interactive Multimedia (CD/DVD), Consumer

Award: Silver ADDY® Award
Entrant: Sapient
Advertiser: Intuit
Title: Quicken TurboTax

RADIO

37 B Local (one metro), 1 :60 - Spanish

Award: Silver ADDY® Award
Entrant: KZSF
Advertiser: KZSF 1370am
Title: Si toma no Maneje

Award: Silver ADDY® Award
Entrant: KZSF
Advertiser: Santiago's Tyloring
Title: Santiago's Tyloring

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Frontier & Peninsula Infiniti
Title: DANGER

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Frontier & Peninsula Infiniti
Title: HAM & EGGER

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Frontier & Peninsula Infiniti
Title: ST. PAULI'S GIRL

38 Campaign,

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: San Francisco Opera
Title: SF Opera Radio

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: Frontier & Peninsula Infiniti
Title: FRONTIER & PENINSULA INFINITI RADIO CAMPAIGN

39 B Regional/National , :60 or more

Award: Gold ADDY® Award1899
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: BUCKY

Award: Gold ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: ARGUMENT

Award: Gold ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: DON'T MENTION CHRISTMAS

Award: Silver ADDY® Award
Entrant: Broadcast Writes
Advertiser: Assured Tax Relief
Title: 'Roulette'

Award: Silver ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SURPRISINGLY CLEAR

Award: Bronze ADDY® Award
Entrant: Carol H. Williams Advertising
Advertiser: Walt Disney World Resorts & Hotels/Food & Wine Festival
Title: Taste The Love

40 Regional/National Campaign,

Award: Gold ADDY® Award
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: SLINGBOX RADIO CAMPAIGN

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Radio

Award: Silver ADDY® Award
Entrant: Carol H. Williams Advertising
Advertiser: KRAFT/BBQ Sauce
Title: Kraft BBQ Sauce

TELEVISION

42 B TV Local (one DMA), 1-A :30 \$2500 or less total production cost - Spanish

Award: Gold ADDY® Award
Entrant: KTNC TV 42 TuVisión
Advertiser: Bay Direct Realty
Title: BAY DIRECT REALTY-Tan Facil

Award: Gold ADDY® Award
Entrant: KSTS Telemundo 48
Advertiser: The Admark Group
Title: Tigres del Norte Calling Card

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Ad Center
Title: Piercings

Award: Silver ADDY® Award
Entrant: NBC11/KNTV
Advertiser: NBC11 News (self-promotion)
Title: Moving Pictures Steeplejack

Award: Silver ADDY® Award
Entrant: NBC11/KNTV
Advertiser: NBC11 News (self-promotion)
Title: Moving Pictures Richmond Teen

Award: Silver ADDY® Award
Entrant: NBC11/KNTV
Advertiser: NBC11 News (self promotion)
Title: Moving Pictures Marine Rehabilitation

Award: Silver ADDY® Award
Entrant: NBC11/KNTV
Advertiser: NBC11 News (self-promotion)
Title: Moving Pictures Cemetary Keeper

Award: Silver ADDY® Award
Entrant: NBC11/KNTV
Advertiser: NBC11 News (self-promotion)
Title: Moving Pictures Gavin Newsom

Award: Silver ADDY® Award
Entrant: Intermark Group
Advertiser: Concord Toyota
Title: Shop At Home

Award: Silver ADDY® Award
Entrant: KTNC TV 42 TuVisión
Advertiser: City College of San Francisco
Title: CCSF-Ayuda Financiera

Award: Silver ADDY® Award
Entrant: KSTS Telemundo 48
Advertiser: Hola California Calling Card
Title: Hola California

Award: Silver ADDY® Award
Entrant: KSTS Telemundo 48
Advertiser: Vitacilina
Title: Vitacilina "Espejito"

Award: Silver ADDY® Award
Entrant: KSTS Telemundo 48
Advertiser: Viva la Familia
Title: Viva la Familia

Award: Silver ADDY® Award
Entrant: KSTS Telemundo 48
Advertiser: Stewart Chevrolet
Title: Stewart Chevrolet "Stewart Rabbit"

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Hero

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Ad Center
Title: Custom Fabrics

Award: Bronze ADDY® Award
Entrant: OneWorld Communications
Advertiser: CPUC Consumer Protection Initiative
Title: Telephone Soap Opera

Award: Bronze ADDY® Award
Entrant: The Examiner
Advertiser: The Examiner
Title: Daily Intelligence

Award: Bronze ADDY® Award
Entrant: Infinite Visions
Advertiser: Joe Bravo
Title: Joe Bravo "Cuando l Tranquilidad se Rompe"

Award: Bronze ADDY® Award
Entrant: KTNC TV 42 TuVisión
Advertiser: Good Chevy
Title: GOOD CHEVY-Super Venta

Award: Bronze ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Ad Center
Title: Grandma Kitty

42 C Local (one DMA), :60 or more

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Academy of Dreams

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Ballad of Tina Pink

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Parking Lot

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Station

Award: Silver ADDY® Award
Entrant: rbg marketing
Advertiser: Hill Physicians
Title: I didn't know...

Award: Bronze ADDY® Award
Entrant: Infinite Visions
Advertiser: Maria Rafael
Title: Maria y Rafael "Agentes Desapareciendo"

43 Campaign,

Award: Gold ADDY® Award
Entrant: OneWorld Communications
Advertiser: CPUC Consumer Protection Initiative
Title: Telephone Soap Opera

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Ad Center
Title: Ad Center

Award: Bronze ADDY® Award
Entrant: Gauger + Associates
Advertiser: Shea
Title: People Travel TV campaign

44 A TV Self Promotion, 1 Single - Spanish

Award: Gold ADDY® Award
Entrant: KTNC TV 42 TuVisión
Advertiser: KTNC TV 42
Title: KTNC-Web Ipod

Award: Gold ADDY® Award
Entrant: KTNC TV 42 TuVisión
Advertiser: KTNC TV 42
Title: KTNC-Novelas

Award: Silver ADDY® Award
Entrant: KTNC TV 42 TuVisión
Advertiser: KTNC TV 42
Title: KTNC-Jingle

Award: Silver ADDY® Award
Entrant: KSTS Telemundo 48
Advertiser: Telemundo 48 KSTS
Title: T48 Sales Sales Promotion

44 B TV Self-Promotion , Campaign

Award: Silver ADDY® Award
Entrant: NBC11/KNTV
Advertiser: self promotion NBC11 News
Title: Moving Pictures Image Campaign

Award: Silver ADDY® Award
Entrant: KSTS Telemundo 48
Advertiser: Telemundo 48
Title: Estudiar es Triunfar

45 A Regional/National TV, single spots, Consumer Products, Automotive (vehicles only)

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: AUDI
Title: PARKING

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Audi of America
Title: SPLIT SECONDS

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: AUDI
Title: SAFETY

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: AUDI
Title: HEAD TURN

Award: Silver ADDY® Award
Entrant: Carol H. Williams Advertising
Advertiser: General Motors/GMC
Title: Free Driving

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: Toyota
Title: Toyota-Fish Story

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: Toyota
Title: Toyota-Tattoo

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: Toyota
Title: Toyota-Belt

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: AUDI
Title: NEGLECT

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: AUDI
Title: MOMENT

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Audi of America
Title: .2 SECONDS

45 D Regional/National TV, single spots, Consumer Products, Food

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: ConAgra Foods
Title: TALK SHOW

Award: Silver ADDY® Award
Entrant: Gauger + Associates
Advertiser: Weetabix
Title: Weetabix TV Spot

45 G Regional/National TV, single spots, Consumer Products, Retail Products

Award: Gold ADDY® Award18991
Entrant: Hub Strategy
Advertiser: SLINGBOX
Title: DENTIST

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: HAIR

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: MORALE

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: POKER NIGHT

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Audi of America
Title: THE GIFT

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Audi of America
Title: NEEDLES

Award: Silver ADDY® Award
Entrant: Duncan/Channon
Advertiser: Mario & Sonic at the Olympic Games/Sega
Title: Final Countdown

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: POLE

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: BONUS

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: LIVES ON

Award: Silver ADDY® Award
Entrant: rbg marketing
Advertiser: GlobalStar
Title: SPOT: Live to tell about it.

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: FOOTBALL FOR WOMEN

Award: Bronze ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: HBO Video
Title: NEWSPAPER

45 N Regional/National TV, single spots, Consumer Services, Travel / Tourism

Award: Silver ADDY® Award
Entrant: Carol H. Williams Advertising
Advertiser: Walt Disney World Resorts & Hotels
Title: Signs

45 O Regional/National TV, single spots, Consumer Services, Entertainment / Lotteries

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Barclays
Title: MONOLOGUE

Award: Silver ADDY® Award
Entrant: Infinite Visions
Advertiser: Delirio
Title: Music Video

45 R Regional/National TV, single spots, Consumer Services, Professional Services

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Barclays
Title: BALLET

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Barclays
Title: WONDERLAND

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: BGI
Title: EASEL

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: BGI
Title: STICKY NOTE

Award: Bronze ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Barclays
Title: HULA DANCER

Award: Bronze ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: Barclays
Title: DOUBLE GUNS

45 S Regional/National TV, single spots, Consumer Services, Health Care Services

Award: Silver ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: VSP
Title: VSP-Father and Son Fishing

45 U Regional/National TV, single spots, Consumer Services, Energy / Utilities

Award: Gold ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: COW POWER

Award: Silver ADDY® Award
Entrant: Swirl
Advertiser: PG&E
Title: Fridge Recycle

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: SERVER VIRTUALIZATION

Award: Silver ADDY® Award
Entrant: Venables Bell & Partners
Advertiser: PG&E
Title: STANDBY

46 A Regional/National TV Campaigns, Consumer Products (45A-45G)

Award: Gold ADDY® Award
Entrant: Hoffman/Lewis
Advertiser: Toyota
Title: Toyota-Prius Campaign

46 C Regional/National TV Campaigns, Consumer Services (45M-45V)

Award: Silver ADDY® Award
Entrant: Swirl
Advertiser: Pacific Gas & Electric
Title: A Better Bulb

48 A Cinema Advertising, Movie Trailers

Award: Bronze ADDY® Award
Entrant: MiO Productions
Advertiser: Casa Vargas Productions
Title: El Gigante Awakens

48 B Cinema Advertising, In-Theatre Commercials or Slides

Award: Bronze ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Distress Call

MIXED MEDIA (Cross Platform) CAMPAIGNS

51 Consumer, Local,

Award: Silver ADDY® Award
Entrant: Crossover Creative Group
Advertiser: RPD (Richmond Police Dept.)/ City of Richmond
Title: 'Lead' Campaign

Award: Bronze ADDY® Award
Entrant: California Pacific Medical Center
Advertiser: California Pacific Medical Center
Title: Beyond Medicine

Award: Bronze ADDY® Award
Entrant: rbg marketing
Advertiser: Accuray
Title: The fight of my life.

52 Consumer, Regional / National,

Award: Gold ADDY® Award1899
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: You Make It You

Award: Silver ADDY® Award
Entrant: Digital Praise Inc
Advertiser: Digital Praise Inc
Title: Dance Praise 2 - the ReMix

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education Integrated Campaign

Award: Silver ADDY® Award
Entrant: Dotglu
Advertiser: Sharper Image/ Roger Bensinger (No longer with Sharper)
Title: Father's Day 2007

Award: Silver ADDY® Award
Entrant: Dotglu
Advertiser: The Sharper Image/ Roger Bensimon (no longer with Sharper)
Title: Who's your Mommy

Award: Silver ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft XBOX
Title: Believe

Award: Bronze ADDY® Award
Entrant: Duncan/Channon
Advertiser: Kim Crawford
Title: Kim Crawford campaign

Award: Bronze ADDY® Award
Entrant: Duncan/Channon
Advertiser: Sega
Title: Mario & Sonic at the Olympic Games campaign

ADVERTISING FOR THE ARTS & SCIENCES

53 C Collateral, Brochure / Sales Kit

Award: Silver ADDY® Award
Entrant: Skona Advertising
Advertiser: Meyer Sound
Title: Constellation Brochure

53 G Collateral, Cards, Invitations or Announcements (Special Event Material)

Award: Silver ADDY® Award
Entrant: Skona Advertising
Advertiser: Meyer Sound
Title: Meyer Sound Holiday Greeting

54 A Print , Magazine

Award: Gold ADDY® Award
Entrant: Jocoto Advertising
Advertiser: Heidelberg Engineering
Title: Heidelberg Engineering - Know Where You Are Ads

55 D Broadcast/Electronic, Interactive

Award: Bronze ADDY® Award
Entrant: Mekanism
Advertiser: Ad Council/JWT NT
Title: Boost

58 Direct Marketing, Specialty Items,

Award: Bronze ADDY® Award
Entrant: Goodman Marketing Partners
Advertiser: College of San Mateo, KCSM-FM
Title: Jazz Lovers

59 A Campaign, Single Medium Campaign (for categories 53-58)

Award: Gold ADDY® Award
Entrant: Brainchild Creative
Advertiser: Long Now Foundation
Title: Long Now Museum Poster Campaign

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Beat Museum
Title: Beat Museum Wild Postings

59 B Campaign, Mixed / Multiple Media Campaign (for categories 53-58)

Award: Gold ADDY® Award1899
Entrant: Brainchild Creative
Advertiser: Long Now Foundation
Title: Long Now Museum Multi-Media Campaign

PUBLIC SERVICE

60 G Collateral, Cards / Invitations or Announcements

Award: Silver ADDY® Award
Entrant: Skona Advertising
Advertiser: ALRP
Title: ALRP 24th Annual Reception Invitation

62 A Broadcast/Electronic, TV

Award: Silver ADDY® Award
Entrant: Brainchild Creative
Advertiser: Flex Your Power
Title: Flex Your Power/Legacy "Drought"

Award: Silver ADDY® Award
Entrant: Brainchild Creative
Advertiser: Flex Your Power
Title: Flex Your Power/Legacy "To My Children"

62 D Broadcast/Electronic, Interactive

Award: Silver ADDY® Award
Entrant: Mekanism
Advertiser: Ad Council
Title: Boost

Award: Silver ADDY® Award
Entrant: Mekanism
Advertiser: Pacific Gas & Electric
Title: Letsgreenthiscity

63 Out-of-Home,

Award: Gold ADDY® Award
Entrant: Brainchild Creative
Advertiser: Flex Your Power
Title: Flex Your Power/Legacy "Water"

64 Non-Traditional (See Glossary for Definition),

Award: Gold ADDY® Award
Entrant: Grey San Francisco
Advertiser: Grey San Francisco
Title: Holiday Card

66 A Campaign, Single Medium Campaign (for categories 60-65)

Award: Gold ADDY® Award
Entrant: Brainchild Creative
Advertiser: Flex Your Power
Title: Flex Your Power/Legacy Campaign

Award: Gold ADDY® Award
Entrant: Brainchild Creative
Advertiser: Flex Your Power
Title: Flex Your Power/Legacy Outdoor Campaign

66 B Campaign, Mixed / Multiple Media Campaign (for categories 60-65)

Award: Gold ADDY® Award
Entrant: Brainchild Creative
Advertiser: Flex Your Power
Title: Flex Your Power/Legacy Multi Media Campaign

Award: Gold ADDY® Award1899
Entrant: Venables Bell & Partners
Advertiser: The Montana Meth Project
Title: THE MONTANA METH PROJECT

Award: Silver ADDY® Award
Entrant: Mortar
Advertiser: St. Marys Medical Center
Title: St. Mary's "Famous Last Words"

Award: Bronze ADDY® Award
Entrant: 499 Commute
Advertiser: Solano County Health and Social Services Department
Title: Dedicated

Award: Bronze ADDY® Award
Entrant: OneWorld Communications
Advertiser: CPUC Consumer Protection Initiative
Title: Telephone Soap Opera

Award: Bronze ADDY® Award
Entrant: 499 Commute
Advertiser: Goodwill - San Francisco, San Mateo. Marin
Title: Tale of Two Shirts

ADVERTISING INDUSTRY SELF-PROMOTION

67 A Creative Services and Industry Suppliers, Collateral (brochures, posters, etc.)

Award: Silver ADDY® Award
Entrant: Gauger + Associates
Advertiser: Gauger + Associates
Title: This End Up

Award: Silver ADDY® Award
Entrant: Mortar
Advertiser: Mortar
Title: 48 Pages of Potential

67 D Creative Services and Industry Suppliers, Newsletter

Award: Gold ADDY® Award
Entrant: Creative Concepts
Advertiser: Greater San Francisco Ad Club
Title: Glyph Magazine Cover

Award: Bronze ADDY® Award
Entrant: Compass Marketing
Advertiser: Timbers Resorts
Title: The Trading Post

67 F Creative Services and Industry Suppliers, Interactive

Award: Gold ADDY® Award1899
Entrant: Grey San Francisco
Advertiser: Grey San Francisco
Title: Holiday Card

Award: Gold ADDY® Award
Entrant: Avenue A Razorfish
Advertiser: Avenue A | Razorfish
Title: 2007 Avenue A | Razorfish Holiday e-Card

Award: Silver ADDY® Award
Entrant: Mekanism
Advertiser: Mekanism
Title: Mekanism

67 I Creative Services and Industry Suppliers, Direct Marketing/Specialty Items

Award: Bronze ADDY® Award
Entrant: Hub Strategy
Advertiser: Hub Strategy
Title: HUB STRATEGY T-SHIRT

67 J Creative Services and Industry Suppliers, Cards, Invitations or Announcements (Special Event Material)

Award: Gold ADDY® Award
Entrant: Gauger + Associates
Advertiser: Gauger+Associates
Title: Gauger + Associates 2007 Holiday Card

Award: Silver ADDY® Award
Entrant: Skona Advertising
Advertiser: Skona Advertising
Title: Skona Holiday Coasters

ELEMENTS OF ADVERTISING

70 Logo,

Award:	Gold ADDY® Award
Entrant:	Shennum Green
Advertiser:	ALZA Corporation
Title:	ALZA SPF-1000
Award:	Gold ADDY® Award
Entrant:	Gauger + Associates
Advertiser:	Advana Science
Title:	Advana Science Logo
Award:	Gold ADDY® Award
Entrant:	Gauger + Associates
Advertiser:	Ricelife
Title:	Ricera Logo
Award:	Gold ADDY® Award
Entrant:	Gauger + Associates
Advertiser:	Sunlight Electric, LLC
Title:	Sunlight Electric Logo
Award:	Silver ADDY® Award
Entrant:	Young Wells
Advertiser:	East West Partners
Title:	Flagstaff at Empire Pass Logo
Award:	Silver ADDY® Award
Entrant:	Young Wells
Advertiser:	The Leamington
Title:	The Leamington Logo
Award:	Silver ADDY® Award
Entrant:	tesser
Advertiser:	Hot Dog on a Stick
Title:	Hot Dog on a Stick Logo
Award:	Silver ADDY® Award
Entrant:	Skona Advertising
Advertiser:	Meyer Sound
Title:	Meyer Sound Golf Logo
Award:	Bronze ADDY® Award
Entrant:	Gauger + Associates
Advertiser:	Shea
Title:	Shea Homes Boulevard Logo

Award: Bronze ADDY® Award
Entrant: Young|Wells
Advertiser: Theresa Interiors
Title: Theresa Interiors Logo

71 A Illustration , Single

Award: Gold ADDY® Award1899
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Community

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Launch

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Mass Neutral

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: Wireless Sharing

71 B Illustration, Illustration Campaign

Award: Gold ADDY® Award
Entrant: McCann Worldgroup San Francisco
Advertiser: Microsoft Zune
Title: You Make It You

72 B Photography, Color

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Experian
Title: Experian

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education

72 D Photography, Photo Campaign

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: SanDisk
Title: Slot Education

Award: Silver ADDY® Award
Entrant: Grey San Francisco
Advertiser: Experian
Title: Experian

73 A Animation or Special Effects , Video, Film

Award: Gold ADDY® Award
Entrant: NBC11/KNTV
Advertiser: NBC11 News (self promotion)
Title: Moving Pictures Steeplejack

Award: Silver ADDY® Award
Entrant: NBC11/KNTV
Advertiser: NBC11 (self-promotion)
Title: NBC11 Seasonal ID 'Howling Wolf'

Award: Silver ADDY® Award
Entrant: NBC11/KNTV
Advertiser: NBC11 (self-promotion)
Title: Seasonal ID 'Skating Peacock'

Award: Bronze ADDY® Award
Entrant: NBC11/KNTV
Advertiser: Fry's Electronics
Title: Fry's Electronics

73 B Animation or Special Effects, Internet

Award: Silver ADDY® Award
Entrant: Mekanism
Advertiser: Pacific Gas & Electric
Title: Flight of the CFL's

74 A Sound, Music Only

Award: Silver ADDY® Award
Entrant: Disher Music & Sound
Advertiser: TiVo Inc.
Title: TiVo Fusion

Award: Silver ADDY® Award
Entrant: Pyramind
Advertiser: Landor
Title: Microsoft: Practical Magic

Award: Bronze ADDY® Award
Entrant: Disher Music & Sound
Advertiser: Encanterra, Trilogy Country Club
Title: Encanterra

74 C Sound, Sound Design

Award: Gold ADDY® Award
Entrant: Disher Music & Sound
Advertiser: TiVo Inc.
Title: TiVo Fusion

Award: Silver ADDY® Award
Entrant: Disher Music & Sound
Advertiser: Encanterra, Trilogy Country Club
Title: Encanterra