



AMERICAN  
ADVERTISING  
FEDERATION  
OF MIAMI

**BRAND  
NEW**

**2019 ADDY AWARD WINNERS**



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The American Advertising Awards is one of the industry's largest creative competitions, attracting nearly 35,000 professional and student entries each year through local club competitions.

The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in advertising.

## ENTER LOCALLY. WIN NATIONALLY.

2019 was an interesting year in our awards show with many newcomers taking the top honors. We had a great night at Miami Design District's Palm Court Ballroom where we also honored our first ever Creative Futures Scholarship recipients.

Through the generous support of  
Miami's advertising community  
we were able to grant

**\$6,000 in scholarships**

**This has been by far our biggest achievement to date  
and we hope to not only match but surpass this goal in 2020.**



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## ABOUT THE CREATIVE FUTURES SCHOLARSHIP FUND:

The American Advertising Federation is over 40,000 members strong and we are committed to the growth and progress of the industry as a whole. That means recognizing the lack of diversity within certain roles at the agency level and understanding that the pursuit of creative passion is often a luxury not afforded to everyone.

As a non-profit that is committed to the progress of creativity and equal opportunity for all, we aim to make this small step in alleviating some of the financial burden around the next generation's objective of a career in the creative industry.

That's why we introduced the

## CREATIVE FUTURES SCHOLARSHIP

to benefit Title 1 Miami public high school students who show promise in a creative field.

Title 1 Public high schools are schools with a student base where at least 40% come from low-income families.

This is where we know we can make the biggest difference.

A \$2,000 scholarship can buy the next generation of creatives a computer, a camera, or other necessary equipment that will enable them to enter our workforce. With so many cuts in public school funding related to the arts, we see this scholarship as necessary to keep creative curiosity alive among our most underprivileged youth.

**TO GIVE MAKE A GIFT VISIT:  
[aafmiami.com/scholarship](http://aafmiami.com/scholarship)**



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## 2019 ADDY JUDGES



### **CHRIS WOOSTER - EXECUTIVE CREATIVE DIRECTOR - T3 (Austin, Texas)**

After deciding at 13 that he wanted to be in “advertising,” Chris has built a 25-year career as a writer, designer and creative director, building brands and brand experiences. He’s currently Executive Creative Director at Austin-based indie digital and brand shop T3.

His career includes branding and UX roles at two-time *Ad Age* Agency Of The Year mcgarrybowen, at Mullen, and as in house writer/art director at the now-shuttered, but legendary *Boston Phoenix* alternative newspaper and its pioneering radio station 101.7 WFNX. Chris can also roll a sea kayak, operate a 10-wheeled dump truck, and buried a sizable stash of pennies behind his boyhood home near Buffalo. They’re still there.



### **GAVIN DRUMMONS - CREATIVE DIRECTOR - CLOUDRAKER (Montreal, Canada)**

Gavin is Creative Director at CloudRaker, a creative and technology agency with offices in Montréal and Toronto. Over his 15-year career, he has developed award-winning national and international campaigns for some of Canada’s most iconic brands, including Kijiji, VIA Rail Canada, the Port of Montreal, the Royal Canadian Mounted Police and the Canadian Armed Forces. Formerly with Ogilvy, he now divides his time between traditional advertising campaigns and branded content, helping CloudRaker deliver meaningful experiences and tools to consumers on behalf of ambitious clients.



### **RICARDO TURCIOS - EXECUTIVE CREATIVE DIRECTOR, PUBLICIS HAWKEYE (DALLAS, TEXAS)**

Ricardo was born in New York city to a fearless, entrepreneurial couple from Guatemala. Over the last 19 years, he’s accumulated a global perspective of marketing having worked in the USA, Europe and Asia.

Ricardo has developed marketing campaigns for some of the world’s most recognized multi-national brands, including Procter & Gamble, Coca-Cola, Heineken International, Colgate-Palmolive, Lucky Strike + Formula One, Unilever, Reckitt Benckiser and Hershey’s. His marketing stories have been told around the world.

As an ECD, Ricardo has managed wonderfully diverse, multi-disciplined creative teams who have been recognized in every major international awards festival.

# PROFESSIONAL GOLD

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*Listed in order of ranking*

**BEST OF ELEMENTS OF ADVERTISING**

**Entry Title:** St. Croix River: Zoning Rules  
**Company:** Artex Productions  
**Category:** Animation, Special Effects

**Entry Title:** Royal Family Sailing Announcement  
**Company:** Royal Caribbean  
**Category:** Sales & Marketing Announcement

**HONORABLE MENTION**

**HONORABLE MENTION**

**Entry Title:** TIPOFF Magazine  
**Company:** Miami Heat  
**Category:** Cover Design

**Entry Title:** Symphony Inagural Campaign  
**Company:** Royal Caribbean  
**Category:** National Integrated Campaign

**Entry Title:** Celebrity Edge  
**Company:** Artex Productions  
**Category:** Cinematography

**Entry Title:** Restoring Puerto Rico  
**Company:** CCOM Group  
**Category:** Webisode Series

**BEST OF FILM, VIDEO & SOUND**

**BEST OF SALES & MARKETING**

**Entry Title:** High Value Direct Mail  
**Company:** Royal Caribbean  
**Category:** Direct Mail

**Entry Title:** Celebrity Edge: Culinary  
**Company:** Artex Productions  
**Category:** Special Effects, Motion Graphics

**BEST OF ONLINE**

**Entry Title:** The Force that Moves the Bravest  
**Company:** Zubi Advertising  
**Category:** Online Campaign

**Entry Title:** Jack Daniels - Turno 7  
**Company:** Be Underdog  
**Category:** Branded Entertainment Content

**Entry Title:** Celebrity Edge: Spa  
**Company:** Artex Productions  
**Category:** Special Effects CGI

**Entry Title:** The Force that Moves the Bravest  
**Company:** Zubi Advertising  
**Category:** In Theatre Commercial

**BEST OF CROSS PLATFORM**

**Entry Title:** Chuleando My Ride  
**Company:** CCOM Group  
**Category:** National Integrated Campaign

**Entry Title:** Open Up to Join the Chorus  
**Company:** Republica Havas  
**Category:** Cinematography

**HONORABLE MENTION**



# PROFESSIONAL SILVER

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**Entry Title:** The Force that Moves the Bravest  
**Company:** Zubi Advertising  
**Category:** Internet Commercial

**Entry Title:** Como Nunca Antes  
**Company:** Republica Havas  
**Category:** Cinematography

**Entry Title:** Restoring Puerto Rico  
**Company:** CCOM Group  
**Category:** Social Media Campaign

**Entry Title:** Ciroc 3D  
**Company:** Be Underdog  
**Category:** Website Takeover

**Entry Title:** Chuleando My Ride  
**Company:** CCOM Group  
**Category:** Video Editing

**Entry Title:** First Responders  
**Company:** CCOM Group  
**Category:** Regional Single Spot

**Entry Title:** The Force that Moves the Bravest  
**Company:** Zubi Advertising  
**Category:** Single Spot :30 Seconds

**Entry Title:** Bite Sized Stories **HONORABLE MENTION**  
**Company:** WOW MKTG  
**Category:** In Theatre Commercials

**Entry Title:** Jack Daniels - Turno 7  
**Company:** Be Underdog  
**Category:** TV National Campaign

**Entry Title:** Como Nunca Antes  
**Company:** Republica Havas  
**Category:** Single Spot

**Entry Title:** In-State Room Collateral  
**Company:** Royal Caribbean  
**Category:** Sales & Marketing Collateral

**Entry Title:** Bauducco - **BEST OF OUT-OF-HOME**  
Thanksgiving Times Square  
**Company:** SambaRock  
**Category:** OOH Digital

**Entry Title:** Alton Bay Miami Beach Sales Kit  
**Company:** ISG World  
**Category:** Sales & Marketing Collateral -  
Sales Kit

**Entry Title:** Futbol  
**Company:** Republica Havas  
**Category:** National Integrated Consumer Campaign





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*Listed in order of ranking*

**Entry Title:** Fortune Teller  
**Company:** Zubi Advertising  
**Category:** Single Spot

**Entry Title:** Open Up to Join the Chorus  
**Company:** Republica Havas  
**Category:** Film single entry

**Entry Title:** Bite Sized Stories  
**Company:** WOW MKTG  
**Category:** In Theatre Commercials

**Entry Title:** Fortune Teller  
**Company:** Zubi Advertising  
**Category:** Single Spot :30 Seconds

**Entry Title:** Casino Royale Direct Mail  
**Company:** Royal Caribbean  
**Category:** Direct Mail Campaign

**Entry Title:** Explora el Origen  
**Company:** Be Underdog  
**Category:** Online Branded Content

**Entry Title:** Symphony of the Seas  
**Company:** Royal Caribbean  
**Category:** Online Branded Content

**Entry Title:** Mixed UP  
**Company:** CCOM Group  
**Category:** Video Editing

**Entry Title:** Navigator of the Seas  
**Company:** Royal Caribbean  
**Category:** Cross Platform Campaign

**Entry Title:** Casino Royale Direct Mailer  
**Company:** Royal Caribbean  
**Category:** Direct Marketing

**Entry Title:** Celebrity Edge  
**Company:** Artex Productions  
**Category:** Online Film Campaign

**Entry Title:** Open Up to Join the Chorus  
**Company:** Republica Havas  
**Category:** Music Video

**Entry Title:** The Force that Moves the Bravest  
**Company:** Zubi Advertising  
**Category:** Single Spot

**Entry Title:** Celebrity Edge: Grand Plaza  
**Company:** Artex Productions  
**Category:** Internet Spot





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**Entry Title:** Sugar Beach Campaign  
**Company:** Royal Caribbean  
**Category:** Cross Platform Campaign

**Entry Title:** Earn Your Greatness  
**Company:** Artex Productions  
**Category:** Sound Design

**Entry Title:** ISG World Miami Report 2018  
**Company:** ISG World  
**Category:** Magazine Design

**Entry Title:** Meet the Weirdos  
**Company:** Beyond the Agency  
**Category:** Social Media Campaign

**Entry Title:** Explora El Origen  
**Company:** Be Underdog  
**Category:** Social Media Campaign

**Entry Title:** Ciroc 3D **HONORABLE MENTION**  
**Company:** Be Underdog  
**Category:** Online Campaign

**Entry Title:** Embrace Tomorrow  
**Company:** Republica Havas  
**Category:** Public Service Film

**Entry Title:** Fortune Teller  
**Company:** Zubi Advertising  
**Category:** Single Spot

**Entry Title:** Perfect Day Announcement  
**Company:** Royal Caribbean  
**Category:** Cross Platform Campaign

**Entry Title:** Wynwood Brewing Rebrand  
**Company:** The Workshop  
**Category:** Brand Identity Campaign

**Entry Title:** FPL "IMAGE" Campaign  
**Company:** CCOM Group  
**Category:** Cross Platform Campaign

**Entry Title:** 2nd Annual CommuniTea Dance  
**Company:** Arscht Center  
**Category:** Branded Content

**Entry Title:** Innovation  
**Company:** CCOM Group  
**Category:** Single Spot

**Entry Title:** Chuleando Mi Ride  
**Company:** CCOM Group  
**Category:** Single Spot





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*Listed in order of ranking*

**Entry Title:** Suwannee County Night Campaign Photo  
**Company:** Blackdog Advertising  
**Category:** Photography Still

**Entry Title:** Ciroc Black Raspberry  
**Company:** Be Underdog  
**Category:** Online Campaign

**Entry Title:** Flamenco Festival Mailer  
**Company:** Arsch Center  
**Category:** Direct Mailer

**Entry Title:** Ciroc Black  
**Company:** Be Underdog  
**Category:** Online Campaign

**Entry Title:** Prohibition Museum Libations email  
**Company:** Blackdog Advertising  
**Category:** Email

**Entry Title:** Juntos Somos Inseparables  
**Company:** Republica Havas  
**Category:** Out of Home

**Entry Title:** Smithsonian Art to Wear  
**Company:** Victor Rodriguez  
**Category:** Catalog

**Entry Title:** Chuleando Mi Ride  
**Company:** CCOM Group  
**Category:** Online Film Campaign

**Entry Title:** Perfect Day at CocoCay  
**Company:** Royal Caribbean  
**Category:** Out of Home



# MIAMI LOCAL

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*Local Categories are  
specific Wonly to Miami.*

*These projects do not advance  
for consideration at the District  
or National levels.*

*Our Judges choose 1 project  
out of all the categories and  
1 Honorable Mention.*

## WINNER

**MIAMI HEAT - VICE CITY CAMPAIGN**  
BEST MIAMI BRAND OVERALL  
by Miami Heat

## HONORABLE MENTION

**MEET THE WEIRDOS**  
VIDEO UNDER 5K  
by Beyond The Agency



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**BEST IN SHOW**

**Entry Title:** Hush

**School:** Miami Ad School

**Category:** Digital Creative Technology

**Entry Title:** The Martian

**School:** University of Miami

**Category:** Animation

**Entry Title:** Aladdin Title Sequence

**School:** University of Miami

**Category:** Animation

**Entry Title:** Cheeky Paper Co.

**School:** University of Miami

**Category:** Integrated Branding Identity

**Entry Title:** Geo Snap

**School:** Miami Ad School

**Category:** Digital Creative Technology

**Entry Title:** The Case for Her (Period)

**School:** University of Miami

**Category:** Social Media

**Entry Title:** Adidas Matchpoint

**School:** University of Miami

**Category:** Integrated Advertising Campaign

**Entry Title:** Amazon Care

**School:** Miami Ad School

**Category:** Online Campaign

**Entry Title:** Take 7 for Fandango

**School:** Miami Ad School

**Category:** Mobile App

**Entry Title:** Learning Curve with Amazon Alexa

**School:** Miami Ad School

**Category:** Mobile App

**Entry Title:** Talanoa Simulation Reality

**School:** University of Miami

**Category:** Cinematography

**Entry Title:** Tap42 - Handcrafted Ingredients

**School:** University of Miami

**Category:** Photo Campaign

**Entry Title:** Google Medic

**School:** University of Miami

**Category:** Digital Creative Technology

**Entry Title:** Adidas My Ladder

**School:** University of Miami

**Category:** Integrated Advertising Campaign

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**Entry Title:** Beneath the Burden  
**School:** University of Miami  
**Category:** Photography Campaign

**Entry Title:** Hellman's Urban Orchard  
**School:** University of Miami  
**Category:** Ambient Installation

**Entry Title:** CHUPA  
**School:** University of Miami  
**Category:** Brand Identity Campaign

**Entry Title:** Caribu  
**School:** University of Miami  
**Category:** Illustration Campaign

**Entry Title:** PaperMinds  
**School:** University of Miami  
**Category:** Ambient Installation

**Entry Title:** German for Graphic Design  
**School:** Miami Ad School  
**Category:** Book Design

**Entry Title:** La Sifrina  
**School:** University of Miami  
**Category:** Brand Identity Campaign

**Entry Title:** Dusk  
**School:** University of Miami  
**Category:** Brand Identity Campaign

**Entry Title:** LinkedIn Unbiased  
**School:** University of Miami  
**Category:** Digital Creative Technology

**Entry Title:** Texas Beard Co - Be Remembered  
**School:** University of Miami  
**Category:** Magazine Campaign

**Entry Title:** Crisis Cards  
**School:** Miami Ad School  
**Category:** Guerilla Campaign

**Entry Title:** Group Orders by Starbucks  
**School:** Miami Ad School  
**Category:** Digital Creative Technology

**Entry Title:** Drunk Bagel  
**School:** University of Miami  
**Category:** Brand Identity Campaign

**Entry Title:** The Greatest Home on Earth  
**School:** University of Miami  
**Category:** Magazine Campaign

**Entry Title:** Hello Fresh Goodbye Waste  
**School:** University of Miami  
**Category:** Integrated Campaign

**Entry Title:** The Potential Project  
**School:** University of Miami  
**Category:** Ambient Installation

**Entry Title:** Closer with Caribu  
**School:** University of Miami  
**Category:** Magazine Campaign

**Entry Title:** The Invisible Update  
**School:** Miami Ad School  
**Category:** Mobile Apps

**Entry Title:** Just Say It. Period.  
**School:** University of Miami  
**Category:** Social Media

**Entry Title:** Google Pitch - Here and Now  
**School:** Miami Ad School  
**Category:** Television Single



**Questions?  
Comments?**

**EMAIL**

**president@aafmiami.com  
and/or  
addys@miami.com**



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