
SALES & MARKETING

Sales Promotion > 01 - Product or Service Sales Promotion > 01B - Sales Kit or Product Information Sheets

Entry ID: 01B-159180-04-MIA

Award: Silver ADDY Award

Entrant: Diego + Kbar + Partners, Miami Beach, Florida

Advertiser: Delta Air Lines, Inc.

Title: Delta's Captain Orlando Kit for Travel Agencies in Sao Paulo, Brazil

Credits:

Andres Diez, Jean Pierre Perez, Jasmine Estrada, Art Directors
Damian Coscia, Matías Iribarne, Estevam Sá da Bandeira, Copywriters
Katia Queiroz, Regional Account Manager
Luciana Gortari, VP Client Services Director

Entry ID: 01B-160746-04-MIA

Award: Silver ADDY Award

Entrant: Diego + Kbar + Partners, Miami Beach, Florida

Advertiser: Delta Air Lines, Inc.

Title: Delta's Magic Wands for HVCs in Sao Paulo, Brazil

Credits:

Andres Diez, Jean Pierre Perez, Jasmine Estrada, Art Directors
Damian Coscia, Matias Iribarne, Estevam Sa da Bandeira, Copywriters
Katia Queiroz, Regional Account Manager
Luciana Gortari, VP Client Services Director

Sales Promotion > 01 - Product or Service Sales Promotion > 01C - Menu

Entry ID: 01C-138009-04-MIA

Award: Silver ADDY Award

Entrant: Norwegian Cruise Line, Miami, Florida

Advertiser: Norwegian Cruise Line

Title: Tobacco Road Menu

Credits:

Peter Baedita, Creative Director
Becky Winters, ACD Creative
Ari Barrios, Assistant Manager

Entry ID: 01C-156168-04-MIA

Award: Silver ADDY Award

Entrant: Norwegian Cruise Line, Miami, Florida

Advertiser: Norwegian Cruise Line

Title: Teppanyaki Menu

Credits:

Peter Baedita, Creative Director
Dan Gonzalez, Sr. Designer
Ari Barrios, Assistant Manager

SALES & MARKETING

Sales Promotion > 02 - Packaging > 02B - Packaging Campaign

Entry ID: 02B-157523-04-MIA

Award: Silver ADDY Award

Entrant: A+S Ideas Studio, Miami, Florida

Advertiser: Wynwood Brewing Company

Title: Wynwood Brewing Co. Packaging

Credits:

Sarima Gracia, CCO + Partner
Andres Fernandez, CSO + Partner

SALES & MARKETING

Collateral Material > 05 - Annual Report

Entry ID: 05-108812-04-MIA

Award: Gold ADDY Award

Entrant: ISG World, Miami, Florida

Advertiser: ISG World Creative Division

Title: ISG World Miami Report Fall 2015

Credits:

Veronica Escobedo, Chief Marketing Officer
Edward Trelles, Creative Director
Kattie Maldonado, Communications Director
Melissa Tello, Marketing Coordinator
Andres Penalver, Marketing Administrator
Rowena Luna, Marketing Manager
Athena Rossano, Director of Market Research
Daniella Aragon, Market Research Coordinator

SALES & MARKETING

Collateral Material > 07 - Brochure > 07A - Single Unit

Entry ID: 07A-158937-04-MIA

Award: Gold ADDY Award

Entrant: Norwegian Cruise Line, Miami, Florida

Advertiser: Norwegian Cruise Line

Title: Escape Brochure

Credits:

Peter Baedita, Creative Director
Joey Busa, Sr. Designer
Ian Mavorah, ACD Copy
D'Arianne Warren, Product Manager

Entry ID: 07A-127075-04-MIA

Award: Silver ADDY Award

Entrant: PIL Creative Group, Coral Gables, Florida

Advertiser: Playa Hotel & Resorts

Title: Playa The Royal & Grans Resorts Wedding Brochure

Credits:

Patsy Linares, Creative Director
Gretel Rojas, Associate Creative Director
Guissel Fernandez, Graphic Designer
Claudia Borges, Graphic Designer

Entry ID: 07A-161248-04-MIA

Award: Silver ADDY Award

Entrant: Adrienne Arsht Center for the Performing Arts, Miami, Florida

Advertiser: Adrienne Arsht Center for the Performing Arts

Title: Arsht Center - 1516 Fall Season Brochure

Credits:

Andrew Goldberg, Vice President, Marketing
Luis Palomares, Senior Director, Creative Services
Roberto Villazon, Hi-Gloss

Collateral Material > 07 - Brochure > 07B - Brochure Campaign

Entry ID: 07B-144875-04-MIA

Award: Gold ADDY Award

Entrant: PIL Creative Group, Coral Gables, Florida

Advertiser: Seabourn Cruise Line

Title: Seabourn Cruise Collection

Credits:

Patsy Linares, Creative Director
Maria Hernandez, Associate Creative Director
Gretel Rojas, Associate Creative Director
Guissel Fernandez, Graphic Designer
Claudia Borges, Graphic Designer

SALES & MARKETING

Collateral Material > 09 - Special Event Material > 09B - Card, Invitation, Announcement Campaign

Entry ID: 09B-160258-04-MIA

Award: Gold ADDY Award

Entrant: Royal Caribbean International, Miami, Florida

Advertiser: Royal Caribbean International

Title: Anthem of the Seas Inaugural

Credits:

Samantha Riepe, Senior Creative Manager
Edward Domeq, Art Director
Fern Bishop, Traffic Specialist
Mara Rueda, Account Executive

SALES & MARKETING

Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 14 - Brand Elements

Entry ID: 14-158781-04-MIA

Award: Silver ADDY Award

Entrant: SapientNitro, Miami, Florida

Advertiser: SapientNitro

Title: SapientNitro @ Cannes Lions

Credits:

Chiny Chewning, Executive Creative Director
Omar Fajardo, Associate Creative Director
Danielle Dailey, Associate Creative Director
Nicole Peraita, Sr. Art Director
Kiley Lapointe, Project Manager
Katarina Bromberg, Project Manager
Meghan Flannery, Social Strategy Manager

SALES & MARKETING

Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 16 - Special Event Materials

Entry ID: 16-161041-04-MIA

Award: Silver ADDY Award

Entrant: 500 Degrees Studio, Miami, Florida

Advertiser: 500 Degrees Studio

Title: Burger King Franchisee Convention

Credits:

Kimberly Hughes, Account Director
Danny Cibran, Director of New Business
Luis Ferrero, Creative Supervisor
Dave Klare, Associate Creative Director
Lin Wachalec, Senior Project Manager
Penelope Vittek, Senior Print Buyer
Kurt Eby, Director of Production
Lucas Human, Art Director
Shawn Brown, COO
Lance Dooley, Creative Director
Stan Anderson, Print Buyer

PRINT ADVERTISING

Magazine Advertising > 17 - Magazine Advertising > 17A - Full Page Or Less – Single Unit

Entry ID: 17A-151353-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Cheetah

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Christian Liu, Creative Director
Mimi Cossio, Senior Print Production Company
Garrigosa Studios, Production Company

Entry ID: 17A-160383-04-MIA

Award: Gold ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Telemundo

Title: Beacon of Health

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Michael De Jesus, Associate Creative Director
Derrick Muñiz, Associate Creative Director
Chris Salazar, Head of Design
Antonio Escobar, Art Director
Andrea Lebron, Account Director
Natalie Rodriguez, Account Manager

Cesar Conde, Chairman of NBCUniversal International Group and NBCUniversal Telemundo Enterprises

Entry ID: 17A-151323-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Panda

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
David Alvarez Rizo, Creative Director
Juan Camilo Valdivieso, Creative Director
Roberto Martinez, Art Director
Mimi Cossio, Senior Print Production Manager
Maria Carolina Reimpell, Account Director

Entry ID: 17A-160223-04-MIA

Award: Silver ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Sedano's

Title: Broccoli Storm

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Derrick Muñiz, Associate Creative Director
Antonio Escobar, Art Director
Andrea Lebron, Account Director
Natalie Rodriguez, Account Manager

Entry ID: 17A-160357-04-MIA

Award: Silver ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Telemundo

Title: Beacon of Education

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Michael De Jesus, Associate Creative Director
Derrick Muñiz, Associate Creative Director
Chris Salazar, Head of Design
Antonio Escobar, Art Director
Andrea Lebron, Account Director
Natalie Rodriguez, Account Manager
Cesar Conde, Chairman of NBCUniversal International Group and NBCUniversal
Telemundo Enterprises

Entry ID: 17A-160382-04-MIA

Award: Silver ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Telemundo

Title: Beacon of Voice

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Michael De Jesus, Associate Creative Director
Derrick Muñiz, Associate Creative Director
Chris Salazar, Head of Design
Antonio Escobar, Art Director
Andrea Lebron, Account Director
Natalie Rodriguez, Account Manager
Cesar Conde, Chairman of NBCUniversal International Group and NBCUniversal
Telemundo Enterprises

Entry ID: 17A-160384-04-MIA

Award: Silver ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Telemundo

Title: Beacon of Finance

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Michael De Jesus, Associate Creative Director
Derrick Muñiz, Associate Creative Director
Chris Salazar, Head of Design
Antonio Escobar, Art Director
Andrea Lebron, Account Director
Natalie Rodriguez, Account Manager
Cesar Conde, Chairman of NBCUniversal International Group and NBCUniversal
Telemundo Enterprises

Magazine Advertising > 17 - Magazine Advertising > 17C - Magazine Advertising Campaign

Entry ID: 17C-151446-04-MIA

Award: Gold, Best of Show ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Fast Lighting Charcoal

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Christian Liu, Creative Director
Mimi Cossio, Senior Print Production Manager
Garrigosa Studios, Production Company

Entry ID: 17C-160347-04-MIA

Award: Silver ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Telemundo

Title: Beacons of Progress

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Michael De Jesus, Associate Creative Director
Derrick Muñiz, Associate Creative Director
Chris Salazar, Head of Design
Antonio Escobar, Art Director
Andrea Lebron, Account Director
Natalie Rodriguez, Account Manager
Cesar Conde, Chairman of NBCUniversal International Group and NBCUniversal
Telemundo Enterprises

PRINT ADVERTISING

Newspaper Advertising > 19 - Newspaper Advertising > 19A - Fractional Page – Single Unit

Entry ID: 19A-151384-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Cheetah

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Christian Liu, Creative Director
Mimi Cossio, Senior Print Production Company
Garrigosa Studios, Production Company

Entry ID: 19A-151333-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Panda

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
David Alvarez Rizo, Creative Director
Juan Camilo Valdivieso, Creative Director
Roberto Martinez, Art Director
Mimi Cossio, Senior Print Production Manager
Maria Carolina Reimpell, Group Account Director

**Newspaper Advertising > 19 - Newspaper Advertising > 19B - Full Page
– Single Unit**

Entry ID: 19B-158855-04-MIA

Award: Silver ADDY Award

Entrant: MARCA Miami, Miami, Florida

Advertiser: Dish Puerto Rico

Title: Shark Week Familia

Credits:

Armando Hernandez, Chief Creative Officer
Alejandro Berbari, VP Creative Director
Sebastian Aristizabal, Art director
Maria Dore, Production Manager
Manny Hernandez, Print Producer
Tony Nieves, President, Group Account Director
Zamar Vives, Account Director
Juliannie Tacoronte, Account Executive

**Newspaper Advertising > 19 - Newspaper Advertising > 19E -
Newspaper Advertising**

Entry ID: 19E-151489-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Fast Lighting Charcoal

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Christian Liu, Creative Director
Mimi Cossio, Senior Print Production Manager
Garrigosa Studios, Production Company

Entry ID: 19E-151590-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Lonely Germs

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Julian Milanese, Creative Director
Guido Fusetti, Creative Director
Maria Carolina Reimpell, Group Account Director

Entry ID: 19E-151534-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Fruit Company

Title: No Suprises

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Jorge Murillo, Senior Creative Director
Montserrat Valera, Creative Director
Carmen Cothorn, 2150 Editorial- Illustrator

Entry ID: 19E-155179-04-MIA

Award: Silver ADDY Award

Entrant: Bravo/Y&R Miami, Miami, Florida

Advertiser: Bravo/Y&R Miami

Title: Robot/Vase/Sneaker

Credits:

Claudio Lima, Chief Creative Officer
Gabriel Jardim, Art Director
Guto Monteiro, Copywriter
Selma Rodriguez, Regional Account Director
Veronica Schvimer, Regional Account Supervisor
Javier Pacheco, Regional Account Supervisor

Entry ID: 19E-157412-04-MIA

Award: Silver ADDY Award

Entrant: Bravo/Y&R Miami, Miami, Florida

Advertiser: Bravo/Y&R Miami

Title: Orchestra/ Hip Hop

Credits:

Claudio Lima, Chief Creative Officer
Pedro Pinhal, Creative Director
Guto Monteiro, Copywriter
Marlon Zanatti, Copywriter
Emilio Recio, Account Director
Vivian Zaldivar, Creative Services Manager

Entry ID: 19E-158019-04-MIA

Award: Silver ADDY Award

Entrant: ZUBI ADVERTISING, CORAL GABLES, Florida

Advertiser: Zubi Advertising

Title: Don't text & Drive

Credits:

IVAN CALLE, EXECUTIVE CREATIVE DIRECTOR

SUSAN OSORIO, ACCOUNT EXECUTIVE
CRISTIAN DURAN, ART DIRECTOR
OSCAR ALONSO, AGENCY PRODUCTION ARTIST
MAURICIO CANDELA, PHOTOGRAPHER
ZUMO, DIGITAL STUDIO
THE BLUR OFFICE, PRODUCTION COMPANY

PRINT ADVERTISING

Public Service (Print) > 22 - Public Service Print Advertising

Entry ID: 22-151632-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: Miami Dade Animal Services

Title: A Real Friend- Soccer Player

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
David Alvarez Rizo, Creative Director
Juan Camilo Valdivieso, Creative Director
Mimi Cossio, Senior Print Production Manager
Carola Chaurero, New Business Director
Carlos Nova, Illustrator

Entry ID: 22-151671-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: Miami Dade Animal Services

Title: A Real Friend- Singer

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer

David Alvarez Rizo, Creative Director
Juan Camilo Valdivieso, Creative Director
Mimi Cossio, Senior Print Production Manager
Carola Chaurero, New Business Director
Carlos Nova, Illustrator

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media > 25 - Installations > 25A - Single Installation

Entry ID: 25A-151685-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Fresh vs. Rotten

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Christian Liu, Creative Director
Jaume Rodriguez, Creative Director
Luis Aguilera, Senior Art Director
Mimi Cossio, Senior Print Production Manager/ Broadcast Producer
Rick Morales, Associate Producer/Editor
Karla Kruger, Senior Group Account Director
Letca, Production Company
Jorge Colon, Letca- Director
Monosonico, Music Studio
Daniel Reschinga, Monosonico

Entry ID: 25A-157310-04-MIA

Award: Silver ADDY Award

Entrant: Bravo/Y&R Miami, Miami, Florida

Advertiser: Bravo/Y&R Miami

Title: Frozen Foosball

Credits:

Claudio Lima, Chief Creative Officer
Mariano German-Coley, Creative Director
Benjamin Levy, Associate Creative Director
Gabriel Jardim, Art Director
Parana Films, Production Company
Juan Lamarca, Director
Federico Cantini, DP
Sebastian Leda, Francisco D'Amorim, Executive Producers
Sheila Suaya, Producer

OUT-OF-HOME & AMBIENT MEDIA

Out-of-Home > 27 - Poster > 27A - Poster - Single Unit

Entry ID: 27A-151436-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Cheetah

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Christian Liu, Creative Director
Mimi Cossio, Senior Print Production Company
Garrigosa Studios, Production Company

Entry ID: 27A-159234-04-MIA

Award: Gold ADDY Award

Entrant: MARCA Miami, Miami, Florida

Advertiser: Dish Puerto Rico

Title: Shark Week Familia

Credits:

Armando Hernandez, Chief Creative Officer
Alejandro Berbari, VP Creative Director
Sebastian Aristizabal, Art Director
Maria Dore, Production Manager
Manny Hernandez, Print Producer
Tony Nieves, President, Group Account Director
Zamar Vives, Account Director
Juliannie Tacoronte, Account Executive

Entry ID: 27A-151338-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Panda

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
David Alvarez Rizo, Creative Director
Juan Camilo Valdivieso, Creative Director
Roberto Martinez, Art Director
Mimi Cossio, Senior Print Production Manager
Maria Carolina Reimpell, Group Account Director

Entry ID: 27A-159504-04-MIA

Award: Silver ADDY Award

Entrant: MARCA Miami, Miami, Florida

Advertiser: Dish Puerto Rico

Title: Shark Week Smile

Credits:

Armando Hernandez, Chief Creative Officer
Alejandro Berbari, VP Creative Director
Sebastian Aristizabal, Art Director
Maria Dore, Production Manager
Manny Hernandez, Print Producer
Tony Nieves, President, Group Account Director
Zamar Vives, Account Director

Out-of-Home > 27 - Poster > 27B - Poster-Campaign

Entry ID: 27B-151493-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Fast Lighting Charcoal

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Christian Liu, Creative Director
Mimi Cossio, Senior Print Production Manager
Garrigosa Studios, Production Company

OUT-OF-HOME & AMBIENT MEDIA

Out-of-Home > 28 - Outdoor Board > 28B - Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

Entry ID: 28B-160837-04-MIA

Award: Silver ADDY Award

Entrant: Diego + Kbar + Partners, Miami Beach, Florida

Advertiser: Delta Air Lines, Inc.

Title: Delta's Hollywood Sign in Guatemala and El Salvador

Credits:

Andrés Diez, Jasmine Estrada, Art Directors
Katia Queiroz, Regional Account Manager
Damián Coscia, Creative Director
Luciana Gortari, VP Client Services Director

OUT-OF-HOME & AMBIENT MEDIA

Public Service (Out-of-Home & Ambient Media) > 34 - Public Service Ambient Media

Entry ID: 34-157343-04-MIA

Award: Silver ADDY Award

Entrant: Bravo/Y&R Miami, Miami, Florida

Advertiser: Bravo/Y&R NY

Title: Weed Advisor

Credits:

Claudio Lima, Chief Creative Officer
Pedro Pinhal, Creative Director
Carmelo Rodriguez, Creative Director - AD
Willy Lomana, Creative Director - CW
Jesselle Valdes, Art Director
Loipa Ramos, Copywriter
Emilio Recio, Account Director
Nils von Zelowitz, Managing Director
Lucy Mejer, Group Account Director
Maria Avellaneda, Group Account Supervisor
Geraldine Szabo, Strategic planner
Carmen Navarrete, Producer

ONLINE/INTERACTIVE

Websites > 37 - Websites > 37A - Consumer

Entry ID: 37A -149668-04-MIA

Award: Gold ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Sedano's

Title: Sedanos Website

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Xavier Castañeda, Digital Director
Sam Gualtieri, Art Director
Andrea Lebron, Account Director
Natalie Rodriguez, Account Manager
Derrick Muñiz, Associate Creative Director
Roberto Quiñones, UX Director

Entry ID: 37A -158806-04-MIA

Award: Gold ADDY Award

Entrant: Zubi Advertising, Coral Gables, Florida

Advertiser: Zubi Advertising

Title: Las Fantásticas Aventuras del Focus 2015

Credits:

Ivan Calle, Executive Creative Director
Rosamaria Mussfeldt, Group Creative Director
Yanisa Vélez, Senior Digital Copywriter
Janna Mamar, Senior Digital Art Director
José Morales, José Bao, Gabriela Aguilar, Digital Design Team
Natalia Rojas, Creative Technologist
Tim Hawkes, Ronnie González, Momo Parra, Production Team
Maylinn De La Maza, Group Director
Lindsay Fifelski, Marcella Murillo, Emily Ray, Account Team
Resn, Digital Production Company
Landia, Video Production Company
Indiehouse, Sound Editing Company

Entry ID: 37A -160174-04-MIA

Award: Gold ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Civic Nation

Title: Stand Stronger Website

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Sam Gualtieri, Art Director
Phil Greaux, Associate Creative Director
Xavier Castañeda, Digital Director
Roberto Quiñones, UX Director
Vanessa Salgueiro, Account Manager

Entry ID: 37A -143142-04-MIA

Award: Silver ADDY Award

Entrant: Ronin Advertising Group, Coral Gables, Florida

Advertiser: Vincent Xeus

Title: Vincent Xeus Website

Credits:

John " Swish" Swisher, Executive Creative Director / Partner
Karen Ableman, President / Partner
Maria Lucia Venegas, Creative Director
Tom Cwenar, Video / Photography
Sean Swisher, Digital Designer
TJ Tokarczyk, Digital Developer
Shannon Hancherick, Account Executive
Ann Trondle Price, Copywriter

Entry ID: 37A -154906-04-MIA

Award: Silver ADDY Award

Entrant: BlackDog Advertising, Miami, Florida

Advertiser: Historic Tours of America

Title: Arlington National Cemetery Tours Website

Credits:

John Penney, Creative Director
Jessica Tomlin, Creative Director

Sam Oertel, Web Designer
Humberto Abeja, Web Designer
Mitch Meyers, Internet Marketing Director
Jason Carbonell, Web Developer

Entry ID: 37A -158669-04-MIA

Award: Silver ADDY Award

Entrant: Ronin Advertising Group, Coral Gables, Florida

Advertiser: Millennium Tower Boston

Title: Millennium Tower Boston

Credits:

John " Swish" Swisher, Executive Creative Director / Partner
Karen Ableman, President / Partner
Maria Lucia Venegas, Creative Director
Sean Swisher, Digital Designer
Ann Trondle Price, copywriter
Yessy Alonso, Sr. Account Executive
Shannon Hancherick, Jr. Account Executive
Paul Norton, SEO Director
TJ Tokarczyk, Digital Developer

Entry ID: 37A -158822-04-MIA

Award: Silver ADDY Award

Entrant: Diaz Cooper Advertising, Miami, Florida

Advertiser: Navis

Title: Hawks Cay Resort Website Redesign

Credits:

Todd Cooper, Creative Director
Ryan Dalisay, Art Director
Thomas Nagl, Web Developer
Jason Tygielski, Copywriter

Entry ID: 37A -160852-04-MIA

Award: Silver ADDY Award

Entrant:	C3 Creative Group, Inc, Coral Gables, Florida
Advertiser:	One Sandy Lane
Title:	One Sandy Lane, Interactive Website
Credits:	Gillian Davidson, Creative Director Gina Constantino, Creative/Art Director Danny Sibai, Digital Developer
Entry ID:	37A -160864-04-MIA
Award:	Silver ADDY Award
Entrant:	C3 Creative Group, Inc., Coral Gables, Florida
Advertiser:	One Caribbean Estates
Title:	One Caribbean Estates - Interactive Website
Credits:	Gillian Davidson, Creative Director Gina Constantino, Creative/Art Director Danny Sibai, Digital Developer
Entry ID:	37A -161055-04-MIA
Award:	Silver ADDY Award
Entrant:	Celebrity Cruises, Miami, Florida
Advertiser:	Celebrity Cruises
Title:	Celebrity Cruises Uniquely Celebrity Consumer Page
Credits:	Patricia Gonzalez, Marketing Manager
Websites > 37 - Websites > 37B - B-to-B	
Entry ID:	37B-144358-04-MIA

Award: Gold ADDY Award
Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: Personal Music

Title: Street Music Library

Credits:
Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
lu La Lueta, Creative Director
Beatriz Torres-Marin, Associate Creative Director
Cristina Serarols, Senior Art Director
Diana De La Parra, Integrated Producer
Aldo De La Paz, Website Designer
Marmol Miami, Production Company
Personal Music, Music Studio

Websites > 37 - Websites > 37C - Microsites

Entry ID: 37C-154881-04-MIA

Award: Silver ADDY Award

Entrant: Worldmedia Interactive, Miami, Florida

Advertiser: Norwegian Cruise Line

Title: Website

Credits:
Ben Newton, Director of Technology, Full Stack Developer
Stephan Bechtoldt, Creative / Senior Art Director
Celesta Forgy, Senior Client Partner
Andrew Stewart, Founding Partner

Entry ID: 37C-158786-04-MIA

Award: Silver ADDY Award

Entrant: SapientNitro, Miami, Florida

Advertiser: Fiat Chrysler Automobiles

Title: Born Dodge Microsite Redesign

Credits:

Boris Stojanovic, Studio Director
Alejandro Mendoza, Associate Creative Director
Paul Amelchenko, Associate Creative Director
Ari Bazinsky, Copywriter
Mario Gomez, Art Director
Daniel Fernandez, Designer
Alex Wexler, Designer
Mickey Wilson, Account Director
Kristen Andrzejewski, Account Director
David Oh, Technical Director
Michelle Shahar, UX

ONLINE/INTERACTIVE

Social Media > 38 - Social Media > 38A - Single Platform

Entry ID: 38A-154100-04-MIA

Award: Silver ADDY Award

Entrant: Zubi Advertising, Coral Gables, Florida

Advertiser: Zubi Advertising

Title: Ford Focus 2015 Futbol Store Challenge

Credits:

IVAN CALLE, EXECUTIVE CREATIVE DIRECTOR
CAROLINA MENDEZ, SENIOR COPYWRITER
FABIO GILL, SENIOR ART DIRECTOR
RONNIE GONZALEZ, PRODUCER
THE WORK, PRODUCTION HOUSE
INDIEHOUSE, EDITING HOUSE
MARCELLA MURILLO, ACCOUNT SUPERVISOR

Entry ID: 38A-160051-04-MIA

Award: Silver ADDY Award

Entrant: MARCA Miami, Miami, Florida

Advertiser: NASCAR

Title: Gracias Gordon

Credits:

Armando Hernandez, Chief Creative Officer
Alejandro Berbari, VP Creative Director
Sebastian Moltedo, Creative Director
Pablo Del Fabbro, Creative Director
Alejandro Perez Cadavid, Jr. Art Director
Tony Nieves, President, Group Account Director
Nicole Weber, Account Director
Sebastian Markman, Account Executive

Social Media > 38 - Social Media > 38B - Multiple Platforms

Entry ID: 38B-161570-04-MIA

Award: Gold ADDY Award

Entrant: Zubi Advertising, Coral Gables, Florida

Advertiser: Zubi Advertising

Title: Tradition Generator

Credits:

Ivan Calle, Executive Creative Director
Jorge Jacome, Associate Creative Director
Francisco Losada, Associate Creative Director
Manu Gabaldon, Creative Engagement Lead
Andrea Campos, Jr. Social Media Creative
Erin Miller, Integrated Producer
Marcella Murillo, Senior Account Executive
Kyle Aguilar, Jr. Account Executive
Gabriela Avila, Account Planner
Veronica Socarras, Senior Experience Strategist

Entry ID: 38B-120942-04-MIA

Award: Silver ADDY Award

Entrant: Asylum Marketing, Hallandale, Florida

Advertiser: Asylum Marketing

Title: Charmin

Credits:

Michel Edery, CEO
David Uribe, VP/Creative Director
Sebastian Gonzalez, Account Director
Miguelangel Ruiz, Account Executive

Entry ID: 38B-151839-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: Tobacco Free Florida

Title: The Facts Now

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Monica Marulanda, Senior Creative Director
Juan Diego Guzman, Creative Director
Micaela Ancewicz, Art Director
Jorge Brieva, Copywriter
Rafael Sanchez, Producer
Elizabeth McCarthy, Group Account Director
Sorraya Guillaume, Account Supervisor
Claudia Preston, Senior Planner
Alexandra Blasser, Integrated Account Executive

ONLINE/INTERACTIVE

Apps > 39 - Apps > 39A - Mobile App

Entry ID: 39A-159686-04-MIA

Award: Silver ADDY Award

Entrant: Zubi Advertising, Coral Gables, Florida

Advertiser: Zubi Advertising

Title: Latino Emoji

Credits:

Michelle Berrios, Gabriella Aguilar, Demian Najera, Art Directors
Ivan Calle, Executive Creative Director
Natalia Rojas, Creative Technologist
Momo Parra, Producer
Tim Hawkes, Head of Integrated Production
VML, PR Company
Jose Morales, Animator
Jorge Jacome, Copywriter
Evie de la Vega, Veronica Socarras, Account Supervisors
Troy Valls, Veronica Socarras, Digital Strategists

Entry ID: 39A-161757-04-MIA

Award: Silver ADDY Award

Entrant: Branger_Briz, Miami, Florida

Advertiser: Sportsmanias

Title: Sportsmanias Mobile Application

Credits:

Eric Johnston, UX/ Design
Vicente Fernandez, Product Manager
Ramon Branger, Partner
Paul Briz, Partner
Chris Mora, Development Manager
Natalie Salas, Account Manager
Herny Gomez, Senior Developer
Jorge Rodriguez, Mobile App Developer
Felipe Aragon, Mobile App Developer
Sergio Ocampo, Mobile App Developer
Pedro Ovalles, Senior Developer
Robert Rojas, Developer

Apps > 39 - Apps > 39D - Tools & Utilities

Entry ID: 39D-159678-04-MIA

Award: Gold ADDY Award

Entrant: Zubi Advertising, Coral Gables, Florida

Advertiser: Zubi Advertising

Title: Latino Emoji

Credits:

Michelle Berrios, Gabriella Aguilar, Demian Najera, Art Directors
Ivan Calle, Executive Creative Director
Natalia Rojas, Creative Technologist
Momo Parra, Producer
Tim Hawkes, Head of Intergrated Production
VML, PR Company
Jose Morales, Animator
Jorge Jacome, Copywriter
Evie de la Vega, Veronica Socarras, Account Supervisors
Troy Valls, Veronica Socarras, Digital Strategists

Entry ID: 39D-160729-04-MIA

Award: Silver ADDY Award

Entrant: Branger_Briz, Miami, Florida

Advertiser: Branger_Briz

Title: LIBB.JS

Credits:

Nick Briz, Creative Director
Brannon Dorsey, Creative Technologist
Ramon Branger, Partner
Paul Briz, Partner

ONLINE/INTERACTIVE

Branded Content & Entertainment > 45 - Branded Content & Entertainment for Online/Interactive

Entry ID: 45-160373-04-MIA

Award: Gold ADDY Award

Entrant: Zubi Advertising, Coral Gables, Florida

Advertiser: Zubi Advertising

Title: Las Fantásticas Aventuras del Focus 2015

Credits:

Ivan Calle, Executive Creative Director
Rosamaria Mussfeldt, Group Creative Director
Yanisa Vélez, Senior Digital Copywriter
Janna Mamar, Senior Digital Art Director
José Morales, José Bao, Gabriela Aguilar, Digital Design Team
Natalia Rojas, Creative Technologist
Tim Hawkes, Ronnie González, Momo Parra, Production Team
Maylinn De La Maza, Group Director
Lindsay Fifelski, Marcella Murillo, Emily Ray, Account Team
Resn, Digital Production Company
Landia, Video Production Company
Indiehouse, Sound Editing Company

ONLINE/INTERACTIVE

Public Service (Online/Interactive) > 46 - Public Service Online/Interactive

Entry ID: 46-129849-04-MIA

Award: Silver ADDY Award

Entrant: Bravo/Y&R Miami, Miami, Florida

Advertiser: Bravo/Y&R Miami

Title: Auto-Helply

Credits:

Claudio Lima, Chief Creative Officer
Pedro Pinhal, Creative Director
Guto Monteiro, Copywriter
Emilio Recio, Account Director
Julio Vargas, Developer
Michel Marrache, Developer
Ashley Nagelberg, Project Manager

Entry ID: 46-157322-04-MIA

Award: Silver ADDY Award

Entrant: Bravo/Y&R Miami, Miami, Florida

Advertiser: Bravo/Y&R Miami

Title: Tinder Beater

Credits:

Claudio Lima, Chief Creative Officer
Gabriel Jardim, Art Director
Emilio Recio, Account Director
Fernando Lanças, Motion
Chris Jordao, Producer
Bree Sharp, VO

ONLINE/INTERACTIVE

Advertising Industry Self-Promotion (Online/Interactive) > 47 - Advertising Industry Self-Promotion Online/Interactive

Entry ID: 47-158862-04-MIA

Award: Silver ADDY Award

Entrant: SapientNitro, Miami, Florida

Advertiser: SapientNitro

Title: #SXSBest

Credits:

Chiny Chewning, Executive Creative Director
Omar Fajardo, Associate Creative Director
Danielle Dailey, Associate Creative Director
Cindy Jimenez, Designer
Theresa Cowen, Account Director
Kiley Lapointe, Project Manager
Caitlin Evans, Project Manager
Meghan Flannery, Strategy & Analysis, Social, Marketing
Sung Kim, Strategy & Analysis, Social, Marketing

FILM, VIDEO, & SOUND

Radio Advertising > 49 - Radio Advertising – Regional/National > 49A - Single Spot :30 seconds or less

Entry ID: 49A-151937-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Illinois

Advertiser: The Clorox Company

Title: Hello

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Marco Arguello, Producer
Maria Carolina Reimpell, Group Account Director
David Alvarez Rizo, Creative Director
Juan Camilo Valdivieso, Creative Director
Personal Music, Music Studio
Luis Gomez, Personal Music- Audio Engineer
Vanessa Lozano, Personal Music- Studio Producer

Radio Advertising > 49 - Radio Advertising – Regional/National > 49C - Radio-National Campaign

Entry ID: 49C-154852-04-MIA

Award: Gold ADDY Award

Entrant: Bravo/Y&R Miami, Miami, Florida

Advertiser: Bravo/Y&R Miami

Title: Conference Room/Skype

Credits:

Claudio Lima, Chief Creative Officer
Federico Hauri, Creative Director
Ricardo Lopera, Associate Creative Director
Jason Deja, Copywriter

Andres Martinez-Curiel, Copywriter
Emilio Recio, Account Director
Vivian Zaldivar, Creative Services Manager
Darren Solomon, Composer
Matt Hauser, Sound Designer
Chris Jordao, Producer

Entry ID: 49C-151979-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Illinois

Advertiser: The Clorox Company

Title: Clog Free Pipes

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Marco Arguello, Producer
Maria Carolina Reimpell, Group Account Director
David Alvarez Rizo, Creative Director
Juan Camilo Valdivieso, Creative Director
Personal Music, Music Studio
Luis Gomez, Personal Music- Audio Engineer
Vanessa Lozano, Personal Music- Studio Producer

FILM, VIDEO, & SOUND

Television Advertising > 51 - Television Advertising – Local (One DMA) > 51A - Single Spot :15 or less

Entry ID: 51A-152128-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: The Clorox Company

Title: Dog's Favorite Toy

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Monica Marulanda, Senior Creative Director
Jaume Rodriguez, Creative Director
Christian Liu, Creative Director
Karla Kruger, Senior Group Account Director
Maria Carolina Reimpell, Group Account Director
Ximena Aguirre, Senior Producer
Poster Films, Production Company
Sebastian Caporelli, Poster Films- Director
Animal Music, Music Studio

**Television Advertising > 51 - Television Advertising – Local (One DMA)
> 51B - Single Spot :30 seconds**

Entry ID: 51B-160442-04-MIA

Award: Silver ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Sedano's

Title: Pilgrims

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Derrick Muñiz, Associate Creative Director
Andrea Lebron, Account Director
Natalie Rodriguez, Account Manager
Gus Fernandez, Production Director
Sofia Novak, Producer

**Television Advertising > 51 - Television Advertising – Local (One DMA)
> 51D - Television-Local Campaign**

Entry ID: 51D-160405-04-MIA

Award: Silver ADDY Award

Entrant: Republica, Miami, Florida

Advertiser: Sedano's

Title: Bring Back Tradition

Credits:

Jorge Plasencia, CEO
Luis Casamayor, President & CCO
Milton Lebron, Vice President Creative
Derrick Muñiz, Associate Creative Director
Alexandra Garrigo, Graphic Designer
Andrea Lebron, Account Director
Natalie Rodriguez, Account Manager
Gus Fernandez, Production Director
Sofia Novak, Producer

FILM, VIDEO, & SOUND

**Television Advertising > 52 - Television Advertising – Regional/National
> 52A - Single Spot – Up to 2:00**

Entry ID: 52A-159785-04-MIA

Award: Gold ADDY Award

Entrant: the community, Coconut Grove, Florida

Advertiser: Constellation Brands - Corona Extra

Title: Dear Summer

Credits:

Jose Molla, Chief Creative Officer
Joaquin Molla, Chief Creative Officer
Rodrigo Butori, Creative Director
Aaron Zimroth, Copywriter
Aaron Willard, Art Director
Laurie Malaga, VP of Integrated Production
Julio Rangel, Senior Producer

Entry ID: 52A-152188-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: McDonald's

Title: Is it 7 yet?

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Jorge Murillo, Senior Creative Director
Montserrat Valera, Creative Director
Rodrigo Vargas, Director of Production
Angela Rodriguez, VP Strategic Insights
Radical Media, Production House
Andrew Becker, Radical Media- Director
2150 Editorial, Post House
HiFi Project, Music Studio

Entry ID: 52A-152287-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: McDonald's

Title: Library

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Christian Liu, Creative Director
Jaume Rodriguez, Creative Director
Karen Udler, Account Director
Cristina Lage, Account Supervisor
Adrian Castagna, Director of Production
Da Vant Garde, Production Company
Primo Barcelona, Production Company
Papa Music, Music Studio
Vapor Post, Editorial House

FILM, VIDEO, & SOUND

Film, Video, & Sound > 55 - Internet Commercial > 55A - Single Spot – Any Length

Entry ID: 55A-152327-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: McDonald's

Title: Lovin' EI Musical

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
lu La Lueta, Creative Director
Beatriz Torres-Marin, Associate Creative Director
Luis Aguilera, Senior Art Director
Adrian Castagna, Director of Production
Karen Udler, Account Director
Tamara Sotelo, Senior Strategic Planner
Personal Music, Music Studio
Vapor Post, Post House/Editorial House
Doomsday, Production Company
Daniel Cloud, Doomsday- Director

Entry ID: 55A-164775-04-MIA

Award: Silver ADDY Award

Entrant: Artex Productions, Coral Gables, Florida

Advertiser: Airbnb

Title: Airbnb MX

Credits:

Ricardo Manavello, Creative Chief Officer
Tim Warren, Creative Director
Chris Dreseris, Executive Producer
Victoria Marichal, Production Manager
James Segars, Post Supervisor/Sr Editor
Jay Shropshire, Gaffer
Joe Sanchez, Camera/Ronin Operator

Film, Video, & Sound > 55 - Internet Commercial > 55B - Online Film, Video & Sound Campaign

Entry ID: 55B-159197-04-MIA

Award: Silver ADDY Award

Entrant: MARCA Miami, Miami, Florida

Advertiser: NASCAR

Title: Hispanic Heritage Month: "Mundy", "Dibos", "Colon", "Suarez y Almirola"

Credits:

Armando Hernandez, Chief Creative Officer
Alejandro Berbari, VP Creative Director
Sammy Lopez, Creative Director
Sammy Lopez, Copywriter
Maite Bielorai, Broadcast Producer
Tony Nieves, President, Group Account Director
Nicole Weber, Account Director
Sebastian Markman, Account Executive
Motus Media, Production Company
Sammy Lopez, Director
Sammy Lopez, Editor
NASCAR Productions, Audio Production

FILM, VIDEO, & SOUND

Sales Promotion > 63 - Audio/Visual Sales Presentation

Entry ID: 63-158946-04-MIA

Award: Silver ADDY Award

Entrant: Norwegian Cruise Line, Miami, Florida

Advertiser: Norwegian Cruise Line

Title: Escape Dining Video

Credits:

Marja Valdés, Producer
Jennifer Davick, Director

FILM, VIDEO, & SOUND

Public Service (Film, Video, & Sound) > 66 - Public Service Radio

Entry ID: 66-152002-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: Tobacco Free Florida

Title: Auctioneer

Credits:

Luis Miguel Messianu, Creative Chairman & CEO

Alvar Sunol, Chief Creative Officer

Monica Marulanda, Senior Creative Director

Rick Morales, Associate Producer

Jorge Murillo, Senior Creative Director

Elizabeth McCarthy, Account Director

IndieHouse, Audio House

CROSS PLATFORM

Integrated Campaigns > 70 - Integrated Advertising Campaigns > 70C - Consumer Campaign-Local

Entry ID: 70C-161763-04-MIA

Award: Silver ADDY Award

Entrant: Macias Advertising, Miami, Florida

Advertiser: Macias Advertising

Title: Bay Skate Campaign

Credits:

Marcos Macias, Creative Chief Officer
Arnaud Pagès, Art Director
Norman Lenzion, Art Director
Carmen Alayeto, Project Manager

**Integrated Campaigns > 70 - Integrated Advertising Campaigns > 70D -
Consumer Campaign-National**

Entry ID: 70D-158766-04-MIA

Award: Silver ADDY Award

Entrant: SapientNitro, Miami, Florida

Advertiser: Grey Goose

Title: Grey Goose Fly Beyond Campaign

Credits:

Matthew Atkatz, Executive Creative Director
Rob Kleman, Executive Creative Director
James Allen, Creative Director
Andrew Goldstein, Creative Director
David Iglesias, Senior Designer
John Gonzalez, Senior Designer
Anthony Font, Senior Copywriter
Cristina Gonzalez, Junior Art Director
Faye Ibars, Copywriter
Molly McMullen, Associate Producer
Christine Cafiero, Senior Associate Producer
Christopher Loughlin, Client Services Director

Entry ID: 70D-160244-04-MIA

Award: Silver ADDY Award

Entrant: Royal Caribbean International, Miami, Florida

Advertiser: Royal Caribbean International

Title: Royal Weddings

Credits:

Annette Arango, Brand Director

Debbie Valdes, Account Executive
Alain Martinez, Photography
Ray Roman, Videographer
Samantha Riepe, Senior Creative Manager
Brandon Lopera, Art Director
Luis Serrano, Art Director
Eric Alves, Copywriter
Angelique Marlieb, Copywriter
Justin Hines, Traffic Specialist

CROSS PLATFORM

Integrated Campaigns > 71 - Integrated Brand Identity Campaign

Entry ID: 71-160242-04-MIA

Award: Gold ADDY Award

Entrant: Royal Caribbean International, Miami, Florida

Advertiser: Royal Caribbean International

Title: Come Seek Employee Launch

Credits:

Marilyn Jimenez, Brand Director
Rachel Domark, Account Executive
Samantha Riepe, Senior Creative Manager
Ely Tomines, Senior Creative Manager
Luis Serrano, Art Director
Edward Domeq, Art Director
Christopher Lopez, Copywriter
Brandon Lopera, Art Director
Carlos Plaza, Art Director
Justin Hines, Senior Traffic Specialist
Karen Denisse Soto, Senior Art Director

CROSS PLATFORM

Online/Interactive Campaign > 73 - Online/Interactive Campaign

Entry ID: 73-158794-04-MIA

Award: Gold ADDY Award

Entrant: SapientNitro, Miami, Florida

Advertiser: ADT

Title: 'I AM ADT' Campaign

Credits:

Robert Kleman, Executive Creative Director
Matthew Atkatz, Executive Creative Director
James Allen, Creative Director
Andrew Goldstein, Creative Director
Cesar Santos, Associate Creative Director
Brent Slone, Associate Creative Director
Matt Kelsen, Associate Creative Director
Frank Gomez, Senior Art Director
Kylin Johnson, Senior Copywriter
Erik Fabregat, Junior Copywriter
Lara Israelson, Junior Designer
Greg Cordaro, Director, Marketing Strategy & Analysis

CROSS PLATFORM

Public Service (Cross Platform) > 74 - Public Service Campaigns > 74A - Single Medium Public Service Campaign

Entry ID: 74A-152094-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: Tobacco Free Florida

Title: The Facts Now

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer

Monica Marulanda, Senior Creative Director
Rick Morales, Associate Producer
Jorge Murillo, Senior Creative Director
Elizabeth McCarthy, Account Director
IndieHouse, Audio House

CROSS PLATFORM

Advertising Industry Self-Promotion (Cross Platform) > 75 - Ad Club or Marketing Club

Entry ID: 75-158849-04-MIA

Award: Gold ADDY Award

Entrant: SapientNitro, Miami, Florida

Advertiser: SapientNitro

Title: Born Creative

Credits:

Will Vazquez, Director
Akim Lopez, Producer
Ariel Bellumio, Post Supervisor
Diana Aleman, Post Producer
Louis Palacios, Editor
Luis Giron, Sound Designer
Alex Belmar, Second Camera
Matthew Atkatz, ECD
Robert Kleman, ECD
Jason Levine, CD
Jordan Lipton, CD
Liz Marks, CW

ELEMENTS OF ADVERTISING

Visual > 78 - Logo Design

Entry ID:	78-158914-04-MIA
Award:	Silver ADDY Award
Entrant:	Norwegian Cruise Line, Miami, Florida
Advertiser:	Norwegian Cruise Line
Title:	Food Republic Logo
Credits:	Peter Baedita, Creative Director Carlos Benitez, ACD Creative Ari Barrios, Assistant Manager

ELEMENTS OF ADVERTISING

Visual > 79 - Illustration > 79A - Illustration - Single

Entry ID:	79A-160936-04-MIA
Award:	Silver ADDY Award
Entrant:	Republica, Miami, Florida
Advertiser:	Baptist Health South Folorida
Title:	Transformation
Credits:	Jorge Plasencia, CEO Luis Casamayor, President & CCO Milton Lebron, Vice President Creative Anna Brown, Account Supervisor Melissa Virguez, Art Director Michael De Jesus, Associate Creative Director Chris Salazar, Head of Design

Visual > 79 - Illustration > 79B - Illustration - Series

Entry ID:	79B-164579-04-MIA
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Award:	Gold ADDY Award
Entrant:	Doink Design, Miami, Florida
Advertiser:	L'Express Sandwicherie
Title:	L'Express Sandwicherie Illustrations
Credits:	Charlie Calderin, Designer, Illustrator, Owner

ELEMENTS OF ADVERTISING

Visual > 81 - Art Direction

Entry ID:	81-161060-04-MIA
Award:	Silver ADDY Award
Entrant:	500 Degrees Studio, Miami, Florida
Advertiser:	500 Degrees Studio
Title:	"Unleash The Chicken" Campaign
Credits:	Kimberly Hughes, Account Director Danny Cibran, Director of New Business Luis Ferrero, Creative Supervisor Dave Klare, Associate Creative Director Xavi Correa, Junior Designer Penelope Vittek, Senior Print Buyer Kurt Eby, Director of Production Lance Dooley, Creative Director Shawn Brown, COO Kelsey Torres, Account Executive

Entry ID:	81-161086-04-MIA
Award:	Silver ADDY Award
Entrant:	500 Degrees Studio, Miami, Florida

Advertiser:	500 Degrees Studio
Title:	Buffalo Chicken Fries
Credits:	500 Degrees Studio All-Agency (Columbus + Miami), All-Agency
Entry ID:	81-161162-04-MIA
Award:	Silver ADDY Award
Entrant:	500 Degrees Studio, Miami, Florida
Advertiser:	500 Degrees Studio
Title:	Fiery Chicken Fries
Credits:	500 Degrees Studio All-Agency (Columbus + Miami), All Agency

ELEMENTS OF ADVERTISING

Film & Video > 82 - Cinematography

Entry ID:	82-152285-04-MIA
Award:	Gold ADDY Award
Entrant:	Alma DDB, Coconut Grove, Florida
Advertiser:	McDonald's
Title:	Is it 7 yet?
Credits:	Luis Miguel Messianu, Creative Chairman & CEO Alvar Sunol, Chief Creative Officer Jorge Murillo, Senior Creative Director Monserrat Valera, Creative Director Rodrigo Vargas, Director of Production Angela Rodriguez, VP Strategic Insights Radical Media, Production House Andrew Becker, Radical Media- Director

2150 Editorial, Post House
HiFi Project, Music Studio

Entry ID: 82-152323-04-MIA

Award: Silver ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: McDonald's

Title: Library

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Christian Liu, Creative Director
Jaume Rodriguez, Creative Director
Karen Udler, Account Director
Cristina Lage, Account Supervisor
Adrian Castagna, Director of Production
Da Vant Garde, Production Company
Primo Barcelona, Production Company
Papa Music, Music Studio
Vapor Post, Editorial House

Entry ID: 82-164782-04-MIA

Award: Silver ADDY Award

Entrant: Artex Productions, Coral Gables, Florida

Advertiser: Airbnb

Title: Airbnb MX

Credits:

Ricardo Manavello, Creative Chief Officer
Tim Warren, Creative Director
Chris Dreseris, Executive Producer
Victoria Marichal, Production Manager
James Segars, Post Supervisor/Sr Editor
Jay Shropshire, Gaffer
Joe Sanchez, Camera/Ronin Operator

ELEMENTS OF ADVERTISING

Film & Video > 83 - Animation or Special Effects

Entry ID: 83-154993-04-MIA

Award: Gold ADDY Award

Entrant: Zubi Advertising, Coral Gables, Florida

Advertiser: Zubi Advertising

Title: Trompos

Credits:

IVAN CALLE, EXECUTIVE CREATIVE DIRECTOR
JORGE JACOME, ASSOCIATE CREATIVE DIRECTOR
FRANCISCO LOSADA, ASSOCIATE CREATIVE DIRECTOR
MARCOS LAWSON, SR. COPYWRITER
CRISTIAN DURAN, SR. ART DIRECTOR
LINDSAY FIFELSKI & Maylinn de la Maza, ACCOUNT EXECUTIVES
PABLO ROSAS, PLANNING
RONNIE GONZALEZ, TIM HAWKES, MOMO PARRA, PRODUCERS
METHOD STUDIO, PRODUCTION COMPANY
NYLON, MUSIC COMPANY

ELEMENTS OF ADVERTISING

Film & Video > 84 - Video Editing

Entry ID: 84-160885-04-MIA

Award: Silver ADDY Award

Entrant: C3 Creative Group, Inc., Coral Gables, Florida

Advertiser: One Sandy Lane

Title: One Sandy Lane, Video

Credits:

Gillian Davidson, Creative Director
John Ashby, Editor
Gina Constantino, Creative/Art Director
Mark Sherman, Videographer

ELEMENTS OF ADVERTISING

Sound > 85 - Music > 85A - Music Only

Entry ID: 85A-151263-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: Personal Music

Title: Street Music Library

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
Iu La Lueta, Creative Director
Beatriz Torres-Marin, Associate Creative Director
Cristina Serarols, Senior Art Director
Diana De La Parra, Integrated Producer
Aldo De La Paz, Website Designer
Marmol Miami, Production Company
Personal Music, Music Studio

ELEMENTS OF ADVERTISING

Digital Creative Technology > 88 - Interface & Navigation

Entry ID: 88-160375-04-MIA

Award: Gold ADDY Award

Entrant: Zubi Advertising, Coral Gables, Florida

Advertiser: Zubi Advertising

Title: Las Fantásticas Aventuras del Focus 2015

Credits:

Ivan Calle, Executive Creative Director
Rosamaria Mussfeldt, Group Creative Director
Yanisa Vélez, Senior Digital Copywriter
Janna Mamar, Senior Digital Art Director
José Morales, José Bao, Gabriela Aguilar, Digital Design Team
Natalia Rojas, Creative Technologist
Tim Hawkes, Ronnie González, Momo Parra, Production Team
Maylinn De La Maza, Group Director
Lindsay Fifelski, Marcella Murillo, Emily Ray, Account Team
Resn, Digital Production Company
Landia, Video Production Company
Indiehouse, Sound Editing Company

ELEMENTS OF ADVERTISING

Digital Creative Technology > 89 - Responsive Design

Entry ID: 89-161577-04-MIA

Award: Silver ADDY Award

Entrant: BlackDog Advertising, Miami, Florida

Advertiser: Historic Tours of America

Title: Arlington National Cemetery Tours Responsive Website

Credits:

John Penney, Creative Director
Jessica Tomlin, Creative Director
Sam Oertel, Web Designer
Humberto Abeja, Web Designer
Mitch Meyers, Internet Marketing Director
Jason Carbonell, Web Developer

ELEMENTS OF ADVERTISING

Digital Creative Technology > 90 - GPS & Location Technology

Entry ID: 90-160681-04-MIA

Award: Silver ADDY Award

Entrant: Branger_Briz, Miami, Florida

Advertiser: Emerge Americas

Title: Probekit

Credits:

Nick Briz, Artist / Creative Director
Brannon Dorsey, Artist / Creative Technologist
Ramon Branger, Partner
Paul Briz, Partner

ELEMENTS OF ADVERTISING

Digital Creative Technology > 93 - User Experience

Entry ID: 93-160376-04-MIA

Award: Gold ADDY Award

Entrant: Zubi Advertising, Coral Gables, Florida

Advertiser: Zubi Advertising

Title: Las Fantásticas Aventuras del Focus 2015

Credits:

Ivan Calle, Executive Creative Director
Rosamaria Mussfeldt, Group Creative Director
Yanisa Vélez, Senior Digital Copywriter
Janna Mamar, Senior Digital Art Director
José Morales, José Bao, Gabriela Aguilar, Digital Design Team
Natalia Rojas, Creative Technologist
Tim Hawkes, Ronnie González, Momo Parra, Production Team

Maylinn De La Maza, Group Director
Lindsay Fifelski, Marcella Murillo, Emily Ray, Account Team
Resn, Digital Production Company
Landia, Video Production Company
Indiehouse, Sound Editing Company

ELEMENTS OF ADVERTISING

Digital Creative Technology > 95 - Innovative Use of Interactive / Technology

Entry ID: 95-151272-04-MIA

Award: Gold ADDY Award

Entrant: Alma DDB, Coconut Grove, Florida

Advertiser: Personal Music

Title: Street Music Library

Credits:

Luis Miguel Messianu, Creative Chairman & CEO
Alvar Sunol, Chief Creative Officer
lu La Lueta, Creative Director
Beatriz Torres-Marin, Associate Creative Director
Cristina Serarols, Senior Art Director
Diana De La Parra, Integrated Producer
Aldo De La Paz, Website Designer
Marmol Miami, Production Company
Personal Music, Music Studio

Entry ID: 95-160685-04-MIA

Award: Silver ADDY Award

Entrant: Branger_Briz, Miami, Florida

Advertiser: Emerge Americas

Title: Probekit

Credits:

Nick Briz, Artist / Creative Director
Brannon Dorsey, Artist / Creative Technologist
Ramon Branger, Partner
Paul Briz, Partner

Entry ID: 95-160722-04-MIA

Award: Silver ADDY Award

Entrant: Branger_Briz, Miami, Florida

Advertiser: Branger_Briz

Title: LIBB.JS

Credits:

Nick Briz, Creative Director
Brannon Dorsey, Creative Technologist
Ramon Branger, Partner
Paul Briz, Partner

Entry ID: 95-161591-04-MIA

Award: Silver ADDY Award

Entrant: BlackDog Advertising, Miami, Florida

Advertiser: Fury Water Adventures

Title: Fury Key West Concierge Kiosk - Use of Interactive Technology

Credits:

John Penney, Creative Director
Humberto Abeja, Web/Interactive Designer
Jason Carbonell, Web Developer
