

10 District Ten

23 Valley Advertising Federation

SALES PROMOTION**02 A Packaging**

Award: Silver ADDY® Award
Entrant: Design by Klein
Advertiser: Imagination Farms, LLC
Title: Disney Garden CARS Russet Microwave Baker Retail Packaging
Contributors:
 Melinda Goodman, Director of Marketing, Imagination
 Jennie Klein, Creative Director, Design by Klein
 Dedeyla Conde, Sr. Graphic Designer, Design by Klein
 Antonio Cruz, Jr., Graphic Designer, Design by Klein

Award: Silver ADDY® Award
Entrant: Design by Klein
Advertiser: Imagination Farms, LLC
Title: Disney Garden High School Musical Avocados Retail Packaging
Contributors:
 Melinda Goodman, Director of Marketing, Imagination
 Jennie Klein, Creative Director, Design by Klein
 Dedeyla Conde, Sr. Graphic Designer, Design by Klein
 Antonio Cruz, Jr., Graphic Designer, Design by Klein

03 C Trade Show Exhibit

Award: Gold ADDY® Award
Entrant: Design by Klein
Advertiser: Crunch Pak, LLC
Title: Apple Slices Trade Show Display
Contributors:
 Jennie Klein, Creative Director, Design by Klein
 Dedeyla Conde, Sr. Graphic Designer, Design by Klein
 Alejandra Ruiz, Sr. Graphic Designer, Design by Klein
 Edgar A. Alcantara, Graphic Designer, Design by Klein
 Antonio Cruz, Jr., Graphic Designer, Design by Klein
 Steve Kaminoff, Photographer, Steve Kaminoff

COLLATERAL MATERIAL**05 A Stationery Package**

Award: Silver ADDY® Award
Entrant: Advertir, Inc.
Advertiser: PalmFest International Folklife Celebration
Title: PalmFest Stationary
Contributors:
 Jim Lipscomb, Graphic Artist - Barton Springs Graphic

07 B Brochure, Color

Award: Gold ADDY® Award
Entrant: Design by Klein
Advertiser: TexaSweat Citrus Marketing, Inc.
Title: 'Tradition with a Twist' Grapefruit Cookbook
Contributors:
 Jennie Klein, Creative Director
 Dedeyla Conde, Sr. Graphic Designer
 Antonio Cruz, Jr., Graphic Designer
 Edgar A. Alcantara, Graphic Designer

Award: Silver ADDY® Award
Entrant: Design by Klein
Advertiser: South Texas Behavioral Health Center
Title: 'Discover A Better Life' Brochure
Contributors:
 Jennie Klein, Creative Director
 Dedeyla Conde, Sr. Graphic Designer

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COLLATERAL MATERIAL

07 B Brochure, Color

Antonio Cruz, Jr., Graphic Designer
 Edgar A. Alcantara, Graphic Designer

07 C Brochure, Campaign

Award: Silver ADDY® Award
Entrant: Design by Klein
Advertiser: TexaSweat Citrus Marketing, Inc.
Title: 'Tradition with a Twist' Campaign
Contributors:
 Jennie Klein, Creative Director
 Dedeyla Conde, Sr. Graphic Designer
 Antonio Cruz, Jr., Graphic Designer
 Edgar A. Alcantara, Graphic Designer

08 A Cover

Award: Silver ADDY® Award
Entrant: Valley Morning Star
Advertiser: Valley Morning Star
Title: South Texas Living
Contributors:
 Steve Sinclair, News Editor / Photographer
 Jeanette Welch, Special Sections Coordinator
 Marcia Kitten, Marketing Director

OUT-OF-HOME

14 B Outdoor Board

Award: Gold ADDY® Award
Entrant: Lamar Outdoor Advertising
Advertiser: SGS
Title: Industrial Supplies
Contributors:
 Aj Ferrara, Creative Director
 Mike Sanchez, Photography
 Raul Franco, Fabricator
 Timo Acevedo, Fabricator
 Isidro Vargas, Fabricator
 Jorge Villarreal, Fabricator

Award: Silver ADDY® Award
Entrant: Lamar Outdoor Advertising
Advertiser: Fuel Fitness
Title: Power Up
Contributors:
 Aj Ferrara, Creative Director

17 A Site, Interior Animated

Award: Gold ADDY® Award
Entrant: Millar Hollander Advertising and Marketing
Advertiser: Okun Dentistry
Title: Okun Dentistry Sign
Contributors:
 Alan Hollander, Designer/Partner
 Amy Okun- Capshaw, Art Director

CONSUMER OR TRADE PUBLICATION

17 A Site, Interior Animated

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CONSUMER OR TRADE PUBLICATION

22 A Consumer/Trade, Full Page

Award: Silver ADDY® Award
Entrant: Intensity Designs
Advertiser: Dancer's Corner Boutique/Sonia Chapa
Title: Dancer's Corner
Contributors:
Kimberly Selber, Art Director/copy writer

NEWSPAPER

26 B Newspaper, Fractional Page, Color

Award: Silver ADDY® Award
Entrant: Valley Morning Star
Advertiser: theV247.com
Title: It's All About You
Contributors:
Marcia Kitten, Marketing Director

Award: Silver ADDY® Award
Entrant: Valley Morning Star
Advertiser: theV247.com
Title: Comment We Reply
Contributors:
Marcia Kitten, Marketing Director

Award: Silver ADDY® Award
Entrant: Valley Morning Star
Advertiser: theV247.com
Title: Toon Talk
Contributors:
Shawn Munguia, Newsroom Graphic Artist

INTERACTIVE MEDIA

33 B Website, Consumer HTML

Award: Silver ADDY® Award
Entrant: MPC Studios, Inc
Advertiser: Texas Beach House
Title: Texas Beach House
Contributors:

Award: Silver ADDY® Award
Entrant: MPC Studios, Inc
Advertiser: McAllen Ranch
Title: McAllen Ranch
Contributors:

36 B Interactive Consumer

Award: Silver ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: Lone Star National Bank - Marketing Department
Title: Lone Star Nation Bank - Lobby Programming
Contributors:
Edna De Saro, Marketing Director
Rodrigo Rodriguez, Director
Carlos Diaz Muñoz, Cinematographer
RSA, Installation

TELEVISION

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TELEVISION**42 B Local TV**

Award: Gold ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: LSNB
Title: Lone Star Nation Bank - Consumer :30
Contributors:
 Edna De Saro, Marketing Director
 Rodrigo Rodriguez, Director
 Carlos Diaz Muñoz, Cinematographer
 Steve Wilson, Special Effects
 Enrique Leal, Editor
 Steve Franko, Colorist/VPT
 Travis Rich, Sound Design

Award: Gold ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: Lone Star National Bank - Marketing Department
Title: Lone Star National Bank - Business
Contributors:
 Edna De Saro, Marketing Director
 Rodrigo Rodriguez, Director
 Carlos Diaz Muñoz, Cinematographer
 Morgana Tomas, Producer
 Enrique Leal, Editor
 Steve Wilson, Special Effects
 Steve Franko, Colorist/VPT
 Randy Rich, Sound Design

42 B2

Award: Silver ADDY® Award
Entrant: Time Warner Cable
Advertiser: Scott Toombs
Title: Scott in Action
Contributors:
 Mario deleon, Producer/Editor/Videographer
 Jordan Coombs, Script

42 B6

Award: Gold ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: South Texas College Marketing Department
Title: South Texas College - Student Life
Contributors:
 Jenny Cummings, Marketing Director
 Rodrigo Rodriguez, Director
 Carlos Diaz Muñoz, Cinematographer
 Morgana Tomas, Producer
 Steve Wilson, Special Effects
 Enrique Leal, Editor

Award: Silver ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: South Texas College Marketing Department
Title: South Texas College - Tuition
Contributors:
 Jenny Cummings, Marketing Director
 Rodrigo Rodriguez, Director
 Carlos Diaz Muñoz, Cinematographer
 Morgana Tomas, Producer

42 B6

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TELEVISION**42 C Local TV**

Award: Gold ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: Lone Star National Bank - Marketing Department
Title: Lone Star Nation Bank - Image :60
Contributors:
 Edna De Saro, Marketing Director
 Rodrigo Rodriguez, Director
 Carlos Diaz Muñoz, Cinematographer
 Morgana Tomas, Producer
 Enrique Leal, Editor
 Steve Wilson, Special Effects

43 Local TV Campaign

Award: Gold ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: Lone Star National Bank - Marketing Department
Title: Lone Star Nation Bank - Image Campaign
Contributors:
 Edna De Saro, Marketing Director
 Rodrigo Rodriguez, Director
 Carlos Diaz Muñoz, Cinematographer
 Morgana Tomas, Producer
 Enrique Leal, Editor
 Steve Wilson, Special Effects

45 A National TV, Consumer Products

Award: Silver ADDY® Award
Entrant: Advertir, Inc.
Advertiser: Stars Restaurants, LP
Title: Stars Drive-In: Classic (English)
Contributors:
 Jack Mills , Producer/Director - Jack Mills Productions

Award: Silver ADDY® Award
Entrant: Advertir, Inc.
Advertiser: Stars Restaurants, LP
Title: Stars Drive-Ins: Image (Spanish)
Contributors:
 Jack Mills, Producer/Director - Jack Mills Productions

45 B National TV, Consumer Outlets

Award: Silver ADDY® Award
Entrant: Millar Hollander Advertising and Marketing
Advertiser: Surplus Warehouse
Title: Teaching Sis
Contributors:
 Jeffrey Millar, Director/Copywriter
 Rodrigo Rodriguez, Executive Producer
 Moranna Thomas, Producer
 Carlos R. Diaz Munoz, Director of Photography

Award: Silver ADDY® Award
Entrant: Millar Hollander Advertising and Marketing
Advertiser: Surplus Warehouse
Title: Walkie Talkie
Contributors:
 Andrew Millar, Concept
 Jeffrey Millar , Director
 Rodrigo Rodriguez , Executive Producer
 Morganna Thomas , Producer

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TELEVISION

45 B National TV, Consumer Outlets

Carlos R. Diaz Munoz, Director of Photography

Award: Silver ADDY® Award
Entrant: Millar Hollander Advertising and Marketing
Advertiser: Surplus Warehouse
Title: Walkie Talkie

Contributors:
 Andrew Millar, Concept
 Jeffrey Millar, Director
 Rodrigo Rodriguez, Executive Producer
 Morganna Thomas, Producer
 Carlos R. Diaz Munoz, Director of Photography

46 A National TV Campaign

Award: Silver ADDY® Award
Entrant: Advertir, Inc.
Advertiser: Stars Restaurants, LP
Title: Stars Drive-In: Regional

Contributors:
 Jack Mills, Producer/Director - Jack Mills Productions

47 Infomercials

Award: Silver ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: Doctors Hospital at Renaissance - Marketing Department
Title: Doctors Hospital at Renaissance - Congressional Video

Contributors:
 Marissa Castañeda, CFO
 Rodrigo Rodriguez, Director
 Enrique Leal, Editor
 Steve Wilson, Special Effects & Titles

PUBLIC SERVICE

62 A Public Service, TV

Award: Gold ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: VAMOS- Marketing Department
Title: VAMOS

Contributors:
 Heather Margain, Marketing Director
 Rodrigo Rodriguez, Director
 Enrique Leal, Editor

Award: Silver ADDY® Award
Entrant: KRGV-TV
Advertiser: KRGV-TV
Title: Brown Middle School

Contributors:
 Steven F. Helsing, Creative Director
 Jorge Garza, Director/Editor
 Rick Ramirez, Photographer
 Isreal Alfaro, Key Grip

66 A Public Service, Campaign

Award: Silver ADDY® Award
Entrant: Lamar Outdoor Advertising
Advertiser: Lamar Outdoor Advertising
Title: Drive Positive

Contributors:

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PUBLIC SERVICE

66 A Public Service, Campaign

Aj Ferrara, Creative Director
Mike Sanchez, Graphic Artist

ADVERTISING INDUSTRY SELF-PROMOTION

67 E Self Promotion, Broadcast

Award: Gold ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: Rio Bravo Pictures
Title: Rodrigo Rodriguez is El Santo - National DVD Demo
Contributors:
Steve Wilson, DVD Autoring and Design

ELEMENTS OF ADVERTISING

70 Logo

Award: Gold ADDY® Award
Entrant: Millar Hollander Advertising and Marketing
Advertiser: Okun Dentistry
Title: Okun Dentistry Logo
Contributors:
Alan Hollander, Designer/Partner
Amy Okun- Capshaw, Coordinator

Award: Silver ADDY® Award
Entrant: Sanborn's Mexico Insurance
Advertiser: Sanborn's Mexico Insurance
Title: Sanborn's 60th Anniversary
Contributors:
Pete Castillo, Graphic Designer

Award: Silver ADDY® Award
Entrant: Millar Hollander Advertising and Marketing
Advertiser: Brownsville South Padre Island International Airport
Title: 80th Anniversary of Brownsville South Padre Island International Airport
Contributors:
Alan Hollander, Designer/Partner

Award: Silver ADDY® Award
Entrant: Millar Hollander Advertising and Marketing
Advertiser: The Pharr Centennial Committee
Title: Phireworks over Pharr
Contributors:
Alan Hollander, Designer/Partner
Jeffrey Millar, Art Director/Partner

72 B Photography, Color

Award: Silver ADDY® Award
Entrant: Millar Hollander Advertising and Marketing
Advertiser: Los Fresnos Chamber of Commerce
Title: Los Fesnos Tranquility
Contributors:
Alan Hollander, Photographer
John Topp, Art Director

73 A Special Effects, Video or Film

Award: Silver ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: RGV Vipers
Title: RGV Vipers
Contributors:

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ELEMENTS OF ADVERTISING

73 A Special Effects, Video or Film

Edna De Saro, Executive Producer
 Rodrigo Rodriguez, Producer/Director
 Steve Wilson, Special Effects Cameraman
 Steve Wilson, Compositing and Special Effects
 Enrique Leal, Creative Director/Writer
 Jolly Green Giant, Stand In

74 C Sound Design

Award: Silver ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: Lone Star National Bank - Marketing Department
Title: Lone Star Nation Bank - Image :30
Contributors:

Edna De Saro, marketing Director
 Rodrigo Rodriguez, Director
 Carlos Diaz Muñoz, Cinematographer
 Travis Rich, Sound Design
 Moving Pictures, Sound Studio

75 Cinematography

Award: Gold ADDY® Award
Entrant: Rio Bravo Pictures
Advertiser: Lone Star National Bank - Marketing Department
Title: Lone Star Nation Bank - :60 Image
Contributors:

Edna De Saro, Marketing Director
 Rodrigo Rodriguez, Director
 Carlos Diaz Muñoz, Cinematographer
 Rob McGraff, 1st AC
 Camera & Lens, MPS Dallas
 Lyn Austin/Republic Helicopters, Pilot

STUDENT ADDY Categories

S04 Out-of-Home

Award: Student Silver ADDY®
Entrant: utPA-Ad Club NSAC Team
Advertiser: The University of Texas-Pan American
Title: Who's Your Buddy-Times Square
Contributors:

Santa Hernandez, creative Director
 Javier Paz, Art Director
 Liliana Uriza, Art Director
 Jorge Rincon, Art Director
 Fabiola Balderas, Art Director
 Mario Benevidez, Interactive Design
 Yanci Swenson, Team Captain

Award: Student Silver ADDY®
Entrant: utPA-Ad Club NSAC Team
Advertiser: The University of Texas-Pan American
Title: Who's Your Buddy-Unleash the features billboard
Contributors:

Santa Hernandez, Creative Director
 Javier Paz, Art Director
 Liliana Uriza, Art Director
 Jorge Rincon, Art Director
 Fabiola Balderas, Art Director
 Mario Benevidez, Interactive Design
 Yanci Swenson, Team Captain

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STUDENT ADDY Categories

S04 Out-of-Home

Award: Student Silver ADDY®
Entrant: utPA-Ad Club NSAC Team
Advertiser: The University of Texas-Pan American
Title: Who's Your Buddy-Unleash the features Bus Shelter
Contributors:
 Santa Hernandez, Creative Director
 Javier Paz, Art Director
 Liliana Uriza, Art Director
 Jorge Rincon, Art Director
 Fabiola Balderas, Art Director
 Mario Benevidez, Interactive Design
 Yanci Swenson, Team Captain

S09 A Cover

Award: Student Silver ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine
Contributors:
 Christopher Ramirez, Design Editor
 Ana Ley, Editor-In-chief
 Jennifer Terrazas, Photo Editor

S09 B Editorial Spread

Award: Student Gold ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine-Table of Contents
Contributors:
 Christopher Ramirez, Design Editor
 Ana Ley, Editor-In-chief
 Jennifer Terrazas, Photo Editor
 Santa Hernandez, Illustrator
 Javier Paz, Illustrator

Award: Student Gold ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine-Music
Contributors:
 Christopher Ramirez, Design Editor
 Ana Ley, Editor-In-chief
 Jennifer Terrazas, Photo Editor
 Jennifer Terrazas, Photographer

Award: Student Gold ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine-85-87
Contributors:
 Christopher Ramirez, Design Editor
 Ana Ley, Editor-In-chief
 Jennifer Terrazas, Photo Editor
 Javier Paz, Illustrator

Award: Student Gold ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine-109-114
Contributors:

STUDENT ADDY Categories

S09 B Editorial Spread

Christopher Ramirez, Design Editor
 Ana Ley, Editor-In-chief
 Jennifer Terrazas, Photo Editor
 Santa Hernandez, Illustrator
 Esmeralda Olvera, Illustrator
 Lucia Gutierrez, Photographer
 Ben Briones, Photographer

Award: Student Silver ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine-German Gals
Contributors:

Christopher Ramirez, Design Editor
 Ana Ley, Editor-In-chief
 Jennifer Terrazas, Photo Editor
 Javier Paz, Illustrator
 Daniel Martinez, Photographer

Award: Student Silver ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine-81
Contributors:

Christopher Ramirez, Design Editor
 Ana Ley, Editor-In-chief
 Jennifer Terrazas, Photo Editor
 Samantha Morales, Photographer
 Christopher Ramirez, Photo Illustration

Award: Student Silver ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine-102-103
Contributors:

Christopher Ramirez, Design Editor
 Ana Ley, Editor-In-chief
 Jennifer Terrazas, Photo Editor
 Javier Paz, Illustrator
 Daniel Martinez, Photographer

S09 C Series

Award: Student Gold ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine-Box Heads
Contributors:

Christopher Ramirez, Design Editor
 Ana Ley, Editor-In-chief
 Jennifer Terrazas, Photo Editor

S11 Television

Award: Student Silver ADDY®
Entrant: UTPA-Ad Club NSAC Team
Advertiser: The University of Texas-Pan American
Title: Who's Your Buddy-TV
Contributors:

Santa Hernandez, Creative Director
 Javier Paz, Art Director
 Liliana Uriza, Art Director
 Jorge Rincon, Art Director

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STUDENT ADDY Categories

S11 Television

Fabiola Balderas, Art Director
Mario Benevidez, Interactive Design
Yanci Swenson, Team Captain

S12 Mixed Media Campaign

Award: Student Gold ADDY®
Entrant: UTPA-Ad Club NSAC Team
Advertiser: The University of Texas-Pan American
Title: Who's Your Buddy
Contributors:

santa hernandez, Creative Director
Javier Paz, Art Director
Liliana Uriza, Art Director
Jorge Rincon, Art Director
Fabiola Balderas, Art Director
Mario Benevidez, Interactive Design
Yanci Swenson, Team Captain

S13 C Photography

Award: Student Silver ADDY®
Entrant: Panorama Staff
Advertiser: UTPA-Ad Club
Title: Panorama Magazine-Photo 115
Contributors:

Christopher Ramirez, Design Editor
Ana Ley, Editor-In-chief
Jennifer Terrazas, Photo Editor
Lucia Gutierrez, Photographer
Esmeralda Olvera, Photo Illustration