



4/25/11, 11:45am

**2011 PELE AWARD WINNERS RECAP**

**APRIL 23, 2011**

**HAWAII THEATRE**

BEST OF SHOW FOR DESIGN

“Blue”

Client: Hawaii Skin Diver Magazine

VOICE

BEST OF SHOW FOR ADVERTISING

“Perfect Moments Campaign”

Client: HVCB

MVNP

SPECIAL JUDGE’S AWARD - ADVERTISING

“McDonald’s Hawaii Frappe Freeze Event”

Client: McDonalds Hawaii

MVNP

SPECIAL JUDGE’S AWARD - DESIGN

“The Best of Maui 2010 in 3D”

MauiTime Weekly

1d – SALES PROMOTION – MENU DESIGN

Silver

“Compendium Cover Design & Inside Pages”

Client: Azul & Koloa Landing on Poipu Beach

AGAPE DESIGN- MAUI

Bronze

“Orchids Art Menus”

Client: Halekulani

SAE DESIGN - MAUI

1e – SALES PROMOTION - CAMPAIGN

PELE

“Four Seasons Guest Campaign”

Client: Four Seasons – Wailea

AGAPE DESIGN - MAUI

Silver

“Club Guest Collateral”

Client: Hilton Grand Vacations

CLARENCE LEE DESIGN

Bronze

“Parc Chic Surf Campaign”

Client: Waikiki Parc Hotel

SAE DESIGN

2a/b – SALES PROMOTION - PACKAGE DESIGN - SINGLE

PELE

“100 Mile Lifestyle”

Client: Aina Gourmet Market

SAE DESIGN

Silver

“Starwood Hawaii – Moana Beach House Riesling Wine Label”

Client: Starwood Hawaii

MVNP

Bronze

“Djando Would Go!”

Client: Hot Club of Hulaville

FLEET STREET INTEGRATED BRANDING

2c – PACKAGE DESIGN - SERIES

PELE

“Puzzle Box”

Client: Halekulani

SAE DESIGN

Silver

“Diamond Bakery”

Client: Diamond Bakery

WALL-TO-WALL STUDIOS

Bronze

“Maui’s Honey”

Client: Tropical Apiary Products of Maui

SAE DESIGN

6b – ANNUAL REPORT

Bronze

Collateral Annual Report

“2009 Wildlife Alliance Annual Report”

Client: Wildlife Alliance

VOICE

7c – COLLATERAL – BROCHURE CAMPAIGN

Silver

“Four Seasons In-Room Campaign”

Client: Four Seasons – Wailea

AGAPE DESIGN – MAUI

Silver

“Seiwajyuku Hawaii Identity Design”

Client: Seiwajyuku Hawaii

CLARENCE LEE DESIGN

8a – PUBLICATION DESIGN – COVERS

PELE

“Makua”

Client: Real Word Magazine

HAGADONE PRINTING CO.

Silver

“Alien Abduction”

Client: Hawaii Skin Diving Magazine

VOICE

Bronze

“The Kahala, Vol. 5, No. 1”

Client: The Kahala Hotel & Resort

MORRIS VISITOR PUBLICATIONS

8b – PUBLICATION DESIGN – SPREADS OR FEATURE

PELE

“Sea of Treasures”

Client: Hawaii Skin Diver Magazine

VOICE

Silver

“Life in the Microcosm”

Client: Hawaiian Airlines

HANA HOU!

Bronze

“Fiji Found”

Client: Hawaii Skin Diver Magazine

VOICE

8c – PUBLICATION DESIGN – SERIES

PELE

“Hawaii Skin Diver Covers 2010”

Client: Hawaii Skin Diver Magazine

VOICE

Silver

“INNOV8 Magazine”

Client: go! Mokulele Airlines

NELLA MEDIA GROUP

Bronze

“Halekulani Living Covers”

Client: Halekulani Living

OAHU PUBLICATIONS, INC.

8d – COMPLETE PUBLICATION DESIGN – ACCEPTING ADVERTISING

PELE

“Blue”

Client: Hawaii Skin Diver Magazine

VOICE

Silver

“Found”

Client: Hawaii Skin Diver Magazine

VOICE

Bronze

“The Best of Maui 2010 in 3D”

MauiTime Weekly

9a – POSTERS – SINGLE

Silver

“2<sup>nd</sup> Annual Pizza Eating Competition”

Client: JJ Dolan’s

WALL-TO-WALL STUDIOS

13b - SPECIALTY ADVERTISING

PELE

“Four Seasons Maui Complete Campaign”

Client: Four Seasons Maui

AGAPE DESIGN – MAUI

Silver

“Haneda In-Flight Materials”

Client: Hawaiian Airlines

ANTHOLOGY

Bronze

“In-Room Memo Pad

Client: Four Seasons-Wailea

AGAPE DESIGN - MAUI

14a – OUT OF HOME - OUTDOOR

PELE

“Turning Hawaiian”

Client: Hawaiian Airlines

ANTHOLOGY

Silver

“Perfect Moments Mainland Blitz”

Client: Hawaii Visitors & Convention Bureau

MVNP

Bronze

“Canned Good”

Client: Hawaii Honda Dealers

SANDY PENCIL & JOYCE TIMPSON & ASSO.

17b – OUT OF HOME - SITE INTERIOR

Silver

“JTB Hawaii Oli Oli Station Exhibition Design & Signage”

Client: JTB

CLARENCE LEE DESIGN

17d – OUT OF HOME - SITE EXTERIOR

PELE

“Whole Foods Market – Maui Flagship Store Exterior”

Client: Whole Foods

CARBAJAL DESIGN – MAUI

Silver

“Eden In Love”

Client: Eden In Love

1013

18 – OUT OF HOME – SITE CAMPAIGN

Bronze

“The Difference is Hawaiian”

Client: Hawaiian Airlines

ANTHOLOGY

20a – NON-TRADITIONAL ADVERTISING

PELE

“Frappe Freeze Event”

Client: McDonalds Hawaii

MVNP

Silver

“Ice vs. Ice”

Client: Hawaiian Airlines

ANTHOLOGY

Bronze

“Share Miles, Share Life”

Client: Hawaiian Airlines, Bank of America & Bank of Hawaii

1001 STORIES

22b – MAGAZINE ADVERTISING – FULL PAGE OR LESS

PELE

“One Glove”

Client: Hawaiian Host

HENDRIX MIYASAKI SHIN ADVERTISING

Silver

“Perfect Moments – Lava”

Client: Hawaii Visitors & Convention Bureau

MVNP

Bronze

“22 degrees North Print Advertising”

Client 22 degrees North

TSUNAMI MARKETING – KAUAI

23b – MAGAZINE ADVERTISING – SPREADS OR MULTI PAGES

PELE

“Green Hawaii”

Client: HECO

PACIFIC BASIN COMMUNICATIONS

Silver

“AIA Design Awards 2010”

Client: AIA Hawaii

PACIFIC BASIC COMMUNICATIONS

24a/b – MAGAZINE ADVERTISING CAMPAIGN

PELE

“Drip Wall”

Client: Hawaii Finishing Alliance

MATSUMOTO & CLAPPERTON

Silver

“22 Degrees North Print Campaign”

Client: 22 Degrees North

TSUNAMI MARKETING – KAUAI

Bronze

“Moana Beach House Campaign”

Client: Starwood Hawaii

MVNP

25a – MAGAZINE SELF PROMOTION

PELE

“Inbox”

Client: Hawaii Skin Diver Magazine

ELEMENT 8

Silver

“Black Sheep”

Client: Hawaii Skin Diver Magazine

ELEMENT 8

Bronze

“The Unknown”

Client: Hawaii Skin Diver Magazine

ELEMENT 8

26b – NEWSPAPER ADVERTISING - FULL PAGE OR LESS

Silver

“Crown”

Client: Oceanic Time Warner Cable

SANDY PENCIL & OCEANIC TIME WARNER CABLE

30b – NEWSPAPER ADVERTISING CAMPAIGN

Silver

“Perfect Moments Campaign”

Client: Hawaii Visitors & Convention Bureau

MVNP

33-34 – INTERACTIVE WEBSITES

Business to Business

PELE.

“Satok Hi Photo”

Client: Satok Photo

HIBISCUS INTERACTIVE

Silver

“Java Beans Hi Website”

Client: Java Beans

Agency: OrangeRoc

Bronze

“M2M & Emerging Solutions ”

Client: Sprint Hawaii Wholesale

ANTHOLOGY

CONSUMER

PELE

“Philpotts Website”

Client: Marion Philpotts

WALL-TO-WALL STUDIOS

Silver

“PVA Website”

Client: Peter Vincent & Associates

WALL-TO-WALL STUDIOS

Bronze

“Waikiki Parc Hotel Website”

Client: Waikiki Parc Hotel

ANTHOLOGY

36A-I, 38a - ONLINE BANNERS, MICROSITES, ETC.

PELE

“Picture Yourself in Hawaii”

Client: Hawaiian Airlines

ANTHOLOGY

Silver

“Green Ipad App”

Client: Greencar Hawaii Inc.

IKAYZO, INC.

Bronze

Malama Phone App”

KAMEHAMEHA SCHOOLS

36J INTERNET COMMERCIALS

PELE

Hawaiian Skies Starlight

Client: Hawaiian Air

ANTHOLOGY

Silver

“Hawaiian Skies: HIFF”

Client: Hawaiian Air

ANTHOLGY

37 WEB/ONLINE CAMPAIGN

Silver

“Frappe Rich Media Banners”

Client: McDonalds Hawaii

MVNP

39a/b RADIO

PELE

“Yummy Yam Casserole”

Client: Oceanic Cable

SANDY PENCIL

Silver

“Pancakes”

Client: Mac 24-7

4FRONT BRANDING

Bronze

“Low Rates”

DTRIC INSURANCE CO., LTD.

44a1-3 TV under \$25,000

PELE

“Not Another Drop”

Client: Hawaii Energy

WALL-TO-WALL STUDIOS

Silver

“Dinosaurs”

Client: Pearlridge

ANTHOLOGY

Silver:

“Fish”

Client: Island Insurance

THREE

Bronze

“Explore “

Client: University of Hawaii at Manoa

1001 STORIES

Bronze

“Culture”

Client: University of Hawaii at Manoa

1001 STORIES

Bronze

“Na Hoku O Hawaii Music Festival Promo”

Client: 4 Miles, LLC

LIQUID PLANET STUDIOS

44b1-3 – TV \$25-\$50,000

PELE

“Think Science”

Client: Chaminade University

WALL-TO-WALL STUDIOS

Silver

“Hiding “

Client: American Savings Bank

ANTHOLOGY

Silver

“Heartbeat”

Client: Chaminade University

WALL-TO-WALL STUDIOS

Bronze

“My Generation”

Client: Meadow Gold

LIQUID PLANET STUDIOS

Bronze

“Burger Love”

Client: Burger King Hawaii

THE HARRIS AGENCY

44c1-2 TV OVER \$50,000

PELE

“Mirror”

Client: Hawaiian Airlines

ANTHOLOGY

Silver

“Always On”

Client: Hawaiian Telcom

MVNP

45a1 TV CAMPAIGN – LESS THAN \$25,000

PELE

“Without Hawaiian, It’s Just Not the Same”

Client: Aha Punana Leo

PALIKU DOCUMENTARY FILMS

Silver

“Hemic 2010”

Client: Hemic

DAN ZIEGLER

45a3 TV CAMPAIGN OVER \$50,000

PELE

“Discover. Inspire. Innovate”

Client: UH- Manoa

1001 STORIES

Silver

“Always On”

Client: Hawaiian Telcom

MVNP

Silver

“Backdrop Campaign”

Client: Hawaii National Bank

WALL-TO-WALL STUDIOS

46a TV SELF PROMOTION - SINGLE

Silver

“One Smart Shopper”

OCEANIC TIME WARNER CABLE (Jon Brekke)

Silver

“Waiting”

Client: Oceanic Time Warner Cable

WAGNERVISION, SANDY PENCIL & MOANA PRODUCTIONS

46a TV SELF PROMOTION - CAMPAIGN

PELE

“Another Reason”

Client: Oceanic Cable Time Warner Cable

WAGNERVISION, SANDY PENCIL & MOANA PRODUCTIONS

53 – MIXED/.MULTIPLE MEDIA – CONSUMER LOCAL  
(COMPLETE CAMPAIGN)

Bronze

“Another Reason”

Client: Oceanic Time Warner Cable

SANDY PENCIL & OCEANIC TIME WARNER CABLE

54 – MIXED/.MULTIPLE MEDIA – CONSUMER NATIONAL/REGIONAL  
(COMPLETE CAMPAIGN)

PELE

“Perfect Moments Campaign”

Client: Hawaii Visitors & Convention Bureau

MVNP

55e – ADVERTISING FOR THE ARTS – POSTERS

Silver

“Stopwatch”

Client: Ohina Short Film Showcase

PAYNE ADVERTISING

Bronze

“MACC Benefit Event”

Client: Maui Arts & Cultural Center

AGAPE DESIGN – MAUI

61a- ADV FOR THE ARTS – SINGLE MEDIA CAMPAIGN

PELE

“So Many Films, So Little Time”

Client: Ohina Short Film Showcase

PAYNE ADVERTISING

Silver

“Honolulu Zoo Campaign”

Client: Honolulu Zoo

ANTHOLOGY

61b - ADVERTISING FOR THE ARTS – MIXED MEDIA CAMPAIGN

PELE

“HOT 2011 Campaign”

Client: Hawaii Opera Theatre

ORANGERO

Silver

“HIFF 2010 Campaign”

Client: Hawaii International Film Festival

ORANGERO

Bronze

“So Many Films, So Little Time”

Client: Ohina Short Film Showcase

PAYNE ADVERTISING

63b – PUBLIC SERVICE – NEWSPAPER

Silver

“Hawaii Real Estate”

Client: The Institute for Human Services

ANTHOLOGY

64a PUBLIC SERVICE - TV

Pele

“Little Things”

Client: Community Helping Schools

AD2 HONOLULU

Silver

“Puddles”

Client: UNICEF

1013

Silver

“Gift”

Client: Kapiolani Health Foundation

HENDRIX MIYASAKI SHIN ADVERTISING

64b – PUBLIC SERVICE - RADIO

Pele

“Scary Music :30”

Client: Hawaii Tobacco Prevention & Control Trust Fund

HENDRIX MIYASAKI SHIN ADVERTISING

Silver

“Homework”

Client: AUW

HENDRIX MIYASAKI SHIN ADVERTISING

Silver

“Kindergarten”

Client: AUW

HENDRIX MIYASAKI SHIN ADVERTISING

66- PUBLIC SERVICE – NON-TRADITIONAL MEDIA

PELE

“Tap Project Hawaii – Water Signs”

Client: UNICEF

1013

69 ADVERTISING INDUSTRY SELF PROMOTION – PRINT, ETC

PELE

“Clarence Lee Design Sales Promotion”

Clarence Lee Design

Silver

“Moziac: Stationery Package”

Client: Moziac

ELECTRIC PENCIL

Silver

“Domo”

SAE DESIGN

Bronze

“Confusing Times”

PINEAPPLE TWEED

69f/i – ADV INDUSTRY SELF PROMOTION - BROADCAST & NON-TRADITIONAL MEDIA

Silver

“Holiday Greeting”

1013

Silver

“Razorfish Client Summit Video”

MONTAJ9

69g – ADV INDUSTRY SELF PROMOTION – WEBSITE DESIGN

PELE

“Fraioli Creative”

RICHARD FRAIOLI

Silver

“Element 8”

ELEMENT 8

Bronze

“Clarence Lee Blog”

CLARENCE LEE DESIGN

71a – ADV INDUSTRY SELF PROMOTION – SINGLE & MIXED MEDIA CAMPAIGN

PELE

“W/W Holiday Promo”

WALL-TO-WALL STUDIOS

Silver

“W/W Mad Men”

WALL-TO-WALL STUDIOS

72 – LOGO DESIGN

PELE

“22 degrees North Logo”

Client: 22 degrees North

TSUNAMI MARKETING - KAUAI

Silver

“Waialele Logo”

Client: Starwood Hotel

MVNP

Silver

“Eden in Love”

Client: Eden in Love

1013

Bronze

“National Transfer Accounts Logo”

Client: National Transfer Accounts

DESIGN ASYLUM

Bronze

“FIA Show”

Client: Marriott Ko Olina Beach Club

DFI DESIGN

73a – ILLUSTRATION

Silver

“Hollywood Hawaii”

Client: Where Guest Book Oahu

MORRIS VISITOR PUBLICATIONS

73b – ELEMENTS OF ADV – ILLUSTRATION CAMPAIGN

Pele

“Forrest Spirits”

Client: The Kahala Hotel & Resort

MORRIS VISITOR PUBLICATIONS

Silver

“So Many Films, So Little Time”

Client: Ohina Short Film Showcase

PAYNE ADVERTISING

74d – PHOTOGRAPHY

PELE

“Life in a Microcosm”

Client: Hawaiian Air

HANA HOU!

Photographer: David Liittschwager

Silver

“Day of the Gecko”

Client: Hawaiian Air

HANA HOU!

Photographer: David Liittschwager

75a ANIMATION/SPECIAL EFFECTS

PELE

“Mirror”

Client: Hawaiian Airlines

ANTHOLOGY

Silver

“Dinosaurs SFX”

Client: Pearlridge Shopping Center

ANTHOLOGY

Bronze

“A Boy & His Big Wheel”

Client: Ohina Short Film Showcase

HYPERSPECTIVE STUDIOS, INC.

76a MUSIC SCORE/MUSIC ONLY

PELE

“Always On la la”

Client: Hawaiian Telcom

MVNP

Composer: ZAC CARPER

Silver

“Explore”

Client: University of Hawaii at Manoa

1001 STORIES

Composer: TRENT ROBERTSON

Bronze

“Culture”

Client: University of Hawaii at Manoa

1001 STORIES

Composer: TRENT ROBERTSON

76b MUSIC SCORE/MUSIC WITH LYRICS

PELE

“The Pancake Song”

Client: Mac 24-7

4FRONT BRANDING

Performer/Writer: Hope Mayo

Silver

“Burger Love” Original Score

Client: Burger King Hawaii

THE HARRIS AGENCY

Composer: DION

Bronze

“The Hunger”

Client: Mac 24-7

4FRONT BRANDING

Performer/Writer: BOOGIE

76c MUSIC SCORE/SOUND DESIGN

PELE

“HIFF Trailer”

Client: OrangRoc for HIFF

DP MUSIC

Sound Designer: DAVO CORIA

Silver

“A Boy and His Big Wheel”

Client: Payne Advertising for Ohina Short Film Showcase

PACIFIC MUSIC PRODUCTIONS, INC.

Sound Designer: MAX EBERSBACH

Bronze

“Cutter Web Promotion 1 - Wisconsin”

Client: Cutter Family Auto Centers

OCTANE ADVERTISING

Sound Designer: RON KLOHS

77. CINEMATOGRAPHY

PELE

“Perfect Moments: Whale”

Client: MNVP for HVCB

MOANA PRODUCTIONS

Cinematographer: Paul Atkins

Silver

“Perfect Moments: Lava”

Client: MVNP for HVCB

MOANA PRODUCTIONS

Cinematographer: Paul Atkins

Silver

“Explore”

Client: University of Hawaii at Manoa

1001 STORIES

Cinematographer: Johnathan Walk

Bronze

“Perfect Moments: Falls”

Client: MVNP for HVCB

MOANA PRODUCTIONS

Cinematographer: Paul Atkins

Bronze

“Culture”

Client: University of Hawaii at Manoa

1001 STORIES

Cinematographer: Johnathan Walk

78b- RETAIL ADVERTISING – NEWSPAPER

PELE

“Play Station for Adults”

Client: C.S. Wo

MATSUMOTO & CLAPPERTON ADVERTISING

Silver

“It’s Right, from all Angles”

Client: C.S. Wo

MATSUMOTO & CLAPPERTON ADVERTISING

Bronze

“Pairing”

Client: Hawaiian Host

HENDRIX MIYASAKI SHIN ADVERTISING

78e RETAIL ADVERTISING – TV

PELE

“Dinosaurs”

Client: Pearlridge Center

ANTHOLOGY

Silver

“Always On – Bundle”

Client: Hawaiian Telcom

MVNP

Bronze

“IPOD

Client: Central Pacific Bank

MATSUMOTO & CLAPPERTON ADVERTISING

78F – RETAIL ADVERTISING – BROADCAST CAMPAIGN

Bronze

“SOUND EXCITING?”

Client: Oceanic Time Warner Cable

SANDY PENCIL & OCEANIC TIME WARNER CABLE

78k – RETAIL ADVERTISING – NON –TRADITIONAL MEDIA CAMPAIGN

PELE

“Leather Soul”

Client: Leather Soul

WALL-TO-WALL STUDIOS

Silver

“MAUI’S ON SALE CAMPAIGN”

Client: Hawaiian Airlines

ANTHOLOGY

79a – TRAVEL & TOURISM - MAGAZINE

PELE

“Perfect Moments Print”

Client: Hawaii Visitors & Convention Bureau

MVNP

Silver

“Ola Grand Waikikian Life”

Client: Hilton Grand Vacations

OAHU PUBLICATIONS, INC.

Bronze

“Luana Magazine”

Client: Fairmont Hotels & Resorts

OAHU PUBLICATIONS, INC.

79C – TRAVEL & TOURISM – COLLATERAL

Silver

“Four Seasons Resort”

Client: Four Seasons Maui

AGAPE DESIGN – MAUI

Bronze

“Compendium Book”

Client: Azul & Koloa Landing at Poipu Beach

AGAPE DESIGN- MAUI

79d TRAVEL & TOURISM - TV

PELE

“Perfect Moments TV”

Client: Hawaii Visitors & Convention Bureau

MVNP

Silver

“Mirror”

Client: Hawaiian Airlines

ANTHOLOGY

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79G TRAVEL & TOURISM – MIXED/MULTI MEDIA CAMPAIGN

PELE

“Perfect Moments Mixed Media Campaign”

Client: Hawaii Visitors & Convention Bureau

MVNP

Silver

“Four Seasons Guest Services Campaign”

Client: Four Seasons Maui

Agape Design – Maui

STUDENT DIVISION

presented by the HONOLULU STAR ADVERTISER

STUDENT – WEBSITE & MIXED MEDIA CAMPAIGN

PELE

“Arc Hawaii”

ADINE CLOSE, JOHN BENNET CRUZ, HAO IN KUAN, YONGHAO YAN

University of Hawaii - Manoa

S02 A – STUDENT - COLLATERAL MATERIAL

Silver

“HR Biopetroleum Collateral Material”

COBRA GNOUILAPHI

Honolulu Community College

Bronze

“Goma Tei Menu & Business System”

SHERYL NICOLAS

Honolulu Community College