



AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING™

DISTRICT 13

2009-2010 PELE (Regional Gold ADDY) Award Winners

4Front Branding

PELE

Public Service - Web Design

“Hawaii Seafood Council Website”

Client: Hawaii Seafood Council

EXCELLENCE

Websites

“Kauai Coffee Website”

Client: Kauai Coffee

1001 Stories (HDOLOGY)

PELE

Music Score - Music Only

“One Day”

Client: University of Hawaii at Manoa

EXCELLENCE

TV \$25,000 to \$50,000 Budget

“One Day”

Client: University of Hawaii at Manoa

Cinematography

“One Day”

Client: University of Hawaii at Manoa

Cinematography

“Where You Succeed”

Client: D&D Furniture

Agape Design

PELE

Direct Marketing

“Four Seasons Resort Festive Mailer”

Client: Four Seasons Resort

Specialty Advertising

“Four Seasons Resort Keypacket & Keypad”

Client: Four Season Resort

EXCELLENCE

Menu Design

“Nalu Kai Menu”

Client: St. Regis

Menu Design

“Lobby Lounge Menu”

Client: St. Regis

Sales Presentation

“In Room Collateral”

Client: Four Seasons Resort Maui at Wailea

Package Design

“Hawaiian Henna Packaging”

Client: Hawaiian Henna

Anthology

PELE

Website

“Marriott Resorts Hawaii Website”

Client: Marriott Resorts Hawaii

Non-Traditional Advertising Campaign

“Spirit of Aloha Tour”

Client: Marriott Resorts Hawaii

EXCELLENCE

Public Service Web Design

“Youth Anti-Underage Drinking Website”

Client: Dept. of Defense

Anthology (continued)

Web eCard

“Hawaiian Airlines Holiday eCard”

Client: Hawaiian Airlines

Web On-Line Games

“80th Anniversary Uniform Game”

Client: Hawaiian Airlines

TV Commercials \$25,000-\$50,000

“Whatdya Think”

Client: American Savings Bank

Out-of-Home – Site Exterior

“Sadly”

Client: Hawaiian Airlines

Non-Traditional Advertising Campaign

“Picture Yourself in Hawaii”

Client: Hawaiian Airlines

Non-Traditional Advertising Campaign

“Spirit of Aloha”

Client: Marriott Resorts Hawaii

Radio Campaign

“Listen Campaign”

Client: Kauai Visitors Bureau

Industry Self Promotion – Agency / Design Studio

“Client Spiff Books”

Brad Lewis Photography

EXCELLENCE

Magazine Spread Design

“Volcano Spread”

Client: Life Magazine (China)

Bump Networks

EXCELLENCE

Website

“Golden Globe Awards”

Client: Hollywood Foreign Press

Carbajal Designs

EXCELLENCE

Illustration

“The Affordable Green Home”

Client: Hawaii Home & Remodeling

Clarence Lee Design

PELE

Sales Presentation

“Galleria Waikiki Luxury Brochure”

Client: Duty Free Shoppers

Communications Pacific

EXCELLENCE

Music Score – Music Only

“Lineart”

Client: Mobi PCS

Music Score – Music Only

“Here and There”

Client: Mobi PCS

Core Group One

EXCELLENCE

Digitally Enhanced Photography

“Stand, Firepower, Swab”

Client: USS Battleship Missouri

Photographer: Alex Viarnes

Web Banners / PopUps / Screensavers

“Cheesy”

Client: Taco Bell Hawaii

Design Asylum Inc.

EXCELLENCE

Specialty Advertising

“2009 Great Aloha Run Finisher T-Shirt”

Client: Great Aloha Run

DolceVita: Fine Arts & Visual Communications

EXCELLENCE

Mixed Media Complete campaign

“Don Ho Ohana Celebration”

DTRIC Insurance

PELE

Retail Advertising – Broadcast

“Unlimited Towing”

EXCELLENCE

TV Under \$25,000

“Unlimited Towing”

DP Music

PELE

Music Score – Sound Design

“you2”

Client: iPEC

EXCELLENCE

Music Score – Sound Design

“The Wide Expansion of the Sea”

Client: Kai Akea

Edge City Films

EXCELLENCE

Cinematography

“Ingredients for Success”

Client: Central Pacific Bank

Electric Pencil

PELE

Special Event Material

“HAL 80th Anniversary Postcards”

Client: Anthology

EXCELLENCE

Brochure

“Trump Pre-Opening Brochure”

Client: Anthology

Stationery / Corporate Identity

“Mozaic Letterpress Note Card and Envelope”

Client: Design Logix

Element 8

PELE

Magazine Advertising

“Lousy Score”

Client: Mid Pac Petroleum

Newspaper Advertising

“Melt”

Client: Polynesian Cultural Center

EXCELLENCE

Newspaper Advertising

“Stronger”

Client: Polynesian Cultural Center

Non – Traditional Advertising

“Burnt Calendar”

Client: Polynesian Cultural Center

Magazine Self Promotion

“Bull”

Client: Hawaii Skin Diver Magazine

Magazine Self Promotion

“Terra Firma”

Client: Hawaii Skin Diver Magazine

Hana Hou! Magazine

PELE & BEST IN SHOW - ADVERTISING

Magazine Spread Design

“Tree of Plenty”

EXCELLENCE

Magazine Spread Design

“Seven Summits”

Photography

“The Paddler”

Photographer: Monte Costa

Hastings & Pleadwell

PELE

Public Service – Non-Traditional

“Don’t Be a Billy”

Client: National Cyber Security Alliance

Hawaii Self Storage

PELE

Radio

“Practice Safe Storage”

Hendrix Miyasaki Shin Advertising

PELE

Mixed Media Complete Campaign

“2009 HGEA Complete Campaign”

Client: HGEA

Public Service – Television

“Faces”

Client: Aloha United Way

Public Service Campaign

“AUW Campaign”

Client: Aloha United Way

Non-Traditional Advertising

“Disposable Workers”

Client: HGEA

EXCELLENCE

Public Service – Non-Traditional

“2009 AUW Long Format Video”

Client: Aloha United Way

Out-of-Home – Site Exterior

“Man”

Client: HGEA

Out-of-Home – Site Exterior

“Woman”

Client: HGEA

Hendrix Miyasaki Shin Advertising (continued)

Public Service – Television

“Alley”

Client: Dept. of Health

Public Service – Television

“Backyard Party”

Client: Dept. of Health

Animation / Special Effects

“Alley Special Effects”

Client: Dept. of Health

Animation / Special Effects

“Backyard Party SFX”

Client: Dept. Of Health

Out-of-Home – Mass Transit

“Hula”

Client: Hawaiian Host

Out-of-Home – Super Sized Board

“Diamondhead”

Client: Hawaiian Host

Out-of-Home – Super Sized Board

“Hula”

Client: Hawaiian Host

Out-of-Home – Mass Transit

“Surfer”

Client: Hawaiian Host

Magazine Advertising

“Treasure”

Client: Iolani Palace

Public Service Campaign

“Alley & Backyard Party”

Client: Dept. of Health

Honolulu Community College

PELE

Student Advertising Division

Quintin Campbell

“Bob Marley CD Packaging”

EXCELLENCE

Student Advertising Division

Kalena Leong

“The Other Half You’ve Been Searchin”

Student Advertising Division

Quintin Campbell

“Ghirardelli Business System”

Student Advertising Division

Kalena Leong

“Educated Guess”

Jon Rasmussen / Octane Advertising

PELE

Radio Campaign

“Classic Campaign”

Client: Cutter Automotive

Music Score with Lyrics

“Owl”

Client: Cutter Automotive

EXCELLENCE

Radio

“The Tracks of my Car”

Client: Cutter Automotive

The Madden Corporation

EXCELLENCE

Package Design

“Island Heritage Retail Store Bag”

Package Design

“Island Bath & Body Packaging”

Matsumoto & Clapperton

PELE

Retail Advertising – Print

“Wake Up, Sit in Style, Tommy Bahama”

Client: C.S. Wo

Television \$25,000-\$50,000

“Won Ton Chips”

Client: Central Pacific Bank

EXCELLENCE

Point-of-Purchase

“Sushi, Gas, Coffee”

Client: Central Pacific Bank

Retail Advertising

“Don’t Make Things”

Client: C.S. Wo

Michael Horton Design

EXCELLENCE

Direct Mail

“Breast Cancer Card”

Milici Valenti Ng Pack Advertising

PELE

Menu Design

“Aha Aina Menu”

Client: Royal Hawaiian Hotel

Brochure

“St. Regis Princeville Brochure”

Client: St. Regis Princeville

Newspaper Advertising Campaign

“You’d Be Happy Here Too”

Client: HVCB

Industry Self Promotion – Agency / Design Studio

“MVNP Identity Package”

Web Banners/PopUps/Screen Savers

“Whale & Hula Stories”

Client: HVCB

Web Online Games

“McCafe Madness”

Client: McDonalds of Hawaii

EXCELLENCE

Out-of-Home – Super Sized Board

“You’d Be Happy Here Too – Whale Billboard”

Client: HVCB

Magazine Advertising

“You’d Be Happy Here Too – Whale”

Client: HVCB

Websites

“Maui, Molokai & Lanai Site”

Client: Maui Visitor Bureau

Web eCard

“Holiday Card: Ukulele Hero”

Client: HVCB

Milici Valenti Ng Pack Advertising (continued)

Micro/Mini Site

“McCafe”

Client: McDonalds of Hawaii

Out-of-Home Campaign

“You’d Be Happy Here Too Campaign”

Client: HVCB

Newspaper Advertising

“You’d Be Happy Here Too Campaign”

Client: HVCB

Moana Productions

EXCELLENCE

Cinematography

“Anthem”

Client: Hawaiian Telecom

Morris Visitor Publications

PELE

Cover Design Series

“Where Guestbook Covers 2009”

Photography

“At the Breaking Point”

Client: The Kahala Magazine

Photographer: Clark Little

EXCELLENCE

Publication Design – Covers Campaign

“Islands of Outrigger”

Client: Outrigger Hotels & Resorts

Publication Design – Covers Campaign

“The Kahala”

Client: The Kahala Hotel and Resort

Publication Design for Magazines Accepting Advertisign

“The Kahala Vol. 4, No. 2”

Client: The Kahala Hotel and Resort

Morris Visitor Publications (continued)

EXCELLENCE

Photography

“Islands of Outrigger”

Client: Outrigger Hotel and Resort

Photographer: Dana Edmunds

Mutual Publishing

EXCELLENCE

Publication Design for Books

“Poke by Chef Sam Choy”

Nella Media Group

EXCELLENCE

Cover Design Series

“Innov8 Cover Series”

Nomura Design

PELE

Advertising for the Arts – Collateral

“31st Annual Commitment to Excellence Brochure & Poster”

Client: Honolulu Japanese Chamber of Commerce

Oahu Publications

EXCELLENCE

Web Banners/PopUps/Screensavers

“Curators of Hawaiian Music”

Client: Starwood Hotels and Resorts

Oceanic Time Warner Cable

EXCELLENCE

Animation / Special Effects

“Steel Trap”

Orasi Design

EXCELLENCE

Public Service Campaign

“Sex Abuse Prevention Curriculum”

Client: Kapiolani Medical Center for Women and Children

Orange ROC

PELE

Point-of-Purchase

“Kilimanjaro Rifles Trade Show Exhibit”

Client: Kilimanjaro Rifles

EXCELLENCE

Stationary / Corporate Identity

“Geobunga Identity Package”

Public Service Web Design

“College Connections Hawaii Website”

Point-of-Purchase

“Fairmont Orchid Spa Package Campaign”

Client: The Fairmont Orchid

OstranderChu

PELE

Public Service – Collateral

“Conversation Can’t Wait”

Client: The Nature Conservancy

Queen’s Medical Center / Queen’s Creative Services

EXCELLENCE

Annual Report

“Playbook 2009”

Pineapple Tweed LLC

EXCELLENCE

Public Service – Collateral

“Redefining Responsible Coasters”

Client: EUDL, Hawaii Dept. Of Defense

Richard Fraioli & Darrin Lin

PELE

Ad Club Self Promotion

“Tight Budget, Sharpest Award, Some Changes”

Client: 2009 Pele Awards for AAF District 13

Digitally Enhanced Photography

“Sharpest Award”

Client: 2009 Pele Awards for AAF District 13

Photographer: Alex Viarnes

Sandy Pencil / Joyce Timpson

EXCELLENCE

Out-of-Home Campaign

“No Sports”

Client: Hawaii Honda Dealers

Sandy Pencil / Wagnervision

PELE and BEST IN SHOW – ADVERTISING

Television Self Promotion

“Hammock :15”

Client: Oceanic Time Warner

EXCELLENCE

Television Self Promotion

“Porn”

Client: Oceanic Time Warner

Television Self Promotion

“Photoshow”

Client: Oceanic Time Warner

Retail Advertising for Broadcast

“Hammock #2”

Client: Oceanic Time Warner

SAE Design

PELE

Package Design

“Halekulani Delights Campaign”

Client: Halekulani Hotel

Stationery / Corporate Identity

“Hotel Wailea Stationary”

Client: Hotel Wailea

Brochure Campaign

“Hale Makua Campaign”

Client: Hale Makua Health Services

Logo Design

“Anonymous Angels Logo”

EXCELLENCE

Brochure

“Halekulani Premier Suites”

Client: Halekulani Hotel

Logo Design

“VIP Cash n Carry Logo”

Client: VIP Foodservice

Stacey Leong Design

PELE

Websites

“Tanoa Samoa Website”

Client: Tanoa Samoa

EXCELLENCE

Stationery / Corporate Identity

“Private Insurance Worldwide Identity”

Industry Self Promotion – Agency / Design Studio

“SLD Holiday Card”

University of Hawaii Art Gallery

PELE

Publication Design for Books

“Writing with Thread”

Voice

PELE

Publication Design – Covers Campaign

“The Vertical Issue”

Client: Hawaii Skin Diving Magazine

Publication Design for Magazine Accepting Advertising

“The Vertical Issue”

Client: Hawaii Skin Diving Magazine

EXCELLENCE

Publication Design – Covers Campaign

“The Quest”

Client: Hawaii Skin Diving Magazine

Magazine Spread Design

“Hunter’s of the Black Rock”

Client: Hawaii Skin Diving Magazine

Magazine Spread Design

“In a Land Far Away”

Client: Hawaii Skin Diving Magazine

Cover Design Series

“Hawaii Skin Diver Covers 2009”

Client: Hawaii Skin Diving Magazine

Logo Design

“Lombard Loop Orchard Logo”

Wagnervision

EXCELLENCE

TV Under \$25,000

“JFFA Cards”

Client: JobsFreeForAll.com

Wall-To-Wall Studios

PELE

Web eCard

“Holiday E-Card”

Client: Hyatt Regency Waikiki

TV Under \$25,000 Budget

“Euphemera”

Client: Brasserie Du Vin

Animation / Special Effects

“The Daves”

Client: Bar 35

Cinematography

“The Daves”

Client: Bar 35

EXCELLENCE

Micro/Mini Site

“McCafe”

Client: Milici Valenti Ng Pack / McDonalds of Hawaii

Industry Self Promotion – Agency / Design Studio

“Wall-to-Wall Studios Website”

Micro/Mini Site

“Viewbook”

Client: Chaminade University of Honolulu