

Marketing shops showcase nod-worthy work at Addy Awards

Top-flight ad shops showcased their best work at the Addy Awards competitions held March 4.

The Palm Beach Advertising Federation and the Advertising Federation of Greater Miami each held events to present awards for the best in television, radio, print and online marketing.

In Miami, Zubi Advertising won 22 gold Addys, plus Best of Show Print (English) for a poster for client Ford. Alma DDB earned 11 gold Addys, as well as Best of Show Print (non-English) for a newspaper campaign for State Farm. La Comunidad took 10 gold Addys, and swept the Best of Show Broadcast categories with work for *Rolling Stone* (English) and MTV (non-English).

Best of Show Interactive went to Sapien Interactive for Happiness Factory, which was entered in the online games category, for the Coca Cola Co. The agency also won two golds.

Among the other gold winners were Tinsley Advertising (11), PIL Creative Group (seven), Southern Brand Collective (six), Media 8 Digital Marketing (five), Republica LLC (four), Accent Marketing and Creative on



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Jeff Zbar

Demand (three each), and SCPF and Soffer Collective Branding + Design (two each).

Winning one gold Addy each were the Adrienne Arsht Center for the Performing Arts, Concept Café Advertising, Diaz Cooper Advertising, Diego+Heymann+Partners, Faskit Corp., Flic Media, HH Advertising, Kabookaboo Marketing, Lava Studio, Lime Media Group, MARCA, Norwegian Cruise Line, Pumped Inc., The Caldwell Group and With-in Productions.

The Miami Addys tallied some 700 entries – up from 531 last year – although entries statewide were down, said Alan Brown, principal with Kabookaboo Marketing in Coral Gables and this year's Addy chairman. Interactive entries were up 15 percent, he said. He credited heavy advanced promotion, with e-mail, direct mail and personal calls to area agencies.

Brown also commissioned a micro-Web site for the event at Addys2010Miami.com.

In the Palm Beaches, Battle Advertising took six gold Addys, plus Best of Show in the advertising and interactive categories, both for client 3N2 Sports. MDG Advertising took three golds, along with Bests of Show in the electronic (for the Boca Raton Museum of Art) and print (for Spodak Dental Group) categories. Ryan William's Agency earned one gold, and Best of Show Design/Concept,



Zubi Advertising won Best of Show in the print category for a poster for client Ford.

for a T-shirt design for the Palm Beach Advertising Federation. FC Edge earned three golds, while D&G Communications and Ion Media Networks each earned one.

Winners were chosen from among 227 total entries from 19 local agencies and companies, as well as three students, said Laura Brandano, co-president and Addy chairwoman. Print entries were down, but broad-

cast and interactive entries were up from last year, she said. In all, 16 gold and 51 silver awards were given, Brandano said.

"Coming off a hard advertising year in 2009, we were excited to see the quality and number of entries," she said. "We are looking forward to seeing how our winners will compete at the district level in May."

Recession or not, even at a cost of \$57 an entry, entering – and winning – an Addy has its benefits, said Luis Miguel Messianu, president and chief creative officer with Coral Gables-based Alma DDB. The agency has historically hauled in multiple awards. Winning top industry awards can be good for recruiting, agency brand building and business building, he said. It becomes especially important as awards rise through the competitive ranks and gain more exposure, he said.

"It helps build image. Awards put agencies on the radar screen," he said. "It's a circle of benefit for everyone."

Gold and select silver winners advance to the American Advertising Federation's District 4 competition. Winners from districts advance to nationals.

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