

..... 2017 .....

**PELE AWARDS**

..... THE MUSICAL .....

# WINNERS BOOKLET



**2017 Pele Awards • April 22, 2017 • Royal Hawaiian Hotel**  
A District Competition for the American Advertising Awards

# ABOUT THE PELE AWARDS

The Pele Awards originally belonged to Ad Infinitum, the organization that later became AIGA – Honolulu or the American Institute of Graphic Arts. The Pele Award was an award given for excellence in graphic design. In the late 1970s, the Honolulu Advertising Federation (today now known as the AAF-Hawaii) took over the competition and it became an advertising and design competition

Today, The Pele Awards has evolved into National American Advertising Awards District creative competition, designed to recognize excellence in Advertising and Design in the State of Hawaii for the past calendar year. As a part of the American Advertising Awards system, the first place winners or the Pele Gold winners in all National categories are sent from the Pele Awards to the National American Advertising Awards (formerly the ADDYs) to compete in the National Finals at no charge.

The American Advertising Federation (AAF), who runs the National American Advertising Awards Competition, has divided the country into 15 districts. Most districts are comprised of numerous advertising trade organizations (or ad clubs) and cover more than one state.

Hawaii is luckier than most areas in the United States. Since we live on an island, far removed from the other states, we applied for District status in early 1980 with the American Advertising Federation and Hawaii became the American Advertising Federation - District 13 or AAF District 13. We really only have one competition to clear before our work goes on to the National American Advertising Awards Competition. Win a Pele Gold in Hawaii and you're on your way to potential National stardom!

## 2016 AMERICAN ADVERTISING AWARDS NATIONAL WINNERS FROM HAWAII

### **GOLD** **STUDENT DIVISION** **“CMYK MAGAZINE”** **Web Design**

Hyela Lee  
Kapiolani Community College

### **SILVER** **“LEI MAGAZINE”** **Entire Magazine Design**

Nella Media Group

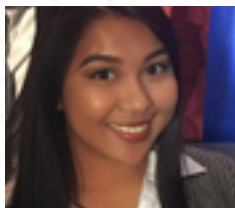
### **SILVER** **“HANA HOU PICTURE SHOW: FAST & FURIOUS: TOKYO DRIFT”** **CLIENT: CONSOLIDATED THEATRES** **Out-Of-Home - Posters** MVNP

### **SILVER** **“CRAZY BEAUTIFUL”** **CLIENT: HAWAII SKIN DIVER MAGAZINE** **Editorial Spread or Feature** Voice

## CLASS OF 2017 MOST PROMISING MULTI-CULTURAL STUDENTS



**SKYLYNN SANDOVAL-  
NANOO**  
Hawaii Pacific University



**CHANTELLE  
AGUILAR**  
Chaminade University

The American Advertising Federation (AAF) has named Hawaii Pacific University Senior, Skylynn Sandoval-Nanoo and Chaminade University Of Honolulu Senior Chantelle Aguilar Most Promising Multicultural Students (MPMS) of the 2017 class. The MPMS Program is part of an initiative to promote diversity and inclusion within the advertising industry. Students from AAF's 200 college chapters are nominated for the program, but only the 50 are selected Nationwide to participate in the MPMS program. Eligible students are nominated by a recommendation from an AAF college chapter advisor or a senior-level ad professional. Both students were invited to New York City to attend an exclusive advertising industry immersion program. Congratulations to both of Hawaii's MPMS students!

# BEST IN SHOW

## BEST IN SHOW - ADVERTISING

### “NO WORRIES CAMPAIGN”

**CLIENT:** HEMIC

#### Television Advertising

51D3 - LOCAL TELEVISION CAMPAIGN  
- OVER \$50,000  
PER SPOT

#### Agency:

Anthology Marketing Group



#### Credits:

CD – April Rutherford, Executive CD – Dennis Christianson, ACD/Art Director/Copywriter – Allan Payne, Copywriter - Kim Porter, Director – Brett Wagner, Director of Photography – Paul Atkins (Moana Productions), Executive Producer - Dennis Mahaffay, Line Producer – Jennifer Tracey, Offline Editor – Jay Evans (Montaj9), Online Editor - Mel Matsuoka (Montaj9), Audio Engineer –Shawn Takabayashi (Audio Bytes)



## BEST IN SHOW - DESIGN

### SURFJACK INTEGRATED BRANDING CAMPAIGN

**CLIENT:** THE SURFJACK HOTEL

#### Cross Platform

73 - INTEGRATED BRAND IDENTITY CAMPAIGN -  
LOCAL OR REGIONAL/NATIONAL

#### Agency:

Wall-to-Wall Studios

#### Credits:

Creative Director – Bernard Uy, Associate Creative Director – Jennifer Tanabe, Senior Designer – Jesse Arneson

# JUDGE'S AWARDS

## JUDGE'S AWARDS

### MARGO CHASE

Founder & CCO  
Chase Design Group, Los Angeles



## “WEHIWA SOAP COMPANY PACKAGING”

**CLIENT:** WEHIWA SOAP COMPANY

**Sales Promotion - Packaging Design Campaign**

**Agency:**  
Stacey Leong Design

### Credits:

Illustrator & Designer – Karyn Yasui Lau, Illustrator & Designer – Anne Sakutori, Art Director – Stacey Leong



## “RESERVE”

**CLIENT:** THE SURFJACK HOTEL

**Travel & Tourism – Entire Magazine Design**

**Agency:**  
Nella Media Group

### Credits:

President & Publisher – Jason Cutinella, Executive VP & Editor – Lisa Yamada  
Creative Director – Ara Feducia, Managing Editor – Anna Harmon, COO – Joe Bock, VP Business Development – Gary Payne, Group Publisher – Mike Wiley, Marketing & Advertising Executive – Chelsea Tsuchida, Designer – Michelle Ganeku, Junior Designer – Mitchell Fong, Photography Director – John Hook

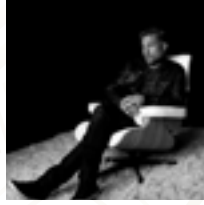


# JUDGE'S AWARDS

## JUDGE'S AWARD

### G. ANDREW MEYER

Creative Lead, Global Marketing  
Facebook, Chicago



## “WISH YOU WERE HERE” POOL ART

*CLIENT: THE SURFJACK HOTEL*

**Out-Of-Home – Site Interior - Single**

### Agency:

Wall-to-Wall Studios

### Credits:

Creative Director – Bernard Uy, Associate Creative Director – Jennifer Tanabe, Art Director/Senior Designer – Jesse Arneson, Designer/Illustrator/Fabricator – Matt Tapia, Senior Account Manager – Jane Nguyen



## JUDGE'S AWARD

### JEREMY WIRTH

Creative Director  
72andSunny



## “PALM”

*CLIENT: THE MACNAUGHTON GROUP/THE KOBAYASHI GROUP*

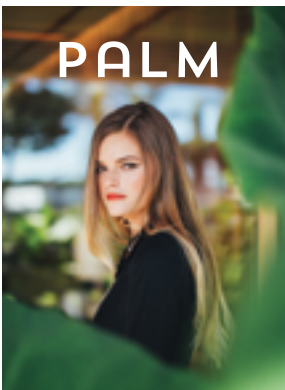
**Publication Design – Entire Magazine**

### Agency:

Nella Media Group

### Credits:

President & Publisher – Jason Cutinella, Executive VP & Editor – Lisa Yamada, Creative Director – Ara Feducia, Managing Editor – Anna Harmon, COO – Joe Bock, VP Business Development – Gary Payne, Group Publisher – Mike Wiley, Marketing & Advertising Executive – Chelsea Tsuchida



# AD PEOPLE AWARDS



## AD 2 HONOLULU 2017 OUTSTANDING YOUNG ADVERTISING PERSON OF THE YEAR

**Laura Lue Ward**  
*ASST. PRODUCT MANAGER,  
HAWAIIAN HOST INC.*

Laura Ward serves as a Product Development Manager for Hawaiian Host Inc./Mauna Loa. In this position, she continues to successfully execute planning and development of new products and work on retail solutions globally and locally. According to those who know her, she is a go-getter, always taking on assignments and getting them done on time. For six years she has taken on many different roles within Ad 2 Honolulu and has shown progressive growth which led her into her current Vice President position. Laura has also worked on the Ad 2 Honolulu Public Service Team and has remained an active advisor on the committee. Her guidance has helped Ad 2 Honolulu win awards on a national level.



## AAF DISTRICT 13 EXTRA MILE AWARD

**Lee Kaneakua**  
*CARRIER OF THINGS,  
FREELANCE EMPLOYEE*

Lee Kaneakua began working in commercial film production in 1981 when Quenzer, Driscoll, Dawson hired him as an additional worker to help move set lighting and grip equipment. He says, "I guess they liked the way I carried things because they kept hiring me". Working through the years with QDD, he learned the many facets of film production, set etiquette and outside of the box thinking. With over 1000 commercials under his belt, he espouses always doing ones best to help accomplish the Agency's vision. He teaches core values and Grip/Electric classes at the film technicians Union, the University of Hawaii, local high schools and to independent filmmakers. In his spare time, he enjoys carrying things on major motion pictures and is a dedicated volunteer at Shriners Hospital for Children.



## 2017 AAF SILVER MEDAL

**Dennis Mahaffay**  
*PRODUCER/DIRECTOR & VP  
BROADCAST, ANTHOLOGY  
MARKETING GROUP*

Dennis is one of the most storied producer/directors in the Islands. He headed Hawai'i Production Center in the 70's and 80's, McHale Videofilm in the 80's and 90's, founded Lighthouse Productions as an independent production company, and joined Anthology 12 years ago as the head of their broadcast and online video production team.

Dennis has produced and directed countless award-winning commercials, documentaries, live broadcasts and music productions. One of his current projects is Hawaiian Skies, the in-flight entertainment program for Hawaiian Airlines, which has been honored for its superb storytelling and cinematic style.

Dennis' body of work includes commercials for Hawaiian Airlines, First Hawaiian Bank, American Savings Bank, Foodland Super Market, Hawaiian Telecom, Microsoft, Sprint, Starwood Hotels, Hawaiian Electric, Pizza Hut, Senator Dan Inouye and First Bank Colorado, among many, many others.

# AD PEOPLE AWARDS



## 2017 ADVERTISING WOMAN OF THE YEAR

### JENNIFER TRACEY

A native of Maryland, Jennifer Tracey moved to Hawaii more than 33 years ago to attend the University of Hawaii Manoa, where she received a BA in Communications in 1987. She began her career at Starr Seigle McCombs in 1989 as a Production Assistant with her first project as the classic Bank of Hawaii's Harry & Myra campaign. From there she moved on to Pacific Focus serving as an Executive Producer. Today she is Freelance Producer who has helped to create award-winning work for nearly every production company and advertising agency here in Honolulu. When she's not working, Jennifer can be found spending time with her husband Scott and their four-legged children, training for the Honolulu Marathon, or out trapping feral cats and sterilizing approximately 3,500 cats each year for her non-profit organization CatFriends.



## 2017 ADVERTISING MAN OF THE YEAR

### JERRY BLUE

*PARTNER  
ELEMENT 8*

Jerry has worked his way to become one of the most respected and well-liked (often a rare feat) individuals in Hawaii's ad industry. He has over 27 years of experience which includes work at several prominent local agencies including Ogilvy & Mather and The Schiller Group. In 2001, Jerry co-founded Element 8 with Chris Ching. Element 8 has won numerous advertising awards for outstanding creative work for their various clients and non-profit organizations. The agency has continued to be listed in the Pacific Business News top 'Advertising Agencies' list over the last several years. Jerry is a Past President of Ad 2 Honolulu and was named the "Young Ad Person of the Year" in 2000. He currently serves on the Board of Directors for the AAF-Hawaii. He is graduated with a Marketing degree with an emphasis in advertising from UH Manoa.

## PAST AD WOMEN OF THE YEAR AWARDS

- 2016** Jennifer Tanabe, Wall-to-Wall Studios
- 2015** Jenni Katinszky, MVNP
- 2014** Barbara Ankersmit, Anthology
- 2013** Deborah Miller, Montaj9
- 2012** Lori Kimura, MVNP

## PAST AD MEN OF THE YEAR AWARDS

- 2016** Paul Lam, Servco
- 2015** Jason Suapaia, PBS
- 2014** James Sereno, Kinetic Productions
- 2013** Dave Daniels
- 2012** Ryan Kawamoto, Kinetic Productions



# COLLEGE PELE AWARDS



**PELE  
STUDENT DIVISION**

**“HONOLULU NIGHT MARKET”  
S12 - Website**

Alissa Masutani  
Kapiolani Community College



**PELE  
STUDENT DIVISION**

**“NATIONAL PARKS SERVICES  
SHORT AD”  
S29 - Animation or Sound Effects**

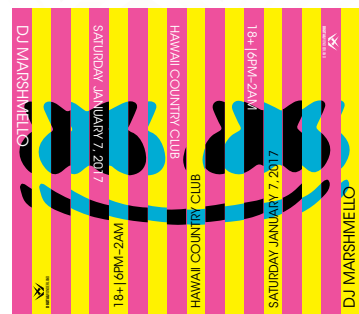
Coleen Lochabay  
Kapiolani Community College



**SILVER  
STUDENT DIVISION**

**“WHAT GOES IN THE OCEAN”  
S29 - Animation or Special Effects**

Abigail Mae Calara, Christian-Elijah Peebles,  
Ryssa-Jean Edayan, Jerahmeel Cabahit, Robin  
Bucaneg  
University of Hawaii- West Oahu



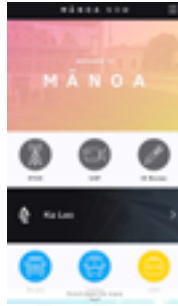
**SILVER  
STUDENT DIVISION**

**“DIGITAL WONDERLAND DJ  
MARSHMELLO”  
S09 - Poster**

Kristy Inouye  
Kapiolani Community College



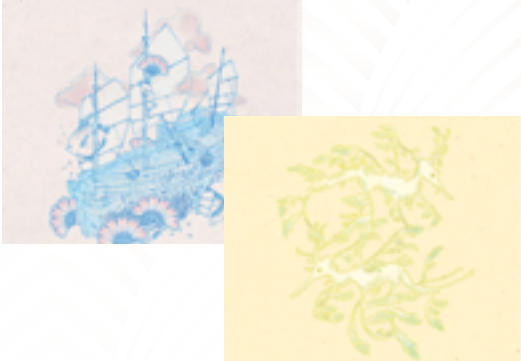
# COLLEGE PELE AWARDS



## BEST IN SHOW STUDENT DIVISION

### “MANOA NOW” S14 - App (Mobile Or Web-Based)

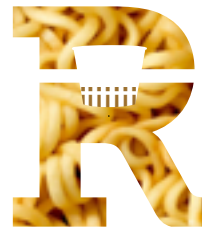
Brye Kobayashi  
University of Hawaii - Manoa



## SILVER STUDENT DIVISION

### “OCEAN FRIENDS” S25B – Illustration Campaign

Alissa Masutani  
Kapiolani Community College



## THE MOMOFUKU ANDO INSTANT RAMEN MUSEUM

## BRONZE STUDENT DIVISION

### “MOMOFUKU ANDO INSTANT RAMEN MUSEUM” S05 – Book Design

Jonnalyn Alves  
Honolulu Community College

# PELE GOLD AWARDS



## **WEHIWA SOAP COMPANY**

### **PACKAGING**

**CLIENT:** WEHIWA SOAP COMPANY

### **02B - Packaging Design Campaign**

Stacey Leong Design



## **ABSTRACT MAGAZINE ISSUE 10 "GLASS"**

**CLIENT:** ABSTRACT MAGAZINE

### **08A - Publication Design - Cover**

The Abstract Young Designers Collaborative



## **EL NIÑO**

**CLIENT:** HAWAII SKIN DIVER MAGAZINE

### **08B - Publication Design - Editorial Spread or Feature**

Voice

# PELE GOLD AWARDS

01

## Mad About Midcentury

Text by **Dawn Sabatino**  
 Design by **Marko Reid**



A tour of a few Honolulu, midcentury buildings, which celebrate Hawaii's insular-out lifestyle.

Locally, modern architecture has aligned with Hawaii's natural environment of lush forests. The new goal for the residential sector is to blend modern living with traditional Hawaiian architecture. A popular mid-century modern style, often built in concrete, features open-plan living, large windows, and a focus on natural materials. The design is often characterized by clean lines, flat roofs, and a connection to the outdoors. The architecture is often a blend of modern and traditional Hawaiian styles, creating a unique and timeless aesthetic.

Mid-century modern architecture is a style that emerged in the United States during the 1940s and 1950s. It is characterized by clean lines, flat roofs, and a focus on natural materials. The design is often characterized by clean lines, flat roofs, and a connection to the outdoors. The architecture is often a blend of modern and traditional Hawaiian styles, creating a unique and timeless aesthetic.

02



A modern interior space with high ceilings, large windows, and a minimalist design. The space appears to be a living area with a wooden floor and a large window looking out onto a landscape.

## PALM - MAD ABOUT MINISTRY CLIENT: THE MACNAUGHTON GROUP/KOBAYASHI GROUP

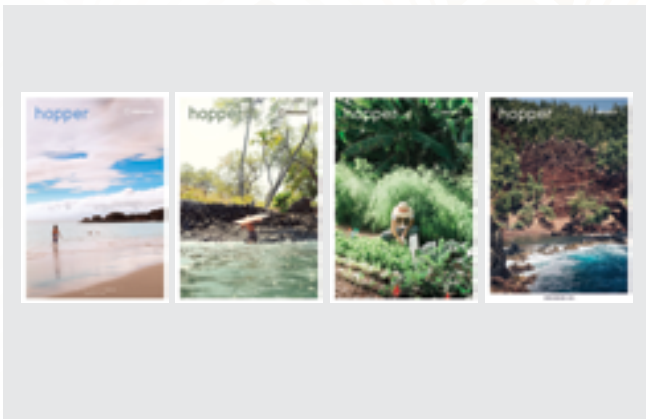
08B - Publication Design -  
 Editorial Spread or Feature  
 Nella Media Group

03



## HAWAII SKIN DIVER INTRO PAGES CLIENT: HAWAII SKIN DIVER MAGAZINE

08C - Publication Design -  
 Cover/Editorial Spread or  
 Feature - Series  
 Voice



## HOPPER - HAWAII OUTSIDE CLIENT: MOKULELE AIRLINES

08C - Publication Design -  
 Cover/Editorial Spread or  
 Feature - Series  
 Nella Media Group



# PELE GOLD AWARDS

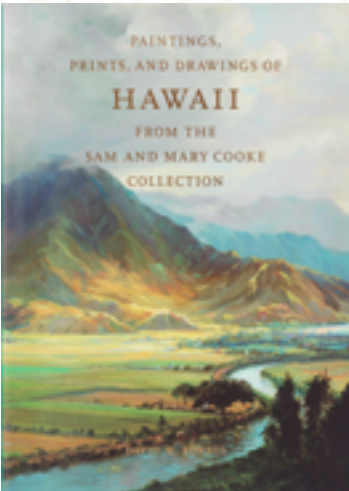


## **PALM**

**CLIENT: THE MACNAUGHTON GROUP/THE KOBAYASHI GROUP**

**08D - Publication Design - Entire Magazine**

Nella Media Group



**PAINTINGS, PRINTS, & DRAWINGS OF HAWAII FROM THE SAM AND MARY COOKE COLLECTION**

**CLIENT: MANOA HERITAGE CENTER**

**08E - Publication Design - Entire Book**

Barbara Pope Book Design



**“YEAR OF THE FIRE ROOSTER 2017”**

**CLIENT: MOZAIK PAPER**

**09B - Special Event Marketing - Card, Invitation, Announcement Campaign**

Mozaic

# PELE GOLD AWARDS



## LETTERPRESS “TROPICAL SEASHELLS”

**09B - Special Event Marketing - Card, Invitation, Announcement Campaign**

Mozaic

Printer: Electric Pencil



## CIVIL BEAT T-SHIRTS

**CLIENT: CIVIL BEAT**

**11A - Specialty Advertising - Apparel**

Wall-to-Wall Studios



## ISLAND FIN X SIG ZANE DESIGNS

**CLIENT: ISLAND FIN X SIG ZANE DESIGNS**

**11B - Specialty Advertising - Other Merchandise**

Sig Zane Kaiao

# PELE GOLD AWARDS



## OUTRIGGER TRADING COMPANY APPAREL

### 11C - Speciality Advertising Campaign

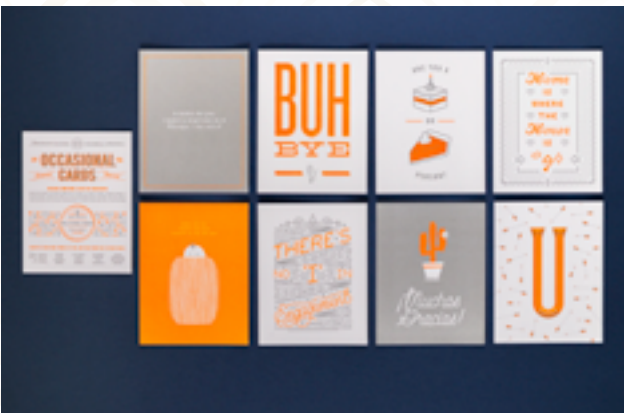
Outrigger Hotels & Resorts



## SUMMER BARBECUE KIT

### 15 - Advertising Industry Self Promotion - Direct Marketing & Speciality Advertising

Mixed Plate Media



## WALL-TO-WALL 2016 OCCASIONAL CARDS

### 15 - Advertising Industry Self Promotion - Direct Marketing & Speciality Advertising

Wall-to-Wall Studios



# PELE GOLD AWARDS



## PSYCHIC DESIGN

**16 - Advertising Industry Self Promotion -Special Event Materials**  
Sae Design



**SURFJACK “SURFING BUS” PRINT AD**  
*CLIENT: SURFJACK HOTEL*

**17A - Magazine Advertising - Full Page or Less**  
Wall-to-Wall Studios



**CIVIL BEAT PRINT AD CAMPAIGN**  
*CLIENT: CIVIL BEAT*

**17C - Magazine Advertising Campaign**  
Wall-to-Wall Studios

CIVIL BEAT | PRINT AD CAMPAIGN

# PELE GOLD AWARDS



## **SHE**

**CLIENT: HAWAII SKIN DIVER  
MAGAZINE**

**18A - Magazine Advertising -  
Self Promotion**  
Element 8



## **VOTER EDUCATION EVENT MONOLITHS**

**CLIENT: CIVIL BEAT**

**24B - Guerrilla Marketing  
Campaign**  
Wall-to-Wall Studios



## **JAMBA WTC JUICE FOUNTAIN**

**CLIENT: BLUE PACIFIC  
MANAGEMENT**

**25A - Ambient Media -  
Installation - Single**  
The Harris Agency

# PELE GOLD AWARDS

**GOOD THINGS COME TO  
THOSE WHO DO SOMETHING**

Smart. Disruptive. Never sorry.



**CIVILBEAT.ORG**

Brands that power by making life easy.



**“GOOD THINGS HAPPEN”**

**OUTDOOR BOARD**

**CLIENT: CIVIL BEAT**

**28A - Out-Of-Home - Outdoor  
Board - Flat - Single Unit**

Wall-to-Wall Studios



**CIVIL BEAT “SPIN/TRUTH”**

**FLOOR MAZE**

**CLIENT: CIVIL BEAT**

**30A - Out-Of-Home - Site -  
Interior - Single**

Wall-to-Wall Studios



**SURFJACK.COM**

**CLIENT: SURFJACK HOTEL**

**37A - Online/Interactive -  
Website - Consumer**

Wall-to-Wall Studios

SURFJACK HOTEL & SWIM CLUB | WEBSITE | SURFJACK.COM



# PELE GOLD AWARDS



## LIVING WELL

CLIENT: FLUX HAWAII

37C - Online/Interactive -  
Website Microsites

Nella Media Group

HawaiiVR  
VIVE, OCULUS, MOBILE (IOS, ANDROID)

Visiting Hawaii as a tourist is amazing. But when you get to "let Hawaii happen" with a local as your guide, it's a totally different experience. Get by participating in an island of your choice. Then, upon landing, a local will give you the most personal tour of their island - visually-speaking.



## HAWAII VR EXPERIENCE

CLIENT: HAWAII TOURISM  
AUTHORITY

39A - Online/Interactive -  
Mobile App

MVNP



## GOHAWAII—HAWAII TOURISM AUTHORITY

CLIENT: HAWAII TOURISM  
AUTHORITY

39A - Online/Interactive -  
Mobile App

lkayzo



## FIGHT OR FLIGHT

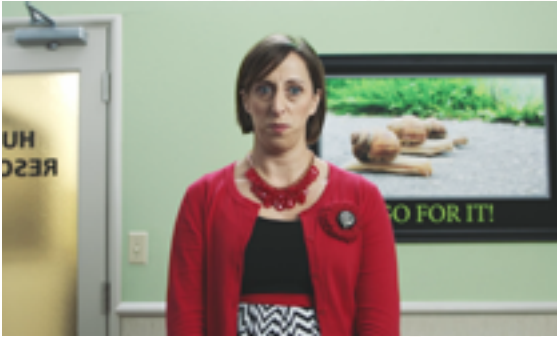
CLIENT: FLUX HAWAII

44 - Online/Interactive -  
Syndicated Content - Digital  
Publications

Nella Media Group

# PELE GOLD AWARDS

**KIRK**  
Caldwell  
**MAYOR**



## **NEGATIVE CAMPAIGN AD**

**CLIENT: CALDWELL FOR MAYOR**

**48B - Radio Advertising - Single Spot more than :30 sec**  
Anthology Marketing Group

## **HR 15**

**CLIENT: HEMIC**

**51A1 - Local Television - :15 or less - under \$25,000 Budget**  
Anthology Marketing Group

## **MOMENTS**

**CLIENT: HAWAII PACIFIC HEALTH**

**51B2 - Local Television - :30 \$25,000 - \$50,000 Budget**  
Anthology Marketing Group

## **HR**

**CLIENT: HEMIC**

**51B3 - Local Television - :30 - over \$50,000 Budget**  
Anthology Marketing Group

# PELE GOLD AWARDS



## **NO WORRIES CAMPAIGN**

**CLIENT: HEMIC**

**51D3 - Local Television Campaign - over \$50,000 per spot**

Anthology Marketing Group



## **TIM ROSE - "SIRENS"**

**CLIENT: TIM ROSE**

**65 - Music Videos**

Michael Tanji



## **HALE KIPA - INSPIRE**

**CLIENT: HALE KIPA**

**68 - Public Service Advertising for Online Film, Video & Sound**

What Would MacGyver Do? Productions



## **SURFJACK INTEGRATED**

**BRAND CAMPAIGN**

**CLIENT: SURFJACK HOTEL**

**73 - Integrated Brand Identity Campaign - Local or Regional/ National**

Wall-to-Wall Studios



# PELE GOLD AWARDS



## **MILESTONES ONLINE CAMPAIGN**

**CLIENT: FIRST HAWAIIAN BANK**

**75 - Integrated - Online/  
Interactive Campaign**  
MVNP

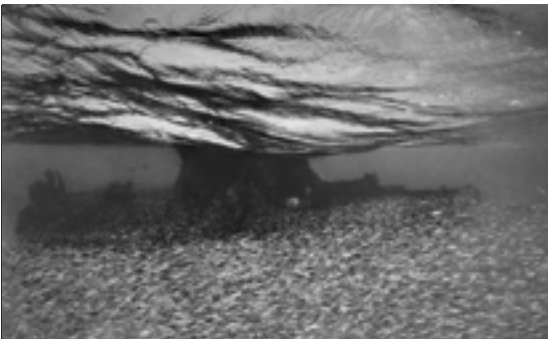


## **NO WORRIES CAMPAIGN**

**CLIENT: HEMIC**

**79 - Elements of Advertising  
-Copywriting**  
Anthology Marketing Group  
Copywriters - Kim Porter & Allan Payne

*Bar*  
**LEATHER  
APRON**



## **BAR LEATHER APRON LOGO**

**CLIENT: BAR LEATHER APRON**

**80 - Elements of Advertising -  
Logo Design**  
Wall-to-Wall Studios  
Designer - Ryan Yamamoto

## **PALM**

**CLIENT: THE MACNAUGHTON  
GROUP/KOBAYASHI GROUP**

**83A - Elements of Advertising  
- Photography - Black & White,  
Single**  
Nella Media Group  
Photographer - Wayne Levin

# PELE GOLD AWARDS



## **HOKULEA IN SOUTH AFRICA**

**CLIENT: HAWAIIAN AIRLINES**

### **83B - Elements of Advertising - Photography - Color, Single**

Hana Hou! Magazine  
Photographer - Monte Corta



## **NO WORRIES CAMPAIGN**

**CLIENT: HEMIC**

### **84 - Elements of Advertising -Art Direction**

Anthology Marketing Group  
Art Director - Allan Payne



## **TIM ROSE - "SIRENS"**

**CLIENT: TIM ROSE**

### **85 - Elements of Advertising - Cinematography**

Michael Tanji  
Cinematographer - Michael Tanji  
Water Cinematographer - Reno Champ



## **SLIPPER FACTORY**

**CLIENT: ANTHOLOGY FOR HEMIC**

### **87 - Elements of Advertising - Video Editing**

Montaj9  
Editor - Deborah Miller

# PELE GOLD AWARDS



## 2016 OHINA SHORT FILM SHOWCASE

**CLIENT: 2016 `OHINA SHORT FILM SHOWCASE**

### 88A - Elements of Advertising

#### -Music Only

What Would MacGyver Do? Productions  
Music - Dj Asiadoll (Asialynn G. K. Yap)



## 2016 OHINA SHORT FILM SHOWCASE

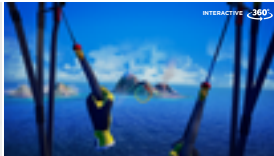
**CLIENT: 2016 `OHINA SHORT FILM SHOWCASE**

### 90 - Elements of Advertising - Sound Design

What Would MacGyver Do? Productions  
Editor/Sound Design - Nick Stone

**HawaiiVR**  
VIVE, Oculus, MOBILE (IOS, ANDROID)

Visiting Hawaii as a tourist is amazing. But when you get to "Let Hawaii Happen" with a local as your guide, it's a totally different experience. Start by downloading the app based on your choice. Then, upon landing, a local will give you the most personal tour of their island - virtually speaking.



## HAWAII VR EXPERIENCE

**CLIENT: HAWAII TOURISM AUTHORITY**

### 98 - Digital Creative Technology - Innovative Use of Interactive/Technology

MVNP



## "RESERVE"

**CLIENT: THE SURFJACK HOTEL**

### 100D - Travel & Tourism - Entire Magazine Design

Nella Media Group



# SILVER/BRONZE AWARDS

## SILVER

### KE KILOHANA SALES KIT

CLIENT: THE HOWARD HUGHES CORPORATION

01B - Sales Kit or Product Info Sheets  
MVNP

## BRONZE

### MARK WHITE X SIG ZANE DESIGNS

CLIENT: MARK WHITE X SIG ZANE DESIGNS

02A - Packaging Design - Single  
Sig Zane Kaiao

## BRONZE

### SOPHIE'S PIZZA BOX

CLIENT: SOPHIE'S GOURMET HAWAIIAN PIZZA

02A - Packaging Design - Single  
Salzer Creative/Sandy Pencil

## BRONZE

### URBAN LEGEND DESSERT WINE

#### BOTTLE

CLIENT: URBAN LEGEND CELLARS

02A - Packaging Design - Single  
Sandy Pencil

## BRONZE

### MANOA CHOCOLATE BOXES

02B - Packaging Design Campaign

Manoa Chocolate Company  
Printer: Electric Pencil

## BRONZE

### BLUE ION BROCHURE

CLIENT: BLUE PLANET ENERGY

07A - Brochure Design - Single  
IQ 360

## BRONZE

### WANDERLUST

CLIENT: HAWAII SKIN DIVER MAGAZINE

08A - Publication Design - Cover  
Voice

## SILVER

### THE OUTRIGGER JOURNEY

CLIENT: OUTRIGGER HOTELS & RESORTS

08A - Publication Design - Cover  
Where Magazine

## BRONZE

### THE GOOD LIFE

CLIENT: FLUX HAWAII

08A - Publication Design - Cover  
Nella Media Group

## SILVER

### GHOST TOWN

CLIENT: HAWAII SKIN DIVER MAGAZINE

08B - Publication Design - Editorial  
Spread or Feature  
Voice

## SILVER

### LIVING - THE TIME KEEPER

CLIENT: HALEKULANI

08B - Publication Design - Editorial  
Spread or Feature  
Nella Media Group

## SILVER

### LEI

08D - Publication Design - Entire  
Magazine

Nella Media Group

## SILVER

### THE GOOD LIFE

CLIENT: FLUX HAWAII

08D - Publication Design - Entire  
Magazine  
Nella Media Group

## SILVER

### LIVING BY HALEKULANI

CLIENT: HALEKULANI

08D - Publication Design - Entire  
Magazine  
Nella Media Group

## SILVER

### COAST POKE BAR

CLIENT: COAST

11B - Specialty Advertising - Other  
Merchandise  
Sae Design

## SILVER

### RETRO LOGO MERCHANDISE

CLIENT: HAWAIIAN AIRLINES

11C - Specialty Advertising  
Campaign  
Anthology Marketing Group

## BRONZE

### FOR THE LOVE OF DOGS

CLIENT: MAUI HUMANE SOCIETY

12A - Public Service Collateral -  
Brand Elements  
Sae Design

## SILVER

### 2016-2020 TOBACCO USE

#### PREVENTION PLAN

CLIENT: HAWAII STATE DEPARTMENT OF  
HEALTH - CHRONIC DISEASE PREVENTION &  
HEALTH PROMOTION DIVISION

12C - Public Service Collateral  
-Brochure/Sales Kit  
DesignASYLUM

## BRONZE

### HAWAII'S BEST CELEBRATION

#### INVITE

CLIENT: HONOLULU STAR ADVERTISER

16 - Advertising Industry Self  
Promotion -Special Event Materials  
Oahu Publications, Inc

## BRONZE

### "ZERO RESULTS"

CLIENT: CAPTURE IMAGE CONTENT

17A - Magazine Advertising - Full  
Page or Less  
Sandy Pencil

## SILVER

### #LETHAWAIIHAPPEN

#### CAMPAIGN

CLIENT: HAWAII VISITORS & CONVENTION  
BUREAU

17C - Magazine Advertising  
Campaign  
MVNP

## BRONZE

### THUMBPRINT HEART AD

CLIENT: HAWAII PACIFIC HEALTH

19A - Newspaper Advertising  
Anthology Marketing Group

# SILVER/BRONZE AWARDS

## BRONZE

### HAWAIIAN AIRLINES

#### AMENITIES

CLIENT: HAWAIIAN AIRLINES

29A - Out-Of-Home - Mass Transit/Airlines Interior - Single Unit

Sig Zane Kaiiao

## BRONZE

### SURFJACK HOTEL SIGNAGE

CLIENT: SURFJACK HOTEL

30A - Out-Of-Home - Site - Interior - Single

Wall-to-Wall Studios

## SILVER

### “WISH YOU WERE HERE” POOL

#### ART

CLIENT: SURFJACK HOTEL

30A - Out-Of-Home - Site - Interior - Single

Wall-to-Wall Studios

## BRONZE

### HAWAII IS CALLING CAMPAIGN

CLIENT: HAWAIIAN AIRLINES

31 - Out-of-Home - Campaign

Anthology Marketing Group

## SILVER

### NAPILI KAI BEACH RESORT NEW

#### WEBSITE

CLIENT: NAPILI KAI BEACH RESORT

37A - Online/Interactive - Website - Consumer

Lights Out Digital

## BRONZE

### REAL PROPERTY ASSESSMENT

#### DIVISION

CLIENT: CITY & COUNTY OF HONOLULU -

REAL PROPERTY ASSESSMENT DIVISION

37A - Online/Interactive - Website - Consumer

RevaComm

## BRONZE

### BARLEATHERAPRON.COM

CLIENT: BAR LEATHER APRON

37A - Online/Interactive - Website - Consumer

Wall-to-Wall Studios

## SILVER

### G70 IMAGINE

CLIENT: G70

37B - Online/Interactive - Website - B-to-B

Sae Design

## SILVER

### LIGHTS OUT HAWAII

CLIENT: ALTERNATIVE ENERGY

37C - Online/Interactive - Website Microsites

Mixed Plate Media

## BRONZE

### CIY SUNNYSIDE SPAM MUSUBI

CLIENT: FROLIC HAWAII

38A - Online/Interactive - Social Media - Single Platform

Upspring Media

## BRONZE

### OUTRIGGER FB LIVE PROMOTION

38B - Online/Interactive - Social Media - Campaign

Outrigger Hotels & Resorts

## BRONZE

### KE KILOHANA - HOME FINDER

#### WIDGET

CLIENT: THE HOWARD HUGHES

CORPORATION

39B - Online/Interactive - Website Based App

MVNP

## BRONZE

### SURFJACK “EXPERIENCES” WEB

#### CAMPAIGN

CLIENT: SURFJACK HOTEL

41 - Online/Interactive - Advertising/Promotion - Campaign

Wall-to-Wall Studios

## BRONZE

### HAPPY HOLIDAYS DIGITAL CARD

CLIENT: HAWAIIAN AIRLINES

42 - Online/Interactive - Advertising/Promotions - Email

Anthology Marketing Group

## BRONZE

### CLARENCE LEE DESIGN - COMPANY

#### WEBSITE

47 - Advertising Industry Self Promotion - Online/Interactive

Clarence Lee Design

## SILVER

### “NO ONE CAN HEAR ME” :30

CLIENT: CIVIL BEAT

“51B1 - Local Television - :30 - under \$25,000 Budget”

Wall-to-Wall Studios

## BRONZE

### KUALOA JURASSIC VALLEY

“51B1 - Local Television - :30 - under \$25,000 Budget”

Kualoa Ranch & Private Nature Reserve

## SILVER

### RUBBER SLIPPERS

CLIENT: HEMIC

“51B3 - Local Television - :30 - over \$50,000 Budget”

Anthology Marketing Group

## BRONZE

### “MANGO TREE” TV

CLIENT: FIRST INSURANCE COMPANY OF HAWAII

“51B3 - Local Television - :30 - over \$50,000 Budget”

MVNP

## SILVER

### UPSTREAM TRAILER

CLIENT: ORIG ENTERTAINMENT

“51C1- Local Television - :60 or more - under \$25,000 Budget”

Orig Media

## BRONZE

### KUALOA HAWAIIAN ORIGINS

#### CAMPAIGN

“51D1 - Local Television campaign - less than \$25,000 Budget per Spot

Kualoa Ranch & Private Nature Reserve

# SILVER/BRONZE AWARDS

## BRONZE

### KIRSTEN ALANA EXPLORES

CLIENT: TRAVEL + LEISURE & HALEKULANI HOTELS

55B - Internet Commercials - Campaign

Berad Studio

## BRONZE

### NAUPAKA

CLIENT: KAMEHAMEHA SCHOOLS / SALT BY OUR KAKAAKO

58B - Online Branded Content - Single Entry - more than :60

Redefined Media

## SILVER

### HAPA

CLIENT: GALIHER DEROBERTIS WAXMAN LAW

58B - Online Branded Content - Single Entry - more than :60

Redefined Media

## BRONZE

### HONOKA & AZITA JAM JINGLE

#### BELLS

CLIENT: HAWAIIAN AIRLINES

58B - Online Branded Content - Single Entry - more than :60

Berad Studio

## BRONZE

### HAWAIIAN AIRLINES NEW UNIFORMS

CLIENT: HAWAIIAN AIRLINES

64 - Audio/Visual Sales Presentation

Berad Studio

## SILVER

### I STILL WEAR CUTE CLOTHES

"68 - Public Service Advertising for Online Film, Video & Sound"

Shriners Hospitals For Children

## BRONZE

### STOP THE HATE-HYSN

CLIENT: HAWAII YOUTH SERVICES NETWORK

"68 - Public Service Advertising for Online Film, Video & Sound"

What Would MacGyver Do? Productions

## BRONZE

### SCROLL

CLIENT: ALOHA UNITED WAY

68 - Public Service Advertising for Online Film, Video & Sound"

Kinetic Productions, Inc

## BRONZE

### KE KILOHANA LAUNCH CAMPAIGN

CLIENT: THE HOWARD HUGHES

CORPORATION

72C - Integrated Consumer Campaign - Local

MVNP

## BRONZE

### OUTRIGGER "CHEERS" CAMPAIGN

CLIENT: OUTRIGGER HOTELS & RESORTS

75 - Integrated - Online/Interactive Campaign

Wall-to-Wall Studios

## BRONZE

### OUTRIGGER "SOLAR NOT POLAR"

#### BANNERS

CLIENT: OUTRIGGER HOTELS & RESORTS

75 - Integrated - Online/Interactive Campaign

Wall-to-Wall Studios

## BRONZE

### VOYAGERS

CLIENT: HAWAIIAN AIRLINES

79 - Elements of Advertising - Copywriting

Anthology Marketing Group  
ACD/Copywriter: Adrian Walker

## SILVER

### SOPHIE'S PIZZA BOX

CLIENT: SOPHIE'S GOURMET HAWAIIAN PIZZA

79 - Elements of Advertising

-Copywriting

Salzer Creative/Sandy Pencil  
Copywriter - Kim Porter

## BRONZE

### WEHIWA SOAP COMPANY LOGO

CLIENT: WEHIWA SOAP COMPANY

80 - Elements of Advertising - Logo Design

Stacey Leong Design

Illustrator/Designer: Karyn Yasui Lau

## BRONZE

### KAMEHAMEHA SCHOOLS KUMUOLA

#### LOGO

CLIENT: KAMEHAMEHA SCHOOLS

80 - Elements of Advertising - Logo Design

Stacey Leong Design

Illustrator/Designer: Karyn Yasui Lau

## SILVER

### SURFJACK LOGO

CLIENT: THE SURFJACK HOTEL

80 - Elements of Advertising - Logo Design

Wall-to-Wall Studios

Senior Designer - Jesse Arneson

## SILVER

### SUMMER PICNIC T-SHIRTS

CLIENT: HAWAII NATIONAL BANK

82A - Elements of Advertising - Illustration - Single

Wall-to-Wall Studios

Designer/Illustrator - Jessica Martinez

## BRONZE

### LETTERPRESS "TROPICAL SEASHELLS"

82B - Elements of Advertising - Illustration - Series

Mozaic

Designer/Illustrator - Lori Nuha

## BRONZE

### FLUX HAWAII

"83B - Elements of Advertising - Photography - Color, Single"

Nella Media Group

Photographer - Ijfk Ridgley

## BRONZE

### RESERVE

CLIENT: THE SURFJACK HOTEL

"83B - Elements of Advertising - Photography - Color, Single"

Nella Media Group

Photographer - Bryce Johnson



# SILVER/BRONZE AWARDS

## BRONZE

### CANE

CLIENT: HAWAIIAN COMMERCIAL & SUGAR COMPANY

#### 83D - Elements of Advertising - Photography Campaign

Sae Design

Photographer: Dana Edmunds

## SILVER

### VOYAGERS

CLIENT: HAWAIIAN AIRLINES

#### 84 - Elements of Advertising - Art Direction

Anthology Marketing Group

CD/Art Director - April Rutherford

Senior Art Director - Noah Tom

## SILVER

### 2016 OHINA SHORT FILM

#### SHOWCASE

CLIENT: 2016 'OHINA SHORT FILM

#### SHOWCASE

#### 85 - Elements of Advertising - Cinematography

What Would MacGyver Do?

Productions

Director Of Photography: Jeremy

Snell

## BRONZE

### OUTRIGGER KONOTTA MALDIVES

#### RESORT

CLIENT: OUTRIGGER HOTELS & RESORTS

#### 85 - Elements of Advertising - Cinematography

Upsteam Hawaii

Director Of Photography - David

Sato

## BRONZE

### APT. 13B

CLIENT: MYPN FOR FIRST INSURANCE

COMPANY OF HAWAII

#### 87 - Elements of Advertising - Video Editing

Montaj9

Video Editor - Deborah Miller

## SILVER

### MANGO TREE

CLIENT: MYPN FOR FIRST INSURANCE

COMPANY OF HAWAII

#### 87 - Elements of Advertising - Video Editing

Montaj9

Video Editor - Deborah Miller

## SILVER

### SURFJACK.COM

CLIENT: THE SURFJACK HOTEL

#### 96 - Digital Creative Technology - User Experience

Wall-to-Wall Studios

## BRONZE

### GOOD HUMAN

CLIENT: HAWAIIAN TELCOM

#### 99E - Retail Advertising - Television - Any length

Anthology Marketing Group

## SILVER

### MOVIE SNACKS

CLIENT: ISLAND INSURANCE

#### 99E - Retail Advertising - Television - Any length

Kinetic Productions Inc

## SILVER

### LEI

#### 100D Travel & Tourism - Entire Magazine Design

Nella Media Group

## SILVER

### LIVING BY HALEKULANI

CLIENT: HALEKULANI

#### 100D Travel & Tourism - Entire Magazine Design

Nella Media Group

## BRONZE

### TABLE

CLIENT: VIVE HOTEL WAIKIKI

#### 100D Travel & Tourism - Entire Magazine Design

Nella Media Group

