

<b>Award</b>	<b>Title</b>	<b>Entrant</b>	<b>Advertiser</b>
<b>Collateral Material &gt; 07 - Brochure &gt; 07A - Single Unit</b>			
Gold ADDY Award	Prestige Brochure	The Studio at UTRGV	The University of Texas Rio Grande Valley
Silver ADDY Award	2015-16 V Club Donor Guidebook	The Studio at UTRGV	The University of Texas Rio Grande Valley - Athletics
Silver ADDY Award	George Tobolowsky: Is This The Road I'm On?	International Museum of Art & Science	International Museum of Art & Science
<b>Collateral Material &gt; 09 - Special Event Material &gt; 09B - Card, Invitation, Announcement Campaign</b>			
Silver ADDY Award	Discover UTRGV	The Studio at UTRGV	The University of Texas Rio Grande Valley - Admissions
<b>Direct Marketing &gt; 10 - Direct Mail &gt; 10A - Flat - Single</b>			
Silver ADDY Award	Entering Freshman Admit Packet	The Studio at UTRGV	The University of Texas Rio Grande Valley - Admissions
<b>Magazine Advertising &gt; 17 - Magazine Advertising &gt; 17C - Magazine Advertising Campaign</b>			
Silver ADDY Award	We Will Campaign - Magazine Ads	The Studio at UTRGV	The University of Texas Rio Grande Valley
<b>Out-of-Home &gt; 27 - Poster &gt; 27A - Poster - Single Unit</b>			
Silver ADDY Award	Travel Journal, Hengyang China	University of Texas Rio Grande Valley	University of Texas Rio Grande Valley
<b>Out-of-Home &gt; 27 - Poster &gt; 27B - Poster-Campaign</b>			
Silver ADDY Award	Truman Study Abroad China - Poster Campaign	The University of Texas Rio Grande Valley	Truman State University

Award

---

**Out-of-Home > 31 - Out-Of-Home Campaign**

---

Gold ADDY Award	We Will Billboard Campaign	The Studio at UTRGV	The University of Texas Rio Grande Valley
-----------------------	----------------------------	---------------------	---

---

**Websites > 37 - Websites > 37A - Consumer**

---

Silver ADDY Award	McAllen Chamber of Commerce	MPC Studios, Inc	MPC Studios, Inc.
-------------------------	-----------------------------	------------------	-------------------

---

**Social Media > 38 - Social Media > 38B - Multiple Platforms**

---

Silver ADDY Award	UTRGV Countdown	The Studio at UTRGV	The University of Texas Rio Grande Valley
-------------------------	-----------------	---------------------	---

---

**Television Advertising > 51 - Television Advertising \_ Local (One DMA) > 51B - Single Spot :30 seconds > 51B1 - Budget less than \$1000**

---

Silver ADDY Award	Defining who you are	Pink Ape Media Consulting LLC	Brownsville Independent School District
-------------------------	----------------------	-------------------------------	---

---

**Television Advertising > 51 - Television Advertising \_ Local (One DMA) > 51B - Single Spot :30 seconds > 51B2 - Budget \$1000 to \$4999**

---

Gold ADDY Award	Value Strikes Back	PolluxCastor Creative Marketing & Production	El Globo & Foy's Supermarket
-----------------------	--------------------	--	------------------------------

---

Silver ADDY Award	Generations	PolluxCastor Creative Marketing & Production	Security First Credit Union
-------------------------	-------------	--	-----------------------------

---

**Television Advertising > 51 - Television Advertising \_ Local (One DMA) > 51B - Single Spot :30 seconds > 51B4 - Budget \$10,000 or more**

---

Silver ADDY Award	Lones Star National Bank - Still the Valley's Bank - General - 30s	Rio Bravo Pictures	Lone Star National Bank
-------------------------	--	--------------------	-------------------------

---

Silver ADDY Award	Lone Star National Bank - Still the Valley's Bank - Community - 30s	Rio Bravo Pictures	Lone Star National Bank
-------------------------	--	--------------------	-------------------------

---

**Television Advertising > 51 - Television Advertising \_ Local (One DMA) > 51C - Single Spot :60 seconds or more > 51C3 - Budget \$5000 to \$9999**

---

Silver ADDY Award	Mexico's Mexican Food	PolluxCastor Creative Marketing & Production	Doña Tota
-------------------------	-----------------------	---	-----------

---

**Television Advertising > 51 - Television Advertising \_ Local (One DMA) > 51D - Television-Local Campaign**

---

Gold ADDY Award	Mas Fajitas	PolluxCastor Creative Marketing & Production	El Globo & Foy's Supermarket
-----------------------	-------------	---	---------------------------------

---

**Television Advertising > 52 - Television Advertising \_ Regional/National > 52A - Single Spot \_ Up to 2:00 > 52A3 - Budget \$5000 to \$9999**

---

Gold ADDY Award	Taco Palenque - Gritos	Enrique Leal	Taco Palenque
-----------------------	------------------------	--------------	---------------

---

**Television Advertising > 52 - Television Advertising \_ Regional/National > 52A - Single Spot \_ Up to 2:00 > 52A4 - Budget \$10,000 or more**

---

Gold ADDY Award	5miles - Mother In Law	Enrique Leal	5miles
-----------------------	------------------------	--------------	--------

---

**Television Advertising > 52 - Television Advertising \_ Regional/National > 52B - Television-National Campaign**

---

Silver ADDY Award	Taco Palenque - Discover the Wow	Enrique Leal	Taco Palenque
-------------------------	-------------------------------------	--------------	---------------

---

**Film, Video, & Sound > 55 - Internet Commercial > 55A - Single Spot \_ Any Length**

---

Silver ADDY Award	Vaqueros Journey	The Studio at UTRGV	The University of Texas Rio Grande Valley - Athletics
-------------------------	------------------	---------------------	--

---

**Sales Promotion > 63 - Audio/Visual Sales Presentation**

---

Silver ADDY Award	UTRGV Recruitment Video	The Studio at UTRGV	The University of Texas Rio Grande Valley - Recruitment
-------------------------	-------------------------	---------------------	---

---

**Music Videos > 64 - Music Video**

---

Silver ADDY Award	Solo Contigo	Advertis, Inc.	Grupo Control
-------------------------	--------------	----------------	---------------

---

**Integrated Campaigns > 70 - Integrated Advertising Campaigns > 70C - Consumer Campaign-Local**

---

Gold ADDY Award	All That Value	PolluxCastor Creative Marketing & Production	El Globo & Foy's Supermarket
-----------------------	----------------	--	------------------------------

Gold ADDY Award	Mexico's Mexican Food	PolluxCastor Creative Marketing & Production	Doña Tota
-----------------------	-----------------------	--	-----------

---

**Integrated Campaigns > 72 - Integrated Branded Content Campaign**

---

Gold ADDY Award	TEDx McAllen	Black Koi 360	TEDx McAllen
-----------------------	--------------	---------------	--------------

Silver ADDY Award	American Cancer Society "Cattle Baron's Ball"	Black Koi 360	American Cancer Society (High Plains Division)
-------------------------	---	---------------	--

Silver ADDY Award	We Will Campaign	The Studio at UTRGV	The University of Texas Rio Grande Valley
-------------------------	------------------	---------------------	---

---

**Visual > 78 - Logo Design**

---

Gold ADDY Award	TEDxMcAllen	Black Koi 360	TEDxMcAllen
-----------------------	-------------	---------------	-------------

---

**Film & Video > 82 - Cinematography**

---

Gold  
ADDY  
Award

Lone Star National Bank - Still the  
Valley's Bank - General

Rio Bravo Pictures

Lone Star National Bank

---

Silver  
ADDY  
Award

Texas Regional Bank - Work Ethic

Enrique Leal

Texas Regional Bank

---

**Sound > 85 - Music > 85A - Music Only**

---

Silver  
ADDY  
Award

MXMX Theme

PolluxCastor Creative  
Marketing & Production

Doña Tota