

Award	Title	Entrant	Advertiser
Collateral Material > 07 - Brochure > 07A - Single Unit			
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
Collateral Material > 09 - Special Event Material > 09B - Card, Invitation, Announcement Campaign			
Silver ADDY Award	Discover UTRGV	The Studio at UTRGV	The University of Texas Rio Grande Valley - Admissions
Direct Marketing > 10 - Direct Mail > 10A - Flat - Single			
Silver ADDY Award	Entering Freshman Admit Packet	The Studio at UTRGV	The University of Texas Rio Grande Valley - Admissions
Magazine Advertising > 17 - Magazine Advertising > 17C - Magazine Advertising Campaign			
Silver ADDY Award	We Will Campaign - Magazine Ads	The Studio at UTRGV	The University of Texas Rio Grande Valley
Out-of-Home > 27 - Poster > 27A - Poster - Single Unit			
Silver ADDY Award	Travel Journal, Hengyang China	University of Texas Rio Grande Valley	University of Texas Rio Grande Valley
Out-of-Home > 27 - Poster > 27B - Poster-Campaign			
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
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Websites > 37 - Websites > 37A - Consumer

Silver ADDY Award	McAllen Chamber of Commerce	MPC Studios, Inc	MPC Studios, Inc.
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Social Media > 38 - Social Media > 38B - Multiple Platforms

Silver ADDY Award	UTRGV Countdown	The Studio at UTRGV	The University of Texas Rio Grande Valley
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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
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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	EI Globo & Foy's Supermarket
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Silver ADDY Award	Generations	PolluxCastor Creative Marketing & Production	Security First Credit Union
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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
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Silver ADDY Award	Lone Star National Bank - Still the Valley's Bank - Community - 30s	Rio Bravo Pictures	Lone Star National Bank
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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
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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
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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
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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
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Television Advertising > 52 - Television Advertising _ Regional/National > 52B - Television-National Campaign

Silver ADDY Award	Taco Palenque - Discover the Wow	Enrique Leal	Taco Palenque
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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
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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
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Music Videos > 64 - Music Video

Silver ADDY Award	Solo Contigo	Advertis, Inc.	Grupo Control
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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
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Gold ADDY Award	Mexico's Mexican Food	PolluxCastor Creative Marketing & Production	Doña Tota
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Integrated Campaigns > 72 - Integrated Branded Content Campaign

Gold ADDY Award	TEDx McAllen	Black Koi 360	TEDx McAllen
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Silver ADDY Award	American Cancer Society "Cattle Baron's Ball"	Black Koi 360	American Cancer Society (High Plains Division)
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Silver ADDY Award	We Will Campaign	The Studio at UTRGV	The University of Texas Rio Grande Valley
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Visual > 78 - Logo Design

Gold ADDY Award	TEDxMcAllen	Black Koi 360	TEDxMcAllen
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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