

WINNERS

No.	Category	Project Title	Client Name	Agency Name
1	Cross Platform Campaigns, Campaign must have run in 3 or more channels.>Integrated Campaigns – Multiple Mediums>Integrated Campaigns – Multiple Mediums>B-To-B Campaign – Local	KFC Smoke & Fire	KFC TT	cmb Ltd.
2	Cross Platform Campaigns, Campaign must have run in 3 or more channels.>Integrated Campaigns – Multiple Mediums>Integrated Campaigns – Multiple Mediums>B-To-B Campaign – Regional/International	LIVE. LOVE. BE	Angostura Limited	Publicis Caribbean Limited
3	Cross Platform Campaigns, Campaign must have run in 3 or more channels.>Integrated Campaigns – Multiple Mediums>Integrated Campaigns – Multiple Mediums>Consumer Campaign – Local	WHITE OAK-REIGN	Angostura	Lonsdale Saatchi & Saatchi
4	Cross Platform Campaigns, Campaign must have run in 3 or more channels.>Integrated Campaigns – Multiple Mediums>Integrated Campaigns – Multiple Mediums>Consumer Campaign – Regional/International	Mackeson Like A King Campaign	Carib Brewery	Ogilvy Caribbean
5	Digital Advertising>Online/Interactive>Online/Interactive>Single Unit	STAG CHRISTMAS GREETING 2018	CARIB BREWERY LTD	ROSS ADVERTISING
6	Elements of Advertising>Branded Content>Branded Content>Social Media	White Oak Reign Digital Campaign	Angostura Ltd	Lonsdale Saatchi & Saatchi Advertising Ltd.
7	Elements of Advertising>Branded Content>Branded Content>Video Content	McDonald's Women's Day	Arcos Dorados	Lonsdale Saatchi & Saatchi Advertising Ltd.
8	Elements of Advertising>Design>Book moved from Sales & Marketing>Collateral Material>Publication Design>Editorial Spread or Feature	Ministry of Housing Know How To Guide	Ministry of Housing	cmb Ltd.
9	Elements of Advertising>Design>Design>Packaging/Branding	Almonds Wrapper	Sunshine Snacks	Corbin Communications Ltd
10	Elements of Advertising>Illustration>Illustration>Illustration – Series	The Ministry of Housing Know How Guide	Ministry of Housing	cmb Ltd.
11	Elements of Advertising>Illustration>Illustration>Illustration – Single	KFC Independence Bucket Illustration	KFC TT	

No.	Category	Project Title	Client Name	Agency Name
12	Elements of Advertising>Sound>Music with Lyrics - Single moved from Film, Video & Sound>Radio>Radio Advertising – Local (Single Market)>Single Spot 30 Seconds or Less	Partners For Life - Music	Unit Trust Corporation of Trinidad and Tobago	Lonsdale Saatchi & Saatchi Advertising Ltd.
13	Elements of Advertising>Visual>Visual>Logo Design	IDB Unfollow Logo	Inter-American Development Bank	cmb Ltd
14	Film, Video & Sound>Radio>Radio Advertising – Local (Single Market)>Campaign	White Oak Carnival Jingle	Angostura Ltd	Lonsdale Saatchi & Saatchi Advertising Ltd.
15	Film, Video & Sound>Radio>Radio Advertising – Local (Single Market)>Single Spot 30 Seconds or Less	KFC Pan Genius	KFCTT	cmb Ltd
16	Film, Video & Sound>Radio>Radio Advertising – Local (Single Market)>Single Spot More Than 30 Seconds	Mackeson Like A King Radio	Carib Brewery	Ogilvy Caribbean
17	Film, Video & Sound>Music Videos>Music Videos>Music Video	Col. Best Deals	KFCTT	cmb Ltd
18	Film, Video & Sound>Online Film, Video & Sound>Internet Commercial>Campaign	BEYOND THE GAME; VIDEO SERIES	CARIB BREWERY LTD	ROSS ADVERTISING
19	Film, Video & Sound>Online Film, Video & Sound>Webisodes>Series	CSP Online Docu-Series	Ministry of National Security	cmb Ltd.
20	Film, Video & Sound>Television>Television Advertising – Local (Single Market or State)>Campaign	Possibility Kids TVs	Dairy Distributor	The Buzz Ltd
21	Film, Video & Sound>Television>Television Advertising – Local (Single Market or State)>Single Spot 30 Seconds	Col. Best Deals	KFCTT	cmb Ltd
22	Film, Video & Sound>Television>Television Advertising – Local (Single Market or State)>Single Spot 60 Seconds or More	Partners for Life	Unit Trust Corporation of Trinidad and Tobago	Lonsdale Saatchi & Saatchi Advertising Ltd.
23	Film, Video & Sound>Television>Television Advertising – Regional or International>Single Spot – Up To 2:00	STAG WHAT'S YOUR STORY ?- DATE NIGHT TV AD	CARIB BREWERY LTD	ROSS ADVERTISING
24	Online/Interactive>Apps, Games & Virtual Reality>Apps, Games & Virtual Reality>Virtual Reality	In Her Shoes	Inter-American Development Bank	cmb Ltd.
25	Online/Interactive>Social Media>Social Media>Campaign	Possibility Kids	Dairy Distributors	The Buzz Limited
26	Online/Interactive>Social Media>Social Media>Single Execution	White Oak Reign Influencer Package	Angostura Ltd	Lonsdale Saatchi & Saatchi Advertising Ltd.

No.	Category	Project Title	Client Name	Agency Name
27	Out-of-Home & Ambient Media>Ambient Media>Installations, Entries in This Category May Be Accompanied By A Written or Video Summary.>Multiple Installations moved from Single Installation	CSP Wall Installation	The Ministry of National Security	cmb Ltd.
28	Out-of-Home & Ambient Media>Out-of-Home>Outdoor Board>Super-Sized, Extension/Dimensional, Digital or Animated – Single Unit	Lucozade Carnival Installation	Suntory Beverage & Food	Lonsdale Saatchi & Saatchi Advertising Ltd.
29	Out-of-Home & Ambient Media>Out-of-Home>Poster>Poster – Campaign	PUNCHY PUNCH BATTLE	PUNCHY PUNCH - MARK DEANE	Lonsdale Saatchi & Saatchi Advertising Ltd.
30	Out-of-Home & Ambient Media>Out-of-Home>Site (Signage)>Out-of-Home Campaign	Mackeson Barbershop Project	Carib Brewery	Ogilvy Caribbean
31	Print Advertising>Branded Content & Entertainment>Online - Single More than 60	Mackeson DJ Cardo	Carib Brewery	Ogilvy Caribbean
32	Print Advertising>Newspaper Advertising>Newspaper Advertising>Campaign	Mackeson Like A King	Carib Brewery	Ogilvy Caribbean
33	Print Advertising>Newspaper Advertising>Newspaper Advertising>Full Page	Tribute Ad - The Mighty Shadow	Carib Brewery	Ross Advertising
34	Sales & Marketing>Collateral Material>Brochure>Single Unit	Miss Brafit - Not Just Girl Talk	Miss Brafit	Lonsdale Saatchi & Saatchi Advertising Ltd.
35	Sales & Marketing>Collateral Material>Collateral Material>Printed Annual Report	TTIFC Your Resourceful Ally	TTIFC	cmb Ltd.
36	Sales & Marketing>Direct Marketing>Specialty Advertising>Apparel	KFC Boss Meal Interactive Quiz Tees	KFC TT	cmb Ltd.
37	Sales & Marketing>Sales Promotion>Product or Service Sales Promotion>Campaign (2–4 Pieces from Work in Category)	Smoke n Fire	KFC TT	cmb Ltd.
	Total	37		

No.	Category	Project Title	Client Name	Agency Name
BEST IN SHOW				
	Grand Prix	KFC Smoke & Fire TVC	KFC TT	cmb Ltd.
	Gold	WHITE OAK-REIGN	Angostura	Lonsdale Saatchi & Saatchi
	Silver	Mackeson Like A King Campaign	Carib Brewery	Ogilvy Caribbean
	Bronze	Lucozade Carnival Installation	Suntory Beverage & Food	Lonsdale Saatchi & Saatchi Advertising Ltd.
	Finalist	Possibility Kids	Dairy Distributors	The Buzz Limited
	Finalist	Col. Best Deals	KFCTT	cmb Ltd
	Finalist	CSP Online Docu-Series	Ministry of National Security	cmb Ltd.
	Finalist	STAG WHAT'S YOUR STORY ?- DATE NIGHT TV AD	CARIB BREWERY LTD	ROSS ADVERTISING
	Total	8		

No.	Category	Project Title	Client Name	Agency Name
MERIT				
1	Digital Advertising>Online/Interactive>Online/Interactive>Campaign	BLOOD BANK VISIT	Friends of the Blood Bank	Lonsdale Saatchi & Saatchi
2	Elements of Advertising>Design>Design>Logo & Key Visual	Asociacion Ticos y Nicas - Visual identity Re-design	Asociacion Ticos y Nicas	ReThink and Ross Advertising
3	Elements of Advertising>Still Photography>Still Photography>Colour – Single	Hilux at Icacos - Photography	Toyota Trinidad	Lonsdale Saatchi & Saatchi Advertising Ltd.
4	Online/Interactive>Social Media>Social Media>Video	Anonymity Campaign	Crime Stoppers	Corbin Communications Ltd
5	Online/Interactive>Websites>Websites>Microsites	Smoke & Fire Microsite	KFC TT	cmb Ltd.
6	Out-of-Home & Ambient Media>Ambient Media>Events, Entries in This Category May Be Accompanied By A Written or Video Summary.>Single Occurrence	THECITIZEN Teaser walls	Ministry of National Security	cmb Ltd.
7	Print Advertising>Newspaper Advertising>Newspaper Advertising>Fractional Page	NEWSDAY 25th Anniversary Congrats Ad	Publicis Caribbean Limited	Publicis Caribbean Limited
8	Sales & Marketing>Direct Marketing>Specialty Advertising>Other Merchandise	KFC Boss Meal Tees Giveaways	KFC TT	cmb Ltd.
9	Sales & Marketing>Sales Promotion>Packaging>Single Unit	KFC Fuel Your Spirit Packaging	KFC TT	cmb Ltd.
	Total	9		

CLIENT OF THE YEAR	KFC TT
RUNNER-UP CLIENT OF THE YEAR	Angostura - White Oak
AGENCY OF THE YEAR	cmb Ltd.
RUNNER-UP AGENCY OF THE YEAR	Lonsdale Saatchi & Saatchi