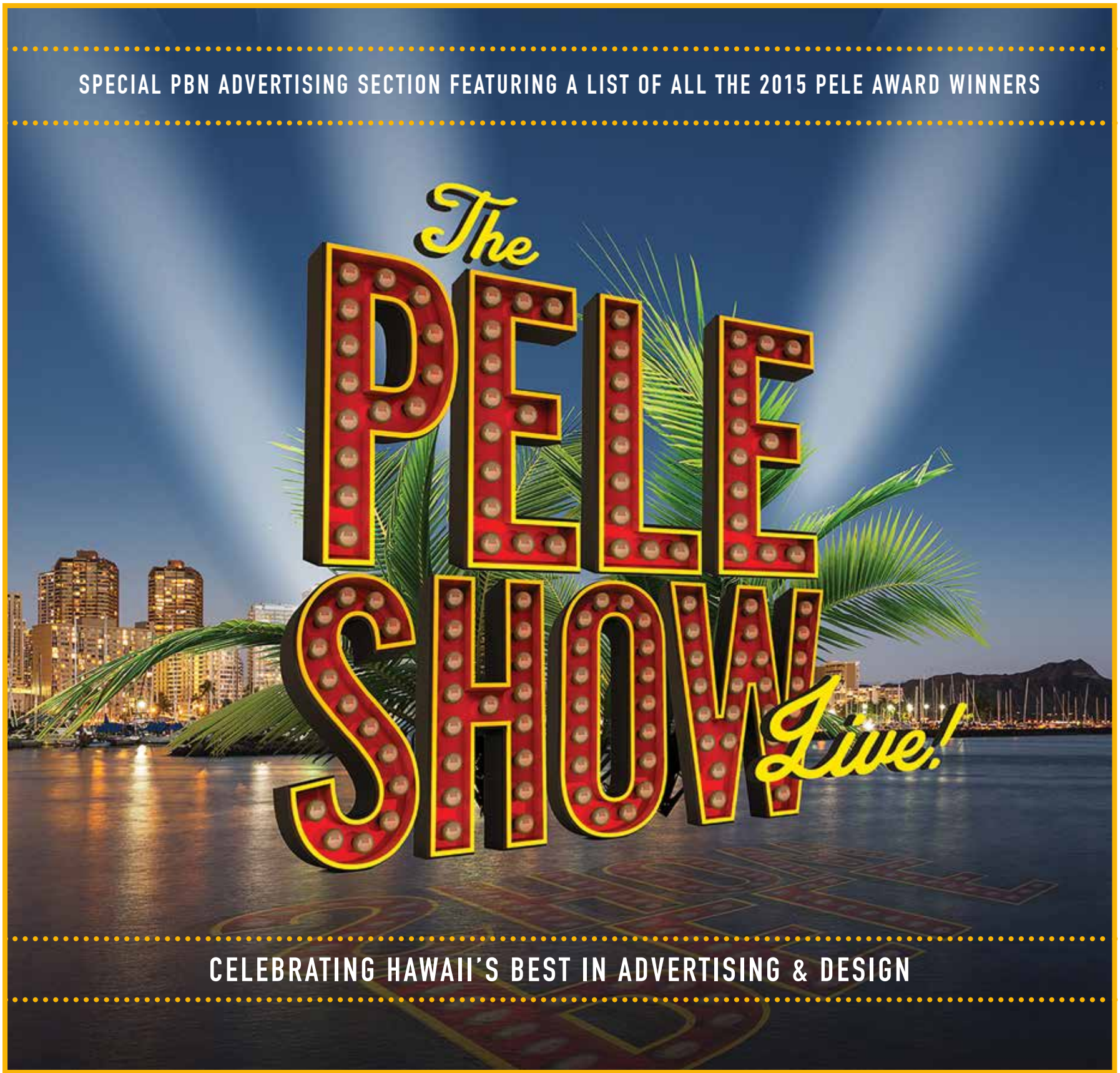
SPECIAL PBN ADVERTISING SECTION FEATURING A LIST OF ALL THE 2015 PELE AWARD WINNERS



CELEBRATING HAWAII'S BEST IN ADVERTISING & DESIGN

ABOUT THE PELE AWARDS

The Pele Awards is an American Advertising Awards District Competition which recognizes the best advertising and design work created in Hawaii during the preceding calendar year (January 2014 to December 2014).

The American Advertising Awards (formerly known as "The ADDY Awards") is the advertising industry's largest and most representative competition with over 40,000 entries entered each year from across the United States.

All Pele Gold winners will automatically be entered into the 2015 American Advertising Awards National Finals being judged in early May 2015.

The Pele Awards originally belonged to Ad Infinitum, the organization that later become AIGA (American Institute of Graphic Arts) in Hawaii. The Pele Award was an award given for excellence in graphic design.

In the late 1970's, the Honolulu Advertising Federation (today now known as the American Advertising Federation – Hawaii) took over the competition and it became an advertising and design competition.

Today, it has evolved into a District Competition (1 of 15 districts across the United States) of the American Advertising Awards sponsored by the American Advertising Federation.

LEAD CREATIVE AGENCY

[ANTHOLOGY] MARKETING GROUP

TITLE MEDIA PARTNER

PACIFIC BUSINESS NEWS

SUPPORTING SPONSORS

AAF-Hawaii
ACES Photography
AD 2 Honolulu
Electric Pencil
HASR Wine Company
Design Asylum, Inc.

SPECIAL MAHALO

Brent Shiratori
Debbie Nishimoto
Dennis Yee
Jody Shiroma
Lori Chinen
Maile Takashima Alsup
Mel Matsuoka
Sharyn Takushi
Tai Leong Matsuoka
Francine Lam
Tyson Yamada
Jay Evans + Montaj 9

BEST OF FOR 2015 IN ADVERTISING

2015 AD WOMAN OF THE YEAR
(AAF-HAWAII)

JENNI KATINSZKY
Director of Broadcast Production
MVNP

This award is given to an individual who is furthering the industry's standards.

Jenni Katinszky's experience in broadcast production spans over 30 years and two continents. She began her career in Australia before moving to Hawaii. She joined MVNP over 27 years ago and is currently their Director of Broadcast Production. Jenni has won countless awards for her work and continues to fuel her passion by volunteering her time for public service ads and personal videos for family and friends.

2015 AD MAN OF THE YEAR
(AAF- Hawaii)

JASON SUAPAIA
President
1013 Integrated Branding

This award is given to an Industry Change-Agent and Thought Leader in advertising.

Marking his 20th year in the Hawaii media industry, Jason has been heading up a team of creative professionals as President & Executive Producer at 1013 Integrated. He is known as a creative problem solver and innovative team builder with vast experience in running a creative service business and serving clientele. Jason started as a tape operator and worked his way up to partner and President. He is an alumni of the Pacific Century Fellows Class of 2012 and a PBN 40 under 40 professionals.

2015 YOUNG ADVERTISING PERSON OF THE YEAR
(Ad 2 Honolulu)

NEZ CALARO
Email Marketing Specialist
Hawaiian Airlines

This award is given to a young advertising person under the age of 32.

Nez Calaro has blazed a fast trail in the advertising world serving in a variety of leadership roles. She served as Ad 2 Honolulu's President, a position that she quickly took on, as she moved up the ranks. She also served as an advisor to Ad 2 Honolulu's Public Service committee for the past 3 campaigns, of which these have won several national accolades. She currently serves on the Boards for the Hawaii Cord Blood Bank and AAF-Hawaii and is currently employed at Hawaiian Airlines as an Email Marketing Specialist.

2015 SILVER MEDAL RECIPIENT
(AAF District 13)

MATTHEW HEIM
President
Electric Pencil

This Lifetime Achievement award is given to an individual who has made outstanding contributions to Hawaii's Advertising Industry

Matthew started in the industry setting type and now serves as President of the premier commercial printer Electric Pencil. He is also the Chief Operating Brother for the HONBLUE family of companies, his home since 1987. During his 25 year journey with AAF-Hawaii, Matthew has been its President twice and is currently an honorary board member and Lieutenant Governor for AAF District 13. Matthew is currently on the advisory board of the AIGA Honolulu, and has earned several accolades for his contributions to the industry and community

2015 EXTRA MILE AWARD
(AAF District 13)

ANNA FISHBURN
Casting Director
Anna Fishburn Casting

2015 EXTRA MILE AWARD
(AAF District 13)

SUE LARKIN
Casting Director
Reel Services Hawaii

This award recognizes companies or individuals who are invaluable to our industry.

These two amazing women both started their own Hawaii casting agencies in the 80s, following previous careers in related fields and have provided talent for big features, TV series and the like. They are responsible for helping to build Hawaii's talent, and have always worked respectfully together, which has resulted in a successful career for both.

Each continue to give it their all to their clients and have never let their clients down.

THE BEST OF SHOW

"FIRST INSURANCE – IN PARADISE, BAD STILL HAPPENS"

BEST OF SHOW - ADVERTISING

CATEGORY: Integrated Campaigns - 55 - Regional/National
CLIENT: First Insurance Company of Hawaii

AGENCY: MVNP
CREDITS: Vince Soliven, Executive Creative Director; Darell Castro, Senior Art Director; Sudipto "Piku" Ghosh, Senior Copy Writer; Susie Kim, Broadcast Producer; Bob Soares, Director of Print Production. Luke Aguinaldo, Video Producer/ Director/ Editor; Kevin Wee, Senior Project Manager; Kris Honeycut, Senior Interactive Director.

"CHOCO LE'A TRUFFLE PACKAGING"

BEST OF SHOW - DESIGN

CATEGORY: Sales Promotion Design 02C – Packaging Campaign
CLIENT: Choco le'a

AGENCY: STACEY LEONG DESIGN
CREDITS: Karyn Yasui Lau, Designer/Illustrator; Anne Sakutori, Designer/Illustrator; Jyun Kanemura, Special Consultant; Mark Ibara, Special Consultant; Stacey Leong, Owner & Creative Director.

10TH ANNUAL STUDENT PELE AWARDS

PRESENTED BY PACIFIC BUSINESS NEWS

"Street Eats" by Kevin Tumbaga

"Streetlight Cadence" by Andreina Keller

"Kate Spade Brochure" by Kayla Rivera

"Slurp Shop" by Louis Scheer

"Served"
by Linda Inamasu, Louis Scheer, Kayla Rivera, Brittany Montilliano, Roy Ogasawara

"Design Museum Boston" by Linda Inamasu

"Please Touch Museum"
by Alex Kawamoto

BEST OF SHOW

"STREET EATS"
CATEGORY: S07 – Out of Home Campaign
NAME: Kevin Tumbaga
SCHOOL: Honolulu Community College

PELE

"STREETLIGHT CADENCE WEBSITE"
CATEGORY: S11A – Interactive – Web Design
NAME: Andreina Keller
SCHOOL: Kapiolani Community College

SILVER

"KATE SPADE BROCHURE"
CATEGORY: S03 – Brochure/Annual Report
NAME: Kayla Rivera
SCHOOL: Honolulu Community College

SILVER

"KATE SPADE BROCHURE"
CATEGORY: S03 – Brochure/Annual Report
NAME: Kayla Rivera
SCHOOL: Honolulu Community College

BRONZE

"SLURP SHOP"
CATEGORY: S10C – Newspaper Campaign
NAME: Louis Scheer
SCHOOL: Honolulu Community College

"SERVED"
CATEGORY: 13A - Television
NAME: Linda Inamasu, Louis Scheer, Kayla Rivera, Brittany Montilliano, Roy Ogasawara
SCHOOL: Honolulu Community College

2014 AMERICAN ADVERTISING AWARDS NATIONAL AWARD WINNERS

Recognized on May 31, 2014 at the 2014 National American Advertising Awards in Boca Raton, Florida

NATIONAL GOLD

"PLEASE TOUCH MUSEUM BROCHURE"
CATEGORY: S05B – Editorial Spread or Feature
NAME: Alex Kawamoto
SCHOOL: Honolulu Community College

NATIONAL SILVER

"DESIGN MUSEUM BOSTON COFFEE TABLE BOOK"
CATEGORY: S05E – Book Design (Entire Book)
NAME: Linda Inamasu
SCHOOL: Honolulu Community College

Three Hawaii Seniors Named AAF's Most Promising Multicultural students — Class of 2015

REMI KOHNO
CHAMINADE

JASMINE CHO
CHAMINADE

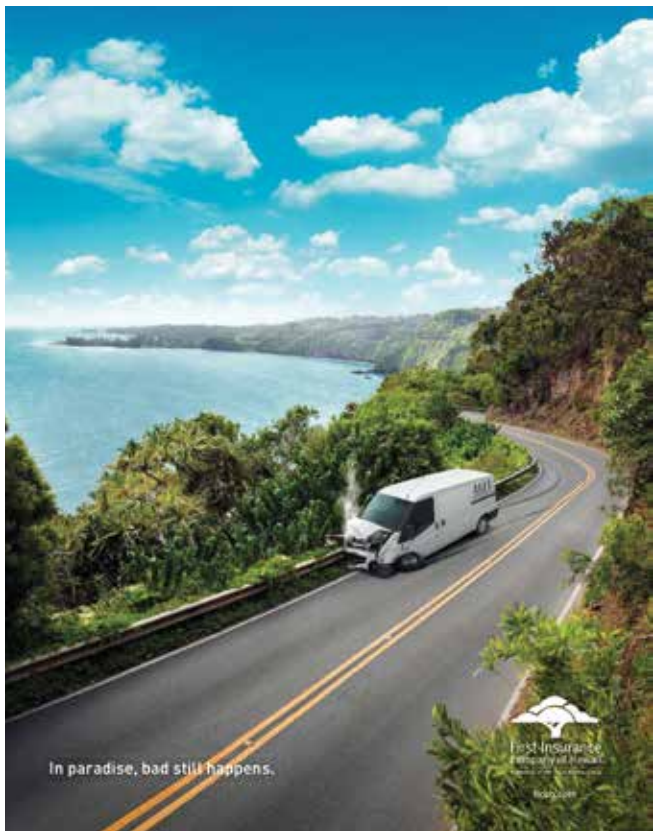
JAIRUS KIYONAGA
HAWAII PACIFIC UNIVERSITY

The AAF's Most Promising Multi-Cultural Student Program acknowledges minority students who are deemed exceptional by their college professors and advisors. Only 50 are selected across the entire United States.

As part of the selection process, students provide copies of their college transcripts, a resume of work and service activities, and must submit an original essay as well as a letter of recommendation from their nominating professor.

Congratulations to our three representatives!

SPECIAL JUDGE'S AWARDS



DAVID POVILL JUDGE'S AWARD

"IN PARADISE, BAD STILL HAPPENS"

AGENCY: MVNP
CATEGORY: Consumer/Trade Publication Advertising - 22B – Full Page

CLIENT: First Insurance Company of Hawaii
CREDITS: Vince Soliven, Executive Creative Director; Darell Castro, Senior Art Director; Sudipto "Piku" Ghosh, Senior Copy Writer; Charlie Pedrina, Senior Graphic Designer; Bob Soares, Director of Print Production.

MAX STINSON JUDGE'S AWARD

"DOLLAR SHIRT"

AGENCY: ELEMENT 8
CATEGORY: Non Traditional Advertising 20A - Single

CLIENT: High Technology Development Corporation
CREDITS: Chris Ching, Art Director; Wade Nishimura, Copywriter.

CHRIS DO JUDGE'S AWARD

"2015 YEAR OF THE RAM"

AGENCY: MOZAIC
CATEGORY: Elements of Advertising 74C – Illustration Campaign

CLIENT: MOZAIC PAPER COMPANY
CREDITS: Lori Nuha, Illustrator/Designer; Electric Pencil, Printer.

PRESENTING THE

2015 PELE AWARD WINNERS

01B - SALES KIT

SILVER
Ilikai Sales Kit
AGENCY: Wall-to-Wall Studios
CLIENT: The Ilikai Waikiki

02A - PACKAGING

BRONZE
UCC Dark Roast Kona Coffee - Package Design
AGENCY: Clarence Lee Design
CLIENT: Ueshima Coffee (UCC Hawaii) Corp.

02C - PACKAGING CAMPAIGN

BEST OF SHOW - DESIGN
Choco le'a Truffle Packaging
AGENCY: Stacey Leong Design
CLIENT: Choco le'a

PELE
ELEMENTALIST - Total Visual Branding
AGENCY: Clarence Lee Design
CLIENT: Elementalist USA LLC

SILVER
Urban Legend Wine Bottles
AGENCY: Sandy Pencil
CLIENT: Urban Legend Winery

03D - BRANDED ENVIRONMENT

SPECIAL AWARD
111-HAWAII PROJECT - Total Visual Branding
AGENCY: Clarence Lee Design
CLIENT: 111-HAWAII PROJECT OFFICE

SILVER
Ilikai Sales Center
AGENCY: Wall-to-Wall Studios
CLIENT: The Ilikai Waikiki

04 - SALES PROMOTION CAMPAIGN

PELE
Red Knot Sales Promotion Campaign
AGENCY: Wall-to-Wall Studios
CLIENT: Red Knot

PELE
ELEMENTALIST - Total Visual Branding
AGENCY: Clarence Lee Design
CLIENT: Elementalist USA LLC

06 - STATIONERY PACKAGE DESIGN

PELE
Ashford + Wriston Business Card
AGENCY: iQ 360
CLIENT: Ashford + Wriston

SILVER
ELEMENTALIST - Total Visual Branding
AGENCY: Clarence Lee Design
CLIENT: Elementalist USA LLC

BRONZE
GO LAW OFFICE - Corporate Identity
AGENCY: Clarence Lee Design
CLIENT: GO LAW OFFICE LLC

BRONZE
HL1 Brand Collateral
AGENCY: Hawai'i Life Real Estate Brokers

07 - ANNUAL REPORT DESIGN

BRONZE
2014 Annual Report
AGENCY: Hyperspective
CLIENT: High Technology Development Corporation

08A - BROCHURE DESIGN

SILVER
LIVING Brochure
AGENCY: Architects Hawaii Ltd

09A - PUBLICATION DESIGN

PELE
Abstract Magazine Silver Paperwork Issue
AGENCY: Inkubator by AIGA Honolulu & Electric Pencil

SILVER
Abstract Magazine Brown Hot Coffee Cover
AGENCY: Inkubator by AIGA Honolulu & Electric Pencil

SILVER
trim winter issue
AGENCY: trim

BRONZE
ROOM+SERVICE
AGENCY: Nella Media Group
CLIENT: Hotel Renew

09B - EDITORIAL FEATURE OR SPREAD

PELE
Nektos
AGENCY: VOICE
CLIENT: Hawaii Skin Diver Magazine

PELE
The Pioneers
AGENCY: Hana Hou! the Magazine of Hawaiian Airlines

SILVER
The Magic Stone
AGENCY: VOICE
CLIENT: Hawaii Skin Diver Magazine

BRONZE
Kikaha - The Making Mill
AGENCY: Nella Media Group
CLIENT: Island Air

09C - PUBLICATION DESIGN (SERIES)

PELE
trim - summer issue & winter issue
AGENCY: trim
CLIENT: trim

SILVER
2014 Abstract Cover Series
AGENCY: Inkubator by AIGA Honolulu & Electric Pencil

09D - ENTIRE MAGAZINE DESIGN

PELE
trim - winter issue
AGENCY: trim

PELE
Foundry - Makers
AGENCY: Nella Media Group
CLIENT: Kamehameha Schools

SILVER
ROOM+SERVICE
AGENCY: Nella Media Group
CLIENT: Hotel Renew

BRONZE
Chinatown - The Nothing
AGENCY: Nella Media Group

10A - POSTER DESIGN

PELE
Consolidated Pau Hana - Batman/Walkman
AGENCY: MVNP
CLIENT: Consolidated Theatres - Hana Hou Picture Show

PELE
Runway
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Airlines

11A - SPECIAL EVENT MATERIAL - CARDS

PELE
Holiday Card
AGENCY: Sae Design
CLIENT: Hotels & Resorts of Halekulani

BRONZE
Score Card
AGENCY: Sae Design
CLIENT: Four Seasons Resort Lanai at Manele Bay

11B - SPECIAL EVENT MATERIAL - INVITATION

BRONZE
Cariaga Wedding Invitation Suite
AGENCY: Leslie Cariaga Design
CLIENT: Leslie & Justin Cariaga

11D - SPECIAL EVENT MATERIAL - CAMPAIGN

PELE
2015 Year of the Ram Collateral
AGENCY: Mozaic Paper
PRINTER: Electric Pencil

BRONZE
Molokai Ranch Tasting Event
AGENCY: OrangeRoc
CLIENT: Molokai Ranch

14A - SPECIALTY ADVERTISING APPAREL

SILVER
Fishing Evolution
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Airlines

15A - OUT OF HOME - FLAT

SILVER
Louis Vuitton Ilima
AGENCY: Sig Zane Kaiao
CLIENT: Louis Vuitton

15B - OUT OF HOME - EXTERIOR/DIMENSIONAL

BRONZE
Our Kaka'ako Keawe Street Wall
AGENCY: MVNP
CLIENT: Kamehameha Schools - Our Kaka'ako

16B - OUT OF HOME - MASS TRANSIT

SILVER
Dreams
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Airlines

17B - INTERIOR STILL/STATIC

SPECIAL AWARD
111-HAWAII PROJECT - Total Visual Branding
AGENCY: Clarence Lee Design
CLIENT: 111-HAWAII PROJECT OFFICE

20A - NON-TRADITIONAL ADVERTISING

MAX STINSON JUDGE'S AWARD
Dollar Shirt
AGENCY: Element 8
CLIENT: High Technology Development Corporation

20B - NON-TRADITIONAL ADVERTISING CAMPAIGN

SILVER
MetroHNL Newspaper Rack
AGENCY: Oahu Publications, Inc.
CLIENT: MetroHNL

BRONZE
Small Town, Big Heart
AGENCY: Sae Design
CLIENT: Maui Redevelopment Agency / County of Maui

22B - CONSUMER OR TRADE PUBLICATION ADVERTISING - FULL PAGE 4-COLOR

DAVID POVILL JUDGE'S AWARD
In Paradise, Bad Still Happens: Personal/ House Fire
AGENCY: MVNP
CLIENT: First Insurance Company of Hawaii

24B - CONSUMER OR TRADE PUBLICATION ADVERTISING - CAMPAIGN

PELE
First Insurance - In Paradise, Bad Still Happens Print
AGENCY: MVNP
CLIENT: First Insurance Company of Hawaii

26B - NEWSPAPER ADVERTISING - LESS THAN FULL PAGE - COLOR

SILVER
McDonalds Hawaii - Mahalo Shaka Fries
AGENCY: MVNP
CLIENT: McDonalds of Hawaii

33A - WEBSITE DESIGN - CONSUMER PRODUCTS

PELE
Kamehameha Schools - Our Kaka'ako Meet Our Makers Landing Page
AGENCY: MVNP
CLIENT: Kamehameha Schools - Our Kaka'ako

33B - WEBSITE DESIGN - CONSUMER OUTLETS

SILVER
Website
AGENCY: Wall-to-Wall Studios
CLIENT: Ferguson's Pub

35C - WEBSITE DESIGN - MICRO SITE SERVICES

SILVER
OC Sports Enhanced Microsite
AGENCY: Oceanic Time Warner Cable

SILVER
Meet Your Child's Future
AGENCY: Mix Plate Media
CLIENT: Maryknoll School

BRONZE
Timeless Mauna Kea Website
AGENCY: Anthology Marketing Group
CLIENT: Mauna Kea Beach Hotel, Prince Resorts Hawaii

37C - MOBILE (PHONE) MARKETING

SILVER
Kamehameha Schools - Our Kaka'ako App
AGENCY: MVNP
CLIENT: Kamehameha Schools - Our Kaka'ako

39C - INTERACTIVE MEDIA - GAMES

PELE
SimpliSavvy Game App
AGENCY: Anthology Marketing Group
CLIENT: Bank of Hawaii

40A - WEBISODES

PELE
My Parc Story Featuring Zak Noyle
AGENCY: Anthology Marketing Group
CLIENT: Waikiki Parc Hotel

SILVER
WhatSUP
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Airlines

40C - INTERACTIVE MEDIA - BRANDED CONTENT 60 SEC. OR LESS

BRONZE
Create In Hawaii
AGENCY: Berad Studio
CLIENT: Create In Hawaii

40C - INTERACTIVE MEDIA - BRANDED CONTENT MORE THAN 60 SEC.

PELE
Meet Me at Starbucks
AGENCY: Shooters Film Production
CLIENT: 76 and Sunny for Starbucks

SILVER
Mālama Honua Worldwide Voyage
AGENCY: Hyperspective
CLIENT: Hawaii Permanent Medical Group

BRONZE
Kamehameha Schools - Meet our Makers - Wooden Wave
AGENCY: MVNP
CLIENT: Kamehameha Schools - Our Kaka'ako

41B - MULTI-MEDIA DVD - CONSUMER

PELE
Kamehameha Schools - Our Kaka'ako Info Center "Lifestyle" and "Masterplan" Interface
AGENCY: MVNP
CLIENT: Kamehameha Schools - Our Kaka'ako

42 - DIGITAL ADVERTISING - CAMPAIGN

BRONZE
Reset
AGENCY: Anthology Marketing Group
CLIENT: Kauai Visitors Bureau

43A - RADIO - LOCAL SINGLE - 30 SEC.

SILVER
Stinks
AGENCY: HMSA (Hawaii Medical Service Association)

46B1 - 30 SEC. TELEVISION UNDER $25,000

PELE
"Dining" :30 TV
AGENCY: Wall-to-Wall Studios
CLIENT: Ward Centers

SILVER
"Meter Feeders"
AGENCY: Anthology Marketing Group
CLIENT: Hawaii Gas

BRONZE
"Shopping" :30 TV
AGENCY: Wall-to-Wall Studios
CLIENT: Ward Centers

46B1 - 30 SEC. TELEVISION UNDER $25,000

PELE
First Insurance - In Paradise, Bad Still Happens - Hiker/Boulder
AGENCY: MVNP
CLIENT: First Insurance of Hawaii

SILVER
"Faux Pas"
AGENCY: Anthology Marketing Group
CLIENT: HEMIC

BRONZE
"Massage Oil Recall"
AGENCY: Anthology Marketing Group
CLIENT: HEMIC

BRONZE
"Sylvia in Purgatory"
AGENCY: Sandy Pencil / Wagnervision / Moana Productions
CLIENT: Island Insurance

46B3 - 30 SEC. TELEVISION OVER $50,000

PELE
First Hawaiian Bank - Thank You
AGENCY: MVNP
CLIENT: First Hawaiian Bank

46D1 - TV CAMPAIGN - LESS THAN $25,000 PER SPOT

PELE
2014 Ward Centers TV Campaign
AGENCY: Wall-to-Wall Studios
CLIENT: Ward Centers

PELE
2014 Entrepreneur TV Campaign
AGENCY: Wall-to-Wall Studios
CLIENT: Hawaii National Bank

46D2 - TV CAMPAIGN - $25,000–$50,000 PER SPOT

PELE
First Insurance - In Paradise, Bad Still Happens (Hiker & Models)
AGENCY: MVNP
CLIENT: First Insurance Company of Hawaii

46D3 - TV CAMPAIGN - OVER $50,000 PER SPOT

PELE
First Hawaiian Bank - Rebranding Campaign (Thank you, Cupcake & Construction)
AGENCY: MVNP
CLIENT: First Hawaiian Bank

47A - TV - SELF PROMOTION - WLOCAL (ONE DMA) SINGLE

PELE
TV Everywhere
AGENCY: Oceanic Time Warner Cable

51A - MOVIE TRAILERS

PELE
The Pimp & The Rose
AGENCY: Jazz Alley TV Films-HawaiiONTV.com

54 - INTEGRATED CAMPAIGNS - CONSUMER LOCAL

PELE
Red Knot Integrated Campaign
AGENCY: Wall-to-Wall Studios
CLIENT: Red Knot

SILVER
First Hawaiian Bank - Rebranding Campaign
AGENCY: MVNP
CLIENT: First Hawaiian Bank

BRONZE
Non-Stop Hawai'i" Integrated Campaign
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Airlines

55 - INTEGRATED CAMPAIGNS - CONSUMER REGIONAL / NATIONAL

BEST OF SHOW- ADVERTISING
First Insurance - In Paradise, Bad Still Happens
AGENCY: MVNP
CLIENT: First Insurance of Hawaii

60 - ADVERTISING FOR THE ARTS & SCIENCES - NON-TRADITIONAL

PELE
Kamehameha Schools Ho'okahua Salt Favor Boxes
AGENCY: Stacey Leong Design
CLIENT: Kamehameha Schools

62A - ADVERTISING FOR THE ARTS & SCIENCES - SINGLE MEDIUM CAMPAIGN

SILVER
36th Annual Commitment to Excellence Art Exhibition
AGENCY: Nomura Design
CLIENT: Honolulu Japanese Chamber of Commerce

62B - ADVERTISING FOR THE ARTS & SCIENCES - INTEGRATED CAMPAIGN

SILVER
#MyHIFFMoment
AGENCY: Nella Media Group
CLIENT: Hawaii International Film Festival

63B - PUBLIC SERVICE - ANNUAL REPORT

SILVER
2014 Annual Report
AGENCY: Wall-to-Wall Studios
CLIENT: Hawaii Community Foundation

65A - PUBLIC SERVICE - TV

PELE
Medicated Driving May Cause D.U.I
AGENCY: 1013 Integrated
CLIENT: Department of Transportation - Highway Safety Section

BRONZE
DOT TV - Sober Driver
AGENCY: 1013 Integrated
CLIENT: Department of Transportation - Highway Safety Section

BRONZE
HMHB Hawaii - "No Substitute"
AGENCY: Ad 2 Honolulu
CLIENT: Healthy Mothers Healthy Babies " Coalition of Hawaii

65B - PUBLIC SERVICE - RADIO

PELE
Bleeped Out
AGENCY: Element 8
CLIENT: CrimeStoppers Honolulu

65C - PUBLIC SERVICE - AUDIO / VISUAL

SILVER
Scrapbook - Sex Abuse Treatment Center
AGENCY: Shooters Film Production
CLIENT: The Sex Abuse Treatment Center

65D - PUBLIC SERVICE - DIGITAL ADVERTISING

PELE
Pu'uhonua
AGENCY: Mix Plate Media
CLIENT: Pu'a Foundation

SILVER
Island Pulse
AGENCY: Sudokrew Solutions LLC
CLIENT: Blue Planet Foundation

SILVER
Hawaii Energy Report Card
AGENCY: Sudokrew Solutions LLC
CLIENT: Blue Planet Foundation

66 - PUBLIC SERVICE - OUT-OF-HOME

PELE
Anonymous Letter
AGENCY: Element 8
CLIENT: CrimeStoppers Honolulu

SILVER
Anonymous Man & Anonymous Woman
AGENCY: Element 8
CLIENT: CrimeStoppers Honolulu

68 - PUBLIC SERVICE - DIRECT MARKETING SPECIALTY ITEMS

PELE
Holiday Card
AGENCY: Wall-to-Wall Studios
CLIENT: Ulupono Inititative

70G - ADVERTISING INDUSTRY SELF PROMOTION - DIGITAL ADVERTISING

SILVER
2014 Greeting Generator
AGENCY: Wall-to-Wall Studios

70I - ADVERTISING INDUSTRY SELF PROMOTION - NON-TRADITIONAL

PELE
Star-Advertiser Wall-E Christmas Ornament
AGENCY: Oahu Publications, Inc.
CLIENT: Star-Advertiser

70J - ADVERTISING INDUSTRY SELF PROMOTION - DIRECT MARKETING / SPECIALTY ITEMS

PELE
SLD Clientele Holiday Chocolate Gift Boxes
AGENCY: Stacey Leong Design

70K - ADVERTISING INDUSTRY SELF PROMOTION - SPECIAL EVENT MATERIAL

PELE
2014 Occasional Cards
AGENCY: Wall-to-Wall Studios

SILVER
Thanksgiving Greeting Card
AGENCY: Gilbert & Associates, LLC

72A - ADVERTISING INDUSTRY SELF PROMOTION - SINGLE MEDIUM CAMPAIGN

SILVER
2015 PELE AWARDS TEASER
AGENCY: Kinetic Productions, Inc.
CLIENT: AAF District 13

73 - ELEMENTS OF ADVERTISING - COPYWRITING

SILVER
"It's all about you."
AGENCY: Sandy Pencil
CLIENT: Urban Legend Cellars

BRONZE
"Hawaiian Airlines Copywriting"
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Airlines

74A - LOGO DESIGN

PELE
ELEMENTALIST
AGENCY: Clarence Lee Design
CLIENT: Elementalist USA LLC

PELE
GO LAW OFFICE
AGENCY: Clarence Lee Design
CLIENT: GO LAW OFFICE LLC

PELE
Ashford + Wriston
AGENCY: iQ 360
CLIENT: Ashford + Wriston

SILVER
RHC HAWAII - Logo Design
AGENCY: Clarence Lee Design
CLIENT: Lanikai Cookie Company

SILVER
HDF Logo
AGENCY: Wall-to-Wall Studios
CLIENT: Hawaii Dairy Farms

BRONZE
Buho Logo
AGENCY: Wall-to-Wall Studios
CLIENT: Buho Cocina Y Cantina

74B - ILLUSTRATION - SINGLE

BRONZE
Hawaii Fish and Dive Expo 2014
AGENCY: VOICE
CLIENT: Fluid Media

74C - ILLUSTRATION CAMPAIGN

CHRIS DO JUDGE'S AWARD
2015 Year of the Ram Collateral
AGENCY: Mozaic Paper
PRINTER: Electric Pencil

SPECIAL AWARD
111-HAWAII PROJECT
AGENCY: Clarence Lee Design
CLIENT: 111-HAWAII PROJECT

74E - PHOTOGRAPHY

PELE
A Hawaiian in Paris
AGENCY: Hana Hou! the Magazine of Hawaiian Airlines

SILVER
Mountain & Motion
AGENCY: Morris Visitor Publications
CLIENT: Wailea Resort Association

SILVER
Toy Story!
AGENCY: Oahu Publications, Inc.
CLIENT: Halekulani Living

BRONZE
The Legend of Norma Jeane
AGENCY: Oahu Publications, Inc.
CLIENT: HILuxury

BRONZE
To Thai For
AGENCY: Morris Visitor Publications
CLIENT: Outrigger Hotels and Resorts

74G - PHOTOGRAPHY CAMPAIGN

PELE
Rhythm of the Islands
AGENCY: Oahu Publications, Inc.
CLIENT: Trump Ho'okipa

SILVER
Faces of HIFF
AGENCY: Nella Media Group
CLIENT: Hawaii International Film Festival

74H - ANIMATION OR SPECIAL EFFECTS

PELE
2014 Ward Centers TV Campaign
AGENCY: Wall-to-Wall Studios
CLIENT: Ward Centers

SILVER
Why Give - Animation
AGENCY: Kinetic Productions, Inc.
CLIENT: Aloha United Way

74I - CINEMATOGRAPHY

PELE
First Insurance Company of Hawaii:
In Paradise, Bad Still Happens
AGENCY: Moana Productions, Inc.
CLIENT: MVNP for First Insurance Company of Hawaii

PELE
First Insurance - Kimie In Paradise,
Bad Still Happens, New Day,
AGENCY: MVNP
CLIENT: First Insurance Company of Hawaii

BRONZE
Time Lapse around Hawaii
AGENCY: Berad Studio
CLIENT: Hawaiian Airlines

75A - MUSIC ONLY

BRONZE
The Fishing Club Trailer
AGENCY: Shooters Film Production

75B - MUSIC WITH LYRICS

SILVER
First Insurance -Kimie, In Paradise, Bad Still Happens, New Day Video
AGENCY: MVNP
CLIENT: First Insurance Company of Hawaii

76A - ELEMENTS OF ADVERTISING - DIGITAL CREATIVE TECHNOLOGY - INTERFACE & NAVIGATION

SILVER
Kamehameha Schools - Info Center Lifestyle Interface
AGENCY: MVNP
CLIENT: Kamehameha Schools - Our Kaka'ako

SILVER
Kamehameha Schools - Info Center Masterplan Interface
AGENCY: MVNP
CLIENT: Kamehameha Schools - Our Kaka'ako

77E - RETAIL ADVERTISING - TV

SILVER
"Slow"
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Telcom

77F - RETAIL ADVERTISING - BROADCAST CAMPAIGN

SILVER
"Compare" Campaign
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Telcom

77H - RETAIL ADVERTISING - COLLATERAL - IN-STORE POSTERS

BRONZE
"Ramen"
AGENCY: Anthology Marketing Group
CLIENT: American Savings Bank

77I - RETAIL ADVERTISING - COLLATERAL CAMPAIGN/SERIES

SPECIAL AWARD
111-HAWAII PROJECT - Total Visual Branding
AGENCY: Clarence Lee Design
CLIENT: 111-HAWAII PROJECT

77K - RETAIL ADVERTISING - NON-TRADITIONAL ADVERTISING CAMPAIGN

PELE
Kamehameha Schools - Our Kaka'ako Wifi Event
AGENCY: MVNP
CLIENT: Kamehameha Schools - Our Kaka'ako

77L - RETAIL ADVERTISING - INTERACTIVE MEDIA

PELE
McDonalds Hawaii - Dipped Cone Online Banners
AGENCY: MVNP
CLIENT: McDonalds of Hawaii

78A - TRAVEL & TOURISM - ADVERTISING - MAGAZINE

BRONZE
"Fly. Fish"
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Airlines

78D - TRAVEL & TOURISM - ADVERTISING - CAMPAIGN

SILVER
"I Do" Print Campaign
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Airlines

78E - TRAVEL & TOURISM - ENTIRE MAGAZINE DESIGN

PELE
Lei Magazine
AGENCY: Nella Media Group

SILVER
ROOM+SERVICE
AGENCY: Nella Media Group
CLIENT: Hyatt Regency Maui Resort & Spa

78I - TRAVEL & TOURISM - BROADCAST - CAMPAIGN

PELE
"Fly With Friends" Campaign
AGENCY: Anthology Marketing Group
CLIENT: Hawaiian Airlines

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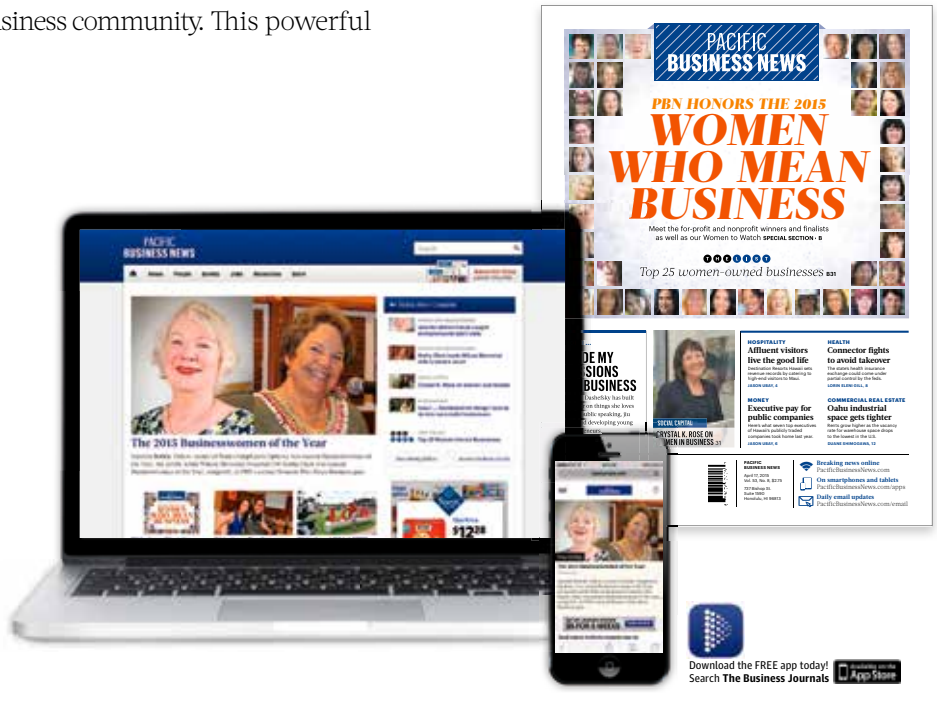

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