

**43rd Annual thinkLA Belding Award Show
08-09 Winners**

Award	Division	Company	AdvertiserName	TitleCaption
Sweepstakes Bowl		RPA	American Honda Motor Co.	Honda Musical Road
Belding Bowl	Miscellaneous Advertising	Conill Advertising	Toyota Motor Sales, USA	Is that the lineman?
Belding Bowl	Consumer Magazine Advertising	David&Goliath	Kia Motors	Borrego Stickers
Belding Bowl	Consumer Newspaper Campgain	David&Goliath	Mammoth Mountain	White
Belding Bowl	Television Commercial	David&Goliath	Kia Motors	New Kind of Luxury
Belding Bowl	Integrated Campaign	Deutsch LA	Sony Computer Entertainment America	Little Big Planet
Belding Bowl	Consumer Magazine Advertising	Deutsch LA	Sony Computer Entertainment America	Little Big Planet - Stencil Print
Belding Bowl	Self Promotion	Deutsch LA	Deutsch LA	2008 Beldings Book Ad
Belding Bowl	Consumer Magazine Advertising	Deutsch LA	DIRECTV	March Madness
Belding Bowl	Consumer Newspaper Campgain	Deutsch LA	DIRECTV	Sports - March Madness, Lambeau, Stadiums
Belding Bowl	Poster Advertising - Outdoor Campaign	Deutsch LA	Sony Computer Entertainment America	Little Big Planet - Mini Billboards
Belding Bowl	Online Advertising Campaign	Deutsch LA	Sony Computer Entertainment America	Little Big Planet - Spread the Fun, Magnify, Prank
Belding Bowl	Microsite / Web site	Ignited	Barton Brands	Extravaganza Electronica
Belding Bowl	Complete Interactive Campaign	Ignited	Barton Brands	Extravaganza Electronica Videos
Belding Bowl	Miscellaneous Advertising	RPA	American Honda Motor Co.	Honda Musical Road
Belding Bowl	Integrated Campaign	RPA	American Honda Motor Co.	Mecha-Mosquitoes, Fit World, Defense Mechanism
Belding Bowl	Television Commercial	RPA	Acura	Motion

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Belding Bowl	Public Service - Poster/Outdoor Campaign	Saatchi & Saatchi Los Angeles	Surfrider Foundation	Seafood Posters
Belding Bowl	Miscellaneous Advertising	Saatchi & Saatchi Los Angeles	Surfrider Foundation	Farmers Market
Belding Bowl	Integrated Campaign	Saatchi & Saatchi Los Angeles	Toyota Motor Sales U.S.A. Inc.,	YourOtherYou
Belding Bowl	Television Commercial	TBWA Media Arts Lab	Apple Inc.	Pizza Box
Belding Bowl	Television Commercial	TBWA Media Arts Lab	Apple Inc.	Envelope
Belding Bowl	Television Commercial Campaign	TBWA Media Arts Lab	Apple Inc.	The V-Word, Pep Rally, Pizza Box
Belding Bowl	Interactive Advertising - Single Online Advertising Unit	TBWA Media Arts Lab	Apple Inc.	Emergency Refresh
Belding Bowl	Interactive Advertising - Single Online Advertising Unit	TBWA Media Arts Lab	Apple Inc.	Editorial
Belding Bowl	Interactive Advertising - Single Online Advertising Unit	TBWA Media Arts Lab	Apple Inc.	Satisfaction Meter
Belding Bowl	Interactive Advertising - Single Online Advertising Unit	TBWA Media Arts Lab	Apple Inc.	Quote
Belding Bowl	Interactive Advertising - Single Online Advertising Unit	TBWA Media Arts Lab	Apple Inc.	Newswire
Belding Bowl	Interactive Advertising - Single Online Advertising Unit	TBWA Media Arts Lab	Apple Inc.	Funnest
Belding Bowl	Television Commercial	TBWA\Chiat\Day	Visa	Derek Redmond
Belding Bowl	Consumer Magazine Advertising	Team One	Flexjet	Depreciation
Belding Bowl	Consumer Newspaper Campaign	Team One	Flexjet	Flexjet Brand campaign
Belding Bowl	Poster Advertising - Point of Purchase	Team One	Lexus	Speed Limits
Belding Finalist	Public Service - Poster/Outdoor Campaign	David&Goliath	Weingart Homeless Center	The Weingart Homeless Project

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Belding Finalist	Consumer Magazine Advertising	David&Goliath	New York-New York Hotel & Casino	Shut Up and Play (Fight, Hot Garbage, Snack Bars)
Belding Finalist	Poster Advertising - Outdoor	David&Goliath	Mammoth Mountain	Air
Belding Finalist	Poster Advertising - Point of Purchase Campaign	David&Goliath	Universal Studios Hollywood	Green Lisa
Belding Finalist	Poster Advertising	David&Goliath	Universal Studios Hollywood	Pillows
Belding Finalist	Sales Promotion Advertising	David&Goliath	Mammoth Mountain	Giant Trail Map
Belding Finalist	Self-Promotion - Campgain	David&Goliath	davidandgoliath	David&Goliath Brave Rebranding
Belding Finalist	Television Commercial	David&Goliath	Kia Motors	Pump Chase
Belding Finalist	Interactive Advertising - Emerging & Alternative New Media	David&Goliath	Zoo York	Spread the Word
Belding Finalist	Online Advertising Campaign	DDB Los Angeles	Activision	Enemy Territory: QUAKE Wars/Stroyent video campaign
Belding Finalist	Complete Interactive Campaign	DDB Los Angeles	Activision	Enemy Territory: QUAKE Wars Stroyent Interactive Campaign
Belding Finalist	Miscellaneous Advertising	Deutsch LA	Sony Computer Entertainment America	Madden PSP Surrounds
Belding Finalist	Miscellaneous Advertising	Deutsch LA	Saturn	EF Fuel Efficiency
Belding Finalist	Consumer Magazine Advertising	Deutsch LA	DIRECTV	Stadiums
Belding Finalist	Consumer Magazine Advertising	Deutsch LA	DIRECTV	Lambeau
Belding Finalist	Consumer Magazine Advertising	Deutsch LA	DIRECTV	Sports Illustrated - NCAA Football
Belding Finalist	Consumer Magazine Advertising	Deutsch LA	DIRECTV	Sports Illustrated - NCAA Basketball
Belding Finalist	Consumer Magazine Advertising	Deutsch LA	DIRECTV	Sports Illustrated - NCAA Football, NBA, MLB

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Belding Finalist	Television Commercial	Deutsch LA	DIRECTV	Empty Cable Suit - Blamestorming
Belding Finalist	Television Campaign	Deutsch LA	DIRECTV	Empty Cable Suit - Blamestorming, Laughing, Paradigm Shift
Belding Finalist	Consumer Magazine Advertising	DGWB Advertising & Communications	California Avocado Commission	Abbott
Belding Finalist	Interactive Advertising - Microsite / Web site	DraftFCB	TACO BELL	DIRECT DANIELLA WEBSITE
Belding Finalist	Consumer Newspaper Advertising	Fire Station Agency	POM Wonderful	POMx Coffee Wake The F Up
Belding Finalist	Poster Advertising - Outdoor Campaign	Fire Station Agency	POM Wonderful	POMx Coffee Outdoor
Belding Finalist	Poster Advertising - Transit Campaign	Fire Station Agency	POM Wonderful	POMx Pills Poster
Belding Finalist	Sales Promotion Advertising	Fire Station Agency	POM Wonderful	POMx Coffee Press Kit
Belding Finalist	Interactive Advertising - Emerging & Alternative New Media	Fire Station Agency	Teleflora	Mom Simulator
Belding Finalist	Miscellaneous Advertising	Ignited	US Army	Army Experience Center
Belding Finalist	Self-Promotion	Ignited	Ignited	New Media Dictionary Vol. 2
Belding Finalist	Public Service - Television Commercial	M&C Saatchi	Getty	William Wegman
Belding Finalist	Public Service - Television Commercial	M&C Saatchi	Getty	Brand heads
Belding Finalist	Public Service - Television Commercial	Original Film	know your partner.org	Pretty Dirty Girl
Belding Finalist	Consumer Newspaper Advertising	RPA	Acura	Weather
Belding Finalist	Television Commercial	RPA	American Honda Motor Co.	Bison
Belding Finalist	Television Commercial	RPA	American Honda Motor Co.	Ballooning

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Belding Finalist	Television Commercial	RPA	American Honda Motor Co.	Defense Mechanism
Belding Finalist	Television Commercial	RPA	La-Z-Boy Incorporated	Employee Discount
Belding Finalist	Television Campaign	RPA	Acura	Bullet, Dive, Fist
Belding Finalist	Interactive Advertising - Single Online Advertising Unit	RPA	American Honda Motor Co.	Meets Dog
Belding Finalist	Interactive Advertising - Microsite / Web site	RPA	American Honda Motor Co.	Fit World
Belding Finalist	Public Service - Poster/Outdoor	Saatchi & Saatchi Los Angeles	Surfrider Foundation	Playground Signs
Belding Finalist	Poster Advertising - Outdoor Campaign	Saatchi & Saatchi Los Angeles	Toyota Motor Sales U.S.A. Inc.,	Sky Psycho Jamboree
Belding Finalist	Interactive Advertising - Single Online Advertising Unit	Saatchi & Saatchi Los Angeles	Toyota Motor Sales, Inc.	FJ Widget/Game
Belding Finalist	Interactive Advertising - Microsite / Web site	Saatchi & Saatchi Los Angeles	Toyota Motor Sales, Inc.	Sequoia Web site
Belding Finalist	Television Campaign	Secret Weapon Marketing	Jack in the Box, Inc.	Jack
Belding Finalist	Television Commercial	TBWA Media Arts Lab	Apple Inc.	Breakthrough
Belding Finalist	Television Commercial	TBWA Media Arts Lab	Apple Inc.	Off The Air
Belding Finalist	Television Commercial	TBWA Media Arts Lab	Apple Inc.	Sad Song
Belding Finalist	Television Commercial	TBWA Media Arts Lab	Apple Inc.	Pep Rally
Belding Finalist	Television Commercial	TBWA Media Arts Lab	Apple Inc.	The V-Word
Belding Finalist	Television Commercial	TBWA Media Arts Lab	Apple Inc.	Bake Sale
Belding Finalist	Television Campaign	TBWA Media Arts Lab	Apple Inc.	The V-Word, Pep Rally, Pizza Box

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Belding Finalist	Interactive Advertising - Single Online Advertising Unit	TBWA Media Arts Lab	Apple Inc.	Paint
Belding Finalist	Television Commercial	TBWA\Chiat\Day	WAMU	Hair
Belding Finalist	Television Commercial	TBWA\Chiat\Day	Visa	Strug
Belding Finalist	Television Commercial	TBWA\Chiat\Day	Visa	Beamon
Belding Finalist	Television Commercial	TBWA\Chiat\Day	Pedigree	Echo
Belding Finalist	Television Campaign	TBWA\Chiat\Day	Visa	Anthem, Come Together, Derek Redmond
Belding Finalist	Consumer Magazine Advertising	Team One	Flexjet	Statement
Belding Finalist	Consumer Magazine Advertising	Team One	Flexjet	700 vs. 100
Belding Finalist	Consumer Magazine Advertising	Team One	Flexjet	Shih Tzu
Belding Finalist	Television Commercial	Team One	Lexus	Lift Off