

The Virgin Islands Consortium

ADDY Awards Accepting Entries for 2015 Creative Competition

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The Caribbean Advertising Federation (CAF), a local chapter of the American Advertising Federation (AAF), is now accepting entries for the 2015 American Advertising Awards, formerly the ADDYs.

The annual contest is the advertising industry's largest, garnering more than 40,000 entries in local AAF club competitions, including CAF. Entries from professionals and college students may be submitted [here](#) through Friday, Jan. 16. Members and non-members of CAF are eligible to enter.

The 2015 CAF competition will reward work created in the 2014 calendar year from any Caribbean island. Advertising agencies, designers, producers, copywriters, photographers, programmers, and all media professionals from traditional to social and online outlets may enter the competition against their counterparts from across the Caribbean and the United States.

Conducted annually by AAF, the local ad club phase is the first of a three-tier, national contest. At the second tier, local ADDY winners compete against winners from other local clubs in one of 15 district competitions; the Caribbean competes against winners from Florida as part of the 4th District. District ADDY winners then rise to the third tier, the national stage of the American Advertising Awards. Entry in the local ad club competition is the first step in winning a national ADDY.

The territory took home 13 awards in the 2014 competition, including the Best of Interactive, awarded for the best online creative work executed in the Caribbean, which was won by St. Thomas-based MLB Creative. Scotiabank, 3BV Distributors, Destinations Magazine and Griotlife Studio were also among local winners.

Entries in multiple categories are judged in mid February in St. Thomas.

For more information about CAF, contact Terri Brown at (340) 774-8478 or send email to: Terri@mlbcreative.com. Questions about the 2015 ADDYs may be directed to LaTarsha@mlbcreative.com or by calling (340) 774-8478.