thinkLA 2012
INTERACTIVE AWARDS GALA
It's your show.

Finalists

Best Digital Campaign of the Year

RPA	*Million Mile Joe*
RPA	*Good Reasons*
Saatchi & Saatchi LA	*Sponsafier 3*
Fabrica, in cooperation with 72andSunny NL	*UNHATE, United Colors of Benetton*

Best Use of Video Media

RPA	*Million Mile Joe: Parade*
Saatchi & Saatchi LA	*Prius Inspired Bike*
Saatchi & Saatchi LA	*Nog Pong 2*
72andSunny	*Call of Duty: Modern Warfare 3*

Best Use of Mobile Media

Initiative	*Hyundai Veloster*
RAPP	*Toyota Camry: It's Ready. Are You?*
72andSunny	*K-Swiss*

Best Use of Social Media

RPA	*Fans Of You Too*
Saatchi & Saatchi LA	*Toyota: Shareathon 2*
Fabrica, in cooperation with 72andSunny NL	*UNHATE, United Colors of Benetton*

Best Use of Display Advertising

Avatar Labs	*Pirates of the Caribbean 4*
CraveOnline	*DVD Release of Transformers 3: Dark of the Moon*
Saatchi & Saatchi LA	*Prius Family HPTO*

Best Use of Search / Targeting

Deutsch LA	*HTC*
Grupo Gallegos	*Alzheimer's Association*
Resolution Media	*Activision: Call of Duty*

Agency of the Year: Digital Media

The Aura Group
Deutsch LA
Fraser Communications
RPA
Saatchi & Saatchi LA
UM

Media Partner of the Year

Adap.tv
Break Media
Evolve Media Corp.
Fandango
Hulu
PK4 Media
POWER 106.com
Stardoll Media

Agency of the Year: Digital Creative

@radical.media
Avatar Labs
Saatchi & Saatchi LA

Person of the Year: Sales

Elain Chang	*Director of West Coast Sales*, Youthology Digital Media
Garo Khachatoorian	*Regional Sales Manager*, Metacafe
Joon Lee	*Senior Account Executive,* Value Click Media
Myra Marayag	*VP of Sales,* Break Media
Morgan McGraw	*Sales Manager*, Pandora
Allison Mellon	*Dir. of Entertainment Sales & Strategy*, Comcast Digital Entertainment
Mari Toplitzky	*Senior Account Executive*, CraveOnline
Deborah Williams	*Account Executive,* ESPN Digital

Person of the Year: Agency

Ming Chan	*CEO/CTO*, The1stMovement
Lori Dicker	*SVP Media and Innovation*, Moxie Interactive
Deborah Lammon	*VP, Digital Media Director*, UM/ Sony Pictures
Jason Lee	*Associate Media Director*, OMD
Sejal Patel	*Associate Media Director,* Initiative
Suhaila Suhimi	*EVP, Managing Director, Digital*, Initiative

Person of the Year: Client

Caty Burgess	*Vice President, Media Strategies*, The CW Television Network
Lindsay Dye	*Digital Media Manager,* Universal Pictures
Evan Greene	*Chief Marketing Officer*, The Recording Academy
Jenny Howell	*National Manager, Honda Regional Marketing*, American Honda Motor Co., Inc.
Jack Pan	*Executive Vice President, Marketing,* Summit Entertainment