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Heads Up: Director [Tom De Cerchio](#) of [Incubator Films](#) was honored with a Golden Bowl in the Television Campaign category at last week's Belding Awards. The award was for a trio of Sony PlayStation spots the director helmed via TBWA\Chiat\Day: [Golf](#), *Couch*, and [Cat](#). (Yes, and we're sure that golden bowling pin award looks lovely on the mantel!)