



2014

DISTRICT TWO

American Advertising Awards

DELAWARE | DC | MARYLAND | NEW JERSEY | NEW YORK | PENNSYLVANIA

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Dear District Two American Advertising Award Participants,

Thank you and congratulations to all of the clubs who participated in this year's American Advertising Awards Competition! It was a great year with 12 of our 13 clubs participating. From 157 participating companies we had over 500 entries competing at the District Two (regional) level. And remember, these entries were all winners at the local level.

Winning at the District Two level is another testament to the prestige of the competition. The District Two competition is one of the toughest regions to compete in – if you survive, win and advance at this level to the Nationals, you've really done yourself, your local club and your agency proud. The 12 clubs that participated in this year's District Two American Advertising Awards represented New York, Pennsylvania, New Jersey, Maryland, Delaware, and the District of Columbia.

And though this was a challenging economic year, we still had a robust competition. I know how important ADDYs® are to the economic health of your clubs, so let's hope the momentum continues in coming years.

Thanks to the club presidents, ADDY® chairs and executive directors who made this three-tiered competition process a smooth one. Thanks also the District Two ADDY® committee and judges that labored long and hard to conduct this judging in just one day. And finally, thanks to Publicis Kaplan Thaler who hosted this year's judging event in New York City.

Again, thank you for your hard work and participation, and congratulations to all those that won at the local level, and of course best of luck to those that went on to compete at the national level.

Sincerely,

Cynthia Park

Governor, AAF / District Two

judges

Paul B. Drohan
Executive Design Director
Digitaria

Martin Bihl
Creative Director
7419

Daniel Chaparro
Lead Interaction Designer
Citi Velocity – Citigroup Inc.

Bob Costanza
Owner/Partner
Scout Marketing

Paul Van Winkle
Director Strategy
& Development
Forty Four

Daniel Aykurt
Art Director
BBDO

Michael Palma
Owner
The Palma Group



SALES PROMOTION – CATALOG

Socks & Tights 2013

AAF-Northeast Pennsylvania
DeLuca Frigoletto Advertising, Inc. | Agency
Lisa B. | Advertiser
DeLuca Frigoletto Advertising | Creative | Design



SALES PROMOTION – SALES KIT OR PRODUCT INFORMATION SHEETS

Lawley Marketplace Sales Kit

Advertising Club of Buffalo
The Martin Group | Agency
Lawley Insurance | Advertiser
Lisa Strook | Senior Vice President | Client Services
Greg Meadows | Vice President | Creative Director
Chris Muldoon | Senior Copywriter
Lianne Coogan | Art Director
Paul Wahler | Brand Production Specialist
Inkwell Studios | Illustrator



SALES PROMOTION – SALES KIT OR PRODUCT INFORMATION SHEETS

Discovery Channel: Klondike Press Kit & Book

DC Ad Club
Discovery Communications/Agency Creative | Agency
The Discovery Channel | Advertiser
Andrew Heckel | Creative Director | Discovery Agency
Chris Morrison | Senior Art Director | Discovery Agency
Scott Gallagher | Associate Director Print Production | Discovery Agency
Nancy Walz | Director Photo Services | Discovery Agency
Karen Smith | Photo Manager | Discovery Agency
Matt Stockenberg | Associate Director | Digital Production | Discovery Agency
Kelli Peter | Account Director | Discovery Agency
Stephanie Reedy | Account Executive | Discovery Agency
Lara Richardson | SVP Marketing | Discovery Channel
Laurie Goldberg | SVP Communications | The Discovery Channel



SALES PROMOTION – MENU

Beuchert's Saloon

DC Ad Club
RP3 Agency | Agency
Beuchert's Saloon | Advertiser
Jim Lansbury | Chief Creative Officer
Kaleena Porter | Designer
Nichole Paro | Account Director



SALES PROMOTION – CAMPAIGN

Flying Pie Co. Menus

AAF-Greater Frederick
Worx Graphic Design | Agency
Greg & Marjorie Kane | Advertiser
Laura Wallace | Creative Director
Amber Buhman | Senior Designer
Kassie Sease | Junior Designer
J&M Printing | Printer





SALES PROMOTION – SINGLE UNIT

Meat America

Philly Ad Club
 Dominic Episcopo Photography | Agency
 Dominic Episcopo Photography | Advertiser
 Dominic Episcopo | Photographer
 Jordan Goldenberg | Creative Director



SALES PROMOTION – SINGLE UNIT

6X6 Lacrosse Packaging

Advertising Club of Buffalo
 The Martin Group | Agency
 6X6 Lacrosse | Advertiser
 Allison Giacomini | Brand Manager | Digital Media Strategist
 Adam Bauer | Senior Digital | Art Director
 Greg Meadows | Vice President | Creative Director
 Chris Muldoon | Senior Copywriter
 Paul Wahler | Brand Production Specialist



SALES PROMOTION – CAMPAIGN

Composer Wine Label Campaign

AAF-Greater Frederick
 Jean Peterson Design | Agency
 Catoctin Breeze Vineyard | Advertiser
 Lisa Gorham | Graphic Designer | Illustrator
 Jean Peterson | Creative Team Member
 Emily Dorr | Creative Team Member
 Erin Tinney | Creative Team Member
 Susie Mulligan | Creative Team Member
 Mike Jandora | Creative Team Member
 Hilary Hollebon | Creative Team Member
 Innovative Labeling Solutions | Printer



SALES PROMOTION – CAMPAIGN

Butterfly Reserve Wine Label Campaign

AAF-Greater Frederick
 Jean Peterson Design | Agency
 Catoctin Breeze Vineyard | Advertiser
 Lisa Gorham | Graphic Designer | Illustrator
 Jean Peterson | Creative Team Member
 Emily Dorr | Creative Team Member
 Erin Tinney | Creative Team Member
 Susie Mulligan | Creative Team Member
 Mike Jandora | Creative Team Member
 Hilary Hollebon | Creative Team Member
 Innovative Labeling Solutions | Printer



SALES PROMOTION – COUNTER TOP OR ATTACHED

Cub Cadet Snow Thrower

Pittsburgh Advertising Federation
 Brunner | Agency
 MTD Corporation - Cub Cadet Brand | Advertiser
 Rob Schapiro | VP | Chief Creative Officer
 Jay Giesen | VP | Executive Creative Director





SALES PROMOTION – TRADE SHOW EXHIBIT

Joneses

Pittsburgh Advertising Federation
 Garrison Hughes | Agency
 Artifacts | Advertiser
 Bill Garrison | Copywriter
 Dave Hughes | Art Director
 Mike Giunta | Copywriter
 Tia Letras | Art Director
 Dave Bernhardt | Retoucher



SALES PROMOTION – BRANDED ENVIRONMENT

Go Fish

Pittsburgh Advertising Federation
 Garrison Hughes | Agency
 Pittsburgh Zoo and PPG Aquarium | Advertiser
 Bill Garrison | Copywriter
 Dave Hughes | Art Director
 Keri Tiani | Art Director
 Shannon West | Account Service
 Dave Bernhardt | Retoucher
 Dave Klug | Illustrator



SALES PROMOTION – CAMPAIGN (FOR CATEGORIES 01A-03D)

Artifacts Exhibit Campaign

Pittsburgh Advertising Federation
 Garrison Hughes | Agency
 Artifacts | Advertiser
 Bill Garrison | Copywriter
 Dave Hughes | Art Director
 Mike Giunta | Copywriter
 Tia Letras | Art Director
 Dave Bernhardt | Retoucher



SALES PROMOTION – AUDIO/VIDEO SALES PRESENTATION

Sentry Safe - Breezy Point

Rochester Advertising Federation
 LaBarge Media | Agency
 Sentry Safe | Advertiser
 Dave LaBarge | Creative Director
 Josiah Moore | Videographer
 Joanne Straub | Marketing Production Manager
 Josh Coon | Senior Brand Manager



COLLATERAL MATERIAL – MULTIPLE PROCESS

Flying Pie Co. Business Cards

AAF-Greater Frederick
 Wox Graphic Design | Agency
 Greg & Marjorie Kane | Advertiser
 Laura Wallace | Creative Director
 Amber Buhrman | Senior Designer
 Kassie Sease | Junior Designer
 Tim Benas | Letterpress Printer





COLLATERAL MATERIAL – FOUR COLOR

Human Rights Campaign 2013 Annual Report

DC Ad Club
Human Rights Campaign | Agency
Human Rights Campaign | Advertiser
Kinetik Communications | Design Firm
Scott Rier | Designer
Todd Franson | Photographer
J. Scott Applewhite/AP | Photographer
Judy G. Rolfe | Photographer
Chip Somodevilla/Getty | Photographer
Kevin Wolf/AP | Photographer
Alison Yin/AP | Photographer
Amy Sussman/AP | Photographer
Brett Hartman/AP | Photographer
Craig Lassig/AP | Photographer
Justin Sullivan/Getty | Photographer



COLLATERAL MATERIAL – FOUR COLOR

100th Anniversary Eagle Scout Annual Report

Rochester Advertising Federation
Brandtatorship | Agency
Boy Scouts of America - Seneca Waterways Council | Advertiser
Joseph Mayernik | Creative Director | Brandtatorship
John Myers | Photographer | MyersCI
Matt Smythe | Associate Creative Director - Copy | Brandtatorship
Tara Hunter | Senior Product & System Design Engineer | XEROX
Heather Roman | Producer | MyersCI
Courtney Smith | Director of Account Service | Brandtatorship



COLLATERAL MATERIAL – FOUR COLOR

St. John's University Viewbook

Albany Advertising Federation
CCA | Agency
St. John's University | Advertiser
David Moore | Art Director
Bob Gray | Writer
Rick Langdon | Account Manager



COLLATERAL MATERIAL – FOUR COLOR

AeroDef Prospectus

AAF-Baltimore
Frank Strategic Marketing | Agency
SME | Advertiser
Pete Burch | Creative Director
Pete Burch | Designer
JoAnn Ather | Production Manager
Kate Ennis | Copywriter
Carey Mednick | Editor
Lisa Howard | Director of Account Service
Sean Sutherland | Account Executive
Gerry Frank | Chief Creative Officer



COLLATERAL MATERIAL – FOUR COLOR

Spirited Living

Philly Ad Club
LevLane | Agency
Rydal Park | Advertiser
Bruce Lev | Chief Creative Officer
Debbey Racano | SVP Creative Director
Crystal Irvin | Associate Creative Director
Randy Malone | Senior Copywriter





COLLATERAL MATERIAL – CAMPAIGN

Empire Outlets

Philly Ad Club
 Oxford Communications | Agency
 BFC Partners | Advertiser
 Adam Ruth | Art Director
 Chuck Whitmore | Executive Vice President and CCO
 Chris Ledford | Vice President
 Maria Coyle | Account Director
 Maria Tagle | Account Executive



COLLATERAL MATERIAL – MAGAZINE DESIGN (ENTIRE MAGAZINE)

Nieman Reports: Winter 2013

Albany Advertising Federation
 2communicue | Agency
 The Nieman Foundation for Journalism | Advertiser
 Kelly McMurray | Creative Director
 Morgan Jordan | Designer
 James Geary | Editor
 Jan Gardner | Editor



COLLATERAL MATERIAL – BOOK DESIGN (ENTIRE BOOK)

URA Book

Pittsburgh Advertising Federation
 Wall-to-Wall Studios | Agency
 Urban Redevelopment Authority of Pittsburgh | Advertiser
 James Nesbitt | Creative Director | Designer
 Doug Dean | Art Director
 Ann Trondle-Price | Writer
 Larkin Werner | Creative Director
 Printer | Broudy Printing



COLLATERAL MATERIAL – SINGLE

Music Teachers Advocacy Poster

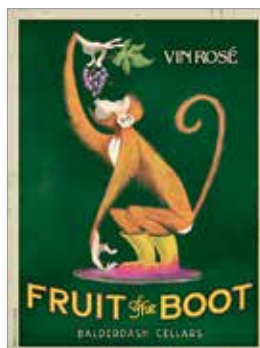
Advertising Club of Buffalo
 Gelia | Agency
 National Assoc. for Music Education | Advertiser
 Lindsay Varga | Account Executive
 Bill Paterson and Kathy Kastan | Creative Director
 Kim Pentheros and Jason Yates | Art Director
 Bill Paterson | Copywriter
 Char Szabo-Perricelli | Production Manager



COLLATERAL MATERIAL – SINGLE

Balderdash Cellars/ Fruit of the Boot Poster

Albany Advertising Federation
 Winstanley Partners | Agency
 Balderdash Cellars | Advertiser
 Ralph Frisina | Creative Director
 David Morrison | Art Director





COLLATERAL MATERIAL – SINGLE

Pittsburgh Kid - Achilles

Pittsburgh Advertising Federation
Brunner | Agency
Paul Spadafora | Advertiser
Jay Giesen | VP | Executive Creative Director
Rob Schapiro | VP | Chief Creative Officer
Derek Julin | Senior Art Director
Kevin Corfield | ACD | Copywriter
Dave Vissat | Creative Director
Tom Cwenar | Photographer
Tom Karcher | Retoucher



COLLATERAL MATERIAL – SINGLE

Pittsburgh Kid - Heroin

Pittsburgh Advertising Federation
Brunner | Agency
Paul Spadafora | Advertiser
Jay Giesen | VP | Executive Creative Director
Rob Schapiro | VP | Chief Creative Officer
Derek Julin | Senior Art Director
Kevin Corfield | ACD | Copywriter
Dave Vissat | Creative Director
Tom Cwenar | Photographer
Tom Karcher | Retoucher



COLLATERAL MATERIAL – SINGLE

Pittsburgh Kid - 6x8 Cell

Pittsburgh Advertising Federation
Brunner | Agency
Paul Spadafora | Advertiser
Jay Giesen | VP | Executive Creative Director
Rob Schapiro | VP | Chief Creative Officer
Derek Julin | Senior Art Director
Kevin Corfield | ACD | Copywriter
Dave Vissat | Creative Director
Tom Cwenar | Photographer
Tom Karcher | Retoucher



COLLATERAL MATERIAL – CAMPAIGN

See America Travel Poster Series

Advertising Club of Buffalo
Print Collection | Agency
Print Collection | Advertiser
Douglas Levere | Creative Director
Print Collection | Client
Steve Thomas | Illustrator
Alan Kegler | Type Designer



COLLATERAL MATERIAL – CAMPAIGN

Middle Ages Brewery Campaign

Rochester Advertising Federation
Myers Creative Imaging | Agency
Middle Ages Brewery | Advertiser
John Myers | Photographer
Dion Pender | Art Director
Duane Bombard | Copywriter
Eric Barbehenn | Retoucher
Will Strawser | Retoucher
Hac Job | Retoucher | CGI
Warren Stanek | Retoucher
Kathy DiCesare | Prop/Wardrobe Stylist
Lorrie Lynn | Hair/Makeup Stylist
AMS Models Inc | Mary Therese Friel LLC |
 Nexus Personal Management Inc | Exccel Model & Talent | Models





COLLATERAL MATERIAL – CAMPAIGN

Liberty Sport Seasonal Poster Series

Philly Ad Club
Mangos | Agency
Liberty Sport | Advertiser
Justin Moll | Creative Director
Charlie Smolover | Associate Creative Director | Copywriter
Colleen Berta | Sr. Copywriter
Steve Belkowitz | Photographer
Brooke DeLuise | Senior Account Manager
Lisa Epstein | Sr. Project Manager



COLLATERAL MATERIAL – CAMPAIGN

Pittsburgh Kid - Campaign

Pittsburgh Advertising Federation
Brunner | Agency
Paul Spadafora | Advertiser
Jay Giesen | VP | Executive Creative Director
Rob Schapiro | VP | Chief Creative Officer
Derek Julin | Senior Art Director
Kevin Corfield | ACD | Copywriter
Dave Vissat | Creative Director
Tom Cwenaar | Photographer
Tom Karcher | Retoucher



COLLATERAL MATERIAL – CAMPAIGN

Airport 5K Poster Campaign

Rochester Advertising Federation
JAY Advertising | Agency
Lifetime Assistance | Advertiser
Tim Winter | Art Director | Copywriter
Stephanie Adams | AE
Danielle Smith | AE
Tony Zanni | Print Production
Bob Nisson | Creative Director
Ferdinand Jay Smith | COO | CEO
Greg Smith | President



COLLATERAL MATERIAL – CAMPAIGN

100th Anniversary Eagle Scout Poster Series

Rochester Advertising Federation
Brandtatorship | Agency
Boy Scouts of America - Seneca Waterways Council | Advertiser
Joseph Mayernik | Creative Director | Brandtatorship
John Myers | Photographer | MyersCI
Matt Smythe | Associate Creative Director - Copy | Brandtatorship
Tara Hunter | Senior Product & System Design Engineer | XEROX
Heather Roman | Producer | MyersCI
Courtney Smith | Director of Account Service | Brandtatorship



COLLATERAL MATERIAL – INVITATION

"The Cirque is coming"

Albany Advertising Federation
Zone 5 | Agency
Proctors | Advertiser
Richard Lovrich | Client | Proctors
Dave Homsey | Design Director
Michelle Lansing | Creative Director & Writer
Kaitlyn McHugh | Account Manager





COLLATERAL MATERIAL – ANNOUNCEMENT



NAPA Calendar

The Advertising Club of New York
 Publicis Kaplan Thaler | Agency
 NAPA | Advertiser
 Rob Feakins | CCO
 Roman Luba | Creative Director
 Adam Hessel | Creative Director
 Philip Arias | Designer
 Jinhee Kwon | Designer
 Tana Cieciora | Designer



COLLATERAL MATERIAL – CAMPAIGN



**Philadelphia 76ers
 'Together We Build' Campaign**

Philly Ad Club
 Finch Brands | Agency
 Philadelphia 76ers | Advertiser
 Jordan Goldenberg | Creative Director
 Scott Richards | Art Director
 Andrew Moore | Director | Integrated Marketing
 Sunny Dublick | Integrated Marketing Manager



COLLATERAL MATERIAL – CAMPAIGN



Wilmot Cancer Center Discovery Ball

Rochester Advertising Federation
 Dixon Schwabl | Agency
 James P. Wilmot Cancer Center | Advertiser
 Shannon Struzik | Account | Special Events Supervisor
 Wendy Moffett | Senior Art Director
 Marshall Statt | Associate Creative Director
 Charles Benoit | Senior Copywriter
 Bob Charboneau | Senior Production Manager
 Jen Moritz | Copy Editor
 Kathy Phelps | Vice President of Special Events
 Megan Sperber | Mechanical Artist



DIRECT MARKETING – 3-D



Land Rover – Range Rover Evoque

DC Ad Club
 RTC | Agency
 Jaguar Land Rover North America, LLC
 Attn: Customer Relationship Center | Advertiser
 John Reid | Executive Creative Director
 Scott Collin | Creative Director
 Rebecca Mabie | Associate Creative Director
 Paul Henkel | Associate Creative Director



DIRECT MARKETING – 3-D/MIXED



1855Zzzquil

The Advertising Club of New York
 Publicis Kaplan Thaler | Agency
 P&G/ Zzzquil | Advertiser
 Rob Feakins | CCO
 Joseph Johnson | ECD
 Liz Rosenthal | Copywriter
 Einav Jacobovich | Art Director
 Todd Perelmuter | CW
 Lauren Schneidmuller | Agency Producer
 Tim Kau | Designer



DIRECT MARKETING – APPAREL

6X6 Lacrosse T-Shirts

Advertising Club of Buffalo
 The Martin Group | Agency
 6X6 Lacrosse | Advertiser
 Allison Giacomini | Brand Manager | Digital Media Strategist
 Adam Bauer | Senior Digital Art Director
 Greg Meadows | Vice President | Creative Director
 Chris Muldoon | Senior Copywriter
 Chris Bissonnete | Designer
 Paul Wahler | Brand Production Specialist



DIRECT MARKETING – OTHER MERCHANDISE

NPR Calendar 2014

DC Ad Club
 NPR | Agency
 NPR | Advertiser
 Katie Burk | Graphic Designer |
 Marketing | Branding & Communications | NPR
 Betsy Martin | Jr. Art Director | Marketing | Branding & Communications | NPR
 Barbara Sopato | Director | E-Commerce & Consumer Products | NPR
 Max Pfennighaus | Director | Marketing and Branding | NPR



OUT-OF-HOME – SUPER-SIZED

Ice Fishing

AAF-Northeast Pennsylvania
 Adams Outdoor Advertising | Agency
 Dunkelberger's Sports Outfitter | Advertiser
 Earl Kessler Jr. | Art Director



OUT-OF-HOME – VEHICLE GRAPHIC ADVERTISING

Trump

DC Ad Club
 RP3 Agency | Agency
 Ripley's Believe It or Not! Times Square | Advertiser
 Jim Lansbury | Chief Creative Officer
 Jamin Hoyle | Art Director
 Jake Naish | Copywriter
 Kelly Cooper | Designer
 Holly Corrigan | Creative Services Manager
 Nichole Paro | Account Director



OUT-OF-HOME – VEHICLE GRAPHIC ADVERTISING

A-Rod

DC Ad Club
 RP3 Agency | Agency
 Ripley's Believe It or Not! Times Square | Advertiser
 Jim Lansbury | Chief Creative Officer
 Jamin Hoyle | Art Director
 Jake Naish | Copywriter
 Kelly Cooper | Designer
 Holly Corrigan | Creative Services Manager
 Nichole Paro | Account Director

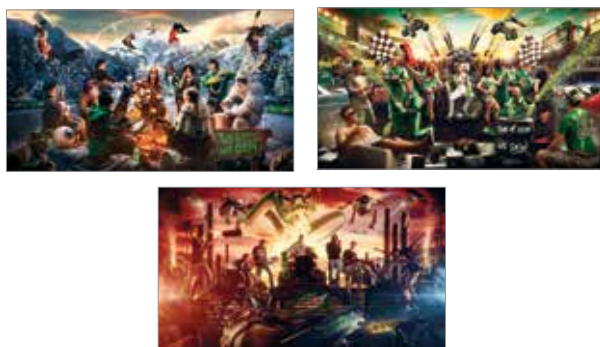




OUT-OF-HOME – CAMPAIGN

The Campaign That Broke All the Records (Heaviest/Smallest/Staring/Typoest)

The Advertising Club of New York
 BBDO New York | Agency
 Guinness Book of World Records | Advertiser
 David Lubars | Chief Creative Officer
 Grant Smith/Danilo Boer | Senior Creative Directors
 Danilo Boer/Sei Rey Ho | Art Directors
 Grant Smith | Copywriter
 Sei Rey Ho | Designer



OUT-OF-HOME – CAMPAIGN

Living Portraits Poster Campaign (Danny Davis/Dale Earnhardt, Jr./Paul Rodriguez, Jr.)

The Advertising Club of New York
 BBDO New York | Agency
 David Lubars | Chief Creative Officer
 Tim Bayne/Lauren Connolly | Executive Creative Directors
 Eduardo Petersen | Art Director
 Chris Cannon | Copywriter
 Brittany Button | Designer
 Mike Musano | Print Producer
 Molly McCarthy/Rose Dionicio | Project Producers
 Resolution | Retoucher



OUT-OF-HOME – CAMPAIGN

AT&T International Roaming Poster Campaign (Dublin/China/London/Mexico)

The Advertising Club of New York
 BBDO New York | Agency
 AT&T | Advertiser
 David Lubars/Greg Hahn | Chief Creative Officers
 Grant Smith/Rick Ardito | Senior Creative Directors
 Jens Waernes | Creative Director | Art Director
 Oliver Handlos | Creative Director | Copywriter
 Erin Breen | Art Producer
 Markku Lahdesmaki | Photographer
 Related Productions | Production Company



OUT-OF-HOME – CAMPAIGN

Streets of New York

DC Ad Club
 RP3 Agency | Agency
 Ripley's Believe It or Not! Times Square | Advertiser
 Jim Lansbury | Chief Creative Officer
 Jamin Hoyle | Art Director
 Jake Naish | Copywriter
 Kelly Cooper | Designer
 Holly Corrigan | Creative Services Manager
 Nichole Paro | Account Director





NON-TRADITIONAL ADVERTISING – SINGLE

Visit Fairfax - Historical Figures - Ben Franklin

DC Ad Club

white+partners | Agency

Visit Fairfax | Advertiser

Kipp Monroe | Executive Creative Director

Matt Walker | Copywriter

Woody Boss | Art Director

Robert Cowling | Digital Media Project Manager

Tawnya Setterlund | Production Manager



NON-TRADITIONAL ADVERTISING – CAMPAIGN

Operation Acorn

The Advertising Club of New York

BBDO New York | Agency

GE | Advertiser

David Lubars/Greg Hahn | Chief Creative Officers

Eric Cospoer/Michael Aimette | Senior Creative Directors

Cesar Finamori | Creative Director | Art Director

Tim Roan | Creative Director | Copywriter

Anthony Nelson | Group Executive Producer

Neely Lisk | Senior Integrated Producer

Emma Armstrong/Peter McCallum/Sam White | Account Team

Transistor Studios/The Kitchen | Production Companies

Transistor Studios | Animation

Aleks Sennwald | Designer

Stephen Girard/Efrain Cintron/Stieg Retlin | Animators

Michael Capone | Editor



NON-TRADITIONAL ADVERTISING – CAMPAIGN

Citi Bike

The Advertising Club of New York

Publicis Kaplan Thaler | Agency

Citibank | Advertiser

Rob Feakins | CCO

Jim Kotulka | ECD

Perry Essig | ECD

Tom Drymalski | ECD

Roman Luba | Creative Director

Christopher C. Smith | Art Director

Brian Bellanca | Copywriter

Chris Degnen | Art Director

Mark Radcliffe | Copywriter

John-Paul Cannuciari | Art Director

Neisha Tweed | Copywriter

Rob Philbert | UX



NON-TRADITIONAL ADVERTISING – CAMPAIGN

Visit Fairfax - Historical Figures - Campaign Video

DC Ad Club

white+partners | Agency

Visit Fairfax | Advertiser

Kipp Monroe | Executive Creative Director

Matt Walker | Copywriter

Woody Boss | Art Director

Robert Cowling | Digital Media Project Manager

Tawnya Setterlund | Production Manager





CONSUMER OR TRADE PUBLICATION – FOUR COLOR

Don't stand a chance

Pittsburgh Advertising Federation
Garrison Hughes | Agency
Artifacts | Advertiser
Bill Garrison | Copywriter
Dave Hughes | Art Director
Mike Giunta | Copywriter
Tia Letras | Art Director
Dave Bernhardt | Retoucher



CONSUMER OR TRADE PUBLICATION – FOUR COLOR

Dirty Plates

The Advertising Club of New York
Publicis Kaplan Thaler | Agency
P&G/ Cascade | Advertiser
Rob Feakins | CCO
Scott Davis | Creative Director | Art Director
Jean Rhode | Copywriter
Michael Feher | Photographer



CONSUMER OR TRADE PUBLICATION – FOUR COLOR

Dry Spills

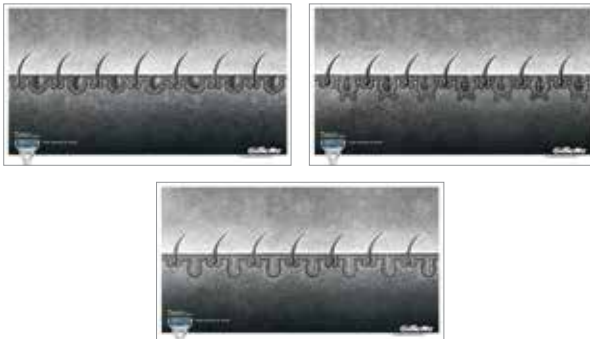
The Advertising Club of New York
Publicis Kaplan Thaler | Agency
P&G/ Bounty | Advertiser
Rob Feakins | CCO
David Corr | ECD
James Rothwell | Creative Director | Art Director
Larissa Kirschner | Creative Director | Copywriter



CONSUMER OR TRADE PUBLICATION – FOUR COLOR

Artifacts Magazine Campaign

Pittsburgh Advertising Federation
Garrison Hughes | Agency
Artifacts | Advertiser
Bill Garrison | Copywriter
Dave Hughes | Art Director
Mike Giunta | Copywriter
Tia Letras | Art Director
Dave Bernhardt | Retoucher



CONSUMER OR TRADE PUBLICATION – BLACK AND WHITE

Trigger Print Campaign (Balloon/Grenade/Matches)

The Advertising Club of New York
BBDO New York | Agency
Procter & Gamble/Gillette | Advertiser
David Lubars | Chief Creative Officer
Toygar Bazarkaya | Executive Creative Director
Jon Krevolin | Creative Director
Daniel Aykurt | Art Director
Alessandro Fruscella | Copywriter
Sara Gold | Art Buyer
Matt Mason/Laura Leatherberry/Jack Leonard | Account Team
Ricardo Martinez | Illustrator





DIGITAL ADVERTISING – SERVICES

Beacon Website

Advertising Club of Buffalo
Crowley Webb | Agency
HEALTHeLINK | Advertiser
Pete Reiling | Copywriter
Maria Bond | Art Director
David Buck | Creative Director
Jon Gerlach | Programmer
Jennifer Schaefer | Account Executive



DIGITAL ADVERTISING – SERVICES

XO Beauty Behind the Technology Website

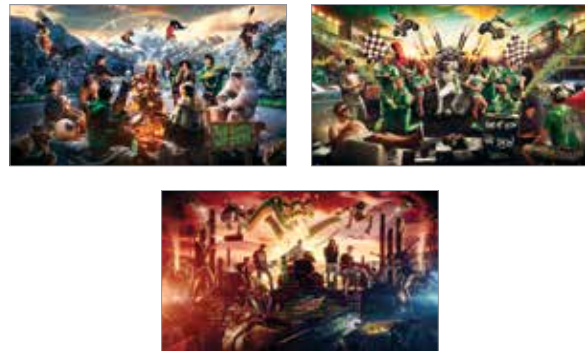
DC Ad Club
Pappas Group | Agency
XO Communications | Advertiser
Becky Radich | Account Director
Mick Sutter | Creative Director: Content
Stefan Poulos | Creative Director: Design
Stephan Guenette | Tech Director
Spencer Slemenda | Air Director
Dot Johnson | Copywriter
Leo Dekelbaum | Copywriter
Wade Hammes | Lead Developer
Paula Moniz | Strategy
Tina Nguyen | Project Manager



DIGITAL ADVERTISING – PRODUCTS

Living Portraits Interactive Campaign

The Advertising Club of New York
BBDO New York | Agency
Pepsi-Cola Company/Mountain Dew | Advertiser
David Lubars | Chief Creative Officer
Tim Bayne/Lauren Connolly | Executive Creative Directors
Eduardo Petersen | Art Director
Chris Cannon | Copywriter
Julian Katz | Group Executive Producer
Rani Vaz | Director of Music | Radio Production
Loren Parkins | Music Producer
Psyop/Smuggler | Production Company
Firstborn | Interactive Company
Psyop | Director



DIGITAL ADVERTISING – PRODUCTS

Keystone Vintage Lumber

Philly Ad Club
Neo-Pangea | Agency
Keystone Vintage Lumber | Advertiser
Brett Bagenstose | Creative Director
Matt Marsters | Designer
Jason Tremblay | Copywriter
Damon Williams | Web Developer





DIGITAL ADVERTISING – OUTLETS

Every Step of the Way Olympic Website

The Advertising Club of New York
Publicis Kaplan Thaler | Agency
Citibank | Advertiser
Rob Feakins | CCO
Jim Kotulka | ECD
Tom Drymalski | ECD
Christopher C. Smith | Creative Director
Stephanie Pavin | Creative Director
Matt Ferrin | Designer
Manuel Aleman | Designer
Joshua Hirsch | Chief Technical Officer
Abby Bridges | Director of UX
Mike Ceffaratti | UX
Heather Reddig | Executive Interactive Producer
Jeff Lipson | Interactive Producer



DIGITAL ADVERTISING – SERVICES

**ANIMAL PLANET:
Whale Wars Blood and Water Website**

DC Ad Club
Discovery Communications/Agency Creative | Agency
Animal Planet | Advertiser
Miguel Monteverde | Executive Producer | VP | Animal Planet Digital Media
Jason Carey | Executive Producer | Animal Planet Digital Media
Croi McNamara | Executive Producer | Animal Planet Digital Media
Jeffrey Eagle | Writer | Producer | Animal Planet Digital Media
BJ Barretta | Associate Producer | Editor | Animal Planet Digital Media
Cory Key | Creative Director | Discovery Agency
Jessica Wolfley | Supervising Producer | Discovery Agency
Gregory Johnson | Designer | Discovery Agency
Zaida Jocson | Designer | Discovery Agency
Paul Smith | Developer | Discovery Agency
Matthew Brown | Interactive Developer | Discovery Agency
PJ Camp Malik | Project Manager | Discovery Agency



DIGITAL ADVERTISING – SERVICES

Tyler School of Art Website

Philly Ad Club
Bluecadet | Agency
Temple University Tyler School of Art | Advertiser



DIGITAL ADVERTISING – SERVICES

Puberty too Early

Albany Advertising Federation
Palio+Ignite | Agency
Palio+Ignite | Advertiser
Zelda Gergel | Assistant Director Editorial Services
Andrew Jenkins | Tech Lead



DIGITAL ADVERTISING – SERVICES

NCTA Website

DC Ad Club
Pappas Group | Agency
NCTA | Advertiser
Becky Radich | Account Director
Mick Sutter | Creative Director
Stephan Guenette | Tech Director
Spencer Slemenda | Art Director
Dot Johnson | Content Strategy and Development
Wade Hammes | Lead Developer
Paula Moniz | Strategy
Drew Currin | Project Manager





DIGITAL ADVERTISING – SERVICES

CTIA Wireless is Limitless Website

DC Ad Club
GMMB | Agency
CTIA - The Wireless Association | Advertiser
John Gundlach | Creative Director
Jenny Isaacs | Senior Art Director
Elizabeth Van Blargan | Copywriter
Gita Pabla | Digital Art Director
Michael Heroux | User Experience Director
Terrence Green | Senior Producer
Phillip Allen | Motion Graphics Artist
Butch Ramsey | Multimedia Producer
Amanda Reich | Project Manager



DIGITAL ADVERTISING – SERVICES

Choice Out Loud Website

DC Ad Club
GMMB | Agency
NARAL | Advertiser
Jeff Martin | SVP | Creative Director
April Harding | VP | Senior Digital Producer
Michael Carpenter | SVP | Creative Director
Jenny Isaacs | Senior Art Director
Bruce Gray | Associate Creative Director
Melissa Clarke | Senior Designer and Art Producer
Butch Ramsey | Multimedia Producer
Stephanie Elie | Digital Producer



DIGITAL ADVERTISING – SERVICES

PCAR - NO MORE Website

Philly Ad Club
TopFlight Media | Agency
Pennsylvania Coalition Against Rape | Advertiser
Frank Arendt | Creative Director
Tom Downing | Web Designer
Diane McConnell | Account Executive



DIGITAL ADVERTISING – PRODUCTS

Rosetta Stone Interactive Demo

DC Ad Club
Rosetta Stone | Agency
Rosetta Stone | Advertiser
Andy Steenberge | Creative Director
Albert Antiquera
Adam Al-Ali



DIGITAL ADVERTISING – PRODUCTS

True Chesapeake Oyster-Skinny Dipper

AAF-Baltimore
Planit | Agency
True Chesapeake Oyster Company | Advertiser



DIGITAL ADVERTISING – OUTLETS

Lowe's Fix in Six Tumblr Page



The Advertising Club of New York
BBDO New York | Agency
Lowe's | Advertiser
David Lubars | Chief Creative Officer
Wil Boudreau | Executive Creative Director
Dominick Baccollo | Creative Director
Danny Adrain | Art Director
Roberto Danino | Copywriter
David Rolfe | Director of Integrated Production
Theresa Reyes | Agency Producer
Daniel Murphy | Interactive Producer
Michael Gentile | Assistant Producer
Francine Li/Bob Estrada/Tom Lamb/Ricki Barger/Chris Ahern/Brad Walters/Marisa Graven/Nicole Landesman/Zach Pentel | Account Team
BBDO New York | Production Company
Meagan Cignoli | Director

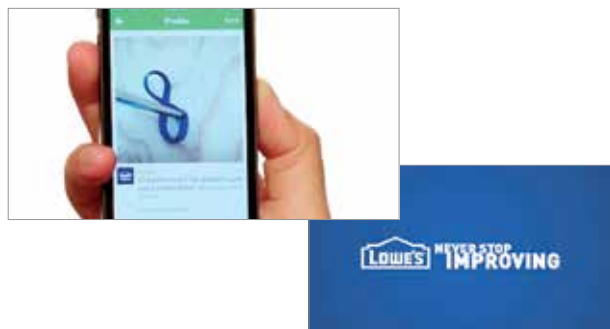


DIGITAL ADVERTISING – SERVICES

Soldier of Steel Microsite



DC Ad Club
LMO Advertising | Agency
Army National Guard | Advertiser
Dave Marinaccio | Senior Vice President | Chief Creative Officer
Jeff Wright | Associate Creative Director – Art
Adam Chism | Associate Creative Director – Copy
Phillip Krick (Neo Pangea) | Project Manager
Hernando Hernandez | Interactive Art Director
Kelly Walter | Marketing Supervisor | Interactive
Mariam Djavadi | Senior Account Executive
Jessica Boyle | Account Supervisor
Rachel Luxenburg | Assistant Account Executive



DIGITAL ADVERTISING – SINGLE PLATFORM, CONSUMER

Stripped Screw



The Advertising Club of New York
BBDO New York | Agency
Lowe's | Advertiser
David Lubars | Chief Creative Officer
Wil Boudreau | Executive Creative Director
Dominick Baccollo | Creative Director
Danny Adrain | Art Director
Roberto Danino | Copywriter
David Rolfe | Director of Integrated Production
Theresa Reyes | Agency Producer
Daniel Murphy | Interactive Producer
Michael Gentile | Assistant Producer
Francine Li/Bob Estrada/Marisa Graven/Nicole Landesman/Zach Pentel/Tom Lamb/Ricki Barger/Chris Ahern/Brad Walters | Account Team
BBDO New York | Production Company
Meagan Cignoli | Director



DIGITAL ADVERTISING – SINGLE PLATFORM, CONSUMER

Yuengling Tweets on Tap



Philly Ad Club
Pavone | Agency
Yuengling | Advertiser
Hutson Kovanda | Executive Creative Director
John Gilbert | Creative Director
John Gilbert | Writer
Seth Conley | Art Director
Hutson Kovanda | Art Director
Scott Boggs | Interactive Art Director
Darby Hughes | Strategist
Greg Carney | Integrated Media Manager
Ryan Topham | Interactive Manager
Jay DeLutis | Designer
Matt Campbell | Broadcast Manager
Ami Zimmerman | Brand Manager



DIGITAL ADVERTISING – SINGLE PLATFORM, CONSUMER

Tape

The Advertising Club of New York
BBDO New York | Agency
Lowe's | Advertiser
David Lubars | Chief Creative Officer
Tim Bayne/Lauren Connolly | Executive Creative Directors
Dominick Baccollo | Creative Director
Roberto Danino | Copywriter
David Rolfe | Director of Integrated Production
Theresa Reyes | Agency Producer
Daniel Murphy | Interactive Producer
Michael Gentile | Assistant Producer
**Francine Li/Bob Estrada/Nicole Landesman/
 Zach Pentel/Tom Lamb/Ricki Barger/Chris Ahern/
 Brad Walters/Elizabeth Coudriet** | Account Team
BBDO New York | Production Company
Meagan Cignoli | Director



DIGITAL ADVERTISING – SINGLE PLATFORM, CONSUMER

Glass Bottle

The Advertising Club of New York
BBDO New York | Agency
Lowe's | Advertiser
David Lubars | Chief Creative Officer
Tim Bayne/Lauren Connolly | Executive Creative Directors
Dominick Baccollo | Creative Director
Roberto Danino | Copywriter
David Rolfe | Director of Integrated Production
Theresa Reyes | Agency Producer
Daniel Murphy | Interactive Producer
Michael Gentile | Assistant Producer
**Francine Li/Bob Estrada/Nicole Landesman/
 Zach Pentel/Tom Lamb/Ricki Barger/
 Chris Ahern/Brad Walters/Elizabeth Coudriet** | Account Team
BBDO New York | Production Company
Meagan Cignoli | Director



DIGITAL ADVERTISING – SINGLE PLATFORM, CONSUMER

Lemons

The Advertising Club of New York
BBDO New York | Agency
Lowe's | Advertiser
David Lubars | Chief Creative Officer
Tim Bayne/Lauren Connolly | Executive Creative Directors
Dominick Baccollo | Creative Director
Roberto Danino | Copywriter
David Rolfe | Director of Integrated Production
Theresa Reyes | Agency Producer
Daniel Murphy | Interactive Producer
Michael Gentile | Assistant Producer
**Francine Li/Bob Estrada/Nicole Landesman/
 Zach Pentel/Tom Lamb/Ricki Barger/
 Chris Ahern/Brad Walters/Elizabeth Coudriet** | Account Team
BBDO New York | Production Company
Meagan Cignoli | Director

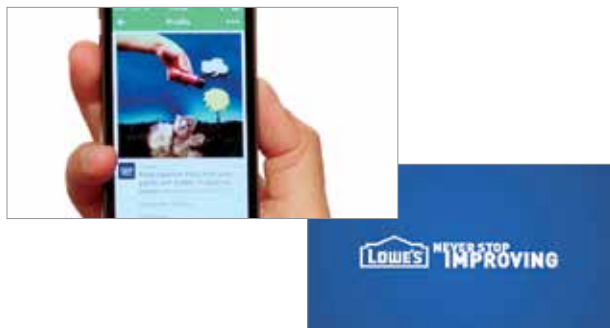




DIGITAL ADVERTISING – SINGLE PLATFORM, CONSUMER

Paint Tray

The Advertising Club of New York
 BBDO New York | Agency
 Lowe's | Advertiser
 David Lubars | Chief Creative Officer
 Tim Bayne/Lauren Connolly | Executive Creative Directors
 Dominick Baccollo | Creative Director
 Roberto Danino | Copywriter
 David Rolfe | Director of Integrated Production
 Theresa Reyes | Agency Producer
 Daniel Murphy | Interactive Producer
 Michael Gentile | Assistant Producer
 Francine Li/Bob Estrada/Nicole Landesman/
 Zach Pentel/Tom Lamb/Ricki Barger/
 Chris Ahern/Brad Walters/Elizabeth Coudriet | Account Team
 BBDO New York | Production Company
 Meagan Cignoli | Director



DIGITAL ADVERTISING – SINGLE PLATFORM, CONSUMER

Squirrel

The Advertising Club of New York
 BBDO New York | Agency
 Lowe's | Advertiser
 David Lubars | Chief Creative Officer
 Wil Boudreau | Executive Creative Director
 Dominick Baccollo | Creative Director
 Danny Adrain | Art Director
 Roberto Danino | Copywriter
 David Rolfe | Director of Integrated Production
 Theresa Reyes | Agency Producer
 Daniel Murphy | Interactive Producer
 Michael Gentile | Assistant Producer
 Francine Li/Bob Estrada/Marisa Graven/Nicole Landesman/Zach
 Pentel/Tom Lamb/Ricki Barger/Chris Ahern/Brad Walters | Account Team
 BBDO New York | Production Company
 Meagan Cignoli | Director



DIGITAL ADVERTISING – CAMPAIGN

Cap'n Crunch

The Advertising Club of New York
 Huge | Agency
 Quaker/Cap'n Crunch | Advertiser
 Andrew Cunningham | Social Strategist | Community Manager
 Geoff Roecker | Copywriter
 Erin Harp | Senior Visual Designer
 Rachel Lepelstat | Engagement Director
 Phil Pessaro | Director of Integrated Production
 Mea Cole Tefka | Senior Producer
 Conor Brady | Chief Creative Officer
 Emil Lanne | Creative Director



DIGITAL ADVERTISING – CAMPAIGN

Scope Bacon

The Advertising Club of New York
 Publicis Kaplan Thaler | Agency
 P&G/Scope | Advertiser
 Rob Feakins | CCO
 David Corr | ECD
 Carlos Figueiredo | Creative Director
 Hoyt Dwyer | Copywriter
 Silvina Guerreiro | Art Director
 Brian Skahan | Chief Technology Officer
 Jeri Slater | Agency Producer
 Mikey Centrella | Director of Interactive Production
 Vincent Lauziere | Interactive Producer
 Brandonio | Director of Photography





DIGITAL ADVERTISING – CAMPAIGN

Lowe's Vine Fix in Six Campaign

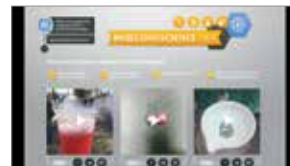
The Advertising Club of New York
BBDO New York | Agency
Lowe's | Advertiser
David Lubars | Chief Creative Officer
Tim Bayne/Lauren Connolly/Wil Boudreau | Executive Creative Directors
Dominick Baccollo | Creative Director
Roberto Danino | Copywriter
Danny Adrain | Art Director
David Rolfe | Director of Integrated Production
Theresa Reyes | Agency Producer
Daniel Murphy | Interactive Producer
Michael Gentile | Assistant Producer
Francine Li/Bob Estrada/Tom Lamb/Ricki Barger/Chris Ahern/Brad Walters/Marisa Graven/Nicole Landesman/Zach Pentel | Account Team
BBDO New York | Production Company
Meagan Cignoli | Director



DIGITAL ADVERTISING – CAMPAIGN

#6SecondScience Fair

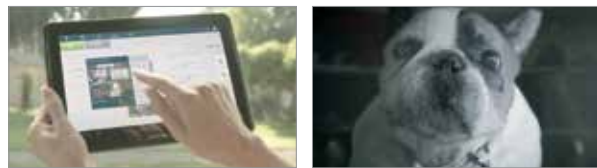
The Advertising Club of New York
GE | Agency
GE | Advertiser
Linda Boff | Executive Director | Global Brand Marketing | GE
Paul Marcum | Director | Global Digital Marketing & Programming | GE
Katrina Craigwell | Global Manager | Digital Marketing | GE



DIGITAL ADVERTISING – CAMPAIGN

AT&T Digital Life

The Advertising Club of New York
BBDO New York | Agency
AT&T | Advertiser
David Lubars | Chief Creative Officer
Greg Hahn | Executive Creative Director
Mathias Appelblad | Executive Creative Director | Director of Innovation
George Ernst | Creative Director
Marcel Yunes | Art Director
Rick Williams | Copywriter
Doug Loffredo/Eddie Crutcher | Designers
Julian Katz/Nicholas Gaul | Executive Producers of Content & Development
Diana Try | Interactive Producer
Joe Croson | Group Executive Interactive Producer
Jeff Puskar | Director of User Experience Design
Smuggler | Production Company
Caviar Content | Interactive Company
Randy Krallman | Director
Tom Vogt | Editor
Zoic Studios | Visual Effects Company

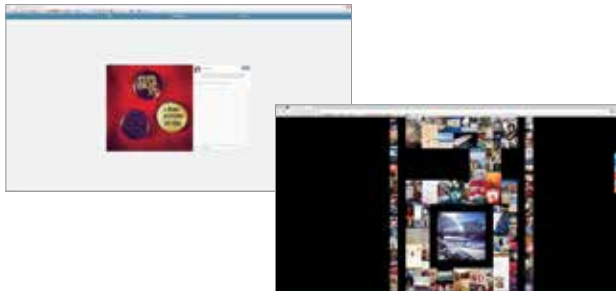


DIGITAL ADVERTISING – CAMPAIGN

IKEA or Death

Pittsburgh Advertising Federation
Gatesman + Dave | Agency
Gatesman + Dave | Advertiser
Dave Kwasnick | Creative Director
Jeff Barton | Associate Creative Director | Art Director
Sam Panico | Senior Copywriter
Mike Wellman | Senior Multimedia Director
Beth Thompson | Account Supervisor
Ben Boskovich | Account Executive

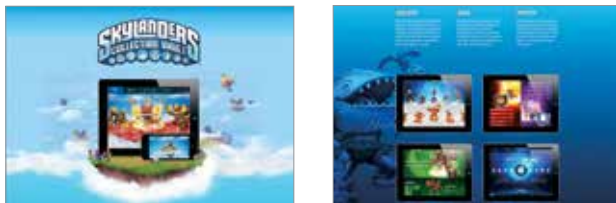




DIGITAL ADVERTISING – CAMPAIGN

The Black Friday 40th Birthday

Rochester Advertising Federation
 Brandtatorship | Agency
 Brandtatorship | Advertiser
 Joseph Mayernik | Creative Director
 Matt Smythe | Associate Creative Director | Copy
 Niki Gaiter | Digital | Account Manager | Programmer
 Courtney Smith | Director of Accounts



DIGITAL ADVERTISING – TABLET

Activision - Skylanders Collection Vault

DC Ad Club
 AKQA | Agency
 Activision | Advertiser



DIGITAL ADVERTISING – TABLET

La Invencción Concreta - App

Philly Ad Club
 Bluecadet | Agency
 Colección Patricia Phelps de Cisneros | Advertiser



DIGITAL ADVERTISING – MOBILE (PHONE)

Citi Bike App

The Advertising Club of New York
 Publicis Kaplan Thaler | Agency
 Citibank | Advertiser
 Rob Feakins | CCO
 Jim Kotulka | ECD
 Christopher C. Smith | Art Director
 Brian Bellanca | Copywriter
 Nadia Kamran | Art Director
 Rodrigo Romariz | Art Director
 Rob Philibert | UX
 Ann Neilsen | Executive Producer
 Robert Christ | Associate Tech Director
 Ralph Tavarez | Developer
 Carlos Duran | Developer



DIGITAL ADVERTISING – MOBILE (PHONE)

Martin Guitar Mobile App

AAF-Greater Lehigh Valley
 Spark | Agency
 C.F. Martin & Co. | Advertiser
 Denis Aumiller | Creative Director
 Donna Chastain | Digital Marketing Manager
 Josh Miller | Programmer
 Mark Koberlein | Programmer

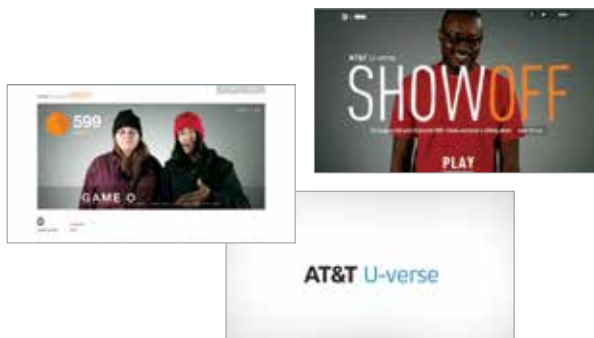




DIGITAL ADVERTISING – GAMES

U-verse Showoff

The Advertising Club of New York
BBDO New York | Agency
AT&T | Advertiser
David Lubars | Chief Creative Officer
Mathias Appelblad | Executive Creative Director | Director of Innovation
John Heath/Ron Lent | Creative Directors
Jesse Snyder | Art Director
Christopher Kahle | Copywriter
Melisa Chiem | User Experience Designer
Daniel Lee | Visual Designer
Joe Croson | Interactive Executive Producer
Anna Santiago | Interactive Producer
Julie Collins | Executive Producer of Content & Development
Jessica Jacklin | Broadcast | Content Producer
Melissa Chester | Music Producer
Jeff Puskar | Director of User Experience Design
Joel Davis/Megan Clement/Jonathan Vu | Account Team
RSA | Production Company
Built by Buffalo | Interactive Company
Rob Cohen | Director
Butcher | Editing House
Tom Vogt | Editor



DIGITAL ADVERTISING – GAMES

Soldier of Steel

Philly Ad Club
Neo-Pangea | Agency
United States Army National Guard | Advertiser
Brett Bagenstose | Creative Director
Aaron Beaucher | Creative Director
Jason Morris | Technology Lead
Shane Hoffa | Mobile Lead
Ryan Paxton | Animator
Damon Williams | Web Developer
Jason Tremblay | Copywriter
Matt Marsters | Designer
Frank Marsters | Junior Designer
Phil Krick | Project Manager
Kent Hertzog | Sound Designer
Daniel Sadowski



DIGITAL ADVERTISING – GAMES

Doomsday Castle Defender

Philly Ad Club
Neo-Pangea | Agency
National Geographic Channel | Advertiser
Brett Bagenstose | Creative Director
Jason Morris | Technology Lead
Shane Hoffa | Programmer
Ryan Paxton | Animator
Damon Williams | Web Developer
Matt Marsters | Designer
Jason Tremblay | Copywriter
Phil Krick | Project Manager
Kent Hertzog | Sound Designer



DIGITAL ADVERTISING – INTERNET COMMERCIALS

Sprint "Back To School: Sheep" Pre-Roll

AAF-Baltimore
GKV | Agency
Sprint/Shentel | Advertiser
Jeff Millman | Vice Chairman | Chief Creative Officer
David Blum | Sr. VP | Group Account Director
Mark Rosica | Sr. VP | Associate Creative Dir. | Art Dir.
Dave Broscious | Sr. VP | Associate Creative Director
Kelly Gould | Director of Broadcast Services
Peter Niles | Account Executive





DIGITAL ADVERTISING – INTERNET COMMERCIALS

#theworldneedsmore #hugs

The Advertising Club of New York
Leo Burnett New York | Agency
United Nations, Office for the
Coordination of Humanitarian Affairs | Advertiser
Jay Benjamin | Chief Creative Officer
Darren Wright | Executive Creative Director | Copywriter
David Skinner | Executive Creative Director | Copywriter
Kieran Antill | Executive Creative Director | Art Director
Michael Canning | Executive Creative Director | Copywriter
Andre Gidion | Senior Art Director
Jeremy Fox | Executive Producer
Karen McKibben | Producer
Tom Pina | Assistant Producer
Soul Pancake | Production
Stink Digital | Web Production



DIGITAL ADVERTISING – INTERNET COMMERCIALS

Guinea Pigs

The Advertising Club of New York
BBDO New York | Agency
AT&T | Advertiser
David Lubars | Chief Creative Officer
Greg Hahn | Executive Creative Director
Mathias Appelblad | Executive Creative Director | Director of Innovation
George Ernst | Creative Director
Marcel Yunes | Art Director
Rick Williams | Copywriter
Doug Loffredo/Eddie Crutcher | Designers
Julian Katz/Nicholas Gaul | Executive Producers of Content & Development
Diana Try | Interactive Producer
Joe Croson | Group Executive Interactive Producer
Jeff Puskar | Director of User Experience Design
Smuggler | Production Company
Caviar Content | Interactive Company
Randy Krallman | Director
Tom Vogt | Editor
Zoic Studios | Visual Effects Company



DIGITAL ADVERTISING – INTERNET COMMERCIALS

New Love

Philly Ad Club
Thomson Reuters | Agency
Thomson CompuMark | Advertiser
Kevin Mercer | Creative Director



DIGITAL ADVERTISING – INTERNET COMMERCIALS

Mr. Fuzzy and the Barbarian

Philly Ad Club
ShootersINC | Agency
ShootersINC | Advertiser
ShootersINC | Production Company
Kris Magyarits | Director | Editor
Craig Needelman | DP
Steve Wheelock | Editor
Jim Huie | Executive Producer
Mark Longchamps | Colorist
Bob Schachner | Sound Designer





DIGITAL ADVERTISING – INTERNET COMMERCIALS

Jot by Ink from Chase promotional video

Philly Ad Club
essentia creative | Agency
essentia creative | Advertiser
Shannon Stevens | Principal | Creative Director
Len Damico | Senior Designer | Developer
Joe Johnson | Senior Account Manager
Impossible Engine | Motion Graphics | Production
Steve Willis | Writer



DIGITAL ADVERTISING – BRANDED CONTENT, 60 SECONDS OR LESS

Scope Bacon

The Advertising Club of New York
Publicis Kaplan Thaler | Agency
P&G/Scope | Advertiser
Rob Feakins | CCO
David Corr | ECD
Carlos Figueiredo | Creative Director
Hoyt Dwyer | Copywriter
Silvina Guerreiro | Art Director
Brian Skahan | Chief Technology Officer
Jeri Slater | Agency Producer
Mikey Centrella | Director of Interactive Production
Vincent Lauziere | Interactive Producer
Bradonio | Director of Photography



DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

What Would You Do With \$25,000

The Advertising Club of New York
Casey Neistat LLC | Agency
Casey Neistat | Advertiser
Casey Neistat | Director
Oscar Boyson | Producer
Bettina Sherick | Producer
Jeff Conrad | Editor
Jack Coyne | Associate Producer



DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

Halloween Treats Gone Wrong

The Advertising Club of New York
Publicis Kaplan Thaler | Agency
P&G/Crest and Oral B | Advertiser
Rob Feakins | CCO
David Corr | ECD
Tony Gomes | Creative Director
George Logothetis | Copywriter
Xavier Rodon | Art Director
Noelle Nimrichter | Producer
Tool of North America | Production Company
J.J. Adler | Director
Danielle Peretz | Executive Producer | Tool of North America
Oliver Fuselier | Executive Producer | Tool of North America
Luke McCullough | Producer | Tool of North America
John Piccolo | Editor | Fluid Editorial





DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

**A Tall Order -
The Justice Conference 2013**

Philly Ad Club
Neighborhood Film Company | Agency
The Justice Conference | Advertiser
Ricky Staub | Director
Anders Lindwall | Director
Kristofer Barton | Producer
Dominic Laing | Editor



DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

We Are LoveI46

Philly Ad Club
Neighborhood Film Company | Agency
Love146 | Advertiser
Ricky Staub | Director | Writer
Anders Lindwall | Director | Editor
Kristofer Barton | Producer
Jeremy McDaniel | Director of Photography
Claire Boustred & Lucy Butler | Production Design



DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

Seven Days

Pittsburgh Advertising Federation
Animal, Inc | Agency
Nationwide Insurance | Advertiser
Samm Hodges | Director
John Pope | Cinematographer
Steve Hoover | Director | Editor
Allan Stallard | Colorist
Amy Kersnick | Producer
Nathan Voltz | Producer
Ally Oleynik | Assistant Producer
Lenny Wilson | 3D Artist



DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

Rowing For All

AAF-Baltimore
Early Light Media | Agency
Community Rowing Inc | Advertiser
Darren Durlach | Executive Producer
David Larson | Creative Director
Jody Weldon | Graphic Design



DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

**180 Days
A Language Learning Challenge**

DC Ad Club
Rosetta Stone | Agency
Rosetta Stone | Advertiser
Andy Steenberge | Creative Director
Adam Al-Ali
Albert Antiquera
Shawn Huddleston





DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

Transitions Expeditions — Vantage

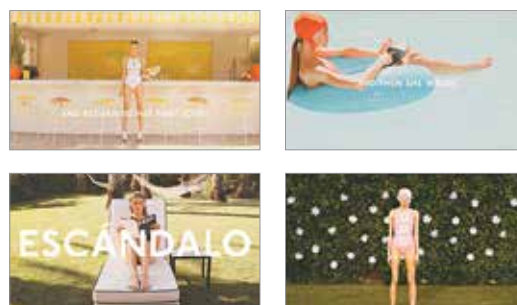
DC Ad Club
RTC | Agency
Transitions Optical, Inc. | Advertiser
John Reid | EVP | Executive Creative Director
Trevor Sloan | VP | Creative Director
Jeff Abelson | Art Director
John Friedman | Copywriter
Lana Pennino | Agency Producer
Zach Merck | Director
Shane Kelly | DP
Dana Locatelli, Tim Mack | Producers
Conor Kelly | Editor
Dan Sforza | Animator
Brian “Smitty” Krupkin | Graphics Artist
Hugh Broder | Producer



DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

Karla Colletto: It was a Journey

DC Ad Club
Design Army | Agency
Karla Colletto | Advertiser
Pum Lefebure | Creative Director
Jake Lefebure | Creative Director
Eileen Tjan | Sr. Designer
Charlene Sepentis | Designer
Dean Alexander | Director & Cinematographer
Mark Welsh | Copywriter
David Grossbach | Editor
Victor Uhal | Animations
Jeremy Stuart | Color Grading
Rashid Belt | Camera Assist



DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

Bethesda Softworks — TESO Trailer I

DC Ad Club
AKQA | Agency
Bethesda Softworks | Advertiser
Michael Powell | Creative Director
Akira Takashi | Creative Director
Ed Davis | Account Director
Paul Chang | Production Lead
Blur Studio | Production Company



DIGITAL ADVERTISING – BRANDED CONTENT, MORE THAN 60 SECONDS

Bethesda Softworks — Wolfenstein Announcement Trailer

DC Ad Club
AKQA | Agency
Bethesda Softworks | Advertiser
Michael Powell | Creative Director
Akira Takahashi | Creative Director
Ed Davis | Account Director
Paul Chang | Production Lead
Psyop | Production Company
COPILOT Music + Sound | Music Production
Defacto Sound | Audio FX Production





DIGITAL ADVERTISING – CAMPAIGN (FOR CATEGORIES 32A-41C)



Transitions Expeditions Web Videos

DC Ad Club
RTC | Agency
Transitions Optical, Inc. | Advertiser
John Reid | EVP | Executive Creative Director
Trevor Sloan | VP | Creative Director
Jeff Abelson | Art Director
John Friedman | Copywriter
Lana Pennino | Agency Producer
Zach Merck | Director
Shane Kelly | DP
Dana Locatell, Tim Mack | Producers
Conor Kelly | Editor
Dan Sforza | Animator
Brian “Smitty” Krupkin | Graphics Artist
Hugh Broder | Producer



RADIO – CAMPAIGN



LVHN Children’s Hospital Radio Campaign

Philly Ad Club
Mangos | Agency
Lehigh Valley Health Network | Advertiser
Justin Moll | Creative Director
Steve Merino | Associate Creative Director | Copywriter
Mary Ann Sesso | VP | Account Supervisor
Tracy Rutolo | Sr. Account Manager
Susan Tricel | Sr. VP Production
Philly Post | Recording Studio



RADIO – CAMPAIGN



ZzzQuil Sleep Line

The Advertising Club of New York
Publicis Kaplan Thaler | Agency
P&G/ Zzzquil | Advertiser
Rob Feakins | CCO
Joseph Johnson | ECD
Liz Rosenthal | Scriptwriter
Lauren Schneidmuller | Agency Producer
Phantom Audio | Production Company
Mary Ruth | Producer



RADIO – CAMPAIGN



Moments to Avoid Radio Campaign (Sweater/Nude Beach/Basketball)

The Advertising Club of New York
BBDO New York | Agency
Procter & Gamble/Gillette | Advertiser
David Lubars | Chief Creative Officer
Toygar Bazarkaya | Executive Creative Director
Nazly Kasim | Art Director
Tommy Troncoso | Copywriter
Loren Parkins | Agency Producer
Pirate | Production Company



TELEVISION – :30

MJHS “In My Room”

AAF-Baltimore
GKV | Agency
Metropolitan Jewish Health System | Advertiser
Jeff Millman | Vice Chairman | Chief Creative Officer
Ken Dennison | Art Director
Garry Raim | President | GKV Direct
Pam Poertner | Producer from Poertner Productions
David McNamara | Director from Collective
Sylvette Artinian | Editor
Tone Farmer | Music



TELEVISION – CAMPAIGN

LVHN Children’s Hospital TV Campaign

Philly Ad Club
Mangos | Agency
Lehigh Valley Health Network | Advertiser
Justin Moll | Creative Director
Steve Merino | Associate Creative Director | Copywriter
Mary Ann Sesso | VP | Account Supervisor
Tracy Rutolo | Sr. Account Manager
Susan Tricel | Sr. VP Production
Alice Haynsworth | Producer
Shooters Post & Production | TV Production



TELEVISION – PRODUCTS

Basketball

The Advertising Club of New York
BBDO New York | Agency
Diageo/Guinness | Advertiser
David Lubars | Chief Creative Officer
Greg Hahn/Mike Smith | Executive Creative Directors
Dan Lucey/Chris Beresford-Hill/
Tom Kraemer/Wil Boudreau | Senior Creative Directors
Chris Beresford-Hill/Tom Kraemer | Copywriters
Dan Lucey | Art Director
David Rolfe | Director of Integrated Production
Kevin Wilson | Executive Producer
Tricia Lentini | Senior Content Producer
Loren Parkins | Music Producer
Biscuit Filmworks | Production Company
Noam Murro | Director
Simon Duggan | Director of Photography
Work Editorial | Editing House
Neil Smith | Editor
Adam Witten | Assistant Editor
Absolute Post | Visual Effects Company
Brian Emrich | Sound Designer



TELEVISION – PRODUCTS

Spalding 30th Anniversary TV

Albany Advertising Federation
Winstanley Partners | Agency
Spalding | Advertiser
Ralph Frisina | Creative Director
Annette Ragan | ACD | Copywriter
Rudy Crew | Director | Editor





TELEVISION – PRODUCTS

Magician

The Advertising Club of New York
DeVito/Verdi | Agency
Gildan | Advertiser
Bob Fremgen | Creative Director
Vinny Tulley | Creative Director
Jason Rogers | Art Director
John DeVito | Copywriter
Karen Tomlin | Agency Producer
Erich Joiner | Director
Tiffany Burchard | Editor
Theresa Renaud | Account Director
Evan Nadler | Account Director
Josh Shaner | Account Executive
Jonathan Wang | Account Executive



TELEVISION – PRODUCTS

Ramsey

The Advertising Club of New York
Translation | Agency
Anheuser Busch - Bud Light | Advertiser
Steve Stoute | Founder | CEO
Jonathan Graham | Group Account Director
Chris Valencius | Group Account Director
Jeff Bouin | Associate Creative Director
Matt Herman | Associate Creative Director
Miriam Franklin | Director of Content Production
Tennille Teague | Senior Content Producer
Nick Holzwarth | Group Account Director
Daniel Mize | Account Director
Jay Shapiro | Producer
The Perlorian Bros. | Directors
Scott Howard | Executive Producer



TELEVISION – OUTLETS

All Is Right

The Advertising Club of New York
BBDO New York | Agency
Foot Locker | Advertiser
David Lubars | Chief Creative Officer
Chris Beresford-Hill/Dan Lucey | Senior Creative Directors
Alex Taylor/Jason Stefanik | Creative Directors
Alex Taylor | Copywriter
Jason Stefanik | Art Director
Tricia Lentini | Senior Content Producer
Melissa Chester | Music Producer
Troy Tarwater/Janelle Van Wonderen/
Nick Robbins/Samuel Henderson | Account Team
O Positive | Production Company
Jim Jenkins | Director
Ramsay Nickell | Director of Photography
Mackenzie Cutler | Editing House
Ian Mackenzie | Editor
Nick Divers | Assistant Editor
South Music | Music House
Schmidigital | Visual Effects Company



TELEVISION – SERVICES

Gladys

The Advertising Club of New York
DeVito/Verdi | Agency
Scripps Health | Advertiser
Sal DeVito | Executive Creative Director
Brad Emmett | Creative Director | Art Director
Bob Fremgen | Art Director
Vinny Tulley | Art Director
Bob Fremgen | Copywriter
Vinny Tulley | Copywriter
Barbara Michelson | Agency Producer
Andy Brief | Account Director
Alan Brown | Account Director
Tom Routson | Director
Skip Duff | Editor
Larry Fong | Cinematographer

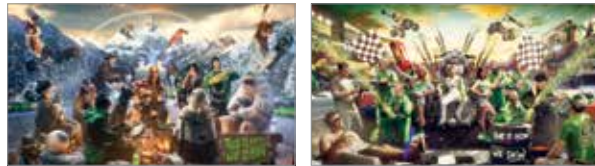




TELEVISION – PRODUCTS

**Living Portraits TV Campaign
(Dale Earnhardt, Jr./Danny Davis/
Paul Rodriguez, Jr.)**

The Advertising Club of New York
BBDO New York | Agency
Pepsi-Cola Company/Mountain Dew | Advertiser
David Lubars | Chief Creative Officer
Tim Bayne/Lauren Connolly | Executive Creative Directors
Eduardo Petersen | Art Director
Chris Cannon | Copywriter
Julian Katz | Group Executive Producer
Patrick Smith | Assistant Producer
Rani Vaz | Director of Music | Radio Production
Loren Parkins | Music Producer
Tara DeVaux/Patrice Reiley/Christina Liu | Account Team
Psyop/Smuggler | Production Company
Psyop | Director
Fred Elmes | Director of Photography
Cass Vanini/Robert Wilson | Editors



TELEVISION – OUTLETS

**Foot Locker TV Campaign (Harden
Soul/The Endorser/Conversation Lift)**

The Advertising Club of New York
BBDO New York | Agency
Foot Locker | Advertiser
David Lubars | Chief Creative Officer
Chris Beresford-Hill/Dan Lucey | Senior Creative Directors
Jessica Coulter | Copywriter
Matt Sorrell | Art Director
Anthony Curti | Executive Producer
Melissa Chester | Music Producer
Troy Tarwater/Janelle Van Wonderen/Nick Robbins | Account Team
O Positive | Production Company
Jim Jenkins | Director
Jeff Cutter/Rob Cutter | Director of Photography
Mackenzie Cutler | Editing House
Ian Mackenzie | Editor
Nick Divers | Assistant Editor
Volition | Music House
Wendell Hanes | Composer
Schmidgital | Visual Effects Company
Sound Lounge/Heard City | SFX
Sam Shaffer | Sound Designer
Hornet, Inc. | GFX



TELEVISION – SERVICES

**FedEx OneRate TV Campaign
(Cozies/Name Tag/Your Own Boss)**

The Advertising Club of New York
BBDO New York | Agency
FedEx | Advertiser
David Lubars/Greg Hahn | Chief Creative Officers
Mike Smith | Executive Creative Director
Peter Kain/Gianfranco Arena/Tom Kraemer | Senior Creative Directors
Jens Waernes | Creative Director
Peter Kain/Tom Kraemer | Copywriters
Gianfranco Arena/Jens Waernes | Art Directors
Amy Wertheimer | Executive Producer
Bree Stuart | Assistant Producer
Olivia Heeren/Amanda Cruz | Account Team
Biscuit Filmworks | Production Company
Aaron Stoller | Director
Peter Donahue | Director of Photography
Number Six Edit/Mackenzie Cutler | Editing Houses
Jason MacDonald/Ian Mackenzie | Editors
The Mill | Visual Effects Company
Hornet | End Tag





TELEVISION – SERVICES

FedEx Delivery Manager TV Campaign (Practice/QB)

The Advertising Club of New York
BBDO New York | Agency
FedEx | Advertiser
David Lubars | Chief Creative Officer
Greg Hahn/Mike Smith | Executive Creative Directors
Matt Herr | Copywriter
Justin Bilicki | Art Director
Amy Wertheimer | Executive Producer
Calleen Colburn | Senior Producer
Radical Media | Production Company
Steve Miller | Director
Mott Hupfel | Director of Photography
Mackenzie Cutler | Editing House
Ian Mackenzie | Editor
Schmigital | Visual Effects Company
Sound Lounge | SFX
Tom Jucarone | Mixer



INTEGRATED CAMPAIGNS – B-TO-B, LOCAL

My Erie Times-News & GoErie.com Campaign

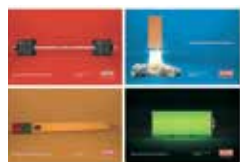
Erie Ad Club
Erie Times-News & GoErie.com | Agency
Times Publishing Company | Advertiser
Rob Frank
Steve Puskar
Meredith Straub
Karen Burchill



INTEGRATED CAMPAIGNS – B-TO-B, LOCAL

100th Anniversary Eagle Scout Campaign

Rochester Advertising Federation
Brandtatorship | Agency
Boy Scouts of America - Seneca Waterways Council | Advertiser
Joseph Mayernik | Creative Director | Brandtatorship
John Myers | Photographer | MyersCI
Matt Smythe | Associate Creative Director - Copy | Brandtatorship
Tara Hunter | Senior Product & System Design Engineer | XEROX
Heather Roman | Producer | MyersCI
Courtney Smith | Director of Account Service | Brandtatorship



INTEGRATED CAMPAIGNS – B-TO-B, REGIONAL/NATIONAL

IANA Campaign - More Than You Imagined

DC Ad Club
Home Front Communications | Agency
Intermodal Association of North America | Advertiser
Kevin Richards | SVP | Creative Director
Mike Tsapos | Associate Creative Director | Copywriter
Patrick Everson | Senior Art Director
Surinporn Bridge | Copywriter
Emily Freedner | Project Manager
Dianne Mikeska | Account Director
Cerebral Lounge | Production Company
Clean Cuts | Sound Design





INTEGRATED CAMPAIGNS – CONSUMER, LOCAL

1961 Vodka Campaign

Rochester Advertising Federation

Dixon Schwabl | Agency

1961 Vodka C/O Stonehurst Brands, LLC | Advertiser

Stacy Lake | Account Supervisor

Andrea Swierat | Senior Art Director | Designer

Tracy Price | Dion Pender | Creative Directors | Designers

Ann McAllister | Associate Creative Director | Art Director

Stephanie Miller | Prepress Supervisor

Dave Reininger | Director of Production Services

Duane Bombard/Charles Benoit/Karl Wiberg | Copywriters

Will Browar | Interactive Designer & Programmer

Jen Moritz | Copy Editor

Torin Bond | Interactive Developer

John Myers & Will Stawser | Photographer |

Retoucher | Myers Creative Imaging

Rich Brainerd | Photographer | Studio 2B

Jess Sutton/Nico Merritt | Hair Stylists

Lorrie Lynn | Make Up Stylist

Kathy DiCesare | Wardrobe Stylist



INTEGRATED CAMPAIGNS – CONSUMER, REGIONAL/NATIONAL

Lowe's Vine Fix in Six Campaign

The Advertising Club of New York

BBDO New York | Agency

Lowe's | Advertiser

David Lubars | Chief Creative Officer

Tim Bayne/Lauren Connolly/Wil Boudreau | Executive Creative Directors

Dominick Baccollo | Creative Director

Roberto Danino | Copywriter

Danny Adrain | Art Director

David Rolfe | Director of Integrated Production

Theresa Reyes | Agency Producer

Daniel Murphy | Interactive Producer

Michael Gentile | Assistant Producer

Francine Li/Bob Estrada/Tom Lamb/Ricki Barger/Chris Ahern/Brad

Walters/Marisa Graven/Nicole Landesman/Zach Pentel | Account Team

BBDO New York | Production Company

Meagan Cignoli | Director



INTEGRATED CAMPAIGNS – CONSUMER, REGIONAL/NATIONAL

Living Portraits Integrated Campaign

The Advertising Club of New York

BBDO New York | Agency

Pepsi-Cola Company/Mountain Dew | Advertiser

David Lubars | Chief Creative Officer

Tim Bayne/Lauren Connolly | Executive Creative Directors

Eduardo Petersen | Art Director

Chris Cannon | Copywriter

Julian Katz | Group Executive Producer

Patrick Smith | Assistant Producer

Rani Vaz | Director of Music | Radio Production

Loren Parkins | Music Producer

Tara DeVeaux/Patrice Reiley/Christina Liu | Account Team

Psyop/Smuggler | Production Company

Firstborn | Interactive Company

Psyop | Director

Fred Elmes | Director of Photography

Ryan Moran/Pat Porter | Animation

Cass Vanini/Robert Wilson | Editors





INTEGRATED CAMPAIGNS – CONSUMER, REGIONAL/NATIONAL



Scope Bacon

The Advertising Club of New York
 Publicis Kaplan Thaler | Agency
 P&G/ Scope | Advertiser
 Rob Feakins | CCO
 David Corr | ECD
 Carlos Figueiredo | Creative Director
 Hoyt Dwyer | Copywriter
 Silvina Guerreiro | Art Director
 Brian Skahan | Chief Technology Officer
 Jeri Slater | Agency Producer
 Mikey Centrella | Director of Interactive Production
 Vincent Lauziera | Interactive Producer
 Brandonio | Director of Photography



INTEGRATED CAMPAIGNS – CONSUMER, REGIONAL/NATIONAL



Citi Bike

The Advertising Club of New York
 Publicis Kaplan Thaler | Agency
 Citibank | Advertiser
 Rob Feakins | CCO
 Jim Kotulka | ECD
 Perry Essig | ECD
 Tom Drymalski | ECD
 Roman Luba | Creative Director
 Christopher C. Smith | Art Director
 Brian Bellanca | Copywriter
 Chris Degnen | Art Director
 Mark Radcliffe | Copywriter
 John-Paul Cannuciari | Art Director
 Neisha Tweed | Copywriter
 Rob Philbert | UX



ADVERTISING FOR THE ARTS & SCIENCES – ANNUAL REPORT



ALLIANCES

DC Ad Club
 Design Army | Agency
 University of Virginia Library | Advertiser
 Pum Lefebure | Creative Director
 Jake Lefebure | Creative Director
 Laura Berglund | Sr. Designer



ADVERTISING FOR THE ARTS & SCIENCES – BROCHURES/SALES KIT



**STAR WARS:
 Rebel Jedi Princess Queen**

DC Ad Club
 Design Army | Agency
 Smithsonian Institution (SITES) | Advertiser
 Pum Lefebure | Creative Director
 Jake Lefebure | Creative Director
 Mariela Hsu | Art Director | Designer
 Eileen Tjan | Sr. Designer
 Matt Chase | Sr. Designer | Copywriter
 Kevin Tenglin | Copywriter



ADVERTISING FOR THE ARTS & SCIENCES – POSTER

The Philadelphia Shakespeare Theatre: Othello Poster

Philly Ad Club
 20nine | Agency
 The Philadelphia Shakespeare Theatre | Advertiser
 Kevin Hammond | Creative Director
 Erin Doyle | Graphic Designer
 Gary Kopervas | VP of Brand Strategy
 Greg Ricciardi | President & CEO



ADVERTISING FOR THE ARTS & SCIENCES – POSTER

NOISE v3 Poster

Pittsburgh Advertising Federation
 Wall-to-Wall Studios | Agency
 Wall-to-Wall Studios | Advertiser
 Larkin Werner | Creative Director
 Doug Dean | Art Director
 Casey Worthing | Production Artist



ADVERTISING FOR THE ARTS & SCIENCES – MAGAZINE

Ask Magazine

Philly Ad Club
 Smithworks Design Communications | Agency
 Drexel University College of Arts & Sciences | Advertiser
 Smithworks Design Communications | Agency
 Amy Weaver | Creative Director | Editor
 Diane Ketter | Associate Editor
 Luis Quevedo | Student Designer
 Jared Castaldi | Main Photographer



ADVERTISING FOR THE ARTS & SCIENCES – AUDIO/VISUAL

Americans for the Arts: Bridging Arts and the Community

Pittsburgh Advertising Federation
 PMI | Agency
 Dollar Bank | Advertiser
 Jose Muniain | Creative Director | Producer
 Evie DeSarno | Account Executive
 Matthew Fridg | Director | DP
 Julia Hannan | Editorial | Color Grading | Motion Graphics
 Dan Edmonds | Motion Graphics
 Shawn Jackson | Audio Post
 Carly McLeod | Production Coordinator
 Dave Weldon/Danny Haritan/Ross Wood | Additional Photography
 Pav Medicinal/Naf Keen/Colter Harper/Paul Luc/Cy Williams | Original Music



ADVERTISING FOR THE ARTS & SCIENCES – DIGITAL ADVERTISING

American Blackout

Philly Ad Club
 Neo-Pangea | Agency
 National Geographic Channel | Advertiser
 Aaron Beaucher | Creative Director
 Brett Bagenstose | Creative Director
 Jason Tremblay | Copywriter
 Teresa Van Wagner | Designer
 Matt Marsters | Designer
 Damon Williams | Web Developer
 Chris Shontz | Web Developer
 Ryan Paxton | Animator
 Phil Krick | Junior Designer
 Frank Marsters | Junior Designer
 Kent Hertzog | Sound Designer
 Diane Zerr





ADVERTISING FOR THE ARTS & SCIENCES – DIGITAL ADVERTISING

Rise of the Robots

Philly Ad Club
 Neo-Pangea | Agency
 The Smithsonian Channel | Advertiser
 Brett Bagenstose | Creative Director
 Jason Tremblay | Copywriter
 Frank Marsters | Illustrator
 Teresa Van Wagner | Designer
 Jason Morris | Technology Lead
 Damon Williams | Web Developer
 Shane Hoffa | Mobile Lead
 Phil Krick | Project Manager



ADVERTISING FOR THE ARTS & SCIENCES – DIGITAL ADVERTISING

1968 Flashback

Pittsburgh Advertising Federation
 Garrison Hughes | Agency
 Heinz History Center | Advertiser
 Bill Garrison | Copywriter
 Dave Hughes | Art Director
 Mike Giunta | Copywriter
 Corinne Stenander | Art Director
 Ben Pritchard | Interactive Technology Director
 Dave Bernhardt | Retoucher



ADVERTISING FOR THE ARTS & SCIENCES – OUT-OF-HOME

Free Love Outdoor

Pittsburgh Advertising Federation
 Garrison Hughes | Agency
 Heinz History Center | Advertiser
 Bill Garrison | Copywriter
 Dave Hughes | Art Director
 Mike Giunta | Copywriter
 Keri Tiani | Art Director
 Dave Bernhardt | Retoucher



ADVERTISING FOR THE ARTS & SCIENCES – SINGLE MEDIUM CAMPAIGN (FOR CATEGORIES 56-61)

Fell's Point Fun Festival Posters

AAF-Baltimore
 TBC, Inc. | Agency
 Fell's Point Main Street | Advertiser
 Jason Smith | Graphic Designer | Illustrator
 Jeff Alphin | Copywriter



PUBLIC SERVICE – ANNUAL REPORT

Give Them the Chance to Dream

Philly Ad Club
 LeVLane | Agency
 Support Center for Child Advocates | Advertiser
 Bruce Lev | Chief Creative Officer
 Debby Racano | SVP Creative Director
 Donna Pangione | Production Director
 RJ Cassi | Art Director
 Evan Monsky | Copywriter
 Standard Group | Printer





PUBLIC SERVICE – ANNUAL REPORT

ONE FOUNDATION
“Path to Zero” Annual Report

AAF-Baltimore
 Planit | Agency
 ONE Foundation | Advertiser



PUBLIC SERVICE – MAGAZINE

PHLheartsBOS

Philly Ad Club
 Tierney | Agency
 Tierney | Advertiser
 Patrick Hardy | EVP | Creative Director
 Jeff McWeeney | VP | Digital Creative Director
 Tracy Shinko | Senior Art Director
 Matthew Gould-Lucht | Art Director



PUBLIC SERVICE – MAGAZINE

CARE Prosperity

Pittsburgh Advertising Federation
 Brunner | Agency
 CARE | Advertiser
 Rob Schapiro | VP | Chief Creative Officer
 Jay Giesen | VP | Executive Creative Director
 Lindy Gross | Creative Director
 Derek Julin | Senior Art Director
 Kevin Corfield | ACD | Copywriter



PUBLIC SERVICE – TV

98% Human

The Advertising Club of New York
 BBDO New York | Agency
 PETA | Advertiser
 David Lubars | Chief Creative Officer
 Toygar Bazarkaya | Executive Creative Director
 Alessandro Fruscella | Copywriter
 Daniel Aykurt | Art Director
 Brian Mitchell | Executive Producer
 Tara Leinwohl | Senior Producer
 Rani Vaz | Director of Music | Radio Production
 Ben Griffiths/Alfredo Lang | Account Team
 The Mill Plus | Production Company
 Angus Kneale | Director
 Lost Planet | Editing House
 Max Koepke | Editor
 Alessandra Lacorazzo | Assistant Editor
 Sonic Union/Henryboy | SFX
 Paul Weiss | Audio Mixer
 Bill Chesley | Sound Designer
 Alex Allain/Henning Koczy/Navdeep Singh | Animation



PUBLIC SERVICE – TV

Men. Lead by Example

Rochester Advertising Federation
 Solon Quinn Studios | Agency
 Vera House | Advertiser
 Benjamin Schechter | Producer
 Solon Quinn | Writer | Director | Editor
 Benjamin Richardson | Director of Photography





PUBLIC SERVICE – DIGITAL ADVERTISING

Imagine A World Without Hate



The Advertising Club of New York
Publicis Kaplan Thaler | Agency
Anti-Defamation League | Advertiser
Rob Feakins | CCO
Linda Kaplan Thaler | Chairman | ECD
Whitney Pillsbury | Creative Director
Jason Graff | Creative Director
Lisa Bifulco | Chief Producer Officer | Agency Producer
Digital Kitchen | Production Company
Eric Oldrin | Executive Producer
Paul Williamson | Producer
Matt Mulder | ECD | Digital Kitchen
Josh Hayward | Creative Director | Digital Kitchen
Morgan Henry | Director of Photography
Slavka Kuehn | Editor



PUBLIC SERVICE – DIGITAL ADVERTISING

Oh Mo He Didn't - Movember Website



Philly Ad Club
Brownstein Group | Agency
Personal/Public Service | Advertiser
Kenny Kim | Sr. Art Director
Tiffany Kelly | Copywriter
Marcello De Feo | Sr. Web Developer
Will Murdoch | Web Developer
Kyle Ferino | Photographer



PUBLIC SERVICE – DIGITAL ADVERTISING

The Lucky One



DC Ad Club
522 Productions | Agency
Children's National Medical Center | Advertiser
Chad Vossen | Creative Director | Co-owner
Tristan Pelligrino | Marketing Director | Co-owner
Chris Jurcak | Director | Editor



PUBLIC SERVICE – OUT-OF-HOME

CARE Communities



Pittsburgh Advertising Federation
Brunner | Agency
CARE | Advertiser
Rob Schapiro | VP | Chief Creative Officer
Jay Giesen | VP | Executive Creative Director
Rob Schapiro | Chief Creative Officer
Lindy Gross | Creative Director
Derek Julin | Senior Art Director
Kevin Corfield | ACD | Copywriter
Kelly Nesbitt/Flora Bagenal | Producers
Patti Siegel | Director of Account Management
Ginger Williford | Account Director
Kim Tarasi | Project Director
Vincent Dixon, Brite Productions | Photographer
Kilato, Tom Karcher | Retouching





PUBLIC SERVICE – OUT-OF-HOME

CARE Education

Pittsburgh Advertising Federation

Brunner | Agency

CARE | Advertiser

Jay Giesen | VP | Executive Creative Director

Rob Schapiro | Chief Creative Officer

Lindy Gross | Creative Director

Derek Julin | Senior Art Director

Kevin Corfield | ACD | Copywriter

Kelly Nesbitt | Producer

Patti Siegel | Director of Account Management

Ginger Williford | Account Director

Kim Tarasi | Project Director

Vincent Dixon, Brite Productions | Photographer

Kilato, Tom Karcher | Retouching



PUBLIC SERVICE – NON-TRADITIONAL

From One Second to the Next

The Advertising Club of New York

BBDO New York | Agency

AT&T | Advertiser

David Lubars | Chief Creative Officer

Erik Fahrenkopf/LP Tremblay | Executive Creative Directors

Peter Albores/Hunter Fine | Creative Directors

Peter Albores | Art Director

Hunter Fine | Copywriter

Julie Collins | Group Executive Producer

George Sholley | Agency Producer

Melissa Chester | Music Producer

Deborah von Kutzleben/Carolyn Phillips/

Kristen Roche/Allison Chait | Account Team

Saville Productions | Production Company

Werner Herzog | Director

Peter Zeitlinger | Director of Photography

Rock Paper Scissors | Editing House

Joe Bini | Editor

Mark Degli Antoni | Composer

A52 | Visual Effects Company



PUBLIC SERVICE – NON-TRADITIONAL

CARE Electricity

Pittsburgh Advertising Federation

Brunner | Agency

CARE | Advertiser

Rob Schapiro | VP | Chief Creative Officer

Jay Giesen | VP | Executive Creative Director

Lindy Gross | Creative Director

Derek Julin | Senior Art Director

Kevin Corfield | ACD | Copywriter



PUBLIC SERVICE – SINGLE MEDIUM CAMPAIGN (FOR CATEGORIES 63-68)

The Millennial Trains Project Posters

DC Ad Club

GMMB | Agency

The Millennial Trains Project | Advertiser

Jeff Martin | SVP | Creative Director | AD

Bruce Gray | Associate Creative Director | Writer





PUBLIC SERVICE – SINGLE MEDIUM CAMPAIGN (FOR CATEGORIES 63-68)



Choose Health Delaware

Philly Ad Club
ab+c Creative Intelligene | Agency
State of Delaware | Advertiser
Joe Dawson | Writer
Tony Ross | Creative Director
Zach Phillips | Director
The Kitchen | Production

PUBLIC SERVICE – SINGLE MEDIUM CAMPAIGN (FOR CATEGORIES 63-68)



CARE Package Print Campaign

Pittsburgh Advertising Federation
Brunner | Agency
CARE | Advertiser
Jay Giesen | VP | Executive Creative Director
Rob Schapiro | Chief Creative Officer
Lindy Gross | Creative Director
Derek Julin | Senior Art Director
Kevin Corfield | ACD | Copywriter
Kelly Nesbitt, Flora Bagenal | Producers
Patti Siegel | Director of Account Management
Ginger Williford | Account Director
Kim Tarasi | Project Director
Vincent Dixon, Tom Cwenar | Photographers
Kilato, Tom Karcher | Retouching



PUBLIC SERVICE – INTEGRATED CAMPAIGN (FOR CATEGORIES 63-68)



CARE Package Integrated Campaign

Pittsburgh Advertising Federation
Brunner | Agency
CARE | Advertiser
Jay Giesen | VP | Executive Creative Director
Rob Schapiro | Chief Creative Officer
Lindy Gross | Creative Director
Derek Julin | Senior Art Director
Kevin Corfield | ACD | Copywriter
Kelly Nesbitt, Flora Bagenal | Producers
Patti Siegel | Director of Account Management
Ginger Williford | Account Director
Kim Tarasi | Project Director
Vincent Dixon, Tom Cwenar | Photographers
Kilato, Tom Karcher | Retouching



PUBLIC SERVICE – INTEGRATED CAMPAIGN (FOR CATEGORIES 63-68)



98% Human Integrated Campaign

The Advertising Club of New York
BBDO New York | Agency
PETA | Advertiser
David Lubars | Chief Creative Officer
Toygar Bazarkeya | Executive Creative Director
Alessandro Fruscella | Copywriter
Daniel Aykurt/Quoc-Chau Doan | Art Directors
Quoc-Chau Doan/Czar Dizon | Designers
Diana Try | Online Producer
Joe Croson | Online Executive Producer
Ben Griffiths/Alfredo Lang | Account Team
TheColorField | Interactive Company





ADVERTISING INDUSTRY – COLLATERAL (BROCHURES, POSTERS, ETC.)

Neenah In San Francisco

DC Ad Club
Design Army | Agency
Neenah Paper | Advertiser
Pum Lefebure | Creative Director
Jake Lefebure | Creative Director
Matt Chase | Sr. Designer



ADVERTISING INDUSTRY – COLLATERAL (BROCHURES, POSTERS, ETC.)

Ideaworks Calendar

AAF-Northeast Pennsylvania
Ideaworks Food Marketing | Agency
Ideaworks Food Marketing | Advertiser
Carrie Gregory | Creative Director
Patty Pugh | Vice President | Operations
Kelly Letukas | Graphic Designer
Bill Harkins | Graphic Designer
John Boyle | Graphic Designer
Renita Fennick | Communications Director



ADVERTISING INDUSTRY – PRINT

You in Review

AAF-Baltimore
ADG Creative | Agency
ADG Creative | Advertiser
Jeff Antkowiak | Chief Creative Officer
Mary Wilcox | Associate Creative Director
Rachel Kalin | Designer
Joyce Whitney | Director of Creative Services



ADVERTISING INDUSTRY – DIGITAL ADVERTISING

Mission Website

AAF-Baltimore
Mission | Agency
Mission Media | Advertiser
Todd Harvey | Creative Director
Mike Eger | Digital Director
Patrick Lamond | Associate Creative Director
Peter Brown | Art Director
Tracy Brauner | Art Director
Mike Scherr | Developer | Programmer
Matt Oseland | Programmer



ADVERTISING INDUSTRY – DIGITAL ADVERTISING

Brunner Social

Pittsburgh Advertising Federation
Brunner | Agency
Brunner | Advertiser
Rob Schapiro | Chief Creative Officer
Jay Giesen | Executive Creative Director
Dan Magdich | Art Director
Brandon Poole, Nicole Incardone | Copywriters
Michelle Bauer, Aleksandra Radich | Studio Designers





ADVERTISING INDUSTRY – DIRECT MARKETING/SPECIALTY ITEMS

Gumbo and Mistletoe 2013

AAF-Baltimore
 ADG Creative | Agency
 ADG Creative | Advertiser
 Jeff Antkowiak | Chief Creative Officer
 Mary Wilcox | Associate Creative Director
 Ashley Hooker | Designer
 Joyce Whitney | Director of Creative Services



ADVERTISING INDUSTRY – DIRECT MARKETING/SPECIALTY ITEMS

Neenah CLASSIC Folders

DC Ad Club
 Design Army | Agency
 Neenah Paper | Advertiser
 Pum Lefebure | Creative Director
 Jake Lefebure | Creative Director
 Jamie Lopez | Designer
 Matt Chase | Sr. Designer
 Mirna Raduka | Sr. Designer
 S.W. Smith | Copywriter



ADVERTISING INDUSTRY – CARDS, INVITATIONS OR ANNOUNCEMENTS
 (SPECIAL EVENT MATERIAL)

Gumbo and Mistletoe 2013

AAF-Baltimore
 ADG Creative | Agency
 ADG Creative | Advertiser
 Jeff Antkowiak | Chief Creative Officer
 Mary Wilcox | Associate Creative Director
 Ashley Hooker | Designer
 Joyce Whitney | Director of Creative Services



ADVERTISING INDUSTRY – CARDS, INVITATIONS OR ANNOUNCEMENTS
 (SPECIAL EVENT MATERIAL)

Havastivus

AAF-Baltimore
 Havas Discovery | Agency
 Havas Discovery | Advertiser
 Liz Griffith | Associate Creative Director
 Scott Robertson | Associate Creative Director
 Giselle Archibald | Senior Interactive Art Director
 Jamie Gray | Interactive Art Director
 John Benson | Interactive Developer
 Tim Hill | Front-End Developer
 Mia Carosi | Account Executive
 Amy Casbon | Production Manager



ADVERTISING INDUSTRY – CARDS, INVITATIONS OR ANNOUNCEMENTS
 (SPECIAL EVENT MATERIAL)

Wall-to-Wall Occasional Cards, 2013

Pittsburgh Advertising Federation
 Wall-to-Wall Studios | Agency
 Wall-to-Wall Studios | Advertiser
 Larkin Werner | Creative Director
 Jim Hargreaves, Alex Berdis | Design & Illustration
 Larkin Werner, Alex Berdis | Copywriters
 Raff Printing, Gary Hill | Printing





ADVERTISING INDUSTRY SELF-PROMOTION –
INTEGRATED CAMPAIGN (FOR CATEGORIES 70-71)

ADDY Mixed Media

Advertising Club of Buffalo
Crowley Webb | Agency
Crowley Webb | Advertiser
Pete Reiling | Copywriter
Lillian Selby | Art Director
Jeff Pappalardo & David Buck | Creative Directors
Rhea Anna & Pete Reiling | Photographers
Warren Stanek | Photo retouching
Kari Maslak | Production Artist
Jon Gerlach | Programmer
Mary Kroll | Production Manager
Tucker Printing | Printer
Tricia Barrett | Account Executive
Matt McCarthy | Print Production Coordinator



ADVERTISING INDUSTRY SELF-PROMOTION –
INTEGRATED CAMPAIGN (FOR CATEGORIES 70-71)

Gumbo and Mistletoe 2013

AAF-Baltimore
ADG Creative | Agency
ADG Creative | Advertiser
Jeff Antkowiak | Chief Creative Officer
Mary Wilcox | Associate Creative Director
Ashley Hooker | Designer
Joyce Whitney | Director of Creative Services



ELEMENTS OF ADVERTISING – COPYWRITING

What I Ate

The Advertising Club of New York
Publicis Kaplan Thaler | Agency
P&G/Zzzquil | Advertiser
Rob Feakins | CCO
Joseph Johnson | ECD
Liz Rosenthal | Scriptwriter
Lauren Schneidmuller | Agency Producer
Phantom Audio | Production Company
Mary Ruth | Producer



ELEMENTS OF ADVERTISING – LOGO

Brew & Brew logo

AAF-Baltimore
Marriner Marketing Communications | Agency
Marriner Marketing Communications | Advertiser
Mike Sidlowski | Art Director
Dave Wolinski | Production Manager

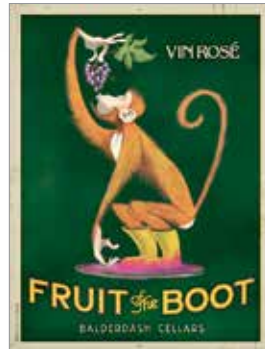


ELEMENTS OF ADVERTISING – LOGO

Odin Crossfit Identity

AAF-Greater Frederick
Tribe | Agency
Odin Crossfit | Advertiser
Seth Sirbaugh | Creative Director
Robby Prall | Art Director





ELEMENTS OF ADVERTISING – ILLUSTRATION, SINGLE

Grooming Book

The Advertising Club of New York
 BBDO New York | Agency
 Procter & Gamble/The Art of Shaving | Advertiser
 David Lubars | Chief Creative Officer
 Cesar Finamori | Senior Creative Director | Art Director
 Kara Goodrich | Senior Creative Director | Copywriter
 Ben Griffiths | Account Team
 Cesar Finamori | Illustrator



ELEMENTS OF ADVERTISING – ILLUSTRATION, SINGLE

Balderdash Cellars/ Fruit of the Boot Illustration

Albany Advertising Federation
 Winstanley Partners | Agency
 Balderdash Cellars | Advertiser
 Ralph Frisina | Creative Director | Illustrator



ELEMENTS OF ADVERTISING – ILLUSTRATION, CAMPAIGN

Trigger Print Campaign (Balloon/Grenade/Matches)

The Advertising Club of New York
 BBDO New York | Agency
 Procter & Gamble/Gillette | Advertiser
 David Lubars | Chief Creative Officer
 Toygar Bazarkaya | Executive Creative Director
 Jon Krevolin | Creative Director
 Daniel Aykurt | Art Director
 Alessandro Fruscella | Copywriter
 Sara Gold | Art Buyer
 Matt Mason/Laura Leatherberry/Jack Leonard | Account Team
 Ricardo Martinez | Illustrator



ELEMENTS OF ADVERTISING – ILLUSTRATION, CAMPAIGN

Bethesda Softworks - Wolfenstein Key Art

DC Ad Club
 AKQA | Agency
 Bethesda Softworks | Advertiser
 Michael Powell | Creative Director
 Akira Takahashi | Creative Director
 Serg Souleiman | Art Director
 Ed Davis | Account Director
 Paul Chang | Production Lead
 Adam Abbruzzese | Account Executive
 John Chalfant | CG Artist



ELEMENTS OF ADVERTISING – ILLUSTRATION, CAMPAIGN

Composer Wine Label Illustration Campaign

AAF-Greater Frederick
 Jean Peterson Design | Agency
 Catoctin Breeze Vineyard | Advertiser
 Lisa Gorham | Graphic Designer | Illustrator
 Jean Peterson | Creative Team Member
 Emily Dorr | Creative Team Member
 Erin Tinney | Creative Team Member
 Susie Mulligan | Creative Team Member
 Mike Jandora | Creative Team Member
 Hilary Hollebon | Creative Team Member
 Innovative Labeling Solutions | Printer





ELEMENTS OF ADVERTISING – PHOTOGRAPHY, COLOR

CARE Prosperity

Pittsburgh Advertising Federation

Brunner | Agency

CARE | Advertiser

Jay Giesen | VP | Executive Creative Director

Rob Schapiro | Chief Creative Officer

Lindy Gross | Creative Director

Derek Julin | Senior Art Director

Kevin Corfield | ACD | Copywriter

Kelly Nesbitt, Flora Bagenal | Producer

Patti Siegel | Director of Account Management

Ginger Williford | Account Director

Kim Tarasi | Project Director

Vincent Dixon, Brite Productions | Photographer

Kilato, Tom Karcher | Retouching



ELEMENTS OF ADVERTISING – PHOTOGRAPHY, COLOR

Pittsburgh Kid 3

Pittsburgh Advertising Federation

Cwenaar Photography | Agency

Paul Spadfora | Advertiser

Tom Cwenaar | Photographer

Bob Martin | Producer

Cory Morton | Assistant

Mike Herbay | Assistant



ELEMENTS OF ADVERTISING – PHOTOGRAPHY, COLOR

Pittsburgh Kid 5

Pittsburgh Advertising Federation

Cwenaar Photography | Agency

Paul Spadfora | Advertiser

Tom Cwenaar | Photographer

Bob Martin | Producer

Cory Morton | Assistant

Mike Herbay | Assistant



ELEMENTS OF ADVERTISING – PHOTOGRAPHY, CAMPAIGN

Dirty Plates

The Advertising Club of New York

Publicis Kaplan Thaler | Agency

P&G/ Cascade | Advertiser

Rob Feakins | CCO

Scott Davis | Creative Director | Art Director

Jean Rhode | Copywriter

Michael Feher | Photographer



ELEMENTS OF ADVERTISING – PHOTOGRAPHY, CAMPAIGN

Woody Boater image series

DC Ad Club

SmithGifford | Agency

Woody Boater | Advertiser

Matt Smith | CEO

Bill Cutter | Creative Director

Shaun Fenn | Photographer

Karen Riordan | President





ELEMENTS OF ADVERTISING – PHOTOGRAPHY, CAMPAIGN



Pittsburgh Kid

Pittsburgh Advertising Federation
Cwenar Photography | Agency
Paul Spadafora | Advertiser
Tom Cwenar | Photographer
Bob Martin | Producer
Cory Morton | Assistant
Mike Herbay | Assistant



ELEMENTS OF ADVERTISING – PHOTOGRAPHY, CAMPAIGN



1961 cocktails

Rochester Advertising Federation
Studio 2B | Agency
1961 Vodka | Advertiser
Rich Brainerd | Photographer
Rich Brainerd/Digital Lightning | Retoucher
Ann McAllister | Creative Director
Mark Stone | Chief Creative Officer
Andrea Swierat | Art Director



ELEMENTS OF ADVERTISING – PHOTOGRAPHY, CAMPAIGN



2eat2drink-the food

Rochester Advertising Federation
Studio 2B | Agency
Studio 2B | Advertiser
Rich Brainerd | Photographer
Rich Brainerd/Digital Lightning | Retoucher



ELEMENTS OF ADVERTISING – PHOTOGRAPHY, CAMPAIGN



2eat2drink-NOLA Jazz

Rochester Advertising Federation
Studio 2B | Agency
Studio 2B | Advertiser
Rich Brainerd | Photographer
Rich Brainerd/Digital Lightning | Retoucher

ELEMENTS OF ADVERTISING – PHOTOGRAPHY, CAMPAIGN



Middle Ages Brewery Poster Campaign

Rochester Advertising Federation
Myers Creative Imaging | Agency
Middle Ages Brewing Company | Advertiser
John Myers | Photographer
Dion Pender | Art Director
Duane Bombard | Copywriter
AMS Models and Talent | Talent Agency
Nexus Personal Management | Talent Agency
Exxcel Model and Talent | Talent Agency
Mary Therese Friel | Talent Agency
Eric Barbehenn/Hac Job/Will Strawser/Warren Stanek | Retouching
Kathy DiCeasare | Wardrobe Stylist
Lorrie Lynn | Hair and Makeup Stylist





ELEMENTS OF ADVERTISING – ANIMATION OR SPECIAL EFFECTS

98% Human

The Advertising Club of New York
BBDO New York | Agency
PETA | Advertiser
David Lubars | Chief Creative Officer
Toygar Bazarkaya | Executive Creative Director
Alessandro Fruscella | Copywriter
Daniel Aykurt | Art Director
Brian Mitchell | Executive Producer
Tara Leinwohl | Senior Producer
Rani Vaz | Director of Music | Radio Production
Ben Griffiths/Alfredo Lang | Account Team
The Mill Plus | Production Company
Angus Kneale | Director
Lost Planet | Editing House
Max Koepke | Editor
Alessandra Lacorazzo | Assistant Editor
Sonic Union/Henryboy | SFX
Paul Weiss | Audio Mixer
Bill Chesley | Sound Designer
Alex Allain/Henning Koczy/Navdeep Singh | Animation



ELEMENTS OF ADVERTISING – ANIMATION OR SPECIAL EFFECTS

Mentor Up intro video

DC Ad Club
Hager Sharp | Agency
AARP Foundation | Advertiser
Craig Coughlin | Art Director
Mike Gallagher | Creative Director
Melissa Zuckerman/Amy Friess/Jim Healy | Account Service
Jennifer Dusenbury | Account Planning
Man vs. Magnet | Production Company
Sunday Ent | Music



ELEMENTS OF ADVERTISING – ANIMATION OR SPECIAL EFFECTS

Spyder

Pittsburgh Advertising Federation
Animal, Inc | Agency
Spyder Active Sports Inc | Advertiser
Samm Hodges | Director
Lenny Wilson | 3D Animator
Nathan Voltz | Producer
Steve Hoover | Editor



ELEMENTS OF ADVERTISING – CINEMATOGRAPHY

Basketball

The Advertising Club of New York
BBDO New York | Agency
Diageo/Guinness | Advertiser
David Lubars | Chief Creative Officer
Greg Hahn/Mike Smith | Executive Creative Directors
Dan Lucey/Chris Beresford-Hill/
Tom Kraemer/Wil Boudreau | Senior Creative Directors
Chris Beresford-Hill/Tom Kraemer | Copywriters
Dan Lucey | Art Director
David Rolfe | Director of Integrated Production
Kevin Wilson | Executive Producer
Tricia Lentini | Senior Content Producer
Loren Parkins | Music Producer
Biscuit Filmworks | Production Company
Noam Murro | Director
Simon Duggan | Director of Photography
Work Editorial | Editing House
Neil Smith | Editor
Adam Witten | Assistant Editor
Absolute Post | Visual Effects Company
Brian Emrich | Sound Designer





ELEMENTS OF ADVERTISING – CINEMATOGRAPHY



Seals

The Advertising Club of New York
Publicis Kaplan Thaler | Agency
P&G/ Dawn | Advertiser
Rob Feakins | CCO
Frank Bele | Creative Director
Andy Landorf | Creative Director
Kim Bartkowski | Creative Director
Greg Meyers | Art Director
Jeff Seide | Copywriter
Amanda Melson | Copywriter
Chris Michael | Copywriter
Hadleigh Arnst | Agency Producer
Theresa Notartomaso | Agency Music Producer
Hero Content | Production Company
Stephen Frandsen | Director



ELEMENTS OF ADVERTISING – INTERFACE & NAVIGATION



Interface Media Group Website

DC Ad Club
Interface Media Group | Agency
Interface Media Group | Advertiser
Interface Media Group | Digital Media Team



ELEMENTS OF ADVERTISING – INTERFACE & NAVIGATION



BG.Com

Philly Ad Club
Brownstein Group | Agency
Brownstein Group | Advertiser
Dan Shepelavy | Executive Creative Director
Colleen Masters | Associate Creative Director
Tiel Wise | Associate Creative Director
Kenny Kim | Sr. Art Director
James Olstein | Art Director
Kyle Ferino | Photographer
Sean Riley | Digital Production Lead
Mike McAllister | Technology Manager
Marcello De Feo | Sr. Web Developer
Kellia Murnane | Production
Justin Spinozzi | Production
Mark Schaeffer | Production



ELEMENTS OF ADVERTISING – RESPONSIVE DESIGN



Waterfront Hotel Website

AAF-Baltimore
TBC, Inc. | Agency
Waterfront Hotel | Advertiser
Liz Matthews | Interactive Developer
Brad Meerholz | Design Director
Todd DeRemegis | Graphic Designer



ELEMENTS OF ADVERTISING – RESPONSIVE DESIGN



Avenir Place Website

DC Ad Club
Merrick Towle Communications | Agency
Mill Creek Residential Trust | Advertiser
Jason Knauer | Creative Director
Joe Symoski | Art Director
Gregg Hutson | Copywriter
Greg McCracken | Developer
Courtney Dietz | Senior Account Executive
Sean Ruberg | Strategic Planner

student advertising awards



SALES PROMOTION – PACKAGING

Café Vienna Coffee Packaging (KD)

AAF-Greater Frederick
Susquehanna University | Educational Institution
Krystal Duke | Awardee



SALES PROMOTION – PACKAGING

The Bread Box

Advertising Club of Buffalo
Villa Maria College | Educational Institution
Brittney Sikora | Awardee



SALES PROMOTION – PACKAGING

Blood Type Foundry Magalog

DC Ad Club
University of Maryland, College Park | Educational Institution
Brittany O'Brien | Awardee
Brooke Goren | Awardee
Grant McFarland | Awardee
Princetta Jarry | Awardee



SALES PROMOTION – PACKAGING

The Ultimate Rivalry DVD (JV)

AAF-Greater Frederick
Susquehanna University | Educational Institution
Joey Vivaqua | Awardee



COLLATERAL MATERIAL - BROCHURE/ANNUAL REPORT

Full Circle Social Sustainability Report

AAF-Greater Frederick
James Madison University | Educational Institution
Joshua Diaz | Awardee



COLLATERAL MATERIAL - BROCHURE/ANNUAL REPORT

How to Cards for Car Maintenance

Erie Ad Club
Edinboro University | Educational Institution
Ashley Lulkovitz | Awardee



COLLATERAL MATERIAL - BROCHURE/ANNUAL REPORT

Acorn Sign Graphics Social Sustainability Report

AAF-Greater Frederick
James Madison University | Educational Institution
Jacob Melton | Awardee





COLLATERAL MATERIAL – POSTER, SINGLE

Through Kubrick's Eyes

Erie Ad Club
Edinboro University | Educational Institution
Liz Venuto | Awardee



COLLATERAL MATERIAL – POSTER, SINGLE

Death of a Salesman Poster (CS)

AAF-Greater Frederick
Susquehanna University | Educational Institution
Colton Schools | Awardee



COLLATERAL MATERIAL – POSTER, SINGLE

Gaslight Anthem Poster (CSI)

AAF-Greater Frederick
Susquehanna University | Educational Institution
Colton Schools | Awardee



COLLATERAL MATERIAL – POSTER, SINGLE

Elmer Gantry Poster

AAF-Greater Frederick
Susquehanna University | Educational Institution
Colton Schools | Awardee



COLLATERAL MATERIAL – POSTER, SINGLE

Eat Local

AAF-Northeast Pennsylvania
Marywood University | Educational Institution
Sara Lynn Luciano | Awardee



COLLATERAL MATERIAL – POSTER, CAMPAIGN

Animal Extinction Advocacy Posters

Erie Ad Club
Edinboro University | Educational Institution
Emily Speakman | Awardee



COLLATERAL MATERIAL – COVER

Postive Negative Magazine

Rochester Advertising Federation
Rochester Institute of Technology | Educational Institution
Claire Britt | Art Director
Nick Tyler | Design Editor
Andrew Hallinan | Photo Editor
Chelsie Craig | Art Director
Ethan Herrington | Photographer



student advertising awards



COLLATERAL MATERIAL – COVER

JFK Book Jacket (CS)

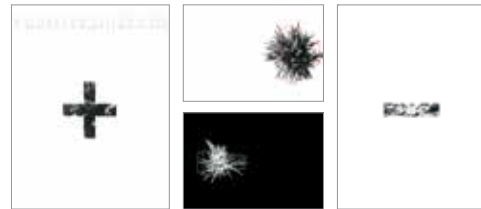
AAF-Greater Frederick
Susquehanna University | Educational Institution
Colton Schools | Awardee



COLLATERAL MATERIAL – MAGAZINE DESIGN (ENTIRE MAGAZINE)

Positive Negative Magazine

Rochester Advertising Federation
Rochester Institute of Technology | Educational Institution
Claire Britt | Art Director
Chelsie Craig | Art Director
Andrew Hallinan | Photo Editor
Nick Tyler | Design Editor
Ethan Herrington | Photographer
Dan Wang | Video for Web
Farrah Julin | Website Direction



COLLATERAL MATERIAL – MAGAZINE DESIGN (ENTIRE MAGAZINE)

GYPSY Magazine (KR)

AAF-Greater Frederick
Susquehanna University | Educational Institution
Katie Ragan | Awardee



COLLATERAL MATERIAL – BOOK DESIGN (ENTIRE BOOK)

Chimera IO

Erie Ad Club
Edinboro University | Educational Institution
Megan Kiene | Art Director
Stephen Parks | Art Director
Zackary Stiltenspole | Designer
Jesse Decker | Designer
Carly Utegg | Designer
Riley Wycoff | Designer
Andrew Considine | Designer
Pauline Goan | Designer
Kristen Herrmann | Designer



COLLATERAL MATERIAL – BOOK DESIGN (ENTIRE BOOK)

Blood Type Foundry Magalog

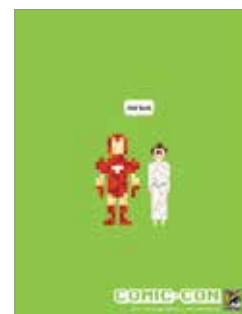
DC Ad Club
University of Maryland, College Park | Educational Institution
Brittany O'Brien | Awardee
Brooke Goren | Awardee
Grant McFarland | Awardee
Princetta Jarry | Awardee



CONSUMER OR TRADE PUBLICATION – CAMPAIGN

Comic-Con Ad Campaign (ES)

AAF-Greater Frederick
Susquehanna University | Educational Institution
Erica Simon | Awardee





DIGITAL ADVERTISING – MOBILE APPS

Kho Medical

Rochester Advertising Federation
 Rochester Institute of Technology | Educational Institution
 Paul Forgiore | Awardee



INTEGRATED CAMPAIGNS – CONSUMER

Integrated Branding System for Black Flask

Albany Advertising Federation
 The College of Saint Rose | Educational Institution
 Janna Czepiel | Awardee
 Jennifer Wilkerson | Art Director



INTEGRATED CAMPAIGNS – CONSUMER

United DAYcations

The Advertising Club of New York
 Miami Ad School | Educational Institution
 Jenna Lowy | Art Director
 Greg Kissler | Copywriter



INTEGRATED CAMPAIGNS – CONSUMER

Chimera Soiree Collateral and Branding 2013-14

Erie Ad Club
 Edinboro University of Pennsylvania | Educational Institution
 Chimera Promotions Team 2013-14 | Awardee
 Matt Blaisdell | Co-Director
 Ashley Lulkovitz | Co-Director
 Matt Fuller | Assistant Director
 Logan Craig | Designer
 Becky Ficcardi | Designer
 Kelly Gabor | Designer
 Brandon Lamm | Designer
 Andrew Considine | Student Advisor



ELEMENTS OF ADVERTISING – ELEMENTS OF ADVERTISING - COPYWRITING

Step Up for Kids

Advertising Club of Buffalo
 St. Bonaventure University | Educational Institution
 Alyssa Hamilton | Awardee



ELEMENTS OF ADVERTISING – LOGO

The Hive

AAF-Greater Frederick
 James Madison University | Educational Institution
 Megan Learn | Awardee



ELEMENTS OF ADVERTISING – ILLUSTRATION, SINGLE

Stay Hungry

AAF-Northeast Pennsylvania
 Marywood University | Educational Institution
 Ashley Kujat | Awardee





SALES PROMOTION – SINGLE UNIT

Meat America

Philly Ad Club
 Dominic Episcopo Photography | Agency
 Dominic Episcopo photography | Advertiser
 Dominic Episcopo | Photographer
 Jordan Goldenberg | Creative Director



OUT-OF-HOME – CAMPAIGN

**The Campaign That Broke
 All the Records (Heaviest/
 Smallest/Staring/Typoest)**

The Advertising Club of New York
 BBDO New York | Agency
 Guinness Book of World Records | Advertiser
 David Lubars | Chief Creative Officer
 Grant Smith/Danilo Boer | Senior Creative Directors
 Danilo Boer/Sei Rey Ho | Art Directors
 Grant Smith | Copywriter
 Sei Rey Ho | Designer



DIGITAL ADVERTISING – PRODUCTS

Living Portraits Interactive Campaign



The Advertising Club of New York
BBDO New York | Agency
Pepsi-Cola Company/Mountain Dew | Advertiser
David Lubars | Chief Creative Officer
Tim Bayne/Lauren Connolly | Executive Creative Directors
Eduardo Petersen | Art Director
Chris Cannon | Copywriter
Julian Katz | Group Executive Producer
Rani Vaz | Director of Music | Radio Production
Loren Parkins | Music Producer
Psyop/Smuggler | Production Company
Firstborn | Interactive Company
Psyop | Director





PUBLIC SERVICE – DIGITAL ADVERTISING

Imagine A World Without Hate

The Advertising Club of New York
 Publicis Kaplan Thaler | Agency
 Anti-Defamation League | Advertiser
 Rob Feakins | CCO
 Linda Kaplan Thaler | Chairman | ECD
 Whitney Pillsbury | Creative Director
 Jason Graff | Creative Director
 Lisa Bifulco | Chief Producer Officer | Agency Producer
 Digital Kitchen | Production Company
 Eric Oldrin | Executive Producer
 Paul Williamson | Producer
 Matt Mulder | ECD | Digital Kitchen
 Josh Hayward | Creative Director | Digital Kitchen
 Morgan Henry | Director of Photography
 Slavka Kuehn | Editor

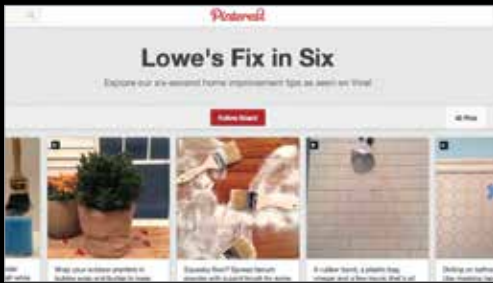


ADVERTISING FOR THE ARTS & SCIENCES – SINGLE MEDIUM CAMPAIGN (FOR CATEGORIES 56-61)

Fell's Point Fun Festival Posters

AAF-Baltimore
 TBC, Inc. | Agency
 Fell's Point Main Street | Advertiser
 Jason Smith | Graphic Designer | Illustrator
 Jeff Alphin | Copywriter





DIGITAL ADVERTISING – CAMPAIGN

Lowe's Vine Fix in Six Campaign



The Advertising Club of New York
 BBDO New York | Agency
 Lowe's | Advertiser
 David Lubars | Chief Creative Officer
 Tim Bayne/Lauren Connolly/Wil Boudreau | Executive Creative Directors
 Dominick Baccollo | Creative Director
 Roberto Danino | Copywriter
 Danny Adrain | Art Director
 David Rolfe | Director of Integrated Production
 Theresa Reyes | Agency Producer
 Daniel Murphy | Interactive Producer
 Michael Gentile | Assistant Producer
 Francine Li/Bob Estrada/Tom Lamb/Ricki Barger/Chris Ahern/Brad Walters/Marisa Graven/Nicole Landesman/Zach Pentel | Account Team
 BBDO New York | Production Company
 Meagan Cignoli | Director



TELEVISION – PRODUCTS

Basketball



The Advertising Club of New York
 BBDO New York | Agency
 Diageo/Guinness | Advertiser
 David Lubars | Chief Creative Officer
 Greg Hahn/Mike Smith | Executive Creative Directors
 Dan Lucey/Chris Beresford-Hill/
 Tom Kraemer/Wil Boudreau | Senior Creative Directors
 Chris Beresford-Hill/Tom Kraemer | Copywriters
 Dan Lucey | Art Director
 David Rolfe | Director of Integrated Production
 Kevin Wilson | Executive Producer
 Tricia Lentini | Senior Content Producer
 Loren Parkins | Music Producer
 Biscuit Filmworks | Production Company
 Noam Murro | Director
 Simon Duggan | Director of Photography
 Work Editorial | Editing House
 Neil Smith | Editor
 Adam Witten | Assistant Editor
 Absolute Post | Visual Effects Company
 Brian Emrich | Sound Designer



ELEMENTS OF ADVERTISING – ILLUSTRATION, CAMPAIGN

Trigger Print Campaign (Balloon/Grenade/Matches)

The Advertising Club of New York

BBDO New York | Agency

Procter & Gamble/Gillette | Advertiser

David Lubars | Chief Creative Officer

Toygar Bazarkaya | Executive Creative Director

Jon Krevolin | Creative Director

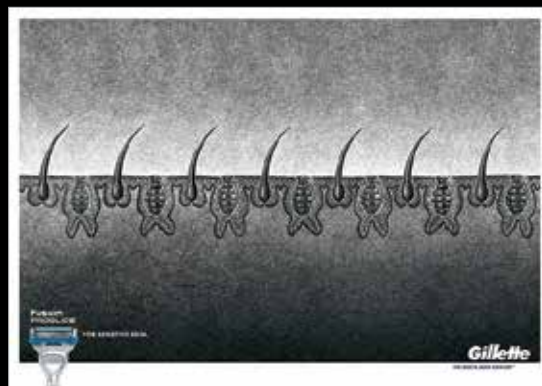
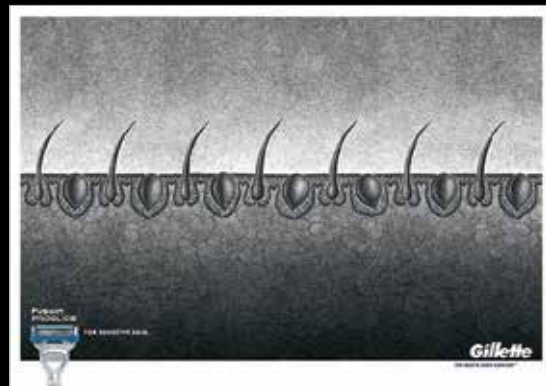
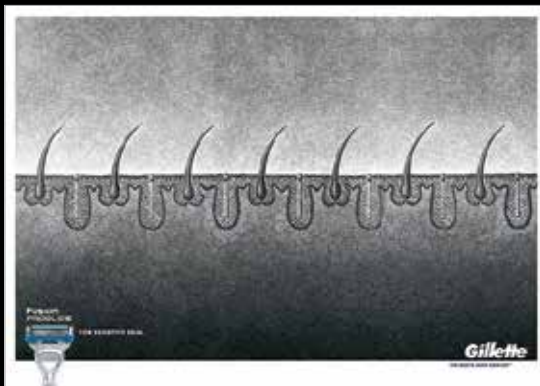
Daniel Aykurt | Art Director

Alessandro Fruscella | Copywriter

Sara Gold | Art Buyer

Matt Mason/Laura Leatherberry/Jack Leonard | Account Team

Ricardo Martinez | Illustrator



AAF
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istrict