

SALES & MARKETING**Collateral - Publication Design - Book Design****Silver ADDY Award**

Entrant: Havas New York

Client: RB / d-CON

Title: Daddy, Why is That Mouse Sleeping?

Credits: Toygar Bazarkaya, Chief Creative Officer, Americas;
Jason Musante, Group Executive Creative Director;
Israel Garber, Global Executive Creative Director;
Kate McCagg, Group Creative Director; Nicole Miller, Creative Director;
Marta Llop, Junior Designer; Maurizio Santucci, Illustrator;
Elisa Cerri, Illustrator; Ruth Esponda, Senior Planner;
Julie Rosenoff, Head of Art Buying;
Holden Weintraub, Studio Director; Alex Tasch, Art Buyer

PRINT ADVERTISING**Magazine Advertising -
Magazine Advertising Campaign****Gold ADDY Award**

Entrant: BBDO New York

Client: Mars Chocolate North America - Snickers

Title: Hunger Issues

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Peter Kain/ Gianfranco Arena/ Ross Saunders/ Allison Baker/
Jacque Lombardo, Executive Creative Director/ Executive Creative Director/
Associate Creative Director/ Associate Creative Director/ Designer;
Betsy Jablow/ Billy Seigrist, Art Buyer/ Photographer;
Kirsten Flanik/ Susannah Keller/ Josh Steinman/ Tani Corbacho/ Nick Robbins/
Jocelyn Choi/ Sean Stogner/ Alaina Crystal, Account & Planning Teams

Silver ADDY Award

Entrant : gyro New York

Client: Medidata

Title: The Architecture of Hope

Credits: Vito Zarrillo, Executive Creative Director;
Marco Walls, Creative Director; Jaime Schwarz, Creative Director;
Sebastian Andreassen, Sr. Art Director; Alex Sprouse, Sr. Art Director;
Wesley Vanderpool, Jr. Art Director; Devin Sullivan, Jr. Art Director;
Colin Quinn, Sr. Copywriter; Brian Smith, Jr. Copywriter;
Nicole Paladino, Account Supervisor; Todd Scheifele, Producer;
Brett Schindler, Project Manager

Silver ADDY Award

Entrant: DeVito/Verdi

Client: Mount Sinai Health System

Title: Mount Sinai. For you. For life.

Credits: Vinny Tulley, Creative Director; Sal DeVito, Chief Creative Officer;
Bob Fregen, Creative Director/ Copywriter; Rodney Pringle, Print Producer;
John Doepp, Print Producer / Studio Supervisor; Eric Schutte, Creative
Director/Art Director; John Devito, Creative Director / Copywriter

Newspaper Advertising - Full Page - Single Unit**Silver ADDY Award**

Entrant : Havas New York

Client: RB / K-Y

Title: Snabbit

Credits: Toygar Bazarkaya, Chief Creative Officer, Americas;
Luke Hughett, Creative Director; Sean Lee, Creative Director

Newspaper Advertising - Campaign**Gold ADDY Award**

Entrant: BBDO New York

Client: Bacardi - Havana Club

Title: The Aged Well Campaign

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Danilo Boer/ Marcos Kotlhar/ Cesar Finamori/ Kara Goodrich, Executive
Creative Director/ Executive Creative Director/ Creative Director,
Art Director/ Creative Director, Copywriter;
Ilona Siller/ Mary Cook/ Mike Musano/ Blane Robinson, Art Producer/
Project Producer/ Print Producer/ Senior Production Artist;
Dan Smith/ Andre Maciel (@ Black Madre Atelier)/ Kevin Cantrell,
Photographer/ Illustrator/ Typography;
Gordon McLean/ Jules Wieboldt/ Patrick Tomaszewicz/ Justin Zerrenner/
Josh Goodman/ Meghan Wood, Account and Planning Team

Silver ADDY Award

Entrant: BBDO New York

Client: Autism Speaks

Title: The World of Autism Print Campaign

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Matt MacDonald/ Mark Anderson/ Bianca Guimaraes, Executive Creative
Director/ Creative Director, Copywriter/ Associate Creative Director,
Art Director; Whitney Collins, Senior Producer;
Sarah Parkinson/ Michael Crandow/ Sigourney Hudson-Clemons, Account
Team; Lobo/ Eliza Flores/ Marcelo Righini, Production Company/ Associate
Producer/ Type Designer

**Branded Content & Entertainment -
Any Print Medium****Gold ADDY Award**

Entrant: Havas New York

Client: RB / d-CON

Title: Daddy, Why is That Mouse Sleeping?

Credits: Toygar Bazarkaya, Chief Creative Officer, Americas;
Jason Musante, Group Executive Creative Director;
Israel Garber, Global Executive Creative Director;
Kate McCagg, Group Creative Director; Nicole Miller, Creative Director;
Marta Llop, Junior Designer; Maurizio Santucci, Illustrator;
Elisa Cerri, Illustrator; Ruth Esponda, Senior Planner;
Julie Rosenoff, Head of Art Buying; Holden Weintraub, Studio Director;
Alex Tasch, Art Buyer

Public Service Print Advertising - Campaign**Gold ADDY Award**

Entrant: BBDO New York

Client: American Red Cross

Title: Reasons

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Tim Roan/ Levi Slavin/ Carolyn Davis/ Matthew Page,
Senior Creative Director/ Senior Creative Director/ Associate Creative
Director, Art Director/ Associate Creative Director, Copywriter;
Kathryn Brown/ Brooke Diamond/ Sam Henderson, Account Team

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media - Installations - Single Installation

Gold ADDY Award

Entrant: Publicis

Client: Heineken

Title: Miami Marine Stadium

Credits: Bruno Bertelli, Global Chief Creative Officer;
Andy Bird, Chief Creative Officer; Joe Johnson, Executive Creative Director;
Jeremy Filgate, Creative Director; John-Paul Cannuciari, Associate Creative
Director; Patrick Merritt, Senior Writer; Patrick Haertel/Chris Muldoon,
Producers; Ian Zelesko/Nicole Sands, Strategy; Romain Chassaing, Solab,
Director

Ambient Media - Events - Single Event

Gold ADDY Award

Entrant: BBDO New York

Client: Bacardi - Bombay Sapphire

Title: Ingredients of a Masterpiece

Credits: David Lubars/ Greg Hahn,
CCO BBDO Worldwide/ CCO BBDO New York;
Danilo Boer/ Marcos Kotlhar/ Danny Adrain/ Roberto Danino/
Dennis Payongayong/ Bhanu Arbuaratna, Executive Creative Director/
Executive Creative Director/ Creative Director, Art Director/ Associate
Creative Director, Copywriter/ Senior Designer/ Senior Designer;
Corey Jennings/ Sho Matsuzaki/ Jonathan Hsu/ Molly Ross/ Jeff Reagan/
Ilona Siller, Executive Technical Producer/ Senior Producer/ Line Producer/
Producer/ Junior Producer/ Art Buyer;
Monica Lewis/ Alysha Lalji/ Steven Panariello/ Alli Hunt/ Cameron Cullman/
Sophia Lauricella/ Tara O'Connor, Planning and Account Team;
1ONE/ Apollo Studios/ Benedicte Leclere/ Joe Pugliese/ Adam Lupton/
Amanda Scuglia/ Ciara Rafferty/ Daniel daSilva/ Esteban Ocampo/ Hannah
Stahl/ Joao Brandao/ Michael Carson/ Nick Kirk/ Richard Gnann/ Saralene
Tapley/ Simon Ramirez/ Sophia Kayafas/ Ulysses Jackson, Production
Company/ Production Company/ Executive Producer/ Photographer/ Lead
Artist/ Artist/ Artist/ Artist/ Artist/ Artist/ Artist/ Artist/ Artist/ Artist/
Artist/ Artist/ Artist/ Formulation Chemist; Phillip Kimsey/ Andrew
Know Music Productions/ Andrew Knox, Editor/ Music Company/ Composer

Silver ADDY Award

Entrant: Travel Channel

Client: Travel Channel

Title: Exp Unk Hunt for the Yeti Event

Credits: Bob Madden, SVP, Network Creative Services & Operations;
Trish Scanlon, VP, Brand Creative; Chris Doyle, Creative Director, Design;
Todd Moreland, Art Director/Designer; Michele Martuscello, Photo Manager;
Leah Petr, Production Manager; Fernando Farias, Designer;
Caryn Schlossberg, Director, Communications & Talent Relations;
Stephanie DePietro, Manager, Communications & Talent Relations;
Curt Villarosa, Coordinator, Public Relations;
Pop2Life, Event Production Company

Out-of-Home - Poster - Poster - Campaign

BEST OF SHOW - Print & Gold ADDY Award

Entrant: BBDO New York

Client: Bacardi - Havana Club

Title: The Aged Well Campaign

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Danilo Boer/ Marcos Kotlhar/ Cesar Finamori/ Kara Goodrich,
Executive Creative Director/ Executive Creative Director/Creative Director,
Art Director / Creative Director, Copywriter;
Ilona Siller/ Mary Cook/ Mike Musano/ Blane Robinson,
Art Producer/ Project Producer/ Print Producer/ Senior Production Artist;
Dan Smith/ Andre Maciel (@ Black Madre Atelier)/ Kevin Cantrell,
Photographer/ Illustrator/ Typography;
Gordon McLean/ Jules Wieboldt/ Patrick Tomasiewicz/ Justin Zerrenner/
Josh Goodman/ Meghan Wood, Account & Planning Team

Out-Of-Home Campaign

Gold ADDY Award

Entrant: Havas New York

Client: RB / K-Y

Title: K-Y Duration: Snabbit & Churtle

Credits: Toygar Bazarkaya, Chief Creative Officer, Americas;
Luke Hughett, Creative Director; Sean Lee, Creative Director

ONLINE/INTERACTIVE

Websites - Consumer

Silver ADDY Award

Entrant: QuallsBenson LLC

Client: 50 West NYC

Title: 50 West NYC Website

Credits: QuallsBenson New York

Social Media - Single Execution

Gold ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: In-a-Snap

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page,
Executive Creative Director/ Senior Creative Director/ Senior Creative
Director/ Associate Creative Director, Art Director/ Associate Creative
Director, Copywriter;
David Rolfe/ Kristin Tomborello/ Michael Gentile/ Andrew Osborne/
Jeff Reagan, Director of Integrated Production/ Executive Producer/ Group
Project Lead/ Producer/ Production Assistant;
Jim Reath/ Bob Estrada/ Antionette Del Rio/ Tyler Harris/ Nicole Landesman,
Account and Planning Team;
Bear Collins/ Filip Williander, Creative Technologist/ Creative Technologist;
Humble/ David Bell/ Persis Koch/ Chelsea Conklin,
Production Company/ Director/ Executive Producer/ Producer

Gold ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: Made in a Minute

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page/
Bear Collins, Executive Creative Director/ Senior Creative Director/ Senior
Creative Director/ Associate Creative Director, Art Director/ Associate
Creative Director, Copywriter/ Creative Technologist;
David Rolfe/ Kristin Tomborello/ Carissa Ranelycke/ Rani Vaz, Director of
Integrated Production/ Executive Producer/ Senior Interactive Producer/
Director of Music and Radio;
Jim Reath/Bob Estrada/Tyler Harris/Marlee Caine/ Nicole Landesman/
Nina Hensarling, Account and Planning Team;
1st AveMachine/ Nico Casavecchia/ Liz Rowley/ Andrew Geller/ Chadd
Dorak, Production Company/ Director/ Director/ Executive Producer/
Producer; Q Department, Music Company/ Audio

ONLINE/INTERACTIVE Social Media - Single Execution

Silver ADDY Award

Entrant: BBDO New York

Client: Bacardi

Title: InstantDJ

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Danilo Boer/ Marcos Kotlhar/ Marcus Johnston/ Jim Connolly, Executive Creative Director/ Executive Creative Director/ Associate Creative Director/ Associate Creative Director; Bhanu Arbuaratna/Filip Willander, Senior Designer/ Creative Technologist; Julian Cole/ Patrick Tomasiewicz/ Heather Lefevre/ Steven Panariello/ Joshua Goodman/ Meghan Wood, Planning and Account Team; Dave Rolfe/ Kristin Tomborello/ Ali Gladstone/ Julia Millison, Director of Integrated Production/ Executive Producer/ Producer/ Music Producer; Alex Lubars/ Justin Volz/ Bo-Yoon Kim/ Richard Peete/ Sam Wootton/ Andrew Osborne/ Traci Carlson/ Mary Beth Minthorn/ Thomas Niles/ Rob Yapkowitz/ Michael Gentile/ Jeff Reagan/ Chris D'Andrea, Animator, Editor/ Assistant Animator, Assistant Editor/ Assistant Animator, Assistant Editor/ Director/ Director of Photography/ Director of Photography/ Executive Producer/ Producer/ Editor/ Production Designer/ Studio Lead/ Production Assistant/ Colorist; Tonefarmer/ Jake Falby/ Jimmy Harned/ Ibra-Heem/ Elizabeth Mu_oz/ Jake Falby/ Djay Jung/ Djay Esquire, Music/ Composer/ Composer/ Composer/ Producer/ Producer/ Scratch Composition/ Scratch Composition

Silver ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: FlipSide

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page/ Ryan Wi/ Dominick Baccollo/ Adam Gothelf, Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Associate Creative Director, Art Director/ Associate Creative Director, Copywriter/ Senior Art Director/ Art Director, Copywriter/ Copywriter; Kristin Tomborello/ Whitney Husnik, Executive Producer/ Producer; Jim Reath/ Bob Estrada/ Miranda Hardy/ Marlee Caine/ Antionette Del Rio, Account Team; MPC/ Patrick Cummings/ Dan Sormani, Production Company/ Director/ Executive Producer

Social Media - Campaign

BEST OF SHOW - Digital & Gold ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: Social Innovation Campaign

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page/ Ryan Wi (FlipSide)/ Dominick Baccollo (FlipSide)/ Adan Gothelf (FlipSide), Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Associate Creative Director, Art Director/ Associate Creative Director, Copywriter/ Art Director (FlipSide)/ Art Director, Copywriter (FlipSide)/ Copywriter (FlipSide); David Rolfe/ Kristin Tomborello/ Michael Gentile/ Andrew Osborne/ Whitney Husnik/ Mo Twine/ Jeff REagan/ Carissa Ranelycke/ Rani Vaz, Director of Integrated Production/ Executive Producer/ Group Project Lead/ Producer/ Producer/ Producer/ Production Assistant/ Senior Interactive Producer/ Director of Music and Radio; Jim Reath/Bob Estrada/Tyler Harris/Miranda Hardy/Marlee Caine/Antionette Del Rio/ Emily Viola/ Nicole Landesman, Account and Planning Team; Bear Collins/ Filip Willander/ Alex Marsh, Creative Technologist/ Creative Technologist/ Director of Social; BBDO Studios/ EG+ Worldwide, Production Company/ Production Company

Silver ADDY Award

Entrant: Havas New York

Client: Heineken / Dos Equis

Title: Introducing

Credits: Toygar Bazarkaya, Chief Creative Officer, Americas; Jason Musante, Group Executive Creative Director, Managing Director; Keith Scott, Executive Creative Director; Paul Johnson, Executive Creative Director; Jim Hord, Executive Creative Director; Jonas Wittenmark, Creative Director; Tobias Carlson, Creative Director; Dave Fredette, Associate Creative Director; Matt Hock, Associate Creative Director; Andrew Niemira, Senior Copywriter; Jill Meschino, Executive Producer; Rachel Korenstein, Senior Social Strategist

Silver ADDY Award

Entrant Company: Havas New York

Client Company Name: Heineken / Dos Equis

Title: Embrace the Hate

Credits: Toygar Bazarkaya, Chief Creative Officer, Americas; Jason Musante, Group Executive Creative Director, Managing Director; Keith Scott, Executive Creative Director; Paul Johnson, Executive Creative Director; Jim Hord, Executive Creative Director; Jonas Wittenmark, Creative Director; Tobias Carlson, Creative Director; Dave Fredette, Associate Creative Director; Matt Hock, Associate Creative Director; Andrew Niemira, Senior Copywriter; Jill Meschino, Executive Producer; Rachel Korenstein, Senior Social Strategist

Advertising & Promotion - Web Banner Ad or Website Takeover

Silver ADDY Award

Entrant: BBDO New York

Client: Bacardi - Bombay Sapphire

Title: Artifier

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Danilo Boer/ Marcos Kotlhar/ Danny Adrain/ Roberto Danino, Executive Creative Director/ Executive Creative Director/ Creative Director/ Associate Creative Director; Bhanu Arnuaratna/ Chris D'Andrea/ Konstantin Rozinov, Senior Designer/ Motion Designer/ Technology Lead; Aaron Wyler/ John Cabrera, Developer/ Sound Engineer; Steven Panariello/ Alli Hunt/ Cameron Cullman/ Alysha Lalji, Account and Planning Team; Joe Croson/ Sho Matsuzaki, Director of Digital Innovations/ Interactive Producer; Andrew Knox Music Production/ Andrew Knox, Music Company/ Composer

Silver ADDY Award

Entrant: BBDO New York

Client: Bacardi

Title: Incognito Tickets

Credits: David Lubars/ Greg Hahn, CCO BBDO Worldwide/ CCO BBDO New York; Tom Markham/ Danilo Boer/ Marcos Kotlhar/ Damjan Pita/ Derek Harms/ Martin Staaf/ Janelle Anne/ Filip Willander, Executive Creative Director/ Executive Creative Director/ Executive Creative Director/ Creative Director/ Creative Director/ Interactive Art Director/ Copywriter / Creative Technologist; Simon Mogren/ Jessica Andrew/ Bhanu Arbuaratna, Director of Creative Technology Experience and Design/ Designer/ Senior Designer; David Rolfe/ Clemens Brandt/ Carissa Ranelycke/ PD Shindell, Director of Integrated Production/ Director of Digital Operations/ Senior Interactive Producer/ Senior Interactive Producer; Steven Panariello/ Josh Goodman/ Meghan Wood/ Lindsay Vellines, Account Team; Julian Cole/ Patrick Tomasiewicz/ Alysha Lalji, Planning Team; Alex Massicott/ Jimmy McGee/ Chris D'Andrea, Lead Developer/ Senior QA Engineer/ Animation

ONLINE/INTERACTIVE

Branded Content & Entertainment for Online/Interactive

Gold ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: In-a-Snap

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page, Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Associate Creative Director, Art Director/ Associate Creative Director, Copywriter; David Rolfe/ Kristin Tomborello/ Michael Gentile/ Andrew Osborne/ Jeff Reagan, Director of Integrated Production/ Executive Producer/ Group Project Lead/ Producer/ Production Assistant; Jim Reath/ Bob Estrada/ Antionette Del Rio/ Tyler Harris/ Nicole Landesman, Account and Planning Team; Bear Collins/ Filip Willander, Creative Technologist/ Creative Technologist; Humble/ David Bell/ Persis Koch/ Chelsea Conklin, Production Company/ Director/ Executive Producer/ Producer

Gold ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: Made in a Minute

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page/ Bear Collins, Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Associate Creative Director, Art Director/ Associate Creative Director, Copywriter/ Creative Technologist; David Rolfe/ Kristin Tomborello/ Carissa Ranelycke/ Rani Vaz, Director of Integrated Production/ Executive Producer/ Senior Interactive Producer/ Director of Music and Radio; Jim Reath/Bob Estrada/Tyler Harris/Marlee Caine/ Nicole Landesman/ Nina Hensarling, Account and Planning Team; 1stAve Machine/ Nico Casavecchia/ Liz Rowley/ Andrew Geller/ Chadd Dorak, Production Company/ Director/ Director/ Executive Producer/ Producer; Q Department, Music Company/ Audio

Silver ADDY Award

Entrant: BBDO New York

Client: Bacardi

Title: InstantDJ

Credits: David Lubars/ Greg Hahn, CCO BBDO Worldwide/ CCO BBDO New York; Dainlo Boer/ Marcos Kotlhar/ Marcus Johnston/ Jim Connolly/ Bhanu Arbuaratna/ Filip Willander, Executive Creative Director/ Executive Creative Director/ Associate Creative Director/ Associate Creative Director/ Senior Designer/ Creative Technologist; David Rolfe/ Kristin Tomborello/ Ali Gladstone/ Julia Millison, Director of Integrated Production/ Executive Producer/ Producer/ Music Producer; Julian Cole/ Patrick Tomasiewicz/ Heather Leferve/ Steven Panariello/ Joshua Goodman/ Meghan Wood, Planning and Account Team; BBDO Studios/ Richard Peete/ Sam Wootton/ Andrew Osborne/ Traci Carlson/ Mary Beth Minthorn/ Rob Yapkowitz/ Michael Gentile/ Jeff Reagan, Production & Editorial Company/ Director/ Director of Photography/ Director of Photography/ Executive Producer/ Producer/ Production Designer/ Studio Lead/ Production Assistant; Alex Lubars/ Justin Volz/ Bo-Yoon Kim/ Chris D'Andrea, Editor, Animator/ Assistant Editor, Assistant Animator/ Assistant Editor, Assistant Animator/ Colorist; Tonefarmer/ Jake Flaby/ Jimmy Harned/ Ibra-Heem/ Elizabeth Munoz/ Djay Jung/ DJ Esquire, Music/ Composer, Producer/ Composer/ Composer/ Producer/ Scratch Composition/ Scratch Composition

Public Service Online/Interactive Campaign

Gold ADDY Award

Entrant: Publicis

Client: Doctors of the World

Title: I'm Moving To Canada

Credits: Andy Bird, Chief Creative Officer; Joe Johnson, Executive Creative Director; Jeremy Filgate, Creative Director; Josh Horn, Creative Director; Einav Jacobovich, Creative Director; Evan Finkelstein, Search Analyst; Erica Herman, Strategy Director; Beth Beckman, Strategist; Michael Emer, Account Executive; Alec Cumming, Technology Director; Doug Aner, Editor; Hadleigh Arnst & Jason Bailey, Producers

FILM, VIDEO, & SOUND

Radio Advertising - Regional/National - Single spot more than :30 seconds

Silver ADDY Award

Entrant: Havas New York

Client: Heineken / Dos Equis

Title: Adios Amigo

Credits: Toygar Bazarkaya, Chief Creative Officer, Americas; Jason Musante, Group Executive Creative Director; Jim Hord, Executive Creative Director; Keith Scott, Group Creative Director; Paul Johnson, Group Creative Director; Eric Bertuccio, Associate Creative Director; Andrew Niemira, Senior Copywriter; Jim Lemaitre, Copywriter; Rick Ardito, Copywriter; Will Lyman, Voice Talent

Television Advertising - Local (One DMA) - Single Spot :30 seconds

BEST OF SHOW - Television & Gold ADDY Award

Entrant: BBDO New York

Client: Yahoo

Title: Crush

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Mike Smith/ Tom Markham/ Rich Singer/ Zack Menna, Executive Creative Director/ Executive Creative Director/ Associate Creative Director/ Associate Creative Director; Tara Leinwohl/ Alex Gianni, Executive Producer/ Executive Producer; Deepthi Prakash/ Steven Panawek/ Sean Stogner, Planning Team; Corey Cirillo/ Justin Perrelli/ Charlie Kunze, Account Team; Smuggler/ Randy Krallman/ Jeff Kim/ Shannon Jones/ Ian Blain/ Andrew Colon/ Patrick Milling Smith/ Brian Carmody, Production Company/ Director/ Director of Photography/ Executive Producer/ Producer/ Head of Production/ Partner/ Partner; No 6/ Jason MacDonald/ Justin Quagliata/ Kenneth Larkin/ Corina Dennison/ Malia Rose, Editorial Company/ Editor/ Editor/ Assistant Editor/ Executive Producer/ Producer; Heard City/ Evan Mangiamele, Music Company/ Sound Mixer; Tim Masick/ Rochelle Bown/ CO3, Colorist/ Producer/ Telecine

FILM, VIDEO, & SOUND

Television Advertising - Regional/National -
Single Spot - Up to 2:00

Gold ADDY Award

Entrant: BBDO New York

Client: Mars Chocolate North America - Snickers

Title: Marilyn

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Peter Kain/ Gianfranco Arena/ Scott Mahoney/ Dan Oliva, Executive Creative Director/ Executive Creative Director/ Creative Director/ Creative Director; David Rolfe/ Amy Wertheimer/ Alex Gianni/ Melissa Chester, Director of Integrated Production/ Group Executive Producer/ Executive Producer/ Executive Music Producer; Kirsten Flanik/ Susannah Keller/ Joshua Steinman/ Tani Corbacho/ Jocelyn Choi/ Annemarie Norris/ Alaina Crystal/ Sean Stogner, Account & Planning Team; O Positive/ Jim Jenkins/ Mauro Fiore/ Ralph Laucella/ Marc Grill/ Jason Edmonds, Production Company/ Director/ Director of Photography/ Executive Producer/ Executive Producer/ Production Designer; Mackenzie Cutler/ Ian Mackenzie/ Mike Lewis/ Sasha Hirschfeld/ Sabina-Elease Utley, Editorial Company/ Editor/ Assistant Editor/ Executive Producer/ Producer; Storefront Music/ Sam Shaffer/ Keith Reynaud/ Adam Elk/ John Scrapper Sneider/ Gloria Pitagorsky/ Alex Fulton, Music Company/ Sound Designer/ Sound Mixer/ Arrangement/ Arrangement/ Executive Producer/ Producer; The Mill/ Fergus McCall/ Nathan Kane/ Michael Scarcella/ Aran Quinn/ Nathan Kane/ Heather Kennedy/ Adam Isadore, VFX Company/ Colorist/ VFX Supervisor/ Producer/ Designer/ 2D Lead/ 2D Artist/ Executive Producer

Gold ADDY Award

Entrant: BBDO New York

Client: PepsiCo - Mountain Dew Kickstart

Title: Puppymonkeybaby

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Lauren Connolly/ Monty Pera/ Don Marshall Wilhelmi, Executive Creative Director/ Creative Director, Art Director/ Creative Director, Copywriter; Julian Katz/ Matt Nowak/ Whitney Collins, Group Executive Producer/ Executive Producer/ Senior Producer; Ladd Martin/ Patrice Reiley/ Kylie Halperin/ Dominique Brown/ Brit Browning, Account and Planning Team; Smith and Jones/ Ulf Johansson/ Dick Pope/ Tori King/ Philippa Smith/ Polly Leach/ Matt Bulaitis/ LifeCast, Production Company/ Director/ Director of Photography/ Executive Assistant/ Producer/ Production Manager/ Production Coordinator/ Model Maker; Rock Paper Scissors/ Paul Watts/ Marie Lee/ Sarah Welty/ Jim Robinson/ Eve Kornblum/ Lisa Barnable, Editorial Company/ Editor/ Assistant Editor/ Assistant Editor/ Assistant Editor/ Executive Producer/ Producer; Ren Klyce/ Mit Out Sound/ Tom Jucarone/ Sound Lounge/ Misa Kageyama, Sound Designer/ Sound Design and Music/ Sound Engineer/ Sound Mixer/ Producer; MPC/ Jean-Celement Soret/ Adrian Seery/ Alex Lovejoy/ Kamen Markov/ Camila De Biaggi/ Jesse Kurnit/ Elizabeth Hurd/ Amy Richardson/ Sohee Sohn/ Chris Russo/ Alexis Djordjevic, VFX Company/ Colorist/ Colorist/ VFX Supervisor/ VFX Supervisor/ Executive Producer/ Head of Production/ VFX Producer/ VFX Producer/ 2D/ 2D/ 2 Lead Composer

Silver ADDY Award

Entrant: BBDO New York

Client: Mars Chocolate North America - Dove Chocolate

Title: Each and Every Day

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Susan Golkin/ Alessandro Fruscella/ Giovanni Settesoldi, Executive Creative Director/ Creative Director/ Creative Director; David Rolfe/ Amy Wertheimer/ Jessica Jacklin, Director of Integrated Production/ Group Executive Producer/ Producer; Park Pictures/ Widescope Productions/ Vincent Haycock/ Martin Rhue/ Dinah Rodriguez/ Alex Sash/ Marcos de Fortuny, Production Company/ Production Company/ Director/ Director of Photography/ Executive Producer/ Producer/ Producer; Union Editorial/ Marco Perez/ Casey Swoyer/ Lauren Hafner Addison, Editorial Company/ Editor/ Assistant Editor/ Editorial Producer; Steve Rosen/ Sonic Union, Sound Engineer/ Sound Mixer; MPC/ James Tillet/ Matthew Loranger, VFX Company/ Colorist/ Producer

Silver ADDY Award

Entrant: BBDO New York

Client: Mars Chocolate North America - Snickers Bites

Title: Unfamous

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Peter Kain/ Gianfranco Arena/ Scott Mahoney/ Dan Oliva/ Peter Alsante/ Kim Baskinger, Executive Creative Director/ Executive Creative Director/ Creative Director/ Creative Director/ Creative Director/ Creative Director; David Rolfe/ Amy Wertheimer/ Alex Gianni/ Anthony Curti/ Melissa Chester, Director of Integrated Production/ Group Executive Producer/ Executive Producer/ Executive Producer/ Executive Music Producer; Kirsten Flanik/ Susannah Keller/ Joshua Steinman/ Tani Corbacho/ Jocelyn Choi/ Nick Robbins, Account Team; Annemarie Norris/ Alaina Crystal/ Sean Stogner, Planning Team; O Positive/ World War Seven/ Jim Jenkins/ David Shafei/ Mauro Fiore/ Peter Thompson/ Ralph Laucella/ Marc Grill/ Josh Ferrazzano/ Bo Clancey/ Jason Edmonds, Production Company/ Production Company/ Director/ Director of Photography/ Director of Photography/ Executive Producer/ Executive Producer/ Executive Producer/ Line Producer/ Production Designer; Mackenzie Cutler/ Number Six Edit/ Ian Mackenzie/ Jason Macdonald/ Mike Lewis/ Ryan Bukowski/ Sasha Hirschfeld/ Corina Dennison/ Sabina-Elease Utley/ Laura Molinaro, Editorial Company/ Editorial Company/ Editor/ Editor/ Assistant Editor/ Assistant Editor/ Executive Producer/ Executive Producer/ Producer/ Producer; Heard City/ Storefront Music/ Sam Shaffer/ Keith Reynaud/ Phil Loeb/ Adam Elk/ John 'Scrapper' Sneider/ Gloria Pitagorsky/ Alex Fulton, Music/ Music Company/ Sound Designer/ Sound Mixer/ Sound Mixer/ Arrangement/ Arrangement/ Executive Producer/ Producer; The Mill/ Fergus McCall/ Tim Masick/ Bathen Kane/ Michael Scarcella/ Aran Quinn/ Nathan Kane/ Heather Kennedy/ Ed Skupeen/ Mark Reyes/ Adam Isadore, VFX Company/ Colorist/ Colorist/ VFX Supervisor/ Producer/ Designer/ 2D Lead/ 2D Artist/ Flame Artist/ Flame Artist/ Executive Producer

Silver ADDY Award

Entrant: BBDO New York

Client: PepsiCo -Mountain Dew Kickstart

Title: Freak Chain

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Lauren Connolly/ Monty Pera/ Don Marshall Wilhelmi/ Dan Kelly/ Christopher Cannon/ Todd Rone Parker, Executive Creative Director/ Creative Director/ Creative Director/ Associate Creative Director, Copywriter/ Associate Creative Director, Copywriter/ Associate Creative Director, Art Director; Julian Katz/ Matt Nowak/ Whitney Collins/ Julia Millison, Group Executive Producer/ Executive Producer/ Senior Producer/ Junior Music Producer; Ladd Martin/ Patrice Reiley/ Kylie Halperin/ Brit Browning, Account and Planning Team; Smith and Jones Films LTD/ Ulf Johansson/ Dick Pope/ Philippa Smith/ Polly Leach/ John Schoonraad/ Mark Curtis/ Matt Bulaitis/ Asylum/ LifeCast/ Tori King, Production Company/ Director/ Director of Photography/ Producer/ Production Manager/ Creative Director/ Creative Director/ Production Coordinator/ Model Maker/ Model Maker/ Executive Assistant; Rock Paper Scissors/ Carlos Arias/ Maria Lee/ Sarah Welty/ Jim Robinson/ Parker Whipple/ Eve Kornblum/ Lisa Barnable, Editorial Company/ Editor/ Assistant Editor/ Assistant Editor/ Assistant Editor/ Assistant Editor/ Executive Producer/ Producer; Wiggle Wop ft. Fly Boi Keno_/ Party Favor/ Dylan Ragland/ Kenneth Hurst/ Barking Owl/ Michael Anastasi/ Tom Jucarone/ Sound Lounge/ KC Dossett/ Jessica Dierauer, Song Title/ Performer/ Composer/ Composer/ Sound Designer/ Sound Designer/ Sound Engineer/ Audio Mixing/ Producer/ Music Supervisor; MPC/ James Tillet/ Alex Lovejoy/ Kamen Markov/ Jesse Kurnit/ Philip Akka/ Camila De Biaggi/ Elizabeth Hurd/ Amy Richardson/Bill Dorias/ Mike Lombardo/Andres Weber/Michael Nieves/Chris Ribar/Graeme Revell/ Jacob Fradkin/Bibin Balan/ Pritesh Kotian/Jacob Oommen/Rashabh Bhutani/Daniel DiFelice/Craig Sylvester, VFX Company/ Colorist/ VFX Supervisor/ VFX Supervisor/ Head of Production/ 2D Lead Composer/ Executive Producer/ VFX Producer/ VFX Producer/ 3D Supervisor/ 3D/ 3D/ 3D/ 3D/ 3D/ 3D/ 3D/ 2D/ 2D/ 2D

FILM, VIDEO, & SOUND

Television Advertising - Regional/National - Single Spot - Up to 2:00

Silver ADDY Award

Entrant: BBDO New York

Client: Visa

Title: Swim

Credits: David Lubars/ Greg Hahn, Chief Creative Director Worldwide/ Chief Creative Director New York; Michael Aimette/ Levi Slavin/ Melinda Kanipe/ Josh Parschauer/ Daniel Burke, Executive Creative Director/ Creative Director/ Creative Director/ Creative Director, Copywriter/ Creative Director, Art Director; Olivia Farr/ Emily Morris/ Stephanie Repins/ Cam Cullman/ Danielle Minch/ Matt Riley, Account and Planning Team; Rani Vaz, Music Producer; Knucklehead/ Cobblestone Film Production/ Siri Bunford/ Ben Smithard/ Juri Wiesner/ Matthew Brown, Production Company/ Production Company/ Director/ Director of Photography/ Executive Producer/ Executive Producer, Line Producer; Whitehouse Post/ Russell Icke/ Tim Quakenbush/ Theo Mercado/ Lauren Hertzberg/ Alejandra Alarcon, Editorial Company/ Editor/ Assistant Editor/ Assistant Editor/ Executive Producer/ Producer; "Stand Up"/ Barking Owl Sound/ Mike Bloom/ Aaron Glasscock/ Evan Mangiamele/ Heard City/ Gloria Pitagorsky/ Talia Rodgers/ Sasha Awn/ KC Dossett/ Kelly Bayett, Music/ Music Company/ Composer/ Sound Designer/ Sound Engineer/ Audio Production House/ Executive Producer/ Producer/ Producer/ Producer/ Creative Director; MPC/ Sief Boutella/ Bill McNamara/ Clare Movshon/ Elissa Norman/ Camilla De Biaggi/ Company 3/ Tom Poole/ Amanda Amalfi, VFX Company/ VFX Supervisor/ VFX Supervisor/ Producer/ Producer/ Executive Producer/ Telecine/ Telecine/ Flame Artist

Silver ADDY Award & Judges Award of Excellence

Entrant: BBDO New York

Client: Foot Locker Kids

Title: Swap

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Chris Beresford-Hill/ Dan Lucey/ Dan Kenneally/ Ryan Raab, Executive Creative Director/ Executive Creative Director/ Creative Director/ Creative Director; Anthony Curti/ Gillian Burkley, SVP Executive Producer/ Producer; Janelle Van Wonderen/ Sam Henderson, Account Team; O Positive/ Kenny Herzog/ Ralph Laucella/ Marc Grill/ Ken Licata, Production Company/ Director/ Executive Producer/ Executive Producer/ Executive Producer; Mackenzie Cutler/ Ian Mackenzie/ Mike Leuis/ Biz Lynskey/ Gina Pagano, Editorial Company/ Editor/ Assistant Editor/ Executive Producer/ Producer; Sound Lounge/ Ali Corsie/ Tom Jucarone, Music Company/ Producer/ Sound Engineer; Method/ Randie Swanberg/ Rochelle Brown/ Company 3/ Tim Masick/ Jared Pollack, VFX & Conform Company/ Creative Director/ Producer/ Telecine Company/ Telecine/ Conform Artist

Silver ADDY Award

Entrant: BBDO New York

Client: American Family Insurance

Title: Free to Dream

Credits: David Lubars/ Greg Hahn, Chief Creative Officers, Worldwide/ New York; Susan Golkin/ Eric Goldstein, Executive Creative Director/ Senior Creative Director; Becky Burkhard/ Mike Ritchie/ Rani Vaz, Senior Producer/ Assistant Producer/ Music Producer; Jim Santora/Christine Smith/Kelly Harrington/Justin Choy, Account Team; Smuggler/ Adam Berg/ Alwin Kuchler/ Drew Santasiero/ Brian Carmody/ Karen O'Brien, Production Company/ Director/ Director of Photography/ Executive Producer/ Executive Producer/ Line Producer; Cosmo Street Editorial/ Paul Hardcastle/ Nellie Phillips/ Maura Woodward/ Anne Lai, Editorial Company/ Editor/ Assistant Editor/ Executive Producer/ Producer; Suspect/ Rob Appelblatt, Graphic Design Company/ Producer; Beacon Street Studios/ Leslie DiLullo/ Talia Rodgers/ Andrew Feltenstein/ Phil Loeb, Music Company/ Producer/ Producer (Heard City)/ Composer/ Sound Engineer; MPC/ Brian Friel/ Elexis Stearn/ Micheal Wynd/ Chris Moore/ Ben Persons/ Michael Gregory/ Meghan Lang/ Rebecca Boorsma/ Mark Gethin/ Chris Moore/ Michael Gregory, VFX Company/ Producer/ Producer/ CG Lead/ CG Lead/ CG Lead/ CG Lead/ VFX Producer/ VFX Producer/ Telecine/Conform Artist/ Conform Artist

Silver ADDY Award

Entrant: Publicis

Client: Procter & Gamble/ZzzQuil

Title: Boss

Credits: Andy Bird, Chief Creative Officer; Joe Johnson, Executive Creative Director; Jason Gorman, Creative Director; Salina Cole, Bernadette Coughlin, Associate Creative Directors; Nicole Koestel, Art Director; Ian Bae, Writer; Ian Zelesko, Strategist; Lisa Bifulco, Lauren Schneidmuller, Chief Production Officer, Executive Producer; Tim Carlisle, Gina Leone, Tanya Jindani, Andrea Hubbard, Account Team; Ric Cantor, Director, Hungryman; James Kadonoff, Producer, Hungryman; Sean McGrath, Editor, Cutting Room

Television Advertising - Regional/National - Television-National Campaign

Silver ADDY Award

Entrant Company: BBDO New York

Client Company Name: FedEx

Title: Small Business/ E-Commerce Campaign

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Peter Kain/ Gianfranco Arena/ Tom Kraemer/ Jens Waernes/ Scott Mahoney/ Dan Olivia, Executive Creative Director/ Executive Creative Director/ Senior Creative Director, Copywriter/ Senior Creative Director, Art Director/ Creative Director Copywriter/ Creative Director Art Director; Amy Wertheimer/ Katie Greene, Group Executive Producer/ Assistant Producer; Kirsten Flanik/ Kathryn Brown/ Dan Langlitz/ Cailin Gibbons/ Billy McLellan, Account Team; O Positive/ Jim Jenkins/ Ralph Laucella/ Marc Grill/ Fran Borden, Production Company/ Director/ Executive Producer/ Executive Producer/ Head of Production; MackCut/ Ian MacKenzie/ Gina Pagano, Editorial Company/ Editor/ Editorial Executive Producer; Tom Jucarone/ Method Studios/ Tim Masick/ Stuart Robinson/ Heather Saunders, Sound Mixer/ VFX Company/ Colorist/ Executive Producer/ Producer

Online Film, Video, & Sound - Internet Commercial - Single Spot: Any Length

Gold ADDY Award

Entrant: BBDO New York

Client: AT&T

Title: The Unseen

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Matt MacDonald/ Marcel Yunes/ Rick Williams, Executive Creative Director/ Creative Director, Art Director/ Creative Director, Copywriter; David Rolfe/ Julie Collins/ Dan Blaney, Director of Integrated Production/ Group Executive Producer/ Executive Producer; James Lou/ Charles Baker/ Simonas Piepalius, Planning Team; Mark Cadman/Mark Tillinghast/Matt Mason/Johnny Wardell/Erin Sheehan, Account Team; Anonymous Content/ Frederic Planchon/ Jody Lee Lipes/ Eric Stern/ Sue Ellen Clair/ Kerry Haynie/ Erin Wile/ Donald Cager, Production Company/ Director/ Director of Photography/Executive Producer, Managing Director/ Executive Producer/ Head of Production/ Producer/ Production Supervisor; WORK Editorial/ Rich Orrick/ Christopher Fetsch/ Evelina Gokinayeva/ Erica Thompson/ Jamie Perritt, Editorial Company/ Editor/ Assistant Editor/ Assistant Editor/ Executive Producer/ Producer; Heard City/ Villa Del Refugio/ This Will Destroy You/ Brian Emrich/ Phil Loeb, Mix Studio/ Song Title/ Music Artist/ Sound Designer/ Sound Mixer; The Mill/ Fergus McCall/ Gavin Wellsman/ Nirad "Bugs" Russell/ Sean Costelloe/ Sandor Toledo/ Peter Karnik/ Alex Allain/ Yuanbo Chen/ Krissy Nordella/ Gavin Wellsman/ Heather Kennedy/ Alex Miller/ Nicolette Picardo/ Alex Wysota/ Kevin Donahue, VFX Company/ Colorist/ Shot Supervisor/ Senior Producer/ Executive Producer/ 3D/ 3D/ 3D/ Design/ 2D Lead Artist/ 2D/ 2D/ 2D/ 2D/ 2D/ 2D

FILM, VIDEO, & SOUND

Online Film, Video, & Sound -

Internet Commercial - Single Spot: Any Length

Silver ADDY Award

Entrant: BBDO New York

Client: American Family Insurance

Title: Judo Kid

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Office New York; Susan Golkin/ Michael Aimette/ Eric Goldstein/ Lance Vining/ Gary DuToit, Executive Creative Director/ Executive Creative Director/ Senior Creative Director/ Creative Director, Art Director/ Creative Director, Copywriter; Becky Burkhard/ Mike Ritchie/ Rani Vaz/Koji Yahagi/Mike Gentile, Senior Producer/ Assistant Producer/ Music Producer/Stock Footage Shot by/Studio Producer; Jim Santora/Christine Smith/Kelly Harrington/Justin Choy, Account Team; Smuggler LA/ Jamie Rafn/ Andrij Parekh/ Drew Santarsiero/ Alex Waite, Production Company/ Director/ Director of Photography/ Executive Producer/ Line Producer; Cosmo Street Editorial/ Paul Hardcastle/ Nellie Phillips/ Maura Woodward/ Anne Lai, Editorial Company/ Editor/ Assistant Editor/ Executive Producer/ Producer; Beacon Street Studios/ Leslie DiLullo/ Andrew Feltenstein/ Mike Marinelli/ Sonic Union/ Justine Cortale, Music Company/ Producer/ Composer/ Sound Engineer/ Sound Mixer/ Producer; MPC/ Aleks Djordjevic/ Adrienne McNeary/ Bindy St. Leger/ Vasmi Krishna Reddy/ Adina Birnbaum/ Camila De Biaggi/ Bindy St. Leger/ Aiste Akelaityte/ Mark Gethin/ Jonathan McKee/ Elijah Lamond/ Leslie Chung, VFX Company/ VFX Supervisor/ Producer/ Producer/ Roto/ Executive Producer/ Executive Producer/ VFX Producer/ VFX Producer/ Telecine/ Conform Artist/ Conform Artist/ Conform Artist; Suspect/ Rob Appelblatt, Graphic Design Company/ Producer

Silver ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: Gingerdeer

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Matt Nall/ Talon Gustafson, Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Art Director/ Copywriter; David Rolfe/ Ashley Henderson/ Julia Millison, Director of Integrated Production/ Executive Producer/ Music Producer; Emily Viola/ Wei Wong/ Nicole Landesman/ Jim Reath/ Tyler Harris/ Marlee Caine, Account and Planning Team; Corner Shop/ Peter Thwaites/ Joost Van Gelder/ Anna Hashmi/ Jay Shapiro, Production Company/ Director/ Director of Photography/ Executive Producer/ Producer; Work Editorial/ Bill Smedley/ Erica Thompson, Editorial Company/ Editor/ Executive Producer; Tom Keery/ Andy Bloch/ Seth Fruiterman/ Jonathan Russell/ Human/ Craig Caniglia/ Sloan Alexander/ Phil Loeb, Music/ Music/ Music/ Music/ Music Company/ Producer/ Sound Designer/ Sound Mixer; The Mill/ George Schermer/ Joerg Volk/ Ren Hsien-Hsu/ Eric Chow/ Peter Karnik/ Anna Cardillo/ Adam Scott/ Diane Vaiera/ Bugs Russell/ Andres Eguiguren/ Paul Liaw/ Heather Martini/ Rachael Trillo/ Antione Douadi/ Christoph Schroer/ Ting Jing-Hsu/ Taner Besen/ Antione Douadi/ Yong Chan Kim/ Ivan E. Joy/ Laura Sayan/ Nick Couret-Chailloux, FX Company/ Animation/ Animation/ Animation/ Animation/ Animation/ Colorist/ Color Producer/ Senior Producer/ VFX Supervisor/ Modeler/ Coordinator/ Executive Producer/ 2D Lead/ 2D/ 2D/ Lead Compositor/ Lighting/ Lighting/ Lighting/ Simulations

Silver ADDY Award

Entrant: BBDO New York

Client: Mars Petcare - Pedigree

Title: By My Side

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Greg Ketchum/ Tom Godici/ Banks Noel/ Greg Gerstner/ Akos Papp/ Laszlo Szloboda, Executive Creative Director/ Executive Creative Director/ Creative Director/ Creative Director/ Art Director/ Copywriter; Regina Iannuzzi/ Katie Schad/ Rani Vaz, Executive Producer/ Production Manager/ Director of Music Production; Kirsten Flanik/ Sally Nathans/ Elizabeth Kelberg/ Brandon Jansa/ Taylor Wesley, Account Team; Public Record/ Nathan Caswell/ Jeremiah Zagar/ Zak Mulligan/ Jeremy Yaches/ Jason Goldman, Production Company/ Director/ Director/ Director of Photography/ Executive Producer/ Producer; Public Record/ Nathan Caswell/ Jeremiah Zagar, Editorial Company/ Editor/ Editor; Guilio Carmassi/ Bryan Scary/ Tom Jucarone/ Seth Ricart, Composer/ Composer/ Sound Engineer/ Colorist

Silver ADDY Award

BBDO New York

Client: Mars Petcare - Pedigree

Title: Dark to Light

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Greg Ketchum/ Tom Godici/ Banks Noel/ Greg Gerstner/ Eduardo Peterson/ Steven Schroth, Executive Creative Director/ Executive Creative Director/ Creative Director/ Creative Director/ Creative Director/ Copywriter; Regina Iannuzzi/ Katie Schad/ Rani Vaz, Executive Producer/ Production Manager/ Director of Music Production; Kirsten Flanik/ Sally Nathans/ Elizabeth Kelberg/ Brandon Jansa/ Taylor Wesley, Account Team; Public Record/ Nathan Caswell/ Jeremiah Zagar/ Khyber Jones/ Julian King/ Jeremy Yaches/ Jason Goldman, Production Company/ Director/ Director/ Director of Photography/ Executive Producer/ Producer; Nomad Editorial/ Jai Schukla/ James Lee, Editorial Company/ Editor/ Editor; Stimmung/ Stimmung/ Tom Jucarone/ Fergus McCall (@ The Mill), Composer/ Sound Designer/ Sound Engineer/ Colorist

Silver ADDY Award

Entrant: BBDO New York

Client: Foot Locker - Kids Foot Locker

Title: Video Game

Credits: David Lubars/ Greg Hahn, CCO BBDO Worldwide/ CCO BBDO New York; Chris Beresford-Hill/ Dan Lucey/ Mike Motch/ Austin Mankey, Executive Creative Director/ Executive Creative Director/ Associate Creative Director/ Associate Creative Director; Tara Leinwohl, Executive Producer; Janelle Van Wonderen/ Laura McWhorter/ Sam Henderson/ Christian Martinez, Account Team; O Positive/ Kenny Herzog/ Joe Zizzo/ Ralph Laucella/ Marc Grill/ Ken Licata/ Fran Borden/ Jason Reda, Production Company/ Director/Director of Photography/ Executive Producer/ Executive Producer/ Executive Producer/ Head of Production/ Jason Reda No6/ Chan Hatcher/ Evelina Gokinayeva/ Corina Dennison/ Malia Rose, Editorial Company/ Editor/ Assistant Editor/ Executive Producer/ Producer; Sound Lounge/ Glen Landrum, Audio Production House/ Sound Mixer; CO3/ Tim Masick/ Rochelle Brown, Telecine Company/ Colorist/ Producer

FILM, VIDEO, & SOUND

Internet Commercial -

Online Film, Video & Sound Campaign

Gold ADDY Award

Entrant: Decoded Advertising

Client: Dollar Shave Club

Title: Dollar Shave Club - Dull Life

Credits: David Weinstock, Victor Sie, Haley Ray, Andy Currie, Andrew W. Kay & Susan Ducey, Creative Team - Decoded Advertising; Jackie Anderson, Producer - Decoded Advertising; JEAN, Director - Decon; Misha Luo, Executive Producer - Decon; Peter Fitzgerald, Producer - Decon; Esme Wright, Producer - Decon; Travis Hoggard, Editor - Decon

Silver ADDY Award

Entrant: BBDO New York

Client: Yahoo

Title: Win at Football

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Mike Smith/ Tom Markham/ Rich Singer/ Zack Menna, Executive Creative Director/ Executive Creative Director/ Associate Creative Director/ Associate Creative Director; Tara Leinwohl/ Alex Gianni, Executive Producer/ Executive Producer; Deepthi Prakash/ Steven Panawek/ Sean Stogner, Planning Team; Corey Cirillo/ Justin Perrelli/ Charlie Kunze, Account Team; Smuggler/ Randy Krallman/ Jeff Kim/ Shannon Jones/ Ian Blain/ Anderw Colon/ Patrick Milling Smith/ Brian Carmody, Production Company/ Director/ Director of Photography/ Executive Producer/ Producer/ Head of Production/ Partner/ Partner; No 6/ Jason MacDonald/ Justin Quagliata/ Kenneth Larkin/ Corina Dennison/ Malia Rose, Editorial Company/ Editor/ Editor/ Assistant Editor/ Executive Producer/ Producer; Heard City/ Evan Mangiamele, Music Company/ Sound Mixer; Tim Masick/ Rochelle Bown/ CO3, Colorist/ Producer/ Telecine

Silver ADDY Award

Entrant: BBDO New York

Client: FedEx

Title: Montage

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Peter Kain/ Gianfranco Arena/ Peter Alsante/ Matt Nall, Executive Creative Director/ Executive Creative Director/ Creative Director/ Creative Director; Diane Hill, Group Executive Producer; Kirsten Flanik/ Kathryn Brown/ Dan Langlitz/ Cailin Gibbons/ Taylor Baird, Account Team; O Positive/ Kenny Herzog/ Marc Laliberte Else/ Ralph Laucella/ Ken Licata Jr, Production Company/Director/ Director of Photography/ Executive Producer/ Line Producer; Walker Music/Heard City/Phil Loeb/ Sasha Awn/ Sara Matarazzo, Music/ Music Company/Sound Engineer/ Producer/ Producer; The Mill/Bugs Russell/ Fergus McCall, Post Production Company/Producer/ Telecine; Arcade Edit/Dave Anderson/ Jon Dean/ Sila Soyer/ Anna Butler, Editorial Company/Editor/ Assistant Editor/ Executive Producer/ Producer

Silver ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: Made in a Minute

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page/ Bear Collins, Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Associate Creative Director, Art Director/ Associate Creative Director, Copywriter/ Creative Technologist; David Rolfe/ Kristin Tomborello/ Carissa Ranelycke/ Rani Vaz, Director of Integrated Production/ Executive Producer/ Senior Interactive Producer/ Director of Music and Radio; Jim Reath/Bob Estrada/Tyler Harris/Marlee Caine/ Nicole Landesman/ Nina Hensarling, Account and Planning Team; 1stAve Machine/ Nico Casavecchia/ Liz Rowley/ Andrew Geller/ Chadd Dorak, Production Company/ Director/ Director/ Executive Producer/ Producer; Q Department, Music Company/ Audio

Branded Content & Entertainment For Online Film, Video & Sound - Single Entry: More than :60 seconds

Silver ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: Made in a Minute

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page/ Bear Collins, Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Associate Creative Director, Art Director/ Associate Creative Director, Copywriter/ Creative Technologist; David Rolfe/ Kristin Tomborello/ Carissa Ranelycke/ Rani Vaz, Director of Integrated Production/ Executive Producer/ Senior Interactive Producer/ Director of Music and Radio; Jim Reath/Bob Estrada/Tyler Harris/Marlee Caine/ Nicole Landesman/ Nina Hensarling, Account and Planning Team; 1stAve Machine/ Nico Casavecchia/ Liz Rowley/ Andrew Geller/ Chadd Dorak, Production Company/ Director/ Director/ Executive Producer/ Producer; Q Department, Music Company/ Audio

Branded Content & Entertainment For Television

Silver ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: House Love

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Amy Nicholson/ Mandy Hoveyda, Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Creative Director/ Creative Director; Ashley Henderson, Executive Producer; Jim Reath/ Tyler Harris/ Marlee Caine/ Emily Viola, Account and Planning Team; Corner Shop/ Peter Twaites/ Greig Fraser/ Anna Hashmi/ Suzie Green Tedesco, Production Company/ Director/ Director of Photography/ Executive Producer/ Producer; Work Editorial/ Bill Smedley/ Erica Thompson, Editorial Company/ Editor/ Executive Producer; Barking Owl/ Kelly Bayett, Music Company/ Executive Producer; The Mill/ Adam Scott/ Angus Kneale/ Antoine Douadi/ Jamie Scott/ Heather Kennedy/ Mina Mir/ Molly Intersimone/ Nick Couret Chailloux/ Cedric Menard/ Sean Costelloe/ Rachael Trillo/ Hayley Wallach, VFX Company/ Colorist/ Executive Creative Director/ VFX Supervisor/ Lead Composer/ Composer/ Composer/ Composer/ Composer/ CG Lead/ CG/ Senior Executive Post Producer/ Senior Post Producer/ Post Producer

FILM, VIDEO, & SOUND

Branded Content & Entertainment Campaign

Silver ADDY Award

Entrant: BBDO New York

Client: GE

Title: Unimpossible Films

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Michael Aimette/ Gary DuToit/ Lance Vining/ Lucas Owens/ Sei Rey Ho/ Jessica Andrew, Executive Creative Director/ Creative Director, Copywriter/ Creative Director, Art Director/ Senior Copywriter/ Senior Art Director/ Designer; David Rolfe/ George Sholley/ Jack Patrick/ Rani Vaz, Head of Production/ Executive Producer/ Producer/ Head of Music Production; Brandon Fowler/ Lindsey Cash/ Tessa Cosenza/ Elizabeth Jacobs, Account Team; Bullitt/ Diego Contreras/ Luke Ricci/ Elicia Laport/ Jon Dawes, Production Company/ Director/ Executive Producer/ Head of Production/ Producer; Rock Paper Scissors/ Ted Guard/ Christopher Mitchell/ JK Carrington/ Even Kornblum/ Jenny Greenfield, Editorial Company/ Editor/ Editor/ Editor/ Executive Producer/ Producer; Barking Owl Sound/ KC Dossett/ Michael Marinelli/ Sonic Union/ Patrick Sullivan/ Kelly Bayett, Music Company/ Producer/ Sound Engineer/ Sound Mixer/ Producer/ Creative Director; A52/ Peter Murphy/ Sofie Friis Borup/ Andy Rafael Barrios/ Catherine Yo/ Clare Movshon/ Erika Bird/ Michael Vaglienty/ Urs Furrer/ Michael Plescia/ Brendan Crockett/ Patrick Nugent/ Kim Christensen/ Company 3/ Ahmet Ahmet/ Mara Smalley/ Leanne Dare, VFX Company/ Animation/ Colorist/ VFX Supervisor/ Producer/ Producer/ Designer/ VFX Artist/ VFX Artist/ VFX Artist/ VFX Artist/ Executive Producer/ Head of Production/ Telecine/ Art Director/ Art Director/ Art Director

Silver ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: In-a-Snap

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page, Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Associate Creative Director, Art Director/ Associate Creative Director, Copywriter; David Rolfe/ Kristin Tomborello/ Michael Gentile/ Andrew Osborne/ Jeff Reagan, Director of Integrated Production/ Executive Producer/ Group Project Lead/ Producer/ Production Assistant; Jim Reath/ Bob Estrada/ Antonette Del Rio/ Tyler Harris/ Nicole Landesman, Account and Planning Team; Bear Collins/ Filip Williander, Creative Technologist/ Creative Technologist; Humble/ David Bell/ Persis Koch/ Chelsea Conklin, Production Company/ Director/ Executive Producer/ Producer

Public Service Online Film, Video & Sound

Gold ADDY Award

Entrant: BBDO New York

Client: Sandy Hook Promise

Title: Evan

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Peter Alsante/ Martins Zelcs/ Bryan Stokely, Creative Director/ Art Director/ Copywriter; David Rolfe/ Julian Katz, Head of Integrated Production/ Group Executive Producer; Sean Stogner/ Michael Schonfeld/ Lindsey Cash, Account and Planning Team; Smuggler/ Henry-Alex Rubin/ Ken Seng/ Drew Santaseiro/ Leah Allina/ Andrew Colon/ Patrick Milling Smith/ Brian Carmody, Production Company/ Director/ Director of Photography/ Executive Producer/ Producer/ Chief Operating Officer/ Partner/ Partner; "Johnny Met June"/ Evan Mangiamele/ Stefano Campello/ Heard City/ Sasha Awn/ Shelby Lynne, Song Title/ Sound Mixer/ Sound Mixer/ Audio Production House/ Executive Producer/ Musician; Jason MacDonald/ NO6/ Malia Rose/ Corina Dennison/ Jason MacDonald/ Nick Scheider/ Ed Skupeen/ Mark Reyes, Colorist/ Post Production Company/ Producer/ Executive Producer/ Editor/ Editor/ Flame Artist/ Flame Artist; No6/ Jason Macdonald/ Nick Schneider, Editorial Company/ Editor/ Assistant Editor

Gold ADDY Award & Judges Award of Excellence

Entrant: Publicis (Creative Consultants)

Client: Unos

Title: Josh's List

Credits: Andy Bird, Chief Creative Officer; Jeremy Filgate, Creative Director/ Writer; Patrick Merritt, Senior Writer; Lisa Bifulco, Chief Production Officer; Jennifer Guliner, Executive Producer; Zack Kurland, Experience Design Creative Director; Damian Toogood, Dapper.TV, Writer/Director/DP; David Lyons, Shae Horton, Dapper.TV, Executive Producer, Producer; Geordie Anderson, BlueRock, Editor; Lenny Mastrandrea, Nice Shoes, Colorist; Joe O'Connell, Metric, Mixing Engineer; Patrick Oliver, Music Producer

CROSS PLATFORM

Integrated Advertising Campaigns - B-to-B Campaign-National

Silver ADDY Award

Entrant: gyro New York

Client: Medidata

Title: Medidata - The Architecture of Hope

Credits: Vito Zarrillo, Executive Creative Director; Marco Walls, Creative Director; Jaime Schwarz, Creative Director; Sebastian Andreassen, Sr. Art Director; Alex Sprouse, Sr. Art Director; Wesley Vanderpool, Jr. Art Director; Devin Sullivan, Jr. Art Director; Colin Quinn, Sr. Copywriter; Brian Smith, Jr. Copywriter; Nicole Paladino, Account Supervisor; Todd Scheifele, Producer; Brett Schindler, Project Manager

Integrated Advertising Campaigns - Consumer Campaign-National

Gold ADDY Award

Entrant: Havas New York

Client: Heineken / Dos Equis

Title: Adios Amigo

Credits: Toygar Bazarkaya, Chief Creative Officer, Americas; Jason Musante, Group Executive Creative Director; Jim Hord, Executive Creative Director; Paul Johnson, Executive Creative Director; Keith Scott, Executive Creative Director; Jonas Wittenmark, Creative Director; Tobias Carlson, Creative Director; Paul Fix, Creative Director; Matt Hock, Associate Creative Director; Dave Fredette, Associate Creative Director; Andrew Niemira, Senior Copywriter; Jill Meschino, Executive Producer

Online/Interactive Campaign

Gold ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: Social Innovation Campaign

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page/ Ryan Wi (FlipSide)// Dominick Baccollo(FlipSide)// Adan Gothelf (FlipSide)/, Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Associate Creative Director, Art Director/ Associate Creative Director, Copywriter/ Art Director (FlipSide)/ Art Director, Copywriter (FlipSide)/ Copywriter (FlipSide); David Rolfe/ Kristin Tomborello/ Michael Gentile/ Andrew Osborne/ Whitney Husnik/ Mo Twine/ Jeff Reagan/ Carissa Ranelycke/ Rani Vaz, Director of Integrated Production/ Executive Producer/ Group Project Lead/ Producer/ Producer/ Producer/ Production Assistant/ Senior Interactive Producer/ Director of Music and Radio; Jim Reath/Bob Estrada/Tyler Harris/Miranda Hardy/Marlee Caine/Antonette Del Rio/ Emily Viola/ Nicole Landesman, Account and Planning Team; Bear Collins/ Filip Williander/ Alex Marsh, Creative Technologist/ Creative Technologist/ Director of Social; BBDO Studios/ EG+ Worldwide, Production Company/ Production Company

ELEMENTS OF ADVERTISING

Copywriting

Silver ADDY Award

Entrant: Havas New York

Client: Heineken / Dos Equis

Title: Adios Amigo

Credits: Toygar Bazarkaya, Chief Creative Officer, Americas;
Jason Musante, Group Executive Creative Director;
Jim Hord, Executive Creative Director; Keith Scott, Group Creative Director;
Paul Johnson, Group Creative Director; Eric Bertuccio, Associate Creative
Director; Andrew Niemira, Senior Copywriter; Jim Lemaitre, Copywriter; Rick
Ardito, Copywriter; Will Lyman, Voice Talent

Visual - Illustration - Series

Silver ADDY Award

Entrant: BBDO New York

Client: American Red Cross

Title: Reasons

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Tim Roan/ Levi Slavin/ Carolyn Davis/ Matthew Page, Senior Creative
Director/ Senior Creative Director/ Associate Creative Director,
Art Director/ Associate Creative Director, Copywriter;
Kathryn Brown/ Brooke Diamond/ Sam Henderson, Account Team

Visual - Still Photography - Campaign

Silver ADDY Award

Entrant: QuallsBenson LLC

Client: 50 West NYC

Title: 50 West NYC

Credits: QuallsBenson New York

Visual - Art Direction

Gold ADDY Award

Entrant: BBDO New York

Client: Bacardi - Havana Club

Title: The Aged Well Campaign

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Danilo Boer/ Marcos Kotlhar/ Cesar Finamori/ Kara Goodrich, Executive
Creative Director/ Executive Creative Director, Art Director/ Creative Director/
Creative Director, Copywriter;
Ilona Siller/ Mary Cook/ Mike Musano/ Blane Robinson, Art Producer/
Project Producer/ Print Producer/ Senior Production Artist; Dan Smith/
Andre Maciel (@ Black Madre Atelier)/ Kevin Cantrell, Photographer/
Illustrator/ Typography;
Gordon McLean/ Jules Wieboldt/ Patrick
Tomasiewicz/ Justin Zerrenner/ Josh Goodman/ Meghan Wood,
Account and Planning Team

Silver ADDY Award

Entrant: BBDO New York

Client: American Family Insurance

Title: Free to Dream

Credits: David Lubars/ Greg Hahn,
Chief Creative Officers, Worldwide/ New York; Susan Golkin/ Eric Goldstein,
Executive Creative Director/ Senior Creative Director;
Becky Burkhard/ Mike Ritchie/ Rani Vaz, Senior Producer/ Assistant Producer/
Music Producer; Jim Santora/Christine Smith/Kelly Harrington/Justin Choy,
Account Team; Smuggler/ Adam Berg/ Alwin Kuchler/ Drew Santasiero/
Brian Carmody/ Karen O'Brien, Production Company/ Director/ Director of
Photography/ Executive Producer/ Executive Producer/ Line Producer;
Cosmo Street Editorial/ Paul Hardcastle/ Nellie Phillips/ Maura Woodward/
Anne Lai, Editorial Company/ Editor/ Assistant Editor/ Executive Producer/
Producer; Suspect/ Rob Appelblatt, Graphic Design Company/ Producer;
Beacon Street Studios/ Leslie DiLullo/ Talia Rodgers/ Andrew Feltenstein/
Phil Loeb, Music Company/ Producer/ Producer (Heard City)/ Composer/
Sound Engineer;
MPC/ Brian Friel/ Elexis Stearn/ Micheal Wynd/ Chris Moore/ Ben Persons/
Michael Gregory/ Meghan Lang/ Rebecca Boorsma/ Mark Gethin/ Chris
Moore/ Michael Gregory, VFX Company/ Producer/ Producer/ CG Lead/ CG
Lead/ CG Lead/ CG Lead/ VFX Producer/ VFX Producer/ Telecine/ Conform
Artist/ Conform Artist

Film & Video - Cinematography

Gold ADDY Award

Entrant: BBDO New York

Client: Bacardi - Grey Goose

Title: La Pursuit

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Danilo Boer/ Marcos Kotlhar/ Cesar Finamori/ Alessandro Fruscella/ Bart
Mol/ Pol Hoenderboom, Executive Creative Director/ Executive Creative
Director/ Creative Director/ Creative Director/ Creative Director/ Creative
Director; David Rolfe/ Angelo Ferrugia/ Rani Vaz/ Jessica Nugent/ Christiana
Coleman, Director of Integrated Production/ Global Executive Producer/
Director of Music/ Director of Production Services/ Production Coordinator;
Justin Zerrenner/ Nicole Elfstrom/ Samantha Lieberman/ Gordon McLean,
Account and Planning Team;
MJZ/ Labhouse/ Steve Ayson/ Robert Elswit/ Emma Wilcockson/ Mark
Hall/ Natalia Mussolana/ Vanessa Ballarini/ Ernesto Molina y Vedia/ Janet
Nowosad/ David Zander, Production Company/ Production Service
Company/ Director/ Director of Photography/ Executive Producer/ Line
Producer/ Producer/ Production Manager/ Production Designer/ Head of
Production/ President; Final Cut (London)/ Rick Russell/ Ryan Beck/ Lucy Ber-
ry/ Michelle Corney/ Sarah Roebuck/ Frankie Elster/ Jen Sienkiewicz, Editorial
Company/ Editor/ Editor/ Assistant Editor/ Executive Producer/ Executive
Producer/ Producer/ Head of Production;
The Mill/ Fergus McCall/ Eliana Carranza-Pitcher/ Corey Brown/ Casey Sicnic/
Rachael Trillo/ Andrew Eguiguren/ Carlos Nieto/Eric Lane/Ivan Joy/Laurent
Giaume/Rachel Start/Xuan Seifert/Nick Couret-Chailloux/Justin Diamond/
Jeff Lopez/ Andre Vidal/Ilia Mokhtareizadeh/Nick Tanner/Gavin Wellsman/
Jamie Scott/Dae Yoon Kang/ Corey Brown/Andres Eguiguren, VFX
Company/ Colorist/ Senior Producer/ VFX & 2D Lead/ Production
Coordinator/ Executive Producer/ 3D Lead/ 3D Artist/ 3D Artist/ 3D Artist/
3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 2D Team/ 2D
Team/ 2D Team/ 2D Team/ 2D Team/ 2D Team;
Soundtree Music/ Nick Foster/ Stephen Dewey/ MachineHead/ Keith
Reynaud/ Phil Loeb/ Heard City/ Jay James, Music Company/ Composer/
Sound Designer/ Sound Design Company/ Sound Engineer/ Sound Engi-
neer/ Sound Mixer/ Producer

ELEMENTS OF ADVERTISING

Film & Video - Cinematography

Silver ADDY Award

Entrant: BBDO New York

Client: AT&T

Title: The Unseen

Credits David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Matt MacDonald/ Marcel Yunes/ Rick Williams, Executive Creative Director/ Creative Director, Art Director/ Creative Director, Copywriter; David Rolfe/ Julie Collins/ Dan Blaney, Director of Integrated Production/ Group Executive Producer/ Executive Producer; James Lou/ Charles Baker/ Simonas Piepalius, Planning Team; Mark Cadman/Mark Tillinghast/Matt Mason/Johnny Wardell/ Erin Sheehan, Account Team; Anonymous Content/ Frederic Planchon/ Jody Lee Lipes/ Eric Stern/ Sue Ellen Clair/ Kerry Haynie/ Erin Wile/ Donald Cager, Production Company/ Director/ Director of Photography/ Executive Producer/ Managing Director/ Executive Producer/ Head of Production/ Production Supervisor; WORK Editorial/ Rich Orrick/ Christopher Fetsch/ Evelina Gokinayeva/ Erica Thompson/ Jamie Perritt, Editorial Company/ Editor/ Assistant Editor/ Assistant Editor/ Executive Producer/ Producer; Heard City/ Villa Del Refugio/ This Will Destroy You/ Brian Emrich/ Phil Loeb, Mix Studio/ Song Title/ Music Artist/ Sound Designer/ Sound Mixer; The Mill/ Fergus McCall/ Gavin Wellsman/ Nirad "Bugs" Russell/ Sean Costelloe/ Sandor Toledo/ Peter Karnik/ Alex Allain/ Yuanbo Chen/ Krissy Nordella/ Gavin Wellsman/ Heather Kennedy/ Alex Miller/ Nicolette Picardo/ Alex Wysota/ Kevin Donahue, VFX Company/ Colorist/ Shot Supervisor/ Senior Producer/ Executive Producer/ 3D/ 3D/ 3D/ Design/ 2D Lead Artist/ 2D/ 2D/ 2D/ 2D/ 2D/ 2D

Film & Video - Animation, Special Effects or Motion Graphics

Gold ADDY Award

Entrant: BBDO New York

Client: American Family Insurance

Title: Free to Dream

Credits: David Lubars/ Greg Hahn, Chief Creative Officers, Worldwide/ New York; Susan Golkin/ Eric Goldstein, Executive Creative Director/ Senior Creative Director; Becky Burkhard/ Mike Ritchie/ Rani Vaz, Senior Producer/ Assistant Producer/ Music Producer; Jim Santora/ Christine Smith/ Kelly Harrington/ Justin Choy, Account Team; Smuggler/ Adam Berg/ Alwin Kuchler/ Drew Santasiero/ Brian Carmody/ Karen O'Brien, Production Company/ Director/ Director of Photography/ Executive Producer/ Executive Producer/ Line Producer; Cosmo Street Editorial/ Paul Hardcastle/ Nellie Phillips/ Maura Woodward/ Anne Lai, Editorial Company/ Editor/ Assistant Editor/ Executive Producer/ Producer; Suspect/ Rob Appelblatt, Graphic Design Company/ Producer; Beacon Street Studios/ Leslie DiLullo/ Talia Rodgers/ Andrew Feltenstein/ Phil Loeb, Music Company/ Producer/ Producer (Heard City)/ Composer/ Sound Engineer; MPC/ Brian Friel/ Elexis Stearn/ Micheal Wynd/ Chris Moore/ Ben Persons/ Michael Gregory/ Meghan Lang/ Rebecca Boorsma/ Mark Gethin/ Chris Moore/ Michael Gregory, VFX Company/ Producer/ Producer/ CG Lead/ CG Lead/ CG Lead/ CG Lead/ VFX Producer/ VFX Producer/ Telecine/ Conform Artist/ Conform Artist

Silver ADDY Award

Entrant: BBDO New York

Client: Bacardi - Grey Goose

Title: La Pursuit

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Danilo Boer/ Marcos Kotlhar/ Cesar Finamori/ Alessandro Fruscella/ Bart Mol/ Pol Hoenderboom, Executive Creative Director/ Executive Creative Director/ Creative Director/ Creative Director/ Creative Director/ Creative Director; David Rolfe/ Angelo Ferrugia/ Rani Vaz/ Jessica Nugent/ Christiana Coleman, Director of Integrated Production/ Global Executive Producer/ Director of Music/ Director of Production Services/ Production Coordinator; Justin Zerrenner/ Nicole Elfstrom/ Samantha Lieberman/ Gordon McLean, Account and Planning Team; MJJ/ Labhouse/ Steve Ayson/ Robert Elswit/ Emma Wilcockson/ Mark Hall/ Natalia Mussolana/ Vanessa Ballarini/ Ernesto Molina y Vedia/ Janet Nowosad/ David Zander, Production Company/ Production Service Company/ Director/ Director of Photography/ Executive Producer/ Line Producer/ Producer/ Production Manager/ Production Designer/ Head of Production/ President; Final Cut (London)/ Rick Russell/ Ryan Beck/ Lucy Berry/ Michelle Corney/ Sarah Roebuck/ Frankie Elster/ Jen Sienkowska, Editorial Company/ Editor/ Editor/ Assistant Editor/ Executive Producer/ Executive Producer/ Producer/ Head of Production; The Mill/ Fergus McCall/ Eliana Carranza-Pitcher/ Corey Brown/ Casey Sicnic/ Rachael Trillo/ Andrew Eguiguren/ Carlos Nieto/Eric Lane/Ivan Joy/Laurent Giaume/Rachel Start/Xuan Seifert/Nick Couret-Chailloux/Justin Diamond/ Jeff Lopez/ Andre Vidal/Illia Mokhtareizadeh/Nick Tanner/Gavin Wellsman/ Jamie Scott/Dae Yoon Kang/ Corey Brown/Andres Eguiguren, VFX Company/ Colorist/ Senior Producer/ VFX & 2D Lead/ Production Coordinator/ Executive Producer/ 3D Lead/ 3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 2D Team/ 2D Team/ 2D Team/ 2D Team/ 2D Team/ 2D Team; Soundtree Music/ Nick Foster/ Stephen Dewey/ MachineHead/ Keith Reynaud/ Phil Loeb/ Heard City/ Jay James, Music Company/ Composer/ Sound Designer/ Sound Design Company/ Sound Engineer/ Sound Engineer/ Sound Mixer/ Producer

Silver ADDY Award

Entrant: BBDO New York

Client: AT&T

Title: Everywhere

Credits: David Lubars/ Greg Hahn, Chief Creative Officer Worldwide/ Chief Creative Officer New York; Matt MacDonald/ Steven Fogel/ Doug Fallon/ Mark Voehringer/ Rob Munk/ Kristin Clark/ Matt Low, Executive Creative Director/ Executive Creative Director/ Executive Creative Director/ Senior Creative Director/ Senior Creative Director/ Art Director/ Copywriter; Julie Collins/ Matt Nowak/ Melissa Chester/ Victoria Wills, Executive Producer/ Executive Producer/ Executive Music Producer; Tom Kuntz/ Matthew Libatique/ Eriks Krums/ Emily Skinner/ Jahmin Assa/ David Zander, Director/ Director of Photography/ Senior Executive Producer/ Producer/ Production Designer/ President; MackCut/Gavin Cutler/ Pamela Petruski/ Gina Pagano, Editorial Company/Editor/ Assistant Editor/ Executive Producer; Beta Petrol/Rafter Roberts/ Sam Shaffer/ Andy Brohard/ Sam Shaffer/ Dayna Turcotte/ Brent Asbury/ Bryan Ray Turcotte, Music Company/Composer/ Sound Designer/ Sound Engineer/ Sound Mixer/ Executive Producer/ Executive Producer/ Creative Director; Method Studios/Tim Masick/ Eduardo Alvin Cruz/ Doug Luka/ Rochelle Brown/ Bennett Lieber/ Ivan Guerrero/ Mario Caserta/ Stuart Robinson/ The Beauty Shop, VFX Company/Senior Colorist/ Creative Director/ Creative Director/ VFX Supervisor/ Senior Color Producer/ Senior Producer/ CG Supervisor/ Flame Lead/ Executive Producer/Post Production Company; Doug Walker/ Lesley Brown/ Khari Mpagzehe/ Noelle Bough, Account Team

ELEMENTS OF ADVERTISING

Film & Video - Video Editing

Gold ADDY Award & Judges Award of Excellence

Entrant BBDO New York

Client: Sandy Hook Promise

Title: Evan

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Peter Alsante/ Martins Zelcs/ Bryan Stokely, Creative Director/
Art Director/ Copywriter; David Rolfe/ Julian Katz, Head of Integrated
Production/ Group Executive Producer;
Sean Stogner/ Michael Schonfeld/ Lindsey Cash, Account & Planning Team;
Smuggler/ Henry-Alex Rubin/ Ken Seng/ Drew Santaseiro/ Leah Allina/
Andrew Colon/ Patrick Milling Smith/ Brian Carmody, Production Company/
Director/ Director of Photography/ Executive Producer/ Producer/ Chief
Operating Officer/ Partner/ Partner;
"Johnny Met June"/ Evan Mangiamele/ Stefano Campello/ Heard City/
Sasha Awn/ Shelby Lynne, Song Title/ Sound Mixer/ Sound Mixer/ Audio
Production House/ Executive Producer/ Musician;
Jason MacDonald/ NO6/ Malia Rose/ Corina Dennison/ Jason MacDonald/
Nick Scheider/ Ed Skupeen/ Mark Reyes, Colorist/ Post Production
Company/ Producer/ Executive Producer/ Editor/ Editor/ Flame Artist/
Flame Artist;
No6/ Jason MacDonald / Nick Schneider , Editorial Company/ Editor/
Assistant Editor

Silver ADDY Award

Entrant: BBDO New York

Client: AT&T

Title: The Unseen

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Matt MacDonal/ Marcel Yunes/ Rick Williams, Executive Creative Director/
Creative Director, Art Director/ Creative Director, Copywriter; David Rolfe/
Julie Collins/ Dan Blaney, Director of Integrated Production/ Group
Executive Producer/ Executive Producer; James Lou/ Charles Baker/ Simonas
Piepalius, Planning Team;
Mark Cadman/Mark Tillinghast/Matt Mason/Johnny Wardell/Erin Sheehan,
Account Team; Anonymous Content/ Frederic Planchon/ Jody Lee Lipps/
Eric Stern/ Sue Ellen Clair/ Kerry Haynie/ Erin Wile/ Donald Cager,
Production Company/ Director/ Director of Photography/ Executive Producer,
Managing Director/ Executive Producer/ Head of Production/ Producer/
Production Supervisor; WORK Editorial/ Rich Orrick/ Christopher Fetsch/
Evelina Gokinayeva/ Erica Thompson/ Jamie Perritt, Editorial Company/
Editor/ Assistant Editor/ Assistant Editor/ Executive Producer/ Producer;
Heard City/ Villa Del Refugio/ This Will Destroy You/ Brian Emrich/ Phil Loeb,
Mix Studio/ Song Title/ Music Artist/ Sound Designer/ Sound Mixer;
The Mill/ Fergus McCall/ Gavin Wellsman/ Nirad "Bugs" Russell/ Sean
Costelloe/ Sandor Toledo/ Peter Karnik/ Alex Allain/ Yuanbo Chen/ Krissy
Nordella/ Gavin Wellsman/ Heather Kennedy/ Alex Miller/ Nicolette Picardo/
Alex Wysota/ Kevin Donahue, VFX Company/ Colorist/ Shot Supervisor/
Senior Producer/ Executive Producer/ 3D/ 3D/ 3D/ Design/ 2D Lead Artist/
2D/ 2D/ 2D/ 2D/ 2D/ 2D

Sound - Music Only

Gold ADDY Award

Entrant: BBDO New York

Client: Bacardi - Grey Goose

Title: La Pursuit

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Danilo Boer/ Marcos Kotlhar/ Cesar Finamori/ Alessandro Fruscella/ Bart
Mol/ Pol Hoenderboom, Executive Creative Director/ Executive Creative
Director/ Creative Director/ Creative Director/ Creative Director/ Creative
Director; David Rolfe/ Angelo Ferrugia/ Rani Vaz/ Jessica Nugent/ Christiana
Coleman, Director of Integrated Production/ Global Executive Producer/
Director of Music/ Director of Production Services/ Production Coordinator;
Justin Zerrenner/ Nicole Elfstrom/ Samantha Lieberman/ Gordon McLean,
Account and Planning Team; MJZ/ Labhouse/ Steve Ayson/ Robert Elswit/
Emma Wilcockson/ Mark Hall/ Natalia Mussolana/ Vanessa Ballarini/ Ernesto
Molina y Vedia/ Janet Nowosad/ David Zander, Production Company/
Production Service Company/ Director/ Director of Photography/
Executive Producer/ Line Producer/ Producer/ Production Manager/
Production Designer/ Head of Production/ President; Final Cut (London)/
Rick Russell/ Ryan Beck/ Lucy Berry/ Michelle Corney/ Sarah Roebuck/
Frankie Elster/ Jen Sienkiewicz, Editorial Company/ Editor/ Editor/ Assistant
Editor/ Executive Producer/ Executive Producer/ Producer/ Head of
Production; The Mill/ Fergus McCall/ Eliana Carranza-Pitcher/ Corey Brown/
Casey Sicnic/ Rachael Trillo/ Andrew Eguiguren/ Carlos Nieto/Eric Lane/Ivan
Joy/Laurent Giaume/Rachel Start/Xuan Seifert/Nick Couret-Chailloux/Justin
Diamond/Jeff Lopez/ Andre Vidal/Ilia Mokhtareizadeh/Nick Tanner/Gavin
Wellsman/Jamie Scott/Dae Yoon Kang/ Corey Brown/Andres Eguiguren,
VFX Company/ Colorist/ Senior Producer/ VFX & 2D Lead/ Production
Coordinator/ Executive Producer/ 3D Lead/ 3D Artist/ 3D Artist/ 3D Artist/
3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 3D Artist/ 2D Team/ 2D
Team/ 2D Team/ 2D Team/ 2D Team/ 2D Team;
Soundtree Music/ Nick Foster/ Stephen Dewey/ MachineHead/ Keith
Reynaud/ Phil Loeb/ Heard City/ Jay James, Music Company/ Composer/
Sound Designer/ Sound Design Company/ Sound Engineer/ Sound
Engineer/ Sound Mixer/ Producer

Silver ADDY Award

Entrant: BBDO New York

Client: Bacardi - Grey Goose

Title: Lumiere

Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Danilo Boer/ Marcos Kotlhar, Senior Creative Director/ Senior Creative
Director; Angelo Ferrugia/ Rani Vaz/ BreeAnn Stuart, Global Executive
Producer/ Executive Music Producer/ Producer; Steven Panariello/ Heather
Livengood/ Sophia Lauricella/ Samantha Lieberman/ Tom Naughton/
Monisha Lewis/ Alysha Lalji, Account and Planning Team;
Reset Content/ Johnny Green/ Jeff McDougall/ Jen Beitler/ Dave Morrison/
Aris McGary, Production Company/ Director/ Executive Producer/ Executive
Producer/ Managing Director/ Senior Line Producer; Final Cut Editorial
(NY & London)/ Rick Russell/ Dan Berk/ James Stubbs/ Sarah Roebuck/
Brad Wood/ Frankie Elster/ Jen Sienkiewicz, Editorial Company/ Editor/
Editor/ Assistant Editor/ Executive Producer/ Executive Producer/ Producer/
Head of Production; Sound Tree Music/ Joel Hartman/ Luis Almau/
Joel Hartman/ Andrew Kingslow/ Lumiere/ Tom Jucarone/ Sound Lounge/
Jay James, Music Company/ Producer/ Producer/ Composer/ Composer/
Song Title/ Song Engineer/ Audio Mixing/ Managing Director;
Blacksmith NY/ Tom Pool/ Megan Sweet/ Melissa Graff/ Nick Tanner/
Danny Morris/ Richard Lyons/ Elizabeth Lyons/ Charlotte Arnold/ Michael
Dunkley/ Patrick McAvena/ Hassan Taimur/ Teemu Erama/ Nick Savy/ Iwan
Zwarts/ Tom Bussell, VFX Company/ Colorist/ Producer/ Composer/
Compositor/ Compositor/ Compositor/ Compositor/ Executive Producer/
3D/ 3D/3D/3D/3D/ VFX Supervisor & Lead Flame Artist/ Lead 3D Artist

ELEMENTS OF ADVERTISING

Sound - Voiceover Talent

Silver ADDY Award

Entrant: Havas New York

Client: Heineken / Dos Equis

Title: Adios Amigo

*Credits: Toygar Bazarkaya, Chief Creative Officer, Americas;
Jason Musante, Group Executive Creative Director;
Jim Hord, Executive Creative Director; Keith Scott, Group Creative Director;
Paul Johnson, Group Creative Director;
Eric Bertuccio, Associate Creative Director;
Andrew Niemira, Senior Copywriter; Jim Lemaitre, Copywriter;
Rick Ardito, Copywriter; Will Lyman, Voice Talent*

Digital Creative Technology - Innovative Use of Interactive / Technology

Gold ADDY Award

Entrant: BBDO New York

Client: Lowe's

Title: Social Innovation Campaign

*Credits: David Lubars/ Greg Hahn,
Chief Creative Officer Worldwide/ Chief Creative Officer New York;
Tim Bayne/ Mike Sweeney/ Molly Adler/ Carolyn Davis/ Matthew Page/
Ryan Wi (FlipSide)// Dominick Baccollo(FlipSide)// Adan Gothelf (FlipSide),
Executive Creative Director/ Senior Creative Director/ Senior Creative
Director/ Associate Creative Director, Art Director/ Associate Creative
Director, Copywriter/ Art Director (FlipSide)/ Art Director, Copywriter
(FlipSide)/ Copywriter (FlipSide);
David Rolfe/ Kristin Tomborello/ Michael Gentile/ Andrew Osborne/ Whitney
Husnik/ Mo Twine/ Jeff REagan/ Carissa Ranelycke/ Rani Vaz, Director of
Integrated Production/ Executive Producer/ Group Project Lead/ Producer/
Producer/ Producer/ Production Assistant/ Senior Interactive Producer/
Director of Music and Radio;
Jim Reath/Bob Estrada/Tyler Harris/Miranda Hardy/Marlee Caine/
Antoinette Del Rio/ Emily Viola/ Nicole Landesman, Account & Planning Team;
Bear Collins/ Filip Williander/ Alex Marsh, Creative Technologist/ Creative
Technologist/ Director of Social; BBDO Studios/ EG+ Worldwide, Production
Company/ Production Company*

PRINT ADVERTISING

Magazine Advertising - Single (Full Page or Less)

Gold ADDY Award

Entrant: Filipe Nogueira
 Educational Institution: Miami Ad School New York
 Title: Nothing To See Here

Credits: Filipe Nogueira, Art Director & Copywriter

Silver ADDY Award

Entrant: Kien Quan
 Educational Institution: Miami Ad School New York
 Title: American Express Black

Credits: Kien Quan, Copywriter / Art Director

Magazine Advertising - Campaign

BEST OF SHOW - Print & Gold ADDY Award

Entrant: Zuheir Kotob & Evelyne Wyss
 Educational Institution: Miami Ad School New York
 Title: Band Aid Cover Something

Credits: Zuheir Kotob, Art Director; Evelyne Wyss, Copywriter

Gold ADDY Award

Entrant: Zuheir Kotob & Evelyne Wyss
 Educational Institution: Miami Ad School New York
 Title: Drano for what doesn't go down well

Credits: Zuheir Kotob, Art Director; Evelyne Wyss, Copywriter

Gold ADDY Award

Entrant: Chandani Karnik, Luis Carlos Pombo
 Educational Institution: Miami Ad School New York
 Title: Consent not clothes

Credits: Chandani Karnik, Copywriter; Luis Carlos Pombo, Art Director

Gold ADDY Award

Entrant: Vrasidas Golemis
 Educational Institution: Miami Ad School New York
 Title: Redefine Ingredients|NINJA Blender

Credits: Vrasidas Golemis, Art Director

Silver ADDY Award

Entrant: Sang Young Bae
 Educational Institution: New York University
 Title: Heinz Here

Silver ADDY Award

Entrant: Thompson Imasogie, Don Foshay & Cristina Nocerino
 Educational Institution: Miami Ad School New York
 Title: Lego Duplo A Lifetime of Play

Credits: Thompson Imasogie, Art Director: Don Foshay, Copywriter: Cristina Nocerino, Copywriter, Account Planner/Strategist

Silver ADDY Award

Entrant: Ariana Pierre Yanes, Frank Hammer & Paul DeMontpellier

Educational Institution: Miami Ad School New York
 Title: You Love Food, We Love Food

Credits: Frank Hammar, Art Director; Paul DeMontpellier, Copywriter; Ariana Pierre Yanes, Art Director

Newspaper Advertising - Campaign

Gold ADDY Award

Entrant: Yuji Yang & Dayoung Hwang
 Educational Institution: School of Visual Arts
 Title: Venmo split bills

Credits: Yuji Yang; Dayoung Hwang

OUT-OF-HOME & AMBIENT MEDIA

Outdoor & Transit Advertising - Mass Transit (Interior or Exterior)

Gold ADDY Award

Entrant: Kazunori Shiina, Chandani Karnik
 Educational Institution: Miami Ad School New York
 Title: Step in Inequality

Credits: Kazunori Shiina, Art Director; Chandani Karnik, Copywriter

Outdoor & Transit Advertising - Campaign

Silver ADDY Award

Entrant: Kim Truong, Wael Khairy, & Helen Lu
 Educational Institution: Miami Ad School New York
 Title: Taboo

Credits: Kim Truong, Copywriter; Wael Khairy, Copywriter; Helen Lu, Art Director

Ambient Media - Guerilla Marketing - Single Occurrence or Installation

Silver ADDY Award

Entrant: Deep Chhabria & Santh Kothot
 Educational Institution: Miami Ad School New York
 Title: Safety Statues by Volvo

Credits: Deep Chhabria, Copywriter; Santh Kothot, Art Director

Silver ADDY Award

Entrant: Kazunori Shiina
 Educational Institution: Miami Ad School New York
 Title: Innocence Project/Subway Bars

ONLINE/INTERACTIVE

Website (Desktop or Mobile)

Gold ADDY Award

Entrant: Filipe Nogueira, Haley Jackson
& Stephanie Vicari

Educational Institution: Miami Ad School New York

Title: Vice Yin-Yang

*Credits: Filipe Nogueira, Art Director; Haley Jackson, Copywriter;
Stephanie Vicari, Copywriter*

Social Media - Single Execution

Silver ADDY Award

Entrant: Filipe Nogueira & Joel Robert Johnson
Educational Institution: Miami Ad School New York
Title: Common Enemy

Credits: Filipe Nogueira, Art Director; Joel Robert Johnson, Copywriter

Social Media - Campaign

BEST OF SHOW - Digital & Gold ADDY Award

Entrant: Tori Curtis & Marco Russo
Educational Institution: Miami Ad School New York
Title: TOMS Pandemik

Credits: Tori Curtis & Marco Russo, Art Directors

Advertising & Promotion - Campaign

Silver ADDY Award

Entrant: Yeon Sang Yoon & Joon Ho Ahn
Educational Institution: School of Visual Arts
Title: Glaad to be proud

*Credits: Yeon Sang Yoon, Art Director; Joon Ho Ahn, Art Director
Sung Kwon Ha, Instructor; Mike Oh, Instructor*

Silver ADDY Award

Entrant: Yeon Sang Yoon, Joon Ho Ahn & Jin Sung Park
Educational Institution: School of Visual Arts
Title: What if it were your pet?

*Credits: Yeon Sang Yoon, Art Director; Joon Ho Ahn, Art Director;
Jin Sung Park, Art Director; Sung Kwon Ha, Instructor;
Mike Oh, Instructor*

CROSS PLATFORM

Integrated Advertising Campaign - Consumer Campaign

Silver ADDY Award

Entrant: Aliza Roth and Haley Jackson
Educational Institution: Miami Ad School New York
Title: Make it Permanent

Credits: Aliza Roth, Art Director; Haley Jackson, Copywriter

ELEMENTS OF ADVERTISING

Art Direction

Gold ADDY Award

Entrant: Zuheir Kotob & Evelyne Wyss
Educational Institution: Miami Ad School New York
Title: Lego Build On

Credits: Zuheir Kotob, Art Director; Evelyne Wyss, Copywriter