



AMERICAN
ADVERTISING
AWARDS

2020-2021 District 2
Professional & Student Winners

**PROFESSIONAL WINNERS
IN ORDER BY CATEGORY NUMBER**

SALES & MARKETING

Category:

Sales Promotion > 002 - Packaging > 002A - Single Unit

Award:

Gold ADDY Award

Entrant Company:

The Martin Group

Client Company Name:

Three Brothers Wineries & Estates

Title:

Passion Feet Vicious Can

Credits:

Dion Pender, Creative Director

Mary Bonomo, Art Director

Duane Bombard, Copywriter

Chelsie Ross, Brand Manager

Mike Gelen, Illustrator

Club: Rochester Advertising Federation

Category:

Sales Promotion > 003 - Point of Purchase > 003B - Free Standing

Award:

Gold, Best of Show (Best of Show - Traditional) ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Heinz History Center

Title:

Freedom

Credits:

Larry Hruska, Creative Director/Art Director

Debbie Regan, Creative Director

Mike Giunta, Chief Creative Officer

Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Collateral Material > 008 - Publication Design > 008D - Magazine Design

Award:

Silver ADDY Award

Entrant Company:

Truth Collective

Client Company Name:

Truth Collective

Title:

Higher Order Zine #1

Credits:

Josh Coon, Experience Director
Jeremy Schwartz, Chief Creative Officer, Founder
Melody Ossola, Senior Art Director
Justyn Iannucci, Art Director / Illustrator
Bob Bailey, Chief Executive Officer, Founder
John Roberts, Chief Strategy Officer, Founder
Sydney Aspenleiter, Account Executive
Devon Higby, Senior Producer
Nue Chanthavongsay, Content Creator
Ashley Stoller, Creative Resources Manager
Leah Williams, Social Media Specialist
Hannah Betts, Photography

Club: Rochester Advertising Federation

Category:

Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 012 - Brand Elements

Award:

Silver ADDY Award

Entrant Company:

FARM

Client Company Name:

AAF Buffalo

Title:

ADDYs Speakeasy 2020 Show Book

Credits:

Matt Cascarino, Executive Creative Director, Copywriter
Lauren Shapiro, Creative Director
Robert Murphy, Creative Director
Allison Fanaro, Senior Art Director
Juliana Conidi, Graphic Designer

Lauren Carmer Nieman, Senior Copywriter
Tim Marren, Senior Copywriter
Maura Noonan, Digital Media & Content Manager
Jeff Maciejewski, Photographer
Amy Nizialek, Junior Digital Developer
Chuck Malczewski, Production Manager
Kaitlyn Kulesza, Project Manager

Club: AAF Buffalo

PRINT ADVERTISING

Category:

Newspaper Advertising > 017 - Newspaper Advertising > 017B - Full Page – Single Unit

Award:

Gold ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Keeping Track Podcast

Title:

Newspaper

Credits:

Katherine Burgess, Art Director

Tia Kalas, Creative Director

Beth Beck, Sr. Copywriter

Mike Giunta, Chief Creative Officer

Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

OUT-OF-HOME & AMBIENT MEDIA

Category:

Ambient Media > 020 - Guerrilla Marketing

Award:

Gold ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

WarnerMedia

Title:

Conan Drone Deliveries

Credits:

WarnerMedia

Team Coco

Deeplocal

Club: AAF Pittsburgh

Category:

Ambient Media > 021 - Installations > 021A - Single Installation

Award:

Silver ADDY Award

Entrant Company:

Think Traffic

Client Company Name:

Bao Nine

Title:

Bao Nine - Store Design

Credits:

The Team at Think Traffic

Club: AAF Philadelphia Metro

Category:

Ambient Media > 022 - Events > 022A - Single Event

Award:

Gold ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

Twitter

Title:

#NFLTwitter Super Bowl Confetti

Credits:

Twitter

National Football League

Deeplocal

72andSunny

Fresh Tape Media

Big Spaceship
Artistry in Motion

Club: AAF Pittsburgh

Category:

Out-of-Home > 023 - Poster > 023A - Poster - Single Unit

Award:

Silver ADDY Award

Entrant Company:

MarketSpace Agency / 9Rooftops

Client Company Name:

Josh Gibson Foundation

Title:

Josh Gibson MVP

Credits:

John Miller, Creative Director / Art Director, MarketSpace Agency

Adam Cicco, Creative Director / Writer, 9Rooftops

Josh Blasingame, VP + Group Creative Director, 9Rooftops

Maureen Rooney, Director of Account Services, MarketSpace Agency

Club: AAF Pittsburgh

Category:

Out-of-Home > 023 - Poster > 023B - Poster - Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Strong Museum of Play

Title:

Toy Hall of Fame

Credits:

Rob Kottkamp, Chief Creative Officer

Dan O'Donnell, Group Creative Director

Doug Pedersen, Illustration, Typography, Design

JP Smith, Senior Production Artist

Lauren Cole, Senior Project Manager

Katrina Busch, Group Account Director

Club: Rochester Advertising Federation

Category:

Out-of-Home > 023 - Poster > 023B - Poster - Campaign

Award:

Silver ADDY Award

Entrant Company:

Red House Communications

Client Company Name:

George A Romero Foundation

Title:

GARF Movie Posters

Credits:

Marla Solnik, Creative Director

Jorge Puron, Associate Creative Director

Justin Clawson, Senior Art Director

Braxton Schreyer, Art Director

Club: AAF Pittsburgh

Category:

Out-of-Home > 024 - Outdoor Board > 024A - Flat – Single Unit

Award:

Silver ADDY Award

Entrant Company:

Smith Brothers Agency

Client Company Name:

The Andy Warhol Museum

Title:

Duets: Drag Queen

Credits:

Craig Seder, Executive Creative Director

Cathy Bowen, Creative Director

Colby Vagley, Account Executive

Dan Monarko, Head of Channel Strategy

Michelle Riches, Sr. Digital Strategist

Cristina Dans, Social Media Strategist

Club: AAF Pittsburgh

Category:

Out-of-Home > 026 - Site > 026A - Interior or Exterior – Single

Award:

Silver ADDY Award

Entrant Company:

Smith Brothers Agency

Client Company Name:

The Andy Warhol Museum

Title:

Duets: Drag Queen

Credits:

Craig Seder, Executive Creative Director

Cathy Bowen, Creative Director

Colby Vagley, Account Executive

Dan Monarko, Head of Channel Strategy

Michelle Riches, Sr. Digital Strategist

Cristina Dans, Social Media Strategist

Club: AAF Pittsburgh

Category:

Out-of-Home > 027 - Out-Of-Home Campaign

Award:

Silver ADDY Award

Entrant Company:

Smith Brothers Agency

Client Company Name:

The Andy Warhol Museum

Title:

Duets OOH Campaign

Credits:

Craig Seder, Executive Creative Director

Cathy Bowen, Creative Director

Colby Vagley, Account Executive

Dan Monarko, Head of Channel Strategy

Michelle Riches, Sr. Digital Strategist

Cristina Dans, Social Media Strategist

Club: AAF Pittsburgh

ONLINE/INTERACTIVE

Category:

Websites > 031 - Websites > 031C - Microsites

Award:

Silver ADDY Award

Entrant Company:

Planit

Client Company Name:

Curio Wellness

Title:

Curio OH! Website

Credits:

Adam Aud, ACD/Art Director

Nicole DeMarco, Copywriter

Ryan Smith, Group Strategy Director

Club: AAF Baltimore

Category:

Social Media > 032 - Social Media > 032A - Single Execution

Award:

Gold ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Keeping Track Podcast

Title:

Week

Credits:

Katherine Burgess, Art Director

Michelle Bauer, Animator

Beth Beck, Sr. Copywriter

Tia Kalas, Creative Director

Mike Giunta, Chief Creative Officer

Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Social Media > 032 - Social Media > 032A - Single Execution

Award:

Silver ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

National Football League & Twitter

Title:

NFL x Twitter: #ShowtimeCam

Credits:

National Football League

Twitter

Deeplocal

Club: AAF Pittsburgh

Category:

Social Media > 032 - Social Media > 032A - Single Execution

Award:

Silver ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

Twitter & NFL

Title:

#NFLTwitter Super Bowl Confetti

Credits:

Twitter

National Football League

Deeplocal

72andSunny

Fresh Tape Media

Big Spaceship

Artistry in Motion

Club: AAF Pittsburgh

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Gold ADDY Award

Entrant Company:

Movement Strategy

Client Company Name:

Looney Tunes

Title:

Looney Tunes: ACME Hires an Intern

Credits:

The Team at Movement Strategy

Club: AAF New York City Metro

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Gold ADDY Award

Entrant Company:

LEGEND

Client Company Name:

RB HEALTH, NA (Mucinex Brand)

Title:

MUCINEX COVID-19 Public Service Ads

Credits:

Cynthia Chen, President, RB Health, NA

Club: AAF New York City Metro

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Silver ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Keeping Track Podcast

Title:

Women Social

Credits:

Katherine Burgess, Art Director

Michelle Bauer, Animator

Beth Beck, Sr. Copywriter

Tia Kalas, Creative Director

Mike Giunta, Chief Creative Officer

Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Silver ADDY Award

Entrant Company:

The BAM Connection

Client Company Name:

Keystone Canna Remedies

Title:

For23

Credits:

Rob Baiocco, Chief Creative Officer

Steve Krauss, Deputy Chief Creative Officer

Dave Giles, Creative Director

Manas Paradkar, Senior Copywriter

Brianne Linden, Art Director

Maureen Maldari, Chief Executive Officer

Anthony DelleCave, Managing Director

Phil Maldari, Account Executive

Club: AAF New York City Metro

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Silver ADDY Award

Entrant Company:

Think Traffic

Client Company Name:

Local Philly Restaurants

Title:

Philly Restaurant Drive

Credits:

The Team at Think Traffic

Club: AAF Philadelphia Metro

Category:

Branded Content & Entertainment > 039 - Branded Content & Entertainment for
Online/Interactive

Award:

Gold ADDY Award

Entrant Company:

Movement Strategy

Client Company Name:

Looney Tunes

Title:

Looney Tunes: ACME Hires an Intern

Credits:

The Team at Movement Strategy

Club: AAF New York City Metro

Category:

Branded Content & Entertainment > 039 - Branded Content & Entertainment for
Online/Interactive

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Safety 1st

Title:

Signs of the Times

Credits:

Allen & Gerritsen, Agency

Club: AAF Philadelphia Metro

FILM, VIDEO, & SOUND

Category:

Television Advertising > 044 - Television Advertising – Local (One DMA) > 044B - Single
Spot :30 seconds

Award:

Silver ADDY Award

Entrant Company:

Tonic

Client Company Name:

Highmark Health

Title:

Judgy Cat: hand washing

Credits:

Amy Spears, VP
Keith Loell, Creative Director - Design
Tim Cohrs , Creative Director - Copy
Maria Gualtieri Bowers, Creative Director - Brand
Tyler Bergholz, Senior Art Director
Jon Lamphier, Senior Copywriter
Emily Deandrea, Art Director
Alyssa Kramer, Producer
Freesia Fassbach, Creative Activations Manager
Jennifer Luhman, Project Manager
Michael Killen, Director
Animal, Production House

Club: AAF Pittsburgh

Category:

Television Advertising > 044 - Television Advertising – Local (One DMA) > 044C - Single
Spot :60 seconds or more

Award:

Silver ADDY Award

Entrant Company:

UPMC

Client Company Name:

UPMC

Title:

UPMC Minutes Matter - Evergreen :60

Credits:

Lillian Young, Vice President, Marketing UPMC
Heather Mediate, Director, Marketing UPMC
Grey NY, Agency
Bodega, Production Company
Adam Reid, Director

Club: AAF Pittsburgh

Category:

Television Advertising > 044 - Television Advertising – Local (One DMA) > 044D -
Television-Local Campaign

Award:

Silver ADDY Award

Entrant Company:

Tonic

Client Company Name:

Highmark Health

Title:

Judgy Cat

Credits:

Keith Loell, Creative Director - Design

Tim Cohrs, Creative Director - Copy

Maria Gualtieri Bowers, Creative Director - Brand

Tyler Bergholz, Senior Art Director

Jon Lamphier, Senior Copywriter

Emily Deandrea, Art Director

Alyssa Kramer, Producer

Freesia Fassbach, Project Lead

Jennifer Luhman, Project Manager

Michael Killen, Director

Animal, Production House

Club: AAF Pittsburgh

Category:

Television Advertising > 044 - Television Advertising – Local (One DMA) > 044D -

Television-Local Campaign

Award:

Silver ADDY Award

Entrant Company:

UPMC

Client Company Name:

UPMC

Title:

UPMC Minutes Matter Campaign

Credits:

Lillian Young, VP, Marketing UPMC

Heather Mediate, Director, Marketing UPMC

Grey NY, Agency

Bodega, Production Company

Adam Reid, Director

Club: AAF Pittsburgh

Category:

Online Film, Video, & Sound > 050 - Webisode > 050B - Series

Award:

Silver ADDY Award

Entrant Company:

Neighborhood Film Company

Client Company Name:

Fourth Purpose

Title:

Visitation 2.0

Credits:

David Raynor, Producer

Steve Perrong, Editor

Club: AAF Philadelphia Metro

Category:

Sales Promotion > 057 - Audio/Visual Sales Presentation

Award:

Gold ADDY Award

Entrant Company:

Yes& Agency

Client Company Name:

Akima

Title:

Akima's Iñupiaq Shareholders

Credits:

David Stone, Creative Director, Yes& Agency

Brian Domenici, Art Director, Yes& Agency

Libby Johnson, Writer, Akima

Illenia Notarangelo, Animation Creative Director, Illo

Arianna Cristiano, Illustration Lead, Illo

Laurentiu Lunic, Animation Lead, Illo

Sofia Buti, Character Designer, Illo

David Cubitt, Animator, Illo

Darius Colson, Project Manager, YouTooCanWoo

Club: AAF DC

Category:

Advertising Industry Self-Promotion (Film, Video, & Sound) > 059 - Advertising Industry
Self-Promotion Film, Video & Sound

Award:

Silver ADDY Award

Entrant Company:

Digital Hyve

Client Company Name:

Digital Hyve - Rochester

Title:

Digital Hyve Video Greeting Card

Credits:

Andrew Scott, Copywriter

Codey Dingfield, Videographer & Editor

Jonathan Schoeck, Creative Director

Club: Rochester Advertising Federation

Category:

Advertising Industry Self-Promotion (Film, Video, & Sound) > 059 - Advertising Industry
Self-Promotion Film, Video & Sound

Award:

Silver ADDY Award

Entrant Company:

dPost

Client Company Name:

dPost

Title:

Full Sun

Credits:

Evan Pease, Writer, Director & Editor

Zack Mineo, Zach Zika, Peter Arcara, Lucas Santos, Anthony Syracuse, Jacob

Thompson, Jack Gatto, Animators, Modelers & Riggers

Cale Switzer , Original Score & Sound Design

Club: AAF Buffalo

CROSS PLATFORM

Category:

Integrated Campaigns > 060 - Integrated Advertising Campaigns > 060C - Consumer
Campaign-Local

Award:

Silver ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Keeping Track Podcast

Title:

Keeping Track

Credits:

Katherine Burgess, Art Director

Tia Kalas, Creative Director

Beth Beck, Sr. Copywriter

Michelle Bauer, Animator

Mike Giunta, Chief Creative Officer

Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Integrated Campaigns > 061 - Integrated Brand Identity Campaign - Local or Regional/National

Award:

Gold ADDY Award

Entrant Company:

Mr. Smith Agency

Client Company Name:

Flint

Title:

Brand Rollout Campaign

Credits:

Robert Dimmer, Founder & Principal

Chrissy Pyne, Partner, Creative Director

Collin Wittman, Partner, Strategy Director

Joe Alongi, UX/UI Specialist

Tom Burtless, Digital Director

Ryan Delmar, Multimedia Manager

Renee Helda, Art Director

Caleb Houseknecht, Project Manager

Nicole Morreale, Digital Marketing Specialist

Lindsay Neilson, Junior Designer

Jared Threat, Client Services Director

Club: AAF Buffalo

Category:

Online/Interactive Campaign > 063 - Online/Interactive Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Friendship Dairies

Title:

Love the Dove

Credits:

Rob Kottkamp, Chief Creative Officer

Andy Rose, Group Creative Director

Rick Calzi, Senior Art Director

PJ Galgay, Associate Creative Director

Michael Hernandez, Motion Graphics Designer

David Boselli, UX Designer

Rob Liroy, Lead Technologist

Melissa Smith, Director of Creative Resources

Cate Fabens-Jones, Agency Producer

Lauren Cole, Senior Project Manager

Lisa Fetkenhour, Account Director

Julia Benson, Senior Account Executive

Club: Rochester Advertising Federation

Category:

Corporate Social Responsibility > Corporate Social Responsibility Campaigns > 064 -
Integrated Media Corporate Social Responsibility Campaign

Award:

Gold ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Partners and Napier

Title:

Superb Owl

Credits:

Rob Kottkamp, Chief Creative Officer

Mike Baron, Executive Creative Director

Andy Rose, Group Creative Director

Jake Abbot, Director of UX + Development

PJ Galgay, Associate Creative Director, Writer
Marco Fesyuk, UX Designer
Phil DeCicca, Junior UX Designer
Kelley Redmond, Junior Art Director
Justin Lahue, Copywriter
Melissa Smith, Director of Creative Resources
Cate Fabens-Jones, Project Manager
Jordan Murphy, Group Media Director

Club: Rochester Advertising Federation

Category:

Corporate Social Responsibility > Corporate Social Responsibility Campaigns > 064 -
Integrated Media Corporate Social Responsibility Campaign

Award:

Silver ADDY Award

Entrant Company:

Tonic

Client Company Name:

Highmark Health

Title:

Do it right. Get back to life.

Credits:

Amy Spears, VP
Keith Loell, Creative Director - Design
Tim Cohrs, Creative Director - Copy
Maria Gualtieri Bowers, Creative Director - Brand
Tyler Bergholz, Senior Art Director/Design Manager
Jon Lamphier, Senior Copywriter/Copy Manager
Emily Deandrea, Art Director
Freesia Fassbach, Creative Activation Manager
Jennifer Luhman, Project Manager
Alyssa Kramer, Producer
Tom Cwenar, Photographer
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Pro Bono > Pro Bono Campaigns > 065 - Integrated Media Pro Bono Campaign

Award:

Silver ADDY Award

Entrant Company:

Truth Collective

Client Company Name:

Willow Domestic Violence Center

Title:

Stories of Strength

Credits:

John Roberts, Chief Strategy Officer, Founder

Karrie Gurnow, Creative Director

Alyssa Davis, Senior Copywriter

Josh Coon, Experience Director

Ian Maroney, Creative Technologist

Loren Marowski, Developer

Melody Ossola, Senior Art Director

Nue Chanthavongsay, Content Creator

Devon Higby, Senior Producer

Emma Zaremba, Account Supervisor

Leah Williams, Social Media Specialist

Sarah C. Rutherford, Muralist

Club: Rochester Advertising Federation

Category:

Advertising Industry Self-Promotion (Cross Platform) > 067 - Advertising Industry

Self-Promotion Campaigns > 067B - Integrated Media Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Rochester Advertising Federation

Title:

2020 Addys Show

Credits:

Partners and Napier,

Club: Rochester Advertising Federation

ELEMENTS OF ADVERTISING

Category:

Copywriting > 068 - Copywriting

Award:

Silver ADDY Award

Entrant Company:

Movement Strategy

Client Company Name:

Warner Bros Looney Tunes

Title:

Looney Tunes: ACME Hires an Intern

Credits:

The Team at Movement Strategy

Club: AAF New York City Metro

Category:

Visual > 069 - Logo Design

Award:

Silver ADDY Award

Entrant Company:

Stronghold Studio

Client Company Name:

Noble Root Wine & Spirits

Title:

Logo Design

Credits:

Rob Hopkins, Designer

Club: AAF Buffalo

Category:

Visual > 069 - Logo Design

Award:

Silver ADDY Award

Entrant Company:

Crowley Webb

Client Company Name:

Community Music School

Title:

Community Music School Logo

Credits:

Jeff Pappalardo, Creative Director
Andalyn Courtney, Creative Director
Kirsten Ritchie, Art Director

Gina Marinelli, Project Manager

Club: AAF Buffalo

Category:

Visual > 071 - Illustration > 071A - Illustration - Single

Award:

Silver ADDY Award

Entrant Company:

Yes& Agency

Client Company Name:

Akima

Title:

Akima's Iñupiaq Shareholders

Credits:

David Stone, Creative Director, Yes& Agency

Brian Domenici, Art Director, Yes& Agency

Libby Johnson, Writer, Akima

Illenia Notarangelo, Animation Creative Director, Illo

Arianna Cristiano, Illustration Lead, Illo

Laurentiu Lunic, Animation Lead, Illo

Sofia Buti, Character Designer, Illo

David Cubitt, Animator, Illo

Darius Colson, Project Manager, YouTooCanWoo

Club: AAF DC

Category:

Visual > 071 - Illustration > 071B - Illustration - Series

Award:

Silver ADDY Award

Entrant Company:

Stronghold Studio

Client Company Name:

Brickyard Brewing Co.

Title:

Label Illustrations

Credits:

Rob Hopkins, Designer

Club: AAF Buffalo

Category:

Visual > 073 - Art Direction > 073A - Art Direction—Single

Award:

Gold ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Heinz History Center

Title:

Freedom Art

Credits:

Larry Hruska, Creative Director/Art Director

Debbie Regan, Creative Director

Mike Giunta, Chief Creative Officer

Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Visual > 073 - Art Direction > 073A - Art Direction—Single

Award:

Gold ADDY Award

Entrant Company:

Yes& Agency

Client Company Name:

Akima

Title:

Akima's Iñupiaq Shareholders

Credits:

David Stone, Creative Director, Yes& Agency

Brian Domenici, Art Director, Yes& Agency

Libby Johnson, Writer, Akima

Illenia Notarangelo, Animation Creative Director, Illo

Arianna Cristiano, Illustration Lead, Illo

Laurentiu Lunic, Animation Lead, Illo

Sofia Buti, Character Designer, Illo

David Cubitt, Animator, Illo

Darius Colson, Project Manager, YouTooCanWoo

Club: AAF DC

Category:

Film & Video > 074 - Cinematography > 074A - Cinematography—Single

Award:

Gold ADDY Award

Entrant Company:

Solon Quinn Studios

Client Company Name:

Armoured One

Title:

Armoured One

Credits:

Benjamin Schechter, Producer
Solon Quinn, Writer, Director, Editor
David Maslyn, Director of Photography
Todd Torrance, Sound Recorder
Mike Gagnon, Assistant Director
Kat Kostic, Production Coordinator
Notes Kaewbaidhoon, 1st AC
Logan Pistello, Gaffer
Justin Holbrook, Key Grip
Aaron Fuoco, Grip

Club: Rochester Advertising Federation

Category:

Film & Video > 074 - Cinematography > 074A - Cinematography—Single

Award:

Silver ADDY Award

Entrant Company:

Beautiful Destinations

Client Company Name:

Brand USA

Title:

Discover Wyoming in Winter

Credits:

Mara Buta, Head of Agency
Tommaso Fontanella, Associate Creative Director
Chris Shepherd, Filmmaker
Andrew James, Filmmaker
Ross Gillis, Head of Client Solutions
Kenzie Grubbs, Client Solutions Manager

Adam Driver, Associate Director, Communications Strategy

Jasmeet Gill, Associate Director, Brand Strategy

Yelena Jeune, Producer

Oliva Mazzetti, Post-Production Supervisor

Meagan Bryan, Social Media Manager

Chris Thompson, President & Chief Executive Officer

Club: AAF DC

Category:

Film & Video > 074 - Cinematography > 074A - Cinematography—Single

Award:

Silver ADDY Award

Entrant Company:

Dixon Schwabl

Client Company Name:

ESL Federal Credit Union

Title:

ESL TV Spot Cinematography

Credits:

Mark Stone, Chief Creative Officer

Ann McAllister, Creative Director

Robin Lohkamp, Creative Director

Dana Denberg, Associate Creative Director

Elizabeth Koch, Art Director

Mary Rice, Copywriter

Connor Dixon-Schwabl, Managing Partner, Studio Productions

Jessica Savage, Managing Partner, Account Service

Merritt Lapp, Account Director

Gina Godlewski, Senior Account Executive

Caviar/Cheeky Films, Cate Frearson & Maggie McClean - Executive Producers

Kat Keene, Director

Club: Rochester Advertising Federation

Category:

Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075A -

Animation, Special Effects or Motion Graphics

Award:

Silver ADDY Award

Entrant Company:

Early Light Media

Client Company Name:

PayActiv

Title:

We Heard You

Credits:

Safwan Shah, Executive Producer

Darren Durlach, Co-Director, Producer, Writer

Corey Blake, Co-Director, Writer

Hector Espinosa, Art Director

Jamie Givens, Illustrator

Club: AAF Baltimore

Category:

Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075A -
Animation, Special Effects or Motion Graphics

Award:

Silver ADDY Award

Entrant Company:

Yes& Agency

Client Company Name:

Akima

Title:

Akima's Iñupiaq Shareholders

Credits:

David Stone, Creative Director, Yes& Agency

Brian Domenici, Art Director, Yes& Agency

Libby Johnson, Writer, Akima

Illenia Notarangelo, Animation Creative Director, Illo

Arianna Cristiano, Illustration Lead, Illo

Laurentiu Lunic, Animation Lead, Illo

Sofia Buti, Character Designer, Illo

David Cubitt, Animator, Illo

Darius Colson, Project Manager, YouTooCanWoo

Club: AAF DC

Category:

Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075B -
Computer Generated Imagery (CGI)

Award:

Gold ADDY Award

Entrant Company:

dPost

Client Company Name:

dPost

Title:

Full Sun

Credits:

Evan Pease , Writer, Director & Editor

Zack Mineo, Zach Zika, Peter Arcara, Lucas Santos, Anthony Syracuse, Jacob

Thompson, Jack Gatto , Animators, Modelers & Riggers

Cale Switzer, Original Score & Sound Design

Club: AAF Buffalo

Category:

Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075B -

Computer Generated Imagery (CGI)

Award:

Silver ADDY Award

Entrant Company:

Stratacomm

Client Company Name:

National Highway Traffic Safety Administration

Title:

Tsunami

Credits:

Eddie Prentiss, SVP, Executive Creative Director/Copywriter

Megan Corson, Senior Art Director

Travis Austin, Senior Partner

Anna Albert, Vice President

Meredith Troxclair, Project Manager

Christian Busch, Producer

Peter Thwaites, Director

The Corner Shop, Production Company

Work, Editorial Company

JAMM, VFX Company

Q Department, Sound Design Company

Club: AAF DC

Category:

Sound > 079 - Sound Design > 079A - Sound Design—Single

Award:

Silver ADDY Award

Entrant Company:

Stratacomm

Client Company Name:

National Highway Traffic Safety Administration

Title:

Tsunami

Credits:

Eddie Prentiss, SVP, Executive Creative Director/Copywriter

Megan Corson, Senior Art Director

Travis Austin, Senior Partner

Anna Albert, Vice President

Meredith Troxclair, Project Manager

Christian Busch, Producer

Peter Thwaites, Director

The Corner Shop, Production Company

Work, Editorial Company

JAMM, VFX Company

Q Department, Sound Design Company

Club: AAF DC

Category:

Digital Creative Technology > 085 - User Experience

Award:

Silver ADDY Award

Entrant Company:

Crowley Webb

Client Company Name:

ESAB

Title:

"We Shape the Future" Website

Credits:

Molly Chavla, Creative Director

Kelly Peters, Project Manager

Brittney Dullin, UX Designer

Darryl Colling, Art Director

Jon Gerlach, UX Designer

Kearney Erhard, Copywriter

Warren Stanek, Retoucher

Club: AAF Buffalo

Category:

Digital Creative Technology > 087 - Innovative Use of Interactive / Technology

Award:

Silver ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

SimpliSafe

Title:

Social Distancing Sweater

Credits:

SimpliSafe

MullenLowe U.S.

Deeplocal

Club: AAF Pittsburgh

Category:

Digital Creative Technology > 087 - Innovative Use of Interactive / Technology

Award:

Silver ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

National Football League & Twitter

Title:

NFL x Twitter: #ShowtimeCam

Credits:

National Football League

Twitter

Deeplocal

Club: AAF Pittsburgh

PUBLIC SERVICE

Category:

Sales & Marketing > 090 - Pro Bono Collateral > 090A - Brand Elements

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

al-Assad

Credits:

Rob Schapiro, Chief Creative Officer

Derek Julin, Creative Director

Kevin Corfield, Creative Director

Tom Cwenar, Photographer

Jim Lundy, Sr. Production Manager

Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Sales & Marketing > 090 - Pro Bono Collateral > 090A - Brand Elements

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

Jong-un

Credits:

Rob Schapiro, Chief Creative Officer

Derek Julin, Creative Director

Kevin Corfield, Creative Director

Tom Cwenar, Photographer

Jim Lundy, Sr. Production Manager

Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Sales & Marketing > 090 - Pro Bono Collateral > 090A - Brand Elements

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

Maduro

Credits:

Rob Schapiro, Chief Creative Officer

Derek Julin, Creative Director

Kevin Corfield, Creative Director

Tom Cwenar, Photographer

Jim Lundy, Sr. Production Manager

Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Out-Of-Home & Ambient Media > 096 - Pro Bono Out-Of-Home > 096B - Out-Of-Home

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Causewave Community Partners

Title:

Graffiti

Credits:

Rob Kottkamp, Chief Creative Officer

Dan O'Donnell, Group Creative Director

Matt Spaul, Director

Parker Bement,

Melissa Smith, Director of Creative Resources

Cate Fabens-Jones, Agency Producer

Elyse Kosakowski, Account Supervisor

Club: Rochester Advertising Federation

Category:

Out-Of-Home & Ambient Media > 097 - Pro Bono Ambient Media > 097A - Single Occurrence

Award:

Silver ADDY Award

Entrant Company:

Truth Collective

Client Company Name:

Willow Domestic Violence Center

Title:

"Stories of Strength" Mural

Credits:

Karrie Gurnow, Creative Director

Alyssa Davis, Senior Copywriter

Emma Zaremba, Account Supervisor

Sarah C. Rutherford, Muralist

Meaghan de Chateauvieux, President & CEO

Jason V. Polasek, Vice President of Development and Community Engagement

Richard Calabrese, Jr.

Friends of the Times Square Building

Sherwin Williams

Sunbelt Rentals

CHill Enterprise

McAllister Sign Inc.

Club: Rochester Advertising Federation

Category:

Online/Interactive > 099 - Pro Bono > 099A - Pro Bono Online/Interactive

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

al-Assad

Credits:

Rob Schapiro, Chief Creative Officer

Derek Julin, Creative Director

Kevin Corfield, Creative Director
Tom Cwenar, Photographer
Jim Lundy, Sr. Production Manager
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Online/Interactive > 099 - Pro Bono > 099A - Pro Bono Online/Interactive

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

Jong-un

Credits:

Rob Schapiro, Chief Creative Officer
Derek Julin, Creative Director
Kevin Corfield, Creative Director
Tom Cwenar, Photographer
Jim Lundy, Sr. Production Manager
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Online/Interactive > 099 - Pro Bono > 099A - Pro Bono Online/Interactive

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

Maduro

Credits:

Rob Schapiro, Chief Creative Officer
Derek Julin, Creative Director
Kevin Corfield, Creative Director
Tom Cwenar, Photographer

Jim Lundy, Sr. Production Manager
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Online/Interactive > 099 - Pro Bono > 099B - Pro Bono Online/Interactive Campaign

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

Dictators

Credits:

Rob Schapiro, Chief Creative Officer

Derek Julin, Creative Director

Kevin Corfield, Creative Director

Tom Cwenar, Photographer

Jim Lundy, Sr. Production Manager

Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Film, Video & Sound > 107 - Pro Bono Online Film, Video & Sound

Award:

Silver ADDY Award

Entrant Company:

Coronation Media

Client Company Name:

Faith Counts

Title:

Tolton

Credits:

Gary Gasse, Director

Bill Phillips, Producer

Club: AAF Greater Frederick

POLITICAL ADVERTISING

Category:

Political Advertising > 117 - Political Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Partners and Napier

Title:

Vote Needs U

Credits:

Rob Kottkamp, Chief Creative Officer
Dan O'Donnell, Group Creative Director
Andy Rose, Group Creative Director, UX Design
Matt Palmer, Creative Director, Writer
Kory Andrieu, Creative Supervisor
Rob Warchol, Senior Art Director
Melissa Smith, Director, Creative Resources
Lauren Cole , Senior Project Manager
JP Smith, Senior Production Artist

Club: Rochester Advertising Federation

Category:

Political Advertising > 118 - Political Integrated Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Partners and Napier

Title:

Vote Needs U

Credits:

Rob Kottkamp, Chief Creative Officer
Dan O'Donnell, Group Creative Director
Andy Rose, Group Creative Director, UX Design
Matt Palmer, Creative Director, Writer
Kory Andrieu, Creative Supervisor
Rob Warchol, Senior Art Director

Rob Lioy, Lead Technologist
Lauren Cole , Senior Project Manager
JP Smith, Senior Production Artist
Sam Cammarata, Game Producer
Aidan Markham, Game Artist
Noah Ratcliff, Game Development

Club: Rochester Advertising Federation

BEST OF SHOW

Category:
Sales Promotion > 003 - Point of Purchase > 003B - Free Standing
Award:
Best of Show ADDY Award- Traditional Advertising
Entrant Company:
Garrison Hughes
Client Company Name:
Heinz History Center
Title:
Freedom
Credits:
Larry Hruska, Creative Director/Art Director
Debbie Regan, Creative Director
Mike Giunta, Chief Creative Officer
Dave Bernhardt, Retoucher
Club: AAF Pittsburgh

Category:
Branded Content & Entertainment > 039 - Branded Content & Entertainment for
Online/Interactive
Award:
Best of Show ADDY Award - Digital Advertising
Entrant Company:
Movement Strategy
Client Company Name:
Looney Tunes
Title:
Looney Tunes: ACME Hires an Intern
Credits:
The Team at Movement Strategy
Club: AAF New York City Metro

STUDENT WINNERS

SALES & MARKETING - SALES PROMOTION

Entrant:

Zach Huber

Category:

Sales Promotion > S01 - Product or Service Sales Promotion > S01A - Packaging

Award:

Silver ADDY Award

Educational Institution:

Villa Maria College

Title:

Blend Juicery Packaging

Credits:

Zach Huber, Graphic Designer

Club: AAF Buffalo

PRINT ADVERTISING - MAGAZINE ADVERTISING

Entrant:

Sam Luo

Category:

Magazine Advertising > S07 - Magazine Advertising > S07B - Campaign

Award:

Silver ADDY Award

Educational Institution:

Syracuse University Newhouse

Title:

Go in deep

Credits:

Sam Luo, Art Director

Club: Rochester Advertising Federation

Entrant:

Meghan Tomisman

Category:

Magazine Advertising > S07 - Magazine Advertising > S07B - Campaign

Award:

Silver ADDY Award

Educational Institution:

The College of Saint Rose

Title:

MindFreedom Ad Campaign

Club: Capital Region Advertising Federation

Entrant:

Allison Scherger, Covington Twp, PA

Category:

Magazine Advertising > S07 - Magazine Advertising > S07B - Campaign

Award:

Silver ADDY Award

Educational Institution:

Syracuse University Newhouse

Title:

Decibullz Earplugs

Credits:

Allison Scherger, Art Director, Copywriter

Club: Rochester Advertising Federation

ONLINE / INTERACTIVE - WEBSITES

Entrant:

Bethsaida Torres

Category:

Websites > S12 - Website (Desktop or Mobile)

Award:

Silver ADDY Award

Educational Institution:

Kutztown University of Pennsylvania

Title:

Dulce Vita Interactive Site

Credits:

Bethsaida Torres, Graphic Designer

Club: AAF Greater Lehigh Valley

ONLINE / INTERACTIVE - SOCIAL MEDIA

Entrant:

TrackReact Team

Category:

Social Media > S13 - Social Media > S13B - Campaign

Award:

Gold, & Best of Show (Best of Show - Digital) ADDY Award

Educational Institution:

School of Visual Arts

Title:

TrackReact Case Study

Credits:

Jasmine Espejo, Art Director and Copywriter
Takumi Segi, Video Editor and Motion Designer
Maria Clavijo, Illustrator and Graphic Designer
Madeline Plotnick, Illustrator and Graphic Designer

Club: AAF New York City Metro

Entrant:

Postsound Team

Category:

Social Media > S13 - Social Media > S13B - Campaign

Award:

Silver ADDY Award

Educational Institution:

School of Visual Arts

Title:

Postsound Case Study

Credits:

Madeline Plotnick, Creative Director and Video Editor
Jasmine Espejo, Art Director and Copywriter
Cristina Severson, Graphic Design
Maria Clavijo, Graphic Design
Takumi Segi, Motion Graphics

Club: AAF New York City Metro

ONLINE / INTERACTIVE - APPS

Entrant:

Ilze Spilde

Category:

Apps > S14 - App (Mobile or Web-Based)

Award:

Gold ADDY Award

Educational Institution:

Kutztown University

Title:

Pocket Bucket

Credits:

Ilze Spilde, UX/UI Experience Designer

Club: AAF Greater Lehigh Valley

ELEMENTS OF ADVERTISING - ART DIRECTION

Entrant:

Sam Luo

Category:

S27 - Art Direction > S27B - Campaign

Award:

Gold & Best of Show ADDY Award Traditional Advertising

Educational Institution:

Syracuse University Newhouse

Title:

A Step Behind

Credits:

Sam Luo, Art Director

Olivia Gormley, Copywriter

Club: AAF Rochester Advertising Federation

Entrant:

Elline Santos

Category:

S27 - Art Direction > S27B - Campaign

Award:

Silver ADDY Award

Educational Institution:

Kutztown University

Title:

Inomnia French Toast Cafe

Credits:

Elline Santos, Graphic Designer

Club: AAF Greater Lehigh Valley

ELEMENTS OF ADVERTISING - FILM, VIDEO & SOUND

Entrant:

Yinting Fan

Category:

Film, Video & Sound > S29 - Animation or Special Effects

Award:

Silver ADDY Award

Educational Institution:

Rochester Institute of Technology

Title:

KitTea Café

Credits:

Yinting Fan, Art Director, 3D Designer, 3D Motion Designer

Club: Rochester Advertising Federation

WINNING ENTRIES ALPHABETICALLY BY CLUB

BALTIMORE

Category:

Websites > 031 - Websites > 031C - Microsites

Award:

Silver ADDY Award

Entrant Company:

Planit

Client Company Name:

Curio Wellness

Title:

Curio OH! Website

Credits:

Adam Aud, ACD/Art Director

Nicole DeMarco, Copywriter

Ryan Smith, Group Strategy Director

Club: AAF Baltimore

Category:

Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075A -
Animation, Special Effects or Motion Graphics

Award:

Silver ADDY Award

Entrant Company:

Early Light Media

Client Company Name:

PayActiv

Title:

We Heard You

Credits:

Safwan Shah, Executive Producer

Darren Durlach, Co-Director, Producer, Writer

Corey Blake, Co-Director, Writer

Hector Espinosa, Art Director

Jamie Givens, Illustrator

Club: AAF Baltimore

BUFFALO

Category:

Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 012 - Brand Elements

Award:

Silver ADDY Award

Entrant Company:

FARM

Client Company Name:

AAF Buffalo

Title:

ADDYs Speakeasy 2020 Show Book

Credits:

Matt Cascarino, Executive Creative Director, Copywriter

Lauren Shapiro, Creative Director

Robert Murphy, Creative Director

Allison Fanaro, Senior Art Director

Juliana Conidi, Graphic Designer

Lauren Carmer Nieman, Senior Copywriter

Tim Marren, Senior Copywriter

Maura Noonan, Digital Media & Content Manager

Jeff Maciejewski, Photographer

Amy Nizialek, Junior Digital Developer

Chuck Malczewski, Production Manager

Kaitlyn Kulesza, Project Manager

Club: AAF Buffalo

Category:

Advertising Industry Self-Promotion (Film, Video, & Sound) > 059 - Advertising Industry Self-Promotion Film, Video & Sound

Award:

Silver ADDY Award

Entrant Company:

dPost

Client Company Name:

dPost

Title:

Full Sun

Credits:

Evan Pease, Writer, Director & Editor

Zack Mineo, Zach Zika, Peter Arcara, Lucas Santos, Anthony Syracuse, Jacob

Thompson, Jack Gatto, Animators, Modelers & Riggers

Cale Switzer , Original Score & Sound Design

Club: AAF Buffalo

Category:

Integrated Campaigns > 061 - Integrated Brand Identity Campaign - Local or Regional/National

Award:

Gold ADDY Award

Entrant Company:

Mr. Smith Agency

Client Company Name:

Flint

Title:

Brand Rollout Campaign

Credits:

Robert Dimmer, Founder & Principal
Chrissy Pyne, Partner, Creative Director
Collin Wittman, Partner, Strategy Director
Joe Alongi, UX/UI Specialist
Tom Burtless, Digital Director
Ryan Delmar, Multimedia Manager
Renee Helda, Art Director
Caleb Houseknecht, Project Manager
Nicole Morreale, Digital Marketing Specialist
Lindsay Neilson, Junior Designer
Jared Threat, Client Services Director

Club: AAF Buffalo

Category:

Visual > 069 - Logo Design

Award:

Silver ADDY Award

Entrant Company:

Stronghold Studio

Client Company Name:

Noble Root Wine & Spirits

Title:

Logo Design

Credits:

Rob Hopkins, Designer

Club: AAF Buffalo

Category:

Visual > 069 - Logo Design

Award:

Silver ADDY Award

Entrant Company:

Crowley Webb

Client Company Name:

Community Music School

Title:

Community Music School Logo

Credits:

Jeff Pappalardo, Creative Director

Andalyn Courtney, Creative Director

Kirsten Ritchie , Art Director

Gina Marinelli, Project Manager

Club: AAF Buffalo

Category:

Visual > 071 - Illustration > 071B - Illustration - Series

Award:

Silver ADDY Award

Entrant Company:

Stronghold Studio

Client Company Name:

Brickyard Brewing Co.

Title:

Label Illustrations

Credits:

Rob Hopkins, Designer

Club: AAF Buffalo

Category:

Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075B -
Computer Generated Imagery (CGI)

Award:

Gold ADDY Award

Entrant Company:

dPost

Client Company Name:

dPost

Title:

Full Sun

Credits:

Evan Pease , Writer, Director & Editor
Zack Mineo, Zach Zika, Peter Arcara, Lucas Santos, Anthony Syracuse, Jacob
Thompson, Jack Gatto , Animators, Modelers & Riggers
Cale Switzer, Original Score & Sound Design

Club: AAF Buffalo

Category:

Digital Creative Technology > 085 - User Experience

Award:

Silver ADDY Award

Entrant Company:

Crowley Webb

Client Company Name:

ESAB

Title:

"We Shape the Future" Website

Credits:

Molly Chavla, Creative Director
Kelly Peters, Project Manager
Brittney Dullin, UX Designer
Darryl Colling, Art Director
Jon Gerlach, UX Designer
Kearney Erhard, Copywriter
Warren Stanek, Retoucher

Club: AAF Buffalo

BUFFALO STUDENT WINNERS

Entrant:

Zach Huber

Category:

Sales Promotion > S01 - Product or Service Sales Promotion > S01A - Packaging

Award:

Silver ADDY Award

Educational Institution:

Villa Maria College

Title:

Blend Juicery Packaging

Credits:

Zach Huber, Graphic Designer

Club: AAF Buffalo

CAPITAL REGION ADVERTISING FEDERATION STUDENT WINNER

Entrant:

Meghan Tomisman

Category:

Magazine Advertising > S07 - Magazine Advertising > S07B - Campaign

Award:

Silver ADDY Award

Educational Institution:

The College of Saint Rose

Title:

MindFreedom Ad Campaign

Club: Capital Region Advertising Federation

AAF DC

Category:

Sales Promotion > 057 - Audio/Visual Sales Presentation

Award:

Gold ADDY Award

Entrant Company:

Yes& Agency

Client Company Name:

Akima

Title:

Akima's Inupiaq Shareholders

Credits:

David Stone, Creative Director, Yes& Agency

Brian Domenici, Art Director, Yes& Agency

Libby Johnson, Writer, Akima

Illenia Notarangelo, Animation Creative Director, Illo

Arianna Cristiano, Illustration Lead, Illo

Laurentiu Lunic, Animation Lead, Illo

Sofia Buti, Character Designer, Illo

David Cubitt, Animator, Illo

Darius Colson, Project Manager, YouTooCanWoo

Club: AAF DC

Category:

Visual > 071 - Illustration > 071A - Illustration - Single

Award:

Silver ADDY Award

Entrant Company:

Yes& Agency

Client Company Name:

Akima

Title:

Akima's Iñupiaq Shareholders

Credits:

David Stone, Creative Director, Yes& Agency

Brian Domenici, Art Director, Yes& Agency

Libby Johnson, Writer, Akima

Illenia Notarangelo, Animation Creative Director, Illo

Arianna Cristiano, Illustration Lead, Illo

Laurentiu Lunic, Animation Lead, Illo

Sofia Buti, Character Designer, Illo

David Cubitt, Animator, Illo

Darius Colson, Project Manager, YouTooCanWoo

Club: AAF DC

Category:

Visual > 073 - Art Direction > 073A - Art Direction—Single

Award:

Gold ADDY Award

Entrant Company:

Yes& Agency

Client Company Name:

Akima

Title:

Akima's Iñupiaq Shareholders

Credits:

David Stone, Creative Director, Yes& Agency

Brian Domenici, Art Director, Yes& Agency

Libby Johnson, Writer, Akima

Illenia Notarangelo, Animation Creative Director, Illo

Arianna Cristiano, Illustration Lead, Illo

Laurentiu Lunic, Animation Lead, Illo

Sofia Buti, Character Designer, Illo

David Cubitt, Animator, Illo

Darius Colson, Project Manager, YouTooCanWoo

Club: AAF DC

Category:

Film & Video > 074 - Cinematography > 074A - Cinematography—Single

Award:

Silver ADDY Award

Entrant Company:

Beautiful Destinations

Client Company Name:

Brand USA

Title:

Discover Wyoming in Winter

Credits:

Mara Buta, Head of Agency

Tommaso Fontanella, Associate Creative Director

Chris Shepherd, Filmmaker

Andrew James, Filmmaker

Ross Gillis, Head of Client Solutions

Kenzie Grubbs, Client Solutions Manager

Adam Driver, Associate Director, Communications Strategy

Jasmeet Gill, Associate Director, Brand Strategy

Yelena Jeune, Producer

Oliva Mazzetti, Post-Production Supervisor

Meagan Bryan, Social Media Manager

Chris Thompson, President & Chief Executive Officer

Club: AAF DC

Category:

Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075A -

Animation, Special Effects or Motion Graphics

Award:

Silver ADDY Award

Entrant Company:

Yes& Agency

Client Company Name:

Akima

Title:

Akima's Iñupiaq Shareholders

Credits:

David Stone, Creative Director, Yes& Agency

Brian Domenici, Art Director, Yes& Agency

Libby Johnson, Writer, Akima

Illenia Notarangelo, Animation Creative Director, Illo

Arianna Cristiano, Illustration Lead, Illo

Laurentiu Lunic, Animation Lead, Illo

Sofia Buti, Character Designer, Illo
David Cubitt, Animator, Illo
Darius Colson, Project Manager, YouTooCanWoo

Club: AAF DC

Category:

Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075B -
Computer Generated Imagery (CGI)

Award:

Silver ADDY Award

Entrant Company:

Stratacomm

Client Company Name:

National Highway Traffic Safety Administration

Title:

Tsunami

Credits:

Eddie Prentiss, SVP, Executive Creative Director/Copywriter

Megan Corson, Senior Art Director

Travis Austin, Senior Partner

Anna Albert, Vice President

Meredith Troxclair, Project Manager

Christian Busch, Producer

Peter Thwaites, Director

The Corner Shop, Production Company

Work, Editorial Company

JAMM, VFX Company

Q Department, Sound Design Company

Club: AAF DC

Category:

Sound > 079 - Sound Design > 079A - Sound Design—Single

Award:

Silver ADDY Award

Entrant Company:

Stratacomm

Client Company Name:

National Highway Traffic Safety Administration

Title:

Tsunami

Credits:

Eddie Prentiss, SVP, Executive Creative Director/Copywriter
Megan Corson, Senior Art Director
Travis Austin, Senior Partner
Anna Albert, Vice President
Meredith Troxclair, Project Manager
Christian Busch, Producer
Peter Thwaites, Director
The Corner Shop, Production Company
Work, Editorial Company
JAMM, VFX Company
Q Department, Sound Design Company

Club: AAF DC

AAF GREATER FREDERICK

Category:

Film, Video & Sound > 107 - Pro Bono Online Film, Video & Sound

Award:

Silver ADDY Award

Entrant Company:

Coronation Media

Client Company Name:

Faith Counts

Title:

Tolton

Credits:

Gary Gasse, Director
Bill Phillips, Producer

Club: AAF Greater Frederick

AAF GREATER LEHIGHT VALLEY STUDENT WINNERS

Entrant:

Bethsaida Torres

Category:

Websites > S12 - Website (Desktop or Mobile)

Award:

Silver ADDY Award

Educational Institution:

Kutztown University of Pennsylvania

Title:

Dulce Vita Interactive Site

Credits:

Bethsaida Torres, Graphic Designer

Club: AAF Greater Lehigh Valley

Entrant:

Ilze Spilde

Category:

Apps > S14 - App (Mobile or Web-Based)

Award:

Gold ADDY Award

Educational Institution:

Kutztown University

Title:

Pocket Bucket

Credits:

Ilze Spilde, UX/UI Experience Designer

Club: AAF Greater Lehigh Valley

Entrant:

Elline Santos

Category:

S27 - Art Direction > S27B - Campaign

Award:

Silver ADDY Award

Educational Institution:

Kutztown University

Title:

Inomnia French Toast Cafe

Credits:

Elline Santos, Graphic Designer

Club: AAF Greater Lehigh Valley

AAF NEW YORK CITY METRO

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Gold ADDY Award

Entrant Company:

Movement Strategy

Client Company Name:

Looney Tunes

Title:

Looney Tunes: ACME Hires an Intern

Credits:

The Team at Movement Strategy

Club: AAF New York City Metro

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Gold ADDY Award

Entrant Company:

LEGEND

Client Company Name:

RB HEALTH, NA (Mucinex Brand)

Title:

MUCINEX COVID-19 Public Service Ads

Credits:

Cynthia Chen, President, RB Health, NA

Club: AAF New York City Metro

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Silver ADDY Award

Entrant Company:

The BAM Connection

Client Company Name:

Keystone Canna Remedies

Title:

For23

Credits:

Rob Baiocco, Chief Creative Officer
Steve Krauss, Deputy Chief Creative Officer
Dave Giles, Creative Director
Manas Paradkar, Senior Copywriter
Brienne Linden, Art Director
Maureen Maldari, Chief Executive Officer
Anthony DelleCave, Managing Director
Phil Maldari, Account Executive

Club: AAF New York City Metro

Category:

Branded Content & Entertainment > 039 - Branded Content & Entertainment for
Online/Interactive

Award:

Best of Show ADDY Award - Digital Advertising

Entrant Company:

Movement Strategy

Client Company Name:

Looney Tunes

Title:

Looney Tunes: ACME Hires an Intern

Credits:

The Team at Movement Strategy

Club: AAF New York City Metro

Category:

Copywriting > 068 - Copywriting

Award:

Silver ADDY Award

Entrant Company:

Movement Strategy

Client Company Name:

Warner Bros Looney Tunes

Title:

Looney Tunes: ACME Hires an Intern

Credits:

The Team at Movement Strategy

Club: AAF New York City Metro

AAF NEW YORK CITY METRO STUDENT WINNERS

Entrant:

TrackReact Team

Category:

Social Media > S13 - Social Media > S13B - Campaign

Award:

Gold, & Best of Show (Best of Show - Digital) ADDY Award

Educational Institution:

School of Visual Arts

Title:

TrackReact Case Study

Credits:

Jasmine Espejo, Art Director and Copywriter

Takumi Segi, Video Editor and Motion Designer

Maria Clavijo, Illustrator and Graphic Designer

Madeline Plotnick, Illustrator and Graphic Designer

Club: AAF New York City Metro

Entrant:

Postsound Team

Category:

Social Media > S13 - Social Media > S13B - Campaign

Award:

Silver ADDY Award

Educational Institution:

School of Visual Arts

Title:

Postsound Case Study

Credits:

Madeline Plotnick, Creative Director and Video Editor

Jasmine Espejo, Art Director and Copywriter

Cristina Severson, Graphic Design

Maria Clavijo, Graphic Design

Takumi Segi, Motion Graphics

Club: AAF New York City Metro

PHILADELPHIA

Category:

Ambient Media > 021 - Installations > 021A - Single Installation

Award:

Silver ADDY Award

Entrant Company:

Think Traffic

Client Company Name:

Bao Nine

Title:

Bao Nine - Store Design

Credits:

The Team at Think Traffic

Club: AAF Philadelphia Metro

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Silver ADDY Award

Entrant Company:

Think Traffic

Client Company Name:

Local Philly Restaurants

Title:

Philly Restaurant Drive

Credits:

The Team at Think Traffic

Club: AAF Philadelphia Metro

Category:

Online Film, Video, & Sound > 050 - Webisode > 050B - Series

Award:

Silver ADDY Award

Entrant Company:

Neighborhood Film Company

Client Company Name:

Fourth Purpose

Title:

Visitation 2.0

Credits:

David Raynor, Producer

Steve Perrong, Editor

Club: AAF Philadelphia Metro

PITTSBURGH

Category:

Sales Promotion > 003 - Point of Purchase > 003B - Free Standing

Award:

Best of Show ADDY Award - Traditional

Entrant Company:

Garrison Hughes

Client Company Name:

Heinz History Center

Title:

Freedom

Credits:

Larry Hruska, Creative Director/Art Director

Debbie Regan, Creative Director

Mike Giunta, Chief Creative Officer

Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Newspaper Advertising > 017 - Newspaper Advertising > 017B - Full Page – Single Unit

Award:

Gold ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Keeping Track Podcast

Title:

Newspaper

Credits:

Katherine Burgess, Art Director

Tia Kalas, Creative Director
Beth Beck, Sr. Copywriter
Mike Giunta, Chief Creative Officer
Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Ambient Media > 020 - Guerrilla Marketing

Award:

Gold ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

WarnerMedia

Title:

Conan Drone Deliveries

Credits:

WarnerMedia

Team Coco

Deeplocal

Club: AAF Pittsburgh

Category:

Ambient Media > 022 - Events > 022A - Single Event

Award:

Gold ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

Twitter

Title:

#NFLTwitter Super Bowl Confetti

Credits:

Twitter

National Football League

Deeplocal

72andSunny

Fresh Tape Media

Big Spaceship

Artistry in Motion

Club: AAF Pittsburgh

Category:

Out-of-Home > 023 - Poster > 023A - Poster - Single Unit

Award:

Silver ADDY Award

Entrant Company:

MarketSpace Agency / 9Rooftops

Client Company Name:

Josh Gibson Foundation

Title:

Josh Gibson MVP

Credits:

John Miller, Creative Director / Art Director, MarketSpace Agency

Adam Cicco, Creative Director / Writer, 9Rooftops

Josh Blasingame, VP + Group Creative Director, 9Rooftops

Maureen Rooney, Director of Account Services, MarketSpace Agency

Club: AAF Pittsburgh

Category:

Out-of-Home > 023 - Poster > 023B - Poster - Campaign

Award:

Silver ADDY Award

Entrant Company:

Red House Communications

Client Company Name:

George A Romero Foundation

Title:

GARF Movie Posters

Credits:

Marla Solnik, Creative Director

Jorge Puron, Associate Creative Director

Justin Clawson, Senior Art Director

Braxton Schreyer, Art Director

Club: AAF Pittsburgh

Category:

Out-of-Home > 024 - Outdoor Board > 024A - Flat – Single Unit

Award:

Silver ADDY Award

Entrant Company:

Smith Brothers Agency

Client Company Name:

The Andy Warhol Museum

Title:

Duets: Drag Queen

Credits:

Craig Seder, Executive Creative Director

Cathy Bowen, Creative Director

Colby Vagley, Account Executive

Dan Monarko, Head of Channel Strategy

Michelle Riches, Sr. Digital Strategist

Cristina Dans, Social Media Strategist

Club: AAF Pittsburgh

Category:

Out-of-Home > 026 - Site > 026A - Interior or Exterior – Single

Award:

Silver ADDY Award

Entrant Company:

Smith Brothers Agency

Client Company Name:

The Andy Warhol Museum

Title:

Duets: Drag Queen

Credits:

Craig Seder, Executive Creative Director

Cathy Bowen, Creative Director

Colby Vagley, Account Executive

Dan Monarko, Head of Channel Strategy

Michelle Riches, Sr. Digital Strategist

Cristina Dans, Social Media Strategist

Club: AAF Pittsburgh

Category:

Out-of-Home > 027 - Out-Of-Home Campaign

Award:

Silver ADDY Award

Entrant Company:

Smith Brothers Agency

Client Company Name:

The Andy Warhol Museum

Title:

Duets OOH Campaign

Credits:

Craig Seder, Executive Creative Director

Cathy Bowen, Creative Director

Colby Vagley, Account Executive

Dan Monarko, Head of Channel Strategy

Michelle Riches, Sr. Digital Strategist

Cristina Dans, Social Media Strategist

Club: AAF Pittsburgh

Category:

Social Media > 032 - Social Media > 032A - Single Execution

Award:

Gold ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Keeping Track Podcast

Title:

Week

Credits:

Katherine Burgess, Art Director

Michelle Bauer, Animator

Beth Beck, Sr. Copywriter

Tia Kalas, Creative Director

Mike Giunta, Chief Creative Officer

Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Social Media > 032 - Social Media > 032A - Single Execution

Award:

Silver ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

National Football League & Twitter

Title:

NFL x Twitter: #ShowtimeCam

Credits:

National Football League

Twitter

Deeplocal

Club: AAF Pittsburgh

Category:

Social Media > 032 - Social Media > 032A - Single Execution

Award:

Silver ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

Twitter & NFL

Title:

#NFLTwitter Super Bowl Confetti

Credits:

Twitter

National Football League

Deeplocal

72andSunny

Fresh Tape Media

Big Spaceship

Artistry in Motion

Club: AAF Pittsburgh

Category:

Social Media > 032 - Social Media > 032B - Social Media Campaign

Award:

Silver ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Keeping Track Podcast

Title: Women Social

Credits:

Katherine Burgess, Art Director

Michelle Bauer, Animator

Beth Beck, Sr. Copywriter

Tia Kalas, Creative Director

Mike Giunta, Chief Creative Officer

Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Television Advertising > 044 - Television Advertising – Local (One DMA) > 044B - Single Spot :30 seconds

Award:

Silver ADDY Award

Entrant Company:

Tonic

Client Company Name:

Highmark Health

Title:

Judgy Cat: hand washing

Credits:

Amy Spears, VP

Keith Loell, Creative Director - Design

Tim Cohrs, Creative Director - Copy

Maria Gualtieri Bowers, Creative Director - Brand

Tyler Bergholz, Senior Art Director

Jon Lamphier, Senior Copywriter

Emily Deandrea, Art Director

Alyssa Kramer, Producer

Freesia Fassbach, Creative Activations Manager

Jennifer Luhman, Project Manager

Michael Killen, Director

Animal, Production House

Club: AAF Pittsburgh

Category:

Television Advertising > 044 - Television Advertising – Local (One DMA) > 044C - Single Spot :60 seconds or more

Award:

Silver ADDY Award

Entrant Company:

UPMC

Client Company Name:

UPMC

Title:

UPMC Minutes Matter - Evergreen :60

Credits:

Lillian Young, Vice President, Marketing UPMC

Heather Mediate, Director, Marketing UPMC

Grey NY, Agency

Bodega, Production Company

Adam Reid, Director

Club: AAF Pittsburgh

Category:

Television Advertising > 044 - Television Advertising – Local (One DMA) > 044D - Television-Local Campaign

Award:

Silver ADDY Award

Entrant Company:

Tonic

Client Company Name:

Highmark Health

Title:

Judgy Cat

Credits:

Keith Loell, Creative Director - Design

Tim Cohrs, Creative Director - Copy

Maria Gualtieri Bowers, Creative Director - Brand

Tyler Bergholz, Senior Art Director

Jon Lamphier, Senior Copywriter

Emily Deandrea, Art Director

Alyssa Kramer, Producer

Freesia Fassbach, Project Lead

Jennifer Luhman, Project Manager

Michael Killen, Director

Animal, Production House

Club: AAF Pittsburgh

Category:

Television Advertising > 044 - Television Advertising – Local (One DMA) > 044D -
Television-Local Campaign

Award:

Silver ADDY Award

Entrant Company:

UPMC

Client Company Name:

UPMC

Title:

UPMC Minutes Matter Campaign

Credits:

Lillian Young, VP, Marketing UPMC
Heather Mediate, Director, Marketing UPMC
Grey NY, Agency
Bodega, Production Company
Adam Reid, Director

Club: AAF Pittsburgh

Category:

Integrated Campaigns > 060 - Integrated Advertising Campaigns > 060C - Consumer
Campaign-Local

Award:

Silver ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Keeping Track Podcast

Title:

Keeping Track

Credits:

Katherine Burgess, Art Director
Tia Kalas, Creative Director
Beth Beck, Sr. Copywriter
Michelle Bauer, Animator
Mike Giunta, Chief Creative Officer
Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Corporate Social Responsibility > Corporate Social Responsibility Campaigns > 064 -
Integrated Media Corporate Social Responsibility Campaign

Award:

Silver ADDY Award

Entrant Company:

Tonic

Client Company Name:

Highmark Health

Title:

Do it right. Get back to life.

Credits:

Amy Spears, VP
Keith Loell, Creative Director - Design
Tim Cohrs, Creative Director - Copy
Maria Gualtieri Bowers, Creative Director - Brand
Tyler Bergholz, Senior Art Director/Design Manager
Jon Lamphier, Senior Copywriter/Copy Manager
Emily Deandrea, Art Director
Freesia Fassbach, Creative Activation Manager
Jennifer Luhman, Project Manager
Alyssa Kramer, Producer
Tom Cwenar, Photographer
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Visual > 073 - Art Direction > 073A - Art Direction—Single

Award:

Gold ADDY Award

Entrant Company:

Garrison Hughes

Client Company Name:

Heinz History Center

Title:

Freedom Art

Credits:

Larry Hruska, Creative Director/Art Director
Debbie Regan, Creative Director
Mike Giunta, Chief Creative Officer
Dave Bernhardt, Retoucher

Club: AAF Pittsburgh

Category:

Digital Creative Technology > 087 - Innovative Use of Interactive / Technology

Award:

Silver ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

SimpliSafe

Title:

Social Distancing Sweater

Credits:

SimpliSafe

MullenLowe U.S.

Deeplocal

Club: AAF Pittsburgh

Category:

Digital Creative Technology > 087 - Innovative Use of Interactive / Technology

Award:

Silver ADDY Award

Entrant Company:

Deeplocal

Client Company Name:

National Football League & Twitter

Title:

NFL x Twitter: #ShowtimeCam

Credits:

National Football League

Twitter

Deeplocal

Club: AAF Pittsburgh

Category:

Sales & Marketing > 090 - Pro Bono Collateral > 090A - Brand Elements

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

al-Assad

Credits:

Rob Schapiro, Chief Creative Officer
Derek Julin, Creative Director
Kevin Corfield, Creative Director
Tom Cwenar, Photographer
Jim Lundy, Sr. Production Manager
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Sales & Marketing > 090 - Pro Bono Collateral > 090A - Brand Elements

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

Jong-un

Credits:

Rob Schapiro, Chief Creative Officer
Derek Julin, Creative Director
Kevin Corfield, Creative Director
Tom Cwenar, Photographer
Jim Lundy, Sr. Production Manager
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Sales & Marketing > 090 - Pro Bono Collateral > 090A - Brand Elements

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

Maduro

Credits:

Rob Schapiro, Chief Creative Officer
Derek Julin, Creative Director

Kevin Corfield, Creative Director
Tom Cwenar, Photographer
Jim Lundy, Sr. Production Manager
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Online/Interactive > 099 - Pro Bono > 099A - Pro Bono Online/Interactive

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

al-Assad

Credits:

Rob Schapiro, Chief Creative Officer
Derek Julin, Creative Director
Kevin Corfield, Creative Director
Tom Cwenar, Photographer
Jim Lundy, Sr. Production Manager
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Online/Interactive > 099 - Pro Bono > 099A - Pro Bono Online/Interactive

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title: Jong-un

Credits:

Rob Schapiro, Chief Creative Officer
Derek Julin, Creative Director
Kevin Corfield, Creative Director
Tom Cwenar, Photographer
Jim Lundy, Sr. Production Manager
Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Online/Interactive > 099 - Pro Bono > 099A - Pro Bono Online/Interactive

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

Maduro

Credits:

Rob Schapiro, Chief Creative Officer

Derek Julin, Creative Director

Kevin Corfield, Creative Director

Tom Cwenar, Photographer

Jim Lundy, Sr. Production Manager

Tom Karcher, Retoucher

Club: AAF Pittsburgh

Category:

Online/Interactive > 099 - Pro Bono > 099B - Pro Bono Online/Interactive Campaign

Award:

Silver ADDY Award

Entrant Company:

Brunner

Client Company Name:

City of Asylum

Title:

Dictators

Credits:

Rob Schapiro, Chief Creative Officer

Derek Julin, Creative Director

Kevin Corfield, Creative Director

Tom Cwenar, Photographer

Jim Lundy, Sr. Production Manager

Tom Karcher, Retoucher

Club: AAF Pittsburgh

ROCHESTER

Category:

Sales Promotion > 002 - Packaging > 002A - Single Unit

Award:

Gold ADDY Award

Entrant Company:

The Martin Group

Client Company Name:

Three Brothers Wineries & Estates

Title:

Passion Feet Vicious Can

Credits:

Dion Pender, Creative Director

Mary Bonomo, Art Director

Duane Bombard, Copywriter

Chelsie Ross, Brand Manager

Mike Gelen, Illustrator

Club: Rochester Advertising Federation

Category:

Collateral Material > 008 - Publication Design > 008D - Magazine Design

Award:

Silver ADDY Award

Entrant Company:

Truth Collective

Client Company Name:

Truth Collective

Title: Higher Order Zine #1

Credits:

Josh Coon, Experience Director

Jeremy Schwartz, Chief Creative Officer, Founder

Melody Ossola, Senior Art Director

Justyn Iannucci, Art Director / Illustrator

Bob Bailey, Chief Executive Officer, Founder

John Roberts, Chief Strategy Officer, Founder

Sydney Aspenleiter, Account Executive

Devon Higby, Senior Producer

Nue Chanthavongsay, Content Creator

Ashley Stoller, Creative Resources Manager

Leah Williams, Social Media Specialist

Hannah Betts, Photography

Club: Rochester Advertising Federation

Category:

Out-of-Home > 023 - Poster > 023B - Poster - Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Strong Museum of Play

Title:

Toy Hall of Fame

Credits:

Rob Kottkamp, Chief Creative Officer
Dan O'Donnell, Group Creative Director
Doug Pedersen, Illustration, Typography, Design
JP Smith, Senior Production Artist
Lauren Cole, Senior Project Manager
Katrina Busch, Group Account Director

Club: Rochester Advertising Federation

Category:

Advertising Industry Self-Promotion (Film, Video, & Sound) > 059 - Advertising Industry
Self-Promotion Film, Video & Sound

Award:

Silver ADDY Award

Entrant Company:

Digital Hyve

Client Company Name:

Digital Hyve - Rochester

Title:

Digital Hyve Video Greeting Card

Credits:

Andrew Scott, Copywriter
Codey Dingfield, Videographer & Editor
Jonathan Schoeck, Creative Director

Club: Rochester Advertising Federation

Category:

Online/Interactive Campaign > 063 - Online/Interactive Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:
Friendship Dairies

Title:
Love the Dove

Credits:
Rob Kottkamp, Chief Creative Officer
Andy Rose, Group Creative Director
Rick Calzi, Senior Art Director
PJ Galgay, Associate Creative Director
Michael Hernandez, Motion Graphics Designer
David Boselli , UX Designer
Rob Liroy , Lead Technologist
Melissa Smith , Director of Creative Resources
Cate Fabens-Jones, Agency Producer
Lauren Cole, Senior Project Manger
Lisa Fetkenhour, Account Director
Julia Benson, Senior Account Executive

Club: Rochester Advertising Federation

Category:
Corporate Social Responsibility > Corporate Social Responsibility Campaigns > 064 -
Integrated Media Corporate Social Responsibility Campaign

Award:
Gold ADDY Award

Entrant Company:
Partners and Napier

Client Company Name:
Partners and Napier

Title: Superb Owl

Credits:
Rob Kottkamp, Chief Creative Officer
Mike Baron, Executive Creative Director
Andy Rose, Group Creative Director
Jake Abbot, Director of UX + Development
PJ Galgay, Associate Creative Director, Writer
Marco Fesyuk, UX Designer
Phil DeCicca, Junior UX Designer
Kelley Redmond, Junior Art Director
Justin Lahue, Copywriter
Melissa Smith, Director of Creative Resources
Cate Fabens-Jones, Project Manager
Jordan Murphy, Group Media Director

Club: Rochester Advertising Federation

Category:

Pro Bono > Pro Bono Campaigns > 065 - Integrated Media Pro Bono Campaign

Award:

Silver ADDY Award

Entrant Company:

Truth Collective

Client Company Name:

Willow Domestic Violence Center

Title:

Stories of Strength

Credits:

John Roberts, Chief Strategy Officer, Founder

Karrie Gurnow, Creative Director

Alyssa Davis, Senior Copywriter

Josh Coon, Experience Director

Ian Maroney, Creative Technologist

Loren Marowski, Developer

Melody Ossola, Senior Art Director

Nue Chanthavongsay, Content Creator

Devon Higby, Senior Producer

Emma Zaremba, Account Supervisor

Leah Williams, Social Media Specialist

Sarah C. Rutherford, Muralist

Club: Rochester Advertising Federation

Category:

Advertising Industry Self-Promotion (Cross Platform) > 067 - Advertising Industry
Self-Promotion Campaigns > 067B - Integrated Media Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Rochester Advertising Federation

Title:

2020 Addys Show

Credits:

Partners and Napier,

Club: Rochester Advertising Federation

Category:

Film & Video > 074 - Cinematography > 074A - Cinematography—Single

Award:

Gold ADDY Award

Entrant Company:

Solon Quinn Studios

Client Company Name:

Armoured One

Title:

Armoured One

Credits:

Benjamin Schechter, Producer
Solon Quinn, Writer, Director, Editor
David Maslyn, Director of Photography
Todd Torrance, Sound Recorder
Mike Gagnon, Assistant Director
Kat Kostic, Production Coordinator
Notes Kaewbaidhoon, 1st AC
Logan Pistello, Gaffer
Justin Holbrook, Key Grip
Aaron Fuoco, Grip

Club: Rochester Advertising Federation

Category:

Film & Video > 074 - Cinematography > 074A - Cinematography—Single

Award:

Silver ADDY Award

Entrant Company:

Dixon Schwabl

Client Company Name:

ESL Federal Credit Union

Title:

ESL TV Spot Cinematography

Credits:

Mark Stone, Chief Creative Officer
Ann McAllister, Creative Director
Robin Lohkamp, Creative Director
Dana Denberg, Associate Creative Director
Elizabeth Koch, Art Director
Mary Rice, Copywriter
Connor Dixon-Schwabl, Managing Partner, Studio Productions
Jessica Savage, Managing Partner, Account Service
Merritt Lapp, Account Director

Gina Godlewski, Senior Account Executive
Caviar/Cheeky Films, Cate Frearson & Maggie McClean - Executive Producers
Kat Keene, Director

Club: Rochester Advertising Federation

Category:

Out-Of-Home & Ambient Media > 096 - Pro Bono Out-Of-Home > 096B - Out-Of-Home

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Causewave Community Partners

Title:

Graffiti

Credits:

Rob Kottkamp, Chief Creative Officer
Dan O'Donnell, Group Creative Director
Matt Spaul, Director
Parker Bement,
Melissa Smith, Director of Creative Resources
Cate Fabens-Jones, Agency Producer
Elyse Kosakowski, Account Supervisor

Club: Rochester Advertising Federation

Category:

Out-Of-Home & Ambient Media > 097 - Pro Bono Ambient Media > 097A - Single Occurrence

Award:

Silver ADDY Award

Entrant Company:

Truth Collective

Client Company Name:

Willow Domestic Violence Center

Title:

"Stories of Strength" Mural

Credits:

Karrie Gurnow, Creative Director
Alyssa Davis, Senior Copywriter
Emma Zaremba, Account Supervisor
Sarah C. Rutherford, Muralist

Meaghan de Chateauvieux, President & CEO
Jason V. Polasek, Vice President of Development and Community Engagement
Richard Calabrese, Jr.
Friends of the Times Square Building
Sherwin Williams
Sunbelt Rentals
CHill Enterprise
McAllister Sign Inc.

Club: Rochester Advertising Federation

Category:

Political Advertising > 117 - Political Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Partners and Napier

Title:

Vote Needs U

Credits:

Rob Kottkamp, Chief Creative Officer
Dan O'Donnell, Group Creative Director
Andy Rose, Group Creative Director, UX Design
Matt Palmer, Creative Director, Writer
Kory Andrieu, Creative Supervisor
Rob Warchol, Senior Art Director
Melissa Smith, Director, Creative Resources
Lauren Cole , Senior Project Manager
JP Smith, Senior Production Artist

Club: Rochester Advertising Federation

Category:

Political Advertising > 118 - Political Integrated Campaign

Award:

Silver ADDY Award

Entrant Company:

Partners and Napier

Client Company Name:

Partners and Napier

Title:

Vote Needs U

Credits:

Rob Kottkamp, Chief Creative Officer
Dan O'Donnell, Group Creative Director
Andy Rose, Group Creative Director, UX Design
Matt Palmer, Creative Director, Writer
Kory Andrieu, Creative Supervisor
Rob Warchol, Senior Art Director
Rob Liroy, Lead Technologist
Lauren Cole, Senior Project Manager
JP Smith, Senior Production Artist
Sam Cammarata, Game Producer
Aidan Markham, Game Artist
Noah Ratcliff, Game Development

Club: Rochester Advertising Federation

ROCHESTER ADVERTISING FEDERATION STUDENT WINNERS

Entrant:

Sam Luo

Category:

Magazine Advertising > S07 - Magazine Advertising > S07B - Campaign

Award:

Silver ADDY Award

Educational Institution:

Syracuse University Newhouse

Title:

Go in deep

Credits:

Sam Luo, Art Director

Club: Rochester Advertising Federation

Entrant:

Allison Scherger, Covington Twp, PA

Category:

Magazine Advertising > S07 - Magazine Advertising > S07B - Campaign

Award:

Silver ADDY Award

Educational Institution:

Syracuse University Newhouse

Title:

Decibullz Earplugs

Credits:

Allison Scherger, Art Director, Copywriter

Club: Rochester Advertising Federation

Entrant:

Sam Luo

Category:

S27 - Art Direction > S27B - Campaign

Award:

Gold & Best of Show ADDY Award Traditional Advertising

Educational Institution:

Syracuse University Newhouse

Title:

A Step Behind

Credits:

Sam Luo, Art Director

Olivia Gormley, Copywriter

Club: AAF Rochester Advertising Federation

Entrant:

Yinting Fan

Category:

Film, Video & Sound > S29 - Animation or Special Effects

Award:

Silver ADDY Award

Educational Institution:

Rochester Institute of Technology

Title:

KitTea Café

Credits:

Yinting Fan, Art Director, 3D Designer, 3D Motion Designer

Club: Rochester Advertising Federation