



AMERICAN
ADVERTISING
AWARDS

2020-2021 New York City Metro
Professional & Student Winners

PROFESSIONAL WINNERS

PRINT ADVERTISING

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Admerasia, Inc.

Client Company Name:

State Farm

Title:

State Farm 2020 LNY Print Ad

Credits:

Julia Kang, Account Director

Selina Guo, Strategy Director

Max Davidson, Chief Integrated Officer

TuanPu Wang, Creative Director

Kaipo Leung, Associate Creative Director

OUT-OF-HOME & AMBIENT MEDIA

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Newsday

Client Company Name:

Newsday

Title:

Newsday Experience Booth

Credits:

Royston Wilson, Director of Marketing

Mark Demofsky, Manager

Thomas Manganello, Senior Designer

Michelle Kaszycki, Senior Graphic Designer

James Leo, Senior Designer

Michael Vogt, Designer
Richard Forestano, Project Manager
Melissa Argueta, Project Manager/Writer
Gregory Heim, Project Manager
Miguel Cubillos, Editor

Category:

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

Award:

Silver ADDY Award

Entrant Company:

The Exhibit Company

Client Company Name:

THE EXHIBIT COMPANY

Title:

Amneal - AAN 2019

Credits:

Nancy Gallo, The Exhibit Company, Inc., Senior Exhibit Designer / Project Manager
Derek Broomfield, The Exhibit Company, Inc., Designer

Category:

Ambient Media > 021 - Installations > 021B - Multiple Installations

Award:

Silver ADDY Award

Entrant Company:

Newsday

Client Company Name:

Newsday

Title:

Newsday AAA Travel Expo

Credits:

Royston Wilson, Director of Marketing
Gregory Heim, Project Manager
Rich Forestano, Project Manager
Melissa Argueta, Project Manager/Writer
Mark Demofsky, Digital Manager
Thomas Manganello, Senior Designer
Miguel Cubillos, Editor

ONLINE/INTERACTIVE

Category:

Websites > 031 - Websites > 031A - Consumer

Award:

Silver ADDY Award

Entrant Company:

Newsday

Client Company Name:

Newsday

Title:

Newsday AAA Travel Expo

Credits:

Royston Wilson, Director of Marketing
Mark Demofsky, Manager, Digital Marketing
Amie Colosa, Digital Designer-Programmer
Melissa Argueta, Writer

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

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

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Newsday

Client Company Name:

Newsday

Title:

Faces of Long Island

Credits:

Royston Wilson, Director of Marketing
Rich Forestano, Managing Editor
Melissa Argueta, Project Manager/Writer
James Leo, Senior Designer

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

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Movement Strategy

Client Company Name:

truTV

Title:

ImpracticalJokers#breaktheboxoffice

Credits:

The Team at Movement Strategy

Category:

Branded Content & Entertainment > 039 - 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

Category:

Branded Content & Entertainment > 039 - for Online/Interactive

Award:

Silver ADDY Award

Entrant Company:

The Exhibit Company

Client Company Name:

THE EXHIBIT COMPANY

Title:

Zeiss - Ceramics Expo Virtual Event

Credits:

Nancy Gallo, The Exhibit Company, Inc., Senior Exhibit Designer / Project Manager
Karin Salerno, Carl Zeiss Microscopy, LLC, Mkt Events Manager
Caitlin Foster, Carl Zeiss Microscopy, LLC, Mkt Communications Specialist
Megan Gagliardi, Carl Zeiss Microscopy, LLC, Mkt Communications Group MGR, NA

Category:

Branded Content & Entertainment > 039 - for Online/Interactive

Award:

Silver ADDY Award

Entrant Company:

The Exhibit Company

Client Company Name:

THE EXHIBIT COMPANY

Title:

Zeiss - Microscopy & Microanalysis

Credits:

Nancy Gallo, The Exhibit Company, Inc., Senior Exhibit Designer / Project Manager
Karin Salerno, Carl Zeiss Microscopy, LLC, Mkt Events Manager
Caitlin Foster, Carl Zeiss Microscopy, LLC, Mkt Communications Specialist
Megan Gagliardi, Carl Zeiss Microscopy, LLC, Mkt Communications Group MGR, NA

FILM, VIDEO, & SOUND

Category:

Audio/Radio Advertising > 042 - Audio/Radio Advertising – Regional/National > 042A -
Single Spot :30 seconds or less

Award:

Silver ADDY Award

Entrant Company:

DeVito/Verdi

Client Company Name:

The Partnership for NYC

Title:

Do Your Part

Credits:

Sal DeVito, Chief Creative Officer
Eric Schutte, Executive Creative Director
Barbara Michelson, Producer
Runo Hall, Executive Creative Director
Sonic Union, Record/Mix
Jay O. Sanders, Talent
Pond5, Music
Joan Lynn Casting, Voice Casting

Category:

Television Advertising > 045 - Television Advertising – Regional/National > 045A - Single Spot – Up to 2:00

Award:

Gold ADDY Award

Entrant Company:

DeVito/Verdi

Client Company Name:

BayCare

Title:

Poem

Credits:

Sal DeVito, Chief Creative Officer
Runo Hall, Executive Creative Director
Barbara Michelson, Producer
Mark Teringo, Copywriter
Emily Dickenson, copywriter
Jon Rose, editor
Lee Schweningen, editor
Art Director, Scott Steidl
Maria Seldes, Talent

Category:

Television Advertising > 045 - Regional/National > 045B - Television-National Campaign

Award:

Silver ADDY Award

Entrant Company:

DeVito/Verdi

Client Company Name:

Partnership For New York City

Title:

Stop The Spread

Credits:

Sal DeVito, Chief Creative Officer
Eric Schutte, Executive Creative Director
Runo Hall, Executive Creative Director
Rob Slosberg, Creative Director
Charly Bender, Editor
Barbara Michelson, Producer
Jay O. Sanders, Talent
Paul Fernandez, Colo/Conform
Pond5, Music, Footage
Joan Lynn Casting, Voice Casting

Category:

Branded Content & Entertainment > 051 - Branded Content & Entertainment For Online
Film, Video & Sound > 051B - Single entry – more than :60 seconds

Award:

Gold ADDY Award

Entrant Company:

The BAM Connection

Client Company Name:

Keystone Canna Remedies

Title:

Key to Change Delilah

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

Category:

Branded Content & Entertainment > 051 - Branded Content & Entertainment For Online
Film, Video & Sound > 051B - Single entry – more than :60 seconds

Award:

Silver ADDY Award

Entrant Company:

The BAM Connection

Client Company Name:

Keystone Canne Remedies

Title:

Key to Change Cory

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

Category:

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

Award:

Silver ADDY Award

Entrant Company:

DeVito/Verdi

Client Company Name:

DeVito/Verdi

Title:

DV POV

Credits:

Runo Hall, Executive Creative Director
Michael Barringer, Editor
Sal DeVito, Chief Creative Officer
Ellis Verdi, President
Erin Boyer, Chief Marketing Officer
Nick Ryan, Marketing Director

Category:

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

Award:

Silver ADDY Award

Entrant Company:

DeVito/Verdi

Client Company Name:

DeVito/Verdi

Title:

DV Truth

Credits:

Rob Sloseberg, Creative Director, Writer
Barbara Michelson, Producer
Sal DeVito, Chief Creative Officer
Ellis Verdi, President
Erin Boyer, Chief Marketing Officer
Nick Ryan, Marketing Director

Category:

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

Award:

Silver ADDY Award

Entrant Company:

DeVito/Verdi

Client Company Name:

Devito/Verdi

Title:

Tombstones

Credits:

Eric Schutte, Executive Creative Director

Rob Carducci, Art Director

Tony Scharko, Editor

Sal DeVito, Chief Creative Officer

Ellis Verdi, President

Erin Boyer, Chief Marketing Officer

Nick Ryan, Marketing Director

CROSS PLATFORM

Category:

Integrated Campaigns > 060C - Consumer Campaign-Local

Award:

Silver ADDY Award

Entrant Company:

Newsday

Client Company Name:

Newsday

Title:

Newsday Investigations

Credits:

Royston Wilson, Director of Marketing

Michelle Kaszycki, Senior Designer

Thomas Manganello, Senior Designer

Rich Forestano, Project Manager/Writer

Mark Demofsky, Digital Manager

Gregory Heim, Project Manager/Producer

Miguel Cubilos, Editor

Amie Colosa, Digital Designer- Programmer

Category:

Integrated Campaigns > 060 - Integrated Advertising Campaigns > 060D - Consumer Campaign-Regional/National

Award:

Silver ADDY Award

Entrant Company:

Movement Strategy

Client Company Name:

truTV

Title:

ImpracticalJokers#breaktheboxoffice

Credits:

The Team at Movement Strategy

Category:

Online/Interactive Campaign > 063 - Online/Interactive Campaign

Award:

Silver ADDY Award

Entrant Company:

Movement Strategy

Client Company Name:

Netflix

Title:

Unsolved Mysteries

Credits:

The Team at Movement Strategy

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Newsday

Client Company Name:

Newsday

Title:

Together Long Island

Credits:

Royston Wilson, Director of Marketing
Gregory Heim, Project Manager/Writer
Amie Colosa, Digital Designer-Programmer

Michael Vogt, Designer
James Leo, Senior Designer
Thomas Manganello, Senior Designer
Rich Forestano, Project Manager/Writer
Melissa Argueta, Writer
Miguel Cubilos, Editor

ELEMENTS OF ADVERTISING

Category:

Copywriting > 068 - Copywriting

Award:

Gold 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

Category:

Copywriting > 068 - Copywriting

Award:

Silver ADDY Award

Entrant Company:

The BAM Connection

Client Company Name:

Keystone Canne 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

Category:

Visual > 069 - Logo Design

Award:

Silver ADDY Award

Entrant Company:

BrandTuitive

Client Company Name:

The Hunt For Vintage

Title:

The Hunt For Vintage Logo

Credits:

Todd Brenard, Senior Project Manager

Hannah Platte, Designer

Category:

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

Award:

Silver ADDY Award

Entrant Company:

The BAM Connection

Client Company Name:

Keystone Canna Remedies

Title:

For23 chronic conditions

Credits:

Rob Baiocco , Chief Creative Officer

Steve Krauss , Deputy Chief Creative Officer

Dave Giles, Creative Director

Manas Paradkar, Senior Copywriter

Brianne Linden, Senior Art Director

Maureen Maldari, Chief Executive Officer

Anthony DelleCave, Managing Director

Philip Maldari, Account Executive

Category:

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

Award:

Gold ADDY Award

Entrant Company:

Ad Council

Client Company Name:

Ad Council

Title:

Seize the Awkward

Credits:

Ad Council, N/A

American Foundation for Suicide Prevention, N/A

The Jed Foundation, N/A

Droga5, N/A

PUBLIC SERVICE

Category:

Film, Video & Sound > 102 - Corporate Social Responsibility Film, Video & Sound

Award:

Gold ADDY Award

Entrant Company:

PAPER

Client Company Name:

NIKE

Title:

ALL FOR 1

Credits:

Courtney Richardson, Creative Director, PAPER

Jake Honig, Producer, PAPER

Dex Darbouze, Brand & Media Manager, Nike

Nicolas Gerard, Brand Director, Nike

Category:

Film, Video & Sound > 104 - Corporate Social Responsibility Campaign

Award:

Silver ADDY Award

Entrant Company:

New York City Department of Environmental Protection

Client Company Name:

New York City - Department of Environmental Protection

Title:

Billy Never Idles

Credits:

Jacqueline Majers Lachman, Dir of Mkt, NYC - Dept of Environmental Protection
Starfish , Production / Advertising Agency

Category:

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

Award:

Best of Show ADDY Award

Entrant Company:

Movement Strategy

Client Company Name:

Looney Tunes

Title:

Looney Tunes: ACME Hires an Intern

Credits:

The Team at Movement Strategy

STUDENT WINNERS

ONLINE / INTERACTIVE - SOCIAL MEDIA

Entry:

Postsound

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

Entry:

TrackReact

Category:

Social Media > S13 - Social Media > S13B - Campaign

Award:

Silver 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

ONLINE / INTERACTIVE - APPS

Entry:

Tinder: Turned On

Category:

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

Award:

Gold ADDY Award

Educational Institution:

Miami Ad School

Title:

Tinder: Turned On

Credits:

Jules Masson, Creative Hybrid

Entry:

Count Me In

Category:

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

Award:

Gold ADDY Award

Educational Institution:

School of Visual Arts

Title:

Count Me In

Credits:

Lucian French, Creative Director

Michelle Xinyuan Gu, Associate Creative Director

Anna Heath, Associate Creative Director