



AMERICAN
ADVERTISING
AWARDS

2020-2021 Philadelphia Metro
Professional & Student Winners

PROFESSIONAL WINNERS

SALES & MARKETING

Category:

Collateral Material > 007 - Brochure > 007A - Single Unit

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Allegheny College

Title:

Learn Outside the Lines

Credits:

Allen & Gerritsen, Agency

Category:

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

Award:

Gold ADDY Award

Entrant Company:

Aloysius Butler & Clark

Client Company Name:

Aloysius Butler & Clark

Title:

It's been a long year...

Credits:

The Team at Aloysius Butler & Clark

Category:

Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 014 - Special Event Materials (printed or digital)

Award:

Silver ADDY Award

Entrant Company:

Aloysius Butler & Clark

Client Company Name:

Aloysius Butler & Clark

Title:

Ad-Vent Calendar

Credits:

The Team at Aloysius Butler & Clark

PRINT ADVERTISING

Category:

Newspaper Self-Promotion > 018B - Newspaper Self-Promotion

Award:

Silver ADDY Award

Entrant Company:

The Philadelphia Inquirer

Client Company Name:

The Philadelphia Inquirer

Title:

Inquirer Newsletter House Ads

Credits:

Matthew Lawrenson, Lead Graphic Designer

Paul Siegell, Creative Director, Copy

Jen Strauss, Creative Director, Design

Elizabeth Samet, SVP, Creative Director

Jeanine Reilly, Director of Creative Services

OUT-OF-HOME & AMBIENT MEDIA

Category:

Ambient Media > 020 - Guerrilla Marketing

Award:

Gold ADDY Award

Entrant Company:

Think Traffic

Client Company Name:

Bao Nine

Title:

Bao-ck to School

Credits:

The Team at Think Traffic

Category:

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

Award:

Gold ADDY Award

Entrant Company:

Think Traffic

Client Company Name:

Bao Nine

Title:

Bao Nine - Store Design

Credits:

The Team at Think Traffic

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Aloysius Butler & Clark

Client Company Name:

Philadelphia Health Department

Title:

Mural Arts Mask Up

Credits:

The Team at Aloysius Butler & Clark

ONLINE/INTERACTIVE

Category:

Websites > 031 - Websites > 031C - Microsites

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Allegheny College

Title:

Learn Outside the Lines

Credits:

Allen & Gerritsen, Agency

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Power Home Remodeling

Title:

Fixing the Griswold Home

Credits:

Allen & Gerritsen, Agency

Category:

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

Award:

Gold ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Visit Philadelphia

Title:

Our Turn to Tourist

Credits:

Allen & Gerritsen, Agency

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Think Traffic

Client Company Name:

Bao Nine

Title:

Bao Nine Opening Promotion

Credits:

The Team at Aloysius Butler & Clark

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 Aloysius Butler & Clark

Category:

Branded Content & Entertainment > 039 - Online/Interactive

Award:

Gold ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Safety 1st

Title:

Signs of the Times

Credits:

Allen & Gerritsen, Agency

FILM, VIDEO, & SOUND

Category:

Television Advertising > 044B - Single Spot :30 seconds

Award:

Silver ADDY Award

Entrant Company:

Mnemonic/Comcast

Client Company Name:

Garden State Pain Control

Title:

Menu of Pain

Credits:

Lydia Miller, Producer

Reid Carrescia, Director of Photography

Reid Carrescia, Editor

Category:

Television Advertising > 044D - Television-Local Campaign

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Blue Cross Blue Shield of Massachusetts

Title:

B is for

Credits:

Allen & Gerritsen, Agency

Category:

Television Advertising > 045B - Television-National Campaign

Award:

Silver ADDY Award

Entrant Company:

Neighborhood Film Company

Client Company Name:

F&M Trust

Title:

F&M Trust - Bear / Dinner

Credits:

Jonathan H Applebaum, Producer

Steve Perrong, Director / Editor

Dave Raynor, Producer / PM

Category:

Online Film, Video, & Sound > 048 - Internet Commercial > Single Spot – Any Length

Award:

Gold ADDY Award

Entrant Company:

Neighborhood Film Company

Client Company Name:

Loyola University

Title:

Loyola - Mean Tweets

Credits:

Jonathan H Applebaum, Producer

Steve Perrong, Director / Editor

Category:

Online Film, Video, & Sound > 048 - Internet Commercial Single Spot – Any Length

Award:

Gold ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Safety 1st

Title:

Parenting Less Complicated

Credits:

Allen & Gerritsen, Agency

Category:

Online Film, Video, & Sound > 048A - Single Spot – Any Length

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Allegheny College

Title:

Learn Outside the Lines

Credits:

Allen & Gerritsen, Agency

Category:

Online Film, Video, & Sound > 048B - Internet Commercial Campaign

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Allegheny College

Title:

Learn Outside the Lines

Credits:

Allen & Gerritsen, Agency

Category:

Online Film, Video, & Sound > 048B - Internet Commercial Campaign

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Happy Valley Adventure Bureau

Title:

Happy Valley Adventure Bureau

Credits:

Allen & Gerritsen, Agency

Category:

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

Award:

Gold ADDY Award

Entrant Company:

Neighborhood Film Company

Client Company Name:

Fourth Purpose

Title:

Visitation 2.0

Credits:

David Raynor, Producer

Steve Perrong, Editor

CROSS PLATFORM

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Allegheny College

Title:

Learn Outside the Lines

Credits:

Allen & Gerritsen, Agency

Category:

Online/Interactive Campaign > 063 - Online/Interactive Campaign

Award:

Silver ADDY Award

Entrant Company:

Big River Film Co.

Client Company Name:

Bacardí

Title:

Bacardí - Do What Moves You

Credits:

Nathan Cronk, Director

Brian Harvath, Director of Photography

Lisa Russell, Set Design / Drink Stylist

ELEMENTS OF ADVERTISING

Category:

Visual > 069 - Logo Design

Award:

Gold ADDY Award

Entrant Company:

Aloysius Butler & Clark

Client Company Name:

University of Delaware

Title:

Little Bites

Credits:

The Team at Aloysius Butler & Clark

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Biophilia, LLC

Client Company Name:

National Association of Directors of Nursing Administration (NADONA)

Title:

COVID-19 Magazine Cover Art

Credits:

Marvin Bowe, Creative Director

Category:

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

Award:

Gold ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Happy Valley Adventure Bureau

Title:

Happy Valley Adventure Bureau

Credits:

Allen & Gerritsen, Agency

Category:

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

Award:

Silver ADDY Award

Entrant Company:

Think Traffic

Client Company Name:

Local Philly Restaurants

Title:

Philly Restaurant Drive

Credits:

The Team at Think Traffic

Category:

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

Award:

Gold ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Allegheny College

Title:

Learn Outside the Lines

Credits:

Allen & Gerritsen, Agency

Category:

Film & Video > 076 - Video Editing

Award:

Silver ADDY Award

Entrant Company:

Neighborhood Film Company

Client Company Name:

Discover PHL

Title:

World Cup Entry - Philadelphia 2026

Credits:

Jonathan H Applebaum, Producer

Steve Perrong, Director / Editor

Category:

Sound > 077 - Music > 077A - Music Without Lyrics—Single

Award:

Silver ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Allegheny College

Title:

Learn Outside the Lines

Credits:

Allen & Gerritsen, Agency

PUBLIC SERVICE

Category:

Online/Interactive > 098 - Corporate Social Responsibility > 098B - Corporate Social Responsibility Online/Interactive Campaign

Award:

Silver ADDY Award

Entrant Company:

SWELL

Client Company Name:

SWELL

Title:

SWELL Votes

Credits:

Greg O'Loughlin, Founder + Partner

Staci Anderson, Creative Director + Partner

Sadie Tettermer, Group Account Director

Claudette Pombo, Brand Champion

BEST OF SHOW

Category:

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

Award:

Best of Show ADDY Award

Entrant Company:

Allen & Gerritsen

Client Company Name:

Safety 1st

Title:

Signs of the Times

Credits:

Allen & Gerritsen, Agency

STUDENT WINNERS

OUT OF HOME & AMBIENT MEDIA - OUT-OF-HOME

Entrant

Temple Department of Advertising & Public Relations

Category:

Out-Of-Home > S09 - Poster > S09B - Campaign

Award:

Gold ADDY Award

Educational Institution:

Temple University, Klein College of Media & Communication

Title:

Break Free for The North Face

Credits:

Lilian Broyles, Art Director, Copywriter

ELEMENTS OF ADVERTISING - ART DIRECTION

Entrant:

Temple Department of Advertising & Public Relations

Category:

S27 - Art Direction > S27B - Campaign

Award:

Silver ADDY Award

Educational Institution:

Temple University, Klein College of Media & Communication

Title:

Classic Combos for Heinz

Credits:

Maya Krishnamurthy, Art Director, Illustrator, Copywriter