

AMERICAN ADVERTISING AWARDS

2021-2022 AAF PHILADELPHIA METRO AMERICAN ADVERTISING AWARDS WINNER LISTING

SALES & MARKETING

Category: Direct Marketing - Specialty Advertising - Apparel

Silver ADDY Award

Merz Branding

Client: Amring Pharmaceuticals

Title: Amring Bike MS T-Shirt

PRINT ADVERTISING

Category: Ambient Media - Guerrilla Marketing

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: The Board of Imagination

Credits:

Sam Renner, Sr. Copywriter

Julianne Gates, Sr. Art Director

Jay Delutis, Sr. Designer

Courtney Skinner, Designer

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Category: Ambient Media - Guerrilla Marketing

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Sun-Maid Raisin House

Credits:

Sam Renner, Sr. Copywriter

Kyle Waldron, Designer

Bill Starkey, Executive Creative Director

Matt Campbell, Head of Production

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

James Barlow, Head of Fabrication

Category: Out-of-Home - Outdoor Board - Super-sized, Extension/Dimensional, Digital or Animated – Single Unit

Gold ADDY Award

Alkemy X

Client: Hulu

Title: Only Murder in the Building

Credits:

Alkemy X, Production Company, Creative Direction, VFX

Bilali Mack, VFX Supervisor

Andrew Borin, Hulu Creative Director

OUT-OF-HOME & AMBIENT MEDIA

Category: Out-of-Home - Out-Of-Home Campaign

Silver ADDY Award

Merz Branding

Client: Myonex

Title: Myonex Interior Signage

Category: Out-of-Home - Out-Of-Home Campaign

Silver ADDY Award

Aloysius Butler & Clark

Client: Haverford

Title: Brand Campaign

Category: Out-of-Home - Out-Of-Home Campaign

Silver ADDY Award

Aloysius Butler & Clark

Client: Center City District

Title: Restaurant Week

Category: Websites - Websites - Microsites

Silver ADDY Award

Think Traffic

Client: Saladworks

Title: Saladworks Flavor Your World

Credits:

Jan Talamo

Kate Talamo

Steph Haubach

Amy Wisniewski

Justin Block

Dmitry Irmetov

Steve Cobb

Jordan Parenti

Baker Sound

Mark Mears

Katie Cavuto

Linda Adams

Category: Social Media - Social Media - Campaign

Silver ADDY Award

Allen & Gerritsen

Client: Dorel Juvenile, Safety 1st

Title: Parenting Less Complicated

Credits:

Allen & Gerritsen, Agency

Dorel Juvenile, Safety 1st, Client

Category: Social Media - Social Media - Campaign

Silver ADDY Award

Allen & Gerritsen

Client: Iora Health

Title: Break Free

Credits:

Allen & Gerritsen, Agency

Iora Health, Client

Category: Social Media - Social Media - Campaign

Silver ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Sun-Maid Board of Imagination

Credits:

Sam Renner, Sr Copywriter

Julianne Gates, Sr. Art Director

Jay Delutis, Sr. Designer

Courtney Skinner, Designer

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr Acct Strategist

Courtney Bila, Brand Manager

Category: Social Media - Social Media - Campaign

Silver ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Birthday Do-Over

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey, Executive Creative Director

Courtney Skinner, Designer

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Category: Social Media - Social Media - Campaign

Silver ADDY Award

quench - Pavone Marketing Group

Client: Herr Foods

Title: Herr's Flavor Mix Mystery

Credits:

Courtney Polidoro, Art Director / Designer

Michael Deegan, Copywriter

Mackenzie Fuhrman, Digital Designer

Dylan Tuscon, Digital Designer

Bill Starkey, Executive Creative Director

Monique Ebbecke, Account Strategist

Kelsey Swaggler, Project Manager

Lisa Corry-Godby, Director of Communications

Bob Clark, VP of Marketing, Herr's Foods Inc

ONLINE/INTERACTIVE

Category: Audio/Radio Advertising Local - Single Spot :30 seconds or less

Silver ADDY Award

Aloysius Butler & Clark

Client: Einstein Healthcare Network

Title: Pregnancy Care

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

Silver ADDY Award

Aloysius Butler & Clark

Client: Einstein Healthcare Network

Title: Pregnancy Care

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

Gold ADDY Award

Neighborhood Film Company

Client: Liquid Death

Title: Dead Till Death - Liquid Death

Credits:

Neighborhood Film Company

Category: Television Advertising - Local (One DMA) - Campaign

Silver ADDY Award

Tierney

Client: PECO

Title: Energy Answers

Credits:

Mackenzie Squires, EVP, Executive Creative Director

Justin Biddle, VP, Creative Director

Zach Thornbury, Associate Creative Director

Stuart Hill, Senior Copywriter

Nick Burkwit, Copywriter

Justin O'Brien, Junior Art Director

Dan Bryan, Senior Producer

Chelle McDonald, Producer

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

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Imagine That - Yogurt

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey , Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Matt Campbell, Head of Production

O2 (San Paulo, Brazil), Production Company

Marcus Alqueres, Director

Luiz Braga, Executive Producer

Category: Online Film, Video, And Sound - Internet Commercial - Single Spot – Any Length

Silver ADDY Award

Neighborhood Film Company

Client: Notre Dame

Title: Notre Dame Anthem

Credits:

Neighborhood Film Company

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

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Imagine That - Bites

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Matt Campbell, Head of Production

O2 (San Paulo, Brazil), Production Company

Marcus Alquieres, Director

Luiz Braga, Executive Producer

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

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: World of Flavor

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Matt Campbell, Head of Production

O2 (San Paulo, Brazil), Production Company

Marcus Alquieres, Director

Luiz Braga, Executive Producer

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

Silver ADDY Award

Allen & Gerritsen

Client: Dorel Juvenile, Safety 1st

Title: TestiMOMials

Credits:

Allen & Gerritsen, Agency

Dorel Juvenile, Safety 1st, Client

Category: Television Advertising - Regional/National - Campaign

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Imagine That

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Matt Campbell, Head of Production

O2 (San Paulo, Brazil), Production Company

Marcus Alqueres, Director

Luiz Braga, Executive Producer

Category: Online Film, Video, And Sound - Internet Commercial - Single Spot – Any Length

Silver ADDY Award

Arthouse East

Client: Amberella

Title: Choose You

Credits:

Anthony Berenato Jr., Producer

Anthony Berenato Jr., Director of Photography

Anthony Berenato Jr., Editor

Category: Online Film, Video, And Sound - Internet Commercial - Single Spot – Any Length

Silver ADDY Award

Neighborhood Film Company

Client: Under Armour

Title: UA No-Slip Waistband

Credits:

Neighborhood Film Company

Category: Online Film, Video, And Sound - Internet Commercial - Single Spot – Any Length

Silver ADDY Award

Neighborhood Film Company

Client: Red Wing

Title: Red Wing

Credits:

Neighborhood Film Company,

Category: Online Film, Video, And Sound - Internet Commercial - Campaign

Silver ADDY Award

Allen & Gerritsen

Client: Dorel Juvenile, Safety 1st

Title: TestiMOMials

Credits:

Allen & Gerritsen, Agency

Dorel Juvenile, Safety 1st, Client

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

Silver ADDY Award

Penn Medicine

Client: Penn Medicine

Title: Soaring Through the Pavilion

Credits:

Matt Curran, Director

Rebecca Abboud, Producer

Tyler Caton, Producer

Scott Whitham, Producer

Jon Cheifet, Editor

Debra Lucatuorto, Production Manager

Carla Salas, Production Manager

Alex Preto, Production Assistant

Janet King, Production Coordinator

Mark Schultz, Sound Designer

John Gooch, Sound Mixer

Mike Welsh, Drone Operator

FILM, VIDEO, & SOUND

Category: Branded Content & Entertainment Campaign

Gold ADDY Award

Short Order Production House

Client: Delaware Developmental Disabilities Council

Title: Delaware Disability Pride 2021

Credits:

Hannah Geller, Producer

Jason Prezant, Director

Sam Molloy, Editor

Matt Sullivan, Executive Producer

Category: Integrated Advertising Campaigns - Consumer Campaign-Local

Silver ADDY Award

Penn Museum (University of Pennsylvania Museum of Archaeology and Anthropology)

Client: Penn Museum (University of Pennsylvania Museum of Archaeology and Anthropology)

Title: Stories We Wear Exhibition Campaign

Credits:

Christina Jones, Art Director, Penn Museum

Remy Perez, Graphic Designer, Penn Museum

Julianna Whalen, Marketing and Communications Coordinator, Penn Museum

Jill DiSanto, Public Relations Director

Jo Tiongson-Perez, Chief Marketing and Communications Officer

Category: Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Silver ADDY Award

Allen & Gerritsen

Client: Dorel Juvenile, Safety 1st

Title: Parenting Less Complicated

Credits:

Allen & Gerritsen, Agency

Dorel Juvenile, Safety 1st, Client

Category: Integrated Advertising Campaigns - Consumer Campaign-Regional/National
Silver ADDY Award

Allen & Gerritsen

Client: Iora Health

Title: Break Free

Credits:

Allen & Gerritsen, Agency

Iora Health, Client

Category: Integrated Brand Identity Campaign - Local or Regional/National

Silver ADDY Award

Finch Brands LLC

Client: HerThyme

Title: HerThyme

Credits:

Jessica Koffman, Creative Director

George Schwab, Senior Designer

Anthony Formisano, Designer

Luke Harding, Designer

Alyssa Chambers, Intern

Catherine Podlogar, Associate Director of Marketing

Category: Integrated Branded Content Campaign – Local or Regional/National

Silver ADDY Award

Think Traffic

Client: Saladworks

Title: Saladworks Flavor Your World

Credits:

Jan Talamo

Kate Talamo

Steph Haubach

Amy Wisniewski

Justin Block

Dmitry Irmetov

Steve Cobb

Jordan Parenti

Baker Sound

Mark Mears

Katie Cavuto

Linda Adams

Category: Visual - Art Direction - Campaign

Silver ADDY Award

Allen & Gerritsen

Client: Iora Health

Title: Break Free

Credits:

Allen & Gerritsen, Agency

Iora Health, Client

Category: Film & Video - Cinematography - Cinematography—Single

Silver ADDY Award

Arthouse East

Client: Amberella

Title: Choose You

Credits:

Anthony Berenato Jr., Producer

Anthony Berenato Jr., Director of Photography

Anthony Berenato Jr., Editor

Category: Film & Video - Animation, Special Effects, Motion Graphics, or CGI - Computer Generated Imagery (CGI)

Gold ADDY Award

Alkemy X

Client: Alkemy X

Title: Alkemy '81

Credits:

Rupert Cresswell, Director, Writer, Executive Creative Director

Nick Pitcavage, Live Action Executive Producer

Sue Fallon, Producer

Dave Bradley, Editor, Designer, Original Music

Janet Falcon, Colorist

Bob Schachner, Audio

Mike Taylor, Audio

Chris Pace, Designer

Christine Lim, Designer

Goodsy, Designer

Greg Wilson, Designer

Ricky Heidelbaugh, Assistant Editor

Category: Film & Video- Animation, Special Effects, Motion Graphics, or CGI - Computer Generated Imagery (CGI)

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Imagine That

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Matt Campbell, Head of Production

O2 (San Paulo, Brazil), Production Company

Marcus Alquieres, Director

Luiz Braga, Executive Producer

Category: Film & Video - Animation, Special Effects, Motion Graphics, or CGI - Computer Generated Imagery (CGI)

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Imagine That - Yogurt

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Matt Campbell, Head of Production

O2 (San Paulo, Brazil), Production Company

Marcus Alquieres, Director

Luiz Braga, Executive Producer

Category: Film & Video - Animation, Special Effects, Motion Graphics, or CGI - Computer Generated Imagery (CGI)

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Imagine That - Bites

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Matt Campbell, Head of Production

O2 (San Paulo, Brazil), Production Company

Marcus Alqueres, Director

Luiz Braga, Executive Producer

Category: Film & Video - Animation, Special Effects, Motion Graphics, or CGI - Computer Generated Imagery (CGI)

Gold ADDY Award

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: World of Flavor

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Matt Campbell, Head of Production

O2 (San Paulo, Brazil), Production Company

Marcus Alqueres, Director

Luiz Braga, Executive Producer

Category: Film & Video - Video Editing

Silver ADDY Award

Arthouse East

Client: Amberella

Title: Choose You

Credits:

Anthony Berenato Jr., Producer

Anthony Berenato Jr., Director of Photography

Anthony Berenato Jr., Editor

PUBLIC SERVICE

Category: Public Service Online/Interactive - Campaign

Silver ADDY Award

Allen & Gerritsen

Client: Museum of Science, Boston

Title: Project Vaccine: Acts of Heroism

Credits:

Allen & Gerritsen, Agency

Museum of Science, Boston, Client

Category: Film, Video & Sound - Public Service Television

Silver ADDY Award

Aloysius Butler & Clark

Client: Delaware Office of Highway Safety

Title: Crosswalk

Category: Film, Video & Sound - Public Service Online Film, Video & Sound

Gold ADDY Award

Medoway Films

Client: Philadelphia Eagles

Title: "Enough Keeping Score"

Credits:

Brian Anderson, Creative Director

Michael Medoway, Director

Kyra Knox, Producer

Alejandro Wilkins, Director of Photography

Taj Devore, B-Unit DP

Myles Kellam, VP, Director of Strategic Planning and Operations

Destiny Henderson, Project Manager

Category: Film, Video & Sound - Public Service Campaign

Silver ADDY Award

Aloysius Butler & Clark

Client: Delaware Health and Social Services, Division of Public Health

Title: 'Tasty' Recipe Social Series

Category: Film, Video & Sound - Public Service Campaign

Silver ADDY Award

Aloysius Butler & Clark

Client: Delaware Counsel on Gambling Problems

Title: Don Ciccanowski Campaign

AAF PHILADELPHIA METRO SPECIAL AWARDS



Category: Film, Video & Sound - Public Service Online Film, Video & Sound

Mosaic Award

Medoway Films

Client: Philadelphia Eagles

Title: "Enough Keeping Score"

Credits:

Brian Anderson, Creative Director

Michael Medoway, Director

Kyra Knox, Producer

Alejandro Wilkins, Director of Photography

Taj Devore, B-Unit DP

Myles Kellam, VP, Director of Strategic Planning and Operations

Destiny Henderson, Project Manager



Category: Television Advertising - Regional/National - Campaign

Judges Award of Excellence

quench - Pavone Marketing Group

Client: Sun-Maid Growers of California

Title: Imagine That

Credits:

Sam Renner, Sr. Copywriter

Bill Starkey, Executive Creative Director

Sonya Cooper, Sr. Account Strategist

Courtney Bila, Brand Manager

Matt Campbell, Head of Production

O2 (San Paulo, Brazil), Production Company

Marcus Alqueres, Director

Luiz Braga, Executive Producer

AMERICAN
ADVERTISING
AWARDS

*Category: Branded Content & Entertainment For Online Film, Video & Sound -
Single entry – more than :60 seconds*

Judges Award of Excellence

Penn Medicine

Client: Penn Medicine

Title: Soaring Through the Pavilion

Credits:

Matt Curran, Director

Rebecca Abboud, Producer

Tyler Caton, Producer

Scott Whitham, Producer

Jon Cheifet, Editor

Debra Lucatuorto, Production Manager

Carla Salas, Production Manager

Alex Preto, Production Assistant

Janet King, Production Coordinator

Mark Schultz, Sound Designer

John Gooch, Sound Mixer

Mike Welsh, Drone Operator

AMERICAN
ADVERTISING
AWARDS

*Category: Out-of-Home - Outdoor Board - Super-sized,
Extension/Dimensional, Digital or Animated – Single Unit*

Best of Show ADDY Award

Alkemy X

Client: Hulu

Title: Only Murder in the Building

Credits:

Alkemy X, Production Company, Creative Direction, VFX

Bilali Mack, VFX Supervisor

Andrew Borin, Hulu Creative Director