

# AMERICAN ADVERTISING AWARDS

## 2021-2022 AAF NEW YORK CITY METRO AMERICAN ADVERTISING AWARDS WINNER LISTING

### PRINT ADVERTISING

*Category: Ambient Media - Guerrilla Marketing*  
**Gold (Judges Award of Excellence) ADDY Award**  
**Madwell**

Client Company Name: Verizon Corporate Office  
Title: IRL Glitch Installation

Credits:

Chris Sojka, Co-Founder / Chief Creative Officer  
Ryan Howard , Creative Director  
Alex Kaufman , Associate Creative Director  
Dan Kalmus, Associate Creative Director  
Anna Lindell, Sr. Designer  
Jake Wilhelmsen, Sr. Copywriter  
Colin McKenzie, Account Director  
Kristen Paterno, Account Supervisor  
Ben X Trinh, Strategy Director  
Mary Ergul, Strategist  
Diego Scotti, EVP, Chief Marketing Officer  
Andrew McKechnie, SVP, Chief Creative Officer

*Category: Ambient Media - Events - Single Event*

**Silver ADDY Award**

**Phoenix Media Group**

Client Company Name: Animal Medical Center of New York  
Title: Animal Medical Center Campaign

Credits:

David Monn, Executive Producer  
Kathryn Coyne, Executive Producer

*Category: Ambient Media - Events - Multiple Events*

**Gold ADDY Award**

**AKA NYC**

Client Company Name: Thoughts of a Colored Man, on Broadway

Title: Bringing Broadway to the Boroughs

Credits:

YMCA of Greater New York, Partner

DELTA, Sponsor

Elyce Henkin , Senior Director of Earned Media & Partnerships - AKA NYC

Richard Arnold , Executive Producer (Experiential) - AKA NYC

Robert Jones , VP, Head of Theatre - AKA NYC

Aaron Coleman, Creative Director - AKA NYC

Kelli McGurk , Project Manager - AKA

Sam Veal , Associate Creative Director (Content) - AKA NYC

Robert Ravenscroft , Executive Producer (Content) - AKA NYC

Sweeter - Event Production Company,

Elizabeth Furze , CEO, North America - AKA NYC

Natalie Byrne, Awards Producer - AKA NYC

*Category: Out-of-Home - Poster - Poster - Campaign*

**Silver ADDY Award**

**The BAM Connection**

Client Company Name: Keystone Canna Remedies

Title: Portraits from PAINsylvania

Credits:

Rob Baiocco , Chief Creative Officer

Stephen Krauss , Deputy Chief Creative Officer

Dave Giles , Creative Director

Manas Paradkar, Senior Copywriter

Maureen Maldari, Chief Executive Officer

Anthony DelleCave , Managing Director

Philip Maldari , Account Executive

*Category: Out-of-Home - Outdoor Board - Flat – Single Unit*

**Silver ADDY Award**

**DeVito/Verdi**

Client Company Name: BayCare Health System

Title: Badges of Honor Outdoor

Credits:

Rodney Pringle, Producer

Sal DeVito, Chief Creative Officer

Eric Schutte, Executive Creative Director

Vinny Tulley, Creative Director

Scott Steidle, Art Director

John DeVito, Copywriter

Yanira Janes Parsons, Art Director

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

**Silver ADDY Award**

**OUTFRONT Media**

Client Company Name: Sama Tea

Title: There's Always Time For Tea

Credits:

Sarah Barcelos, Senior Graphic Designer

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

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

**Silver ADDY Award**

**Madwell**

Client Company Name: Verizon Corporate Office

Title: "Glitched Out Buildings"

Credits:

Chris Sojka, Co-Founder / Chief Creative Officer

Ryan Howard , Creative Director

Alex Kaufman , Associate Creative Director

Dan Kalmus, Associate Creative Director

Cullen Whitmore, Sr. Designer

Anna Lindell, Sr. Designer

Colin McKenzie, Account Director

Kristen Paterno, Account Supervisor

Ben X Trinh, Strategy Director

Mary Ergul, Strategist

Diego Scotti, EVP, Chief Marketing Officer

Andrew McKechnie, SVP, Chief Creative Officer

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

**Silver ADDY Award**

**OUTFRONT Media**

Client Company Name: Emory University

Title: Thinkers Think And Doers Do

Credits:

Tim Wasicki, Creative Director

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

**Silver ADDY Award**

**OUTFRONT Media**

Client Company Name: Boston Market

Title: Comfort Delivered

Credits:

Tim Wasicki, Creative Director

*Category: Websites - Websites- B-to-B*

**Silver ADDY Award**

**Advantages**

Client Company Name: Eventus Advisory Group

Title: Eventus Advisory Group

Credits:

Nivi Chakravorty, Product Strategy Design

Courtney Moore, UI Design

Maddie Reeder, Project Management

*Category: Social Media - Social Media - Campaign*

**Gold ADDY Award**

**Paramount+**

Client Company Name: Paramount+

Title: Why Women Kill Season 2 Vintage Ads

Credits:

Paramount+ Marketing, Paramount+ Marketing

*Category: Social Media - Social Media - Campaign*

**Silver ADDY Award**

**JBL**

Client Company Name: JBL

Title: JBL True Summer

Credits:

Denise Daly, Director, Lifestyle PR

*Category: Social Media - Social Media - Campaign*

**Silver ADDY Award**

**The BAM Connection**

Client Company Name: Frederick Wildman

Title: Flavor of the Month

**Credits:**

Rob Baiocco , Chief Creative Officer

Gary Ennis, Creative Director

Dani Simon, Associate Creative Director

Manas Paradkar, Senior Copywriter

Phebe De Guzman, Animator

Ashley Gullickson, Account Director

Harrison Meyer, Account Executive

Maureen Maldari, Chief Executive Officer

Anthony DelleCave, Managing Director

Victoria Ryan, Jr Social Media Manager

Mike Crocker , Social Media Manager

Gabe Sterne, Director of Digital and Social Media Strategy

*Category: Advertising & Promotion - Campaign*

**Gold ADDY Award**

**The Thomas Collective**

Client Company Name: Micro Cotton

Title: Micro Cotton: Earth Approved

**Credits:**

Kimberly Howard-Thomassen, Creative Director

Deanna Brigandi, Copywriter

Adrian Mueller, Photographer

Alma Melendez, Stylist

Leo Rocha, Retoucher

## ONLINE/INTERACTIVE

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

### **Gold ADDY Award**

#### **Good Kid**

Client Company Name: Xfinity

Title: A Million Thanks

#### Credits:

Peter Intermaggio, SVP, Brand Marketing, Messaging & Media, Comcast

Todd Arata, SVP, Brand & IMC, Comcast

Dustin Hayes, Vice President, Brand IMC, Comcast

Diana Hicks, Director, CX/Education/Rewards IMC, Comcast

Jennifer Maurer, Director, Brand Partnerships & Activation, Comcast

Tim Flood, Executive Creative Director, Good Kid

Adam Samara, Creative Director, Copy, Good Kid

Michael Camarra, Creative Director, Art, Good Kid

Jake Blumenau, Art Director, Good Kid

Erin Spector, Copywriter, Good Kid

Ashley Henderson, Executive Producer, Good Kid

Heather Lefevre, Associate Director of Strategy, Good Kid

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

### **Silver ADDY Award**

#### **PDA**

Client Company Name: Ergatta

Title: Ergatta Anthem

#### Credits:

Ergatta, Client

PDA, Agency

Andrew Levy & Sam Wilkes, Creative Directors

Alex Takács, Writer/Director

Jordan Harkins, EP

Lars Ruch, Producer

Elsa Bodkin, PM

Derek Jaschke, AD

Htat Htut, DP

Tye Whipple, PD

Armen Harootun, Editor

Madison Brigode, Post Producer

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

**Silver ADDY Award**

**National Football League**

Client Company Name: National Football League

Title: Por La Cultura

Credits:

Mike Valdes-Fauli, President, Pinta

Lauren Cortinas, Managing Partner, Pinta

David Villavicencio, Account Executive, Pinta

Raul Celaya, Executive Producer, Cinema Giants

Jessy Terrero, Creative Director, Cinema Giants

Lemon Anderson, Copywriter, Cinema Giants

Jose Luis Abrego, Lead Editor, Cinema Giants

Juan Morales, Assistant Editor, Cinema Giants

Javier Farfan , Cultural Marketing Strategist, NFL

Elisa Hernandez, Social Media Strategist, NFL

Gerardo Chapa, Content Strategist, NFL

Darlene Capiro, Director, Media Relations & International Communications, NFL

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

**Silver ADDY Award**

**DeVito/Verdi**

Client Company Name: SoClean

Title: Family Save

Credits:

Sal DeVito, Chief Creative Director

Eric Schutte, Executive Creative Director

Rob Carducci, Creative Director

Susan Poor, Producer

Rob Soucy, Director

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

**Silver ADDY Award**

**Forager Collective**

Client Company Name: Greenpoint Pictures

Title: ESPN x Dune Fear is the Mind Killer

Credits:

Gianluigi Carella, Editor

Calvin Pia, Sound Designer & Mixer

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

**Gold ADDY Award**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: Misdirect

**Credits:**

Barbara Michelson, Production

Vinny Tulley, Creative Director

Eric Schutte, Creative Director

Sal DeVito, Chief Creative Officer

John DeVito, Copywriter

Scott Rice, Director

UDirect, Production

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

**Gold ADDY Award**

**Darling Advertising**

Client Company Name: BMC Software

Title: A-Game Campaign

**Credits:**

Jeroen Bours, Creative Director

Kelly Platt, Creative Director

Jeroen Bours, Art Director

Kelly Platt, Copywriter

Janice (Joo Young) Park, Designer

Andrea Mitchell, Producer

Nikolas Brown, Line Producer

Megan Rushforth, Agency Producer

Jeroen Bours, Director

Lorenzo de Guia, Director

Reuben Steinberg, Director of Photography

Sidney Unga, Director of Photography



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

**Gold ADDY Award**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: Freudian Slip

**Credits:**

Barbara Michelson, Production

Rob Slosberg, Executive Creative Director

Sal DeVito, Chief Creative Officer

Scott Rice, Director

UDirect, Production

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

**Gold ADDY Award**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: Older You

**Credits:**

Barbara Michelson, Production

Eric Schutte, Executive Creative Director

Sal DeVito, Chief Creative Officer

Rob Soucy, Director

UDirect, Production

Vinny Tulley, Creative Director

John DeVito, Copywriter

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

**Silver ADDY Award**

**Yahoo**

Client Company Name: Yahoo Inc.

Title: Yahoo Brand campaign

**Credits:**

Floyd Russ, Director  
Jim Bosiljevac, VP, Creative  
Emmy Morton, Creative Director, Art  
Lee Piper, Creative Director, Copy  
Patty Clark, Copywriter  
Matthew Tynan, Art Director  
Todd Roe, Marketing Strategy  
Jeff Clift, Director, Brand Strategy  
Rachel Heit, VP, Consumer Marketing  
Lillie Mack, Director, Production  
Shannon Worley, Executive producer  
David Brodie, Editor

*Category: Online Film, Video, And Sound - Webisode - Single Webisode*

**Gold ADDY Award**

**Forager Collective**

Client Company Name: Resonant Pictures

Title: Your Attention Please: The Concert

**Credits:**

Gianluigi Carella, Editor  
Joey Doyle , Assistant Editor  
Jacob McKee, Colorist  
Christian Stropko, Sound Mix  
Finalbyte, VFX  
Ali Webb, Executive Producer

## FILM, VIDEO, & SOUND

*Category: Branded Content & Entertainment – Non-Broadcast*

**Silver ADDY Award**

**Phoenix Media Group**

Client Company Name: Animal Medical Center of New York

Title: Animal Medical Center Campaign

Credits:

David Monn, Executive Producer

Kathryn Coyne, Executive Producer

*Category: Branded Content & Entertainment Campaign*

**Silver ADDY Award**

**Newsday**

Client Company Name: Newsday

Title: Faces of Long Island

Credits:

Royston Wilson, Director of Marketing/ Executive Producer

Gregory Heim, Senior Producer

Melissa Argueta, Writer/Producer

Rich Forestano, Writer/Producer

Jay Kraidman, Interviewer

Ben Rountree, Camera/Sound

Miguel Cubillos, Video Editor

Nikolai Berger, Camera/Sound/Video Editor

Paul Michael, Audio Mixer

*Category: Music Videos - Music Video*

**Silver ADDY Award**

**Forager Collective**

Client Company Name: Object & Animal

Title: Tears In The Club ft. The Weeknd

Credits:

Chiao Chen, Editor

Denisse Jimenez, Producer

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

**Good Kid**

Client Company Name: Xfinity

Title: Definitely Not Watching Basketball

**Credits:**

Nader Ali-Hassan, Executive Director, Marketing Communications, Comcast

Jennifer Marder, Director, Brand Partnerships & Activation, Comcast

Justin Silva, Director, Paid Social, Comcast

Landon Nguyen, Account Director, Good Kid

Ashley Henderson, Executive Producer, Good Kid

Tim Flood, Executive Creative Director, Good Kid

Harris Flynn , Account Supervisor, Good Kid

Jackson Isaacson, Account Manager, Good Kid

Alyssa Guzman, Integrated Producer, Good Kid

Adam Samara, Creative Director, Copy, Good Kid

Michael Camarra, Creative Director, Art, Good Kid

Alexander Shelley, Associate Creative Director, Art, Good Kid

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

**National Football League**

Client Company Name: National Football League

Title: Por La Cultura

**Credits:**

Mike Valdes-Fauli, President, Pinta

Lauren Cortinas, Managing Partner, Pinta

David Villavicencio, Account Executive, Pinta

Raul Celaya, Executive Producer, Cinema Giants

Jessy Terrero, Creative Director, Cinema Giants

Lemon Anderson, Copywriter, Cinema Giants

Jose Luis Abrego, Lead Editor, Cinema Giants

Juan Morales, Assistant Editor, Cinema Giants

Javier Farfan , Cultural Marketing Strategist, NFL

Elisa Hernandez, Social Media Strategist, NFL

Gerardo Chapa, Content Strategist, NFL

Darlene Capiro, Director, Media Relations & International Communications, NFL

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

**JBL**

Client Company Name: JBL

Title: JBL True Summer

Credits:

Denise Daly, Director, Lifestyle PR

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

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: Doctor Bank

Credits:

Barbara Michelson, Production

Eric Schutte, Executive Creative Director

Sal DeVito, Chief Creative Officer

Yanira Janes Parson, Art Director

Scott Steidl, Art Director

Vinny Tulley, Creative Director

John DeVito, Copywriter

John Young, Director

Evan Nadler, Account Manager

*Category: Online/Interactive Campaign - Online/Interactive Campaign*  
**Gold ADDY Award**

**JBL**

Client Company Name: JBL

Title: JBL True Summer

Credits:

Denise Daly, Director, Lifestyle PR

*Category: Online/Interactive Campaign - Online/Interactive Campaign*  
**Silver ADDY Award**

**Paramount+**

Client Company Name: Paramount+

Title: Star Trek Day 2021

Credits:

Paramount+ Marketing, Paramount+ Marketing

*Category: Online/Interactive Campaign - Online/Interactive Campaign*

**Silver ADDY Award**

**Teladoc**

Client Company Name: Teladoc

Title: Forum: A Global Virtual Care Event

**Credits:**

Teladoc Health Marketing, Brand and Creative Team, Team Entry  
PM Collective,  
Iron Horse

*Category: Film & Video - Cinematography - Cinematography—Single*

**Gold ADDY Award**

**Good Kid**

Client Company Name: Xfinity

Title: A Million Thanks

**Credits:**

Peter Intermaggio, SVP, Brand Marketing, Messaging & Media, Comcast  
Todd Arata, SVP, Brand & IMC, Comcast  
Dustin Hayes, Vice President, Brand IMC, Comcast  
Diana Hicks, Director, CX/Education/Rewards IMC, Comcast  
Jennifer Maurer, Director, Brand Partnerships & Activation, Comcast  
Tim Flood, Executive Creative Director, Good Kid  
Adam Samara, Creative Director, Copy, Good Kid  
Michael Camarra, Creative Director, Art, Good Kid  
Jake Blumenau, Art Director, Good Kid  
Erin Spector, Copywriter, Good Kid  
Ashley Henderson, Executive Producer, Good Kid  
Heather Lefevre, Associate Director of Strategy, Good Kid

**ELEMENTS OF ADVERTISING**

*Category: Out-Of-Home & Ambient Media - Corporate Social Responsibility - Campaign*

**Silver ADDY Award**

**OUTFRONT Media**

Client Company Name: OUTFRONT Media

Title: Making Black History

**Credits:**

Tim Wasicki, Creative Director

## **PUBLIC SERVICE**

*Category: Television Self-Promotion—Regional or National -Television - Campaign*

### **Gold ADDY Award**

#### **Paramount+**

Client Company Name: Paramount+

Title: Paramount+ Expedition Campaign

#### **Credits:**

Domenic DiMeglio, EVP Operations & Chief Marketing Officer, Paramount+

Sarah LaBrache, SVP Brand Creative, Paramount+ Marketing

Terry Minogue, SVP Brand Creative Paramount+ Marketing

Matt Hernandez, SVP Design, Paramount+ Marketing

Tammy Henault, SVP Consumer Marketing, Paramount+ Marketing

Romi Laine, Executive Producer, Paramount+ Marketing

Andrea Torres, Director of Marketing Operations, Paramount+ Marketing

Jedd Scher, Senior Creative Director, Paramount+ Marketing

Renat Engel , VP Legal, Paramount+ Marketing

Robin Reinhardt , Talent Booker, Paramount+ Marketing

Rob Monforto, Director Operations & Planning, Paramount+ Marketing

Emmanuelle Leboeuf, Associate Creative Director, Paramount+ Marketing

*Category: Advertising Industry Self-Promotion Campaigns - Single-Medium Campaign*

### **Silver ADDY Award**

#### **ENGINE | Cassandra**

Client Company Name: The Cassandra Report

Title: The Cassandra Report

#### **Credits:**

Josh Howard, Creative Director/Art Director/Designer

Cassandra Collective, Content

## AAF NEW YORK CITY METRO SPECIAL AWARDS



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

### **Mosaic Award**

#### **National Football League**

Client Company Name: National Football League

Title: Por La Cultura

#### Credits:

Mike Valdes-Fauli, President, Pinta

Lauren Cortinas, Managing Partner, Pinta

David Villavicencio, Account Executive, Pinta

Raul Celaya, Executive Producer, Cinema Giants

Jessy Terrero, Creative Director, Cinema Giants

Lemon Anderson, Copywriter, Cinema Giants

Jose Luis Abrego, Lead Editor, Cinema Giants

Juan Morales, Assistant Editor, Cinema Giants

Javier Farfan , Cultural Marketing Strategist, NFL

Elisa Hernandez, Social Media Strategist, NFL

Gerardo Chapa, Content Strategist, NFL

Darlene Capiro, Dir, Media Relations & International Comms, NFL



*Category: Television Self-Promotion-Regional or National -Television - Campaign*

### **Judges Award of Excellence**

#### **Paramount+**

Client Company Name: Paramount+

Title: Paramount+ Expedition Campaign

#### Credits:

Domenic DiMeglio, EVP Operations & Chief Marketing Officer, Paramount+

Sarah LaBrache, SVP Brand Creative, Paramount+ Marketing

Terry Minogue, SVP Brand Creative Paramount+ Marketing

Matt Hernandez, SVP Design, Paramount+ Marketing

Tammy Henault, SVP Consumer Marketing, Paramount+ Marketing

Romi Laine, Executive Producer, Paramount+ Marketing

Andrea Torres, Director of Marketing Operations, Paramount+ Marketing

Jedd Scher, Senior Creative Director, Paramount+ Marketing

Renat Engel , VP Legal, Paramount+ Marketing

Robin Reinhardt , Talent Booker, Paramount+ Marketing

Rob Monforto, Director Operations & Planning, Paramount+ Marketing

Emmanuelle Leboeuf, Associate Creative Director, Paramount+



AMERICAN  
ADVERTISING  
AWARDS

*Category: Ambient Media - Guerrilla Marketing*

**Judges Award of Excellence**

**Madwell**

Client Company Name: Verizon Corporate Office

Title: IRL Glitch Installation

**Credits:**

Chris Sojka, Co-Founder / Chief Creative Officer

Ryan Howard , Creative Director

Alex Kaufman , Associate Creative Director

Dan Kalmus, Associate Creative Director

Anna Lindell, Sr. Designer

Jake Wilhelmsen, Sr. Copywriter

Colin McKenzie, Account Director

Kristen Paterno, Account Supervisor

Ben X Trinh, Strategy Director

Mary Ergul, Strategist

Diego Scotti, EVP, Chief Marketing Officer

Andrew McKechnie, SVP, Chief Creative Officer

AMERICAN  
ADVERTISING  
AWARDS

*Category: Television Self-Promotion—Regional or National -Television - Campaign*

**Best of Show ADDY Award**

**Paramount+**

Client Company Name: Paramount+

Title: Paramount+ Expedition Campaign

**Credits:**

Domenic DiMeglio, EVP Operations & Chief Marketing Officer, Paramount+

Sarah LaBrache, SVP Brand Creative, Paramount+ Marketing

Terry Minogue, SVP Brand Creative Paramount+ Marketing

Matt Hernandez, SVP Design, Paramount+ Marketing

Tammy Henault, SVP Consumer Marketing, Paramount+ Marketing

Romi Laine, Executive Producer, Paramount+ Marketing

Andrea Torres, Director of Marketing Operations, Paramount+ Marketing

Jedd Scher, Senior Creative Director, Paramount+ Marketing

Renat Engel , VP Legal, Paramount+ Marketing

Robin Reinhardt , Talent Booker, Paramount+ Marketing

Rob Monforto, Director Operations & Planning, Paramount+ Marketing

Emmanuelle Leboeuf, Associate Creative Director, Paramount+ Mkt