



## 2022-2023 Professional & Student Winners

### PROFESSIONAL WINNERS - IN ORDER BY CATEGORY

#### SALES & MARKETING

*Category: Product or Service Sales Promotion - Sales Kit or Product Information Sheets*

**Award: SILVER ADDY AWARD**

**Partners and Napier**

Client Company Name: Constellation Brands, Inc.

Title: To Kalon Vineyard 2022 Release Kit

Credits:

Jeana Gennuso, Art Director

Meg Dollinger, Creative Supervisor

Katy Collar, Creative Director

Kalie Johnson, Creative Supervisor, Copywriting:

Mike LaTona, Project Management

Sarah Antao, Proofreading

Kay Horton, Proofreading

Ry-Gan Printing, Printer

Rob Kottkamp, Chief Creative Officer

**Club: AAF Greater Rochester**

*Category: Sales Promotion - Packaging - Single Unit*

**Award: Gold ADDY**

**Limbic Studio, Buffalo, NY**

Client Company Name: Buffalo Distilling Company

Title: Buffalo Distilling OFC Vodka

Credits:

Casey Kelly Pérez, Brand Designer

Frank Weber, Andy Wegrzyn, Eric Kempisty, Co-founders, Buffalo Distilling Company

**Club: AAF Buffalo**

*Category: Sales Promotion - Packaging - Single Unit*

**Award: GOLD ADDY AWARD**

**Partners and Napier**

Client Company Name: Constellation Brands, Inc.

Title: High West Prisoner's Share Package

Credits:

Casey Brett, Creative Manager

Nate Phelps, Associate Creative Director

Jen Rampe, Creative Director

Rachel Pinney, Creative Manager

Ari Palmer, Associate Art Director

Justin Lahue, Senior Copywriter

Mike LaTona, Project Management

Erin Dwyer, Proofreading

Kay Horton, Proofreading

Rob Kottkamp, Chief Creative Officer

**Club: AAF Greater Rochester**

*Category: Sales Promotion Point of Purchase - Point of Purchase Campaign*

**Award: SILVER ADDY AWARD**

**The Martin Group**

Client Company Name: Puma North America, Inc.

Title: Color Outside The Lines Campaign

Credits:

Kira Csakany, Associate Creative Director

Andrew Henesey, Creative Supervisor

Michael Tsanis, SVP, Creative

Kate Chokshi, SVP, Account Service

Amy Pecoraro, VP, Creative Operations

Andrew Martis, Senior Art Director

David Griffiths, Photographer

Katie Addo, Photographer

\*POST LLC, Retouching and Compositing

**Club: AAF Buffalo**

*Category: Collateral Material - Printed Annual Report*

**Award: GOLD ADDY AWARD**

**Brandtatorship/Myers Creative Imaging**

Client Company Name: Seneca Waterways Council, Scouts BSA

Title: A Look Inside - Annual Report

Credits:

Joseph Mayernik, Creative Director

John Myers, Photographer

Heather Roman, Production Manager

Lauren Wilson, Account Director

Stephanie Adams, Proofreader

Brian Rapp, Writer

Dan Myers, Retouching

Kodak, Printer

**Club: AAF Greater Rochester**

*Category: Collateral Material - Printed Annual Report*

**Award: SILVER ADDY AWARD**

**Highmark Health - Tonic**

Client Company Name: Highmark Health

Title: Marketing and Experience Annual

Credits:

Megan Flanagan, Lead Copywriter

Ben Korman, Senior Copywriter

Erin Foster, Senior Creative Designer

Courtney Hutchison, Senior Creative Designer

Blake Pawelec, Creative Designer

Chenoa Gregory, Production Artist

Bryan Froud, Production Designer

Jennifer Luhmann, Senior Creative Project Manager

Kaylee Ritchie, Copy Editor

Alice Benninger, Creative Training and Technology Manager

**Club: AAF Pittsburgh**

*Category: Collateral Material - Publication Design - Book Design*

**Award: SILVER ADDY AWARD**

**White Bicycle, Buffalo, New York**

Client Company Name: Rich Products

Title: Baked In Business Book

Credits:

Lillian Selby Pawloski, Creative Direction, Design

Brian Grunert, Creative Direction, Design

Molly Marietta, Design

Casey Kelly Pérez, Design

Bernice Borrelli , Editing, Project Coordination

Mariel Bard, Editing, Proofreading

Kevin Aman , Project Leadership

Samantha Marshall, Writing

Bob and Mindy Rich, Writing

Rich's Associates Worldwide, Inspiration

Michelle Albert, Illustration

Luke Copping, Photography

**Club: AAF Buffalo**

*Category: Collateral Material - Special Event Material - Card, Invitation, Announcement - Single Unit*

**Award: Gold ADDY**

**Dixon Schwabl + Company, Rochester, NY**

Client Company Name: Monroe Community College Foundation

Title: MCCF Gold Star Gala Invitations

Credits:

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Jewel Mastrodonato, Senior Art Director

Nick Guadagnino, Copywriter

Stephanie Miller, Prepress Supervisor

Bob Charboneau, Director of Production & Resourcing

Jen Moritz, Senior Editor

Amanda Maxim, Account Director

Mel Brand, Account Supervisor

Canfield & Tack, Printer

Photo credit: Rich Brainerd, Rich Brainerd Studios

**Club: AAF Greater Rochester**

## PRINT ADVERTISING

*Category: Ambient Media - Guerrilla Marketing*

**Award: GOLD ADDY AWARD**

**Mower**

Client Company Name: WNY Ford Dealers

Title: Snow Bronco

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Copy

Amy Reger Jacobs, Creative Supervisor/Art

Rachel Neumann, Project Manager

Scott Schumann, Production Director

Jill Doyon, Senior Production Manager

Eric Jones, Snow Sculptor

**Club: AAF Buffalo**

*Category: Ambient Media - Guerrilla Marketing*

**Award: SILVER ADDY AWARD**

**GH Advertising**

Client Company Name: GASP

Title: GASP

Credits:

Corinne Stenander, ACD/Art Director

Vince Robleto, ACD/Copywriter

Mike Giunta, CCO

Dave Bernhardt, Retoucher

**Club: AAF Pittsburgh**

*Category: Ambient Media - Guerrilla Marketing*

**Award: Silver ADDY**

**Akullian Creative Enterprises, Albany, NY**

Client Company Name: Johnny 2 Phones

Title: Back on Base @ Yankee Stadium

Credits:

Rich "Ace" Akullian, Creative Director

Johnny 2 Phones, Artist & Producer

Hunna G, Artist & Producer

**Club: Capital Region Advertising Federation**

*Category: Ambient Media - Installations - Single Installation*

**Award: GOLD ADDY AWARD**

**Mower**

Client Company Name: WNY Ford Dealers

Title: Snow Bronco

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Copy

Amy Reger Jacobs, Creative Supervisor/Art

Rachel Neumann, Project Manager

Scott Schumann, Production Director

Jill Doyon, Senior Production Manager

Eric Jones, Snow Sculptor

**Club: AAF Buffalo**

*Category: Ambient Media - Installations - Multiple Installations*

**Award: SILVER ADDY AWARD**

**AlphaGraphics in the Cultural District**

Client Company Name: Sheetz

Title: Sheetz Bakery Square Office Signage

Credits:

Jason Doring, Art Director, Designer

Keith Erickson, Account Executive

Matt Miller, Senior Graphic Designer

In Collaboration with the Sheetz Brand Team

**Club: AAF Pittsburgh**

*Category: Ambient Media - Installations - Multiple Installations*

**Award: SILVER ADDY AWARD**

**MarketSpace Agency, Pittsburgh, PA**

Client Company Name: Make-A-Wish Greater Pennsylvania and West Virginia

Title: Make-A-Wish Office Walls

Credits:

John Miller, Creative Director / Art Director

Trish Parkhill, President & CEO / Writer

Maureen Rooney, Director of Account Services

**Club: AAF Pittsburgh**

*Category: Ambient Media - Installations - Multiple Installations*

**Award: SILVER ADDY AWARD**

**Deeplocal**

Client Company Name: Doodles

Title: Doodles Genesis Factory at NFT.NYC

Credits:

Doodles, Client

Shopify, Partner

Deeplocal , Creative Technology & Experience Design

**Club: AAF Pittsburgh**

*Category: Ambient Media - Installations - Multiple Installations*

**Award: SILVER ADDY AWARD**

**Deeplocal, Menlo Park, CA**

Client Company Name: Meta

Title: Meta Quest Extraordinary Windows

Credits:

Meta, Client

Deeplocal, Creative Technology & Experience Design

**Club: AAF Pittsburgh**

*Category: Ambient Media - Installations - Multiple Installations*

**Award: SILVER ADDY AWARD**

**The Martin Group**

Client Company Name: World Aquatics

Title: World Aquatics Event Launch

Credits:

Kira Csakany, Associate Creative Director

Andrew Henesey, Creative Supervisor

Nathaniel Benoit, Senior Art Director

Frank Conjerti, Creative Director

Jillian Gallagher, Associate Creative Director

Tod Martin, Chairman & CEO

Michael Tsanis, Senior Vice President Creative

Andi Ridge, Account Supervisor

Natalie Ryan, Account Coordinator

Cody Andres, Graphic Designer

Torrey Johnson, Editorial

TJ Murrin , Animation

**Club: AAF Buffalo**

*Category: Ambient Media - Events - Single Event*

**Award: SILVER ADDY AWARD**

**Mower**

Client Company Name: WNY Ford Dealers

Title: Snow Bronco

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Copy

Amy Reger Jacobs, Creative Supervisor/Art

Rachel Neumann, Project Manager

Scott Schumann, Production Director

Jill Doyon, Senior Production Manager

Eric Jones, Snow Sculptor

**Club: AAF Buffalo**

*Category: Out-of-Home - Outdoor Board - Multiple Boards*

**Award: SILVER ADDY AWARD**

**Crowley Webb**

Client Company Name: M&T Bank

Title: Football Brings Us Together OOH

Credits:

Jeff Pappalardo, Creative Director

Liz Mattingly, Creative Director

Nicole Reinard, Art Director

Katelyn Killoran, Designer

Eric Frick, Photographer

Warren Stanek, Retoucher

Rosalind Cardone, Copywriter

Cuyler Hettich, Account Director

Gina Marinelli, Account Manager

Courtney Flynn, Account Executive

Sue White, Mechanical Artist

Matt McCarthy, Production Manager

**Club: AAF Buffalo**



*Category: Out-of-Home - Outdoor Board - Outdoor Board Campaign*

**Award: GOLD ADDY AWARD**

**FourthIdea, Niagara Falls, NY**

Client Company Name: Destination Niagara Falls USA

Title: Explore the Other Side of New York

Credits:

Tom Mooney, Executive Creative Director

Monish Bhattacharyya, Creative Director / Writer

Joe Conti, ACD / Art Director

Kirstin Hawayek, Account Executive

Tom Mooney, Joe Conti, Phil Redfield, and Cassie Chu, Illustrators

**Club: AAF Buffalo**

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

*Category: Social Media - Social Media - Campaign*

**Award: SILVER ADDY AWARD**

**Northrop Grumman, Falls Church, Virginia**

Client Company Name: Northrop Grumman

Title: Overheard at Northrop Grumman

Credits:

Lucy Ryan, Corporate VP & Chief Communications Officer, Northrop Grumman

Pete Haney, Vice President, Brand Experience, Northrop Grumman

Jan Blanton, Director, Advertising and Owned Channels, Northrop Grumman

Laila Neufville, Manager, Advertising, Northrop Grumman

A'Darien Johnson, Enterprise Advertising Lead, Northrop Grumman

Sarah Tagg, Enterprise TA Advertising Lead, Northrop Grumman

Craig Cimmino, Executive Creative Director, Dentsu Creative

Casey Aitken, Group Creative Director, Dentsu Creative

Jon Igielnik, Associate Creative Director, Dentsu Creative

Jennifer Oviedo, Associate Creative Director, Dentsu Creative

Alfie Ramirez, Copywriter, Dentsu Creative

Jeff Goodnow, Executive Producer, Dentsu Creative

**Club: AAF DC**

*Category: Apps, Games, Virtual Reality - Apps, Games, Virtual Reality - Single*

**Award: SILVER ADDY AWARD**

**bully! entertainment, Redmond, Washington**

Client Company Name: Microsoft

Title: Face the Pitch

Credits:

Carlson Bull, Founder, Executive Creative Director | bully! entertainment

Marco Rota, Global CTO for Strategic Accounts | Microsoft

Janna Matherly, Customer Experience Lead, U.S. Industry & Business Applications | Microsoft

Kathy Saelee, Producer | Microsoft Mixed Reality Capture Studios

Lori Shelden, Senior Marketing Consultant | Concentrix

Lars Schwetje, Media Production & XR/Volumetric Video | Accenture

Mark Yoder, Content Strategy & Operations Lead | Accenture

Griffin Kirsch, Volumetric Capture Model

Jarin Pruce, Creative Producer | bully! entertainment

Olga Hasta, Director of Project Management | bully! entertainment

Olga Mocan, Project Manager | bully! entertainment

Ola Dinh Gulino, Director of Key Client Engagement | bully! Entertainment

**Club: AAF Baltimore**

## **ONLINE/INTERACTIVE**

*Category: Television Advertising - Regional/National - Campaign*

**Award: SILVER ADDY AWARD**

**FreshFly, Myrtle Beach, South Carolina**

Client Company Name: Visit Myrtle Beach

Title: Beach With the Best

Credits:

Vincent Lin, Director

Tom Farrell, Executive Producer

Chayne Gregg, Executive Producer

Adam Zimmer, Producer

Matt Damato, Executive Producer

Phil Bradshaw, Director of Photography

Nick Horton, Production Designer

Meg Sarachan, Editor

Geoff Strasser, Senior Mixer & Sound Designer, Mr. Bronx

Hanna Choi, Executive Producer, Mr. Bronx

Jenny Montgomery, Colorist, Company 3

Nick Krasnic, Producer, Company 3

**Club: AAF Philadelphia Metro**

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

**Award: SILVER ADDY AWARD**

**Think Traffic, Philadelphia, PA**

Client Company Name: Anvil Stucco Remediation & Restoration

Title: Anvil Hazmat TV

**Club: AAF Philadelphia Metro**

*Category: Television Advertising - Regional/National > 032B - Campaign*

**Award: SILVER ADDY AWARD**

**GKV, Hudsonville, MI**

Client Company Name: SHEFIT

Title: We Got You - Competitive Comparison

Credits:

Dave Broschious, SVP, Associate Creative Director

Mark Rosica, SVP/Associate Creative Director

Lindsay Petrick, Senior Art Director

Danielle Sirk, Senior Copywriter

Shannon Gardiner, SVP, Director of Account Management

Beth Kelly, Senior Account Executive

**Club: AAF Baltimore**

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

**Award: SILVER ADDY AWARD**

**DESIGN ARMY**

Client Company Name: CityCenterDC

Title: CELEBRATING YOU

Credits:

Timothy R. Lowery, General Manager CityCenteDC

Pum Lefebure, Chief Creative Officer

Dean Alexander, Director

Heloise Condroyer, Creative Director

Jake Lefebure, Project Manager

Mark Welsh, Copywriter

David Grossbach, Editor

Simon Lister, Sound Design

Christine de Lassus, Wardrobe Stylist

Ben Jones, Hair

Ai Yokomizo, Makeup

**Club: AAF DC**

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

**Award: GOLD ADDY AWARD**

**Sympatico Media, LLC, Brooklyn, NY**

Client Company Name: TuneCore

Title: TuneCore Unlimited

Credits:

Everett Glovier, Director

Zach Myers, Director

Brandon Lescure, Producer

**Club: AAF Baltimore**

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

**Award: SILVER ADDY AWARD**

**Forager Collective, Mountain View, CA**

Client Company Name: Google

Title: Google: Own It

Credits:

Kat Yi, Editor

Jacob McKee, Colorist

Ali Webb, Executive Producer

Denisse Jimenez, Producer

**Club: AAF New York City Metro**

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

**Award: SILVER ADDY AWARD**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: I'm Also A Doctor - Ocean

Credits:

Vanessa Hudson, Director

Robby Hickerson, Creative Director

Soren Nielsen, Director of Photography

Alex Ramsey, Nina Thomas, Katie Colosimo, Editors

Aaron Zake, Jeeni Loo, Assitant Editors

Crys Lewis-Gannon, Chelsea Kaiser, Post Producers

Tessa Travis, Producer

Katie Quinlisk, Production Manager

Mo Shane, Zach Tidmore, ACs

Barbara Michelson, Agency Producer

Turner Curran, Nick Bozzio, Marc Hammouth, Kristen Olmo, Matt Wefel, Sounds Mixers

Michael Shapiro, Assistant Producer

**Club: AAF New York City Metro**

*Category: Online Film, Video, And Sound - Webisode(s) - Series*

**Award: SILVER ADDY AWARD**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: I'm Also A Doctor - Series

Credits:

Vanessa Hudson, Director

Robby Hickerson, Creative Director

Soren Nielsen, Director of Photography

Alex Ramsey, Nina Thomas, Katie Colosimo, Editors

Aaron Zake, Jeeni Loo, Assitant Editors

Crys Lewis-Gannon, Chelsea Kaiser, Post Producers

Tessa Travis, Producer

Katie Quinlisk, Production Manager

Mo Shane, Zach Tidmore, ACs

Barbara Michelson, Agency Producer

Turner Curran, Nick Bozzio, Marc Hammouth, Kristen Olmo, Matt Wefel, Sounds  
Mixers

Michael Shapiro, Assistant Producer

**Club: AAF New York City Metro**

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

**Award: GOLD ADDY AWARD**

**Viscul, Inc., Bronx, NY**

Client Company Name: FreshDirect

Title: FreshDirect Brooklyn Delhi

Credits:

Randall Hughes, Creative Director

Jay Basinger, Art Director

Jessica Hughes , Managing Director

**Club: AAF Baltimore**

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

**Award: SILVER ADDY AWARD**

**Viscul, Inc., Bronx, NY**

Client Company Name: FreshDirect

Title: FreshDirect White Moustache

Credits:

Randall Hughes, Creative Director

Jay Basinger, Art Director

Jessica Hughes, Managing Director

**Club: AAF Baltimore**

*Category: Branded Content & Entertainment Campaign*

**Award: GOLD ADDY AWARD**

**PMI Digital, Pittsburgh, PA**

Client Company Name: PPG Industries

Title: PPG Color of the Year

Credits:

Damien D'Amico, Creative Director

Julia Hannan, Executive Producer

Kevin Stiller, Director of Photography

Colleen O'Neil, Production Coordinator

Shawn Jackson , Sound Design/Mix

Nancy Richert, Production Manager

Christopher Evans, Account Manager

Alicia Cafardi , PPG Associate Director

Vanessa L. Peterson, PPG Global Color Styling Lead

Genna Niemiec, PPG Senior Communications Representative

**Club: AAF Pittsburgh**

*Category: Branded Content & Entertainment Campaign*

**Award: GOLD ADDY AWARD**

**Viscul, Inc., Bronx, NY**

Client Company Name: FreshDirect

Title: FreshDirect Sourced Campaign

Credits:

Randall Hughes, Creative Director

Jay Basinger, Art Director

Jessica Hughes, Managing Director

**Club: AAF Baltimore**

*Category: Branded Content & Entertainment Campaign*

**Award: SILVER ADDY AWARD**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: I'm Also A Doctor - Series

Credits:

Vanessa Hudson, Director

Robby Hickerson, Creative Director

Soren Nielsen, Director of Photography

Alex Ramsey, Nina Thomas, Katie Colosimo, Editors

Aaron Zake, Jeeni Loo, Assitant Editors

Crys Lewis-Gannon, Chelsea Kaiser, Post Producers

Tessa Travis, Producer

Katie Quinlisk, Production Manager

Mo Shane, Zach Tidmore, ACs

Barbara Michelson, Agency Producer

Turner Curran, Nick Bozzio, Marc Hammouth, Kristen Olmo, Matt Wefel, Sounds Mixers

Michael Shapiro, Assistant Producer

**Club: AAF New York City Metro**

## **FILM, VIDEO, & SOUND**

*Category: Music Videos - Music Video*

**Award: SILVER ADDY AWARD**

**Wall-to-Wall Studios**

Client Company Name: A-F Records

Title: Blind Adam "There Was A Ballgame"

Credits:

Doug Dean, Creative Director, Designer

Brandon Ilic, Indecline, Motion Designer

**Club: AAF Pittsburgh**

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

**Award: SILVER ADDY AWARD**

**Sympatico Media, LLC, Brooklyn, NY**

Client Company Name: TuneCore

Title: TuneCore Unlimited

Credits:

Everett Glovier, Director

Zach Myers, Director

Brandon Lescure, Producer

**Club: AAF Baltimore**

*Category: Integrated Campaigns - Consumer Campaign-Local*

**Award: GOLD ADDY AWARD**

**Myers Creative Imaging / Brandtatorship, Rochester, NY**

Client Company Name: Boy Scouts of America Seneca Waterways Council

Title: A Look Inside - Full Campaign

Credits:

John Myers, Photographer

Joseph Mayernik, Creative Director

Heather Roman, Production Manager

Lauren Wilson, Account Director

Stephanie Adams, Proofreader

Brian Rapp, Writer

Dan Myers, Retouching

Kodak, Printer

**Club: AAF Greater Rochester**

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

**Award: SILVER ADDY AWARD**

**FourthIdea, Niagara Falls, NY**

Client Company Name: Destination Niagara Falls USA

Title: Explore the Other Side of New York

Credits:

Tom Mooney, Executive Creative Director

Monish Bhattacharyya, Creative Director / Writer

Joe Conti, ACD / Art Director

Kirstin Hawayek, Account Executive

Joe Conti, Editor and Animation

Tom Mooney, Joe Conti, Phil Redfield, and Cassie Chu, Illustrators

**Club: AAF Buffalo**

*Category: Integrated Campaigns Identity Campaign - Local or Regional/National*

**Award: GOLD ADDY AWARD**

**Octavo Designs**

Client Company Name: Think-N-Thin Brewing Co.

Title: Thick-N-Thin Brewing Co. Branding

Credits:

Sue Hough, Creative Director

Katie Lamb, Designer

Cory McNamee, Designer

Seth Glass, Web Developer

DB Cooper, Copywriter

**Club: AAF Greater Frederick**



*Category: Integrated Campaigns - Local or Regional/National*

**Award: GOLD ADDY AWARD**

**Mrs&Mr, Avery Island, LA**

Client Company Name: TABASCO® Brand

Title: TABASCO® Hot, New Brand Identity

Credits:

Kate Wadia, Chief Creative Officer

Daniel Wadia, Chief Strategy Officer

David Zoppi, Art Director

Arian Franz, Designer

Austin Welch, Designer

Maya Kincaid, Strategy Director

Alex Lau, Photographer

Katie Olsen , Print Producer

**Club: AAF New York City Metro**

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

**Award: SILVER ADDY AWARD**

**Limbic Studio, Cattaraugus, NY**

Client Company Name: Revitalize Coffee

Title: Revitalize Coffee Brand Launch

Credits:

Casey Kelly Pérez, Brand Designer

Tom Cullen and Stevie McClain, Cofounders, Revitalize Coffee

**Club: AAF Buffalo**

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

**Award: SILVER ADDY AWARD**

**Planit, Towson, MD**

Client Company Name: Curio Wellness

Title: CURIO EVERYDAY INTEGRATED

Credits:

Jed Jecelin, Exec. Creative Director

Adam Aud, Assoc. Creative Director

Matt Ryan, Sr. Copywriter

Katie Fredericks, Art Director

Brenda Showell/Jolie Lilly, Account Director/Sr. Account Executive

**Club: AAF Baltimore**

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

**Award: SILVER ADDY AWARD**

**Planit, Towson, MD**

Client Company Name: Curio Wellness

Title: CURIO EXCLUSIVE CAMPAIGN

Credits:

Jed Jecelin, Exec. Creative Director

Adam Aud, Assoc. Creative Director

Matt Ryan, Sr. Copywriter

Bianca Williams, Art Director

Brenda Showell/Jolie Lilly, Account Director/Sr. Account Executive

**Club: AAF Baltimore**

*Category: Copywriting - Copywriting*

**Award: GOLD ADDY AWARD**

**FARM, Lancaster, New York**

Client Company Name: FARM

Title: FARM Fresh Perspective Video - Copy

Credits:

Matt Cascarino, Chief Creative Officer/Copywriter

Mike LaDuca, Creative Director

Austin Hill, Editor

Brady McFadden, Senior Vice President, Client Services

Christina Ferguson, Project Management

**Club: AAF Buffalo**

*Category: Visual - Logo Design*

**Award: SILVER ADDY AWARD**

**Limbic Studio, Cattaraugus, New York**

Client Company Name: Revitalize Coffee

Title: Revitalize Coffee Logo

Credits:

Casey Kelly Pérez, Brand Designer

Tom Cullen and Steven McClain, Co-founders

**Club: AAF Buffalo**

*Category: Visual - Logo Design*

**Award: SILVER ADDY AWARD**

**FourthIdea, Niagara Falls, NY**

Client Company Name: Aquarium of Niagara

Title: Aquarium of Niagara

Credits:

Tom Mooney, Executive Creative Director

Monish Bhattacharyya, Creative Director / Writer

Joe Conti, ACD / Art Director

Kirstin Hawayek, Account Executive

**Club: AAF Buffalo**

*Category: Visual - Illustration - Single*

**Award: SILVER ADDY AWARD**

**Brandtatorship**

Client Company Name: Hero Collage LLC

Title: War of the Gods

Credits:

Joseph Mayernik, Creative Director - Illustrator

Lauren Wilson, Account Director

Stephanie Adams, Proofreader

**Club: AAF Greater Rochester**

*Category: Visual - Illustration - Series*

**Award: GOLD ADDY AWARD**

**Stronghold Studio**

Client Company Name: Brickyard Brewing

Title: Craft Beer Illustrations

Credits:

Rob Hopkins, Designer

**Club: AAF Buffalo**

*Category: Visual - Illustration - Series*

**Award: GOLD ADDY AWARD**

**Schafer Design Co, Albany, NY**

Client Company Name: Lark St Mercantile

Title: Upstate Typographic Travel Posters

Credits:

Jared Schafer, Designer & Illustrator

**Club: Capital Region Advertising Federation**

*Category: Visual - Illustration - Series*

**Award: SILVER ADDY AWARD**

**FourthIdea, Niagara Falls, NY**

Client Company Name: Destination Niagara Falls USA

Title: Explore the Other Side of New York

Credits:

Tom Mooney, Executive Creative Director

Tom Mooney, Joe Conti, Phil Redfield, and Cassie Chu, Illustrators

**Club: AAF Buffalo**

*Category: Visual - Still Photography - Black & White/Color/ Digitally  
Enhanced—Campaign*

**Award: GOLD ADDY AWARD**

**Cade Martin Photography**

Client Company Name: International Spy Museum

Title: International Spy Museum

Credits:

Maggie Winters Gaudaen, Creative Director

Zach Goodwin, Creative director

**Club: AAF DC**

*Category: Visual - Still Photography - Black & White/Color/ Digitally  
Enhanced—Campaign*

**GOLD ADDY AWARD**

**Highmark Health - Tonic**

Client Company Name: AHN

Title: AHN EMS Photography

Credits:

Sean Slebrich, Photographer

**Club: AAF Pittsburgh**

*Category: Visual - Art Direction - Art Direction—Single*

**Award: GOLD ADDY AWARD**

**Dixon Schwabl + Company, Rochester, NY**

Client Company Name: Monroe Community College Foundation

Title: MCCF Gold Star Gala Invitations

Credits:

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Jewel Mastrodonato, Senior Art Director

Nick Guadagnino, Copywriter

Stephanie Miller, Prepress Supervisor

Bob Charboneau, Director of Production & Resourcing

Jen Moritz, Senior Editor

Amanda Maxim, Account Director

Mel Brand, Account Supervisor

Canfield & Tack, Printer

Photo credit: Rich Brainerd, Rich Brainerd Studios

**Club: AAF Greater Rochester**

*Category: Visual - Art Direction - Single*

**Award: SILVER ADDY AWARD**

**Highmark Health - Tonic**

Client Company Name: AHN

Title: Stroke Month Print Ad

Credits:

Tyler Bergholz, Associate Creative Director

Emily DeAndrea, Art Director

Geoff Allerton, Senior Copywriter

Ben Korman, Senior Copywriter

Anastasia Farmerie, Agency Producer

Jackie Bartlett, Senior Creative Activation Manager

Morgan Rupert, Lead Marketing Strategist

Kaylee Ritchie, Copy Editor

Kristin McNally, Creative Project Manager

**Club: AAF Pittsburgh**

*Category: Visual - Art Direction - Single*

**Award: SILVER ADDY AWARD**

**Mower**

Client Company Name: Mower

Title: Whodunnit? Award Show

**Credits:**

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Writer

Amanda Widzinski, Senior Art Director

Chelsea Carney, Art Director

Kit Kuebler, Copywriter

Miranda Eckel, Project Supervisor

Lindsay Thomas, Project Manager

Luke Copping, Photography

Cassandra Lyons, Hair and Makeup

Josselyn Scott, Hair and Makeup

Maggie Gates, Stylist

**Club: AAF Buffalo**

*Category: Visual - Art Direction - Campaign*

**Award: SILVER ADDY AWARD**

**GH Advertising**

Client Company Name: GH Advertising

Title: Bottle Art

**Credits:**

Scott Westgate, ACD/Art Director

Larry Hruska, CD/Art Director

Joe Bukovac, CD/Art Director

Chris Spain, Sr. Art Director

Corinne Stenander, ACD/Art Director

Derek Julin, CD/Art Director

Vince Robleto, ACD/Copywriter

Mike Giunta, CCO/Copywriter

**Club: AAF Pittsburgh**

*Category: Visual - Art Direction - Campaign*

**Award: SILVER ADDY AWARD**

**The Martin Group**

Client Company Name: Sodexo Live!

Title: Brooklyn Botanic Garden RFP

Credits:

Andrew Henesey, Creative Supervisor

Lianne Coogan, Associate Creative Director

Kate Chokshi, SVP, Account Service

Natalie Ryan, Account Coordinator

Itsy Prints, Printer

OXO Packaging, Printer

**Club: AAF Buffalo**

*Category: Visual - Art Direction- Campaign*

**Award: SILVER ADDY AWARD**

**The Martin Group**

Client Company Name: Puma North America Inc.

Title: Color Outside The Lines Campaign

Credits:

Kira Csakany, Associate Creative Director

Andrew Henesey, Creative Supervisor

Michael Tsanis, SVP, Creative

Frank Conjerti, Creative Director

Kate Chokshi, SVP, Account Service

Amy Pecoraro, VP, Creative Operations

Andrew Martis, Senior Art Director

David Griffiths, Photographer

Everett Nate Yockey, Director of Photography

Silo, Editorial

Sam Tato, Animation

Katie Addo, Photographer

**Club: AAF Buffalo**

*Category: Film & Video - Cinematography - Campaign*

**Award: GOLD ADDY AWARD**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: I'm Also A Doctor - Series

Credits:

Vanessa Hudson, Director

Robby Hickerson, Creative Director

Soren Nielsen, Director of Photography

Alex Ramsey, Nina Thomas, Katie Colosimo, Editors

Aaron Zake, Jeeni Loo, Assitant Editors

Crys Lewis-Gannon, Chelsea Kaiser, Post Producers

Tessa Travis, Producer

Katie Quinlisk, Production Manager

Mo Shane, Zach Tidmore, ACs

Barbara Michelson, Agency Producer

Turner Curran, Nick Bozzio, Marc Hammouth, Kristen Olmo, Matt Wefel, Sounds Mixers

Michael Shapiro, Assistant Producer

**Club: AAF New York City Metro**

*Category: Film & Video - Cinematography - Campaign*

**Award: SILVER ADDY AWARD**

**Sympatico Media, LLC, Brooklyn, NY**

Client Company Name: TuneCore

Title: TuneCore Unlimited

Credits:

Everett Glovier, Director

Zach Myers, Director

Brandon Lescure, Producer

**Club: AAF Baltimore**

*Category: Film & Video - Cinematography - Campaign*

**Award: SILVER ADDY AWARD**

**Irish Classical Theatre Company, Buffalo, NY**

Client Company Name: Irish Classical Theatre Company

Title: Irish Classical Theatre Co Trailers

Credits:

Mary Loliger, Director of Marketing & Public Relations

Travis Carlson, Filmmaker, Pan-American Film Division

**Club: AAF Buffalo**



*Category: Film & Video - Video Editing*

**Award: SILVER ADDY AWARD**

**Sympatico Media, LLC, Brooklyn, NY**

Client Company Name: TuneCore

Title: TuneCore Unlimited

Credits:

Everett Glovier, Director

Zach Myers, Director

Brandon Lescure, Producer

**Club: AAF Baltimore**

## **CROSS PLATFORM**

*Category: Digital Creative Technology - Innovative Use of Interactive / Technology*

**Award: SILVER ADDY AWARD**

**Optic Sky Productions**

Client Company Name: The Children's Museum of Indianapolis

Title: TCM Interactive Fish Wall

Credits:

Cam Czadzeck, Project Manager

Tim Stringer , Unreal Engine Developer, Case Study Voice Actor

Emily Haldeman, Unreal Engine Developer

Ryan Meadows, Sound Design

Corey Scibilia, Case Study Video Editor

Sarah Casale, Case Study Voice Actor

Ben Zingo, Case Study Animation

**Club: AAF Greater Rochester**

## **ELEMENTS OF ADVERTISING**

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

**Award: GOLD ADDY AWARD**

**GH Advertising**

Client Company Name: The National Catholic Center for Holocaust Education

Title: Animals

Credits:

Derek Julin, CD/Art Director

Tia Kalas, CD

Mike Giunta, CCO/Copywriter

Dave Berhardt, Retoucher

**Club: AAF Pittsburgh**

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

**Award: GOLD ADDY AWARD**

**GH Advertising**

Client Company Name: The National Catholic Center for Holocaust Education

Title: Others

Credits:

Derek Julin, CD/Art Director

Tia Kalas, CD

Mike Giunta, CCO/Copywriter

Dave Berhardt, Retoucher

**Club: AAF Pittsburgh**

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

**Award: SILVER ADDY AWARD**

**GH Advertising**

Client Company Name: The National Catholic Center for Holocaust Education

Title: Them

Credits:

Derek Julin, CD/Art Director

Tia Kalas, CD

Mike Giunta, CCO/Copywriter

Dave Berhardt, Retoucher

**Club: AAF Pittsburgh**

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

**Award: SILVER ADDY AWARD**

**GH Advertising**

Client Company Name: The National Catholic Center for Holocaust Education

Title: Holocaust

Credits:

Derek Julin, CD/Art Director

Tia Kalas, CD

Mike Giunta, CCO/Copywriter

Dave Berhardt, Retoucher

**Club: AAF Pittsburgh**

*Category: Film, Video & Sound - Corporate Social Responsibility*

**Award: SILVER ADDY AWARD**

**Storyfarm**

Client Company Name: Andis Company

Title: The Grooming Project

Credits:

John Sherman, Executive Producer

Andrew Fetchko, Director

Christian Musson, Agency Creative Director

Tia Goodson, Senior Producer

Beau Kershaw, Director of Photography

**Club: AAF Baltimore**

## **PUBLIC SERVICE**

*Category: Film, Video & Sound - Integrated Media Public Service Campaign*

**Award: GOLD ADDY AWARD**

**Red House Communications, Harrisburg, PA**

Client Company Name: Commonwealth of Pennsylvania

Title: PA Fights Dirty

Credits:

Matt Blint, President, Director of Strategy

Marla Solnik, Creative Director

Justin Clawson, Associate Creative Director

Alicia Fasciano, Art Director

Lindsay Grystar, Associate Director of Creative Production

Sharon Walsh, Copywriter

Tom Cwenar, Photographer

Tom Karcher, Retoucher

UnPOP, Stop Motion Animator

Big Science, Music and Sound Design

**Club: AAF Pittsburgh**

*Category: Collateral - Brand Elements*

**Award: GOLD ADDY AWARD**

**Riveter Design, Buffalo, NY**

Client Company Name: Riveter Design

Title: Holiday Gift | Advent Calendar

Credits:

Jordan Hegyi, Creative/Art Director

Lauren Molenda, Account Manager

Jenna Hutzler, Production Manager

**Club: AAF Buffalo**

*Category: Film, Video & Sound - Integrated Media Public Service Campaign*

**Award: SILVER ADDY AWARD**

**Red House Communications, Harrisburg, PA**

Client Company Name: Pennsylvania Department of Community and Economic  
Development

Title: Vax. Mask. Test.

Credits:

Matt Blint, President, Director of Strategy

Marla Solnik, Creative Director

Jorge Puron, Associate Creative Director

Justin Clawson, Associate Creative Director

Braxton Schreyer, Art Director

Sharon Walsh, Copywriter

Lindsay Grystar, Associate Director of Creative Production

Big Science, Composer

ReMade, Animator

**Club: AAF Pittsburgh**

*Category: Collateral - Brand Elements*

**Award: SILVER ADDY AWARD**

**Mower**

Client Company Name: Mower

Title: Whodunnit? Award Show

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Writer

Amanda Widzinski, Senior Art Director

Chelsea Carney, Art Director

Kit Kuebler, Copywriter

Miranda Eckel, Project Supervisor

Lindsay Thomas, Project Manager

Luke Copping, Photography

Cassandra Lyons, Hair and Makeup

Josselyn Scott, Hair and Makeup

Maggie Gates, Stylist

**Club: AAF Buffalo**

*Category: Collateral 1 - Direct Marketing & Specialty Advertising (printed or digital)*

**Award: GOLD ADDY AWARD**

**Octavo Designs**

Client Company Name: Octavo Designs

Title: 8VO Designs Holidayum Holiday Card

Credits:

Sue Hough, Creative Director

Katie Lamb, Designer

DB Cooper, Copywriter

**Club: AAF Greater Frederick**

*Category: Collateral - Direct Marketing & Specialty Advertising (printed or digital)*

**Award: SILVER ADDY AWARD**

**FARM, Lancaster, New York**

Client Company Name: FARM

Title: Paper Flower Box

Credits:

Matt Cascarino, Chief Creative Officer/Copywriter

Mike LaDuca, Creative Director/Origamist

Justin Duffett, Woodworking

**Club: AAF Buffalo**

*Category: Online/Interactive Self-Promotion - Advertising Industry Self-Promotion*

*Online/Interactive/ Virtual Reality*

**Award: GOLD ADDY AWARD**

**Dixon Schwabl + Company, Victor, NY**

Client Company Name: Dixon Schwabl + Company

Title: DS+CO Brand Campaign - Social Media

Credits:

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Chrissy Ortiz, Associate Creative Director

Jewel Mastrodonato, Art Director

Amanda Hays, Art Director

Nick Guadagnino, Copywriter

Amber Webb, Project Manager

Amanda Satterwhite, Project Manager

Julie Jones, Senior Mechanical Artist

Bob Charboneau, Director of Production & Resourcing

Jen Moritz, Senior Editor

Julia Lowe, Proofreader

**Club: AAF Greater Rochester**

*Category: Online/Interactive Self-Promotion - Online/Interactive/ Virtual Reality*

**Award: SILVER ADDY AWARD**

**Overit, Albany, NY**

Client Company Name: Overit

Title: NEW Overit Website: overit.com 2022

Credits:

Dan Dinsmore, Founder and Principal

Lisa Barone, VP of Brand

Richard Skiermont, Chief Creative Officer

Susan Merrick, Art Director

Senior Brand Designer,

Nic Hansen, Senior Motion Designer

Luis Ortiz, Senior Web Developer

Alex Tancredi, Creative Production Manager

Katie Sorce, Senior Sales and Marketing Coordinator

Alanna Zipp, Production Manager

Shana Silverman, Director of Account Services

Dan O'Leary, Senior SEO Strategist

**Club: Capital Region Advertising Federation**

*Category: Film, Video & Sound - Advertising Industry Self-Promotion Film, Video & Sound*

**Award: SILVER ADDY AWARD**

**Mower**

Client Company Name: Mower

Title: Whodunnit? Award Show

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Writer

Amanda Widzinski, Senior Art Director

Chelsea Carney, Art Director

Kit Kuebler, Copywriter

Miranda Eckel, Project Supervisor

Lindsay Thomas, Project Manager

Luke Copping, Photography

Cassandra Lyons, Hair and Makeup

Josselyn Scott, Hair and Makeup

Maggie Gates, Stylist

**Club: AAF Buffalo**

*Category: Film, Video & Sound - Advertising Industry Self-Promotion Film, Video & Sound*

**Award: SILVER ADDY AWARD**

**FARM, Paris**

Client Company Name: ICOM

Title: ICOM Holiday Video

Credits:

Matt Cascarino, Chief Creative Officer/Copywriter

Mike LaDuca, Creative Director

Austin Hill, Editor

Brady McFadden, Senior Vice President, Client Services

Sarah Zulawski, Project Coordinator

Kathleen O'Neill, Marketing Director

Jillian Cascarino, Vice President, Audience Engagement

Katie Steckstor, Graphic Designer

**Club: AAF Buffalo**

*Category: Film, Video & Sound - Advertising Industry Self-Promotion Film, Video & Sound*

**Award: SILVER ADDY AWARD**

**FARM, Lancaster, New York**

Client Company Name: FARM

Title: FARM Fresh Perspective Video

Credits:

Matt Cascarino, Chief Creative Officer/Copywriter

Mike LaDuca, Creative Director

Austin Hill, Editor

Brady McFadden, Senior Vice President, Client Services

Christina Ferguson, Project Management

Kyle Toth, Director of Photography

Mike Thompson, Assistant Camera

Ben Jura, Buffalo Camera , Equipment and Grip

Kelsey Jean, Makeup Artist

Bear, himself

**Club: AAF Buffalo**

*Category: Ad Chapter or Marketing Chapter*

**SILVER ADDY AWARD**

**NFM+Dymun**

Client Company Name: American Advertising Federation Pittsburgh

Title: AAF Pgh Hall of Fame Ads

**Credits:**

Jeremie Musyt, Creative Director

Gordon Robertson, Writer

Frank Walsh, Photographer

Jay Obstarczyk, Senior Designer

Adam Cicco, Writer

**Club: AAF Pittsburgh**

**2022-2023 AAF DISTRICT 2  
PROFESSIONAL SPECIAL AWARDS**

AMERICAN  
ADVERTISING  
AWARDS

*Category: Collateral Material - Special Event Material - Card, Invitation, Announcement - Single Unit*

**Award: Best of Show ADDY Award**

**Dixon Schwabl + Company, Rochester, NY**

Client Company Name: Monroe Community College Foundation

Title: MCCF Gold Star Gala Invitations

**Credits:**

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Jewel Mastrodonato, Senior Art Director

Nick Guadagnino, Copywriter

Stephanie Miller, Prepress Supervisor

Bob Charboneau, Director of Production & Resourcing

Jen Moritz, Senior Editor

Amanda Maxim, Account Director

Mel Brand, Account Supervisor

Canfield & Tack, Printer

Photo credit: Rich Brainerd, Rich Brainerd Studios

**Club: AAF Greater Rochester**



AMERICAN  
ADVERTISING  
AWARDS

*Category: Sales Promotion - Packaging - Single Unit*

**Award: Special Judges Award ADDY Award**

**Limbic Studio, Buffalo, NY**

Client Company Name: Buffalo Distilling Company

Title: Buffalo Distilling OFC Vodka

Credits:

Casey Kelly Pérez, Brand Designer

Frank Weber, Andy Wegrzyn, Eric Kempisty, Co-founders, Buffalo  
Distilling Company

**Club: AAF Buffalo**

AMERICAN  
ADVERTISING  
AWARDS

*Category: Ambient Media - Guerrilla Marketing*

**Award: Special Judges Award ADDY Award**

**Akullian Creative Enterprises, Albany, NY**

Client Company Name: Johnny 2 Phones

Title: Back on Base @ Yankee Stadium

Credits:

Rich "Ace" Akullian , Creative Director

Johnny 2 Phones, Artist & Producer

Hunna G, Artist & Producer

**Club: Capital Region Advertising Federation**

## 2022-2023 AAF DISTRICT 2 STUDENT WINNERS

### SALES & MARKETING - SALES PROMOTION

*Category: Sales Promotion - Product or Service Sales Promotion - Packaging*

**Kelsey Sikora, Depew, New York**

**Award: Silver ADDY Award**

Educational Institution: Villa Maria College

Title: Buffalo Monopoly

**Club: AAF Buffalo**

### SALES & MARKETING - COLLATERAL MATERIAL

*Category: Collateral Material - Publication Design - Cover*

**Blue Classics, Rochester, New York**

**Award: Silver ADDY Award**

Educational Institution: Nazareth College

Title: Blue Classics

Credits:

Vega Tapia, Illustrator

**Club: AAF Greater Rochester**

### PRINT ADVERTISING - MAGAZINE ADVERTISING

*Category: Magazine Advertising - Campaign*

**Ryan Garret Conner, Bear, DE**

**Award: Gold ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Once Is Enough

Credits:

Ryan Garret Conner, Art Director

**Club: AAF Greater Rochester**

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

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

**Nico Aramboles & Jack Lyons, Philadelphia, PA**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: The Trevor Project, Death Sentence

Credits:

Nico Aramboles, Art Director

Jack Lyons, Copywriter

**Club: AAF Greater Rochester**

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

*Category: Ambient Media - Guerilla Marketing, Installations and Events - Campaign*

**Yuri Suh & Olivia Kienzle, Paramus, New Jersey**

**Award: Gold ADDY**

Educational Institution: Syracuse University Newhouse

Title: The Cycle Project

Credits:

Yuri Suh, Art Director

Olivia Kienzle, Copywriter

**Club: AAF Greater Rochester**

## **ONLINE / INTERACTIVE - SOCIAL MEDIA**

*Category: Social Media - Campaign*

**Quoc Doan, Bethlehem, Pa**

**Award: Silver ADDY Award**

Educational Institution: Northampton Community College

Title: Adidas Social Media

Credits:

Jason Zulli, Associate Professor of Art

**Club: AAF Greater Lehigh Valley**

## ONLINE / INTERACTIVE - APPS

*Category: Apps - App (Mobile or Web-Based)*

**Carbon DownMode, Fort Lee, New Jersey**

**Award: Silver ADDY Award**

Educational Institution: Openlearn Academy

Title: Carbon DownMode

Credits:

Hannah Choi, Student Team

Geon Kim, Student Team

Yunseo Bae, Student Team

Heechang Lee, Student Team

Dongyoon Lee, Student Team

**Club: AAF New York City Metro**

*Category: Apps - App (Mobile or Web-Based)*

**Linxin Wan & Margaret Jane Mallon, Syracuse, NY**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Mean Well

Credits:

Linxin Wan, Art Director

Margaret Jane Mallon, Copywriter

**Club: AAF Greater Rochester**

*Category: Apps - App (Mobile or Web-Based)*

**Jack Lyons, Victoria Lin, & Nico Aramboles, Philadelphia, PA**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Google, First Gen

Credits:

Nico Aramboles, Art Director

Victoria Lin, Art Director

Jack Lyons, Copywriter

**Club: AAF Greater Rochester**

## CROSS PLATFORM - INTEGRATED CAMPAIGNS

*Category: Integrated Campaigns - Consumer Campaign*

**Matthew Powers & Jasmine Chin, Needham, MA**

**Award: Gold ADDY Award**

Educational Institution: Syracuse University, The Newhouse School

Title: Signlingo

Credits:

Matthew Powers, Art Director

Jasmine Chin, Copywriter

**Club: AAF Greater Rochester**

*Category: Integrated Advertising Campaign - Consumer Campaign*

**Allison Scherger, Covington Twp, PA**

**Award: Silver ADDY Award**

Educational Institution: Newhouse School of Public Communications

Title: Eat This Show

Credits:

Allison Scherger, Art Director

Ashley Wachtfogel, Copywriter

**Club: AAF Greater Rochester**

*Category: Integrated Campaigns - Integrated Brand Identity Campaign - Single*

**Lila Shokr, Northampton, PA**

**Award: Silver ADDY Award**

Educational Institution: Moravian University

Title: Elote Pipcorn

Credits:

Lila Shokr, Designer

Ariana, Vargas

**Club: AAF Greater Lehigh Valley**

*Category: Integrated Brand Identity Campaign - Campaign*

**Home of Air Jordan, Leonia, NJ**

**Award: Silver ADDY Award**

Educational Institution: Openlearn Academy

Title: Home of Air Jordan

Credits:

Jueun Lee, Creative Director

Heechang Lee, Art Director

Wooduck Ki, Art Director

Changjin Song, Copywriter

**Club: AAF New York City Metro**

## **ELEMENTS OF ADVERTISING - COPYWRITING**

*Category: Copywriting*

**Avery Schildhaus, Woodbury, New York**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Don't Stress About Stress

Credits:

Avery Schildhaus, Copywriter

**Club: AAF Greater Rochester**

## **ELEMENTS OF ADVERTISING - ART DIRECTION**

*Category: - Art Direction - Campaign*

**Nico Aramboles & Jack Lyons, Philadelphia, PA**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: The Trevor Project, Death Sentence

Credits:

Nico Aramboles, Art Director

Jack Lyons, Copywriter

**Club: AAF Greater Rochester**

*Category: Art Direction - Campaign*

**Dianna Higaki, San Mateo, CA**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Inner Hunter

Credits:

Dianna Higaki, Art Director, Copywriter

**Club: AAF Greater Rochester**

*Category: Art Direction - Campaign*

**Ryan Garret Conner, Bear, DE**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Once Is Enough

Credits:

Ryan Garret Conner, Art Director

**Club: AAF Greater Rochester**

## STUDENT SPECIAL AWARDS

AMERICAN  
ADVERTISING  
AWARDS

*Category: Ambient Media - Guerilla Marketing, Installations and Events - Campaign*

**Yuri Suh & Olivia Kienzle, Paramus, New Jersey**

**Award: Best of Show ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: The Cycle Project

Credits:

Yuri Suh, Art Director

Olivia Kienzle, Copywriter

**Club: AAF Greater Rochester**

**2022-2023 AAF DISTRICT 2 WINNING ENTRIES  
ALPHABETICALLY BY CLUB**

**AAF BALTIMORE**

*Category: Apps, Games, Virtual Reality - Apps, Games, Virtual Reality - Single*

**Award: SILVER ADDY AWARD**

**bully! entertainment, Redmond, Washington**

Client Company Name: Microsoft

Title: Face the Pitch

Credits:

Carlson Bull, Founder, Executive Creative Director | bully! entertainment

Marco Rota, Global CTO for Strategic Accounts | Microsoft

Janna Matherly, Customer Experience Lead, U.S. Industry & Business Applications | Microsoft

Kathy Saelee, Producer | Microsoft Mixed Reality Capture Studios

Lori Shelden, Senior Marketing Consultant | Concentrix

Lars Schwetje, Media Production & XR/Volumetric Video | Accenture

Mark Yoder, Content Strategy & Operations Lead | Accenture

Griffin Kirsch, Volumetric Capture Model

Jarin Pruce, Creative Producer | bully! entertainment

Olga Hasta, Director of Project Management | bully! entertainment

Olga Mocan, Project Manager | bully! entertainment

Ola Dinh Gulino, Director of Key Client Engagement | bully! Entertainment

**Club: AAF Baltimore**

*Category: Television Advertising - Regional/National > 032B - Campaign*

**Award: SILVER ADDY AWARD**

**GKV, Hudsonville, MI**

Client Company Name: SHEFIT

Title: We Got You - Competitive Comparison

Credits:

Dave Broschious, SVP, Associate Creative Director

Mark Rosica, SVP/Associate Creative Director

Lindsay Petrick, Senior Art Director

Danielle Sirk, Senior Copywriter

Shannon Gardiner, SVP, Director of Account Management

Beth Kelly, Senior Account Executive

**Club: AAF Baltimore**



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

**Award: GOLD ADDY AWARD**

**Sympatico Media, LLC, Brooklyn, NY**

Client Company Name: TuneCore

Title: TuneCore Unlimited

Credits:

Everett Glovier, Director

Zach Myers, Director

Brandon Lescure, Producer

**Club: AAF Baltimore**

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

**Award: GOLD ADDY AWARD**

**Viscul, Inc., Bronx, NY**

Client Company Name: FreshDirect

Title: FreshDirect Brooklyn Delhi

Credits:

Randall Hughes, Creative Director

Jay Basinger, Art Director

Jessica Hughes , Managing Director

**Club: AAF Baltimore**

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

**Award: SILVER ADDY AWARD**

**Viscul, Inc., Bronx, NY**

Client Company Name: FreshDirect

Title: FreshDirect White Moustache

Credits:

Randall Hughes, Creative Director

Jay Basinger, Art Director

Jessica Hughes, Managing Director

**Club: AAF Baltimore**

*Category: Branded Content & Entertainment Campaign*

**Award: GOLD ADDY AWARD**

**Viscul, Inc., Bronx, NY**

Client Company Name: FreshDirect

Title: FreshDirect Sourced Campaign

Credits:

Randall Hughes, Creative Director

Jay Basinger, Art Director

Jessica Hughes, Managing Director

**Club: AAF Baltimore**

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

**Award: SILVER ADDY AWARD**

**Sympatico Media, LLC, Brooklyn, NY**

Client Company Name: TuneCore

Title: TuneCore Unlimited

Credits:

Everett Glovier, Director

Zach Myers, Director

Brandon Lescure, Producer

**Club: AAF Baltimore**

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

**Award: SILVER ADDY AWARD**

**Planit, Towson, MD**

Client Company Name: Curio Wellness

Title: CURIO EVERYDAY INTEGRATED

Credits:

Jed Jecelin, Exec. Creative Director

Adam Aud, Assoc. Creative Director

Matt Ryan, Sr. Copywriter

Katie Fredericks, Art Director

Brenda Showell/Jolie Lilly, Account Director/Sr. Account Executive

**Club: AAF Baltimore**

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

**Award: SILVER ADDY AWARD**

**Planit, Towson, MD**

Client Company Name: Curio Wellness

Title: CURIO EXCLUSIVE CAMPAIGN

Credits:

Jed Jecelin, Exec. Creative Director

Adam Aud, Assoc. Creative Director

Matt Ryan, Sr. Copywriter

Bianca Williams, Art Director

Brenda Showell/Jolie Lilly, Account Director/Sr. Account Executive

**Club: AAF Baltimore**

*Category: Film & Video - Cinematography - Campaign*

**Award: SILVER ADDY AWARD**

**Sympatico Media, LLC, Brooklyn, NY**

Client Company Name: TuneCore

Title: TuneCore Unlimited

Credits:

Everett Glovier, Director

Zach Myers, Director

Brandon Lescure, Producer

**Club: AAF Baltimore**

*Category: Film & Video - Video Editing*

**Award: SILVER ADDY AWARD**

**Sympatico Media, LLC, Brooklyn, NY**

Client Company Name: TuneCore

Title: TuneCore Unlimited

Credits:

Everett Glovier, Director

Zach Myers, Director

Brandon Lescure, Producer

**Club: AAF Baltimore**

*Category: Film, Video & Sound - Corporate Social Responsibility*

**Award: SILVER ADDY AWARD**

**Storyfarm**

Client Company Name: Andis Company

Title: The Grooming Project

Credits:

John Sherman, Executive Producer

Andrew Fetchko, Director

Christian Musson, Agency Creative Director

Tia Goodson, Senior Producer

Beau Kershaw, Director of Photography

**Club: AAF Baltimore**

## **AAF BUFFALO**

*Category: Sales Promotion - Packaging - Single Unit*

**Award: Gold ADDY, Special Judges Award ADDY Award**

**Limbic Studio, Buffalo, NY**

Client Company Name: Buffalo Distilling Company

Title: Buffalo Distilling OFC Vodka

Credits:

Casey Kelly Pérez, Brand Designer

Frank Weber, Andy Wegrzyn, Eric Kempisty, Co-founders, Buffalo Distilling Company

**Club: AAF Buffalo**

*Category: Sales Promotion Point of Purchase - Point of Purchase Campaign*

**Award: SILVER ADDY AWARD**

**The Martin Group**

Client Company Name: Puma North America, Inc.

Title: Color Outside The Lines Campaign

Credits:

Kira Csakany, Associate Creative Director

Andrew Henesey, Creative Supervisor

Michael Tsanis, SVP, Creative

Kate Chokshi, SVP, Account Service

Amy Pecoraro, VP, Creative Operations

Andrew Martis, Senior Art Director

David Griffiths, Photographer

Katie Addo, Photographer

\*POST LLC, Retouching and Compositing

**Club: AAF Buffalo**

*Category: Collateral Material - Publication Design - Book Design*

**Award: SILVER ADDY AWARD**

**White Bicycle, Buffalo, New York**

Client Company Name: Rich Products

Title: Baked In Business Book

Credits:

Lillian Selby Pawloski, Creative Direction, Design

Brian Grunert, Creative Direction, Design

Molly Marietta, Design

Casey Kelly Pérez, Design

Bernice Borrelli , Editing, Project Coordination

Mariel Bard, Editing, Proofreading

Kevin Aman , Project Leadership

Samantha Marshall, Writing

Bob and Mindy Rich, Writing

Rich's Associates Worldwide, Inspiration

Michelle Albert, Illustration

Luke Copping, Photography

**Club: AAF Buffalo**

*Category: Ambient Media - Guerrilla Marketing*

**Award: GOLD ADDY AWARD**

**Mower**

Client Company Name: WNY Ford Dealers

Title: Snow Bronco

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Copy

Amy Reger Jacobs, Creative Supervisor/Art

Rachel Neumann, Project Manager

Scott Schumann, Production Director

Jill Doyon, Senior Production Manager

Eric Jones, Snow Sculptor

**Club: AAF Buffalo**

*Category: Ambient Media - Installations - Single Installation*

**Award: GOLD ADDY AWARD**

**Mower**

Client Company Name: WNY Ford Dealers

Title: Snow Bronco

**Credits:**

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Copy

Amy Reger Jacobs, Creative Supervisor/Art

Rachel Neumann, Project Manager

Scott Schumann, Production Director

Jill Doyon, Senior Production Manager

Eric Jones, Snow Sculptor

**Club: AAF Buffalo**

*Category: Ambient Media - Installations - Multiple Installations*

**Award: SILVER ADDY AWARD**

**The Martin Group**

Client Company Name: World Aquatics

Title: World Aquatics Event Launch

**Credits:**

Kira Csakany, Associate Creative Director

Andrew Henesey, Creative Supervisor

Nathaniel Benoit, Senior Art Director

Frank Conjerti, Creative Director

Jillian Gallagher, Associate Creative Director

Tod Martin, Chairman & CEO

Michael Tsanis, Senior Vice President Creative

Andi Ridge, Account Supervisor

Natalie Ryan, Account Coordinator

Cody Andres, Graphic Designer

Torrey Johnson, Editorial

TJ Murrin, Animation

**Club: AAF Buffalo**

*Category: Ambient Media - Events - Single Event*

**Award: SILVER ADDY AWARD**

**Mower**

Client Company Name: WNY Ford Dealers

Title: Snow Bronco

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Copy

Amy Reger Jacobs, Creative Supervisor/Art

Rachel Neumann, Project Manager

Scott Schumann, Production Director

Jill Doyon, Senior Production Manager

Eric Jones, Snow Sculptor

**Club: AAF Buffalo**

*Category: Out-of-Home - Outdoor Board - Multiple Boards*

**Award: SILVER ADDY AWARD**

**Crowley Webb**

Client Company Name: M&T Bank

Title: Football Brings Us Together OOH

Credits:

Jeff Pappalardo, Creative Director

Liz Mattingly, Creative Director

Nicole Reinard, Art Director

Katelyn Killoran, Designer

Eric Frick, Photographer

Warren Stanek, Retoucher

Rosalind Cardone, Copywriter

Cuyler Hettich, Account Director

Gina Marinelli, Account Manager

Courtney Flynn, Account Executive

Sue White, Mechanical Artist

Matt McCarthy, Production Manager

**Club: AAF Buffalo**

*Category: Out-of-Home - Outdoor Board - Outdoor Board Campaign*

**Award: GOLD ADDY AWARD**

**FourthIdea, Niagara Falls, NY**

Client Company Name: Destination Niagara Falls USA

Title: Explore the Other Side of New York

Credits:

Tom Mooney, Executive Creative Director

Monish Bhattacharyya, Creative Director / Writer

Joe Conti, ACD / Art Director

Kirstin Hawayek, Account Executive

Tom Mooney, Joe Conti, Phil Redfield, and Cassie Chu, Illustrators

**Club: AAF Buffalo**

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

**Award: SILVER ADDY AWARD**

**FourthIdea, Niagara Falls, NY**

Client Company Name: Destination Niagara Falls USA

Title: Explore the Other Side of New York

Credits:

Tom Mooney, Executive Creative Director

Monish Bhattacharyya, Creative Director / Writer

Joe Conti, ACD / Art Director

Kirstin Hawayek, Account Executive

Joe Conti, Editor and Animation

Tom Mooney, Joe Conti, Phil Redfield, and Cassie Chu, Illustrators

**Club: AAF Buffalo**

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

**Award: SILVER ADDY AWARD**

**Limbic Studio, Cattaraugus, NY**

Client Company Name: Revitalize Coffee

Title: Revitalize Coffee Brand Launch

Credits:

Casey Kelly Pérez, Brand Designer

Tom Cullen and Stevie McClain, Cofounders, Revitalize Coffee

**Club: AAF Buffalo**



*Category: Copywriting - Copywriting*

**Award: GOLD ADDY AWARD**

**FARM, Lancaster, New York**

Client Company Name: FARM

Title: FARM Fresh Perspective Video - Copy

Credits:

Matt Cascarino, Chief Creative Officer/Copywriter

Mike LaDuca, Creative Director

Austin Hill, Editor

Brady McFadden, Senior Vice President, Client Services

Christina Ferguson, Project Management

**Club: AAF Buffalo**

*Category: Visual - Logo Design*

**Award: SILVER ADDY AWARD**

**Limbic Studio, Cattaraugus, New York**

Client Company Name: Revitalize Coffee

Title: Revitalize Coffee Logo

Credits:

Casey Kelly Pérez, Brand Designer

Tom Cullen and Steven McClain, Co-founders

**Club: AAF Buffalo**

*Category: Visual - Logo Design*

**Award: SILVER ADDY AWARD**

**FourthIdea, Niagara Falls, NY**

Client Company Name: Aquarium of Niagara

Title: Aquarium of Niagara

Credits:

Tom Mooney, Executive Creative Director

Monish Bhattacharyya, Creative Director / Writer

Joe Conti, ACD / Art Director

Kirstin Hawayek, Account Executive

**Club: AAF Buffalo**

*Category: Visual - Illustration - Series*

**Award: GOLD ADDY AWARD**

**Stronghold Studio**

Client Company Name: Brickyard Brewing

Title: Craft Beer Illustrations

Credits:

Rob Hopkins, Designer

**Club: AAF Buffalo**

*Category: Visual - Illustration - Series*

**Award: SILVER ADDY AWARD**

**FourthIdea, Niagara Falls, NY**

Client Company Name: Destination Niagara Falls USA

Title: Explore the Other Side of New York

Credits:

Tom Mooney, Executive Creative Director

Tom Mooney, Joe Conti, Phil Redfield, and Cassie Chu, Illustrators

**Club: AAF Buffalo**

*Category: Visual - Art Direction - Single*

**Award: SILVER ADDY AWARD**

**Mower**

Client Company Name: Mower

Title: Whodunnit? Award Show

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Writer

Amanda Widzinski, Senior Art Director

Chelsea Carney, Art Director

Kit Kuebler, Copywriter

Miranda Eckel, Project Supervisor

Lindsay Thomas, Project Manager

Luke Copping, Photography

Cassandra Lyons, Hair and Makeup

Josselyn Scott, Hair and Makeup

Maggie Gates, Stylist

**Club: AAF Buffalo**

*Category: Visual - Art Direction - Campaign*

**Award: SILVER ADDY AWARD**

**The Martin Group**

Client Company Name: Sodexo Live!

Title: Brooklyn Botanic Garden RFP

Credits:

Andrew Henesey, Creative Supervisor

Lianne Coogan, Associate Creative Director

Kate Chokshi, SVP, Account Service

Natalie Ryan, Account Coordinator

Itsy Prints, Printer

O XO Packaging, Printer

**Club: AAF Buffalo**

*Category: Visual - Art Direction- Campaign*

**Award: SILVER ADDY AWARD**

**The Martin Group**

Client Company Name: Puma North America Inc.

Title: Color Outside The Lines Campaign

Credits:

Kira Csakany, Associate Creative Director

Andrew Henesey, Creative Supervisor

Michael Tsanis, SVP, Creative

Frank Conjerti, Creative Director

Kate Chokshi, SVP, Account Service

Amy Pecoraro, VP, Creative Operations

Andrew Martis, Senior Art Director

David Griffiths, Photographer

Everett Nate Yockey, Director of Photography

Silo, Editorial

Sam Tato, Animation

Katie Addo, Photographer

**Club: AAF Buffalo**

*Category: Film & Video - Cinematography - Campaign*

**Award: SILVER ADDY AWARD**

**Irish Classical Theatre Company, Buffalo, NY**

Client Company Name: Irish Classical Theatre Company

Title: Irish Classical Theatre Co Trailers

Credits:

Mary Loliger, Director of Marketing & Public Relations

Travis Carlson, Filmmaker, Pan-American Film Division

**Club: AAF Buffalo**

*Category: Collateral - Brand Elements*

**Award: GOLD ADDY AWARD**

**Riveter Design, Buffalo, NY**

Client Company Name: Riveter Design

Title: Holiday Gift | Advent Calendar

Credits:

Jordan Hegyi, Creative/Art Director

Lauren Molenda, Account Manager

Jenna Hutzler, Production Manager

**Club: AAF Buffalo**

*Category: Collateral - Brand Elements*

**Award: SILVER ADDY AWARD**

**Mower**

Client Company Name: Mower

Title: Whodunnit? Award Show

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Writer

Amanda Widzinski, Senior Art Director

Chelsea Carney, Art Director

Kit Kuebler, Copywriter

Miranda Eckel, Project Supervisor

Lindsay Thomas, Project Manager

Luke Copping, Photography

Cassandra Lyons, Hair and Makeup

Josselyn Scott, Hair and Makeup

Maggie Gates, Stylist

**Club: AAF Buffalo**

*Category: Collateral - Direct Marketing & Specialty Advertising (printed or digital)*

**Award: SILVER ADDY AWARD**

**FARM, Lancaster, New York**

Client Company Name: FARM

Title: Paper Flower Box

Credits:

Matt Cascarino, Chief Creative Officer/Copywriter

Mike LaDuca, Creative Director/Origamist

Justin Duffett, Woodworking

**Club: AAF Buffalo**

*Category: Film, Video & Sound - Advertising Industry Self-Promotion Film, Video & Sound*

**Award: SILVER ADDY AWARD**

**Mower**

Client Company Name: Mower

Title: Whodunnit? Award Show

Credits:

Mike Baron, SVP, Group Creative Director

Jeff Hopper, Creative Director/Art

Kearney Erhard, Creative Supervisor/Writer

Amanda Widzinski, Senior Art Director

Chelsea Carney, Art Director

Kit Kuebler, Copywriter

Miranda Eckel, Project Supervisor

Lindsay Thomas, Project Manager

Luke Copping, Photography

Cassandra Lyons, Hair and Makeup

Josselyn Scott, Hair and Makeup

Maggie Gates, Stylist

**Club: AAF Buffalo**

*Category: Film, Video & Sound - Advertising Industry Self-Promotion Film, Video & Sound*

**Award: SILVER ADDY AWARD**

**FARM, Paris**

Client Company Name: ICOM

Title: ICOM Holiday Video

Credits:

Matt Cascarino, Chief Creative Officer/Copywriter

Mike LaDuca, Creative Director

Austin Hill, Editor

Brady McFadden, Senior Vice President, Client Services

Sarah Zulawski, Project Coordinator

Kathleen O'Neill, Marketing Director

Jillian Cascarino, Vice President, Audience Engagement

Katie Steckstor, Graphic Designer

**Club: AAF Buffalo**

*Category: Film, Video & Sound - Advertising Industry Self-Promotion Film, Video & Sound*

**Award: SILVER ADDY AWARD**

**FARM, Lancaster, New York**

Client Company Name: FARM

Title: FARM Fresh Perspective Video

Credits:

Matt Cascarino, Chief Creative Officer/Copywriter

Mike LaDuca, Creative Director

Austin Hill, Editor

Brady McFadden, Senior Vice President, Client Services

Christina Ferguson, Project Management

Kyle Toth, Director of Photography

Mike Thompson, Assistant Camera

Ben Jura, Buffalo Camera , Equipment and Grip

Kelsey Jean, Makeup Artist

Bear, himself

**Club: AAF Buffalo**

AMERICAN  
ADVERTISING  
AWARDS

*Category: Sales Promotion - Packaging - Single Unit*

**Award: Special Judges Award ADDY Award**

**Limbic Studio, Buffalo, NY**

Client Company Name: Buffalo Distilling Company

Title: Buffalo Distilling OFC Vodka

Credits:

Casey Kelly Pérez, Brand Designer

Frank Weber, Andy Wegrzyn, Eric Kempisty, Co-founders, Buffalo  
Distilling Company

**Club: AAF Buffalo**

## **2022-23 DISTRICT 2 BUFFALO STUDENT WINNERS**

*Category: Sales Promotion - Product or Service Sales Promotion - Packaging*

**Kelsey Sikora, Depew, New York**

**Award: Silver ADDY Award**

Educational Institution: Villa Maria College

Title: Buffalo Monopoly

**Club: AAF Buffalo**

**AAF DC**

*Category: Social Media - Social Media - Campaign*

**Award: SILVER ADDY AWARD**

**Northrop Grumman, Falls Church, Virginia**

Client Company Name: Northrop Grumman

Title: Overheard at Northrop Grumman

Credits:

Lucy Ryan, Corporate VP & Chief Communications Officer, Northrop Grumman

Pete Haney, Vice President, Brand Experience, Northrop Grumman

Jan Blanton, Director, Advertising and Owned Channels, Northrop Grumman

Laila Neufville, Manager, Advertising, Northrop Grumman

A'Darien Johnson, Enterprise Advertising Lead, Northrop Grumman

Sarah Tagg, Enterprise TA Advertising Lead, Northrop Grumman

Craig Cimmino, Executive Creative Director, Dentsu Creative

Casey Aitken, Group Creative Director, Dentsu Creative

Jon Igielnik, Associate Creative Director, Dentsu Creative

Jennifer Oviedo, Associate Creative Director, Dentsu Creative

Alfie Ramirez, Copywriter, Dentsu Creative

Jeff Goodnow, Executive Producer, Dentsu Creative

**Club: AAF DC**

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

**Award: SILVER ADDY AWARD**

**DESIGN ARMY**

Client Company Name: CityCenterDC

Title: CELEBRATING YOU

Credits:

Timothy R. Lowery, General Manager CityCenteDC

Pum Lefebure, Chief Creative Officer

Dean Alexander, Director

Heloise Condroyer, Creative Director

Jake Lefebure, Project Manager

Mark Welsh, Copywriter

David Grossbach, Editor

Simon Lister, Sound Design

Christine de Lassus, Wardrobe Stylist

Ben Jones, Hair

Ai Yokomizo, Makeup

**Club: AAF DC**

*Category: Visual - Still Photography - Black & White/Color/ Digitally Enhanced—Campaign*

**Award: GOLD ADDY AWARD**

**Cade Martin Photography**

Client Company Name: International Spy Museum

Title: International Spy Museum

Credits:

Maggie Winters Gaudaen, Creative Director

Zach Goodwin, Creative director

**Club: AAF DC**

## **AAF GREATER FREDERICK**

*Category: Integrated Campaigns Identity Campaign - Local or Regional/National*

**Award: GOLD ADDY AWARD**

**Octavo Designs**

Client Company Name: Think-N-Thin Brewing Co.

Title: Thick-N-Thin Brewing Co. Branding

Credits:

Sue Hough, Creative Director

Katie Lamb, Designer

Cory McNamee, Designer

Seth Glass, Web Developer

DB Cooper, Copywriter

**Club: AAF Greater Frederick**

*Category: Collateral 1 - Direct Marketing & Specialty Advertising (printed or digital)*

**Award: GOLD ADDY AWARD**

**Octavo Designs**

Client Company Name: Octavo Designs

Title: 8VO Designs Holidayum Holiday Card

Credits:

Sue Hough, Creative Director

Katie Lamb, Designer

DB Cooper, Copywriter

**Club: AAF Greater Frederick**



## AAF GREATER LEHIGH VALLEY STUDENT WINNERS

*Category: Social Media - Campaign*

**Quoc Doan, Bethlehem, Pa**

**Award: Silver ADDY Award**

Educational Institution: Northampton Community College

Title: Adidas Social Media

Credits:

Jason Zulli, Associate Professor of Art

**Club: AAF Greater Lehigh Valley**

*Category: Integrated Campaigns - Integrated Brand Identity Campaign - Single*

**Lila Shokr, Northampton, PA**

**Award: Silver ADDY Award**

Educational Institution: Moravian University

Title: Elote Pipcorn

Credits:

Lila Shokr, Designer

Ariana, Vargas

**Club: AAF Greater Lehigh Valley**

## AAF GREATER ROCHESTER

*Category: Product or Service Sales Promotion - Sales Kit or Product Information Sheets*

**Award: SILVER ADDY AWARD**

**Partners and Napier**

Client Company Name: Constellation Brands, Inc.

Title: To Kalon Vineyard 2022 Release Kit

Credits:

Jeana Gennuso, Art Director

Meg Dollinger, Creative Supervisor

Katy Collar, Creative Director

Kalie Johnson, Creative Supervisor, Copywriting:

Mike LaTona, Project Management

Sarah Antao, Proofreading

Kay Horton, Proofreading

Ry-Gan Printing, Printer

Rob Kottkamp, Chief Creative Officer

**Club: AAF Greater Rochester**

*Category: Sales Promotion - Packaging - Single Unit*

**Award: GOLD ADDY AWARD**

**Partners and Napier**

Client Company Name: Constellation Brands, Inc.

Title: High West Prisoner's Share Package

Credits:

Casey Brett, Creative Manager

Nate Phelps, Associate Creative Director

Jen Rampe, Creative Director

Rachel Pinney, Creative Manager

Ari Palmer, Associate Art Director

Justin Lahue, Senior Copywriter

Mike LaTona, Project Management

Erin Dwyer, Proofreading

Kay Horton, Proofreading

Rob Kottkamp, Chief Creative Officer

**Club: AAF Greater Rochester**

*Category: Collateral Material - Printed Annual Report*

**Award: GOLD ADDY AWARD**

**Brandtatorship/Myers Creative Imaging**

Client Company Name: Seneca Waterways Council, Scouts BSA

Title: A Look Inside - Annual Report

Credits:

Joseph Mayernik, Creative Director

John Myers, Photographer

Heather Roman, Production Manager

Lauren Wilson, Account Director

Stephanie Adams, Proofreader

Brian Rapp, Writer

Dan Myers, Retouching

Kodak, Printer

**Club: AAF Greater Rochester**

*Category: Collateral Material - Special Event Material - Card, Invitation, Announcement - Single Unit*

**Award: Gold ADDY**

**Dixon Schwabl + Company, Rochester, NY**

Client Company Name: Monroe Community College Foundation

Title: MCCF Gold Star Gala Invitations

Credits:

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Jewel Mastrodonato, Senior Art Director

Nick Guadagnino, Copywriter

Stephanie Miller, Prepress Supervisor

Bob Charboneau, Director of Production & Resourcing

Jen Moritz, Senior Editor

Amanda Maxim, Account Director

Mel Brand, Account Supervisor

Canfield & Tack, Printer

Photo credit: Rich Brainerd, Rich Brainerd Studios

**Club: AAF Greater Rochester**

*Category: Integrated Campaigns - Consumer Campaign-Local*

**Award: GOLD ADDY AWARD**

**Myers Creative Imaging / Brandtatorship, Rochester, NY**

Client Company Name: Boy Scouts of America Seneca Waterways Council

Title: A Look Inside - Full Campaign

Credits:

John Myers, Photographer

Joseph Mayernik, Creative Director

Heather Roman, Production Manager

Lauren Wilson, Account Director

Stephanie Adams, Proofreader

Brian Rapp, Writer

Dan Myers, Retouching

Kodak, Printer

**Club: AAF Greater Rochester**

*Category: Visual - Illustration - Single*

**Award: SILVER ADDY AWARD**

**Brandtatorship**

Client Company Name: Hero Collage LLC

Title: War of the Gods

Credits:

Joseph Mayernik, Creative Director - Illustrator

Lauren Wilson, Account Director

Stephanie Adams, Proofreader

**Club: AAF Greater Rochester**

*Category: Visual - Art Direction - Art Direction—Single*

**Award: GOLD ADDY AWARD**

**Dixon Schwabl + Company, Rochester, NY**

Client Company Name: Monroe Community College Foundation

Title: MCCF Gold Star Gala Invitations

Credits:

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Jewel Mastrodonato, Senior Art Director

Nick Guadagnino, Copywriter

Stephanie Miller, Prepress Supervisor

Bob Charboneau, Director of Production & Resourcing

Jen Moritz, Senior Editor

Amanda Maxim, Account Director

Mel Brand, Account Supervisor

Canfield & Tack, Printer

Photo credit: Rich Brainerd, Rich Brainerd Studios

**Club: AAF Greater Rochester**

*Category: Digital Creative Technology - Innovative Use of Interactive / Technology*

**Award: SILVER ADDY AWARD**

**Optic Sky Productions**

Client Company Name: The Children's Museum of Indianapolis

Title: TCM Interactive Fish Wall

Credits:

Cam Czadzeck, Project Manager

Tim Stringer, Unreal Engine Developer, Case Study Voice Actor

Emily Haldeman, Unreal Engine Developer

Ryan Meadows, Sound Design

Corey Scibilia, Case Study Video Editor

Sarah Casale, Case Study Voice Actor

Ben Zingo, Case Study Animation

**Club: AAF Greater Rochester**

*Category: Online/Interactive Self-Promotion - Advertising Industry Self-Promotion  
Online/Interactive/ Virtual Reality*

**Award: GOLD ADDY AWARD**

**Dixon Schwabl + Company, Victor, NY**

Client Company Name: Dixon Schwabl + Company

Title: DS+CO Brand Campaign - Social Media

Credits:

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Chrissy Ortiz, Associate Creative Director

Jewel Mastrodonato, Art Director

Amanda Hays, Art Director

Nick Guadagnino, Copywriter

Amber Webb, Project Manager

Amanda Satterwhite, Project Manager

Julie Jones, Senior Mechanical Artist

Bob Charboneau, Director of Production & Resourcing

Jen Moritz, Senior Editor

Julia Lowe, Proofreader

**Club: AAF Greater Rochester**

AMERICAN  
ADVERTISING  
AWARDS

*Category: Collateral Material - Special Event Material - Card, Invitation,  
Announcement - Single Unit*

**Award: Best of Show ADDY Award**

**Dixon Schwabl + Company, Rochester, NY**

Client Company Name: Monroe Community College Foundation

Title: MCCF Gold Star Gala Invitations

Credits:

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Jewel Mastrodonato, Senior Art Director

Nick Guadagnino, Copywriter

Stephanie Miller, Prepress Supervisor

Bob Charboneau, Director of Production & Resourcing

Jen Moritz, Senior Editor

Amanda Maxim, Account Director

Mel Brand, Account Supervisor

Canfield & Tack, Printer

Photo credit: Rich Brainerd, Rich Brainerd Studios

**Club: AAF Greater Rocheste**

**AAF Greater Rochester Student Winners**

*Category: Collateral Material - Publication Design - Cover*

**Blue Classics, Rochester, New York**

**Award: Silver ADDY Award**

Educational Institution: Nazareth College

Title: Blue Classics

Credits:

Vega Tapia, Illustrator

**Club: AAF Greater Rochester**

*Category: Magazine Advertising - Campaign*

**Ryan Garret Conner, Bear, DE**

**Award: Gold ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Once Is Enough

Credits:

Ryan Garret Conner, Art Director

**Club: AAF Greater Rochester**

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

**Nico Aramboles & Jack Lyons, Philadelphia, PA**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: The Trevor Project, Death Sentence

Credits:

Nico Aramboles, Art Director

Jack Lyons, Copywriter

**Club: AAF Greater Rochester**

*Category: Ambient Media - Guerilla Marketing, Installations and Events - Campaign*

**Yuri Suh & Olivia Kienzle, Paramus, New Jersey**

**Award: Gold ADDY**

Educational Institution: Syracuse University Newhouse

Title: The Cycle Project

Credits:

Yuri Suh, Art Director

Olivia Kienzle, Copywriter

**Club: AAF Greater Rochester**

*Category: Apps - App (Mobile or Web-Based)*

**Linxin Wan & Margaret Jane Mallon, Syracuse, NY**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Mean Well

Credits:

Linxin Wan, Art Director

Margaret Jane Mallon, Copywriter

**Club: AAF Greater Rochester**

*Category: Apps - App (Mobile or Web-Based)*

**Jack Lyons, Victoria Lin, & Nico Aramboles, Philadelphia, PA**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Google, First Gen

Credits:

Nico Aramboles, Art Director

Victoria Lin, Art Director

Jack Lyons, Copywriter

**Club: AAF Greater Rochester**

*Category: Integrated Campaigns - Consumer Campaign*

**Matthew Powers & Jasmine Chin, Needham, MA**

**Award: Gold ADDY Award**

Educational Institution: Syracuse University, The Newhouse School

Title: Signlingo

Credits:

Matthew Powers, Art Director

Jasmine Chin, Copywriter

**Club: AAF Greater Rochester**

*Category: Integrated Advertising Campaign - Consumer Campaign*

**Allison Scherger, Covington Twp, PA**

**Award: Silver ADDY Award**

Educational Institution: Newhouse School of Public Communications

Title: Eat This Show

Credits:

Allison Scherger, Art Director

Ashley Wachtfogel, Copywriter

**Club: AAF Greater Rochester**

*Category: Copywriting*

**Avery Schildhaus, Woodbury, New York**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Don't Stress About Stress

Credits:

Avery Schildhaus, Copywriter

**Club: AAF Greater Rochester**

*Category: - Art Direction - Campaign*

**Nico Aramboles & Jack Lyons, Philadelphia, PA**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: The Trevor Project, Death Sentence

Credits:

Nico Aramboles, Art Director

Jack Lyons, Copywriter

**Club: AAF Greater Rochester**

*Category: Art Direction - Campaign*

**Dianna Higaki, San Mateo, CA**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Inner Hunter

Credits:

Dianna Higaki, Art Director, Copywriter

**Club: AAF Greater Rochester**

*Category: Art Direction - Campaign*

**Ryan Garret Conner, Bear, DE**

**Award: Silver ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: Once Is Enough

Credits:

Ryan Garret Conner, Art Director

**Club: AAF Greater Rochester**



*Category: Ambient Media - Guerilla Marketing, Installations and Events - Campaign*  
**Yuri Suh & Olivia Kienzle, Paramus, New Jersey**

**Award: Student Best of Show ADDY Award**

Educational Institution: Syracuse University Newhouse

Title: The Cycle Project

Credits:

Yuri Suh, Art Director

Olivia Kienzle, Copywriter

**Club: AAF Greater Rochester**

## **AAF NEW YORK CITY METRO**

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

**Award: SILVER ADDY AWARD**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: I'm Also A Doctor - Ocean

Credits:

Vanessa Hudson, Director

Robby Hickerson, Creative Director

Soren Nielsen, Director of Photography

Alex Ramsey, Nina Thomas, Katie Colosimo, Editors

Aaron Zake, Jeeni Loo, Assitant Editors

Crys Lewis-Gannon, Chelsea Kaiser, Post Producers

Tessa Travis, Producer

Katie Quinlisk, Production Manager

Mo Shane, Zach Tidmore, ACs

Barbara Michelson, Agency Producer

Turner Curran, Nick Bozzio, Marc Hammouth, Kristen Olmo, Matt Wefel, Sounds  
Mixers

Michael Shapiro, Assistant Producer

**Club: AAF New York City Metro**

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

**Award: SILVER ADDY AWARD**

**Forager Collective, Mountain View, CA**

Client Company Name: Google

Title: Google: Own It

**Credits:**

Kat Yi, Editor

Jacob McKee, Colorist

Ali Webb, Executive Producer

Denisse Jimenez, Producer

**Club: AAF New York City Metro**

*Category: Online Film, Video, And Sound - Webisode(s) - Series*

**Award: SILVER ADDY AWARD**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: I'm Also A Doctor - Series

**Credits:**

Vanessa Hudson, Director

Robby Hickerson, Creative Director

Soren Nielsen, Director of Photography

Alex Ramsey, Nina Thomas, Katie Colosimo, Editors

Aaron Zake, Jeeni Loo, Assitant Editors

Crys Lewis-Gannon, Chelsea Kaiser, Post Producers

Tessa Travis, Producer

Katie Quinlisk, Production Manager

Mo Shane, Zach Tidmore, ACs

Barbara Michelson, Agency Producer

Turner Curran, Nick Bozzio, Marc Hammouth, Kristen Olmo, Matt Wefel, Sounds

Mixers

Michael Shapiro, Assistant Producer

**Club: AAF New York City Metro**

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

**Award: SILVER ADDY AWARD**

**Forager Collective, Seattle, WA**

Client Company Name: Amazon

Title: The Weeknd x The Dawn FM Experience

Credits:

Jacob McKee, Colorist

Christian Stropko, Sound Design

Maria Webb, Producer

**Club: AAF New York City Metro**

*Category: Branded Content & Entertainment Campaign*

**Award: SILVER ADDY AWARD**

**DeVito/Verdi**

Client Company Name: Laurel Road

Title: I'm Also A Doctor - Series

Credits:

Vanessa Hudson, Director

Robby Hickerson, Creative Director

Soren Nielsen, Director of Photography

Alex Ramsey, Nina Thomas, Katie Colosimo, Editors

Aaron Zake, Jeeni Loo, Assitant Editors

Crys Lewis-Gannon, Chelsea Kaiser, Post Producers

Tessa Travis, Producer

Katie Quinlisk, Production Manager

Mo Shane, Zach Tidmore, ACs

Barbara Michelson, Agency Producer

Turner Curran, Nick Bozzio, Marc Hammouth, Kristen Olmo, Matt Wefel, Sounds Mixers

Michael Shapiro, Assistant Producer

**Club: AAF New York City Metro**

*Category: Integrated Campaigns - Local or Regional/National*

**Award: GOLD ADDY AWARD**

**Mrs&Mr, Avery Island, LA**

Client Company Name: TABASCO® Brand  
Title: TABASCO® Hot, New Brand Identity

**Credits:**

Kate Wadia, Chief Creative Officer  
Daniel Wadia, Chief Strategy Officer  
David Zoppi, Art Director  
Arian Franz, Designer  
Austin Welch, Designer  
Maya Kincaid, Strategy Director  
Alex Lau, Photographer  
Katie Olsen , Print Producer

**Club: AAF New York City Metro**

*Category: Film & Video - Cinematography - Campaign*

**Award: GOLD ADDY AWARD**

**DeVito/Verdi**

Client Company Name: Laurel Road  
Title: I'm Also A Doctor - Series

**Credits:**

Vanessa Hudson, Director  
Robby Hickerson, Creative Director  
Soren Nielsen, Director of Photography  
Alex Ramsey, Nina Thomas, Katie Colosimo, Editors  
Aaron Zake, Jeeni Loo, Assitant Editors  
Crys Lewis-Gannon, Chelsea Kaiser, Post Producers  
Tessa Travis, Producer  
Katie Quinlisk, Production Manager  
Mo Shane, Zach Tidmore, ACs  
Barbara Michelson, Agency Producer  
Turner Curran, Nick Bozzio, Marc Hammouth, Kristen Olmo, Matt Wefel, Sounds  
Mixers  
Michael Shapiro, Assistant Producer

**Club: AAF New York City Metro**

**AAF NEW YORK CITY METRO STUDENT WINNERS**

*Category: Apps - App (Mobile or Web-Based)*

**Carbon DownMode, Fort Lee, New Jersey**

**Award: Silver ADDY Award**

Educational Institution: Openlearn Academy

Title: Carbon DownMode

**Credits:**

Hannah Choi, Student Team

Geon Kim, Student Team

Yunseo Bae, Student Team

Heechang Lee, Student Team

Dongyoon Lee, Student Team

**Club: AAF New York City Metro**

*Category: Integrated Brand Identity Campaign - Campaign*

**Home of Air Jordan, Leonia, NJ**

**Award: Silver ADDY Award**

Educational Institution: Openlearn Academy

Title: Home of Air Jordan

**Credits:**

Jueun Lee, Creative Director

Heechang Lee, Art Director

Wooduck Ki, Art Director

Changjin Song, Copywriter

**Club: AAF New York City Metro**

**AAF PHILADELPHIA METRO**

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

**Award: SILVER ADDY AWARD**

**Think Traffic, Philadelphia, PA**

Client Company Name: Anvil Stucco Remediation & Restoration

Title: Anvil Hazmat TV

**Club: AAF Philadelphia Metro**

*Category: Television Advertising - Regional/National - Campaign*

**Award: SILVER ADDY AWARD**

**FreshFly, Myrtle Beach, South Carolina**

Client Company Name: Visit Myrtle Beach  
Title: Beach With the Best

Credits:

Vincent Lin, Director  
Tom Farrell, Executive Producer  
Chayne Gregg, Executive Producer  
Adam Zimmer, Producer  
Matt Damato, Executive Producer  
Phil Bradshaw, Director of Photography  
Nick Horton, Production Designer  
Meg Sarachan, Editor  
Geoff Strasser, Senior Mixer & Sound Designer, Mr. Bronx  
Hanna Choi , Executive Producer, Mr. Bronx  
Jenny Montgomery , Colorist, Company 3  
Nick Krasnic , Producer, Company 3

**Club: AAF Philadelphia Metro**

## **AAF PITTSBURGH**

*Category: Collateral Material - Printed Annual Report*

**Award: SILVER ADDY AWARD**

**Highmark Health - Tonic**

Client Company Name: Highmark Health  
Title: Marketing and Experience Annual

Credits:

Megan Flanagan, Lead Copywriter  
Ben Korman, Senior Copywriter  
Erin Foster, Senior Creative Designer  
Courtney Hutchison, Senior Creative Designer  
Blake Pawelec, Creative Designer  
Chenoa Gregory, Production Artist  
Bryan Froud, Production Designer  
Jennifer Luhmann, Senior Creative Project Manager  
Kaylee Ritchie, Copy Editor  
Alice Benninger, Creative Training and Technology Manager

**Club: AAF Pittsburgh**

*Category: Ambient Media - Guerrilla Marketing*

**Award: SILVER ADDY AWARD**

**GH Advertising**

Client Company Name: GASP

Title: GASP

Credits:

Corinne Stenander, ACD/Art Director

Vince Robleto, ACD/Copywriter

Mike Giunta, CCO

Dave Bernhardt, Retoucher

**Club: AAF Pittsburgh**

*Category: Ambient Media - Installations > 016B - Multiple Installations*

**Award: SILVER ADDY AWARD**

**AlphaGraphics in the Cultural District**

Client Company Name: Sheetz

Title: Sheetz Bakery Square Office Signage

Credits:

Jason Doring, Art Director, Designer

Keith Erickson, Account Executive

Matt Miller, Senior Graphic Designer

In Collaboration with the Sheetz Brand Team,

**Club: AAF Pittsburgh**

*Category: Ambient Media - Installations - Multiple Installations*

**Award: SILVER ADDY AWARD**

**MarketSpace Agency**

Client Company Name: Make-A-Wish Greater Pennsylvania and West Virginia

Title: Make-A-Wish Office Walls

Credits:

John Miller, Creative Director / Art Director

Trish Parkhill, President & CEO / Writer

Maureen Rooney, Director of Account Services

**Club: AAF Pittsburgh**

*Category: Ambient Media - Installations - Multiple Installations*

**Award: SILVER ADDY AWARD**

**Deeplocal**

Client Company Name: Doodles  
Title: Doodles Genesis Factory at NFT.NYC

Credits:

Doodles, Client  
Shopify, Partner  
Deeplocal, Creative Technology & Experience Design

**Club: AAF Pittsburgh**

*Category: Ambient Media - Installations - Multiple Installations*

**Award: SILVER ADDY AWARD**

**Deeplocal, Menlo Park, CA**

Client Company Name: Meta  
Title: Meta Quest Extraordinary Windows

Credits:

Meta, Client  
Deeplocal, Creative Technology & Experience Design

**Club: AAF Pittsburgh**

*Category: Branded Content & Entertainment Campaign*

**Award: GOLD ADDY AWARD**

**PMI Digital, Pittsburgh, PA**

Client Company Name: PPG Industries  
Title: PPG Color of the Year

Credits:

Damien D'Amico, Creative Director  
Julia Hannan, Executive Producer  
Kevin Stiller, Director of Photography  
Colleen O'Neil, Production Coordinator  
Shawn Jackson, Sound Design/Mix  
Nancy Richert, Production Manager  
Christopher Evans, Account Manager  
Alicia Cafardi, PPG Associate Director  
Vanessa L. Peterson, PPG Global Color Styling Lead  
Genna Niemiec, PPG Senior Communications Representative

**Club: AAF Pittsburgh**

*Category: Music Videos - Music Video*

**Award: SILVER ADDY AWARD**

**Wall-to-Wall Studios**



Client Company Name: A-F Records  
Title: Blind Adam "There Was A Ballgame"

Credits:

Doug Dean, Creative Director, Designer  
Brandon Ilic, Indecline, Motion Designer

**Club: AAF Pittsburgh**

*Category: Visual - Still Photography - Black & White/Color/Digitally  
Enhanced—Campaign*

**Award: GOLD ADDY AWARD**

**Highmark Health - Tonic**

Client Company Name: AHN  
Title: AHN EMS Photography

Credits:

Sean Slebrich, Photographer

**Club: AAF Pittsburgh**

*Category: Visual - Art Direction - Art Direction—Single*

**Award: SILVER ADDY AWARD**

**Highmark Health - Tonic,**

Client Company Name: AHN  
Title: Stroke Month Print Ad

Credits:

Tyler Bergholz, Associate Creative Director  
Emily DeAndrea, Art Director  
Geoff Allerton, Senior Copywriter  
Ben Korman, Senior Copywriter  
Anastasia Farmerie, Agency Producer  
Jackie Bartlett, Senior Creative Activation Manager  
Morgan Rupert, Lead Marketing Strategist  
Kaylee Ritchie, Copy Editor  
Kristin McNally, Creative Project Manager

**Club: AAF Pittsburgh**

*Category: Visual - Art Direction - Art Direction—Campaign*

**Award: SILVER ADDY AWARD**

**GH Advertising**

Client Company Name: GH Advertising  
Title: Bottle Art

Credits:

Scott Westgate, ACD/Art Director  
Larry Hruska, CD/Art Director  
Joe Bukovac, CD/Art Director  
Chris Spain, Sr. Art Director  
Corinne Stenander, ACD/Art Director  
Derek Julin, CD/Art Director  
Vince Robleto, ACD/Copywriter  
Mike Giunta, CCO/Copywriter

**Club: AAF Pittsburgh**

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

**Award: GOLD ADDY AWARD**

**GH Advertising**

Client Company Name: The National Catholic Center for Holocaust Education  
Title: Animals

Credits:

Derek Julin, CD/Art Director  
Tia Kalas, CD  
Mike Giunta, CCO/Copywriter  
Dave Berhardt, Retoucher

**Club: AAF Pittsburgh**

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

**Award: GOLD ADDY AWARD**

**GH Advertising**

Client Company Name: The National Catholic Center for Holocaust Education  
Title: Others

Credits:

Derek Julin, CD/Art Director  
Tia Kalas, CD  
Mike Giunta, CCO/Copywriter  
Dave Berhardt, Retoucher

**Club: AAF Pittsburgh**

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

**Award: SILVER ADDY AWARD**

**GH Advertising**

Client Company Name: The National Catholic Center for Holocaust Education  
Title: Them

**Credits:**

Derek Julin, CD/Art Director  
Tia Kalas, CD  
Mike Giunta, CCO/Copywriter  
Dave Berhardt, Retoucher

**Club: AAF Pittsburgh**

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

**Award: SILVER ADDY AWARD**

**GH Advertising**

Client Company Name: The National Catholic Center for Holocaust Education  
Title: Holocaust

**Credits:**

Derek Julin, CD/Art Director  
Tia Kalas, CD  
Mike Giunta, CCO/Copywriter  
Dave Berhardt, Retoucher

**Club: AAF Pittsburgh**

*Category: Film, Video & Sound - Integrated Media Public Service Campaign*

**Award: GOLD ADDY AWARD**

**Red House Communications, Harrisburg, PA**

Client Company Name: Commonwealth of Pennsylvania  
Title: PA Fights Dirty

**Credits:**

Matt Blint, President, Director of Strategy  
Marla Solnik, Creative Director  
Justin Clawson, Associate Creative Director  
Alicia Fasciano, Art Director  
Lindsay Grystar, Associate Director of Creative Production  
Sharon Walsh, Copywriter  
Tom Cwenar, Photographer  
Tom Karcher, Retoucher  
UnPOP, Stop Motion Animator  
Big Science, Music and Sound Design

**Club: AAF Pittsburgh**

*Category: Film, Video & Sound - Integrated Media Public Service Campaign*

**Award: SILVER ADDY AWARD**

**Red House Communications, Harrisburg, PA**

Client Company Name: Pennsylvania Department of Community and Economic Development

Title: Vax. Mask. Test.

**Credits:**

Matt Blint, President, Director of Strategy

Marla Solnik, Creative Director

Jorge Puron, Associate Creative Director

Justin Clawson, Associate Creative Director

Braxton Schreyer, Art Director

Sharon Walsh, Copywriter

Lindsay Grystar, Associate Director of Creative Production

Big Science, Composer

ReMade, Animator

**Club: AAF Pittsburgh**

*Category: Ad Chapter or Marketing Chapter - Ad Chapter or Marketing Chapter*

**Award: SILVER ADDY AWARD**

**NFM+Dymun,**

Client Company Name: American Advertising Federation Pittsburgh

Title: AAF Pgh Hall of Fame Ads

**Credits:**

Jeremie Musyt, Creative Director

Gordon Robertson, Writer

Frank Walsh, Photographer

Jay Obstarczyk, Senior Designer

Adam Cicco, Writer

**Club: AAF Pittsburgh**

## **CAPITAL REGION ADVERTISING FEDERATION**

Category: Visual - Illustration - Series

**Award: GOLD ADDY AWARD**

**Schafer Design Co, Albany, NY**

Client Company Name: Lark St Mercantile

Title: Upstate Typographic Travel Posters

**Credits:**

Jared Schafer, Designer & Illustrator

**Club: Capital Region Advertising Federation**

*Category: Ambient Media - Guerrilla Marketing*

**Award: Silver ADDY**

**Akullian Creative Enterprises, Albany, NY**

Client Company Name: Johnny 2 Phones  
Title: Back on Base @ Yankee Stadium

Credits:

Rich "Ace" Akullian , Creative Director  
Johnny 2 Phones, Artist & Producer  
Hunna G, Artist & Producer

**Club: Capital Region Advertising Federation**

*Category: Online/Interactive Self-Promotion - Online/Interactive/ Virtual Reality*

**Award: SILVER ADDY AWARD**

**Overit, Albany, NY**

Client Company Name: Overit  
Title: NEW Overit Website: overit.com 2022

Credits:

Dan Dinsmore, Founder and Principal  
Lisa Barone, VP of Brand  
Richard Skiermont, Chief Creative Officer  
Susan Merrick, Art Director  
Senior Brand Designer,  
Nic Hansen, Senior Motion Designer  
Luis Ortiz, Senior Web Developer  
Alex Tancredi, Creative Production Manager  
Katie Sorce, Senior Sales and Marketing Coordinator  
Alanna Zipp, Production Manager  
Shana Silverman, Director of Account Services  
Dan O'Leary, Senior SEO Strategist

**Club: Capital Region Advertising Federation**

AMERICAN  
ADVERTISING  
AWARDS

*Category: Ambient Media - Guerrilla Marketing*

**Award: Special Judges Award**

**Akullian Creative Enterprises, Albany, NY**

Client Company Name: Johnny 2 Phones  
Title: Back on Base @ Yankee Stadium

Credits:

Rich "Ace" Akullian , Creative Director  
Johnny 2 Phones, Artist & Producer  
Hunna G, Artist & Producer

**Club: Capital Region Advertising Federation**