

# AMERICAN **ADVERTISING** AWARDS

## 2022-2023 AAF NEW YORK CITY METRO AMERICAN ADVERTISING AWARDS WINNER LISTING

### PRINT ADVERTISING

*Category: Magazine Advertising - Spread, Multiple Page or Insert*

**Silver ADDY Award**

**DeVito/Verdi**

Client Company Name: Foundation for Individual Rights and Expression

Title: FIRE

Credits:

Eric Schutte, Executive Creative Director

Scott Steidl, Art Director

Alex Avsharian, Copywriter/Creative Director

Rodney Pringle, Producer

*Category: Magazine Advertising - Campaign*

**Silver ADDY Award**

**DeVito/Verdi**

Client Company Name: Foundation for Individual Rights and Expression

Title: FIRE

Credits:

Eric Schutte, Executive Creative Director

Vinny Tulley, Creative Director

John DeVito, Copywriter

Scott Steidl, Art Director

Alex Avsharian, Creative Director

Rob Carducci, Copywriter

Mark Terringo, Copywriter

Rodney Pringle, Producer

## ONLINE/INTERACTIVE

*Category: Social Media - Single Execution*

**Silver ADDY Award**

**Elite Media**

Client Company Name: American Family Insurance

Title: AFI Derek Jeter BTS The Captain

Credits:

Christopher Crawford, Chief Creative Officer

Jindai Joseph, Creative Lead

Mohammed Alsadi, Art Director

Steve Centrillo, Engagement Director

Charles Hall, Account Director

Terrie Cammarata, Account Supervisor

JD Williams, Executive Producer

Jackie Crockwell, Project Coordinator

Sherina Smith, Chief Marketing Officer, American Family Insurance

Ryan Anderson, Director of Advertising, American Family Insurance

John Valadez, Marketing Manager, American Family Insurance

Nick Baillies, Marketing Consultant, American Family Insurance

*Category: Social Media - Campaign*

**Silver ADDY Award**

**SpecialGuest**

Client Company Name: TikTok

Title: "GroupHug"

Credits:

Aaron Duffy, Co-Founder, Executive Creative Director

Tazri Afrin Harris, Head of Accounts

Lauren Moroz, Producer

Andrew Geller, Executive Producer

Sarah Sherman, Creative Director, Lead Strategist

Pimm Buddhari, Junior Designer

Sasha Pierre, Project Manager

David Ebert, Creative Director

Danielle Oexmann, Creative Director; Comms Lead

Matt Snetzko, Supervising Producer

Melissa Burns, Post-Producer/Editor

Laine Elliott, Junior Designer

## FILM, VIDEO, & SOUND

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

**Silver ADDY Award**

**Northwell Health**

Client Company Name: Northwell Health

Title: South Shore University Hosp. Radio

Credits:

Joseph Leston, Deputy CMO, Executive Shared Services

Sarah DiBari, Senior Director, Creative Services

*Category: Audio/Radio Advertising – Regional/National - Single Spot :30 or less*

**Silver ADDY Award**

**The BAM Connection**

Client Company Name: Frederick Wildman and sons

Title: Holiday Awful to Holiday Delightful

Credits:

Rob Baiocco, Chief Creative Officer

Manas Paradkar, Senior Copywriter

Dani Simon, Associate Creative Director

Anthony DelleCave, Managing Director

Harrison Meyer, Account Executive

Julian Angel, Sound Mix

*Category: Television Advertising – Local (One DMA) - Single Spot :30 or less*

**Silver ADDY Award**

**Northwell Health**

Client Company Name: Northwell Health

Title: South Shore University Hospital TV

Credits:

Joseph Leston, Deputy CMO, Executive Shared Services

Sarah DiBari, Senior Director, Creative Services

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

**Silver ADDY Award**

**Morgan & Morgan**

Client Company Name: Morgan & Morgan

Title: Metaverse

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

**Silver ADDY Award**

**Elite Media**

Client Company Name: American Family Insurance

Title: AFI: Marching Band TV Commercial

**Credits:**

Christopher Crawford, Chief Creative Officer

Jindai Joseph, Creative Lead

Mohammed Alsadi, Art Director

Steve Centrillo, Engagement Director

Charles Hall, Account Director

Terrie Cammarata, Account Supervisor

JD Williams, Executive Producer

Jackie Crockwell, Project Coordinator

Sherina Smith, Chief Marketing Officer, American Family Insurance

Ryan Anderson, Director of Advertising, American Family Insurance

John Valadez, Marketing Manager, American Family Insurance

Nick Baillies, Marketing Consultant, American Family Insurance

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

**Silver ADDY Award**

**Elite Media**

Client Company Name: American Family Insurance

Title: AFI Champions TV Commercial

**Credits:**

Christopher Crawford, Chief Creative Officer

Jindai Joseph, Creative Lead

Mohammed Alsadi, Art Director

Steve Centrillo, Engagement Director

Charles Hall, Account Director

Terrie Cammarata, Account Supervisor

JD Williams, Executive Producer

Jackie Crockwell, Project Coordinator

Sherina Smith, Chief Marketing Officer, American Family Insurance

Ryan Anderson, Director of Advertising, American Family Insurance

John Valadez, Marketing Manager, American Family Insurance

Nick Baillies, Marketing Consultant, American Family Insurance

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

**Silver ADDY Award**

**Prophecy**

Client Company Name: Intercontinental Exchange

Title: ICE Advertising Campaign + Rebrand

Credits:

Anne Swan, Chief Creative Officer

Jen LaFiura, Head of Brand Strategy

Josh Aiello, Creative Director, Head of Creative Content

Jonathan McElroy, Creative Director

Kerrina Wynter, Head of Project Management

Neil Goklani, Partner, Chief Marketing Officer

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

**Silver ADDY Award**

**Morgan & Morgan**

Client Company Name: Morgan & Morgan

Title: Free

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

**Silver ADDY Award**

**Manto Media**

Client Company Name: Manto Media

Title: Lightwork Lyric Video

Credits:

Arianna "Kala" Brame, Director, Song Producer, Vocals, Drums, Keys  
Arrangement

Marina Antonowicz, Designer/Animator

Kala and the Lost Tribe, Artist

David Frazier Jr., Song Producer, Vocals, Bass, Keys

Vira Byramji, Mixing, and Mastering Engineer

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

**Gold ADDY**

**Forager Collective**

Client Company Name: Google

Title: Google: Own It

Credits:

Kat Yi, Editor

Jacob McKee, Colorist

Ali Webb, Executive Producer

Denisse Jimenez, Producer

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

**Gold 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, Sound Mixers

Michael Shapiro, Assistant Producer

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

**Gold ADDY Award**

**Forager Collective**

Client Company Name: Amazon

Title: The Weeknd x The Dawn FM Experience

**Credits:**

Jacob McKee, Colorist

Christian Stropko, Sound Design

Maria Webb, Producer

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

**Gold ADDY**

**Forager Collective**

Client Company Name: Meta

Title: Meta x Horizon Worlds

**Credits:**

Kat Yi, Editor

Caitlin Carr, Editor

Brett Price, Colorist

Bobb Barito, Sound Mixer

Denisse Jimenez, Producer

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

**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

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

**Gold ADDY Award**

**Salesforce**

Client Company Name: Salesforce

Title: The Shift: OneUnited Bank

**Credits:**

Sarah Franklin, President & Chief Marketing Officer, Salesforce

Colin Fleming, EVP, Global Brand Marketing, Salesforce

Matthew Jaffe, Executive Producer, Salesforce

Emily Stanitz, Executive Producer, Salesforce

Erin Hughes, Project Manager, Salesforce

Josh Feldman, Chief Marketing Officer, NBCUniversal, Advertising & Partnerships

Mike Rucker, VP, Creative Director, NBC News Brand Studio

Jonah Weintraub, VP & Executive Producer, Creative Partnerships, NBCUniversal

Shawn Efran, Executive Producer, Efran Films

Anthony Lappé, Executive Producer, Efran Films

Jordan Mallari, Executive Producer, Efran Films

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

**Silver ADDY Award**

**Salesforce**

Client Company Name: Salesforce

Title: The Shift: Metallica

**Credits:**

Sarah Franklin, President & Chief Marketing Officer, Salesforce

Colin Fleming, EVP, Global Brand Marketing, Salesforce

Matthew Jaffe, Executive Producer, Salesforce

Emily Stanitz, Executive Producer, Salesforce

Erin Hughes, Project Manager, Salesforce

Josh Feldman, Chief Marketing Officer, NBCUniversal, Advertising & Partnerships

Mike Rucker, VP, Creative Director, NBC News Brand Studio

Jonah Weintraub, VP & Executive Producer, Creative Partnerships, NBCUniversal

Shawn Efran, Executive Producer, Efran Films

Anthony Lappé, Executive Producer, Efran Films

Jordan Mallari, Executive Producer, Efran Films

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

**Silver ADDY Award**

**Salesforce**

Client Company Name: Salesforce

Title: The Shift: Formula 1

**Credits:**

Sarah Franklin, President & Chief Marketing Officer, Salesforce

Colin Fleming, EVP, Global Brand Marketing, Salesforce

Matthew Jaffe, Executive Producer, Salesforce

Emily Stanitz, Executive Producer, Salesforce

Erin Hughes, Project Manager, Salesforce

Josh Feldman, Chief Marketing Officer, NBCUniversal, Advertising & Partnerships

Mike Rucker, VP, Creative Director, NBC News Brand Studio

Jonah Weintraub, VP & Executive Producer, Creative Partnerships, NBCUniversal

Shawn Efran, Executive Producer, Efran Films

Anthony Lappé, Executive Producer, Efran Films

Jordan Mallari, Executive Producer, Efran Films



*Category: Branded Content & Entertainment For Television*

**Silver ADDY Award**

**Salesforce**

Client Company Name: Salesforce

Title: The Shift

**Credits:**

Sarah Franklin, President & Chief Marketing Officer, Salesforce

Colin Fleming, EVP, Global Brand Marketing, Salesforce

Matthew Jaffe, Executive Producer, Salesforce

Emily Stanitz, Executive Producer, Salesforce

Erin Hughes, Project Manager, Salesforce

Josh Feldman, Chief Marketing Officer, NBCUniversal, Advertising & Partnerships

Mike Rucker, VP, Creative Director, NBC News Brand Studio

Jonah Weintraub, VP & Executive Producer, Creative Partnerships, NBCUniversal

Shawn Efran, Executive Producer, Efran Films

Anthony Lappé, Executive Producer, Efran Films

Jordan Mallari, Executive Producer, Efran Films

*Category: Branded Content & Entertainment Campaign*

**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

*Category: Branded Content & Entertainment Campaign*

**Silver ADDY Award**

**Newsday**

Client Company Name: Newsday

Title: Faces of Long Island - Season Two

**Credits:**

Royston Wilson, Director of Marketing / Executive Producer

Gregory Heim, Supervising Producer

Rich Forestano, Writer/Producer

Melissa Argueta, Writer/Producer

Nikolai Berger, Cinematographer / Editor

Paul Michael, Audio Mixer

Miguel Cubillos, Video Editor

**CROSS PLATFORM**

*Category: Integrated Advertising Campaigns - B-to-B Campaign-Local*

**Silver ADDY Award**

**SpecialGuest**

Client Company Name: TikTok

Title: "GroupHug"

**Credits:**

Aaron Duffy, Co-Founder, Executive Creative Director

Tazri Afrin Harris, Head of Accounts

Lauren Moroz, Producer

Andrew Geller, Executive Producer

Sarah Sherman, Creative Director, Lead Strategist

Pimm Buddhari, Junior Designer

Sasha Pierre, Project Manager

David Ebert, Creative Director

Danielle Oexmann, Creative Director; Comms Lead

Matt Snetzko, Supervising Producer

Melissa Burns, Post-Producer/Editor

Laine Elliott, Junior Designer

*Category: Integrated Campaigns - B-to-B Campaign-Regional/National*  
**Silver ADDY Award**

**Prophecy**

Client Company Name: Intercontinental Exchange

Title: ICE Advertising Campaign + Rebrand

**Credits:**

Anne Swan, Chief Creative Officer

Jen LaFiura, Head of Brand Strategy

Josh Aiello, Creative Director, Head of Creative Content

Jonathan McElroy, Creative Director

Kerrina Wynter, Head of Project Management

Neil Goklani, Partner, Chief Marketing Officer

*Category: Integrated Campaigns - Consumer Campaign-Local*  
**Silver ADDY Award**

**Northwell Health**

Client Company Name: Northwell Health

Title: South Shore University Hospital

**Credits:**

Joseph Leston, Deputy CMO, Executive Shared Services

Sarah DiBari, Senior Director, Creative Services

*Category: Integrated Campaigns - Local or Regional/National*  
**Silver ADDY Award**

**Mrs&Mr**

Client Company Name: Pair Eyewear

Title: Pair Visual 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

Henry Hargreaves, Photographer

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

**Silver ADDY Award**

**SpecialGuest**

Client Company Name: Meta

Title: Beat Saber Music Packs Campaign

**Credits:**

Aaron Duffy, Co-Founder, Executive Creative Director

Tazri Afrin Harris, Head of Accounts

Lauren Moroz, Producer

Andrew Geller, Executive Producer

Sarah Sherman, Creative Director; Lead Strategist

Pimm Buddhari, Junior Designer

Sasha Pierre, Project Manager

Tony Bartolucci, Creative Director

Ward Kamel, Junior Designer

Danielle Oexmann, Creative Director

Jason Paul, Copywriter

Matt Snetzko, Supervising Producer

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

**Silver ADDY Award**

**Mrs&Mr**

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

## ELEMENTS OF ADVERTISING

*Category: Copywriting*

**Silver ADDY**

**DeVito/Verdi**

Client Company Name: Foundation for Individual Rights and Expression

Title: FIRE

Credits:

Eric Schutte, Executive Creative Director

Vinny Tulley, Creative Director

John DeVito, Copywriter

Scott Steidl, Art Director

Alex Avsharian, Creative Director

Rob Carducci, Copywriter

Mark Terringo, Copywriter

Rodney Pringle, Producer

Mathew Thompson, Art Director

*Category: Film & Video - Cinematography—Single*

**Gold ADDY Award**

**Prophecy**

Client Company Name: Intercontinental Exchange

Title: ICE Advertising Campaign + Rebrand

Credits:

Anne Swan, Chief Creative Officer

Jen LaFiura, Head of Brand Strategy

Josh Aiello, Creative Director, Head of Creative Content

Jonathan McElroy, Creative Director

Kerrina Wynter, Head of Project Management

Neil Goklani, Partner, Chief Marketing Officer

*Category: Film & Video - Cinematography - Campaign*

**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

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

**Silver ADDY Award**

**Elite Media**

Client Company Name: American Family Insurance

Title: AFI Marching Band TV Commercial

**Credits:**

Christopher Crawford, Chief Creative Officer

Jindai Joseph, Creative Lead

Mohammed Alsadi, Art Director

Steve Centrill, Engagement Director

Charles Hall, Account Director

Terrie Cammarata, Account Supervisor

JD Williams, Executive Producer

Jackie Crockwell, Project Coordinator

Sherina Smith, Chief Marketing Officer, American Family Insurance

Ryan Anderson, Director of Advertising, American Family Insurance

John Valadez, Marketing Manager, American Family Insurance

Nick Baillies, Marketing Consultant, American Family Insurance

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

**Silver ADDY Award**

**Elite Media**

Client Company Name: American Family Insurance

Title: AFI Champions TV Commercial

**Credits:**

Christopher Crawford, Chief Creative Officer

Jindai Joseph, Creative Lead

Mohammed Alsadi, Art Director

Steve Centrillo, Engagement Director

Charles Hall, Account Director

Terrie Cammarata, Account Supervisor

JD Williams, Executive Producer

Jackie Crockwell, Project Coordinator

Sherina Smith, Chief Marketing Officer, American Family Insurance

Ryan Anderson, Director of Advertising, American Family Insurance

John Valadez, Marketing Manager, American Family Insurance

Nick Baillies, Marketing Consultant, American Family Insurance

*Category: Film & Video6 - Video Editing*

**Gold ADDY Award**

**Prophecy**

Client Company Name: Intercontinental Exchange

Title: ICE Advertising Campaign + Rebrand

**Credits:**

Anne Swan, Chief Creative Officer

Jen LaFiura, Head of Brand Strategy

Josh Aiello, Creative Director, Head of Creative Content

Jonathan McElroy, Creative Director

Kerrina Wynter, Head of Project Management

Neil Goklani, Partner, Chief Marketing Officer

## **PUBLIC SERVICE**

*Category: Sales & Marketing - Public Service Marketing & Specialty Advertising - Campaign*

### **Silver ADDY Award**

#### **Newsday**

Client Company Name: Newsday Charities

Title: Newsday Charities: Kids Campaign

#### Credits:

Royston Wilson, Director of Marketing

Dale Cole, Community Affairs Project Manager

Melissa Argueta, Writer/ Project Manager

Gregory Heim, Writer/ Producer

Valerie Hnatik, Art Director / Graphic Designer

Tom Manganello, Senior Designer

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

### **Silver ADDY Award**

#### **Theory Films**

Client Company Name: Food and Water Watch

Title: Bad Water

#### Credits:

Joel Dunn, Copywriter

Joel Dunn, Director

Joel Dunn, Producer

Ryan Lakestream, Producer

Matthew Novak, Cinematographer

Matthew Novak, Producer

Sebastian Kauderer, Original Music

Taylor Kenny, Visual Effects



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

**Silver ADDY Award**

**Elite Media**

Client Company Name: Elite Media

Title: HealthCare.gov-"Protect Your Joy"

**Credits:**

Christopher Crawford - Elite Media, Chief Creative Officer

Jindai Joseph - Elite Media, Creative Lead

Mohammed Alsadi - Elite Media, Art Director

Manoucheka Attime - Elite Media, Account Manager

Terrie Cammarata - Elite Media, Account Director

Tim Ryan - Weber Shandwick, Account Lead

Erin Blazer - Weber Shandwick, Account Lead

Sarah Egan -Weber Shandwick, Media Lead

Saakshi Monga - Weber Shandwick, Media Lead

Laura Good-Weber Shandwick, Digital Lead

Amy Leonardi - Weber Shandwick, Creative Lead

Caitlin Schlert - Weber Shandwick, Project Manager/ Creative

**CORPORATE SOCIAL RESPONSIBILITY**

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

**Gold ADDY Award**

**Prosper Digital TV**

Client Company Name: Prosper Digital TV

Title: NYC Anti-Gun Violence

**Credits:**

Joanes Prosper , Creative Director

Ben Yannette, Producer / Director

Craig Melville, Director of Photography

Jeremie Dememe, Director

Malaika Kamunanwire, Associate Producer

Ray Buckley, Editor

Nicole Sylvester, Post Production Manager

Dalton Adams, Post Sound Supervisor

NYC Department of Youth & Community Development, Supporting Producers

# AAF NEW YORK CITY METRO SPECIAL AWARDS - PROFESSIONAL

AMERICAN  
ADVERTISING  
AWARDS

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

**Best of Show ADDY Award  
Forager Collective**

Client Company Name: Google

Title: Google: Own It

Credits:

Kat Yi, Editor

Jacob McKee, Colorist

Ali Webb, Executive Producer

Denisse Jimenez, Produce



MOSAIC AWARDS

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

**Mosaic ADDY Award ADDY Award  
Forager Collective**

Client Company Name: Meta

Title: Meta x Horizon Worlds

Credits:

Kat Yi, Editor

Caitlin Carr, Editor

Brett Price, Colorist

Bobb Barito, Sound Mixer

Denisse Jimenez, Producer

AMERICAN  
**ADVERTISING**  
AWARDS

*Category: Copywriting*

**Special Judges Award ADDY Award**

**DeVito/Verdi**

Client Company Name: Foundation for Individual Rights &  
Expression

Title: FIRE

Credits:

Eric Schutte, Executive Creative Director

Vinny Tulley, Creative Director

John DeVito, Copywriter

Scott Steidl, Art Director

Alex Avsharian, Creative Director

Rob Carducci, Copywriter

Mark Terringo, Copywriter

Rodney Pringle, Producer

Mathew Thompson, Art Director

# 2022-2023 AAF NEW YORK CITY METRO AMERICAN ADVERTISING AWARDS STUDENT WINNER LISTING

## SALES & MARKETING - COLLATERAL MATERIAL

*Category: Collateral Material - Stationery Package - Single or Multiple pieces*

**Silver ADDY Award**

**Teaser Wrapper**

Educational Institution: Openlearn Academy

Title: Teaser Wrapper

Credits:

Jaeyeon Hwang, Copywriter

Jueun Lee, Copywriter

Seongjun Jeon , Copywriter

SeungHee Jeong, Art Director

Leemin Ah, Art Director

## SALES & MARKETING - DIRECT MARKETING

*Category: Direct Marketing*

**Silver ADDY Award**

**Teaser Wrapper**

Educational Institution: Openlearn Academy

Title: Teaser Wrapper

Credits:

Jaeyeon Hwang, Copywriter

Jueun Lee, Copywriter

Seongjun Jeon, Copywriter

SeungHee Jeong, Art Director

Leemin Ah, Art Director

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

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

**Silver ADDY Award**

**You've Seen it**

Educational Institution: Openlearn Academy

Title: You've Seen it

Credits:

Wooduck Ki, Student Team

Hannah Choi, Student Team

Yunseo Bae, Student Team

Jinu Lee, Student Team

Minyoung Choi, Student Team

Yujin Min, Student Team

Woohee Byun, Student Team

Chaeha Lee, Student Team

Jaeil Jeon, Student Team

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

**Silver ADDY Award**

**The Sign Project**

Educational Institution: Openlearn Academy

Title: The Sign Project

Credits:

Ji Hyun Kim, Student Team

Seongjun Jeon, Student Team

Jihwa Seo, Student Team

Geon Kim, Student Team

Hyunwook Ryu, Student Team

Myeong Yun Hong, Student Team

Minah Lee, Student Team

Minyoung Choi, Student Team

Juyeong Ha, Student Team

Jinu Lee, Student Team

Sumin Eum, Student Team

Sugyeong Jung, Student Team

*Category: Out-Of-Home - Outdoor & Transit Advertising - Mass Transit (Interior or Exterior)*

**Silver ADDY Award**

**Opencloud**

Educational Institution: Openlearn Academy

Title: The Biggest Export

Credits:

Hannah Choi, Student Team

Heechang Lee, Student Team

Wooduck Ki, Student Team

HyeIn Park, Student Team

Seongjun Jeon, Student Team

*Category: Out-Of-Home - Outdoor & Transit Advertising - Campaign*

**Gold ADDY Award**

**Team VoO**

Educational Institution: Openlearn Academy

Title: The Voice of Outsiders

Credits:

Jihwa Seo, Art Director

Woohee Byun, Copywriter

Jisu Bae, Copywriter

Hyunwook Ryu, Copywriter

Seongjun Jeon, Copywriter

*Category: Out-Of-Home - Outdoor & Transit Advertising - Campaign*

**Silver ADDY Award**

**You've Seen it**

Educational Institution: Openlearn Academy

Title: You've Seen it

Credits:

Wooduck Ki, Student Team

Hannah Choi, Student Team

Yunseo Bae, Student Team

Jinu Lee, Student Team

Minyoung Choi, Student Team

Yujin Min, Student Team

Woohee Byun, Student Team

Chaeha Lee, Student Team

Jaeil Jeon, Student Team

*Category: Out-Of-Home > S10 - Outdoor & Transit Advertising > S10D - Campaign*  
**Silver ADDY Award**

**Runners**

Educational Institution: Openlearn Academy

Title: Amazon go Marathon

**Credits:**

Yena Jeong, Art Director

Kim Geon, Art Director

Hannah Choi, Art Director

Jisu Bae, Copywriter

Jung, Art Director

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

**Deep Fake Your Boss into Villains**

Educational Institution: Openlearn Academy

Title: Deep Fake Your Boss into Villains

**Credits:**

Heechang Lee, Student Team

Chaeha lee, Student Team

Hannah Choi, Student Team

Dongyun Lee, Student Team

Wooduck Ki, Student Team

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

**The Sign Project**

Educational Institution: Openlearn Academy

Title: The Sign Project

**Credits:**

Ji Hyun Kim, Student Team

Seongjun Jeon, Student Team

Jihwa Seo, Student Team

Geon Kim, Student Team

Hyunwook Ryu, Student Team

Myeong Yun Hong, Student Team

Minah Lee, Student Team

Minyoung Choi, Student Team

Juyeong Ha, Student Team

Jinu Lee, Student Team

Sumin Eum, Student Team

Sugyeong Jung, Student Team

## **ONLINE / INTERACTIVE - APPS**

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

**Gold ADDY Award**

**The Real Gift Card**

Educational Institution: Openlearn Academy

Title: The Real Gift Card

Credits:

Heechang Lee, Student Team

Wooduck Ki, Student Team

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

**Silver ADDY ADDY Award**

**Carbon DownMode**

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

## **CROSS PLATFORM - INTEGRATED CAMPAIGNS**

*Category: Integrated Advertising Campaign - B-to-B Campaign*

**Silver ADDY Award**

**D5**

Educational Institution: Openlearn Academy

Title: Start Streaming

Credits:

Wooduck Ki, Student Team

Yunseo Bae, Student Team

Hannah Choi, Student Team

Heechang Lee, Student Team



*Category: Integrated Advertising Campaign - Consumer Campaign*

**Silver ADDY Award**

**The Real Gift Card**

Educational Institution: Openlearn Academy

Title: The Real Gift Card

Credits:

Heechang Lee, Student Team

Wooduck Ki, Student Team

*Category: Integrated Brand Identity Campaign - Campaign*

**Silver ADDY Award**

**Home of Air Jordan**

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

## **ELEMENTS OF ADVERTISING - DIGITAL CREATIVE TECHNOLOGY**

*Category: Digital Creative Technology*

**Gold ADDY Award**

**The Biggest Team**

Educational Institution: Openlearn Academy

Title: The World's Biggest Name Changes

Credits:

Jaeyeon Hwang, Copywriter

Woohee Byun, Copywriter

Uijin Yang, Art Director

Minyoung Choi, Copywriter

*Category: Digital Creative Technology*

**Gold ADDY Award**

**Runners**

Educational Institution: Openlearn Academy

Title: Amazon Go Marathon

**Credits:**

Yena Jeong , Art Director

Kim Geon , Art Director

Hannah Choi, Art Director

Jisu Bae, Copywriter

Jung, Art Director

*Category: Digital Creative Technology*

**Silver ADDY Award**

**D5**

Educational Institution: Openlearn Academy

Title: Start Streaming

**Credits:**

Wooduck Ki, Student Team

Yunseo Bae, Student Team

Hannah Choi, Student Team

Heechang Lee, Student Team

*Category: Digital Creative Technology*

**Silver ADDY Award**

**The Real Gift Card**

Educational Institution: Openlearn Academy

Title: The Real Gift Card

**Credits:**

Heechang Lee, Student Team

Wooduck Ki, Student Team

# AAF NEW YORK CITY METRO SPECIAL AWARDS - STUDENT

AMERICAN  
ADVERTISING  
AWARDS

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

**Best of Show ADDY Award**

**Deep Fake Your Boss into Villains**

Educational Institution: Openlearn Academy

Title: Deep Fake Your Boss into Villains

Credits:

Heechang Lee, Student Team

Chaeha lee, Student Team

Hannah Choi, Student Team

Dongyun Lee, Student Team

Wooduck Ki, Student Team