

AMERICAN  
**ADVERTISING**  
AWARDS

**2022-2023 AAF PHILADELPHIA METRO  
AMERICAN ADVERTISING AWARDS WINNER LISTING**

**SALES & MARKETING**

*Sales Promotion - Product or Service Sales Promotion - Campaign*

**Silver ADDY Award**

**The Philadelphia Inquirer**

Client Company Name: The Philadelphia Inquirer.com

Title: Trusted News Email Campaign

Credits:

Elizabeth Samet, SVP, Creative Director

Paul Siegell, Creative Director, Copy

Ben Leaman, Art Director

*Collateral Material - Printed Annual Report*

**Silver ADDY Award**

**Kathy Mueller Design, LLC**

Client Company Name: Eisenhower Fellowships

Title: EF Impact Report 2022–2023

Credits:

Kathy Mueller, Art Director

Robin Goffman, Graphic Designer

Eva Schenck, Illustrator

George de Lama, Client

Erin Hillman, Client

Stephanie Gropp, Client

*Collateral Material - Brochure - Single Unit*

**Silver ADDY Award**

**Doug Hill Creative**

Client Company Name: Valle Verde, A HumanGood Company

Title: Valle Verde Sales Kit

Credits:

Suzanne Nagel, VP of Marketing

Sarah Jolles, Executive Director of Marketing

Doug Hill Creative / Doug Hill, Art Director / Designer

Roberto San Luis, Art Director

Andrew Geroski, Art Director

Steve Belkowitz, Photographer

Loren Roberts, Marketing Project Specialist

Demi Mallios, Marketing Manager

## **ONLINE/INTERACTIVE**

*Social Media - Social Media - Single Execution*

**Silver ADDY Award**

**Tierney**

Client Company Name: TD Bank, N.A.

Title: Checking Acquisition: Hobby

Credits:

Mackenzie Squires, Executive Creative Director

Justin Biddle, VP, Creative Director

Dan Bryan, Director of Production

Erin McKnight, Associate Creative Director

Lisa Gallagher, Lead Editor, Videographer

Matt Pete, Lead Animator

Amanda Kimmen, Junior Copywriter

Michael Fagan, Director

Chelle McDonald, Producer

Zack Smith, SVP, Account Director

Stephanie DeLorenzo, Account Director

Cree Franklin, Account Director

*Social Media - Single Execution*

**Silver ADDY Award**

**Tierney**

Client Company Name: Tierney

Title: 2022 Summer Intern Recruitment

Credits:

Mackenzie Squires, Executive Creative Director

Justin Biddle, VP, Creative Director, VP, Creative Director

Annie Heimsoth, Associate Creative Director

Dan Bryan, Director of Production

Lisa Gallagher, Lead Editor, Videographer

Adriana Giotti, Animator & Illustrator

Ben Scott, Junior Copywriter

*Advertising & Promotion - Campaign*

**Silver ADDY Award**

**The Philadelphia Inquirer**

Client Company Name: The Philadelphia Inquirer

Title: A More Perfect Union Newsletter Pro

Credits:

Elizabeth Samet, SVP, Creative Director

Paul Siegell, Creative Director, Copy

Jeanine Reilly, Director of Creative Services

Ben Leaman, Art Director

Pat Binkley, Designer

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

*Television Advertising - Television Advertising – Local (One DMA) - Campaign*

**Gold ADDY Award**

**Think Traffic**

Client Company Name: Anvil Remediation & Restoration

Title: Anvil Mother Nature TV

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

**Silver ADDY Award**

**Think Traffic**

Client Company Name: Anvil Stucco Remediation & Restoration

Title: Anvil Hazmat TV

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

**Silver ADDY Award**

**Pavone**

Client Company Name: F&M Trust

Title: Better Conversations - "Flex LOC"

Credits:

Peter Harris, Executive Creative Director

Zach Haines, Creative Director

Jesse Kahn, Copywriter

Darby Hughes, Director of Account Planning

Brent Suereth, Project Manager

Elan Hertzberg, Director

Gordon West, Director

Film Tribe, Production Company

Yelena Hertzberg, Executive Producer

*Television Advertising - Television Advertising – Local (One DMA) - Campaign*

**Silver ADDY Award**

**Pavone**

Client Company Name: F&M Trust

Title: Better Conversations with Money

Credits:

Peter Harris, Executive Creative Director

Zach Haines, Creative Director

Jesse Kahn, Copywriter

Darby Hughes, Director of Account Planning

Brent Suereth, Project Manager

Elan Hertzberg, Director

Gordon West, Director

Film Tribe, Production Company

Yelena Hertzberg, Executive Producer

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

**Silver ADDY Award**

**Neighborhood Film Company**

Client Company Name: Valley Forge Tourism & Convention Board

Title: Valley Forge / Montco Arts

Credits:

Neighborhood Film Company

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

**Gold ADDY Award**

**FreshFly**

Client Company Name: Visit Myrtle Beach

Title: Beach With The Best - "Hushpuppies"

Credits:

Vincent Lin, Director

Chayne Gregg, Executive Producer

Tom Farrell, Executive Producer

Adam Zimmer, Producer

Matt Damato, Executive Producer

Phil Bradshaw, Director of Photography

Nick Horton Production Designer, 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

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

**Gold ADDY Award**

**FreshFly**

Client Company Name: Visit Myrtle Beach

Title: Beach With the Best - "Handstand"

Credits:

Vincent Lin, Director

Tom Farrell, Executive Producer

Chayne Gregg, Executive Producer

Adam Zimmer, Executive 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, Colorist, Company 3

Nick Krasnic, Producer, Company 3

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

**Gold ADDY Award**

**FreshFly**

Client Company Name: Visit Myrtle Beach

Title: Beach With The Best - "Strongman"

**Credits:**

Vincent Lin, Director

Tom Farrell, Executive Producer

Chayne Gregg, Executive Producer

Adam Zimmer, Executive 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

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

**Gold ADDY Award**

**Pavone**

Client Company Name: Pennsylvania Gaming Control Board

Title: "Don't Gamble With Kids"

**Credits:**

Peter Harris, Executive Creative Director

Gabby DeNofrio, Creative Director

Michael Deegan, Copywriter

Darby Hughes, Director of Account Planning

Paige Kowal, Account Strategist

Ryan Houck, Project Manager

David B. Godin, Director

Parody, Production Company

Nicholas Smalarz, Executive Producer

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

**Silver ADDY Award**

**Format**

Client Company Name: White Castle

Title: White Castle - 1921 Party

**Credits:**

Nic Reader, Director

Mike Gualtieri, Executive Producer

Joe Leonard, Producer

Andrew Kunkle, Post Production Supervisor

Lana Duda, Editor

Daniel Haddaway, VFX

Ziggy Gamble, VFX

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

**Silver ADDY Award**

**FreshFly**

Client Company Name: Visit Myrtle Beach

Title: Beach With The Best "Go-Kart Race"

**Credits:**

Vincent Lin, Director

Tom Farrell, Executive Producer

Chayne Gregg, Executive Producer

Matt Domato, Executive Producer

Phil Bradshaw, Director of Photography

Nick Horton, Production Designer

Meg Sarachan, Editor

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

Hannah Choi, Executive Producer, Mr. Bronx

Jenny Montgomery, Colorist, Company 3

Nick Krasnic, Producer, Company 3

Bryan Curt Kostors, Composer

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

**Silver ADDY Award**

**In the Wee Hours**

Client Company Name: JG Wentworth

Title: JG Wentworth Troupe campaign

**Credits:**

Dan Hertzog, Director/DP

Ganna Hertzog, Producer

Dave Garcia, Senior Editor

Todd Kniss, Editor

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

**Gold ADDY**

**Entrant Company: FreshFly**

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

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

**Silver ADDY Award**

**Merit**

Client Company Name: USX Cyber

Title: Don't Just Be a Sitting Duck.

**Credits:**

Steve Drifka, Creative Director / Art Director

Jay Delutis, Art Director / Designer

Eric Helms, Copywriter

Jessica Wolfe, Account Strategy

Dave O'Donnell, Producer

Seth Henriksen, Director

Chris Shegich, Editor

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

**Silver ADDY Award**

**Malix Media**

Client Company Name: IMC Construction

Title: 2222 Market Street

**Credits:**

Alex Reinhard, Director

Max Morgan, Producer

Bob Liberato, Producer (IMC)

Miriam Lockowitz, Producer (IMC)



*Online Film, Video, And Sound - Internet Commercial - Single Spot – Any Length*  
**Silver ADDY Award**

**Tierney**

Client Company Name: TD Bank, N.A.

Title: Checking Acquisition: Hobby

**Credits:**

Mackenzie Squires, Executive Creative Director

Justin Biddle, VP, Creative Director

Dan Bryan, Director of Production

Erin McKnight, Associate Creative Director

Lisa Gallagher, Lead Editor, Videographer

Matt Pete, Lead Animator

Amanda Kimmen, Junior Copywriter

Michael Fagan, Director

Chelle McDonald, Producer

Zack Smith, SVP, Account Director

Stephanie DeLorenzo, Account Director

Cree Franklin, Account Director

*Online Film, Video, And Sound - Internet Commercial - Single Spot – Any Length*  
**Silver ADDY Award**

**Penn Medicine**

Client Company Name: Penn Medicine

Title: Grandpa Bill

**Credits:**

Tim Lanzone, Director

Bobby Reed, Producer

Susannah Greenwood, Producer

Matt Curran, Supervising Producer

Ian Mosley Duffy, Director of Photography

Melissa Dabback, AC

Zach Van Heel, Grip

Ryan Komorowski, Set Designer

Chiya Stonehill, Wardrobe

Jake Zebley, Editor

Miles Franklyn, Production Assistant

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

**Silver ADDY Award**

**Format**

Client Company Name: Tiger Eye

Title: GoPuff - Tiger Eye Launch

**Credits:**

Nic Reader, Director

Mike Gualtieri, Executive Producer

Andrew Kunkle, Post Production Supervisor

Joe Leonard, Producer

Lana Duda, Editor

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

**Gold ADDY Award**

**Leveler Media**

Client Company Name: Philadelphia Phillies

Title: Phillies 2022: Smash The Bell

**Credits:**

Leveler Media, Direction/Production/Post-Production

Truth & Consequences, Agency

Keeree Studios, Graphics

Bryce Harper, VO Narration

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

**Gold ADDY Award**

**FreshFly**

Client Company Name: Cooper and Inspira Cardiac Care

Title: John's Story

**Credits:**

Charles Morabito, Director

Chayne Gregg, Executive Producer

Sebastian Nieves, Director of Photography

Meg Sarachan, Editor

Brian Singler, Colorist

*Music Videos - Music Video*

**Silver ADDY Award**

**Alkemy X**

Client Company Name: Hulu

Title: OMITB Angel in Flip Flops

**Credits:**

Rob Shaw, Director

Sue Fallon, Executive Producer

David Molina Cavazos, Assistant Editor

Ricky Heidelbaugh, Assistant Editor

Mike Taylor, Sound Design/Mix

Bob Schachner, Sound Design/Mix

Dario Bigi, Color

Robert D'Esposito, Animation Producer

**CROSS PLATFORM**

*Integrated Advertising Campaigns - Consumer Campaign-Local*

**Gold ADDY Award**

**Think Traffic**

Client Company Name: Anvil Remediation & Restoration

Title: Anvil Mother Nature Campaign

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

**Silver ADDY Award**

**quench**

Client Company Name: Musselman's

Title: Handpicked from Our Family Farms

**Credits:**

Peter Harris, Executive Creative Director

Zach Haines, Creative Director

Jesse Kahn, Copywriter

Darby Hughes, Director of Account Planning

Olivia Carb, Account Strategist

Ryan Houck, Project Manager

Morgan Jackson, Account Strategist

Matt Campbell, Head of Production + Videographer

Matt Gruber, Director of Photography

Dylan Tucson, Photographer

Bill Starkey, Creative Director

*Integrated Branded Content Campaign – Local or Regional/National*

**Silver ADDY Award**

**DiD Agency Group, LLC**

Client Company Name: DiD Agency Group, LLC

Title: Bausch + Lomb - Novakone Launch

Credits:

Lauren West, Associate Creative Director

Maria Williams, Senior Writer

Camille Johnson, Writer

Leah Corry, Account Supervisor

Jenna Walker, Senior Project Manager

Megan Rockey, Project Manager

## **ELEMENTS OF ADVERTISING**

*Film & Video - Cinematography - Campaign*

**Silver ADDY Award**

**Tierney**

Client Company Name: Pennsylvania Department of Community & Economic Development

Title: Visit PA Texture Experience

Credits:

Mackenzie Squires, Executive Creative Director

Derek Miller, SVP, Creative Director

Dan Bryan, Director of Production

Adella Hillebrecht, Associate Creative Director

Michael Gazzara, Senior Editor

Josh Lane, Senior Designer

Lisa Gallagher, Editor, Videographer

Matt Pete, Lead Motion Graphics Designer

Adriana Giotti, Motion Graphics Designer

Griffin Mulvey-Hudson, Editor, Photographer

Justin O'Brien, Junior Art Director

Tori Nawalinski, Junior Producer

*Film & Video - Animation, Special Effects, Motion Graphics, or CGI*

**Gold ADDY Award**

**Alkemy X**

Client Company Name: Electronic Arts (EA)

Title: The Sims 4 "Find Yourselves"

**Credits:**

Rupert Cresswell, Director, Executive Creative Director

Josh Forbes, Director

Nick Pitcavage, Executive Producer, Live Action

Jim Huie, Director of Production

Isaiah Cary, Associate Producer

Sue Fallon, Executive Producer, Post

Dave Bradley, Editor

Max Colt, VFX Supervisor

Bob Schachner, Sound Design/Mix

Mike Taylor, Sound Design/Mix

Christine Lim, Design + Graphics

David Molina Cavazos, Assistant Editor

*Sound - Sound Design - Campaign*

**Gold ADDY Award**

**Tierney**

Client Company Name: Pennsylvania Department of Community & Economic Development

Title: Visit PA Turn Up the Volume

**Credits:**

Mackenzie Squires, Executive Creative Director

Derek Miller, SVP, Creative Director

Dan Bryan, Director of Production

Adella Hillebrecht, Associate Creative Director

Michael Gazzara, Senior Editor

Josh Lane, Senior Designer

Lisa Gallagher, Editor, Videographer

Matt Pete, Lead Motion Graphics Designer

Adriana Giotti, Motion Graphics Designer

Griffin Mulvey-Hudson, Editor, Photographer

Justin O'Brien, Junior Art Director

Tori Nawalinski, Junior Producer

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

**Gold ADDY Award**

**Alkemy X**

Client Company Name: T Mobile

Title: T Mobile for Business "5G Story"

Credits:

Jonathan Yi, Director

Nick Pitcavage, Executive Producer, Live Action

Sue Fallon, Executive Producer, Post

Traver Stewart, Post Producer

Wojtek Szklarski, Creative Director

Alex Chinnici, Cinematographer

**PUBLIC SERVICE**

*Film, Video & Sound - Public Service Television*

**Silver ADDY Award**

**Format**

Client Company Name: Delaware Division of Public Health

Title: The Smoke Trail

Credits:

Nic Reader, Director

Mike Gualtieri, Executive Producer

Joe Leonard, Producer

Andrew Kunkle, Post Production Supervisor

Lana Duda, Editor

Ziggy Gamble, Sound Design

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

**Silver ADDY Award**

**Aloysius Butler & Clark**

Client Company Name: Delaware Health and Social Services - Division of Public Health

Title: COVID Preparedness Video

## **ADVERTISING/ MEDIA INDUSTRY SELF-PROMOTION**

*Collateral - Brand Elements*

**Silver ADDY Award**

**quench**

Client Company Name: quench

Title: 2022 Food & Beverage Trend Report

Credits:

Peter Harris, Executive Creative Director

Joe Barry, Creative Director

David Shoffner, Copywriter

Darby Hughes, Director of Account Planning

Kyle Waldron, Designer

Ryan Houck, Project Manager

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

**Silver ADDY Award**

**Aloysius Butler & Clark**

Client Company Name: Aloysius Butler & Clark (AB&C)

Title: New Office New Views - Face Smush

# AAF PHILADELPHIA METRO SPECIAL AWARDS

AMERICAN  
**ADVERTISING**  
AWARDS

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

**Best of Show ADDY Award**

**Entrant Company: FreshFly**

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