



AMERICAN
ADVERTISING
AWARDS

2023-2024 AAF NEW YORK CITY METRO AMERICAN ADVERTISING AWARDS WINNER LISTING

PROFESSIONAL WINNERS

SALES & MARKETING

Sales Promotion - Packaging - Campaign

Silver ADDY Award

Material

Client: Kate Farms

Title: Material-Kate Farms Campaign

PRINT ADVERTISING

Magazine Advertising - Spread, Multiple Page or Insert

Gold ADDY Award

EssenceMediacom

Client: eBay

Title: Twiggy Full Circle

Credits:

Benjamin Vendramin, Chief Creative Officer

Paola Mounla, Creative Director

James Barkley, Creative Director

Nathan Davidow, Associate Director S&E

Andrea Gutowski, Partnerships Director

Laura Duane, Executive Strategy Director

Holly Carters, Senior Associate Director

Tara Harris, Account Director

Dina Nguyen, Integrated Content Producer

Adnan Brankovic, Managing Partner Account Management

Brady Dollard, Account Director

Jox Petiza, Senior Partner, Group Strategy Director

Magazine Advertising - Magazine Advertising - Campaign

Silver ADDY Award

DeVito/Verdi

Client: Brandeis University

Title: Brandeis Spread Campaign

Credits:

Eric Schutte, Executive Creative Director

Scott Steidl, Art Director

Wayne Winfield, Copy Writer

Magazine Advertising - Campaign

Silver ADDY Award

DeVito/Verdi

Client: Brandeis University

Title: Brandeis Print Single Pages

Credits:

Eric Schutte, Executive Creative Director

Scott Steidl, Art Director

Wayne Winfield, Copy Writer

Magazine Advertising - Magazine Advertising - Campaign

Silver ADDY Award

DeVito/Verdi

Client: Brandeis University

Title: Brandeis Print Single Pages 2

Credits:

Eric Schutte, Executive Creative Director

Scott Steidl, Art Director

Wayne Winfield, Copy Writer

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media - Events - Single Event

Silver ADDY Award

JBL

Client: JBL

Title: JBL Authentics Launch Campaign

Credits:

Chris Epple, VP, Consumer Marketing

Out-of-Home - Poster - Single Unit

Silver ADDY Award

Plastic Palmtree, Inc.

Client: Amazon Prime Video

Title: Judy Blume Forever

Credits:

PLASTIC PALMTREE, Executive Creative Director: Masha Kupets Navarre

Mark Scheider, Global Head of Marketing - Amazon Prime Video

Alison Herschberg Williams, Sr. Creative Lead - Amazon Prime Video

Out-Of-Home Campaign

Silver ADDY Award

Outfront

Client: ROCHESTER INSTITUTE OF TECHNOLOGY

Title: RIT STATION TAKEOVER

Credits:

Sarah Barcelos, Senior Graphic Designer

Austin Tam, Graphic Designer

Tim Wasicki, Regional Creative Director - East Region

ONLINE/INTERACTIVE

Social Media - Single Execution

Gold ADDY Award

LiveLab LLC

Client: Newell Brands Inc.

Title: The World is Your Canvas, Brian

Credits:

Barry Krause, CEO

Rick Wayne, Director, ECD

Samuel Gove, Creative Director, Lead Photographer

Braedan Herrera, Associate Creative Director, Editor

Sarah Guzik, Producer

Frances Welch, Producer

Isabella De Mello e Souza Valois, Creative Activist, Photography

John Calvin Kelly, PA

Alexandra Kent, Associate Manager, Studio

Gina Lazaro, Vice President, Marketing

Social Media - Single Execution

Silver ADDY Award

LiveLab LLC

Client: Newell Brands Inc

Title: Sharpie S-Gel, Alexis Ohanian

Credits:

Barry Krause, CEO, Writer

Rick Wayne, Director, ECD

Samuel Gove, Creative Director, Lead Photographer

Braedan Herrera, Associate Creative Director, Editor

Sarah Guzik, Producer

Frances Welch, Producer

Isabella De Mello e Souza Valois, Creative Activist, Photographer

Alexandra Kent, Associate Manager, Studio

Gina Lazaro, Vice President, Marketing

Social Media - Campaign

Gold ADDY Award

Digitas

Client: Invisalign

Title: Invis Is Drama Free

Credits:

Atit Shah, EVP, Chief Creative Officer, North America, Digitas

Andrea Scotting, SVP, Creative Director, Digitas

Danny Gottlieb, VP, Creative Director, Copy, Digitas

Melanie Cleary, Associate Creative Director, Art, Digitas

Erica Donovaro, Associate Creative Director, Copy, Digitas

Hayley Grassetti, Associate Creative Director, Art, Digitas

Andrew Radlowski, Digitas, Senior Copywriter, Digitas

Chris Chan, Senior Art Director, Digitas

Dana Thompson, VP, Group Director, Executive Producer, Digitas

Carrie Lewis, Associate Director, Senior Producer, Digitas

Chris Quintero, Associate Director, Social Strategy, Digitas

Christy Claxton, Group Account Director, Digitas

Social Media - Campaign

Silver ADDY Award

LiveLab LLC

Client: Newell Brands Inc.

Title: Sharpie, The World is Your Canvas

Credits:

Barry Krause, CEO, Writer

Rick Wayne, Director, ECD

Samuel Gove, Creative Director, Lead Photographer

Braedan Herrera, Associate Creative Director, Editor

Sarah Guzik, Producer

Frances Welch, Producer

Isabella De Mello e Souza Valois, Creative Activist, Photographer

Alexandra Kent, Associate Manager, Studio, Designer

Gina Lazaro, Vice President, Marketing

Jenny Turner, Senior Manager, Brand Management

Social Media - Campaign

Silver ADDY Award

DeVito/Verdi

Client: Brandeis University

Title: Brandeis Social Media Campaign

Credits:

Eric Schutte, Executive Creative Director

Scott Steidl, Art Director

Wayne Winfield, Copy Writer

Advertising & Promotion - Web Banner Ad or Website Takeover

Silver ADDY Award

DeVito/Verdi

Client: Brandeis University

Title: Brandeis Digital Display

Credits:

Eric Schutte, Executive Creative Director

Scott Steidl, Art Director

Wayne Winfield, Copy Writer

Apps, Games, Virtual Reality - Games

Gold ADDY Award

EssenceMediacom

Client: Shell USA

Title: Ultimate Road Trips

Credits:

Benjamin Vendramin, Chief Creative & Content Officer

Juliana Rocha, Art Director

Domingo Angelini, Creative Director

John Scurfield, Global Head of Gaming

Margaux Ravis, Executive Producer

Monique Jacobs, Associate Director, Sport and Entertainment Partnerships

Didi Capers, Group Director, Sport and Entertainment Partnerships

Benjy Kleiner, Associate Director, Social

Jack Bradford, Associate Director, PLAY

James Rudy, Creative Director

Alexander Rea, Integrated Gaming Consultant

Jakob Reich, Planning Director

Blogs & Digital Publications Digital Publications - Campaign

Gold ADDY Award

Carolwood Estates

Client: Carolwood Estates

Title: Carolwood Estates: Summer Edition

Credits:

Andrew Ledwedge, Creative Director

Branded Content & Entertainment for Online/Interactive

Silver ADDY Award

JBL

Client: JBL

Title: JBL Authentics Launch Campaign

Credits:

Chris Epple, VP, Consumer Marketing

FILM, VIDEO, & SOUND

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

Gold ADDY Award

Forager Collective

Client: Fitbit

Title: Fitbit Melroy

Credits:

Jeff Vallee, Director

Sean Lowes, Executive Producer

Thea Arthen, Producer

Caravan Club, Production

Kat Yi, Editor

Esteban Pedraza, Additional Editing

Caitlin Carr, Additional Editing

Lucas Lobe, Additional Editing

Bobb Barito, Sound Mix + Design

Jacob McKee, Colorist

Finalbyte, VFX

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

Silver ADDY Award

Forager Collective

Client: Flamingo

Title: Flamingo

Credits:

Diane Russo, Director

Victoria Lambo, Creative

Cher Russo, Creative Director

Caitlin Carr, Editor

Noah Kendal, Additional Editor

Denisse Jimenez, Post-Producer

Dante Pasquinelli, Colorist

Daniel Lidchi, Sound Design & Music

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

Silver ADDY Award

HS Ad

Client: LG

Title: LG Appliances - Oh Sheets

Credits:

Melissa Gonzalez, ACD Art, HS Ad

Marci Limpert, ACD, Copy, HS Ad

John Price, Creative Director, HS Ad

Scott Zaretsky, Executive Producer, HS Ad

Jesse Katz, Sr. Manager of Creative Production, HS Ad

AJ Puzzo, Sr. Account Manager, HS Ad

Diane DeCastro, Account Director, HS Ad

Carlos Carmona, Marketing Manager, HS Ad

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

Gold ADDY Award

The BAM Connection

Client: Conagra Brands

Title: From Farmer to Freezer

Credits:

Rob Baiocco, Chief Creative Officer

Gary Ennis, Creative Director/Art Director

Manas Paradkar, Associate Creative Director/ Writer

Dave Giles, Creative Director

Julia Granger, Art Director

Anthony DelleCave, Managing Director

Maureen Maldari, CEO

Mike Crocker, Social Media Director

Lana Pennino, Executive Producer

Television Advertising – Regional/National - Campaign

Silver ADDY Award

DeVito/Verdi

Client: Baycare Health System

Title: BayCare For Nurses

Credits:

Eric Schutte, Executive Creative Director

Barbara Michelson, Producer

Vinny Tulley, Creative Director

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

Silver ADDY Award

Lou Perez

Client: Foundation for Individual Rights and Expression (FIRE)

Title: Taking a knee in sports? For what!?

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

Silver ADDY Award

Digitas

Client: Invisalign

Title: Invis Is Drama Free

Credits:

Atit Shah, EVP, Chief Creative Officer, North America, Digitas

Andrea Scotting, SVP, Creative Director, Digitas

Danny Gottlieb, VP, Creative Director, Copy, Digitas

Melanie Cleary, Associate Creative Director, Art, Digitas

Erica Donovaro, Associate Creative Director, Copy, Digitas

Hayley Grassetti, Associate Creative Director, Art, Digitas

Andrew Radlowski, Digitas, Senior Copywriter, Digitas

Chris Chan, Senior Art Director, Digitas

Dana Thompson, VP, Group Director, Executive Producer, Digitas

Carrie Lewis, Associate Director, Senior Producer, Digitas

Chris Quintero, Associate Director, Social Strategy, Digitas

Christy Claxton, Group Account Director, Digitas

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

Silver ADDY Award

The BAM Connection

Client: Vespyr Brands

Title: TMI (Too Much Irritation)

Credits:

Rob Baiocco, Chief Creative Officer

Manas Paradkar, Associate Creative Director

Mike Crocker, Social Media Director

Katrina Culp, Social Media Manager

Dave Giles, Editor

Renata Baiocco, Art Director

Maureen Maldari, CEO

Anthony DelleCave, Managing Director

James Handibode, Account Executive

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

Silver ADDY Award

Madwell

Client: e.l.f. Cosmetics

Title: Make Up Over Makeup

Credits:

Chris Sojka, Co-Founder & CCO
Gabriela Benitez, SVP, Client Services
Keisy Bisono, Group Account Director
Mauricio Galvan, Creative Director
Alex Kaufman, Associate Creative Director
Libby Dean, Associate Creative Director
Brigid McEntee, VP, Production
Darren Allison, Group Comms Director
Madison Allen, Social Strategist
Jeremy Clyde, Social Content Creator
Meredith Weber, Account Executive

Branded Content & Entertainment - Campaign

Gold ADDY Award

Madwell

Client: e.l.f. Cosmetics

Title: Make Up Over Makeup

Credits:

Chris Sojka, Co-Founder & CCO
Mauricio Galván, Creative Director
Keisy Bisono, Group Account Director
Alex Kaufman, Associate Creative Director
Libby Dean, Associate Creative Director
Gabriela Benitez, SVP Accounts

Music Videos

Gold ADDY Award

Forager Collective

Client: FreeNJoy

Title: Eyes Closed - Ed Sheeran

Credits:

Mia Barnes, Director
Roisín Audrey Moloney, Producer
Chiao Chen, Editor
Dante Giani, Colorist
Christian Stropko, Sound Design
Foreign Xchange, VFX

Music Videos

Award: Silver ADDY Award

Forager Collective

Client: Object & Animal

Title: Try Me - Jorja Smith

Credits:

Amber Grace Johnson, Director

Morgan Clement, Executive Producer

Alex Chamberlain, Producer

Chiao Chen, Editor

Finalbyte, VFX

Denisse Jimenez, Post-Producer

Mikey Pehanich, Colorist

Sound Canvas, Sound

Music Videos

Silver ADDY

Madwell

Client: e.l.f. Cosmetics

Title: ojos. labios. cara.

Credits:

Chris Sojka , Co-Founder & CCO

Mauricio Galvan, Creative Director

Alex Kaufman, Associate Creative Director

Libby Dean, Associate Creative Director

Keisy Bisoño, Group Account Director

Gabriela Benitez, SVP Accounts

CROSS PLATFORM

Integrated Advertising Campaigns - Consumer Campaign-Local

Silver ADDY Award

Northwell Health

Client: North Shore University Hospital

Title: Northwell - NSUH Home

Credits:

Ramon Soto, SVP & CMO, Northwell Health

Joseph Leston, Deputy CMO, Northwell Health

Sarah DiBari, AVP, Creative Services, Northwell Health

Cara Bianco, Director, Acct Management, Northwell Health

Valerie Auciello, Acct Manager, Northwell Health

Lauren Urban, Sr Copy Manager

Emily Mathai, Lead Copywriter

Amanda Marzullo, Sr Multimedia Manager

Jessica Reyes, Sr Multimedia Producer

James Kostolni, Sr Director, Creative Services

Tracy Brigandi, Sr Graphic Designer

Pixel Farm Production Services,

Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Silver ADDY Award

Digitas

Client: Invisalign

Title: Invis Is Drama Free

Credits:

Atit Shah, EVP, Chief Creative Officer, North America, Digitas

Andrea Scotting, SVP, Creative Director, Digitas

Danny Gottlieb, VP, Creative Director, Copy, Digitas

Melanie Cleary, Associate Creative Director, Art, Digitas

Erica Donovaro, Associate Creative Director, Copy, Digitas

Hayley Grassetti, Associate Creative Director, Art, Digitas

Andrew Radlowski, Digitas, Senior Copywriter, Digitas

Chris Chan, Senior Art Director, Digitas

Dana Thompson, VP, Group Director, Executive Producer, Digitas

Carrie Lewis, Associate Director, Senior Producer, Digitas

Chris Quintero, Associate Director, Social Strategy, Digitas

Christy Claxton, Group Account Director, Digitas

Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Silver ADDY Award

DeVito/Verdi

Client: Brandeis University

Title: Brandeis Integrated Campaign

Credits:

Eric Schutte, Executive Creative Director

Scott Steidl, Art Director

Wayne Winfield, Copy Writer

Integrated Campaigns - Integrated Brand Identity Campaign - Local or Regional/National

Silver ADDY Award

JBL

Client: JBL

Title: JBL Authentics Launch Campaign

Credits:

Chris Epple, VP, Consumer Marketing

Integrated Campaigns - Integrated Brand Identity Campaign - Local or Regional/National

Silver ADDY Award

Material

Client: Movado Group Inc.

Title: Movado Integrated Campaign

Integrated Branded Content Campaign – Local or Regional/National

Gold ADDY Award

Madwell

Client: Branca USA

Title: Fernet-Branca Tales of the Cocktail

Credits:

Chris Sojka , Co-Founder & CCO

Laura Wasson, Group Creative Director

Courtney Schopfer, Creative Director

Julia Compton, Associate Creative Director

Matt Fry, Creative Technology Lead

Jake Wilhelmsen, Senior Copywriter

Laura Munoz, Senior Copywriter

Anna Lindell, Senior Designer

Eric Holton, Senior Designer

Charlotte Ableman, Designer

Sara Jabbari, Designer

Kelsey Sellenraad, Senior Designer, Environments + Experiences

Online/Interactive Campaign - Online/Interactive Campaign

Gold ADDY Award

EssenceMediacom

Client: eBay

Title: Met Gala Debut

Credits:

Benjamin Vendramin, Chief Creative Officer

Paola Mounla, Creative Director

James Barkley, Creative Director

Andrea Gutowski, Director, Sports & Entertainment Partnerships

Nathan Davidow, Associate Director Sports & Entertainment Partnerships

Kseniya Kripalani, Head of Fashion Brand Marketing

Jennifer Porile, Media strategy lead

Brittany Guarna-Martinez, Brand Marketing manager

Michael Bettendorf, Creative Director

ELEMENTS OF ADVERTISING

Copywriting

Silver ADDY Award

The BAM Connection

Client: Vespyr Brands

Title: TMI (Too Much Irritation)

Credits:

Rob Baiocco, Chief Creative Officer

Manas Paradkar, Associate Creative Director

Mike Crocker, Social Media Director

Katrina Culp, Social Media Manager

Dave Giles, Editor

Renata Baiocco, Art Director

Maureen Maldari, CEO

Anthony DelleCave, Managing Director

James Handibode, Account Executive

Copywriting

Silver ADDY Award

DeVito/Verdi

Client: Brandeis University

Title: Brandeis Copywriting

Credits:

Eric Schutte, Executive Creative Director

Scott Steidl, Art Director

Wayne Winfield, Copy Writer

CORPORATE SOCIAL RESPONSIBILITY

Sales & Marketing - Corporate Social Responsibility Marketing & Specialty Advertising. - Campaign

Silver ADDY Award

HS Ad

Client: LG

Title: LG Wonderbox

Credits:

John Price, Creative Director, HS Ad

Alison Frost, ACD Art, HS Ad

Lauren Irwin, ACD Copy, HS Ad

Karina Leon, Senior Designer, HS Ad

Robert Sim, Associate Director of Corporate Strategy, HS Ad

Online/Interactive - Corporate Social Responsibility Online/Interactive

Silver ADDY Award

o2kl

Client: AARP

Title: ARC 4.0

Credits:

Jim Lurie, Co-Founder, Owner

Andy Garafalo, Account Services

Michael Lander, Creative Director

Ellen Downing, Proofreader

Jon Tell, Senior Creative, Copy

Catie Banks, Project Manager

Vijeth Iyengar, Dir of Global Aging Policy, Research & International Affairs, AARP

Jessica Do, Art Director

Film, Video & Sound - Corporate Social Responsibility Film, Video & Sound

Silver ADDY Award

The BAM Connection

Client: Norml

Title: End the War on Cannabis Consumers

Credits:

Rob Baiocco, Chief Creative Officer

Maureen Maldari, CEO

Anthony DelleCave, Managing Director

Manas Paradkar, Associate Creative Director

Renata Baiocco, Art Director/Editor

Dave Giles, Creative Director

Mike Crocker, Social Media Director

James Handibode, Account Executive

PUBLIC SERVICE

Out-Of-Home & Ambient Media - Public Service Out-Of-Home - Campaign

Silver ADDY Award

OUTFRONT Media

Client: OUTFRONT Media

Title: THIS IS WHAT "HIP HOP" SOUNDS LIKE

Credits:

Tim Wasicki, Creative Director - East Region

Eddy Herty, VP, National Creative Director, Studios

Chad Shackelford, VP, Head of Digital Creative

ADVERTISING/ MEDIA INDUSTRY SELF-PROMOTION

Advertising Industry Self-Promotion Online/Interactive/ Virtual Reality

Silver ADDY Award

o2kl

Client: o2kl

Title: Play 2 Win

Credits:

Richard Eber, Creative Director

Bill Bonomo, Senior Art Director

Lance Ferguson, Designer

Ronni Reider, Art Director

Jon Tell, Senior Copywriter

Campaigns - Advertising Industry Self-Promotion Campaigns - Single-Medium Campaign

Silver ADDY Award

The BAM Connection

Client: The BAM Connection

Title: Generational Slang

Credits:

Rob Baiocco, Chief Creative Officer

Maureen Maldari, CEO

Anthony DelleCave, Managing Director

Mike Crocker, Social Media Director

Katrina Culp, Social Media Manager

Manas Paradkar, Associate Creative Director

AAF NEW YORK CITY METRO SPECIAL AWARDS - PROFESSIONAL

AMERICAN
ADVERTISING
AWARDS

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

Best of Show ADDY Award

The BAM Connection

Client: Conagra Brands

Title: From Farmer to Freezer

Credits:

Rob Baiocco, Chief Creative Officer

Gary Ennis, Creative Director/Art Director

Manas Paradkar, Associate Creative Director/ Writer

Dave Giles, Creative Director

Julia Granger, Art Director

Anthony DelleCave, Managing Director

Maureen Maldari, CEO

Mike Crocker, Social Media Director

Lana Pennino, Executive Producer



MOSAIC AWARDS

Music Videos

Mosaic ADDY Award ADDY Award

Madwell

Client:: e.l.f. Cosmetics

Title: ojos. labios. cara.

Credits:

Chris Sojka , Co-Founder & CCO

Mauricio Galvan, Creative Director

Alex Kaufman, Associate Creative Director

Libby Dean, Associate Creative Director

Keisy Bisono, Group Account Director

Gabriela Benitez, SVP Accounts

2023-2024 AAF NEW YORK CITY METRO AMERICAN ADVERTISING AWARDS STUDENT WINNER LISTING

SALES & MARKETING - SALES PROMOTION

Sales Promotion - Product or Service Sales Promotion - Packaging

Pieces of Memories From the North

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Lego - Pieces of Memories

Credits:

Ba Da Kang , Art Director

Ju-Young Lee, Art Director

Chaeyong Moon, Art Director

Sebee Lee, Art Director

Ji ho Yoon, Art Director

Ji Hye Yoo, Art Director

Jamin Kim, Art Director

Jaeyun Kwon, Copywriter

Sales Promotion - Product or Service Sales Promotion - Point of Purchase

Airbnb - Airb n Bouquinistes

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Airbnb - Airb n Bouquinistes

Credits:

Gahyeon Kim, Planner

Jeongeon Lee, Art Director

Gyueun Lee, Planner

Cheyoung Moon, Art Director

Yul Han, Art Director

Huijing Li, Art Director

Jeemin Son, Planner

Sebee Lee, Art Director

Hajin Shin, Art Director

Jaeyun Kwon, Planner

Changjin Song, Planner

Moonah Kim, Art Director

SALES & MARKETING - COLLATERAL MATERIAL

Collateral Material - Special Event Materials (invitations, announcements, cards, etc.)

Airbnb - Airb n Bouquinistes

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Airbnb - Airb n Bouquinistes

Credits:

Gahyeon Kim, Planner
Jeongeon Lee, Art Director
Gyueun Lee, Planner
Cheyoung Moon, Art Director
Yul Han, Art Director
Huijing Li, Art Director
Jeemin Son, Planner
Sebee Lee, Art Director
Hajin Shin, Art Director
Jaeyun Kwon, Planner
Changjin Song, Planner
Moonah Kim, Art Director

SALES & MARKETING - DIRECT MARKETING

Direct Marketing

Airbnb - Airb n Bouquinistes

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Airbnb - Airb n Bouquinistes

Credits:

Gahyeon Kim, Planner
Jeongeon Lee, Art Director
Gyueun Lee, Planner
Cheyoung Moon, Art Director
Yul Han, Art Director
Huijing Li, Art Director
Jeemin Son, Planner
Sebee Lee, Art Director
Hajin Shin, Art Director
Jaeyun Kwon, Planner
Changjin Song, Planner
Moonah Kim, Art Director

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

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

Airbnb - Airbn Bouquinistes

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Airbnb - Airbn Bouquinistes

Credits:

Gahyeon Kim, Planner
Jeongeon Lee, Art Director
Gyueun Lee, Planner
Cheyoung Moon, Art Director
Yul Han, Art Director
Huijing Li, Art Director
Jeemin Son, Planner
Sebee Lee, Art Director
Hajin Shin, Art Director
Jaeyun Kwon, Planner
Changjin Song, Planner
Moonah Kim, Art Director

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

Pieces of Memories From the North

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Lego - Pieces of Memories

Credits:

Ba Da Kang , Art Director
Ju-Young Lee, Art Director
Chaeyong Moon, Art Director
Sebee Lee, Art Director
Ji ho Yoon, Art Director
Ji Hye Yoo, Art Director
Jamin Kim, Art Director
Jaeyun Kwon, Copywriter

Out-Of-Home- Outdoor & Transit Advertising - Site

The Last Frame

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Canon - The Last Frame

Credits:

Gyueun Lee, Planner

Yul Han, Art Director

Cheyoung Moon, Art Director

Jiho Yoo, Art Director

Hajin Shin, Planner

Jaeyun Kwon, Planner

Soyoung Choi, Planner

Gahyeon Kim, Planner

Eunwoo Kim, Planner

Jeongmin Park, Planner

Dongjoo Lim, Art Director

Seonghoon Jeong, Art Director

Ambient Media - Guerilla Marketing, Installations and Events - Single Occurrence or Installation

Airbnb - Airb n Bouquinistes

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Airbnb - Airb n Bouquinistes

Credits:

Gahyeon Kim, Planner

Jeongeon Lee, Art Director

Gyueun Lee, Planner

Cheyoung Moon, Art Director

Yul Han, Art Director

Huijing Li, Art Director

Jeemin Son, Planner

Sebee Lee, Art Director

Hajin Shin, Art Director

Jaeyun Kwon, Planner

Changjin Song, Planner

Moonah Kim, Art Director

Ambient Media - Guerilla Marketing, Installations and Events - Campaign

Reject to Eject

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Fanta - Reject to Eject

Credits:

Sebee Lee, Art Director

Yul Han, Art Director

Jeemin Son, Planner

Moonah Kim, Art Director

Sungmin Lee, Art Director

Jeonghwan Lee, Planner

Minseo Kang, Art Director

Gyueun Lee, Art Director

Cheyoung Moon, Art Director

Jiho Yoo, Art Director

Hajin Shin, Planner

Jaeyun Kwon, Planner

Ambient Media - Guerilla Marketing, Installations and Events - Campaign

Airbnb - Airb n Bouquinistes

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Airbnb - Airb n Bouquinistes

Credits:

Gahyeon Kim, Planner

Jeongeon Lee, Art Director

Gyueun Lee, Planner

Cheyoung Moon, Art Director

Yul Han, Art Director

Huijijing Li, Art Director

Jeemin Son, Planner

Sebee Lee, Art Director

Hajin Shin, Art Director

Jaeyun Kwon, Planner

Changjin Song, Planner

Moonah Kim, Art Director

Ambient Media - Guerilla Marketing, Installations and Events - Campaign

Pieces of Memories From the North

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Lego - Pieces of Memories

Credits:

Ba Da Kang , Art Director

Ju-Young Lee, Art Director

Chaeyong Moon, Art Director

Sebee Lee, Art Director

Ji ho Yoon, Art Director

Ji Hye Yoo, Art Director

Jamin Kim, Art Director

Jaeyun Kwon, Copywriter

ONLINE / INTERACTIVE - SOCIAL MEDIA

Social Media - Single Execution

Make Killing Instagrammable

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Peta - Make Killing Instagrammable

Credits:

Hongkyun Kim, Art Director

Taehoon Lee, Art Director

Chanhyeong Jeon, Art Director

Juri Kim, Art Director

Juyeong Ha, Art Director

Minah Lee, Art Director

Sugyeong Jung, Art Director

Sumin Eum, Art Director

Social Media - Single Execution

Have A Most Boring Night

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Days Inn - Have A Most Boring Night

Credits:

Yul Han, Art Director

Social Media - Single Execution

Airbnb - Airb n Bouquinistes

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Airbnb - Airb n Bouquinistes

Credits:

Gahyeon Kim, Planner

Jeongeon Lee, Art Director

Gyueun Lee, Planner

Cheyoung Moon, Art Director

Yul Han, Art Director

Hujjifinf Lil, Art Director

Jeemin Son, Planner

Sebee Lee, Art Director

Hajin Shin, Art Director

Jaeyun Kwon, Planner

Changjin Song, Planner

Moonah Kim, Art Director

Social Media - Campaign

The Last Frame

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Canon - The Last Frame

Credits:

Gyueun Lee, Planner

Yul Han, Art Director

Cheyoung Moon, Art Director

Jiho Yoo, Art Director

Hajin Shin, Planner

Jaeyun Kwon, Planner

Soyoung Choi, Planner

Gahyeon Kim, Planner

Eunwoo Kim, Planner

Jeongmin Park, Planner

Dongjoo Lim, Art Director

Seonghoon Jeong, Art Director

CROSS PLATFORM - INTEGRATED CAMPAIGNS

Integrated Advertising Campaign - Consumer Campaign

The Last Frame

Gold ADDY

Educational Institution: Openlearn Academy

Title: Canon - The Last Frame

Credits:

Gyueun Lee, Planner

Yul Han, Art Director

Cheyoung Moon, Art Director

Jiho Yoo, Art Director

Hajin Shin, Planner

Jaeyun Kwon, Planner

Soyoung Choi, Planner

Gahyeon Kim, Planner

Eunwoo Kim, Planner

Jeongmin Park, Planner

Dongjoo Lim, Art Director

Seonghoon Jeong, Art Director

Integrated Advertising Campaign - Consumer Campaign

Airbnb - Airb n Bouquinistes

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Airbnb - Airb n Bouquinistes

Credits:

Gahyeon Kim, Planner

Jeongeon Lee, Art Director

Gyueun Lee, Planner

Cheyoung Moon, Art Director

Yul Han, Art Director

Huijing Li, Art Director

Jeemin Son, Planner

Sebee Lee, Art Director

Hajin Shin, Art Director

Jaeyun Kwon, Planner

Changjin Song, Planner

Moonah Kim, Art Director

Integrated Advertising Campaign - Consumer Campaign

Patagonia Kills Patagonia

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Patagonia Kills Patagonia

Credits:

Yul Han, Art Director

Cheyoung Moon, Art Director

Integrated Advertising Campaign - Consumer Campaign

Aleah Jones, Harper Herman, Paige Shin, Philip Acierno

Silver ADDY Award

Educational Institution: Miami Ad School NYC

Title: Kraft Moosic Festival

Credits:

Aleah Jones, Art Director

Harper Herman, Art Director

Paige Shin, Copywriter

Philip Acierno, Copywriter

Integrated Brand Identity Campaign - Single

Pieces of Memories From the North

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Lego - Pieces of Memories

Credits:

Ba Da Kang , Art Director

Ju-Young Lee, Art Director

Chaeyong Moon, Art Director

Sebee Lee, Art Director

Ji ho Yoon, Art Director

Ji Hye Yoo, Art Director

Jamin Kim, Art Director

Jaeyun Kwon, Copywriter

ELEMENTS OF ADVERTISING - STILL PHOTOGRAPHY

Still Photography - Black & White, Single

Hadil Jamali

Silver ADDY Award

Educational Institution: Miami Ad School

Title: Hadil Jamali

Credits:

Hadil Jamali, Art Director

ELEMENTS OF ADVERTISING - ART DIRECTION

Art Direction - Single

Coded for a better tomorrow

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: NotCo - Coded for a better tomorrow

Credits:

Yul Han, Art Director

Chaeyoung Moon, Art Director

Gahyeon Kim, Planner

ELEMENTS OF ADVERTISING - DIGITAL CREATIVE TECHNOLOGY

Digital Creative Technology

Pulse

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Volvo - Pulse

Credits:

Chanhyeong Jeon, Art Director

Kwangyong Choi, Art Director

Songyi Jeon, Art Director

Taehoon Lee, Art Director

Hongkyun Kim, Copywriter

AAF NEW YORK CITY METRO SPECIAL AWARDS - STUDENT

AMERICAN
ADVERTISING
AWARDS

Integrated Advertising Campaign - Consumer Campaign

The Last Frame

Best of Show ADDY Award

Educational Institution: Openlearn Academy

Title: Canon - The Last Frame

Credits:

Gyueun Lee, Planner

Yul Han, Art Director

Cheyoung Moon, Art Director

Jiho Yoo, Art Director

Hajin Shin, Planner

Jaeyun Kwon, Planner

Soyoung Choi, Planner

Gahyeon Kim, Planner

Eunwoo Kim, Planner

Jeongmin Park, Planner

Dongjoo Lim, Art Director

Seonghoon Jeong, Art Director