



AMERICAN
ADVERTISING
AWARDS

**2023-2024 AAF PHILADELPHIA METRO
AMERICAN ADVERTISING AWARDS WINNER LISTING**

PROFESSIONAL WINNERS

SALES & MARKETING

Sales Promotion Packaging - Campaign

Silver ADDY Award

Think Traffic

Client: Schwazze

Title: Purplebees Branding Identity

PRINT ADVERTISING

Newspaper Advertising - Full Page or Less

Gold ADDY

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer Jeet

Credits:

The Philadelphia Inquirer

Newspaper Advertising - Newspaper Advertising - Full Page or Less

Gold ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer Gritty

Credits:

The Philadelphia Inquirer

Newspaper Advertising - Full Page or Less

Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer Waterice

Credits:

The Philadelphia Inquirer

Newspaper Advertising - Full Page or Less

Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer Go Birds

Credits:

The Philadelphia Inquirer

Newspaper Advertising - Campaign

Gold ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: Unsubscribe

Credits:

The Philadelphia Inquirer

OUT-OF-HOME & AMBIENT MEDIA

Out-of-Home - Outdoor Board - Single Board

Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer - Jeet

Credits:

The Philadelphia Inquirer

Out-of-Home - Outdoor Board - Single Board

Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer - Gritty

Credits:

The Philadelphia Inquirer

Out-of-Home - Outdoor Board - Single Board

Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer-Love Park

Credits:

The Philadelphia Inquirer

Out-of-Home - Outdoor Board - Single Board

Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer - Pretzel

Credits:

The Philadelphia Inquirer

Out-of-Home - Outdoor Board - Single Board

Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: Sparkling Ice

Title: Sparkling Ice Broadcast System

Credits:

Sparkling Ice

Out-of-Home - Outdoor Board - Multiple Boards

Silver ADDY Award

Red Tetteimer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: Unsubscribe

Credits:

The Philadelphia Inquirer

ONLINE/INTERACTIVE

Websites - Consumer

Silver ADDY Award

Think Traffic

Client: Schwazze

Title: Purplebees Branding Identity

Websites - B-to-B

Silver ADDY Award

Think Traffic

Client: Schwazze

Title: Purplebees Branding Identity

Social Media - Single Execution

Gold ADDY Award

Penn Medicine

Client: Penn Medicine

Title: Mom, I Won a Nobel Prize

Credits:

Matt Curran, Director/Shooter/Editor

Social Media - Campaign

Silver ADDY Award

Defy

Client: Boyds

Title: Boyds ASMR Social Posts

Credits:

Nik Greenblatt, Executive Creative Director

Emily Huddell, SVP of Brand Development

Karolina Davis, Creative Director + Animator

Erin McKnight, Designer

Evan Wickersham, Copywriter

Alisa Verratti, Account Manager + Producer

Theresa Garcia, Project Manager

Jackie Papanier, Director and Editor

Anthony Berenato Jr., Director of Photography

Nick Pietroniro, Grip

Helian Zhang, Sound Engineer

FILM, VIDEO, & SOUND

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

Silver ADDY Award

Malix Media

Client: Cape May Brewing Company

Title: It's What Vacation Tastes Like

Credits:

Alex Reinhard, Writer/Director

Max Morgan, Producer

Joe Grasso, Director of Photography

Janelle Munro, Stylist

Hieu Tran, Gaffer

Adam Hribar, Assistant Camera

Jeff Bagg, Grip

Alex Ventresca, Production Assistant

Ben Ford, Original Score

Television Advertising – Regional/National - Campaign

Gold ADDY Award

Brownstein

Client: NJM Insurance Group

Title: NJM No Jingles or Mascots

Credits:

Erin Allsman, President

Gary Greenberg, Vice President, Chief Creative Officer

Meredith Schwinder, Group Creative Director - Art

Chris Grenier, Group Creative Director - Copy

Kaitlyn Castillo, Creative Director – Art

Scott Cirlin, Creative Director – Copy

Natalie Cross, Senior Art Director

Andrew Acconzo, Senior Copywriter

Nicole Lundy, Executive Producer

Jennifer Judge, Producer

Ryan Paton, Group Account Director

Kiran Sardar, Account Director

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

Silver ADDY Award

Alkemy X

Client: Teleflora

Title: Teleflora "Smile"

Credits:

Joeri Holshemier, Director

Mark Hutchinson, Editor

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

Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: Microphone

Credits:

The Philadelphia Inquirer

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

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer Balloon

Credits:

The Philadelphia Inquirer

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

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer Nobel

Credits:

The Philadelphia Inquirer

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

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer Drumline

Credits:

The Philadelphia Inquirer

Online Film, Video, & Sound - Internet Commercial - Campaign
Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: Unsubscribe

Credits:

The Philadelphia Inquirer

Online Film, Video, & Sound - Internet Commercial - Campaign
Silver ADDY Award

quench - Pavone Group

Client: Herr Foods Inc

Title: Rooted Online Campaign

Credits:

Peter Harris, Executive Creative Director

Zach Haines, Sr. Art Director

Jesse Kahn, Sr. Copywriter

Kyle Waldron, Designer

Olivia Carb, Account Strategist

Morgan Jackson, Account Strategist

Darby Hughes, Director of Account Planning

Matt Campbell, Head of Production

Parody/Nicholas Smalarz + Steve Snyder, Production Company

Chris Sembrot, Photographer

Brent Suereth, Project Manager

Online Film, Video, & Sound - Internet Commercial - Campaign
Silver ADDY Award

Red Tettemer O'Connell + Partners

Client: Dietz & Watson

Title: Frank & Stein's

Credits:

Dietz & Watson

Branded Content & Entertainment For Online Film, Video & Sound - Single entry
:60 seconds or less

Gold ADDY Award

Penn Medicine

Client: Penn Medicine

Title: Mom, I Won a Nobel Prize

Credits:

Matt Curran, Director/Shooter/Editor

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

Gold ADDY Award

Penn Medicine

Client: Penn Medicine

Title: Ready for the Fight

Credits:

Tyler Caton, Director

Vic Carreno, Editor

Matt Curran, Producer

Paul Burke, Production Assistant

Carla Salas, Production Manager

Debra Lucatuorto, Project Manager

Jon Cheifet, Co-Editor

Branded Content & Entertainment Campaign

Gold ADDY Award

MAKE FILMS

Client: MAKE/FILMS

Title: New Holland Agriculture

Credits:

David Godin, Director

Steve Buckwalter, Director of Photography

Aaron Dienner, Editor

Grace Wagner, Producer

Branded Content & Entertainment Campaign

Silver ADDY Award

Material

Client: Wetwall

Title: Material-Wetwall Branded Content

Cinema Advertising - Movie Trailer

Gold ADDY Award

MAKE FILMS

Client: MAKE/FILMS

Title: Brave the Dark

Credits:

Damian Harris, Director

Derek Dienner, Executive Producer

Aaron Dienner, Editor - Trailer

Darrell Kontis-Smith, Post Production Supervisor

Sales Promotion - Audio/Visual Sales Presentation

Silver ADDY Award

REMADE

Client: Google

Title: National Security

Credits:

Tim Pachuau, Director

DJ Ferro, Producer

CROSS PLATFORM

Integrated Advertising Campaigns - Consumer Campaign-Local

Gold ADDY

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: Unsubscribe

Credits:

The Philadelphia Inquirer

Integrated Branded Content Campaign – Local or Regional/National

Silver ADDY Award

Material

Client: Wetwall

Title: Material-Wetwall Campaign

Integrated Advertising Campaigns - B-to-B Campaign - Regional/National
Silver ADDY Award

Brownstein

Client: Owners Bank

Title: All Business. No B.S.

Credits:

Erin Allsman, President

Gary Greenberg, Vice President, Chief Creative Officer

Adrian Castillo, Creative Director – Art

Scott Cirlin, Creative Director – Copy

Elisabeth Mericle, Copywriter

Matt Rondos, Art Director

Brett Samuels, Senior Account Planner

Ryan Rakoske, Senior Account Supervisor

Steve Metcalfe, Senior Account Director

Mark Schaeffer, Editor/Studio Manager

Nancy Logan, Production Manager

Rebekah Atkins, Copy Editor

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

Brownstein

Client: NJM Insurance Group

Title: NJM No Jingles or Mascots

Credits:

Erin Allsman, President

Gary Greenberg, Vice President, Chief Creative Officer

Meredith Schwinder, Group Creative Director - Art

Chris Grenier, Group Creative Director - Copy

Kaitlyn Castillo, Creative Director – Art

Scott Cirlin, Creative Director – Copy

Andrew Acconzo, Senior Copywriter

Jesse Kahn, Senior Copywriter

Zachary Haines, Senior Art Director

Will Murdoch, Lead Creative Technologist

Nicole Lundy, Executive Producer

Jennifer Judge, Producer

ELEMENTS OF ADVERTISING

Visual - Illustration - Illustration - Series

Silver ADDY Award

REMADE

Client: Novo Nordisk

Title: Novo Nordisk: Thick Skin

Credits:

Tim Pachuau, Director

Elias Velho, Animation Lead

DJ Ferro, Producer

Visual - Art Direction - Art Direction - Campaign

Silver ADDY Award

Red Tettermer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: Unsubscribe

Credits:

The Philadelphia Inquirer

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility - Corporate Social Responsibility

Online/Interactive Campaign

Silver ADDY Award

The Philadelphia Inquirer

Client: Jefferson Enterprise

Title: Restoring Hope

Credits:

The Philadelphia Inquirer / INQ Studio

ADVERTISING/ MEDIA INDUSTRY SELF-PROMOTION

Collateral - Brand Elements

Gold ADDY Award

Brownstein

Client: Poster Child

Title: Poster Child Agency Branding

Credits:

Erin Allsman, President

Gary Greenberg, Vice President, Chief Creative Officer

James Brownstein, General Manager, Poster Child

Jesse Kahn, Senior Copywriter

Zachary Haines, Senior Art Director

Jill Losada, Director of Creative Operations

Will Murdoch, Lead Creative Technologist

AAF PHILADELPHIA METRO SPECIAL AWARDS

AMERICAN
ADVERTISING
AWARDS

Newspaper Advertising - Full Page or Less

Best of Show ADDY Award

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: The Philadelphia Inquirer Jeet

Credits:

The Philadelphia Inquirer

AMERICAN
ADVERTISING
AWARDS

Integrated Advertising Campaigns - Consumer Campaign-Local

Judges Award of Excellence

Red Tettemer O'Connell + Partners

Client: The Philadelphia Inquirer

Title: Unsubscribe

Credits:

The Philadelphia Inquirer

**2023-2024 AAF PHILADELPHIA METRO
AMERICAN ADVERTISING AWARDS WINNER LISTING**

STUDENT WINNERS

SALES & MARKETING - COLLATERAL MATERIAL

Collateral Material - Publication Design - Book Design

Klein College of Media & Communication at Temple University

Silver ADDY Award

Educational Institution: Temple University Klein College of Media &
Communication

Title: PETA / The ABCs of Speciesism

Credits:

Sarah Margrit Walters, Art Director

Grace White, Copywriter

OUT OF HOME & AMBIENT MEDIA - AMBIENT MEDIA

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

Klein College of Media & Communication at Temple University

Gold ADDY Award

Educational Institution: Temple University Klein College of Media &
Communication

Title: Velveeta Melted Hearts

Credits:

Lolade Kola-Adewuyi, Art Director

Francine Ferlick, Art Director

Kyla Greene, Art Director