



AMERICAN
ADVERTISING
AWARDS

2025-2026 AAF NEW YORK CITY METRO AMERICAN ADVERTISING AWARDS WINNER LISTING

PROFESSIONAL WINNERS

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media - Guerrilla Marketing

Gold ADDY Award

JBL

Client: JBL

Title: The Unreturnable PartyBox

Credits:

Chris Epple, VP Consumer Marketing, Americas

Nicole Sanabria, Manager, Public Relations

Ambient Media - Guerrilla Marketing

Silver ADDY Award

JBL

Client: JBL

Title: JBL x Benson Boone Clearly Original

Credits:

Chris Epple, VP Consumer Marketing, Americas

Nicole Sanabria, Manager, Public Relations

Out-of-Home - Out-of-Home Campaign

Silver ADDY Award

DeVito/Verdi

Client: LiveOnNY

Title: LiveOnNY

Credits:

Eric Schutte, Executive Creative Director

Out-of-Home - Outdoor Board Campaign

Gold ADDY Award

Saatchi & Saatchi

Client: Procter & Gamble

Title: Swiffer Keep NYC out of NYC Apts

Credits:

Richie Glickman, ECD

Step Schultz, CD, Copy

Anthony Chelette, CD, Art

Molly Cathcart, ACD, Copy

Jane Jovanovic, Director, Brand Strategy

Iulia Galan, EVP, Portfolio Lead

Ella White, Account Executive

Daniel Brennan, Account Director

Samuel Sykes, Account Supervisor

Kate Kim, Senior Art Director

Brendon Park, Senior Designer

Amy Salzman, Senior Producer

Out-of-Home - Out-of-Home Campaign

Silver ADDY Award

DeVito/Verdi

Client: LiveOnNY

Title: LiveOnNY

Credits:

Eric Schutte, Executive Creative Director

ONLINE/INTERACTIVE

Social Media - Campaign

Gold ADDY Award

JBL

Client: JBL

Title: The Unreturnable PartyBox

Credits:

Chris Epple, VP Consumer Marketing, Americas

Nicole Sanabria, Manager, Public Relations

Social Media - Campaign

Silver ADDY Award

Hotel Lobby Candle

Client: Hotel Lobby Candle

Title: Grand Holiday Campaign

Credits:

Lindsay Silberman, Founder / Creative Director / Copywriter

Courtney MacDonald, Art Director / Lead Designer

Elkin Jaramillo, Photographer

Ashley Shartle, Prop Stylist

Matthew Stevens, Co-Founder / Product Development

Spencer Lauren, PR

Christina Grasso, Wardrobe Stylist

Margaret Kiss, Model

Renee Fisher, Model

Paula Lustbader, Model

Scarlette Tidy, Social Media Lead

Matthew Agnello, Digital Ads Lead / Website Development

FILM, VIDEO, & SOUND

Television Advertising – Regional/National - Campaign

Silver ADDY Award

Elite Media

Client: American Family Insurance

Title: Life's Better Campaign

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

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

Silver ADDY Award

Crispin

Client: Samsung Electronics America

Title: SmartThings Meets AI Home

Credits:

Salman Taufiq, Sr Director, Head of Marketing - Samsung Electronics America

Allison Stransky, VP & CMO, Corporate Mkt- Samsung Electronics America

Minjae Kim, Sr Director, Corporate Marketing - Samsung Electronics America

Zenia Lasola-Smith, Business Operations Mgr- Samsung Electronics America

Brent King, Connected Experience Associate - Samsung Electronics America

Roberto Cymrot, Sr Dir, Insights & Dig Analytics - Samsung Electronics America

Ariana Castelluccio, Dir, Digital Appliances Brand Experience - Samsung Electronics America

Aadi Krishna, Manager, TV Consumer Marketing - Samsung Electronics America

Vince Giella, Sr Manager, CXC - Samsung Electronics America

Isai Reynoso, Social Media Director -Samsung Electronics America

Troy Ogletree, Social Content & Creative Strategy Lead - Samsung Electronics America

Zachary Woelfel, Sr Marketing Mgr, Connectivity - Samsung Electronics America

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

Gold ADDY Award

Publicis LeOne

Client: Haleon

Title: Sensory Overload

Credits:

Atit Shah, Chief Creative Officer, Digitas, North America

Mark Book, EVP, Head of Content, Digitas

Katherine Saxon, VP, Group Content Director, Digitas

Grace Chen, Content Associate, Digitas

Linda Fitzsimmons, President, US Group Client Lead for Haleon, Publicis LeOne

Kathryn Smolen, VP, Strategy, Publicis LeOne

Stephanie Hernandez, Senior Brand Manager, Sensodyne, Haleon

Andrea Duray, Senior Brand Manager, Haleon

Aimee Garriga, Director, Integrated Marketing & Media, Haleon

Marissa Solan, Director, US Earned & Social Media, Haleon

Keri Palazzolo, Senior Manager, Earned & Social Media, Haleon

Sue Vicko, VP, Marketing, Oral Health, Haleon

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

Silver ADDY Award

Northwell Health

Client: Northwell Health

Title: Julie From Marketing: Kitchen

Credits:

Julie Shapiro, Host, Producer

Christopher Suchy, Producer, Director, Videographer

Amanda Marzullo, Producer

Jessica Reyes, Videographer, Editor, Animator

Robert Hoell, Videographer

Branded Content & Entertainment Campaign

Gold ADDY Award

Digitas

Client: Sephora

Title: Faces of Music

Credits:

Atit Shah, Chief Creative Officer, Digitas North America

Mark Book, EVP, Head of Content, Digitas

Ben Wagner, VP, Group Content Director, Digitas

Shabnum Mehra Palomba, EVP, Media, Digitas

Megan Baker, SVP, Group Account Director, Digitas

Alyssa Fazio, Associate Content Director, Digitas

Manisha Dayanandra, Brand Strategist, Digitas

Zena Arnold, Chief Marketing Officer, Sephora

Celessa Baker, Executive Producer, Sephora

Nanette Nunu, Executive Producer, Sephora

Jackie Migdal, Executive Producer, Sephora

Jessica Stacey, SVP, Ext Communications, Sephora

Branded Content & Entertainment Campaign

Silver ADDY Award

Elite Media

Client: American Family Insurance

Title: Dream Fearlessly Series

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Music Videos

Gold ADDY Award

SpecialGuest

Client: OK Go & Ray-Ban Meta

Title: "Love"

Credits:

Damian Kulash, Director/Lead Singer, OK Go

Tim Nordwind, Bassist, OK Go

Andy Ross, Guitarist, OK Go

Dan Konopka, Drummer, OK Go

Aaron Duffy, Director/Executive Creative Director, SpecialGuest

Jordan Stone, Pimm Buddhari, Art Director, SpecialGuest

SpecialGuestX, Creative Agency

Miguel Espada, Director/Executive Creative Director, SpecialGuestX

Dani Kei V. Kaneda, Paula Charmes Jambrina, Robot Animators, SpecialGuestX

Francesca Palau, Robotics Producer, SpecialGuestX

Nestor Rubio Garcia, Lucas Ortiz Estefanell, Alvaro Domingo Gordo Ruiz, Daniel

Romero Pérez, Robotics Team, SpecialGuestX

1stAveMachine, Production Company

CROSS PLATFORM

Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Silver ADDY Award

Digitas

Client: Sephora

Title: Sephora x Lyft: Delivered to Beauty

Credits:

Zena Arnold, Chief Marketing Officer, Sephora U.S.

Anne Cambria, SVP, Marketing - Brand, Retail, Creative and Insights, Sephora

Candace Payne, VP, Brand & Seasonal, Sephora

Blakeley Vaughn, VP, External Communications, Sephora

Brent Mitchell, VP, Social Media and Influencers, Sephora

Megan Black, VP, Digital Marketing & Media, Sephora

Atit Shah, Chief Creative Officer, Digitas North America

Gabriel Cheung, Chief Creative Officer, Le Truc

Adam Van Dusen, Associate Creative Director, Le Truc

Lisa Eri, Associate Creative Director, Le Truc

Shab Palomba, EVP, Media, Digitas

Toby Feakins, EVP, Media Strategy, Zenith

Integrated Brand Identity Campaign - Local or Regional/National

Silver ADDY Award

JBL

Client: JBL

Title: JBL x Benson Boone Clearly Original

Credits:

Chris Epple, VP Consumer Marketing, Americas

Nicole Sanabria, Manager, Public Relations

Online/Interactive Campaign

Silver ADDY Award

Elite Media

Client: American Family Insurance

Title: Dream Fearlessly Series

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

ELEMENTS OF ADVERTISING

Copywriting

Gold ADDY Award

Saatchi & Saatchi

Client: Procter & Gamble

Title: Swiffer Keep NYC out of NYC Apts

Credits:

Richie Glickman, ECD

Step Schultz, CD, Copy

Anthony Chelette, CD, Art

Molly Cathcart, ACD, Copy

Jane Jovanovic, Director, Brand Strategy

Iulia Galan, EVP, Portfolio Lead

Ella White, Account Executive

Daniel Brennan, Account Director

Samuel Sykes, Account Supervisor

Kate Kim, Senior Art Director

Brendon Park, Senior Designer

Amy Salzman, Senior Producer

Copywriting

Silver ADDY Award

Elite Media

Client: American Family Insurance

Title: Dream Fearlessly - Legacy

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Film & Video - Cinematography - Single

Silver ADDY Award

Elite Media

Client: American Family Insurance

Title: Dream Fearlessly - Legacy

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

AAF NEW YORK CITY METRO SPECIAL AWARDS - PROFESSIONAL

AMERICAN
ADVERTISING
AWARDS

Music Videos

Best of Show ADDY Award

SpecialGuest

Client: OK Go & Ray-Ban Meta

Title: "Love"

Credits:

Damian Kulash, Director/Lead Singer, OK Go

Tim Nordwind, Bassist, OK Go

Andy Ross, Guitarist, OK Go

Dan Konopka, Drummer, OK Go

Aaron Duffy, Director/Executive Creative Director, SpecialGuest

Jordan Stone, Pimm Buddhari, Art Director, SpecialGuest

SpecialGuestX, Creative Agency

Miguel Espada, Director/Executive Creative Director,

SpecialGuestX

Dani Kei V. Kaneda, Paula Charmes Jambrina, Robot Animators,

SpecialGuestX

Francesca Palau, Robotics Producer, SpecialGuestX

Nestor Rubio Garcia, Lucas Ortiz Estefanell, Alvaro Domingo

Gordo Ruiz, Daniel Romero Pérez, Robotics Team,

SpecialGuestX

1stAveMachine, Production Company



MOSAIC AWARDS

Branded Content & Entertainment Campaign

Mosaic ADDY Award

Digitas

Client: Sephora

Title: Faces of Music

Credits:

Atit Shah, Chief Creative Officer, Digitas North America

Mark Book, EVP, Head of Content, Digitas

Ben Wagner, VP, Group Content Director, Digitas

Shabnum Mehra Palomba, EVP, Media, Digitas

Megan Baker, SVP, Group Account Director, Digitas

Alyssa Fazio, Associate Content Director, Digitas

Manisha Dayanandra, Brand Strategist, Digitas

Zena Arnold, Chief Marketing Officer, Sephora

Celessa Baker, Executive Producer, Sephora

Nanette Nunu, Executive Producer, Sephora

Jackie Migdal, Executive Producer, Sephora

Jessica Stacey, SVP, Ext Communications, Sephora

**2025-2026 AAF NEW YORK CITY METRO
AMERICAN ADVERTISING AWARDS STUDENT WINNER LISTING**

SALES & MARKETING - SALES PROMOTION

Sales Promotion - Product or Service Sales Promotion - Packaging

The Black&Pink Bananakick

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: The Black&Pink Bananakick

Credits:

Seoin Choi, Account Executive

Top Kim, Account Executive

Yunsang Lee, Account Executive

Daeun Kim, Art Director

Shinhyeong Kim, Art Director

Sang-guere Lee, Art Director

PRINT ADVERTISING - MAGAZINE ADVERTISING

Magazine Advertising - Single (Full Page or Less)

Openlearn Academy

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Make it Easier for Kids

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Mandukhai Munkhzorig, Copywriter

Magazine Advertising - Campaign

Zach Herskowitz

Silver ADDY Award

Educational Institution: Zicklin School of Business

Title: Better Bring a Yeti

Credits:

Zach Herskowitz, Copywriter

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

Out-Of-Home- Poster - Campaign

Seoyoung Lee, Beomjun Kim, Chaewon Ham, Woojung Lee

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: HSBC - This is not HSBC RED

Credits:

Seoyoung Lee, Account Executive

Beomjun Kim, Copywriter

Chaewon Ham, Art Director

Woojung Lee, Art Director

Out-Of-Home - Outdoor & Transit Advertising - Outdoor Board (Flat or 3D)

Openlearn Academy

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Ryan Reynolds has Great Gins

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Mandukhai Munkhзориг, Copywriter

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

Openlearn Academy

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Forza Frédéric

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Out-Of-Home - Outdoor & Transit Advertising - Campaign
Seoyoung Lee, Beomjun Kim, Chaewon Ham, Woojung Lee
Silver ADDY Award

Educational Institution: Openlearn Academy

Title: HSBC - This is not HSBC RED

Credits:

Seoyoung Lee, Account Executive

Beomjun Kim, Copywriter

Chaewon Ham, Art Director

Woojung Lee, Art Director

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

Google Gemini - The Wave of Hope

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Google Gemini - The Wave of Hope

Credits:

Sungmin Ro, Account Executive

Seoin Choi, Account Executive

Dageon Lee, Art Director

Jongchan Lee, Art Director

Saerom Park, Art Director

Hanju Noh, Art Director

Geon Shin, Account Executive

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Gaeun Kim, Account Executive

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

Openlearn Academy

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Climb Pro

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Mandukhai Munkhзориг, Copywriter

Sujeong Lee, Art Director

Ambient Media - Guerilla Marketing, Installations and Events - Campaign

Openlearn Academy

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Ryan Reynolds has Great Gins

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Mandukhai Munkhorig, Copywriter

ONLINE / INTERACTIVE - APPS

Apps - App (Mobile or Web-Based)

Verizon - Keanu Mode

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Verizon - Keanu Mode

Credits:

Gaeun Kim, Account Executive

Saerom Par , Art Director

Sungmin Ro, Account Executive

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Doyoon Kim, Art Director

Apps - App (Mobile or Web-Based)

Seoyoung Lee, Beomjun Kim, Chaewon Ham

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Duolingo - Back in the Game

Credits:

Seoyoung Lee, Account Executive

Beomjun Kim, Account Executive

Chaewon Ham, Art Director

Apps - App (Mobile or Web-Based)

Google Gemini - Spark The Humming

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Google Gemini - Spark The Humming

Credits:

Sungmin Ro, Account Executive

Jongchan Lee, Art Director

Saerom Park, Art Director

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Gaeun Kim, Account Executive

CROSS PLATFORM - INTEGRATED CAMPAIGNS

Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy

Gold ADD Award

Educational Institution: Openlearn Academy

Title: Forza Frédéric

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Nothing but Language

Credits:

Jiwoo Kim, Art Director

Suhyeok Kim, Account Executive

Chanho Lim, Account Executive

Jiyong Lee, Account Executive

Integrated Advertising Campaign 1 - Consumer Campaign

Verizon - Keanu Mode

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Verizon - Keanu Mode

Credits:

Gaeun Kim, Account Executive

Saerom Park, Art Director

Sungmin Ro, Account Executive

Doyoon Kim, Art Director

Sokhyun Lee, Account Executive

Yearim Park, Art Director

Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Color is Qualified

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Integrated Advertising Campaign - Consumer Campaign

Saved by Verizon Network

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Saved by Verizon Network

Credits:

Seoin Choi, Account Executive

Top Kim, Account Executive

Yunsang Lee, Account Executive

Jongchan Lee, Art Director

Daeun Kim, Art Director

Shinhyeong Kim, Art Director

Integrated Advertising Campaign - Consumer Campaign

Lily Xu

Gold ADDY Award

Educational Institution: School of Visual Arts

Title: Speak Your Love

Integrated Advertising Campaign - Consumer Campaign

BestBuy - Sonny for Sony

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: BestBuy - Sonny for Sony

Credits:

Geon Shin, Account Executive

Hanju Noh, Art Director

Dageon Lee, Art Director

Sokhyun Lee, Account Executive

Gaeun Kim, Account Executive

Integrated Advertising Campaign - Consumer Campaign

Bona Kim

Silver ADDY Award

Educational Institution: School of Visual Arts

Title: Heinz Make It Hot Again

Integrated Advertising Campaign - Consumer Campaign

Cecilia Mol and Seongyun Park

Silver ADDY Award

Educational Institution: School of Visual Arts

Title: Depopped

Credits:

Seongyun Park,

Integrated Advertising Campaign - Consumer Campaign

Cecilia Mol and Seongyun Park

Silver ADDY Award

Educational Institution: School of Visual Arts

Title: Vaseline Assistant Referee

Credits:

Seongyun Park

Integrated Advertising Campaign - Consumer Campaign
Seoyoung Lee, Beomjun Kim, Chaewon Ham, Woojung Lee
Silver ADDY Award

Educational Institution: Openlearn Academy

Title: HSBC - This is not HSBC RED

Credits:

Seoyoung Lee, Account Executive

Beomjun Kim, Copywriter

Chaewon Ham, Art Director

Woojung Lee, Art Director

Integrated Advertising Campaign - Consumer Campaign
Kayla Sepulveda

Silver ADDY Award

Educational Institution: School of Visual Arts

Title: Duodelos Muertos

Integrated Advertising Campaign - Consumer Campaign
So Hee Myung and Brie Kim

Silver ADDY Award

Educational Institution: School of Visual Arts

Title: Jim Beam Prohibition

Credits:

Brie Kim

ELEMENTS OF ADVERTISING - COPYWRITING

Copywriting

Zach Herskowitz

Gold ADDY Award

Educational Institution: Zicklin School of Business

Title: Better Bring a Yeti

Credits:

Zach Herskowitz, Copywriter

ELEMENTS OF ADVERTISING - DIGITAL CREATIVE TECHNOLOGY

Digital Creative Technology

Openlearn Academy

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Climb Pro

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Mandukhai Munkhzorig, Copywriter

Sujeong Lee, Art Director

Digital Creative Technology

Google Gemini - The Wave of Hope

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Google Gemini - The Wave of Hope

Credits:

Sungmin Ro, Account Executive

Seoin Choi, Account Executive

Dageon Lee, Art Director

Jongchan Lee, Art Director

Saerom Park, Art Director

Hanju Noh, Art Director

Geon Shin, Account Executive

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Gaeun Kim, Account Executive

Digital Creative Technology

Verizon Direct Match

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Verizon Direct Match

Credits:

Seoin Choi, Account Executive

Top Kim, Account Executive

Yunsang Lee, Account Executive

Jongchan Lee, Art Director

Daeun Kim, Art Director

Shinhyeong Kim, Art Director

Doyoon Kim, Art Director

Digital Creative Technology

Google Gemini - Spark The Humming

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Google Gemini - Spark The Humming

Credits:

Sungmin Ro, Account Executive

Jongchan Lee, Art Director

Saerom Park, Art Director

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Gaeun Kim, Account Executive

Artificial intelligence - Creative Element - Single

Google Gemini - The Wave of Hope

Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Google Gemini - The Wave of Hope

Credits:

Sungmin Ro, Account Executive

Seoin Choi, Account Executive

Dageon Lee, Art Director

Jongchan Lee, Art Director

Saerom Park, Art Director

Hanju Noh, Art Director

Geon Shin, Account Executive

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Gaeun Kim, Account Executive

Artificial intelligence - Creative Element - Single

Openlearn Academy

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Climb Pro

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Mandukhai Munkhzorig, Copywriter

Sujeong Lee, Art Director

Artificial intelligence - Creative Element - Single

Google Gemini - Spark The Humming

Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Google Gemini - Spark The Humming

Credits:

Sungmin Ro, Account Executive

Jongchan Lee, Art Director

Saerom Park, Art Director

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Gaeun Kim, Account Executive

AAF NEW YORK CITY METRO SPECIAL AWARDS - STUDENT

AMERICAN
ADVERTISING
AWARDS

Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy

Best of Show ADDY Award

Educational Institution: Openlearn Academy

Title: Forza Frédéric

Credits:

Doyoon Kim, Art Director

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

MEET THE JUDGES



Troy Pottgen, Narwhal Stories, Founder/Creative Director

Troy is the founder of creative consultancy, Narwhal Stories, and a Professor of Design at Grand Canyon University. As a CW/CD, he has worked in Amsterdam, Chicago, Los Angeles, San Diego, and Phoenix, and his work has been honored by Communication Arts and the One Club. Professionally, he is most proud of his team winning Outstanding Art Direction, Copywriting, and Best in Show in the same year at the American Advertising Awards. Troy loves his wife, two kids, one of his two cats, and the underappreciated genius of Father Guido Sarducci. He doesn't run or golf as much as he would like to.



Mike McCormick, Horsefeathers CCO+Founder

A proven leader of creative people, creative departments and creative companies. An eternal student of brands and their emotional bond with consumers. A true believer that creativity is a timeless and powerful business advantage.

Mike's won at Cannes, D&AD, One Show, Clios, Emmys and Effies, plus many times over at all levels of AAF. As co-founder and CCO of indie agency Horsefeathers, he believes the best work in the world can be created from anywhere in the world.

While he's enjoyed stints at Austin's McGarrah Jessee and Chicago's Cramer-Krasselt, the bulk of his career was spent building and leading St. Louis agency Rodgers Townsend DDB. Still a writer at heart, he's lead highly recognized work in advertising, design, effectiveness and craft on any budget.

His leadership philosophy is summed up in three words: best idea wins.



John Topacio, Freelance Copy Supervisor

Before John majored in advertising at Michigan State, he was premed—for a week. However, not all was lost. He eventually found a way to fuse that initial passion for science with his copywriting career, working for pharma agencies such as Citrus Engage, Eversana Intouch and Inizio Evoke. Currently, he’s on a freelance assignment supporting the US launch of a new drug.

Prior to venturing to the healthcare side of the ad world, John held freelance and full-time roles at Campbell-Ewald, Doner, Euro RSCG, FCB, Goodby Silverstein & Partners, Leo Burnett, Organic. Clients he’s worked on include AT&T, Cadillac, Chevrolet, Cox Communications, Dodge, Kyocera, Sprint, US Cellular and US Navy.

Those clients had him working on practically every project type you can think of, including Super Bowl briefs. In fact, that was his first assignment after graduating from the VCU Brandcenter, an experience he’s still trying to recover from.

Despite a hectic day job, John still finds time to compete in endurance events, such as Ironman Wisconsin and the Antarctic Ice Marathon. He’s currently working toward qualifying for the Boston Marathon and completing a marathon on every continent and the North Pole.

John is a veteran ADDY judge having served on more than 15 juries at the local level and the 2022 national competition.



Donovan Beery, Owner, Eleven19 and Instructor, Metropolitan Community College

Donovan received a bachelor’s degree in Visual Communication & Design from the University of Nebraska at Kearney. His background in visual communications, web design, and creative concepts were put to good use when he was the chief web designer at Union Pacific and the corporate identity and web designer at Nexterna. Since 2002, he has run

Eleven19 – a graphic design and web development studio in Omaha.

He's lectured on web design at Creighton University, and currently teaches visual communications at Metropolitan Community College. He proudly served seven years on the Board of Directors for AIGA Nebraska, and ten years on the Architectural Foundation of Nebraska board. In 2009, Donovan was appointed by Omaha Mayor Mike Fahey to the Omaha Public Art Commission, where he served for six years. He also co-founded and hosts The Reflex Blue Show podcast, and has blogged about the design industry for Be A Design Group and Neenah Paper.



Adam Taylor Brown, QumulusAI, VP of Marketing

Adam Taylor Brown is the Vice President of Marketing at QumulusAI, a provider of scalable, high-performance computing (HPC) for AI, offering GPU cloud services, bare metal clusters, and specialized infrastructure designed to accelerate AI training and inference.

His career in brand strategy, marketing, and design spans nearly two decades, during which he's won dozens of ADDY™ and AIGA Awards including Best of Show, Best Design, Best Copywriting, Judge's Choice, Audience Choice, and Public Service Excellence.

Throughout his career, Adam has worked with individuals and teams at ESPN, HBO, Nike, Amazon, AT&T, Ubisoft, Bose, Marriott, Brown-Forman, and AB InBev through his independent brand strategy and identity design consultancy, Marrow.

Adam can also be found at Section where he's a senior teaching assistant working alongside industry leaders including Scott Galloway (NYU), Marcus Collins (Michigan Ross), and Jonah Berger (Wharton). He's served on the Lexington American Advertising Federation board; judges the American Advertising Awards; mentors startup founders as an Advisor-in-Residence with Launch Blue; sits on the BCTC Graphic Design Program board; is a member of the Lexington Art League board; and is a founder of the No™ designer collective.

You might also recognize Adam as "the artist ATB," whose lifelong, time-based work of art SOULED (www.souled.art) has been featured in the media and on TEDx.