



AMERICAN
ADVERTISING
AWARDS

**2025-2026 AAF PHILADELPHIA METRO
AMERICAN ADVERTISING AWARDS PROFESSIONAL WINNER LISTING**

SALES & MARKETING

Sales Promotion - Packaging - Campaign

Silver ADDY Award

Think Traffic

Client: Puyallup Chocolates

Title: Puyallup Chocolate Packaging

Credits:

Jan Talamo, Chief Creative Officer

Kate Talamo, President

Michael Kattis, Associate Creative Director

Linda Adams, Creative Director – Copy

Justin Block, Associate Creative Director

Stephanie Haubach, Account Director

PRINT ADVERTISING

Magazine Advertising - Full Page Or Less - Single Unit

Silver ADDY Award

Pavone - Pavone Group

Client: Original 4

Title: Original 4 - Grand Prix (Orange)

Credits:

Rich Wakefield, Art Director

Ania Meehan, Designer

Chuck Meehan, Copywriter

Magazine Advertising - Campaign

Silver ADDY Award

Pavone - Pavone Group

Client: Original 4

Title: Original 4 - Grand Prix Circuit

Credits:

Rich Wakefield, Art Director

Ania Meehan, Designer

Chuck Meehan, Copywriter

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media - Guerrilla Marketing

Gold ADDY Award

Aloysius Butler & Clark

Client: Aloysius Butler & Clark

Title: Pep Rally in Your Pocket

Ambient Media - Installations - Single Installation

Silver ADDY Award

Born and Raised

Client: NJM Insurance

Title: Dawg House

Credits:

Erin Allsman, President

Gary Greenberg, Vice President, Chief Creative Officer

Meredith Schwinder, Group Creative Director - Art

Chris Grenier, Group Creative Director - Copy

Scott Cirlin, Creative Director - Copy

Kaitlyn Castillo, Creative Director - Art

Zachary Haines, Senior Art Director

Jesse Kahn, Senior Copywriter

Steve Briggs, VP, Director of Client Services

Ryan Paton, VP, Group Account Director

Steve Metcalfe, Senior Account Director

Brett Samuels, Brand Director

Out-of-Home - Poster - Single Unit

Silver ADDY Award

quench - Pavone Group

Client: Brew Sin

Title: Brew Sin - Tattoos

Credits:

Rich Wakefield, Art Director

Ania Meehan, Designer

Chuck Meehan, Copywriter

Out-of-Home - Poster - Single Unit

Silver ADDY Award

quench - Pavone Group

Client: Brew Sin

Title: Brew Sin - Shame

Credits:

Rich Wakefield, Art Director

Ania Meehan, Designer

Chuck Meehan, Copywriter

Out-of-Home - Poster - Single Unit

Silver ADDY Award

quench - Pavone Group

Client: Brew Sin

Title: Brew Sin - Handcuffs

Credits:

Rich Wakefield, Art Director

Ania Meehan, Designer

Chuck Meehan, Copywriter

Out-of-Home - Poster - Single Unit

Silver ADDY Award

quench - Pavone Group

Client: Brew Sin

Title: Brew Sin - Barfight

Credits:

Rich Wakefield, Art Director

Ania Meehan, Designer

Chuck Meehan, Copywriter

Out-of-Home - Poster - Campaign

Gold ADDY Award

quench - Pavone Group

Client: Brew Sin

Title: Brew Sin - Posters

Credits:

Rich Wakefield, Art Director

Ania Meehan, Designer

Chuck Meehan, Copywriter

ONLINE/INTERACTIVE

Social Media - Single Execution

Silver ADDY Award

quench - Pavone Group

Client: Padrecito

Title: Padrecito - Drones

Credits:

Rich Wakefield, Art Director

Chuck Meehan, Copywriter

Social Media - Single Execution

Silver ADDY Award

quench - Pavone Group

Client: Padrecito

Title: Padrecito - Music

Credits:

Rich Wakefield, Art Director

Chuck Meehan, Copywriter

Social Media - Single Execution

Silver ADDY Award

quench - Pavone Group

Client: Padrecito

Title: Padrecito - St. Nick

Credits:

Rich Wakefield, Art Director

Chuck Meehan, Copywriter

Social Media - Campaign

Gold ADDY Award

quench - Pavone Group

Client: Padrecito

Title: Padrecito - Campaign

Credits:

Rich Wakefield, Art Director

Chuck Meehan, Copywriter

Advertising & Promotion - Web Banner Ad or Website Takeover

Silver ADDY Award

Born and Raised

Client: NJM Insurance

Title: Great

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

Jesse Kahn, Senior Copywriter

Zachary Haines, Senior Art Director

Will Murdoch, Lead Creative Technologist

Jessa Farkas, Interactive Designer

Nicole Lundy, Executive Producer

Jennifer Judge, Producer

FILM, VIDEO, & SOUND

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

Silver ADDY Award

Big River Film Co.

Client: Royal Farms

Title: Royal Farms | Football Season

Credits:

Nathan Cronk, Producer & Director

Brian Harvath, Producer & Director of Photography

Audio/Radio Advertising - Regional/National - Campaign

Silver ADDY Award

Born and Raised

Client: NJM Insurance

Title: Great

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

Jesse Kahn, Senior Copywriter

Zachary Haines, Senior Art Director

Nicole Lundy, Executive Producer

Jennifer Judge, Producer

Steve Briggs, VP, Director of Account Management

Ryan Paton, VP, Group Account Director

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

Silver ADDY Award

Born and Raised

Client: NJM Insurance

Title: Nuts

Credits:

Erin Allsman, President

Gary Greenberg, Vice President, Chief Creative Officer

Meredith Schwinder, Group Creative Director - Art

Chris Grenier, Group Creative Director - Copy

Adrian Castillo, Creative Director - Art

Ryan Cook, Associate Creative Director - Copy

Jennifer Betit, Art Director

Nicole Lundy, Executive Producer

Jennifer Judge, Producer

Steve Briggs, VP Director of Account Management

Ryan Paton, VP, Group Account Director

Kiran Sardar, Account Director

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

Silver ADDY Award

Format

Client: Visit Philadelphia

Title: Visit Philly 'Anything But Silent'

Credits:

Nic Reader, Director

Mike Gualtieri, Executive Producer

Daniel Haddaway, Editor

Andrew Kunkle, Post Production Supervisor

Television Advertising - Regional/National - Campaign

Gold ADDY

Born and Raised

Client: NJM Insurance

Title: 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

Nicole Lundy, Executive Producer

Jennifer Judge, Producer

Steve Briggs, VP, Director of Account Management

Ryan Paton, VP, Group Account Director

Steve Metcalfe, Senior Account Director

Ryan Rakoske, Senior Account Supervisor

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

Silver ADDY Award

Format

Client: Big Fig

Title: Big Fig 'Origins'

Credits:

Nic Reader, Director / DP

Mike Gualtieri, Executive Producer

Andrew Kunkle, Colorist

Television Advertising - Regional/National - Campaign

Silver ADDY Award

Born and Raised

Client: NJM Insurance

Title: Great

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

Jesse Kahn, Senior Copywriter

Zachary Haines, Senior Art Director

Nicole Lundy, Executive Producer

Jennifer Judge, Producer

Steve Briggs, VP, Director of Account Management

Ryan Paton, VP, Group Account Director

Sales Promotion - Audio/Visual Sales Presentation

Silver ADDY Award

MOD Worldwide

Client: Comcast Corporation

Title: You are the Catalyst

Credits:

Alex DeAngelis, Head of MOD

Kristin Foley, Account Director

Ryan Scott, Executive Creative Director

Sean Stone, Sr. Account Manager

Brandon Suquet, Executive Producer

John Stanley, CEO & Founder

CROSS PLATFORM

Integrated Brand Identity Campaign - Local or Regional/National

Gold ADDY Award

Pavone - Pavone Group

Client: Original 4

Title: Original 4 Design

Credits:

Ania Meehan, Designer

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

Born and Raised

Client: NJM Insurance

Title: Great

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

Jesse Kahn, Senior Copywriter

Zachary Haines, Senior Art Director

Will Murdoch, Lead Creative Technologist

Jessa Farkas, Interactive Designer

Nicole Lundy, Executive Producer

Jennifer Judge, Producer

ELEMENTS OF ADVERTISING

Visual - Logo Design

Silver ADDY Award

Athena Global Advisors

Client: Athena Global Advisors

Title: Philadelphia Cycling Classic Logo

Credits:

Patrick Hardy, Chief Creative Officer

Matt Smiroldo, Creative Director

Lilian Crooks, Senior Designer

Adrienne Mauro, Senior Copywriter

Sarah Moxham, Copywriter

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

Silver ADDY Award

Think Traffic

Client: Agua Caliente Casinos

Title: There's Something in the Agua

Film & Video - Cinematography - Single

Silver ADDY Award

MOD Worldwide

Client: Comcast Corporation

Title: You are the Catalyst

Credits:

Alex DeAngelis, Head of MOD

Kristin Foley, Account Director

Ryan Scott, Executive Creative Director

Sean Stone, Sr. Account Manager

Brandon Suquet, Executive Producer

John Stanley, CEO & Founder

Digital Creative Technology - Creative Element(s) Campaign

Silver ADDY Award

Think Traffic

Client: Tomasello Winery

Title: Tomasello Creams

Credits:

Jan Talamo, Chief Creative Officer

Kate Talamo, President

Tricia Springfield, Digital Design Manager

Justin Block, Associate Creative Director

Steve Cobb, Associate Creative Director/Motion Picture

Stephanie Haubach, Account Manager

Dmitry Irmetov, Digital Manager

ADVERTISING/ MEDIA INDUSTRY SELF-PROMOTION

Advertising Industry Self-Promotion Out-Of-Home

Silver ADDY Award

Aloysius Butler & Clark

Client: Aloysius Butler & Clark

Title: Pep Rally in Your Pocket

Collateral - Brand Elements

Silver ADDY Award

Born and Raised

Client: Born and Raised

Title: Born and Raised Agency Branding

Credits:

Marc Brownstein, CEO

Erin Allsman, President

Gary Greenberg, Vice President, Chief Creative Officer

Steve Briggs, Vice President, Director of Account Management

Lisa Rios, Vice President, Director of Brand Strategy

Zachary Haines, Senior Art Director

Jesse Kahn, Senior Copywriter

Carly Kozacheck, Art Director

Jim DiGiovanni, Associate Creative Director

Ryan Cook, Associate Creative Director

Pat McKinney, Sr. Director of Brand Development

Will Murdoch, Lead Creative Technologist

Advertising Industry Self-Promotion Ambient Media

Silver ADDY Award

Aloysius Butler & Clark

Client: Aloysius Butler & Clark

Title: Pep Rally in Your Pocket

Film, Video & Sound - Advertising Industry Self-Promotion Film, Video & Sound

Silver ADDY Award

Format

Client: Format

Title: Carhartt 'The Farm' (Spec)

Credits:

Nic Reader, Director / DP

Mike Gualtieri, Executive Producer

Andrew Kunkle, Editor / Post Production Supervisor

Advertising Industry Self-Promotion Online/Interactive/ Virtual Reality

Silver ADDY Award

Born and Raised

Client: Born and Raised

Title: Ad Miser

Credits:

Marc Brownstein, CEO

Erin Allsman, President

Gary Greenberg, Vice President, Chief Creative Officer

Meredith Schwinder, Group Creative Director - Art

Chris Grenier, Group Creative Director - Copy

Zachary Haines, Senior Art Director

Jesse Kahn, Senior Copywriter

Will Murdoch, Lead Creative Technologist

Jessa Farkas, Interactive Designer

Bryan Tyler, Senior Video Editor

Mark Schaeffer, Studio Manager

Jennifer Betit, Art Director

Ad Chapter or Marketing Chapter

Gold ADDY Award

Born and Raised

Client: Philadelphia Advertising Club

Title: Join the PAC

Credits:

Erin Allsman, President

Gary Greenberg, Vice President, Chief Creative Officer

Adrian Castillo, Creative Director

Ryan Cook, Associate Creative Director

Mike Raetsch, Managing Director, ALLEN & GERRITSEN

Chris Fernandez, VP Group Creative Director, ALLEN & GERRITSEN

Wilfredo Manzano, Vice President, Marketing and Creative Services, CBS

Jon Koengetter, Director, Center City Film and Video

Dean Tatulli, Director of Photography, Center City Film and Video

Ian Miller, Producer, Center City Film and Video

Melanie Macready, Executive Producer, Center City Film and Video

Cynthia Weiss, Philadelphia Ad Club

AAF PHILADELPHIA METRO PROFESSIONAL SPECIAL AWARD

AMERICAN
ADVERTISING
AWARDS

Television Advertising - Regional/National - Campaign

Best of Show ADDY Award

Born and Raised

Client: NJM Insurance

Title: 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

Nicole Lundy, Executive Producer

Jennifer Judge, Producer

Steve Briggs, VP, Director of Account Management

Ryan Paton, VP, Group Account Director

Steve Metcalfe, Senior Account Director

Ryan Rakoske, Senior Account Supervisor

**2025-2026 AAF PHILADELPHIA METRO
AMERICAN ADVERTISING AWARDS STUDENT WINNER LISTING**

ONLINE / INTERACTIVE - SOCIAL MEDIA

Social Media - Campaign

Gold ADDY Award

Temple University Klein College of Media and Communication

Title: Pi It Forward - Project Insulin

Faculty Advisor: Stacey Harpster, Associate Professor of Instruction

Credits:

Qian Chen, Art Director

Kamini Bhadauria, Account Director

Jenna Santini, Account Planner

Destiny Edwards, Media Planner

Tori Edwards, Copywriter

MEET THE JUDGES



**Mark Carlson, Owner, MAC Creative Consulting
(Creative Director)**

Mark is a graduate of the College of Design at Iowa State University. In 11 years at The Integer Group, he worked his way up to Creative Director with clients like NAPA Auto Parts and Firestone.

As Senior Creative Director for McDonald's, he led dozens of agencies and partners in the development of creative for all media. When he left the company, Mark had churned out nearly 30 years of award-winning creative on both agency and client side for McDonald's.

Mark's next career chapter took him back home to Des Moines. As Director of Creative Services at Athene, he led the in-house agency team of designers and writers for America's fastest-growing retirement annuity company.

In 2022 Mark's investment in an upstart put him right where he loves to be: with dogs. *Paws & Pints* is the Midwest's premier party place for canines. So he's retired. Sort of.

He remains active in AAF, serving over 30 years as an American Advertising Awards judge and keynote speaker.



**Ryan Coleman, Group Creative Director/VP at
Luquire**

Ryan's been wrangling words and wrestling ideas as a creative director/copywriter for 25 years. He has worked in ad agencies from NYC to Charlotte, and his writing has been awarded nationally and internationally. When he's not watching UNC Tar Heel sports, he's watching other sports. All of them. All of the time. Oh, he once slept in a convent full of nuns, ate Ben & Jerry's with Ben and Jerry and soared over Africa in the cockpit jump seat of a 747. True stories. Just ask him. If you want to look inside his brain, check out ryancolemancreative.com



John Howard, Creative Director at Crafted Agency

You can always find me by my trademark, huge laugh — and once we meet, you'll probably try to place my accent. I'm half-English, half-American, born in South Africa, raised and trained in design and multimedia in the Netherlands. My father was a Creative Director for a European B2B firm, and he sparked my love for advertising. After graduating I moved to the U.S., launched my career, and never looked back.

My trade is design, and for over 20 years I've worked primarily as a Senior Art Director, a path that naturally progressed to Creative Director. I'm passionate about empowering teams and helping people do meaningful work in environments where everyone feels seen and valued.

John brings more than 25 years of creative and digital experience to clients including Honeywell, Bosch, Okuma America, Savannah City Market, ABB, Freightliner, Detroit Engines, North Carolina Ports Authority, Thomas Built Buses, Google, Pepsi, Volvo Trucks, Meritrust Bank, Carnival Cruise Line, Bojangles', Dunkin' Donuts, and Bank of America.

John has a large family around the world but prefers to stay close to his four daughters. He loves camping with his wife and dog, watching Criterion films, traveling across the U.S. and Europe, and following Formula 1 on race day.



Matt Morin, Creative Director, Freelance

In his 30-year advertising career, Matt's creative experience spans a huge range of clients including the SF Giants, Michelob ULTRA, Intel, Taco Bell, Visa and Amnesty International. As a freelance creative director partnering with agencies around the country, his work covers every medium and nearly every major category.

Matt co-founded and was creative director of the Oakland, CA-based ad agency Arson, which was acquired in 2017. Prior to that, he served as creative director at digital shop Anthem! and oversaw all creative at T3's San Francisco office. He's also been the creative director at Saatchi & Saatchi S and worked at several large Bay Area shops such as Digitas and

DMB&B/Highway One.

Matt has advertising that is currently on display at the Smithsonian National Museum and he's served as a judge for multiple international advertising award shows such as the EFFIES, ADDYs and Caples. His passion for advertising extends to the next generation as well – remotely teaching copywriting classes at the Denver Advertising School.

A graduate of the University of Oregon and ardent Duck sports fan, Matt lives in Oakland with his wife, daughter and one comically large dog.



Kymbrough L Zurstadt, KK Ad & Design, Owner

Kymbrough started her advertising career before graduating with a A.S. in Graphic Design from Daytona State in 1994. She landed a position in the art department at DME, a full service direct mail facility in Daytona Beach as a proof reader. While in this job role, she gained an in-depth experience in a “concept-to-fulfillment” environment.

Throughout her career she served as Creative Director for the suite of companies “The Broadcast Team”, a direct mail company for TV and radio, and “Emergency Communications Network”, a national leader in providing emergency notification services for government agencies.

Her agency experience began in 2007 as Sr. Art Director with Benedict Advertising in Daytona Beach that provided a broad range of demographics and creative challenges. Other full-service agency experience includes Evok Advertising in Lake Mary, FL, and currently she enjoys being a part of the team at Shok Idea Group in New Smyrna Beach, FL.

Her biggest career move was made in 2011 when she formed KK Ad & Design, LLC, a design-for-advertising boutique agency. Since then, she has provided advertising, design, and social media services, which have gained her multiple ADDY Award recognitions.

Kymbrough served as AAF-Daytona Beach President from 2014-15 and liked it so much she did a second, then third year from 2018-2020. Her AAF career spans over 20 years, including a stint as the Historian for AAF District 4, all of which shows her ongoing dedication to the organization. You can find her enjoying her current city of Charlotte, NC.