



AMERICAN
ADVERTISING
AWARDS

2025-2026 Professional & Student Winners IN ORDER BY CATEGORY

PROFESSIONAL WINNERS

PRINT ADVERTISING

Category: Ambient Media - Guerrilla Marketing

Award: Gold ADDY Award

Aloysius Butler & Clark

Client: Aloysius Butler & Clark

Title: Pep Rally in Your Pocket

Club: AAF Philadelphia Metro

Category: Ambient Media - Guerrilla Marketing

Award: Silver ADDY Award

JBL, Stamford, CT

Client: JBL

Title: The Unreturnable PartyBox

Credits:

Chris Epple, VP Consumer Marketing, Americas

Nicole Sanabria, Manager, Public Relations

Club: AAF New York City Metro

OUT-OF-HOME & AMBIENT MEDIA

Category: Out-of-Home - Large Venue - Single

Award: Silver ADDY Award

bully! entertainment, Chisinau, Moldova

Client: iTicket

Title: Swan Lake Performance

Credits:

Carlson Bull

Lidia Scarlat

Joey Jones

Olga Hasta

Maxim Haleachin

Brent Donoho

Joy Martin

Olesea Cunițcaia

Claude Hurd

Igor Cvasniuc

Roman Vasilașco

Kurt Bernardin

Club: AAF Baltimore

Category: Social Media - Campaign

Award: Gold ADDY Award

JBL, Stamford, CT

Client: JBL

Title: The Unreturnable PartyBox

Credits:

Chris Epple, VP Consumer Marketing, Americas

Nicole Sanabria, Manager, Public Relations

Club: AAF New York City Metro

Category: Social Media - Campaign

Award: Gold ADDY Award

quench - Pavone Group

Client: Padrecito

Title: Padrecito - Campaign

Credits:

Rich Wakefield, Art Director

Chuck Meehan, Copywriter

Club: AAF Philadelphia Metro

Category: Branded Content & Entertainment for Online/Interactive

Award: Gold ADDY Award

PMI, Pittsburgh, Pennsylvania

Client: PPG

Title: PPG - COTY 2026

Credits:

Julia Hannan, Executive Producer

Damien Christian D'Amico, Creative Director, Editor & VFX/AI

Lisa Verzilli, Creative Producer

Alicia Cafardi, PPG Global Marketing Lead

Vanessa L. Peterson, PPG Global Color Styling Lead

Kevin Stiller, Director of Photography

Melody Misiaszek, Composer

Ryan Will Stewart, Audio Mixing Engineer

Eleanor Singer, S&T Color Development & Styling Technologist

Ash Carrillo, Model

Kelli Caton, Model Agent

Club: AAF Pittsburgh

Category: Branded Content & Entertainment for Online/Interactive

Award: Gold ADDY Award

Avoq

Client: PBS

Title: Viewers Like Me

Credits:

Kevin Richards, Chief Creative Officer

Aaron Spratt, Senior Copywriter

Jenna Kendle, Design Director

Patrick Kerley, Partner, Public Affairs

Anna Poulson, Reputation Management

Liz Norton, Executive Producer

Becca Riley, Head of Production

Judith Kirkikis, Producer

Kyle Bolton, Editor/Animator

Michael George, Head of Engineering & Technology

Alison Cameron, Integrated Producer

Daniela Nadal, Audience Intelligence & Performance

Club: AAF DC

ONLINE/INTERACTIVE

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

Award: Gold 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

Club: AAF Philadelphia Metro

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

Award: Gold ADDY Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Visit Haywood Brand Campaign - TV

Credits:

Rob DeLuke, Chief Creative Officer

Ben Roberts, Director

New Union, Production Company

Sam Dean, Photographer

Annette Ragan, Copywriter

Club: Capital Region Advertising Federation

Category: Television Advertising - Regional/National - Campaign

Award: Gold 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

Club: AAF Philadelphia Metro

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

Award: Silver ADDY Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Visit Haywood Brand Campaign - Internet

Credits:

Rob DeLuke, Chief Creative Officer

Ben Roberts, Director

New Union, Production Company

Sam Dean, Photographer

Annette Ragan, Copywriter

Club: Capital Region Advertising Federation

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

Award: Silver ADDY Award

Super Scout

Client: BODYARMOR

Title: BODYARMOR FLASH I.V. "Hard Work"

Credits:

John Stegemann, Director / Producer

Jim Powers, Director / Producer

Steve Powers, BODYARMOR

Brian Ford, BODYARMOR

Kristen Rumble, BODYARMOR

Kenji Yamashita, BODYARMOR

Lindsay Quinn, BODYARMOR

Andi Fazio, BODYARMOR

Club: Capital Region Advertising Federation

Category: Online Film, Video, and Sound - Webisode(s) - Single Webisode

Award: Silver ADDY Award

Cade Martin Photography

Client: The Man That Rescues Dogs Foundation

Title: Wheelchair Mafia

Credits:

Cade Martin, Director/Producer/Cinematographer

Malvina Martin, Director/Producer

Joseph Gilbert, Art Director/Editor

Club: AAF DC

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

Award: Silver ADDY Award

Northwell Health, New Hyde Park, New York

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

Club: AAF New York City Metro

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

Award: Gold ADDY

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

Club: AAF New York City Metro

Category: Branded Content & Entertainment – Non-Broadcast

Award: Gold ADDY Award

Mwendo, Afton, VA

Client: Advancing Native Missions

Title: To The Ends

Credits:

Mwita ChaCha, Director

Club: AAF DC

Category: Branded Content & Entertainment Campaign

Award: Gold ADDY

Elite Media, Madison, WI

Client: American Family Insurance

Title: Dream Fearlessly Series

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Club: AAF New York City Metro

Category: Branded Content & Entertainment Campaign

Award: Gold ADDY

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

Club: AAF New York City Metro

FILM, VIDEO, & SOUND

Category: Sales Promotion - Audio/Visual Sales Presentation

Award: Gold ADDY Award

dPost

Client: AKC Films

Title: Just One Before I Die Pitch Trailer

Credits:

Addison Henderson, Director

Kevin Polowy, Director

Mac Cappuccino, Producer

Evan Pease, Editor

Carl Critoph, Editor

Zach Zika, Motion Graphics Artist

Dilan Chrysafides, Motion Graphics Artist

Zack Mineo, Animator

Andy Donovan, Executive Producer

Club: AAF Buffalo

Category: Music Videos

Award: Gold ADDY Award

SpecialGuest, Menlo Park, CA

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

Club: AAF New York City Metro

Category: Integrated Advertising Campaigns - B-to-B Campaign-Regional/National

Award: Silver ADDY Award

BLD Marketing

Client: Ellison Bronze

Title: Ellison | Norman the Doorman

Credits:

Garrett Andrae, Creative Director & Copy Writer

Jeff St Mars, Associate Creative Director

Adam Barirde, Art Director

David Flynn, Director of Photography & Editor

Jennifer Lorenz, Account Director

Candace Howell-Williams, Senior Social Media Manager

Rachel Newes, Social Media Specialist

Allizon Mizia, Media Planner

Carla Wilson, Web Developer

Club: AAF Pittsburgh

Category: Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Award: Gold ADDY Award

Digitas, San Francisco, CA

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

Club: AAF New York City Metro

Category: Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Award: Gold 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

Club: AAF Philadelphia Metro

Category: Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Award: Silver ADDY

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Title: Visit Haywood Brand Campaign - Integrated Campaign

Credits:

Rob DeLuke, Chief Creative Officer

Ben Roberts, Director

New Union, Production Company

Sam Dean, Photographer

Annette Ragan, Copywriter

DCI, Media

Club: Capital Region Advertising Federation

Category: Online/Interactive Campaign

Award: Gold ADDY Award

Elite Media, Madison, WI

Client: American Family Insurance

Title: Dream Fearlessly Series

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Club: AAF New York City Metro

Category: Copywriting

Award: Gold ADDY Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Visit Haywood Brand Campaign

Credits:

Rob DeLuke, Chief Creative Officer / Copywriter

Annette Ragan, Copywriter

Club: Capital Region Advertising Federation

Category: Copywriting

Award: Silver ADDY Award

Elite Media, Madison, WI

Client: American Family Insurance

Title: Dream Fearlessly - Legacy

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Club: AAF New York City Metro

Category: Copywriting

Award: Gold ADDY Award

Saatchi & Saatchi, Cincinnati, OH

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

Club: AAF New York City Metro

Category: Visual - Illustration - Series

Award: Gold ADDY Award

Stronghold Studio

Client: Brickyard Brewing Co.

Title: Craft Beer Illustrations

Credits:

Rob Hopkins, Designer

Club: AAF Buffalo

Category: Visual - Art Direction - Single

Award: Silver ADDY Award

Dixon Schwabl, Rochester, NY

Client: Monroe Community College Foundation

Title: MCCF Gold Star Gala Invitation

Credits:

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Jewel Mastrodonato, Creative Supervisor

Nick Guadagnino, Copywriter

Chandré Dean, Senior Brand Manager

Stephanie Miller, Prepress Supervisor

Bob Charboneau, Director of Print Production

Jeff Zielinski, Senior Creative Manager

Jen Moritz, Senior Copy Editor

Jenna Page, Brand Director

Ben Swan, Data, Visualization + Analytics Supervisor

Rich Brainerd Studios—Rochester, NY, Photo Credit

Club: AAF Rochester

Category: Visual - Art Direction - Single

Award: Silver ADDY Award

Super Scout

Client: BODYARMOR

Title: BODYARMOR FLASH I.V. "Hard Work"

Credits:

John Stegemann, Director / Producer / Art Director

Jim Powers, Director / Producer / DP

Steve Powers, BODYARMOR

Brian Ford, BODYARMOR

Kristen Rumble, BODYARMOR

Kenji Yamashita, BODYARMOR

Lindsay Quinn, BODYARMOR

Andi Fazio, BODYARMOR

Violet Morrison, Production Designer

John Harrold, Set Decorator

Alec Stadler, Set Builder

Tybra Marchese, Set Dresser

Club: Capital Region Advertising Federation

Category: Visual - Art Direction - Campaign

Award: Gold ADDY Award

GH

Client: Adelphoi

Title: Adelphoi Unseen Campaign

Credits:

Scott Westgate, AD/Creative Director

Tia Kalas, VP/Creative Director

Vince Robleto, ACD/Copywriter

Mike Giunta, Chief Creative Officer

Tim Kepes, AVP, Director of Media

Lydia Alfano, Associate Media Director

Club: AAF Pittsburgh

Category: Visual - Art Direction - Campaign

Award: Silver ADDY Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Visit Haywood Brand Campaign

Credits:

Rob DeLuke, Chief Creative Officer

Club: Capital Region Advertising Federation

Category: Film & Video - Cinematography - Single

Award: Silver ADDY Award

This January

Client: Mars

Title: "Small" for Mars

Club: AAF DC

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

Award: Silver ADDY Award

This January

Client: Gumi Yum Surprise

Title: Welcome to Gumiland

Club: AAF DC

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

Award: Gold ADDY Award

PMI, Pittsburgh, Pennsylvania

Client: PPG

Title: PPG - Sustainability

Credits:

Julia Hannan, Executive Producer

Damien D'Amico, Creative Director, Editor, VFX Artist

Ryan Will Stewart, Audio Mixing Engineer & Sound Design

Club: AAF Pittsburgh

Category: Film & Video- Video Editing

Award: Silver ADDY Award

Super Scout

Client: GE Vernova

Title: GE Vernova / Energy of Schenectady

Credits:

John Stegemann, Director / Producer

Jim Powers, Director / Producer

Rebecca Schurtleff, GE Vernova

Sandra Sgambati, GE Vernova

Krista Carroll, GE Vernova

Club: Capital Region Advertising Federation

Category: Sound - Sound Design - Single

Award: Silver ADDY Award

Alexander & Tom

Client: bioMérieux

Title: 2025 Lab Week

Club: AAF Baltimore

ELEMENTS OF ADVERTISING

Category: Out-of-Home & Ambient Media - Public Service Out-Of-Home - Poster

Award: Silver ADDY Award

GH

Client: Adelphoi

Title: Basketball

Credits:

Scott Westgate, AD/Creative Director

Tia Kalas, VP/Creative Director

Vince Robleto, ACD/Copywriter

Mike Giunta, Chief Creative Officer

Tim Kepes, AVP, Director of Media

Lydia Alfano, Associate Media Director

Club: AAF Pittsburgh

Category: Out-of-Home & Ambient Media - Public Service Out-Of-Home - Campaign

Award: Gold ADDY Award

GH

Client: Adelphoi

Title: Adelphoi Unseen Campaign

Credits:

Scott Westgate, AD/Creative Director

Tia Kalas, VP/Creative Director

Vince Robleto, ACD/Copywriter

Mike Giunta, Chief Creative Officer

Tim Kepes, AVP, Director of Media

Lydia Alfano, Associate Media Director

Club: AAF Pittsburgh

Category: Film, Video & Sound - Public Service Campaign

Award: Silver ADDY Award

Early Light Media

Client: Eastern Shore Land Conservancy

Title: Eastern Shore Land Conservancy

Credits:

Ezra Pailer, Animator

Club: AAF Baltimore

PUBLIC SERVICE

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

Award: Gold ADDY Award

Born and Raised, Philadelphia, PA

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

Club: AAF Philadelphia Metro

*Category: Campaigns - Advertising Industry Self-Promotion Campaigns - Single-Medium
Campaign*

Award: Silver ADDY Award

Truth Collective, Rochester, NY

Client: Truth Collective

Title: Krampus, Rebranded.

Credits:

Nue Chanthavongsay, Content Creator

Josh Coon, Chief of Brand Experience

Ken McVeagh, Senior Strategist

Matt McKeveny, Associate Creative Director

Jeremy Schwartz, Founder/Managing Partner

Ruth Rossi, Senior Visual Designer

Ashley Stoller, Senior Project Manager

John Roberts, Founder/Managing Partner

Bob Bailey, Founder/Managing Partner

Club: AAF Rochester

PROFESSIONAL SPECIAL AWARDS

AMERICAN
ADVERTISING
AWARDS

Category: Branded Content & Entertainment for Online/Interactive

Award: Special Judges Award

Avoq

Client: PBS

Title: Viewers Like Me

Credits:

Kevin Richards, Chief Creative Officer

Aaron Spratt, Senior Copywriter

Jenna Kendle, Design Director

Patrick Kerley, Partner, Public Affairs

Anna Poulson, Reputation Management

Liz Norton, Executive Producer

Becca Riley, Head of Production

Judith Kirkikis, Producer

Kyle Bolton, Editor/Animator

Michael George, Head of Engineering & Technology

Alison Cameron, Integrated Producer

Daniela Nadal, Audience Intelligence & Performance

Club: AAF DC

AMERICAN
ADVERTISING
AWARDS

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

Award: Special Judges 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

Club: AAF New York City Metro

AMERICAN
ADVERTISING
AWARDS

Category: Branded Content & Entertainment Campaign

Award: Special Judges Award

Elite Media, Madison, WI

Client: American Family Insurance

Title: Dream Fearlessly Series

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Club: AAF New York City Metro

AMERICAN
ADVERTISING
AWARDS

Category: Consumer Campaign-Regional/National

Award: Special Judges Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Title: Visit Haywood Brand Campaign - Integrated Campaign

Credits:

Rob DeLuke, Chief Creative Officer

Ben Roberts, Director

New Union, Production Company

Sam Dean, Photographer

Annette Ragan, Copywriter

DCI, Media

Club: Capital Region Advertising Federation

AMERICAN
ADVERTISING
AWARDS

Category: Branded Content & Entertainment Campaign

Award: Best of Show 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

Club: AAF New York City Metro

2025-2026 AAF DISTRICT 2 STUDENT WINNERS

PRINT ADVERTISING - MAGAZINE ADVERTISING

Category: Magazine Advertising - Magazine Advertising - Campaign

Dylan Krane, New York, New York

Award: Gold ADDY

Educational Institution: Syracuse University, Newhouse

Title: Wear Your Clothes

Credits:

Dylan Krane, Art Director

Club: AAF Rochester

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

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

Openlearn Academy, Seoul, Seoul, South Korea

Award: Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Forza Frédéric

Credits:

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Club: AAF New York City Metro

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

Google Gemini - The Wave of Hope, Fort Lee, NJ

Award: 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

Club: AAF New York City Metro

ONLINE / INTERACTIVE - APPS

Category: App (Mobile or Web-Based)

Elias McFadden, Alexandria, PA

Award: Silver ADDY Award

Educational Institution: Pennsylvania College of Technology

Title: Night Shift Donuts App

Club: AAF NEPA

Category: App (Mobile or Web-Based)

Verizon - Keanu Mode, Fort Lee, NJ

Award: Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Verizon - Keanu Mode

Credits:

Gaeun Kim, Account Executive

Saerom Park, Art Director

Sungmin Ro, Account Executive

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Doyoon Kim, Art Director

Club: AAF New York City Metro

Category: App (Mobile or Web-Based)

Google Gemini - Spark The Humming, Fort Lee, NJ

Award: Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Google Gemini - Spark The Humming

Credits:

Doyoon Kim, Art Director

Sungmin Ro, Account Executive

Jongchan Lee, Art Director

Saerom Park, Art Director

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Gaeun Kim, Account Executive

Club: AAF New York City Metro

CROSS PLATFORM - INTEGRATED CAMPAIGNS

Category: Integrated Advertising Campaign - Consumer Campaign

Verizon - Keanu Mode, Fort Lee, New Jersey

Award: 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

Club: AAF New York City Metro

Category: Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy, Seoul, South Korea

Award: Silver 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

Club: AAF New York City Metro

Category: Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy, Seoul, South Korea

Award: 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

Club: AAF New York City Metro

Category: Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy, Hanam-si, Gyeonggi-do

Award: Silver 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

Club: AAF New York City Metro

Category: Integrated Campaigns - Integrated Brand Identity Campaign - Campaign

Emma Blomiley, Cochranville, PA

Award: Gold ADDY Award

Educational Institution: Kutztown University

Title: Vur & Veld

Club: AAF Greater Lehigh Valley

Category: Integrated Campaigns - Integrated Brand Identity Campaign - Campaign

Katie Pohlman, Orchard Park, New York

Award: Silver ADDY Award

Educational Institution: University at Buffalo

Title: Massachusetts Avenue Project

Credits:

Katie Pohlman

Club: AAF Buffalo

ELEMENTS OF ADVERTISING - ART DIRECTION

Category: Art Direction - Campaign

Dylan Krane, New York, New York

Award: Gold ADDY Award

Educational Institution: Syracuse University, Newhouse

Title: Wear Your Clothes

Credits:

Dylan Krane, Art Director

Club: AAF Rochester

ELEMENTS OF ADVERTISING - FILM, VIDEO & SOUND

Category: Film, Video & Sound - Animation or Special Effects

Enzo del Carmen, Gilroy, CA

Award: Silver ADDY Award

Educational Institution: Rochester Institute of Technology

Title: Night at the Museum: Title Sequence

Credits:

Enzo Del Carmen, Art Director and Motion Designer

Club: AAF Rochester

Category: Film, Video & Sound - Animation or Special Effects

Sadie Goldberg, Stone Ridge, NY

Award: Silver ADDY Award

Educational Institution: Rochester Institute of Technology

Title: Lemony Snicket: Title Sequence

Credits:

Sadie Goldberg, Art Director and Motion Designer

Club: AAF Rochester

Category: Film, Video & Sound - Animation or Special Effects

Miguel Villaman-Torres, Rochester, NY

Award: Silver ADDY Award

Educational Institution: Rochester Institute of Technology

Title: The Nightmare Before Christmas

Credits:

Miguel Villaman-Torres, Art Director and Motion Designer

Club: AAF Rochester

ELEMENTS OF ADVERTISING - DIGITAL CREATIVE TECHNOLOGY

Category: Digital Creative Technology

Google Gemini - The Wave of Hope, Fort Lee, NJ

Award: 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

Club: AAF New York City Metro

STUDENT SPECIAL AWARDS

AMERICAN
ADVERTISING
AWARDS

Category: Magazine Advertising - Campaign

Dylan Krane, New York, New York

Award: Best of Show ADDY Award

Educational Institution: Syracuse University, Newhouse

Title: Wear Your Clothes

Credits:

Dylan Krane, Art Director

Club: AAF Rochester

**2025-2026 AAF DISTRICT 2 WINNING ENTRIES
ALPHABETICALLY BY CLUB**

AAF BALTIMORE

Category: Out-of-Home - Large Venue - Single

Award: Silver ADDY Award

bully! entertainment, Chisinau, Moldova

Client: iTicket

Title: Swan Lake Performance

Credits:

Carlson Bull

Lidia Scarlat

Joey Jones

Olga Hasta

Maxim Haleachin

Brent Donoho

Joy Martin

Olesea Cunițcaia

Claude Hurd

Igor Cvasniuc

Roman Vasilașco

Kurt Bernardin

Club: AAF Baltimore

Category: Sound - Sound Design - Single

Award: Silver ADDY Award

Alexander & Tom

Client: bioMérieux

Title: 2025 Lab Week

Club: AAF Baltimore

Category: Film, Video & Sound - Public Service Campaign

Award: Silver ADDY Award

Early Light Media

Client: Eastern Shore Land Conservancy

Title: Eastern Shore Land Conservancy

Credits:

Ezra Pailer, Animator

Club: AAF Baltimore

AAF BUFFALO

Category: Sales Promotion - Audio/Visual Sales Presentation

Award: Gold ADDY Award

dPost

Client: AKC Films

Title: Just One Before I Die Pitch Trailer

Credits:

Addison Henderson, Director

Kevin Polowy, Director

Mac Cappuccino, Producer

Evan Pease, Editor

Carl Critoph, Editor

Zach Zika, Motion Graphics Artist

Dilan Chrysafides, Motion Graphics Artist

Zack Mineo, Animator

Andy Donovan, Executive Producer

Club: AAF Buffalo

Category: Visual - Illustration - Series

Award: Gold ADDY Award

Stronghold Studio

Client: Brickyard Brewing Co.

Title: Craft Beer Illustrations

Credits:

Rob Hopkins, Designer

Club: AAF Buffalo

AAF BUFFALO STUDENT WINNERS

Category: Integrated Campaigns - Integrated Brand Identity Campaign - Campaign

Katie Pohlman, Orchard Park, New York

Award: Silver ADDY Award

Educational Institution: University at Buffalo

Title: Massachusetts Avenue Project

Credits:

Katie Pohlman

Club: AAF Buffalo

AAF DC

Category: Branded Content & Entertainment for Online/Interactive

Award: Gold ADDY Award

Avoq

Client: PBS

Title: Viewers Like Me

Credits:

Kevin Richards, Chief Creative Officer

Aaron Spratt, Senior Copywriter

Jenna Kendle, Design Director

Patrick Kerley, Partner, Public Affairs

Anna Poulson, Reputation Management

Liz Norton, Executive Producer

Becca Riley, Head of Production

Judith Kirkikis, Producer

Kyle Bolton, Editor/Animator

Michael George, Head of Engineering & Technology

Alison Cameron, Integrated Producer

Daniela Nadal, Audience Intelligence & Performance

Club: AAF DC

Category: Online Film, Video, and Sound - Webisode(s) - Single Webisode

Award: Silver ADDY Award

Cade Martin Photography

Client: The Man That Rescues Dogs Foundation

Title: Wheelchair Mafia

Credits:

Cade Martin, Director/Producer/Cinematographer

Malvina Martin, Director/Producer

Joseph Gilbert, Art Director/Editor

Club: AAF DC

Category: Branded Content & Entertainment – Non-Broadcast

Award: Gold ADDY Award

Mwendo, Afton, VA

Client: Advancing Native Missions

Title: To The Ends

Credits:

Mwita ChaCha, Director

Club: AAF DC

Category: Film & Video - Cinematography - Single

Award: Silver ADDY Award

This January

Client: Mars

Title: "Small" for Mars

Club: AAF DC

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

Award: Silver ADDY Award

This January

Client: Gumi Yum Surprise

Title: Welcome to Gumiland

Club: AAF DC

AMERICAN
ADVERTISING
AWARDS

Category: Branded Content & Entertainment for Online/Interactive

Award: Special Judges Award

Avoq

Client: PBS

Title: Viewers Like Me

Credits:

Kevin Richards, Chief Creative Officer

Aaron Spratt, Senior Copywriter

Jenna Kendle, Design Director

Patrick Kerley, Partner, Public Affairs

Anna Poulson, Reputation Management

Liz Norton, Executive Producer

Becca Riley, Head of Production

Judith Kirkikis, Producer

Kyle Bolton, Editor/Animator

Michael George, Head of Engineering & Technology

Alison Cameron, Integrated Producer

Daniela Nadal, Audience Intelligence & Performance

Club: AAF DC

AAF GREATER LEHIGH VALLEY STUDENT WINNERS

Category: Integrated Campaigns - Integrated Brand Identity Campaign - Campaign

Emma Blomiley, Cochranville, PA

Award: Gold ADDY Award

Educational Institution: Kutztown University

Title: Vur & Veld

Club: AAF Greater Lehigh Valley

AAF GREATER ROCHESTER

Category: Visual - Art Direction - Single

Award: Silver ADDY Award

Dixon Schwabl, Rochester, NY

Client: Monroe Community College Foundation

Title: MCCF Gold Star Gala Invitation

Credits:

Mark Stone, Chief Creative Officer

Marshall Statt, Executive Creative Director

Jewel Mastrodonato, Creative Supervisor

Nick Guadagnino, Copywriter

Chandré Dean, Senior Brand Manager

Stephanie Miller, Prepress Supervisor

Bob Charboneau, Director of Print Production

Jeff Zielinski, Senior Creative Manager

Jen Moritz, Senior Copy Editor

Jenna Page, Brand Director

Ben Swan, Data, Visualization + Analytics Supervisor

Rich Brainerd Studios—Rochester, NY, Photo Credit

Club: AAF Rochester

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

Award: Silver ADDY Award

Truth Collective, Rochester, NY

Client: Truth Collective

Title: Krampus, Rebranded.

Credits:

Nue Chanthavongsay, Content Creator

Josh Coon, Chief of Brand Experience

Ken McVeagh, Senior Strategist

Matt McKeveny, Associate Creative Director

Jeremy Schwartz, Founder/Managing Partner

Ruth Rossi, Senior Visual Designer

Ashley Stoller, Senior Project Manager

John Roberts, Founder/Managing Partner

Bob Bailey, Founder/Managing Partner

Club: AAF Rochester

AAF GREATER ROCHESTER STUDENT WINNERS

Category: Magazine Advertising - Magazine Advertising - Campaign

Dylan Krane, New York, New York

Award: Gold ADDY

Educational Institution: Syracuse University, Newhouse

Title: Wear Your Clothes

Credits:

Dylan Krane, Art Director

Club: AAF Rochester

Category: Art Direction - Campaign

Dylan Krane, New York, New York

Award: Gold ADDY Award

Educational Institution: Syracuse University, Newhouse

Title: Wear Your Clothes

Credits:

Dylan Krane, Art Director

Club: AAF Rochester

Category: Film, Video & Sound - Animation or Special Effects

Enzo del Carmen, Gilroy, CA

Award: Silver ADDY Award

Educational Institution: Rochester Institute of Technology

Title: Night at the Museum: Title Sequence

Credits:

Enzo Del Carmen, Art Director and Motion Designer

Club: AAF Rochester

Category: Film, Video & Sound - Animation or Special Effects

Sadie Goldberg, Stone Ridge, NY

Award: Silver ADDY Award

Educational Institution: Rochester Institute of Technology

Title: Lemony Snicket: Title Sequence

Credits:

Sadie Goldberg, Art Director and Motion Designer

Club: AAF Rochester

Category: Film, Video & Sound - Animation or Special Effects

Miguel Villaman-Torres, Rochester, NY

Award: Silver ADDY Award

Educational Institution: Rochester Institute of Technology

Title: The Nightmare Before Christmas

Credits:

Miguel Villaman-Torres, Art Director and Motion Designer

Club: AAF Rochester

AMERICAN
ADVERTISING
AWARDS

Category: Magazine Advertising - Campaign

Dylan Krane, New York, New York

Award: Best of Show ADDY Award

Educational Institution: Syracuse University, Newhouse

Title: Wear Your Clothes

Credits:

Dylan Krane, Art Director

Club: AAF Rochester

AAF NEW YORK CITY METRO

Category: Ambient Media - Guerrilla Marketing

Award: Silver ADDY Award

JBL, Stamford, CT

Client: JBL

Title: The Unreturnable PartyBox

Credits:

Chris Epple, VP Consumer Marketing, Americas

Nicole Sanabria, Manager, Public Relations

Club: AAF New York City Metro

Category: Social Media - Campaign

Award: Gold ADDY Award

JBL, Stamford, CT

Client: JBL

Title: The Unreturnable PartyBox

Credits:

Chris Epple, VP Consumer Marketing, Americas

Nicole Sanabria, Manager, Public Relations

Club: AAF New York City Metro

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

Award: Gold ADDY

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

Club: AAF New York City Metro

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

Award: Silver ADDY Award

Northwell Health, New Hyde Park, New York

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

Club: AAF New York City Metro

Category: Branded Content & Entertainment Campaign

Award: Gold ADDY

Elite Media, Madison, WI

Client: American Family Insurance

Title: Dream Fearlessly Series

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Club: AAF New York City Metro

Category: Branded Content & Entertainment Campaign

Award: Gold ADDY

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

Club: AAF New York City Metro

Category: Music Videos

Award: Gold ADDY Award

SpecialGuest, Menlo Park, CA

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

Club: AAF New York City Metro

Category: Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Award: Gold ADDY Award

Digitas, San Francisco, CA

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

Club: AAF New York City Metro

Category: Online/Interactive Campaign

Award: Gold ADDY Award

Elite Media, Madison, WI

Client: American Family Insurance

Title: Dream Fearlessly Series

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Club: AAF New York City Metro

Category: Copywriting

Award: Silver ADDY Award

Elite Media, Madison, WI

Client: American Family Insurance

Title: Dream Fearlessly - Legacy

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Club: AAF New York City Metro

Category: Copywriting

Award: Gold ADDY Award

Saatchi & Saatchi, Cincinnati, OH

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

Club: AAF New York City Metro

AMERICAN
ADVERTISING
AWARDS

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

Award: Special Judges 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

Club: AAF New York City Metro

AMERICAN
ADVERTISING
AWARDS

Category: Branded Content & Entertainment Campaign

Award: Special Judges Award

Elite Media, Madison, WI

Client: American Family Insurance

Title: Dream Fearlessly Series

Credits:

Elite Media, Advertising Agency

American Family Insurance, Client

Club: AAF New York City Metro

AMERICAN
ADVERTISING
AWARDS

Category: Branded Content & Entertainment Campaign

Award: Best of Show 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

Club: AAF New York City Metro

AAF NEW YORK CITY METRO STUDENT WINNERS

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

Openlearn Academy, Seoul, Seoul, South Korea

Award: Gold ADDY Award

Educational Institution: Openlearn Academy

Title: Forza Frédéric

Credits:

Dahye Kim, Art Director

Seojin Bae, Account Executive

Sujin Kang, Account Executive

Yujung Son, Account Executive

Club: AAF New York City Metro

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

Google Gemini - The Wave of Hope, Fort Lee, NJ

Award: 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

Club: AAF New York City Metro

Category: App (Mobile or Web-Based)

Verizon - Keanu Mode, Fort Lee, NJ

Award: Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Verizon - Keanu Mode

Credits:

Gaeun Kim, Account Executive

Saerom Park, Art Director

Sungmin Ro, Account Executive

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Doyoon Kim, Art Director

Club: AAF New York City Metro

Category: App (Mobile or Web-Based)

Google Gemini - Spark The Humming, Fort Lee, NJ

Award: Silver ADDY Award

Educational Institution: Openlearn Academy

Title: Google Gemini - Spark The Humming

Credits:

Doyoon Kim, Art Director

Sungmin Ro, Account Executive

Jongchan Lee, Art Director

Saerom Park, Art Director

Yerim Park, Art Director

Sokhyun Lee, Account Executive

Gaeun Kim, Account Executive

Club: AAF New York City Metro

Category: Integrated Advertising Campaign - Consumer Campaign

Verizon - Keanu Mode, Fort Lee, New Jersey

Award: 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

Club: AAF New York City Metro

Category: Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy, Seoul, South Korea

Award: Silver 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

Club: AAF New York City Metro

Category: Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy, Seoul, South Korea

Award: 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

Club: AAF New York City Metro

Category: Integrated Advertising Campaign - Consumer Campaign

Openlearn Academy, Hanam-si, Gyeonggi-do

Award: Silver 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

Club: AAF New York City Metro

Category: Digital Creative Technology

Google Gemini - The Wave of Hope, Fort Lee, NJ

Award: 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

Club: AAF New York City Metro

AAF PHILADELPHIA METRO

Category: Ambient Media - Guerrilla Marketing

Award: Gold ADDY Award

Aloysius Butler & Clark

Client: Aloysius Butler & Clark

Title: Pep Rally in Your Pocket

Club: AAF Philadelphia Metro

Category: Social Media - Campaign

Award: Gold ADDY Award

quench - Pavone Group

Client: Padrecito

Title: Padrecito - Campaign

Credits:

Rich Wakefield, Art Director

Chuck Meehan, Copywriter

Club: AAF Philadelphia Metro

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

Award: Gold 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

Club: AAF Philadelphia Metro

Category: Television Advertising - Regional/National - Campaign

Award: Gold 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

Club: AAF Philadelphia Metro

Category: Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Award: Gold 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

Club: AAF Philadelphia Metro

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

Award: Gold ADDY Award

Born and Raised, Philadelphia, PA

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

Club: AAF Philadelphia Metro

AAF PITTSBURGH

Category: Branded Content & Entertainment for Online/Interactive

Award: Gold ADDY Award

PMI, Pittsburgh, Pennsylvania

Client: PPG

Title: PPG - COTY 2026

Credits:

Julia Hannan, Executive Producer

Damien Christian D'Amico, Creative Director, Editor & VFX/AI

Lisa Verzilli, Creative Producer

Alicia Cafardi, PPG Global Marketing Lead

Vanessa L. Peterson, PPG Global Color Styling Lead

Kevin Stiller, Director of Photography

Melody Misiaszek, Composer

Ryan Will Stewart, Audio Mixing Engineer

Eleanor Singer, S&T Color Development & Styling Technologist

Ash Carrillo, Model

Kelli Caton, Model Agent

Club: AAF Pittsburgh

Category: Integrated Advertising Campaigns - B-to-B Campaign-Regional/National

Award: Silver ADDY Award

BLD Marketing

Client: Ellison Bronze

Title: Ellison | Norman the Doorman

Credits:

Garrett Andrae, Creative Director & Copy Writer

Jeff St Mars, Associate Creative Director

Adam Barirde, Art Director

David Flynn, Director of Photography & Editor

Jennifer Lorenz, Account Director

Candace Howell-Williams, Senior Social Media Manager

Rachel Newes, Social Media Specialist

Allizon Mizia, Media Planner

Carla Wilson, Web Developer

Club: AAF Pittsburgh

Category: Visual - Art Direction - Campaign

Award: Gold ADDY Award

GH

Client: Adelphoi

Title: Adelphoi Unseen Campaign

Credits:

Scott Westgate, AD/Creative Director

Tia Kalas, VP/Creative Director

Vince Robleto, ACD/Copywriter

Mike Giunta, Chief Creative Officer

Tim Kepes, AVP, Director of Media

Lydia Alfano, Associate Media Director

Club: AAF Pittsburgh

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

Award: Gold ADDY Award

PMI, Pittsburgh, Pennsylvania

Client: PPG

Title: PPG - Sustainability

Credits:

Julia Hannan, Executive Producer

Damien D'Amico, Creative Director, Editor, VFX Artist

Ryan Will Stewart, Audio Mixing Engineer & Sound Design

Club: AAF Pittsburgh

Category: Out-of-Home & Ambient Media - Public Service Out-Of-Home - Poster

Award: Silver ADDY Award

GH

Client: Adelphoi

Title: Basketball

Credits:

Scott Westgate, AD/Creative Director

Tia Kalas, VP/Creative Director

Vince Robleto, ACD/Copywriter

Mike Giunta, Chief Creative Officer

Tim Kepes, AVP, Director of Media

Lydia Alfano, Associate Media Director

Club: AAF Pittsburgh

Category: Out-of-Home & Ambient Media - Public Service Out-Of-Home - Campaign

Award: Gold ADDY Award

GH

Client: Adelphoi

Title: Adelphoi Unseen Campaign

Credits:

Scott Westgate, AD/Creative Director

Tia Kalas, VP/Creative Director

Vince Robleto, ACD/Copywriter

Mike Giunta, Chief Creative Officer

Tim Kepes, AVP, Director of Media

Lydia Alfano, Associate Media Director

Club: AAF Pittsburgh

CAPITAL REGION ADVERTISING FEDERATION

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

Award: Gold ADDY Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Visit Haywood Brand Campaign - TV

Credits:

Rob DeLuke, Chief Creative Officer

Ben Roberts, Director

New Union, Production Company

Sam Dean, Photographer

Annette Ragan, Copywriter

Club: Capital Region Advertising Federation

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

Award: Silver ADDY Award

Super Scout

Client: BODYARMOR

Title: BODYARMOR FLASH I.V. "Hard Work"

Credits:

John Stegemann, Director / Producer

Jim Powers, Director / Producer

Steve Powers, BODYARMOR

Brian Ford, BODYARMOR

Kristen Rumble, BODYARMOR

Kenji Yamashita, BODYARMOR

Lindsay Quinn, BODYARMOR

Andi Fazio, BODYARMOR

Club: Capital Region Advertising Federation

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

Award: Silver ADDY Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Visit Haywood Brand Campaign - Internet

Credits:

Rob DeLuke, Chief Creative Officer

Ben Roberts, Director

New Union, Production Company

Sam Dean, Photographer

Annette Ragan, Copywriter

Club: Capital Region Advertising Federation

Category: Integrated Advertising Campaigns - Consumer Campaign-Regional/National

Award: Silver ADDY

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Title: Visit Haywood Brand Campaign - Integrated Campaign

Credits:

Rob DeLuke, Chief Creative Officer

Ben Roberts, Director

New Union, Production Company

Sam Dean, Photographer

Annette Ragan, Copywriter

DCI, Media

Club: Capital Region Advertising Federation

Category: Copywriting

Award: Gold ADDY Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Visit Haywood Brand Campaign

Credits:

Rob DeLuke, Chief Creative Officer / Copywriter

Annette Ragan, Copywriter

Club: Capital Region Advertising Federation

Category: Visual - Art Direction - Single

Award: Silver ADDY Award

Super Scout

Client: BODYARMOR

Title: BODYARMOR FLASH I.V. "Hard Work"

Credits:

John Stegemann, Director / Producer / Art Director

Jim Powers, Director / Producer / DP

Steve Powers, BODYARMOR

Brian Ford, BODYARMOR

Kristen Rumble, BODYARMOR

Kenji Yamashita, BODYARMOR

Lindsay Quinn, BODYARMOR

Andi Fazio, BODYARMOR

Violet Morrison, Production Designer

John Harrold, Set Decorator

Alec Stadler, Set Builder

Tybra Marchese, Set Dresser

Club: Capital Region Advertising Federation

Category: Visual - Art Direction - Campaign

Award: Silver ADDY Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Visit Haywood Brand Campaign

Credits:

Rob DeLuke, Chief Creative Officer

Club: Capital Region Advertising Federation

Category: Film & Video- Video Editing

Award: Silver ADDY Award

Super Scout

Client: GE Vernova

Title: GE Vernova / Energy of Schenectady

Credits:

John Stegemann, Director / Producer

Jim Powers, Director / Producer

Rebecca Schurtleff, GE Vernova

Sandra Sgambati, GE Vernova

Krista Carroll, GE Vernova

Club: Capital Region Advertising Federation

AMERICAN
ADVERTISING
AWARDS

Category: Consumer Campaign-Regional/National

Award: Special Judges Award

TILT36T°, Lake Junaluska, NC

Client: Visit Haywood TDA

Title: Title: Visit Haywood Brand Campaign - Integrated Campaign

Credits:

Rob DeLuke, Chief Creative Officer

Ben Roberts, Director

New Union, Production Company

Sam Dean, Photographer

Annette Ragan, Copywriter

DCI, Media

Club: Capital Region Advertising Federation

NORTHEAST PENNSYLVANIA STUDENT WINNERS

Category: App (Mobile or Web-Based)

Elias McFadden, Alexandria, PA

Award: Silver ADDY Award

Educational Institution: Pennsylvania College of Technology

Title: Night Shift Donuts App

Club: AAF NEPA