

2019 AMERICAN ADVERTISING AWARDS



PITTSBURGH ADDY AWARDS
AMERICAN ADVERTISING FEDERATION





Colleagues and friends,

I want to thank you for joining us tonight to celebrate and recognize the best of Pittsburgh advertising. What a great time to be part of our marketing community.

Congratulations to all the winners and finalists. From here, your work will be headed to AAF district competition where it will be judged against creative from New York, New Jersey, Delaware, Washington, D.C., Maryland and, of course, Pennsylvania. In 2018, 19 local entries from Pittsburgh advanced to AAF National which resulted in 6 National Golds and 4 Silvers!

The ADDYs may be the pinnacle of our year, but as AAF-Pittsburgh president I've committed myself to creating a dynamic year-long club experience for our members. With the support of your AAF advisory board, committee chairs, and our Ad 2 members, we've worked hard to improve our programming, networking and educational events. Attendance is up, membership is up, Addy entries are up, and we're just getting started.

But we need your help to continue the momentum. Get involved. Come to a luncheon. Volunteer for a committee. And let me twist your arm to join us for *JUICE*—our free monthly happy hour that's open to everyone.

I also want to thank our incredible ADDY committee for once again putting together a great show. And a special thank you to our executive director, Evie DeSarno, who has made my first year as president such a pleasure.

Enjoy the show!

Gordon Robertson

President, Pittsburgh Advertising Federation

THE ADDYS

2018-2019 PITTSBURGH ADDY AWARDS AMERICAN ADVERTISING AWARDS

BYHAM THEATER – MARCH 8, 2019



Sales & Marketing 6

Print Advertising 8

Out Of Home & Ambient Media 9

Online/Interactive 19

Film, Video and Sound 22

Cross Platform 28

Elements of Advertising 31

Special Awards 38

THE UNIFYING VOICE FOR ADVERTISING



Established in 1905, the American Advertising Federation (AAF) is the only organization that includes members across all disciplines and career levels in advertising. Whether you're new to the fast-paced world of advertising or a seasoned professional, the AAF is for you. We're here to help you advance your career, build your connections and celebrate this ever-changing, amazing industry we work in. Join us at pghadfed.org.

See the videos from this and previous shows at vimeo.com/pghadfed.



Denotes a **Gold ADDY Winner**
(or Freemasonic influence. Or both.)

SPECIAL THANKS

ADDY CHAIR

Matt Hildebrand

ADDY COMMITTEE

Amy Del Rio-Gazzo

Brian Ackermann

Megha Pai

Tiff Setzler

ADDY VOLUNTEERS

Kristen Psica

Maureen Rooney

Zakk Heaps

Ashley DeMoss

ADDY JUDGING CHAIRS

Gordon Robertson

Mike Giunta

CREATIVE CONCEPT & ARTWORK

Craig Ferrence

BOOK DESIGN + SHOW DIRECTOR

Matt Hildebrand

BOOK PRINTER

RR Donnelley

ON-SITE PRODUCTION

Massive Media

SHOW AUDIO PRODUCTION

Big Science

AWARD TROPHIES

Elegance In Awards

VOICE OVER TALENT

Mr Ron the VO, Ron Bauer

SPONSORS

Cwenar Photography

RR Donnelley

Massive Media

The Fairmont Pittsburgh

SPECIAL THANKS

Big Science

Chemistry

MarketSpace Communications

Brunner

UPMC

321Blink

Cwenar Studios

Garrison Hughes

MARC USA

Byham Theater

Pittsburgh Cultural Trust

Hullabaloo Agency

Revel+Roost

THE JUDGES



TIM CAWLEY

Chief Creative Officer / Co-Founder
Sleek Machine

Tim is Chief Creative Officer / Co-Founder of Sleek Machine in Boston and has prior agency experience as a writer and Creative Director at agencies such as Mullen, Hill Holliday, Y&R and Carmichael Lynch. To date, he's had the good fortune to lead campaigns for such brands as Century 21, Boston Celtics, Staples, Major League Baseball, indeed.com, JetBlue, Dunkin' Donuts, Miller Lite and Liberty Mutual.

He's been recognized dozens of times in award shows such as One Show (which he judged in 2013 and 2015), Cannes, Clio, CA, Webby's, and Best of Show at the New England Hatch Awards (twice). He has over 50 credits on *Creativity Online*, and has been profiled in *AdWeek*, *AdAge*, *Creative Review UK*, *Communication Arts* and *FastCompany*. *Archive Magazine* ranks him as one of the top ten U.S. writers of all time.



COURTNEY SMITH KRAMER

Author and Co-founder/Executive Creative Director, *Purematter* and *H2Hclub.com*

Courtney Smith Kramer is the co-founder and Executive Creative Director for Silicon Valley marketing firm PureMatter, a "Top 50 Most Influential Social Media Marketing brand" and personally named a "Top 200 Global Marketing Influencer" and "Top 20 Agency Strategy Global Influencer" by Onalytica. PureMatter Marketing clients have included Plantronics, Pitney Bowes, The Coaches Training Institute, and the International Culinary Center, and built and managed the first Influencer programs for IBM and Netflix DVD.com.

An accomplished creative strategist, storyteller, writer and designer, she has earned hundreds of creative awards and her work has been featured in the Print International Design Annual. She is proud to be one of the only 3% of female creative directors in the United States.



RENEE MILLER

President and Creative Director
The Miller Group

Renee found herself in an enviable position in 1990 — a freelance copywriter with a potential client looking for a boutique ad agency. A serial entrepreneur, Renee opened The Miller Group in Los Angeles, landed TransAmerica Insurance Group, and quickly immersed herself in the business. Clients like Wolf Range Company (a world-renowned cookware manufacturer), Homeboy Industries, 7-Eleven, GE, Goodwill, RE/MAX and Gay Men's Chorus followed.

Along the way, she has won a few creative awards including One Show, ADDYs, Communication Arts, N.Y. Art Directors. She has judged Communication Arts Advertising annual twice, most recently in 2017. She has judged the ADDY awards for more than 10 years and has been a mentor and judge for The One Club Creative Boot Camp for four years.



GREGG STEWARD

Group Creative Director

DDB. The Richards Group. J. Walter Thompson. Agencies almost everyone has heard of before. They are also three agencies where Gregg has worked as a Creative Director. Along the way he has helped build some of the largest brands in the world. Budweiser, The Home Depot, Travelocity.com, and Carnival Cruise Line are just a few making the short list. He's spent the last 8+ years as a Group Creative Director at Zimmerman Advertising, doing the same thing for clients that include Michaels, Spirit Airlines, and McDonald's. A seasoned copywriter with deep roots in radio, Gregg loves the power of the spoken word. And it seems he has quite a way with those words. He has been recognized by virtually every award show in advertising.



SMITH BROTHERS AGENCY

Cannibal Can Design

Iron Hill

Craig Seder *Creative Director*

Jon Nicholson *Art Director*

Kelsey Miller *Copywriter*

Sarah Weber *Account Supervisor*

Delicious Design League *Illustration*



SMITH BROTHERS AGENCY

Hopicana Can Design

Iron Hill Brewery

Craig Seder *Creative Director*

Jon Nicholson *Art Director*

Kelsey Miller *Copywriter*

Sarah Weber *Account Supervisor*

Delicious Design League *Illustration*



SMITH BROTHERS AGENCY

Sweet Leaf Can Design

Iron Hill Brewery

Craig Seder *Creative Director*

Jon Nicholson *Art Director*

Kelsey Miller *Copywriter*

Sarah Weber *Account Supervisor*

Delicious Design League *Illustration*



MARKETSPACE COMMUNICATIONS

Pittsburgh Brewery Guide Passport

Pittsburgh Brewery

Trish Parkhill *President & CEO*

John Miller *Creative Director*

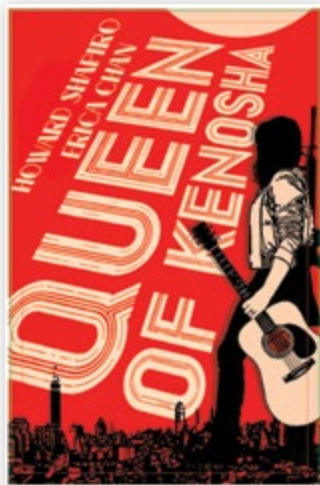
Maureen Rooney *Director of Account Services*

Krystal Duke *Graphic Designer*

Lauren Townsend *Copywriter*

RR Donnelley *Printer*

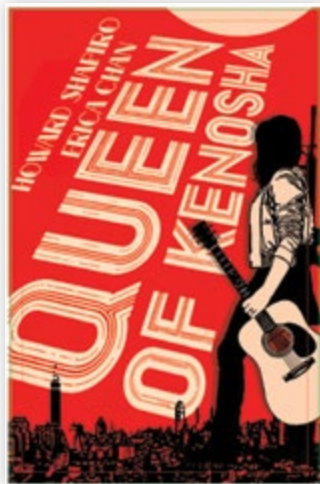




ANIMAL, INC.

Queen of Kenosha
Animal Media Group

Howard Shapiro *Author/Cover Concept*
Catherine Casalino *Cover Designer*
Joe Migliozi/Graphic Communications
Specialists *Print Coordination*



ANIMAL, INC.

Queen of Kenosha
Animal Media Group

Howard Shapiro *Author/Cover Concept*
Erica Chan *Illustrator/Colorist*
Saida Temofonte *Letterer*

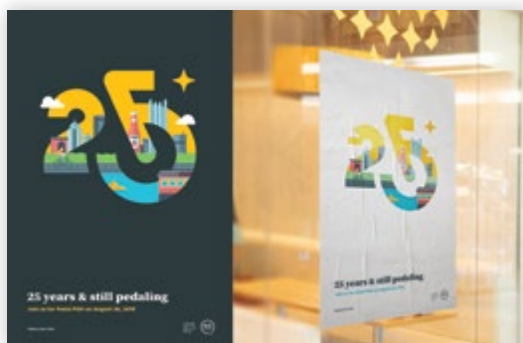


CHEMISTRY



Pedal Pittsburgh Branding
BikePGH

Geoff Tolley *Chief Creative Officer*
Ian Magill *CD/Art Director*



GARRISON HUGHES

Sobering

Heinz History Center

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Tia Kalas *Art Director*

Dave Bernhardt *Retoucher*



GARRISON HUGHES

Intoxicating

Heinz History Center

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Tia Kalas *Art Director*

Dave Bernhardt *Retoucher*

Michelle Bauer *Art Director*



GARRISON HUGHES

Shot and a Beer

Heinz History Center

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Tia Kalas *Art Director*

Dave Bernhardt *Retoucher*

Michelle Bauer *Art Director*



GARRISON HUGHES

Sobering

Heinz History Center

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Tia Kalas *Art Director*

Dave Bernhardt *Retoucher*

Michelle Bauer *Art Director*





GARRISON HUGHES

Landed

Heinz History Center

Bill Garrison, Mike Giunta,

Beth Beck *Copywriters*

Dave Hughes, Corinne Stenander,

Tia Kalas *Art Directors*

Dave Bernhardt *Retoucher*



GARRISON HUGHES

Destination Moon

Heinz History Center

Bill Garrison, Mike Giunta,

Beth Beck *Copywriters*

Dave Hughes, Corinne Stenander,

Tia Kalas *Art Directors*

Dave Bernhardt *Retoucher*

HAPPY BIRTHDAY ANDY

AUGUST 6, 2019 WOULD HAVE BEEN WARHOL'S 90TH BIRTHDAY.

To celebrate, the Warhol Museum used his iconic muse to feed those in need. 90 cases of Campbell's Soup were donated to the Pittsburgh Food Bank — commemorating Andy's milestone birthday. We used his art to do good in the community where the famous artist was born and celebrated.

the warhol:



MARC USA

90 Cases

Warhol Museum

MARCUSA Agency



DEELOCAL

Lyft Auto Tunes

Lyft

Deeplocal *Creative Technology & Experience Design*



DEELOCAL

Google Home Mini Golf

Google

Deeplocal *Creative Technology & Experience Design*

Best of Show Winner



DEELOCAL

Google Hardware Store

Google

Deeplocal *Creative Technology & Experience Design*



DEELOCAL

Google at CES

Google

Deeplocal *Creative Technology & Experience Design*





DEELOCAL
Google Home Mini Golf
Google



Deeplocal Creative Technology & Experience Design



RED HOUSE COMMUNICATIONS

PA Tourism Zombie Season
Commonwealth of Pennsylvania Department
of Community and Economic Development

Matt Blint *President*

Marla Solnik *Creative Director*

Sean O'Connor *Copywriter*

Justin Clawson *Art Director*

Tom Cwenar *Photographer*

Tom Karcher *Retoucher*



MARC USA
Retire 21 - Face Collage
The Clemente Museum
MARC USA Agency



MARC USA

Greatest
The Clemente Museum
MARCUSA Agency



MARC USA

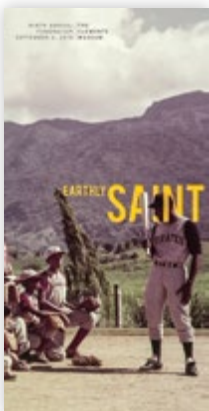
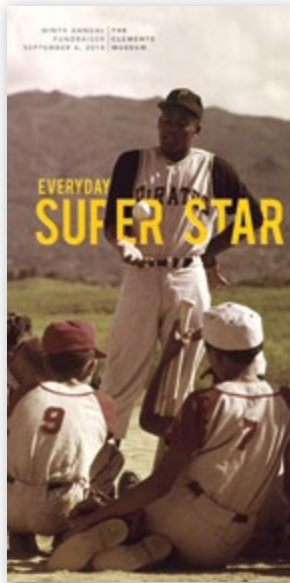
Kindhearted
The Clemente Museum
MARCUSA Agency



MARC USA

Human
The Clemente Museum
MARCUSA Agency





MARC USA
Early Saint
The Clemente Museum
MARC USA Agency

MARC USA
Superstar
The Clemente Museum
MARC USA Agency

MARC USA
Complete Human
The Clemente Museum
MARC USA Agency



GARRISON HUGHES

Feel Good

Heinz History Center

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Tia Kalas *Art Director*

Dave Bernhardt *Retoucher*



GARRISON HUGHES

Last Call

Heinz History Center

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Tia Kalas *Art Director*

Dave Bernhardt *Retoucher*



DEEPLocal

Google at CES

Google

Deeplocal *Creative Technology & Experience Design*





GARRISON HUGHES



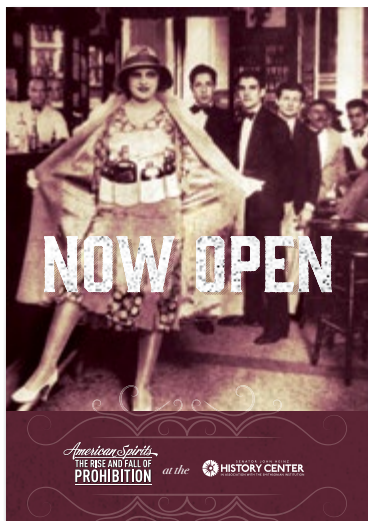
Shook and Stirred
Heinz History Center
Bill Garrison *Copywriter*
Dave Hughes *Art Director*
Mike Giunta *Copywriter*
Tia Kalas *Art Director*
Dave Bernhardt *Retoucher*



GARRISON HUGHES



Intoxicating
Heinz History Center
Bill Garrison *Copywriter*
Dave Hughes *Art Director*
Mike Giunta *Copywriter*
Tia Kalas *Art Director*
Dave Bernhardt *Retoucher*



GARRISON HUGHES

Now Open
Heinz History Center
Bill Garrison *Copywriter*
Dave Hughes *Art Director*
Mike Giunta *Copywriter*
Tia Kalas *Art Director*
Dave Bernhardt *Retoucher*
Michelle Bauer *Art Director*



GARRISON HUGHES

Cheers

Heinz History Center

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Tia Kalas *Art Director*

Dave Bernhardt *Retoucher*



GARRISON HUGHES

American Spirits

Heinz History Center

Bill Garrison *Copywriter*

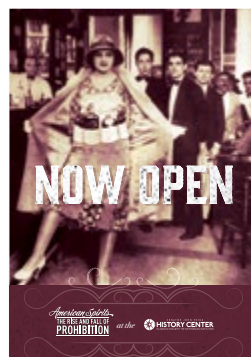
Dave Hughes *Art Director*

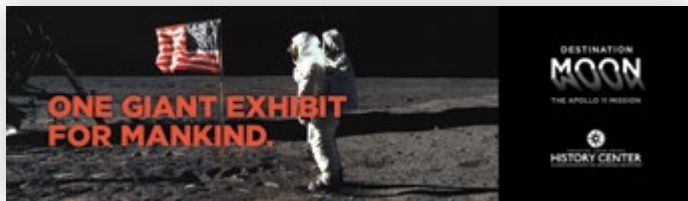
Mike Giunta *Copywriter*

Tia Kalas *Art Director*

Dave Bernhardt *Retoucher*

Judges Award of Excellence - Outdoor





GARRISON HUGHES

Destination Moon
Heinz History Center
Bill Garrison, Mike Giunta,
Beth Beck *Copywriters*
Dave Hughes, Corinne Stenander,
Tia Kalas *Art Directors*
Dave Bernhardt *Retoucher*



GARRISON HUGHES

Tech



Heinz Endowments
Bill Garrison *Copywriter*
Dave Hughes *Art Director*
Vince Robleto *Copywriter*
Dave Bernhardt *Retoucher*
Dan Minske *Designer*



GARRISON HUGHES

Uplift

Heinz Endowments

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Vince Robbleto *Copywriter*

Dave Bernhardt *Retoucher*

Dan Minske *Designer*

GARRISON HUGHES

Uplift

Heinz Endowments

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Vince Robbleto *Copywriter*

Dave Bernhardt *Retoucher*

Dan Minske *Designer*

SMITH BROTHERS AGENCY

Scott Smith Memorial "Flag" Poster

SFC Scott R. Smith Memorial Scholarship Fund

Shawn Smith *Creative Director*

Noah Purdy *Photographer*

Tom Karcher *Retoucher*

Kelsey Miller *Copywriter*





HULLABALOO AGENCY

Hoodies for Holidays

United Way of Southwestern Pennsylvania

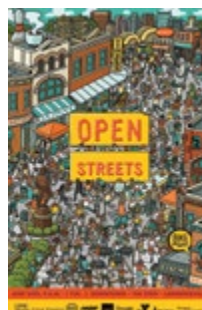
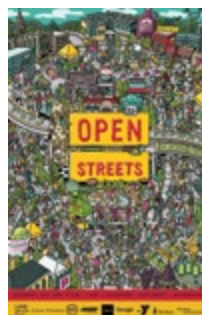
Gordon Robertson *Creative Director/Writer*

Jeremie Musyt *Art Director*

Victoria Zwergel *VP/Account*

David Kelly *Photographer*

Tom Karcher *Retouch Artist*



RED HOUSE COMMUNICATIONS

2018 Open Streets Pittsburgh

Bike Pittsburgh

Matt Blint *President*

Marla Solnik *Creative Director*

Jorge Puron *Senior Art Director*

Justin Clawson *Art Director*



Beverly's Birthdays

Geoff Tolley *Chief Creative Officer*

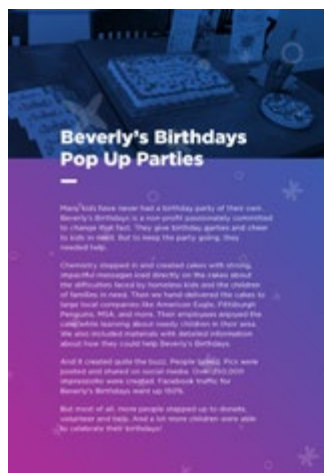
Mike Siemianowski *AD/Designer*

Paul Schrecongost *ACD/Writer*

Laura Forester *Director of Social Media*

Chelsey McGrogan *Account Executive*

Judges Award of Excellence - Direct Response

MARKETSPACE
COMMUNICATIONS

Pittsburgh Brewers Guild Website

Pittsburgh Brewers Guild

Trish Parkhill *President & CEO*

John Miller *Creative Director*

Jen Yavorsky *Digital Director*

Maureen Rooney *Director of Account Services*

Valerie Hogan *Digital Designer*

Lauren Townsend *Copywriter*

Dustin McGrew *Senior Digital Developer*

Mike Boory *Digital Developer*



A Dog's Chance

Grounds & Hounds Coffee Co.

Dan Magdich *Director*

Kathy Dziubek *Executive Producer*

John Pope *Director of Photography*

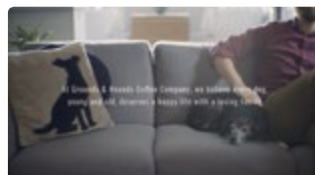
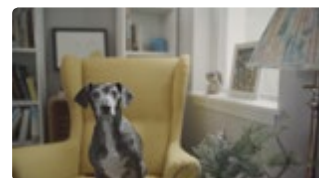
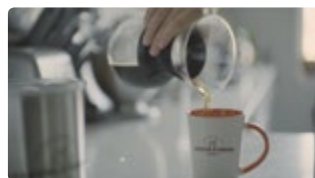
Doug Helmick *Editor*

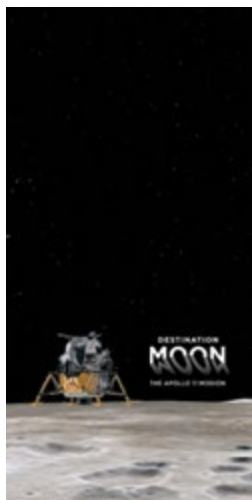
Allan Stallard *Colorist*

Lenny Wilson 3D Animation

Nathan Inglesby *3D Animation*

Ally Oleynik *Producer*





GARRISON HUGHES

Lander

Heinz History Center

Bill Garrison, Mike Giunta *Copywriters*

Dave Hughes, Alexa Valenta *Art Directors*

Ben Pritchard *Developer*

Dave Bernhard *Retoucher*



GARRISON HUGHES

Michelangelo

PPG

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Vince Robleto *Copywriter*

Corinne Stenander *Art Director*

Ben Pritchard *Developer*

Dave Bernhardt *Retoucher*



GARRISON HUGHES

Lego

PPG

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Vince Robleto *Copywriter*

Corinne Stenander *Art Director*

Ben Pritchard *Developer*

Dave Bernhardt *Retoucher*



DEELOCAL

YouTubers Say, "Hey Google"
Google

Deeplocal *Creative Technology & Experience Design*
Animal *Video Production*



GARRISON HUGHES

Mission Control

Heinz History Center

Bill Garrison, Mike Giunta, Beth Beck *Copywriters*

Nan Quatchak *Producer*

Contagious Music *Sound Design*



GARRISON HUGHES

Left Out

The Pittsburgh Foundation

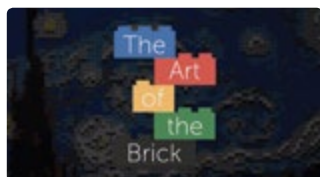
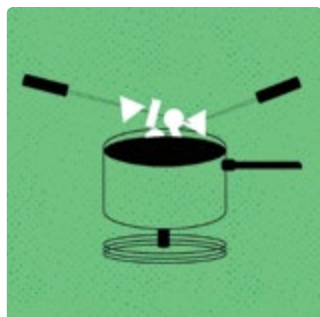
Bill Garrison, Vince Robleto *Copywriters*

Nan Quatchak *Producer*

Big Science *Sound Design*

Judges Award of Excellence - Broadcast





GARRISON HUGHES

Social Drinking
Heinz History Center
Bill Garrison *Copywriter*
Dave Hughes *Art Director*
Mike Giunta *Copywriter*
Corinne Stenander *Art Director*
Dave Bernhardt *Retoucher*
321 Blink *Production*
Contagious Music *Sound Design*

COVALENT

I'm Happy - A Poem by a Little About a Big
Big Brothers & Big Sisters of Greater Pittsburgh
Zach Christy *Director/Lead Design & Animation*
Nicholas Buchheit *Director*
Jeff Hilty *Producer*

GARRISON HUGHES

Art of the Brick
Heinz History Center
Bill Garrison *Copywriter*
Dave Hughes *Art Director*
Vince Robleto *Copywriter*
Corinne Stenander *Art Director*
Ben Pritchard *Developer*
Dave Bernhardt *Retoucher*

GARRISON HUGHES

Last Call Social

Heinz History Center

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Corinne Stenander *Art Director*

Dave Bernhardt *Retoucher*

321 Blink *Production*

Contagious Music *Sound Design*



YA MOMZ HOUSE, INC.

Mac Miller Vigil

Ya Momz House, Inc.

Emmai Alaquiva *Director*

Jack Ohrman *Drone Operator*

Matt Metrovich *Videographer*



ANIMAL, INC.

A Dog's Chance

Grounds & Hounds Coffee Co.

Dan Magdich *Director*

Kathy Dziubek *Executive Producer*

John Pope *Director of Photography*

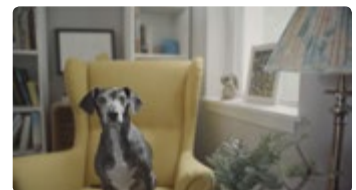
Doug Helmick *Editor*

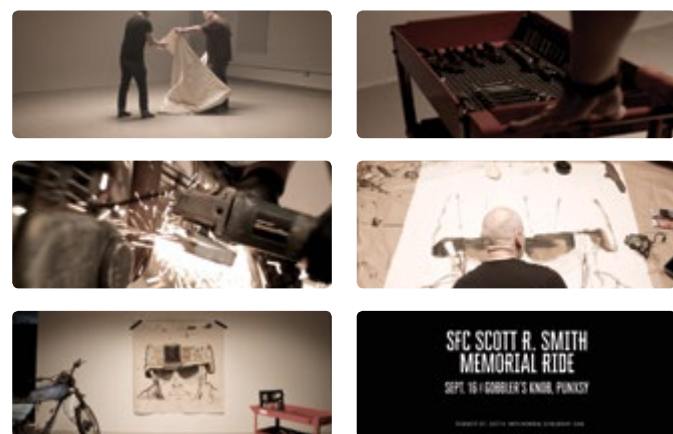
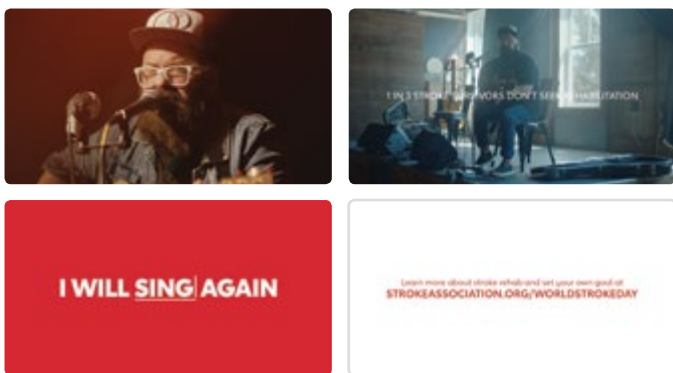
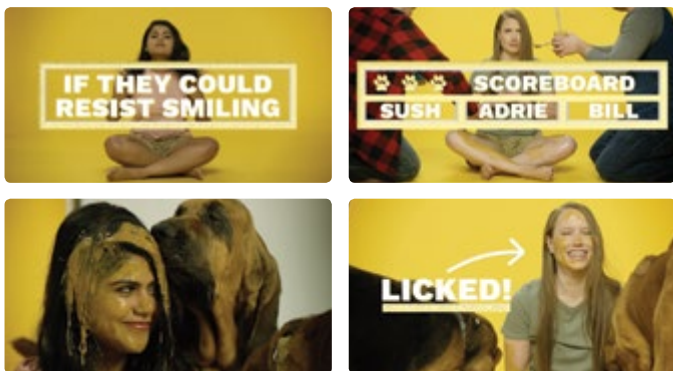
Allan Stallard *Colorist*

Lenny Wilson *3D Animation*

Nathan Inglesby *3D Animation*

Ally Oleynik *Producer*





ANDY KELEMEN PRODUCTIONS

Nummies

Nat Geo Wild After Dark

Andy Kelemen *Director*

Robert Ruscher *Director of Photography*

Danny Haritan *Camera Op*

Danny Johnson *VFX*

Jim McClain *Gaffer*

Ryan Stewart *Sound Mixer*

ANIMAL, INC.



I Will Again

American Heart Association

Danny Yourd *Director*

Kathy Dziubek *Executive Producer*

Jon Bregel *Director of Photography*

Doug Helmick *Editor*

Allan Stallard *Colorist*

Gavin Kosko *Motion Graphics Artist*

Amy Kersnick *Line Producer*

Nathan Voltz *Producer*

SMITH BROTHERS AGENCY



Scott Smith Memorial "Mural" Video

SFC Scott R. Smith Memorial Scholarship Fund

Shawn Smith *Producer*

Noah Purdy *Additional Cinematography*

Dan Finegold *Director*

Stephen Hicken *Cinematographer/Editor*

Mike Rajakovic *Sound Design*

Kelsey Miller *Copywriter*

GARRISON HUGHES

Democracy

Fair Districts PA

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Debbie Regan *Art Director*

Dave Bernhardt *Retoucher*

UpperCut *Production*

Contagious Music *Audio*



GARRISON HUGHES

Assault

Fair Districts PA

Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Debbie Regan *Art Director*

Dave Bernhardt *Retoucher*

UpperCut *Production*

Contagious Music *Audio*



COVALENT

Small Worlds

TEDxPittsburgh

Nicholas Buchheit *Director*

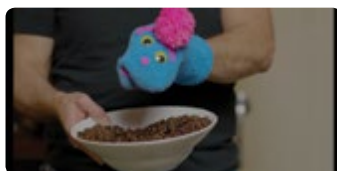
Alex Rodia *Editor & VFX*

Greg Neiser *Cinematographer*

Jeff Hilty *Producer*

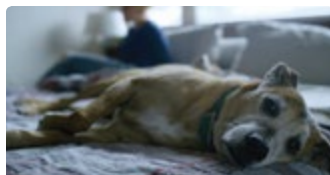
Mosaic Award Winner





BIG SCIENCE MUSIC

Artisanal Sound Design
Big Science Music
Big Science Music
Adam Ciccio *Writer*



ANIMAL, INC.

Animal Reel
Animal, Inc.
Kathy Dziubek *Executive Producer*
Doug Helmick *Editor*



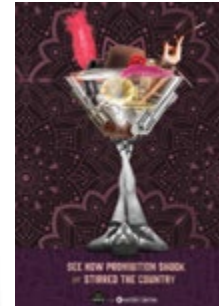
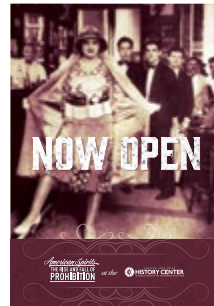
UNTITLED

Thanksgiving
Untitled
Matt Spencer *Director of Photography*
Luke Ewing *Creative Director*
Daniel Winne *Motion Grpahics*
Andy Witkowski *Colorist*
j. dax parise *Executive Producer*



GARRISON HUGHES

American Prohibition Campaign
Heinz History Center
Bill Garrison *Copywriter*
Dave Hughes *Art Director*
Mike Giunta *Copywriter*
Tia Kalas *Art Director*
Ben Pritchard *Developer*
Michelle Bauer *Art Director*
Dave Bernhardt *Retoucher*
Corinne Stenander *Art Director*
321 Blink *Production*
Contagious Music *Sound Design*



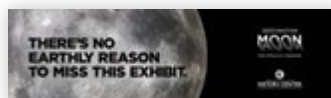
RED HOUSE COMMUNICATIONS

PA Tourism Zombie Season
Commonwealth of Pennsylvania Department of Community and Economic Development
Matt Blint *President*
Marla Solnik *Creative Director*
Sean O'Connor *Copywriter*
Justin Clawson *Art Director*
Tom Cwenar *Photographer*
Tom Karcher *Retoucher*



GARRISON HUGHES

Moon Shot
Heinz History Center
Bill Garrison, Mike Giunta,
Beth Beck *Copywriters*
Dave Hughes, Corinne Stenander,
Tia Kalas *Art Directors*
Dave Bernhardt *Retoucher*
Ben Pritchard *Developer*
321 Blink *Production*
Contagious Music *Sound*





GATESMAN

SHOP n' SAVE Airshow Campaign

SHOP n' SAVE - SuperValu

Matthew Axeman VP, Creative Director

Mark DePietro Copywriting - VP, Creative Director

Jacquelyn Lopez Account Executive

Rikki Jarvis Senior Project Manager

Aleya Crable Jennings AVP, Group Account Director

Braxton Schreyer Designer

Samantha Bell PR Account Executive

WALL-TO-WALL STUDIOS

Make My Trip Count

Green Building Alliance

Larkin Werner Creative Director

Doug Dean Creative Director

Beau Limsakulpakdi Designer

WALL-TO-WALL STUDIOS

Potholes Coffee and Donut Foodtruck

Lang Restaurant Group

Larkin Werner Creative Director

Doug Dean Creative Director

Chris Edington Designer

Ann Trondle-Price Writer



WALL-TO-WALL STUDIOS

Pittsburgh Shorts Film Festival
Film Pittsburgh

Larkin Werner *Creative Director*

Doug Dean *Creative Director, Lead Designer*

Beau Limsakulpakdi *Designer*

Ira Lederer *Motion Designer*

Mike Kozak *Director of Digital Strategy*



WALL-TO-WALL STUDIOS

URx Conference

URx

Larkin Werner *Creative Director*

Doug Dean *Creative Director, Lead Designer*

Ira Lederer *Motion Designer*

Mike Kozak *Director of Digital Strategy*

Kurt Novack *Senior Developer*



WALL-TO-WALL STUDIOS

Generation Rx Album Branding

MDDN, BMG

Doug Dean *Creative Director, Designer*

Penthouse & Pancake Productions *Motion Design*





WALL-TO-WALL STUDIOS

Cold War Album Branding

MDDN, BMG

Doug Dean *Creative Director*

Randall Leddy *Designer*

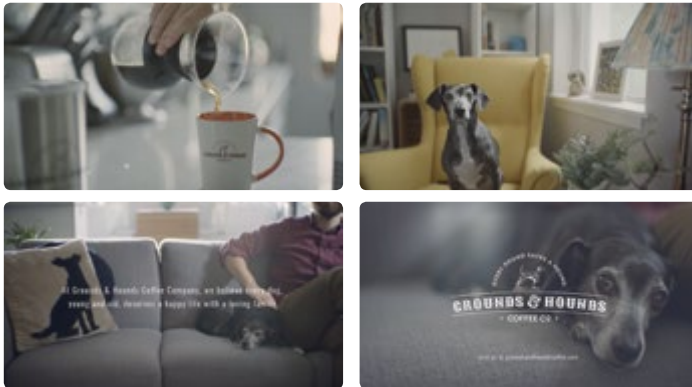
Alexandra Snow *Photographer*

Ville Juurikkala *Photographer*

Penthouse & Pancake Productions *Motion Design*

Jake Stark *Video Director*

MDDN *Development*



ANIMAL, INC.

A Dog's Chance

Grounds & Hounds Coffee Co.

Dan Magdich *Director*

Kathy Dziubek *Executive Producer*

John Pope *Director of Photography*

Doug Helmick *Editor*

Allan Stallard *Colorist*

Lenny Wilson *3D Animation*

Nathan Inglesby *3D Animation*

Ally Oleynik *Producer*



WALL-TO-WALL STUDIOS

Atomic Dog Cafe

Atomic Dog, BTIRC

Larkin Werner *Designer*



WALL-TO-WALL STUDIOS

Hate Divides Music Unites Logo

Hate Divides Music Unites

Doug Dean *Creative Director, Lead Designer*



WALL-TO-WALL STUDIOS

Fall Fleadh

Werner's Woods

Larkin Werner *Designer*



CHEMISTRY

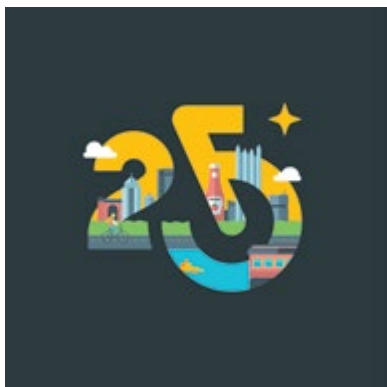
Pedal Pittsburgh Logo

Bike PGH

Geoff Tolley *Chief Creative Officer*

Ian Magill *CD/Art Director*





CHEMISTRY

Pedal Pittsburgh Illustration

Bike PGH

Geoff Tolley *Chief Creative Officer*

Ian Magill *CD/Art Director*



MARC USA

Retire 21 - Face Collage

The Clemente Museum

MARC USA *Agency*



CWENAR STUDIOS

Muay Thai - Through the Ropes

Stout Training

Tom Cwenar *Photographer/Retoucher*

John Swisher *Creative Director*





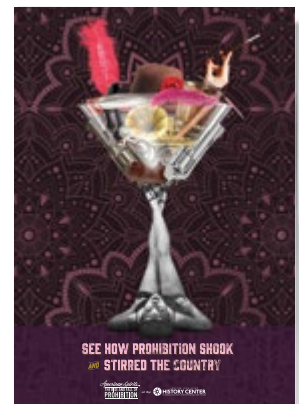
MARC USA

Retire 21 - Face Collage
The Clemente Museum
MARC USA Agency



GARRISON HUGHES

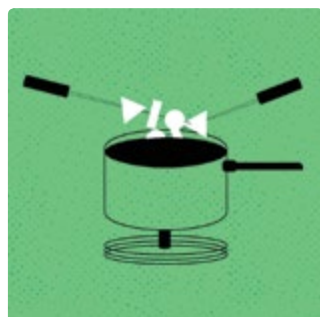
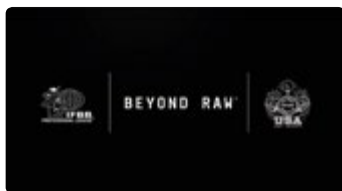
Shook and Intoxicating
Heinz History Center
Bill Garrison *Copywriter*
Dave Hughes *Art Director*
Mike Giunta *Copywriter*
Tia Kalas *Art Director*
Dave Bernhardt *Retoucher*



GATESMAN

SHOP n' SAVE Airshow Posters
SHOP n' SAVE - SuperValu
Matthew Axeman *VP, Creative Director*
Mark DePietro *Copywriting - VP, Creative Director*
Jacquelyn Lopez *Account Executive*
Nicole Caravella *Senior Project Manager*
Aleya Crable Jennings *AVP, Group Account Director*





ANIMAL, INC.



Shoobox

Animal Media Group

Michael Killen *Director*

Kathy Dziubek *Executive Producer*

Stephen Hunter *Director of Photography*

John Pope *Director of Photography*

Beth Voltz *Editor*

Allan Stallard *Colorist*

Amy Kersnick *Line Producer*

Ally Oleynik *Producer*

Dan Magdich *Art Director*

PMI

GNC Beyond Raw

GNC

Julia Hannan *Editor/Colorist, PMI*

Danny Johnson *Director, PMI*

Ryan Kroboth *Director of Photography*

Shawn Jackson *Audio Post, PMI*

Anastasia Farmerie *Production Manager, PMI*

COVALENT



**I'm Happy - A Poem by a Little About a Big
Big Brothers & Big Sisters of Greater Pittsburgh**

Zach Christy *Director/Lead Design & Animation*

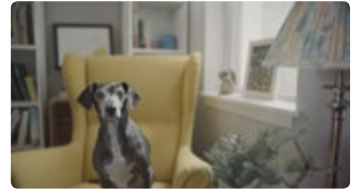
Nicholas Buchheit *Director*

Jeff Hilty *Producer*



ANIMAL, INC.

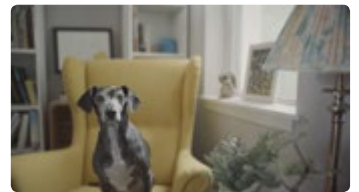
A Dog's Chance
Grounds & Hounds Coffee Co.
Dan Magdich *Director*
Kathy Dziubek *Executive Producer*
John Pope *Director of Photography*
Doug Helmick *Editor*
Allan Stallard *Colorist*
Lenny Wilson *3D Animation*
Nathan Inglesby *3D Animation*
Ally Oleynik *Producer*



ANIMAL, INC.

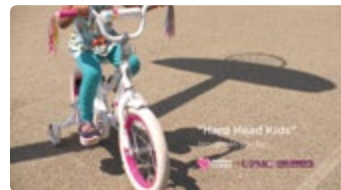
A Dog's Chance
Grounds & Hounds Coffee Co.
Dan Magdich *Director*
Kathy Dziubek *Executive Producer*
John Pope *Director of Photography*
Doug Helmick *Editor*
Allan Stallard *Colorist*
Lenny Wilson *3D Animation*
Nathan Inglesby *3D Animation*
Ally Oleynik *Producer*

**Two Silver Awards won for Copywriting and Video Editing*



WRECKING CREW MEDIA

Hard Head Kids
UPMC Children's Hospital of Pittsburgh
Level Up Studios Pgh *Composer - Lyrics*
Jc Carter *Composer - Music*
Jc Carter *Music Producer*
Jessica Carter *Director/Producer*





DEELOCAL
Google Mini Golf
Google
Deeplocal Creative Technology & Experience Design



DEELOCAL
Google at CES
Google
Deeplocal Creative Technology & Experience Design



DEELOCAL
Google Poster Maker
Google
Deeplocal Creative Technology & Experience Design



SPECIAL AWARDS

Mosaic Award Winner

COVALENT

Small Worlds

TEDxPittsburgh

Nicholas Buchheit *Director*

Alex Rodia *Editor & VFX*

Greg Neiser *Cinematographer*

Jeff Hilty *Producer*



Judges Award of Excellence - Broadcast

GARRISON HUGHES

Left Out

The Pittsburgh Foundation

Bill Garrison, Vince Robleto *Copywriters*

Nan Quatchak *Producer*

Big Science *Sound Design*



Judges Award of Excellence - Direct Response

CHEMISTRY

Guerilla Cakes

Beverly's Birthdays

Geoff Tolley *Chief Creative Officer*

Mike Siemianowski *AD/Designer*

Paul Schrecongost *ACD/Writer*

Laura Forester *Director of Social Media*

Chelsey McGrogan *Account Executive*



Judges Award of Excellence - Outdoor

GARRISON HUGHES

American Spirits

Heinz History Center

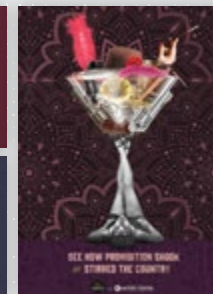
Bill Garrison *Copywriter*

Dave Hughes *Art Director*

Mike Giunta *Copywriter*

Tia Kalas *Art Director*

Dave Bernhardt *Retoucher*



Best of Show Winner

DEELOCAL

Google Mini Golf

Google


Deeplocal *Creative Technology & Experience Design*



Congratulations to tonight's Addy winners.
You're an inspiration to the Pittsburgh Ad
community, and we salute you.

Also...

Congratulations to all past Addy winners.
You're the reason the bar closes during
the ceremony, and we salute you!

Your friends at
 Chemistry

HOW TO KNOW IF YOU DESERVED A SLASH ON THE CREDITS LIST

Did you at one point ask, "Whatcha workin' on?"

Did you recommend a drop shadow on the type?

Did you advise your peers not to stay too late?

Did you work on the account once on a completely unrelated project?

Did you have a similar idea because it had words and a visual too?

Did you make unasked for suggestions that were never used?

Did you bring donuts?

If you answered "yes" to the last question, you may have deserved a slash.



brunnerworks.com



Thumbs up to
Pittsburgh's creative
geniuses!



Market Research • harlangroupltd.com • 412.302.1122

MADEBYENGINE.COM

Don't listen to them.

Your idea was **Gold.**

Here's to next year.

We'll show them.

Let's talk.

ENGINE

CAPTURE | TRIM | FINISH

4 SMITHFIELD ST. 10TH FLOOR PITTSBURGH PA, 15222



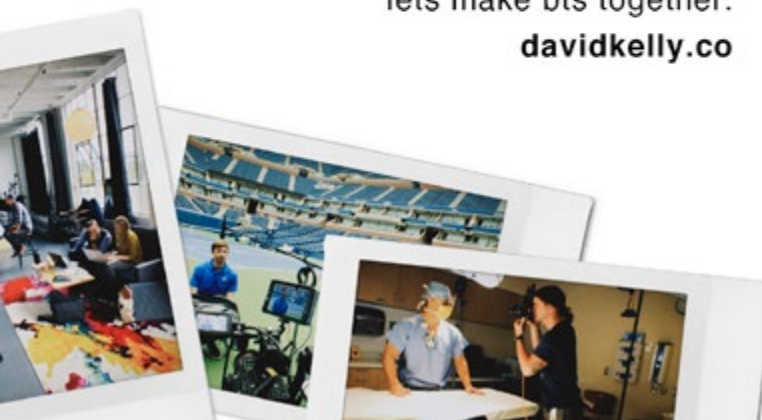
BIG SCIENCE MUSIC



local sound • national appeal
artisanalsounddesign.com



lets make bts together.
davidkelly.co



ADDY



SADDY



MADDY



BADDY

You're all winners in my book.
Just not this book.

bigbaldmatt.com
OPEN FOR BALDNESS



massive media

beyond big.

VIDEO PRODUCTION • EDITING • ANIMATION • GRAPHIC DESIGN
PROJECTION • LIGHTING • LIVE SOUND • AUDIO PRODUCTION

MassivePGH.com
info@massivepgh.com
412.780.9732

Good Job



Congratulations to the 2018 ADDY Award Winners.

WELCOME TO WINNING



coldspark

CAMPAIGNS. PUBLIC RELATIONS. ADVOCACY.






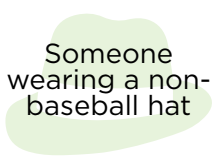









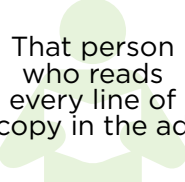
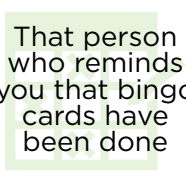






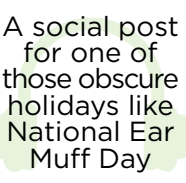

**Congratulations
to all of this year's winners.**

We look forward
to being in the mix next year
with the right influence.





BECAUSE DRINKS AREN'T ALLOWED IN THE THEATER

 <p>On-stage selfie</p>	 <p>Ex-coworker who seems to be doing well</p>	 <p>Interesting logo placement</p>	 <p>Machine learning</p>	 <p>A judge's pick that surprises you</p>
 <p>Someone wearing a non-baseball hat</p>	 <p>An idea you wish you thought of</p>	 <p>Someone saying, "Thumb-stopping content."</p>	 <p>Someone entering/exiting stage without the use of stairs</p>	 <p>Drone shot</p>
 <p>Hey hey! Your name in the program</p>	 <p>Ad agency program ad that gets a little meta</p>	 <p>A vibrant community of super-talented people we're proud to be a part of</p>	 <p>Someone wearing all-black</p>	 <p>Someone surprised that the trophy is actually pretty sharp</p>
 <p>That person who reads every line of copy in the ad</p>	 <p>That person who reminds you that bingo cards have been done</p>	 <p>Disappointing selection of red wine</p>	 <p>Inexplicable crying</p>	 <p>A vertical video</p>
 <p>Creatives who will dress up, but refuse to tuck their shirts in</p>	 <p>Gordon shaking hands</p>	 <p>A banner you'd actually click</p>	 <p>A social post for one of those obscure holidays like National Ear Muff Day</p>	 <p>Digital watch with an analog clock face</p>

Whether you're winning an Addy or at Addy Bingo, congrats.

GATESMAN⁺

Advertising | Digital | Public Relations | Social Media | Media Planning/Buying

444 Liberty Avenue, Suite 700, Pittsburgh, PA 15222 | t: 412.381.5400 | f: 412.381.9770 | GatesmanAgency.com



“No problem. We can fix it in post.”

Congratulations to all the winners.

untitled

SHOOT | EDIT | FX

“

Creativity is...people who care
enough to keep thinking about
something until they find
the simplest way to do it.

TIM COOK

”



problem-solving powered by creativity

www.niuminc.com



HEY YOU! YEAH, YOU!

WANT TO MAKE A DIFFERENCE?

Ad 2 Pittsburgh is hosting multiple events in 2019,
and we'd like you to be a sponsor - for one, two, or as many
as you want!

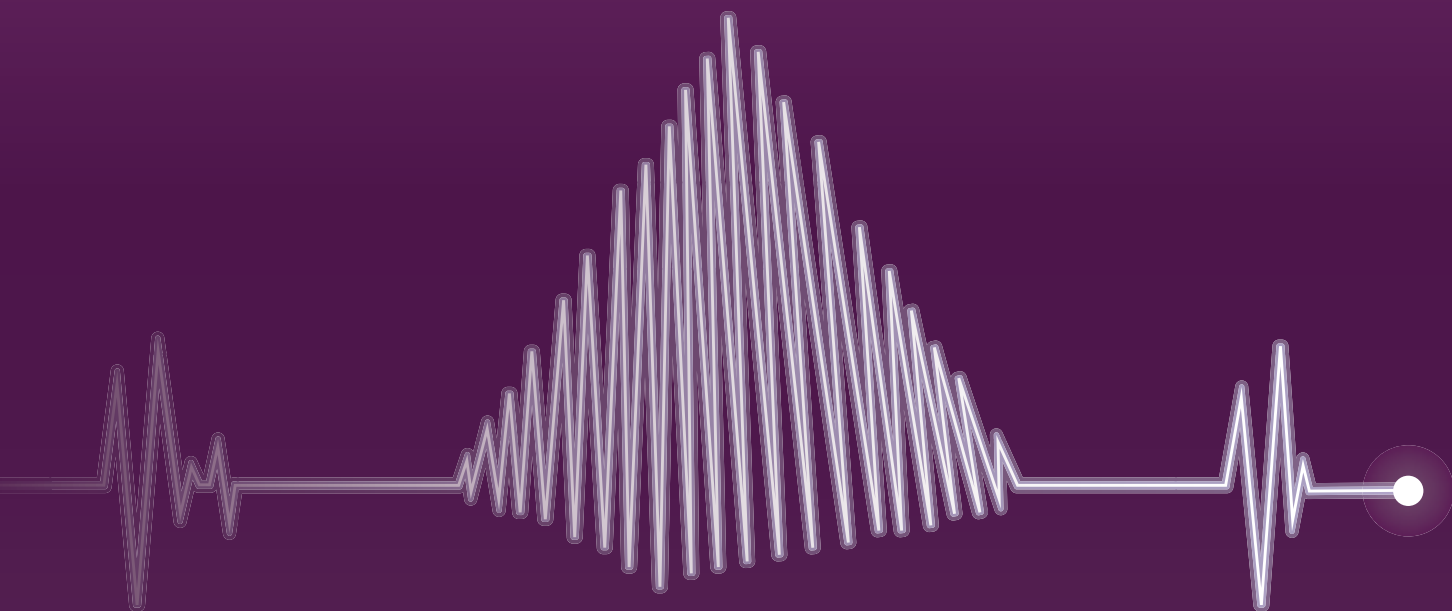
Why sponsor our events?

Sponsorship helps keep the cost of our events down and
allows us to provide low cost and even free tickets to Ad 2
events - not to mention FREE drinks and goodies!

What can you sponsor?

Anything. Seriously, we mean anything. Company swag,
event tickets, duct tape, or money
(that's our favorite).

For more information and to become a sponsor,
email us at ad2pittsburgh@gmail.com



Congratulations to all of tonight's winners.
(And good luck containing your excitement.)

UPMC
LIFE CHANGING MEDICINE

Congratulations to all the whiners.



Congratulations
to the 2017 ADDY Award Winners.



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