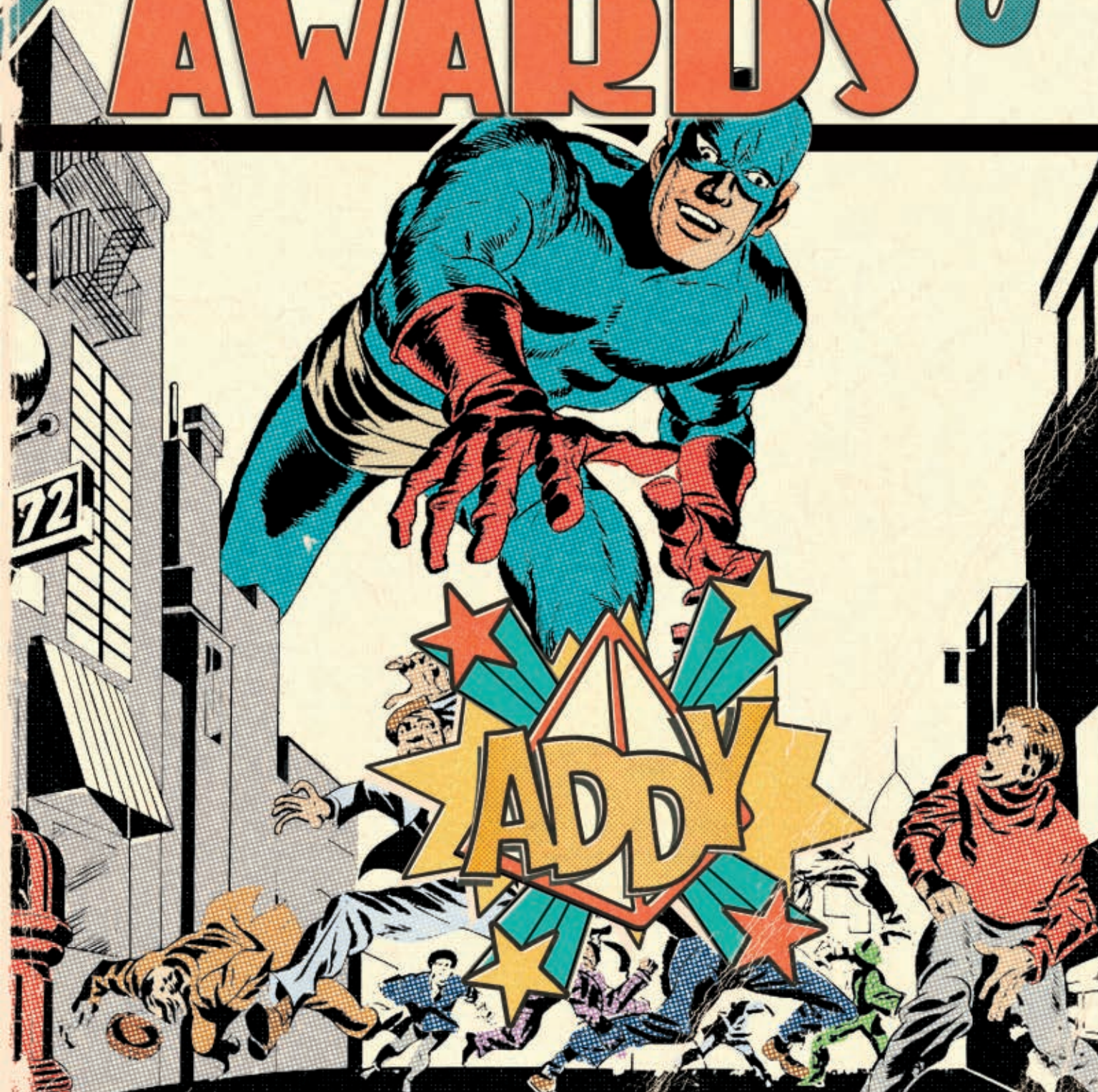


10¢
PITTSBURGH

AMERICAN

AD PCH
FED TWO

Advertising AWARDS



AMERICAN ADVERTISING AWARDS

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local competitions. The mission of the competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local Awards is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the national Awards competition.

Entering the competition supports our entire industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness. Selection of the most creative entry in each category is effected by a scoring process in which a panel of judges evaluate all creative dimensions of every entry. In each category, a GOLD ADDY is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition. Entries that are also considered outstanding and worthy of recognition receive a SILVER ADDY. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

DENOTES A GOLD ADDY WINNER



DENOTES A MOSAIC AWARD



LETTER FROM THE PRESIDENT

To the Pittsburgh Advertising Community,

Thank you and congratulations on participating in another American Advertising Awards competition!

It was a great year with 451 entries submitted to our show. But the quality of the entries was just as high as the quantity.

The judges were extremely impressed with how creative, insightful and compelling all the submitted work was.

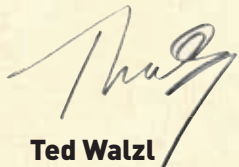
You've heard this before, but all of the judges felt they had a very difficult job trying to select the top 20% of the entries to be finalists. And their request to each award their own Judges Choice Award this year just shows how the work connected with them.

I've enjoyed my time as President and the Awards have always been a highlight of the year.

If I could make a final request as I step down as President, it would be for more participation, more volunteers and more involvement from agencies of all sizes. We have a lot to be proud of and celebrate as a community and I hope we could work together throughout the year with the same spirit that brings us to the Awards show every year.

Congratulations to all who entered the show. And for those who won, best of luck at the District level.

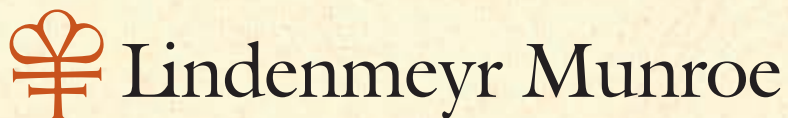
Sincerely

A handwritten signature in black ink, appearing to read 'Ted Walzl', with a stylized flourish at the end.

Ted Walzl

President, Pittsburgh Ad Fed

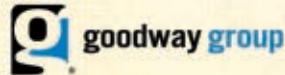
| | |
|--|-----------|
| SALES & MARKETING | 8 |
| PRINT | 12 |
| OUT-OF-HOME & AMBIENT MEDIA | 14 |
| ONLINE & INTERACTIVE | 19 |
| FILM, VIDEO, & SOUND | 22 |
| CROSS PLATFORM | 24 |
| ELEMENTS OF ADVERTISING | 27 |
| JUDGES CHOICE AWARDS | 33 |
| BEST OF SHOW | 38 |
| MEMBERSHIP DIRECTORY | 54 |



SILVER SPONSORS



DESSERT SPONSOR



ANNUAL CORPORATE SPONSOR



SPECIAL THANKS

This annual competition and show could not happen without the support of a wonderful team of volunteers, friends and sponsors.

ADDY Chair

Matt Hildebrand

ADDY Judging Chairs

Gordon Robertson

Dan O'Donnell

ADDY Committee

Matt Hildebrand

Ted Walzl

Evie DeSarno

Nick Verbene

MacKenzie Cherban

Amy Del Rio-Gazzo

Erin Hess

Chris Jezowicz

Tom Cwenar

Carly Tustin

**ADDY show creative concept,
invitation art, and show
production by:**

Matt Hildebrand

ADDY book cover illustration by:

MacKenzie Cherban & Ted Walzl

ADDY book designed by:

Ted Walzl

ADDY book printed by:

Knepper Press

In-Kind Sponsors:

Cwenar Photography

Big Science

The Verb Agency

Massive Media

Elegance In Awards

Voice over talent:

Lisa Airesman

Special thanks to:

Chemistry

4Moms

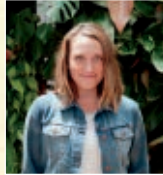
**Special thanks to our
student volunteer who
assisted us with the
judging and show:**

Brian Ackermann, 2016
Graduate, Duquesne
University (hire him!)

**Mary Rich**

Creative Director
Hill Holliday

With over a decade of experience creating award-winning, integrated campaigns for a diverse range of clients, Mary has distinguished herself as an iconic presence in the advertising industry. Since joining Hill Holliday, she's been overseeing groundbreaking social media work for LG, Chili's, Dunkin' Donuts, including the Top Chef social TV integration. Prior to that, she worked at Arnold Worldwide on Ocean Spray, McDonalds, Titleist, Fidelity Investments and ESPN, where her work for its fantasy football site won a host of accolades from the One Show, Kelly Awards, Communication Arts, and Hatch.

**Paula Biondich**

Managing Creative Director
Mono

Paula Biondich is a Managing Creative Director at mono San Francisco, and has led creative development for brands including Target, Propel, The North Face, and Firefox. She is a firm believer in the power of purpose, cultural tension, and innovative storytelling to make brands magnetic. A writer by background, Paula started her career at Fallon Worldwide and has been with mono since 2007, creating projects for Blu Dot (The Real Good Experiment and Swap Meet), Target (The Everyday Collection Tweet-to-Runway Show), Holiday Inn ("The Business Guys") and MSNBC ("Lean Forward").

Creative awards and recognition include Cannes Lions, The One Show, The One Show Entertainment, Communication Arts, Webbies, Effies, and Google Creative Sandbox.

When she's not at mono she's hanging out with her husband and miniature dachshund, running, biking, drinking a glass of wine, and/or taking her stab at the Great American Novel.

**Tim Hackney**

Creative Director
The Image Group

Tim joined The Image Group (Holland, MI) in 2014 bringing with him a diverse portfolio of locally, regionally and nationally awarded print, outdoor, digital and motion work. Prior to joining TIG, Tim served as writer and Creative Director at Fairly Painless Advertising (Holland, MI) since 2006, telling the stories of clients like Herman Miller, Dell, Aetna and Staples. Before living in Holland, he worked in Chicago for Young & Rubicam, BBDO, and JWT. Some of his experiences with these agencies include national print work for Jim Beam Brands, a regional tourism campaign for the state of Illinois, nationally run television campaigns for Aleve pain relievers and Nestle Ice Cream products, and the development of a global print, outdoor and television campaign for Western Union.

**Trevor Villet**

ACD/Group Copy Director
Planit Agency

A good chunk of my time is spent I'm overseeing and directing Planit's creative product, The other good chunk of my time is spent actively cranking it out it on a daily (or semi-daily) basis.

I've been with Planit for 10 years. Before that, I helped Carton Donofrio Partners create award-winning work for a buncha clients including Vulcan, Walden University, and The National Aquarium in Baltimore.

I was fortunate to cut my teeth at New York's legendary agency, Wells, Rich, Greene.

While there, I worked on Procter & Gamble's Oil of Olay and Gain Laundry Detergent brands, which explains both my radiant skin and outdoor-fresh scent.

In case this sorta thing matters to you, I got my advertising degree from Michigan State University. I have a beautifully freckled wife name Jackie and two awesome daughters, Kate and Jolie. So yes, I'm completely outnumbered.

**Stephen Curry**

Creative Director
Lewis Communications

For the past decade Stephen has led creative at the agency's Birmingham office. Under his watch Lewis has gained national acclaim, capturing 3 National ADDYs, 3 District Best of Shows, Graphis 100 Best in Advertising, and six-time back-to-back inclusion in the CA Advertising, Design, Typography, and Photography Annuals.

Stephen judged the National ADDY Awards in 2014, and in that year Lewis was also one of four ad agencies worldwide profiled with a feature article in Communication Arts.

He started his career in Atlanta, where his campaign to change the Georgia state flag captured global attention and was honored by the One Show. He then moved to Boston to work with Hill Holliday on Dunkin Donuts, Fleet Bank, Edison Beer and The Boston Globe.

Stephen taught a good number of the nation's top copywriters at the Creative Circus and Portfolio Center, and his work has received recognition from Archive, ShowSouth, Graphis, Print, and the Hatch Awards, for such diverse brands as Tiffin Motorhomes, Stony Brook Children's, and ALFA Insurance.

SALES & MARKETING

SALES PROMOTION/POINT OF PURCHASE

Entrant: Brunner

Advertiser: Field & Stream

Title: Father's Day

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

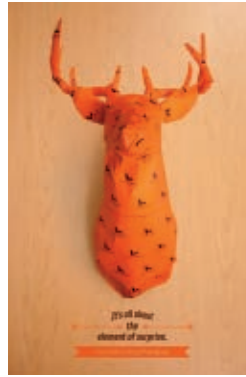
Richard Woodson, Photographer

Tom Karcher, Pixel Jedi

Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations

Braxton Schreyer, Designer



SALES PROMOTION/POINT OF PURCHASE

Entrant: Garrison Hughes

Advertiser: Corporate Accountability International

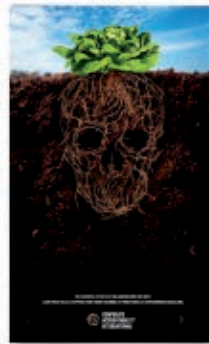
Title: Roots

Bill Garrison, Copywriter

Dave Hughes, Art Director

Mike Giunta, Copywriter

Tia Kalas, Art Director



COLLATERAL MATERIAL/BROCHURE

Entrant: Wall-to-Wall Studios

Advertiser: Chrome Federal Credit Union

Title: Chrome Employee Handbook

Mabel Penna Look Book

Advertiser: Mabel Penna

Larkin Werner, Creative Director

Doug Dean, Art Director

Ann Trondle-Price, Writer



COLLATERAL MATERIAL/BROCHURE

Entrant: Wall-to-Wall Studios

Advertiser: Mabel Penna

Title: Mabel Penna Look Book

Larkin Werner, Creative Director

Christine Lemar, Designer

Alex Berdis, Type Illustration

Christina Cochran, Photographer

John Urbano, Photographer



SALES & MARKETING



COLLATERAL MATERIAL/PUBLICATION DESIGN

Entrant: Marc USA

Advertiser: Rite Aid

Title: Rite Aid Drink Book

Tyler Bergholz, Art Director

Alison Hammer, Copywriter

Dan O'Donnell, Creative Director

Alison Hammer, Creative Director

Bryan Hadlock, Chief Creative Officer

Tom Yorgen, Production



COLLATERAL MATERIAL/SPECIAL EVENT MATERIAL

Entrant: Brunner

Advertiser: Santisima

Title: Sweet Ride

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Jeff Shill, ACD/Writer

Linda Twining, Print Production

Kim Tarasi, Project Director

Jessica Buehner, Account Director

Tom Cwenar, Photographer

Tom Karcher, Retoucher

Nancy Dehn, Production Art



COLLATERAL MATERIAL/SPECIAL EVENT MATERIAL

Entrant: Brunner

Advertiser: Santisima

Title: Lively Night

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Jeff Shill, ACD/Writer

Linda Twining, Print Production

Kim Tarasi, Project Director

Jessica Buehner, Account Director

Tom Cwenar, Photographer

Tom Karcher, Retoucher

Nancy Dehn, Production Art



COLLATERAL MATERIAL/SPECIAL EVENT MATERIAL

Entrant: Brunner

Advertiser: Santisima

Title: Death it Up

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Jeff Shill, ACD/Writer

Linda Twining, Print Production

Kim Tarasi, Project Director

Jessica Buehner, Account Director

Tom Cwenar, Photographer

Tom Karcher, Retoucher

Nancy Dehn, Production Art

SALES & MARKETING

COLLATERAL MATERIAL/PUBLICATION DESIGN

Entrant: Wall-to-Wall Studios

Advertiser: AIGA Pittsburgh Chapter

Title: GUTS Pumpkin Carving Contest

Larkin Werner, Creative Director

Alex Berdis, Designer

Casey Worthing, Production Artist

Anastasia Lanz, Weapons Specialist

Commonwealth Press, Silkscreen Printing

Lindenmeyr Munroe, Paper



COLLATERAL MATERIAL/SPECIAL EVENT MATERIAL

Entrant: Brunner

Advertiser: Santisima

Title: Santisima Invitation

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Jeff Shill, ACD/Writer

Linda Twining, Print Production

Kim Tarasi, Project Director

Jessica Buehner, Account Director

Tom Cwenar, Photographer

Tom Karcher, Retoucher

Nancy Dehn, Production Art



ADVERTISING INDUSTRY SELF-PROMOTION

Entrant: Brunner

Advertiser: Brunner

Title: Make Something

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Matt Blackburn, Creative Director

Dan Magdich, ACD/Illustrator

Richard Woodson, Art Director/Illustrator

Brad Cook, Account Manager

Kim Tarasi, Director of Creative Operations



ADVERTISING INDUSTRY SELF-PROMOTION

Entrant: Brunner, Pittsburgh, Pennsylvania

Advertiser: Brunner

Title: Magicool

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Matt Blackburn, Creative Director

Dan Magdich, ACD/Illustrator

Richard Woodson, Art Director/Illustrator

Brad Cook, Account Manager

Kim Tarasi, Director of Creative Operations



SALES & MARKETING



ADVERTISING INDUSTRY SELF-PROMOTION
Entrant: Brunner
Advertiser: Brunner
Title: Brunner Self Promotion Box #3
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dan Magdich, Associate Creative Director
Larry Von Studebaker, Copywriter
Michelle Bauer, Designer
Linda Twining, Print Production Manager
Kim Tarasi, Director of Creative Operations
Brad Cook, Account Manager



ADVERTISING INDUSTRY SELF-PROMOTION
Entrant: Brunner
Advertiser: Brunner
Title: Brunner Self Promotion Box #1
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dan Magdich, Associate Creative Director
Larry Von Studebaker, Copywriter
Michelle Bauer, Designer
Linda Twining, Print Production Manager
Kim Tarasi, Director of Creative Operations
Brad Cook, Account Manager



ADVERTISING INDUSTRY SELF-PROMOTION
Entrant: Brunner
Advertiser: Brunner
Title: Brunner Self Promotion Box #2
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dan Magdich, Associate Creative Director
Larry Von Studebaker, Copywriter
Michelle Bauer, Designer
Linda Twining, Print Production Manager
Kim Tarasi, Director of Creative Operations
Brad Cook, Account Manager



ADVERTISING INDUSTRY SELF-PROMOTION
Entrant: Red House Communications
Advertiser: Red House Communications
Title: Red House Portfolio Mailer
Matt Blint, ACD Copywriter
Jill Trimble, Senior Art Director
Grace Calland, Account Executive

PRINT ADVERTISING



NEWSPAPER ADVERTISING

Entrant: Garrison Hughes
Advertiser: Heinz History Center
Title: Freedom
Bill Garrison, Copywriter
Dave Hughes, Art Director
Mike Giunta, Copywriter
Tia Kalas, Art Director
Dave Bernhardt, Retoucher



NEWSPAPER ADVERTISING

Entrant: Garrison Hughes
Advertiser: Heinz History Center
Title: Jesse Owens
Bill Garrison, Copywriter
Dave Hughes, Art Director
Mike Giunta, Copywriter
Tia Kalas, Art Director
Dave Bernhardt, Retoucher



NEWSPAPER ADVERTISING

Entrant: Garrison Hughes
Advertiser: Heinz History Center
Title: Rosie the Riveter
Bill Garrison, Copywriter
Dave Hughes, Art Director
Mike Giunta, Copywriter
Tia Kalas, Art Director
Dave Bernhardt, Retoucher



NEWSPAPER ADVERTISING

Entrant: Garrison Hughes
Advertiser: Heinz History Center
Title: The Longest Day
Bill Garrison, Copywriter
Dave Hughes, Art Director
Mike Giunta, Copywriter
Tia Kalas, Art Director
Dave Bernhardt, Retoucher



PRINT ADVERTISING



NEWSPAPER ADVERTISING
 Entrant: Garrison Hughes
 Advertiser: Heinz History Center
 Title: Eisenhower
 Bill Garrison, Copywriter
 Dave Hughes, Art Director
 Mike Giunta, Copywriter
 Tia Kalas, Art Director
 Dave Bernhardt, Retoucher



NEWSPAPER ADVERTISING
 Entrant: Garrison Hughes
 Advertiser: Heinz History Center
 Title: Pickup Car
 Bill Garrison, Copywriter
 Dave Hughes, Art Director
 Mike Giunta, Copywriter
 Tia Kalas, Art Director
 Dave Bernhardt, Retoucher



NEWSPAPER ADVERTISING
 Entrant: Garrison Hughes
 Advertiser: Heinz History Center
 Title: WWII Print
 Bill Garrison, Copywriter
 Dave Hughes, Art Director
 Mike Giunta, Copywriter
 Tia Kalas, Art Director
 Dave Bernhardt, Retoucher



ADVERTISING INDUSTRY SELF-PROMOTION
 Entrant: Wall-to-Wall Studios
 Advertiser: Wall-to-Wall Studios
 Title: Wall-to-Wall Studios Occasional Cards
 Doug Dean, Art Director
 Nathan Fussner, Senior Designer
 Christine Lemar, Designer
 WIW, Writers



OUT-OF-HOME & AMBIENT MEDIA

GUERRILLA MARKETING

Entrant: Brunner, Pittsburgh, Pennsylvania

Advertiser: Field & Stream

Title: No Hunting Poster

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

Linda Twining, Print Production Manager

Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations



GUERRILLA MARKETING

Entrant: Brunner

Advertiser: Peace Love & Little Donuts

Title: Peace Love & Little Donuts Mural

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Dan Magdich, Associate Creative Director Art

Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Dwight Pritchett, Retoucher

Tom Cwenar, Photographer



INSTALLATIONS-MULTIPLE

Entrant: Wall-to-Wall Studios

Advertiser: Chrome Federal Credit Union

Title: Chrome Branded Environment

Larkin Werner, Creative Director

Doug Dean, Art Director

Casey Worthing, Production Artist

Momentum, Architect, Construction Manager

Industry Weapon, Screen Display



INSTALLATIONS-MULTIPLE

Entrant: MARC USA

Advertiser: Construction Junction

Title: Construction Junction - No Joke

Bryan Hadlock, Chief Creative Officer

Josh Blasingame, Creative Director/art director

Alison Hammer, Creative Director/writer

Tom Yorgen, Senior Print Production Supervisor

Dave Slinchak, Senior Art Director

Bob Ziller, Artist

Abby Diamond, Artist

Kevin Wenner, Artist

Ian Green, Artist



OUT-OF-HOME & AMBIENT MEDIA



POSTER - SINGLE UNIT

Entrant: Brunner

Advertiser: Santisima

Title: The Face of Death

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Jeff Shill, ACD/Writer

Linda Twining, Print Production

Kim Tarasi, Project Director

Jessica Buehner, Account Director

Tom Cwenar, Photographer

Tom Karcher, Retoucher



POSTER - SINGLE UNIT

Entrant: Brunner

Advertiser: Santisima

Title: Passing On

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Jeff Shill, ACD/Writer

Linda Twining, Print Production

Kim Tarasi, Project Director

Jessica Buehner, Account Director

Tom Cwenar, Photographer

Tom Karcher, Retoucher



POSTER - SINGLE UNIT

Entrant: Brunner

Advertiser: Huff Corporation

Title: Make Fun-Bike Path

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Maria Bowers, Associate Creative Director

Richard Woodson, Art Director/Designer

Ashley Cagle, Writer



POSTER - SINGLE UNIT

Entrant: Brunner

Advertiser: Huff Corporation

Title: Make Fun-Lemons

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Maria Bowers, Associate Creative Director

Richard Woodson, Art Director/Designer

Ashley Cagle, Writer

OUT-OF-HOME & AMBIENT MEDIA

POSTER - SINGLE UNIT

Entrant: Marc USA

Advertiser: Cape Cod Beach Chair Co

Title: CCBC Sick Days

Tom Kelly, Copywriter

Dan O'Donnell, Art Director

Matt Kalinowski, Photographer

Dave Nadeau, Retoucher

Bryan Hadlock, Chief Creative Officer



POSTER - SINGLE UNIT

Entrant: Marc USA

Advertiser: Clemente Museum

Title: Clemente Paycheck

Tyler Bergholz, Art Director

Greg Edwards, Copywriter

Dan O'Donnell, Creative Director

Greg Edwards, Creative Director

Chris Bodie, Retoucher

Bryan Hadlock, Chief Creative Officer



POSTER - SINGLE UNIT

Entrant: MARC USA

Advertiser: The Clemente Museum

Title: Clemente Museum - Retro Fantasy - Sideburns

Bryan Hadlock, Chief Creative Officer

Josh Blasingame, Creative Director/art director

Greg Edwards, Creative Director/writer



POSTER - SINGLE UNIT

Entrant: MARC USA

Advertiser: The Clemente Museum

Title: Clemente Museum - Retro Fantasy - Moustache

Bryan Hadlock, Chief Creative Officer

Josh Blasingame, Creative Director/art director

Greg Edwards, Creative Director/writer



OUT-OF-HOME & AMBIENT MEDIA



POSTER - SINGLE UNIT

Entrant: MARC USA

Advertiser: The Clemente Museum

Title: Clemente Museum - Retro Fantasy - Hair

Bryan Hadlock, Chief Creative Officer

Josh Blasingame, Creative Director/art director

Greg Edwards, Creative Director/writer



POSTER-CAMPAIGN

Entrant: MARC USA

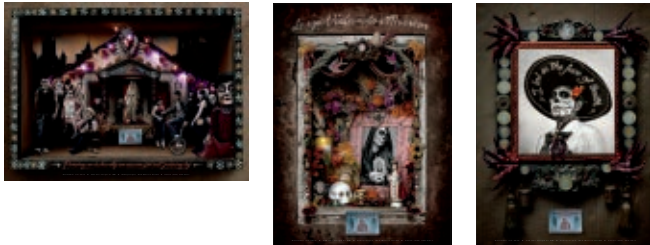
Advertiser: The Clemente Museum

Title: Clemente Museum - Retro Fantasy - Baseball

Bryan Hadlock, Chief Creative Officer

Josh Blasingame, Creative Director/art director

Greg Edwards, Creative Director/writer



POSTER-CAMPAIGN

Entrant: Brunner

Advertiser: Santisima

Title: Santisima Campaign

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Jeff Shill, ACD/Writer

Linda Twining, Print Production

Kim Tarasi, Project Director

Jessica Buehner, Account Director

Tom Cwenar, Photographer

Tom Karcher, Retoucher



POSTER-CAMPAIGN

Entrant: Brunner

Advertiser: Field & Stream

Title: Bug Bones Campaign

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

Jessica Buehner, Account Manager

George Potts, Director of Social Media

Val Bennett, Social Community Manager

Kim Tarasi, Director of Creative Operations

Tom Cwenar, Photographer

Tom Karcher, Pixel Jedi

OUT-OF-HOME & AMBIENT MEDIA

POSTER-CAMPAIGN

Entrant: Marc USA

Advertiser: Cape Cod Beach Chair Co

Title: CCBC Pull Up A Chair

Tom Kelly, Copywriter

Mark Hohenschau, Copywriter

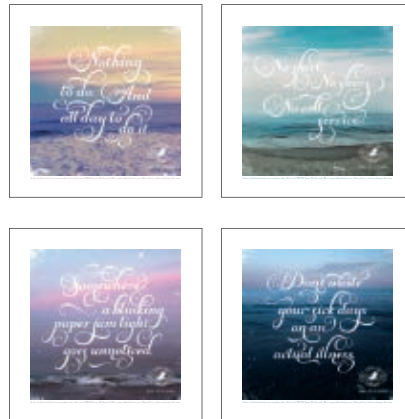
Alison Hammer, Copywriter

Dan O'Donnell, Art Director

Bryan Hadlock, Chief Creative Officer

Matt Kalinowski, Photographer

Dan O'Donnell, Typographer



OUTDOOR BOARD

Entrant: Wall-to-Wall Studios

Advertiser: Chrome Federal Credit Union

Title: Chrome Outdoor

Larkin Werner, Creative Director

Doug Dean, Art Director

Ann Trondle-Price, Writer



OUTDOOR BOARD

Entrant: MARC USA

Advertiser: The Andy Warhol Museum

Title: Warhol - Screen Test

Bryan Hadlock, Chief Creative Officer

Josh Blasingame, Creative Director/art director

Greg Edwards, Creative Director/writer

Beth Hurley, Senior Print Production Supervisor

Lynn Weatherly, Director of Broadcast

Darin DiNapoli, Director of Photography



MASS TRANSIT/AIRLINES

Entrant: Garrison Hughes

Advertiser: Heinz History Center

Title: Troop Train

Bill Garrison, Copywriter

Dave Hughes, Art Director

Mike Giunta, Copywriter

Tia Kalas, Art Director

Dave Bernhardt, Retoucher

Tom Gigliotti, Photographer



ONLINE & INTERACTIVE



OUT-OF-HOME CAMPAIGN

Entrant: Garrison Hughes
Advertiser: Heinz History Center
Title: WWII Outdoor
Bill Garrison, Copywriter
Dave Hughes, Art Director
Mike Giunta, Copywriter
Tia Kalas, Art Director
Dave Bernhardt, Retoucher
Tom Gigliotti, Photographer



WEBSITES

Entrant: Wall-to-Wall Studios
Advertiser: Sienna Restaurant Group
Title: Emporio Website
Larkin Werner, Creative Director
Doug Dean, Art Director
Nathan Fussner, Senior Designer
Mike Kozak, Project Manager
Ira Lederer, Motion Designer
Kurt Novack, Developer
Anastasia Lanz, Developer
Andrew Mortimer, Developer
Dennis Paskorz, Developer
Greg Funk, Senior Developer



A series of printable targets were released on Facebook. The user could download, print, and use them to hone their optics... or just have fun with some non-traditional targets on the range.

SOCIAL MEDIA

Entrant: Brunner
Advertiser: Field & Stream
Title: Printable Targets
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dan Magdich, Associate Creative Director Art
Jeff Shill, Associate Creative Director Copy
Jessica Buehner, Account Manager
George Potts, Director of Social Media
Val Bennett, Social Community Manager
Kim Tarasi, Director of Creative Operations



SOCIAL MEDIA

Entrant: Brunner
Advertiser: Field & Stream
Title: Socktoberfest: Sorry
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dan Magdich, Associate Creative Director Art
Jeff Shill, Associate Creative Director Copy
Sam Oshlag, Photographer
Jason Mileto, Editor
Jessica Buehner, Account Manager
Kim Tarasi, Director of Creative Operations
George Potts, Director of Social Media
Matt Haritan, Director of Broadcast
Val Bennett, Social Community Manager



ONLINE & INTERACTIVE

SOCIAL MEDIA

Entrant: Brunner

Advertiser: Field & Stream

Title: Game Seasoning: Deer

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

Richard Woodson, Photographer

Val Bennett, Social Community Manager

Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations

George Potts, Director of Social Media



SOCIAL MEDIA

Entrant: Brunner

Advertiser: Field & Stream

Title: Game Seasoning: Trout

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

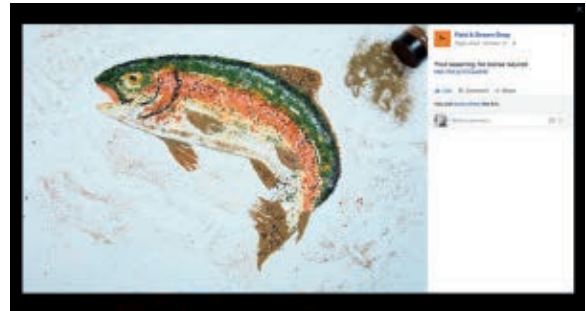
Richard Woodson, Photographer

Val Bennett, Social Community Manager

Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations

George Potts, Director of Social Media



SOCIAL MEDIA

Entrant: Brunner, Pittsburgh, Pennsylvania

Advertiser: Field & Stream

Title: Game Seasoning: Bass

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

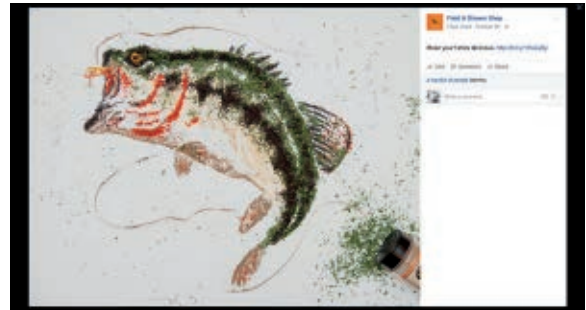
Richard Woodson, Photographer

Val Bennett, Social Community Manager

Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations

George Potts, Director of Social Media



SOCIAL MEDIA

Entrant: Brunner

Advertiser: Field & Stream

Title: Game Seasoning: Duck

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

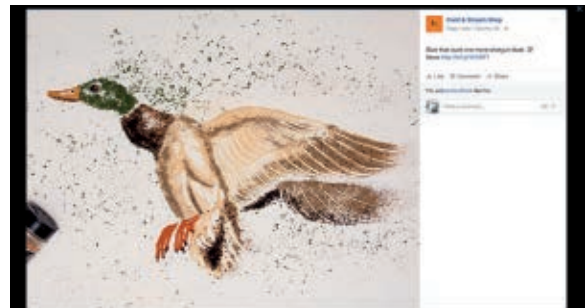
Richard Woodson, Photographer

Val Bennett, Social Community Manager

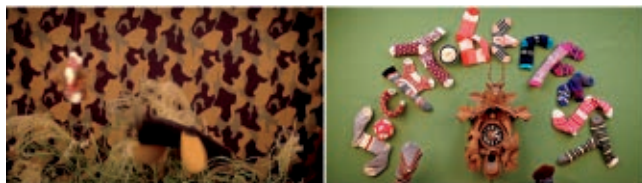
Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations

George Potts, Director of Social Media



ONLINE & INTERACTIVE



SOCIAL MEDIA

Entrant: Brunner

Advertiser: Field & Stream

Title: Socktoberfest: Bird Dog

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

Sam Oshlag, Photographer

Jason Mileto, Editor

Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations

George Potts, Director of Social Media

Matt Haritan, Director of Broadcast

Val Bennett, Social Community Manager



SOCIAL MEDIA

Entrant: Brunner

Advertiser: Field & Stream

Title: Socktoberfest: Turkey

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

Sam Oshlag, Photographer

Jason Mileto, Editor

Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations

George Potts, Director of Social Media

Matt Haritan, Director of Broadcast

Val Bennett, Social Community Manager



WEBSITE BASED APP

Entrant: Brunner

Advertiser: Peace Love & Little Donuts

Title: Doughfro App

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Dan Magdich, Associate Creative Director

Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Dwight Pritchett, Retoucher

Tom Cwenar, Photographer

Maria Bowers, Associate Creative Director

Josh Soberdash, Visual Developer

Steve Booth, Application Developer

Dwight Pritchett, Retoucher



SYNDICATED CONTENT

Entrant: Gatesman+Dave

Advertiser: National Inventors Hall of Fame

Title: www.Emojiinvention.com

Dave Kwasnick, Creative Director

Shannon Baker, Partner, EVP Public Relations & Social Media

Beth Thompson, Account Director

Jeff Barton, Associate Creative Director/Art Director

Sam Panico, Associate Creative Director/Copywriter

Julie Leslie, Graphic Designer

Dave Nard, Senior Vice President, Chief Technology Officer

Robert Meglitorino, Director of Digital Services

Erica Hayes, User Experience Architect

Mike Wellman, Team Lead, Senior Digital Developer

Jake Boylan, Digital Developer

Brian McGeary, Digital Services Manager

FILM, VIDEO, & SOUND



ADVERTISING INDUSTRY SELF-PROMOTION

Entrant: Brunner

Advertiser: Brunner

Title: Brunner Website Redesign

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Anthony Monahan, Creative Director

Dan Magdich, ACD/Illustrator

Bob Rusnak, Senior Digital Designer

Brent Bowers, Senior Digital Designer

Rob McCoy, Digital Designer

Tessa Liddington, Application Developer

Josh Soberdash/Tyler Oberley, Visual Developers

Brad Cook, Account Manager

Chris Callen, Project Manager

Kim Tarasi, Director of Creative Operations



TELEVISION ADVERTISING

Entrant: Marc USA

Advertiser: Pennsylvania State Lottery

Title: Grover Cleveland

Bryan Hadlock, Chief Creative Officer

Adam Cicco, Copywriter

Craig Ferrence, Art Director

Greg Meny, Agency Producer

Bridge Street Films, Production Company

Chris Yurkow, Director

John Ficalora, Producer

Animal, Edit House

Beth Volz, Editor



TELEVISION ADVERTISING

Entrant: Marc USA Advertiser: Rite Aid

Title: Birthday Flu

Bryan Hadlock, Chief Creative Officer

Alison Hammer, Creative Director

Dan O'Donnell, Creative Director

Craig Ferrence, Art Director

Lauren Black, Copywriter

Lynn Weatherly, Broadcast Dir./Exec. Producer

Craig Brownrigg, Director

Livio Sanchez, Spotwelders, Editor

Pete Amante, Tcha!, Effects/Graphics

Hungry Man, Production Company



TELEVISION ADVERTISING

Entrant: Animal, Inc, Pittsburgh, Pennsylvania

Advertiser: Animal Media Group

Title: Nobody's Girl Book Trailer

Idil Gozde, Director

Kathy Dziubek, Executive Producer

Ally Oleynik, Producer

Gavin Kosko, Composer

Kris Boban, Animator

Lenny Wilson, 3D Artist

Carver Koella, 3D Artist

Sean Wright, Animator

Jordyn Bowers, Animator

Lauren Simmons, Animator

David Good, Animator

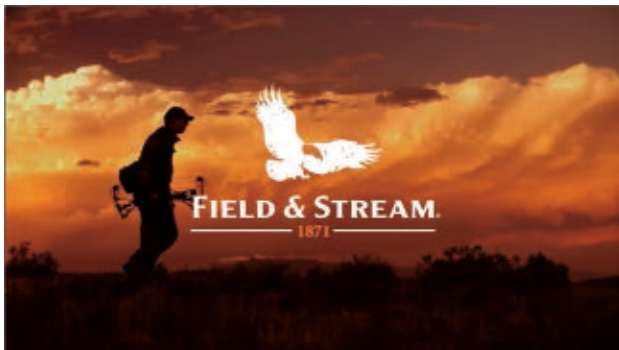
Paul Zito, Original Music & Sound Design



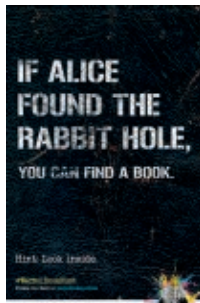
FILM, VIDEO, & SOUND



BRANDED CONTENT & ENTERTAINMENT
 Entrant: Brunner
 Advertiser: Shurtech
 Title: Duck Tape: Live Taping
 Rob Schapiro, Chief Creative Officer
 Anthony Monahan, Creative Director
 Brent Bowers, Senior Digital Design
 Kelsey Miller, Copywriter
 Richard Woodson, Art Director
 Ashley Cagle, Copywriter
 Sam Oshlag, Photographer
 Jason Mileto, Editor/Animator
 George Potts, Director of Social Media
 Caroline Bovalino, Associate Social Media Director
 Amy Mathis, Senior Account Manager
 Jake Bendel, Account Director



BRANDED CONTENT & ENTERTAINMENT
 Entrant: Brunner
 Advertiser: Field & Stream
 Title: Field & Stream Brand Manifesto
 Rob Schapiro, Chief Creative Officer
 Dave Vissat, Creative Director
 Dan Magdich, Associate Creative Director Art
 Jeff Shill, Associate Creative Director Copy
 Matt Haritan, Director of Broadcast
 Kelly Nesbitt, Business Affairs Manager
 Jessica Buehner, Account Manager
 Kim Tarasi, Director of Creative Operations
 Sam Oshlag, Editor



INTEGRATED CAMPAIGNS
 Entrant: MARC USA
 Advertiser: The Andy Warhol Museum
 Title: Warhol - By The Book
 Bryan Hadlock, Chief Creative Officer
 Josh Blasingame, Creative Director
 Greg Edwards, Creative Director
 Tyler Bergholz, Senior Art Director
 Tanya Wasyluk, Copywriter
 Marcello Figallo, Director of UX Design
 Renee Thomas, Interactive Designer
 Eric Gurinowitsch, Developer
 Alex Krause, Developer
 Patti Mulligan, Associate Director of Interactive Dev

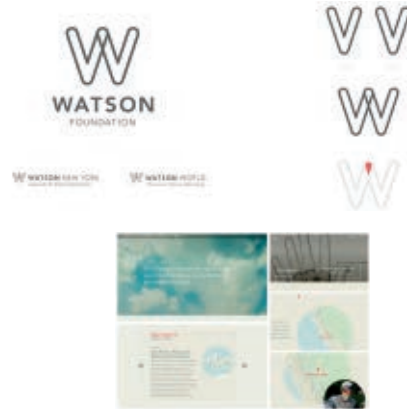


INTEGRATED CAMPAIGNS
 Entrant: Garrison Hughes
 Advertiser: Heinz History Center
 Title: WWII Campaign
 Bill Garrison, Copywriter
 Dave Hughes, Art Director
 Mike Giunta, Copywriter
 Tia Kalas, Art Director
 Dave Bernhardt, Retoucher
 Tom Gigliotti, Photographer

CROSS PLATFORM



INTEGRATED CAMPAIGNS
Entrant: Wall-to-Wall Studios
Advertiser: Watson Foundation
Title: Watson Foundation Identity Campaign
Larkin Werner, Creative Director
Doug Dean, Art Director
Alex Berdis, Designer
Casey Worthing, Production Artist



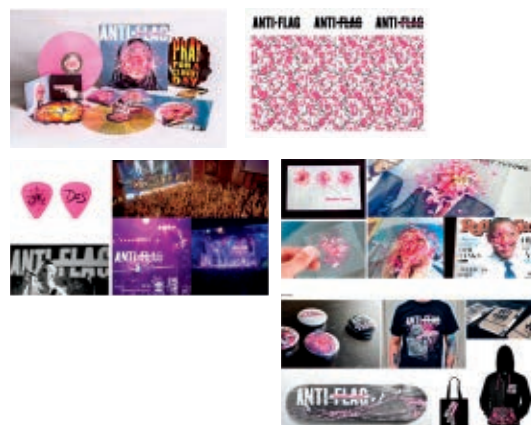
INTEGRATED CAMPAIGNS
Entrant: Wall-to-Wall Studios
Advertiser: Chrome Federal Credit Union
Title: Chrome Integrated Branding
Larkin Werner, Creative Director
Doug Dean, Art Director
Jim Hargreaves, Designer
Ira Lederer, Motion Designer
Casey Worthing, Production Artist
Ann Trondle-Price, Writer



INTEGRATED CAMPAIGNS
Entrant: Wall-to-Wall Studios
Advertiser: Sienna Restaurant Group
Title: Emporio Integrated Branding
Larkin Werner, Creative Director
Doug Dean, Art Director
Nathan Fussner, Senior Designer
Ira Lederer, Motion Designer
Mike Kozak, Project Manager
Kurt Novack, Developer
Anastasia Lanz, Developer



INTEGRATED CAMPAIGNS
Entrant: Doug Dean
Advertiser: Spinefarm Records
Title: Anti-Flag, American Spring Integrated Branding
Doug Dean, Art Director, Designer
Chris Head, Production Design
Chris Stowe, Production Design
Josh Massie, Production Design
Megan Thompson, Photography
Rob Larson, Photography
Alan Jaskiewicz, Voyage, Video Producer
Thom Glunt, Video Director



CROSS PLATFORM



INDIA
in FOCUS



INTEGRATED CAMPAIGNS

Entrant: Wall-to-Wall Studios

Advertiser: Pittsburgh Cultural Trust

Title: India in Focus Festival Branded Campaign

Larkin Werner, Creative Director

Nathan Fussner, Senior Designer



INTEGRATED CAMPAIGNS

Entrant: Wall-to-Wall Studios

Advertiser: Lang Brothers Restaurant Group

Title: Pig Iron Integrated Branding

Larkin Werner, Creative Director

Doug Dean, Art Director

Christine Lemar, Designer



ADVERTISING INDUSTRY SELF-PROMOTION

Entrant: UPPERCUT Studios

Advertiser: UPPERCUT Studios

Title: Radio Division at the 2015 Awards Show

UPPERCUT Studios, SHOOT + EDIT + FX

Mike Giunta, Writer

Brian Bronaugh, Writer



ADVERTISING INDUSTRY SELF-PROMOTION

Entrant: Brunner

Advertiser: Brunner

Title: Dick Woodson's Addy Emporium

Rob Schapiro, Chief Creative Officer

Andy McKenna, Creative Director/Writer

Maria Bowers, Associate Creative Director

Richard Woodson, Art Director/Designer

Jason Mileto, Director/Editor

Sam Oshlag, Videographer

CROSS PLATFORM

LOGO DESIGN

Entrant: Wall-to-Wall Studios

Advertiser: Pittsburgh Cultural Trust

Title: India in Focus Logo

Larkin Werner, Creative Director



LOGO DESIGN

Entrant: Eat'n Park,

Advertiser: Eat'n Park Hospitality Group

Title: Eat'n Park - The Flying Dutchman

Rich Lewis, The Flying Dutchman



ILLUSTRATION

Entrant: Brunner

Advertiser: Field & Stream

Title: Game Seasoning Campaign

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

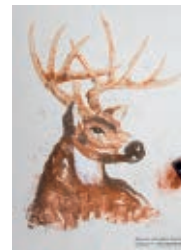
Richard Woodson, Photographer

Val Bennett, Social Community Manager

Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations

George Potts, Director of Social Media



STILL PHOTOGRAPHY

Entrant: Brunner

Advertiser: Field & Stream

Title: Bug Bones: Anti-Bug

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

Jessica Buehner, Account Manager

George Potts, Director of Social Media

Val Bennett, Social Community Manager

Kim Tarasi, Director of Creative Operations

Tom Cwenar, Photographer

Tom Karcher, Pixel Jedi



CROSS PLATFORM/ ELEMENTS OF ADVERTISING



STILL PHOTOGRAPHY
 Entrant: Brunner
 Advertiser: Field & Stream
 Title: Bug Bones: Thorax
 Rob Schapiro, Chief Creative Officer
 Dave Vissat, Creative Director
 Dan Magdich, Associate Creative Director Art
 Jeff Shill, Associate Creative Director Copy
 Jessica Buehner, Account Manager
 George Potts, Director of Social Media
 Val Bennett, Social Community Manager
 Kim Tarasi, Director of Creative Operations
 Tom Cwenar, Photographer
 Tom Karcher, Pixel Jedi



STILL PHOTOGRAPHY
 Entrant: Brunner, Pittsburgh, Pennsylvania
 Advertiser: Field & Stream
 Title: Bug Bones: Worst Nightmare
 Rob Schapiro, Chief Creative Officer
 Dave Vissat, Creative Director
 Dan Magdich, Associate Creative Director Art
 Jeff Shill, Associate Creative Director Copy
 Jessica Buehner, Account Manager
 George Potts, Director of Social Media
 Val Bennett, Social Community Manager
 Kim Tarasi, Director of Creative Operations
 Tom Cwenar, Photographer
 Tom Karcher, Pixel Jedi



STILL PHOTOGRAPHY
 Entrant: Brunner
 Advertiser: Field & Stream
 Title: Bug Bones:Pest
 Rob Schapiro, Chief Creative Officer
 Dave Vissat, Creative Director
 Dan Magdich, Associate Creative Director Art
 Jeff Shill, Associate Creative Director Copy
 Jessica Buehner, Account Manager
 George Potts, Director of Social Media
 Val Bennett, Social Community Manager
 Kim Tarasi, Director of Creative Operations
 Tom Cwenar, Photographer
 Tom Karcher, Pixel Jedi



STILL PHOTOGRAPHY
 Entrant: Brunner
 Advertiser: Santisima
 Title: Passing On-Photography
 Rob Schapiro, Chief Creative Officer
 Dave Vissat, Creative Director/Art Director
 Jeff Shill, ACD/Writer
 Linda Twining, Print Production
 Kim Tarasi, Project Director
 Jessica Buehner, Account Director
 Tom Cwenar, Photographer
 Tom Karcher, Retoucher



ELEMENTS OF ADVERTISING

STILL PHOTOGRAPHY

Entrant: Brunner

Advertiser: Santisima

Title: Los Muertos

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Jeff Shill, ACD/Writer

Linda Twining, Print Production

Kim Tarasi, Project Director

Jessica Buehner, Account Director

Tom Cwenar, Photographer

Tom Karcher, Retoucher



STILL PHOTOGRAPHY

Entrant: Brunner

Advertiser: Peace Love & Little Donuts

Title: Coconut

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Linda Twining, Print Production

Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Dwight Pritchett, Retoucher

Tom Cwenar, Photographer



STILL PHOTOGRAPHY

Entrant: Brunner

Advertiser: Peace Love & Little Donuts

Title: Chocolate Chip

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Linda Twining, Print Production

Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Dwight Pritchett, Retoucher

Tom Cwenar, Photographer



STILL PHOTOGRAPHY

Entrant: Brunner, Pittsburgh, Pennsylvania

Advertiser: Peace Love & Little Donuts

Title: Fruity Pebbles

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Linda Twining, Print Production

Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Dwight Pritchett, Retoucher

Tom Cwenar, Photographer



ELEMENTS OF ADVERTISING



STILL PHOTOGRAPHY

Entrant: Brunner

Advertiser: Peace Love & Little Donuts

Title: Samoa

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director/Art Director

Linda Twining, Print Production

Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Dwight Pritchett, Retoucher

Tom Cwenar, Photographer



STILL PHOTOGRAPHY

Entrant: Doug Dean

Advertiser: Spinefarm Records

Title: Anti-Flag, American Spring Still Photography

Doug Dean, Art Director, Designer



STILL PHOTOGRAPHY

Entrant: Garrison Hughes

Advertiser: Heinz History Center

Title: Train Photo

Dave Hughes, Art Director

Tia Kalas, Art Director

Tom Gigliotti, Photographer

Dave Bernhardt, Retoucher



STILL PHOTOGRAPHY - CAMPAIGN

Entrant: Cwenar Studios

Advertiser: Peace Love and Little Donuts

Title: Peace, Love and Little Donuts

Tom Cwenar, Photographer/Director

Dave Vissat, Creative Director

Bob Martin, Producer

Mike Herbay, Assistant Photographer

Reema Anbari, Hair/Makeup/Wardrobe

ELEMENTS OF ADVERTISING

STILL PHOTOGRAPHY - CAMPAIGN

Entrant: Cwenar Studios

Advertiser: Penn Medicine

Title: Penn Medicine-Cardio/MSK

Tom Cwenar, Photographer/Director

Steve Rodich, Creative Director

Bob Martin, Producer

Mike Herbay, Assistant Photographer

Abe Froman Productions, Production

Jessica Keglovich, Hair/Makeup

Nicole Johnson, Wardrobe



ART DIRECTION

Entrant: Brunner

Advertiser: Field & Stream

Title: Game Seasoning Campaign

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

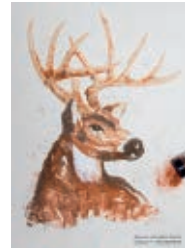
Richard Woodson, Photographer

Val Bennett, Social Community Manager

Jessica Buehner, Account Manager

Kim Tarasi, Director of Creative Operations

George Potts, Director of Social Media



ART DIRECTION

Entrant: Marc USA

Advertiser: Clemente Museum

Title: Clemente

Tyler Bergholz, Art Director

Greg Edwards, Copywriter

Dan O'Donnell, Creative Director

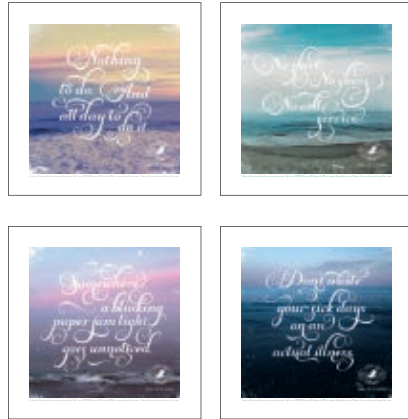
Greg Edwards, Creative Director

Chris Bodie, Retoucher

Bryan Hadlock, Chief Creative Officer



ELEMENTS OF ADVERTISING



ART DIRECTION

Entrant: Marc USA

Advertiser: Cape Cod Beach Chair Co

Title: CCBC Pull Up A Chair

Tom Kelly, Copywriter

Mark Hohenschau, Copywriter

Alison Hammer, Copywriter

Dan O'Donnell, Art Director

Bryan Hadlock, Chief Creative Officer

Matt Kalinowski, Photographer

Dan O'Donnell, Typographer



CINEMATOGRAPHY

Entrant: Animal, Inc

Advertiser: Razer

Title: Live Smarter

Samm Hodges, Director

Kathy Dziubek, Executive Producer

John Pope, Cinematographer

Beth Voltz, Editor

Allan Stallard, Colorist/Finishing Artist

Lenny Wilson, 3D Artist

Gavin Kosko, Composite/Motion Graphics

Jim Kreitzburg, 3D Artist

Pascual Rubio, 3D Artist

Daniel Short, Composite

H Haden Hammond, Composite

Nathan Voltz, Post Producer



CINEMATOGRAPHY

Entrant: Vinegar Hill

Advertiser: Serving Orphans Worldwide

Title: City of Hope

David Altrogge, Writer / Director

Michael J. Hartnett, Cinematographer

ELEMENTS OF ADVERTISING

ANIMATION OR SPECIAL EFFECTS

Entrant: Brunner, Pittsburgh, Pennsylvania

Advertiser: WesBanco

Title: 0% Dolphin TV

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Jon Nicholson, Art Director

Kevin Corfield, Associate Creative Director

Jackie Mavin, Account Executive

Katie Anderson, Project Manager

Matt Haritan, Director of Broadcast

Kelly Nesbitt, Producer

Ashley Barron, Illustrator

Animal, Animation/Post-Production

Market Street Sound, Audio Production



VIDEO EDITING

Entrant: Animal, Inc

Advertiser: ESPN SEC Now

Title: Baseball

Steve Hoover, Director/Editor

Kathy Dziubek, Executive Producer

Danny Yourd, Producer

Ally Oleynik, Producer

John Pope, Cinematography

Jim Kreitzburg, Composer

Allan Stallard, Colorist



RESPONSIVE DESIGN

Entrant: Wall-to-Wall Studios

Advertiser: Sienna Restaurant Group

Title: Emporio Responsive Website

Larkin Werner, Creative Director

Doug Dean, Art Director

Nathan Fussner, Senior Designer

Mike Kozak, Project Manager

Ira Lederer, Motion Designer

Kurt Novack, Developer

Anastasia Lanz, Developer

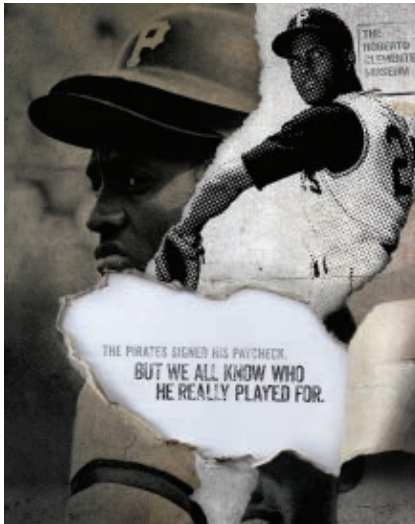
Andrew Mortimer, Developer

Dennis Paskorz, Developer

Greg Funk, Senior Developer



JUDGES CHOICE AWARD



ART DIRECTION

Entrant: Marc USA

Advertiser: Clemente Museum

Title: Clemente

Tyler Bergholz, Art Director

Greg Edwards, Copywriter

Dan O'Donnell, Creative Director

Greg Edwards, Creative Director

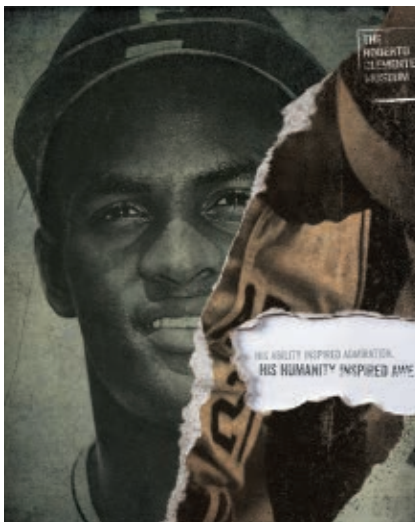
Chris Bodie, Retoucher

Bryan Hadlock, Chief Creative Officer



"The headline is what made me give it my Special Judges Award. It was one of the first ones I saw when judging began and, I'm not even kidding, the line stuck with me the entire weekend. It's one of those that I wish I would have written. I'm still jealous of it. Congratulations. Nice work."

~ Judge Trevor Villet



JUDGES CHOICE AWARD



NEWSPAPER ADVERTISING

Entrant: Garrison Hughes

Advertiser: Heinz History Center

Title: WWII Print

Bill Garrison, Copywriter

Dave Hughes, Art Director

Mike Giunta, Copywriter

Tia Kalas, Art Director

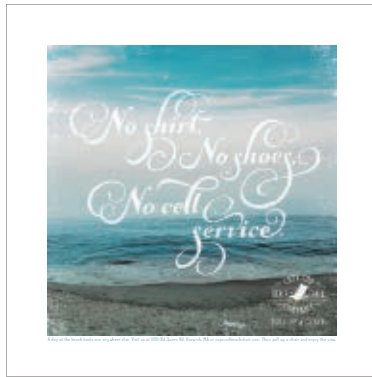
Dave Bernhardt, Retoucher

"Great insights. Great writing. Great visuals. The power of great craft applied to a meaningful idea still matters, even in an age of social-this and activated-that. Every message in this campaign moved me, including the executions for the Tuskegee Airmen. Each made me skip a breath and gave me that little pause that is always the difference between I'm-trying-to-decide-if-this-is-good work and the No-question-about-it stuff. It's not faint praise to say that these ads remind me of the very best work coming out of the Boston area when I was at Hill Holliday."

~ Judge Stephen Curry



JUDGES CHOICE AWARD



ART DIRECTION

Entrant: Marc USA

Advertiser: Cape Cod Beach Chair Co

Title: CCBC Pull Up A Chair

Tom Kelly, Copywriter

Mark Hohenschau, Copywriter

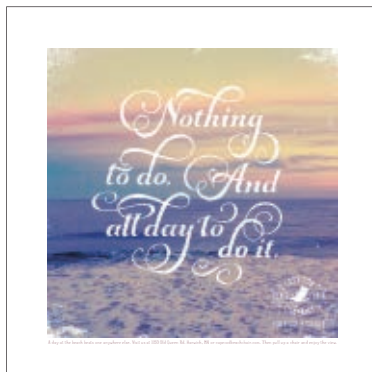
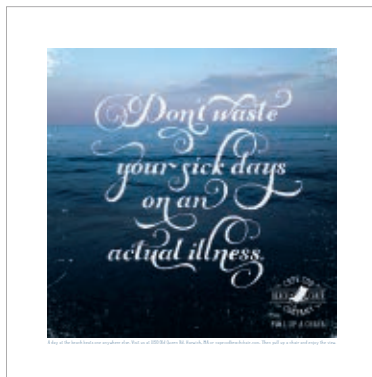
Alison Hammer, Copywriter

Dan O'Donnell, Art Director

Bryan Hadlock, Chief Creative Officer

Matt Kalinowski, Photographer

Dan O'Donnell, Typographer



"It's always good to see stand-out work in some of the older disciplines like print, which can look dull in comparison to new interactive channels. I think the judges all agreed that the Cape Cod Beach Chair campaign is a shining example of print done right. The ads, albeit seemingly simple and straightforward are a winning combination of strong writing and extraordinary art direction that were wonderfully emotional, and made you feel good just looking at them."

- Judge Mary Rich

JUDGES CHOICE AWARD



TELEVISION ADVERTISING

Entrant: Marc USA

Advertiser: Rite Aid

Title: Birthday Flu

Bryan Hadlock, Chief Creative Officer

Alison Hammer, Creative Director

Dan O'Donnell, Creative Director

Craig Ferrence, Art Director

Lauren Black, Copywriter

Lynn Weatherly, Broadcast Dir./Exec. Producer

Craig Brownrigg, Director

Livio Sanchez, Spotwelders, Editor

Pete Amante, Tcha!, Effects/Graphics

Hungry Man, Production Company

"Comedy is hard. A great script can still fail with bad direction and/or poor casting. Thanks to a simple joke we can all relate to, partnered with great casting, direction and editing, this spot had all of us laughing and knocked it out of the park for me. Kudos."

~ Judge Tim Hackney



JUDGES CHOICE AWARD



TELEVISION ADVERTISING

Entrant: Animal, Inc

Advertiser: Animal Media Group

Title: Nobody's Girl Book Trailer

Idil Gozde, Director

Kathy Dziubek, Executive Producer

Ally Oleynik, Producer

Gavin Kosko, Composer

Kris Boban, Animator

Lenny Wilson, 3D Artist

Carver Koella, 3D Artist

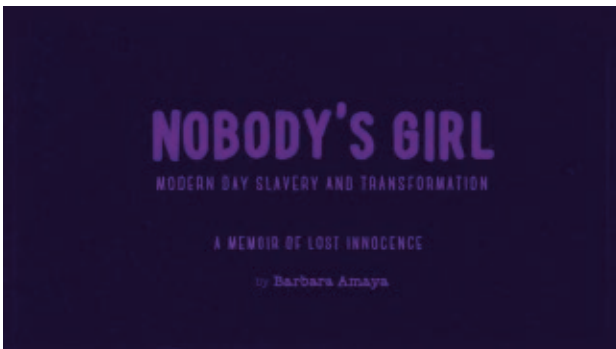
Sean Wright, Animator

Jordyn Bowers, Animator

Lauren Simmons, Animator

David Good, Animator

Paul Zito, Original Music & Sound Design



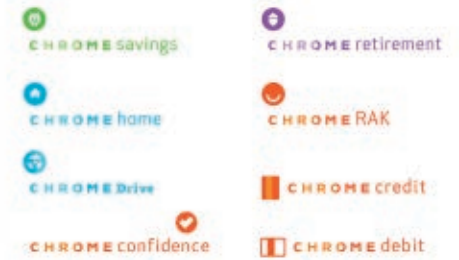
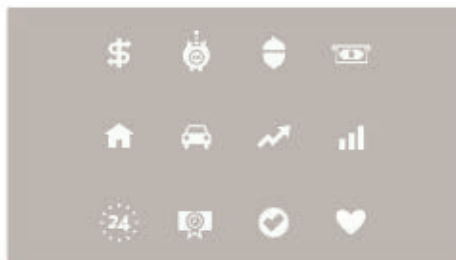
"From the first frame through the very last, "Nobody's Girl" captured me and refused to let go. Every single element, from visuals to copy to sound design, worked together seamlessly to build tension and propel the story forward. All in all, this is a video you don't just watch with your eyes or hear with your ears; this is a piece of art you feel deep in your bones. And yes, I'm going to buy the book."

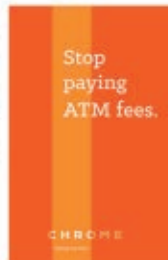
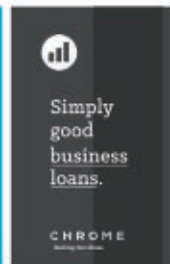
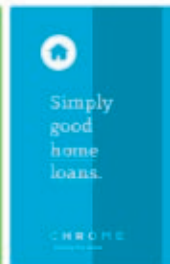
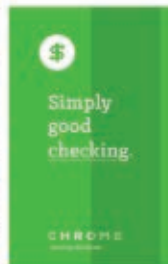
~ Judge Paula Biondich

BEST OF SHOW



INTEGRATED CAMPAIGNS
 Entry ID: 72-121991-02-PIT
 Award: Gold, Best of Show ADDY Award
 Entrant: Wall-to-Wall Studios
 Advertiser: Chrome Federal Credit Union
 Title: Chrome Integrated Branding
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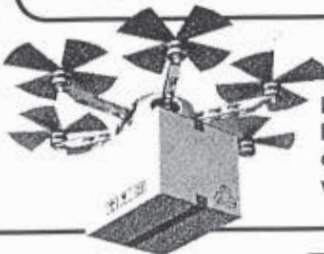
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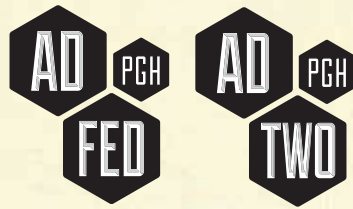
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A stylized illustration of a human brain, rendered in a translucent purple color. Inside the brain, numerous small, glowing red and white dots are scattered across the surface, representing neural activity or neurons. The background is a solid dark purple.

**Neuroscientists have determined
that the human brain
contains 100 billion neurons.**

(But they still don't know where the really great ideas come from.)

Congratulations to all the creatives who racked their brains this year.

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