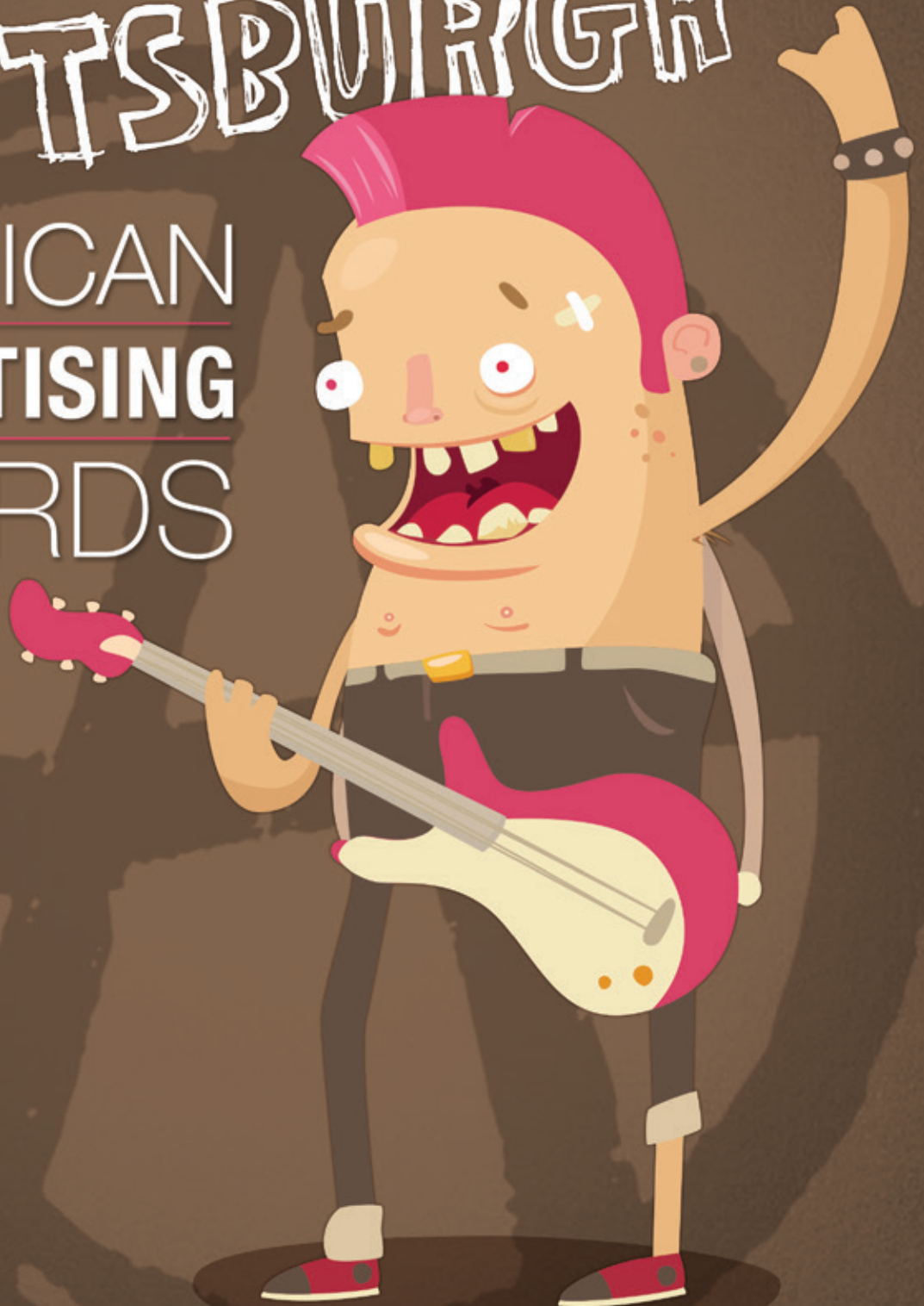


2014-2015 PITTSBURGH

AMERICAN ADVERTISING AWARDS



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GOLD SPONSOR



FIELD & STREAM™
— 1871 —

SILVER SPONSORS

BRUNNER®

UPMC

Valassis®



Rich Romig

Group Creative Director

Rich has over 19 years of experience in general-agency and direct-response advertising, with a special focus on CRM and eCRM for many top U.S. brands. He has worked on relationship marketing programs for well-known clients such as Hyundai Motors of America, Procter & Gamble, Horizon Blue Cross Blue Shield of New Jersey, and Johnson & Johnson.

In his role as Creative team leader at Harte-Hanks, Rich inspires and oversees much of the shop's work in all industry verticals – from concept ideation to finished campaigns across all prospect and customer channels, platforms, and devices.

In an environment where consumers are bombarded by thousands of sounds, images, and interactive messages every day – yet maintain more control over the marketing dialogue than ever before – it's his mission to ensure that your message stands apart, engages, and speaks meaningfully to your target audience. Over the course of his career, Rich has won numerous regional and national industry awards.



Ramona Minjoe

Rographix Art & Design Studio

After graduating from the Art Institute of Pittsburgh in 1985, I worked various jobs in the industry, from in-house graphics groups and small businesses to large international agencies. In 1990 I started freelancing as Rographix and grew that into what is now my own graphic design business. I fulfill a niche market by acting as a graphic designer and consultant for businesses from local to international, that don't require the contract of a large agency.

I've continued to develop my artistic skills in the field of mosaics and fused glass. Recent commissions include the entry to the 4th floor of St. Joseph Mercy Hospital in Pontiac, Michigan and a private commission piece for the home of a prominent surgeon.

In 2011 I founded Michigan Artisans, a gallery and boutique shop that showcases local artists in Detroit's Historic Eastern Market. The gallery is home to over 75 artists, most of who are from the metro Detroit area. Michigan Artisans was recently sold to another local entrepreneur and business woman so I can focus on my artistic endeavors.



William P. Childs

Creative Director/The Media Arts Group

William Childs is currently the Creative Director for The Media Arts Group at The Morning Call; a Tribune Publishing company. His previous role was that of Creative Director, V.P. at RM2/Forge Marketing Communications for six years.

Prior to that, Childs spent 2 years as an Art Director for Adams Outdoor Advertising and 10 years previously as a graphic designer at The Morning Call.

His entire 28-year career has been focused on creative design and strategic messaging.

Childs has created campaigns for a diverse group of clients that include Coca-Cola, Coors-Light, Cars.com, Metromix, Coachmen, Miller-Lite, Yuengling & Takamine Guitars.

Presently, he is the Vice President of the AAF/Greater Lehigh Valley, District 2. He's also on the Lehigh Career & Technical Institute's Advertising Design Advisory Committee. In addition, he lectures on creativity and marketing at colleges and universities throughout Pennsylvania and the mid-Atlantic region.

He resides in Allentown with his wife and three children.



Christa Vinciguerra

Founder/Designer Vinciguerra Creative

Christa is the founder and CD at Vinciguerra Creative located in Northeast, Pa., nearby to the city of Scranton. (Put on the map in more recent years—thanks to The Office!) The award-winning design studio produces branding, marketing, and interactive projects for clients ranging from non-profits to start-ups and established businesses.

Prior to settling into that role and alongside a couple year stint as a legal secretary (thankfully this comes in handy more often than not), she earned a BFA in graphic design with honors from Marywood University, an Associate Degree in advertising from LCCC, and holds several web design/development certifications from Scranton University. Her diverse disciplines took her to interesting places in the field: an agency with an extensive print shop arm, a monthly print publication, a custom art & frame shop, and a few agency check-ins.

She has served on the American Advertising Federation – Northeast, Pa. (AAF NEPA) board as Web Director, Social Media Director, and ADDY chair throughout the past 6+ years, and currently serves as President of the organization.

When she's not generating ideas, you'll find her generating type and dabbling with her newfound love of letterpress with a circa 1870 Letterpress Jobber. She's also an illustrator, photographer, occasional writer and a coffee-holic.



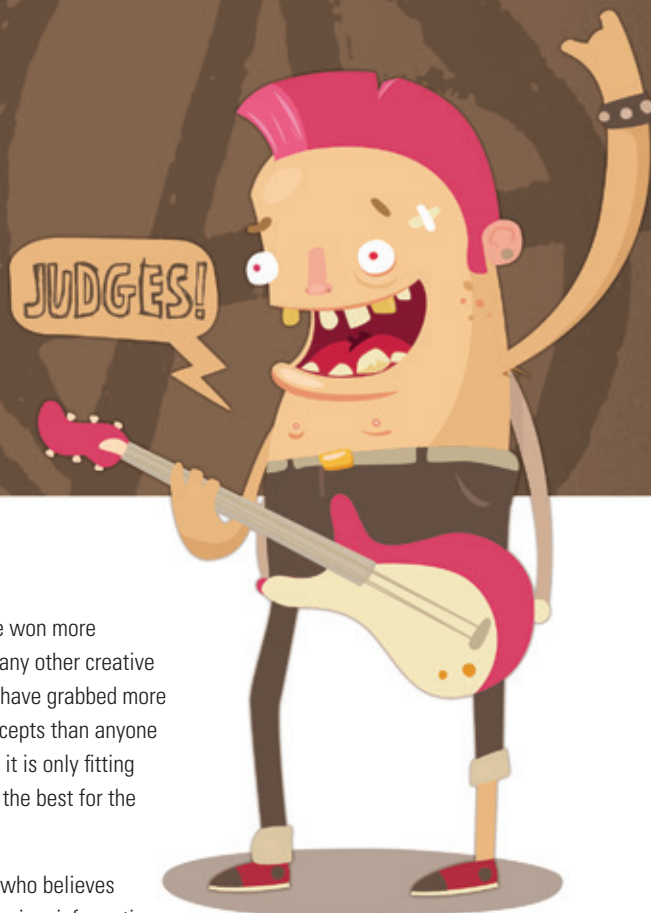
Lee-Ann DeMeo

*Associate Creative Director
Innis Maggiore Ad Agency*

Lee-Ann DeMeo may have won more awards for her work than any other creative in our area. She may also have grabbed more Best of Shows for her concepts than anyone else in Northeast Ohio, so it is only fitting that she judge the best of the best for the Pittsburgh region.

Lee-Ann is an art director who believes advertising should be engaging, informative, and most of all intelligent. Strongly grounded in the Innis Maggiore practice of positioning, she brings life to a brand's position in the market as she exemplifies the balance between the art of advertising with the science of marketing – no matter the client. Never tied to a limitation of styles and always open to an exploration of design, Lee-Ann knows the tricky balance of applying art into the art-of-the-sell. As the agency's associate creative director, Lee-Ann works directly with copywriters and art directors to develop creative concepts for a wide array of advertising and promotional materials, from print, packaging and outdoor to TV, brand identity and web.

Before settling down in Ohio, LeeAnn graduated from The Art Institute of Pittsburgh with an Associate's Degree in Visual Communications and is proud to return to Pittsburgh to see today's most brilliant work.



2014-15 PITTSBURGH AMERICAN ADVERTISING AWARDS

Single Unit

Brunner, Agency

Advertiser: DK Bicycle Co.

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Anthony Monahan, Creative Director

Dave Vissat, Creative Director

Dan Magdich, ACD Art Director

Richard Woodson, ACD Art Director

Trevor Gay, Photographer

Linda Twining, Production Supervisor

Nancy Dehn, Graphic Artist

Jake Bendel, Account Director



Free-Standing

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations



Free-Standing

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations



Free-Standing

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

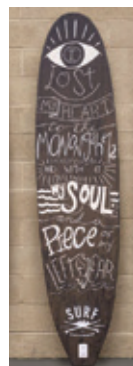
Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations





Branded Environment

Wall-to-Wall Studios, Agency
Advertiser: Choolaah Indian BBQ
Larkin Werner, Creative Director
James Nesbitt, Creative Officer
Doug Dean, Art Director
Ann Trondle-Price, Writer
Richard Kelly, Photographer



Sales Promotion - Campaign

Brunner, Agency
Advertiser: Surf Pittsburgh
Rob Schapiro, Chief Creative Officer
Jay Giesen, Executive Creative Director
Dave Vissat, Creative Director
Maria Tarquinio, Associate Creative Director
Dan Magdich, Associate Creative Director
Kevin Corfield, Associate Creative Director
Kim Tarasi, Director of Creative Operations



Annual Report

Garrison Hughes, Agency
Advertiser: Children's Hospital of Pittsburgh of UPMC
Bill Garrison, Copywriter
Dave Hughes, Art Director
Keri Tiani, Designer
Tom Gigliotti, Photographer
Dave Bernhardt, Retoucher



Single unit

Wall-to-Wall Studios, Agency
Advertiser: Carnegie Mellon University, School of Music
Title: Concert Calendar
Larkin Werner, Creative Director
Doug Dean, Art Director

2014-15 PITTSBURGH AMERICAN ADVERTISING AWARDS



Single - Poster

Brunner, Agency

Advertiser: W. R. Case & Sons

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Linda Twining, Production Supervisor

Tom Cwenar, photographer

Dwight Pritchett, Retoucher



Single - Poster

Brunner, Agency

Advertiser: W. R. Case & Sons

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

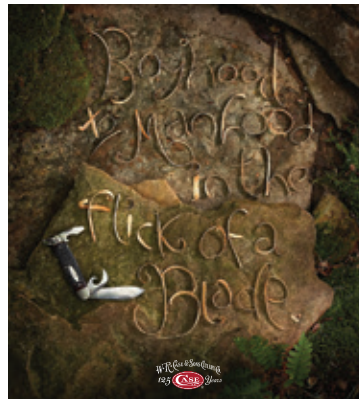
Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Linda Twining, Production Supervisor

Tom Cwenar, photographer

Dwight Pritchett, Retoucher



Single - Poster

Brunner, Agency

Advertiser: Cub Cadet

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Andy McKenna, Creative Director

Chris Spain, Art Director

Jeff Shill, Senior Copywriter

Linda Twining, Director of Print Production

Dwight Pritchett, Retoucher

Annie Young, Senior Account Manager



Single - Poster

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

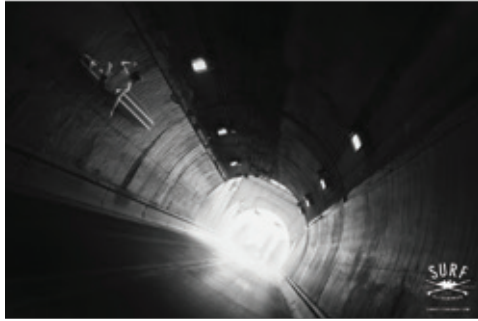
Kim Tarasi, Director of Creative Operations

Linda Twining, Director of Print Production

Tom Karcher, Retoucher

Tom Cwenar, photographer





Single - Poster

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations

Tom Karcher, Retoucher

Linda Twining, Director of Print Production

Tom Cwenar, photographer



Campaign - Poster

Brunner, Agency

Advertiser: W. R. Case & Sons

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

Dan Magdich, ACD Art Director

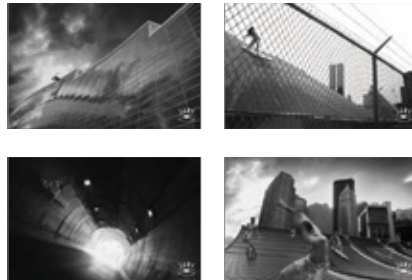
Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Linda Twining, Production Supervisor

Dwight Pritchett, Retoucher

Tom Cwenar, photographer



Campaign - Poster

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

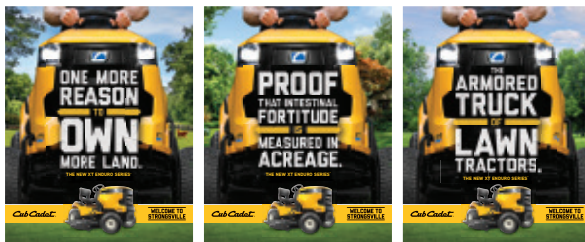
Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations

Tom Karcher, Retoucher

Linda Twining, Director of Print Production

Tom Cwenar, photographer



Campaign - Poster

Brunner, Agency

Advertiser: Cub Cadet

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Andy McKenna, Creative Director

Chris Spain, Art Director

Jeff Shill, Senior Copywriter

Linda Twining, Director of Print Production

Dwight Pritchett, Retoucher

Annie Young, Senior Account Manager

2014-15 PITTSBURGH AMERICAN ADVERTISING AWARDS

Card



Wall-to-Wall Studios, Agency
Advertiser: *Sprague Pest Control*
Larkin Werner, Creative Director
Jim Hargreaves, Designer



Other Merchandise



Nium, Inc., Agency
Advertiser: *Western PA Humane Society*
Katy Ladner, Creative Director
Michael Seidl, Senior Designer
Kim Lenz, Contributing Photographer
Anita Trimbur, Contributing Photographer
Jane Galik, Contributing Photographer
Sarah Shively, Contributing Photographer



Extension / Dimensional



Brunner, Agency
Advertiser: *DK Bicycle Co.*
Rob Schapiro, Chief Creative Officer
Jay Giesen, Executive Creative Director
Anthony Monahan, Creative Director
Dave Vissat, Creative Director
Dan Magdich, ACD Art Director
Richard Woodson, ACD Art Director
Linda Twining, Production Supervisor
Nancy Dehn, Graphic Artist
Kim Tarasi, Project Director



Exterior Still or Static



Mullen, Agency
Advertiser: *Pittsburgh Comedy Festival*
Michael Ashley, Creative Director
Matt Hildebrand, ACD/AD
MacKenzie Cherban, Art Director
Ashley Lulkovitz, Art Director
Tim Wharton, Photographer
Vince Robleto, Senior Copywriter
Jessie Cadle, Copywriter





Exterior Still or Static

Mullen, Agency

Advertiser: Marty's Market

Mackenzie Cherban, Art Director/Illustrator

Jessie Cadle, Copywriter

Cait Pearson, Photographer



Single

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations



Single

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations



Single

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations

2014-15 PITTSBURGH AMERICAN ADVERTISING AWARDS

Campaign

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

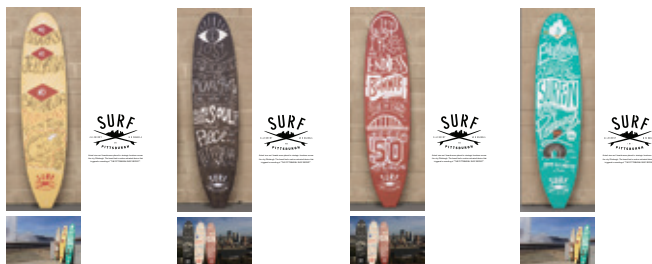
Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations



Campaign

Mullen, Agency

Advertiser: Pittsburgh Comedy Festival

Michael Ashley, Creative Director

Matt Hildebrand, ACD/AD

MacKenzie Cherban, Art Director

Ashley Lulkovitz, Art Director

Tim Wharton, Photographer

Vince Robleto, Senior Copywriter

Jessie Cadle, Copywriter



Four-color

Brunner, Agency

Advertiser: CONSOL

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Jon Nicholson, Art Director

Kevin Corfield, Associate Creative Director

Lynne Plakidis Klim, Account Executive

Griffin Raasch, Project Manager

Dwight Prichett, Retoucher

Linda Twining, Print Production

Tom Cwenar, Photographer



Products

Brunner, Agency

Advertiser: Huffly Bicycles

Rob Schapiro, Chief Creative Officer

Anthony Monahan, Creative Director

Dave Vissat, Creative Director

Bob Rusnak, Senior Interactive Designer

Dan Magdich, ACD, Art Director

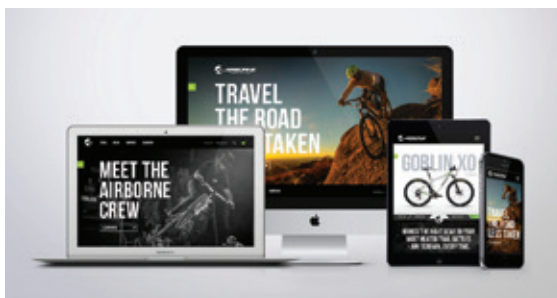
Brandon Poole, Copywriter

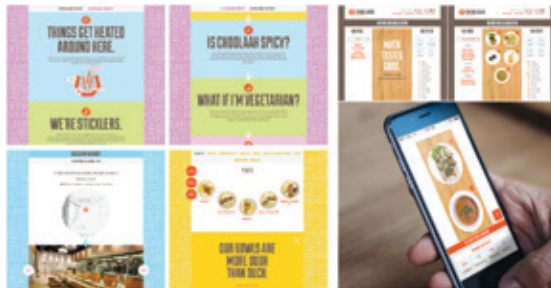
Josh Soberdash, Visual Developer

Mike Yates, Application Developer

Zach Lockhart, Application Developer

Alane Wholey, Project Manager





Products

Wall-to-Wall Studios, Agency
Advertiser: Choolaah Indian BBQ
Larkin Werner, Creative Director
James Nesbitt, Creative Officer
Doug Dean, Art Director
Ann Trondle-Price, Writer
Dana Martinelli, UX/UI Designer
Richard Kelly, Photographer
Aaron Hausman, Web Project Manager



Magazine

Mullen, Agency
Advertiser: NEXTpittsburgh
Matt DiGregorio, Digital Project Manager
Diane Walter, Director of Digital



Banners Rich Media

Brunner, Agency
Advertiser: Bob Evans Farms, Inc.
Rob Schapiro, Chief Creative Officer
Michael Killen, Director
Anthony Monahan, Creative Director
Brent Bowers, Digital Designer
Kevin Corfield, ACD Copywriter
Derek Julin, ACD Art Director
Kelsey Miller, Copywriter
Nathan Marshall, Copywriter
Graham Dunglinson, FX Senior Producer
Colleen Valentino, Agency Producer
Brad Cook, Account Director



Banners Rich Media

Garrison Hughes, Agency
Advertiser: UPMC
Bill Garrison, Copywriter
Dave Hughes, Art Director
Ben Pritchard, Interactive Developer
Dave Bernhardt, Retoucher



Webisodes

Dick's Sporting Goods

Advertiser: Field & Stream

Shian-Li McGuire, Director of Brand Marketing

Justin Long, Manager of Creative

Martin Teeter, Videographer

Mike Mauro, Videographer

Travis Ford, Editor



Webisodes

Dick's Sporting Goods

Advertiser: Field & Stream

Shian-Li McGuire, Director of Brand Marketing

Justin Long, Manager of Creative

Martin Teeter, Videographer

Mike Mauro, Videographer

Travis Ford, Editor



Branded Content more than 60 seconds

Brunner, Agency

Advertiser: Huffy Bicycles

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Dan Magdich, ACD Art Director

Jason Mileto, Production & Editing

Sam Oshlag, Production, Editing, Photography

Jake Bendel, Account Director

Alane Wholey, Project Manager



Branded Content more than 60 seconds

Brunner, Agency

Advertiser: Huffy Bicycles

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Maria Bowers, ACD Art Director

Ashley Conrad, Copywriter

Matt Haritan, Director of Broadcast Production

Kelly Nesbitt, Producer

Jake Bendel, Account Director

Jason Mileto, Editor

Market Street Sound, Sound





Products

Brunner, Agency

Advertiser: MSA

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Gordon Robertson, Creative Director Copywriter

Jonathon Nicholson, Art Director

Matt Haritan, Director of Broadcast Production

Kelly Nesbitt, Producer

Victoria Sokol, Account Manager

Natasha Cygnarowicz, Project Director

Joe Grasso, Director

Dax Parise, Uppercut Studios, Executive Producer

Rob Deaner, Market Street Sound



Products

Brunner, Agency

Advertiser: Knouse Food Co-op

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Jackie Murray, Creative Director

Dave Vissat, Creative Director

Maria Bowers, Associate Creative Director

Jon Nicholson, Art Director

Kelsey Miller, Copywriter

Matt Haritan, Producer

Jackie Mavin, Account Executive

CHRLX, Production Company

Ryan Dunn, Director



Products

Brunner, Agency

Advertiser: Knouse Food Co-op

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Jackie Murray, Creative Director

Dave Vissat, Creative Director

Maria Bowers, Associate Creative Director

Jon Nicholson, Art Director

Kelsey Miller, Copywriter

Matt Haritan, Producer

Jackie Mavin, Account Executive

CHRLX, Production Company

Ryan Dunn, Director

2014-15 PITTSBURGH AMERICAN ADVERTISING AWARDS

Services

Phenomenon Post, Agency

Advertiser: Corbett For Governor

John Brabender, Executive Producer/Creative

Andy Kelemen, Director/Editor

Danny Johnson, Special Effects

Michael Goodis, Sound Design



Services

Brunner, Agency

Advertiser: Knouse Food Co-op

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Jackie Murray, Creative Director

Dave Vissat, Creative Director

Maria Bowers, Associate Creative Director

Jon Nicholson, Art Director

Kelsey Miller, Copywriter

Matt Haritan, Producer

Jackie Mavin, Account Executive

CHRLX, Production Company

Ryan Dunn, Director



In-theatre Commercials or Slides

PMI, Agency

Advertiser: Dollar Bank

Nathan Inglesby, Creative Director/Visual Effects

Shelbey Surgent, Graphic Designer

Shawn Jackson, Sound Design

Carly McLeod, Account Manager



Integrated Campaigns - B-to-B Regional

Pipitone Group, Agency

Advertiser: MSA

Scott Pipitone, President, CEO, Pipitone Group

Jeff Piatt, Principal Chief Creative Officer, Pipitone Group

Shari Holderman, Account Supervisor

Dayna DiRienzo, Senior Content Manager, Pipitone Group

Randy Livingston, Senior Creative Director, Pipitone Group

Vince Maffessanti, Creative Production, Pipitone Group

Susan J. Pingree, MSA, Product Line Manager

Amy Puff, MSA, Integrated Marketing Manager

WE HAVE THE PRESCRIPTION

The **NEW** MSA Fas-Trac® III Suspension

Grouping suspension with head protection regulations can be a headache for safety managers. Our innovative design, proven design, features only make it easier. MSA's new Fas-Trac III Suspension. The MSA Fas-Trac III Suspension. Making the safety headgear easier to use. The more comfortable it is, the more likely you'll use it. And when you use the good, it's a lot more likely you'll use it again.

WEAVER PAIN POINTS ADDRESSED BY THE FAS-TRAC® III SUSPENSION

Learn how the Fas-Trac® III Suspension can address your headaches. Call 800-456-6222 or visit MSA.com/FasTrac.

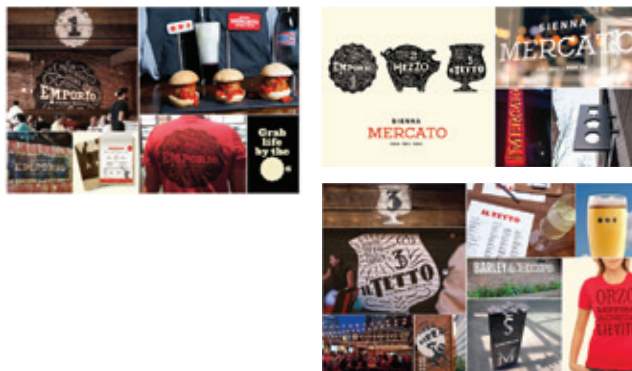
Headaches? We have the prescription.

MSA Safety Systems

LEARN MORE



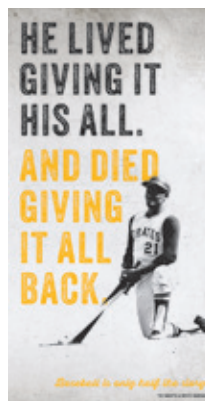
Integrated Campaigns - Consumer Local
Wall-to-Wall Studios, Agency
Advertiser: Choolaah Indian BBQ
Larkin Werner, Creative Director
James Nesbitt, Creative Officer
Doug Dean, Art Director
Ann Trondle-Price, Writer
Dana Martinelli, UX/UI Designer
Richard Kelly, Photographer
Aaron Hausman, Web Project Manager



Integrated Campaigns - Consumer Local
Wall-to-Wall Studios, Agency
Advertiser: Sienna Mercato
Larkin Werner, Creative Director
Doug Dean, Art Director
Jim Hargreaves, Designer
Anthony Purcell, Mural Painting
Two Arms, Chalk Walls
Ryan Hamrick, Hand-letter, Illustrator



Integrated Campaigns - Consumer Regional / National
Wall-to-Wall Studios, Agency
Advertiser: Pennsylvania Municipal League
Larkin Werner, Creative Director
Doug Dean, Art Director
Ira Lederer, Motion Designer
Casey Worthing, Production Artist
Ann Trondle-Price, Writer
Dana Martinelli, UX/UI Designer



Poster
MARC USA, Agency
Advertiser: The Clemente Museum
Bryan Hadlock, Chief Creative Officer
Greg Edwards, Creative Director
Josh Blasingame, Creative Director
Tyler Bergholz, Art Director
Bill Barlek, Senior Art Director/Studio Manager



Poster

MARC USA, Agency

Advertiser: The Clemente Museum

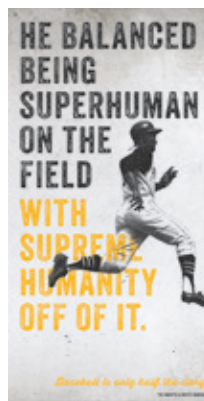
Bryan Hadlock, Chief Creative Officer

Greg Edwards, Creative Director

Josh Blasingame, Creative Director

Tyler Bergholz, Art Director

Bill Barlek, Senior Art Director/Studio Manager



Poster

Garrison Hughes, Agency

Advertiser: Heinz History Center

Bill Garrison, Copywriter

Dave Hughes, Art Director

Keri Tiani, Art Director

Ilona Segedy, Copywriter

Dave Bernhardt, Retoucher



Newspaper

Garrison Hughes, Agency

Advertiser: Heinz History Center

Bill Garrison, Copywriter

Dave Hughes, Art Director

Keri Tiani, Art Director



Newspaper

Garrison Hughes, Agency

Advertiser: Heinz History Center

Bill Garrison, Copywriter

Dave Hughes, Art Director

Keri Tiani, Art Director





Non-traditional
Mullen, Agency
Advertiser: Mullen on behalf of the Zoo
Michael Ashley, Executive Creative Director
Mike Hoff, Creative Director
Tim Wharton, Art Director
Tom Walker, Art Director
Mike Pschirer, Print Production Manager
Alex Maurer, Director, Client Services



Magazine
Brunner, Agency
Advertiser: CARE USA
Rob Schapiro, Chief Creative Officer
Jay Giesen, Executive Creative Director
Lindy Gross, Creative Director
Derek Julin, ACD, Art Director
Kevin Corfield, ACD Copywriter
Kelly Nesbitt, Producer
Patti Siegel, Account Director
Ginger Raymond, Account Manager
Kim Tarasi, Project Director
Tom Karcher, Retoucher
Kilato, Retoucher



Magazine
Brunner, Agency
Advertiser: CARE USA
Rob Schapiro, Chief Creative Officer
Jay Giesen, Executive Creative Director
Lindy Gross, Creative Director
Derek Julin, ACD, Art Director
Kevin Corfield, ACD Copywriter
Kelly Nesbitt, Producer
Patti Siegel, Account Director
Ginger Raymond, Account Manager
Kim Tarasi, Project Director
Tom Karcher, Retoucher
Kilato, Retoucher



2014-15 PITTSBURGH AMERICAN ADVERTISING AWARDS



Magazine

Brunner, Agency

Advertiser: CARE USA

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Lindy Gross, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

Kelly Nesbitt, Producer

Patti Siegel, Account Director

Ginger Raymond, Account Manager

Kim Tarasi, Project Director

Vincent Dixon, Photographer

Tom Karcher, Retoucher

Kilato, Retoucher



Newspaper

Gatesman+Dave, Agency

Advertiser: CeaseFirePA

Dave Kwasnick, Creative Director/Copywriter

Matthew Axeman, ACD/Art Director

Braden Mackey, Graphic Designer

Arthur Germer, Graphic Designer

Kathy Amato, Production Manager



Audio / Visual

New Perspective Communications, Agency

Advertiser: Blind & Vision Rehabilitation Services

Dick Roberts, Account Executive

Brian James, Creative Director

Mike Hough, Director of Photography

Tony Jaffe, Writer

Audra Zecchini, Producer

Greg Daniels, Editor

Mike Rajakovic, Sound Design

Anastasia Farmerie, Production Coordinator



Out-of-Home

Brunner, Agency

Advertiser: CARE USA

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Lindy Gross, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

Kelly Nesbitt, Producer

Patti Siegel, Account Director

Ginger Raymond, Account Manager

Kim Tarasi, Project Director

Vincent Dixon, Photographer

Tom Karcher, Retoucher

Kilato, Retoucher





Out-of-Home

Brunner, Agency

Advertiser: CARE USA

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Lindy Gross, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

Kelly Nesbitt, Producer

Patti Siegel, Account Director

Ginger Raymond, Account Manager

Kim Tarasi, Project Director

Vincent Dixon, Photographer

Tom Karcher, Retoucher

Kilato, Retoucher



Out-of-Home

Brunner, Agency

Advertiser: CARE USA

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Lindy Gross, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

Kelly Nesbitt, Producer

Patti Siegel, Account Director

Ginger Raymond, Account Manager

Kim Tarasi, Project Director

Vincent Dixon, Photographer

Tom Karcher, Retoucher

Kilato, Retoucher



Out-of-Home

Gatesman+Dave, Agency

Advertiser: CeaseFirePA

Dave Kwasnick, Creative Director/Copywriter

Matthew Axeman, ACD/Art Director

Braden Mackey, Graphic Designer

Arthur Germer, Graphic Designer

Kathy Amato, Production Manager



Out-of-Home

Gatesman+Dave, Agency

Advertiser: CeaseFirePA

Dave Kwasnick, Creative Director/Copywriter

Matthew Axeman, ACD/Art Director

Braden Mackey, Graphic Designer

Arthur Germer, Graphic Designer

Kathy Amato, Production Manager

Out-of-Home

Gatesman+Dave, Agency

Advertiser: CeaseFirePA

Dave Kwasnick, Creative Director/Copywriter

Matthew Axeman, ACD/Art Director

Braden Mackey, Graphic Designer

Arthur Germer, Graphic Designer

Kathy Amato, Production Manager



Print - Campaign

Brunner, Agency

Advertiser: CARE USA

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Lindy Gross, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

Kelly Nesbitt, Producer

Patti Siegel, Account Director

Ginger Raymond, Account Manager

Kim Tarasi, Project Director

Vincent Dixon, Photographer

Tom Karcher, Retoucher

Kilato, Retoucher



Outdoor - Campaign

Brunner, Agency

Advertiser: CARE USA

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Lindy Gross, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

Kelly Nesbitt, Producer

Patti Siegel, Account Director

Ginger Raymond, Account Manager

Kim Tarasi, Project Director

Vincent Dixon, Photographer

Tom Karcher, Retoucher

Kilato, Retoucher



Digital Advertising

Garrison Hughes, Agency

Advertiser: Ketchum Reunion

Bill Garrison, Copywriter

Dave Hughes, Art Director

Matt Trout, Interactive Developer

Dave Bernhardt, Retoucher





Digital Advertising

Garrison Hughes, Agency

Advertiser: Ketchum Reunion

Bill Garrison, Copywriter

Dave Hughes, Art Director

Matt Trout, Interactive Developer

Dave Bernhardt, Retoucher



Non-traditional

New Perspective Communications, Agency

Advertiser: New Perspective Communications

Scott Leff, CEO

Suzanne Meyer, Marketing Director

Pat Sehn, Producer

Alexandra Wolanin, Elf

Mike Hough, Director of Photography

Dave Jennings, Editor

Mike Rajakovic, Sound Design

Anastasia Farmerie, Production Coordinator



Cards Invitations or Announcements

MARC USA, Agency

Advertiser: MARC USA

Jason Chen, Interactive Developer

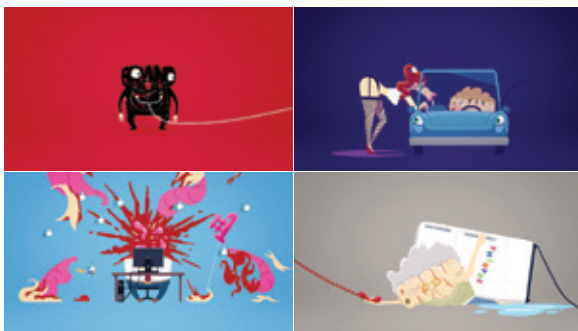
Eric Gurinowitsch, Associate Interactive Developer

Patti Mulligan, Associate Director Interactive Delivery

Karen Cooper, Interactive Program Manager

Becky Shaw, Management Supervisor

Darin DiNapoli, Senior Multimedia Specialist



Single Medium Campaign

Brunner, Agency

Advertiser: Brunner

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Dan Magdich, ACD, Art Director

Brandon Poole, Copywriter

Matt Haritan, Director of Broadcast Production

Kelly Nesbitt, Producer

George Potts, Director of Social Media

Chris Anderson, Animator

2014-15 PITTSBURGH AMERICAN ADVERTISING AWARDS

Integrated Campaign

Gatesman+Dave, Agency

Advertiser: Gatesman+Dave

Dave Kwasnick, Creative Director

Sam Panico, Associate Creative Director/copywriter

Michael Dicken, Senior Art Director

Aleya Crable, Account Executive



Addy Show Category Intro Videos

Brunner, Agency

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Andy McKenna, Creative Director

Maria Bowers, ACD, Art Director/Lyrics

Kelly Nesbitt, Producer

Jason Mileto, Editor/Shooter/VFX

Sam Oshlag, Shooter

Rob Deaner, Market Street Sound, Music

Dan Ferraro, Market Street Sound, Audio Design

Market Street Sound, Music House



Logo

Wall-to-Wall Studios, Agency

Advertiser: Choolah Indian BBQ

Larkin Werner, Creative Director

James Nesbitt, Creative Officer

Doug Dean, Art Director



Illustration Single

Gatesman+Dave, Agency

Advertiser: Children's Hospital of Pittsburgh of UPMC

Dave Kwasnick, Creative Director

Jeff Barton, Associate Creative Director/Art Director

Sam Panico, Associate Creative Director/Copywriter

Bryan Vorp, Senior Art Director

Michael Bailey, Illustrator (We Monsters)

Stephen Purnell, Illustrator (We Monsters)

Shelby Weimer, Account Supervisor





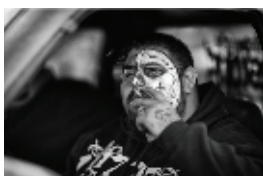
Photography Black & White
Cwenar Photography
Advertiser: *Santisima*
Tom Cwenar, Photographer/Director
Bob Martin, Producer
Mike Herbay, Assistant
Cory Morton, Assistant/Photography Retoucher



Photography Black & White
Cwenar Photography
Advertiser: *Santisima*
Tom Cwenar, Photographer/Director
Bob Martin, Producer
Mike Herbay, Assistant
Cory Morton, Assistant/Photography Retoucher



Photography Digitally Enhanced
Brunner, Agency
Advertiser: *Huffy Bicycles*
Rob Schapiro, Chief Creative Officer
Jay Giesen, Executive Creative Director
Dave Vissat, Creative Director Art Director
Kevin Corfield, ACD Copywriter
Jake Bendel, Account Director
Alane Wholey, Project Manager
Tom Cwenar, Photographer
Dwight Pritchett, Retoucher



Photography Campaign
Cwenar Photography
Advertiser: *Santisima*
Tom Cwenar, Photographer/Director
Bob Martin, Producer
Mike Herbay, Assistant
Cory Morton, Assistant/Photography Retoucher





Photography Campaign

Cwenar Photography

Advertiser: Victory Motorcycles

Tom Cwenar, Photographer/Director

Bob Martin, Producer

Mike Herbay, Assistant

Cory Morton, Assistant/Photography Retoucher



Photography Campaign

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

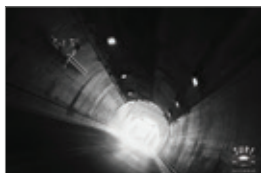
Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations

Tom Karcher, Retoucher

Linda Twining, Director of Print Production

Tom Cwenar, Photographer



Animation or Special Effects

Animal, Inc

Advertiser: Walt Disney World

Kris Boban, Director, Character Designer, Layout Artist

Kathy Dziubek, Executive Producer

Allan Stallard, Colorist

Lenny Wilson, 3D Artist

Carver Koella, 3D Artist

MoreFrames Animation, Animation

Charlotte Vevers, Animator

Bill Breneisen, Storyboard Artist

Jon Trueblood, Character Designer

Character Designer, Background Artist

Dave Slebodnick, Background Artist

Nathan Voltz, Producer



Cinematography

Dick's Sporting Goods

Advertiser: Field & Stream - Intro

Shian-Li McGuire, Director of Brand Marketing

Justin Long, Manager of Creative

Mike Mauro, Videographer

Travis Ford, Editor





Cinematography

Animal, Inc

Advertiser: Medieval Times

Steve Hoover, Director/Editor

Kathy Dziubek, Executive Producer

John Pope, Cinematography

Allan Stallard, Colorist

Danny Yourd, Producer



Cinematography

Animal, Inc

Advertiser: MSA

Samm Hodges, Director

Kathy Dziubek, Executive Producer

John Pope, Cinematographer

Beth Voltz, Editor

Allan Stallard, Colorist

Amy Kersnick, Line Producer

Nathan Voltz, Post Producer



Cinematography

Animal, Inc

Advertiser: American Eagle Outfitters

Danny Yourd, Director/Editor

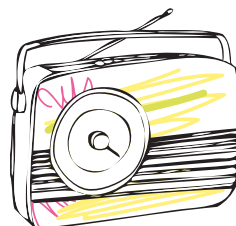
Kathy Dziubek, Executive Producer

John Pope, Cinematographer

Allan Stallard, Colorist

Amy Kersnick, Line Producer

Ally Oleynik, Post Producer



Music Only

GSU, Advertiser

Big Science Music, Original Score

Allen+Gerritsen, Agency

Tony Frusciante, Creative Director

Lindsey Tweed, Art Director

Ryan Overhiser, Copywriter

Aubrey Hayden, Producer





Sound Design

Brunner, Agency

Advertiser: MSA

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Gordon Robertson, Creative Director Copywriter

Jonathon Nicholson, Art Director

Matt Haritan, Director of Broadcast Production

Kelly Nesbitt, Producer

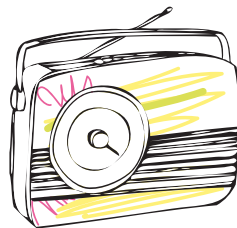
Victoria Sokol, Account Manager

Natasha Cygnarowicz, Project Director

Joe Grasso, Director

Dax Parise, Uppercut Studios, Executive Producer

Rob Deaner, Market Street Sound, Composer/Engineer



Sound Design

MARC USA, Agency

Advertiser: Cooper Tire and Rubber Company

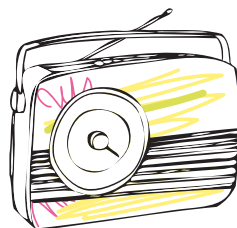
Bryan Hadlock, Chief Creative Officer

Greg Edwards, Creative Director

Josh Blasingame, Creative Director

Lynn Weatherly, VP/Director of Broadcast

Teresa Wingert, Director



Responsive Design

Brunner, Agency

Advertiser: Huffy Bicycles

Rob Schapiro, Chief Creative Officer

Anthony Monahan, Creative Director

Dave Vissat, Creative Director

Bob Rusnak, Senior Interactive Designer

Dan Magdich, ACD, Art Director

Brandon Poole, Copywriter

Josh Soberdash, Visual Developer

Mike Yates, Application Developer

Zach Lockhart, Application Developer

Alane Wholey, Project Manager



Responsive Design

Brunner, Agency

Advertiser: Huffy Bicycles

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Dan Magdich, ACD Art Director

Richard Woodson, Art Director

Brandon Poole, Copywriter

Pat McGhen, Visual Developer

Tiff Setzler, Visual Developer

Jake Bendel, Account Director

Josh Soberdash, Visual Developer

Tessa Liddington, Visual Developer



JUDGES AWARD OF EXCELLENCE



Card

Wall-to-Wall Studios, Agency

Advertiser: *Sprague Pest Control*

Larkin Werner, Creative Director

Jim Hargreaves, Designer



Exterior Still or Static

Mullen, Agency

Advertiser: *Pittsburgh Comedy Festival*

Michael Ashley, Creative Director

Matt Hildebrand, ACD/AD

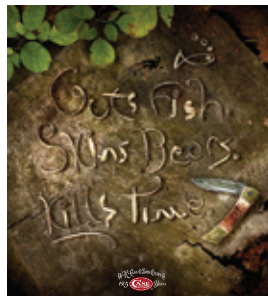
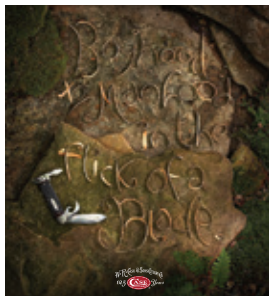
MacKenzie Cherban, Art Director

Ashley Lulkovitz, Art Director

Tim Wharton, Photographer

Vince Robleto, Senior Copywriter

Jessie Cadle, Copywriter



Campaign - Poster

Brunner, Agency

Advertiser: *W. R. Case & Sons*

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

Dave Vissat, Creative Director

Derek Julin, ACD, Art Director

Kevin Corfield, ACD Copywriter

Dan Magdich, ACD Art Director

Mary Kay Modaffari, Account Director

Kim Tarasi, Project Director

Linda Twining, Production Supervisor

Dwight Pritchett, Retoucher

Tom Cwenar, photographer



BEST OF SHOW



Sales Promotion - Campaign

Brunner, Agency

Advertiser: Surf Pittsburgh

Rob Schapiro, Chief Creative Officer

Jay Giesen, Executive Creative Director

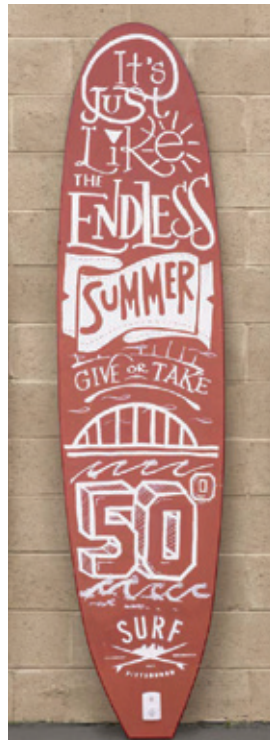
Dave Vissat, Creative Director

Maria Tarquinio, Associate Creative Director

Dan Magdich, Associate Creative Director

Kevin Corfield, Associate Creative Director

Kim Tarasi, Director of Creative Operations



Actual size surfboards were placed inside
The Surf Pittsburgh Surf Shop.
Motion activated devices were attached
to the boards that triggered a recording of
"THE PITTSBURGH SURF REPORT".



Actual size surfboards were placed inside
The Surf Pittsburgh Surf Shop.
Motion activated devices were attached
to the boards that triggered a recording of
"THE PITTSBURGH SURF REPORT".





Actual size surfboards were placed inside
The Surf Pittsburgh Surf Shop.
Motion activated devices were attached
to the boards that triggered a recording of
"THE PITTSBURGH SURF REPORT".



CONGRATULATIONS

To the winners of the 2015
American Advertising Awards!
From the Pittsburgh Ad Fed
and Pittsburgh Ad 2.



STOP COMPLAINING. START DRINKING.

Congrats to all who entered the show.



SHOOT + EDIT + FX

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think

consumer trade area versus retail trade area

Consumers travel. Commuting, shuttling kids, recharging. They're on the go and on their digital devices, searching and shopping. Data shows that nearly 30% of consumer spend is made away from home base, outside the Retail Trade Area (RTA).^{*} So how do you find and capture those incremental shoppers, cost-effectively? Utilize our database analysis and new targeting model, the Consumer Trade Area (CTA) to optimize your print and digital campaign. Just another dream come true through **intelligent media delivery**.

Learn more at valassis.com/intelligentmediadelivery.

^{*}Valassis RTA Analysis, 2013

Valassis

A person's back is shown from the neck down to the waist. They are wearing a dark grey, short-sleeved shirt. A small, rectangular, light-colored piece of paper is pinned to the center of their back with a single yellow clothespin. The paper has handwritten text and two small icons. The person's hair is dark and pulled back. Two small, square, light-colored objects are visible on the wall behind their head.

Addy winners, watch your backs.

Congrats ya
#AddyAdholes



Directions:

1. Peel off the attached piece of paper.
2. Choose your target: a winner, a loser, your ex-copywriter.
3. Write your message. Not "Kick me." Be creative. You should know how.
4. Nonchalantly pat your target on the back, snap a pic, and humiliate via social media.

Disclaimer: We are not responsible for any bruised egos or bruised eyes received in retaliation.

BRUNNER.



Congratulations to
tonight's winners, and
all the beautiful losers.

From your frenemies at
Wall-to-Wall Studios.

Branding for print, motion, interactive, and other stuff.



We deliver kudos.



Congratulations to all of the finalists
in this year's ADDY Awards.
You deserve to be in the headlines.

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post-gazette.com



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Pittsburgh
Magazine

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Congratulations to all of the
creative rock stars in Pittsburgh



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years
2005–2015

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who have creativity
in their genes.

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CHANGING
MEDICINE

SPECIAL THANKS

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

Matt Hildebrand, ADDY Chair

Ted Walzl

Evie DeSarno

Shian-Li McGuire

Darice Nagy

Nick Verbene

Brian Bronaugh

Lisa Airesman

MacKenzie Cherban

Lauren Loughnane

Addy book printed by

RR Donnelley

Special Thank You to

The Carnegie Science Center

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

Amy Del Rio-Gazzo

Erin Hess

And

Brian Ackermann

The Ad Fed would also like to thank:

Mullen

Big Science

Turner Photography

RR Donnelley

Cwenar Photography



IT WAS NEVER ABOUT
THE NAME ON THE DOOR.
IT WAS ALWAYS ABOUT
THE PEOPLE ON THE
OTHER SIDE OF IT.

MULLEN
BOZELL KAMSTRA
POPPE TYSON
WERNER CHEPELSKY
WERNER BROTHER INC.



Your friends at
BRUNNER.



Cartridge System Tape



Compact Cassette



Compact Disc



Intellivision



4:3



Diskette



Telephone



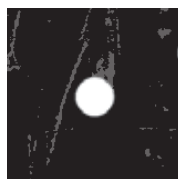
DVD Ram



Eight Track



Carrier Pigeon



Floppy Disc



View Master



JAZ



Magnetic Audio Tape



Mini Cassette



Typewriter



Steel Wire Reel



Model T



Smart Media Card



Mullen Pittsburgh

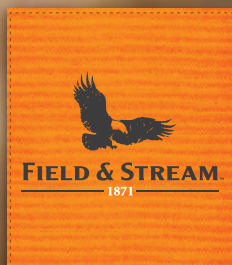
Everything has its time. Ours is now.

IT'S ADDY SEASON

Congrats to the creative forces of nature who make the ADDY's unforgettable.



TWO NEW STORES NEAR PITTSBURGH - WASHINGTON, PA • CRANBERRY TOWNSHIP PA



Congratulations to all the ADDY Awards® winners!

Your talents
make our
world a more
colorful place

