



Addyson J. Addyton
Memorial High School

9:37



AAFPGH Posts



aafpgh



How it started:

How it's going:



Congratulations to tonight's honorees!



Colleagues and friends,

As we bring our 100th anniversary celebration to a close, I can't think of a better way to culminate it than by recognizing the amazing talent in our Pittsburgh creative community.

Any organization, company or group doesn't make it 100 years without continuing to adapt and change. That's exactly what we've done and what we'll continue to do. Last fall we held the inaugural PGH AdWeek, an event that commemorated the rich history of Pittsburgh's advertising and creative communities – and it's coming back in 2025. And that's just a small look into the future. We have big plans moving forward as we continue to evolve to better serve our membership and to keep the creative fire ignited in our community.

To all of the winners and finalists at both the local and district level, congratulations! And for those entries that will be moving onto the National competition, we'll be cheering you on.

I'd like to personally thank the Pittsburgh American Advertising Awards committee for putting this show together. Special thanks to Tonic by Highmark Health for coming through with another amazing show theme and all of the creative development, ideation and materials to bring it to life. And this show would not be possible without two incredible people, our ADDY Chair, Matt Hildebrand and Evie DeSarno. Their talent, knowledge and true grit are the reason we're able to celebrate tonight.

Enjoy the show!

Maureen Rooney

President, American Advertising Federation Pittsburgh

May 2, 2024



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2023-2024 pittsburgh american advertising awards

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

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



Denotes a Gold ADDY Winner

Special thanks to our sponsors who made this show possible:

Big Science | Brunner | MarketSpace | untitled | Tonic | And our hosts, The Power Center at Duquesne University

SPECIAL THANKS TO

Big Bald Matt
Big Science
Mo Rooney, MarketSpace Communications
Brian Ackermann
GH Advertising
Gordon Robertson, Hullabaloo Agency
Jeremie Musyt, NFM+Dymun
Heather Kratsas
Shannon Baker
Lisa Airesman
Spark Signs
UPMC
David Kelly
Megan Peterson, The Power Center
Parkhurst Catering at The Power Center

AMERICAN ADVERTISING AWARDS CHAIR

Matt Hildebrand

JUDGING CHAIR

Gordon Robertson

KICKASS BOOK LAYOUT

Michelle L. Bauer

SHOW PRODUCTION

Matt Hildebrand

BOOK PRINTER

Fotorecord

SHOW AUDIO PRODUCTION

Big Science

VOICE OVER TALENT

Lisa Airesman

EVENT PHOTOGRAPHY

Drew Moniot

LOCAL AWARD TROPHIES

Elegance In Awards

CREATIVE CONCEPT, ARTWORK

Tonic

- * Alicia Abbey
- * Jon Lamphier
- * Kevin Hilliker
- * Nicole Sedlock
- * Callie Andro
- * Paul Barman
- * Jay Korey
- * Jason Mileto
- * Gio Rodriguez
- * Tyler Rupert
- * Judy Gurchak
- * Anastasia Farmerie

judges



Billy Barnes
Writer
Creative Director

Billy Barnes is an award-winning creative director and copywriter from Raleigh, NC. He's worked at agencies big and small, on just about every industry there is. Billy got his start in NYC before making the move south for warmer weather and better barbecue.

His advice to creatives and clients is simple – Be interesting.



Mike Latshaw
Creative Director

Mike Latshaw is an award-winning Creative Director with 12+ years of experience. Hailing from Pittsburgh, PA, he's served iconic brands like Burger King, Subway Restaurants, Budweiser and Applebee's. His work has been recognized with multiple Cannes Lions, Effies, WEBBYS, and more.

In his free time Mike enjoys playing tennis in New York.



Lisa Sirbaugh
Creative

Lisa Sirbaugh is the Principal and Creative Director of Lisa Sirbaugh Creative, a multi-disciplinary branding and graphic design studio in Frederick, MD. As a strategic partner, Lisa works closely with her clients to develop powerful solutions framed by strategy and creativity to form brands that people connect with.

Before launching her own studio in 2015, Lisa worked for creative firms, both large and small, in Canada and the U.S. Throughout her 30+ year career, she has had the pleasure of working with incredible clients across a multitude of industries, including: food and beverage, health and wellness, beauty, finance, real estate, arts and entertainment, home and garden, government, education, and non-profit organizations. Along the way, Lisa's work has been recognized by Communication Arts, Graphis, Communicator Awards, American Illustration, MUSE Awards, Logo Lounge, and the American Advertising Awards.

Lisa has been actively involved with the American Advertising Federation in numerous capacities over the years, including serving on the board of directors, co-chairing numerous ADDY Awards, and has proudly served as an American Advertising Awards judge. Reaching beyond the AAF, Lisa has also served as a portfolio reviewer for AIGA's student Portfolio Bootcamp and had the distinct honor of judging AIGA's Flux, a nationwide student design competition.



Lindy Gross
Writer
Creative Director

A creative director and self-proclaimed nerd, Lindy has led agency teams in Atlanta, Philadelphia, and Portland (the one in Oregon). With more than <cough cough> years in the ad business under her belt, she has a knack for creating unexpected work that moves people to action – whether that means buying a widget or donating to a nonprofit. Lindy's experience spans a wide range of brands, including the American Cancer Society, L'Oreal, Verizon, GlaxoSmithKline, Intel, and Coca-Cola.

Lindy started her career as a copywriter. She believes in tight creative briefs, the oxford comma, and punk rock. She currently works for Warner Bros Games as a narrative designer on Harry Potter: Magic Awakened.



Ryan Coleman
Creative Director
VP

Ryan Coleman is a husband, dad, writer, animal lover and Tar Heel through and through. He's also a Group Creative Director/VP at Luquire whose work has been recognized by Cannes, One Show, Communication Arts, New York Festivals and the National AAF, among others. A nearly-native North Carolinian, Ryan enjoys spending time outdoors with his wife and coaching his son's teams to mediocre records.



TONIC BY HIGHMARK HEALTH

Physician Recruiting Welcome Boxes
AHN

Geoff Allerton, Sr. Copywriter

Ken Krapfl, Art Director

Chenoa Gregory, Production Artist

Lori Hudak, Print Production Manager

Jackie Bartlett, Senior Creative Activation Manager

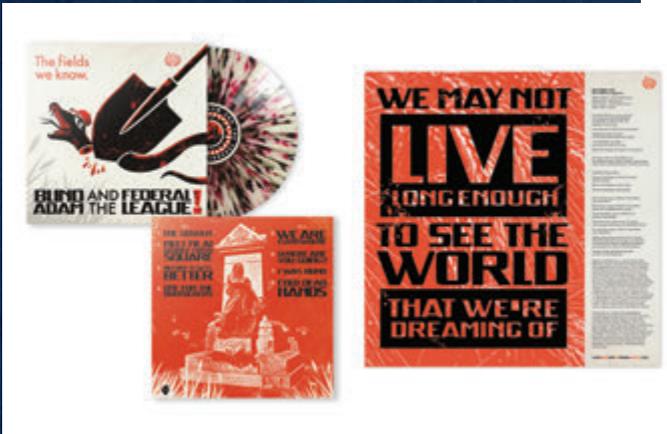
Carly Helt, Senior Creative Project Manager

Dani Caruso, Senior Creative Project Manager

Tyler Bergholz, Associate Creative Director

Meg Flanagan, Associate Creative Director

Tim Cohrs, Director, Creative



WALL-TO-WALL STUDIOS

Blind Adam The Fields We Know Album
Bypolar Records

Doug Dean, Creative Director, Designer



GH ADVERTISING

Capes
Heinz History Center

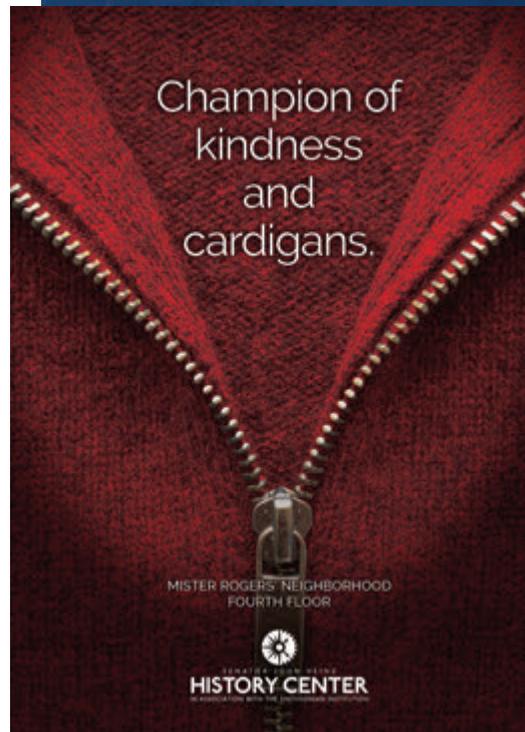
Debbie Regan, *CD/Art Director*
Vince Robleto, *ACD/Copywriter*
Beth Beck, *ACD/Copywriter*
Lindsey Fischer, *Senior Copywriter*
Mike Giunta, *CCO*



GH ADVERTISING

Cardigan
Heinz History Center

Debbie Regan, *CD/Art Director*
Vince Robleto, *ACD/Copywriter*
Beth Beck, *ACD/Copywriter*
Lindsey Fischer, *Senior Copywriter*
Mike Giunta, *CCO*





GH ADVERTISING

Wonder
Chutz-POW magazine

Tia Kalas, CD
Vince Robleto, ACD/Copywriter
Scott Westgate, ACD/Art Director/Photographer
Beth Beck, ACD
Lindsey Fischer, Senior Copywriter
Mike Giunta, CCO
Dave Bernhardt, Retoucher



GH ADVERTISING

Dark Knight
Chutz-POW magazine

Tia Kalas, CD
Vince Robleto, ACD/Copywriter
Scott Westgate, ACD/Art Director/Photographer
Beth Beck, ACD
Lindsey Fischer, Senior Copywriter
Mike Giunta, CCO
Dave Bernhardt, Retoucher

GH ADVERTISING

Spidey
Chutz-POW magazine

Tia Kalas, CD
Vince Robleto, ACD/Copywriter
Scott Westgate, ACD/Art Director/Photographer
Beth Beck, ACD
Lindsey Fischer, Senior Copywriter
Mike Giunta, CCO
Dave Bernhardt, Retoucher



GH ADVERTISING

Mister Rogers
Heinz History Center

Debbie Regan, CD/Art Director
Vince Robleto, ACD/Copywriter
Beth Beck, ACD/Copywriter
Lindsey Fischer, Senior Copywriter
Mike Giunta, CCO



GH ADVERTISING

Chutz-POW!
Chutz-POW magazine

Tia Kalas, CD
Vince Robleto, ACD/Copywriter
Scott Westgate, ACD/Art Director/Photographer
Beth Beck, ACD
Lindsey Fischer, Senior Copywriter
Mike Giunta, CCO
Dave Bernhardt, Retoucher





TONIC BY HIGHMARK HEALTH

Physician Recruiting Welcome Boxes AHN

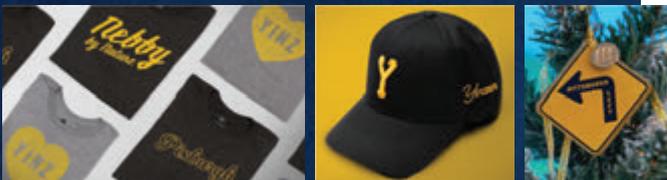
- Geoff Allerton, *Sr. Copywriter*
- Ken Krapfl, *Art Director*
- Chenoa Gregory, *Production Artist*
- Lori Hudak, *Print Production Manager*
- Jackie Bartlett, *Senior Creative Activation Manager*
- Carly Helt, *Senior Creative Project Manager*
- Dani Caruso, *Senior Creative Project Manager*
- Tyler Bergholz, *Associate Creative Director*
- Meg Flanagan, *Associate Creative Director*
- Tim Cohrs, *Director, Creative*



TONIC BY HIGHMARK HEALTH

Goods that Give Merchandise AHN

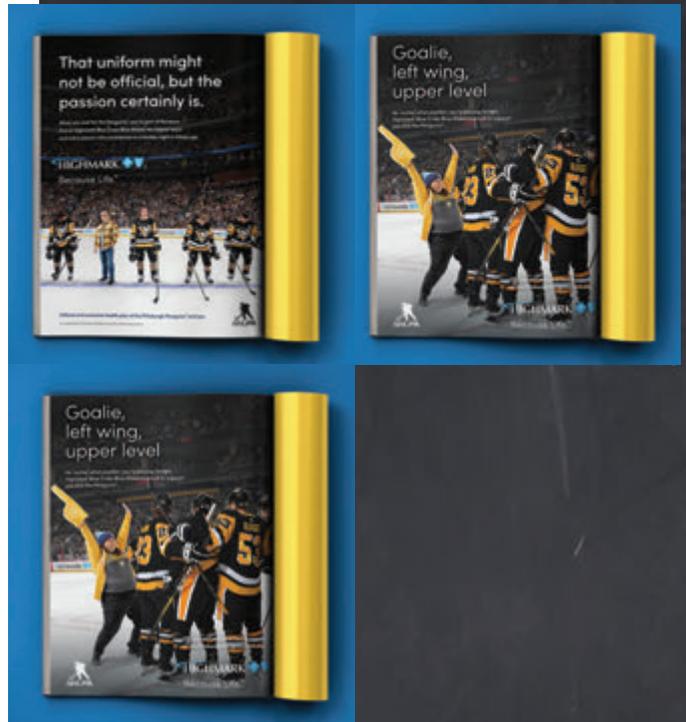
- Emily DeAndrea, *Art Director*
- Craig Ferrence, *Art Director*
- Chenoa Gregory, *Production Artist*
- Tyler Bergholz, *Associate Creative Director*
- Meg Flanagan, *Associate Creative Director*
- Tim Cohrs, *Director, Creative*
- Lori Hudak, *Print Production Manager*
- Paula Taggart, *Lead Brand Activation Strategist*
- Brad Keen, *Manager Brand Activations*
- Daniele Caruso, *Senior Creative Project Manager*



TONIC BY HIGHMARK HEALTH

We're All Here to Play Pens Ads Highmark

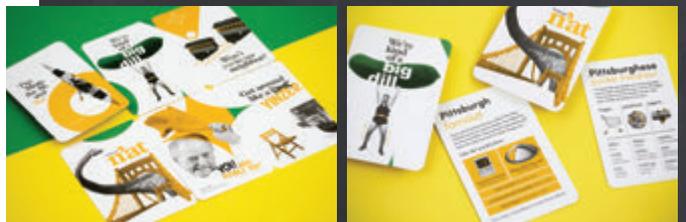
Bryon Creagh, *Senior Creative Design Analyst*
Lauren Black, *Lead Copywriter*
Aaron Schieferstein, *Production Artist*
Travis Miller, *Creative Design Analyst*
Rob Doerzbacher, *Associate Creative Director*
Shawn Smith, *Associate Creative Director*
Jeremy Brinling, *Senior Creative Account Liaison*
Cheyenne Kressley, *Creative Project Manager*
Mary Beth Villalobos, *Brand Sponsorship Manager*
Jenna Morrison, *Brand Sponsorship Specialist*
Kaylee Ritchie, *Senior Copy Editor*



TONIC BY HIGHMARK HEALTH

Physician Recruiting Flash Cards AHN

Geoff Allerton, *Sr. Copywriter*
Ken Krapfl, *Art Director*
Chenoa Gregory, *Production Artist*
Lori Hudak, *Print Production Manager*
Jackie Bartlett, *Senior Creative Activation Manager*
Carly Helt, *Senior Creative Project Manager*
Dani Caruso, *Senior Creative Project Manager*
Tyler Bergholz, *Associate Creative Director*
Meg Flanagan, *Associate Creative Director*
Tim Cohrs, *Director, Creative*





GH ADVERTISING

Cuffs
UPMC Vision Institute

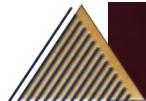
Tia Kalas, **CD**
Scott Westgate, **ACD/Art Director**
Beth Beck, **ACD/Copywriter**
Mike Giunta, **CCO**



GH ADVERTISING

Cord
UPMC Vision Institute

Tia Kalas, **CD**
Scott Westgate, **ACD/Art Director**
Beth Beck, **ACD/Copywriter**
Mike Giunta, **CCO**



DEEPLocal

Activision Call of Duty Next 2023
Activision

Activision, *Client*

Liquid Death, *Partner*

Deeplocal, *Creative Technology & Experience Design*



GH ADVERTISING

Case Dismissed
UPMC Vision Institute

Tia Kalas, *CD*

Scott Westgate, *ACD/Art Director*

Beth Beck, *ACD/Copywriter*

Mike Giunta, *CCO*

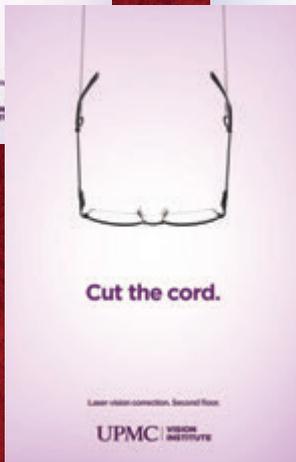




TONIC BY HIGHMARK HEALTH

Goods that Give, AHN Pop-Up Shop
AHN

Emily DeAndrea, **Art Director**
 Craig Ferrence, **Art Director**
 Chenoa Gregory, **Production Artist**
 Tyler Bergholz, **Associate Creative Director**
 Meg Flanagan, **Associate Creative Director**
 Tim Cohrs, **Director, Creative**
 Anastasia Farmerie, **Agency Producer**
 Lori Hudak, **Print Production Manager**
 Paula Taggart, **Lead Brand Activation Strategist**
 Brad Keen, **Manager Brand Activation**
 Daniele Caruso, **Senior Creative Project Manager**



GH ADVERTISING

Laser Vision Correction
UPMC Vision Institute

Tia Kalas, **CD**
 Scott Westgate, **ACD/Art Director**
 Beth Beck, **ACD/Copywriter**
 Mike Giunta, **CCO**

GH ADVERTISING

Survivor
National Catholic Center
for Holocaust Education

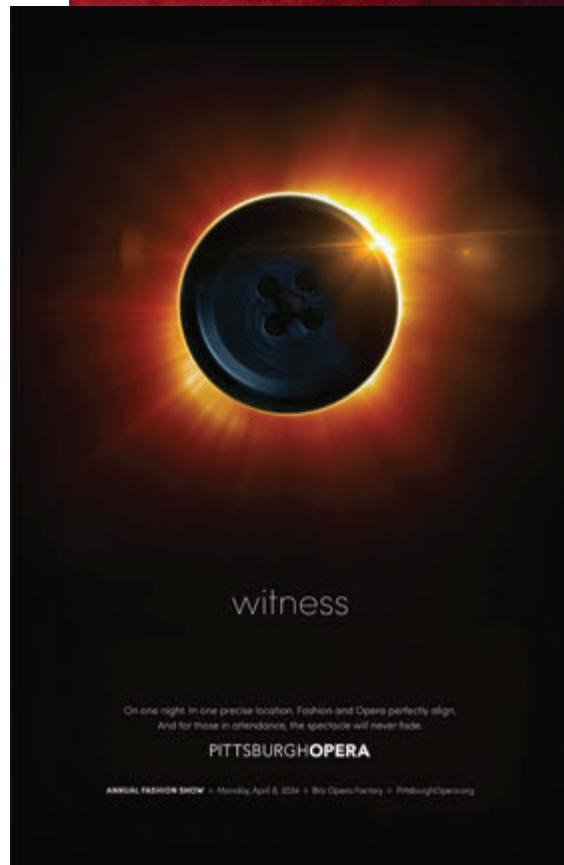
Tia Kalas, CD
Derek Julin, Art Director
Mike Giunta, CCO
Tom Cwenar, Photographer
Dave Berhnardt, Retoucher

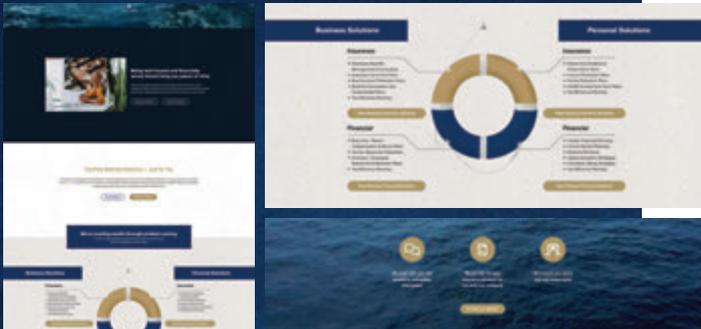
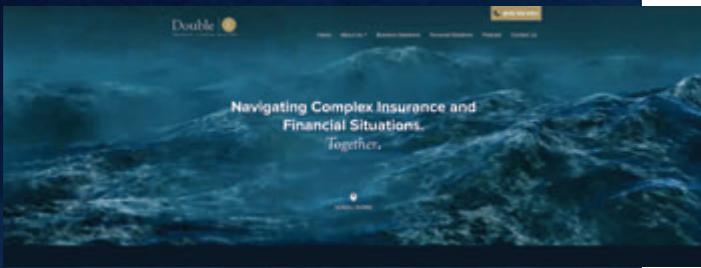


MARKETSPACE AGENCY

Eclipse
Pittsburgh Opera

John Miller, Creative Director / Art Director
Gordon Robertson, Copywriter
Cherina Pelissier, Senior Account Executive





VENDILLI DIGITAL GROUP

Double E, LLC.
Double E, LLC.

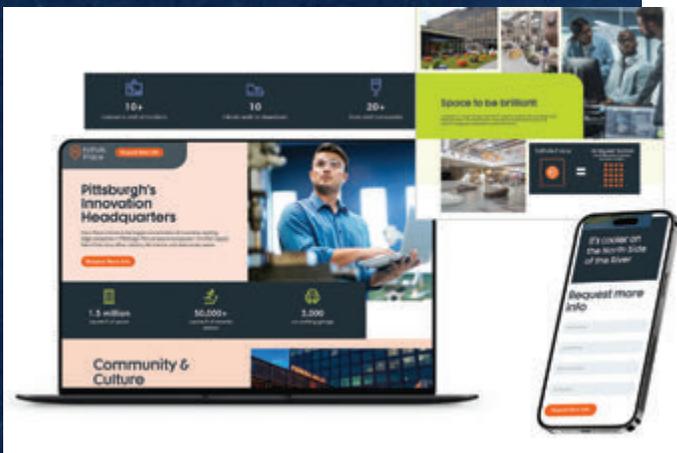
Danielle Matthews, **Director of Operations**
Rob Brunskill, **Developer**
Rob Donaldson, **Director of Client Services**



GH ADVERTISING

PPG 140
PPG

Debbie Regan, **CD/Art Director**
Scott Westgate, **ACD/Art Director**
Lindsey Fischer, **Senior Copywriter**
Colten Gill, **Social Media Manager**
Kim Tarasi, **Account Executive**
Mike Giunta, **CCO**
Michelle Bauer, **Motion Graphics Art Director**



WALL-TO-WALL STUDIOS

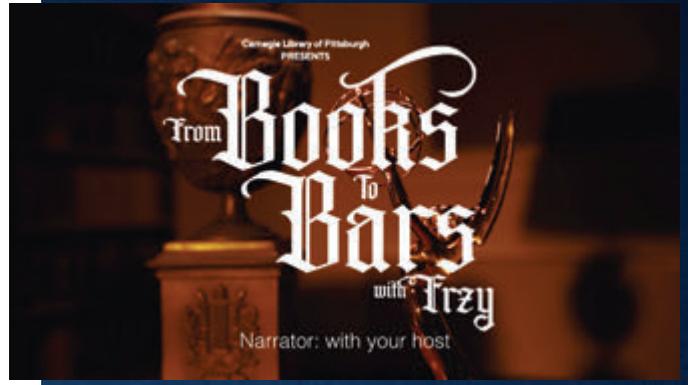
Nova Place Brilliance Works Here
Nova Place

Doug Dean, **Creative Director**
Larkin Werner, **Creative Director**
Nate Fussner, **Design Director**
Emma Seager, **Designer**
Ira Lederer, **Motion Designer**
Miche Riches, **Manager, Digital Strategy**
Ann Trondle-Price, **Writer**

CARNEGIE LIBRARY OF PITTSBURGH

From Books to Bars with Frzy!
Carnegie Library of Pittsburgh

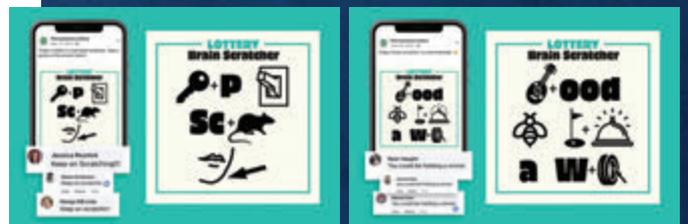
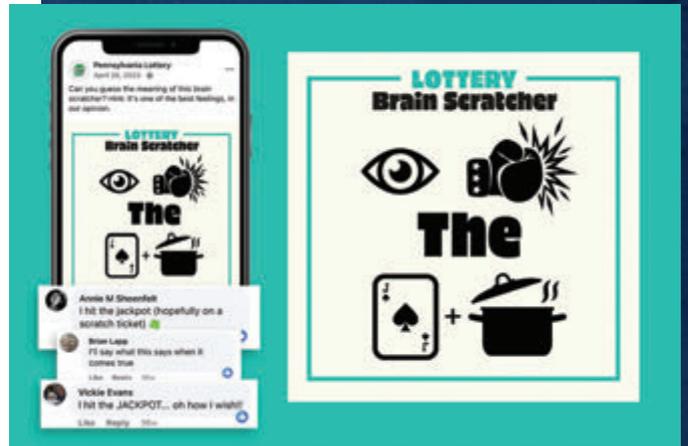
Carnegie Library of Pittsburgh, **Executive Producer**
Frzy, **Executive Producer**, **Creative**
Mike Cerce, **Producer/Director**
Suzanne Thinnis, **Producer**
Delroy "D-Roy" Andrews, **Music**
Mark Ryes, **Episode Narrator**
Dean Bog, **Photography/Editing**
Darcy Neureiter, **Production Assistant**



9ROOFTOPS

Lottery Brain Scratcher Campaign
The Pennsylvania Lottery

Jules Davis, **Graphic Designer**
Laurel Hoachlander, **Graphic Designer**
Lauren Townsend, **Senior Copywriter**
Shane Patnesky, **Associate Creative Director**
Josh Blasingame, **VP/Group Creative Director**
Scott Seymour, **EVP/Chief Creative Officer**
Nelli Tokleh, **Senior Social Media Strategist**
Kathryn Gossel, **Account Supervisor**





BARKLEY

Scepter Studio Sessions
The Andy Warhol Museum

Geoff Hoskinson, **Creative Director**
Cathy Bowen, **Creative Director**



GH ADVERTISING

Hand
ScareHouse

Tia Kalas, **CD**
Scott Westgate, **ACD/Art Director**
Mike Giunta, **CCO/Copywriter**
Ben Pritchard, **Director of Interactive**
Dave Bernhardt, **Retoucher**



GH ADVERTISING

Foot
ScareHouse

Tia Kalas, **CD**
Scott Westgate, **ACD/Art Director**
Mike Giunta, **CCO/Copywriter**
Ben Pritchard, **Director of Interactive**
Dave Bernhardt, **Retoucher**



GH ADVERTISING

Cosmetics
ScareHouse

Tia Kalas, **CD**
Scott Westgate, **ACD/Art Director**
Mike Giunta, **CCO/Copywriter**
Ben Pritchard, **Director of Interactive**
Dave Bernhardt, **Retoucher**

GH ADVERTISING

Pharma
ScareHouse

Tia Kalas, **CD**
Scott Westgate, **ACD/Art Director**
Mike Giunta, **CCO/Copywriter**
Ben Pritchard, **Director of Interactive**
Dave Bernhardt, **Retoucher**



GH ADVERTISING

Bank
ScareHouse

Tia Kalas, **CD**
Scott Westgate, **ACD/Art Director**
Mike Giunta, **CCO/Copywriter**
Ben Pritchard, **Director of Interactive**
Dave Bernhardt, **Retoucher**

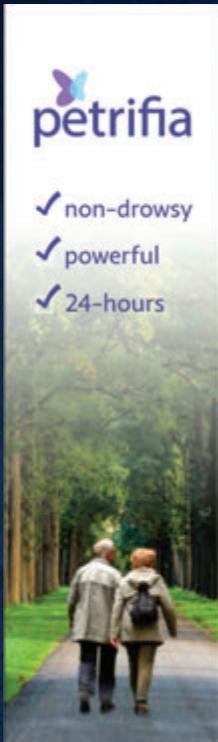


GH ADVERTISING

ScareHouse Moving
ScareHouse

Tia Kalas, **CD**
Scott Westgate, **ACD/Art Director**
Mike Giunta, **CCO/Copywriter**
Ben Pritchard, **Director of Interactive**
Dave Bernhardt, **Retoucher**





GH ADVERTISING

ScareHouse Takeover
ScareHouse

- Tia Kalas, **CD**
- Scott Westgate, **ACD/Art Director**
- Mike Giunta, **CCO/Copywriter**
- Ben Pritchard, **Director of Interactive**
- Dave Bernhardt, **Retoucher**



PIPITONE

UPMC Annual Community Report
UPMC

- Scott Pipitone, **President & CEO**
- Shari Holderman, **Senior Account Supervisor**
- Ashley Burk, **Account Executive**
- Gil Gilman, **Senior Content Strategist**
- Vince Maffessanti, **Director, Creative Services**
- Kamron Rudisill, **Art Director**
- Randy Livingston, **Senior Art Director**
- Noah Hilton

GATESMAN AGENCY

CNX: Dream Fields

CNX

Mark DiPietro, VP, Sr. Creative Director

Ian Young, Creative Director

Matt Lawrenson, Sr. Designer

Beth Thompson, VP, Director of PR & Social Media

Courtney McCrimmon, PR/Social Account Supervisor

Brady Warmbien, PR/Social Account Executive

J dax Parise, Executive Producer

Katie Mielo, Producer

Chris Cichra, Director

Andy Witkowski, Aerial Cinematographer



UNTITLED CONTENT

NOW Vitamins Testing

NOW Foods

J dax Parise, Executive Producer

Katie Mielo, Producer

Aaron Platt, Director

Chris Cichra, Editor

Dan Winne, VFX/3D Animation

Andy Witkowski, Colorist





9ROOFTOPS

PAL Talking Tickets "Laundry"
The Pennsylvania Lottery

Hannah Rosin, *Creative Director*
David Seman, *Creative Director*
Josh Blasingame, *VP/Group Creative Director*
Michael Killen / Animal, *Director*
Kelly Durhan, *Senior Executive Producer*
Scott Seymour, *EVP + Chief Creative Officer*
Big Science *Music*



BARKLEY

Join the Family
The Andy Warhol Museum

Geoff Hoskinson, *Creative Director*
Cathy Bowen, *Creative Director*

BRUNNER

Let's Talk Tomorrow
WesBanco

Dan Magdich, *VP, Executive Creative Director*
Kevin Corfield, *Creative Director*
Caitlin Brunner, *Senior Copywriter*
Karl Fritzman, *Associate Creative Director*
Emily DeShantz, *Associate Director, Video Production*
Dave Garcia, *Director/Editor - Kaboom*
Jennifer Pflug, *Associate Director, Client Service*
Ashley Miller, *Sr. Account Manager*
Lauren Schwartz, *Executive Producer - Kaboom*
Rob Deaner, *Audio - v6 Music + Post*
Dan Edwards, *Colorist*



ANIMAL, INC

Who's a Good Owner?
Progressive Insurance

Michael Killen, *Director*
Ninety6, *Agency*
Remi Kent, *CMO*
Matt Dillon, *Head of Agency*
Brandon Lisy, *Creative Director*
Terry Geer, *Art Director, Editor*
Todd Thompson, *Social Platforms*
Jen Short, *Producer*
Monique Merk, *Producer*
Greg Pfiffner, *Writer*
Quinton Boudwin, *Writer*
Hayden Nagin, *Designer*





TONIC BY HIGHMARK HEALTH

"How's it going?" PSA video
Highmark + AHN

- Amy Spears, *SVP Brand & Creative, Head of Tonic*
- Jon Lamphier, *Director, Creative*
- Heather Kratsas, *Director, Creative Account Management*
- Nicole Sedlock, *Art Director*
- Ben Korman, *Lead Copywriter*
- Molly Fallon, *Lead Brand Activation Strategist*
- Sam Namey, *Sr. Video Production Specialist*
- Tyler Rupert, *Lead Video Production Specialist*
- Rachel Borowski, *Manager, Corporate Communications*
- Ian Vehar, *Lead Marketing Strategy Analyst*
- Animal, *Agency Partner (Video)*



UNTITLED CONTENT

Aerie Spring 12023
Aerie

- J dax Parise, *Executive Producer*
- Katie Mielo, *Producer*
- Chris Cichra, *Director of Photography*
- Emily Swenglish, *Editor*
- Andy Witkowski, *Colorist*



UNTITLED CONTENT

Aerie Spring 2 2023
Aerie

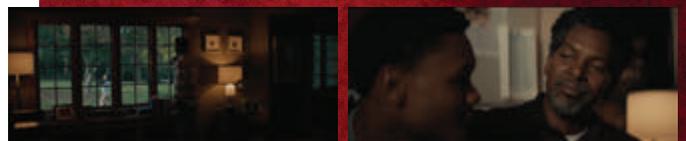
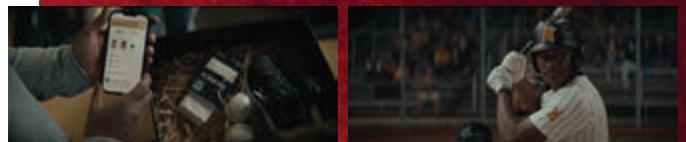
J dax Parise, **Executive Producer**
Katie Mielo, **Producer**
Chris Cichra, **Director of Photography**
Emily Swenglish, **Editor**
Andy Witkowski, **Colorist**



VOYAGE VISUALS

Athlete of the Future
Dick's Sporting Goods

Alan Jaskiewicz, **Director / Editor**
Ryan Sanderson, **DP**
Stephen Turselli, **Producer**
Frank Rocks, **Producer**
Deb Peterson, **1st AC**
Jeff Vandermolen, **Gaffer**
Kellan Andersen, **Art Director**
Casey Patterson, **Costumes**
Joakim Rissveds, **Colorist**
Tyler Myers, **Sound Design**
Ben Winwood, **Music Composer**
Jason Jouver, **Location Sound**





PMI DIGITAL

PPG - 2024 Color Of The Year
PPG Industries

Damien D'Amico, *Creative Director*
Julia Hannan, *Executive Producer*
Phil Atkins, *Director of Photography*
Shawn Jackson, *Sound Engineer*
Colleen O'Neil, *Production Coordinator*
Vanessa Peterson, *Global Color Styling Lead*
Alicia Cafardi, *Associate Director, Global Marketing Communications*
Summer Sager, *Communications Associate*
Desiree Miller, *Senior Communications Partner*
Jessica Munarini, *Communications Associate*

HEADSPACE MEDIA

The Commonplace Coffee Documentary
Commonplace Coffee

Matthew Fridg, *Director/Cinematographer*
Lauren Young, *Producer*
Abby Eckhardt, *Producer*
Brandon Hallick, *Editor*

PMI DIGITAL

PPG – 2024 Color Of The Year
PPG Industries

- Damien D’Amico, *Creative Director*
- Julia Hannan, *Executive Producer*
- Phil Atkins, *Director of Photography*
- Shawn Jackson, *Sound Engineer*
- Colleen O’Neil, *Production Coordinator*
- Vanessa Peterson, *Global Color Styling Lead*
- Alicia Cafardi, *Associate Director, Global Marketing Communications*
- Summer Sager, *Communications Associate*
- Desiree Miller, *Senior Communications Partner*
- Jessica Munarini, *Communications Associate*



UNTITLED CONTENT

Aerie Spring 2023 Campaign
Aerie

- J dax Parise, *Executive Producer*
- Katie Mielo, *Producer*
- Chris Cichra, *Director of Photography*
- Emily Swenglish, *Editor*
- Andy Witkowski, *Colorist*





TONIC BY HIGHMARK HEALTH

"How's it going?" PSA campaign
Highmark + AHN

Amy Spears, *SVP Brand & Creative, Head of Tonic*

Jon Lamphier, *Director, Creative*

Heather Kratsas, *Director, Creative Account Management*

Nicole Sedlock, *Art Director*

Ben Korman, *Lead Copywriter*

Molly Fallon, *Lead Brand Activation Strategist*

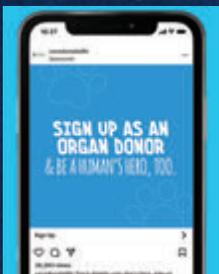
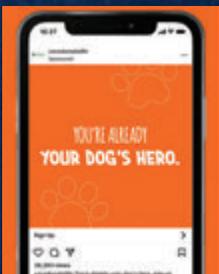
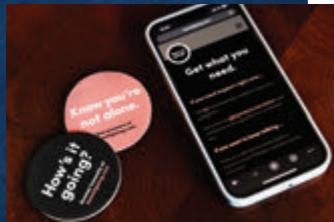
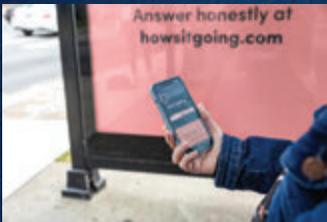
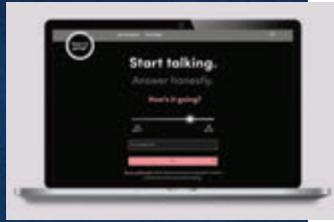
Michelle Moore, *Sr. Production Artist*

Rachel Borowski, *Manager, Corporate Communications*

Ian Vehar, *Lead Marketing Strategy Analyst*

Maria Gualtieri Bowers, *Agency Partner (Strategy)*

Yamamoto, *Agency Partner (Strategy)*



GATESMAN AGENCY

CORE: Hero Dogs

CORE

Mark DiPietro, *VP, Sr. Creative Director*

Matt Lawrenson, *Sr. Designer*

Beth Thompson, *VP, Director of PR & Social Media*

Melissa Mader, *Account Director, PR/Social*

Stephanie Rizzo, *Sr. Account Executive of PR*

Corey Stark, *Account Supervisor*

Grant Tollet, *Media Manager*

Andy Biefel, *VP, Director of Performance Media*

GATESMAN AGENCY

CNX: Dream Fields
CNX

Mark DiPietro, VP, Sr. Creative Director

Ian Young, Creative Director

Matt Lawrenson, Sr. Designer

Molly Mykich, Jr. Designer

Beth Thompson, VP, Director of PR & Social Media

Courtney McCrimmon, Public Relations/Social Account Supervisor

Brady Warmbien, PR/Social Account Executive

Brian Abzanka, Operations Assistant / Vendor Coordinator

J. dax Parise, Executive Producer

Katie Mielo, Producer

Chris Cichra, Director



GNC

GNC Holdings, LLC
Glory Days Campaign

Erin Flagg, VP, Creative

Nate Custard, Creative Director

TJ Ladner, Associate Creative Director

Jamie Gray, Associate Creative Director

Frank Cuniff, Sr. Copywriter

Hayley Dupree, Copywriter

Sara Desharnais, Proofreader

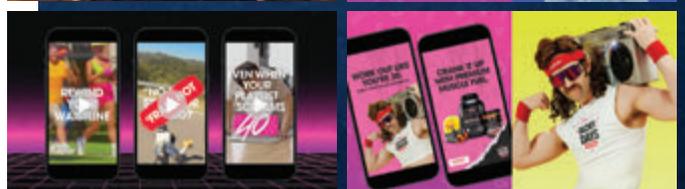
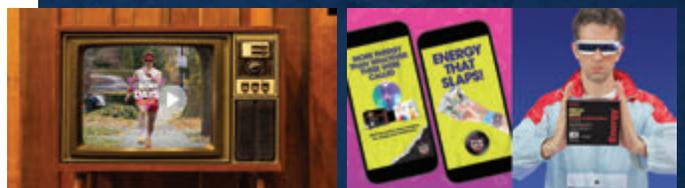
Zack Wallover, Art Director

Mike Hardwick, Sr. Graphic Designer

Jay Rupp, Lead Graphic Designer

Mikaiah Vea, Graphic Designer

Thomas Foglia, Art Director/Designer





9ROOFTOPS

PAL Talking Tickets Scratch-Offs
The Pennsylvania Lottery

Hannah Rosin, *Creative Director*

David Seman, *Creative Director*

Josh Blasingame, *VP/Group Creative Director*

Michael Killen / Animal, *Director*

Kelly Durhan, *Senior Executive Producer*

Scott Seymour, *EVP + Chief Creative Officer*



GH ADVERTISING

GH New Brand
GH Advertising

Tia Kalas, *CD*

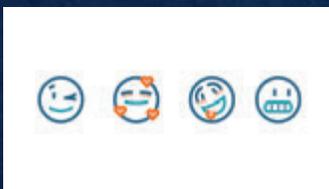
Scott Westgate, *ACD/Art Director*

Mike Giunta, *CCO*

Michelle Bauer, *Video Editor*

Ben Pritchard, *Director of Interactive*

Chelsea Jones, *Animation*

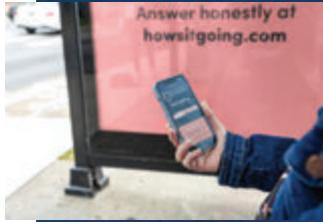
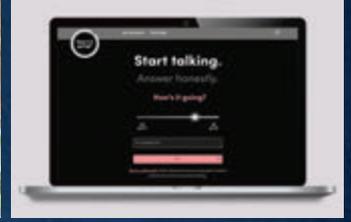




TONIC BY HIGHMARK HEALTH

“How’s it going?” PSA campaign
Highmark + AHN

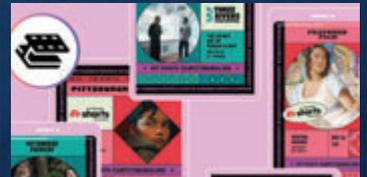
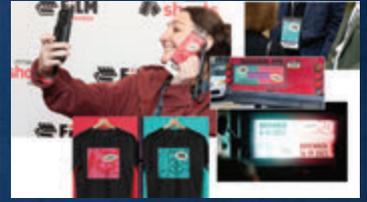
- Amy Spears, *SVP Brand & Creative, Head of Tonic*
- Jon Lamphier, *Director, Creative*
- Heather Kratsas, *Director, Creative Account Management*
- Nicole Sedlock, *Art Director*
- Ben Korman, *Lead Copywriter*
- Molly Fallone, *Lead Brand Activation Strategist*
- Michelle Moore, *Sr. Production Artist*
- Rachel Borowski, *Manager, Corporate Communications*
- Ian Vehar, *Lead Marketing Strategy Analyst*
- Maria Gualtieri Bowers, *Agency Partner (Strategy)*
- Yamamoto, *Agency Partner (Strategy)*

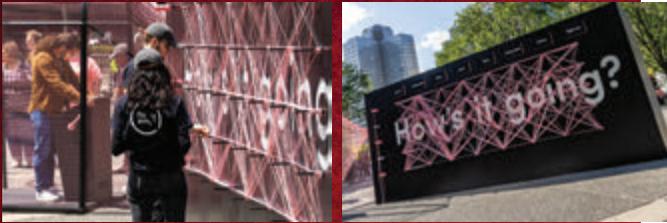


WALL-TO-WALL STUDIOS

Film Pittsburgh 3RFF + Shorts
Film Pittsburgh

- Doug Dean, *Creative Director*
- Larkin Werner, *Creative Director*
- Nate Fussner, *Design Director*
- Emma Seager, *Designer*
- Ira Lederer, *Motion Designer*





TONIC BY HIGHMARK HEALTH

"How's it going?" PSA video
Highmark + AHN

Amy Spears, *SVP Brand & Creative, Head of Tonic*
Jon Lamphier, *Director, Creative*
Heather Kratsas, *Director, Creative Account Management*
Nicole Sedlock, *Art Director*
Ben Korman, *Lead Copywriter*
Molly Fallon, *Lead Brand Activation Strategist*
Sam Namey, *Sr. Video Production Specialist*
Tyler Rupert, *Lead Video Production Specialist*
Rachel Borowski, *Manager, Corporate Communications*
Ian Vehar, *Lead Marketing Strategy Analyst*
Animal, *Agency Partner (Video)*



TONIC BY HIGHMARK HEALTH

Physician Recruiting Flash Cards
AHN

Amy Spears, *SVP Brand & Creative, Head of Tonic*
Jon Lamphier, *Director, Creative*
Heather Kratsas, *Director, Creative Account Management*
Nicole Sedlock, *Art Director*
Ben Korman, *Lead Copywriter*
Molly Fallon, *Lead Brand Activation Strategist*
Sam Namey, *Sr. Video Production Specialist*
Tyler Rupert, *Lead Video Production Specialist*
Rachel Borowski, *Manager, Corporate Communications*
Ian Vehar, *Lead Marketing Strategy Analyst*
Animal, *Agency Partner (Video)*

WALL-TO-WALL STUDIOS

Java Kai
 Java Kai
 Doug Dean, *Creative Director*
 Larkin Werner, *Creative Director*
 Nate Fussner, *Design Director*



WALL-TO-WALL STUDIOS

6th Street Corridor
 Pittsburgh Downtown Partnership
 Larkin Werner, *Creative Director*
 Doug Dean, *Creative Director*
 Nate Fussner, *Design Director*
 Emma Seager, *Designer*



TONIC BY HIGHMARK HEALTH

2023 AHN Illumination Gala Timeline
 AHN
 Ken Krapfl, *Art Director*
 Geoff Allerton, *Lead Copywriter*
 Jane DiBucci, *Lead Production Artist*
 Jay Korey, *Senior Production Artist*
 Brandy Mitchell, *Senior Creative Activation Manager*
 Carly Helt, *Senior Creative Project Manager*
 Tyler Bergholz, *Associate Creative Director*
 Meg Flanagan, *Associate Creative Director*
 Tim Cohrs, *Director, Creative*
 Alpha Graphics, *Vendor*





THE VERB AGENCY

Wind Gap Bluegrass Festival
The Verb Agency

Ted Walzl, *Creative Director / Illustrator*
Christa Vinciguerra, *Founder / Creator*



GH ADVERTISING

Oscar
National Catholic Center for Holocaust Education

Tom Cwenar, *Photographer*



HIGHMARK + AHN

"How's it going?" PSA video
Highmark + AHN

Amy Spears, *SVP Brand & Creative, Head of Tonic*
Jon Lamphier, *Director, Creative*
Heather Kratsas, *Director, Creative Account Management*
Nicole Sedlock, *Art Director*
Ben Korman, *Lead Copywriter*
Molly Fallone, *Lead Brand Activation Strategist*
Sam Namey, *Sr. Video Production Specialist*
Tyler Rupert, *Lead Video Production Specialist*
Rachel Borowski, *Manager, Corporate Communications*
Ian Vehar, *Lead Marketing Strategy Analyst*
Animal, *Agency Partner (Video)*

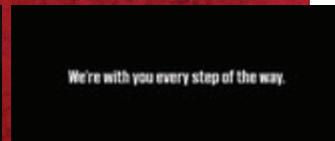


TONIC BY HIGHMARK HEALTH

Physician Recruiting Welcome Boxes
AHN

Geoff Allerton, *Sr. Copywriter*
Ken Krapfl, *Art Director*
Chenoa Gregory, *Production Artist*
Lori Hudak, *Print Production Manager*
Jackie Bartlett, *Senior Creative Activation Manager*
Carly Helt, *Senior Creative Project Manager*
Dani Caruso, *Senior Creative Project Manager*
Tyler Bergholz, *Associate Creative Director*
Meg Flanagan, *Associate Creative Director*
Tim Cohrs, *Director, Creative*





TONIC BY HIGHMARK HEALTH

2023 AHN Illumination Gala Timeline
AHN

- Ken Krapfl, **Art Director**
- Geoff Allerton, **Lead Copywriter**
- Jane DiBucci, **Lead Production Artist**
- Jay Korey, **Senior Production Artist**
- Brandy Mitchell, **Senior Creative Activation Manager**
- Carly Helt, **Senior Creative Project Manager**
- Tyler Bergholz, **Associate Creative Director**
- Meg Flanagan, **Associate Creative Director**
- Tim Cohrs, **Director, Creative**
- Alpha Graphics, **Vendor**



VOYAGE VISUALS

Athlete of the Future
Dick's Sporting Goods

- Alan Jaskiewicz, **Director / Editor**
- Ryan Sanderson, **DP**
- Stephen Turselli, **Producer**
- Frank Rocks, **Producer**
- Deb Peterson, **1st AC**
- Jeff Vandermolen, **Gaffer**
- Kellan Andersen, **Art Director**
- Casey Patterson, **Costumes**
- Joakim Rissveds, **Colorist**
- Tyler Myers, **Sound Design**
- Ben Winwood, **Music Composer**
- Jason Jouver, **Location Sound**

PMI DIGITAL

PPG - 2024 Color Of The Year
PPG Industries

- Damien D'Amico, *Creative Director*
- Julia Hannan, *Executive Producer*
- Phil Atkins, *Director of Photography*
- Shawn Jackson, *Sound Engineer*
- Colleen O'Neil, *Production Coordinator*
- Vanessa Peterson, *Global Color Styling Lead*
- Alicia Cafardi, *Associate Director, Global Marketing Communications*
- Summer Sager, *Communications Associate*
- Desiree Miller, *Senior Communications Partner*
- Jessica Munarini, *Communications Associate*

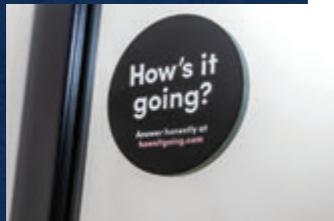
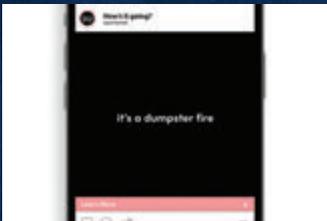
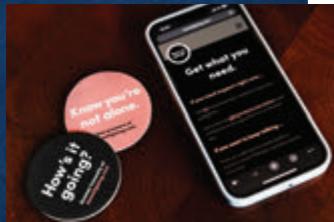
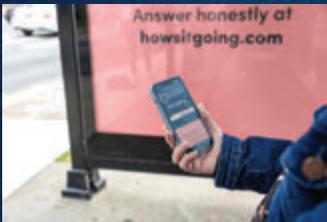
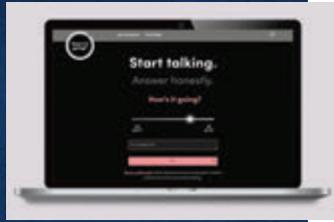


PMI DIGITAL

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- Julia Hannan, *Executive Producer*
- Phil Atkins, *Director of Photography*
- Shawn Jackson, *Sound Engineer*
- Colleen O'Neil, *Production Coordinator*
- Vanessa Peterson, *Global Color Styling Lead*
- Alicia Cafardi, *Associate Director, Global Marketing Communications*
- Summer Sager, *Communications Associate*
- Desiree Miller, *Senior Communications Partner*
- Jessica Munarini, *Communications Associate*





TONIC BY HIGHMARK HEALTH

"How's it going?" PSA campaign
Highmark + AHN

Amy Spears, *SVP Brand & Creative, Head of Tonic*

Jon Lamphier, *Director, Creative*

Heather Kratsas, *Director, Creative Account Management*

Nicole Sedlock, *Art Director*

Ben Korman, *Lead Copywriter*

Molly Fallon, *Lead Brand Activation Strategist*

Michelle Moore, *Sr. Production Artist*

Rachel Borowski, *Manager, Corporate Communications*

Ian Vehar, *Lead Marketing Strategy Analyst*

Maria Gualtieri Bowers, *Agency Partner (Strategy)*

Yamamoto, *Agency Partner (Strategy)*

TONIC BY HIGHMARK HEALTH

AHN Heart to Hearts
AHN

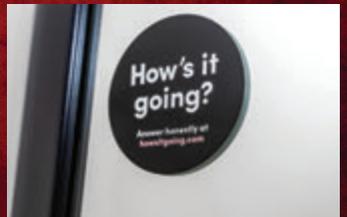
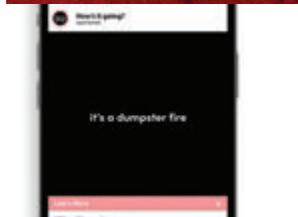
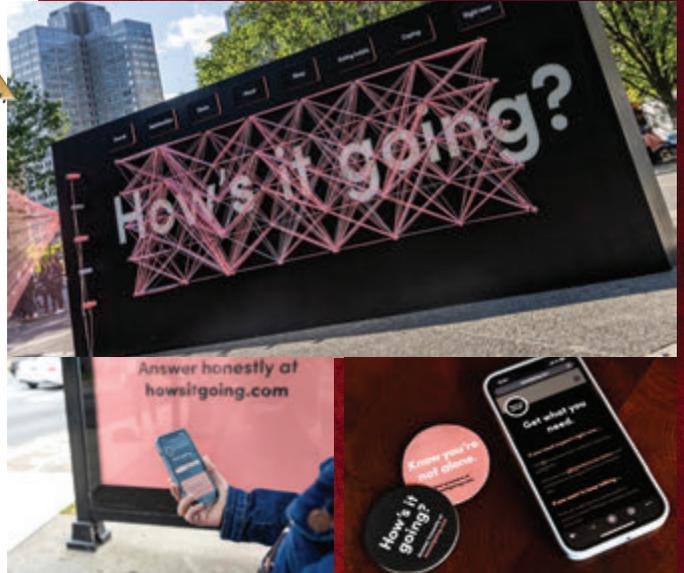
- Craig Ferrence, *Art Director*
- Geoff Allerton, *Senior Copywriter*
- Jay Korey, *Senior Production Artist*
- Brock Kawana, *Creative Design Analyst*
- Lori Hudak, *Print Production Manager*
- Tyler Bergholz, *Associate Creative Director*
- Megan Flanagan, *Manager, Copywriting*
- Tom Cwenar, *Photographer (Cwenar Photography)*
- Jackie Bartlett, *Senior Creative Activation Manager*
- Kristin McNally, *Creative Project Manager*



TONIC BY HIGHMARK HEALTH

“How’s it going?” PSA campaign
Highmark + AHN

- Amy Spears, *SVP Brand & Creative, Head of Tonic*
- Jon Lamphier, *Director, Creative*
- Heather Kratsas, *Director, Creative Account Management*
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- Ben Korman, *Lead Copywriter*
- Molly Fallone, *Lead Brand Activation Strategist*
- Michelle Moore, *Sr. Production Artist*
- Rachel Borowski, *Manager, Corporate Communications*
- Ian Vehar, *Lead Marketing Strategy Analyst*
- Maria Gualtieri Bowers, *Agency Partner (Strategy)*
- Yamamoto, *Agency Partner (Strategy)*





TONIC BY HIGHMARK HEALTH

AHN Heart to Hearts
AHN

Craig Ferrence, *Art Director*
 Geoff Allerton, *Senior Copywriter*
 Jay Korey, *Senior Production Artist*
 Brock Kawana, *Creative Design Analyst*
 Lori Hudak, *Print Production Manager*
 Tyler Bergholz, *Associate Creative Director*
 Megan Flanagan, *Manager, Copywriting*
 Tom Cwenar, *Photographer (Cwenar Photography)*
 Jackie Bartlett, *Senior Creative Activation Manager*
 Kristin McNally, *Creative Project Manager*



GH ADVERTISING

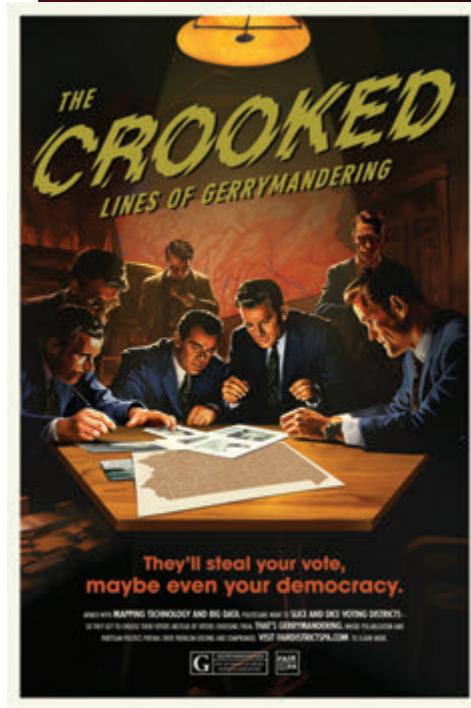
Severed
Fair Districts PA

Debbie Regan, *CD*
 Bryan Vorp, *ACD/Art Director*
 Beth Beck, *ACD/Copywriter*
 Mike Giunta, *CCO*

GH ADVERTISING

Crooked Lines
Fair Districts PA

Debbie Regan, CD
Bryan Vorp, ACD/Art Director
Beth Beck, ACD/Copywriter
Mike Giunta, CCO



GH ADVERTISING

Slashed
Fair Districts PA

Debbie Regan, CD
Bryan Vorp, ACD/Art Director
Beth Beck, ACD/Copywriter
Mike Giunta, CCO





GH ADVERTISING

Fair Districts
Fair Districts PA

Debbie Regan, **CD**
Bryan Vorp, **ACD/Art Director**
Beth Beck, **ACD/Copywriter**
Mike Giunta, **CCO**



TONIC BY HIGHMARK HEALTH

The Art of Caring
AHN

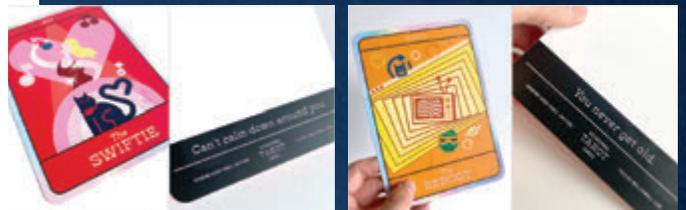
Emily DeAndrea, **Art Director**
Tyler Rupert, **Lead Video Production Specialist**
Jason Mileto, **Lead Video Editor**
Anastasia Farmerie, **Agency Producer**
Tyler Bergholz, **Associate Creative Director**
Meg Flanagan, **Associate Creative Director**
Tim Cohrs, **Director, Creative**
Paula Taggart, **Lead Brand Activation Strategist**
Daniele Caruso, **Senior Creative Project Manager**
Wicked Pittsburgh, **Vendor**



WALL-TO-WALL STUDIOS

Occasional Tarot Cards
Wall-to-Wall Studios

Doug Dean, *Creative Director*
Larkin Werner, *Creative Director*
Nate Fussner, *Design Director*
Ashley Tate, *Designer*

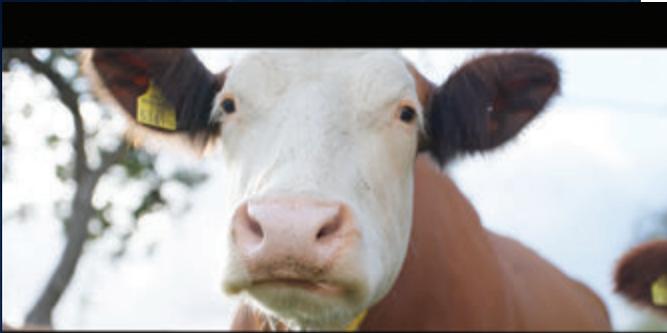


WALL-TO-WALL STUDIOS

Occasional Tarot Cards Website
Wall-to-Wall Studios

Doug Dean, *Creative Director*
Larkin Werner, *Creative Director*
Nate Fussner, *Design Director*
Ashley Tate, *Designer*
Hailey Windsor, *UX Designer*
Miche Riches, *Manager, Digital Strategy*
Ira Lederer, *Motion Designer*
Keyra Novack, *Senior Developer*
David Johnson, *Developer*
Abby Nelson, *Account Manager*





PEOPLE.

Butter is Best People.

Lynda March, **Founder/Executive Producer**

Kimmy Klein, **Producer**

Jelly, **Writer/Director**

Cliff Hemlock, **Editor**

William Allistar, **Graphics**

Beatrice Rolph, **Voice Talent**

A life in advertising means the constant struggle with creative, writing, and budget realities.

When you have that really tight budget, it's crucial to make the most of every dollar. The most important factor here is getting the best talent for the lowest cost. It's not just about the price for the talent, it's about the quality of the work.

With these challenges in mind, we've partnered with our talented advertising agency to create a series of short, snappy, and highly engaging videos that showcase the talent of our agency. These videos are not just about the price for the talent, it's about the quality of the work.

the Mother of all Awards Shows

Working together, we've created a series of short, snappy, and highly engaging videos that showcase the talent of our agency. These videos are not just about the price for the talent, it's about the quality of the work.



TONIC BY HIGHMARK HEALTH

The Mother of All Award Shows
AAF Pittsburgh

Jon Lamphier, **Creative Director, Brand & Creative Services**

Kevin Hilliker, **Associate Creative Director**

Lauren Black, **Lead Copywriter**

Madison Kurlandski, **Senior Designer**

Jason Mileto, **Lead Video Editor**

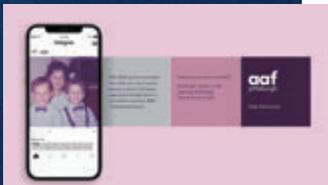
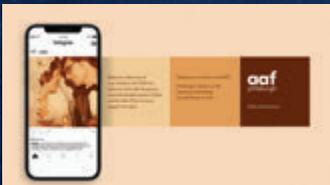
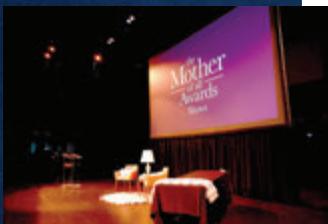
Tyler Rupert, **Lead Video Production Specialist**

Sam Namey, **Senior Video Production Specialist**

Jay Korey, **Senior Production Artist**

Alicia Abbey, **Senior Creative Project Manager**

Kassidy Walters, **Associate Project Manager**



ALPHAGRAPHICS IN THE CULTURAL DISTRICT

Make It Pop Poster Series

AlphaGraphics in the Cultural District

Jason Doring, Art Director, Designer

Matt Miller, Senior Graphic Designer

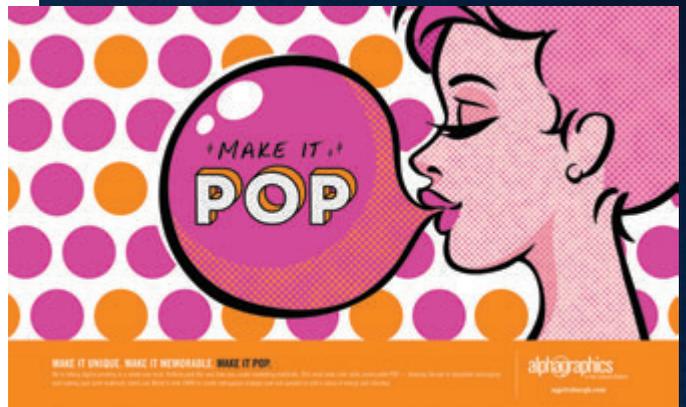
Tracy Schneider, Design and Marketing Manager

John Kasunic, Production Designer

Rich Cichoski, Business Development Manager

Michelle Bloom, Account Manager

Sarah Meehan Parker, Account Executive



GATESMAN AGENCY

Gatesman Agency: GenZ

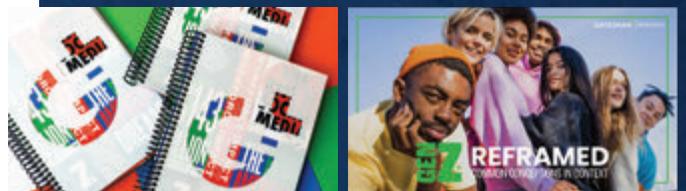
Gatesman Agency

Mark DiPietro, VP, Sr. Creative Director

Alex Hess, Creative Director

Molly Mykich, Jr. Designer

Susan English, SVP, Director of Strategic Communications





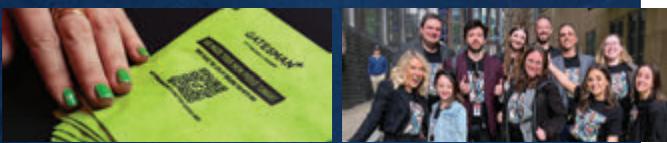
GATESMAN AGENCY

Gatesman: Addy Awards
Gatesman Agency

Mark DiPietro, *VP, Sr. Creative Director*

Alex Hess, *Creative Director*

Ian Young, *Creative Director*



HEADSPACE MEDIA

The Commonplace Coffee Documentary
Commonplace Coffee

Matthew Fridg, *Director/Cinematographer*

Lauren Young, *Producer*

Abby Eckhardt, *Producer*

Brandon Hallick, *Editor*



TONIC BY HIGHMARK HEALTH

Proactive Care
Highmark

Amy Ballantine, *Lead Creative Design Analyst*

Bryon Creagh, *Senior Creative Design Analyst*

Lauren Black, *Lead Copywriter*

Jason Mileto, *Lead Video Editor*

Andrew DeLeon, *Lead Digital Creative Development Specialist*

Jonathan Hall, *Senior Production Artist*

Shawn Smith, *Associate Creative Director*

Rob Doerzbacher, *Associate Creative Director*

Alyssa Kramer, *Agency Producer*

Chris Schoo, *Lead Creative Activation Manager*



GH ADVERTISING

Survivor
National Catholic Center
for Holocaust Education

- Tia Kalas, CD
- Derek Julin, Art Director
- Mike Giunta, CCO
- Tom Cwenar, Photographer
- Dave Berhardt, Retoucher

Mosaic Award

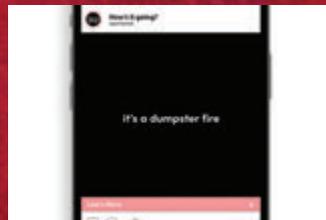
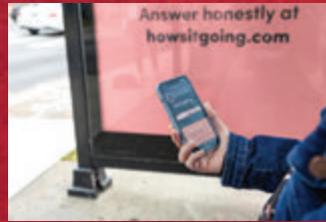
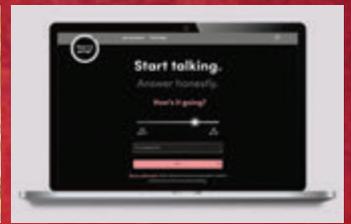


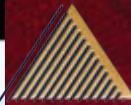
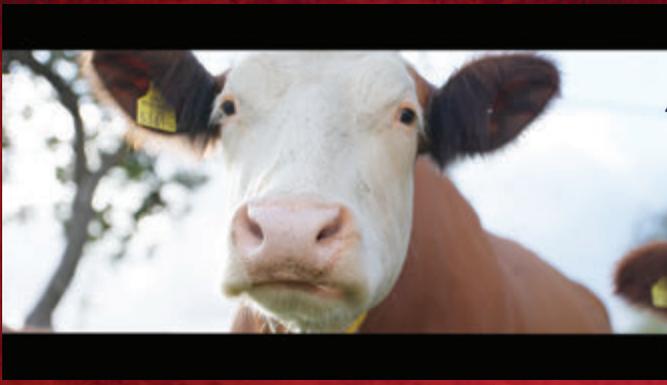
*Judges Award
of Excellence*

TONIC BY HIGHMARK HEALTH

"How's it going?" PSA campaign
Highmark + AHN

- Amy Spears, SVP Brand & Creative, Head of Tonic
- Jon Lamphier, Director, Creative
- Heather Kratsas, Director, Creative Account Management
- Nicole Sedlock, Art Director
- Ben Korman, Lead Copywriter
- Molly Fallon, Lead Brand Activation Strategist
- Michelle Moore, Sr. Production Artist
- Rachel Borowski, Manager, Corporate Communications
- Ian Vehar, Lead Marketing Strategy Analyst
- Maria Gualtieri Bowers, Agency Partner (Strategy)
- Yamamoto, Agency Partner (Strategy)



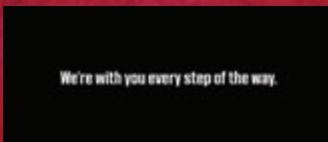


Judges Award
of Excellence

PEOPLE.

Butter is Best
People.

- Lynda March, *Founder/Executive Producer*
- Kimmy Klein, *Producer*
- Jelly, *Writer/Director*
- Cliff Hemlock, *Editor*
- William Allistar, *Graphics*
- Beatrice Rolph, *Voice Talent*



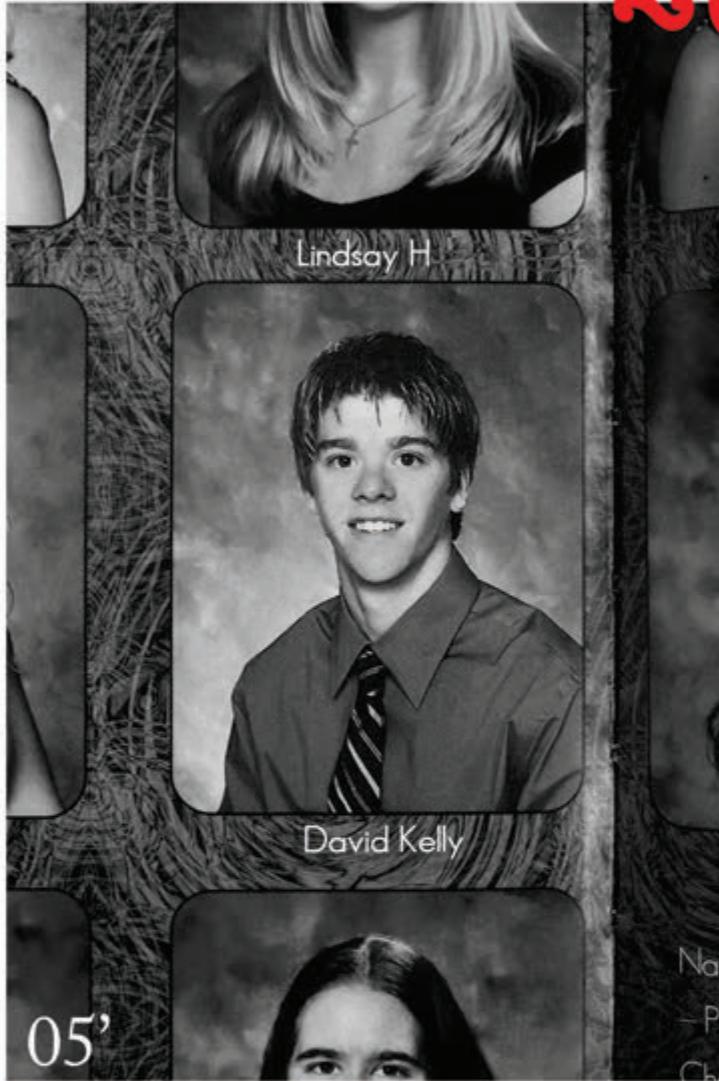
Best of Show

VOYAGE VISUALS

Athlete of the Future
Dick's Sporting Goods

- Alan Jaskiewicz, *Director / Editor*
- Ryan Sanderson, *DP*
- Stephen Turselli, *Producer*
- Frank Rocks, *Producer*
- Deb Peterson, *1st AC*
- Jeff Vandermolen, *Gaffer*
- Kellan Andersen, *Art Director*
- Casey Patterson, *Costumes*
- Joakim Rissveds, *Colorist*
- Tyler Myers, *Sound Design*
- Ben Winwood, *Music Composer*
- Jason Jouver, *Location Sound*

AD YEAR
2024



have a
great summer!
-dk

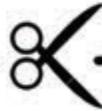
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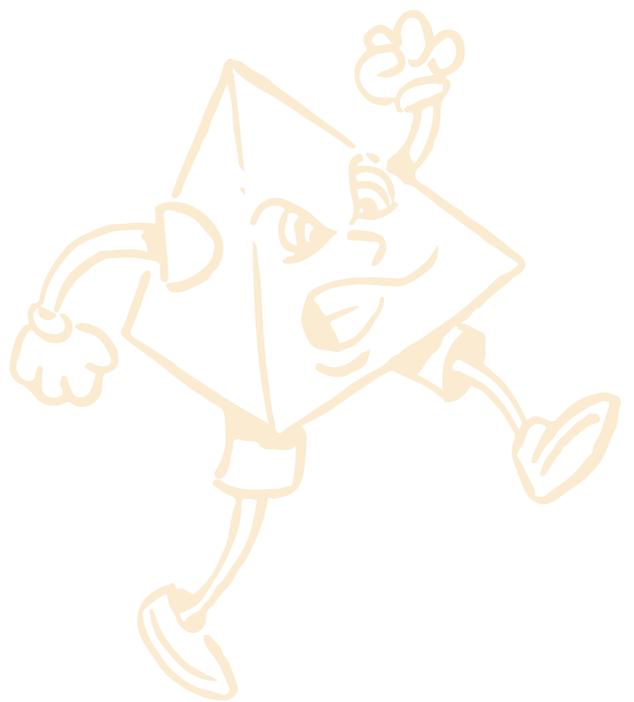
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