

AAF American Advertising Federation
pittsburgh

IT'S BIG

THE BIG SHOW



AMERICAN
ADVERTISING
AWARDS

Greetings!

The American Advertising Awards is one of the most competitive advertising awards ceremonies in the world. Why? With its tiered system — Chapter, District, Nationals — and different judges on each tier, this Awards program provides a scrutiny on talent, creativity, and performance unlike any other.

In every sense of the phrase, this is the BIG show.

If you made it this far — congratulations! And I wish the winners from tonight the best of luck as they continue their awards journey.

I want to thank the Pittsburgh American Advertising Awards committee for everything they've done to make tonight special. Your hard work does not go unnoticed.

Thank you to our sponsors, because without you, this event would not be possible.

Finally, to the AAF Pittsburgh Board your feedback, suggestions, and support mean everything. Thank you for stepping up and volunteering your time, support, and advice to be advocates for our creative community.

Whether you are a nominee, an award winner, or an attendee, being here adds you to AAF Pittsburgh's rich 100+ year history of celebrating BIG talent and creativity in our community. We are in very small company that can say the same. Be proud of that. Pittsburgh is special because our creative community is special. AAF Pittsburgh is fortunate and humbled to be the oldest advocate for creativity in our city.

Thank you for allowing us to be “the unifying voice of advertising.”

Cheers!

Dwayne Waite, Jr.

President, AAF Pittsburgh

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Denotes a Gold ADDY Winner



**THE UNIFYING VOICE
FOR ADVERTISING**

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

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

Thanks to our sponsors and friends.

Special thanks to our sponsors
who made this show possible:

Gold Sponsor - Brunner

Silver Sponsor - GH

Bronz Sponsors - Rebel Fox, Untitled

And our hosts, Tom's Watch Bar

Special Thanks

Matt Hildebrand

Dwayne Waite, Jr.

Big Science

Heather Kratsas & Amy Spears, Shawn Smith -
Tonic by Highmark Health

Todd Lepley - Blink

American Advertising Awards Chair, Book Layout, Show Production: Matt Hildebrand

Creative Concept, Artwork, Patience & Enthusiasm: Matt Hildebrand, Todd Lepley, Addy Hildebrand

Show Audio Production: Big Science • Our Voice Over Talent: Todd Lepley

Event Photography: Drew Moniot • Book Printer: lulu.com • Ms. Big: Evie DeSarno

STUDENT AWARD

Aidan Hasson

Pittsburgh Steelheads

Community College of Allegheny County

Aidan Hasson, *Art Director, Illustrator*



OUR JUDGES

Brett Essman, Creative director/art director.



As an CD/Art Director, Brett believes in the power of ideas. It doesn't matter if it's TV, print, a social post, event, or the latest trend on TikTok, all well-crafted campaigns start with a simple idea. He's worked at agencies both big and small in Minneapolis, Chicago and Portland, Maine making advertising campaigns that don't seem like advertising. Brett has created award-winning work for Trolli, Hefty, Klondike, Twin Cities Marathon, Great Clips, the Minnesota Lottery and among others.

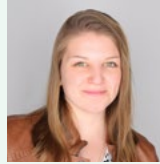
BO Haynes, Director of core creative.



BO Haynes joined global tech firm Parsons (NYSE: PSN) more than 20 years ago as a freelance graphic designer and writer. Today, he is their Director of Core Creative, leading an award-winning 30-member in-house creative team focused on winning new contracts. He also serves a dual-hatted role for Parsons as an analytics architect for worldwide reporting for key business development metrics. BO previously served as the head of event marketing for a Parsons Global Business Unit, as well as a public engagement manager on behalf of one of Parsons' largest transportation clients.

In 2023, BO additionally joined the education and tech firm Chibitronics as a Strategic Advisor, contributing his expertise to help propel their continued evolution and growth.

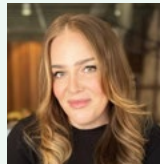
Amy Parker, Design leader and lead designer.



Amy Parker is the Executive Design Director/Co-founder of Woods Creative, a UX/social science research & visual design consultancy. At Woods she leads creative work: the strategy, ideation, and development of design systems for brands' visual identities and digital products. Amy has created visual languages for clients spanning Fortune 500s to NASDAQ traded tech companies to non-profit and arts organizations.

Amy's work reflects her experience as a Designer in Bühler, Switzerland in the canton of Appenzell Ausserrhoden, Art Director in Boston and Executive Design Director in Portland, ME + Greater Boston, with co-founding Woods in 2014. In addition, she serves on the AIGA Boston board of directors as Vice President, SPACE board of directors as President and teaches branding and visual systems, typography and professional practices in design business at MECA&D.

Mercedes Allen-Sarria, Executive producer and senior production leader.



Mercedes is a leader trusted by studios, agencies, and global brands to oversee ambitious creative work across live-action, experiential, and immersive production. With over 20 years of experience, she is known for her ability to operate at the

intersection of creative excellence, executive leadership, and institutional trust.

After more than a decade producing major global campaigns as a Production Manager and Line Producer, Mercedes was recruited into leadership at Biscuit Filmworks, where she served as Head of Production and later advanced to Executive Producer. In this role, she oversaw production operations at scale and led music video and experiential work in collaboration with the internationally acclaimed collective The Glue Society, supporting award-winning creative across multiple disciplines.

North Side Hustle

Sonic Death Machine Lookbook
North Side Hustle

Tyler Bergholz, *Creative Director*



Wall-to-Wall Studios

Good Charlotte Motel Du Cap
Atlantic Records

Doug Dean, *Creative Director, Designer*
Simon Sosa, *Illustrator*



Wall-to-Wall Studios

Blind Adam Live Album
DCxPC Live

Doug Dean, *Creative Director, Designer*

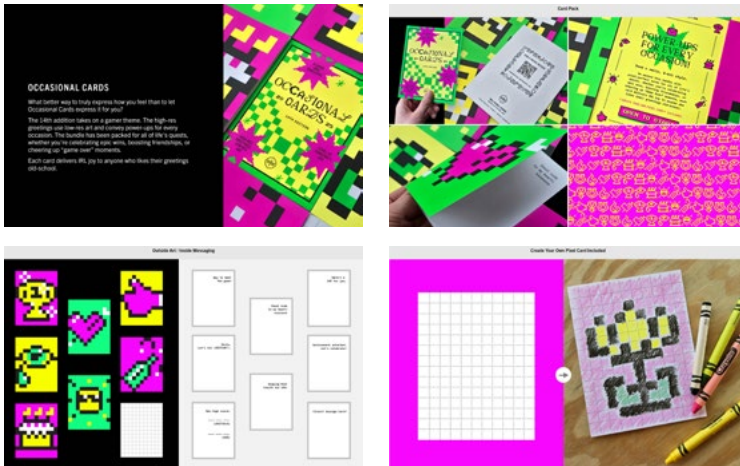




Wall-to-Wall Studios

Pittsburgh Avant-Garde
Irma Freeman Center for Imagination

Larkin Werner, *Creative Director, Designer*
Sheila Ali, *Designer, Writer*
John Scott Moore, *InDesign Guru*
QinPrinting, *Printer*



Wall-to-Wall Studios

Occasional Cards
Wall-to-Wall Studios

Doug Dean, *Creative Director, Designer*
Larkin Werner, *Creative Director*
Lucy Chen, *Designer*
Broudy Printing, *Printer*



North Side Hustle

Sonic Death Machine Lookbook
North Side Hustle

Tyler Bergholz, *Creative Director*

Tonic by Highmark Health

AHN Panty Pouch

Emily DeAndrea, *Design Manager*
 Megan Flanagan, *Associate Creative Director, Copy*
 Jackie Bartlett, *Lead Creative Integration Manager*
 Jay Korey, *Senior Production Artist*
 Lory Hudak, *Project Manager*
 Alyssa Kramer, *Executive Producer*
 Tyler Rupert, *Videographer*
 Jon Lamphier, *Senior Creative Director*
 Amy Spears, *SVP Brand & Creative*
 Morgan O'Brien, *Strategy Manager*



North Side Hustle

Sonic Death Machine Lookbook

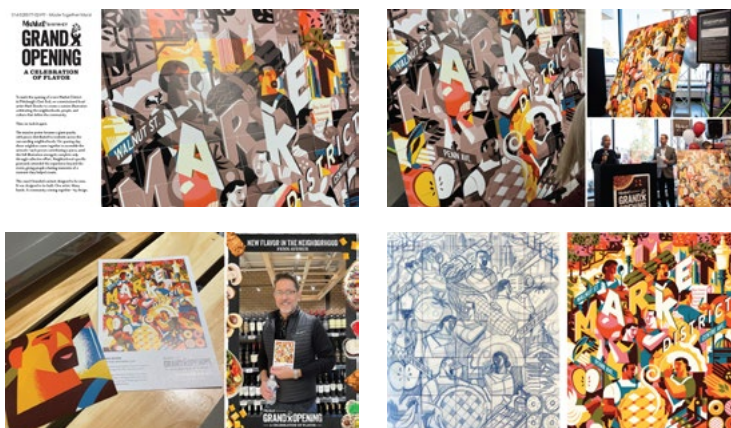
Tyler Bergholz, *Creative Director*



nfm

Made Together Mural

Jeremie Musyt, *Creative Director*
 Jimmy McKnight, *Art Director*
 Mark Bender, *Illustrator*





GH

Witness

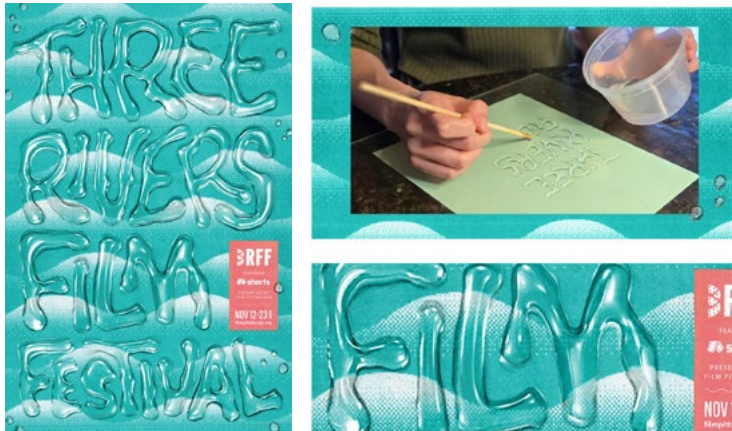
The Holocaust Center of Pittsburgh

Scott Westgate, *AD/Creative Director*

Vince Robleto, *Copywriter/ACD*

Tia Kalas, *VP/Creative Director*

Mike Giunta, *Chief Creative Officer*



Wall-to-Wall Studios

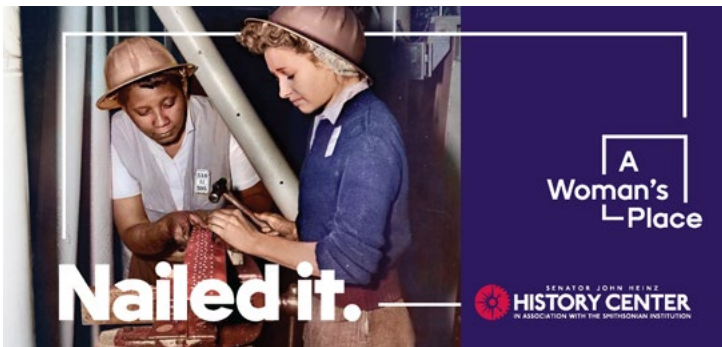
Three Rivers Film Festival 2025

Film Pittsburgh

Doug Dean, *Creative Director*

Larkin Werner, *Creative Director*

Lucy Chen, *Designer*



GH

Nailed It

Heinz History Center

Tia Kalas, *VP Creative Director*

Corinne Stenander, *Art Director/ACD*

Beth Beck, *Copywriter/ACD*

Lindsey Mahoney, *Sr. Copywriter*

Tim Kepes, Lydia Alfano, Julie Meenihan, Jessica Dzuba, *Media*

Mike Giunta, *Chief Creative Officer*

Wall-to-Wall Studios

12 Days of Yinzmas Pittsburgh Downtown Partnership

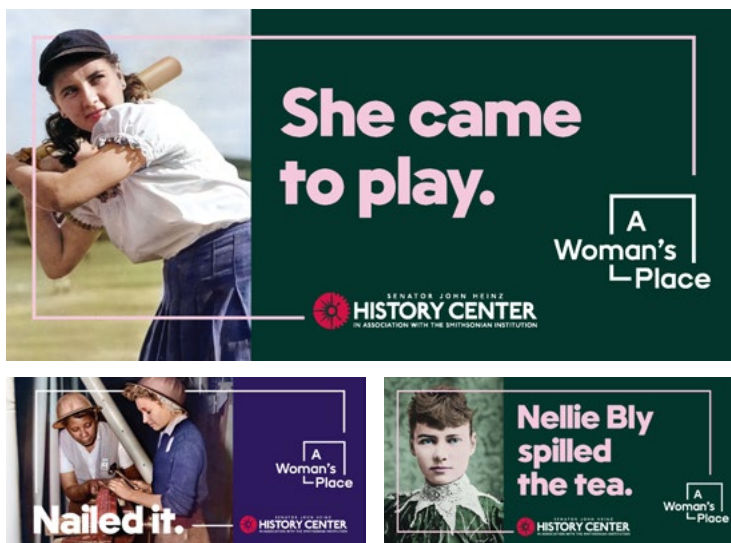
Doug Dean, *Creative Director*
Larkin Werner, *Creative Director*
Dave Berry, *Designer*



GH

Women's Outdoor Heinz History Center

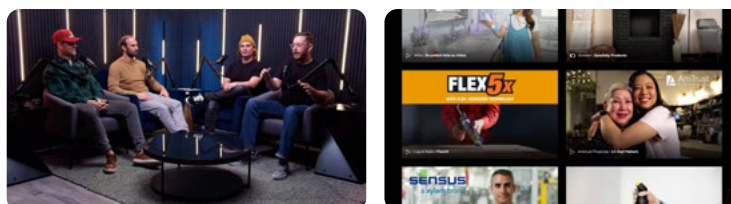
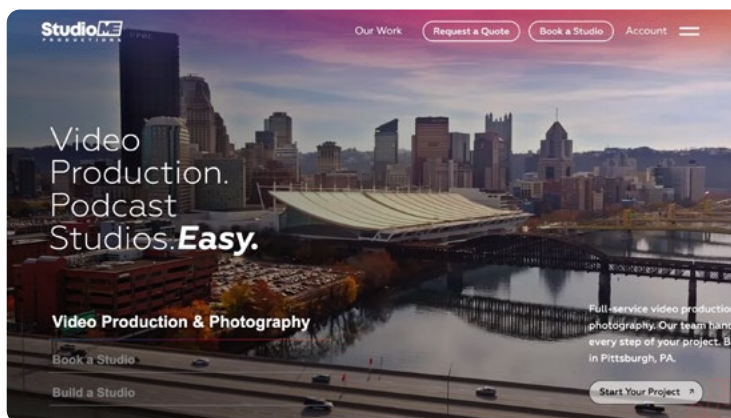
Tia Kalas, *VP Creative Director*
Corinne Stenander, *Art Director/ACD*
Beth Beck, *Copywriter/ACD*
Lindsey Mahoney, *Sr. Copywriter*
Tim Kepes, Lydia Alfano, Julie Meenihan, Jessica Dzuba, *Media*
Mike Giunta, *Chief Creative Officer*
Dave Bernhardt, *Retoucher*

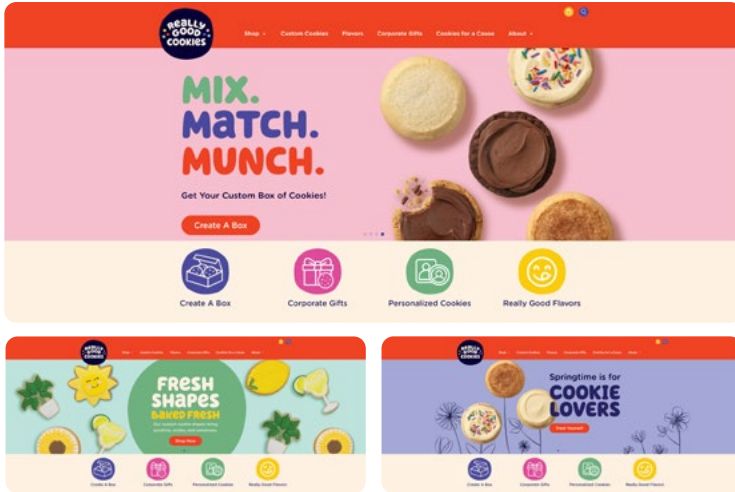


Dot Foundry

StudioME Productions StudioME Productions

Dylan Devine, *Primary Web Design*
Benjamin Kostenbader, *Primary Web Development*
Aaron Easler, *User Experience Design*
StudioME Productions Team, *Branding, Photography, Videography*

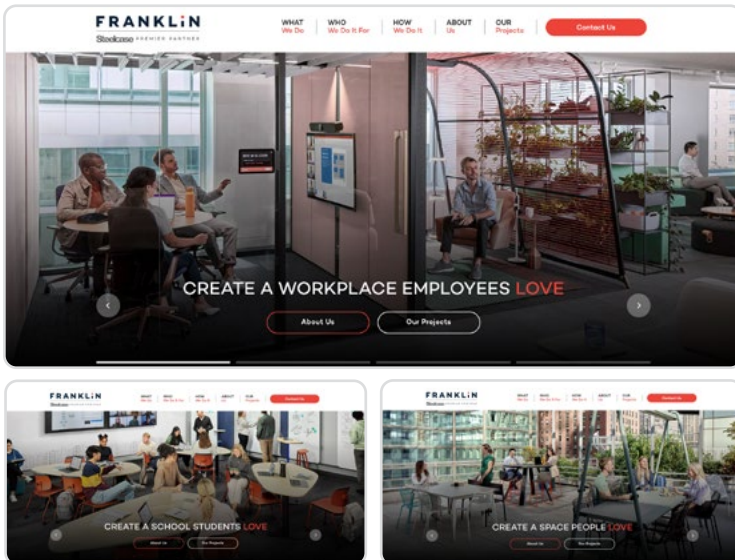




AlphaGraphics

Really Good Cookies Website
Really Good Cookies

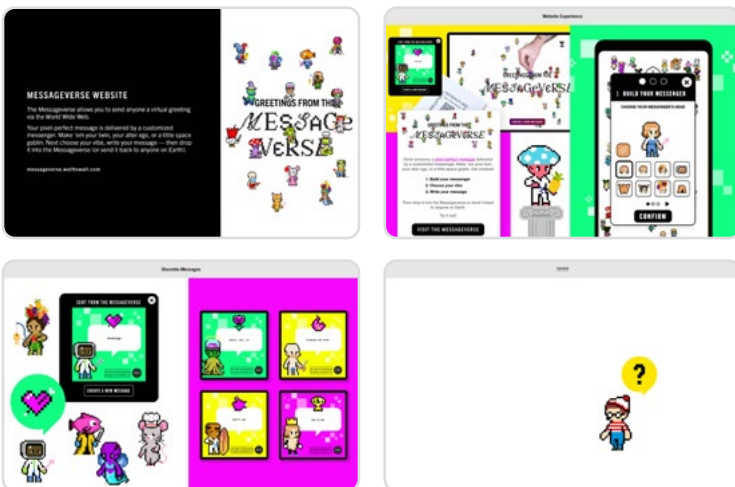
Jim Bolander, *Senior Graphic Designer*
Tracy Schneider, *Design & Marketing Manager*
Danielle Maxwell, *Project Manager*



Vendilli Digital Group

Franklin Interiors - Website
Franklin Integrated Interiors

Brandon Dillon, *Senior Graphic Designer*
Theresa Kisha, *Account Manager*
Chris Brennan, *Developer*



Wall-to-Wall Studios

The Messageverse
Wall-to-Wall Studios

Doug Dean, *Creative Director*
Larkin Werner, *Creative Director*
Lucy Chen, *Designer*
Ira Lederer, *Motion Designer*
Hailey Windsor, *Senior UX Designer*
Keyra Novack, *Senior Developer*
David Johnson, *Developer*
Miche Riches, *Digital Strategy Director*

PMI

COTY 2026

PPG

Julia Hannan, *Executive Producer*

Damien Christian D'Amico, *Creative Director*

Lisa Verzilli, *Creative Producer*

Alicia Cafardi, *PPG Global Marketing Lead*

Vanessa L. Peterson, *PPG Global Color Styling Lead*

Kevin Stiller, *Director of Photography*

Damien Christian D'Amico, *Editor and VFX/AI*

Melody Misiaszek, *Composer*

Ryan Will Stewart, *Audio Mixing Engineer*

Eleanor Singer, *S&T Color Development & Styling Technologist*

Ash Carrillo, *Model*

Kelli Caton, *Model Agent*



PMI

Resin World: Avoid the Circus

PPG

Julia Hannan, *Executive Producer, Copywriter*

Jake Thomas, *Creative Director, Animator*

Julie Allard, *Copywriter*

Ryan Will Stewart, *Audio Mixing Engineer & Sound Design*

Mitch Leschinski, *Ring Master Voice Over Artist*

Katie Jostock, *Polly Voice Over Artist*





UPMC

Brand Anthem Radio UPMC

Lillian Young, *VP, Marketing Communications*
Dawn Butler, *Director, Brand Marketing*
Ashley Kruszewski, *Manager*
Craig Seder, *Creative Director*
Sandy Stewart, *Writer*
Sterling K. Brown, *Voice Talent*
Matt Haritan, *Producer*
v6 MUSIC + POST, *Audio Production*



GNC

Fitness is Fun Brand Video GNC

Erin Flagg, *VP, Creative*
Jamie Gray, *ACD, Digital*
Greg Kellerman, *In-house Producer*
Liz Tertel, *Project Manager*
PMI, *Agency Partner*



GNC

LIT V2 Launch Video GNC

Erin Flagg, *VP, Creative*
Nate Custard, *Creative Director*
Steve Benton, *Video Animator and Editor*
Greg Kellerman, *In-house Producer*
Tangent Vector, *Agency Partner*



Animal, Inc.

Starface Carwash
Starface

Michael Killen, *Director*
 Luke Ewing, *Director*
 John Pope, *Director of Photography*
 Brooke Doran, *VFX Artist*
 Andy Witkowskie, *Producer*
 Kathy Dziubek, *Executive Producer*



9Rooftops

19 Crimes “Severed Red”
19 Crimes

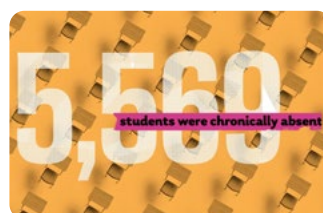
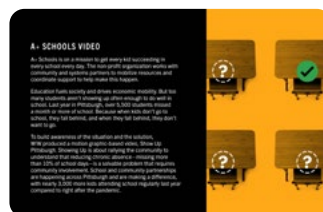
Scott Seymour, *CCO*
 Riley Easton, *CD (Art)*
 Matt Hefner, *Art Director*
 Jeff Mayoh, *Sr. Video Producer*
 Michael Hrizuk, *CD, Lead Photographer*
 Mikey Eller, *Video Editor*
 Carlos Quiroz, *Studio Executive Producer*
 Tristan Grim, *Associate Producer*
 Julie Mann, *Account Supervisor*
 Abbi Rively, *Associate Director, Project Management*
 Jeana Welch, *Sr. Motion Designer*

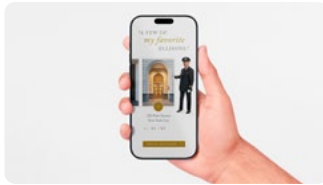


Wall-to-Wall Studios

A+ Schools: Show Up Pittsburgh
A+ Schools Pittsburgh

Larkin Werner, *Creative Director*
 Doug Dean, *Creative Director*
 Nate Fussner, *Design Director*
 Ira Lederer, *Motion Designer*
 Ann Trondle-Price, *Writer*





BLD Marketing

Ellison | Norman the Doorman
Ellison Bronze

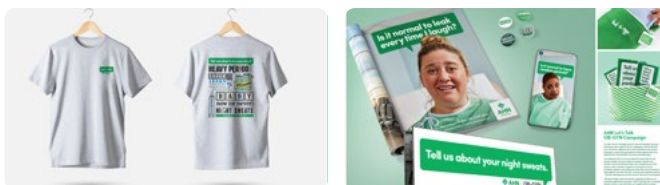
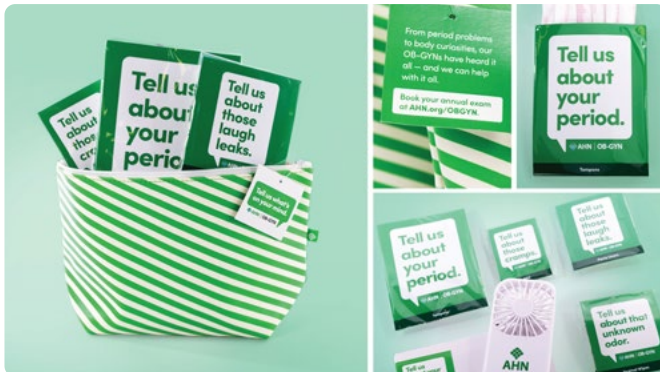
- Garrett Andrae, *Creative Director & Copy Writer*
- Jeff St Mars, *Associate Creative Director*
- Adam Barirde, *Art Director*
- David Flynn, *Director of Photography & Editor*
- Jennifer Lorenz, *Account Director*
- Candace Howell-Williams, *Senior Social Media Manager*
- Rachel Newes, *Social Media Specialist*
- Allizon Mizia, *Media Planner*
- Carla Wilson, *Web Developer*



GNC

Beyond Raw LIT V2 Launch Campaign
GNC

- Erin Flagg, *VP, Creative*
- Jamie Gray, *ACD, Digital*
- TJ Ladner, *ACD, Print*
- Nate Custard, *Creative Director*
- Liz Tertel, *Project Manager*
- Steve Benton, *Video Animator and Editor*
- Zack Wallover, *Art Director*
- Greg Kellerman, *In-house Producer*
- Matt Tegtmeier, *Production Artist*
- Ashley Rose, *Photographer*
- Stacey Roa, *Retoucher*
- Todd Shirley, *Retoucher*



Tonic by Highmark Health

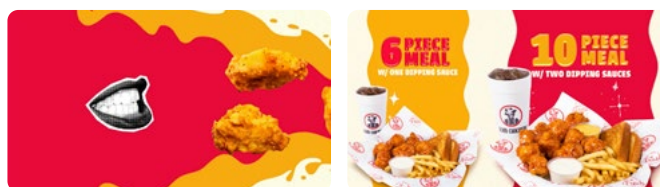
AHN Let's Talk OB-GYN Campaign
AHN

- Emily DeAndrea, *Design Manager*
- Megan Flanagan, *Associate Creative Director, Copy*
- Jackie Bartlett, *Lead Creative Integration Manager*
- Alyssa Kramer, *Executive Producer*
- Jon Lamphier, *Senior Creative Director*
- George Friedman, *Sr Director of Content and Production*
- Amy Spears, *SVP Brand & Creative*
- Morgan O'Brien, *Strategy Manager*
- Natalie Breezee, *Lead Account Planner*

9Rooftops

Slim Chickens “Sauced & Tossed” Slim Chickens

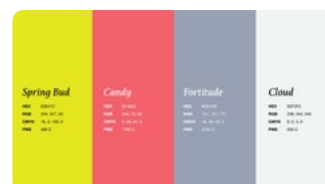
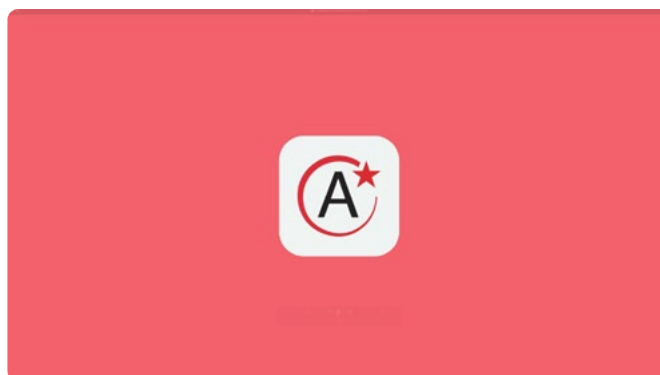
Scott Seymour, CCO
 Bill Cindrich, CD
 Hannah Rosin, CD
 Jeana Welch, Sr. Motion Designer
 Brandon Wolff, Sr. Graphic Designer
 Matt Hefner, Art Director
 Caitlin Wallace, Sr. Producer
 Gabrielle Nero, Assoc. Producer
 Mike Atrooboscher, Project Manager
 Ashley Ransey, Account Director
 Stephane Auriol, SVP, Sr. Group Account Director



GH

Adelphoi Rebranding Adelphoi

Scott Westgate, AD/Creative Director
 Tia Kalas, VP/Creative Director
 Beth Beck, ACD/Copywriter
 Jacqui Jackson, Project Manager
 Mike Giunta, Chief Creative Officer



9Rooftops

19 Crimes “UFC” 19 Crimes

Scott Seymour, CCO
 Riley Easton, CD (Art)
 Matt Hefner, Art Director
 Jeff Mayoh, Sr. Video Producer
 Michael Hrizuk, CD, Lead Photographer
 Hue Hughes, Sr. Video Editor, Motion Graphics Lead
 Caitlin Wallace, Producer
 Gabrielle Nero, Associate Producer
 Julie Mann, Account Supervisor





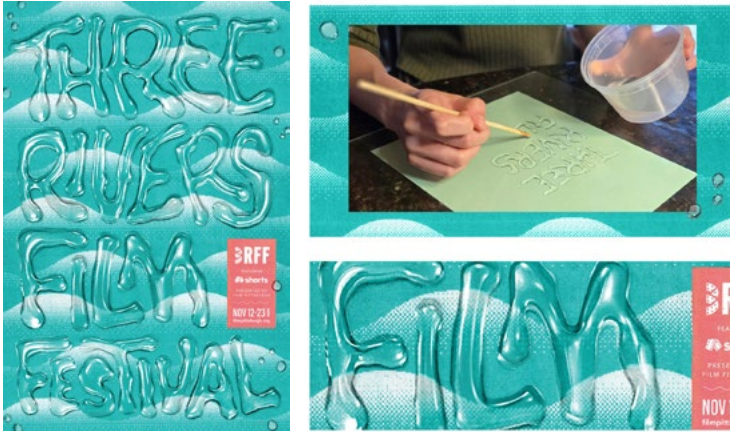
Sheetz - Infinite Thanks Color-Filter Artwork



AlphaGraphics

Sheetz Thank You Artwork
Sheetz

Matt Miller, Senior *Graphic Designer*
Brandi Baughman, *Account Manager*



Wall-to-Wall Studios

Three Rivers Film Festival 2025
Film Pittsburgh

Doug Dean, *Creative Director*
Larkin Werner, *Creative Director*
Lucy Chen, *Designer*



North Side Hustle

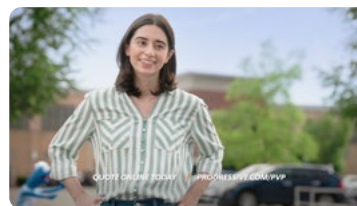
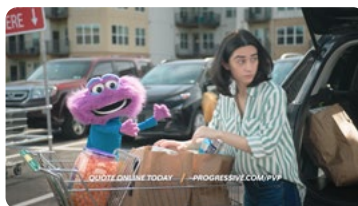
Sonic Death Machine Lookbook
North Side Hustle

Tyler Bergholz, *Creative Director*

Animal, Inc.

Progressive Worry Puppet Progressive

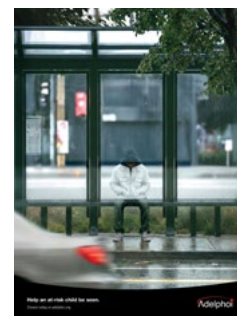
Michael Killen, *Director*
 John Pope, *Director of Photography*
 Kellan Andersen, *Art Director*
 Jon Ward, *Puppet Designer*
 Jen Rocket, *Puppet Designer*
 Kelly Amato, *Line Producer*
 Kathy Dziubek, *Executive Producer*



GH

Adelphoi Unseen Campaign Adelphoi

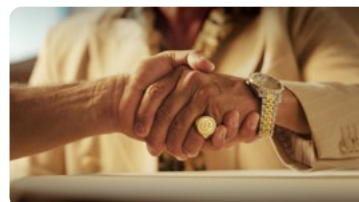
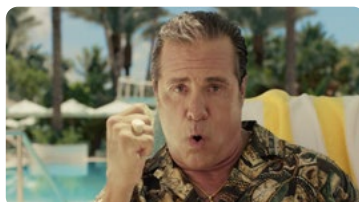
Scott Westgate, *AD/Creative Director*
 Tia Kalas, *VP/Creative Director*
 Vince Robleto, *ACD/Copywriter*
 Mike Giunta, *Chief Creative Officer*
 Tim Kepes, *AVP, Director of Media*
 Lydia Alfano, *Associate Media Director*



Animal, Inc.

Spirit Disloyalty Spirit Airlines

Michael Killen, *Director*
 Stephen Hunter, *Director of Photography*
 Christian Lockerman, *Still Photographer*
 Kathy Dziubek, *Executive Producer*
 Cindy Fertitta, *Line Producer*





Erie Insurance

Then. Now. Always. Erie Insurance.
Erie Insurance

Jason B. McCann, *Producer/Director*
Raychel Adiutori, *Producer*
Jason Stewart, *Producer*
Adam Swartzfager, *Producer*
Chris Kas, *Cinematographer*



PMI

COTY 2026
PPG

Julia Hannan, *Executive Producer*
Damien Christian D'Amico, *Creative Director*
Lisa Verzilli, *Creative Producer*
Alicia Cafardi, *PPG Global Marketing Lead*
Vanessa L. Peterson, *PPG Global Color Styling Lead*
Kevin Stiller, *Director of Photography*
Damien Christian D'Amico, *Editor and VFX/AI*
Melody Misiasek, *Composer*
Ryan Will Stewart, *Audio Mixing Engineer*
Eleanor Singer, *S&T Color Development & Styling Technologist*
Ash Carrillo, *Model*
Kelli Caton, *Model Agent*



PMI

Sustainability
PPG

Julia Hannan, *Executive Producer*
Damien D'Amico, *Creative Director, Editor, VFX Artist*
Ryan Will Stewart, *Audio Mixing Engineer & Sound Design*



Tonic by Highmark Health

(un)Hungry
Highmark

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

Keith Loell, *Director Creative and Innovation*

George Friedman, *Director Content Development and Production*

Alyssa Kramer, *Executive Producer, Manager of Commercial Production*

John Venable, *Manager Copywriting*

Lauren Black, *Lead Copywriter*

Amy Ballintine, *Lead Creative Design Analyst*

Julia Westbrook, *Manager Creative Integration Management*

Katie Krissinger, *Lead Creative Integration Manager*

Tonic DNA, *Production Company*



9Rooftops

19 Crimes "Severed Red"

19 Crimes

Scott Seymour, *CCO*

Riley Easton, *CD (Art)*

Matt Hefner, *Art Director*

Jeff Mayoh, *Sr. Video Producer*

Michael Hrizuk, *CD, Lead Photographer*

Mikey Eller, *Video Editor*

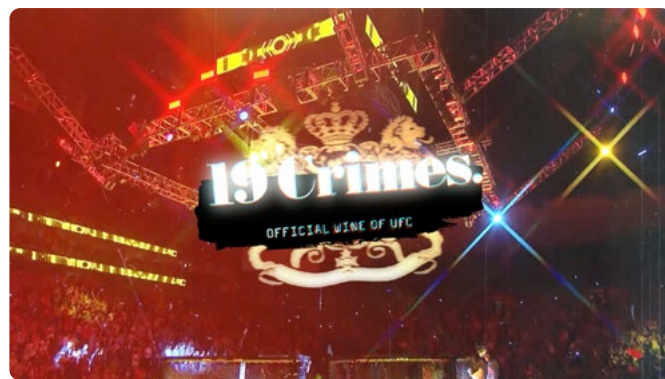
Carlos Quiroz, *Studio Executive Producer*

Tristan Grim, *Associate Producer*

Julie Mann, *Account Supervisor*

Abbi Rively, *Associate Director, Project Management*

Jeana Welch, *Sr. Motion Designer*





PMI

Sustainability

PPG

Julia Hannan, *Executive Producer*

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

Ryan Will Stewart, *Audio Mixing Engineer & Sound Design*



PMI

COTY 2026

PPG

Julia Hannan, *Executive Producer*

Damien Christian D'Amico, *Creative Director*

Lisa Verzilli, *Creative Producer*

Alicia Cafardi, *PPG Global Marketing Lead*

Vanessa L. Peterson, *PPG Global Color Styling Lead*

Kevin Stiller, *Director of Photography*

Damien Christian D'Amico, *Editor and VFX/AI*

Melody Misiaszek, *Compositor*

Ryan Will Stewart, *Audio Mixing Engineer*

Eleanor Singer, *S&T Color Development & Styling Technologist*

Ash Carrillo, *Model*

Kelli Caton, *Model Agent*

PMI

COTY 2026

PPG

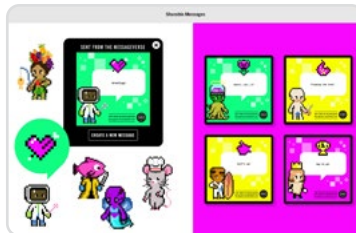
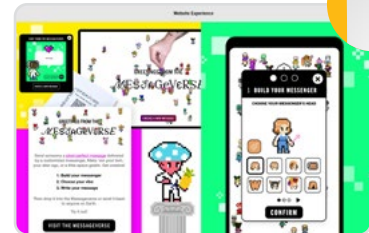
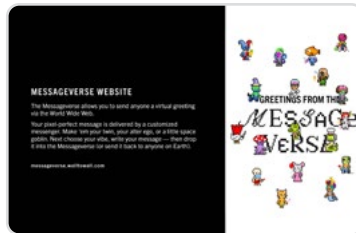
Julia Hannan, *Executive Producer*
 Damien Christian D'Amico, *Creative Director*
 Lisa Verzilli, *Creative Producer*
 Alicia Cafardi, *PPG Global Marketing Lead*
 Vanessa L. Peterson, *PPG Global Color Styling Lead*
 Kevin Stiller, *Director of Photography*
 Damien Christian D'Amico, *Editor and VFX/AI*
 Melody Misiaszek, *Composer*
 Ryan Will Stewart, *Audio Mixing Engineer*
 Eleanor Singer, *S&T Color Development & Styling Technologist*
 Ash Carrillo, *Model*
 Kelli Caton, *Model Agent*



Wall-to-Wall Studios

The Messageverse
 Wall-to-Wall Studios

Doug Dean, *Creative Director*
 Larkin Werner, *Creative Director*
 Lucy Chen, *Designer*
 Ira Lederer, *Motion Designer*
 Hailey Windsor, *Senior UX Designer*
 Keyra Novack, *Senior Developer*
 David Johnson, *Developer*
 Miche Riches, *Digital Strategy Director*





PMI

Sustainability PPG

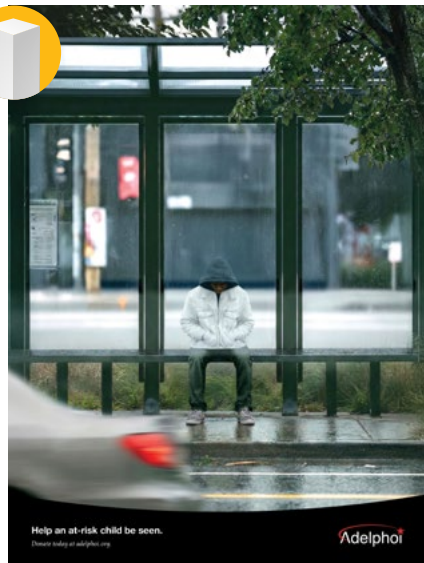
Julia Hannan, *Executive Producer*
Damien D'Amico, *Creative Director, Editor, VFX Artist*
Ryan Will Stewart, *Audio Mixing Engineer & Sound Design*



GH

Skateboard Adelphoi

Scott Westgate, *AD/Creative Director*
Tia Kalas, *VP/Creative Director*
Vince Robleto, *ACD/Copywriter*
Mike Giunta, *Chief Creative Officer*
Tim Kepes, *AVP, Director of Media*
Lydia Alfano, *Associate Media Director*



GH

Bus Stop Adelphoi

Scott Westgate, *AD/Creative Director*
Tia Kalas, *VP/Creative Director*
Vince Robleto, *ACD/Copywriter*
Mike Giunta, *Chief Creative Officer*
Tim Kepes, *AVP, Director of Media*
Lydia Alfano, *Associate Media Director*

GH

Basketball Adelphoi

Scott Westgate, *AD/Creative Director*
 Tia Kalas, *VP/Creative Director*
 Vince Robleto, *ACD/Copywriter*
 Mike Giunta, *Chief Creative Officer*
 Tim Kepes, *AVP, Director of Media*
 Lydia Alfano, *Associate Media Director*



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Outdoor Adelphoi

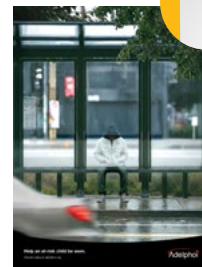
Scott Westgate, *AD/Creative Director*
 Tia Kalas, *VP/Creative Director*
 Vince Robleto, *ACD/Copywriter*
 Mike Giunta, *Chief Creative Officer*
 Tim Kepes, *AVP, Director of Media*
 Lydia Alfano, *Associate Media Director*

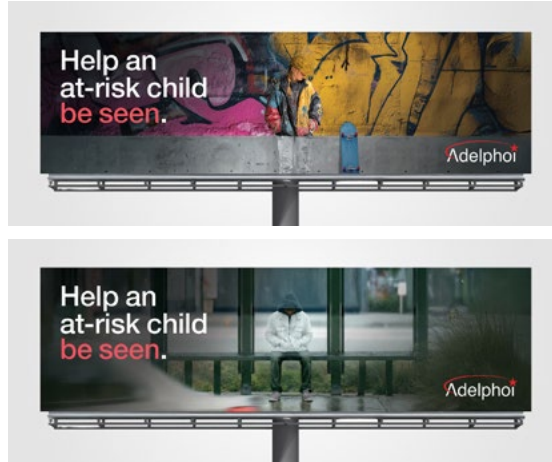


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Adelphoi Unseen Campaign Adelphoi

Scott Westgate, *AD/Creative Director*
 Tia Kalas, *VP/Creative Director*
 Vince Robleto, *ACD/Copywriter*
 Mike Giunta, *Chief Creative Officer*
 Tim Kepes, *AVP, Director of Media*
 Lydia Alfano, *Associate Media Director*





GH

Adelphoi Outdoor Adelphoi

Scott Westgate, *AD/Creative Director*
Tia Kalas, *VP/Creative Director*
Vince Robleto, *ACD/Copywriter*
Mike Giunta, *Chief Creative Officer*
Tim Kepes, *AVP, Director of Media*
Lydia Alfano, *Associate Media Director*

9Rooftops

PA Lottery "Everyone Wins" PA Lottery

Scott Seymour, *CCO*
Adam Cicco, *GCD*
Shane Patnesky, *ACD*
Kelly Durham, *Sr. Executive Producer*
Hue Huges, *Sr. Video Editor + Motion Graphics Lead*
Caitlin Wallace, *Producer*

Untitled Content

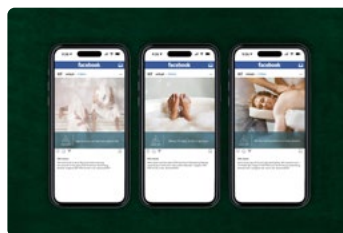
Walleyes for Wounded Heroes Walleyes for Wounded Heroes

Katie Mielo, *Producer*
Phillip Atkins, *Director of Photography*
Alex Abreu, *Editor*
Dax Parise, *Executive Producer*
Bill Garrison, *Writer/Creative Director*
Mike Kauffman, *Narrator*

Tonic by Highmark Health

ADDY Awards Spa Theme
American Advertising Federation Pittsburgh

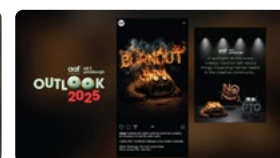
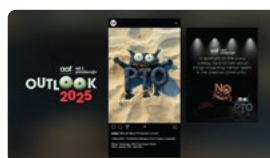
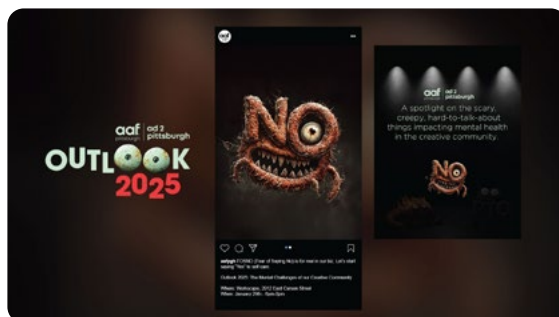
Bryon Creagh, *Senior Creative Design Analyst*
 Mark Moll, *Senior Copywriter*
 Tyler Rupert, *Lead Video Production Specialist*
 Jason Mileto, *Lead Video Editor*
 Judy Gurchak, *Associate Project Manager*
 Kassidy Walters, *Associate Project Manager*
 Shawn Smith, *Director Creative*
 Nicole Caravella, *Lead Creative Integration Manager*
 Aaron Schieferstein, *Production Artist*
 Michelle Moore, *Senior Production Artist*
 Chris Sarsfield, *Senior Production Artist*
 Jessi Hank, *Senior Copy Editor*



nfm

Marketing Monsters
AAF Pittsburgh & Ad 2 Pittsburgh

Jeremie Musyt, *Creative Director*
 Gordon Robertson, *Writer*



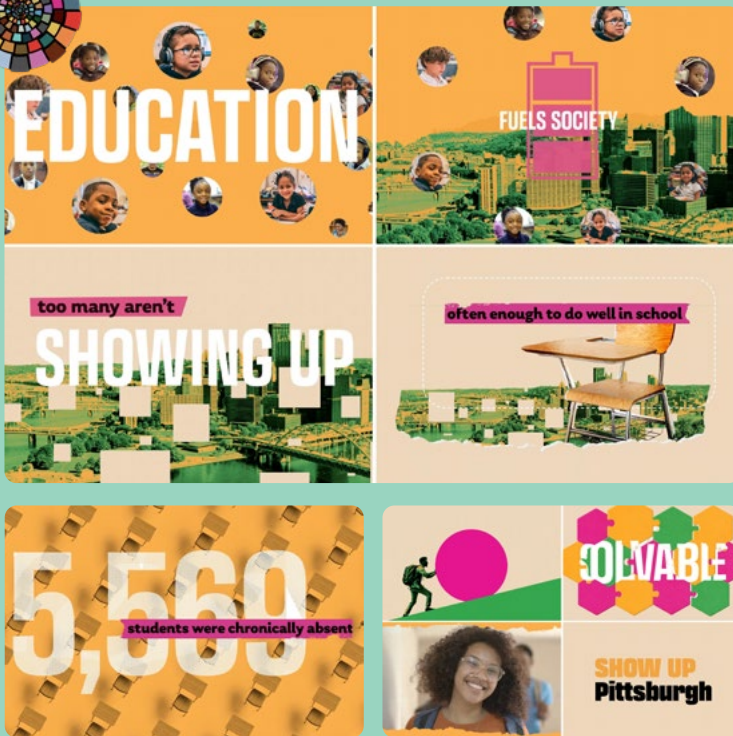
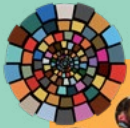
Gatesman

Women ReKnown
Gatesman

Shannon Baker, *President*
 Susan English, *VP, Director of Strategic Communications*
 Beth Thompson, *SVP, Director of PR, Social and Agency Brand Communications*
 Sarah Gladd, *VP, Group Account Director*
 Kelly Bradley, *VP, Group Account Director*
 Alex Hess, *AVP, Creative Director*
 Matt Lawrenson, *Senior Designer*
 Molly Mykich, *Designer*
 Kayla Plunkett, *Copywriter*
 Courtney McCrimmon, *Account Supervisor, PR/Social*
 Stephanie Rizzo, *Senior Account Executive, PR/Social*
 John McCulloch, *Manager, Ad Operations and Performance Analytics*



SPECIAL AWARDS



Mosaic Award

Wall-to-Wall Studios

A+ Schools: Show Up Pittsburgh
A+ Schools Pittsburgh

Larkin Werner, *Creative Director*
Doug Dean, *Creative Director*
Nate Fussner, *Design Director*
Ira Lederer, *Motion Designer*
Ann Trondle-Price, *Writer*



Best of Show

North Side Hustle

Sonic Death Machine Lookbook
North Side Hustle

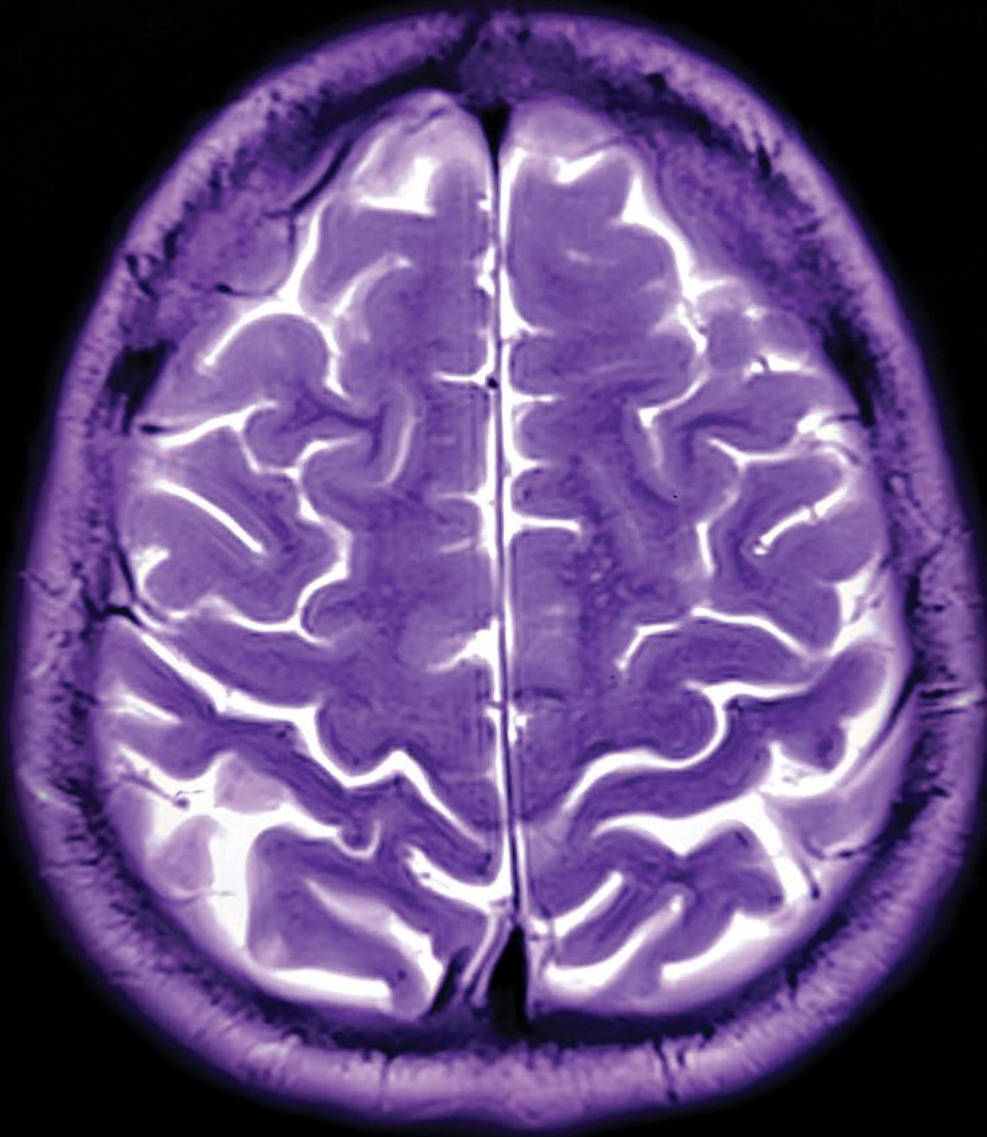
Tyler Bergholz, *Creative Director*



Here's to seeing the potential.

Tonight, we celebrate the people who saw what an idea
could become before it was anything at all.

 **BRUNNER.** Good people creating great work.



HERE'S TO THOSE
WHO TURN BOLD THINKING
INTO SOMETHING BIGGER.

(WHILE KEEPING THE LOGO SMALLER)

UPMC
LIFE CHANGING MEDICINE

Here's to ~~your~~ idea
being a #1 pick.

untitled

untitledcontent.com

shoot | edit | vfx



dk | DAVIDKELLY.co

blink advertising

This is the only place you'll see our name tonight.
(So we made it really big)

blinkadvertising.com

**HERE'S TO ALL
THE WORK
THAT MAKES US
SMILE**

Cheers to all of tonight's finalists.



STRATEGY • CREATIVE • INTERACTIVE • MEDIA • COMMUNICATIONS • ISSUE ADVOCACY • FUNDRAISING

AAF DISTRICT 2 WINNERS

The AAF District Two American Advertising Awards is the second in a three-tiered American Advertising Awards competition.

The tiers are

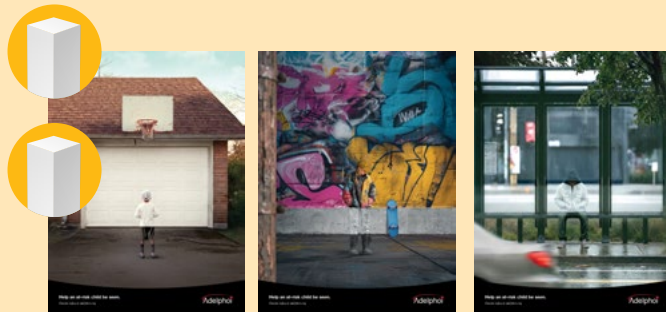
- **The Local Level.** Comprised of individual clubs
- **The District Level.** AAF District 2 is comprised of the clubs in New York, New Jersey, Pennsylvania, Delaware, Maryland, and Washington, DC.
- And the last tier — **National** — The National Finals of the American Advertising Awards will be announced during the ADMERICA conference hosted this year in Austin, Texas, on Friday, May 29, 2026. Visit the events page on our website for more information.



BLD Marketing

Ellison | Norman the Doorman
Ellison Bronze

Garrett Andrae, *Creative Director & Copy Writer*
Jeff St Mars, *Associate Creative Director*
Adam Barirde, *Art Director*
David Flynn, *Director of Photography & Editor*
Jennifer Lorenz, *Account Director*
Candace Howell-Williams, *Senior Social Media Manager*
Rachel Newes, *Social Media Specialist*
Allizon Mizia, *Media Planner*
Carla Wilson, *Web Developer*



GH

Adelphoi Unseen Campaign
Adelphoi

Scott Westgate, *AD/Creative Director*
Tia Kalas, *VP/Creative Director*
Vince Robleto, *ACD/Copywriter*
Mike Giunta, *Chief Creative Officer*
Tim Kepes, *AVP, Director of Media*
Lydia Alfano, *Associate Media Director*

GH

Basketball Adelphoi

Scott Westgate, *AD/Creative Director*
Tia Kalas, *VP/Creative Director*
Vince Robleto, *ACD/Copywriter*
Mike Giunta, *Chief Creative Officer*
Tim Kepes, *AVP, Director of Media*
Lydia Alfano, *Associate Media Director*



PMI

COTY 2026 PPG

Julia Hannan, *Executive Producer*
Damien Christian D'Amico, *Creative Director*
Lisa Verzilli, *Creative Producer*
Alicia Cafardi, *PPG Global Marketing Lead*
Vanessa L. Peterson, *PPG Global Color Styling Lead*
Kevin Stiller, *Director of Photography*
Damien Christian D'Amico, *Editor and VFX/AI*
Melody Miasiaszek, *Compositor*
Ryan Will Stewart, *Audio Mixing Engineer*
Eleanor Singer, *S&T Color Development & Styling Technologist*
Ash Carrillo, *Model*
Kelli Caton, *Model Agent*



PMI

Sustainability PPG

Julia Hannan, *Executive Producer*
Damien D'Amico, *Creative Director, Editor, VFX Artist*
Ryan Will Stewart, *Audio Mixing Engineer & Sound Design*

