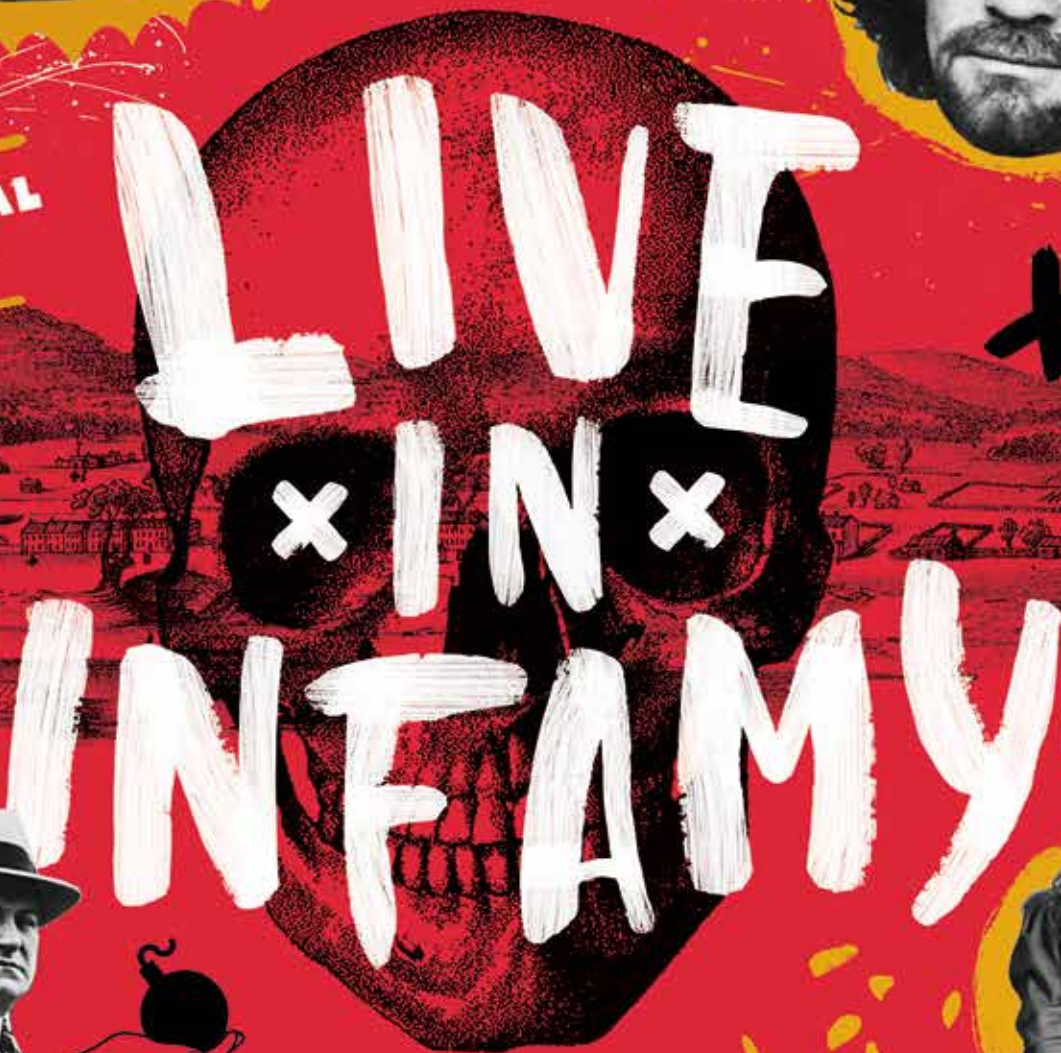


AAFCINNATI
AMERICAN ADVERTISING FEDERATION



**MEMORIAL
HALL**



XXX



**CINNINN-
ADDYS**
2016-2017





WE'VE CREATED OVER 3,000 VIDEOS FOR 1,500 OF THE WORLD'S MOST
PROMINENT BRANDS. WHAT'S YOUR EPIPHANY?

EPIPHEO.COM

CONGRATULATIONS TO THE ADDY WINNERS!



Creativity. For those of us in the advertising business, it can be a blessing and a curse. Coming up with the best ideas. Executing them brilliantly. It's all about great work. Of course, unlike our creative counterparts of stage, screen or music, our trophies are not often celebrated by the masses. So, we are determined to remember our own. Those who walk off with the most gold ADDY trophies or the heralded Best of Show—for an outdoor board or a TV spot or even a much-maligned pop-up banner—will forever “Live In Infamy.” We love them because they're the best of everything we are. And at the same time, we're a little jealous. There's nothing quite like the euphoria of winning accolades from your creative peers for work that pleased a sometimes-difficult client and, in the end, effectively sold a product, service or idea. That, of course, is the essence of Advertising.

MAY WE ALL LIVE IN INFAMY.

2016–2017 CincinnADDYs Committee:

Brad Turner, Empower MediaMarketing, AAF Cincinnati President
Judy Thompson, Executive Director, AAF Cincinnati
Kate Olberding, POSSIBLE
Angie Fischer, Curiosity Advertising
David Allison, David Allison Concepts

Special Thanks:

David Allison	Kate Gabis	Trina Olsen
Jonathan Bollin	Alan Gong	Tara Pettit
Crosley Brammer	Josh Gott	Joe Stryker
Lindsay Brash	Deidre Heid	Judy Thompson
Claire Brown	Chris Kuehl	Brad Turner
Heather Davis	Tiffany Moy-Miller	Cheryl Van Ooyen
Angie Fischer	Kate Olberding	

AMERICAN
ADVERTISING
AWARDS

The American Advertising Awards is the advertising industry's largest and more representative competition, attracting over 40,000 entries every year in local AAF Club competitions. The local phase is the first of a three-tier, national competition. Local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards. Entry in the local Ad Club competition is the first step toward winning a national ADDY!



POSSIBLE

Febreze Song Ads

GOLD WINNER

Branded Content & Entertainment >
Branded Content & Entertainment
Campaign

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive Creative Director
Margaret Russo, Creative Director
James Westbrook, Associate
Creative Director
Chris Kowalak, Senior Art Director
Marissa Kramer, Copy Director
Emily Masi, Copywriter
Jennifer Kreger, Producer
Amy Austin, Executive Producer
Antoine Geadah, VP, Client Partnership
Marge Mikolajewski, Account Director
Bryan Smith, Senior Account Manager
Michaela Ruebel, Program Director



LANDOR

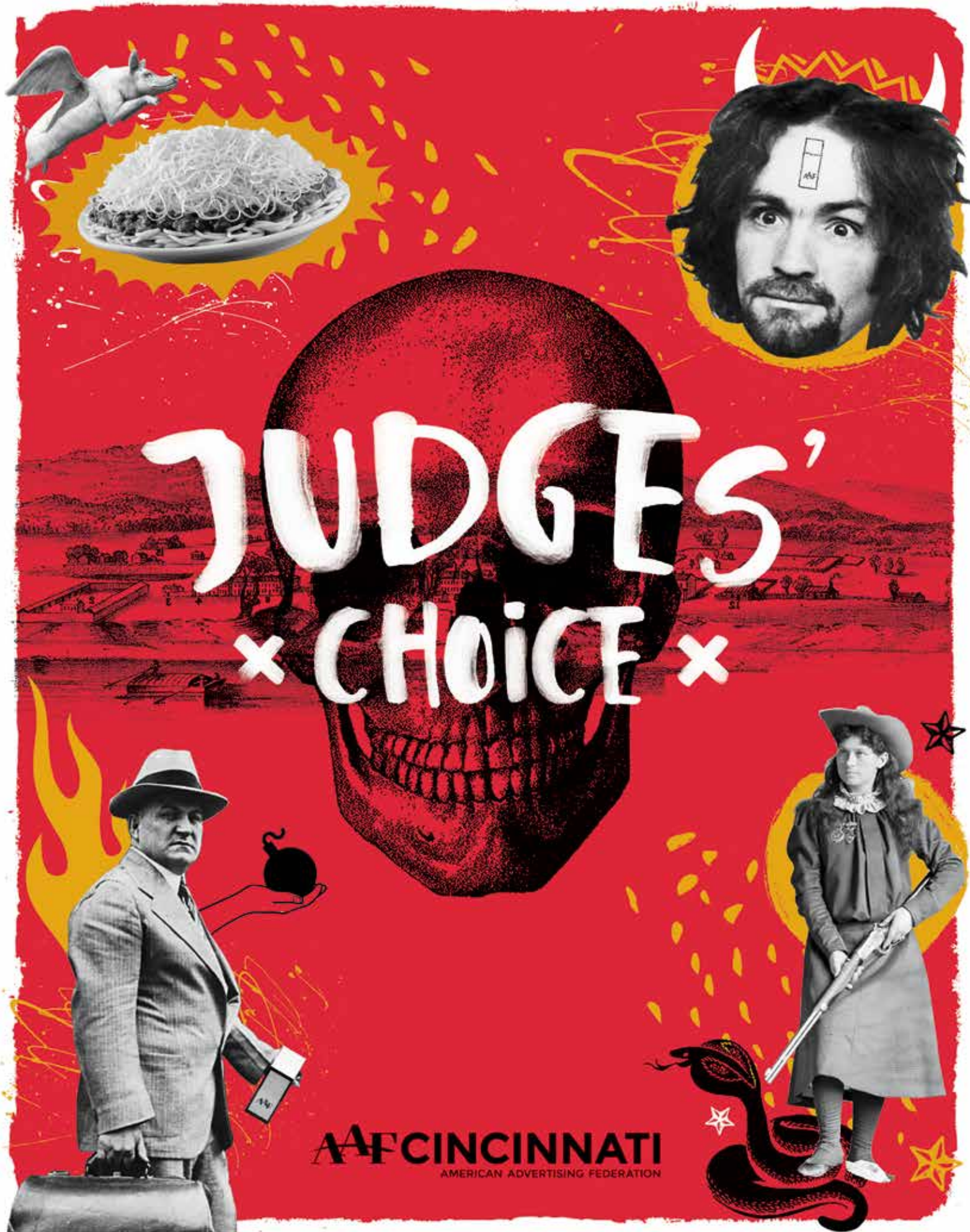
Inject Hope Posters

GOLD WINNER

Out-of-Home > Poster,
Poster—Campaign

Advertiser:
Hamilton County Heroin Coalition

Credits:
Zack Mueller, Senior Designer
Dale Doyle, Executive
Creative Director
Mary Zalla, Global President, CPG
Brendan O'Brien, Client Associate
Joe Napier, Creative Director
Kim Pierce, Strategy Director
Chris Vogel, Senior Designer
Brandon Wells, Senior Designer



From Left to Right: Cheryl, Alan and Tiffany

CHERYL VAN OOYEN

While I'm currently a freelance creative in New York, my career began in Seattle. While I loved the small creative agency life, the rain was just too much, so I fled to New York. Once at Deutsch, I ran multiple accounts including Snapple and IKEA. I also pitched and won many accounts for the agency, including Snapple, Foot Locker, Domino's and Verizon. I then joined BBDO to run Visa. After a successful time there, I left to begin creating and directing content and short-form on a project basis for VH1 and MTV.

Following that, I joined MRM Worldwide. There, I created and directed content / social projects for clients, including General Mills, Walmart, Toys "R" Us and multiple Diageo brands. Leaving MRM, I joined McGarryBowen as an ECD on the Verizon account—most notably creating the "#48hours" Ed Norton campaign for Droid.

I live in Brooklyn in a house full of happy chaos—husband, a couple of giant sons, and a 150-pound dog. And though I've been fortunate to garner awards at all major industry shows—including The One Show, Cannes, D&AD, CA, National Addy's, AICP, etc.—what I'm most proud of are my parallel parking skills. Seriously.

ALAN GONG

I was born in the north of England and am a first-generation, third son of Chinese immigrants. I trained as a Graphic Artist and worked in "below the line" agencies until the opportunity came to move into the toys and games industry...

I became known as the "Toy Boy" in the family. I've spent almost 30 years in various creative positions in the toys and games industry, including Director of Creative Services for Hasbro Europe, VP of Hasbro Europe's Design Center and then I moved to the East Coast of the US as the SVP of Hasbro's Global Games Division. Recently I held the position of VP of Design and Global Business Leader for Spin Masters games division based in Los Angeles.

Having had such a long career in the T&G industry, I now consider "Play Is a Human Need" and that social gaming is a great way to bond with family and friends, to create platforms for discussion and, of course, to make lifetime memories! ...Whether you WIN or LOSE.

TIFFANY MOY-MILLER

Tiffany Moy-Miller doesn't often speak of herself in the third person, but is giving it a go.

Tiffany started Michigan State University with International Business Pre-Law in mind. About one semester in (more like two weeks), she realized her left brain couldn't keep up and she, ultimately, left MSU with a BA in Communications/Advertising. Tiffany furthered her education at the Miami Ad School in South Beach, Florida, where she honed the craft of twisting words and bar-hopping in a bikini. That was eons ago.

Since then, she's lived and worked in Miami, New York, Dallas, and Chicago—collecting random awards, accolades and experiences along the way. (Dwayne "The Rock" Johnson even said she's the best!) She's worked on more accounts than she can remember, but a few that come to mind are Ford, National Cattlemen's Beef Association, Rolling Rock, Quick Lane, Hollywood Casino and The Michigan Economic Development Corporation. These days, Tiffany has brought her twenty plus years of experience back to her hometown and is a Group Creative Director at MRM/McCann-Detroit. There, she wrangles the creative for GM's Capital One credit card—the BuyPower Card and GM's Vehicle Purchase Plans. Tiffany has been described as relentless in her pursuit of great creative, but it's her positive energy and freakishly straightforward (yet somehow always empathetic and respectful) demeanor that lets her stand out.

JUDGES' CHOICE

NORTHLICH

Kitty Condoms

GOLD WINNER

Public Service > Public Service
Print Advertising, Single Unit

Advertiser:
The Joanie Bernard Foundation

Credits:
Kerry Broderick, VP / Group
Creative Director
Pat Pujolas, Associate
Creative Director
Laura Gels, Associate
Creative Director
Lisa Lucas, Senior Project Manager



EMPOWER MEDIAMARKETING / PROCLAMATION

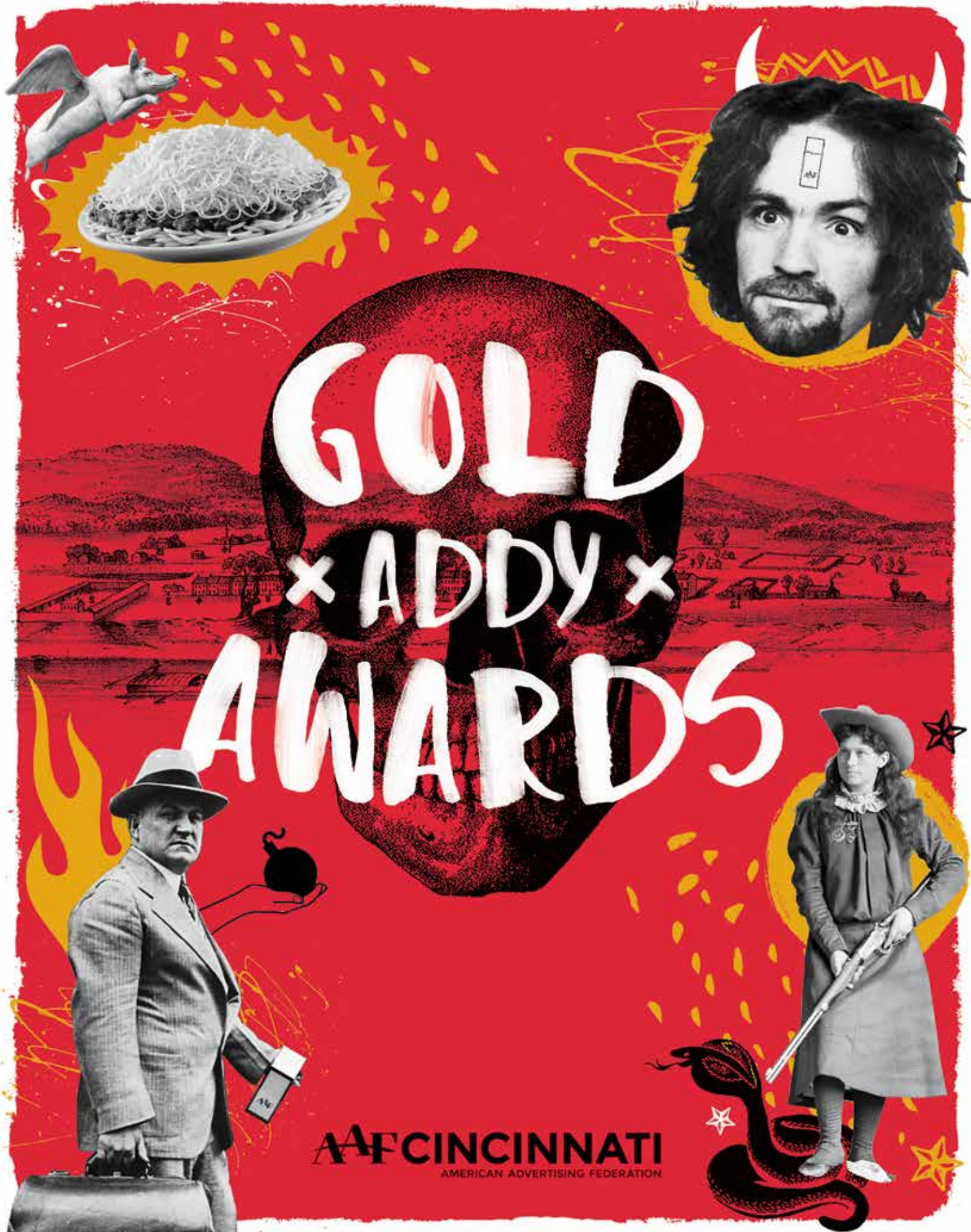
Generation Ali
Humanitarians Film

GOLD WINNER

Online Film, Video & Sound >
Internet Commercial, Single Spot

Advertiser:
Muhammad Ali Center

Credits:
Muhammad Ali Center, Client
Proclamation & Empower
MediaMarketing, Agency
Jeffrey Warman, Chief Creative Officer
Tate Webb / Tate.io, Editor
Vance Malone, Director
Marc Greenfield, Director of Photography
Wild Plum, Production Company
Shelby Sexton, Exec. Producer
Rob Sexton, Producer
Courtney Frank, Agency Project Manager
Craig Young, Kristine Sturgeon,
Purposeful Networks, Client Team
Elizabeth Young, Camera Assist



NORTHLICH

Kitty Condoms

Public Service > Public Service
Print Advertising, Single Unit

Advertiser:
The Joanie Bernard Foundation

Credits:
Kerry Broderick, VP / Group
 Creative Director
Pat Pujolas, Associate
 Creative Director
Laura Gels, Associate
 Creative Director
Lisa Lucas, Senior Project Manager



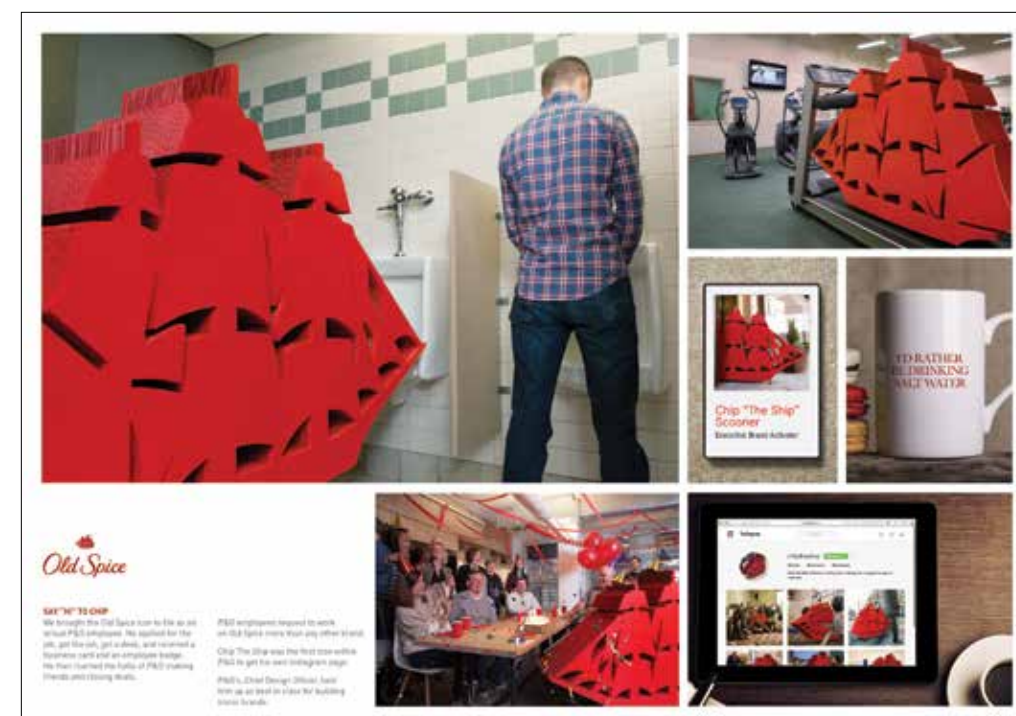
LANDOR

Old Spice: Chip the Ship

Ambient Media > Guerrilla Marketing,
Single Occurrence

Advertiser:
Procter & Gamble

Credits:
Joe Napier, Creative Director
Matoaka Winters, Client Director
Jeff Maurer, Design Director
Ryan Green, Senior Designer
Allison Aardsma, Client Manager
Emily Ducharme, Client Associate
Kris Linkugel, Senior Designer
Zack Mueller, Senior Designer
Lauren Riley, Senior Design
 Manager, P&G



NORTHLICH

Talk to Your Cat About Sex

Public Service > Public Service
Out-Of-Home, Campaign

Advertiser:
The Joanie Bernard Foundation

Credits:
Kerry Broderick, VP / Group
Creative Director
Pat Pujolas, Associate
Creative Director
Laura Gels, Associate
Creative Director
Lisa Lucas, Senior Project Manager
Rachel Nicholas, Account Supervisor



BLUESTONE CREATIVE

USS Nightmare Website

Websites > Consumer

Advertiser:
USS Nightmare

Credits:
bluestone creative, Creative Agency
Alias Imaging, Videographer /
Photographer



POSSIBLE

Tide Freestyle

Websites > Consumer

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive
Creative Director
Ray Elfers, Creative Director
Sarah Knott, Creative Director
Brian Pinkney, Associate Director, UX
Brad Geiger, Associate
Creative Director
Eddie Sun, Senior Art Director
Mark van Patten, Senior Designer
Chelsea Sanders, Designer
Carlos Diaz Brito, Senior Copywriter
Antoine Geadah, VP, Client Partnership
Tuck Sheppard, Account Director

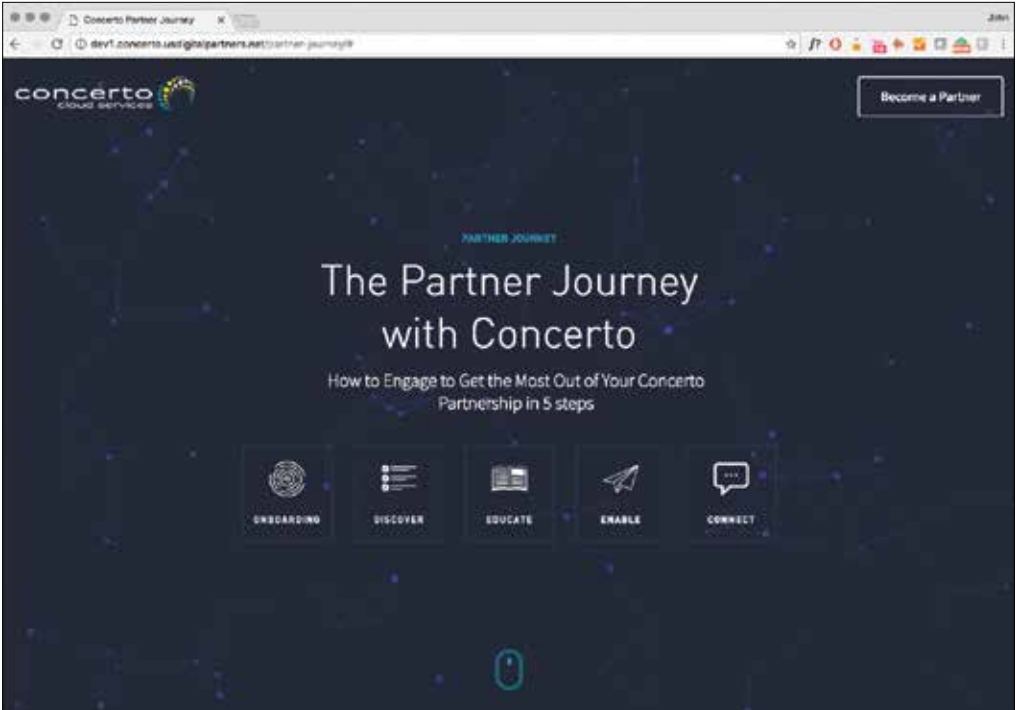
US DIGITAL PARTNERS

Concerto Partner Journey

Websites > Websites, B-to-B

Advertiser:
Concerto Cloud Services

Credits:
Jesy Herron, Client Director
Daniel Calderon, Lead Creative
Lew Krehnbrink, Frontend Developer
Michael Whelan, Technical Director
Paige Keefe, Account Executive



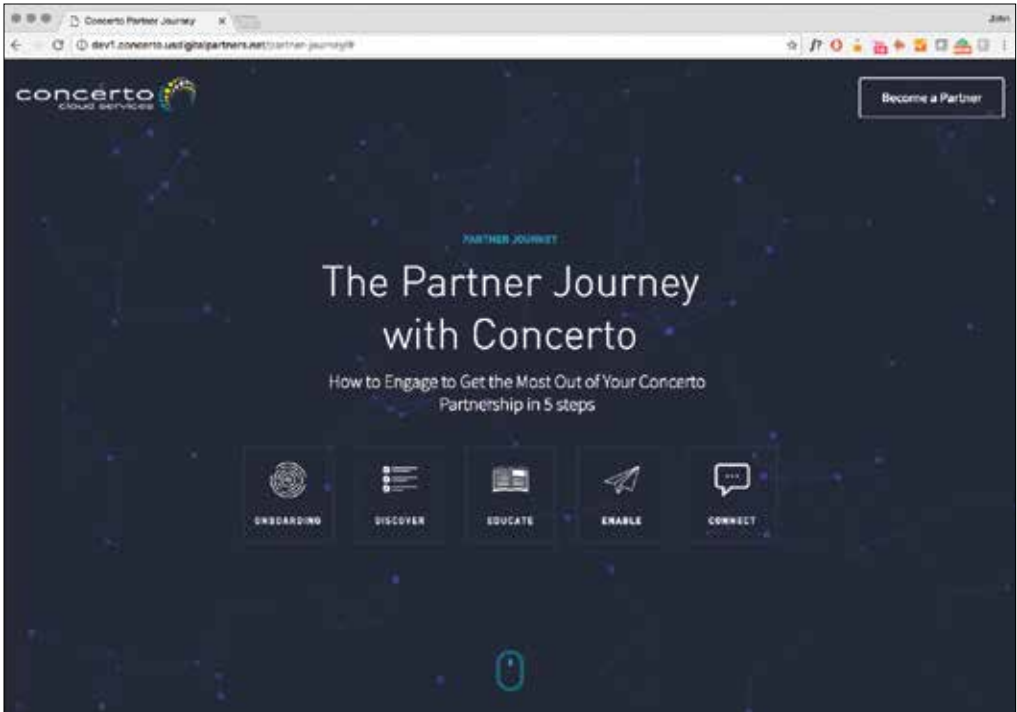
US DIGITAL PARTNERS

Concerto Partner Journey

Websites > Websites, Microsites

Advertiser:
Concerto Cloud Services

Credits:
Jesy Herron, Client Director
Daniel Calderon, Lead Creative
Lew Krehnbrink, Frontend Developer
Michael Whelan, Technical Director
Paige Keefe, Account Executive



POSSIBLE

Tide Freestyle

Websites > Websites, Microsites

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive Creative Director
Ray Elfers, Creative Director
Sarah Knott, Creative Director
Brian Pinkney, Associate Director, UX
Brad Geiger, Associate Creative Director
Eddie Sun, Senior Art Director
Mark Van Patten, Senior Designer
Chelsea Sanders, Designer
Carlos Diaz Brito, Senior Copywriter
Antoine Geadah, VP, Client Partnership
Tuck Sheppard, Account Director



POSSIBLE

Downy Social

Social Media > Social Media, Campaign

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive Creative Director
Jason Langdon, Creative Director
Nicole Wehrle, Art Director
Mark Van Patten, Senior Designer
Matt Berohn, Editor
Jackie Mooney, Copy Director
Emily Hager, Producer
Sheri Lutz, Creative Services Director
Elizabeth Billman, Associate Strategist
Michaela Ruebel, Program Director
Torre Stark, Account Director
Antoine Geadah, VP, Client Partnership

POSSIBLE

Febreze Song Ads

Radio Advertising > Radio Advertising, Regional / National, Radio—National Campaign

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive Creative Director
Margaret Russo, Creative Director
James Westbrooks, Associate Creative Director
Chris Kowalak, Senior Art Director
Marissa Kramer, Copy Director
Emily Masi, Copywriter
Jennifer Kreger, Producer
Amy Austin, Executive Producer
Antoine Geadah, VP, Client Partnership
Marge Mikolajewski, Account Director
Bryan Smith, Senior Account Manager
Michaela Ruebel, Program Director



EPIPHEO

Lown Institute

Online Film, Video & Sound >
Internet Commercial, Single Spot

Advertiser:

Lown Institute

Credits:

Levi Bethune, Creative Director
EJ Adams, Producer



EMPOWER
MEDIAMARKETING /
PROCLAMATION

Downy Wrinkle Releaser
Travel Size

Online Film, Video & Sound >
Internet Commercial, Single Spot

Advertiser:

Nehemiah Manufacturing Company

Credits:

Nehemiah Manufacturing, Client
Proclamation & Empower
MediaMarketing, Agency
Jeffrey Warman, Chief
Creative Officer
Tate Webb / Tate.io, Editor
Zach Bainter, Director
Rick Grover, Director of Photography
Industropop, Production Company
Vance Malone, Tanya Cohen,
Exec. Producers
Courtney Frank, Agency Lead



BAREFOOT PROXIMITY

Lorraine—Rolls Right Off

Online Film, Video & Sound >
Internet Commercial, Single Spot

Advertiser:

Totes

Credits:

David Schlosser, Creative Direction
Ross Phernetton, Creative Direction
Margaret Ireland, Design
Warren Bates, Copywriting
David Otting, Editor

BLUESTONE CREATIVE

USS Nightmare 2016 Trailer

Branded Content & Entertainment >
Branded Content & Entertainment For
Online Film, Video & Sound, Single Entry

Advertiser:

USS Nightmare

Credits:

bluestone creative, Creative Agency
Alias Imaging, Videographer
Sound Images, Sound Design



POSSIBLE

Downy GoPro

Branded Content & Entertainment > Branded Content & Entertainment Campaign

Advertiser: Procter & Gamble

Credits: Danielle Trivisonno, Chief Creative Officer Adam Kahn, Executive Creative Director Margaret Russo, Creative Director Jason Langdon, Associate Creative Director Nicole Wehrle, Art Director Mark Van Patten, Senior Designer Matt Berohn, Editor Sheri Lutz, Creative Services Director Elizabeth Billman, Associate Strategist Torre Stark, Account Director Antoine Geadah, VP, Client Partnership Michaela Ruebel, Program Director



EMPOWER
MEDIAMARKETING /
PROCLAMATION

Ali Center Humanitarians Memorial

Public Service (Film, Video & Sound) > Public Service Online Film, Video & Sound

Advertiser: Muhammad Ali Center

Credits: Muhammad Ali Center, Client Proclamation & Empower MediaMarketing, Agency Jeffrey Warman, Chief Creative Officer Tate Webb / Tate.io, Editor Vance Malone, Director Marc Greenfield, Director of Photography Wild Plum, Production Company Shelby Sexton, Exec. Producer Rob Sexton, Producer Courtney Frank, Agency Project Manager Craig Young, Kristine Sturgeon, Purposeful Networks, Client Team Elizabeth Young, Camera Assist



EMPOWER
MEDIAMARKETING /
PROCLAMATION

Ali Center Humanitarian Veronika

Public Service (Film, Video & Sound) > Public Service Online Film, Video & Sound

Advertiser: Muhammad Ali Center

Credits: Muhammad Ali Center, Client Proclamation & Empower MediaMarketing, Agency Jeffrey Warman, Chief Creative Officer Tate Webb / Tate.io, Editor Vance Malone, Director Marc Greenfield, Director of Photography Wild Plum, Production Company Shelby Sexton, Exec. Producer Rob Sexton, Producer Courtney Frank, Agency Project Manager Craig Young, Kristine Sturgeon, Purposeful Networks, Client Team Elizabeth Young, Camera Assist

NORTHLICH

Talk to Your Cat About Sex

Public Service (Film, Video & Sound) > Public Service Campaign

Advertiser: The Joanie Bernard Foundation

Credits: Kerry Broderick, VP / Group Creative Director Pat Pujolas, Associate Creative Director Laura Gels, Associate Creative Director Trish Cranor, Producer Red Echo Post, Post Production Circa Music, Music Jordan Brady, Director Superlounge, Production Company Rachel Nicholas, Account Supervisor



NORTHLICH

Talk to Your Cat About Sex

Public Service (Cross Platform) > Integrated Media Public Service Campaign

Advertiser:
The Joanie Bernard Foundation

Credits:
Kerry Broderick, VP / Group Creative Director
Pat Pujolas, Associate Creative Director
Laura Gels, Associate Creative Director
Trish Cranor, Producer
Red Echo Post, Post Production
Circa Music, Music
Jordan Brady, Director
Superlounge, Production Company
Rachel Nicholas, Account Supervisor
Ruzanna Rozman, Designer
Katie Rauch, Senior Designer
Jason Bachman, Senior Developer



LIGHTBORNE

GE—Additive

Film & Video > Animation, Special Effects or Motion Graphics

Advertiser:
Power Agency

Credits:
Chris Gliebe, Creative Director
Kevin Gautraud, 3D Design & Animation
Evan Sheldon, 3D Animation
Riann Wiggins, Producer



LIGHTBORNE

OFFF Festival Titles 2016

Film & Video > Animation, Special Effects or Motion Graphics

Advertiser:
OFFF

Credits:
Chris Gliebe & Ryan McAllister, Creative Director
Kevin Gautraud, Lead 3D Animator
Kurt Koch, Justin Lee, Chris Gliebe, Design & Animation
Brad Grawe, Editor
Lauren Bentle, Producer



SOUND IMAGES, INC.

Mitchell Massacre

Sound > Sound Design

Advertiser:
USS Nightmare

Credits:
Adam Pleiman, Sound Design
Bart Vanderzee, Assistant Sound Design
Samantha Price, Accounts



BLUESTONE CREATIVE

USS Nightmare Website

Digital Creative Technology >
Responsive Design

Advertiser:
USS Nightmare

Credits:
bluestone creative, Creative Agency
Alias Imaging, Videographer /
Photographer



POSSIBLE

Unstopables 360

Digital Creative Technology >
Mobile Interaction

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive Creative Director
Ray Elfers, Creative Director
Margaret Russo, Creative Director
Eddie Sun, Senior Art Director
Marissa Kramer, Copy Director
Emily Masi, Copywriter
Christian Jaekle, Copywriter
Jennifer Kreger, Producer
Marge Mikolajewski, Account Director
Amy Austin, Executive Producer
Antoine Geadah, VP, Client Partnership
SubVRsive, Production Company



POSSIBLE

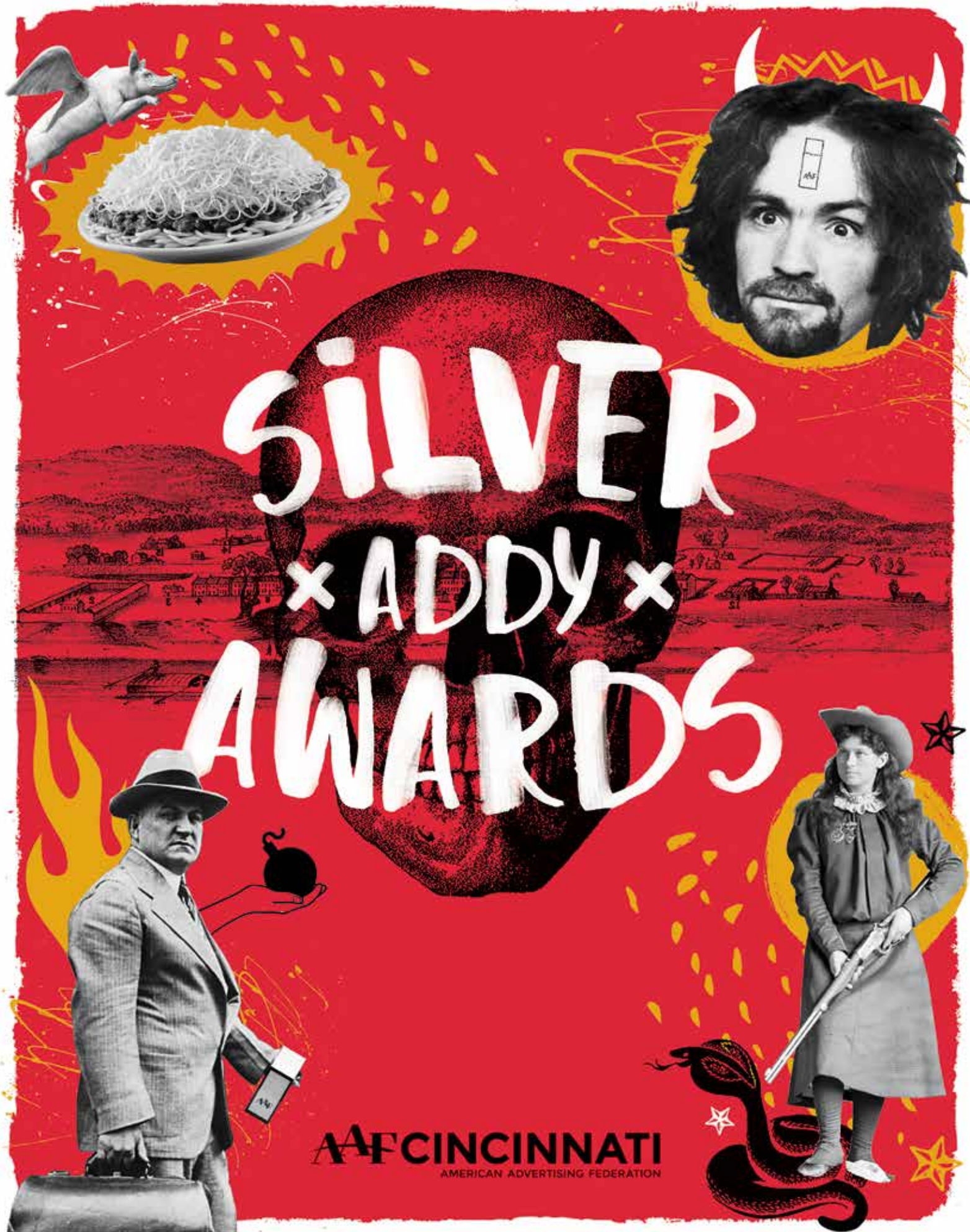
Unstopables 360

Digital Creative Technology > Innovative
Use of Interactive / Technology

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive Creative Director
Ray Elfers, Creative Director
Margaret Russo, Creative Director
Eddie Sun, Senior Art Director
Marissa Kramer, Copy Director
Emily Masi, Copywriter
Christian Jaekle, Copywriter
Jennifer Kreger, Producer
Marge Mikolajewski, Account Director
Amy Austin, Executive Producer
Antoine Geadah, VP, Client Partnership
SubVRsive, Production Company





MADTREE BREWING COMPANY

Identity Crisis Can Design

Sales & Marketing > Sales
Promotion, Packaging

Advertiser:
MadTree Brewing Company

Credits:
Sarah Gast, Marketing Manager
John Pattison, Graphic Designer



LANDOR

Old Spice Compass Watch

Sales & Marketing > Sales
Promotion, Packaging

Advertiser:
Procter & Gamble

Credits:
Joe Napier, Creative Director
Matoaka Winters, Client Director
Jeff Maurer, Design Director
Ryan Green, Senior Designer
Allison Aardsma, Client Manager
Emily Ducharme, Client Associate
Lauren Riley, Senior Design
Manager, P&G

LANDOR

Tide Studio Launch Packaging

Sales Promotion > Packaging,
Packaging Campaign

Advertiser:
Procter & Gamble

Credits:
Lizzy Achten, Designer
Susan Bauer, Senior Client Manager
Caroline Bright, Client Manager
Tracey Lanz, Creative Director
Rebecca Moses, Client Director
Dave Umbenhour, Production Artist
Chris Vogel, Senior Designer
Mike Sanders, Principal Designer,
P&G



HYPERQUAKE

Cincinnati Design Week 2016

Collateral Material > Special
Event Material, Card, Invitation,
Announcement Campaign

Advertiser:
AIGA Cincinnati

Credits:
Dan Barczak, Creative Director
Holly Shoemaker, Design Director
Dustin Blankenship, Senior Designer
Andria Mierzwiak, Designer
Emily Zalla, Designer
Chris Mock, Senior Designer
David Maley, Designer



NORTHLICH

Schneck Sports Medicine

Direct Marketing > Direct Mail,
3D / Mixed

Advertiser:
Schneck Medical Center

Credits:
Kerry Broderick, VP / Group
Creative Director
Pat Pujolas, Associate
Creative Director
Laura Gels, Associate
Creative Director
Ruzanna Rozman, Designer
Amy Okin, Account Supervisor



LANDOR

Old Spice Compass Watch

Direct Marketing > Specialty
Advertising, Apparel

Advertiser:
Procter & Gamble

Credits:
Joe Napier, Creative Director
Matoaka Winters, Client Director
Jeff Maurer, Design Director
Ryan Green, Senior Designer
Allison Aardsma, Client Manager
Emily Ducharme, Client Associate
Lauren Riley, Senior Design
Manager, P&G



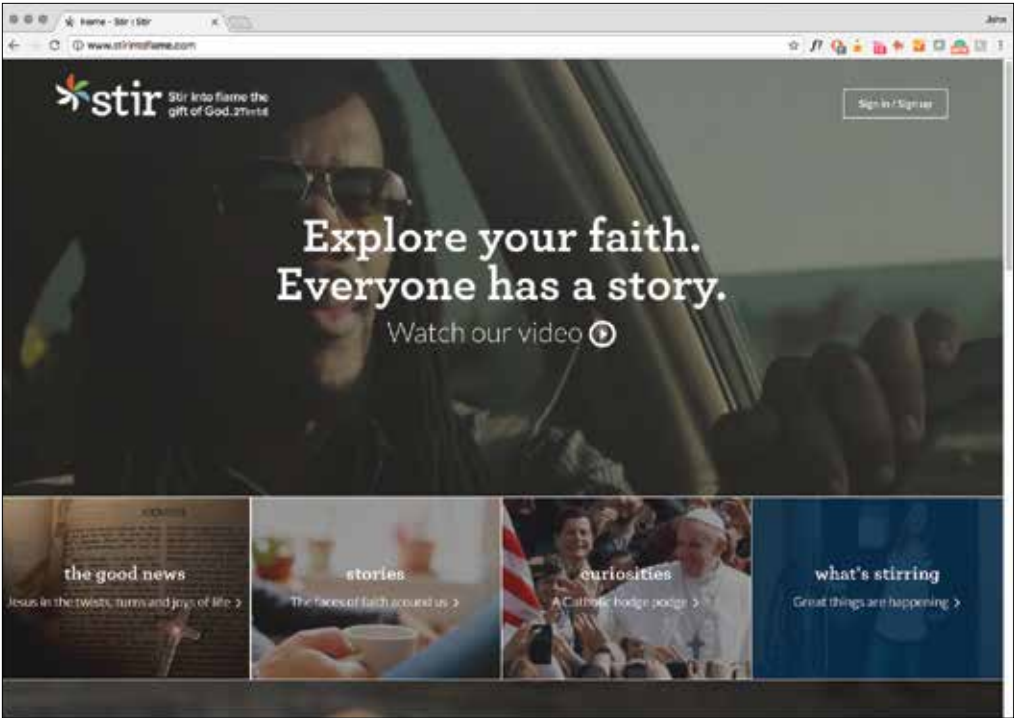
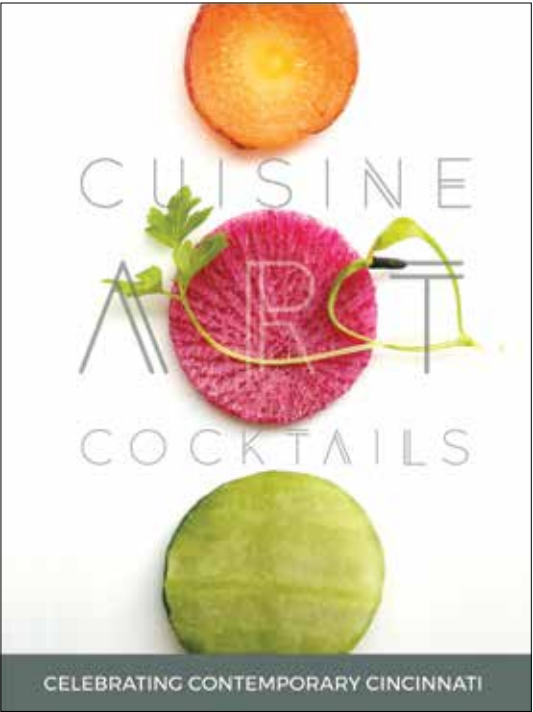
GINA WEATHERSBY
PHOTOGRAPHY

Cuisine Art Cocktails

Public Service > Public Service
Collateral, Brand Elements

Advertiser:
Contemporary Arts Center / Docents

Credits:
Maria Kalomenidou, Creative
Direction & Design
Jaime Thompson, Author & Curator
of Education
Gina Weathersby, Photography
Lucy Flint, Editor
Emma Gohlke, Contributing Editor
Shawnee Turner, Research
Alex Dellis-Harcha, Contributing
Designer



US DIGITAL PARTNERS

STIR

Websites > Consumer

Advertiser:
The Archdiocese of Cincinnati

Credits:
David Brecount, Partner
Daniel Calderon, Lead Creative
Lew Krehnbrink, Lead Developer

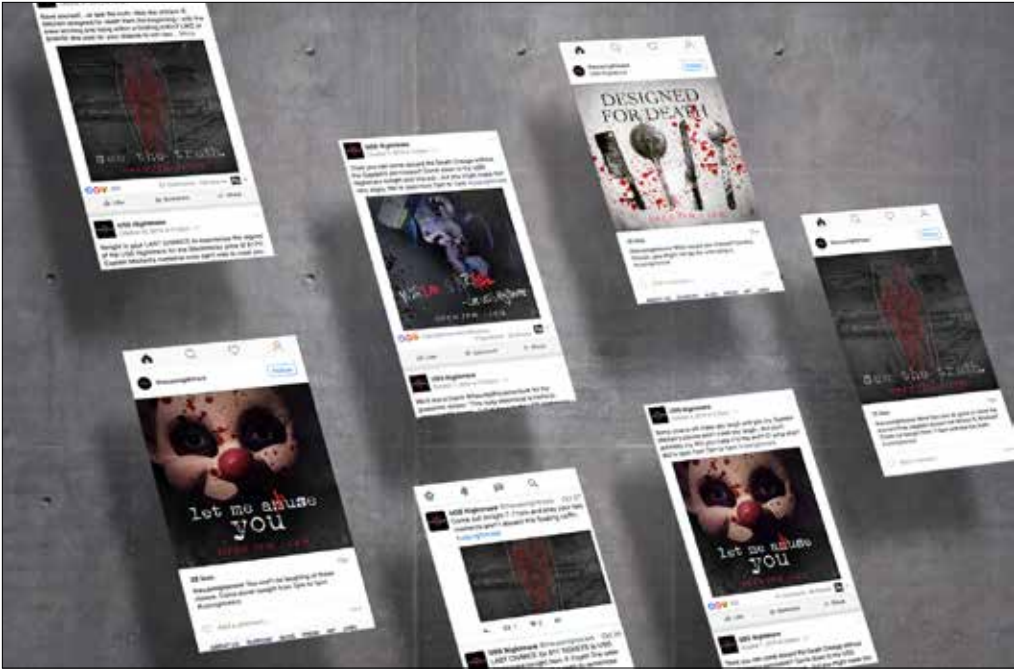
ARNOLD'S BAR
AND GRILL

Arnold's Beer Week Posters

Out-of-Home > Poster,
Poster—Campaign

Advertiser:
Arnold's Bar and Grill

Credits:
Lightning Horse Industries, Jackie O's
Beer Poster Artist
Rob Warnick, Triple Digit Beer
Poster Artist
Tommy Sheehan, Christian Moerlein
Beer Poster Artist
James Billiter, Rhinegeist New
Belgium Beer Poster Artist
Brian Methe, Braxton Beer
Poster Artist
We Have Become Vikings, Blank Slate
Beer Poster Artist



BLUESTONE CREATIVE

USS Nightmare Social Media

Social Media > Social Media,
Campaign

Advertiser:
USS Nightmare

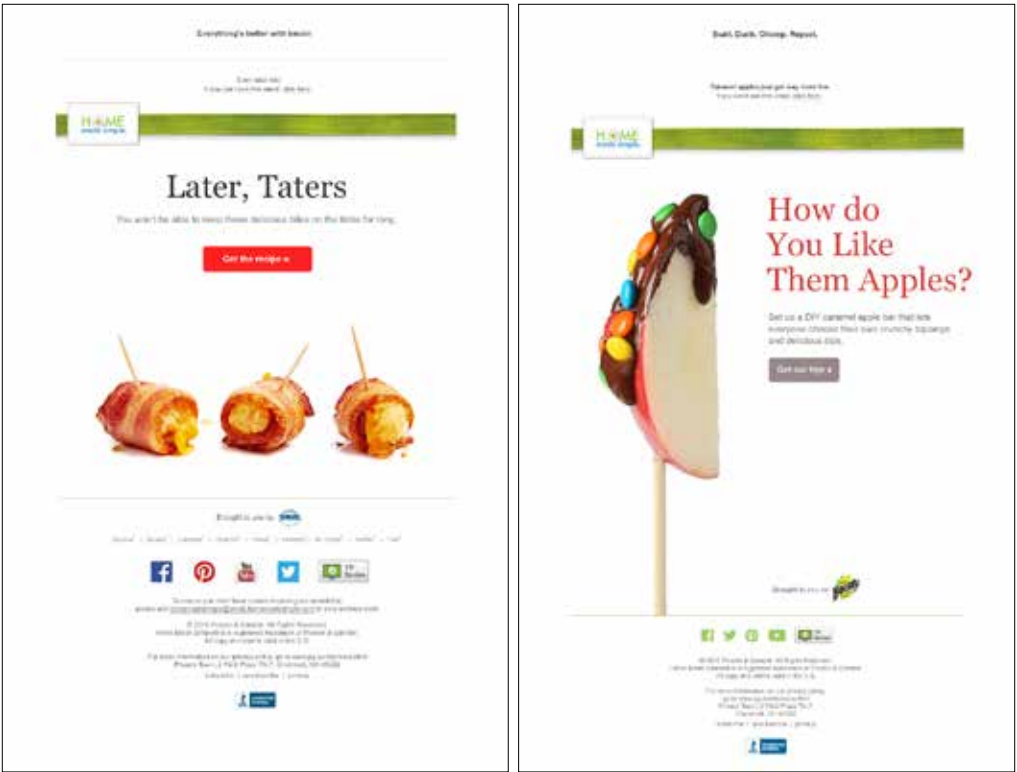
Credits:
bluestone creative, Creative Agency

TIRE DISCOUNTERS

Tire Discounters—Social Smiles

Social Media > Social Media, Campaign

Advertiser: Tire Discounters



BAREFOOT PROXIMITY

Home Made Simple Animated Emails

Advertising & Promotion > Email

Advertiser: Home Made Simple (P&G)

Credits: Wendi Moubray, Creative Direction Margaret Ireland, Art Direction Tessa McDaniel, Art Direction Pete Mentrek, Food Stylist Anna Jones, Photography

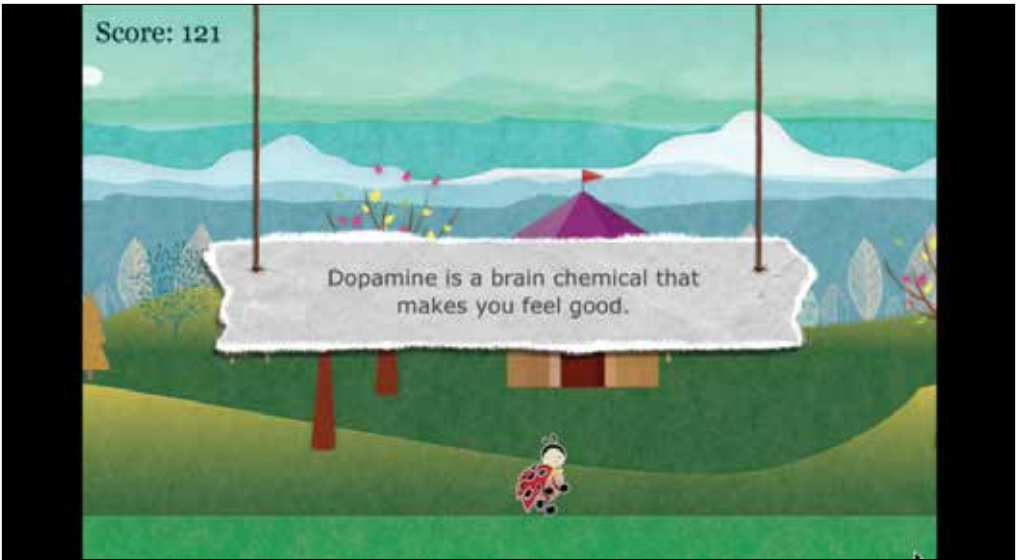
CURIOSITY ADVERTISING

Roto-Rooter: Toilet Tweets

Social Media > Social Media, Campaign

Advertiser: Roto-Rooter

Credits: Matt Fischer, Chief Creative Officer Ried Cartwright, Joe Stryker, Group Creative Directors George Taliaferro, Copywriter Jillian Kavinsky, Art Director, Copywriter Andy Snyder, Kyle Fant, Account Team



NORTHLICH

DopaMEAN's Revenge

Public Service > Public Service Online/Interactive

Advertiser: The Ohio Lottery Commission

Credits: Dan Rapp, Group Creative Director Terry Dillon, Associate Creative Director Laura Gels, Associate Creative Director Ruzanna Rozman, Associate Designer Jason Bachman, Senior Developer Rachel Nicholas, Account Supervisor Lisa Lucas, Senior Project Manager Brian Giarratana, Copywriter Erik Olsen, Developer

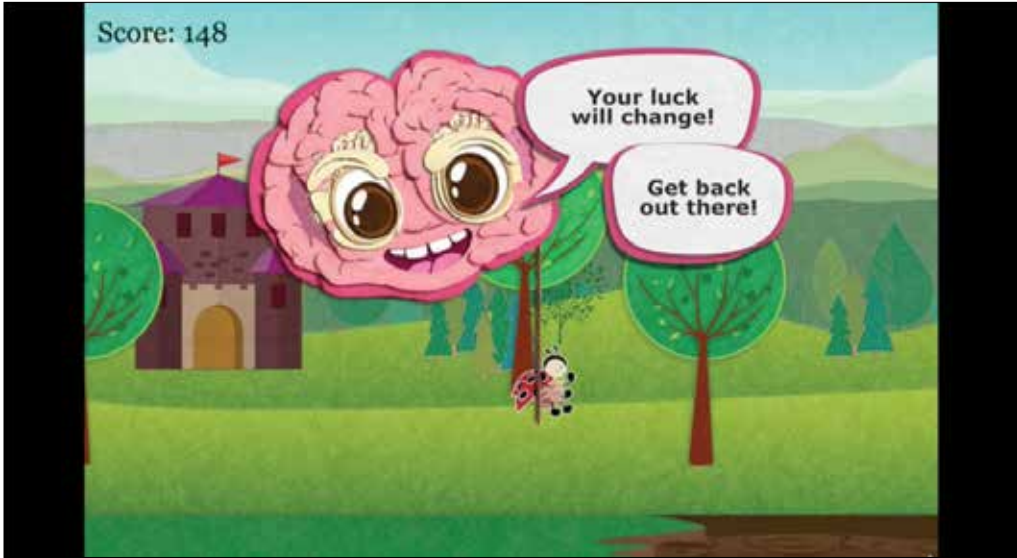
NORTHLICH

YourChemistry.org

Public Service > Public Service
Online/Interactive Campaign

Advertiser:
The Ohio Lottery Commission

Credits:
Dan Rapp, Group Creative Director
Terry Dillon, Associate
Creative Director
Laura Gels, Associate
Creative Director
Ruzanna Rozman, Associate Designer
Jason Bachman, Senior Developer
Rachel Nicholas, Account Supervisor
Lisa Lucas, Senior Project Manager
Brian Giarratana, Copywriter
Erik Olsen, Developer
Pat Pujolas, Associate
Creative Director



SQUEAKY TOY
ADVERTISING

Squeaky Toy Advertising
Website

Advertising Industry Self-Promotion >
Online/Interactive

Advertiser:
Squeaky Toy Advertising

Credits:
Greg Newberry, Creative Director
Mark Cretcher, Editor
Matt Hueneman, Sound Design
Matt Healy, Website Developer



POSSIBLE

Febreze Holiday

Radio Advertising > Single Spot,
Regional / National, Single Spot More
Than 30 seconds

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive Creative Director
Margaret Russo, Creative Director
James Westbrooks, Associate
Creative Director
Chris Kowalak, Senior Art Director
Marissa Kramer, Copy Director
Emily Masi, Copywriter
Antoine Geadah, VP, Client Partnership
Marge Mikolajewski, Account Director
Bryan Smith, Senior Account Manager
Katie Pembaur, Director,
Strategy & Planning
Amy Austin, Executive Producer
Jennifer Kreger, Producer

BAREFOOT PROXIMITY

Equity Campaign

Television Advertising >
Local, Single Spot, 30 Seconds

Advertiser:
Cincinnati Children's Hospital

Credits:
Tom Bolton, Creative Direction
Ross Phernetton, Creative Direction
Julie Tran, Concepting
Amy Tolle, Concepting
Claudia Bodington, Concepting
David Otting, Editing



NORTHLICH

“How Bold Are You?”
Distracted Physicist

Television Advertising >
Regional / National, Single Spot,
Up to 2 Minutes

Advertiser:
The Ohio Lottery Commission

Credits:
Dan Rapp, Group Creative Director
Kate McGuire, Senior Art Director
Pat Pujolas, Associate Creative Director
Brian Giarratana, Copywriter
Trish Cranor, Producer
Jordan Brady, Director
Cartilage, Production Company
Red Echo Post, Post Production
Rachel Nicholas, Account Supervisor



NORTHLICH

“How Bold Are You?”
Angry Wrestler

Online Film, Video & Sound >
Internet Commercial, Single Spot

Advertiser:
The Ohio Lottery Commission

Credits:
Dan Rapp, Group Creative Director
Kate McGuire, Senior Art Director
Pat Pujolas, Associate Creative Director
Brian Giarratana, Copywriter
Trish Cranor, Producer
Jordan Brady, Director
Cartilage, Production Company
Red Echo Post, Post Production
Rachel Nicholas, Account Supervisor



BAREFOOT PROXIMITY

Equity Campaign

Online Film, Video & Sound >
Internet Commercial, Single Spot

Advertiser:
Cincinnati Children's Hospital

Credits:
Tom Bolton, Creative Direction
Ross Phernetton, Creative Direction
Julie Tran, Concepting
Amy Tolle, Concepting
Claudia Bodington, Concepting
David Otting, Editing

BAREFOOT PROXIMITY

Lorraine—Stays Outside

Online Film, Video & Sound >
Internet Commercial, Single Spot

Advertiser:
Totes

Credits:
David Schlosser, Creative Direction
Ross Phernetton, Creative Direction
Margaret Ireland, Designer
Warren Bates, Copywriter
David Otting, Editor



BAREFOOT PROXIMITY

Titan

Online Film, Video & Sound >
Internet Commercial, Single Spot

Advertiser:
Totes

Credits:
David Schlosser, Creative Direction
Ross Phernetton, Creative Direction
Margaret Ireland, Designer
Warren Bates, Copywriter



BAREFOOT PROXIMITY

Lorraine—Campaign

Online Film, Video & Sound >
Internet Commercial, Online Film,
Video & Sound Campaign

Advertiser:
Totes

Credits:
David Schlosser, Creative Direction
Ross Phernetton, Creative Direction
Margaret Ireland, Designer
Warren Bates, Copywriter
David Otting, Editor

LEAPFRAME

UC Video Campaign

Online Film, Video & Sound >
Internet Commercial, Online Film,
Video & Sound Campaign

Advertiser:
University of Cincinnati

Credits:
Brandon Faris, Director
Mike Brown, Copywriter
Kyle Ebersole, Assistant Director
Ryan Woolfolk, Animator
Sara Hine, Producer
Sound Images, Audio Post Production
/ Original Sound Score
Alexander Elkins, Cinematographer



BAREFOOT PROXIMITY

Totes Campaign

Online Film, Video & Sound >
Internet Commercial, Online Film,
Video & Sound Campaign

Advertiser:
Totes

Credits:
David Schlosser, Creative Direction
Ross Phernetton, Creative Direction
Margaret Ireland, Designer
Warren Bates, Copywriter
David Otting, Editor

POSSIBLE

Unstoppables 360

Branded Content & Entertainment >
Branded Content & Entertainment
For Online Film, Video & Sound,
Single Entry 60 Seconds or Less

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive
Creative Director
Ray Elfers, Creative Director
Margaret Russo, Creative Director
Eddie Sun, Senior Art Director
Marissa Kramer, Copy Director
Emily Masi, Copywriter
Christian Jaekle, Copywriter
Jennifer Kreger, Producer
Marge Mikolajewski, Account Director
Amy Austin, Executive Producer
Antoine Geadah, VP, Client Partnership
SubVRsive, Production Company



POSSIBLE

Febreze Holiday

Branded Content & Entertainment >
Branded Content & Entertainment
For Online Film, Video & Sound,
Single Entry

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive
Creative Director
Margaret Russo, Creative Director
James Westbrooks, Associate
Creative Director
Chris Kowalak, Senior Art Director
Marissa Kramer, Copy Director
Emily Masi, Copywriter
Antoine Geadah, VP, Client Partnership
Marge Mikolajewski, Account Director
Bryan Smith, Senior Account Manager
Katie Pembaur, Director,
Strategy & Planning
Amy Austin, Executive Producer
Jennifer Kreger, Producer



LEAPFRAME

Lunazul Brand Essence

Branded Content & Entertainment >
Branded Content & Entertainment For
Online Film, Video & Sound, Single Entry

Advertiser:
Heaven Hill Brands

Credits:
Brandon Faris, Director / Editor
Ryan Woolfolk, Animator



US3

Arnold's: Cincinnati
Mannequin

Branded Content & Entertainment >
Branded Content & Entertainment For
Online Film, Video & Sound, Single Entry

Advertiser:
Arnold's Bar and Grill

Credits:
Adam Henry, Director
John Carrico, Assistant Director
Jamie Allender, Videographer
Chris Breeden, Editor & Arnold's GM
Chris Breeden & Ronda Breeden,
Arnold's Owner & Bathtub Sponsor
Tribe Called Quest, Song Artist

CURIOSITY ADVERTISING

TruMoo: Marshfellows

Branded Content & Entertainment >
Branded Content & Entertainment
Campaign

Advertiser:
Dean Foods

Credits:
Matt Fischer, Chief Creative Officer
Lorelei Buescher, Group
Creative Director
J.P. Kinerk, Group Creative Director
Ryan Neltner, Art Director
Allie Martin, Associate Digital
Media Creator
Jon Calhoun, Editor
Jillian Hensley, Grace Wheeler,
Amy Elking, Account Team
Molly Adams, Paula Egbers,
Traffic & Proofing Team



LEAPFRAME

Lunazul Mini Documentary

Sales Promotion > Audio / Visual
Sales Presentation

Advertiser:
Heaven Hill Brands

Credits:
Brandon Faris, Director / Editor
Ryan Woolfolk, Animator



YELLOWHAUS STUDIO

Olivia Sebastianelli
Lighting Fires

Music Videos > Music Video

Advertiser:
Warner Chappell United Kingdom

Credits:
Patrick Meier, Director / DP
Jeff Bucalo, Producer
Chaske Haverkos, Assistant
Director / AC
Dave Jarred, Light Design / Gaffer
Dave Schwandner, Steadycam Operator
Amanda Robinson,
Production Coordinator



NORTHLICH

Talk to Your Cat About Sex

Public Service (Film, Video & Sound)
> Public Service Television

Advertiser:
The Joanie Bernard Foundation

Credits:
Kerry Broderick, VP / Group
Creative Director
Pat Pujolas, Associate
Creative Director
Laura Gels, Associate
Creative Director
Trish Cranor, Producer
Red Echo Post, Post Production
Circa Music, Music
Jordan Brady, Director
Superlounge, Production Company
Rachel Nicholas, Account Supervisor

IHEARTMEDIA

Trump Safe Space

Public Service (Film, Video & Sound)
> Public Service Radio

Advertiser:
700 WLW

Credits:
Scott Stanley, Creative
Services Director



EMPOWER
MEDIAMARKETING

Fighting Chance Story

Public Service (Film, Video & Sound)
> Public Service Online Film, Video
& Sound

Advertiser:
Fighting Chance c/o Real Deal
Boxing Club

Credits:
Fighting Chance, Client
Empower MediaMarketing, Agency
Jeffrey Warman, Chief Creative Officer
Brian Steege & Jeffrey Warman,
Directors
Tate Webb / Tate.io, Editor
Brian Steege, Director of Photography
Mitch Dunn, Ashley Walters,
Agency Team



SEVEN/SEVENTY-NINE

Possible

Public Service (Film, Video & Sound)
> Public Service Non-Broadcast
Audio / Visual

Advertiser:
The Strive Partnership

Credits:
Drew Money, Director
Dan Phenicie, Producer
Drew Money, Editor and Sound Design
Jeremy Whitcomb, Camera Operator



NORTHLICH

When Good Chemistry
Goes Bad

Public Service (Film, Video & Sound)
> Public Service Campaign

Advertiser:
The Ohio Lottery Commission

Credits:
Dan Rapp, Group Creative Director
Pat Pujolas, Associate
Creative Director
Laura Gels, Associate
Creative Director
Trish Cranor, Producer
Wade Sherman, Director
Cartilage, Production Company
Red Echo Post, Post Production
Rachel Nicholas, Account Supervisor
Kate Lett, Account Manager

YELLOWHAUS STUDIO

Yellowhaus Shorts—Eldora RV

Advertising Industry Self-Promotion (Film, Video & Sound) > Advertising Industry Self-Promotion Film, Video & Sound

Advertiser:
Yellowhaus Studio

Credits:
Patrick Meier, Director / DP
Jeff Bucalo, Producer



SQUEAKY TOY ADVERTISING

Squeaky Toy Advertising

Advertising Industry Self-Promotion (Film, Video & Sound) > Advertising Industry Self-Promotion Film, Video & Sound

Advertiser:
Squeaky Toy Advertising

Credits:
Greg Newberry, Creative Director
Mark Cretcher, Editor
Matt Hueneman, Sound Design
Matt Healy, Website Developer

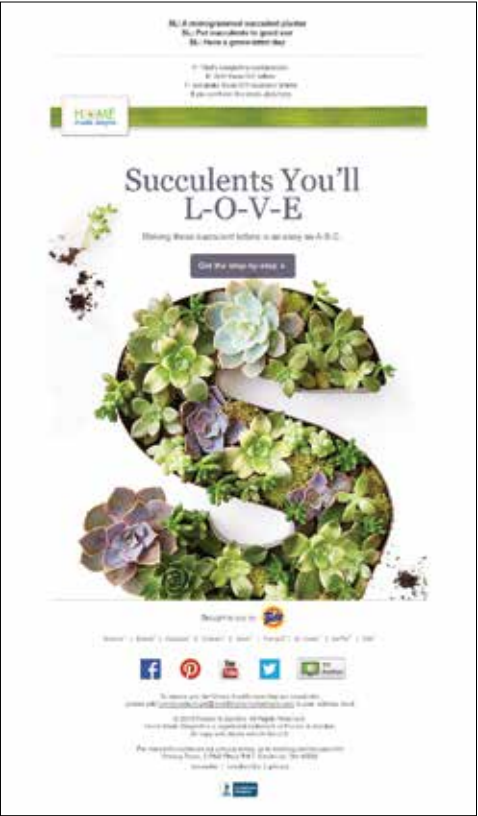
YELLOWHAUS STUDIO

Yellowhaus Shorts—Police Chase

Advertising Industry Self-Promotion (Film, Video & Sound) > Advertising Industry Self-Promotion Film, Video & Sound

Advertiser:
Yellowhaus Studio

Credits:
Patrick Meier, Director / DP
Jeff Bucalo, Producer



BAREFOOT PROXIMITY

Sweet Succulent Showcase

Online / Interactive Campaign > Online / Interactive Campaign

Advertiser:
Home Made Simple (P&G)

Credits:
Wendi Moubray, Creative Direction
Tessa McDaniel, Art Direction
Katie Reeder, Production Manager
Sarah Hone, Photography

LEAPFRAME

UC | Cinematography

Film & Video > Cinematography

Advertiser:
University of Cincinnati

Credits:
Brandon Faris, Director
Mike Brown, Copywriter
Kyle Ebersole, Assistant Director
Ryan Woolfolk, Animator
Sara Hine, Producer
Sound Images, Audio Post
Production / Original Sound Score
Alexander Elkins, Cinematographer



LEAPFRAME

Lunazul Directors Cut

Film & Video > Cinematography

Advertiser:
Heaven Hill Brands

Credits:
Brandon Faris, Director / Editor
Ryan Woolfolk, Animator
Jeff Chambers, Copywriter



POSSIBLE

Unstoppables 360

Film & Video > Cinematography

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive Creative Director
Ray Elfers, Creative Director
Margaret Russo, Creative Director
Eddie Sun, Senior Art Director
Marissa Kramer, Copy Director
Emily Masi, Copywriter
Christian Jaekle, Copywriter
Jennifer Kreger, Producer
Marge Mikolajewski, Account Director
Amy Austin, Executive Producer
Antoine Geadah, VP, Client Partnership
SubVRsive, Production Company

RED ECHO POST

Season Trailers 2016–2017

Film & Video > Animation, Special
Effects or Motion Graphics

Advertiser:
Cincinnati Playhouse in the Park

Credits:
Scott Thierauf, Creative Director /
Animator, Red Echo Post
Dan Donnelly, Motion Graphics
Designer, Red Echo Post
Theresa Bruce, Motion Graphics
Designer, Red Echo Post
Zach Cieslak, Designer and Stop Motion
Animator / Editor, Red Echo Post
Grant Kattmann, Sound Designer
Blake Robinson, Artistic Director,
Cincinnati Playhouse
Kathy Neus, Director of Marketing and
Communications, Cincinnati Playhouse



RED ECHO POST

Simcenter Takes Flight

Film & Video > Animation, Special Effects or Motion Graphics

Advertiser:
Siemens Product Lifecycle

Credits:
Scott Thierauf, Creative Director / 3D Animator, Red Echo Post
Zach Cieslak, Editor, Red Echo Post
Grant Kattmann, Sound Designer, Red Echo Post
Patty Russo, President / Producer, iCommunication, LLC



POSSIBLE

Febreze Song Ads

Sound > Music, Music With Lyrics

Advertiser:
Procter & Gamble

Credits:
Adam Kahn, Executive Creative Director
Margaret Russo, Creative Director
James Westbrooks, Associate Creative Director
Chris Kowalak, Senior Art Director
Marissa Kramer, Copy Director
Emily Masi, Copywriter
Jennifer Kreger, Producer
Amy Austin, Executive Producer
Antoine Geadah, VP, Client Partnership
Marge Mikolajewski, Account Director
Bryan Smith, Senior Account Manager
Michaela Ruebel, Program Director



ROCKFISH

Fidelity: My Money Check Up

Digital Creative Technology > Interface & Navigation

Advertiser:
Fidelity

Credits:
Rosie McGuire, Group Creative Director
Bellkiss Abril-Roman, Associate Creative Director
Jason Sankovich, Director, Technology
Kevin Munson, Art Director
Jeremy Daley, Senior Developer
Matt Lewis, VP Experience Strategy
Frank Melendez, Art Director
Daniel Dufford, Illustrator



ROCKFISH

Fidelity: Am I Ready to Retire?

Digital Creative Technology > Innovative Use of Interactive / Technology

Advertiser:
Fidelity

Credits:
Rosie McGuire, Group Creative Director
Bellkiss Abril-Roman, Associate Creative Director
Kevin Munson, Art Director
Frank Melendez, Art Director
Jeremy Daley, Developer II
Matt Lewis, VP Experience Strategy



J. MICHAEL DAVIDSON

The GameOn Foundation

GOLD WINNER

Integrated Campaigns > Integrated Brand Identity Campaign, Integrated Brand Identity Campaign

Educational Institution:
Northern Kentucky University

Credits:
J. Michael Davidson, Student





DALLAS FORD

*Top This Donut Bar
Rebrand Campaign*

Out-Of-Home > Outdoor & Transit
Advertising, Campaign

Educational Institution:
Cincinnati State Technical &
Community College

Credits:
Dallas Ford, Student



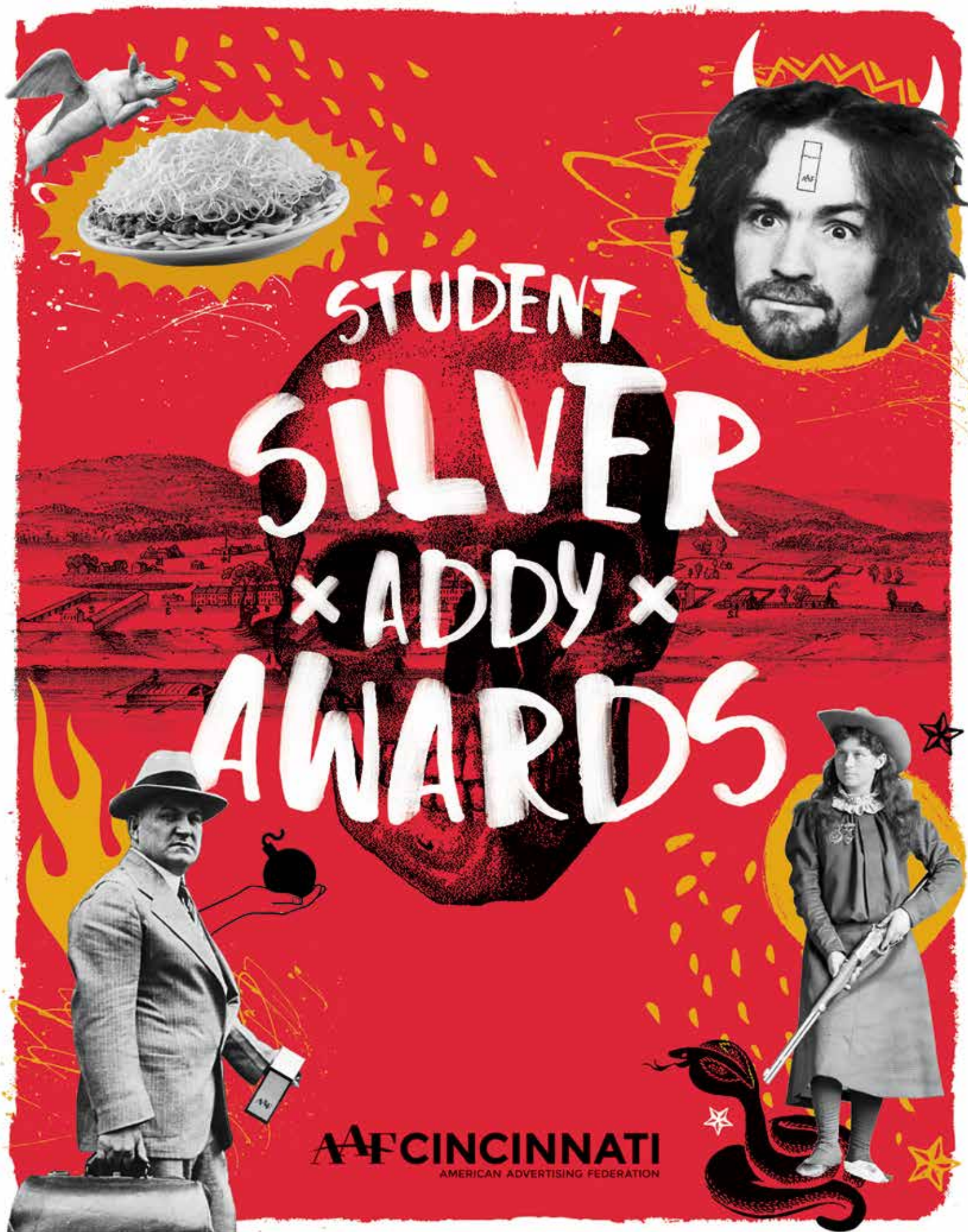
MANDEE LOGSDON

Apotheosis

Art Direction

Educational Institution:
University of Cincinnati
Blue Ash College

Credits:
Mandee Logsdon, Conception /
Photographer / Designer



KYLIE MEISER

Timber Doodle Botanical Bar

Sales Promotion > Product or Service
Sales Promotion, Packaging

Educational Institution:
Northern Kentucky University

Credits:
Kylie Meiser, Student



DALTON JOSEPH

Vintage

Sales Promotion > Product or Service
Sales Promotion, Packaging

Educational Institution:
AIC College of Design

Credits:
Dalton Joseph, Student

STUDENT SILVER

AMANDA FOLEY

Opus One

Sales Promotion > Product or Service
Sales Promotion, Packaging

Educational Institution:
AIC College of Design

Credits:
Amanda Foley, Student



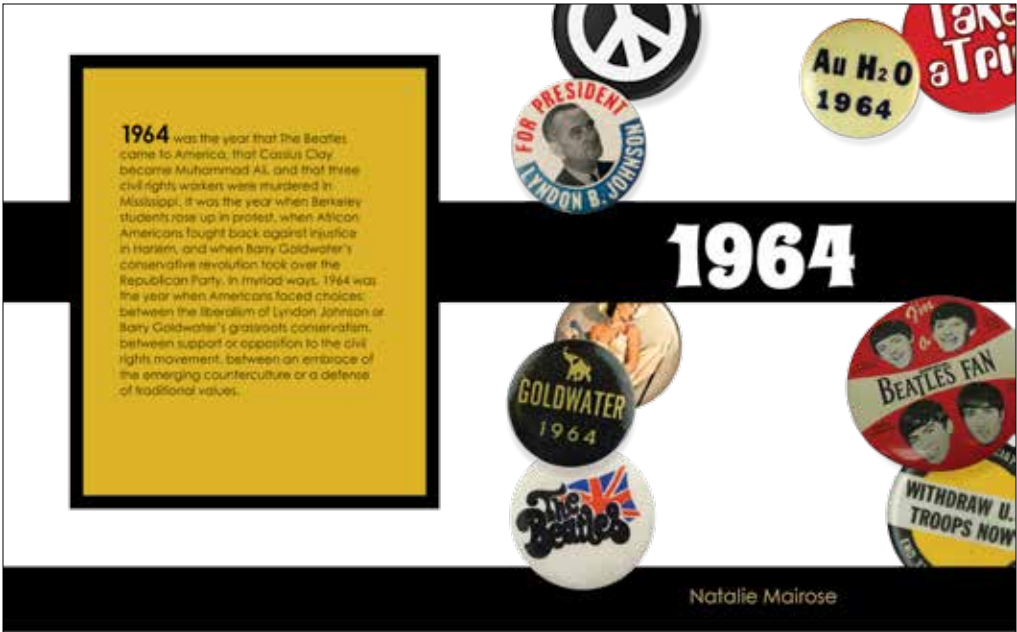
NATALIE MAIROSE

1964 Book Design

Collateral Material > Publication
Design, Book Design

Educational Institution:
AIC College of Design

Credits:
Natalie Mairose, Student



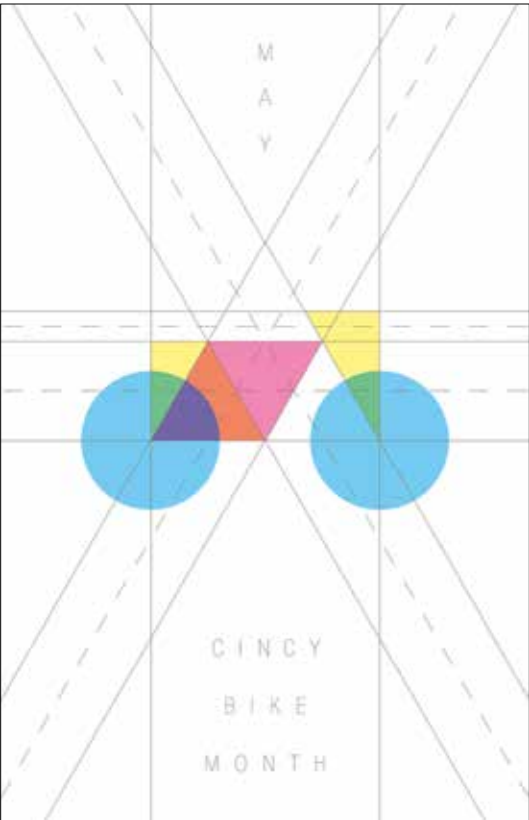
ROB HUNGERMAN

Share The Road
(Cincy Bike Month)

Out-Of-Home > Poster, Single

Educational Institution:
Cincinnati State

Credits:
Rob Hungerman, Student



DALLAS FORD

Skateboarding Infographic

Out-Of-Home > Poster, Single

Educational Institution:
Cincinnati State Technical & Community College

Credits:
Dallas Ford, Student



STUDENT SILVER

J. MICHAEL DAVIDSON

GameOn Donation Tins

Ambient Media > Guerilla Marketing, Installations and Events, Single Occurrence or Installation

Educational Institution:
Northern Kentucky University

Credits:
J. Michael Davidson, Student



AMANDA FOLEY

Costco Rebrand

Integrated Campaigns > Integrated Brand Identity Campaign, Integrated Brand Identity Campaign

Educational Institution:
AIC College of Design

Credits:
Amanda Foley, Student



KRISTIN SENEKER

Fruit Gushers Rebrand

Integrated Campaigns > Integrated Brand Identity Campaign, Integrated Brand Identity Campaign

Educational Institution:
AIC College of Design

Credits:
Kristin Seneker, Student



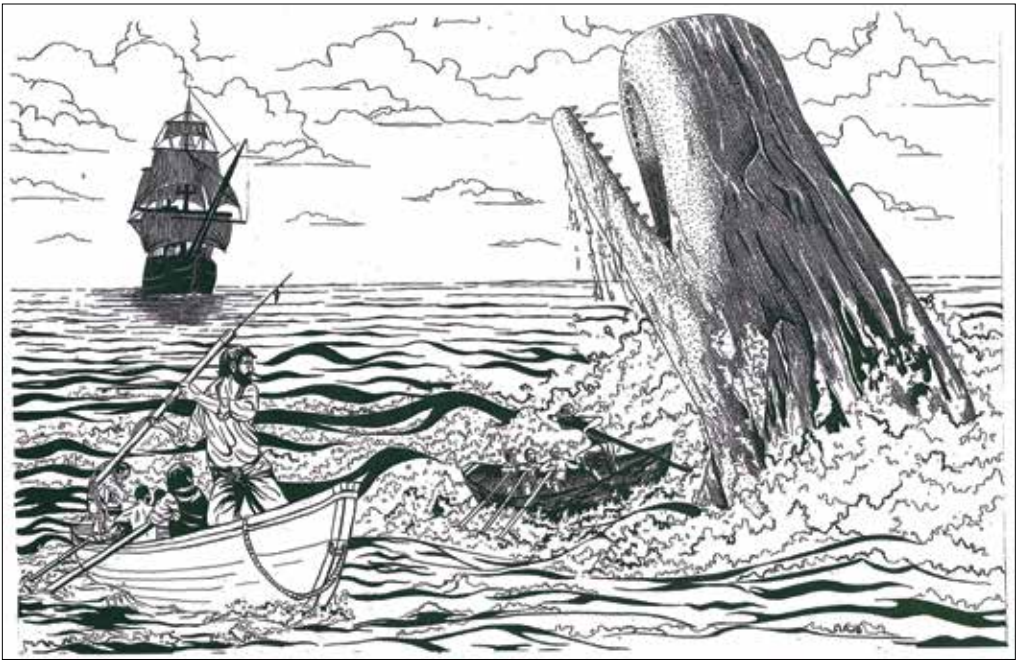
BRANDON HALL

Moby Dick

Illustration > Illustration—Single

Educational Institution:
AIC College of Design

Credits:
Brandon Hall, Student



STUDENT SILVER

MANDEE LOGSDON

Apotheosis
Still Photography > Campaign

Educational Institution:
University of Cincinnati

Credits:
Mandee Logsdon, Photographer
and Designer (all images in issue)



ADDY strategy #10:

When creating an ad
for the ADDY program,
never try to outshine
the winners.

seed strategy
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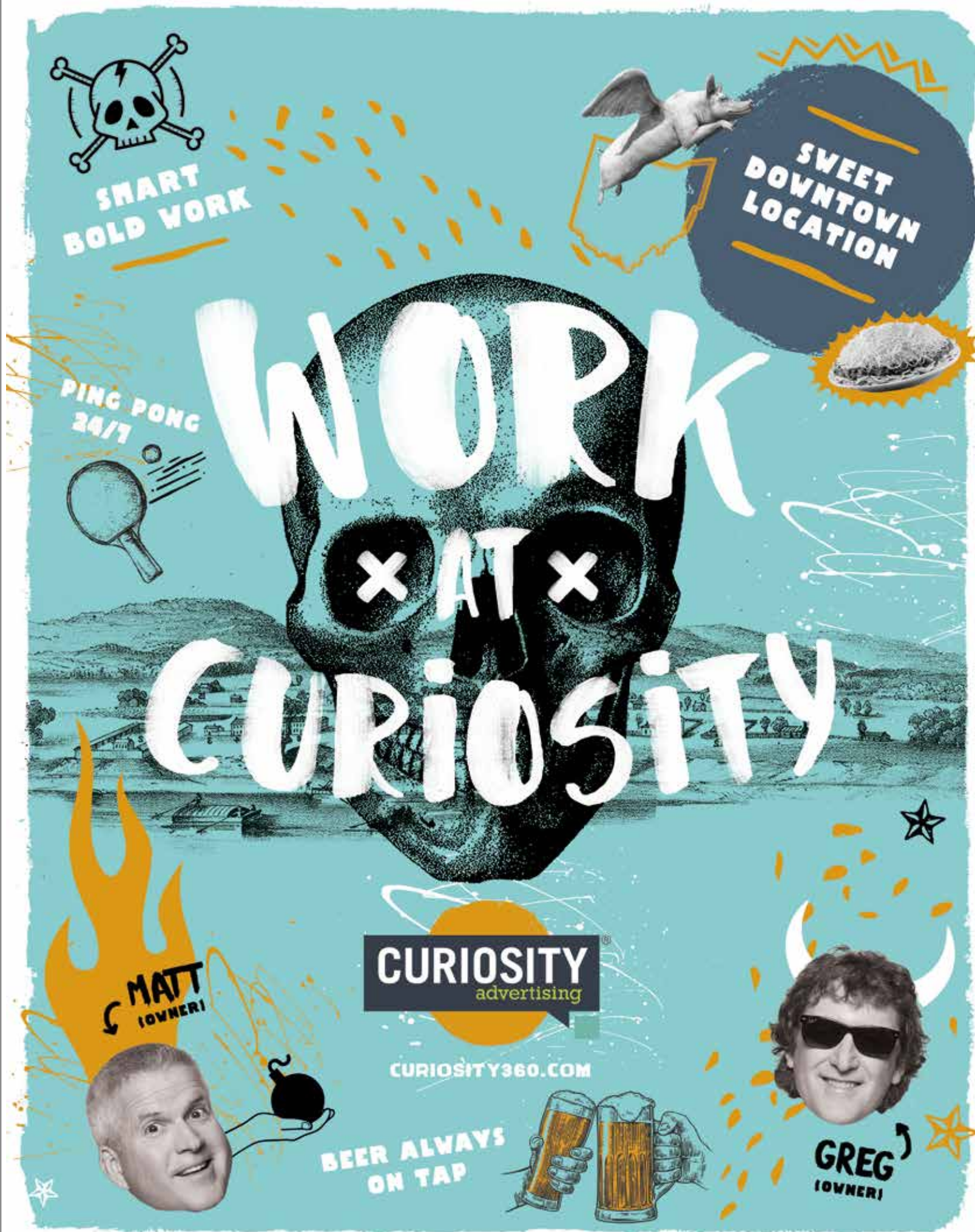
Since we're friends, we can call you pal.

So way to go, pal.

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