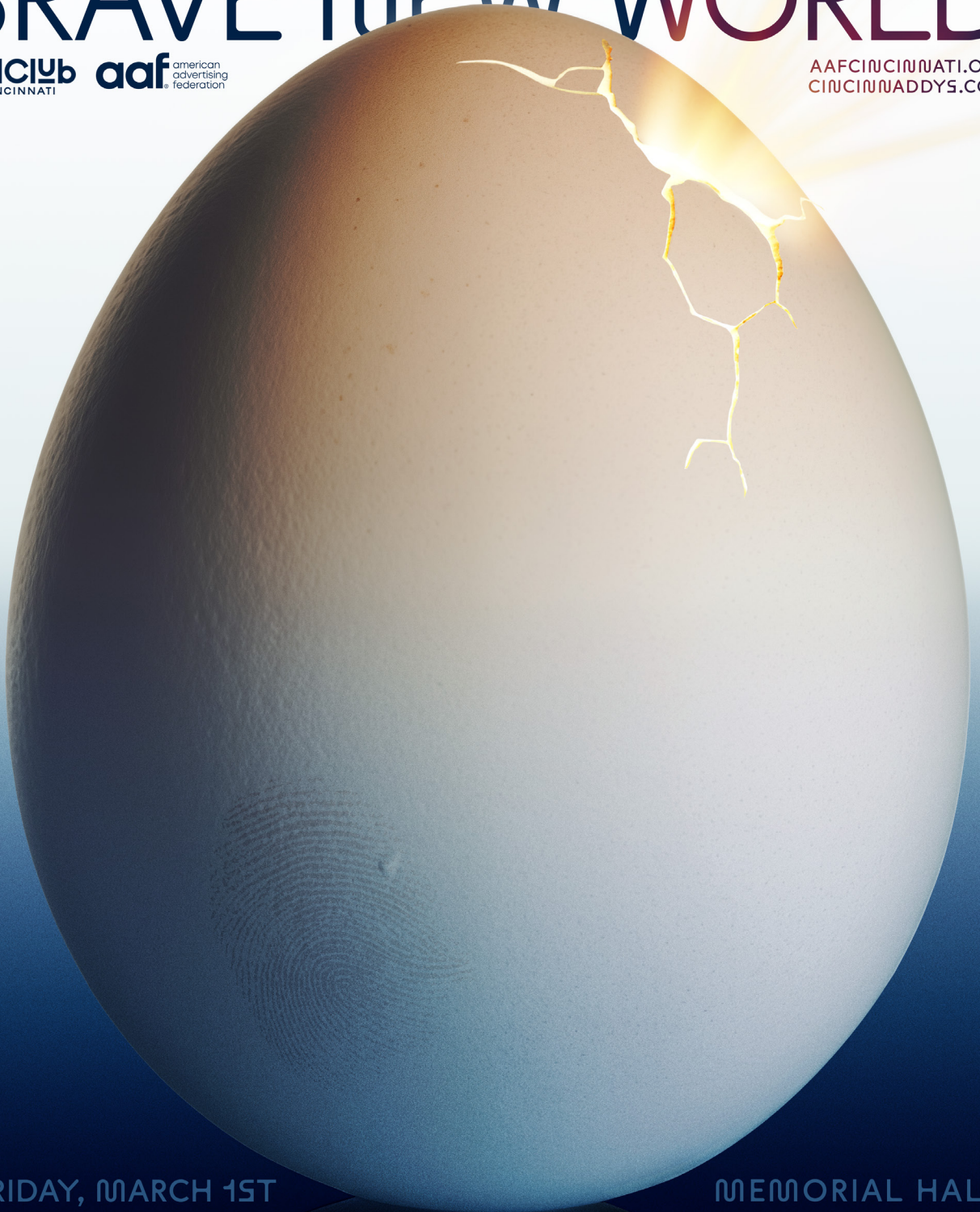


# BRAVE NEW WORLD

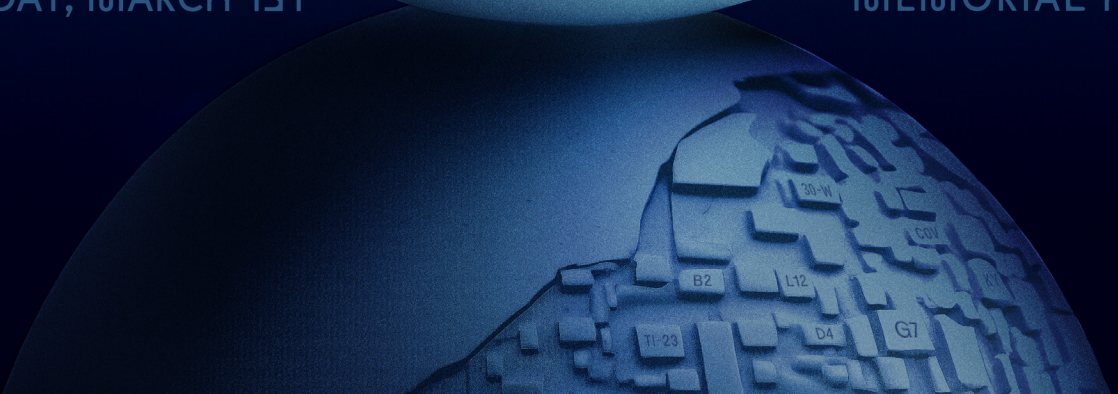
**AdClub** **aaf** american  
CINCINNATI advertising  
CINCINNATI federation

AAFCINCINNATI.ORG  
CINCINNADDYS.COM



FRIDAY, MARCH 1ST

MEMORIAL HALL





2024 CINCINNADDYS

# BRAVE NEW WORLD

Our industry is in its most terrifyingly exciting time in history. The uncertainties that confront advertising, marketing, and design agencies around the globe are numerous, and not exclusively technological either. The only way we'll move forward is by banding together. The only way we'll continue to lead in branding and advertising is by truly seeing what WE all can do.

The 2024 Addys are about celebrating the work to make sense of this era in real time. In a brave new world, we want to show that Cincinnati is home to the brave.



## BOARD OF DIRECTORS

AdClub Cincinnati | 2023–2024

**Greg Livingston**, Curiosity – President

**Cynthia D'Alessandro**, MRA Services – Programs

**Jeff Eberlein**, Brand It For Good – Student Engagement

**Jocile Ehrlich**, Better Business Bureau – Board Advisor, Governance

**Mark Hughes**, Oodle - Technology

**Charlie Martin**, Martin Branch Consulting - Immediate Past President, Managing Director

**Nicole Rauer**, Grey Midwest – Social Media

**Jason Snell**, SnellBeast – Creative & Branding

**Garret Ollish**, American Advertising Awards

**David Phillippi**, The PPS Group – Membership

**Yvonne Starkey-Posey**, Kroger – Diversity, Equity & Inclusion

**Brad Turner**, Icon Commerce – Silver Medal/Past Presidents Council

## CORPORATE MEMBERS

### PLATINUM

**Grey Midwest  
Curiosity**

### GOLD

**MRA Production Services**

### SILVER

**N/A**

### BRONZE

**Big Media Creative  
LEAP (matter)  
Jeff Ruby Culinary Experience  
Spot On Productions  
Brand It For Good  
COHO Creative**

**Orchard Digital Marketing  
Creatives On Call  
Lightborne  
Oodle  
Polymath  
Graphic Village**

**PPS Group  
Brandience  
Harris Media Co.  
Organic/Barefoot  
2060 Digital**

## FROM THE PRESIDENT:

It's a brave new world for all of us. Although the COVID lock down is now in our rear-view mirror, the changes in how, where and when we work continue to evolve. From return to office strategies, hiring challenges, the AI evolution (or revolution) along with new and ever-changing creative, production and media tools makes this a Brave New World. Add to that changing demographics such as aging Boomers and the blooming of Generation Alpha, all mixed with the natural flow of clients, makes this one of the most exciting times for our industry.

Throughout 2023 your AdClub Cincinnati has continued to grow, getting stronger, larger, and more fun and exciting for our members and guests. As usual, the programming and Speaker Series had some great guest speakers such as the marketing leaders of all the major sports franchises in Cincinnati, Sharon John, the CEO of Build-A-Bear, Julia Petryk of the Ukrainian PR Army and Adam Kahn of Grey speaking about AI. But the best part was the time we got to engage, network, and build personal and business relationships with one another at these as well as our social events!

Another exciting aspect of AdClub Cincinnati was that we were able to provide two \$2,500 scholarships to deserving college students pursuing interests in the advertising and communications fields this year, and we look forward to doing that again in 2024.

I want to personally thank all of our individual and corporate members as well as sponsors for their engagement and involvement which provides the resources and support for all of our activities. And most of all I want to thank the AdClub Board, committee chairs and members, activity volunteers and corporate member liaisons that help to make the club vital and engaging.

On behalf of your AdClub Cincinnati Board, the club members, and sponsors, I want to thank each and every one of you in the advertising, marketing, communications, PR, production, video and media fields for your continued support of our mission, and for your interest and participation in this year's ADDY competition.

Our mission is simple: To advance the region's advertising and communications community by creating opportunities for its members to exchange ideas, enrich careers, and inspire creativity.

How do we do that – YOU! We need you, to be a member of AdClub Cincinnati, to join one of the many committees, and to be engaged and part of this movement. We are extremely excited about the future of your AdClub Cincinnati, and we look forward to the many exciting opportunities we will have to fulfill our mission together in this Brave New World!

With best wishes,

Greg Livingston  
AdClub Cincinnati, President

**Ad  
Club**  
CINCINNATI



# 2024 ADDY JUDGES

**MATT  
DAWSON**

**Stay Gray Pony Boy** Founder

**KAELA  
GREEN**

**MiQ** Sr. Director, Product - Paid Social

**ERIN  
SAROFSKY**

**Sarofsky** Owner, Executive Creative Director

**RENA KATZ  
DURN**

**Freelance** Senior Marketing Consultant

**CARL  
JONES**

**WestMinster School of Media  
and Communications** Senoir Lecturer

## SPECIAL THANKS TO:

### **BLDG**

Jay Becker  
Emily Bloss  
Jason Carter  
Andy Cluxton  
Brian Giarratana  
Tyler Isaacs  
Chandler Rose  
Natalie Brown  
Vatthana Long

### **PLAY AUDIO AGENCY**

Adam Pleiman  
Mia Carruthers  
Ann Driscoll  
Drew Marcum  
Willie Caldwell

### **INDEPENDENT**

Samuel Speck

### **POLYMATH**

Ronny Young  
Kevin Gautraud  
Michael Brookbank

### **PHOTOGRAPHER**

Matt Witherspoon

### **MOTION DESIGNER**

Greg D'Amico

### **SUSAN BURKE DESIGN**

Susan Burke

### **VISIONARIES + VOICES**

Courtney Combs  
Lizzy Duquette  
David Lukshus

### **THE BOARD OF DIRECTORS**

AdClub Cincinnati

### **GRAPHIC VILLAGE**

Mark Weinstein

### **ANNUAL SPONSORS**

OfficeKey  
MMS – Marketing Support  
Services

### **SCENE SUPPORT**

Jon Brennan

### **ANNUAL GOLD SPONSOR**

Wood Herron & Evans

## AMERICAN ADVERTISING AWARDS

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting nearly 35,000 entries each year in local American Advertising Federation competitions.

The AAF's annual local tier is the first of a three-tier, national competition. Concurrently, across the country, local entrants vie to receive an ADDY Award—recognition as the very best in their market. At the second tier, local winners compete against winners from other local clubs in one of 15 district competitions. District winners are then forwarded to the third tier, the national stage of the American Advertising Awards.

Entering the American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in the art of advertising.



2024

# SILVER ADDY WINNERS

# 2024 SILVER ADDY WINNERS

## Brandience

**Aglamesis Brand Refresh - Logo**  
Advertiser: **Aglamesis Bro's**

Sales Promotion > 002 - Packaging > 002A - Single Unit

### Credits:

**Brian McHale**, Creative Director  
**Tim Hogan**, Creative Director  
**Keith Neltner**, Art Director  
**Matt Roettgers**, Designer  
**Mollie Neff**, Designer  
**Desi Gilliland**, Account Executive  
**Andrea Bussard**, Strategist



## Brandience

**Aglamesis Bro's Pint Refresh**  
Advertiser: **Aglamesis Bro's**

Sales Promotion > 002 - Packaging > 002A - Single Unit

### Credits:

**Brian McHale**, Creative Director  
**Tim Hogan**, Creative Director  
**Keith Neltner**, Art Director  
**Matt Roettgers**, Designer  
**Mollie Neff**, Designer  
**Desi Gilliland**, Account Executive  
**Andrea Bussard**, Strategist



## COHO Creative

**Plackers**  
Advertiser: **Perrigo**

Sales Promotion > 002 - Packaging > 002A - Single Unit

### Credits:

**Jon Shapiro**, Founder & Chief Creative Officer  
**Jen Register**, Creative Director  
**Kate Raterman**, Design Director  
**Jen Vorhees**, Senior Design Director  
**Finn Schlottman**, Designer  
**Kylie Meiser**, Senior Designer  
**Monica Campbell**, Senior Design Director  
**Sarah Weimer**, Design Intern  
**Monica Alexander**, Client & Strategy Director  
**Kevin Bova**, Senior Designer Rendering Development  
**Tim Kron**, Realization Designer  
**Greg Zimmer**, Partner, Chief Client & Strategy Officer  
**Laura Mason**, Senior Strategy Director





AGAR

**P&G at Cincinnati Music Festival**  
Advertiser: **Procter & Gamble**  
  
Ambient Media > 016 - Installations > 016B - Multiple Installations  
  
**Credits:**  
N/A



Grey Midwest

**Coca-Cola Gaming Alterego**  
Advertiser: **Coca-Cola**  
  
Websites > 021 - Websites > 021C - Microsites  
  
**Credits:**  
**Brad Geiger**, Group Creative Director  
**Adam Kahn**, Chief Creative Officer  
**Andrea Bollin**, VP, Account Director  
**Katie Garry**, Creative Director  
**Mitch Beckman**, Associate Creative Director  
**Celeste Fohl**, Copy Director  
**Erik Bork**, Art Director  
**Cat Hooper**, Designer  
**Cody Young**, Senior Designer  
**Cari Hume**, Associate Creative Director  
**Emmanuel Bakarema**, Director, Experience & Product Design  
**Wes Yonts**, Senior UX Designer  
**Lindsey (Casta) Mai**, Senior Project Manager  
**Meaghan Cook**, Account Supervisor  
**Thomas Boeing**, Project Manager  
**Loredana Iapozzuto**, Senior Project Manager  
**Alicia Zuluaga**, VP/Integrated Producer  
**Jeff Haun**, Strategy  
**Sean Salter**, Groove Jones  
**Nicole Stevens**, Groove Jones



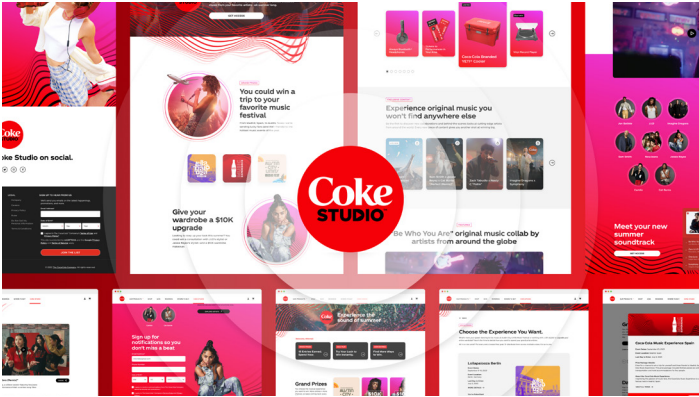
BLDG

**Georgia Tech Athletics 23-24 Season**  
Advertiser: **Georgia Tech**  
  
Out-of-Home > 020B - Out-of-Home Campaign  
  
**Credits:**  
**Andy Cluxton**, Director of Strategy & Communication  
**Jason Carter**, Design Director  
**Emily Bloss**, Client Director  
**Brian Giarratana**, Copywriting & Strategy  
**Chandler Rose**, Senior Designer  
**Tyler Isaacs**, Senior Designer



Grey Midwest

**Coke Studio**  
Advertiser: **Coca-Cola**  
  
Websites > 021 - Websites > 021C - Microsites  
  
**Credits:**  
**Adam Kahn**, Chief Creative Officer  
**Brad Geiger**, Group Creative Director  
**Mitch Beckman**, Associate Creative Director  
**Celeste Fohl**, Copy Director  
**Andrea Bollin**, VP, Account Director  
**Taylor Knight**, Program Manager  
**Lindsey (Casta) Mai**, Senior Project Manager  
**Emmanuel Bakarema**, Director, Experience & Product Design  
**Wes Yonts**, Senior UX Designer  
**Stacy Barone**, Director, Technology  
**Clint Bourgeois**, Associate Director, Technology  
**Jason Bachman**, Associate Director, Technology  
**Juan-Carlos Hernandez**, Developer  
**Stephanie O'Brien**, Associate Director, Strategy  
**Chris Eberle**, VP, CRM  
**Jeff Haun**, Director, Strategy

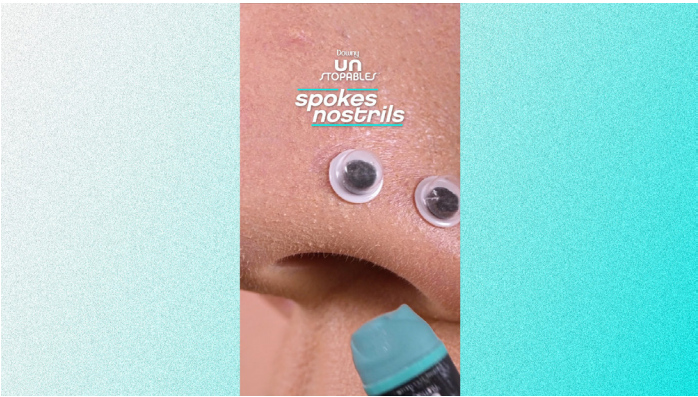


Saatchi & Saatchi X

Downy Unstopables “Spokesnostrils”  
Advertiser: Procter & Gamble

Social Media > 022 - Social Media > 022A - Single Execution

- Credits:  
Nick Romano, Senior Copywriter  
Luis Pombo, Senior Art Director  
Brian Pinkley, Creative Director, Art  
Talon Gustafson, Creative Director, Copy  
Jason Stefanik, EVP/Executive Creative Director  
Jennifer Brotman, SVP Group Account Director  
Nicole Collin, Account Director  
Alexandra La-Rotta, Digital Account Supervisor  
Charly Stamps, Account Executive  
Chris Gilbert, Vice President, Director Experience Strategy  
Shayla Nguyen, Junior Strategist  
Matt McGuire, Senior Project Manager  
Michael Clouse, Senior Motion Designer  
Ashley Roedig, Producer  
Jamie Duke, Associate Multimedia Creative Director  
Curtis Gable, Associate Creative Director  
Jacob Parker, Senior Motion Designer  
Tonya Lehman, Project Leader  
Michael Limbert, Creative Director  
Bryan Smith, Associate Account Director

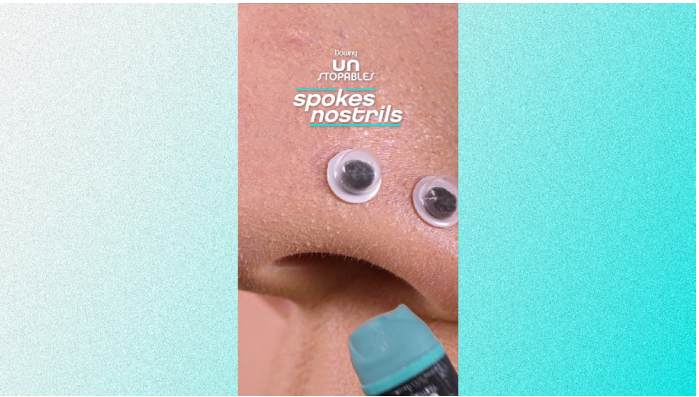


Saatchi & Saatchi X

Downy Unstopables “Spokesnostrils”  
Advertiser: Procter & Gamble

Social Media > 022 - Social Media > 022B -Campaign

- Credits:  
Nick Romano, Senior Copywriter  
Luis Pombo, Senior Art Director  
Brian Pinkley, Creative Director, Art  
Talon Gustafson, Creative Director, Copy  
Jason Stefanik, EVP/Executive Creative Director  
Jennifer Brotman, SVP Group Account Director  
Nicole Collin, Account Director  
Alexandra La-Rotta, Digital Account Supervisor  
Charly Stamps, Account Executive  
Chris Gilbert, Vice President, Director Experience Strategy  
Shayla Nguyen, Junior Strategist  
Matt McGuire, Senior Project Manager  
Michael Clouse, Senior Motion Designer  
Ashley Roedig, Producer  
Jamie Duke, Associate Multimedia Creative Director  
Curtis Gable, Associate Creative Director  
Jacob Parker, Senior Motion Designer  
Tonya Lehman, Project Leader  
Michael Limbert, Creative Director  
Bryan Smith, Associate Account Director



Curiosity

Find Your Run Hide’n’Seek  
Advertiser: Brooks

Social Media > 022 - Social Media > 022B - Campaign

- Credits:  
Jeff Warman, Chief Creative Officer  
Kate Wojan, Creative Director  
Gail Kreimer, Designer/Illustrator  
Peyton Sutton, EVP, Client Partnership  
Lauren Doll, Manager, Client Partnership  
Jenna Mason, Content Strategist  
Colleen Donohoue, Project Manager



SnellBeast

Westwood Works Brand Identity  
Advertiser: Westwood Works

Sales & Marketing > 078 - Public Service Collateral  
> 078A - Brand Elements

- Credits:  
Jason Snell, Creative Director/Production





Drive Media House

Above the Line  
Advertiser: Drive Media House  
Film, Video & Sound > 086 - Public Service Online Film, Video & Sound

Credits:  
Steven McClure, Creative Director  
Diana Kresge, Art Director  
Dave McMurray, Executive Producer  
Stephen Sargent, Producer  
Cori Wolfe, Associate Producer  
Ewa Geruzel, Style Artist  
Greg Janista, Animator  
Brando Triantafillou, Composer/Sound Designer



Grey Midwest

#5Things Podcast  
Advertiser: Grey  
Audio/Radio Self-Promotion > 99 - Audio/Radio Self-Promotion > 99B - Campaign

Credits:  
Joey Scarillo, Host/Producer  
Samantha Geller, Producer  
Amanda Fuentes, Post-Production  
Guy Rosmarin, Post-Production  
Ned Martin, Post-Production  
Gramercy Park Studios, Post-Production  
Adrian Hopkins, Marketing and Comms  
Christina Hyde, Marketing and Comms  
Jayda Hinds, Marketing and Comms



Grey Midwest

#5Things Podcast  
Advertiser: Grey  
Audio/Radio Self-Promotion > 99 - Audio/Radio Self-Promotion > 99A - Single Spot—Any Length

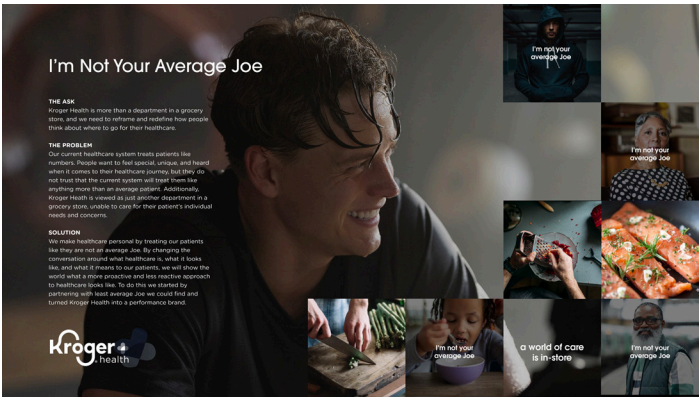
Credits:  
Joey Scarillo, Host/Producer  
Samantha Geller, Producer  
Amanda Fuentes, Post-Production  
Guy Rosmarin, Post-Production  
Ned Martin, Post-Production  
Gramercy Park Studios, Post-Production  
Adrian Hopkins, Marketing and Comms  
Christina Hyde, Marketing and Comms  
Jayda Hinds, Marketing and Comms  
Kathy Liu, Panel  
Adam Kahn, Panel



Kroger

Not Your Average Joe  
Advertiser: The Kroger Company  
Integrated Campaigns > 044 - Integrated Advertising Campaigns > 044D - Consumer Campaign-Regional/National

Credits:  
Lee Groh, Executive Creative Director  
Ray Elfers, Group Creative Director  
Julie Pattersonholland, Head of Creative Production  
Chris Rice, Group Creative Director  
Megan Margolin, Copywriter  
Yvonne Starkey-Posey, Sr Brand Manager  
Katharine Daasch, Assistant Brand Manager  
Donna Scenna, Sr Brand Manager  
Jane Dierkers, Sr Brand Innovation Manager  
Emmalee Smith, Social Media Manager  
Colleen Lindholz, President Kroger Health  
Rodney Whisman, Group Creative Director  
Jonathan Adams, Art Director  
The Gate Films, Production Company  
Junto Sounds, Audio Production Company

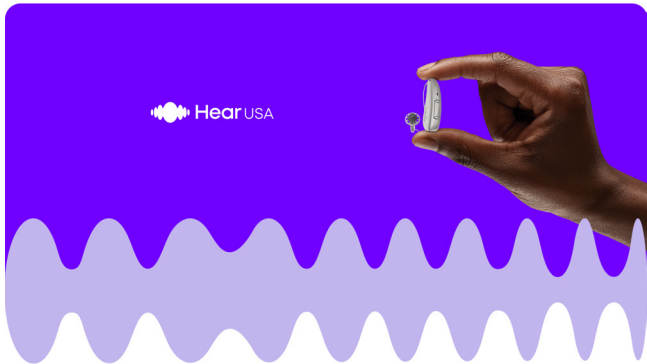


Grey Midwest

HearUSA Q3 Campaign  
Advertiser: HearUSA

Integrated Campaigns > 044 - Integrated Advertising Campaigns > 044D - Consumer Campaign-Regional/National

- Credits:
- Mara Cakan, Creative Director
  - Cari Hume, Associate Creative Director
  - Lydia Crone, Senior Designer
  - Cat Hooper, Designer
  - Abby Otting, Copywriter
  - Matt Behron, Director, Display Media
  - Shannon Hehman, Account Supervisor
  - Stephanie O’Brien, Associate Director, Strategy
  - Carla Barre, Associate Director, Strategy
  - Taylor Knight, Program Manager
  - Andrea Spohn, Senior Project Manager



Brandience

Aglamesis Bro’s Brand Identity  
Advertiser: Aglamesis Bro’s

Integrated Campaigns > 045 - Integrated Brand Identity Campaign - Local or Regional/National

- Credits:
- Brian McHale, Creative Director
  - Tim Hogan, Creative Director
  - Keith Neltner, Art Director
  - Matt Roettgers, Designer
  - Mollie Neff, Designer
  - Desi Gilliland, Account Executive
  - Andrea Bussard, Strategist



Saatchi & Saatchi X

No Plan Dinner Plan  
Advertiser: Kraft Heinz

Integrated Campaigns > 044 - Integrated Advertising Campaigns > 044D - Consumer Campaign-Regional/National

- Credits:
- Casey Lissau, VP, Group Creative Director
  - Kristin Mahalak, Creative Director
  - Christina Hormouth, VP, Account Director
  - Jen Hill, Account Director
  - Wendy Miranda, Associate Creative Director
  - David Hovey, Sr. Art Director
  - Monica Schultz, Strategy Director
  - Supreet Bhangu, Strategist
  - Janet Cohen, Producer
  - Lauren Wiginton, Art Director
  - Jamie Brucken, Sr. Copywriter
  - Megan Lajoie, VP, Strategy Director
  - Kelli Hurley, Associate Project Director
  - Kelly Allison, Photographer
  - Optimus, Video Production
  - Emily Masi, Sr. Copywriter



W. Bradford

STENOS Small Wonders Product Launch  
Advertiser: W. Bradford

Online/Interactive Campaign > 047 - Online/Interactive Campaign

- Credits:
- Becca Pittman, Design Director
  - Chris Hawk, Creative Services Manager
  - Kyle Schneider, Senior Account Executive
  - Jake Kaiser, General Manager
  - Will Sears, CEO





Curiosity

Find Your Run Hide’n’Seek  
Advertiser: Brooks

Visual > 051 - Illustration > 051A - Illustration - Single

- Credits:
- Jeff Warman, Chief Creative Officer
  - Kate Wojan, Creative Director
  - Gail Kreimer, Designer/Illustrator
  - Peyton Sutton, EVP, Client Partnership
  - Lauren Doll, Manager, Client Partnership
  - Jenna Mason, Content Strategist
  - Colleen Donohoue, Project Manager



Curiosity

Find Your Run Hide’n’Seek  
Advertiser: Brooks

Visual > 051 - Illustration > 051A - Illustration - Single

- Credits:
- Jeff Warman, Chief Creative Officer
  - Kate Wojan, Creative Director
  - Gail Kreimer, Designer/Illustrator
  - Peyton Sutton, EVP, Client Partnership
  - Lauren Doll, Manager, Client Partnership
  - Jenna Mason, Content Strategist
  - Colleen Donohoue, Project Manager



Curiosity

Find Your Run Hide’n’Seek  
Advertiser: Brooks

Visual > 051 - Illustration > 051A - Illustration - Single

- Credits:
- Jeff Warman, Chief Creative Officer
  - Kate Wojan, Creative Director
  - Gail Kreimer, Designer/Illustrator
  - Peyton Sutton, EVP, Client Partnership
  - Lauren Doll, Manager, Client Partnership
  - Jenna Mason, Content Strategist
  - Colleen Donohoue, Project Manager



Grey Midwest

Coca-Cola Gaming Alterego  
Advertiser: Coca-Cola

Visual > 051 - Illustration > 051A - Illustration - Single

- Credits:
- Brad Geiger, Group Creative Director
  - Adam Kahn, Chief Creative Officer
  - Andrea Bollin, VP, Account Director
  - Katie Garry, Creative Director
  - Mitch Beckman, Associate Creative Director
  - Celeste Fohl, Copy Director
  - Erik Bork, Art Director
  - Cat Hooper, Designer
  - Cody Young, Senior Designer
  - Cari Hume, Associate Creative Director
  - Emmanuel Bakarema, Director, Experience & Product Design
  - Wes Yonts, Senior UX Designer
  - Lindsey (Casto) Mai, Senior Project Manager
  - Meaghan Cook, Account Supervisor
  - Thomas Boeing, Project Manager
  - Loredana Iapozzuto, Senior Project Manager
  - Alicia Zuluaga, VP/Integrated Producer
  - Jeff Haun, Strategy
  - Sean Salter, Groove Jones
  - Nicole Stevens, Groove Jones



Curiosity

Find Your Run Hide’n’Seek  
Advertiser: Brooks

Visual > 051 - Illustration > 051B - Illustration - Series

Credits:  
Jeff Warman, Chief Creative Officer  
Kate Wojan, Creative Director  
Gail Kreimer, Designer/Illustrator  
Peyton Sutton, EVP, Client Partnership  
Lauren Doll, Manager, Client Partnership  
Jenna Mason, Content Strategist  
Colleen Donohoue, Project Manager



Polymath

Farmer Nate’s Hot Sauce  
Advertiser: Farmer Nate

Film & Video > 054 - Cinematography > 054A - Cinematography—Single

Credits:  
TJ Bitter, Director of Video Operations - Managing Partner  
Joe Sandfoss, Video Editor



Grey Midwest

Febreze “Practical Side-by-Side” TV  
Advertiser: Procter & Gamble

Visual > 053 - Art Direction > 053A - Art Direction—Single

Credits:  
Adam Kahn, Chief Creative Officer  
Margaret Russo, Group Creative Director  
Marissa Kramer, Creative Director  
Peter Herbert, Associate Creative Director  
Mark Van Patten, Associate Creative Director  
Christopher Reintz, Chief Client Officer  
Mercedes Campos, EVP, Global Account Director  
Emily Fague, VP, Account Director  
Katie Pembaur, Strategy Director  
Sheri Lutz, VP/Head of Production, Townhouse  
Van Ovar, Business Manager, Townhouse  
Allison Homan, Senior Producer, Townhouse  
Jessica Sanders, Director, Invisible Collective  
Ryan Spalazzi, SVP/Head of Creative Content, GPS Midwest  
David Cea, Editor, GPS Midwest  
Fort York, VFX  
Adam Pleiman, Audio Engineer, Play Audio

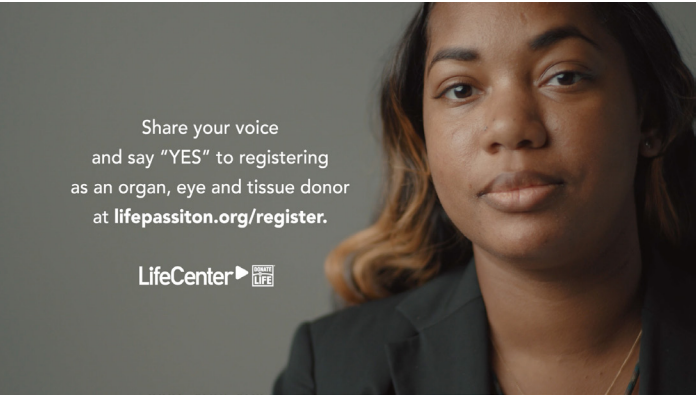


Harris Media Co

Sharing the Sounds  
Advertiser: LifeCenter Organ Donor Network

Film & Video > 054 - Cinematography > 054B - Cinematography—Campaign

Credits:  
Rudy Harris, Director/Director of Photography  
Lindsey Brunner, Producer





Polymath

SWAY Vodka  
Advertiser: MadTree Brewing

Film & Video > 055 - Animation, Special Effects, Motion Graphics, or CGI > 055A - Animation, Special Effects or Motion Graphics

Credits:  
Liam Conway, Animator  
Kevin Gautraud, Chief Creative Officer - Managing Partner



Drive Media House

Cincinnati Insurance  
Advertiser: The Cincinnati Insurance Companies

Outside Agency: Curiosity  
Film & Video > 056 - Video Editing

Credits:  
Jane Manchester, Creative Director  
Abbigail Ladwig, Art Director  
Courtney Frank, Agency Producer  
Cori Wolfe, Producer  
Joshua McGowan, Director  
John Matysiak, Director of Photography  
Eric Batke, Editor  
Garrett Satow, Editor



Drive Media House

Above the Line  
Advertiser: Drive Media House

Film & Video > 055 - Animation, Special Effects, Motion Graphics, or CGI > 055A - Animation, Special Effects or Motion Graphics

Credits:  
Steven McClure, Creative Director  
Diana Kresge, Art Director  
Dave McMurray, Executive Producer  
Stephen Sargent, Producer  
Cori Wolfe, Associate Producer  
Ewa Geruzel, Style Artist  
Greg Janista, Animator  
Brando Triantafillou, Composer/Sound Designer



Drive Media House

UC Health “Boundless”

Advertiser: UC Health  
Outside Agency: Curiosity  
Film & Video > 056 - Video Editing

Credits:  
Katie Gerdes, Creative Director  
Evan Dulaney, Associate Creative Director  
Andy Millard, Associate Design Director  
Sara Kinney, Agency Producer  
Cori Wolfe, Producer  
Joshua McGowan, Director  
David Cea, Editor  
Rob Bessette, Colorist  
John Matysiak, Director of Photography  
Dave McMurray, Executive Producer

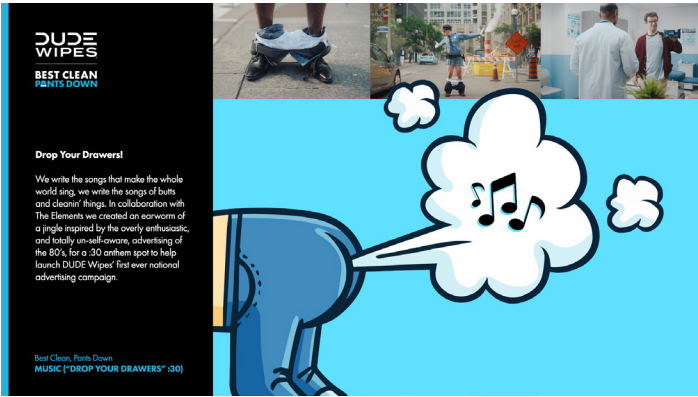


Curiosity

Best Clean, Pants Down  
Advertiser: **Dude Wipes**

Sound > 057 - Music > 057B - Music With Lyrics—Single

**Credits:**  
**Jeff Warman**, Chief Creative Officer  
**Matt Cagnolin**, Creative Director  
**Pam Fraser**, Creative Director  
**Tony Grossman**, Producer  
**Kelly Kinane**, Group Director, Client Partnership  
**Leah Zimmer**, Supervisor, Client Partnership  
**Mandy Russell**, Senior Project Manager  
**Maya Stoffer**, Associate Project Manager  
**Chris Woods**, Director  
**Method & Madness**, Production  
**SCOUT**, Production  
**The Elements**, Music & Sound



Grey Midwest

Coca-Cola Gaming Alterego  
Advertiser: **Coca-Cola**

Digital Creative Technology > 060 - Interface & Navigation

**Credits:**  
**Brad Geiger**, Group Creative Director  
**Adam Kahn**, Chief Creative Officer  
**Andrea Bollin**, VP, Account Director  
**Katie Garry**, Creative Director  
**Mitch Beckman**, Associate Creative Director  
**Celeste Fohl**, Copy Director  
**Erik Bork**, Art Director  
**Cat Hooper**, Designer  
**Cody Young**, Senior Designer  
**Cari Hume**, Associate Creative Director  
**Emmanuel Bakarema**, Director, Experience & Product Design  
**Wes Yonts**, Senior UX Designer  
**Lindsey (Casta) Mai**, Senior Project Manager  
**Meaghan Cook**, Account Supervisor  
**Thomas Boeing**, Project Manager  
**Loredana Iapozzuto**, Senior Project Manager  
**Alicia Zuluaga**, VP/Integrated Producer  
**Jeff Haun**, Strategy  
**Sean Salter**, Groove Jones  
**Nicole Stevens**, Groove Jones



Drive Media House

Above the Line  
Advertiser: **Drive Media House**

Sound > 059 - Sound Design > 059A - Sound Design—Single

**Credits:**  
**Steven McClure**, Creative Director  
**Diana Kresge**, Art Director  
**Dave McMurray**, Executive Producer  
**Stephen Sargent**, Producer  
**Cori Wolfe**, Associate Producer  
**Ewa Geruzel**, Style Artist  
**Greg Janista**, Animator  
**Brando Triantafyllou**, Composer/Sound Designer



Curiosity

A.S.S.M.R.  
Advertiser: **Dude Wipes**

Audio/Radio Advertising > 030 - Audio/Radio Advertising – Regional/National > 030A - Single Spot :30 seconds or less

**Credits:**  
**Jeff Warman**, Chief Creative Officer  
**Matt Cagnolin**, Creative Director  
**Pam Fraser**, Creative Director  
**Jared Flood**, Copywriter  
**Tony Grossman**, Producer  
**Kelly Kinane**, Group Director, Client Partnership  
**Leah Zimmer**, Supervisor, Client Partnership  
**Mandy Russell**, Senior Project Manager  
**Maya Stoffer**, Associate Project Manager  
**David Brewer**, Voice Talent  
**The Elements**, Music & Sound





Polymath

Seagram’s VO  
Advertiser: Sazerac

Television Advertising > 032 - Television Advertising – Regional/National > 032A - Single Spot – Up to 2:00

Credits:  
Ronny Young, Founder  
TJ Bitter, Director of Video Content  
Kevin Gautraud, 3D Animation Lead  
Joel Gautraud, Executive Creative Director  
Michael Brookbank, Executive Producer  
Joe Sandfoss, Video Editor



Kroger

Not Your Average Joe  
Advertiser: The Kroger Company

Television Advertising > 032 - Television Advertising – Regional/National > 032A - Single Spot – Up to 2:00

Credits:  
Lee Groh, Executive Creative Director  
Ray Elfers, Group Creative Director  
Julie Pattersonholland, Head of Creative Production  
Chris Rice, Group Creative Director  
Megan Margolin, Copywriter  
Yvonne Starkey-Posey, Sr Brand Manager  
Katharine Daasch, Assistant Brand Manager  
Donna Scenna, Sr Brand Manager  
Jane Dierkers, Sr Brand Innovation Manager  
Emmalee Smith, Social Media Manager  
Colleen Lindholz, President Kroger Health  
Rodney Whisman, Group Creative Director  
Jonathan Adams, Art Director  
The Gate Films, Production Company  
Junto Sounds, Audio Production Company

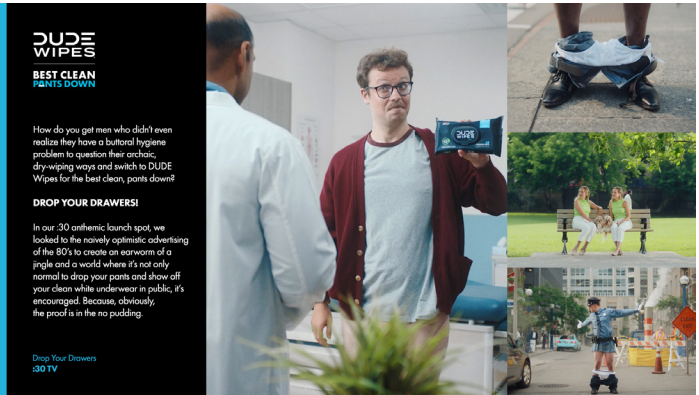


Curiosity

Drop Your Drawers  
Advertiser: Dude Wipes

Film, Video, & Sound > Television Advertising > 032 - Television Advertising – Regional/National > 032A - Single Spot – Up to 2:00

Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Jared Flood, Copywriter  
Tony Grossman, Producer  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
Chris Woods, Director  
Method & Madness, Production  
SCOUT, Production  
The Elements, Music & Sound  
Andy McGraw, Editor  
Casey Lock, Editor



Grey Midwest

Febreze “Practical Side-by-Side” TV  
Advertiser: Procter & Gamble

Television Advertising > 032 - Television Advertising – Regional/National > 032A - Single Spot – Up to 2:00

Credits:  
Adam Kahn, Chief Creative Officer  
Margaret Russo, Group Creative Director  
Marissa Kramer, Creative Director  
Peter Herbert, Associate Creative Director  
Mark Van Patten, Associate Creative Director  
Christopher Reintz, Chief Client Officer  
Mercedes Campos, EVP, Global Account Director  
Emily Fague, VP, Account Director  
Katie Pembaur, Strategy Director  
Sheri Lutz, VP/Head of Production, Townhouse  
Van Ovar, Business Manager, Townhouse  
Allison Homan, Senior Producer, Townhouse  
Jessica Sanders, Director, Invisible Collective  
Ryan Spalazzi, SVP/Head of Creative Content, GPS Midwest  
David Cea, Editor, GPS Midwest  
Fort York, VFX  
Adam Pleiman, Audio Engineer, Play Audio



W. Bradford

**Stop Soldier Suicide: Veteran’s Day**  
Advertiser: **W. Bradford**

Television Advertising > 032 - Television Advertising–  
Regional/National > 032B - Campaign

**Credits:**  
**Becca Pittman**, Design Director  
**Josie Schlangen**, Account Executive  
**Kyle Schneider**, Senior Account Executive  
**Will Sears**, CEO



Xavier University

**More Xavier Branding Campaign**  
Advertiser: **Xavier University**

Branded Content & Entertainment > 039 -  
Branded Content & Entertainment Campaign

**Credits:**  
**160/90**  
**Xavier University** Office of Marketing &  
Communications

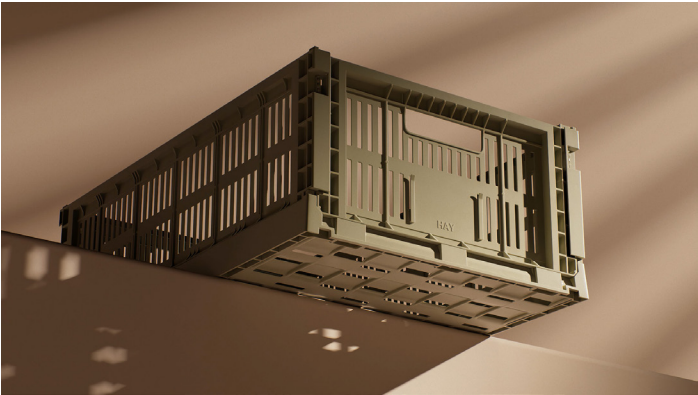


Polymath

**Hay Crate**  
Advertiser: **Hay**

Online Film, Video, And Sound > 033 - Internet  
Commercial > 033A - Single Spot – Any Length

**Credits:**  
**Kevin Gautraud**, Chief Creative Officer - Managing  
Partner





2024

# GOLD ADDY WINNERS

# 2024 GOLD ADDY WINNERS

## COHO Creative

**Mr. Pickles Gin**  
Advertiser: **Wolf Spirit Distillery**

Sales Promotion > 002 - Packaging > 002A - Single Unit

### Credits:

**Jon Shapiro**, Founder & Chief Creative Officer  
**Mike Skrzelowski**, Executive Creative Director  
**Jen Register**, Creative Design Director  
**Jen Vorhees**, Senior Design Director  
**Kate Raterman**, Design Director  
**Eric Warning**, Designer  
**Blake Logsdon**, Designer  
**Kevin Bova**, Senior Designer Rendering Development  
**Shonda Leen**, Realization Director



## COHO Creative

**Blanton's 2023 Limited Edition**  
Advertiser: **Age International**

Sales Promotion > 002 - Packaging > 002A - Single Unit

### Credits:

**Jon Shapiro**, Founding Partner & Chief Creative Officer  
**Monica Campbell**, Senior Design Director  
**Annie Ledford**, Senior Design Director  
**Chris Combs**, Design Director  
**Sarah Balog**, Designer  
**Ronald de Vlam**, Partner & Chief Innovation Officer  
**Shonda Leen**, Realization Director  
**Kevin Bova**, Senior Designer Rendering Development



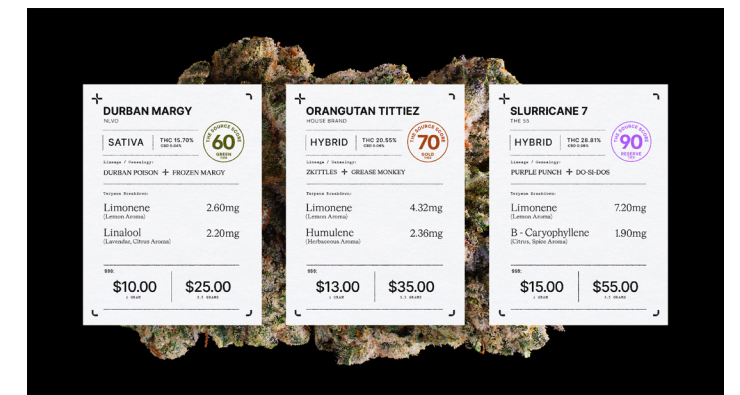
## BLDG

**Flower House - Source Score**  
Advertiser: **The Source**

Collateral Material > 007 - Brochure > 007B - Campaign

### Credits:

**Andy Cluxton**, Director of Strategy & Communication  
**Jason Carter**, Design Director  
**Emily Bloss**, Client Director  
**Tyler Isaacs**, Senior Designer  
**Brian Giarratana**, Copywriting & Strategy

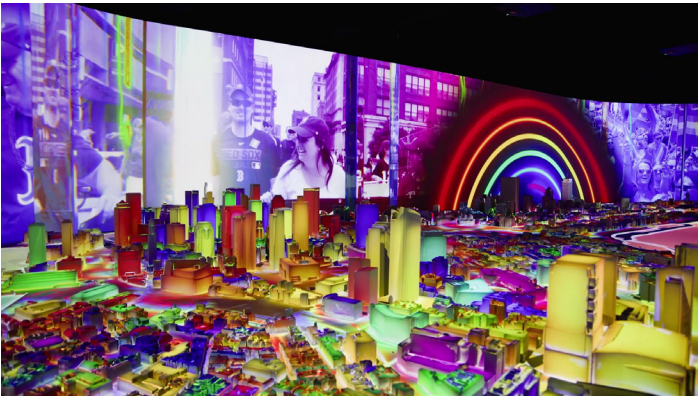




Lightborne

Boston 365 3D Projection Mapping  
Advertiser: BXP Boston Properties  
  
Ambient Media > 016 - Installations > 016A - Single Installation

- Credits:  
Scott Durban, President  
Angie Fischer, Chief Operating Officer  
Ryan McAllister, Executive Creative Director  
Chris Giebe, Executive Creative Director  
Austin Winters, Producer  
Justin Lee, Senior Designer/Animator  
Lee Hoffman, Senior Designer/Animator  
Kurt Koch, Senior Designer/Animator  
Rob Engel, Designer/Animator  
Andy Erb, Designer/Animator  
Duncan Friend, Designer/Animator  
Bryan Johnson, Designer/Animator  
Austin Lutz, Designer/Animator  
Andrew Niehaus, Designer/Animator  
Austin Wydrum, Designer/Animator  
Jared Ziegler, Designer/Animator

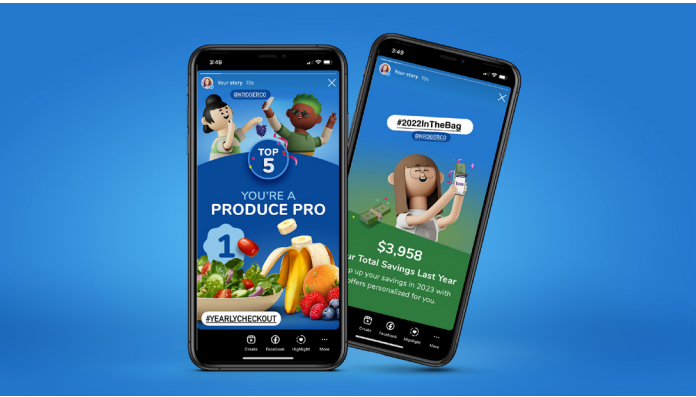


Kroger

Yearly Checkout  
Advertiser: The Kroger Company

Advertising & Promotion > 025 - Email

- Credits:  
Brianna Scharstein, Creative Director  
David Rhodenbaugh, Copy Chief  
Ashley Ross, Digital Experience Designer  
Nikki Finger, Associate Digital Experience Designer  
Lee Groh, Executive Creative Director  
Chris Rice, Group Creative Director  
Lyndsey Noland, Project Manager  
Steve Taggart, Digital Comms Manager  
Hannah Bridgeford-Nguyen, Sr Digital Comms Planner  
Sam Oder, Sr Digital Comms Developer  
Lisa Lucas, Sr Comms Specialist  
Cindy Casey, Digital Experience Coordinator  
Heidi Nedderman, Digital Experience Coordinator  
Lauren Summe, Project Manager  
Ryan Wenstrup-Moore, Social Media Manager  
Priscila Fernandes De Souza, Program Manager  
Sara Spille, Platform Manager  
Ray Elfers, Group Creative Director  
Valerie Grant, Marketing Manager



Curiosity

Super Bowl OOH  
Advertiser: Dude Wipes

Out-of-Home > 019 - Outdoor Board > 019A - Single Board

- Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager



Curiosity

Curiosity Cookbook  
Advertiser: Curiosity

Collateral > 091 - Direct Marketing & Specialty Advertising (printed or digital)

- Credits:  
Jeff Warman, Chief Creative Officer  
Katie Gerdes, Group Creative Director  
Ashley Walters, Chief Development Officer  
Christian Jaekle, Marketing Director, Copywriter  
Andy Millard, Associate Design Director  
Mike White, Senior Production Designer  
Gail Kreimer, Designer  
Sukhi Kanniks, Designer  
Sophia Tibbs, Content Designer  
Wally German, Director of Visual Engineering  
Danielle Schuster, Visual Engineer  
Courtney Frank, Producer  
BR Printers, Printer



Curiosity

Best Clean, Pants Down  
Advertiser: Dude Wipes

Integrated Campaigns > 044 - Integrated Advertising  
Campaigns > 044D - Consumer Campaign-Regional/  
National

- Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Jared Flood, Copywriter  
Clive Neish, Senior Art Director  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
Tony Grossman, Producer  
Chris Woods, Director  
SCOUT, Production  
Method & Madness, Production  
The Elements, Music & Sound  
Casey Lock, Editor  
Andy McGraw, Editor  
Grant Kattmann, Audio Engineer



BLDG

Christian Moerlein Brand Identity  
Advertiser: Cincinnati Beverage Company

Integrated Campaigns > 045 - Integrated Brand  
Identity Campaign - Local or Regional/National

- Credits:  
Andy Cluxton, Director of Strategy &  
Communication  
Jason Carter, Design Director  
Emily Bloss, Client Director  
Natalie Brown, Senior Designer  
Tyler Isaacs, Senior Designer  
Brian Giarratana, Copywriting & Strategy



Saatchi & Saatchi X

Footballidays  
Advertiser: Kraft Heinz

Integrated Campaigns > 044 - Integrated Advertising  
Campaigns > 044D - Consumer Campaign-Regional/  
National

- Credits:  
Casey Lissau, VP, Group Creative Director  
Kristin Mahalak, Creative Director  
Wendy Miranda, Associate Creative Director  
Cody Morris, Sr. Art Director  
Nolan Shea, Sr. Copy Writer  
Alicia Elmore, Account Director  
Mackenzie Cimala, Art Director  
Philip Haughey, Account Manager  
Jodi Katz, Executive Producer  
Christina Hormuth, VP, Account Director  
Megan Lajoie, VP, Strategy Director  
Stacy Newman, Strategist

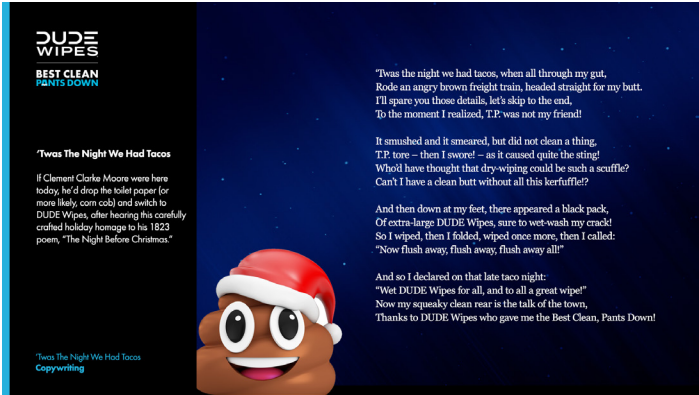


Curiosity

Twas the Night We Had Tacos  
Advertiser: Dude Wipes

Copywriting > 048 - Copywriting

- Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director/Copywriter  
Pam Fraser, Creative Director  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
Rich Orlow, Voice Talent  
Grant Kattmann, Audio Engineer





COHO Creative

**Plackers**  
Advertiser: **Perrigo**  
Visual > 049 - Logo Design  
**Credits:**  
**Jon Shapiro**, Founder & Chief Creative Officer  
**Jen Register**, Creative Director  
**Kate Raterman**, Design Director  
**Jen Vorhees**, Senior Design Director  
**Finn Schlottman**, Designer  
**Kylie Meiser**, Senior Designer  
**Monica Campbell**, Senior Design Director  
**Sarah Weimer**, Design Intern  
**Monica Alexander**, Client & Strategy Director  
**Kevin Bova**, Senior Designer Rendering Development  
**Tim Kron**, Realization Designer  
**Greg Zimmer**, Partner, Chief Client & Strategy Officer  
**Laura Mason**, Senior Strategy Director



Drive Media House

**Cincinnati Insurance**  
Advertiser: **The Cincinnati Insurance Companies**  
Outside Agency: **Curiosity**  
Film & Video > 054 - Cinematography > 054A - Cinematography—Single  
**Credits:**  
**Jane Manchester**, Creative Director  
**Abbigail Ladwig**, Art Director  
**Courtney Frank**, Agency Producer  
**Cori Wolfe**, Producer  
**Joshua McGowan**, Director  
**John Matysiak**, Director of Photography  
**Eric Batke**, Editor  
**Garrett Satow**, Editor



Saatchi & Saatchi X

**Footballidays**  
Advertiser: **Kraft Heinz**  
Visual > 053 - Art Direction > 053B - Art Direction—Campaign  
**Credits:**  
**Casey Lissau**, VP, Group Creative Director  
**Kristin Mahalak**, Creative Director  
**Wendy Miranda**, Associate Creative Director  
**Cody Morris**, Sr. Art Director  
**Nolan Shea**, Sr. Copy Writer  
**Alicia Elmore**, Account Director  
**Mackenzie Cimala**, Art Director  
**Philip Haughey**, Account Manager  
**Jodi Katz**, Executive Producer  
**Christina Hormuth**, VP, Account Director  
**Megan Lajoie**, VP, Strategy Director  
**Stacy Newman**, Strategist



Polymath

**EOS Dx**  
Advertiser: **EOS Dx**  
Film & Video > 055 - Animation, Special Effects, Motion Graphics, or CGI > 055A - Animation, Special Effects or Motion Graphics  
**Credits:**  
**Doug Gautraud**, Owner/Director at Semaphore Studio  
**Ben Nelson**, Owner/DP at Semaphore Studio  
**Joel Gautraud**, Technical Director - Managing Partner  
**Kevin Gautraud**, Chief Creative Officer - Managing Partner  
**Liam Conway**, Animator  
**Joe Sandfoss**, Video Editor



Curiosity

Best Clean, Pants Down  
Advertiser: Dude Wipes

Sound > 057 - Music > 057C - Music With/Without  
Lyrics—Campaign

- Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Tony Grossman, Producer  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
Chris Woods, Director  
Method & Madness, Production  
SCOUT, Production  
The Elements, Music & Sound

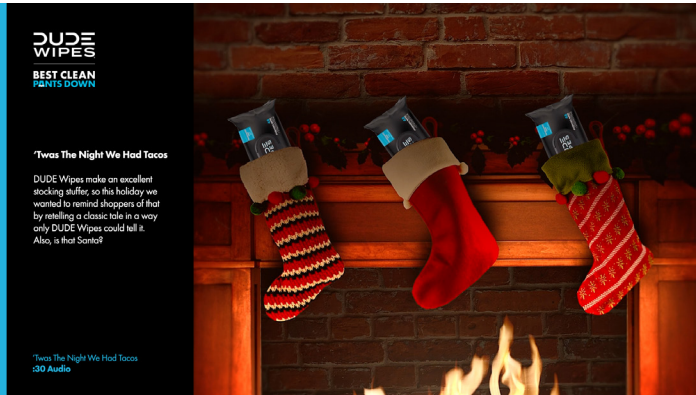


Curiosity

Twas the Night We Had Tacos  
Advertiser: Dude Wipes

Audio/Radio Advertising > 030 - Audio/Radio  
Advertising – Regional/National > 030A - Single  
Spot :30 seconds or less

- Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
Rich Orlow, Voice Talent  
Grant Kattmann, Audio Engineer



Curiosity

Bathe Your Bum  
Advertiser: Dude Wipes

Audio/Radio Advertising > 030 - Audio/Radio  
Advertising – Regional/National > 030A - Single Spot  
:30 seconds or less

- Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Tony Grossman, Producer  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
David Brewer, Voice Talent  
The Elements, Music & Sound



Curiosity

Twas the Night We Had Tacos  
Advertiser: Dude Wipes

Audio/Radio Advertising > 030 - Audio/Radio  
Advertising – Regional/National > 030B - Single  
spot more than :30 seconds

- Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
Rich Orlow, Voice Talent  
Grant Kattmann, Audio Engineer



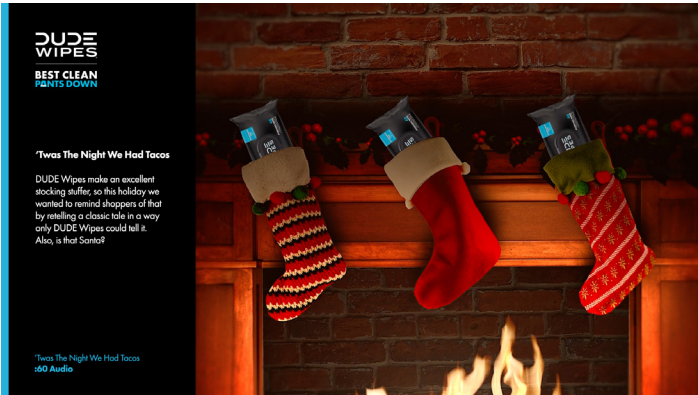


Curiosity

Dude Wipes Audio Campaign  
Advertiser: Dude Wipes

Audio/Radio Advertising > 030 - Audio/Radio Advertising – Regional/National > 030C - Campaign

- Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Jared Flood, Copywriter  
Tony Grossman, Producer  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
Grant Kattmann, Audio Engineer  
The Elements, Music & Sound

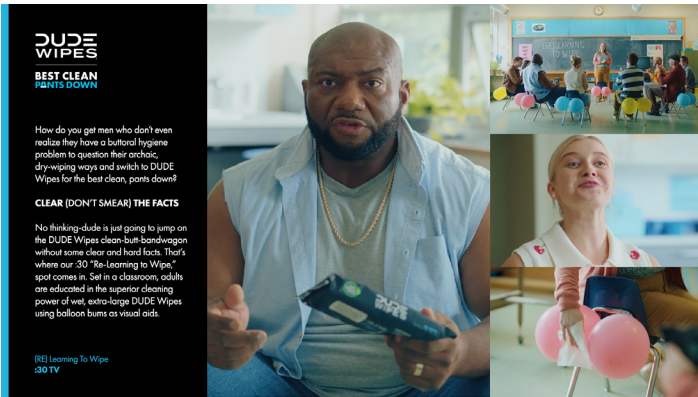


Curiosity

Re-Learning to Wipe  
Advertiser: Dude Wipes

Television Advertising > 032 - Television Advertising – Regional/National > 032A - Single Spot – Up to 2:00

- Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Jared Flood, Copywriter  
Tony Grossman, Producer  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
Chris Woods, Director  
Method & Madness, Production  
SCOUT, Production  
The Elements, Music & Sound  
Andy McGraw, Editor  
Casey Lock, Editor



Grey Midwest

Febreze CAR Unboxing TV  
Advertiser: Procter & Gamble

Television Advertising > 032 - Television Advertising – Regional/National > 032A - Single Spot – Up to 2:00

- Credits:  
Adam Kahn, Chief Creative Officer  
Margaret Russo, Group Creative Director  
Marissa Kramer, Creative Director  
Peter Herbert, Associate Creative Director  
Mark Van Patten, Associate Creative Director  
Christopher Reintz, Chief Client Officer  
Mercedes Campos, EVP, Global Account Director  
Emily Fague, VP, Account Director  
Katie Pemnbaur, Strategy Director  
Alison Homan, Senior Producer, Townhouse  
Sheri Lutz, VP/Head of Production Operations, Townhouse  
Van Overt, Business Manager, Townhouse  
Jessica Sanders, Director, Invisible Collective  
Ryan Spalazzi, SVP/Head of Creative Content, GPS Midwest  
Davis Ceo, Editor, GPS Midwest  
Kenny Mosher, Colorist, GPS Midwest  
Adam Pleiman, Audio Engineer, Play Audio  
Fort York, VFX

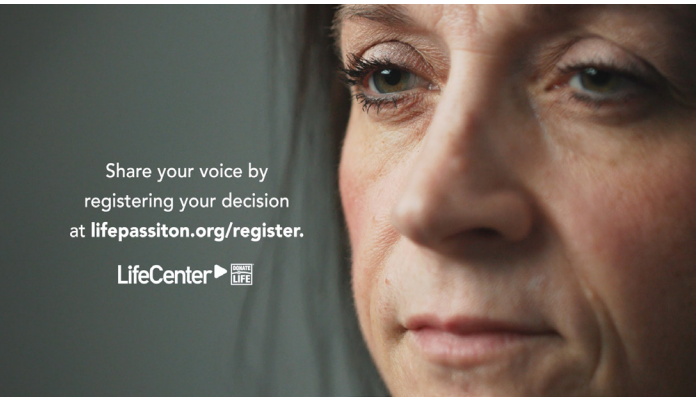


Harris Media Co

Sharing the Sounds  
Advertiser: LifeCenter Organ Donor Network

Online Film, Video, And Sound > 033 - Internet Commercial > 033B - Campaign

- Credits:  
Rudy Harris, Director/Director of Photography  
Lindsey Brunner, Producer



Curiosity

Best Clean, Pants Down  
Advertiser: Dude Wipes

Online Film, Video, And Sound > 033 - Internet  
Commercial > 033B - Campaign

Credits:  
Jeff Warman, Chief Creative Officer  
Matt Cragnolin, Creative Director  
Pam Fraser, Creative Director  
Jared Flood, Copywriter  
Clive Neish, Senior Art Director  
Kelly Kinane, Group Director, Client Partnership  
Leah Zimmer, Supervisor, Client Partnership  
Mandy Russell, Senior Project Manager  
Maya Stoffer, Associate Project Manager  
Tony Grossman, Producer  
Chris Woods, Director  
SCOUT, Production  
Method & Madness, Production  
The Elements, Music & Sound  
Casey Lock, Editor  
Andy McGraw, Editor



Harris Media Co

Sharing the Sounds  
Advertiser: LifeCenter Organ Donor Network

Branded Content & Entertainment > 036 - Branded  
Content & Entertainment For Online Film, Video & Sound  
> 036A - Single entry :60 seconds or less

Credits:  
Rudy Harris, Director/Director of Photography  
Lindsey Brunner, Producer

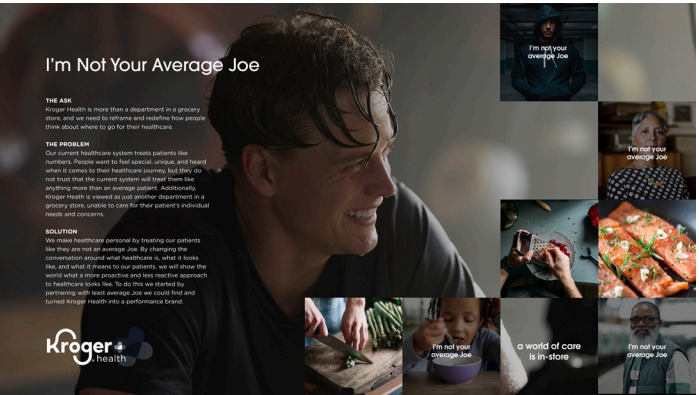


Kroger

Not Your Average Joe  
Advertiser: The Kroger Company

Branded Content & Entertainment > 036 - Branded  
Content & Entertainment For Online Film, Video & Sound  
> 036B - Single entry – more than :60 seconds

Credits:  
Lee Groh, Executive Creative Director  
Ray Elfers, Group Creative Director  
Julie Pattersonholland, Head of Creative Production  
Chris Rice, Group Creative Director  
Megan Margolin, Copywriter  
Yvonne Starkey-Posey, Sr Brand Manager  
Katharine Daasch, Assistant Brand Manager  
Donna Scenna, Sr Brand Manager  
Jane Dierkers, Sr Brand Innovation Manager  
Emmalee Smith, Social Media Manager  
Colleen Lindholz, President Kroger Health  
Rodney Whisman, Group Creative Director  
Jonathan Adams, Art Director  
The Gate Films, Production Company  
Junto Sounds, Audio Production Company



Lightborne

Missy Elliott 2023 Tour Visuals  
Advertiser: HiHat Productions

Branded Content & Entertainment > 038 - Branded  
Content & Entertainment – Non-Broadcast

Credits:  
Ryan McAllister, Executive Creative Director  
Chris Gliebe, Executive Creative Director  
Austin Winters, Producer  
Justin Lee, Sr. Designer/Technical Director  
Lee Hoffman, Sr. Designer/Technical Director  
Kurt Koch, Associate Creative Director  
Rob Engel, Sr. Designer/Animator  
Jared Ziegler, Sr. Designer/Animator  
Andy Erb, Designer/Animator  
Austin Lutz, Designer/Animator  
Bryan Johnson, Designer/Animator  
Austin Wydra, Designer/Animator  
Ryan Elliott, Colorist  
Brad Grawe, Sr. Editor  
Jonathan Kilberg, Assistant Editor





2024

# JUDGES CHOICE WINNERS

# 2024 JUDGES CHOICE WINNERS

## Curiosity

### Best Clean, Pants Down

Advertiser: **Dude Wipes**

Integrated Campaigns > 044 - Integrated Advertising  
Campaigns > 044D - Consumer Campaign-Regional/  
National



## Credits

**Jeff Warman**, Chief Creative Officer  
**Matt Cragnolin**, Creative Director  
**Pam Fraser**, Creative Director  
**Jared Flood**, Copywriter  
**Clive Neish**, Senior Art Director  
**Kelly Kinane**, Group Director, Client Partnership  
**Leah Zimmer**, Supervisor, Client Partnership  
**Mandy Russell**, Senior Project Manager  
**Maya Stoffer**, Associate Project Manager  
**Tony Grossman**, Producer  
**Chris Woods**, Director  
**SCOUT**, Production  
**Method & Madness**, Production  
**The Elements**, Music & Sound  
**Casey Lock**, Editor  
**Andy McGraw**, Editor  
**Grant Kattmann**, Audio Engineer



**COHO Creative**

**Mr. Pickles Gin**  
Advertiser: **Wolf Spirit Distillery**

Sales Promotion > 002 - Packaging  
> 002A - Single Unit



**CREDITS**

**Jon Shapiro**, Founder & Chief Creative Officer  
**Mike Skrzelowski**, Executive Creative Director  
**Jen Register**, Creative Design Director  
**Jen Vorhees**, Senior Design Director  
**Kate Raterman**, Design Director  
**Eric Warning**, Designer  
**Blake Logsdon**, Designer  
**Kevin Bova**, Senior Designer Rendering Development  
**Shonda Leen**, Realization Director

**Lightborne**

**Missy Elliott 2023 Tour Visuals**  
Advertiser: **HiHat Productions**

Branded Content & Entertainment > 038 - Branded Content  
& Entertainment – Non-Broadcast



**CREDITS**

**Ryan McAllister**, Executive Creative Director  
**Chris Gliebe**, Executive Creative Director  
**Austin Winters**, Producer  
**Justin Lee**, Sr. Designer/Technical Director  
**Lee Hoffman**, Sr. Designer/Technical Director  
**Kurt Koch**, Associate Creative Director  
**Rob Engel**, Sr. Designer/Animator  
**Jared Ziegler**, Sr. Designer/Animator  
**Andy Erb**, Designer/Animator  
**Austin Lutz**, Designer/Animator  
**Bryan Johnson**, Designer/Animator  
**Austin Wydra**, Designer/Animator  
**Ryan Elliott**, Colorist  
**Brad Grawe**, Sr. Editor  
**Jonathan Kilberg**, Assistant Editor

2024

# BEST OF SHOW WINNER



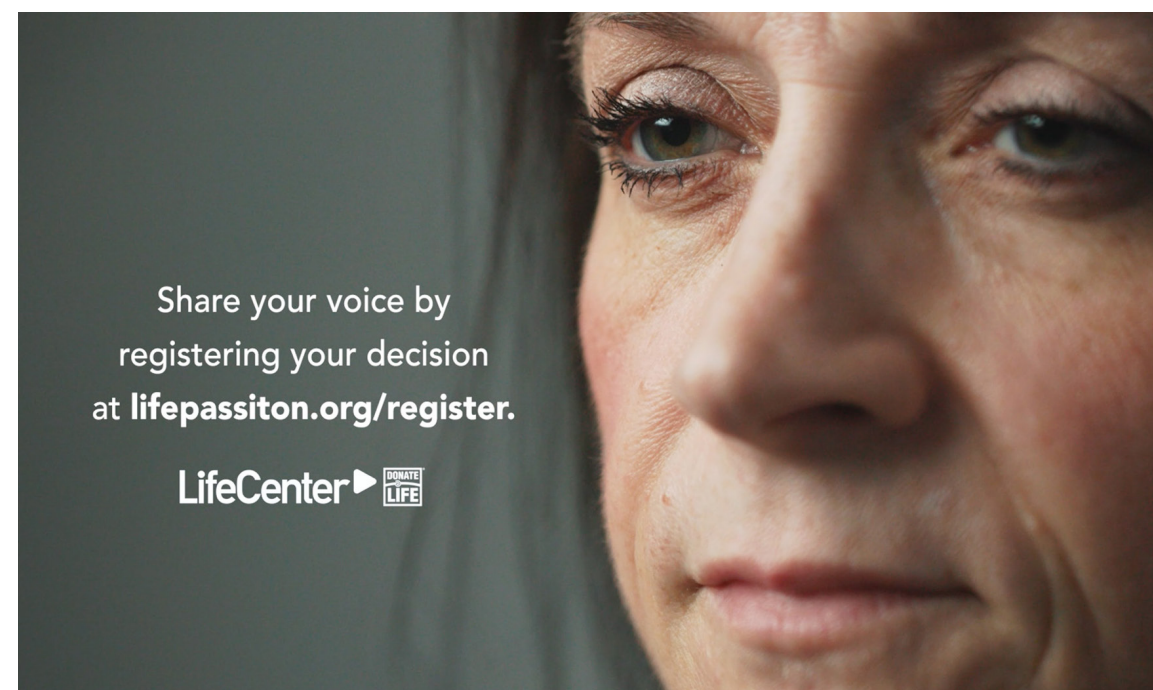
# 2024 BEST OF SHOW WINNER

## Harris Media Co

### Sharing the Sounds

Advertiser: **LifeCenter Organ Donor Network**

Online Film, Video, And Sound > 033 - Internet Commercial  
> 033B - Campaign



Share your voice by  
registering your decision  
at [lifepassiton.org/register](https://lifepassiton.org/register).

LifeCenter 

## Credits

**Rudy Harris**, Director/Director of Photography

2024

MOSAIC

ADDY

AWARD



# 2024 MOSAIC ADDY AWARD

## Cincinnati Public Schools

### Black Men in Education

Advertiser: **Cincinnati Public Schools**

Film, Video, & Sound > Branded Content & Entertainment >  
036 - Branded Content & Entertainment For Online Film, Video & Sound > 036B - Single entry – more than :60 seconds



### Credits

CPS Office of Marketing and Communications  
Mike Davison, ALTA Images, Videographer



2024

# STUDENT AWARD WINNERS



# 2024 STUDENT SILVER WINNERS

## Joseph Hickey

**Combos Packaging Redesign**  
Educational Institution: **Cincinnati State**

Sales Promotion > S01 - Product or Service Sales  
Promotion > S01A - Packaging

**Credits:**  
Joseph Hickey, Designer



## Allie Sebastian

**The Weeknd Tour Poster**  
Educational Institution: **Cincinnati State**

Collateral Material > S04 - Special Event  
Materials (invitations, announcements, cards, etc.)

**Credits:**  
Allie Sebastian, Designer



## Allie Sebastian

**Futura Poster**  
Educational Institution: **Cincinnati State**

Collateral Material > S04 - Special Event Materials  
(invitations, announcements, cards, etc.)

**Credits:**  
Allie Sebastian, Designer



**Oladayo Olakanmi**

**Blink 182 Album Release Poster**  
Educational Institution: **Cincinnati State**

Collateral Material > S04 - Special Event Materials  
(invitations, announcements, cards, etc.)

**Credits:**  
Oladayo Olakanmi, Designer

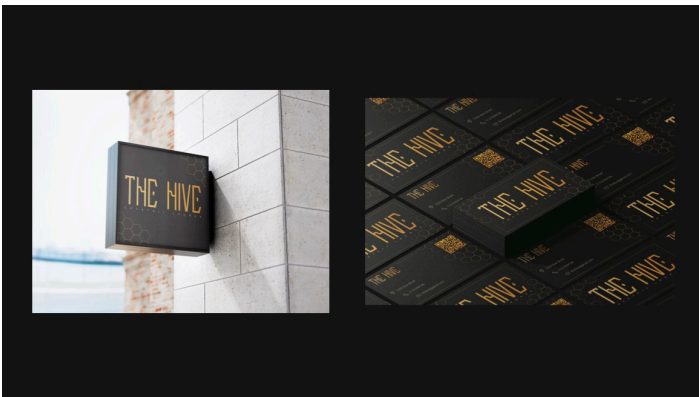


**Virginia Russo**

**The Hive Cocktail Lounge**  
Educational Institution: **Cincinnati State**

Visual > S24B - Typeface Design

**Credits:**  
Virginia Russo, Designer

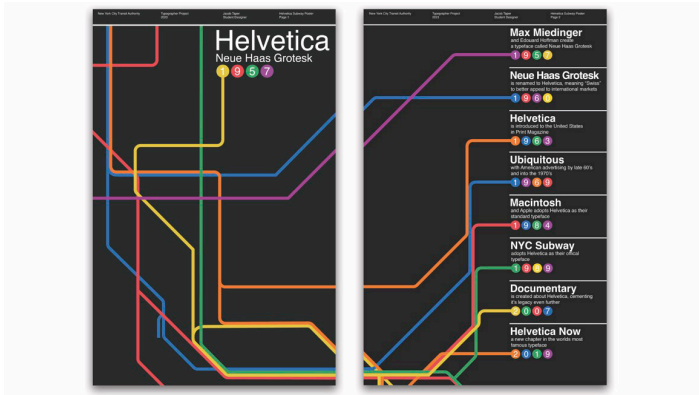


**Jacob Taper**

**Helvetica Poster**  
Educational Institution: **Cincinnati State**

Collateral Material > S04 - Special Event Materials  
(invitations, announcements, cards, etc.)

**Credits:**  
Jacob Taper, Designer



**Timothy George Friedrich**

**Chameleon**  
Educational Institution: **Northern Kentucky University**

Film, Video & Sound > S29 - Animation or Special  
Effects

**Credits:**  
Timothy Friedrich, Designer





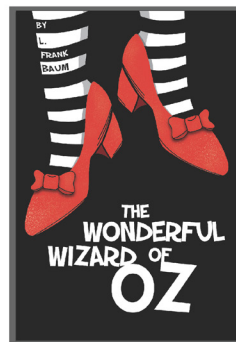
# 2024 STUDENT GOLD ADDY WINNERS

## Allie Sebastian

**Wizard of Oz**  
Educational Institution: **Cincinnati State**

Collateral Material > S05 - Publication Design > S05A  
- Cover

**Credits:**  
Allie Sebastian, Designer



## Leighton Mitchell

**Rascal Roast Coffee**  
Educational Institution: **Cincinnati State**

Visual > S24A - Logo Design

**Credits:**  
Leighton Mitchell, Designer



## Braizlee Browning

**808 Studios**  
Educational Institution: **Cincinnati State**

Visual > S24A - Logo Design

**Credits:**  
Braizlee Browning, Designer



# 2024 STUDENT BEST OF SHOW WINNER

**Braizlee Browning**

**808 Studios**

Educational Institution: **Cincinnati State**

Visual > S24A - Logo Design



## **Credits**

**Braizlee Browning**, Designer





# MATT FISCHER SILVER MEDAL WINNER 2023



As part of the 2024 Cincinnati American Advertising Awards, we are giving out one of the most prestigious honors bestowed by the American Advertising Federation: the Silver Medal Award. Every year, each local AAF club selects one individual to receive this coveted award, recognizing lifetime achievement within the local advertising community.

The award recognizes men and women who've made contributions to the advertising industry and advanced the industry's standards for creative excellence and responsibility in areas of social concern. Nominations for the award are solicited from members of the AdClub and voted on by a panel of judges composed of past Silver Medalists and AdClub members at large.

Nominees for this award are evaluated based on four criteria:

1. Contribution to his or her company.
2. Creative ability, defined as a high degree of original thinking in their field.
3. Contributions to the General Advancement of Advertising.
4. Contributions to their community.

Our 2024 Silver Medal winner is **Matt Fischer**. Matt is best known as CEO and co-founder of Curiosity. For three decades, he's told brand stories at some of the world's top agencies including DDB, BBDO, FCB New York, and WonderGroup. Throughout his career, Matt has led creative campaigns for international brands spanning from Nabisco, AT&T, and TruMoo—receiving Clios, Effies, ADDYs, One Show awards and more for his world-class work. Matt's driven by the philosophy that asking the right questions and developing a rich culture inspires big ideas. His commitment to our industry, our community and raising up the next generation of Cincinnati agency owners, makes him the perfect candidate for the 2024 Silver Medal Award.

## Past AAF Cincinnati Silver Medalists

1960	Jesse Joseph*
1961	Karl T. Finn*
1962	Bill McCarthy*#
1962	William Savage*
1963	Jerry Hurter*
1963	Bill Northlich*#
1964	W.J. "Bud" Janszen*
1964	Charlie Reese*#
1965	Ruth Lyons*
1965	Glenn Ulfers*#
1966	John E. Hennegan*
1966	Sam Schindler*#
1967	Joseph Baarlear*
1967	Bill Grindrod*#
1968	Bill McFee*#
1968	Ran West*
1969	Robert Berkshire*
1970	Martin Spicer*
1971	Ed Hodgetts*#
1971	Richard Kuck
1972	Shelby Howard*#
1972	John Wolf*
1973	Edward Dollriebs*
1974	Russ Kelly*#
1975	Edward Young*
1976	Janet Block*
1976	Jack Nolan*#
1977	Robert Gordon
1977	Alex Stolley*#
1978	Wil F. Caldwell*
1979	David Ferriss*
1979	Barry Raut#
1980	George Hay*#
1980	William Keating
1981	Walter Bartlett*
1982	Robert Goldstein*
1983	Charles Mechem
1984	Elizabeth Stiltz-Mills*
1985	Charles E. Scripps*
1986	Vincent J. Backley, Jr.
1987	Robert Ott
1988	Ronald R. Brill
1989	Leonard Sive+
1990	William H. Over*
1991	Robert P. Temmen*
1992	Jim Scott
1993	Judy Thompson
1994	William M. LaWarre
1995	Charles W. Powers
1996	Dale P. Brown
1997	James A. Jacobs*
1998	Laura Pulfer
1999	Charles K. Murdock*
2000	William G. Moll
2001	Mary Beth Price
2002	Mark Serrienne
2003	Tim Gibson
2004	Bill Fee*
2005	Dick Kountz*
2006	Tom Norton
2007	Jerry Malsh
2008	Pam Gibson+
2009	Bonnie White
2010	Mike Dektas
2011	Jack Streitmarter
2012	Gene Fischer*
2013	Earl Holland+
2014	Bill Price
2015	Michel Keidel
2016	Rick Segal
2017	Dave Siegel
2018	Donna Eby*
2019	Nick Vehr
2020-2021	Steve Kissing
2022-2023	Dr. Steven Reece, Sr.

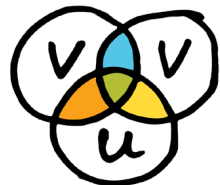
\* Indicates Deceased Honoree

+ Indicates Posthumous Award

# Indicates Recipient of Cincinnati

Industrial Advertisers Club Award



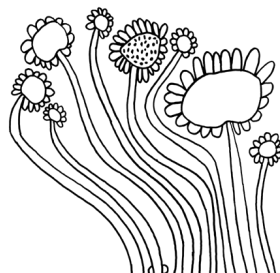


**V+V+U**

is a professional art resource from **Visionaries + Voices**— bringing you uncommon art for your uncommon brand. Think of us for illustration, surface design images, murals, and immersive brand experiences.

## SURFACE DESIGN

Your design team can utilize images by artists at V+V for your printable product surfaces. Curate selections from our extensive offerings—or commission new art—to elevate your product array in any number of categories.



## ILLUSTRATION

Access emotionally resonant images you can use in your marketing and communication efforts enabling your brand to stand out in an increasingly templated digital world.

## MURALS + IMMERSIVE EXPERIENCES

Bring your brand to life with unforgettable interactive art installations. Offer your audience an exclusive preview of your newest product, win over the media, get your employees on board with new initiatives, and celebrate with your community in a visceral experience that is unlike any other.

## VISIONARIES + VOICES

Established in 2003, Visionaries + Voices is a non-profit organization that provides creative, professional, and educational opportunities to more than 125 visual artists with disabilities in Cincinnati, Ohio.

For more information, visit [visionariesandvoices.com](http://visionariesandvoices.com)



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Justin Myers at 513.721.0900  
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OfficeKey helps Cincinnati businesses establish an office that is turnkey, flexible, and provides a level of quality that enhances their image.



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859.802.0734 | [polymath.tv](http://polymath.tv)



# ELEVATING BRANDS. INSPIRING SMILES.

## We've Been Exceeding Client Expectations for Over 100 Years. How Do We Do It?

Since 1921, we've long understood that it can take exceptional quality and a village of services in order to bring a brand to life. From comprehensive print and packaging to direct mail and large format graphics, we offer a broad suite of capabilities all under one roof. In fact, make that three roofs as we've added significant capacity this past year through a combination of strategic acquisitions and organic growth, including the Cincinnati operations of OneTouchPoint. Accordingly, the pursuit to delight clients by exceeding expectations has led us to pride ourselves on being collaborative specialists and trusted thought-partners who thoroughly understand how to activate strategic concepts – transforming creative ideas into powerful results.

And, in return, inspiring smiles.

Printing / Product Packaging / Large Format / Direct Mail / Promotional Items / Fulfillment / Shipping / and More



513-241-1865 / [graphicvillage.com](http://graphicvillage.com)



# IF THIS AD COULD SPEAK IT WOULD BE MUSIC TO YOUR EARS (AND OURS)

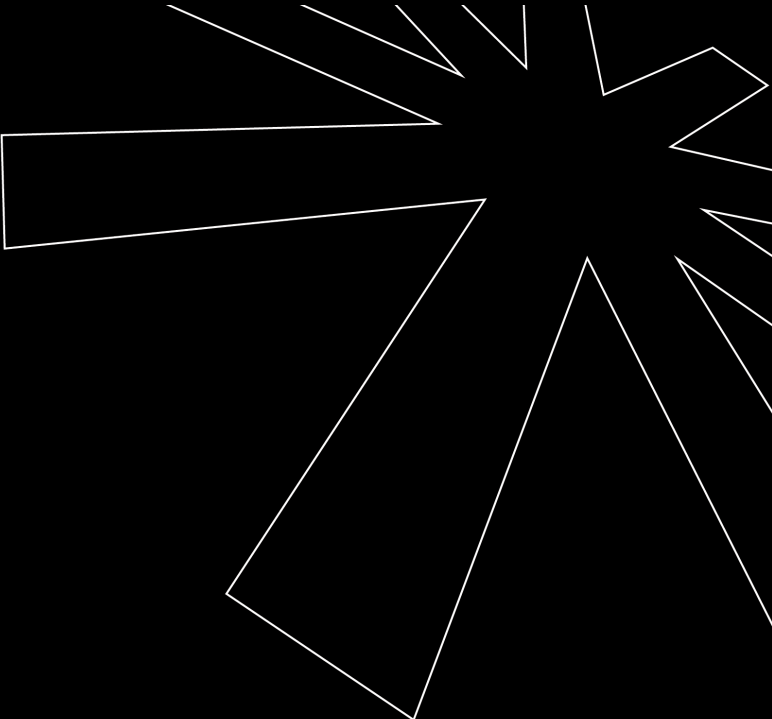
FOR ALL THE PLACES YOUR BRAND **DOES** MAKE SOUND, WE'RE HERE.

AUDIO BRANDING ORIGINAL MUSIC BRAND VOICE AUDIO POST PODCASTS



PLAYP AUDIO  
AGENCY

sp\*tter



Congratulations  
2024 Cincinnati Addy Award Winners



# CALLING EVERYONE

## TO JOIN A COMMITTEE

### The ADDYs Committee

This committee oversees the annual creative awards event as the first step in the three-part American Advertising Awards competition. From crafting a theme to securing the judges to creating the event, this group makes sure that AdClub Cincinnati honors and celebrates Cincinnati's most creative achievements of the past year.

### Diversity, Equity and Inclusion Committee

Formed to support a more inclusive and diverse advertising community at every level of an organization to ensure everyone feels valued for who they are and the work they do. We serve as a support for existing or establishing DE&I initiatives. The community shares resources, information and best practices as well as helps define what DE&I can and should look like within a company. Want to be a part of change? Come join our DE&I committee.

### Programs Committee

If you want to be at the core of the ongoing excitement of the AdClub, the Programs Committee is for you. Help to strategize, coordinate and manage agency programs, from monthly programs featuring speakers to special club social events to educational endeavors. If you are social and like making things happen, this is your committee.

### The Technology Committee

The AdClub relies on technology to house and manage member information, to communicate, to present itself (via our website) and to facilitate club activities. If you have digital design, web, CRM or other tech backgrounds, this may be the committee for you. Help us to maximize our technology to benefit all members.

### Membership Committee

Our club revolves around a robust corporate and individual membership roster. This committee helps us with membership drives, renewal reminders and reaching out to the community to build our membership. If you like meeting new people and have a little sales swagger, this committee might be the perfect place for you to pitch in!

**Your AdClub is only as strong as the involvement of its members. We need you! There are lots of ways to get involved and make a difference. We encourage you — no, we invite you — OK, if necessary, we beg you: Please get involved. Here are some of the committees you could choose to join:**

### Communications Committee

This is where design and copy intersect with AdClub efforts. The Communications Committee manages our social media channels, designs our program and event announcements for email and other channels, and supports our web page creative and other communication needs.

### Student Engagement Committee

We have a focus on reaching out to the advertising, media and marketing leaders of tomorrow. From student engagement activities with colleges and design schools to providing college scholarships to deserving students, this is an exciting committee all about giving back and paying forward.

### Finance Committee

Numbers, numbers, numbers. Every organization has to be fiscally responsible, and that is what our Finance Committee does for AdClub Cincinnati. Doing everything from financial filings to working with our club accountants, this committee oversees club finances to make sure we are fiscally responsible to our members. If this floats your boat, this may be the right place for you.

### Specialized Activities

These ad hoc committees are formed for specific and unique purposes, such as the annual Media Auction, The Silver Medal Awards program and ceremony, and other specialized needs of the AdClub.

**Please reach out to [info@aafcincinnati.org](mailto:info@aafcincinnati.org) with your name and the committee you are interested in joining, and a committee chair will get back in touch with you to answer questions and discuss next steps for engagement.**

**Ad  
Club**  
CINCINNATI

# SCHOLARSHIP PROGRAM

## SUPPORTING THE NEXT GENERATION OF CREATIVE MARKETERS

**AdClub Cincinnati (AAF Cincinnati)** sponsors a scholarship established in 1984 in memory of John Stoelting, a long-time dedicated AdClub member.

This annual scholarship of \$2,000 is awarded in July, and the proceeds are sent directly to the college/university - \$1,000 for the fall term and \$1,000 for the spring term. This scholarship is non-renewable; however, recipients can re-apply. Applications are accepted through May 31.

### Eligibility Requirements

The AdClub Cincinnati Scholarship is available to students studying for either a two-year degree or four-year degree:

#### Two-Year Degree Eligibility Requirements:

- A current student entering their second and final year of study with a major in an Advertising, Marketing, or Communications related field;
- A resident of Greater Cincinnati;
- Be enrolled as a full-time student at one of the following universities/colleges:
  - Cincinnati State
  - Gateway Community and Technical College
  - Art Academy of Cincinnati
- Maintain at least a 3.0 grade point average on a scale of 4.0 throughout their college/university career

#### Four-Year Degree Eligibility Requirements:

- A college student in their junior year with a major in an Advertising, Marketing, or Communications related field
- A resident of Greater Cincinnati
- Be enrolled as a full-time student at one of the following universities/colleges:
  - Mount St. Joseph University
  - Miami University (Oxford)
  - Northern Kentucky University
  - Thomas More College
  - University of Cincinnati
  - Xavier University
- Maintain a 3.0 grade point average on a scale of 4.0 throughout their college/university career

#### How to Apply:

The window to apply is February through May, and interested students who currently meet all eligibility requirements should complete an online application through the Cincinnati Scholarship Foundation (CSF) website: [www.cincinnati-scholarshipfoundation.org/apply-for-a-scholarship](http://www.cincinnati-scholarshipfoundation.org/apply-for-a-scholarship). You will want to reference the AdClub Cincinnati Scholarship Fund.

Contact the Cincinnati Scholarship Foundation with any questions.  
Phone: 513-345-6701  
Email: [info@cincinnati-scholarshipfoundation.org](mailto:info@cincinnati-scholarshipfoundation.org)

# APPLY TODAY!

THANKS TO ALL OUR  
PARTICIPANTS AND  
**CONGRATULATIONS**  
TO THE 2024  
ADDY WINNERS!



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CINCINNADDYS