



Fragmented text from a newspaper or document, appearing as a vertical strip on the left side of the page. The text is mostly illegible due to being torn and partially obscured.

NASTY NATI
ADDY
2020



**Data.
Consolidation.
Streamline.
Process.
It's time to take back what's ours
This isn't a paint by numbers
This is raw human emotion
You can't contain it
Or give it a rating
It doesn't apologize
And it sure as hell doesn't need a 95
page presentation
The best ideas just are
Because the best creative just is
So let's light it up
So we can tear it down
And let it out**



**AAF Cincinnati
Board of Directors
2019-2020**

- Charlie Martin, Martin Branch Consulting** – President
- Jim Browning, Marsh Ideas** – Student Engagement
- Susan Burke, Saatchi & Saatchi X** – Programs
- Jocile Ehrlich, Better Business Bureau** – Board Advisor
- Rob Fitzgerald, Empower** – Professional Engagement
- Greg Livingston, Curiosity** – Treasurer
- Ted Monnin, Equator** – Board Strategist
- Katy Martinez, Grey Midwest** – Social Media
- Trisha Sefakis, HCDC** – Website
- Brad Turner, Empower** – Silver Medal/Past President Council

ADDY Thanks To:

Grey Midwest
Storyocity
Ruttle Design Group
Graphic Village
Wood Herron & Evans
Tony Desjardins
Jamie Grady
Adam Kahn
Ray Elfers
Katy Martinez
Jessica Cahill
Bradley Harris
Katy Koetting
Anari Fleming

Jordan Wright
Trina Olsen
Grace Ring
Susan Burke
Greg Livingston
Katie Gerdes
Matt Cragnolin
Cindy Bashore
Stevi Branch
Natalie Kachadurian
Buthaina Karaman
Terry Dillion
Garret Ollish
David Klingerman

Troy Hitch
Chris Hennemann
Ted Monnin
Steve Branch
Sara McCatherine
Jen Bryant

The ADDY Judges
Mariana Costa
Blaine Loyd
Chris Roe

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!



DIVERTIDAS A LA MODA

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ERAS

13

Cl
bicol

LOS FLOSOFS SHOW

Grupo de Percusión Djembe y Bateria
Danza Etnica con Maestros de Baya
Música Tradicional

9:37 21H

puerta 10C

ACOL

SABADO

LOS FLOSOFS

LOS F

PRECIO A

GRUPO DE PERCUSION DJEMBE Y BATERIA
DANZA ETNICA CON MAESTROS DE BAYA
MUSICA TRADICIONAL

GRUPO DE PERCUSION DJEMBE Y BATERIA
DANZA ETNICA CON MAESTROS DE BAYA
MUSICA TRADICIONAL

DOUGLAS GAUTRAUD

What's An Armitron – Advertiser: Armitron

Branded Content & Entertainment For Online Film, Video & Sound
Single Entry - More than :60 seconds



Credits

Douglas Gautraud, Director / Producer / Writer

Benjamin Nelson, Producer / Director of Photography

Peter Raber, Writer

Joe Sandfoss, Editor

Chris Joecken, Colorist

Iron Wing Studios, Sound Mix

least once, before she died.

Nadia, from Wallajah

Story House, www.asicenter.org



Sumud

"The more of your data
the more I understand
what it means

JUDGES

BE TALK ME IN
PLEASE DON'T IN

WORLD

EMPOWER

The City That Sleeps
Advertiser: Empower

Advertising Industry Self Promotion,
Film, Sound & Video

Credits:

Terry Dillon, Creative Director
Tinus Strydom, CCO
Sean Dana, Senior Creative Director
Natalie Baer, Producer
Andrea Book, Art Director
Ali Yeager-Fichner, Program Manager
4Humans
Fuse
Courtney Frank, Producer



GYRO

100 Days of gyro:haus Campaign
Advertiser: gyro

Special Event Material – Card, Invitation,
Announcement Campaign

Credits:

Michael Tittel, Executive Creative Director
Sarah Lyons, Associate Creative Director
Gerry Pasqualetti, Creative Director
Heather Silvers, Associate Director,
Resource & Project Management
Trevor Grubbs, Senior Designer
Emily Brunner, Designer



GREY MIDWEST

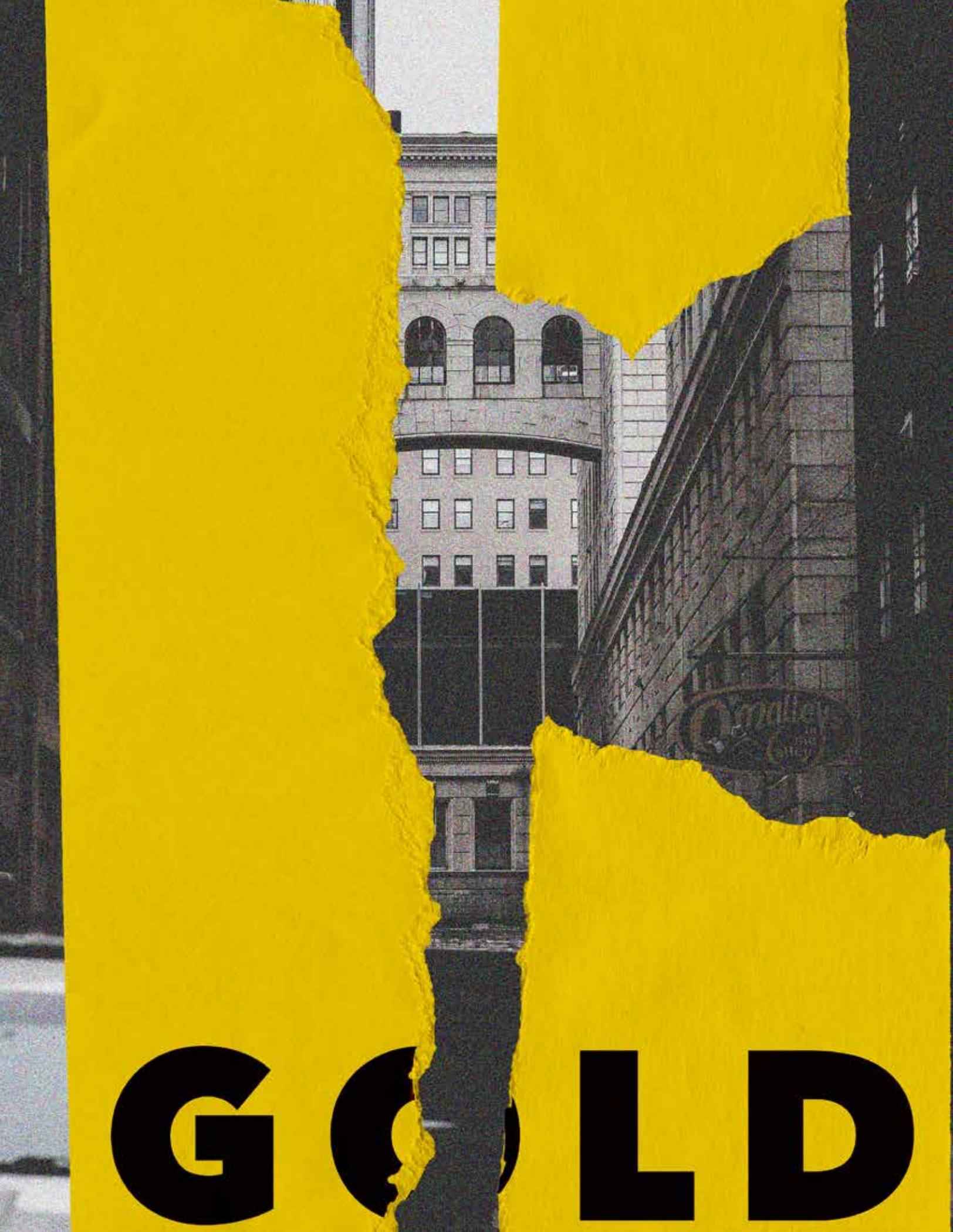
End Period Poverty
Advertiser: P&G | Always

Social Media – Social Media Campaign

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Jessica Cahill, Senior Designer
Andrea Bollin, VP, Account Director
Sarah Medley, Group Director, Client Operations
Andrew Barber, Senior Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist
Sheri Lutz, VP, Head of Production, Townhouse





G O L D

GYRO

100 Days of gyro:haus Campaign
Advertiser: gyro

Special Event Material – Card, Invitation,
Announcement Campaign

Credits:

Michael Tittel, Executive Creative Director
Sarah Lyons, Associate Creative Director
Gerry Pasqualetti, Creative Director
Heather Silvers, Associate Director,
Resource & Project Management
Trevor Grubbs, Senior Designer
Emily Brunner, Designer



DOUGLAS GAUTRAUD

Push Back
Advertiser: Brem Foundation

Film, Video & Sound –
Pro Bono Online Film, Video & Sound

Credits:

Douglas Gautraud, Director / Writer / Editor
Benjamin Nelson, Producer / Director of Photography
Chris Joecken, Colorist
Iron Wing Studios, Sound Mix



GYRO

100 Days of gyro: haus Mailers
Advertiser: gyro

Direct Marketing – Specialty Advertising –
Other Merchandise

Credits:

Michael Tittel, Executive Creative Director
Sarah Lyons, Associate Creative Director
Gerry Pasqualetti, Creative Director
Heather Silvers, Associate Director,
Resource & Project Management
Trevor Grubbs, Senior Designer
Emily Brunner, Designer



GREY MIDWEST

End Period Poverty
Advertiser: P&G | Always

Online/Interactive – Corporate Social Responsibility

Credits:

- Adam Kahn, Chief Creative Officer
- Margaret Russo, Group Creative Director
- Jessica Cahill, Senior Designer
- Andrea Bollin, VP, Account Director
- Sarah Medley, Group Director, Client Operations
- Andrew Barber, Senior Project Manager
- Katie Pembaur, Strategy Director
- Telisha Galizio, Senior Strategist
- Sheri Lutz, VP, Head of Production, Townhouse



GREY MIDWEST

End Period Poverty, Girl – Facebook Post
Advertiser: P&G | Always

Online/Interactive – Corporate Social Responsibility

Credits:

- Adam Kahn, Chief Creative Officer
- Margaret Russo, Group Creative Director
- Jessica Cahill, Senior Designer
- Andrea Bollin, VP, Account Director
- Sarah Medley, Group Director, Client Operations
- Andrew Barber, Senior Project Manager
- Katie Pembaur, Strategy Director
- Telisha Galizio, Senior Strategist
- Sheri Lutz, VP, Head of Production, Townhouse



LEAP GROUP

Hershey's State of Mind
Advertiser: Hershey's Chocolate World

Film & Video – Animation, Special Effects or
Motion Graphics/CGI

- Credits:**
Alan Gilleo, Chief Creative Officer
Dan Rapp, Executive Creative Director
Todd Lipscomb, Associate Creative Director
Shane Doyle, Designer
Amber Marsden, Designer
David Carrero, Animator
Ryan Woolfolk, Animator
Thomas Hynes, Writer
Michael Jester, Writer
Brandon Faris, Executive Producer
Colleen Donohoue, Producer



DRIVE MEDIA HOUSE

Sound of Innovation
Advertiser: Ancra Cargo

Film & Video – Video Editing

- Credits:**
Eric Batke, Editor



GREY MIDWEST

CINCY ADDYS – Feed the Beast
Advertiser: AAF Cincinnati

Visual – Art Direction – Campaign

Credits:

Adam Kahn, Chief Creative Officer
Ray Elfers, Group Creative Director
Mark Van Patten, Art Director
Charlie Padgett, Illustrator/Creative Director
Kurt Koch, Illustrator/Animator/Designer
Katy Martinez, Creative Services Director
Charlie Martin Branch, President, AAF Cincinnati
Jessica Cahill, Senior Designer



LEAP GROUP

Hershey's State of Mind
Advertiser: Hershey's Chocolate World

Visual – Art Direction – Single

Credits:

Alan Gilleo, Chief Creative Officer
Dan Rapp, Executive Creative Director
Todd Lipscomb, Associate Creative Director
Shane Doyle, Designer
Amber Marsden, Designer
David Carrero, Animator
Ryan Woolfolk, Animator
Thomas Hynes, Writer
Michael Jester, Writer
Brandon Faris, Executive Producer
Colleen Donohoue, Producer



GREY MIDWEST

Song: Nobody Do It Fresher
Advertiser: P&G | Febreze

Sound – Music – Music With Lyrics – Single

- Credits:**
 Adam Kahn, Chief Creative Officer
 Margaret Russo, Group Creative Director
 Marissa Kramer, Associate Creative Director
 Mark Van Patten, Art Director
 Brooke Strozdas, Copywriter
 Kaitlyn Keyes, Designer
 Marge Mikolajewski, Account Director
 Emily Fague, Account Supervisor
 Jennifer Hempelmann, Program Manager
 Lee-Ann Hall, Project Manager
 Katie Pembaur, Strategy Director
 Telisha Galizio, Senior Strategist



GREY MIDWEST

End Period Poverty – Instagram
Advertiser: P&G | Always

Online/Interactive – Corporate Social Responsibility

- Credits:**
 Adam Kahn, Chief Creative Officer
 Margaret Russo, Group Creative Director
 Jessica Cahill, Senior Designer
 Andrea Bollin, VP, Account Director
 Sarah Medley, Group Director, Client Operations
 Andrew Barber, Senior Project Manager
 Katie Pembaur, Strategy Director
 Telisha Galizio, Senior Strategist
 Sheri Lutz, VP, Head of Production, Townhouse



GYRO

100 Days of gyro:haus Campaign
Advertiser: gyro

Advertising Industry Self-Promotion –
Collateral – Special Event Materials

Credits:

- Michael Tittel, Executive Creative Director
- Sarah Lyons, Associate Creative Director
- Gerry Pasqualetti, Creative Director
- Heather Silvers, Associate Director,
Resource & Project Management
- Trevor Grubbs, Senior Designer
- Emily Brunner, Designer



GREY MIDWEST

Clown Car – Pinterest, Video
Advertiser: P&G | Febreze

Visual – Illustration – Single

Credits:

- Adam Kahn, Chief Creative Officer
- Margaret Russo, Group Creative Director
- Marissa Kramer, Associate Creative Director
- Mark Van Patten, Art Director
- Brooke Strozdas, Copywriter
- Kaitlyn Keyes, Designer
- Colleen Reid, Designer
- Marge Mikolajewski, Account Director
- Emily Fague, Account Supervisor
- Jennifer Hempelmann, Program Manager
- Lee-Ann Hall, Project Manager
- Katie Pembaur, Strategy Director
- Ryan Spalazzi, Head of Creative Content, Townhouse



LIGHTBORNE

Blink AR
Advertiser: Cincinnati USA Regional Chamber

Ambient Media – Events – Single Event

Credits:
Scott Durban, President
Cynthia Oxley, Chamber, Director of Sponsorship and Community Events



GREY MIDWEST

End Period Poverty – Facebook
Advertiser: P&G | Always

Online/Interactive – Corporate Social Responsibility

Credits:
Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Jessica Cahill, Senior Designer
Andrea Bollin, VP, Account Director
Sarah Medley, Group Director, Client Operations
Andrew Barber, Senior Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist
Sheri Lutz, VP, Head of Production, Townhouse



AdAge

Important to Important People

GREY MIDWEST

Ad Age Young Creatives Cover
Advertiser: Grey Midwest

Advertising Industry Self-Promotion – Collateral –
Direct Marketing & Specialty Advertising

Credits:

Kaitlyn Keyes, Designer
Brooke Strozdas, Copywriter
Adam Kahn, Chief Creative Officer



BLDG REFUGE

Bootzilla
Advertiser: King Studios

Out-of-Home – Poster – Single Unit

Credits:

Jason Snell, Creative Director
Phil Valois, Printing and Production
Matt Dorman, Printing and Production



GREY MIDWEST

Cincinnati Shakespeare
Advertiser: Grey Midwest

Out-of-Home – Poster – Campaign

Credits:
Adam Kahn, Chief Creative Officer
Christopher Reintz, Chief Client Officer
Chris Kowalak, Associate Creative Director



CURIOSITY

It's Duke Bush – Turtleneck
Advertiser: Bush's

Social Media – Single Execution

Credits:
Jeff Warman, Chief Creative Officer
Lee Taylor, Creative Director
David Rish, Art Director
Christian Jaekle, Copywriter
Dan Bryant, Producer
Reid Rolls, Photographer



GREY MIDWEST

CINCY ADDYS – Feed the Beast
 Advertiser: AAF Cincinnati

Visual – Illustration – Single

Credits:

Adam Kahn, Chief Creative Officer
 Ray Elfers, Group Creative Director
 Charlie Padgett, Illustrator/Creative Director
 Katy Martinez, Creative Services Director
 Charlie Martin Branch, President AAF Cincinnati



FAIRVIEW

ELIA – Rosetta Stone
 Advertiser: ELIA Life Technology

Visual – Infographic

Credits:

Andrew Chepaitis, Founder / ELIA
 Reed DeWinter, Industrial Designer / Fairview
 Brian Stuparyk, Printer / Steamwhistle Press
 Kieran Antill, Designer



GREY MIDWEST

Song: Nobody Do It Fresher
Advertiser: P&G | Febreze

Copywriting

Credits:

- Adam Kahn, Chief Creative Officer
- Margaret Russo, Group Creative Director
- Marissa Kramer, Associate Creative Director
- Mark Van Patten, Art Director
- Brooke Strozdas, Copywriter
- Kaitlyn Keyes, Designer
- Marge Mikolajewski, Account Director
- Emily Fague, Account Supervisor
- Jennifer Hempelmann, Program Manager
- Lee-Ann Hall, Project Manager
- Katie Pembaur, Strategy Director
- Telisha Galizio, Senior Strategist



GYRO

100 Days of gyro:haus Logo
Advertiser: gyro

Visual – Logo Design

Credits:

- Michael Tittel, Executive Creative Director
- Gerry Pasqualetti, Creative Director
- Emily Brunner, Designer
- Trevor Grubbs, Senior Designer



GRAVITY

Mile 42 Coffee
Advertiser: Mile 42 Coffee

Visual – Logo Design

Credits:

Tony Neary, Executive Creative Director
Heather Dudas, Senior Designer
Colleen Butler, Designer
Trey Zink, Copywriter



GREY MIDWEST

End Period Poverty, Girl – Facebook
Advertiser: P&G | Always

Social Media – Single Execution

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Jessica Cahill, Senior Designer
Andrea Bollin, VP, Account Director
Sarah Medley, Group Director, Client Operations
Andrew Barber, Senior Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist
Sheri Lutz, VP, Head of Production, Townhouse



EMPOWER

The City That Sleeps
Advertiser: Empower

Advertising Industry Self Promotion
(Film, Sound & Video)

- Credits:**
 Terry Dillon, Creative Director
 Tinus Strydom, CCO
 Sean Dana, Senior Creative Director
 Natalie Baer, Producer
 Andrea Book, Art Director
 Ali Yeager-Fichner, Program Manager
 4Humans
 Fuse
 Courtney Frank, Producer



GREY MIDWEST

End Period Poverty
Advertiser: P&G | Always

Social Media – Social Media Campaign

- Credits:**
 Adam Kahn, Chief Creative Officer
 Margaret Russo, Group Creative Director
 Jessica Cahill, Senior Designer
 Andrea Bollin, VP, Account Director
 Sarah Medley, Group Director, Client Operations
 Andrew Barber, Senior Project Manager
 Katie Pembaur, Strategy Director
 Telisha Galizio, Senior Strategist
 Sheri Lutz, VP, Head of Production, Townhouse



DOUGLAS GAUTRAUD

What's An Armitron
Advertiser: Armitron

Branded Content & Entertainment
For Online Film, Video & Sound –
Single Entry – More than :60 seconds

Credits:

Douglas Gautraud, Director/Producer/Writer
Benjamin Nelson, Producer/Director of Photography
Peter Raber, Writer
Joe Sandfoss, Editor
Chris Joecken, Colorist
Iron Wing Studios, Sound Mix
Dan Bryant, Producer



GREY MIDWEST

End Period Poverty, Girl – Facebook
Advertiser: P&G | Always

Social Media – Single Execution

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Jessica Cahill, Senior Designer
Andrea Bollin, VP, Account Director
Sarah Medley, Group Director, Client Operations
Andrew Barber, Senior Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist
Sheri Lutz, VP, Head of Production, Townhouse



LIGHTBORNE

Multiverse
Advertiser: FotoFocus

Apps, Games, and Virtual Reality –
Virtual Reality – Single

Credits:

Scott Durban, President
Carissa Barnard, FotoFocus, Deputy Director
of Exhibitions and Programming



GOLD GOLD

GREY MIDWEST

End Period Poverty – Instagram
Advertiser: P&G | Always

Social Media – Single Execution

Credits:

- Adam Kahn, Chief Creative Officer
- Margaret Russo, Group Creative Director
- Jessica Cahill, Senior Designer
- Andrea Bollin, VP, Account Director
- Sarah Medley, Group Director, Client Operations
- Andrew Barber, Senior Project Manager
- Katie Pembaur, Strategy Director
- Telisha Galizio, Senior Strategist
- Sheri Lutz, VP, Head of Production, Townhouse



CURIOSITY

It's Duke Bush Social Campaign
Advertiser: Bush's

Social Media – Social Media Campaign

Credits:

- Jeff Warman, Chief Creative Officer
- Lee Taylor, Creative Director
- David Rish, Art Director
- Christian Jaekle, Copywriter
- Courtney Frank, Producer
- Dan Bryant, Producer



GOLD GOLD



PLANET
over
PROFIT

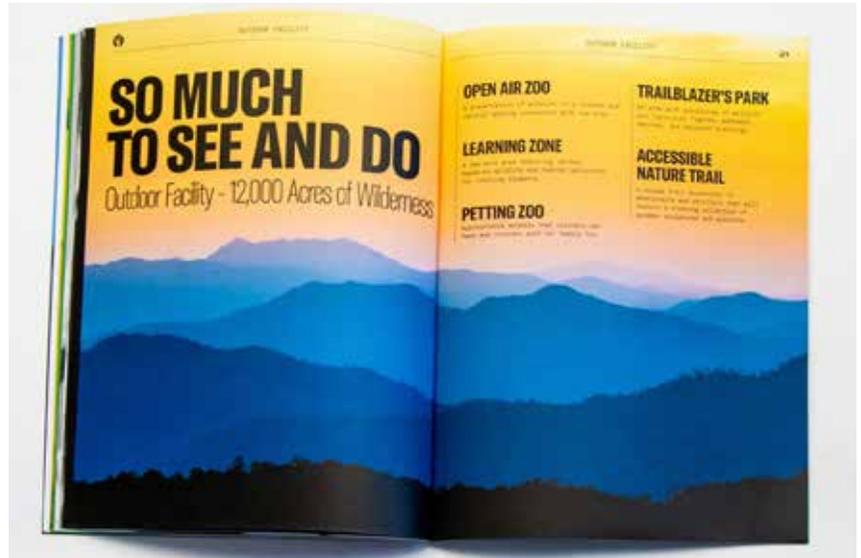
BLDG REFUGE

Boone's Ridge Sales Catalog
Advertiser: Appalachian Wildlife
Foundation – Boone's Ridge

Sales Promotion – Product or Service
Sales Promotion – Catalog

Credits:

Tyler Issacs, Designer
Nick Dew, Creative Director
Carly Stromeier, Designer
Andy Cluxton, Communication Director



LANDOR

Secret & USWNT
Advertiser: P&G | Secret

Sales Promotion –
Packaging – Single Unit

Credits:

Ella Gore, Designer
Jeff Maurer, Design Director
Jamie Mosier, Senior Designer
Allison Aardsma, Senior Client Manager
Matoaka Winters, Client Director



SILVER

GRAVITY

Bee Wild

Advertiser: Bee Wild

Integrated Brand Identity Campaign –
Local or Regional/National

Credits:

Tony Neary, Executive Creative Director
Barb Carlotta, Brand Development Director
Elizabeth Heist, Brand Director
Chris Gajus, Design Director
Kim Hawes, Design Director
Ross Jacobs, Senior Designer
Trey Zink, Designer
Colleen Butler, Designer



GREY MIDWEST

Stink Couch – Facebook Post

Advertiser: P&G | Febreze

Visual – Art Direction – Single

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Marissa Kramer, Associate Creative Director
Mark Van Patten, Art Director
Brooke Strozdas, Copywriter
Kaitlyn Keyes, Designer
Marge Mikolajewski, Account Director
Emily Fague, Account Supervisor
Jennifer Hempelmann, Program Manager
Lee-Ann Hall, Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist
Ryan Spalazzi, Head of Creative Content, Townhouse



EMPOWER

The City That Sleeps
Advertiser: Empower

Copywriting

Credits:

Terry Dillon, Creative Director
Tinus Strydom, CCO



GRAVITY

Mile 42 Coffee
Advertiser: Mile 42 Coffee

Integrated Brand Identity Campaign –
Local or Regional/National

Credits:

Tony Neary, Executive Creative Director
Heather Dudas, Senior Designer
Colleen Butler, Designer
Trey Zink, Copywriter



SILVER

LANDOR

Secret & USWNT

Advertiser: P&G | Secret

Integrated Brand Identity Campaign –
Local or Regional/National

Credits:

Ella Gore, Designer

Jeff Maurer, Design Director

Lauren Yusko, Senior Designer

Jessie Zettler, Creative Director

Allison Aardsma, Senior Client Manager

Matoaka Winters, Client Director



GRAVITY

Bee Wild Logo Design

Advertiser: Bee Wild

Packaging Campaign

Credits:

Tony Neary, Executive Creative Director

Barb Carlotta, Brand Development Director

Elizabeth Heist, Brand Director

Chris Gajus, Design Director

Kim Hawes, Design Director

Ross Jacobs, Senior Designer

Trey Zink, Designer

Colleen Butler, Designer



GREY MIDWEST

Scent Visualization
Advertiser: P&G | FebreComm

Visual – Art Direction – Campaign

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Marissa Kramer, Associate Creative Director
Mark Van Patten, Art Director
Brooke Strozdas, Copywriter
Kaitlyn Keyes, Designer
Marge Mikolajewski, Account Director
Emily Fague, Account Supervisor
Jennifer Hempelmann, Program Manager
Lee-Ann Hall, Project Manager
Katie Pembaur, Strategy Director
Tyler McClure, eComm Strategist



EMPOWER

Cirque Volta in the Spotlight
Advertiser: Cirque du Soleil

Ambient Media – Installations –
Single Installation

Credits:

Laura Arnold, WOMM
Hilary Burns, Account Lead
Tim Glover, Account Lead
Evan Dulaney, Copywriter
Anna Oris, Program Manager



SILVER

CURIOSITY

Bean Poster
Advertiser: Bush's

Advertising Industry Self-Promotion, Collateral,
Direct Marketing & Specialty Advertising

Credits:

Jeff Warman , Chief Creative Officer
Lee Taylor, Creative Director
David Rish, Art Director
Curt Chapkowski, Copywriter
Courtney Frank , Producer
Powerhouse, Printer



REVERB

Dreamland
Advertiser: Cincinnati Museum Center

Ambient Media – Installations –
Multiple Installation

Credits:

Michelle D'Cruz, Artist
Leo D'Cruz, Project Partner
Stephanie Werth, Designer
Evan Hildebrandt, Painter



GREY MIDWEST

CINCY ADDYS – Feed the Beast
Advertiser: AAF Cincinnati

Advertising Industry Self-Promotion,
Collateral, Direct Marketing
& Specialty Advertising

Credits:

- Adam Kahn, Chief Creative Officer
- Ray Elfers, Group Creative Director
- Mark Van Patten, Art Director
- Charlie Padgett, Illustrator/Creative Director
- Kurt Koch, Illustrator/Animator/Designer/Lightborne
- Katy Martinez, Creative Services Director
- Charlie Martin Branch, President, AAF Cincinnati
- Jessica Cahill, Senior Designer
- Kaitlyn Keyes, Designer
- Eddie Sun, Art Director
- Tom Bolton, Creative Director/Barefoot
- Sarah Phipps, CEO/FireMane Studio



BLDG REFUGE

BLDG "Create With Us" Activity Book
Advertiser: BLDG Refuge

Advertising Industry Self-Promotion,
Collateral, Direct Marketing
& Specialty Advertising

Credits:

BLDG REFUGE, Design Studio



SILVER

GREY MIDWEST

End Period Poverty – Facebook
Advertiser: P&G | Always

Social Media – Single Execution

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Jessica Cahill, Senior Designer
Andrea Bollin, VP, Account Director
Sarah Medley, Group Director, Client Operations
Andrew Barber, Senior Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist
Sheri Lutz, VP, Head of Production, Townhouse



EMPOWER

See Yourself In Lights at BLINK
Advertiser: Empower

Advertising Industry Self-Promotion
Ambient Media

Credits:

Meghann Craig, VP, Marketing
Evan Dulaney, Copywriter
Andrea Book, Art Director
Natalie Baer, Producer
Wally German, Photographer
Ali Yeager-Fichner, Program Manager
Tinus Strydom, CCO
Brave Berlin,
Hannah Good, Illustrator
Anissa Pulcheon, Illustrator
Kevin Necessary, Illustrator



REVERB

Holiday Junction

Advertiser: Cincinnati Museum Center

Ambient Media – Installations –
Multiple Installation

Credits:

Michelle D’Cruz, Creative Director

Luke Lehenbauer, Illustrator

Daniel Armstrong, Illustrator

Stephanie Werth, Designer

Clare Bottenhorn, Designer



GREY MIDWEST

Song: Nobody Do It Fresher

Advertiser: P&G | Febreze

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

Credits:

Adam Kahn, Chief Creative Officer

Margaret Russo, Group Creative Director

Marissa Kramer, Associate Creative Director

Mark Van Patten, Art Director

Brooke Strozdas, Copywriter

Kaitlyn Keyes, Designer

Marge Mikolajewski, Account Director

Emily Fague, Account Supervisor

Jennifer Hempelmann, Program Manager

Lee-Ann Hall, Project Manager

Katie Pembaur, Strategy Director

Telisha Galizio, Senior Strategist



SILVER

EMPOWER

BUSH'S Hot Doooooog
Advertiser: BUSH'S Beans

Social Media – Single Execution

Credits:

Will Neddermann, Intern
Wally German, Photographer
Evan Dulaney, Copywriter
Andrea Book, Art Director
Stacy Anderson, Account Lead
Kady Pierce, Program Manager



LANDOR

Raising Daughters
Advertiser: P&G | Secret/USWNT

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

Credits:

Ella Gore, Designer
Jeff Maurer, Design Director
Jessie Zettler, Creative Director
Jamie Mosier, Senior Designer
Evey Bauerle, Senior Designer
Allison Aardsma, Senior Client Manager
Matoaka Winters, Design Director
Grace Jung, Client Manager
Jennifer Da Silva, President – Berlin Cameron
Jamie Silverman, Creative Director – Berlin Cameron



CURIOSITY

Uncover Exceptional :30 TV
Advertiser: Stearns & Foster

Television Advertising - Regional/National -
Single Spot - Up to 2:00

Credits:

Jeff Warman, Chief Creative Officer
Lee Taylor, Creative Director
Jane Manchester, Senior Art Director
George Taliaferro, Senior Copywriter
Monica Victor, Producer



GREY MIDWEST

My Flow - Pinterest
Advertiser: P&G | Tampax

Social Media - Social Media Campaign

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Marissa Kramer, Associate Creative Director
Jessica Cahill, Senior Designer
Brooke Strozdas, Copywriter
Colleen Reid, Designer
Andrea Bollin, VP, Account Director
Sarah Medley, Group Director, Client Operations
Andrew Barber, Senior Project Manager
Libby Zesch, Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist



SILVER

CURIOSITY

Uncover Exceptional :30 Video
Advertiser: Stearns & Foster

Online Film, Video, & Sound –
Internet Commercial –
Single Spot – Any Length

Credits:

Jeff Warman, Chief Creative Officer
Lee Taylor, Creative Director
Jane Manchester, Senior Art Director
George Taliaferro, Senior Copywriter
Monica Victor, Producer



GREY MIDWEST

Every Hero Sweats
Advertiser: P&G | Gillette APDO

Online Film, Video, & Sound –
Internet Commercial –
Single Spot – Any Length

Credits:

Adam Kahn, Chief Creative Officer
Christopher Reintz, Chief Client Officer
Ray Elfers, Group Creative Director
Katie Pembaur, Strategy Director
Tuck Sheppard, VP, Account Director
Sarah Medley, Group Director, Client Operations
Newbear Lesniewski, Associate Creative Director
Chris Kowalak, Associate Creative Director
Ryan Spalazzi, Head of Creative Content, Townhouse
Kenny Mosher, Director of Photography, Colorist
Brandon Wayman, Editor
Leah Zimmer, Senior Project Manager
Sheri Lutz, VP, Head of Production, Townhouse



YELLOWHAUS STUDIO

Born to Baseball

Advertiser: Cincinnati Reds

Television Advertising - Regional/National -
Television-National Campaign

Credits:

Patrick Meier, Director / DP / Editor

Jeff Bucalo, Producer

Jamie Itiavkase, Location Manager

Brent Vinson, Camera B Operator - CIN

Mike Dickman, Gaffer - CIN

Brendan Vennemeyer, Best Boy - CIN

Diane Brzezicki, Make-up - CIN

Stuart Bicknell, Gaffer - ORLANDO

Alan Cowart, Best Boy - ORLANDO

Paul Abraham, Make-up - ORLANDO

Nick Prince, Camera B Operator - PHOENIX

Jordan Hall, Gaffer - PHOENIX



GREY MIDWEST

Stink Couch - Facebook Post

Advertiser: P&G | Febreze

Branded Content & Entertainment
For Online Film, Video & Sound -
Single entry :60

Credits:

Adam Kahn, Chief Creative Officer

Margaret Russo, Group Creative Director

Marissa Kramer, Associate Creative Director

Mark Van Patten, Art Director

Brooke Strozdas, Copywriter

Kaitlyn Keyes, Designer

Marge Mikolajewski, Account Director

Emily Fague, Account Supervisor

Jennifer Hempelmann, Program Manager

Lee-Ann Hall, Project Manager

Katie Pembaur, Strategy Director

Telisha Galizio, Senior Strategist

Ryan Spalazzi, Head of Creative Content, Townhouse



SILVER

DRIVE MEDIA HOUSE

Recycling Coach

Advertiser: Hamilton County Recycling

Online Film, Video, & Sound –
Internet Commercial –
Single Spot – Any Length

Credits:

Joshua Gott, Director

Stephen Sargent, Producer

Dan Marque, Director of Photography

Dave McMurray, Executive Producer

Eric Batke, Editor



CURIOSITY

Uncover Exceptional :60 TV

Advertiser: Stearns & Foster

Ambient Media – Installations –
Multiple Installation

Credits:

Jeff Warman, Chief Creative Officer

Lee Taylor, Creative Director

Jane Manchester, Senior Art Director

George Taliaferro, Senior Copywriter

Monica Victor, Producer



700 WLW I HEART MEDIA

Remembering Father's Day
Advertiser: 700 WLW I Heart Media

Radio Self-Promotion –
Single Spot – Any Length

Credits:
Scott Stanley, Creative Services Director



PG ONE

Flourish with Pride
Advertiser: P&G | Herbal Essences

Integrated Advertising Campaigns –
Consumer Campaign-Regional/National

Credits:
Michael McMillen, VP Creative Director
Susan Burke, Associate Creative Director
Katie Winkler, Associate Account Director
Caley Bolderson, Account Manager
Katie Truitt, Jr. Art Director
Matthew Woolley, Jr. Art Director
Emily Masi, Sr. Copywriter
Emily Marsala, Art Director
Tina Hudson, Producer
Joel Eikenberry, Senior Production Manager
John Hutzel, Production Designer



SILVER

CURIOSITY

Uncover Exceptional :60 Video
Advertiser: Stearns & Foster

Online Film, Video, & Sound –
Internet Commercial –
Single Spot – Any Length

Credits:

Jeff Warman, Chief Creative Officer
Lee Taylor, Creative Director
Jane Manchester, Senior Art Director
George Taliaferro, Senior Copywriter
Monica Victor, Producer



GREY MIDWEST

Clown Car – Pinterest, Video
Advertiser: P&G | Febreze

Branded Content & Entertainment For
Online Film, Video & Sound – Single entry :60

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Marissa Kramer, Associate Creative Director
Mark Van Patten, Art Director
Brooke Strozdas, Copywriter
Kaitlyn Keyes, Designer
Colleen Reid, Designer
Marge Mikolajewski, Account Director
Emily Fague, Account Supervisor
Jennifer Hempelmann, Program Manager
Lee-Ann Hall, Project Manager
Katie Pembaur, Strategy Director
Ryan Spalazzi, Head of Creative Content, Townhouse



GREY MIDWEST

Song: Nobody Do It Fresher
Advertiser: P&G | Febreze

Branded Content & Entertainment -
Non-Broadcast

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Marissa Kramer, Associate Creative Director
Mark Van Patten, Art Director
Brooke Strozdas, Copywriter
Kaitlyn Keyes, Designer
Marge Mikolajewski, Account Director
Emily Fague, Account Supervisor
Jennifer Hempelmann, Program Manager
Lee-Ann Hall, Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist



BORNE CONTENT

Borne Content Self-Promotion
Advertiser: BORNE CONTENT

Advertising Industry Self-Promotion Film,
Video & Sound

Credits:

Scott Durban, President



SILVER

CURIOSITY

Uncover Exceptional TV Campaign
Advertiser: Stearns & Foster

Television Advertising – Regional/National –
Television-National Campaign

Credits:

Jeff Warman, Chief Creative Officer
Lee Taylor, Creative Director
Jane Manchester, Senior Art Director
George Taliaferro, Senior Copywriter
Monica Victor, Producer



GREY MIDWEST

Album Launch: The Freshness
Advertiser: P&G | Febreze

Branded Content & Entertainment Campaign

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Marissa Kramer, Associate Creative Director
Mark Van Patten, Art Director
Brooke Strozdas, Copywriter
Kaitlyn Keyes, Designer
Marge Mikolajewski, Account Director
Emily Fague, Account Supervisor
Jennifer Hempelmann, Program Manager
Lee-Ann Hall, Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist



REVERB

Holiday Junction

Advertiser: Cincinnati Museum Center

Integrated Brand Identity Campaign –
Local or Regional/National

Credits:

Michelle D’Cruz, Creative Director

Luke Lehenbauer, Illustrator

Daniel Armstrong, Illustrator

Stephanie Werth, Designer

Clare Bottenhorn, Designer



GREY MIDWEST

Every Hero Sweats

Advertiser: P&G | Gillette APDO

Branded Content & Entertainment
For Online Film, Video & Sound –
Single entry – more than :60

Credits:

Adam Kahn, Chief Creative Officer

Christopher Reintz, Chief Client Officer

Ray Elfers, Group Creative Director

Katie Pembaur, Strategy Director

Tuck Sheppard, VP, Account Director

Sarah Medley, Group Director, Client Operations

Newbear Lesniewski, Associate Creative Director

Chris Kowalak, Associate Creative Director

Ryan Spalazzi, Head of Creative Content, Townhouse

Kenny Mosher, Director of Photography, Colorist

Brandon Wayman, Editor

Leah Zimmer, Senior Project Manager

Sheri Lutz, VP, Head of Production, Townhouse



SILVER

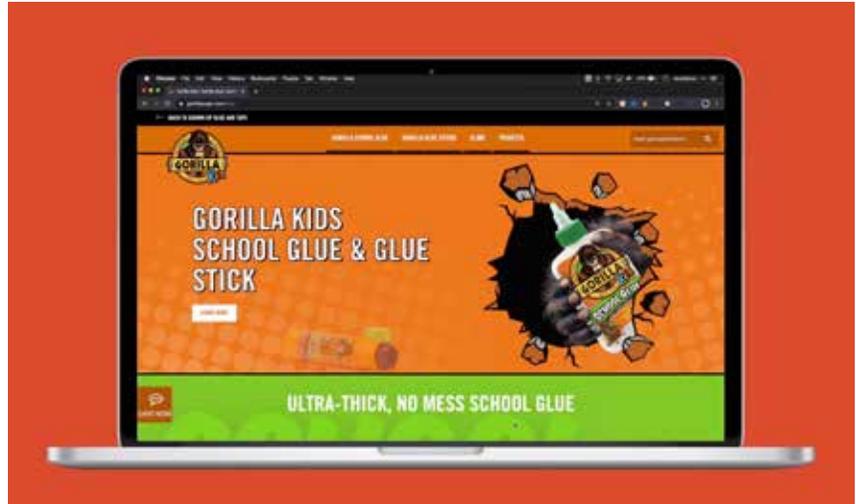
US DIGITAL PARTNERS

Gorilla Glue Kids
Advertiser: Gorilla Glue, Inc.

Digital Creative Technology –
Responsive Design

Credits:

Jesy Herron, Client Leader
Daniel Calderon, Lead Creative
Megan Logsdon, Lead Developer
Sarah Sideranko Jones, Senior Account Manager



LEAP GROUP

Hershey's State of Mind
Advertiser: Hershey's Chocolate World

Out-of-Home – Outdoor Board – Super-sized,
Extension/Dimensional, Digital or Animated –
Single Unit

Credits:

Alan Gilleo, Chief Creative Officer
Dan Rapp, Executive Creative Director
Todd Lipscomb, Associate Creative Director
Shane Doyle, Designer
Amber Marsden, Designer
David Carrero, Animator
Ryan Woolfolk, Animator
Thomas Hynes, Writer
Michael Jester, Writer
Brandon Faris, Executive Producer
Colleen Donohue, Producer



GREY MIDWEST

Song: Nobody Do It Fresher
Advertiser: P&G | Febreze

Branded Content & Entertainment -
Non-Broadcast

Credits:

Adam Kahn, Chief Creative Officer
Margaret Russo, Group Creative Director
Marissa Kramer, Associate Creative Director
Mark Van Patten, Art Director
Brooke Strozdias, Copywriter
Kaitlyn Keyes, Designer
Marge Mikolajewski, Account Director
Emily Fague, Account Supervisor
Jennifer Hempelmann, Program Manager
Lee-Ann Hall, Project Manager
Katie Pembaur, Strategy Director
Telisha Galizio, Senior Strategist



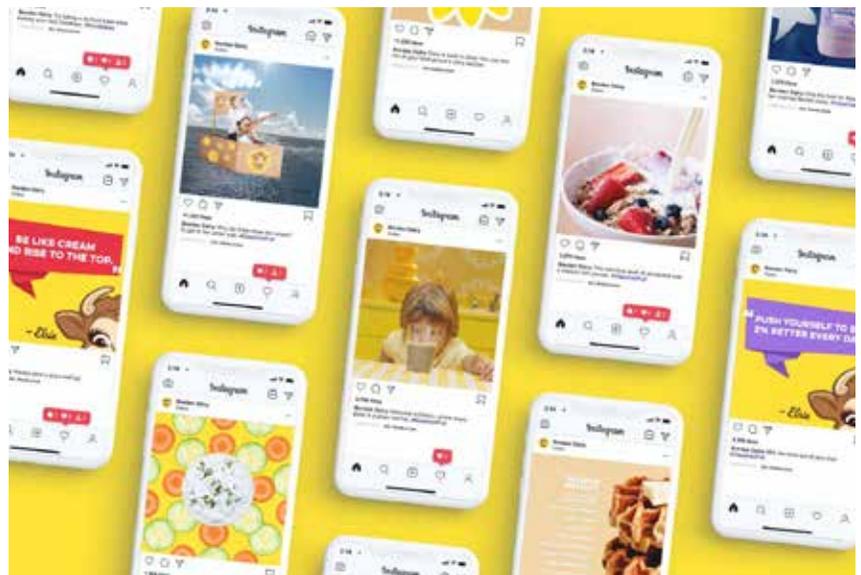
CURIOSITY

Glass Half Full Social Campaign
Advertiser: Borden

Social Media – Social Media Campaign

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Creative Director/Art Director
Jason Fotter, ACD/Copywriter
Jillian Kavinsky, Content Designer
Joel Roewer, Digital Media Designer



BEST OF SHOW

STUDENT

BEST OF SHOW



JULIA KENNEDY

California Wildlife - Educational Institute: Cincinnati State

Out of Home & Ambient Media - Poster - Single



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JUDGES' CHOICE
CHOICE

NNT



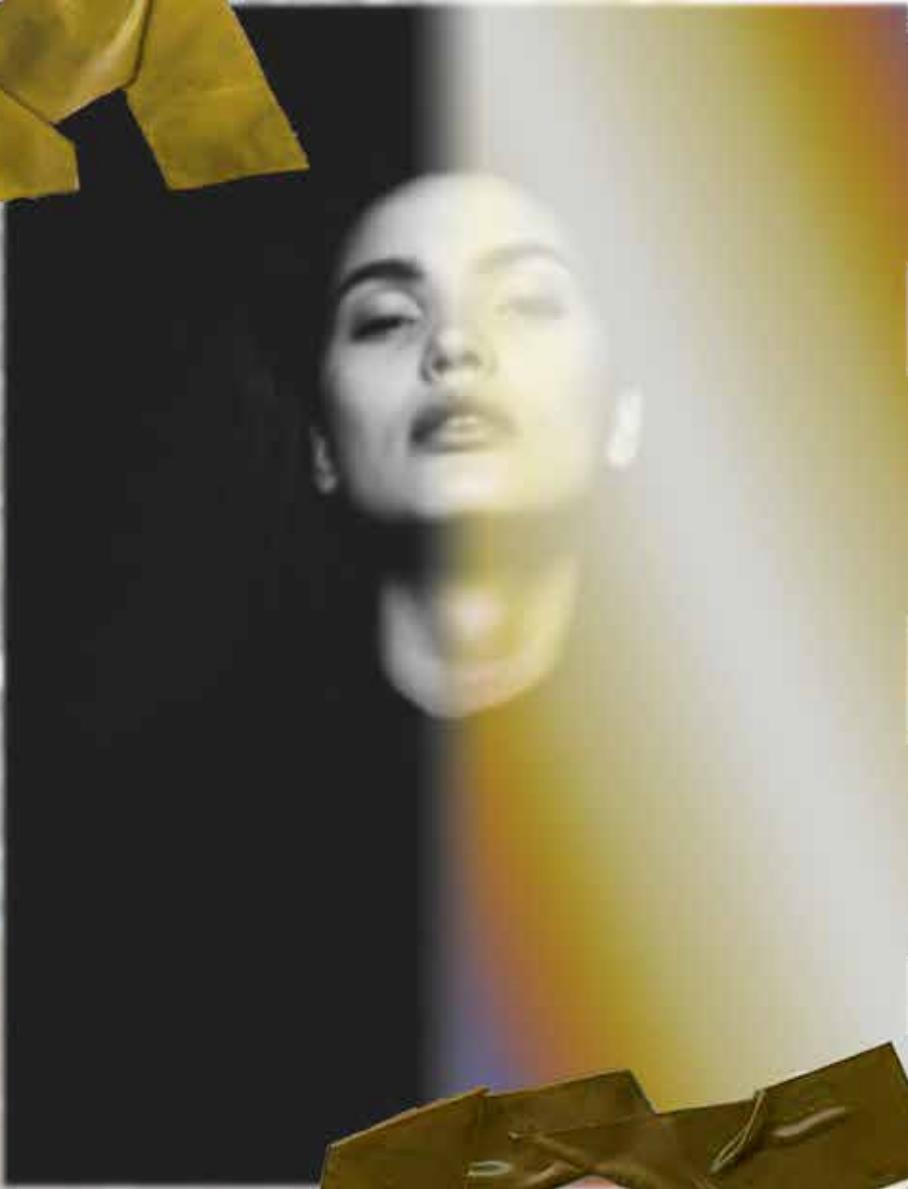
KATY KOETTING

The Palace – Educational Institute: University of Cincinnati

Out of Home & Ambient Media - Guerilla Marketing, Installations and Events - Campaign



STREET GOLD



KATY KOETTING

The Palace
Educational Institute: University of Cincinnati

Out Of Home & Ambient Media – Guerilla
Marketing, Installations and Events – Campaign



JULIA KENNEDY

California Wildlife
Educational Institute: Cincinnati State

Out Of Home & Ambient Media –
Poster – Single

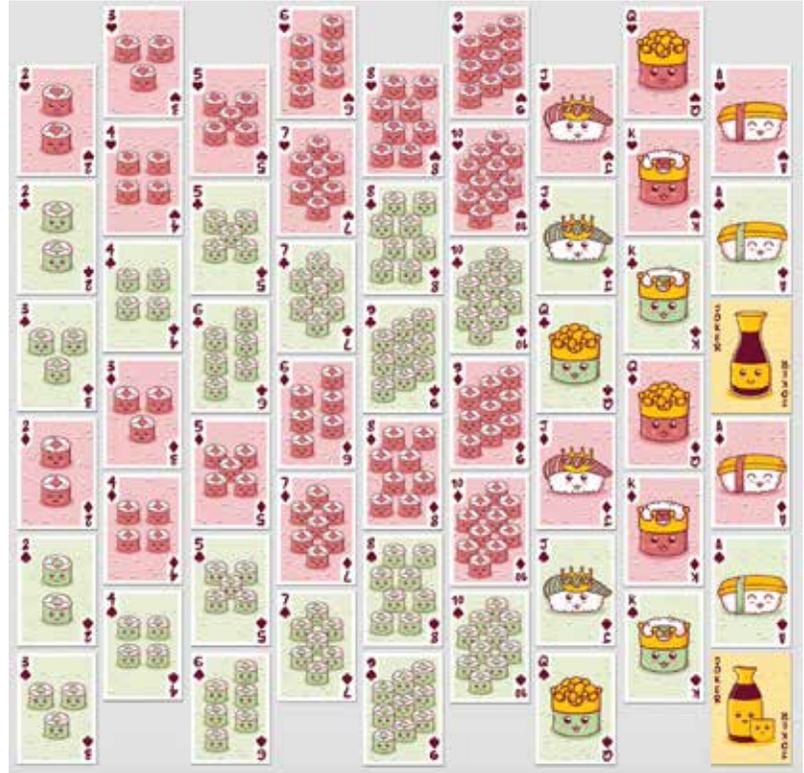


STUDENT

AARON DORSEY

52 Deck of Cards – Sushi Edition
Educational Institute:
Cincinnati State Community
and Technical College

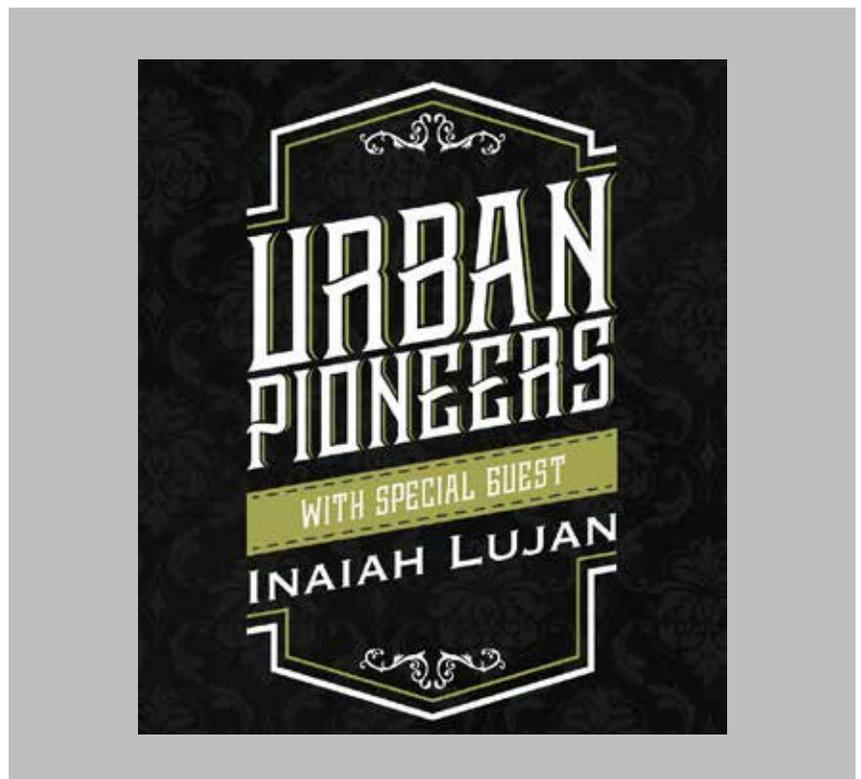
Elements Of Advertising –
Art Direction – Single



JESSIE REINERT

Urban Pioneers
Educational Institute: Cincinnati State

Out Of Home & Ambient Media –
Poster – Single



MEET THE JUDGES



BLAINE LOYD

**Creative Director
TracyLocke**

When my band didn't become the next Beatles (or even the next Smashmouth) I had no choice but to set off on a world tour of copywriting at every ad agency in Memphis, TN. I was lucky enough to get experience with clients ranging from Fortune 500 clients to national nonprofits.

Currently, I'm in Dallas, TX at TracyLocke, dedicated to T-Mobile, but I've worked on FedEx, Pepsi, HGTV, Elvis Presley, Cotton Inc., ALS Association, St. Jude Children's Research Hospital and more.

CHRIS ROE

**Freelance GCD/CD/AD
Chicago**

I'm currently a 6'-2" freelance GCD/CD/AD in my hometown of Chicago. I've also worked full-time for BBDO Minneapolis & Chicago, DDB Chicago, Goodby Silverstein S.F., and The Onion Chicago.

I've created work for Bud Light, Chevrolet, Air BnB, IBM, KFC, SC Johnson, H&R Block, and other brands that use initials.

Some of this work has been awarded the Cannes Grand Prix, Clio's, Radio Mercury, and The Art Directors Club, while most other work has been completely ignored.



MARIANA COSTA

**SVP, Executive Creative Director
Blue Sky Agency / Atlanta**

Mariana Costa joined Blue Sky in Atlanta in 2019 as Executive Creative Director. Costa has over 20 years of experience in the advertising industry, including 12 years in New York working at McCann and DDB on brands such as Georgia-Pacific, Unilever, Johnson & Johnson, Verizon and Reebok. She began her career at BBDO Chicago.

Storyocity is a design-forward Commercial Production and Motion Design Studio based in Cincinnati, Ohio.



“

I always want us to work with partners who are hungry and have a passion they can't suppress. David and Garret at Storyocity are those partners. They focus on solutions, craft and hard work with equal spirit as they find the path to tell the story you hope to tell. They're a hidden gem. Also, I'm under the impression if you write a good testimonial for them, they'll shower you in homemade macarons. Take their call.



— **Jeff Warman**

Executive Creative Director, Curiosity Advertising

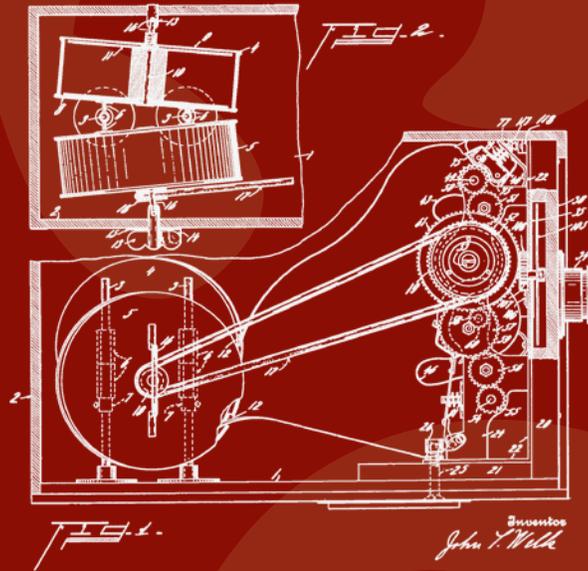
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**Creativity solves
business problems.**

GREYMidwest

Supporting advertisers' award-winning work since 1868.



Machine for taking, printing, and projecting motion pictures.
Invented in 1915. Patent secured by Wood Herron & Evans.



Patents | Trademarks | Copyrights | Media | Advertising | Privacy

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tel 513.241.2324 | www.whe-law.com

UPCOMING EVENTS:

SUPER BOWL AD FROM CONCEPT TO COMPLETION

Grey Midwest walks us through the creation of the Super Bowl Ad for P&G.

Scheduled for March 2020

MEDIA & MORE AUCTION

Annual fund-raising online auction of media, services, and more fun items!

Scheduled for April 2020

SILVER MEDAL

Lifetime achievement award event for one member of AAF Cincinnati

Scheduled for May 2020

BECOME A MEMBER

*Interested in being a Corporate Member
or an individual member?*

CONTACT:

Greg Livingston
glivingston@curiosity360.com

AD CLUB Cincinnati

would like to thank our sponsors
and corporate members!

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Marsh Ideas

SILVER / BRONZE CORPORATE MEMBERS: Creatives on Call,
Graphic Village, LEAP Agency, Lightborne-Borne
Content, Reverb Art & Design, SaatchiX/Publicis,
Vehr Communications, WCET, Wood Herron &
Evans, Wordsworth

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AMERICAN ADVERTISING FEDERATION

PROVIDING THE FUEL FOR YOUR CREATIVE ENGINES

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Thanks for coming to the Addys!



We **reimagine** what's possible in print marketing.

Graphic Village is the leading integrated marketing solutions provider for both small- and mid-sized businesses and Fortune 500 organizations in the Greater Cincinnati region. While our spectrum of full-service resources allows us to create, print, package and fulfill a variety of print marketing initiatives, the pursuit to delight customers by exceeding expectations has led us to pride ourselves on being skilled problem solvers.

Everything you need is here in the Village! Contact us today to learn how we elevate brands and transform creative ideas into powerful results.

