

ADDY

CINCINNATI

KURT KOCH

LIGHTBORNE

CINCINNATI



FEED THE BEAST 2019



We fear it.
We despise it.
Then we love it.
That incessant voice in our head.
The beast that screams as we try to sleep.
Yet is elusive when we need it most.
But it's not to be tamed.
It must stay wild. Curious. Hungry.
So we feed it just the same.
With chaos. With color. With coffee.
We commit to our creative inner demons.
Because that's what makes us great.
So here's to our monsters.
The loud. The bold. The scary.
May they always be well-fed.
Welcome to the 2019 ADDYs, monster-f*ckers.

ADDY Thanks To

- | | |
|---------------------------|---------------------|
| Grey Midwest | Ray Elfers |
| Lightborne Communications | Katy Martinez |
| Graphics Continuum | Adam Kahn |
| Ad Theorent | Tony Desjardins |
| Wood Herron & Evans | Steve Kissing |
| Norton Outdoor | Ryan Neltner |
| Mohawk Paper | Ted Monnin |
| Extreme Reach | Cheryl Meininger |
| Cuisine East West | Amy Vaughan |
| SpeedPro Imaging | Cindy Bashore |
| Cincy Magazine | Trina Olsen |
| Barefoot/Proximity | Lindsay Brash |
| Epipheo | Natalie Kachadurian |
| Creatives on Call | Chris Hennemann |
| | Stevi Branch |
| | Buthaina Karaman |

2018-2019 AAF-Cincinnati Board

- | | |
|--------------------------|--|
| Charlie Martin | President |
| David Allison | Student Engagement |
| Jocile Ehrlich | BBB President |
| Mark Goodwin | Immediate Past President |
| Ryan McSwane | Treasurer |
| Ted Monnin | Board Strategy |
| Sarah Phipps | Communications |
| Trisha Sefakis | Social Media |
| Jack Streitmarter | Past Presidents Council |
| Tamia Stinson | Membership |
| Brad Turner | Silver Medal / Past Presidents Council |
| Linda Virene | Programs |
| Madeline Yurkoski | Ad 2 President |
| Judy Thompson | Executive Director |

- | | |
|--------------------------------|-------------------------|
| Jason Caudill | ADDY Consultants |
| Hans Schellhas | Ray Elfers |
| Nick Rose, Voice Over | Adam Kahn |
| Rob Williams, Voice Over | Ried Cartwright |
| | Dan Rapp |
| The LB Monster Squad: | Ted Monnin |
| Stacy Holbrook Chris Gliebe | Jeff Chambers |
| Kurt Koch Tyler Keeton | Troy Hitch |
| Anne Pennell Barry Rowen | Ross Phernetton |
| Ryan Elliott Dave Irion | April Koenig |
| Jared Ziegler Nick Sultzman | Stuart Koenig |
| Riann Wiggins and of course, | Meghann Craig |
| Scott Durban | Terry Dillon |
| | Jay Becker |
| | Courtney Morgan |
| | Katie Peters |



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!

BEST OF SHOW



CHARLIE PADGETT | CHARLIE PADGETT ILLUSTRATION & DESIGN

GREY MIDWEST

Gain Smells Like Oh | Advertiser: Procter & Gamble

Integrated Campaigns, Integrated Advertising Campaigns, Consumer Campaign-National



Credits

Adam Kahn | Executive Creative Director
Christopher Reintz | EVP Client Services
Ray Elfers | Creative Director
Tuck Sheppard | Account Director
Sarah Medley | Business Director
Katie Pembaur | Strategy Director
Eddie Sun | Sr. Art Director
Matt Berohn | Display Media Director
Mark Van Patten | Sr. Designer
Sheri Lutz | Head of Production Operations
Peter Herbert | Sr. Copywriter
Marissa Kramer, Copy Director

JUDGE'S CHOICE



MICHAEL GRAESSLE | FREELANCE

LIGHTBORNE

The Ohio Innocence Project
Advertiser | The Ohio Innocence Project

Judge Patrick Kelley

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

Credits
Scott Durban | President/Executive Producer
Scott Fredette | Director
Riann Wiggins | Producer
Barry Rowen | Editor
Mark Godsey | Director, Rosenthal Institute for Justice,
Ohio Innocence Project



YELLOWHAUS STUDIO

Bengals Seize The Dey :60
Advertiser | Cincinnati Bengals

Judge Jack Bagdadi

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

Credits
Patrick Meier | Director / DP / Editor
Jeff Bucalo | Producer
Dave Jarred | Gaffer
Brendan Vennemeyer | Best Boy
Richard Cranium | Grip
Hugh Jass | Grip



GREY MIDWEST

Cincinnati Shakespeare
Advertiser | Cincinnati Shakespeare

Judge Carl Koestner

Visual | Art Direction | Campaign

Credits
Adam Kahn , Executive Creative Director
Brad Geiger, Associate Creative Director
Christopher Reintz , EVP Account Management
Priscila Fernandes, Group Director, Project
Management
Chris Kowalak, Sr. Art Director



GOLD ADDYS



EDDIE SUN | GREY MIDWEST

WORDSWORTH COMMUNICATIONS

Running from the Devil
Advertiser | Markosia Publishing

Collateral Material | Publication Design |
Book Design

Credits

Steve Kissing | Creative Director and Copywriter
Lauren Hayes | Designer
Jim Jiminez | Graphic Illustrator



WORDSWORTH COMMUNICATIONS

One Hell of a Mailer
Advertiser | Markosia Publishing

Direct Marketing | Direct Mail |
3D/Mixed – Single

Credits

Steve Kissing | Creative Director and Copywriter
Lauren Hayes | Designer



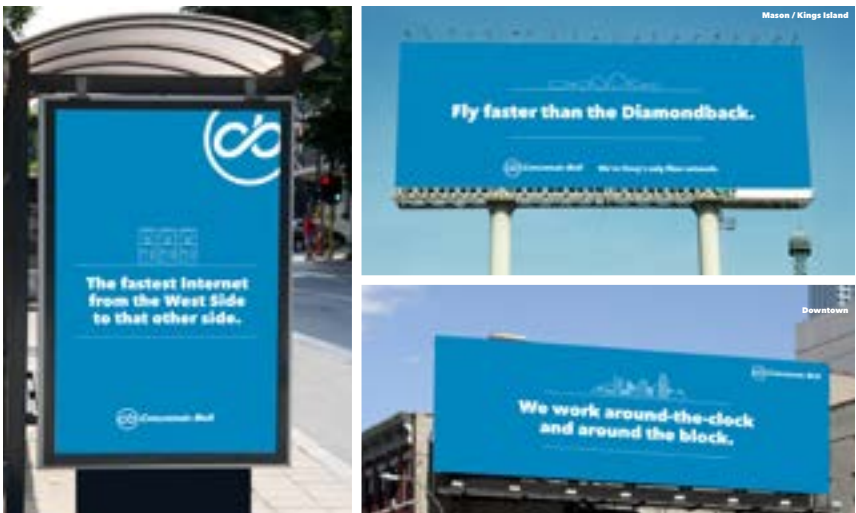
CURIOSITY ADVERTISING

The Most Neighborly Provider
Advertiser | Cincinnati Bell

Out-of-Home | Out-Of-Home Campaign

Credits

Jeff Warman | Chief Creative Officer
Matt Cragolin | Group Creative Director
Lee Taylor | Group Creative Director
Erin Morris | Account Executive
Mandy Wagner

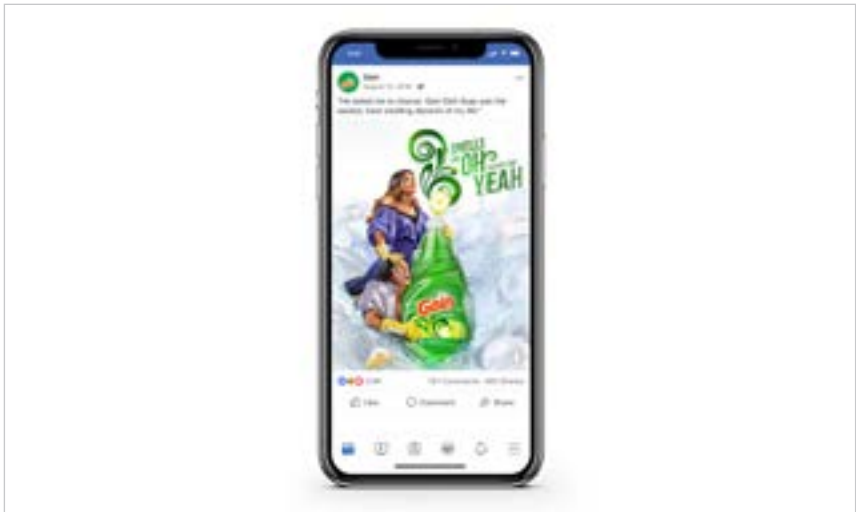


GREY MIDWEST

Gain Smells Like Oh
Advertiser | Procter & Gamble

Social Media | Social Media |
Single Execution

- Credits
- Adam Kahn | Executive Creative Director
 - Christopher Reintz | EVP Client Services
 - Ray Elfers | Creative Director
 - Tuck Sheppard | Account Director
 - Sarah Medley | Business Director
 - Katie Pembaur | Strategy Director
 - Eddie Sun | Sr. Art Director
 - Matt Berohn | Display Media Director
 - Mark Van Patten | Sr. Designer



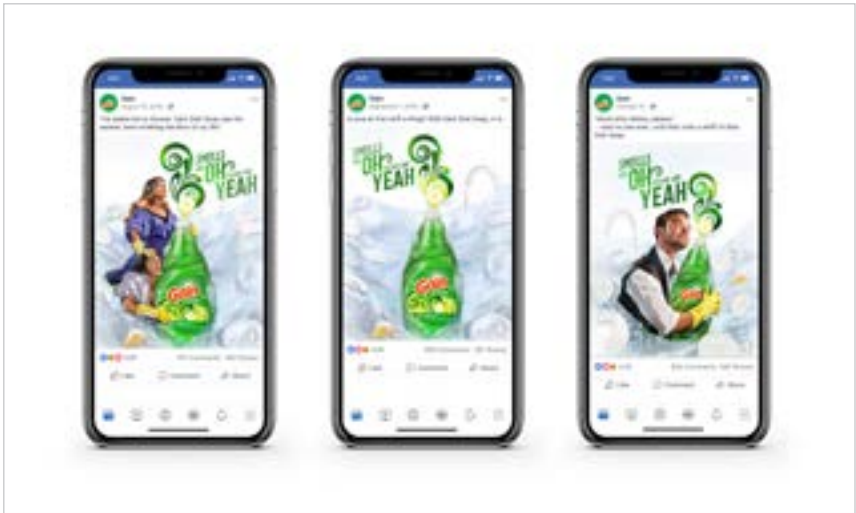
Sheri Lutz | Head of Production Operations
Peter Herbert | Sr. Copywriter
Marissa Kramer | Copy Director

GREY MIDWEST

Gain Smells Like Oh
Advertiser | Procter & Gamble

Social Media | Social Media |
Campaign

- Credits
- Adam Kahn | Executive Creative Director
 - Christopher Reintz | EVP Client Services
 - Ray Elfers | Creative Director
 - Tuck Sheppard | Account Director
 - Sarah Medley | Business Director
 - Katie Pembaur | Strategy Director
 - Eddie Sun | Sr. Art Director
 - Matt Berohn | Display Media Director
 - Mark Van Patten | Sr. Designer



Sheri Lutz | Head of Production Operations
Peter Herbert | Sr. Copywriter
Marissa Kramer | Copy Director

BAREFOOT PROXIMITY

Energy Broadcast System
Advertiser | Flying Pig

Apps | Apps, Games, and Virtual Reality |
Mobile App

- Credits
- David Schlosser | Group Creative Director
 - Kamil Kur | Head of Creative Technology
 - Troy Hitch | Chief Innovation Officer
 - Margaret Ireland | Art Director
 - Lauren Yeager | Designer
 - Ally Manet | Copywriter
 - Christian Jaekle | Copywriter
 - Pete Mentrek | Project Manager
 - Katie Lawler | Account Executive



Samantha Carr | Strategic Planner
Seth Bauer | Developer
Sam Swiatkiewicz | Production Designer

EPIPHEO

Pepper & Wits, Menopause, The Truth
Advertiser | P&G Ventures

Advertising & Promotion | Campaign

- Credits
- Amy Vaughan | Managing Creative Director
 - Luke Lehenbauer | Art Director
 - Emiliano Leon | Animator
 - Nick Jones | Sound Design
 - Alex McKenzie | Music Composition



GOLD ADDYS

GREY MIDWEST

Gain Smells Like Oh
Advertiser | Procter & Gamble

Radio Advertising |
Radio Advertising – Regional/National |
Single Spot :30 seconds or less

Credits
Adam Kahn | Executive Creative Director
Christopher Reintz | EVP Client Services
Ray Elfers | Creative Director
Tuck Sheppard | Account Director
Sarah Medley | Business Director
Katie Pembaur | Strategy Director
Eddie Sun | Sr. Art Director
Matt Berohn | Display Media Director
Mark Van Patten | Sr. Designer



Sheri Lutz | Head of Production Operations
Peter Herbert | Sr. Copywriter
Marissa Kramer | Copy Director

YELLOWHAUS STUDIO

Bengals Seize The Dey :60
Advertiser | Cincinnati Bengals

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

Credits
Patrick Meier | Director / DP / Editor
Jeff Bucalo | Producer
Dave Jarred | Gaffer
Brendan Vennemeyer | Best Boy
Richard Cranium | Grip
Hugh Jass | Grip



EPIPHEO

Pepper & Wits, Vaginal Cream
Advertiser | P&G Ventures

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

Credits
Amy Vaughan | Managing Creative Director/Writer
Luke Lehenbauer | Art Director/Style Artist
Emiliano Leon | Animator
Allie Weiss | Producer
Nick Jones | Sound Design
Alex McKenzie | Music Composition



GREY MIDWEST

Gain Smells Like Oh
Advertiser | Procter & Gamble

Integrated Campaigns |
Integrated Advertising Campaigns |
Consumer Campaign-National

Credits
Adam Kahn | Executive Creative Director
Christopher Reintz | EVP Client Services
Ray Elfers | Creative Director
Tuck Sheppard | Account Director
Sarah Medley | Business Director
Katie Pembaur | Strategy Director
Eddie Sun | Sr. Art Director
Matt Berohn | Display Media Director
Mark Van Patten | Sr. Designer



Sheri Lutz | Head of Production Operations
Peter Herbert | Sr. Copywriter
Marissa Kramer | Copy Director

GOLD ADDYS

LANDOR ASSOCIATES

Landor Ping Pong Tournament
Advertiser | Landor Associates

Advertising Industry Self-Promotion (Cross Platform) | Advertising Industry Self-Promotion Campaigns | Advertising Industry Single Medium Campaign

Credits
Jeff Maurer



GREY MIDWEST

Gain Smells Like Oh
Advertiser | Procter & Gamble

Copywriting | Copywriting

Credits
Adam Kahn | Executive Creative Director
Christopher Reintz | EVP Client Services
Ray Elfers | Creative Director
Tuck Sheppard | Account Director
Sarah Medley | Business Director
Katie Pembaur | Strategy Director
Eddie Sun | Sr. Art Director
Matt Berohn | Display Media Director
Mark Van Patten | Sr. Designer



Sheri Lutz | Head of Production Operations
Peter Herbert | Sr. Copywriter
Marissa Kramer | Copy Director

LANDOR ASSOCIATES

Landor Game Club Poster Series
Advertiser | Landor Associates

Advertising Industry Self-Promotion (Cross Platform) | Advertising Industry Self-Promotion Campaigns | Advertising Industry Single Medium Campaign

Credits
Curt Rice



gyro

Knauf Employee Playbook
Advertiser | Knauf Insulation

Visual | Illustration | Illustration – Single

Credits
Mike Tittel | Executive Creative Director
Angie Fischer | President
Sarah Lyons | Associate Creative Director
Trevor Grubbs | Senior Designer



GOLD ADDYS

TERI STUDIOS

Maker's Mark Instagram
Advertiser | Maker's Mark

Visual | Still Photography | Campaign

Credits
Teri Campbell | Photographer



GREY MIDWEST

Cincinnati Shakespeare
Advertiser | Cincinnati Shakespeare

Visual | Art Direction | Single

Credits
Adam Kahn | Executive Creative Director
Brad Geiger | Associate Creative Director
Christopher Reintz | EVP Account Management
Priscila Fernandes | Group Director, P.M.
Chris Kowalak | Sr. Art Director



GREY MIDWEST

Cincinnati Shakespeare
Advertiser | Cincinnati Shakespeare

Visual | Art Direction | Campaign

Credits
Adam Kahn | Executive Creative Director
Brad Geiger | Associate Creative Director
Christopher Reintz | EVP Account Management
Priscila Fernandes | Group Director, P.M.
Chris Kowalak | Sr. Art Director



LEAPFRAME

Hershey's Times Square Animation
Advertiser | Hershey's

Film & Video | Animation, Special Effects
or Motion Graphics | Animation, Special
Effects or Motion Graphics

Credits
LEAP Frame | Film & Animation Studio
goDutch | Creative Agency



GOLD ADDYS

GREY MIDWEST

Febreze CAR “Let’s Go” Song Ad
Advertiser | Procter & Gamble

Sound | Music | Music With Lyrics

- Credits**
Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Katie Pembaur | Strategy Director
Heather Wagnier | Account Supervisor
Kate Lett | Project Manager



YELLOWHAUS STUDIO

Bengals Seize The Dey :60
Advertiser | Cincinnati Bengals

Sound | Sound Design | Single

- Credits**
Patrick Meier | Director / DP / Editor
Jeff Bucalo | Producer
Dave Jarred | Gaffer
Brendan Vennemeyer | Best Boy
Richard Cranium | Grip
Hugh Jass | Grip



GREY MIDWEST

Febreze CAR “Let’s Go” Song Ad
Advertiser | Procter & Gamble

Sound | Music | Music (Campaign)

- Credits**
Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Katie Pembaur | Strategy Director
Heather Wagnier | Account Supervisor
Kate Lett | Project Manager
Alex Castano | Marketing Sciences Director



BAREFOOT PROXIMITY

Energy Broadcast System
Advertiser | Flying Pig

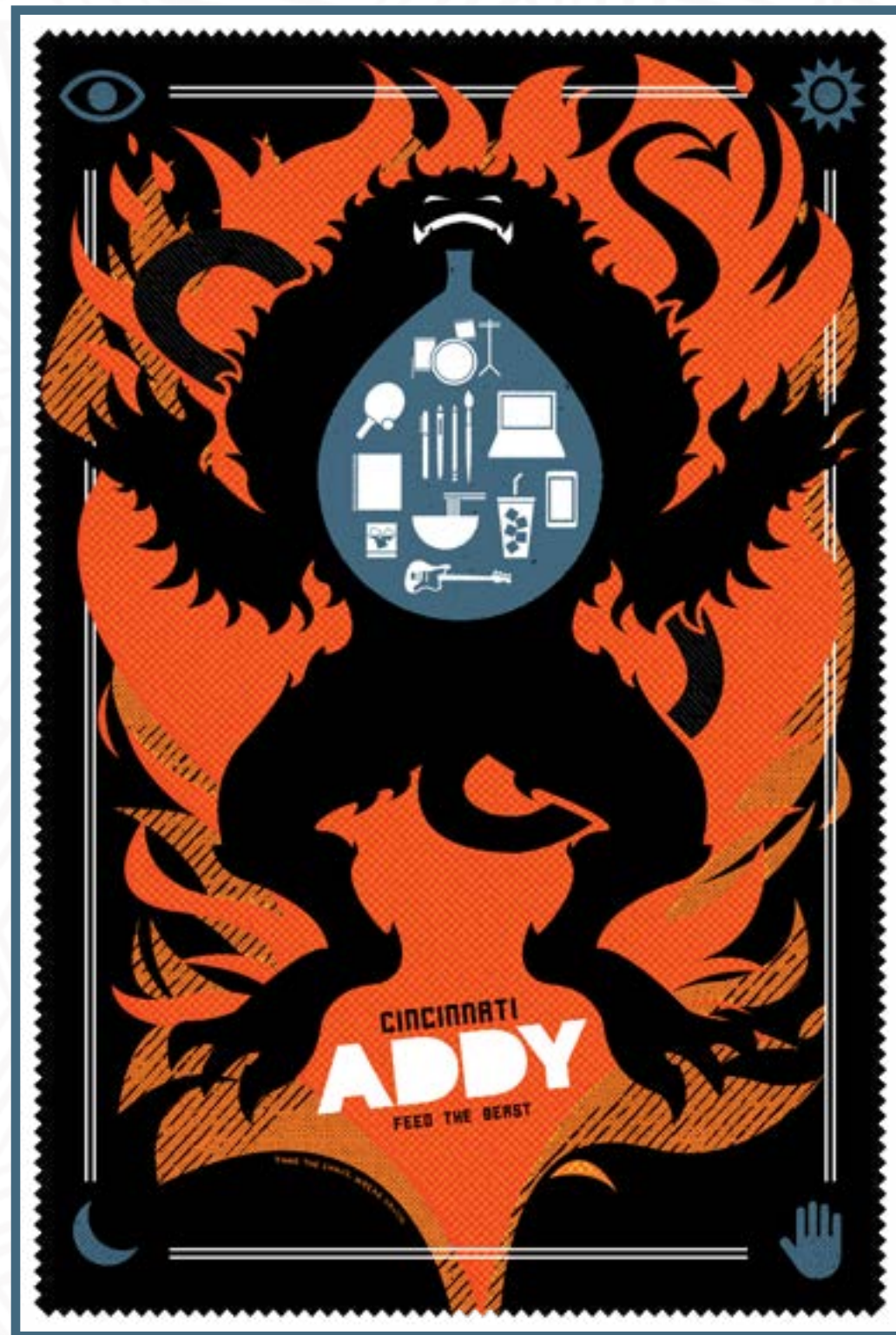
Digital Creative Technology | Innovative Use of Interactive / Technology

- Credits**
Troy Hitch | Chief Innovation Officer
David Schlosser | Group Creative Director
Sam Swiatkiewicz | Production Designer
Margaret Ireland | Art Director
Lauren Yeager | Designer
Ally Manet | Copywriter
Christian Jaekle | Copywriter
Pete Mentrek | Project Manager
Katie Lawler | Account Executive



John McDaniel | Agency Producer
Kamil Kur | Head of Creative Technology

SILVER ADDYS



TOM BOLTON | BAREFOOT PROXIMITY

LANDOR

Old Spice Redwood Sales Kit
Advertiser | Procter & Gamble

Sales Promotion | Product or Service Sales
Promotion | Sales Kit or Product
Information Sheets

Credits

Jeff Maurer | Design Director
Ryan Green | Sr. Designer
Curt Rice | Designer
Matoaka Winters | Digital innovation Director
Allison Aardsma | Sr. Client Manager
Oliver Meinerding | Illustrator
Eileen Pieczonka | Freelance Realization Designer
Clair A'Hearn | Client Associate



LEAP GROUP

Boomtown Biscuits & Whiskey Menu
Advertiser | Boomtown Biscuits & Whiskey

Sales Promotion | Product or Service Sales
Promotion | Menu

Credits

Alan Gilileo | Chief Creative Officer
Kyle Eli Ebersole | Creative Director, Designer
Adam Mitchell | Designer



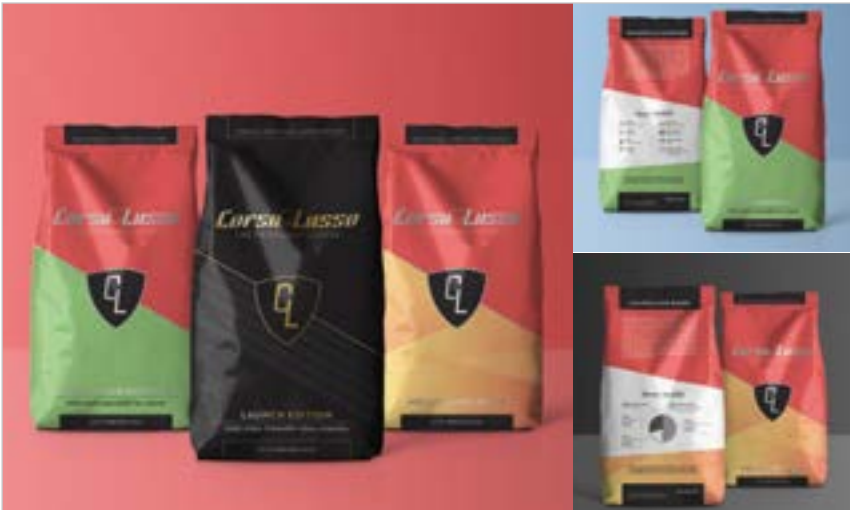
SILVER ADDYS

JASON WALLEY

Corsa Lusso - Car Enthusiast Coffee
Advertiser | Corsa Lusso LLC

Sales Promotion | Packaging |
Packaging Campaign

Credits
Jason Walley | Creative Director
Maria Walley | Content Director

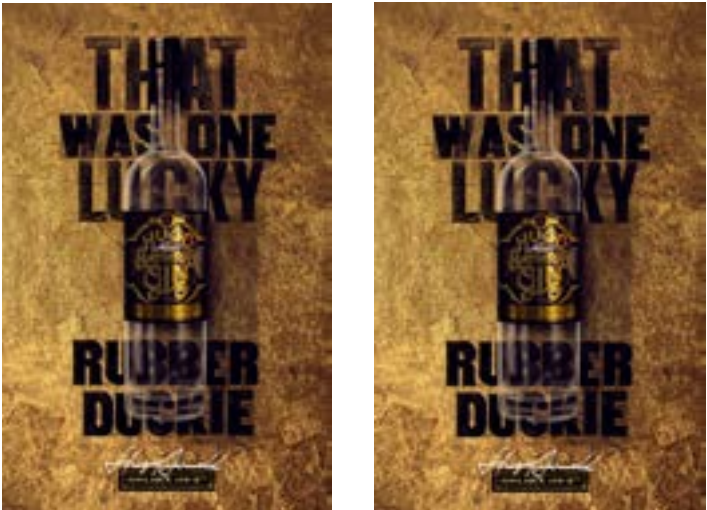


LEAP GROUP

Hugo Arnold's Bathtub Gin, Duckie
Advertiser | Hugo Arnold's Bathtub Gin

Out-of-Home | Poster | Poster - Single Unit

Credits
Alan Gilleo | Chief Creative Officer
Kyle Eli Ebersole | Creative Director
Jeffery Chambers | Sr. Copywriter
Chris Breedon | Proprietor, Hugo Arnold's Gin



BRANDIENCE

Skyline Chili Ugly Holiday Sweater
Advertiser | Skyline Chili

Direct Marketing |
Specialty Advertising | Apparel

Credits
Tim Hogan | Vice President, Executive Creative
Director
Todd Jessee | Creative Director
Matt Roettgers | Art Director
Sarah Brandt | Junior Designer
Maria Topken | Vice President, Client Leadership
Desi Belew | Account Executive



GREY MIDWEST

Cincinnati Shakespeare
Advertiser | Cincinnati Shakespeare

Out-of-Home | Poster | Poster - Single Unit

Credits
Adam Kahn | Executive Creative Director
Brad Geiger | Associate Creative Director
Christopher Reintz | EVP Account Management
Priscila Fernandes | Group Director, P.M.
Chris Kowalak | Sr. Art Director



SILVER ADDYS

GREY MIDWEST

Cincinnati Shakespeare
Advertiser | Cincinnati Shakespeare

Out-of-Home > Poster > Poster - Campaign

Credits

Adam Kahn | Executive Creative Director
Brad Geiger | Associate Creative Director
Christopher Reintz | EVP Account Management
Priscila Fernandes | Group Director, P.M.
Chris Kowalak | Sr. Art Director



RESLV

Attention America: Root For Belgium
Advertiser | Taste of Belgium

Social Media | Social Media |
Single Execution

Credits

RESLV | Video Agency



MOJO PSG

Angel's Envy - 500 Main
Advertiser | Angel's Envy

Websites | Websites | B-to-B

Credits

Douglas Hovekamp | Executive Creative Director
Megan Althaus | Senior Graphic Designer
Matthew Kennedy | Front-End Developer



GREY MIDWEST

Febreze How to Clean Your Sneakers
Advertiser | Procter & Gamble

Social Media | Social Media |
Single Execution

Credits

Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Heather Wagnier | Account Supervisor
Kate Lett | Project Manager
Katie Pembaur | Strategy Director
Ryan Spalazzi | Producer
Alex Castano | Marketing Sciences Director



SILVER ADDYS

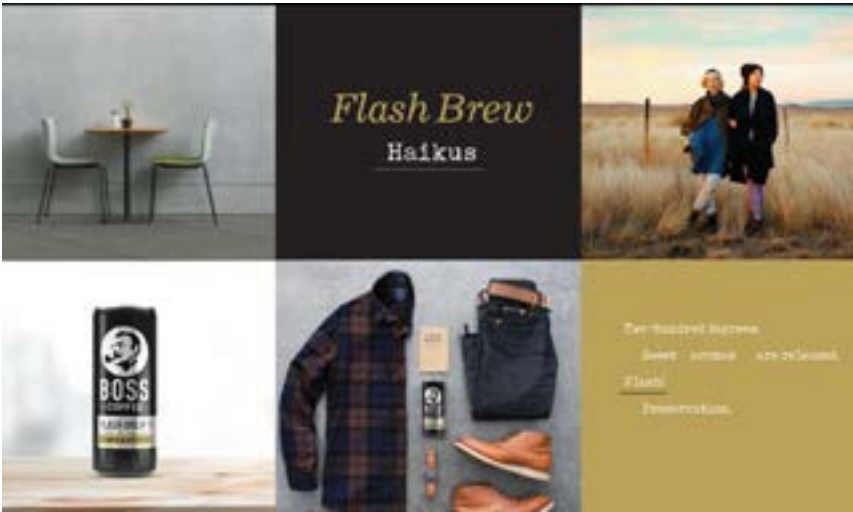
gyro

BOSS Coffee USA Facebook Haikus
Advertiser | Suntory

Social Media | Social Media | Campaign

Credits

Todd Lipscomb | Senior Art Director
Caitlin Ayers | Associate Creative Director
Mike Tittel | Executive Creative Director
David Rosenthal | VP, Strategy
Emily Brunner | Designer
Casey Welling | Motion Designer
Kash Ayodele | Associate Strategist, PR & Social
Marisa Dockum | Strategist, PR & Social
Leah Honeycutt | Senior Strategist, PR & Social
Jessi Link | Senior Search Strategist



BAREFOOT PROXIMITY

Mobil 1 Ask Kevin
Advertiser | Exxon Mobil

Branded Content & Entertainment |
Branded Content & Entertainment for
Online/Interactive

Credits

Thomas Cochill | Group Creative Director
Ben Symon | Creative Director
Matt Stoyak |, Senior Copywriter
Jess Buse | Designer
John McDaniel | Producer
Seth Bauer | Developer
David Otting | Editor
Jeremy Thobe | User Experience Designer



MADISON DESIGN

P&G Citizenship Report 2018
Advertiser | Procter & Gamble

Blogs & Digital Publications | Digital
Publications | Single

Credits

Primax Studio, Development



GREY MIDWEST

Febreze CAR “Let’s Go” Song Ad
Advertiser | Procter & Gamble

Radio Advertising | Radio Advertising –
Regional/National | Single Spot :30 seconds
or less

Credits

Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Katie Pembaur | Strategy Director
Heather Wagnier | Account Supervisor
Kate Lett | Project Manager



SILVER ADDYS

NORTHLICH

Ohio Lottery Commission Big Tickets
Advertiser | Ohio Lottery Commission

Television Advertising | Television
Advertising – Regional/National |
Television-National Campaign

Credits

Pat Pujolas | Creative Director, Copywriter
Jason Langdon | Creative Director, Art Director
Trish Cranor | Agency Producer
Lightborne | Production Company
Nic Iyer | Director
Scott Durban | Executive Producer, Lightborne
Lightborne | Post Production
Riann Wiggins | Lightborne, Post Production Producer
Brad Grawe | Lightborne, Editor/Colorist
Ryan Limke | Lightborne, Audio/Sound Engineer
Kenny Mosher | Lightborne, Colorist
Lightborne | Audio Post



GREY MIDWEST

Febreze Blood Orange Song Ad
Advertiser | Procter & Gamble

Branded Content & Entertainment | Branded
Content & Entertainment For Online Film,
Video & Sound | Single entry :60 seconds
or less

Credits

Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Katie Pembaur | Strategy Director
Alex Castano | Marketing Sciences Director



GREY MIDWEST

Febreze CAR “Let’s Go” Song Ad
Advertiser | Procter & Gamble

Branded Content & Entertainment | Branded
Content & Entertainment For Online Film,
Video & Sound | Single entry :60 seconds
or less

Credits

Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Katie Pembaur | Strategy Director
Heather Wagnier | Account Supervisor
Kate Lett | Project Manager



RESLV

UC Men’s Basketball Intro 2018-19
Advertiser | The University of Cincinnati

Branded Content & Entertainment | Branded
Content & Entertainment – Non-Broadcast
entry :60 seconds or less

Credits

RESLV | Video Agency



SILVER ADDYS

RESLV

UC Business Analytics Video
Advertiser | Carl H. Lindner College of Business

Branded Content & Entertainment | Branded Content & Entertainment – Non-Broadcast entry :60 seconds or less

Credits
RESLV | Video Agency



GREY MIDWEST

Febreze Song Ads Campaign
Advertiser | Procter & Gamble

Branded Content & Entertainment | Branded Content & Entertainment Campaign

Credits
Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Heather Wagnier | Account Supervisor
Kate Lett | Project Manager
Katie Pembaur | Strategy Director
Alex Castano | Marketing Sciences Director



LIGHTBORNE

Audi E Tron Debut
Advertiser | Silent House

Branded Content & Entertainment | Branded Content & Entertainment – Non-Broadcast entry :60 seconds or less

Credits
Scott Durban | President/Executive Producer
Dan Bryant | Executive Producer
Ryan McAllister | Creative Director
Lauren Bentle | Producer
Neil Smith | Designer/Animator
Kevin Gautraud | Animator



EPIPHEO

Is Prostitution a Job?
Advertiser | Exodus Cry

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

Credits
Chris Ignizio | Managing Creative Director
Katie Lee | Animation
George Rubio | Animator
Diana Kresge | Storyboards / Animatic
Jonathan Seeds | Art Direction
Mariah Long | Producer
Sam Beiting | Music
Nick Jones | Sound Design



SILVER ADDYS

LIGHTBORNE

The Ohio Innocence Project
Advertiser | The Ohio Innocence Project

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

Credits
Scott Durban | President/Executive Producer
Scott Fredette | Director
Riann Wiggins | Producer
Barry Rowen | Editor
Mark Godsey | Director, Rosenthal Institute for Justice, Ohio Innocence Project



GREY MIDWEST

Febreze CAR #5 with Fries Song Ad
Advertiser | Procter & Gamble

Copywriting | Copywriting

Credits
Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Katie Pembaur | Strategy Director
Alex Castano | Marketing Sciences Director



MARSH IDEAS

Yogurtland Love, Joy, Hope
Advertiser | Yogurtland

Integrated Campaigns | Integrated
Advertising Campaigns | Consumer
Campaign-National

Credits
James Browning | CEO & Chief Strategic
& Cerative Officer
Tim Kyde | ACD
Donna Childress | Account Service
Billy Derham | Senior Marketing Manager
Chad Baily | Sr Director of Marketing
OMS | Photography



GREY MIDWEST

Febreze CAR “Let’s Go” Song Ad
Advertiser | Procter & Gamble

Copywriting | Copywriting

Credits
Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Katie Pembaur | Strategy Director
Heather Wagnier | Account Supervisor
Kate Lett | Project Manager



SILVER ADDYS

LEAP GROUP

Boomtown Biscuits & Whiskey Logo
Advertiser | Boomtown Biscuits & Whiskey

Visual | Logo Design

Credits
Alan Gilleo | Chief Creative Officer
Kyle Eli Ebersole | Creative Director, Designer
Adam Mitchell | Designer



BLACK TENT, LLC

Live Your Life Great
Advertiser | Great American Insurance Group

Film & Video | Cinematography | Campaign

Credits
Steve Kirschner | Creative Director
Flint Wenstrup | Director of Photography
Jordan Utter | Production Assistant
Oksana Goodin | Make-up Artist
Stacie Whitaker | Copywriter



GREY MIDWEST

Grey Midwest Jennpel Jam
Advertiser | Grey Midwest

Visual | Art Direction | Campaign

Credits
Mark Van Patten | Sr. Designer
Eddie Sun | Sr. Art Director
Jennifer Hempelmann | Program Manager



TENET

Fort Wayne Komets - Arena Open
Advertiser | Fort Wayne Komets

Film & Video | Animation, Special Effects
or Motion Graphics | Animation, Special
Effects or Motion Graphics

Credits
Tenet | Creative Director
Jake Thomas | Animation, Design, Rendering



SILVER ADDYS

NORTHLICH

Ohio Lottery 345 Still Alive
Advertiser | Ohio Lottery Commission

Film & Video | Animation, Special Effects or Motion Graphics | Animation, Special Effects or Motion Graphics

Credits

Pat Pujolas | Creative Director, Copywriter
Jason Langdon | Creative Director, Art Director
Trish Cranor | Agency Producer
Pixel Park, LLC | Production Company
Josiah Clements | Director
Kelly Sells/Allison Maier | Pixel Park, Executive Producers
Pixel Park | Post Production
Josiah Clements | Pixel Park, Animator/Editor
Ashley Shepherd | Pixel Park, Sound Engineer
Ben Davis | Pixel Park, Composer



BLACK TENT, LLC

Live Your Life Great
Advertiser | Great American Insurance Group

Film & Video | Video Editing

Credits

Steve Kirschner | Creative Director
Flint Wenstrup | Director of Photography
Jordan Utter | Production Assistant
Joey Lange | Animator/Editor
Stacie Whitaker | Copywriter
Oksana Goodin | Make-up Artist



GREY MIDWEST

Febreze Blood Orange Song Ad
Advertiser | Procter & Gamble

Elements of Advertising | Sound | Music | Music With Lyrics

Credits

Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Katie Pembaur | Strategy Director
Alex Castano | Marketing Sciences Director



GREY MIDWEST

Febreze CAR #5 with Fries Song Ad
Advertiser | Procter & Gamble

Sound | Music | Music With Lyrics

Credits

Adam Kahn | Executive Creative Director
Margaret Russo | Creative Director
Mark Van Patten | Senior Designer
Peter Herbert | Senior Copywriter
Marge Mikolajewski | Account Director
Jennifer Hempelmann | Program Manager
Katie Pembaur | Strategy Director
Alex Castano | Marketing Sciences Director



US DIGITAL PARTNERS

Natorp's Online Plant Store
Advertiser | Natorp's

Digital Creative Technology |
Interface & Navigation

Credits

Mark Miller | Account Executive
Daniel Calderon | Lead Creative
Lew Krehnbrink | Lead Developer
Michael Whelan | Developer



BAREFOOT PROXIMITY

Energy Broadcast System
Advertiser | Flying Pig

Digital Creative Technology |
Data Driven Media

Credits

David Schlosser | Group Creative Director
Brian MacDonald | SVP Channel Integration
Troy Hitch | Chief Innovation Officer
Margaret Ireland | Art Director
Lauren Yeager | Designer
Ally Manet | Copywriter
Christian Jaekle | Copywriter
Pete Mentrek | Project Manager
Katie Lawler | Account Executive



John McDaniel | Agency Producer
Sam Swiatkiewicz | Production Artist

BAREFOOT PROXIMITY

Energy Broadcast System
Advertiser | Flying Pig

Digital Creative Technology | GPS &
Location Technology

Credits

David Schlosser | Group Creative Director
Brian MacDonald | SVP Channel Integration
Troy Hitch | Chief Innovation Officer
Margaret Ireland | Art Director
Lauren Yeager | Designer
Ally Manet | Copywriter
Christian Jaekle | Copywriter
Pete Mentrek | Project Manager
Katie Lawler | Account Executive



John McDaniel | Agency Producer
Sam Swiatkiewicz | Production Artist

STUDENT
BEST OF SHOW



RAY ELFERS | GREY MIDWEST

EMILY SEXTON

FU: America's Founding Documents | Educational Institution: Northern Kentucky University
Collateral Material | Publication Design | Cover/Editorial Spread or Feature - Series

AMERICA'S AMERICA'S FOUNDING FOUNDING DOCUMENTS DOCUMENTS

America's Founding Documents have secured the rights of the American people for more than two and a quarter centuries and are considered instrumental to the founding and philosophy of the United States.

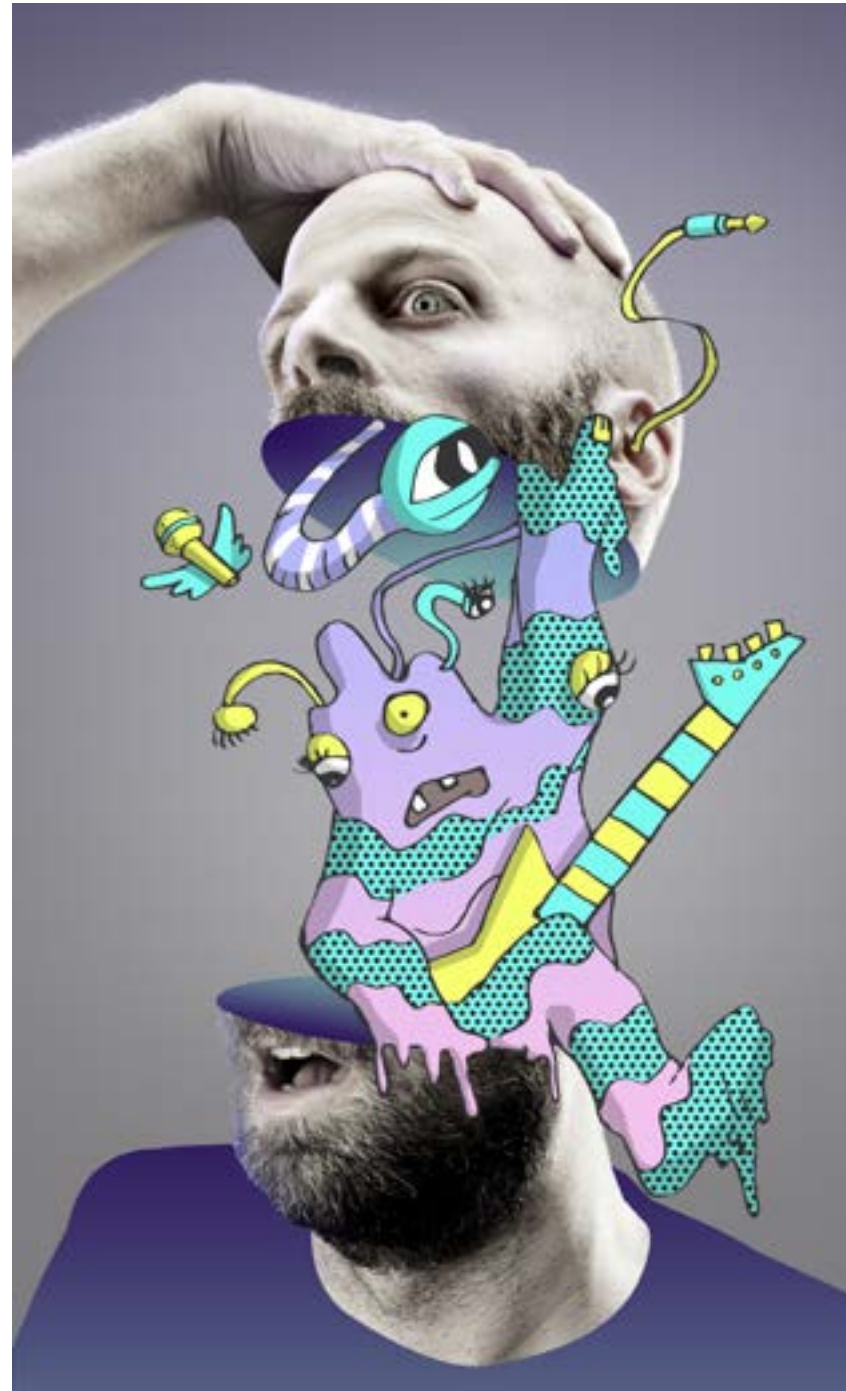


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STUDENT JUDGES' CHOICE



MARK VAN PATTEN | GREY MIDWEST

VATTHANA "V" LONG

Self-Reflection | Educational Institution: Cincinnati State
Elements of Advertising | Still Photography | Digitally Enhanced, Single



STUDENT GOLD ADDYS



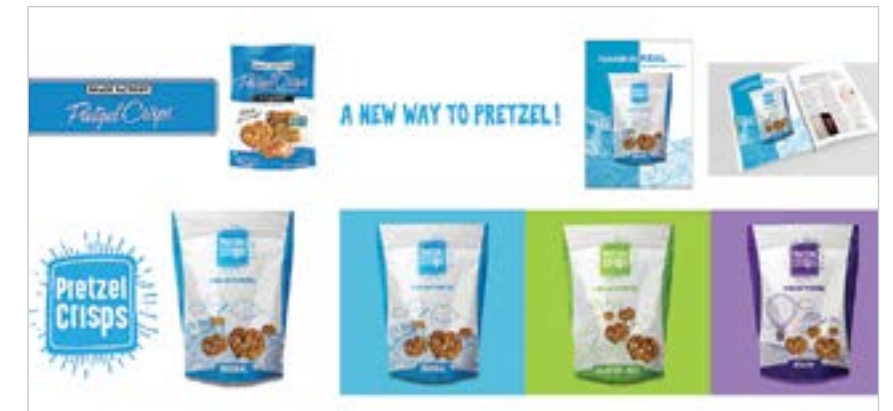
KAITLYN KEYES | GREY MIDWEST

RAISA HANNA

Pretzel Crisps
Educational Institution | AIC College of Design

Sales Promotion | Product or Service Sales Promotion | Packaging

Credits
Raisa Hanna | Student



EMILY SEXTON

FU: America's Founding Documents
Educational Institution | Northern Kentucky University

Collateral Material | Publication Design | Cover/Editorial Spread or Feature - Series

Credits
Emily Sexton | Student



VATTHANA "V" LONG

Self-Reflection
Educational Institution | Cincinnati State

Elements of Advertising | Still Photography | Digitally Enhanced, Single

Credits
Vatthana Long | Graphic Design Student



STUDENT SILVER ADDYS



SARAH PHIPPS | FIREMANE STUDIO

KYLE BRINKER

Fore
Educational Institution | Northern Kentucky University

Sales & Marketing | Sales Promotion |
Product or Service Sales Promotion |
Packaging

Credits
Kyle A Brinker | Student



JESSE WILLIS

Cloudberry | Ramune Label Design
Educational Institution | Cincinnati State

Sales Promotion | Product or Service Sales
Promotion | Packaging

Credits
Jesse Willis | Student



STUDENT SILVER ADDYS

JESSIE REINERT

FC Cincinnati
Educational Institution | Cincinnati State

Out-Of-Home | Poster | Single

Credits

Jessie Reinert | Student



JACOB GIBBS

Jacob Gibbs Animation Portfolio
Educational Institution | University of Cincinnati Blue Ash

Elements of Advertising | Film, Video & Sound | Animation or Special Effects

Credits

Jacob Gibbs | Animator
Joseph Damaska | Voice Talent
Bailey Spaulding | Voice Talent
Ethan Lagreca | Music



VATTHANA "V" LONG

Deep Sea Logos
Educational Institution | Cincinnati State Technical and Community College

Elements of Advertising | Visual | Logo Design

Credits

Vatthana Long | Graphic Design Student



RACHEL KAUFFMAN

Drawn
Educational Institution | University of Cincinnati

Elements of Advertising | Film, Video & Sound | S29 - Animation or Special Effects

Credits

Rachel Kauffman | Animator, Videographer



MEET THE JUDGES



JACK BAGDADI

Markham & Stein | Creative Director

Jack Bagdadi is an award-winning creative director and designer at Markham & Stein in Miami, FL where he has been working for over 12 years. Fluent in several languages, he has International experience working on brands large and small, such as Porsche, Mercury Marine, Visit Florida, Hells Bay Boatworks, Old Parr Whisky, Mellow Mushroom Pizza, and Oriental Bank. His work has been recognized by the One Show, Clios, Graphis, Young Guns, AIGA Miami, and the American Advertising Federation.

PATRICK KELLEY

Executive Vice President, Creative
Avant Healthcare

With over 25-years in the business of creative, Patrick has led massive teams across Arizona, Chicago, Detroit, and Indiana. And has led the creative for global advertising agencies like; Big Yam, J. Walter Thompson, TMP Worldwide Advertising, and DWA, to name a few. Producing award-winning creative work on cornerstone accounts the likes of; Burger King, Cleveland Clinic, Delta Faucets, Discover Card, Disney, Eli Lilly, Enterprise Rent-A-Car, FedEx, General Mills, General Motors, Ryder Trucking, Kraft Foods, Stanley, Novartis, United Airlines, and the Xerox Corporation. Also, an accomplished fine artist, Patrick has published and won national awards for his illustrations; his oil paintings and sculptures have been exhibited internationally.



CARL KOESTNER

Associate Creative Director
Burrell Communications

Carl grew up on the mean streets of Burlington, Iowa. Ironically, throughout childhood, Carl’s family and friends continually asked, “Where on earth will watching all that TV get you in life?” Little did they know it would lay the groundwork for him to create memorable ad campaigns for some of the most well-known brands on earth, on the biggest stages in pop culture, such as The Super Bowl, The Olympics, The Grammys, and the Sports Illustrated Swimsuit Issue. Carl works on the Walmart, McDonald’s and Toyota accounts at Burrell.



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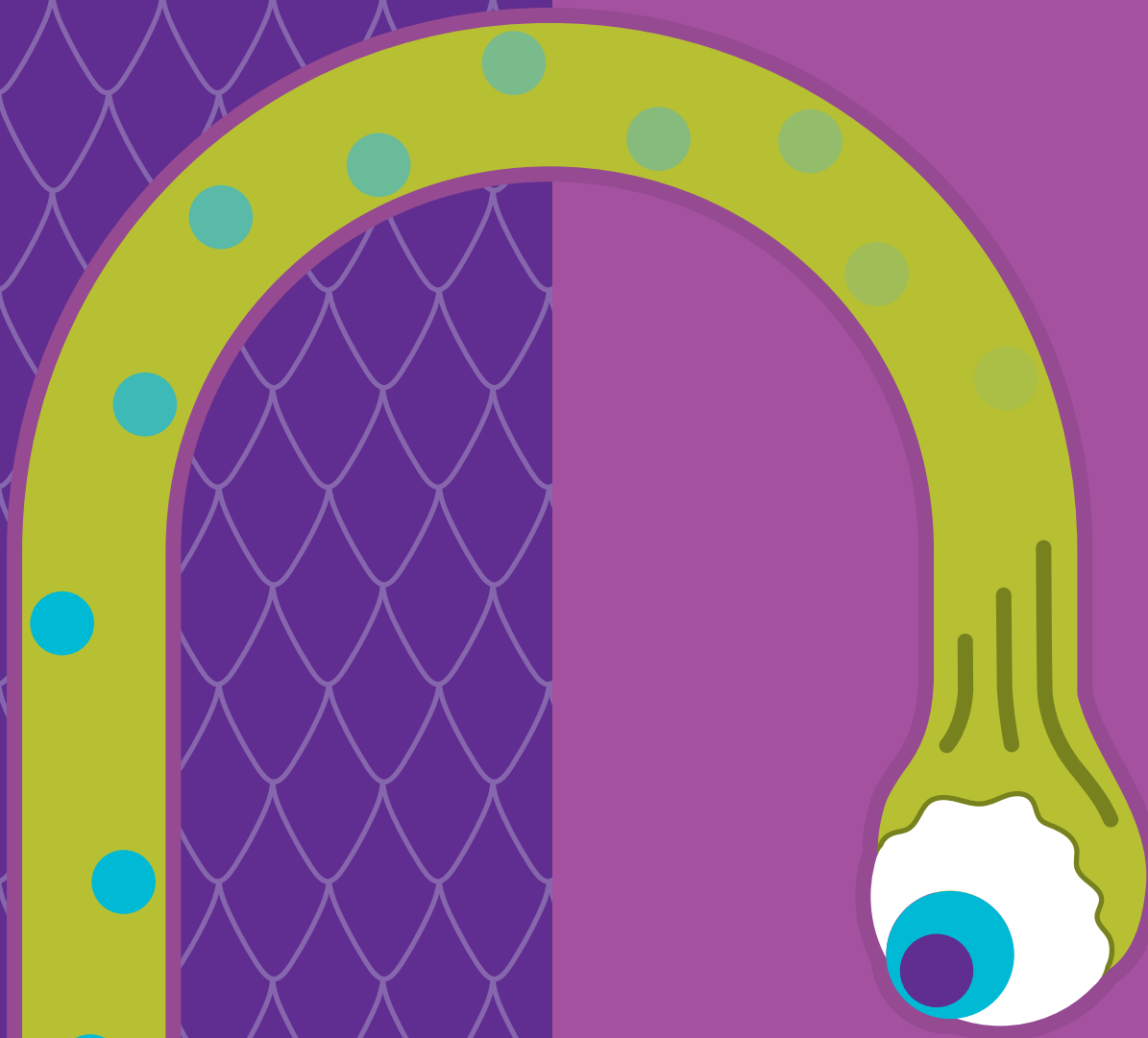
Cincy
magazine

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The Cincy magazine logo features a cartoon illustration of a blue and green monster head with large eyes and sharp teeth, emerging from the left. The word 'Cincy' is in a large, white, rounded font, with 'magazine' in a smaller, white, sans-serif font below it. The background is a dark red with a subtle pattern.

BEST OF LUCK TO
ALL OF THE 2019
Best Beasties



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