

THE AMERICAN ADVERTISING FEDERATION OF COLUMBUS PRESENTS

THE ADDYs ★ 2020

A  
SHOW OF  
WONDERS

FEBRUARY 28, 2020



COLUMBUS MUSEUM  
OF ART

ADVERTISING AMAZEMENTS  
&  
CREATIVE CURIOSITIES





**THE  
CIRCUS**

EVERY DAY YOU WAKE UP AND YOU PERFORM.

YOU DANCE. YOU JUGGLE.

YOU WALK A TIGHTROPE AND  
YOU BEND OVER BACKWARDS.

YOU ACT LIKE A CLOWN. A LOT.

BUT WHEN IT'S SHOWTIME, YOU TAKE A DEEP BREATH,  
ENTER THE RING, AND STARE INTO THE JAWS OF LIONS.

**THIS IS YOUR CIRCUS.**

IT'S AN EXTRAVAGANZA OF ADVERTISING AMAZEMENTS  
AND CREATIVE CURIOSITIES.

AND ITS STAR PLAYERS CAN BE  
A CREATIVE DIRECTOR WITH THE WORLD'S BIGGEST HEAD.

AN ACCOUNT EXECUTIVE WHO CAN SPEAK  
OUT OF BOTH SIDES OF HIS MOUTH,  
AND A PROJECT MANAGER WITH THE LONGEST  
SPREADSHEET KNOWN TO MAN.

YES, IT'S QUITE THE FREAKSHOW.

BUT IT'S YOUR FREAKSHOW.

AND WHEN THE WORK IS DONE RIGHT, IT'S A  
SPECTACLE BEYOND YOUR WILDEST DREAMS.

**SO CLOSE YOUR EYES AND  
OPEN THE CURTAIN,  
BECAUSE IT'S TIME FOR THE  
GREATEST SHOW ON EARTH.**





**ON BEHALF OF THE AAF COLUMBUS BOARD, THANK YOU TO THE ENTRANTS AND SUPPORTERS OF THIS YEAR'S LOCAL AMERICAN ADVERTISING AWARDS. WE'RE EXCITED TO CELEBRATE OUR LOCAL ADVERTISING COMMUNITY AND TO WATCH IN "WONDER & AWE" AS WE ADMIRE THE BEST WORK IN CENTRAL OHIO.**

A heartfelt thank you goes out to this year's ADDY committee, all the volunteers and our club Executive Director, Kelly O'Brien. This team worked tirelessly to support the competition and design and execute tonight's program. Another thanks to our sponsors who contributed their services, space and dollars in support of our AAF chapter. None of this would be possible if not for the volunteers and board members who devoted countless hours to market, coordinate and plan this event.

We're very excited to be back at the Columbus Museum of Art, and to welcome back our local judge, Doug Buchanan from Columbus Business First. We've seen our Local Only category—Pride of Columbus grow over the past few years, and this year is no exception. Through this category, we seek to honor local clients and home-grown work in any medium, and what better way to do this than by having a local judge participate in the process?

We should all be proud to be part of the Columbus creative community. So tonight, let's celebrate, grab a cocktail (or two) and enjoy the best of this year's work.

**ENJOY!**

Scott Baldner  
AAF Columbus 2019-2020  
President

**THANKS TO ALL THE VOLUNTEERS  
SPONSORS WHO MADE THE 2020 ADDYS POSSIBLE**

**AAA COMMITTEE**

ANGELA BLUM, (VP1) CO-CHAIR  
BLUE & CO

CLAUDIA DATTILO, CO-CHAIR  
FAHLGREN MORTINE

**AAA VOLUNTEER COMMITTEE**

MICHAEL LEVISON

KAREN MILLER

JACKIE ROBLES

DREW COLLINS

BETHANY BEAMAN

ANNIE ROBINSON

RICHIE LE

ASHTEN JUSTUS

DEBBIE GILLUM

ALESSANDRO CIAFFONCINI

SHANNON RODOCKER

NICOLE ERDELJAC

JESSICA LENKEY

ALYSSA LITZINGER

**AAF PRESIDENT**

SCOTT BALDNER  
POST HOUSE CREATIVE

**AAF COLUMBUS  
EXECUTIVE DIRECTOR**

KELLY O'BRIEN  
KNOCKOUT BRANDING

**SPONSORS**

CHAPTER:  
DAWSON

DMG THRIVEHIVE  
ADVERTISE AMERICA

SILVER:  
NATIONAL CINEMEDIA (NCM)

BAR:  
STENGER & CO

**SPECIAL THANKS  
THE COLUMBUS MUSEUM OF ART**

DOUG BUCHANAN  
COLUMBUS BUSINESS FIRST

CAROLYN PRICE  
WSA

MEREDITH YUSKEWICH

**OUR IN-KIND SPONSORS**

BRAINSTORM MEDIA

INDUS HOTELS

JARON MURPHY PHOTOGRAPHY

HYDE & CO.

MILLCRAFT

GHOST LABEL VIDEO

MINUTEMAN PRESS DUBLIN

WARHOL & WALL ST.

BOND CREATIVE + BRANDING

POST HOUSE CREATIVE

CENCAM



# MEET THE RINGMASTERS



**CHERYL 'COOKIE' COOK**  
ART DIRECTOR & ILLUSTRATOR

Cheryl 'Cookie' Cooke graduated first in her class from the Art Institute of Fort Lauderdale, Florida and left 3 days after graduation to begin work at Hallmark in Kansas City, Missouri. She then relocated to Chicago IL, working inside ad agencies drawing storyboards and print ads.

Cookie went on to build a steady career as an illustrator, artist, and art director at Foote, Cone & Belding, working on S.C. Johnson, Coors, and many other clients.

She then worked as an in-house artist for Ogilvy & Mather for three years before branching out on her own. Recent career highlights include working at the Magic Castle in Hollywood, CA and The Royal George Theater in Chicago for magician Ricardo Rosenkranz, using illustration to bring illusions to life.



**CHRIS ANTHONY HAMILTON**  
DIRECTOR & CINEMATOGRAPHER

Chris Anthony Hamilton is an award-winning Director and Cinematographer living in Atlanta, GA. With an education in film from Hofstra University, Chris honed his skills in New York City working with giants including Spike Lee, Ava DuVernay, Sesame Street and Ralph Lauren. He has also had the likes of such prolific people like Barack and Michelle Obama and Oprah Winfrey in front of his lens.

His award-winning short films have screened at festivals internationally and his branded content has garnered more than 6 million views online. Most recently he received the award for Best Director at the 2018 Black Women Film Network Short Film Festival. He may be most proud, though, of his eclectic karaoke repertoire which he's happy to put on display at the wrap party.



**LARS LAWSON**  
FOUNDER & PRINCIPAL  
TIMBER DESIGN COMPANY

Lars Lawson is the founder and principal of Timber Design Company. Timber is a branding house for design-driven companies, specializing in identity, packaging, advertising strategy, and print design. Since its beginning in 2006, Lars has been recognized consistently for design excellence and creativity. His broad range of work includes identity design, photography, illustration, writing, and interior commercial space.

Lars has personally received over a hundred Gold Addy Awards across all levels, including three Gold National awards and two local Best of Show. His work has been featured in national design annuals and publications including LogoLounge, How, Print and Communication Arts.



**CHARLYN VILLEGAS**  
CO-FOUNDER & CHIEF PRODUCTION  
FOUR WINDS CREATIVE

Charlyn Villegas is an award-winning video producer and professional speaker with 20 years of industry experience, both on-camera and off. After graduating film school in San Francisco, she started in TV and went on to a successful 11 year stint producing high-end corporate videos for a Fortune 50 tech company.

In 2014, she left the corporate life to pursue her dream of becoming a business owner and co-founded Four Winds Creative—a successful creative video production agency in San Jose, California.







2020 ADDY AWARDS



**BEST IN  
SHOW**

DEFINITION  
IN COLLABORATION



BEST IN SHOW

PRO

INTEGRATED BRANDED CONTENT CAMPAIGN

### THE UPWEST CABIN MOBILE TOUR

CIVITAS MARKETING

Derek Higaki, Chief Creative Officer  
 Graham Fisher, Creative Director  
 Jacob Taylor, CEO  
 Patrick Hicks, Associate Creative Director  
 Tovah Kaiser, Designer  
 Wes R. Kasik, Copywriter & Photographer  
 Meg Ferillo, Creative Program Manager & Producer  
 Mitchell Bauman, Designer  
 Leah Storrs-Fisher, Artist  
 Lauren Eckles, Group Account Director  
 Tyler Durbin, Director of Agency Operations  
 Jen O'Connor, Project Manager  
 Sean Hartley, Tour Manager  
 John Whitehead, Tour Manager  
 Chris Zajd, Motion Designer  
 Erica Hondroulis, Voice Talent



BEST IN SHOW

STUDENT

ILLUSTRATION - CAMPAIGN

### WORD BY WORD LEARNING CARDS

COLUMBUS COLLEGE OF ART & DESIGN

Ka Sui Hsu, Designer



## 禾稈雷珍珠

PEARL COVERED BY STRAWS

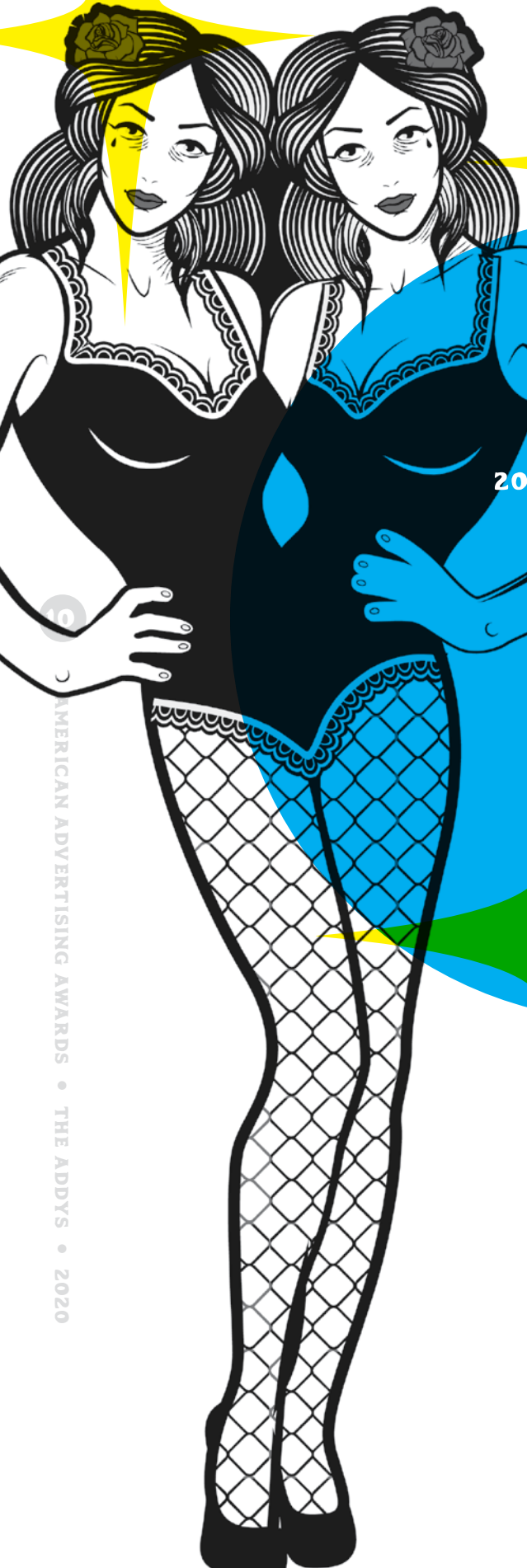
A person or thing with exceptional qualities or characteristics that cannot be seen from the surface.

### But Why?

Pearl covered by straws refers to a person who is generally of good character but lacks manners, education, or style. And something that looks like they're not as good or common but it's actually in good quality.







2020 ADDY AWARDS

JUDGE'S  
CHOICE



**JUDGE'S  
CHOICE**

12

BRAND ELEMENTS

**BONFIRE RED  
HOLIDAY GIFT 2019**  
BONFIRE RED

Bonfire Red  
Patrick Thompson, Ceramicist



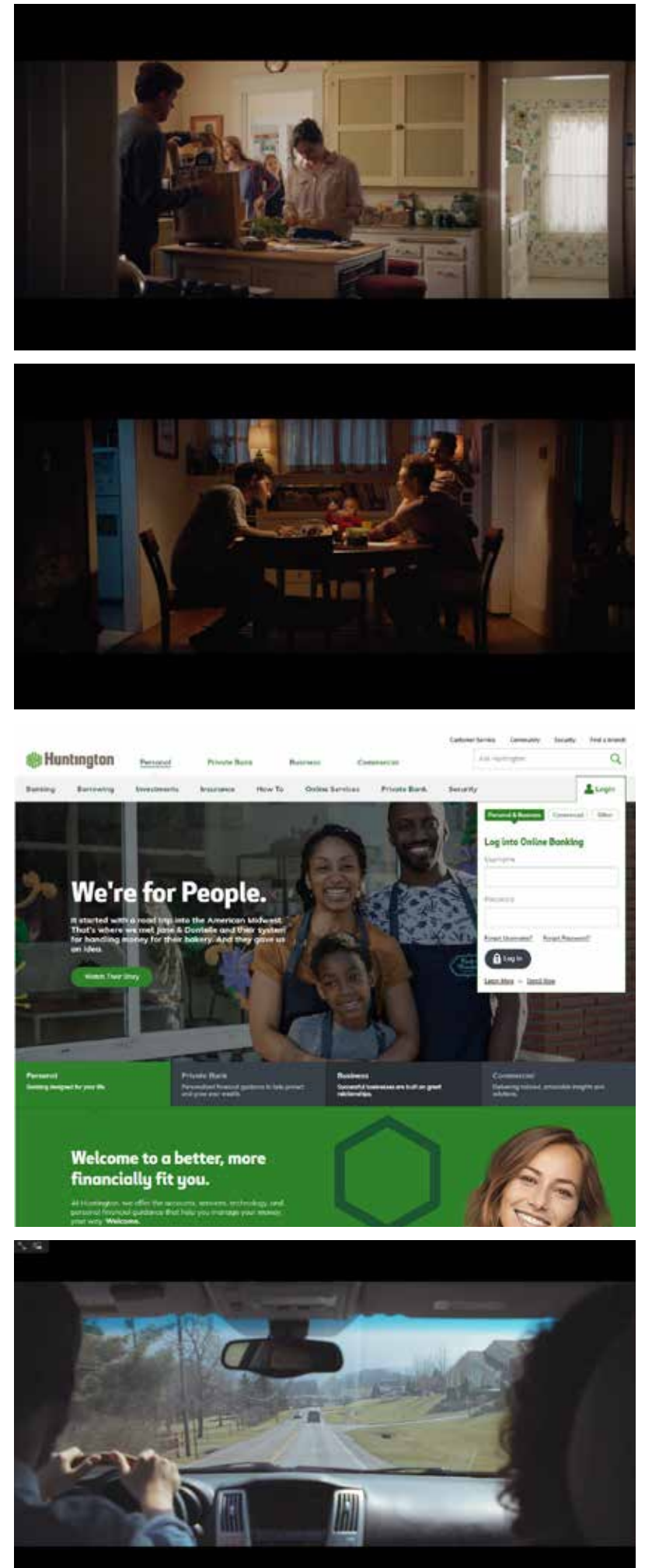
**JUDGE'S  
CHOICE**

CONSUMER CAMPAIGN-REGIONAL/NATIONAL

**HUNTINGTON  
BANK // "ROAD  
TRIP"**

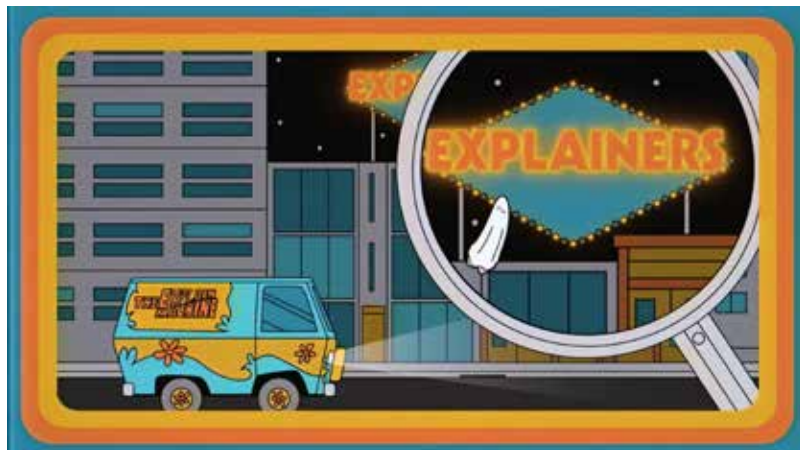
GREENHOUSE

Adam Ferguson, Executive Creative Director  
Nick Jones, Creative Director  
Nikia Reveal, Creative Director  
Josh Smith, Art Director  
Jen Doron, Copywriter  
Katya Bankowsky, Executive Producer  
Stacy Oberman, Producer  
Gary Orr, Videographer



13





**JUDGE'S  
CHOICE**

5

ADVERTISING INDUSTRY SELF-PROMOTION FILM/VIDEO/SOUND

**GREATEST HITS  
PIXEL PARK**

Directed By Hilary Buchanan & Ryan Gargac  
 Matt Hoelter, Executive Producer  
 Sam Hall, Producer  
 Liz Anderson & Ash Thomas, Design  
 Dustin Kober, Melanie Mescher,  
 Ryan Gargac, & Mac Collins, Animation  
 Wayne Sells, Director of Photography  
 The Knits, Music Score/Lyrics

**JUDGE'S  
CHOICE**

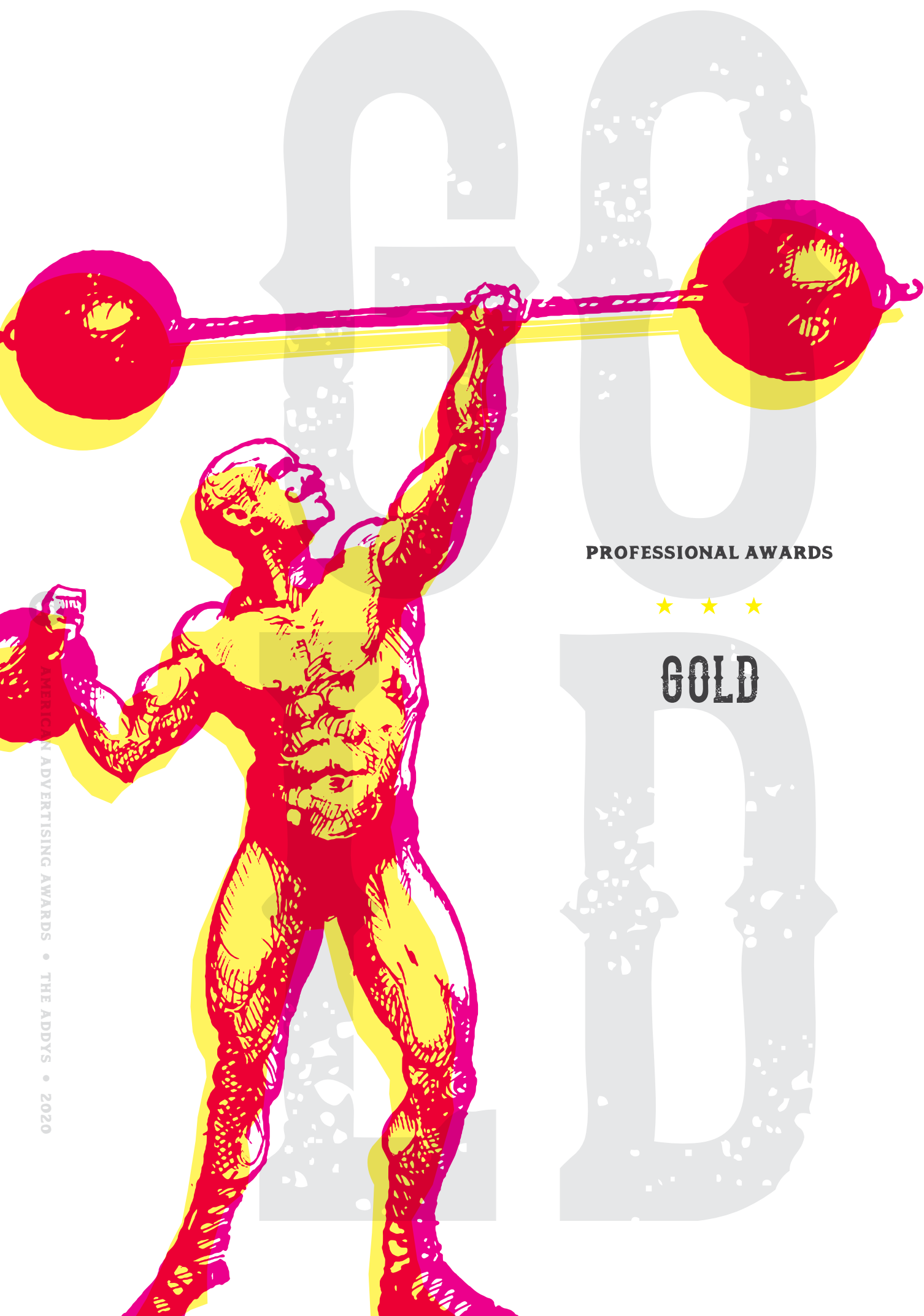
BOOK DESIGN

**CCAD AT 140  
COLUMBUS COLLEGE OF ART  
& DESIGN STUDENT AGENCY**

Jill Moorhead, Creative Director, Writer  
 Nigel Ewan, Designer  
 Jennifer Wray, Lead Editor  
 Ty Wright, Photographer  
 Mary Cassells, Editor







PROFESSIONAL AWARDS



GOLD

BRAND ELEMENTS

BONFIRE RED HOLIDAY GIFT 2019

BONFIRE RED

Bonfire Red  
Patrick Thompson, Ceramicist



INTEGRATED BRAND IDENTITY CAMPAIGN

WSA REBRAND

WSA

FORT, Identity Design & Art Direction  
Versatile Words, Lead Copywriter  
Todd Boyer, Principal, WSA  
Tim Hawk, President, WSA  
Amber Aitken, Office Manager,  
Assistant Copywriter  
Jacob Strous, Graphic Designer  
Maddie Henry, Assistant Content Creator



INTEGRATED ADVERTISING CAMPAIGN - LOCAL - CONSUMER

PELOTONIA CAMPAIGN 2019

FORT

Drue Dixon, Design Director  
Lauren Haase, Senior Designer  
Terry Rohrbach, Founder & Creative Director





OUT-OF-HOME INSTALLATION

**THE UPWEST CABIN**  
CIVITAS MARKETING

Derek Higaki, Chief Creative Officer  
Graham Fisher, Creative Director  
Jacob Taylor, CEO  
Patrick Hicks, Associate Creative Director  
Tovah Kaiser, Designer  
Wes R. Kasik, Copywriter & Photographer  
Meg Ferillo, Creative Program Manager  
& Producer  
Mitchell Bauman, Designer  
Leah Storrs-Fisher, Artist  
Lauren Eckles, Group Account Director  
Tyler Durbin, Director of Agency Operations  
Jen O'Connor, Project Manager  
Sean Hartley, Tour Manager  
John Whitehead, Tour Manager  
Chris Zajd, Motion Designer  
Erica Hondroulis, Voice Talent



ADVERTISING INDUSTRY SELF-PROMOTION FILM/VIDEO/SOUND

**ORBITAL**  
SPACEJUNK MEDIA LLC

Brian Finney, Director / Animator  
Karl Hein, Editor / Composer  
Sigur Rós, Music



OUT-OF-HOME INSTALLATION

**DHL SUPPLY CHAIN SUPPORT CENTER**  
TENFOLD

TENFOLD



GUERRILLA MARKETING

**THE UPWEST CABIN MOBILE TOUR**  
CIVITAS MARKETING

Derek Higaki, Chief Creative Officer  
Graham Fisher, Creative Director  
Jacob Taylor, CEO  
Patrick Hicks, Associate Creative Director  
Tovah Kaiser, Designer  
Wes R. Kasik, Copywriter & Photographer  
Meg Ferillo, Creative Program Manager  
& Producer  
Mitchell Bauman, Designer  
Leah Storrs-Fisher, Artist  
Lauren Eckles, Group Account Director  
Tyler Durbin, Director of Agency Operations  
Jen O'Connor, Project Manager  
Sean Hartley, Tour Manager  
John Whitehead, Tour Manager  
Chris Zajd, Motion Designer  
Erica Hondroulis, Voice Talent



INTEGRATED BRANDED CONTENT CAMPAIGN

**THE UPWEST CABIN MOBILE TOUR**  
CIVITAS MARKETING

Derek Higaki, Chief Creative Officer  
Graham Fisher, Creative Director  
Jacob Taylor, CEO  
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Tovah Kaiser, Designer  
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John Whitehead, Tour Manager  
Chris Zajd, Motion Designer  
Erica Hondroulis, Voice Talent



ADVERTISING INDUSTRY SELF-PROMOTION FILM/VIDEO/SOUND

**GREATEST HITS**  
PIXEL PARK

Directed By Hilary Buchanan & Ryan Gargac  
Matt Hoelter, Executive Producer  
Sam Hall, Producer  
Liz Anderson & Ash Thomas, Design  
Dustin Kober, Melanie Mescher,  
Ryan Gargac, & Mac Collins, Animation  
Wayne Sells, Director of Photography  
The Knits, Music Score/Lyrics





BOOK DESIGN

**CCAD AT 140**  
COLUMBUS COLLEGE OF ART  
& DESIGN STUDENT AGENCY

Jill Moorhead, Creative Director, Writer  
Nigel Ewan, Designer  
Jennifer Wray, Lead editor  
Ty Wright, Photographer  
Mary Cassells, Editor



ART DIRECTION—SINGLE

**GREATEST HITS**  
PIXEL PARK

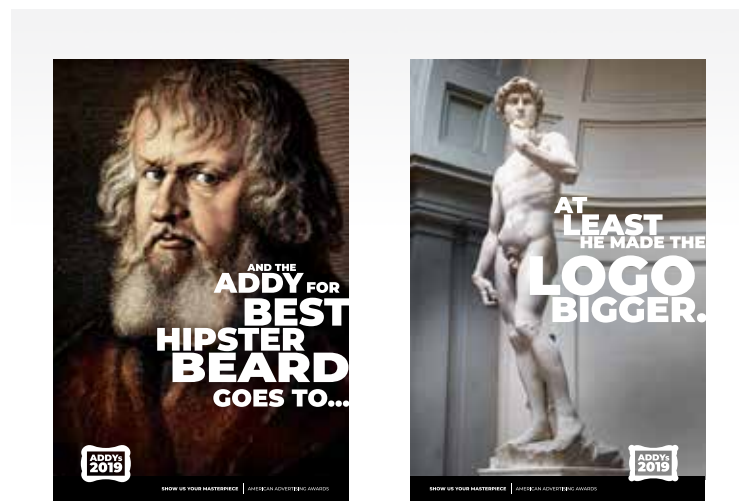
Hilary Buchanan & Ryan Gargac,  
Art Direction



INTEGRATED ADVERTISING CAMPAIGN - LOCAL B-TO-B

**2019 ADDYS**  
**CAMPAIGN**  
RON FOTH ADVERTISING

Mike Wilson, Associate Creative Director  
Megan Small, Sr. Copywriter  
Ron Foth Jr., Creative Director  
Dave Henthorne, Creative Director  
Sally Steele, Creative Coordinator



POSTER CAMPAIGN

**LOST & FOUND**  
GSW

Marc Lineveldt, Executive Creative Director  
Cary Whitt, Associate Design Director  
Christian Blanco, Associate Creative Director, Art  
Terry Fletcher, Associate Creative Director, Copy  
Nathan Shipp, Associate Design Director  
Dave Cap, Senior Brand Designer  
Bryan Rooks, Senior Art Director  
Drew Krebs, Brand Designer  
Amanda Joly, EVP Strategy  
Emily Rhodes, VP Brand Strategy  
Jim Smith, VP Experience Strategy  
Ben Campbell, Digital Strategist  
Elizabeth Stelzer, VP, Marketing and PR



INNOVATIVE USE OF INTERACTIVE/TECHNOLOGY

**THE UPWEST**  
**CABIN SENSORY**  
**EXPERIENCE**  
CIVITAS MARKETING

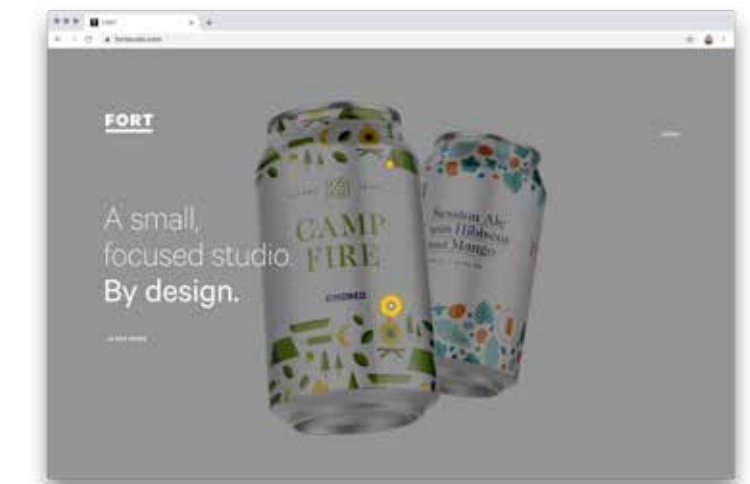
Derek Higaki, Chief Creative Officer  
Graham Fisher, Creative Director  
Jacob Taylor, CEO  
Patrick Hicks, Associate Creative Director  
Tovah Kaiser, Designer  
Wes R. Kasik, Copywriter & Photographer  
Meg Ferillo, Creative Program Manager  
& Producer  
Mitchell Bauman, Designer  
Leah Storrs-Fisher, Artist  
Lauren Eckles, Group Account Director  
Tyler Durbin, Director of Agency Operations  
Jen O'Connor, Project Manager  
Sean Hartley, Tour Manager  
John Whitehead, Tour Manager  
Chris Zajd, Motion Designer  
Erica Hondroulis, Voice Talent



CONSUMER WEBSITE

**FORT STUDIO**  
**WEBSITE REDESIGN**  
FORT

Terry Rohrbach, Founder & Creative Director  
Megan Harvell, Digital Design Director  
Minhajul Hoq, Technology Director  
Joe Van Hove, Designer





NEWSLETTER CAMPAIGN

**RUSTY BUCKET RESTROOM POSTERS**

RON FOTH ADVERTISING

Mike Wilson, Associate Creative Director  
 Kim Vega, Sr. Art Director  
 Megan Small, Sr. Copywriter  
 Trina Tucker, Copywriter  
 Ron Foth Jr., Creative Director  
 Dave Henthorne, Creative Director  
 Sally Steele, Creative Coordinator  
 Sam Nunner, Account Executive



BRAND ELEMENTS

**CREATIVITY IS ALIVE IN HEALTHCARE**

GSW

Chris Cummings, Associate Creative Director

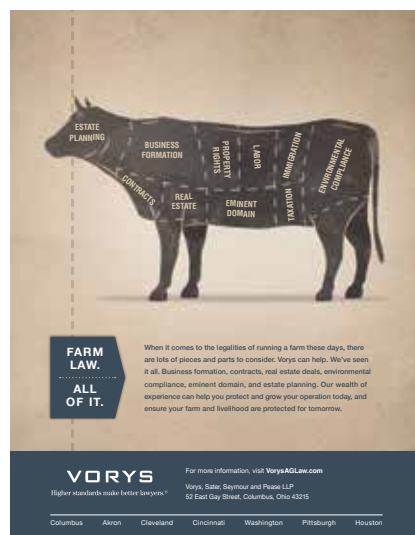


MAGAZINE ADVERTISING - FULL PAGE OR LESS

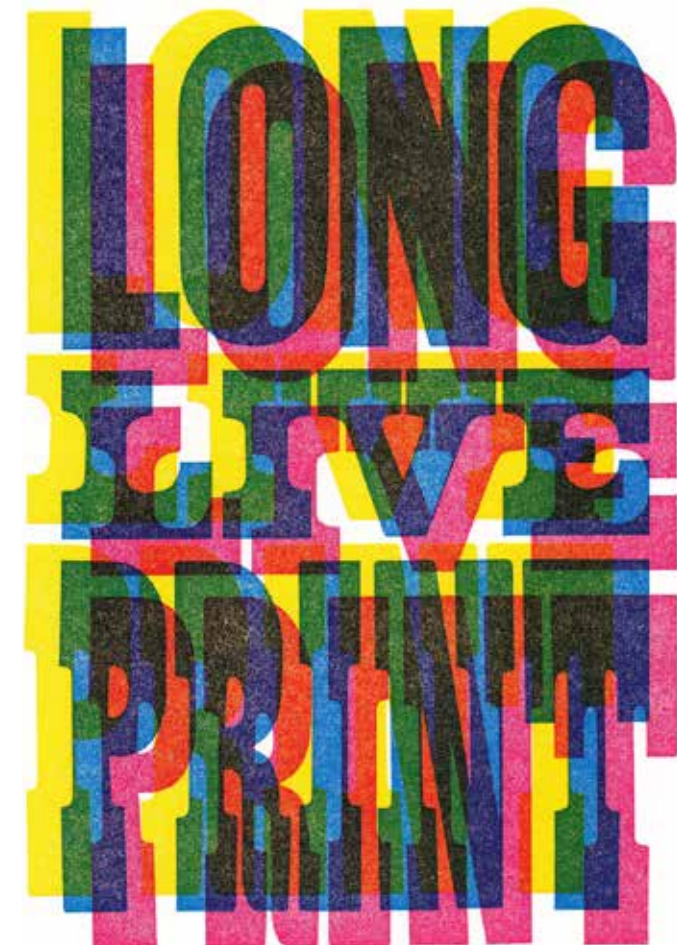
**VORYS - "FARM LAW - COW" PRINT AD**

FECHTOR

Stephen Fechtor, Will not be labeled  
 Dave Rogers, Untitled #6  
 Mike Sanford, Title schmitte  
 Michelle Snook, Unimpressed by titles



**Congratulations**  
 to this year's Addy winners  
 from your friends at Millcraft



millcraft.com

Terri Price-Deep • [pricedeep@millcraft.com](mailto:pricedeep@millcraft.com)

DIRECT MARKETING & SPECIALTY ADVERTISING (PRINTED OR DIGITAL)

**CREATIVITY IS ALIVE IN HEALTHCARE**

GSW

Chris Cummings, Associate Creative Director







PROFESSIONAL AWARDS



SILVER

CONSUMER WEBSITE

**ASTON MARTIN NEWPORT BEACH WEBSITE**

BONFIRE RED

Joey Zornes, Creative Director  
 Holly Malone, Design Director  
 Rich Rayburn, Designer  
 Tara Wren, Developer  
 SkyCatchFire, Development Partner  
 Gregor Gilliom, Writer



MICROSITE

**OSU CARMEN COLLECTION WEBSITE**

BONFIRE RED

Chris Rinehart, Creative Director  
 Brent Presley, Lead Designer  
 Alex Woltz, Lead Designer  
 Ashley Shipley, Producer  
 Brittini Hall, Developer  
 SkyCatchFire, Development Partner



SPECIAL EVENT MATERIALS (PRINTED OR DIGITAL)

**LOCAL ROOTS, GLOBAL REACH**

GSW

Chris Cummings, Associate Creative Director



CORPORATE SOCIAL RESPONSIBILITY FILM, VIDEO & SOUND

**CH - JUST THE WAY YOU ARE**

WARHOL & WALL ST.

Warhol & WALL ST., Creative Directors  
 League of Creative Disruptors!, Lockdown Productions, Production/Editing





LOGO DESIGN

**WONDERBUS IDENTITY**  
THE SHIPYARD

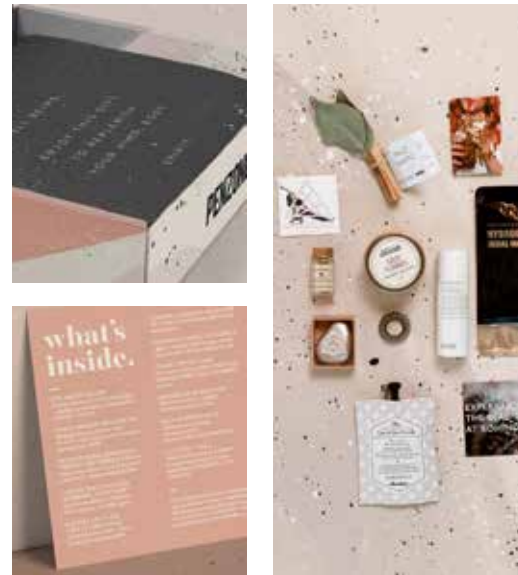
David Sonderman, Chief Creative Officer  
Jeff Fischer, Design Director / Designer



PACKAGING

**PENZONE WELL-BEING BOX PACKAGING**  
CHARLES PENZONE INCORPORATED

Debbie Penzone, President + CEO | PENZONE Salons + Spas  
Natalie Kleoudis, Designer & Art Director  
Jena Huffman, Marketing + Communications Director | PENZONE Salons + Spas



CAMPAIGN

**2019 PROMUSICA SOIREE**  
TREETREE

Carolyn Chester, Creative Director  
Laina Adams, Senior Designer  
Bethany Beaman, Account Leader  
Karen Hawley, Creative Operations Director



PACKAGING

**1850 HEMP CO. PACKAGING**  
THE SHIPYARD

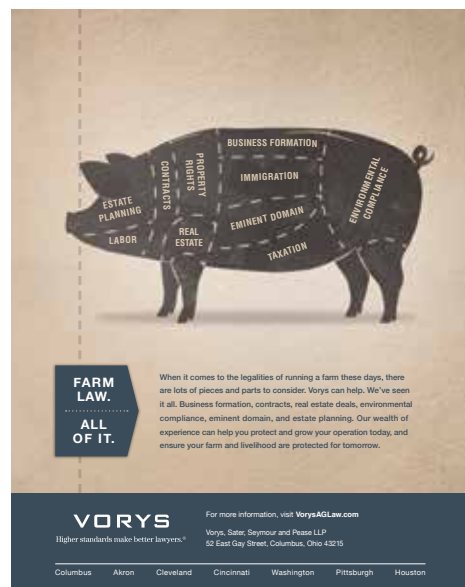
David Sonderman, Chief Creative Officer  
Jeff Fischer, Design Director  
Brentine Stevens, Senior Designer  
Mike Long, Account Director  
Stacey Hildebrand, Project Manager



MAGAZINE ADVERTISING CAMPAIGN

**VORYS - "FARM LAW" PRINT CAMPAIGN**  
FECHTOR

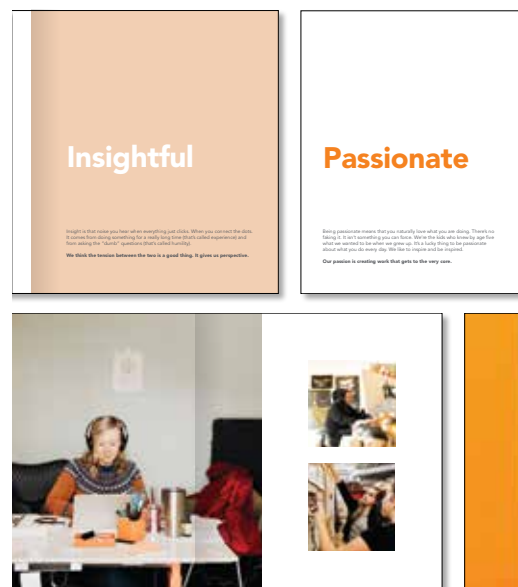
Stephen Fechtor, Will not be labeled  
Dave Rogers, Untitled #6  
Mike Sanford, Title schmile  
Michelle Snook, Unimpressed by titles



DIRECT MARKETING & SPECIALTY ADVERTISING (PRINTED OR DIGITAL)

**OLOGIE THE WORK + THE WHY**  
OLOGIE

Bev Ryan, Founder  
Paul Davis, Executive Creative Director  
Dawn Marinacci, Executive Marketing Director  
Dakota Story, Writer  
Joel Showalter, Editorial Director



CINEMATOGRAPHY—SINGLE

**"CORNHOLE"**  
MILLS JAMES

John Jackson, Director  
John Jackson, Producer  
Andy Marshall, Director of Photography  
Heather Glass-Oaks, Art Director  
Dennis Farkas, Editor  
Michael Van Horn, Visual Effects  
Shane Walker, Colorist  
Andy Miller, Sound Design  
Sean Mundy, Producer



OUT-OF-HOME INSTALLATION

**DONALDSON PLASTIC SURGERY**  
TENFOLD

TENFOLD





GUERRILLA MARKETING

**#BECOOOLWITHAC  
POPSICLE TRUCK**  
CIVITAS MARKETING

Derek Higaki, Chief Creative Officer  
Graham Fisher, Creative Director  
Patrick Hicks, Associate Creative Director  
Tovah Kaiser, Designer  
Jay Schmidt, Managing Director  
Lauren Eckles, Group Account Director  
Jen O'Connor, Project Manager  
Sean Hartley, Tour Manager



GUERRILLA MARKETING

**LOST & FOUND**  
GSW

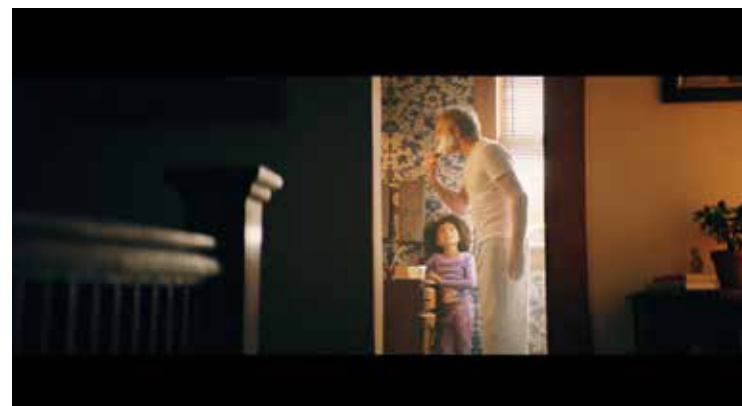
Marc Lineveldt, Executive Creative Director  
Cary Whitt, Associate Design Director  
Christian Blanco, Associate Creative Director, Art  
Terry Fletcher, Associate Creative Director, Copy  
Nathan Shipp, Associate Design Director  
Dave Cap, Senior Brand Designer  
Bryan Rooks, Senior Art Director  
Drew Krebs, Brand Designer  
Amanda Joly, EVP Strategy  
Emily Rhodes, VP Brand Strategy  
Jim Smith, VP Experience Strategy  
Ben Campbell, Digital Strategist  
Elizabeth Stelzer, VP, Marketing and PR



LOCAL TELEVISION COMMERCIAL -60 SECONDS OR MORE

**"GENERATION WHY"**  
RON FOTH ADVERTISING

Ron Foth Jr., Creative Director  
Dave Henthorne, Creative Director  
Mike Wilson, Associate Creative Director  
Megan Small, Sr. Copywriter  
Gene Roy, Sr. Art Director  
Marty Nowak, Editor/Producer  
Katie Abbott, Producer  
Doug Edwards, Audio Engineer  
Sally Steele, Creative Coordinator  
Kim Moore, SVP, Client Services  
Marc Schmidt, Account Supervisor  
Mollie Merritt, Account Executive



OUT-OF-HOME INSTALLATION

**OHIOHEALTH  
ADMINISTRATIVE  
CAMPUS**  
TENFOLD

TENFOLD



BLACK & WHITE/COLOR/ DIGITALLY ENHANCED - CAMPAIGN

**VULCAN  
PHOTOGRAPHY**  
BONFIRE RED

Chris Rinehart, Creative Director  
Jason Kocheran, Senior Designer  
Caleb Ely, Producer  
Shay Nartker, Photographer



PRODUCT OR SERVICE SALES PROMOTION CAMPAIGN

**LOCAL ROOTS,  
GLOBAL REACH**  
GSW

Chris Cummings, Associate Creative Director



INTEGRATED ADVERTISING CAMPAIGN - LOCAL - CONSUMER

**"SKIN" CAMPAIGN**  
RON FOTH ADVERTISING

Ron Foth Jr., Creative Director, Director  
Dave Henthorne, Creative Director  
Mike Wilson, Associate Creative Director  
Megan Small, Sr. Copywriter  
Gene Roy, Sr. Art Director  
Marty Nowak, Editor/Producer  
Katie Abbott, Producer  
Doug Edwards, Audio Engineer  
Sally Steele, Creative Coordinator  
Kim Moore, SVP, Client Services  
Marc Schmidt, Account Supervisor  
Mollie Merritt, Account Executive



CINEMATOGRAPHY - SINGLE

**"GENERATION WHY"**  
RON FOTH ADVERTISING

Ron Foth Jr., Creative Director  
Dave Henthorne, Creative Director  
Mike Wilson, Associate Creative Director  
Megan Small, Sr. Copywriter  
Gene Roy, Sr. Art Director  
Marty Nowak, Editor/Producer  
Katie Abbott, Producer  
Doug Edwards, Audio Engineer  
Sally Steele, Creative Coordinator  
Kim Moore, SVP, Client Services  
Marc Schmidt, Account Supervisor  
Mollie Merritt, Account Executive



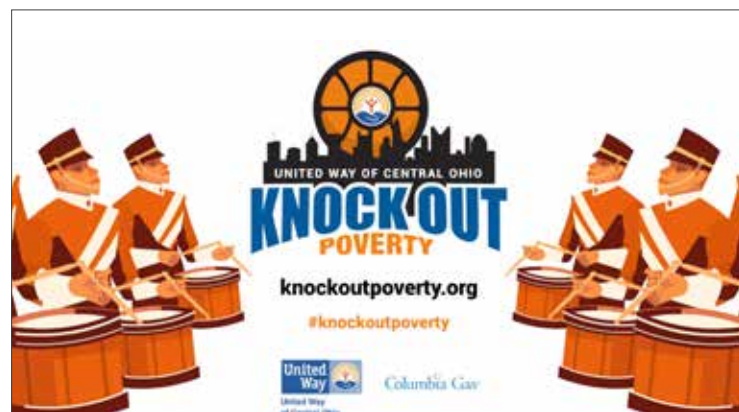


PRO BONO CAMPAIGN

**UNITED WAY KOP VIDEO SERIES**

WARHOL & WALL ST.

Warhol & WALL ST., Creative Directors  
League of Creative Disruptors, I2Tall Animation, Animator



ADVERTISING INDUSTRY SELF-PROMOTION FILM/VIDEO/SOUND

**ELLIOTT CENNAMO 2019 DEMO REEL**

ELLIOTT CENNAMO

Elliott Cennamo, Motion Design & Art Direction



MULTIPLE EVENTS

**RIDE WITH ROOT**

ROOT INSURANCE

Root Design Sqd



PRO BONO ONLINE FILM, VIDEO & SOUND

**UWCO VOLUNTEER UNITED CAMPAIGN**

WARHOL & WALL ST.

Warhol & WALL ST., Creative Directors  
League of Creative Disruptors!, 2Tall Animation, Animator



OUT-OF-HOME INSTALLATION

**COLUMBUS STATE MITCHELL HALL**

TENFOLD

TENFOLD



EVENT

**ROOT BEER FLOATS**

ROOT INSURANCE

Root Design Sqd

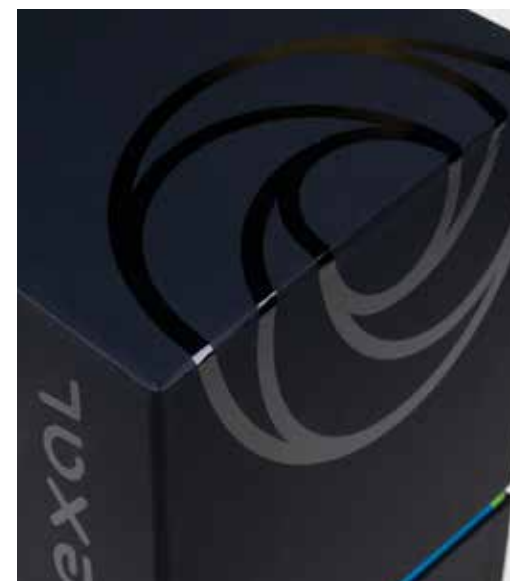


DIRECT MAIL 3-D/MIXED

**EXAL DIMENSIONAL MAILER**

FAHLGREN MORTINE

Scott Stripe, Account Director  
Mike Exner, Vice President, Creative Director  
Bill Marconi, Vice President, Creative Director  
Gust Smith, Print Production Manager



BROCHURE CAMPAIGN

**ST. MICHAEL'S COLLEGE VIEWBOOKS**

OLOGIE

Chris Pederson, Associate Creative Director  
Eric Blair, Senior Designer  
Kelly McNicolas, Senior Designer  
Haley Kidder, Designer  
Dakota Story, Writer





POSTER

**WONDERBUS / NIGHT OF WONDER**  
THE SHIPYARD

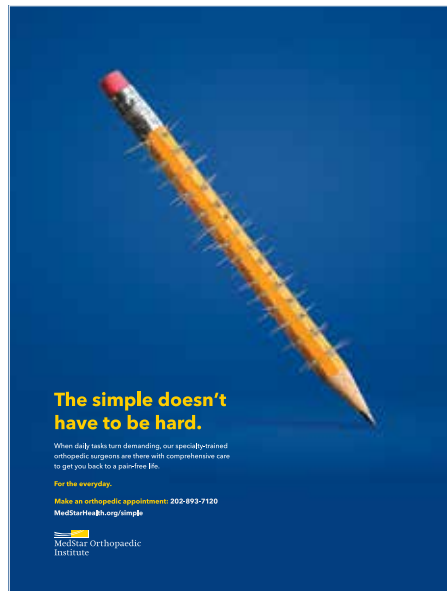
David Sonderman, Chief Creative Officer  
Ryan Conover, Creative Director  
Drew Robinson, Illustrator  
Julia Sebastian, Account Director



MAGAZINE ADVERTISING - FULL PAGE OR LESS

**EVERYDAY PAIN**  
MINDSTREAM INTERACTIVE

Savannah Neeley, Designer  
Ryan James, Copywriter  
Josh Taguam, Senior Art Director  
Erin Bratcher, Account Director  
Kaylyn Bredon, Creative Director  
Lisa Arrington, Regional Marketing Director, MedStar Health



FILM/VIDEO/SOUND BRANDED CONTENT, -60 SECONDS OR LESS

**LIGHT UP YOUR LIFE**  
PIXEL PARK

Ryan Gargac, Composer



OUT-OF-HOME INSTALLATION

**NATIONWIDE INNOVATION LAB**  
TREETREE

Carolyn Chester, Creative Director  
Carolyn Price, Senior Designer  
Andrew Adams, Senior Designer  
Bethany Beaman, Account Leader  
Rachel Hillman, VP, Client Service  
The Columbus Architectural Studio,  
Architect Partner



BRANDED CONTENT & ENTERTAINMENT - NON-BROADCAST

**WHERE THE BOLD BEGIN**  
SPACEJUNK MEDIA LLC

Brent Jackson, Director  
Andy Murphy-Young, Producer  
Jason Hambach, Director of Photography  
Andy Eggert, Camera Operator  
Kurt Keener, Senior Editor / Colorist  
Justin Havey, Editor  
Jonny Sidlo, Animator  
Kody Orris, Audio Engineer



20 - GUERRILLA MARKETING

**POP-UP PHOTO STUDIO**  
CIVITAS MARKETING

Derek Higaki, Chief Creative Officer  
Graham Fisher, Creative Director  
Jacob Taylor, CEO  
Patrick Hicks, Associate Creative Director  
Tovah Kaiser, Designer  
Wes R. Kasik, Copywriter & Photographer  
Meg Ferillo, Creative Program Manager  
& Producer  
Paige Thompson, Account Director  
Jen O'Connor, Project Manager



BRAND ELEMENTS

**WE AMPLIFY VOICES (WAV)**  
OLOGIE

Kyle Kastrane, Executive Creative Director  
Keith McDaniel, Associate Visual Director



MAGAZINE DESIGN

**ONE EIGHT SIX #2**  
COLUMBUS COLLEGE OF ART & DESIGN

Jill Moorhead, Creative Director  
Ryan Feeny, Art Director  
Justin Remotap, Lead Designer  
Cody Bond, Illustrator  
Yiffy Gu, Illustrator  
Sara Guzman, Illustrator  
Jennifer Wray, Writer, Editor  
Shelly Mann, Writer  
Jackie Mantey, Writer  
Lauren McCubbin, Writer  
Miya Hsu, Designer  
Jahliya Willis, Designer  
Mary Cassells, Editor  
Ty Wright, Photographer



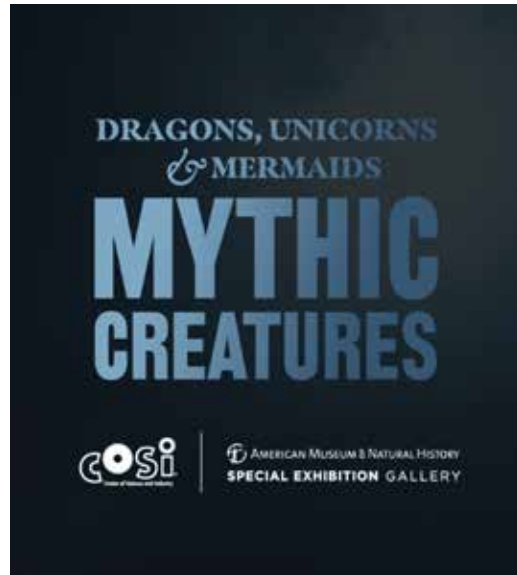


INTEGRATED ADVERTISING CAMPAIGN - LOCAL - CONSUMER

**MYTHIC CREATURES CAMPAIGN**

FAHLGREN MORTINE

Mike Exner, Vice President, Creative Director  
 Scott Gracan, Senior Art Director  
 Mackenzie Comp, Account Supervisor  
 Bobbie Termeer, Vice President, Audio/Video Media Connections  
 Circa Music, Audio Production



EVENT

**POP-UP PHOTO STUDIO**  
 CIVITAS MARKETING

Derek Higaki, Chief Creative Officer  
 Graham Fisher, Creative Director  
 Jacob Taylor, CEO  
 Patrick Hicks, Associate Creative Director  
 Tovah Kaiser, Designer  
 Wes R. Kasik, Copywriter & Photographer  
 Meg Ferillo, Creative Program Manager & Producer  
 Paige Thompson, Account Director  
 Jen O'Connor, Project Manager



REGIONAL/NATIONAL TELEVISION COMMERCIAL

**"CORNHOLE"**  
 MILLS JAMES

John Jackson, Director  
 John Jackson, Producer  
 Andy Marshall, Director of Photography  
 Heather Glass-Oaks, Art Director  
 Dennis Farkas, Editor  
 Michael Van Horn, Visual Effects  
 Shane Walker, Colorist  
 Andy Miller, Sound Design  
 Sean Mundy, Producer



ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

**UWCO VOLUNTEER UNITED**

WARHOL & WALL ST.

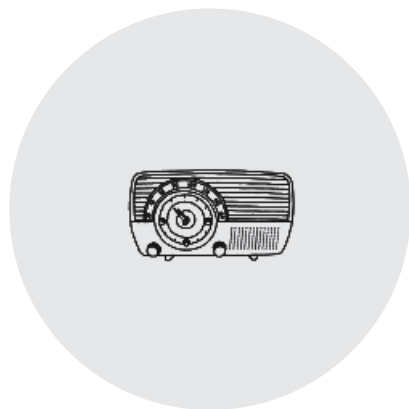
Warhol & WALL ST., Creative Directors  
 League of Creative Disruptors, !2Tall Animation,  
 Animator



LOCAL RADIO COMMERCIAL :30 SECONDS OR LESS

**"ON SET" RADIO**  
 RON FOTH ADVERTISING

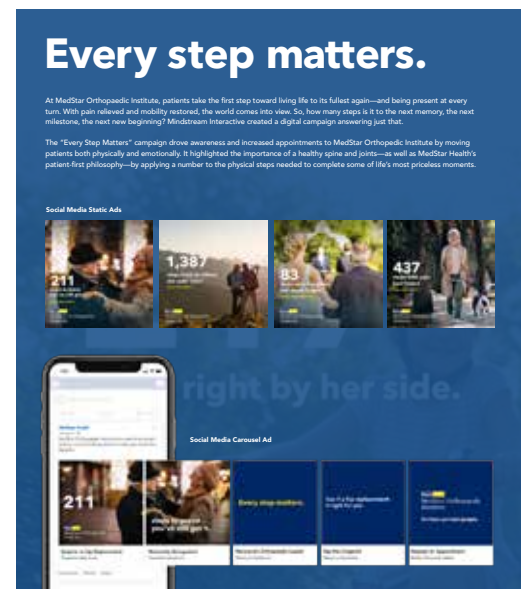
Megan Small, Sr. Copywriter  
 Dave Henthorne, Creative Director  
 Marty Nowak, Producer  
 Katie Abbott, Producer  
 Doug Edwards, Audio Engineer



ONLINE/INTERACTIVE CAMPAIGN

**EVERY STEP MATTERS**  
 MINDSTREAM INTERACTIVE

Kate Miller, Copywriter  
 Josh Taguam, Senior Art Director  
 Ryan James, Copywriter  
 Evan Pease, Editor  
 Erin Bratcher, Account Director  
 Kaylyn Bredon, Creative Director  
 Michelle Kline, Regional Marketing Director, MedStar Health



ADVERTISING INDUSTRY SELF-PROMOTION FILM/VIDEO/SOUND

**SPACEJUNK STUDIO REEL 2019**

SPACEJUNK MEDIA LLC

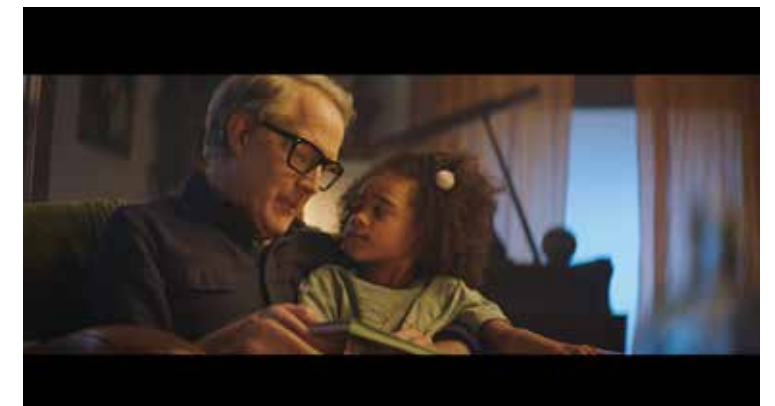
Kurt Keener, Editor  
 Brian Finney, Animator  
 Kody Orris, Audio Engineer  
 The Entire Spacejunk Team, Everything  
 Else You Saw



VIDEO EDITING

**"GENERATION WHY"**  
 RON FOTH ADVERTISING

Ron Foth Jr., Creative Director  
 Dave Henthorne, Creative Director  
 Mike Wilson, Associate Creative Director  
 Megan Small, Sr. Copywriter  
 Gene Roy, Sr. Art Director  
 Marty Nowak, Editor/Producer  
 Katie Abbott, Producer  
 Doug Edwards, Audio Engineer  
 Sally Steele, Creative Coordinator  
 Kim Moore, SVP, Client Services  
 Marc Schmidt, Account Supervisor  
 Mollie Merritt, Account Executive





2020 ADDY AWARDS



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The Elevation Group  
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HAPPY HOCKEY  
HOLIDAY**

POST HOUSE CREATIVE

Timothy M. Flaherty, Director  
Joe Cygan, Producer/Designer



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RENAISSANCE  
LOOK BOOK**

WARHOL & WALL ST.

Warhol & WALL ST., Creative Directors  
League of Creative Disruptors!, Hailey  
Stangebye, Editor - Marguerita Sipe, Design  
League of Creative Disruptors!, Marshal Shorts,  
Kendra Bryant & Diamoni Davis-Ferguson  
(Wyze) - Photography



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Lili Aileen, Art Director and Designer  
Alan Alanis, Illustrator and Designer  
Sarah Powell, Designer  
Katie Ooten, Designer



ILLUSTRATION - CAMPAIGN

**WORD BY WORD LEARNING CARDS**

COLUMBUS COLLEGE OF ART & DESIGN

Ka Sui Hsu, Designer



PACKAGING

**LARABAR**  
COLUMBUS COLLEGE OF ART & DESIGN

Anita Hernandez, Designer, Illustrator





DIRECT MARKETING

**THIS IS ME**  
COLUMBUS COLLEGE  
OF ART & DESIGN

Emily Sirota, Designer, Curator



CAMPAIGN

**NIKE MATERIALS  
GUIDE**

COLUMBUS COLLEGE  
OF ART & DESIGN

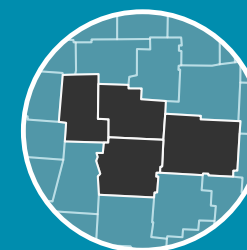
Taylor Scalzo, Designer  
Autumn Goodman, Photographer  
Thato Lehoko, Photographer, Typographer  
Denae Keizs, Videographer, Model  
Belissa Etienne, Model  
Alayna Hebert, Model  
Cameron Phillpotts, Model  
Ciera Phillpotts, Model  
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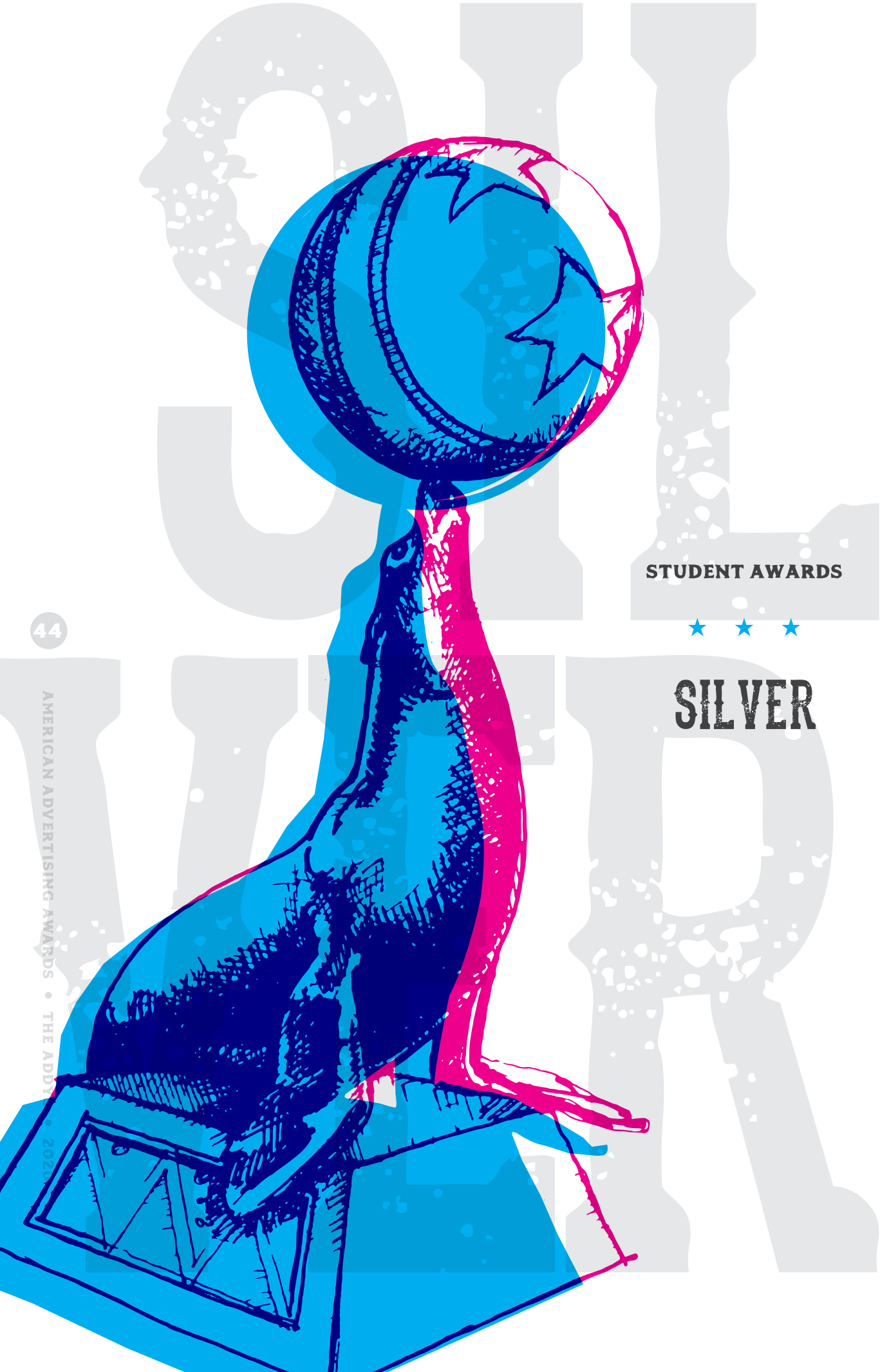


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STUDENT AWARDS



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Angela Sapp, Art Director, Photographer, Designer  
Shada Grant, Photographer  
Keely Stagg, Stylist  
Taylor Scalzo, Model  
Nina Wells, Model  
JoVaughn Salaam, Model  
Ryder Teach, Model  
Carson Mccullers, Model



ANIMATION OR SPECIAL EFFECTS

**CANTONESE AWARENESS INFOGRAPHIC**

COLUMBUS COLLEGE OF ART & DESIGN

Ka Sui Hsu, Design and Animation



DIGITAL CREATIVE TECHNOLOGY

**HERMES (FUTURE MOBILITY APP)**

COLUMBUS COLLEGE OF ART & DESIGN

Dae Hyun Baek, Designer



CONSUMER CAMPAIGN

**KIND CAMPAIGN**

COLUMBUS COLLEGE OF ART & DESIGN

Taylor Scalzo, Designer  
Angela Sapp, Photographer





CAMPAIGN

**STRENGTH IN SOIL**  
COLUMBUS COLLEGE  
OF ART & DESIGN

Emily Sirota, Designer, Product Developer,  
Art Director, Photographer  
Marissa Holt, Model



CAMPAIGN

**PERIOD.**  
COLUMBUS COLLEGE  
OF ART & DESIGN

Kylie Buss, Designer



SINGLE OCCURRENCE OR INSTALLATION

**PERIOD.**  
COLUMBUS COLLEGE  
OF ART & DESIGN

Kylie Buss, Designer



CAMPAIGN

**"SPOOF"**  
COLUMBUS COLLEGE  
OF ART & DESIGN

Dae Hyun Baek, Designer  
Jinwoo Seo, Augmented Reality Designer



CAMPAIGN

**CCAD PROMOTIONAL  
VIDEO**  
COLUMBUS COLLEGE  
OF ART & DESIGN

Dae Hyun Baek, Design and Videography



PRINTED ANNUAL REPORT OR BROCHURE

**KEEP OHIO  
BEAUTIFUL  
ANNUAL REPORT**  
COLUMBUS COLLEGE  
OF ART & DESIGN

Nolan Warren, Designer  
Emma Stephens, Designer  
Fredi Bockover, Designer & Illustrator  
Stephanie Wott, Designer  
Jesus Garcia, Designer



INTEGRATED BRAND IDENTITY CAMPAIGN - CAMPAIGN

**LAKESHORE ROLLER  
WORLD IDENTITY**  
COLUMBUS COLLEGE  
OF ART & DESIGN

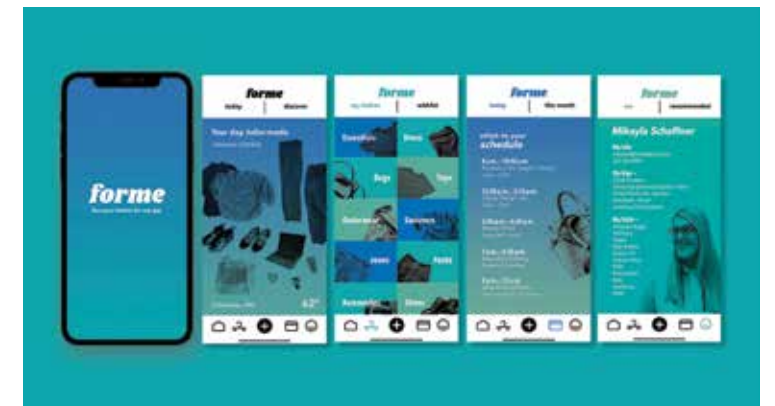
Taylor Scalzo, Designer  
Thato Lehoko, Photographer  
Denae Keizs, Videographer



INTEGRATED BRAND IDENTITY CAMPAIGN - CAMPAIGN

**FORME**  
COLUMBUS COLLEGE  
OF ART & DESIGN

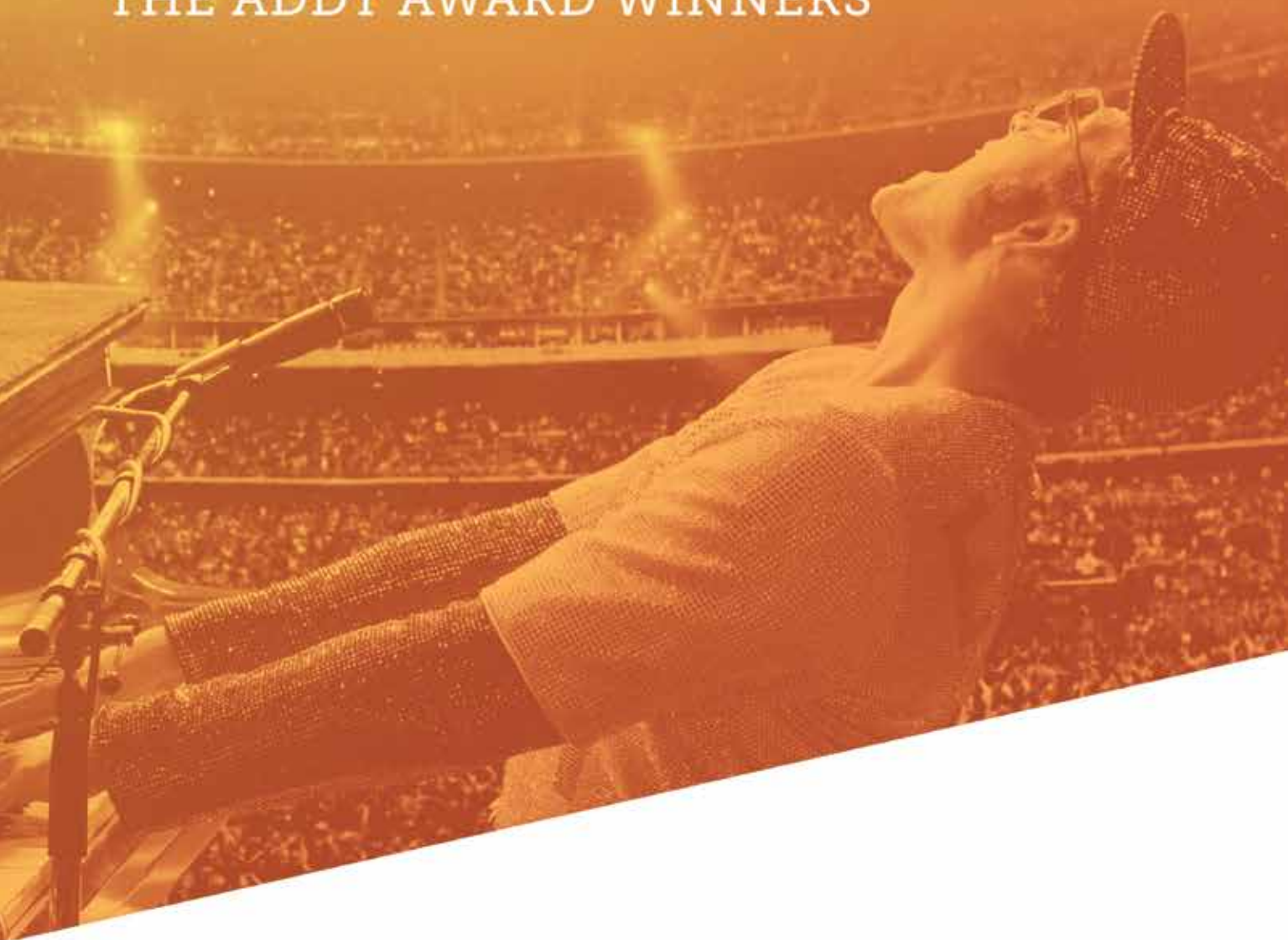
Alyssa Maul, Designer, Photographer,  
Copywriter





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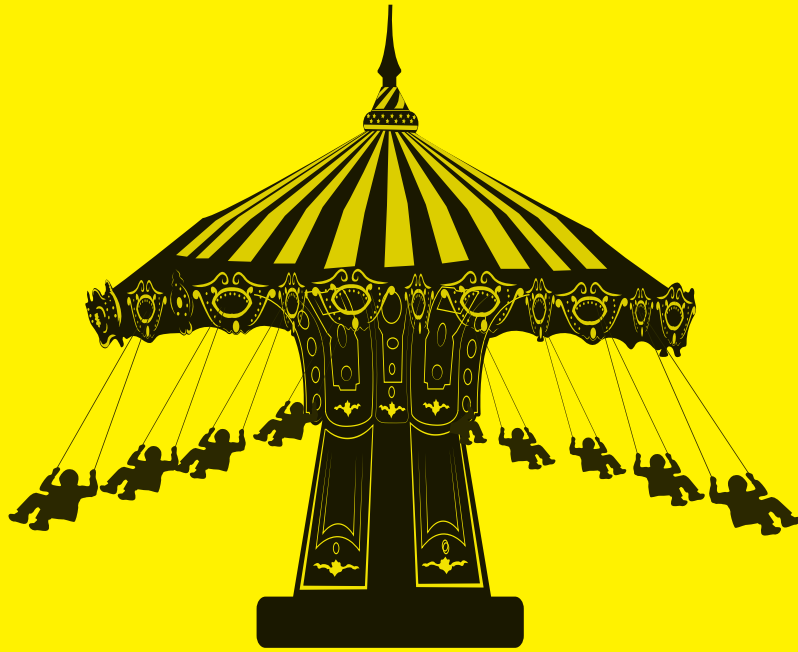
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