YOU GAVE A VOICE TO UNSPEAKABLE TRAGEDIES.

A WARRIOR’S HEART NEVER CHANGES EVEN IF HIS BODY DOES.
- JAVIER

A WOMAN IS NOT DEFINED BY THE LENGTH OF HER HAIR BUT BY THE STRUGGLES SHE OVERCOMES.
- MISTY

FIRE CAN TRANSFORM YOU INTO SOMETHING EVEN BETTER.
- SHILO

Thank you.

Everyone at The Moonlight Fund wants to congratulate all of those generous and talented people who brought our campaign to life. Tonight, you are the heroes.
It is my honor and privilege to congratulate everyone on this evening of celebration.

With over 40,000 entries across the country, the American Advertising Awards are the world’s largest and statistically the toughest advertising competition. The competition represents the true spirit of creative excellence by recognizing all forms of advertising and cultivates the highest creative standards in our industry.

The AAF continues to reflect its core values that help us sustain innovation, creativity, and inclusion. This keeps us on task and requires that we respect a diversity of opinion and people. Our innovative programs continue to fuel excellence in our essential services and brand programs. You are all a part of what we do and we are proud to count all of you as members of the American Advertising Federation.

Congratulations to the winners, and the incredible full roster of entrants, and thank you all for being a part of this celebration of the best in our industry.

Sincerely,

James Edmund Datri
President & CEO, American Advertising Federation

Greetings and congratulations to all of this year’s National ADDY winners!

Tonight’s accomplishment represents a great professional achievement. From 40,000 entries submitted in this year’s American Advertising Awards, just a few hundred professional and student entries can claim National ADDY honors. So enjoy your night. You deserve the recognition.

Each year, many people from AAF clubs across the US volunteer thousands of hours to make the American Advertising Awards a success. It also takes the work of hundreds of professional judges who donate their time and creative expertise to evaluate the many entries in the competition and select our winners. So for all this, we say thank you for your dedication and support.

Finally, thank you to all the members of the American Advertising Awards National Committee (N3AC). This group is comprised of veteran club, district and ADDY Award volunteers who work tirelessly to oversee, coordinate and improve each level of the competition.

2017 American Advertising Awards Committee:

Michele Massey (Vice-Chair)  Amy Imdieke  Sarah McCatherine
Greg Branch (Vice-Chair)  Heather Kelley  Joyce Mireault
David Campbell  Paul Lam  Wendy Payton
Marc Eisenberg  Mark Landon  Alta Stark
Kevin Fullerton  Lucas Lane  Colleen Stubbs
Lynnae Hornbarger  Joe Mayernick  Barry Wallace

Thank you to everyone who entered the American Advertising Awards this year.

Sincerely,

George Riddell
Chair, AAF National American Advertising Awards
In the film WAKING SLEEPING BEAUTY, about the revitalization of Disney Feature Animation in the 1990s, you can see footage of the animators at Disney Feature Animation at a time when the future of the studio was up in the air. Disney's feature cartoons weren't doing well -- and many of them, frankly, weren't that good -- and the corporate culture was toxic. But look at the faces in those cubicles and you will see two young men who would be fired by Disney before becoming immensely famous and powerful -- and returning to Disney.

What's interesting is how different their careers would be. One young man was John Lasseter, who would go on to help found Pixar (the subject of a recent BMD special issue!) and who today runs Disney Feature Animation. Lasseter went on to redefine family entertainment for decades. The other man was Tim Burton, and he would do the same… but in a very different way.

Young Tim Burton, ejected from the hallowed halls of Disney, went on to become our culture's preeminent outsider and weirdo, the man who defined a darker, less conventional form of family entertainment for the indoor kids, the goths and the oddballs. And just as Lasseter became a titan, so did Burton, directing smash hits, producing movies that have become cultural touchstones and becoming an adjective all in and of himself. You can say that something is “Burtonesque” and everybody will understand what you're saying.

This issue of BMD celebrates the filmmaker who has always stood outside while being undeniably one of the drivers and innovators of the system in which he never felt welcome. Few careers are as varied, unique and as filled with peaks and valleys as Tim Burton's. And we love him for it, just as we love him for making all the weirdos and outsiders feel like somebody finally understood them.

One more thing about this issue: the cover itself was drawn by Tim Burton, and we are proud to include original art from the man in these pages. This is art that has never been published before, and it's all in that perfect, scratchy, long-limbed Burton style. Just another aspect of the artist to appreciate.

LETTER FROM THE EDITOR
by DEVIN FARACI
Birth.Movies.Death. Editor-in-Chief | @devincf

Illustration by KELSEY SPENCER | chileconkelsey.com | @chileconkelsey
2017 WINNERS

Book Design
VML
Kashi Co.
The Plantable Book

Book Design
Havas New York
RB / d-CON
Daddy, Why is That Mouse Sleeping?

Card, Invitation or Announcement—Campaign
Dixon Schwabl
Monroe Community College Foundation
Gold Star Gala Campaign

Direct Mail Campaign
Esparza
Arbor Terrace
Lost Memories
Public Service Brochure/Sales Kit
The Buntin Group
Junior Achievement
Junior Achievement Lookbook

Public Service Direct Marketing & Specialty Advertising
WhiteSpace
Leadership Akron
Civic Solutions Lab Mailer

Magazine Advertising Campaign
BBDO New York
Mars Chocolate North America, Snickers
Hunger Issues

Magazine Advertising Campaign
Alma DDB
Kingsford, Clorox
Predators
2017 WINNERS

Judges’ Choice Award

Branded Content & Entertainment

**Havas New York**
RB / d-CON
Daddy, Why is That Mouse Sleeping?

Public Service Print Advertising

**BBDO New York**
American Red Cross
Reasons

Advertising Industry Self-Promotion

**Cohber**
Cohber
FUEL 17: FAIL

Guerrilla Marketing

**GSD&M**
Hilton Hotels and Resorts
Hilton Viewfinders
LET'S TAKE IT BACK A BIT

Davis going yard to kick off the series and silence naysayers. Red-hot Rijo retiring over 20 batters in a row. The Nasty Boys besting the Bash Brothers. Sweet Lou and his base-tossing tirades. Sabo’s glasses.

It was 1990. It was a helluva year.

And while that team will go down as one of the greatest in Queen City history, what still remains from that year, what’s never changed, is the never-ending passion, grit and grind of Cincinnati. After all, this was the town that invented hustle.

So today, on Opening Day, where anything is possible and everyone agrees, we hope for the future and pay homage to the past. Because right now, you never know what moments are being captured. What memories are being shaped. And what heroes are being groomed.

As for us? We’re just here to make sure no one ever forgets.

A conversation with PETE ROSE
Reds Hall of Fame Inductee |
Buy tickets now at tickets.cincinnati.com

GREATER CINCINNATI HIGH SCHOOL SPORTS AWARDS BANQUET
June 23, 2016 | Duke Energy Center | 6 P.M.
Presented by:
Sponsored by:
PRESENTED BY: BEACON ORTHOPAEDICS & SPORTS MEDICINE

You see a lot when you’re 175 years old. From covering William Henry Harrison’s presidency and the rise of P&G, to wars, new stadiums and the ups and downs of the Reds, The Enquirer has grown right along with the beloved city it covers.

And while the way you read the paper has changed, why you get the paper hasn’t—it’s been your pulse on everything Cincy since 1841. Whether it comes in print, web, tweets, pins or snaps, it’s clear this isn’t your grandpa’s grandpa’s grandpa’s newspaper anymore.

Though HOMAGE didn’t cover the first Red Stockings game in 1869, nor were we around when the stocking-less Reds went wire-to-wire, all that rich history is the very reason we set up shop in historic Over-the-Rhine. And as long as Cincinnati keeps making memories, we’ll be there to help capture them.

Guerrilla Marketing
Alma DDB
Sprint
The Last Emoji

Guerrilla Marketing—Campaign
HOMAGE
HOMAGE/Cincinnati Enquirer
Cincy Opening Day

Guerrilla Marketing—Campaign
Goodby Silverstein & Partners
Doritos
No Choice

Event
Barkley
They Hershey Company
TAKE5 SXSW Swag Exchange
Each year The Museum of Transportation hosts the largest event of its annual calendar—The Chevy Show. Devoted entirely to the Chevrolet brand, the show welcomes enthusiasts from the region to showcase vehicles that span the brand’s 100-plus year history. And car heads eat it up.

To promote the show, we created a poster series using three very distinct Chevy models—a 1938 Chevy Master, a 1957 Bel Air and a 1969 Camaro Z/28. Showcasing classics from the early days, through the Fifties and into the muscle car era meant every enthusiast had something to love. And scrutinize.

We knew the work had to be spot on because of that. So we focused on details they would know—the ’38 engine, the ’57 fins, the ’69 racing stripes—and made sure we got them all right.

When it came to color, we tracked down the original factory paint swatch books, chose iconic colors specific to the year and models of our cars, and matched the inks exactly. Spruce Green for the ’38, Larkspur Blue for the ’57 and Competition Orange for the ’69.

Finally, to draw attention to the series, and a crowd to the event, we silk-screened each poster on vinyl chrome—a salute to the one thing designers at Chevy have used for years to draw the eye to its gorgeous, clean lines.
Poster—Campaign
Anson-Stoner
FLVS
“Test Prep” Campaign

Poster—Campaign
Landor
Hamilton County Heroin Coalition
Inject Hope Posters

Public Service—Out-Of-Home
Goodby Silverstein & Partners
Tipping Point Community
Poverty Line Prices

Consumer Website
GSD&M
United States Air Force
Airforce.com
2017 WINNERS

Microsite
Goodby Silverstein & Partners
Adobe
Make a Masterpiece

Social Media—Single Execution
Alma DDB
Netflix
Narcos Episode Leak

Social Media—Campaign
BBDO New York
Lowe’s
Social Innovation Campaign

Best of Show
Social Media—Campaign
Alma DDB
Netflix
Narcos Spanish Lessons
Social Media—Campaign
*Goodby Silverstein & Partners*
Cheetos
Cheetos Museum

Mobile App
*GSD&M*
United States Air Force
Air Force Special Operations

Banner Ad
*BBDO New York*
Bacardi, Bombay Sapphire
Artifier

Campaign
*Alma DDB*
Netflix
Narcos Spanish Lessons
2017 WINNERS

Online/Interactive Branded Content & Entertainment

Alma DDB
Netflix
Narcos Spanish Lessons

Goodby Silverstein & Partners
Doritos
Multi-Screen Music Video

Local Radio Commercial Campaign

Fitzgerald & Co
Quikrete
Long Story Short

Regional/National Radio Commercial :60 Seconds or More

Havas New York
Heineken, Dos Equis
Adios Amigo
Mosaic ADDY® Award

Regional/National Television Commercial
GMMB
Hillary For America
“Mirrors”

Mosaic ADDY® Award

Regional/National Television Commercial Campaign
Venables Bell + Partners
Hillary Rodham Clinton
“Captain Khan” and “Bully”

Internet Commercial Campaign
Alma DDB
Netflix
Narcos Spanish Lessons

Film/Video/Sound Branded Content, More Than :60 Seconds
Venables Bell + Partners
Audi of America
Desolation and Airbnb
2017 WINNERS

Branded Content & Entertainment—Campaign

Alma DDB
Netflix
Narcos Spanish Lessons

Public Service Online Film, Video & Sound

BBDO New York
Sandy Hook Promise
Evan

Public Service Non-Broadcast Audio/Visual

Costa Communications Group
Goodwill Industries of Central Florida, Inc.
Goodwill: A Soldier’s Story

Public Service Non-Broadcast Audio/Visual

Solon Quinn Studios
Vera House
“To Be A Man”
Integrated Advertising Campaign, Regional/National—Consumer

**Barkley**
Russell Athletic
Settle Your Score

Integrated Advertising Campaign, Regional/National—Consumer

**Energy BBDO**
Wrigley, a Subsidiary of Mars, Inc., Extra
“Give Extra, Get Extra”

Integrated Advertising Campaign, Regional/National—Consumer

**Havas New York**
Heineken, Dos Equis
Adios Amigo

Integrated Advertising Campaign, Regional/National—Consumer

**Carmichael Lynch**
Subaru of America and REI
#MakeADogsBlackFriday
Integrated Advertising Campaign, Regional/National—Consumer

Goodby Silverstein & Partners
Cheetos
Cheetos Museum

Integrated Brand Identity—Campaign

Barkley
Kansas City Design Week
KC Design Week Identity Campaign

Integrated Branded Content—Campaign

GSD&M
United States Air Force
Air Force Special Operations

Integrated Branded Content—Campaign

GREY San Francisco
Norton by Symantec
Most Dangerous Town on the Internet
Online/Interactive Campaign
**BBDO New York**
Lowe’s
Social Innovation Campaign

Integrated Media Public Service—Campaign
**VML**
MLB Urban Youth Academy
Relay the Way

Integrated Media Public Service—Campaign
**Wunderman Seattle**
Mountain Safety Research
Community Chlorine Maker

Judges’ Choice Award
Integrated Media Public Service—Campaign
**Goodby Silverstein & Partners**
The Hunting Ground c/o Chain Camera Pictures
Unacceptable Acceptance Letters
2017 WINNERS

Integrated Media Public Service—Campaign
Goodby Silverstein & Partners
Tipping Point Community
Poverty Line Prices

Copywriting
VML
NAPA Auto Parts
Old Car

Copywriting
GSD&M
Avocados From Mexico
Bounty of Earth

Copywriting
INNOCEAN USA
Finish Line
Fresh Battle
AMERICAN ADVERTISING AWARDS

Copywriting

INNOCEAN USA
Organic Doggie Treats
Unsullied

Logo Design

Whiskey Design
GivePet
GivePet Identity

Illustration—Series

Arnold Worldwide
Progressive
Progressive Print Campaign

Photography, Color

Hana Hou! The Magazine of Hawaiian Airlines
Hana Hou!
Hokule'a in South Africa
2017 WINNERS

Photography Campaign
Swanson Russell
Humminbird
Humminbird Brand Photography

Cinematography
BBDO New York
Bacardi, Grey Goose
La Pursuit

Cinematography
J. Walter Thompson Atlanta
Pennzoil
JOYRIDE Tundra

Cinematography
World Famous
Odesza
It’s Only (feat. Zyra)
Video Editing

**J. Walter Thompson Atlanta**
Pennzoil
JOYRIDE Tundra

Video Editing

**Colle+McVoy**
Land O’Lakes
Sharing Goodness

Sound Design

**J. Walter Thompson Atlanta**
Pennzoil
JOYRIDE Circuit

Sound Design

**J. Walter Thompson Atlanta**
Pennzoil
JOYRIDE Tundra
2017 WINNERS

Sound Design
WWMD? Productions
2016 Ohina Short Film Showcase

Data Driven Media
VML
Tennessee Department of Tourist Development
Vacation Matchmaker

Innovative Use of Interactive/Technology
VML
Gatorade
Amplify

Innovative Use of Interactive/Technology
Alma DDB
Netflix
Narcos Episode Leak
Innovative Use of Interactive/Technology

**BBDO New York**

Lowe’s

Social Innovation Campaign
Thank you for doing your part to put an end to mediocrity.

Congratulations to the 2017 Winners!
AmericanAdvertisingAwards.com
STUDENT GOLD ADDY®

Judges' Choice Award

Packaging

Monique Ortman
University of Central Oklahoma
Got Your Goat!

Point of Purchase

Elizabeth Carlyle
Spokane Falls Community College
Nourish Interactive Packaging

Special Event Materials

Lauren Sanders
Miami Ad School
The Garamond Autopsy Report

Magazine Design

Terry Whitmore
University of Central Oklahoma
Don’t Drop The Soap Zine
Book Design
Laura Meekhof
Kendall College of Art and Design
*ABC Book of Designer’s Confessions*

Magazine Advertising—Campaign
Dan Hawes & Matthew Pitcher
Portfolio Studio San Diego
*Sea to Summit, Mine’s Smaller*

Newspaper Advertising—Campaign
Bridget Guckin & Tyler Holley
The Robertson School of Media and Culture at VCU
*Mccormick’s Flavor You Can Feel*

Newspaper Advertising—Campaign
Yu Ji Yang & Dayoung Hwang
School of Visual Arts
*Venmo Split Bills*
Newspaper Advertising—Single

**Cooper Weinstein**
Texas A&M Commerce
Hotter ‘N Hell 100

Newspaper Advertising—Single

**Dallas Ford**
Cincinnati State Technical & Community College
Skateboarding Infographic

Newspaper Advertising—Single

**Dominic Grijalva**
California State University, Fresno
Mr. Burns, A Post-Electric Play

Outdoor Board (Flat or 3D)

**Isabel Taborga**
Savannah College of Art & Design
Just For Men, Time For A Change
2017 WINNERS

Mass Transit (Interior or Exterior)
Kazunori Shiina & Chandani Karnik
Miami Ad School
Step in Inequality

Mass Transit (Interior or Exterior)
Victoria David
Miami Ad School
Mobile Library

Guerilla Marketing, Installations and Events
Hannah Pinkie
Liberty University
Collect 200 | A Museum Exhibition

Website (Desktop or Mobile)
BYU AdLab
Brigham Young University
Project GramGram
Social Media—Single Execution

**Joao Magalhaes**
Miami Ad School
Disappearing for the Missing

Digital Publications

**Caroline Staniski & Marissa Volk**
The University of Florida
The Fridge Brand Guidelines

Website

**BYU AdLab**
Brigham Young University
Project GramGram

*Student Best of Show*

Television Advertising—Single

**BYU AdLab**
Brigham Young University
Vespa, Ride to Fly
2017
WINNERS

Judges’ Choice Award
Television Advertising—Campaign
BYU AdLab
Brigham Young University
Swedish Fish, What’s Your Flavor?

Integrated Brand Identity—Campaign
Farrah Mills
The College of Saint Rose
Backwood Brews

Integrated Brand Identity—Campaign
Lauren Cutler
Michigan State University
Lumberjane

Logo Design
Chelsea Caceres
The Art Institute of Las Vegas
Knitja
Illustration—Campaign

Shawna Hession
Radford University Graphic Design
Don’t Let Them Fade Away

Illustration—Campaign

Sarah Pinc
University of Central Oklahoma
I Think I Subtly Hate Myself

Cinematography

BYU AdLab
Brigham Young University
Fast Signs, Burger Guy

Animation or Special Effects

BYU AdLab
Brigham Young University
Vespa, Ride to Fly
Digital Creative Technology

Callie Whiteman
Columbus College of Art & Design
A Plant’s Eye View
SILVER ADDY

Sales Kit
Paradise Advertising & Marketing, Inc.
Space Florida
We Are Go-Vacationauts PR Lunch Box

Sales Kit
Brand Tango
Grupo Questro–Ritz-Carlton Reserve Residences
Ritz-Carlton Residences Sales Kit

Menu
Eat.Drink.Sleep.
Decoy Dockside Dining
Decoy Dockside Dining Menu Suite

Packaging
Backstage Design Studio
Reckless Kelly
“Sunset Motel” Reckless Kelly Vinyl

Packaging
Backstage Design Studio
Reckless Kelly
“Sunset Motel” Reckless Kelly CD

Packaging
MadTree Brewing Company
MadTree Brewing Company
Identity Crisis Can Design

Packaging Campaign
Odie and Partners
Here’s The Rub
Here’s The Rub

Point of Purchase—Free Standing
Proof Advertising
Stubbs Bar-B-Q
Vending Machine

Point of Purchase—Free Standing
Colle+McVoy
Cub Cadet
Steel Press Release

Stationary Package
paperreka
12 Muskeeteers
Letterpress Calendar

Printed Annual Report
Nesnadny + Schwartz
The Progressive Corporation
2015 Annual Report

Brochure Campaign
PIL Creative Group
Casa de Campo
Casa de Campo

Editorial Spread or Feature—Series
Smith Brothers Agency
The Art Institutes
Ai Quarterly Newsletter Covers

Magazine Design
University of Central Florida
UCF Marketing
Pegasus Summer 2016

Magazine Design
Adjective & Co.
Whalebone Magazine
Whalebone Magazine Water Issue

Magazine Design
Traina Design
UC San Diego Health
Discoveries Magazine

Magazine Design
Redhead Design Studio
Michigan State University College of Agriculture and Natural Resources
In the Field Magazine

Magazine Design
Nella Media Group
MacNaughton Group & Kobayashi Group
PALM

Book Design
Tacoma Rainiers
Tacoma Rainiers
R House is Your House

Book Design
INNOCEAN USA
INNOCEAN USA
2016 Hyundai Super Bowl

Card, Invitation or Announcement
GS&F
Holler & Dash
Grand Opening Invite

Card, Invitation or Announcement—Campaign
Ringling College of Art and Design
Ringling College Office of Advancement
Evening at the Avant Garde

Card, Invitation or Announcement—Campaign
GS&F
The Land Trust for Tennessee
Jeanie Nelson Celebration Invite

Direct Mail 3-D/Mixed
flourish
Vitamix Corporation
Brand Promotion Box

Direct Mail 3-D/Mixed
Cayenne Creative
Altec Industries Inc.
Buster
Public Service Brand Elements
ACA Digital
Moonlight Fund
A Warriors Heart

Public Service Brand Elements
ACA Digital
Moonlight Fund
Poster Campaign

Advertising Industry Self-Promotion
Brand Elements
Pinkerton Design
CockrellInnovation
Think Outside the Margins

Advertising Industry Self-Promotion
Direct Marketing & Specialty Items
Wall-to-Wall Studios
Wall-to-Wall Studios
2016 Occasional Cards

Advertising Industry Self-Promotion
Direct Marketing & Specialty Items
INNOCEAN USA
INNOCEAN USA
2016 Hyundai Super Bowl

Advertising Industry Self-Promotion
Cards, Invitations or Announcements
Barkley
Society of Analog Endeavors
Totems

Newspaper Advertising—Full Page
BooneOakley
Writers for a Progressive North Carolina
HB2 U, Pat

Newspaper Advertising—Full Page
Havas New York
RB / K-Y
Snabbit

Newspaper Advertising Campaign
The Johnson Group
Mountain Top Toys
Campaign

Newspaper Advertising Campaign
Fitzgerald & Co
Quikrete
Shadows

Public Service Print Advertising
Republica
Amigos For Kids
Devil

Public Service Print Advertising
Republica
Amigos For Kids
Wolf

Public Service Print Advertising
Leo Burnett Chicago
Donate Life America
Names

Public Service Print Advertising
Republica
Amigos For Kids
No Fear

Advertising Industry Self-Promotion
Print Advertising
Dixon Schwabl
Dixon Schwabl
Incite Magazine

Out-Of-Home Installation
HMH Agency
Palmetto Bluff
Savannah Airport Takeover

Out-Of-Home Installation
Real Art
Krush Technologies, Inc
2016 CES Booth

Out-Of-Home Multiple Installations
Publicis Seattle
Visit Seattle
Little Free Libraries

Out-Of-Home Multiple Installations
Struck
Nickelodeon
Art Exhibit

Out-Of-Home Multiple Installations
Wier / Stewart
Unisys
Murals

Event
Latitude
Adidas
Art Basel

Poster
Rodgers Townsend
The Black Rep St. Louis
Miss Julie

Poster
Anson-Stoner
FLVS
“Remember” Poster

Poster
The Johnson Group
Mountain Top Toys
Poster
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Online/Interactive Branded Content & Entertainment
Venables Bell + Partners
Audi of America
Desolation and Airbnb

Public Service Online/Interactive
MARCA Miami
Florida Coalition Against Human Trafficking
Models Wanted

Public Service Online/Interactive—Campaign
Push.
Brian Burnham
Keep Dancing Orlando

Public Service Online/Interactive—Campaign
Publicis
Doctors of the World
I'm Moving To Canada

Regional/National Radio Commercial—Campaign
Alma DDB.
The Clorox Company
Thanks for Nothing

Regional/National Radio Commercial—Campaign
Alma DDB.
The Clorox Company
Liquid Plumr Clog Free Pipes II

Local Television Commercial :30 Seconds
BBDO New York
Yahoo
Crush

Local Television Commercial :60 Seconds or More
Rodgers Townsend
The Magic House, St. Louis Children's Museum
Magic House TV

Regional/National Television Commercial
GSD&M
Southwest Airlines
Password

Regional/National Television Commercial
BBDO New York
Mars Chocolate North America, Snickers
Marilyn

Regional/National Television Commercial
BBDO New York
Visa
Swim
Mosaic ADDY® Award

Regional/National Television Commercial
GSD&M
Avocados From Mexico
Bounty of Earth

Regional/National Television Commercial
INNOCEAN USA
Hyundai Motor America
First Date

Regional/National Television Commercial
Carmichael Lynch
Subaru of America
I'm Sorry

Regional/National Television Commercial
Venables Bell + Partners
Audi of America
Commander

Regional/National Television Commercial—Campaign
GSD&M
Southwest Airlines
Wanna Get Away TV Campaign

Regional/National Television Commercial—Campaign
INNOCEAN USA
Hyundai Motor America
We Don’t Judge

Internet Commercial
Energy BBDO
Off The Street Club
The Toughest Letter

Internet Commercial
Nobox
Netflix
Narcos, Paquita Sings to Pablo

Internet Commercial
Arnold Worldwide
Progressive
Parentamorphosis

Internet Commercial
Arnold Worldwide
PUR
The Water Bar

Internet Commercial
Venables Bell + Partners
Audi of America
Duel

Internet Commercial Campaign
VML
NAPA Auto Parts
Old Car

Internet Commercial Campaign
BBDO New York
Yahoo
Win at Football
Integrated Advertising Campaign—Regional/National, Consumer
**Erwin Penland**
Denny's
Denny's New Pancakes

Integrated Advertising Campaign—Regional/National, Consumer
**OLSON**
Bissell
Pet Happens: Puppy Bowl 2016

Integrated Advertising Campaign—Regional/National, Consumer
**Arnold Worldwide & Havas New York**
Hershey's
Hello From Home

Integrated Advertising Campaign—Regional/National, Consumer
**Goodby Silverstein & Partners**
Doritos
Doritos No Choice

Integrated Brand Identity—Campaign
**DCA**
Loflin Yard
Integrated Campaign

Integrated Brand Identity—Campaign
**Wall-to-Wall Studios**
The Surfjack Hotel and Swim Club
Integrated Brand Campaign

Integrated Branded Content—Campaign
**WALO**
Jarritos
The Journey

Integrated Branded Content—Campaign
**Whiskey Design**
Boulevardia
Boulevardia 2016

Integrated Branded Content—Campaign
**Barkley**
The Hershey Company
TAKE5 Remix Campaign

Online/Interactive—Campaign
**Humanaut**
Organic Valley
Real Morning Report

Advertising Industry Self-Promotion
Integrated Campaign
**Archer Malmo**
Archer Malmo
Tortilla Bendita

Copywriting
**Lopez Negrete Communications**
FCA US LLC
Boss

Copywriting
**Roundhouse Creative**
Positive Coaching Alliance Tampa Bay
Keep Kids In The Game

Copywriting
**WALO**
Jarritos
The Journey

Copywriting
**Push.**
Wright State University
*“Pioneers of Potential” TV*

Copywriting
**Havas New York**
Heineken, Dos Equis
Adios Amigo

Logo Design
**Stevenson University School of Design**
Stevenson University School of Design
United States Forum Logo

Logo Design
**Esparza**
Dialogue Brewing
Dialogue Brewing

Illustration
**Bob Case Illustration**
Bob Case Illustration | Stewart West Design
Moirai Cards, King of Hearts
Illustration
Bob Case Illustration
Bob Case Illustration | Stewart West Design
Moirai Cards, Jack of Hearts

Illustration
Stan Can Design
Stan Can Design™
Small and Awesome—Hummingbird

Illustration
Stan Can Design
Stan Can Design
Small and Awesome, Hedgehog

Illustration
Archer Malmo
Archer Malmo
Baby Shower Invitation

Illustration Series
Rodgers Townsend
The Black Rep
Poster Campaign

Illustration Series
The Adcom Group
The Ridge Tool Company ("RIDGID")
2017 Calendar Illustrations

Illustration Series
Bob Case Illustration
Bob Case Illustration | Stewart West Design
Moirai Playing Cards

Illustration Series
Moses Inc
Valley Metro
Clean Air Campaign

Photography, Color
AgAmerica Lending
AgAmerica
Florida Cattle Ranchers at Daylight

Photography, Color
Steven Meckler Photographer
Edible Baja Magazine
School Lunch Trays

Photography, Color
Gennara Photography
MSU College Of Agriculture & Natural Resources
Well Pollinated

Photography, Digitally Enhanced
Red Deluxe Brand Development
Memphis Grizzlies
Photo Illustration, Mike

Photography Campaign
Wedig & Laxton Photography
Wedig & Laxton Photography
The Menagerie

Photography Campaign
Keith Berr Productions, Inc.
Keith Berr Productions, Inc.
Bonneville: The Love of Steel & Salt

Photography Campaign
Arnold Worldwide
Progressive
Throne Campaign

Art Direction
3 Advertising
Sackwear.com
Doing Nothing, Lost, Zip Code

Art Direction
Anthology Marketing Group
HEMIC
No Worries Campaign

Cinematography
ALDI
The Amazing Christmas Carrot

Cinematography
BBDO New York
Sandy Hook Promise
Evan

Music
BBDO New York
Bacardi, Grey Goose
Lumiere

Music
BicMedia
Smithsonian National Museum of African American History and Culture
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<td>Amber Sidner</td>
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2017 WINNERS

**Poster—Campaign**

**Oscar Gierup & Jacob Altman**
Miami Ad School/San Francisco
Shot By

**Ambient Media, Installations & Events**

**Ryan Lewis & Hayley Barry**
Savannah College of Art & Design
Smart Water, Hydraband

**Website (Desktop or Mobile)**

**Vladimir Guskin**
San Diego Portfolio Studio
Buena Vista Social Club

**Social Media**

**Tori Curtis & Marco Russo**
Miami Ad School New York
TOMS Pandemik

**App (Mobile or Web-Based)**

**Diana Friedman, Amanda Kim & Thomas Nguyen**
Miami Ad School San Francisco
JOT: A Space That Sparks

**Television Advertising**

**BYU AdLab**
Brigham Young University
Fast Signs, Burger Guy

**Consumer Campaign**

**James Scott**
Pensacola Christian College
Arrow Outdoor Adventures

**Integrated Brand Identity Campaign**

**Allie Pakrosnis**
University of Miami
Laki

**Integrated Brand Identity Campaign**

**Matthew Eason**
Middle Tennessee State University, Dept. of Art
Hop Tamale’s

**Integrated Brand Identity Campaign**

**William Leighton**
Montana State University
Modifi Ski Company

**Integrated Brand Identity Campaign**

**Jenny Truong**
Academy of Art University, School of Advertising
Super Duper Burgers

**Copywriting**

**Savannah Benavides**
Michigan State University
Ugly Stik

**Logo Design**

**Norrie Syme**
Montana State University
FreshGrass

**Illustration—Single**

**Lisa Nguyen**
University of Alabama at Birmingham
Where It Hurts

**Illustration—Single**

**Matthew Booker**
Nashville State Community College
Type Portrait

**Illustration—Campaign**

**Liz Scott**
Creative Center
Chance the Rapper

**Illustration—Campaign**

**Anna McAbee**
Anderson University
Imagination Series

**Illustration—Campaign**

**Alissa Masutani**
KCC
Ocean Friends

**Still Photography**

**Bryanna McMillen**
Central Lakes College
Reclaimed By Mother Nature

**Animation or Special Effects**

**Mystie Do**
Texas Tech University
Graphic Design Promotional

**Animation or Special Effects**

**BYU AdLab**
Brigham Young University
Adobe, Let The Crazy Out

**Animation or Special Effects**

**Boram Kim**
Ringling College of Art and Design
@iamsellicat

**Animation or Special Effects**

**Coleen Lochabay**
Kapiolani Community College
National Parks Service Short Ad

**Digital Creative Technology**

**Shane Matula**
Job Propulsion Lab
Lego Playbox Station

**Digital Creative Technology**

**Esteban Cardona Jimenez, Benson Rong & Andrew Kim**
Art Center College of Design
Lego Recycle
About the American Advertising Awards

The American Advertising Awards is the advertising industry’s largest and most representative competition, attracting over 40,000 entries every year in local AAF Club competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local Ad Club phase is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards—recognition as the very best in their markets. At the second tier, 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 your local Ad Club competition is the first step toward winning a national ADDY.

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

Selection of the most creative entry in each category is affected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry. A GOLD ADDY is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the category. Entries that are also considered outstanding and worthy of recognition receive a SILVER ADDY. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

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National Judges

Lauren Amsterdam
Co-Owner, Executive Creative Director
Amsterland

Ryan Beals
Brand Creative
The Richards Group

Amy Boe
Group Creative Director
Possible Agency

Derek Clark
SVP, Executive Creative Director
VML

Tom Cocke
SVP, Group Creative Partner,
The Buntin Group

Ian Cohen
Executive Creative Director
Wexley School for Girls

Kevin Drew Davis
Chief Creative Officer
Chicago and Canada
Blast Radius

José Eslinger
Associate Creative Director

Karen Goodman
Content Director
Under Armour

Nina Orezzoli
Group Creative Director, Olson

Suosdey Penn
Creative Director
Chemistry Club

Lee Remias
Group Creative Director,
mcgarrybowen

Khari Streeter
SVP, Creative Director–Art
Boston Hill Holiday

Chris Wooster
EVP, Group Creative Director
T-3

Student Judges

Will Gordon
Associate Creative Director, Edelman

Woody Hinkle
Partner, Nasuti & Hinkle Creative Thinking

Jim Lansbury
Founder, Creative Director at RP3 Agency

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It’s been a tough climb, but you’ve made it to the top.

Congrats to all of the 2017 National ADDY Award Winners!
BONNEVILLE
A SACRED PLACE
STOP THE DEATH OF A NATIONAL MONUMENT

JOIN KEITH BERR AND HELP
SAVE THE SALT
WWW.KEITHBERR.COM