

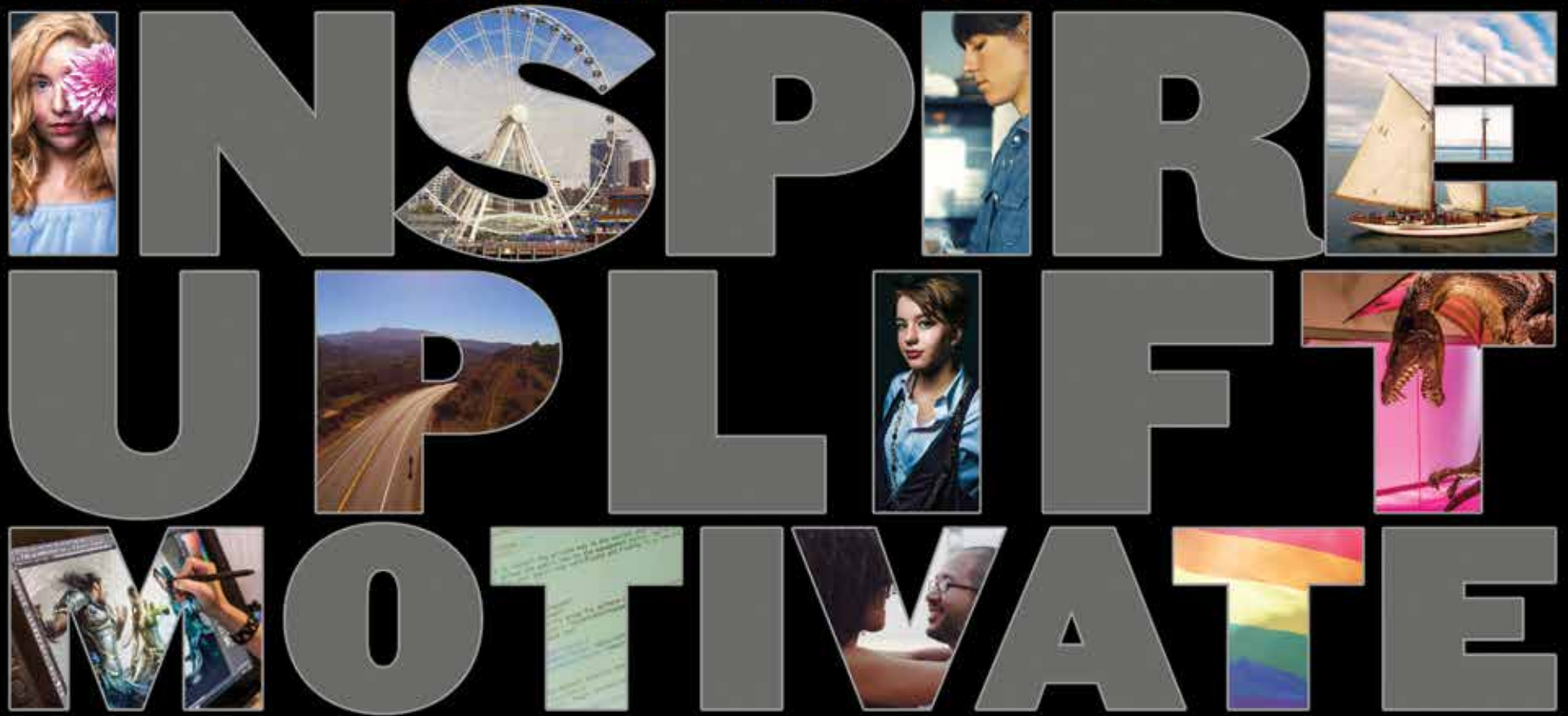
AMERICAN ADVERTISING AWARDS SEATTLE

CYNTHIA: THANKS FOR BEING AN ELEMENTAL FORCE IN OUR LIVES.

Rick, Tom, Mary, Mike, Hillary and the entire Hydrogen team



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WE'RE DIGITAL LOCAVORES

Our agents are local. Intentionally. So they connect you with the best digital talent in your area before you even call us (kidding, but we're really fast).

WE'RE HUMAN

Job boards are impersonal. We aren't. Which is why we give you lots of ways to connect with our real human agents—even live chat (how human is that?!)

WE KNOW PEOPLE

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A MESSAGE FROM AAF SEATTLE

HELLO, YOU BEAUTIFUL PEOPLE!



I love the American Advertising Awards. I love everything about the process, from the call for entries, to sorting the entries and poring over them one by one, to judging day, gallery night, and the culmination of six months of hard work: tonight, the awards show. I love seeing all of the amazing work our advertising friends develop each year and am continually impressed by the creativity and ingenuity of our community. And most of all, I love seeing our advertising community come together for this night each year to celebrate yourselves and your accomplishments. It is truly an honor to be a part of this.

I want to congratulate all of our ADDY-winning agencies and clients for the amazing work you created in 2016. Thank you for entering this competition and I look forward to watching as your work progresses up to the next levels. The next stop for your work is our District Competition where you will compete against work from the other clubs in District 11. District winners are then able to advance to the National judging round of the American

Advertising Awards. Winners will be announced Saturday, June 10th at the ADMERICA Conference in New Orleans. The National Awards Show is an amazing event each year and I hope to see you all there!

I stepped down as ADDY Director this year and stepped up to become President of AAF Seattle. I was not as intimately involved in the awards process this year; instead, two wonderful and talented women took over. Kyra Martin and Emily Kennedy, with the help of their amazing committee, have put together an amazing competition and show this year. The Society theme has been one of mystery and intrigue and it's been fun to watch it unfold this season. I hope you enjoy what they've put together for you tonight!

AAF Seattle has been such an important part of my life and career, and I hope that all of you find as much value in this organization as I have. You are the heart and soul of our club, and all of the work our board members, committees and volunteers do is

for you. We are always looking for more talented people to help with our initiatives - please reach out to me if you are interested in joining our ranks.

Finally, many thanks to my incredible Board of Directors for your continued dedication and hard work. I am proud and honored to lead this club.

Cheers,
Audrey McKasy
President, AAF Seattle

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Garrigan Lyman Group
Hotel Max
KNR Couriers
Blue Danube Productions
Tagboard
Dave White, Voice Actor
Lyn McManus, Voice Actress



DISTILLERY



Dave WHITE
Lyn McManus

2017 ADDY COMMITTEE

A NOTE FROM THE AWARDS DIRECTORS

Every Tuesday since September, our committee has been meeting in a tireless effort to make sure this year's American Advertising Awards gala goes off without a hitch. Without the support, creative prowess and general awesomeness of these amazing individuals, we would be nowhere. We can safely say, it was an AMAZING show!!

Without our committee and support from our Board of Directors, this crazy first year as Co-Directors would have

been dreadful. We are thankful, beyond words, for everything that you did and continue to do.

Furthermore, without the support of the Seattle ad community, none of this would be possible. Thank you to Mary Knight from Hydrogen who, year after year, finds and convinces the most incredible creative minds from around the country to come here to judge the work submitted to the competition. Thank you to Linda Hunt and Larry Asher from School of Visual Concepts who

house the hundreds of submitted entries in Linda's office for weeks, host the judging event and provide computers for everyone to view the work at the show.

A special thank you to our judges: Larry Olson, Paul Roberts, Brent Singer, Ecole Weinstein and Mark Sarosi. We appreciate the thoughtfulness and time you dedicated to our competition this year.

Thank you to our print sponsor, DCG ONE, for these incredible books. Thank you to Arc Media for producing fantastic

videos for the awards show every year. Thank you to Blue Danube for all our A/V and decor needs. Thank you to all our volunteers for dedicating your spare time and enthusiasm to our events. And thank you to all our other sponsors for generously donating your time, money and services.

Finally, thank YOU, the Seattle creative community, for sharing your best work and entering it in this year's show, and to everyone who came out to the party! ■

2017 COMMITTEE MEMBERS

Emily Kennedy
POSSIBLE

Kyra Martin
CDK Global

Michael Harring
GCH

Butch Smith
Freelance

Jon Aiken
HackerAgency

Saedi Hitner
Tether

Isaac LeFever
GCH

Kat Martitsch
POSSIBLE

Jordan McGrath
POSSIBLE

Claire Nellesen
Garrigan Lyman Group

Lauren Tree
POSSIBLE

Laura Ward
Williams Helde

COMMITTEE SHOUT OUTS

ALY & ALL THE GLG SNACKS (X3) • HARRY POTTER HOUSE SORTING • DUDLEY GUEST STARS • SHARED GOOGLE DOCS (X3) • OUR COLLECTIVE WEIRDNESS • YOUTUBE VIDEOS OF PUPPIES IN COSTUMES • A COMMITTEE THAT'S COOL WITH BEING SORTED INTO HOGWARTS HOUSES • A RELENTLESS, HARDWORKING, FUN COMMITTEE! WE COULDN'T DO ANYTHING WITHOUT YOU! • COFFEE BY THE GALLON • KYRA'S PERSONAL NETWORK OF PEOPLE WHO KNOW PEOPLE • MY ULTRA-SUPPORTIVE SOUL MATE MOOSE • GIN • ROAD BIKES • TACOS • KITTIES • WINE. OBVIOUSLY • EMILY AND HER BINDERS • A COMMITTED COMMITTEE WHO MADE THIS WHOLE THING POSSIBLE! • NOT HAVING TO TAKE HEADSHOTS AT JUDGING WEEKEND • BURRITOS MAKING SANDCASTLES • PROPER PARENTHETICAL PUNCTUATION • JUSTIPHILOSIPHIZING • SOUL NIGHT DANCE MOVES • DANK CHEESE PLATTERS • COPY SQUAD: SAETREE • SUNDAYS WITH MIKE • C-L-TOTHAMUTHAFUCKIN-A-I-R-E • JORDAN & ISAAC: CRUSHING IT DOWN • E&K: PUTTING IN THE HOURS • FREE SATURDAYS • HARDWORKING TEAMMATES • ANIMAL VIDEOS • GOODNESS • SUNSHINE • THE SOCIETY • VISION • LAST MINUTE SUCCESS • INSPIRING CREATIVES • MULESKINNER REUNIONS • BLUES AWAY WHISKEY • WALKING PODCASTS • K10 EVENINGS

THE JUDGES



The judges hath judged. The votes hath been cast. Your creative fate was thus determined.

On a cold weekend in February, creative dignitaries from across the nation traveled to our great city via winged aluminum vessels, joining together to witness your ingenuity and acknowledge your accomplishments.

A special thank you to all who submitted entries and those who made Judging Weekend possible.





BEST OF SHOW

REGIONAL / NATIONAL TV COMMERCIAL:
SINGLE SPOT – UP TO 2:00

AWARD Gold ADDY® Award

ENTRANT Wexley School for Girls

CLIENT Pocket Gems

TITLE Dragon Days

CREDITS

Ian Cohen
Executive Creative Director

Cal McAllister
Executive Creative Director

Evan Bross
Art Director

Teddy Solberg
Copywriter

Gabe Hajiani
Director of Production

Maddy Giordano
Producer

Jay Howard
Producer

Jordan Karr
Group Account Director

Annie Richards
Account Supervisor

Dee Dee Jones
Project Supervisor

Christine Wise
Director of Planning & Strategy

JJ Sedelmaier
Creative Director / Designer

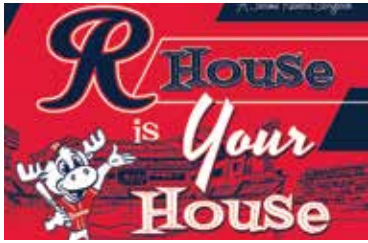
Fellow LA
Animation / Production

Adam Schlesinger
Music Composition

Steven Gold
Music Composition



JUDGE'S CHOICE



MARK SEROSI
R House is Your House
Tacoma Rainiers

"For my judge's choice I selected, R House Is Your House from the Tacoma Rainiers. I picked this because it's rare these days to find a piece of printed media, in particular direct mail, that has the level of craft and detail. Especially in a time when most of the media you consume is digital or on a screen, it's kind of refreshing to get something you can hold in your hands."



PAUL ROBERTS
R House is Your House
Tacoma Rainiers

"This was my judge's choice award this year. I mean I love it. Everything in it is just such care and effort has gone into this. I mean look at it. It's gorgeous. It's the one thing that stood out for sure to me. It's so good I'm gonna steal it."



ÉCOLE WEINSTEIN
Dragon Days
Wexley School for Girls

"My pick for judge's choice was Dragon Days. Which in my opinion was absolutely amazing. I was totally taken in by the cute little happy cartoon at the beginning and it was making me smile. And then these real dragons came out and started killing all the happy little cartoon dragons and it actually made me even happier; which is kind of effed up in a way. I just loved it. It was so simple and brilliant."



LARRY OLSON
Energy To Do More Stuff
Tether

"My judge's choice this year was Awake chocolate bars. I think the reason was just because it was fun. I enjoyed it. I wanted to see the next spot. The site was visually engaging and I just found myself wanting to explore and look at all the images. Without getting academic about it, it was fun, I just liked it. I liked the interactive campaign. As a whole, that was the one I felt was the best."



BRENT SINGER
Minecraft: Education Edition
POSSIBLE

"My judge's choice award is the Minecraft: Educational Edition. Anything that you can do to trick kids into learning is kind of a cool thing. Not to give my age away, but if someone had given me Legos as a part of my curriculum when I was younger, I would have been a much better student."

PEOPLE'S CHOICE



ENTRANT

D1

CLIENT

Amazon

TITLE

Amazon Alexa Moments



I AM OPPOR

SILVER MEDAL

WHAT are you good for
you value yourself?
your acquaintances, value
particular mark in this wo
ambitions? Does that m
friends had reason to
hitched your wagon
hitched to anything?

HOW many people
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CYNTHIA HARTWIG

2017 SILVER MEDAL AWARD

Cynthia Hartwig is a name that resonates across the Seattle marketing landscape, reverberating with gratitude, respect and admiration. One of her greatest gifts is an ability to look beyond the surface — take someone new and, through intention and mentorship, create something exceptional. By opening countless doors to new talent, she cultivated a generation of leaders at top advertising agencies around the region: Jim Riswald, Bob Moore, Fred Hammerquist, Paul Mattheus, Matt McCain and Rick Peterson to name a few.

“Cynthia places more value on the accomplishment of others than herself. I can’t recall anyone in advertising that has mentored more people in the industry. It’s her single most inspiring attribute. The second is her sense of purpose, where creativity and strategy are inseparable.”

Paul Mattheus (Digital Kitchen)

Cynthia started the Sharp Hartwig advertising agency in 1979. “I was too naive to know better. My pact with my partner, Dave Sharp, was that I would bust my butt doing the creative work if he would handle the business and clients,” she said. Cynthia eventually became a creative director and ran Sharp Hartwig as a full service B2B agency, discovering and shaping many creative talents along the way. In 1994, Cynthia and Dave sold Sharp Hartwig and, with the burden of agency ownership lifted, she was free to

do what she wanted. “I’ve been writing short stories and novels ever since.”

“Beyond her considerable talents as an advertising copywriter and creative director, Cynthia’s greatest gift was her eagle eye for the nascent talent in others. She seemingly plucked advertising newbies out of thin air, gave a lot of us our first real jobs in the biz, and helped turn us into budding pros. Her success rate was shocking. A disproportionate share of fresh-faced hires going on to have storied careers.”

Rick Peterson (Hydrogen)

In 2013, Cynthia and her husband were the lead investors in AxonVR. Since then, she’s put every scrap of knowledge into helping AxonVR become the world’s leading haptics authority, bringing realistic touch to the VR experience. Her 40+ years of marketing, communication and social media experience helped shape the company’s brand and marketing efforts. She believes AxonVR will be a global company, changing the world of enterprise design and manufacturing; training and simulation; and someday, entertainment and gaming.

“It took vision and faith to make an investment at such an early stage. What’s been amazing about Cynthia, is the incredible amount of energy she has put into helping the company grow. She is a tireless advocate.”

Jake Rubin (AxonVR)

Evolving as fast as the industry does, Cynthia now works relentlessly as the co-founder and creative director of Two Pens: a social media agency that’s changing the way businesses approach social media. Instead of training creatives to talk business, she’s training businesses to talk creatively. Shaping today’s marketing culture one person at a time, Cynthia continues to spark new creative ideas and minds everywhere she goes.

“Hal Riney shaped San Francisco. Ron Anderson put Minneapolis on the map. And Seattle? We had the force that is Cynthia Hartwig. Her ability to size up a creative’s strengths (and weaknesses) was uncanny. And explains why many of our industry’s legends passed through her creative department. She blazed a trail for women creative directors just by being her curious, tenacious, bad-ass self.”

Mary Knight (Hydrogen)

There are very few names that garner more admiration than Cynthia Hartwig. Her impact on the Seattle industry is immeasurable and her influence over its creative personalities is immense. We are truly proud to honor Cynthia Hartwig with the 2017 AAF Silver Medal Award. ■



ABOUT THE AAF SILVER MEDAL AWARD

The Silver Medal Award is the highest honor given by the American Advertising Federation. Established in 1959, it recognizes the men and women who have made outstanding contributions to advertising and have been active in furthering the industry’s standards, while fostering creative excellence and social responsibility.



SALES

MARKET

&

ETING





PACKAGING

SINGLE UNIT

AWARD Silver ADDY® Award
ENTRANT Hornall Anderson
CLIENT Millennium Products
TITLE TGT's Sharing Gratitude LE Packaging
CREDITS

Jay Hilburn
Design Director

Nory Emori
Strategy Director

Mary LaCoste
Copywriter

Judy Dixon
VP of Production

Saxon Rawlings
Production Designer

Alesia Wilkens
Account Manager

PUBLICATION DESIGN

BOOK DESIGN

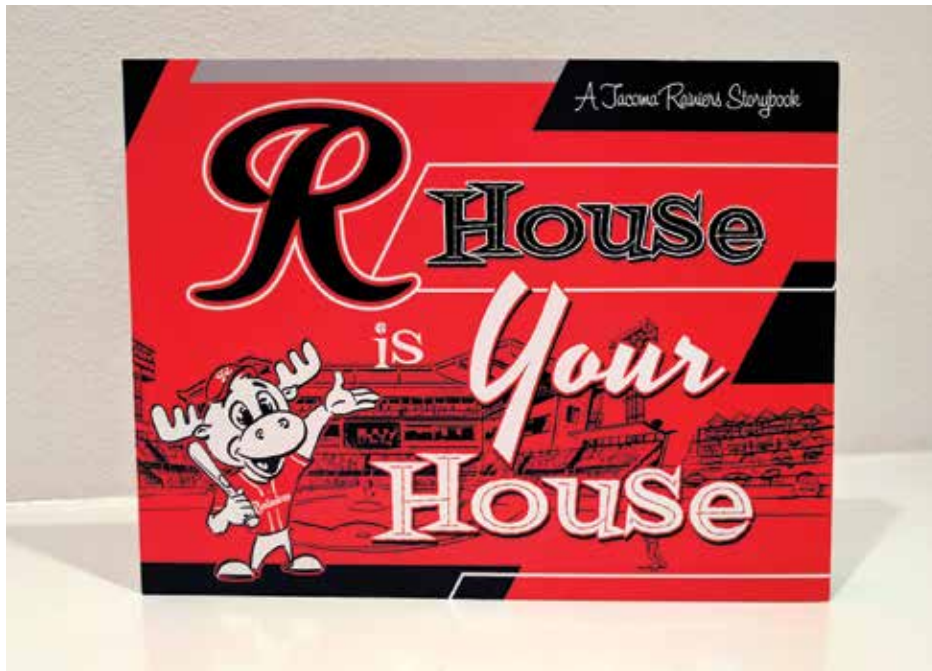
AWARD Gold ADDY® Award

ENTRANT Tacoma Rainiers

CREDITS

Tony Canepa
Creative Director / Designer

CLIENT Tacoma Rainiers
TITLE R House is Your House



DIRECT MAIL

FLAT – SINGLE UNIT

AWARD Gold ADDY® Award
ENTRANT Tacoma Rainiers
CLIENT Tacoma Rainiers
TITLE R House is Your House
CREDITS

Tony Canepa
Illustrator / Copywriter /
Creative Director

Casey Catherwood
Copyeditor / Copywriter

Taryn Duncan
Print Coordinator

Print NW
Print Production



SPECIALTY ADVERTISING

CAMPAIGN

AWARD	Gold ADDY® Award
ENTRANT	Belief Agency
CLIENT	Dunn Lumber
TITLE	Dunn Lumber Apparel
CREDITS	

Matt Naylor
Designer / Illustrator

Joel Cummings
Account Director

Jesse Bryan
Creative Director



COLLATERAL

BRAND ELEMENTS

AWARD Silver ADDY® Award

ENTRANT Belief Agency

CREDITS

Ryan Clark
Art Director / Designer

Jesse Bryan
Creative Director

Joel Cummings
Account Director

CLIENT Belief Agency

TITLE Belief Agency Collateral

Matt Naylor
Illustrator / Designer

Jon Dunn
Account Director



COLLATERAL

SPECIAL EVENT MATERIALS

AWARD Gold ADDY® Award

ENTRANT Publicis Seattle

CREDITS

Melissa Nelson
President

Andrew Christou
Chief Creative Officer

Alicia Mickes
Design Director

Michelle Billings
Designer

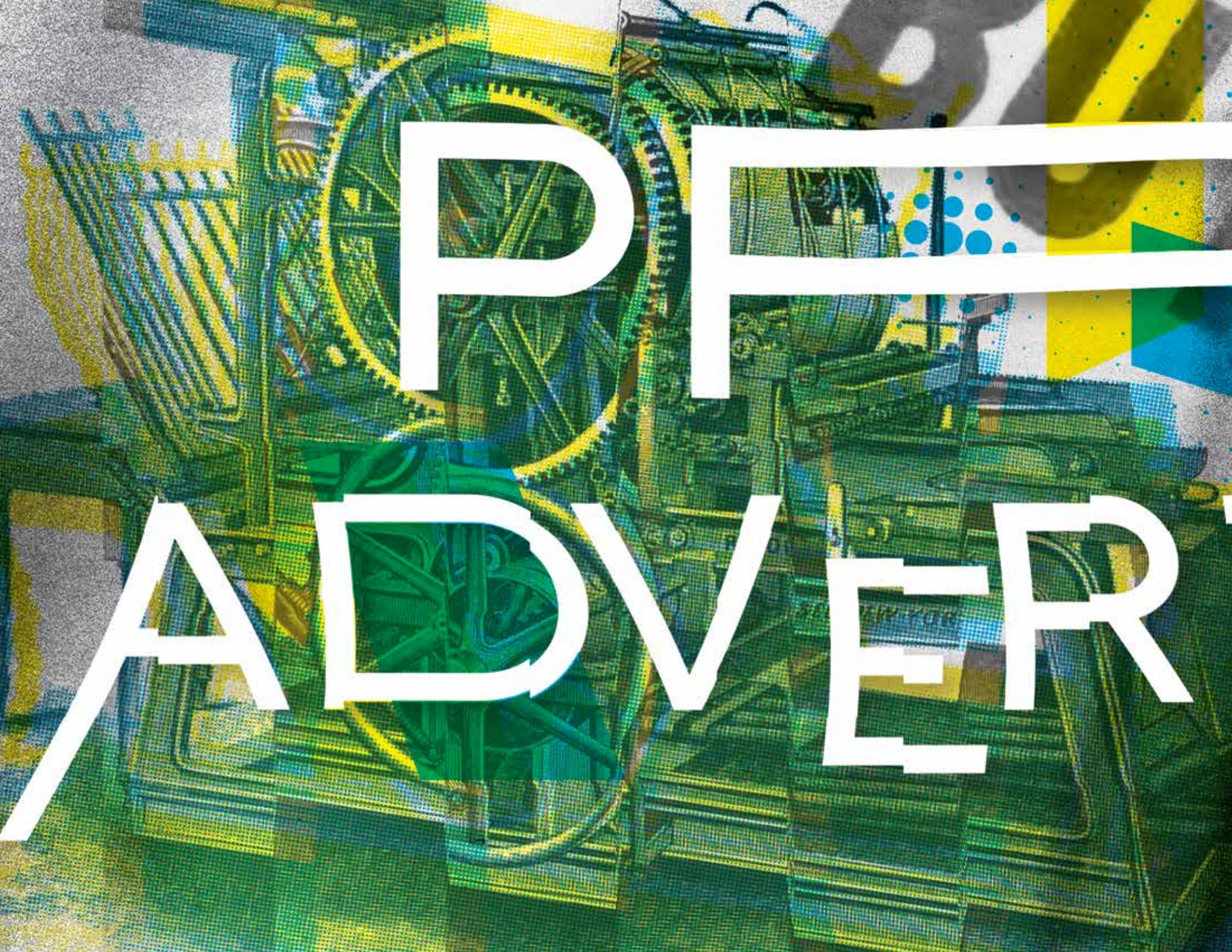
CLIENT Publicis Seattle

TITLE No Bad Days When You're Bad Ass

Ricky Fischer
Studio Director

Chris Gallegos
Studio Designer





PREF

ADVER

PRINT
TTSING

BRANDED CONTENT & ENTERTAINMENT

ANY PRINT MEDIUM

AWARD Gold ADDY® Award

CLIENT KEXP

ENTRANT Publicis Seattle

TITLE KEXP Brand Book



CREDITS

Melissa Nelson
President

Andrew Christou
Chief Creative Officer

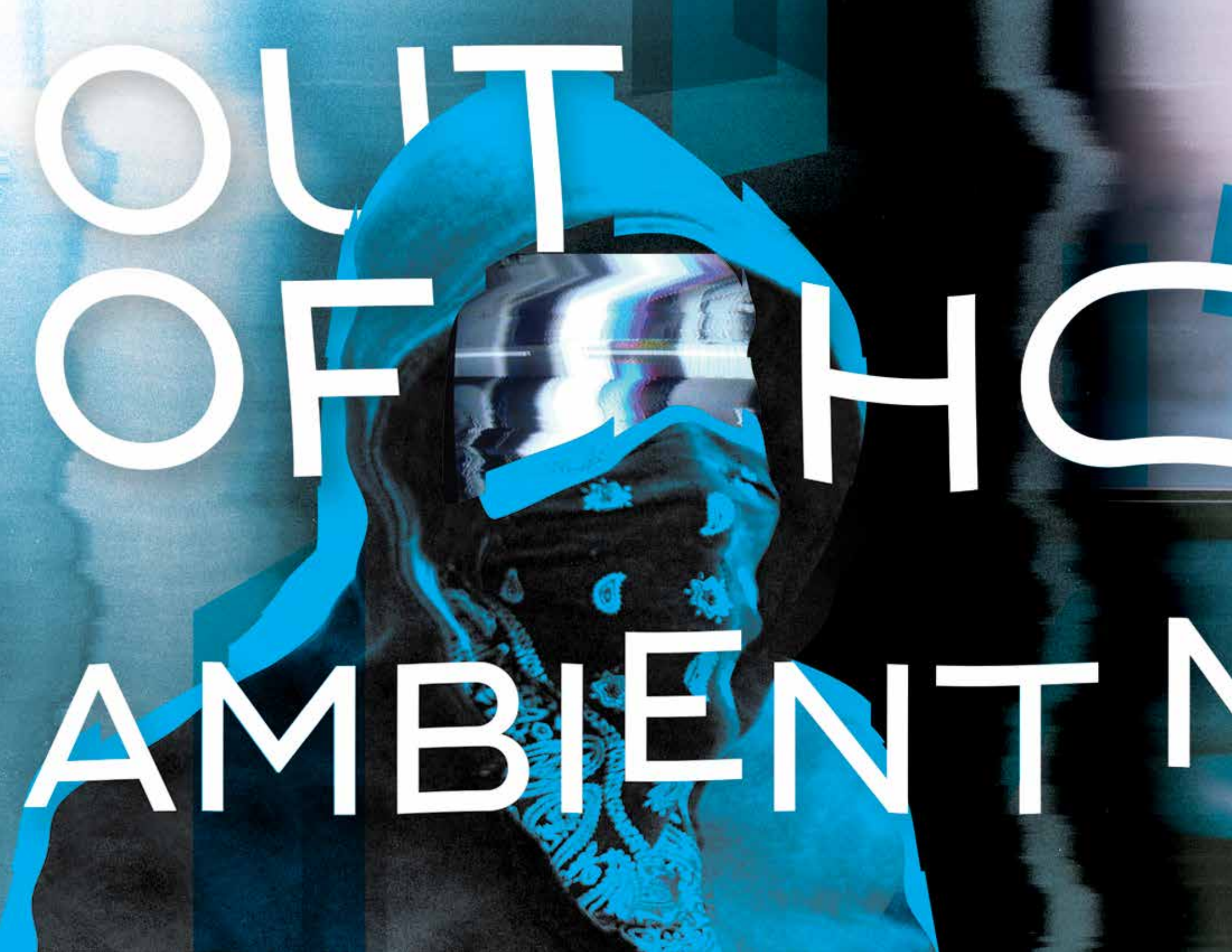
Patrick Toste
Designer

Lucas Fuentes
Designer

Ricky Fischer
Studio Director



american advertising awards
seattle 2017 winners book



OUT

OFF

THE

AMBIENT N

A photograph of a blue hospital gurney in a clinical setting, possibly a hospital room or emergency department. The gurney is the central focus, with its wheels and frame visible. The background is slightly blurred, showing what appears to be a window or a doorway. Overlaid on the image is large, white, sans-serif text that reads "HOME &". The text is positioned in the upper half of the frame, with the ampersand being particularly large and stylized. The overall color palette is dominated by the blue of the gurney and the white of the text, set against a soft, natural light background.

HOME &

MEDIA



GUERRILLA MARKETING

MULTIPLE INSTALLATIONS

AWARD Gold ADDY® Award
ENTRANT Publicis Seattle
CREDITS

Andrew Christou
Chief Creative Officer
Steve Williams
Group Creative Director

Julia Luplow
Senior Art Director
Dan Peterson
Senior Copywriter

CLIENT Visit Seattle
TITLE Little Free Libraries

Elise Davis
Senior Strategist
Dylan McGuire
Connections Planner

GUERRILLA MARKETING

SINGLE EVENT



AWARD Silver ADDY® Award
ENTRANT POSSIBLE
CREDITS

CLIENT The Summit at Snoqualmie
TITLE Office Rescue

Danielle Trivisonno Hawley
Chief Creative Officer
Ray Page
Executive Creative Director
Megan Ball
Executive Producer
Shawn Herron
Creative Director

Matt Mooseles
Art Director
Sho Ito
Art Director
Talia Green
Photographer / DP
Jordan McGrath
Assistant Camera Operator

Ashley Ball
Producer
Logan Modine
Editor
Talia Green
Editor
Kima the St. Bernard
Canine Talent



GUERRILLA MARKETING

SINGLE EVENT

AWARD Silver ADDY® Award
ENTRANT Wexley School for Girls
CREDITS

CLIENT Virginia Mason Medical Center
TITLE Erase Cancer

Ian Cohen
Executive Creative Director
Cal McAllister
Executive Creative Director
Patrick Mullins
Creative Director
Andre Vriesman
Senior Copywriter

Gabe Hajjani
Director of Production
Kat O'Hara
Producer
Jordan Karr
Group Account Director
Nick Minnott
Account Manager

Christine Wise
Director of Planning & Strategy
Dee Dee Jones
Project Management Supervisor
Amy Lower
Project Manager



MASS TRANSIT / AIRLINES

OUT-OF-HOME CAMPAIGN

AWARD Silver ADDY® Award

ENTRANT Mekanism

CREDITS

Tommy Means
Founder / Executive Creative Director

Tom Lyons
EVP, Head of Creative

Hart Rusen
Creative Director / Copywriter

Matt Stafford
Creative Director / Copywriter

Mike Zlatoper
EVP, Managing Director

Jeremy Daly
Head of Planning (West)

John-James Richardson
Communications Strategy Director

Patrick Nelson
Senior Designer

CLIENT Alaska Airlines

TITLE Joined Together

Sean Hamilton
Senior Designer

Anna Boyarsky
Director of Brand Management

Mellie Lutz
Brand Manager

Caroline Paik
Brand Manager



MASS TRANSIT / AIRLINES

OUT-OF-HOME CAMPAIGN

AWARD Silver ADDY® Award

ENTRANT Mekanism

CREDITS

Tommy Means
Founder / Executive Creative Director

Tom Lyons
EVP, Head of Creative

Hart Rusen
Creative Director / Copywriter

Matt Stafford
Creative Director / Copywriter

CLIENT Alaska Airlines

TITLE Different Works S.F. Takeover

Mike Zlatoper
EVP, Managing Director

Jeremy Daly
Head of Planning (West)

John-James Richardson
Communications Strategy Director

Patrick Nelson
Senior Designer

Sean Hamilton
Senior Designer

Anna Boyarsky
Director of Brand Management

Mellie Lutz
Brand Manager

Caroline Paik
Brand Manager



PUBLIC SERVICE

POSTER

AWARD Gold ADDY® Award
ENTRANT WONGDOODY
CLIENT Seattle International Film Festival
TITLE Light the SIFF Up
CREDITS

Tracy Wong
Chairman / Executive Creative Director

Mark "Monkey" Watson
Creative Director

Tim Koehler
Senior Copywriter

Patrick Moore
Art Director

Allison Arditty
Designer

Paul Morgan
Print Producer / Art Buyer

Ariel Smith
Senior Account Executive

Scott "Scooter" Churchill
Senior Account Manager

Ryan Warner
Senior Account Executive

Aimee Hossler
Senior Studio Designer

Charlie Rakatansky
Senior Retouch Artist

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AAF

POWER



OFF → ON



V-SIZE



V-LIM

2NDY THEY'RE WATCHING



Terminal Monitor

H-HOLD

V-HOLD

BRIGHT

CONTRAST

TR-930B



WEBSITES

MICROSITES

AWARD Silver ADDY® Award

ENTRANT Tether

CREDITS

Stanley Hainsworth
Chief Creative Officer

Steve Barrett
Executive Creative Director

Paul Huggett, Bill Allen
Creative Directors

Scotty MacLaughlin
Director

Adam Bale
Director of Photography

**Rory Jensen, Jenny Lee,
Ramon Vasquez**
Senior Art Directors

Bo Gilliland
Senior Writer

**Dylan Moss, Kewi Bedoyan,
Hart Boyd**
Designers

Alexis Smith
Senior Producer

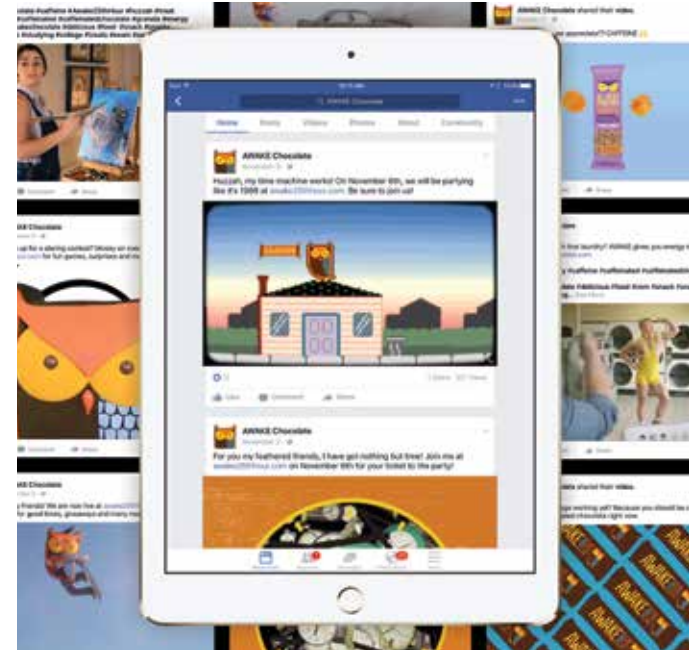
CLIENT AWAKE Chocolate

TITLE AWAKE 25th Hour

David Drori
Editor

Dan Kelly
Special Effects / Animation

Andrew Eastgate
Developer



Kentucky? Pssh.

Will Ferrell and Kevin Hart like Devry to win the tournament.



44K Views

Like Comment Share

730

Top Comments

141 shares

29 Comments

SOCIAL MEDIA

SINGLE EXECUTION

AWARD Silver ADDY® Award

ENTRANT Cole & Weber

CREDITS

Pat McKay
Executive Creative Director

Steve Andrews
Associate Creative Director / Art
Director

Shawn Diaz
Art Director

Peter Trueblood
Associate Creative Director /
Copywriter

Pete Anderson
Executive Producer

Leah Dickey
Senior Producer

Brandon Grande
Director

Jacob Foltz
Editor

Kate Grimaldi
Business Manager

CLIENT DeVry University

TITLE March Madness

Brenda Zane
Group Business Director

Helen Lauen
Associate Director of Insights &
Culture

SOCIAL MEDIA

SINGLE EXECUTION

AWARD Silver ADDY® Award
ENTRANT Cole & Weber
CREDITS

Pat McKay
Executive Creative Director

Todd Derksen
Creative Director

Steve Andrews
Associate Creative Director / Art Director

Shawn Diaz
Art Director

Peter Trueblood
Associate Creative Director / Copywriter

Leah Dickey
Producer

Matt Clark
Director (Lustre)

CLIENT Washington's Lottery
TITLE Don't Pull a Hammy

Billy Restey
Editor (Lustre)

Lustre
Production Company (Seattle)

Nadine Tull
Business Director

Jennifer Voss
Business Supervisor

James Mackenzie
Director of Insights & Culture

Sarah Doering
Connections Planner

John Buroker
Sound Designer (HEARby Sound)



SOCIAL MEDIA

SINGLE EXECUTION

AWARD Silver ADDY® Award
ENTRANT Cole & Weber
CREDITS

Pat McKay
Executive Creative Director

Todd Derksen
Creative Director

Steve Andrews
Associate Creative Director / Art Director

Shawn Diaz
Art Director

Peter Trueblood
Associate Creative Director / Copywriter

Leah Dickey
Producer

Matt Clark
Director (Lustre)

Billy Restey
Editor (Lustre)

CLIENT Washington's Lottery
TITLE Goal Dance

Lustre
Production Company (Seattle)

Nadine Tull
Business Director

Jennifer Voss
Business Supervisor

James Mackenzie
Director of Insights & Culture

Sarah Doering
Connections Planner

John Buroker
Sound Designer (HEARby Sound)

SOCIAL MEDIA

SINGLE EXECUTION

AWARD Silver ADDY® Award
ENTRANT Cole & Weber
CREDITS

Pat McKay
Executive Creative
Director

Todd Derksen
Creative Director

Steve Andrews
Associate Creative
Director / Art Director

Shawn Diaz
Art Director

Peter Trueblood
Associate Creative
Director / Copywriter

Leah Dickey
Producer

Matt Clark
Director (Lustre)

CLIENT Washington's Lottery
TITLE Hot Potato

Billy Restey
Editor (Lustre)

Lustre
Production Company
(Seattle)

Nadine Tull
Business Director

Jennifer Voss
Business Supervisor

James Mackenzie
Director of Insights &
Culture

Sarah Doering
Connections Planner

John Buroker
Sound Designer
(HEARby Sound)



SOCIAL MEDIA

SINGLE EXECUTION

AWARD Silver ADDY® Award
ENTRANT Cole & Weber
CREDITS

Pat McKay
Executive Creative
Director

Todd Derksen
Creative Director

Steve Andrews
Associate Creative
Director / Art Director

Shawn Diaz
Art Director

Peter Trueblood
Associate Creative
Director / Copywriter

Leah Dickey
Producer

Matt Clark
Director (Lustre)

CLIENT Washington's Lottery
TITLE Streaker

Billy Restey
Editor (Lustre)

Lustre
Production Company
(Seattle)

Nadine Tull
Business Director

Jennifer Voss
Business Supervisor

James Mackenzie
Director of Insights &
Culture

Sarah Doering
Connections Planner

John Buroker
Sound Designer
(HEARby Sound)

SOCIAL MEDIA

SINGLE EXECUTION

AWARD

Silver ADDY® Award

ENTRANT

POSSIBLE

CREDITS

Danielle Trivisonno Hawley
Chief Creative Officer

Ray Page
Executive Creative Director

Megan Ball
Executive Producer

Shawn Herron
Creative Director

Matt Mooseles
Art Director

Sho Ito
Art Director

Talia Green
Photographer / DP

Jordan McGrath
Assistant Camera Operator

CLIENT TITLE

The Summit at Snoqualmie

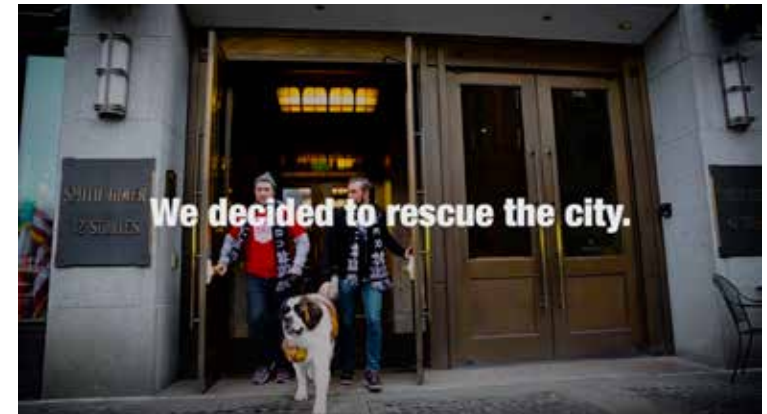
Office Rescue

Ashley Ball
Producer

Logan Modine
Editor

Talia Green
Editor

Kima the St. Bernard
Canine Talent



SOCIAL MEDIA

CAMPAIGN

AWARD

Silver ADDY® Award

ENTRANT

Cole & Weber

CREDITS

Pat McKay
Executive Creative
Director

Todd Derksen
Creative Director

Steve Andrews
Associate Creative
Director / Art Director

Shawn Diaz
Art Director

Peter Trueblood
Associate Creative
Director / Copywriter

Leah Dickey
Producer

Matt Clark
Director (Lustre)

Billy Restey
Editor (Lustre)

CLIENT TITLE

Washington's Lottery

Fancy Fingerwork

Lustre
Production Company
(Seattle)

Nadine Tull
Business Director

Jennifer Voss
Business Supervisor

James Mackenzie
Director of Insights &
Culture

Sarah Doering
Connections Planner

John Buroker
Sound Designer
(HEARby Sound)

SOCIAL MEDIA CAMPAIGN

AWARD ENTRANT CREDITS

Silver ADDY® Award
POSSIBLE

CLIENT TITLE

The Summit at Snoqualmie
Office Rescue

Danielle Trivisonno Hawley
Chief Creative Officer

Matt Mooseles
Art Director

Ray Page
Executive Creative Director

Sho Ito
Art Director

Megan Ball
Executive Producer

Talia Green
Photographer / DP

Shawn Herron
Creative Director

Jordan McGrath
Assistant Camera Operator

Ashley Ball
Producer

Logan Modine
Editor

Talia Green
Editor

Kima the St. Bernard
Canine Talent



SOCIAL MEDIA CAMPAIGN

AWARD ENTRANT CREDITS

Silver ADDY® Award
D1

CLIENT TITLE

Amazon
Amazon Wedding Registry

Michael Boychuk
Executive Creative Director

Heather Nelson
Designer

Brian Loehr
Creative Director

Sherri Key
Project Manager

Katy Kennedy
Associate Creative Director

David Connell
Senior Producer

Madelyn Sheldon
Senior Campaign Manager

Julia Bruk
Editor

Stephanie Gonot
Photographer

SOCIAL MEDIA CAMPAIGN

AWARD Silver ADDY® Award

ENTRANT D1

CREDITS

Michael Boychuk
Executive Creative Director

Sean Ohlenkamp
Creative Director

Alina Perez Campos
Senior Producer

Katy Kennedy
Associate Creative Director

Travis Meidell
Senior Copywriter

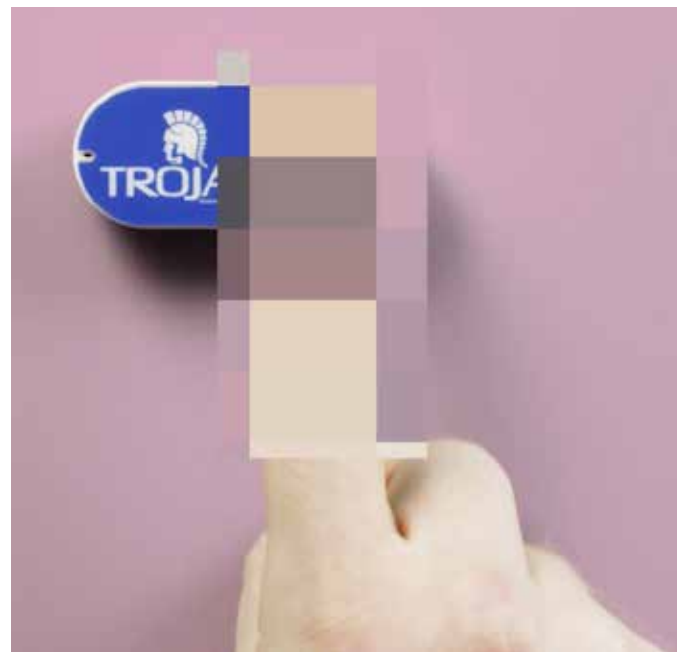
Kirsten Wiley
Campaign Manager

CLIENT Amazon

TITLE Kindle & The National Spelling Bee

Erik Anderson
Director

Alison Smith
Executive Producer



SOCIAL MEDIA CAMPAIGN

AWARD Silver ADDY® Award

ENTRANT D1

CREDITS

Michael Boychuk
Executive Creative Director

Sean Ohlenkamp
Creative Director

Seth Triezenberg
Executive Producer / Creative

Katy Kennedy
Creative

Benjamin Logsdon
Creative

Travis Meidell
Creative

CLIENT Amazon

TITLE Dash Button Shorts

Andy Maier
Director (Belief Agency)

Jesse Bryan
Director (Belief Agency)

ADVERTISING & PROMOTION

EMAIL

AWARD Gold ADDY® Award

ENTRANT Wunderman Seattle

CREDITS

Chris Elliott
Executive Creative Director

Brad Mosher
Senior Art Director

Kathryn Guess
Senior Copywriter

Anna Rainwater
Senior Account Planner

Alex Romeo
Strategist

Billy Milligan
Technical Director

Jason Justice
Associate Technical Director

Mourat Echougaov
Technical Architect

CLIENT Microsoft

TITLE GamerCrest

Mia Maxwell
Project Manager

Matt Elbon
Art Director

Angela Rootshtain
Account Director

Heidi Kimble
Associate Director Data Strategy

Craig Evans
Chief Creative Officer

Jeff Soto
Illustrator

Ryan Schmidt
Art Director

O'Ryan Brody
Executive Producer

Sara Stifler
Video Producer

Nick Kelly
Motion Art Director

Michael Flanagan
Motion Graphics



ONLINE / INTERACTIVE

BRANDED CONTENT & ENTERTAINMENT

AWARD Gold ADDY® Award

ENTRANT Wunderman Seattle

CREDITS

Chris Elliott
Executive Creative Director

Brad Mosher
Senior Art Director

Kathryn Guess
Senior Copywriter

Anna Rainwater
Senior Account Planner

Alex Romeo
Strategist

Billy Milligan
Technical Director

Jason Justice
Associate Technical Director

Mourat Echougaov
Technical Architect

CLIENT Microsoft

TITLE GamerCrest

Mia Maxwell
Project Manager

Matt Elbon
Art Director

Angela Rootshtain
Account Director

Heidi Kimble
Associate Director Data Strategy

Craig Evans
Chief Creative Officer

Jeff Soto
Illustrator

Ryan Schmidt
Art Director

O'Ryan Brody
Executive Producer

Sara Stifler
Video Producer

Nick Kelly
Motion Art Director

Michael Flanagan
Motion Graphics



ONLINE / INTERACTIVE

BRANDED CONTENT & ENTERTAINMENT

AWARD Silver ADDY® Award
ENTRANT POSSIBLE
CREDITS

CLIENT The Summit at Snoqualmie
TITLE Office Rescue

Danielle Trivisonno Hawley
Chief Creative Officer

Matt Mooseles
Art Director

Ashley Ball
Producer

Ray Page
Executive Creative Director

Sho Ito
Art Director

Logan Modine
Editor

Megan Ball
Executive Producer

Talia Green
Photographer / DP

Talia Green
Editor

Shawn Herron
Creative Director

Jordan McGrath
Assistant Camera Operator

Kima the St. Bernard
Canine Talent



ONLINE / INTERACTIVE

BRANDED CONTENT & ENTERTAINMENT

AWARD Silver ADDY® Award
ENTRANT POSSIBLE
CREDITS

CLIENT AT&T
TITLE AT&T: Santa Live

Danielle Trivisonno Hawley
Chief Creative Officer

Aimee Willis
Senior Copywriter

Strategy

Ray Page
Executive Creative Director

Leif Allen
Associate Creative Director

Megan Ball
Executive Producer

Matt Gilmore
Creative Director

Beth Nougier
SVP / Account

Patricia McCreary
Agency Senior Producer

Shawn Herron
Creative Director

Tommy Dietrich
Associate Strategist

Carla Sparks
Copywriter

Sara Lingafelter
Group Director / Content

PUBLIC SERVICE

PUBLIC SERVICE – ONLINE / INTERACTIVE

AWARD Gold ADDY® Award

ENTRANT Wunderman Seattle

CREDITS

Ben Peters
Group Creative Director

Corbet Curfman
Associate Creative Director

Michelle Gallup
Senior Art Director

Chris Ellis
Senior Copywriter

Melissa Pennington
Art Director

Evan Peterson
Copywriter

Michael Quan
Senior Planner

Tristan Mayer
Strategist

CLIENT Mountain Safety Research

TITLE Community Chlorine Maker

Michael Joseph
Account Director

O’Ryan Brody
Executive Producer

Sara Stifler
Video Producer

Nick Kelly
Motion Art Director

Michael Flanagan
Motion Graphics

Craig Evans
Chief Creative Officer

WARNING:

50% of these bottles
contain dangerous
waterborne pathogens
that may cause blindness,
hepatitis, cholera
or death.

WANT TO TAKE
YOUR CHANCES?

YES

NO



PUBLIC SERVICE

PUBLIC SERVICE - ONLINE / INTERACTIVE

AWARD Silver ADDY® Award

ENTRANT Wunderman Seattle

CREDITS

Ben Peters
Group Creative Director

Corbet Curfman
Associate Creative Director

Anne Marie Now
Associate Creative Director

Michelle Gallup
Senior Art Director

Kirsten Klieman
Senior Art Director

Stephanie Olson
Copywriter

Billy Milligan
Technical Director

Jason Justice
Associate Technical Director

O’Ryan Brody
Executive Video Producer

Sara Stifler
Video Producer

CLIENT EcoAdapt

TITLE Uber Hovercraft

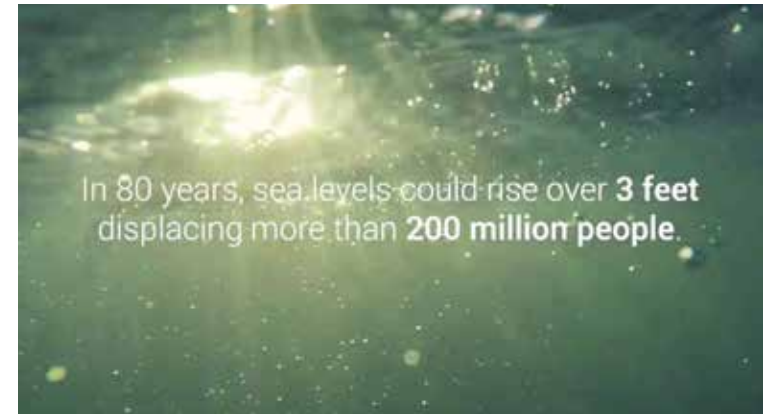
Nick Kelly
Motion Art Director

Michael Flanagan
Motion Graphics

Sergei Larionov
Data Visualization

Julia Allen
Senior Digital Analytics

Craig Evans
Chief Creative Officer



ADDYs

A problem has been detected and the ADDYs book has been shut down to prevent damage to your ego.

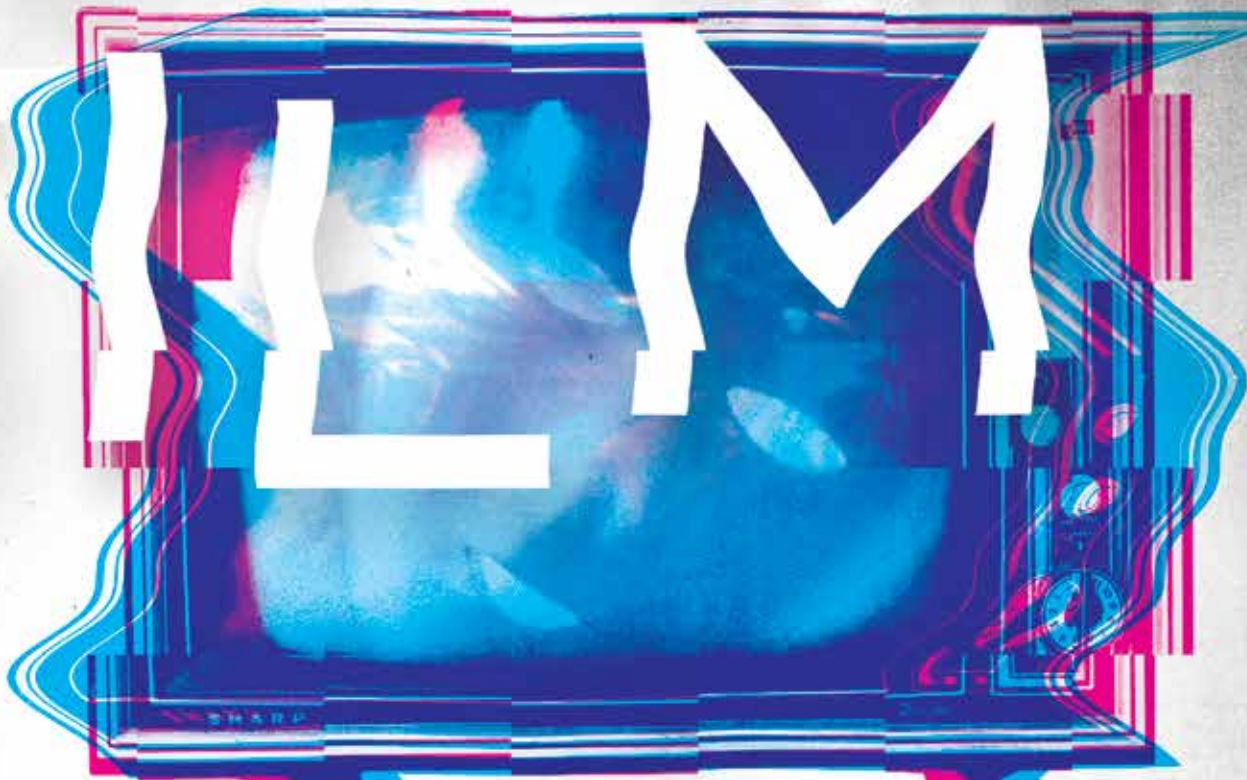
*** STOP: 0xFFFFFFFF (0xFFFFFFFF, 0xUUUUUUUU, 0xUUUUUUUU, 0xUUUUUUUU).

* Close the book to terminate the current application.

* Press CTRL+ALT+DELETE again to restart your book. You will lose any unmarked pages in all applications.

Turn any page to continue _

FILM



moving pictures
moving pictures
moving pictures
moving pictures
moving pictures
moving pictures
moving pictures
moving pictures
moving pictures
moving pictures
moving pictures
moving pictures

V



SOUND

be seen
see

VIDEO

D

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be rd
be heard
be heard
be heard
be heard
be heard
be heard



TV ADVERTISING

LOCAL CAMPAIGN

AWARD Silver ADDY® Award
ENTRANT Wexley School for Girls
CREDITS

Ian Cohen
Executive Creative Director

Cal McAllister
Executive Creative Director

Teddy Solberg
Copywriter

Gabe Hajiani
Director of Production

Kat O'Hara
Producer

Tara Cooke
Associate Producer

Jordan Karr
Group Account Director

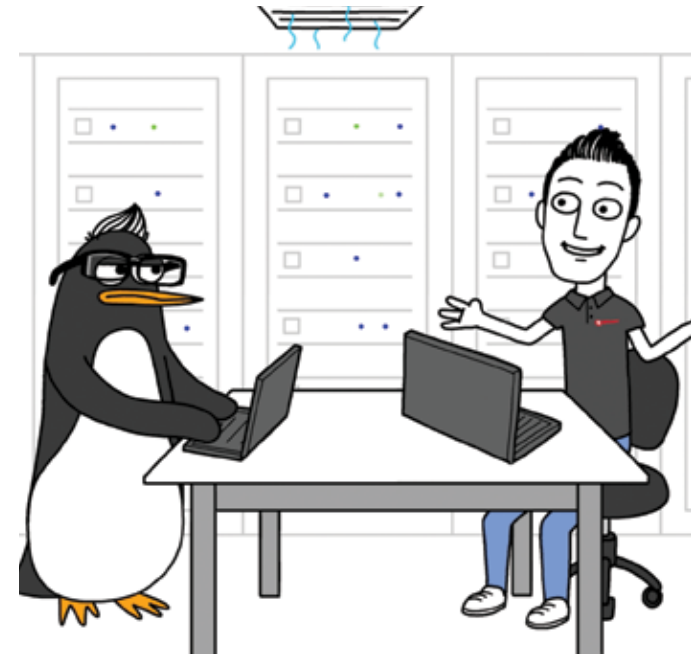
Annie Richards
Account Supervisor

CLIENT Redapt
TITLE Redapt: Technically, Awesome

Dee Dee Jones
Project Management Supervisor

Krystal Coyne
Project Coordinator

Tom Deslongchamp
Designer / Animator



TV ADVERTISING

REGIONAL / NATIONAL TV COMMERCIAL: SINGLE SPOT – UP TO 2:00

AWARD Silver ADDY® Award
ENTRANT Publicis Seattle
CREDITS

Andrew Christou
Chief Creative Officer

Jason Lucas
EVP, Executive Creative Director

Adam Thomason
VP, Group Account Director

CLIENT T-Mobile
TITLE Restricted Bling

Corey Bartha
Director of Integrated Production

Adam Oliver
Head of Broadcast

Earl Wallace IV
Creative Director

Dan Peterson
Senior Copywriter

Ryan Shanholtzer
Producer

Deb Groth
Head of Business Affairs

TV ADVERTISING

REGIONAL / NATIONAL TV COMMERCIAL:
SINGLE SPOT – UP TO 2:00

AWARD Silver ADDY® Award

ENTRANT Publicis Seattle

CREDITS

Andrew Christou
Chief Creative Officer

Jason Lucas
EVP, Executive Creative Director

Adam Thomason
VP, Group Account Director

Corey Bartha
Director of Integrated Production

Adam Oliver
Head of Production

Earl Wallace IV
Creative Director

Dan Peterson
Senior Copywriter

Ryan Shanholtzer
Producer

CLIENT T-Mobile
TITLE Restricted Bling :60

Deb Groth
Head of Business Affairs

Tina Mulcahy
Traffic Manager





TV ADVERTISING

REGIONAL / NATIONAL TV COMMERCIAL:
SINGLE SPOT – UP TO 2:00

AWARD Gold ADDY® Award

ENTRANT Wexley School for Girls

CLIENT Pocket Gems

TITLE Dragon Days

CREDITS

Ian Cohen
Executive Creative Director

Cal McAllister
Executive Creative Director

Evan Bross
Art Director

Teddy Solberg
Copywriter

Gabe Hajiani
Director of Production

Maddy Giordano
Producer

Jay Howard
Producer

Jordan Karr
Group Account Director

Annie Richards
Account Supervisor

Dee Dee Jones
Project Supervisor

Christine Wise
Director of Planning & Strategy

JJ Sedelmaier
Creative Director / Designer

Fellow LA
Animation / Production

Adam Schlesinger
Music Composition

Steven Gold
Music Composition



TV ADVERTISING

REGIONAL / NATIONAL TV: NATIONAL TV CAMPAIGN

AWARD Silver ADDY® Award

ENTRANT D1

CREDITS

Michael Boychuk
Executive Creative Director

Sean Ohlenkamp
Creative Director

Seth Triezenberg
Executive Producer

Madelyn Sheldon
Senior Campaign Manager

Katie Klein
Project Manager

Julia Bruk
Creative

Jeremy Sell
Creative

Travis Meidell
Creative

Justin Ison
Creative

Heath Ward
Producer

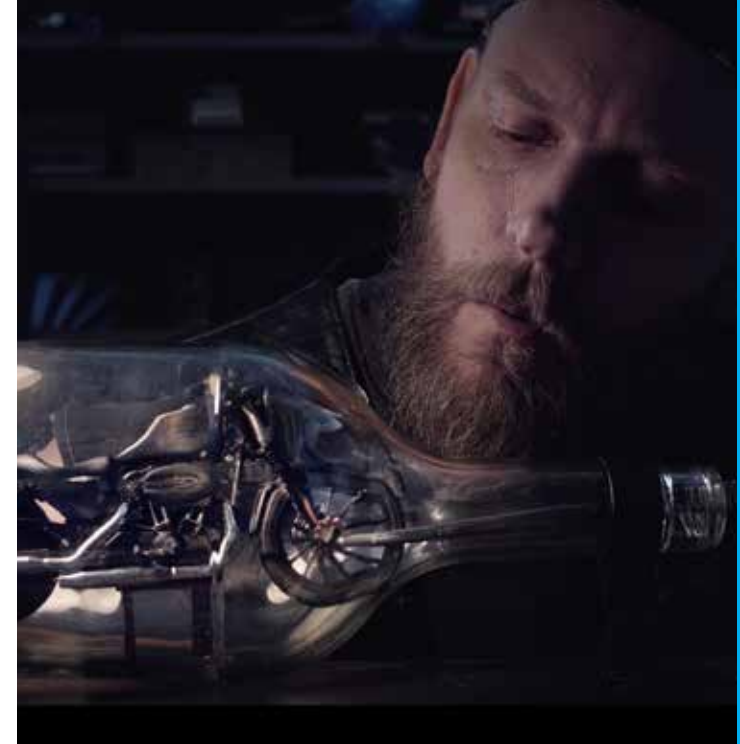
CLIENT Amazon

TITLE Amazon Alexa Moments

Chandreyi Davis
Senior Marketing Manager

Patrick Larsen
Marketing Manager

Geordie Stephens
Director (Tool of North America)



INTERNET COMMERCIAL

SINGLE SPOT – ANY LENGTH

AWARD Silver ADDY® Award

ENTRANT CMD

CREDITS

John O'Connell
Creative Director / Director

Andy Cale
Associate Creative Director / Writer

Jim Wagstaff
Associate Creative Director / Art Direction

Alex Dean
Producer

Matt Allen
Motion Design

CLIENT Microsoft

TITLE Clap Your Hands

Jimmy Chung
Editor

Chris Jones
Editor

Randy Woloshin
Group Account Director

Digital One
Sound Design

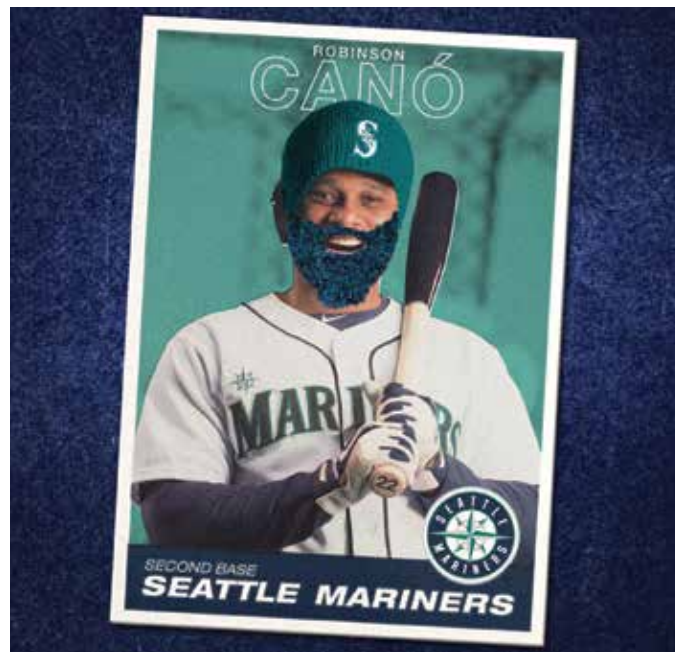
Egg Music
Music

INTERNET COMMERCIAL CAMPAIGN

AWARD Silver ADDY® Award
ENTRANT Copacino+Fujikado
CLIENT Seattle Aquarium
TITLE Sea Creatures vs. Humans
CREDITS

Jim Copacino
Executive Creative Director
Andrew Gall
Associate Creative Director

Boone Sommerfeld
Art Director / Editor
Sun Yi
Broadcast Production Manager



INTERNET COMMERCIAL CAMPAIGN

AWARD Silver ADDY® Award
ENTRANT Copacino+Fujikado
CREDITS

Jim Copacino
Executive Creative Director
Mike Hayward
Creative Director
Andrew Gall
Associate Creative Director

CLIENT Seattle Mariners
TITLE Living Baseball Cards

Andy Westbrook
Senior Art Director
Sun Yi
Broadcast Production Manager
Brian Alter
Editor

INTERNET COMMERCIAL

CAMPAIGN

AWARD Silver ADDY® Award

ENTRANT CMD

CREDITS

John O'Connell
Creative Director / Director

Andy Cale
Associate Creative Director / Writer

Jim Wagstaff
Associate Creative Director / Art Direction

Alex Dean
Producer

Matt Allen
Motion Design

CLIENT Microsoft

TITLE People Skills

Jeff Wold
Audio

Avery Stokes
Writer

David Wester
Editor

Randy Woloshin
Group Account Director



INTERNET COMMERCIAL

CAMPAIGN

AWARD Silver ADDY® Award

ENTRANT Cole & Weber

CREDITS

Pat McKay
Executive Creative Director

Todd Derksen
Creative Director

Steve Andrews
Associate Creative Director / Art Director

Shawn Diaz
Art Director

Peter Trueblood
Associate Creative Director / Copywriter

Leah Dickey
Senior Producer

Matt Clark
Director

Billy Restey
Editor (Lustre)

CLIENT Washington's Lottery

TITLE Fancy Fingerwork

Lustre
Production Company (Seattle)

Nadine Tull
Business Director

Jennifer Voss
Business Supervisor

James Mackenzie
Director of Insights & Culture

Sarah Doering
Connections Planner

John Buroker
Sound Designer (HEARby Sound)

INTERNET COMMERCIAL

CAMPAIGN

AWARD Gold ADDY® Award

ENTRANT D1

CREDITS

Michael Boychuk
Executive Creative Director

Colin Gaul
Creative Director

David Connell
Senior Producer

Brian Johnson
Senior Campaign Manager

CLIENT Amazon

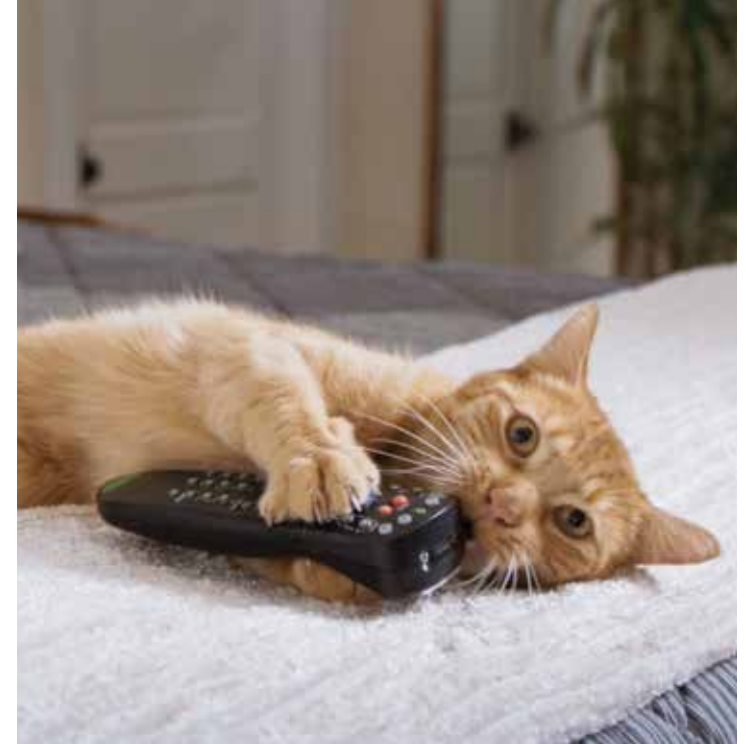
TITLE Just What You Want

Jodi Minehan
Senior Project Manager

Ryan Obermeier
Art Director

Madhu Kalyanaraman
Associate Creative Director

Geordie Stephens
Director (Tool of North America)



WEBISODE

SINGLE WEBISODE

AWARD Silver ADDY® Award
ENTRANT POSSIBLE
CREDITS

CLIENT AT&T
TITLE AT&T: Santa Live

Danielle Trivisonno Hawley
Chief Creative Officer

Ray Page
Executive Creative Director

Matt Gilmore
Creative Director

Shawn Herron
Creative Director

Carla Sparks
Copywriter

Aimee Willis
Senior Copywriter

Leif Allen
Associate Creative Director

Beth Nouguier
SVP, Account

Tommy Dietrich
Associate Strategist

Sara Lingafelter
Group Director, Content Strategy

Megan Ball
Executive Producer

Patricia McCreary
Agency Senior Producer





BRANDED CONTENT & ENTERTAINMENT

SINGLE ENTRY – MORE THAN 60 SECONDS

AWARD Silver ADDY® Award

ENTRANT Workhouse Creative

CREDITS

Corbin Richardson
Director

Antonio Cisneros
Director of
Photography

Lindsay Martin
Producer

David Trachtenberg
Editor

Eli Martin
Executive Producer

St. George Post
Post Production

Sandra Luciano
Creative Director

Regie Miller
Senior Copywriter

Erik Crisman
Senior Art Director

Thomas Anderson
Director of Content
Production

Harry Lowell
Executive Producer

Chrissy Hamilton
Senior Producer

CLIENT Mazda

TITLE Friendship Trays

Darcey O’Byrne
SVP, Group Account
Director

Brian Kinsley
SVP, Group Account
Director

Brianne Yax
Account Director

Chris Morgan
Account Supervisor

Juan Carlos Aguirre
Regional Account
Supervisor

Ben Chung
Planning Director

Bart Kias
Business Affairs
Director

Reid Willis
Music Composer

BRANDED CONTENT & ENTERTAINMENT

SINGLE ENTRY – MORE THAN 60 SECONDS

AWARD Silver ADDY® Award

ENTRANT Workhouse Creative

CREDITS

Anderson Wright
Director

Todd Martin
Director of Photography

Carlos Flores
Editor / Colorist

Kevin Comer
Producer

CLIENT Furthermore from Equinox

TITLE Senior Games

Dexter Britain
Composer

Eli Martin
Executive Producer

St. George Post
Post Production





BRANDED CONTENT & ENTERTAINMENT

NON-BROADCAST

AWARD Silver ADDY® Award

ENTRANT World Famous

CREDITS

Daniel Brown
Director

Alan Nay
Executive Producer

Holly Ableidinger
Producer

CLIENT MotoSoul

TITLE MotoSoul

Joel Voelker
Director of Photography

Andy Seaver
Editor

Christie Brown
Editor

BRANDED CONTENT & ENTERTAINMENT

NON-BROADCAST

AWARD Silver ADDY® Award

ENTRANT POSSIBLE

CREDITS

Danielle Trivisonno Hawley
Chief Creative Officer

Ray Page
Executive Creative Director

Matt Gilmore
Creative Director

Shawn Herron
Creative Director

Carla Sparks
Copywriter

Aimee Willis
Senior Copywriter

Leif Allen
Associate Creative Director

Beth Nougier
SVP, Account

CLIENT AT&T

TITLE AT&T: Santa Live

Tommy Dietrich
Associate Strategist

Sara Lingafelter
Group Director, Content Strategy

Megan Ball
Executive Producer

Patricia McCreary
Agency Senior Producer





BRANDED CONTENT & ENTERTAINMENT

CAMPAIGN

AWARD Silver ADDY® Award
ENTRANT Publicis Seattle
CREDITS

Andrew Christou
Chief Creative Officer
Steve Williams
Group Creative Director

CLIENT Visit Seattle
TITLE Been There, Made That

Elise Davis
Senior Strategist
Dylan McGuire
Connections Planner

PUBLIC SERVICE

CAMPAIGN

AWARD Silver ADDY® Award
ENTRANT WONGDOODY
CREDITS

CLIENT Seattle International Film Festival
TITLE Light the SIFF Up Bumpers

Tracy Wong
Chairman / Executive Creative Director

Mark "Monkey" Watson
Creative Director

Tim Koehler
Senior Copywriter

Patrick Moore
Art Director

Allison Arditty
Designer

Steph Huske
Executive Producer

Nikki Castillo
Senior Broadcast Producer

Leigh Eckert
Broadcast Producer

Ariel Smith
Senior Account Executive

Scott "Scooter" Churchill
Senior Account Manager

Ryan Warner
Senior Account Executive

We Are Royale
Film Production Partner

Clatter&Din
Audio Production Partner

Super Square
Music



PUBLIC SERVICE

NON-BROADCAST AUDIO / VISUAL

AWARD Gold ADDY® Award

ENTRANT WONGDOODY

CREDITS

Tracy Wong
Chairman / Executive Creative Director

Mark "Monkey" Watson
Creative Director

Tim Koehler
Senior Copywriter

Patrick Moore
Art Director

Allison Arditty
Designer

CLIENT Seattle International Film Festival

TITLE Light the SIFF Up Trailer

Steph Huske
Executive Producer

Nikki Castillo
Senior Broadcast Producer

Leigh Eckert
Broadcast Producer

Ariel Smith
Senior Account Executive

Scott "Scooter" Churchill
Senior Account Manager

Ryan Warner
Senior Account Executive

We Are Royale
Film Production Partner

Clatter&Din
Audio Production Partner

Super Square
Music



ADVERTISING INDUSTRY SELF-PROMOTION

SELF-PROMOTION FILM, VIDEO & SOUND

AWARD Gold ADDY® Award

ENTRANT Workhouse Creative

CLIENT Workhouse Creative

TITLE NZINGHA



CREDITS

Anderson Wright
Director

Todd Martin
Director of Photography

Dan de Winter
Editor

Andy Huckvale
Original Score





PLAY

CROSS THE FORM



INTEGRATED CAMPAIGNS

CONSUMER CAMPAIGN – LOCAL

AWARD

Silver ADDY® Award

ENTRANT

POSSIBLE

CREDITS

Danielle Trivisonno Hawley
Chief Creative Officer

Ray Page
Executive Creative Director

Matt Gilmore
Creative Director

Shawn Herron
Creative Director

Carla Sparks
Copywriter

Aimee Willis
Senior Copywriter

Leif Allen
Associate Creative Director

Beth Nougier
SVP, Account

**CLIENT
TITLE**

The Summit at Snoqualmie

Office Rescue

Tommy Dietrich
Associate Strategist

Sara Lingafelter
Group Director, Content Strategy

Megan Ball
Executive Producer

Patricia McCreary
Agency Senior Producer



INTEGRATED CAMPAIGNS

BRAND IDENTITY CAMPAIGN - LOCAL OR REGIONAL / NATIONAL

AWARD

Silver ADDY® Award

ENTRANT

Publicis Seattle

CREDITS

Andrew Christou
Chief Creative Officer

Steve Williams
Group Creative Director

**CLIENT
TITLE**

KEXP

Changing the Tune

Elise Davis
Senior Strategist

Dylan McGuire
Connections Planner

INTEGRATED CAMPAIGNS

INTEGRATED BRANDED CONTENT CAMPAIGN – LOCAL OR REGIONAL / NATIONAL

AWARD Silver ADDY® Award

ENTRANT POSSIBLE

CREDITS

Danielle Trivisonno Hawley
Chief Creative Officer

Ray Page
Executive Creative Director

Megan Ball
Executive Producer

Shawn Herron
Creative Director

Matt Mooseles
Art Director

Sho Ito
Art Director

CLIENT The Summit at Snoqualmie

TITLE Office Rescue

Talia Green
Photographer / DP

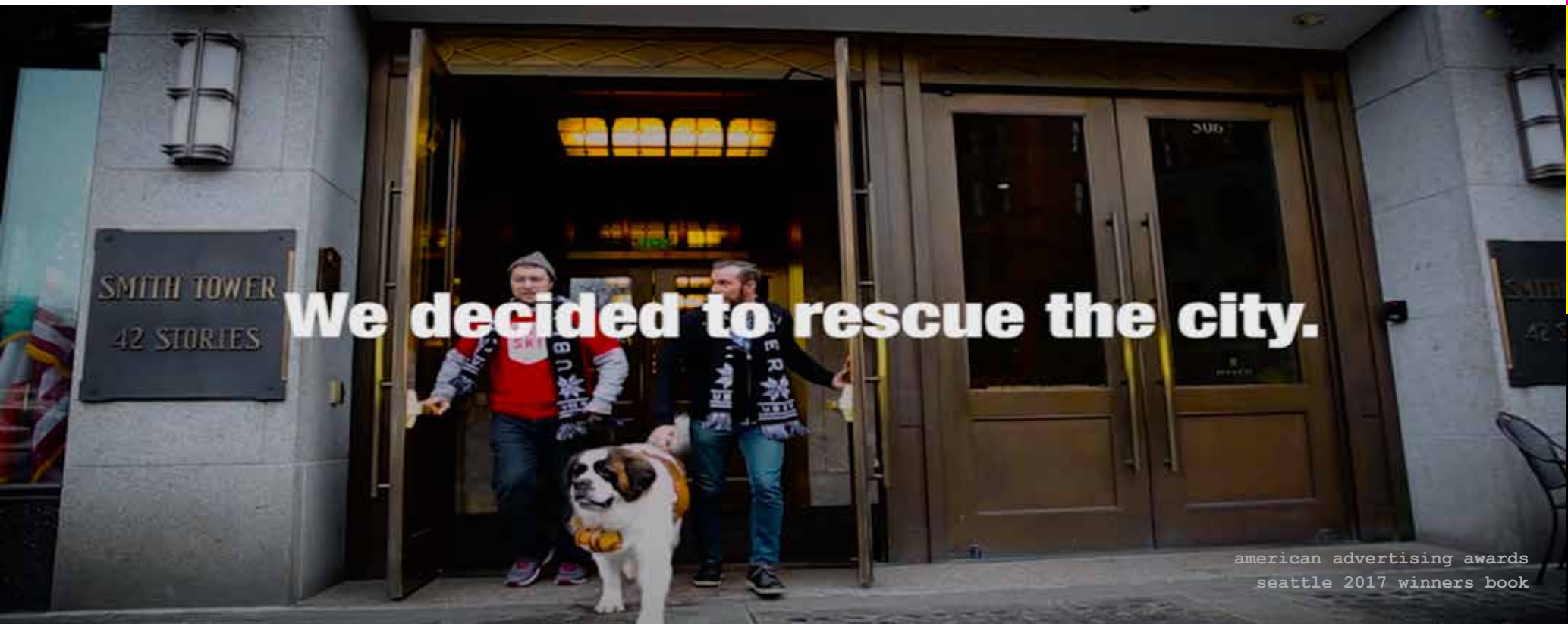
Jordan McGrath
Assistant Camera Operator

Ashley Ball
Producer

Logan Modine
Editor

Talia Green
Editor

Kima the St. Bernard
Canine Talent





ONLINE / INTERACTIVE CAMPAIGN

AWARD Gold ADDY® Award
ENTRANT Tether
CLIENT AWAKE Chocolate
TITLE Energy To Do More Stuff
CREDITS

Stanley Hainsworth
Chief Creative Officer
Steve Barrett
Executive Creative Director
Paul Huggett & Bill Allen
Creative Directors
Scotty MacLaughlin
Director

Adam Bale
Director of Photography

Rory Jensen, Jenny Lee, Ramon Vasquez
Senior Art Directors

Bo Gilliland
Senior Writer

Dylan Moss, Kewi Bedoyan
Designers

Alexis Smith
Senior Producer

David Drori
Editor

Dan Kelly
Special Effects / Animation

Alex Warren
Account Manager

ONLINE / INTERACTIVE CAMPAIGN

AWARD ENTRANT CREDITS

Silver ADDY® Award
D1

CLIENT TITLE

Amazon
Just What You Want

Michael Boychuk
Executive Creative Director

Colin Gaul
Creative Director

David Connell
Senior Producer

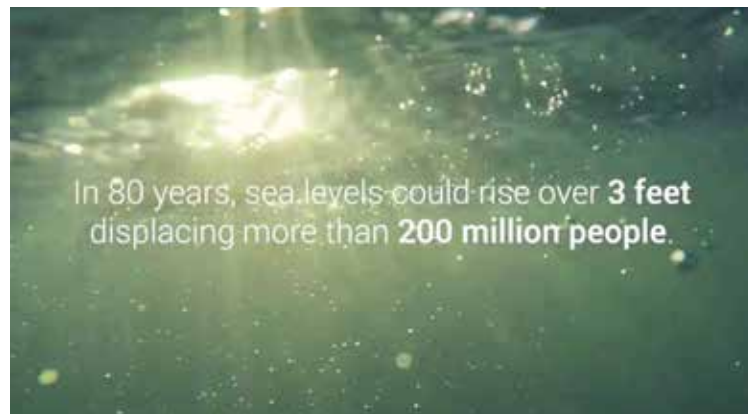
Brian Johnson
Senior Campaign Manager

Jodi Minehan
Senior Project Manager

Ryan Obermeier
Art Director

Madhu Kalyanaraman
Associate Creative Director

Geordie Stephens
Director (Tool of North America)



PUBLIC SERVICE

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

AWARD ENTRANT CREDITS

Silver ADDY® Award
Wunderman Seattle

CLIENT TITLE

EcoAdapt
Uber Hovercraft

Ben Peters
Group Creative
Director

Corbet Curfman
Associate Creative
Director

Anne Marie Now
Associate Creative
Director

Michelle Gallup
Senior Art Director

Kirsten Klieman
Senior Art Director

Stephanie Olson
Copywriter

Billy Milligan
Technical Director

Jason Justice
Associate Technical
Director

Buddy Waddington
Planner

Sergei Larionov
Data Visualization

Julia Allen
Senior Digital Analytics

O'Ryan Brody
Executive Video
Producer

Nick Kelly
Art Director

Michael Flanagan
Motion Graphics

Sara Stifler
Video Producer

Scarlett Smith
Project Manager

Amanda Wood
Public Relations
Director

Craig Evans
Chief Creative Officer

PUBLIC SERVICE

INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

AWARD Gold ADDY® Award

ENTRANT Wunderman Seattle

CREDITS

Ben Peters, Group Creative Director

Corbet Curfman
Associate Creative Director

Michelle Gallup
Senior Art Director

Chris Ellis
Senior Copywriter

Melissa Pennington
Art Director

Evan Peterson
Copywriter

Michael Quan
Senior Planner

Tristan Mayer
Strategist

CLIENT Mountain Safety Research
TITLE Community Chlorine Maker

Michael Joseph
Account Director

O’Ryan Brody
Executive Producer

Sara Stifler
Video Producer

Nick Kelly
Motion Art Director

Michael Flanagan
Motion Graphics

Craig Evans
Chief Creative Officer



ADVERTISING INDUSTRY SELF-PROMOTION

INTEGRATED CAMPAIGN

AWARD Gold ADDY® Award
ENTRANT Museum of Pop Culture
CREDITS

CLIENT Museum of Pop Culture
TITLE Museum of Pop Culture Rebrand

Melissa Robinson
Manager, Creative Services & Production / Marketing

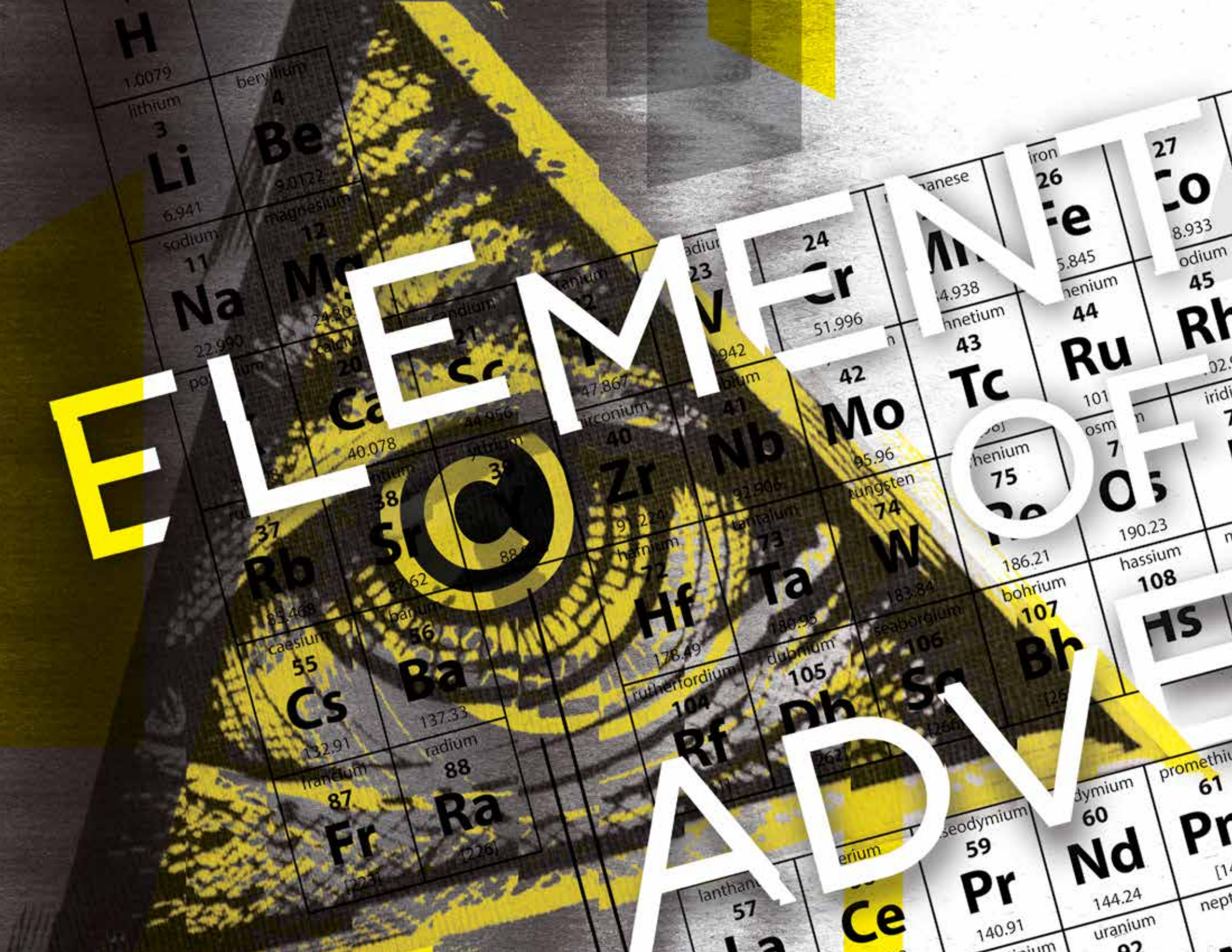
Jeffrey Underwood
Senior Graphic Designer / Marketing

Sabin Arditty
Graphic Designer / Marketing

Matt Cole
Exhibits Graphic Designer / Curatorial



ELEMENTS OF ADVANCE



CO



S

G

R

T I S I N I N G

29 copper Cu	30 zinc Zn	31 gallium Ga	32 germanium Ge	33 arsenic As
46 palladium Pd	47 silver Ag	48 cadmium Cd	49 indium In	50 tin Sn
78 platinum Pt	79 gold Au	80 mercury Hg	81 thallium Tl	82 lead Pb
106 darmstadtium Ds	107 roentgenium Rg	108 copernicium Cn	109 nihonium Nh	110 flerovium Fl
62 samarium Sm	63 europium Eu	64 gadolinium Gd	65 terbium Tb	66 dysprosium Dy
94 plutonium Pu	95 americium Am	96 curium Cm	97 berkelium Bk	98 californium Cf

COPYWRITING

AWARD Silver ADDY® Award
ENTRANT Tacoma Rainiers
CLIENT Tacoma Rainiers
TITLE R House is Your House
CREDITS

Tony Canepa
Copywriter
Casey Catherwood
Copyeditor / Copywriter



VISUAL ILLUSTRATION

AWARD Gold ADDY® Award

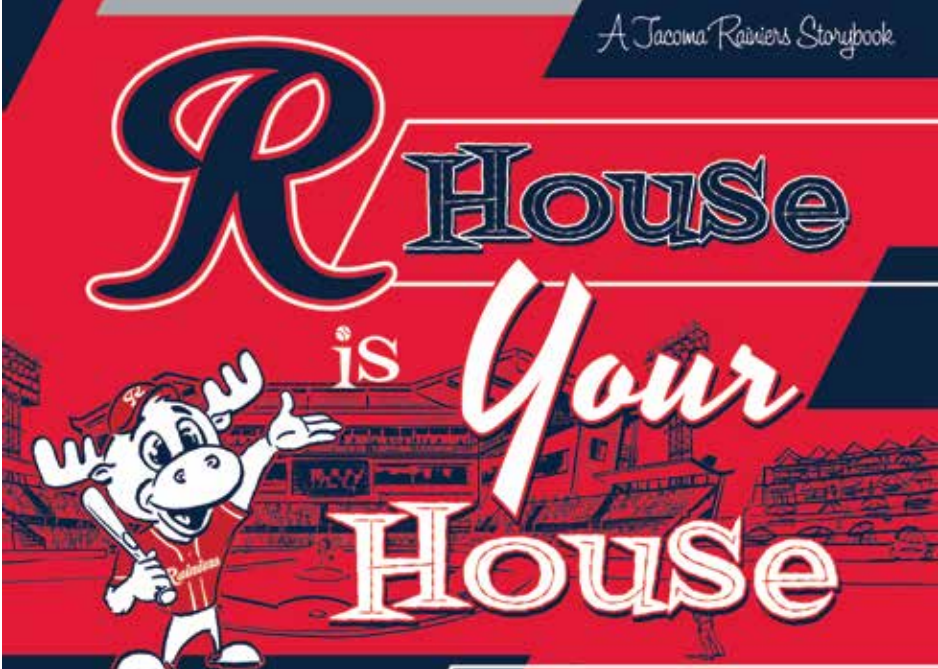
ENTRANT Tacoma Rainiers

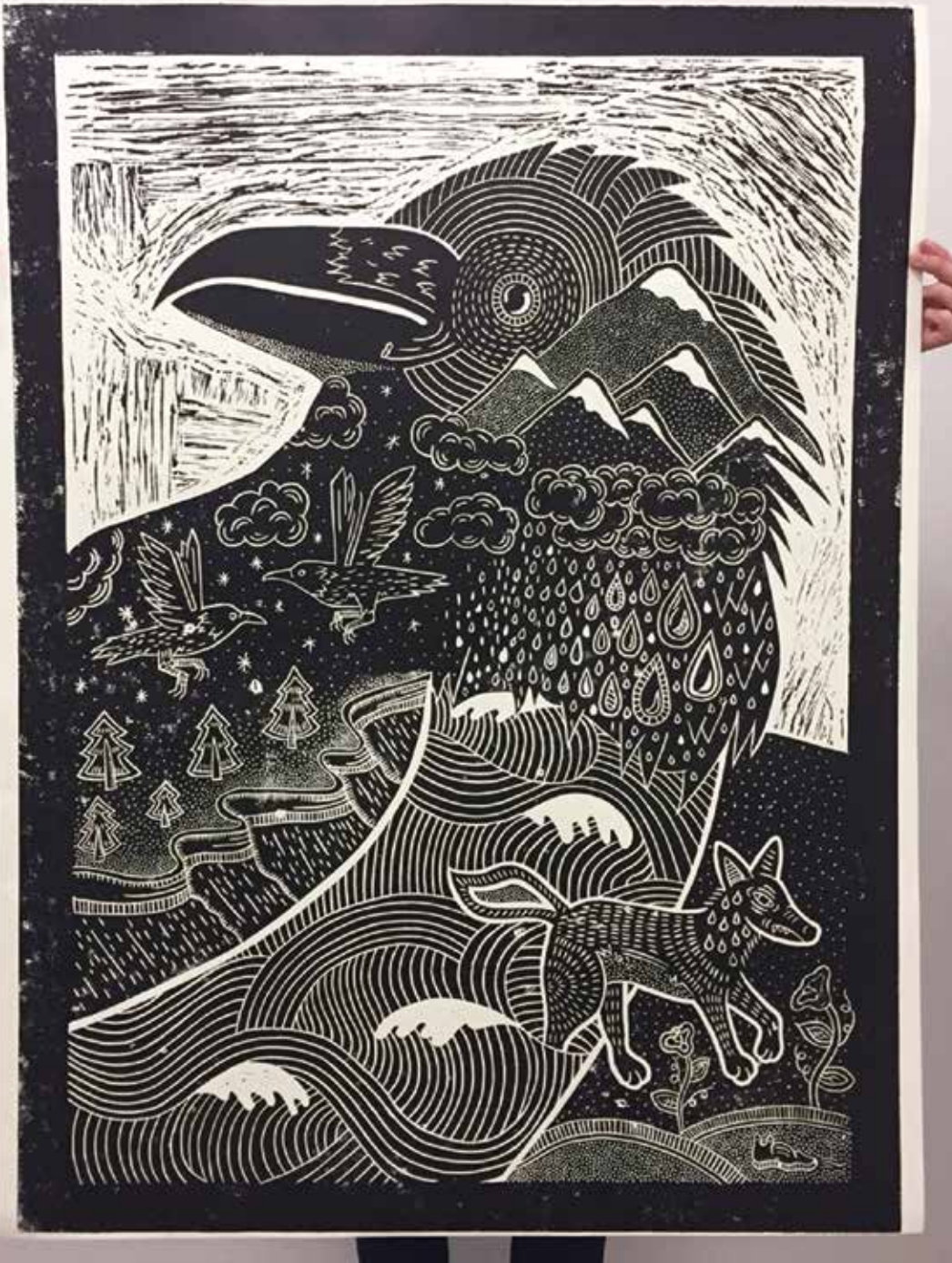
CLIENT Tacoma Rainiers

TITLE R House is Your House

CREDITS

Tony Canepa
Illustrator





VISUAL ILLUSTRATION

AWARD Gold ADDY® Award

ENTRANT Publicis Seattle

CLIENT Publicis Seattle

TITLE Raven's Tale

CREDITS

Melissa Nelson
President

Andrew Christou
Chief Creative Officer

Alicia Mickes
Design Director

Lucas Fuentes
Designer

Patrick Toste
Designer

Michelle Billings
Designer

Ricky Fischer
Studio Director

Kathy Oneha
Studio Designer

Kiry Luc
Studio Designer

Lucas Miller
Designer

Chris Gallegos
Studio Designer

Jenny Keene
Studio Designer

VISUAL ILLUSTRATION

AWARD Gold ADDY® Award

ENTRANT Wunderman Seattle

CREDITS

Chris Elliott
Executive Creative Director

Brad Mosher
Senior Art Director

Kathryn Guess
Senior Copywriter

Anna Rainwater
Senior Account Planner

Alex Romeo
Strategist

Billy Milligan
Technical Director

Jason Justice
Associate Technical Director

Mourat Echougaov
Technical Architect

CLIENT Microsoft

TITLE GamerCrest

Mia Maxwell
Project Manager

Matt Elbon
Art Director

Angela Rootshtain
Account Director

Heidi Kimble
Associate Director Data Strategy

Craig Evans
Chief Creative Officer

Jeff Soto
Illustrator

Ryan Schmidt
Art Director

O'Ryan Brody
Executive Producer

Sara Stifler
Video Producer

Nick Kelly
Motion Art Director

Michael Flanagan
Motion Graphics



VISUAL ART DIRECTION

AWARD Silver ADDY® Award

ENTRANT Cole & Weber

CREDITS

Pat McKay
Executive Creative Director

Todd Derksen
Creative Director / Designer

Joe Gerlitz
Senior Copywriter

Pete Anderson
Executive Producer

Olugbenro Ogunsemore
Photographer

CLIENT Washington's Lottery

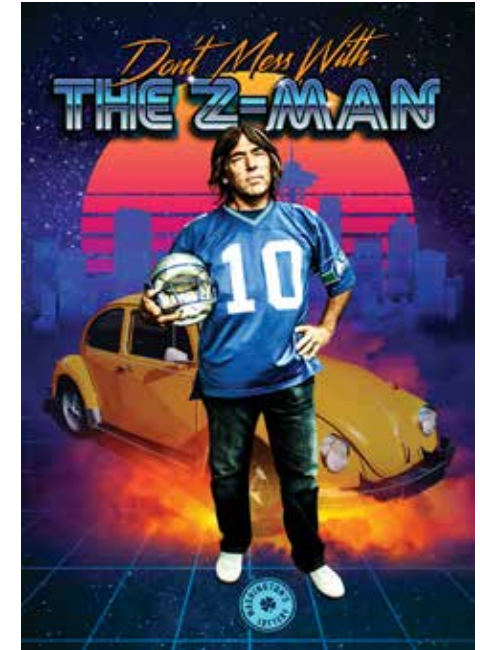
TITLE Hawksome Posters

Nate Zentz
Digital Artist

Nadine Tull
Business Director

Ryan Lyonnais
Business Supervisor

Sarah Doering
Connections Planner



FILM & VIDEO CINEMATOGRAPHY

AWARD Silver ADDY® Award

ENTRANT CMD

CREDITS

John O'Connell
Creative Director / Director

Andy Cale
Associate Creative Director / Writer

Jim Wagstaff
Associate Creative Director / Art Direction

Alex Dean
Producer

Matt Allen
Motion Design

CLIENT Microsoft

TITLE Clap Your Hands

Jimmy Chung
Editor

Chris Jones
Editor

Randy Woloshin
Group Account Director

Digital One
Sound Design

Egg Music
Music Company

FILM & VIDEO

CINEMATOGRAPHY

AWARD Silver ADDY® Award

ENTRANT World Famous

CREDITS

Daniel Brown
Director

Joel Voelker
Director of Photography

Zack Tupper
Producer

Rogelio Salinas
VFX

CLIENT Odesza

TITLE It's Only (feat. Zyra)

Jake Wegesin
VFX

Andy Seaver
Editor

Sean Kusanagi
Editor

Shawn Fedorchuk
Editor



FILM & VIDEO

CINEMATOGRAPHY

AWARD Silver ADDY® Award

ENTRANT Workhouse Creative

CREDITS

Keith Rivers
Director

Eric Koretz
Director of Photography

Nick Pezzillo
Editor

CLIENT Turn 10 Studios

TITLE Forza Horizon III

Jorge Salgado
Producer

Eli Martin
Executive Producer

St. George Post
Post Production



FILM & VIDEO

ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

AWARD Gold ADDY® Award

ENTRANT Cole & Weber

CREDITS

Pat McKay
Executive Creative Director

Cailen Guhl
Senior Art Director

JP LeRoux
Copywriter

Pete Anderson
Executive Producer

CLIENT BridgeSpan Health

TITLE Narrowing the Crowd

Buck
Production Company (Sydney, Australia)

Mathijs Luitjen, Josh Edwards, Sam Scopelliti, Lucas Brooking, Lara Lee, Gareth O'Brien
Animators (Buck, Sydney)

John Buroker
Sound Designer (HEARby Sound)

Antfood
Music

Brenda Zane
Group Business Director

Andrew Holland
Senior Business Manager



FILM & VIDEO

VIDEO EDITING

AWARD Silver ADDY® Award

ENTRANT World Famous

CREDITS

Daniel Brown
Director

Alan Nay
Executive Producer

Holly Ableidinger
Producer

CLIENT MotoSoul

TITLE MotoSoul

Joel Voelker
Director of Photography

Andy Seaver
Editor

Christie Brown
Editor



FILM & VIDEO

VIDEO EDITING

AWARD Silver ADDY® Award

ENTRANT Workhouse Creative

CREDITS

Anderson Wright
Director

Todd Martin
Director of Photography

Matt Schaff
Editor

Kevin Comer
Producer

CLIENT Dropbox

TITLE Teams

Dave Lewis
Original Score

Eli Martin
Executive Producer

St. George Post
Post Production



FILM & VIDEO

VIDEO EDITING

AWARD Silver ADDY® Award

ENTRANT Workhouse Creative

CREDITS

Keith Rivers
Director

Eric Koretz
Director of Photography

Nick Pezzillo
Editor

CLIENT Turn 10 Studios

TITLE Forza Horizon III

Jorge Salgado
Producer

Eli Martin
Executive Producer

St. George Post
Post Production



SOUND

SOUND DESIGN

AWARD Silver ADDY® Award

ENTRANT CMD

CREDITS

John O'Connell
Creative Director / Director

Andy Cale
Associate Creative Director / Writer

Jim Wagstaff
Associate Creative Director / Art Direction

Alex Dean
Producer

Matt Allen
Motion Design

CLIENT Microsoft

TITLE Clap Your Hands

Jimmy Chung
Editor

Chris Jones
Editor

Randy Woloshin
Group Account Director

Digital One
Sound Design

Egg Music
Music



SOUND

MUSIC WITH LYRICS

AWARD Gold ADDY® Award
ENTRANT Wexley School for Girls
CLIENT Pocket Gems
TITLE Dragon Days
CREDITS

Ian Cohen
Executive Creative Director

Cal McAllister
Executive Creative Director

Evan Bross
Art Director

Teddy Solberg
Copywriter

Gabe Hajiani
Director of Production

Maddy Giordano
Producer

Jay Howard
Producer

Jordan Karr
Group Account Director

Annie Richards
Account Supervisor

Dee Dee Jones
Project Supervisor

Christine Wise
Director of Planning & Strategy

JJ Sedelmaier
Creative Director / Designer

Fellow LA
Animation / Production

Adam Schlesinger
Music Composition

Steven Gold
Music Composition



DIGITAL CREATIVE TECHNOLOGY

RESPONSIVE DESIGN

AWARD Gold ADDY® Award
ENTRANT Tether
CLIENT AWAKE Chocolate
TITLE Energy To Do More Stuff
CREDITS

Stanley Hainsworth
Chief Creative Officer

Steve Barrett
Executive Creative Director

Paul Huggett & Bill Allen
Creative Directors

Scotty MacLaughlin
Director

Adam Bale
Director of Photography

Rory Jensen, Jenny Lee, Ramon Vasquez
Senior Art Directors

Bo Gilliland
Senior Writer

Dylan Moss, Kewi Bedoyan
Designers

Alexis Smith
Senior Producer

David Drori
Editor

Dan Kelly
Special Effects / Animation

Alex Warren
Account Manager



DIGITAL CREATIVE TECHNOLOGY

RESPONSIVE DESIGN

AWARD Gold ADDY® Award
ENTRANT POSSIBLE
CLIENT Microsoft
TITLE Minecraft: Education Edition
CREDITS

Danielle Trivisonno Hawley
Chief Creative Officer

Ray Page
Executive Creative Director

Matt Winkler
Account Director

Maya Hough
Project Manager

Brian Coonce
Creative Director

Nicole Stanton
Senior Art Director

Peter West
Designer

Brian Fall
Designer

Amanda Cuello
User Experience Architect

Tony Aksoy
User Experience Architect

Holly Bahn
Production Designer

Jessi Brown
Senior Writer



EXPLORE A WORLD OF LEARNING

By using Minecraft as a platform for learning, educators can motivate and inspire every student to achieve more, and ignite a passion for learning. Join a community of educators learning how to use Minecraft to unlock student potential.

WHY CONNECT?



WHAT IS MINECRAFT: EDUCATION EDITION

Minecraft: Education Edition is a collaborative and versatile platform that educators can use across subjects to encourage 21st-century skills.



Assess and Reflect

The various tool prompts allow students to take ownership of their work and discuss their progress.



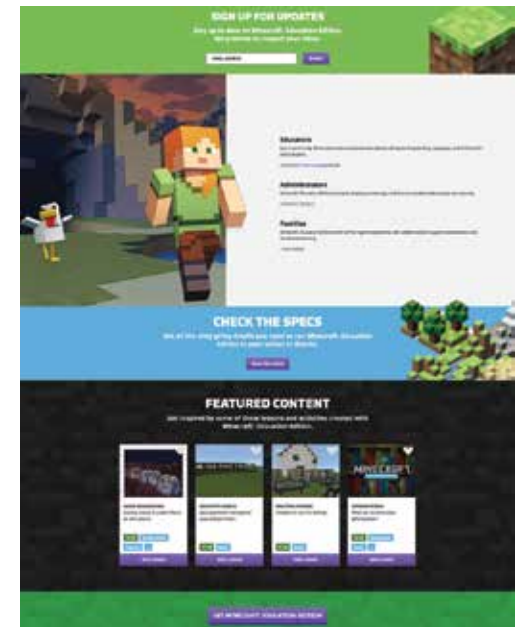
Immersive Learning

Use Minecraft: Education Edition to bring in the game, allowing learning by taking an additional dimension.



Classroom Collaboration

Students collaborate together to solve or discuss simply by joining their classroom world.



DIGITAL CREATIVE TECHNOLOGY

USER EXPERIENCE

AWARD Silver ADDY® Award

ENTRANT Wunderman Seattle

CREDITS

Michael Joseph
VP Client Services Director

Dan Miller
Group Account Director

Ben Peters
Group Creative Director

Caitlin Kogan
Creative Director

Neal Moore
Creative Director

John Liebenthal
Copywriter

O’Ryan Brody
Executive Producer

Sara Stifler
Video Producer

CLIENT T-Mobile

TITLE Mobile on the Fly

Nick Kelly
Motion Art Director

Michael Flanagan
Motion Graphics

Craig Evans
Chief Creative Officer

Gayle Bock
Director of Loyalty Marketing

Matt Staneff
SVP, Product & Customer Marketing

MOBILE

ON THE FLY

FROM T-MOBILE®

DIGITAL CREATIVE TECHNOLOGY

USER EXPERIENCE

AWARD Gold ADDY® Award

ENTRANT Wunderman Seattle

CREDITS

Chris Elliott
Executive Creative Director

Brad Mosher
Senior Art Director

Kathryn Guess
Senior Copywriter

Anna Rainwater
Senior Account Planner

Alex Romeo
Strategist

Billy Milligan
Technical Director

Jason Justice
Associate Technical Director

Mourat Echougaov
Technical Architect

CLIENT Microsoft

TITLE GamerCrest

Mia Maxwell
Project Manager

Matt Elbon
Art Director

Angela Rootshtain
Account Director

Heidi Kimble
Associate Director Data Strategy

Craig Evans
Chief Creative Officer

Jeff Soto
Illustrator

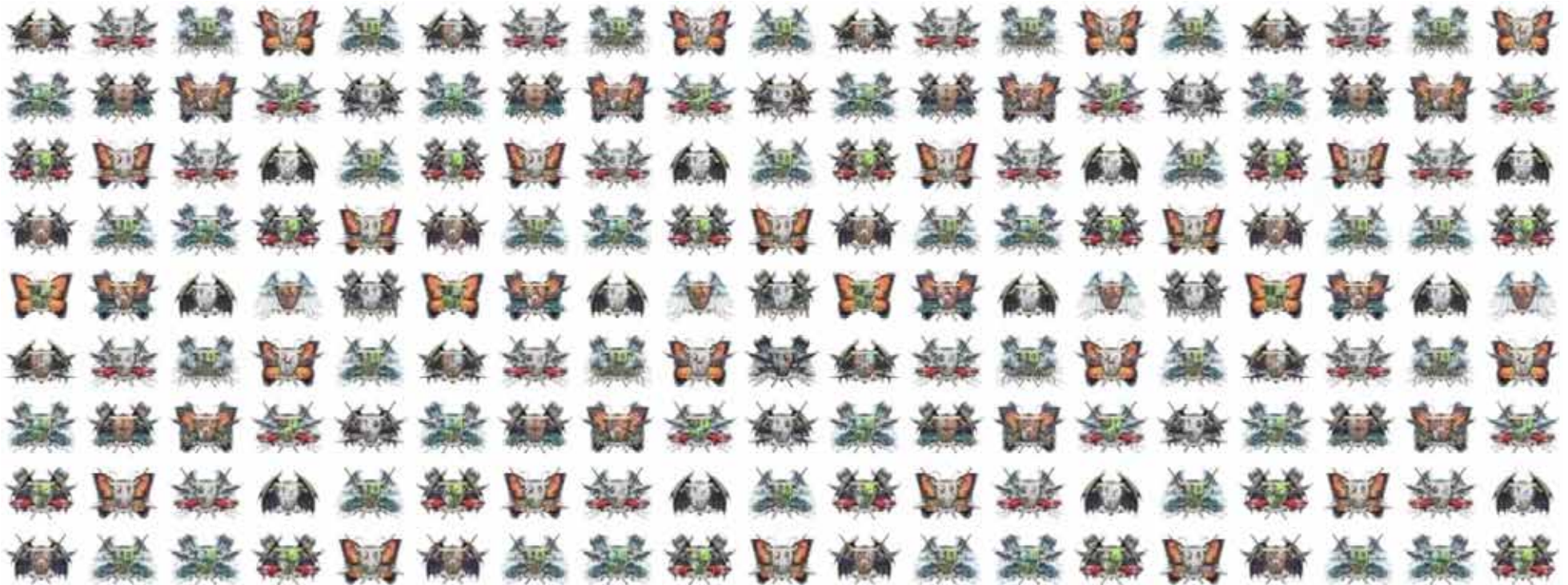
Ryan Schmidt
Art Director

O'Ryan Brody
Executive Producer

Sara Stifler
Video Producer

Nick Kelly
Motion Art Director

Michael Flanagan
Motion Graphics



DIGITAL CREATIVE TECHNOLOGY

DATA DRIVEN MEDIA

AWARD Gold ADDY® Award

CLIENT Microsoft

ENTRANT Wunderman Seattle

TITLE GamerCrest

CREDITS

Chris Elliott
Executive Creative Director

O’Ryan Brody
Executive Producer

Brad Mosher
Senior Art Director

Sara Stifler
Video Producer

Kathryn Guess
Senior Copywriter

Nick Kelly
Motion Art Director

Anna Rainwater
Senior Account Planner

Michael Flanagan
Motion Graphics

Alex Romeo
Strategist

Billy Milligan
Technical Director

Jason Justice
Associate Technical Director

Mourat Echougaov
Technical Architect

Mia Maxwell
Project Manager

Matt Elbon
Art Director

Angela Rootshtain
Account Director

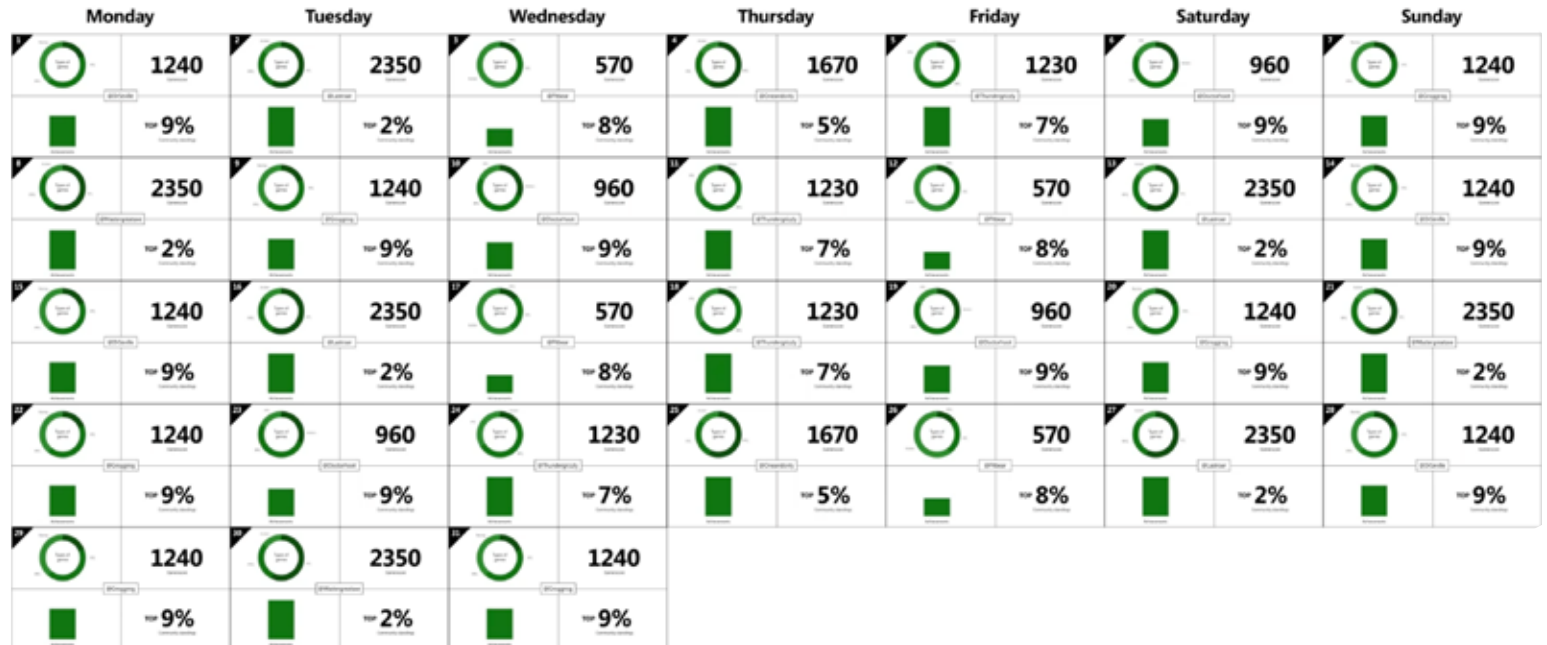
Heidi Kimble
Associate Director Data Strategy

Craig Evans
Chief Creative Officer

Jeff Soto
Illustrator

Ryan Schmidt
Art Director

January



DIGITAL CREATIVE TECHNOLOGY

INNOVATIVE USE OF INTERACTIVE / TECHNOLOGY

AWARD Gold ADDY® Award

ENTRANT Wunderman Seattle

CREDITS

Chris Elliott
Executive Creative Director

Brad Mosher
Senior Art Director

Kathryn Guess
Senior Copywriter

Anna Rainwater
Senior Account Planner

Alex Romeo
Strategist

Billy Milligan
Technical Director

Jason Justice
Associate Technical Director

Mourat Echougaov
Technical Architect

CLIENT Microsoft

TITLE GamerCrest

Mia Maxwell
Project Manager

Matt Elbon
Art Director

Angela Rootshain
Account Director

Heidi Kimble
Associate Director Data Strategy

Craig Evans
Chief Creative Officer

Jeff Soto
Illustrator

Ryan Schmidt
Art Director

O'Ryan Brody
Executive Producer

Sara Stifler
Video Producer

Nick Kelly
Motion Art Director

Michael Flanagan
Motion Graphics





S T U





AWARDS

SALES PROMOTION PACKAGING

AWARD Student Silver ADDY® Award
TITLE Creature Wines
SCHOOL Sanford-Brown College
CREDITS

Bonnie Boughton
Graphic Designer

Brandon Walker
Graphic Design Lead Faculty



COLLATERAL MATERIAL

PUBLICATION DESIGN: COVER

AWARD Student Silver ADDY® Award
TITLE On Site Magazine
SCHOOL Seattle Central Creative Academy
CREDITS

Clarita Hinojosa
Designer



COLLATERAL MATERIAL

PUBLICATION DESIGN: COVER

AWARD Student Silver ADDY® Award
TITLE User Magazine
SCHOOL Seattle Central Creative Academy
CREDITS

Nathaniel Bergstein
Graphic Designer



COLLATERAL MATERIAL

PUBLICATION DESIGN: COVER

AWARD Student Silver ADDY® Award
TITLE Current Magazine
SCHOOL Seattle Central Creative Academy
CREDITS
Kristin Lowry
Designer

COLLATERAL MATERIAL

PUBLICATION DESIGN: MAGAZINE DESIGN



AWARD Student Gold ADDY® Award

TITLE Gamma Ray

SCHOOL Seattle Central Creative Academy

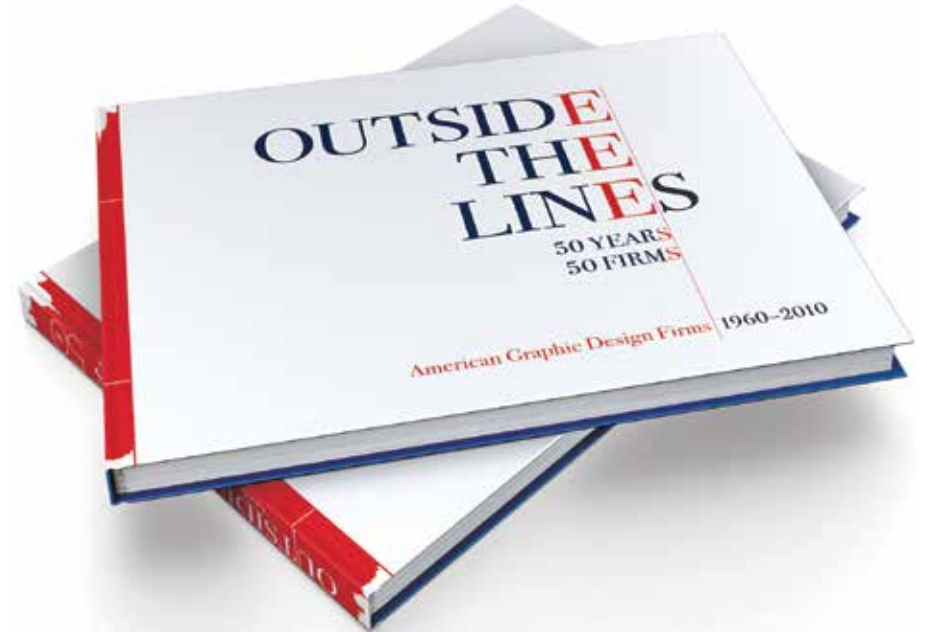
CREDITS

Gabriel Herrin
Designer



COLLATERAL MATERIAL

PUBLICATION DESIGN: BOOK DESIGN



AWARD Student Silver ADDY® Award

TITLE Outside the Lines

SCHOOL Sanford-Brown College

CREDITS

Bonnie Boughton
Graphic Designer

Brandon Walker
Graphic Design Lead Faculty



OUTDOOR & TRANSIT ADVERTISING CAMPAIGN

AWARD Student Silver ADDY® Award

TITLE Think of Others and Recycle

SCHOOL Sanford-Brown College

CREDITS

Christopher Harris
Graphic Designer

Brandon Walker
Graphic Design Lead Faculty

APPS

APP (MOBILE OR WEB-BASED)

AWARD

Student Silver ADDY® Award

TITLE

Tantalizing

SCHOOL

Sanford-Brown College

CREDITS

Nicole Llamas
Graphic Designer

Brandon Walker
Graphic Design Lead Faculty



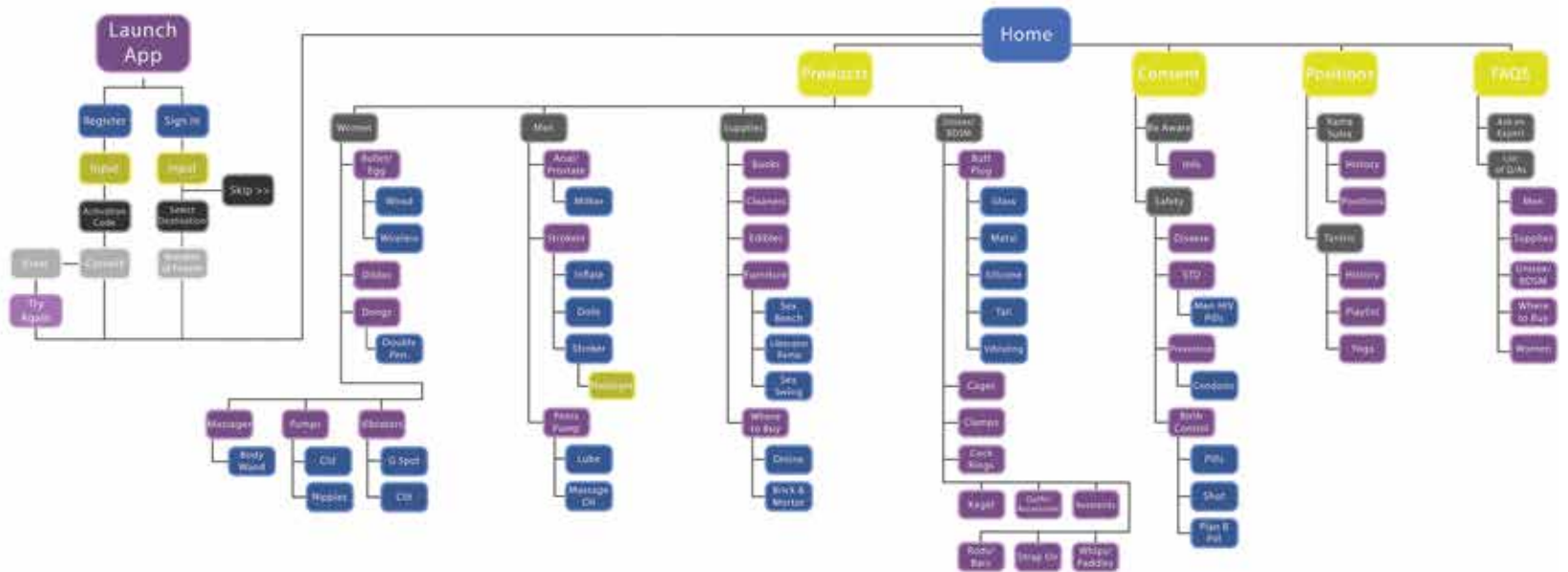
TANTALIZING

Tantalizing

Mobile Design Development

Many people see s-e-x as a taboo subject that should only be spoken of behind close doors. Tantalizing is an app that goes beyond all others. The purpose of this app is to educate a large demographic of people over the age of 30-year-olds. Focusing on the people who simply want to learn and explore their intimate side, or even to spice up their love life with new tricks and toys.

Designed to have intimate and dirty visuals but also keeps you on topic that peaks your interest. This app features different topics such as: the dos and don'ts of sex, lesson on consent, shares a topic of BDSM, product knowledge and so much more.



APPS

APP (MOBILE OR WEB-BASED)

AWARD
TITLE
SCHOOL
CREDITS

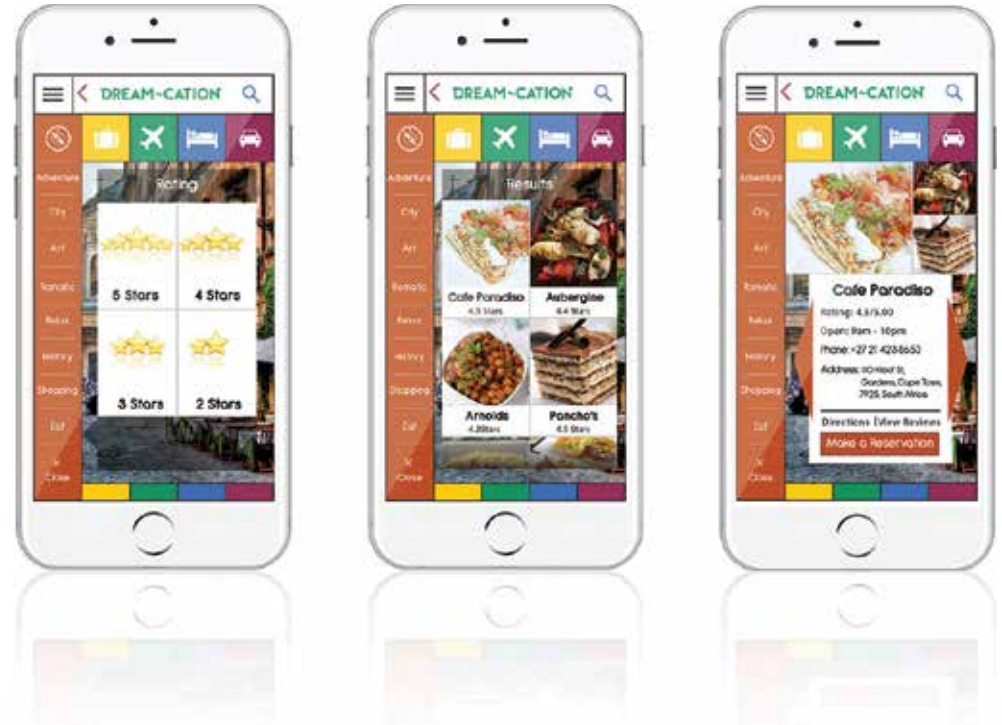
Student Gold ADDY® Award

Dream-Cation Travel App

Sanford-Brown College

Nicole Llamas
Graphic Designer

Brandon Walker
Graphic Design Lead Faculty



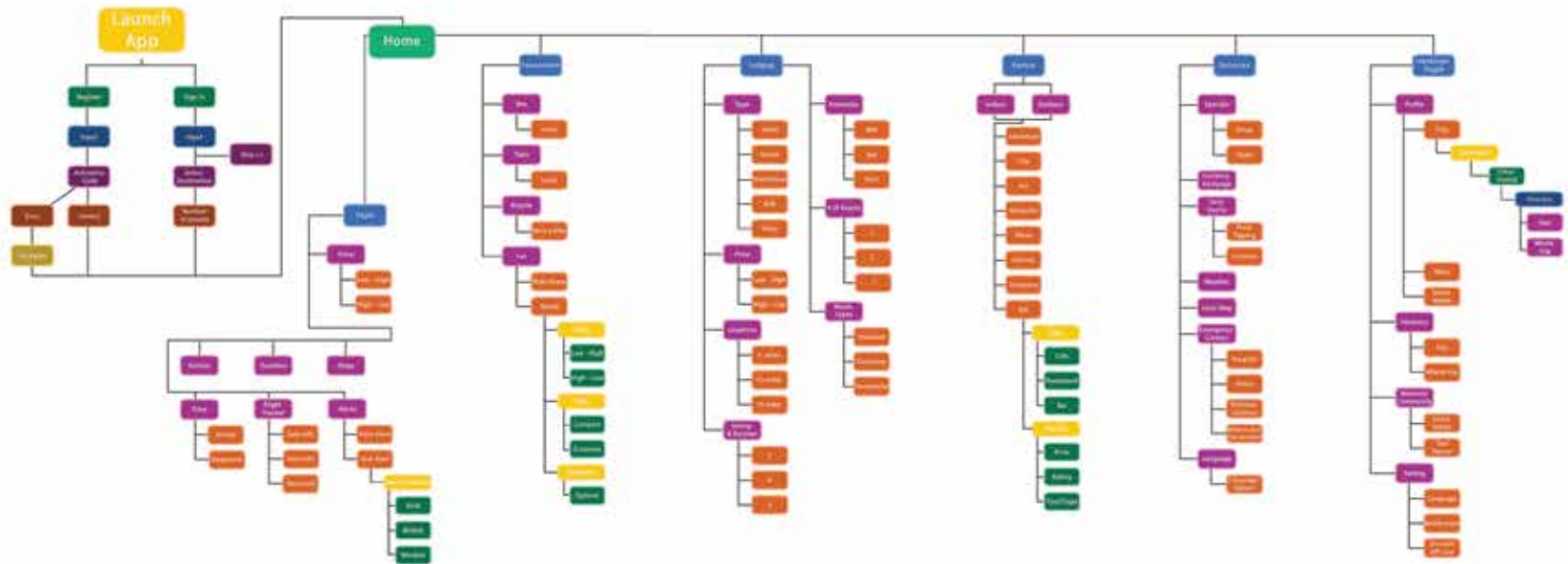
DREAM-CATION

Branding & Mobile Design

Every section is meant to be a time of relaxation to have when traveling, either domestic or international. The purpose of the mobile app is targeted to a more cultured demographic, who simply doesn't have the time to travel until now. The app is designed to make entry use effortless, stress free, and simple to use in any language all around the world.

The visual theme throughout the app goes off the side of your dream vacation coming to life. The app carries the features of looking flights, from airline to picking a window seat. Also covering lodging needs, based from the rating to how close you want to explore the night life in the region to find a side town local establishment and make reservations on the way. Best of all, the app can help anyone find new places to explore with just a tap on the screen.

For the project, the destination focused on is Cape Town, South Africa. The screens demonstrate how the app is easy to use while showing different paths. First set of screens shows how to log into the app, then find what part of the world they are staying in or traveling to, looking for a local cafe for brunch, and lastly going through the profile to look at other traveling resources.



APPS

APP (MOBILE OR WEB-BASED)

AWARD

Student Gold ADDY® Award

TITLE

Fit-U

SCHOOL

Sanford-Brown College

CREDITS

Bonnie Boughton
Graphic Designer

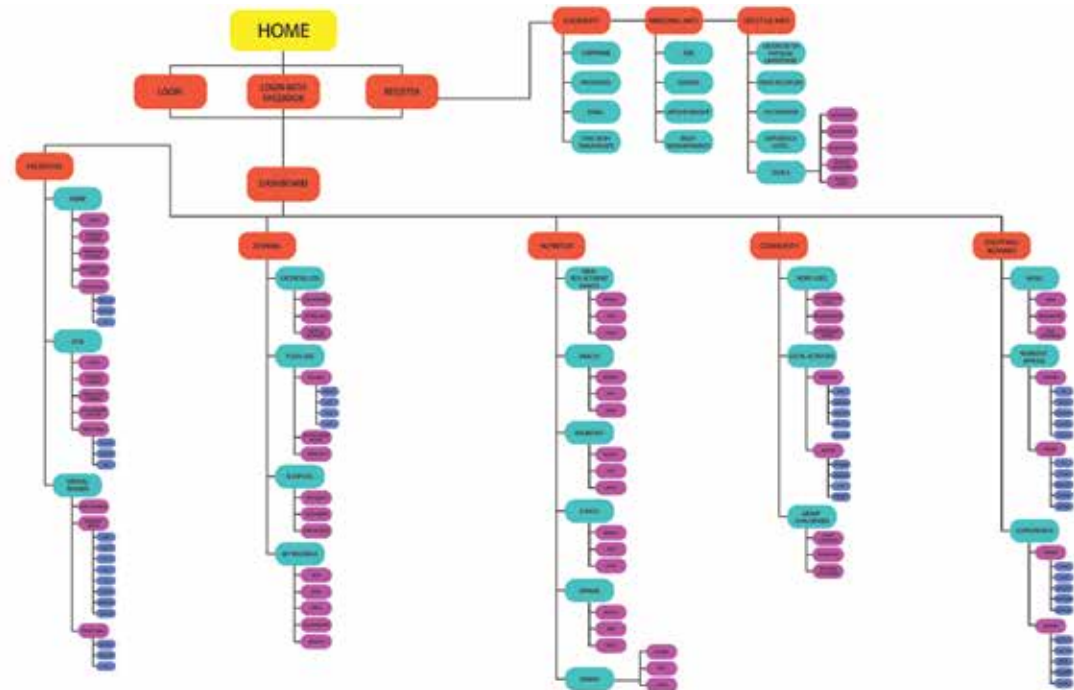
Brandon Walker
Graphic Design Lead Faculty



FitU
App Design

FitU is an all inclusive, easy to use, intuitive health app. FitU focuses on the man or woman who needs a way to track their overall health in one user friendly app. The user will be able to find, save, or share workouts, recipes, inspiration, and many other things with a community that supports and encourages a healthy lifestyle.

FitU is a unique health app which provides personalized workout routines and meal plans geared towards creating a happier and healthier lifestyle. The user has the opportunity to enter any physical limitations, allergies, long term goals, or any other pertinent information while setting up their profile which helps tailor the user's experience. The layout is easy to navigate and inspirational to the viewer.



INTEGRATED CAMPAIGNS

INTEGRATED BRAND IDENTITY CAMPAIGN

AWARD

Student Gold ADDY® Award

TITLE

Seattle Pride 2018

SCHOOL

Seattle Central Creative Academy

CREDITS

Wynn Barnard
Liz McCarty



