

AMERICAN  
ADVERTISING  
AWARDS  
SEATTLE



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We bring your ideas to life.

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**We deliver affordable storytelling  
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**All the rest is just gravy.**



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*american advertising awards | seattle 2018 winners book*

# Best ~~of~~ Show

Thank you, Seattle ADDYs, for an unforgettable evening of creativity.

cmd

[cmdagency.com](http://cmdagency.com)

# A Message from AAF Seattle

Well, hello there!



Last year I told you that I love the American Advertising Awards. This year, I decided to prove it by becoming the District XI American Advertising Awards Chair in addition to my duties as AAF Seattle President. All the while navigating through the challenges and joys of being a new mom. I'm either completely off-my-rocker-crazy or I really mean it when I say, I love the American Advertising Awards. I suspect it's a little of both.

As I mentioned in a letter I sent out to our membership earlier this year, we have seen our fair share of challenges (and joys). Everything that AAF Seattle is able to do, from our educational programs to our large events like this one, the ADDYs, is only made possible by the support of our membership base and the advertising community at large. Budget restrictions (boo!) and company growth (yay!) have had an impact on us this year. At the beginning of this club year, we were worried that we would even be able to put on this event. We asked our community for help, and man... did we receive it in abundance. I am humbled and thankful that so many people heard our cry and answered it with such enthusiastic kindness. I just want to

take a minute and thank some of those companies and individuals. Thank you CMD, Mekanism, Sister, Epic Signal and Biscuit Video for your support. We could not have made this work without you.

I also want to acknowledge all of the people who showed up. Who came to our events and helped us create spaces to learn about and celebrate our art. We saw record attendance at many of our events this year. Seeing the support for our programs fuels our desire to go out and create more meaningful, impactful and important programs. It was definitely our impetus when building our upcoming annual diversity and inclusion-focused event that touches on important topics sparked by the #metoo, #TimesUpAdvertising and related movements in our industry. I can't wait to share it with you all.

Congratulations to all of our ADDY-winning agencies and clients for the amazing work you created in 2017. 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 on April 7th at

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 Friday, June 108 at the ADMERICA Conference in Chicago. The National Awards Show is an amazing event each year and I hope to see you all there!

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

# Sponsors & Partners

School of Visual Concepts  
Hand Crank Films  
Board and Vellum  
CMD  
Mekanism

Epic Signal  
Sister  
Biscuit  
Level Office  
Blue Danube Production

Bridget Quigg  
Lyn McManus  
Dave White  
Sagelands  
Peddler Brewing



Board & Vellum



Lyn McManus

Dave WHITE

**BRIDGET QUIGG**



Sagelands



# 2018 ADDY Committee

## A Note from the Awards Director

OOOeeee! To say this year was a rebuilding year would be an understatement. The loss of some of our favorite companies entries from our competition this year left us starting with heavy hearts. But as always, the community rallied and here we sit today.

Words cannot begin to describe the gratitude I feel towards my committee. Made up almost entirely of brand new recruits, they traversed this crazy year with more gusto and talent than I could have asked for. Each taking time out of their busy jobs and lives to volunteer for this exceptional ADDY season.

Furthermore and most importantly, without the support of the Seattle ad community, none of this would be possible. To the teams at CMD (Randy,

Katy, John), Mekanism (Lisa, Sarah, Jackie) and Biscuit Video (Matt), You. Are. My. People! Without you, this show would literally not have been 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 the closet, including the largest entry we've ever seen! The School has been the backdrop for our event for the past several years and WE LOVE IT and YOU!

A special thank you to our judges: Myra Nussbaum, Britt Nolan and Patrick Bennett. And extra shout out to Nikki Baker who judged from her flu bed.

We appreciate the thoughtfulness and time you dedicated to our competition this year.

Thank you to all our sponsors new and returning! Board & Vellum, Handcrank Films, Level Office, Sagelands winery, Peddler brewing, Bridget, Dave and Lyn. 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.

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! We cannot wait to see what the next year holds!

## 2018 Committee Members

**Kyra Martin**  
Addy Director

**Jon Aiken**  
Silver Medal Writer

**Melinda Hohlbein Loeffler**  
Co-Event Coordinator

**Jordan McGrath**  
Judging Coordinator

**Erik Stinson**  
Copy

**Jeremy Bushnell**  
Visuals

**Nicole Llamas**  
Visuals

**Ron Pechmagre**  
Designer

**Isaac LeFever**  
Designer

## Committee Shout Outs

I APPRECIATED THE STUNNING ORIGINALITY AND QUALITY OF THE ENTRIES. SUCH A TREAT TO GET TO SEE ALL THE WORK! • KYRA'S AWESOME DRIVE TO THE FINISH LINE • KYRA'S ABILITY TO MOTIVATE US TO GET SHIT DONE • KYRA'S SUPER HERO LEVEL ORGANIZATIONAL SKILLS • SHE ALWAYS BRINGS WINE • EASY-TO-COLLABORATE AAF GOOGLE DRIVE FOLDERS • WINE & CANDY AT THE MEETINGS—A PERFECT WAY TO START A WEDNESDAY NIGHT • MEETING PROXIMITY TO MY OFFICE (MOST MEETINGS WERE A BLOCK AWAY) • EAGER, COLLABORATE ATTITUDE, ESPECIALLY FROM PEOPLE WHO HAD WORKED ON PREVIOUS YEAR'S AWARDS (KYRA!) • THE WEIRDLY-SMALL MARKETING COMMUNITY IN SEATTLE: MAKING EVERY CONVERSATION A STUNNINGLY EASY WAY FOR EVERYONE TO RECONNECT WITH OLD COWORKERS, MEET NEW PEOPLE & HEAR ABOUT HOW AGENCIES+CLIENTS WERE EVOLVING THROUGH THE YEARS • I LEARNED THAT THE UNEXPECTED HAPPENS, AND EVEN THOUGH IT ROCKS THE BOAT, WE WORK THROUGH THE STRESSFUL CHANGE, AND THINGS WORK OUT • I TOOK A LOT OF PRIDE IN BEING PART OF THE DETAILS, SUCH AS THE ADDY ENTRY FORM FOR EXAMPLE • I REALLY ENJOYED ZEEKS PIZZA • I APPRECIATE BEING A PART OF THE ADDYS AND THE TEAM AND ENJOY BEING A PART OF THE ADDYS FROM SETTING UP, TO ENJOYING THE EVENT, THROUGH CLOSING • SOMETHING THAT GOT ME THROUGH THIS ADDY SEASON WAS THE SUPPORT, UNDERSTANDING, AND SYNERGY OF THE TEAM • VIEWS OF THE CITY FROM DIFFERENT CONFERENCE ROOMS • JUDGING WEEKEND DINNER • COOL JUDGES • KYRA MARTIN • WINE AND SNICKERS? • MY F\*\*KING AMAZING COMMITTEE • CINDY PENNINGTON, LUIS ANTEZANA AND AUDREY MCKASY • THE SEATTLE ADVERTISING COMMUNITY WHO STEPPED FORWARD AND REALLY NAILED IT THIS YEAR • RANDY WOLOSHIN FROM CMD FOR BEING THE WORLD'S MOST PATIENT MAN EVER • WINE. ALWAYS WINE • MOTIVATION: LAST YEAR WAS MY FIRST EXPERIENCE GOING TO, BEING AT, AND SEEING MY FRIENDS WIN AWARDS. IT MOTIVATED ME TO BE THERE THE NEXT YEAR ON MORE OF A LEVEL THAN JUST VOLUNTEERING. ALSO TO WIN MY OWN ADDY! • PIZZA/TACOS: NOT JUST DELICIOUS BUT FUEL FOR MY THOUGHTS • SOUND TRANSIT: THE ABILITY TO NAP OR CATCH UP ON A PODCAST INSTEAD OF DRIVING IS THE BEST • OPPORTUNITY: I HAVE WANTED TO GET MORE INVOLVED IN AAF ONCE I WAS DONE WITH SCHOOL AND THIS OPPORTUNITY IS APPRECIATED. LOVED HELPING OUT • MONEY: I AM A NEWLY GRADUATED AND BROKE COLLEGE STUDENT. ADDY'S ARE A WAY TO NETWORK AND MEET PEOPLE • I'M GRATEFUL THAT THERE ARE MANY WAYS THE TEAM IS ABLE TO COORDINATE, COMMUNICATE AND PING IDEAS TO ONE ANOTHER • THE MOST TERRIFYING PART OF BEING PART OF THE ADDYS IS NOT KEEPING TO THE DEADLINES AND CREATING SOMETHING THAT DOESN'T FIT THE OVERALL THEME • I REALLY ENJOYED COLLABORATING WITH THE GROUP ON THE OVERALL THEME, HOW EVERYONE WAS INVOLVED AND PLACED THEIR INPUT INTO WHAT THE OVERALL ADDYS SHOULD BE THIS YEAR • OVERALL I ENJOYED BEING PART OF THE ADDYS... CAN'T THINK OF ANYTHING ELSE TO SAY • THIS IS THE FIRST YEAR I'VE BEEN ON THE COMMITTEE SO IT WAS DEFINITELY DIFFERENT THAN ANY OTHER VOLUNTEERING BUT STILL WANT TO LEARN MORE ABOUT THE THE PROCESS, FROM THE BEGINNING TO THE END. DEFINITELY EXCITED TO BE MORE PART OF THE ADDYS NEXT YEAR

# 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 in Show



**Entrant** CMD  
**Client** Mixer  
**Title** Mixer - Streaming's Better This Way  
**Credits**

**John O'Connell**  
Creative Director / Director

**Andy Cale**  
Associate Creative Director

**Avery Harrison**  
Copywriter

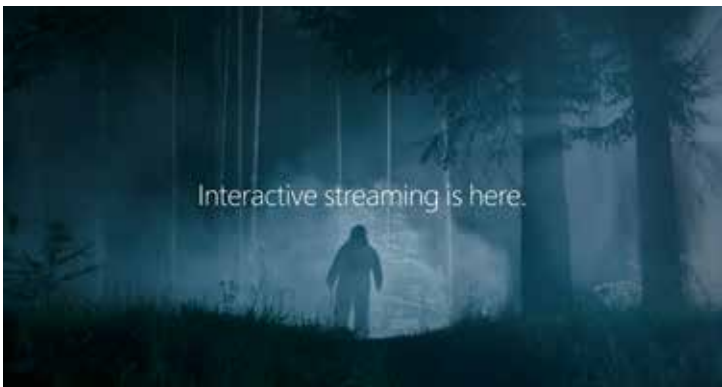
**David Wester**  
Editor

**Jimmy Chung**  
Editor

**Matt Allen**  
Motion Graphics

**Randy Woloshin**  
Group Account Director

**Katy Rall**  
Agency Producer



# Judge's Choice



## **Britt Nolan**

### **Juan & Juan**

Copacino+Fujikado

"Hi, I'm Britt Nolan, I'm the chief creative officer at Leo Burnett in Chicago.

My Judge's Choice was "Juan and Juan" for Columbia Crest Winery. I chose this piece because I think it's the kind of thing that the industry doesn't usually award and I thought it deserved a little bit of recognition. I found "Juan and Juan" just completely charming in it's imperfection and authenticity. I thought this campaign was just simple, funny, a little bit weird, but completely self-aware. I liked it more every time I saw it. We watched it over and over again, and every time I laughed a little bit harder and that's a good sign."



## **Patrick Bennett**

### **2017 Client Gifts**

Color Creative

"My name is Patrick Bennett and I'm an executive creative director in New York. From the moment I saw it, I knew this had to be my judges choice award. While there was a lot of fantastic work here that we went through today, this was the piece that spoke to me. This was the piece that I most wanted to have. And when you think about the work that we looked at today one of the questions is always, 'Is this work that I most wanted to do?' but in this case, this was work that I wanted to have. I'm hoping that by making it my judges choice I can have it. It's the attention to detail in this thing that I just love."



## **Myra Nussbaum**

### **#IPumpedHere**

WONGDOODY

"I'm Myra Nussbaum. I'm a group creative director at DDB Chicago. My judges choice is "I Pumped Here." I love I pumped here because as a mother of 3, it really spoke to me, it hit close to home, as it does for many women in America. For me, I've always had a place to pump, to go to, but many women don't. So they end up pumping in bathrooms, on toilets, in unsanitary places. And that was the point of I pumped here, was to put stickers on those places and to document it in a very social centric way on social media so everybody can see what it's like. What these women are going through."



## **Nikki Baker**

### **Strawless Ocean Campaign**

POSSIBLE

"These days, every client is trying to save the world by writing long winded manifestos and airing glorified sizzle videos. It was refreshing to see such a simple concept pay off a worthy cause. This could have easily been your classic celebrity pleading to camera - but instead we get to see them look to camera and say 'I suck.' So simple. So perfectly stupid. So catchy.

Then the icing: seeing celebs getting punched across the face by a just-fake-enough-looking Octopus tentacle. At first I was like - is that necessary? Then I was like: of course it is. When I think of plastic in the Oceans, I usually think of that sad sea turtle with the milk top clenching his midriff like a Kardashian corset. That image is depressing as hell. Sometimes serious problems need some levity sprinkled on top to get people to really notice and take action. Thank you for doing that here. Oh, and I try not to suck anymore too."

# Terry Heckler

## 2018 Silver Medal Award Winner



It's 2018 and we're giving Terry Hecker the AAF Silver Medal Award. At long last, things are right in the Seattle advertising universe. Over his legendary career Terry has earned numerous awards and honors, but the elusive Silver Medal has finally found its rightful place on his likely crowded shelf.

Making this moment in time exceptional though, rests within the very nature of the Silver Medal Award itself. You can't campaign for it, request it, or buy it. The Silver Medal can only be given. There is a small committee comprised of previous winners—all elite and influential in their own right—who through their iconic campaigns, taglines, and agencies helped construct the modern advertising landscape of Seattle. And this year, they proclaimed that Terry Heckler would no longer go unrecognized. "It's about time," we all responded.

Over four decades ago, Terry first put his astonishing mark on the world of advertising, branding, and well, all of us by both naming and designing the logo for Starbucks. Who could've known back then that a two-tailed siren would eventually lure sleepy coffee drinkers around the world into her warm, inescapable embrace. In my lifetime, I've seen Starbucks shape the modern world economy through innovations and excellence, two sentiments that Terry mirrored in his own words.

*"Aside from an effective brand name and logo design, Starbucks has been in the right locations, maintained the importance of drive-thrus, and constantly refreshed store designs and products to create the concept of a "Third Place." All of which has been forged by a strong leader in Howard Schultz."*

However, it was with the Rainier Beer TV spots that Heckler truly cemented himself in the hearts of the region. While Starbucks has become America's coffee shop, Rainier Beer remained the Pacific Northwest's beer-of-choice for decades. Beginning with the infamous RRRRAAAAANNNEEEERRRR BBBBEEEEEEERRRR spot that featured a motorcyclist cruising towards Mt. Rainier herself, I asked Terry why all his Rainier ads resonated with the locals so strongly.

*"We simply reminded them it was their beer... not St. Louis, Olympia, or Portland. Instead of doing another flashy beer pour and running it over and over we did 6-7 completely different spots, randomly running them within the 13-week cycle. We wanted viewers to be entertained enough to watch them and talk about them... They did."*

As with any career retrospective, it's important to take stock of all those who contributed to one's success. Terry, like everyone on the Silver Medal Committee, has a long-list of individuals to acknowledge for their support, encouragement, and help along the way to this career achievement award.

*"Those in the Seattle advertising community that most significantly impacted my career: Tye Heckler, Fred Walsh, Gordon Bowker, Doug Fast, Kathy Cain, Ed Linbacker, Nancy Siegel, Jim Foster, Doug Brody, Norman Durkee, and Larry Coffman."*

The AAF Silver Medal Award signifies the splendid career of an advertising legend. This year, the Silver Medal Committee found a treasured genius who had been overlooked in years past and we decided to rectify that mistake. This is the Silver Medal Award after all, and in 2018 we are very proud to say it belongs to Terry Heckler.

## 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 & MARKETING**

# Stationary Package

Single or Multiple Pieces



**Award** Silver ADDY® Award  
**Entrant** Hornall Anderson  
**Client** GT's Living Foods  
**Title** GT's Limited Edition Bottles  
**Credits**

**Jay Hilburn**  
Design Director

**Alesia Wilkens**  
Project Manager

**Jonas Land**  
Electronic Production

**Maureen Estep**  
VP, Head of Client Services



# Public Service Collateral

## Brand Elements



**Award** Gold ADDY® Award

**Entrant** POSSIBLE

**Client** Lonely Whale Foundation

**Title** Strawless Ocean Campaign

**Credits**

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Shawn Herron**  
Creative Director

**Nicole Michels McDonagh**  
Creative Director

**Kelsie Clegg**  
Sr. Art Director

**Carla Sparks**  
Sr. Writer

**Sho Ito**  
Sr. Designer

**Jeremy Higuchi**  
Designer

**Megan Ball**  
Executive Producer

**Jeff Whang**  
Group Director, Strategy

**Stephanie Hockett**  
Sr. Content Strategist

**Kat Grider**  
SVP, Account, Account Management

**Curiosity Shoppe**  
Production Company

**Andy Seaver**  
Editor

**Patrick Richardson Wright**  
Editor

**Per Stenius**  
Digital Creative

**Oskar Sundberg**  
Creative Technologist

**Dune Ives**  
Executive Director

**Emma Riley**  
Director of Strategic Partnerships

**Emy Kane**  
Digital Strategist

# Ad Industry Self Promotion

## Direct Marketing and Specialty Advertising



**Award** Gold ADDY® Award  
**Entrant** Color Creative LLC  
**Client** Color Creative  
**Title** 2017 Client Gifts  
**Credits**  
Color Creative



# **OUT OF HOME & AMBIENT MEDIA**



# Installations

## Single Installation



**Award** Silver ADDY® Award  
**Entrant** Belief Agency  
**Client** Dunn Lumber  
**Title** Dunn DIY NWFGS Collateral  
**Credits**

**Rachelle Cummings**  
Associate Creative Director

**Matt Naylor**  
Sr. Designer

**Heather Croteau**  
Lead Copywriter

**Ian Ebright**  
Copywriter

**David Faddis**  
Filmmaker

**Michelle Henley**  
Filmmaker

**Joel Cummings**  
Account Director



# Installations

## Multiple Installations

### Award

Silver ADDY® Award

### Entrant

BDA

### Client

Constellation Brands / Modelo

### Title

Modelo Dia De Los Muertos Campaign

### Credits

#### Barry Deutsch

Chief Sales Officer

#### Amy Crossland

Sr. Director Client Services



# Poster

## Single Unit

**Award** Silver ADDY® Award

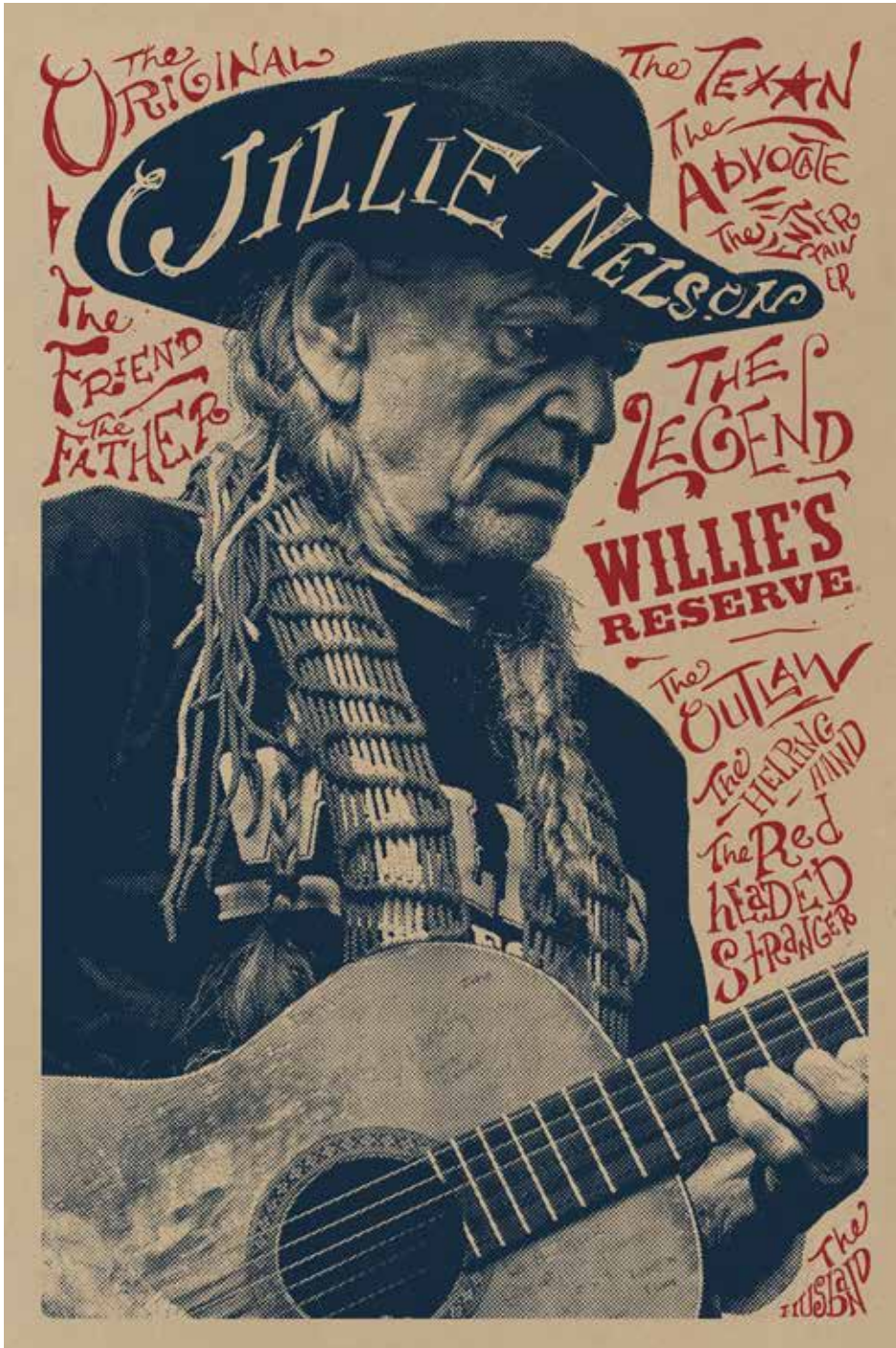
**Entrant** GCH, Inc.

**Client** Willie's Reserve

**Title** Willie's Reserve - The Legend

## Credits

**Michael Harring**  
Designer



# Outdoor Board

Flat – Single Unit

**Award** Silver ADDY® Award

**Entrant** DNA Seattle

**Client** Ben Bridge

**Title** For Life

## Credits

**Scott Fero**  
Creative Director

**Lianne Onart**  
Art Director

**Shannon Stringer**  
Writer

**Molly Woodruff**  
Producer

**Erin Jarrett**  
Account Supervisor

**Mike Quirk**  
Retoucher

**Scott Pitts**  
Photographer



# Outdoor Board

## Flat – Single Unit

**Award** Silver ADDY® Award  
**Entrant** C+C  
**Client** King County Metro  
**Title** Love, Metro Billboard

### Credits

**Carey Evenson**  
Director of Strategy

**Vandy Kindred**  
Creative Director

**Wyatt Curtiss**  
Sr. Copywriter

**Rachel Quast**  
Art Director

**Lawrence Granada**  
Graphic Designer

**Richelle King**  
Illustrator



# Mass Transit / Airlines

## Exterior – Single Unit

<b>Award</b>	Gold ADDY® Award
<b>Entrant</b>	C+C
<b>Client</b>	King County Metro
<b>Title</b>	Love, Metro

### Credits

**Carey Evenson**  
Director of Strategy

**Vandy Kindred**  
Creative Director

**Wyatt Curtiss**  
Sr. Copywriter

**Rachel Quast**  
Art Director

**Lawrence Granada**  
Graphic Designer

**Richelle King**  
Illustrator

ENJOY CHAPTER THREE, WE'LL HANDLE THE COMMUTE.



LOVE,  
METRO



# Site

## Interior – Single

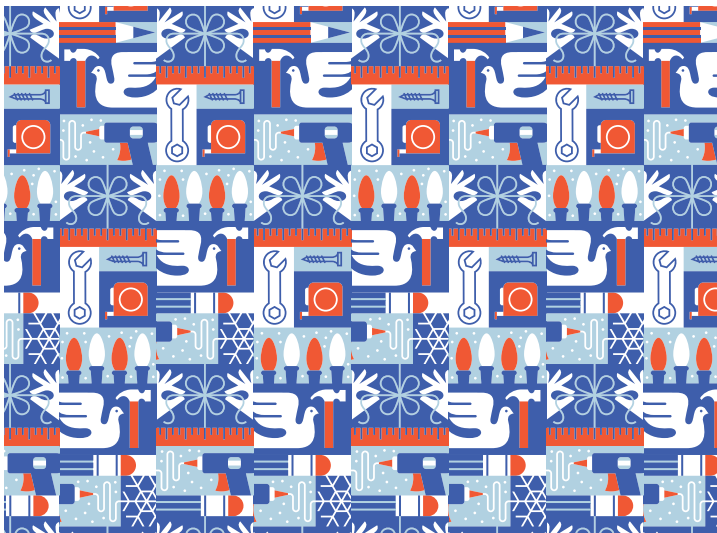


**Award** Silver ADDY® Award  
**Entrant** Belief Agency  
**Client** Dunn Lumber  
**Title** 2017 Holiday Endcap  
**Credits**

**Rachelle Cummings**  
Associate Creative Director

**Matt Naylor**  
Sr. Designer

**Joel Cummings**  
Account Director



# Out of Home

## Campaign



**Award** Silver ADDY® Award

**Entrant** Copacino+Fujikado

**Client** Seattle Aquarium

**Title** Aquarium Transit

### Credits

**Jim Copacino**  
Co-Founder / Chief Creative Officer

**Mike Hayward**  
Executive Creative Director

**Andrew Gall**  
Group Creative Director

**Barrie Arliss**  
Sr. Copywriter

**Boone Sommerfield**  
Art Director

**Alyssa Grigg**  
Sr. Account Executive

**Todd Hofmeister**  
Studio Manager



# Out of Home

## Campaign

**Award** Silver ADDY® Award

**Entrant** C+C

**Client** King County Metro

**Title** Love, Metro

## Credits

**Carey Evenson**  
Director of Strategy

**Vandy Kindred**  
Creative Director

**Wyatt Curtiss**  
Sr. Copywriter

**Rachel Quast**  
Art Director

**Lawrence Granada**  
Graphic Designer

**Richelle King**  
Illustrator

YOU WORK TOO HARD TO DRIVE ALONE.



LOVE,  
METRO



ENJOY CHAPTER THREE, WE'LL HANDLE THE COMMUTE.



LOVE,  
METRO



HAVE FUN AT KIELBASA NIGHT, WE'LL GET YOU HOME.



LOVE,  
METRO



# Public Service

## Ambient Media – Single Occurrence



**Award** Silver ADDY® Award  
**Entrant** POSSIBLE  
**Client** Lonely Whale Foundation  
**Title** SuckerPunch

### Credits

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Shawn Herron**  
Creative Director

**Nicole Michels McDonagh**  
Creative Director

**Kelsie Clegg**  
Sr. Art Director

**Carla Sparks**  
Sr. Writer

**Sho Ito**  
Sr. Designer

**Jeremy Higuchi**  
Designer

**Megan Ball**  
Executive Producer

**Jeff Whang**  
Group Director, Strategy

**Stephanie Hockett**  
Sr. Content Strategist

**Kat Grider**  
SVP, Account, Account Management

**Mary Ellen Farrar**  
Event Producer

**Curiosity Shoppe**  
Production Company

**Andy Seaver**  
Editor

**Dune Ives**  
Executive Director

**Emma Riley**  
Director of Strategic Partnerships

**Emily Kane**  
Digital Strategist

# Public Service

## Ambient Media – Campaign



**Award** Silver ADDY® Award  
**Entrant** POSSIBLE  
**Client** Lonely Whale Foundation  
**Title** SuckerPunch  
**Credits**

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Shawn Herron**  
Creative Director

**Nicole Michels McDonagh**  
Creative Director

**Kelsie Clegg**  
Sr. Art Director

**Carla Sparks**  
Sr. Writer

**Sho Ito**  
Sr. Designer

**Jeremy Higuchi**  
Designer

**Megan Ball**  
Executive Producer

**Jeff Whang**  
Group Director, Strategy

**Stephanie Hockett**  
Sr. Content Strategist

**Kat Grider**  
SVP, Account, Account Management

**Mary Ellen Farrar**  
Event Producer

**Curiosity Shoppe**  
Production Company

**Andy Seaver**  
Editor

**Dune Ives**  
Executive Director

**Emma Riley**  
Director of Strategic Partnerships

**Emy Kane**  
Digital Strategist

# **ONLINE / INTERACTIVE**

# Website

## Consumer



**Award** Silver ADDY® Award  
**Entrant** POSSIBLE  
**Client** Microsoft  
**Title** Microsoft Mixed Reality  
**Credits**

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Brian Coonce**  
Creative Director

**Adam Brock**  
Creative Director

**Max Menath**  
Associate Creative Director

**Andy Pixel**  
Technology Lead

**Erin Abbey**  
Associate Director, UX

**Jhonattan Fuentes**  
Sr. Designer

**Brian Fall**  
Designer

**Scott Douwes**  
Motion Designer

**Dax Estorninos**  
Sr. Producer

**Megan Ball**  
Executive Producer

**Limah Taeb**  
Associate UX Designer

**Rob Pettit**  
VP Accounts

**Gus Meuli**  
Program Manager

**Amanda Vo**  
Sr Project Manager

**Amy Devlin**  
Associate Director, Strategy

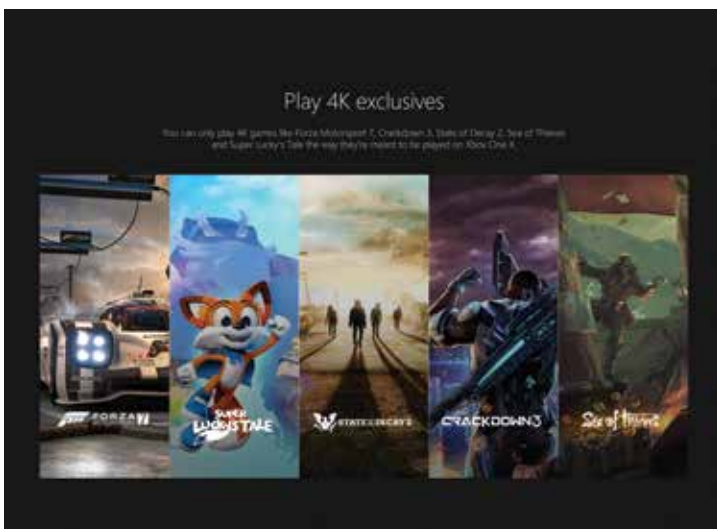
**Stephanie Moore**  
Sr Strategist

**Amy Jones**  
Associate Director, Marketing Sciences

**Shaun Jones**  
Sr Digital Analyst

# Website

## Consumer



**Award** Silver ADDY® Award

**Entrant** POSSIBLE

**Client** Microsoft

**Title** Xbox One X

### Credits

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Brian Coonce**  
Creative Director

**Jhonattan Fuentes**  
Sr. Designer

**Kyllan Tower**  
Art Director

**Jolie Foo**  
Production Designer

**Brittany Carroll**  
Production Designer

**Scott Douwes**  
Motion Designer

**Bijan Hashemi**  
User Experience

**Andy Pixel**  
Technology Lead

**Amy Devlin**  
Associate Director, Strategy

**Tommy Dietrich**  
Associate Strategist

**Amy Jones**  
Associate Director, Marketing Sciences

**Nick D'Andrade**  
Sr digital Analyst

**Rob Pettit**  
VP, Accounts

**Matt Winkler**  
Account Director

**Gus Meuli**  
Program Manager

**Maya Hough**  
Project Manager

**AnneKatrin Ramke**  
Sr Project Manager

**Kevin Brown**  
Associate Project Manager

# Social Media

## Single Execution



**Award** Silver ADDY® Award

**Entrant** WONGDOODY

**Client** Papa Murphy's Pizza

**Title** The F Word

### Credits

**Tracy Wong**  
Chairman / ECD

**Jennie Moore**  
Creative Director / Copywriter

**Patrick Moore**  
Sr. Art Director

**Leigh Eckert**  
Broadcast Producer

**Sabrina Luciani**  
Content Producer

**Austin Anderson**  
Motion Director

**Knox Duncan**  
Managing Director

**Lori Hicks**  
Associate Director Strategy

**Megan Meagher**  
Group Account Director

**Paula Branvold**  
Sr. Account Manager

**Samantha Sidwell**  
Sr. Account Executive

**James Whittington**  
Sr. Editor

**Joshua Web**  
Editor

# Social Media Campaign



**Award** Gold ADDY® Award  
**Entrant** Belief Agency  
**Client** Microsoft Cloud and Enterprise  
**Title** Fuel My Awesome  
**Credits**

- Selina Petosa**  
Chief Creative Officer
- Dennis O'Reilly**  
Group Creative Director
- Bryan Chackel**  
Creative Director
- Kahly Berg**  
Account Manager
- Dessa Boyle**  
Strategist
- Nick Ptacek**  
Art Director
- Trevor Eiler**  
Sr. Designer
- Daniel Brockley**  
Sr. Copywriter
- Berri Windsor**  
Copywriter
- Benny Haryanto**  
Sr. Production Designer
- Dorian Heller**  
Motion Designer
- Becca Rice**  
Copy Editor
- Brian Rash**  
Project Manager
- Amanda Didio**  
Project Manager



# Social Media Campaign



Catch us where it's cold. Like by the produce. #SeeTheLite



Chill out with a real dressing. Visit us in the produce section. #SeeTheLite



**Award** Silver ADDY® Award  
**Entrant** WONGDOODY  
**Client** Litehouse Foods  
**Title** Too Cool  
**Credits**

**Tracy Wong**  
Chairman / ECD

**Jennie Moore**  
Creative Director

**Patrick Moore**  
Sr. Art Director

**Chris Vail**  
Copywriter

**Laura Haithcock**  
Sr. Content Producer

**Hasalyn Modine**  
Sound Design

**Kristie Christensen**  
Account Director

**Ariel Smith**  
Account Supervisor

# Social Media

## Campaign



**Award** Gold ADDY® Award  
**Entrant** Copacino+Fujikado  
**Client** Chateau Ste Michelle  
**Title** Juan & Juan

### Credits

**Jim Copacino**  
Co-Founder / Chief Creative Officer

**Mike Hayward**  
Executive Creative Director

**Andy Westbrook**  
Sr. Art Director

**Chris Copacino**  
Account Director

**Colby Naiker**  
Sr. Account Executive

**Brian Alter**  
Videographer / Editor

# Apps, Games, & VR

## Mobile App



### Award

Silver ADDY® Award

### Entrant

Belief Agency

### Client

Amazon Kindle

### Title

Harry Potter and the Sorcerer's Stone  
Animated Book

### Credits

**David Garcia**  
Executive Producer (Amazon)

**John Alves**  
Executive Producer (Amazon)

**Andy Maier**  
Creative Director / Animator

**Jonathan Dunn**  
Producer / Account Director

**Hannah Lofgren**  
Producer

**Grant Kirkpatrick**  
Animator

**Matthew Taylor**  
Animator

**Chad Josewski**  
Animator

**Alex Forster**  
Animator

**Jack Strain**  
Animator

**Ryan Pohanic**  
Animator

**Chandler Bargreen**  
Animator

**Hung Pham**  
Animator

# Blogs & Digital Publications

## Digital Publications



### Award

Silver ADDY® Award

### Entrant

Belief Agency

### Client

Amazon Kindle

### Title

Harry Potter and the Sorcerer's Stone  
Animated Book

### Credits

#### David Garcia

Executive Producer (Amazon)

#### John Alves

Executive Producer (Amazon)

#### Andy Maier

Creative Director / Animator

#### Jonathan Dunn

Producer / Account Director

#### Hannah Lofgren

Producer

#### Grant Kirkpatrick

Animator

#### Matthew Taylor

Animator

#### Chad Josewski

Animator

#### Alex Forster

Animator

#### Jack Strain

Animator

#### Ryan Pohanic

Animator

#### Chandler Bargreen

Animator

#### Hung Pham

Animator

# Public Service

Public Service – Online / Interactive



## Award

Gold ADDY® Award

## Entrant

WONGDOODY

## Client

MomsRising

## Title

IPumpedHere.org

## Credits

### Tracy Wong

Chairman

### Skyler Mattson

Managing Director

### Pam Fujimoto

Executive Creative Director

### Jennie Moore

Creative Director / Copywriter

### Mishy Cass

ACD / Art Director

### Matt Ballew

ACD / Interactive Art Director

### Kinley Lagrange

Account Director

### Kari Connor

Director of Market Strategy

### Damara Dikeou

Associate Director of Digital Strategy

### Megan Blacksher

Sr. Director / HR

### Stacy McCann

Sr. Director of Integrated Production

### Jess Ambrose

Sr. Integrated Broadcast Producer

### Laura Halthcock

Sr. Content Producer

### Sabrina Luciani

Content Producer

### Michelle Asp

Freelance Sr. Developer

### Austin Anderson

Motion Director

### Samantha Cook

Editor

### Logan Modine

Editor

### Hasalyn Modine

Editor

### Silvia Yom

Freelance Animator

# **FILM, VIDEO, & SOUND**

# Radio Advertising

## Radio – Local Campaign

<b>Award</b>	Silver ADDY® Award
<b>Entrant</b>	Hydrogen Advertising
<b>Client</b>	The Polyclinic
<b>Title</b>	The Polyclinic Specialty Care Radio

## Credits

**Mary Knight**  
Creative Director

**Michael McGrath**  
Creative Director

**Matt Swecker**  
Copywriter

**Mary Knight**  
Copywriter

**Clatter & Din**  
Recording Studio

**Sydney Fullerton**  
Producer

**Pirkko Terao**  
Producer

**Lauren Rose**  
Media

**Hillary Miller**  
Accounts / Strategy



---

Client: The Polyclinic  
Project: :30 Radio  
Title: Ode-ENT  
Agency: Hydrogen

(Sound of small audience)

BOOKSTORE OWNER: Please welcome haiku poet Bernadette Washington.

BW: Thank you. I call this one, "Under Pressure".

I have two nostrils  
But only one lets me breathe  
Get back to work, two!

(Crowd snapping)

AVO: This ode to sinusitis was brought to you by The Polyclinic. Where our Otolaryngologists...like all our physicians...are known for putting patients first. Click the screen or go to Polyclinic dot com today.

BANNER: Under Pressure?

# Television Advertising

## Television – Local Campaign



**Award** Silver ADDY® Award  
**Entrant** Mekanism  
**Client** Alaska Airlines  
**Title** The Russell Wilson Show

### Credits

**Tommy Means**  
Chief Creative Officer

**Hart Rusen**  
Creative Director

**Laura Wimer**  
Creative Director

**Mike Zlatoper**  
Chief Operating Officer

**Lisa Zakroff**  
Managing Director, Seattle

**Jeremy Daly**  
Head of Strategy, West

**John-James Richardson**  
Communications Strategy Director

**Andy Corbett**  
Associate Creative Director



# Television Advertising

Regional / National – Single Spot – Up to 2:00



**Award** Silver ADDY® Award  
**Entrant** Amazon D1 / WONGDOODY  
**Client** Amazon  
**Title** Fingers

## Credits

**AMAZON D1**  
**Michael Boychuk**  
Executive Creative Director

**Colin Gaul**  
Creative Director

**Sean Ohlenkamp**  
Creative Director

**Nicole Jue**  
Project Manager

**WONGDOODY**  
**Tracy Wong**  
Chairman / ECD

**Adam Nowak**  
Creative Director

**Tim Koehler**  
Sr. Copywriter

**Mark “Monkey” Watson**  
Creative Director

**Erin Billmaier**  
Account Director

**Paula Branvold**  
Sr. Account Manager



# Television Advertising

Regional / National – Single Spot – Up to 2:00



**Award** Gold ADDY® Award  
**Entrant** Amazon D1 / WONGDOODY  
**Client** Amazon  
**Title** My Girl

## Credits

### AMAZON D1

**Michael Boychuk**  
Executive Creative Director

**Colin Gaul**  
Creative Director

**Sean Ohlenkamp**  
Creative Director

**Nicole Jue**  
Project Manager

### WONGDOODY

**Tracy Wong**  
Chairman / ECD

**Adam Nowak**  
Creative Director

**Chris Vail**  
Copywriter

**Casey Callahan**  
Designer

**Erin Billmaier**  
Account Director

**Paula Branvold**  
Sr. Account Manager

# Television Advertising

Regional / National – Single Spot – Up to 2:00



## Award

Silver ADDY® Award

## Entrant

Amazon D1 / WONGDOODY

## Client

Amazon

## Title

Dog

## Credits

### AMAZON D1

**Michael Boychuk**  
Executive Creative Director

**Colin Gaul**  
Creative Director

**Sean Ohlenkamp**  
Creative Director

**Nicole Jue**  
Project Manager

### WONGDOODY

**Tracy Wong**  
Chairman / ECD

**Adam Nowak**  
Creative Director

**Tim Koehler**  
Sr. Copywriter

**Chris Vail**  
Copywriter

**Matt Ballew**  
ACD / Integrated Art Director

**Erin Billmaier**  
Account Director

**Paula Branvold**  
Sr. Account Manager

# Television Advertising

Regional / National – Single Spot – Up to 2:00



**Award** Silver ADDY® Award

**Entrant** Copacino+Fujikado

**Client** Seattle Mariners

**Title** Beyond the Bat Flip

## Credits

**Jim Copacino**  
Co-Founder / Chief Creative Officer

**Mike Hayward**  
Executive Creative Director

**Andrew Gall**  
Group Creative Director

**Andy Westbrook**  
Sr. Art Director

**Chris Copacino**  
Account Director

**Melody Kromer**  
Sr. Account Executive

**Kris Dangla**  
Director of Broadcast Production



# Television Advertising

Regional / National – Single Spot – Up to 2:00



**Award** Silver ADDY® Award

**Entrant** Copacino+Fujikado

**Client** Seattle Mariners

**Title** Cano Show

## Credits

**Jim Copacino**  
Co-Founder / Chief Creative Officer

**Mike Hayward**  
Executive Creative Director

**Andrew Gall**  
Group Creative Director

**Andy Westbrook**  
Sr. Art Director

**Chris Copacino**  
Account Director

**Melody Kromer**  
Sr. Account Executive

**Kris Dangla**  
Director of Broadcast Production

# Television Advertising

## National Campaign



### Award

Gold ADDY® Award

### Entrant

Amazon D1 / WONGDOODY

### Client

Amazon

### Title

Alexa Super Bowl Moments

### Credits

#### AMAZON D1

**Michael Boychuk**  
Executive Creative Director

**Colin Gaul**  
Creative Director

**Sean Ohlenkamp**  
Creative Director

**Nicole Jue**  
Project Manager

#### WONGDOODY

**Tracy Wong**  
Chairman / ECD

**Adam Nowak**  
Creative Director

**Mark "Monkey" Watson**  
Creative Director

**Matt Ballew**  
ACD / Interactive Art Director

**Tim Koehler**  
Sr. Copywriter

**Chris Vail**  
Copywriter

**Casey Callahan**  
Designer

**Erin Billmaier**  
Account Director

**Paula Branvold**  
Sr. Account Manager

# Television Advertising

## National Campaign



**Award** Silver ADDY® Award  
**Entrant** WONGDOODY  
**Client** Papa Murphy's Pizza  
**Title** Law of Fresh Campaign  
**Credits**

**Tracy Wong**  
Chairman / ECD  
**Jennie Moore**  
Creative Director / Copywriter

**Mishy Cass**  
Associate Creative Director

**Patrick Moore**  
Sr. Art Director

**Leigh Eckert**  
Broadcast Producer

**Sabrina Luciani**  
Content Producer

**Austin Anderson**  
Motion Director

**Knox Duncan**  
Managing Director

**Lori Hicks**  
Associate Director Strategy

**Megan Meagher**  
Group Account Director

**Paula Branvold**  
Sr. Account Manager

**Samantha Sidwell**  
Sr. Account Executive

**James Whittington**  
Sr. Editor

**Chris Ophoven**  
Editor

**Charlie Rakatansky**  
Sr. Retoucher

**George Costakis**  
Piñata Post

**John Buroker**  
HEARby Sound

# Internet Commercial

Single Spot – Any Length



**Award** Silver ADDY® Award

**Entrant** DNA Seattle

**Client** Nordstrom

**Title** We Make It Easy

## Credits

**Scott Fero**  
Creative Director

**Lianne Onart**  
Art Director

**Shannon Stringer**  
Writer

**Molly Woodruff**  
Producer

**Kelsey Mendenhall**  
Producer

**Sean McGrath**  
DP and Editor

**Kristen Baker**  
Account Director

**Lightpress**  
Color Correction and Finish



# Internet Commercial

Single Spot – Any Length



**Award** Silver ADDY® Award  
**Entrant** POSSIBLE  
**Client** AT&T  
**Title** Samsung Galaxy S8 Upgrade  
**Credits**

**Danielle Trivisonno**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Matt Gilmore**  
Creative Director

**Max Menath**  
ACD

**Chuck Snavely**  
Wrtier

**Kelsie Clegg**  
Art Director

**Sho Ito**  
Sr. Designer

**Talia Green**  
Director / Shooter / Editor

**Megan Ball**  
Executive Producer

**Ashley Ball**  
Producer

**Dax Estorninos**  
Sr. Producer

**Zach Gallagher**  
Chief Strategy Officer, Americas

**Theodore Erasmus**  
Senior Director Strategy

**Sean Weller**  
Director, Strategy

**Jarrid Beasley**  
Program Manger

**Kirsten Fonken**  
Sr Project Manager

**Kathryn Ory**  
Associate Director, Media

**Rebekah Smith**  
VP, Account

**Evan Pearson**  
Media Strategist

# Internet Commercial

Single Spot – Any Length



**Award** Silver ADDY® Award  
**Entrant** POSSIBLE  
**Client** AT&T  
**Title** AT&T Upgrade-Ability - Table Talk  
**Credits**

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Matt Gilmore**  
Creative Director

**Jonathan Springer**  
Sr. Art Director

**Carla Sparks**  
Sr. Copywriter

**Leif Allen**  
Associate Creative Director

**Rebekah Smith**  
VP, Account

**Tejal Hill**  
VP, Account

**Betsy Buckley**  
Account Director

**Mike Whalley**  
Sr. Project Manager

**Megan Ball**  
Executive Producer

**Stephanie Huske**  
Sr. Producer

**Stephanie Hockett**  
Associate Director, Content Strategist

**Jim Schuch**  
Associate Director, Strategy

**Jenny Starks Dean**  
Sr Strategist

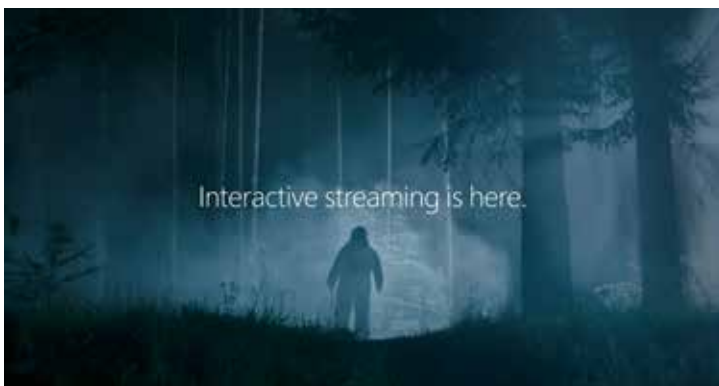
**Ted Pauly**  
Director

**Kelly Vander Linda**  
Editor

**John Buroker**  
Sound Design

# Internet Commercial

Online Film, Video, & Sound Campaign



## Award

Gold ADDY® Award

## Entrant

CMD

## Client

Mixer

## Title

Mixer - Streaming's Better This Way

## Credits

### John O'Connell

Creative Director / Director

### Andy Cale

Associate Creative Director

### Avery Harrison

Copywriter

### David Wester

Editor

### Jimmy Chung

Editor

### Matt Allen

Motion Graphics

### Randy Woloshin

Group Account Director

### Katy Rall

Agency Producer

# Internet Commercial

## Online Film, Video, & Sound Campaign



**Award** Gold ADDY® Award  
**Entrant** CMD  
**Client** Mixer  
**Title** Mixer - Stream it or didn't happen  
**Credits**

**John O'Connell**  
Creative Director / Director

**Andy Cale**  
Associate Creative Director

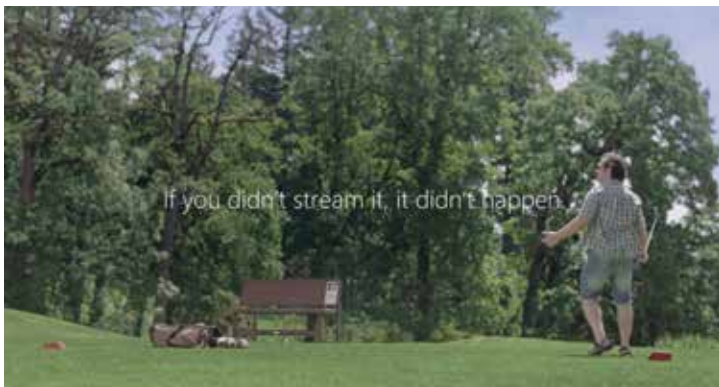
**Avery Harrison**  
Copywriter

**David Wester**  
Editor

**Matt Allen**  
Motion Graphics

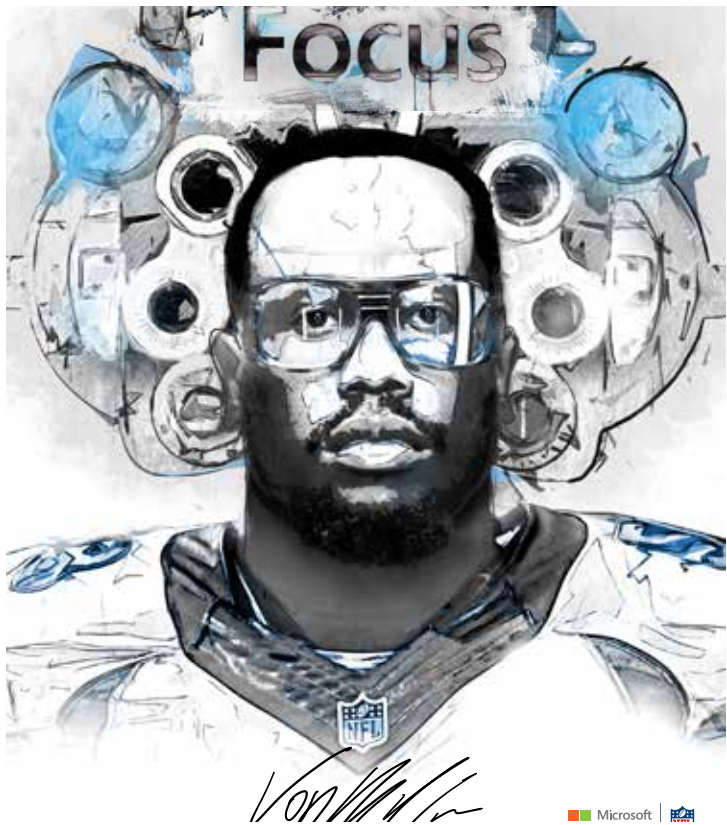
**Randy Woloshin**  
Group Account Director

**Marie Hirsch**  
Agency Producer



# Internet Commercial

Online Film, Video, & Sound Campaign



**Award** Silver ADDY® Award  
**Entrant** CMD  
**Client** Microsoft  
**Title** Create Change  
**Credits**

**John O'Connell**  
Creative Director

**Andy Cale**  
Associate Creative Director / Writer

**David Wester**  
Editor

**Jimmy Chung**  
Editor

**Matt Allen**  
Motion Graphics

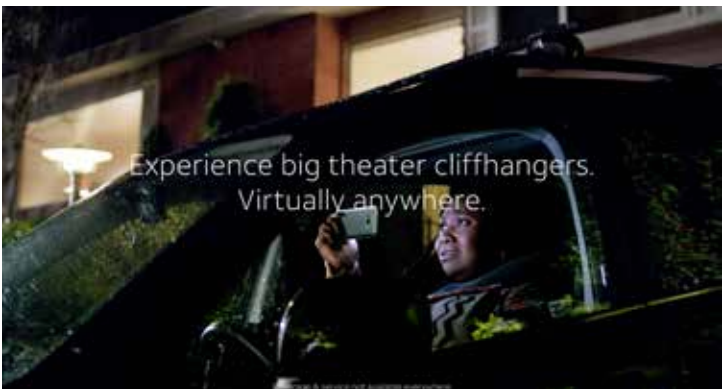
**Randy Woloshin**  
Group Account Director

**Katy Rall**  
Agency Producer



# Internet Commercial

## Online Film, Video, & Sound Campaign



**Award** Gold ADDY® Award  
**Entrant** POSSIBLE  
**Client** AT&T  
**Title** Samsung Galaxy S8 Upgrade  
**Credits**

**Danielle Trivisonno**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Matt Gilmore**  
Creative Director

**Max Menath**  
ACD

**Chuck Snavelly**  
Writer

**Kelsie Clegg**  
Art Director

**Sho Ito**  
Sr. Designer

**Talia Green**  
Director / Shooter / Editor

**Theodore Erasmus**  
Senior Director Strategy

**Sean Weller**  
Director, Strategy

**Jarrid Beasley**  
Program Manger

**Kirsten Fonken**  
Sr Project Manager

**Kathryn Ory**  
Associate Director, Media

**Rebekah Smith**  
VP, Account

**Evan Pearson**  
Media Strategist

# Webisode

## Series



### Award

Silver ADDY® Award

### Entrant

Belief Agency

### Client

Dunn Lumber

### Title

Dunn DIY Video Series

### Credits

#### **Rachelle Cummings**

Associate Creative Director

#### **David Faddis**

Filmmaker

#### **Michelle Henley**

Filmmaker

#### **Matt Naylor**

Sr. Designer

#### **Oleg Masnyy**

Designer

#### **Heather Croteau**

Lead Copywriter

#### **Hannah Gilman**

Copywriter

#### **Ian Ebright**

Copywriter

#### **Joel Cummings**

Account Director

# Webisode

## Series



### Award

Silver ADDY® Award

### Entrant

Freeride Entertainment

### Client

Red Bull

### Title

Book of John J Season 2

### Credits

**Aaron Whitley**  
Director

**Derek Westerlund**  
Executive Producer

**Tamas Forde**  
Editor



# Branded Content & Entertainment

Single Entry – More Than 60 Seconds



**Award** Gold ADDY® Award  
**Entrant** Belief Agency  
**Client** Microsoft  
**Title** Franz Gastler Documentary

## Credits

**Dominic Margetson**  
Executive Producer (Microsoft)

**Jesse Bryan**  
Director

**Jonathan Dunn**  
Producer / Account Manager

**Hannah Lofgren**  
Producer

**Ryan Ford**  
DP / Camera Operator

**David Faddis**  
Camera Operator

**Michelle Henley**  
Photographer / DIT

**Andy Maier**  
Editor

**Heather Croteau**  
Copywriter



# Branded Content & Entertainment

Single Entry – More Than 60 Seconds



**Award** Gold ADDY® Award  
**Entrant** Belief Agency  
**Client** Microsoft  
**Title** Collete Davis Documentary

## Credits

**Dominic Margetson**  
Executive Producer (Microsoft)

**Jesse Bryan**  
Director

**Andy Maier**  
DP / Editor

**Jonathan Dunn**  
Producer / Account Manager

**Hannah Lofgren**  
Producer

**Ryan Ford**  
DP / Camera Operator

**David Faddis**  
Camera Operator

**Michelle Henley**  
Photographer / DIT

**Heather Croteau**  
Copywriter



# Branded Content & Entertainment

Single Entry – More Than 60 Seconds



**Award** Silver ADDY® Award  
**Entrant** Freeride Entertainment  
**Client** Samsung USA  
**Title** Driven

## Credits

**Derek Westerlund**  
Executive Creative Director

**Andrew Boucher**  
Editor

**Holly Fraser**  
Account Executive

**Kolin Quick**  
Creative Strategy

**Jeremy Grant**  
Creative Strategy

**Leanne Hancheroff**  
Art Director



# Branded Content & Entertainment

Single Entry – More Than 60 Seconds



**Award** Silver ADDY® Award

**Entrant** COLOR

**Client** Red Bull

**Title** Mavens

## Credits

**Aimee Tetreault**  
Director

**Carrie Robinson**  
Director of Photography

**Landin Williams for COLOR**  
Editor

**Kelly Carroll of COLOR**  
Producer

**Elie Goral of COLOR**  
Executive Producer



# Branded Content & Entertainment

## Branded Content & Entertainment for Television



**Award** Silver ADDY® Award

**Entrant** PB&

**Client** Visit Seattle

**Title** Turning Tables

### Credits

#### PB&

**Britt Fero**  
Principal

**Pete Anderson**  
Head of Content Production

#### EUGENIUS PRODUCTIONS

**Eugene Caldwell II**  
Executive Producer

**Aaron Jacob**  
Producer

**Jamil Suleman**  
Associate Producer

**Darryl Crews**  
Production Coordinator

#### REVOLT

**Zachary Liporace**  
Producer

**Wanton Davis**  
Producer

**Marquetta Moore**  
Director of Music and Talent

**Patty Royce**  
Sr. Director, Integrated  
Marketing

**Adina Smith**  
SVP, Integrated Marketing

#### VISIT SEATTLE

**Ali Daniels**  
SVP and CMO

**David Newman**  
Creative Director

**Nick Hawley**  
Director, Marketing

# Branded Content & Entertainment Campaign



**Award** Silver ADDY® Award  
**Entrant** PB&  
**Client** Visit Seattle  
**Production** Sundance TV



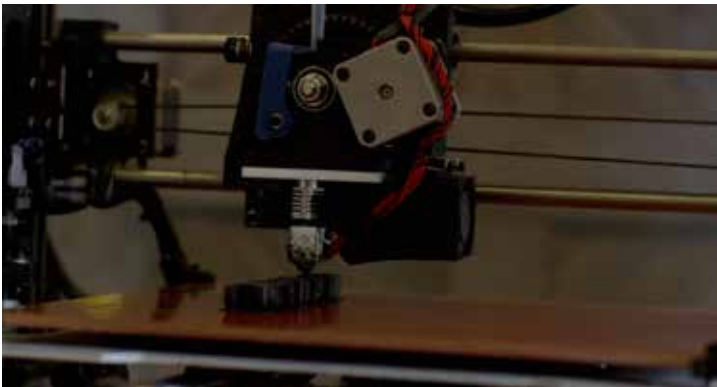
# Branded Content & Entertainment Campaign



**Award** Silver ADDY® Award  
**Entrant** PB&  
**Client** Visit Seattle  
**Production** Sundance TV



# Branded Content & Entertainment Campaign



**Award** Gold ADDY® Award  
**Entrant** Belief Agency  
**Client** Microsoft  
**Title** Easton / Momo Series  
**Credits**

**Dominic Margetson**  
Executive Producer (Microsoft)  
**Jesse Bryan**  
Director  
**Andy Maier**  
Director / DP / Editor  
**Jonathan Dunn**  
Producer / Account Manager  
**Hannah Lofgren**  
Producer  
**David Faddis**  
DP  
**Michelle Henley**  
Producer / Camera Operator / Photographer  
**Ryan Ford**  
DP / Editor  
**Heather Croteau**  
Copywriter



# Branded Content & Entertainment Campaign



**Award** Silver ADDY® Award

**Entrant** Indigo Slate

**Client** Microsoft

**Title** Screen & Inking

## Credits

**Michael Bartley**  
Executive Creative Director

**Duane Shrode**  
Director

**Aaron Russell**  
Director of Photography, Director (Studio)

**Megan Nolan**  
Producer / Art Director

**Nick Beeson**  
Creative Director

**Matty Brown**  
Principal Editor

**Aaron Russell**  
Editor

**Chris Mosson**  
Director of Photography (Studio)

**Nick Kono**  
Production Assistant (Studio)

**Eric Munch**  
Composer

**Amilia Tankersley**  
Actress

**Mark Williamson**  
Account Director

# Cinema Advertising

## Movie Trailer



### Award

Gold ADDY® Award

### Entrant

Freeride Entertainment

### Client

Red Bull Media House

### Title

North of Nightfall Teaser Trailer

### Credits

**Jeremy Grant**  
Director

**Derek Westerlund**  
Executive Producer

**Tamas**  
Forde



# Music Videos

## Music Video



**Award** Gold ADDY® Award  
**Entrant** UNHEARD / OF  
**Client** Ninja Tune  
**Title** Odesza - 'Line of Sight'

### Credits

**Daniel Brown**  
Director

**Matt Ackerman**  
Executive Producer

**Alan Nay**  
Founder

**Casey Steele**  
Head of Production

**Angela Tillson**  
Line Producer

**Joel Voelker**  
Director of Photography

**Coty James**  
1st Assistant Camera

**Nick Pezzillo**  
Editor

**Roger Salinas**  
VFX Creative Director

**Juan Arenas**  
Art Director

**Emma Frost**  
2D / 3D Animation

**Jacob Shroads**  
2D / 3D Animation

**Jake Wegesin**  
2D / 3D Animation

**Cody Cobb**  
2D / 3D Animation

**Champ Ensminger**  
Assistant Editor

**Charlie Bartlett**  
Compositor

# Music Videos

## Music Video



**Award** Gold ADDY® Award  
**Entrant** UNHEARD / OF  
**Client** Ryan Caraveo LLC 3  
**Title** Ryan Caraveo - 'In My Own Skin'

### Credits

**Chris Volckmann**  
Director  
**Matt Ackerman**  
Executive Producer

**Alan Nay**  
Founder

**Casey Steele**  
Head of Production

**Jason Aumann**  
Producer

**Greg Ryan**  
1st AD

**Joel Voelker**  
Director of Photography

**Ryan Brown**  
1st AC

**Liam Brozik**  
2nd AC

**Caleb Albright**  
Media

**Mark Bueing**  
Gaffer

**Michael LePard**  
Key Grip

**Sacha Rolland-Benis**  
Swing

**Karl Lefevre**  
Production Designer

**Darcey Zollar**  
Set Dresser

**Morgan Mangiaruga**  
Art Assistant

**Meg Schmitt**  
Stylist

**Jennifer Poppochock**  
Hair and Makeup

**Akemi Hart**  
HMU Assist

**Shawn Shelton**  
FX Makeup

**Cat Macek**  
Location Manager

**Chris Volckmann**  
Editor

**Duncan Dickerson**  
Editor

### ACTORS

Sullivan Pond  
Nia Illyssa  
Ireland Scheer  
Wyatt Dunn  
Guyan Rauch  
Anyia Zaytseva  
Charles Talley  
Lo  
Sawyer Dagan  
Losh Long  
Amayia Hamm

# Public Service

## Public Service – Online Film, Video, & Sound



**Award** Silver ADDY® Award

**Entrant** WONGDOODY

**Client** MomsRising

**Title** Sucky Answers

### Credits

**Tracy Wong**  
Chairman

**Skylar Mattson**  
Managing Director

**Pam Fujimoto**  
Executive Creative Director

**Jennie Moore**  
Creative Director / Copywriter

**Mishy Cass**  
ACD / Art Director

**Matt Ballew**  
ACD / Interactive Art Director

**Kinley Lagrange**  
Account Director

**Kari Connor**  
Director / Market Strategy

**Damara Dikeou**  
Associate Director of Digital Strategy

**Megan Blacksher**  
Sr. Director / HR

**Stacy McCann**  
Sr. Director / Integrated Production

**Jess Ambrose**  
Sr. Integrated Broadcast Producer

**Laura Haithcock**  
Interactive Producer

**Sabrina Luciani**  
Creative Content Producer

**Michelle Asp**  
Freelance Sr. Developer

**Austin Anderson**  
Motion Director

**Samantha Cook**  
Editor

**Logan Modine**  
Editor

**Hasalyn Modine**  
Editor

**Silvia Yom**  
Freelance Animator

# Public Service

## Public Service – Online Film, Video, & Sound



**Award** Gold ADDY® Award

**Entrant** WONGDOODY

**Client** MomsRising

**Title** #IPumpedHere

### Credits

**Tracy Wong**

Chairman

**Skyler Mattson**

Managing Director

**Pam Fujimoto**

Executive Creative Director

**Jennie Moore**

Creative Director / Copywriter

**Mishy Cass**

ACD / Art Director

**Matt Ballew**

ACD / Interactive Art Director

**Kinley Lagrange**

Account Director

**Kari Connor**

Director / Market Strategy

**Damara Dikeou**

Associate Director of Digital Strategy

**Megan Blacksher**

Sr. Director / HR

**Stacy McCann**

Sr. Director / Integrated Production

**Jess Ambrose**

Sr. Integrated Broadcast Producer

**Laura Haithcock**

Interactive Producer

**Sabrina Luciani**

Creative Content Producer

**Michelle Asp**

Freelance Sr. Developer

**Austin Anderson**

Motion Director

**Samantha Cook**

Editor

**Logan Modine**

Editor

**Hasalyn Modine**

Editor

**Silvia Yom**

Freelance Animator

# Public Service

## Public Service – Online Film, Video, & Sound



**Award** Gold ADDY® Award  
**Entrant** POSSIBLE  
**Client** Lonely Whale Foundation  
**Title** #StopSucking PSA

### Credits

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Shawn Herron**  
Creative Director

**Nicole Michels McDonagh**  
Creative Director

**Kelsie Clegg**  
Sr. Art Director

**Carla Sparks**  
Sr. Writer

**Sho Ito**  
Sr. Designer

**Jeremy Higuchi**  
Designer

**Megan Ball**  
Executive Producer

**Jeff Whang**  
Group Director, Strategy

**Stephanie Hockett**  
Sr. Content Strategist

**Kat Grider**  
SVP, Account, Account Management

**Andy Seaver**  
Editor

**Kai Regan**  
Director

**Arrow Kruse**  
Executive Producer

**Liona Klaver**  
Producer

**Dune Ives**  
Executive Director

**Emma Riley**  
Director of Strategic Partnerships

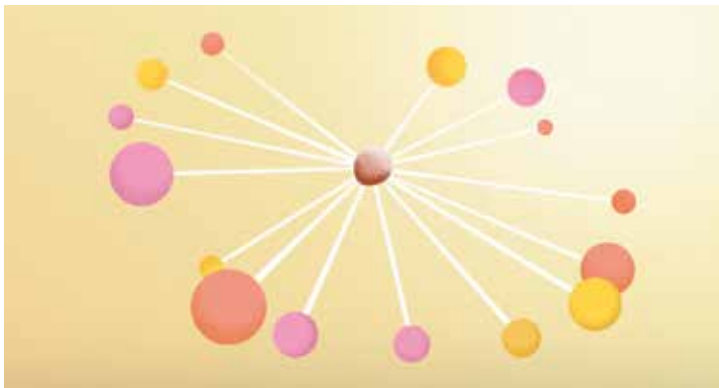
**Emy Kane**  
Digital Strategist

**Alldayeveryday**  
Production Company



# Public Service

## Public Service – Non-Broadcast Audio / Visual



**Award** Gold ADDY® Award  
**Entrant** WONGDOODY  
**Client** Childhaven  
**Title** The Extraordinary Normal  
**Credits**

**Tracy Wong**  
Executive Creative Director

**Mark “Monkey” Watson**  
Group Creative Director

**Austin Anderson**  
Creative Director

**Casey Callahan**  
Designer / Illustrator

**Chris Vail**  
Copywriter

**Emma Farnsworth**  
Lead Animator / Illustrator

**Soraya Aminian**  
Animator

**Knox Duncan**  
Managing Director

**Lindsay Koehler**  
Account Director

**Leigh Eckert**  
Content Producer

**Paul Morgan**  
Content Producer

**John Buroker**  
HEARby Sound

**Olive Watson**  
Voiceover

**CHILDHAVEN**  
Jon Botton  
Caitlen Daniels  
Brooke Johnson  
Bethany Larsen  
Jon Lanthier



# Public Service

## Public Service – Non-Broadcast Audio / Visual



**Award** Gold ADDY® Award  
**Entrant** POSSIBLE  
**Client** Lonely Whale Foundation  
**Title** Sucker Punch - Highlight Reel

### Credits

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Shawn Herron**  
Creative Director

**Nicole Michels McDonagh**  
Creative Director

**Kelsie Clegg**  
Sr. Art Director

**Carla Sparks**  
Sr. Writer

**Sho Ito**  
Sr. Designer

**Jeremy Higuchi**  
Designer

**Megan Ball**  
Executive Producer

**Jeff Whang**  
Group Director, Strategy

**Stephanie Hockett**  
Sr. Content Strategist

**Kat Grider**  
SVP, Account, Account Management

**Curiosity Shoppe**  
Production Company

**Andy Seaver**  
Editor

**Per Stenius**  
Digital Creative

**Oskar Sundberg**  
Creative Technologist

**Dune Ives**  
Executive Director

**Emma Riley**  
Director of Strategic Partnerships

**Emy Kane**  
Digital Strategist

# Public Service

## Public Service Campaign



Challenge yourself to #StopSucking.



**Award** Gold ADDY® Award  
**Entrant** POSSIBLE  
**Client** Lonely Whale Foundation  
**Title** Strawless Ocean Campaign  
**Credits**

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Shawn Herron**  
Creative Director

**Nicole Michels McDonagh**  
Creative Director

**Kelsie Clegg**  
Sr. Art Director

**Carla Sparks**  
Sr. Writer

**Sho Ito**  
Sr. Designer

**Jeremy Higuchi**  
Designer

**Megan Ball**  
Executive Producer

**Jeff Whang**  
Group Director, Strategy

**Stephanie Hockett**  
Sr. Content Strategist

**Kat Grider**  
SVP, Account, Account Management

# Ad Industry Self-Promotion

## Ad Industry Self-Promotion – Film, Video, & Sound



**Award** Gold ADDY® Award

**Entrant** Cole & Weber

**Client** Cole & Weber

**Title** Holiday Blindfold

### Credits

**Jason Black**  
Executive Creative Director

**Peter Trueblood**  
Associate Creative Director / Copywriter

**Steve Andrews**  
Associate Creative Director / Art Director

**Craig Jelniker**  
Director of Production

**Cole & Weber**  
Production Company

**Steve Andrews**  
Director of Photography

**Steve Andrews**  
Director

**Peter Trueblood**  
Director

**Dan Truog**  
Editor

**Steve Andrews**  
Editor



# Ad Industry Self-Promotion

## Ad Industry Self-Promotion – Film, Video, & Sound



**Award** Gold ADDY® Award  
**Entrant** Belief Agency  
**Client** Pottermore / Belief Agency  
**Title** Pottermore Case Study Video

### Credits

**Andy Maier**  
Creative Director

**Grant Kirkpatrick**  
Animator

**Kyle Seago**  
DP

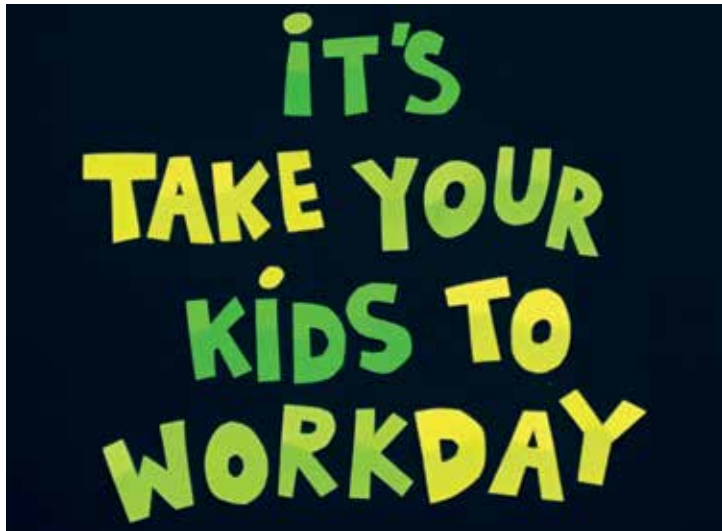
**Hannah Lofgren**  
Producer

**Michelle Henley**  
AC / DIT



# Ad Industry Self-Promotion

Ad Industry Self-Promotion – Film, Video, & Sound



**Award** Silver ADDY® Award  
**Entrant** WONGDOODY  
**Client** WONGDOODY  
**Title** Take Your Kids to Work Day  
**Credits**  
**WONGDOODY**



# CROSS PLATFORM

# Integrated Ad Campaigns

## Consumer Campaign – National



**Award** Silver ADDY® Award

**Entrant** Tether

**Client** Under Armour

**Title** Curry 4

### Credits

**Stanley Hainsworth**  
Chief Creative Officer

**Emily Cushman**  
Creative Strategy Director

**Daniel Petzelka**  
Creative Director

**Jeremy Hoders**  
Account Director

**Julia Ondich**  
Sr. Creative

**Kewi Bedoyan**  
Creative

**James Halada**  
Associate Creative Director

**Cabot Norton**  
Sr. Writer

**Kyle Fuson**  
Production Manager

**Keith Slawson**  
Sr. Production Designer



# Integrated Ad Campaigns

## Consumer Campaign – National



**Award** Silver ADDY® Award

**Entrant** CMD

**Client** Microsoft

**Title** Create Change

### Credits

**John O'Connell**  
Creative Director

**Andy Cale**  
Associate Creative Director / Writer

**David Wester**  
Editor

**Jimmy Chung**  
Editor

**Matt Allen**  
Motion Graphics

**Randy Woloshin**  
Group Account Director

**Katy Rall**  
Agency Producer





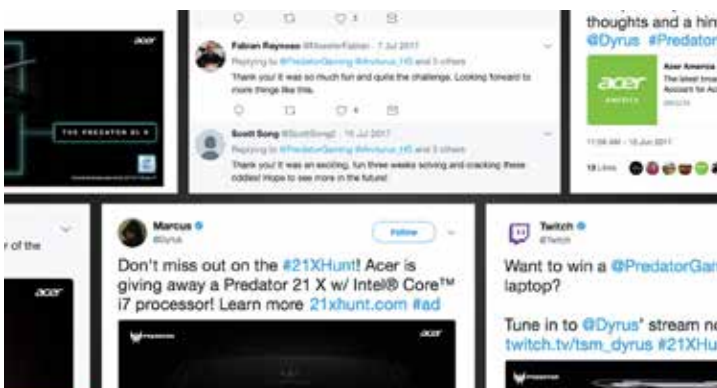
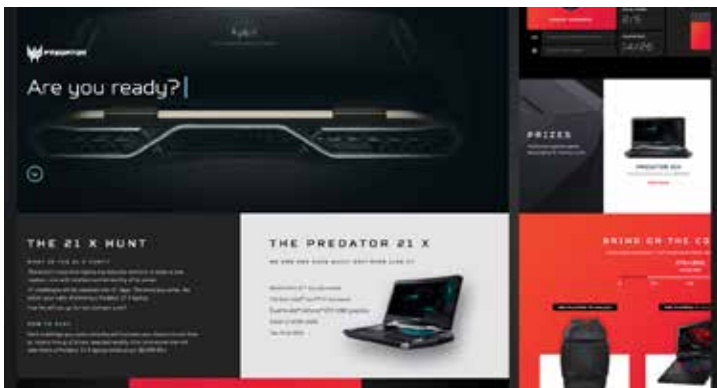
# Online / Interactive Campaign



**Award** Gold ADDY® Award  
**Entrant** Rational Interaction  
**Client** Microsoft Cloud and Enterprise  
**Title** Fuel My Awesome  
**Credits**

- Selina Petosa**  
Chief Creative Officer
- Dennis O'Reilly**  
Group Creative Director
- Bryan Chackel**  
Creative Director
- Kahly Berg**  
Account Manager
- Dessa Boyle**  
Strategist
- Nick Ptacek**  
Art Director
- Trevor Eiler**  
Sr. Designer
- Daniel Brockley**  
Sr. Copywriter
- Berri Windsor**  
Copywriter
- Benny Haryanto**  
Sr. Production Designer
- Dorian Heller**  
Motion Designer
- Becca Rice**  
Copy Editor
- Brian Rash**  
Project Manager
- Amanda Didio**  
Project Manager

# Online / Interactive Campaign



**Award** Silver ADDY® Award  
**Entrant** Rational Interaction  
**Client** Acer America Corporation  
**Title** 21X Hunt  
**Credits**

- Selina Petosa**  
Chief Creative Officer
- Dennis O'Reilly**  
Group Creative Director
- Claire Evans**  
Creative Director
- Lauren Thayer**  
Copywriter
- Tina Vu**  
Sr. Designer
- Matt Kuphaldt**  
Puzzle Designer
- Devon Harris**  
Puzzle Designer
- DJ Weidner**  
Strategist
- Dorian Heller**  
Video Editor
- Alex Perrault**  
Video Editor
- Amanda Holberg**  
Marketing Team
- Allison Rose**  
Marketing Team
- Mark Naborczyk**  
Community Manager
- Kyle Gode**  
Account Director
- Jennifer Brien**  
Account Director
- Julie Barter**  
Project Manager
- Bryn Wensley**  
Project Manager

# Public Service

## Integrated Media Public Service Campaign



**Award** Gold ADDY® Award

**Entrant** WONGDOODY

**Client** MomsRising

**Title** #IPumpedHere

### Credits

**Tracy Wong**  
Chairman

**Skyler Mattson**  
Managing Director

**Pam Fujimoto**  
Executive Creative Director

**Jennie Moore**  
Creative Director / Copywriter

**Mishy Cass**  
ACD / Art Director

**Matt Ballew**  
ACD / Interactive Art Director

**Kinley Lagrange**  
Account Director

**Kari Connor**  
Director / Market Strategy

**Damara Dikeou**  
Associate Director of Digital Strategy

**Megan Blacksher**  
Sr. Director / HR

**Stacy McCann**  
Sr. Director / Integrated Production

**Jess Ambrose**  
Sr. Integrated Broadcast Producer

**Laura Haithcock**  
Interactive Producer

**Sabrina Luciani**  
Creative Content Producer

**Michelle Asp**  
Freelance Sr. Developer

**Austin Anderson**  
Motion Director

**Samantha Cook**  
Editor

**Logan Modine**  
Editor

**Hasalyn Modine**  
Editor

**Silvia Yom**  
Freelance Animator

# Public Service

## Integrated Media Public Service Campaign



adriangrenier  
Somewhere In Brooklyn



Challenge yourself to #StopSucking.

500 million plastic straws are used daily in the U.S. and many end up in the ocean, killing sealife. That sucks but YOU can make a difference: #StopSucking on plastic straws.

STRAWLESSOCEAN.ORG

### Award

Gold ADDY® Award

### Entrant

POSSIBLE

### Client

Lonely Whale Foundation

### Title

Strawless Ocean Campaign

### Credits

#### Danielle Trivisonno Hawley

CCO, Americas

#### Ray Page

EVP, Executive Creative Director

#### Shawn Herron

Creative Director

#### Nicole Michels McDonagh

Creative Director

#### Kelsie Clegg

Sr. Art Director

#### Carla Sparks

Sr. Writer

#### Sho Ito

Sr. Designer

#### Jeremy Higuchi

Designer

#### Megan Ball

Executive Producer

#### Jeff Whang

Group Director, Strategy

#### Stephanie Hockett

Sr. Content Strategist

#### Kat Grider

SVP, Account, Account Management

#### Curiosity Shoppe

Production Company

#### Andy Seaver

Editor

#### Patrick Richardson Wright

Editor

#### Per Stenius

Digital Creative

#### Oskar Sundberg

Creative Technologist

#### Dune Ives

Executive Director

#### Emma Riley

Director of Strategic Partnerships

#### Emy Kane

Digital Strategist



# **ELEMENTS OF ADVERTISING**

# Visual

## Logo Design



#STOPSUCKING



**Award** Silver ADDY® Award  
**Entrant** POSSIBLE  
**Client** Lonely Whale Foundation  
**Title** #StopSucking Logo  
**Credits**

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Shawn Herron**  
Creative Director

**Nicole Michels McDonagh**  
Creative Director

**Kelsie Clegg**  
Sr. Art Director

**Carla Sparks**  
Sr. Writer

**Sho Ito**  
Sr. Designer

**Jeremy Higuchi**  
Designer

**Megan Ball**  
Executive Producer

**Jeff Whang**  
Group Director, Strategy

**Stephanie Hockett**  
Sr. Content Strategist

**Kat Grider**  
SVP, Account, Account Management

# Visual

## Illustration – Single

**Award** Silver ADDY® Award  
**Entrant** Belief Agency  
**Client** Dunn Lumber  
**Title** Dunn DIY NWFGS Growing Guide

## Credits

**Rachelle Cummings**  
Associate Creative Director

**Matt Naylor**  
Sr. Designer

**Heather Croteau**  
Lead Copywriter

**Ian Ebright**  
Copywriter

**Joel Cummings**  
Account Director





# Visual

## Still Photography – Campaign



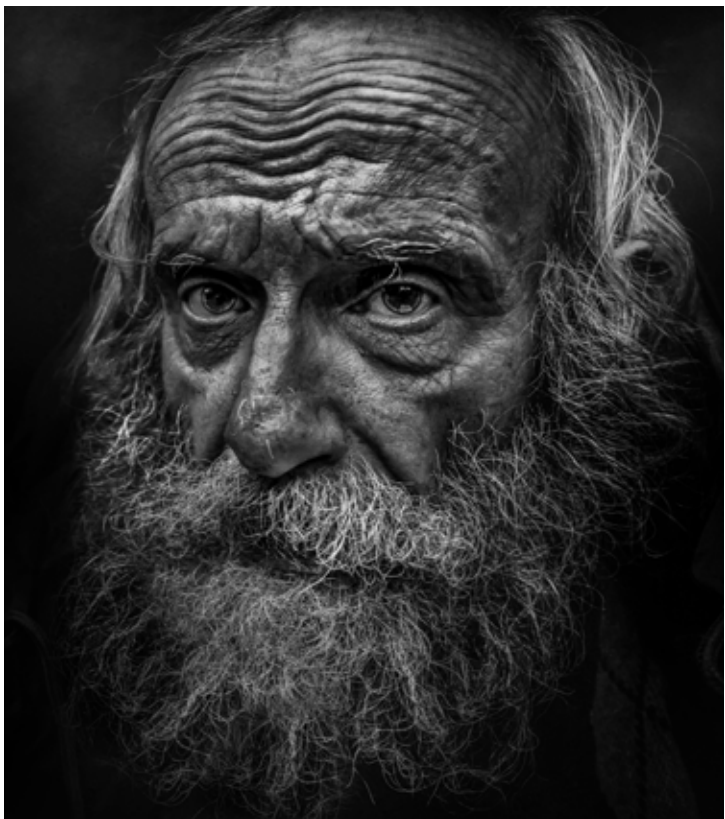
**Award** Silver ADDY® Award  
**Entrant** Seattle's Union Gospel Mission  
**Client** Seattle's Union Gospel Mission  
**Title** Lost Angels - Lee Jeffries

### Credits

**Lee Jeffries**  
Photographer

**Paul Asao**  
Creative Director (Red Ball Brands)

**Cornelius Lee**  
Chief Administrative Office (Seattle's Union Gospel Mission)



# Visual

## Art Direction – Campaign



### Award

Gold ADDY® Award

### Entrant

CMD

### Client

Mixer

### Title

Mixer - Streaming's Better This Way

### Credits

#### John O'Connell

Creative Director / Director

#### Andy Cale

Associate Creative Director

#### Avery Harrison

Copywriter

#### David Wester

Editor

#### Jimmy Chung

Editor

#### Matt Allen

Motion Graphics

#### Kevin Fletcher

Director of Photography

#### Randy Woloshin

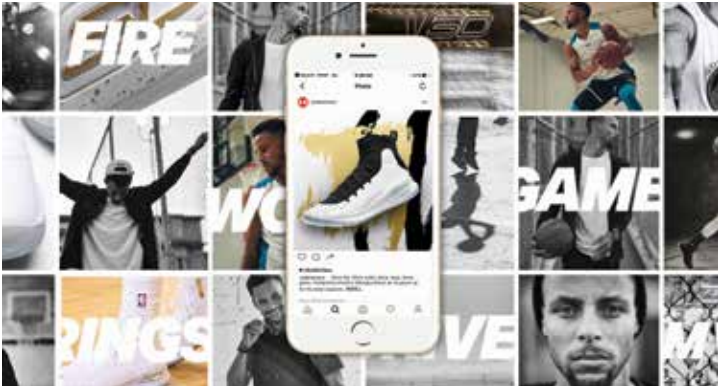
Group Account Director

#### Katy Rall

Agency Producer

# Visual

## Art Direction – Campaign



**Award** Silver ADDY® Award

**Entrant** Tether

**Client** Under Armour

**Title** Curry 4

### Credits

**Stanley Hainsworth**  
Chief Creative Officer

**Emily Cushman**  
Creative Strategy Director

**Daniel Petrzelka**  
Creative Director

**Jeremy Hoders**  
Account Director

**Julia Ondich**  
Sr. Creative

**Kewi Bedoyan**  
Creative

**James Halada**  
Associate Creative Director

**Cabot Norton**  
Sr. Writer

**Kyle Fuson**  
Production Manager

**Keith Slawson**  
Sr. Production Designer

# Visual

## Art Direction – Campaign



**Award** Silver ADDY® Award

**Entrant** Tether

**Client** Under Armour

**Title** C1N

### Credits

**Stanley Hainsworth**  
Chief Creative Officer

**Emily Cushman**  
Creative Strategy Director

**Daniel Petzelka**  
Creative Director

**Jeremy Hoders**  
Account Director

**Bjorn Soneson**  
Sr. Creative

**Jessica Rychael**  
Creative

**Nicole Ramirez**  
Creative

**James Halada**  
Associate Creative Director

**Kyle Fuson**  
Production Manager

**Keith Slawson**  
Sr. Production Designer

# Film & Video

## Cinematography



**Award** Gold ADDY® Award  
**Entrant** CMD  
**Client** Mixer  
**Title** Mixer - You've Lost Orcin' Feeling  
**Credits**

**John O'Connell**  
Creative Director / Director

**Andy Cale**  
Associate Creative Director

**Avery Harrison**  
Copywriter

**David Wester**  
Editor

**Matt Allen**  
Motion Graphics

**Kevin Fletcher**  
Director of Photography

**Randy Woloshin**  
Group Account Director

**Katy Rall**  
Agency Producer

# Film & Video

## Cinematography



**Award** Silver ADDY® Award  
**Entrant** CMD  
**Client** Mixer  
**Title** Mixer - These Little Piggies  
**Credits**

**John O'Connell**  
Creative Director / Director

**Andy Cale**  
Associate Creative Director

**Avery Harrison**  
Copywriter

**David Wester**  
Editor

**Matt Allen**  
Motion Graphics

**Kevin Fletcher**  
Director of Photography

**Randy Woloshin**  
Group Account Director

**Katy Rall**  
Agency Producer

# Film & Video

## Cinematography



**Award** Silver ADDY® Award  
**Entrant** CMD  
**Client** Mixer  
**Title** Mixer - Not So Scary Movie

### Credits

**John O'Connell**  
Creative Director / Director

**Andy Cale**  
Associate Creative Director

**Avery Harrison**  
Copywriter

**David Wester**  
Editor

**Jimmy Chung**  
Editor

**Matt Allen**  
Motion Graphics

**Kevin Fletcher**  
Director of Photography

**Randy Woloshin**  
Group Account Director

**Katy Rall**  
Agency Producer

# Film & Video

## Cinematography



**Award** Silver ADDY® Award  
**Entrant** Indigo Slate  
**Client** Microsoft  
**Title** Microsoft Surface: Screen & Inking

### Credits

**Michael Bartley**  
Executive Creative Director

**Duane Shrode**  
Director

**Aaron Russell**  
Director of Photography, Director (Studio)

**Megan Nolan**  
Producer / Art Director

**Nick Beeson**  
Creative Director

**Matty Brown**  
Principal Editor

**Aaron Russell**  
Editor

**Chris Mosson**  
Director of Photography (Studio)

**Nick Kono**  
Production Assistant (Studio)

**Eric Munch**  
Composer

**Amilia Tankersley**  
Actress

**Mark Williamson**  
Account Director



# Film & Video

## Cinematography



### Award

Gold ADDY® Award

### Entrant

Freeride Entertainment

### Client

Samsung USA

### Title

Russell Westbrook: Driven

### Credits

#### **Derek Westerlund**

Executive Creative Director

#### **Andrew Boucher**

Editor

#### **Holly Fraser**

Account Executive

#### **Kolin Quick**

Creative Strategy

#### **Jeremy Grant**

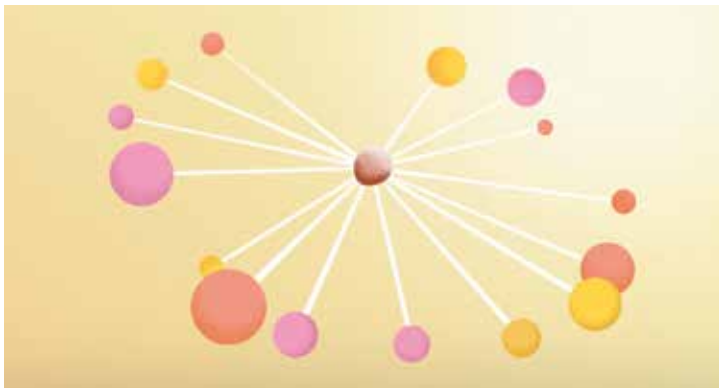
Creative Strategy

#### **Leanne Hancheroff**

Art Director

# Film & Video

## Animation, Special Effects, or Motion Graphics



**Award** Silver ADDY® Award  
**Entrant** WONGDOODY  
**Client** Childhaven  
**Title** The Extraordinary Normal

### Credits

**Tracy Wong**  
Executive Creative Director

**Mark “Monkey” Watson**  
Group Creative Director

**Austin Anderson**  
Creative Director

**Casey Callahan**  
Designer / Illustrator

**Chris Vail**  
Copywriter

**Emma Farnsworth**  
Lead Animator / Illustrator

**Soraya Aminian**  
Animator

**Knox Duncan**  
Managing Director

**Lindsay Koehler**  
Account Director

**Leigh Eckert**  
Content Producer

**Paul Morgan**  
Content Producer

**John Buroker**  
HEARby Sound

**Olive Watson**  
Voiceover

**CHILDHAVEN**  
Jon Botton  
Caitlen Daniels  
Brooke Johnson  
Bethany Larsen

# Film & Video

## Animation, Special Effects, or Motion Graphics



**Award** Silver ADDY® Award  
**Entrant** WONGDOODY  
**Client** Seattle International Film Festival  
**Title** Space

### Credits

**Tracy Wong**  
Chairman / ECD

**Mark “Monkey” Watson**  
Creative Director

**Mishy Cass**  
Associate Creative Director

**Candice Nagel**  
Designer

**Andrew “Rudy” Willingham**  
Copywriter

**Chris Vail**  
Copywriter

**Austin Anderson**  
Motion Director

**Laura Reedy**  
Sr. Motion Graphics Artist

**Colin Brandt**  
Motion Graphics Artist

**Ryan Pohanic**  
Motion Graphics Artist

**Hasalyn Modine**  
Sound Design

**Nikki Castillo**  
Sr. Broadcast Producer

**Scott Engelhardt**  
Sr. Studio Designer

**Charlie Rakatansky**  
Sr. Retoucher

**Ariel Smith**  
Sr. Account Executive

**Scott “Scooter” Churchill**  
Sr. Account Manager

**David Emmite**  
Photography

**Fred Chao**  
Illustrator

**Jeremy Keity**  
Digital Tech

**Molly Anderson**  
Prop / Set Stylist

**Katie McClenahan**  
Producer

**CLATTER & DIN**

**Eric Johnson**  
Sound Design and Mix

**Rachel Komenski**  
Executive Producer

**Joanna Raustein**

# Film & Video

## Animation, Special Effects, or Motion Graphics



**Award** Silver ADDY® Award

**Entrant** Belief Agency

**Client** Amazon

**Title** Prime Welcome Video

### Credits

**Ryan Clark**  
Art Director

**Oleg Masny**  
Illustrator / Animator

**Hannah Lofgren**  
Producer

**Jonathan Dunn**  
Executive Producer / Account Director

**Hannah Gilman**  
Copywriter



# Film & Video

## Video Editing



### Award

Silver ADDY® Award

### Entrant

Freeride Entertainment

### Client

Samsung USA

### Title

Russell Westbrook: Driven

### Credits

#### **Derek Westerlund**

Executive Creative Director

#### **Andrew Boucher**

Editor

#### **Holly Fraser**

Account Executive

#### **Kolin Quick**

Creative Strategy

#### **Jeremy Grant**

Creative Strategy

#### **Leanne Hancheroff**

Art Director

# Film & Video

## Video Editing



**Award** Silver ADDY® Award  
**Entrant** Indigo Slate  
**Client** Microsoft  
**Title** Microsoft Surface: Screen & Inking

### Credits

**Michael Bartley**  
Executive Creative Director

**Duane Shrode**  
Director

**Aaron Russell**  
Director of Photography, Director (Studio)

**Megan Nolan**  
Producer / Art Director

**Nick Beeson**  
Creative Director

**Matty Brown**  
Principal Editor

**Aaron Russell**  
Editor

**Chris Mosson**  
Director of Photography (Studio)

**Nick Kono**  
Production Assistant (Studio)

**Eric Munch**  
Composer

**Amilia Tankersley**  
Actress

**Mark Williamson**  
Account Director

# Film & Video

## Video Editing



**Award** Silver ADDY® Award

**Entrant** Color Creative LLC

**Client** Optum

**Title** Optum

### Credits

**Landin Williams of COLOR**  
Editor



# Film & Video

## Video Editing



**Award** Silver ADDY® Award  
**Entrant** POSSIBLE  
**Client** Lonely Whale Foundation  
**Title** Sucker Punch - Highlight Reel  
**Credits**

**Danielle Trivisonno Hawley**  
CCO, Americas

**Ray Page**  
EVP, Executive Creative Director

**Shawn Herron**  
Creative Director

**Nicole Michels McDonagh**  
Creative Director

**Kelsie Clegg**  
Sr. Art Director

**Carla Sparks**  
Sr. Writer

**Sho Ito**  
Senior Designer

**Jeremy Higuchi**  
Designer

**Megan Ball**  
Executive Producer

**Jeff Whang**  
Group Director, Strategy

**Stephanie Hockett**  
Senior Content Strategist

**Kat Grider**  
SVP, Account, Account Management

**Curiosity Shoppe**  
Production Company

**Andy Seaver**  
Editor

**Patrick Richardson Wright**  
Editor

**Per Stenius**  
Digital Creative

**Oskar Sundberg**  
Creative Technologist

**Dune Ives**  
Executive Director

**Emma Riley**  
Director of Strategic Partnerships

**Emy Kane**  
Digital Strategist



# Sound

## Voiceover Talent



**Award** Gold ADDY® Award  
**Entrant** WONGDOODY  
**Client** Childhaven  
**Title** The Extraordinary Normal

### Credits

**Tracy Wong**  
Executive Creative Director

**Mark “Monkey” Watson**  
Group Creative Director

**Austin Anderson**  
Creative Director

**Casey Callahan**  
Designer / Illustrator

**Chris Vail**  
Copywriter

**Emma Farnsworth**  
Lead Animator / Illustrator

**Sorayya Aminian**  
Animator

**Knox Duncan**  
Managing Director

**Lindsay Koehler**  
Account Director

**Leigh Eckert**  
Content Producer

**Paul Morgan**  
Content Producer

**John Buroker**  
HEARby Sound

**Olive Watson**  
Voiceover

**CHILDHAVEN**  
Jon Botton  
Caitlen Daniels  
Brooke Johnson  
Bethany Larsen

# STUDENT AWARDS

# Sales & Marketing

## Product or Service Sales Promotion – Packaging

Page 1 & 2 // Photoshoot



### Award

Silver ADDY® Award

### Title

Citrine Skincare Packaging

### School

Seattle Central Creative Academy

### Credits

**Julia Rundberg**  
Designer

**Isabel Blue**  
Designer

Page 3 & 4 // Photoshoot



1 // Process



Package 1 Label



Package 1 Dieline

# Sales & Marketing

## Product or Service Sales Promotion – Packaging



**Award** Silver ADDY® Award  
**Title** Three Sisters Hard Cider  
**School** Sanford-Brown College  
**Credits**

**Marcel Wilson**  
Graphic Designer

**Brandon Walker**  
Graphic Design Lead Faculty



# Sales & Marketing

## Product or Service Sales Promotion – Packaging

### Award

Gold ADDY® Award

### Credits

### Title

Victor: Packaging Design

**Nataliya Brown**  
Designer

### School

Seattle Central Creative Academy



# Sales & Marketing

## Publication Design – Cover

**Award** Silver ADDY® Award

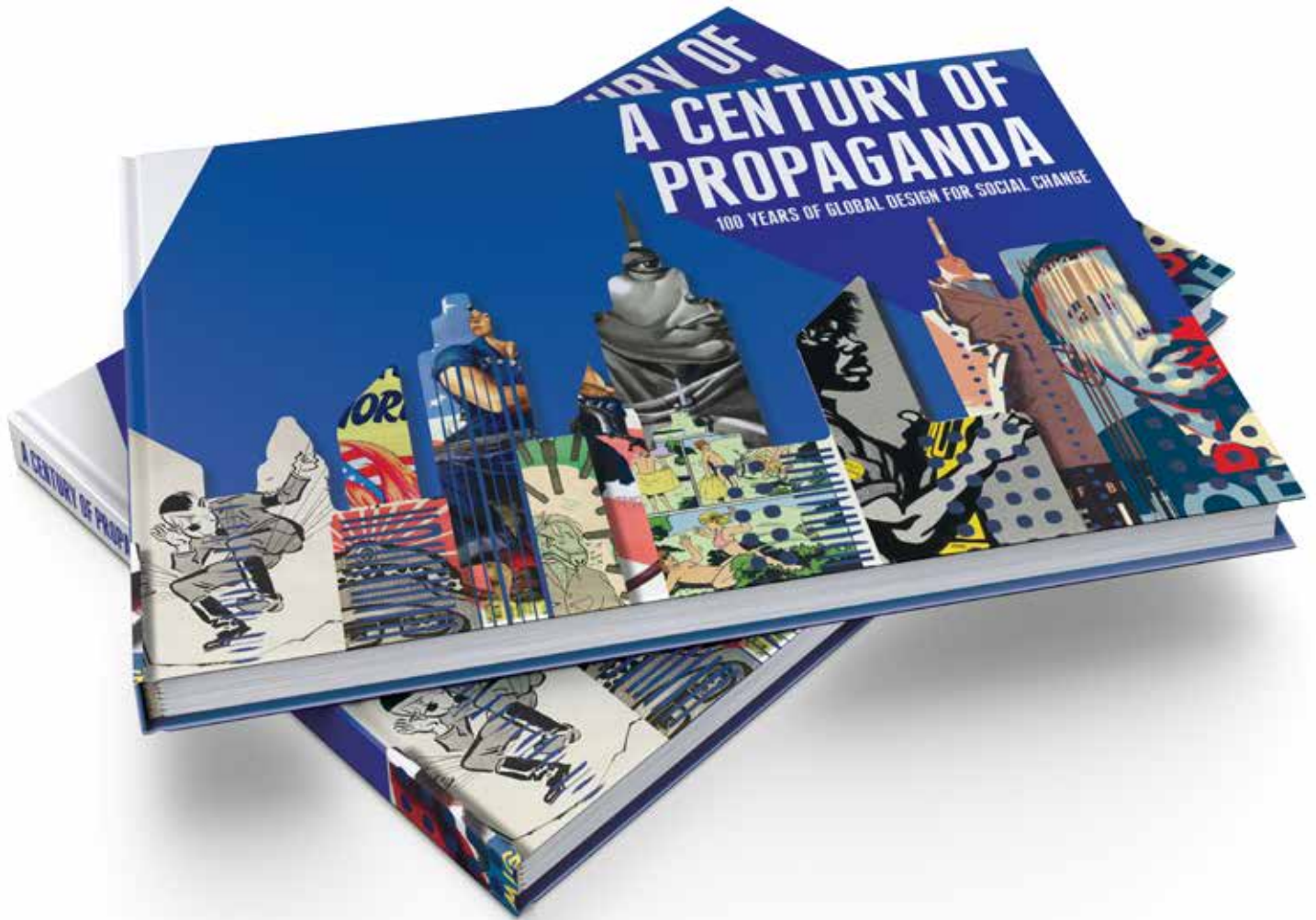
**Title** A Century of Propaganda

**School** Sanford-Brown College

### Credits

**Jeremy Bushnell**  
Graphic Designer

**Brandon Walker**  
Graphic Design Lead Faculty

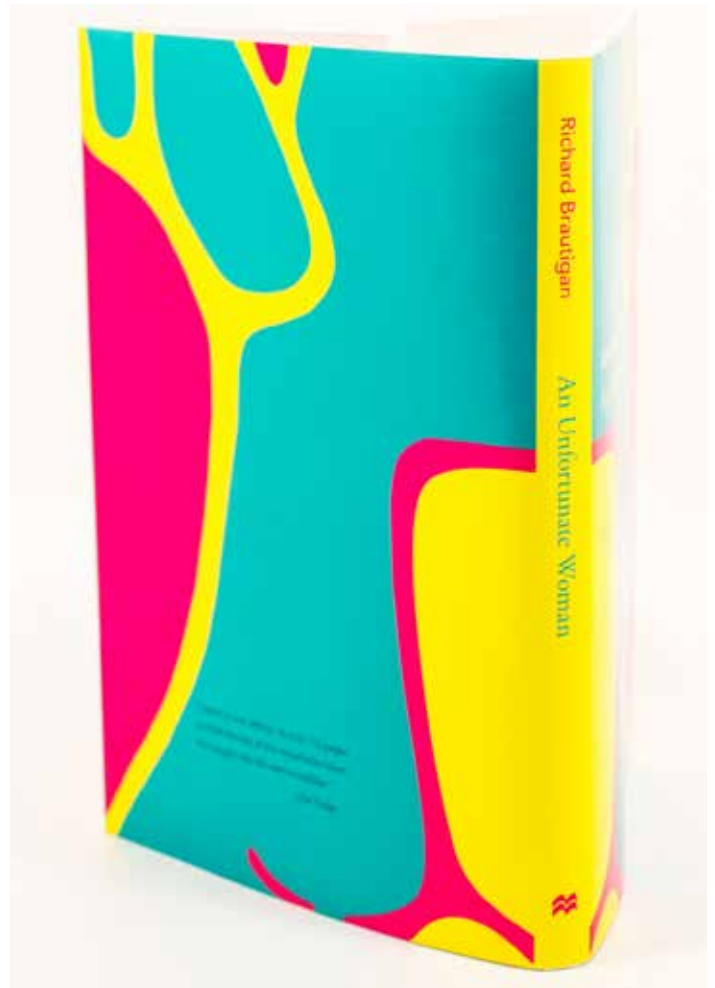
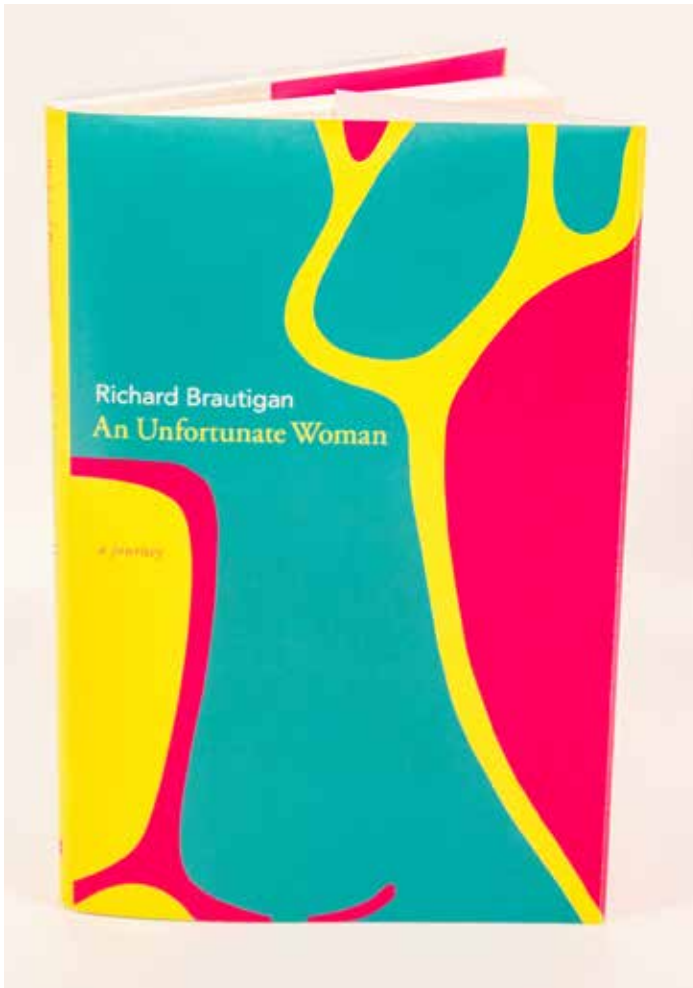


# Sales & Marketing

## Publication Design – Cover

**Award** Silver ADDY® Award  
**Title** An Unfortunate Woman: A Journey  
**School** Seattle Central Creative Academy

**Credits**  
**Nataliya Brown**  
Designer



# Sales & Marketing

## Publication Design – Editorial Spread or Feature



**Award Title** Silver ADDY® Award  
**Title** Liminal  
**School Credits** Seattle Central Creative Academy

**Todd Durboraw**  
 Designer  
**Jill Vartenigian**  
 Academic Adviser  
**Julia McNamara**  
 Academic Adviser





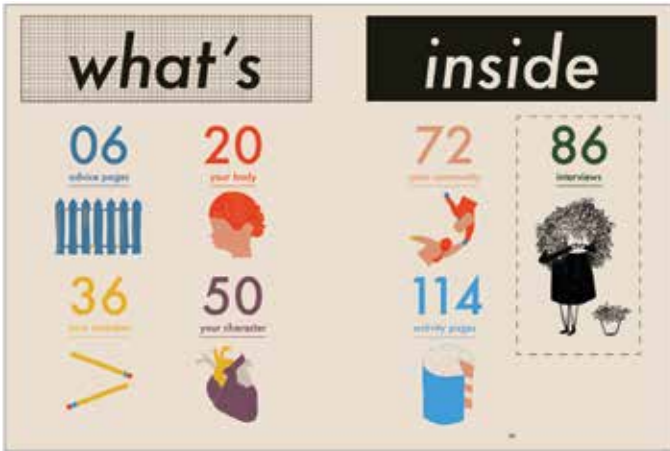
# Sales & Marketing

## Publication Design – Magazine Design



**Award** Gold ADDY® Award  
**Title** LOIS magazine  
**School** Seattle Central Creative Academy  
**Credits**

**Mariah Behrens**  
 Designer  
**Jill Vartenigian**  
 Academic Advisor



# Sales & Marketing

## Publication Design – Magazine Design



**Award**  
**Title**  
**School**  
**Credits**

Gold ADDY® Award  
Bounce House Magazine Design  
Seattle Central Creative Academy

**Jules Naujoks**  
Designer



# Online / Interactive

## Website (Desktop or Mobile)

### Award

### Title

### School

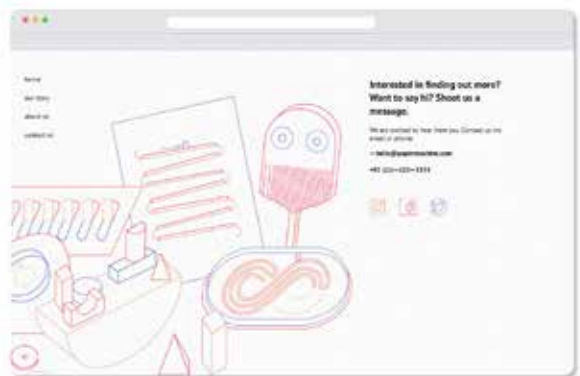
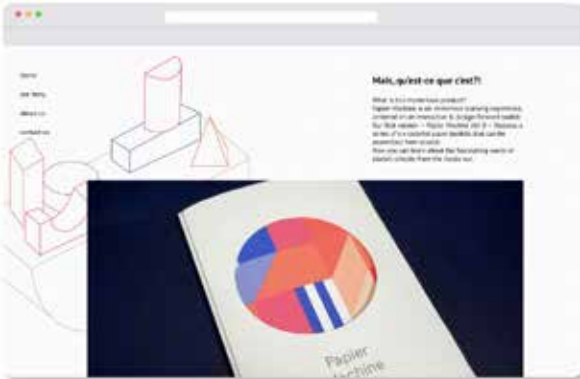
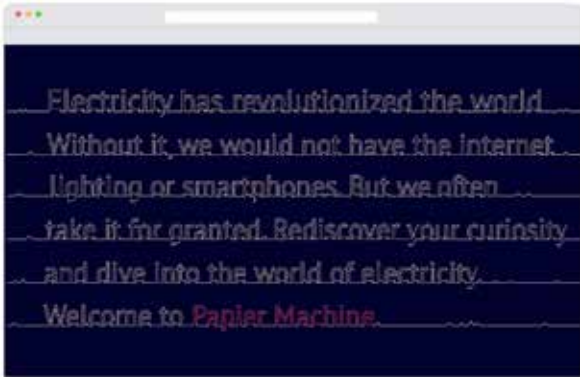
### Credits

Gold ADDY® Award

Papier Machine Official Website

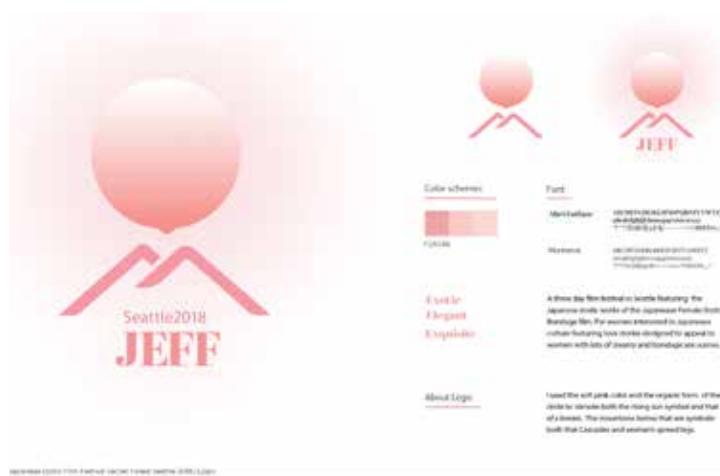
Art Institute of Seattle

**Alessia Pizzoccheri**  
Designer



# Elements of Advertising

## Visual – Logo Design



**Award Title School Credits**

Silver ADDY® Award

Japanese Erotic Film Festival 2018

Seattle Central Creative Academy

**Akiko Masker Designer**



Japanese Erotic Film Festival Secret Forest Seattle 2018 Alternative Marketing Team Akiko Masker



Japanese Erotic Film Festival Secret Forest Seattle 2018 Akiko Masker