2016 American Advertising Awards Winners List

PROFESSIONALS

In the category of: Sales and Marketing – Sales Kit or Product Information Sheets

A Silver ADDY Award goes to Kalico Design for National Child Research Center Recruitment Sales Kit done for National Child Research Center (NCRC)

Credits go to:

Kimberly Dow, Creative Director
Jen Tyler, Designer
Jillian Winkler, Designer
Julie Schumacher, Project Manager
Graphcom, Inc., Printer
Printing Services, Inc., Printer

In the category of: Sales and Marketing – Packaging Campaign

A Silver ADDY Award goes to Jean Peterson Design for Composer Wine Label Campaign done for Catoctin Breeze Vineyard

Credits go to:

Lisa Gorham, Art Director/Graphic Designer/Illustrator
Jean Peterson, Production
Emily Dorr, Production
Innovative Labeling Solutions, Printer

A Silver ADDY Award goes to Think Baseline for Brickhouse Oatmeal Stout Beer Packaging done for Brewer’s Alley

Credits go to:

Megan Mullaney, Creative Team
Briana McPherson, Creative Team
Alyssa Fritz, Creative Team

A Silver ADDY Award goes to Think Baseline for India Pale Ale Beer Packaging done for Brewer's Alley

Credits go to:

Megan Mullaney, Creative Team
Briana McPherson, Creative Team
Alyssa Fritz, Creative Team

A Gold ADDY Award goes to Tribe for Old Bust Head Graffiti House Packaging done for Old Bust Head Brewing Company

Credits go to:

Seth Sirbaugh, Creative Director
Robby Prall, Art Director
Teagan White, Illustrator

A Gold ADDY Award goes to Think Baseline for Oh My Gourd! Spiced Ale Beer Packaging done for Brewer’s Alley

Credits go to:

Megan Mullaney, Creative Team
Briana McPherson, Creative Team
Alyssa Fritz, Creative Team

In the category of: Sales and Marketing – Annual Report

A Silver ADDY Award goes to HBP, Inc. for AOG done for Assemblies of God, Potomac Ministry Network

Credits go to:

Laura Dugan, Designer
Lori Schulman, Art Director
HBP, Inc., Printer
Brenda Burns, Communications Director

A Gold ADDY Award goes to Graphcom Creative for PHFA - 2015 Annual Report done for Pennsylvania Housing Finance Agency
Credits go to:

Graphcom, All team members

**In the category of: Sales and Marketing – Brochure – Single Unit**

A Silver ADDY Award goes to Text Design Inc. for NPGA Today's Propane done for National Propane Gas Association

Credits go to:

Meghan Bennett, Art Director & Designer

**In the category of: Sales and Marketing – Publication Design – Editorial Spread or Feature**

A Silver ADDY Award goes to The Humane Society of the United States for The Vanishing done for The Humane Society of the United States

Credits go to:

Jennifer Laumann, Senior Graphic Designer

Jennifer Beel, Creative Director

Rebecca Hallenbeck, Assistant Art Director

Karen E. Lange, Senior Content Creator

Emily Smith, Deputy Editorial Director

A Gold ADDY Award goes to The Humane Society of the United States for Humane Athletes done for The Humane Society of the United States

Credits go to:

Jennifer Laumann, Senior Graphic Designer

Jennifer Beel, Creative Director

Rebecca Hallenbeck, Assistant Art Director

Ruthanne Johnson, Assistant Content Creator

Michael Sharp, Senior Content Editor

Emily Smith, Deputy Editorial Director

**In the category of: Sales and Marketing – Magazine Design**
A Silver ADDY Award goes to Kalico Design for Sass Magazine Winter 2015/16 done for Sass Magazine

Credits go to:

Kimberly Dow, Creative Director/Publisher
Jen Tyler, Designer
Jillian Winkler, Designer & Photographer
Andrew Murdock, Photographer
Mary Kate McKenna, Photographer & Managing Editor
Jessica Patterson, Photographer
Sarah Kurtanich, Photographer & Writer
Chrissy Moore, Copy Editor & Writer
Alicia Schwartzbeck, Fashion Editor & Creative Team Member
Alicia Schwartzbeck, Creative Team Member
Rebecca Robinson, Creative Team Member
Publications Press, Inc., Printer

A Silver ADDY Award goes to Kalico Design for Eastern Home & Travel May/June Issue done for Pulse Publishing

Credits go to:

Kimberly Dow, Creative Director
Jen Tyler, Designer
Jillian Winkler, Designer
Donna Elbert, Publisher
Melissa Howes-Vitek, Executive Editor
Molly Fellin Spence, Managing Editor
Publishers Press, Printer

In the category of: Sales and Marketing – Card, Invitation, Announcement

A Silver ADDY Award goes to Hood College for The Inauguration of Hood College’s 11th President Invitation done for Hood College
Credits go to:

Kit Peteranecz, Director of Creative Services
Joann Foltz, Art Director
Dave Diehl, Executive Director of Marketing & Communication

In the category of: Sales and Marketing – Apparel

A Silver ADDY Award goes to Hood College for Convocation “Secret Message” T-Shirt done for Hood College

Credits go to:

Kit Peteranecz, Director of Creative Services

In the category of: Sales and Marketing – Public Service – Brochure/Sales Kit

A Silver ADDY Award goes to Graphcom Creative for Mt. Washington Pediatric Hospital - Patient Intake Binder done for Graphcom

Credits go to:

Graphcom, All team members

In the category of: Sales and Marketing – Advertising Industry Self Promotion – Brand Elements

A Silver ADDY Award goes to Phoenix Color for Carton Promotional Kit done for Phoenix Color

Credits go to:

Meghan Shupe / Phoenix Color, Carton Promotional Kit

A Silver ADDY Award goes to Turner Photography for Turner Photography Look Book done for Turner Photography

Credits go to:

Jamie Turner, Owner/Senior Photographer
Jason Turner, Senior Photographer

A Gold ADDY Award goes to Phoenix Color for Stationary Promotional Set done for Phoenix Color

Credits go to:

Meghan Shupe / Phoenix Color, Stationary Promotional Kit
A Gold ADDY Award goes to Phoenix Color for Napco/Phoenix Color Promotional Sales Box done for Phoenix Color

Credits go to:

Meghan Shupe / Phoenix Color, NAPCO/Phoenix Color Promotional Sales Box

In the category of: Sales and Marketing – Advertising Industry Self Promotion – Direct Marketing and Specialty Advertising

A Silver ADDY Award goes to Graphcom Creative for Graphcom HIPAA Outreach Campaign done for Graphcom

Credits go to:

Graphcom, All team members

In the category of: Print Advertising – Advertising Industry Self-Promotion

A Silver ADDY Award goes to Turner Photography for Turner Photography Service Ads done for Turner Photography

Credits go to:

Jamie Turner, owner/senior photographer
Jason Turner, Senior Photographer
Kathryn Turner, Studio Manager/Designer

In the category of: Out of Home and Ambient Media – Poster

A Silver ADDY Award goes to Jean Peterson Design for Alive@Five Poster done for Downtown Frederick Partnership

Credits go to:

Lisa Gorham, Art Director/Graphic Designer
Jean Peterson, Production
Emily Dorr, Production

A Silver ADDY Award goes to Hood College for "The Rude Globe Presents" Poster done for The Rude Globe

Credits go to:

Kit Peteranecz, Director of Creative Services
A Silver ADDY Award goes to Hood College for "Why Bother?" Poster done for Hood College Political Science Department

Credits go to:

Kit Peteranecz, Director of Creative Services

In the category of: Out of Home and Ambient Media – Mass Transit

A Gold ADDY Award goes to Tribe for Old Bust Head Graffiti House Toyota Prius done for Old Bust Head Brewing Company

Credits go to:

Seth Sirbaugh, Creative Director
Robby Prall, Art Director
Teagan White, Illustrator

In the category of: Online and Interactive – Websites – Consumer

A Silver ADDY Award goes to Viscul Creative for Central State Website done for Central State Door Service

Credits go to:

Randall Hughes, Principle
Jay Basinger, Art Director

A Silver ADDY Award goes to Orases for Monocacy Crossing done for Monocacy Crossing

Credits go to:

Jon Weaver, Graphic Designer
Brent Decker, Senior Developer
Kathryn Zoulias, Project Manager
Joe Stern, User Experience Architect and Quality Assurance

A Silver ADDY Award goes to ACS Creative for Painkiller Tattoo Website Design done for Painkiller Tattoo

Credits go to:

Christopher Howell, Creative Director
Ben Kauffman, Senior Designer
Rob Smelik, Art Director
A Silver ADDY Award goes to Kalico Design for Sass Magazine Website done for Sass Magazine

Credits go to:

Kimberly Dow, Creative Director

Jen Tyler, Designer

Jillian Winkler, Designer

Sarah Gray, Web Coordinator

Reliable PSD, Programmer/Developer

A Silver ADDY Award goes to Wood Street, Inc. for Intelligent Water Management - BrainPipes done for Intelligent Water Management

Credits go to:

Jon Bailey, Project Manager

Jamie Stup, Creative Director

Dave Porter, Senior Designer

Derek Jubach, Production Manager

A Gold ADDY Award goes to Jean Peterson Design for Heart of the Civil War Heritage Area Website done for Heart of the Civil War Heritage Area

Credits go to:

Susie Morgan, Graphic Designer

Jean Peterson, Production

Emily Dorr, Production

Liz Shatto, Copywriter

Auni Gelles, Copywriter

Orases, Website Development

In the category of: Online and Interactive – Websites – B-to-B

A Silver ADDY Award goes to ACS Creative for Guotai Website Design done for Guotai

Credits go to:

Christopher Howell, Creative Director

Ben Kauffman, Senior Designer

Rob Smelik, Art Director
In the category of: Online and Interactive – Websites – Microsites

A Silver ADDY Award goes to Wood Street, Inc. for Planet Technologies - You Already Own It done for Planet Technologies

Credits go to:

Jason Giuliano, Project Manager
Jamie Stup, Creative Director
Dave Porter, Senior Designer
Derek Jubach, Production Manager

In the category of: Online and Interactive – Social Media – Multiple Platforms

A Gold ADDY Award goes to Water Street Design for VAfoodie Social Media done for Water Street Design

Credits go to:

Georgiana Dearing, Creative Director
Shanna Mueller, Creative Director
Lorena Prada, Designer
Julianne Eubanks, Digital Marketing Assistant

In the category of: Online and Interactive – Advertising Industry Self-Promotion

A Silver ADDY Award goes to Worx Graphic Design for Worx Website done for Worx Graphic Design

Credits go to:

Laura Wallace, Creative Director
Amber Buhrman, Senior Designer
Momina Khan, Copywriter
Ben Kouba, Developer
Melanie Anderson, Photographer

In the category of: Film, Video and Sound – Branded Content and Entertainment – Single entry - more than :60 seconds

A Silver ADDY Award goes to Water Street Design for VAfoodie "What Type of Foodie are You?" Video done for Water Street Design

Credits go to:
Georgiana Dearing, Creative Director
Shanna Mueller, Creative Manager
Katie Schray, Project Manager
Lorena Prada, Designer
Alan Scott, Project Manager
Alexander Avellino, Designer
Julianne Eubanks, Digital Marketing Assistant

In the category of: Film, Video and Sound – Audio/Visual Sales Presentation

A Gold ADDY Award goes to Wood Street, Inc. for vCalc done for vCalc

Credits go to:

Jason Giuliano, Project Manager
Jamie Stup, Creative Director
Dave Porter, Senior Designer

In the category of: Film, Video and Sound – Public Service

A Silver ADDY Award goes to Digital Bard for Work Where There’s Room to Play done for City of Frederick, Office of Economic Development

Credits go to:

Whitney Hahn, Creative Director
Rick Janssen, Cinematographer/Editor
Michelle Kershner, Client Liaison, City of Frederick
Ashley Miles, Spokesperson

A Silver ADDY Award goes to Digital Bard for We Love Downtown Frederick! done for Downtown Frederick Partnership

Credits go to:

Rick Janssen, Cinematography/ Editing
Whitney Hahn, Creative Director
Heather Akers, Project Manager
Kara Norman, Client Lead, DFP
Danielle Doll, Client Liaison, DFP

In the category of: Film, Video and Sound – Advertising Industry Self-Promotion

A Silver ADDY Award goes to Digital Bard for Demo Reel done for Digital Bard

Credits go to:

- Whitney Hahn, Creative Director
- Rick Janssen, Editor/Cinematographer
- Angela Ashbaugh, Animations
- Chris Kennedy and Araminta Finn, Creative Team Members

In the category of: Cross Platform – Integrated Consumer Campaign-Local

A Silver ADDY Award goes to Worx Graphic Design for ELM Reopening Campaign done for ELM Shoes

Credits go to:

- Sam Jones, Graphic Designer
- Laura Wallace, Creative Director
- Momina Khan, Copywriter
- J&M Printing, Printer

In the category of: Cross Platform – Integrated Consumer Campaign – National

A Gold ADDY Award goes to Viscul Creative for Buy Local Campaign done for Ahold USA

Credits go to:

- Randall Hughes, Principle
- Jay Basinger, Art Director

In the category of: Cross Platform – Integrated Brand Identity Campaign

A Silver ADDY Award goes to Water Street Design for American Woodmark Corporate Brand Identity done for American Woodmark

Credits go to:

- Georgiana Dearing, Creative Director
- Shanna Mueller, Creative Manager
- Lorena Prada, Designer
Alexander Avellino, Designer

Chris Edwards, VP of Business Development

A Silver ADDY Award goes to Think Baseline for Sass Well Branded Campaign done for Sassafras Wellness

Credits go to:

- Megan Mullaney, Creative Team
- Briana McPherson, Creative Team
- Alyssa Fritz, Creative Team
- Susan Doyle, Concept Team

A Gold ADDY Award goes to Kalico Design for Sass Magazine Branding done for Sass Magazine

Credits go to:

- Kimberly Dow, Creative Director/Publisher
- Jen Tyler, Designer
- Jillian Winkler, Designer
- Mary Kate McKenna, Managing Editor, Photographer & Sass Crew
- Chrissy Moore, Copy Editor & Sass Crew
- Brittany Carpenter, Fashion Editor & Sass Crew
- Alicia Schwartzbeck, Bookkeeping & Sass Crew
- Rebecca Robinson, Advertising & Sass Crew
- Reliable PSD, Videography & Creative Team Member
- Reliable PSD, Programming
- Sarah Gray, Social Media Coordinator
- Publications Press, Inc., Printer

In the category of: Cross Platform – Integrated Branded Content Campaign

A Silver ADDY Award goes to Jean Peterson Design for Heritage Training and Shooting Center Campaign done for Heritage Training and Shooting Center

Credits go to:

- Emily Dorr, Creative Director/Graphic Designer
Jean Peterson, Production
Shelby Burns, Copywriter
Lisa Gorham, Production
Digital Bard, Video Production
Andrew Murdock, Photography
Orases, Website Development
Printograph, Printer

In the category of: Cross Platform – Ad Club or Marketing Club

A Silver ADDY Award goes to Kalico Design for AAFGF ADDY25 Invitation done for AAF Greater Frederick

Credits go to:
Kimberly Dow, Creative Director
Jen Tyler, Designer
Graphcom, Inc., Printer

A Gold ADDY Award goes to Tribe for 2015 AAF/AIGA Portfolio Bootcamp Campaign done for American Advertising Federation Greater Frederick

Credits go to:
Seth Sirbaugh, Creative Director
Robby Prall, Art Director

A Gold ADDY Award goes to Kalico Design for AAFGF ADDY 25 Campaign done for AAF Greater Frederick

Credits go to:
Kimberly Dow, Creative Director
Jen Tyler, Designer
Jillian Winkler, Designer
Graphcom, Inc., Printer

In the category of: Cross Platform – Advertising Industry Self Promotion Integrated Campaign

A Silver ADDY Award goes to Kalico Design for Kalico Mint to Be Marketing Campaign done for Kalico Design
Credits go to:

Kimberly Dow, Creative Director

Jen Tyler, Designer

Jillian Winkler, Designer

Sarah Gray, Creative Team Member

WHCC, Printer

Graphcom, Inc., Printer

A Gold ADDY Award goes to Water Street Design for VAfoodie Campaign done for Water Street Design

Credits go to:

Georgiana Dearing, Creative Director

Shanna Mueller, Creative Manager

Julianne Eubanks, Digital Marketing Assistant

Lorena Prada, Designer

Katie Schray, Project Manager

Alan Scott, Project Manager

Alexander Avellino, Designer

In the category of: Elements of Advertising – Copywriting

A Silver ADDY Award goes to Worx Graphic Design for Worry Monster Content done for Innovative, Inc.

Credits go to:

Momina Khan, Copywriter

Laura Wallace, Creative Director

In the category of: Elements of Advertising – Logo Design

A Silver ADDY Award goes to Jean Peterson Design for Hip and Historic Logo done for Visit Frederick

Credits go to:

Lisa Gorham, Art Director/Graphic Designer

Jean Peterson, Production
Emily Dorr, Production

A Silver ADDY Award goes to Kalico Design for Flourish By Amy Marsh done for Amy Marsh

Credits go to:

Kimberly Dow, Creative Director
Jillian Winkler, Designer
Jen Tyler, Creative Team Member
Amy Marsh, Creative Team Member

A Silver ADDY Award goes to Tribe for Parkway Elementary Logo done for Parkway Elementary School

Credits go to:

Seth Sirbaugh, Creative Director
Robby Prall, Art Director

A Gold ADDY Award goes to Hood College for "The Rude Globe Presents" Logo done for The Rude Globe

Credits go to:

Kit Peteranecz, Director of Creative Services

In the category of: Elements of Advertising – Illustration

A Silver ADDY Award goes to Ellen Byrne Illustration for VARIATIONS ON A SUMMER FEAST done for The New York Times

Credits go to:

Ellen Byrne, Illustrator, Owner, Ellen Byrne Illustration
Kenneth McFarlin, Art Director

In the category of: Elements of Advertising – Illustration - Series

A Silver ADDY Award goes to Think Baseline for Beer Packaging Illustrations done for Brewer's Alley

Credits go to:

Megan Mullaney, Creative Team
Briana McPherson, Creative Team
Alyssa Fritz, Creative Team
A Gold ADDY Award goes to Jean Peterson Design for Composer Wine Label Illustration Campaign done for Catoctin Breeze Vineyard

Credits go to:
Lisa Gorham, Art Director/Illustrator
Jean Peterson, Production
Emily Dorr, Production

In the category of: Elements of Advertising – Photography – Campaign

A Silver ADDY Award goes to Turner Photography for Bliss Bridal done for Turner Photography

Credits go to:
Jamie Turner, Owner/Senior Photographer
Jason Turner, Senior Photographer
Kathryn Turner, Studio Manager/Photographer

A Gold ADDY Award goes to Turner Photography for Frederick Symphony Orchestra Portrait Campaign done for Frederick Symphony Orchestra

Credits go to:
Jamie Turner, Owner/Senior Photographer

In the category of: Elements of Advertising – Art Direction

A Silver ADDY Award goes to Worx Graphic Design for Encanto Campaign done for Encanto BKT

Credits go to:
Laura Wallace, Creative Director
Amber Buhrman, Senior Designer
Momina Khan, Copywriter
Melanie Anderson, Photography and Videography
Ben Jouba, Developer

A Professional Judge’s Award goes to Tribe for 2015 AAF/AIGA Portfolio Bootcamp Campaign done for American Advertising Federation Greater Frederick

Credits go to:
Seth Sirbaugh, Creative Director
Robby Prall, Art Director

A Professional Judge’s Award goes to Water Street Design for VAfoodie Campaign done for Water Street Design
Credits go to:
Georgiana Dearing, Creative Director
Shanna Mueller, Creative Manager
Julianne Eubanks, Digital Marketing Assistant
Lorena Prada, Designer
Katie Schray, Project Manager
Alan Scott, Project Manager
Alexander Avellino, Designer

A Professional Judge’s Award goes to Tribe for Parkway Elementary Logo done for Parkway Elementary School
Credits go to:
Seth Sirbaugh, Creative Director
Robby Prall, Art Director

A Professional Judge’s Award goes to Tribe for Old Bust Head Graffiti House Packaging done for Old Bust Head Brewing Company
Credits go to:
Seth Sirbaugh, Creative Director
Robby Prall, Art Director
Teagan White, Illustrator

The Professional Best of Show Award goes to Viscul Creative for Buy Local Campaign done for Ahold USA
Credits go to:
Randall Hughes, Principle
Jay Basinger, Art Director

STUDENTS

In the category of: Sales & Marketing – Packaging

A Silver ADDY Award goes to Matt Cultrera from Susquehanna University for Hell Fire Hot Sauce Packaging

A Silver ADDY Award goes to Sarah Lawhun from Susquehanna University for Queen City Café Packaging

A Silver ADDY Award goes to Taylor Huff from James Madison University for Crushed Wine Packaging
A Gold ADDY Award goes to Elizabeth Regan from Susquehanna University for Darn Good Chips Packaging

A Gold ADDY Award goes to Michael Farina from Susquehanna University for Badlands Beer Packaging

A Gold ADDY Award goes to Morgan Sattler from Susquehanna University for Native Market Restaurant Packaging

A Gold ADDY Award goes to Miranda Walters from Susquehanna University for Battle Stations Brewing Variety Pack

In the category of: Sales and Marketing – Collateral Material – Stationery Package

A Silver ADDY Award goes to Mo Greim from James Madison University for Mo Greim Stationary

A Silver ADDY Award goes to Michael Farina from Susquehanna University for Grand Adventure Stationery

A Silver ADDY Award goes to Miranda Walters from Susquehanna University for Besso’s Stationery

In the category of: Sales and Marketing – Collateral Material – Annual Report or Brochure

A Silver ADDY Award goes to Brittany Rizika from James Madison University for WWF African Elephant Brochure

A Silver ADDY Award goes to Jenna Flickinger from James Madison University for Klean Kanteen Social Sustainability Report

A Silver ADDY Award goes to Allison McShea from James Madison University for African Wildlife Foundation Save The Rhinos Brochure

A Silver ADDY Award goes to Michael Farina from Susquehanna University for Ocean Conservancy Annual Report

In the category of: Sales and Marketing – Special Event Materials

A Silver ADDY Award goes to Erika Lynn from James Madison University for Summer in the City Invitation

A Gold ADDY Award goes to Allison Shinsky from James Madison University for Global Citizen: The Architecture of Moshe Safdie

In the category of: Sales and Marketing – Publication Design – Cover

A Silver ADDY Award goes to Steve Arhontoulis from Susquehanna University for The Worst Hard Time Book Jacket

In the category of: Sales and Marketing – Publication Design – Spread or Feature
A Silver ADDY Award goes to Jeremy Campbell from Susquehanna University for "Trouble at the Pump" Feature Spread

A Silver ADDY Award goes to Kelsy O'Shea from Susquehanna University for "Mind Control" Magazine Feature

In the category of: Sales and Marketing – Publication Design – Series

A Gold ADDY Award goes to Deb Martin from Susquehanna University for Janelle Monae Magazine Series
In the category of: Sales and Marketing – Book Design

A Silver ADDY Award goes to Eric Kuldell from James Madison University for Anti-Trans America: A Call To Action

In the category of: Print Advertising – Campaign

A Silver ADDY Award goes to Michael Farina from Susquehanna University for Mountain Men Ad Campaign

A Gold ADDY Award goes to Steve Arhontoulis from Susquehanna University for I Shouldn’t Be Alive Ad Campaign

In the category of: Out of Home and Ambient Media – Poster

A Silver ADDY Award goes to Erin McGarrah from Susquehanna University for "Period of Adjustment" Theater Poster

A Silver ADDY Award goes to Steve Arhontoulis from Susquehanna University for "Night of the Iguana" Theater Poster

A Gold ADDY Award goes to Deb Martin from Susquehanna University for "Baby Doll" Theater Poster

A Gold ADDY Award goes to Michael Farina from Susquehanna University for "Death of a Salesman" Theater Poster

In the category of: Elements of Advertising – Logo Design

A Silver ADDY Award goes to Chase Bachtell from Shepherd University for Mercy Wine & Cupcakes

A Gold ADDY Award goes to Kelsy O'Shea from Susquehanna University for Dirty Puzzle Identity

In the category of: Elements of Advertising – Illustration

A Silver ADDY Award goes to Logan Wooldridge from James Madison University for Frankenstein

A Gold ADDY Award goes to Kelsey Stoneham from James Madison University for The Cat and the Canary

The student Judge's Award goes to Miranda Walters from Susquehanna University for Battle Stations Brewing Variety Pack

The student Best of Show Award goes to Elizabeth Regan from Susquehanna University for Darn Good Chips Packaging