

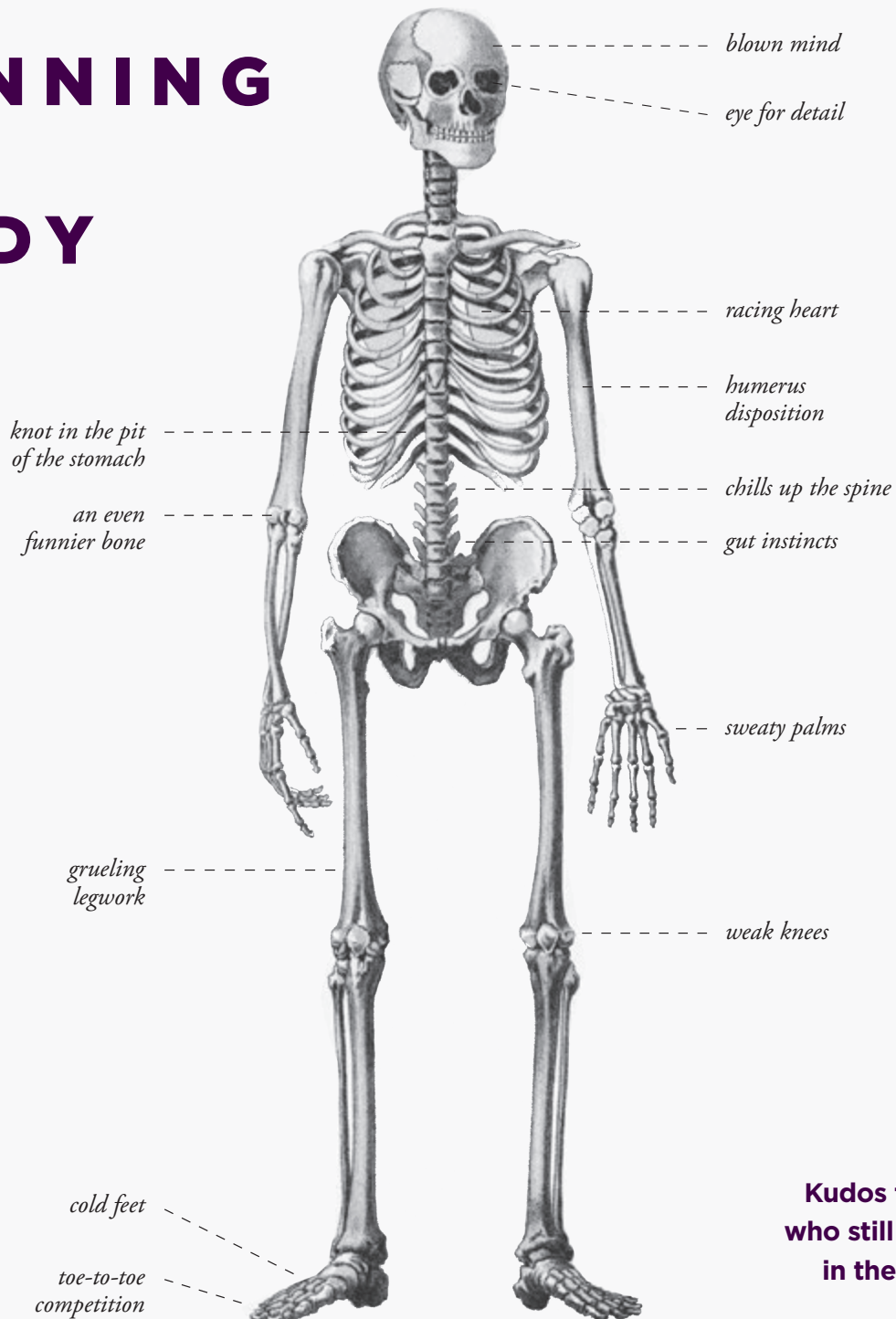
m o m



The Mother  
of All  
Awards Shows

x o

# SIDE EFFECTS OF WINNING AN ADDY



**Kudos to those  
who still have skin  
in the game.**

**UPMC**  
LIFE CHANGING MEDICINE

Colleagues and friends,

We're back, baby! Okay, I'll quit saying that after tonight, but this is our first traditional awards show since 2019, so forgive me if I'm a little excited! We're all dressed up and ready to celebrate and recognize this amazing Pittsburgh creative community.

A big congratulations to all of the winners and finalists this year at both the local and district level! And we'll be cheering on those entries as they move up to the National competition level. Last year we had two entries win Gold at Nationals, so we're excited to see what this year brings.

This year also happens to be the 100th anniversary of our club! Can you believe that? 100 years of creativity pulsing through this city. To celebrate we'll be hosting PGH AdWeek October 19-21, 2023. The two and a half day event will commemorate the rich history of Pittsburgh's advertising and creative communities.

And be sure to follow us on all of our social channels as we pay homage to the companies and brands that contributed to Pittsburgh's historic past and also recognize those that have created the vibrant community and region that exists today. We look forward to celebrating with all of you and we welcome involvement from anyone in our community – just reach out!

Last, but certainly not least, a big thanks to our ADDY committee for putting together this fantastic show, it is nothing short of amazing. Thanks to Tonic Agency for creating the show theme and all of the creative materials for the show, mom certainly is proud. And an extra big thanks to Matt Hildebrand, our ADDY chair, who truly makes this entire night possible.

Cheers to the next 100 years,

**Maureen Rooney**  
President of AAF Pittsburgh  
April 27, 2023

# contents

2022-2023 pittsburgh american advertising awards

## Mother's Favorites — April 27, 2023

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## Special Awards ..... 36



Established in 1905, the American Advertising Federation (AAF) is the only organization that includes members across all disciplines and career levels in advertising. Whether you're new to the fast-paced world of advertising or a seasoned professional, the AAF is for you. We're here to help you advance your career, build your connections and celebrate this ever-changing, amazing industry we work in. Join us at [aafpgh.org](http://aafpgh.org).

See the videos from this and previous shows at [vimeo.com/aafpgh](http://vimeo.com/aafpgh).



*Denotes a Gold ADDY Winner*

## special thanks

**BOOK PRINTER**  
 Fotorecord

**SHOW AUDIO PRODUCTION**  
 Big Science

**VOICE OVER TALENT**  
 Lisa Airesman

**LOCAL AWARD TROPHIES**  
 Elegance In Awards

**AAF PGH/AAF D2 BADASS**  
 Evie DeSarno

**AMERICAN ADVERTISING AWARDS CHAIR**  
 Matt Hildebrand

**JUDGING CHAIR**  
 Gordon Robertson

**KICKASS BOOK LAYOUT**  
 Michelle L. Bauer

**SHOW PRODUCTION**  
 Matt Hildebrand

**CREATIVE CONCEPT, ARTWORK**  
 Tonic

- \* Alicia Abbey
- \* Jon Lamphier
- \* Kevin Hilliker
- \* Alyssa Kramer
- \* Jason Mileto
- \* Madison Kurlandski
- \* Jay Korey
- \* Tyler Rupert
- \* Lauren Black

**TO OUR SPONSORS WHO MADE THIS SHOW POSSIBLE**

Basis Technologies  
 Chemistry  
 Tonic  
 Massive Media

Fotorecord  
 And our hosts, The August Wilson African American Cultural Center

**SPECIAL THANKS TO**

Big Bald Matt  
 Big Science  
 Mo Rooney, MarketSpace Communications  
 GH Advertising  
 Gordon Robertson, Hullabaloo Agency  
 Spark Signs  
 Darice Nagy  
 Brian Ackermann  
 Bistro-to-Go Catering

# judges



**Scott Murray**  
Group Creative Director

Group creative director in title, writer by trade, Scott comes at client challenges with insight as his muse and a 360-degree view of how a message will play in every medium. As a lead creative he helps guide the overall creative vision of the agency, but remains hands-on as well, producing work and encouraging input from all levels.

Scott currently helps lead brands at R&R including Las Vegas Tourism, Discover Puerto Rico, Boeing, Las Vegas Raiders and Intermountain Health.

Prior to joining R&R, Scott served as a creative director at FCB, and he got his start in advertising with a long stretch at Ogilvy & Mather in Chicago. His philosophy is simple: work hard, be nice, listen to others and above all, have great ideas. His work has been recognized by the *Effies*, *Cannes International Advertising Festival*, *One Show*, *Clio Awards*, *AICP*, *Advertising Age*, *Adweek*, *Communication Arts*, *CNN* and *The New York Times*.



**Al Wyatt**  
Writer/Director

Al has amassed an incredibly diverse career through his 25+ years in advertising and production. Some of the highlights along the way include writing for Budweiser beer, the NHL, Wrigley Gum and Right Guard. He was fortunate enough to blow stuff up, film a demolition derby, work with singing Argentinians, and partner with Aardman Films out of Bristol, England.

After serving as Group Creative Director for BBDO in Chicago for 9 years, Al opened his own creative/production hybrid company in 2012. This has allowed Al to do what he loves most—write and direct for a host of fantastic and collaborative clients.

He does, however, hate speaking in third person.



**Juan Peña**  
Creative Director

Juan Peña, a brand builder and creative strategic thinker, with more than 20 years of experience helping clients carve their niche and making them stand out. His experience extends from creative, strategy, digital, event marketing, CRM, and social media. He always starts with a solid strategy to deliver impactful solutions for clients.

In 2018, Juan created and launched a mezcal brand. This included branding, strategy, marketing, digital social media, Alexa skill, event marketing and sales strategy. He partnered with distributors to support them with communications. He successfully built his mezcal brand by applying cross-cultural communications.

Juan has judged the American Advertising Awards local, regional and national. He spoke at Taan's Worldwide annual meeting about the importance of cross-cultural for global advertising agencies.

Juan has worked at FCB Chicago, Razorfish, Laughlin Constable, Fusion 92, and DRFTFCB Chicago. Clients have included COX Communications, AT&T, Bacardi, Dish Latino, DiGiorno, Special K, SC Johnson, KFC, Taco Bell, Coors Light, el Jimador Tequila, Coca-Cola, and Target. He has experience in General, Hispanic and Urban markets.



## ODATO MARKETING GROUP

Noble Citrus/Sprouts Foyer Display  
Noble Citrus

Rich Odato **President & Chief Creative Officer**  
Ann Trondle-Price **Creative Director**  
Bruce Downing **Account Manager**  
Natalie Mathews **Account Manager**  
Kristen Faux **Art Director**



## HIGHMARK HEALTH - TONIC

Marketing and Experience Annual  
Highmark Health

Megan Flanagan **Lead Copywriter**  
Ben Korman **Senior Copywriter**  
Erin Foster **Senior Creative Designer**  
Courtney Hutchison **Senior Creative Designer**  
Blake Pawelec **Creative Designer**  
Chenoa Gregory **Production Artist**  
Bryan Froud **Production Designer**  
Jennifer Luhmann **Senior Creative Project Manager**  
Kaylee Ritchie **Copy Editor**  
Alice Benninger **Creative Training and Technology Manager**



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Marketing and Experience Annual  
Highmark Health

Megan Flanagan **Lead Copywriter**  
Ben Korman **Senior Copywriter**  
Erin Foster **Senior Creative Designer**  
Courtney Hutchison **Senior Creative Designer**  
Blake Pawelec **Creative Designer**  
Chenoa Gregory **Production Artist**  
Bryan Froud **Production Designer**  
Jennifer Luhmann **Senior Creative Project Manager**  
Kaylee Ritchie **Copy Editor**  
Alice Benninger **Creative Training and Technology Manager**



**HIGHMARK HEALTH - TONIC**

Stroke Month Print Ad  
AHN

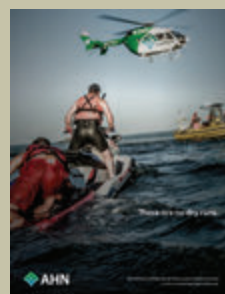
- Tyler Bergholz Associate Creative Director
- Emily DeAndrea Art Director
- Geoff Allerton Senior Copywriter
- Ben Korman Senior Copywriter
- Anastasia Farmerie Agency Producer
- Jackie Bartlett Senior Creative Activation Manager
- Morgan Rupert Lead Marketing Strategist
- Kaylee Ritchie Copy Editor
- Kristin McNally Creative Project Manager



**HIGHMARK HEALTH - TONIC**

AHN EMS Ad Series  
AHN Prehospital Care Services

- Ken Krapfl Art Director
- Geoff Allerton Senior Copywriter
- Sean Slebrich Photographer
- Jane DiBucci Lead Production Artist
- Madison Kurlandski Creative Design Analyst
- Jackie Bartlett Senior Creative Activation Manager
- Kaylee Ritchie Copy Editor
- Megan Guido Senior Marketing Strategist



GASP  
 Last month, volunteers handed out balloons that contained formaldehyde, benzene, diesel particulate matter, coke oven emissions, carbon tetrachloride, acetaldehyde, arsenic compounds, chromium compounds, 1,3-butadiene, naphthalene and polycyclic aromatic hydrocarbons.

You know, regular old Pittsburgh air.



**GARRISON HUGHES**

GASP  
 GASP

Corinne Stenander *ACD / Art Director*  
 Vince Robleto *ACD / Copywriter*  
 Mike Giunta *CCO*  
 Dave Bernhardt *Retoucher*



**DEELOCAL**

Netflix Stranger Things Clock  
 Netflix

Netflix *Client*  
 Deeplocal *Creative Technology & Experience Design*



**DEELOCAL**

Never-Ending Kit Kat Bowl  
 The Hershey Company

The Hershey Company *Client*  
 Deeplocal *Creative Technology & Experience Design*  
 Zeno Group *PR*



## WALL-TO-WALL STUDIOS

NIH Branded Environment  
National Institutes of Health

Doug Dean *Creative Director*  
Larkin Werner *Creative Director*  
Nate Fussner *Design Director*  
Emma Seager *Designer*  
Martha Blalock *Creative Director, NIH Medical Arts*  
Bonnie Hamalainen *Art Director, NIH Medical Arts*  
India Taylor *Production Lead, NIH Medical Arts*



## HIGHMARK HEALTH - TONIC

South Park Experience  
Highmark Blue Cross Blue Shield

Amy Ballantine *Lead Creative Design Analyst*  
Lauren Black *Lead Copywriter*  
Jon Hall *Production Artist*  
Grace Calland *Lead Creative Activation Manager*  
Nicole Caravella *Senior Creative Project Manager*  
Deirdre Kane *Project Manager*  
Molly Fallone *Content Production - Project Manager*  
Rob Schwartz *Lead Marketing Strategist*  
Kaylee Ritchie *Copy Editor*  
Jackie Bartlett *Senior Creative Activation Manager*  
Shane Cooper *Senior Creative Project Manager*





**DEELOCAL**

Doodles Genesis Factory at NFT.NYC  
Doodles

Doodles **Client**  
Shopify **Partner**  
Deeplocal **Creative Technology & Experience Design**



**DEELOCAL**

Meta Quest Extraordinary Windows  
Meta

Meta **Client**  
Deeplocal **Creative Technology & Experience Design**



**ALPHAGRAPHS IN THE CULTURAL DISTRICT**

Sheetz Bakery Square Office Signage  
Sheetz

Jason Doring **Art Director, Designer**  
Keith Erickson **Account Executive**  
Matt Miller **Senior Graphic Designer**  
In Collaboration with the Sheetz Brand Team



## MARKETSPACE AGENCY

Make-A-Wish Office Walls  
Make-A-Wish Greater Pennsylvania  
and West Virginia

John Miller *Creative Director / Art Director*  
Trish Parkhill *President & CEO / Writer*  
Maureen Rooney *Director of Account Services*



## DEELOCAL

ShopDoodles at SXSW  
Shopify

Shopify *Client*  
Doodles *Partner*  
Deeplocal *Creative Technology & Experience Design*



## GATESMAN AGENCY

All You Need is an Assist  
CORE

Mark DiPietro *VP, Sr. Creative Director*  
Brandon Wolff *Sr. Designer*  
Beth Thompson *VP, Director of  
Public Relations & Social Media*  
Corey Stark *Account Supervisor*  
Melissa Mader *Account Director*  
Chelsey McGrogan *Project Management Supervisor*  
Anthony Shirley Jr. *Project Manager*  
Tom Karcher *Retoucher*

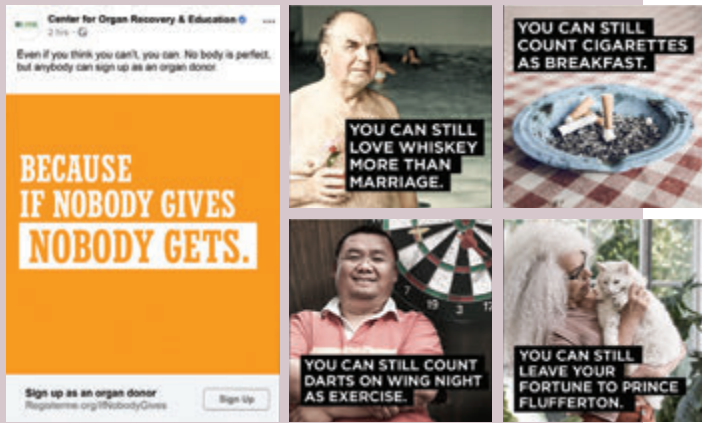


## GATESMAN AGENCY

DLC - Save on Electric Everything  
Duquesne Light Company

Mark DiPietro *VP, Sr. Creative Director*  
Madi ShROUT *Designer*  
Alex Hess *Associate Creative Director*  
Anthony Shirley Jr. *Project Manager*  
Beth Thompson *VP, Director of  
Public Relations & Social Media*  
Tom Karcher *Retoucher*





**GATESMAN AGENCY**

No Body is Perfect - Campaign  
CORE

- Mark DiPietro VP, Sr. Creative Director
- Ian Young Creative Director
- Madi Shrout Designer
- Beth Thompson VP, Director of Public Relations & Social Media
- Corey Stark Account Supervisor
- Anthony Shirley Jr. Project Manager



**HIGHMARK HEALTH - TONIC**

Marketing and Experience Annual  
Highmark Health

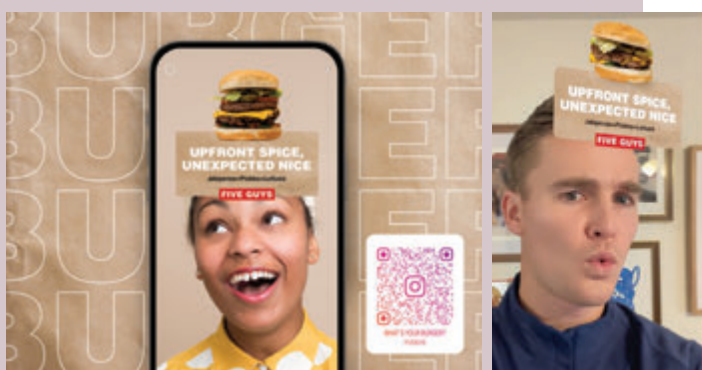
- Megan Flanagan Lead Copywriter
- Ben Korman Senior Copywriter
- Erin Foster Senior Creative Designer
- Courtney Hutchison Senior Creative Designer
- Blake Pawelec Creative Designer
- Chenoa Gregory Production Artist
- Bryan Froud Production Designer
- Jennifer Luhmann Senior Creative Project Manager
- Kaylee Ritchie Copy Editor
- Alice Benninger Creative Training and Technology Manager



**CHEMISTRY**

Magic 8-Burger  
Five Guys

- Ian Magill SVP, Group Creative Director
- Adam Millman Creative Director
- Mike Siemianowski Senior Art Director
- Nelle Thomas Senior Copywriter



**CHEMISTRY**

Real Personality  
Five Guys

- Ian Magill SVP, Group Creative Director
- Adam Millman Creative Director
- Mo Connors-McBride Senior Copywriter
- Hannah Snyder Designer
- Test Tube Production Company

## DESSERT BEFORE DINNER

A Great F\*n IPA  
Elysian Brewing

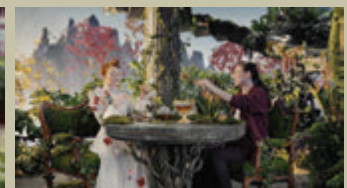
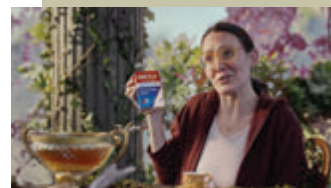
Andy Kelemen **Director**  
Lisa Verzilli **Producer**  
Ryan Kroboth **Director of Photography**  
Kellan Anderson **Art Director**  
Andy Kelemen **Editor**  
Ryan Stewart **Sound design and mix**  
Parker Jarvie / Company3 **Colorist**  
Rebecca Lando **Executive Producer**  
Justin Brink **Executive Producer**  
Nick Funk **Associate Producer**  
Andrew Snyder **Digital Media Manager | Elysian Brewing**  
Lindsay Wiley **Sr. Communications Manager | Elysian Brewing**



## BRUNNER

Two Mothers/Cold-EEZE  
Vespyr Brands

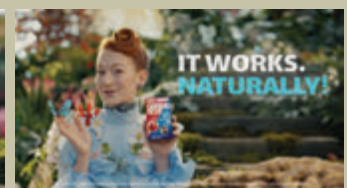
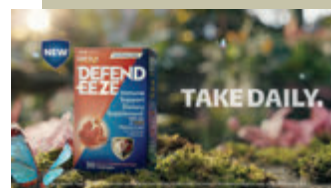
Rob Schapiro **Chief Creative Officer**  
Kevin Corfield **Creative Director**  
Derek Julin **Creative Director**  
The Docter Twins **Director**  
Emily DeShantz **Senior Producer**  
Patrick Culhane **Director, Business Development & Strategy**  
JJ Lask, **Editor PS260**  
Alon Simcha **Executive Producer, Thinking Machine**  
Rana Martin **Executive Producer, PS260**  
Kath Raisch **Colorist, Company 3**  
Ideas & Stuff **CG Animation**  
Rob Deaner **Audio, V6 Post**



## BRUNNER

Two Mothers/Defend-EEZE  
Vespyr Brands

Rob Schapiro **Chief Creative Officer**  
Kevin Corfield **Creative Director**  
Derek Julin **Creative Director**  
The Docter Twins **Director**  
Emily DeShantz **Senior Producer**  
Patrick Culhane **Director, Business Development & Strategy**  
JJ Lask, **Editor PS260**  
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## BRUNNER

Two Mothers Campaign  
Vespyr Brands

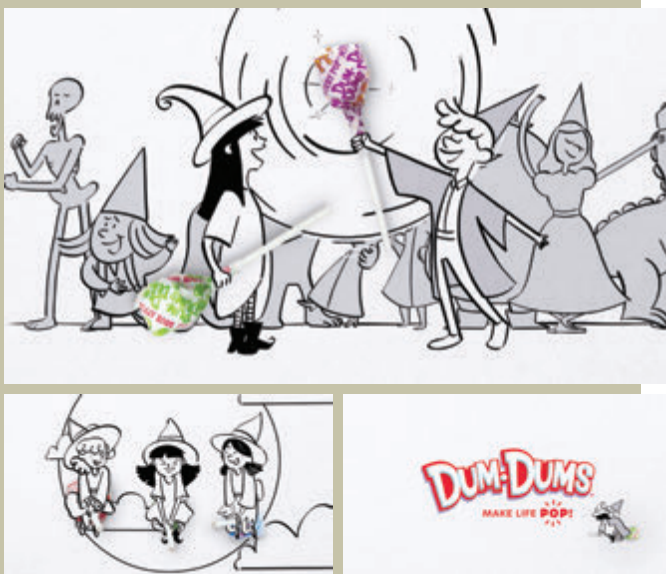
Rob Schapiro *Chief Creative Officer*  
Kevin Corfield *Creative Director*  
Derek Julin *Creative Director*  
The Docter Twins *Director*  
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Rana Martin *Executive Producer, PS260*  
Kath Raisch *Colorist, Company 3*  
Ideas & Stuff *CG Animation*  
Rob Deaner *Audio, V6 Post*



## LEVEL AGENCY

MissionSquare Retirement CTR  
Mission Square Retirement

Amy Stettler *VP, Growth Verticals*  
Brad Stephenson *SVP, Client Success*  
Kaely Montgomery *Account Manager I*  
Erin Graham *Creative Manager*  
Mike Rubino *Creative Director I*  
Stephen Zack *Marketing Lead, Mission Square Retirement*  
Sheri Gilchrist *Chief Marketing Officer, Mission Square Retirement*  
Andy Keleman *Director, Desert Before Dinner*  
Rob Ruscher *DP*  
Stephen Turselli *1st AD*  
Dan Duthie *Producer*  
Kellan Anderson *Art Director*



## BARKLEY

Halloween Ball  
Dum-Dums

Lindsey Smith *Executive Creative Director*  
Geoff Hoskinson *Creative Director*  
Cathy Bowen *Creative Director*  
Kate Rosenzweig *Brand Manager*  
Rachel Norris *Producer*  
Nathan Love *Animation Studio*

film, video, & sound

## DESSERT BEFORE DINNER

A Great F\*n IPA  
Elysian Brewing

Andy Kelemen **Director**

Lisa Verzilli **Producer**

Ryan Kroboth **Director of Photography**

Kellan Anderson **Art Director**

Andy Kelemen **Editor**

Ryan Stewart **Sound design and mix**

Parker Jarvie / Company3 **Colorist**

Rebecca Lando **Executive Producer**

Justin Brink **Executive Producer**

Lindsay Wiley **Sr. Communications Manager | Elysian Brewing**

Andrew Snyder **Digital Media Manager | Elysian Brewing**



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MissionSquare Retirement CTR  
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Sheri Gilchrist **Chief Marketing Officer, Mission Square Retirement**

Andy Keleman **Director, Desert Before Dinner**

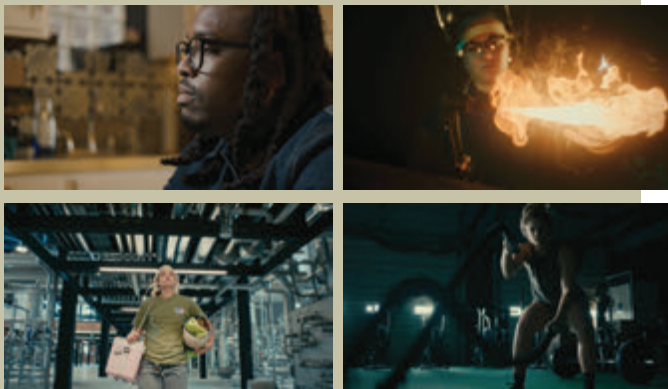
Rob Ruscher **DP**

Stephen Turselli **1st AD**

Dan Duthie **Producer**

Kellan Anderson **Art Director**





**CLC AGENCY**

Steamfitters - Who We Are Matters  
 Steamfitters Local Union #449

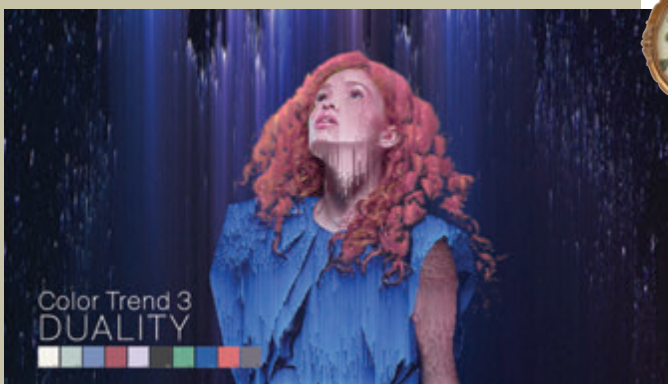
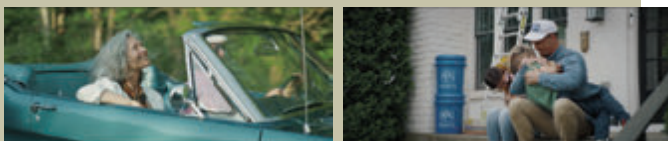
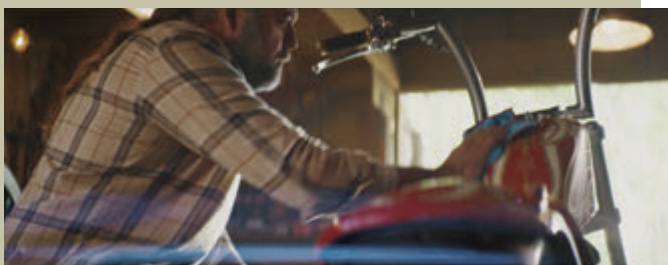
Perry Contini *Creative Director*  
 Beth Fornaro *Executive Producer*  
 Alvaro Donado *Producer*  
 Daniel Andrade *Director of Photography*  
 Ryan Ott *Editor*



**GH ADVERTISING**

Protect and Beautify  
 PPG

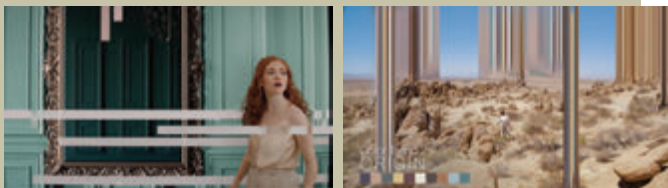
Derek Julin *CD/Art Director*  
 Mike Giunta *COO/Copywriter*  
 Nan Quatchak *Producer*  
 Animal *Production*



**PMI DIGITAL**

PPG Color of the Year  
 PPG Industries

Damien D'Amico *Creative Director*  
 Julia Hannan *Executive Producer*  
 Kevin Stiller *Director of Photography*  
 Colleen O'Neil *Production Coordinator*  
 Shawn Jackso *Sound Design/Mix*  
 Nancy Richert *Production Manager*  
 Christopher Evans *Account Manager*  
 Alicia Cafardi *PPG Associate Director*  
 Vanessa L. Peterson *PPG Global Color Styling Lead*  
 Genna Niemiec *PPG Senior Communications Representative*

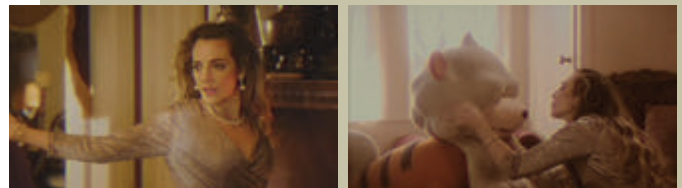
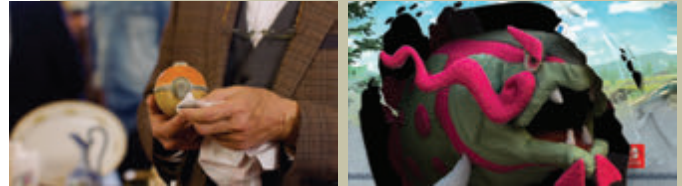




## DESSERT BEFORE DINNER

Reality Show  
The Pokémon Company

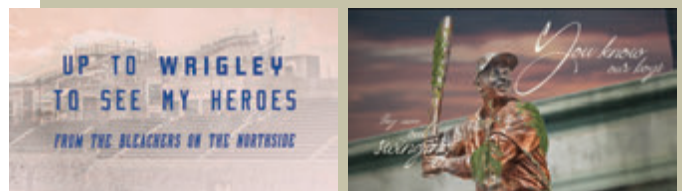
Andy Kelemen **Director**  
Stephen Turselli **Producer**  
Rob Ruscher **Director of Photography**  
Kellan Anderson **Art Director**  
Dirx Puppetry **Puppet Design / Creation**  
Andy Kelemen **Editor**  
Ryan Steward **Sound Design and Mix**  
Klay Abele **VFX Designer**  
Danny Johnson **Motion Designer**  
Quaid Kocur **Director of Creative Strategy**  
Yassira Sueiras **Associate Producer**  
Benjamin Drillat-Wilson **Marketing Manager | Pokémon**



## WALL-TO-WALL STUDIOS

Blind Adam “There Was A Ballgame”  
A-F Records

Doug Dean **Creative Director, Designer**  
Brandon Ilic **Indecline, Motion Designer**





**GH ADVERTISING**

Fair Districts  
Fair Districts PA

Debbie Regan **CD/Art Director**  
Mike Giunta **COO/Copywriter**  
Vince Robleto **ACD/Copywriter**  
Dave Berhardt **Retoucher**  
Animal **Production**  
Nan Quatchak **Producer**  
Joe Bukovac **Art Director**



**WALL-TO-WALL STUDIOS**

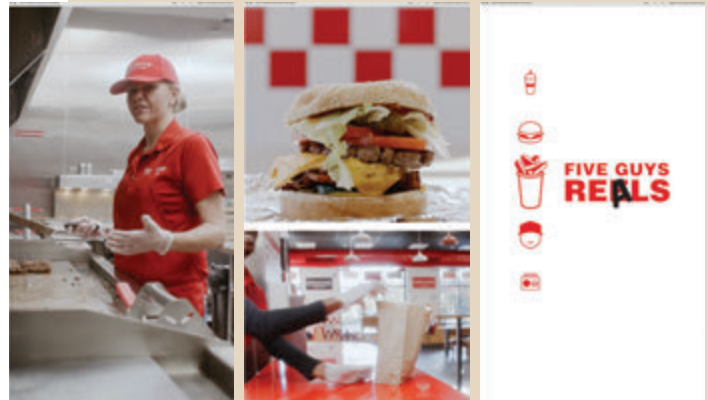
3RFF + Pittsburgh Shorts Festival  
Film Pittsburgh

Doug Dean **Creative Director**  
Larkin Werner **Creative Director**  
Nate Fussner **Design Director**  
Emma Seager **Designer**  
Ira Lederer **Motion Designer**  
Abby Cunningham **Account Executive**

**CHEMISTRY**

Refreshingly Real  
Five Guys

- Ian Magill *SVP Group Creative Director*
- Chuck Barkey *SVP Group Creative Director*
- Adam Millman *Creative Director*
- Mike Siemianowski *Senior Art Director*
- Mo Connors-McBride *Senior Copywriter*
- Test Tube *Production Company*
- Christy Bates *Group Account Director*
- Jhadelys Stewart *Account Director*
- Emma Dennehy *Account Supervisor*
- Alexa McGriff *Associate Director, Brand Strategy*
- Coni Salinas *Senior Brand Strategist*
- Hannah Snyder *Designer*



**CHEMISTRY**

Refreshingly Real  
Five Guys

- Ian Magill *SVP, Group Creative Director*
- Chuck Barkey *SVP, Group Creative Director*
- Adam Millman *Creative Director*
- Mike Siemianowski *Senior Art Director*
- Mo Connors-McBride *Senior Copywriter*
- Hannah Snyder *Designer*
- Christy Bates *SVP, Group Account Director*
- Jhadelys Stewart *Account Director*
- Emma Dennehy *Account Supervisor*





NO **BODY** IS PERFECT

BECAUSE IF NOBODY GIVES NOBODY GETS.

BUT **ANYBODY** CAN SIGN UP AS AN ORGAN DONOR



**GATESMAN AGENCY**

No Body is Perfect - Brownies  
CORE

- Mark DiPietro VP, Sr. Creative Director
- Madi Shrout Designer
- Ian Young Creative Director
- Beth Thompson VP, Director of Public Relations & Social Media
- Corey Stark Account Supervisor
- Anthony Shirley Jr. Project Manager



NO **BODY** IS PERFECT

BECAUSE IF NOBODY GIVES NOBODY GETS.

BUT **ANYBODY** CAN SIGN UP AS AN ORGAN DONOR

**GATESMAN AGENCY**

No Body is Perfect - Scope  
CORE

- Mark DiPietro VP, Sr. Creative Director
- Madi Shrout Designer
- Anthony Shirley Jr. Project Manager
- Beth Thompson VP, Director of Public Relations & Social Media
- Corey Stark Account Supervisor
- Ian Young Creative Director



**HIGHMARK HEALTH - TONIC**

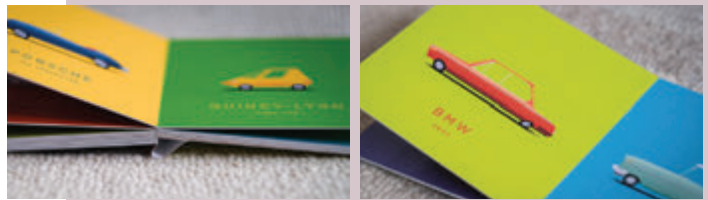
Curascend Branding  
Highmark Health and Christiana Care

- Nicole Sedlock Lead Creative Design Analyst
- Blake Pawelec Creative Design Analyst
- John Venable Lead Copywriter
- Annmarie Dean Senior Copywriter
- KateKelly Senior Copywriter
- Jay Korey Senior Production Artist
- Kaylee Ritchie Copy Editor
- Amanda Hauser Senior Creative Project Manager
- Chris Schoo Lead Creative Activation Manager
- Brandy Mitchell Senior Creative Activation Manager
- Ian Vehar Senior Marketing Strategist

**GH ADVERTISING**

ABC CARS  
SW

Scott Westgate *Illustrator/Art Director*



**CLC AGENCY**

Steamfitters - Taelor's Story  
Steamfitters Union Local #449

Perry Contini *Creative Director*  
Daniel Andrade *Photographer*  
Beth Fornaro *Producer*

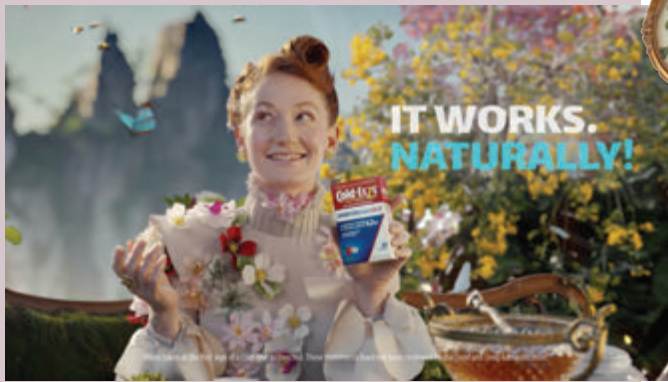


**HIGHMARK HEALTH - TONIC**

AHN EMS Photography  
AHN

Sean Slebrich *Photographer*

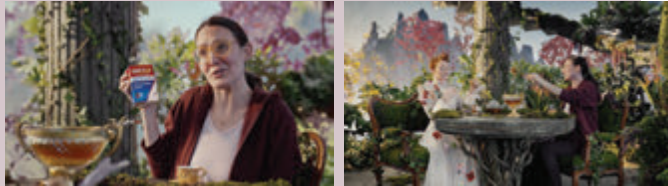




**BRUNNER**

Two Mothers/Cold-EEZE  
Vespyr Brands

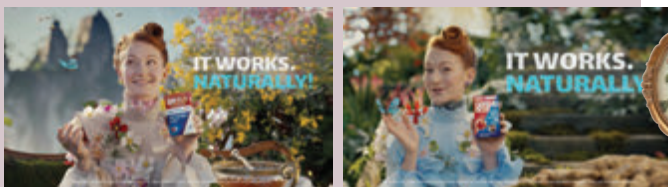
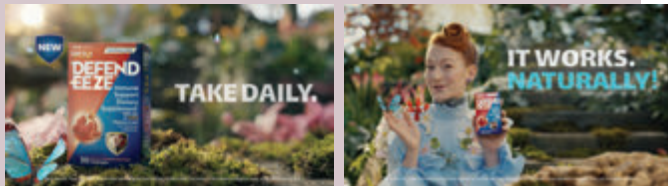
- Rob Schapiro *Chief Creative Officer*
- Kevin Corfield *Creative Director*
- Derek Julin *Creative Director*
- The Docter Twins *Director*
- Emily DeShantz *Senior Producer*
- Patrick Culhane *Director, Business Development & Strategy*
- JJ Lask, *Editor PS260*
- Alon Simcha *Executive Producer, Thinking Machine*
- Rana Martin *Executive Producer, PS260*
- Kath Raisch *Colorist, Company 3*
- Ideas & Stuff *CG Animation*
- Rob Deaner *Audio, V6 Post*



**BRUNNER**

Two Mothers/Defend-EEZE  
Vespyr Brands

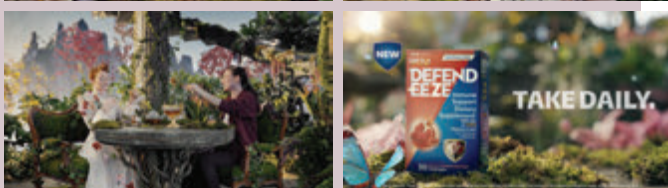
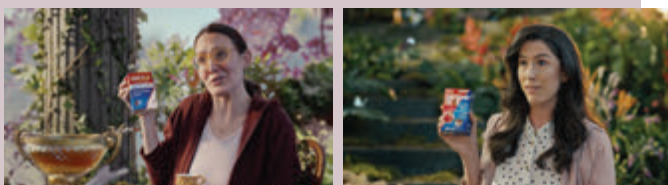
- Rob Schapiro *Chief Creative Officer*
- Kevin Corfield *Creative Director*
- Derek Julin *Creative Director*
- The Docter Twins *Director*
- Emily DeShantz *Senior Producer*
- Patrick Culhane *Director, Business Development & Strategy*
- JJ Lask, *Editor PS260*
- Alon Simcha *Executive Producer, Thinking Machine*
- Rana Martin *Executive Producer, PS260*
- Kath Raisch *Colorist, Company 3*
- Ideas & Stuff *CG Animation*
- Rob Deaner *Audio, V6 Post*



**BRUNNER**

Two Mothers Campaign  
Vespyr Brands

- Rob Schapiro *Chief Creative Officer*
- Kevin Corfield *Creative Director*
- Derek Julin *Creative Director*
- The Docter Twins *Director*
- Emily DeShantz *Senior Producer*
- Patrick Culhane *Director, Business Development & Strategy*
- JJ Lask, *Editor PS260*
- Alon Simcha *Executive Producer, Thinking Machine*
- Rana Martin *Executive Producer, PS260*
- Kath Raisch *Colorist, Company 3*
- Ideas & Stuff *CG Animation*
- Rob Deaner *Audio, V6 Post*





### HIGHMARK HEALTH - TONIC

Stroke Month Print Ad  
AHN

Tyler Bergholz Associate Creative Director  
Emily DeAndrea Art Director  
Geoff Allerton Senior Copywriter  
Ben Korman Senior Copywriter  
Anastasia Farmerie Agency Producer  
Jackie Bartlett Senior Creative Activation Manager  
Morgan Rupert Lead Marketing Strategist  
Kaylee Ritchie Copy Editor  
Kristin McNally Creative Project Manager



### ALPHAGRAPHICS IN THE CULTURAL DISTRICT

Bigham Tavern Wing Sauce  
Bigham Tavern

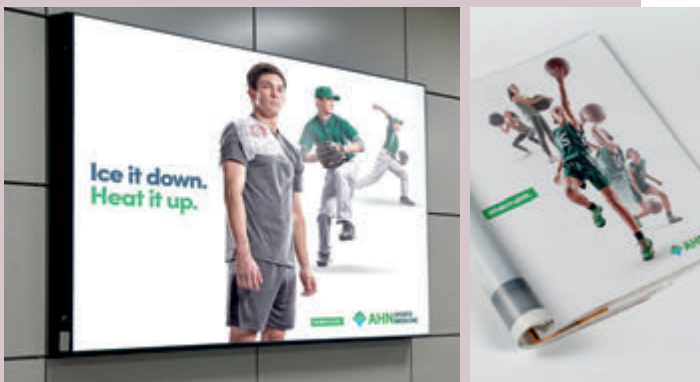
Jason Doring Art Director, Designer  
Michelle Bloom Account Manager





**GH ADVERTISING**

Bottle Art  
 Garrison Hughes  
 Scott Westgate ACD/Art Director  
 Larry Hruska CD/Art Director  
 Joe Bukovac CD/Art Director  
 Chris Spain Sr. Art Director  
 Corinne Stenander ACD/Art Director  
 Derek Julin CD/Art Director  
 Vince Robleto ACD/Copywriter  
 Mike Giunta CCO/Copywriter



**HIGHMARK HEALTH - TONIC**

“Go Next Level” Poster Series  
 AHN  
 Megan Flanagan Manager, Copywriting  
 Jon Lamphier Creative Director  
 Tyler Bergholz Manager, Design & Associate Creative Director  
 Emily DeAndrea Art Director  
 Jane DiBucci Lead Production Artist  
 Jay Korey Senior Production Artist  
 Jackie Bartlett Senior Creative Activation Manager  
 Anastasia Farmerie Agency Producer  
 Amanda Surratt Senior Creative Project Manager  
 Megan Guido Senior Marketing Strategist  
 Andrew DeLeon Lead Digital Creative Development Specialist  
 Tyler Rupert Lead Video Production Specialist







### VOYAGE VISUALS

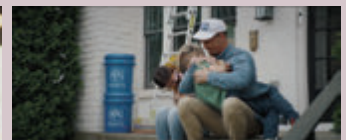
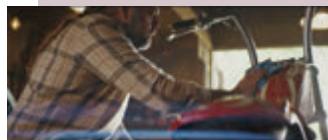
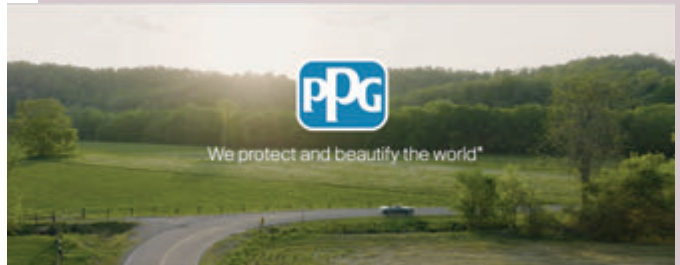
Unruly AI  
 Voyage Visuals LLC  
 Alan Jaskiewicz **Producer / Director**  
 Frank Rocks **Producer / Director**  
 Ryan Sanderson **Cinematographer**  
 Ryan Kroboth **Cinematographer / Steadicam**  
 Stefano Ceccarelli **1st AC**  
 Jim McClain **Gaffer**  
 Scott Geibel **Location Sound**  
 David Jaskiewicz **Set Design**  
 Klay Abele **VFX Supervisor**  
 Henri Pulla **Colorist**  
 Tyler Myers **Sound Design**



### GH ADVERTISING

Protect and Beautify More  
 PPG

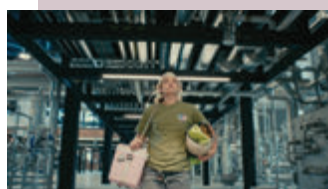
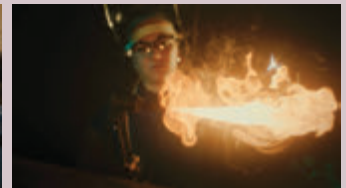
Derek Julin **CD/Art Director**  
 Mike Giunta **COO/Copywriter**  
 Nan Quatchak **Producer**  
 Animal **Production**



### CLC AGENCY

Steamfitters - Who We Are Matters  
 Steamfitters Local Union #449

Perry Contini **Creative Director**  
 Beth Fornaro **Executive Producer**  
 Alvaro Donado **Producer**  
 Daniel Andrade **Director of Photography**  
 Ryan Ott **Editor**





## ANIMAL, INC

Anvil Getting Old  
Anvil

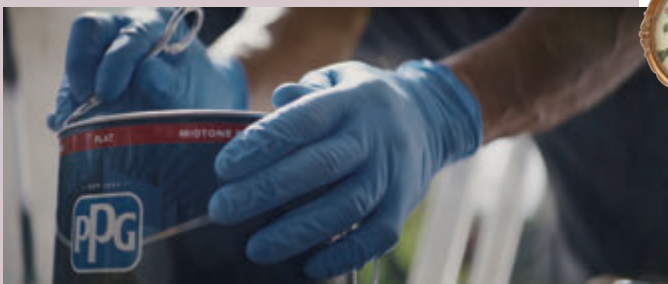
Michael Killen **Director**  
Stephen Hunter **Director of Photography**  
Kathy Dziubek **Executive Producer**  
Allan Stallard **Colorist**  
Nathan Voltz **Post Producer**



## VOYAGE VISUALS

Unruly AI  
Voyage Visuals LLC

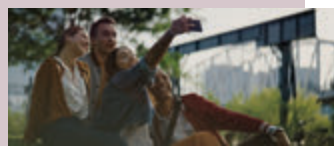
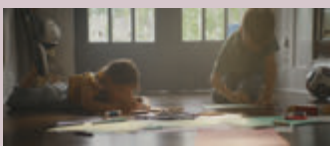
Alan Jaskiewicz **Producer / Director**  
Frank Rocks **Producer / Director**  
Ryan Sanderson **Cinematographer**  
Ryan Kroboth **Cinematographer / Steadicam**  
Stefano Ceccarelli **1st AC**  
Jim McClain **Gaffer**  
Scott Geibel **Location Sound**  
David Jaskiewicz **Set Design**  
Klay Abele **VFX Supervisor**  
Henri Pulla **Colorist**  
Tyler Myers **Sound Design**



## ANIMAL, INC

Protect and Beautify  
PPG

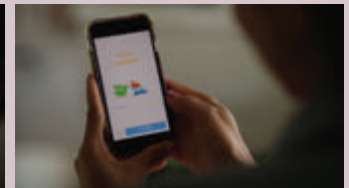
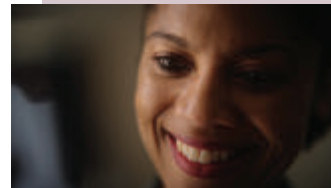
Beth Voltz **Editor**  
Danny Yourd **Director**  
John Pope **Director of Photography**  
Kathy Dziubek **Executive Producer**  
Ally Oleynik Helmick **Producer**  
Allan Stallard **Colorist**  
Nathan Voltz **Post Producer**



**ANIMAL, INC**

Corniesha  
Duolingo

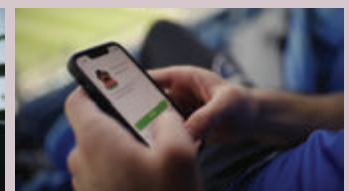
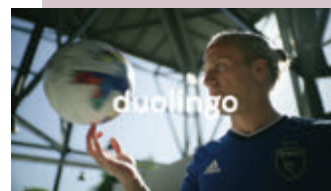
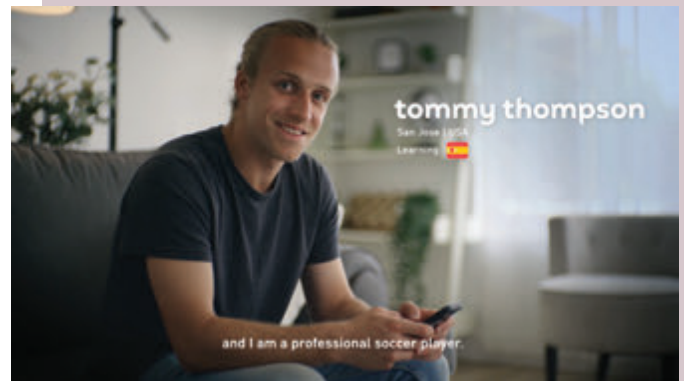
Doug Helmick **Editor**  
Danny Yourd **Director**  
John Pope **Director of Photography**  
Kathy Dziubek **Executive Producer**  
Ally Oleynik Helmick **Producer**  
Allan Stallard **Colorist**



**ANIMAL, INC**

Corniesha  
Duolingo

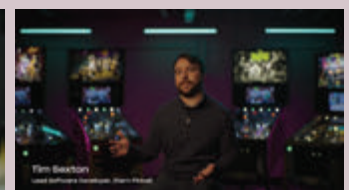
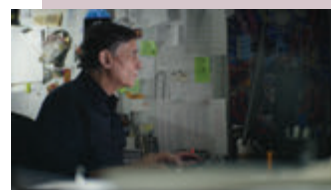
Beth Voltz **Editor**  
Danny Yourd **Director**  
John Pope **Director of Photography**  
Kathy Dziubek **Executive Producer**  
Ally Oleynik Helmick **Producer**  
Allan Stallard **Colorist**



**ANIMAL, INC**

Dropbox Stern Pinball  
Dropbox

Doug Helmick **Editor**  
Danny Yourd **Director**  
John Pope **Director of Photography**  
Kathy Dziubek **Executive Producer**  
Ally Oleynik Helmick **Producer**  
Allan Stallard **Colorist**







**GH ADVERTISING**

Them  
The National Catholic Center  
for Holocaust Education

Derek Julin **CD/Art Director**  
Tia Kalas **CD**  
Mike Giunta **CCO/Copywriter**  
Dave Berhardt **Retoucher**



**GH ADVERTISING**

Animals  
The National Catholic Center  
for Holocaust Education

Derek Julin **CD/Art Director**  
Tia Kalas **CD**  
Mike Giunta **CCO/Copywriter**  
Dave Berhardt **Retoucher**



**GH ADVERTISING**

Others  
The National Catholic Center  
for Holocaust Education

Derek Julin **CD/Art Director**  
Tia Kalas **CD**  
Mike Giunta **CCO/Copywriter**  
Dave Berhardt **Retoucher**





**GH ADVERTISING**

Golf  
Fair Districts PA

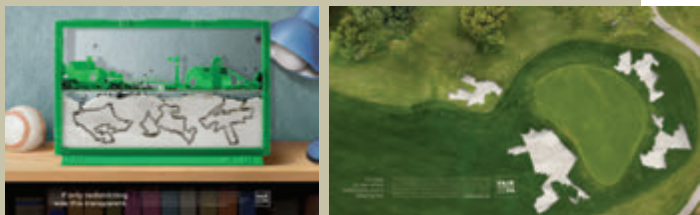
Debbie Regan *CD/Art Director*  
Mike Giunta *COO/Copywriter*  
Vince Robleto *ACD/Copywriter*  
Dave Berhardt *Retoucher*  
Joe Bukovac *Art Director*



**GH ADVERTISING**

Ant  
Fair Districts PA

Debbie Regan *CD/Art Director*  
Mike Giunta *COO/Copywriter*  
Vince Robleto *ACD/Copywriter*  
Dave Berhardt *Retoucher*



**GH ADVERTISING**

Golf Ant  
Fair Districts PA

Debbie Regan *CD/Art Director*  
Mike Giunta *COO/Copywriter*  
Vince Robleto *ACD/Copywriter*  
Dave Berhardt *Retoucher*  
Joe Bukovac *Art Director*



## HIGHMARK HEALTH - TONIC

Blood Shortage Joint PSA Campaign  
AHN

Nicole Sedlock *Lead Creative Design Analyst*

Ben Korman *Lead Copywriter*

Emilia Arredondo *Senior Creative Activation Manager*

Derek Foy *Senior Creative Project Manager*

Tyler Rupert *Lead Video Production Specialist*

Sam Namey *Senior Video Production Specialist*

Michelle Moore *Senior Production Artist*

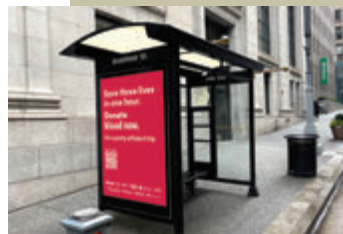
Maria Gualtieri Bowers *Creative Director*

Andrew DeLeon *Lead Digital Creative Development Specialist*

Kevin Hilliker *Manager Creative Design*

Jon Lamphier *Creative Director*

Jason Mileto *Lead Video Editor*





## RED HOUSE COMMUNICATIONS

PA Fights Dirty  
Commonwealth of Pennsylvania

Matt Blint **President, Director of Strategy**

Marla Solnik **Creative Director**

Justin Clawson **Associate Creative Director**

Alicia Fasciano **Art Director**

Lindsay Grystar **Associate Director of Creative Production**

Sharon Walsh **Copywriter**

Tom Cwenar **Photographer**

Tom Karcher **Retoucher**

UnPOP **Stop Motion Animator**

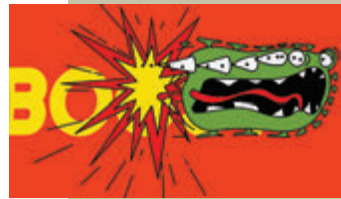
Big Science **Music and Sound Design**

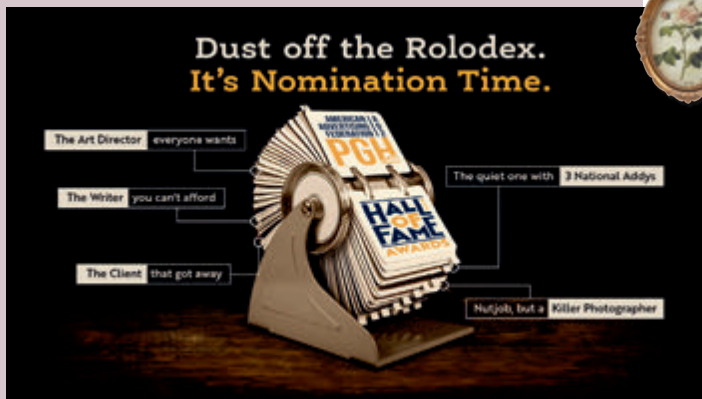


**RED HOUSE COMMUNICATIONS**

Vax. Mask. Test.  
Pennsylvania Department of Community  
and Economic Development

- Matt Blint *President, Director of Strategy*
- Marla Solnik *Creative Director*
- Jorge Puron *Associate Creative Director*
- Justin Clawson *Associate Creative Director*
- Braxton Schreyer *Art Director*
- Sharon Walsh *Copywriter*
- Lindsay Grystar *Associate Director of Creative Production*
- Big Science *Composer*
- ReMade *Animator*

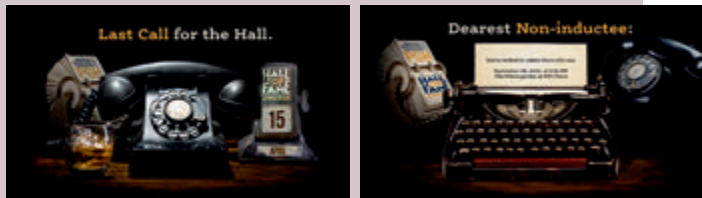




**NFM+DYMUN**

AAF Pgh Hall of Fame Ads  
American Advertising Federation Pittsburgh

Jeremie Musyt *Creative Director*  
Gordon Robertson *Writer*  
Frank Walsh *Photographer*  
Jay Obstarczyk *Senior Designer*  
Adam Cicco *Writer*



**HIGHMARK HEALTH - TONIC**

ADDY Awards Drive-In 2022  
American Advertising Federation Pittsburgh  
& Ad 2 Pittsburgh

Madison Kurlandski *Creative Design Analyst*  
Chenoa Gregory *Production Artist*  
Kevin Hilliker *Manager, Creative Design*  
Maryna Hernandez *Manager, Production Art*  
Alicia Abbey *Creative Project Manager*  
Jon Lamphier *Creative Director*  
Maria Gualtieri Bowers *Creative Director*  
Alice Benninger *Creative Training and Technology Manager*



**NFM+DYMUN**

AAF PGH Hall of Fame Logo  
American Advertising Federation Pittsburgh

Jeremie Musyt *Creative Director*  
Jay Obstarczyk *Senior Designer*

**GATESMAN AGENCY**

Stomp em Out  
Gatesman Agency

Alex Hess Associate Creative Director  
Mark DiPietro VP, Sr. Creative Director



**GATESMAN AGENCY**

Stomp em Out  
Gatesman Agency

Alex Hess Associate Creative Director  
Mark DiPietro VP, Sr. Creative Director





## WALL-TO-WALL STUDIOS

Blind Adam "There Was A Ballgame"  
A-F Records

Doug Dean **Creative Director, Designer**  
Brandon Ilic **Indecline, Motion Designer**

*Best of Show*



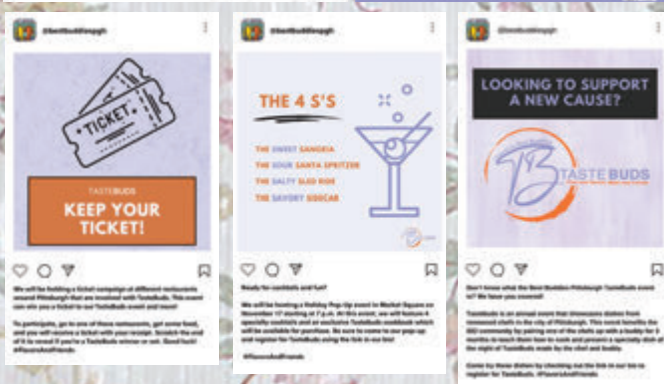
## SPRING 2022 PRAD 497 AGENCY CAPSTONE CLASS

Best Buddies PGH Tastebuds Campaign  
Point Park University

Gianna DiPaolo **Account Executive**  
Diana Navarette **Art Director**  
Gavin McGee **Art Director**  
Miranda McCardle **Project Manager**  
Alyssa Campbell **Communications Strategist**  
Rachel Goss **Research Director**  
Karley Shudy **Senior Copywriter**  
Seth Schleicher **Communications Strategist**

*Student Winners*

2 Silver ADDYs for  
Online/Interactive & Cross-Platform



# Don't Let the Addys **DRAG** You Down

If you win tonight, we love that journey for you. But if you don't, you are still celebrated.

We applaud your personal sacrifices to focus on the work. We commend your patience and polite persistence in getting the work completed, approved, and in market. And we rejoice in the fact that you not only survived but thrived in this exacting business for another year.

This night, we all **SLAY**.



Snoozy Q - @TheSnoozyQ



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Radio | TV | Video | On your answering machine

Ron Bauer | MrRONtheVO.com

MrRONtheVO@gmail.com  
412-848-7784



**Migliozzi**  
PRINT / SWAG / PROMO



**GARY HILL**

412-657-6872  
ghill@jaymigliozzi.com

37



## WHO ELSE TORE UP 2022? CONGRATU



SCAN  
TO SEE HOW  
OUR YEAR CAME  
TOGETHER

**GATESMAN**  
PITTSBURGH + CHICAGO



**TULATIONS TO THIS YEAR'S WINNERS.**





## Emergency Acceptance Speech

Use under advisory of HR in case of unexpected victory

File: Chemistry  
Type: Generally Safe  
Location: ChemistryAgency.com



(Smile to the crowd and pull this out of your pocket)

Wow. Okay—umm

(Laugh nervously)

I jotted a few things down the other day...

It's weird I'm nervous because my mom doesn't even know what the Addys are.

(Pause for laughter)

But seriously, this is such an honor. Our team, everyone at [ your agency ] has worked so hard on so many things from [ client ] to [ client ]. We are so excited to accept this and want to give a huge shout out to all of our clients. You continue to push the work with us and your trust means the world.

So congratulations to everyone here, each and every agency in this room has inspired us. Especially Chemistry. Where are you Chemistry?

(Squint and look into the crowd, point and nod proudly)

Anyway, thanks again.

(Take a LARGE bow and cartwheel off stage)

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Questions? Contact us via [info@basis.net](mailto:info@basis.net)



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DSP



Workflow  
Automation



Omnichannel  
Performance





**Every award-winning idea starts exactly the same way.**

Congrats to the winners who made something from nothing.



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





**ADVERTISING**

Hope everyone has something  
to smile about tonight.

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

**This calls for confetti.**



**green dot**  
communications

**Congrats to all the winners tonight!**

MarketSpaceAgency.com

“Do you want  
Mommy  
to go and  
talk to the  
judges?”



Win or lose, Mom's always had your back.  
Congrats to tonight's winners!



untitled

untitledcontent.com

If you are reading this,  
the robots have  
already taken over.



Congratulations to  
the last winners ever.

// Midjourney prompted illustration

Oh, you won an award? Cool.  
But did we tell you about  
the 32 foot cyc wall?

**HIGH STREET**

**STUDIOS**

The most creative  
studio rental in town.

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The Mother  
of All  
Awards Shows

m o m

THE AUGUST WILSON  
AFRICAN AMERICAN  
CULTURAL CENTER

 CHEMISTRY

**Basis**<sup>®</sup>  
Technologies

tonic

massive  
media

x o



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