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Wall-to-Wall Studios wins Best of Show at AAF Pittsburgh awards

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AAF Pittsburgh

A big night for Pittsburgh's ad community: 75 local Addys plus 18 from the District 2 competition.

The American Advertising Federation Pittsburgh chapter's annual awards returned to an in-person celebration Thursday night at the August Wilson African American Cultural Center.

Wall-to-Wall Studios took Best of Show for Blind Adam and the Federal League's "There Was A Ballgame" on A-F Records, and 75 local Addys — 29 gold and 46 silver — were presented.

It was the first in-person ceremony since 2019. The awards went remote when the Covid-19 pandemic erupted and even in 2022 were held at a drive-in.

GH Advertising won the most Addys: 13 wasn't an unlucky number for the shop previously known as Garrison Hughes which debuted its new name at the event. GH won three gold and 10 silver Addys.

Highmark Health-Tonic took home eight gold and four silver awards, the biggest gold Addy haul. Gatesman Agency won seven, one gold and six silver. Brunner claimed six, four gold and two silver.

Animal Inc. and Deeplocal each won five. For Animal, it was two gold and three silver, Deeplocal was awarded three gold and two silver.

In all, 318 professional entries were received from 37 different organizations, plus four student entries from Point Park University.

But local creatives truly know how to celebrate. The event was super-sized. In addition to the Pittsburgh chapter awards, District 2 winners were also announced.

The American Advertising Awards are three-tiered. The first is for the local club, in this case, AAF Pittsburgh. District 2 includes clubs in New York, New Jersey, Delaware, Maryland and Washington, D.C., as well as Pennsylvania.

Gold winners automatically move forward to the national competition; silver winners can do so as well, but must pay a fee.

The National American Advertising Awards will be announced during the ADMERICA conference on June 2 in St. Louis.

Pittsburgh agencies won 18 Addys at the District 2 level — five gold and 13 silver.

The locals who took home gold were GH Advertising with two and Highmark Health-Tonic; Red House Communications and PMI Digital each won one gold Addy.

The full list of winners will be listed at www.aafpgh.org but the specific timing was not available.



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