



IT WAS ALL WORTH THE SACRIFICE.



Creativity Collaboration Community

On behalf of the AAF PHX Board of Directors, we are thrilled to celebrate the elevation of CREATIVITY, COLLABORATION and COMMUNITY at this year's American Advertising Awards – or as many of you know it – the ADDYs.

The Valley's CREATIVITY came to life as shown in the work being recognized tonight. With a record 640 entries submitted by agencies and local students, the competition was both tough and impressive.

I am proud of the COLLABORATION this year across media partners, agencies and organizations who support and honor advertising accomplishments through partnership, entries, sponsorships and more.

Tonight's event would not be possible without the dedication from so many members of our COMMUNITY coming together to celebrate the creative talents of our industry.

A huge thank you goes to this year's ADDY Chair Natalie Maitland, AAF PHX Executive Director Justine Newland and the AAF PHX Board members & volunteers for all their hard work and dedication to throwing a fabulous Gala.

Big shout-outs to Ian Barry and his team at LaneTerralever for developing the 2018 ADDY creative campaign, Anderson for managing entry collection and OH Partners for hosting judging weekend.

AAF PHX will continue to strive for excellence through our core pillars of membership, sponsorship, programs and education. We look forward to working together with each of you to further elevate the Phoenix Advertising community.

**Amy Packard Berry**  
President, AAF PHX

# 2018 Judges



## Steve Bassett

**SVP, Group Creative Director**

Some call Steve “The Nicest Man in Advertising,” but he recoils at the notion and is quick to point out that he has a mean streak, although most have never seen it.

Having also worked at McKinney & Silver, Chiat-Day and DDB on clients including North Carolina Tourism, Piedmont Airlines, Royal Caribbean, Tabasco and Nissan, Steve has amassed an impressive awards tally from Cannes, One Show, CA, D&AD, Clios and he’s even a member of the Virginia Communications Hall of Fame. But few things have brought him more career joy, and fame, than his lead creative role for more than 15 years on GEICO. From the Gecko and the Caveman to “Hump Day” and “Unskippable” – named Campaign of the Year by both Adweek and Ad Age in 2016 – Steve has led a diverse and spirited team of Martin creatives on a brand journey that has made advertising history. If you end up sitting beside Steve at dinner, there shouldn’t be any lulls in the conversation. But if there are, ask him about the time he shot himself in the foot. And we don’t mean figuratively.

### JUDGES CHOICE

R&R Partners-The Brand Ascent



## Mike Heidl

**Creative Director**

Mike is a conceptual Creative Director with a background in design and art direction. He’s focused on boosting brands and the user experience through a variety of storytelling opportunities. His experience includes both agency and in-house creative environments. He’s had the privilege to work with many talented people and many dynamic teams over the past decade. Mike lives in Milwaukee and he currently leads and contributes to a diverse creative team at Westphal that is focused on smart creative content, design, brand development, digital and video/photography production. He’s been involved with AAF and has judged the Addys for several years. He views the experience as a great way to engage with new people, learn how others think, and experience a variety of creative work from around the country.

### JUDGES CHOICE

OH Partners - Sedona 7 Campaign



## Deb Vurpillat

**VP, Director of Strategy, Leo Burnett**

When it comes to describing what she does for a living, Deb typically refers to herself as a “consumer psychologist.” With her 25+ years of experience across a broad spectrum of marketing disciplines, Deb has provided creative strategies and business planning for a myriad of Fortune 500 clients in various industries, including automotive, CPG, telecomm, technology, financial and retail. Upon graduating from Michigan State University, Deb began her marketing career in broadcast radio and television, being one of only two research directors in the Detroit marketplace at the time. Over the years, her extensive background in marketing research, communications, and performance improvement caught the attention of B2C and B2B agencies alike, including Maritz Marketing Research, Jack Morton WorldWide, Momentum, The Marketing Arm, Digitas and Leo Burnett. Her focus at all times was to uncover the insights and motivations that would help “push” consumers through the marketing funnel, using appropriate channels for message delivery. Deb is currently the creative strategy and planning lead at Leo Burnett Detroit for various General Motors divisional and service accounts.

### JUDGES CHOICE

BIG YAM - Byron Browne Anti-Lawyer

*Best  
of Show*  
**RELENTLESS INC.**

Message Envy  
"Blissmas"



# Copywriting of the Year

## HAPI

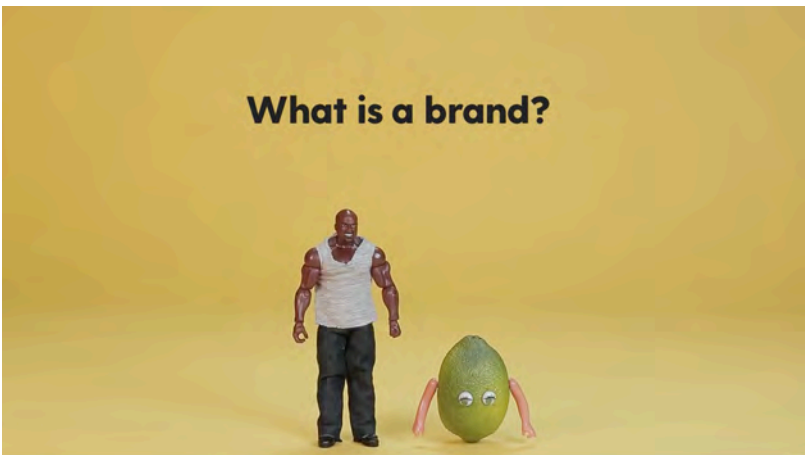
2017 ADDYS Campaign  
AAF Phoenix Ad Club



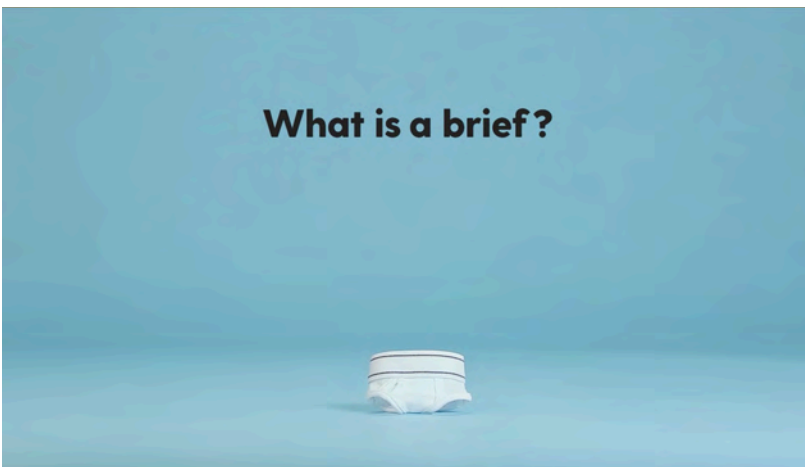
*Art Direction  
of the Year*  
**R&R PARTNERS**

R&R Partners  
The R&R Way

**What is a brand?**



**What is a brief?**



**What is an insight?**





## *Young Person of the Year*

## **Kate Sitter**

ACCOUNT COORDINATOR  
ANDERSON ADVERTISING

Talented, accomplished, and possessing a wide range of communication skills, Kate Sitter was tailor-made for a career in advertising and public relations. Born one week late in the middle of a blizzard on January 1, she certainly knows how to make an entrance – and to make everyone smile when she does. Not phased by adversity, Kate sees challenges as opportunities to get better results in different ways. Kate attended Arizona State University and received her Bachelor AND Masters in Mass Communication with emphasis in Public Relations and Marketing. She did this in four years and graduated Summa Cum Laude. While in school, she worked at Arizona PBS as a PR and Social Media Coordinator, interned at R&R Partners and as a Project Lead at the Cronkite PR Lab. That is who Kate is – dedicated and driven. In her current role, Kate fosters clear and effective communication between ANDERSON and its clients. She contributes to the strategic development of marketing and advertising plans, coordinates internal workflow, manages deadlines and budgets. Additionally, Kate serves as an ANDERSON representative in the community, at meetings and presentations. She also actively researches new opportunities for clients and analyzes current performance. A Harry Potter fan and self-professed grammar nerd, Kate can recite a comprehensive list of prepositions on demand, and hopes to visit Ollivander's magic wand shop at Harry Potter World soon. She's also an automotive enthusiast with a particular love of classic American mid-century vintage cars. Her personal motto? "Life's short, so walk fast."

# *Woman of Excellence Award*



## **Alicia Wadas**

EXECUTIVE VP / COO  
LAVIDGE

### **Phyllis Ehlinger Women of Excellence Award**

Known as the Leader of High Performers and Manager of Operations and Processes at LAVIDGE, Alicia Wadas embraces innovation with a combined sense of practicality for a nuanced approach to growing the agency and its people. Instrumental in the company's growth, Alicia continues to lead in the structuring for sustainable growth, planning for longevity, and helps steer the agency's continued profitability and industry prominence. Committed to extreme excellence, Alicia constantly pursues national industry solutions to keep LAVIDGE ahead of the curve, including programs such as MIRREN (a marketing training program) to maximize client growth, satisfaction and successes. As COO, Alicia oversees four collaborative divisions at LAVIDGE and fosters communication among the agency's specialties. She also coaches the LAVIDGE management team for sound decisions and actions. During her tenure, the staff has more than doubled and she's helped to develop a unique culture inspired by the agency's mantra of "Be Creative. Work Smart. Have Fun." Alicia is a passionate advocate for community and personal safety, serving the FBI Citizens Academy Alumni Association since 2008 as past-president of the Phoenix Chapter and elected to the board as national director. She is also the founder of Safely in Mothers Arms and has written a course and workbook entitled "First Defense Personal Safety" to teach others how to protect themselves. Her success has been built through determination, decisiveness, a talent for bringing out the best in staff and client relation skills.



# *Creative Professional of the Year*

## PREVIOUS RECIPIENTS

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2017 Matt Sicko

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2016 Jason Hackett

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2015 Ian Barry

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2014 Doug Bell

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2013 Luis Medina

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2012 Tom Ortega

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2011 Bob Case

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# Ben Galloway

CREATIVE DIRECTOR  
OFF MADISON AVE

Some say the mark of a good creative director lies in the shiny flash of the work or the number of awards lining his or her shelf. But anyone who's worked with a BAD one knows that the real proof of a CD's greatness is their ability to make everyone around them better. That's Ben Galloway. Ben leveraged an early career as an editorial cartoonist into running his own successful agency. Acquired by Off Madison Ave in 2013, he quickly became the agency's powerhouse creative talent and has created beautiful and unexpected work for clients over the years. In 2017, his accomplishments included creating and launching the first new national and international campaign for Arizona Office of Tourism in over four years, including partnerships with Outside Magazine and National Geographic Traveler. Following a successful two-year awareness campaign for Arizona Game and Fish Co-developing, Ben has led the evolution of the continuing efforts and is co-developing a 10-year marketing strategy to promote their conservation efforts. He created a whole new brand identity for GlobalTranz. And, he led the conceptualization and creation of a new national campaign for Visit Phoenix. Moreover, his innovative creative thinking, savvy strategic insights and long-term vision continually win over the respect and trust of every client. His confidence and easygoing nature set him apart - he will have the strongest voice in the room without being the loudest. He's also free with his time and knowledge, happy to teach client's internal teams about production best practices, how to take better pictures for social media, or how to effectively sell ideas to their higher-ups. You may not see Ben out and about much at industry events. With eight kids, his time outside of work is limited. Most of his community efforts are focused on helping grow and develop the next generation of local creative talent as part of raising Arizona's profile as a state with amazing creatives.

# Ad Person of the Year

## PREVIOUS RECIPIENTS

2017 Ted Anderson
2016 Mirja Riester
2015 Kristin Bloomquist
2014 Mark Anthony Muñoz
2013 Beau Lane
2012 Matt Owens
2011 DD Kullman
2010 Park Howell
2009 Fran Mallace
2008 Chris McMurry
2007 Roger Hurni
2006 Jos Anshell
2005 Tim Riester
2004 Karen Kallet
2002 David Anderson
2001 Barbara Lehman
2000 Brian Landauer
1999 Marty Laurel
1998 Dee Courtwright
1997 Louis Moses
1996 Carl Eller
1995 Ed Lane
1994 Ray Artigue
1993 Liz Topete-Stonefield
1992 Ron Bergamo
1991 Jim Taszarek, Sr.
1990 Walt Selover
1989 Bill Lavidge
1988 Rolf Normann
1987 Dan Pollick
1986 Jim Hutelmyer
1985 Win Holden
1984 Mary Morrison
1983 Karen Dewall
1982 Bill Owens
1980 Don Hildebrandt
1979 Bob Reade
1978 Ardelle Whitehead
1977 Kenneth Patton
1976 Marlene Klotz
1975 Daphne Dicino
1974 Pat Poulson
1973 Maurie Helle
1972 Bob Bulla
1971 Sherwin Block
1970 Lou Reynolds
1967 Duncan Jennings
1966 Charles Pine
1965 Hal Metcalf
1964 Bob Zacher
1963 Mary Simunich
1962 John Redfield
1961 Mildred May
1960 Avis Garland
1959 Andy Chuka, Sr.



# Scott Harkey

PRESIDENT  
OH PARTNERS

## J. TERRY GROENER MEMORIAL AD PERSON OF THE YEAR AWARD

As President of OH Partners, Scott Harkey leads marketing and strategy efforts for the agency's robust account roster. His extensive experience in media as well as traditional and digital marketing uniquely qualify him to spearhead integration initiatives for brands on a national level. Scott has guided the agency onto Inc. 500's list for Fastest Growing Private Companies the last five years. The agency is also one of the Top 100 Fastest Growing Advertising Agencies in the country. Scott's genuine passion to elevate the industry is reflected in his forward-thinking work and successful leadership. Scott's drive and ambition are fueled by his two beautiful children, ages 3 and 5, and he is dedicated to shaping a community where he knows his children can flourish one day. Under Scott's leadership, the agency has exploded in the last three years, adding iconic local accounts, expanding outside Arizona to represent national brands, and growing rapidly to more than 90 employees, with dozens more expected to be added in the first half of 2018. Revenue has skyrocketed, increasing more than 100 percent in just one year. Scott is also dedicated to effectively managing and maintaining a talented roster of employees. His top priority is to cultivate an agency culture where he knows his valued employees can develop into sought-after industry leaders. For example, Scott introduced Tip Tuesday, where employees gather for an hour-long meeting where he provides entrepreneurial, industry and life advice. Scott's allegiance to community isn't limited to the advertising industry. He is an active participant in organizations that help improve the community and foster positivity and excellence including St. Vincent de Paul, the Leukemia and Lymphoma Society, Walter Cronkite School of Journalism and Mass Communications, Fiesta Bowl Charities, Arizona State University Presidents Club and more. Scott's unconditional love for his children helped him make an important decision to become a Court Appointed Special Advocate (CASA). Scott's energy and passion day in and day out is contagious to clients, employees, community members and more. Through his industry expertise, extraordinary involvement in the community and genuine desire to communally elevate the regional advertising landscape, Scott embodies every quality of Ad Person of the Year both professionally and personally.

**SALES AND MARKETING**

**01B - SALES KIT OR PRODUCT INFORMATION SHEETS**

**1** Award: **Bronze Award**  
 Entrant: **FabCom**  
 Advertiser: Mercer Advisors  
 Title: Sales Kit-Box M/A Rebrand  
 Credits: Team FabCom  
 Art Director, Creative Director  
 Strategic/Executive Direction  
 Marketing Business Intelligence

**01C - PRODUCT OR SERVICE SALES PROMOTION**

**2** Award: **Silver Award**  
 Entrant: **The James Agency**  
 Advertiser: Tilted Kilt  
 Title: Tilted Kilt Drink Menu  
 Credits: Darren Simoes, Art Director  
 Jamie Britton, Senior Graphic Designer  
 Adam Hansen, Copywriter

**01D - SALES PROMOTION CAMPAIGN**

**3** Award: **Gold Award**  
 Entrant: **The James Agency**  
 Advertiser: Mountain Shadows  
 Title: Mountain Shadows Menus  
 Credits: Shane Tang, Creative Director  
 Darren Simoes, Art Director  
 Jamie Britton, Senior Graphic Designer  
 Ina Lee, Graphic Designer

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3



02A - PACKAGING

- 1 Award: **Silver Award**  
 Entrant: **Moses Inc**  
 Advertiser: Arizona Department of Health Services  
 Title: HIV Mystery Kit Packaging  
 Credits: Tim Brennan, Associate Creative Director  
 Katie Johnson, Copywriter  
 Matt Fischer, Creative Director

02B - PACKAGING CAMPAIGN

- 2 Award: **Gold Award**  
 Entrant: **Commit Agency**  
 Advertiser: SanTan Brewing Company  
 Title: Sacred Stave Whiskey  
 Credits: Heidi Anderson, Copywriter  
 Kevin Carnes, Creative Director

- 3 Award: **Silver Award**  
 Entrant: **ReThinc Advertising**  
 Advertiser: HiBuddy Organics  
 Title: HiBuddy Cannabis Packaging  
 Credits: Jordan Roberts, Creative Director  
 Erin Redd, Associate Creative  
 Stephanie Riley, Account Manager

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2



3



**1** Award: **Silver Award**  
 Entrant: **Prisma**  
 Advertiser: Prisma  
 Title: Prisma's Recipe for Holiday Fun  
 Credits: Kathy Sellers, Art Director  
 Kara Powell, Jr. Art Director  
 Nicole Matt, Business Development  
 John Port, Account Manager

**03A - COUNTER TOP**

**2** Award: **Silver Award**  
 Entrant: **Moses Inc**  
 Advertiser: MOD Pizza  
 Title: MOD Mother's Day/Father's Day  
 Credits: Matt Fischer, Creative Director  
 Katie Johnson, Copywriter

**07A - BROCHURE**

**3** Award: **Gold Award**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: YAMWOOD Foundry  
 Title: Timeless Furniture & Creations  
 Credits: Shanley Jue, Creative Director  
 Katie Ely, Sr Graphic Designer  
 Megan Stark, Copywriter  
 Lawles Bourque, Photographer -  
 SNEAKY BIG Studios  
 Jill Richards, Photographer  
 Amanda Smith, Director of  
 Accounts  
 Monique Bera, Production Manager  
 Prisma Graphics, Printer

1



2

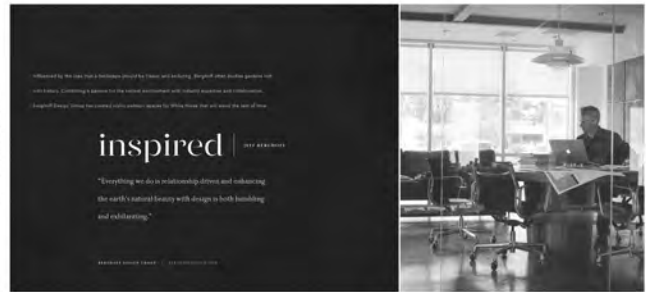


08E - BOOK DESIGN

**1 Award: Gold Award**  
 Entrant: **Commit Agency**  
 Advertiser: Camelot Homes  
 Title: Camelot Homes- White Horse Book  
 Credits: Heidi Anderson, Copywriter,  
 Kevin Carnes, Creative Director,



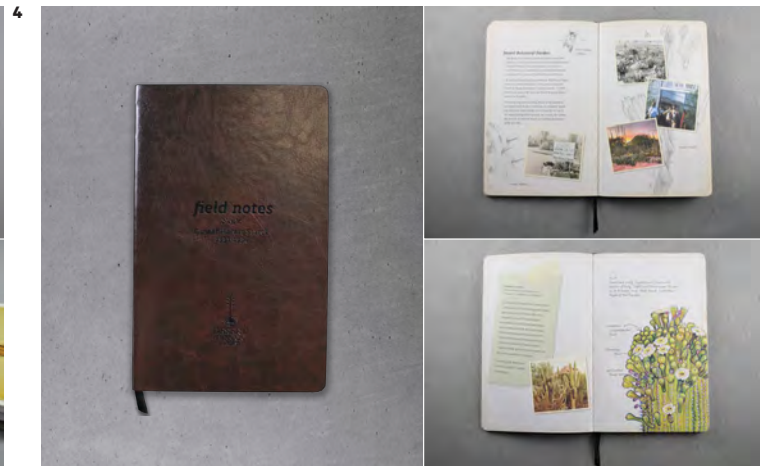
**2 Award: Gold Award**  
 Entrant: **ps:studios**  
 Advertiser: Scottsdale Museum of Contemporary Art  
 Title: Betye Saar, Still Tickin'  
 Credits: Brad Jones, Designer,  
 Peter Shikany, Creative Director



**3 Award: Gold Award**  
 Entrant: **ps:studios**  
 Advertiser: Scottsdale Museum of Contemporary Art  
 Title: Repositioning Paolo Soleri  
 Credits: Brad Jones, Designer  
 Erin Jauregui, Designer  
 Peter Shikany, Creative Director



**4 Award: Silver Award**  
 Entrant: **ps:studios**  
 Advertiser: Desert Botanical Garden  
 Title: Desert Botanical Garden Field Notes  
 Credits: Margaret Dixon, Designer  
 Peter Shikany, Creative Director



09A - CARD, INVITATION, ANNOUNCEMENT - SINGLE UNIT

1 Award: **Gold Award**  
 Entrant: **Von Design Company**  
 Advertiser: Summit Club  
 Title: Summit Opening Invitation  
 Credits: Laura Ruberto, Creative Director  
 Kevy Tippett, Designer & Production Artist

2 Award: **Silver Award**  
 Entrant: **Von Design Company**  
 Advertiser: Chileno Bay Golf & Beach Club  
 Title: Chileno Bay End of Year Party  
 Credits: Laura Ruberto, Creative Director  
 Kevy Tippett, Designer & Production Artist  
 Scott Picunko, Photo Illustration

1



09B - CARD, INVITATION, ANNOUNCEMENT CAMPAIGN

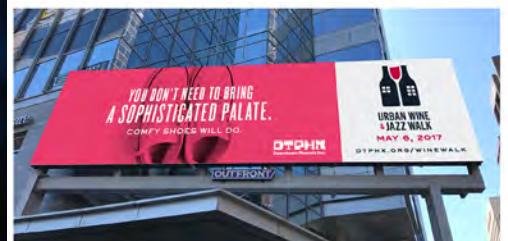
3 Award: **Gold Award**  
 Entrant: **HAPI**  
 Advertiser: Downtown Phoenix Inc.  
 Title: Urban Wine Walk  
 Credits: Jason Hackett, Creative Director/  
 Copywriter  
 Mike Vera, Art Director  
 Danny Stoeller, Account Supervisor

4 Award: **Bronze Award**  
 Entrant: **HAPI**  
 Advertiser: Scottsdale Tourism and Events  
 Title: Scottsdale's Western Week  
 Credits: Jason Hackett, Creative Director/  
 Copywriter  
 Mike Vera, Art Director

2



3



4



10C - 3D DIRECT MAIL 3-D/MIXED-SINGLE

**1 Award: Silver Award**  
 Entrant: **OH Partners**  
 Advertiser: Woz U  
 Title: Woz U Press Kit  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director, Copywriter  
 Veda Nagpurkar, Senior Designer  
 Jaimie Beazer, Graphic Designer  
 Gerry Kubek, Account Manager  
 Nikole Unterreiner, Account Executive

**2 Award: Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Windfall Willie Press Kits  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter/Producer  
 Cristian Hernandez, Junior Designer  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Lia Fondrisi, Account Coordinator  
 Noelle Hobaica, Account Coordinator  
 Megan Conner, Public Relations Account Executive

**3 Award: Bronze Award**  
 Entrant: **Von Design Company**  
 Advertiser: Silo Ridge Field Club  
 Title: Rockin' The Ridge invitation  
 Credits: Laura Ruberto, Creative Director  
 Danielle Preuss, Designer  
 Kevy Tippet, Designer & Production Artist  
 Scott Picunko, Photo Illustration





1

11A - SPECIALTY ADVERTISING - APPAREL

1 Award: **Silver Award**

Entrant: **Commit Agency**

Advertiser: BBQ Island

Title: BBQ Island T-Shirts

Credits: Heidi Anderson, Copywriter  
Riley Farrell, Art Director



11C - SPECIALTY ADVERTISING CAMPAIGN

2 Award: **Bronze Award**

Entrant: **OH Partners**

Advertiser: Gila River Hotels & Casinos

Title: THE Card

Credits: Matt Moore, Chief Creative Officer  
Clay James, Creative Director  
Megan Golab, Art Director  
Andrew Gilbertson, Copywriter  
Veda Nagpurkar, Senior Designer  
Amy Colbourn, VP Client Services - Gaming  
Haley Pinyerd, Account Executive  
Helana Guerrero, Account Executive  
Paige Buffington, Account Coordinator  
Hannah Steward, Account Coordinator  
Hannah Vandeventer, Project Manager  
Tonic, 3D Post-Production

2



12C - PUBLIC SERVICE BROCHURE/SALES KIT

3 Award: **Bronze Award**

Entrant: **Santy Integrated**

Advertiser: Arizona Department of Health Services

Title: Victory Over HIV Statewide Planbook

Credits: Richard Haynie, Associate Creative Director  
Dennis Lewis, Sr. Copywriter  
Ken Spera, Chief Creative Officer  
Kati Spencer, Sr. Account Supervisor

3



13A - PUBLIC SERVICE DIRECT MARKETING & SPECIALTY ADVERTISING-SINGLE

1 Award: **Gold Award**  
 Entrant: **HAPI**  
 Advertiser: Arizona Humane Society  
 Title: Pet Condom  
 Credits: Jason Hackett, Creative Director/  
 Copywriter  
 Mike Vera, Art Director  
 Danny Stoeller, Account Supervisor

1



13B - PUBLIC SERVICE DIRECT MARKETING & SPECIALTY ADVERTISING-CAMPAIGN

2 Award: **Gold Award**  
 Entrant: **Moses Inc**  
 Advertiser: Arizona Department of Health Services  
 Title: HIV Mystery Kit  
 Credits: Tim Brennan, Executive Creative Director  
 Katie Johnson, Copywriter  
 Matt Fischer, Creative Director



2



14 - ADVERTISING INDUSTRY SELF-PROMOTION BRAND ELEMENTS

1 Award: **Silver Award**  
 Entrant: **Off Madison Ave**  
 Advertiser: Off Madison Ave  
 Title: Grand Canyon Centennial Pitch  
 Credits: Ben Galloway, Creative Director  
 Dan Shewmaker, Senior Art Director  
 Sara Arnold, Senior Copywriter  
 Hannah Heisler, Graphic Designer



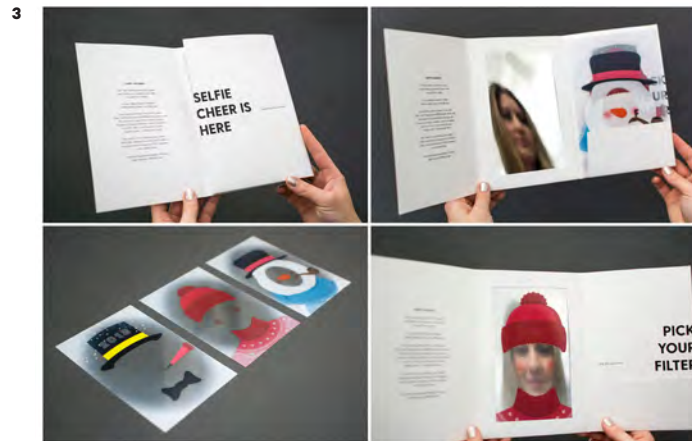
15 - ADVERTISING INDUSTRY SELF-PROMOTION DIRECT MARKETING & SPECIALTY ITEMS

2 Award: **Silver Award**  
 Entrant: **Splinter Creative**  
 Advertiser: Splinter Creative  
 Title: Tangram Christmas Gift 2017  
 Credits: Kelly Sarratt, Creative Director  
 Brandon Cook, Managing Director  
 Jessie Engler, Lead Designer  
 Jon McCoy, Designer  
 LeaAnne Koppen, Account Manager  
 Jeff Dahlberg, Creative Direction  
 Jordan Fritz, Project Management

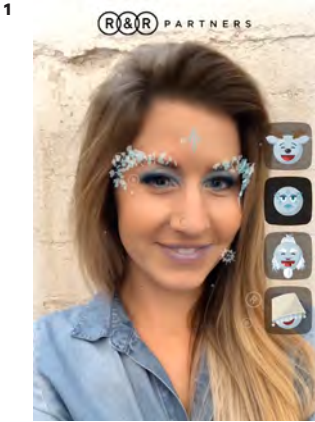


16 - ADVERTISING INDUSTRY SELF-PROMOTION CARDS, INVITATIONS OR ANNOUNCEMENTS

3 Award: **Gold Award**  
 Entrant: **R&R Partners**  
 Advertiser: R&R Partners  
 Title: Selfie Cheer Holiday Card  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Ronaldo Vianna, Digital Creative Director  
 Sydney Crabtree, Designer  
 Kristen Hart, Designer  
 Coby Gerstner, Copywriter  
 Pat Carrigan, Corporate Director of Production  
 Michelle Mader, SVP, Operations  
 Amberlee Engle, Corporate Director of Client Partnerships  
 Sarah Catletti, Marketing Supervisor  
 Lisa Perrelli, Project Manager



**1 Award: Silver Award**  
 Entrant: **R&R Partners**  
 Advertiser: R&R Partners  
 Title: Selfie Cheer Facebook AR  
 Credits: Ben Ursu, Director of Digital Technology  
 Ronaldo Vianna, Digital Creative Director  
 Xing Wei, Visual Content Creator  
 Tomas Cordero, Web Developer  
 Sydney Crabtree, Designer



**2 Award: Bronze Award**  
 Entrant: **Moses Inc**  
 Advertiser: Moses Inc  
 Title: Moses "An Acquired Taste"  
 Credits: Albert Barroso, Senior Art Director  
 Louie Moses, Executive Creative Director  
 Katie Johnson, Copywriter  
 Matt Fischer, Creative Director



**3 Award: Bronze Award**  
 Entrant: **Moses Inc**  
 Advertiser: Moses Inc  
 Title: Chasing Greatness  
 Credits: Albert Barroso, Senior Art Director  
 Matt Fischer, Creative Director  
 Jeremy Hamilton, Account Coordinator



**PRINT ADVERTISING**

**17C - MAGAZINE ADVERTISING CAMPAIGN**

- 1 Award: Silver Award**  
 Entrant: **Blind Society**  
 Advertiser: UnityPoint Health  
 Title: UPH Virtual Care Campaign  
 Credits: James Clark, Creative Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director
- 2 Award: Bronze Award**  
 Entrant: **Blind Society**  
 Advertiser: Dogtopia  
 Title: Dogtopia Most Exciting Day Ever  
 Credits: James Clark, Creative Director  
 Teri Bocking, Strategic Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director  
 Emily Berger, Photographer

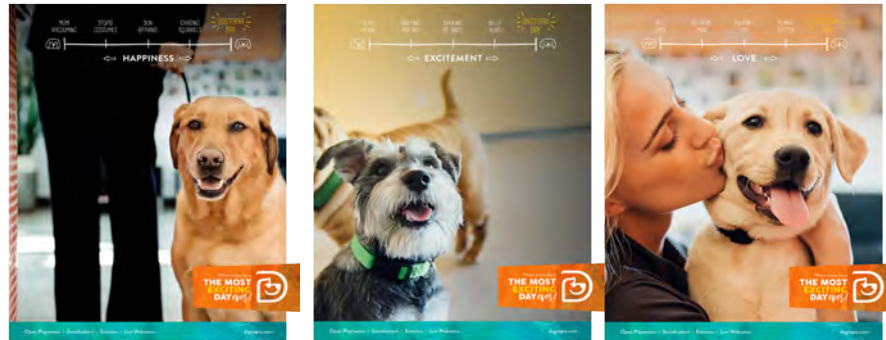
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**23 - ADVERTISING INDUSTRY SELF-PROMOTION PRINT ADVERTISING**

- 3 Award: Silver Award**  
 Entrant: **HAPI**  
 Advertiser: Phoenix Ad Club (AAF Metro Phoenix)  
 Title: Phoenix Addy Poster  
 Credits: Jason Hackett, Creative Director/  
 Copywriter  
 Taylor Marin, Art Director  
 Danny Stoelleri, Account Supervisor
- 4 Award: Silver Award**  
 Entrant: **HAPI**  
 Advertiser: Phoenix Ad Club (AAF Metro Phoenix)  
 Title: Phoenix Addy Poster  
 Credits: Jason Hackett, Creative Director/  
 Copywriter  
 Taylor Marin, Art Director  
 Danny Stoelleri, Account Supervisor
- 5 Award: Silver Award**  
 Entrant: **HAPI**  
 Advertiser: Phoenix Ad Club (AAF Metro Phoenix)  
 Title: Phoenix Addy Poster  
 Credits: Jason Hackett, Creative Director/  
 Copywriter  
 Taylor Marin, Art Director  
 Danny Stoelleri, Account Supervisor

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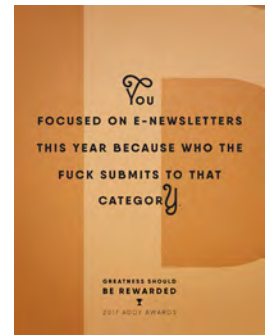
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5



**1 Award: Silver Award**  
 Entrant: **HAPI**  
 Advertiser: Phoenix Ad Club (AAF Metro Phoenix)  
 Title: Phoenix Addy Poster  
 Credits: Jason Hackett, Creative Director/  
 Copywriter  
 Taylor Marin, Art Director  
 Danny Stoelleri, Account Supervisor

**2 Award: Silver Award**  
 Entrant: **HAPI**  
 Advertiser: Arizona Humane Society  
 Title: Summer to Save Lives Campaign  
 Credits: Jason Hackett, Creative Director /  
 Copywriter  
 Taylor Marin, Art Director  
 Mike Vera, Art Director  
 Chris Crosby, Art Director  
 Danny Stoeller, Director of Account Supervision

1



2



**OUT-OF-HOME & AMBIENT MEDIA**

**24A - GUERRILLA MARKETING-SINGLE OCCURRENCE**

**3 Award: Silver Award**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Department of Health Services  
 Title: Horrible Souvenir  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director / Copywriter  
 Ivan Galaz, Senior Graphic Designer  
 Felix Armenta, Associate Creative Director  
 Hannah Vandeventer, Producer  
 Debbie Longely, Account Director  
 Stephanie Walaszek, Account Executive  
 Wayne Rainey, Photographer

3



1 PHOENIX SUNS SOLE OF PHX ACTIVATION

24B - GUERRILLA MARKETING CAMPAIGN

**1 Award:** **Bronze Award**

**Entrant:** **Fisher**

**Advertiser:** Phoenix Suns

**Title:** Phoenix Suns Sole of PHX

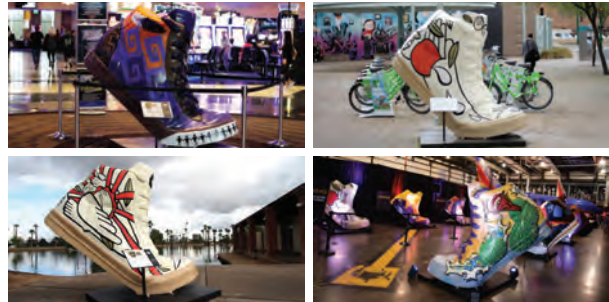
**Credits:** Greg Fisher, Chief Creative Strategist  
Buddy Higgs, Creative Director  
Ruben Jauregui, Senior Designer  
Buddy Higgs, Copywriter  
Stacy Johansen, Account Manager  
Timothy Chapman, Thomas Marcus, Dick and Tom Van Arsdale, Fortoul Brothers, Estevan Curiel, JB Snyder, Clyde, Robert Vargas, Bill Dambrova, Curt Condrat, Isaac Caruso, Gilda Garza, Shoe Artist

Basketball is a sport that thrives on culture, artistry, and self-expression both on and off the court. The Sole of PHX exhibition is not only a celebration of the Phoenix Suns 50th season, it is also a celebration of the diverse cultures and people who fuel the continued rise of the city we all love — Phoenix.

Working with a broad collection of local artists to bring this project to life, the Sole of PHX exhibition is a fun and interactive way to take the Suns 50th anniversary festivities out of the arena and into the community. Fisher placed these painted high-top sneakers all around the Valley throughout the 2017-18 Phoenix Suns season. Using the Suns Mobile App, fans could scan each shoe's plaque to view exclusive content and win prizes/plaque to view exclusive content and win prizes/plaque to view exclusive content and win prizes including courtside Phoenix Suns tickets.



SHOE PLAQUE DETAIL



25A - OUT-OF-HOME INSTALLATION-SINGLE INSTALLATION

**2 Award:** **Silver Award**

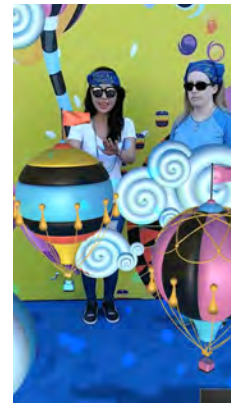
**Entrant:** **R&R Partners**

**Advertiser:** Las Vegas Convention and Visitors Authority

**Title:** Alter Your Reality AR Activation

**Credits:** Ben Ursu, Director of Digital Technology  
Justin Allen, Associate Director, Experience Design  
Damian Clen, Senior Front-End Developer  
Tomas Cordero, Web Developer  
Nicole Snarr, Digital Producer  
Leah Lopez, Activation Producer  
Leah Haynes, Account Supervisor

2



25B - OUT-OF-HOME MULTIPLE INSTALLATIONS

**3 Award:** **Bronze Award**

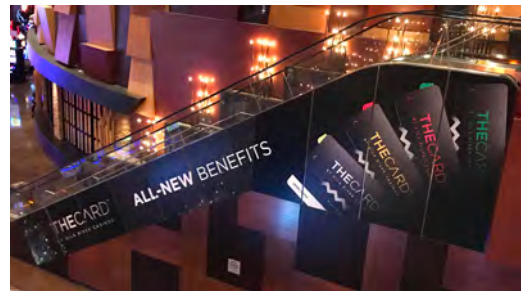
**Entrant:** **OH Partners**

**Advertiser:** Gila River Hotels & Casinos

**Title:** Play on, Player

**Credits:** Matt Moore, Chief Creative Officer  
Clay James, Creative Director  
Megan Golab, Art Director  
Andrew Gilbertson, Copywriter  
Lauren Laspisa, Junior Designer  
Jose Ruvalcaba, Production Artist  
Amy Colbourn, VP Client Services - Gaming  
Haley Pinyerd, Account Executive  
Paige Buffington, Account Coordinator  
Hannah Steward, Account Coordinator  
Hannah Vandeventer, Project Manager  
Steven Lippman, Photographer

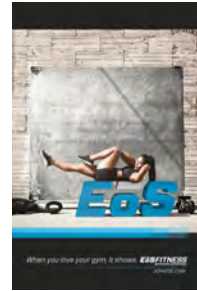
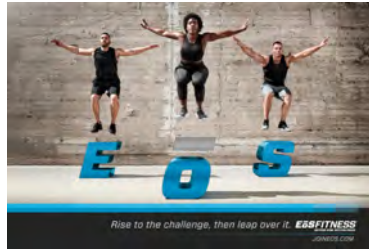
3



27B - POSTER CAMPAIGN

- 1 Award: **Bronze Award**  
 Entrant: **RIESTER**  
 Advertiser: EoS  
 Title: EoS Brand Posters  
 Credits: Tom Ortega, Chief Creative Officer  
 Brooke West, Senior Designer  
 Liz Rogers, Copywriter  
 Bill Robbins, Print Producer and Art Buyer  
 Leslie Sonnenklar, Associate Director, Public Relations  
 Kristi Segall, Integration Supervisor  
 Blair Bunting, Photographer  
 Randy Geske, 3D Logotype

1



28A - OUTDOOR BOARD FLAT - SINGLE UNIT

- 2 Award: **Silver Award**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Browne Law Group  
 Title: Throw Down  
 Credits: Shanley Jue, Creative Director  
 Josh Schweser, Sr Graphic Designer  
 Megan Stark, Copywriter  
 Seiji Fujimoto, Production Artist  
 Erin Nielsen, Account Director

2



- 3 Award: **Silver Award**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Browne Law Group  
 Title: Anti-Lawyer Lawyer  
 Credits: Shanley Jue, Creative Director  
 Josh Schweser, Sr Graphic Designer  
 Megan Stark, Copywriter  
 Seiji Fujimoto, Production Artist  
 Erin Nielsen, Account Director

3



- 4 Award: **Silver Award**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Browne Law Group  
 Title: 265 LBS  
 Credits: Shanley Jue, Creative Director  
 Josh Schweser, Sr Graphic Designer  
 Megan Stark, Copywriter  
 Seiji Fujimoto, Production Artist  
 Erin Nielsen, Account Director

4

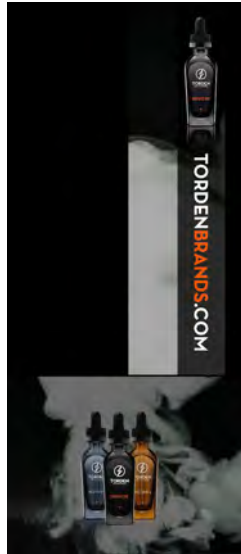




28B - SUPER-SIZED, EXTENSION/DIMENSIONAL, DIGITAL OR ANIMATED - SINGLE UNIT

1 Award: **Silver Award**  
 Entrant: **Knoodle**  
 Advertiser: Torden  
 Title: Torden- Times Square  
 Credits: Rob Snyder, Creative Director/  
 Copywriter  
 Matthew Wilson, Creative Director  
 Brandie Lane, Editor

1



29B - PUBLIC TRANSIT AD, EXTERIOR-SINGLE

2 Award: **Silver Award**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Ultimate Millions Willie Train Wrap  
 Credits: Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter/Producer  
 Cristian Hernandez, Junior Designer  
 Matt Moore, Chief Creative Officer  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Lia Fondrisi, Account Coordinator  
 Noelle Hobaica, Account Coordinator

2



30A - OUT-OF-HOME, INTERIOR SITE-SINGLE

3 Award: **Bronze Award**  
 Entrant: **HAPI**  
 Advertiser: Arizona International Auto Show  
 Title: Arizona Int'l Auto Show Signage  
 Credits: Jason Hackett, Creative Director  
 Mike Vera, Art Director  
 Danny Stoeller, Account Supervisor  
 Randy Geske, 3D Illustrator

3



4 Award: **Bronze Award**  
 Entrant: **Moses Inc**  
 Advertiser: MOD Pizza  
 Title: MOD Queen  
 Credits: Albert Barroso, Senior Art Director  
 Matt Fischer, Creative Director

4



31 - OUT-OF-HOME CAMPAIGN

1 Award: **Bronze Award**  
 Entrant: **LaneTerraever**  
 Advertiser: Mt Baker Vapor  
 Title: Mt Vapor Baker Outdoor Boards  
 Credits: Gary Serviss, VP, Creative Director  
 Jen Lux, Art Director  
 Keith Nielsen, Production Artist  
 Marife Macasaet, Senior Integrated Media Planner and Buyer  
 Sharon Knecht, Creative Services Manager  
 Fraser Elliott, Senior VP, Media Director  
 Scott Patten, VP, Strategic Planner  
 Mark Bertrand, Data & Analytics Manager  
 Lauren Karmann, Associate Project Manager  
 Jamie Abbruscato, Account Director

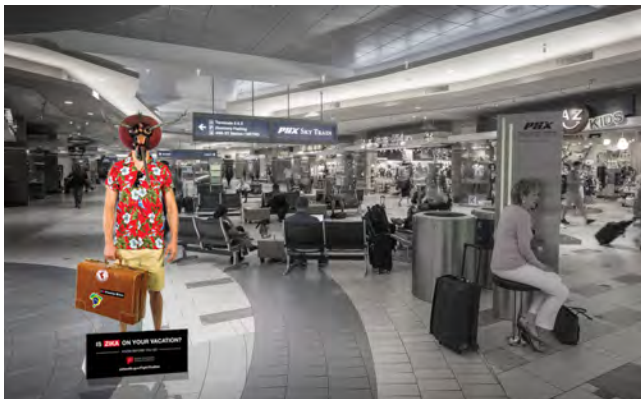
1



34B - PUBLIC SERVICE AMBIENT MEDIA-CAMPAIGN

2 Award: **Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Department of Health Services  
 Title: Is Zika?  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director  
 Ivan Galaz, Senior Graphic Designer  
 Felix Armenta, Associate Creative Director  
 Hannah Vandeventer, Producer  
 Debbie Longley, Account Director  
 Stephanie Walaszek, Account Executive  
 Wayne Rainey, Photographer

2



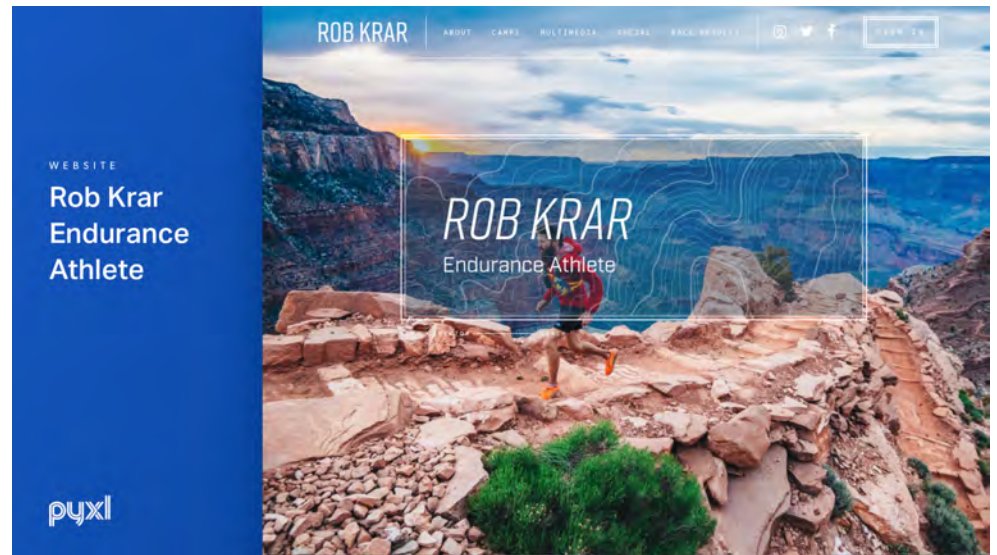
36 - ADVERTISING INDUSTRY SELF-PROMOTION  
 AMBIENT MEDIA

- 1 Award: Gold Award**
- Entrant: **OH Partners**  
 Advertiser: OH Partners  
 Title: Airbnb - #JonathanCallScott  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director  
 Ken Phox, Creative Director  
 Sam Lowy, Producer/Host  
 Felix Armenta, Assistant Creative Director  
 Chris Fiscus, VP Public Relations  
 Megan Conner, Public Relations Account Executive  
 Hillary Houghton, Social Media Manager  
 Brittany Schmus, Social Media Account Executive  
 Jennifer Crandall, Social Media Coordinator  
 Jason Prentice, Sr. Director of Digital Solutions  
 James Webb, Director of Digital Solutions  
 Leo Herndon, Colton Casper, Jude Olear, Video Editor  
 Luis Espinosa, Senior Graphic Designer  
 Ana Rabago, Senior Project Manager  
 Hannah Vandeventer, Project Manager  
 Ronda Parker, Coordinating Producer

1



2



ONLINE/INTERACTIVE

37A - CONSUMER WEBSITE

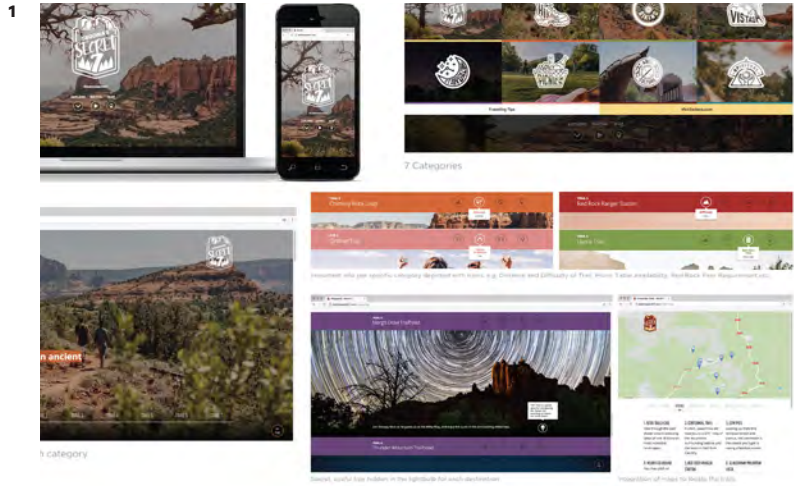
- 2 Award: Gold Award**
- Entrant: **Pyxl, Inc.**  
 Advertiser: Rob Krar  
 Title: Rob Krar, Endurance Athlete  
 Credits: Nicole Denton, Account Owner  
 Justin Rhyne, Web Developer  
 Corbin Schappel, Web Developer  
 Joel Cook, Graphic Designer
- 3 Award: Silver Award**
- Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Browne Law Group  
 Title: brownelawgroup.com  
 Credits: Shanley Jue, Creative Director  
 Josh Schweser, Sr Graphic Designer  
 Megan Stark, Copywriter  
 David Gould, Digital Optimization  
 Pralieu Dutzel, FE Developer  
 Nathan Atkinson, Developer  
 Erin Nielsen, Account Director

3



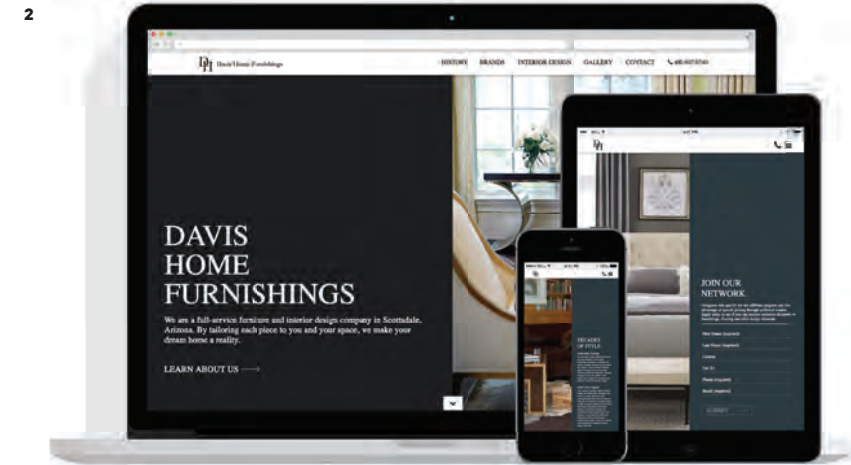
**1 Award: Silver Award**

Entrant: **OH Partners**  
 Advertiser: Sedona Chamber of Commerce  
 Title: Sedona Secret 7  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Colton Casper, Cinematographer  
 Luis Espinosa, Senior Graphic Designer  
 Veda Nagpurkar, Senior Graphic Designer  
 Chase Harris, Production Assistant  
 Ana Rabago, Senior Project Manager  
 Sebastian Obando, Jr. Project Manager  
 James Webb, Director of Digital Solutions  
 Debbie Longley, VP Account Services  
 Karen Farugia, Account Director  
 Chelsea Smeland, Stephanie Peterson, Account Executive  
 Lia Fondrisi, Account Coordinator  
 Ryan Neal Cordwell, Collaborator / Cinematographer  
 S. Cole Kiburz, Collaborator / Cinematographer  
 Adam Garcia, Senior Art Director  
 Andrew Gilbertson, Copywriter



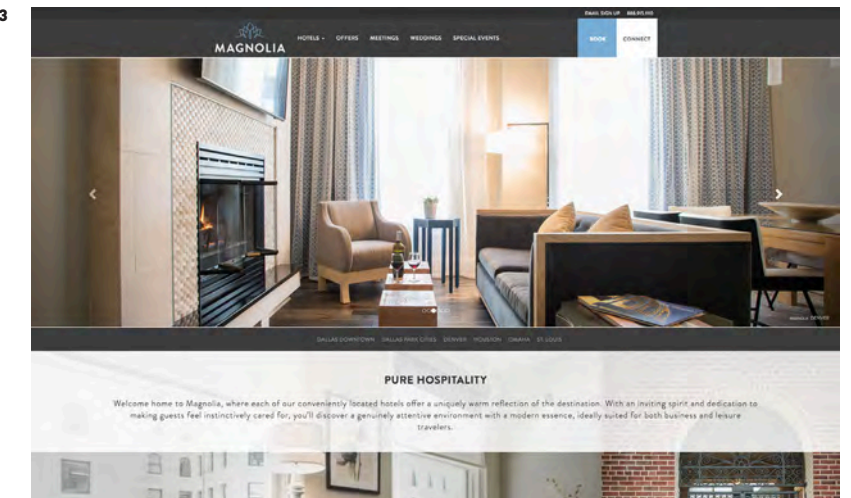
**2 Award: Silver Award**

Entrant: **The James Agency**  
 Advertiser: Davis Home Furnishings  
 Title: Davis Home Furnishings Website  
 Credits: Shane Tang, Creative Director  
 Megan Simoes, Director of Web Strategy & Development  
 Dallas McLaughlin, Director of Interactive Marketing  
 John Blades, UX Designer  
 Michael Escoto, Web Developer



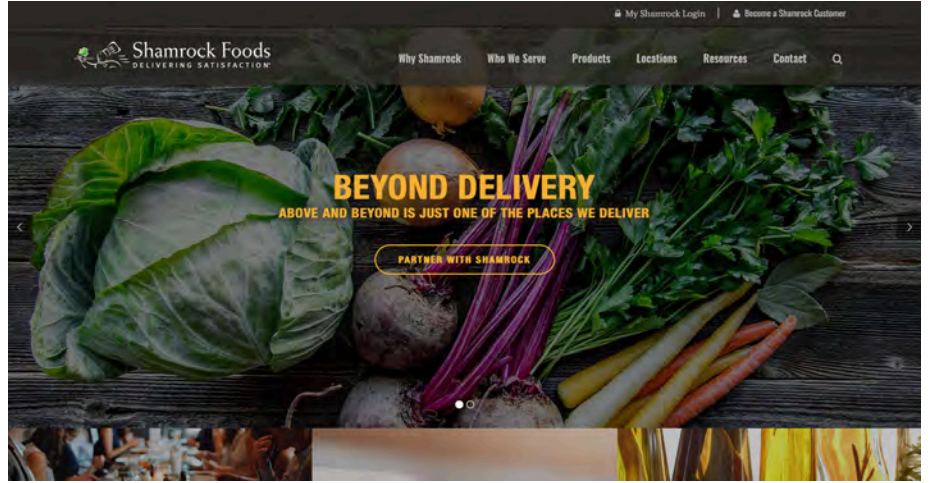
**3 Award: Bronze Award**

Entrant: **Commit Agency**  
 Advertiser: Magnolia Hotels  
 Title: Magnolia Hotels- Website  
 Credits: Heidi Anderson, Copywriter  
 Kevin Carnes, Associate Creative Director  
 Krystal Hayes, Developer  
 Jennifer Bianchi, Art Director  
 Richard Cassey, Creative Director



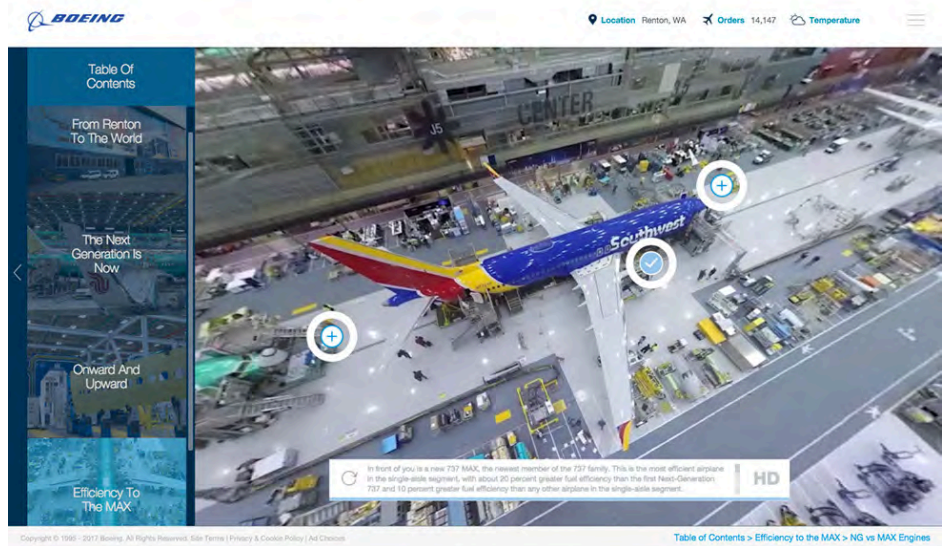
37B - BUSINESS-TO-BUSINESS WEBSITE

1 Award: **Silver Award**  
 Entrant: **LaneTerraever**  
 Advertiser: Shamrock Foods Company  
 Title: Shamrock Foodservice Website  
 Credits: Eric Doolan, VP, Digital Production  
 Krista Kinkade, User Experience Architect  
 Martin Kulakowski, Experience Design Director  
 Alli Ligget, Content Strategy Manager  
 Cassidy Sanchez, Account Manager  
 Scott Patten, VP, Strategic Planning  
 Thiar Salem, Quality Assurance Analyst



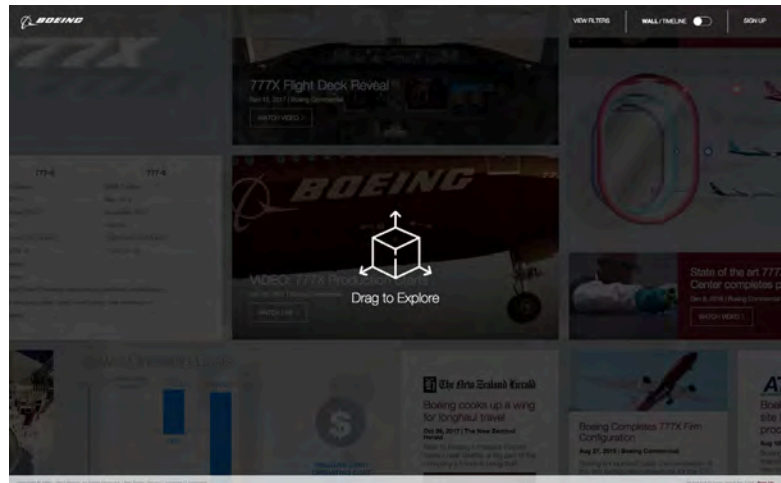
2 Award: **Bronze Award**  
 Entrant: **R&R Partners**  
 Advertiser: The Boeing Company  
 Title: Renton Factory Tour  
 Credits: Justin Allen, Associate Director, Experience Design  
 Coby Gerstner, Copywriter  
 Damian Clem, Senior Front-End Developer  
 Beau Cowan, Web Developer  
 Tomas Cordero, Web Developer  
 Kandice Kwan, Senior Digital Project Manager

2



3 Award: **Bronze Award**  
 Entrant: **R&R Partners**  
 Advertiser: The Boeing Company  
 Title: 777X Reveal  
 Credits: Ben Ursu, Director of Digital Technology  
 Justin Allen, Associate Director, Experience Design  
 Tomas Cordero, Web Developer  
 Beau Cowan, Web Developer  
 Nicole Snarr, Digital Producer  
 Kandice Kwan, Account Director

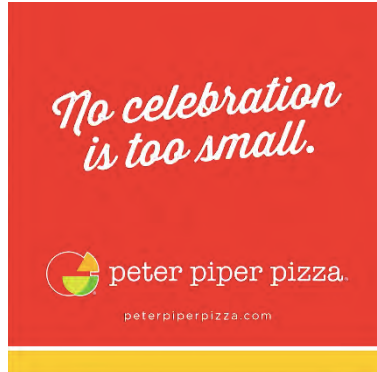
3



38A - SOCIAL MEDIA, SINGLE EXECUTION

**1 Award: Gold Award**  
 Entrant: **Santy Integrated**  
 Advertiser: Peter Piper Pizza  
 Title: No Celebration Too Small  
 Credits: Hannah Tooker, Senior Content Manager  
 Kendra Rutledge, Digital Communications Specialist  
 Amanda Hausman, Sr Account Manager  
 Maddie Dawson, Account Manager  
 Ken Spera, Chief Creative Officer  
 Maria Dillon, Chief Client Officer

1



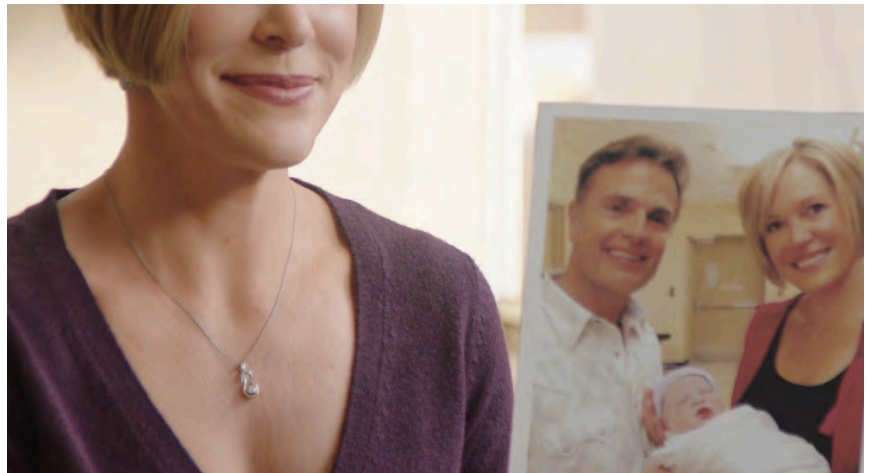
**2 Award: Silver Award**  
 Entrant: **OH Partners**  
 Advertiser: Sedona Chamber of Commerce  
 Title: Sedona Secret 7 BTS Video  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Brandon Barnard, Director of Film and Content  
 Colton Casper, Cinematographer  
 Ryan Neal Cordwell, Collaborator / Cinematographer  
 S. Cole Kiburz, Collaborator / Cinematographer  
 Andrew Gilbertson, Copywriter

2



**3 Award: Bronze Award**  
 Entrant: **R&R Partners**  
 Advertiser: Barrow Health & Wealth Raffle  
 Title: There's No Way to Lose - Heather  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Scott Murray, Group Creative Director  
 Julie Shanahan, Associate Creative Director / Art Director  
 Greg King, Associate Creative Director / Copywriter  
 Sydney Crabtree, Designer  
 Julie Cook, Producer  
 David Miller, Senior Audio Producer  
 Brian Kunnari, Account Director  
 Melinda Langdon, Brand Supervisor  
 Melissa Pozniak, Project Manager  
 Matt Silverman, VP, Managing Director

3



38B - SOCIAL MEDIA, CAMPAIGN

**1 Award:** **Silver Award**  
 Entrant: **Moses Inc**  
 Advertiser: MOD Pizza  
 Title: MOD Mother's Day/Father's Day  
 Credits: Matt Fischer, Creative Director  
 Katie Johnson, Copywriter

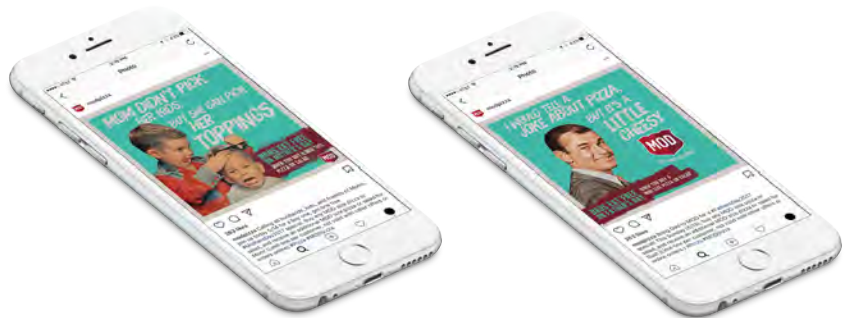
**2 Award:** **Bronze Award**  
 Entrant: **Santyz Integrated**  
 Advertiser: Ezaki Glico USA  
 Title: Pocky Road Trip  
 Credits: Greg Harwell, Sr. Art Director  
 Ken Spera, Chief Creative Officer  
 Hannah Tooker, Sr. Content Manager  
 Kendra Rutledge, Digital Communications Specialist  
 Dennis Lewis, Sr. Copywriter  
 Hallie Wright, Sr. Communications Strategist  
 Maria Dillon, Chief Client Officer  
 Ethan Freedman, Account Manager  
 Sagar Patel, Sagar Patel  
 Dan Bendt, Sr. Developer

39E - VIRTUAL REALITY

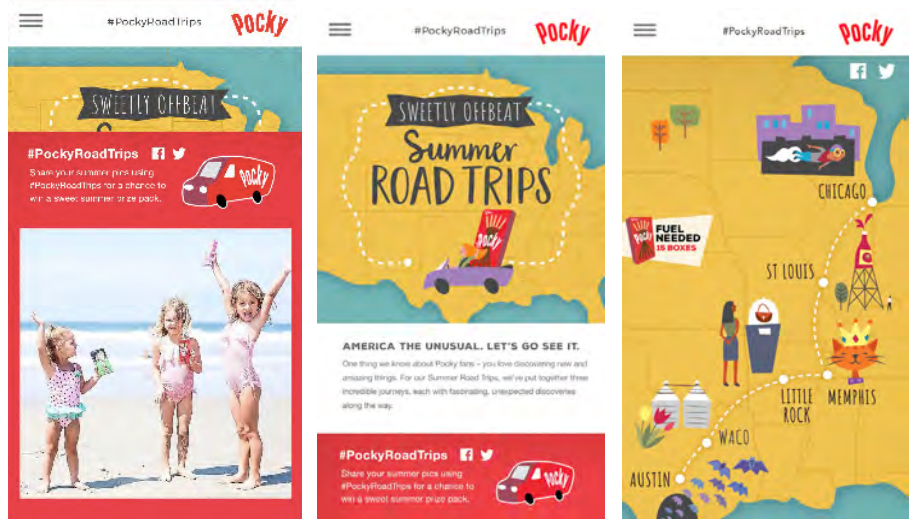
**3 Award:** **Silver Award**  
 Entrant: **HAPI**  
 Advertiser: Visit Mesa  
 Title: Limitless Rewards 360° Video  
 Credits: Jason Hackett, Creative Director  
 Mike Vera, Art Director  
 Taylor Marin, Art Director  
 Danny Stoeller, Account Supervisor

**4 Award:** **Bronze Award**  
 Entrant: **R&R Partners**  
 Advertiser: Arizona Diamondbacks  
 Title: VR Bullpen Experience  
 Credits: Matt Mason, Chief Strategy Officer  
 Ben Ursu, Director of Digital Technology  
 Justin Allen, Associate Director, Experience Design

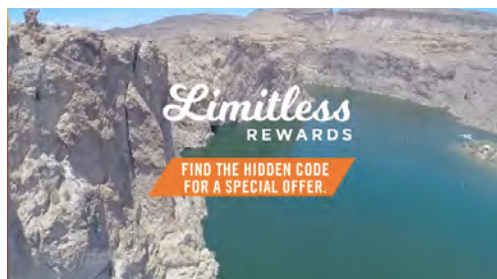
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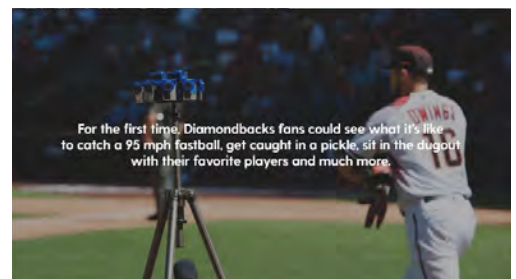
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3



4



41 ONLINE/INTERACTIVE > ADVERTISING & PROMOTION  
- CAMPAIGN

1 Award: **Bronze Award**  
 Entrant: **HAPI**  
 Advertiser: Visit Mesa  
 Title: Visit Mesa 360° Video Campaign  
 Credits: Jason Hackett, Creative Director/  
 Copywriter  
 Mike Vera, Art Director  
 Danny Stoeller, Account Supervisor



44 ONLINE/INTERACTIVE BLOGS & DIGITAL  
PUBLICATIONS

2 Award: **Bronze Award**  
 Entrant: **Moses Inc**  
 Advertiser: MOD Pizza  
 Title: MOD Pizza Brand Book  
 Credits: Louie Moses, Executive Creative  
 Director  
 Matt Fischer, Creative Director  
 Albert Barroso, Senior Art Director  
 Katie Johnson, Copywriter  
 Tim Brennan, Associate Creative  
 Director



2



47 ADVERTISING INDUSTRY SELF-PROMOTION ONLINE/  
INTERACTIVE

3 Award: **Gold Award**  
 Entrant: **OH Partners**  
 Advertiser: OH Partners  
 Title: AirBnb - #JonathanCallScott  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative  
 Director  
 Ken Phox, Creative Director  
 Sam Lowy, Producer/Host  
 Felix Armenta, Assistant Creative  
 Director  
 Chris Fiscus, VP Public Relations  
 Megan Conner, Public Relations  
 Account Executive  
 Hillary Houghton, Social Media  
 Manager  
 Brittany Schmus, Social Media  
 Account Executive  
 Jennifer Crandall, Social Media  
 Coordinator  
 Jason Prentice, Sr. Director of  
 Digital Solutions  
 James Webb, Director of Digital  
 Solutions  
 Leo Herndon, Colton Casper  
 Jude Olear, Video Editor  
 Luis Espinosa, Senior Graphic  
 Designer  
 Ana Rabago, Senior Project  
 Manager  
 Hannah Vandeventer, Project  
 Manager  
 Ronda Parker, Coordinating  
 Producer

3





1

- 1** Award: **Bronze Award**
- Entrant: **Commit Agency**
- Advertiser: Commit Agency
- Title: White Paper (Connection Economy)
- Credits: Heidi Anderson, Copywriter  
Richard Cassey, Creative Director

**FILM, VIDEO, & SOUND**

**48A - LOCAL RADIO COMMERCIAL :30 SECONDS OR LESS**

- 2** Award: **Silver Award**
- Entrant: **LAVIDGE**
- Advertiser: McDonald's
- Title: Larry \$1HNS McD's Radio
- Credits: John Zapf, Associate Creative Director  
Caroline Montgomery, Account Executive  
Andrea Abbott, Producer

- 3** Award: **Bronze Award**
- Entrant: **BIG YAM, The Parsons Agency**
- Advertiser: Browne Law Group
- Title: Anti-Lawyer Lawyer
- Credits: Shanley Jue, Creative Director  
Megan Stark, Script/Copy Writer  
Erin Nielsen, Account Director  
Michael Martin, Editor/Sound Engineer - SNEAKY BIG Studios  
Push Button Productions, Music Composition

**51B - LOCAL RADIO COMMERCIAL :30 SECONDS OR LESS**

- 4** Award: **Gold Award**
- Entrant: **BIG YAM, The Parsons Agency**
- Advertiser: Browne Law Group
- Title: Anti-Lawyer Lawyer
- Credits: Shanley Jue, Creative Director  
Josh Schweser, Sr Graphic Designer  
Megan Stark, Script/Copywriter  
Paul Emerson, Director  
Julie Cook / Adele Amos, Sr Producer  
Jim Castro, Sound Designer  
Ron Sussman, Editor - SNEAKY BIG Studios  
Alex Mitchell, DP - Image Euity  
Peter Van Vliet, Production Designer  
Push Button Productions, Music  
Kieran Thompson, Production Assistant



4



51B LOCAL TELEVISION COMMERCIAL :30 SECONDS

1 Award: **Gold Award**  
Entrant: **R&R Partners**  
Advertiser: Barrow Health & Wealth Raffle  
Title: There's No Way To Lose Heather :30  
Credits: Arnie DiGeorge, Executive Creative Director  
Scott Murray, Group Creative Director  
Julie Shanahan, Associate Creative Director  
Greg King, Associate Creative Director  
Sydney Crabtree, Designer  
Julie Cook, Producer  
David Miller, Senior Audio Producer  
Brian Kunnari, Account Director  
Melinda Langdon, Brand Supervisor  
Melissa Pozniak, Project Manager



2 Award: **Silver Award**  
Entrant: **BIG YAM, The Parsons Agency**  
Advertiser: **YAMWOOD Foundry**  
Title: Reverse  
Credits: Shanley Jue, Creative Director  
Katie Ely, Sr Graphic Designer  
Megan Stark, Copywriter  
Alex Mitchell, Director/DP - Image Equity  
Heather Candelaria, Producer  
Michael Martin, Sound Design - SNEAKY BIG Studios  
Rob Beadle, Editor - Copper Post  
Amanda Smith, Director of Accounts



3 Award: **Silver Award**  
Entrant: **BIG YAM, The Parsons Agency**  
Advertiser: YAMWOOD Foundry  
Title: Impeccable Craftsmanship  
Credits: Shanley Jue, Creative Director  
Katie Ely, Sr Graphic Designer  
Megan Stark, Copywriter  
Alex Mitchell, Director/DP - Image Equity  
Heather Candelaria, Producer  
Michael Martin, Sound Design - SNEAKY BIG Studios  
Rob Beadle, Editor - Copper Post  
Amanda Smith, Director of Accounts



**1 Award: Silver Award**  
 Entrant: **RIESTER**  
 Advertiser: Black Oak Casino Resort  
 Title: Black Oak Casino - :30TV  
 Credits: Tom Ortega, Chief Creative Officer  
 Troy Pottgen, Creative Director  
 Debbie Zapatka, Senior Art Director  
 Brian Johnson, Art Director  
 Robert Farthing, Senior Content Producer  
 Kira Brown, Integration Supervisor  
 ROGER, Josh Libitsky  
 Big U, Matt Cornwell



**2 Award: Bronze Award**  
 Entrant: **Knoodle**  
 Advertiser: Fulton Homes  
 Title: Looking Glass  
 Credits: Rob Snyder, Director  
 Matthew Wilson, Creative Director  
 TMMK, LLC, Gabriel Naylor



**3 Award: Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: **Arizona Lottery**  
 Title: **Royal Millions Scratchers Queen**  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter/Producer  
 Cristian Hernandez, Junior Designer  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Lia Fondrisi, Account Coordinator  
 Noelle Hobaica, Account Coordinator  
 Ronda Parker, Senior Producer  
 Ron Sussman, Editor  
 Nicole Kizer, Color Editor



**4 Award: Bronze Award**  
 Entrant: **Zion & Zion**  
 Advertiser: Donor Network AZ  
 Title: Family Tree  
 Credits: Tori Hauser, Art Director  
 Doug Anderson, Sr. Copywriter  
 Holly Dill, Account Director



**1** Award: **Bronze Award**  
 Entrant: **RIESTER**  
 Advertiser: **Truly Nolen**  
 Title: Truly Nolen Insect Institute :30TV  
 Credits: Tom Ortega, Chief Creative Officer  
 Troy Pottgen, Creative Director  
 Paul Svancara, Senior Art Director  
 Amy Delaney, Copywriter  
 Robert Farthing, Senior Content Producer  
 Lindsay Cheatham, Associate Director Integration  
 Morgan Froehle, Integration Coordinator  
 Productions 52, Mara Margailan  
 Squishy Studios, Nathan Blackwell  
 Copper Post, Rob Beadle  
 Big U, Sam Esparza



51C - LOCAL TELEVISION COMMERCIAL :60 SECONDS OR MORE

**2** Award: **Gold Award**  
 Entrant: **R&R Partners**  
 Advertiser: Barrow Health & Wealth Raffle  
 Title: There's No Way To Lose Heather :60  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Scott Murray, Group Creative Director  
 Julie Shanahan, Associate Creative Director / Art Director  
 Greg King, Associate Creative Director / Copywriter  
 Sydney Crabtree, Designer  
 Julie Cook, Producer  
 David Miller, Senior Audio Producer  
 Brian Kunnari, Account Director  
 Melinda Langdon, Brand Supervisor  
 Melissa Pozniak, Project Manager  
 Matt Silverman, VP, Managing Director



**3** Award: **Silver Award**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Welcome Back, Windfall Willie  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter/Producer  
 Cristian Hernandez, Junior Designer  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Lia Fondrisi, Account Coordinator  
 Noelle Hobaica, Account Coordinator  
 Ron Sussman, Editor  
 Nicole Kizer, Color Editor  
 Bob Giammarco, Audio Editor



**1 Award:** **Bronze Award**  
 Entrant: **ASU Enterprise Marketing Hub**  
 Advertiser: Arizona State University  
 Title: 33 Buckets Arizona State University  
 Credits: Jill Andrews, Executive Producer  
 Josh Soskin, Director  
 Grace Jackson, Executive Producer  
 Rebecca Perkins, Producer  
 Rob Hauer, Cinematographer

**51D - LOCAL TELEVISION COMMERCIAL CAMPAIGN**

**2 Award:** **Silver Award**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Cardinals Scratchers TV Campaign  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter/Producer  
 Cristian Hernandez, Junior Designer  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Lia Fondrisi, Account Coordinator  
 Noelle Hobaica, Account Coordinator  
 Ronda Parker, Senior Producer  
 Ron Sussman, Editor  
 Nicole Kizer, Color Editor

**3 Award:** **Bronze Award**  
 Entrant: **LaneTerralver**  
 Advertiser: Valley Toyota Dealers  
 Title: Valley Toyota Pat TV Campaign  
 Credits: Ian Barry, Chief Creative Officer  
 Matt Sicko, VP, Creative Director  
 Ben Bonnan, Creative Director  
 Ben Pagel, Senior Art Director  
 Molly Flynn, Executive Producer  
 Christina Nguyen, Sr. Producer  
 Ben Tsai, Vp, Account Director  
 Jordan Brady, Director Superlounge  
 Brian Gannon, Whitehouse Editor  
 Bob Giammarco, CEO Audio Engine

**52A - REGIONAL/NATIONAL TELEVISION COMMERCIAL ADVERTISING SINGLE SPOT - UP TO 2:00**

**4 Award:** **Bronze Award**  
 Entrant: **ASU Enterprise Marketing Hub**  
 Advertiser: Arizona State University  
 Title: Oceans - Arizona State University  
 Credits: Jill Andrews, Executive Producer  
 Josh Soskin, Director  
 Grace Jackson, Executive Producer  
 Taylor Pinson, Producer  
 Rob Hauer, Cinematographer



**1** Award: **Bronze Award**  
 Entrant: **Blind Society**  
 Advertiser: UnityPoint Health  
 Title: UnityPoint Health "Not A Hugger"  
 Credits: James Clark , Creative Director  
 Teri Bockting, Strategic Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director  
 Pet Gorilla, Production Company  
 Reza Rasoli, Director  
 Dominic Bernacchi , Executive Producer



**2** Award: **Bronze Award**  
 Entrant: **Blind Society**  
 Advertiser: UnityPoint Health  
 Title: UnityPoint Health "Dragon Lady"  
 Credits: James Clark, Director  
 Teri Bockting, Strategic Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director  
 Pet Gorilla, Production Company  
 Reza Rasoli, Director  
 Dominic Bernacchi , Executive Producer



**3** Award: **Bronze Award**  
 Entrant: **Blind Society**  
 Advertiser: UnityPoint Health  
 Title: UnityPoint Health "Dancing Grandpa"  
 Credits: James Clark, Creative Director  
 Teri Bockting, Strategic Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director  
 Pet Gorilla, Production Company  
 Reza Rasoli, Director  
 Dominic Bernacchi , Executive Producer



**52B Regional/National Television Commercial Campaign**

**4** Award: **Bronze Award**  
 Entrant: **Blind Society**  
 Advertiser: UnityPoint Health  
 Title: UPH "People Are Amazing"  
 Credits: James Clark, Creative Director  
 Teri Bockting, Strategic Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director  
 Pet Gorilla, Production Company  
 Reza Rasoli, Director  
 Dominic Bernacchi , Executive Producer



- 1** Award: **Bronze Award**
- Entrant: **Grand Canyon University**
- Advertiser: Grand Canyon University
- Title: GCU Roadtrip
- Credits: Chad Wilson, Creative Director  
 Kristin Fisher, Art Director  
 Billie Worth, Graphic Designer  
 Ashley Gallagher, Sr. Account Manager  
 Alissa Marripodi, Writer  
 Ze'ev Waismann, Writer and Director/DP  
 Bob Giammarco, Executive Producer  
 Jason Camiolo, Composer



**55A - INTERNET COMMERCIAL SINGLE SPOT - ANY LENGTH**

- 2** Award: **Gold Award**
- Entrant: **Clydesdale Manhattan**
- Advertiser: Chandler Symphony Orchestra
- Title: Sean Solo - CSO Fanfest 2017
- Credits: Ryan Nelson, Director  
 James Alire, Sound Engineer



- 3** Award: **Gold Award**
- Entrant: **OH Partners**
- Advertiser: Sedona Chamber of Commerce
- Title: Sedona Secret 7 Overview Film
- Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Luis Espinosa, Senior Graphic Designer  
 Veda Nagpurkar, Senior Graphic Designer  
 Chase Harris, Production Assistant  
 Ana Robago, Senior Project Manager  
 Sebastian Obando, Jr. Project Manager  
 James Webb, Director of Digital Solutions  
 Debbie Longley, VP Account Services  
 Karen Farugia, Account Director  
 Chelsea Smeland, Senior Account Executive



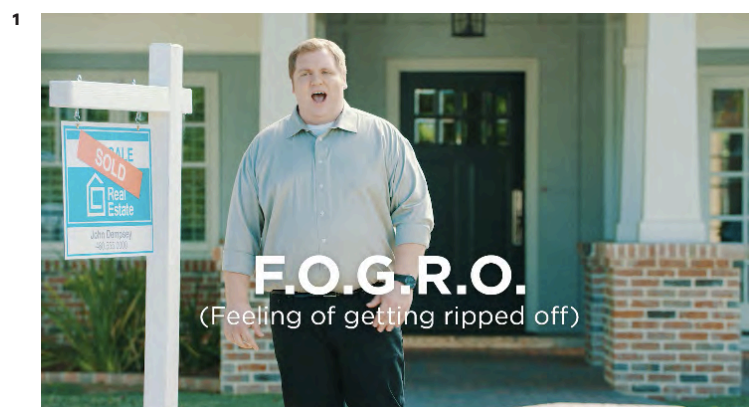
**1 Award:** **Silver Award**

**Entrant:** **OH Partners**

**Advertiser:** Revinre

**Title:** F.O.G.R.O

**Credits:** Matt Moore, Chief Creative Officer  
Ken Phox, Creative Director  
Adam Garcia, Senior Art Director  
Sam Lowy, Copywriter/Producer  
Cristian Hernandez, Junior Designer  
Karen Farugia, Account Director  
Debbie Longley, VP Client Service  
Kyle Gilbert, Producer  
Brandon Barnard, Director of Film & Content



**2 Award:** **Silver Award**

**Entrant:** **R&R Partners**

**Advertiser:** Avnet

**Title:** This Is Further - Owlet

**Credits:** Arnie DiGeorge, Executive Creative Director  
Scott Murray, Group Creative Director  
Matt Mason, SVP of Engagement  
Chris Hagan, Creative Director  
Jeff Zimm, Design Director  
Ana Cordova, Senior Designer  
Bob Anthony, Senior Designer  
Don Turley, Executive Producer  
Danita Collazo, Senior Digital Video Producer  
Celeste Peterson, Account Director  
Mallory Miranda, Senior Brand Manager  
Lauren Coffman, Project Manager



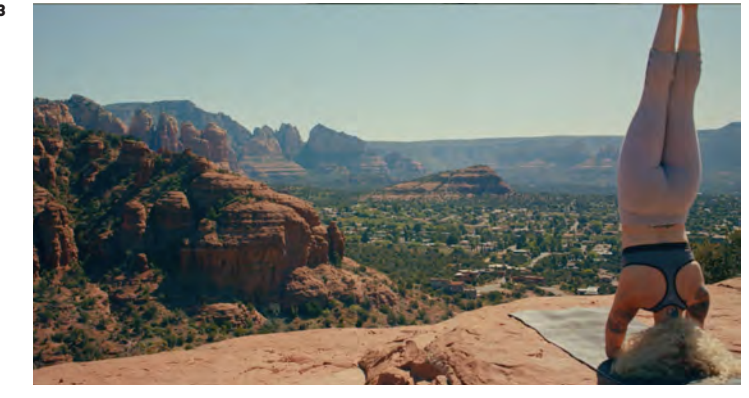
**55B - INTERNET COMMERCIAL CAMPAIGN**

**3 Award:** **Gold Award**

**Entrant:** **OH Partners**

**Advertiser:** Sedona Chamber of Commerce  
Sedona Secret 7

**Credits:** Matt Moore, Chief Creative Officer  
Felix Armenta, Assistant Creative Director  
Ivan Galaz, Art Director  
Luis Espinosa, Senior Graphic Designer  
Veda Nagpurkar, Senior Graphic Designer  
Chase Harris, Production Assistant  
Ana Rabago, Senior Project Manager  
Sebastian Obando, Jr. Project Manager  
James Webb, Director of Digital Solutions  
Debbie Longley, VP Account Services  
Karen Farugia, Account Director  
Chelsea Smeland, Senior Account Executive  
Sound Design, Music and Audio





**1 Award: Gold Award**  
 Entrant: **Relentless, Inc.**  
 Advertiser: Massage Envy  
 Title: Massage Envy "Blissmas"  
 Credits: BillyHeather, Co-Directors  
 Heather Candelaria, Executive Producer  
 Tim McKee, Group Creative Director - Sapient Razorfish  
 Darren Jefferies, Senior Copywriter - Sapient Razorfish



**2 Award: Silver Award**  
 Entrant: **Beautiful Science**  
 Advertiser: Kellogg's  
 Title: Frootloops State Bicycle  
 Credits: Dagen Merrill, Director  
 Cameron Trejo, Producer/  
 Cinematographer



**57A - SINGLE WEBISODE**

**3 Award: Bronze Award**  
 Entrant: **FabCom**  
 Advertiser: Phoenix Rescue Mission  
 Title: Can You See Me Web Video  
 Credits: Team FabCom, Art Direction  
 Team FabCom, Creative Direction  
 Team FabCom, Strategic/Executive Direction  
 Team FabCom, Marketing Business Intelligence  
 Team FabCom, Interactive Art Direction  
 Team FabCom, Video Production  
 Team FabCom, Media Coordination  
 Team FabCom, Content Development  
 Team FabCom, Programmer/Developer  
 Team FabCom, Project/Production Coordination  
 Team FabCom, Client Services



**57B - WEBISODE SERIES**

**4 Award: Bronze Award**  
 Entrant: **LaneTerraLever**  
 Advertiser: Valley Toyota Dealers  
 Title: Valley Toyota Dealers - :30 Vlogs  
 Credits: Ian Barry, Chief Creative Officer  
 Matt Sicko, VP, Creative Director  
 Ben Bonnan, Creative Director  
 Ben Pagel, Senior Art Director  
 Molly Flynn, Executive producer  
 Christina Nguyen, Senior Producer  
 Ben Tsai, VP, Account Director  
 Jordan Brady, Director  
 Superlounge  
 Brian Gannon, Whitehouse Editor  
 Bob Giammarco, CEO AudioEngine

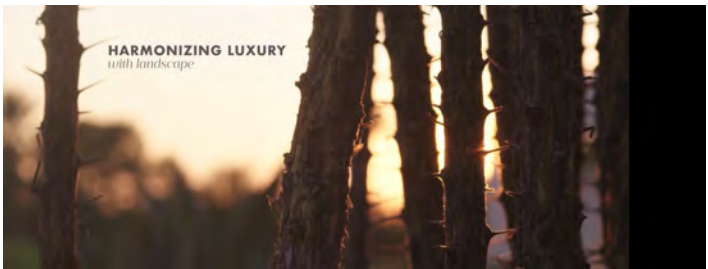


58A - FILM/VIDEO/SOUND BRANDED CONTENT, :60 SECONDS OR LESS

- 1 Award: **Gold Award**  
Entrant: **Off Madison Ave**  
Advertiser: Arizona Office of Tourism  
Title: Outside TV AZ Expedition Amy Martin  
Credits: Ben Galloway, Creative Director  
Sara Arnold, Senior Copywriter  
Dan Shewmaker, Senior Art Director  
Keri Bieber, Media Supervisor  
Courtney Blackman, Senior Media Buyer Planner  
Outside TV, Video Production and Editing



- 2 Award: **Bronze Award**  
Entrant: **The James Agency**  
Advertiser: Mountain Shadows  
Title: Mountain Shadows Brand Spot  
Credits: Shane Tang, Creative Director



58B - FILM/VIDEO/SOUND BRANDED CONTENT, MORE THAN :60 SECONDS

- 3 Award: **Gold Award**  
Entrant: **Clydesdale Manhattan**  
Advertiser: Chandler Symphony Orchestra  
Title: CSO Fanfest 2017  
Credits: Ryan Nelson, Director  
James Alire, Sound Engineer



- 4 Award: **Bronze Award**  
Entrant: **Beautiful Science**  
Advertiser: GQ Style  
Title: GQ Amazing Spaces Arcosanti  
Credits: Cameron Trejo, Cinematographer



60 - BRANDED CONTENT & ENTERTAINMENT - NON-BROADCAST

1 Award: **Silver Award**  
Entrant: **Fisher**  
Advertiser: Phoenix Suns  
Title: Phoenix Suns Game Intro Video  
Credits: Greg Fisher, Chief Creative Strategist  
Buddy Higgs, Creative Director  
Tessa Kasinkas, Jr. Art Director  
Stacy Johansen, Account Manager  
True Story Films, Production Company  
Copper Post, Post Production  
Amp Studios, Audio

1



2 Award: **Silver Award**  
Entrant: **OH Partners**  
Advertiser: Woz U  
Title: How will you change the world?  
Credits: Matt Moore, Chief Creative Officer  
Frank Ippolito, Senior Creative Director / Copywriter  
Felix Armenta, Associate Creative Director  
Mic Waugh, Director of Photography  
Rob Beadle, Editor  
Chase Harris, Production Assistant

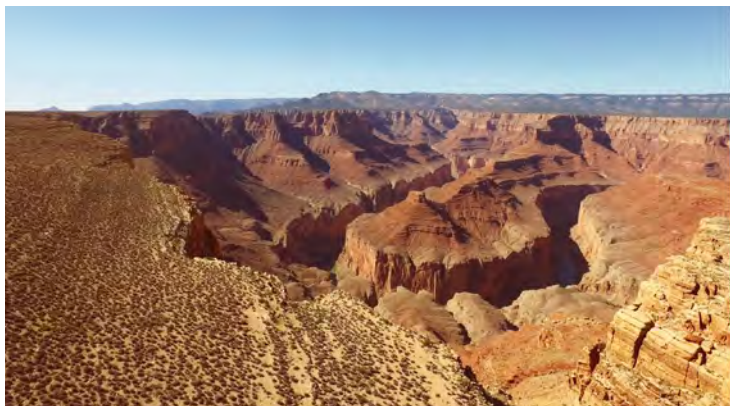
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61 - BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

3 Award: **Gold Award**  
Entrant: **Off Madison Ave**  
Advertiser: Arizona Office of Tourism  
Title: AOT + OutsideTV: AZ Expedition  
Credits: Ben Galloway, Creative Director  
Dan Shewmaker, Senior Art Director  
Sara Arnold, Senior Copywriter  
Keri Bieber, Media Supervisor  
Courtney Blackman, Senior Media Buyer/Planner  
OutsideTV, Video Production and Editing

3



64 - AUDIO/VISUAL SALES PRESENTATION

1 Award: **Bronze Award**  
Entrant: **Clydesdale Manhattan**  
Advertiser: Tinker Development  
Title: Building With Tinker  
Credits: Ryan Nelson, Director

2 Award: **Bronze Award**  
Entrant: **Quantum Leap Productions, Inc.**  
Advertiser: Science Care  
Title: Flight Safety  
Credits: Kieran Thompson, Director & Producer  
Alex Mitchell, Director of Photography  
Tommy Schaeffer, Location Sound Mixer  
Misty Wilson, Editor  
Alex Warzel, Composer  
Leeann Dearing, Talent  
Science Care, Client

66-PUBLIC SERVICE TELEVISION COMMERCIAL

3 Award: **Silver Award**  
Entrant: **FabCom**  
Advertiser: Phoenix Rescue Mission  
Title: Can You See Me 30-sec PSA TV Spot  
Credits: Team FabCom, Art Direction  
Team FabCom, Creative Direction  
Team FabCom, Video Production  
Team FabCom, Strategic/Executive Direction  
Team FabCom, Interactive Art Direction  
Team FabCom, Marketing Business Intelligence  
Team FabCom, Production/Project Coordination  
Team FabCom, Media Coordination  
Team FabCom, Programmer/Developer  
Team FabCom, Content

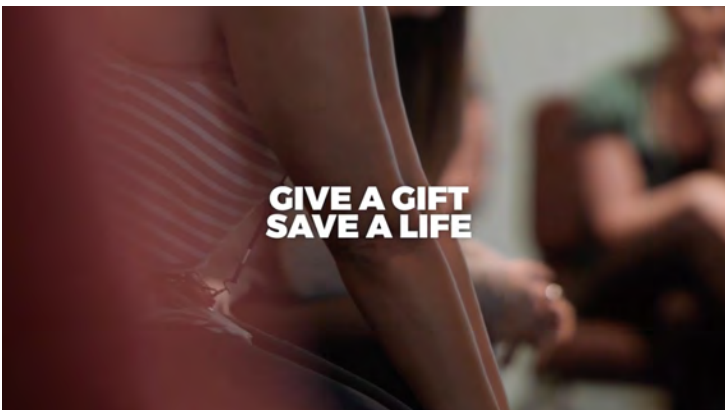
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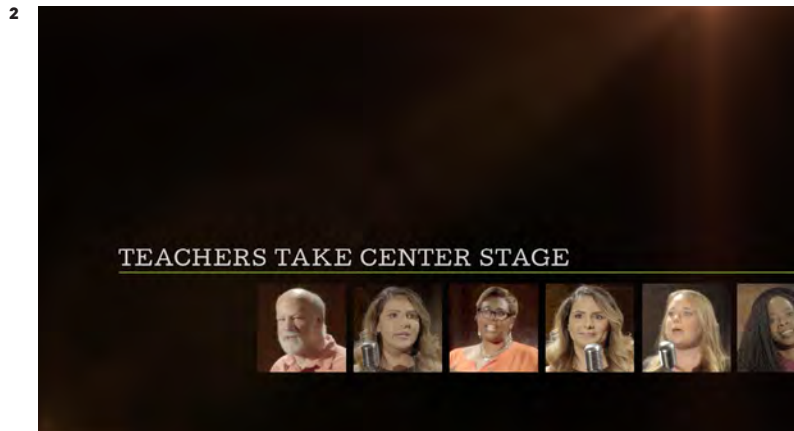


**1** Award: **Silver Award**  
 Entrant: **Think Tank Media & Marketing**  
 Advertiser: St. Mary's Food Bank  
 Title: The Miracle of St. Mary's Food Bank  
 Credits: Amy Matthews, Executive-Producer  
 Brian Slutsky, Producer, Writer, Director  
 Matt Evans, Director, Videographer, Editor  
 Dustin Drake, Post Production Coordinator  
 Martin Cabungcal, Motion Graphics & Animation  
 Jennifer Maglio, Assistant Producer  
 Yasmine Asadi, Illustration  
 Katy Ludke, Research & Video Archiving  
 Jacob Barksdale, Research  
 Ivy Richey, Research



**70 - PUBLIC SERVICE CAMPAIGN**

**2** Award: **Gold Award**  
 Entrant: **Randy Murray Productions**  
 Advertiser: Arizona K12 Center  
 Title: Teachers Take Center Stage  
 Credits: Kathy Wiebke, Executive Producer  
 Cheryl Bokowski, Executive Producer  
 Randy Murray, Writer/Director  
 Andy Nelson, Producer  
 Adam Wheeler, Director of Photography  
 Jeff Parsons, Editor  
 David Staples, Editor  
 Abbott Miller, Sound Designer  
 Matthew McClintock, Original Music  
 Vincent Thiefain, Original Music  
 Tommy Schaeffer, Sound Mixer  
 Jarrod Wilson, Gaffer



**3** Award: **Bronze Award**  
 Entrant: **Cox**  
 Advertiser: Governor's Office of Youth, Faith and Family  
 Title: Opioid Campaign  
 Credits: Stacy Lincoln, Executive Producer/Director/Copywriter

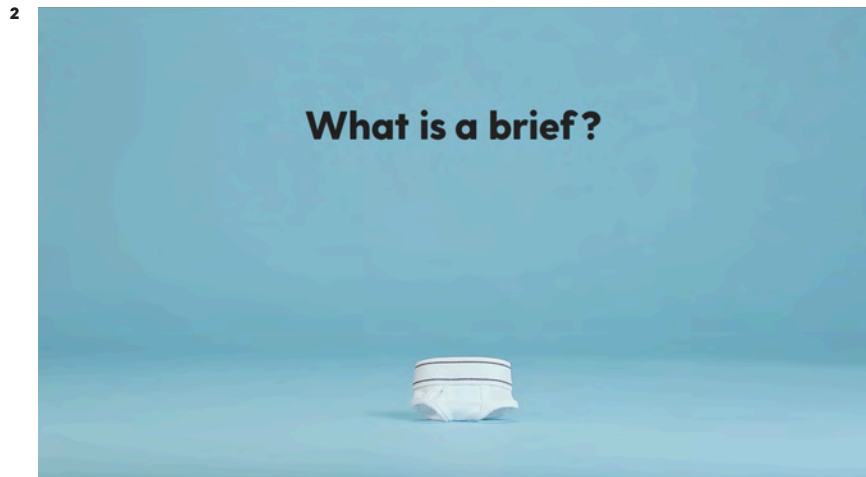


71 - ADVERTISING INDUSTRY SELF-PROMOTION FILM/  
VIDEO/SOUND

1 Award: **Gold Award**  
Entrant: **R&R Partners**  
Advertiser: R&R Partners  
Title: The R&R Way: What is a Brand?  
Credits: Mary Ann Mele, Chief Brand Officer  
Matt Mason, Chief Strategist  
Arnie DiGeorge, Executive Creative Director  
Amberlee Engle, Corporate Director of Client Partnerships  
Julie Shanahan, Associate Creative Director / Art Director  
Greg King, Associate Creative Director / Copywriter  
Jaime Gandarilla, Copywriter  
Jordan Oliver, Copywriter  
Don Turley, Executive Producer  
Danita Collazo, Senior Digital Video Producer  
Travis Turley, DP/ Senior Editor  
David Miller, Senior Audio Producer



2 Award: **Gold Award**  
Entrant: **R&R Partners**  
Advertiser: R&R Partners  
Title: The R&R Way: What is a Brief?  
Credits: Mary Ann Mele, Chief Brand Officer  
Matt Mason, Chief Strategist  
Arnie DiGeorge, Executive Creative Director  
Amberlee Engle, Corporate Director of Client Partnerships  
Julie Shanahan, Associate Creative Director / Art Director  
Greg King, Associate Creative Director / Copywriter  
Jaime Gandarilla, Copywriter  
Jordan Oliver, Copywriter  
Don Turley, Executive Producer  
Danita Collazo, Senior Digital Video Producer  
Travis Turley, DP/ Senior Editor  
David Miller, Senior Audio Producer



3 Award: **Gold Award**  
Entrant: **R&R Partners**  
Advertiser: R&R Partners  
Title: The R&R Way: What is an Insight?  
Credits: Mary Ann Mele, Chief Brand Officer  
Matt Mason, Chief Strategist  
Arnie DiGeorge, Executive Creative Director  
Amberlee Engle, Corporate Director of Client Partnerships  
Julie Shanahan, Associate Creative Director / Art Director  
Greg King, Associate Creative Director / Copywriter  
Jaime Gandarilla, Copywriter  
Jordan Oliver, Copywriter  
Don Turley, Executive Producer  
Danita Collazo, Senior Digital Video Producer  
Travis Turley, DP/ Senior Editor  
David Miller, Senior Audio Producer



**1 Award:** **Silver Award**  
 Entrant: **True Story Films**  
 Advertiser: True Story Films  
 Title: BTS with True Story & Phoenix Suns  
 Credits: Sam Woosley, Director  
 Cary Truelick, Producer  
 Katelyn Fukayama, Producer



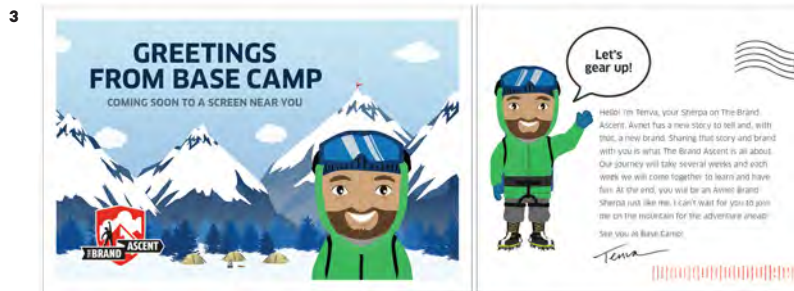
**2 Award:** **Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: OH Partners  
 Title: Classic Brand Video  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director  
 Felix Armenta, Assistant Creative Director  
 Brandon Barnard, Director of Film and Content  
 Kyle Gilbert, Producer  
 Andrew Gilbertson, Copywriter



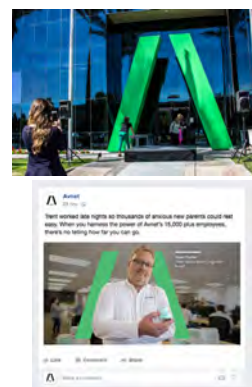
**CROSS PLATFORM**

**72B INTEGRATED ADVERTISING CAMPAIGN - REGIONAL/NATIONAL B-TO-B**

**3 Award:** **Gold Award**  
 Entrant: **R&R Partners**  
 Advertiser: Avnet  
 Title: The Brand Ascent  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Scott Murray, Group Creative Director  
 Chris Hagan, Creative Director  
 Ana Cordova, Senior Designer  
 Don Turley, Executive Producer  
 Danita Collazo, Senior Digital Video Producer  
 David Miller, Senior Audio Producer  
 Celeste Peterson, Account Director  
 Mallory Miranda, Senior Brand Manager  
 Courtney Barrett, Project Manager  
 Matt Silverman, VP, Managing Director  
 Lou Flores, Creative Director



**4 Award:** **Gold Award**  
 Entrant: **R&R Partners**  
 Advertiser: Avnet  
 Title: Avnet Brand Launch  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Scott Murray, Group Creative Director  
 Matt Mason, SVP of Engagement  
 Chris Hagan, Creative Director  
 Lou Flores, Creative Director  
 Julie Shanahan, Associate Creative Director  
 Greg King, Associate Creative Director  
 Ana Cordova, Senior Designer  
 Sydney Crabtree, Designer  
 Don Turley, Executive Producer  
 Danita Collazo, Senior Digital Video Producer  
 Gina Nelson, Senior Art Producer



72C - INTEGRATED ADVERTISING CAMPAIGN - LOCAL  
- CONSUMER

1 Award: **Gold Award**  
 Entrant: **Fisher**  
 Advertiser: APS  
 Title: APS Emojis  
 Credits: Greg Fisher, Chief Creative Strategist  
 Buddy Higgs, Creative Director  
 Ruben Jauregui, Senior Designer  
 Ana Cordova, Art Director  
 Buddy Higgs, Copywriter  
 Mel Loughran, Production artist  
 Amy Vericker, Account Manager



2 Award: **Gold Award**  
 Entrant: **LaneTerraLever**  
 Advertiser: Phoenix Zoo - Arizona Center for Nature Conservation  
 Title: Dinosaurs in the Desert  
 Credits: Ian Barry, Chief Creative Officer  
 Matt Sicko, VP Creative Director  
 Ben Bonnan, Creative Director  
 Keith Nielsen, Production Artist  
 Eric Tozzi, Senior Editor, Videographer  
 Christina Nguyen, Senior Producer  
 Bob Giammarco, CEO, AudioEngine  
 Zack Proteau, Octopus Audio  
 Eric LaZar, Musician  
 Lauren Karmann, Associate Project Manager



3 Award: **Gold Award**  
 Entrant: **OH Partners**  
 Advertiser: Gila River Hotels & Casinos  
 Title: You Do You - Campaign  
 Credits: Matt Moore, Chief Creative Officer  
 Clay James, Creative Director  
 Megan Golab, Art Director  
 Andrew Gilbertson, Copywriter  
 Megan Golab, Designer  
 Hannah Vandeventer, Project Manager  
 Amy Colbourn, VP Client Services - Gaming  
 Haley Pinyerd, Account Executive  
 Helana Guerrero, Account Executive  
 Paige Buffington, Account Coordinator  
 Hannah Steward, Account Coordinator  
 Mike Goubeaux, Director





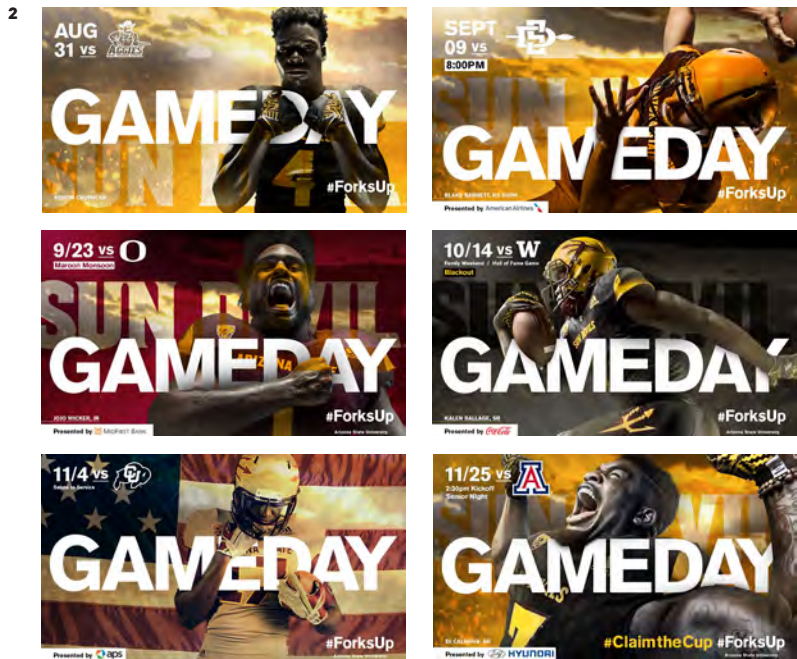
**1 Award: Gold Award**

Entrant: **R&R Partners**  
 Advertiser: Barrow Health & Wealth Raffle  
 Title: There's No Way To Lose  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Scott Murray, Group Creative Director  
 Julie Shanahan, Associate Creative Director / Art Director  
 Greg King, Associate Creative Director / Copywriter  
 Sydney Crabtree, Designer  
 Travis Turley, DP/Senior Editor  
 Julie Cook, Producer  
 Danita Collazo, Senior Digital Video Producer  
 David Miller, Senior Audio Producer  
 Brian Kunnari, Account Director  
 Melinda Langdon, Brand Supervisor  
 Melissa Pozniak, Project Manager



**2 Award: Silver Award**

Entrant: **ASU Enterprise Marketing Hub**  
 Advertiser: Arizona State University Athletics  
 Title: ASU Athletics Football Ad Campaign  
 Credits: Jill Andrews, Managing Director  
 Becky Parke, Senior Associate Athletic Director Marketing  
 Kate Janczewski, Associate Athletic Director Media and Communication  
 Blake Holmes, Director Athletics Marketing  
 Lindsay Kinkade, Senior Design Director  
 Danielle Knotts, Art Director  
 Justin Crabtree, Assistant Art Director  
 Daniel Kwon, Special Assistant, Athletics  
 Blair Bunting, Photography  
 Peter Vander Stoep, Photography  
 Tim Struck, Graphic Designer  
 Jason Guy, Graphic Designer



**1 Award:** **Silver Award**

**Entrant:** **OH Partners**

**Advertiser:** Arizona Lottery

**Title:** Ultimate Millions Campaign

**Credits:** Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter/Producer  
 Cristian Hernandez, Junior Designer  
 Matt Moore, Chief Creative Officer  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Lia Fondrisi, Account Coordinator  
 Noelle Hobaica, Account Coordinator  
 Ronda Parker, Senior Producer  
 Ron Sussman, Editor  
 Nicole Kizer, Color



**2 Award:** **Silver Award**

**Entrant:** **OH Partners**

**Advertiser:** Arizona Lottery

**Title:** Holiday Scratchers Campaign

**Credits:** Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter/Producer  
 Cristian Hernandez, Junior Designer  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Lia Fondrisi, Account Coordinator  
 Noelle Hobaica, Account Coordinator  
 Ronda Parker, Senior Producer  
 Ron Sussman, Editor  
 Nicole Kizer, Color



**1 Award: Bronze Award**  
 Entrant: **LaneTerraLever**  
 Advertiser: Arizona Cardinals  
 Title: Cardinal Rules Campaign  
 Credits: Gary Serviss, VP, Creative Director  
 Justin Crabtree, Art Director  
 Cassidy Sanchez, Account Manager  
 Ian Barry, Chief Creative Officer  
 Keith Nielsen, Production Artist



**2 Award: Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: Gila River Hotels & Casinos  
 Title: Play on, Player - Campaign  
 Credits: Matt Moore, Chief Creative Officer  
 Clay James, Creative Director  
 Megan Golab, Art Director  
 Andrew Gilbertson, Copywriter  
 Megan Golab, Designer  
 Amy Colbourn, VP Client Services - Gaming  
 Haley Pinyerd, Account Executive  
 Helana Guerrero, Account Executive  
 Paige Buffington, Account Coordinator  
 Hannah Steward, Account Coordinator  
 Hannah Vandeventer, Project Manager  
 Mike Goubeaux, Director

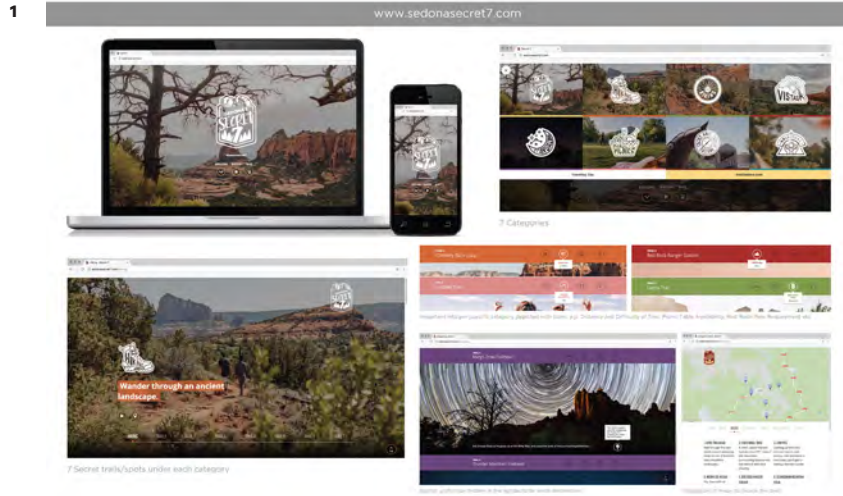


**3 Award: Bronze Award**  
 Entrant: **Zion & Zion**  
 Advertiser: Goodwill of Central and Northern Arizona  
 Title: Goodwill Halloween Campaign  
 Credits: Kenna Watters, Art Director  
 Doug Anderson, Senior Copywriter  
 Holly Dill, Account Director  
 Jessica Mattke, Account Executive  
 Craig Teper, Director  
 Barb Almandar, Producer  
 Copper Post, Editing & Post Production  
 Doublewide, Production Company

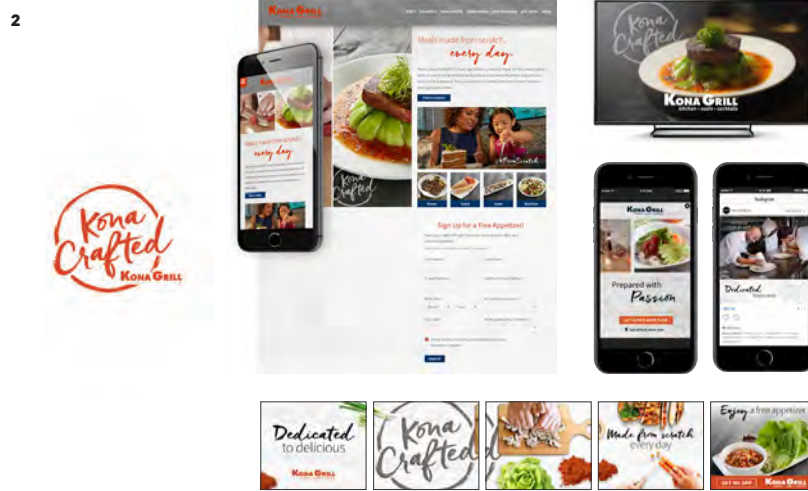


**72D-INTEGRATED ADVERTISING CAMPAIGN - REGIONAL/  
NATIONAL - CONSUMER**

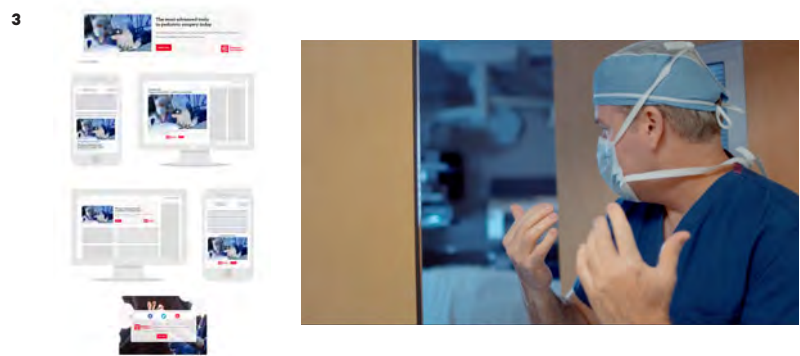
**1 Award: Gold Award**  
 Entrant: **OH Partners**  
 Advertiser: Sedona Chamber of Commerce  
 Title: Sedona Secret 7 Campaign  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Luis Espinosa, Senior Graphic Designer  
 Veda Nagpurkar, Senior Graphic Designer  
 Chase Harris, Production Assistant  
 Ana Rabago, Senior Project Manager  
 Sebastian Obando, Jr. Project Manager  
 James Webb, Director of Digital Solutions  
 Debbie Longley, VP Account Services  
 Karen Farugia, Account Director  
 Chelsea Smeland, Senior Account Executive



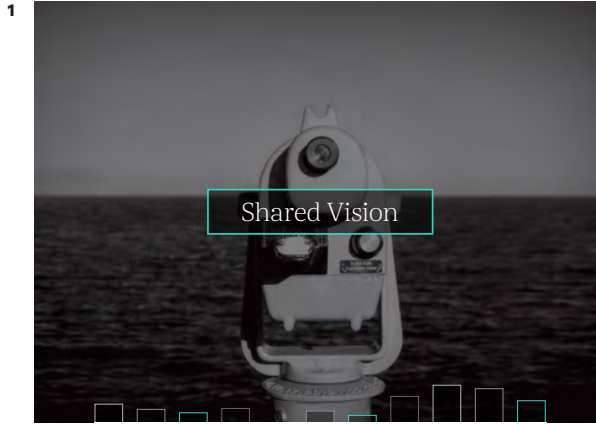
**2 Award: Gold Award**  
 Entrant: **RIESTER**  
 Advertiser: Kona Grill  
 Title: Kona Crafted Campaign  
 Credits: Tom Ortega, Chief Creative Officer  
 Alan Perkel, Chief Digital Officer  
 Aaron Smithipong, Director, Digital  
 David Kovacs, Associate Director, Content Strategy  
 Bernadette Smith, Content and User Experience Strategist  
 Aaron Cain, Senior Digital Art Director  
 Kelsee Rusinek, Senior Web Developer  
 Mike Lehnhardt, Senior Digital Designer  
 Andrew Enzweiler, Motion Designer  
 Angel Jimenez, Digital Production Artist  
 Brooke West, Senior Designer  
 Amy Delaney, Copywriter



**3 Award: Silver Award**  
 Entrant: **ANDERSON Advertising & Public Relations**  
 Advertiser: Phoenix Children's Hospital  
 Title: Hands of the Best  
 Credits: Aaron Castiglione, Associate Creative Director  
 Arlyn Stotts, Senior Creative Strategist/Copywriter  
 Laurie SantaLucia, Account Director  
 Justin Gagen, Video Editor/Motion Designer  
 Dustin Perrotti, Junior Art Director  
 John Zello, Art Director



**1 Award: Silver Award**  
 Entrant: **FabCom**  
 Advertiser: Mercer Advisors  
 Title: Sales Kit-Box/Communications Pkg  
 Credits: Linda Tyler, Art Direction  
 Linda Tyler, Creative Direction  
 Linda Tyler, Strategic/Executive Direction  
 Linda Tyler, Marketing Business Intelligence  
 Team FabCom, Programmer/Developer  
 Team FabCom, Video Production  
 Team FabCom, Interactive Art Direction  
 Team FabCom, Content Development  
 Team FabCom, Production/Project Management  
 Team FabCom, Media Coordination  
 Team FabCom, Client Services



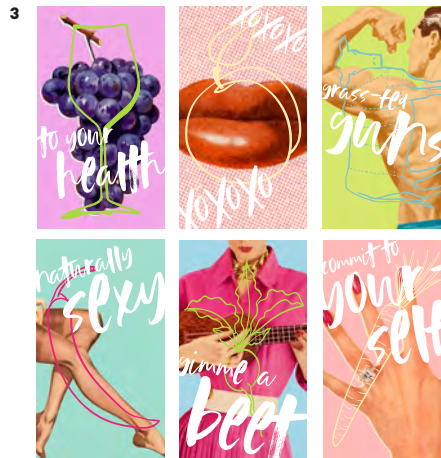
Your complete guide to the Mercer Advisors/Kanally Trust merger.

**2 Award: Bronze Award**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: [Un]Real Arizona Campaign  
 Credits: Ben Galloway, Creative Director  
 Dan Shewmaker, Senior Art Director  
 Sara Arnold, Senior Copywriter  
 Ashley Duncan, Production Artist

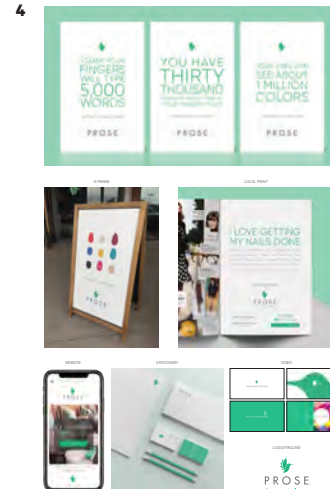


**73 - INTEGRATED BRAND IDENTITY CAMPAIGN**

**3 Award: Gold Award**  
 Entrant: **Blind Society**  
 Advertiser: Eilo's  
 Title: Eilo's Brand Identity Campaign  
 Credits: James Clark, Creative Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director  
 Michael Molloy, Illustration



**4 Award: Bronze Award**  
 Entrant: **LAVIDGE**  
 Advertiser: PROSE  
 Title: PROSE Branding Campaign  
 Credits: Bob Case, Chief Creative Officer  
 Daniel Goldberg, Associate Creative Director  
 Kristy Roehrs, Senior Art Director  
 Sabrina Norris, Account Supervisor



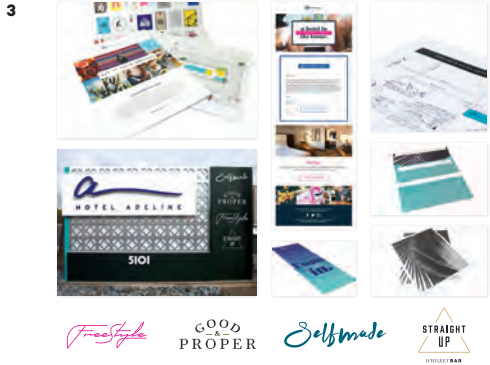
**1 Award: Gold Award**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Browne Law Group  
 Title: Browne Law Group Brand Identity  
 Credits: Shanley Jue, Creative Director  
 Josh Schweser, Sr Graphic Designer  
 Seiji Fujimoto, Production Artist  
 Frank Simon, Photographer  
 Erin Nielsen, Account Director  
 Megan Stark, Copywriter



**2 Award: Gold Award**  
 Entrant: **HAPI**  
 Advertiser: Arizona International Auto Show  
 Title: Arizona International Auto Show  
 Credits: Jason Hackett, Creative Director  
 Mike Vera, Art Director  
 Chris Crosby, Art Director  
 Danny Stoeller, Account Supervisor  
 Randy Geske, 3D Illustrator



**3 Award: Gold Award**  
 Entrant: **The James Agency**  
 Advertiser: Hotel Adeline  
 Title: Hotel Adeline Campaign  
 Credits: Shane Tang, Creative Director  
 Darren Simoes, Art Director  
 Ina Lee, Graphic Designer  
 Jamie Britton, Senior Graphic Designer  
 Adam Hansen, Copywriter  
 Kirsten Haberer, Junior Web Developer

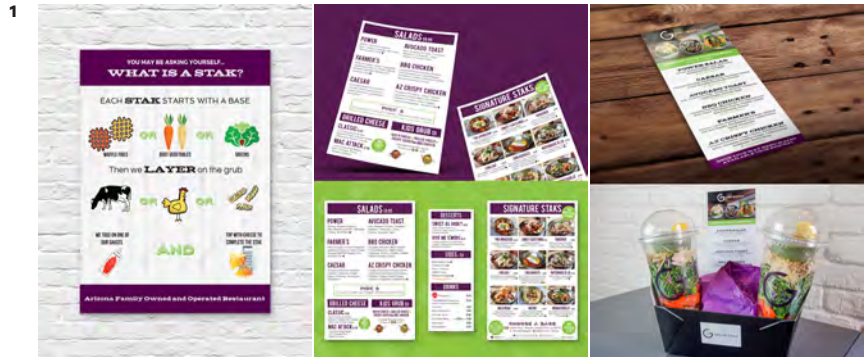


**4 Award: Silver Award**  
 Entrant: **OH Partners**  
 Advertiser: Gila River Hotels & Casinos  
 Title: THE Card Campaign  
 Credits: Matt Moore, Chief Creative Officer  
 Clay James, Creative Director  
 Megan Golab, Art Director  
 Andrew Gilbertson, Copywriter  
 Veda Nagpurkar, Senior Designer  
 Luis Espinosa, Senior Designer  
 Amy Colbourn, VP Client Services - Gaming  
 Haley Pinyerd, Account Executive  
 Helana Guerrero, Account Executive  
 Paige Buffington, Account Coordinator  
 Hannah Steward, Account Coordinator  
 Hannah Vandeventer, Project Manager



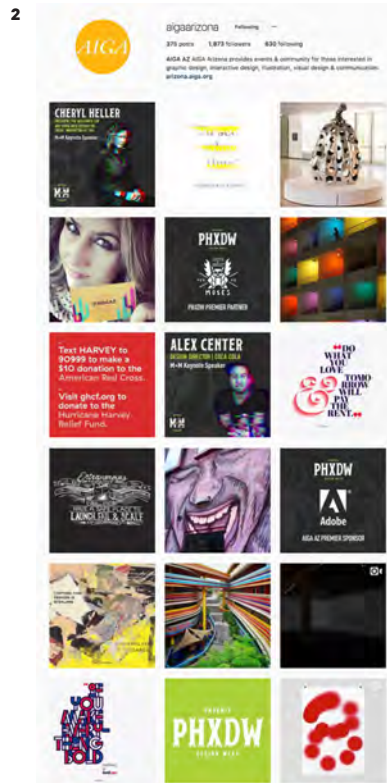
**1 Award: Bronze Award**  
 Entrant: **DigitalWire360**  
 Advertiser: Grubstak  
 Title: Grubstak Stak It Up Branding  
 Credits: Greg Naylor, Creative Director  
 Natalie Maitland, Account Coordinator / Project Manager  
 Kevin Holmes, Art Director / Photographer  
 Amy Packard Berry, Account Supervisor  
 Nik Berry, Graphic Designer

**74-INTEGRATED BRANDED CONTENT CAMPAIGN**



**2 Award: Gold Award**  
 Entrant: **AIGA Arizona**  
 Advertiser: AIGA Arizona  
 Title: Phoenix Design Week 2017  
 Credits: Elizabeth Magura, Phoenix Design Week 2017 Director  
 Matt Adams / Factor1 Studios, Creative Director / Lead Developer  
 Stephanie Lauderback / Factor1 Studios, Web Designer  
 Matt Fischer / Moses, Inc., Creative Director  
 Tim Brennan / Moses, Inc., Associate Creative Director  
 Albert Barroso / Moses, Inc., Senior Art Director / Illustrator  
 Katie Johnson / Moses, Inc., Copywriter  
 Steffan Stewart, Graphic Designer  
 Dan Fusselman, Director / Animator  
 Kathy Morgan, Phoenix Design Week Co-Director, Creative Director, Copywriter/Editor  
 Hanna Norris, PHXDW Project Manager  
 Anthony Narducci / O'Neil Printing, Traditional, Digital and Large Format Printing

**75-ONLINE/INTERACTIVE CAMPAIGN**



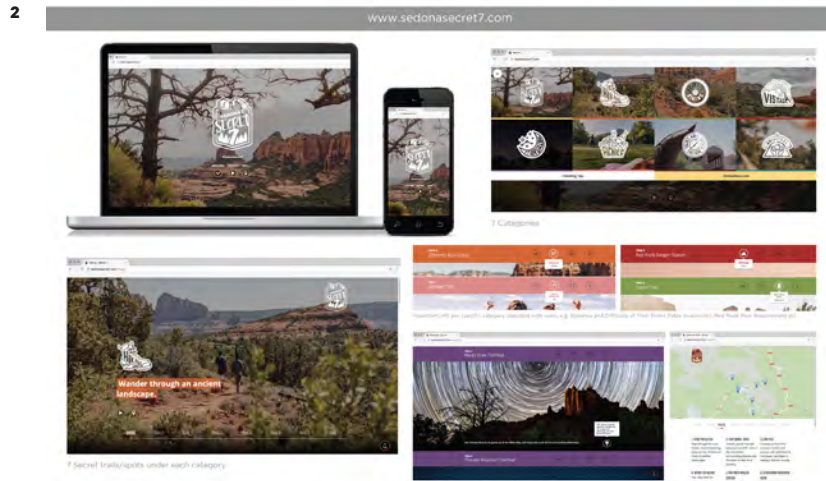
**3 Award: Gold Award**  
 Entrant: **R&R Partners**  
 Advertiser: Avnet  
 Title: The Brand Ascent  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Scott Murray, Group Creative Director  
 Chris Hagan, Creative Director  
 Lou Flores, Creative Director  
 Ana Cordova, Senior Designer  
 Don Turley, Executive Producer  
 Danita Collazo, Senior Digital Video Producer  
 David Miller, Senior Audio Producer  
 Celeste Peterson, Account Director  
 Mallory Miranda, Senior Brand Manager  
 Courtney Barrett, Project Manager  
 Lauren Coffman, Project Manager



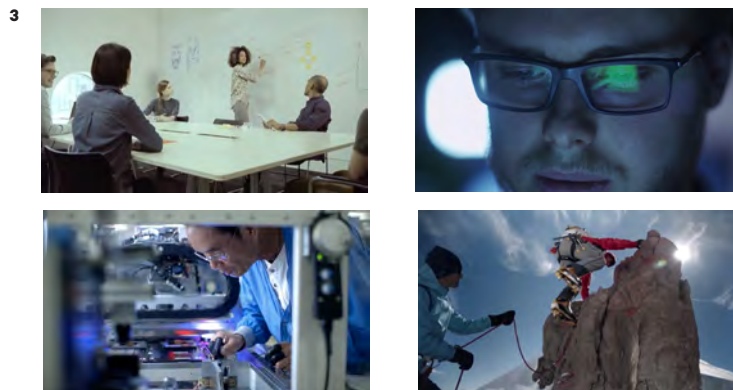
**1 Award: Gold Award**  
 Entrant: **R&R Partners**  
 Advertiser: Barrow Health & Wealth Raffle  
 Title: There's No Way To Lose  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Scott Murray, Group Creative Director  
 Julie Shanahan, Associate Creative Director / Art Director  
 Greg King, Associate Creative Director / Copywriter  
 Sydney Crabtree, Designer  
 Travis Turley, DP/Senior Editor  
 Julie Cook, Producer  
 Danita Collazo, Senior Digital Video Producer  
 David Miller, Senior Audio Producer  
 Brian Kunnari, Account Director  
 Melinda Langdon, Brand Supervisor  
 Melissa Pozniak, Project Manager



**2 Award: Gold Award**  
 Entrant: **OH Partners**  
 Advertiser: Sedona Chamber of Commerce  
 Title: Sedona Secret 7  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Colton Casper, Cinematographer / Photographer  
 Ana Rabago, Senior Project Manager  
 Debbie Longley, VP Client Services  
 Karen Farugia, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Stephanie Peterson, Account Executive  
 Lia Fondrisi, Account Coordinator



**3 Award: Silver Award**  
 Entrant: **R&R Partners**  
 Advertiser: Avnet  
 Title: Avnet Brand Launch  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Scott Murray, Group Creative Director  
 Jeff Zimm, Design Director  
 Chris Hagan, Creative Director  
 Lou Flores, Creative Director  
 Julie Shanahan, Associate Creative Director  
 Greg King, Associate Creative Director  
 Ana Cordova, Senior Designer  
 Sydney Crabtree, Designer  
 Don Turley, Executive Producer  
 Danita Collazo, Senior Digital Video Producer  
 Matt Mason, SVP of Engagement Coordinator





76 - INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

**1 Award: Gold Award**  
 Entrant: **Moses Inc**  
 Advertiser: Arizona Department of Health Services - HIV  
 Title: HIV Mystery Kit  
 Credits: Tim Brennan, Associate Creative Director  
 Matt Fischer, Creative Director  
 Katie Johnson, Copywriter  
 Dale Castro, Developer

**2 Award: Bronze Award**  
 Entrant: **Santy Integrated**  
 Advertiser: Arizona Department of Health Services  
 Title: Must Stop Bullying  
 Credits: Richard Haynie, Associate Creative Director  
 Bret Koehler, Director  
 Austin Mackey, Copywriter  
 Ken Spera, Chief Creative Officer  
 Kati Spencer, Sr. Account Supervisor  
 Amanda Hausman, Producer  
 Adam Pierno, Chief Strategy Officer

1



77 - AD CLUB OR MARKETING CLUB ADVERTISING

**3 Award: Gold Award**  
 Entrant: **HAPI**  
 Advertiser: Phoenix Ad Club (AAF Metro Phoenix)  
 Title: Phoenix Addy Campaign  
 Credits: Jason Hackett, Creative Director/Copywriter  
 Taylor Marin, Art Director  
 Danny Stoeller, Account Supervisor

2



78A-ADVERTISING SELF-PROMOTION CAMPAIGN

**4 Award: Gold Award**  
 Entrant: **R&R Partners**  
 Advertiser: R&R Partners  
 Title: The R&R Way  
 Credits: Mary Ann Mele, Chief Brand Officer  
 Matt Mason, Chief Statelist  
 Annie DiGeorge, Executive Creative Director  
 Amberlee Engle, Corporate Director of Client Partnerships  
 Julie Shanahan, Associate Creative Director / Art Director  
 Greg King, Associate Creative Director / Copywriter  
 Jaime Gandarilla, Copywriter  
 Jordan Oliver, Copywriter  
 Don Turley, Executive Producer  
 Danita Collazo, Senior Digital Video Producer  
 Travis Turley, DP/ Senior Editor  
 David Miller, Senior Audio Producer

3



4



78A-ADVERTISING SELF-PROMOTION CAMPAIGN

1 Award **Gold Award**

Entrant: **OH Partners**  
 Advertiser: OH Partners  
 Title: Airbnb - #JonathanCallScott  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director  
 Ken Phox, Creative Director  
 Sam Lowy, Producer/Host  
 Felix Armenta, Assistant Creative Director  
 Chris Fiscus, VP Public Relations  
 Megan Conner, Public Relations Account Executive  
 Hillary Houghton, Social Media Manager  
 Brittany Schmus, Social Media Account Executive  
 Jennifer Crandall, Social Media Coordinator  
 Jason Prentice, Sr. Director of Digital Solutions  
 James Webb, Director of Digital Solutions



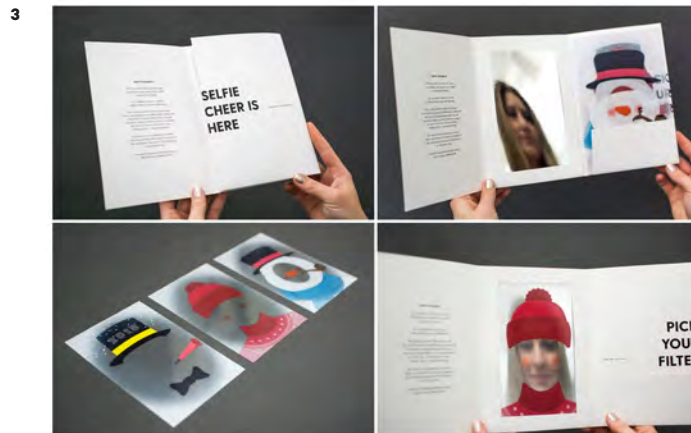
2 Award: **Gold Award**

Entrant: **DigitalWire360**  
 Advertiser: DigitalWire360  
 Title: DigitalWire360's Brand Camp  
 Credits: Amy Packard Berry, Chief Dynamo  
 Greg Naylor, Creative Director  
 Kevin Holmes, Art Director  
 Natalie Maitland, Copywriter / Project Manager  
 Nik Berry, Graphic Designer  
 Brandy Aguilar, Account Supervisor

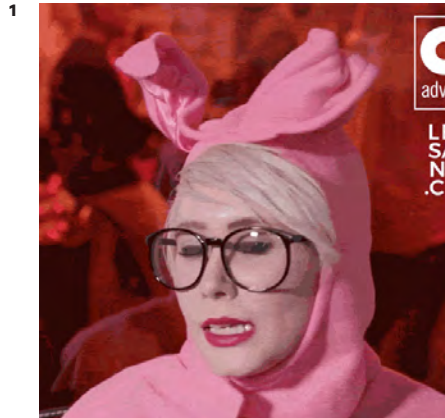


3 Award: **Silver Award**

Entrant: **R&R Partners**  
 Advertiser: R&R Partners  
 Title: Selfie Cheer  
 Credits: Arnie DiGeorge, Executive Creative Director  
 Ben Ursu, Director of Digital Technology  
 Ronaldo Vianna, Digital Creative Director  
 Sydney Crabtree, Designer  
 Kristen Hart, Designer  
 Coby Gerstner, Copywriter  
 Tomas Cordero, Web Developer  
 Xing Wei, Visual Content Creator  
 Pat Carrigan, Corporate Director of Production  
 Michelle Mader, SVP, Operations  
 Amberlee Engle, Corporate Director of Client Partnerships  
 Sarah Catletti, Marketing Supervisor



- 1 Award: Bronze Award**
- Entrant: **On Advertising**
- Advertiser: On Advertising
- Title: Legit St. Nick
- Credits: Devin Hanson, Digital Art Director  
Jeff Breuer, Digital Studio Director  
Noah Dyer, Vice President of Marketing Strategies  
Michelle Berry, Social Media Queen  
Scott Kasallis, Creative Director



79 - COPYWRITING

- 2 Award: Gold Award**
- Entrant: **Commit Agency**
- Advertiser: SanTan Brewing Company
- Title: Sacred Stave Branding
- Credits: Kevin Carnes, Creative Director  
Riley Farrell, Art Director



- 3 Award: Gold Award**
- Entrant: **OH Partners**
- Advertiser: Classic Brand Video
- Title: OH Partners
- Credits: Andrew Gilbertson, Copywriter  
Matt Moore, Chief Creative Officer  
Frank Ippolito, Senior Creative Director



- 4 Award: Gold Award**
- Entrant: **R&R Partners**
- Advertiser: Barrow Health & Wealth Raffle
- Title: There's No Way To lose - Heather
- Credits: Arnie DiGeorge, Executive Creative Director  
Scott Murray, Group Creative Director  
Julie Shanahan, Associate Creative Director / Art Director  
Greg King, Associate Creative Director / Copywriter  
Sydney Crabtree, Designer  
Julie Cook, Producer  
David Miller, Senior Audio Producer  
Brian Kunnari, Account Director  
Melinda Langdon, Brand Supervisor  
Melissa Pozniak, Project Manager



**1 Award:** **Silver Award**  
 Entrant: **Moses Inc**  
 Advertiser: MOD Pizza  
 Title: MOD Pizza Brand Book  
 Credits: Louie Moses, Executive Creative Director  
 Matt Fischer, Creative Director  
 Albert Barroso, Senior Art Director  
 Katie Johnson, Copywriter  
 Tim Brennan, Associate Creative Director



**2 Award:** **Silver Award**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: [Un]Real Arizona Campaign  
 Credits: Ben Galloway, Creative Director  
 Sara Arnold, Senior Copywriter



**3 Award:** **Bronze Award**  
 Entrant: **Commit Agency**  
 Advertiser: Camelot Homes  
 Title: White Horse Book  
 Credits: Heidi Anderson, Copywriter  
 Kevin Carnes, Creative Director



**4 Award:** **Bronze Award**  
 Entrant: **Moses Inc**  
 Advertiser: Arizona Department of Health Services - HIV  
 Title: HIV Mystery Kit  
 Credits: Tim Brennan, Associate Creative Director  
 Matt Fischer, Creative Director  
 Katie Johnson, Copywriter  
 Dale Castro, Developer



**1** Award: **Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: OH Partners  
 Title: All About People  
 Credits: Andrew Gilbertson, Copywriter  
 Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director



**2** Award: **Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Windfall Willie Style Guide  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter/Producer  
 Cristian Hernandez, Junior Designer  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Lia Fondrisi, Account Coordinator  
 Noelle Hobaica, Account Coordinator



**ELEMENTS OF ADVERTISING**

**80-LOGO DESIGN**

**3** Award: **Gold Award**  
 Entrant: **DigitalWire360**  
 Advertiser: Tal Barkel  
 Title: Vital Logo  
 Credits: Greg Naylor, Creative Director  
 Kevin Holmes, Art Director  
 Nik Berry, Copywriter



**4** Award: **Gold Award**  
 Entrant: **OH Partners**  
 Advertiser: Sedona Chamber of Commerce  
 Title: Sedona Secret 7  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Luis Espinosa, Senior Graphic Designer  
 Adam Garcia, Senior Art Director  
 Veda Nagpurkar, Senior Graphic Designer



**1 Award: Gold Award**  
 Entrant: **RIESTER**  
 Advertiser: Jones Gordon School  
 Title: Jones Gordon School Athletics Logo  
 Credits: Alan Perkel, Chief Digital Officer  
 Paul Svancara, Senior Art Director



**2 Award: Silver Award**  
 Entrant: **Fisher**  
 Advertiser: Phoenix Suns  
 Title: Phoenix Suns 50th Logo  
 Credits: Greg Fisher, Chief Creative Strategist  
 Ruben Jauregui, Senior Designer  
 Stacy Johansen, Account Manager



**3 Award: Silver Award**  
 Entrant: **ps:studios**  
 Advertiser: GarClip  
 Title: GarClip  
 Credits: Andy Cruz, Designer  
 Peter Shikany, Designer



**4 Award: Bronze Award**  
 Entrant: **Awe Collective**  
 Advertiser: Table Riot  
 Title: Table Riot Logo  
 Credits: Ty James Largo, Creative Director  
 Miles McDermott, Art Director  
 Shelby Rinke, Graphic Designer



**5 Award: Bronze Award**  
 Entrant: **Blind Society**  
 Advertiser: Eilo's  
 Title: Eilo's Logo Design  
 Credits: James Clark, Creative Director  
 Teri Bocking, Strategic Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director  
 Michael Molloy, Illustrator



**1** Award: **Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: OH Partners  
 Title: OH Partners Logo  
 Credits: Felix Armenta, Assistant Creative Director  
 Adam Garcia, Senior Art Director



**2** Award: **Bronze Award**  
 Entrant: **psstudios**  
 Advertiser: OH Partners  
 Title: Desert Botanical Garden  
 Credits: Andy Cruz, Designer



**3** Award: **Bronze Award**  
 Entrant: **ReThinc Advertising**  
 Advertiser: Roadrunner Abbey  
 Title: Roadrunner Abbey Logo  
 Credits: Jordon Roberts, Creative Director  
 Erin Redd, Associate Creative  
 Stephanie Riley, Account Manager



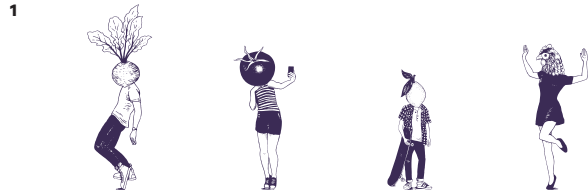
**82A - ILLUSTRATION - SINGLE**

**4** Award: **Gold Award**  
 Entrant: **Moses Inc**  
 Advertiser: Valley Metro  
 Title: Holiday Express  
 Credits: Matt Fischer, Creative Director  
 Albert Barroso, Senior Art Director  
 Katie Johnson, Copywriter  
 Landon Armstrong, Illustrator

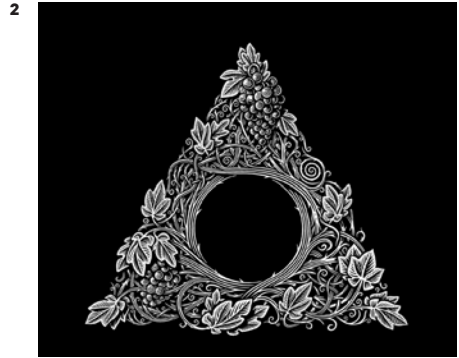
**5** Award: **Silver Award**  
 Entrant: **HAPI**  
 Advertiser: Arizona International Auto Show  
 Title: AZ International Auto Show Turkey  
 Credits: Jason Hackett, Creative Director  
 Mike Vera, Art Director  
 Danny Stoeller, Account Supervisor  
 Randy Geske, 3D Illustrator



82 B-ILLUSTRATION SERIES



1 Award: **Gold Award**  
 Entrant: **Blind Society**  
 Advertiser: Eilo's  
 Title: Eilo's Cast of Characters  
 Credits: James Clark, Creative Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director  
 Michael Molloy, Illustrator



2 Award: **Silver Award**  
 Entrant: **Bob Case Illustration**  
 Advertiser: Tertini Vineyards  
 Title: Tertini Wine Label Illustrations  
 Credits: Bob Case, Illustrator  
 Max Harkness, Creative Director

3 Award: **Silver Award**  
 Entrant: **RIESTER**  
 Advertiser: Arizona Department of Health Services  
 Title: Text to Quit" Coloring Pages  
 Credits: Tom Ortega, Chief Creative Officer  
 Azalia Felipe, Senior Designer  
 Liz Rogers, Copywriter  
 Christina Stone, Integration Supervisor



4 Award: **Bronze Award**  
 Entrant: **RIESTER**  
 Advertiser: MegaMex  
 Title: Herdez Guac Salsa Jar Illustrations  
 Credits: Tom Ortega, Chief Creative Officer  
 Azalia Felipe, Senior Designer  
 Tracy Camparone, Integration Supervisor





83 B-PHOTOGRAPHY, COLOR

1 Award: **Gold Award**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: Sedona Window  
 Credits: Ben Galloway, Creative Director  
 Shane McDermott, Photographer



2 Award: **Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: Sedona Chamber of Commerce  
 Sedona Secret 7 - Star Trails  
 Title: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Colton Casper, Cinematographer / Photographer  
 Ana Rabago, Senior Project Manager  
 Debbie Longley, VP Client Services  
 Karen Farugia, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Stephanie Peterson, Account Executive  
 Lia Fondrisi, Account Coordinator  
 Andrew Gilbertson, Copywriter

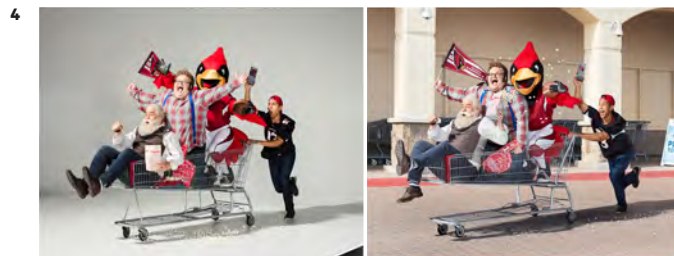


83C-PHOTOGRAPHY, DIGITALLY ENHANCED

3 Award: **Silver Award**  
 Entrant: **DigitalWire360**  
 Advertiser: Tal Barkel  
 Title: Tal Barkel - Frozen Elegance  
 Credits: Greg Naylor, Creative Director  
 Kevin Holmes, Art Director  
 Amy Packard Berry, Account Director  
 Stephanie Lough, Production Assistant  
 Neal Mei, Photographer



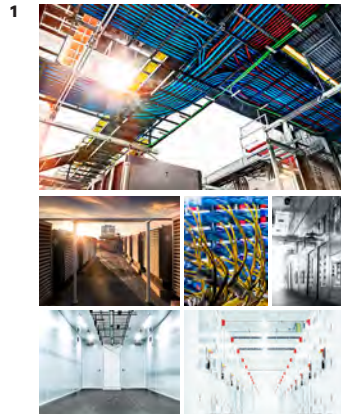
4 Award: **Bronze Award**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Cardinals Scratchers Shopping Cart  
 Credits: Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter/Producer  
 Cristian Hernandez, Junior Designer  
 Matt Moore, Chief Creative Officer  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Lia Fondrisi, Account Coordinator  
 Noelle Hobaica, Account Coordinator



83D-PHOTOGRAPHY CAMPAIGN

1 Award: **Gold Award**

Entrant: **LAVIDGE**  
 Advertiser: IO Data  
 Title: IO Data Photography  
 Credits: Bob Case, Chief Creative Officer  
 Shaun Jensen, Creative Director  
 Elisabeth McMenemy, Digital Strategist  
 Stephen Heitz, Chief Innovation Officer  
 Andrea Abbott, Producer  
 Blair Bunting, Photographer



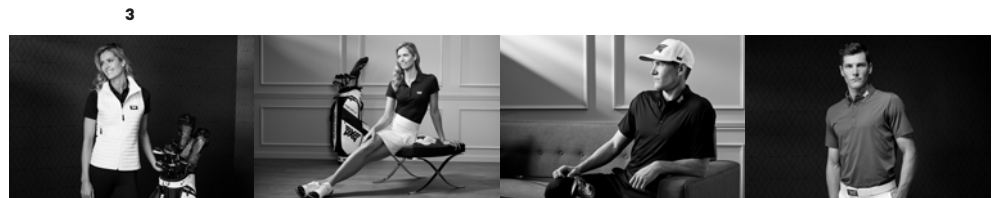
2 Award: **Gold Award**

Entrant: **OH Partners**  
 Advertiser: Sedona Chamber of Commerce  
 Title: Sedona Secret 7  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Colton Casper, Cinematographer / Photographer  
 Ana Rabago, Senior Project Manager  
 Debbie Longley, VP Client Services  
 Karen Farugia, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Stephanie Peterson, Account Executive  
 Lia Fondrisi, Account Coordinator  
 Andrew Gilbertson, Copywriter



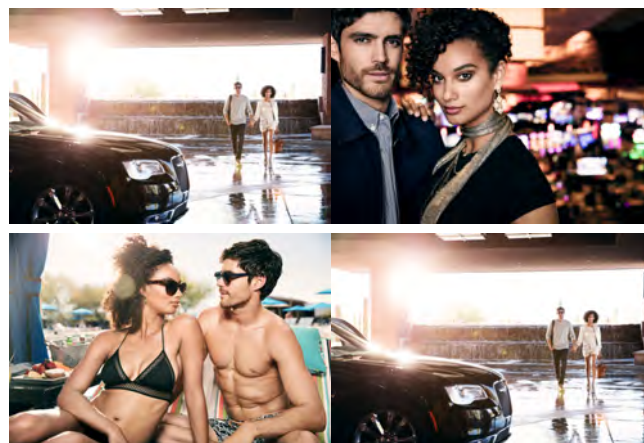
3 Award: **Silver Award**

Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: PXG  
 Title: PXG Photography  
 Credits: Shanley Jue, Creative Director  
 Gary Ludolph, Art Director  
 Heather Candelaria, Producer  
 Scott Council, Photographer  
 Peter Van Vliet, Production Designer  
 Nicole Cusimano, Account Director



4 Award: **Bronze Award**

Entrant: **OH Partners**  
 Advertiser: Gila River Hotels & Casinos  
 Title: Lifestyle Photography  
 Credits: Matt Moore, Chief Creative Officer  
 Clay James, Creative Director  
 Megan Golab, Art Director  
 Amy Colbourn, VP Client Services – Gaming  
 Haley Pinyerd, Account Executive  
 Helana Guerrero, Account Executive  
 Paige Buffington, Account Coordinator  
 Hannah Vandeventer, Project Manager  
 Steven Lippman, Photographer  
 WeMonster, Post-production



84A - ART DIRECTION-SINGLE

**1 Award: Gold Award**  
 Entrant: **Moses Inc**  
 Advertiser: MOD Pizza  
 Title: MOD Pizza Brand Book  
 Credits: Louie Moses, Executive Creative Director  
 Matt Fischer, Creative Director  
 Albert Barroso, Senior Art Director  
 Katie Johnson, Copywriter  
 Tim Brennan, Associate Creative Director

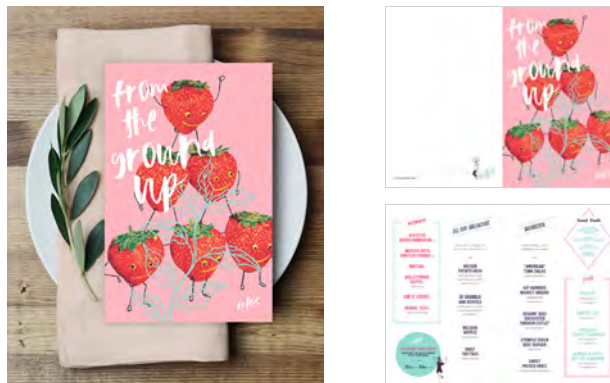


**2 Award: Silver Award**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Department of Health Services  
 Title: Zika Mosquito Head  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director  
 Frank Ippolito, Copywriter  
 Ivan Galaz, Senior Graphic Designer  
 Felix Armenta, Associate Creative Director  
 Hannah Vandeventer, Producer  
 Debbie Longley, Account Director  
 Stephanie Walaszek, Account Executive  
 Peter Van Vilet, 3D Artist/Model Builder



84B-ART DIRECTION-CAMPAIGN

**3 Award: Gold Award**  
 Entrant: **Blind Society**  
 Advertiser: Eilo's  
 Title: Eilo's Visual Identity  
 Credits: James Clark, Creative Director  
 Kari Tuttle, Senior Art Director  
 Shannon Ecke, Design Director  
 Michael Molloy, Illustrator



**4 Award: Gold Award**  
 Entrant: **R&R Partners**  
 Advertiser: R&R Partners  
 Title: The R&R Way  
 Credits: Mary Ann Mele, Chief Brand Officer  
 Matt Mason, Chief Strategist  
 Arnie DiGeorge, Executive Creative Director  
 Amberlee Engle, Corporate Director of Client Partnerships  
 Julie Shanahan, Associate Creative Director / Art Director  
 Greg King, Associate Creative Director / Copywriter  
 Jaime Gandarilla, Copywriter  
 Jordan Oliver, Copywriter  
 Don Turley, Executive Producer  
 Danita Collazo, Senior Digital Video Producer  
 Travis Turley, DP/ Senior Editor  
 David Miller, Senior Audio Producer



**1** Award: **Silver Award**  
 Entrant: **Bradshaw**  
 Advertiser: Maricopa Community Colleges  
 Title: Go Back to Get Ahead  
 Credits: Nick Bradshaw, Creative Director  
 Blair Bunting, Photographer



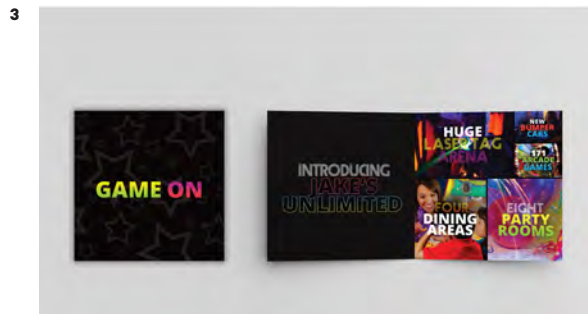
**2** Award: **Bronze Award**  
 Entrant: **Mya Kai Creative**  
 Advertiser: Young Zay  
 Title: Young Zay / Photo Shoot  
 Credits: Michael Jackson, Creative Director / Photographer  
 Derrick Jones-Nelson, Photographer



**3** Award: **Bronze Award**  
 Entrant: **Zion & Zion**  
 Advertiser: Jake's Unlimited  
 Title: Jake's Unlimited  
 Credits: Keila DeZeeuw, Graphic Designer  
 Kenna Watters, Art Director  
 Holly Dill, Account Director  
 Jessica Matcke, Account Executive

**85 - Cinematography**

**4** Award: **Gold Award**  
 Entrant: **OH Partners**  
 Advertiser: Sedona Chamber of Commerce  
 Title: Secret 7 Overview Film  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Luis Espinosa, Senior Graphic Designer  
 Veda Nagpurkar, Senior Graphic Designer  
 Chase Harris, Production Assistant  
 Ana Robago, Senior Project Manager  
 Sebastian Obando, Jr. Project Manager  
 James Webb, Director of Digital Solutions  
 Debbie Longley, VP Account Services  
 Karen Farugia, Account Director  
 Chelsea Smeland, Senior Account Executive



**5** Award: **Silver Award**  
 Entrant: **True Story Films**  
 Advertiser: Phoenix Suns  
 Title: Phoenix Suns "Team Intro"  
 Credits: Cary Truelick, Director  
 Katelyn Fukayama, Producer  
 Alex Mitchell, Director of Photography  
 Copper Post, Post Production



**86A- ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS**

**1** Award: **Silver Award**  
 Entrant: **LAVIDGE**  
 Advertiser: PROSE  
 Title: PROSE Video Animation  
 Credits: Bob Case, Chief Creative Officer  
 Daniel Goldberg, Associate Creative Director  
 Shaun Jensen, Interactive Creative Director  
 Kristy Roehrs, Senior Art Director  
 Sabrina Norris, Account Supervisor

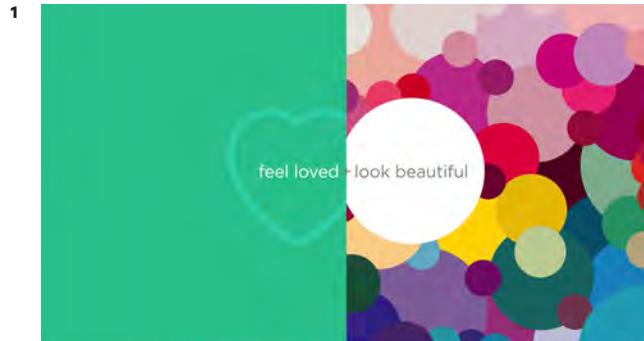
**2** Award: **Silver Award**  
 Entrant: **TMHK, LLC**  
 Advertiser: Fulton Homes  
 Title: Fulton Homes Looking Glass  
 Credits: Gabriel Naylor, Chief  
 Daniel Margiotta, Co-Chief

**3** Award: **Silver Award**  
 Entrant: **VIZTEK Studios**  
 Advertiser: Chevron  
 Title: Chevron Cars Challenge

**4** Award: **Bronze Award**  
 Entrant: **Copper Post**  
 Advertiser: Cable One  
 Title: Cable One "GigaOne"  
 Credits: Rob Beadle, VFX Supervisor/  
 Colorist  
 Emmanuel Rios, Motion Graphics/  
 VFX Composer  
 Yard Dog, Production Company  
 LaneTerralever, Agency

**86B- ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS CGI**

**5** Award: **Silver Award**  
 Entrant: **TMHK, LLC**  
 Advertiser: Fulton Homes  
 Title: Fulton Homes Looking Glass  
 Credits: Gabriel Naylor, Chief  
 Daniel Margiotta, Co-Chief



87 - VIDEO EDITING

1 Award: **Gold Award**

Entrant: **Sneaky Big Studios**  
 Advertiser: Browne Law Group  
 Title: Browne Law Group "No B.S."  
 Credits: Ron Sussman, Creative Editorial  
 Nichole Kizer, Colorist



2 Award: **Silver Award**

Entrant: **Sneaky Big Studios**  
 Advertiser: Arizona Lottery  
 Title: Stocking Stuffers  
 Credits: Ron Sussman, Creative Editorial  
 Alex Grossman, Director  
 Nichole Kizer, Colorist



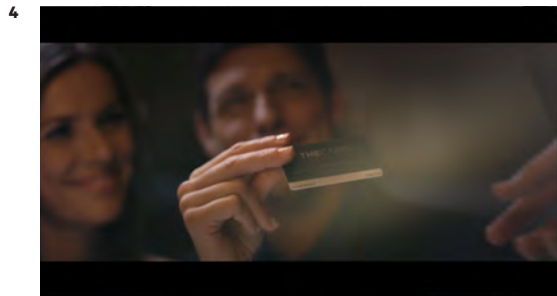
3 Award: **Silver Award**

Entrant: **TMHK, LLC**  
 Advertiser: Fulton Homes  
 Title: Fulton Homes Looking Glass  
 Credits: Gabriel Naylor, Chief  
 Daniel Margiotta, Co-Chief



4 Award: **Bronze Award**

Entrant: **Copper Post**  
 Advertiser: Gila River Casino  
 Title: Gila River Casino "The Card"  
 Credits: Rob Beadle, Editor/VFX Supervisor  
 LeeAnn Cone, Assistant Editor  
 Emmanuel Rios, VFX Compositor  
 Nichole Kizer, Colorist  
 True Story Films, Production Company  
 Cary Truelick, Executive Producer  
 Katelyn Fukayama, Producer  
 OH Partners, Agency

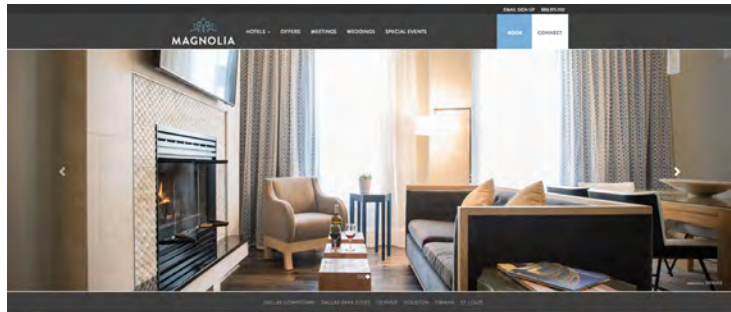


5 Award: **Bronze Award**

Entrant: **Sneaky Big Studios**  
 Advertiser: PARSONS XTREME GOLF  
 Title: Loaded Questions-Paige Spiranac  
 Credits: Ron Sussman, Creative Editorial



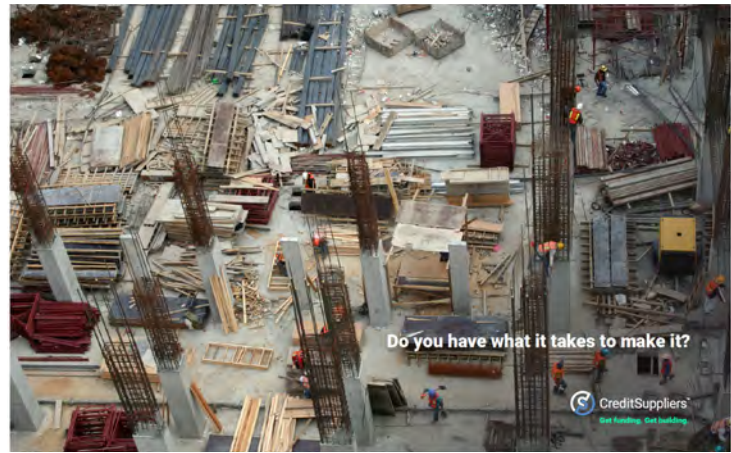
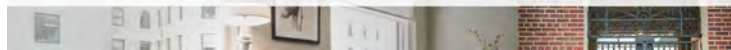
1



92 - RESPONSIVE DESIGN

- 1 Award: **Bronze Award**
- Entrant: **Commit Agency**
- Advertiser: Magnolia Hotels
- Title: Magnolia Hotels- Website
- Credits: Heidi Anderson, Copywriter  
Kevin Carnes, Associate Creative Director  
Krystal Hayes, Developer  
Jennifer Bianchi, Art Director  
Richard Cassey, Creative Director

2



COULD HAVE BEEN A CONTENDER.

- 2 Award: **Gold Award**
  - Entrant: **Bigfish Creative Group**
  - Advertiser: Credit Suppliers
  - Title: Credit Suppliers- World of Concrete
  - Credits: Kevin Cornwell, Design Director
- 3 Award: **Gold Award**
  - Entrant: **Bigfish Creative Group**
  - Advertiser: Mist Pharmaceuticals/ Stendra
  - Title: Stendra - Choose To Be Campaign
  - Credits: Kevin Cornwell, Design Director

3



**STUDENT**

SALES & MARKETING - COLLATERAL MATERIAL

S05A-PUBLICATION DESIGN - COVER

1



1 Award: **Silver Award**

Entrant: **Adam Hays**  
Educational: Arizona State University  
Institution: (W.P. Carey School of Business)  
Title: Call Me by Your Name  
Credits: Adam Hays, Designer

S10A OUT OF HOME & AMBIENT MEDIA - OUT-OF-HOME

2



2 Award: **Bronze Award**

Entrant: **AdWorks**  
Educational: AdWorks - ASU  
Institution: CAN-AM 500 Event Billboard  
Title: Lital Levy, Account Manager  
Credits: Chase Harris, Designer  
Zachary Potthoff, Copywriter



1



S10C-OUTDOOR & TRANSIT ADVERTISING CAMPAIGN

1 Award: **Gold Award**  
 Entrant: **AdWorks**  
 Educational Institution: AdWorks - ASU  
 Title: Campus Anti-Opioid Campaign  
 Credits: Marie Sminkey, Account Manager  
 Adam Hayes, Designer  
 Chase Harris, Account Director  
 Brandon Basche, Team Member  
 Cerina Myong, Team Member  
 Andy Nguyen, Team Member

2



S22B - INTEGRATED BRAND IDENTITY CAMPAIGN

2 Award: **Gold Award**  
 Entrant: **Francisca Nunez**  
 Educational Institution: The Art Institute Of Phoenix  
 Title: Canine Time Ad Campaign  
 Credits: Francisca Nunez, Student

3



S24 - VISUAL - LOGO DESIGN

3 Award: **Bronze Award**  
 Entrant: **Jeffrey Otto**  
 Educational Institution: Art Institute of Phoenix  
 Title: Caliente Taco  
 Credits: Jeffrey Otto

4 Award: **Bronze Award**  
 Entrant: **Jeffrey Otto**  
 Educational Institution: Art Institute of Phoenix  
 Title: Naughty Mouse  
 Credits: Jeffrey Otto

4



**S27A ART DIRECTION - SINGLE**

**1** Award: **Silver Award**  
Entrant **Chase Harris**  
Educational Arizona State University  
Institution:  
Title: I Was On A Trip - Album Cover  
Credits: Chase Harris, Designer

1



I WAS ON A TRIP FT. THE KOUNT  
RX SOUL

**S27B ART DIRECTION - CAMPAIGN**

**2** Award: **Bronze Award**  
Entrant **AdWorks**  
Educational AdWorks - ASU  
Institution:  
Title: PepsiCo Hiring Campaign  
Credits: Chase Harris, Art Director & Designer  
Lauren Hansen, Photographer  
Cole Demert, Account Manager  
Lacey Babcock, Hair & Makeup Stylist  
Zachary Potthoff, Production Assistant  
Amanda Kichler, Production Coordinator

2



**S28 -FILM, VIDEO & SOUND CINEMATOGRAPHY**

**3** Award: **Silver Award**  
Entrant **AdWorks**  
Educational AdWorks - ASU  
Institution:  
Title: AdWorks Brand Film  
Credits: Zachary Potthoff, Producer  
Amber Tufts , Director  
Vincent Viti IV, Director of Photography  
Jacobus Schieke, Music Producer & Artist  
Rachel Addington, Graphic Designer

3



**S30 - MUSIC AND SOUND DESIGN**

**4** Award: **Bronze Award**  
Entrant **AdWorks**  
Educational AdWorks - ASU  
Institution:  
Title: AdWorks Brand Film  
Credits: Zachary Potthoff, Producer  
Amber Tufts , Director  
Vincent Viti IV, Director of Photography  
Jacobus Schieke, Music Producer & Artist  
Rachel Addington, Graphic Designer

4



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**AARON O'HARE** | Agency Lead

P: 303-305-9551 E: aaron.ohare@centro.net

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Congratulations to this year's winners. We know how hard you worked for it.

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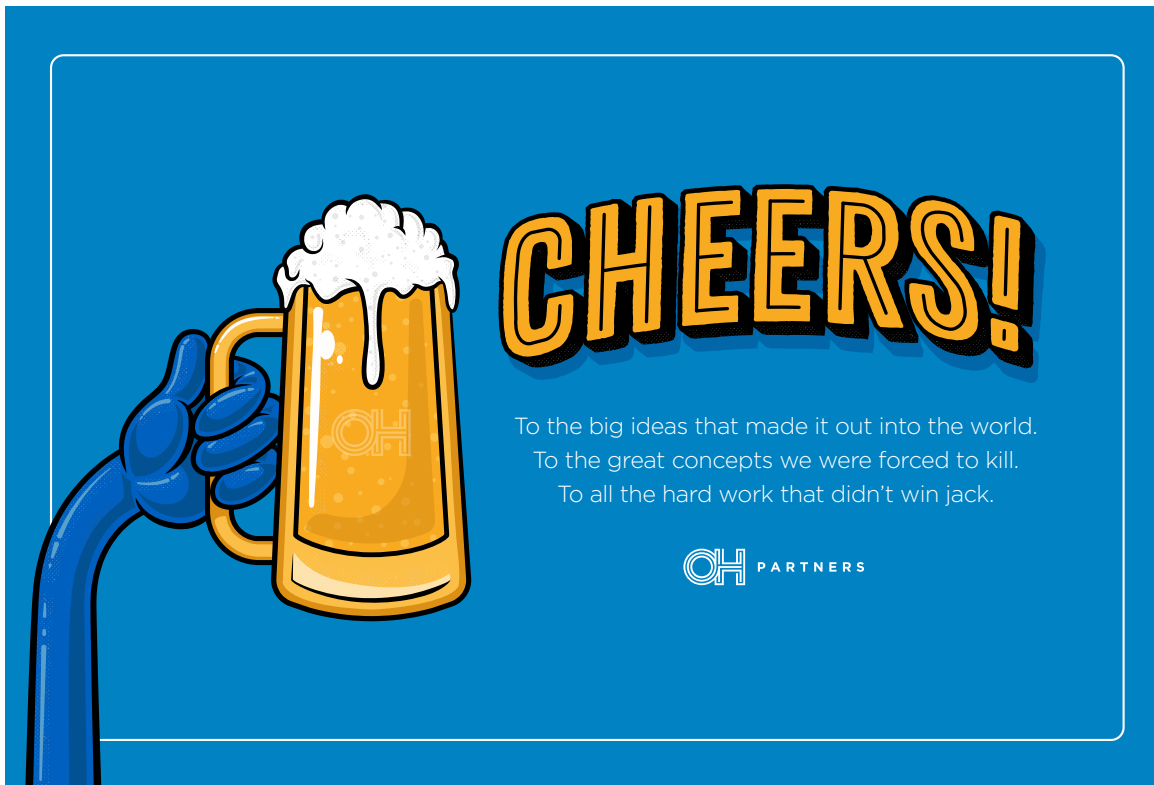
602.381.5700

 Clear Channel Outdoor

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

**Congratulations**  
**TO ALL THE WINNERS.**  
**See you AT THE BAR.** 

THE PARSONS AGENCY  
**BIG yam** 

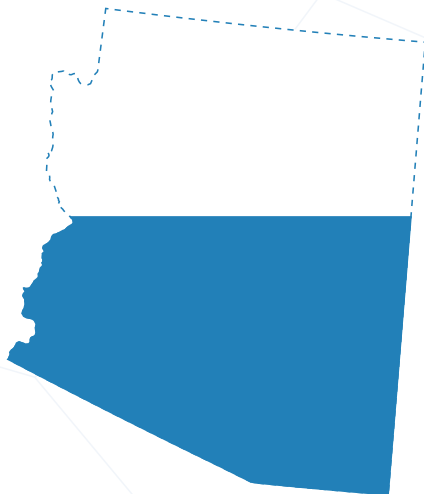


# WHAT'S BETTER THAN WINNING? GIVING.

We could have used this space to talk about ourselves. Instead, we're going to talk about how we can all help our community win. By donating and volunteering at The Society of St. Vincent de Paul, we can ensure our neighbors are fed, clothed, housed and healed. [stvincentdepaul.net](http://stvincentdepaul.net)



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## More Than Half

of Arizona's top agencies are already working to make the state a destination for top talent and brands. Find out how you or your agency can participate at [azadguild.com](http://azadguild.com).





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# *Autographs*



Creativity Collaboration Community