

Out of this
WORLD

**THE AMERICAN
ADVERTISING AWARDS
2021**

Cyberspace Event

Livestreamed from Dawson
by New Vision Media

MARCH 4, 2021

FIVE...

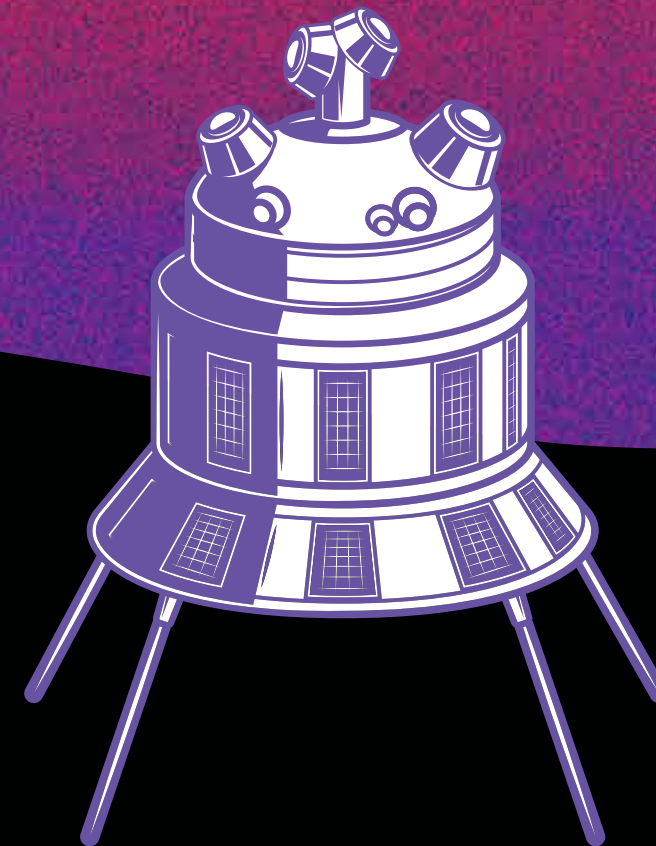
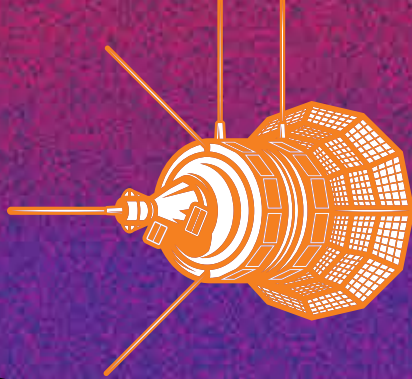
FOUR...

THREE...

TWO...

It's the American Advertising Awards in cyberspace!

As we reflect on this meteor shower of a year, let's celebrate the resilience, discipline, compassion, and growth we have all experienced—not to mention the stellar creative from 2020.



On behalf of the AAF Columbus Board, thank you to all the entrants and supporters of this year's local American Advertising Awards. We're excited to celebrate our local advertising community and to share with you all as we admire the best work in Central Ohio.



Thank you to this year's ADDY Committee, all the volunteers, and our Executive Director, Kelly Rodenfels! This team worked tirelessly to support the competition and design and execute the program. Another thanks to our sponsors who contributed their dollars, space, and services in support of our AAF chapter. None of this would be possible if not for the volunteers and board members who devoted countless hours to market, coordinate, and reimagine this event.

We are proud that in addition to our national categories, we continued the tradition of our Local-only Pride of Columbus award in addition to two new local awards focused on COVID response and diversity.

This book and our show are a celebration of the Columbus creative community, and this year, we were blown away.

This work is truly Out of this World!

Enjoy!

Angela Blum
AAF Columbus 2020-21
President

Thank you to our interstellar community of individuals and organizations that have made the 2021 American Advertising Awards a reality.

AAA Board Committee

Ansley Phillips (Chair), *WD Partners*
Lindsey Kobelt (Co-Chair), *Post House Creative*
Ashten Justus, *MedVet*
Christopher Jones, *Warhol & Wall St.*

AAA Volunteer Committee

Jenny Frankart, *Frankart Film*
Patrick Phillips, *New Vision Media*
Liz White, *BrandWell*
Raquel Kelley, *Momgul*
Maggie Humphrey, *Spacejunk*
Mike Levison, *Dorsey & Company*
Lillian Clifton, *Vital Companies*
Hannah Pinkie, *WD Partners*
Zak Jasinski, *Hanson, Inc.*
Beth Burson, *Origo Branding*

AAF Columbus President

Angela Blum, *Fusion Alliance*

AAF Columbus Executive Director

Kelly Rodenfels, *Knockout Branding*

AAF Columbus Chapter Sponsors

Dawson Careers
LocaliQ

AAA In-Kind Sponsors

Dawson Careers
New Vision Media
Land Grant Brewing
Frankart Film
Minuteman Press Dublin
Millcraft Paper
Post House Creative
Momgul
MedVet
Bond Creative + Branding
Outreach Promotional Solutions
Warhol & Wall St.
Honey & Blue

AAA Special Thanks

Doug Buchanan, *Columbus Business First*
Jerrud Smith, *New Vision Media*
Terri Price-Deep, *Millcraft Paper*
Mark Richards, *Land Grant Brewing*
Short North Arts District
Sherrie Gallerie
(Not) Sheep Gallery
Sean Christopher Gallery
Studios On High
Sarah Gormley Gallery

The Earthlings



Crystal Davis

**Embry-Riddle
Aeronautical University
Daytona Beach, FL**

Crystal is a visual communicator with 14 years experience in advertising, marketing and higher education. She has developed and executed a wide variety of print and digital projects—identity development, campaigns, advertisements, marketing, environmental design, and event collateral.

She is currently focusing on creative visual-design strategy and brand implementation for Embry-Riddle Aeronautical University. Crystal produces engaging, cohesive and thoughtful design solutions that speak to prospective students, high-profile external audiences and internal institutional clients.

When she's not in the office, Crystal enjoys exploring in her Jeep Wrangler, landscape photography, and traveling.



Fréz Ferrino

**TMRW Studios
Los Angeles, CA**

Fréz Ferrino is a passionate designer, multidisciplinary creative, and evergreen entrepreneur—on a non-traditional path. Fréz studied Marketing and Graphic Arts at the University of Arizona and graduated with honors in 2001. After graduation, he served in private wealth management, and this became the precursor to a career of balancing art and commerce. In 2013, Fréz founded Tomorrow Studios, a boutique design studio with the intent on communicating genuine stories with positive global impact.

Fréz's practice is marked by the balance between simplicity, purpose, and beauty. Work encompasses business strategy, brand identity, art direction, user experience, and product design; created alongside Fortune 500 companies and startups alike. Clients include Adidas, Disney, Ericsson, Purina, Hasbro, Monster, PackIt, Petnet and Vapur.

He is a passionate husband, loving father, avid street baller, low-key DJ, and weekend zine-maker.



Shane Santiago

**Bravely
Jacksonville, FL**

Shane oversees creative, strategy and implementation at Bravely. Through a breadth of experience, from startups to Madison-Avenue agencies, Shane has brought big ideas to world-renowned brands like Johnson & Johnson, the Jacksonville Jaguars, Marriott International, Under Armour, Disney, Discovery, the NBA, Daytona International Speedway, Paramount Pictures and Sony Pictures, snagging a myriad of industry honors along the way.

He's been published in top industry publications, such as Advertising Age, ADWEEK, Communication Arts and Mashable. Shane served as Chair of the Advertising Advisory Council at the University of Florida during undergrad. He also spent time as the Co-Chair of AAF National's Innovation Committee. Shane's work encompasses business strategy, brand identity, art direction, user experience, and product design; created alongside Fortune 500 companies and startups alike.



Hannah Samlall

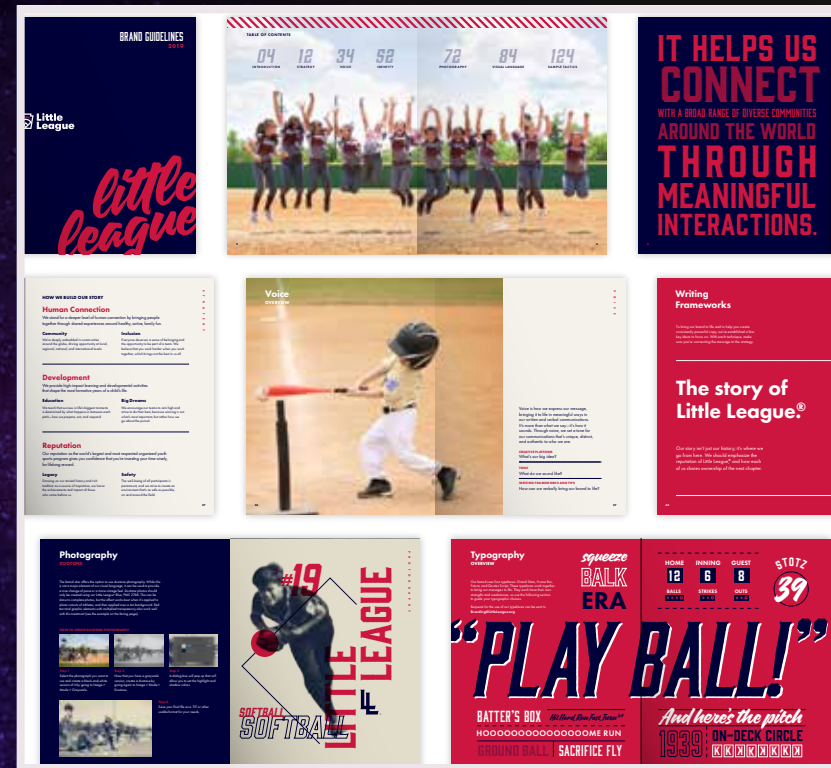
**Waterloo Street
Pittsburgh, PA**

Hannah Samlall is the co-founder of Waterloo Street, a boutique web design agency. Her agency works with entrepreneurs and small women-owned businesses to elevate their online presence.

Aside from Waterloo Street, Hannah is also a writer for Warrenton Lifestyle Magazine, a monthly publication highlighting different businesses, people, and aspects of her hometown of Warrenton, Virginia. She currently resides in Pittsburgh with her cats, Dunks & Sebastian.

Hannah is obsessed with all things copy. Don't get her started on the Oxford comma. When she's not running her biz or writing, you can find her whipping up a delicious meal, snuggling with her cats, or jamming out at an indie concert. You'll rarely catch her without a cup of coffee in hand and she thinks that kindness is badass.

Hannah holds a Bachelor of Arts in Communication Studies from Virginia Tech and is a member of Ad 2 in Pittsburgh. Go Hokies!



Integrated Branded Content Campaign

Little League International

Ologie

Paul Davis, *Executive Creative Director*
 Doug Edwards, *Executive Strategy Director*
 Adina Kozberg, *Director of Client Partnership*
 Chris Pederson, *Associate Creative Director*
 Connor Mitchell, *Senior Designer*
 Michael Fletcher, *Designer*
 Jonathan Schmitt, *Associate Visual Director*

Out-Of-Home Installation



Columbus Crew Experience Center

TENFOLD

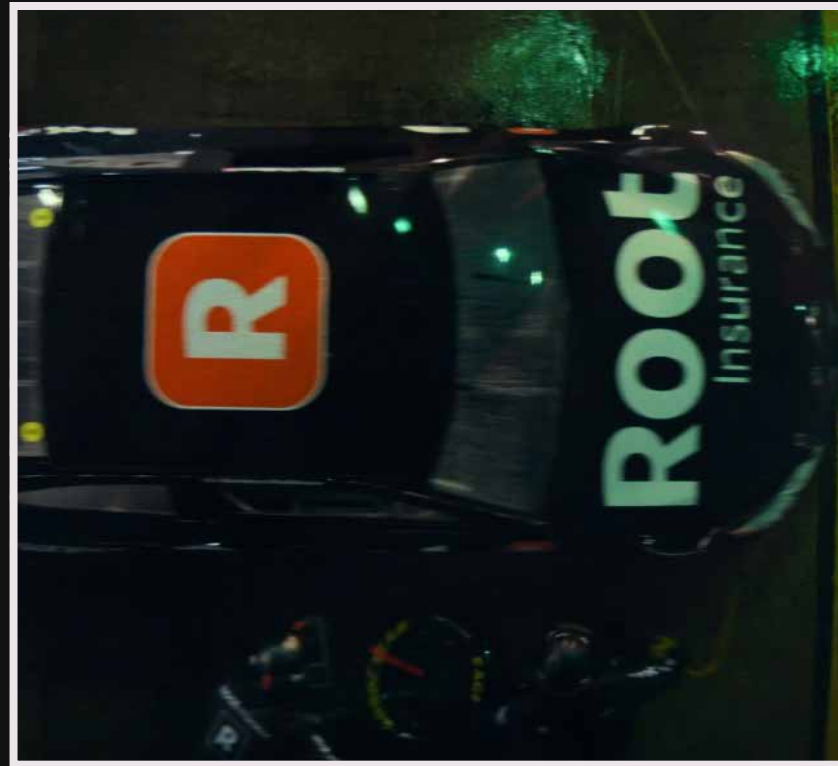
TENFOLD

Internet Commercial

Progress Owes No Apology

Root Insurance

Kelly Ruoff, Chief Brand Officer
 Jill Neely, Executive Creative Director
 Cristol Rippe, VP, Integrated Marketing
 Kevin Rapp, Creative Director, Production
 Wes Kull, Design Director
 Jes Martin, Senior Designer
 Chris Schoenman, Motion Designer / 3D Animator
 Tool of NA:
 Dustin Callif, President / Executive Producer,
 Nancy Hacohen, Managing Director / Executive Producer, Wesley Walker,
 Director, Rob Sexton - Executive Producer,
 Amy Delossa, Head of Production,
 Andy Coverdale, Producer,
 Max Goldman, Director of Photography,
 Marc Wilson, Creative Director
 Richard Wright, Production Designer,
 Mary Church, Post Producer
 Cabin Edit:
 Adam Becht, Executive Producer
 Lynne Mannino, Senior Producer
 Emma Backman, Editor
 Jonatas da Silva, Assistant Editor
 Rex-Kane Hart, Assistant Editor (Archival), Editorial
 VFX & Finishing, Shape & Light
 Company 3:
 Anna Kelman, Color Producer
 Joseph Bicknell, Colorist, Color
 Sweet Justice Sound LTD:
 Csaba Wagner, Sound Designer, Sound
 Luke Atencio, Music
 Green Blanket:
 Karmen Dann, Creative Producer



Integrated Branded Content Campaign

What Were You Made For?

Ologie

Paul Davis, Executive Creative Director
 Chris Pederson, Associate Creative Director
 Doug Edwards, Executive Strategy Director
 Kyle Harrington, Associate Director, Client Partnership
 Norah Goldman, Executive Director, Client Partnership
 Sean Dunn, Motion Graphics Designer
 Mark Love, Executive Video Director
 Lindsay Love, Executive Producer
 Alex Henderson, Associate Director of Technology,
 Integrated Marketing
 Dan McMahon, Photography

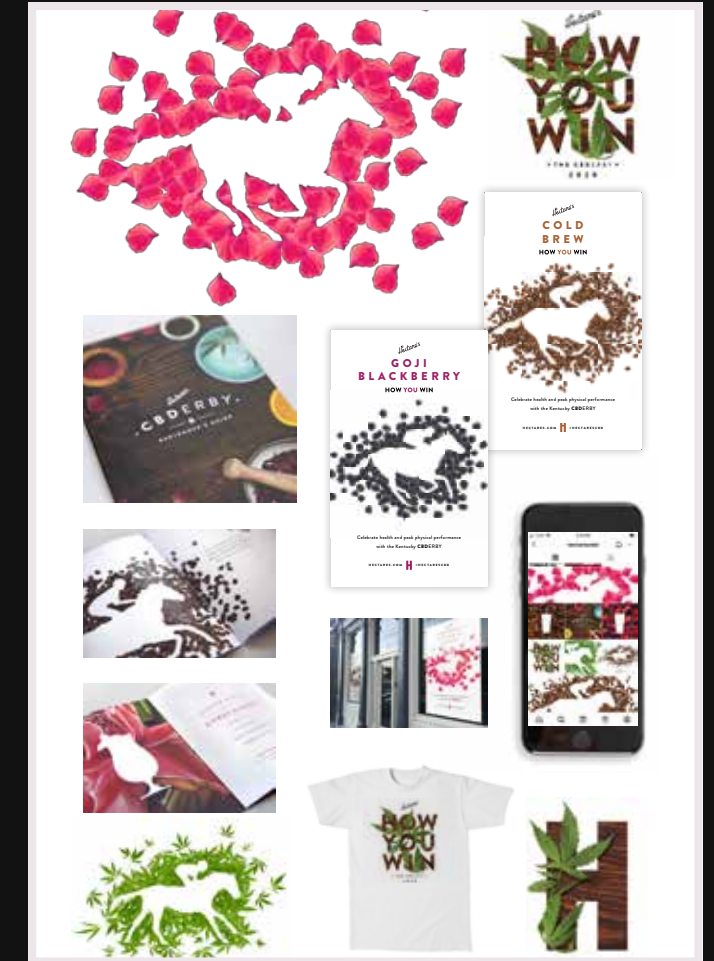


Integrated Advertising Campaign

First Federal Savings – New Product

Bonfire Red

Ashley Shipley, Producer
 Joey Zornes, Creative Director
 Jason Kocheran, Senior Designer
 Alex Woltz, Lead Designer
 Rich Rayburn, Designer
 Noell Wolfgram Evans, Copywriter



Out-Of-Home Campaign

CBDerby

GSW

Chris Cummings, Associate Creative Director
 Jeremy McDonald, VP Director Technology
 Amelia Guilck, BD Supervisor
 Joe Fago, Associate Creative Director
 Ben Campbell, Digital Strategist

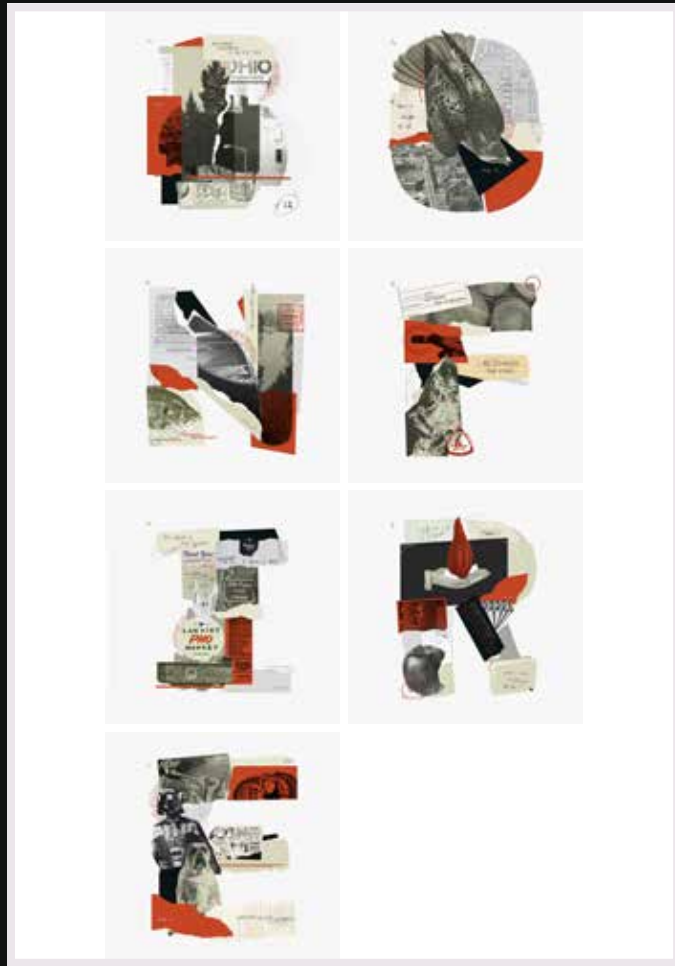
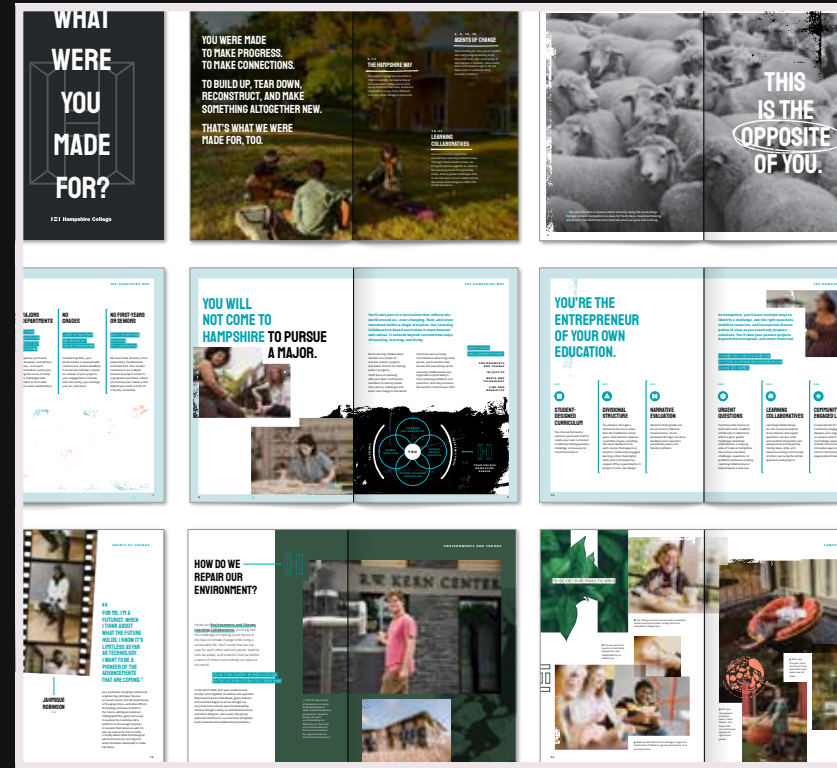


Illustration Series

Bonfire Typography Study

Bonfire Red

Holly Malone, *Design Director*
Tiansen Wu, *Lead Designer*
Rich Rayburn, *Designer*
Brittni Hall, *Social Media Manager*



Brochure

What Were You Made For?

Ologie

Paul Davis, *Executive Creative Director*
Chris Pederson, *Associate Creative Director*
Doug Edwards, *Executive Strategy Director*
Kyle Harrington, *Associate Director, Client Partnership*
Norah Goldman, *Executive Director, Client Partnership*
Sean Dunn, *Motion Graphics Designer*
Mark Love, *Executive Video Director*
Lindsay Love, *Executive Producer*
Alex Henderson, *Associate Director of Technology, Integrated Marketing*
Dan McMahon, *Photography*

Regional/National Television Commercial

Keep It Fun "Obsessed" TV Spot

Fahlgren Mortine and Warhol & WALL ST.

Scott Gracan, *Senior Art Director*
Mike Exner, *Creative Director*
Bill Marconi, *Creative Director*
Yohannan Terrell, *Creative and Strategy Partner*
Ashley Randle, *Creative and Strategy Partner*
Christopher Jones, *Creative and Strategy Partner*
Sarah O'Driscoll, *Client Engagement*
Kelly DeNiro, *Client Engagement*
Annmarie Smerdel, *Client Engagement*
Jennifer Jenkins, *Project Manager*
Molke Dapp, *Director*
Max Butler, *Producer*
Megan Guerrant, *Producer*
Steve Morrison, *Editor*

Cinematography—Single

Bob Evans “America’s Farm Fresh” TV

Ron Foth Advertising

Marty Nowak, *SVP Production/Editor*
Ron Foth Jr., *Director/Creative Director*
Dave Henthorne, *Creative Director*
Katie Abbott, *Assoc. Producer*



Computer Generated Imagery (CGI)

Columbus Zoo “Sea Lions” TV

Ron Foth Advertising

Ron Foth Jr., *Director/Creative Director*
Dave Henthorne, *Creative Director*
Marty Nowak, *SVP Production/Editor*
Katie Abbott, *Assoc. Producer*



Out-Of-Home Installation

Telhio Operations Center

TENFOLD

TENFOLD

Regional/National Television Commercial Campaign

“Keep It Fun” TV Campaign

Fahlgren Mortine and Warhol & WALL ST.

Scott Gracan, *Senior Art Director*
Mike Exner, *Creative Director*
Bill Marconi, *Creative Director*
Yohannan Terrell, *Creative and Strategy Partner*
Ashley Randle, *Creative and Strategy Partner*
Christopher Jones, *Creative and Strategy Partner*
Sarah O’Driscoll, *Client Engagement*
Kelly DeNiro, *Client Engagement*
Annmarie Smerdel, *Client Engagement*
Jennifer Jenkins, *Project Manager*
Mark Nickelsburg, *Director*
Motke Dapp, *Director*
Barry Zeidman, *Producer*
Max Butler, *Producer*
Megan Guerrant, *Producer*
Steve Morrison, *Editor*

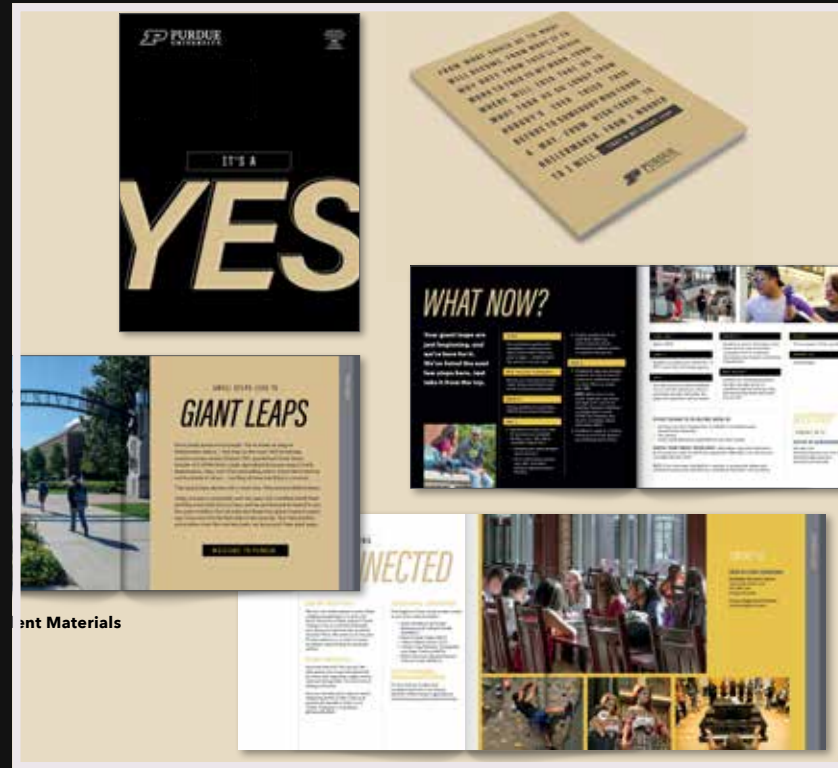


Integrated Advertising Campaign

Purdue University

Ologie

Paul Davis, *Executive Creative Director*
 Nathan Thornton, *Executive Creative Director*
 Norah Goldman, *Executive Director, Client Partnership*
 Bill Faust, *Chief Strategy Officer & Senior Partner*
 Doug Edwards, *Executive Strategy Director*
 Keith McDaniel, *Associate Visual Director*
 Mark Love, *Executive Video Director*
 Lindsay Love, *Executive Producer*
 Sean Dunn, *Motion Graphics Designer*
 Courtney Kuether, *Motion Designer*



Print Materials

Internet Commercial

Pop Tab Heroes

Pixel Park

Ryan Gargac, *Director*
 Ash Thomas, *Design and Story Board*
 Hilary Buchanan, *Writer*
 Ryan Gargac, *Writer*
 Ash Thomas, *Writer*
 Dustin Kober, *Lead Animator*
 Ben Heuser, *Secondary Animator*
 Ryan Gargac, *Secondary Animator*
 Ambrose Yu, *Music and Sound Design*
 Ethan Castle, *Voice Talent*
 Matthew Hoelter, *Executive Producer*
 Josie Bowlin, *Producer*
 Sam Hal, *Producer*



Out-Of-Home Installation

Adirondack Fishing Lodge

WSA

Ashley Kerwood, *Design Specialist*
 Carolyn Price, *Experience Design Manager*
 Lauren Miller, AIA, *Design Manager*
 Paige Schmeling, AIA, *Design Specialist*

Integrated Advertising Campaign

“Keep It Fun” Integrated Campaign

Fahlgren Mortine and Warhol & WALL ST.

Scott Gracan, *Senior Art Director*
 Mike Exner, *Creative Director*
 Bill Marconi, *Creative Director*
 Yohannan Terrell, *Creative and Strategy Partner*
 Ashley Randle, *Creative and Strategy Partner*
 Christopher Jones, *Creative and Strategy Partner*
 Sean Cowan, *User Experience*
 Jude Divierte, *Technology Director*
 Sarah O'Driscoll, *Client Engagement*
 Kelly DeNiro, *Client Engagement*
 Annmarie Smerdel, *Client Engagement*
 Chrystie Reep, *Media Connections*
 Julia Anderson, *Media Connections*
 Becki Weissinger, *Project Manager*
 Jennifer Jenkins, *Project Manager*
 Mark Nickelsburg, *Director*
 Motke Dapp, *Director*
 Barry Zeidman, *Producer*
 Megan Guerrant, *Producer*
 Steve Morrison, *Editor*



Integrated Brand Identity Campaign

All About You

Root Insurance

Kelly Ruoff, *Chief Brand Officer*
 Jill Neely, *Executive Creative Director*
 Cristol Rippe, *VP, Integrated Marketing*
 Kevin Rapp, *Creative Director, Production and Editor*
 Wes Kull, *Design Director*
 Anthony Trimpe, *Creative Director*
 Patrick Kaiser, *Director of Integrated Marketing*
 Kristi Blasczyk, *Senior Program Manager*
 Eloise Maun, *Engineering Lead*
 Jes Martin, *Senior Designer*
 Dylan Meister, *Senior Copywriter*
 Xavier McAllister, *Editor*
 Chris Schoenman and Marco Cardenas, *Motion Designers*
 Zac Remboldt, *Web Developer*
 Kremer Johnson Photography, *Production Company*
 Neil Kremer and Cory Johnson, *Directors / Photographers*
 Devin Schiro, *Director of Photography / Colorist*
 Loose Films: Ori Segev - *Director*, Drew Johnson - *Producer*,
 Jason Hambach - *Director of Photography*
 Liam Hickey, *Music*
 John Fippin, *Magnetic Studios, Sound Design / Mix*



Art Direction—Campaign

Root Postcards - Far but not apart

Root Insurance

Root Insurance, *Client*
 Kelly Ruoff, *Chief Brand Officer*
 Jill Neely, *Executive Creative Director*
 Lisa Ragland, *Art Director*
 The Root Copy Team, *Copywriting*
 Melissa Jackson, *Senior Designer and Copywriting*
 Igloo Letterpress, *Printer*



Integrated Branded Content Campaign

Progress Owes No Apology

Root Insurance

Kelly Ruoff, *Chief Brand Officer*
 Jill Neely, *Executive Creative Director*
 Cristol Rippe, *VP, Integrated Marketing*
 Kevin Rapp, *Creative Director, Production*
 Wes Kull, *Design Director*
 Anthony Trimpe, *Creative Director*
 Tom Kuhn, *Director of External Communications*
 Patrick Kaiser, *Director of Integrated Marketing*
 Kelsea Wiggins, *Social Media Manager*
 Kristi Blasczyk, *Senior Program Manager*
 Eloise Maun, *Engineering Lead*
 Lisa Ragland, *Art Director*
 Maria Minnelli, *Copy Director*
 Jes Martin, *Senior Designer*
 Kyle Taylor, *Senior Social Designer*
 Dylan Meister, *Senior Copywriter*
 Lauren Tripp, *Senior Copywriter*
 Chris Schoenman, *Motion Designer*
 Zac Remboldt, *Web Developer*



Cinematography—Single

Nationwide Today's Family

Spacejunk

Andy Murphy-Young, *Producer*
 Mike Beaumont, *Creative Director, Writer, Editor*
 Brent Jackson, *Director*
 Kenny Mosher, *DP*
 Liz Hejny, *Composer*
 Kurt Keaner, *Color*
 Eric Vucelich, *Audio*
 Kody Orris, *Audio*



professional
SILVER



Out-Of-Home Multiple Installations

The Forge, Level 3

WSA

Lauren Miller, AIA, *Design Manager*
 Scott Geither, *Design Manager*
 Paige Schmeling, AIA, *Design Specialist*



Local Television Commercial Campaign

"Back to Life" TV Campaign

Fahlgren Mortine

Andy Knight, *Executive Creative Director*
 Bill Fioritto, *Creative Director*
 Stephanie Subel, *Copywriter*
 Ryan Wyss, *Art Director*
 Pam Lowe, *Client Engagement*
 Jennifer Gundling, *Project Manager*

Out-Of-Home Installation

Leading EDJE Corporate Office

TENFOLD

TENFOLD

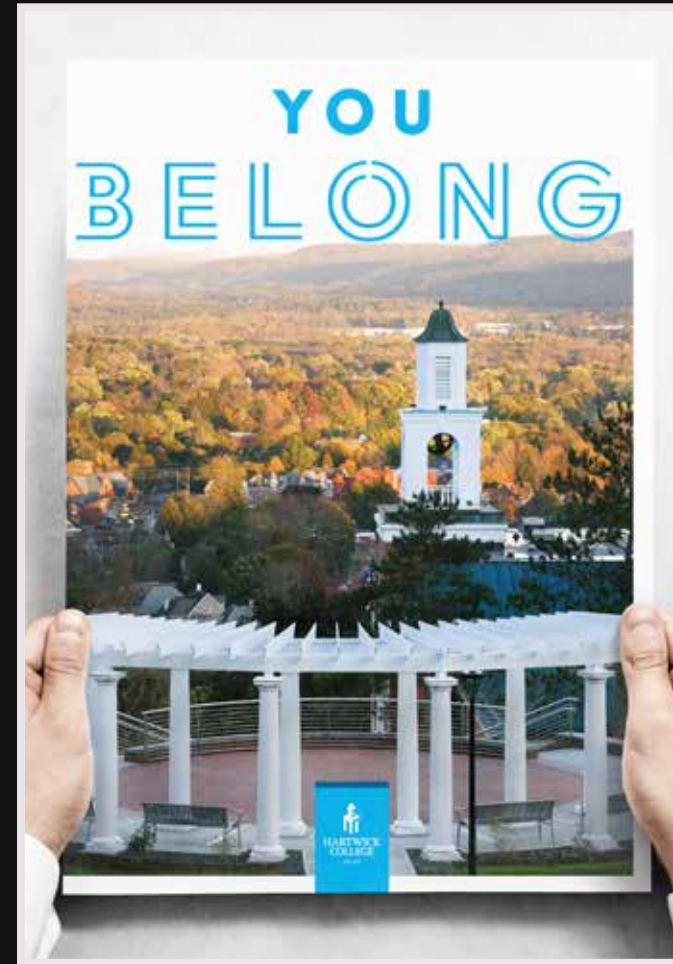


Animation, Special Effects or Motion Graphics

Nationwide Children's Hospital

Spacejunk

Brent Jackson, *Director & Writer*
 Andy Murphy-Young, *Producer*
 Mike Beaumont, *Writer*
 Jason Hambach, *DP*
 Kurt Keaner, *Edit/Color*
 Karl Hein, *VFX, Animation*
 Dan Hildebrand, *VFX, Animation*
 David Rosmarin, *VFX, Animation*
 Kody Orris, *Audio*
 Brian Skeel, *Audio*



Branded Content & Entertainment Campaign

You Belong/ Hartwick College

Ologie

Bev Ryan
 Amy Ireland, *Executive Account Director*
 Ross Barton, *Client Partnership Director*
 Amanda Gibson, *Associate Strategy Director*
 Carrie Mazza, *Digital Strategy Director*
 Megan Hyde, *Digital Strategy Manager*
 Joy Sullivan, *Art Director, Copy*
 Dakota Story, *Senior Writer*
 Joel Showalter, *Editorial Director*
 Keith McDaniel, *Associate Visual Director*
 Eric Blair, *Senior Designer*
 Fernando Bergas Coria, *Marketing Activation Director*
 Alex Henderson, *Associate Director of Technology, Integrated Marketing*
 Tyler Spahr, *Associate Creative Director*
 Dan Balyint, *Senior Integrated Marketing Manager*
 Mark Love, *Executive Video Director*
 Courtney Kuether, *Motion Graphics Designer*
 Sean Dunn, *Motion Graphics Designer*
 Kevin Murray, *Senior Video Editor*
 Lindsay Love, *Executive Producer*



Integrated Advertising Campaign

CBusSeeUs – Youth Homelessness

Holden Ellis

Josh Fitzwater, *Owner + Chief Visionary Officer*
 Todd King, *Creative Director*
 Julia Crawford, *Project Manager*
 Sarah Moore, *Lead Designer*
 Kate Schroeder, *Copywriter*

Photography Black & White/Color/Digitally Enhanced

CBusSeeUs - Do You See Us?

Holden Ellis

Josh Fitzwater, *Owner + Chief Visionary Officer*
Todd King, *Creative Director*
Julia Crawford, *Project Manager*
Sarah Moore, *Lead Designer*
Kate Schroeder, *Copywriter*



Cinematography

Nationwide Children's Hospital

Spacejunk

Brent Jackson, *Director & Writer*
Andy Murphy-Young, *Producer*
Mike Beaumont, *Writer*
Jason Hambach, *DP*
Kurt Keaner, *Edit/Color*
Karl Hein, *VFX, Animation*
Dan Hildebrand, *VFX, Animation*
David Rosmarin, *VFX, Animation*
Kody Orris, *Audio*
Brian Skeel, *Audio*



Out-of-home Ambient Media, Super-sized, Extension/
Dimensional, Digital or Animated

Columbus Goodness Campaign

Holden Ellis

Josh Fitzwater, *Owner + Chief Visionary Officer*
Todd King, *Creative Director*
Julia Crawford, *Project Manager*
Sarah Moore, *Lead Designer*
Kate Schroeder, *Copywriter*

Bollé USA

Performance eyewear that knows no limits. Lenses deliver unrivaled optical clarity. Frames that adjust to hold on no matter how far you push them.



Push beyond boundaries.

[Learn More](#)

Online/Interactive Campaign

Bolle IRL Brand Story Experiment

The Shipyard

David Sonderman, *Creative*
Ryan Conover, *Creative*
Tony Sharpe, *Creative*
Rose Garry, *Strategy*
Lance Porigow, *Strategy*
David Grzelak, *Strategy*
Benson Teirnen, *Editor*
Blake Williams, *Performance Video*
Megan DiDomenico, *Operations*

Advertising Industry Self-Promotion
Film/Video/Sound

2021 Demo Reel

Pixel Park

Matthew Hoelter, *Executive Producer*
Kelly Sells, *Executive Producer*
Hilary Buchanan, *Creative Director*
Ryan Gargac, *Director*
Alexis Schuknecht, *Art Director*
Allison Maier, *Director of Production*
Sam Hall, *Producer*
Emily Burbacher, *Producer*
Liz Anderson, *Designer*
Ash Thomas, *Designer*
Dustin Kober, *Animator*
Ben Heuser, *Animator*
William Macbeth, *Animator*
Ryan Gargac, *Edit + Sound Design*
Jill McClurg, *Studio Coordinator*



Out-Of-Home Installation

M/I Homes National Headquarters

TENFOLD

TENFOLD



Music Video

Ella Fitzgerald: Mack the Knife

Pixel Park

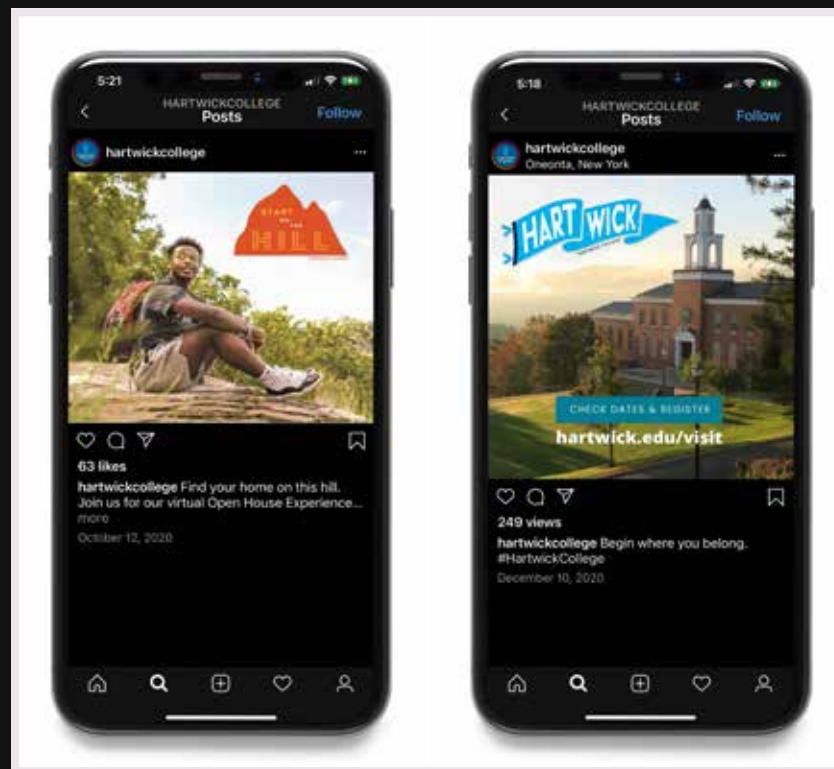
Hilary Buchanan, *Director*
Alexis Schuknecht, *Director*
Ash Thomas, *Designer*
Charity Ekpo, *Designer*
Dustin Kober, *Animator*
William Macbeth, *Animator*
Emily Burbacher, *Producer*
Allison Maier, *Producer*

Integrated Advertising Campaign

You Belong/ Hartwick College

Ologie

Bev Ryan
Amy Ireland, *Executive Account Director*
Ross Barton, *Client Partnership Director*
Amanda Gibson, *Associate Strategy Director*
Carrie Mazza, *Digital Strategy Director*
Megan Hyde, *Digital Strategy Manager*
Joy Sullivan, *Art Director, Copy*
Dakota Story, *Senior Writer*
Joel Showalter, *Editorial Director*
Keith McDaniel, *Associate Visual Director*
Eric Blair, *Senior Designer*
Fernando Bergas Coria, *Marketing Activation Director*
Alex Henderson, *Associate Director of Technology, Integrated Marketing*
Tyler Spahr, *Associate Creative Director*
Dan Balyint, *Senior Integrated Marketing Manager*
Mark Love, *Executive Video Director*
Courtney Kuether, *Motion Graphics Designer*
Sean Dunn, *Motion Graphics Designer*
Kevin Murray, *Senior Video Editor*
Lindsay Love, *Executive Producer*



Cinematography—Single

Capsa Healthcare Meet Trio Launch

Kinopicz American

Francesco Lazzaro, *Director*
 Damian Wohrer, *Director of Photography*
 Amber Hersch, *Editor & Colorist*
 Bob Cobaracas, *Lead Motion Graphics*
 Zach Hoover, *Lighting Technician*
 Austin Dunn, *Co-Producer*
 Drew Theiss, *Gaffer / Grip*
 Casey Hunter, *Bolt Technician*
 David Jeffries, *Bolt Technician*
 Erica Stewart, *Hair & Makeup*
 Chelsea Cook, *Talent*
 Emmanuel Carter, *Talent*
 Oletha Reel, *Talent*
 Sonia Rayka, *Production Assistant*
 Nick Romanowski, *Motion Graphics*
 David Gardner, *Props*



Music Video

Over the Rainbow

Pixel Park

Hilary Buchanan, *Director*
 Ben Heuser, *Designer*
 Ben Heuser, *Animator*
 Emily Burbacher, *Executive Producer*



Out-Of-Home Multiple Installations

Brick House Blue

WSA

Carolyn Price, *Experience Design Manager*
 Kirsten Sheely, *NCIDQ, IIDA, Studio Leader*
 Lauren Miller, *AIA, Design Manager*
 Scott Geither, *Design Manager*



Direct Marketing & Specialty Advertising

Love Fest Client Appreciation Event

treetree

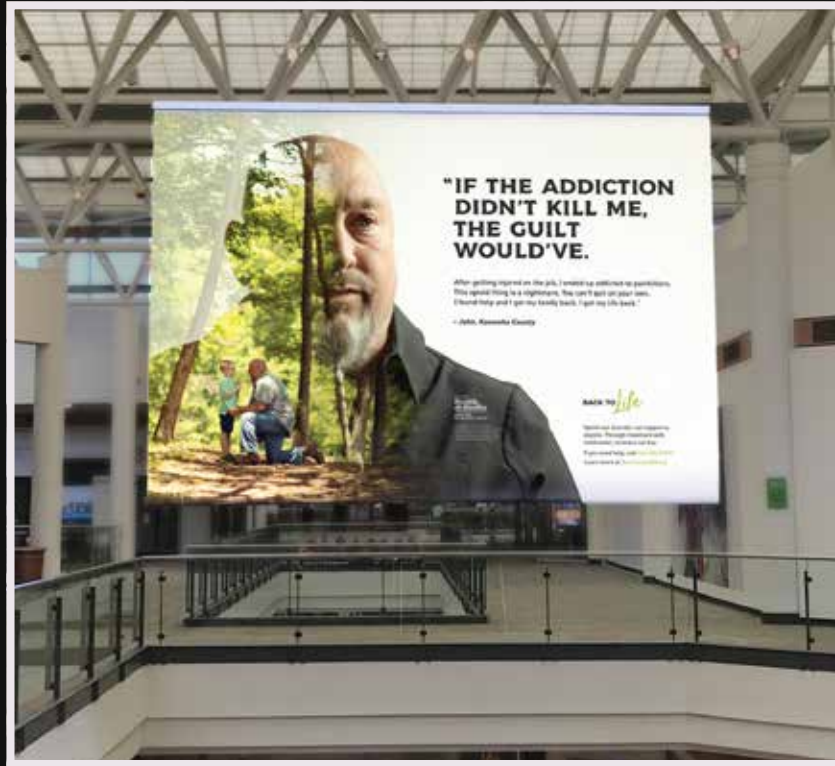
Jen Hamilton, *Senior Graphic Designer*
 McKenzie Poelking, *Account Coordinator*
 Carolyn Chester, *Creative Director*
 Megan Myers, *VP, Creative Services*
 Rachel Hillman, *VP, Client Service*
 Becca Apfelstadt, *Co-Founder & CEO*

Photography Black & White/Color/Digitally Enhanced

“Back to Life” Campaign Photography

Fahlgren Mortine

Bill Fioritto, *Creative Director*
Nick Fancher, *Photographer*



Webisode Series

Walk With Me

bond creative + branding // Ghost Label Video

Drew Collins, *Creative Director*
Kevin McIntyre, *Dir. of Photography // Lead Editor*
Benji Robinson, *Editor*
Dorian Hryniewicki, *Editor*
Helen Hawaz, *Editor*
Brian Grady, *Editor*



Branded Content & Entertainment Campaign

“Growing Together” w/ Harvest Table

WD Partners

Ansley Phillips, *Creative Director*
Heather Wienclaw, *Sr. Account Director*
Hannah Pinkie, *Graphic Designer*
Hilary Jones, *Sr. Copywriter*
Lillian Clifton, *Graphic Designer*

Special Event Materials (printed or digital)

Annual Values Awards: The Branchies

treetree

Bethany Beaman, *Account Leader*
McKenzie Poelking, *Account Coordinator*
Carolyn Chester, *Creative Director*
Daniella Siebert, *Associate Creative Director*
Becca Apfelstadt, *Co-Founder & CEO*



Pro Bono Online Film, Video & Sound

KIPP Columbus: Prove the Possible

Warhol & WALL ST.

Yohannan Terrell, *Creative Director*
Sculler Creative (Ben & Seth Miller), *Production, Editing*



Local Television Commercial :30 Seconds

Columbus Zoo "Sea Lions" TV

Ron Foth Advertising

Ron Foth Jr., *Writer/Creative Director*
Dave Henthorne, *Creative Director*
Marty Nowak, *SVP Production/Editor*
Katie Abbott, *Assoc. Producer*
Doug Edwards, *Audio Engineer*
Dave Bernard, *Account Executive*



Local Television Commercial :60 Seconds or More

CBusSeeUs - Meet Kale

Holden Ellis

Josh Fitzwater, *Owner + Chief Visionary Officer*
Todd King, *Creative Director*
Julia Crawford, *Project Manager*
Sarah Moore, *Lead Designer*
Kate Schroeder, *Copywriter*

Branded Content & Entertainment

Nationwide Children's Hospital

Spacejunk

Brent Jackson, *Director & Writer*
Andy Murphy-Young, *Producer*
Mike Beaumont, *Writer*
Jason Hambach, *DP*
Kurt Keaner, *Edit/Color*
Karl Hein, *VFX, Animation*
Dan Hildebrand, *VFX, Animation*
David Rosmarin, *VFX, Animation*
Kody Orris, *Audio*
Brian Skeel, *Audio*

Film/Video/Sound Branded Content

AVON Virtual Visionaries

Mills James

Carla Sands, *Producer | Director*
 Amber Miller, *Director of Photography*
 Brian Alexander, *Editor*
 Taylor Holibaugh, *Creative Director | Visual Effects Designer*
 Da'Sha Jones, *Visual Effects Designer*
 Andrew McCarthy, *Audio Engineer*
 Matt Sudimack, *Media Specialist*
 Kate Hoben, *Account Manager*



Illustration Series

CBDerby

GSW

Chris Cummings, *Associate Creative Director*
 Stephanie Jeffreys, *Senior Photo Retoucher*



Outreach
 Promotional Solutions
 Promoting Brands. Empowering Communities.

Your Marketing Partner for
Print + Promo + Design + Digital
 + PPE & Medical Supplies

Outreach Promotional Solutions
 works as an extension of your marketing department.



PRODUCTS
 Promotional Products
 PPE & Medical
 Apparel
 Print & Displays



CREATIVE SERVICES
 Graphic Design
 Websites
 Strategy



brandstores
Powered by Outreach Promotional Solutions
 A free online solution for
 promo, print and apparel
 management

614-484-7329 | outreachpromos.com | info@outreachpromos.com

SMALL BIZ Cares
Small Businesses. Big Impact.

OUR MISSION
 To connect, mobilize, and inspire small businesses to create lasting positive impact in our community.

HOW WE'RE MAKING AN IMPACT IN OUR COMMUNITIES



Fundraising



Volunteering



Storytelling & Member Experiences



Scholarship

MEMBER	INVESTOR	LEADER
\$250	\$750	\$1500
annual contribution		

Small Biz Cares is a 501 (c)3 organization.
 A portion of membership contributions go to the Small Biz Cares scholarship fund.

JOIN THE MOVEMENT VISIT smallbizcares.org

Congratulations Nominees and Winners!

MedVet offers 24/7 Emergency and Specialty Healthcare for Pets
 Visit medvet.com to learn more.




MEDVET
Leading Specialty Healthcare for Pets

MARKETING, MULTIMEDIA,

VIDEO PRODUCTION

New Vision Media



- CONTENT CREATION
- GRAPHIC DESIGN
- AERIAL DRONE
- LIVESTREAM SERVICES

614-222-0966 | info@newvisionmediainc.com | newvisionmediainc.com

SOH

STUDIOS ON HIGH GALLERY

Visit us online!

STUDIOSONHIGH.COM

614.461.6487
 686 NORTH HIGH ST. COLUMBUS, OH 43215EST. 1986

Magazine Design

A Bathing Ape

Bona Park
Columbus College of Art & Design

Bona Park, *Designer, Photographer, Editor*
Daniel Byeon, *Model*



Consumer Campaign

Bibibop Rebrand

Nolan Gleich
Columbus College of Art & Design

Nolan Gleich, *Art Director & Designer*



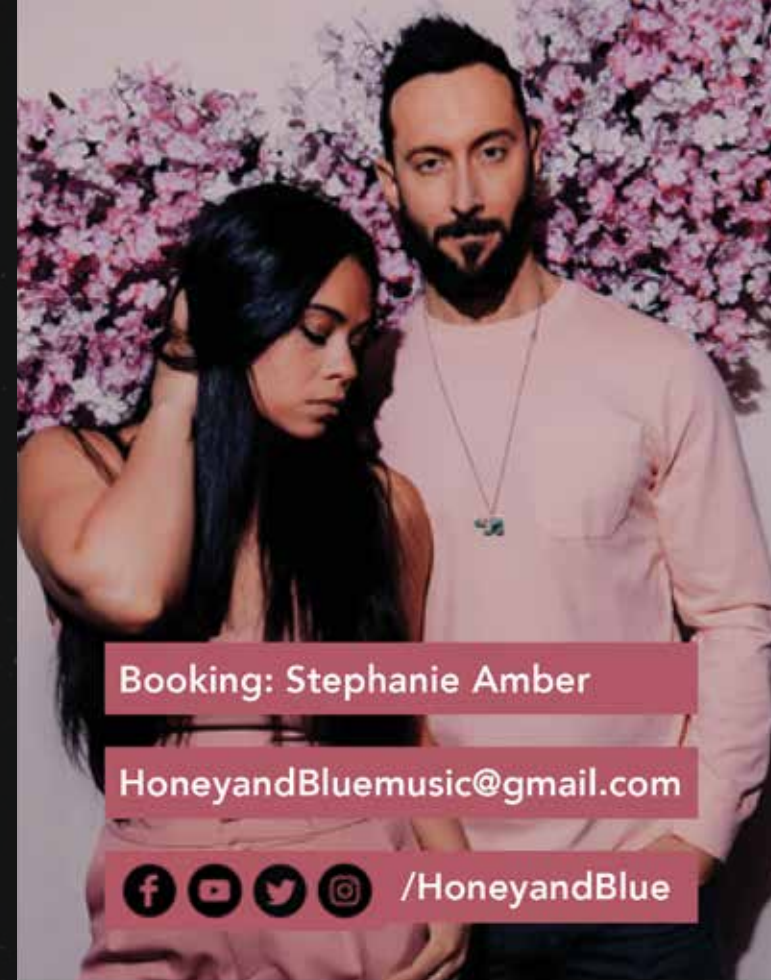
student
GOLD

Integrated Brand Identity Campaign

Rooster's Rebrand

Angela Sapp
Columbus College of Art & Design

Angela Sapp, Art Director & Designer
Shada Grant, Photographer



Integrated Brand Identity Campaign

Bibibop Rebrand

Nolan Gleich
Columbus College of Art & Design

Nolan Gleich, Art Director & Designer



Congratulations
2021 Addy Winners!

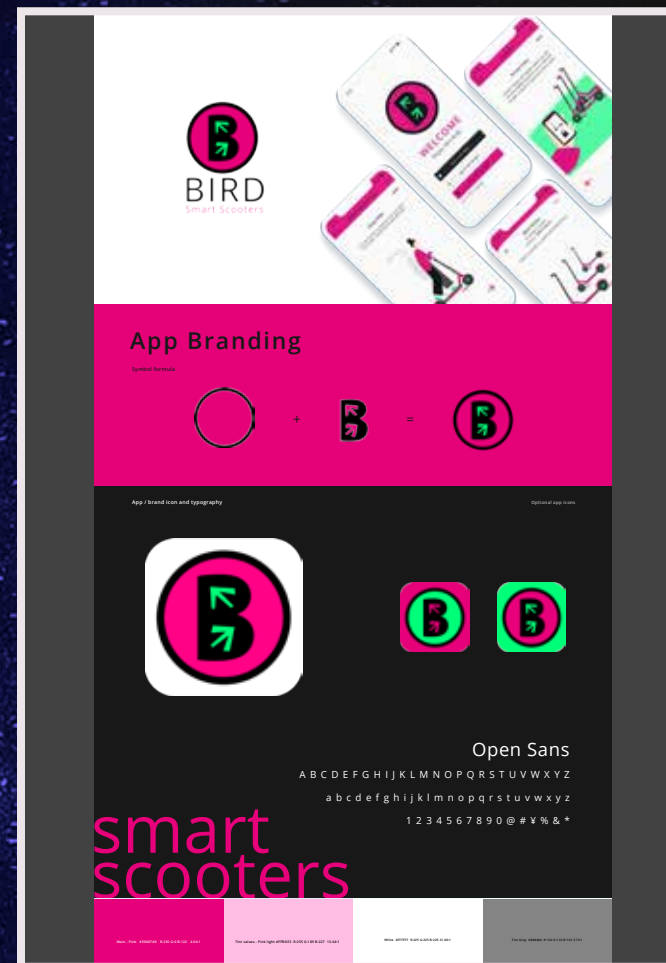
Print • Design • Mailings
 Promotional Items • Apparel
 Posters • Blueprints • Signs
 Fulfilment • Custom Packaging

614-792-3399 • 614print.com
dublin@minutemanpress.com

Sarah Gormley Gallery

...owning original art can be a source
of joy for everyone...

988 NORTH HIGH STREET COLUMBUS, OHIO 43201
www.sarahgormleygallery.com | sarah@sarahgormleygallery.com



Digital Creative Technology

BIRD App Redesign

Bona Park
Columbus College of Art & Design

Bona Park, Designer, Illustrator
BIRD Inc, Photographer



Consumer Campaign

zerOz Promotional Campaign

Bona Park
Columbus College of Art & Design

Bona Park, Designer, Art Director, Photographer, Videographer
Paul Westrick, Brand Owner

Art Direction - Single

Superchef's Promotional Campaign Ad

Kazamira Walker
Columbus College of Art & Design

Myles Tanner, Videographer



Television Advertising - Single

Created to Create - Taylor Scalzo

Myles Tanner
Columbus College of Art & Design



Website (Desktop or Mobile)

Columbus Vegan Food Truck Festival

Taylor Scalzo
Columbus College of Art & Design

Bre Brooks, Designer
Teanna Be, Designer



Television Advertising - Single

Fair Pay to Play

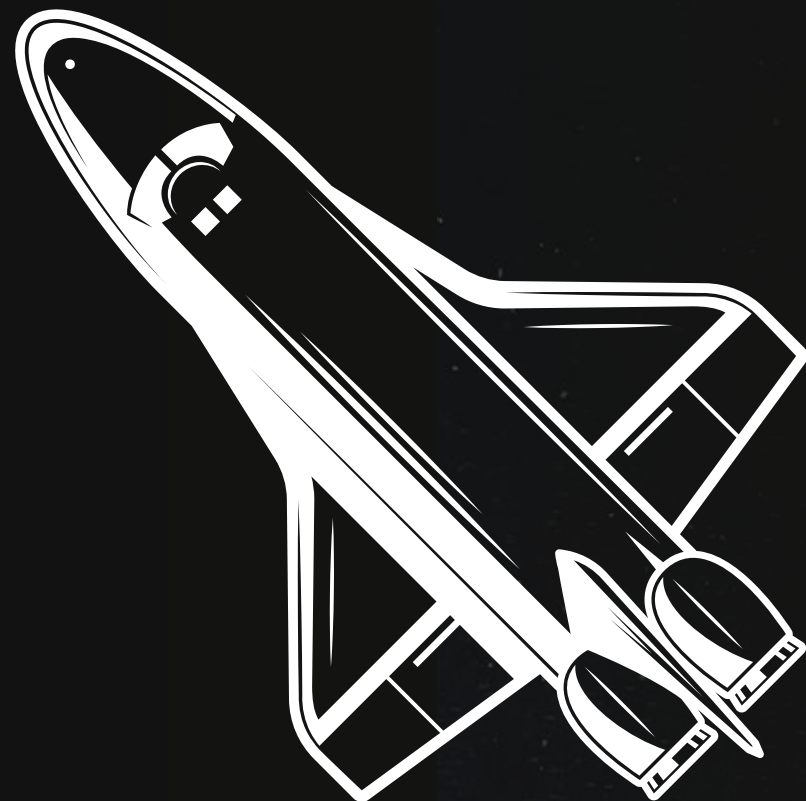
Myles Tanner
Columbus College of Art & Design



Television Advertising - Single

May 2020 BLM Protest - Columbus, OH

Kazamira Walker
Columbus College of Art & Design



COLS · OH
LAND GRANT
BREW CO.

OH, SURE
IPA

This can-do IPA keeps things positive with a healthy dose of Eureka, Comet, Simcoe, and Cashmere hops for a very balanced Tangerine, Mango, and Hard Candy vibe. Oh, sure.

FREE LOCAL DELIVERY AVAILABLE NOW!

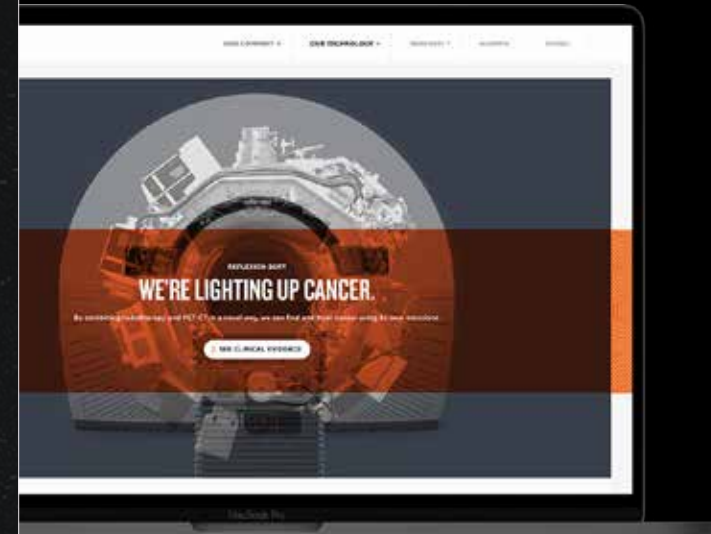
FREE DELIVERY AVAILABLE WITH PURCHASE OF \$40 OR MORE. SHIPPING THROUGHOUT OHIO ALSO AVAILABLE!
LANDGRANTBREWING.COM

Brewed in  Columbus

Creative Problem Solvers
Ideation + Strategy + Content Creation

PH CREATIVE

An advanced digital solution for an advanced cancer-fighting machine.



MAKEWAY

makeway.is

WWW.FRANKARTFILM.COM

TELL
YOUR
STORY.

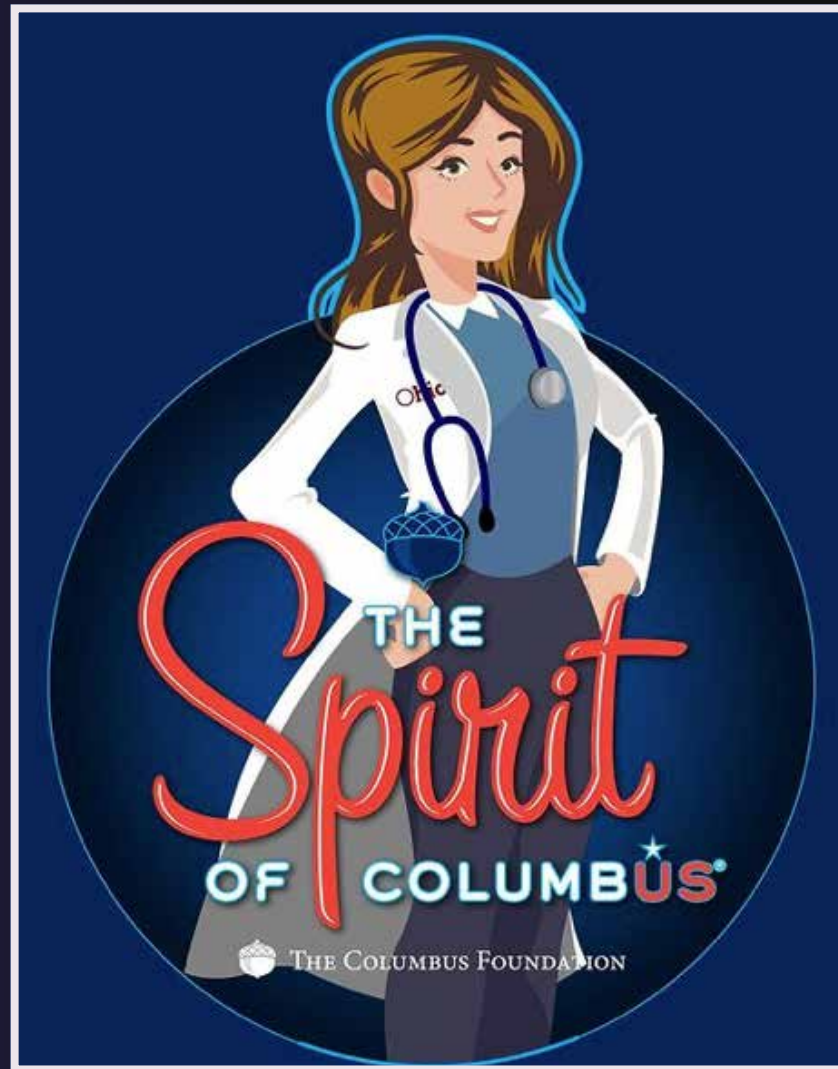


pride of columbus

Spirit of Columbus

The Columbus Foundation

Natalie Parscher, *Vice President – Communications and Marketing*
 Amy Vick, *Director of Communications and Marketing*
 Challen Brown, *Creative Manager*
 Megan Denny, *Digital Marketing Manager*
 Margaret Robinson, *Content and Engagement Manager*
 Eric Lee, *Contract Illustrator*

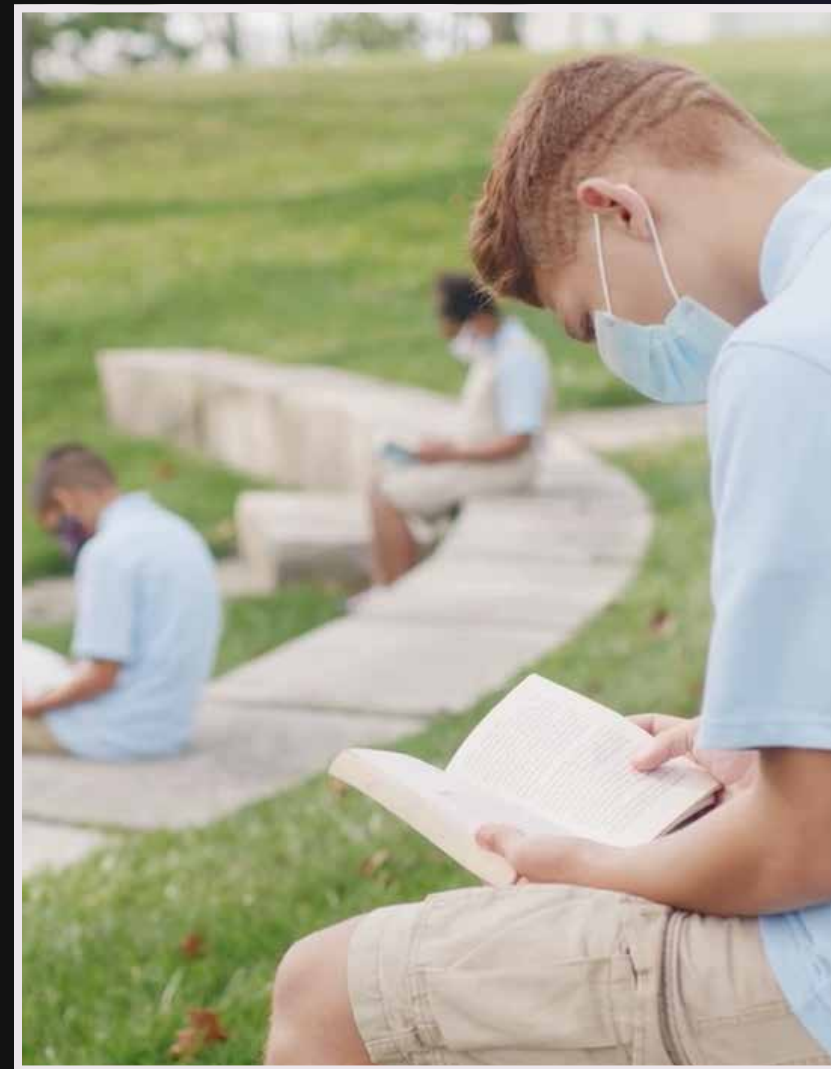


columbus together

KIPP Columbus: Prove the Possible

Warhol & WALL ST.

Yohannan Terrell, *Creative Director*
 Sculler Creative (Ben & Seth Miller), *Production, Editing*

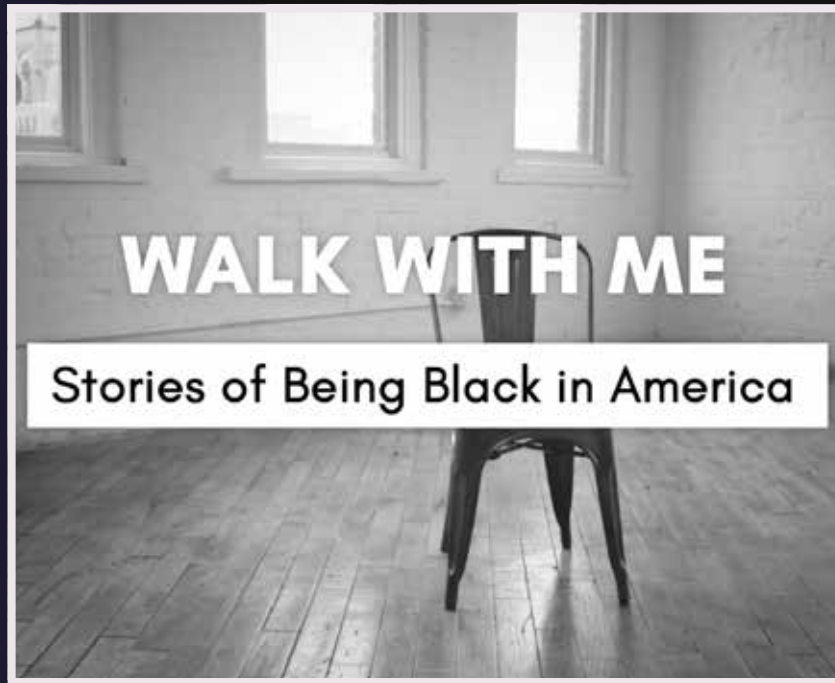


united in diversity

Walk With Me

bond creative + branding // Ghost Label Video

Drew Collins, *Creative Director*
Kevin McIntyre, *Dir. of Photography // Lead Editor*
Benji Robinson, *Editor*
Dorian Hryniewicki, *Editor*
Helen Hawaz, *Editor*
Brian Grady, *Editor*



A private showing, just for you at your favorite local gallery.

→ ShortNorth.org/ArtByAppointment

Justin Frehs, Marcia Evans Gallery



PAGE NO. 49



Melissa Vogley Woods, Hammond Harkins Galleries

Art by Appointment.

Safely explore and shop Short North Arts District galleries in-person, online, or by private appointment.



MOMGUL™
making moms into moguls

www.momgul.com

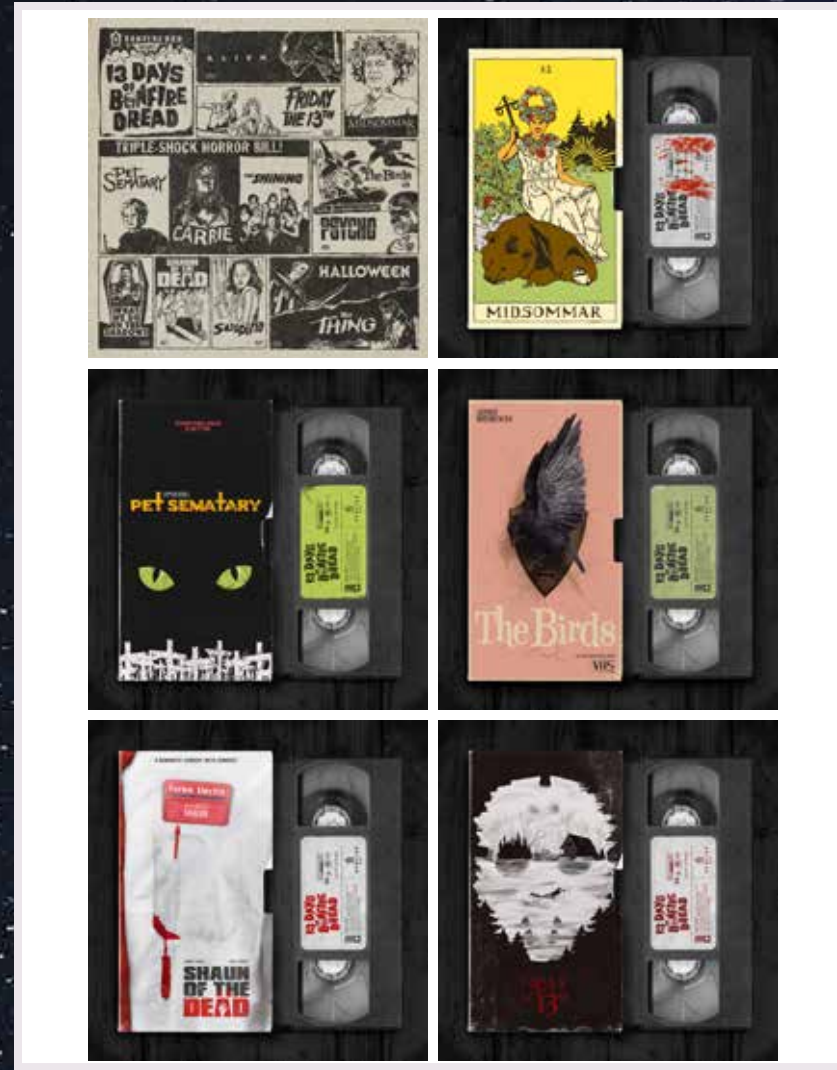
judge's choice

Integrated Advertising Campaign

You Belong/ Hartwick College

Ologie

- Bev Ryan
- Amy Ireland, Executive Account Director
- Ross Barton, Client Partnership Director
- Amanda Gibson, Associate Strategy Director
- Carrie Mazza, Digital Strategy Director
- Megan Hyde, Digital Strategy Manager
- Joy Sullivan, Art Director, Copy
- Dakota Story, Senior Writer
- Joel Showalter, Editorial Director
- Keith McDaniel, Associate Visual Director
- Eric Blair, Senior Designer
- Fernando Bergas Coria, Marketing Activation Director
- Alex Henderson, Associate Director of Technology, Integrated Marketing
- Tyler Spahr, Associate Creative Director
- Dan Balyint, Senior Integrated Marketing Manager
- Mark Love, Executive Video Director
- Courtney Kuether, Motion Graphics Designer
- Sean Dunn, Motion Graphics Designer
- Kevin Murray, Senior Video Editor
- Lindsay Love, Executive Producer



Social Media, Campaign

13 Days of Bonfire Dread

Bonfire Red

Bonfire Red

judge's choice

Integrated Advertising Campaign

First Federal Savings – New Product

Bonfire Red

Ashley Shiple, *Producer*
Joey Zornes, *Creative Director*
Jason Kocheran, *Senior Designer*
Alex Woltz, *Lead Designer*
Rich Rayburn, *Designer*
Noell Wolfgram Evans, *Copywriter*

FIRST FEDERAL SAVINGS

Platinum Edition

The "Step Into Adulting" Card

First Federal Savings Platinum Edition credit card can help you transition from hand-me-down chairs to a home that's 100% "you."

Get started at firstfedobio.com/creditcard
**Certain terms, conditions and exclusions apply.

0% APR
0% Intro APR

Secure Transactions
Uniquely generated codes for each transaction

Fraud Protection
Unlimited reimbursement
Your responsibility is \$0

1234 5678 9010 1111
FIRST FEDERAL SAVINGS
MISA

PROGRESS IS DISRUPTIVE

ROO

FOO

We ❤️ you Bubba

Progress owes no apology.

What do you unapologetically stand for?
Type something

Last week, we asked, what do you unapologetically stand for?
These are just a few of the responses.

Video Captions

Integrated Branded Content Campaign

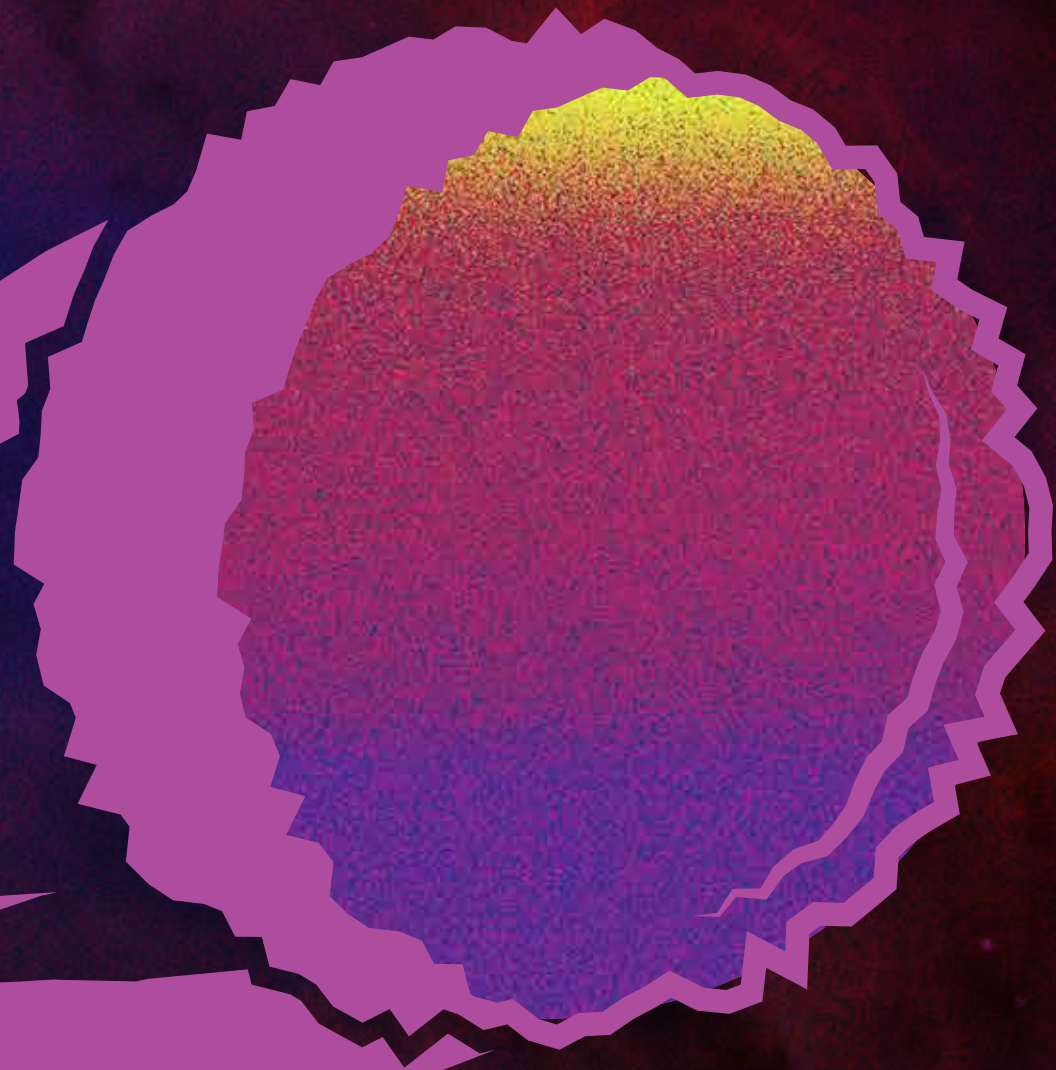
Progress Owes No Apology

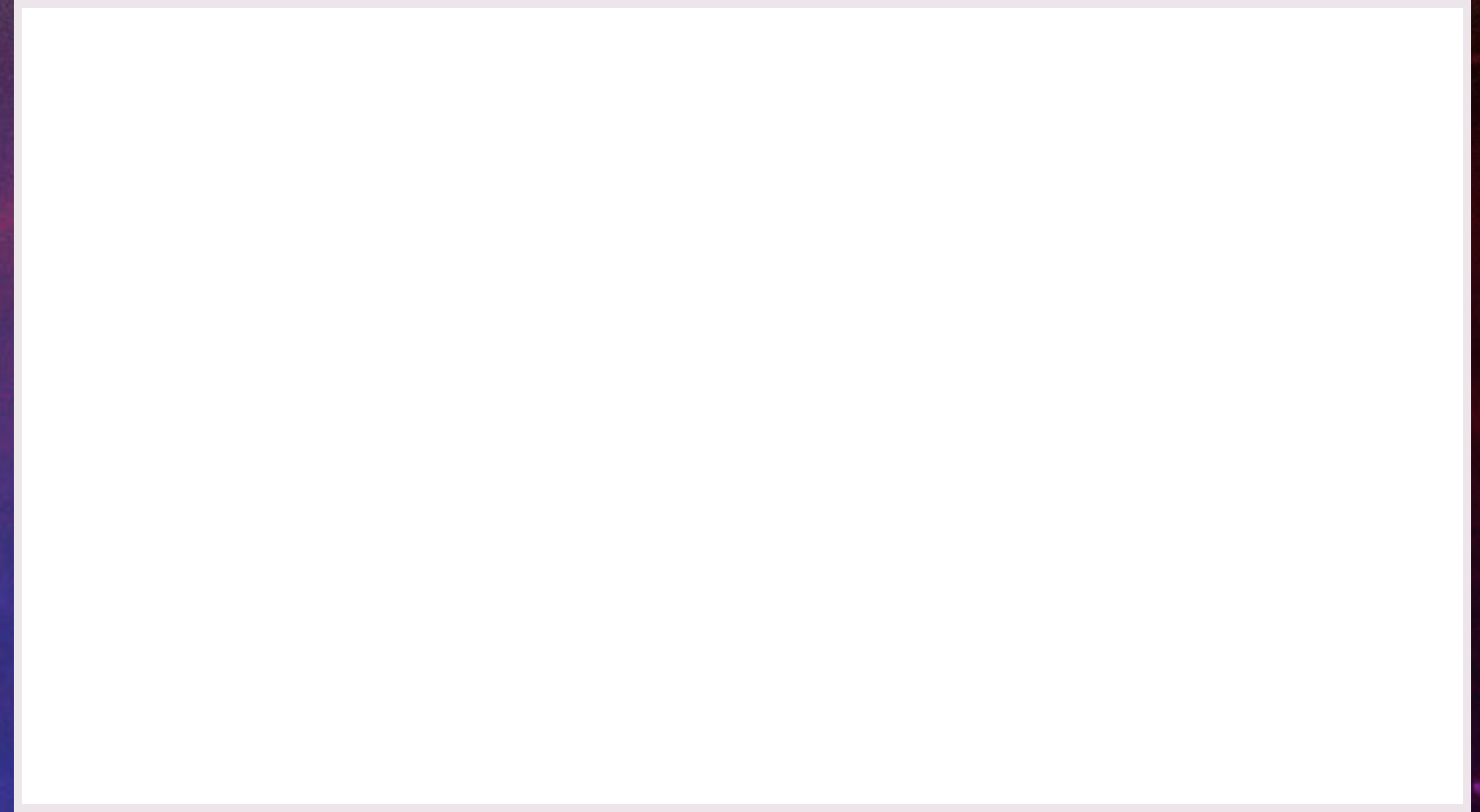
Root Insurance

Kelly Ruoff, *Chief Brand Officer*
Jill Neely, *Executive Creative Director*
Cristol Rippe, *VP, Integrated Marketing*
Kevin Rapp, *Creative Director, Production*
Wes Kull, *Design Director*
Anthony Trimpe, *Creative Director*
Tom Kuhn, *Director of External Communications*
Patrick Kaiser, *Director of Integrated Marketing*
Kelsey Wiggins, *Social Media Manager*
Kristi Blasczyk, *Senior Program Manager*
Eloise Maun, *Engineering Lead*
Lisa Ragland, *Art Director*
Maia Minelli, *Copy Director*
Jes Martin, *Senior Designer*
Kyle Taylor, *Senior Social Designer*
Dylan Meister, *Senior Copywriter*
Lauren Tripp, *Senior Copywriter*
Chris Schoenman, *Motion Designer*
Zac Remboldt, *Web Developer*

judge's choice

Best In SHOW





BEST IN SHOW

Out-Of-Home Installation

Columbus Crew Experience Center

TENFOLD

TENFOLD





BEST IN SHOW

Magazine Design

A Bathing Ape

Bona Park
Columbus College of Art & Design

Bona Park, Designer, Photographer, Editor
Daniel Byeon, Model





Building a Team that's **Out of this World?**

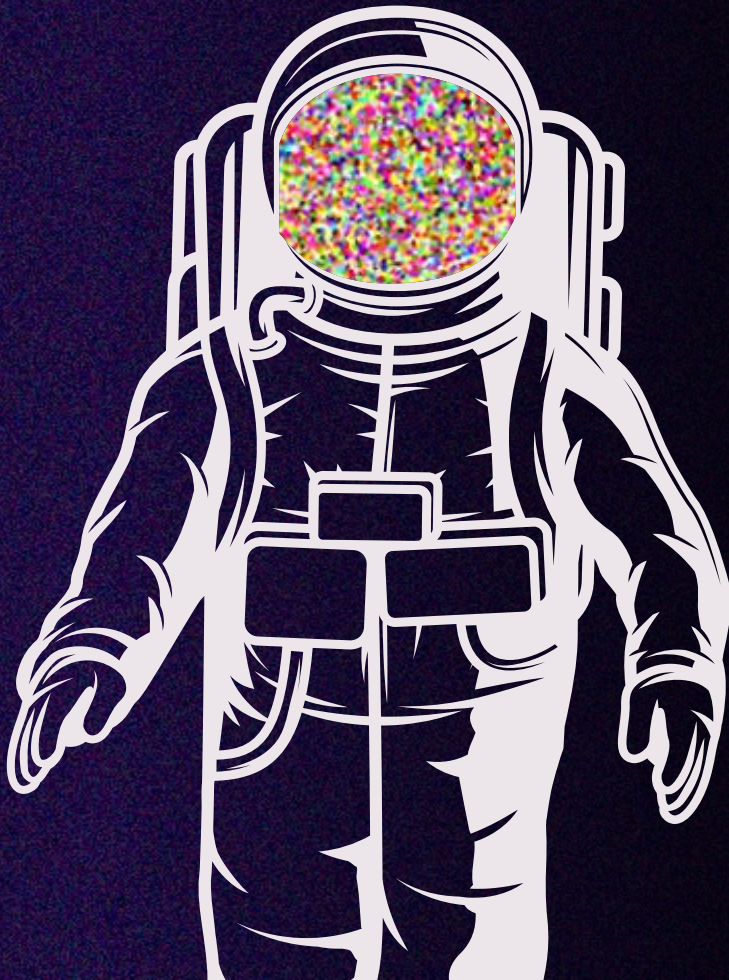
Leave it to the *Marketing &
Creative Team* at Dawson.



The American Advertising Awards (AAA) is the advertising industry's largest, most representative competition. Every year, the three-tiered event attracts more than 50,000 entries nationwide through local competitions. Leading work is rewarded with Gold and Silver awards, and the top honors bestowed are Judge's Choice and Best of Show.

Local Gold winners are automatically entered into the AAF District 5 competition, in which entries from Ohio, Kentucky and West Virginia compete to advance to the national tier.

THE AMERICAN
ADVERTISING AWARDS
2021



Thank you to our sponsors:



New Vision Media

