

## SALES PROMOTION

Entry ID: 15-LAS-44651-01A

Category: 01A - Catalog

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Designory

Title: Audi Sports Brochure

Credits:

Ulrich Lange, Creative Director

Kathy Chia Cherico, Creative Director / Art Director

Wil Conerly, Art Director / Designer

Jay Brida, Copy Director

Truda Kinniburgh, Production Manager

Mark Lugenbuehl, Production Artist

Entry ID: 15-LAS-44796-01A

Category: 01A - Catalog

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Designory

Title: Audi TDI Brochure

Credits:

Ulrich Lange, Creative Director

Kathy Chia Cherico, Creative Director / Art Director

Chris Vournakis , Senior Account Director

Truda Kinniburgh, Production Manager

Jay Brida, Copy Director

Mark Lugenbuehl, Production Artist

Entry ID: 15-LAS-44712-03A  
Category: 03A - Counter Top or Attached  
Award: Bronze ADDY Award  
Entrant: IFG Capital  
Advertiser: IFG Capital  
Title: There's No Place Like Home  
Credits:

Sarah Gosler, Director of Marketing

Rick Dressler, Graphic Designer

Entry ID: 15-LAS-48326-03C  
Category: 03C - Trade Show Exhibit  
Award: Bronze ADDY Award  
Entrant: Neighbor Agency  
Advertiser: Neighbor Agency  
Title: Jamba Juice Trade Show Booth Design  
Credits:

Cody Tesnow , Creative Producer

Lindsey Roeschke , Account Director

Birgitta Johnson , Senior Account Manager

## COLLATERAL MATERIAL

Entry ID: 15-LAS-44656-08B  
Category: 08B - Four color  
Award: Silver ADDY Award  
Entrant: designory.  
Advertiser: Subaru of America  
Title: MY14 Subaru Forester Enhanced Print Brochure  
Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy  
Scott Izuhara, Associate Creative Director  
Jesse Echon, Sr. Art Director  
Terry Prine, Sr. Art Director  
David Ly, Art Director  
Shea M. Gauer, Art Director  
Stacia Jacobson, Copy Writer  
Marco Ray , Sr. Product Specialist  
Stephanie Breese, Art Producer  
Phong Su, Production Artist

Entry ID: 15-LAS-44677-08B  
Category: 08B - Four color  
Award: Silver ADDY Award  
Entrant: designory.  
Advertiser: Subaru of America  
Title: MY14 Subaru Outback Enhanced Print Brochure  
Credits:

Steve Davis, Group Creative Director  
Chad Weiss, Sr. Creative Director, Copy  
Scott Izuhara, Associate Creative Director  
Terry Prine, Sr. Art Director  
Jesse Echon, Sr. Art Director  
Shea M. Gauer, Art Director  
Stacia Jacobson, Copy Writer  
Marco Ray , Sr. Product Specialist  
Stephanie Breese, Art Producer  
Phong Su, Production Artist

Entry ID: 15-LAS-44737-08B  
Category: 08B - Four color  
Award: Silver ADDY Award

Entrant: designory.  
Advertiser: Designory  
Title: Audi Sports brochure  
Credits:

Ulrich Lange, Creative Director  
  
Kathy Chia Cherico, Creative Director / Art Director  
  
Chris Vournakis , Senior Account Director  
  
Sella Tosyaliyan, Senior Account Manager  
  
Wil Conerly, Art Director / Designer  
  
Jay Brida, Copy Director  
  
Truda Kinniburgh, Production Manager  
  
Mark Lugenbuehl, Production Artist

Entry ID: 15-LAS-44683-08B  
Category: 08B - Four color  
Award: Bronze ADDY Award  
Entrant: designory.  
Advertiser: Subaru of America  
Title: MY14 Subaru Life Print Brochure  
Credits:

Steve Davis, Group Creative Director  
  
Chad Weiss, Sr. Creative Director, Copy  
  
Scott Izuhara, Associate Creative Director  
  
Jesse Echon, Sr. Art Director  
  
Shea M. Gauer, Art Director  
  
Kim Winderman, Art Director  
  
Terry Prine, Sr. Art Director  
  
Stacia Jacobson, Copy Writer  
  
Louis Minette, Product Specialist  
  
Stephanie Breese, Art Producer  
  
Phong Su, Production Artist

Entry ID: 15-LAS-44747-08B  
Category: 08B - Four color  
Award: Bronze ADDY Award  
Entrant: designory.  
Advertiser: Subaru of America  
Title: MY14 Subaru WRX/STI Enhanced Print Brochure  
Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Marco Cortes, Art Director

Jesse Echon, Sr. Art Director

Stacia Jacobson, Copy Writer

Louis Minette, Product Specialist

Stephanie Breese, Art Producer

Phong Su, Production Artist

Entry ID: 15-LAS-44519-08C  
Category: 08C - Campaign  
Award: Gold ADDY Award  
Entrant: designory.  
Advertiser: INFINITI MOTOR COMPANY LTD  
Title: MY14 Infiniti Global Print Brochures  
Credits:

Chad Weiss, Creative Director

Ben Tse, Senior Manager of Infiniti Global Marketing

Patty Johnson, Account Director, Designory

Beckie Klarstom, Print Producer, Designory

Stacia Jacobsen, Copywriter, Designory

Nic Bonilla, Copywriter, Designory

Abe Kwak, Copywriter, Designory

Connie Mangam, Art Producer, Designory

April Larivee, Art Director, Designory

Matt Coonrod, Art Director (Freelance)

Noah Huber, Associate Creative Director

David Ly, Art Director

Entry ID: 15-LAS-44802-08C

Category: 08C - Campaign

Award: Gold ADDY Award

Entrant: designory.

Advertiser: Designory

Title: Audi Brochure Campaign: A8, A7, Q5

Credits:

Ulrich Lange, Creative Director

Kathy Chia Cherico, Creative Director / Art Director / Designer

Chris Vournakis , Senior Account Director

Nicole Zion, Account Supervisor

Erica Park, Art Director / Designer

Hera Cheung, Art Director / Designer

Jay Brida , Copy Director

Steven Michail , Copy Writer

Kit Smith, Copy Writer

Mark Lugenbuehl, Production Artist

Entry ID: 15-LAS-44687-08C

Category: 08C - Campaign

Award: Bronze ADDY Award

Entrant: designory.

Advertiser: Subaru of America

Title: MY14 Subaru Enhanced Print Brochure Campaign

Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Jesse Echon, Sr. Art Director

Terry Prine, Sr. Art Director

Kim Winderman, Art Director

Marco Cortes, Art Director

Shea M. Gauer, Art Director

Stacia Jacobson, Copy Writer

Marco Ray , Sr. Product Specialist

Louis Minette, Product Specialist

Stephanie Breese, Art Producer

Entry ID: 15-LAS-44764-09D

Category: 09D - Magazine Design (Entire Magazine)

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Designory

Title: Magazine 105

Credits:

Ulrich Lange, Creative Director

Kathy Chia Cherico, Creative Director

Chris Vournakis , Senior Account Director

Sella Tosyaliyan, Senior Account Manager

Jay Brida , Editor in Cheif

Anashe Abramian, Art Director / Designer

Erica Park, Designer

Kit Smith, Copy Writer

Steven Michail, Copy Writer

Jennifer Casey, Copy Writer

Truda Kinniburgh, Production Manager

Mark Lugenbuehl, Production Artist

Entry ID: 15-LAS-44770-09D

Category: 09D - Magazine Design (Entire Magazine)

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Designory

Title: Audi Magazine 104

Credits:

Ulrich Lange, Creative Director

Kathy Chia Cherico, Creative Director

Chris Vournakis , Senior Account Director

Nicole Zion, Account Supervisor

Jay Brida , Editor in Cheif

Anashe Abramian, Art Director / Designer

Erica Park, Hera Cheung, Miguel Inurreta, Designer(s)

Kit Smith, Copy Writer

Steven Michail, Copy Writer

Jennifer Casey, Copy Writer

Truda Kinniburgh, Production Manager

Mark Lugenbuehl, Production Artist

Entry ID: 15-LAS-44732-10A

Category: 10A - Single

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Designory

Title: Audi Alphabet

Credits:

Ulrich Lange, Creative Director

Erica Park, Art Director

Entry ID: 15-LAS-44729-10A

Category: 10A - Single

Award: Bronze ADDY Award

Entrant: designory.

Advertiser: Designory

Title: The Eye of Audi

Credits:

Ulrich Lange, Creative Director

Carlo Llacar, Art Director

Erica Park, Art Director



Entry ID: 15-LAS-48474-10B

Category: 10B - Campaign

Award: Bronze ADDY Award

Entrant: Ignited

Advertiser: DTS, Inc.

Title: We're all ears.

Credits:

Jordan Atlas, Executive Creative Director

Noel Woolfolk, Creative Director

Graham Simon, Creative Director

Philip Samartan, Art Director

Ben Lay, Copy Writer

Sam Helphand, Sr. Producer

Tom Keller, Photographer

Entry ID: 15-LAS-48582-11B

Category: 11B - Invitation

Award: Silver ADDY Award

Entrant: Long Beach Convention and Visitors Bureau

Advertiser: Long Beach Convention and Visitors Bureau

Title: Sky Transformation - Record Reminder

Credits:

Susan Chew, Creative Director

Robert Salatino, Graphic Designer

Diane Boatright, Production Manager

Entry ID: 15-LAS-48576-11B  
Category: 11B - Invitation  
Award: Bronze ADDY Award  
Entrant: Long Beach Convention and Visitors Bureau  
Advertiser: Long Beach Convention and Visitors Bureau  
Title: Sky Transformation - Origami Invitation  
Credits:

Susan Chew, Creative Director

Robert Salatino, Graphic Designer

Diane Boatright, Production Manager

Entry ID: 15-LAS-48580-11B  
Category: 11B - Invitation  
Award: Bronze ADDY Award  
Entrant: Long Beach Convention and Visitors Bureau  
Advertiser: Long Beach Convention and Visitors Bureau  
Title: Sky Transformation - Save the Date  
Credits:

Susan Chew, Creative Director

Robert Salatino, Graphic Designer

Diane Boatright, Production Manager

Entry ID: 15-LAS-43795-11C  
Category: 11C - Announcement  
Award: Bronze ADDY Award  
Entrant: YES DESIGN GROUP  
Advertiser: DirecTV  
Title: Full Circle - Press & Media Kit  
Credits:

Lori J. Posner, Art Director

Judy Scheer , Copywriter

Faith Miller, Creative Director

Andrea Feigenbaum, Account Director

George Wilson, Creative Coordinator

Entry ID: 15-LAS-43972-11D

Category: 11D - Campaign

Award: Bronze ADDY Award

Entrant: Long Beach Convention and Visitors Bureau

Advertiser: Long Beach Convention and Visitors Bureau

Title: Sky Transformation Invitation Campaign

Credits:

Susan Chew, Creative Director

Robert Salatino, Graphic Designer

Diane Boatright, Production Manager

## DIRECT MARKETING

Entry ID: 15-LAS-43812-12B

Category: 12B - 3-D

Award: Silver ADDY Award

Entrant: YES DESIGN GROUP

Advertiser: Diageo North America

Title: Smirnoff Sorbet Light - Product Launch Press Mailer

Credits:

Lori J. Posner, Art Director

Judy Scheer, Copywriter

Faith Miller, Creative Director

George Wilson, Creative Coordinator

Entry ID: 15-LAS-44798-14A  
Category: 14A - Apparel  
Award: Silver ADDY Award  
Entrant: designory.  
Advertiser: Designory  
Title: Audi Fall Collection 2013/2014  
Credits:

Ulrich Lange, Creative Director

Kathy Chia Cherico, Creative Director / Art Director

Erica Park, Designer

Jay Brida, Copy Director

Kit Smith, Copy Writer

Craig Takahashi, Photographer

Christa Renee, Photographer

Mark Lugenbuehl, Production Artist

Chris Vournakis , Senior Account Director

Nicole Zion, Account Supervisor

## OUT-OF-HOME

Entry ID: 15-LAS-46547-15A  
Category: 15A - Flat  
Award: Bronze ADDY Award  
Entrant: Lowe Campbell Ewald  
Advertiser: Kaiser Permanente  
Title: Happy = Healthy  
Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

Renee O'Brien, Studio and Print Production Lead, Angela Zepeda, Managing Director/President

Doug Ryan, Account Director, Matt Clark, Sr Account Supervisor

Chip Kettering (Art Director) and Mike Rushing (Writer), Creative Director,

Entry ID: 15-LAS-46627-15A

Category: 15A - Flat

Award: Bronze ADDY Award

Entrant: Lowe Campbell Ewald

Advertiser: Los Angeles Tourism & Convention Board

Title: LATCB WallScape Outdoor Board Flat

Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

Angela Zepeda, Managing Director/President, Renee O'Brien, Studio and Print Production Lead

Julie Grau, Account Executive and Brooke Goldstein, Account Executive, Jeff Perreca (writer) and Michael McCallum (art director), Creative Director

Entry ID: 15-LAS-45689-18

Category: 18 - OUT-OF-HOME - Campaign

Award: Bronze ADDY Award

Entrant: Mission Control Group, LLC

Advertiser: ArcLight Cinemas

Title: Cinerama Dome 50th Museum Displays

Credits:

Creative Director/Writer/Graphic Design, Jonathan Josell

Tom Murtagh, Writer

Caitlin Bishop, Production Coordinator

Entry ID: 15-LAS-46518-18  
Category: 18 - OUT-OF-HOME - Campaign  
Award: Bronze ADDY Award  
Entrant: Lowe Campbell Ewald  
Advertiser: Keep Oakland Beautiful  
Title: Litter is Bad Campaign  
Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

Renee O'Brien, Studio and Print Production Lead, Angela Zepeda, President, Managing Director

Matt Clark, Senior Account Supervisor, Becca Loose (Writer) and Vanessa Witter (Art Director) - Creative Directors

Entry ID: 15-LAS-46525-18  
Category: 18 - OUT-OF-HOME - Campaign  
Award: Bronze ADDY Award  
Entrant: Lowe Campbell Ewald  
Advertiser: Kaiser Permanente  
Title: KP "= Healthy"  
Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Officer

Renee O'Brien, Studio and Print Production Lead, Angela Zepeda, Managing Director/President

Doug Ryan, Account Director, Matt Clark, Sr Acct Supervisor

Jason Danielewicz (Writer) and Susie Campo (Art Director) - Creative Director, Dogs = Healthy, David Bierman (Writer) and Keith McLenon (Art Director) - Creative Director, Hip Seniors

Jason Danielewicz (Writer) and Susie Campo (Art Director) - Creative Director, Hugs = Healthy, Jason Danielewicz (Writer) and Susie Campo (Art Director) - Creative Director, Ukuleles Healthy

NON-TRADITIONAL ADVERTISING

Entry ID: 15-LAS-44697-20A  
Category: 20A - Single  
Award: Silver ADDY Award  
Entrant: designory.  
Advertiser: Subaru of America  
Title: MY14 Subaru XV Hybrid Pre-launch  
Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Kim Winderman, Art Director

Jesse Echon, Sr. Art Director

Shea M. Gauer, Art Director

Stacia Jacobson, Copy Writer

Stephanie Breese, Art Producer

Louis Minette, Product Specialist

Robert Kedding, Manager, Technology

Jeff Livingston, Engineer, Technology

Entry ID: 15-LAS-44680-20A  
Category: 20A - Single  
Award: Bronze ADDY Award  
Entrant: Haley Miranda Group  
Advertiser: Netflix  
Title: Netflix Emmy Campaign  
Credits:

Jed West, President

Donna Landau, VP of Business Development/ Client Services

Tina Hopkins, Executive Vice President

Robert Buscher, VP, Creative Director

Entry ID: 15-LAS-47800-20A

Category: 20A - Single  
Award: Bronze ADDY Award  
Entrant: AWESTRUCK Marketing Group  
Advertiser: FX Television Network  
Title: FX - The Americans  
Credits:  
Sara Mald, Manager of Integrated Promotions, FX Network  
  
Robin Potash, President, AWESTRUCK  
  
Joel Arnold, Creative Director, AWESTRUCK

Entry ID: 15-LAS-47823-20A  
Category: 20A - Single  
Award: Bronze ADDY Award  
Entrant: AWESTRUCK Marketing Group  
Advertiser: Esquire Network  
Title: Esquire Network - Knife Fight  
Credits:  
Gail Hastings , Director, Consumer & Trade Marketing Esquire Network  
  
Robin Potash, President, AWESTRUCK

Entry ID: 15-LAS-31370-20B  
Category: 20B - Campaign  
Award: Gold ADDY Award  
Entrant: RPA  
Advertiser: American Honda Motor Co., Inc.  
Title: Project Drive-In â€™ Campaign  
Credits:  
Alicia Jones, Manager, Honda Social Marketing  
  
Joe Baratelli, EVP, Chief Creative Officer  
  
Jason Sperling, SVP, Executive Creative Director



J. Barbush, VP, Creative Social Media Director

Brian Farkas, Sr. Art Director

Bryan Evans, Jr. Art Director

Tylynne McCauley, Sr. Copywriter

Brenna Humphreys, Copywriter

Gary Paticoff, SVP, Executive Producer, Content

Mark Tripp, Director/Sr. Producer, Content

RPA, Production Company

Butcher Editorial, Editorial Company

## CONSUMER OR TRADE PUBLICATION

Entry ID: 15-LAS-40025-23B

Category: 23B - Four-color

Award: Bronze ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Sports Illustrated Swinsuit Bingo

Credits:

Michael Accavitti, SVP, Automobile Operations

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Jason Busa, Creative Director

Ken Pappanduros, Creative Director

Chuck Blackwell, Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Andrea Rosenfeld, Sr. Art Buyer

Susan Cockrell, Sr. Print Production Manager

Oliver Paffrath, Photographer

## DIGITAL ADVERTISING

Entry ID: 15-LAS-49798-33A

Category: 33A - Products

Award: Silver ADDY Award

Entrant: P.I.G. Commercials

Advertiser: Nikon USA

Title: Through the Lens

Credits:

Cellin Gluck, Writer/Director

Mika Asamoto Lee, Story

Chika Asamoto, Story

Rika Hirose, Account Executive

Entry ID: 15-LAS-48519-33A

Category: 33A - Products

Award: Bronze ADDY Award

Entrant: RAPP

Advertiser: Mattel

Title: Max Steel Global Site Launch

Credits:

Nick Platt, Executive Creative Director

Richard Feifer, Creative Director

Florence Ng , Creative Director

Sheena yang, Director Experience Architecture

David Kalman, Technology Director

Sebastian Gvartzman, Associate Technology Director

Shannon Vass, Account Director

Esther Sullivan, Management Supervisor

Mark Snow, ACD/Copywriter

Martin Rudolf, Sr. Art Director

Jo-Anne Son, Director of Project Management

Nathan Stack, QA Manager

Entry ID: 15-LAS-48481-33B

Category: 33B - Outlets

Award: Bronze ADDY Award

Entrant: RAPP

Advertiser: Fleming's Prime Steakhouse & Wine Bar

Title: Fleming's Website

Credits:

Nick Platt, SVP, Executive Creative Director

Lauren Rogers, Associate Creative Director

Wendel Woodford, Associate Creative Director

Kyunghyun Kim, Junior Copywriter

Rosanne Ramos, Account Supervisor

Maria Carr, VP, Account Director

Kamini Rangappan, VP, Experience Planning

Jesse Pinuelas, Interface Engineer

Russell Moffett, Senior Software Engineer

Sebastian Gvartzman, Associate Director, Technology Services

Heather D'Evelyn, Project Manager

John Lee, Junior Experience Architect

Entry ID: 15-LAS-40159-33C

Category: 33C - Services

Award: Silver ADDY Award

Entrant: RPA

Advertiser: Farmers Insurance

Title: Farmers - Smart Hub

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Tom Hamling, Creative Director

Pete Figel, Creative Director

Cheston Kwan, Art Director

Josh Hill, Copywriter

Gary Paticoff, Sr. VP, Executive Producer, Content

Joshua Herbstman, Producer

Laundry, Production Company

Entry ID: 15-LAS-40450-34A

Category: 34A - Products

Award: Bronze ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Honda Mobile Site

Credits:

Mark Ortiz, National Interactive Marketing Manager

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Luis Ramirez, VP, Associate Creative Director

Dan Roberts, Associate Creative Director

Noah Huber, Sr Art Director

Sarah Hass, Art Director

Dan Hawes, Copywriter

Pramit Nairi, User Experience Director

Amber Reed, User Experience Architect

Stuart Feinstein, VP, Program Director

Bradley Stone, Technology Manager

Entry ID: 15-LAS-48487-34B

Category: 34B - Outlets

Award: Bronze ADDY Award

Entrant: RAPP

Advertiser: Fleming's Prime Steakhouse & Wine Bar

Title: Fleming's Mobile Website

Credits:

Nick Platt, SVP, Executive Creative Director

Lauren Rogers, Associate Creative Director

Wendel Woodford, Associate Creative Director

Kyunghyun Kim, Junior Copywriter

Rosanne Ramos, Account Supervisor

Maria Carr, VP, Account Director

Kamini Rangappan, VP, Experience Planning

Jesse Pinuelas, Interface Engineer

Russell Moffett, Senior Software Engineer

Sebastian Gvirtzman, Associate Director, Technology Services

Heather D'Evelyn, Project Manager

John Lee, Junior Experience Architect

Entry ID: 15-LAS-40845-35A

Category: 35A - Products

Award: Gold ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Project Drive-In ' Website

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Bryan Evans, Jr. Art Director

Dave Brezinski, VP, Program Director

Elizabeth Goldstein, Program Manager

Rick Campbell, Lead Technical Consultant

STOPP/LA, Digital Production Company

Entry ID: 15-LAS-18293-35A

Category: 35A - Products

Award: Bronze ADDY Award

Entrant: Phelps

Advertiser: Panasonic System Communications Company of North America

Title: Panasonic Toughpad Microsite

Credits:

Randy Brodeur , Producer and Project Lead

Omar Hernandez, Art Director

Michael Steele, Developer

Tom Rector, Copy Writer

Will Shepler, Project Manager

Nat Wilkes, Project Coordinator

Entry ID: 15-LAS-40869-35C

Category: 35C - Services

Award: Bronze ADDY Award

Entrant: RPA

Advertiser: Farmers Insurance

Title: Farmers - Smart Hub

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Tom Hamling, Creative Director

Pete Figel, Creative Director

Cheston Kwan, Art Director

Josh Hill, Copywriter

Gary Paticoff, Sr. VP, Executive Producer, Content

Joshua Herbstman, Producer

Laundry, Production Company

Entry ID: 15-LAS-40873-36A

Category: 36A - Single Platform, B-to-B

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Honda "Snack Attack" Campaign

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Chuck Blackwell, VP, Creative Director

Ken Pappanduros, VP, Creative Director

J. Barbush, VP, Creative Social Media Director

Joaquin Salim, Art Director

Tynessa Jue, Jr. Art Director

Laura Kelley, Social Media Copywriter

Jenaca Holmes, Social Media Copywriter

Entry ID: 15-LAS-40892-36B

Category: 36B - Single Platform, Consumer

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: HondaHAIR

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Gary Paticoff, SVP, Executive Producer, Content

J. Barbush, VP, Creative Social Media Director

Luis Ramirez, VP, Associate Creative Director

Alicia Dotter, Creative Director

Sarah May Bates, Associate Creative Director

Rajat Gupta, Spencer Larson, Art Directors

Brynn Cahalan, Jenaca Holmes, Laura Kelley, Social Media Copywriters

Mark Tripp, Director/Sr. Producer, Content

RPA, Production Company

Entry ID: 15-LAS-40918-36B

Category: 36B - Single Platform, Consumer

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Honda "Snack Attack" Campaign

Credits:

Alicia Jones, Manager, Honda Social Marketing  
Joe Baratelli, EVP, Chief Creative Officer  
Jason Sperling, SVP, Executive Creative Director  
Chuck Blackwell, VP, Creative Director  
Ken Pappanduros, VP, Creative Director  
J. Barbush, VP, Creative Social Media Director  
Joaquin Salim, Art Director  
Tynessa Jue, Jr. Art Director  
Laura Kelley, Social Media Copywriter  
Jenaca Holmes, Social Media Copywriter

Entry ID: 15-LAS-45064-36B

Category: 36B - Single Platform, Consumer

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Project Drive-In 'Auction

Credits:

Alicia Jones, Manager, Honda Social Marketing  
Joe Baratelli, EVP, Chief Creative Officer  
Jason Sperling, SVP, Executive Creative Director  
J. Barbush, VP, Creative Social Media Director  
Brian Farkas, Sr. Art Director  
Bryan Evans, Jr. Art Director  
Tylynne McCauley, Sr. Copywriter  
Brenna Humphreys, Copywriter  
Gary Paticoff, SVP, Executive Producer, Content  
Mark Tripp, Director/Sr. Producer, Content  
RPA, Production Company  
Butcher Editorial, Editorial Company



Entry ID: 15-LAS-40922-36C

Category: 36C - Campaign

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Honda "Snack Attack" Campaign

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Chuck Blackwell, VP, Creative Director

Ken Pappanduros, VP, Creative Director

J. Barbush, VP, Creative Social Media Director

Joaquin Salim, Art Director

Tynessa Jue, Jr. Art Director

Laura Kelley, Social Media Copywriter

Jenaca Holmes, Social Media Copywriter

Entry ID: 15-LAS-41353-36C

Category: 36C - Campaign

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: #StartSomething Speical: Mairead & Kevin's Wedding

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

J. Barbush, VP, Creative Social Media Director

Suzie Yerosyan, Art Director

David Sullivan, Sr. Copywriter

Laura Kelley, Brynn Cahalan, Social Media Copywriters

Gary Paticoff, SVP, Executive Producer, Content

Mark Tripp, Director/Sr. Producer, Content

RPA, Production Company

Entry ID: 15-LAS-41394-36C

Category: 36C - Campaign

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: You're Our Valentine

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

J. Barbush, VP, Creative Social Media Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Spencer Larson, Art Director

Jenaca Holmes, Brynn Cahalan, Laura Kelley, Social Media Copywriters

Melly Ramirez, Social Media Coordinator

Mark Tripp, Director/Sr. Producer, Content

Stephen Carmona, Photographer

Entry ID: 15-LAS-43052-36C

Category: 36C - Campaign

Award: Bronze ADDY Award

Entrant: Ayzenberg Group

Advertiser: Xbox

Title: Xbox One Product Launch

Credits:

Rebecca Markarian, Vice President of Social Media

Justin Hills, Strategy/Account Director

David Sarkissian, Lead Social Analyst

Cory Teale, Social Media Account Director

Rachel Weinstein, Project Manager

Kate Beall, Editorial Lead

Elena Zanone, Digital Content and Social Media Specialist

Sean deGroot, Project Manager

Jude Ambrosio, Social Media Strategist

Amanda Schuckman, Project Manager

Tanner Teale, Art Director

Ryan Merritt, Strategy/Account Executive

Entry ID: 15-LAS-44786-36C

Category: 36C - Campaign

Award: Bronze ADDY Award

Entrant: designory.

Advertiser: Designory

Title: TDI Video Series: Answering The Myths Of Diesel

Credits:

Ulrich Lange, Creative Director

Kathy Chia Cherico, Creative Director

Chris Vournakis, Senior Account Director

Jay Brida , Writer

Fakih Amin, Art Director / Artist / Illustrator

Erin Lancaster, Programmer / Animator

Entry ID: 15-LAS-48510-36C

Category: 36C - Campaign

Award: Bronze ADDY Award

Entrant: Neighbor Agency

Advertiser: Neighbor Agency

Title: California Pizza Kitchen - 31 Days of Pizza Reimagination

Credits:

David Boden , ACD, Art Director

Michelle Esposito , Group Account Director

Jim Wayne , Digital Account Supervisor

Entry ID: 15-LAS-44723-37A  
Category: 37A - Tablet  
Award: Silver ADDY Award  
Entrant: designory.  
Advertiser: Subaru of America  
Title: MY14 Subaru Forester iPad app  
Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Terry Prine, Sr. Art Director

Jesse Echon, Sr. Art Director

Kim Winderman, Art Director

Stacia Jacobson, Copy Writer

Marco Ray, Sr. Product Specialist

Stephanie Breese, Art Producer

Phong Su, Production Artist

Robert Keding, Manager, Technology

Joe Rifken, IOS Developer

Entry ID: 15-LAS-44756-37A  
Category: 37A - Tablet  
Award: Silver ADDY Award  
Entrant: designory.  
Advertiser: INFINITI MOTOR COMPANY LTD  
Title: MY14 Infiniti Global iPad apps  
Credits:

Chad Weiss, Creative Director

Ben Tse, Senior Manager of Infiniti Global Marketing

Patty Johnson, Account Director, Designory

Stacey Kearney, Project Manager, Designory

Paul Olsen, Developer, Designory

Derek Engstrom, System Admin, Designory

Abe Kwak, Copywriter, Designory

Tim Henager, Tech Manager, Designory

April Larivee, Art Director, Designory

Matt Coonrod, Art Director (Freelance)

Noah Huber, Associate Creative Director

David Ly, Art Director

Entry ID: 15-LAS-44765-37A

Category: 37A - Tablet

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Subaru of America

Title: MY14 Subaru Outback iPad app

Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Terry Prine, Sr. Art Director

Jesse Echon, Sr. Art Director

Shea M. Gauer, Art Director

Stacia Jacobson, Copy Writer

Marco Ray , Sr. Product Specialist

Stephanie Breese, Art Producer

Phong Su, Production Artist

Robert Keding, Manager, Technology

Joe Rifken, IOS Developer

Entry ID: 15-LAS-44768-37A

Category: 37A - Tablet

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Subaru of America

Title: MY14 Subaru Legacy iPad app

Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Shea M. Gauer, Art Director

Jesse Echon, Sr. Art Director

Terry Prine, Sr. Art Director

Stacia Jacobson, Copy Writer

Marco Ray , Sr. Product Specialist

Stephanie Breese, Art Producer

Phong Su, Production Artist

Robert Keding, Manager, Technology

Joe Rifken, IOS Developer

Entry ID: 15-LAS-44744-37A

Category: 37A - Tablet

Award: Bronze ADDY Award

Entrant: designory.

Advertiser: Designory

Title: Audi MY15 A3 Pre-Launch Brochure App

Credits:

Ulrich Lange, Creative Director

Kathy Chia Cherico, Creative Director

Chris Vournakis, Senior Account Director

Sella Tosyaliyan, Senior Account Supervisor

Fakih Amin, Art Director / Designer

Hera Cheung, Art Director / Designer

Jay Brida, Copy Director

Derek Engstrem, Programmer

Michael Herants, Animator

Paul Carhart, Production Artist

Ashley Watson, Strategy

Entry ID: 15-LAS-44805-37A

Category: 37A - Tablet

Award: Bronze ADDY Award

Entrant: designory.

Advertiser: Designory  
Title: Audi MY14 R8 App  
Credits:

Ulrich Lange, Creative Director  
  
Kathy Chia Cherico, Creative Director  
  
Chris Vournakis, Senior Account Director  
  
Sella Tosyaliyan, Senior Account Supervisor  
  
Wil Conerly, Art Director / Designer  
  
Fakih Amin, Art Director / Interactive Designer  
  
Jay Brida, Copy Director  
  
Kit Smith, Copy Writer  
  
Derek Engstrem, Programmer  
  
Paul Carhart, Production Artist  
  
Ashley Watson, Strategy

Entry ID: 15-LAS-44773-37B  
Category: 37B - Web-based (Browser)  
Award: Silver ADDY Award  
Entrant: designory.  
Advertiser: Subaru of America  
Title: MY14 Subaru BRZ Digital Brochure  
Credits:

Steve Davis, Group Creative Director  
  
Chad Weiss, Sr. Creative Director, Copy  
  
Scott Izuhara, Associate Creative Director  
  
Shea M. Gauer, Art Director  
  
Stacia Jacobson, Copy Writer  
  
Louis Minette, Product Specialist  
  
Stephanie Breese, Art Producer  
  
Phong Su, Production Artist  
  
Robert Keding, Manager, Technology

Entry ID: 15-LAS-44777-37B  
Category: 37B - Web-based (Browser)  
Award: Silver ADDY Award  
Entrant: designory.  
Advertiser: Subaru of America  
Title: MY14 Subaru Forester Digital Brochure  
Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Terry Prine, Sr. Art Director

Jesse Echon, Sr. Art Director

Kim Winderman, Art Director

Shea M. Gauer, Art Director

David Ly, Art Director

Marco Ray, Sr. Product Specialist

Stephanie Breese, Art Producer

Phong Su, Production Artist

Robert Keding, Manager, Technology

Entry ID: 15-LAS-44779-37B  
Category: 37B - Web-based (Browser)  
Award: Silver ADDY Award  
Entrant: designory.  
Advertiser: Subaru of America  
Title: MY14 Subaru XV Crosstrek Digital Brochure  
Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Kim Winderman, Art Director

Terry Prine, Sr. Art Director

Charlie Patterson, Sr. Copy Writer

Louis Minette, Product Specialist

Stephanie Breese, Art Producer



Phong Su, Production Artist

Robert Keding, Manager, Technology

Entry ID: 15-LAS-44782-37C

Category: 37C - Mobile (Phone)

Award: Bronze ADDY Award

Entrant: designory.

Advertiser: Subaru of America

Title: MY14 Subaru Discover App

Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Jesse Echon, Sr. Art Director

Shea M. Gauer, Art Director

Kim Winderman, Art Director

David Ly, Art Director

Terry Prine, Sr. Art Director

Stacia Jacobson, Copy Writer

Stephanie Breese, Art Producer

Robert Keding, Manager, Technology

Joe Rifkin, IOS Developer

Entry ID: 15-LAS-48347-39C

Category: 39C - Games

Award: Bronze ADDY Award

Entrant: United Future

Advertiser: United Future

Title: Audax Health

Credits:

Ian Klassan, VP Mobile and R&D

Marc Raymond, Director of Mobile

Scott Orlyck , Engineer

Entry ID: 15-LAS-41427-40A

Category: 40A - Webisodes

Award: Silver ADDY Award

Entrant: RPA

Advertiser: Farmers Insurance

Title: Dick Fowler: Divot Dummy

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Tom Hamling, Creative Director

Pete Figel, Creative Director

Vikas Bhalla, Art Director

Seth Prandini, Copywriter

Gary Paticoff, Sr. VP, Executive Producer, Content

Brian Donnelly, Sr. Producer

Drive Thru Production, Production Company

Entry ID: 15-LAS-41471-40A

Category: 40A - Webisodes

Award: Silver ADDY Award

Entrant: RPA

Advertiser: Farmers Insurance

Title: Dick Fowler: Backswing Sting

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Tom Hamling, Creative Director

Pete Figel, Creative Director

Vikas Bhalla, Art Director

Seth Prandini, Copywriter

Gary Paticoff, Sr. VP, Executive Producer, Content

Brian Donnelly, Sr. Producer

Drive Thru Productions, Production Company

Entry ID: 15-LAS-44665-40A

Category: 40A - Webisodes

Award: Silver ADDY Award

Entrant: The Story Lab

Advertiser: Chivas Regal

Title: Brotherhood

Credits:

Lisa Eisenpresser, Executive Producer

Max Yoffe, Producer

Bryn Mooser, Director

John Bernardo, VP Communications

Megan Bordi, Senior Brand Manager

Entry ID: 15-LAS-46186-40A

Category: 40A - Webisodes

Award: Bronze ADDY Award

Entrant: The Story Lab

Advertiser: The Glenlivet

Title: Single Stories

Credits:

Lisa Eisenpresser, Executive Producer

Max Yoffe, Producer

Jaci Judelson, Director

John Bernardo, VP, Communications

Troy Gorczyca, Senior Brand Manager

Entry ID: 15-LAS-48316-40A  
Category: 40A - Webisodes  
Award: Bronze ADDY Award  
Entrant: Neighbor Agency  
Advertiser: Neighbor Agency  
Title: Luna Bar Debunking the Diet Webisodes  
Credits:

Linda Price , Owner, President

Lindsey Roeschke , Account Director

Laurie Shiers , Associate Creative Director and Copywriter

Adrienne Stephen , Senior Account Manager

Entry ID: 15-LAS-48558-40A  
Category: 40A - Webisodes  
Award: Bronze ADDY Award  
Entrant: Furlined  
Advertiser: Intel & Toshiba  
Title: The Power Inside  
Credits:

Entry ID: 15-LAS-49720-40A  
Category: 40A - Webisodes  
Award: Bronze ADDY Award  
Entrant: Matter, Inc.  
Advertiser: Activision  
Title: Skylanders Boomcast  
Credits:

Abby Fass, Producer/Production Manager

Andy Marks, Executive Producer

Bailey Dawson, Talent Manager

Rob Jones, Executive Producer

Entry ID: 15-LAS-42834-40B

Category: 40B - Internet Commercials

Award: Gold ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Santa's New Sleigh

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Ariel Shukert, Art Director

Michael Jason Enriquez, Art Director

Adam Gothelf, Jr. Copywriter

Gary Paticoff, Director of Integrated Production

Isadora Chesler, VP, Executive Producer

Whitney Young, Producer

Buck, Director/Animation Company

Maurie Enochson, Executive Producer

Emily Rickard, Producer

Entry ID: 15-LAS-42812-40B

Category: 40B - Internet Commercials

Award: Silver ADDY Award

Entrant: RPA

Advertiser: Newport Beach Film Festival

Title: Mandible

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Scott McDonald, VP, Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Gariy Paticoff, Sr. VP, Executive Producer, Content

Selena Pizarro, VP, Executive Producer

Ryan Radley, Assistant Producer

Tool of North America, Santa Monica, Production Company

Erich Joiner, Robert Richardson, Directors

Robert Richardson, Director of Photography

Lee Aronsohn, Writer

Entry ID: 15-LAS-42815-40B

Category: 40B - Internet Commercials

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Staten Island Little League

Credits:

Susie Rossick, Sr. Manager, Honda Regional Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Mark Tripp, Director/Sr. Producer, Content

RPA, Production Company

Stephen Carmona, Director of Photography

Tracy Chaplin, Producer

Butcher Editorial, Editorial Company

Teddy Gersten, Editor

Entry ID: 15-LAS-42821-40B

Category: 40B - Internet Commercials

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.  
Title: A Man and His Car  
Credits:

Joe Baratelli, EVP, Chief Creative Officer  
Jason Sperling, SVP, Executive Creative Director  
Alicia Dotter, Creative Director  
Sarah May Bates, Associate Creative Director  
Gariy Paticoff, Sr. VP, Executive Producer, Content  
Joshua Herbstman, Producer  
RPA, Production Company  
Sarah May Bates, Director  
Joshua Herbstman, Line Producer  
Eric Haase, Nick Bates, Director of Photography  
Union Editorial, Editorial Company

Entry ID: 15-LAS-42832-40B  
Category: 40B - Internet Commercials  
Award: Silver ADDY Award  
Entrant: RPA  
Advertiser: Farmers Insurance  
Title: Passwords  
Credits:

Joe Baratelli, EVP, Chief Creative Officer  
Pat Mendelson, Sr. VP, Group Creative Director  
Pete Figel, Tom Hamling, Creative Directors  
Cheston Kwan, Art Director  
Josh Hill, Copywriter  
Gariy Paticoff, Sr. VP, Executive Producer, Content  
Joshua Herbstman, Producer  
Laundry, Production Company  
Tony Liu, PJ Richardson, Directors  
Michael Bennett, Executive Producer  
Eric Badros, Head of Production

Kirsten Noll, Producer

Entry ID: 15-LAS-48649-40B  
Category: 40B - Internet Commercials  
Award: Silver ADDY Award  
Entrant: Furlined  
Advertiser: 350 Action  
Title: Climate Name Change  
Credits:

Entry ID: 15-LAS-48881-40B  
Category: 40B - Internet Commercials  
Award: Silver ADDY Award  
Entrant: The Woo  
Advertiser: Ooma, Inc.  
Title: ~~â€œ~~Make Your Office Oomazing~~â€œ~~  
Credits:  
Valerie Moizel, Executive Creative Director  
  
Brandon Nicholas, Director  
  
Jared Barris, Account Executive

Entry ID: 15-LAS-42825-40B  
Category: 40B - Internet Commercials  
Award: Bronze ADDY Award  
Entrant: RPA  
Advertiser: Farmers Insurance  
Title: Space Heater  
Credits:  
Joe Baratelli, EVP, Chief Creative Officer  
  
Pat Mendelson, Sr. VP, Group Creative Director



Pete Figel, Tom Hamling, Creative Directors

Cheston Kwan, Art Director

Josh Hill, Copywriter

Gariy Paticoff, Sr. VP, Executive Producer, Content

Joshua Herbstman, Producer

Laundry, Production Company

Tony Liu, PJ Richardson, Directors

Michael Bennett, Executive Producer

Eric Badros, Head of Production

Kirsten Noll, Producer

Entry ID: 15-LAS-42831-40B

Category: 40B - Internet Commercials

Award: Bronze ADDY Award

Entrant: RPA

Advertiser: Farmers Insurance

Title: Road Rage

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Pete Figel, Tom Hamling, Creative Directors

Cheston Kwan, Art Director

Josh Hill, Copywriter

Gariy Paticoff, Sr. VP, Executive Producer, Content

Joshua Herbstman, Producer

Laundry, Production Company

Tony Liu, PJ Richardson, Directors

Michael Bennett, Executive Producer

Eric Badros, Head of Production

Kirsten Noll, Producer

Entry ID: 15-LAS-42845-40C

Category: 40C - Branded Content, 60 seconds or less

Award: Silver ADDY Award

Entrant: RPA

Advertiser: Intuit

Title: Intuit Billboard Hijack

Credits:

Taj Alavi, Group Marketing Manager

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, SVP, Group Creative Director

Gary Paticoff, SVP, Executive Producer, Content

Nathan Crow, VP, Creative Director

Adam Lowrey, VP, Creative Director

Damian Fraticelli, Associate Creative Director/Copy

David Sullivan, Sr. Copywriter

Suzie Yeranosyan, Art Director

Mark Tripp, Director/Sr. Producer, Content

Entry ID: 15-LAS-42857-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Gold ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Project Drive-In â€™ The Reveal

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Bryan Evans, Jr. Art Director

Brenna Humphreys, Copywriter

Gary Paticoff, SVP, Executive Producer, Content

Mark Tripp, Director/Sr. Producer

RPA, Production Company

Butcher Editorial, Editorial Company

Entry ID: 15-LAS-42864-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Gold ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Santa's New Sleigh

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Ariel Shukert, Art Director

Michael Jason Enriquez, Art Director

Adam Gothelf, Jr. Copywriter

Gary Paticoff, Director of Integrated Production

Isadora Chesler, VP, Executive Producer

Whitney Young, Producer

Buck, Director/Animation Company

Maurie Enochson, Executive Producer

Emily Rickard, Producer

Entry ID: 15-LAS-46314-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Gold ADDY Award

Entrant: Process Creative Inc

Advertiser: Stephen Kenn

Title: Encounter Collection

Credits:

Thomas Aiello, CoDirector / Cinematographer

Daniel Chesnut, CoDirector / Cinematographer

Stephen and Beks Opperman , Creative Development

James Watson, Letter and Voice Over

Ryan Taubert, Music Curation

Matt Fezz, Colorist

White Noise Lab, Sound Design

Austin Steck, 2nd Camera Operator

Bradley Aiello, Teenage Actor

Lucas Aiello, Boy Actor

Entry ID: 15-LAS-23587-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Silver ADDY Award

Entrant: Elevated Media Productions

Advertiser: Cordoba Guitars

Title: The Cordoba Story - A Renaissance of the Nylon String Guitar

Credits:

Entry ID: 15-LAS-39337-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Silver ADDY Award

Entrant: Davie Brown Entertainment

Advertiser: PepsiCo - Pepsi Max

Title: Pepsi Max: Uncle Drew Chapter 2

Credits:

Louis Arbetter, Senior Marketing Director - PepsiCo

Barry Rosen, Commercial TV & Branded Production Consultant - PepsiCo

Umi Patel, Marketing Director - PepsiCo

Jessica Rogers, Marketing Analyst - PepsiCo

Tom Meyer, President - Davie Brown Entertainment

Marc Gilbar, Creative Director/Copywriter

Abby Jackson, Account Director

Erin Stover, Account Executive

Beg Greenberg, Producer

Jonathan Klein, Director

Damion Clayton, Editor

Beacon Street Studios, Music

Entry ID: 15-LAS-42860-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Project Drive-In â€™ Mini-Documentary

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Bryan Evans, Jr. Art Director

Brenna Humphreys, Copywriter

Gary Paticoff, SVP, Executive Producer, Content

Mark Tripp, Director/Sr. Producer

RPA, Production Company

Butcher Editorial, Editorial Company

Entry ID: 15-LAS-42862-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Haunted Honda

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Cameron Sperling, Director

Joanna Kennedy, Sr. Social Media Specialist

Mark Tripp, Sr. Producer

RPA, Production Company

Entry ID: 15-LAS-42868-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: #StartSomething Speical: Mairead & Kevin's Wedding

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

J. Barbush, VP, Creative Social Media Director

Suzie Yerosyan, Art Director

David Sullivan, Sr. Copywriter

Laura Kelley, Brynn Cahalan, Social Media Copywriters

Gary Paticoff, SVP, Executive Producer, Content

Mark Tripp, Director/Sr. Producer, Content

RPA, Production Company

Entry ID: 15-LAS-44788-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Subaru of America

Title: MY14 Subaru XV Surf Day Video

Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Jesse Echon, Sr. Art Director

Terry Prine, Sr. Art Director

Stacia Jacobson, Copy Writer

Stephanie Breese, Art Producer

Marco Ray, Product Specialist

Kevin Zacher, Director

Nick Waterhouse, Music Composition

Entry ID: 15-LAS-45327-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Silver ADDY Award

Entrant: Davie Brown Entertainment

Advertiser: Monster

Title: Monster Wake Up Call

Credits:

Jeff Greenler, Vice President Global Brand & Advertising, Monster.com

Kelli Philpott, Senior Director Sponsorships & Promotions, Monster.com

Marc Gilbar, Vice President Branded Content, Davie Brown Entertainment

Kurt Spenser, Director, Radley Studios

Entry ID: 15-LAS-48055-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Nissan North America

Title: Nissan Commercial Vehicles. Tested for Toughness

Credits:

Carol Fukunaga, Creative Director

Matt Archuleta, Associate Creative Director

Scott Goldenberg, Senior Copywriter

Tim Baur, Director

SpotBot, Inc., Post Production

Patti O'Halloran, Producer

Sara Redditt, Account Manager

Carmen Lam, Art Producer

Entry ID: 15-LAS-48874-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Silver ADDY Award

Entrant: The Woo

Advertiser: Lenovo

Title: "A Midsummer Notebook"™s Dream Dance" by The Silhouettes

Credits:

Caroline DiGiulio, Creative Director

Brandon Nicholas, Editor

Hope Lee, Account Supervisor

Valerie Moizel, Executive Creative Director

Entry ID: 15-LAS-23238-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Bronze ADDY Award

Entrant: Zambezi

Advertiser: popchips

Title: Katy and the popcats

Credits:

Brian Ford, Founder/Executive Creative Director

Chris Raih, Founder/Managing Director

Maddie Grandbois, Creative Director

Justin Wright, Art Director

Alex Cohn, Executive Producer

Jamie Tompetrini, Senior Producer

Eli Shillock, Senior Producer

Summer Allgyer, Associate Producer



Alissa Adler, Account Supervisor

Ling Ly, Editor

Jared Eberhardt, Director

Partizan, Production Co.

Entry ID: 15-LAS-37109-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Bronze ADDY Award

Entrant: Phelps

Advertiser: City of Hope

Title: City of Hope Centennial History Video

Credits:

Howie Cohen, Creative Director/ Copywriter

Erin Culling, Executive Producer

Art Director, Armand Kerechuk

Michael Schulz, Production Artist

Maria Brenner, Editor

Harvey Kaner, Producer

Entry ID: 15-LAS-39414-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Bronze ADDY Award

Entrant: 360 Agency

Advertiser: AT&T

Title: AT&T Elevate Young Black Voices - Video

Credits:

Matt Teshera, Sr. Marketing Manager, West Region

Esther Gonzalez, Sr. Marketing Manager, Northeast Region

Leticia Galindo, Chief Marketing Officer at 360 Agency

Jennifer Ludden, Chief Financial Officer at 360 Agency

Entry ID: 15-LAS-40580-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Bronze ADDY Award

Entrant: 360 Agency

Advertiser: AT&T

Title: AT&T Live Proud - PSA

Credits:

Dora Lorenzo, Director, Marketing Management for AT&T

Laura Hernandez, Executive Director, Marketing Management for AT&T

Jennifer Beltz, Senior Marketing Manager for AT&T

Leticia Galindo, Chief Marketing Officer at 360 Agency

Jennifer Ludden, Chief Financial Officer at 360 Agency

Keitha Bialaszewski, Senior Account Manager at 360 Agency

Entry ID: 15-LAS-42854-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Bronze ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: 5 Senses of Honda IndyCar Racing

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Quinn Killick, Sr. Art Director

Lior Ben-Aharon, Copywriter

Gary Paticoff, Sr. VP, Executive Producer, Content

Faye Armstrong, Producer

RPA, Production Company

Derrick Hausen, Director/Editor

Entry ID: 15-LAS-47884-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Bronze ADDY Award

Entrant: designory.

Advertiser: Nissan North America

Title: Nissan Rogue Launch Video

Credits:

Carol Fukunaga, Creative Director

Meg Crabtree, Creative Director

Patrick Dougherty, Art Director

Alisha Westerman, Copywriter

John Higginson, Director

SpotBot, Inc., Post Production

Patti O'Halloran, Producer

Emilie Guthrie, Account Manager

Jessica Kovic, Art Producer

Entry ID: 15-LAS-48053-40D

Category: 40D - Branded Content, more than 60 seconds

Award: Bronze ADDY Award

Entrant: designory.

Advertiser: Nissan North America

Title: Nissan Versa Note Launch Video

Credits:

Carol Fukunaga , Creative Director

Meg Crabtree, Creative Director

Patrick Dougherty, Art Director

Alisha Westerman, Copywriter

John Higginson, Director

SpotBot, Inc., Post Production

Patti O'Halloran, Producer

Scott Fortenberry, Account Manager

Entry ID: 15-LAS-48647-40D  
Category: 40D - Branded Content, more than 60 seconds  
Award: Bronze ADDY Award  
Entrant: Furlined  
Advertiser: Intel & Toshiba  
Title: The Power Inside  
Credits:

Entry ID: 15-LAS-37543-41B  
Category: 41B - Consumer  
Award: Bronze ADDY Award  
Entrant: Phelps  
Advertiser: Tahiti Tourisme North America  
Title: Tahiti Consumer DVD  
Credits:

Armand Kerechuk, Art Director

Maria Brenner, Editor

Entry ID: 15-LAS-42871-42  
Category: 42 - DIGITAL ADVERTISING - Campaign (for categories 32A-41C)  
Award: Gold ADDY Award  
Entrant: RPA  
Advertiser: American Honda Motor Co., Inc.  
Title: Project Drive-In ' Campaign  
Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

J. Barbush, VP, Creative Social Media Director

Brian Farkas, Sr. Art Director

Bryan Evans, Jr. Art Director

Tylynne McCauley, Sr. Copywriter

Brenna Humphreys, Copywriter

Gary Paticoff, SVP, Executive Producer, Content

Mark Tripp, Director/Sr. Producer, Content

RPA, Production Company

Butcher Editorial, Editorial Company

Entry ID: 15-LAS-42876-42

Category: 42 - DIGITAL ADVERTISING - Campaign (for categories 32A-41C)

Award: Silver ADDY Award

Entrant: RPA

Advertiser: Farmers Insurance

Title: Dick Fowler: Campaign

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Tom Hamling, Creative Director

Pete Figel, Creative Director

Vikas Bhalla, Art Director

Seth Prandini, Copywriter

Gary Paticoff, Sr. VP, Executive Producer, Content

Brian Donnelly, Sr. Producer

Drive Thru Production, Production Company

Entry ID: 15-LAS-44780-42

Category: 42 - DIGITAL ADVERTISING - Campaign (for categories 32A-41C)

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Designory

Title: TDI Video Series: Answering The Myths Of Diesel

Credits:

Ulrich Lange, Creative Director

Kathy Chia Cherico, Creative Director

Chris Vournakis, Senior Account Director

Jay Brida , Writer

Fakih Amin, Art Director / Artist / Illustrator

Erin Lancaster, Programmer / Animator

Entry ID: 15-LAS-44794-42

Category: 42 - DIGITAL ADVERTISING - Campaign (for categories 32A-41C)

Award: Silver ADDY Award

Entrant: designory.

Advertiser: Subaru of America

Title: MY14 Subaru Integrated Campaign

Credits:

Steve Davis, Group Creative Director

Chad Weiss, Sr. Creative Director, Copy

Scott Izuhara, Associate Creative Director

Terry Prine, Sr. Art Director

Jesse Echon, Sr. Art Director

Kim Winderman, Art Director

Marco Cortes / Shea M. Gauer, Art Director / Art Director

Charlie Patterson / Stacia Jacobson, Sr. Copy Writer / Copy Writer

Marco Ray / Louis Minette, Sr. Product Specialist / Product Specilaist

Stephanie Breese, Art Producer

Robert Keding, Manager, Technology

Joe Rifken, IOS Developer

Entry ID: 15-LAS-21512-42

Category: 42 - DIGITAL ADVERTISING - Campaign (for categories 32A-41C)

Award: Bronze ADDY Award

Entrant: Psychic Bunny

Advertiser: Psychic Bunny

Title: ITG Pro

Credits:

Doug Spice, Director

Rick Castaneda, Editor/Producer

Sonia Pineda, Producer

Drew Johnson, Director of Photography

Entry ID: 15-LAS-45619-42

Category: 42 - DIGITAL ADVERTISING - Campaign (for categories 32A-41C)

Award: Bronze ADDY Award

Entrant: The Woo

Advertiser: Lenovo

Title: "Challenge your DO" Featuring Mykel Hawke

Credits:

Jeff Heath, Creative Director

Caroline DiGiulio, Creative Director

Lance Kitagawa, Art Director

Hope Lee, Account Supervisor

Brandon Nicholas, Editor

Keith Musil, Director

Entry ID: 15-LAS-49621-42

Category: 42 - DIGITAL ADVERTISING - Campaign (for categories 32A-41C)

Award: Bronze ADDY Award

Entrant: BIRD Design Inc

Advertiser: Avery

Title: Avery I Am My Business Campaign

Credits:

Peter Robbins, Creative Director

Tabitha De La Torre, Producer

Angela Huang, Art Director

Darrin Isono, Art Director

Soo Kwon, Designer

Ashley Monroe, Designer

John Albert , Director

Jeremy Samuelson, Photographer

Dan O'Sullivan, Director of Photography

## RADIO

Entry ID: 15-LAS-48921-43B

Category: 43B - :60 or more

Award: Bronze ADDY Award

Entrant: Modern Industry Pictures

Advertiser: San Manuel Indian Bingo and Casino

Title: You Are Here

Credits:

Dan Morales, Marketing Director

Josh Longyear, Creative

Nora Connors, Creative

Mario Robles, Art Director

Gayle McCully, Producer - San Manuel

Jeff Apps, Director

Fernando James Orozco, Producer - Modern Industry

Far East Movement, Music

Matt Thorne, Mix and Sound Design

Barry Weiss, Voice Talent

Entry ID: 15-LAS-46556-44B

Category: 44B - :60 or more

Award: Bronze ADDY Award

Entrant: Lowe Campbell Ewald



Advertiser: Kaiser Permanente

Title: Happy Radio

Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

Angela Zepeda, Managing Director/President, Doug Ryan, Account Director

Matt Clark, Sr Account Supervisor, Producer, Chris Robertson

Becca Loose, Writer, Allison Janney, Voice Over Talent

Entry ID: 15-LAS-46571-44B

Category: 44B - :60 or more

Award: Bronze ADDY Award

Entrant: Lowe Campbell Ewald

Advertiser: Kaiser Permanente

Title: Nap On

Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

Angela Zepeda, Managing Director/President, Doug Ryan, Account Director

Matt Clark, Sr Account Supervisor, Chris Robertson, Producer

Becca Loose, Writer, Allison Janney, Voiceover Talent

Entry ID: 15-LAS-46617-44B

Category: 44B - :60 or more

Award: Bronze ADDY Award

Entrant: Lowe Campbell Ewald

Advertiser: Western Governor's University

Title: WGU "Speech" Radio Single

Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

Angela Zepeda, Managing Director/President, Paula Pletcher, Managing Supervisor and Brooke Goldstein,  
Account Executive

John Haggerty, Producer, Pattie Breen, Writer

Suzanne Savoy, Voiceover Talent, Union Editorial, editing house

Entry ID: 15-LAS-46622-44B

Category: 44B - :60 or more

Award: Bronze ADDY Award

Entrant: Lowe Campbell Ewald

Advertiser: Western Governor's University

Title: WGU "We Love You Night Owls" Radio Single

Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

Angela Zepeda, Managing Director/President, Paula Pletcher, Managing Supervisor and Brooke Goldstein,  
Account Executive

John Haggerty, Producer, Becca Loose, Writer

Union Editorial, editing house, Brad Armacost, VoiceOver Talent

## TELEVISION

Entry ID: 15-LAS-48500-46B

Category: 46B - :30

Award: Bronze ADDY Award

Entrant: Modern Industry Pictures

Advertiser: San Manuel Indian Bingo and Casino

Title: You Are Here

Credits:

Dan Morales, Marketing Director

Josh Longyear, Creative

Nora Connors, Creative

Mario Robles, Art Director

Gayle McCully, Producer - San Manuel

Jeff Apps, Director

Fernando James Orozco, Producer - Modern Industry

Russell Carpenter ASC, Cinematographer

Jeff Apps, Editor

Far East Movement, Music

Matt Thorne, Mix and Sound Design

Dave Hussey, Colorist

Entry ID: 15-LAS-48556-46B

Category: 46B - :30

Award: Bronze ADDY Award

Entrant: Modern Industry Pictures

Advertiser: San Manuel Indian Bingo and Casino

Title: Dodgers Are Here

Credits:

Dan Morales, Marketing Director

Josh Longyear, Creative

Nora Connors, Creative

Mario Robles, Art Director

Gayle McCully, Producer - San Manuel

Jeff Apps, Director

Fernando James Orozco, Producer - Modern Industry

Russell Carpenter ASC, Cinematographer

Jeff Apps, Editor

Far East Movement, Music

Matt Thorne, Mix and Sound Design

Dave Hussey, Colorist

Entry ID: 15-LAS-44021-48A

Category: 48A - Products

Award: Gold ADDY Award

Entrant: David&Goliath

Advertiser: Kia Motors America

Title: Totally Transformed

Credits:

David Angelo, Chief Creative Officer  
Colin Jeffery, Executive Creative Director/Director  
Gary DuToit, CD/Copywriter  
Eron Broughton, CD/Art Director  
Greg Buri, ACD/Copywriter  
Basil Douglas Cowieson, ACD/Art Director  
Kristian Grove Moller, ACD/Art Director  
Carol Lombard, Executive Producer/Managing Director  
Paul Albanese, Executive Producer  
Brian Dunbar, Managing Partner, Client Services  
Brook Dore, Group Account Director  
Frank Scherma, Executive Producer

Entry ID: 15-LAS-43220-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Better/Launch

Credits:

Nick Lee, Manager, Honda National Advertising  
Joe Baratelli, EVP, Chief Creative Officer  
Jason Sperling, SVP, Executive Creative Director  
Hobart Birmingham, Creative Director  
Perrin Anderson, Creative Director  
Gary Paticoff, Sr. VP, Executive Producer, Content  
Isadora Chesler, VP, Executive Producer  
Gorgeous, Inc, Production Company  
Union Editorial, Editorial Company

Entry ID: 15-LAS-43226-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Better/Civic

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Hobart Birmingham, Creative Director

Perrin Anderson, Creative Director

Gary Paticoff, Sr. VP, Executive Producer, Content

Isadora Chesler, VP, Executive Producer

Gorgeous, Inc, Production Company

Union Editorial, Editorial Company

Entry ID: 15-LAS-43243-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Better/Si Coupe

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Hobart Birmingham, Creative Director

Perrin Anderson, Creative Director

Gary Paticoff, Sr. VP, Executive Producer, Content

Isadora Chesler, VP, Executive Producer

Gorgeous, Inc, Production Company

Union Editorial, Editorial Company

Entry ID: 15-LAS-43245-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: It's Here

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Chuck Blackwell, Ken Pappanduros, VP, Creative Directors

Gary Paticoff, SVP, Executive Producer, Content

Isadora Chesler, VP, Executive Producer

Smuggler, Production Company

Union Editorial, Editorial Company

A52, Visual Effects Company

Entry ID: 15-LAS-43250-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Owner's Manual

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Chuck Blackwell, Ken Pappanduros, VP, Creative Directors

Gary Paticoff, SVP, Executive Producer, Content

Isadora Chesler, VP, Executive Producer

Smuggler, Production Company

Union Editorial, Editorial Company

A52, Visual Effects Company

Entry ID: 15-LAS-43256-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Thank You

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Chuck Blackwell, Ken Pappanduros, VP, Creative Directors

Gary Paticoff, SVP, Executive Producer, Content

Fran Wall, Sr. Producer

Park Pictures, Production Company

Union Editorial, Editorial Company

Entry ID: 15-LAS-43264-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: New Car Smell

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Chuck Blackwell, Ken Pappanduros, VP, Creative Directors

Gary Paticoff, SVP, Executive Producer, Content

Fran Wall, Sr. Producer

Park Pictures, Production Company

Union Editorial, Editorial Company

Entry ID: 15-LAS-43269-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Perspectives

Credits:

Nick Lee, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Curt Johnson, VP, Creative Director

Ken Pappanduros, VP, Creative Director

Antonio Marcato, Sr Art Director

Damian Fraticelli, Associate Creative Director/Copy

Gary Paticoff, SVP, Executive Producer, Content

Fran Wall, Sr. Producer

Drive Thru, Production Company

The Reel Thing, Inc., Editorial Company

Entry ID: 15-LAS-43283-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Little League Mascots

Credits:

Susie Rossick, Sr. Manager, Honda Regional Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Gariy Paticoff, Sr. VP, Executive Producer, Content

Isadora Chesler, VP, Executive Producer

Smuggler, Production Company



Union Editorial, Editorial Company

Entry ID: 15-LAS-47961-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: David&Goliath

Advertiser: Kia Motors America

Title: Space Babies

Credits:

David Angelo, Chief Creative Officer

Colin Jeffery, Executive Creative Director

Ben Purcell, Creative Director, Copywriter

Steve Yee, Creative Director, Art Director

Carol Lombard, Head of Production

Christopher Coleman, Executive Producer

Brian Dunbar, Managing Partner, Client Services

Brook Dore, Group Account Director

Justin Manfredi, Account Director

Emma Brier, Account Supervisor

Jake Scott, Director

Tracie Norfleet, Executive Producer

Entry ID: 15-LAS-47985-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: David&Goliath

Advertiser: California Lottery

Title: Snowfall

Credits:

David Angelo, Chief Creative Officer

Colin Jeffery, Executive Creative Director

Todd Rone Parker, Sr. Art Director

Daniel Kelly, Sr. Copywriter

Carol Lombard, Head of Production

Christopher Coleman, Executive Producer

Nicolette Spencer, Sr. Producer

Brian Dunbar, Managing Partner, Client Services

Stacia Parseghian, Account Director

Janet Wang, Account Supervisor

Janusz Kaminiski, Director

Susanne Preissler, Executive Producer

Entry ID: 15-LAS-48325-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: R&R Partners

Advertiser: Western Digital

Title: WD Brand - Magic TV :60

Credits:

Arnie DiGeorge, Executive Creative Director

Scott Murray, Creative Director

Don Turley, Executive Producer

Dustin Oliver, Director of Broadcast

Lenny Vallone, Producer

Greg Mitchell, Group Account Director

Paul Sears, Account Director

Furlined, Production Company

Douglas Avery, Director

Erin Nordstrom, Optimus, Editor

Arsenal FX, Online/VFX

Elias Music, Music

Entry ID: 15-LAS-48328-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: R&R Partners

Advertiser: Western Digital

Title: WD Brand - Poetry TV :30

Credits:

Arnie DiGeorge, Executive Creative Director

Scott Murray, Creative Director

Don Turley, Executive Producer

Dustin Oliver, Director of Broadcast

Lenny Vallone, Producer

Greg Mitchell, Group Account Director

Paul Sears, Account Director

Furlined, Production Company

Douglas Avery, Director

Erin Nordstrom, Optimus, Editor

Arsenal FX, Online/VFX

Elias Music, Music

Entry ID: 15-LAS-48333-48A

Category: 48A - Products

Award: Silver ADDY Award

Entrant: R&R Partners

Advertiser: Western Digital

Title: WD Brand - Overclouded TV :30

Credits:

Arnie DiGeorge, Executive Creative Director

Scott Murray, Creative Director

Don Turley, Executive Producer

Dustin Oliver, Director of Broadcast

Greg Mitchell, Group Account Director

Paul Sears, Account Director

Furlined, Production Company

Douglas Avery, Director

Kevin Anderson, Cosmo Street, Editor

The Mill, VFX

Adam Scott, The Mill, Telecine

Elias Music, Music

Entry ID: 15-LAS-49773-48A

Category: 48A - Products  
Award: Silver ADDY Award  
Entrant: Arcana Academy  
Advertiser: Tempur Sealy International, Inc.  
Title: Life Before Your Eyes  
Credits:

Shane Hutton, Executive Creative Director, Copywriter

Lee Walters, Executive Creative Director, Art Director

Florence Babbitt, Agency Executive Producer

Jessica Darke, Agency Producer

Denice Hutton, Agency Producer

Alex Esseveld, Art Director

Agustin Sanchez, Copywriter

Jackson Jankel-Morton, Director

Annabel Jankel, Director

Keith Hamm, Editor

Egg Music, Venice, Music Company

Big Block, Santa Monica, Post and VFX

Entry ID: 15-LAS-48363-48A  
Category: 48A - Products  
Award: Bronze ADDY Award  
Entrant: NBC Skycastle  
Advertiser: Oasis Brands  
Title: Fiora Stay Bright - Olympics  
Credits:

Joe Candido, SVP

Barrett Kime, Director

Tighe Damron, Producer / Editor

Thomas L. Wentworth, Director of Production

Kathy Ebel, Creative Director

Entry ID: 15-LAS-48371-48A  
Category: 48A - Products  
Award: Bronze ADDY Award  
Entrant: NBC Skycastle  
Advertiser: Pepsi  
Title: Pepsi\_Countdown to Now  
Credits:

Joe Candido, SVP

Thomas L. Wentworth, Producer

Barrett Kime, Producer

Kathy Ebel, Creative Director

Tighe Damron, Producer

Entry ID: 15-LAS-48372-48A  
Category: 48A - Products  
Award: Bronze ADDY Award  
Entrant: NBC Skycastle  
Advertiser: 3M / ACE Sports Medicine Products  
Title: ACE\_Anatomy of a Win  
Credits:

Joe Candido, SVP

Barrett Kime, Director

Tighe Damron, Producer / Editor

Thomas L. Wentworth, Director of Production

Kathy Ebel, Creative Director

Dennis Provost, Director of Photography

Entry ID: 15-LAS-48381-48A  
Category: 48A - Products  
Award: Bronze ADDY Award  
Entrant: NBC Skycastle  
Advertiser: 3M / ACE Brand Sports Medicine Products

Title: ACE\_Prep to Launch

Credits:

Joe Candido, SVP

Barrett Kime, Director

Tighe Damron, Producer / Editor

Thomas L. Wentworth, Director of Production

Kathy Ebel, Creative Director

Dennis Provost, Director of Photography

Entry ID: 15-LAS-20473-48C

Category: 48C - Services

Award: Silver ADDY Award

Entrant: mOcean

Advertiser: Discovery Channel

Title: Snuffy

Credits:

Lara Richardson, SVP, Marketing, Discovery Channel

Jason Turner, Supervising Producer @ Discovery

Marley Bunce, Director, Broadcast Production Management @ Discovery

Peter McKeon, Director / Creative Director @ mOcean

Teresa Antista, Executive Producer @ mOcean

Don Anderson, Producer @ mOcean

Zach Lyall, Post Producer @ mOcean

Kevin Sarnoff, Director of Photography @ mOcean

Quico Encinias, Lead Animator @ mOcean

Philippe Bergerioux, Editor @ mOcean

Stanley Ng, Effects Supervisor @ mOcean

Entry ID: 15-LAS-44407-48C

Category: 48C - Services

Award: Silver ADDY Award

Entrant: RPA

Advertiser: Farmers Insurance

Title: Suds

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Pete Figel, Tom Hamling, Creative Directors

Katie Carlile, Sr. Art Director

Seth Prandini, Sr. Copywriter

Ben Tolbert, Art Director

Chris Juhas, Copywriter

Gary Paticoff, SVP, Executive Producer, Content

Selena Pizarro, VP, Executive Producer

Ryan Radley, Assistant Producer

Entry ID: 15-LAS-44424-48C

Category: 48C - Services

Award: Silver ADDY Award

Entrant: RPA

Advertiser: Farmers Insurance

Title: Safe Driving

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Pete Figel, Tom Hamling, Creative Directors

Katie Carlile, Sr. Art Director

Seth Prandini, Sr. Copywriter

Ben Tolbert, Art Director

Chris Juhas, Copywriter

Gary Paticoff, SVP, Executive Producer, Content

Selena Pizarro, VP, Executive Producer

Ryan Radley, Assistant Producer

Entry ID: 15-LAS-46573-48C

Category: 48C - Services

Award: Silver ADDY Award

Entrant: Lowe Campbell Ewald

Advertiser: Western Governor's University

Title: WGU "Graduation" TV Single

Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

John Haggerty, Producer and Chris Robertson, Associate Producer, Angela Zepeda, Managing Director/President

Paula Pletcher, Managing Supervisor and Brooke Goldstein, Account Executive, Jeff Perreca (Writer) and Michael McCallum (Art Director), Creative Directors

Kim Geldenhuys, Director - Bob Industries, TK Knowles, John O'Grady, and Chuck Ryant, Executive Producer - Bob Industries

Bart Lipton, UPM - Bob Industries, Will Hasell, Editor - Arcade

Nicole Visram, Executive Producer - Arcade,

Entry ID: 15-LAS-46607-48C

Category: 48C - Services

Award: Bronze ADDY Award

Entrant: Lowe Campbell Ewald

Advertiser: Western Governor's University

Title: WGU "Hey You" TV Single

Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

John Haggerty, Executive Producer and Chris Robertson, Assistant Producer, Angela Zepeda, Managing Director/President

Paula Pletcher, Managing Supervisor and Brooke Goldstein, Account Executive, Becca Loose (writer) and Vanessa Witter (Art Director), Creative Director

Kim Geldenhuys, Director - Bob Industries, TK Knowles, John O'Grady, and Chuck Ryant Executive Production - Bob Industries

Bart Lipton, UPM - Bob Industries, Will Hasell, Editor and Nicole Visram, Executive Producer - Arcade



Entry ID: 15-LAS-48365-48C

Category: 48C - Services

Award: Bronze ADDY Award

Entrant: NBC Skycastle

Advertiser: Kasasa

Title: Kasasa\_1

Credits:

Joe Candido, SVP

Barrett Kime, Producer

Thomas L. Wentworth, Director

Kathy Ebel, Creative Director

Tighe Damron, Producer

Entry ID: 15-LAS-48651-49A

Category: 49A - Products

Award: Gold ADDY Award

Entrant: Furlined

Advertiser: Motorola

Title: Lazy Phone

Credits:

Entry ID: 15-LAS-43299-49A

Category: 49A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Things Can Always Get Better - TV Campaign

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Hobart Birmingham, Creative Director

Perrin Anderson, Creative Director

Gary Paticoff, Sr. VP, Executive Producer, Content

Isadora Chesler, VP, Executive Producer

Gorgeous, Inc, Production Company

Union Editorial, Editorial Company

Entry ID: 15-LAS-43557-49A

Category: 49A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Story of My Honda - TV Campaign

Credits:

Susie Rossick, Sr. Manager, Honda Regional Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Alicia Dotter, Creative Director

Sarah May Bates, Associate Creative Director

Gary Paticoff, Sr. VP, Executive Producer, Content

Phung Vo, Producer

Park Pictures, LA, Production Company

Spot Welders, Editorial Company

Entry ID: 15-LAS-43565-49A

Category: 49A - Products

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Honda Summer Clearance â€™ TV Campaign

Credits:

Susie Rossick, Sr. Manager, Honda Regional Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Chuck Blackwell, VP, Creative Director

Ken Pappanduros, VP, Creative Director

Ariel Shukert, Art Director

Jen Winston, Copywriter

Gary Paticoff, SVP, Executive Producer, Content

Fran Wall, Sr. Producer

Recommended Media, Production Company

The Reel Thing, Inc., Editorial Company

Entry ID: 15-LAS-46093-49A

Category: 49A - Products

Award: Silver ADDY Award

Entrant: R&R Partners

Advertiser: Western Digital

Title: WD Brand Campaign

Credits:

Arnie DiGeorge, Executive Creative Director

Scott Murray, Creative Director

Don Turley, Executive Producer

Dustin Oliver, Director of Broadcast

Lenny Vallone, Producer

Greg Mitchell, Group Account Director

Paul Sears, Account Director

Furlined, Production Company

Douglas Avery, Director

Erin Nordstrom, Optimus, Editor

Arsenal FX, Online/VFX

Elias Music, Music

Entry ID: 15-LAS-47971-49A

Category: 49A - Products  
Award: Silver ADDY Award  
Entrant: David&Goliath  
Advertiser: Kia Motors America  
Title: Not Your Average Midsize Sedan  
Credits:

David Angelo, Chief Creative Officer

Colin Jeffery, Executive Creative Director

Ben Purcell, Creative Director, Copywriter

Steve Yee, Creative Director, Art Director

Courtney Pulver, Copywriter

Andy Sciamanna, Copywriter

Mike Cornell , Art Director

Carol Lombard, Head of Production, Managing Director

Brian Dunbar, Managing Partner, Client Services

Brook Dore, Group Account Director

Simon McQuoid, Director

Charlie Cocuzza, Executive Producer

Entry ID: 15-LAS-48602-49A  
Category: 49A - Products  
Award: Silver ADDY Award  
Entrant: David&Goliath  
Advertiser: Vizio Inc  
Title: Beautifully Simple  
Credits:

David Angelo, Chief Creative Officer

Colin Jeffery, Executive Creative Director

Ben Purcell, Creative Director, Copywriter

Steve Yee, Creative Director, Art Director

Carol Lombard, Head of Production

Mia Lischer, Producer

Brian Dunbar, Managing Partner, Client Services

Chris Rhiel , Director

Javier Jimenez, Executive Producer/Co-founder:

Jason Cohon, Producer

Entry ID: 15-LAS-43573-49A

Category: 49A - Products

Award: Bronze ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Competitive Test-Drive â€™ TV Campaign

Credits:

Susie Rossick, Sr. Manager, Honda Regional Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Curt Johnson, VP, Creative Director

Ariel Shukert, Art Director

David Sullivan, Copywriter

Gary Paticoff, Sr. VP, Executive Producer, Content

Mark Tripp, Sr. Producer, Content

RPA, Production Company

Butcher Editorial, Editorial Commpany

Entry ID: 15-LAS-43578-49A

Category: 49A - Products

Award: Bronze ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Happy Honda Days â€™ TV Campaign

Credits:

Susie Rossick, Sr. Manager, Honda Regional Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Ben Tolbert, Art Director

Chris Juhas, Copywriter

Gary Paticoff, Sr. VP, Executive Producer, Content

Joshua Herbstman, Producer

CMS Productions, Production Company

The Reel Thing, Inc., Editorial Company

Entry ID: 15-LAS-46486-49C

Category: 49C - Services

Award: Silver ADDY Award

Entrant: Lowe Campbell Ewald

Advertiser: Kaiser Permanente

Title: KP Brand TV Campaign

Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Exec Creative Director

John Haggerty, Exec Producer / Chris Robertson, Asst Producer, Angela Zepeda, President/Managing Director

Doug Ryan, Account Director, Matt Clark, Senior Acct Supervisor

Chip Kettering (Writer) and Mike Rushing (Art Director), Creative Directors - What I Want TV Spot, Pattie Breen (Writer) and Robin Todd (Art Director), Creative Director - Perfectly Ordinary TV Spot

Jonathan Dayton and Valerie Faris, Directors - Bob Industries, TK Knowles, John O'Grady, and Chuck Ryant, Executive Producers - Bob Industries

Bart Lipton, UPM - Bob Industries, Jim Haywood, Editor - Union Editorial

Megan Dahlman, Executive Producer - Union Editorial, Allison Janney, Voiceover - LA Studios

Entry ID: 15-LAS-46508-49C

Category: 49C - Services

Award: Silver ADDY Award

Entrant: Lowe Campbell Ewald

Advertiser: Keep Oakland Beautiful

Title: Litter is Bad Campaign

Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

John Haggerty, Executive Producer and Chris Robertson, Asst Producer, Angela Zepeda, Managing Director/President

Matt Clark, Sr Acct Supervisor, Becca Loose (Writer) and Vanessa Witter (Art Director), Creative Director

Nicolas Iyer, Director - AtSwim, Jtomas Krejci and Michael Appel, Executive Producer - AtSwim

Theresa Martin, Producer - AtSwim, Thomas Lembcke, Director of Photography - AtSwim

Leslie Sorrentino, Executive Producer - Big Block, Lauren Thorne, Producer - Big Block

Brian Schneider, Lead Flame Artist - Big Block, Yessian, LA Studios

Lynne Quirion Casting,

Entry ID: 15-LAS-47960-51B

Category: 51B - In-theatre Commercials or Slides

Award: Gold ADDY Award

Entrant: David&Goliath

Advertiser: Kia Motors America

Title: Totally Transformed

Credits:

David Angelo, Chief Creative Officer

Colin Jeffery, Executive Creative Director/Director

Gary DuToit, CD/Copywriter

Eron Broughton, CD/Art Director

Greg Buri, ACD/Copywriter

Basil Douglas Cowieson, ACD/Art Director

Kristian Grove Moller, ACD/Art Director

Carol Lombard, Executive Producer/Managing Director

Paul Albanese, Executive Producer

Brian Dunbar, Managing Partner, Client Services

Brook Dore, Group Account Director

Frank Scherma, Executive Producer

Entry ID: 15-LAS-42886-51B

Category: 51B - In-theatre Commercials or Slides

Award: Silver ADDY Award

Entrant: RPA

Advertiser: Newport Beach Film Festival

Title: Mandible

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Pat Mendelson, Sr. VP, Group Creative Director

Scott McDonald, VP, Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Gariy Paticoff, Sr. VP, Executive Producer, Content

Selena Pizarro, VP, Executive Producer

Ryan Radley, Assistant Producer

Tool of North America, Santa Monica, Production Company

Erich Joiner, Robert Richardson, Directors

Robert Richardson, Director of Photography

Lee Aronsohn, Writer

Entry ID: 15-LAS-42890-51B

Category: 51B - In-theatre Commercials or Slides

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Project Drive-In â€™ Mini-Documentary

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Brian Farkas, Sr. Art Director

Tylynne McCauley, Sr. Copywriter

Bryan Evans, Jr. Art Director

Brenna Humphreys, Copywriter

Gary Paticoff, SVP, Executive Producer, Content

Mark Tripp, Director/Sr. Producer

RPA, Production Company

Butcher Editorial, Editorial Company

Entry ID: 15-LAS-47968-51B

Category: 51B - In-theatre Commercials or Slides

Award: Silver ADDY Award

Entrant: David&Goliath

Advertiser: Kia Motors America



Title: Space Babies

Credits:

David Angelo, Chief Creative Officer

Colin Jeffery, Executive Creative Director

Ben Purcell, Creative Director, Copywriter

Steve Yee, Creative Director, Art Director

Carol Lombard, Head of Production

Christopher Coleman, Executive Producer

Brian Dunbar, Managing Partner, Client Services

Brook Dore, Group Account Director

Justin Manfredi, Account Director

Emma Brier, Account Supervisor

Jake Scott, Director

Tracie Norfleet, Executive Producer

Entry ID: 15-LAS-48010-51B

Category: 51B - In-theatre Commercials or Slides

Award: Silver ADDY Award

Entrant: David&Goliath

Advertiser: California Lottery

Title: Snowfall

Credits:

David Angelo, Chief Creative Officer

Colin Jeffery, Executive Creative Director

Jason Rappaport, ACD/Copywriter

Todd Rone Parker, Sr. Art Director

Dan Kelly, Sr. Copywriter

Carol Lombard, Head of Production

Christopher Coleman, Executive Producer

Nicolette Spencer, Sr. Producer

Brian Dunbar, Managing Partner, Client Services

Stacia Parseghian, Account Director

Janusz Kaminiski, Director

Susanne Preissler, Executive Producer

## INTEGRATED CAMPAIGNS

Entry ID: 15-LAS-42220-53

Category: 53 - INTEGRATED CAMPAIGNS - B-to-B, Regional / National

Award: Bronze ADDY Award

Entrant: Phelps

Advertiser: CareSil

Title: CareSil "The Chemistry of Care"

Credits:

Brianna Mandell, Team Leader

Courtney Carr, Team Manager

David O'Connell, Art Director

Desiree Gates, Production Manager

Howie Cohen, Chief Creative Officer

Michael Schulz, Production Artist

Michelle Adelson, Chief Brand Strategist

Roxana Janka, Copywriter

Salim Peerally, Motion Design Specialist and Developer

Entry ID: 15-LAS-33743-54

Category: 54 - INTEGRATED CAMPAIGNS - Consumer, Local

Award: Bronze ADDY Award

Entrant: Zambezi

Advertiser: WSOP.com

Title: Where The Action Is

Credits:

Brian Ford, Founder/Executive Creative Director

Chris Raih, Founder/Managing Director

Maddie Grandbois, Creative Director

Nick Rodgers, Art Director

Evan Schiller, Copywriter

Alex Cohn, Executive Producer

Andrew Gage, Producer

Carolyn Lu, Producer

Zac Scribner, Account Director

Claudia Rosa, Account Executive

Entry ID: 15-LAS-43040-55

Category: 55 - INTEGRATED CAMPAIGNS - Consumer, Regional / National

Award: Gold, Best of Show ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Project Drive-In â€™ Campaign

Credits:

Alicia Jones, Manager, Honda Social Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

J. Barbush, VP, Creative Social Media Director

Brian Farkas, Sr. Art Director

Bryan Evans, Jr. Art Director

Tylynne McCauley, Sr. Copywriter

Brenna Humphreys, Copywriter

Gary Paticoff, SVP, Executive Producer, Content

Mark Tripp, Director/Sr. Producer, Content

RPA, Production Company

Butcher Editorial, Editorial Company

Entry ID: 15-LAS-43066-55

Category: 55 - INTEGRATED CAMPAIGNS - Consumer, Regional / National

Award: Gold ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Odyssey - "Spokescrumbs" Campaign

Credits:

Nick Lee, Manager, Honda National Advertising

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Chuck Blackwell, Ken Pappanduros, VP, Creative Directors

Gary Paticoff, SVP, Executive Producer, Content

Isadora Chesler, VP, Executive Producer

Joaquin Salim, Art Director

Tynessa Jue, Jr. Art Director

Laura Kelley, Jenaca Holmes, Social Media Copywriters

J. Barbush, VP Social Media Director,

Smuggler, Production Company

Union Editorial, Editorial Company

Entry ID: 15-LAS-24388-55

Category: 55 - INTEGRATED CAMPAIGNS - Consumer, Regional / National

Award: Silver ADDY Award

Entrant: Zambezi

Advertiser: Li-Ning

Title: Way of Wade

Credits:

Brian Ford, Founder/Executive Creative Director

Chris Raih, Founder/Managing Director

Kevin Buth, Creative Director

Desmond Marzette, Creative Strategist

Alex Cohn , Executive Producer

Andrew Gage , Director/Videographer

Chris Rutkowski, Art Director

Keven Behboody, Designer

Summer Allgyer, Associate Producer

Carolyn Lu, Associate Producer

Entry ID: 15-LAS-43041-55

Category: 55 - INTEGRATED CAMPAIGNS - Consumer, Regional / National

Award: Silver ADDY Award

Entrant: RPA

Advertiser: American Honda Motor Co., Inc.

Title: Honda Summer Clearance â€™ Campaign

Credits:

Susie Rossick, Sr. Manager, Honda Regional Marketing

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, SVP, Executive Creative Director

Chuck Blackwell, Ken Pappanduros, VP, Creative Directors

Ariel Shukert, Art Director

Jen Winston, Copywriter

Gary Paticoff, Sr. VP, Executive Producer, Content

Fran Wall, Sr. Producer

Recommended Media, Production Company

The Reel Thing, Inc., Editorial Company

Entry ID: 15-LAS-44784-55

Category: 55 - INTEGRATED CAMPAIGNS - Consumer, Regional / National

Award: Silver ADDY Award

Entrant: designory.

Advertiser: INFINITI MOTOR COMPANY LTD

Title: MY14 Infiniti Global Integrated Campaign

Credits:

Chad Weiss, Creative Director

Ben Tse, Senior Manager @ Infiniti Global Marketing

Patty Johnson, Account Director, Designory

Beckie Klarstom, Print Producer, Designory

Stacia Jacobsen, Copywriter, Designory

Nic Bonilla, Copywriter, Designory

Abe Kwak, Copywriter, Designory

Connie Mangam, Art Producer, Designory

April Larivee, Art Director, Designory

Matt Coonrod, Art Director (Freelance)

Noah Huber, Associate Creative Director

David Ly, Art Director

Entry ID: 15-LAS-39375-55

Category: 55 - INTEGRATED CAMPAIGNS - Consumer, Regional / National

Award: Bronze ADDY Award  
Entrant: 360 Agency  
Advertiser: AT&T Mobility LLC  
Title: AT&T Elevate Young Black Voices  
Credits:

Matt Teshera, Sr. Marketing Manager, West Region

Esther Gonzalez, Sr. Marketing Manager, Northeast Region

Leticia Galindo, Chief Marketing Officer at 360 Agency

Jennifer Ludden, Chief Financial Officer at 360 Agency

Entry ID: 15-LAS-48043-55  
Category: 55 - INTEGRATED CAMPAIGNS - Consumer, Regional / National  
Award: Bronze ADDY Award  
Entrant: David&Goliath  
Advertiser: California Lottery  
Title: Powerball Campaign  
Credits:

David Angelo, Chief Creative Officer

Colin Jeffery, Executive Creative Director

Jason Rappaport, ACD/Copywriter

Todd Rone Parker, Sr. Art Director

Dan Kelly, Sr. Copywriter

Kristian Grove Moller, ACD/Art Director

Aroon Mukhey, Sr. Copywriter

Bryan Carroll, Sr. Art Director

Carol Lombard, Head of Production

Christopher Coleman, Executive Producer

Brian Dunbar , Managing Partner, Client Services

Stacia Parseghian, Account Director

ADVERTISING FOR THE ARTS & SCIENCES

Entry ID: 15-LAS-46624-57A  
Category: 57A - Magazine  
Award: Bronze ADDY Award  
Entrant: Lowe Campbell Ewald  
Advertiser: Los Angeles Tourism & Convention Board  
Title: LATCB "Scallop" DineLA Print Single  
Credits:

Mark Simon, Chief Creative Officer, Jim Dipiazza, Executive Creative Director

Angela Zepeda, Managing Director/President, Renee O'Brien, Studio and Print Production Lead

Julie Grau, Account Supervisor and Brooke Goldstein, Account Executive, Jeff Perreca (writer) and Michael McCallum (art director), Creative Director

## PUBLIC SERVICE

Entry ID: 15-LAS-38515-65A  
Category: 65A - TV  
Award: Silver ADDY Award  
Entrant: People for the Ethical Treatment of Animals  
Advertiser: People for the Ethical Treatment of Animals  
Title: '98% Human'  
Credits:

Toygar Bazarkaya, ECD

Angus Kneale, ECD

<http://www.stashmedia.tv/?p=17050>,

Entry ID: 15-LAS-48650-65D  
Category: 65D - Digital Advertising  
Award: Gold ADDY Award  
Entrant: Furlined  
Advertiser: 350 Action

Title: Climate Name Change  
Credits:

Entry ID: 15-LAS-16270-69B

Category: 69B - Integrated Campaign (for categories 63-68)

Award: Bronze ADDY Award

Entrant: Avant Gardner

Advertiser: The Trevor Project

Title: "Ask for Help" PSA Campaign

Credits:

Avant Gardner, Concept & Creative, Executive Producer, Writer, Director

The Trevor Project, Client, Campaign Messaging, Website

Ways & Means, Producer (Live Action)

Jerry Liu, Animator

Kevin Phillips, Directory of Photography (Broadcast)

Dimitri Newman, Photographer

Pakk Hui, Composer

Bossi Baker, Colorist

Unbridled Sound, Sound Mixer

Entry ID: 15-LAS-41965-69B

Category: 69B - Integrated Campaign (for categories 63-68)

Award: Bronze ADDY Award

Entrant: Omelet

Advertiser: AT&T

Title: AT&T's It Can Wait campaign to stop texting and driving

Credits:

Ryan Fey, Chief Brand Officer

Josie Brown, Senior Account Director

Derek Effinger, Account Supervisor



Bridget Bobel, Account Executive

Sarah Anderson, Chief Creative Officer, Executive Creative Director

Clemente Bornacelli, Associate Creative Director

Michele Pappas, Lead Designer

Dena Gonzalez, VP, Production

Tim Stevenson, Agency Producer

Ilana Horwitz, Senior Project Manager

Cristina Pedroza, Brand Strategy & Analyst

## ADVERTISING INDUSTRY

Entry ID: 15-LAS-41775-70A

Category: 70A - Collateral (brochures, posters, etc.)

Award: Bronze ADDY Award

Entrant: Omelet

Advertiser: Omelet

Title: Wake Up Quarterly: Millennials

Credits:

Sean McNamara, Chief Strategy Officer

Morgan Aceino, Brand Strategist

Whitney Anderson, Director of Strategy

Sarah Ceglarski, Director of Business Development

Jasmeet Gill, Junior Strategist

Cristina Pedroza, Senior Brand and Business Analyst

Sarah Anderson, Chief Creative Officer, Executive Creative Director

Clemente Bornacelli, Associate Creative Director

Christine Call, Associate Creative Director

Dena Gonzalez, VP, Production

Michele Pappas, Designer

Entry ID: 15-LAS-48027-70A

Category: 70A - Collateral (brochures, posters, etc.)

Award: Bronze ADDY Award

Entrant: Neighbor Agency  
Advertiser: Neighbor Agency  
Title: Neighbor Agency Newspaper

Credits:

Chad Seymour , Owner, Chief Executive Officer

Taylor Brekke , Strategic Planner

Aaron Shinn , Designer

Entry ID: 15-LAS-17041-70F  
Category: 70F - Broadcast (Demo Reels go in this category)  
Award: Gold ADDY Award  
Entrant: Creable Films  
Advertiser: Creable Films  
Title: 'Ricky Limon'

Credits:

Roman Wyden, Writer/Director

Alex Solomons, Producer

Creable Films, Production Company/Executive Producer

James Rodney Stolz, DP

Entry ID: 15-LAS-48337-70F  
Category: 70F - Broadcast (Demo Reels go in this category)  
Award: Silver ADDY Award  
Entrant: R&R Partners  
Advertiser: R&R Partners  
Title: R&R - "Elevator"

Credits:

Arnie DiGeorge, Executive Creative Director

Scott Murray, Creative Director

Scott Murray, Copywriter

Vince Murray, Art Director

Don Turley, Executive Producer

Dustin Oliver, Director of Broadcast

Billy Vassiliadis, CEO

Mary Ann Mele, Chief Integration Officer

Randy Snow, Chief Strategic Officer

Hungry Man, Production Company

Scott Vincent, Director

John Bradley, Cosmo Street, Editor

Entry ID: 15-LAS-48387-70F

Category: 70F - Broadcast (Demo Reels go in this category)

Award: Bronze ADDY Award

Entrant: NBC Skycastle

Advertiser: NBC Skycastle

Title: Skycastle reel

Credits:

Joe Candido, SVP

Kathy Ebel, Creative Director

Thomas L. Wentworth, Director of Production

Shirley Hsia, Motion Graphics Designer

Barrett Kime, Producer

Tighe Damron, Producer

Entry ID: 15-LAS-40889-70G

Category: 70G - Digital Advertising

Award: Bronze ADDY Award

Entrant: RPA

Advertiser: RPA

Title: The Listening Cloud

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, Sr. VP, Executive Creative Director

Perrin Anderson, Creative Director/Copy

Hobart Birmingham, Creative Director/Art

Dave Brezinski, VP, Program Director

Bradley Stone, Technology Manager

Entry ID: 15-LAS-31329-70I

Category: 70I - Non-traditional

Award: Silver ADDY Award

Entrant: RPA

Advertiser: RPA

Title: The Listening Cloud

Credits:

Joe Baratelli, EVP, Chief Creative Officer

Jason Sperling, Sr. VP, Executive Creative Director

Perrin Anderson, Creative Director/Copy

Hobart Birmingham, Creative Director/Art

Dave Brezinski, VP, Program Director

Bradley Stone, Technology Manager

## ELEMENTS OF ADVERTISING

Entry ID: 15-LAS-48343-73

Category: 73 - ELEMENTS OF ADVERTISING - Copywriting

Award: Silver ADDY Award

Entrant: R&R Partners

Advertiser: R&R Partners

Title: R&R - "Elevator"

Credits:

Arnie DiGeorge, Executive Creative Director

Scott Murray, Creative Director

Scott Murray, Copywriter

Vince Murray, Art Director

Entry ID: 15-LAS-48648-73  
Category: 73 - ELEMENTS OF ADVERTISING - Copywriting  
Award: Bronze ADDY Award  
Entrant: Furlined  
Advertiser: Intel & Toshiba  
Title: The Power Inside  
Credits:

Entry ID: 15-LAS-40582-74A  
Category: 74A - Logo  
Award: Bronze ADDY Award  
Entrant: 360 Agency  
Advertiser: AT&T  
Title: AT&T Live Proud Logo  
Credits:

Dora Lorenzo, Director, Marketing Management for AT&T

Laura Hernandez, Executive Director, Marketing Management for AT&T

Jennifer Beltz, Senior Marketing Manager for AT&T

Leticia Galindo, Chief Marketing Officer at 360 Agency

Jennifer Ludden, Chief Financial Officer at 360 Agency

Keitha Bialaszewski, Sr. Account Manager at 360 Agency

Entry ID: 15-LAS-48524-74E  
Category: 74E - Photography, Color  
Award: Bronze ADDY Award  
Entrant: RAPP  
Advertiser: Fleming's Prime Steakhouse & Wine Bar  
Title: Fleming's Color Photography  
Credits:  
    Nick Platt, SVP, Executive Creative Director  
  
    Lauren Rogers, Associate Creative Director  
  
    Robert Bridwell, Art Director

Entry ID: 15-LAS-48525-74G  
Category: 74G - Photography, Campaign  
Award: Bronze ADDY Award  
Entrant: RAPP  
Advertiser: Fleming's Prime Steakhouse & Wine Bar  
Title: Fleming's Photography Campaign  
Credits:  
    Nick Platt, SVP, Executive Creative Director  
  
    Lauren Rogers, Associate Creative Director  
  
    Robert Bridwell, Art Director

Entry ID: 15-LAS-48379-74I  
Category: 74I - Cinematography  
Award: Bronze ADDY Award  
Entrant: NBC Skycastle  
Advertiser: 3M / ACE Brand Sports Medicine Products  
Title: ACE\_Anatomy of a Win  
Credits:  
    Joe Candido, SVP

Barrett Kime, Director

Tighe Damron, Producer / Editor

Thomas L. Wentworth, Director of Production

Kathy Ebel, creative Director

Dennis Provost, director of Photography

Entry ID: 15-LAS-48384-74I

Category: 74I - Cinematography

Award: Bronze ADDY Award

Entrant: NBC Skycastle

Advertiser: 3M / ACE Brand Sports Medicine Products

Title: ACE\_Prepare to Launch

Credits:

Joe Candido, SVP

Barrett Kime, Director

Tighe Damron, Producer / Editor

Thomas L. Wentworth, Director of Production

Kathy Ebel, Creative Director

Dennis Provost, Director of Photography

Entry ID: 15-LAS-43112-75A

Category: 75A - Music Only

Award: Silver ADDY Award

Entrant: Yessian Music

Advertiser: United Airlines

Title: United Airlines "Orchestra"

Credits:

Dan Zank , Arranger

Conrad Pope, Arranger

Gerard Smerek, Executive Music Producer

Brian Yessian, Music CCO

Michael Yessian, Head of Music Production

Jerry Krenach, Managing Director, Global Music Production - mcgarrybowen

Jean Scofield, Senior Music Producer - mcgarrybowen

Entry ID: 15-LAS-39862-75B

Category: 75B - Music with Lyrics

Award: Silver ADDY Award

Entrant: Yessian Music

Advertiser: MINI Germany

Title: MINI "A Friend For Life"

Credits:

Daniel Johnson, Composer

Ingmar Rehberg, Executive Music Producer

Michael Yessian, Head of Music Production

Brian Yessian, Music CCO

Gerard Smerek, Executive Music Producer

Simon Heeger, Producer

Entry ID: 15-LAS-43101-75B

Category: 75B - Music with Lyrics

Award: Silver ADDY Award

Entrant: Yessian Music

Advertiser: Las Vegas Tourism

Title: Las Vegas Tourism "Las Comes To Vegas"

Credits:

Kurt Schreitmueller, Composer

Hugh Wilson, Singer

Brian Yessian, Music CCO

Michael Yessian, Head of Music Production



Gerard Smerek, Executive Music Producer

Dave Curtin, Executive Music Producer

Andy Grush, Creative Director

Entry ID: 15-LAS-43595-75C

Category: 75C - Sound Design

Award: Silver ADDY Award

Entrant: Yessian Music

Advertiser: Nikon

Title: Nikon "Joy Ride"

Credits:

Jeff Dittenber, Sound Designer

Mark Chu, Composer

Brian Yessian, Music CCO

Michael Yessian, Executive Music Producer

Sandro Miller, Director

Will Perry, Creative Director

Entry ID: 15-LAS-48527-76A

Category: 76A - Interface & Navigation

Award: Bronze ADDY Award

Entrant: RAPP

Advertiser: Mattel

Title: Max Steel Global Site Launch

Credits:

Executive Creative Director, Nick Platt

Richard Feifer, Creative Director

Florence Ng, Creative Director

Shannon Vass, Account Director

Esther Sullivan, Management Supervisor

David Kalman, Director of Technology

Sebastian Gvirtzman, Associate Technology Director

Sheena Yang, Director Experience Architecture

Martin Rudolf, Senior Art Director

Jesse Pinuelas, Interface Engineer

Ratnakar Pedagani, Web Applications Developer

Naveen Katara, Web Applications Developer