

# 2015 American Advertising Awards Los Angeles Winners Listed by Entrant

## **180LA**

**Award: Bronze**

Category: Internet Commercials

Entry Name: Contagious

Advertiser: Zumba

Credits:

## **180LA**

**Award: Silver**

Category: Regional / National Television

Entry Name: Safari

Advertiser: Expedia

Credits:

## **180LA**

**Award: Bronze**

Category: Advertising for the Arts & Sciences - Non-traditional

Entry Name: Words Into Characters

Advertiser: The Academy of Motion Picture Arts & Sciences

Credits:

## **180LA**

**Award: Silver**

Category: Social Media - Campaign

Entry Name: #BendTheRules

Advertiser: HP

Credits:

## **180LA**

**Award: Silver**

Category: Social Media - Campaign

Entry Name: #ThrowMeBack

Advertiser: Expedia

Credits:

## **180LA**

### **Award: Bronze**

Category: Digital Advertising - Branded Content more than 60 seconds

Entry Name: Now Is What You Make It

Advertiser: Pepsi

Credits:

## **180LA**

### **Award: Silver**

Category: Internet Commercials

Entry Name: Santa Flies Coach

Advertiser: Expedia

Credits:

## **180LA**

### **Award: Bronze**

Category: Digital Advertising - Branded Content more than 60 seconds

Entry Name: Ghost Wave

Advertiser: HP

Credits:

## **Acento Advertising**

### **Award: Bronze**

Category: Regional / National Television Campaign

Entry Name: Wells Fargo Job Interview

Advertiser: Wells Fargo

Credits:

Marco Cassesse, Partner/Chief Creative Officer; Salomon Resler, Creative Director; Ted Tsandes, Creative Director; Will Campbell, Creative Director

## **Alexx Henry Studios**

### **Award: Bronze**

Category: Responsive Design

Entry Name: "Northpole" Share the Happiness

Advertiser: The Hallmark Channel

Credits:

Alexx Henry, Creative Director; Molly Ouanes, Producer; Pam Slay, Senior Vice President, Network Program Publicity & Social Content, Hallmark Channel & Hallmark Movies & Mysteries; Carlos Sanchez, Designer & Front-end Developer; Justin Holdstock, Developer; Derrick Weis, Platform Engineer ;

## **Allegra Consulting, Inc.**

### **Award: Bronze**

Category: Public Service - Brochures / Sales Kit

Entry Name: We Thrive in San Gabriel Economic Development Campaign

Advertiser: City of San Gabriel

Credits:

Larry Brown, Senior Creative Director; Freddy Guitierrez, Creative Design Associate; Cameron Carothers, President of Carothers Photography; Steven Preston, City of San Gabriel - City Manager

## **American Video Group**

### **Award: Bronze**

Category: Direct Marketing Campaign

Entry Name: Real Medical Help

Advertiser: Medical Research Associates

Credits:

John Berzner, Creative Director; Bob Levitan, Writer; Michael Paragon, Graphic Designer

## **Anchorfield**

### **Award: Bronze**

Category: Public Service - Audio / Visual

Entry Name: Future Engineers "Launch"

Advertiser: Future Engineers

Credits:

Stephan Malik, Director; Matt Benson, Producer; Nordmeister, Composer

## **Aspect**

### **Award: Bronze**

Category: Advertising Industry Self Promotion - Print

Entry Name: Aspect Maze Program Ad

Advertiser: ASPECT

Credits:

Nati Braunstein, Creative Director/Writer; Ben Andron, Creative Director/Writer; Lisa Feldman, Creative Director; Jon Berkowitz, Creative Director; Brady Erickson, Art Director ;

## **Baked FX**

### **Award: Bronze**

Category: Regional / National Television

Entry Name: Pickup Grocery

Advertiser: Walmart

Credits:

George A. Loucas, Executive Creative Director; Chris Hoffman, Creative Director; James T. Moore, Executive Producer

## **Believe Media**

**Award: Bronze**

Category: Digital Advertising - Branded Content more than 60 seconds

Entry Name: Three Olives- Werewolves of London

Advertiser: Three Olives

Credits:

Anthony Mandler, Director; Liz Silver, Executive Producer; Mary Hanifin, Agency EP; Ken Matsubara, Creative Director

## **BIRD Design Inc**

**Award: Bronze**

Category: OUT-OF-HOME - Campaign

Entry Name: Salesforce - Desk.com - Out-Of-Home Campaign

Advertiser: desk.com

Credits:

Peter Robbins, Creative Director; Tabitha De La Torre, Producer; Angela Huang, Art Director; Soo Kwon, Senior Designer; Jose Ramirez, Designer; Bo Han, Jr. Designer; Ronny Knight, Photographer

## **BLITZ Agency**

**Award: Bronze**

Category: Digital Advertising - Campaign

Entry Name: Primrose Schools Facts and Ways Digital Ecosystem

Advertiser: Primrose Schools

Credits:

Paul Thaxton, Vice President of Brand Management, Primrose Schools; Kim Miller, Executive Director, Integrated Marketing Strategy & Communications, Primrose Schools; Aimee Harris, Director of Digital Marketing, Primrose Schools; Wendi Raeuchle, Director, Marketing Support and Creative Services, Primrose Schools; Amy Call, EVP, Group Account Director, BLITZ Agency; Sydney D'Oro, Management Supervisor, BLITZ Agency; Helen Cho, Executive Creative Director, BLITZ Agency; Elke Dobrowolski, Executive Creative Director, BLITZ Agency; Kaitlin Gasenica, Strategist, Insights Manager, BLITZ Agency; John Liu, Director of Search and Analytics, BLITZ Agency; Kevin Wright, Director of Social, BLITZ Agency; Veronica Li, Account Executive, BLITZ Agency

## **C2K Communication**

**Award: Bronze**

Category: Local Television - Campaign

Entry Name: Experience Health

Advertiser: Providence Health and Services

Credits:

Nancy Franklin, Regional Director, Marketing and Communications; Ken Musen, Director; Gary Ashwal, Producer; Melissa Thrasher, Producer

## **Creable Films**

**Award: Silver**

Category: Regional / National Television

Entry Name: The Power of 1

Advertiser: Veteran Affairs

Credits:

MEN, Directing Duo; Roman Wyden, Executive Producer; Alex Solomons, Producer; Karen Lau, Creative Director

## **David&Goliath**

**Award: Bronze**

Category: Digital Advertising - Campaign

Entry Name: Slam Dunk Poetry

Advertiser: Vizio Inc

Credits:

David Angelo, Founder & Chairman; Colin Jeffery, Chief Creative Officer; Ben Purcell, Group Creative Director; Steve Yee, Group Creative Director; Michael Cornell, Art Director; Andy Sciamanna, Copywriter; Carol Lombard, Head of Production; Curt O'Brien, Executive Producer; Christopher Coleman, Executive Producer; Brian Dunbar, President; Jennifer Mull, Group Account Director; Kammie Dons, Account Supervisor

## **David&Goliath**

**Award: Silver**

Category: Regional / National Television Campaign

Entry Name: Captivating

Advertiser: Vizio Inc

Credits:

David Angelo, Founder & Chairman; Colin Jeffery, Chief Creative Officer; Ben Purcell, Group Creative Director; Steve Yee, Group Creative Director; Patrick Que, Copywriter; Allen Yu, Art Director; Paul Albanese, Director of Broadcast Production; Brian Dunbar, President; Jennifer Mull, Group Account Director; Kammie Dons, Account Supervisor; Karolyne Crowe, Assistant Account Executive; Seema Miller, Executive Director, Head of Planning

## **David&Goliath**

**Award: Bronze**

Category: Poster - Campaign

Entry Name: Ultra Real. Ultra HD

Advertiser: Vizio Inc

Credits:

David Angelo, Founder & Chairman; Colin Jeffery, Chief Creative Officer; Ben Purcell, Group Creative Director; Steve Yee, Group Creative Director; Allen Yu, Art Director; Patrick Que, Copywriter; Meredith Walsh, Director of Print Services; Andrea Mariash, Director of Art Production; Brian Dunbar, President; Jennifer Rusin, Group Account Director; Kammie Dons, Account Supervisor; Karolyne Crowe, Assistant Account Executive

## **David&Goliath**

**Award: Silver**

Category: Regional / National Television

Entry Name: Fully Charged

Advertiser: Kia

Credits:

David Angelo, Founder & Chairman; Colin Jeffery, Chief Creative Officer; Matthew Curry, Creative Director/Copywriter; Kristian Grove Moller, Associate Creative Director/Art Director; Courtney Pulver, Copywriter; Michael JF Wilson, Art Director; Carol Lombard, Executive Producer, Managing Director; Paul Albanese, Executive Producer; Brian Dunbar, President; Brook Dore, Group Account Director; Adam Blankenship, Account Director; Nancy Ramirez, Account Supervisor

## **David&Goliath**

**Award: Gold**

Category: In-theatre Commercials

Entry Name: The Truth

Advertiser: Kia

Credits:

David Angelo, Founder & Chairman; Colin Jeffery, Chief Creative Officer; Kristian Grove Moller, Associate Creative Director/Art Director; Michael JF Wilson, Art Director; Courtney Pulver, Copywriter; Carol Lombard, Head of Production; Paul Albanese, Executive Producer; Jennifer Giannettoni, Sr. Producer; Brian Dunbar, President; Brook Dore, Group Account Director; Adam Blankenship, Account Director; Emma Brier, Account Supervisor

## **David&Goliath**

**Award: Silver**

Category: Regional / National Television

Entry Name: Showdown

Advertiser: KIA

Credits:

David Angelo, Founder & Chairman; Colin Jeffery, Chief Creative Officer; Driscoll Reid, Creative Director; Chris Hutchinson, Creative Director; Basil Douglas Cowieson, Associate Creative Director; Greg Buri, Associate Creative Director; Marc Wilson, Copywriter; Paul Albanese, Director of Broadcast Production; Curt O'Brien, Executive Producer; Christopher Coleman, Executive Producer; Brian Dunbar, President; Brook Dore, Group Account Director

## **David&Goliath**

**Award: Gold**

Category: Regional / National Television

Entry Name: The Truth

Advertiser: Kia

Credits:

David Angelo, Founder & Chairman; Colin Jeffery, Chief Creative Officer; Kristian Grove Moller, Associate Creative Director/Art Director; Michael JF Wilson, Art Director; Courtney Pulver, Copywriter; Carol Lombard, Head of Production; Paul Albanese, Executive Producer; Jennifer Giannettoni, Sr. Producer; Brian Dunbar, President; Brook Dore, Group Account Director; Adam Blankenship, Account Director; Emma Brier, Account Supervisor

## **David&Goliath**

**Award: Gold**

Category: Regional / National Television Campaign

Entry Name: Become A Fan

Advertiser: Kia

Credits:

David Angelo, Founder & Chairman; Colin Jeffery, Chief Creative Officer; John O'Hea, Creative Director/Art Director; Chip Waters, Associate Creative Director/Copywriter; Michael Cornell, Art Director; Andy Sciamanna, Copywriter; Carol Lombard, Head of Production, Managing Director; Christopher Coleman, Executive Producer; Brian Dunbar, President; Brook Dore, Group Account Director; Mike O'Malley, Account Director; Stacy Garibay, Account Supervisor

## **David&Goliath**

**Award: Bronze**

Category: Regional / National Television Campaign

Entry Name: Fit For a King

Advertiser: Kia

Credits:

David Angelo, Founder & Chairman; Colin Jeffery, Chief Creative Officer; Driscoll Reid, Creative Director; Chris Hutchinson, Creative Director; Chip Waters, Associate Creative Director/Copywriter; Richard Fischer, Sr. Art Director; Paul Albanese, Director of Broadcast Production; Curt O'Brien, Executive Producer; Brian Dunbar, President; Brook Dore, Group Account Director; Mike O'Malley, Account Director; Stacy Garibay, Account Supervisor

## **Davie Brown Entertainment/The Marketing ARm**

**Award: Bronze**

Category: Digital Advertising - Branded Content more than 60 seconds

Entry Name: Karissa The Destroyer - GameStop

Advertiser: GameStop

Credits:

Melissa Taylor, SVP Account Services; Marc Gilbar, SVP, Global Content; Ben Greenberg, Agency Producer; Steve Meyers, Associate Account Director; Ryan Hilz, Account Supervisor; Rachel Stoll, Account Supervisor; Eric Fransen, Director of Strategy; Ben Azarraga, Copywriter; Courtney Davidson, Copywriter; Kurt Spenser, Director; Christian Thompson, Executive Producer; Pete Sestina, Line Producer

## **Disney Consumer Products**

**Award: Bronze**

Category: Magazine Ad Campaign

Entry Name: Disney Baby Launch

Advertiser: Disney Consumer Products

Credits:

Deborah Keaton, Creative Director; Robbie Finnigan, Copy Writer; Dani Brubaker, Photographer

## **Disney Destinations - Yellow Shoes**

**Award: Bronze**

Category: Brochure

Entry Name: ABD Brochure

Advertiser: Disney Destinations

Credits:

Marty Muller, Senior Vice President Global Creative; Joe Schneider, Vice President Global Creative; Jim Real, Group Creative Director; Jacquelyn Moe, Creative Director; Steven Gerry, Art Director; Wes Clark, Copywriter; Arnel Platon, Production Designer; Janice Simcoe, Account Director; Aniko Calzadilla, Account Manager;

## **Disney Destinations - Yellow Shoes**

**Award: Silver**

Category: Digital Advertising - Campaign

Entry Name: Aulani "A Whole New World" 15 Campaign

Advertiser: Disney Destinations

Credits:

Marty Muller, Senior Vice President Global Creative; Sally Conner, Vice President Global Content & Production; Cory Stone, Director, Global Content & Production; Mayra Houseknecht, Senior Content Producer; Emily Preciado, Account Director; Jim Real, Group Creative Director; Marc Brugnioni, Creative Director/Art Director; Brian Miller, Copywriter; Hill Cheuk, Art Director; Aero Films, Production Company;

## **Disney Destinations - Yellow Shoes**

**Award: Bronze**

Category: In-theatre Commercials

Entry Name: ABD Cinema

Advertiser: Disney Destinations

Credits:

Marty Muller, Senior Vice President Global Creative; Sally Conner, Vice President Global Content & Production; Cory Stone, Director, Global Content & Production; Wes Lagattolla, Senior Content Producer; Aniko Calzadilla, Account Director; Jim Real, Group Creative Director; Marc Brugnioni, Creative Director/Art Director; Brian Miller, Copywriter; Fugitives, Editorial;

## **Disney Destinations - Yellow Shoes**

**Award: Silver**

Category: Internet Commercials

Entry Name: Aulani "A Whole New World"

Advertiser: Disney Destinations

Credits:

Marty Muller, Senior Vice President Global Creative; Sally Conner, Vice President Global Content & Production; Cory Stone, Director, Global Content & Production; Mayra Houseknecht, Senior Content Producer; Emily Preciado, Account Director; Jim Real, Group Creative Director; Marc Brugnioni, Creative Director/Art Director; Brian Miller, Copywriter; Hill Cheuk, Art Director; Aero Films, Production Company;

## **Disney Destinations - Yellow Shoes**

**Award: Gold**

Category: Digital Advertising - Campaign

Entry Name: Aulani "A Whole New World" 15 Campaign



Advertiser: Disney Destinations

Credits:

Marty Muller, Senior Vice President Global Creative; Sally Conner, Vice President Global Content & Production; Cory Stone, Director, Global Content & Production; Mayra Houseknecht, Senior Content Producer; Jim Real, Group Creative Director; Marc Brugnoli, Creative Director/Art Director; Brian Miller, Copywriter; Hill Cheuk, Art Director; Emily Preciado, Account Director; Aero Films, Production Company;

## **Disney Destinations- Yellow Shoes**

**Award: Silver**

Category: Internet Commercials

Entry Name: Disney Weddings and Honeymoons

Advertiser: Disney Destinations

Credits:

Marty Muller, Senior Vice President Global Creative; Sally Conner, Vice President Global Content & Production; Cory Stone, Director, Global Content & Production; Kevin Clark, Senior Content Producer; Jim Real, Group Creative Director; Matt Ryan, Account Director; Marc Brugnoli, Creative Director/Art Director; Brian Miller, Copywriter; Fifth & Main Productions, Production Company;

## **Edelman**

**Award: Bronze**

Category: Social Media - Campaign

Entry Name: Volkswagen Super Bowl 48 Social Campaign

Advertiser: Volkswagen

Credits:

Jordan Atlas, Creative Director ;

## **Forza Migliozi, llc.**

**Award: Bronze**

Category: Magazine Ad Campaign

Entry Name: Paving Your Way

Advertiser: Wood Smith Henning & Berman, llp

Credits:

Michael Migliozi, Creative Director / Art Director / Copywriter; Andrew Eccles, Photographer ;

## **Fraser Communications**

**Award: Bronze**

Category: Public Service Campaign

Entry Name: Talk. Read. Sing.

Advertiser: First 5 California

Credits:

Renee Fraser, Ph.D., CEO; Sergio Belletini, Creative Director/Art Director; Lisa Ansis, Associate Creative Director/Copywriter; Nancy Rose, Agency Producer; Melissa Miller, Account Director; Laura Bearer, Production Manager; Paul Dektor - JOINERY, Director; Gerard Cantor - JOINERY, Executive Producer

## **Fresh Interactive**

**Award: Bronze**

Category: Responsive Design

Entry Name: Howard Building Corporation

Advertiser: Fresh Interactive

Credits:

## **Gingerpic**

**Award: Bronze**

Category: OUT-OF-HOME - Campaign

Entry Name: Lyft Drivers

Advertiser: Lyft

Credits:

Alex Lyman, Creative Director - SF Collective; Fabiano Feijo, Creative Director - Illustrator - Gingerpic; Fabricio Moraes, Illustrator; Veronica Otero, Illustrator; Alex Flint, Copywriter; Laura Crosta, Photographer - Drivers; Alex Lyman, Art Director; Gina Strayer, Director of Brand - Lyft; Ethan Eyler, Marketing - Lyft;

## **Group 11 Advertising**

**Award: Bronze**

Category: Audio / Video Sales Presentation

Entry Name: Sony / Universal Home Entertainment Sizzle

Advertiser: Sony Pictures Home Entertainment

Credits:

Kelly Nielsen, SVP Creative Service, Sony Pictures Home Entertainment; Peter Walsh, Creative Director, Group 11 Advertising; Mathew Jones, Sr. Editor / Producer, Group 11 Advertising; Gary Francis, Graphic Designer, Group 11 Advertising; Dave Kopatz, Mixer ;

## **Group 11 Advertising**

**Award: Bronze**

Category: Audio / Video Sales Presentation

Entry Name: Amazing Spider-Man 2 Marketing Presentation

Advertiser: Sony Pictures Television Networks

Credits:

Mara Jacobberger, Executive Director, Marketing Sony Pictures Television; Peter Walsh, Creative

Director, Group 11 Advertising; Mathew Jones, Sr. Editor/Producer, Group 11 Advertising; Gary Francis, Graphic Designer, Group 11 Advertising.com; Dave Kopatz, Mixer

## **Group 11 Advertising**

**Award: Silver**

Category: Movie Trailers

Entry Name: American Hustle Academy Trailer

Advertiser: Sony Pictures Entertainment

Credits:

Michael Pavlic, President, Theatrical Advertising Sony Pictures Entertainment; Kelly Nielsen, SVP Creative Services, Sony Pictures Home Entertainment; Abe Lugioyo, Director of Creative Services, Sony Pictures Home Entertainment; Peter Walsh, Creative Director, Group 11 Advertising; Mathew Jones, Sr. Editor / Producer, Group 11 Advertising; Gary Francis, Graphic Designer, Group 11 Advertising; Dave Kopatz, Mixer

## **Group 11 Advertising**

**Award: Silver**

Category: Regional / National Television

Entry Name: American Hustle

Advertiser: Sony Pictures Entertainment

Credits:

Michael Pavlic, President, Theatrical Marketing Sony Pictures Entertainment; Kelly Nielsen, SVP, Sony Pictures Home Entertainment; Abe Lugioyo, Director of Creative Services, Sony Pictures Home Entertainment; Peter Walsh, Creative Director, Group 11 Advertising; Mathew Jones, Sr. Editor / Producer, Group 11 Advertising; Gary Francis, Graphic Designer, Group 11 Advertising; Dave Kopatz, Mixer

## **Humble**

**Award: Bronze**

Category: Internet Commercials

Entry Name: Ride of Your Life

Advertiser: Nissan

Credits:

Brent Jones, Director; Eric Berkowitz, Executive Producer - Humble; Ned Brown, Executive Producer - Humble; Persis Koch, Executive Producer - Humble; Greg Bartlett, Producer - Humble; Ron Warner, Executive Producer - Zimmerman; David Hedeman, VP / CD - Zimmerman; Steve Rice, VP / CD - Zimmerman

## **IW Group**

**Award: Bronze**

Category: Public Service - Digital Advertising

Entry Name: #Care Like Crazy 'That's Just Sexist'

Advertiser: 18MR.org

Credits:

Stan Toyama, Executive Creative Director; Andy Tillman, Sr Copywriter; Ji Bak, Sr Art Director; Jackie Vidor, Sr Producer; John Wynn, Director; John Author, Executive Producer

## **IW Group**

**Award: Bronze**

Category: Digital Advertising - Campaign

Entry Name: McDonald's - Our food. Your questions.

Advertiser: McDonald's

Credits:

Sisi Zhang, Sr Art Director; Harry Truong, Sr Copywriter; Michael Cha, Sr Producer; Benjamin Hyun, Sr Account Executive; Ben Longland, Editor; Emalee Arroyo, Assistant Editor; Milos Zivkovic, Sound Editor / Mix; Stan Toyama, Executive Creative Director; Craig Tomiyoshi, Management Supervisor; Nick Reid, Photographer / Ass't cameraman; Emily Jitsumasa, Account Executive; John Author, Executive Producer

## **Lenovo Mobile Business Group**

**Award: Bronze**

Category: Social Media - Campaign

Entry Name: Lenovo Product Engineer: Ashton Kutcher/The new influencer model: Lenovo & Ashton Kutcher

Advertiser: Maverick

Credits:

Kiley Taslitz, Maverick; Kristin KB Busk, Maverick Digital Strategy; Jessica Murphey, Maverick Digital Strategy

## **Lowe Campbell Ewald**

**Award: Bronze**

Category: Public Service - Radio

Entry Name: Energy Upgrade California - Hive :60 Radio

Advertiser:

Credits:

Mark Simon, Chief Creative Officer; Jim Dipiazza, Executive Creative Director; Angela Zepeda, President, Managing Director; John Haggerty, Executive Producer; Christopher Robertson, Integrated Producer; Mike Rushing, Associate Creative Director - Writer; Tim Deasy, Copywriter; Jeff Warford, Account Director; Jeff Bratton, Account Supervisor; Pam Johnson, Account Coordinator; Jeff Payne, Eleven Sound - Recording Studio; Jim Meskimen, VO Talent

## **Lowe Campbell Ewald**

**Award: Bronze**

Category: Public Service - Integrated Campaign

Entry Name: Energy Upgrade California - Stay Golden California Integrated Campaign

Advertiser:

Credits:

Mark Simon, Chief Creative Officer; Jim Dipiazza, Executive Creative Director; Angela Zepeda, President, Managing Director; John Haggerty, Executive Producer; Christopher Robertson, Integrated Producer; David Whaite & Mike Ceraulo, Design Department; Mike Rushing & Tim Deasy, Copywriting; Nicole Kuhnlein, Digital Production Director; Jeff Warford, Account Director; Jeff Bratton, Account Supervisor; Pam Johnson, Account Coordinator; Zach Math, Director

## **Lowe Campbell Ewald**

**Award: Bronze**

Category: Public Service - Radio

Entry Name: Energy Upgrade California - Dishes :60 Radio

Advertiser:

Credits:

Mark Simon, Chief Creative Officer; Jim Dipiazza, Executive Creative Director; Angela Zepeda, President, Managing Director; John Haggerty, Executive Producer; Christopher Robertson, Integrated Producer; Mike Rushing, Associate Creative Director - Writer; Tim Deasy, Copywriter; Jeff Warford, Account Director; Jeff Bratton, Account Supervisor; Pam Johnson, Account Coordinator; Jeff Payne, Eleven Sound - Recording Studio; Jim Meskimen, VO Talent

## **Lowe Campbell Ewald**

**Award: Bronze**

Category: Public Service - TV

Entry Name: Energy Upgrade California - Drought :30 TV

Advertiser:

Credits:

Mark Simon, Chief Creative Officer; Jim Dipiazza, Executive Creative Director; Angela Zepeda, President, Managing Director; John Haggerty, Executive Producer; Christopher Robertson, Integrated Producer; David Whaite, Associate Director Digital & Design; Mike Rushing, Associate Creative Director - Writer; Tim Deasy, Copywriter; Jeff Warford, Account Director; Jeff Bratton, Account Supervisor; Pam Johnson, Account Coordinator; Zach Math, Director

## **Lowe Campbell Ewald**

**Award: Bronze**

Category: Public Service - Radio

Entry Name: Energy Upgrade California - Questions :60 Radio

Advertiser:

Credits:

Mark Simon, Chief Creative Officer; Jim Dipiazza, Executive Creative Director; Angela Zepeda, President, Managing Director; John Haggerty, Executive Producer; Christopher Robertson, Integrated Producer; Mike Rushing, Associate Creative Director - Writer; Tim Deasy, Copywriter; Jeff Warford, Account Director; Jeff Bratton, Account Supervisor; Pam Johnson, Account Coordinator; Jeff Payne, Eleven Sound - Recording Studio; Jim Meskimen, VO

## **Lowe Campbell Ewald**

**Award: Bronze**

Category: Public Service - TV

Entry Name: Energy Upgrade California - Stay Golden California Intro :30 TV

Advertiser:

Credits:

Mark Simon, Chief Creative Officer; Jim Dipiazza, Executive Creative Director; Angela Zepeda, President, Managing Director; John Haggerty, Executive Producer; Christopher Robertson, Integrated Producer; David Whaite, Associate Director Digital & Design; Mike Rushing, Associate Creative Director - Writer; Tim Deasy, Copywriter; Jeff Warford, Account Director; Jeff Bratton, Account Supervisor; Pam Johnson, Account Coordinator; Zach Math, Director

## **Meredith Xcelerated Marketing (MXM)**

**Award: Bronze**

Category: Banners Rich Media

Entry Name: Nescafe with Coffeemate

Advertiser: Nescafe

Credits:

Kristi VandeBosch, VP/GM Chief Digital Officer; Landon Cowan, Account Director; Justin Prough, Executive Creative Director; George Wu, Art Director; Drew Sherman, Sr. Copywriter; Chinch Evans, Director, Content Production; Jeff Domitrz, CG/Mortion Graphics

## **Mission Control Gruop**

**Award: Silver**

Category: Integrated Campaign

Entry Name: Where Movie Lovers Belong

Advertiser: ArcLight Cinemas

Credits:

Jonathan Josell, Creative Director; Cat Josell, Producer, Casting Director; Tom Murtagh, Art Director; Lauren Coulter, Producer

## **Moet & Chandon**

**Award: Bronze**

Category: Sound Design

Entry Name: L'ascensuer (The Elevator)

Advertiser: Omelet

Credits:

Sarah Anderson, Chief Creative Officer, Executive Creative Director; Marcus Wesson, Creative Director; Clemente Bornacelli, Associate Creative Director; Christine Call, Associate Creative Director; Victoria Guenier, Head of Production; Matteo Mosterts, Producer; Eva Ellis, Executive Producer; Josie Brown, Senior Account Director; Morgan Aceino, Senior Brand Strategist; Samuel Bayer, Director; Dave Kemp, Line Producer; Chris Shaw, Music Producer, Squeak E Clean

## **MTV**

**Award: Bronze**

Category: Digital Advertising - Branded Content more than 60 seconds

Entry Name: Teenage Mutant Ninja Turtles - "We Are Ninjas" Music Video

Advertiser: Paramount Pictures; MTV

Credits:

Niels Schuurmans, EVP Viacom Creative Content, Viacom Velocity; Dario Spina, EVP Viacom Integrated Marketing, Viacom Velocity; Danielle Della Corna, Executive Producer; SVP Integrated Marketing, Viacom Velocity; Melissa Bolton-Klinger, Executive Producer; VP/Creative Director, On-Air Promos, Viacom Velocity; Scott Hoying, Writer; Alexander Kirk, Writer; Carol Bellino, Editor; Pentatonix, Arranged by

## **MTV**

**Award: Gold**

Category: Integrated Campaign

Entry Name: The Maze Runner - The Million Dollar Maze Runner

Advertiser: 20th Century Fox; MTV

Credits:

Niels Schuurmans, EVP Viacom Creative Content / Creative Director, Viacom Velocity; Dario Spina, EVP Viacom Integrated Marketing, Viacom Velocity; Danielle Della Corna, Executive Producer, SVP Integrated Marketing, Viacom Velocity; Rick de Oliveira, Executive Producer, Bunim Murray; Tony DiBari, Executive Producer, MTV; Jonathan Murray, Executive Producer, Bunim Murray; Zach Kozek, Co-Executive Producer, Bunim Murray; Andrew Portnoy, SVP, Co-Head of Series Production, MTV; Janay Dutton, VP, Production, MTV; Matthew Parillo, VP, Production, MTV;

## **MXM**

**Award: Silver**

Category: Direct Marketing - 3-D

Entry Name: K900 Gift Box

Advertiser: Kia Motors America

Credits:

Zachry Horn, Senior Art Director; Betsy Stevenson, Senior Copywriter; Chung-Mau Cheng, Associate Creative Director; Tony Platt, Chief Creative Officer; Warwick Downs, Group Account Director; Darilyn Pilapil, Account Director; John Clemens, Account Supervisor

## **MXM**

**Award: Silver**

Category: Non-Traditional Advertising

Entry Name: Coming Soon

Advertiser: Kia Motors America

Credits:

Zachry Horn, Senior Art Director; David Friedman, Senior Copywriter; Chung-Mau Cheng, Associate Creative Director; Chung-Mau Cheng, Editor; Tony Platt, Chief Creative Officer; Warwick Downs, Group Account Director; Darilyn Pilapil, Account Director; Gabrielle Stone, Account Supervisor

## **Nurture Digital**

**Award: Bronze**

Category: Internet Commercials

Entry Name: Pfister | REACT

Advertiser:

Credits:

Nick Lange, Director; Nate Smith, Writer; Val Chepurny, Producer; Topher Osborn, Director of Photography; J.C. Molina, Production Designer; Clarisse Rodriguez, Production Coordinator; Davielle Boon, Production Coordinator

## **Omelet**

**Award: Bronze**

Category: Digital Advertising - Branded Content more than 60 seconds

Entry Name: Office 365: Work Wonders Project

Advertiser:

Credits:

Katrin Tenhaaf, Head of Client Services; Kate Wolff, Associate Account Director; Anna Nesser, Account Supervisor; Sarah Anderson, Chief Creative Officer, Executive Creative Director; Shelley Chidley, Copywriter; Jason Mendez, Art Director; Mike Wallen, Chief Content Officer; Victoria Guenier, Head of Production; Eva Ellis, Executive Producer; Tim Stevenson, Producer; Andrew Wonder, Director; Alon Simcha, Producer

## **Omelet**

**Award: Silver**

Category: Integrated Campaign

Entry Name: Bravo's Girlfriends' Guide to Divorce Activation

Advertiser: Bravo

Credits:

Caitlin McBride, Associate Producer - Experiential; Christine Call, Associate Creative Director; Kailey Daniells, Creative Intern; Kate Wolff, Associate Account Director; Lauren Albee, Junior Art Director; Maggie Notaro, Account Executive; Marcus Wesson, Creative Director; Mark Anderson, Chief Experiential Officer; Raul Montes, Associate Creative Director; Sarah Anderson, Chief Creative Officer, Executive Creative Director; Sean Tidwell, Jr. Copywriter; Blakeley Jones, Jr. Copywriter

## **Omelet**

**Award: Silver**

Category: Non-Traditional Advertising - Campaign

Entry Name: Bravo's Girlfriends' Guide to Divorce Activation

Advertiser: Bravo

Credits:

Caitlin McBride, Associate Producer - Experiential; Christine Call, Associate Creative Director; Kailey Daniells, Creative Intern; Kate Wolff, Associate Account Director; Lauren Albee, Junior Art Director; Maggie Notaro, Account Executive; Marcus Wesson, Creative Director; Mark Anderson, Chief Experiential Officer; Raul Montes, Associate Creative Director; Sarah Anderson, Chief Creative Officer, Executive Creative Director; Sean Tidwell, Jr. Copywriter; Blakeley Jones, Jr. Copywriter

## **Omelet**

**Award: Bronze**

Category: Advertising Industry Self Promotion - Collateral

Entry Name: Wake Up: Content

Advertiser:

Credits:

Morgan Aceino, Senior Brand Strategist; Whitney Anderson, Director of Strategy; Sarah Ceglarski, Senior Director, Marketing; Alex Delye, Senior Copywriter; Jasmeet Gill, Brand Strategist; Rajat Gupta, Art Director; Alan Huynh, Junior Analyst; Sean McNamara, Partner, Chief Strategy Officer; Cristina Pedroza, Senior Business and Brand Analyst; Albert Pranno, Junior Designer; Sabena Suri, Junior Brand Strategist; Mike Wallen, Partner, Chief Content Officer

## **Omelet**

**Award: Bronze**

Category: Public Service - Integrated Campaign



Entry Name: Southern California: #H2No

Advertiser:

Credits:

Omelet, Creative Company ;

## **Omelet**

**Award: Bronze**

Category: Magazine Design (Entire Magazine)

Entry Name: Wake Up: Men

Advertiser:

Credits:

Morgan Aceino, Senior Brand Strategist; Whitney Anderson, Director of Strategy; Sarah Ceglarski, Senior Director, Marketing; Caroline Denton, Associate Project Manager; Jasmeet Gill, Brand Strategist; Jeff Holman, Experiential Manager; Blakeley Jones, Junior Copywriter; Sean McNamara, Partner, Chief Strategy Officer; Anna Nesser, Director of Content; Cristina Pedroza, Senior Business and Brand Analyst; Albert Pranno, Junior Designer; Sabena Suri, Junior Brand Strategist

## **Omelet**

**Award: Bronze**

Category: Publication Design - Series (Covers or spreads or features)

Entry Name: Wake Up: Omelet's quarterly, insight-driven magazine

Advertiser:

Credits:

Morgan Aceino, Senior Brand Strategist; Whitney Anderson, Director of Strategy; Caroline Denton, Associate Project Manager; Rajat Gupta, Art Director; Sean McNamara, Partner, Chief Strategy Officer; Anna Nesser, Director of Content; Cristina Pedroza, Senior Business and Brand Analyst; Albert Pranno, Junior Designer; Sabena Suri, Junior Brand Strategist; Mike Wallen, Partner, Chief Content Officer;

## **One Eighteen Advertising**

**Award: Bronze**

Category: Local Television - :30

Entry Name: The Drive

Advertiser: One Eighteen Advertising

Credits:

Michael Larson, President; Marcus Ravoy, Director ;

## **One Eighteen Advertising**

**Award: Bronze**

Category: Integrated Campaign

Entry Name: Subaru Pacific Summer Contest

Advertiser: One Eighteen Advertising

Credits:

Michael Larson, President; Emily Denis, Art Director ;

## **OSHIN Studio**

**Award: Bronze**

Category: Digital Advertising - Branded Content 60 seconds or less

Entry Name: Surfer Poll 2014

Advertiser: Surfer Magazine / Surfer Poll Awards 2014

Credits:

Sam Oshin, Creative Director; Sandy Gilfillan, Sound Design, Altered Tastes; Scott Massey, Creative Director, Surfer Magazine

**PART IV**

**Award: Bronze**

Category: Social Media

Entry Name: Terror Hits Home

Advertiser: Sony Pictures

Credits:

**PART IV**

**Award: Bronze**

Category: Digital Advertising - Games

Entry Name: Trail To Old Stump Game

Advertiser: Universal Pictures

**Phelps**

**Award: Silver**

Category: Public Service - Integrated Campaign

Entry Name: Los Angeles World Airports – Modernization Campaign

Advertiser: Los Angeles World Airports

Credits:

Tori Young, VP Account Director; Aaron Dubois, VP Interactive Production; Carolyn Chow, Account Coordinator; Hiroko Suyama, Art Director; Beau Elwell, Copywriter; Salim Peerally, Motion Design Specialist; Greg Nason, Website Developer; Mary Grady, Managing Director Media/PR for Los Angeles World Airports; Amanda Parsons, Public Relations Specialist for Los Angeles World Airports;

**Phelps**

**Award: Bronze**

Category: Outdoor Board - Digital or Animated

Entry Name: Los Angeles World Airports - Modernization Campaign

Advertiser: Los Angeles World Airports

Credits:

Tori Young, VP Account Director; Aaron Dubois, VP Interactive Production; Carolyn Chow, Account Coordinator; Beau Elwell, Copywriter; HIroko Suyama, Art Director; Salim Peerally, Motion Design Specialist; Greg Nason, Website Developer; Mary Grady, Managing Director Media/PR for Los Angeles World Airports; Amanda Parsons, Public Relations Specialist for Los Angeles World Airports;

**Pitch Agency**

**Award: Bronze**

Category: Regional / National Television

Entry Name: Burger King Yumbo

Advertiser:

Credits:

Jake Matthews, Senior Copywriter; Will Patterson, Copywriter; Max Pollak, Art Director; Xanthe Wells, Chief Creative Officer

## **Pitch Agency**

**Award: Bronze**

Category: Advertising Industry Self Promotion - Digital Advertising

Entry Name: Lesbian Emojis

Advertiser:

Credits:

Kim Linn, Associate Creative Director ;

## **RAPP**

**Award: Bronze**

Category: Digital Advertising - Campaign

Entry Name: Choose Your Wild

Advertiser: Toyota

Credits:

Nicholas Platt, Executive Creative Director; Ly Nguyen, Creative Director; Wendel Woodford, Associate Creative Director/Writer; Randy Morton, SVP Director Integrated Production; Jane Mohr, Senior Producer; Laura Sanchez, Account Director; Ashley Frost-Morgan, Account Executive; Jon Bradley, Sr. Project Manager; Mathew Velarde, Jr. Art Director; Sweatpants Media, Production Company; Rapt Media, Developer; Marc D'Andre (Stitch), Editor

## **RPA**

### **Award: Silver**

Category: Non-Traditional Advertising - Campaign

Entry Name: Toy Tune Charity Video Campaign

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Joaquin Salim, Art Director; Dennis Haynes, Jr. Art Director; David Bassine, Jr. Copywriter; Megan Leinfelder, Jr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Bronze**

Category: Internet Commercials

Entry Name: HHD - Little People

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Gold**

Category: Non-Traditional Advertising

Entry Name: April Fools Fit Kit

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Creative Social Media Director; Michael Jason Enriquez, Art Directors; Craig Nelson, Art Director, Social Media; Adam Gothelf, Copywriter; Laura Kelley, Copywriter, Social Media; Gary Paticoff, Sr. VP, Chief Production Officer; Mark Tripp, Agency Producer; Mark Tripp, Director; Stephen Carmona, Director of Photography

## **RPA**

### **Award: Bronze**

Category: Digital Advertising - Branded Content 60 seconds or less

Entry Name: Toy Tune Charity - Gumby and Pokey

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Joaquin Salim, Art Director; Dennis Haynes, Jr. Art Director; David Bassine, Jr. Copywriter; Megan Leinfelder, Jr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Bronze**

Category: Digital Advertising - Branded Content 60 seconds or less

Entry Name: Toy Tune Charity - GI Joe and Jem

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Joaquin Salim, Art Director; Dennis Haynes, Jr. Art Director; David Bassine, Jr. Copywriter; Megan Leinfelder, Jr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Bronze**

Category: Non-Traditional Advertising

Entry Name: ALS Ice Bucket Challenge

Advertiser: RPA

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Digital Design Director; BOs House Of Visual Arts, Production Company; Mark Tripp, Director; Stephen Carmona, Director of Photography; Wendy Sandoval, Editor

## **RPA**

### **Award: Gold**

Category: Website

Entry Name: Accord Hybrid Route 66 Tour

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Michael Takeshita, VP, Digital Design Director; Dan Roberts, ACD, Lead Technical Writer; Jason Ringgold, Sr. Art Director; Lior Ben-Aharon, Sr. Copywriter ;

## **RPA**

### **Award: Bronze**

Category: Internet Commercials

Entry Name: HHD - Jem

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production company; Screen Novelties, Stop Motion Effects

## **RPA**

**Award: Bronze**

Category: Internet Commercials

Entry Name: HHD - Stretch Armstrong

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production Company; Screen Novelties, Stop Motion Effects

**RPA**

**Award: Gold**

Category: Non-Traditional Advertising

Entry Name: Distracted Driving

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Creative Social Media Director; Damian Fraticelli, ACD, Copywriter; Michael Enriquez, Art Director; Craig Nelson, Art Director; Adam Gothelf, Copywriters; Kevin Tenglin, Copywriter; Laura Kelley, Copywriter, Social Media; Gary Paticoff, SVP, Chief Production Officer; Joshua Herbstman, Producer

**RPA**

**Award: Bronze**

Category: Internet Commercials

Entry Name: HHD - Strawberry Short Cake

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production Company; Screen Novelties, Stop Motion Effects

**RPA**

**Award: Gold**

Category: Social Media - Campaign

Entry Name: HHD — Social Campaign

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Joaquin Salim, Art Director; Dennis Haynes, Jr. Art Director; David Bassine, Jr. Copywriter; Megan Leinfelder, Jr. Copywriter; Fran Wall, Sr. Producer;

## **RPA**

### **Award: Bronze**

Category: Internet Commercials

Entry Name: HHD - Skeletor

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production Company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Bronze**

Category: Digital Advertising - Campaign

Entry Name: Happy Honda Days TV Campaign

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Silver**

Category: Social Media

Entry Name: HHD — Skeletakeover

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Joaquin Salim, Art Director; Dennis Haynes, Jr. Art Director; David Bassine, Jr. Copywriter; Megan Leinfelder, Jr. Copywriter; Fran Wall, Sr. Producer;

## **RPA**

### **Award: Bronze**

Category: Digital Advertising - Branded Content more than 60 seconds

Entry Name: Brad The Lyft Driver

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Creative Social Media Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Leo Borges, Sr. Art Director; Joaquin Salim, Art Director; Josh Hepburn, Copywriter; Peter Megler, Copywriter

## **RPA**

### **Award: Bronze**

Category: Digital Advertising - Campaign

Entry Name: Toy Tune Charity Video Campaign

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Joaquin Salim, Art Director; Dennis Haynes, Jr. Art Director; David Bassine, Jr. Copywriter; Megan Leinfelder, Jr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Bronze**

Category: Internet Commercials

Entry Name: Yogis, Carpets, Yachts, Aliens

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Demian Oliveira, Creative Director; Leo Borges, Sr. Art Director; Amina Abdel-Halim, Copywriter; Joaquin Salim, Art Director; Peter Megler, Copywriter

## **RPA**

### **Award: Bronze**

Category: Non-Traditional Advertising

Entry Name: Love Today

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Creative Social Media Director; Gary Paticoff, Sr. VP, Chief Production Officer; Ariel Shukert, Art Director; Craig Nelson, Art Director, Social Media; Laura Kelley, Copywriter, Social Media; Brynn Cahalan, Copywriter, Social Media; Elizabeth Goldstein, Program Manager;



## **RPA**

### **Award: Bronze**

Category: Social Media

Entry Name: Distracted Driving

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Creative Social Media Director; Damian Fraticelli, ACD, Copywriter; Michael Enriquez, Art Director; Craig Nelson, Art Director; Adam Gothelf, Copywriter; Kevin Tenglin, Copywriter; Laura Kelley, Copywriter, Social Media; Gary Paticoff, SVP, Chief Production Officer; Joshua Herbstman, Producer

## **RPA**

### **Award: Bronze**

Category: Internet Commercials

Entry Name: HHD - Gumby

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Bronze**

Category: Digital Advertising - Branded Content 60 seconds or less

Entry Name: Toy Tune Charity - He Man and Skeletor

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Joaquin Salim, Art Director; Dennis Haynes, Jr. Art Director; David Bassine, Jr. Copywriter; Megan Leinfelder, Jr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Bronze**

Category: Social Media

Entry Name: Love Today

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Creative Social Media Director; Gary Paticoff, Sr. VP, Chief Production Officer; Ariel Shukert, Art Director; Craig Nelson, Art Director, Social Media; Laura Kelley, Copywriter, Social Media; Brynn Cahalan, Copywriter, Social Media; Elizabeth Goldstein, Program Manager;

## **RPA**

### **Award: Bronze**

Category: Digital Advertising - Branded Content 60 seconds or less

Entry Name: Distracted Driving

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Creative Social Media Director; Damian Fraticelli, ACD, Copywriter; Michael Enriquez, Art Director; Craig Nelson, Art Director; Adam Gothelf, Copywriter; Kevin Tenglin, Copywriter; Laura Kelley, Copywriter, Social Media; Gary Paticoff, SVP, Chief Production Officer; Joshua Herbstman, Producer

## **RPA**

### **Award: Silver**

Category: Regional / National Television

Entry Name: HHD - Strawberry Short Cake

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production Company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Silver**

Category: Website

Entry Name: Honda HR-V Pre-Launch

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Michael Takeshita, VP, Digital Design Director; Norio Ichikawa, Josh Ceazan, Dan Roberts, Associate Creative Director; Norman Brown, Sr. Art Director; Lior Ben-Aharon, Sr. Copywriter; Michael Chen, Copywriter

## **RPA**

### **Award: Bronze**

Category: Internet Commercials

Entry Name: Clocks, Wrestlers, Creeps, Centaurs

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Demian Oliveira, Creative Director; Leo Borges, Sr. Art Director; Amina Abdel-Halim, Copywriter; Joaquin Salim, Art Director; Peter Megler, Copywriter

## **RPA**

### **Award: Bronze**

Category: Advertising Industry Self Promotion - Non-traditionl

Entry Name: ALS Ice Bucket Challenge

Advertiser: RPA

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Digital Design Director; BOs House Of Visual Arats, Produciton Company; Mark Tripp, Director; Stephen Carmona, Director of Photography; Wendy Sandoval, Editor

## **RPA**

### **Award: Gold**

Category: Regional / National Television

Entry Name: HHD - Stretch Armstrong

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chier Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production Company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Gold**

Category: Regional / National Television

Entry Name: HHD - Jem

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chier Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Gold**

Category: Regional / National Television

Entry Name: HHD - Gumby

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chier Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production company; Screen Novelties, Stop Motion Effects

## **RPA**

**Award: Silver**

Category: Regional / National Television

Entry Name: Clocks, Wrestlers, Creeps, Centaurs

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Demian Oliveira, Creative Director; Leo Borges, Sr. Art Director; Amina Abdel-Halim, Copywriter; Joaquin Salim, Art Director; Peter Megler, Copywriter

**RPA**

**Award: Silver**

Category: Regional / National Television

Entry Name: Yogis, Carpets, Yachts, Aliens

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Demian Oliveira, Creative Director; Leo Borges, Sr. Art Director; Amina Abdel-Halim, Copywriter; Joaquin Salim, Art Director; Peter Megler, Copywriter

**RPA**

**Award: Silver**

Category: Regional / National Television

Entry Name: Biker, Fourtune, Cup, Meerkat

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Demian Oliveira, Creative Director; Leo Borges, Sr. Art Director; Amina Abdel-Halim, Copywriter; Joaquin Salim, Art Director; Peter Megler, Copywriter

**RPA**

**Award: Gold**

Category: Regional / National Television Campaign

Entry Name: Fit TV Campaign

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Demian Oliveira, Creative Director; Leo Borges, Sr. Art Director; Amina Abdel-Halim, Copywriter; Joaquin Salim, Art Director; Peter Megler, Copywriter

## **RPA**

### **Award: Gold**

Category: Regional / National Television

Entry Name: HHD - Skeletor

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production Company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Silver**

Category: Regional / National Television

Entry Name: HHD - Little People

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Gold**

Category: Integrated Campaign

Entry Name: Happy Honda Days Integrated Campaign

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Bronze**

Category: Cinematography

Entry Name: Clocks, Wrestlers, Creeps, Centaurs

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chief Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Demian Oliveira, Creative Director; Leo Borges, Sr. Art Director; Amina Abdel-Halim, Copywriter; Joaquin Salim, Art Director; Peter Megler, Copywriter

## **RPA**

### **Award: Bronze**

Category: Cinematography

Entry Name: Biker, Fourtune, Cup, Meerkat

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chier Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Demian Oliveira, Creative Director; Leo Borges, Sr. Art Director; Amina Abdel-Halim, Copywriter; Joaquin Salim, Art Director; Peter Megler, Copywriter

## **RPA**

### **Award: Bronze**

Category: Cinematography

Entry Name: Yogis, Carpets, Yachts, Aliens

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chier Production Officer; Isadora Chesler, VP, Executive Producer; Phung Vo, Producer; Sarah May Bates, Creative Director; Demian Oliveira, Creative Director; Leo Borges, Sr. Art Director; Amina Abdel-Halim, Copywriter; Joaquin Salim, Art Director; Peter Megler, Copywriter

## **RPA**

### **Award: Gold**

Category: Regional / National Television Campaign

Entry Name: Happy Honda Days TV Campaign

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; Gary Paticoff, Sr. VP, Chier Production Officer; Isadora Chesler, VP, Executive Producer; Alicia Dotter Marder, Creative Director; Chris Bradford, Copywriter; Joaquin Salim, Art Director; Donna Ko, Sr. Copywriter; Fran Wall, Sr. Producer; Psyop, Effects Company; Smuggler, Production company; Screen Novelties, Stop Motion Effects

## **RPA**

### **Award: Bronze**

Category: Digital Advertising - Branded Content more than 60 seconds

Entry Name: April Fools Fit Kit

Advertiser: American Honda Motor Co., Inc.

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Creative Social Media Director; Michael Jason Enriquez, Art Directors; Craig Nelson, Art Director, Social Media; Adam Gothelf, Copywriter; Laura Kelley, Copywriter, Social Media; Gary Paticoff, Sr. VP, Chief Production Officer; Mark Tripp, Agency Producer; Mark Tripp, Director; Stephen Carmona, Director of Photography

## **RPA**

### **Award: Bronze**

Category: Advertising Industry Self Promotion70G - Digital Advertising

Entry Name: ALS Ice Bucket Challenge

Advertiser: RPA

Credits:

Joe Baratelli, Executive V.P., Chief Creative Officer; Jason Sperling, Sr. VP, Executive Creative Director; J Barbush, VP, Digital Design Director; BOs House Of Visual Arts, Production Company; Mark Tripp, Director; Stephen Carmona, Director of Photography; Wendy Sandoval, Editor

## **Sew**

### **Award: Bronze**

Category: Social Media - Campaign

Entry Name: Voices Have Power

Advertiser:

Credits:

Ian Elliott, Project Lead, Strategy; Jesse Inman, Digital Strategy; James Toney, Strategy; Steve Ocheltree, Intelligence

## **Spot On Media, Inc.**

### **Award: Bronze**

Category: Public Service - Digital Advertising

Entry Name: PSA "The Eulogy of Ivy O'Connor"

Advertiser: Stomp Out Bullying

Credits:

Shervin Youssefian, Writer/Director/Producer; Danny Simonzad, Producer; Joey King, Actor

## **Spot On Media, Inc.**

### **Award: Bronze**

Category: Regional / National Television

Entry Name: Life Alert Basement

Advertiser: Life Alert

Credits:

Shervin Youssefian, Producer; Danny Simonzad, Producer ;

## **Station 22**

### **Award: Bronze**

Category: Audio / Video Sales Presentation

Entry Name: Westfield "Astonish"

Advertiser: Westfield America / Station 22

Credits:

Noah Clark, Owner and Executive Producer - Station 22; Kate Sheil, Producer - Station 22; Paul Berrin, Westfield Director – Communications; Eileen Hanson, Westfield Vice President, Marketing

## **Station22**

### **Award: Bronze**

Category: Regional / National Television

Entry Name: Don't Supersize, Optimize

Advertiser: Brother

Credits:

Noah Clark, Owner and Executive Producer, Station 22; Kate Sheil, Producer, Station 22; Emmanuel Ording, Creative Director, Video Content; Tina Tuccillo, Director of Marketing - Brother International Corporation

## **Strausberg Group**

**Award: Bronze**

Category: Menu

Entry Name: AVANT Menus

Advertiser: AVANT Restaurant

Credits:

Sarah@strausberggroup.com, Senior Account Executive; Cynthia Khor, Senior Art Director ;

## **Strausberg Group**

**Award: Bronze**

Category: Stationery Package

Entry Name: The Garland Stationary

Advertiser: The Garland

Credits:

Sarah Tjoa, Account Supervisor; Thanh Nguyen, Graphic Designer; Cynthia Khor, Art Director

## **The 360 Agency**

**Award: Bronze**

Category: Integrated Campaign

Entry Name: AT&T Musica Ya

Advertiser: AT&T

Credits:

Julian Melo, Sr. Marketing Manager at AT&T; Johanna Shingler, Director of Marketing at AT&T; Leticia Galindo, Chief Marketing Officer at The 360 Agency; Jennifer Banda Ludden, Chief Financial Officer at The 360 Agency; Nancy Chavez, Sr. Account Manager at The 360 Agency ;

## **The Designory**

**Award: Bronze**

Category: Apps - Tablet

Entry Name: MY15 Subaru WRX/STI Guided Tour

Advertiser: Subaru of America

Credits:

Steve Davis, Group Creative Director; Scott Izuhara, Associate Creative Director; Charlie Patterson, Sr. Copywriter; Marco Cortes, Art Director; Marco Ray, Sr. Product Specialist; Louis Minette, Product Specialist; Stephanie Breese, Art Producer; Phong Su, Production Artist

## **The Designory**

**Award: Bronze**

Category: Apps - Tablet



Entry Name: MY15 Subaru Outback Guided Tour

Advertiser: Subaru of America

Credits:

Steve Davis, Group Creative Director; Scott Izuhara, Associate Creative Director; Terry Prine, Sr. Art Director; Charlie Patterson, Sr. Copy Writer; Marco Ray, Sr. Product Specialist; Joe Rifkin, IOS Development; Stephanie Breese, Art Producer; Phong Su, Production Artist

## **The Designory**

**Award: Bronze**

Category: Brochure - Campaign

Entry Name: MY15 Subaru Brochure Campaign

Advertiser: Subaru of America

Credits:

Steve Davis, Group Creative Director; Scott Izuhara, Associate Creative Director; Terry Prine, Sr. Art Director; Stacia Jacobson, Sr. Copywriter; Charlie Patterson, Sr. Copywriter; Marco Cortes, Art Director; Tracy Ugai, Art Director; Shea Gauer, Jr. Art Director; Marco Ray, Sr. Product Specialist; Louis Minette, Product Specialist; Stephanie Breese, Art Producer; Phong Su, Production Artist

## **The Designory**

**Award: Bronze**

Category: Apps - Tablet

Entry Name: MY15 Subaru Legacy Guided Tour

Advertiser: Subaru of America

Credits:

Steve Davis, Group Creative Director; Scott Izuhara, Associate Creative Director; Terry Prine, Sr. Art Director; Shea Gauer, Jr. Art Director; Stacia Jacobson, Sr. Copywriter; Marco Ray, Sr. Product Specialist; Joe Rifkin, IOS Development; Stephanie Breese, Art Producer; Phong Su, Production Artist;

## **The Designory**

**Award: Bronze**

Category: Brochure - Campaign

Entry Name: Infiniti Global MY15 Brochure Campaign

Advertiser: INFINITI MOTOR COMPANY LTD. Attn Joanna Yeo

Credits:

Chad Weiss, Creative Director Copy; Noah Huber, ACD; Abe Kwak, Copy Writer; David Ly, Art Director; Jeremy Wyngaard, Computer Production Artist; Connie Mangam, Art Producer; Christine Oliva, Sr. Project Manager; Tara Allen, Project Manager; Derek Kodani, Product Specialist; Michael Schnable, Photographer; John Higginson, Photographer; He & Me, Photographer

## **The Designory**

**Award: Bronze**

Category: Brochure

Entry Name: MY15 Subaru Life Book

Advertiser: Subaru of America

Credits:

Steve Davis, Group Creative Director; Scott Izuhara, Associate Creative Director; Tracy Ugai, Art Director; Stacia Jacobson, Sr. Copywriter; Louis Minette, Product Specialist; Stephanie Breese, Art Producer; Phong Su, Production Artist

## **The Designory Inc**

**Award: Bronze**

Category: Integrated Campaign

Entry Name: Infiniti Global MY15 Integrated Program

Advertiser: Infiniti Motor Co. LTD., Attn: Joanna Yeo

Credits:

Chad Weiss, Creative Director; Noah Huber, ACD; Abe Kwak, Copywriter; David Ly, AD; April Larivee, Art Director; Derek Kodani, Product Specialist; Sarah Fairfield, Product Specialist; Connie Mangam, Art Producer; John Higginson, Photographer; Steffan Jahn, Photographer; Michael Schnabel, Photographer; He & Me, Photographer

## **The Designory Inc.**

**Award: Silver**

Category: Photography

Entry Name: Infiniti Global MY15 Q70L Photography

Advertiser: Infiniti Motor Co.LTD,

Credits:

Chad Weiss, Creative Director; Noah Huber, ACD; David Ly, Art Director; Connie Mangam, Art Producer; Christine Oliva, Sr. Project Manager; John Higginson, Photographer; Michael Schnabel, Photographer

## **The Designory Inc.**

**Award: Silver**

Category: Photography

Entry Name: Infiniti Global MY15 Q70 Photography

Advertiser: Infiniti Motor Co.LTD,

Credits:

Chad Weiss, Creative Director; Noah Huber, ACD; April Larivee, Art Director; Connie Mangam, Art Producer; Sarah Fairfield, Product Specialist; Christine Oliva, Sr. Project Manager; John Higginson, Photographer

## **The Designory, Inc.**

### **Award: Bronze**

Category: Apps - Tablet

Entry Name: Audi Library App

Advertiser: Audi of America, Inc.

Credits:

Ulrich Lange, Creative Director; Kathy Chia Cherico, Creative Director; Fakh Amin, Art Directors; Kit Smith, Copywriter; Chris Vournakis, Account Director; Courtney Parker, Jackie Diener, Project Managers; Paul Carhart, Digital Design & Production; Derek Engstrom, Matt August, Technical Team; Danny Furgeson, Oliver Vizcarra, Retouchers; Ashley Watson, Katie Leonard, Strategy; Sella Tosyaliyan, Adriana Molina, Account; Jay Brida, Copy Director

## **The Designory, Inc.**

### **Award: Bronze**

Category: Apps - Tablet

Entry Name: Audi A3 Digital Brochure App

Advertiser: Audi of America, Inc.

Credits:

Ulrich Lange, Creative Director; Kathy Chia Cherico, Creative Director; Fakh Amin and Hera Cheung, Art Directors; Kit Smith, Copywriter; Chris Vournakis, Account Director; Courtney Parker, Project Manager; Paul Carhart, Digital Design & Production; Derek Engstrom, Matt August, Technical Team; Danny Furgeson, Oliver Vizcarra, Retouchers; Ashley Watson, Katie Leonard, Strategy; Sella Tosyaliyan, Adriana Molina, Account; Jay Brida, Copy Director

## **The Designory, Inc.**

### **Award: Bronze**

Category: Apps - Tablet

Entry Name: Audi R8 Digital Brochure App

Advertiser: Audi of America, Inc.

Credits:

Ulrich Lange, Creative Director; Kathy Chia Cherico, Creative Director; Fakh Amin and Wil Conerly, Art Directors; Kit Smith, Copywriter; Chris Vournakis, Account Director; Courtney Parker and Jackie Diener, Project Managers; Paul Carhart, Digital Design & Production; Derek Engstrom, Matt August, Technical Team; Danny Furgeson, Oliver Vizcarra, Retouchers; Ashley Watson, Katie Leonard, Strategy; Sella Tosyaliyan, Adriana Molina, Account; Jay Brida, Copy Director

## **The Designory, Inc.**

### **Award: Silver**

Category: Integrated Campaign

Entry Name: Nissan Juke Color Studio

Advertiser: Nissan North America (Accessories Marketing)

Credits:

Carol Fukunaga, Creative Director; Meg Crabtree, Creative Director; Rich Lee, Director; Patrick Dougherty, Art Director; Alisha Westerman, Copywriter; Lillian Lisa, Print Production Manager; Carmen Lam, Agency Producer; Katie Kleinheksel, Sr. Account Manager; Blackbird, Special Effects;

## **The Designory, Inc.**

**Award: Silver**

Category: Brochure

Entry Name: Nissan Juke Color Studio

Advertiser: Nissan North America (Accessories Marketing)

Credits:

Carol Fukunaga, Creative Director; Meg Crabtree, Creative Director; Patrick Dougherty, Art Director; Alisha Westerman, Copywriter; Lillian Lisa, Print Production Manager; Joe Carlson Studio, Photographer; Armstrong White, CGI Asset Creation

## **The Designory, Inc.**

**Award: Silver**

Category: Brochure

Entry Name: Audi Sport Brochure

Advertiser: Audi of America, Inc.

Credits:

Ulrich Lange, Kathy Chia Cherico, Creative Directors; Kathy Chia Cherico, Wil Conerly, Art Directors; Kit Smith, Copy; Jay Brida, Copy Director; Chris Vournakis, Account Director; Sella Tosyaliyan, Adriana Molina, Account Team; Alan Louie, Project Manager; Jackie Diener, Program Manager; Douglas Clark and Mark Lugenbuehl, Production Artists; Danny Furgeson, Oliver Vizcarra, Retouchers; Kurt Renfro, Print Production

## **The Designory, Inc.**

**Award: Silver**

Category: Catalog

Entry Name: Audi Fall Collection Catalog

Advertiser: Audi of America, Inc.

Credits:

Ulrich Lange, Kathy Chia Cherico, Creative Directors; Kathy Chia Cherico and Erica Park, Art Directors; Jay Brida, Editor in Chief; Kit Smith, Copywriter; Chris Vournakis, Account Director; Sella Tosyaliyan, Adriana Molina, Account Team; Jackie Diener, Program Manager; Crystal Gilbert, Project Manager; Kurt Renfro, Print Production; Danny Furgeson, Oliver Vizcarra, Thom Cameron, Retouchers; Douglas Clark and Mark Lugenbuehl, Production Artists

## **The Designory, Inc.**

**Award: Silver**

Category: Copywriting

Entry Name: Nissan Juke Color Studio

Advertiser: Nissan North America (Accessories Marketing)

Credits:

Carol Fukunaga, Creative Director; Meg Crabtree, Creative Director; Alisha Westerman, Copywriter; Patrick Dougherty, Art Director; Lillian Lisa, Print Production Manager ;

## **The Designory, Inc.**

**Award: Silver**

Category: Point-of-Purchase

Entry Name: Audi Calendar  
Advertiser: Audi of America, Inc.  
Credits:

Ulrich Lange, Kathy Chia Cherico, Creative Directors; Wil Conerly and Michael Kubota, Art Directors; Jay Brida, Editor in Chief; Kit Smith, Copywriter; Chris Vournakis, Account Director; Sella Tosyaliyan, Adriana Molina, Account Team; Jackie Diener, Program Manager; Crystal Gilbert, Project Manager; Kurt Renfro, Print Production; Danny Furgeson, Oliver Vizcarra, Thom Cameron, Retouchers; Douglas Clark and Mark Lugenbuehl, Production Artists; Jeff Nelson, Proofreader

## **The Designory, Inc.**

**Award: Bronze**

Category: Sound Design  
Entry Name: Nissan Juke Color Studio  
Advertiser: Nissan of North America  
Credits:  
Carol Fukunaga, Creative Director; Meg Crabtree, Creative Director; Rich Lee, Director; Patrick Dougherty, Art Director; Alisha Westerman, Copywriter; Lillian Lisa, Print Production Manager; Sound Brigade

## **The Designory, Inc.**

**Award: Bronze**

Category: Brochure - Campaign  
Entry Name: Audi Brochure Program  
Advertiser: Audi of America, Inc.  
Credits:  
Ulrich Lange, Kathy Chia Cherico, Creative Directors; Fakh Amin, Wil Conerly, Hera Cheung, Anashe Abramian, Erica Park, Art Directors; Jay Brida and Kit Smith, Copywriters; Kurt Renfro, Print Production; Chris Vournakis, Account Director; Sella Tosyaliyan, Adriana Molina, Account Team; Jackie Diener, Program Manager; Alan Louie, Crystal Gilbert, Courtney Parker, Project Managers; Douglas Clark and Mark Lugenbuehl, Production Artists; Danny Furgeson, Thom Cameron, Oliver Vizcarra,, Retouchers; Alex Rank, Photographer; Jeff Nelson, Proofreader

## **The Designory, Inc.**

**Award: Gold**

Category: Animation or Special Effects  
Entry Name: Nissan Juke Color Studio  
Advertiser: Nissan North America (Accessories Marketing)  
Credits:  
Carol Fukunaga, Creative Director; Meg Crabtree, Creative Director; Rich Lee, Director; Patrick Dougherty, Art Director; Alisha Westerman, Copywriter; Carmen Lam, Agency Producer; Blackbird, Special Effects

## **The Designory, Inc.**

**Award: Silver**

Category: Brochure - Campaign  
Entry Name: My15 Audi Brochure Program

Advertiser: Audi of America, Inc.

Credits:

Ulrich Lange, Kathy Chia Cherico, Creative Directors; Fakh Amin, Wil Conerly, Hera Cheung, Anashe Abramian, Erica Park, Art Directors; Jay Brida and Kit Smith, Copywriters; Kurt Renfro, Print Production; Chris Vournakis, Account Director; Sella Tosyaliyan, Adriana Molina, Account Team; Jackie Diener, Program Manager; Alan Louie, Crystal Gilbert, Courtney Parker, Project Managers; Douglas Clark and Mark Lugenbuehl, Production Artists; Danny Furgeson, Thom Cameron, Oliver Vizcarra, Retouchers; Alex Rank, Photographer; Jeff Nelson, Proofreader

## **The Designory, Inc.**

**Award: Bronze**

Category: Brochure

Entry Name: Nissan Murano Brochure

Advertiser: Nissan North America

Credits:

Terry Medwig, Creative Director; Meg Crabtree, Creative Director; Traci Gohata, Art Director; Alisha Westerman, Copywriter; Carmen Lam, Art Buyer; Emilie Guthrie, Sr. Account Manager; Beckie Klarkstrom, Print Production Manager; Jeff Ludes, Photographer

## **The Designory, Inc.**

**Award: Gold**

Category: Poster

Entry Name: Nissan Juke Color Studio

Advertiser: Nissan North America (Accessories Marketing)

Credits:

Carol Fukunaga, Creative Director; Meg Crabtree, Creative Director; Rich Lee, Director; Patrick Dougherty, Art Director; Alisha Westerman, Copywriter; Lillian Lisa, Print Production Manager; Katie Kleinheksel, Sr. Account Manager; Joe Carlson Studio, Photographer; Armstrong White, CGI Asset Creation;

## **The Designory, Inc.**

**Award: Silver**

Category: Magazine Design (Entire Magazine)

Entry Name: Audi Magazine 106

Advertiser: Audi of America, Inc.

Credits:

Ulrich Lange, Kathy Chia Cherico, Creative Directors; Anashe Abramian, Art Director; Jay Brida, Editor in Chief; Kit Smith, Copywriter; Chris Vournakis, Account Director; Sella Tosyaliyan, Adriana Molina, Account Team; Jackie Diener, Program Manager; Crystal Gilbert, Project Manager; Kurt Renfro, Print Production; Danny Furgeson, Oliver Vizcarra, Thom Cameron, Retouchers; Douglas Clark and Mark Lugenbuehl, Production Artists; Jeff Nelson and Darian Momanaee, Proofreaders

## **The Designory, Inc.**

**Award: Silver**

Category: Magazine Design (Entire Magazine)

Entry Name: Audi Magazine 107

Advertiser: Audi of America, Inc.

Credits:

Ulrich Lange, Kathy Chia Cherico, Creative Directors; Amy Reichenbach and Matt Coonrod, Art Directors; Jay Brida, Editor in Chief; Kit Smith, Copywriter; Chris Vournakis, Account Director; Sella Tosyalian, Adriana Molina, Account Team; Jackie Diener, Program Manager; Crystal Gilbert, Project Manager; Kurt Renfro, Print Production; Danny Furgeson, Oliver Vizcarra, Retouchers; Douglas Clark and Mark Lugenbuehl, Production Artists; Jeff Nelson, Proofreader

## **The Marketing Arm**

**Award: Gold**

Category: Digital Advertising - Branded Content 60 seconds or less

Entry Name: Calls for Dad

Advertiser: Dove Men + Care / Unilever

Credits:

Marc Gilbar, Creative Director (The Marketing Arm); Meg Quinn, Creative Team & Account Director (The Marketing Arm); Tom Meyer, President (Entertainment/The Marketing Arm); Benjamin Greenberg (The Marketing Arm), Agency Producer; Rob Meltzer, Director; Sven Shelgren, Line Producer; Mark Feldstein, Executive Producer (Stun Creative); Brad Roth, Executive Producer (Stun Creative); Jared Christensen, Head of Production (Stun Creative); Eric Haase, DP;

## **The Story Lab**

**Award: Gold**

Category: Non-Traditional Advertising

Entry Name: MOTOR CITY MASTERS

Advertiser: General Motors

Credits:

Lisa Eisenpresser, Head of Original Content, The Story Lab; Michael Lanzillotta, SVP, General Manager, TruTV; Fabian Andre, EVP, Business Development, Bunim Murray Productions; Alex Crowther, Global President, General Motors Account, Carat; George Clement, Manager, Branded Content, General Motors ;

## **The Woo**

**Award: Bronze**

Category: Microsite

Entry Name: Team Up With Timbaland

Advertiser:

Credits:

Caroline DiGiulio, Creative Director; Lance Kitagawa, Art Director; Rachel Yanovski, Copywriter

## **Trailer Park Inc.**

### **Award: Bronze**

Category: Regional / National Television

Entry Name: Maze Runner / Scion

Advertiser: 20th Century Fox

Credits:

John Zaffarano, Executive Vice President, International A/V, Trailer Park; John Kyd, Senior Editor, International A/V, Trailer Park; Zachary Eller, SVP, Promotions and Marketing Partnerships, Twentieth Century Fox; Michael Perman, VP, Creative Content, Twentieth Century Fox; Brendan Murphy, Associate Director, Marketing Partnerships & Promotions, Twentieth Century Fox ;

## **Trailer Park Inc.**

### **Award: Bronze**

Category: Advertising for the Arts & Sciences - TV

Entry Name: Frozen :30 TV Spot

Advertiser: Feld Entertainment

Credits:

John Zaffarano, Executive Vice President, International A/V, Trailer Park; Shannon Parker, Senior Account Executive, International A/V, Trailer Park; Bob Tripp, Senior Editor, International A/V, Trailer Park; Vicki Silver, Senior Vice President and Chief Marketing Officer at Feld Entertainment Inc.; Carissa Wendkos, Director, Disney Brand Marketing, Feld Entertainment ;

## **Trailer Park Inc.**

### **Award: Bronze**

Category: Regional / National Television

Entry Name: Marvel Universe Live - United :30

Advertiser: Feld Entertainment

Credits:

John Zaffarano, Executive Vice President, International A/V, Trailer Park; Bonnie Korling, Producer; Sean Ormond, Editor; Vicki Silver, Senior Vice President and Chief Marketing Officer at Feld Entertainment Inc.; Lorraine Buck, Vice President, Marketing, Marvel at Feld Entertainment; Tim Rees, Director of Marketing, Marvel at Feld Entertainment ;

## **Trailer Park Inc.**

### **Award: Silver**

Category: In-theatre Commercials

Entry Name: Fox Holiday Trailer

Advertiser: Fox Home Entertainment

Credits:

John Zaffarano, Executive Vice President, International A/V; Bonnie Korling, Producer; Robby King, Editor; Suzanne Kamenir, Executive Director, 20th Century Fox Home Entertainment; Julie Markell, SVP Worldwide Creative, 20th Century Fox Home Entertainment ;

## **Trailer Park Inc.**

### **Award: Bronze**

Category: Regional / National Television



Entry Name: Mozart in the Jungle

Advertiser: Amazon Studios

Credits:

John Zaffarano, Executive Vice President, International A/V, Trailer Park; Kathryn Hollis, Vice President, International A/V, Trailer Park; John Kyd, Senior Editor, International A/V, Trailer Park; Vanessa Gottlieb, Marketing Creative Lead, Original Series Amazon Studios

### **Trailer Park Inc.**

**Award: Bronze**

Category: Regional / National Television

Entry Name: Sons of Anarchy Box Set

Advertiser: 20th Century Fox

Credits:

John Zaffarano, Executive Vice President, International A/V, Trailer Park; Kathryn Hollis, Vice President, International A/V, Trailer Park; John Kyd, Senior Editor, International A/V, Trailer Park; Mark Johns, Producer, Fox Home Entertainment; Julie Markell, SVP Worldwide Creative, 20th Century Fox Home Entertainment ;

### **Trailer Park Inc.**

**Award: Bronze**

Category: Audio / Video Sales Presentation

Entry Name: Fox CineEurope 2014

Advertiser: 20th Century Fox

Credits:

John Zaffarano, Executive Vice President, International A/V, Trailer Park; Kathryn Hollis, Vice President, International A/V, Trailer Park; John Kyd, Senior Editor, International A/V, Trailer Park; Kieran Breen, President, International Theatrical Marketing, Twentieth Century Fox; Mark Davis, SVP, International Creative, Twentieth Century Fox ;

### **Trailer Park Inc.**

**Award: Silver**

Category: Movie Trailers

Entry Name: The Disappearance of Eleanor Rigby - International Trailer

Advertiser: Myriad Pictures

Credits:

Bonnie Korling, Producer; William Stipe, Editor; Audrey Delaney, SVP, Marketing & Acquisitions at Myriad Pictures

## **Trailer Park, Inc.**

### **Award: Bronze**

Category: Social Media - Campaign

Entry Name: Taken 3 Social Media Campaign

Advertiser: 20th Century Fox

Credits:

Glenn Sanders, Group Creative Director; Miguel Caballero, Associate Creative Director; Sean Salter, Associate Creative Director; Julian Le, Art Director; Molly Park, Group Director, Delivery; Rob Stemm, Group Director, Technology; Thomas Guindon, Producer

## **Trailer Park, Inc.**

### **Award: Silver**

Category: Microsite

Entry Name: Taken 3 Website

Advertiser: 20th Century Fox

Credits:

Glenn Sanders, Group Creative Director; Miguel Caballero, Associate Creative Director; Sean Salter, Associate Creative Director; Julian Le, Art Director; Molly Park, Group Director, Delivery; Rob Stemm, Group Director, Technology; Thomas Guindon, Producer

## **Trailer Park, Inc.**

### **Award: Bronze**

Category: Website

Entry Name: Jurassic World Website

Advertiser: Universal Pictures

Credits:

Glenn Sanders, Group Creative Director; Brad Burris, Digital Creative Director; Rob Stemm, Group Director, Technology; Miguel Caballero, Associate Creative Director; Sean Salter, Associate Creative Director; Matt Dinoff, Sr. Art Director; Kim Tran, Sr. Designer; Danielle Stone, UX Designer; Bryan Davila, Producer;

## **Trailer Park, Inc.**

### **Award: Bronze**

Category: Website

Entry Name: Oscars.org

Advertiser: The Academy of Motion Picture Arts and Sciences

Credits:

Glenn Sanders, Group Creative Director; Brad Burris, Digital Creative Director; Rob Stemm, Group Director, Technology; Jolon Bankey, Account Director; Molly Park, Group Director, Delivery; Kathy Struif, Sr. Producer; Emily McCammon, Associate Director, User Experience; Angela King, Associate Creative Director; Rachael Hardwick, Sr. Art Director; Kim Tran, Sr. Designer; Mary Mattern, Developer; Danielle Stone, UX Designer

## **Trailer Park, Inc.**

**Award: Silver**

Category: Website

Entry Name: Penny Dreadful Website

Advertiser: Showtime

Credits:

Glenn Sanders, Group Creative Director; Brad Burris, Digital Creative Director; Miguel Caballero, Associate Creative Director; Rob Stemm, Group Director, Technology; Rachelle Gray, Front End Developer; Danny Duong, Front End Developer; Molly Park, Group Director, Delivery; Emily McCammon, Associate Director, User Experience

## **Troika**

**Award: Silver**

Category: Regional / National Television

Entry Name: Hulu 'Brooklyn/Modern/CPD' Spot

Advertiser:

Credits:

Alejandro Lopez, Executive Creative Director; Holly Eddy, Account Director; Ila Taluban, Producer; Trevor Steadman, Producer; Rhys Demery, Digital Producer; Reid Thompson, Creative Director; Young Kim, Creative Director; Howard Jordan, Creative Director / Writer; Casey Storm, Director; Wyatt Troll, Director; Cory Livingston, Editor; Craig Stouffer, Art Director; Heather Kim, Sr. Art Director

## **Troika**

**Award: Silver**

Category: Integrated Campaign

Entry Name: Hulu 'For the Love of TV' Fall Campaign

Advertiser:

Credits:

Alejandro Lopez, Executive Creative Director; Holly Eddy, Account Director; Ila Taluban, Producer; Trevor Steadman, Producer; Rhys Demery, Digital Producer; Reid Thompson, Creative Director; Young Kim, Creative Director; Howard Jordan, Creative Director / Writer; Casey Storm, Director; Wyatt Troll, Director; Cory Livingston, Editor; Craig Stouffer, Art Director; Heather Kim, Sr. Art Director

## **Wingman Advertising, Inc.**

**Award: Bronze**

Category: Local Television - :60 or more

Entry Name: "Randy and Larry"

Advertiser: Verengo Solar

Credits:

Rich Kagan, Chief Creative Officer; Paul Emami, Director; David Moss, Copywriter; Tod Perry, Copywriter; Scott Berger, Producer & Account Supervisor ;

## **WONGDOODY**

### **Award: Bronze**

Category: Social Media - Campaign

Entry Name: Coffee Bean & Tea Leaf Summer Campaign

Advertiser: Coffee Bean & Tea Leaf

Credits:

Tracy Wong, Chairman; Pam Fujimoto, ECD; Dennis Lee, ACD/CD; Matt Koulermos, AD; Elizabeth Lay, AD; Seth Prandini, CW; John Battle, CW; Jim Goodrich, CW; Hundy Liu, Account Director; Vickie Palm, Agency Producer;

## **WONGDOODY**

### **Award: Silver**

Category: Photography Campaign

Entry Name: "Why Work For A Living?" Wild Posting Photos

Advertiser: Art Center College of Design

Credits:

Tracy Wong, Chairman; Pam Fujimoto, ECD; Dennis Lee, ACD/AD; Marcin Markiewicz, CW; Zen Sekizawa, Phtographer; Amy Wise, Agency Producer; Callen Gustafson, Account Director

## **WONGDOODY**

### **Award: Silver**

Category: Advertising for the Arts & Sciences- Out-of-Home

Entry Name: "Why Work For A Living?" Wild Postings

Advertiser: Art Center College of Design

Credits:

Tracy Wong, Chairman; Pam Fujimoto, ECD; Dennis Lee, ACD/AD; Marcin Markiewicz, CW; Zen Sekizawa, Phtographer; Amy Wise, Agency Producer ; Callen Gustafson, Account Director

## **WONGDOODY**

### **Award: Bronze**

Category: Advertising for the Arts & Sciences - Newspaper

Entry Name: "Why Work For A Living?" Newspaper

Advertiser: Art Center College of Design

Credits:

Tracy Wong, Chairman; Pam Fujimoto, ECD; Dennis Lee, ACD/AD; Marcin Markiewicz, CW; Zen Sekizawa, Phtographer; Amy Wise, Agency Producer; Callen Gustafson, Account Director

## **Wpromote**

### **Award: Bronze**

Category: Integrated Campaign

Entry Name: Zenni Optical Campaign

Advertiser: Zenni Optical

Credits:

Jessica Tauber, VP of Client Services; Marissa Allen, Lead Account Strategist; Ryan Farrell, Director of Creative

## **Zambezi**

**Award: Bronze**

Category: Integrated Campaign

Entry Name: Eastbay Preparation Nation

Advertiser:

Credits:

Kevin O'Brien, Account Director

**Zambezi**

**Award: Bronze**

Category: Integrated Campaign

Entry Name: Mis-Hits Happen

Advertiser: TaylorMade

Credits:

**Zambezi**

**Award: Gold**

Category: Integrated Campaign

Entry Name: Speed Police

Advertiser: TaylorMade

Credits:

Chris Raih, Managing Director; Brian Ford, Executive Creative Director; Kevin Buth, Creative Director; Sheldon Melvin, Senior Art Director; Scott Stevens, Copywriter; Keven Behboody, Senior Designer; Pete Brown, Director of Account Management; Matt Kline, Account Supervisor; Alex Cohn, Executive Producer; Nathan Nowak, Senior Producer; Sean Carnage, Senior Digital Producer; Poppy Thorpe, Senior Digital Strategist