



2016 American Advertising Awards – Los Angeles Student Winners, Listed by Category

Category: Animation or Special Effects

Entrant: Wendy Yuen San Wong

School: Otis College of Art and Design

Award: Gold

Entry Title: Enraptured - Dior

Credits: Music by Yael Naim - Toxic, musician; Jill Smolin, advisor; Dan Quarnstrom, advisor; Kathleen Milnes, Assistant Department Chair; Harry Mott, Department Chair

Category: Guerilla Marketing - Campaign

Entrant: Simon Torres

School: otis college of art and design

Award: Bronze

Entry Title: Home Boys Industries DO GOOD EAT GOOD

Credits: Simon Torres, Art Director / CopyWriter; Louis Fick, Art Director / CopyWriter

Category: Illustration

Entrant: Eugene Kuperman

School: Art Institute of California- Hollywood

Award: Silver

Entry Title: Hollywood Walk of Fame

Credits: Eugene Kuperman, Hollywood Walk of Fame

Category: Integrated Advertising Campaign

Entrant: Natalie Krakirian

School: Woodbury University

Award: Gold

Entry Title: FatBabble Advertisement Campaign

Credits: Natalie Krakirian, FatBabble Ad Campaign

Category: Integrated Advertising Campaign
Entrant: Debbie Pan and Niamh Grunfeld
School: Art Center College of Design
Award: Silver
Entry Title: Hydrox: For Those Who Adult Well
Credits: Debbie Pan, Art Director; Niamh Grunfeld, Copywriter

Category: Integrated Advertising Campaign
Entrant: Trish Maguire, Jessica McEwan, Scott Fish, Trish Phan
School: The Book Shop
Award: Bronze
Entry Title: Slide to Unlock
Credits: Jessica McEwan, Copywriter; Tess Maguire, Copywriter; Scott Fish, Copywriter; Trish Phan, Art Director; Nathan Crow, Professor; Nick Liebeskind, Professor

Category: Magazine Advertising
Entrant: Debbie Pan
School: Art Center College of Design
Award: Bronze
Entry Title: #wordscutdeep End To Cyberbullying PSA
Credits: Debbie Pan, Art Director; Vicky Mo, Art Director; David Lopez, Photographer

Category: Magazine Advertising
Entrant: Debbie Pan
School: Art Center College of Design
Award: Bronze
Entry Title: Proactiv+ Screaming Lady
Credits: Debbie Pan, Art Director

Category: Magazine Advertising - Campaign
Entrant: Eugene Kuperman
School: Art Institute of California- Hollywood
Award: Bronze
Entry Title: National Geographic Magazine Editorial
Credits: Eugene Kuperman, National Geographic Magazine Editorial

Category: Magazine Advertising - Campaign
Entrant: Ksenia Mikhaylova
School: Art Center College of Design
Award: Silver
Entry Title: Fresh Direct Campaign
Credits: Ksenia Mikhaylova, Creative; Wyatt Hunt, Creative

Category: Magazine Advertising - Campaign

Entrant: Jessica McEwan, Tess Maguire, Scott Fish, Trish Phan

School: The Book Shop

Award: Silver

Entry Title: Slide to Unlock

Credits: Jessica McEwan, Copywriter; Tess Maguire, Copywriter; Scott Fish, Copywriter; Trish Phan, Art Director; Nick Liebeskind, Professor; Nathan Crow, Professor

Category: Magazine Advertising - Campaign

Entrant: Debbie Pan and Niamh Grunfeld

School: Art Center College of Design

Award: Bronze

Entry Title: Chapstick: Be Smooth

Credits: Debbie Pan, Art Director; Niamh Grunfeld, Copywriter

Category: Magazine Advertising - Campaign

Entrant: Phung Do, Elizabeth Levin, Doyeon Kim

School: Art Center College of Design

Award: Silver

Entry Title: Chapstick

Credits: Doyeon Kim, Art Director; Elizabeth Levin, Art Director; Phung Do, Copywriter

Category: Magazine Advertising - Campaign

Entrant: Debbie Pan and Niamh Grunfeld

School: Art Center College of Design

Award: Bronze

Entry Title: TrunkClub: Fit For You

Credits: Debbie Pan, Art Director; Niamh Grunfeld, Copywriter

Category: Online/Interactive - Campaign

Entrant: Debbie Pan and Vicky Mo

School: Art Center College of Design

Award: Bronze

Entry Title: Lenovo KickRestarter

Credits: Debbie Pan, Art Director; Vicky Mo, Art Director

Category: Outdoor Board

Entrant: Debbie Pan, Niamh Grunfeld, and Shina Lee

School: Art Center College of Design

Award: Silver

Entry Title: IFC: Anything Can Happen

Credits: Debbie Pan, Art Director; Niamh Grunfeld, Copywriter

Category: Packaging
Entrant: Eugene Kuperman
School: Art Institute of California- Hollywood
Award: Bronze
Entry Title: Aloha Food Packaging
Credits: Eugene Kuperman, Aloha Food Packaging

Category: Photography - Campaign
Entrant: Debbie Pan and Aaron Sinclair
School: Art Center College of Design
Award: Silver
Entry Title: ETIQUETTE: 60's Mod culture for Fashion
Credits: Debbie Pan, Art Director; Aaron Sinclair, Photographer

Category: Photography - Digitally Enhanced
Entrant: Eugene Kuperman
School: Art Institute of California- Hollywood
Award: Bronze
Entry Title: Gaby Music Artist Photo
Credits: Eugene Kuperman, Gaby Music Artist Photo

Category: Poster
Entrant: Eugene Kuperman
School: Art Institute of California- Hollywood
Award: Bronze
Entry Title: National Geographic Wild Poster
Credits: Eugene Kuperman, National Geographic Wild Poster

Category: Poster - Campaign
Entrant: Marcus King
School: Art Center College of Design
Award: Silver
Entry Title: Maybe Too Sticky
Credits: Marcus King, Creative Director; Diana Chavez, Production Manager; Courtney Nelson, Make-Up Artist; Perla Marinez, Typography; Trivara Bufford, Make-Up Artist; William Straube, Set Decoration Manager; Daria Trubitsyna, Photographer; Irvin Duarte Cisneros, Photography Assistant; Oliver Gomez, Production Assistant; Dakota Straube, Set Decoration Assistant; Alex Straube, Set Decoration Assistant; Halley Haefeli, Set Decoration

Category: Social Media - Single Platform
Entrant: Debbie Pan and Vicky Mo
School: Art Center College of Design
Award: Gold
Entry Title: Instagram Find
Credits: Debbie Pan, Art Director; Vicky Mo, Art Director

Category: Television
Entrant: Jingyi Shao
School: University of Southern California
Award: Silver
Entry Title: Text History of Jane
Credits: Jingyi Shao, Director

Category: Television
Entrant: Miranda Lee
School: ArtCenter College of Design
Award: Gold, Best of Show
Entry Title: The First Hero - PSA
Credits: Miranda Lee, Art Director; Neha Dutta, Director; Matthew Plaxco, Cinematographer; David Olano, Producer

Category: Television
Entrant: John J. Tulp
School: California State University Long Beach
Award: Bronze
Entry Title: LA Math (for Princeton University Press)
Credits: John Tulp, Director and Producer; Billie J Thoms, Associate Producer and Production Designer; Suzie Meyer, Assistant Director; Vincent Tran, Visual Effects Artist; Michelle Tan, Production Manager; Roy Baker, Production Assistant; Zachary Stewart, Executive Producer

Category: Television
Entrant: Lei Su
School: Art Center College of Design
Award: Gold
Entry Title: Kung Fu Ramen
Credits: Lei SU, Director/Writer/Producer/Editor; Austin Serr, Cinematographer

Category: Television
Entrant: Lei Su
School: Art Center College of Design
Award: Silver
Entry Title: A Taste of Your Dream
Credits: Lei SU, Writer/Director/Producer/Editor; Matthew Plaxco, Cinematographer

Category: Television
Entrant: Micah Williams
School: Art Center College of Design
Award: Silver
Entry Title: Lucky Brand - Lucky Delivery
Credits: Micah Williams, Director

Category: Television
Entrant: Esteban Cardona
School: Art Center College of Design
Award: Bronze
Entry Title: Stop For Nothing
Credits: Esteban Cardona, Creative; Benson Rong, Creative

Category: Television
Entrant: Micah Williams
School: Art Center College of Design
Award: Bronze
Entry Title: Under Armour - Break Your Chains
Credits: Micah Williams, Director

Category: Television
Entrant: Maurizio Zappettini
School: Art Center College of Design
Award: Gold
Entry Title: Oreo "Forest"
Credits: Maurizio Zappettini, Writer/Director

Category: Television
Entrant: Maurizio Zappettini
School: Art Center College of Design
Award: Bronze
Entry Title: Ikea "Billboards"
Credits: Maurizio Zappettini, Writer/Director

Category: Television
Entrant: Ariel Navarrete Spahn
School: Art Center College of Design
Award: Silver
Entry Title: Versace Eros - Make Love Like A God
Credits: Ariel Navarrete Spahn, Writer, Director, Editor; Andrea Sastoque, Producer; David Olaño, Producer

Category: Television

Entrant: Xinzhong (Golden) Zhao

School: University of California, Los Angeles

Award: Silver

Entry Title: Water O Purifier_ Lifestyle

Credits: Xinzhong (Golden) Zhao, Creative Director; John Cerrito, Director; Xinzhong (Golden) Zhao, Director of Cinematography; Xinzhong (Golden) Zhao, Motion Graphics & VFX designer; Gang Xie, VFX designer; Xinlei Yang, Line Producer

Category: Television

Entrant: Rudy Gold

School: Art Center College of Design

Award: Silver

Entry Title: LEVI'S "Live Creatively"

Credits: Rudy Gold, Director; Rudy Gold, Cinematographer; Juan Carlos Morales II, executive producer; Christian Guzman, Associate Producer

Category: Television

Entrant: Geoffroy Faugérolas

School: Pepperdine University

Award: Bronze

Entry Title: Corona: The Acrobat

Credits: Geoffroy Faugerolas, Director; Alena Burova, Producer; Matt Milan, Composer

Category: Television

Entrant: Xinzhong (Golden) Zhao

School: University of California, Los Angeles

Award: Silver

Entry Title: WaterO Purifier

Credits: Xinzhong (Golden) Zhao, Creative Director; Xinzhong (Golden) Zhao, Director of Photography; Xinzhong (Golden) Zhao, Editor & Colorist; Yu Zhou, Producer

Category: Television

Entrant: Javier Barcala

School: Art Center College of Design

Award: Bronze

Entry Title: Spicebomb

Credits: Javier Barcala, Director

Category: Television
Entrant: Micah Williams
School: Art Center College of Design
Award: Bronze
Entry Title: Starbucks VIA - Be Bold
Credits: Micah Williams, Director

Category: Television
Entrant: Joseph Lao
School: Art Center College of Design
Award: Bronze
Entry Title: Beauty in the Beast
Credits: Joseph Lao, Director

Category: Television
Entrant: Bryan Fugal
School: Art Center College of Design
Award: Bronze
Entry Title: Road Trip
Credits: Bryan Fugal, Copywriter; Bryan Fugal, Director; Bryan Fugal, Editor/VFX Artist; Austin Serr, Cinematographer; Aaron Stephenson, Producer; Scott Nystrom, Production Designer; Mike Vaughn, Bill (90s Dad); Dakota Shepard, Claudia (90s Mom); Patrick O'Sullivan, John; Arianne Margot, Ella

Category: Television - Campaign
Entrant: D'Angelo & Martel McCornell
School: Art Center College of Design
Award: Silver
Entry Title: OREO: "Just Smile"
Credits: The Next Level Brothers, Writers, Directors, Editors; Joe Ready, Cinematographer; Tina Whatcott, Cinematographer; Kane Wong, Cinematographer; James Gildea, Script Supervisor; Victoria Nicks, Assistant Director; Alexander Craven, Assistant Director; Yasuko Sakuragi, Make Up Stylist; Greg Stevens, Associate Producer; Emily Muller, Production Design; Nisha Presley, Best Mom; Affonso Beato, Executive Producer