LEVEL UP

THE 2022
AMERICAN ADVERTISING AWARDS
WINNERS BOOK
2022 President’s Letter

Last year, I sat at my campsite inside my favorite spot: The Akron Civic Theatre. While camping was a great time, I am excited to be live and in-person with all of you here. For those who opted for the virtual ceremony, my excitement for our annual awards radiated from myself through your screen. I hope you felt that!

Before leaving the house tonight, I dusted off my power glove, loaded up on quarters, blew on my cartridges and worked out my fingers, because I knew that I was going to be ready to Level Up alongside my friends and colleagues.

We had a lot of great work submitted to this year’s event and I would like to congratulate all of you who Leveled Up at this year’s ceremony! The inspiration we gain from one another only makes us stronger as a community.

This past year, our world started to look a little bit more normal. Our programs team gave us some great in-person events and we even got to bump elbows with one another. Only time will tell when we’ll stop thinking about virtual events, but until that time comes, I ask you all to never stop creating, never stop learning, and become inspired by all that is around you. Remember that each and every one of you makes the world a more beautiful place.

Well, it appears that I’m all out of quarters for the night.

Continue shining!

Daniel Kearsey
AAF-President

Cover by Jet Creative and book design by 898 Marketing
Meet the Emcee, Garrick Black II

Garrick Black II is an Akron native and the Executive Creative Director of Noir Creative, also out of Akron.

In a former life, Garrick was a full-time Radio DJ—broadcasting a nightly show to over 48,000 listeners in the Fort Wayne, Indiana area. After moving back to Akron, he joined Youth Excellence Performing Arts Workshop (YEPFW) as the Director of Marketing and Communications and The Akron Urban League as the director of Marketing.

In 2016 Garrick launched Noir Creative, LLC—a digital creative agency. In 2019, Garrick and Noir Creative were awarded “Art-repreneur of the Year” through the Greater Akron Chamber of Commerce. He was also named one of 30 recipients of the Greater Akron Chamber’s “30 For the Future” Awards.

Garrick serves on the boards of DREAMS Academy, AAF-Akron, Akron Urban League Young Professionals, is a member of Akron Torchbearers, and volunteers with many local organizations.

Garrick attended Indiana Tech for his B.A. in Communications and B.A. in Graphic Design.

Meet the Judges: Brandon, Kaitlyn, and Bill

Brandon Scott
Pavilion, Brand Director | East Peoria, IL
Brandon Scott has 10+ years of experience working with brands and everything creative design, from traditional printmaking to social media content. As a former associate creative director for Gelia, he had a deep understanding of traditional and digital design, with an expertise in video content creation. Now leading as Brand Director for Pavilion, a NYC tech startup, he works to scale the brand internally and find creative solutions to delight members.

Kaitlyn Sintkowski
Pacers Sports & Entertainment, Digital Marketing & Design Manager | Indianapolis, IN
Kaitlyn Sintkowski is a Digital Marketing & Design Manager at Pacers Sports & Entertainment where she manages the digital brand of the most widely used public building in Indiana. As a graduate of Indiana University Bloomington with a focus in graphic design and former Digital Content Manager at Emmis Communications, she combines her passion for digital and traditional communication to create a seamless experience for fans across all platforms. When she’s not working on the next big campaign or covering an event at Gainbridge Fieldhouse, she’s either visiting her hometown in Northwest Indiana, traveling the world, at her favorite yoga studio or supporting Indy’s music scene at another local venue.

Bill Starkey
Executive Creative Director, Quench | Philadelphia, PA
Bill is a student of the history of design and advertising, dedicated to positively impacting the future of the industry. Over 25 years a journeyman, he has worked with national and international brands including Under Armour, BNY Mellon, Sealy, HBO and Virgin. He is currently the Executive Creative Director at quench in Philadelphia where he leads teams responsible for traditional digital and social media efforts. His work has been featured in CA, Print, Cannes, The Type Directors Club, The Twitter Awards and the One Show to name a few. Bill also sits on the board of AIGA Philadelphia, lectures on advertising and portfolio preparation at the University of Delaware (his alma mater), and is pursuing a graduate degree in Communication Design at Kutztown University in Kutztown, Pennsylvania. He lives in South Philly, yo, with his wife Heidi and Buster Brown the Shih Tzu. Sadly, Bill is of no relation to Ringo Starr.
PROFESSIONAL BEST IN SHOW

Entrant: TRIAD
Client: Cuyahoga Valley Scenic Railroad
Title: North Pole Adventure
Credits:
TRIAD Creative Team
JUDGE’S CHOICE

Brandon Scott
Entrant: AfterMath
Client: The Ohio Lottery
Title: Ohio Lottery–Sevens
Credits:
Chris George
Scott Ferguson
Allison Baldi
Lisa Kefalos
Think Media Studios

Kaitlyn Sintkowski
Entrant: Appleridge Production, LLC
Client: Penguin City Beer
Title: Penguin City–New Can, Same Vibes
Credits:
Mario J. Ricciardi, Director/Cinematographer

Bill Starkey
Entrant: Clever
Client: Alta Head Start
Title: Alta Head Start Women’s History
Credits:
Whitney Burd, Founder, Graphic Design
Tony Marr, Founder, Business Development
Adrienne Sabo, Founder, Creative

MOSAIC ADDY

The Mosaic ADDY is awarded to an entry, from any category, that best exemplifies a spirit of diversity and inclusion. Criteria for this award is a demonstration of understanding of and sensitivity to the needs, concerns and buying practices of multi-cultural audiences.

Entrant: Todd Biss Productions
Client: Yellow
Title: Women of Yellow
Credits:
Todd Biss, Director
Autumn Bland, Producer
Michael Grimes, Director of Photography | Editor
Chris DiPuccio, Editor
Thomas Matheis, First AC
Sam Stephenson, Grip/Gaffer
Sales Promotion

01B | Sales Kit
Award: Silver ADDY
Entrant: Kent State University, Philanthropy and Alumni Engagement
Client: Kent State University
Title: Forever Brighter Priorities Kit
Credits:
Kent State University, Division of Philanthropy and Alumni Engagement, Communications Team

002A | Packaging
Award: Silver ADDY
Entrant: Triple Play Design Company
Client: Triple Play Design Company
Title: Willie Mays Card Packaging
Credits:
Eric Kittelberger, Creative Director/Illustrator/Designer

Collateral Material

08A | Publication Design Cover
Award: Silver ADDY
Entrant: Northeast Ohio Medical University
Client: Northeast Ohio Medical University
Title: Fall 2021 Ignite Magazine
Credits:
Northeast Ohio Medical University
Dave Szalay, Artist
Printing Concepts, Printer

09B | Card, Invitation, Announcement
Award: Silver ADDY
Entrant: Cassel Bear
Client: Hardwood Furniture Guild
Title: OHFM Marketing
Credits:
Derek Stulpin, Designer & Creative Director
Nathan Van Twisk, Designer
Shaye Cochran, Project Manager
Karl Bear, Principal / Account Manager
Ryan Howell, Account Manager
Seth Teter, Copywriter
Paragraphics, Printer
Holmes Printing, Printer
OUT-OF-HOME & AMBIENT MEDIA

18A | Poster
Award: Silver ADDY
Entrant: TRIAD
Client: Curated Storefront
Title: World of Wonders Exhibit Poster
Credits:
TRIAD Creative Team

021A | Interior or Exterior—Single
Award: Gold ADDY
Entrant: AfterMath
Client: The Ohio Lottery
Title: Ken O. “Cocoon” Gas Station TV
Credits:
Chris George, Creative Director
Scott Ferguson, Creative Director
Boum Creative, Production Studio

22 | Out-Of-Home Campaign
Award: Silver ADDY
Entrant: Kent State University
Client: Kent State University
Title: Fall Outdoor
Credits:
Bob Louis, Assistant Vice President, New Media Communications
Robert Christy, Photographer
Websites

23 | Websites—Consumer
Award: Silver ADDY
Entrant: Clever
Client: Insight Clinical Counseling and Wellness LLC
Title: Insight Clinical Counseling
Credits:
Whitney Burd, Founder, Graphic Design
Tony Marr, Founder, Business Development
Adrienne Sabo, Founder, Creative

23B | Websites—B-to-B
Award: Gold ADDY
Entrant: SKYCATCHFIRE
Client: Meyers+Associates Architecture
Title: Meyers+Associates Architecture
Credits:
SKYCATCHFIRE, Development
FORT, Design

23B | Websites—B-to-B
Award: Silver ADDY
Entrant: TRIAD
Client: Akron Energy Systems
Title: Akron Energy Systems
Credits:
TRIAD Creative Team

23C | Websites—Microsites
Award: Gold ADDY
Entrant Company: SKYCATCHFIRE
Client: Purdue University Fort Wayne
Title: Purdue Fort Wayne Admissions
Credits:
SKYCATCHFIRE, Development
Ologie, Design
Social Media

24B | Social Media—Campaign
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: Seattle Kraken
Title: Social Media Animation Package
Credits:
Craig DiRienzo, Editor
Marty Roth, Editor
Emily Richmond, Account Manager
Jeffrey Pritt, Creative Director/Editor
Ryan Pritt, Executive Producer

24B | Social Media—Campaign
Award: Silver ADDY
Entrant Company: Clever
Client: Alta Head Start
Title: Alta Head Start Women’s History
Credits:
Whitney Burd, Founder, Graphic Design
Tony Marr, Founder, Business Development
Adrienne Sabo, Founder, Creative
Audio/Radio Advertising

33A | Audio/Radio Advertising—Single Spot
Award: Gold ADDY
Entrant: AfterMath
Client: The Ohio Lottery
Title: Ohio Lottery Dazzling Love - Radio
Credits:
Chris George, Creative Director
Scott Ferguson, Creative Director
Diana Davis, Copywriter
Kevin Kelsey, Project Manager

Television Advertising

035A | Television Advertising—Single Spot
Award: Gold ADDY
Entrant Company: AfterMath
Client Company Name: The Ohio Lottery
Title: Ohio Lottery - Sevens
Credits:
Chris George, Creative Director
Scott Ferguson, Creative Director
Allison Baldi, CGI/VFX
Lisa Kefalos, Project Manager
Think Media Studios, Production Studio

Online Film, Video & Sound

036A | Internet Commercial—Single Spot
Award: Silver ADDY
Entrant: Kent State University, Philanthropy and Alumni Engagement
Client: Kent State University
Title: Forever Brighter Campaign Launch
Credits:
Kent State University, Division of Philanthropy and Alumni Engagement, Communications Team
One Sixty Over Ninety, Philadelphia Office
Branded Content & Entertainment

39A | Single entry :60 seconds or less
Award: Gold ADDY
Entrant: Appleridge Production, LLC
Client: Penguin City Beer
Title: Penguin City – New Can, Same Vibes
Credits:
Mario J. Ricciardi, Director/Cinematographer

39B | Single entry—more than :60 seconds
Award: Gold ADDY
Entrant: Western Reserve Academy
Client: Western Reserve Academy
Title: The Hudson Mile
Credits:
Meg Colafella, Director of Communications & Marketing
Rose Vardell, Associate Director of Strategic Communications
Hunter Barnhardt, Creative Director
Ben Dehmlow, Social & Digital Media Manager
Laura Stropki, Director of Internal Communications

39B | Single entry—more than :60 seconds
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: The University of Akron Alumni Association
Title: 2021 Alumni Birthday Video
Credits:
James Miller, Editor/Cinematographer
David Stephenson, Director of Photography
Claire Vollmer, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer
Branded Content & Entertainment

39B | Single entry—more than :60 seconds
Award: Silver ADDY
Entrant: Todd Biss Productions
Client: Belden Brick Company
Title: The Standard of Comparison
Credits:
Todd Biss, Director
Autumn Bland, Producer
Michael Grimes, Director of Photography | Editor
Thomas Matheis, First AC
Chris DiPuccio, Drone Pilot | Editor
Sam Stephenson, Grip

39B | Single entry—more than :60 seconds
Award: Silver ADDY
Entrant: Todd Biss Productions
Client: Yellow
Title: Women of Yellow
Credits:
Todd Biss, Director
Autumn Bland, Producer
Michael Grimes, Director of Photography | Editor
Chris DiPuccio, Editor
Thomas Matheis, First AC
Sam Stephenson, Grip/Gaffer

39B | Single entry—more than :60 seconds
Award: Silver ADDY
Entrant: Kent State University
Client: KSU
Title: What is Our Brand?
Credits:
Bob Louis, Assistant Vice President, New Media Communications
Phil Soencksen, Noall Reid, Writers
Jon Jivan, Nathan Tranburger, Noall Reid, Videographers
Noall Reid, Senior Designer
Nick Moore, Creative Director
Robert Christy, Rami Daud, Photographers
Non-Broadcast

41 | Non-Broadcast
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: United Way of Summit and Medina
Title: 2021 Annual Meeting Video
Credits:
Craig DiRienzo, Cinematographer/Editor
James Miller, Grip
Christina Drsek, Grip
Emily Richmond, Account Manager
Claire Vollmer, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer

41 | Non-Broadcast
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: City of Akron
Title: 2021 State of the City
Credits:
James Miller, Editor
David Stephenson, Director of Photography
Josh Kuss, Cinematographer
Claire Vollmer, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer

Branded Content & Entertainment Campaign

42 | Branded Content & Entertainment Campaign
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: The Federal Reserve Bank of Cleveland
Title: Inflation 101
Credits:
James Miller, Editor
Craig DiRienzo, Editor
Emily Richmond, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer

42 | Branded Content & Entertainment Campaign
Award: Silver ADDY
Entrant: Todd Biss Productions
Client: Belden Brick Company
Title: Belden Brick | Three Pillars
Credits:
Todd Biss, Director
Autumn Bland, Producer
Michael Grimes, Director of Photography | Editor
Thomas Matheis, First AC
Chris DiPuccio, Drone Pilot | Editor
Sam Stephenson, Grip
Sales Promotion

45 | Audio/Visual Sales Presentation
Award: Silver ADDY
Entrant: JM Smucker Company
Client: JM Smucker Company
Title: Opening Track Awareness Video
Credits:
AJ Poholski, Designer
Diane Hoffman, Designer
Scott Kristoff, Motion Designer
Craig Toussant, Video Editor
Carrie Cushman, Creative Content Manager
Nick Betro, Creative Director

Music Video

46 | Music Video
Award: Silver ADDY
Entrant: JM Smucker Company
Client: JM Smucker Company
Title: Opening Track A Girl, A Guitar
Credits:
AJ Poholski, Designer
Scott Kristoff, Motion Designer
Geoff Tanner, Lyrics
Craig Toussant, Video Editor
Nick Betro, Creative Director
Carrie Cushman, Creative Content Manager

46 | Music Video
Award: Silver ADDY
Entrant: Todd Biss Productions
Client: Claymore Pictures
Title: The Stream
Credits:
Peter-John Campbell, Director | Producer
Ken Robinson, Executive Producer
Michael Grimes, Director of Photography | Editor
Thomas Matheis, First AC
Maddie Indre, Producer | Band
Chris DiPuccio, Second AC
Jay B. Johnson, Gaffer
Alex Shoykhet, Key Grip
Deana Farraj, Lighting Technician
Josie Holskey & Benji Merendino, Costume Dept
Phu Cao & Steven Youhana, Grips
Scott Campbell, Carpenter
**Integrated Campaigns**

47C | Consumer Campaign—Local  
Award: Gold ADDY  
Entrant: TRIAD  
Client: Cuyahoga Valley Scenic Railroad  
Title: North Pole Adventure  
Credits:  
TRIAD Creative Team

47C | Consumer Campaign—Local  
Award: Silver ADDY  
Entrant: Innis Maggiore  
Client: Aultman Hospital  
Title: We’ve Got You  
Credits:  
Jeff McMahan, Senior Account Supervisor  
Scott Edwards, Executive Creative Director  
Justin Allen, Creative Director/Web  
Lee-Ann DeMeo, Creative Director  
Ashley Johnson, Senior Project Manager  
Patrick Snyder, Production Manager  
Rose Browning, Director of Media Services  
Josh Lopez, Proofreader  
Veronica Smith, Senior Media Strategist

47D | Consumer Campaign—Regional/National  
Award: Silver ADDY  
Entrant Company: JM Smucker Company  
Client: JM Smucker Company  
Title: Café All Day Campaign  
Credits:  
Camille Sciria, Copywriter  
Delaney Barnhart, Designer  
Diane Hoffman, Designer  
Carlee Duncan, Creative Content Manager  
Nick Betro, Creative Director
Copywriting

51 | Copywriting
Award: Silver ADDY
Entrant Company: Pritt Entertainment Group
Client: LuvSeats
Title: Brand Video
Credits:
Josh Kuss, Director/Editor
David Stephenson, Director of Photography
James Miller, Cinematographer
Emily Richmond, Account Manager
Jeffrey Pritt, Creative Director

Visual

52 | Logo Design
Award: Gold ADDY
Entrant: TRIAD
Client: Cuyahoga Valley Scenic Railroad
Title: North Pole Adventure Logo
Credits:
TRIAD Creative Team

52 | Logo Design
Award: Silver ADDY
Entrant: Cassel Bear
Client: Floret Hill
Title: Floret Hill Logo
Credits:
Derek Stulpin, Designer
Shaye Cochran, Project Manager
Ryan Howell, Account Manager
Seth Teter, Copywriter

052 | Logo Design
Award: Silver ADDY
Entrant: Clever
Client: 75 Public Square—Millennia Companies
Title: 75 Public Square
Credits:
Whitney Burd, Designer
Adrienne Sabo, Creative Director
Tony Marr, Business Development
Illustration

54A | Illustration
Award: Silver ADDY
Entrant: Triple Play Design Company
Client: Shoeless Joe Jackson Museum
Title: Joe Jackson Card Illustration
Credits:
Eric Kittelberger, Creative Director/Illustrator

54A | Illustration
Award: Silver ADDY
Entrant: Triple Play Design Company
Client: Triple Play Design Company
Title: Willie Mays Card Illustration
Credits:
Eric Kittelberger, Creative Director/Illustrator

Still Photography

55D | Still Photography—Campaign
Award: Silver ADDY
Entrant: Todd Biss Productions
Client: Autumn Bland Productions
Title: Community Testing
Credits:
Autumn Bland, Photographer
Rick Groves, Post Production

55D | Still Photography—Campaign
Award: Silver ADDY
Entrant: Todd Biss Productions
Client: Autumn Bland Productions
Title: Phase 1: Nursing Home Residents
Credits:
Autumn Bland, Photographer | Producer
Rick Groves, Post Production
Art Direction

56A | Art Direction—Single
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: City of Akron
Title: 2021 State of the City
Credits:
James Miller, Editor
David Stephenson, Director of Photography
Josh Kuss, Cinematographer

56B | Art Direction—Campaign
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: Kent State University
Title: Forever Brighter Videos
Credits:
Craig DiRienzo, Editor
James Miller, Editor
Claire Vollmer, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer

Cinematography

57A | Cinematography—Single
Award: Gold ADDY
Entrant: Pritt Entertainment Group
Client: Cleveland Guardians
Title: Guardians Rebrand Announcement
Credits:
David Stephenson, Drone Pilot
Josh Kuss, Cinematographer
James Miller, Cinematographer
Craig DiRienzo, Key Grip
Jeffrey Pritt, Creative Director/Cinematographer
Emily Richmond, Account Manager
Ryan Pritt, Executive Producer

57A | Cinematography—Single
Award: Gold ADDY
Entrant: Pritt Entertainment Group
Client: United Way of Summit and Medina
Title: 2021 Annual Meeting Video
Credits:
Craig DiRienzo, Cinematographer/Editor
James Miller, Grip
Christina Drsek, Grip
Emily Richmond, Account Manager
Claire Vollmer, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer
57A | Cinematography—Single
Award: Gold ADDY
Entrant: Pritt Entertainment Group
Client: City of Akron
Title: 2021 State of the City
Credits:
James Miller, Editor
David Stephenson, Director of Photography
Josh Kuss, Cinematographer
Claire Vollmer, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer

57A | Cinematography—Single
Award: Gold ADDY
Entrant: Todd Biss Productions
Client: Belden Brick Company
Title: The Standard of Comparison
Credits:
Todd Biss, Director
Autumn Bland, Producer
Michael Grimes, Director of Photography | Editor
Thomas Matheis, First AC
Chris DiPuccio, Drone Pilot | Editor
Sam Stephenson, Grip

57A | Cinematography—Single
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: Cleveland Cavaliers
Title: Yellow Hues
Credits:
Josh Kuss, Editor
Craig DiRienzo, Cinematographer
David Stephenson, Director of Photography
Marty Roth, Key Grip
Emily Richmond, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer

Animation, Special Effects, Motion Graphics OR CGI
58A | Animation, Special Effects or Motion Graphics
Award: Gold ADDY
Entrant: Pritt Entertainment Group
Client: Seattle Kraken
Title: Social Media Animation Package
Credits:
Craig DiRienzo, Editor
Marty Roth, Editor
Emily Richmond, Account Manager
Jeffrey Pritt, Creative Director/Editor
Ryan Pritt, Executive Producer
Animation, Special Effects, Motion Graphics OR CGI

58A | Animation, Special Effects or Motion Graphics
Award: Gold ADDY
Entrant: Pritt Entertainment Group
Client: Cleveland Browns
Title: In-Stadium Hype Videos
Credits:
Craig DiRienzo, Editor
James Miller, Editor
Claire Vollmer, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer

58A | Animation, Special Effects or Motion Graphics
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: Kent State University
Title: Forever Brighter Videos
Credits:
Craig DiRienzo, Editor
James Miller, Editor
Claire Vollmer, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer

58A | Animation, Special Effects or Motion Graphics
Award: Silver ADDY
Entrant: Cory Sheldon / Ooi Iro
Client: Rare Bird
Title: Discovering God Titles
Credits:
Cory Sheldon, Animator
Shane Sooter, Producer

Video Editing

59 | Video Editing
Award: Gold ADDY
Entrant Pritt Entertainment Group
Client: Cleveland Browns
Title: In-Stadium Hype Video
Credits:
Craig DiRienzo, Editor
James Miller, Editor
Claire Vollmer, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer
59 | Video Editing
Award: Gold ADDY
Entrant: Pritt Entertainment Group
Client: United Way of Summit and Medina
Title: 2021 Annual Meeting Video
Credits:
Craig DiRienzo, Cinematographer/Editor
James Miller, Grip
Christina Drsek, Grip
Emily Richmond, Account Manager

59 | Video Editing
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: LuvSeats
Title: Brand Video
Credits:
Josh Kuss, Director/Editor
David Stephenson, Director of Photography
James Miller, Cinematographer

59 | Video Editing
Award: Gold ADDY
Entrant: Todd Biss Productions
Client: Belden Brick Company
Title: The Standard of Comparison
Credits:
Todd Biss, Director
Autumn Bland, Producer
Michael Grimes, Director of Photography | Editor
Thomas Matheis, First AC
Chris DiPuccio, Drone Pilot | Editor
Sam Stephenson, Grip
Video Editing

59 | Video Editing
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: Cleveland Cavaliers
Title: Yellow Hues
Credits:
Josh Kuss, Editor
Craig DiRienzo, Cinematographer
David Stephenson, Director of Photography
Marty Roth, Key Grip

Sound Design

62A | Sound Design—Single
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: City of Akron
Title: 2021 State of the City
Credits:
James Miller, Editor
David Stephenson, Director of Photography
Josh Kuss, Cinematographer

62A | Sound Design—Single
Award: Silver ADDY
Entrant: Pritt Entertainment Group
Client: University of Akron Alumni Association
Title: 2021 Alumni Birthday Video
Credits:
James Miller, Editor/Cinematographer
David Stephenson, Director of Photography
Claire Vollmer, Account Manager

62B | Sound Design—Campaign
Award: Gold ADDY
Entrant: Pritt Entertainment Group
Client: Cleveland Browns
Title: In-Stadium Hype Videos
Credits:
Craig DiRienzo, Editor
James Miller, Editor
Claire Vollmer, Account Manager

Emily Richmond, Account Manager
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer
Online/Interactive

088A | Online/Interactive—Single
Award: Gold ADDY
Entrant: Kleidon & Associates
Client: Ohio Healthy Transitions
Title: LevelUpToday
Credits:
Danial Vereb, Tim Klinger, Jeremiah Nordholt, Design
Matt Hogan, Janelle Hart, Copy

ADVERTISING INDUSTRY
SELF-PROMOTION

Collateral

95 | Brand Elements
Award: Gold ADDY
Entrant: AfterMath
Client: AfterMath
Title: AfterMath Agency Rebranding
Credits:
Chris George, Creative Director
Scott Ferguson, Creative Director
Scott Rogers, Senior Art Director
Sandi Nelson, Purchasing and Legal Compliance Director

96 | Direct Marketing & Specialty Advertising
Award: Gold ADDY
Entrant: 898 Marketing
Client: 898 Marketing
Title: 898 Marketing Christmas Gift Boxes
Credits:
898 Marketing
Out-Of-Home

103 | Online/Interactive
Award: Silver ADDY
Entrant: 898 Marketing
Client: 898 Marketing
Title: 898 Marketing – Website Redesign
Credits:
898 Marketing

Film, Video & Sound

107 | Film, Video & Sound
Award: Gold ADDY
Entrant: Pritt Entertainment Group
Client: Pritt Entertainment Group
Title: 2021 Demo Reel
Credits:
Craig DiRienzo, Editor
Jeffrey Pritt, Creative Director
Ryan Pritt, Executive Producer

Campaign

109A | Single-Medium
Campaign
Award: Silver ADDY
Entrant: Todd Biss Productions
Client: Todd Biss Productions
Title: Graphics Reel
Credits:
Todd Biss, Director
Michael Grimes, Editor
Chris DiPuccio, Editor
STUDENT BEST OF SHOW

Entrant: Kayleigh Heavilin
School: The University of Akron
Title: Trevor Project Campaign for Good
Credits: Kayleigh Heavilin, Graphic Designer
Sales Promotion

S01A | Packaging
Entrant: Amanda Whitsett
Award: Gold ADDY
School: The University of Akron
Title: Lumber Mac
Credits: Amanda Whitsett, Designer & Illustrator

S01A | Packaging
Entrant: Kohl Spieker
Award: Gold ADDY
School: The University of Akron
Title: Pie Society Packaging
Credits: Kohl Spieker, Designer

S01A | Packaging
Entrant: Kelly Hyland
Award: Silver ADDY
School: The University of Akron
Title: Maximal Packaging
Credits: Kelly Hyland, Designer

S01A | Packaging
Entrant: Kayleigh Heavilin
Award: Silver ADDY
School: The University of Akron
Title: Written in the Stars Calendar
Credits: Kayleigh Heavilin, Graphic Designer

S01B | Point of Purchase
Entrant: Natalie Metzgar
Award: Silver ADDY
School: The University of Akron
Title: Forbidden Root Menu Redesign
Credits: Natalie Metzgar, Designer
Collateral Material

S03 | Annual Report or Brochure
Entrant: Kohl Spieker
Award: Gold ADDY
School: The University of Akron
Title: NASA Annual Report
Credits:
Kohl Spieker, Designer

S03 | Annual Report or Brochure
Entrant: Samuel Pullen
Award: Silver ADDY
School: The University of Akron
Title: Adidas Annual Report
Credits:
Samuel Pullen, Graphic Designer

S05D | Magazine Design
Entrant: Jessica Miller
Award: Silver ADDY
School: Kent State University
Title: Brainchild 2021
Credits:
Abigail Archer, Art Director
Brittany Miller, Designer
Stephanie Gunawan, Designer
Katie Herring, Designer
Jessica Miller, Designer

Direct Marketing

S06 | Direct Marketing
Entrant: Natalie Metzgar
Award: Gold ADDY
School: The University of Akron
Title: Wrangler Mailer
Credits:
Natalie Metzgar, Designer

S06 | Direct Marketing
Entrant: Brittany Ruth
Award: Silver ADDY
School: The University of Akron
Title: Self Mailer–27 Coffee Club
Credits:
Brittany Ruth, Graphic Designer
S07B | Magazine Advertising, Campaign
Entrant: Rhye Pirie
Award: Silver ADDY
School: The University of Akron
Title: Change Doesn’t Have to be Big
Credits:
Rhye Pirie, Graphic Designer

S09A | Poster
Entrant: Natalie Metzgar
Award: Silver ADDY
School: The University of Akron
Title: Creative Suites 202 Poster
Credits:
Natalie Metzgar, Designer
Integrated Campaigns

S21 | Integrated Advertising Campaign—Consumer
Entrant: Kayleigh Heavilin
Award: Gold ADDY
School: The University of Akron
Title: Trevor Project Campaign for Good
Credits:
Kayleigh Heavilin, Graphic Designer

S22A | Brand Identity Campaign—Single
Entrant: Rachel Wilson
Award: Silver ADDY
School: The University of Akron
Title: Shopsins Menu Design and Branding
Credits:
Rachel Wilson, Designer

S22A | Brand Identity Campaign—Single
Entrant: Kohl Spieker
Award: Silver ADDY
School: The University of Akron
Title: Secret Seed Cartel Brand Identity
Credits:
Kohl Spieker, Designer
S22B | Brand Identity Campaign—Campaign
Entrant: Natalie Metzgar
Award: Gold ADDY
School: The University of Akron
Title: Crystal Rock Campground Rebrand
Credits:
Natalie Metzgar, Designer

S22B | Brand Identity Campaign—Campaign
Entrant: Nathaniel Chwalik
Award: Gold ADDY
School: Walsh University
Title: Delaware Rising FC Branding
Credits:
Nathaniel Chwalik, Graphic Designer

S22B | Brand Identity Campaign—Campaign
Entrant: Brittany Ruth
Award: Silver ADDY
School: The University of Akron
Title: Art Bomb Tattoos Rebranding
Credits:
Brittany Ruth, Graphic Designer

S27B | Art Direction—Campaign
Entrant: Jessica Miller
Award: Silver ADDY
School: Kent State University
Title: Brainchild 2021 Promotion
Credits:
Jessica Miller, Art Director
Brennan Baumgartner
Sarah Sparks

Katie Herring
Vivian Hawk
Emma Greathouse
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