

Tonight AT THE  
ADDYS



2019 ADDY AWARDS



PHOENIX ART MUSEUM

# WELCOME LETTER

On behalf of the AAF Phoenix Board of Directors, we are beyond excited to congratulate this year's American Advertising Award winners and unveil the very best of our advertising community and the achievements of 2018.

AAF Phoenix is proud to recognize our three-part mission of Creativity, Community, and Collaboration during this year's American Advertising Awards.

We come together once again to celebrate the vast amounts of **CREATIVITY** exemplified by Phoenix's advertising agencies, marketing teams, and media partners. We are proud of what our **COMMUNITY** has accomplished, as evident in the record-breaking amount of entries, sponsorships and attendance this evening.

Tonight's event would not be possible without the **COLLABORATION** of so many members of our community and peers. A HUGE THANK YOU goes to this year's Addy's Chair Chelsea Smeland, AAF Phoenix Executive Director Justine Newland and the AAF Phoenix board members and volunteers for all their hard work and dedication to bring this fabulous event to fruition. Another huge appreciation to Sara Arnold and her team at Off Madison Avenue for their countless hours and dedication for Tonight at the Addy's and Cox Media Group for hosting judging weekend.

Through our core pillars of membership, sponsorship, programs, and education, AAF Phoenix continues to elevate to new heights of excellence. We look forward to more exciting accomplishments in the years to come, but tonight let's sit back and toast to everyone's hard work and stellar campaigns of 2018!

Cheers!

**AMY PACKARD BERRY**  
PRESIDENT, AAF PHX



# CONGRATULATIONS TO ALL THE WINNERS

AdWorks

AIGA Arizona

ANDERSON Advertising

Arizona State University

AWE Collective

Beautiful Science

BIG YAM, The Parsons Agency

Commit Agency

Copper Post

DigitalWire360

EME Design Studio

envida

FACTOR1

Grand Canyon Education

HAPI

Integrated Web Strategy

Knoodle

LaneTerralever

LAVIDGE

Le Debut Animation

Matter Films

Moses Inc

OH Partners

Off Madison Ave

Quantum Leap Productions Inc

R&R Partners

Randy Murray Productions

ReThink Advertising

RIESTER

Santy

The James Agency

True Story Films

University of Phoenix

VIZTEK Studios

Von Design

ZION & ZION

# 2019 JUDGES



**ADAM MORGAN** EXECUTIVE CREATIVE DIRECTOR | ADOBE

Adam is an Executive Creative Director at Adobe, with experience in creativity, strategy, and storytelling for over 23 years. He's a keynote speaker at conferences and events—and was recently named an Adobe MAX Master speaker. Before Adobe, he was a creative director at several international ad agencies, delivering award-winning advertising and campaigns. He was named a 40 under 40 business leader by Utah Business Magazine, and Utah Ad Professional of the Year in 2014. To read one of his articles on data-driven creativity or more about his new book, "Sorry Spock, Emotion Drives Business," that proves the value of creativity and design to your clients and stakeholders, visit him at [adamWmorgan.com](http://adamWmorgan.com).



**ANNA PARKER** CHIEF STRATEGY OFFICER | HAVAS CHICAGO

Anna has paved the way for modern planning at Havas Chicago; helping the agency grow, change and adapt to be the best partner for the modern CMO and brands. Under her leadership, her team focuses on first-party data, real-time insight from social listening and analytics, and proprietary research executed at both the global and hyper-local levels to truly understand the cultural drivers that influence consumer perception and behavior—giving brands the most authentic insights and connection with consumers. She's branded this method "Codes of Culture." Previously, Anna was the executive strategy director of the Havas Chicago Village and managing director of Havas Chicago's cultural epicenter, the Annex. Anna also played a pivotal role in standing up and optimizing the Socialcenter model with Coca-Cola, a diverse team leading social strategy, creative and production for some of the most famous brands in the world. Over the course of her career, Anna has made a meaningful impact on brands across the retail, restaurant, CPG, durable goods and automotive industries for brands including Citibank, Carl's Jr., Orbitz, Volkswagen, Craftsman, Moen, Reynolds, REI and the National Association of Realtors.



**BARBARA LIPPERT** DIGITAL COPYWRITER | MCCANN/NY, ADVERTISING CRITIC | ADWEEK MAGAZINE

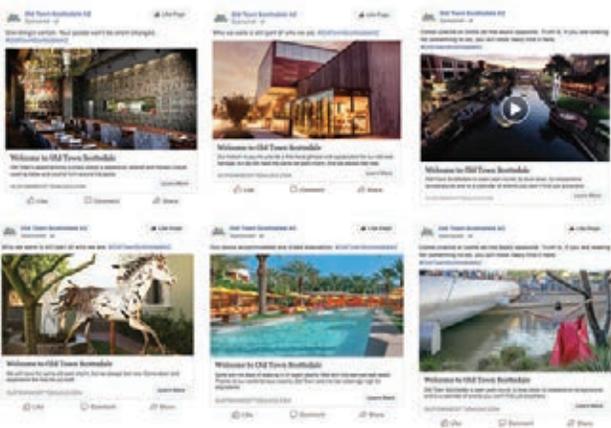
Barbara Lippert is the writer and advertising critic best known as the award-winning author of the Adweek Critique for Adweek Magazine. Seen in the ad industry as "delightful," "incisive" and "#\*\*#&&#&!!," she was also the on-air advertising contributor to CBS News for more than 10 years. After leaving Adweek, she served as "Curator of Popular Culture" for Goodby, Silverstein & Partners in San Francisco. She returned to New York and journalism, to write MadBlog for MediaPost, where she passionately analyzed every episode of "Mad Men" and wrote on media trends. She then wrote a column for Ad Age, and most recently, has happily jumped to the ad side as a digital writer for McCann New York. She lives in New York City.

# JUDGES CHOICE



ADAM MORGAN

JUDGES CHOICE:  
HAPI - OLD TOWN  
SCOTTSDALE  
REBRAND





**ANNA PARKER**

JUDGES CHOICE:  
LANETERRALEVER -  
BUGS. BIG BUGS!



**BUGS. BIG BUGS!**  
 Something is buzzing at the Phoenix Zoo. And it's big. Really big. Bugs. BIG BUGS!  
 The Zoo's latest can't-bite, anatomically correct, Twenty-one genetic bugs that you really need to see to believe, encounters with real live bugs and tons of activities for the entire family. For tickets and bug facts more information, visit phoenixzoo.org



**BUGS. BIG BUGS!**  
 Something is buzzing at the Phoenix Zoo. And it's big. Really big. Bugs. BIG BUGS!  
 The Zoo's latest can't-bite, anatomically correct, Twenty-one genetic bugs that you really need to see to believe, encounters with real live bugs and tons of activities for the entire family. For tickets and bug facts more information, visit phoenixzoo.org



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**BARBARA LIPPERT**

JUDGES CHOICE:  
BIG YAM, THE PARSONS  
AGENCY - HAPPY  
BIRTHDAY MOTHER  
GREEN



# BEST OF SHOW





# R&R PARTNERS

BARROW HEALTH & WEALTH RAFFLE  
THERE'S NO WAY TO LOSE

—BARROW—  
health & wealth  
RAFFLE

[HealthWealthRaffle.org](http://HealthWealthRaffle.org)

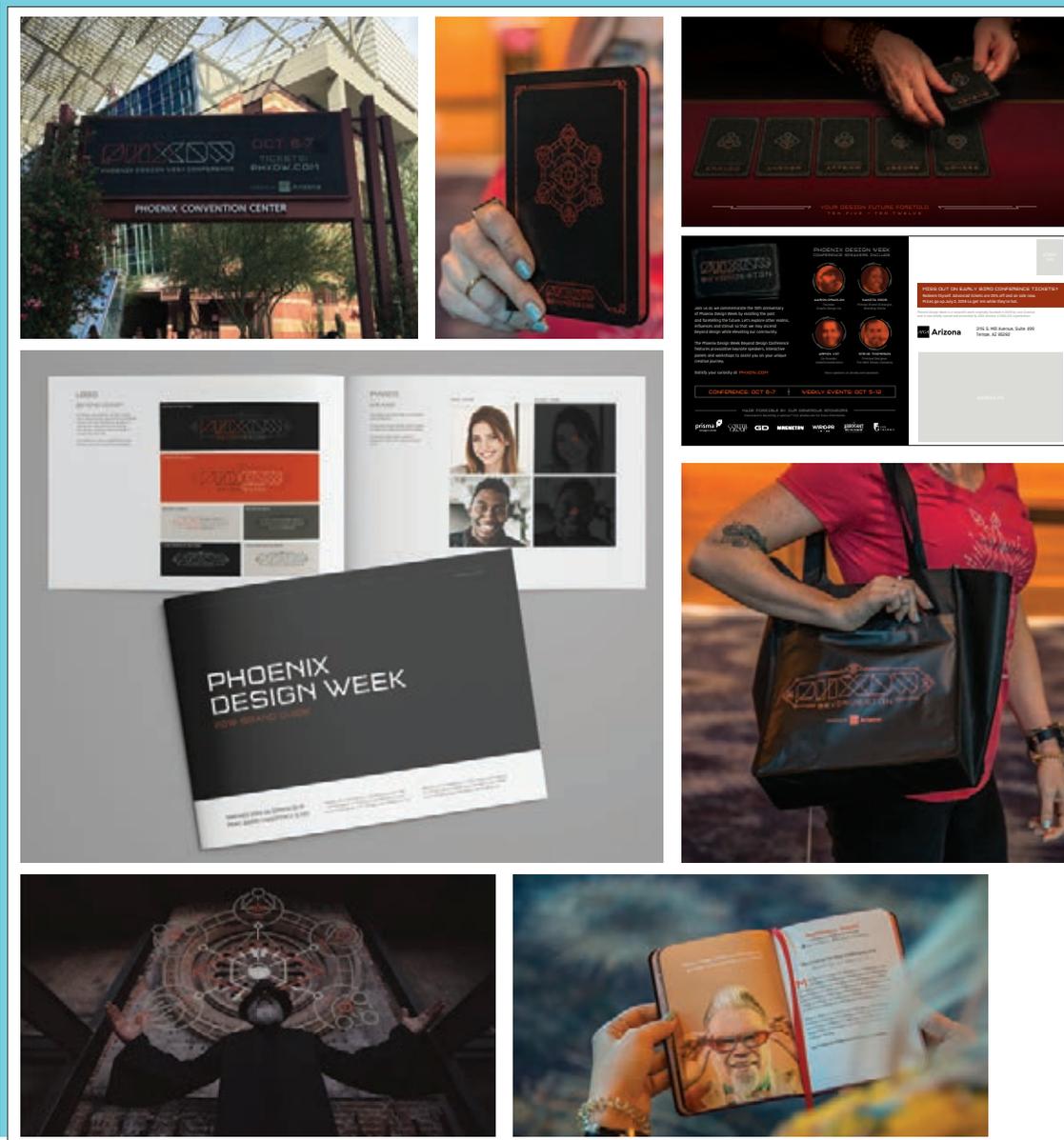
# COPYWRITING OF THE YEAR



## R&R PARTNERS

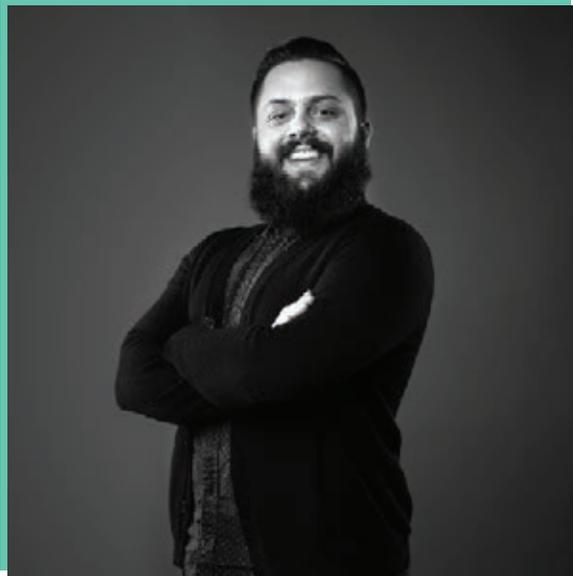
NO EXCUSE FOR DOMESTIC VIOLENCE | CHRYSALIS

# ART DIRECTION OF THE YEAR



## AIGA ARIZONA PHOENIX DESIGN WEEK 2018

# YOUNG PERSON OF THE YEAR



## SAM LOWY

COPYWRITER & PRODUCER | OH PARTNERS

Sam Lowy is a copywriter and producer at OH Partners in Phoenix, quickly making a name for himself with both traditional marketing and out-of-the-box creative thinking.

Sam turned heads nationally with his work hosting the 24-hour #JonathanCallScott livestream, a stunt by OH Partners to connect with Airbnb. The livestream, a 'round the clock broadcast that included more than 50 guests such as radio personalities, bands, chefs and dancers, was lauded by Adweek and the Clio Awards, among others.

He joined then Owens Harkey Advertising in 2014 as a print and digital project manager, soon working as a producer, then producer/junior copywriter, and now as a copywriter/producer. His innovative work has helped the Arizona Lottery, Arizona Coyotes, Fiesta Bowl and Arizona Department of Health Services, among others.

An Arizona native, Sam is an active part of the local comedy scene since 2008 and volunteers as an improv teacher hosting multiple workshops for people from age 5 to 75. He also hosts a monthly improv show featuring up-and-coming comedians, musicians and other artists in the Phoenix area.

Sam has also been nationally recognized for his industry-leading creative. He won the D&AD international award show's "Inspire a Young Writer" writing competition and was a finalist for the Radio Mercury Awards in New York. He has also received a Gold National ADDY, three Rocky Mountain Emmy nominations, and a first place in Best Radio Advertising from the North American Association of State and Provincial Lotteries (NASPL).

### PREVIOUS RECIPIENT

2018 Kate Sitter

# WOMAN OF EXCELLENCE AWARD



## FRAN MALLACE

GROUP VICE PRESIDENT | COX MEDIA

PHYLLIS EHLINGER WOMEN OF EXCELLENCE AWARD

A native of Fort Lee, New Jersey, Fran Mallace came to Phoenix to attend Arizona State University. Mallace began her advertising career working on the client side, and then advertising agency side of the media business. Following her successes in positions such as Account Supervisor and Media and Marketing Director, Mallace decided to explore advertising sales and landed an Account Executive position with KUTP TV 45.

Fran joined Cox Media/Cox Communications in 1992 as a national sales manager and, since that time, has held a number of roles with increasing responsibility in Arizona, Atlanta and California operations. She was recently promoted to a corporate senior leadership position, Group Vice President, with responsibilities for the Arizona, Las Vegas, California, Kansas and Arkansas operations.

Fran holds a Bachelor of Science degree in Broadcast Management from Arizona State University and an MBA from the Thunderbird School of Global Management. She has been awarded the Most Influential Women in Arizona Business by AZ Business magazine (2017), 2017 WICT Volunteer of the Year, the Southwest Cable Association Pioneer Hall of Fame (2014), American Advertising Federation Ad Person of the Year (2009), a Top 25 Business Women in Arizona by Arizona's Woman Magazine (2009), one of the Most Powerful Women in Cable (2009, 2010), has earned 12 Cable Advertising Bureau (CAB) Awards, the 2006 CAB President's Award and three Cox Vision Awards. Fran is married with two daughters ages 21 and 24.

### PREVIOUS RECIPIENT

2018 Alicia Wadas

# CREATIVE PROFESSIONAL OF THE YEAR



## BEN BONNAN

CREATIVE DIRECTOR | LANETERRALEVER

Ben started off his career in Kansas City, MO, honing his illustration, design, and conceptual skills in several boutique agencies before moving to Phoenix, where he has spent the last 13 years at the agency. As a creative director, he is responsible for driving the direction of conceptual creative and leads a team of creatives. His work has won Obie and National Addy Awards and has been in Graphis Poster Annual, Graphis Design Annual, and Lürzer's Archive.

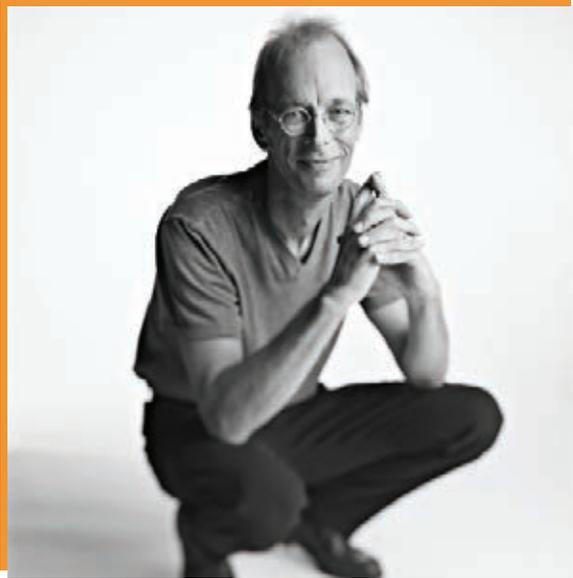
### Experience:

MGM Grand, Golden Entertainment, P.F. Chang's, Monterey County Convention & Visitors Bureau, RA Sushi, Arizona Coyotes, Valley Toyota Dealers, and Wolfgang Puck

### PREVIOUS RECIPIENTS

2018 Ben Galloway  
2017 Matt Sicko  
2016 Jason Hackett  
2015 Ian Barry  
2014 Doug Bell  
2013 Luis Medina  
2012 Tom Ortega  
2011 Bob Case

# AD PERSON OF THE YEAR



## DAVE ROBB

PARTNER/CREATIVE DIRECTOR | RIESTER~ROBB

J. TERRY GROENER MEMORIAL AD PERSON OF THE YEAR AWARD

Dave's creative career has spanned 40 years in the Phoenix market at various agencies, starting with Hilbert, Loof & Robb a design group founded with his two partners prior being wooed away by the Matta Group. Upon leaving HLR Dave joined Evans where he started to hone his love for TV commercials. From Matta Dave joined Cramer-Krasselt as an Art Director. As Dave continued to grow into his creative talents so did his creative aspirations. Over the years Dave's career moved him forward from C-K to Philips then onto Evens Group.

Dave's heart was always in the TV commercial arena and decided to become a commercial director. During this time Dave's directoral skills were becoming recognized and sought after, but the desire to be the creator of the concept still nagged at him. Dave was then recruited by Tim Riestler to become a partner at Riestler in an attempt to take the town by storm, they certainly did that and the rest is history!

During the agency years, Dave and his creative team worked on accounts such as Arizona Lottery, Western Savings, Arizona Department of Health Services, California Department of Conservation, Casino Arizona, Cliff Castle Casino and Herdez to name but a few.

### PREVIOUS RECIPIENTS

2018 Scott Harkey  
2017 Ted Anderson  
2016 Mirja Riestler  
2015 Kristin Bloomquist  
2014 Mark Anthony Muñoz  
2013 Beau Lane  
2012 Matt Owens  
2011 DD Kullman

2010 Park Howell  
2009 Fran Mallace  
2008 Chris McMurry  
2007 Roger Hurni  
2006 Jos Anshell  
2005 Tim Riestler  
2004 Karen Kallet  
2002 David Anderson

2001 Barbara Lehman  
2000 Brian Landauer  
1999 Marty Laurel  
1998 Dee Courtwright  
1997 Louis Moses  
1996 Carl Eller  
1995 Ed Lane  
1994 Ray Artigye

1993 Liz Topete-Stonefield  
1992 Ron Bergamo  
1991 Jim Taszarek, Sr.  
1990 Walt Selover  
1989 Bill Lavidge  
1988 Rolf Normann  
1987 Dan Pollick  
1986 Jim Hutelmyer

1985 Win Holden  
1984 Mary Morrison  
1983 Karen Dewall  
1982 Bill Owens  
1980 Don Hildebrandt  
1979 Bob Reade  
1978 Ardelle Whitehead  
1977 Kenneth Patton

1976 Marlene Koltz  
1975 Daphne Dicino  
1974 Pat Poulson  
1973 Maurie Helle  
1972 Bob Bulla  
1971 Sherwin Block  
1970 Lou Reynolds  
1967 Duncan Jennings

1966 Charles Pine  
1965 Hal Metcalf  
1964 Bob Zacher  
1963 Mary Simunich  
1962 John Redfield  
1961 Mildred May  
1960 Avis Garland  
1959 Andy Chuka, Sr.

# SALES & MARKETING

## 01 CATALOG

1. Award: **BRONZE AWARD**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Parsons Xtreme Golf  
 Title: PXG Apparel Catalog  
 Credits: Shanley Jue, Creative Direction  
 Geo Vieira, Art Direction  
 Seiji Fujimoto, Production  
 Scott Council, Photography  
 Monique Bera, Print Production  
 Brian Huddleston, Account Direction  
 Prisma Graphics, Printing

## 01B SALES KIT OR PRODUCT INFORMATION SHEETS

2. Award: **GOLD AWARD**  
 Entrant: **Von Design Company**  
 Advertiser: Lifestyle Development Company  
 Title: Postcard Moments Sales Kit  
 Credits: Laura Ruberto, Creative Director  
 Kevy Tippett, Production Designer  
 Danielle Preuss, Designer

## 01C MENU

3. Award: **SILVER AWARD**  
 Entrant: **AWE Collective**  
 Advertiser: Scoopwell's Dough Bar  
 Title: Scoopwell's Dough Bar - Menu  
 Credits: Ty James Largo, Creative Director  
 Shelby Rinke, Designer

1.



2.



3.

**Scoopwell's DOUGH BAR**

4 SCOOPS ..... \$4.95  
 7 SCOOPS ..... \$6.95  
 10 SCOOPS ..... \$8.45

**MIXING & MATCHING IS HIGHLY ENCOURAGED**

**ADD TO YOUR DOUGH TOPPING**  
 WAFLE CONE ..... \$1.50  
From Our Friends At The Kettle In Brooklyn, N.Y.

**FEELING CREATIVE?**  
 Choose one of our "Just Dough" flavors and one complimentary topping, and we'll mix it all together for a dough all your own!  
 4 SCOOPS ... \$4.95 • 7 SCOOPS ... \$6.95 • 10 SCOOPS ... \$8.45

**DUFFLES**  
 Take a bite-size ball of dough, dip it in candy coating (like a duffel) and you've got a Duffel!  
 1 DUFFLE ..... \$1.50  
 4 DUFFLES ..... \$4.95

**FRESHLY BAKED COOKIES**  
 1 COOKIE ..... \$1.95  
 3 COOKIES ..... \$4.95  
 Warm chocolate chip cookies, freshly baked and ready to eat!

Scoopwell's doughs may contain raw pasteurized eggs, dairy, tree nuts and wheat.

602-296-9146  
 100 E Camelback Road  
 #164, Phoenix, AZ 85012

Get The Scoop At  
**SCOOPWELLS.COM**  
 HeyThere@scoopwells.com

**DOUGH FLAVORS**

BROWNIE BATTER CHOCOLATE CHIP CAKE BATTER

GIMME S'MORES JUST DOUGH JUST BROWNIE DOUGH

LEMON POPPYSEED OATMEAL & M M OH, GINGERSNAP!

PEANUT BUTTER EXPLOSION RAINBOW SPRINKLE

**Vegan**  
**Gluten-Free**

Scoopwell's doughs may contain raw pasteurized eggs, dairy, tree nuts and wheat.

Yep! Our dough is ready to eat, but did you know it's just as great popped in the oven? Just 7-9 minutes in a 350° oven will give you golden, gooey cookies. Enjoy!

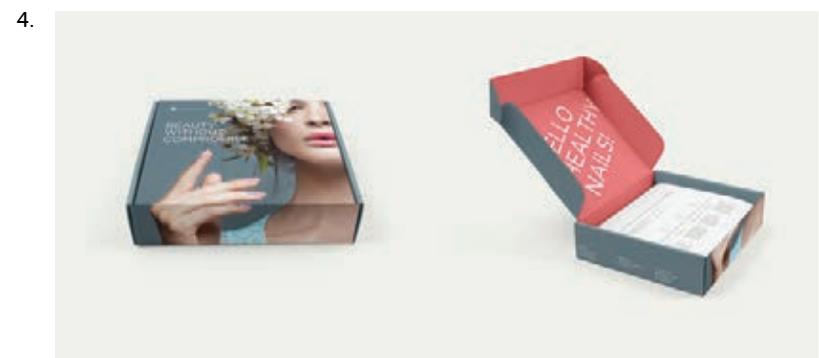
1. AWARD: **SILVER AWARD**  
 Entrant: **DigitalWire360**  
 Advertiser: Ramen Hood  
 Title: Ramen Hood Menu  
 Credits: Ander Singer, Graphic Designer  
 Stephanie Lough, Copywriter  
 Brandy Aguilar, Project Manager  
 Amy Packard Berry, Account Director

2. Award: **BRONZE AWARD**  
 Entrant: **The James Agency**  
 Advertiser: Hotel Valley Ho  
 Title: OH Pool Menu  
 Credits: Hallie Bolonkin, Production Manager  
 Jamie Britton, Director of Brand Development  
 Darren Simoes, Art Director  
 Adam Hansen, Senior Copywriter

**02A PACKAGING SINGLE UNIT**

3. Award: **BRONZE AWARD**  
 Entrant: **HAPI**  
 Advertiser: MiMi Medcessories  
 Title: Mimi Pill Box  
 Credits: Jason Hackett, Creative Director / Copywriter  
 Mike Vera, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision

4. Award: **BRONZE AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: Dazzle Dry  
 Title: Dazzle Dry  
 Credits: Louie Moses, Executive Creative Director  
 Albert Barroso, Associate Creative Director  
 Katie Bravo, Copywriter  
 Matt Fischer, Creative Director



### 03A COUNTER TOP

1. AWARD: **SILVER AWARD**  
Entrant: **AWE Collective**  
Advertiser: Zia Records  
Title: Zombie Month  
Credits: Ty James Largo, Creative Director  
Shelby Rinke, Designer/Illustrator  
Miles McDermott, Designer

1.



### 04 STATIONERY PACKAGE - SINGLE OR MULTIPLE PIECES

2. Award: **BRONZE AWARD**  
Entrant: **ReThink Advertising**  
Advertiser: AACS  
Title: AACS Stationary Rebrand  
Credits: Jordon Roberts, Creative Director  
Erin Redd, Design Director  
Stephanie Olsen, Account Director

2.



### 07A BROCHURE - SINGLE UNIT

3. Award: **GOLD AWARD**  
Entrant: **LAVIDGE**  
Advertiser: Delta Dental of Arizona  
Title: Delta Dental Video Brochure  
Credits: Stephen Tansley, Senior Art Director  
Bob Case, Chief Creative Officer  
John Zapf, Associate Creative Director  
Lisa Henry, Director of Advertising  
Jason Soquet, Editor/Motionographer  
Andrea Abbott, Producer

3.

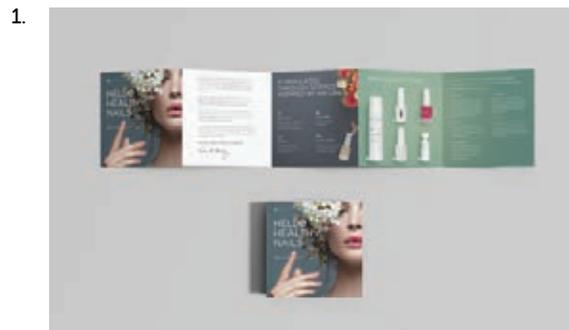


1. Award: **BRONZE AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: Dazzle Dry  
 Title: Dazzle Dry  
 Credits: Louie Moses, Executive Creative Director  
 Albert Barroso, Associate Creative Director  
 Katie Bravo, Copywriter  
 Matt Fischer, Creative Director

2. Award: **BRONZE AWARD**  
 Entrant: **Von Design Company**  
 Advertiser: Barbuda Ocean Club  
 Title: Wake Up and Go Play Brochure  
 Credits: Laura Ruberto, Creative Director  
 Shannon Cross, Production Artist

**08D PUBLICATION DESIGN - MAGAZINE DESIGN**

3. Award: **GOLD AWARD**  
 Entrant: **Arizona State University**  
 Advertiser: ASU Enterprise Marketing Hub  
 Title: ASU Thrive Magazine Data Defenders  
 Credits: Jill Andrews, Managing Director  
 Lindsay Kinkade, Senior Director  
 Penny Walker, Senior Editor  
 Heidi Easudes, Art Director  
 Jason Guy, Graphic Designer  
 Stephen Des Georges, Director, Marketing  
 Content Development  
 Lori Baker, Manager of Copywriting  
 Cathy Skoglund, Senior Director, Print and  
 Imaging Lab  
 Joel Lobaugh, Creative Production  
 Coordinator



1. AWARD: **SILVER AWARD**  
 Entrant: **Arizona State University**  
 Advertiser: ASU Enterprise Marketing Hub  
 Title: ASU Thrive Magazine Engineering  
 Credits: Jill Andrews, Managing Director  
 Lindsay Kinkade, Senior Director  
 Penny Walker, Senior Editor  
 Heidi Easudes, Art Director  
 Hanna Norris, Assistant Design Director  
 Jason Guy, Designer  
 Stephen Des Georges, Director, Marketing Content Development  
 Lori K. Baker, Manager of Copywriting  
 Cathy Skoglund, Senior Director, Print and Imaging Lab  
 Joel Lobaugh, Creative Production Specialist

2. AWARD: **SILVER AWARD**  
 Entrant: **Arizona State University**  
 Advertiser: ASU Enterprise Marketing Hub  
 Title: ASU Thrive Magazine Graduation  
 Credits: Jill Andrews, Managing Director  
 Lindsay Kinkade, Senior Director  
 Penny Walker, Senior Editor  
 Heidi Easudes, Art Director  
 Hanna Norris, Assistant Design Director  
 Jason Guy, Designer  
 Stephen Des Georges, Director, Marketing Content Development  
 Lori Baker, Manager of Copywriting  
 Cathy Skoglund, Senior Director, Print and Imaging Lab  
 Joel Lobaugh, Creative Production Specialist



**09A CARD, INVITATION, ANNOUNCEMENT - SINGLE UNIT**

- Award:** **GOLD AWARD**

**Entrant:** **Von Design Company**

**Advertiser:** Chileno Bay Golf & Beach Club

**Title:** Casablanca Chileno Bay Invitation

**Credits:** Laura Ruberto, Creative Director  
Danielle Preuss, Designer  
Keyv Tippett, Production Designer
- AWARD:** **SILVER AWARD**

**Entrant:** **HAPI**

**Advertiser:** Mesa Arts Center

**Title:** Festival Poster

**Credits:** Jason Hackett, Creative Director  
Phillip Garcia, Art Director  
Danny Stoeller, Director of Strategy and Account Supervision

1.



**09B CARD, INVITATION, ANNOUNCEMENT CAMPAIGN**

- Award:** **GOLD AWARD**

**Entrant:** **LAVIDGE**

**Advertiser:** Belmont & Arizona Commerce Authority

**Title:** Project 4Site Invitation

**Credits:** Bob Case, Chief Creative Officer  
Daniel Goldberg, Associate Creative Director  
Randy Schultz, Senior Art Director  
Tammy Griffin, Account Supervisor  
Andrea Abbott, Producer  
Ana Rose Geyer, Account Coordinator

2.



3.



1. Award: **BRONZE AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Fiesta Bowl  
 Title: Fiesta Bowl Game Ticket Campaign  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Lauren Laspisa, Graphic Designer  
 Sam Lowy, Copywriter  
 Debbie Longley, VP Client Service  
 Carter Donaldson, Account Executive  
 Ana Rabago, Senior Project Manager  
 Cheyenne Brumlow, Fiesta Bowl Creative Director  
 Jordan Suskind, Fiesta Bowl Graphic Designer



**10A DIRECT MAIL FLAT - SINGLE**

2. Award: **BRONZE AWARD**  
 Entrant: **ReThinc Advertising**  
 Advertiser: American Association of Cosmetology Schools  
 Title: AACs Leadership Summit Mailer  
 Credits: Jordon Roberts, Creative Director  
 Erin Redd, Design Director  
 Stephanie Olsen, Account Director



**10C - DIRECT MAIL MIXED – SINGLE**

3. Award: **BRONZE AWARD**  
 Entrant: **HAPI**  
 Advertiser: Paradise Valley Unified School District  
 Title: "I Believe In You" Children's Book  
 Credits: Jason Hackett, Creative Director / Copywriter  
 Sheriden Vanhoy, Art Director  
 Maddie French, Illustrations  
 Danny Stoeller, Director of Strategy and Account Supervision

**11A SPECIALTY ADVERTISING - APPAREL**

- 1. Award: **SILVER AWARD**
- Entrant: **ReThinc Advertising**
- Advertiser: HiBuddy Organics
- Title: HiBuddy Cycle Gear
- Credits: Jordon Roberts, Creative Director  
Erin Redd, Design Director  
Stephanie Olsen, Account Director



**11C SPECIALTY ADVERTISING - CAMPAIGN**

- 2. Award: **GOLD AWARD**
- Entrant: **ANDERSON Advertising**
- Advertiser: Arizona Craft Brewers Guild
- Title: Branding Collateral
- Credits: Aaron Castiglione, Creative Director  
Dustin Perotti, Art Director  
Laurie SantaLucia, Account Director  
Taryn Brandel, Account Coordinator  
Arlyn Stotts, Copywriter



- 3. Award: **BRONZE AWARD**
- Entrant: **Moses Inc**
- Advertiser: Dazzle Dry
- Title: Dazzle Dry
- Credits: Louie Moses, Executive Creative Director  
Albert Barroso, Associate Creative Director  
Katie Bravo, Copywriter  
Matt Fischer, Creative Director



**12B PUBLIC SERVICE COLLATERAL - ANNUAL REPORT (PRINTED OR DIGITAL)**

- 4. Award: **SILVER AWARD**
- Entrant: **HAPI**
- Advertiser: Arizona Humane Society
- Title: AHS 2017 Annual Report
- Credits: Jason Hackett, Creative Director  
Chris Crosby, Art Director  
Danny Stoeller, Director of Strategy and Account Supervision



# PRINT ADVERTISING

## 17A MAGAZINE ADVERTISING - FULL PAGE OR LESS SINGLE UNIT

1. Award: **GOLD AWARD**  
 Entrant: **HAPI**  
 Advertiser: Scottsdale Tourism & Events Department  
 Title: Scottsdale - Who We Were  
 Credits: Jason Hackett, Creative Director  
 Mike Vera, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision
  
2. Award: **SILVER AWARD**  
 Entrant: **HAPI**  
 Advertiser: Scottsdale Tourism & Events Department  
 Title: Old Town Scottsdale - Come Unwind  
 Credits: Jason Hackett, Creative Director  
 Jason Hackett, Copywriter  
 Mike Vera, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision
  
3. Award: **BRONZE AWARD**  
 Entrant: **Grand Canyon Education**  
 Advertiser: Grand Canyon University  
 Title: GCU Feel The Thunder Campaign  
 Credits: Chad Wilson, Creative Director  
 Kristin Fisher, Art Director  
 Kyle Dreher, Illustrator & Motion Graphics/ Animation  
 Brandon Sullivan, Photographer  
 Keith McCord, Sr. Graphic Designer  
 Jake Jackson, Videographer & Editor  
 Gina Sandoz, Videographer  
 Aaron Stanley, Videographer  
 Scott McDonald, Videographer

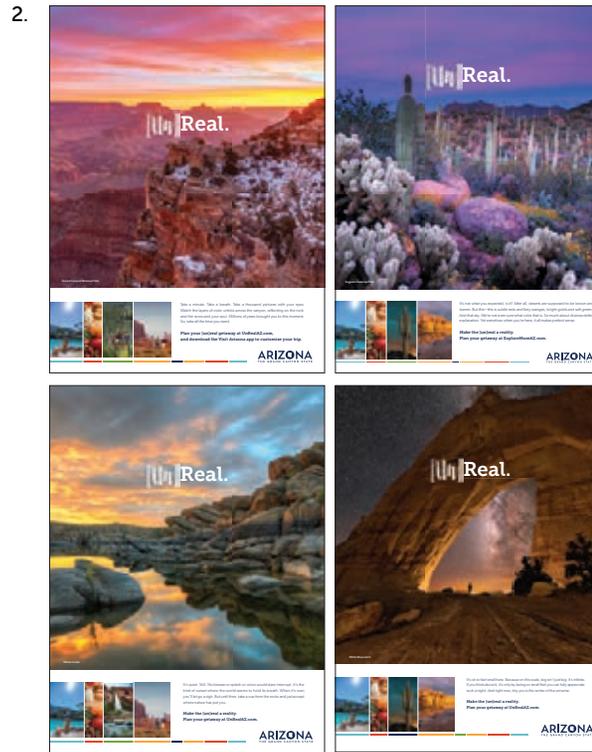


**17C MAGAZINE ADVERTISING CAMPAIGN**

1. Award: **GOLD AWARD**  
 Entrant: **LaneTerralver**  
 Advertiser: Arizona Center For Nature Conservation  
 Title: Bugs. Big Bugs!  
 Credits: Ian Barry, Chief Creative Officer  
 Matt Sicko, Vice President, Creative Director  
 Ben Bonnan, Vice President, Creative Director  
 Keith Nielsen, Senior Production Artist  
 Christina Nguyen, Executive Producer  
 Ben Tsai, Vice President, Account Director  
 Kacie Vehon, Project Manager  
 Bob Carey, Photographer  
 Carsten Steinhausen, Retouch Artist

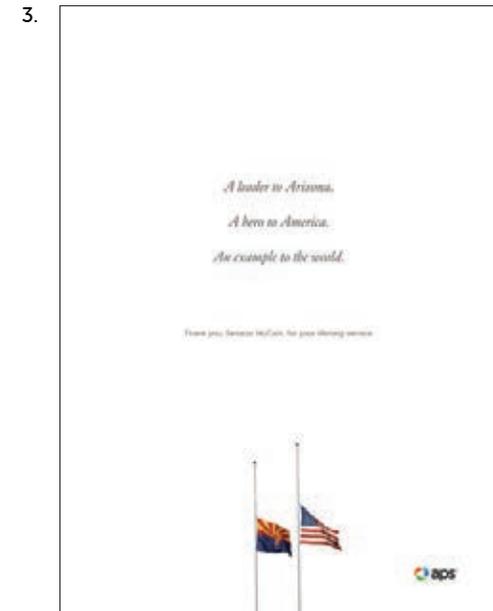


2. Award: **GOLD AWARD**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: UnReal Arizona Campaign  
 Credits: Dan Shewmaker, Senior Art Director  
 Sara Arnold, Senior Copywriter  
 Hannah Heisler, Graphic Designer  
 Ashley Duncan, Production Artist  
 Steven Miller, Account Manager  
 Sam Allen, Account Executive



**19B NEWSPAPER ADVERTISING FULL PAGE – SINGLE UNIT**

3. Award: **GOLD AWARD**  
 Entrant: **LAVIDGE**  
 Advertiser: APS  
 Title: John McCain Ad  
 Credits: Bob Case, Chief Creative Officer  
 John Zapf, Associate Creative Director  
 Kristy Roehrs, Associate Creative Director  
 Sean Rogers, Director of Client Services  
 Zachary Pothoff, Copywriter



- Award:** SILVER AWARD

**Entrant:** LAVIDGE

**Advertiser:** APS

**Title:** Moon Landing Print AD

**Credits:** Bob Case, Chief Creative Officer  
John Zapf, Associate Creative Director  
Kristy Roehrs, Associate Creative Director  
Sean Rogers, Director of Client Services

**21 BRANDED CONTENT & ENTERTAINMENT – ANY PRINT MEDIUM**

- Award:** SILVER AWARD

**Entrant:** Off Madison Ave

**Advertiser:** Arizona Office of Tourism

**Title:** UnReal Arizona - Meredith Media

**Credits:** Dan Shewmaker, Senior Art Director  
Hannah Heisler, Graphic Designer  
Sara Arnold, Senior Copywriter  
Steven Miller, Account Manager  
Samantha Allen, Account Executive

- Award:** BRONZE AWARD

**Entrant:** The James Agency

**Advertiser:** The Cliffs Hotel & Spa

**Title:** The Cliffs Hotel In Room Compendium

**Credits:** Jamie Britton, Director Of Brand Development  
Hallie Bolokin, Production Manager  
Adam Hansen, Senior Copywriter

**22A PUBLIC SERVICE PRINT ADVERTISING SINGLE UNIT - ANY SIZE**

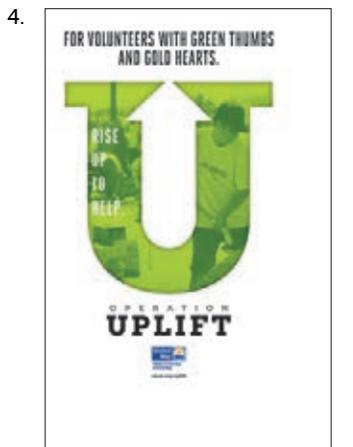
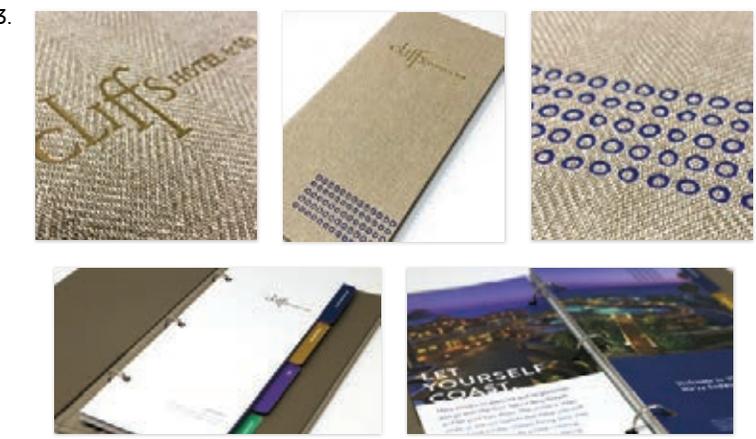
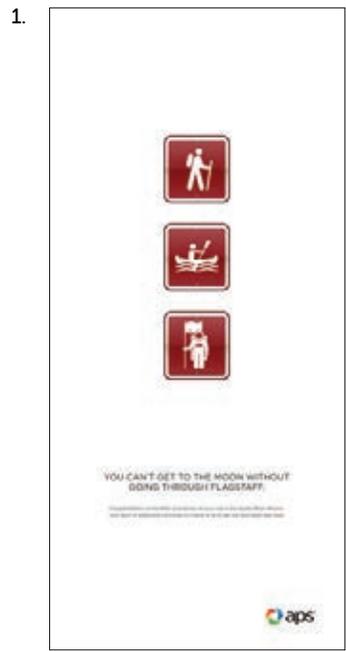
- Award:** GOLD AWARD

**Entrant:** HAPI

**Advertiser:** Valley of the Sun United Way

**Title:** Operation Uplift - Gold Hearts

**Credits:** Jason Hackett, Creative Director / Copywriter  
Chris Crosby, Art Director  
Sydni Alaniz, Art Director  
Danny Stoeller, Director of Strategy and Account Supervision

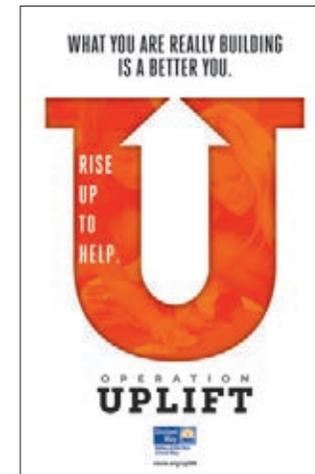
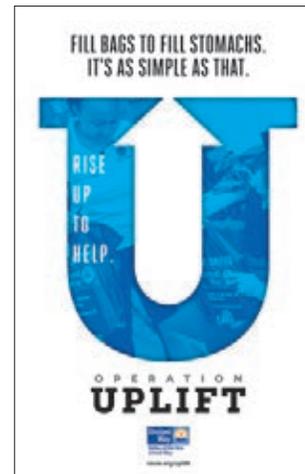
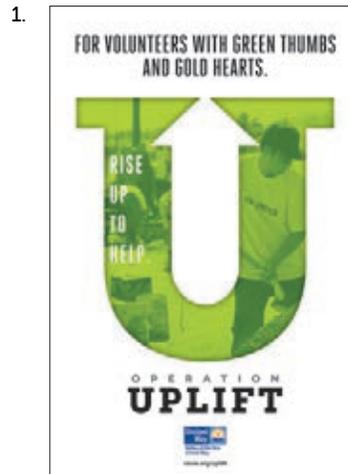
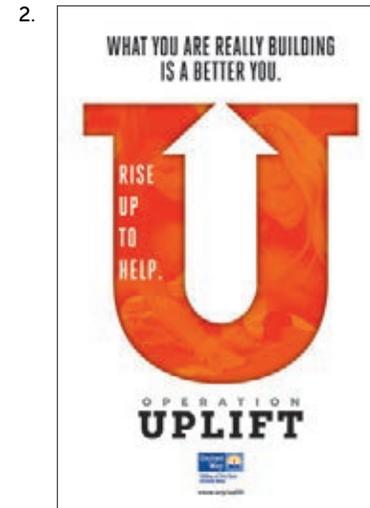
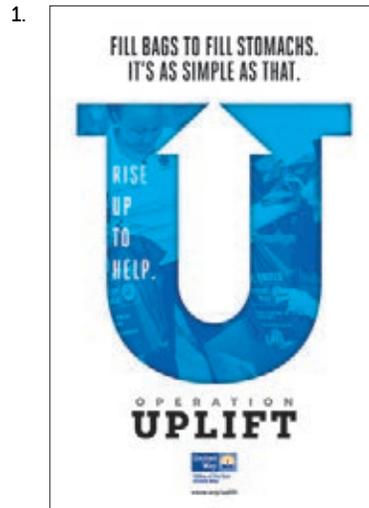


1. Award: **SILVER AWARD**  
 Entrant: **HAPI**  
 Advertiser: Valley of the Sun United Way  
 Title: Operation Uplift - Fill Stomachs  
 Credits: Jason Hackett, Creative Director / Copywriter  
 Chris Crosby, Art Director  
 Sydni Alaniz, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision

2. Award: **BRONZE AWARD**  
 Entrant: **HAPI**  
 Advertiser: Valley of the Sun United Way  
 Title: Operation Uplift - Building  
 Credits: Jason Hackett, Creative Director / Copywriter  
 Chris Crosby, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision  
 Sydni Alaniz, Art Director

**22B PUBLIC SERVICE PRINT ADVERTISING CAMPAIGN**

3. Award: **BRONZE AWARD**  
 Entrant: **HAPI**  
 Advertiser: Valley of the Sun United Way  
 Title: Operation Uplift  
 Credits: Jason Hackett, Creative Director / Copywriter  
 Chris Crosby, Art Director  
 Sydni Alaniz, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision

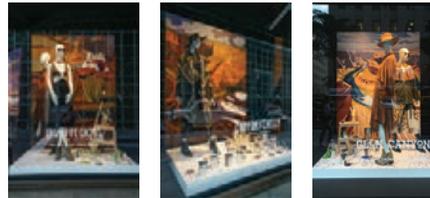


# OUT-OF-HOME & AMBIENT MEDIA

## 24A GUERRILLA MARKETING - SINGLE OCCURRENCE

1. Award: **GOLD AWARD**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: National Parks Services Saks Activation  
 Credits: Dan Shewmaker, Senior Art Director  
 Hannah Heisler, Graphic Designer  
 Sara Arnold, Senior Copywriter  
 Steven Miller, Account Manager  
 Sam Allen, Account Executive

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2.



## 24B GUERRILLA MARKETING CAMPAIGN

2. Award: **GOLD AWARD**  
 Entrant: **Knoodle**  
 Advertiser: Homie  
 Title: Homie for Senate  
 Credits: Matthew Wilson, Creative Director  
 Travis Miller, Art Director  
 Ross Trumble, Director of Public Relations

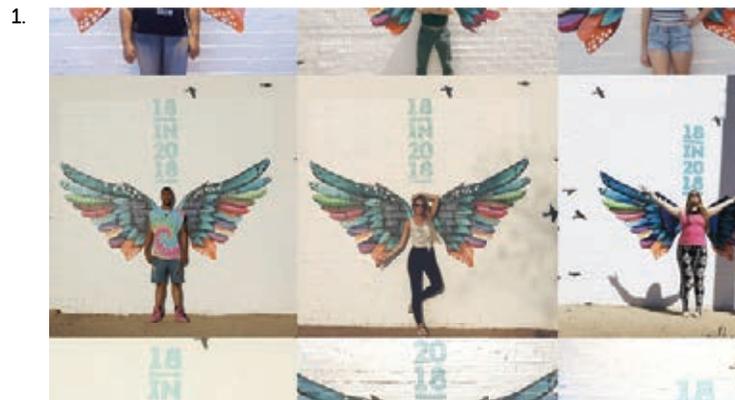
## 25A INSTALLATIONS - SINGLE INSTALLATION

3. Award: **GOLD AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Phoenix Convention Center  
 Title: NCAA Final Four Bid Installation  
 Credits: Matt Moore, Chief Creative Officer  
 Clay James, Creative Director  
 Megan Golab, Art Director  
 Andrew Gilbertson, Copywriter  
 Ronda Parker, Senior Producer  
 Gerry Kubek, Account Supervisor  
 Nikole Unterreiner, Account Executive  
 Alex Mayes, Project Manager  
 Anna Miller, Editor

3.



1. Award: **GOLD AWARD**  
 Entrant: **RIESTER**  
 Advertiser: Citizens Clean Elections Commission  
 Title: CCEC 18in2018 Mural OOH Experience  
 Credits: Tom Ortega, Chief Creative Officer  
 Alan Perkel, Chief Digital Officer  
 Benjamin Dveirin, Associate Creative Director  
 Samara Byrne, Sr. Content Producer  
 Aaron Smitthipong, Director, Digital  
 Bill Robbins, Print Producer and Art Buyer  
 Christina Borrego, Director of PR and Multi-Cultural Relations  
 Aaron Cain, Digital Art Director  
 Mike Lehnhardt, Senior Digital Designer  
 Hayley Shanks, Social Media Manager  
 Ryan Wheelock, Senior Project Manager  
 MP Media, Production  
 Lauren Lee, Muralist



2. Award: **SILVER AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Capitol Museum Gives Back Exhibit  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter  
 Cristian Hernandez, Junior Designer  
 Claudia Santana, Production Artist  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Noelle Hobaica, Account Coordinator  
 Scotty Cummings, Project Manager  
 Megan Conner, Senior Public Relations Executive



1. Award: **SILVER AWARD**  
 Entrant: **RIESTER**  
 Advertiser: Chumash Casino Resort  
 Title: Chumash Maserati Box  
 Credits: Tom Ortega, Chief Creative Officer  
 Mike Rushing, Associate Creative Director  
 Debbie Zpatka, Sr. Art Director  
 Amy Delaney, Copywriter  
 Azalia Felipe, Senior Designer  
 David Higgins, Production Artist  
 Christina Scherer, Production Designer  
 Vanessa Svancara, Designer  
 Bill Robbins, Print Production Manager  
 Robert Farthing, Sr. Content Producer  
 Stephanie Pentelute, Account Group Director  
 Kelsee Becker, Integration Coordinator  
 Andi Robbins, Integration Director  
 Spectacle Works "Toy Box" On-Property Display, Mike Murray, Elyse Field



**27A POSTER - SINGLE UNIT**

2. Award: **SILVER AWARD**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Phoenix Children's Hospital Foundation  
 Title: Step Up. Step In. Stop Cancer.  
 Credits: Shanley Jue, Creative Direction  
 Josh Schweser, Art Direction  
 Katie Ely, Graphic Design  
 Megan Stark, Copy  
 Shakira Morgan, Account Direction



1. Award: **SILVER AWARD**  
 Entrant: **Grand Canyon Education**  
 Advertiser: Grand Canyon University  
 Title: GCU Feel The Thunder Campaign  
 Credits: Chad Wilson, Creative Director  
 Kristin Fisher, Art Director  
 Kyle Dreher, Illustrator & Motion Graphics/Animation  
 Brandon Sullivan, Photographer  
 Keith McCord, Sr. Graphic Designer  
 Jake Jackson, Videographer & Editor  
 Gina Sandoz, Videographer  
 Aaron Stanley, Videographer  
 Scott McDonald, Videographer



**27B POSTER - CAMPAIGN**

2. Award: **GOLD AWARD**  
 Entrant: **ANDERSON Advertising**  
 Advertiser: Arizona Craft Brewers Guild  
 Title: Poster Series  
 Credits: Aaron Castiglione, Creative Director  
 Dustin Perrotti, Art Director  
 Arlyn Stotts, Copywriter  
 Laurie SantaLucia, Account Director  
 Taryn Brandel, Account Coordinator



3. Award: **GOLD AWARD**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: National Parks Service Campaign  
 Credits: Dan Shewmaker, Senior Art Director  
 Hannah Heister, Graphic Designer  
 Ashley Duncan, Production Artist  
 Sara Arnold, Senior Copywriter  
 Steven Miller, Account Manager  
 Sam Allen, Account Executive



1. Award: **BRONZE AWARD**  
 Entrant: **RIESTER**  
 Advertiser: MidFirst Bank Headquarters  
 Title: MidFirst Bank "Happy" Posters  
 Credits: Tom Ortega, Chief Creative Officer  
 Paul Svancara, Senior Art Director  
 Liz Rogers, Copywriter  
 Mike Levario, Retouching  
 Ali Moelling, Assoc. Director of Intergration  
 Grant Griswold, MidFirst Bank Creative Director  
 David Higgins, Production Artist



**28A OUTDOOR BOARD – SINGLE UNIT**

2. Award: **GOLD AWARD**  
 Entrant: **HAPI**  
 Advertiser: Scottsdale Tourism and Events Department  
 Title: Scottsdale - Come Unwind  
 Credits: Jason Hackett, Creative Director  
 Jason Hackett, Copywriter  
 Mike Vera, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision
3. Award: **BRONZE AWARD**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Phoenix Children's Hospital Foundation  
 Title: Step Up. Step In. Stop Cancer.  
 Credits: Shanley Jue, Creative Direction  
 Josh Schweser, Art Direction  
 Katie Ely, Graphic Design  
 Megan Stark, Copy  
 Shakira Morgan, Account Direction



1. Award: **BRONZE AWARD**  
 Entrant: **Grand Canyon Education**  
 Advertiser: Grand Canyon University  
 Title: GCU Feel The Thunder Campaign  
 Credits: Chad Wilson, Creative Director  
 Kristin Fisher, Art Director  
 Kyle Dreher, Illustrator & Motion Graphics/Animation  
 Brandon Sullivan, Photographer  
 Keith McCord, Sr. Graphic Designer  
 Jake Jackson, Videographer & Editor  
 Gina Sandoz, Videographer  
 Aaron Stanley, Videographer  
 Scott McDonald, Videographer



2. Award: **BRONZE AWARD**  
 Entrant: **HAPI**  
 Advertiser: Scottsdale Tourism and Events Department  
 Title: Scottsdale - Unique  
 Credits: Jason Hackett, Creative Director  
 Jason Hackett, Copywriter  
 Mike Vera, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision



**28B OUTDOOR BOARD - SUPER-SIZED, EXTENSION/ DIMENSIONAL, DIGITAL OR ANIMATED – SINGLE UNIT**

3. Award: **SILVER AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Shop Less Scratch More 3D OOH  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter  
 Cristian Hernandez, Junior Designer  
 Claudia Santana, Production Artist  
 Dawn Kemmer, Account Director  
 Chelsea Smealand, Account Executive  
 Noelle Hobaica, Account Coordinator  
 Scotty Cummings, Project Manager



**29B MASS TRANSIT/AIRLINES - EXTERIOR – SINGLE**

1. Award: **GOLD AWARD**  
 Entrant: **Commit Agency**  
 Advertiser: Hickman's Eggs  
 Title: Hickman's Eggs Food Truck  
 Credits: Riley Farrell, Art Director  
 Richard Haynie, Associate Creative Director  
 Lanny Ward, Creative Director  
 Heidi Anderson, Senior Copywriter  
 Holly Shimanski, Account Manager



2. Award: **GOLD AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: Valley Metro  
 Title: Winter Wonderland  
 Credits: Louie Moses, Executive Creative Director  
 Matt Fischer, Creative Director  
 Albert Barroso, Associate Creative Director  
 Katie Bravo, Copywriter



3. Award: **BRONZE AWARD**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: National Park Service Campaign  
 Credits: Dan Shewmaker, Senior Art Director  
 Hannah Heisler, Graphic Designer  
 Steven Miller, Account Manager  
 Sam Allen, Account Executive



**30A SITE - INTERIOR – SINGLE**

4. Award: **GOLD AWARD**  
 Entrant: **ANDERSON Advertising**  
 Advertiser: Harkins Theatres  
 Title: Jurassic World Takeover  
 Credits: Aaron Castiglione, Creative Director  
 Justin Gagen, Motion Graphics/ Video Editor  
 Adrianna Dalpiaz, Vice President, Account Services  
 Kate Gangel, Project Manager  
 Paul Novis, Producer



### 30B SITE - LARGE VENUE – SINGLE

1. Award: **SILVER AWARD**  
Entrant: **VIZTEK Studios**  
Advertiser: University of Illinois  
Title: Stadium Graphics Package  
Credits: Wesley Galvin, Partner  
Nat Galvin, Partner  
Sisco Estrada, Creative Director  
David Mayzis, Assistant Creative Director  
Derryl Myles, Executive Producer  
Dianna Bayles, Producer  
Brad Dunn, Producer

2. Award: **BRONZE AWARD**  
Entrant: **VIZTEK Studios**  
Advertiser: Los Angeles Clippers  
Title: Stadium Graphics Package  
Credits: Wesley Galvin, Partner  
Nat Galvin, Partner  
Sisco Estrada, Creative Director  
David Mayzis, Assistant Creative Director  
Daniel Casados, Executive Producer  
Chris Cunanan, Executive Producer  
Dianna Bayles, Producer

### 31 OUT-OF-HOME CAMPAIGN

3. Award: **GOLD AWARD**  
Entrant: **LaneTerraever**  
Advertiser: Arizona Center for Nature Conservation  
Title: Bugs. Big Bugs!  
Credits: Ian Barry, Chief Creative Officer  
Matt Sicko, Vice President, Creative Director  
Ben Bonnan, Vice President, Creative Director  
Keith Nielsen, Senior Production Artist  
Marife Macasaet, Senior Integrated Media Planner & Buyer  
Sharon Knecht, Creative Services Manager  
Ben Tsai, Vice President, Account Director  
Kacie Vehon, Project Manager

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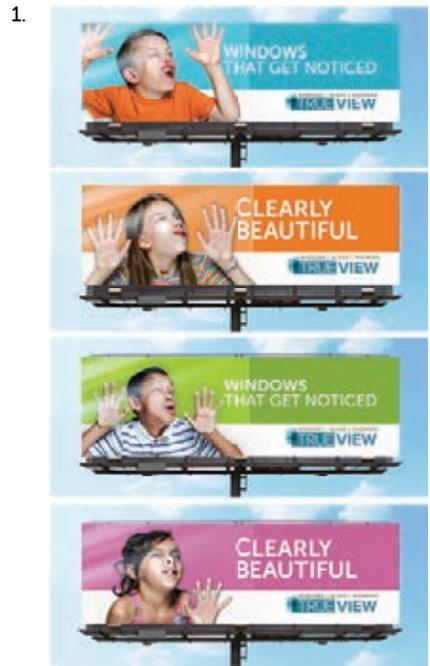


3.



1. Award: **SILVER AWARD**  
 Entrant: **Zion & Zion**  
 Advertiser: True View  
 Title: True View Impressions  
 Credits: Tori Hauser, Art Director  
 Ken Spera, Creative Director  
 Doug Anderson, Writer  
 Morgan Gardea, Account Executive

2. Award: **BRONZE AWARD**  
 Entrant: **RIESTER**  
 Advertiser: Chumash Casino Resort  
 Title: "Drive Your Dreams" Campaign  
 Credits: Tom Ortega, Chief Creative Officer  
 Robert Farthing, Sr. Content Producer  
 Debbie Zapatka, Sr. Art Director  
 Mike Rushing, Associate Creative Director  
 Azalia Felipe, Senior Designer  
 Amy Delaney, Copywriter  
 Bill Robbins, Print Production Manager  
 David Higgins, Production Artist  
 Christina Scherer, Production Designer  
 Vanessa Svancara, Designer  
 Stephanie Pentelute, Account Group Director  
 Kelsee Becker, Integration Coordinator  
 Andi Robbins, Integration Director  
 Next Movement Production Company,  
 Justin Viar; Director, Eric Gustavo Peterson; DP  
 TMHK, Visual Effects and Editing, Gabriel Naylor, Daniel Margiotta, Dustin Buerkel  
 AE Media, Music and Audio, Bob Giammarco, Audio Engineer  
 AE Media, Music and Audio, Jason Camiolo, Composer  
 Spectacle Works, "Toy Box" On-Property Display, Mike Murray, Elyse Field

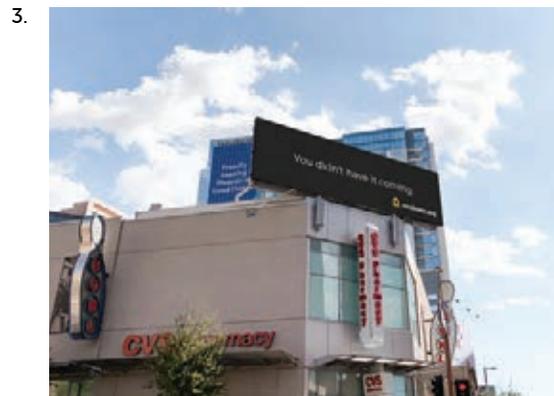
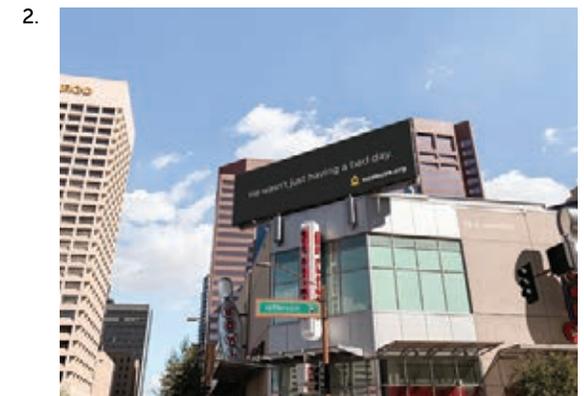
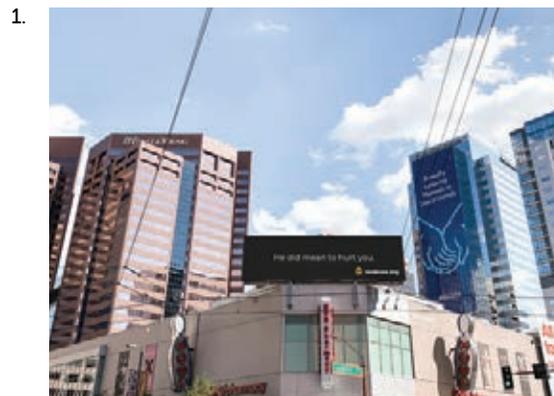


### 33B PUBLIC SERVICE OUT-OF-HOME

1. Award: **BRONZE AWARD**  
Entrant: **R&R Partners**  
Advertiser: Chrysalis  
Title: He Did Mean To Hurt You  
Credits: Scott Murray, GCD  
Julie Shanahan, ACD  
Greg King, ACD  
Randy Heil, Senior Designer  
Mallory Miranda, Brand Supervisor  
Lauren Coffman, Project Supervisor  
Katie Fischer, Senior Channel Strategist

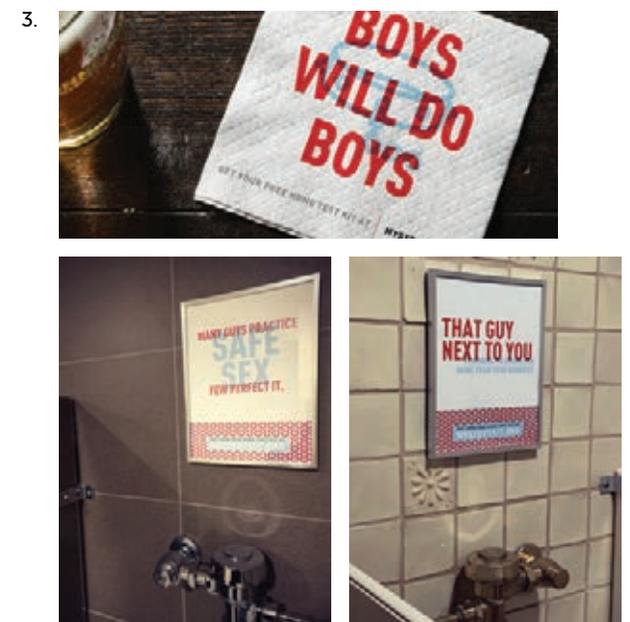
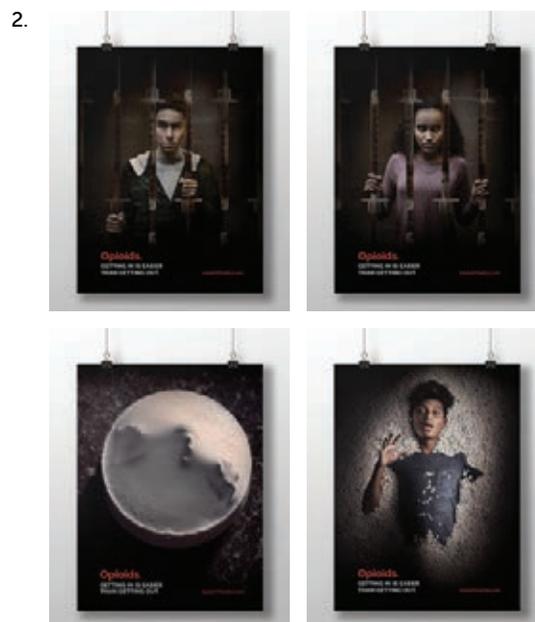
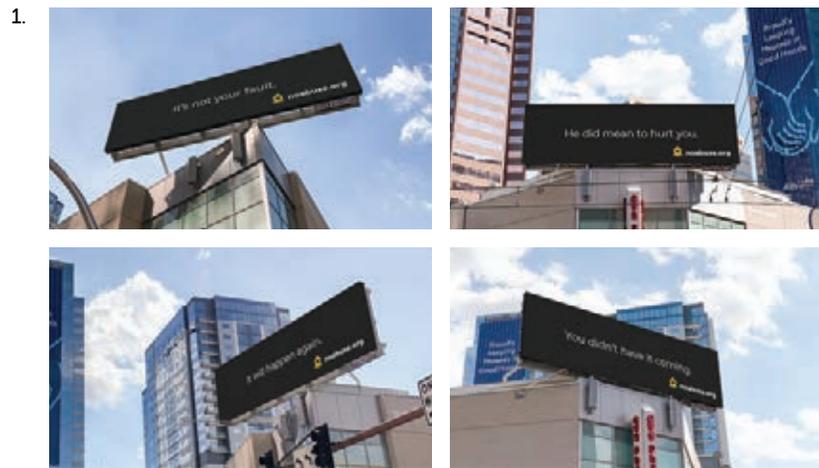
2. Award: **BRONZE AWARD**  
Entrant: **R&R Partners**  
Advertiser: Chrysalis  
Title: He Wasn't Just Having A Bad Day  
Credits: Scott Murray, GCD  
Julie Shanahan, ACD  
Greg King, ACD  
Randy Heil, Senior Designer  
Mallory Miranda, Brand Supervisor  
Lauren Coffman, Project Supervisor  
Katie Fischer, Senior Channel Strategist

3. Award: **BRONZE AWARD**  
Entrant: **R&R Partners**  
Advertiser: Chrysalis  
Title: You Didn't Have It Coming  
Credits: Scott Murray, GCD  
Julie Shanahan, ACD  
Greg King, ACD  
Randy Heil, Senior Designer  
Mallory Miranda, Brand Supervisor  
Lauren Coffman, Project Supervisor  
Katie Fischer, Senior Channel Strategist



### 33C PUBLIC SERVICE OUT-OF-HOME CAMPAIGN

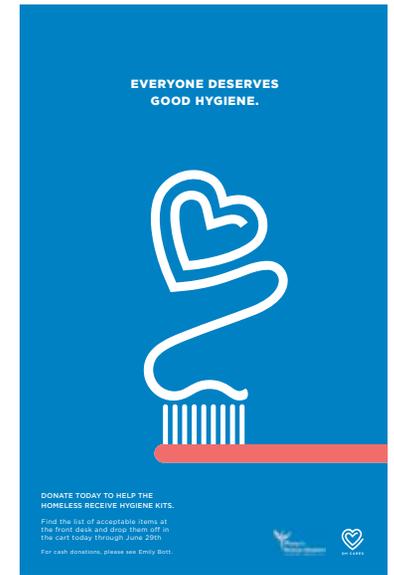
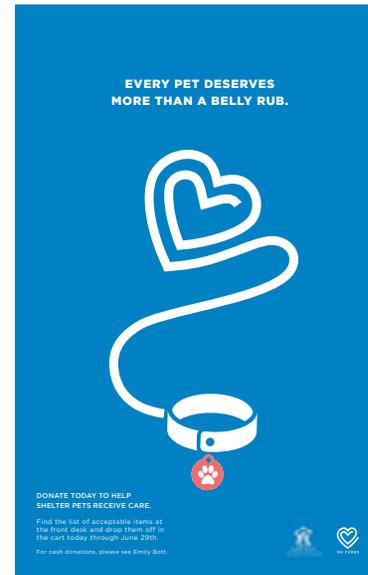
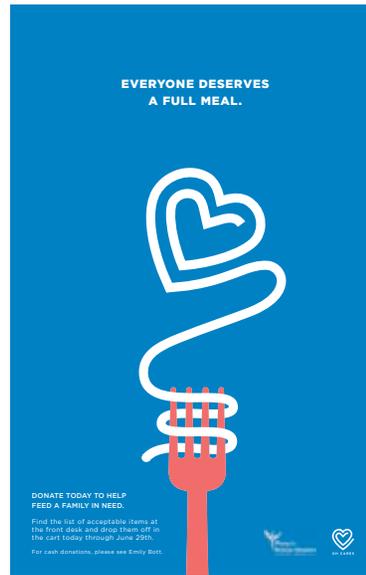
1. Award: **GOLD AWARD**  
 Entrant: **R&R Partners**  
 Advertiser: Chrysalis  
 Title: No Excuse for Domestic Violence  
 Credits: Scott Murray, GCD  
 Julie Shanahan, ACD  
 Greg King, ACD  
 Randy Heil, Senior Designer  
 Mallory Miranda, Brand Supervisor  
 Lauren Coffman, Project Supervisor  
 Katie Fischer, Senior Channel Strategist
  
2. Award: **BRONZE AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Department of Health Services  
 Title: Getting Out  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director  
 Veda Nagpurkar, Art Director  
 Andrew Gilbertson, Copywriter  
 Jaimie Beazer, Graphic Designer  
 Stephanie Walaszek, Account Supervisor  
 Sebastian Obando, Project Manager
  
3. Award: **BRONZE AWARD**  
 Entrant: **Santy**  
 Advertiser: Aunt Rita's Foundation  
 Title: HIV Test Kit Campaign  
 Credits: Greg Harwell, Creative Director  
 Dennis Lewis, Senior Copywriter  
 Ryan Proctor, Designer  
 Lynn Lewis, Account Director  
 mysterykit.org site design by Moses Anshell



**35 ADVERTISING INDUSTRY SELF-PROMOTION  
OUT-OF-HOME**

1. Award: **GOLD AWARD**  
 Entrant: **OH Partners**  
 Advertiser: OH Partners  
 Title: OH Cares  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director  
 Veda Nagpurkar, Art Director  
 Jaimie Beazer, Graphic Designer  
 Alex Mayes, Project Manager  
 Felix Armenta, Assistant Creative Director  
 Andrew Gilbertson, Copywriter

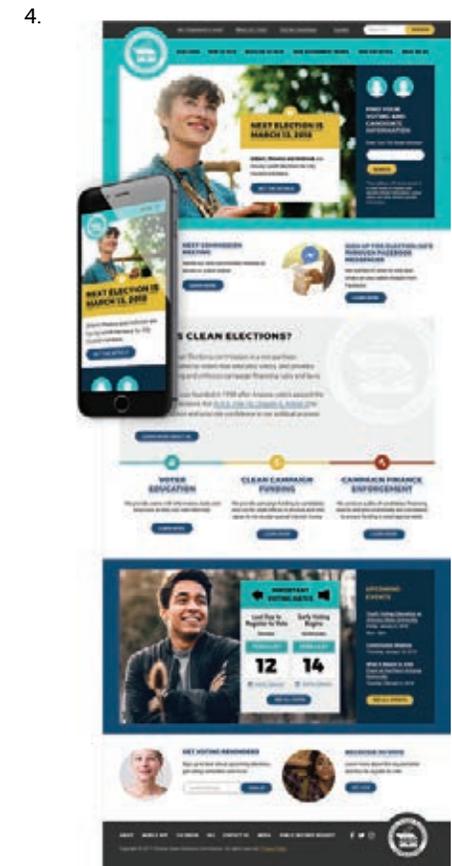
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# ONLINE/INTERACTIVE

## 37A WEBSITES - CONSUMER

1. Award: **GOLD AWARD**  
 Entrant: **Santy**  
 Advertiser: Ezaki Glico USA  
 Title: Pocky website  
 Credits: Adam Pierno, Chief Strategy Officer  
 Greg Harwell, Creative Director  
 Laudi Centeno, Senior Production Designer  
 Jesse Stormer, Animator  
 Sagar Patel, Chief Digital Officer  
 Maria Dillon, Chief Client Officer
2. Award: **SILVER AWARD**  
 Entrant: **AWE Collective**  
 Advertiser: Scoopwell's Dough Bar  
 Title: Scoopwell's Dough Bar - Website  
 Credits: Ty James Largo, Creative Director  
 Shelby Rinke, Designer  
 Miles McDermott, Designer
3. Award: **SILVER AWARD**  
 Entrant: **Integrated Web Strategy**  
 Advertiser: The Ben & Catherine Ivy Foundation  
 Title: The Ben & Catherine Ivy Foundation  
 Credits: Paul McKay, Creative Director  
 Nicole Young, Designer  
 Rachel Quinn, Account Manager  
 Shelby Jackson, Account Manager  
 Justin Yingling, Developer
4. Award: **SILVER AWARD**  
 Entrant: **RIESTER**  
 Advertiser: Citizens Clean Elections Commission  
 Title: CCEC - Website  
 Credits: Tom Ortega, Chief Creative Officer  
 Alan Perkel, Chief Digital Officer  
 Aaron Smitthipong, Director, Digital  
 David Kovacs, Assoc. Director Content Strategy  
 Greg Trotter, Senior Digital Designer  
 Aaron Cain, Digital Art Director  
 Bernadette Smith, Content and User Experience Strategist  
 Ryan Wheelock, Senior Project Manager



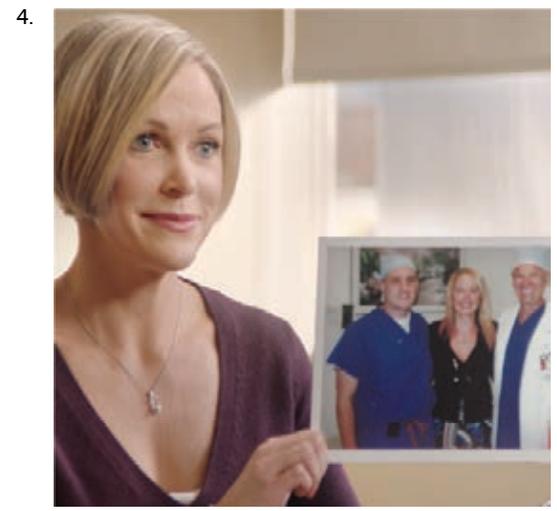
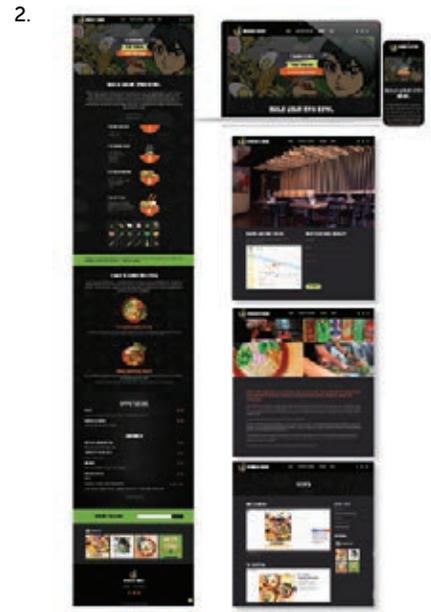
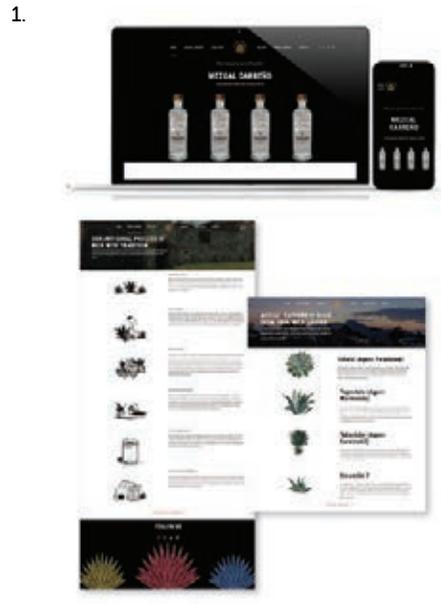
1. Award: **BRONZE AWARD**  
 Entrant: **DigitalWire360**  
 Advertiser: Mezcal Carreno  
 Title: Mezcal Carreno Website  
 Credits: Blake Christianson, Jr. Web Developer  
 Andrea Singer, Graphic Designer  
 Stephanie Lough, Copywriter  
 Brandy Aguilar, Project Manager

2. Award: **BRONZE AWARD**  
 Entrant: **DigitalWire360**  
 Advertiser: Ramen Hood  
 Title: Ramen Hood Website  
 Credits: Logan Fetter, Web Developer  
 Andrea Singer, Graphic Designer  
 Stephanie Lough, Copywriter  
 Brandy Aguilar, Project Manager

3. Award: **BRONZE AWARD**  
 Entrant: **Integrated Web Strategy**  
 Advertiser: U.S. Soccer Foundation  
 Title: It's Everyone's Game  
 Credits: Paul McKay, Creative Director  
 Nicole Young, Designer  
 Shelby Jackson, Account Manager  
 Justin Yingling, Developer

**38A SOCIAL MEDIA - SINGLE EXECUTION**

4. Award: **GOLD AWARD**  
 Entrant: **R&R Partners**  
 Advertiser: Barrow Health & Wealth Raffle  
 Title: There's No Way to Lose - Heather  
 Credits: Scott Murray, GCD  
 Julie Shanahan, ACD  
 Greg King, ACD  
 Sydney Crabtree, Designer  
 Danita Collazo, Senior Producer  
 Melinda Langdon, Brand Supervisor  
 Melissa Pozniak, Project Manager



1. Award: **GOLD AWARD**  
Entrant: **R&R Partners**  
Advertiser: Barrow Health & Wealth Raffle  
Title: There's No Way to Lose - Rusty  
Credits: Scott Murray, GCD  
Julie Shanahan, ACD  
Greg King, ACD  
Sydney Crabtree, Designer  
Danita Collazo, Senior Producer  
Melinda Langdon, Brand Supervisor  
Melissa Pozniak, Project Manager



2. Award: **GOLD AWARD**  
Entrant: **R&R Partners**  
Advertiser: Barrow Health & Wealth Raffle  
Title: There's No Way to Lose - Tori  
Credits: Scott Murray, GCD  
Julie Shanahan, ACD  
Greg King, ACD  
Sydney Crabtree, Designer  
Danita Collazo, Senior Producer  
Melinda Langdon, Brand Supervisor  
Melissa Pozniak, Project Manager



3. Award: **SILVER AWARD**  
Entrant: **University of Phoenix**  
Advertiser: University of Phoenix  
Title: UOPX Alumnus Hugo Medina  
Credits: Jeff Preston, VP, Executive Creative Director  
Doug Golden, Sr. Director, Multimedia  
Mike Jones, Director  
Christine De Luca, Sr. Producer  
Alex Mitchell, Director of Photography  
Chris Duncan, Editor  
Rob Beadle, Colorist  
Abbott Miller, Sound Design  
Steve Quimette, Music Composition  
Mark Deyer, Director, Social Media  
Amy Ortega, Sr. Manager, Content Production & Strategy  
Diana Adams, Social Media Campaign Manager



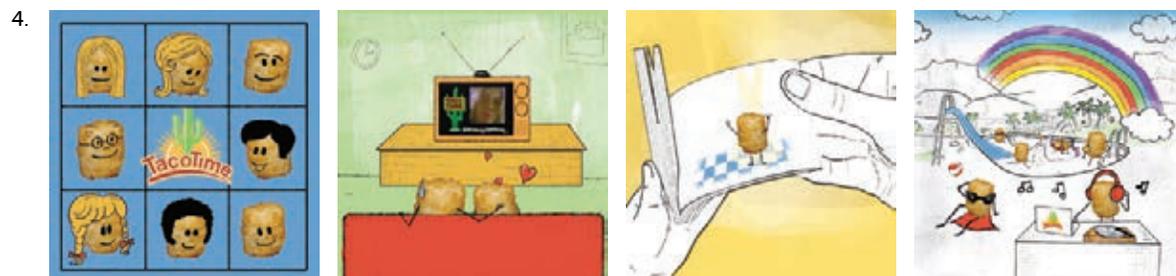
- 1. Award: **BRONZE AWARD**
- Entrant: **Commit Agency**
- Advertiser: Skytop Lodge
- Title: Skytop Lodge 2018 Summer
- Credits: Richard Haynie, Associate Creative Director  
Meredith Oechsner, Account Manager

**38B SOCIAL MEDIA - CAMPAIGN**

- 2. Award: **GOLD AWARD**
- Entrant: **Moses Inc**
- Advertiser: Dazzle Dry
- Title: Dazzle Dry Quotes
- Credits: Louie Moses, Executive Creative Director  
Albert Barroso, Associate Creative Director  
Matt Fischer, Creative Director  
Katie Bravo, Copywriter

- 3. Award: **GOLD AWARD**
- Entrant: **R&R Partners**
- Advertiser: Barrow Health & Wealth Raffle
- Title: There's No Way to Lose
- Credits: Scott Murray, GCD  
Julie Shanahan, ACD  
Greg King, ACD  
Sydney Crabtree, Designer  
Danita Collazo, Senior Producer  
Melinda Langdon, Brand Supervisor  
Melissa Pozniak, Project Manager

- 4. Award: **SILVER AWARD**
- Entrant: **envida**
- Advertiser: Kahala Brands
- Title: Taco Time - Mexi-Fries
- Credits: Dave Bentley, Video  
Pete Magine, Editor  
Yasmine Asadi, Illustrator  
Team Envida, Copy & Concept



1. Award: **SILVER AWARD**  
 Entrant: **Matter Films**  
 Advertiser: FlapJacked  
 Title: FlapJacked Mighty Muffin February  
 Credits: Felix Armenta, Creative Director  
 Ivan Galaz, Art Director  
 Kyle Gilbert, Producer/Photographer  
 Colton Casper, Editor  
 Matter Films, Color  
 Matter Films, Audio
  
2. Award: **SILVER AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Inspirada  
 Title: #MyInspirada Interactive Campaign  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Andrew Gilbertson, Copywriter  
 Debbie Longley, VP Client Services
  
3. Award: **SILVER AWARD**  
 Entrant: **OH Partners**  
 Advertiser: USA Triathlons  
 Title: Finish Line  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director  
 Veda Nagpurkar, Art Director  
 Lauren Laspisa, Graphic Designer  
 Alex Mayes, Project Manager
  
4. Award: **BRONZE AWARD**  
 Entrant: **Matter Films**  
 Advertiser: FlapJacked  
 Title: FlapJacked Mighty Muffin May  
 Credits: Felix Armenta, Creative Director  
 Ivan Galaz, Art Director  
 Chase Harris, Producer/Photographer  
 Colton Casper, Photographer  
 Colton Casper, Editor  
 Matter Films, Color  
 Matter Films, Audio

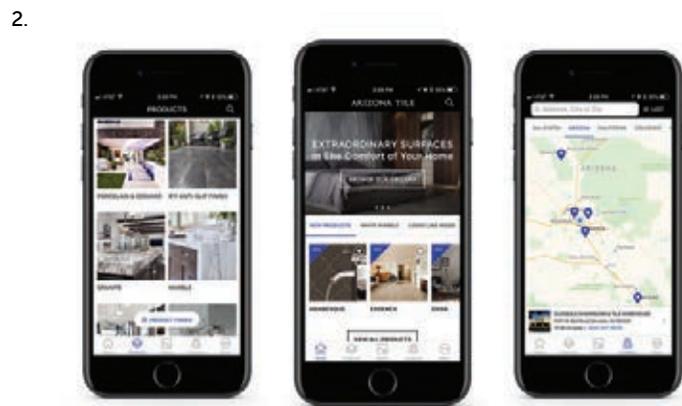


1. Award: **BRONZE AWARD**  
 Entrant: **RIESTER**  
 Advertiser: Citizens Clean Elections Commission  
 Title: CCEC "Citizens Countdown" Video  
 Credits: Tom Ortega, Chief Creative Officer  
 Ben Dveirin, Associate Creative Director  
 Talei Hornback, Brand Strategist  
 Amy Delaney, Copywriter  
 Andrew Enzweiler, Motion Designer  
 Samara Byrne, Sr. Content Producer  
 Ryan Wheelock, Senior Project Manager  
 Gaby Alavado, PR Account Exec



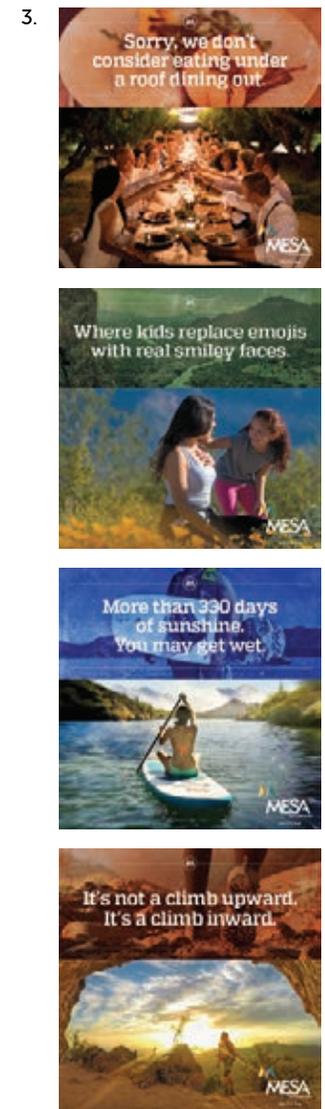
**39A APPS, GAMES, AND VIRTUAL REALITY - MOBILE APP**

2. Award: **SILVER AWARD**  
 Entrant: **LaneTerraever**  
 Advertiser: Arizona Tile  
 Title: Arizona Tile App  
 Credits: Martin Kulakowski, Experience Design Director  
 Raj K Dubey, Senior Director of Development & Infrastructure  
 Thiar Salem, Quality Assurance Analyst  
 Daniel Guzman, Jr. Quality Assurance Analyst  
 Brian Sizer, Project Manager



**41 ADVERTISING & PROMOTION CAMPAIGN**

3. Award: **BRONZE AWARD**  
 Entrant: **HAPI**  
 Advertiser: Visit Mesa  
 Title: Visit Mesa - Display Campaign  
 Credits: Jason Hackett, Creative Director / Copywriter  
 Mike Vera, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision



**45 BRANDED CONTENT & ENTERTAINMENT FOR ONLINE/INTERACTIVE**

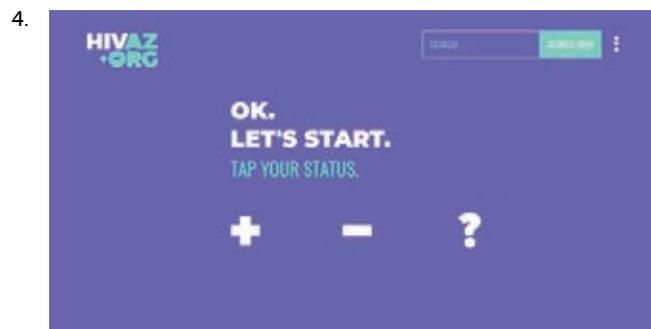
1. Award: **SILVER AWARD**  
 Entrant: **Grand Canyon Education**  
 Advertiser: Grand Canyon University  
 Title: GCU Athletic Manifesto  
 Credits: Chad Wilson, Creative Director  
 Ashely Gallagher, Sr. Marketing Manager  
 Ze've Waissman, Director of Photography  
 Bob Giammarco, Executive Producer  
 Jason Camiolo, Music Composer

2. Award: **SILVER AWARD**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: UnReal Arizona - NatGeo Traveler  
 Credits: Dan Shewmaker, Senior Art Director  
 Hannah Heisler, Graphic Designer  
 Sara Arnold, Senior Copywriter  
 Steven Miller, Account Manager  
 Sam Allen, Account Executive

**46A PUBLIC SERVICE ONLINE/INTERACTIVE**

3. Award: **GOLD AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: City of Phoenix  
 Title: T2050  
 Credits: Louie Moses, Executive Creative Director  
 Albert Barroso, Associate Creative Director  
 Matt Fischer, Creative Director  
 Katie Bravo, Copywriter  
 Overlap Interactive, Development

4. Award: **SILVER AWARD**  
 Entrant: **Santy**  
 Advertiser: Aunt Rita's Foundation  
 Title: HIVAZ.org  
 Credits: Adam Pierno, Chief Strategy Officer  
 Greg Harwell, Creative Director  
 Dennis Lewis, Senior Copywriter  
 Joe Nyaggah, Web Developer  
 Hallie Wright, Associate Strategy Director



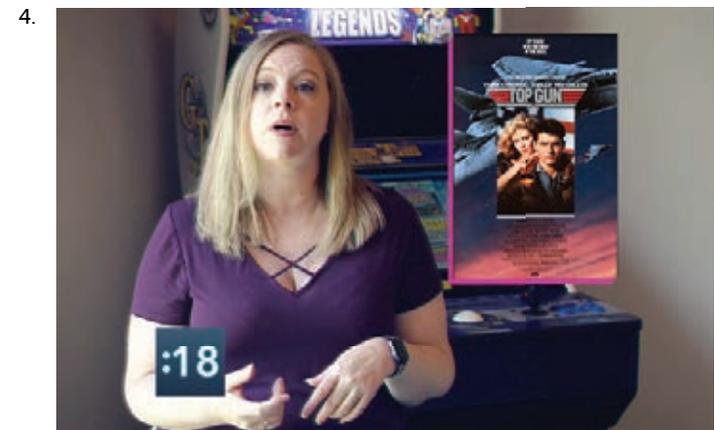
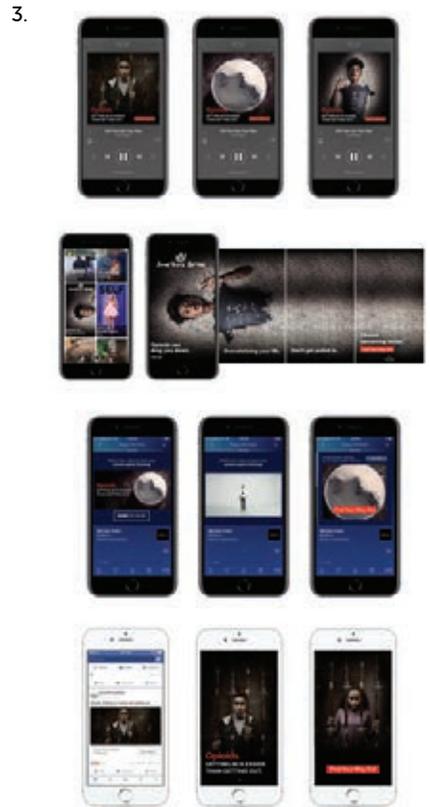
- 1. Award: **BRONZE AWARD**
- Entrant: **Off Madison Ave**
- Advertiser: Arizona Game & Fish Department
- Title: Conserve & Protect Microsite
- Credits: Kat Menze, Digital Art Director  
Sara Arnold, Senior Copywriter  
Ancel Miller, Developer  
Lizzy Lowy, Account Supervisor

**46B PUBLIC SERVICE ONLINE/INTERACTIVE CAMPAIGN**

- 2. Award: **SILVER AWARD**
- Entrant: **Moses Inc**
- Advertiser: Valley Metro
- Title: Suns - Talking Stick Resort Arena
- Credits: Louie Moses, Executive Creative Director  
Matt Fischer, Creative Director  
Albert Barroso, Associate Creative Director  
Katie Bravo, Copywriter

- 3. Award: **BRONZE AWARD**
- Entrant: **OH Partners**
- Advertiser: Arizona Department of Health Services
- Title: Getting Out
- Credits: Matt Moore, Chief Creative Officer  
Frank Ippolito, Senior Creative Director  
Veda Nagpurkar, Art Director  
Andrew Gilbertson, Copywriter  
Jaimie Beazer, Graphic Designer  
Stephanie Walaszek, Account Supervisor  
Sebastian Obando, Project Manager

- 4. Award: **BRONZE AWARD**
- Entrant: **Zion & Zion**
- Advertiser: Donate Life Arizona
- Title: Jennifer 80's Movies
- Credits: Ken Spera, Creative Director  
Doug Anderson, Writer  
Tori Hauser, Art Director  
Holly Dill, Account Director  
Matt Currie, Videographer  
Lauren Smith, Editor



- Award:** **BRONZE AWARD**

**Entrant:** **Zion & Zion**

**Advertiser:** Donate Life Arizona

**Title:** Pho

**Credits:** Doug Anderson, Writer  
Ken Spera, Creative Director  
Holly Dill, Account Director
- Award:** **BRONZE AWARD**

**Entrant:** **Zion & Zion**

**Advertiser:** Donate Life Arizona

**Title:** Tres Taco

**Credits:** Tori Hauser, Art Director  
Doug Anderson, Writer  
Ken Spera, Creative Director  
Holly Dill, Account Director  
Andy Dulman, Director  
True Story Films, Production Company  
Bridgette Foord, Media Director

**47 ADVERTISING INDUSTRY SELF-PROMOTION ONLINE/ INTERACTIVE**

- Award:** **SILVER AWARD**

**Entrant:** **Commit Agency**

**Advertiser:** Commit Agency

**Title:** White Paper: Top 10 Questions

**Credits:** Janelle Brannock, Senior Director of Influence  
Matt Walker, Designer



3.

**commit agency**

**THE 10 MOST IMPORTANT QUESTIONS YOU SHOULD BE ASKING YOUR AGENCY**

**7**

**HOW DO I KNOW YOU HAVE THE EXPERTISE I NEED TO PRODUCE QUALITY WORK?**

No need to feel confident you have the right team to manage your marketing initiatives. But how do you know? Ask your agency contact (likely your account manager) what credentials the various team members working on your business have. In the "never-ending digital" world we live in today, it's important for your agency to be well-versed in digital and social technologies, especially. You may want to ask if your digital team members are certified in Google Analytics, which will tell you that they know how to read and analyze data, track conversions, understand where your website visitors are coming from (and where on your site they are spending the most time), and/or opportunities to optimize pages that experience higher abandonment, and so much more.

On the social media side of things, you should feel confident knowing your social advertising manager has a Facebook Blueprint certification, which means he or she went through a series of courses and exams developed by Facebook using best practices. Another (less) easy way to see if your agency has the chops to do the job is to take a look at their case studies on their website. In addition to in-house content, what do the results look like? Look for gains in website traffic, reviews and other conversions that would be similar to your business goals. Finally, read up on your agency's reviews on Google and Facebook. If an agency's clients are singing their praises on these public-facing sites, you should feel confident that they can produce quality work.

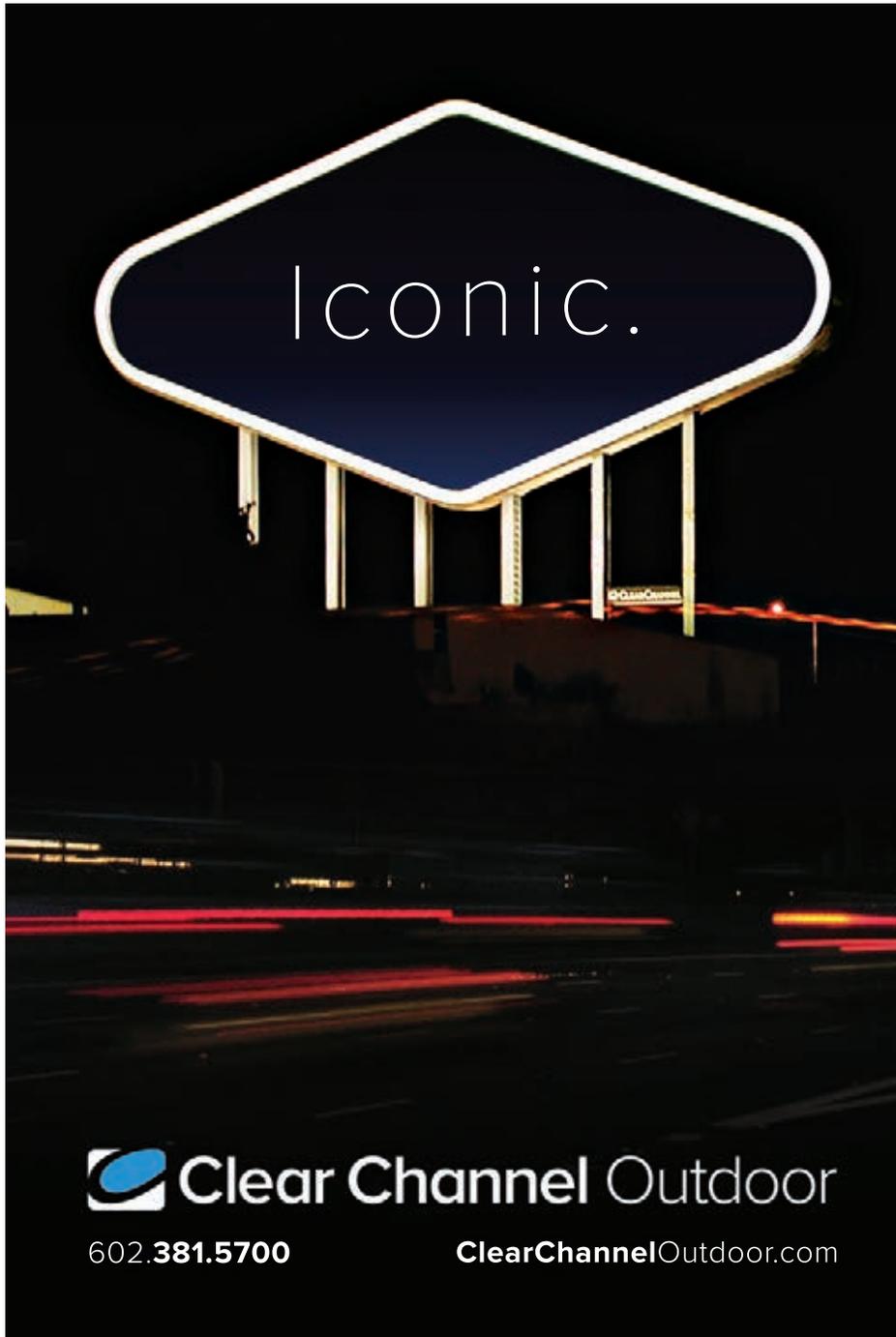
**6**

**WHAT ARE THE PINCH POINTS IN MY SALES FUNNEL WHERE PEOPLE DISENGAGE WITH MY BRAND?**

You cannot, to a marketing budget, approve the marketing plan and ask for all those customers to come flooding through your doors for breaking the internet trying to get onto your website and spend their money with you. But what happens when they don't? Luckily for us, we have the ability to see where consumers drop off and don't convert. In Google Analytics, your agency should be able to see drop-off points and exit rates for each page, which may be a sign that something is broken on the page or there is some sort of poor user experience that compels the user to leave the site or not take an expected action on a specific page.

Your agency should also have access to other tools beyond Google Analytics that show where you visitors are going, clicking and engaging. Beyond your website, what is the experience like for your customer? Are they getting consistent messaging across channels? Are they having an exceptional experience in your bricks-and-mortar locations? In your home base, have you practicing retargeted ads to engage with your customer? In looking at the full picture, your agency partner should be able to identify what pinch points aren't working as they should—and where to focus your energy and resources.

# FILM, VIDEO & SOUND



## 48A RADIO ADVERTISING/LOCAL - SINGLE SPOT :30 SECONDS OR LESS

1. Award: **SILVER AWARD**  
Entrant: **OH Partners**  
Advertiser: Arizona Lottery  
Title: \$215 Million Cash Explosion Radio  
Credits: Matt Moore, Chief Creative Officer  
Sam Lowy, Copywriter  
Ken Phox, Creative Director  
Dawn Kemmer, Account Director  
Chelsea Smeland, Senior Account Director  
Noelle Hobaica, Account Coordinator  
Ronda Parker, Senior Producer  
AE Media, Sound Design

## 49A RADIO ADVERTISING – REGIONAL/NATIONAL - SINGLE SPOT :30 SECONDS OR LESS

2. Award: **BRONZE AWARD**  
Entrant: **ANDERSON Advertising**  
Advertiser: Eat Big  
Title: Oregano's Pizza Bistro  
Credits: Aaron Castiglione, Creative Director  
Laurie SantaLucia, Account Director  
Taryn Brandel, Account Coordinator  
Mikaela Wolf, Digital Media Specialist  
Arlyn Stotts, Copywriter & Voice Talent

**51A TELEVISION ADVERTISING – LOCAL (ONE DMA) - SINGLE SPOT :15 OR LESS**

1. Award: **GOLD AWARD**  
 Entrant: **LaneTerrallever**  
 Advertiser: Arizona Center for Nature Conservation  
 Title: Bugs Van  
 Credits: Ian Barry, Chief Creative Officer  
 Matt Sicko, Vice President, Creative Director  
 Ben Bonnan, Vice President, Creative Director  
 Christina Nguyen, Executive Producer  
 Ben Tsai, Vice President, Account Director  
 Kevin Dixon, Editor, Videographer  
 Ben Giroux, Director  
 Chris Bond, Director of Photography  
 Sean Barney, Producer
  
2. Award: **GOLD AWARD**  
 Entrant: **Zion & Zion**  
 Advertiser: Pita Jungle  
 Title: Love Birds  
 Credits: Ken Spera, Creative Director  
 Doug Anderson, Writer  
 Holly Dill, Account Director  
 Rich Carhuayo, Editor
  
3. Award: **SILVER AWARD**  
 Entrant: **RIESTER**  
 Advertiser: Arizona Department of Health Services  
 Title: BTCDC Youth Prevention "Vapire" :15  
 Credits: Tom Ortega, Chief Creative Officer  
 Aaron Smiththipong, Director, Digital  
 Andrew Enzweiler, Motion Designer  
 René Hinz, Integration Director  
 Big U Music, Sam Esparza, Audio Engineer

1.



2.



3.



1. Award: **BRONZE AWARD**  
Entrant: **RIESTER**  
Advertiser: Arizona Department of Health Services  
Title: BTCD "Flavor Danger Sweets" :15  
Credits: Tom Ortega, Chief Creative Officer  
Benjamin Dveirin, Creative Supervisor  
Aaron Smitthipong, Director, Digital  
Christina Scherer, Production Designer  
Andrew Enzweiler, Motion Designer  
René Hinz, Integration Director  
Big U Music, Sam Esparza, Audio Engineer

2. Award: **BRONZE AWARD**  
Entrant: **Zion & Zion**  
Advertiser: Pita Jungle  
Title: Sun Dried Tomatoes  
Credits: Ken Spera, Creative Director  
Doug Anderson, Writer  
Holly Dill, Account Director  
Matt Currie, Editor

**51B TELEVISION ADVERTISING – LOCAL (ONE DMA) - SINGLE SPOT :30 SECONDS**

3. Award: **GOLD AWARD**  
Entrant: **LaneTerraever**  
Advertiser: Valley Toyota Dealers  
Title: 2018 Pat TV - "Up Top"  
Credits: Ian Barry, Chief Creative Officer  
Matt Sicko, VP, Creative Director  
Ben Bonnan, VP, Creative Director  
Christina Nguyen, Executive Producer  
Ben Tsai, VP, Account Director  
Jordan Brady, Director  
Gordon Carey, Editor  
Bob Giammarco, Audio Engineer



1. Award: **GOLD AWARD**

Entrant: **R&R Partners**  
Advertiser: Barrow Health & Wealth Raffle  
Title: There's No Way to Lose - Rusty  
Credits: Scott Murray, GCD  
Julie Shanahan, ACD  
Greg King, ACD  
Sydney Crabtree, Designer  
Danita Collazo, Senior Producer  
Melinda Langdon, Brand Supervisor  
Melissa Pozniak, Project Manager

2. Award: **GOLD AWARD**

Entrant: **R&R Partners**  
Advertiser: Barrow Health & Wealth Raffle  
Title: There's No Way to Lose - Tori  
Credits: Scott Murray, GCD  
Julie Shanahan, ACD  
Greg King, ACD  
Sydney Crabtree, Designer  
Danita Collazo, Senior Producer  
Melinda Langdon, Brand Supervisor  
Melissa Pozniak, Project Manager

3. Award: **SILVER AWARD**

Entrant: **LaneTerraLever**  
Advertiser: Valley Toyota Dealers  
Title: 2018 Pat TV - "Career Day"  
Credits: Ian Barry, Chief Creative Officer  
Matt Sicko, VP, Creative Director  
Ben Bonnan, VP, Creative Director  
Diana Martinez, Copywriter  
Christina Nguyen, Executive Producer  
Ben Tsai, VP, Account Director  
Jordan Brady, Director  
Gordon Carey, Editor  
Bob Giammarco, Audio Engineer



1. Award: **SILVER AWARD**  
Entrant: **LaneTerraLever**  
Advertiser: Valley Toyota Dealers  
Title: 2018 Pat TV - "Clip On"  
Credits: Ian Barry, Chief Creative Officer  
Matt Sicko, VP, Creative Director  
Ben Bonnan, VP, Creative Director  
Christina Nguyen, Executive Producer  
Ben Tsai, VP, Account Director  
Jordan Brady, Director  
Gordon Carey, Editor  
Bob Giammarco, Audio Engineer



2. Award: **SILVER AWARD**  
Entrant: **VIZTEK Studios**  
Advertiser: Penguin Air & Plumbing  
Title: Broken Drains!  
Credits: Wesley Galvin, Partner  
Nat Galvin, Partner  
Sisco Estrada, Creative Director  
Wade Rusk, Executive Producer  
Will Hallett, Executive Producer  
Dianna Bayles, Producer  
Melissa Cisneros, Producer



3. Award: **SILVER AWARD**  
Entrant: **VIZTEK Studios**  
Advertiser: Penguin Air & Plumbing  
Title: Do Penguins Fly?  
Credits: Wesley Galvin, Partner  
Nat Galvin, Partner  
Sisco Estrada, Creative Director  
Wade Rusk, Executive Producer  
Will Hallett, Executive Producer  
Melissa Cisneros, Producer  
Dianna Bayles, Producer



1. Award: **BRONZE AWARD**  
 Entrant: **LaneTerraever**  
 Advertiser: Valley Toyota Dealers  
 Title: 2018 Pat TV - "Adventurous"  
 Credits: Ian Barry, Chief Creative Officer  
 Matt Sicko, VP, Creative Director  
 Ben Bonnan, VP, Creative Director  
 Christina Nguyen, Executive Producer  
 Ben Tsai, VP, Account Director  
 Jordan Brady, Director  
 Gordon Carey, Editor  
 Bob Giammarco, Audio Engineer



2. Award: **BRONZE AWARD**  
 Entrant: **RIESTER**  
 Advertiser: Arizona Department of Health Services  
 Title: BTCD "Factory" :30 TV  
 Credits: Tom Ortega, Chief Creative Officer  
 Benjamin Dveirin, Creative Supervisor  
 Jon Resheske, Copywriter  
 Robert Farthing, Sr. Content Producer  
 Samara Byrne, Sr. Content Producer  
 René Hinz, Integration Director  
 Shilo - Cary Flaum, Producer  
 Big U Music, Sam Esparza, Audio Engineer



**51C TELEVISION ADVERTISING – LOCAL (ONE DMA) - SINGLE SPOT :60 SECONDS OR MORE**

3. Award: **SILVER AWARD**  
 Entrant: **ANDERSON Advertising**  
 Advertiser: Desert Federal Credit Union  
 Title: School's Out Super Bowl Spot  
 Credits: Aaron Castiglione, Creative Director  
 Arlyn Stotts, Copywriter  
 Dustin Perrotti, Art Director  
 Justin Gagen, Art Director  
 Adrianna Dalpiaz, Vice President, Account Services  
 Laurie SantaLucia, Account Director  
 Laura Girard, Director of Media Services  
 Bob Giammarco, Executive Producer  
 Ze'ev Waismann, Director  
 Mic Waugh, Director of Photography



**51D TELEVISION ADVERTISING – LOCAL (ONE DMA) - TELEVISION-LOCAL CAMPAIGN**

1. Award: **GOLD AWARD**  
Entrant: **Commit Agency**  
Advertiser: Goodwill of Central and Northern Arizona  
Title: Goodwill: Unexpected  
Credits: Richard Haynie, Associate Creative Director  
Lanny Ward, Creative Director  
Heidi Anderson, Senior Copywriter  
Carrie Kapp, Account Manager  
Katelyn Fukayama, Producer, True Story Films  
Cary Truelick, Executive Producer & Director, True Story Films
  
2. Award: **GOLD AWARD**  
Entrant: **LaneTerralerver**  
Advertiser: Valley Toyota Dealers  
Title: 2018 Pat TV Campaign  
Credits: Ian Barry, Chief Creative Officer  
Matt Sicko, VP, Creative Director  
Ben Bonnan, VP, Creative Director  
Diana Martinez, Copywriter  
Christina Nguyen, Executive Producer  
Ben Tsai, VP, Account Director  
Jordan Brady, Director  
Gordon Carey, Editor  
Bob Giammarco, Audio Engineer
  
3. Award: **GOLD AWARD**  
Entrant: **Randy Murray Productions**  
Advertiser: Dr. David Brill for Congress  
Title: Gosar Siblings Campaign  
Credits: Randy Murray, Director  
Todd Landfried, Producer  
Howie Meyer, Director of Photography  
Andy Nelson, Producer  
Jeff Parsons, Editor

1.



2.



3.



1. Award: **GOLD AWARD**  
 Entrant: **R&R Partners**  
 Advertiser: Barrow Health & Wealth Raffle  
 Title: There's No Way to Lose  
 Credits: Scott Murray, GCD  
 Julie Shanahan, ACD  
 Greg King, ACD  
 Sydney Crabtree, Designer  
 Danita Collazo, Senior Producer  
 Melinda Langdon, Brand Supervisor  
 Melissa Pozniak, Project Manager



2. Award: **SILVER AWARD**  
 Entrant: **Zion & Zion**  
 Advertiser: Pita Jungle  
 Title: Love Birds  
 Credits: Ken Spera, Creative Director  
 Doug Anderson, Writer  
 Holly Dill, Account Director  
 Rich Carhuayo, Editor



3. Award: **BRONZE AWARD**  
 Entrant: **VIZTEK Studios**  
 Advertiser: Penguin Air & Plumbing  
 Title: Penguin Air Broadcast Campaign  
 Credits: Wesley Galvin, Partner  
 Nat Galvin, Partner  
 Sisco Estrada, Partner  
 Wade Rusk, Executive Producer  
 Will Hallett, Executive Producer  
 Melissa Cisneros, Producer  
 Dianna Bayles, Producer



4. Award: **BRONZE AWARD**  
 Entrant: **Zion & Zion**  
 Advertiser: Pita Jungle  
 Title: Sun Dried Tomatoes  
 Credits: Ken Spera, Creative Director  
 Doug Anderson, Writer  
 Holly Dill, Account Director  
 Matt Currie, Editor



**52A TELEVISION ADVERTISING – REGIONAL/NATIONAL - SINGLE SPOT – UP TO 2:00**

1. Award: **BRONZE AWARD**  
Entrant: **LaneTerraLever**  
Advertiser: Cable ONE  
Title: Reveille  
Credits: Ian Barry, Chief Creative Officer  
Ben Bonnan, Vice President, Creative Director  
Matt Sicko, Vice President, Creative Director  
Carolyn Peterson, Executive Producer  
Christina Nguyen, Executive Producer  
Kevin Dixon, Editor, Videographer  
Eric Tozzi, Editor  
Jody Alexander, Vice President, Client Satisfaction  
Jason Z. Wong, Director  
Abbott Miller, Audio Engineer  
Steve Ouimette, Composer

1.



**55B INTERNET COMMERCIAL - ONLINE FILM, VIDEO & SOUND CAMPAIGN**

2. Award: **GOLD AWARD**  
Entrant: **RIESTER**  
Advertiser: MegaMex  
Title: Herdez Centuries "Street Tacos"  
Credits: Tom Ortega, Chief Creative Officer  
Benjamin Dveirin, Associate Creative Director  
Mike Rushing, Associate Creative Director  
Cristian Orozco, Senior Art Director  
Azalia Felipe, Senior Designer  
Samara Byrne, Sr. Content Producer  
Gil Gutierrez, Producer  
Stephanie Flemming, Group Director  
Tracy Camperone, Integration Supervisor  
Misty Wilson, Editorial  
Carlos Alvarez, Composer

2.



1. Award: **BRONZE AWARD**  
Entrant: **LaneTerralever**  
Advertiser: Valley Toyota Dealers  
Title: 2018 Pat Vlogs  
Credits: Ian Barry, Chief Creative Officer  
Matt Sicko, VP, Creative Director  
Ben Bonnan, VP, Creative Director  
Christina Nguyen, Executive Producer  
Ben Tsai, VP, Account Director  
Lauren Karmann, Account Manager  
Jordan Brady, Director  
Gordon Carey, Editor  
Bob Giammarco, Audio Engineer

2. Award: **BRONZE AWARD**  
Entrant: **True Story Films**  
Advertiser: Dogtopia  
Title: "The Dogtopia Difference"  
Credits: Cary Truelick, Director  
James Clark, Creative Director  
Alex Mitchell, Director of Photography  
Rob Beadle, Editor/Colorist  
Kari Tuttle, Art Director  
Copper Post, Post Production  
AMP Studios, Sound Design



# BRANDED CONTENT & ENTERTAINMENT

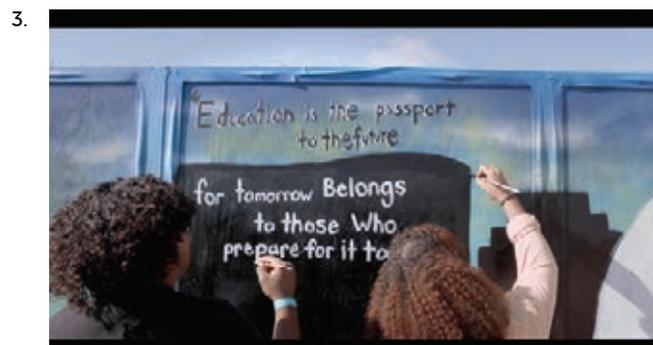
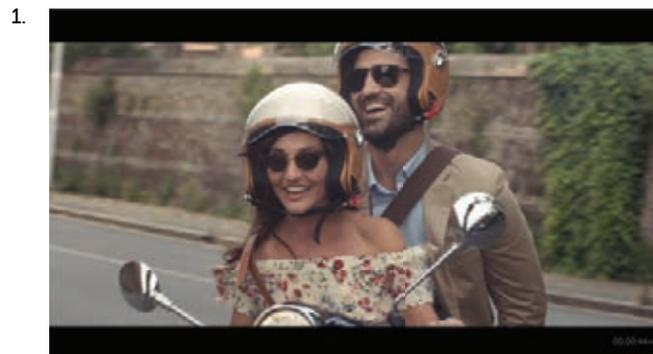
## 58A BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM, VIDEO & SOUND- SINGLE ENTRY :60 SECONDS OR LESS

1. Award: **SILVER AWARD**  
Entrant: **Beautiful Science**  
Advertiser: Sacred Bull Media  
Title: Leica "Chase"  
Credits: Nicholas Kalikow, Director  
Cameron Trejo, Producer

## 58B BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM, VIDEO & SOUND - SINGLE ENTRY MORE THAN :60 SECONDS

2. Award: **SILVER AWARD**  
Entrant: **True Story Films**  
Advertiser: NASA & ASU School of Earth and Space Exploration  
Title: PSYCHE "Journey to Metal World"  
Credits: Cary Truelick, Director  
Katelyn Fukayama, Producer  
Rob Beadle, Post/Animation Supervisor  
Lee Ann Cone, Editor  
Copper Post, Post Production  
Manny Rios, 3D Animation  
AMP Studios, Sound Design

3. Award: **SILVER AWARD**  
Entrant: **University of Phoenix**  
Advertiser: University of Phoenix  
Title: UOPX Alumnus Hugo Medina  
Credits: Jeff Preston, VP, Executive Creative Director  
Doug Golden, Sr. Director, Multimedia  
Mike Jones, Director  
Christine De Luca, Sr. Producer  
Alex Mitchell, Director of Photography  
Chris Duncan, Editor  
Rob Beadle, Colorist  
Abbott Miller, Sound Design  
Steve Ouimette, Music Composition  
Mark Deyer, Director, Social Media  
Amy Ortega, Sr. Manager, Content Production & Strategy  
Diana Adams, Social Media Campaign Manager



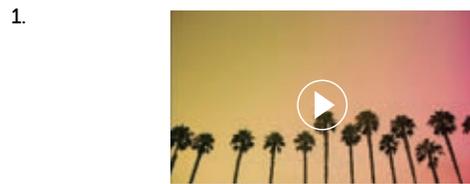
1. Award: **BRONZE AWARD**  
 Entrant: **The James Agency**  
 Advertiser: Travel Costa Mesa  
 Title: Travel Costa Mesa Branded Video  
 Credits: Adam Hansen, Senior Copywriter  
 Shane Tang, Creative Director

2. Award: **BRONZE AWARD**  
 Entrant: **Quantum Leap Productions, Inc.**  
 Advertiser: Ithaca Children's Garden  
 Title: Ithaca Children's Garden  
 Credits: William Davis, Producer  
 William Davis, Director  
 William Davis, Director of Photography  
 William Davis, Editor  
 Jacob Mroczek, Sound and 2nd Camera

**60 BRANDED CONTENT & ENTERTAINMENT –  
 NON-BROADCAST**

3. Award: **SILVER AWARD**  
 Entrant: **VIZTEK Studios**  
 Advertiser: Los Angeles Clippers  
 Title: Team Entrance Video  
 Credits: Wesley Galvin, Partner  
 Nat Galvin, Partner  
 Sisco Estrada, Creative Director  
 Daniel Casados, Executive Producer  
 Chris Cunanan, Executive Producer  
 Roman Arrola, Director  
 Freddy Duarte, Director of Production  
 Brad Dunn, Assistant Camera

4. Award: **BRONZE AWARD**  
 Entrant: **True Story Films**  
 Advertiser: Arizona State University Athletics  
 Title: ASU Basketball "Here We Come"  
 Credits: Cary Truelick, Director  
 Rob Beadle, Director  
 Sam Woosley, Photography  
 Copper Post, Post Production  
 Manny Rios, Visual Effects  
 Jesse Stormer, 3D  
 AMP Studios, Sound Design



## 63 IN-THEATRE COMMERCIALS OR SLIDES

1. Award: **BRONZE AWARD**  
Entrant: **ANDERSON Advertising**  
Advertiser: Oregano's Pizza Bistro  
Title: Let's All Go to Oregano's  
Credits: Aaron Castiglione, Creative Director  
Justin Gagen, Motion Graphics & Video Editor  
Dustin Perrotti, Art Director  
Laurie SantaLucia, Account Director  
Taryn Brandel, Account Coordinator  
Arlyn Stotts, Copywriter & Voice Talent

## 67 PUBLIC SERVICE RADIO

2. Award: **SILVER AWARD**  
Entrant: **Zion & Zion**  
Advertiser: Donate Life Arizona  
Title: Pho  
Credits: Doug Anderson, Writer  
Ken Spera, Creative Director  
Holly Dill, Account Director

1.

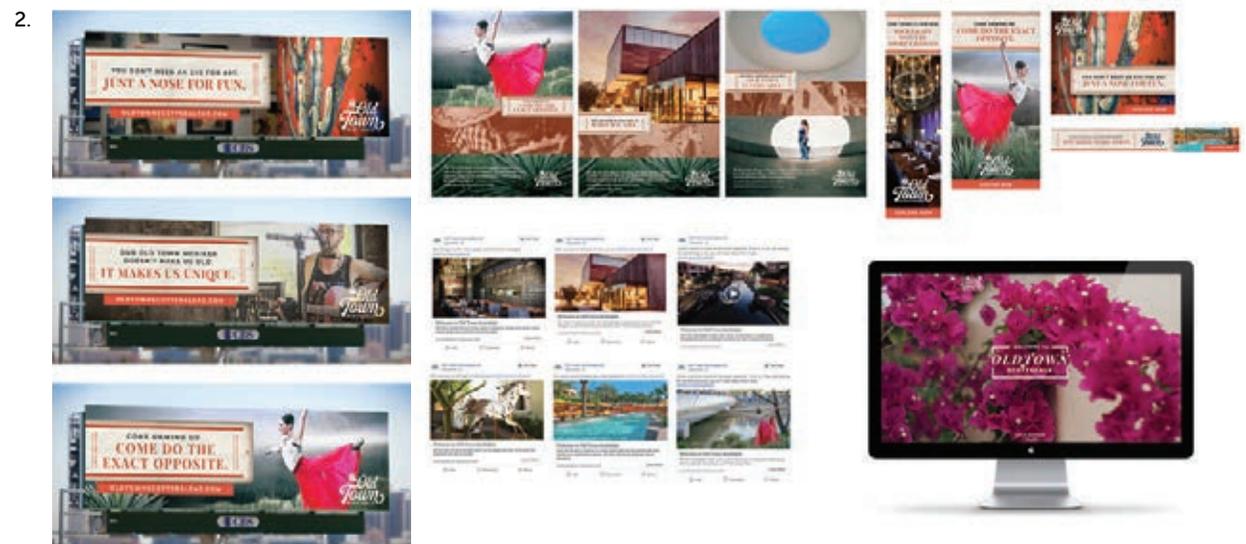


# CROSS PLATFORM

## 72C INTEGRATED ADVERTISING CAMPAIGNS - CONSUMER CAMPAIGN-LOCAL

1. Award: **GOLD AWARD**  
 Entrant: **Grand Canyon Education**  
 Advertiser: Grand Canyon University  
 Title: GCU Feel The Thunder Campaign  
 Credits: Chad Wilson, Creative Director  
 Kristin Fisher, Art Director  
 Kyle Dreher, Illustrator & Motion Graphics/ Animation  
 Brandon Sullivan, Photographer  
 Keith McCord, Sr. Graphic Designer  
 Jake Jackson, Videographer & Editor  
 Gina Sandoz, Videographer  
 Aaron Stanley, Videographer  
 Scott McDonald, Videographer

2. Award: **GOLD AWARD**  
 Entrant: **HAPI**  
 Advertiser: Scottsdale Tourism and Events Department  
 Title: Old Town Scottsdale Rebrand  
 Credits: Jason Hackett, Creative Director / Copywriter  
 Mike Vera, Art Director  
 Chris Crosby, Art Director  
 Sydni Alaniz, Art Director  
 Danny Stoeller, Director of Strategy and Account Supervision



1. Award: **GOLD AWARD**  
 Entrant: **LaneTerraLever**  
 Advertiser: Arizona Center for Nature Conservation  
 Title: Bugs. Big Bugs!  
 Credits: Ian Barry, Chief Creative Officer  
 Matt Sicko, Vice President, Creative Director  
 Ben Bonnan, Vice President, Creative Director  
 Keith Nielsen, Senior Production Artist  
 Christina Nguyen, Executive Producer  
 Ben Tsai, Vice President, Account Director  
 Kacie Vehon, Project Manager  
 Raj Dubey, Senior Director of Development & Infrastructure  
 Bob Carey, Photographer  
 Carsten Steinhausen, Retouch Artist  
 Linda Carey, Executive Producer  
 Mara Margaillan, Line Producer  
 Adnan Muhammad, Developer



2. Award: **GOLD AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Fast Play Integrated Campaign  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter  
 Cristian Hernandez, Junior Designer  
 Claudia Santana, Production Artist  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Noelle Hobaica, Account Coordinator  
 Ronda Parker, Senior Producer  
 Ron Sussman, Editor  
 Nichole Kizer, Color  
 AE Media, Sound Design  
 Megan Conner, Senior Public Relations Executive



1. Award: **GOLD AWARD**  
 Entrant: **R&R Partners**  
 Advertiser: Barrow Health & Wealth Raffle  
 Title: There's No Way to Lose  
 Credits: Scott Murray, GCD  
 Julie Shanahan, ACD  
 Greg King, ACD  
 Sydney Crabtree, Designer  
 Danita Collazo, Senior Producer  
 Melinda Langdon, Brand Supervisor  
 Melissa Pozniak, Project Manager  
 Travis Turley, Senior Editor  
 Tyler Packard, Senior Videographer



2. Award: **GOLD AWARD**  
 Entrant: **Zion & Zion**  
 Advertiser: Pita Jungle  
 Title: Love Birds  
 Credits: Ken Spera, Creative Director  
 Doug Anderson, Writer  
 Holly Dill, Account Director  
 Rich Carhuayo, Editor



3. Award: **SILVER AWARD**  
 Entrant: **Arizona State University**  
 Advertiser: ASU Enterprise Marketing Hub  
 Title: Sun Devil Football 2018 Ad Campaign  
 Credits: Jill Andrews, Managing Director  
 Becky Parke, Senior Associate Athletic Director  
 Kate Janczewski, Associate Athletic Director Digital Media and Communications  
 Lindsay Kinkade, Senior Director, Design  
 Danielle Knotts, Art Director  
 Blair Bunting, Photographer  
 Justin Crabtree, Assistant Design Director  
 Tim Struck, Graphic Designer  
 Jason Guy, Graphic Designer



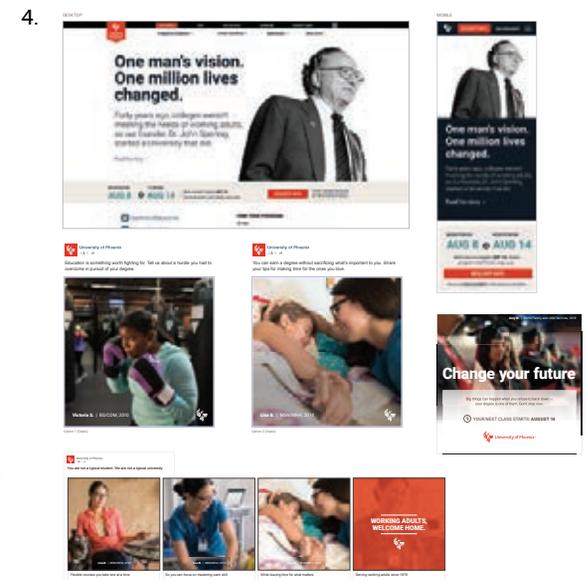
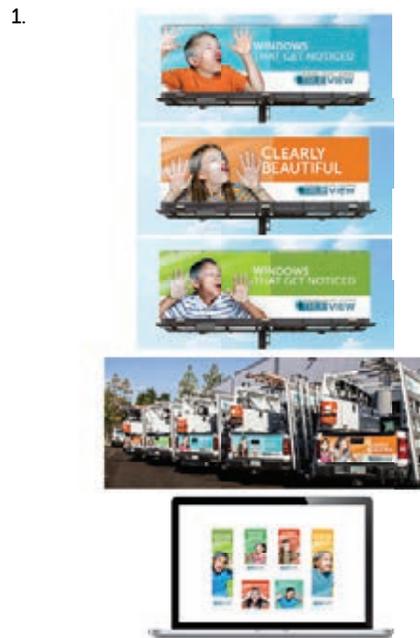
1. Award: **SILVER AWARD**  
 Entrant: **Zion & Zion**  
 Advertiser: True View  
 Title: True View Campaign  
 Credits: Tori Hauser, Art Director  
 Doug Anderson, Writer

**72D INTEGRATED ADVERTISING CAMPAIGNS - CONSUMER CAMPAIGN-NATIONAL**

2. Award: **GOLD AWARD**  
 Entrant: **AWE Collective**  
 Advertiser: Zia Records  
 Title: Zombie Month  
 Credits: Ty James Largo, Creative Director  
 Shelby Rinke, Designer, Illustrator  
 Miles McDermott, Designer

3. Award: **GOLD AWARD**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: National Parks Service Campaign  
 Credits: Dan Shewmaker, Senior Art Director  
 Hannah Heisler, Graphic Designer  
 Ashely Duncan, Production Artist  
 Sara Arnold, Senior Copywriter  
 Steven Miller, Account Manager  
 Sam Allen, Account Executive

4. Award: **GOLD AWARD**  
 Entrant: **University of Phoenix**  
 Advertiser: University of Phoenix  
 Title: Changing the System  
 Credits: Claudia Provenico, Associate Creative Director  
 Chris Balter, Associate Creative Director  
 Liz Magura, Associate Creative Director  
 Dante Dimabuyu, Sr. Art Director  
 Nick Esquer, Copywriter  
 Bebo Hajec, Copywriter  
 David Matteson, Sr. Designer  
 Shadi Mirza, Sr. Copywriter  
 Dominic Patrick, Sr. Web Designer  
 Jeff Preston, VP, Executive Creative Director  
 180LA, Agency of Record



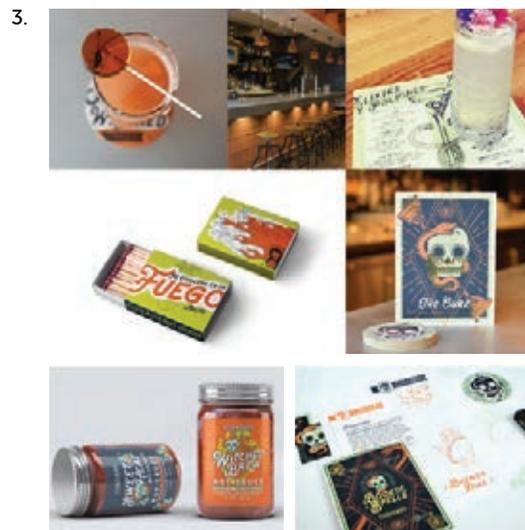
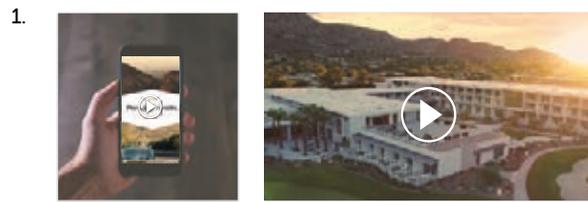
1. Award: **BRONZE AWARD**  
 Entrant: **The James Agency**  
 Advertiser: Mountain Shadows  
 Title: Mountain Shadows Campaign  
 Credits: Hallie Bolonkin, Production Manager  
 Jamie Britton, Director of Brand Development  
 Darren Simoes, Art Director  
 Adam Hansen, Senior Copywriter  
 Shane Tang, Creative Director

**73 INTEGRATED BRAND IDENTITY CAMPAIGN - LOCAL OR REGIONAL/NATIONAL**

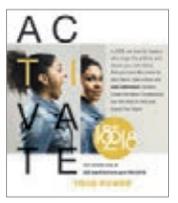
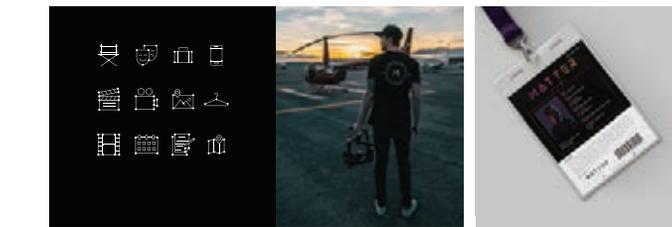
2. Award: **GOLD AWARD**  
 Entrant: **EME Design Studio**  
 Advertiser: Boxha Coffee House  
 Title: Boxha Branding  
 Credits: Ana Ruiz, Art Director, Illustrator, Designer  
 Joel Martinez, Creative Director

3. Award: **GOLD AWARD**  
 Entrant: **EME Design Studio**  
 Advertiser: Curadero  
 Title: Curadero  
 Credits: Andrea Portillo, Art Director, Illustrator, Designer  
 Joel Martinez, Creative Director

4. Award: **GOLD AWARD**  
 Entrant: **EME Design Studio**  
 Advertiser: Wondor  
 Title: Wondor  
 Credits: Francisco Arrieta, Art Director, Designer  
 Joel Martinez, Creative Director



1. Award: **GOLD AWARD**  
 Entrant: **Matter Films**  
 Advertiser: Matter Films  
 Title: Matter Brand  
 Credits: Veda Nagpurkar, Art Director/Designer  
 Jose Duran, Illustrator  
 Felix Armenta, Creative Director  
 Matt Moore, Chief Creative Officer
  
2. Award: **GOLD AWARD**  
 Entrant: **RIESTER**  
 Advertiser: Citizens Clean Elections Commission  
 Title: CCEC "18in2018" Campaign  
 Credits: Tom Ortega, Chief Creative Officer  
 Alan Perkel, Chief Digital Officer  
 Benjamin Dveirin, Associate Creative Director  
 Christina Borrego, Director of PR and Multi-Cultural Relations  
 Aaron Smitthipong, Director, Digital  
 Bernadette Smith, Content and User Experience Strategist  
 Andrew Enzweiler, Motion Designer  
 Aaron Cain, Digital Art Director  
 Azalia Felipe, Senior Designer  
 Liz Rogers, Copywriter  
 Amy Delaney, Copywriter  
 Samara Byrne, Sr. Content Producer  
 Bill Robbins, Print Producer and Art Buyer  
 Hayley Shanks, Social Media Manager  
 Greg Trotter, Senior Digital Designer  
 Ryan Wheelock, Senior Project Manager  
 MP Media, Production  
 Lauren Lee, Muralist
  
3. Award: **SILVER AWARD**  
 Entrant: **VIZTEK Studios**  
 Advertiser: Penguin Air & Plumbing  
 Title: Branding & Collateral  
 Credits: Wesley Galvin, Partner  
 Nat Galvin, Partner  
 Sisco Estrada, Creative Director  
 Brian Hostetler, Assistant Creative Director  
 Wade Rusk, Executive Producer  
 Will Hallett, Executive Producer  
 Melissa Cisneros, Producer



1. Award: **BRONZE AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: Dazzle Dry  
 Title: Dazzle Dry  
 Credits: Louie Moses, Executive Creative Director  
 Albert Barroso, Associate Creative Director  
 Matt Fischer, Creative Director  
 Katie Bravo, Copywriter



**74 INTEGRATED BRANDED CONTENT CAMPAIGN – LOCAL OR REGIONAL/NATIONAL**

1. Award: **GOLD AWARD**  
 Entrant: **AIGA Arizona**  
 Advertiser: AIGA Arizona  
 Title: Phoenix Design Week 2018  
 Credits: Jenn Monroy, Phoenix Design Week Director  
 Hanna Norris, Phoenix Design Week Project Manager  
 Matt Adams, Phoenix Design Week Web and Community Events Director  
 Kathy Morgan, Phoenix Design Week Best of 2018 Coordinator  
 J. Jason Smith, Creative Director, Magnetry  
 Taylor Schlaback, Senior Art Director, Magnetry  
 Ruben Jauregui, Senior Art Director, Magnetry  
 Danny Upshaw, Motion Designer, Magnetry  
 Katie Sutton, Designer, Magnetry  
 Sean Johnson, Developer, Magnetry  
 Justin Kaminsky, Motion Design Intern, Magnetry  
 Jason Camiolo, Video Sound, Original Score, Audio Engine  
 Kyle Larkin, AIGA Arizona President  
 Kris Corter / Sarah Hough / Daniel Sagradraca, Communications and Social Media Coordinators  
 Beth Cochran / Breanne Prager, Public Relations, WiredPR  
 Nicole Matt, Business Development, Prisma  
 Amy Pierson, Sales Executive, Prisma  
 Amy Robinson, AIGA Arizona Vice President  
 Brian Stevens, Phoenix Design Week Logistics Coordinator

1.



## 75 ONLINE/INTERACTIVE CAMPAIGN

1. Award: **GOLD AWARD**  
 Entrant: **R&R Partners**  
 Advertiser: Barrow Health & Wealth Raffle  
 Title: There's No Way to Lose  
 Credits: Scott Murray, GCD  
 Julie Shanahan, ACD  
 Greg King, ACD  
 Sydney Crabtree, Designer  
 Danita Collazo, Senior Producer  
 Melinda Langdon, Brand Supervisor  
 Melissa Pozniak, Project Manager  
 Travis Turley, Senior Editor  
 Tyler Packard, Senior Videographer

1.



2.

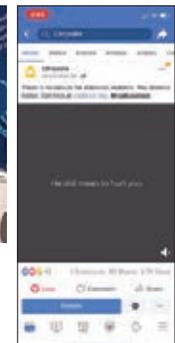
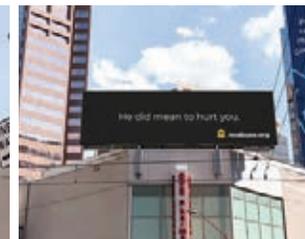
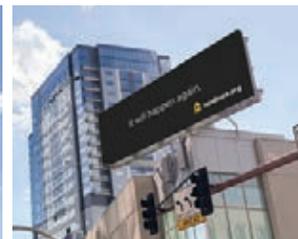


## 76 INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

2. Award: **GOLD AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: City of Phoenix  
 Title: T2050  
 Credits: Louie Moses, Executive Creative Director  
 Albert Barroso, Associate Creative Director  
 Matt Fischer, Creative Director  
 Katie Bravo, Copywriter  
 Overlap Interactive, Development

3. Award: **GOLD AWARD**  
 Entrant: **R&R Partners**  
 Advertiser: Chrysalis  
 Title: No Excuse for Domestic Violence  
 Credits: Scott Murray, GCD  
 Julie Shanahan, ACD  
 Greg King, ACD  
 Randy Heil, Senior Designer  
 Mallory Miranda, Brand Supervisor  
 Lauren Coffman, Project Supervisor  
 Katie Fischer, Senior Channel Strategist

3.



1. Award: **SILVER AWARD**  
 Entrant: **Off Madison Ave**  
 Advertiser: Maricopa Association of Governments  
 Title: Don't Trash AZ  
 Credits: Dan Shewmaker, Senior Art Director  
 Sara Arnold, Senior Copywriter  
 Hannah Heisler, Graphic Designer  
 Kat Menze, Digital Art Director  
 Ashley Duncan, Production Artist



2. Award: **BRONZE AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: Valley Metro  
 Title: Suns - Talking Stick Resort Arena  
 Credits: Louie Moses, Executive Creative Director  
 Matt Fischer, Creative Director  
 Albert Barroso, Associate Creative Director  
 Katie Bravo, Copywriter



3. Award: **BRONZE AWARD**  
 Entrant: **Zion & Zion**  
 Advertiser: Donate Life Arizona  
 Title: Pho  
 Credits: Doug Anderson, Writer  
 Ken Spera, Creative Director  
 Holly Dill, Account Director



# ELEMENTS OF ADVERTISING

## 79 COPYWRITING

- Award:** **GOLD AWARD**

**Entrant:** **Moses Inc**

**Advertiser:** Dazzle Dry

**Title:** Dazzle Dry

**Credits:** Louie Moses, Executive Creative Director  
Albert Barroso, Associate Creative Director  
Matt Fischer, Creative Director  
Katie Bravo, Copywriter
- Award:** **GOLD AWARD**

**Entrant:** **R&R Partners**

**Advertiser:** Chrysalis

**Title:** No Excuse for Domestic Violence

**Credits:** Scott Murray, GCD  
Julie Shanahan, ACD  
Greg King, ACD  
Randy Heil, Senior Designer  
Mallory Miranda, Brand Supervisor  
Lauren Coffman, Project Supervisor  
Katie Fischer, Senior Channel Strategist
- Award:** **SILVER AWARD**

**Entrant:** **Commit Agency**

**Advertiser:** MedAvail Technologies

**Title:** Spot Rx Branding

**Credits:** Heidi Anderson, Senior Copywriter  
Lanny Ward, Creative Director
- Award:** **BRONZE AWARD**

**Entrant:** **ANDERSON Advertising**

**Advertiser:** Desert Federal Credit Union

**Title:** School's Out Super Bowl Spot

**Credits:** Aaron Castiglione, Creative Director  
Arlyn Stotts, Copywriter  
Dustin Perrotti, Art Director  
Justin Gagen, Art Director  
Adrianna Dalpiaz, Vice President, Account Services  
Laurie SantaLucia, Account Director  
Laura Girard, Director of Media Services  
Bob Giammarco, Executive Producer  
Ze'ev Waismann, Director  
Mic Waugh, Director of Photography



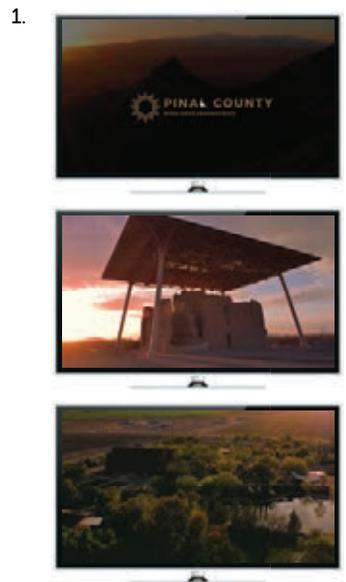
1. Award: **BRONZE AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: Pinal County  
 Title: Pinal County  
 Credits: Louie Moses, Executive Creative Director  
 Matt Fischer, Creative Director  
 Katie Bravo, Copywriter  
 Willan House, Video Production

**80 LOGO DESIGN**

2. Award: **SILVER AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: North Pole Experience  
 Title: Klauswerks  
 Credits: Louie Moses, Executive Creative Director  
 Matt Fischer, Creative Director  
 Albert Barroso, Associate Creative Director

3. Award: **SILVER AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: Oasis Dispensary  
 Title: Oasis Dispensary  
 Credits: Louie Moses, Executive Creative Director  
 Albert Barroso, Associate Creative Director  
 Matt Fischer, Creative Director

4. Award: **SILVER AWARD**  
 Entrant: **Moses Inc**  
 Advertiser: Bearfoot Theory  
 Title: Open Roads Festival  
 Credits: Louie Moses, Executive Creative Director  
 Matt Fischer, Creative Director  
 Katie Bravo, Copywriter  
 Albert Barroso, Associate Creative Director



- Award:** SILVER AWARD

**Entrant:** ReThinc Advertising

**Advertiser:** Eco Chic Consignment

**Title:** My Sister's Attic

**Credits:** Marisa Fugleberg, Graphic Designer  
Erin Redd, Design Director  
Jordon Roberts, Creative Director  
Stephanie Olsen, Account Director
- Award:** SILVER AWARD

**Entrant:** ReThinc Advertising

**Advertiser:** Eco Chic Consignment

**Title:** My Sister's Closet

**Credits:** Marisa Fugleberg, Graphic Designer  
Erin Redd, Design Director  
Jordon Roberts, Creative Director  
Stephanie Olsen, Account Director
- Award:** BRONZE AWARD

**Entrant:** BIG YAM, The Parsons Agency

**Advertiser:** ForeBatten Foundation

**Title:** ForeBatten Foundation

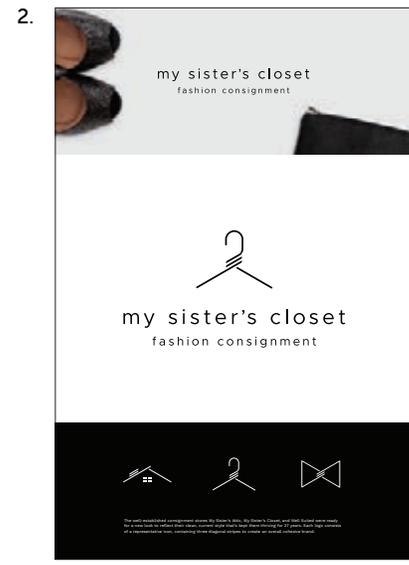
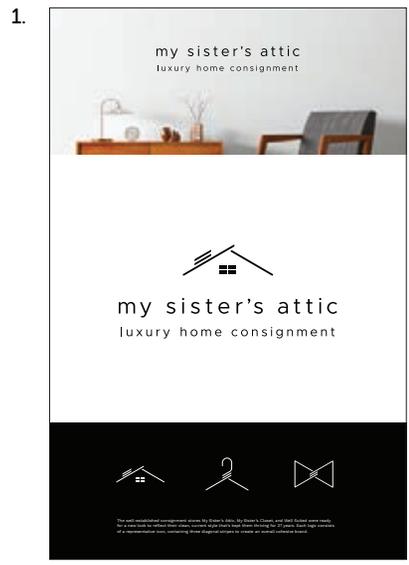
**Credits:** Shanley Jue, Creative Direction  
Katie Ely, Graphic Design  
Shakira Morgan, Account Direction
- Award:** BRONZE AWARD

**Entrant:** The James Agency

**Advertiser:** Loft + Manor

**Title:** Loft + Manor - Logo

**Credits:** Shane Tang, Creative Director  
Darren Simoes, Art Director  
Jamie Britton, Director of Brand Development  
Adam Hansen, Senior Copywriter



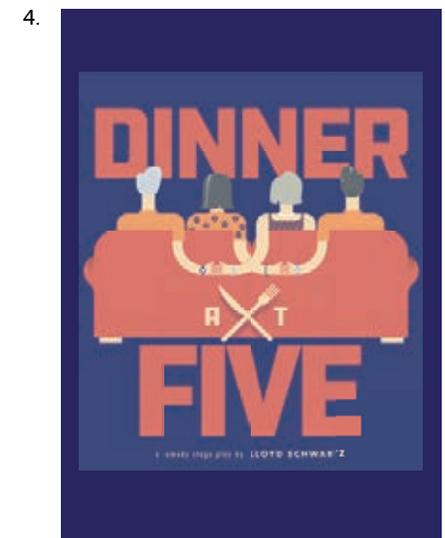
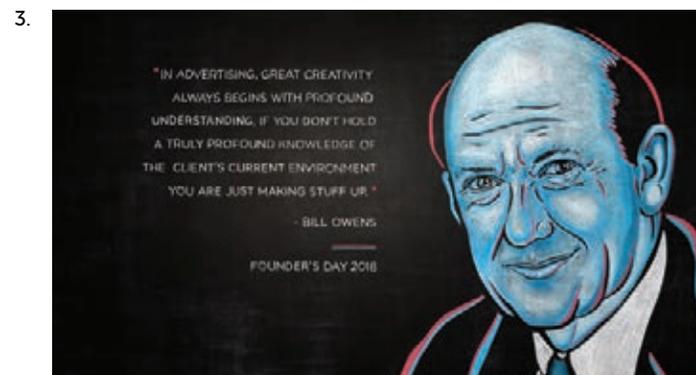
1. Award: **BRONZE AWARD**  
 Entrant: **Zion & Zion**  
 Advertiser: Anticus  
 Title: Anticus Logo  
 Credits: Keila Dezeeuw, Designer  
 Ken Spera, Creative Director  
 Laryssa Simpson, Account Manager

**82A ILLUSTRATION - SINGLE**

2. Award: **GOLD AWARD**  
 Entrant: **LAVIDGE**  
 Advertiser: LAVIDGE  
 Title: LAVIDGE Work Smart Illustration  
 Credits: Bob Case Illustrator/Chief Creative Officer  
 Sandra Torre, CFO

3. Award: **GOLD AWARD**  
 Entrant: **OH Partners**  
 Advertiser: OH Partners  
 Title: OH Partners Founders Day Chalk Wall  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Jose Duran, Graphic Designer/Illustrator  
 Jaimie Beazer, Graphic Designer  
 Jose Ruvalcaba, Graphic Designer  
 Alex Mayes, Project Manager

4. Award: **SILVER AWARD**  
 Entrant: **ReThink Advertising**  
 Advertiser: Tempe Center for the Arts  
 Title: Dinner at Five  
 Credits: Jordon Roberts, Creative Director  
 Erin Redd, Design Director  
 Stephanie Olsen, Account Director



Dinner at Five is a play that draws on the common history of two long-related concepts in that it finds humor in looking at the idea of having dinner. This illustration captures the feeling of that idea - the combination of having dinner and what's really going on behind the scenes.

1. Award: **SILVER AWARD**  
 Entrant: **VIZTEK Studios**  
 Advertiser: Penguin Air & Plumbing  
 Title: Waddles Concept Art  
 Credits: Wesley Galvin, Partner  
 Nat Galvin, Partner  
 Sisco Estrada, Creative Director  
 Wade Rusk, Executive Producer  
 Will Hallett, Executive Producer

**82B ILLUSTRATION - SERIES**

2. Award: **GOLD AWARD**  
 Entrant: **Off Madison Ave**  
 Advertiser: Arizona Office of Tourism  
 Title: National Parks Services Poster Campaign  
 Credits: Dan Shewmaker, Senior Art Director  
 Hannah Heisler, Graphic Designer
3. Award: **SILVER AWARD**  
 Entrant: **AWE Collective**  
 Advertiser: Iselle  
 Title: Iselle  
 Credits: Ty James Largo, Creative Director  
 Shelby Rinke, Illustrator

**83D STILL PHOTOGRAPHY - CAMPAIGN**

4. Award: **GOLD AWARD**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Parsons Xtreme Golf  
 Title: PXG Apparel Photoshoot  
 Credits: Shanley Jue, Creative Direction  
 Geo Vieira, Art Direction



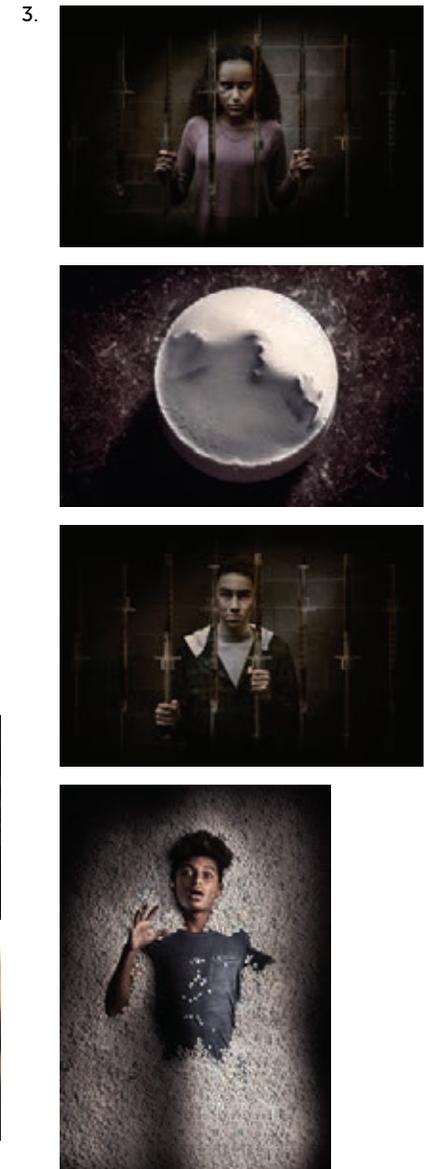
1. Award: **GOLD AWARD**  
 Entrant: **LaneTerraLever**  
 Advertiser: Arizona Center for Nature Conservation  
 Title: Bugs. Big Bugs! Photography  
 Credits: Ian Barry, Chief Creative Officer  
 Ben Bonnan, Vice President, Creative Director  
 Matt Sicko, Vice President, Creative Director  
 Christina Nguyen, Executive Producer  
 Ben Tsai, Vice President, Account Director  
 Lauren Karmann, Account Manager  
 Bob Carey, Photographer  
 Carsten Steinhausen, Retouch Artist  
 Linda Carey, Executive Producer  
 Mara Margaillan, Line Producer



2. Award: **SILVER AWARD**  
 Entrant: **LaneTerraLever**  
 Advertiser: Golden Entertainment, Inc.  
 Title: Top of the World Photography  
 Credits: Ian Barry, Chief Creative Officer  
 Ben Bonnan, Vice President, Creative Director  
 Christina Nguyen, Executive Producer  
 Tessa Hudson, Art Director  
 Jessica Quint, Associate Producer  
 KJ Jaramillo, Group Account Director  
 Paul Ross Jones, Photographer  
 Gavin McGregor, First Assist



3. Award: **SILVER AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Department of Health Services  
 Title: Getting Out  
 Credits: Matt Moore, Chief Creative Officer  
 Frank Ippolito, Senior Creative Director  
 Veda Nagpurkar, Art Director  
 Brandon Sullivan, Photographer



## 84A ART DIRECTION - SINGLE

- Award: **GOLD AWARD**  
Entrant: **ANDERSON Advertising**  
Advertiser: Desert Federal Credit Union  
Title: School's Out Super Bowl Spot  
Credits: Aaron Castiglione, Creative Director  
Arlyn Stotts, Copywriter  
Dustin Perrotti, Art Director  
Justin Gagen, Art Director  
Adrianna Dalpiaz, Vice President, Account Services  
Laurie SantaLucia, Account Director  
Laura Girard, Director of Media Services  
Bob Giammarco, Executive Producer  
Ze'ev Waismann, Director  
Mic Waugh, Director of Photography
- Award: **GOLD AWARD**  
Entrant: **OH Partners**  
Advertiser: Gila River Hotels and Casinos  
Title: Fantasy Map  
Credits: Matt Moore, Chief Creative Officer  
Clay James, Creative Director  
Megan Golab, Art Director  
WeMonster, Post-production
- Award: **SILVER AWARD**  
Entrant: **OH Partners**  
Advertiser: Southwest Human Development  
Title: Little Free Libraries  
Credits: Matt Moore, Chief Creative Officer  
Veda Nagpurkar, Art Director  
Sam Lowy, Copywriter  
Michael Rausch, Production Manager - MATTER Films  
Gerry Kubek, Account Supervisor

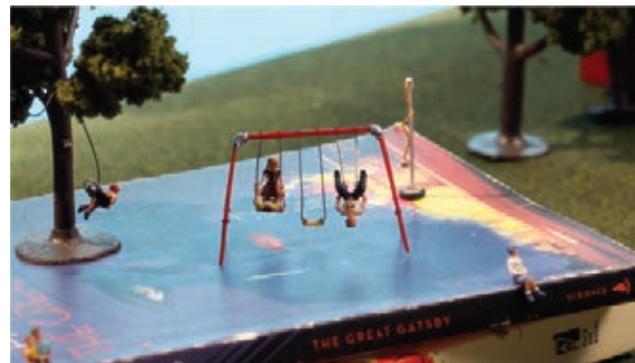
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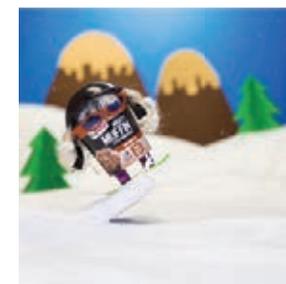
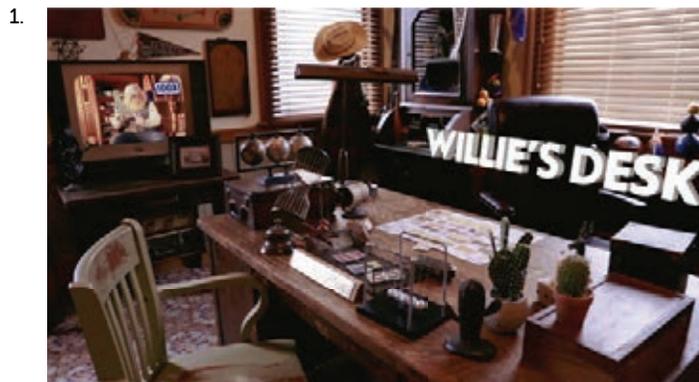
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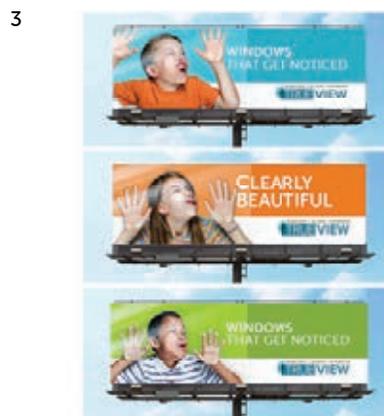


1. Award: **BRONZE AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: Capitol Museum Gives Back Exhibit  
 Credits: Matt Moore, Chief Creative Officer  
 Ken Phox, Creative Director  
 Adam Garcia, Senior Art Director  
 Sam Lowy, Copywriter  
 Cristian Hernandez, Junior Designer  
 Claudia Santana, Production Artist  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account Executive  
 Noelle Hobaica, Account Coordinator  
 Scotty Cummings, Project Manager  
 Megan Conner, Senior Public Relations Executive



**84B ART DIRECTION - CAMPAIGN**

2. Award: **SILVER AWARD**  
 Entrant: **OH Partners**  
 Advertiser: FlapJacked  
 Title: Flavor of the Month  
 Credits: Matt Moore, Chief Creative Officer  
 Felix Armenta, Assistant Creative Director  
 Ivan Galaz, Art Director  
 Jose Duran, Graphic Designer/Illustrator  
 Sebastian Obando, Project Manager



## 85A CINEMATOGRAPHY - SINGLE

- Award: **GOLD AWARD**  
Entrant: **Matter Films**  
Advertiser: Lifestyle Development Co  
Title: Cabo Del Sol Brand Film  
Credits: Brandon Barnard, Director  
Kyle Gilbert, Assistant Director  
Kyle Gilbert, Producer  
Brandon Barnard, DP  
Brandon Barnard, Editor  
Nikki Kizer, Color  
Jason Camiolo, Audio
- Award: **SILVER AWARD**  
Entrant: **ANDERSON Advertising**  
Advertiser: Desert Federal Credit Union  
Title: School's Out Super Bowl Spot  
Credits: Aaron Castiglione, Creative Director  
Arlyn Stotts, Copywriter  
Dustin Perrotti, Art Director  
Justin Gagen, Art Director  
Adrianna Dalpiaz, Vice President, Account Services  
Laurie SantaLucia, Account Director  
Laura Girard, Director of Media Services  
Bob Giammarco, Executive Producer  
Ze'ev Waismann, Director  
Mic Waugh, Director of Photography

1.



2.



1. Award: **SILVER AWARD**  
 Entrant: **LaneTerraever**  
 Advertiser: Lufthansa Aviation Training USA, Inc.  
 Title: A New Flight Path  
 Credits: Ian Barry, Chief Creative Officer  
 Ben Bonnan, Vice President, Creative Director  
 Christina Nguyen, Executive Producer  
 Diana Martinez, Copywriter  
 Jamie Abbruscato, Group Account Director  
 Riley Thompson, Project Manager  
 Gabriela Marrama, Junior Content Marketing Coordinator  
 RJ Collins, Director  
 Nico Aguilar, Cinematographer  
 Jon Wang, First Assist Camera  
 Bryan Smaller, Colorist



2. Award: **BRONZE AWARD**  
 Entrant: **BIG YAM, The Parsons Agency**  
 Advertiser: Parsons Xtreme Golf  
 Title: GEN2 Irons  
 Credits: Shanley Jue, Creative Direction  
 Gary Ludolph, Art Direction  
 Josh Schweser, Art Direction  
 Bob Parsons, Script/VO  
 Fabio Apelbaum, Post Production  
 Brian Huddleston, Account Direction



3. Award: **BRONZE AWARD**  
 Entrant: **Matter Films**  
 Advertiser: The Heavy Pedal  
 Title: Heavy Pedal - Downtown  
 Credits: Brandon Barnard, Director  
 Kyle Gilbert, Assistant Director  
 Michael Rausch, Producer  
 Brandon Barnard, DP  
 Michael Rausch, Editor  
 Nikki Kizer, Color  
 Matter Films, Production and Audio



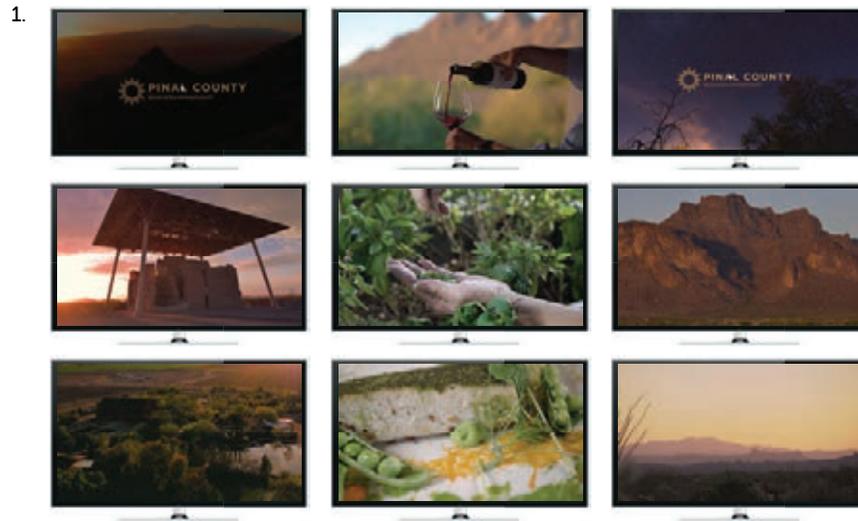
## 85B CINEMATOGRAPHY - CAMPAIGN

1. Award: **BRONZE AWARD**  
Entrant: **Moses Inc**  
Advertiser: Pinal County  
Title: Pinal County  
Credits: Louie Moses, Executive Creative Director  
Matt Fischer, Creative Director  
Katie Bravo, Copywriter  
Willan House, Video Production

## 86A ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS - ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS

2. Award: **GOLD AWARD**  
Entrant: **Le Debut Animation**  
Advertiser: Bookroo.com  
Title: Bookroo - Raising Readers  
Credits: Blake Johnson, Creative Director  
Mike Mercer, Art Director

3. Award: **SILVER AWARD**  
Entrant: **Copper Post**  
Advertiser: ASU Basketball  
Title: "Here We Come"  
Credits: Rob Beadle, VFX Supervisor/Editor/  
Colorist  
LeeAnn Cone, Assistant Editor  
Jesse Stormer, 3D/Compositor  
Emmanuel Rios, 3D/Compositor  
True Story Films, Production  
AMP Studios AZ, Sound Design



1. Award: **BRONZE AWARD**  
Entrant: **VIZTEK Studios**  
Advertiser: Penguin Air & Plumbing  
Title: Does Your AC Make Snow?  
Credits: Wesley Galvin, Partner  
Nat Galvin, Partner  
Sisco Estrada, Creative Director  
Wade Rusk, Executive Producer  
Will Hallet, Producer  
Melissa Cisneros, Producer  
Dianna Bayles, Producer

2. Award: **BRONZE AWARD**  
Entrant: **VIZTEK Studios**  
Advertiser: Penguin Air & Plumbing  
Title: Downtown Penguin  
Credits: Wesley Galvin, Partner  
Nat Galvin, Partner  
Sisco Estrada, Creative Director  
Wade Rusk, Executive Producer  
Will Hallett, Executive Producer  
Melissa Cisneros, Producer  
Dianna Bayles, Producer

3. Award: **BRONZE AWARD**  
Entrant: **VIZTEK Studios**  
Advertiser: Milwaukee Brewers  
Title: Stadium Graphics Package  
Credits: Wesley Galvin, Founder  
Nat Galvin, Partner  
Sisco Estrada, Creative Director  
David Mayzis, Assistant Creative Director  
Deron Anderson, Executive Producer  
Dianna Bayles, Producer



## 86B ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS - CGI

- Award: **GOLD AWARD**  
Entrant: **Copper Post**  
Advertiser: ASU Athletics  
Title: "Stomp the Bus"  
Credits: Rob Beadle, Director/VFX Supervisor  
Jesse Stormer, Lead 3D/Compositor  
Emmanuel Rios, 3D/Compositor  
True Story Films, Production  
AMP Studios AZ, Sound Design
- Award: **BRONZE AWARD**  
Entrant: **VIZTEK Studios**  
Advertiser: Penguin Air & Plumbing  
Title: Waddles the Penguin  
Credits: Wesley Galvin, Partner  
Nat Galvin, Partner  
Sisco Estrada, Creative Director  
Wade Rusk, Executive Producer  
Will Hallett, Executive Producer

## 87 - VIDEO EDITING

- Award: **SILVER AWARD**  
Entrant: **Copper Post**  
Advertiser: ASU Basketball  
Title: "Here We Come"  
Credits: Rob Beadle, VFX Supervisor/Editor/  
Colorist  
LeeAnn Cone, Assistant Editor  
Jesse Stormer, 3D/Compositor  
Emmanuel Rios, 3D/Compositor  
True Story Films, Production  
AMP Studios AZ, Sound Design

1.



2.



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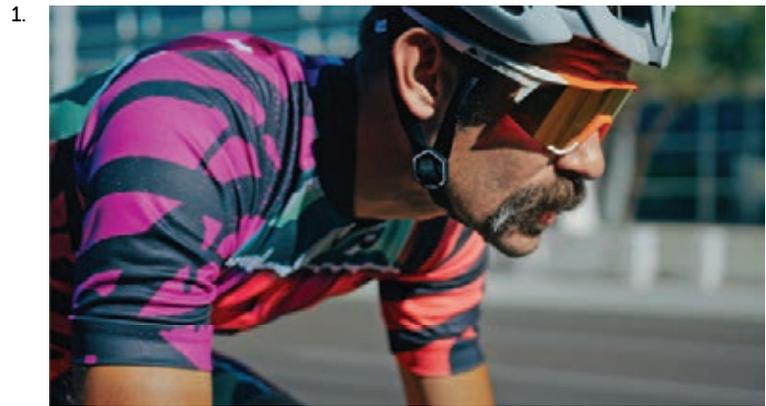


1. Award: **BRONZE AWARD**  
 Entrant: **Matter Films**  
 Advertiser: The Heavy Pedal  
 Title: Heavy Pedal - Downtown  
 Credits: Brandon Barnard, Director  
 Kyle Gilbert, Assistant Director  
 Michael Rausch, Producer  
 Brandon Barnard, DP  
 Michael Rausch, Editor  
 Nikki Kizer, Color  
 Matter Films, Audio

**88B MUSIC - MUSIC WITH LYRICS**

2. Award: **SILVER AWARD**  
 Entrant: **ANDERSON Advertising**  
 Advertiser: Oregano's Pizza Bistro  
 Title: Let's All Go to Oregano's  
 Credits: Aaron Castiglione, Creative Director  
 Justin Gagen, Motion Graphics & Video  
 Editor  
 Dustin Perrotti, Art Director  
 Laurie SantaLucia, Account Director  
 Taryn Brandel, Account Coordinator  
 Arlyn Stotts, Copywriter & Voice Talent

3. Award: **SILVER AWARD**  
 Entrant: **OH Partners**  
 Advertiser: Arizona Lottery  
 Title: \$215 Million Cash Explosion  
 Credits: Matt Moore, Chief Creative Officer  
 Sam Lowy, Copywriter  
 Ken Phox, Creative Director  
 Dawn Kemmer, Account Director  
 Chelsea Smeland, Senior Account  
 Executive  
 Noelle Hobaica, Account Coordinator  
 Ronda Parker, Senior Producer  
 AE Media, Sound Design



## 89 VOICEOVER TALENT

- Award:** **GOLD AWARD**  
**Entrant:** **ANDERSON Advertising**  
**Advertiser:** Oregano's Pizza Bistro  
**Title:** Eat Big  
**Credits:** Aaron Castiglione, Creative Director  
Laurie SantaLucia, Account Director  
Taryn Brandel, Account Coordinator  
Mikaela Wolf, Digital Media Specialist  
Arlyn Stotts, Copywriter & Voice Talent
- Award:** **BRONZE AWARD**  
**Entrant:** **Zion & Zion**  
**Advertiser:** Pita Jungle  
**Title:** Love Letter  
**Credits:** Doug Anderson, Writer  
Ken Spera, Creative Director  
Jennifer Spangler, Account Director  
Joel David Maurice, Voice Over Talent

## 90A SOUND DESIGN - SINGLE

- Award:** **GOLD AWARD**  
**Entrant:** **Zion & Zion**  
**Advertiser:** Donate Life Arizona  
**Title:** Pho  
**Credits:** Doug Anderson, Writer  
Ken Spera, Creative Director  
Holly Dill, Account Director



1. Award: **SILVER AWARD**  
 Entrant: **ANDERSON Advertising**  
 Advertiser: Desert Federal Credit Union  
 Title: School's Out Super Bowl Spot  
 Credits: Aaron Castiglione, Creative Director  
 Arlyn Stotts, Copywriter  
 Dustin Perrotti, Art Director  
 Justin Gagen, Art Director  
 Adrianna Dalpiaz, Vice President, Account Services  
 Laurie SantaLucia, Account Director  
 Laura Girard, Director of Media Services  
 Bob Giammarco, Executive Producer  
 Ze'ev Waismann, Director  
 Mic Waugh, Director of Photography



2. Award: **BRONZE AWARD**  
 Entrant: **Off Madison Ave**  
 Advertiser: Maricopa Association of Governments  
 Title: Don't Trash AZ TV  
 Credits: Dan Shewmaker, Senior Art Director  
 Sara Arnold, Senior Copywriter  
 Hannah Heisler, Graphic Designer  
 Kat Menze, Digital Art Director  
 Frame 144, Video Production



**92 RESPONSIVE DESIGN**

3. Award: **GOLD AWARD**  
 Entrant: **FACTOR1**  
 Advertiser: Corporate Interior Systems  
 Title: Corporate Interior Systems  
 Credits: Matt Adams, Creative Director  
 Stephanie Lauderback, Senior Designer  
 Melanie Patterson, Lead Developer



1. Award: **BRONZE AWARD**  
 Entrant: **ReThinc Advertising**  
 Advertiser: JetClosing  
 Title: JetClosing Responsive Website  
 Credits: Erin Redd, Designer & Developer  
 Stephanie Olsen, Account Director

**94 AUGMENTED REALITY**

2. Award: **GOLD AWARD**  
 Entrant: **R&R Partners**  
 Advertiser: Boeing  
 Title: Boeing 787-10 First Delivery  
 Credits: Ben Ursu, Director of Digital Technology  
 Justin Allen, Associate Director,  
 Experience Design  
 Kandice Kwan, Account Director

3. Award: **GOLD AWARD**  
 Entrant: **R&R Partners**  
 Advertiser: Facebook  
 Title: Facebook Artist in Residence  
 Credits: Ben Ursu, Director of Digital Technology  
 Justin Allen, Associate Director,  
 Experience Design  
 Kandice Kwan, Account Director  
 Dan Cronin, 3D Graphics Designer



1. Award: **GOLD AWARD**  
 Entrant: **R&R Partners**  
 Advertiser: Anheuser-Busch  
 Title: Mango Michelada AR Game  
 Credits: Matt Mason, Partner, Chief Strategist  
 Ben Ursu, Director of Digital Technology  
 Justin Allen, Associate Director,  
 Experience Design  
 Nicole Snarr, Digital Producer

**97 DATA DRIVEN MEDIA**

2. Award: **GOLD AWARD**  
 Entrant: **DigitalWire360**  
 Advertiser: Tate's Auto Group  
 Title: MyAuto360 App  
 Credits: Logan Fetter, UI/UX Engineer  
 Chris Bardsley, Lead Software Architect  
 Amy Packard Berry, Consumer Experience  
 Director  
 Natalie Maitland, Project Director



2.

**3D MENU**  
 The application uses a custom 3D flip menu that translates from full desktop to the way down to mobile.

**LOCATIONS**  
 The user can get directions to any of Tate's four locations using the included Google Maps API.

**PREDICTIVE ALGORITHM**  
 The MyAuto360 Application uses an advanced predictive algorithm to calculate when to text for a customer to receive services on their vehicle.  
 The Algorithm will check to see if the customer has had their vehicle serviced at a Tate's location and get their work at that time. When a customer has a service appointment we calculate the priority of the time that has passed since the first appointment to find how many more the customer should get day, week and year.  
 If a customer has never been to a Tate's location we consider them to be their first service and we get their schedule that way. In this way we can recommend service such as oil changes, tire rotations and manufacturer recommended maintenance. The user can see on days how close they are to their next car care with a program like when it the user has wanted to schedule an appointment.

**PUSH NOTIFICATIONS**  
 The user is notified using push notifications, when their recall has expired and when they have made an appointment. Also the app will send scheduled notifications for personalized vehicle and service offers.

**MESSAGING SYSTEM**  
 Messages are sent in real time when a user completes service either through the MyAuto360 application when they:  
 - Complete the appointment.  
 - Call through the "My Auto360"  
 - When their recall has expired.  
 - When the predictive algorithm says time for servicing.  
 - When there is a recall on their vehicle.

**RECALL CHECKS**  
 When a vehicle is detected upon signing up... if a customer adds a new vehicle we also check to provide that VIN. This VIN is checked at more than 50 different vehicle manufacturers so our customer can rest assured they have accurate and complete recall notices.

**LOYALTY PROGRAM**  
 Customers earn points every time they make purchases at Tate's four Great Locations. These points are redeemed for services at the appropriate time and place right in the customer's hand. These rewards can be redeemed by Tate employees through the MyAuto360 app's marketplace.

**SCHEDULING APPOINTMENT API**  
 The MyAuto360 application allows a user to select a date and time to schedule an appointment at one of the four Tate's Great Locations... with the following information available. This information is entered by Tate's technicians and used in real time by integrating with the GM's API. Our scheduling portion of the application can be used by a GM's technicians which allows companies to be used on any API with any API's API.  
 The customer can choose whether they are:  
 - Waiting for the vehicle  
 - Their contact information including the option for text communications.  
 - Additional details for the appointment.

# STUDENT CROSS-PLATFORM

## 521 CONSUMER CAMPAIGN

- Award:** **BRONZE AWARD**

**Entrant:** AdWorks

**Educational Institution:** Arizona State University

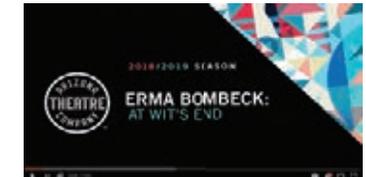
**Title:** ATC: Your Stage Awaits

**Credits:** Salvador Huerta, Account Manager  
Kaylie Volpe, Strategy  
Chelsea Nark, Art Director/Strategist  
Kevin Ho, Art Director  
Taylor Scheetz, Copywriter

1.



## ARIZONA THEATRE COMPANY



**ENCORE! ENCORE!** On behalf of Arizona Theatre Company, our cast and our crew, we invite you join our next production. With every show ATC produces, we curate and craft top-notch theatre experiences. Guarantee yourself the best seat in the house for the rest of the season by becoming a subscriber. We have numerous subscription offerings tailored to help you get the most out of each show!

### BENEFITS OF BEING A SUBSCRIBER INCLUDE:

- Meet our Artistic Director after our shows
- Experience prologues, where we discuss production insights
- Best seats in the house all season long
- Lost ticket insurance
- Seat upgrades
- And much more!

YOU CAN TAKE A LOOK AT OUR FULL LIST OF SUBSCRIPTIONS ON OUR WEBSITE [ARIZONATHEATRE.ORG](http://ARIZONATHEATRE.ORG) OR DROP US A LINE AT (602) 256.6995.

## 522B INTEGRATED BRAND IDENTITY CAMPAIGN - CAMPAIGN

- Award:** **SILVER AWARD**

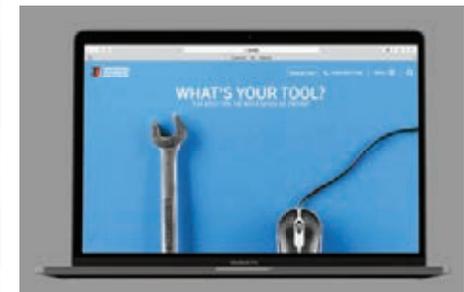
**Entrant:** AdWorks

**Educational Institution:** Arizona State University

**Title:** UTI Campaign: Pick Your Path

**Credits:** Caitlyn Brown, Creative Director  
Cayla Millar, Accounts Manager  
Will Hammel, Production  
Hannah Roehr, Strategy  
Nathan Coady, Production  
Cole Demert, Lead Strategist

3.



**Making  
websites  
ADA  
compliant  
since  
2019.**

**commit**  
agency

**Congratulations to all  
of tonight's winners.\***

**\*Except that one agency.**



Half page ad for addys book

Inbox x

10:58 AM (1 hour ago)

Hi team!

We just realized we have a half page ad for the Addys book but unfortunately, it is due ASAP today 🙄 as it goes to print this afternoon.

The dims are 4.875 wide by 7.25 tall.

We could do a logo if we are strapped for time. Please let me know how you'd like proceed.

Sorry! And thank you!

4.875 wide by 7.25 tall

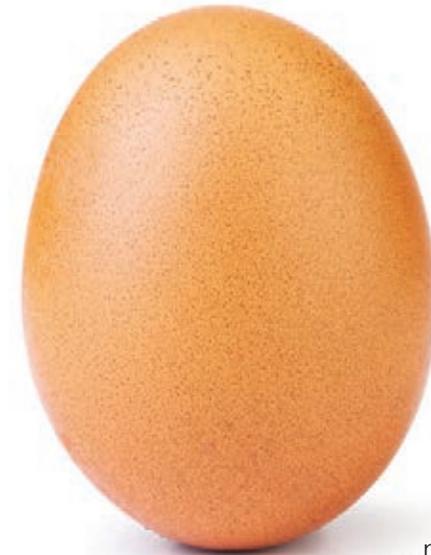


OHPARTNERS.COM

Account Services

NAILED IT.

In recognition of all the hours spent on strategy, client meetings, creative brainstorms, photoshoots, graphic design, copy writing and editing to make a perfect campaign...



...never mind.

CONGRATS TO ALL THE WINNERS!

You're all viral sensations to us.



Winning night? See you at the bar.

Tough night? See you at the bar.



Cheers to all of tonight's entrants and winners.

ZION & ZION

Prisma Presents...

# You be the Judge

Grab a pen and fill it out!

Most likely to make the **most trips to the bar** .....

Most likely to **overstay their welcome** on stage .....

Most likely to **hand out their business cards** to everyone .....

Most likely to **have their name mispronounced** .....

Most likely to be **live on Instagram** the whole night .....

Most likely to **post the group photo** they look the best in .....

Most likely to be the **print partner of your dreams** .....

**Prisma**

Bring your **winning ideas**  
to life with **Prisma.**

