



AMERICAN
ADVERTISING
AWARDS
SEATTLE

2019



A MESSAGE FROM AAF SEATTLE

HELLO SEATTLE ADVERTISING FRIENDS!

It's that time of year when we get to celebrate the amazing creative talent we have in the Seattle area and across Western Washington. The competition was especially tough this year with the number of entries increasing over last year. We received entries from a number of agencies who have not entered in the past and we continue to see a good number of student entries -- representing the future of our industry.

We now get to watch as the winners from the Seattle competition compete in the District competition. Gold District winners then proceed to the national competition. Over the past years, both professional and student entries from the Seattle competition have won many national American Advertising Awards. I expect to see a number of our winners up on the stage at the national awards event this year in Hollywood, Florida. After many years on the Board of Directors of AAF Seattle, including

two as Past President before returning for this, my really final year as President, I am very proud of how the club and our programs have evolved over the years. Many thanks to my incredible Board of Directors for continuing to innovate and move the club forward. I look forward to watching as the new club leadership continues that evolution and innovation into the future. I invite anyone who is interested in a fun and rewarding experience to explore the many opportunities to get involved with the club as a volunteer, committee member or at the director level.

Congratulations to all our winners and I look forward to celebrating with you tonight!

Cheers,

Martin McGee
AAF Seattle President

A MESSAGE FROM THE ADDY DIRECTORS

HELLO YOU WONDERFUL PEOPLE,

The time has come. The end of ADDY season. Let's all take a moment and just relax.....

Wasn't that nice? Every year I'm blown away by the work that is submitted from agencies, freelancers and students alike. Seeing the pieces laid out on the table for judging, or peaking over judges shoulders as they look at websites are some of my favorite memories and always will be.

This was my final year being directly involved with at the ADDYs after a 5 year run, and while I am sad to be stepping down, I am so excited to see what my co-director Nicole Llamas (and hopefully Jordan McGrath, no pressure) have in store for the coming years. The show is ever evolving and bringing this next generation will keep us hosting one of Seattle's top advertising events year after year.

None of this would be possible without an army of help. To our committee, Jeremy, Chris and Jordan. Y'all are champions and scholars.

To Larry, Linda, Mariette, Alan and everyone else at SVC for hosting all our entries and answering my non-stop emails asking for things from them. You continue to be such a huge part of our show.

To The House Studios for hosting us during one of the worst storms in a long time for judging! THANK YOU!

Dave White and Lyn McManus who have been voicing the ADDYs even longer than I have been involved. We love you guys!

Our video producers, 6162 productions, Richard Lutz Creative and CMD. The amount of work you volunteered for these reels blows my mind. This show literally would not be the same without you.

And to Tagboard and The Consumer Engagement Company for making our show so fun and interactive this year. We hope to continue partnering with you in the future!

Thank you to everyone who came out and supported us at the show, to everyone who supports us behind the scenes and to Audrey.

Love,
Kyra and Nicole

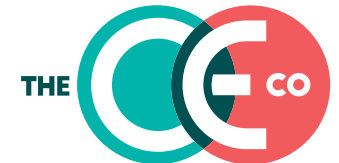


SPONSORS & PARTNERS

School of Visual Concepts
6162 Productions
CMD
Dave White

The House Studios
The Customer Engagement Co.
#tagboard
Richard Lutz Creative

Sagelands
Lyn McManus
Peddler Brewing



Lyn McMannus

#tagboard



RL RICHARD LUTZ

THE JUDGES

TIM ROAN



EXECUTIVE CREATIVE DIRECTOR AT LYFT!

Tim is very lucky.
He's the ECD at Lyft.
Greatly enjoyed being a CD at Wieden+Kennedy Portland.
Cut his awards show teeth as a CD/CW at BBDO NY.
Learned to write and make mistakes at Mullen and FCB.
He's taught at NYU and lectured at Princeton.
Tim started the catchphrase "that shit is kodak". It hasn't caught on yet.
Tim has been recognized by some very nice organizations: ADC, Addy, Archive, Cannes, Clio, D&AD, Directory, Echo, Epica, London International, Mercury, NY Festivals, Obie, One Show, Webby.
He currently lives on a cloud with his wife Vicki, son Lincoln and daughter Harriet.
Tim will die alone in Debtor's Prison.

BRIAN GROSS



CREATIVE PARTNER AT NAIL

Brian founded Nail in 1998 and has never looked back. Largely because of a pulled muscle in his neck.
But even back then on the borrowed computers in an unheated office, Brian's single-minded focus was on great ideas (as well as finding adequate food and shelter).
After graduating from SVA, Brian joined an enormous agency in NYC and learned how great ideas could be destroyed by a monolithic bureaucracy. He then moved to a boutique in Boston where he learned how great ideas could be destroyed by egos and an enthusiasm for scotch. He vowed these were issues Nail would never deal with.
The result has been 20-fold growth and 20 straight years as Rhode Island's leading agency at the Hatch Awards for Creative Excellence. He's also won One Show, Webby's, Cannes, Clio, Communications Arts, FWA and a whole bunch of other awards Highlights have included breaking up Mike & Ike, cutting a jet airliner in half and telling young people not to vote. Essentially fucking shit up for the common good.

NOK SANGDEE



CREATIVE DIRECTOR AT FCB CHICAGO

Nok was born and raised in Thailand. She moved to the States in 2002 to learn her craft in advertising at VCU Brandcenter in Richmond, Virginia (then, Adcenter.) Then got her first job at EnergyBBDO (then, BBDO Chicago) where she worked on Wrigley, Jim Beam and Dial brands. In 2007, she joined FCB (then, DraftFCB – do you start to see a trend here?) She left for MARC USA in 2012, then boomeranged back to FCB in 2015. Across all agencies, Nok is known for her creativity, tenacity and craft. Notable brands she's worked on include Humane society, SC Johnson, Kraft, Nestle, Milk-Bone, Chicago Museum of Contemporary Art. Her Radio Flyer campaign "Travel agency for the imagination" won 3 Cannes lions last year. This year, she helped lead and won Kimberly Clark global and US this year. When not working, Nok spends almost all of her time with her 4 year old son, Jett. He has quite a following on Instagram for all his mischiefs and dancing. His name means a prosperous man in Thai.

An aerial photograph of Seattle, Washington, featuring the Space Needle prominently in the center. The image is overlaid with a teal tint and several white and pink geometric shapes: a circle with white dots in the top left, three vertical white bars in the top center, a white diamond in the top right, a pink triangle with white dots in the middle right, a small white triangle with dots in the middle left, a pink circle with white dots in the bottom left, a white semi-circle in the bottom center, a white lightning bolt in the bottom right, and a small white triangle with dots in the bottom right corner.

2019 AMERICAN ADVERTISING AWARDS SEATTLE

JUDGE'S CHOICE

ALL IS WELL

UNIVERSAL AUDIO — HALF YEARLY SALE



Tony Fulgham
ECD/Writer/Director

Sam Kelly Jr.
EP/Producer

Peter Edlund
Writer

Jacob Rosen
Cinematographer

Finch Izatt
Production Designer

Daisy Fulgham
Costume Designer

Megan Leonard
Production Manager

Chris Ophoven
Editor

Tristan Seniuk
Colorist



POSSIBLE

LIFE AFTER HATE



Life After Hate:
Sammy Range
Co-Founder & Executive Director

Dimitri Kalantzis
Communications Director

Angela King
Co-Founder: Programs Director

Jason Carmel
Global Chief Data Officer

Danielle Trivisonno Hawley
Chief Creative Officer, Americas

Ray Page
EVP, Executive Creative Director

Shawn Herron
Creative Director

Matt Gilmore
Creative Director

Brian Mead
Account Director

Michael Cobb
Senior Digital Analyst

Eric Mathiasen
Freelance Technical Director

Megan Ball
Executive Producer

Jarrid Beasley
Program Manager

Secondary
Andres Gomez
Senior Designer

Stephanie Hockett
Associate Director, Content Strategy

Lara Bain
Senior Social Strategist

Julie Bourne
Associate Content Strategist

Amanda Vo
Senior Project Manager

Cole Peterson
Technical Director

Jonathan Salas
Software Developer

Chris Ophoven
Freelance Editor

Charlie Bartlett
Freelance Designer/Animator

John Buroker
HearBy Sound, Audio Engineer

Spredfast
Hearby Sound
Contributing Companies

Antony McAleer
Board Co-Founder & Board Chair

Julie Thorlton
Executive Assistant

An aerial photograph of Seattle, Washington, is the background of the image. The entire image is covered with a semi-transparent green overlay. Scattered across the image are several white and pink geometric shapes: a circle with white dots in the top left, three vertical white bars in the top left, a white diamond in the top right, a pink triangle with white dots in the top right, a white triangle with white dots in the center, a pink circle with white dots in the bottom left, a white semi-circle in the bottom center, a white lightning bolt in the bottom right, and a white triangle with white dots in the bottom right.

2019 AMERICAN ADVERTISING AWARDS SEATTLE

BEST IN SHOW



Tony Fulgham
ECD/Writer/Director

Sam Kelly Jr.
EP/Producer

Peter Edlund
Writer

Jacob Rosen
Cinematographer

Finch Izatt
Production Designer

Daisy Fulgham
Costume Designer

Megan Leonard
Production Manager

Chris Ophoven
Editor

Tristan Seniuk
Colorist



NOK SANGDEE



It's a charming simple little campaign. A lot of times people over do things. We overwrite, we over art direct. But this is striking the right balance. The casting is great, the crew is great too. It just makes me laugh and is charming.

TIM ROAN



One really popped for all of us, and for me in particular. It was for a store called Universal Audio. It had a very catchy title, Fairchild Tube Limiter Plug-In Collection. Super funny, super smart, super tight, very well shot, casting was key and the copywriting was spot-on. Of course it all had a line in there we'd all love to say.

ALL IS WELL
UNIVERSAL AUDIO — HALF YEARLY SALE
BEST IN
SHOW



An aerial photograph of Seattle, Washington, featuring the Space Needle prominently in the center. The image is overlaid with a semi-transparent teal filter. Various geometric shapes are scattered across the frame: a white circle with black dots in the top left; three white vertical bars of varying heights in the top left; a white diamond outline in the top right; a pink triangle with a white dot pattern in the top right; a white triangle with a black dot pattern in the center; a pink circle with a white dot pattern in the bottom left; a white semi-circle in the bottom center; a white lightning bolt in the bottom right; and a white triangle with a black dot pattern in the bottom right.

2019 SILVER MEDAL AWARD WINNER

BETTI FUJIKADO

BETTI FUJIKADO

2019 SILVER MEDAL AWARD WINNER



Having co-founded Copacino + Fujikado – one of the most successful advertising agencies in Seattle’s history – over 20 years ago, it’s almost too obvious to say that Betti Fujikado knows her stuff. Standing among other local legends with decades of winning print, radio, and TV campaigns in her wake, she would appear to be just one legend among many, but Betti stands wholly apart. Not only in her legacy of work, but also in her philosophy.

There’s a mantra that orbits Betti’s universe. It’s so integrated to her persona that C+F could sell bumper stickers at the front desk. It has defined her personal and professional character to countless others and without a doubt it has benefitted those fortunate enough to meet, know, and work with Betti.

That phrase is:

GIVE SPACE AND TAKE SPACE

For Betti, the giving and taking of space is a two-fold approach to working success. From developing new projects to supporting young talents, she deftly gives or takes space accordingly.

When C+F first launched, Betti didn’t quite have her approach all worked out yet – mostly due to the new partnerships, optimistic chaos, and hands-on pressure involved with beginning her own agency. But, as things at C+F settled into a routine, and Betti started supervising a staff of talented professionals, her philosophy took shape.

“Jim and I have been Giving Space and Taking Space from each other for 21 years now. It’s a bit of a dance, and we sometimes step on each other’s toes, but it works. As time has passed and the agency has grown, it’s been easier and easier to practice.”

As her professional counterpart and the owner of the other name on the door, Jim Copacino described Betti’s mindset in action at their agency.

“Betti is fearless about stepping outside her comfort zone. She calls this “taking space” — a willingness to wade into areas that are new, different or difficult. In other words, stepping forward to tackle challenges despite the obstacles. “Giving space” is about inclusion and empathy. As a woman of color, Betti is sensitive to the feelings and needs of others — championing equity through encouragement, mentorship, and by example. Countless colleagues and clients have been the beneficiaries of her philosophy.”

Over the years, Betti pushed her agency forward, occasionally challenging the fundamentals of her philosophy. Because Giving Space and Taking Space works both ways — and if you don’t take the space, she will. The philosophy is fluid in determining when you step back and when you need to lean in, but what’s always necessary is a mutual trust between the parties. Without that, nothing about her philosophy works.

Recently, Betti translated her philosophy from a classic client/project application to one focused on how her team felt about the #metoo and #timesup movements when they first started. She asked the women in the C+F office to meet and address three questions: 1) how did they feel about the issues, 2) how did it impact them personally, and 3) how did it impact C+F?

“I took that space for the conversation. The women then decided to take their own space by forming a group called WE (Women Empowered) who work with management to ensure C+F provides a place of diversity, equity, and inclusion. Space was given. Space was taken. I’m very proud of how the women and allies of the agency are leaning into this opportunity.”

In addition to her leadership style and guiding philosophy, Jim has counted Betti’s diverse skillset as a deeply resonating reason for C+F’s success.

“Betti is a Swiss Army Knife of skills. She is gifted at finance, business administration, strategy, marketing, sales, and HR. While we are very different personalities, we share one commonality: At our cores, we are creative business people and businesslike creative people. From day one, Copacino + Fujikado has always been about combining business insights with high-impact creativity.”

While Betti’s role has changed, and even diminished in recent years, she still holds to her maxim, deploying it whenever and wherever needed to accomplish her goals or set the agency on its true course.

“I like having a framework that helps in discussions. Another benefit is it encourages people to take risks. In my opinion, it’s those risks that encourage growth. Trust and collaboration within high performing teams is how we approach our work. That means everyone comes to the table with a Giving Space and Taking Space mentality.”

ABOUT THE SILVER MEDAL AWARD

The AAF Silver Medal Award celebrates an impressive career of a PNW advertising icon. This year, the Silver Medal Committee unanimously agreed to honor Betti’s contributions to her industry and community. In 2019, the Silver Medal Award – and all the space that goes with it – goes to the one and only Betti Fujikado.

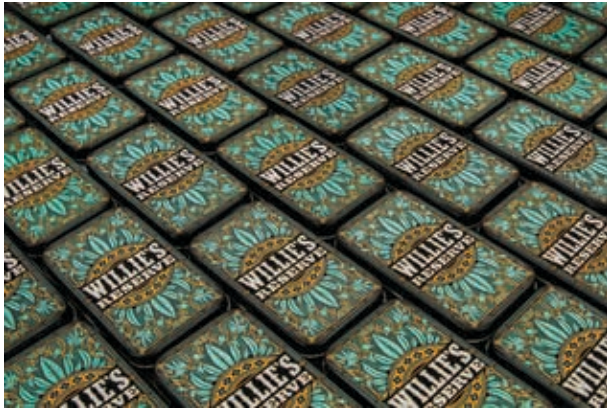


2019 ADDY AWARD WINNERS

SALES & MARKETING

GCH, INC

WILLIE'S RESERVE HIGH 5 PACK



GOLD ADDY

Isaac LeFever
Designer

POSSIBLE

DAKINE



GOLD ADDY

Danielle Trivisonno Hawley
Chief Creative Officer,
Americas

Ray Page
Executive Creative Director

Nicole Michels McDonagh
Group Creative Director

Kelsie Clegg
Senior Art Director

Bri Cortez
Senior Designer

Chris Garces
Production Director

Courtney Fuller
Copywriter

Gary Jacobson
Account Director

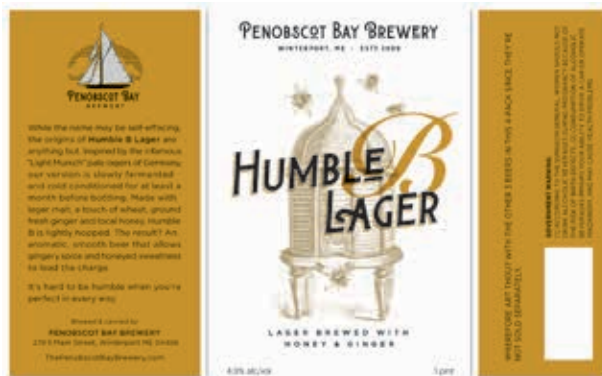
Andre Sapp
Program Management

Jeff Whang
VP, Strategy

Tommy Dietrich
Senior Strategist

HYDROGEN ADVERTISING

PENOBSCOT BAY BREWERY



GOLD ADDY

Mary Knight
Creative Directors

Michael McGrath
Creative Directors

Michael McGrath
Designer

Mary Knight
Copywriter

Michael Van Schepen
Account

Brian McCartney
Digital Production

Jennifer Peterson
Project Management

BROOKS RUNNING

GUIDERAILS BOWLING ALLEY



SILVER ADDY

Dave Holloway
Creative Director

Mike Peck
Head of Design

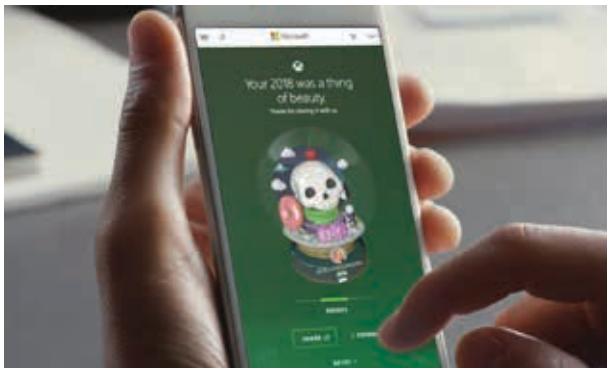
Dylan Kahler
Project Manager

Kayla Epsman
Designer

Sarah Slegh
Designer

POSSIBLE

MICROSOFT XBOX YEAR IN REVIEW



GOLD ADDY

Danielle Trivisonno Hawley
Chief Creative Officer, Americas

Dan Vanderhei
Group Creative Director

Norio Ichikawa
Creative Director

Brad Mosher
Sr. Art Director

Kathryn Guess
Sr. Copywriter

Jenn O'Neill
Sr. Copywriter

Tiarra La
Associate Designer

Bijan Hashemi
Sr. UX Designer

Whitney Clegg
3D Animator

Dawn Norton
3D Animator

Kelsie Clegg
Sr. Art Director

JJ Fuentes
Art Director

Simon Legaspi
Production Designer

Shawn Herron
Experience Technology Director

Heidi Kimble
Associate Director, Data Strategy

Tyler Johnson
Sr. Digital Analyst

Stephanie Hockett
Director, Comms and Channel Strategy

Tommy Dietrich
Sr. Strategist

Kat Grider
SVP - Account

Cristina Carvalho
Account Supervisor

Gus Meuli
Program Director

Josh Greenburg
Project Manager

Production Credits:

Scott Moir
Group Director Technology

John Walters
Technical Architect

Andy Hancock
Technology Director

Scott Stoltz
Technology Director

Andy Pixel
Development Lead, Experience Technology

Ben Colwell
Developer

Jose Madriz
Software Developer

Juan Guerrero
Developer

Gilberto Solano
QA Analyst

Chris Garces
Production Director

Delivery Credits:

Yvonne Eiseman
Sr. Program Director, Global Delivery

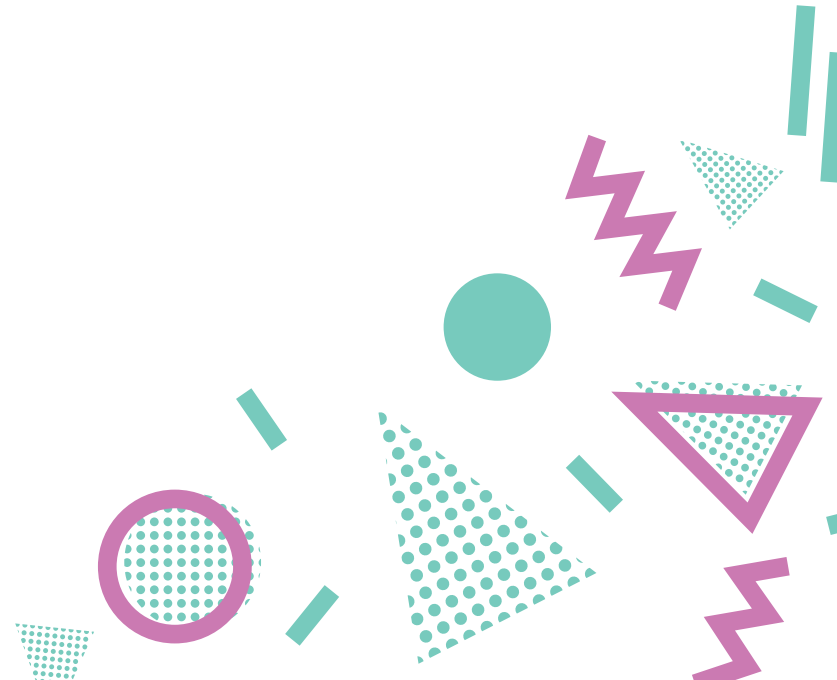
Stacy Kaneshiro
Program Manager, Global Delivery

Gareth Lim
Project Manager, Global Delivery

Mary Atchison
Sr. Marketing Operations Specialist

Alexandra Breton
Global Delivery Intern

Shawn Noyes
Sr. QA Operations



The background is an aerial photograph of a city, likely Seattle, with the Space Needle visible. A semi-transparent teal overlay covers the entire image. Scattered across the overlay are several white and pink geometric shapes: a circle of dots in the top left, three vertical bars in the top center, a diamond in the top right, a pink triangle with dots in the middle right, a small triangle with dots in the center, a pink circle with dots in the bottom left, a semi-circle in the bottom center, a lightning bolt in the bottom right, and a triangle with dots in the bottom right corner.

2019 ADDY AWARD WINNERS

OUT-OF-HOME & AMBIENT MEDIA

POSSIBLE

INCLUSION REVOLUTION



3 GOLD ADDYS

Danielle Trivisonno Hawley
Chief Creative Officer, Americas

Nicole Michels McDonagh
Group Creative Director

Lee Groh
Associate Creative Director

Talia Green
Associate Director, Creative Content

Katherine Rohlfing
Art Director

Gareth Jones
Managing Director

Kat Grider
SVP, Account

Rob Pettit
VP, Account

Christina Mallon
Account Supervisor

Joe Crump
Managing Director, POSSIBLE New York

Josh Schmiesing
President, Global Account Lead,
Microsoft Account

Jeff Wang
VP, Strategy

Lexie Rogers
Executive Assistant

Rachel Hogan
Marketing Coordinator

Lauren Bay
Global Marketing Communications
Specialist

Evan Pearson
Media Strategist

Allyson Savage
Global VP, Communications

Production Credits:

Arce Caban
Cinematographer

Panelist Credits:

Micah Fowler
Actor on ABC Speechless, Cerebral Palsy
Foundation Ambassador

Kelsey Fowler
Actress and Advocate

Jillian Mercado
Prominent Model

Grace Jun
Faculty at Parsons School of Design, Managing
Director of Open Style Lab

Steve Petitpas
General Manager, Microsoft Digital Stores and
Microsoft.com, Member of Microsoft Accessibility
Leadership Team

Gary Sheinbaum
CEO Tommy Hilfiger Americas

Len Beasley
UX Professor, University of Colorado, Boulder

Bradford and Bryan Manning
Founders of Two Blind Brothers

BELIEF AGENCY

DUNN LUMBER — US AGAINST THE WORLD POSTER



GOLD ADDY

Joel Cummings
Account Manager

Rachelle Cummings
Creative Director

Keelan Hooper
Project Manager

Matt Naylor
Designer

PB&

VISIT SEATTLE — SEATTLE STORY AWARD



SILVER ADDY

Britt Fero
Principal - PB&

Pete Anderson
Head of Content Production - PB&

Ali Daniels
SVP, CMO - Visit Seattle

David Newman
Creative Director - Visit Seattle

Kristin Gillespie
Content Strategy Director - Visit Seattle

Film Independent
Production Partner

Matty Brown
Director, UNHEARD/OF

Alan Nay and Matt Ackerman
Executive Producers, UNHEARD/OF

Best Event
LA, Event production



COPACINO+FUJIKADO

SEATTLE AQUARIUM TRANSIT



3 SILVER ADDYS

Jim Copacino
Co-Founder / Chief Creative Officer

Mike Hayward
Executive Creative Director

Carla Sparks
Senior Copywriter

Andy Westbrook
Senior Art Director

Todd Hofmeister
Studio Manager

Emily Bishop
Account Executive

Yohannes Efreem
Project Coordinator



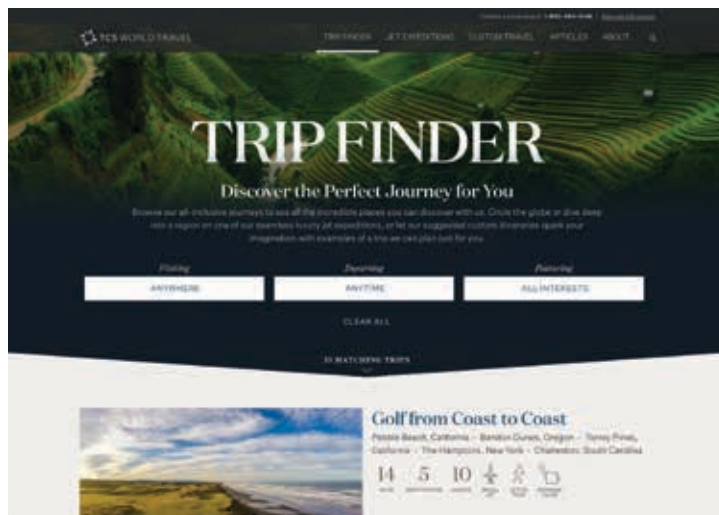
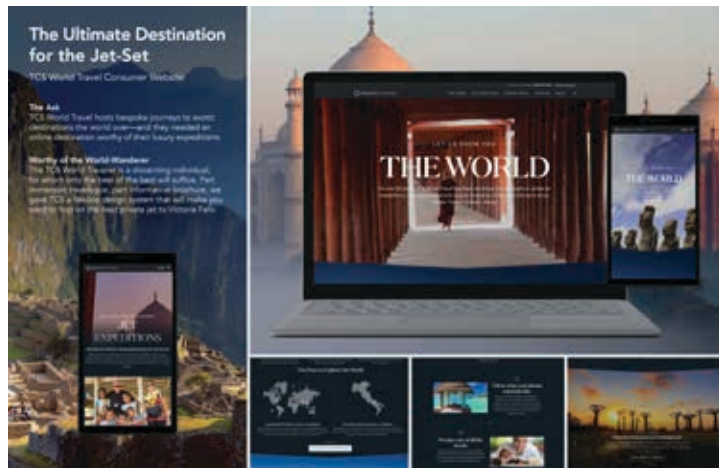


2019 ADDY AWARD WINNERS

ONLINE/ INTERACTIVE

POP

TCS WORLD TRAVEL



SILVER ADDY

James Wilkinson
Chief Creative Officer

Elaine Colenbrander
Creative Director

Jon East
Group Director Technology

Chris Knight
Lead Project Manager

Charissa Bangs
Sr. Visual Designer

David Hammock
Art Director

Rusty Willoughby
Sr. Visual Designer

Stacey LeBlanc
Analytics Director

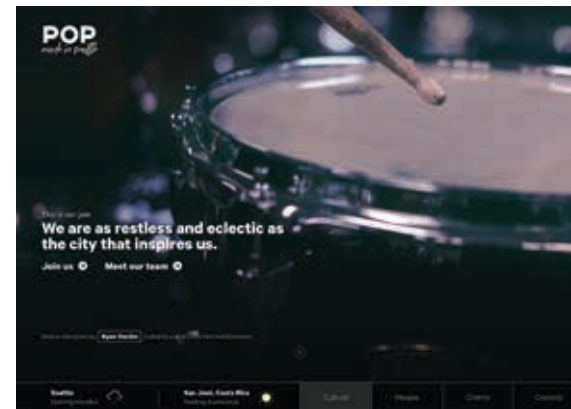
Eric Powlesson

Erin West

Sara Giuffrida
VP Program Management

POP

MADE IN SEATTLE



SILVER ADDY

James Wilkinson
Chief Creative Officer
Creative Director

Elaine Colenbrander
Creative Director

Bryan Hall
Creative Director

Joe Larrabee
Senior Art Director

Sam Farquharson
Senior Copywriter

Ryan Davies
Senior Motion Designer

Andy Fitts
Associate User Experience
Director

Kelly Tierney
Sr. QA Engineer

Aaron Porvaznik
Design Director

Tom Waldman
Group Director Technology

Chris Nelson
Interactive Architect

Ashley Alejandria

BELIEF AGENCY

DUNN LUMBER — US AGAINST THE WORLD MICROSITE



GOLD ADDY

Hannah Gilman
Senior Copywriter

Ian Ebright
Copywriter

Ian Ebright
Publishing Manager

Joel Cummings
Digital Director



Rachelle Cummings
Creative Director

Keelan Hooper
Project Manager

Matt Naylor
Designer

Steven Stevenson
Developer



FREERIDE ENTERTAINMENT

SAMSUNG MOBILE ELECTRONICS — THE ANATOMY OF SKI WITH BODE MILLER



SILVER ADDY

Adam Donald
Director

Jake Wasserman
Director

Jessica Gentile
Executive Producer

Derek Westerlund
Executive Producer

Ant Gentile
Creative Director

Kim Parker
Producer

Meghan Dziuma
Producer

Jorge Rodriguez
Producer

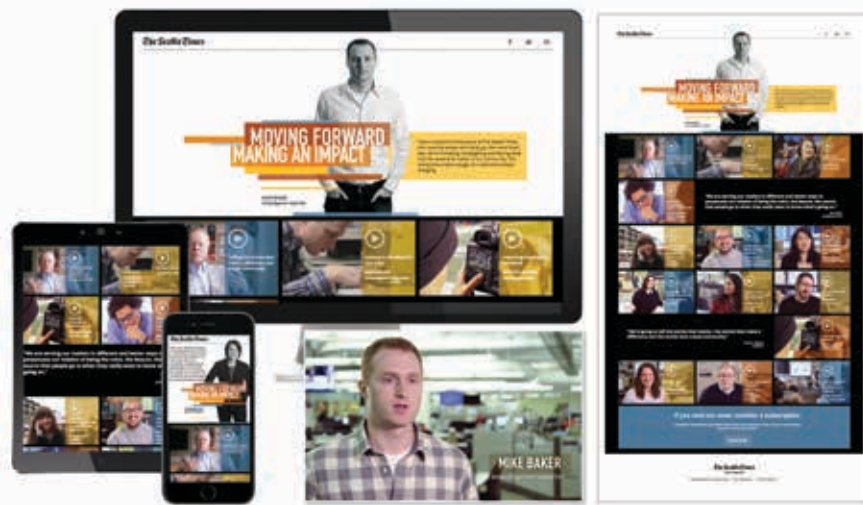
Shin Campos
Producer

Cory Horton
Production Manager



THE SEATTLE TIMES

MOVING FORWARD, MAKING AN IMPACT



SILVER ADDY

Laura McAdoo
Creative Director

Linda Bell
Art Director

Michael Fox
Video Team

Howard Shank
Video Team

Bryan Fell
Designer

Mark Kirchgessner
Designer

Bree Coven Foster
Copywriter

Ryan Castro
Web Developer

Barbie Hull
Photo portraits

COLE & WEBER

@DAILYGUNDEATHS



SILVER ADDY

Jason Black
Executive Creative Director
Art Director

Craig Jelniker
Director of Production

Justin Stone
Senior Content Director

Mikel Hanson
Senior Social Strategist

John Paul Leroux
Peter Trueblood
Copywriters

Nat Duffy
Creative Technologist

Iulius Filip
Senior Systems Developer

Clint Harrison
Senior Developer

Dan Truog
Editor/Technologist

Brian Garcia
Motion Design Technologist

WUNDERMAN SEATTLE

LOW INCOME HOUSING INSTITUTE WALLS FOR GOOD



SILVER ADDY

Craig Evans
CCO

Neal Moore
Creative Director

Corbet Curfman
Associate Creative Director

O'Ryan Brody
Executive Producer

Sara Stifler
Producer

Ben Peters
Creative Director

Melissa Pennington
Art Director

Evan Peterson
Copywriter

CMD

MICROSOFT – MIXER: STREAMING IS BETTER THIS WAY



2 SILVER ADDYS

John O'Connell
Group Creative Director

Greg Dalbey
Associate Creative Director

Avery Stokes Harrison
Writer

Christopher Shults
Art Director

Kendall Birch
Designer

David Wester
Editor

James Chung
Editor

Matt Allen
Motion Design

Aaron Keuter
Motion Design

Randy Woloshin
Group Account Director

Katy Rall
Agency Producer



MICROSOFT — MAKE BELIEVE HAPPEN



SILVER ADDY

John O'Connell
Group Creative Director
Director

Andy Cale
Associate Creative Director
Writer

Aaron Robnet
Writer

Jack Johnson
Art Director

David Wester
Editor

Matt Allen
Motion Design

Randy Woloshin
Group Account Director

Katy Rall
Agency Producer



MICROSOFT
XBOX LIVE GOLD - ENDLESS GOLD



2 SILVER ADDYS

John O'Connell
Group Creative Director
Director

Andy Cale
Associate Creative Director
Writer

David Wester
Editor

Matt Allen
Motion Design

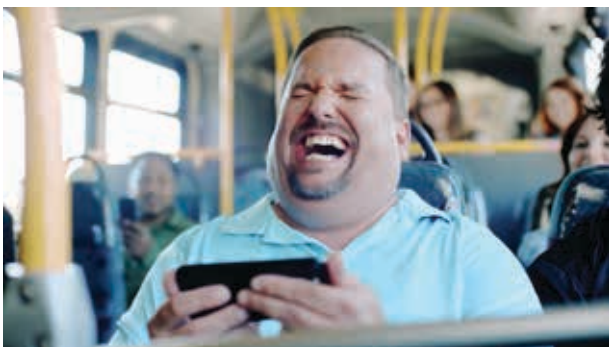
Randy Woloshin
Group Account Director

Katy Rall
Agency Producer



GREEN RUBINO

SOUND TRANSIT – RIDERSHIP



2 SILVER ADDYS

Cam Green
Partner

Paul Villa
Account Director

Tin Nguyen
Account Manager

Steve Johnston
Executive Creative Director

Sharon Nalley
Associate Creative Director
Art Director

North by Northwest
Production Company

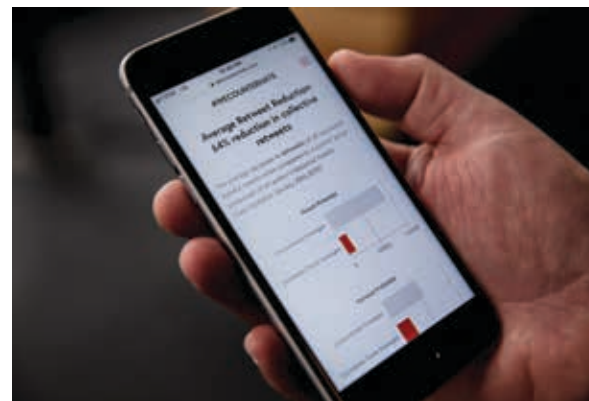
Jeff Noble
Director

John Nance
Editor

Stephanie Norell
Executive Producer

POSSIBLE

LIFE AFTER HATE 3 GOLD ADDYS



Life After Hate:
Sammy Range
Co-Founder & Executive Director

Dimitri Kalantzis
Communications Director

Angela King
Co-Founder: Programs Director

Jason Carmel
Global Chief Data Officer

Danielle Trivisonno Hawley
Chief Creative Officer, Americas

Ray Page
EVP, Executive Creative Director

Shawn Herron
Creative Director

Matt Gilmore
Creative Director

Brian Mead
Account Director

Michael Cobb
Senior Digital Analyst

Eric Mathiasen
Freelance Technical Director

Megan Ball
Executive Producer

Jarrod Beasley
Program Manager

Secondary
Andres Gomez
Senior Designer

Stephanie Hockett
Associate Director, Content
Strategy

Lara Bain
Senior Social Strategist

Julie Bourne
Associate Content Strategist

Amanda Vo
Senior Project Manager

Cole Peterson
Technical Director

Jonathan Salas
Software Developer

Chris Ophoven
Freelance Editor

Charlie Bartlett
Freelance Designer/Animator

John Buroker
HearBy Sound, Audio Engineer

Spredfast
Hearby Sound
Contributing Companies

Antony McAleer
Board Co-Founder & Board Chair

Julie Thorlton
Executive Assistant



LET'S MILK THE HOLIDAYS



3 SILVER ADDYS

Chris Witherspoon,
President

Steve Williams
Executive Creative Director

Scott Fero
Executive Creative Director

Tyler Jensen
Senior Art Director

Justin Hooper
Art Director

Christine Wise
Chief Strategy Officer

Becca Rubin
Senior Strategist

Jeremy Hoders
Account Director

Molly Alderson
Account Manager

Erin Keeley
Director of Project
Management

Online
Lightpress



VISIT SEATTLE — LET'S UNWRAP THIS TOWN



SILVER ADDY

PB&

Britt Fero
Principal

Pete Anderson
Head of Content Production

Wa Vong
Creative Type

Matt McCain
Creative Type

Ben Salaman
Strategist Type

Jake Foltz
Creative Type

Visit Seattle

Ali Daniels
SVP, CMO

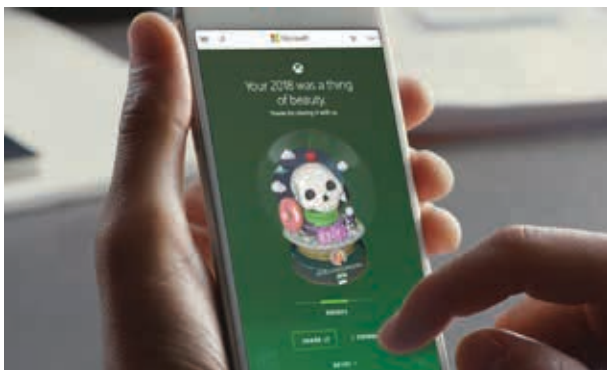
David Newman
Creative Director

Kristin Gillespie
Content Strategy Director

Mellie Lutz
Marketing Director

POSSIBLE

MICROSOFT XBOX YEAR IN REVIEW



GOLD ADDY

Danielle Trivisonno Hawley
Chief Creative Officer, Americas

Dan Vanderhei
Group Creative Director

Norio Ichikawa
Creative Director

Brad Mosher
Sr. Art Director

Kathryn Guess
Sr. Copywriter

Jenn O'Neill
Sr. Copywriter

Tiarra La
Associate Designer

Bijan Hashemi
Sr. UX Designer

Whitney Clegg
3D Animator

Dawn Norton
3D Animator

Kelsie Clegg
Sr. Art Director

JJ Fuentes
Art Director

Simon Legaspi
Production Designer

Shawn Herron
Experience Technology Director

Heidi Kimble
Associate Director, Data Strategy

Tyler Johnson
Sr. Digital Analyst

Stephanie Hockett
Director, Comms and Channel Strategy

Tommy Dietrich
Sr. Strategist

Kat Grider
SVP - Account

Cristina Carvalho
Account Supervisor

Gus Meuli
Program Director

Josh Greenburg
Project Manager

Production Credits:

Scott Moir
Group Director Technology

John Walters
Technical Architect

Andy Hancock
Technology Director

Scott Stoltz
Technology Director

Andy Pixel
Development Lead, Experience Technology

Ben Colwell
Developer

Jose Madriz
Software Developer

Juan Guerrero
Developer

Gilberto Solano
QA Analyst

Chris Garces
Production Director

Delivery Credits:

Yvonne Eiseman
Sr. Program Director, Global Delivery

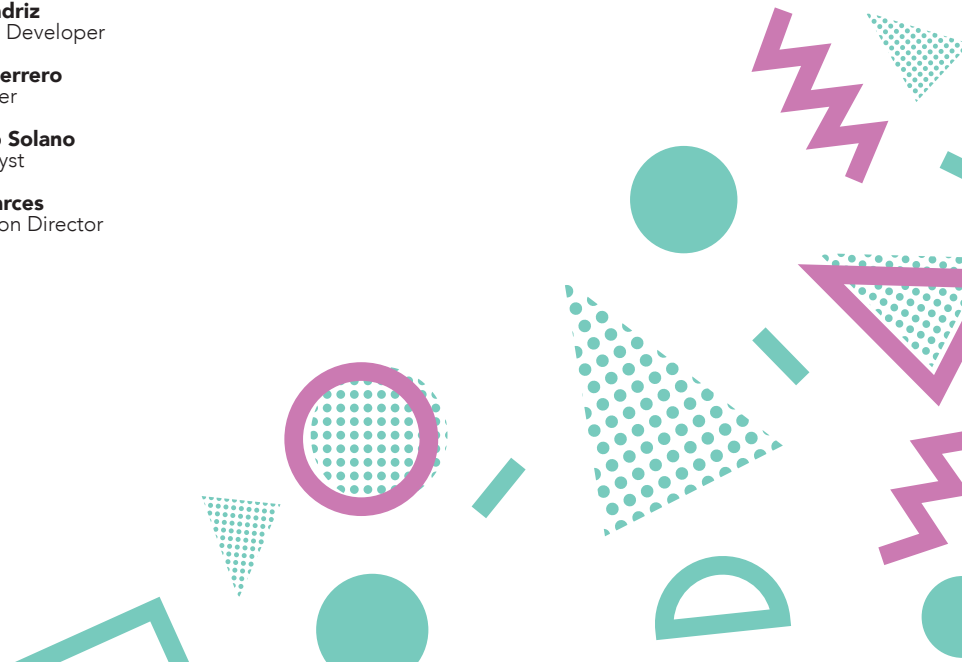
Stacy Kaneshiro
Program Manager, Global Delivery

Gareth Lim
Project Manager, Global Delivery

Mary Atchison
Sr. Marketing Operations Specialist

Alexandra Breton
Global Delivery Intern

Shawn Noyes
Sr. QA Operations



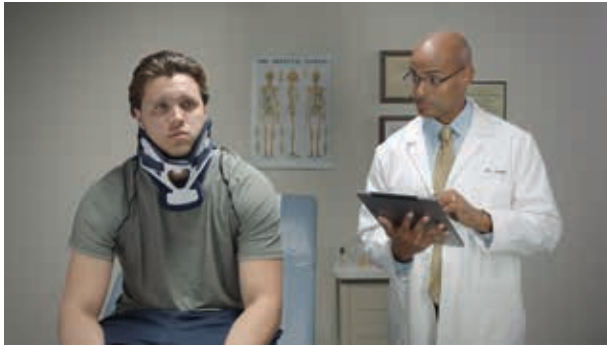
The background is an aerial photograph of a city, likely Vancouver, with a green semi-transparent overlay. The text is centered in white. There are several geometric shapes scattered around: a circle with white dots in the top left, three vertical white lines in the top left, a white diamond in the top right, a pink triangle with white dots in the top right, a white triangle with black dots in the center, a pink circle with white dots in the bottom left, a white semi-circle in the bottom center, a white lightning bolt in the bottom right, and a white triangle with black dots in the bottom right.

2019 ADDY AWARD WINNERS

FILM, VIDEO & SOUND

COPACINO+FUJIKADO

SEATTLE MARINERS
WORK RELATED INJURIES



SILVER ADDY

Jim Copacino
Co-Founder
Chief Creative Officer

Mike Hayward
Executive Creative Director

Andrew Gall
Group Creative Director

Andy Westbrook
Senior Art Director

Chris Copacino
Account Director

Kelly Green
Director of Broadcasting

ALL IS WELL

UNIVERSAL AUDIO – HALF YEARLY SALE



GOLD ADDY

Tony Fulgham
ECD/Writer/Director

Sam Kelly Jr.
EP/Producer

Peter Edlund
Writer

Jacob Rosen
Cinematographer

Finch Izatt
Production Designer

Daisy Fulgham
Costume Designer

Megan Leonard
Production Manager

Chris Ophoven
Editor

Tristan Seniuk
Colorist



PEMCO INSURANCE — EVERY BEAT MATTERS



SILVER ADDY

Edelman
Starla Sheen
Group Creative Director

Hana Kato
Associate Creative Director

Rachel Templin
Senior Copywriter

Ellina Stein
Senior Producer

Kate Krane
Executive Vice President

Kent Hollenbeck
Deputy General Manager
Executive Vice President

Fiona Gwozdz
Senior Account Executive

Liz Gray
Project Manager

Laryssa Winne
Paid Media Director

Steven Sutlovic
Associate Paid Media Planner

All is Well
Tony Fulgham
Executive Creative Director

Sam Kelly, Jr.
Director + Executive Producer

Lael Rogers
Creative Director

Pemco Insurance
MJ Vigil
Vice President, Chief People &
Brand Officer

Dan McGrady
Government Affairs Director

John Burgess
Manager Corporate
Communications

Mike Blaisdell
Manager Employee & Customer
Experience

Jacob Rosen
Director of Photography

Audrey O'Neil
1st AC

Steven Laing
Producer
Ben Yisrael
Spoken Word Poet

Ebo Barton
Spoken Work Performer

Riley Kennedy
Composer + Drum Leader

Kelly Carroll
Producer

Eric Corson
Audio Mixer

Tristan Seniuk
Editor

Finch Izatt
Art Department

Daisy Fulgham
Wardrobe Stylist

Kennan Muzzy
Gaffer

Matt McDonnell
Best Boy Electric

Trevor Payne
Key Grip

Norm Tomolva
Best Boy Grip

Brendan Griffin
Production Assistant

Adam Kozie
Drummer

Thaddeus Brown
Drummer

Naoyuki Sawada
Drummer

Teresa Wilson-Gunn
Drummer

Jaelin Heyman
Drummer

Melissa Donahue
Drummer

Veronica Flynnq
Drummer

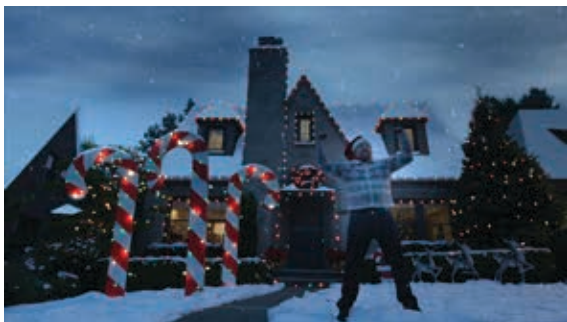
Edward Brennan
Drummer

Carson Mock
Drummer

Malachi Espinola
Drummer

DNA

LET'S MILK THE HOLIDAYS



3 SILVER ADDYS

Chris Witherspoon,
President

Steve Williams
Executive Creative Director

Scott Fero
Executive Creative Director

Tyler Jensen
Senior Art Director

Justin Hooper
Art Director

Christine Wise
Chief Strategy Officer

Becca Rubin
Senior Strategist

Jeremy Hoders
Account Director

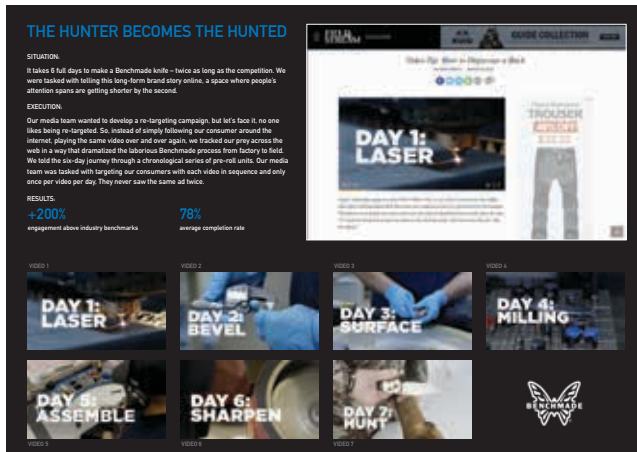
Molly Alderson
Account Manager

Erin Keeley
Director of Project
Management

Online
Lightpress

COLE & WEBER

BENCHMADE KNIFE COMPANY 6 DAYS IN THE MAKING



GOLD ADDY

Jason Black
Executive Creative Director

Peter Trueblood
Associate Creative Director
Copywriter

Meredith Abbott
Senior Art Director

Craig Jelniker
Director of Integrated
Production

Dan Truog
Editor

Brandon Turner
Business Manager

James Mackenzie
Planning Director

Mikel Hanson
Senior Social Strategist

Jason Roark
(Jason Roark Visuals)
Cinematographer

John Buroker
(HEARby Sound)
Sound Designer

FREERIDE ENTERTAINMENT

SAMSUNG MOBILE ELECTRONICS ROAD TO PYEONGCHANG

SILVER ADDY

Derek Westerlund
Executive Creative Director

Kolin Quick-Gunther
Creative Director

Leanne Hancheroff
Art Director

Greg Wheeler
Director of Photography

David Garcia
Producer

Holly Fraser
Associate Producer

Andrew Boucher
Editor

Michael Clarke
Director

Kristen Barry
Post Production Supervisor



BROOKS RUNNING

26.2 QUESTIONS



SILVER ADDY

Dave Holloway
Creative Director

Mike Peck
Head of Design

Marisa Schoen
Executive Producer

Katherine Robinson
Senior Copywriter

Nikolaus Drellow
Senior Copy Manager

Derek Lactaen
Client Partner - Public Relations

Tony Fulgham
Director at All is Well

Christina Harp
Producer

BROOKS RUNNING

NIGHTLIFE COLLECTION



SILVER ADDY

Dave Holloway
Creative Director

Mike Peck
Head of Design

Marisa Schoen
Executive Producer

Steve Gray
Producer

Chad Lynch
Copywriter

Chad Lynch
Copywriter

Sarah Slegh
Designer

Dan Weeks
Art Director

BROOKS RUNNING

RUNVERSIONS



SILVER ADDY

Dave Holloway
Creative Director

Marisa Schoen
Head of Production

Katherine Robinson
Senior Copywriter

Nikolaus Drellow
Senior Copy Manager

Dan Weeks
Art Director

Lael Rogers
All is Well
Co-Director

Peter Edlund
All is Well
Co-Director

Stephen Cheung
Director of Strategy

Walter Smith
Director

Straightface Studios Seattle
Editorial

Jess Hardy
Senior Project Manager

CMD

MICROSOFT — MIXER: STREAMING IS BETTER THIS WAY



SILVER ADDY

John O'Connell
Group Creative Director

Greg Dalbey
Associate Creative Director

Avery Stokes Harrison
Writer

Christopher Shults
Art Director

David Wester
Editor

James Chung
Editor

Matt Allen
Motion Design

Aaron Keuter
Motion Design

Randy Woloshin
Group Account Director

Katy Rall
Agency Producer

WUNDERMAN SEATTLE

LOW INCOME HOUSING INSTITUTE WALLS FOR GOOD



SILVER ADDY

Craig Evans
CCO

Neal Moore
Creative Director

Corbet Curfman
Associate Creative Director

O'Ryan Brody
Executive Producer

Sara Stifler
Producer

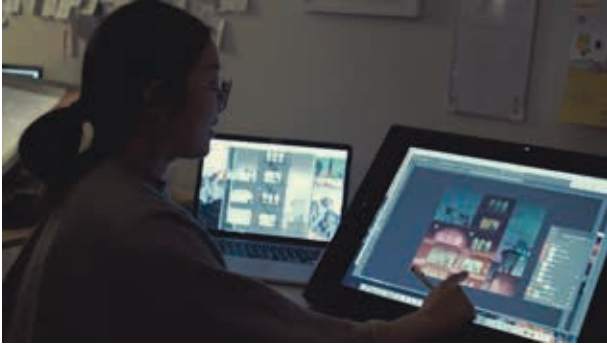
Ben Peters
Creative Director

Melissa Pennington
Art Director

Evan Peterson
Copywriter

COLOR

MICROSOFT – DEVQUEST



2 SILVER ADDYS

Color
Agency

PB&

VISIT SEATTLE – DREAMCATCHER



GOLD ADDY

PB&

Britt Fero
Principal

Pete Anderson
Head of Content Production

Visit Seattle

Ali Daniels
SVP, CMO

David Newman
Creative Director

Kristin Gillespie
Content Strategy Director

Mellie Lutz
Marketing Director

Matty Brown
Director, UNHEARD/OF

Alan Nay and Matt Ackerman
Executive Producers,
UNHEARD/OF

Mandy Ward
Producer, UNHEARD/OF

Todd Martin
DP, UNHEARD/OF

Casey Steele
Head of Production, World
Famous

BELIEF AGENCY

DUNN LUMBER — US AGAINST THE WORLD



GOLD ADDY

Joel Cummings
Executive Producer

Jesse Bryan
Chief Creative Director

Rachelle Cummings
Associate Creative Director

Hannah Lofgren
Director of Production

David Faddis
Screenwriter

Rachelle Cummings
Screenwriter

David Faddis
Director

Hannah Lofgren
Producer

David Faddis
Director of Photography

Johnny Valencia
Director of Photography

Michelle Henley
Camera Operator

Jake Magraw
Camera Operator

Adam McCollom
Sound Recordist

David Faddis
Editor

Leah Andrews
Assistant Editor



BELIEF AGENCY

MICROSOFT — SASSY BLACK: FINDING HER VOICE



SILVER ADDY

Jesse Bryan
Chief Creative Director

Cali Pitchel Schmidt
Creative Director

Kyle Seago
Director

Hannah Lofgren
Director of Production

David Faddis
Director of Photography

Hannah Lofgren
Producer

Michelle Henley
Camera Operator

Michelle Henley
Photographer

Luke Knecht
Sound Recordist

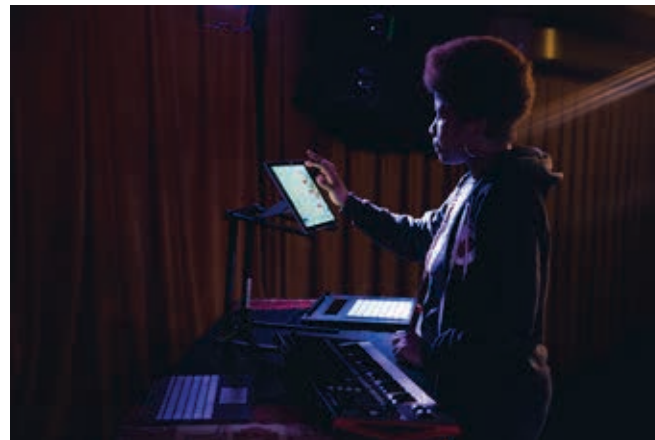
Adam McCollom
Sound Recordist

Andy Maier
Post-Production Supervisor

Kyle Seago
Editor

David Faddis
Editor

Leah Franks
Assistant Editor



BELIEF AGENCY

MICROSOFT — MEET ERIC RIVERA



SILVER ADDY

Joe Gannon
Account Manager

Jesse Bryan
Chief Creative Director

Hannah Lofgren
Director of Production

Cali Pitchel Schmidt
Creative Director

Andy Maier
Director

Hannah Lofgren
Producer

Nathan Shain
Director of Photography

Michelle Henley
Camera Operator

Grant Kirkpatrick
Camera Operator

Michelle Henley
Photographer

Brooke Fitts
Photographer
Adam McCollom
Sound Recordist

Andy Maier
Post-Production Supervisor

Andy Maier
Editor

Tracey Shrier
Project Manager

BELIEF AGENCY

YOU ARE A STORYTELLER



SILVER ADDY

Jonathan Dunn
Account Manager

Tracey Shrier
Project Manager

Jenna Shin
Project Coordinator

Jesse Bryan
Chief Creative Director

Brian McDonald
Chief Storyteller

Cali Pitchel Schmidt
Creative Director

Andy Maier
Post-Production Supervisor

Sarah Xanthakis
Illustrator

Hannah Lofgren
Director of Production

SEATTLE'S UNION GOSPEL MISSION

LOST AND FOUND



SILVER ADDY

Paul Asao
Creative Director at Red Ball Brands

Dan Mackaman
Copy Writer at Dan Mackaman LLC

Russ Cimber
Production Director at Bonneville Broadcasting Seattle

Dean Way
Mission Graduate
Food Service Manager at Seattle's Union Gospel Mission

Darryl Ann Mason
Mission Graduate
Case Manager at Seattle's Union Gospel Mission

Annette Smiley
Mission Graduate
Program Administrator at Seattle's Union Gospel Mission

Richard McAdam
Mission Graduate
Outreach Administrator at Seattle's Union Gospel Mission

Cornelius Lee
Chief Administrative Officer at Seattle's Union Gospel Mission

Hillary Dunham
Director of Marketing at Seattle's Union Gospel Mission

Molly Ausmus
Project Manager at Seattle's Union Gospel Mission

BOONE.TV

DAYS FOR GIRLS — ENDING CHHAUPADI IN NEPAL

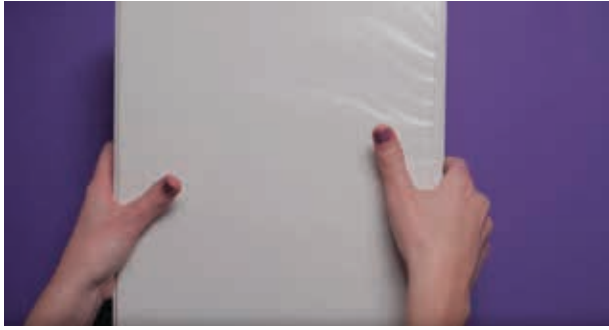
SILVER ADDY

Boone Sommerfeld
Director
Cinematographer
Editor





WASHINGTON DEPARTMENT OF HEALTH
YOU CAN CHOOSE YOU: SCHOOLYARD ASMR



SILVER ADDY

Jessica Selander
SVP
Creative Director

Melissa Simpson
SVP
Managing Director

Joe Brener
VP
Director

Phillip Allen
Senior Art Director

Shelley Barker
Copywriter

Scott Stroup
VP

Debbie Ashpes
Senior Production Manager

Kristen Palmisano
Project Manager

Adam Ferrari
SVP
Senior Producer

Brandon Wheeler
Producer

Matt Patton
Senior Producer

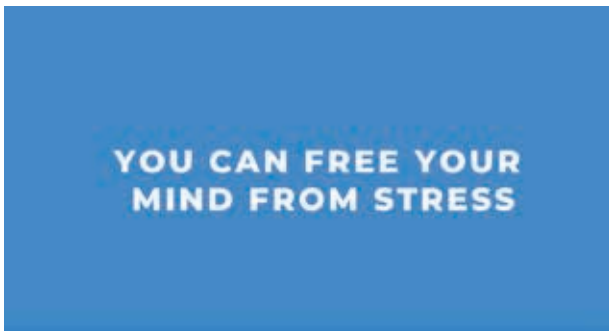
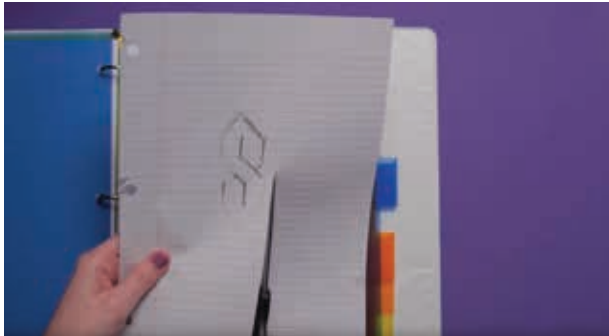
Butch Ramsey
Multimedia Producer

Preston Hawks
Designer

Saakshi Monga
SVP, Media Director

Samantha Anyang-Kusi
**Operations Advertising
Assistant**

Raymond Fenton
Assistant Account Executive



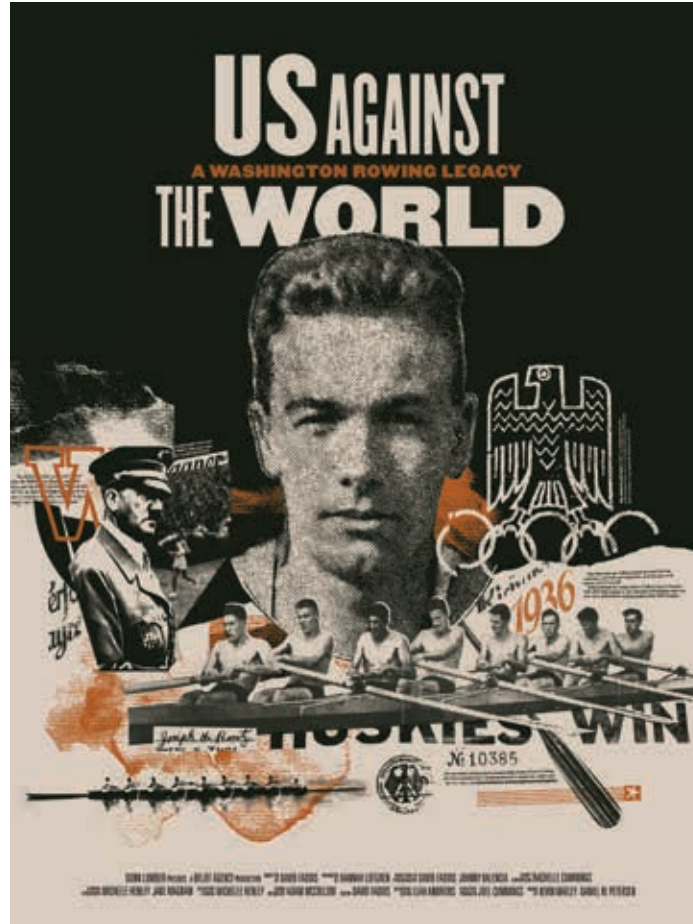
The background is an aerial photograph of a city, likely Seattle, with the Space Needle visible. A semi-transparent teal overlay covers the entire image. Scattered across the overlay are several white and pink geometric shapes: a circle of dots in the top left, three vertical bars in the top center, a diamond in the top right, a pink triangle with dots in the middle right, a small pink triangle with dots in the center, a pink circle with dots in the bottom left, a semi-circle in the bottom center, a lightning bolt in the bottom right, and a small pink triangle with dots in the bottom right corner.

2019 ADDY AWARD WINNERS

CROSS PLATFORM

BELIEF AGENCY

DUNN LUMBER – US AGAINST THE WORLD CAMPAIGN



SILVER ADDY

Edelmann
Starla Sheen
Group Creative Director

Hana Kato
Associate Creative Director

Rachel Templin
Senior Copywriter

Ellina Stein
Senior Producer

Kate Krane
Executive Vice President

Kent Hollenbeck
Deputy General Manager
Executive Vice President

Fiona Gwozdz
Senior Account Executive

Liz Gray
Project Manager

Laryssa Winne
Paid Media Director

Steven Sutlovic
Associate Paid Media Planner

All is Well
Tony Fulgham
Executive Creative Director

Sam Kelly, Jr.
Director + Executive Producer

Lael Rogers
Creative Director

Pemco Insurance
MJ Vigil
Vice President, Chief People &
Brand Officer

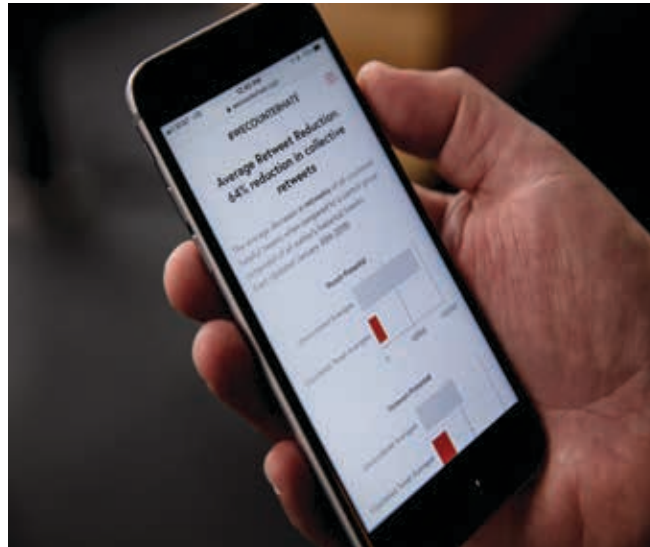
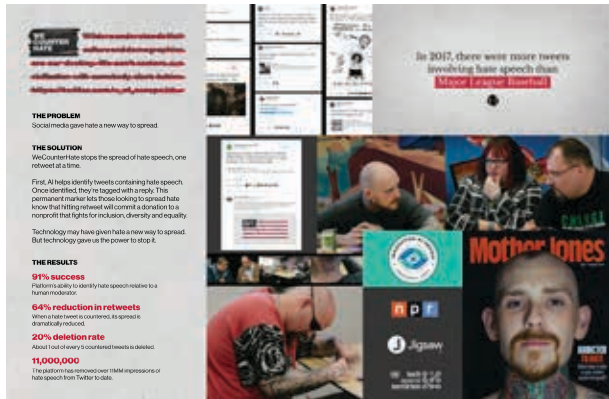
Dan McGrady
Government Affairs Director

John Burgess
Manager Corporate
Communications

Mike Blaisdell
Manager Employee & Customer
Experience

POSSIBLE

LIFE AFTER HATE



GOLD ADDY

Jason Carmel
Global Chief Data Officer

Danielle Trivisonno Hawley
Chief Creative Officer
Americas

Ray Page
EVP
Executive Creative Director

Shawn Herron
Creative Director

Matt Gilmore
Creative Director

Brian Mead
Account Director

Michael Cobb
Senior Digital Analyst

Eric Mathiasen
Freelance Technical Director

Megan Ball
Executive Producer

Jarrid Beasley
Program Manager

Secondary Andres Gomez
Senior Designer

Stephanie Hockett
Associate Director, Content
Strategy

Lara Bain
Senior Social Strategist

Julie Bourne
Associate Content Strategist

Amanda Vo
Senior Project Manager

Cole Peterson
Technical Director

Jonathan Salas
Software Developer

Chris Ophoven
Freelance Editor

Charlie Bartlett
Freelance Designer/
Animator

John Buroker
HearBy Sound, Audio
Engineer

Spredfast Hearby Sound
Contributing Companies

Antony McAleer
Board Co-Founder & Board
Chair

Julie Thorlton
Executive Assistant

Life After Hate:

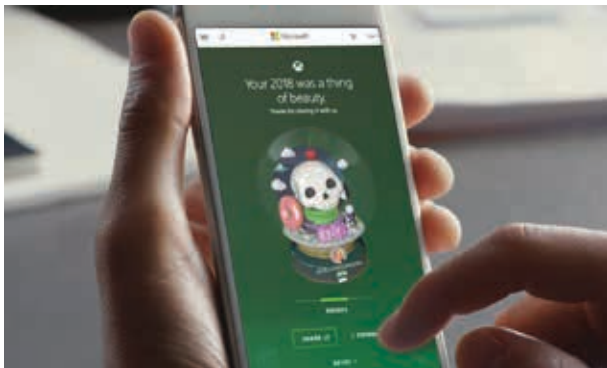
Sammy Range
Co-Founder
Executive Director

Dimitri Kalantzis
Communications Director

Angela King
Co-Founder
Programs Director

POSSIBLE

MICROSOFT XBOX YEAR IN REVIEW



GOLD ADDY

Danielle Trivisonno Hawley
Chief Creative Officer, Americas

Dan Vanderhei
Group Creative Director

Norio Ichikawa
Creative Director

Brad Mosher
Sr. Art Director

Kathryn Guess
Sr. Copywriter

Jenn O'Neill
Sr. Copywriter

Tiarra La
Associate Designer

Bijan Hashemi
Sr. UX Designer

Whitney Clegg
3D Animator

Dawn Norton
3D Animator

Kelsie Clegg
Sr. Art Director

JJ Fuentes
Art Director

Simon Legaspi
Production Designer

Shawn Herron
Experience Technology Director

Heidi Kimble
Associate Director, Data Strategy

Tyler Johnson
Sr. Digital Analyst

Stephanie Hockett
Director, Comms and Channel Strategy

Tommy Dietrich
Sr. Strategist

Kat Grider
SVP - Account

Cristina Carvalho
Account Supervisor

Gus Meuli
Program Director

Josh Greenburg
Project Manager

Production Credits:

Scott Moir
Group Director Technology

John Walters
Technical Architect

Andy Hancock
Technology Director

Scott Stoltz
Technology Director

Andy Pixel
Development Lead, Experience Technology

Ben Colwell
Developer

Jose Madriz
Software Developer

Juan Guerrero
Developer

Gilberto Solano
QA Analyst

Chris Garces
Production Director

Delivery Credits:

Yvonne Eiseman
Sr. Program Director, Global Delivery

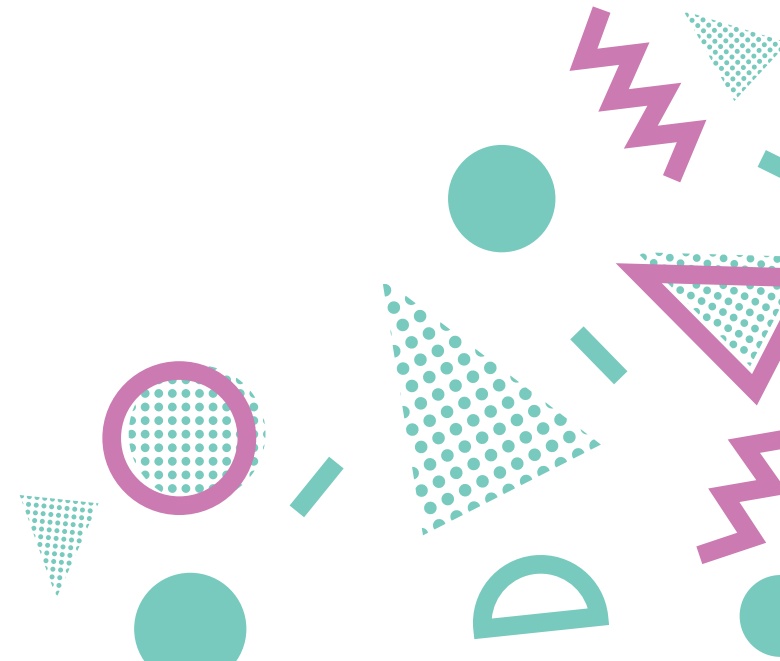
Stacy Kaneshiro
Program Manager, Global Delivery

Gareth Lim
Project Manager, Global Delivery

Mary Atchison
Sr. Marketing Operations Specialist

Alexandra Breton
Global Delivery Intern

Shawn Noyes
Sr. QA Operations



The background is a teal-tinted aerial photograph of a city, with the Space Needle clearly visible. Scattered across the image are various white and pink geometric shapes: a circle of dots in the top left, three vertical bars in the top center, a diamond in the top right, a pink triangle with dots in the middle right, a small pink triangle with dots in the center, a pink circle with dots in the bottom left, a semi-circle in the bottom center, a lightning bolt in the bottom right, and a pink triangle with dots in the bottom right corner.

2019 ADDY AWARD WINNERS

ELEMENTS OF ADVERTISING

ALL IS WELL

UNIVERSAL AUDIO – HALF YEARLY SALE

INT. ANTIQUE, CURIOSITY SHOPPE – DAY

BILL is sitting behind the counter with a newspaper. On the other side of the paper we hear whispered voices.

YOUNG MUSICIAN 1
Just ask him, man.

Bill puts the paper down to reveal two, nervous YOUNG MUSICIANS, holding a vintage tube limiter.

YOUNG MUSICIAN 2
Is this a Fairchild compressor-

YOUNG MUSICIAN 1
The one the Beatles used--

Young Musician 2 gives Young Musician 1 a pointed look.

YOUNG MUSICIAN 2
Because we hate the Beatles. So if it is that one we're gonna need a discount--

YOUNG MUSICIAN 1
Yeah, f*ck the Beatles--

The Young Musicians wait expectantly... Bill checks the price tag.

BILL
\$99.99. Cash only.

Bill disappears behind his paper as the Young Musicians look at each other, stunned.

TAGLINE: Find your treasure. All month long.

END GRAPHICS/SALE DETAILS

INT. ANTIQUE, CURIOSITY SHOPPE – DAY

BILL is sitting behind the counter with a newspaper. On the other side of the paper we hear whispered voices.

YOUNG MUSICIAN 1
Just ask him, man.

Bill puts the paper down to reveal two, nervous YOUNG MUSICIANS, holding a vintage tube limiter.

YOUNG MUSICIAN 2
Is this a Fairchild compressor-

YOUNG MUSICIAN 1
The one the Beatles used--

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YOUNG MUSICIAN 2
Because we hate the Beatles. So if it is that one we're gonna need a discount--

YOUNG MUSICIAN 1
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BILL
\$99.99. Cash only.

Bill disappears behind his paper as the Young Musicians look at each other, stunned.

TAGLINE: Find your treasure. All month long.

END GRAPHICS/SALE DETAILS

GOLD ADDY

Tony Fulgham
ECD/Writer/Director

Sam Kelly Jr.
EP/Producer

Peter Edlund
Writer

Jacob Rosen
Cinematographer

Finch Izatt
Production Designer

Daisy Fulgham
Costume Designer

Megan Leonard
Production Manager

Chris Ophoven
Editor

Tristan Seniuk
Colorist

POP

MADE IN SEATTLE – PHOTOGRAPHY, COLOR



SILVER ADDY

James Wilkinson
Chief Creative Officer
Creative Director

Elaine Colenbrander
Creative Director

Bryan Hall
Creative Director

Joe Larrabee
Senior Art Director

Ryan Davies
Senior Motion Designer

Aaron Porvaznik
Design Director

SEATTLE'S UNION GOSPEL MISSION

LOST AND FOUND



SILVER ADDY

Paul Asao
Creative Director at Red Ball Brands

Dan Mackaman
Copy Writer at Dan Mackaman LLC

Shawn Michienzi
Photographer

Lee Jeffries
Photographer

Anna De La Paz
Senior Graphic Designer at Seattle's Union Gospel Mission

Cornelius Lee
Chief Administrative Officer at Seattle's Union Gospel Mission

Hillary Dunham
Director of Marketing at Seattle's Union Gospel Mission

Molly Ausmus
Project Manager at Seattle's Union Gospel Mission

COLOR

MICROSOFT – DEVQUEST



SILVER ADDY

Color
Agency

COLOR

CHEMONICE – NIGERIA



SILVER ADDY

Color
Agency

COLOR

XBOX – FORZA HORIZON 4 KEN BLOCK



GOLD ADDY

Color
Agency

FREERIDE ENTERTAINMENT

REDBULL MEDIA HOUSE — NORTH OF NIGHTFALL



SILVER ADDY

Jeremy Grant
Director

Shin Campos
Producer

Clark Fyans
Producer

Ben Bryan
Executive Producer

Derek Westerlund
Executive Producer

Scott Bradfield
Executive Producer

Steve Reska
Executive Producer

Charlie Rosene
Executive Producer

Greg Wheeler
Director of Photography

Zach Johaneson
Animation & VFX

FREERIDE ENTERTAINMENT

ROYAL ENFIELD — CAYLA RIVAS. BONNEVILLE SALT FLATS



SILVER ADDY

Derek Westerlund
Executive Producer

Jeremy Grant
Director
Creative Director

Cory Horton
Director of Photography
Aerial DP

Shin Campos
1st AD
Producer

Bryan Ralph
Post Production Supervisor
Colorist

Kolin Quick-Gunther
Creative Strategy
ACD

Aaron Whitley
Camera Operator

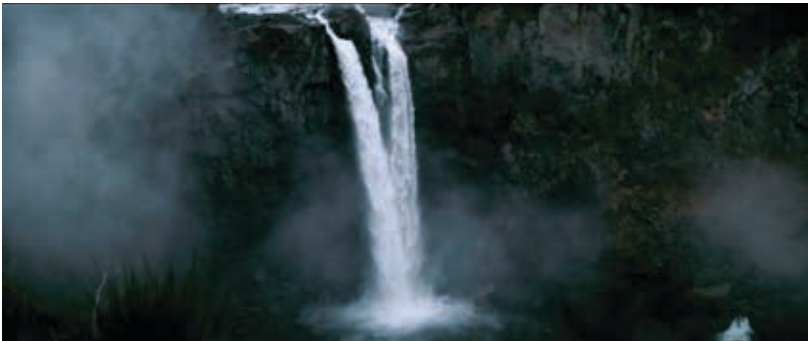
Greg Picard
Location Sound

Spencer Francey
Production Assistant

Keith White
Sound Design



VISIT SEATTLE — REALITY IS GORGEOUS



GOLD ADDY

PB&
Agency

Visit Seattle
Client

Mike McCready
Composer

Josh Taft
Director

Sundance TV
Creative and Production
partner

BELIEF AGENCY

DUNN LUMBER – US AGAINST THE WORLD



GOLD ADDY

Joel Cummings
Executive Producer

Jesse Bryan
Chief Creative Director

Rachelle Cummings
Associate Creative Director

Hannah Lofgren
Director of Production

David Faddis
Screenwriter

Rachelle Cummings
Screenwriter

David Faddis
Director

Hannah Lofgren
Producer

David Faddis
Director of Photography

Johnny Valencia
Director of Photography

Michelle Henley
Camera Operator

Jake Magraw
Camera Operator

Adam McCollom
Sound Recordist

David Faddis
Editor

Leah Andrews
Assistant Editor

CMD

WASHINGTON DAIRY



SILVER ADDY

John O'Connell
Group Creative Director

Andy Cale
Associate Creative Director

Avery Stokes Harrison
Copywriter

Christopher Shults
Art Director

Matt Allen
Motion Design

Kendall Birch
Graphic Designer

Todd Arrington
Production Design

Jake Wegesin
3D Artist

Patti Cody
Managing Director
Paid Media

Shelly Holliday
Senior Media Planner
Buyer

Maria Ekstrand
Group Account Director

Claire Fisher
Account Supervisor

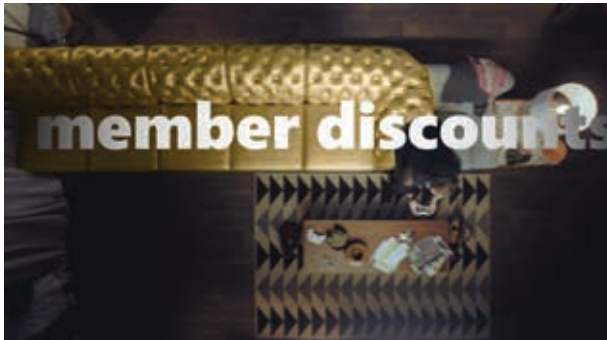
Jane Kagan
Senior Program Manager

Gabriel Saurage Felton
Producer

CMD

MICROSOFT

XBOX LIVE GOLD - ENDLESS GOLD



SILVER ADDY

John O'Connell
Group Creative Director
Director

Andy Cale
Associate Creative Director
Writer

David Wester
Editor

Matt Allen
Motion Design

Randy Woloshin
Group Account Director

Katy Rall
Agency Producer

CMD

MICROSOFT

MAKE BELIEVE HAPPEN



SILVER ADDY

John O'Connell
Group Creative Director
Director

Andy Cale
Associate Creative Director
Writer

Aaron Robnet
Writer

Jack Johnson
Art Director

David Wester
Editor

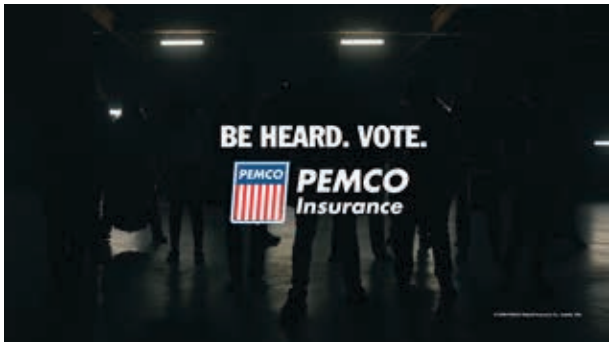
Matt Allen
Motion Design

Randy Woloshin
Group Account Director

Katy Rall
Agency Producer



PEMCO INSURANCE — EVERY BEAT MATTERS



SILVER ADDY

Edelman
Starla Sheen
Group Creative Director

Hana Kato
Associate Creative Director

Rachel Templin
Senior Copywriter

Ellina Stein
Senior Producer

Kate Krane
Executive Vice President

Kent Hollenbeck
Deputy General Manager
Executive Vice President

Fiona Gwozdz
Senior Account Executive

Liz Gray
Project Manager

Laryssa Winne
Paid Media Director

Steven Sutlovic
Associate Paid Media Planner

All is Well
Tony Fulgham
Executive Creative Director

Sam Kelly, Jr.
Director + Executive Producer

Lael Rogers
Creative Director

Pemco Insurance
MJ Vigil
Vice President, Chief People &
Brand Officer

Dan McGrady
Government Affairs Director

John Burgess
Manager Corporate
Communications

Mike Blaisdell
Manager Employee & Customer
Experience

Jacob Rosen
Director of Photography

Audrey O'Neil
1st AC

Steven Laing
Producer
Ben Yisrael
Spoken Word Poet

Ebo Barton
Spoken Word Performer

Riley Kennedy
Composer + Drum Leader

Kelly Carroll
Producer

Eric Corson
Audio Mixer

Tristan Seniuk
Editor

Finch Izatt
Art Department

Daisy Fulgham
Wardrobe Stylist

Kennan Muzzy
Gaffer

Matt McDonnell
Best Boy Electric

Trevor Payne
Key Grip

Norm Tomolva
Best Boy Grip

Brendan Griffin
Production Assistant

Adam Kozie
Drummer

Thaddeus Brown
Drummer

Naoyuki Sawada
Drummer

Teresa Wilson-Gunn
Drummer

Jaelin Heyman
Drummer

Melissa Donahue
Drummer

Veronica Flynnq
Drummer

Edward Brennan
Drummer

Carson Mock
Drummer

Malachi Espinola
Drummer

PICO MUSIC+SOUND

DARIGOLD – MILK THE HOLIDAYS



SILVER ADDY

PICO Music+Sound

COLE & WEBER

@DAILYGUNDEATHS



2 SILVER ADDYS

Jason Black
Executive Creative Director
Art Director

Craig Jelniker
Director of Production

Justin Stone
Senior Content Director

Mikel Hanson
Senior Social Strategist

John Paul Leroux
Peter Trueblood
Copywriters

Nat Duffy
Creative Technologist

Iulius Filip
Senior Systems Developer

Clint Harrison
Senior Developer

Dan Truog
Editor/Technologist

Brian Garcia
Motion Design Technologist

POSSIBLE

PIVOTAL VENTURES – EVOKE.ORG ILLUSTRATIONS



SILVER ADDY

Jon Dietrich
VP
Group Creative Director

Nicole Michels McDonagh
Group Creative Director

Kelsie Clegg
Senior Art Director

Sho Ito
Art Director

Kimberly Salt
Illustrator

Keith Negley
Illustrator

Anna Godeassi
Illustrator

Andrea De Santis
Illustrator

Patricia Widyn
VP
Art Buying Manager

Andre Sapp
Program Manager

Megan Turner
Account Director

Jacci Johnson
Account Director

Cynthia Peterson
Senior UX Architect

Limah Taeb
Associate UX Designer

Jim Schuch
Associate Director
Strategy

Rebecca Dunwoody
Associate Strategist

POSSIBLE

LIFE AFTER HATE



Life After Hate:

Sammy Range
Co-Founder
Executive Director

Dimitri Kalantzis
Communications Director

Angela King
Co-Founder
Programs Director

Charlie Bartlett
Freelance Designer/
Animator

John Buroker
HearBy Sound, Audio
Engineer

Spredfast
Hearby Sound
Contributing Companies

Antony McAleer
Board Co-Founder & Board
Chair

Julie Thornton
Executive Assistant

GOLD ADDY

Jason Carmel
Global Chief Data Officer

Danielle Trivisonno Hawley
Chief Creative Officer
Americas

Ray Page
EVP
Executive Creative Director

Shawn Herron
Creative Director

Matt Gilmore
Creative Director

Brian Mead
Account Director

Michael Cobb
Senior Digital Analyst

Eric Mathiasen
Freelance Technical Director

Megan Ball
Executive Producer

Jarrid Beasley
Program Manager

Secondary
Andres Gomez
Senior Designer

Stephanie Hockett
Associate Director, Content
Strategy

Lara Bain
Senior Social Strategist

Julie Bourne
Associate Content Strategist

Amanda Vo
Senior Project Manager

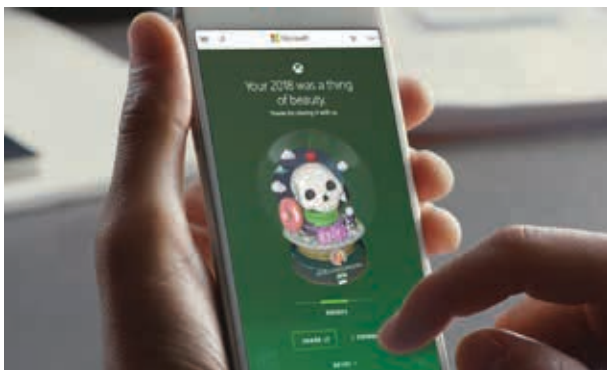
Cole Peterson
Technical Director

Jonathan Salas
Software Developer

Chris Ophoven
Freelance Editor

POSSIBLE

MICROSOFT XBOX YEAR IN REVIEW



GOLD ADDY

Danielle Trivisonno Hawley
Chief Creative Officer, Americas

Dan Vanderhei
Group Creative Director

Norio Ichikawa
Creative Director

Brad Mosher
Sr. Art Director

Kathryn Guess
Sr. Copywriter

Jenn O'Neill
Sr. Copywriter

Tiarra La
Associate Designer

Bijan Hashemi
Sr. UX Designer

Whitney Clegg
3D Animator

Dawn Norton
3D Animator

Kelsie Clegg
Sr. Art Director

JJ Fuentes
Art Director

Simon Legaspi
Production Designer

Shawn Herron
Experience Technology Director

Heidi Kimble
Associate Director, Data Strategy

Tyler Johnson
Sr. Digital Analyst

Stephanie Hockett
Director, Comms and Channel Strategy

Tommy Dietrich
Sr. Strategist

Kat Grider
SVP - Account

Cristina Carvalho
Account Supervisor

Gus Meuli
Program Director

Josh Greenburg
Project Manager

Production Credits:

Scott Moir
Group Director Technology

John Walters
Technical Architect

Andy Hancock
Technology Director

Scott Stoltz
Technology Director

Andy Pixel
Development Lead, Experience Technology

Ben Colwell
Developer

Jose Madriz
Software Developer

Juan Guerrero
Developer

Gilberto Solano
QA Analyst

Chris Garces
Production Director

Delivery Credits:

Yvonne Eiseman
Sr. Program Director, Global Delivery

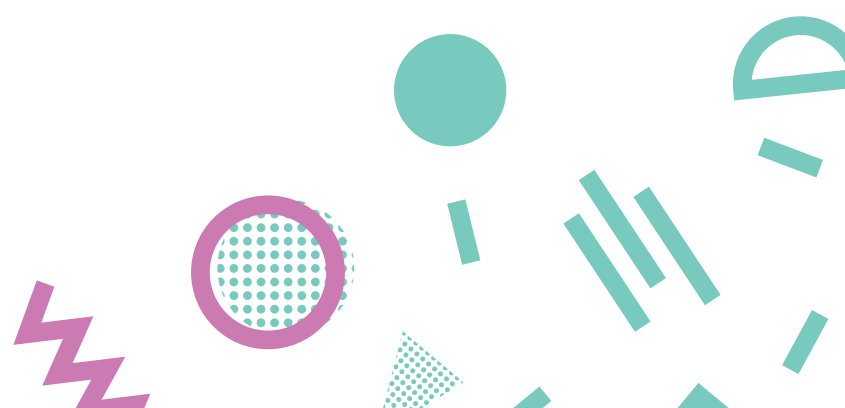
Stacy Kaneshiro
Program Manager, Global Delivery

Gareth Lim
Project Manager, Global Delivery

Mary Atchison
Sr. Marketing Operations Specialist

Alexandra Breton
Global Delivery Intern

Shawn Noyes
Sr. QA Operations



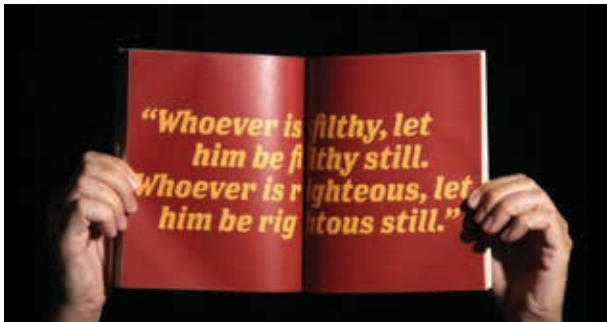
The background is an aerial photograph of Seattle, Washington, featuring the Space Needle and surrounding urban landscape. A semi-transparent green filter is applied over the entire image. Scattered across the green overlay are several white and pink geometric shapes: a circle of dots in the top left, three vertical bars in the top center, a diamond in the top right, a pink triangle with dots in the middle right, a small pink triangle with dots in the center, a pink circle with dots in the bottom left, a semi-circle in the bottom center, a lightning bolt in the bottom right, and a small pink triangle with dots in the bottom right corner.

2019 ADDY AWARD WINNERS

STUDENT AWARDS

MAUREEN MCLENNON

JOHNNY CASH BOOK DESIGN



SILVER ADDY

School of Visual Concepts

KIP VAUGHAN

THE CLASH BOOK DESIGN



GOLD ADDY

School of Visual Concepts

KAYLA JOHNSON

SGT. PEPPER BOOK DESIGN



SILVER ADDY

School of Visual Concepts

TANYA SHEREMETA

ADA QUARTERLY



SILVER ADDY

Tanya Sheremeta
Author
Designer

Ty Smith
Author

Sarah Zhang
Author

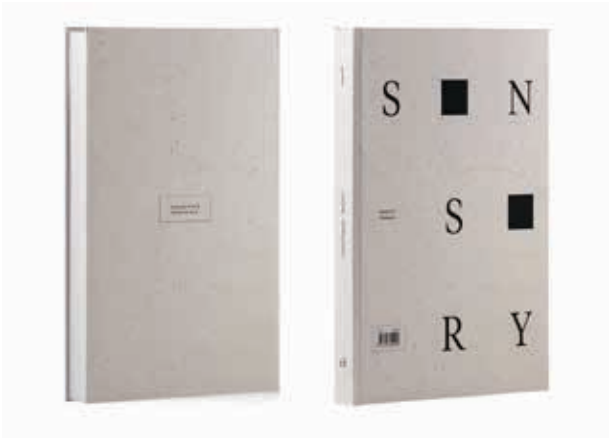
Jason Bittel
Author

SCCC



JESSICA VACHON

SENSORY MAGAZINE



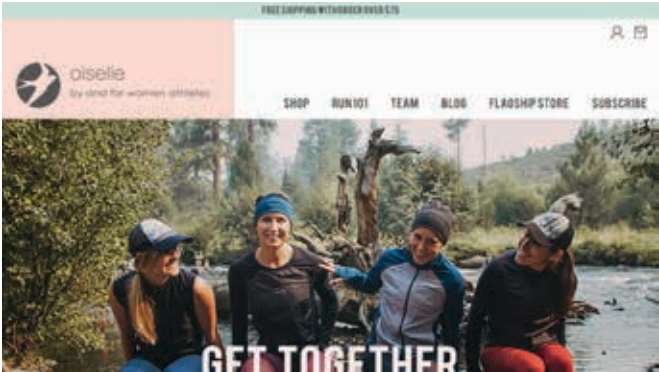
GOLD ADDY

Jessica Vachon
Designer



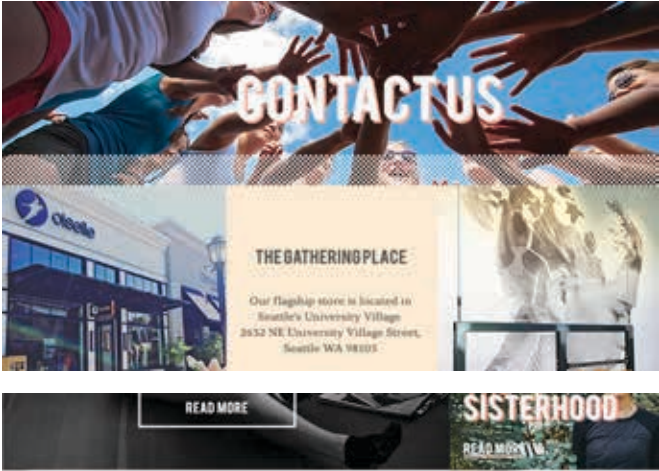
ANGELEIGH GUY

OISELLE WEBSITE DESIGN



SILVER ADDY

Angeleigh Guy
UI/UX Designer
School of Visual Concepts





AMERICAN
ADVERTISING
AWARDS
SEATTLE

LAYOUT BY: JEREMY BUSHNELL
JEREMYBUSHNELLDISEIGN.COM

2019