

**2021 Seattle ADDY Winners
grouped by agency**

Category	Entry Name	Client	Award
▼ All Is Well			
Public Service, Film, Video & Sound	SMASH	SMASH (Seattle Musicians Access to Sustainable Healthcare)	Silver
▼ CMD			
Elements of Advertising, Animation, Special Effects or Motion Graphics	Xbox Accessories - Arctic Camo	Microsoft	Gold
Elements of Advertising, Animation, Special Effects or Motion Graphics	Xbox Accessories - Phantom Magenta	Microsoft	Gold
Cross Platform, Integrated Brand Campiagns	Surface - WW84	Microsoft	Silver
Film, Video, & Sound, Branded Content & Entertainment Campaign	Surface - WW84	Microsoft	Silver
Film, Video, & Sound, Branded Content & Entertainment Campaign	Surface & Netflix - Over The Moon	Microsoft	Silver
Elements of Advertising, Animation, Special Effects or Motion Graphics	Surface Duo CCSM	Microsoft	Silver
Elements of Advertising, Animation, Special Effects or Motion Graphics	Xbox Accessories - Cyberpunk 2077	Microsoft	Silver
▼ Copacino+Fujikado			
Film, Video, & Sound, Local Television Advertising	Teammates	Symetra	Silver
Elements of Advertising, Animation, Special Effects or Motion Graphics	2020 Mariners Campaign	Seattle Mariners	Silver
Film, Video, & Sound, Branded Content & Entertainment	Meet Malachi	Seattle Children's	Silver
Film, Video, & Sound, Audio/Radio, Single Spot	Aquarium 8-Hr ASMR	Seattle Aquarium	Silver
▼ DNA Seattle			
Cross Platform, Online/Interactive Campaign	Raid The Dragon's Hoard	Dragon's Milk - New Holland Brewing	*Best in Show
Online/Interactive, Apps, Games, and Virtual Reality	Raid The Dragon's Hoard	Dragon's Milk - New Holland Brewing	*Peoples Choice
Out-of-Home & Ambient Media, Poster Campaign	Sounders FC: The Champs Return	Sounders Football Club; Taylor Graham	Gold
Online/Interactive, Apps, Games, and Virtual Reality	Raid The Dragon's Hoard	Dragon's Milk - New Holland Brewing	Gold
Out-of-Home & Ambient Media, Out-Of-Home Installation	BECU WSU Field Mural	BECU	Gold
Online/Interactive, Social Media Campaign	Taco Time Animal Crossing	Taco Time Northwest	Silver
Cross Platform, Integrated Campiagns	Time For Something Different	Taco Time Northwest	Silver
Cross Platform, Integrated Brand Campiagns	Rainier Beer: Call of Rewild	Rainier - Pabst Brewing Company	Silver
Elements of Advertising, Animation, Special Effects or Motion Graphics	Rainier Beer: Call of Rewild	Rainier - Pabst Brewing Company	Silver
Cross Platform, Online/Interactive Campaign	Raid The Dragon's Hoard	Dragon's Milk - New Holland Brewing	Silver
▼ GCH, Inc.			
Sales & Marketing, Packaging	Willie's Reserve High Five Pack	GCH, Inc.	Silver
▼ GMMB			
Elements of Advertising, Animation, Special Effects or Motion Graphics	Be Heard. Make History. Vote.	The Carter Center	Silver
▼ Indigo Slate			
Elements of Advertising, Animation, Special Effects or Motion Graphics	Family Safety App Launch Video	Microsoft	Gold
▼ Mekanism			
Elements of Advertising, Innovative Use of Interactive/Technology	Alaska Airlines - Swell Deals	Alaska Airlines	*Judge's Choice
Elements of Advertising, Data Driven Media	Alaska Airlines - Swell Deals	Alaska Airlines	Gold
Elements of Advertising, Music With Lyrics	Alaska Airlines - Safety Dance	Alaska Airlines	Silver
Film, Video, & Sound, Music Videos	Alaska Airlines - Safety Dance	Alaska Airlines	Silver
Elements of Advertising, Innovative Use of Interactive/Technology	Alaska Airlines - Swell Deals	Alaska Airlines	Silver
▼ Milli			
Film, Video, & Sound, Webisode Series	TIDELANDS Documentary Series	Milli	Silver
▼ POP			
Online/Interactive, Email	XBOX SERIES X DREAMSCAPE ADVENTURE	Xbox	Silver
▼ Rabble & Rouse			
Elements of Advertising, Cinematography Campaign	Whatever You Love	Thriftbooks	Silver
▼ RudyCorp			
Online/Interactive, Advertising Industry Self-Promotion	Rudy Willingham's Social Media	RudyCorp	Silver
▼ Seattle Central Creative Academy			
	Liminal	Heather Manning	*Judge's Choice
Sales & Marketing, Magazine Design	Money Makers Magazine (M*3)	Katharine Toombs	Gold
▼ The Paper Crane Factory			
Online/Interactive, Business-to-Business Websites	Igor rebrand	Igor Institute	Silver
▼ University of Puget Sound			
Elements of Advertising, Film, Video & Sound, Single	Morphine	Courtney Knecht	Silver
▼ University of Washington			
Elements of Advertising, Illustration	Artifacts of Self	Vivian Mak	Gold
▼ Venture Visuals			
Film, Video, & Sound, Branded Content & Entertainment	Unconscious Bias: Driving While Black	PricewaterhouseCoopers	Mosaic
▼ Western Washington University			
Elements of Advertising, Animation or Special Effects	ParaNorman Title Sequence	Mercedes Schrenkeisen	Silver
Elements of Advertising, Animation or Special Effects	Supernatural Title Sequence	Coral Saville	Silver
▼ World Famous			
	KEEP MUSIC LIVE	KEEP MUSIC LIVE	*Judge's Choice
Public Service, Out-of-Home & Ambient Media, Out-of-Home	KEEP MUSIC LIVE	KEEP MUSIC LIVE	Gold
Public Service, Out-of-Home & Ambient Media, Campaign	KEEP MUSIC LIVE	KEEP MUSIC LIVE	Silver
▼ Wunderman Thompson Seattle			
Film, Video, & Sound, Local Television Advertising Campaign	Let's Imagine Together Year 2 TV	Washington's Lottery	Gold
Film, Video, & Sound, Local Television Advertising	Meowza 2020	Washington's Lottery	Gold
Film, Video, & Sound, Local Television Advertising	Zoo	Washington's Lottery	Gold
Online/Interactive, Microsite	Xbox Series X Launch Page	Microsoft	Gold
Film, Video, & Sound, Local Television Advertising	Hot Dog	Washington's Lottery	Silver
Film, Video, & Sound, Branded Content & Entertainment Campaign	Let's Imagine Together Year 2 TV	Washington's Lottery	Silver
Elements of Advertising, Animation, Special Effects or Motion Graphics	Meowza 2020	Washington's Lottery	Silver
Elements of Advertising, Sound Design	Meowza 2020	Washington's Lottery	Silver
Film, Video, & Sound, Local Television Advertising	Proposal	Washington's Lottery	Silver
Cross Platform, Integrated Campiagns	Seahawks Fan Out Integrated Camp.	Washington's Lottery	Silver
Out-of-Home & Ambient Media, Out-of-Home Campaign	Do Something OOH Campaign	Visit Seattle / Seattle Southside Regional Tourism Authority	Silver
Out-of-Home & Ambient Media, Poster Campaign	Do Something poster campaign	Visit Seattle / Seattle Southside Regional Tourism Authority	Silver
Online/Interactive, Websites	Xbox Series X Launch Page	Microsoft	Silver
Elements of Advertising, Innovative Use of Interactive/Technology	Liferun	ICRC - International Committee of the Red Cross	Silver
Online/Interactive, Apps, Games, and Virtual Reality	Liferun	ICRC - International Committee of the Red Cross	Silver
Online/Interactive, Branded Content & Entertainment	Liferun	ICRC - International Committee of the Red Cross	Silver