



2017 SF Addy Winners

SILVER

Online/Interactive / Apps / Tools & Utilities

A Life Well Travelled
MRM Mccann
Cathay Pacific Airlines
Neil Levy, VP Group Creative Director
Zane Cooper, VP Creative Director

Film, Video, & Sound / Public Service Campaign

Hillary Rodham Clinton
Venables Bell & Partners
Hillary Rodham Clinton
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Tyler Hampton, Creative Director
Adam Wolinsky, Copywriter
Avery Oldfield, Art Director
Craig Allen, Director of Integrated Production
Matt Flaker / Amy Gatzert, Senior Producers
Michael Davidson, Head of Strategy
Jake Bayham / Mike Riley, Senior Strategists
David Corns, Head of Brand Management
Ally Galston, Brand Director
Ricki Kaplan, Brand Supervisor
Hannah Oliff, Project Manager
Production Company - Chelsea Films
Thomas Beug, Director
Post Production - Lumberyard
Raquel Bedard, Director
Jenna Van Deventer, Producer
Danny Figueroa / Regina Rivard, Editors
Sebastien Austin, Assistant Editor
Dani Sanchez, VFX Artist

Cross Platform / Integrated Media

Public Service Campaign

Unacceptable Acceptance Letters
Goodby Silverstein & Partners
The Hunting Ground c/o Chain Camera Pictures
Jeff Goodby, Co-Chairman
Margaret Johnson, Chief Creative Officer
Rogan Cooke, Creative
Laura Petruccelli, Creative
Hilary Coate, Executive Broadcast Producer
Jim King, Director of Graphic Services
Andre Cardozo, Associate Technology Director
Quinn Gravier , Retouching and Photography
Ward Robinson, Photographer
Cassi Norman , Account Director
Meredith Vellines, Director of Communications
Caitlin Neelon, Sr. Communications Strategist

Elements of Advertising / Copywriting

Duel
Venables Bell & Partners
Audi of America
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Gabby Gardner, Producer
Production Company: Rattling Stick
Ringan Ledwidge, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Justin Wang, Brand Supervisor
Abu Ngauja, Brand Manager
Talya Fisher / Leah Murphy, Project Managers

Elements of Advertising / Art Direction

Poverty Line Prices
Goodby Silverstein & Partners
Tipping Point Community
Rich Silverstein, Co-Chairman
Tristan Graham, Associate Creative Director
Chris Peel, Design Director
Michael Damiani, Executive Broadcast Producer
Timothy Plain, Director
Michael Crain, Group Account Director
Will McPherson, Account Manager
Noah Dasho, Sr. Art & Print Producer
Quinn Gravier , Photographer/Retoucher

Elements of Advertising / Art Direction

Photoshop
"There's Magic Inside"
Edelman
Adobe
Tom Parker, Chief Creative Officer
Tony Johnson, Creative Director
Teela Shandess, Senior Art Director
Mike Butler, Art Director
Justin Reagan, Copywriter
Claire Fontana, Executive Producer
Kirsten Golden, Proudcer
Kevin Brown, Motion Designer
Lesley Albright, VP/Account Director
Jess Huck, Account Executive
Michelle Franzoia, Executive Creative Director
Ellie Hardy, EVP/Production

Branded Content & Entertainment for Television

Duel
Venables Bell & Partners
Audi of America
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Gabby Gardner, Producer
Production Company: Rattling Stick
Ringan Ledwidge, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Justin Wang, Brand Supervisor
Abu Ngauja, Brand Manager
Talya Fisher / Leah Murphy, Project Managers

Branded Content & Entertainment for Television

Dads Who Play Barbie
BBDO San Francisco
Mattel | Barbie
Matt Miller, Chief Creative Officer
Christina Whalen, Associate Creative Director, Art Director
Andrew Shaffer, Associate Creative Director, Copywriter
Rachael Kelly, Art Director
Taylor Garrett, Copywriter
Whitney Ferris, Senior Producer
Danielle Ivicic, Business Affairs
Marc Burns, Managing Director
Kim Fredkin, Senior Account Director
Nicole Dongara, Management Supervisor
Karen Cunningham, Director
Crystal Rix, Chief Strategy Officer

Elements of Advertising / Cinematography

Desolation
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Kyle Jones, Sr. Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Production Company - MJZ
Craig Gillespie, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Bri Jones, Assistant Brand Manager
Talya Fisher / Leah Murphy, Project Managers

Elements of Advertising / Cinematography

Commander
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Rich North, Senior Art Director

Rus Chao, Copywriter
Craig Allen, Director of Integrated Production
Mandi Holdorf, Agency Executive Producer
Production Company - MJZ
Craig Gillespie, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Alexis Lovett, Brand Supervisor
Oliver Glenn / Faire Davidson, Brand Managers
Bri Jones, Assistant Brand Manager
Talya Fisher, Project Manager

Elements of Advertising / Cinematography

Yeti
Venables Bell & Partners
Audi of America
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Tyler Hampton / Lee Einhorn, Creative Directors
Matt Miller, ACD
Ali Soodhi, Art Director
Jimmy Burton, Copywriter
Mandi Holdorf, Agency Executive Producer
Production Company - Smuggler
Guard Brothers, Directors

Branded Content & Entertainment for Online/Interactive

Desolation and Airbnb
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Kyle Jones, Sr. Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Production Company - MJZ
Craig Gillespie, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Bri Jones, Assistant Brand Manager
Talya Fisher / Leah Murphy, Project Managers

Branded Content & Entertainment / Single entry - over :60 seconds

Rewind:
The Ultimate 2016 Challenge
Portal A
YouTube
Zach Blume, Managing Partner
Nate Houghteling, Executive Producer
Kai Hasson, Creative Director
Emma White, Project Director
Kalli Sandberg, Project Manager
Brittani Kagan, Talent Producer
Finley Wise, Head of Production
Jeffrey Sabin-Matsumoto, Senior Producer
Elyse Preiss, Senior Producer
Jackson Adams, Director
Morgan Wise, Director
Arturo Morales, Lead Editor

**Branded Content & Entertainment /
Single entry - over :60 second**

Yassin Falafel
Even/Odd
Square
Malcolm Pullinger / Mohammad Gorjestani, Executive Producers
Malcolm Pullinger, Creative Director
Mohammad Gorjestani, Director
Ashley Rodholm, Producer
Devin Whetstone, Director of Photography
Sean Conroy, Creative Director (Square)
Justin Lomax, Head of Production (Square)
Carl Sturgess, Editor

**Branded Content & Entertainment /
Single entry - over :60 seconds**

Madden NFL 17: Start Me
Heat
Electronic Arts
Steve Stone, CCO
Warren Cockrel, Group Creative Director
Anna Rowland, Creative Director
Nichole Geddes, Associate Creative Director
Mitch Gage, Associate Creative Director
Joyce Chen, Director of Integrated Production
Hannah Murray, Producer
Aaron Lang, Managing Director
JT Pierce, Account Director
Julia Wu, Account Supervisor
Molly Reynolds, Account Executive
Jenn Kennedy, Business Affairs

Internet Commercial / Single Spot - Any Length

Know a Note
BBDO San Francisco
MARS | goodnessKNOWS®
Matt Miller, Chief Creative Officer
Gregg Nelson, Creative Director
Page Kishiyama, Creative Director
George Thorman, Art Director
Jared Johnsen, Copywriter
Louise Doherty, Executive Producer
James Campbell, Account Director
Weina Cai, Account Supervisor
Jacqueline Djankian, Business Affairs Supervisor

Guerrilla Marketing Campaign
76 Longcut Supply Tool Kit
Venables Bell & Partners
Conoco Phillips
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Lee Einhorn, Creative Director
Allison Hayes, ACD
Avery Oldfield, Art Director
Adam Wolinsky, Copywriter
Production Company - Lumberyard
Raquel Bedard, Director
Ryan Wilson, Producer
Michelle Wells, Art Producer
Kimberly Lewis, Lumberyard Producer
Alexis Hazelwood, Photographer
Alexis Hazelwood, Animator
Mckenna Pickett, Account Supervisor
Mikaela Kearns, Account Manager

Innovative Use of Interactive/Technology

Photoshop "There's Magic Inside"
Edelman
Adobe
Tom Parker, Chief Creative Officer
Tony Johnson, Creative Director
Teela Shandess, Senior Art Director
Mike Butler, Art Director
Justin Reagan, Copywriter
Claire Fontana, Executive Producer
Kirsten Golden, Proudcer
Kevin Brown, Motion Designer
Lesley Albright, VP/Account Director
Jess Huck, Account Executive
Michelle Franzoia, Executive Creative Director
Ellie Hardy, EVP/Production

Integrated Advertising Campaign - Local - Consumer

A New Era
Camp + King Sacramento Kings
Roger Camp, CCO
Jamie King, CEO
Rikesh Lal, Creative Director
Jesse Dillow, Creative Director
Michael Ng, Sr. Copywriter
Chris Nash, Associate Creative Director/Art Director
Stacy McClain, Director of Content Production:
Nicole Van Dawark, Sr. Producer
Dana Rabb, Brand Director
Heather Lord, Brand Supervisor
Joris Debeij, Director
Doug Cox, Editor

**Integrated Advertising Campaign -
Regional/National - Consumer**

Make a Masterpiece
Goodby Silverstein & Partners
Adobe
Rich Silverstein, Co-Chairman
Will Elliott, Creative Director
Patrick Knowlton, Creative Director
Bennett Austin, Art Director
Jordan Dodson, Copywriter
Tana Cieciora, Sr. Designer
Jim King, Director of Graphic Services
Theo Abel, Account Director
Molly Navalinski, Account Manager
Severin Sauliere, Interactive Producer
Margaret Brett-Kearns, Director of Interactive Production
Caitlin Neelon, Senior Communication Strategist

**Integrated Advertising Campaign -
Regional/National - Consumer**

Dads Who Play Barbie
BBDO San Francisco
Mattel | Barbie
Matt Miller, Chief Creative Officer
Christina Whalen, Associate Creative Director, Art Director
Andrew Shaffer, Associate Creative Director, Copywriter
Rachael Kelly, Art Director
Taylor Garrett, Copywriter
Whitney Ferris, Senior Producer
Danielle Ivicic, Business Affairs
Marc Burns, Managing Director
Kim Fredkin, Senior Account Director

Nicole Dongara, Management Supervisor
Karen Cunningham, Director
Crystal Rix, Chief Strategy Officer

**Integrated Advertising Campaigns /
B-to-B Campaign-National**

REAL Makers Integrated Campaign
Ketchum Food B2B
California Milk Advisory Board
Steve Sieglman, Creative Director
Tia Woodward, Account Director
Deborah Henderson, Account Executive
Josh Francis, Senior Video Producer

Cross Platform / Integrated Branded Content Campaign

Welcome to Suplex City
barrettSF
2K Sports
Pete Harvey, Executive Creative Director
Jamie Barrett, Executive Creative Director
Todd Eisner, Creative Director
Brad Kayal, Creative Director
Jake Reilly, Sr. Copywriter
Jen Hart, Sr. Art Director
Conor Duignan, Head of Production
Rob Lee, Producer
Charlotte Dugoni, Producer
Production Company - MJZ
Rocky Morton, Director
Mark Pitchford, Sound Engineer

Cross Platform / Integrated Branded Content Campaign

Most Dangerous Town on the Internet
GREY San Francisco
Norton by Symantec
Curt Detweiler, Chief Creative Officer
E Slody, Creative Director
Rob Lazarus, Executive Producer
Ben Warden, Production Supervisor
Will Egan, Project Supervisors
Edward Fung, Project Supervisors

Television Advertising / Single Spot – Up to 2:00

Desolation
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Kyle Jones, Sr. Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Production Company - MJZ
Craig Gillespie, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Bri Jones, Assistant Brand Manager
Talya Fisher / Leah Murphy, Project Managers

**Regional/National Television Commercial /
Single Spot – Up to 2:00**

Yeti
Venables Bell & Partners
Audi of America

Paul Venables, Chairman
Will McGinness, Executive Creative Director
Tyler Hampton / Lee Einhorn, Creative Directors
Matt Miller, ACD
Ali Soodhi, Art Director
Jimmy Burton, Copywriter
Mandi Holdorf, Agency Executive Producer
Production Company - Smuggler
Guard Brothers, Directors

Television - National Campaign

Just Redwood
barrettSF
Humboldt Redwood
Jamie Barrett, Executive Creative Director
Peter Henningsen, Copywriter
Byron Wages, Art Director
Frank Brooks, Producer
Production Company - MJZ
Charlotte Dugoni, Producer
Mike Maguire, Director
Barry Peterson, Director of Photography
Editorial Company - Arcade
Sean Lagrange, Editor
Music and Sound Design - Tone Farmer
Sound Design - One Union Recording

**Product or Service Sales Promotion / Sales Kit or
Product Information Sheets**

76 Longcut Supply Tool Kit
Venables Bell & Partners
Conoco Phillips
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Lee Einhorn, Creative Director
Allison Hayes, ACD
Avery Oldfield, Art Director
Adam Wolinsky, Copywriter
Production Company - Lumberyard
Raquel Bedard, Director
Ryan Wilson, Producer
Michelle Wells, Art Producer
Kimberly Lewis, Lumberyard Producer
Alexis Hazelwood, Photographer
Alexis Hazelwood, Animator
Mckenna Pickett, Account Supervisor
Mikaela Kearns, Account Manager

Social Media Campaign

Desolation and Airbnb
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Kyle Jones, Sr. Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Production Company - MJZ
Craig Gillespie, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Bri Jones, Assistant Brand Manager
Talya Fisher / Leah Murphy, Project Managers

Social Media, Single Execution

76 Longcut Supply Tool Kit
Venables Bell & Partners
Conoco Phillips
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Lee Einhorn, Creative Director
Allison Hayes, ACD
Avery Oldfield, Art Director
Adam Wolinsky, Copywriter
Production Company - Lumberyard
Raquel Bedard, Director
Ryan Wilson, Producer
Michelle Wells, Art Producer
Kimberly Lewis, Lumberyard Producer
Alexis Hazelwood, Photographer
Alexis Hazelwood, Animator
Mckenna Pickett, Account Supervisor
Mikaela Kearns, Account Manager

Public Service Online Film, Video & Sound

Baby Anthem
barrettSF
1,000 Days
Jamie Barrett, Executive Creative Director
Todd Eisner, Creative Director
Conor Duignan, Head of Broadcast Production
Emily Brody, Account Manager
Lucy Martinez Sullivan, Executive Director
Even Odd Films, Creative Studio
Clayton Worfolk, Director / Editor
Tyler McPherron, Director of Photography
Malcolm Pullinger, Executive Producer
Kimi Milo, Line Producer
The Music Playground, Music Company
Eric Hillebrecht, VP / Creative Director

Online/Interactive Branded Content & Entertainment

Adobe Collabograms
Edelman
Adobe
Tom Parker, Chief Creative Officer
Tony Johnson, Creative Director
Kirsten Golden, Producer
Lesley Albright, VP/Account Director
Ashley Brittain, Senior Account Supervisor
Caroline Lane, Account Supervisor
Where The Buffalo Roam Production and Editorial Company
Inome Callahan, Editor
Michelle Franzoia, Executive Creative Director
Ellie Hardy, EVP/Production
Brendan Robertson, EVP/Planning
Sara Azadi, Managing Director of Digital

Internet Commercial / Single Spot - Any Length

Make a Masterpiece
Goodby Silverstein & Partners
Adobe
Rich Silverstein, Co-Chairman
Will Elliott, Creative Director
Patrick Knowlton, Creative Director
Bennett Austin, Art Director
Jordan Dodson, Copywriter
Tana Cierciora, Senior Designer
Jim King, Director of Graphic Services
Theo Abel, Account Director

Molly Navalinski, Account Manager
Severin Sauliere, Interactive Producer
Margaret Brett-Kearns, Director of Interactive Production
Caitlin Neelon, Senior Communication Strategist

Film, Video, & Sound / Single Spot / Internet Commercial

Teardrop
Venables Bell & Partners
Audi
Will McGinness, Executive Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Ryan Hoercher, Senior Copywriter
Rich North, Senior Art Director
Craig Allen, Director of Integrated Production
Mandi Holdorf, Agency Executive Producer
Brian Stanley, Producer
Hannah Murray, Producer
Susan Conklin, Director of Business Affairs
Victor Bivol, Senior Motion Designer
Production Company - Park Pictures
AG Rojas, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Alexis Lovett, Brand Supervisor
Oliver Glenn / Faire Davidson, Brand Managers
Bri Jones, Assistant Brand Manager
Talya Fisher, Project Manager

Internet Commercial Campaign

Audi Campaign
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Ryan Hoercher, Senior Copywriter
Rich North, Senior Art Director
Rus Chao, Copywriter
Kyle Jones, Sr. Art Director
Craig Allen, Director of Integrated Production
Mandi Holdorf, Agency Executive Producer
Brian Stanley, Producer
Hannah Murray, Producer
Matt Flaker, Senior Producer
Susan Conklin, Director of Business Affairs
Victor Bivol, Senior Motion Designer
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Alexis Lovett, Brand Supervisor
Oliver Glenn / Faire Davidson, Brand Managers
Bri Jones, Assistant Brand Manager
Talya Fisher, Project Manager

Online/Interactive / Branded Content & Entertainment

Multi-Screen Music Video
Goodby Silverstein & Partners
Doritos
Margaret Johnson, Chief Creative Officer
Adam Reeves, Creative Director
Sam Luchini, Creative Director
Roger Baran, Creative Director
Kyle Lamb, Art Director

Kurt Mills, Copywriter
Todd King, Designer
Brian McPherson, Group Account Director
Theo Abel, Account Director
Becca Morris, Account Director
Casey O'Brien, Account Manager
Zack Pianko, Assistant Account Manager
Bud Johnston, Interactive Producer
Austin Kim, Interactive Producer

Interactive Campaign

Photoshop "There's Magic Inside"
Edelman
Adobe
Tom Parker, Chief Creative Officer
Tony Johnson, Creative Director
Teela Shandess, Senior Art Director
Mike Butler, Art Director
Justin Reagan, Copywriter
Claire Fontana, Executive Producer
Kirsten Golden, Proudcer
Kevin Brown, Motion Designer
Lesley Albright, VP/Account Director
Jess Huck, Account Executive
Michelle Franzoia, Executive Creative Director
Ellie Hardy, EVP/Production

Branded Content & Entertainment For Online Film, Video & Sound / Single entry - more than :60 seconds

Know a Note
BBDO San Francisco
MARS | goodnessKNOWS®
Matt Miller, Chief Creative Officer
Gregg Nelson, Creative Director
Page Kishiyama, Creative Director
George Thorman, Art Director
Jared Johnsen, Copywriter
Louise Doherty, Executive Producer
James Campbell, Account Director
Weina Cai, Account Supervisor
Jacqueline Djankian, Business Affairs Supervisor

Internet Commercial / Single Spot - Any Length

Dads Who Play Barbie
BBDO San Francisco
Mattel | Barbie
Matt Miller, Chief Creative Officer
Christina Whalen, Associate Creative Director, Art Director
Andrew Shaffer, Associate Creative Director, Copywriter
Rachael Kelly, Art Director
Taylor Garrett, Copywriter
Whitney Ferris, Senior Producer
Danielle Ivicic, Business Affairs
Marc Burns, Managing Director
Kim Fredkin, Senior Account Director
Nicole Dongara, Management Supervisor
Karen Cunningham, Director
Crystal Rix, Chief Strategy Officer

Elements of Advertising / Sound Design

Nike 'Jungle Pack'
Swell Music + Sound
Nike
Elad Marish, Sound Design

Out-Of-Home & Ambient Media / Single Installation

Horizon Zero
DigitasLBI
Playstation
Ronald Ng, Chief Creative Officer
Carlos Ricque SVP, Executive Creative Director
Brad Meyers, Creative Director
Greg Coffin, Creative
April Kwang, Creative
Bari Khan, Creative
Jean-Michel Hoffman, Creative
Elizabeth Schwartz, Creative
Clare Hoffman, Creative
Jorie Bodell, Creative
Brian Smith, Creative
Julia Batenhorst, Creative

Online/Interactive / Public Service

Election FM
Goodby Silverstein & Partners
Rock the Vote
Margaret Johnson, Chief Creative Officer
Florian Marquardt, Art Director
Kyle Lamb, Art Director
Kurt Mills, Copywriter
Todd King, Illustrator
Todd Porter, Director of Experiential/Music Supervisor
Andre Cardozo, Director of Technology
Severin Sauliere, Interactive Producer
August Bjornberg, Creative Technologist
Becca Morris, Account Director
Casey O'Brien, Account Manager
Meredith Vellines, Director of Communications

STUDENT SILVER

Magazine Campaign

Imperfect Produce
Academy of Art
Jane Goodwin-Bell, Copywriter
Jieun Jeong, Art Director

Direct Marketing

Revealer by mac cosmetics
Miami Ad School
Carolina Latorraca, Art Director
Lis Ferreira, Art Director
Sean Broderick, Copywriter

Logo Design

United Airlines
Art Institute of California - San Francisco
Arthur Tavora, Designer

Consumer Campaign

The Non-binary Film Festival
Miami Ad School
Thomas Nguyen Art Director
Hampus Elfström Copywriter

Campaign

Superdry
Academy of Art University, School of Advertising
Tzu Tun Wang

Integrated Brand Identity Campaign

Pendleton

Academy of Art University, School of Advertising

Matthew Partida, Art Director

Jenny Truong, Web Design

John Francis Murillo, Copywriter

Integrated Brand Identity Campaign

Super Duper Burgers

Academy of Art University, School of Advertising

Roger Muller

Jenny Truong

Integrated Brand Identity Campaign

San Francisco Bar Pilots

Academy of Art University, School of Advertising

Roger Muller

Jenny Truong

Single

Glory_&_Reason_1.30

Academy of Art University, School of Advertising

Joey lamartino-Larson, Director / Cinematographer

Chiao Chen, Editor

Single North_Face_Branded_Content_4.30

Academy of Art University, School of Advertising

Joey lamartino-Larson, Director / Cinematographer / Editor

2017 SF Addy Winners

GOLD

Branded Content & Entertainment For Online Film, Video & Sound / Single entry – more than :60 seconds

Dads Who Play Barbie
BBDO San Francisco
Mattel | Barbie
Matt Miller, Chief Creative Officer
Christina Whalen, Associate Creative Director, Art Director
Andrew Shaffer, Associate Creative Director, Copywriter
Rachael Kelly, Art Director
Taylor Garrett, Copywriter
Whitney Ferris, Senior Producer
Danielle Ivicic, Business Affairs
Marc Burns, Managing Director
Kim Fredkin, Senior Account Director
Nicole Dongara, Management Supervisor
Karen Cunningham, Director
Crystal Rix, Chief Strategy Officer

Cross Platform / Integrated Media Public Service Campaign

Poverty Line Prices
Goodby Silverstein & Partners
Tipping Point Community
Rich Silverstein, Co-Chairman
Tristan Graham, Associate Creative Director
Chris Peel, Design Director
Michael Damiani, Executive Broadcast Producer
Timothy Plain, Director
Quinn Gravier, Photographer/Retoucher
Noah Dasho, Sr. Art & Print Producer
Michael Crain, Group Account Director
Will McPherson, Account Manager

Elements of Advertising / Copywriting

Commander
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Rich North, Senior Art Director
Rus Chao, Copywriter
Craig Allen, Director of Integrated Production
Mandi Holdorf, Agency Executive Producer
Production Company - MJZ
Craig Gillespie, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Alexis Lovett, Brand Supervisor
Oliver Glenn / Faire Davidson, Brand Managers

Bri Jones, Assistant Brand Manager
Talya Fisher, Project Manager

Film & Video / Animation, Special Effects or Motion Graphics

Duel
Venables Bell & Partners
Audi of America
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Gabby Gardner, Producer
Production Company: Rattling Stick
Ringan Ledwidge, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Justin Wang, Brand Supervisor
Abu Ngauja, Brand Manager
Talya Fisher / Leah Murphy, Project Managers

Branded Content, More Than :60 Seconds

Raise Your Voice
GREY San Francisco
Norton by Symantec
Curt Detweiler, Chief Creative Officer
E Slody, Creative Director
Bryan Evans, Art Director
Daniel Tuggle, Director of Integrated Production
Will Egan, SVP, Acct. Director
Christine Bussenius, Account Director
Genevieve Gray, Account Supervisor
David Hay, Art Director
Kate Murphy, Art Director
Marcus Pettersson, Copywriter
Tracy Silagi, Copywriter

Branded Content & Entertainment Campaign

Dads Who Play Barbie
BBDO San Francisco
Mattel | Barbie
Matt Miller, Chief Creative Officer
Christina Whalen, Associate Creative Director, Art Director
Andrew Shaffer, Associate Creative Director, Copywriter
Rachael Kelly, Art Director
Taylor Garrett, Copywriter
Whitney Ferris, Senior Producer
Danielle Ivicic, Business Affairs

Marc Burns, Managing Director
Kim Fredkin, Senior Account Director
Nicole Dongara, Management Supervisor
Karen Cunningham, Director
Crystal Rix, Chief Strategy Officer

Guerrilla Marketing Campaign

Doritos - No Choice
Goodby Silverstein & Partners
Doritos
Jeff Goodby, Co-Chairman
Rich Silverstein, Co-Chairman
Margaret Johnson, Chief Creative Officer
Sam Luchini, Creative Director
Roger Baran, Creative Director
Florian Marquardt, Art Director
Kyle Lamb, Art Director
Charles Lee, Art Director
Kurt Mills, Copywriter
Chris Peel, Design Director
Noah Dasho, Design
Molly Troy, Broadcast Producer

Integrated Advertising Campaign - Regional/National - Consumer

Cheetos Museum
Goodby Silverstein & Partners
Cheetos
Margaret Johnson, Chief Creative Officer
Jon Wolanske, Creative Director
Will Elliott, Creative Director
Patrick Knowlton, Creative Director
Kristin Graham, Associate Creative Director
Kurt Mills, Copywriter
Kyle Lamb, Art Director
Hilary Coate, Executive Producer
Stephanie DeNatale, Broadcast Producer
Meredith Williams, Account Director
Katie Lancaster, Account Manager
Kieren Fickenscher, Assistant Account Manager

Integrated Advertising Campaign - Regional/National - Consumer

Doritos - No Choice
Goodby Silverstein & Partners
Doritos
Jeff Goodby, Co-Chairman
Rich Silverstein, Co-Chairman
Margaret Johnson, Chief Creative Officer
Sam Luchini, Creative Director
Roger Baran, Creative Director
Florian Marquardt, Art Director
Kyle Lamb, Art Director
Charles Lee, Art Director
Kurt Mills, Copywriter
Chris Peel, Design Director
Noah Dasho, Design
Molly Troy, Broadcast Producer

National Integrated Advertising Campaign

Desolation and Airbnb
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter

Matt Miller, ACD/Art Director
Kyle Jones, Sr. Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Production Company - MJZ
Craig Gillespie, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Bri Jones, Assistant Brand Manager
Talya Fisher / Leah Murphy, Project Managers

Internet Commercial Single Spot - Any Length

Duel
Venables Bell & Partners
Audi of America
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Gabby Gardner, Producer
Production Company: Rattling Stick
Ringan Ledwidge, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Justin Wang, Brand Supervisor
Abu Ngauja, Brand Manager
Talya Fisher / Leah Murphy, Project Managers

National Television Commercial Campaign

Audi Campaign
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Ryan Hoercher, Senior Copywriter
Rich North, Senior Art Director
Rus Chao, Copywriter
Kyle Jones, Sr. Art Director
Craig Allen, Director of Integrated Production
Mandi Holdorf, Agency Executive Producer
Brian Stanley, Producer
Hannah Murray, Producer
Matt Flaker, Senior Producer
Susan Conklin, Director of Business Affairs
Victor Bivol, Senior Motion Designer
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Alexis Lovett, Brand Supervisor
Oliver Glenn / Faire Davidson, Brand Managers
Bri Jones, Assistant Brand Manager
Talya Fisher, Project Manager

Television-National Campaign

Hillary Rodham Clinton
Venables Bell & Partners
Hillary Rodham Clinton
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Tyler Hampton, Creative Director

Adam Wolinsky, Copywriter
Avery Oldfield, Art Director
Craig Allen, Director of Integrated Production
Matt Flaker / Amy Gatzert, Senior Producers
Michael Davidson, Head of Strategy
Jake Bayham / Mike Riley, Senior Strategists
David Corns, Head of Brand Management
Ally Galston, Brand Director
Ricki Kaplan, Brand Supervisor
Hannah Oliff, Project Manager
Production Company - Chelsea Films
Thomas Beug, Director
Post Production - Lumberyard
Raquel Bedard, Director
Jenna Van Deventer, Producer
Danny Figueroa / Regina Rivard, Editors
Sebastien Austin, Assistant Editor
Dani Sanchez, VFX Artist

Social Media Campaign

Invisible Stories
BBDO San Francisco
826 Valencia
Jim Lesser, President & CEO
Matt Miller, Chief Creative Officer
Jakub Szymanski, Creative Director
Alex Stainton, Creative Director
Laura Johnson, Integrated Producer
Divya Reddy, Account Executive

Social Media Campaign

Cheetos Museum
Goodby Silverstein & Partners
Cheetos
Margaret Johnson, Chief Creative Officer
Jon Wolanske, Creative Director
Will Elliott, Creative Director
Patrick Knowlton, Creative Director
Kristin Graham, Associate Creative Director
Kurt Mills, Copywriter
Kyle Lamb, Art Director
Hilary Coate, Executive Producer
Stephanie DeNatale, Broadcast Producer
Meredith Williams, Account Director
Katie Lancaster, Account Manager
Kieren Fickenscher, Assistant Account Manager

Social Media, Campaign

Photoshop "There's Magic Inside"
Edelman
Adobe
Tom Parker, Chief Creative Officer
Tony Johnson, Creative Director
Teela Shandess, Senior Art Director
Mike Butler, Art Director
Justin Reagan, Copywriter
Claire Fontana, Executive Producer
Kirsten Golden, Proudcer
Kevin Brown, Motion Designer
Lesley Albright, VP/Account Director
Jess Huck, Account Executive
Michelle Franzoia, Executive Creative Director
Ellie Hardy, EVP/Production

Online/Interactive / Microsite

Make a Masterpiece
Goodby Silverstein & Partners

Adobe
Rich Silverstein, Co-Chairman
Will Elliott, Creative Director
Patrick Knowlton, Creative Director
Bennett Austin, Art Director
Jordan Dodson, Copywriter
Tana Cieciora, Sr. Designer
Jim King, Director of Graphic Services
Severin Sauliere, Interactive Producer
Margaret Brett-Kearns, Director of Interactive Production
Theo Abel, Account Director
Molly Navalinski, Account Manager
Caitlin Neelon, Senior Communication Strategist

Online/Interactive Branded Content & Entertainment

Photoshop "There's Magic Inside"
Edelman
Adobe
Tom Parker, Chief Creative Officer
Tony Johnson, Creative Director
Teela Shandess, Senior Art Director
Mike Butler, Art Director
Justin Reagan, Copywriter
Claire Fontana, Executive Producer
Kirsten Golden, Proudcer
Kevin Brown, Motion Designer
Lesley Albright, VP/Account Director
Jess Huck, Account Executive
Michelle Franzoia, Executive Creative Director
Ellie Hardy, EVP/Production

Regional/National Television Commercial / Single Spot - Up to 2:00

Commander
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Rich North, Senior Art Director
Rus Chao, Copywriter
Craig Allen, Director of Integrated Production
Mandi Holdorf, Agency Executive Producer
Production Company - MJZ
Craig Gillespie, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Alexis Lovett, Brand Supervisor
Oliver Glenn / Faire Davidson, Brand Managers
Bri Jones, Assistant Brand Manager
Talya Fisher, Project Manager

Branded Content & Entertainment / Single entry - more than :60 seconds

Desolation and Airbnb
Venables Bell & Partners
Audi of America
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Kyle Jones, Sr. Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer

Production Company - MJZ
Craig Gillespie, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Ally Humpherys, Brand Director
Bri Jones, Assistant Brand Manager
Talya Fisher / Leah Murphy, Project Managers

Film, Video, & Sound > Television Advertising Single Spot – Up to 2:00

Duel
Venables Bell & Partners
Audi of America
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Gabby Gardner, Producer
Production Company: Rattling Stick
Ringan Ledwidge, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Justin Wang, Brand Supervisor
Abu Ngauja, Brand Manager
Talya Fisher / Leah Murphy, Project Managers

Direct Marketing / Specialty Advertising Campaign

Doritos - No Choice
Goodby Silverstein & Partners
Doritos
Jeff Goodby, Co-Chairman
Rich Silverstein, Co-Chairman
Margaret Johnson, Chief Creative Officer
Sam Luchini, Creative Director
Roger Baran, Creative Director
Florian Marquardt, Art Director
Kyle Lamb, Art Director
Charles Lee, Art Director
Kurt Mills, Copywriter
Chris Peel, Design Director
Noah Dasho, Design
Molly Troy, Broadcast Producer

Music Videos / Multi-Screen Music Video

Goodby Silverstein & Partners
Doritos
Margaret Johnson, Chief Creative Officer
Adam Reeves, Creative Director
Sam Luchini, Creative Director
Roger Baran, Creative Director
Kyle Lamb, Art Director
Kurt Mills, Copywriter
Todd King, Designer
Brian McPherson, Group Account Director
Theo Abel, Account Director
Becca Morris, Account Director
Casey O'Brien, Account Manager
Zack Pianko, Assistant Account Manager
Bud Johnston, Interactive Producer
Austin Kim, Interactive Producer

Regional/National Television Commercial / Single Spot – Up to 2:00

Captain Khan
Venables Bell & Partners
Hillary Rodham Clinton
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Tyler Hampton, Creative Director
Adam Wolinsky, Copywriter
Avery Oldfield, Art Director
Craig Allen, Director of Integrated Production
Matt Flaker / Amy Gatzert, Senior Producers
Michael Davidson, Head of Strategy
Jake Bayham / Mike Riley, Senior Strategists
David Corns, Head of Brand Management
Ally Galston, Brand Director
Ricki Kaplan, Brand Supervisor
Hannah Oliff, Project Manager
Production Company - Chelsea Films
Thomas Beug, Director
Post Production - Lumberyard
Raquel Bedard, Director
Jenna Van Deventer, Producer
Danny Figueroa / Regina Rivard, Editors
Sebastien Austin, Assistant Editor
Dani Sanchez, VFX Artist

Public Service (Out-of-Home & Ambient Media) / Poster

Poverty Line Prices
Goodby Silverstein & Partners
Tipping Point Community
Rich Silverstein, Co-Chairman
Tristan Graham, Associate Creative Director
Chris Peel, Design Director
Michael Damiani, Executive Broadcast Producer
Timothy Plain, Director
Quinn Gravier , Photographer/Retoucher
Noah Dasho, Sr. Art & Print Producer
Michael Crain, Group Account Director
Will McPherson, Account Manager

Elements of Advertising / Sound Design

Duel
Venables Bell & Partners
Audi of America
Paul Venables, Chairman
Will McGinness, Executive Creative Director
Justin Moore, Creative Director
Erich Pfeifer, Creative Director
Matt Keats, ACD/Copywriter
Matt Miller, ACD/Art Director
Craig Allen, Director of Integrated Production
Matt Flaker, Senior Producer
Gabby Gardner, Producer
Production Company: Rattling Stick
Ringan Ledwidge, Director
David Corns, Head of Account Management
Chris Bergen, Brand Director
Justin Wang, Brand Supervisor
Abu Ngauja, Brand Manager
Talya Fisher / Leah Murphy, Project Managers

STUDENT GOLD

Single

St. George Spirits
Academy of Art University
Bryan Jhung, Art Director
Caroline Sinclair, Copywriter
Gabriella Martinsson, Strategist

Campaign

Shot By
Miami Ad School, San Francisco
Oscar Gierup, Art Director
Jacob Altman, Copywriter

App (Mobile or Web-Based)

JOT: A Space That Sparks
Miami Ad School San Francisco
Amanda Kim, Copywriter
Thomas Nguyen, Art Director
Diana Friedman, Art Director

Mass Transit (Interior or Exterior)

Homeless iPhone
Miami Ad School
Heddy Lunenfeld
Aaron Davidoff
Hugo Hernandez, Art Director

App (Mobile or Web-Based)

WeWatch
Miami Ad School
Titania Tran, Copywriter
Sarah Ranney, Art Director
Kristina Samsonova, Art Director
Mariah Kline, Copywriter

Mass Transit (Interior or Exterior)

Mobile Library
Miami Ad School
Manolo Garcia, Experiments in Digital Photography
Vicky David

Single

Nebia—Showers Abbreviated
Academy of Art University, School of Advertising
Alex Basa
Cordele Glass

Special thanks to our judges:

Fabio Costa, Executive Creative Director, Saatchi & Saatchi Los Angeles
Bianca Pettinicchi, Creative Executive, Creative Artists Agency
Patrick Condo, Executive Creative Director / Creative Consultant (Illumination Entertainment, TBWA/Chiat Day LA, NY)
Sam Walsh, Executive Producer, Team One