



2023 WINNER'S BOOK

American Advertising Awards Atlanta Chapter

JUDGES

A look behind the curtain at our panel of judges.

- Aaron Cathey, Highdive
- Elijah Farmer, Pepsi
- Kelly Rodgers, Apple
- Claire Jordan, Proof
- Dustin Dodd, Martin
- Cat Lopez, Machete
- Diana Brost, Disney Imagineering
- Glenn Griffin, University of Colorado

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2023 BRONZE WINNERS

Professional and Student Categories

STUDENT

S07B - Campaign
Sharpie Favors the Bold
Isabel Paris, Jake Freedgood

S09B - Campaign
Refreshingly Healthy
Mason Joiner

S10D - Campaign
Refreshingly Healthy
Mason Joiner

S12 - Website (Desktop or Mobile)
Viscera Website
Anna LeBer

S05A - Cover
Metamorphosis
Alex Crotti

S05E - Book Design
Metamorphosis
Alex Crotti

S14 - App (Mobile or Web-Based)
Warm Iron App
Abigail Jackson

S25B - Illustration – Campaign
Sleep Walking
Anna LeBer

S01A - Packaging
Escape Route Brew House
Vishwa Patel

S11A - Single Occurrence or Installation
Escape Route Brew House
Vishwa Patel

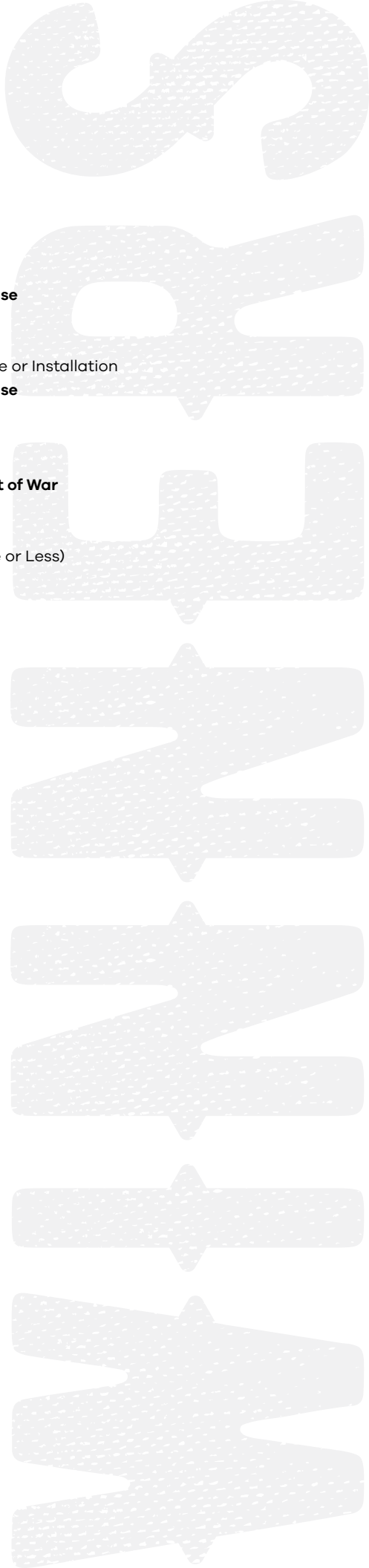
S27B - Campaign
Specimen Deck: The Art of War
Evens Xia

S08A - Single (Full Page or Less)
Sakaba Beer Project
Evens Xia

S01A - Packaging
Sakaba Beer Project
Evens Xia

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Post your winning work to social media and tag @atlantaadclub



2023 SILVER WINNERS

Professional and Student Categories

PROFESSIONAL

Integrated Advertising Campaign – B-to-B
TriVolt - See For Yourself
BBDO Atlanta

Animation, Special Effects or Motion Graphics
AMC The Walking Dead Season 11
Creative Mammals

Business-to-Business Website
TriVolt - See For Yourself Website
BBDO Atlanta

Internet Commercial
Nutcracker
BBDO Atlanta

Regional/National Television Commercial
New Bottle. Same Sprite.
Majority

Regional/National Television Commercial
Our First Big Boi House
Majority

Illustration Series
Welcome Pack Series I
Tombras

Out-Of-Home Installation
The Boy & The Bear Mural
Steely Works / JS

Poster
Newport Folk Festival
Steely Works / JS

Logo Design
Wylie & Rum
Steely Works / JS

Advertising Industry Self-Promotion
SCS Meta Claus
Schiefer Chopshop

Regional/National Television Commercial
Shifting Threats
Wunderman Thompson

Website-Based App
Sunshine Online
Fitzco

Virtual Reality
Sunshine Online
Fitzco

Social Media, Campaign
Fryday to Friday
Fitzco

Integrated Advertising Campaign
We Care When They Can’t
Fitzco

Out-Of-Home Campaign
Change The Ending
Outfront

Out-Of-Home
Change The Ending
Outfront

Film/Video/Sound Branded Content
Never Settle
Chemistry Agency

Out-Of-Home Multiple Installations
French’s Mustard Donuts
Fitzco

Multiple Events
French’s Mustard Donuts
Fitzco

Guerrilla Marketing
Cholula Cinco de Madre
Fitzco

Event
Cholula Cinco de Madre
Fitzco

Social Media, Campaign
Cholula Cinco de Madre
Fitzco

Art Direction—Campaign
Cholula Mother of Sauce
Fitzco

Social Media, Campaign
Side Chik
Chemistry Agency

Internet Commercial Campaign
Side Chik
Chemistry Agency

Branded Content & Entertainment Campaign
Side Chik
Chemistry Agency

Integrated Advertising Campaign
Side Chik
Chemistry Agency

Integrated Media Campaign
Hooch Brand Identity
Pavone Marketing Group

Out-Of-Home Campaign
Side Chik
Chemistry Agency

Card, Invitation or Announcement
Side Chik - Coverup Spray
Chemistry Agency

Copywriting
Side Chik
Chemistry Agency

Copywriting
Toys for Tots Holiday PSA
Wunderman Thompson

Cinematography—Single
Toys for Tots Holiday PSA
Wunderman Thompson

Computer Generated Imagery (CGI)
Sprite & Marvel-Hall of Zero Limits
Wunderman Thompson

Out-Of-Home
Wear A Mask
Mapleboots

In-Theater Commercial or Slide
Fanta: Launch Campaign
Wunderman Thompson



VIEW THE SILVER WINNERS REEL

Scan or Click to View

2023 SILVER WINNERS

Professional and Student Categories

STUDENT

Campaign

Awareness Beneath Your Feet

Mason Joiner

Packaging

Bud Light Packaging

Caroline Williams

Packaging

Enneagram Wine Labels

Abigail Jackson

Packaging

Lucid

Caroline Williams

Cover/Editorial Spread or Feature - Series

Deutsche Volksmärchen

Zalika Yavlinskiy

Single (Full Page or Less)

Turn Back Time with Rolex

Ayisha Siddiqua & April Lu

Campaign

Turn Back Time with Rolex

Ayisha Siddiqua & April Lu

Illustration – Campaign

Four Endangered Birds-Playing Card

Afshin Esmaeili

Consumer Campaign

Turn Back Time with Rolex

Ayisha Siddiqua & April Lu

Campaign

Escape Route Brew House

Vishwa Patel

Illustration – Campaign

Now You See Me- Playing Card Deck

Vishwa Patel

Campaign

Sakaba Beer Project

Evens Xia



2023 STUDENT SCHOLARSHIP WINNERS

\$1000 and \$5000 Prize Winners

\$1000 PRIZE WINNERS

Grace Romelli
Jonina Bullock
Saul Calderon-Coronel
Chloe Christianson
Ezekiel Wariboko-Alali

\$5000 GRAND PRIZE WINNER

Anushka Nigam



JUDGE'S PICK AWARDS

Professional and Student Winners

PROFESSIONAL

- Spirit of 17
- Side Chik
- We Care When They Can't
- Save the Heist
- No Voting. No Vucking.
- Guy on a Buffalo Wing

STUDENT

- Quip: Mouth Empowered
- Toilet Chronicles
- Blue Fire Gin
- Giagantic Brewing
- Turn Back Time with Rolex

2023 GOLD WINNERS

Professional and Student Categories

PROFESSIONAL

Animation, Special Effects or Motion Graphics

Save The Heist

Brunner

Computer Generated Imagery (CGI)

Save The Heist

Brunner

Guerrilla Marketing

Spirit of 17

Chemistry Agency

Art Direction

Atlanta Hawks Peach City Edition

Creative Mammals

Animation, Special Effects or Motion Graphics

Atlanta Hawks Peach City Edition

Creative Mammals

Regional/National Television Commercial

It's Time To Pay Easy

Digitas

Integrated Advertising Campaign

It's Time To Pay Easy

Digitas

Film/Video/Sound Branded Content

The World's Aquarium

Edelman

Specialty Advertising

French's Mustard Donuts

Fitzco

Specialty Advertising Campaign

French's Mustard Donuts

Fitzco

Guerrilla Marketing

French's Mustard Donuts

Fitzco

Art Direction Campaign

French's Mustard Donuts

Fitzco

Specialty Advertising

French's NIL X Hendon Hooker

Fitzco

Social Media, Campaign

French's NIL X Hendon Hooker

Fitzco

Integrated Advertising Campaign

Fryday to Friday

Fitzco

Online/Interactive Campaign

Fryday to Friday

Fitzco

O19D - Outdoor Board Campaign

Fryday to Friday

Fitzco

Cinematography

Vision in Motion

Fitzco

Internet Commercial Campaign

We Care When They Can't

Fitzco

Campaign

Wear A Mask

Mapleboots

Logo Design

LOLA Logo

Steely Works / JS

Internet Commercial

Guy on A Buffalo Wing

Tombras

Film/Video/Sound Branded Content

Guy on A Buffalo Wing

Tombras

Music Video

Guy on A Buffalo Wing

Tombras

Music With Lyrics

Guy on A Buffalo Wing

Tombras

Copywriting

Guy on A Buffalo Wing

Tombras

Art Direction

Guy on A Buffalo Wing

Tombras

Cinematography

Guy on A Buffalo Wing

Tombras

Integrated Advertising Campaign

Guy on A Buffalo Wing

Tombras

Specialty Advertising

Saucesicles

Tombras

Illustration Series

Welcome Pack Series II

Tombras

Guerrilla Marketing

Fanta Moon

Wunderman Thompson

Sound Design

Fanta: Launch Campaign

Wunderman Thompson

Art Direction

Shell Loyalty Lab

Wunderman Thompson

Computer Generated Imagery (CGI)

Shifting Threats

Wunderman Thompson

Innovative Use of Interactive/Technology

Sprite & Marvel-Hall of Zero Limits

Wunderman Thompson

Public Service Television

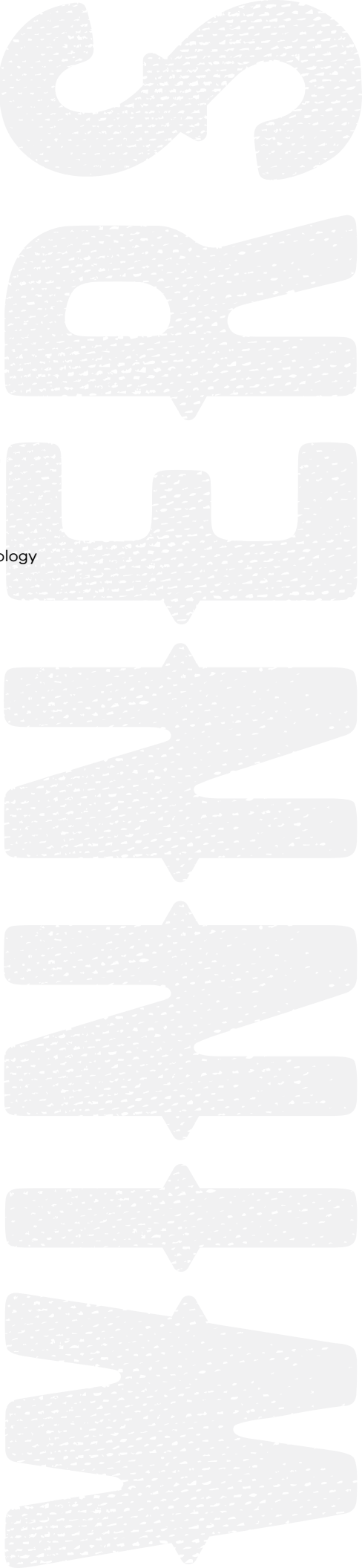
Toys for Tots Holiday PSA

Wunderman Thompson



VIEW THE GOLD WINNERS REEL

Scan or Click to View





2023 GOLD WINNERS

Professional and Student Categories

STUDENT

Cover/Editorial Spread or Feature - Series
Brave New World: Parts I-III Covers
Catarina Sterlacci

Book Design
Brave New World Book Re-Design
Catarina Sterlacci

Packaging
Flour Child
Isabel Maggio

Packaging
Flippin Good Pancakes
Judith Rios

Book Design
Breakfast at Tiffany's
Caroline Williams

Packaging
Blue Fire Gin
Alex Crotti

Illustration
Imaginary Monarchs
Anna LeBer

App (Mobile or Web-Based)
Spotify Circle
Nicole De La Hoz, Anna LeBer, Taylor Pirtle

Direct Marketing
The Grove Hotel
Abigail Jackson

Campaign
Toilet Chronicles
Olivia Wagner, Ander Perez, Justin Alcala

Campaign
Quip: Mouth Empowered
Reagan Williams, Maria Mainelli-Ajmo, Neal Belden

Campaign
Turn Back Time with Rolex
Ayisha Siddiqua & April Lu

Typeface Design
Four Endangered Birds-Playing Cards
Afshin Esmaeili

Illustration
Escape Route Brew House
Vishwa Patel

GET SOCIAL

Post your winning work to social media and tag @atlantaadclub



BEST IN SHOW

Professional and Student Winners

PROFESSIONAL
Guy on a Buffalo Wing
Tombras



STUDENT
Toilet Chronicles
Olivia Wagner, Ander Perez, Justin Alcala





CONGRATULATIONS, WINNERS!

On behalf of the 2023 AAC Awards Committee, thank you for your active participation and sponsorship of our club. We appreciate your involvement and congratulate your success!



2023 Awards Committee

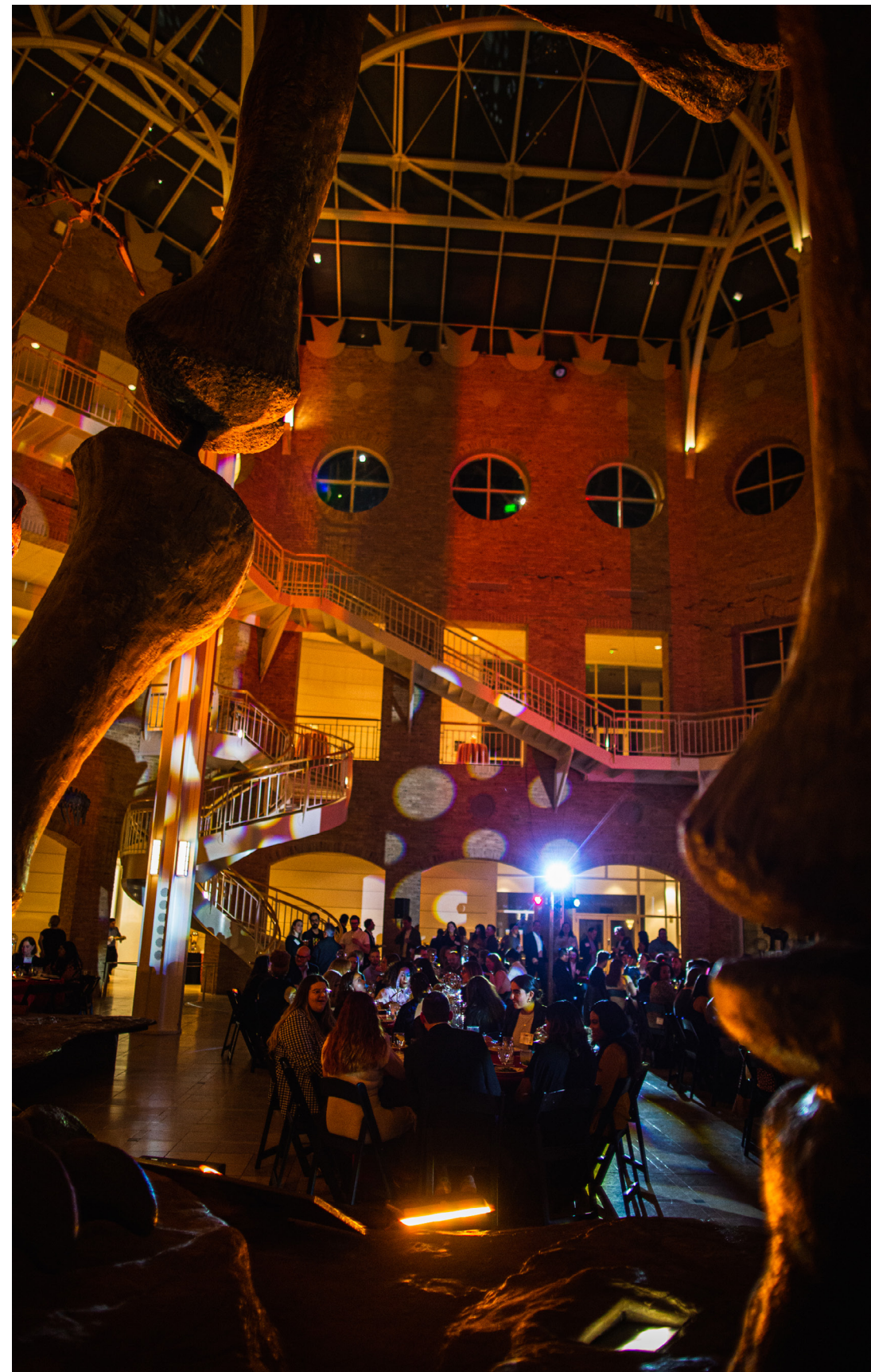
Mandi Cox
Savannah Powell
Angie Ahumada
Katie Obrecht
Nina Hines
Sammy Caban
Leonard Peters-Smith

Sonja Stanley
Silver Cuellar
Roberto Gomez, Jr.
Kristin Wescott
Glynnis Johnson
Ally Pridgen

Ellen Engel
Suchi Sajja
La'Mond Plummer







*“Before you can be creative,
you must be courageous. Creativity
is the destination, but courage
is the journey.”*

Joey Reiman

CONGRATULATIONS ADDY WINNERS

Everyday, you tread new paths, ideate, innovate and find solutions for your clients to reach their goals.
You are an inspiration to us all, and we can't wait to see what you do next!



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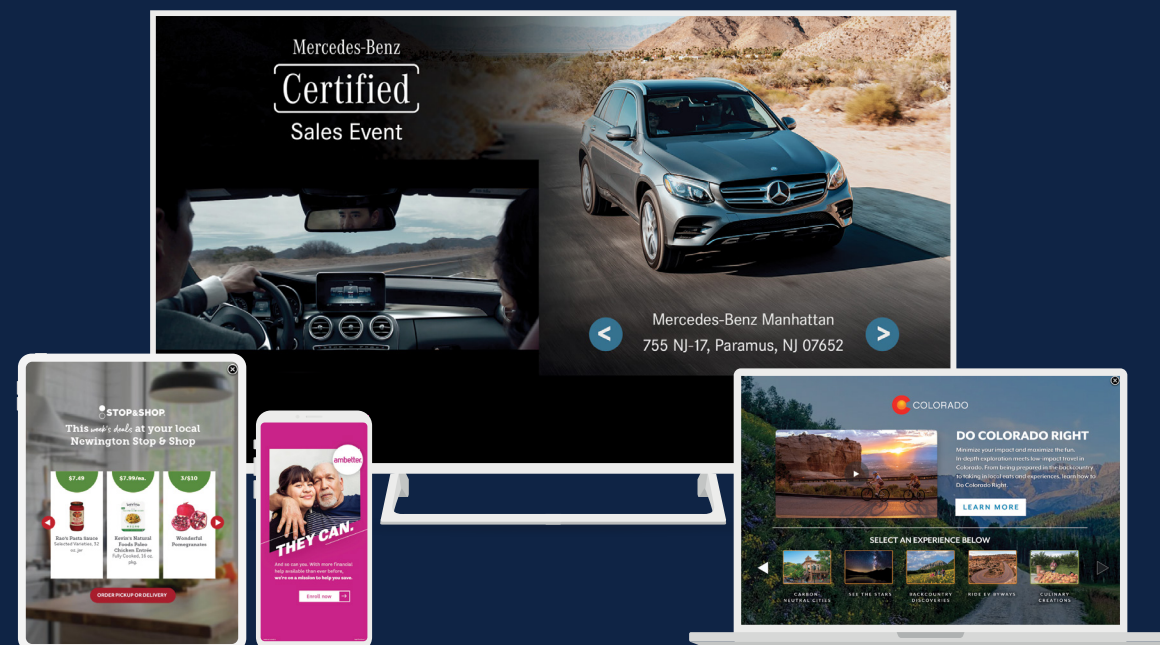






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We Celebrate Atlanta's Best

Congratulations to all 2023 ADDY Award winners, student scholarship recipients and specialty award winners! We salute your achievement and thank you for leading the Atlanta advertising industry.

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