

# AMERICAN ADVERTISING AWARDS

2025 Winners - Professional

(Local) Winner Types	Entrant Company	Entry Name	Selected Category	Entrant Company	Credit Names
Best of Show	After Avenue	Seattle Bookmarked - Banned Edition	Branded Content & Entertainment Campaign	After Avenue	After Avenue,Amy Eakin,Jonathan Eakin,Kim Walker,Sam Miron,Daniel Gillespie,,,,,,,,,,,,,
Gold ADDY	Hero Post	"The Big Nothing"	Video Editing	Hero Post	Jeff Jay,Molly Baroco,Evan Goodell,Andrew Pope,Clay Weiner,Sherman Winfield,Anna Taylor,Daniel Sanders,Shaun Campbell,John Roberts,Louis Schwadron,Alex Bickel,,,,,,,,,
Gold ADDY	GoTo Foods	Auntie Anne's Knead	Guerrilla Marketing	GoTo Foods	Sara Zwolski,Alanna Gardner,Kyle Lewis,Larry Clark,Michael Bergman,Tanner Wilson,Cara Anne Anderson,Donald Scott,Julie Younglove-Webb,Leah Fagin,Connie Conti,Kenna McKenzie,Fran Smith,Kim Bohlayer,Colin Murphy,Amanda Young,,,,, Clinton Dugan,Patrick Lemmond,Murder Hornet,Noel Cottrell,Mitch Bennett,Wes Whitener,Eric Weiner ,Michelle Puri,Alex McInnis,Brooks Roman,Acoustech Music Productions,Gopal Swamy,,,,,,,,,
Gold ADDY	Murder Hornet	Emojis On The Radio	Single Spot more than :30 seconds	Murder Hornet	
Gold ADDY	BBDO Atlanta	Fast Fixes with Felix and Phelps	Integrated Advertising Campaign - Regional/National - Consumer	BBDO Atlanta	Chris Beresford-Hill,Robin Fitzgerald ,Jenn Tranbarger ,Lucy Orr ,Greg Paton-Ash ,Nicole Granese ,Jennifer Green ,Heather Haley ,Becky Ocampos ,Bob Estrada ,Lauren Freeman,Lauren LeHanka ,Adnan Edris ,Ashley

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					Lipham ,Emily Fletcher ,Dawn McCormick ,Joanne Rocco ,Maggie Carey ,Michael Sagol, Tom Scherma
Gold ADDY	BBDO Atlanta	Fast Fixes with Felix and Phelps	Social Media, Campaign	BBDO Atlanta	Chris Beresford-Hill ,Robin Fitzgerald ,Jenn Tranbarger, Lucy Orr, Greg Paton-Ash, Nicole Granese ,Jennifer Green ,Heather Haley ,Becky Ocampos ,Bob Estrada ,Lauren Freeman ,Lauren LeHanka, Adnan Edris ,Ashley Lipham ,Emily Fletcher ,Dawn McCormick ,Joanne Rocco ,Maggie Carey ,Michael Sagol, Tom Scherma
Gold ADDY	Brunner	Get Spicy Campaign	Integrated Advertising Campaign - Regional/National - Consumer	Brunner	Dan Magdich, Jonathan “JB” Banks, Leo Gomez, Sinping Ku, Bryan Jameson, Krystle Grandy, Amr Singh, MyVerse, Drect, Z. Rich, JZac, & Kento, Mike Sick, KT Got Beats, Chris Cortez, Jordan Mitrik, Luke Thimons, Vicie Simpson, Ashley Miller,,,,,
Gold ADDY	Murder Hornet	Lawn Dart Radio Campaign	Copywriting	Murder Hornet	Old Fourth Distillery, Clinton Dugan, Patrick Lemmond, Murder Hornet, Noel Cottrell, Mitch Bennett ,Wes Whitener, Eric Weiner, Michelle Puri, Alex McInnis, Brooks Roman, Acoustech Music Productions, Gopal Swamy,,,,,,,,,
Gold ADDY	Headword	Lightfold logo	Logo Design	Headword	Matthew Dugger, Forrester Kane, Jez DeWolff, Liz Butler, Nick Dew, Andy Coen, Ben Bjelajac,,,,,,,,,,,,,
Gold ADDY	Steely Works / JS	Official Phish Sphere Poster	Poster	Steely Works / JS	Brian Steely, Julia Mordaunt

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Gold ADDY	Ammunition	Out of Office, In the Spirit	Direct Marketing & Specialty Advertising (printed or digital)	Ammunition	Alex Russell,Emily Kurek,Marena Galluccio,Sean Brown,Hannah Job,Haley Watford,Jonathan Hayes,Madeline Ciardullo,,,,,,,,,,,,,
Gold ADDY	BBDO Atlanta	Sandy: The First Chicken AI Chatbot	Website-Based App	BBDO Atlanta	Chris Beresford-Hill,Robin Fitzgerald,Mike Hanley,Kenzie Storrier,Hannah Lenkey,Anna Suncar-Waldron,Justin Mueller,Peter Humble,Tami Oliva,Alyssa Moore,Chris Ryan,,,,,,,,,,,,,
Gold ADDY	Chemistry Agency	The Greats	Video Editing	Chemistry Agency	Chemistry,Test Tube Productions,Underhill Films,13 Degrees North Productions,Swell Music,,,,,,,,,,,,,
Gold ADDY	Chemistry Agency	The Spirit Of The West Indies	Integrated Branded Content Campaign	Chemistry Agency	Chemistry,Test Tube Productions,305 Films,13 Degrees North Productions,Underhill Films,Swell Music,,,,,,,,,,,,,
Gold ADDY	Tyler Digital	Tribal CRC Awareness	Public Service Campaign	Tyler Digital	Tyler Matthews,Tucker Prescott,,,,,,,,,,,,,
Gold ADDY	Digitas	Walmart "Background Joys"	Branded Content & Entertainment for Online/Interactive	Digitas	Alda Abbracciamento,Nikki Baker,Molly Crawford,Caitlin Fitzgibbons,Lauren Brajczewski,Connor Addario,Daniel Arenas,Chris Detoy,Leo Seeley,Lauren Pulwer,Erika Maddrey,Nathan Minetti,Leslie Stone,Celeste Yee,Blake Behnam,Stephanie Wendelin,William White,David Hartman,Courtney Carlson,Travis Robertson Alda Abbracciamento,Nikki Baker,Molly Crawford,Danny Weilandt,Jamie Fox,Yuri Kim,Chris Detoy,David Schiavone,Lauren Pulwer,Courtney Jones,Andrea Hoock,Leslie A. Stone,William White,Courtney Carlson,Casey Schlaybaugh,David Hartman,Fiona Mitchell,Katelyn Wierzba,Daniel Arenas,Tim McAuliffe
Gold ADDY	Digitas	Walmart "School Style Decoded"	Internet Commercial	Digitas	

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Gold ADDY	After Avenue	Seattle Bookmarked - Banned Edition	Branded Content & Entertainment Campaign	After Avenue	After Avenue,Amy Eakin,Jonathan Eakin,Kim Walker,Sam Miron,Daniel Gillespie,,,,,,,,,,,,,
Gold ADDY	BBDO Atlanta	Cash Craze – "It's Called Cash"	Regional/National Television Commercial	BBDO Atlanta	Chris Beresford-Hill ,Robin Fitzgerald ,Derrick Ogilvie ,Jon Mueller ,Robert Hajek,Jacob Scott ,Carly Wages ,Heather Haley,Mickey Strider,Ami Weiner ,Matt Morabito ,LJ Johnson,Caleb Dewart,Ellen Barnard,George Dodsworth,Kate Soczka,Kacy Donaldson,,, Old Fourth Distillery,Clinton Dugan,Patrick Lemmond,Murder Hornet,Noel Cottrell,Mitch Bennett ,Wes Whitener,Eric Weiner,Michelle Puri,Alex McInnis,BrooksRoman,Acoustech Music Productions,Gopal Swamy,,,,,,,,,
Gold ADDY	Murder Hornet	Lawn Dart Radio Campaign	Campaign	Murder Hornet	
Gold ADDY	Steely Works / JS	Vocation Brewing Beer Packaging	Campaign	Steely Works / JS	Brian Steely,David Thompson,,,,,,,,,,,,,,,,,,,,,
Gold ADDY	Digitas	Walmart "Deals of Desire"	Social Media, Campaign	Digitas	Alda Abbracciamento,Nikki Baker,Abby Gross,Sara Cummings,Danny Weilandt,Lexey Watson,Reilly Harmer,Daniel Arenas,Chris Detoy,Peter McCann,Lauren Pulwer,Andrea Hoock,Leslie A. Stone,Delphine Mckinley,Williams White,Casey Schlaybaugh,David Hartman,Courtney Carlson,Jenna Kunkel,Jillian Haney

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Special Judges Award	BBDO Atlanta	Cash Craze – "It's Called Cash"	Regional/National Television Commercial	BBDO Atlanta	Chris Beresford-Hill ,Robin Fitzgerald ,Derrick Ogilvie ,Jon Mueller ,Robert Hajek,Jacob Scott ,Carly Wages ,Heather Haley,Mickey Strider,Ami Weiner ,Matt Morabito ,LJ Johnson,Caleb Dewart,Ellen Barnard,George Dodsworth,Kate Soczka,Kacy Donaldson,,, Old Fourth Distillery,Clinton Dugan,Patrick Lemmond,Murder Hornet,Noel Cottrell,Mitch Bennett ,Wes Whitener,Eric Weiner,Michelle Puri,Alex McInnis,BrooksRoman,Acoustech Music Productions,Gopal Swamy,,,,,,,,
Special Judges Award	Murder Hornet	Lawn Dart Radio Campaign	Campaign	Murder Hornet	Brian Steely,David Thompson,,,,,,,,,,,,,,,,,,,,,
Special Judges Award	Steely Works / JS	Vocation Brewing Beer Packaging	Campaign	Steely Works / JS	Alda Abbracciamento,Nikki Baker,Abby Gross,Sara Cummings,Danny Weilandt,Lexey Watson,Reilly Harmer,Daniel Arenas,Chris Detoy,Peter McCann,Lauren Pulwer,Andrea Hooock,Leslie A. Stone,Delphine Mckinley,Williams White,Casey Schlaybaugh,David Hartman,Courtney Carlson,Jenna Kunkel,Jillian Haney
Special Judges Award	Digitas	Walmart "Deals of Desire"	Social Media, Campaign	Digitas	

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2025 Winners - Student

Award Type	Category	Entry Name	Entrant Name(s)	Entrant Company, School, or Org
Best of Show	Branded Content & Entertainment Campaign	Seattle Bookmarked - Banned Edition	After Avenue	Visit Seattle
Best of Show	Consumer Campaign	Alexa x Help Dad-Impact For A Cause	Anukriti Agrawal, Riya Ameet Mehta, Ankita D'Souza, Gitika Rohra	Savannah College of Art and Design
Judge's Choice Award	Campaign	Death Mist	Kathy Sumardi , Karan Pimpale	Savannah College of Art and Design
Judge's Choice Award	Book Design	East of Eden	Kristen Routh	Miami Ad School
Judge's Choice Award	Digital Creative Technology	Twisted Fun!	Laila al-Kowatli	Miami Ad School
Judge's Choice Award	Copywriting	Costa Farms - Plants with Benefits	Tanvi Senapati, Shravya Raghupathy, Josh Novick	Savannah College of Art and Design
Judge's Choice Award	Digital Creative Technology	Nikon - In Focus	Tyler Bayless, Juan Cotte Mena, Paula Roxo, Tim Goetze	Miami Ad School
Gold ADDY	Book Design	Okiboru Manga Menu	Annalisa Mendoza	Miami Ad School
Gold ADDY	Magazine Design	Okiboru Manga Menu	Annalisa Mendoza	Miami Ad School
Gold ADDY	Campaign	Lora in Ink.	Anukriti Agrawal	Savannah College of Art and Design
Gold ADDY	Illustration – Campaign	Lora in Ink.	Anukriti Agrawal	Savannah College of Art and Design
Gold ADDY	Consumer Campaign	Listen to the Wordle	Anukriti Agrawal & Gabriela Moreno Ulloa	Savannah College of Art and Design
Gold ADDY	Consumer Campaign	Alexa x Help Dad-Impact For A Cause	Anukriti Agrawal, Riya Ameet Mehta, Ankita D'Souza, Gitika Rohra	Savannah College of Art and Design

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Gold ADDY	Logo Design	BRAID Identity Design	BRAID	Savannah College of Art and Design
Gold ADDY	Consumer Campaign	Hanes Originals	Fallon Perlino	Savannah College of Art and Design
Gold ADDY	Campaign	Victory Market - Coachella	Fallon Perlino, Kate Nations, Brooklyn Jones, Sofie Wright	Savannah College of Art and Design
Gold ADDY	Illustration – Campaign	Optima x Chinese Dynasties	Jiya Ren	Savannah College of Art and Design
Gold ADDY	Point of Purchase	Optima x Chinese Dynasties	Jiya Ren	Savannah College of Art and Design
Gold ADDY	Illustration – Campaign	Swatch X The Grand Budapest Hotel	Jiya Ren, Qijie Wu, Jinqin Xiao	Savannah College of Art and Design
Gold ADDY	Illustration – Campaign	Swatch X The Grand Budapest Hotel	Jiya Ren, Qijie Wu, Jinqin Xiao	Savannah College of Art and Design
Gold ADDY	Logo Design	Red River Station	Joshua Vick	Miami Ad School
Gold ADDY	Book Design	East of Eden	Kristen Routh	Miami Ad School
Gold ADDY	Digital Creative Technology	Twisted Fun!	Laila al-Kowatli	Miami Ad School
Gold ADDY	Campaign	Twisted Fun!	Laila al-Kowatli	Miami Ad School
Gold ADDY	Consumer Campaign	Twisted Fun!	Laila al-Kowatli	Miami Ad School
Gold ADDY	Single Occurrence or Installation	Twisted Fun!	Laila al-Kowatli	Miami Ad School
Gold ADDY	Illustration – Campaign	The Classics - Lego x Helvetica	Riya Ameet Mehta	Savannah College of Art and Design
Gold ADDY	Copywriting	Costa Farms - Plants with Benefits	Tanvi Senapati, Shravya Raghupathy, Josh Novick	Savannah College of Art and Design

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Gold ADDY	Digital Creative Technology	Nikon - In Focus	Tyler Bayless, Juan Cotte Mena, Paula Roxo, Tim Goetze	Miami Ad School
Silver ADDY	Logo Design	Running of The Bulls Logo	Alexus Strickland	Miami Ad School
Silver ADDY	Typeface Design	Typography Meets Flavor: My Cosmic Brewery Co. Project Inspired by Coldplay!	Carlos Diaz	Savannah College of Art and Design
Silver ADDY	Campaign	Costa Coffee	Costa Chap Takes ATL	Savannah College of Art and Design
Silver ADDY	Website (Desktop or Mobile)	Everything All At Once	Deanna Washington	Savannah College of Art and Design
Silver ADDY	Campaign	Friendly's Rebrand	Emily Pearl Cullinane	Savannah College of Art and Design
Silver ADDY	Consumer Campaign	Friendly's Rebrand	Emily Pearl Cullinane	Savannah College of Art and Design
Silver ADDY	Consumer Campaign	The Bear: Cook Like Carm	Emily Pearl Cullinane	Savannah College of Art and Design
Silver ADDY	Consumer Campaign	The Art of Memory   #ReplicaCapture	Fallon Perlino & Anthony Randall	Savannah College of Art and Design
Silver ADDY	Campaign	Sonic at Starlight Drive-In	Fallon Perlino, Jenna Weisenbach, Jack Selden, Kriya Shah	Savannah College of Art and Design
Silver ADDY	Logo Design	Bauhaus Toys Logo	Isaac Wallack	Miami Ad School
Silver ADDY	Campaign	LL Bean & Mental Health	Josh Stephens	Savannah College of Art and Design
Silver ADDY	Single	Typographic Specimen Card Deck	Olivia Crutchfield	Savannah College of Art and Design
Silver ADDY	Campaign	LEGO - Peace by Piece	Pankhuri Joshi, Kanchan Chhabria, Karan Pimpale, Annel Sosa	Savannah College of Art and Design
Silver ADDY	Cover/Editorial Spread or Feature - Series	The Pearl by John Steinbeck Book	PJ Lombara	Miami Ad School



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Silver ADDY	Illustration – Campaign	Peking Opera X Avenir Next Typeface	Qijie Wu	Savannah College of Art and Design
Silver ADDY	Campaign	The Classics - Lego x Helvetica	Riya Ameet Mehta	Savannah College of Art and Design
Silver ADDY	Single	My Visual Portfolio	Sandhya Michelle Puri	Savannah College of Art and Design
Silver ADDY	Campaign	Tomb Raider X Patagonia: Game On	Sharvari Sawarkar	Savannah College of Art and Design
Silver ADDY	Campaign	Costa Farms - Plants with Benefits	Tanvi Senapati, Shravya Raghupathy, Josh Novick	Savannah College of Art and Design