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55 YEARS OF ADVERTISING





WELCOME TO 2023 ORANGE COUNTY AD AWARDS GALA

It's my honor to congratulate everyone on this evening of community, passion, recognition, and celebration!

First, I'd like to thank everyone who entered this year's American Advertising Awards; your support of this competition allows us to operate the American Advertising Federation of Orange County. This was, in my opinion, one of the best years of entries we have seen, and I have no doubt tonight will be one of the best Galas put on in our organization's history.

Next, I would like to extend my sincerest gratitude to the amazing AAF Orange County Board of Directors; without this entire team's commitment and passion, none of this would be possible. It's been my absolute privilege to serve as the President this year and to work with such a remarkable group.

As many of you know, the American Advertising Awards is the industry's largest and, statistically speaking, toughest competition in advertising. While tonight we are here to celebrate the local work done in Orange County; those who earn gold or silver ADDY Awards will have the opportunity to move to the District and National competitions. This competition is unlike anything in the industry, representing all aspects of advertising - with categories ranging from national prime-time commercials to music videos.

2023 marks 55 years since the American Advertising Federation was established in Orange County. While our name has changed over the years, our mission remained the same: to be the unifying voice for advertising. This year, we continue that mission to help elevate Orange County's advertising community.

Congratulations again to all the winners and all of the incredible entrants, and a sincere thank you to everyone who has and continues to support AAF Orange County.

Please be sure to follow our social channels to stay updated on all things AAF OC, and consider becoming a member to help support our mission for us to be the unifying voice for advertising.

— Chris Degenaars, AAF OC President

MEET THE JUDGES



HANNAH HEISLER

Art Director, Heart & Soul Marketing

Hannah's experience spans years as both a designer and art director, with an award-winning track record across multiple industries and mediums. Based in Phoenix, Arizona, she built her career at a variety of agencies. In her current role at Heart & Soul Marketing she oversees and spearheads the conceptual and visual direction for their diverse array of clients. As a conceptual thinker and strategic creative, she has developed successful campaign and brand work for clients including Disney Rewards, Bar-S, Fiorucci Foods, and Arizona Office of Tourism.



ERIC HANSEN

Creative Director, BBDO Minneapolis

A copywriter by trade, Eric is currently a creative director at BBDO Minneapolis. His background spans every part of the modern marketing mix from integrated campaigns to digital experiences to earned media activations. Eric's work has appeared in The New York Times, Outside Magazine, and NPR, and has been recognized by Communication Arts, Clio Sports, The Webby Awards, ADDY Awards, and more. A one-time Californian, Eric resides in the Twin Cities with his wife and two young boys, where he spends winters telling himself the cold builds character.



SHERMAN WINFIELD

Executive Creative Director, VMLY&R

Sherman Winfield is an Exec. Creative Director at VMLY&R, overseeing creative efforts in the Atlanta office and across the network. Some of his key clients include The Coca-Cola Company, YMCA of Metro Atlanta, FedEx, Georgia Power, and Sam's Club. Sherman's creative work has been recognized and awarded internationally by Cannes, D&AD, One Club, London International Awards, New York Festivals, ADC, Radio Mercurys, The Webbys, The Shortys and numerous others. He's also passionately committed in helping to build a far-more diverse advertising landscape by actively participating in numerous efforts within the industry. This includes being named lead instructor and tutor at One Club's ONE School, a free 16-week portfolio program aimed to help Black creatives break into advertising.

THANK YOU TO OUR 2022-2023 ♦ SPONSORS

INGRAM MICRO



DIRECT EDGE

IMAGE OPT[IONS]



THE GARAGE

Eric Reed
Videography

Jasmin Williams
Photography

Brian Kumpf
Voice Over

CREATIVE AID
+
A CONCEPTZOMBIE PROJECT

WINNER'S BOOK PROVIDED BY **DIRECT EDGE**

Meet Our Artists

BRENT BLOSSOM



The Journey

Brent Blossom is a freelance creative director, gallery director and owner of Helm & Oar, an online fine art gallery based in Orange County, Ca. He hikes by day, designs and curates art by night. Check out the variety of incredible giclee prints from artists around the globe on Helm & Oar, and follow on social!



Website



Instagram

support@helmandoar.com

KATHY LAJVARDI



The Queen

Kathy Lajvardi is a creative director at the global agency Razorfish and an artist. Her new art series, "Unbreakable Queens" and "Unstoppable," focuses on feminine power. On her website you can view her originals, prints, and collaborate on commission art. Be sure to also follow her on Instagram.



Website



Instagram

hello@kathylajvardi.com

MARYAM SIAHATGAR



The Wilderness

Maryam Siahatgar is a creative director and designer specializing in brand identity platforms. She founded a boutique design studio in Irvine, Ca and recently launched a series of modern, organic art that reflect her minimalist style. Check out her site where you can order prints and make sure to follow her on Instagram.



Website



Instagram

maryam@siabrands.com

FALON BRIANNE CLAYTON



The Fairy Dust

Falon Clayton is a third-generation artist. She draws inspiration from Southern California's beaches to create stunning multi-textured, fine abstract art. Check out Falon's website to view original paintings, order prints, and to commission her to customize original work.



Website



Instagram

hello@falonbrianne.com

AAF ORANGE COUNTY 2023 BOARD

BOARD OF DIRECTORS

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CREATIVE AID

Fernando Del Rosario - CRO/Creative Director,

ConceptZombie LLC. & Creative Aid

Jacqueline Iniguez - Project Manager & Designer

Amy Fedor - Project Manager & Designer

Mariam Ibrahim - Project Manager & Designer

Andrew Hoang - Designer

Hannah Batasee - Designer

Cindy Ramirez - Designer

Jackie Awad - Designer

QiuZhu Luo - Designer

Robyn Pollicco - Designer

Angelica Salgado - Designer

Amadeus Rodriguez - Designer

Desi St. Amant - Copywriter

Lucas Nguyen - Animator

2023 ORANGE COUNTY AD AWARDS GALA

AWARD WINNERS

MOSAIC AWARD

CATEGORY
021A - Consumer

ENTRANT
Rhythm

CLIENT
Civic Nation

TITLE
Civic Nation

CREDITS

Mikey Andaya, Developer
Justin Brown, Sr. Producer
Richard Buecheler, Design Lead
Shaira Bungcag, Production Designer
Albert Fajardo, UX Designer
Hannes Meyer, Creative Director
David Mistofsky, Strategist

Eugene Nho, SEO Specialist
Kevin Schick, Developer
Nicholas Westby, Sr. Developer



2023 ORANGE
COUNTY
AD AWARDS GALA

JUDGE'S
CHOICE
AWARD



Category: SI5B - Campaign

Award: Judge's Choice Award (Student)

Name on Award: Ashlee Eakin

Educational Institution: Miami Ad School

Title: The Art of Resonance



Category: 032A - Single Spot - Up to 2:00

Award: Judge's Choice Award (Professional)

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: History of Evolution

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Monique Kumpis, Sr. Manager, Marketing & Advertising; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Nicole Macey, Associate Creative Director; Art Director; Andrew Boyer, Associate Creative Director; Copywriter; Tiana Goston, Copywriter; Gordy Sang, Copywriter; Brian Siedband, Copywriter; Nicolette Spencer, Head of Content Production; Melissa Moore, Executive Producer; Kristen Miller, Producer; Cindy Scott, Head of Strategy; Michelle Sapanaro, Group Brand Director; Bryan DiBiagio, Brand Director; Jeremy Asselin, Sr. Brand Manager; Anya Liddiard, Account Planner



Category: 033A - Single Spot - Any Length

Award: Judge's Choice Award (Professional)

Entrant: Mint Mobile

Client: Mint Mobile

Title: Mint Mobile + AriZona

Credits: Aron North, Creative Marketing Officer; Jeff Braunstein, SVP, Marketing; Ryan Reynolds, Owner; George Dewey, President (Maximum Effort); Tanya Song, VP, Creative Services; Mary Bishop, AVP, Brand; Alison Zaliagiris, Director, Brand; Scott Bartlett, Sr. Brand Manager; Blake Kardashian, Associate Brand Manager

2023 ORANGE COUNTY AD AWARDS GALA | STUDENT WINNERS



BEST IN SHOW

CATEGORY
S01A - Packaging

NAME ON AWARD
Angelica Salgado

EDUCATIONAL INSTITUTION
California State University, Fullerton

TITLE
Turning Red Collector's Boxset



Category: S2I - Consumer Campaign

Award: Gold

Name on Award: Ashlee Eakin

Educational Institution: Miami Ad School

Title: The Art of Resonance



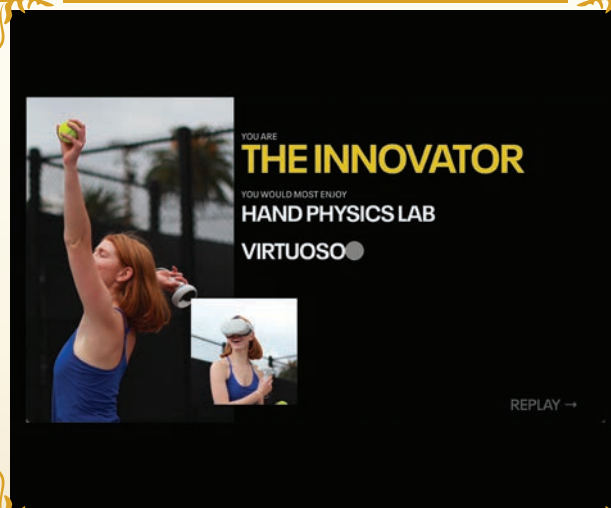
Category: S15B - Campaign
Award: Gold
Name on Award: Ashlee Eakin
Educational Institution: Miami Ad School
Title: The Art of Resonance



Category: S03 - Printed Annual Report or Brochure
Award: Silver
Name on Award: Adi Takei
Educational Institution: Chapman University
Title: Field Guide



Category: S24A - Logo Design
Award: Silver
Name on Award: Amy Fedor
Educational Institution: California State University, Fullerton
Title: Filmbites Logo



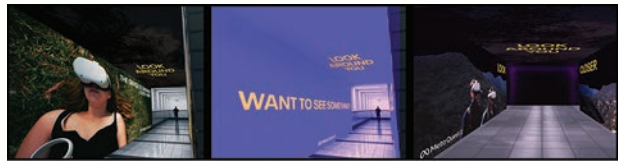
Category: S31 - Digital Creative Technology
Award: Silver
Name on Award: Adi Takei
Educational Institution: Chapman University
Title: Digital Microsite



Category: S21 - Consumer Campaign
Award: Silver
Name on Award: Ashlee Eakin
Educational Institution: Miami Ad School
Title: On Holiday



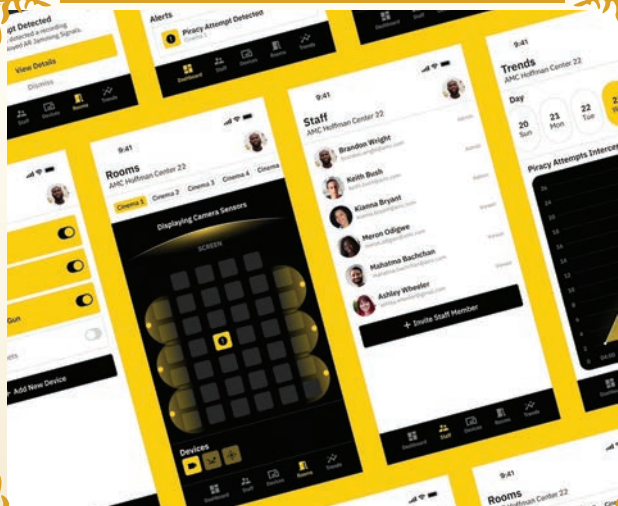
Category: S22B - Campaign
Award: Silver
Name on Award: Ashlee Eakin
Educational Institution: Miami Ad School
Title: Dory Fishing Fleet



Category: S10C - Site
Award: Silver
Name on Award: Adi Takei
Educational Institution: Chapman University
Title: Look Closer, And All Around You



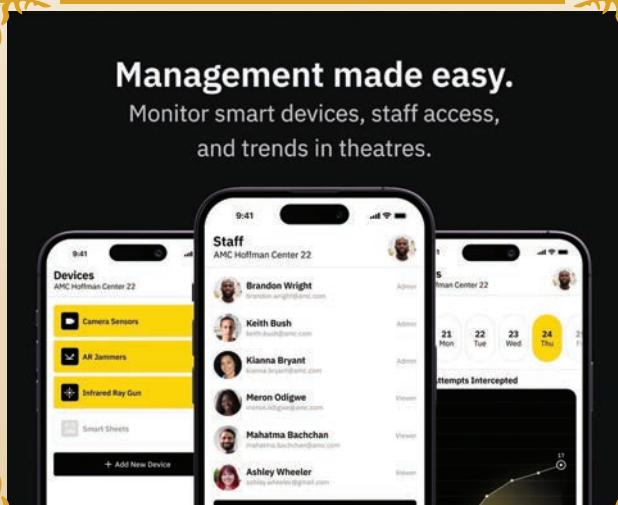
Category: S2I - Consumer Campaign
Award: Bronze
Name on Award: Ashlee Eakin
Educational Institution: Miami Ad School
Title: Refugee Supply Box



Category: S14 - App (Mobile or Web-Based)
Award: Silver
Name on Award: Gary Crisostomo
Educational Institution: University of California, Irvine
Title: Omni - Mobile App



Category: S2I - Consumer Campaign
Award: Bronze
Name on Award: Adi Takei
Educational Institution: Chapman University
Title: Meta Quest Integrated Campaign



Category: S3I - Digital Creative Technology
Award: Bronze
Name on Award: Gary Crisostomo
Educational Institution: University of California, Irvine
Title: Omni - Mobile App



Category: S06 - Direct Marketing
Award: Bronze
Name on Award: Adi Takei
Educational Institution: Chapman University
Title: Meta X We're Not Really Strangers



Category: S3I - Digital Creative Technology

Award: Bronze

Name on Award: Ashlee Eakin

Educational Institution: Miami Ad School

Title: Refugee Supply Box



Category: SIIB - Campaign

Award: Bronze

Name on Award: Adi Takei

Educational Institution: Chapman University

Title: Gotta See It To Believe It Pop-Ups



Category: S05E - Book Design

Award: Bronze

Name on Award: Adi Takei

Educational Institution: Chapman University

Title: Campaign Book Design

DEDICATED TO THE CRAFT



2023 ORANGE COUNTY AD AWARDS GALA

NOTABLE WINNERS

BEST IN SHOW

CATEGORY

044D - Consumer Campaign-Regional/
National

ENTRANT

INNOCEAN USA

CLIENT

Hyundai Motor America

TITLE

IONIQ 5 "Evolves" EV



CREDITS

Jose Muñoz, President & CEO
Angela Zepeda, Chief Marketing Officer
Kate Fabian, Director of Marketing
Monique Kumpis, Sr. Manager, Marketing & Advertising
Paul Meyers, Manager, Digital & Social Media Marketing
Tyler Branning, Analyst, Digital & Social Media Marketing
Barney Goldberg, Executive Creative Director
Ryan Scott, Group Creative Director
Jeff Bossin, Group Creative Director
Lori Martin, Group Creative Director
Ryan Simpson, Creative Director
Jamin Duncan, Creative Director

Nicole Macey, Associate Creative Director,
Art Director
Jackie Barkhurst, Associate Creative Director,
Art Director
Ebby St. Pierre, Associate Creative Director,
Art Director
Andrew Boyer, Associate Creative Director,
Copywriter
Blakeley Jones, Sr. Copywriter
Brandon Poole, Sr. Copywriter
Tiana Goston, Copywriter
Nicolette Spencer, Head of Content Production

2023 ORANGE COUNTY AD AWARDS GALA | GOLD WINNERS



Category: 048 - Copywriting

Award: Gold

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: History of Evolution

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Monique Kumpis, Sr. Manager, Marketing & Advertising; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Nicole Macey, Associate Creative Director; Art Director; Andrew Boyer, Associate Creative Director, Copywriter; Tiana Goston, Copywriter; Gordy Sang, Copywriter; Brian Siedband, Copywriter; Nicolette Spencer, Head of Content Production; Melissa Moore, Executive Producer; Kristen Miller, Producer; Cindy Scott, Head of Strategy; Michelle Sapanaro, Group Brand Director; Bryan DiBiagio, Brand Director; Jeremy Asselin, Sr. Brand Manager; Anya Liddiard, Account Planner



Category: 032A - Single Spot - Up to 2:00

Award: Gold

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: History of Evolution

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Monique Kumpis, Sr. Manager, Marketing & Advertising; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Nicole Macey, Associate Creative Director; Art Director; Andrew Boyer, Associate Creative Director, Copywriter; Tiana Goston, Copywriter; Gordy Sang, Copywriter; Brian Siedband, Copywriter; Nicolette Spencer, Head of Content Production; Melissa Moore, Executive Producer; Kristen Miller, Producer; Cindy Scott, Head of Strategy; Michelle Sapanaro, Group Brand Director; Bryan DiBiagio, Brand Director; Jeremy Asselin, Sr. Brand Manager; Anya Liddiard, Account Planner



Category: 022B - Campaign

Award: Gold

Entrant: INNOCEAN USA

Client: Genesis Motor America

Title: G90 Artist Series

Credits: Jeremy Meadows, Sr. Group Manager, Genesis Brand Marketing; Kurtis Lewis, Manager, Social Media; Eric Armas, Sr. Associate, Social and Community Management; Jason Davis, Manager, Brand Marketing and Advertising; Melanie Tongas, Sr. Art Producer; Hanna Koh, Copywriter; Erica Henderson, Creative Director; Miranda Lee, Sr. Art Director; Reena Sharma, Sr. Strategist; David McMichael, Sr. Account Manager, Social Media; Kathryn Blake, 3D Digital Artist; Peter Tarka, 3D Digital Artist; Skeeva, 3D Digital Artist; Smeccea, 3D Digital Artist; Bloo Woods, 3D Digital Artist; Peter Lauridsen, Composer/Sound Designer



Category: 055A - Animation, Special Effects or Motion Graphics

Award: Gold

Entrant: INNOCEAN USA

Client:Genesis Motor America

Title: G90 Artist Series

Credits: Jeremy Meadows, Sr. Group Manager, Genesis Brand Marketing; Kurtis Lewis, Manager, Social Media; Eric Armas, Sr. Associate, Social and Community Management; Jason Davis, Manager, Brand Marketing and Advertising; Melanie Tongas, Sr. Art Producer; Hanna Koh, Copywriter; Erica Henderson, Creative Director; Miranda Lee, Sr. Art Director; Reena Sharma, Sr. Strategist; David McMichael, Sr. Account Manager, Social Media; Kathryn Blake, 3D Digital Artist; Peter Tarka, 3D Digital Artist; Skeevea, 3D Digital Artist; Smeccea, 3D Digital Artist; Bloo Woods, 3D Digital Artist; Peter Lauridsen, Composer/Sound Designer



Category: 053B - Art Direction - Campaign

Award: Gold

Entrant: INNOCEAN USA

Client:Genesis Motor America

Title: G90 Artist Series

Credits: Jeremy Meadows, Sr. Group Manager, Genesis Brand Marketing; Kurtis Lewis, Manager, Social Media; Eric Armas, Sr. Associate, Social and Community Management; Jason Davis, Manager, Brand Marketing and Advertising; Melanie Tongas, Sr. Art Producer; Hanna Koh, Copywriter; Erica Henderson, Creative Director; Miranda Lee, Sr. Art Director; Reena Sharma, Sr. Strategist; David McMichael, Sr. Account Manager, Social Media; Kathryn Blake, 3D Digital Artist; Peter Tarka, 3D Digital Artist; Skeevea, 3D Digital Artist; Smeccea, 3D Digital Artist; Bloo Woods, 3D Digital Artist; Peter Lauridsen, Composer/Sound Designer



Category: 054A - Cinematography - Single

Award: Gold

Entrant: INNOCEAN USA

Client:Genesis Motor America

Title: Ocean

Credits: Jose Muñoz, President & CEO; Claudia Marquez, Chief Operating Officer; Wendy Orthman, Executive Director, Marketing; Jeremy Meadows, Sr. Group Manager, Genesis Brand; Joz Wang, Head of Multicultural Marketing and Corporate Branding; Jason Davis, Manager, Brand Marketing and Advertising; Andrew Modena, Manager, Genesis Brand; Kurtis Lewis, Manager, Genesis Social; Eric Armas, Sr. Associate, Genesis Social; Barney Goldberg, Executive Creative Director; Cary Ruby, Group Creative Director/CV; Nicolette Spencer, Head of Content Production; Natalie Santana, Sr. Content Producer; Ginger Christensen, Account Manager; Stephanie Godfrey, Group Brand Director; Marco Koenig, Brand Director; Claudia Huffman, Account Supervisor; Cindy Scott, Chief Strategy Officer; Stephanie Tagle, Brand Strategy



Category: 042 - Audio/Visual Sales Presentation

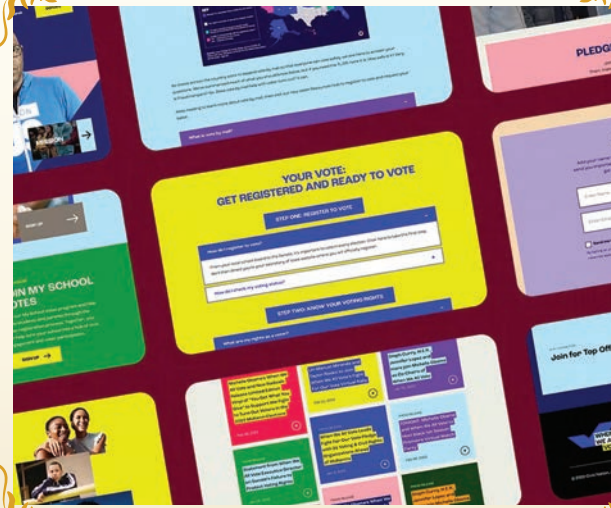
Award: Gold

Entrant: Agency Ingram Micro

Client: Ingram Micro

Title: Taking Flight

Credits: Dennis Crupi, VP, Marketing; Ewan Pidgeon, Director, Creative Services; Josh Lieber, Sr. Creative Director; Anissa Gutierrez, Sr. Art Director; Jason Williams, Associate Creative Director, Copywriter; Daniel Reilly, EP, Agency; Dan Mabbott, Taylor Nored, Tre Irwin, Stav Raniere, Marc Ameel, Agency Producers; Allie Ashdown/Joanna Del Hierro, Sr. Managers, Global Events; Tad Fatum/Brandeaux Tourville, Director/Producer, Rinse and Repeat Productions/Polished Pixels; Greg Kuehn, Composer, Peligro Music; Nick Bozzone, Sound Designer, Bozzl Sound; Travis Payne, Choreographer; Senovva, Audi Visual Production



Category: 021A - Consumer

Award: Gold

Entrant: Rhythm

Client:When We All Vote

Title: When We All Vote

Credits: Mikey Andaya, Developer; Justin Brown, Sr. Producer; Richard Buecheler, Design Lead; Shaira Bungcag, Production Designer; Albert Fajardo, UX Designer; Hannes Meyer, Creative Director; David Mistofsky, Strategist; Eugene Nho, SEO Specialist; Kevin Schick, Developer; Nicholas Westby, Sr. Developer



Category: 021A - Consumer

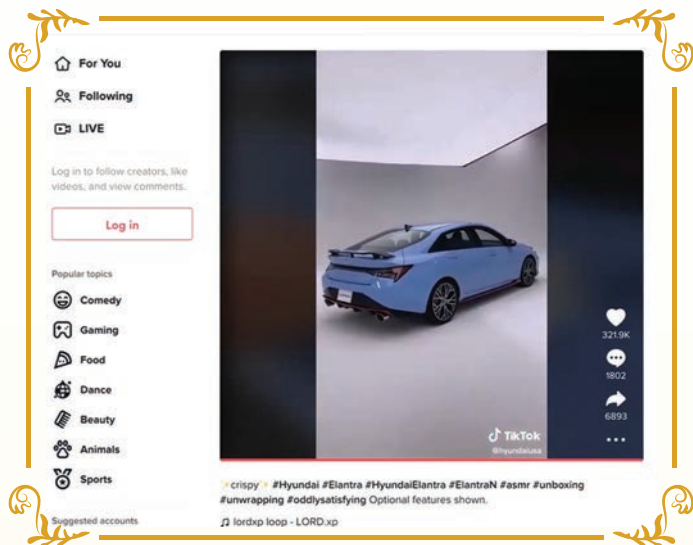
Award: Gold

Entrant: MEDL Mobile

Client: Amphibian and Reptile Conservancy, Inc.

Title: Amphibian and Reptile Conservancy

Credits: Geoff Nori, Creative Director; Seth Austin, UI/UX Designer; Lauren Lewis, Web Developer; Victoria Adebona, Web Developer



Category: 022A - Single Execution

Award: Gold

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: ELANTRA N Unwrapped

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Paul Meyers, Sr. Manager, Marketing and Advertising; Tyler Branning, Assistant Manager, Digital & Social Media Marketing; Julie Shin, Sr. Manager, Media Strategy; Barney Goldberg, Executive Creative Director; Lori Martin, Group Creative Director; Jamin Duncan, Creative Director; Ryan Simpson, Creative Director; Jackie Barkhurst, Associate Creative Director; Blakeley Jones, Sr. Copywriter; Scott Shin, Copywriter; Kat Izquierdo-Gallegos, Sr. Art Director; Nicolette Spencer, Head of Content Production; Melissa Moore, Executive Producer; Michelle Sapanaro, Group Brand Director; Rachel Richardson, Brand Manager; Harrison Landers, Brand Manager; Blake Vaz, Content Creator



Category: 021A - Consumer

Award: Gold

Entrant: Schiefer Chopshop

Client: Falken Tire

Title: Falken Tire Website

Credits: James Schiefer, Founder & Chief Executive Officer; Jeff Roach, Chief Strategy Officer; John Zegowitz, Chief Creative Officer; Tommy Campagne, SVP Client Services; Aaron Gaspar, Client Services Director; Brian Pettinghill, Director of Project Management; Dave Stafford, Art Director; Robb Corbett, Tech Director; Sean MacPhedran; Director, Digital Strategy & Innovation; Natalya Polyakova, Server Developer; Evgeniy Polyakov, Web Developer; Carl Durocher, Digital Design Director; Darren Thomas, President & CEO, Falken; Nick Fousekis, Director of Advertising & Promotions, Falken; Don Reindl, Creative Services & Communications Manager, Falken; Max Willingham, Content Strategist, Falken; Dennis Giron, Infrastructure Manager, Falken; Danny Chu, Infrastructure Manager, Falken; John Gagoomal, Sr. Systems Administrator, Falken; Eric Essandoh, Sr. Network, System Administrator, Falken



Category: 032B - Campaign

Award: Gold

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: IONIQ 5 "Evolves" EV Broadcast

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Monique Kumpis, Sr. Manager, Marketing & Advertising; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Nicole Macey, Associate Creative Director, Art Director; Andrew Boyer, Associate Creative Director, Copywriter; Tiana Goston, Copywriter; Gordy Sang, Copywriter; Brian Siedband, Copywriter; Nicolette Spencer, Head of Content Production; Melissa Moore, Executive Producer; Kristen Miller, Producer; Cindy Scott, Head of Strategy; Michelle Sapanaro, Group Brand Director; Bryan DiBiagio, Brand Director; Jeremy Asselin, Sr. Brand Manager; Anya Liddiard, Account Planner



Category: 016A - Single Installation

Award: Gold

Entrant: INNOCEAN USA

Client: Supernal

Title: Supernal at Farnborough Airshow

Credits: Brian Paul, Brand Manager; Vince Murray, Creative Director; Steven Nash, Sr. Creative; Chris Caparro, Sr. Creative



Category: 065 - Innovative Use of Interactive/ Technology

Award: Gold

Entrant: Garage Team Mazda

Client: Mazda North American Operations

Title: CX-50 VR Ride Along

Credits: Steve Chavez, Chief Creative Officer; Andres Fabian, Digital Creative Director; TJ Bennett, Creative Director; Kurt Brushwyler, Associate Creative Director; Arturo Caro, VP Director of Digital Strategy; Santiago Andrade-Marín, SVP Group Account Director; Britney Pesch, Account Supervisor; Michael Bryant, Web Engineer, Subvrsive; Anthony Laurain, VP of Engineering, Subvrsive; Orlando Almario, Software Engineer, Subvrsive; Lee Pellini, Sr. Web Engineer, Subvrsive; Yogi Bhattarai, Web Engineer, Subvrsive; Dillon Flohr, Infrastructure Engineer, Subvrsive; Ryan Thomas, VP, Digital Content, Subvrsive; Marcus Johannes, VR Director of Photography; Joy Nawas, Sr. UX Designer, Subvrsive; Lexi Drake, Visual Designer, Subvrsive; Charles Mulford, Line Producer; Danielle Ford, Sr. Producer, Subvrsive; Alex "Sasha" Chechelnitzsky, Post Production Manager, Subvrsive; Natalia Dominguez, Quality Assurance Analyst III, Subvrsive; Oleksandra Arkhelyuk, Quality Assurance Analyst I, Subvrsive; Madison Ambrosini, Sr. Media Strategist, Subvrsive; Aimee Balisciano, Program Manager, Subvrsive



Category: 032A - Single Spot - Up to 2:00

Award: Gold

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: Chewy

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director, Marketing; Doris Cerneka, Manager, Advertising; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Nicole Macey, Sr. Art Director; Matthew League, Sr. Copywriter; Sean Gilpin, Chief Business Officer; Drew Corpman, Account Management; Cindy Scott, Chief Strategy Officer; Erin Burns Bohlender, Strategy Director; Michelle Sapanaro, Group Account Director; Lester Perry, Account Director; Nancy Ramirez, Management Supervisor; Ileana Leal, Sr. Account Executive; Nicolette Spencer, Head of Production; Melissa Moore, Executive Producer; Devondra Dominguez, Sr. Content Producer



Category: 032A - Single Spot - Up to 2:00

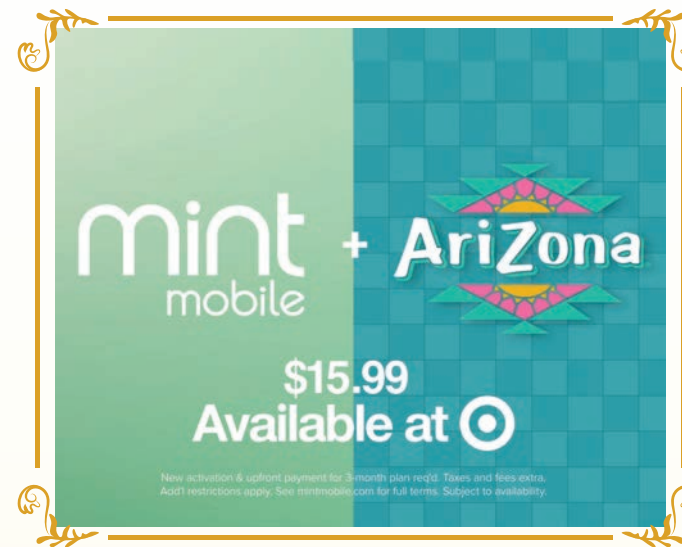
Award: Gold

Entrant: Mint Mobile

Client: Mint Mobile

Title: Mint Mobile + AriZona

Credits: Aron North, Creative Marketing Officer; Jeff Braunstein, SVP, Marketing; Ryan Reynolds, Owner; George Dewey, President (Maximum Effort); Tanya Song, VP, Creative Services; Mary Bishop, AVP Brand; Alison Zaliagiris, Director, Brand; Scott Bartlett, Sr. Brand Manager; Blake Kardashian, Associate Brand Manager



Category: 044D - Consumer Campaign-Regional/National

Award: Gold

Entrant: Mint Mobile

Client: Mint Mobile

Title: Deflation Campaign

Credits: Aron North, Creative Marketing Officer; Jeff Braunstein, SVP, Marketing; Ryan Reynolds, Owner; George Dewey, President (Maximum Effort); Tanya Song, VP, Creative Services; Brian Jones, Creative Director; Tim Heckman, Associate Creative Director, Copywriting; John Day, Associate Creative Director, Design; Danielle Schettino, Project Manager; Mary Bishop, AVP, Brand; Alison Zaliagiris, Director, Brand; Scott Bartlett, Sr. Brand Manager; Blake Kardashian, Associate Brand Manager



Category: 033A - Single Spot - Any Length

Award: Gold

Entrant: Mint Mobile

Client: Mint Mobile

Title: Mint Mobile + AriZona

Credits: Aron North, Creative Marketing Officer; Jeff Braunstein, SVP, Marketing; Ryan Reynolds, Owner; George Dewey, President (Maximum Effort); Tanya Song, VP, Creative Services; Mary Bishop, AVP, Brand; Alison Zaliagiris, Director, Brand; Scott Bartlett, Sr. Brand Manager; Blake Kardashian, Associate Brand Manager



Category: 022B - Campaign

Award: Gold

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: IONIQ 5 TikTok Campaign

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Monique Kumpis, Sr. Manager, Marketing & Advertising; Paul Meyers, Manager, Digital & Social Media Marketing; Tyler Branning, Analyst, Digital & Social Media Marketing; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Lori Martin, Group Creative Director; Ryan Simpson, Creative Director; Jamin Duncan, Creative Director; Nicole Macey, Associate Creative Director, Art Director; Jackie Barkhurst, Associate Creative Director, Art Director; Ebby St. Pierre, Associate Creative Director, Art Director; Andrew, Boyer, Associate Creative Director, Copywriter; Blakeley Jones, Sr. Copywriter; Brandon Poole, Sr. Copywriter; Tiana Goston, Copywriter; Nicolette Spencer, Head of Content Production



Category: The Foodie Award

Award: Gold

Entrant: Gigasavvy

Client: Flame Broiler

Title: Fuel Your Flame with Flame Broiler

Credits: Mitch Fait, Creative Director; Nicole Pawloski, Sr. Art Director; Kianna Estenson, Sr. Account Manager; Crystal Gilbert, Jr. Producer; Melissa Zarb, Sr. Marketing Strategist; Sara Gwin, Sr. Project Manager



Category: 054A - Cinematography - Single

Award: Gold

Entrant: Schiefer Chopshop

Client: Baldwin Hardware; Spectrum Brands HHI

Title: Baldwin Obsession :60

Credits: James Schiefer, Founder & Chief Executive Officer; Jeff Roach, Chief Strategy Officer; John Zegowitz, Chief Creative Director; Catherine Guadvangen, VP Content; Tommy Campagne, SVP Client Services; Kirsten Wright, VP Client Services; Andres Torrente, SVP Media; Marvell Lam, Associate Media Director; Chris Sparks, Project Manager; Dave DeSantis, Content Producer; Eric Spiegler, Copywriter; Amy Higgins, Art Director; Schuyler Vanderveen, Copywriter; Julianna Sarkasian, Integrated Media Supervisor; In&Out Productions, US Production Company; Macarena, Colombia Production Company; Mari Tato, US Production Company, Executive Producer; Michal Sabliński, Director; Matt Zimmer, Vice President; Marketing, Security Hardware at Spectrum Brands HHI; Erik Glassen, Sr. Manager, Brand Marketing at Spectrum Brands, Inc.,



Category: 033A - Single Spot - Any Length

Award: Gold

Entrant: VELF STUDIO LLC

Client: Eureka Ergonomic

Title: The Gamer

Credits: Velf Studio, Agency, Production Company; Joan Yuxi He, Executive Producer; Producer; Alfredo Vidal, Director; Tom Hoo, Ryan Hu, Client Producer; Bryan Mittelstadt, Bryant Mitchell Williams, Kat Redner, Laurelle Mabalot, Byron Carvil Napier, Olivia Hytha, Talent; Walter Diaz, Director Of Photography; Emily Peters, Production Designer; Jonas Yuan, David Codeglia, BTS; Young Liu, Special Thanks; Richard Hwang, Line Producer



Category: 010C - 3D/Mixed - Single Unit

Award: Gold

Entrant: Agency Ingram Micro

Client: Dell/Ingram Micro cobranded

Title: "Boombox"

Credits: Dennis Crupi, VP, Marketing; Ewan Pidgeon, Director, Creative Services; Josh Lieber, Sr. Creative Director; Elim Feliciano, Associate Creative Director-Design, Art Director; Nick Tiso, Sr. Copywriter; David Ta, Lindsey Csenar, Joe Brozek, Brandon Brown, James Menke, Joyce Hong, AIM Account team; Doris Danford, Leigh Anne Webster, Studio Artists; Mike Stell, Marketing Resource Manager; Donna Roberts, Copy Editor

55 YEARS WITH STYLE

2023 ORANGE COUNTY AD AWARDS GALA | SILVER WINNERS



Category: 037 - Branded Content & Entertainment For Television

Award: Silver

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: Car Wash

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Monique Kumpis, Sr. Manager, Marketing & Advertising; Doris Cerneka, Manager, Advertising Production; Alex Oh, Sr. Manager, Global Marketing; Jeffrey Godsick, Brand Strategy and Global Marketing Partnerships; Andre Seddoh, Int, Marketing Partnerships; Sachi Kambe, Global Marketing Partnerships; Marissa Moffitt, Director, Global Marketing Partnerships; Bruna Marino, Sr. Manager, Int, Brand Strategy and Global Partnerships; Barney Goldberg, Exec. Creative Director; Cary Ruby, Group Creative Director; Joe Reynoso, Creative Director; Nicole Macey, Assoc. Creative Director, Art Director; Andrew Boyer, Assoc. Creative Director, Copywriter; Nicolette Spencer, Head of Production; Kira Linton, Exec. Producer; Devondra Dominguez, Content Producer; Bryan DiBiagio, Account Director



Category: 019C - Animated/Video Boards

Award: Silver

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: Anamorphic Light Tunnel

Credits: Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing Communications; Alix Harrison, Account Director; Stephanie Yetter, Account Management Supervisor; Vince Murray, Creative Director; Charles Gerstner, Art Director; Nels Dielman, Art Director; Ronnie Lee, Copywriter; Elisabeth Fried, Sr. Art Producer; Davide Bianca, Global Executive Creative Director & Partner



Category: 021A - Consumer

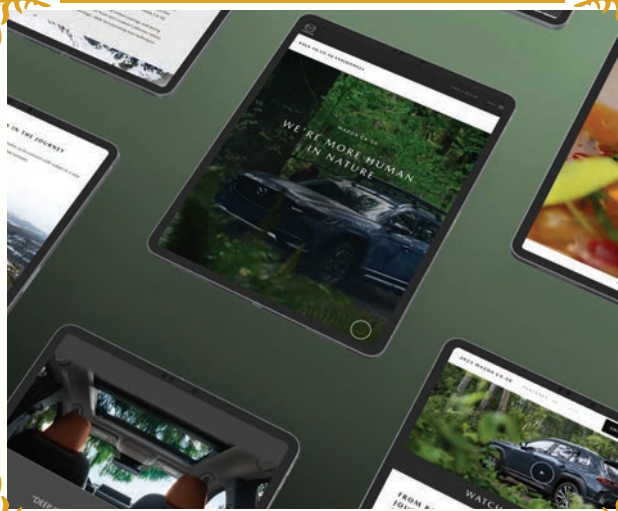
Award: Silver

Entrant: Rhythm

Client: Civic Nation

Title: Civic Nation

Credits: Mikey Andaya, Developer; Justin Brown, Sr. Producer; Richard Buecheler, Design Lead; Shaira Bungcag, Production Designer; Albert Fajardo, UX Designer; Hannes Meyer, Creative Director; David Mistofsky, Strategist; Eugene Nho, SEO Specialist; Kevin Schick, Developer; Nicholas Westby, Sr. Developer



Category: 021C - Microsites

Award: Silver

Entrant: Garage Team Mazda

Client: Mazda North American Operations

Title: CX-50 Experience Hub

Credits: Steve Chavez, Chief Creative Officer; Andres Fabian, Digital Creative Director; TJ Bennett, Creative Director; Marco Melendez, Digital, Associate Creative Director; Kitty Song, Digital, Associate Creative Director; Regie Miller, Associate Creative Director, Writer; Kaylyn Stone, Jr. Copywriter; Britney Pesch, Account Supervisor; Emmanuel Riggione, Sr. Designer Lead, WT Costa Rica; Franciso Leitón, Animator, WT Costa Rica; Catalina Sanchez, Sr. Designer, WT Costa Rica; David Henry Vargas, Animator, WT Costa Rica; Alexander Delgado, Project Manager, WT Costa Rica



Category: 022A - Single Execution

Award: Silver

Entrant: The Cooler at Experian

Client: Experian

Title: 8 Bit Rocket

Credits: Todd Edan Miller, Chief Creative Director; Brett Pfeiffer, Brian Hallisey, Kelly Hoadley, Associate Creative Directors; Andrew Spielberg, Aubrey Singer, Corlin Stubbs, Kristen Scharf, Marie Chao, Mike Frey, Rich Pass, Ron Tapia, Sara Ward, Shinichiro Kawase, Sujeet Paul, Zak Smith, Creatives; Alicia Rausch, Project Manager; Emily Gatewood, Sr. Digital Marketing Manager; Britany Linton, Social Media Strategist; Bryan Johnson, Social Media Coordinator



Category: The Foodie Award

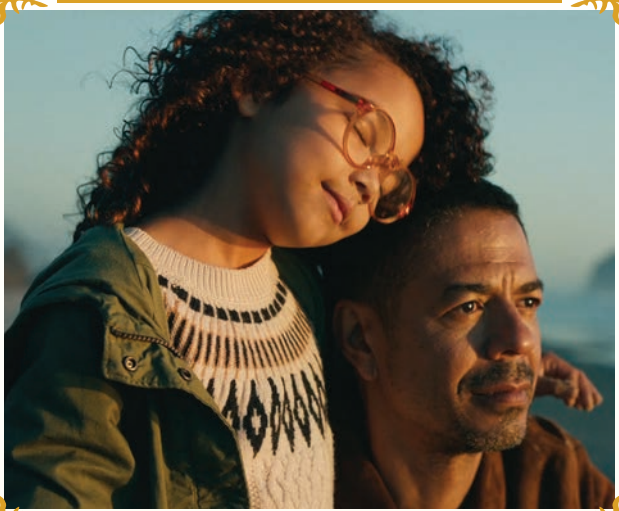
Award: Silver

Entrant: Gigasavvy

Client: Flame Broiler

Title: "Fuel Your Flame" Creative Campaign

Credits: Mitch Fait, Creative Director; Nicole Pawloski, Sr. Art Director; Kianna Estenson, Sr. Account Manager; Crystal Gilbert, Jr. Producer; Melissa Zarb, Sr. Marketing Strategist; Sara Gwin, Sr. Project Manager



Category: 032A - Single Spot - Up to 2:00

Award: Silver

Entrant: INNOCEAN USA

Client: Genesis Motor America

Title: Ocean

Credits: Jose Muñoz, President & CEO; Claudia Marquez, Chief Operating Officer; Wendy Orthman, Executive Director, Marketing; Jeremy Meadows, Sr. Group Manager, Genesis Brand; Joz Wang, Head of Multicultural Marketing and Corporate Branding; Jason Davis Manager, Brand Marketing and Advertising; Andrew Modena, Manager, Genesis Brand; Kurtis Lewis, Manager, Genesis Social; Eric Armas, Sr. Associate, Genesis Social; Barney Goldberg, Executive Creative Director; Cary Ruby, Group Creative Director, Copywriter; Nicolette Spencer, Head of Content Production; Natalie Santana, Sr. Content Producer; Ginger Christensen, Account Manager; Stephanie Godfrey, Group Brand Director; Marco Koenig, Brand Director; Claudia Huffman, Account Supervisor; Cindy Scott, Chief Strategy Officer; Stephanie Tagle, Brand Strategy



Category: 022A - Single Execution

Award: Silver

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: IONIQ 5 TikTok: Digital Key

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Monique Kumpis, Sr. Manager, Marketing & Advertising; Paul Meyers, Manager, Digital & Social Media Marketing; Tyler Branning, Analyst, Digital & Social Media Marketing, Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Lori Martin, Group Creative Director; Ryan Simpson, Creative Director; Jamin Duncan, Creative Director; Nicole Macey, Associate Creative Director, Art Director; Jackie Barkhurst, Associate Creative Director, Art Director; Ebby St. Pierre, Associate Creative Director, Art Director; Andrew Boyer, Associate Creative Director, Copy- writer; Blakeley Jones, Sr. Copywriter; Brandon Poole, Sr. Copywriter; Tiana Goston, Copywriter; Nicolette Spencer, Head of Content Production



Category: 032B - Campaign

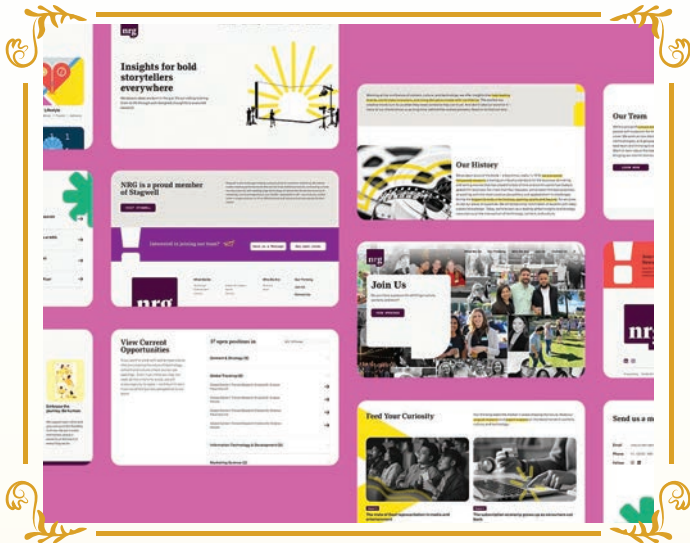
Award: Silver

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: "It's Your Journey" Miles Campaign

Credits: Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director, Marketing; Doris Cerneka, Manager, Advertising; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director, Lori Martin, Group Creative Director; Sean Gilpin, Chief Business Officer; Drew Corpman, Account Management; Cindy Scott, Chief Strategy Officer; Erin Burns Bohlender, Strategy Director; Michelle Sapanaro, Group Account Director; Lester Perry, Account Director; Nancy Ramirez, Management Supervisor; Ileana Leal, Sr. Account Executive; Nicolette Spencer, Head of Production; Melissa Moore, Executive Producer; Devondra Dominguez, Sr. Content Producer; Furlined, Production Company; O Positive, Production Company



Category: 021B - B-to-B

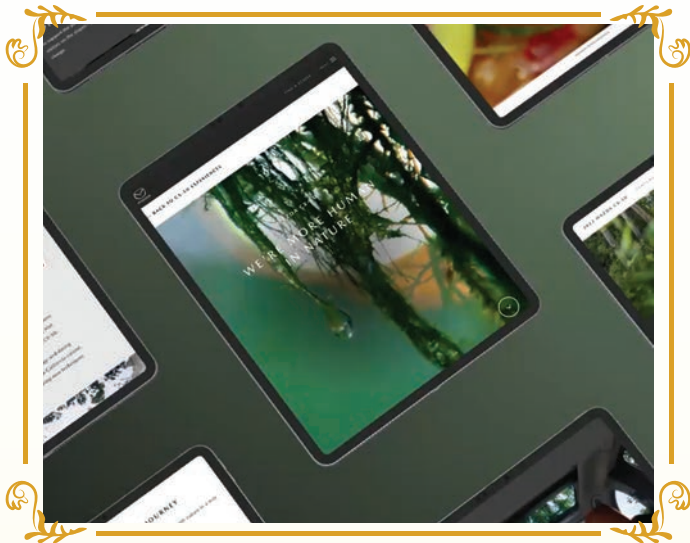
Award: Silver

Entrant: Rhythm

Client: NRG National Research Group

Title: NRG

Credits: Hal Bowles, Associate Creative Director, Copy; Richard Buecheler, Creative Director; Russell Drouillard, Sr. Data and Analytics Strategist; Albert Fajardo, Associate Experience Director; Zharmaine Anne Ramo, Producer; Bernadette Marie Sioting, Sr. Production Designer; Remb Talastasin, Sr. Developer; Lang Tu, Executive Producer; Roger Alvin Vallejera, Sr. Developer; Nicholas Westby, Associate Technology Director



Category: 063 - User Experience

Award: Silver

Entrant: Garage Team Mazda

Client: Mazda North American Operations

Title: CX-50 Experience Hub

Credits: Steve Chavez, Chief Creative Officer; Andres Fabian, Digital Creative Director; TJ Bennett, Creative Director; Marco Melendez, Digital Associate Creative Director; Kitty Song, Digital Associate Creative Director; Regie Miller, Associate Creative Director, Writer; Kaylyn Stone, Jr. Copywriter; Britney Pesch, Account Supervisor; Emmanuel Riggione, Sr. Designer Lead, WT Costa Rica; Franciso Leitón, Animator, WT Costa Rica; Catalina Sanchez, Sr. Designer, WT Costa Rica; David Henry Vargas, Animator, WT Costa Rica; Alexander Delgado, Project Manager, WT Costa Rica



Category: 032A - Single Spot - Up to 2:00

Award: Silver

Entrant: The Cooler at Experian

Client: Experian

Title: Fight Through It

Credits: Todd Edan Miller, Chief Creative Director; Brett Pfeiffer, Brian Hallisey, Kelly Hoadley, Associate Creative Directors; Andrew Spielberg, Aubrey Singer, Corlin Stubbs, Kristen Scharf, Marie Chao, Mike Frey, Rich Pass, Ron Tapia, Sara Ward, Shinichiro Kawase, Sujeet Paul, Zak Smith, Creatives; Kevin Everhart, Chief Growth Officer; Daren Levis, Sr. Director Brand Advertising; Alicia Rausch, Project Manager



Category: 104B - Integrated Media Campaign

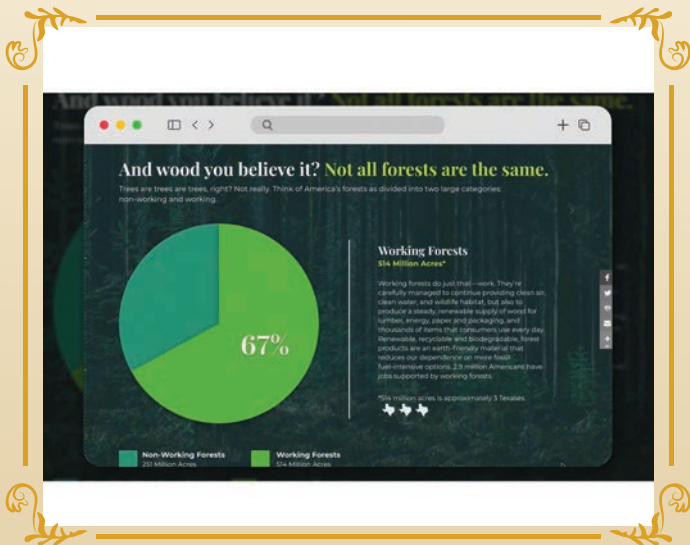
Award: Silver

Entrant: Schiefer Chopshop

Client: Schiefer Chopshop (SCS)

Title: SCS Meta Claus

Credits: James Schiefer, Founder & Chief Executive Officer; Jeff Roach, Chief Strategy Officer; John Zegowitz, Chief Creative Director; Sean MacPhedran, Sr. Director Innovation; Catherine Gudvangen, VP Content; Ryan Simonson, Creative Director, Copywriter; Todd Nolley, Creative Director; Vu Dang, Design Studio Director; Schuyler Vanderveen, Copywriter; Dave Tate, Editor; Jon Roffey, Software Developer/Sound Design; Greg Slonina, Web Developer; Albert Lam, Title Animations; William Hayley, Director Project Management; Chris Sparks, Project Manager; Lauren Harvey, Director, Project Management



Category: 021C - Microsites

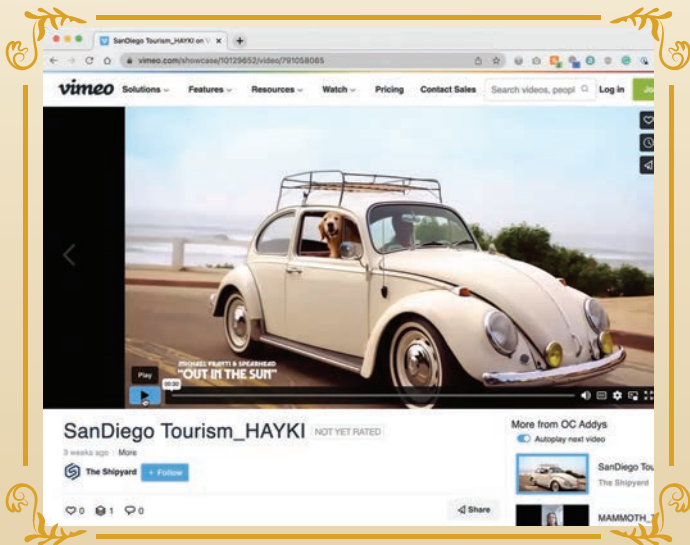
Award: Silver

Entrant: Rhythm

Client: National Alliance of Forest Owners

Title: NAFO

Credits: Mikey Andaya, Developer; Hal Bowles, Associate Creative Director, Copy; Brooke Briggs, Resource Manager; Justin Brown, Sr. Producer; Rebecca Bryant, Sr. Director of Marketing Strategy; Richard Buecheler, Lead Designer; Paul Hodgins, Copywriter; Hannes Meyer, Creative Director; Kevin Schick, Developer



Category: 031A - Single Spot :30 or less

Award: Silver

Entrant: The Shipyard

Client: San Diego Tourism Authority

Title: SDTA "Happiness and you know it"

Credits: Dave Sonderman, Chief Creative Officer; Kerry Krasts, Executive Creative Director; Brendan Rice, Sr. Art Director; Schuyler Vanden Bergh, Associate Creative Director, Copywriter; Liz Ross, Executive Producer; Cori Boone, Managing Director of Research & Insights; Christine Neville, Group Account Director; Bean Dog Films, Production Company; Red Hydrant Films, Editorial Company; Christina Staal, Editorial Company Producer; Mathew Falkenthal, Editor



Category: 019D - Outdoor Board Campaign

Award: Silver

Entrant: The Shipyard

Client: Mammoth Lakes

Title: Mammoth Lakes "The Real Unreal"

Credits: Dave Sonderman, Chief Creative Officer; Kerry Krasts, Executive Creative Director; John Risser, Creative Director; Kevin Lukens, Associate Creative Director, Art Director; Dan Crumrine, Associate Creative Director, Copywriter; Liz Ross, Executive Producer; Valerie Vento, Managing Director of Research & Insights; Amanda Moul, Group Account Director; Beth Shaini, Group Media Director; Jason Wright, Account Director; Yard Dog, Production Company; Duane Crichton, Director; Beth Pearson, Production Company Producer; Big Sky Edit, Editorial Company; Sarah Van Tassel, Editorial Company Producer; Matt Elias, Editor



Category: 076 - Corporate Social Responsibility Non-Broadcast Audio/Visual

Award: Silver

Entrant: Agency Ingram Micro

Client: Ingram Micro

Title: "Imposter"

Credits: Dennis Crupi, VP, Marketing; Ewan Pidgeon, Director, Creative Svc; Susan O'Sullivan, VP, DE&I; Josh Lieber, Sr. Creative Director, Copywriter; Earl Tubbs, Sr. Art Director; Dr. Ashley Goodwin, Advisor, DE&I, Lead, Writer; Daniel Reilly, Executive Producer; Taylor Nored, Dan Mabbot, Tre Irvin, Agency producers; Charlie Chappell, Director; Sunny Pictures; Jake Eberle, Producer; Alexa Cappiello, VO artist, Sunny Pictures; Michael OliverWalline, Sr. Marketing Client Service; Karla DeMarco, Julia Jech, Sr. Traffic Managers



Category: 044D - Consumer Campaign-Regional/National

Award: Silver

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: "It's Your Journey" Miles Campaign

Credits: Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director, Marketing; Doris Cemek, Manager, Advertising; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Lori Martin, Group Creative Director; Sean Gilpin, Chief Business Officer; Drew Corpman, Account Management; Cindy Scott, Chief Strategy Officer; Erin Burns Bohlender, Strategy Director; Michelle Sapanaro, Group Account Director; Lester Perry, Account Director; Nancy Ramirez, Management Supervisor; Ileana Leal, Sr. Account Executive; Nicolette Spencer, Head of Production; Melissa Moore, Executive Producer; Devondra Dominguez, Sr. Content Producer; Furlined, Production Company; O Positive, Production Company



Category: 022B - Campaign

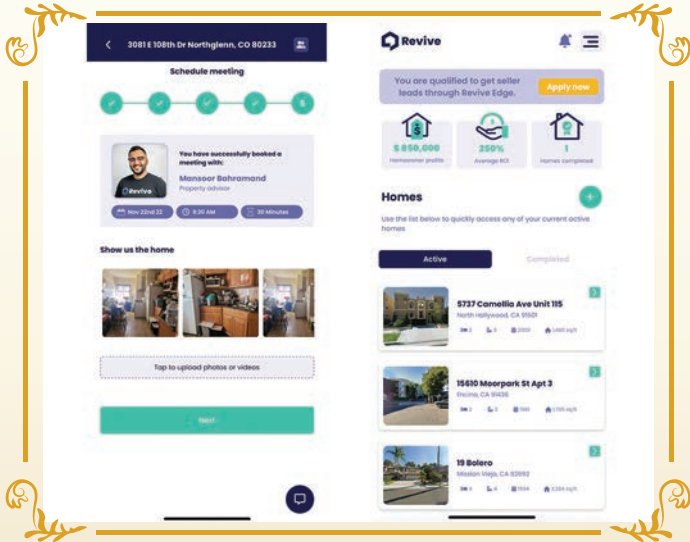
Award: Silver

Entrant: Schiefer Chopshop

Client: Baldwin Hardware; Spectrum Brands HHI

Title: Baldwin Integrated Campaign

Credits: James Schiefer, Founder & Chief Executive Officer; Jeff Roach, Chief Strategy Officer; John Zegowitz, Chief Creative Director; Catherine Guadvangen, VP Content; Tommy Campagne, SVP Client Services; Andres Torrente, SVP Media, Marvell Lam, Associate Media Director; Chris Sparks, Project Manager; Dave DeSantis, Content Producer; Eric Spiegler, Copywriter; Amy Higgins, Art Director; Schuyler Vanderveen, Copywriter; Julianna Sarkasian, Integrated Media Supervisor; In&Out Productions, US Production Company; Macarena, Colombia Production Company; Mari Tato, US Production Company, Executive Producer; Michał Sabliński, Director; Matt Zimmer, Vice President Marketing-Security Hardware at Spectrum Brands HHI; Erik Glassen, Sr. Manager, Brand Marketing at Spectrum Brands, Inc



Category: 023A - Mobile App

Award: Silver

Entrant: Revive

Client: Revive Real Estate

Title: Revive Real Estate Mobile App

Credits: Mansoor Bahramand, Head of Technology; Dalip Jaggi, Chief Operating Officer; Michael Alladawi, CEO



Category: 049 - Logo Design

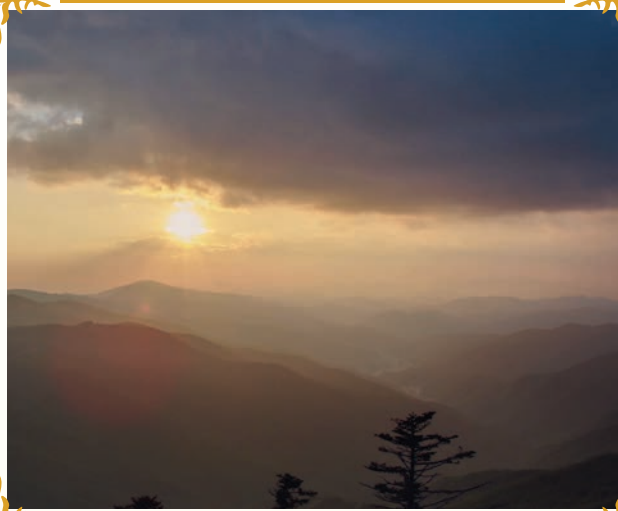
Award: Silver

Entrant: Gigasavvy

Client: Cliq

Title: Cliq Rebrand and Launch

Credits: Mitch Fait, Creative Director; Nicole Pawloski, Sr. Art Director; Kristy Gulsvig, Strategy Director; Melissa Zarb, Sr. Marketing Strategist; Emily Jones, Sr. Account Manager; Teague Anderson, Jr. Production Designer



Category: 030B - Single spot more than :30 seconds

Award: Silver

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: History of Evolution

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Monique Kumpis, Sr. Manager, Marketing & Advertising; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Nicole Macey, Associate Creative Director, Art Director; Andrew Boyer, Associate Creative Director, Copywriter; Tiana Goston, Copywriter; Gordy Sang, Copywriter; Brian Siedband, Copywriter; Cindy Scott, Head of Strategy; Michelle Sapanaro, Group Brand Director; Bryan DiBiagio, Brand Director; Jeremy Asselin, Sr. Brand Manager



Category: 044D - Consumer Campaign-Regional/ National

Award: Silver

Entrant: Garage Team Mazda

Client: Mazda North American Operations

Title: CX-50 More Human in Nature

Credits: Steve Chavez, Chief Creative Officer; TJ Bennett, Creative Director; Andres Fabian, Digital Creative Director; Kaoru Seo, Design Creative Director; Kurt Brushwyler, Associate Creative Director; Zak Masaki, Sr. Art Director; Regie Miller, Associate Creative Director; Writer: Richa Agarwal, Copywriter: Kaylyn Stone, Jr. Copywriter; Tracy Howes, Director of Production; Jeff Perino, Executive Producer; Britney Pesch, Account Supervisor; Elizabeth Carr Ernst, Program Director; Bart Kias, Business Affairs Director; Kan Waz, Business Affairs; Courtney Mollett, Social Account Director; Radley Studios, Hogarth; National Geographic CreativeWorks; Glen Scott, Executive Creative Director VMLY&R; Ben Carmean, VP, Group Experience Director, VMLY&R; Seth Hoercher, Associate Creative Director, VMLY&R; Rachel Beecroft, VP, Group Account Director, VMLY&R; Gary Schroer, Director Experience Design, VMLY&R; Wes Van Horn, Sr. Copywriter, VMLY&R; Zac Maur, Connections Manager, VMLY&R; Bita Porubsky, Connections Supervisor, VMLY&R; Henry Han, Associate Connections Director, VMLY&R; John Peterson, Associate Connections Director, VMLY&R; Ashley Naipohn, Sr. Analyst Innovation & Data, VMLY&R; Rob Loud, Sr. Producer, VMLY&R; Bobby Ruple, Sr. Production Business Manager, VMLY&R; Camp4 Collective, Production Partner; Paul Martinez, Editor, Arcade (Editorial Company); Crissy DeSimone, Executive Producer, Arcade (Editorial Company); Dave Hussey, Colorist, Company 3 (Color Company); Mario Castro, Sr Producer, Company 3 (Color Company); Ryan Dahlman, Executive Producer Timber (Finish); John Bolen Mixer, Formosa Post; Gavin Carroll, Sr Creative Director, Advertising, Warner Chappell Music



Category: 057A - Music Without Lyrics - Single

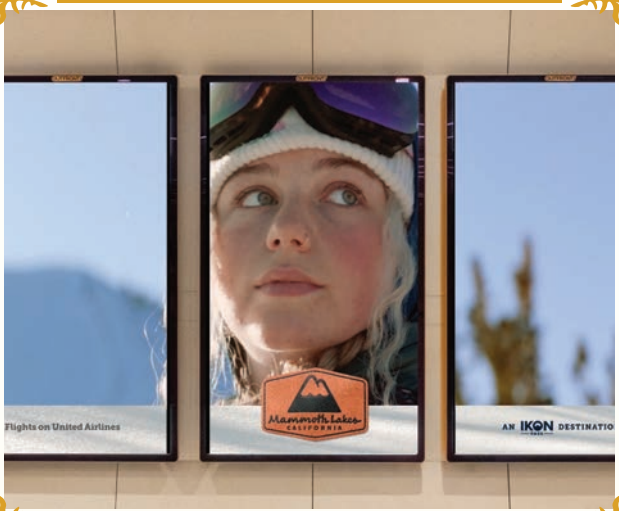
Award: Silver

Entrant: Agency Ingram Micro

Client: Ingram Micro

Title: Taking Flight

Credits: Dennis Crupi, VP, Marketing; Ewan Pidgeon, Director, Creative Services; Josh Lieber, Sr. Creative Director; Anissa Gutierrez, Sr. Art Director; Jason Williams, Associate Creative Director, Copywriter; Greg Kuehn, Composer, Peligro Music; Nick Bozzzone, Sound Designer, Bozzl Sound; Daniel Reilly, Executive Producer, Agency; Senovva, Audio Visual Production



Category: 044D - Consumer Campaign-Regional/ National

Award: Silver

Entrant: The Shipyard

Client: Mammoth Lakes

Title: Mammoth Lakes "The Real Unreal"

Credits: Dave Sonderman, Chief Creative Officer; Kerry Krasts, Executive Creative Director; John Risser, Creative Director; Kevin Lukens, Associate Creative Director, Art Director; Dan Crumrine, Associate Creative Director, Copywriter; Liz Ross, Executive Producer; Valerie Vento, Managing Director of Research & Insights; Amanda Moul, Group Account Director; Beth Shaini, Group Media Director; Jason Wright, Account Director; Yard Dog, Production Company; Duane Crichton, Director; Beth Pearson, Production Company Producer; Big Sky Edit, Editorial Company; Sarah Van Tassel, Editorial Company producer; Matt Elias, Editor



Category: 002B - Campaign

Award: Silver

Entrant: Gigasavvy

Client: Darco Spirits

Title: Beach Whiskey Packaging Design

Credits: Mitch Fait, Creative Director; Nicole Pawloski, Sr. Art Director; Megan Lucero, Group Account Director



Category: 045 - Integrated Brand Identity Campaign - Local or Regional/National

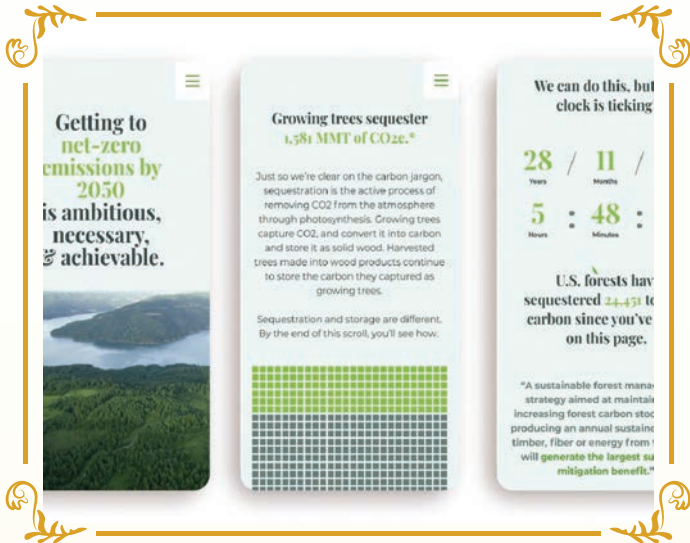
Award: Silver

Entrant: Gigasavvy

Client: Preferred Hotels & Resorts

Title: I Prefer Program Identity Book

Credits: Mitch Fait, Creative Director; Nicole Pawloski, Sr. Art Director; Megan Lucero, Group Account Director; Cameron Muir, Account Supervisor; Kristy Gulsvig, Strategy Director; Melissa Zarb, Sr. Marketing Strategist; Sara Gwin, Sr. Project Manager



Category: 060 - Interface & Navigation

Award: Silver

Entrant: Rhythm

Client: National Alliance of Forest Owners

Title: NAFO

Credits: Mikey Andaya, Developer; Hal Bowels, Associate Creative Director, Copy; Brooke Briggs, Resource Manager; Justin Brown, Sr. Producer; Rebecca Bryant, Sr. Director of Marketing Strategy; Richard Buecheler, Lead Designer; Paul Hodgins, Copywriter; Hannes Meyer, Creative Director; Kevin Schick, Developer



Category: 030C - Campaign

Award: Silver

Entrant: INNOCEAN USA

Client: Hyundai Motor America

Title: History of Evolution

Credits: Jose Muñoz, President & CEO; Angela Zepeda, Chief Marketing Officer; Kate Fabian, Director of Marketing; Monique Kumpis, Sr. Manager; Marketing & Advertising; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Nicole Macey, Associate Creative Director, Art Director; Andrew Boyer, Associate Creative Director, Copywriter; Tiana Goston, Copywriter; Gordy Sang, Copywriter; Brian Siedband, Copywriter; Cindy Scott, Head of Strategy; Michelle Sapanaro, Group Brand Director; Bryan DiBiagio, Brand Director; Jeremy Asselin, Sr. Brand Manager



Category: 032A - Single Spot - Up to 2:00

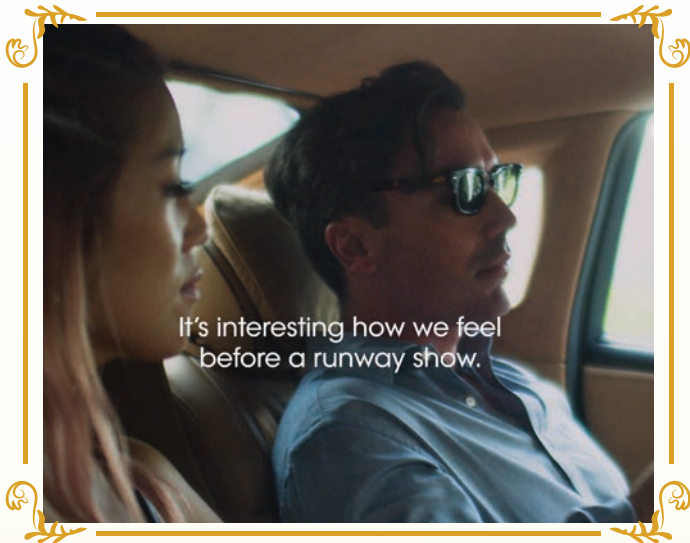
Award: Silver

Entrant: INNOCEAN USA

Client: Wienerschnitzel

Title: Flavor Secrets

Credits: Doug Koegeboehn, Chief Marketing Officer; Machel Cook, Marketing Director; Elisa Ham, Marketing Manager; Barney Goldberg, Executive Creative Director; Ryan Scott, Group Creative Director; Joe Reynoso, Creative Director; Jason Johnson, Associate Creative Director, Art Director; Tiffany Partnoff, Copywriter; Nicolette Spencer, Head of Content Production, Laura Stephens, Executive Producer; Michael Dischinger, Group Brand Director; Annie Liu, Sr. Brand Manager; Karen Hall, Sr. Project Manager; Hungry Man, Production Company; Lime Studios, Audio Company; RJ Buckley, Editor



Category: 022B - Campaign

Award: Silver

Entrant: INNOCEAN USA

Client: Genesis Motor America

Title: Make Your Mark

Credits: Jeremy Meadows, Sr. Group Manager, Genesis Brand; Kurtis Lewis, Manager, Social Media; Eric Armas, Sr. Associate, Social and Community Management; Lori Martin, Group Creative Director; Erica Henderson, Creative Director; Nicole Barlow, Associate Creative Director, Copywriter; Johnny Nguyen, Associate Creative Director, Art Director; Ren Rudner, Art Director; Morgan Hubler, Art Director; David Behar, Art Director; Albert Lam, Content Creator; Carlos Ledesma, Content Creator; Cassie Reed, Group Account Director; David McMichael, Sr. Account Manager; Reena Sharma, Sr. Strategist; MP Curtet, Photography Company; Monse, Fashion Brand; Sister Styling, Fashion Stylist; Ji Won Choi, Fashion Designer; Wisdom Kaye, Model, Content Creator



Category: 098 - Advertising Industry Self-Promotion Online/Interactive/ Virtual Reality

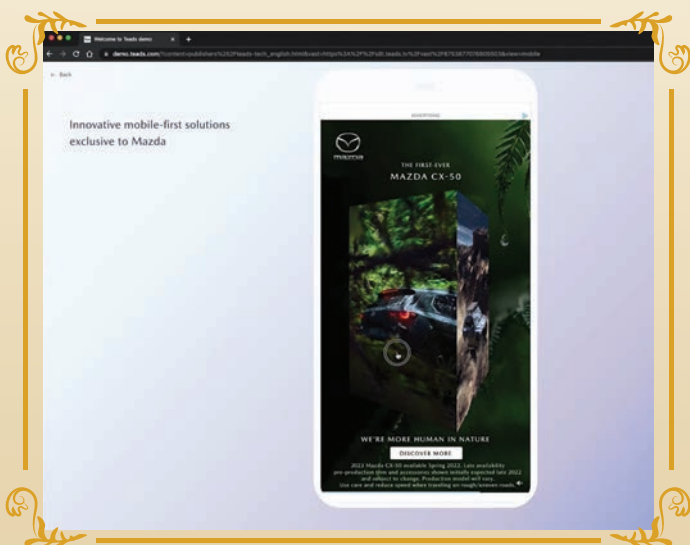
Award: Silver

Entrant: Schiefer Chopshop

Client: Schiefer Chopshop (SCS)

Title: SCS Meta Claus

Credits: James Schiefer, Founder & Chief Executive Officer; Jeff Roach, Chief Strategy Officer; John Zegowitz, Chief Creative Director; Sean MacPhedran, Sr. Director Innovation; Catherine Gudvangen, VP Content; Ryan Simonson, Creative Director, Copywriter; Todd Nolley, Creative Director; Vu Dang, Design Studio Director; Schuyler Vanderveen, Copywriter; Dave Tate, Editor; Jon Roffey, Software Developer, Sound Design; Greg Slonina, Web Developer; Albert Lam, Title Animations; William Hayley, Director Project Management; Chris Sparks, Project Manager; Lauren Harvey, Director, Project Management



Category: 065 - Innovative Use of Interactive/ Technology

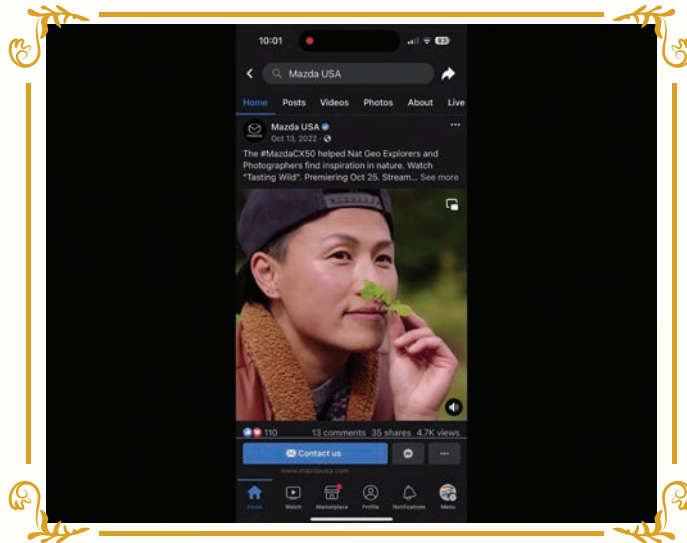
Award: Silver

Entrant: Garage Team Mazda

Client: Mazda North American Operations

Title: CX-50 Mobile Rich Media

Credits: Steve Chavez, Chief Creative Officer; Andres Fabian, Digital Creative Director; TJ Bennett, Creative Director; Regie Miller, Associate Creative Director; Britney Pesch, Account Supervisor; Cory Sampson, Digital Account Director; Tyler Metez, Digital Account Executive; Emmanuel Riggione, Art Director, WT Costa Rica; Marvin Picado, Sr. Animator; WT Costa Rica; Monica Chavarria, Designer WT Costa Rica; Daniela Garcia, Designer, WT Costa Rica; Mariela Rodriguez, Project Manager, WT Costa Rica



Category: 046 - Integrated Branded Content

Campaign - Local or Regional/National

Award: Silver

Entrant: Garage Team Mazda

Client: Mazda North American Operations

Title: CX-50 Tasting Wild

Credits: Steve Chavez, Chief Creative Officer; Andres Fabian, Digital Creative Director; TJ Bennett, Creative Director; Kurt Brushwyler, Associate Creative Director; Kitty Song, Digital Associate Creative Director; Britney Pesch, Account Supervisor; Tessa Rogers, Director of Integrated Brand Strategy; Cory Sampson, Digital Account Director; Tyler Metez, Digital Account Executive; Elizabeth Carr Ernst, Program Director; Jeff Perino, Executive Producer; National Geographic CreativeWorks; Radley Studios, Production Company; Kristin Yawata, Editor, Little Farm Editorial; LJ Edwards, Executive Producer, Little Farm Editorial; Dave Hussey, Colorist, Company 3 (Color Company); Mario Castro, Sr. Producer, Company 3 (Color Company); Thom Reimerink, Flame Artist, Little Farm Editorial; Loren Sibler, Lime Studios (Audio Post); Gavin Carroll, Sr. Creative Director, Advertising, Warner Chappell Music

YOU'VE ALWAYS
HAD THE CRAFT,
MY DEAR—YOU
JUST HAD TO
LEARN IT
YOURSELF.



2023 ORANGE COUNTY AD AWARDS GALA | BRONZE WINNERS



Category: 033A - Single Spot - Any Length
Award: Bronze
Entrant: Gigasavvy
Client: JSX
Title: "Depart from the Ordinary" with JSX

Credits: Mitch Fait, Creative Director; Jacky Northgrave, Art Director; Crystal Gilbert, Jr. Producer; Erin Naterman, Account Director; Kianna Estenson, Sr. Account Manager; Sara Gwin, Sr. Project Manager

Category: 039 - Branded Content & Entertainment Campaign
Award: Bronze
Entrant: INNOCEAN USA
Client: Kia America
Title: Inspiration Series

Credits: Marissa Lorenzo, Sr. Media Specialist; Emily Dean, Sr. Media Specialist; Stacy Fairbanks, National Media Manager; Marisstella Marinkovic, Marketing Director; Bob Rayburn, Group Creative Director; Courtney Betley, Creative Director; Dane Larsen, Sr. Copywriter; Jenn Martonic, Sr. Art Director

Category: 032B - Campaign
Award: Bronze
Entrant: INNOCEAN USA
Client: UMass Global
Title: UMass Global Broadcast Campaign

Category: 021A - Consumer
Award: Bronze
Entrant: Revive
Client: Revive Real Estate
Title: Revive Web

Credits: Mansoor Bahramand, Head of Technology; Dalip Jaggi, Chief Operating Officer; Michael Alladawi, CEO

Category: The Extreme Makeover Award
Award: Bronze
Entrant: Gigasavvy
Client: Cliq
Title: Cliq Rebrand and Launch

Credits: Mitch Fait, Creative Director; Nicole Pawloski, Sr. Art Director; Kristy Gulsvig, Strategy Director; Melissa Zarb, Sr. Marketing Strategist; Emily Jones, Sr. Account Manager; Teague Anderson, Jr. Production Designer

Category: 048 - Copywriting
Award: Bronze
Entrant: The Shipyard
Client: Mammoth Lakes
Title: Mammoth Lakes "The Real Unreal"

Credits: Dave Sonderman, Chief Creative Officer; Kerry Krasts, Exec. Creative Director; John Risser, Creative Director; Kevin Lukens, Assoc. Creative Director; Art Director; Dan Crumrine, Assoc. Creative Director, Copywriter; Liz Ross, Exec. Producer; Valerie Vento, Managing Director of Research & Insights; Amanda Moul, Group Account Director; Beth Shaini, Group Media Director; Jason Wright, Account Director; Yard Dog, Production Company; Duane Crichton, Director; Beth Pearson Production, Company Producer; Big Sky Edit, Editorial Company; Sarah Van Tassel, Editorial Company producer; Matt Elias, Editor

Category: 032B - Campaign
Award: Bronze
Entrant: INNOCEAN USA
Client: Wienerschnitzel
Title: Wienerschnitzel Broadcast Campaign

Credits: Doug Koegeboehn, Chief Marketing Officer; Machel Cook, Marketing Director; Elisa Ham, Marketing Manager; Barney Goldberg, Exec. Creative Director; Ryan Scott, Group Creative Director; Jeff Bossin, Group Creative Director; Joe Reynoso, Creative Director; John Turcios, Assoc. Creative Director, Art Director; Jason Johnson, Assoc. Creative Director, Art Director; Ryan Owens, Art Director; Brad Beerbohm, Assoc. Creative Director, Copywriter; Gene Augusto, Copywriter; Tiffany Partnoff, Copywriter; Nicolette Spencer, Head of Content Production; Laura Stephens, Exec. Producer; Pete Scudese, Exec. Producer; Michael Dischinger, Group Brand Director; Annie Liu, Sr. Brand Manager; Hungry Man, Production Company; Lime Studios, Audio Company

Category: 056 - Video Editing
Award: Bronze
Entrant: GearShift Advertising
Client: Yamaha Motor Corporation
Title: Designed to Dominate

Credits: Eric Cwiertny, GearShift Advertising, Creative Director, Editor; Norm Tribe, GearShift Advertising, Creative Director; Ray Gauger, Ray Gauger Media Inc., Director of Photography

Category: 024B - Campaign
Award: Bronze
Entrant: Redbear
Client: Global Protection Corp.
Title: ONE Backdoor Pack Reddit Ads

Credits: Drew Lewis, COO & Head of Content; PJ Haarsma, CEO & Exec. Producer; Kurt Farnam, Creative Director; Eric Abromsom, Creative Director; Jeff Garlow, Sr. Director Retail & Consumer Sales; Milla Impola, Director of Marketing & Communications

Category: 018B - Poster - Campaign

Award: Bronze

Entrant: Gigasavvy

Client: Flame Broiler

Title: Flame Broiler Hot Sauce Launch

Credits: Mitch Fait, Creative Director; Nicole Pawloski, Sr. Art Director; Kianna Estenson, Sr. Account Manager; Melissa Zarb, Sr. Marketing Strategist; Crystal Gilbert, Jr. Producer; Sara Gwin, Sr. Project Manager

Category: 044D - Consumer Campaign-

Regional/National

Award: Bronze

Entrant: Schiefer Chopshop

Client: Baldwin Hardware; Spectrum Brands HHI

Title: Baldwin Integrated Campaign

Credits: James Schiefer, Founder & Chief Exec. Officer; Jeff Roach, Chief Strategy Officer; John Zegowitz, Chief Creative Director; Catherine Guadvangen, VP Content; Tommy Campagne, SVP Client Services; Kirsten Wright, VP Client Services; Andres Torrente, SVP Media; Marvell Lam, Associate Media Director; Chris Sparks, Project Manager; Dave DeSantis, Content Producer; Eric Spiegler, Copywriter; Amy Higgins, Art Director; Schuyler Vanderveen, Copywriter; Julianna Sarkasian, Integrated Media Supervisor; In&Out Productions, US Production Company; Macarena, Colombia Production Company; Mari Tato, US Production Company Exec. Producer; Michał Sabliński, Director; Matt Zimmer, Vice President Marketing, Security Hardware at Spectrum Brands HHI; Erik Glassen, Sr. Manager, Brand Marketing at Spectrum Brands, Inc.

Category: 033A - Single Spot - Any Length

Award: Bronze

Entrant: VELF STUDIO LLC

Client: Eureka Ergonomic

Title: Build

Credits: Velf Studio, Production Company, Agency; Joan Yuxi He, Exec. Producer; Producer; Tom Hoo, Ryan Hu, Client Producer; Alfredo Vidal, Director; Arielle Uppaluri, Issac Silva, Buddy, Genevieve Lerner, Talent; Walter Diaz, Director Of Photography; Emily Peters, Production Designer; Richard Hwang, Line Producer; Young Liu, Special Thanks

Category: 022A - Single Execution

Award: Bronze

Entrant: The Cooler at Experian

Client: Experian

Title: Ouija Board

Credits: Todd Edan Miller, Chief Creative Director; Brett Pfeiffer, Brian Hallisey, Kelly Hoadley, Associate Creative Directors; Andrew Spielberg, Aubrey Singer, Corlin Stubbs, Kristen Scharf, Marie Chao, Mike Frey, Rich Pass, Ron Tapia, Sara Ward, Shinichiro Kawase, Sujeet Paul, Zak Smith, Creatives; Alicia Rausch, Project Manager; Emily Gatewood, Sr. Digital Marketing Manager; Britany Linton, Social Media Strategist; Bryan Johnson, Social Media Coordinator

Category: 044D - Consumer Campaign-

Regional/National

Award: Bronze

Entrant: Gigasavvy

Client: JSX

Title: "Depart from the Ordinary" with JSX

Credits: Mitch Fait, Creative Director; Jacky Northgrave, Art Director; Crystal Gilbert, Jr. Producer; Erin Naterman, Account Director; Kianna Estenson, Sr. Account Manager; Melissa Zarb, Sr. Marketing Strategist; Sara Gwin, Sr. Project Manager

Category: 033A - Single Spot - Any Length

Award: Bronze

Entrant: Garage Team Mazda

Client: Mazda North American Operations

Title: CX-50 Worth A Look

Credits: Steve Chavez, Chief Creative Officer; Andres Fabian, Digital Creative Director; TJ Bennett, Creative Director; Kurt Brushwyler, Associate Creative Director; John Witting, Associate Creative Director; Writer; Richa Agarwal, Copywriter; Jeff Perino, Executive Producer; Britney Pesch, Account Supervisor; Elizabeth Carr Ernst, Program Director; Nicky Nole, Dir. Integrated Brand Strategy; Cory Sampson, Digital Account Director; Tyler Metez, Digital Account Executive; Bart Kias, Business Affairs Director; Kari Waz, Business Affairs; Cale Glendening, Director, Stept Productions; Jake Bianco, Director of Photography, Stept Productions; Mac Hodges, Head of Production, Stept Productions; David Brickel, Executive Producer, Stept Productions; Mario Castro, Sr. Producer, Company 3 (Color Company); Thom Reimerink, Flame Artist, Little Farm Editorial, Loren Sibler Mixer, Lime Studios (Audio Post); Gavin Carroll, Sr Creative Director, Advertising, Warner Chappell Music

Category: 013A - Full Page or Less

Award: Bronze

Entrant: Garage Team Mazda

Client: Newport Beach Film Festival

Title: NBFF Sunburn

Credits: Steve Chavez, Chief Creative Officer; Zak Masaki, Sr. Art Director; John Witting, Associate Creative Director; Writer; Ryan Kessler, Jr. Art Director; Jessica Mirola, Sr. Art Producer; Tracy Howes, Director of Production; Elizabeth Carr Ernst, Program Director

Category: 017A - Single Event

Award: Bronze

Entrant: Agency Ingram Micro

Client: Ingram Micro

Title: "ONE"

Credits: Jennifer Anaya, SVP, Global Marketing; Dennis Crupi, VP, Marketing; Ewan Pidgeon, Dir. Creative Services; Josh Lieber, Sr. Creative Director; Agency Ingram Micro Events, Creative Services, Digital, Social, Account, and Programs teams; Senovva, Audio Visual Production; Freeman Events, Event Management

Category: 032A - Single Spot - Up to 2:00

Award: Bronze

Entrant: INNOCEAN USA

Client: UMass Global

Title: Train

Credits: Norm Tribe, Creative Director

Category: 038 - Branded Content &

Entertainment - Non-Broadcast

Award: Bronze

Entrant: Agency Ingram Micro

Client: Ingram Micro

Title: Taking Flight

Credits: Dennis Crupi, VP, Marketing; Ewan Pidgeon, Director, Creative Services; Josh Lieber, Sr. Creative Director; Anissa Gutierrez, Sr. Art Director; Jason Williams, Associate Creative Director, Copywriter; Daniel Reilly, Exec. Producer, Agency; Allie Ashdown, Joanna Del Hierro, Sr. Mgrs, Events; Dan Mabbott, Taylor Nored, Tre Irvin, Stav Raniere, Marc Ameal, Agency Producers; Tad Fatum, Brandeaux Tourville, Director, Producer Rinse and Repeat Productions, Polished Pixels; Greg Kuehn, Composer, Peligro Music; Nick Bozzzone, Sound Designer, Bozzl Sound; Travis Payne, Choreographer; Senovva, Audio Visual Production

Category: 008E - Book Design

Award: Bronze

Entrant: GearShift Advertising

Client: Hoag Hospital Foundation

Title: Hoag Foundation Endowed Chairs

Credits: Norm Tribe, Creative Director

Category: 033A - Single Spot - Any Length

Award: Bronze

Entrant: Schiefer Chopshop

Client: Baldwin Hardware; Spectrum

Brands HHI

Title: Baldwin Obsession :60

Credits: James Schiefer, Founder & Chief Exec. Officer; Jeff Roach, Chief Strategy Officer; John Zegowitz, Chief Creative Director; Catherine Guadvangen, VP Content; Tommy Campagne, SVP Client Services; Kirsten Wright, VP Client Services; Andres Torrente, SVP Media; Marvell Lam, Associate Media Director; Chris Sparks, Project Manager; Dave DeSantis, Content Producer; Eric Spiegler, Copywriter; Amy Higgins, Art Director; Schuyler Vanderveen, Copywriter; Julianna Sarkasian, Integrated Media Supervisor; In&Out Productions, US Production Company; Macarena, Colombia Production Company; Mari Tato, US Production Company Exec. Producer; Michał Sabliński, Director; Matt Zimmer, Vice President Marketing, Security Hardware at Spectrum Brands HHI; Erik Glassen, Sr. Manager, Brand Marketing at Spectrum Brands, Inc.

Category: 006A - Single Newsletter

Award: Bronze

Entrant: GearShift Advertising

Client: Hoag Hospital Foundation

Title: Hoag Foundation NEXT Newsletter

Credits: Norm Tribe, Creative Director

Category: 033A - Single Spot - Any Length

Award: Bronze

Entrant: Gigasavvy

Client: Razer

Title: Razer Blade Product Launch

Credits: Mitch Fait, Creative Director; Emily Jones, Sr. Account Manager; Crystal Gilbert, Jr. Producer; Sara Gwin, Sr. Project Manager

Category: 063 - User Experience

Award: Bronze

Entrant: Rhythm

Client: National Alliance of Forest Owners

Title: NAFO

Credits: Mikey Andaya, Developer; Hal Bowels, Associate Creative Director Copy; Brooke Briggs, Resource Manager; Justin Brown, Sr. Producer; Rebecca Bryant, Sr. Director of Marketing Strategy; Richard Buecheler, Lead Designer; Paul Hodgins, Copywriter; Hannes Meyer, Creative Director; Kevin Schick, Developer

Category: 032A - Single Spot - Up to 2:00

Award: Bronze

Entrant: Garage Team Mazda

Client: Mazda North American Operations

Title: CX-50 TV - Thoreau

Credits: Steve Chavez, Chief Creative Officer; TJ Bennett, Creative Director; Kurt Brushwyler, Associate Creative Director; Jeff Perino, Exec. Producer; Britney Pesch, Account Supervisor; Elizabeth Carr Ernst, Program Director; Bart Kias, Business Affairs Director; Kari Waz, Business Affairs; Paul Martinez, Editor, Arcade (Editorial Company); Crissy DeSimone, Exec. Producer, Arcade (Editorial Company); Dave Hussey, Colorist, Company 3 (Color Company); Mario Castro, Sr. Producer, Company 3 (Color Company); Ryan Dahlman, Exec. Producer Timber (Finish); John Bolen, Mixer, Formosa Post; Gavin Carroll, Sr. Creative Director, Advertising, Warner Chappell Music

Category: 033A - Single Spot - Any Length

Award: Bronze

Entrant: Sparkhouse

Client: Spectrum Brands/National Hardware

Title: National Hardware Plant People

Category: 065 - Innovative Use of Interactive /Technology
Award: Bronze
Entrant: Garage Team Mazda
Client: Mazda North American
Title: CX-50 Steaming Service Smart Ad

Credits: Steve Chavez, Chief Creative Officer; Andres Fabian, Digital Creative Director; TJ Bennett, Creative Director; Marco Melendez, Digital Associate Creative Director; Regie Miller, Associate Creative Director; Carmela Vallejo, UX/UI; Kaylyn Stone, Jr. Copywriter; Britney Pesch, Account Supervisor; Cory Sampson, Digital Account Director; Tyler Metez, Digital Account Executive; Marvin Picado, Sr. Animator; WT Costa Rica; David Henry Vargas, Animator; WT Costa Rica; Mariela Rodriguez, Project Manager, WT Costa Rica

Category: 020B - Out-Of-Home Campaign
Award: Bronze
Entrant: Garage Team Mazda
Client: Mazda North American Operations
Title: CX-50 NYC OOH Takeover

Credits: Steve Chavez, Chief Creative Officer; TJ Bennett, Creative Director; Kaoru Seo, Design Creative Director; Kurt Brushwyler, Associate Creative Director; Zak Masaki, Sr. Art Director; Regie Miller, Associate Creative Director; Richa Agarwal, Copywriter; Tracy Howes, Director of Production; Britney Pesch, Account Supervisor; Hogarth, Production

Category: 065 - GPS & Location Technology
Award: Bronze
Entrant: Rhythm
Client: National Alliance of Forest Owners
Title: NAFO

Credits: Mikey Andaya, Developer; Hal Bowels, Associate Creative Director, Copy; Brooke Briggs, Resource Manager; Justin Brown, Sr. Producer; Rebecca Bryant, Sr. Director of Marketing Strategy; Richard Buecheler, Lead Designer; Paul Hodgins, Copywriter; Hannes Meyer, Creative Director; Kevin Schick, Developer

Category: 069C - Campaign
Award: Bronze
Entrant: INNOCEAN USA
Client: Wienerschnitzel
Title: 25th Annual Wiener Nationals

Credits: Doug Koegeboehn, Chief Marketing Officer; Machel Cook, Marketing Director; Elisa Ham, Marketing Manager; Joe Reynoso, Creative Director; Molly McLaughlin, Sr. Copywriter; Gene Augusto, Copywriter; Allison Inouye, Art Director; Ryan Owens, Art Director; Michael Dischinger, Group Brand Director; Annie Liu, Sr. Brand Manager; Michelle Yee, Brand Manager; Karen Hall, Sr. Project Manager; Mike Keller, Sr. Print Producer; JoLynn Bondoc, Print Production Supervisor; Gwen Kuroye, Print Studio Supervisor; Steve Yoshimura, Sr. Production Artist

Category: 038 - 039 - Branded Content & Entertainment Campaign
Award: Bronze
Entrant: Garage Team Mazda
Client: Mazda North American Operations
Title: CX-50 Tasting Wild

Credits: Steve Chavez, Chief Creative Officer; Andres Fabian, Digital Creative Director; TJ Bennett, Creative Director; Kurt Brushwyler, Associate Creative Director; Kitty Song, Digital Associate Creative Director; Britney Pesch, Account Supervisor; Tessa Rogers, Director of Integrated Brand Strategy; Cory Sampson, Digital Account Director; Tyler Metez, Digital Account Exec.; National Geographic CreativeWorks

Category: 021C - Microsites
Award: Bronze
Entrant: Agency Ingram Micro
Client: Ingram Micro
Title: Digital Twin

Credits: Dennis Crupi, VP, Marketing; Ewan Pidgeon, Director, Creative Services; Josh Lieber, Sr. Creative Director/Copywriter; Michelle Becka, Director, Global Digital Content; Elim Feliciano, Associate, Design/Art Director

Category: 019A - Single Board
Award: Bronze
Entrant: Gigasavvy
Client: JSX
Title: "Depart from the Ordinary" with JSX

Credits: Mitch Fait, Creative Director; Jacky Northgrave, Art Director; Erin Naterman, Account Director; Crystal Gilbert, Jr. Producer; Kianna Estenson, Sr. Account Manager; Melissa Zarb

Category: 033B - Campaign
Award: Bronze
Entrant: Garage Team Mazda
Client: Mazda North American Operations
Title: CX-50 Tasting Wild Pre-roll

Credits: Steve Chavez, Chief Creative Officer; Andres Fabian, Digital Creative Director; TJ Bennett, Creative Director; Kurt Brushwyler, Assoc. Creative Director; Jeff Perino, Exec. Producer; Britney Pesch, Account Supervisor; Elizabeth Carr Ernst, Program Director; Bart Kias, Business Affairs Director; Kari Waz, Business Affairs; Radley Studios, Production Company; National Geographic Creative Works; Kristin Yawata, Editor, Little Farm Editorial; LJ Edwards, Exec. Producer, Little Farm Editorial; Dave Hussey, Company 3 (Color Company); Mario Castro, Sr. Producer, Company 3 (Color Company); Thom Reimerink, Flame Artist, Little Farm Editorial; Loren Sibler, Mixer, Lime Studios (Audio Post); Gavin Carroll, Sr. Creative Director, Advertising, Warner Chappell Music

Category: 021A - Consumer
Award: Bronze
Entrant: Schiefer Chopshop
Client: OSDB
Title: OSDB Website

Credits: James Schiefer, Founder & CEO; Jeff Roach, Chief Strategy Officer; John Zegowitz, Chief Creative Officer; Braden Bailey, COO; Aaron Gaspar, Accounts Director; Brian Pettingill, Director, Project Management; Lauren Harvey, Director, Project Management; Sean MacPhedran, Sr. Director Innovation; Carl Durocher, Design Director; Dave Stafford, Art Director; Robb Corbett, Director, Technology; Evgeniy Polyakov, Web Developer; Nataliia Deviakina, QA Specialist; Natalya Polyakova, Server Developer

Category: 015 - Guerrilla Marketing
Award: Bronze
Entrant: Garage Team Mazda
Client: Newport Beach Film Festival
Title: NBFF Finger Framing the Bar

Credits: Steve Chavez, Chief Creative Officer; Zak Masaki, Sr. Art Director; John Witting, Associate Creative Director, Writer; Tracy Howes, Director of Production; Elizabeth Carr Ernst, Program Director

Category: 031C - Campaign
Award: Bronze
Entrant: Gigasavvy
Client: American Career College
Title: ACC "Your Story Is Our Story"

Credits: Mitch Fait, Creative Director; Jacky Northgrave, Art Director; Emily Jones, Sr. Account Manager; Crystal Gilbert, Jr. Producer

Category: 044D - Consumer Campaign-Regional/National
Award: Bronze
Entrant: INNOCEAN USA
Client: Hyundai Motor America
Title: Your Happy Place

Credits: Angela Zepeda, Chief Marketing Officer; Kate Fabian, Dir. of Marketing; Paul Meyers, Sr. Manager, Emerging Platforms & Social Media Marketing; Doris Cerneka, Manager, Advertising Production; Barney Goldberg, Exec. Creative Director; Jeff Bossin, Group Creative Director; Ryan Scott, Group Creative Director; Lori Martin, Group Creative Director; Jamin Duncan, Creative Director; John Turcios, Associate Creative Director; Brad Beerbohm, Assoc. Creative Director; Jackie Barkhurst, Assoc. Creative Director; Brandon Poole, Copywriter; Katherine Izquierdo-Gallegos, Sr. Art Director; Scott Shin, Copywriter; Erin Bohlender Burns, Strategy Director; Nicolette Spencer, Head of Production; Melissa Moore, Exec. Producer; Brandon Boerner, Exec. Producer; Devondra Dominguez, Sr. Content Producer

Category: 021A – Consumer Website
Award: Bronze
Entrant: MEDL Mobile
Client: The ACE Resource Network
Title: Number Story – Holidays are Hard

Credits: Geoff Nori, Creative Director; Geoff Nori, Web Developer; Natalie Peckham, UI/UX Designer; Rutvi Patel, Project Manager



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