

MASTERS OF CREATIVITY

aaf orange
county



2026
AD AWARDS GALA
BOWERS MUSEUM

WELCOME

TO 2026 ORANGE COUNTY THE AD AWARDS GALA

Welcome to an unforgettable evening of creativity, connection, and celebration.

It is truly an honor to welcome you to the American Advertising Awards Gala, hosted by the American Advertising Federation of Orange County. Tonight, we gather as a community to recognize the talent, passion, and hard work that define Orange County's advertising industry.

First and foremost, thank you to everyone who entered this year's American Advertising Awards. Your participation not only showcases the incredible caliber of work being produced in our market, but it also directly supports our organization and its mission. This year's entries were exceptional, and the level of creativity on display is a powerful reflection of the strength and momentum of our community.

I would also like to extend my deepest gratitude to our dedicated Board of Directors, committee members, judges, sponsors, and volunteers. Their time, commitment, and passion make tonight and all other AAF events possible. It is a privilege to serve as President alongside such an inspiring group of leaders.

Year in and year out, the American Advertising Awards is the largest and most competitive advertising competition in the industry. While tonight we proudly celebrate excellence at the local level, our Gold and Silver ADDY winners will advance to District and National competitions, representing Orange County on a much larger stage. This competition is unique in its scope, honoring work across every discipline, from traditional and digital advertising to branded content, design, and beyond.

At its core, our mission remains unchanged: to be the unifying voice for advertising and to elevate our industry through education, recognition, and community. Tonight is a celebration of that mission, and a celebration of you: the creatives and professionals who continue to push boundaries and raise the bar.

Congratulations to all of tonight's winners and finalists, and thank you to everyone who supports and believes in AAF Orange County. Enjoy the evening, you've earned it!



Ivan González
*President, American Advertising
Federation of Orange County*

MEET THE JUDGES

CONN NEWTON



**Freelance Copywriter/
Creative Director**

Conn Newton is an award-winning copywriter and creative director who turns complex business challenges into simple, powerful creative solutions. As creative lead for Porsche, he helped expand the brand's cultural relevance to new audiences, and at Subaru, he played a key role in elevating "Love" into the brand's North Star, helping drive mainstream growth. Over his career, Conn has built teams, won pitches, and led breakthrough work across automotive, finance, telecom, retail, and CPG—often championing ideas that proved right with consumers, delivering sales impact, brand affinity, and industry recognition.

Virginia Porcino is the Creative director at Ignite2X in Allentown, PA. Ignite2X is a marketing agency specializing in consumer packaged goods, with a focus on food brands. With over 20+ years of working in small agencies, Virginia has the experience to juggle it all - creative direction, account management, preparing budgets and timelines - for a variety of clients from scrappy startups to national brands. Virginia's extensive client experience spans across category lines and includes Blue Diamond Almonds, Sutter Home, Dole, Campbell's, Zebra Pen, Amtrak, Comcast and more. Currently Virginia directs design and creative development for all clients, including promotions, integrated shopper marketing, digital & social media, and merchandising.

VIRGINIA PORCINO



Creative Director, Ignite2x

LARA HERZER



**Executive Creative Director,
Energy BBDO**

In her over two decades of creative experience, Lara has helped build some of the most iconic brands in the world, including Adobe, Jeep, Intel, Bud Light, Disney, KFC, the US Open and more. Before joining Energy BBDO to lead Bayer, Lara was at Dentsu Creative, where she spent the last 14 years leading genre-defying creative and bringing home the industry's biggest awards, including Cannes Lions, One Show, Gerety Awards, Clios, Webbys and Shortys. In 2024, she was named one of the "Top 100 Creative Leaders" by Creative Pool. Beyond creating big ideas that move the world, Lara most enjoys building teams who give a damn about the work and each other. In her spare time, Lara can be found running in inclement weather, devouring library books and convincing her 4 year old not to feed the preschooler jagged plastic of unknown origin.

Tom Woody is a creative brand and events leader and Business Development Manager at Freeman, where he helps businesses and associations design impactful live and virtual experiences across the Midwest and beyond. With a background in advertising and branding, Tom blends creativity with strategic execution to deliver well-branded, results-driven events that generate sales and grow client relationships—from local organizations to national brands. He has partnered with clients including Principal, Michelin, Winnebago, Hy-Vee, and the National Pork Board, among many others. A past Chair of AAF Central Region and active in government relations for American Advertising Federation Des Moines, Tom is deeply committed to advancing the advertising and events community through leadership, advocacy, and connection.

TOM WOODY



**Business Development
Manager, Freeman**

DANA WAHLBECK



**Senior Project Manager,
The Chosen**

Dana Wahlbeck is a Senior Creative Project Manager for The Chosen, where she's spent the past two years leading R&D projects for The Chosen IP and new properties in development. She has over a decade of experience on both the production company and creative agency sides, working with clients like Publix, Southeast Toyota, the Tampa Bay Buccaneers, and WWE. Dana has also produced short films for a nonprofit, bringing inspiring stories to life.

AAF ORANGE COUNTY



BOARD OF DIRECTORS

Ivan González - President

Lynda Halligan Olsen - Membership Co-Chair

Nicole Kasperbauer - Vice President

Aaron Sed - Sponsorship Co-Chair

Jill Richardson - Secretary

Brian Kumpf - MarCom Chair

Nycole Freer - Treasurer

Wing Chu - Graphic Design Chair

Torrey Tayenaka - American Advertising Awards

Anissa Mattes - Social Media Chair + Design

Brittani Nicole - Education + MarCom Chair

Ripley Anderson - Ad 2 SoCal President

Francisco Franco - Membership Co-Chair
+ Photographer

CREATIVE AID TEAM

Fernando Del Rosario - CRO/Creative Director, ConceptZombie LLC. & Creative Aid

Alyssa Urquiza - Project Manager & Designer

Mariana Lagrava Romero - Project Manager
& Designer

Alexa Urquiza - Project Manager & Designer

Martha Rodriguez - Designer

THANK YOU!

TO OUR 2026 SPONSORS



Westamerica
COMMUNICATIONS



media now
interactive at People Inc.





AND NOW WE REVEAL THE

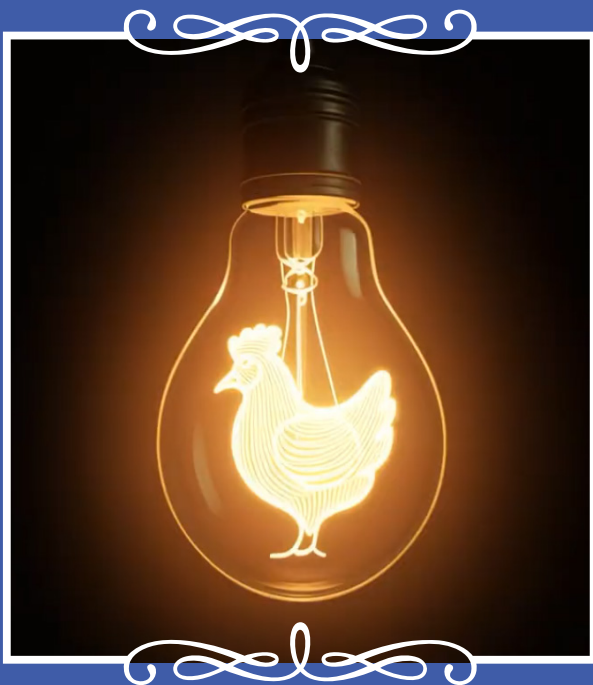
MASTERS OF
CREATIVITY

aaf orange
county

Judge's Choice Award

2026 ORANGE COUNTY AD AWARDS GALA





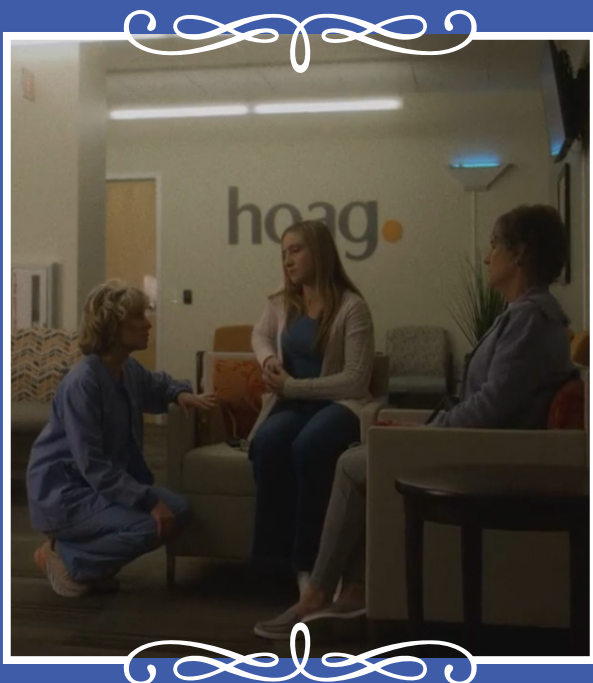
CATEGORY: Online/Interactive -
Social Media Campaign

AWARD: Judge's Choice Award

ENTRANT: INNOCEAN USA

CLIENT: El Pollo Loco

TITLE: Loco AI



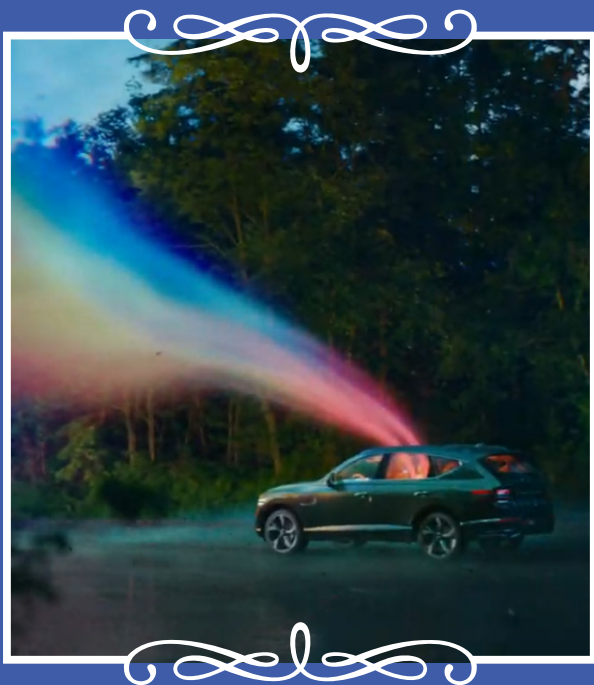
CATEGORY: Film, Video, & Sound - TV Ad
Regional / National Single Spot Up to 2:00

AWARD: Judge's Choice Award

ENTRANT: PROCESS CREATIVE

CLIENT: Hoag Memorial Hospital Presebyterian

TITLE: Hoag 'The Slimmest Margin'



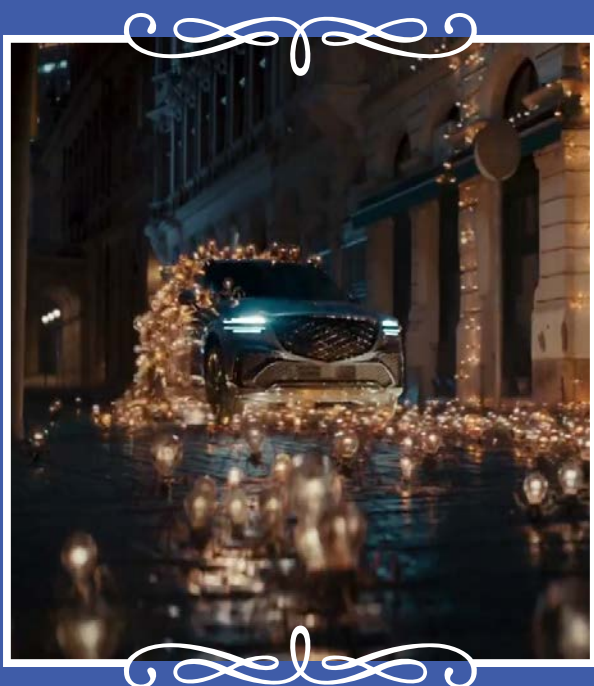
CATEGORY: Film, Video, & Sound - TV Ad
Regional / National Single Spot Up to 2:00

AWARD: Judge's Choice Award

ENTRANT: INNOCEAN USA

CLIENT: Genesis Motor America

TITLE: Pull in Imagination



CATEGORY: Elements of Advertising -
Animation, Special Effects, Motion Graphics -
Computer Generated Imagery

AWARD: Judge's Choice Award

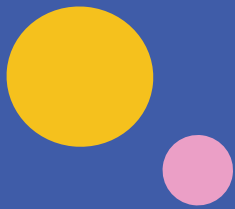
ENTRANT: INNOCEAN USA

CLIENT: Genesis Motor America

TITLE: No Old Ideas



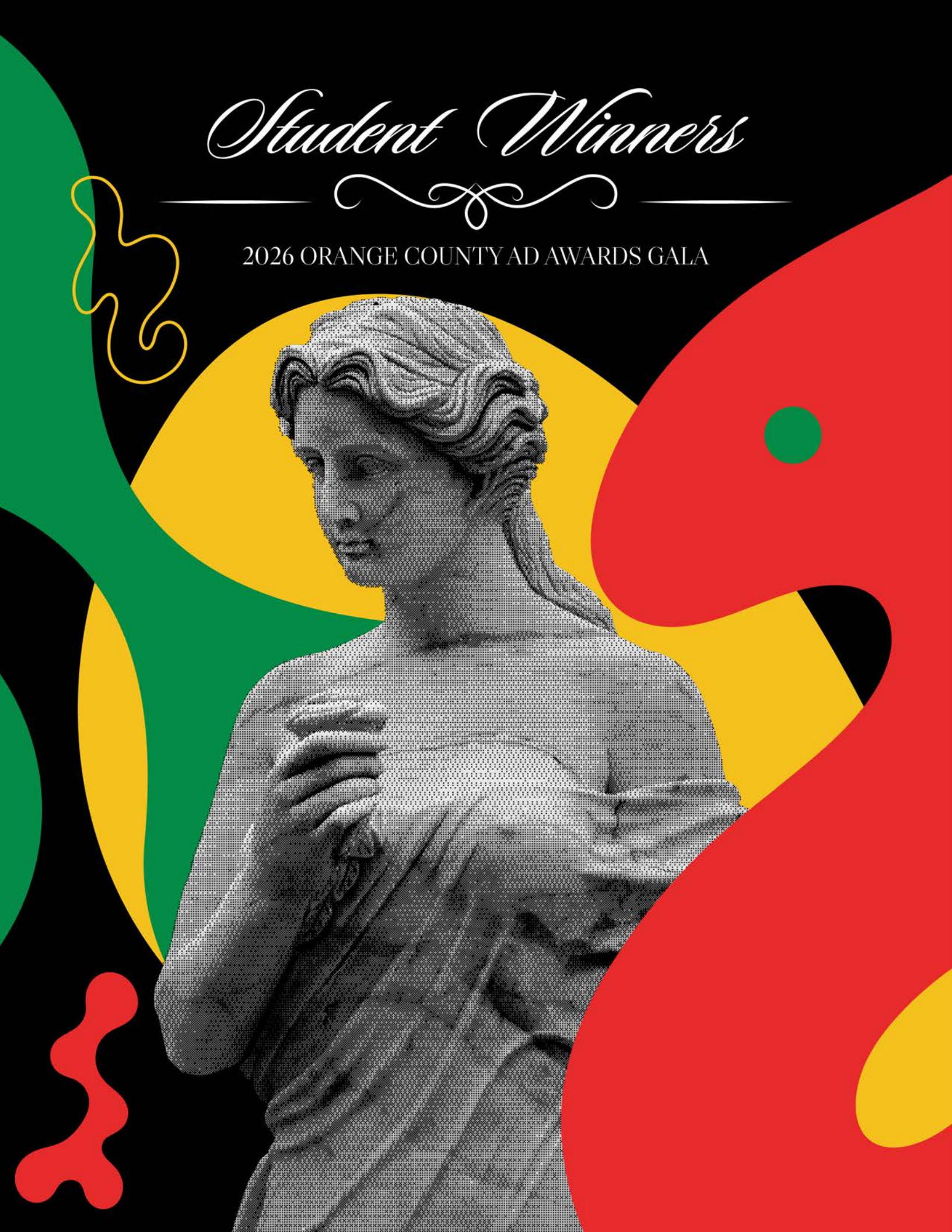
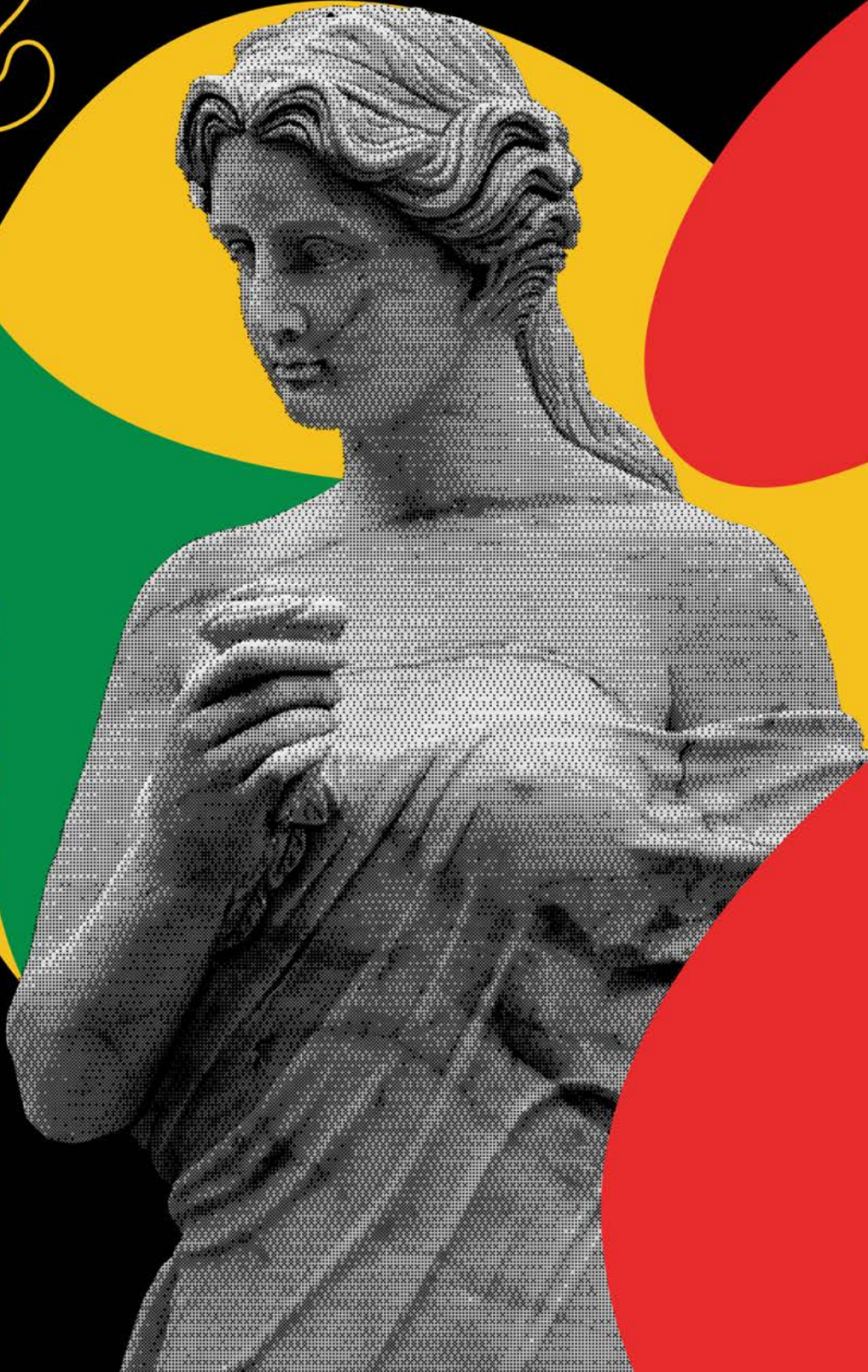
MORE ART.
MORE EDGE.
MORE MOMENTS,
YOU'LL TALK
ABOUT AFTER.



Student Winners



2026 ORANGE COUNTY AD AWARDS GALA





BEST IN SHOW

CATEGORY

Film, Video & Sound -
Audio/Radio Advertising - Single

ENTRANT

CIRCLE ADVERTISING

SCHOOL

Chapman Advertising

TITLE

AT&T: Walkie Talkie



CATEGORY: Film, Video & Sound - Audio/Radio Advertising - Single
AWARD: Gold Award
ENTRANT: CIRCLE ADVERTISING
SCHOOL: Chapman University
TITLE: AT&T: Walkie Talkie



CATEGORY: Film, Video & Sounds - Television Advertising - Campaign
AWARD: Gold Award
ENTRANT: CIRCLE ADVERTISING
SCHOOL: Chapman University
TITLE: AT&T: Share on Campaign



CATEGORY: Out of Home & Ambient Media - Guerilla Marketing, Installations and Events - Campaign
AWARD: Silver Award
ENTRANT: CIRCLE ADVERTISING
SCHOOL: Chapman University
TITLE: AT&T: The Blueprint



CATEGORY: Online/Interactive - Apps (Mobile or Web-Based)

AWARD: Silver Award

ENTRANT: CIRCLE ADVERTISING

SCHOOL: Chapman University

TITLE: AT&T: Doordash



CATEGORY: Out of Home & Ambient Media - Guerilla Marketing, Installations and Events - Campaign

AWARD: Silver Award

ENTRANT: CIRCLE ADVERTISING

SCHOOL: Chapman University

TITLE: AT&T: Out of the Blue Mailbox



CATEGORY: Sales & Marketing - Collateral Material - Publication Design - Book Design

AWARD: Silver Award

ENTRANT: CIRCLE ADVERTISING

SCHOOL: Chapman University

TITLE: AT&T: Share On Plans Book



CATEGORY: Film, Video & Sound -
Television Advertising - Single

AWARD: Bronze Award

ENTRANT: CIRCLE ADVERTISING

SCHOOL: Chapman University

TITLE: AT&T: Jerry



CATEGORY: Out of Home & Ambient Media -
Guerilla Marketing, Installations and Events - Campaign

AWARD: Bronze Award

ENTRANT: CIRCLE ADVERTISING

SCHOOL: Chapman University

TITLE: AT&T: Stop the Shot



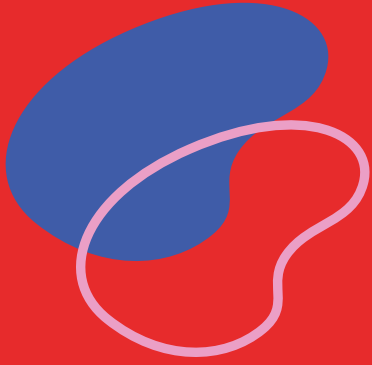
CATEGORY: Out of Home & Ambient Media -
Guerilla Marketing, Installations and Events - Campaign

AWARD: Bronze Award

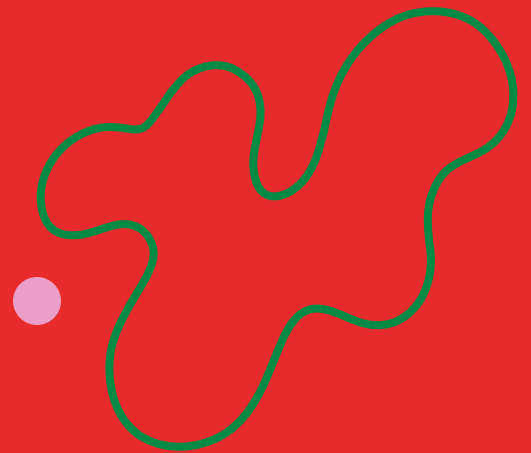
ENTRANT: CIRCLE ADVERTISING

SCHOOL: Chapman University

TITLE: AT&T: Wins Worth Sharing



THE
GLOW-UP
IS REAL.



Notable Winners

2026 ORANGE COUNTY AD AWARDS GALA





BEST IN SHOW

CATEGORY

Film, Video & Sound - TV Ad Regional/
National Single Spot Up to 2:00

ENTRANT

INNOCEAN USA

CLIENT

Genesis Motor America

TITLE

Pull in Imagination

Gold Winners

2026 ORANGE COUNTY AD AWARDS GALA





CATEGORY: Elements of Advertising - Animation, Special Effects, Motion Graphics - Computer Generated Imagery

AWARD: Gold Award

ENTRANT: INNOCEAN USA

CLIENT: Genesis Motor America

TITLE: No Old Ideas



CATEGORY: Film, Video, & Sound - TV Ad Regional / National Campaign

AWARD: Gold Award

ENTRANT: INNOCEAN USA

CLIENT: Hyundai Motor America

TITLE: Hyundai Getaway Sales Event



CATEGORY: Elements of Advertising - Innovative Use of Interactive / Technology

AWARD: Gold Award

ENTRANT: INNOCEAN USA

CLIENT: El Pollo Loco

TITLE: Loco AI



CATEGORY: Film, Video, & Sound - TV Ad
Regional / National Single Spot Up to 2:00

AWARD: Gold Award

ENTRANT: INNOCEAN USA

CLIENT: Genesis Motor America

TITLE: No Old Ideas



CATEGORY: Corporate Social Responsibility -
Online / Interactive Campaign

AWARD: Gold Award

ENTRANT: INNOCEAN USA

CLIENT: Pocstock

TITLE: Refacing the Future



CATEGORY: Cross Platform - Integrated Brand
Identity Campaign Local or Regional / National

AWARD: Gold Award

ENTRANT: Forge

CLIENT: Olson

TITLE: Olson Rebrand



CATEGORY: Sales & Marketing -
Packaging Single Unit

AWARD: Gold Award

ENTRANT: Lazy Dog Restaurant & Bar

CLIENT: Lazy Dog Restaurants

TITLE: Lazy Dog Beer Club: Brewers Grimm



CATEGORY: Film, Video, & Sound -
Branded Content & Entertainment
Online Single Entry Over: 60 Seconds

AWARD: Gold Award

ENTRANT: Process Creative

CLIENT: Hoag Memorial Hospital Presbyterian

TITLE: Hoag "The Slimmest Margin"



CATEGORY: Out-Of-Home & Ambient Media -
Single Installation

AWARD: Gold Award

ENTRANT: Reville Inc.

CLIENT: City of Hope, Orange County

TITLE: City of Hope, Hope Ground Mural



CATEGORY: Print Advertising - Branded Content & Entertainment - Any Print Medium

AWARD: Gold Award

ENTRANT: IDEA HALL

CLIENT: UCI

TITLE: UCI, 60th Anniversary Poster Series



CATEGORY: Film, Video, & Sound - Internet Commercial Single Spot Any Length

AWARD: Gold Award

ENTRANT: The Cooler at Experian

CLIENT: Experian

TITLE: Big Financial Friend - Opus



CATEGORY: Film, Video, & Sound - Internet Commercial Single Spot Any Length

AWARD: Gold Award

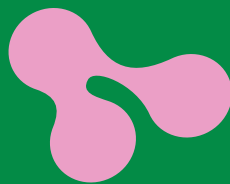
ENTRANT: SharkNinja

CLIENT: SharkNinja

TITLE: Drink & Food's Favorite Cooler



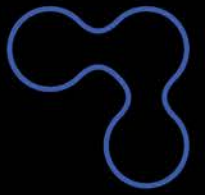
CREATIVITY
DESERVES
A PROPER
STAGE.



Silver Winners



2026 ORANGE COUNTY AD AWARDS GALA





CATEGORY: Online / Interactive -
Social Media Campaign
AWARD: Silver Award
ENTRANT: INNOCEAN USA
CLIENT: Hyundai Motor America
TITLE: The IONIQ 9 Escape Garage



CATEGORY: Film, Video, & Sound - TV Ad
Regional / National Single Spot Up to 2:00
AWARD: Silver Award
ENTRANT: Process Creative
CLIENT: Hoag Memorial Hospital Presbyterian
TITLE: Hoag "The Slimmest Magin"



CATEGORY: Film, Video, & Sound- Online /
Internet Commercial Single Spot Any Length
AWARD: Silver Award
ENTRANT: Reveille Inc.
CLIENT: City of Hope, Orange County
TITLE: Dear Diagnosis "Bonnie"



CATEGORY: Cross-Platform Integrated Campaign - Brand Identity Campaign Local or Regional / National

AWARD: Silver Award

ENTRANT: Forge

CLIENT: Reonah

TITLE: Reonah Brand Refresh



CATEGORY: Film, Video, & Sound - Branded Content & Entertainment Online Single Entry Over: 60 Seconds

AWARD: Silver Award

ENTRANT: Reveille Inc.

CLIENT: City of Hope, Orange County

TITLE: Dear Diagnosis "Bonnie"



CATEGORY: Advertising / Media Industry Self-Promotion - Collateral Brand Elements

AWARD: Silver Award

ENTRANT: Revive Real Estate

CLIENT: Revive Real Estate

TITLE: Revive Brand Book



CATEGORY: Advertising / Media Industry
Self-Promotion - Single-Medium Campaign

AWARD: Silver Award

ENTRANT: Westamerica

CLIENT: Westamerica

TITLE: ADDY Times



CATEGORY: Elements of Advertising -
Film & Video, Video Editing

AWARD: Silver Award

ENTRANT: Forge

CLIENT: Irvine Ranch Water District (IRWD)

TITLE: IRWD Originals: Lucy's Lemonade



CATEGORY: Elements of Advertising -
Visual, Still Photography Color Single

AWARD: Silver Award

ENTRANT: GearShift Advertising

CLIENT: Yamaha Motor Corporation

TITLE: Yamaha Outdoor Performance



CATEGORY: Film, Video, & Sound - Branded Content & Entertainment Campaign

AWARD: Silver Award

ENTRANT: Maricich Health

CLIENT: CalOptima Health

TITLE: CalOptima Health Member Stories



CATEGORY: Film, Video, & Sound - Internet Commercial Single Spot Any Length

AWARD: Silver Award

ENTRANT: Colorblind

CLIENT: AEG

TITLE: Wu-Tang Clan - The Final Chamber



CATEGORY: Cross Platform - Online / Interactive Campaign

AWARD: Silver Award

ENTRANT: Universal Pictures - The Movie Poster Guy

CLIENT: Universal Pictures

TITLE: Jurassic World Rebirth Tour Posters



CATEGORY: Film, Video, & Sound - Internet
Commercial Single Spot Any Length

AWARD: Silver Award

ENTRANT: Sparkhouse

CLIENT: Magmod

TITLE: Magstand Launch Video



CATEGORY: Film, Video, & Sound -
Podcast Campaign

AWARD: Silver Award

ENTRANT: IG1

CLIENT: Capital Group

TITLE: Capital Ideas Vodcast



CATEGORY: Online / Interactive -
Consumer Website

AWARD: Silver Award

ENTRANT: MEDL Mobile

CLIENT: MEDL Mobile

TITLE: Cytd - AI SEO Tracking & Analytics

Bronze Winners

2026 ORANGE COUNTY AD AWARDS GALA



CATEGORY: Film, Video, & Sound -
Branded Content & Entertainment Online
Campaign

AWARD: Bronze Certificate

ENTRANT: Reveille Inc.

CLIENT: City of Hope, Orange County

TITLE: City of Hope,
Patient Documentary

CATEGORY: Elements of Advertising -
Still Photography Campaign

AWARD: Bronze Certificate

ENTRANT: INNOCEAN USA

CLIENT: Pocstock

TITLE: Refacing the Future

CATEGORY: Online / Interactive -
Social Media Single Execution

AWARD: Bronze Certificate

ENTRANT: INNOCEAN USA

CLIENT: INNOCEAN USA

TITLE: The Holiday [Dis]card Project

CATEGORY: Film, Video, & Sound -
Branded Content & Entertainment Online
Single Entry Over: 60 Seconds

AWARD: Bronze Certificate

ENTRANT: Reveille Inc.

CLIENT: City of Hope, Orange County

TITLE: Dear Diagnosis "Hannah"

CATEGORY: Cross Platform - Integrated
Advertising Consumer Local Campaign

AWARD: Bronze Certificate

ENTRANT: Reveille Inc.

CLIENT: City of Hope, Orange County

TITLE: City of Hope, You Have Hope Campaign

CATEGORY: Film, Video, & Sound - Internet
Commercial Single Spot Any Length

AWARD: Bronze Certificate

ENTRANT: Forge

CLIENT: Irvine Ranch Water District (IRWD)

TITLE: IRWD Originals: Lucy's Lemonade

CATEGORY: Sales & Marketing -
Point of Purchase Campaign

AWARD: Bronze Certificate

ENTRANT: Westamerica

CLIENT: Ultra Mobile

TITLE: Ultra Lunar New Year 2025

CATEGORY: Corporate Social Responsibility -
Film, Video & Sound Corporate Social
Responsibility Television

AWARD: Bronze Certificate

ENTRANT: The Cooler at Experian

CLIENT: Experian

TITLE: Flau'jae Debt Relief

CATEGORY: Film, Video, & Sound -
Branded Content & Entertainment Online
Single Entry Over 60 Seconds
AWARD: Bronze Certificate
ENTRANT: GearShift Advertising
CLIENT: Yamaha Motor Corporation
TITLE: Yamaha YZ450F: Built for You

CATEGORY: Cross Platform -
Integrated Advertising Consumer
Campaign - Regional / National
AWARD: Bronze Certificate
ENTRANT: Reveille Inc.
CLIENT: City of Hope
TITLE: City of Hope
Speed of Life Campaign

CATEGORY: Film, Video, & Sound -
Internet Commercial Single Spot
Any Length
AWARD: Bronze Certificate
ENTRANT: Sparkhouse
CLIENT: NZXT
TITLE: NZXT - H9 Flow Build

CATEGORY: Online / Interactive -
Social Media Campaign
AWARD: Bronze Certificate
ENTRANT: Revive Real Estate
CLIENT: Revive Real Estate
TITLE: Home History Series

CATEGORY: Cross Platform - Integrated
Advertising Consumer Local Campaign
AWARD: Bronze Certificate
ENTRANT: Reveille Inc.
CLIENT: City of Hope, Orange County
TITLE: City of Hope, This Is Hope Campaign

CATEGORY: Online / Interactive -
Social Media Campaign
AWARD: Bronze Certificate
ENTRANT: Colorblind
CLIENT: Mercedes-Benz
TITLE: Mercedes-Benz Social Campaign

CATEGORY: Online / Interactive -
Social Media Campaign
AWARD: Bronze Certificate
ENTRANT: GearShift Advertising
CLIENT: Yamaha Motor Corporation
TITLE: Yamaha YZ450F Social Campaign

CATEGORY: Online / Interactive -
B-to-B Website
AWARD: Bronze Certificate
ENTRANT: AURA Technologies
CLIENT: AURA Technologies
TITLE: Branding / Website / Video

CATEGORY: Elements of Advertising -
Cinematography Single Entry
AWARD: Bronze Certificate
ENTRANT: Forge
CLIENT: Irvine Ranch Water District
(IRWD)
TITLE: IRWD Originals: Lucy's Lemonade

CATEGORY: Film, Video, & Sound -
Branded Content & Entertainment Online
Single Entry Over: 60 Seconds
AWARD: Bronze Certificate
ENTRANT: Revive Real Estate
CLIENT: Revive Real Estate
TITLE: Flip 360 - Agent to Investor

CATEGORY: Film, Video, & Sound -
Internet Commercial Single Spot
Any Length
AWARD: Bronze Certificate
ENTRANT: GearShift Advertising
CLIENT: Yamaha Motor Corporation
TITLE: Yamaha YZF-R9 Features &
Benefits

CATEGORY: Online / Interactive -
Social Media Campaign
AWARD: Bronze Certificate
ENTRANT: GearShift Advertising
CLIENT: Yamaha Motor Corporation
TITLE: Yamaha YZF-R9 Social Campaign

CATEGORY: Film, Video, & Sound -
Internet Commercial Single Spot Any Length
AWARD: Bronze Certificate
ENTRANT: SharkNinja
CLIENT: SharkNinja
TITLE: Every Mess

CATEGORY: Film, Video, & Sound - Branded
Content & Entertainment Online Single Entry
Over: 60 Seconds
AWARD: Bronze Certificate
ENTRANT: Maricich Health
CLIENT: CalOptima Health
TITLE: CalOptima Health Matt Member Story



aaf american
advertising
federation

orange
county