



# DREAMERS NIGHT

aaf<sup>®</sup> orange  
county

57 YEARS OF ADVERTISING

# WELCOME

## TO THE 2025 ORANGE COUNTY AD AWARDS



Welcome, creative masterminds, bold innovators, and all-around visionaries! Tonight, we're stepping into a world where the energy of the 60s meets the glitz and glamour of the Great Gatsby—where anything can happen, and everything is up for reinvention.

Tonight is all about celebrating the fearless, the daring, and the dreamers—the ones who see opportunities where others see limitations. From the electric ideas that push boundaries to the designs that stop you in your tracks, this is your night.

A big shout-out to everyone who entered this year's competition. Your work has set the bar higher than ever, and tonight, we're here to celebrate those who've redefined what's possible in advertising. From striking campaigns to bold strategies, you've proven once again that creativity knows no limits. This isn't just about awards—it's about recognizing the work that sets new standards for our industry.

A special thank you to the AAF OC Board of Directors. These individuals are the backbone of this event, the ones who keep us moving forward. Serving alongside this group has been an honor, and together, we're focused on pushing the boundaries of advertising in Orange County and beyond.

For our gold and silver winners, this is just the beginning. The journey continues at the District and National competitions, where your work will be showcased alongside the best in the business. It's an exciting time for advertising, and we're proud to have you representing the incredible talent that calls Orange County home.

It's hard to believe that AAF OC has been around for 57 years. Through all the changes, our mission has remained clear: to bring the advertising community together and push the industry to new heights. This is just the start, and with your continued passion, the best is yet to come.

So, here's to the dreamers, the rebels, and the creators who keep shaping the future of advertising. Thank you for bringing your energy, your ideas, and your vision to the t.

Nicole Kasperbauer

# MEET THE JUDGES



PETE BAKANOWSKI

## Creative Director at JT Mega

With over 25 years of unparalleled experience in the realms of design and creative direction, Pete has established himself as a visionary leader in the art and advertising industry. Throughout his illustrious career, Pete has consistently pushed the boundaries of creativity, crafting compelling visual narratives that resonate deeply with audiences.

Pete continues to influence and elevate the art of storytelling through bold, imaginative and award-winning creative. Some of the clients he has impacted are Pearson's Candy, Phillips Distilling Company, Cargill, Hormel and Schwan's Company. When Pete is not working or attending a concert, he's spending time with his wife, two kids, and mini goldendoodle.

## VP Creative Director at McCann

Gong is an award-winning VP Creative Director at McCann New York, with over a decade of experience shaping the identities of some of the world's most iconic brands, including Mastercard, Lincoln Motor Company, Brawny, Chevy, Peet's Coffee, and Got Milk. As a multi-disciplinary creative, he refined his skills at top agencies such as Goodby Silverstein & Partners, Cutwater SF, and Hudson Rouge. Gong thrives on transforming complex challenges into elegant and simple solutions for the brands he serves. In his spare time, he enjoys getting his hands dirty by making pottery.



GONG LIU



LEA LADERA

## Creative Director at LaderaCreative.com

Lea Ladera is a Senior Vice President and Creative Director from Dallas, Texas. She is currently making waves in New York City at Publicis. With a track record of success at top advertising agencies and a collection of prestigious awards, she has spearheaded unforgettable and influential campaigns that have captured the hearts of consumers. Lea enjoys mentoring creatives and cherishing moments with family and friends in her spare time. You can often find her at the beach, at Comic Con, or binging on the next thriller. You can view her work at [laderacreative.com](http://laderacreative.com).

## MEET THE JUDGES



GARRETT OWEN

### Co-Founder & Creative Director at Grand Effect

Garrett Owen is Co-Founder/Creative Director at Grand Effect, a branding & design agency that specializes in helping brands identify and amplify their effect on the world. His unconventional point of view has helped Garrett earn a reputation as an accomplished designer of award-winning brand identities, packaging and branded environments that make a true impact and disrupt the status quo.

Garrett's journey spans over 18+ years, making stops at various award-winning design firms—Squires & Company, The Matchbox Studio, and BrandCory, with his most recent engagement at the largest independently owned advertising and design agency in America, The Richards Group (TRG), where he spent 9 years as a Design Director. Throughout his career, he honed his skills in branding, design, marketing and visual strategy, working with clients such as IHOP, Pie Five, Shiner, Frito-Lay, Motel 6, AT&T, Chi Omega, The Salvation Army, Scottish Rite for Children, and The University of Texas. His unique approach to design and branding has garnered him multiple international and regional design awards from the ADDY'S, Communication Arts, PRINT, DSVC Dallas Show, HOW International, Graphic Design USA, Logo Lounge, and various Rockport Design publications.

Garrett is originally from Kansas (Jayhawks, not Wildcats), but now lives in Dallas with his wife and two kids, attempting to balance family life with golf, craft beer, and the pursuit of his next fantasy football championship.

### Executive Creative Director at DNA Seattle

An Executive Creative Director who has spent 20+ years doing award-winning work for clients like Amazon, T-Mobile, Nike, Coca-Cola, Coors Brewing, and Levi's. She has worked both agency-side and client-side - doing a 3 year stint as GCD at REI, but returned back to agency-side and have spent the past 3 years as ECD at DNA in Seattle.

She loves creating work and leading teams with the strong belief that creativity can achieve great results and shake culture with a commitment to collaboration, strong strategic thinking and courage. She believes that great creative starts with a strong strategy that is brought to life in an unexpected way. And that as a creative leader you have to have an engaged and talented team that shares your passion for the work.



MISHY CASS

### Executive Creative Director at Vocal Design Co.

Kelsey is the Executive Creative Director of The Brand Studio at DWS in Seattle, WA. Design Well Spent is an award-winning, women-owned design firm specializing in retail, interior and brand design.

Prior to that role, she was SVP Marketing & Communications at XpresSpa Group, working through the pandemic to launch the XpresCheck and Treat brands in the travel wellness space. Earlier in her career, Kelsey ran her own small creative agency, Vocal Design Co., after 6 years inside Starbucks Global Creative Studio. Client highlights include Starbucks, Teavana, REI, Joe Coffee, Fjallraven, Windermere, Snow Peak and Tweed. Kelsey specializes in Brand Strategy & Identity design, hand-lettered typography and illustration, and leading creative teams with humor and transparency. She delivers authenticity in her personality and her work, and encourages everyone to do the same. Outside of the office, Kelsey can be found traveling, painting, running, and watching her kids play baseball and softball.



KELSEY HANSON



GLENN GRIFFIN

### Director at Texas Creative

Glenn Griffin is the Director of Texas Creative at The University of Texas at Austin and teaches courses in both the theory and practice of creativity and portfolio development. During his career, he has led portfolio programs at SMU, the University of Alabama and the University of Colorado - Boulder and was previously a creative faculty member at the University of Texas at Austin. Creative work by his students has been featured in both national and international press, including Advertising Age, Adweek and CMYK magazines and recognized by The One Club for Creativity, the Art Directors Club of New York and the Clio Awards. He is also co-author of The Creative Process Illustrated: How Advertising's Big Ideas Are Born (HOW Books - 2010) with Deborah Morrison (University of Oregon). His research on creativity, advertising education and social responsibility has appeared in the Journal of Advertising, the Journal of Product and Brand Management, the Journal of Advertising Education and Psychology and Advertising, among other publications.

# THANK YOU! TO OUR 2025 SPONSORS



THE CEDAR TREE COLLECTIVE

## CREATIVE AID

A CONCEPTZOMBIE PROJECT



## SPARKHOUSE

STRATEGIC BRAND FILMS



## Newport Charcuterie



## Brothas



## Westamerica

COMMUNICATIONS



a seed and stone  
THINK OUTSIDE THE VASE

## IG1

# AAF OC COUNTY

## BOARD OF DIRECTORS

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**Nicole Kasperbauer** - President

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**Harris Karim** - Membership Co-Chair

**Torrey Tayenaka** - American Advertising Awards

**Catherine Gudvangen** - American Advertising Awards

**Nicole Noonan** - Sponsorship Co-Chair

**Michael Weiss** - Sponsorship Co-Chair

**Francisco Franco** - Photo/Videographer

**Alice Giang Le** - Graphic Design

**Shawn Nichols** - Ad 2 SoCal President

## CREATIVE AID TEAM

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

**Trinh Nguyen** - Project Manager & Designer

**Nicole Alivio** - Project Manager & Designer

**Anhday Gutierrez** - Designer

**Alice Cheng** - Designer

**Areli Bautista** - Designer

**Joshua Fuentes** - Designer & Animator

**Therese Lim** - Designer & Animator

**Bryce Carter** - Animator

# AWARD WINNERS



2025 ORANGE COUNTY AD AWARD



# MOSAIC AWARD

## CATEGORY

PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND

## ENTRANT

LINDSEY GIOUTSOS

## CLIENT

FAMILIES FORWARD

## TITLE

40 YEARS OF HOUSING FAMILIES



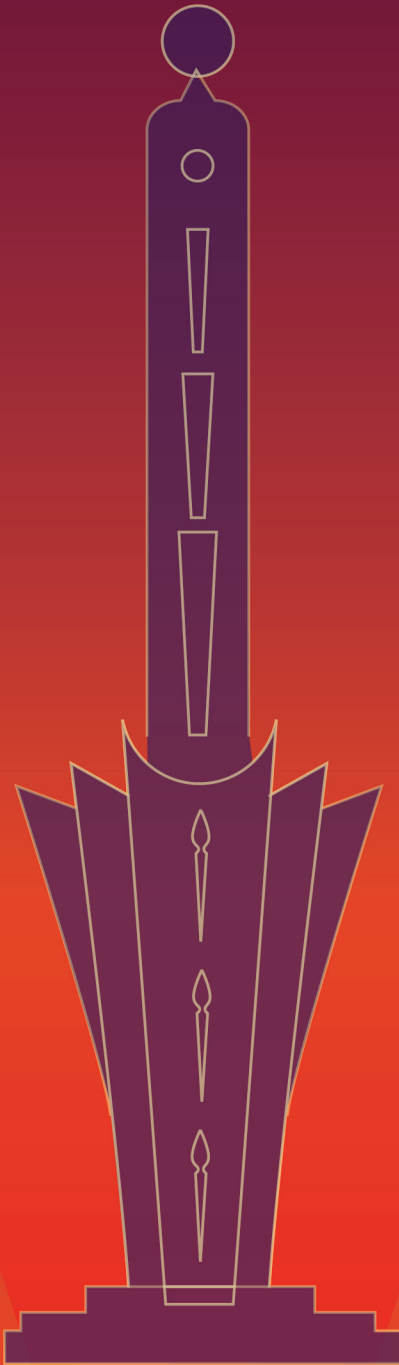
## CREDITS

REVEILLE - AGENCY OF RECORD  
FAMILIES FORWARD

# JUDGES CHOICE AWARDS



2025 ORANGE COUNTY AD AWARD





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

**AWARD:** Judges Choice Award

**ENTRANT:** Kyle Johntson

**CLIENT:** Gigasavvy

**TITLE:** HI-CHEW Chewbie Launch Campaign

Mitch Fait - Creative Director, Nicole Palowski - Senior Art Director, Crystal Gilbert - Producer, Emily Jones - Senior Account Supervisor, Melissa Zarb - Associate Strategy Director, Brittany Davis - Senior Designer



**CATEGORY:** Film, Video, & Sound: Television Advertising - Regional/National - Single Spot - Up to 2:00

**AWARD:** Judges Choice Award

**ENTRANT:** Taylor Durrow

**CLIENT:** INNOCEAN USA

**TITLE:** It's OK to Quit

Jose Munoz, Global President & CEO, Hyundai Motor America, Randy Parker, CEO, North America, Hyundai Motor America, Angela Zepeda, Chief Marketing Officer, Hyundai Motor America, Kate Fabian, Director of Marketing, Hyundai Motor America, Dominique Branham, Sr. Group Manager Marketing and Advertising, Hyundai Motor America, Doris Cerneka, Manager, Advertising Production, Hyundai Motor America, Jason Sperling, Chief Creative Officer, INNOCEAN USA, Gui Borchert, Executive Creative Director, INNOCEAN USA, Tony Kalathara, Group Creative Director, INNOCEAN USA, Ryan Scott, Group Creative Director, INNOCEAN USA, John Kritch, ACD, Art Director, INNOCEAN USA, Nicholas Cade, ACD, Copywriter, INNOCEAN USA, Nicolette Spencer, Head of Integrated Production, INNOCEAN USA, Melissa Moore, Director of Content Production, INNOCEAN USA, Laura Stephens, Executive Producer, INNOCEAN USA, Rob Sondik, Executive Producer, INNOCEAN USA, Jeremy Asselin, Managing Director, Hyundai, INNOCEAN USA, Alix Harrison, Account Director, INNOCEAN USA, Stephanie Yetter, Account Supervisor, INNOCEAN USA, Liz Cisneros, Account Manager, INNOCEAN USA

# STUDENT WINNERS



2025 ORANGE COUNTY AD AWARD



# BEST IN SHOW

## CATEGORY

OUT OF HOME & AMBIENT MEDIA: GUERILLA MARKETING, INSTALLATIONS AND EVENTS -SINGLE OCCURRENCE OR INSTALLATION

## NAME ON AWARD

CIRCLE ADVERTISING

## EDUCATIONAL INSTITUTION

CHAPMAN UNIVERSITY

## TITLE

TIDE X HANES IN-STORE ACTIVATION



## CREDITS

**KYNDAL WORKMAN**, EXECUTIVE CREATIVE DIRECTOR  
**SOPHIE MANIS**, DIRECTOR, ART & PRODUCTION  
**KIERAN HART**, DIRECTOR, PRODUCTION  
**CHRISTIAN LAU**, DIRECTOR, FILM

**CORA SYNNEs**, DIRECTOR, CREATIVE DEVELOPMENT  
**LAURYN JOHNSON**, ACCOUNT DIRECTOR,  
**TALINA HAJAR**, ACCOUNT DIRECTOR



**CATEGORY:** Out Of Home & Ambient Media: Guerilla Marketing, Installations and Events -Single Occurrence or Installation

**AWARD:** Gold ADDY

**NAME ON AWARD:** Circle Advertising

**EDUCATION INSTITUTION:** Chapman University

**TITLE:** Tide x Hanes In-Store Activation

Kyndal Workman - Executive Creative Director, Sophie Manis - Director, Art & Production, Kieran Hart - Director, Production, Christian Lau - Director, Film, Cora Synnes - Director, Creative Development, Lauryn Johnson - Account Director, Talina Hajar - Account Director



**CATEGORY:** Film, Video & Sound: Television Advertising Campaign

**AWARD:** Gold ADDY

**NAME ON AWARD:** Circle Advertising

**EDUCATION INSTITUTION:** Chapman University

**TITLE:** Tide: The One Step Reset Campaign

Kyndal Workman - Executive Creative Director, Sophie Manis - Director, Art & Production, Kieran Hart - Director, Production, Christian Lau - Director, Film, Cora Synnes - Director, Creative Development, Lauryn Johnson - Account Director, Talina Hajar - Account Director



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

**AWARD:** Silver ADDY

**NAME ON AWARD:** Circle Advertising

**EDUCATION INSTITUTION:** Chapman University

**TITLE:** Tide: The One Step Reset "Gymbro"

Kyndal Workman - Executive Creative Director, Sophie Manis - Director, Art & Production, Kieran Hart - Director, Production, Christian Lau - Director, Film, Cora Synnes - Director, Creative Development, Lauryn Johnson - Account Director, Talina Hajar - Account Director



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

**AWARD:** Silver Award

**NAME ON AWARD:** Circle Advertising

**EDUCATION INSTITUTION:** Chapman University

**TITLE:** Tide: The Simple Switch

Kyndal Workman - Executive Creative Director, Sophie Manis - Director, Art & Production, Kieran Hart - Director, Production, Christian Lau - Director, Film, Cora Synnes - Director, Creative Development, Lauryn Johnson - Account Director, Talina Hajar - Account Director



**CATEGORY:** Online/Interactive: Social Media Campaign

**AWARD:** Silver ADDY

**NAME ON AWARD:** Circle Advertising

**CLIENT:** Chapman University

**TITLE:** Tide: The One Step Reset Social

Kyndal Workman - Executive Creative Director, Sophie Manis - Director, Art & Production, Kieran Hart - Director, Production, Christian Lau - Director, Film, Cora Synnes - Director, Creative Development, Lauryn Johnson - Account Director, Talina Hajar - Account Director



**CATEGORY:** Out Of Home & Ambient Media: Guerilla Marketing, Installations and Events -Single Occurrence or Installation

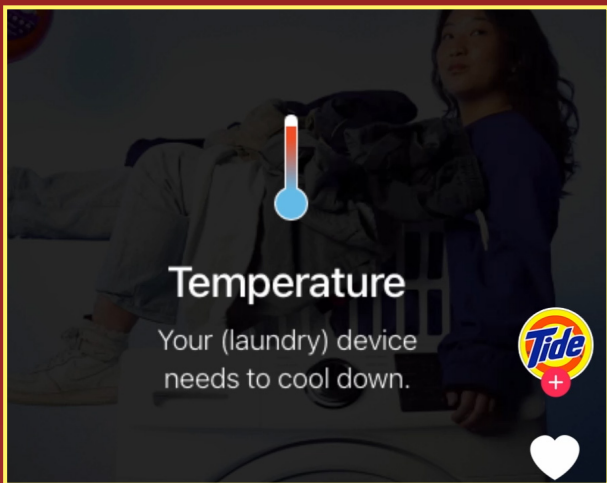
**AWARD:** Bronze ADDY

**NAME ON AWARD:** Circle Advertising

**EDUCATION INSTITUTION:**Chapman University

**TITLE:** Tide x PAD: Bubble Run

Kyndal Workman - Executive Creative Director, Sophie Manis - Director, Art & Production, Kieran Hart - Director, Production, Christian Lau - Director, Film, Cora Synnes - Director, Creative Development, Lauryn Johnson - Account Director, Talina Hajar - Account Director



**CATEGORY:** Online/Interactive: Social Media, Single Execution

**AWARD:** Bronze ADDY

**NAME ON AWARD:** Circle Advertising

**EDUCATION INSTITUTION:** Chapman University

**TITLE:** One Step Reset Temperature Warning

Kyndal Workman - Executive Creative Director, Sophie Manis - Director, Art & Production, Kieran Hart - Director, Production, Christian Lau - Director, Film, Cora Synnes - Director, Creative Development, Laurn Johnson - Account Director, Talina Hajar - Account Director



**CATEGORY:** Out Of Home & Ambient Media: Guerilla Marketing, Installations and Events Campaign

**AWARD:** Bronze ADDY

**NAME ON AWARD:** Circle Advertising

**EDUCATION INSTITUTION:** Chapman University

**TITLE:** Tide: Music Festival Cool Down

Kyndal Workman - Executive Creative Director, Sophie Manis - Director, Art & Production, Kieran Hart - Director, Production, Christian Lau - Director, Film, Cora Synnes - Director, Creative Development, Laurn Johnson - Account Director, Talina Hajar - Account Director



**CATEGORY:** Out Of Home & Ambient Media: Guerilla Marketing, Installations and Events -Single Occurrence or Installation

**AWARD:** Bronze ADDY

**NAME ON AWARD:** Circle Advertising

**EDUCATION INSTITUTION:** Chapman University

**TITLE:** Tide: Turn to Cold Bowl

Kyndal Workman - Executive Creative Director, Sophie Manis - Director, Art & Production, Kieran Hart - Director, Production, Christian Lau - Director, Film, Cora Synnes - Director, Creative Development, Laurn Johnson - Account Director, Talina Hajar - Account Director



# NOTABLE WINNERS



2025 ORANGE COUNTY AD AWARD



# BEST IN SHOW

## CATEGORY

FILM, VIDEO, & SOUND: TELEVISION  
ADVERTISING - REGIONAL/NATIONAL  
SINGLE SPOT - UP TO 2:00

## ENTRANT

TAYLOR DURROW

## CLIENT

CHAPMAN UNIVERSITY

## TITLE

NO ONE REALLY KNOWS COMMERCIAL ADS



## CREDITS

**JOSE MUNOZ**, GLOBAL PRESIDENT & CEO, HYUNDAI MOTOR AMERICA

**RANDY PARKER**, CEO, NORTH AMERICA, HYUNDAI MOTOR AMERICA

**ANGELA ZEPEDA**, CHIEF MARKETING OFFICER, HYUNDAI MOTOR AMERICA

**KATE FABIAN**, DIRECTOR OF MARKETING, HYUNDAI MOTOR AMERICA

**DOMINIQUE BRANHAM**, SR. GROUP MANAGER MARKETING AND

ADVERTISING, HYUNDAI MOTOR AMERICA

**DORIS CERNEKA**, MANAGER, ADVERTISING PRODUCTION, HYUNDAI MOTOR AMERICA

**JASON SPERLING**, CHIEF CREATIVE OFFICER, INNOCEAN USA

**GUI BORCHERT**, EXECUTIVE CREATIVE DIRECTOR, INNOCEAN USA

**TONY KALATHARA**, GROUP CREATIVE DIRECTOR, INNOCEAN USA

**RYAN SCOTT**, GROUP CREATIVE DIRECTOR, INNOCEAN USA

**JOHN KRITCH**, ACD, ART DIRECTOR, INNOCEAN USA

**NICHOLAS CADE**, ACD, COPYWRITER, INNOCEAN USA

**NICOLETTE SPENCER**, HEAD OF INTEGRATED PRODUCTION, INNOCEAN USA

**MELISSA MOORE**, DIRECTOR OF CONTENT PRODUCTION, INNOCEAN USA

**LAURA STEPHENS**, EXECUTIVE PRODUCER, INNOCEAN USA

**ROB SONDIK**, EXECUTIVE PRODUCER, INNOCEAN USA

**JEREMY ASSELIN**, MANAGING DIRECTOR, HYUNDAI, INNOCEAN USA

**ALIX HARRISON**, ACCOUNT DIRECTOR, INNOCEAN USA

**STEPHANIE YETTER**, ACCOUNT SUPERVISOR, INNOCEAN USA

**LIZ CISNEROS**, ACCOUNT MANAGER, INNOCEAN USA

# GOLD WINNERS



2025 ORANGE COUNTY AD AWARD





**CATEGORY:** Film, Video, & Sound Television  
Advertising Regional/National Single Spot Up to 2:00

**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Hyundai Motor America

**TITLE:** It's OK to Quit

Jose Munoz, Global President & CEO, Hyundai Motor America, Randy Parker, CEO, North America, Hyundai Motor America, Angela Zepeda, Chief Marketing Officer, Hyundai Motor America, Kate Fabian, Director of Marketing, Hyundai Motor America, Dominique Branham, Sr. Group Manager Marketing and Advertising, Hyundai Motor America, Doris Cerneka, Manager, Advertising Production, Hyundai Motor America, Jason Sperling, Chief Creative Officer, INNOCEAN USA, Gui Borchert, Executive Creative Director, INNOCEAN USA, Tony Kalathara, Group Creative Director, INNOCEAN USA, Ryan Scott, Group Creative Director, INNOCEAN USA, John Kritch, ACD, Art Director, INNOCEAN USA, Nicholas Cade, ACD, Copywriter, INNOCEAN USA, Nicolette Spencer, Head of Integrated Production, INNOCEAN USA, Melissa Moore, Director of Content Production, INNOCEAN USA, Laura Stephens, Executive Producer, INNOCEAN USA, Rob Sondik, Executive Producer, INNOCEAN USA, Jeremy Asselin, Managing Director, Hyundai, INNOCEAN USA, Alix Harrison, Account Director, INNOCEAN USA, Stephanie Yetter, Account Supervisor, INNOCEAN USA, Liz Cisneros, Account Manager, INNOCEAN USA



**CATEGORY:** Film, Video, & Sound Television  
Advertising Regional/National Single Spot Up to 2:00

**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Hyundai Motor America

**TITLE:** Conquer the Weekend

Jose Muñoz - President & CEO, Hyundai Motor America, Angela Zepeda - Chief Marketing Officer, Hyundai Motor America, Kate Fabian - Director of Marketing, Hyundai Motor America, Dominique Branham - Sr Manager Marketing and Advertising, Hyundai Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Ryan Scott - Group Creative Director, Brand, INNOCEAN USA, Ronnie Lee - Creative Director, Copywriter, INNOCEAN USA, Vince Murray - Creative Director, INNOCEAN USA, Berlin Burkhart - ACD, Art Director, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Melissa Moore - Director of Content Production, INNOCEAN USA, Rob Sondik - Executive Producer, INNOCEAN USA, Devondra Dominguez - Senior Content Producer, INNOCEAN USA, Jeremy Asselin - Group Account Director, INNOCEAN USA, Alix Harrison - Director, Integrated Marketing, INNOCEAN USA, Stephanie Yetter - Account Supervisor, INNOCEAN USA, Liz Cisneros - Account Executive, INNOCEAN USA, Jacob Le - Content Creator, INNOCEAN USA, Austin Hughes - Senior Content Creator, INNOCEAN USA, Skyler Wallace - Head of Brand Strategy, INNOCEAN USA



**CATEGORY:** Film, Video, & Sound Television  
Advertising Regional/National Single Spot Up to 2:00

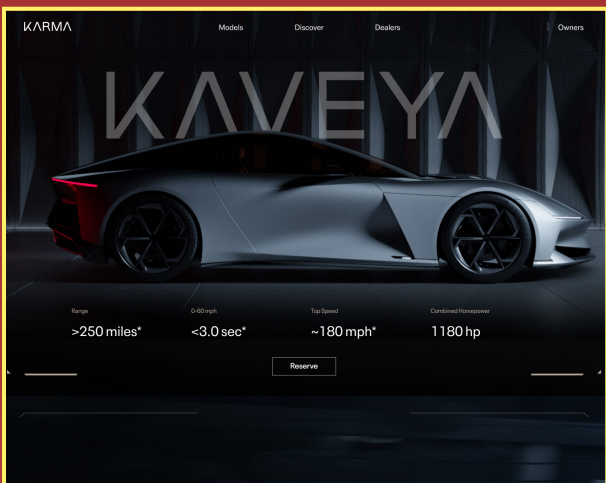
**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Hyundai Motor America

**TITLE:** Bigger, Better, Faster, Smarter

Jose Munoz - Global President & CEO, Hyundai Motor America, Randy Parker - CEO, North America, Hyundai Motor America, Angela Zepeda - Chief Marketing Officer, Hyundai Motor America, Kate Fabian - Director of Marketing, Hyundai Motor America, Dominique Branham - Sr. Group Manager Marketing and Advertising, Hyundai Motor America, Doris Cerneka - Manager, Advertising Production, Hyundai Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Gui Borchert - Executive Creative Director, INNOCEAN USA, Tony Kalathara - Group Creative Director, INNOCEAN USA, Jamin Duncan - Creative Director, INNOCEAN USA, Kathryn Izquierdo-Gallegos - Senior Art Director, INNOCEAN USA, Scott Shin - Senior Copywriter, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Melissa Moore - Director of Content Production, INNOCEAN USA, Rob Sondik - Executive Producer, INNOCEAN USA, Devondra Dominguez - Senior Content Producer, INNOCEAN USA, Jeremy Asselin - Managing Director, Hyundai, INNOCEAN USA, Bryan DiBiagio - Account Director, INNOCEAN USA, Kelly Hsu - Account Supervisor, INNOCEAN USA, Emily Lechuga - Senior Account Manager, INNOCEAN USA



**CATEGORY:** Online/Interactive Consumer Websites

**AWARD:** Gold ADDY

**ENTRANT:** Yoje Ho

**CLIENT:** KARMA Automotive, Inc

**TITLE:** Karma Automotive Website Design

Yoje Ho - Creative Chief Officer, Tammy Hsieh - Associate Design Director, Sara Bekerman - Head of Brand Strategy and Account, Mikey Andaya - Associate Director of Technology, Nicole Maxwell - Executive Producer, Kate Russo - Strategic Account Director, Rebecca Bryant - Senior Director of Strategic Growth, Silvan Reinhold - Head of Technology, Nathan Mitchell - Senior CRM Strategist, Russell Drouillard - Senior Data and Analytics Strategist, Jan Marie Villota - Quality Assurance Engineer, Ian Christian Capuyan - Backend Developer, Ida Virnes - Digital Marketing Strategist



**CATEGORY:** Film, Video, & Sound Television  
Advertising Regional/National Campaign

**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Hyundai Motor America

**TITLE:** Quality Is Not A Luxury

Jose Munoz - Global President & CEO, Hyundai Motor America, Randy Parker - CEO, North America, Hyundai Motor America, Angela Zepeda - Chief Marketing Officer, Hyundai Motor America, Kate Fabian - Director of Marketing, Hyundai Motor America, Dominique Branham - Sr. Group Manager Marketing + Advertising, Hyundai Motor America, Paul Meyers - Sr. Manager, Emerging Platforms & Social Media Marketing, Hyundai Motor America, Doris Cerneka - Manager, Advertising Production, Hyundai Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Gui Borchert - Executive Creative Director, INNOCEAN USA, Tony Kalathara - Group Creative Director, INNOCEAN USA, Ryan Scott - Group Creative Director, INNOCEAN USA, Sumner Mahaffey - Sr. Art Director, INNOCEAN USA, Jagger Moore - Senior Copywriter, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Melissa Moore - Director of Content Production, INNOCEAN USA, Kelli Denyer - Senior Producer, INNOCEAN USA, Jeremy Asselin - Managing Director, Hyundai, INNOCEAN USA, Lester Perry - Account Director, INNOCEAN USA, Gary Camara - Sr. Account Executive, INNOCEAN USA, Andres Recalde - Director of Business Affairs, INNOCEAN USA



**CATEGORY:** Elements of Advertising: Video Editing

**AWARD:** Gold ADDY

**ENTRANT:** Matthew Trettin

**CLIENT:** HJC AMERICA and SONY PICTURES

**TITLE:** HJC - VENOM III

SONY PICTURES - PROVIDING TRAILER FOOTAGE



**CATEGORY:** Integrated Ad Campaign: Consumer Regional/National

**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Hyundai Motor America

**TITLE:** The Most Electric EV Lineup

Jose Munoz - Global President & CEO, Hyundai Motor America, Randy Parker - CEO, North America, Hyundai Motor America, Angela Zepeda - Chief Marketing Officer, Hyundai Motor America, Kate Fabian - Director of Marketing, Hyundai Motor America, Dominique Branham - Sr. Group Manager Marketing and Advertising, Hyundai Motor America, Doris Cerneka - Manager, Advertising Production, Hyundai Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Gui Borchert - Executive Creative Director, INNOCEAN USA, Tony Kalathara - Group Creative Director, INNOCEAN USA, Jamin Duncan - Creative Director, INNOCEAN USA, Kathryn Izquierdo-Gallegos - Senior Art Director, INNOCEAN USA, Scott Shin - Senior Copywriter, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Melissa Moore - Director of Content Production, INNOCEAN USA, Rob Sondik - Executive Producer, INNOCEAN USA, Devondra Dominguez - Senior Content Producer, INNOCEAN USA, Jeremy Asselin - Managing Director, Hyundai, INNOCEAN USA, Bryan DiBiagio - Account Director, INNOCEAN USA, Kelly Hsu - Account Supervisor, INNOCEAN USA, Emily Lechuga - Senior Account Manager, INNOCEAN USA



**CATEGORY:** Integrated Media Public Service Campaign

**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** National Coalition Against Censorship

**TITLE:** Villains Against Evil

Jason Sperling - Chief Creative Officer, INNOCEAN USA, Luiz Vicente Simoes - Creative Director, Ricardo Gurgel - Creative Director, Nicolette Spencer - Head of Integrated Production, Barb Sanson - Group Director, Production, Mandy Esau - Senior CGI Producer, Andres Recalde - Executive Director, Business Affairs, Alison Walsh - Director of Legal & Business Affairs, Gretel Pernas - Associate Business Affairs Manager, Julia Pacific - Associate Business Affairs Manager, Brian Bauman - Account Director, Amanda Knox - Community Manager Supervisor, Kelly McKittrick - Community Manager, Jonathan Guzman - Community Manager, Jason Reneman - Project Manager Supervisor, Sarah Bryant - Project Manager, Ben Gogley - Managing Director of Media, Eddie Austin - Head of Media, General Accounts, Monica Pugliano - Media Director, Craig Schultz - Associate Media Director



**CATEGORY:** Elements Of Advertising: Cinematography, Campaign

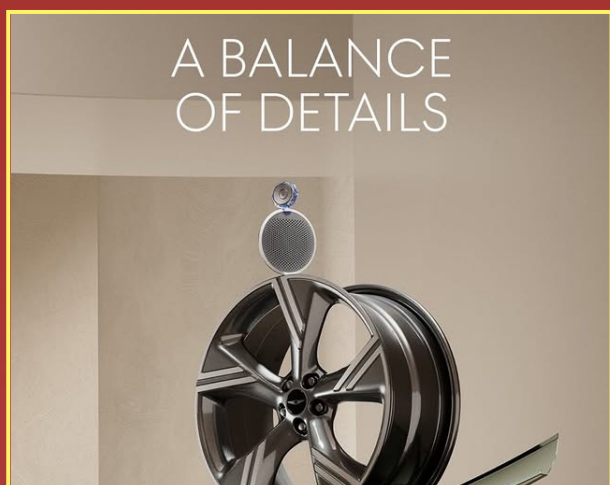
**AWARD:** Gold ADDY

**ENTRANT:** Matthew Trettin

**CLIENT:** HJC AMERICA and SONY PICTURES

**TITLE:** HJC - VENOM III

SONY PICTURES - PROVIDING TRAILER FOOTAGE



**CATEGORY:** Online/Interactive: Social Media Campaign

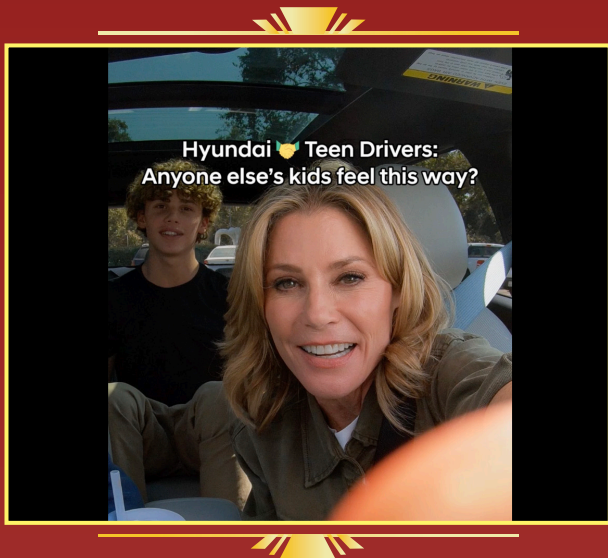
**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Genesis Motor America

**TITLE:** A Balance of Details

Wendy Orthman - Executive Director, Marketing, Genesis Motor America, Kurtis Lewis - Manager, Social Media, Genesis Motor America, Jason Davis - Senior Group Manager, Genesis Motor America, Andrew Modena - Manager, Genesis Brand, Genesis Motor America, Eric Armas - Assistant Manager, Social & Influencer Management, Genesis Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Brandon Mugar - Executive Creative Director, INNOCEAN USA, Marcella Coad - Group Creative Director, INNOCEAN USA, Erica Henderson - Creative Director, INNOCEAN USA, Paul Fung - ACD, Copywriter, INNOCEAN USA, Bianca Greene - Art Director, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Melissa Moore - Director of Content Production, INNOCEAN USA, Nancy Montgomery - Executive Content Producer, INNOCEAN USA, Natalie Santana - Senior Content Producer, INNOCEAN USA, Austin Hughes - Senior Content Creator, INNOCEAN USA, Theresa Myrill - Group Account Director, INNOCEAN USA, Cassie Reed - Group Account Director, INNOCEAN USA, David McMichael - Account Supervisor, INNOCEAN USA, TT Tu - Director, Social Strategy, INNOCEAN USA



**CATEGORY:** Online/Interactive:  
Social Media Campaign

**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Hyundai Motor America

**TITLE:** Teen Driving with Julie Bowen

Jose Muñoz - President & CEO, Hyundai Motor America, Sean Gilpin - Chief Marketing Officer, Hyundai Motor America, Kate Fabian - Director of Marketing, Hyundai Motor America, Dominique Branham - Sr Manager Marketing and Advertising, Hyundai Motor America, Paul Meyers - Senior Manager, Emerging Platforms & Social Media Marketing, Hyundai Motor America, Tyler Branning - Assistant Manager, Digital & Social Media Marketing, Hyundai Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Lori Martin - Group Creative Director, INNOCEAN USA, Jamin Duncan - Creative Director, INNOCEAN USA, Matt Fink - Senior Copywriter, INNOCEAN USA, Ren Rudner - ACD, Art Director, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Brian Bauman - Account Director, INNOCEAN USA, Harrison Landers - Account Supervisor, INNOCEAN USA, Katherine Shepherd - Account Executive, INNOCEAN USA, Cindy Scott - Chief Strategy Officer, INNOCEAN USA, Shareen Hill - Social Strategy Director, INNOCEAN USA, Andres Recalde - Executive Director, Legal & Business Affairs, INNOCEAN USA, Kevin Nickels - Senior Business Affairs Manager, Legal & Business Affairs, INNOCEAN USA, Kim Curtis - Business Affairs Manager, Legal & Business Affairs, INNOCEAN USA



**CATEGORY:** Public Service Online Film, Video & Sound

**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** National Coalition Against Censorship

**TITLE:** Villains Against Evil

Jason Sperling - Chief Creative Officer, INNOCEAN USA, Luiz Vicente Simoes - Creative Director, Ricardo Gurgel - Creative Director, Nicolette Spencer - Head of Integrated Production, Barb Sanson - Group Director, Production, Mandy Esau - Senior CGI Producer, Andres Recalde - Executive Director, Business Affairs, Alison Walsh - Director of Legal & Business Affairs, Gretel Pernas - Associate Business Affairs Manager, Julia Pacific - Associate Business Affairs Manager, Brian Bauman - Account Director, Amanda Knox - Community Manager Supervisor, Kelly McKittrick - Community Manager, Jonathan Guzman - Community Manager, Jason Reneman - Project Manager Supervisor, Sarah Bryant - Project Manager, Ben Gogley - Managing Director of Media, Eddie Austin - Head of Media, General Accounts, Monica Pugliano - Media Director, Craig Schultz - Associate Media Director



## A BALANCE OF DETAILS

**CATEGORY:** Elements Of Advertising: Art Direction, Campaign

**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Genesis Motor America

**TITLE:** A Balance of Details

Wendy Orthman - Executive Director, Marketing, Genesis Motor America, Kurtis Lewis - Manager, Social Media, Genesis Motor America, Jason Davis - Senior Group Manager, Genesis Motor America, Andrew Modena - Manager, Genesis Brand, Genesis Motor America, Eric Armas - Assistant Manager, Social & Influencer Management, Genesis Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Brandon Mugar - Executive Creative Director, INNOCEAN USA, Marcella Coad - Group Creative Director, INNOCEAN USA, Erica Henderson - Creative Director, INNOCEAN USA, Paul Fung - ACD, Copywriter, INNOCEAN USA, Bianca Greene - Art Director, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Melissa Moore - Director of Content Production, INNOCEAN USA, Nancy Montgomery - Executive Content Producer, INNOCEAN USA, Natalie Santana - Senior Content Producer, INNOCEAN USA, Austin Hughes - Senior Content Creator, INNOCEAN USA, Theresa Myrill - Group Account Director, INNOCEAN USA, Cassie Reed - Group Account Director, INNOCEAN USA, David McMichael - Account Supervisor, INNOCEAN USA, TT Tu - Director, Social Strategy, INNOCEAN USA



**CATEGORY:** Online/Interactive: Social Media Campaign

**AWARD:** Gold ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Genesis Motor America

**TITLE:** The Genesis Blueprint for Luxe

Wendy Orthman - Executive Director, Marketing, Genesis Motor America, Kurtis Lewis - Manager, Social Media, Genesis Motor America, Jason Davis - Senior Group Manager, Genesis Motor America, Andrew Modena - Manager, Genesis Brand, Genesis Motor America, Eric Armas - Assistant Manager, Social & Influencer Management, Genesis Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Brandon Mugar - Executive Creative Director, INNOCEAN USA, Marcella Coad - Group Creative Director, INNOCEAN USA, Ginger Quintanilla - Creative Director, INNOCEAN USA, Nicole Barlow - Associate Creative Director, CW, INNOCEAN USA, Aaron Onsurez - Associate Creative Director, AD, INNOCEAN USA, Samuel Kang - Designer, INNOCEAN USA, Vince Largoza - Senior Copywriter, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Nancy Montgomery - Executive Producer, INNOCEAN USA, Robb Hoffman - Producer, INNOCEAN USA, Theresa Myrill - Managing Director, Genesis, INNOCEAN USA, Cassie Reed - Account Director, INNOCEAN USA, Jenni Caniggia-Allen - Senior Account Executive, INNOCEAN USA, TT Tu - Social Strategy Director, INNOCEAN USA



**CATEGORY:** Corporate Social Responsibility: Sales & Marketing-Brand Elements

**AWARD:** Gold ADDY

**ENTRANT:** Jonathan Neubauer

**CLIENT:** The Buddy Group

**TITLE:** Creativity with A Conscience

The Buddy Group - Creativity with a Conscious



**CATEGORY:** Corporate Social Responsibility Film, Video & Sound

**AWARD:** Gold ADDY

**ENTRANT:** Jonathan Neubauer

**CLIENT:** The Buddy Group

**TITLE:** CwaC - John Hardy Feature

The Buddy Group - Creativity with a Conscious



**CATEGORY:** Integrated Media Public Service Campaign

**AWARD:** Gold ADDY

**ENTRANT:** Lindsey Gioutsos

**CLIENT:** Second Harvest Food Bank of Orange County

**TITLE:** Hunger Notification Awareness

Reveille - Agency of Record, Second Harvest Food Bank of Orange County



# SILVER WINNERS



2025 ORANGE COUNTY AD AWARD





**CATEGORY:** Elements of Advertising: Animation, Special Effects or Motion Graphics

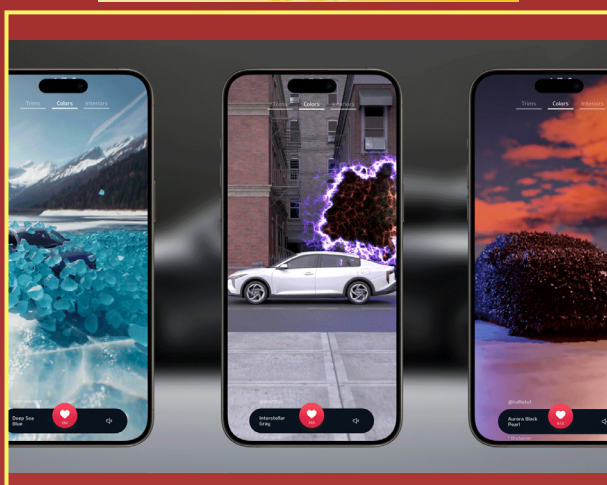
**AWARD:** Silver ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Genesis Motor America

**TITLE:** The Genesis Blueprint for Luxe

Wendy Orthman - Executive Director, Marketing, Genesis Motor America, Kurtis Lewis - Manager, Social Media, Genesis Motor America, Jason Davis - Senior Group Manager, Genesis Motor America, Andrew Modena Manager, Genesis Brand, Genesis Motor America, Eric Armas - Assistant Manager, Social & Influencer Management, Genesis Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Brandon Mugar - Executive Creative Director, INNOCEAN USA, Marcella Coad - Group Creative Director, INNOCEAN USA, Ginger Quintanilla - Creative Director, INNOCEAN USA, Nicole Barlow - Associate Creative Director, CW, INNOCEAN USA, Aaron Onsurez - Associate Creative Director, AD, INNOCEAN USA, Samuel Kang - Designer, INNOCEAN USA, Vince Largoza - Senior Copywriter, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Nancy Montgomery - Executive Producer, INNOCEAN USA, Robb Hoffman - Producer, INNOCEAN USA, Theresa Myrill - Managing Director, Genesis, INNOCEAN USA, Cassie Reed - Account Director, INNOCEAN USA, Jenni Caniggia-Allen - Senior Account Executive, INNOCEAN USA, TT Tu - Social Strategy Director, INNOCEAN USA



**CATEGORY:** Elements of Advertising: Innovative Use of Interactive / Technology-Creative Element(s) Single

**AWARD:** Silver ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Kia Motor America

**TITLE:** Kia TikTok Creator Configurator

SeungKyu Yoon - President & CEO, Kia Motor America, Russell Wager - VP of Marketing Communications, Kia Motor America, Megan Gillam - Director of Marketing Communications, Kia Motor America, Stacy Fairbanks - Sr. Group Manager, Marketing + Advertising, Kia Motor America, Eliana Lescaille - Manager, Advertising Production, Kia Motor America, Marissa Grant - National Manager, Kia Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Bob Rayburn - Executive Creative Director, INNOCEAN USA, Courtney Betley - Creative Director, INNOCEAN USA, Dane Larsen - Associate Creative Director, CW, INNOCEAN USA, Jenn Martonic - Associate Creative Director, AD, INNOCEAN USA, Dan Keefe - Managing Director, Kia, INNOCEAN USA, Kristin Bethmann - Account Director, INNOCEAN USA, Darin Schnitzer - Director of Project Management, INNOCEAN USA, Emileen Yen - Project Manager, INNOCEAN USA, Kylie Doebler - Content Manager, INNOCEAN USA, Carissa Thompson - Community Manager, INNOCEAN USA, Giselle Aispuro - Associate Media Director, Canvas Worldwide, Simone Jenkins - Media Manager, Canvas Worldwide



**CATEGORY:** Film, Video, & Sound Television  
Advertising Regional/National Single Spot Up to 2:00

**AWARD:** Silver ADDY

**ENTRANT:** Aubrey Singer

**CLIENT:** Experian

**TITLE:** Fumble

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



**CATEGORY:** Online/Interactive:  
Social Media Campaign

**AWARD:** Silver ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Hyundai Motor America

**TITLE:** EV Sessions powered by the IONIQ 5

Jose Muñoz - President & CEO, Hyundai Motor America, Sean Gilpin - Chief Marketing Officer, Hyundai Motor America, Kate Fabian - Director of Marketing, Hyundai Motor America, Dominique Branham - Sr Manager Marketing and Advertising, Hyundai Motor America, Paul Meyers - Senior Manager, Emerging Platforms & Social Media Marketing, Hyundai Motor America, Tyler Branning - Assistant Manager, Digital & Social Media Marketing, Hyundai Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Gui Borchert - Executive Creative Director, INNOCEAN USA, Lori Martin - Group Creative Director, INNOCEAN USA, Jamin Duncan - Creative Director, INNOCEAN USA, Berlin Burkhart - Associate Creative Director, INNOCEAN USA, Ronnie Lee - Senior Copywriter, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Melissa Moore - Group Manager of Integrated Production, INNOCEAN USA, Rob Sondik - Executive Producer, INNOCEAN USA, Devondra Dominguez - Senior Producer, INNOCEAN USA, Max Grigoryan - Senior Producer, INNOCEAN USA, Brian Bauman - Account Director, INNOCEAN USA, Harrison Landers - Account Supervisor, INNOCEAN USA, Katherine Shepherd - Account Executive, INNOCEAN USA



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

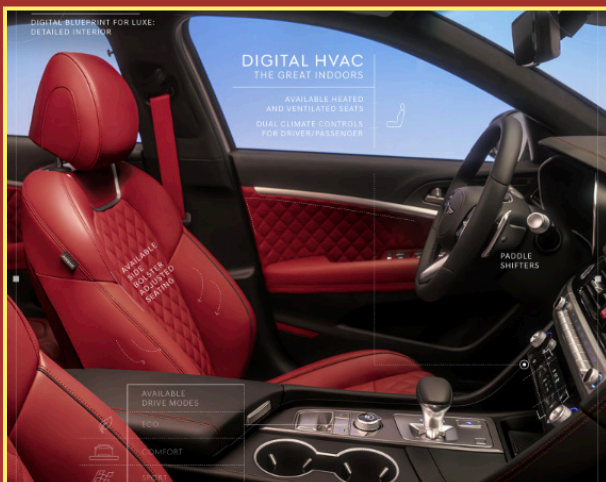
**AWARD:** Silver ADDY

**ENTRANT:** Matthew Trettin

**CLIENT:** HJC AMERICA and SONY PICTURES

**TITLE:** HJC - VENOM III

SONY PICTURES - PROVIDING TRAILER FOOTAGE



**CATEGORY:** Elements of Advertising: Visual - Art  
Direction - Campaign

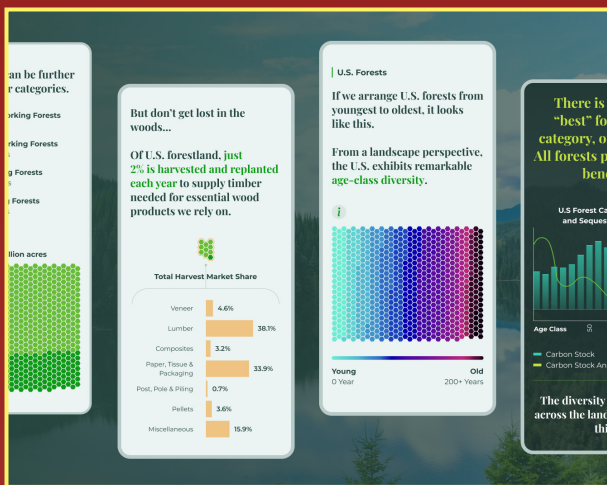
**AWARD:** Silver ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Genesis Motor America

**TITLE:** The Genesis Blueprint for Luxe

Wendy Orthman - Executive Director, Marketing, Genesis Motor America, Kurtis Lewis - Manager, Social Media, Genesis Motor America, Jason Davis - Senior Group Manager, Genesis Motor America, Andrew Modena Manager, Genesis Brand, Genesis Motor America, Eric Armas - Assistant Manager, Social & Influencer Management, Genesis Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Brandon Mugar - Executive Creative Director, INNOCEAN USA, Marcella Coad - Group Creative Director, INNOCEAN USA, Ginger Quintanilla - Creative Director, INNOCEAN USA, Nicole Barlow - Associate Creative Director, CW, INNOCEAN USA, Aaron Onsurez - Associate Creative Director, AD, INNOCEAN USA, Samuel Kang - Designer, INNOCEAN USA, Vince Largoza - Senior Copywriter, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Nancy Montgomery - Executive Producer, INNOCEAN USA, Robb Hoffman - Producer, INNOCEAN USA, Theresa Myrill - Managing Director, Genesis, INNOCEAN USA, Cassie Reed - Account Director, INNOCEAN USA, Jenni Caniggia-Allen - Senior Account Executive, INNOCEAN USA, TT Tu - Social Strategy Director, INNOCEAN USA



**CATEGORY:** Public Service: Online/Interactive

**AWARD:** Silver ADDY

**ENTRANT:** Yoje Ho

**CLIENT:** National Alliance of Forest Owners

**TITLE:** NAFO Forest Carbon Data Viz

Yoje Ho - Chief Creative Officer, Tammy Hsieh - Associate Design Director, Justin Brown - Producer, Mikey Andaya - Associate Director of Technology, Remb Albert John Talastasin - Sr. Backend Developer, Ian Christian Capuyan - Backend Developer, Jan Marie Villota - QA Engineer, Hal Bowles - Associate Director of Copywriting



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

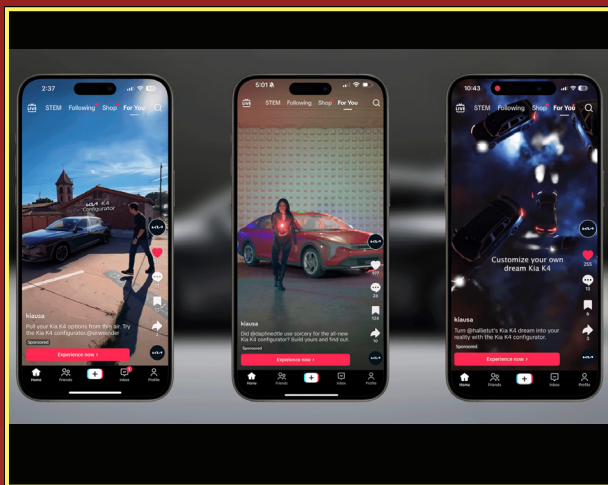
**AWARD:** Silver ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Genesis Motor America

**TITLE:** A Hilarious Stop on the PGA Tour

Wendy Orthman - Executive Director, Marketing, Genesis Motor America, Jeremy Meadows - Senior Group Manager, Brand, Genesis Motor America, Jason Davis - Senior Manager, Brand and Social, Genesis Motor America, Kurtis Lewis - Manager, Social, Genesis Motor America, Eric Armas - Associate, Social, Genesis Motor America, Brandon Mugar - Executive Creative Director, INNOCEAN USA, Cary Ruby - Group Creative Director, INNOCEAN USA, Kristin Lum - Senior Art Director, INNOCEAN USA, Steven Townsend - Senior Copywriter, INNOCEAN USA, Marco Koenig - Brand Group Director, INNOCEAN USA, Christine Phillips - Brand Account Director, INNOCEAN USA, Claudia Huffman - Brand Account Supervisor, INNOCEAN USA, Francisco Tolentino - Brand Account Executive, INNOCEAN USA, Martins Zelcs - Group Creative Director, INNOCEAN USA, Luiz Vicente-Simoes - Creative Director, INNOCEAN USA, Erica Henderson - Creative Director, INNOCEAN USA, Aaron Onsurez - Senior Art Director, INNOCEAN USA, David Behar - Art Director, INNOCEAN USA, Nicole Barlow - ACD, Copywriter, INNOCEAN USA, Vince Largoza - Senior Copywriter, INNOCEAN USA



**CATEGORY:** Elements of Advertising: Digital Creative Technology - Interface & Navigation

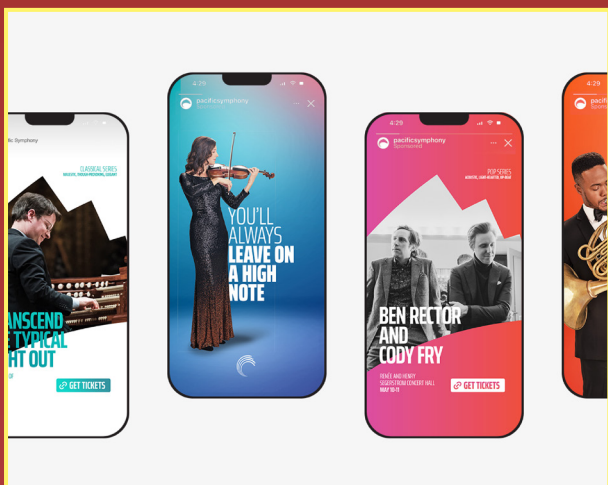
**AWARD:** Silver ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** The Buddy Group

**TITLE:** Kia TikTok Creator Configurator

SeungKyu Yoon - President & CEO, Kia Motor America, Russell Wager - VP of Marketing Communications, Kia Motor America, Megan Gillam - Director of Marketing Communications, Kia Motor America, Stacy Fairbanks - Sr. Group Manager, Marketing + Advertising, Kia Motor America, Eliana Lescaille - Manager, Advertising Production, Kia Motor America, Marissa Grant - National Manager, Kia Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Bob Rayburn - Executive Creative Director, INNOCEAN USA, Courtney Betley - Creative Director, INNOCEAN USA, Dane Larsen - Associate Creative Director, CW, INNOCEAN USA, Jenn Martonic - Associate Creative Director, AD, INNOCEAN USA, Dan Keefe - Managing Director, Kia, INNOCEAN USA, Kristin Bethmann - Account Director, INNOCEAN USA, Darin Schnitzer - Director of Project Management, INNOCEAN USA, Emileen Yen - Project Manager, INNOCEAN USA, Kylie Doebler - Content Manager, INNOCEAN USA, Carissa Thompson - Community Manager, INNOCEAN USA, Giselle Aispuro - Associate Media Director, Canvas Worldwide, Simone Jenkins - Media Manager, Canvas Worldwide



**CATEGORY:** Integrated Advertising Campaign: Consumer (Local)

**AWARD:** Silver ADDY

**ENTRANT:** Lindsey Gioutsos

**CLIENT:** Pacific Symphony

**TITLE:** Brand Campaign

Reveille - Agency of Record, Pacific Symphony



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

**AWARD:** Silver ADDY

**ENTRANT:** Katie Chesnut

**CLIENT:** Hoag Memorial Hospital Presbyterian

**TITLE:** Hoag Dr.Chang "World of Excellence"

Daniel Chesnut - Creative Director, Marshall McLaughlin - Executive Producer, Ryan Romero - Creative Director, Ryan Chen - CMO, Jeremy Hubin - Editor



**CATEGORY:** Film, Video & Sound: Public Service Online Film

**AWARD:** Silver ADDY

**ENTRANT:** Lindsey Gioutsos

**CLIENT:** Families Forward

**TITLE:** 40 Years of Housing Families

Reveille - Agency of Record, Families Forward



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

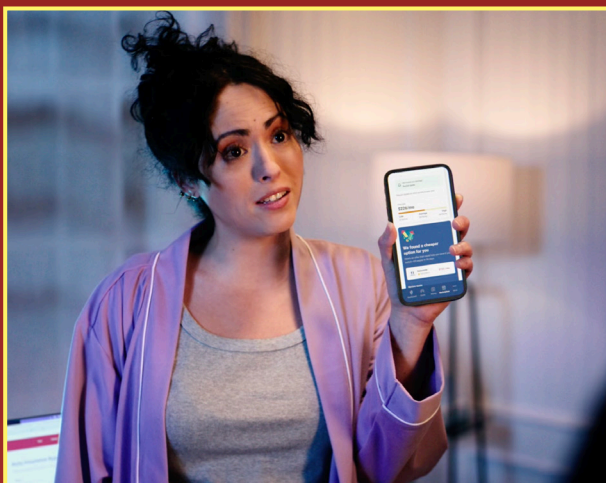
**AWARD:** Silver ADDY

**ENTRANT:** Katie Chesnut

**CLIENT:** Hoag Memorial Hospital Presbyterian

**TITLE:** Hoag Dr.Chang "World of Excellence"

Daniel Chesnut - Creative Director, Marshall McLaughlin - Executive Producer, Ryan Romero - Creative Director, Ryan Chen - CMO, Jeremy Hubin - Editor



**CATEGORY:** Film, Video, & Sound Television  
Advertising Regional/National Single Spot Up to 2:00

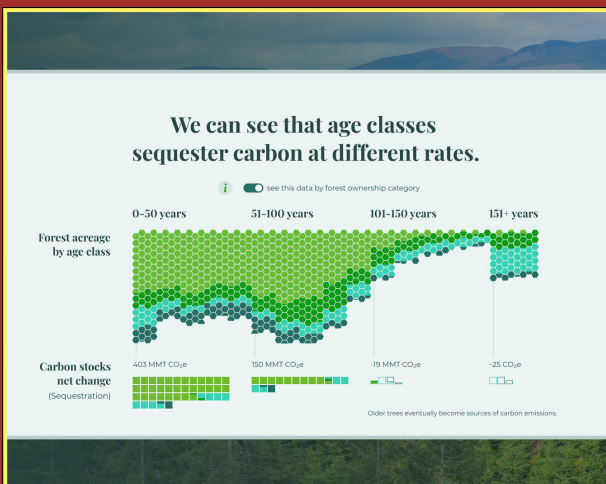
**AWARD:** Silver ADDY

**ENTRANT:** Aubrey Singer

**CLIENT:** Experian

**TITLE:** The Shopping

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



**CATEGORY:** Elements of Advertising: Infographic

**AWARD:** Silver ADDY

**ENTRANT:** Yoje Ho

**CLIENT:** National Alliance of Forest Owners

**TITLE:** NAFO Forest Carbon Data Viz

Yoje Ho - Chief Creative Officer, Tammy Hsieh - Associate Design Director, Justin Brown - Producer, Mikey Andaya - Associate Director of Technology, Remb Albert John Talastasin - Sr. Backend Developer, Ian Christian Capuyan - Backend Developer, Jan Marie Villota - QA Engineer, Hal Bowles - Associate Director of Copywriting



**CATEGORY:** Film, Video, & Sound: Branded Content & Entertainment – Non-Broadcast

**AWARD:** Silver ADDY

**ENTRANT:** Anissa Gutierrez

**CLIENT:** Ingram Micro

**TITLE:** Human-Centered Innovation

Dennis Crupi - VP, Marketing, Ewan Pidgeon - Director, Creative Services, Jason Williams - Creative Director, Elim Feliciano - Associate Creative Director, Nick Tiso - Sr. Copywriter, Anissa Gutierrez - Sr. Art Director, Savannah Shapiro - Copywriter, Daniel Reilly - Director/Executive Producer, Dan Mabbott - Sr. Producer, Tre Irvin - Producer, Tad Fatum - VFX/Design/Director, Polished Pixels, Polished Pixels - VFX/ AI and Motion Graphics, Greg Kuehn/Peligro - Music, Nick Bozone - Sound Design



**CATEGORY:** Corporate Social Responsibility:  
Non-Broadcast Audio/Visual

**AWARD:** Silver ADDY

**ENTRANT:** Anissa Gutierrez

**CLIENT:** Ingram Micro

**TITLE:** It's Not Too Late

Dennis Crupi - VP, Marketing, Ewan Pidgeon - Director, Creative Services, Jason Williams - Creative Director, Jonathan Moore - Sr. Copywriter, Anissa Gutierrez - Sr. Art Director, Daniel Reilly - Executive Producer, Tre Irvin - Editor/Producer, Cathy Smith - Sr. Marketing Project Manager, Karla DeMarco - Manager, Creative Services



**CATEGORY:** Film, Video, & Sound Television Advertising  
Regional/National Single Spot Up to 2:00

**AWARD:** Silver ADDY

**ENTRANT:** Aubrey Singer

**CLIENT:** Experian

**TITLE:** IYKYK

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



**CATEGORY:** Integrated Brand Identity Campaign: Local or Regional/National

**AWARD:** Silver ADDY

**ENTRANT:** Yoje Ho

**CLIENT:** US Storage Centers

**TITLE:** US Storage Centers Rebrand

Yoje Ho - Creative Chief Officer, Chris Glover - Senior Art Director, Hal Bowles - Associate Creative Director of Copywriting, Samantha Heath - Copywriter, Silvan Reinhold - Head of Technology, James Saliba - Senior Backend Developer, Juan Neisa - Senior Backend Developer, Jan Marie Villota - QA Engineer, Kamille Loren Yu - Senior Designer, Monica Ana Damaso, Production Designer - Russell Drouillard - Senior Analytics and Data Strategist, Rob Astamendi - Senior Motion Designer, Albert Fajardo - Associate Experience Director, Nicole Maxwell - Executive Producer



**CATEGORY:** Out-of-Home & Ambient Media: Outdoor Board (Single Board)

**AWARD:** Silver ADDY

**ENTRANT:** Anissa Gutierrez

**CLIENT:** Ingram Micro

**TITLE:** Connections

Dennis Crupi - VP, Marketing, Ewan Pidgeon - Director, Creative Services, Jason Williams - Creative Director, Anissa Gutierrez - Sr. Art Director, Savannah Shapiro - Copywriter, Kieran Hart - Intern Copywriter, Daniel Reilly - Executive Producer, Taylor Nored - Producer, Cathy Smith - Sr. Marketing Project Manager, Karla DeMarco - Manager, Creative Services



**CATEGORY:** Online/Interactive: Social Media Campaign

**AWARD:** Silver ADDY

**ENTRANT:** Kyle Johnston

**CLIENT:** Flexfit

**TITLE:** Flexfit Fit for the Future B2B

Mitch Fait - Creative Director, Nicole Pawlowski - Associate Creative Director, Crystal Gilbert - Producer, Cameron Muir - Account Supervisor, Megan Lucero - Account Director



**CATEGORY:** Out-of-Home & Ambient Media: Outdoor Board Campaign

**AWARD:** Silver ADDY

**ENTRANT:** Jeff Roach

**CLIENT:** Amy's Kitchen

**TITLE:** Amy's Kitchen / Last Defenders

Todd Edan Miller, Chief Creative Director, Brett Pfeiffer, Brian Hallisey, Kelly Hoadley - ACDs, Aubrey Singer, Cory Stubbs, Kristen Scharf, Marie Chao, Mike Frey, Rich Pass, Ron Tapia, Shin Kawase, Zak Smith - Creatives



**CATEGORY:** Public Service Online Film, Video & Sound

**AWARD:** Silver ADDY

**ENTRANT:** Lindsey Gioutsos

**CLIENT:** Families Forward

**TITLE:** 40 Years of Housing Families

Reveille - Agency of Record, Families Forward

## A BALANCE OF DETAILS



**CATEGORY:** Elements of Advertising: Visual -  
Art Direction Campaigns

**AWARD:** Silver ADDY

**ENTRANT:** Taylor Durrow

**CLIENT:** Genesis Motor America

**TITLE:** The Most Electric EV Lineup

Wendy Orthman - Executive Director, Marketing, Genesis Motor America, Kurtis Lewis - Manager, Social Media, Genesis Motor America, Jason Davis - Senior Group Manager, Genesis Motor America, Andrew Modena - Manager, Genesis Brand, Genesis Motor America, Eric Armas - Assistant Manager, Social & Influencer Management, Genesis Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Brandon Mugar - Executive Creative Director, INNOCEAN USA, Marcella Coad - Group Creative Director, INNOCEAN USA, Erica Henderson - Creative Director, INNOCEAN USA, Paul Fung - ACD, Copywriter, INNOCEAN USA, Bianca Greene - Art Director, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Melissa Moore - Director of Content Production, INNOCEAN USA, Nancy Montgomery - Executive Content Producer, INNOCEAN USA, Natalie Santana - Senior Content Producer, INNOCEAN USA, Austin Hughes - Senior Content Creator, INNOCEAN USA, Theresa Myrill - Group Account Director, INNOCEAN USA, Cassie Reed - Group Account Director, INNOCEAN USA, David McMichael - Account Supervisor, INNOCEAN USA, TT Tu - Director, Social Strategy, INNOCEAN USA

# BRONZE WINNERS



2025 ORANGE COUNTY AD AWARD



**CATEGORY:** Film, Video, & Sound: Television Advertising Regional/National Campaign

**AWARD:** Bronze Winner

**ENTRANT:** Jeff Roach

**CLIENT:** Spectrum Brands Inc. / Good 'n' Fun

**TITLE:** Good 'n' Fun / Inside Every Dog

Mallory McClelland - Senior Director, Global Brand Marketing / Spectrum Brands, Chelsea Hinrichsen - Associate Digital Brand Marketing Manager / Spectrum Brands, James Schiefer - CEO / SCS, John Zegowitz - CCO / SCS, Jeff Roach - CSO / SCS, Kirsten Wright - VP Client Services / SCS, Vu Dang - Studio Director / SCS, Schuyler Vanderveen - Creative Lead / Copy, Lauren Harvey - Director Project Manager / SCS, Chris Sparks - Project Producer / SCS



**CATEGORY:** Film, Video, & Sound: Television Advertising Regional/National Campaign

**AWARD:** Bronze Winner

**ENTRANT:** Mariah Ponce

**CLIENT:** Visit Newport Beach

**TITLE:** Land in Luxury

Erin Rose - Senior Brand Director



**CATEGORY:** Public Service Marketing & Specialty Advertising Campaign

**AWARD:** Bronze Winner

**ENTRANT:** Daniel Rhodes

**CLIENT:** Orange County Public Libraries

**TITLE:** OC Public Libraries ¡Oh Sí! Program

**CATEGORY:** Product or Service Sales Promotion Catalog

**AWARD:** Bronze Winner

**ENTRANT:** Kyle Johnston

**CLIENT:** Flexfit

**TITLE:** Flexfit B2B Catalog

Mitch Fait	Creative Director	Nicole Pawloski	Senior Art Director
Crystal Gilbert	Producer	Cameron Muir	Account Supervisor
Megan Lucero	Account Director		



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

**AWARD:** Bronze Winner

**ENTRANT:** Lindsey Gioutsos

**CLIENT:** City of Hope Orange County

**TITLE:** My Story Starts with Hope First

Reveille - Agency of Record, City of Hope Orange County



**CATEGORY:** Film, Video & Sound: Internet Commercial, Single Spot, Any length

**AWARD:** Bronze Winner

**ENTRANT:** Torrey Tayenaka

**CLIENT:** SparkX

**TITLE:** Amazfit Smart Watch Commercial

**CATEGORY:** Film, Video, & Sound: : Branded Content & Entertainment – Non-Broadcast

**AWARD:** Bronze Winner

**ENTRANT:** Yoje Ho

**CLIENT:** US Storage Centers

**TITLE:** US Storage Centers Rebrand

Yoje Ho - Creative Chief Officer, Chris Glover - Senior Art Director, Hal Bowles - Associate Creative Director of Copywriting, Samantha Heath - Copywriter, Silvan Reinhold - Head of Technology, James Saliba - Senior Backend Developer, Juan Neisa - Senior Backend Developer, Jan Marie Villota - QA Engineer, Kamille Loren Yu - Senior Designer, Monica Ana Damaso - Production Designer, Russell Drouillard - Senior Analytics and Data Strategist, Rob Astamendi - Senior Motion Designer, Albert Fajardo - Associate Experience Director, Nicole Maxwell - Executive Producer



**CATEGORY:** Film, Video & Sound: Internet Commercial, Single Spot, Any length

**AWARD:** Bronze Winner

**ENTRANT:** Lindsey Gioutsos

**CLIENT:** Pacific Symphony

**TITLE:** Let The Music Play

Reveille - Agency of Record, Pacific Symphony



**CATEGORY:** Out-of-Home & Ambient Media: Single Event

**AWARD:** Bronze Winner

**ENTRANT:** Lindsey Gioutsos

**CLIENT:** City of Hope Orange County

**TITLE:** Music of Hope

Reveille - Agency of Record, City of Hope Orange County, Pacific Symphony

**CATEGORY:** Elements of Advertising: Digital Creative Technology - Responsive Design

**AWARD:** Bronze Winner

**ENTRANT:** Yoje Ho

**CLIENT:** US Storage Centers

**TITLE:** US Storage Centers Rebrand

Yoje Ho - Creative Chief Officer, Chris Glover - Senior Art Director, Hal Bowles - Associate Creative Director of Copywriting, Samantha Heath - Copywriter, Silvan Reinhold - Head of Technology, James Saliba - Senior Backend Developer, Juan Neisa - Senior Backend Developer, Jan Marie Villota - QA Engineer, Kamille Loren - Yu - Senior Designer, Monica Ana Damaso - Production Designer, Russell Drouillard - Senior Analytics and Data Strategist, Rob Astamendi - Senior Motion Designer, Albert Fajardo - Associate Experience Director, Nicole Maxwell - Executive Producer



**CATEGORY:** Online/Interactive: Social Media Campaign

**AWARD:** Bronze Winner

**ENTRANT:** Candice Mooring

**CLIENT:** Revive Real Estate

**TITLE:** Revive Social Video Campaign

Revive Real Estate - Company, Candice Mooring - Content Marketing Manager, Luke Kostka - Content Creator



**CATEGORY:** The Avant-Garde Award (Local Only)

**AWARD:** Bronze Winner

**ENTRANT:** Mariah Ponce

**CLIENT:** Newport Beach and Co.

**TITLE:** Newport Beach Vacation Kids Club

Erin Rose - Senior Brand Director

**CATEGORY:** Film, Video & Sound: Tv Advertising Local (One Dma), Single Spot: 30 Or Less

**AWARD:** Bronze Winner

**ENTRANT:** Lindsey Gioutsos

**CLIENT:** City of Hope Orange County

**TITLE:** Forging Hope

Reveille - Agency of Record, City of Hope Orange County

**CATEGORY:** Corporate Social Responsibility Out-of-Home

**AWARD:** Bronze Winner

**ENTRANT:** Anissa Gutierrez

**CLIENT:** Ingram Micro

**TITLE:** Driver Carries No Fuel

Dennis Crupi - VP, Marketing, Ewan Pidgeon - Director, Creative Services, Jason Williams - Creative Director, Dan Iorgelescu - Associate Creative Director, Roberto Campos - Sr. Creative Lead, Anissa Gutierrez - Sr. Art Director, Jonathan Moore - Sr. Copywriter, Doris Danford - Studio Manager, Cathy Smith - Sr. Marketing Project Manager, Karla DeMarco - Manager, Creative Services

**CATEGORY:** Online/Interactive: Social Media (Single Execution)

**AWARD:** Bronze Winner

**ENTRANT:** Taylor Durrow

**CLIENT:** Hyundai Motor America

**TITLE:** Hyundai NFT Trade-In

Jose Muñoz - President & CEO, Hyundai Motor America, Sean Gilpin - Chief Marketing Officer, Hyundai Motor America, Kate Fabian - Director of Marketing, Hyundai Motor America, Dominique Branham - Sr Manager Marketing and Advertising, Hyundai Motor America, Paul Meyers - Senior Manager, Emerging Platforms & Social Media Marketing, Hyundai Motor America, Tyler Branning - Assistant Manager, Digital & Social Media Marketing, Hyundai Motor America Jason Sperling - Chief Creative Officer, INNOCEAN USA, Gui Borchert - Executive Creative Director, INNOCEAN USA, Lori Martin - Group Creative Director, INNOCEAN USA, Ryan Simpson - Creative Director, INNOCEAN USA, Anne Krisl - Senior Art Director, INNOCEAN USA, Blakeley Jones - Senior Copywriter, INNOCEAN USA, Nicolette Spencer - Head of Integrated Production, INNOCEAN USA, Melissa Moore - Director of Content Production, INNOCEAN USA, Phung Vo - Content Producer, INNOCEAN USA, Brian Bauman - Account Director, INNOCEAN USA, Harrison Landers - Account Supervisor, INNOCEAN USA, Katherine Shepherd - Account Executive, INNOCEAN USA, Shareen Hill - Social Strategy Director, INNOCEAN USA, Andres Recalde - Executive Director, Legal & Business Affairs, INNOCEAN USA

**CATEGORY:** Integrated Advertising Campaign - Consumer Campaign (Local)

**AWARD:** Bronze Winner

**ENTRANT:** Mariah Ponce

**CLIENT:** Visit Newport Beach

**TITLE:** Newport Beach is Calling

Erin Rose - Senior Brand Director

**CATEGORY:** Local: The Avant-Garde Award

**AWARD:** Bronze Winner

**ENTRANT:** Mariah Ponce

**CLIENT:** Visit Newport Beach

**TITLE:** Newport Beach is Calling

Reveille - Agency of Record, City of Hope Orange County

**CATEGORY:** Integrated Advertising Campaigns: B-To-B Regional/National

**AWARD:** Bronze Winner

**ENTRANT:** Kyle Johnston

**CLIENT:** Flexfit

**TITLE:** Flexfit Fit for the Future B2B

Mitch Falt - Creative Director, Nicole Pawlowski - Associate Creative Director, Crystal Gilbert - Producer, Cameron Muir - Account Supervisor, Megan Lucero - Account Director

**CATEGORY:** Film, Video, & Sound: : Branded Content & Entertainment – Non-Broadcast

**AWARD:** Bronze Winner

**ENTRANT:** Yoje Ho

**CLIENT:** US Storage Centers

**TITLE:** US Storage Centers Rebrand

Yoje Ho - Creative Chief Officer, Chris Glover - Senior Art Director, Hal Bowles - Associate Creative Director of Copywriting, Samantha Heath - Copywriter, Silvan Reinhold - Head of Technology, James Saliba - Senior Backend Developer, Juan Neisa - Senior Backend Developer, Jan Marie Villota - QA Engineer, Kamille Loren Yu - Senior Designer, Monica Ana Damaso - Production Designer, Russell Drouillard - Senior Analytics and Data Strategist, Rob Astamendi - Senior Motion Designer, Albert Fajardo - Associate Experience Director, Nicole Maxwell - Executive Producer

**CATEGORY:** Out-of-Home & Ambient Media: Outdoor Board Campaign

**AWARD:** Bronze Winner

**ENTRANT:** Anissa Gutierrez

**CLIENT:** Ingram Micro

**TITLE:** Ingram Micro Goes Public

Dennis Crupi - VP, Marketing, Ewan Pidgeon - Director, Creative Services, Jason Williams - Creative Director, Dan Iorgelescu - Associate Creative Director, Elim Feliciano - Associate Creative Director, Nick Tiso - Sr. Copywriter, Daniel Reilly - Executive Producer, Tre Irvin - Producer/Motion Graphics, Tad Fatum - Director, Polished Pixels, Polished Pixels - Motion Graphics/Design, Sherri Gerrity - Sr. Project Manager, Marketing, Doris Danford - Studio Manager, Cathy Smith - Sr. Marketing Project Manager, Melissa Hollander - Marketing Project Manager

**CATEGORY:** Integrated Advertising Campaigns: Consumer Regional/National

**AWARD:** Bronze Winner

**ENTRANT:** Taylor Durrow

**CLIENT:** Hyundai Motor America

**TITLE:** Conquer the Weekend

Jose Muñoz - President & CEO, Hyundai Motor America, Angela Zepeda - Chief Marketing Officer, Hyundai Motor America, Kate Fabian - Director of Marketing, Hyundai Motor America, Dominique Branham - Sr Manager Marketing and Advertising, Hyundai Motor America, Jason Sperling - Chief Creative Officer, INNOCEAN USA, Ryan Scott - Group Creative Director, Brand, INNOCEAN USA, Lori Martin - Group Creative Director, INNOCEAN USA, Ryan Simpson - Creative Director, INNOCEAN USA, Ronnie Lee - Creative Director, Copywriter, INNOCEAN USA, Vince Murray - Creative Director, INNOCEAN USA, Berlin Burkhardt - ACD, Art Director, INNOCEAN USA, Ren Rudner - ACD, Art Director, INNOCEAN USA, Jackie Barkhurst - ACD, Art Director, INNOCEAN USA, Johnny Nguyen - ACD, Art Director, INNOCEAN USA, Anne Krisl - Sr. Art Director, INNOCEAN USA, Matt Fink - Sr. Copywriter, INNOCEAN USA, Blakeley Jones - Sr. Copywriter, INNOCEAN USA, Scott Shin - Sr. Copywriter, INNOCEAN USA, Kathryn Izquierdo-Gallegos - Sr. Art Director, INNOCEAN USA, Brian Bauman - Account Director, Social, INNOCEAN USA

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

**AWARD:** Bronze Winner

**ENTRANT:** Jonathan Neubauer

**CLIENT:** PJ Trailers

**TITLE:** PJ Trailers - PJ for a Cause

The Buddy Group PJ Trailers - PJ for a Cause

**CATEGORY:** Integrated Branded Content Campaign: Local or Regional/National

**AWARD:** Bronze Winner

**ENTRANT:** The ACE Agency

**CLIENT:** OC Parks

**TITLE:** OC Parks Summer Series

OC Parks OC Parks Summer Concert Series + Sunset Cinema Series

**CATEGORY:** Elements of Advertising: Copywriting

**AWARD:** Bronze Winner

**ENTRANT:** Lindsey Gioutsos

**CLIENT:** City of Hope Orange County

**TITLE:** Hope First "Warriors"

Reveille - Agency of Record, City of Hope Orange County

**CATEGORY:** Integrated Advertising Campaign:  
Consumer (Local)

**AWARD:** Bronze Winner

**ENTRANT:** Mariah Ponce

**CLIENT:** Visit Newport Beach

**TITLE:** Land in Luxury

Erin Rose - Senior Brand Director

**CATEGORY:** Online/Interactive: Websites  
B-to-B

**AWARD:** Bronze Winner

**ENTRANT:** Yoje Ho

**CLIENT:** Fortrea Holdings Inc.

**TITLE:** Fortrea Web Design

Erin Rose - Senior Brand Director

**CATEGORY:** Integrated Brand Identity  
Campaign: Local or Regional/National

**AWARD:** Bronze Winner

**ENTRANT:** Kyle Johnston

**CLIENT:** HI-CHEW

**TITLE:** HI-CHEW Mascot Development & Launch

Mitch Fait - Creative Director, Nicole Palowski - Senior Art Director, Crystal Gilbert - Producer, Emily Jones - Senior Account Supervisor, Melissa Zarb - Associate Strategy Director, Brittany Davis - Senior Designer

The image features a central dark blue diamond shape containing the text. The background is a gradient of red and orange, with a pattern of thin, light-colored lines radiating from the top and bottom edges. In each of the four corners, there is a semi-circular fan-like pattern of lines.

**aaaf**<sup>®</sup> american  
advertising  
federation  
orange  
county