
2026

AMERICAN
ADVERTISING
AWARDS

Winners Book

LOS ANGELES

aaf® los angeles

Thank You

TO OUR 2026 SPONSORS



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Benefiting



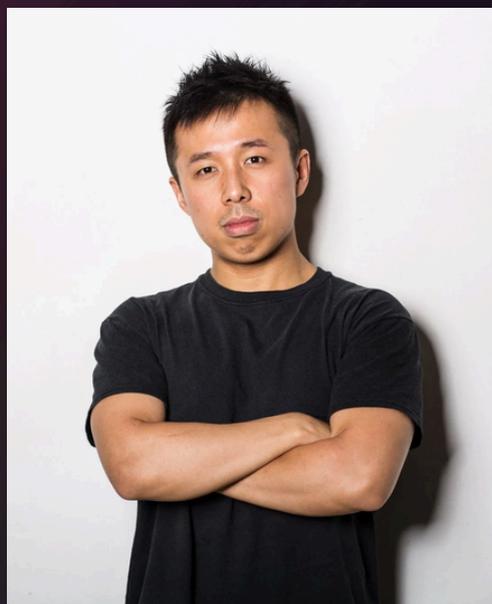
GHETTO
FILM
SCHOOL

2025-2026 Los Angeles Jury



Bonnie Wan

*Author of The Life Brief and
Former Head of Brand Strategy,
GS&P*



Eric Lau

*Founder & Creative Director,
Artist — AI, Culture & Creative
Systems*



Erica Holley

*Creative Strategy & Advertising,
National Basketball Association
(NBA)*



Mimi Munoz

*Equity & Impact Producer,
Wieden + Kennedy*



Tim Flood

ECD and Former VP, Comcast

2025-2026 AAF Los Angeles Leadership & Volunteers

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Bill Imada, IW Group
James Hidden, GUT Los Angeles
Jeeyan Rostam-Abadi, Hawke Media
Marcos Barron, The MRKT
Mark Miller, Team One
Mysten Yamamoto Tansingco, Clique-Now
Ryan Alexander Holmes, Actor
Sanja Komljenovic, ONA Creative

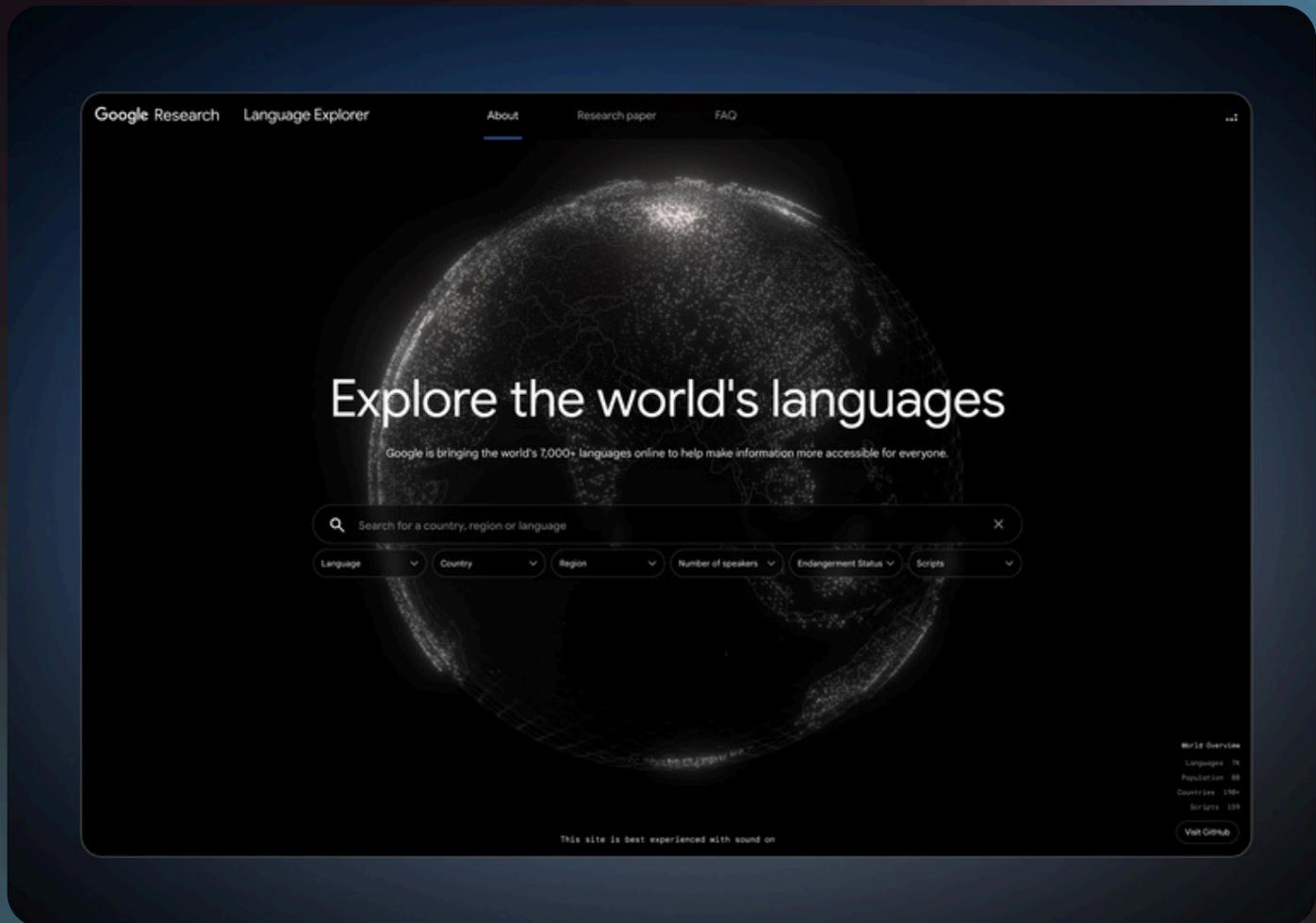
Volunteers

Andres Garzas
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Nelson Freitas
Rachel Clark
Rhiannon Franz
Scott Kelley

Tammy Cao
Eknoor Kaur
Tai Mulzac
Emily Ninh
Zyrah Susarrey

Best of Show

GOOGLE LANGUAGE EXPLORER



Category:

User Experience

Entrant:

Hook

Client:

Google

Winner

Mosaic Addy

PLAY BEAUTY



Category:

Social Media Campaign

Entrant:

Adolescent Content

Client:

Ipsy

Winner

Her

BIG FINANCIAL FRIEND - OPUS



Entrant:

Mike Teevee

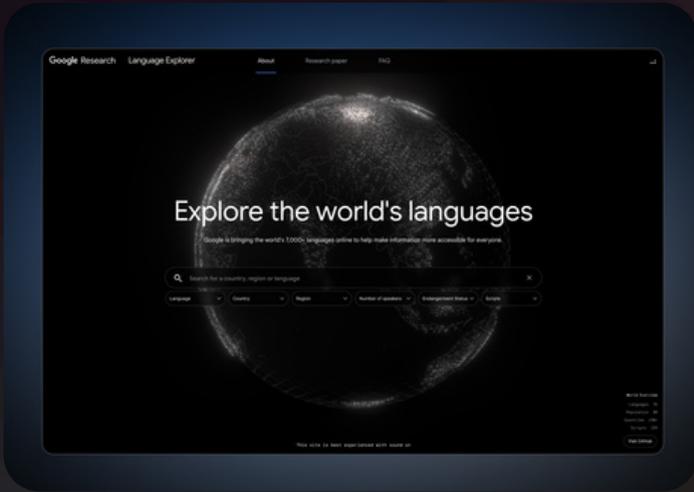
Client:

Experian

Award

Judge's Choice Winners

Google Language Explorer



Category:

Interface & Navigation

Entrant:

Hook

Client:

Google

Fruithead



Category:

Cinematography

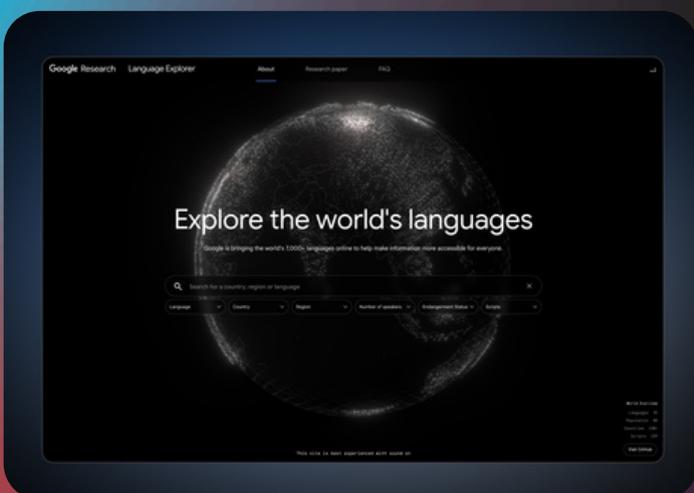
Entrant:

General Mills

Client:

General Mills

Google Lanuage Explorer



Category:

Public Service Online
/Interactive

Entrant:

Hook

Client:

Google

Judge's Choice Winners

KB Home "We See You"



Category:

Internet Commercial -
Single Spot (Any Length)

Entrant:

Team One

Client:

KB Home

"Meet You In the Park"



Category:

Integrated Consumer
Campaign -Regional/National

Entrant:

TUX Creative House

Client:

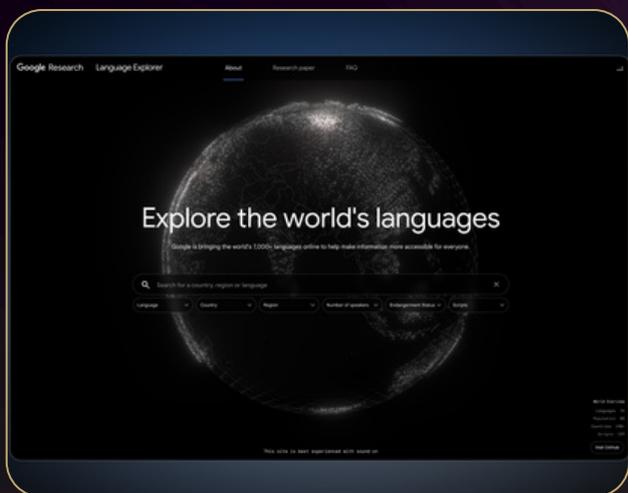
Levi Strauss & Co.

AMERICAN ADVERTISING AWARDS

ADDY Winners

2026 GOLD WINNERS

Google Language Explorer



Category:

User Experience

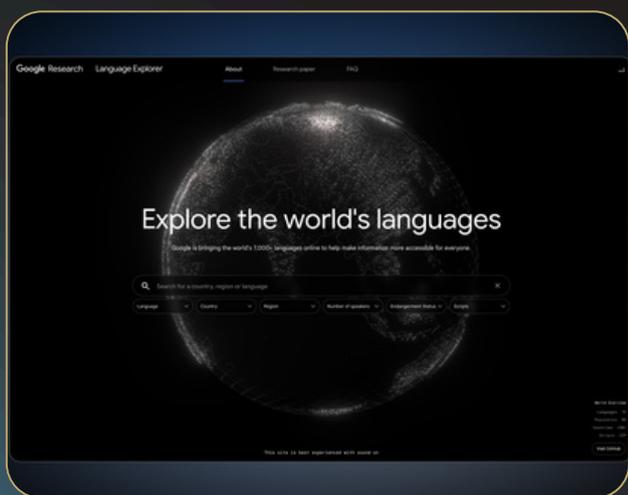
Entrant:

Hook

Client:

Google

Google Language Explorer



Category:

Interface & Navigation

Entrant:

Hook

Client:

Google

"Meet You In the Park"



Category:

Integrated Consumer Campaign - Regional/National

Entrant:

TUX Creative House

Client:

Levi Strauss & Co

The Fantastic Four: First Steps Art



Category:

Integrated Consumer Campaign - Regional/National

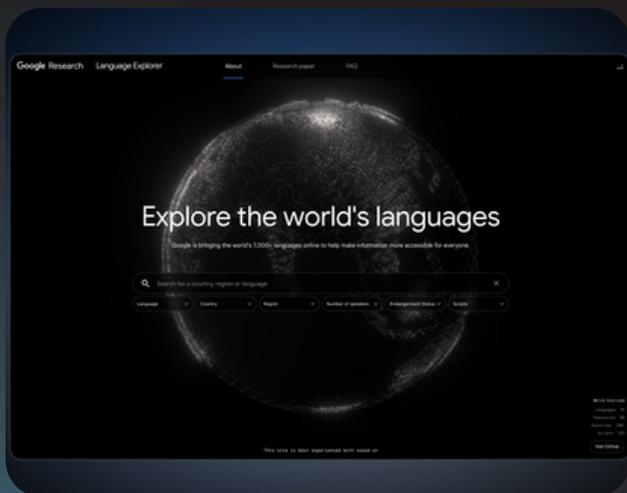
Entrant:

MACH27

Client:

The Walt Disney Company

Google Language Explorer



Category:

Public Service Online/Interactive

Entrant:

Hook

Client:

Google

FruitHead



Category:

Online Branded Content & Entertainment - Single Spot (Over 60 seconds)

Entrant:

General Mills

Client:

General Mills

FruitHead



Category:

Cinematography

Entrant:

General Mills

Client:

General Mills

KB Home "We See You"



Category:

Internet Commercial -
Single Spot (Any Length)

Entrant:

Team One

Client:

KB Home

TinyTAN Magic Meetup



Category:

Out-of-Home &
Ambient Media - Event

Entrant:

IW Group

Client:

McDonald's

AMERICAN ADVERTISING AWARDS

ADDY Winners

2026 SILVER WINNERS

Lexus x Wicked "Magic in the Air"



Category:

Television Advertising -
Regional/National -
Single Spot (Up to 2:00)

Entrant:

IW Group

Client:

Lexus

W Hotels x Hotel Tales



Category:

Social Media Campaign

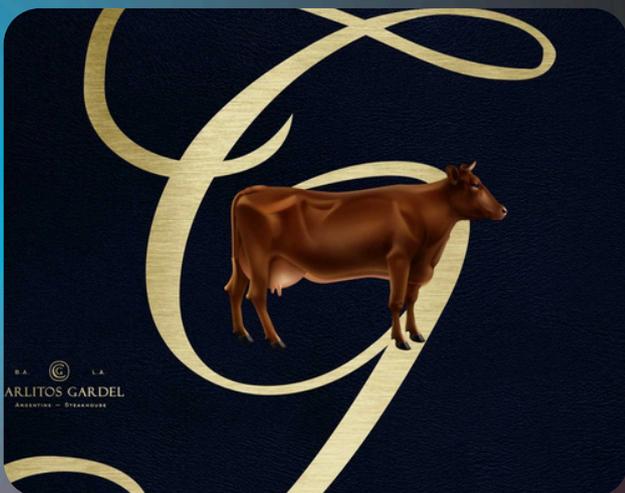
Entrant:

TUX Creative House

Client:

W Hotels

Carlitos Gardel "Unforgivable Sin"



Category:

Audio/Radio Campaign - Local

Entrant:

Team One

Client:

Carlitos Gardel Argentine
Steakhouse

The Standard of Amazing



Category:

Television Advertising -
Regional/National - Campaign

Entrant:

Walton Isaacson

Client:

Lexus

Lexus Untouchable



Category:

Television Advertising -
Regional/National -
Single Spot (Up to 2:00)

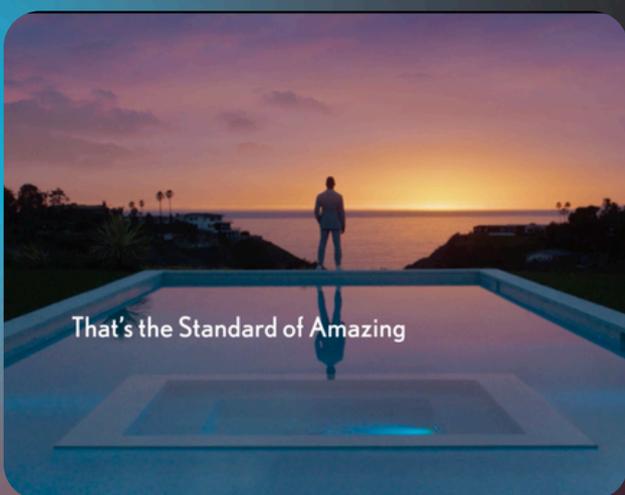
Entrant:

Team One

Client:

Lexus

The Standard of Amazing



Category:

Television Advertising -
Regional/National -
Single Spot (Up to 2:00)

Entrant:

Walton Isaacson

Client:

Lexus

The Fantastic Four Vintage Ads



Category:

Social Media Campaign

Entrant:

MACH27

Client:

The Walt Disney Company

Lexus "Over the Years"



Category:

Television Advertising -
Regional/National -
Single Spot (Up to 2:00)

Entrant:

Team One

Client:

Lexus

Play Beauty



Category:

Social Media Campaign

Entrant:

Adolescent Content

Client:

Ipsy

9-1-1 DOOH Times Square Billboard



Category:

Out-of-Home & Ambient Media -
Animated/Video Boards

Entrant:

MACH27

Client:

ABC

Team One One-derland Workshop



Category:

Industry Self-Promotion -
Online/Interactive/Virtual Reality

Entrant:

Team One

Client:

Team One

Team One One-derland Workshop



Category:

Industry Self-Promotion - Direct
Marketing & Specialty Advertising

Entrant:

Team One

Client:

Team One

Meet Your Match



Category:

Music With Lyrics - Single

Entrant:

ZipRecruiter

Client:

ZipRecruiter

Metabo HPT "Bring Back Shop Class"



Category:

Internet Commercial - Single Spot
(Any Length)

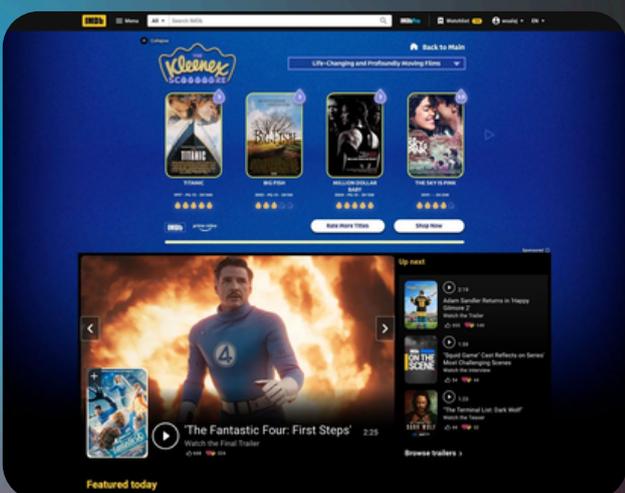
Entrant:

Team One

Client:

Metabo HPT

The Kleenex Score



Category:

Web Banner Ad or Website
Takeover

Entrant:

IMDb

Client:

Kleenex

Team One One-derland Workshop



Category:

Industry Self-Promotion - Special Event Materials

Entrant:

Team One

Client:

Team One

Big Financial Friend - Opus



Category:

Her Award

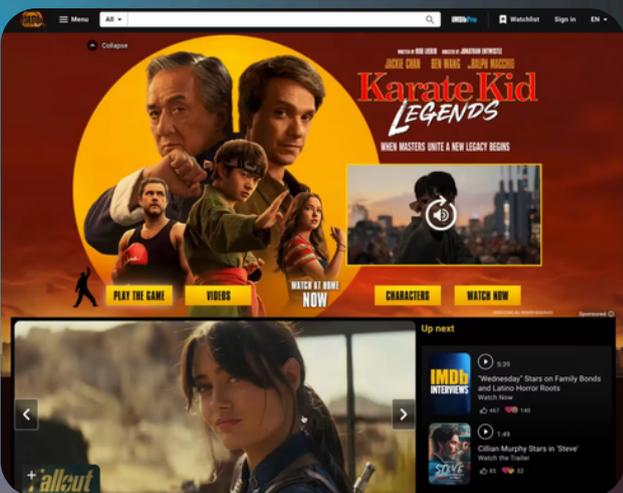
Entrant:

Mike Teevee

Client:

Experian

Karate Kid: Legends Title Page



Category:

Web Banner Ad or Website Takeover

Entrant:

IMDb

Client:

Sony

Play Beauty



Category:

Integrated Consumer Campaign -
Regional/National

Entrant:

Adolescent Content

Client:

Ipsy

Play Beauty



Category:

Integrated Branded Content
Campaign

Entrant:

Adolescent Content

Client:

Ipsy

Honorable Mentions

Meet Your Match

Category: Television

Advertising -

Regional/National -

Campaign

Entrant: ZipRecruiter

Client: ZipRecruiter

Celebrating 20 Years of Google Maps

Category: Logo Design

Entrant: Hook

Client: Google

John Eric Home & Lifestyle Magazine

Category: Industry Self-

Promotion - Magazine Self-

Promotion - Single Unit

(Any Size)

Entrant: QM Design Group

Client: John Eric Home &

Lifestyle Magazine

Halloween Horror Nights Campaign

Category: Out-of-Home &

Ambient Media - Single

Installation

Entrant: Universal Studios

Hollywood

Client: Universal Studios

Hollywood / Popcorn

Creative

The Fantastic Four 4/4 Hero Key Art

Category: Out-of-Home &

Ambient Media - Poster -

Single Unit

Entrant: MACH27

Client: The Walt Disney

Company

Grace Creative Rebrand

Category: Industry Self-

Promotion - Integrated

Media Campaign

Entrant: Grace Creative

Client: Grace Creative

Halloween Horror Nights Campaign

Category: Social Media

Campaign

Entrant: Universal Studios

Hollywood

Client: Universal Studios

Hollywood / Popcorn

Creative

Adolescent Content x Ipsy: NAMES

Category: Online Branded

Content & Entertainment -

Single Spot (:60 seconds

or less)

Entrant: Adolescent

Content

Client: Ipsy

Meet Your Match

Category: Audio/Radio

Campaign -

Regional/National - Single

Spot (Over :30 seconds)

Entrant: ZipRecruiter

Client: ZipRecruiter

Play Beauty

Category: Online Branded

Content & Entertainment -

Single Spot (:60 seconds or

less)

Entrant: Adolescent

Content

Client: Ipsy

2025 Academy Awards Hero+Teaser Art

Category: Out-of-Home &

Ambient Media - Poster -

Campaign

Entrant: MACH27

Client: ABC

Make It American

Category: Internet

Commercial - Single Spot

(Any Length)

Entrant: Journeymen

Studios

Client: Master Control

Systems

Honorable Mentions

Sabor

Quesorprende

CheezIt

Category: The Culture Award

Entrant: CIEN+

Client: Kellanova

Miele Unlocked

Category: Out-of-Home & Ambient Media - Event

Entrant: Lupine Creative

Client: Miele

Unlock the

Superpower

Category: Television Advertising -

Regional/National - Campaign

Entrant: Saatva

Client: Saatva

LG Launderette of Love

Category: Out-of-Home & Ambient Media - Single Installation

Entrant: Lupine Creative

Client: LG USA

LG Transparent Conversations

Category: Podcast Campaign

Entrant: Lupine Creative

Client: LG USA

Team USA

Category: Microsites

Entrant: Saatva

Client: Saatva

Universal Fan Fest Nights Campaign

Category: The Avant-Garde Award

Entrant: Universal Studios Hollywood

Client: Universal Studios Hollywood / Popcorn Creative

Age is NOT Just a Number Campaign

Category: Integrated Media Public Service Campaign

Entrant: Grace Creative

Client: Grace Creative & Roar Forward

Just Say Hello

#LAFORAll Campaign

Category: The Culture Award

Entrant: LA Civil Rights

Client: LA Civil Rights

Saatva Catalog

Category: Sales Promotion - Catalog

Entrant: Saatva

Client: Saatva

Lemons

Category: Internet Commercial - Single Spot (Any Length)

Entrant: Ela Road Films

Client: Maison Huis

Make It American

Category: Audio/Visual Sales Presentation

Entrant: Journeymen Studios

Client: Master Control Systems

Honorable Mentions

Filmed for IMAX

Category: Audio/Radio Campaign - Regional/National - Campaign

Entrant: IMAX

Client: IMAX

Halloween Horror Nights Campaign

Category: Internet Commercial - Campaign
Entrant: Universal Studios Hollywood

Client: Universal Studios Hollywood / Popcorn Creative

Universal Fan Fest Nights Campaign

Category: Out-of-Home & Ambient Media - Outdoor Board - Single Unit

Entrant: Universal Studios Hollywood

Client: Universal Studios Hollywood / Popcorn Creative

Universal Fan Fest Nights Campaign

Category: Magazine Advertising - Full Page Or Less

Entrant: Universal Studios Hollywood

Client: Universal Studios Hollywood / Popcorn Creative

Universal Fan Fest Nights Campaign

Category: Social Media Campaign

Entrant: Universal Studios Hollywood

Client: Universal Studios Hollywood / Popcorn Creative

Golden Door SEEN Campaign

Category: Integrated Consumer Campaign - Regional/National

Entrant: Grace Creative

Client: Golden Door

Arroyo Grande Tourism Campaign

Category: Integrated Consumer Campaign - Regional/National

Entrant: Commune Communication

Client: Visit Arroyo Grande

Pressure

Category: Internet Commercial - Single Spot (Any Length)

Entrant: Saatva

Client: Saatva

AMERICAN ADVERTISING AWARDS

ADDY Winners

2026 STUDENT WINNERS

Best of Show

LEVI'S - LIBRE



Category:

Integrated Campaign -
Consumer Campaign

School:

ArtCenter College of Design

Student:

Gagandeep Singh Gill

Winner

Student Gold Award Winners

DMV Mobile App | Always Here



Category:

Television Advertising - Single

School:

ArtCenter College of Design

Student:

Haohan Ding

Rooting for Her



Category:

Integrated Campaign - Consumer Campaign

School:

California Lutheran University

Student:

Liam Flenniken

Levi's - Libre



Category:

Integrated Campaign - Consumer Campaign

School:

ArtCenter College of Design

Student:

Gagandeep Singh Gill

Student Gold Award Winners

Stranger Things Title Sequence



Category:

Animation or Special Effects

School:

LA Film School

Student:

Phem Chaney

IKEA - Rooms



Category:

Television Advertising - Single

School:

ArtCenter College of Design

Student:

Daria Maximova

IKEA - Rooms



Category:

Television Advertising - Campaign

School:

ArtCenter College of Design

Student:

Daria Maximova

Student Gold Award Winners

Sly Fox Package Design



Category:

Packaging

School:

LA Film School

Student:

Phem Chaney

Student Silver Award Winners

FedEx - Mosquito



Category:

Television Advertising - Single

School:

ArtCenter College of Design

Student:

Daria Maximova

Voraz



Category:

Cinematography - Single

School:

University of Southern California

Student:

Franklin Lam

Kodak - Gearhead



Category:

Television Advertising - Single

School:

ArtCenter College of Design

Student:

Gagandeep Singh Gill

Student Silver Award Winners

One City. One Game.



Category:

Social Media - Single Execution

School:

University of Southern California

Student:

Franklin Lam

Voraz



Category:

Television Advertising - Single

School:

University of Southern California

Student:

Franklin Lam

One City. One Game.



Category:

Television Advertising - Single

School:

University of Southern California

Student:

Franklin Lam

Honorable Mentions

Corey Iltzsch Personal Brand Logo

Category: Logo Design
School: LA Film School
Student: Corey Iltzsch

Got Zcake Logo

Category: Logo Design
School: LA Film School
Student: Jennifer Yang

Personal Brand Identity

Category: Logo Design
School: LA Film School
Student: Elitza Totkova

Iron Mike Streaming Package

Category: Social Media
Campaign
School: LA Film School
Student: Ryan "Dotzy"
Adler

Boba Bliss Brand Identity Campaign

Category: Integrated
Brand Identity Campaign
School: LA Film School
Student: Jennifer Yang

Bose Advertisement

Category: Magazine
Advertising - Single (Full
Page or Less)
School: LA Film School
Student: Phem Chaney

Personal Brand Identity

Category: Logo Design
School: LA Film School
Student: Phem Chaney

KapeTayo Coffee Logo

Category: Logo Design
School: LA Film School
Student: Phem Chaney

About AAF Los Angeles

The American Advertising Federation of Los Angeles (AAF Los Angeles) was established in 2023 to unify the Los Angeles advertising community, with a focus on diversity and young professional development, led by our committed Board of Directors & Advisors.

We are committed to our mission, to protect and promote the wellbeing of the advertising industry through our government relationships, to provide thought leadership to our members through innovative programming, to attract top talent by supporting and growing future industry leaders via our affiliation with Ad 2 SoCal, to foster diversity in advertising, and to honor advertising excellence.

We're a proud member of the American Advertising Federation (AAF). Headquartered in Washington, DC, the AAF is the "Unifying Voice for Advertising," with 140+ local clubs across the U.S. representing over 35,000 advertising professionals, connecting and leading the industry. AAF helps more than 4,000 student members kickstart their careers within a 200+ college chapter network with an array of student programs.

Become a member at AAFLosAngeles.org/join

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