



THE  OF

A KALEIDOSCOPE OF CHAOS & CONNECTION



THE OF FLUX

A KALEIDOSCOPE OF CHAOS & CONNECTION

We used to think our industry changed fast.

Ha.

Welcome to our new way of life

where the shifting never stops.

Robots. Socials. Endless creation platforms.

New voices. Surreal. Spinning.

Our question is always this:

what can we make of it?

We look on with optimism because we are the innovation.

We are the ones who find the

alignment and the breakthroughs.

Imaginative and celebratory is the lens

through which we eternally gaze

Seeing colors where others don't.

As a creative community, we are kaleidoscopes

within this big, wild kaleidoscope world.

We live the shift

chasing that beautiful, eerie eclipse moment when everything

just

aligns.

It only happens every once in a while.

And no one else can appreciate it like a fellow creative.

So tonight, just tonight,

Everything stops

We peer with wonder at what we've created

and we drink it all in.



AMERICAN
ADVERTISING
AWARDS



Ad Club

CINCINNATI

BOARD OF DIRECTORS

AdClub Cincinnati | 2024–2025

Katy Martinez, Grey Midwest – President

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Greg Livingston, Curiosity – Treasurer

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Jeff Eberlein, Brand It For Good – Student Engagement

Jocile Ehrlich, Better Business Bureau – Board Advisor, Governance

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April Koenig, Creatives on Call – Membership

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Grey Midwest
Curiosity

GOLD

MRA Production Services
Wood Herron and Evans

SILVER

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PPS Group
Brandience
Harris Media
E.W. Scripps
Kroger

Dean Houston
NGF
Olberding Brand Family
2060 Digital
Lightborne Oodle Polymath
Graphic Village

FROM THE PRESIDENT:

Dear Fellow Creative Leaders,

This past year, your imagination, resilience, and passion for the craft have been nothing short of inspiring. As we gather to celebrate the 2025 ADDYs, we are reminded that great ideas don't just tell stories—they shape our world. Despite obstacles and challenges, you, the heartbeat of Cincinnati's advertising and marketing community, have continued to push boundaries, create unforgettable work, and elevate the art of communication.

Tonight, we celebrate not just the work but the vibrant community that makes it all possible—our talented entrants, insightful judges, dedicated members, generous sponsors, and steadfast supporters. You are the driving force behind the Greater Cincinnati creative spirit, and AdClub is proud to stand beside you.

We extend our deepest gratitude to our individual and corporate members, as well as our incredible sponsors. Your continued partnership, involvement, and support make this organization possible. Because of you, we can provide access to resources, mentorship, and opportunities that help our creative community thrive.

At the Cincinnati AdClub, we remain committed to elevating our programming—bringing you relevant content, meaningful connections, and opportunities that enrich your career. This is a value our members have come to rely on, and we will continue to deliver.

Let's continue to be a force of opportunity and resilience, as we, together, nurture and develop our collective creative community, curating a better, more beautiful tomorrow.

Creatively Yours,

Katy Martinez
President, AdClub Cincinnati





ADDY JUDGES

EDDIE SUN

Creative Lead,
Advertising | GoDaddy

He is a multifaceted creative with a strong design background and a passion for making. With over 15 years of experience in the industry, he has worked in both US and international markets across a wide range of sectors, including consumer packaged goods, home care, SAS, food and beverage, and more. Prior to joining GoDaddy, he refined his expertise at leading agencies, focusing on user interface design and digital campaigns for countless products found in homes everywhere.

COLLEEN MEEHAN

Creative Director - CoLab

A prolific and perception writer, Colleen's super-power is her ability to project herself into her consumer's mindset. Listening to and processing what people say and do is fast-track to breakthrough work. Her career includes long stints at Grey and Havas, working on all sorts of products from Sargento to Cover Girl to Downy. Her unique experience in skincare, both in the beauty and pharma arenas, led to a year-long yet fruitful stint at FCB Health where she helmed the launch of Litfulo, the Pfizer alopecia areata treatment

RON CASTILLO

Creative Director

As an award-winning creative and strategic leader, my talents have contributed to the success of many Fortune 500 accounts, including Marriott, TJMaxx, MaybellineNY, L'Oreal, RedLobster, Olive Garden, Advil/Pfizer, 3M, Allergan, Kmart, Bridgestone/Firestone, Ethan Allen, General Mills, Playtex, Procter & Gamble among many. In addition to leading large teams, Ron has participated in client-facing efforts with Grey Global which resulted in over \$80MM in new and organic growth. Other agency experience includes creative directorships at Saatchi & Saatchi Worldwide, McCann Erickson, and Young & Rubicam.

TOM O'BRIEN

Managing Partner, Lovebite
S.L. Spain

Tom O'Brien is a global advertising executive and managing partner of the international creative agency, Lovebite S.L., in Barcelona, Spain. He has helped develop iconic brands for many of the world's most demanding marketers like Unilever, Procter & Gamble, Burger King, Mattel and Coca-Cola. He was Global Business Director at LOLA MullenLowe's Madrid office and before that, he was Global Executive Vice President and head of operations for Europe at WPP's GREY group. With GREY, Tom held international account management & strategic positions in New York, Mexico City, Brussels, Paris and Madrid. Tom began his career in New York and Boston at McCann and Hill, Holliday. He will always be a New Jersey shore boy at heart, but he is completely "enganchado" by life in Spain where he has made his home for the last 20 years

JAN ZISLIN

Executive Producer, Havas

Producing is my passion, my craft, my life. Throughout my career as an Executive Producer and Producer, I've managed numerous clients, including UPMC (University of Pittsburgh Medical Center), Pfizer, Domino's Pizza, 3M, GSK, Eli Lilly, ConAgra, Kraft Foods, Unilever, Boehringer Ingelheim, Procter & Gamble, Darden Restaurants, Parker Brothers, and Kmart. My deep industry and institutional knowledge, coupled with my ability to deliver complex projects on time and on budget while maintaining each project's creative integrity, makes me a "go to" producer among my peers and clients.

SPECIAL THANKS TO:

RUTTLE DESIGN GROUP

Andy Ruttle
Amy Kletz
Qiana Graham
Trina Olsen
Kevin Passmore
Chris Long
Tone Branson, VO
Artist
Allison Wesdorp

ANNUAL SPONSORS:

Office Key
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Support Services

THE PPS GROUP

Dave Dittgen
David Phillippi
Ben Mayer

THE BOARD OF DIRECTORS

AdClub Cincinnati

GRAPHIC VILLAGE

Mark Weinstein

ANNUAL GOLD SPONSOR

Wood Herron & Evans

AMERICAN ADVERTISING AWARDS

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting nearly 35,000 entries each year in local American Advertising Federation competitions.

The AAF's annual local tier is the first of a three-tier, national competition. Concurrently, across the country, local entrants vie to receive an ADDY Award—recognition as the very best in their market. At the second tier, local winners compete against winners from other local clubs in one of 15 district competitions. District winners are then forwarded to the third tier, the national stage of the American Advertising Awards.

Entering the American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in the art of advertising.



2025

SILVER

WINNERS



2025 SILVER WINNERS



Curiosity

Dude Wipes Back 2 School Radio

Advertiser: **Dude Wipes**

Film, Video, & Sound > Audio/Radio
Advertising > O30 - Audio/Radio Advertising
- Regional/National > O30A - Single Spot :30
seconds or less

Credits:

Jeff Warman, Chief Creative Officer

Matt Cragolin, Group Creative Director

Pam Fraser, Creative Director

Kelly Kinane, VP Client Partnership

Leah Zimmer, Associate Director, Client
Partnership

Maya Stoffer, Associate Project Manager

Mandy Russell, Program Supervisor

Tricia Wolfer, Director Direct Partnerships

DUDE WIPES

A Grade-A Clean Booty

Studies show that students with good hygiene perform better academically, so we created a fun little rhyming radio spot to remind moms to send their college kids Back 2 School with a confident clean. After all, clean B's get degrees.

ANNCR:
*Attention all moms with college-bound kids:
When you're doing their laundry, are you noticing skids?
And when they leave home, how certain are you,
That their b-holes are clean and not riddled with poo?
Have you made your best effort to fulfill your duty,
Of sending them off with a Grade-A clean booty?
Send 'em with DUDE Wipes, and they'll surely advance,
To the top of the Dean's List for Clean Underpants!
No stank in their tank, In their undies, no brown.
Cuz wet things clean better than dry things, pants down.*

Harris Media Co

When We Got the Call

Advertiser: **LifeCenter Organ Donor Network**

Corporate Social Responsibility > Film, Video & Sound > 075 - Corporate Social Responsibility
Film, Video & Sound

Credits:

Rudy Harris, Director

Lindsey Hopkins, Editor

Shane Harrison, Director of Photography

Lindsey Brunner, Executive Producer

Siri Imani, Writer + Spoken Word Artist



Harris Media Co

This Little Light

Advertiser: **NewPath Child and Family Solutions**

Elements of Advertising > Sound > 057 - Music > 057B - Music With Lyrics—Single

Credits:

Rudy Harris, Director

Ryan Neltner, Creative Director

Lindsey Hopkins, Editor, Colorist, and VFX

Jake Motz, Producer

Shane Harrison, Production Coordinator



Content House

Gillette - Right vs. Left Armpit
Advertiser: **Gillette Deodorant**

Film, Video, & Sound > Audio/Radio Advertising > 030 - Audio/Radio Advertising – Regional/National > 030C - Campaign

Credits:

Will Adam, Executive Creative Director



Curiosity

Dingle Bells Audio Spot
Advertiser: **Dude Wipes**

Film, Video, & Sound > Audio/Radio Advertising > 030 - Audio/Radio Advertising – Regional/National > 030A - Single Spot :30 seconds or less

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Laura Matthews, VP Client Partnership
Leah Zimmer, Associate Director, Client Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tate Webb, Editor
Play Audio, Audio

DUDE WIPES

DINGLE BELLS

SING
*Passing through the hole
Of a two-checked derrière,
Poop came rushing out,
Followed by warm air,
Wiped with dry T.P.
Thought that would suffice,
Checked my undies later
and was taken by surprise, Oh!*

*Dingle Bells! What's that smell?
Boaty's stinkin' ripe!
Time to wet-wash my rear-end
with an extra-large DUDE Wipe!*

ANNCE
DUDE Wipes. Best clean, pants down.

Grey Midwest

Hoffman, Hoffman, Hoffman & Hoffman
Advertiser: **PracticePanther**

Elements of Advertising > Visual > 053 - Art
Direction > 053A - Art Direction—Single

Credits:

Adam Kahn, Chief Creative Officer
Christopher Reintz, Chief Client Officer
Kathy Liu, Chief Strategy Officer
Peter Herbert, Associate Creative Director
Mark Van Patten, Associate Creative Director
Lindsey Mai, Sr. Project Manager
Gabriel Schmitt, Global Chief Creative Officer
Diego Medvedocky, Global Creative Partner
Maru Sokolowski, Global Head of Creative Excellence
Thiago Cruz, Chief Creative Officer
James McPherson, Chief Production Officer
Sheri Lutz, VP/Head of Production Operations
Tim Hamilton, Director
Karen Tameanko, Executive Producer
David Cea, Editor
Ryan Spalazzi, SVP/Head of Creative Content
Rick Hoffman, Principal Talent
Mayowa Oyebadejo, VP of Marketing
Sam Alkoubey, Director of Sales



Curiosity

Dude Wipes Super Bowl Radio
Advertiser: **Dude Wipes**

Film, Video, & Sound > Audio/Radio
Advertising > 030 - Audio/Radio Advertising
– Regional/National > 030A - Single Spot :30
seconds or less

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Kelly Kinane, VP Client Partnership
Leah Zimmer, Associate Director Client Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tricia Wolfer, Director Direct Partnerships

DUDE WIPES

SUPER BOWL MONDAY

During the 2024 Super Bowl, Americans ate 88 million pounds of cheese. That kind of consumption needs DUDE Wipes. Especially the day after. We reminded people of that fact with this cheesy radio spot.

ANNCR
*The game was fun, the food was yum,
But tomorrow it's all coming out of your bum!*

*Hot wings and pizza and cheese sticks and dips,
Poppers with peños and chili with chips,
Cornbread and corn dogs and corn fritters, too.
All of it's heading straight for your wazool!*

*But lucky for you... you smarty-pants, you...
You stocked up on DUDE Wipes like you always do.
So now you're prepared for your big number 2,
And the 2 after that, and the next two 2's, too!*

*For day-after dumps, we don't dare mess around.
We get extra-large DUDE Wipes
for the Best Clean, Pants Down!*

Curiosity

Shiny Hiney Christmas Audio Camp.
Advertiser: **Dude Wipes**

Film, Video, & Sound > Audio/Radio
Advertising > 030 - Audio/Radio Advertising –
Regional/National > 030C - Campaign

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Laura Matthews, VP Client Partnership
Leah Zimmer, Associate Director, Client
Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tate Webb, Editor
Play Audio, Audio



DUDE WIPES

SHINY HINEY AUDIO

Christmas miracles don't just happen.
Sometimes you have to create them yourself.

Behold! Three holiday instant cl-ASS-ics:
"Up in your Bum-hole"
"Dingle Bells" and
"Deck the Stalls"

The image shows several packages of Dude Wipes (Flushable Wipes and Dingle Bells) arranged on a surface with Christmas decorations like lights and ornaments. The text 'Shiny Hiney Christmas' is overlaid on the image.


Curiosity

Up in Your Bumhole Audio Spot
Advertiser: **Dude Wipes**

Elements of Advertising > Copywriting > 048
- Copywriting

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Laura Matthews, VP Client Partnership
Leah Zimmer, Associate Director, Client
Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tate Webb, Editor
Play Audio, Audio



DUDE WIPES

UP IN YOUR BUM-HOLE

SUNG

*Up in your bum-hole, funky smell,
Must've not wiped very well,
Itchy, scratchy, booty's ripe,
Should have used a wet DUDE Wipe.*

*My oh my, wet beats dry,
Thigh to thigh, wet beats dry,
Dingleberries, R.I.P!
DUDE Wipes clean better than dry TP.*

ANNCR
DUDE Wipes. Best clean, pants down.

The image shows several packages of Dude Wipes (Flushable Wipes and Dingle Bells) arranged on a surface with Christmas decorations like lights and ornaments. The text 'Shiny Hiney Christmas' is overlaid on the image.

Harris Media Co

When We Got the Call

Advertiser: **LifeCenter Organ Donor Network**

Elements of Advertising > Film & Video > 056
- Video Editing

Credits:

Rudy Harris, Director

Lindsey Hopkins, Editor

Shane Harrison, Director of Photography

Lindsey Brunner, Executive Producer

Siri Imani, Writer + Spoken Word Artist



Harris Media Co

This Little Light

Advertiser: **NewPath Child and Family Solutions**

Film, Video, & Sound > Branded Content & Entertainment > 038 - Branded Content & Entertainment – Non-Broadcast

Credits:

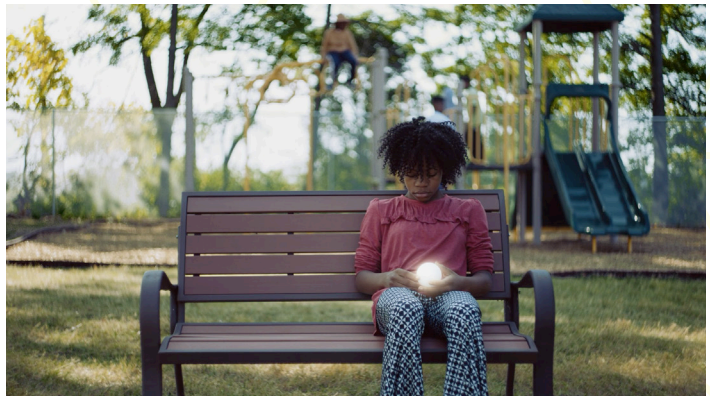
Rudy Harris, Director

Ryan Neltner, Creative Director

Lindsey Hopkins, Editor, Colorist, and VFX

Jake Motz, Producer

Shane Harrison, Production Coordinator



Kroger

Tiny Kitchen

Advertiser: **Kroger**

Online/Interactive > Social Media > 022 -
Social Media > 022B - Campaign

Credits:

Leroy Groh, Executive Creative Director
Emily Howard, Social Media Lead
David Rhodenbaugh, Copy Director
Emmalee Smith, Social Media Specialist
Stephanie Weingartner, Creative Director
Howard Kennedy, Senior Producer



Curiosity


Up in Your Bumhole Audio Spot

Advertiser: **Dude Wipes**

Film, Video, & Sound > Audio/Radio
Advertising > 030 - Audio/Radio Advertising
– Regional/National > 030A - Single Spot :30
seconds or less

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragolin, Group Creative Director
Pam Fraser, Creative Director
Laura Matthews, VP Client Partnership
Leah Zimmer, Associate Director, Client
Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tate Webb, Editor
Play Audio, Audio



DUDE WIPES

UP IN YOUR BUM-HOLE

SUNG:
*Up in your bum-hole, funky smell,
Must've not wiped very well,
Itchy, scratchy, booty's ripe,
Should have used a wet DUDE Wipe.*

*My oh my, wet beats dry,
Thigh to thigh, wet beats dry,
Dingleberries, R.I.P!
DUDE Wipes clean better than dry TP.*

ANNCR:
DUDE Wipes. Best clean, pants down.


Curiosity

Deck the Stalls Audio Spot Advertiser: Dude Wipes

Film, Video, & Sound > Audio/Radio
Advertising > 030 - Audio/Radio Advertising
– Regional/National > 030A - Single Spot :30
seconds or less

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Laura Matthews, VP Client Partnership
Leah Zimmer, Associate Director, Client
Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tate Webb, Editor
Play Audio, Audio



DUDE WIPES

DECK THE STALLS

SING:
*Deck the stalls with X-L DUDE Wipes,
Fa fa fa fa fart, Sha sha sha short.*

*Clean your booty without wipe gripes,
Extra large and wet, DUDE Wipes we heart.*

*T-P leaves your b-hole ouchy,
Ouch ouch ouch, ouch ouch ouch, TP bad!*

*DUDE Wipes make you feel less grouchy.
When your butt is clean, you can't be mad.*

ANNOR:
DUDE Wipes. Best clean, pants down.

PLAY Audio Agency

PLAY IT: Doscher's Candies Advertiser: PLAY Audio Agency

Advertising/Media Industry Self-Promotion
> Film, Video & Sound > 102 - Advertising
Industry Self-Promotion Film, Video & Sound

Credits:

Dan Carruthers, CEO & Executive Producer
Ann Driscoll, Project Director
Drew Marcum, Composer & Sound Design
Adam Pleiman, Creative Director
Brian Jasin, Videographer



Curiosity

Dingle Bells Audio Spot
Advertiser: **Dude Wipes**

Elements of Advertising > Copywriting > 048
- Copywriting

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Laura Matthews, VP Client Partnership
Leah Zimmer, Associate Director, Client Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tate Webb, Editor
Play Audio, Audio



DUDE WIPES

DINGLE BELLS

SUNG

*Passing through the hole
Of a two-cheeked derrière,
Poop came rushing out,
Followed by warm air.
Wiped with dry T.P.
Thought that would suffice.
Checked my undies later
and was taken by surprise, Oh!*

*Dingle Bells! What's that smell?
Boaty's slinkin' 'n' ripe!
Time to wet-wash my rear-end
with an extra-large DUDE Wipe!*

ANNICE

DUDE Wipes. Best clean, pants down.

OddBeast

AdClub – Addys 2024 Opening Film
Advertiser: **AdClub Cincinnati**

Film, Video, & Sound > Online Film, Video, and
Sound > 033 - Internet Commercial > 033A -
Single Spot – Any Length

Credits:

Kevin Gautraud, Director and Animation
Michael Brookbank, Senior Producer
Liam Conway, Animator
Play Audio Agency, Sound Design



Kroger

This Is Zero Hunger | Zero Waste
Advertiser: Kroger

Corporate Social Responsibility > Film, Video & Sound > 075 - Corporate Social Responsibility
Film, Video & Sound

Credits:

Leroy Groh, Executive Creative Director
Chris Willig, Director/Producer
Dan Roark, Cinematographer
Andrew Brown, Cinematographer
Matt Holwick, Cinematographer
Matt Wade, Assistant Camera
Jonathan Marasco, Editor
Tanner Segbers, Field Audio
Nick Donnelly, Music
Kate Mosure, Assistant Brand Manager
Karrie Pukstas, Senior Brand Manager
Jonathan Adams, Art Director
Emily Keough, Copy Director
Lauren Wolverton, Production Director
Lea Artz, Senior Producer
Chris Rice, Creative Director
Julie Pattersonholland, Head of Production



Harris Media Co

This Little Light
Advertiser: NewPath Child and Family Solutions
Elements of Advertising > Film & Video > 056 - Video Editing

Credits:

Rudy Harris, Director
Ryan Neltner, Creative Director
Lindsey Hopkins, Editor, Colorist, and VFX
Jake Motz, Producer
Shane Harrison, Production Coordinator



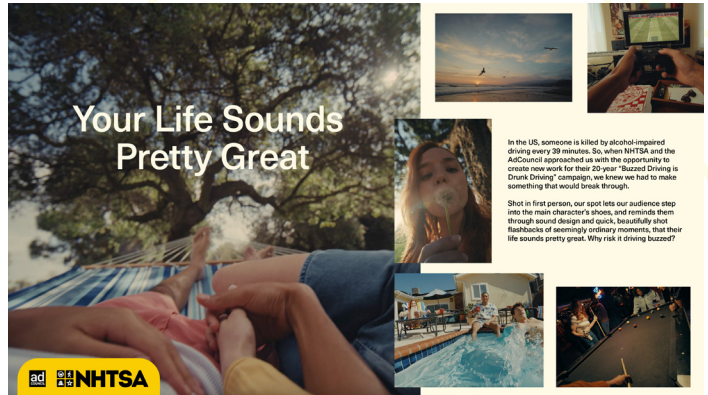
Curiosity

Buzzed Driving is Drunk Driving
Advertiser: **NHTSA & Ad Council**

Public Service > Film, Video & Sound > 088 -
Public Service Campaign

Credits:

Jeff Warman, Chief Creative Officer
Jane Manchester, Creative Director
Pam Fraser, Creative Director
Stefanie Spiegel, Producer
Sam Huerkamp, Director, Client Partnership
Daniel Patton, Client Partnership
Jane Tsivitse, Director Program Management
Matt Bieler, Director
Magna Studios, Production
Barking Owl - Elizabeth McClanahan, Sound Design



Harris Media Co

Our City Saves Lives
Advertiser: **LifeCenter Organ Donor Network**

Public Service > Film, Video & Sound > 088 -
Public Service Campaign

Credits:

Shane Harrison, Director/Director of Photography
Max Vanden Enyden, Editor
Lindsey Brunner, Executive Producer
Jake Motz, Producer



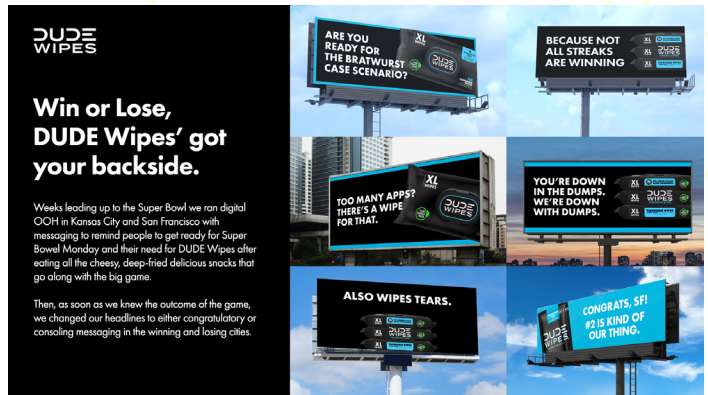
Curiosity

Dude Wipes Super Bowl OOH
Advertiser: **Dude Wipes**

Out-of-Home & Ambient Media > Out-of-Home > 019 - Outdoor Board > 019D - Outdoor Board Campaign

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Kelly Kinane, VP Client Partnership
Leah Zimmer, Associate Director, Client Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tricia Wolfer, Director Direct Partnerships



Harris Media Co

Care Is Real
Advertiser: **Kroger**

Film, Video, & Sound > Branded Content & Entertainment > 039 - Branded Content & Entertainment Campaign

Credits:

Colleen Lindholz, President, Kroger Health
Jane Dierkers, Senior Brand Innovation Manager
Yvonne Starkey-Posey, Senior Brand Manager
Andrew Yunker, Brand Building Coordinator
Emily Howard, Social Lead, Kroger
Emmalee Smith, Social Media Specialist
Leroy Groh, Executive Creative Director
Raymond Elfers, Creative Director
Chris Flanary, Art Director
Jonathan Adams, Art Director
Emily Keough, Copy Director
Adam Easterling, Copywriter
Lauren Wolverton, Production Director
Maureen Nelson, Senior Producer
Brent Faria, Creative Coordinator
Rudy Harris, Director
Ryan Neltner, Creative Director
Lindsey Brunner, Executive Producer
Lindsey Hopkins, Editor



Content House

Secret Deodorant Olympic Rugby Team
Advertiser: **Secret Deodorant**

Film, Video, & Sound > Branded Content & Entertainment > 039 - Branded Content & Entertainment Campaign

Credits:

Will Adam, Executive Creative Director



Black Tent, LLC

Hózhó (Walking in Beauty)
Advertiser: **Procter & Gamble**

Elements of Advertising > Film & Video > 056
- Video Editing

Credits:

Steve Kirschner, Creative Director

Flint Wenstrup, Director of Photography

Adam Kirk, Cinematographer

Stacie Whitaker, Producer



Harris Media Co

Care Is Real

Advertiser: **Kroger**

Film, Video, & Sound > Online Film, Video, and Sound > 035 - Webisode(s) > 035B - Series

Credits:

Colleen Lindholz, President, Kroger Health

Jane Dierkers, Senior Brand Innovation Manager

Yvonne Starkey-Posey, Senior Brand Manager

Andrew Yunker, Brand Building Coordinator

Emily Howard, Social Lead, Kroger

Emmalee Smith, Social Media Specialist

Leroy Groh, Executive Creative Director

Raymond Elfers, Creative Director

Chris Flanary, Art Director

Jonathan Adams, Art Director

Emily Keough, Copy Director

Adam Easterling, Copywriter

Lauren Wolverton, Production Director

Maureen Nelson, Senior Producer

Brent Faria, Creative Coordinator

Rudy Harris, Director

Ryan Neltner, Creative Director

Lindsey Brunner, Executive Producer

Lindsey Hopkins, Editor



Harris Media Co

This Little Light

Advertiser: **NewPath Child and Family Solutions**

Elements of Advertising > Film & Video > 054
- Cinematography > 054A - Cinematography—
Single

Credits:

Rudy Harris, Director

Ryan Neltner, Creative Director

Lindsey Hopkins, Editor, Colorist, and VFX

Jake Motz, Producer

Shane Harrison, Production Coordinator





2025

GOLD

WINNERS



2025

GOLD
WINNERS



Grey Midwest

Hoffman, Hoffman, Hoffman & Hoffman

Advertiser: **PracticePanther**

Film, Video, & Sound > Online Film, Video, and Sound > 033 - Internet Commercial > 033A - Single Spot - Any Length

Credits:

Adam Kahn, Chief Creative Officer

Christopher Reintz, Chief Client Officer

Kathy Liu, Chief Strategy Officer

Peter Herbert, Associate Creative Director

Mark Van Patten, Associate Creative Director

Lindsey Mai, Sr. Project Manager

Gabriel Schmitt, Global Chief Creative Officer

Diego Medvedocky, Global Creative Partner

Maru Sokolowski, Global Head of Creative Excellence

Thiago Cruz, Chief Creative Officer

James McPherson, Chief Production Officer

Sheri Lutz, VP/Head of Production Operations

Tim Hamilton, Director

Karen Tameanko, Executive Producer

David Cea, Editor

Ryan Spalazzi, SVP/Head of Creative Content

Rick Hoffman, Principal Talent

Mayowa Oyebadejo, VP of Marketing

Sam Alkoubey, Director of Sales



Lightborne

BLINK Music Hall: The Elision

Advertiser: **Cincinnati USA Regional Chamber**

Out-of-Home & Ambient Media > Ambient
Media > 017 - Events > 017A - Single Event

Credits:

Ryan McAllister, Executive Creative Director
Jared Ziegler, Senior Designer/Animator
Rob Engel, Senior Designer/Animator
Lee Hoffman, Senior Designer/Technical Director
Andy Erb, Designer/Animator
Bryan Johnson, Designer/Animator
Austin Wydra, Designer/Animator
Cincinnati Symphony Orchestra, Original
Musical Composition
Kayla Josey, Lead Music Producer
Austin Winters, Producer



Grey Midwest

Hoffman, Hoffman, Hoffman & Hoffman

Advertiser: **PracticePanther**

Elements of Advertising > Copywriting > 048
- Copywriting

Credits:

Adam Kahn, Chief Creative Officer
Christopher Reintz, Chief Client Officer
Kathy Liu, Chief Strategy Officer
Peter Herbert, Associate Creative Director
Mark Van Patten, Associate Creative Director
Lindsey Mai, Sr. Project Manager
Gabriel Schmitt, Global Chief Creative Officer
Diego Medvedocky, Global Creative Partner
Maru Sokolowski, Global Head of Creative Excellence
Thiago Cruz, Chief Creative Officer
James McPherson, Chief Production Officer
Sheri Lutz, VP/Head of Production Operations
Tim Hamilton, Director
Karen Tameanko, Executive Producer
David Cea, Editor
Ryan Spalazzi, SVP/Head of Creative Content
Rick Hoffman, Principal Talent
Mayowa Oyebadejo, VP of Marketing
Sam Alkoubey, Director of Sales



OddBeast

Hello Sunday + Sephora Collab

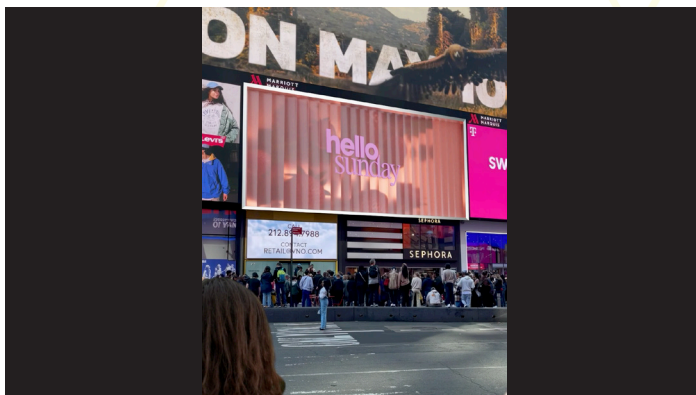
Advertiser: **Hello Sunday**

Online/Interactive > Social Media > 022 -
Social Media > 022A - Single Execution

Credits:

Kevin Gautraud, Animator

Ronny Young, EP



Grey Midwest

Hoffman, Hoffman, Hoffman & Hoffman

Advertiser: **PracticePanther**

Film, Video, & Sound > Online Film, Video, and Sound
> 033 - Internet Commercial > 033B - Campaign

Credits:

Adam Kahn, Chief Creative Officer

Christopher Reintz, Chief Client Officer

Kathy Liu, Chief Strategy Officer

Peter Herbert, Associate Creative Director

Mark Van Patten, Associate Creative Director

Lindsey Mai, Sr. Project Manager

Gabriel Schmitt, Global Chief Creative Officer

Diego Medvedocky, Global Creative Partner

Maru Sokolowski, Global Head of Creative Excellence

Thiago Cruz, Chief Creative Officer

James McPherson, Chief Production Officer

Sheri Lutz, VP/Head of Production Operations

Tim Hamilton, Director

Karen Tameanko, Executive Producer

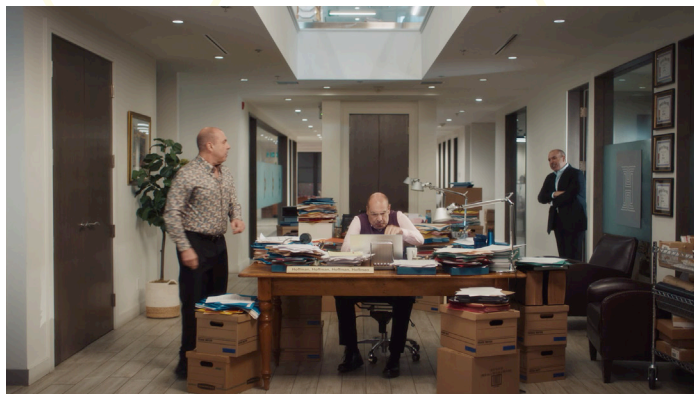
David Cea, Editor

Ryan Spalazzi, SVP/Head of Creative Content

Rick Hoffman, Principal Talent

Mayowa Oyebadejo, VP of Marketing

Sam Alkoubey, Director of Sales



PLAY Audio Agency

PLAY IT:

Advertiser: **PLAY Audio Agency**

Advertising/Media Industry Self-Promotion
> Campaigns > 104 - Advertising Industry
Self-Promotion Campaigns > 104A - Single-
Medium Campaign

Credits:

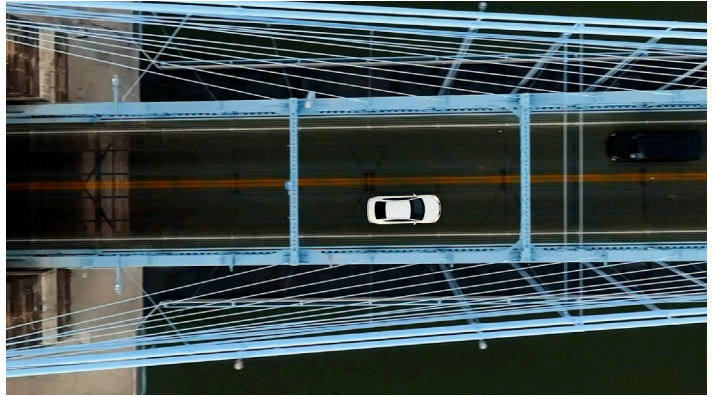
Dan Carruthers, CEO // Executive Producer

Ann Driscoll, Project Director

Drew Marcum, Composer & Sound Design

Adam Pleiman, Creative Director

Brian Jasin, Videographer



Grey Midwest

Hoffman, Hoffman, Hoffman & Hoffman

Advertiser: **PracticePanther**

Elements of Advertising > Film & Video > 056 - Video
Editing

Credits:

Adam Kahn, Chief Creative Officer

Christopher Reintz, Chief Client Officer

Kathy Liu, Chief Strategy Officer

Peter Herbert, Associate Creative Director

Mark Van Patten, Associate Creative Director

Lindsey Mai, Sr. Project Manager

Gabriel Schmitt, Global Chief Creative Officer

Diego Medvedocky, Global Creative Partner

Maru Sokolowski, Global Head of Creative Excellence

Thiago Cruz, Chief Creative Officer

James McPherson, Chief Production Officer

Sheri Lutz, VP/Head of Production Operations

Tim Hamilton, Director

Karen Tameanko, Executive Producer

David Cea, Editor

Ryan Spalazzi, SVP/Head of Creative Content

Rick Hoffman, Principal Talent

Mayowa Oyebadejo, VP of Marketing

Sam Alkoubey, Director of Sales



PLAY Audio Agency

PLAY IT: Corsi

Advertiser: **PLAY Audio Agency**

Advertising/Media Industry Self-Promotion
> Film, Video & Sound > 102 - Advertising
Industry Self-Promotion Film, Video & Sound

Credits:

Dan Carruthers, CEO // Executive Producer

Ann Driscoll, Project Director

Drew Marcum, Composer & Sound Design

Adam Pleiman, Creative Director

Brian Jasin, Videographer



Curiosity

Dude Wipes Super Bowl Radio

Advertiser: **Dude Wipes**

Elements of Advertising > Copywriting > 048
- Copywriting

Credits:

Jeff Warman, Chief Creative Officer

Matt Cragolin, Group Creative Director

Pam Fraser, Creative Director

Kelly Kinane, VP Client Partnership

Leah Zimmer, Associate Director Client
Partnership

Maya Stoffer, Associate Project Manager

Mandy Russell, Program Supervisor

Tricia Wolfer, Director Direct Partnerships

An advertisement for DUDE WIPES. The top left corner features the DUDE WIPES logo. The main visual is a close-up of a pizza slice with melted cheese dripping down. The text is arranged in columns on the right side of the image.

DUDE WIPES

SUPER BOWL MONDAY

During the 2024 Super Bowl, Americans ate 88 million pounds of cheese. That kind of consumption needs DUDE Wipes. Especially the day after. We reminded people of that fact with this cheeky radio spot.

ANNCR
*The game was fun, the food was yum,
But tomorrow it's all coming out of your bum!*

*Hot wings and pizza and cheese sticks and dips,
Poppers with peños and chili with chips,
Cornbread and corn dogs and corn fritters, too.
All of it's heading straight for your wazoo!*

*But lucky for you... you smarty-pants, you...
You stocked up on DUDE Wipes like you always do.
So now you're prepared for your big number 2,
And the 2 after that, and the next two 2's, too!*

*For day-after dumps, we don't dare mess around.
We get extra-large DUDE Wipes
for the Best Clean, Pants Down!*

SnellBeast

Kings from Queens: The Run DMC Story
Advertiser: **Peacock**

Elements of Advertising > Film & Video > 055
- Animation, Special Effects, Motion Graphics,
or CGI > 055A - Animation, Special Effects or
Motion Graphics

Credits:

Jason Snell, Art Direction & Creative Production



Lightborne

Newfields "Harvest Nights"
Advertiser: **Newfields/Indianapolis Museum of Art**

Out-of-Home & Ambient Media > Ambient Media >
016 - Installations > 016B - Multiple Installations

Credits:

Scott Durban, Executive Producer
Ryan McAllister, Executive Creative Director
Justin Lee, Senior Designer/Technical Director
Kurt Koch, Associate Creative Director
Duncan Friend, Associate Creative Director
Rob Engel, Senior Designer/Animator
Jared Ziegler, Senior Designer/Animator
Andy Erb, Designer/Animator
Erica Lombardo, Designer/Animator
Austin Lutz, Designer/Animator
Nathan Mysona, Designer/Animator
Gregor Zimmermann, Designer/Animator
Riann Wiggins, Head of Production
Austin Winters, Producer
Elizabeth Carrigan, Associate Producer
Brad Grawe, Senior Editor
Ryan Elliott, DP/Colorist
Jonathan Kilberg, Assistant Editor



Curiosity

Shiny Hiney Christmas

Advertiser: **Dude Wipes**

Film, Video, & Sound > Branded Content & Entertainment > 036 - Branded Content & Entertainment For Online Film, Video & Sound > 036B - Single entry – more than :60 seconds

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Laura Matthews, VP Client Partnership
Leah Zimmer, Associate Director, Client Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tate Webb, Editor
Play Audio, Audio

DUDE WIPES

SHINY HINEY CHRISTMAS

Remember gathering with your family around the yule log and singing along to songs about your butt? No? Well it's time for a new family tradition. Spoofing the record collections available (only on TV) of the 80s and 90s, we created three new twists on some holiday classics and packaged it all up in a fake compilation called DUDE Wipes Shiny Hiney Christmas for your listening and wiping pleasure.

- Deck The Stalls**
Santa Claus Is Coming To Poop
- Up In Your Bum-Hole**
Little Dumper Boy
- Dangle Bells**
It's The Most Wonderful Wipe For Your Rear

Not Available Anywhere
Get Single Packs At Amazon
Check Us Out On YouTube/Instagram
#DudeWipes

Curiosity

Shiny Hiney Christmas Campaign

Advertiser: **Dude Wipes**

Film, Video, & Sound > Branded Content & Entertainment > 039 - Branded Content & Entertainment Campaign

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Laura Matthews, VP Client Partnership
Leah Zimmer, Associate Director, Client Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tate Webb, Editor
Play Audio, Audio

DUDE WIPES

SHINY HINEY CHRISTMAS

Remember gathering with your family around the yule log and singing along to songs about your butt? No? Well it's time for a new family tradition. Spoofing the record collections available (only on TV) of the 80s and 90s, we created three new twists on some holiday classics and packaged it all up in a fake compilation called DUDE Wipes Shiny Hiney Christmas for your listening and wiping pleasure.

- Deck The Stalls**
Santa Claus Is Coming To Poop
- Up In Your Bum-Hole**
Little Dumper Boy
- Dangle Bells**
It's The Most Wonderful Wipe For Your Rear

Not Available Anywhere
Get Single Packs At Amazon
Check Us Out On YouTube/Instagram
#DudeWipes

PLAY Audio Agency

PLAY IT: Roebling Suspension Bridge

Advertiser: **PLAY Audio Agency**

Advertising/Media Industry Self-Promotion
> Film, Video & Sound > 102 - Advertising
Industry Self-Promotion Film, Video & Sound

Credits:

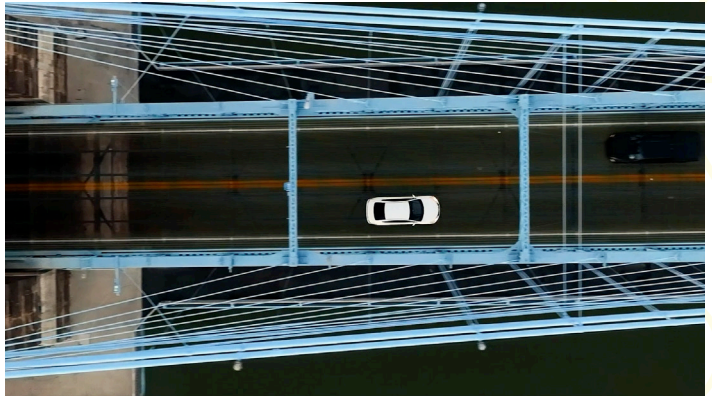
Dan Carruthers, CEO & Executive Producer

Ann Driscoll, Project Director

Drew Marcum, Composer & Sound Design

Adam Pleiman, Creative Director

Brian Jasin, Videographer



Black Tent, LLC

Hózhó (Walking in Beauty)

Advertiser: **Procter & Gamble**

Public Service > Film, Video & Sound > 086 -
Public Service Online Film, Video & Sound

Credits:

Steve Kirschner, Creative Director

Flint Wenstrup, Director of Photography

Adam Kirk, Cinematographer

Stacie Whitaker, Producer



Curiosity

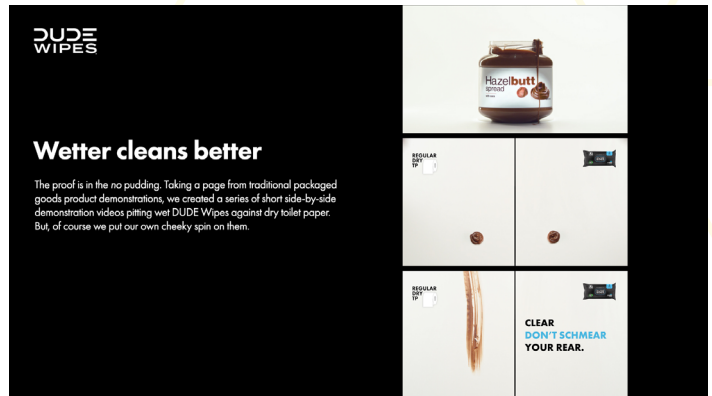
Dude Wipes Side-By-Side Demo Series

Advertiser: **Dude Wipes**

Film, Video, & Sound > Online Film, Video, and Sound > 033 - Internet Commercial > 033B - Campaign

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Kelly Kinane, VP Client Partnership
Leah Zimmer, Associate Director Client Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tricia Wolfer, Director Direct Partnerships
Drive Media House, Production
Jeff Barklage, Director
Sara Kinney, Producer



Drive Media House

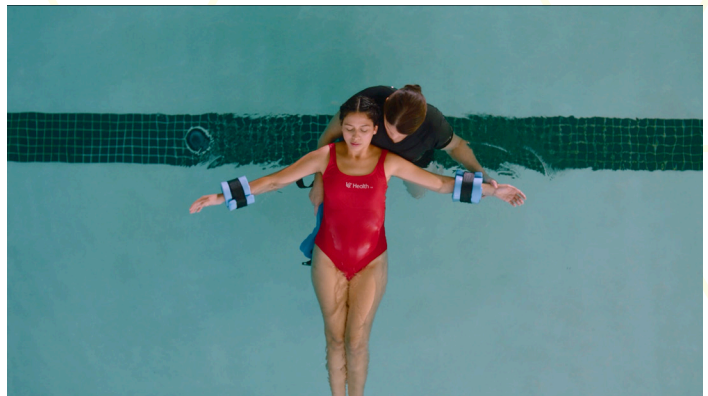
2025 Demo Reel

Advertiser: **Drive Media House**

Advertising/Media Industry Self-Promotion > Film, Video & Sound > 102 - Advertising Industry Self-Promotion Film, Video & Sound

Credits:

Morgan Chamberlain, Editor
Stephen Sargent, Producer
Brando Triantafillou, Sound Design/Mix
Jack Blair, Sound Mix
Dave McMurray, Executive Producer



PLAY Audio Agency

A New World

Advertiser: **American Advertising Federation**

Elements of Advertising > Sound > 059 -
Sound Design > 059A - Sound Design—Single

Credits:

Dan Carruthers, CEO & Executive Producer

Ann Driscoll, Project Director

Adam Pleiman, Creative Director

Drew Marcum, Sound Designer



Black Tent, LLC

Hózhó (Walking in Beauty)

Advertiser: **Procter & Gamble**

Film, Video, & Sound > Online Film, Video, and
Sound > 033 - Internet Commercial > 033A -
Single Spot - Any Length

Credits:

Steve Kirschner, Creative Director

Flint Wenstrup, Director of Photography

Adam Kirk, Cinematographer

Stacie Whitaker, Producer



Lightborne

Welcome Home

Advertiser: **Film Cincinnati**

Advertising/Media Industry Self-Promotion
> Film, Video & Sound > 102 - Advertising
Industry Self-Promotion Film, Video & Sound

Credits:

Kristen Schlotman, President/CEO of Film
Cincinnati

Scott Durban, President, Lightborne

Riann Wiggins, Head of Production, Lightborne

Ryan Elliott, Director/DP, Lightborne

Brad Grawe, Senior Editor, Lightborne

Jonathan Kilberg, Assistant Editor, Lightborne

Laurent Che, Copywriter and Spoken Word Artist



Black Tent, LLC

Hózhó (Walking in Beauty)

Advertiser: **Procter & Gamble**

Online/Interactive > Social Media > 022 -
Social Media > 022A - Single Execution

Credits:

Steve Kirschner, Creative Director

Flint Wenstrup, Director of Photography

Adam Kirk, Cinematographer

Stacie Whitaker, Producer



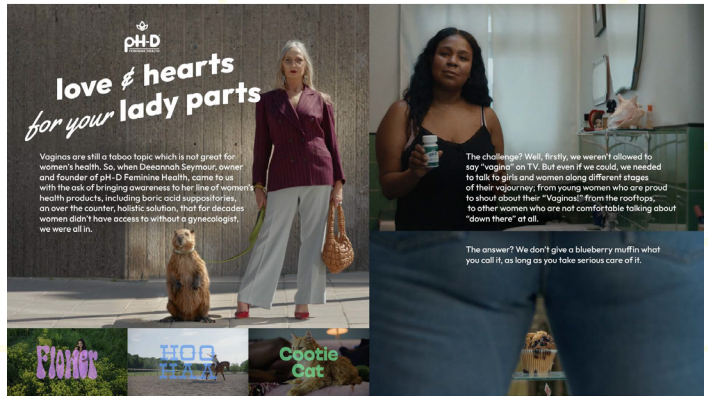
Curiosity

Love & Hearts for Your Lady Parts
Advertiser: PhD

Film, Video, & Sound > Television Advertising
> 032 - Television Advertising – Regional/
National > 032B - Campaign

Credits:

Jeff Warman, Chief Creative Officer
Katie Gerdes, VP, Creative
Pam Fraser, Creative Director
Gail Kreimer, Designer
Danielle Schuster, Visual Engineer
Mike White, Senior Production Designer
Kathy Love, Producer
Sam Huerkamp, Director, Client Partnership
Danielle Patton, Manager, Client Partnership
Katie Hurier, Senior Project Manager
B-Reel Films, Production Company
Magnus Hardner, Director
Nicolina Knapp, Director



Black Tent, LLC

Hózhó (Walking in Beauty)
Advertiser: Procter & Gamble

Corporate Social Responsibility > Film, Video &
Sound > 076 - Corporate Social Responsibility
Non-Broadcast Audio/Visual

Credits:

Steve Kirschner, Creative Director
Flint Wenstrup, Director of Photography
Adam Kirk, Cinematographer
Stacie Whitaker, Producer



Grey Midwest

Hoffman, Hoffman, Hoffman & Hoffman
Advertiser: **PracticePanther**

Elements of Advertising > Visual > 053 - Art
Direction > 053B - Art Direction—Campaign

Credits:

Adam Kahn, Chief Creative Officer
Christopher Reintz, Chief Client Officer
Kathy Liu, Chief Strategy Officer
Peter Herbert, Associate Creative Director
Mark Van Patten, Associate Creative Director
Lindsey Mai, Sr. Project Manager
Gabriel Schmitt, Global Chief Creative Officer
Diego Medvedocky, Global Creative Partner
Maru Sokolowski, Global Head of Creative Excellence
Thiago Cruz, Chief Creative Officer
James McPherson, Chief Production Officer
Sheri Lutz, VP/Head of Production Operations
Tim Hamilton, Director
Karen Tameanko, Executive Producer
David Cea, Editor
Ryan Spalazzi, SVP/Head of Creative Content
Rick Hoffman, Principal Talent
Mayowa Oyebadejo, VP of Marketing
Sam Alkoubey, Director of Sales



EarlyBird Films, LLC

BGSU Thompson Scholarship
Advertiser: **Bowling Green State University**

Public Service > Film, Video & Sound > 088 -
Public Service Campaign



Black Tent, LLC

Hózhó (Walking in Beauty)

Advertiser: **Procter & Gamble**

Elements of Advertising > Film & Video > 054 -
Cinematography > 054A - Cinematography—
Single

Credits:

Steve Kirschner, Creative Director

Flint Wenstrup, Director of Photography

Adam Kirk, Cinematographer

Stacie Whitaker, Producer



Curiosity

Love & Hearts for Your Lady Parts

Advertiser: **PhD**

Film, Video, & Sound > Television Advertising
> 032 - Television Advertising – Regional/
National > 032A - Single Spot – Up to 2:00

Credits:

Jeff Warman, Chief Creative Officer

Katie Gerdes, VP, Creative

Pam Fraser, Creative Director

Gail Kreimer, Designer

Danielle Schuster, Visual Engineer

Mike White, Senior Production Designer

Kathy Love, Producer

Sam Huerkamp, Director, Client Partnership

Danielle Patton, Manager, Client Partnership

Katie Hurier, Senior Project Manager

B-Reel Films, Production Company

Magnus Hardner, Director

Nicolina Knapp, Director





2025

JUDGES
CHOICE
WINNERS



Lightborne

Newfield's Harvest Night
Advertiser: **Newfields/Indianapolis**
Museum of Art

Out-of-Home & Ambient Media > Ambient
Media > 016 - Installations > 016B - Multiple
Installations



Credits:

Scott Durban, Executive Producer
Ryan McAllister, Executive Creative Director
Justin Lee, Senior Designer/Technical Director
Kurt Koch, Associate Creative Director
Duncan Friend, Associate Creative Director
Rob Engel, Senior Designer/Animator
Jared Ziegler, Senior Designer/Animator
Andy Erb, Designer/Animator
Erica Lombardo, Designer/Animator
Austin Lutz, Designer/Animator
Nathan Mysona, Designer/Animator
Gregor Zimmermann, Designer/Animator
Riann Wiggins, Head of Production
Austin Winters, Producer
Elizabeth Carrigan, Associate Producer
Brad Grawe, Senior Editor
Ryan Elliott, DP/Colorist
Jonathan Kilberg, Assistant Editor

Curiosity

Shiny Hiney Christmas
Advertiser: **Dude Wipes**

Film, Video, & Sound > Branded Content & Entertainment > 036 - Branded Content & Entertainment For Online Film, Video & Sound > 036B - Single entry – more than :60 seconds

DUDE WIPES

SHINY HINEY CHRISTMAS

Remember gathering with your family around the yule log and singing along to songs about your butt? No? Well it's time for a new family tradition. Spoofing the record collections available (only on TV) of the 80s and 90s, we created three new twists on some holiday cLASSics and packaged it all up in a fake compilation called DUDE Wipes *Shiny Hiney Christmas* for your listening and wiping pleasure.

Shiny Hiney Christmas

Deck The Stalls
Santa Claus Is Coming To Poop

Up In Your Bum-Hole
Little Dumper Boy

Dingle Bells
It's The Most Wonderful Wipe For Your Rear

Not Available Anywhere
Get Dingle Bells At Amazon
Online Subject To Delivery Check
Clean Backside Guarantee

Credits:

Jeff Warman, Chief Creative Officer
Matt Cragnolin, Group Creative Director
Pam Fraser, Creative Director
Laura Matthews, VP Client Partnership
Leah Zimmer, Associate Director, Client Partnership
Maya Stoffer, Associate Project Manager
Mandy Russell, Program Supervisor
Tate Webb, Editor
Play Audio, Audio

PPS Group

Buried at Work
Advertiser: **Paycor**

Film, Video, & Sound > Television Advertising
> 032 - Television Advertising – Regional/
National > 032A - Single Spot – Up to 2:00



Credits:

Laura Gels, Director, Design - Paycor
Matt Bergantino, Senior Director, Copy - Paycor
Max Sollisch, Creative - PPS
Mike Kohlbecker, Creative - PPS
Deb Price, Executive Producer
Robert Boocheck, Director
Trent Pekkala, Director of Photography
Stacy Holbrook, Producer
Preston Price, Editor
Grant Kattman, Sound Design
Laura Linville, Art Direction/Set Design
Tiffany Sieve, VP Marketing - Paycor
Shawn Travers, Senior Designer - Paycor
Mikala Howard, Senior Designer - Paycor
Alison Poweleit, Senior Designer - Paycor
Kaitlyn Blount, Brand Community Manager - Paycor

Curiosity

Love Your Lady Parts

Advertiser: **pH-D**

Film, Video, & Sound > Television Advertising
> 032 - Television Advertising – Regional/
National > 032B - Campaign

pH-D
FEMININE HEALTH

*love & hearts
for your lady parts*

Vaginas are still a taboo topic which is not great for women's health. So, when Deannah Seymour, owner and founder of pH-D Feminine Health, came to us with the ask of bringing awareness to her line of women's health products, including boric acid suppositories, an over the counter, holistic solution, that for decades women didn't have access to without a gynecologist, we were all in.

The challenge? Well, firstly, we weren't allowed to say "vagina" on TV. But even if we could, we needed to talk to girls and women along different stages of their vajourney; from young women who are proud to shout about their "Vaginas!!" from the rooftops, to other women who are not comfortable talking about "down there" at all.

The answer? We don't give a blueberry muffin what you call it, as long as you take serious care of it.

Flower

HOO HAA

Cootie Cat

Credits:

Jeff Warman, Chief Creative Officer
Katie Gerdes, VP, Creative
Pam Fraser, Creative Director
Gail Kreimer, Designer
Danielle Schuster, Visual Engineer
Mike White, Senior Production Designer
Kathy Love, Producer
Sam Huerkamp, Director, Client Partnership
Danielle Patton, Manager, Client Partnership
Katie Hurier, Senior Project Manager
B-Reel Films, Production Company
Magnus Hardner, Director
Nicolina Knapp, Director



2025

BEST OF
SHOW

WINNER



2025

BEST OF
SHOW
WINNER

Grey Midwest

Hoffman, Hoffman, Hoffman & Hoffman
Advertiser: **PracticePanther**

Film, Video, & Sound > Online Film, Video, and
Sound > 033 - Internet Commercial > 033A -
Single Spot – Any Length



Credits:

Adam Kahn, Chief Creative Officer / Grey Midwest
Christopher Reintz, Chief Client Officer / Grey Midwest
Kathy Liu, Chief Strategy Officer / Grey Midwest
Peter Herbert, Associate Creative Director / Grey Midwest
Mark Van Patten, Associate Creative Director / Grey Midwest
Lindsey Mai, Sr. Project Manager / Grey Midwest
Gabriel Schmitt, Global Chief Creative Officer / Grey Group
Diego Medvedocky, Global Creative Partner / Grey Group
Maru Sokolowski, Global Head of Creative Excellence / Grey Group
Thiago Cruz, Chief Creative Officer / Grey New York
James McPherson, Chief Production Officer / Townhouse
Sheri Lutz, VP/Head of Production Operations

Tim Hamilton, Director / Circle Productions
Karen Tameanko, Executive Producer / Circle Productions
David Cea, Editor / Hogarth Studios
Ryan Spalazzi, SVP/Head of Creative Content / Hogarth Studios
Rick Hoffman, Principal Talent
Mayowa Oyebadejo, VP of Marketing / PracticePanther
Sam Alkoubey, Director of Sales / PracticePanther



2025

MOSAIC

AWARD



The logo for the 2025 Mosaic Award. It features the year '2025' in a stylized font with a color gradient from blue to yellow. Below it, the word 'MOAIC' is written in large, bold, yellow letters with a blue outline. Underneath 'MOAIC', the word 'AWARD' is written in a smaller, blue, sans-serif font. The background of the logo area is a teal-to-yellow gradient with abstract geometric shapes.

2025 MOAIC AWARD



MOSAIC AWARD

Creating a diverse industry begins with examining diversity, inclusion, and equity in the workplace and developing best practices. Only then can we showcase the diversity of thought and cultural identity, inclusive decision-making, and equitable opportunities for all. Each year, AdClubs/AAF Chapters across the country present a Mosaic Award to an organization or company in their community that exhibits a commitment to diversity, equity, and inclusion through their creative work.

Harris Media Co

When We Got the Call

Advertiser: **LifeCenter Organ Donor Network**

Corporate Social Responsibility > Film, Video
& Sound



Credits:

Rudy Harris, Director

Lindsey Hopkins, Editor

Shane Harrison, Director of Photography

Lindsey Brunner, Executive Producer

Siri Imani, Writer + Spoken Word Artist



2025

STUDENT
AWARD
WINNERS



2025
STUDENT
SILVER
WINNER



Brittani Booker

Nectar

Educational Institution: **Cincinnati State
Technical and Community College**

Sales Promotion > S01 - Product or Service
Sales Promotion > S01A - Packaging

Credits:

Brittani Booker, Designer



Alana Blankenship

Bodoni

Educational Institution: **Cincinnati State Technical and Community College**

Out-Of-Home > S09 - Poster > S09A - Single

Credits:

Alana Blankenship, Designer



Yulia Wimp

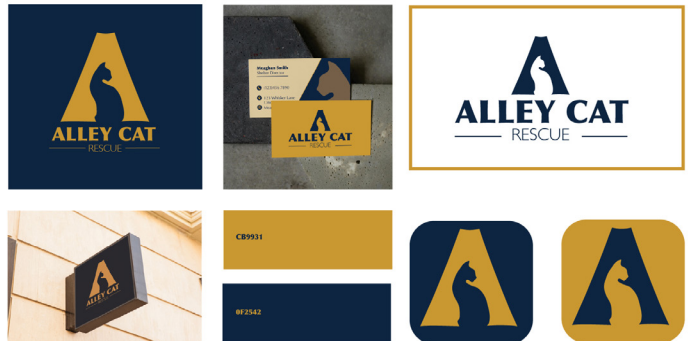
Alley Cat Rescue

Educational Institution: **Cincinnati State Technical and Community College**

Elements Of Advertising- Visual > S24A - Logo Design

Credits:

Yulia Wimp, Designer



Yulia Wimp

Rustic Bakery

Educational Institution: **Cincinnati State Technical and Community College**

OU Visual > S24A - Logo Design

Credits:

Yulia Wimp, Designer



2025

STUDENT
GOLD
WINNER



Peyton Clawson

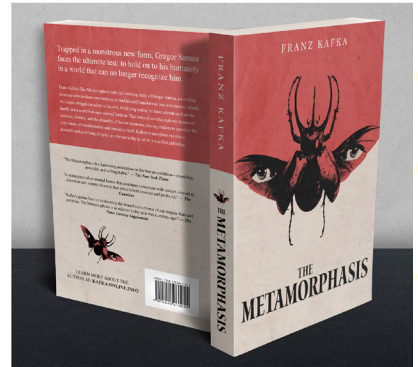
Metamorphosis

Educational Institution: **Cincinnati State Technical and Community College**

Sales & Marketing > Collateral Material > S05 - Publication Design > S05E - Book Design

Credits:

Peyton Clawson, Designer



Yulia Wimp

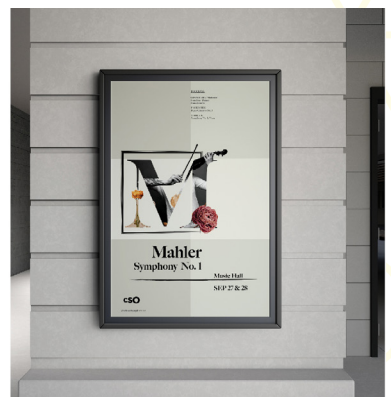
Mahler • Symphony No. 1

Educational Institution: **Cincinnati State Technical and Community College**

Out-Of-Home > S09 - Poster > S09A - Single

Credits:

Yulia Wimp, Designer



2025

STUDENT
BEST OF
SHOW

Yulia Wimp

Mahler • Symphony No. 1
Educational Institution: **Cincinnati State
Technical and Community College**

Out-Of-Home > S09 - Poster > S09A - Single



Credits:
Yulia Wimp, Designer



LIFE TIME ACHIEVEMENT AWARD

Sponsored by: **Wood Herron
& Evans** LLP
intellectual
property law

TONI BLOOM

Silver Medal Winner 2025

As part of the 2025 Cincinnati American Advertising Awards, we are proud to present one of the most prestigious honors to bestowed by the American Advertising Federation: The Silver Medal Award.

Every year, each local AAF club selects one individual to receive this coveted award, recognizing their lifetime achievement within the local advertising community.

The award recognizes men and women who have made contributions to the advertising industry and advanced the industry's standard for creative excellence and responsibility in area of social concern. Nominations for the award are solicited from members of the AdClub and voted on by a panel of judges composed of past Silver Medalist and AdClub members at large.

Nominees for this award are evaluated based on four criteria:

1. Contribution to their company
2. Creative ability, defined as a high degree of original thinking in their field
3. Contributions to the general advance of advertising
4. Contributions to their community.

Our 2025 Silver Medal Winner is Toni Bloom. Toni Bloom has left an indelible mark on greater Cincinnati's advertising community. Starting her career as a designer, she worked on memorable and impactful campaigns at Richardson and Associates, Holland Advertising, and Daymark. From there, she took her talents and passion to Gateway Community and Technical College, teaching and inspiring a generation of designers who have gone on to create award-winning work and start notable agencies across the city. Beyond the office and classroom, Toni served as AdClub President in 2010 and is a board member for the Boone County Arboretum. In addition, she is very active in the horse world and the Quarter Horse Congress.

Past AAF Cincinnati Silver Medalists

1960	Jesse Joseph*
1961	Karl T. Finn*
1962	Bill McCarthy*#
1962	William Savage*
1963	Jerry Hurter*
1963	Bill Northlich*#
1964	W.J. "Bud" Janszen*
1964	Charlie Reese*#
1965	Ruth Lyons*
1965	Glenn Ulfers*#
1966	John E. Hennegan*
1966	Sam Schindler*#
1967	Joseph Baarlear*
1967	Bill Grindrod*#
1968	Bill McFee*#
1968	Ran West*
1969	Robert Berkshire*
1970	Martin Spicer*
1971	Ed Hodgetts*#
1971	Richard Kuck
1972	Shelby Howard*#
1972	John Wolf*
1973	Edward Dollriebs*
1974	Russ Kelly*#
1975	Edward Young*
1976	Janet Block*
1976	Jack Nolan*#
1977	Robert Gordon
1977	Alex Stolley*#
1978	Wil F. Caldwell*
1979	David Ferriss*
1979	Barry Raut#
1980	George Hay*#
1980	William Keating
1981	Walter Bartlett*
1982	Robert Goldstein*
1983	Charles Mechem
1984	Elizabeth Stiltz-Mills*
1985	Charles E. Scripps*
1986	Vincent J. Backley, Jr.
1987	Robert Ott
1988	Ronald R. Brill
1989	Leonard Sive+
1990	William H. Over*
1991	Robert P. Temmen*
1992	Jim Scott
1993	Judy Thompson
1994	William M. LaWarre
1995	Charles W. Powers
1996	Dale P. Brown
1997	James A. Jacobs*
1998	Laura Pulfer
1999	Charles K. Murdock*
2000	William G. Moll
2001	Mary Beth Price
2002	Mark Serrienne
2003	Tim Gibson
2004	Bill Fee*
2005	Dick Kountz*
2006	Tom Norton
2007	Jerry Malsh
2008	Pam Gibson+
2009	Bonnie White
2010	Mike Dektas
2011	Jack Streitmarter
2012	Gene Fischer*
2013	Earl Holland+
2014	Bill Price
2015	Michel Keidel
2016	Rick Segal
2017	Dave Siegel
2018	Donna Eby*
2019	Nick Vehr
2020-2021	Steve Kissing
2022-2023	Dr. Steven Reece, Sr.
2024	Matt Fischer
2025	Toni Bloom

* Indicates Deceased Honoree
+ Indicates Posthumous Award
Indicates Recipient of Cincinnati Industrial Advertisers Club Award

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JOIN THE MOVEMENT

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CALLING EVERYONE TO JOIN A COMMITTEE

The ADDYs Committee

This committee oversees the annual creative awards event as the first step in the three-part American Advertising Awards competition. From crafting a theme to securing the judges to creating the event, this group makes sure that AdClub Cincinnati honors and celebrates Cincinnati's most creative achievements of the past year.

Diversity, Equity and Inclusion Committee

Formed to support a more inclusive and diverse advertising community at every level of an organization to ensure everyone feels valued for who they are and the work they do. We serve as a support for existing or establishing DE&I initiatives. The community shares resources, information and best practices as well as helps define what DE&I can and should look like within a company. Want to be a part of change? Come join our DE&I committee.

Programs Committee

If you want to be at the core of the ongoing excitement of the AdClub, the Programs Committee is for you. Help to strategize, coordinate and manage agency programs, from monthly programs featuring speakers to special club social events to educational endeavors. If you are social and like making things happen, this is your committee.

The Technology Committee

The AdClub relies on technology to house and manage member information, to communicate, to present itself (via our website) and to facilitate club activities. If you have digital design, web, CRM or other tech backgrounds, this may be the committee for you. Help us to maximize our technology to benefit all members.

Membership Committee

Our club revolves around a robust corporate and individual membership roster. This committee helps us with membership drives, renewal reminders and reaching out to the community to build our membership. If you like meeting new people and have a little sales swagger, this committee might be the perfect place for you to pitch in!

Your AdClub is only as strong as the involvement of its members. We need you! There are lots of ways to get involved and make a difference. We encourage you — no, we invite you — OK, if necessary, we beg you: Please get involved. Here are some of the committees you could choose to join:

Communications Committee

This is where design and copy intersect with AdClub efforts. The Communications Committee manages our social media channels, designs our program and event announcements for email and other channels, and supports our web page creative and other communication needs.

Student Engagement Committee

We have a focus on reaching out to the advertising, media and marketing leaders of tomorrow. From student engagement activities with colleges and design schools to providing college scholarships to deserving students, this is an exciting committee all about giving back and paying forward.

Finance Committee

Numbers, numbers, numbers. Every organization has to be fiscally responsible, and that is what our Finance Committee does for AdClub Cincinnati. Doing everything from financial filings to working with our club accountants, this committee oversees club finances to make sure we are fiscally responsible to our members. If this floats your boat, this may be the right place for you.

Specialized Activities

These ad hoc committees are formed for specific and unique purposes, such as the annual Media Auction, The Silver Medal Awards program and ceremony, and other specialized needs of the AdClub.

Please reach out to info@aafcincinnati.org with your name and the committee you are interested in joining, and a committee chair will get back in touch with you to answer questions and discuss next steps for engagement.





THANKS

**TO ALL OUR
PARTICIPANTS AND
CONGRATULATIONS
TO THE 2025
ADDY WINNERS!**

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