



FOR IMMEDIATE RELEASE

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District XI American Advertising Awards Winners Announced

Judging in the Pacific Northwest District (District XI) of the American Advertising Awards was completed April 1 in Seattle, WA. Nearly 400 professional and student entries - which had advanced from local competitions in Washington, Oregon, Idaho, Montana and Alaska - competed in this second round of the three-tiered American Advertising Awards.

Professional Best of Show honors were won by Wunderman Seattle for their Interactive “GamerCrest” Branded Content entries done for Microsoft.

A **Professional Judges Choice Award** was won by Publicis Seattle for their “Been There, Made That” entry done for Visit Seattle.

Student Best of Show honors were won by Chad Kuntz of Spokane Falls Community College for “New Egg Packaging.”

District Gold ADDY winners have automatically advanced to the final – national round of judging. While District Silver ADDY winners have become eligible to advance. Judging to determine National ADDY Award winners will take place in Washington DC in early May. The National ADDY Award winners will be announced at the American Advertising Awards national gala on June 10 in New Orleans.

This year’s District XI judges were:

- Jeff Martin, Executive Creative Director at Karsh/Hagan in Denver, CO;
- Steffan Postaer, Executive Creative Director at JUMBOshrimp in San Francisco, CA;
- and
- Ryan Mastalerz, Associate Creative Director at Intel/Agency Inside, San Francisco, CA.

The American Advertising Awards is the advertising industry’s largest and most representative competition, attracting 40,000 entries every year in local AAF Club (Ad Club) competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Award	Title	Entrant	Advertiser
Collateral Material > 07 - Brochure > 07A - Single Unit			
Silver ADDY Award	Love2Learn - Parent Kit	Drake Cooper	J.A and Kathryn Albertson Foundation
Collateral Material > 08 - Publication Design > 08E - Book Design			
Silver ADDY Award	R House is Your House	Tacoma Rainiers	Tacoma Rainiers
Direct Marketing > 10 - Direct Mail > 10A - Flat - Single			
Silver ADDY Award	R House is Your House	Tacoma Rainiers	Tacoma Rainiers
Direct Marketing > 11 - Specialty Advertising > 11C - Specialty Advertising Campaign			
Silver ADDY Award	Buck the Quo - Swag	Drake Cooper	J. A. and Kathryn Albertson Foundation
Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 14 - Brand Elements			
Silver ADDY Award	14Four Coloring Book, 2nd Edition	14Four	14Four
Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 16 - Special Event Materials (printed or digital)			
Silver ADDY Award	No Bad Days When You're Bad Ass	Publicis Seattle	Publicis Seattle
Branded Content & Entertainment > 21 - Branded Content & Entertainment _ Any print medium			
Gold ADDY Award	KEXP Brand Book	Publicis Seattle	KEXP
Ambient Media > 25 - Installations > 25A - Single Installation			
Silver ADDY Award	Reshaping Retail at AT&T	Twenty Four 7	AT&T
Ambient Media > 25 - Installations > 25B - Multiple Installations			

Silver ADDY Award	Little Free Libraries	Publicis Seattle	Visit Seattle
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Ambient Media > 26 - Events > 26A - Single Event

Gold ADDY Award	Office Rescue	POSSIBLE	The Summit at Snoqualmie
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Silver ADDY Award	Coeur d'Alene Triathlon	Tran Creative	Coeur d'Alene Triathlon
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Silver ADDY Award	Coeur d'Alene Marathon Medal	Tran Creative	Coeur d'Alene Marathon
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Silver ADDY Award	Erase Cancer	Wexley School for Girls	Virginia Mason Medical Center
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Out-of-Home > 27 - Poster > 27A - Poster - Single Unit

Silver ADDY Award	First Night Spokane 2016 Poster	Klündt Hosmer	First Night Spokane
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Websites > 37 - Websites > 37A - Consumer

Silver ADDY Award	AT&T It Can Wait Website	14Four	AT&T
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Social Media > 38 - Social Media > 38A - Single Execution

Gold ADDY Award	March Madness	Cole & Weber	DeVry University
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Silver ADDY Award	Don't Pull a Hammy	Cole & Weber	Washington's Lottery
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Silver ADDY Award	Goal Dance	Cole & Weber	Washington's Lottery
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Silver ADDY Award	Streaker	Cole & Weber	Washington's Lottery
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Silver ADDY Award	Office Rescue	POSSIBLE	The Summit at Snoqualmie
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Social Media > 38 - Social Media > 38B - Campaign

Gold ADDY Award	Fancy Fingerwork :15 Videos	Cole & Weber	Washington's Lottery
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Silver ADDY Award	Office Rescue	POSSIBLE	The Summit at Snoqualmie
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Silver ADDY Award	Project Harden	Swift	adidas
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Branded Content & Entertainment > 45 - Branded Content & Entertainment for Online/Interactive

Gold, Best of Show ADDY Award	GamerCrest	Wunderman Seattle	Microsoft
Silver ADDY Award	Office Rescue	POSSIBLE	The Summit at Snoqualmie
Silver ADDY Award	AT&T: Santa Live	POSSIBLE	AT&T
Public Service (Online/Interactive) > 46 - Public Service Online/Interactive > 46A - Public Service Online/Interactive			
Silver ADDY Award	Community Chlorine Maker	Wunderman Seattle	Mountain Safety Research
Advertising Industry Self-Promotion (Online/Interactive) > 47 - Advertising Industry Self-Promotion Online/Interactive			
Silver ADDY Award	Oliver Russell Website	Oliver Russell	Oliver Russell
Television Advertising > 52 - Television Advertising _ Regional/National > 52A - Single Spot _ Up to 2:00			
Gold ADDY Award	Restricted Bling :60	Publicis Seattle	T-Mobile
Silver ADDY Award	Restricted Bling	Publicis Seattle	T-Mobile
Television Advertising > 52 - Television Advertising _ Regional/National > 52B - Television-National Campaign			
Gold ADDY Award	Amazon Alexa Moments	D1	Amazon
Online Film, Video, & Sound > 55 - Internet Commercial > 55A - Single Spot _ Any Length			
Gold ADDY Award	Clap Your Hands	CMD	Microsoft
Online Film, Video, & Sound > 55 - Internet Commercial > 55B - Online Film, Video & Sound Campaign			
Silver ADDY Award	People Skills	CMD	Microsoft
Silver ADDY Award	Fancy Fingerwork :30 Videos	Cole & Weber	Washington's Lottery
Branded Content & Entertainment > 60 - Branded Content & Entertainment _ Non-Broadcast			
Gold ADDY Award	March of Dimes / Oliver	Mojo Lab	March of Dimes

Branded Content & Entertainment > 61 - Branded Content & Entertainment Campaign

Gold ADDY Award	Been There, Made That	Publicis Seattle	Visit Seattle
Silver ADDY Award	Parkwater Aviation / 2016	Mojo Lab	Parkwater Aviation

Advertising Industry Self-Promotion (Film, Video, & Sound) > 71 - Advertising Industry Self-Promotion Film, Video & Sound

Gold ADDY Award	NZINGHA	Workhouse Creative	Workhouse Creative
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Integrated Campaigns > 72 - Integrated Advertising Campaigns > 72C - Consumer Campaign-Local

Silver ADDY Award	Office Rescue	POSSIBLE	The Summit at Snoqualmie
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Integrated Campaigns > 72 - Integrated Advertising Campaigns > 72D - Consumer Campaign-National

Silver ADDY Award	Buck the Quo Campaign	Drake Cooper	J.A. and Kathryn Albertson Family Foundation
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Integrated Campaigns > 73 - Integrated Brand Identity Campaign - Local or Regional/National

Gold ADDY Award	Changing the Tune	Publicis Seattle	KEXP
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Integrated Campaigns > 74 - Integrated Branded Content Campaign _ Local or Regional/National

Silver ADDY Award	HelveticaHaus	helveticka	HelveticaHaus
Silver ADDY Award	Office Rescue	POSSIBLE	The Summit at Snoqualmie

Public Service (Cross Platform) > 76 - Integrated Media Public Service Campaign

Gold ADDY Award	Community Chlorine Maker	Wunderman Seattle	Mountain Safety Research
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Advertising Industry Self-Promotion (Cross Platform) > 77 - Ad Club or Marketing Club

Gold ADDY Award	Collective Campout Coasters	AAF Spokane	AAF Spokane
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Advertising Industry Self-Promotion (Cross Platform) > 78 - Advertising Industry Self-Promotion

Campaigns > 78B - Advertising Industry Self Promotion Integrated Campaign

Gold ADDY Award	Museum of Pop Culture rebrand	Museum of Pop Culture	Museum of Pop Culture
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Copywriting > 79 - Copywriting

Silver ADDY Award	R House is Your House	Tacoma Rainiers	Tacoma Rainiers
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Visual > 82 - Illustration > 82A - Illustration - Single

Gold ADDY Award	R House is Your House	Tacoma Rainiers	Tacoma Rainiers
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Gold ADDY Award	Raven_s Tale _ Linoleum Print	Publicis Seattle	Publicis Seattle
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Gold ADDY Award	GamerCrest	Wunderman Seattle	Microsoft
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Silver ADDY Award	First Night 2016 Illustration	Klündt Hosmer	First Night Spokane
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Silver ADDY Award	Chatter & Pipit Illustration	Klündt Hosmer	Klündt Hosmer
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Visual > 82 - Illustration > 82B - Illustration - Series

Silver ADDY Award	Bird-based banking	STCU	STCU
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Visual > 83 - Still Photography > 83D - Campaign

Silver ADDY Award	EWU Football Uniform Unveiling	Eastern Washington University	EWU Athletics
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Film & Video > 85 - Cinematography

Gold ADDY Award	Clap Your Hands	CMD	Microsoft
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Silver ADDY Award	Parkwater / What You Really Can Be	Mojo Lab	Parkwater Aviation
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Silver ADDY Award	It's Only (feat. Zyra)	World Famous	Odesza
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Silver ADDY Award	Forza Horizon III	Workhouse Creative	Turn 10 Studios
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Film & Video > 86 - Animation, Special Effects or Motion Graphics

Gold ADDY Award	Narrowing the Crowd	Cole & Weber	BridgeSpan Health
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Film & Video > 87 - Video Editing

Silver ADDY Award	MotoSoul	World Famous	MotoSoul
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Silver ADDY Award	Teams	Workhouse Creative	Dropbox
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Sound > 90 - Sound Design

Silver ADDY Award	Clap Your Hands	CMD	Microsoft
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Digital Creative Technology > 96 - User Experience

Gold ADDY Award	GamerCrest	Wunderman Seattle	Microsoft
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Digital Creative Technology > 97 - Data Driven Media

Gold ADDY Award	GamerCrest	Wunderman Seattle	Microsoft
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Digital Creative Technology > 98 - Innovative Use of Interactive / Technology

Gold ADDY Award	GamerCrest	Wunderman Seattle	Microsoft
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Award	Title	Student	Educational Institution
Sales Promotion > S01 - Product or Service Sales Promotion > S01A - Packaging			
Gold ADDY Award	New Egg Packaging	Chad Kuntz	Spokane Falls Community College
Silver ADDY Award	Creature Wines	Bonnie Boughton	Sanford-Brown College
Sales Promotion > S01 - Product or Service Sales Promotion > S01B - Point of Purchase			
Gold ADDY Award	Nourish Interactive Packaging	Elizabeth Carlyle	Spokane Falls Community College
Sales Promotion > S01 - Product or Service Sales Promotion > S01A - Packaging			
Silver ADDY Award	The Botanist Gin Bottle	Ariel Baker	Montana State University
Silver ADDY Award	Apothecree Essential Oils	Hope Hughes	SFCC Graphic Design
Out-Of-Home > S10 - Outdoor & Transit Advertising > S10C - Campaign			
Silver ADDY Award	Golden Gate State Park	Erin Corsi	Montana State University
Apps > S14 - App (Mobile or Web-Based)			
Silver ADDY Award	Merci Wearable Technology & App	Annie M Peterson	Montana State University - Bozeman
Integrated Campaigns > Integrated Advertising Campaign > S21 - Consumer Campaign			
Silver ADDY Award	MOA Refocus Advertising Campaign	Brandon Gomez	Montana State University
Integrated Campaigns > Integrated Brand Identity Campaign > S22 - Integrated Brand Identity Campaign			
Gold ADDY Award	Seattle Pride 2018	Wynn Barnard & Liz McCarty	Seattle Central Creative Academy
Silver ADDY Award	Modifi Ski Company	William Leighton	Montana State University

Award

Visual > S24 - Logo Design

Gold ADDY
Award

FreshGrass

Norrie Syme

Montana State University

Silver ADDY
Award

Hurricane Martini Bar Logo

Chad Kuntz

Spokane Falls Community
College