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AAF 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. 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 Digital Kitchen Seattle for their Social Media Campaign “#ChaseTheHaze” done for Deschutes.

Student Best of Show honors were won by Simone Pierson of Seattle Central Creative Academy for “Personal Magazine.”

A Professional Judges Choice Award for Illustration was won by WONGDOODY Seattle for their “SIFF Poster Series” entry done for the Seattle International Film Festival.

A Professional Judges Choice Award was also won by Indigo Slate Bellevue, WA for their branded content entry “The Cloud Promise” done for Microsoft.

A Student Judges Choice Award for Illustration was won by Amy Skaer of Spokane Falls Community College for “OST Cheese Packaging.”

A Student Judges Choice Award was also won by Elizabeth Pierce of Spokane Falls Community College for “Oronsay Blind Whiskey Sampler Set.”

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. Details about this year’s National ADDY Award gala, originally scheduled for June 7 in Palm Springs are currently pending due to Covid 19 concerns.

This year’s District XI judges were:

- Matt Fera, Creative Director, Bader Rutter, Milwaukee WI
- Leila Singleton, Freelance Creative Director, Vancouver, BC
- Dan Margulis, Executive Creative Director, Fleishman/Hilliard, St Louis, MO
and
- Katie Nahnsen, Copywriter, Actor, Comedian, Los Angeles, CA

The following is complete list of District XI Gold and Silver ADDY Award winners:

Student ADDY Award Winners

Award	Title	Student	Educational Institution
Sales Promotion > S01 - Product or Service Sales Promotion > S01A - Packaging			
Gold ADDY Award	Oronsay Blind Whisky Sampler Set	Elizabeth Pierce	Spokane Falls Community College
Gold ADDY Award	OST Cheese Packaging	Aimee Catherine Skaer	Spokane Falls Community College
Silver ADDY Award	Gopher Beer	Cody Thomas	Spokane Falls Community College
Collateral Material > S05 - Publication Design > S05D - Magazine Design			
Gold, Best of Show ADDY Award	Personal Magazine	Simone Pierson	Seattle Central Creative Academy
Silver ADDY Award	Echo Magazine	Kyra Anderson	Seattle Central Creative Academy
Silver ADDY Award	Metanoia Magazine	Tyler Sporer	Seattle Central Creative Academy
Magazine Advertising > S07 - Magazine Advertising > S07B - Campaign			
Silver ADDY Award	Climate Change Posters	Elizabeth Pierce	Spokane Falls Community College
Integrated Campaigns > Integrated Brand Identity Campaign > S22B - Integrated Brand Identity Campaign - Campaign			
Silver ADDY Award	Molly's Diner Rebrand	Cody Thomas	Spokane Falls Community College
Silver ADDY Award	Lift Off Grad Show Event Marketing	Spokane Falls Community College Graphic Design Club	Spokane Falls Community College

Professional ADDY Award Winners

Award	Title	Entrant	Advertiser
Film, Video & Sound > 102 - Corporate Social Responsibility Film, Video & Sound			
Silver ADDY Award	UnAwareness Movement	CMD	Microsoft
Direct Marketing > 10 - Direct Mail > 10C - 3D / Mixed – Single Unit			
Silver ADDY Award	Fujitsu Targeted ABM Mailer	UviaUs	Fujitsu North America
Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 12 - Brand Elements			
Silver ADDY Award	Before I Go	Stoltz Marketing Group	Stoltz Marketing
Ambient Media > 20 - Guerrilla Marketing			
Gold ADDY Award	Seafair Submarine	Wunderman Thompson/Seattle	Washington's Lottery
Gold ADDY Award	ITD Candy Cones	Duft Watterson	Idaho Transportation Department
Silver ADDY Award	Let's Imagine Together: BARQ Hotel	Wunderman Thompson/Seattle	Washington's Lottery
Silver ADDY Award	Boise Bodega Reverse Graffiti	Senestre	Bodega Boise
Ambient Media > 21 - Installations > 21A - Single Installation			
Gold ADDY Award	Seafair Submarine	Wunderman Thompson/Seattle	Washington's Lottery
Out-of-Home > 23 - Poster > 23A - Poster - Single Unit			
Silver ADDY Award	CDA Triathlon Poster 2020	Tran Creative	CDA Triathlon
Websites > 31 - Websites > 31C - Microsites			
Silver ADDY Award	VH1 RuPaul Pride	Seven2	VH1

Social Media > 32 - Social Media > 32B - Social Media Campaign

Gold ADDY Award	Rainier Summit "Nest-Cam" Launch	DNA	Pabst Brewing/Rainier Beer
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Gold, Best of Show ADDY Award	Deschutes #ChaseTheHaze	Digital Kitchen	Deschutes Brewery
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Silver ADDY Award	Seafair Submarine	Wunderman Thompson/Seattle	Washington's Lottery
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Silver ADDY Award	Anything But Ordinary	CMD	Microsoft
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Silver ADDY Award	UnAwareness Movement	CMD	Microsoft
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Apps, Games, and Virtual Reality > 33 - Apps, Games, and Virtual Reality > 33B - Website Based App

Silver ADDY Award	Cheeslandia SXSW	14Four	Dairy Farmers of Wisconsin
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Apps, Games, and Virtual Reality > 33 - Apps, Games, and Virtual Reality > 33C - Games

Gold ADDY Award	Outrush Ordinary	CMD	Microsoft
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Television Advertising > 44 - Television Advertising – Local (One DMA) > 44D - Television-Local Campaign

Gold ADDY Award	Let's Imagine Together: TV Campaign	Wunderman Thompson/Seattle	Washington's Lottery
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Online Film, Video, & Sound > 48 - Internet Commercial > 48A - Single Spot – Any Length

Silver ADDY Award	Let's Imagine Together: InterPETer	Wunderman Thompson/Seattle	Washington's Lottery
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Online Film, Video, & Sound > 48 - Internet Commercial > 48B - Internet Commercial Campaign

Silver ADDY Award	Dairy Farmers Of Washington	CMD	Dairy Farmers of Washington
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Branded Content & Entertainment > 51 - Branded Content & Entertainment For Online Film, Video & Sound > 51B - Single entry – more than :60 seconds

Silver ADDY Award	The Cloud Promise	Indigo Slate	Microsoft
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Branded Content & Entertainment > 53 - Branded Content & Entertainment – Non-Broadcast

Silver ADDY Award	March of Dimes Avery	Mojo Lab	March of Dimes
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Branded Content & Entertainment > 54 - Branded Content & Entertainment Campaign

Silver ADDY Award	Family Style	PB&	Visit Seattle
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Cinema Advertising > 56 - In-Theatre Commercials or Slides

Silver ADDY Award	Shredded! Movie Trailer	Wunderman Thompson/Seattle	Washington's Lottery
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**Integrated Campaigns > 60 - Integrated Advertising Campaigns > 60D - Consumer Campaign-
Regional/National**

Gold ADDY Award	A Big Strange Partnership	CMD	Microsoft
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Silver ADDY Award	Rainier Summit "Nest-Cam" Launch	DNA	Pabst Brewing/Rainier Beer
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Silver ADDY Award	Rewild The Rainiers	DNA	Pabst Brewing/Rainier Beer
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Silver ADDY Award	Anything But Ordinary	CMD	Microsoft
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Online/Interactive Campaign > 63 - Online/Interactive Campaign

Gold ADDY Award	Rainier Summit "Nest-Cam" Launch	DNA	Pabst Brewing/Rainier Beer
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Visual > 69 - Logo Design

Gold ADDY Award	Windom Woodwork Logo	Tran Creative	Windom Woodwork
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Visual > 71 - Illustration > 71A - Illustration - Single

Gold ADDY Award	SIFF Poster	WONGDOODY	Seattle International Film Festival
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Visual > 71 - Illustration > 71B - Illustration - Series

Gold ADDY Award	SIFF Poster Series	WONGDOODY	Seattle International
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Film & Video > 74 - Cinematography > 74A - Cinematography—Single

Gold ADDY Award	The Cloud Promise	Indigo Slate	Microsoft
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Film & Video > 75 - Animation, Special Effects or Motion Graphics/CGI > 75A - Animation, Special Effects or Motion Graphics

Gold ADDY Award	Xbox - Controllers	CMD	Microsoft
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Gold ADDY Award	World of Dairy Animation	CMD	Dairy Farmers of Washington
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Silver ADDY Award	Drop of Magic Animation	CMD	Dairy Farmers of Washington
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Film & Video > 76 - Video Editing

Gold ADDY Award	Every Person Matters in Formula One	Belief Agency	Microsoft
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Sound > 77 - Music > 77A - Music Without Lyrics—Single

Silver ADDY Award	Give The Gift Of Stadia	Marmoset	Google
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Sound > 79 - Sound Design > 79A - Sound Design—Single

Silver ADDY Award	Every Person Matters in Formula One	Belief Agency	Microsoft
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Out-Of-Home & Ambient Media > 96 - Pro Bono Out-Of-Home > 96A - Poster

Silver ADDY Award	SIFF Merchindising Poster	WONGDOODY	Seattle International Film Festival
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Out-Of-Home & Ambient Media > 96 - Pro Bono Out-Of-Home > 96C - Campaign

Silver ADDY Award	Cinema Served Hot	WONGDOODY	Seattle International Film Festival
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Online/Interactive > 98 - Corporate Social Responsibility > 98B - Corporate Social Responsibility Online/Interactive Campaign

Silver ADDY Award

UnAwareness Movement

CMD

Microsoft

The American Advertising Awards is the advertising industry's largest and most representative creative awards competition, attracting over 30,000 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.

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