



2021 ADDY Winners Announced in AAF District XI American Advertising Awards Competition

Results of the 2020-21 District XI professional and Student American Advertising Awards have been finalized, following judging of district submissions.

This year's District XI jury was comprised of esteemed advertising creatives from around the United States. Together, they viewed and evaluated the many district-level submissions – all of which had previously won ADDY Awards at the local level within the Pacific Northwest District, including from AAF affiliated Ad Clubs in Seattle, Spokane and Boise. The distinguished judges were:

- ***Matt Dimmer***, Partner/Chief Creative Officer with Troup in LA & Chicago
- ***Regina Strong***, Sr Copywriter with Badger & Winters in New York City
- ***Amy Stanec***, Vice President/ Creative Director with Digitas in Chicago
- ***Emily Moore***, Freelance Creative Director in Chicago

In the Professional division, the judges awarded the District Best of Show award to Wunderman Thompson Seattle for their entry “Liferun” done for the International Committee of the Red Cross. A total of eight professional Gold ADDY Awards and 24 Silver ADDY Awards were presented by the judges.

In the Student Division, the judges awarded the District Best of Show award to June Roys of Spokane Valley Community College for “SFCC Grad Show Campaign – Connect 4”. A total of Three Gold ADDY Awards and eight Silver ADDY Awards were presented by the judges.

A complete listing of all winning entries is provided below. Congratulations to all the winners of the 2020-21 District XI American Advertising Awards competition.

PROFESSIONAL ADDY AWARD WINNERS

Award	Title	Entrant	Advertiser
Sales Promotion > 002 - Packaging > 002B - Packaging Campaign			
Gold ADDY Award	Siete Packaging	Drawn	Siete
Silver ADDY Award	Can Rebrand	Against	Payette Brewing
Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 013 - Direct Marketing & Specialty Advertising (printed or digital)			
Gold ADDY Award	Drake Cooper 100% Employee Owned	Boise Ad Fed	Drake Cooper
Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 014 - Special Event Materials (printed or digital)			
Silver ADDY Award	Coeur d'Alene Triathlon Medal 2020	Tran Creative	Coeur d'Alene Triathlon Medal 2020
Ambient Media > 021 - Installations > 021A - Single Installation			
Gold ADDY Award	BECU WSU Field Mural	DNA Seattle	BECU
Ambient Media > 021 - Installations > 021B - Multiple Installations			
Silver ADDY Award	Wonder Woman 1984 Takeover	Twenty Four 7	AT&T and Warner Media
Apps, Games, and Virtual Reality > 033 - Apps, Games, and Virtual Reality > 033C - Games			
Gold, Best of Show ADDY Award	Liferun	Wunderman Thompson Seattle	ICRC - International Committee of the Red Cross
Silver ADDY Award	Raid The Dragon's Hoard	DNA Seattle	Dragon's Milk - New Holland Brewing
Branded Content & Entertainment > 039 - Branded Content & Entertainment for Online/Interactive			
Gold ADDY Award	Liferun	Wunderman Thompson Seattle	ICRC - International Committee of the Red Cross
Silver ADDY Award	Alone Together Coloring Book	Seven2	Viacom CBS

Advertising Industry Self-Promotion (Online/Interactive) > 040 - Advertising Industry Self-Promotion Online/Interactive

Silver ADDY Award	Rudy Willingham's Social Media	RudyCorp	RudyCorp
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Audio/Radio Advertising > 041 - Audio/Radio Advertising / Local > 041B - Single Spot more than :30 seconds

Silver ADDY Award	Aquarium 8-Hr ASMR	Copacino+Fujikado	Seattle Aquarium
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Television Advertising > 044 - Television Advertising – Local (One DMA) > 044B - Single Spot :30 seconds

Silver ADDY Award	Proposal	Wunderman Thompson Seattle	Washington's Lottery
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Silver ADDY Award	Zoo	Wunderman Thompson Seattle	Washington's Lottery
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Television Advertising > 044 - Television Advertising – Local (One DMA) > 044D - Television-Local Campaign

Silver ADDY Award	Let's Imagine Together Year 2 TV	Wunderman Thompson Seattle	Washington's Lottery
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Branded Content & Entertainment > 053 - Branded Content & Entertainment – Non-Broadcast

Silver ADDY Award	Meet Malachi	Copacino+Fujikado	Seattle Children's
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Branded Content & Entertainment > 054 - Branded Content & Entertainment Campaign

Silver ADDY Award	Let's Imagine Together Year 2 TV	Wunderman Thompson Seattle	Washington's Lottery
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Silver ADDY Award	Surface - WW84	CMD	Microsoft
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Music Videos > 058 - Music Video

Gold ADDY Award	Alaska Airlines - Safety Dance	Mekanism	Alaska Airlines
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Integrated Campaigns > 060 - Integrated Advertising Campaigns > 060C - Consumer Campaign-Local

Silver ADDY Award	Seahawks Fan Out Integrated Camp.	Wunderman Thompson Seattle	Washington's Lottery
Integrated Campaigns > 061 - Integrated Brand Identity Campaign - Local or Regional/National			
Silver ADDY Award	Cauze Rebrand	Against	Cauze
Integrated Campaigns > 062 - Integrated Branded Content Campaign – Local or Regional/National			
Silver ADDY Award	Rainier Beer: Call of Rewild	DNA Seattle	Rainier - Pabst Brewing Company
Online/Interactive Campaign > 063 - Online/Interactive Campaign			
Silver ADDY Award	AquiPor Technologies Campaign	Houdini Interactive	AquiPor Technologies
Film & Video > 074 - Cinematography > 074A - Cinematography—Single			
Silver ADDY Award	Bison Boys Trailer	Boise Ad Fed	Porter Pro Media
Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075A - Animation, Special Effects or Motion Graphics			
Silver ADDY Award	Rainier Beer: Call of Rewild	DNA Seattle	Rainier - Pabst Brewing Company
Silver ADDY Award	Xbox Accessories - Phantom Magenta	CMD	Microsoft
Sound > 077 - Music > 077B - Music With Lyrics—Single			
Gold ADDY Award	Alaska Airlines - Safety Dance	Mekanism	Alaska Airlines
Digital Creative Technology > 086 - Data Driven Media			
Gold ADDY Award	Alaska Airlines - Swell Deals	Mekanism	Alaska Airlines
Digital Creative Technology > 087 - Innovative Use of Interactive / Technology			

Silver ADDY Award	Liferun	Wunderman Thompson Seattle	ICRC - International Committee of the Red Cross
Silver ADDY Award	Alaska Airlines - Swell Deals	Mekanism	Alaska Airlines
Out-Of-Home & Ambient Media > 096 - Pro Bono Out-Of-Home > 096B - Out-Of-Home			
Silver ADDY Award	KEEP MUSIC LIVE	World Famous	KEEP MUSIC LIVE
Out-Of-Home & Ambient Media > 096 - Pro Bono Out-Of-Home > 096C - Campaign			
Silver ADDY Award	KEEP MUSIC LIVE	World Famous	KEEP MUSIC LIVE

STUDENT ADDY AWARD WINNERS
(below)

Award	Title	Student	Educational Institution
Sales Promotion > S01 - Product or Service Sales Promotion > S01A - Packaging			
Silver ADDY Award	Not Pot CBD Gummies	Ksenia Akimova	Spokane Falls Community College
Silver ADDY Award	Mochitsuki Package Design	Lauren Ruckhaber	Spokane Falls Community College
Silver ADDY Award	A&W Package Design	Jodi Harkness	Montana State University
Direct Marketing > S06 - Direct Marketing			
Gold ADDY Award	Specialty Promotions	Isidro Rojas	Spokane Falls Community College
Magazine Advertising > S07 - Magazine Advertising > S07B - Campaign			
Silver ADDY Award	Betty Crocker Icing Ad Campaign	Laura Stout and James Hubbell	Montana State University
Out-Of-Home > S09 - Poster > S09A - Single			
Silver ADDY Award	AAF Preflight Poster	Madison Rada	Spokane Falls Community College
Integrated Campaigns > Integrated Brand Identity Campaign > S22B - Integrated Brand Identity Campaign - Campaign			
Gold, Best of	SFCC Grad Show	Sam Williams, Spokane Falls Community College, Project Manager David McGuire, Art Director Emma Sheldon,	Spokane Falls

Show ADDY Award	Campaign - Connect 4	Designer Vlad Kozlov, Web Developer Jullene Sager, Other	Community College
Silver ADDY Award	SFCC Grad Show Campaign - Launch	Alex Luna, Tiana Gerber, Katie Orfield, Devyn Fair	Spokane Falls Community College
Illustration > S25 - Illustration > S25B - Illustration – Campaign			
Gold ADDY Award	SFCC GDC Specialty Promotions	Ksenia Akimova	Spokane Falls Community College
Film, Video & Sound > S28 - Cinematography > S28A - Single			
Silver ADDY Award	Morphine	knechtthedot	University of Puget Sound
Film, Video & Sound > S29 - Animation or Special Effects			
Silver ADDY Award	Supernatural Title Sequence	Coral Saville	Western Washington University