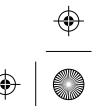
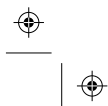


2018 WINNERS BOOK





ad goes here.

Imagine the ad that would have gone here if we had the

time do a bit of self promotion after all the long hours

spent on the ADDYs. It was a real showstopper.

Here was our art direction:

→ *An asymmetrical blend of hard work and crazy.*

Our designers napping under the table.

Our account execs huddled in the corners.

An apocalyptic dramatization of what it means to get shit done.

AMERICAN
ADVERTISING
AWARDS

here's to

Getting it right the third time.

Fighting for your creative. And strategy. And lunch break.

Accepting what you cannot change...this round.

Loving the other agency's recent rebrand.

Appreciating ADDYs submissions. Win or lose.

Celebrating a year of everything in between.

*creative junkies.
account heroes.
→ 2018 ADDYs team. ←*

THESE ARE THE
PEOPLE THAT
MADE THE 2018
ADDYS HAPPEN.

Donna Gray Matchbook Creative	Rose Durbin Hirons
Maris Schiess Matchbook Creative	Katie Clements CVR
Michael Stark Matchbook Creative	Eric Gray CVR
Brian Kingen CVR	Torrey Ratay Matchbook Creative
Lars Lawson Timber Design Company	
Jeff Morris The Flatland	

2018addy
winners

PROFESSIONAL
CATEGORY

Bayonet Media
Borshoff
Bradley and Montgomery
CVR
Earshot AudioPost
Element Three
Factory
HendrixRaderWise
Hirons
Indiana University
Made by Munsters
Matchbook Creative
Mays Entertainment
Mike Yonts Films, Inc.
Miller Brooks
Monarch Beverage
Mortenson Kim
PATTERN
Salesforce
Second Street Creative
The Flatland
Timber Design Company
Well Done Marketing
Williams Randall
WoodMill

STUDENT
CATEGORY

Anna Weddle
Anthony Carranza
Claire DeCamp
Jenna Krall
Kyle Brintnall
Laura Baumann

★ 2018 addy sponsors ★

GOLD LEVEL



SILVER LEVEL



BAR LEVEL



BRONZE LEVEL



annual sponsors

DIAMOND LEVEL



PLATINUM LEVEL



BRONZE LEVEL



it's time
→ to meet your
dream makers.
crushers.

2018 ADDYS JUDGES



WILL CAUTHEN
Executive Creative Director
PriceWeber Marketing
Louisville, KY

Will Cauthen is an executive creative director for PriceWeber in Louisville, Kentucky. He oversees all creative on the Brown-Forman accounts and new business initiatives. Prior to joining PriceWeber in 2015, he held creative director positions at McGarry Bowen, The Halo Group, Grey and Moses Anshell. His work has gained recognition and awards for clients such as Brown-Forman, Marriott, Chase Banks, Toyota, Chevy, Bose, Bounty, Fender, BellSouth, AT&T, US Airways and the Arizona Office of Tourism.



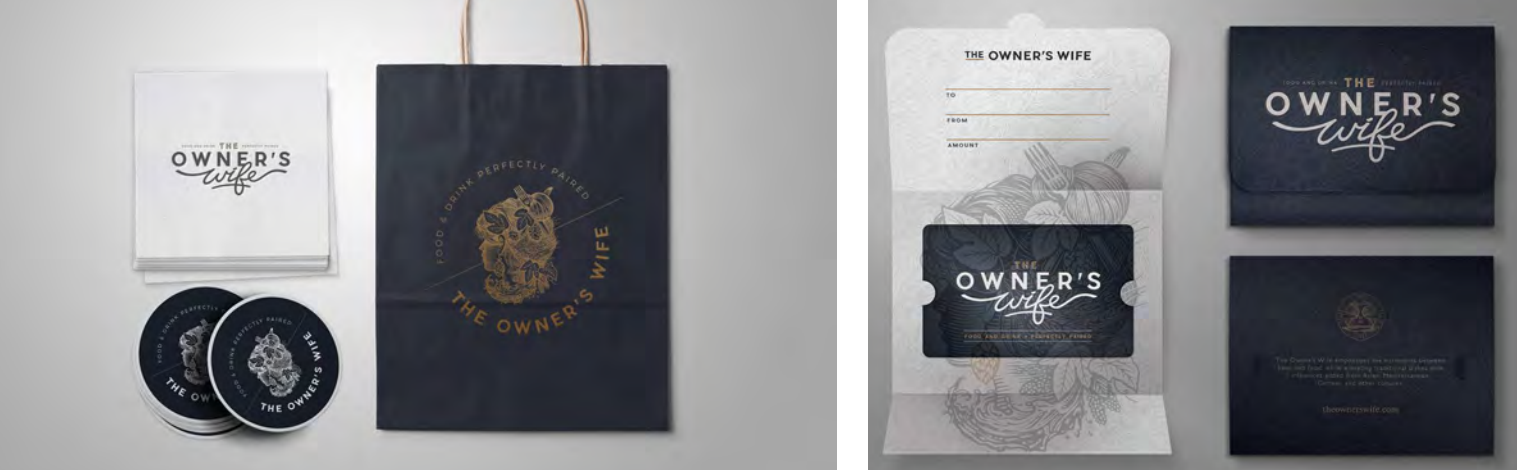
JOHN GUMAS
CEO
Gumas
San Francisco, CA

A veteran of the advertising and interactive marketing industry, John founded GUMAS in 1984. Today, the award-winning firm is consistently named as one of the top branding and interactive marketing firms by the S.F. Business Times. John is recognized as one of the country's foremost authorities on Challenger Brand Marketing®. He is the author of the popular book "Marketing Smart" which describes how challenger brands can develop marketing strategies to effectively take on their larger competitors.



STEVEN SCHROTH
Senior Copywriter
BBDO NY
New York City, NY

Steven is no stranger to the Midwest. He grew up in nearby Cincinnati, worked in Detroit and is married to a woman from Omaha. In between these milestones, he also managed to graduate from Ohio University and the Creative Circus. He now works at BBDO in the very un-Midwestern city of New York. His work has been recognized at Cannes, the One Show, AICP, the Clios and Communication Arts, among others.



MILLER BROOKS

73 Integrated Brand Identity Campaign

The Owner's Wife Brand

The Owner's Wife

Uriaha Foust, Creative Director

Joe Black, Senior Art Director

Evan Finch, Senior Copywriter

Natalia Belov, Designer



best of show

AMERICAN
ADVERTISING
AWARDS

009

2018
INDIANAPOLIS, IN

AMERICAN
ADVERTISING
AWARDS

Judge's Choice

WILL CAUTHEN
PriceWeber Marketing

BAYONET MEDIA

47 Advertising Industry Self-Promo Online

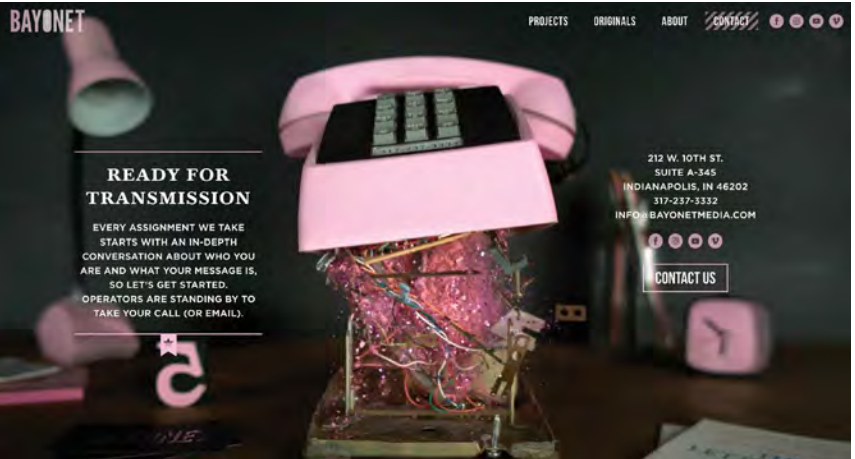
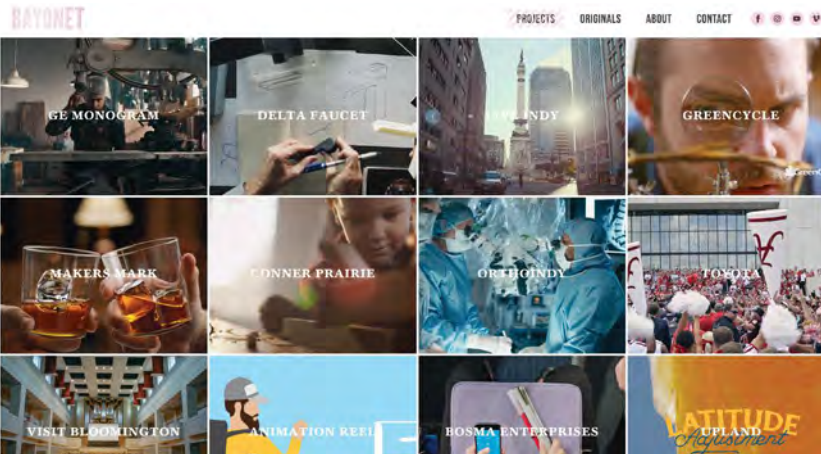
Bayonet Media Website

Bayonet Media

Joe Vella, Visual Director

Andrew Quinn, Creative Director

Kevin Grazioli, Producer



Judge's Choice

JOHN GUMAS
Gumas

THE FLATLAND

72 Integrated Advertising Campaign

Milto "Pickup Artists" Campaign

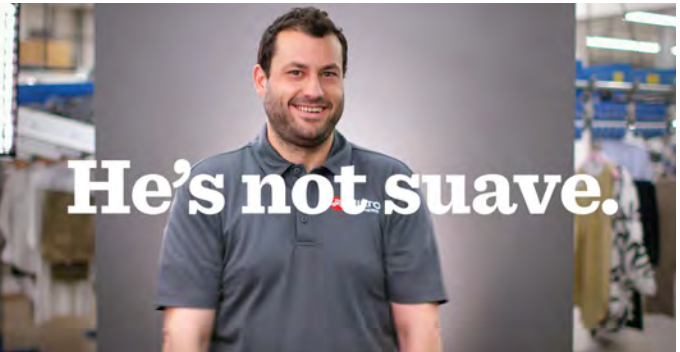
Milto Cleaners

Ben Seal, Creative Director/Writer

Jeff Morris, Creative Director

Erin Haskett, Vice President of Account Services

Harold Miller, Photographer



AMERICAN
ADVERTISING
AWARDS

013

2018
INDIANAPOLIS, IN

AMERICAN
ADVERTISING
AWARDS

Judge's Choice

STEVEN SCHROTH
BBDO New York

PATTERN

08 Magazine Design
PATTERN Vol 12 - Under Construction
PATTERN Magazine
Polina Osherov, Editor and Creative Director
Kathy Davis, Design Director Emeritus
Lindsay Hadley, Design Director

VOLUME NO. 12_15 dollars

FASHIONING A COMMUNITY.

PATTERN

XII
UNDER
CONSTR
UCTION



+ FEATURING THEASTER GATES, AMY KIRCHNER, ASHLEY FORD, BILL BROWNE, RICHARD MEIER AND OTHERS

015

gold winners

FACTORY

52 Television Advertising Single Spot
North Pole Focus Group
Kentucky Lottery
Ross Simpson, Director
Clare Libbing, Executive Producer



PATTERN

08 Magazine Design
PATTERN Vol 11 - Explore
PATTERN Magazine
Polina Osherov, Editor in Chief
Kathy Davis, Design Director
Lindsay Hadley, Design Director



MIKE YONTS FILMS, INC.

65 Music Video

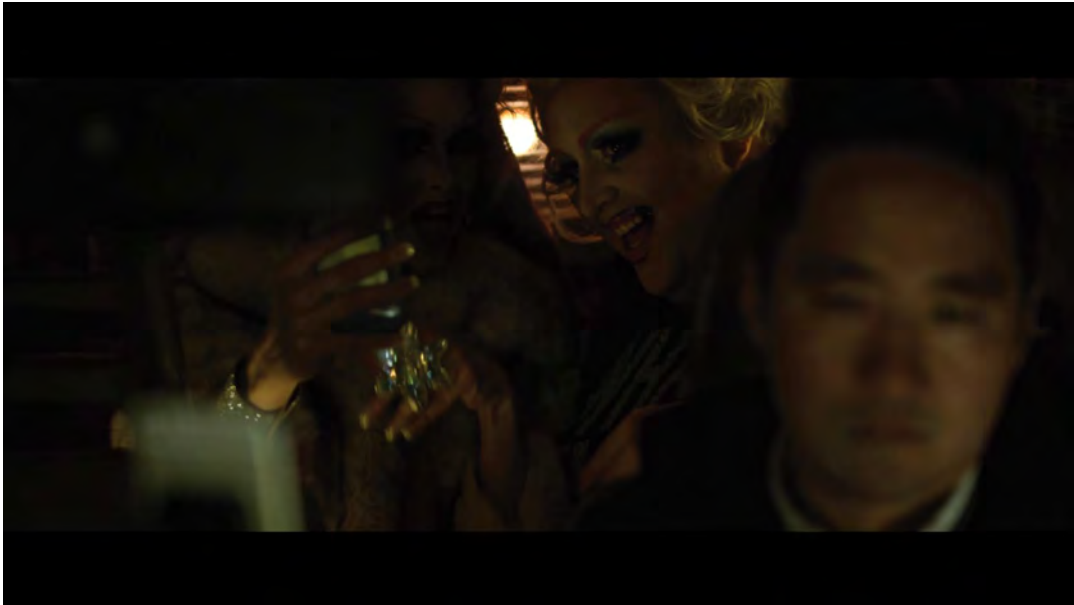
Kishi Bashi - Can't Let Go, Juno

Joyful Noise Recordings

Mike Yonts, Director of Photography

Owen Thomas, Director

Jared Sparkman, Producer



HENDRIXRADERWISE

52 Television Advertising Single Spot

Lake City Bank - Forklift TV

Lake City Bank

Duane Rader, President - Creative

Greg Clark, Creative Director

Timothy Kendall, Director

Drive Thru, Production



SALESFORCE

10 Direct Mail 3D / Mixed

The Legends of Email Anthology

Salesforce

Amanda Meyer, Designer

Ryan Felton, Copywriter

Courtney Scott, Project Manager

Print Resources, Printing and Production Partner

Katie Snider, Associate Creative Director



ELEMENT THREE

08 Magazine Design

Newmar Magazine

Newmar Corporation

Element Three



HENDRIXRADERWISE

52 Television Advertising Campaign
Lake City Bank - TV Campaign
Lake City Bank
Duane Rader, President - Creative
Greg Clark, Creative Director
Timothy Kendall, Director
Drive Thru, Production



MATCHBOOK CREATIVE

10 Direct Mail 3D / Mixed
The Last Summer Direct Mail
Max Siegel
Michael Stark, Creative Director
Maddie Derdiger, Senior Art Director
Christy Gormal, Chief Marketing Officer



MORTENSON KIM

88 Music with Lyrics
Set For Life
Hoosier Lottery
Peter Kim, Executive Creative Director
David Boensch, Creative Director
Matt Barnett, Assoc. Creative Director / Copywriter
Tim Lisko, Copywriter
Emily Elzer Bauer, Broadcast Producer
Liquid 9, Production Company / Sound Design



MONARCH BEVERAGE

80 Logo Design
Uprysing Logo
Uprysing Company
Jeff Brown, Creative Director



PATTERN

08 Magazine Design

PATTERN Vol 12 - Under Construction

PATTERN Magazine

Polina Osharov, Editor and Creative Director

Kathy Davis, Design Director Emeritus

Lindsay Hadley, Design Director



THE FLATLAND

01 Catalog

Peerless Faucet Catalog

Peerless Faucet

Ben Seal, Creative Director/Writer

Brian Gray, Creative Director/Art Director

Erin Haskett, Vice President of Client Services



BAYONET MEDIA

47 Advertising Industry Self-Promo Online

Bayonet Media Website

Bayonet Media

Joe Vella, Visual Director

Andrew Quinn, Creative Director

Kevin Grazioli, Producer



EARSHOT AUDIO POST

49 Radio Campaign

American Standard Radio Campaign

American Standard

Brice Bowman, Audio Recording, Editing
& Mixing Engineer

Bryan Judkins, Creative Director

Scott King, Associate Creative Director

Aidan McKiernan, Copywriter

Amy Jo Deguzis, Producer

Cory Shneider, Account

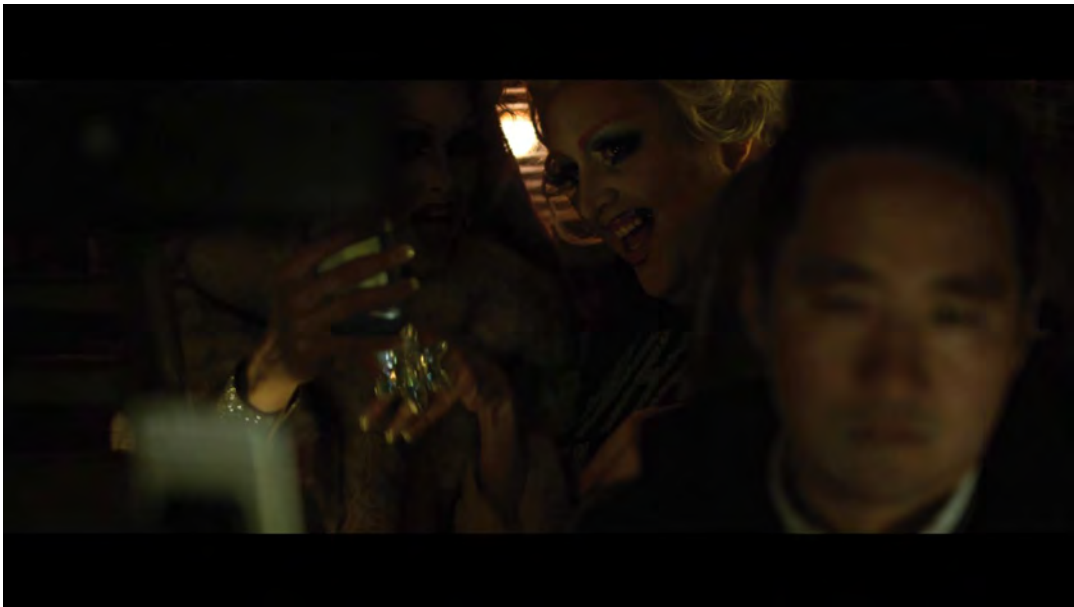
Cat Watson, Account

Zac Neulieb, Art Director



MIKE YONTS FILMS, INC.

85 Cinematography
Kishi Bashi - Can't Let Go, Juno
Joyful Noise Recordings
Mike Yonts, Director of Photography
Owen Thomas, Director
Jared Sparkman, Producer



ELEMENT THREE

38 Social Media Campaign
Airstream You Deserve It Videos
Airstream Inc.
Element Three
Storytellers Anonymous



MILLER BROOKS

78 Ad Industry Self Promo Integrated Campaign
“Super Secret Santa” Campaign
Miller Brooks
Uriaha Foust, Creative Director
Joe Black, Senior Art Director
Evan Finch, Senior Copywriter
Natalia Belov, Designer
Amanda Waltz, Production Designer
Meagan Greene, Creative Intern
Michael Mitchell, Creative Intern



CVR

01 Sales Kit
US Soy Sustainability Sales Kit
US Soybean Export Council
CVR
Punch Films



TIMBER DESIGN COMPANY

34 Public Service Ambient Media
Street Reach Parking Meters
CHIP Indy
Lars Lawson, Creative Director



ELEMENT THREE

07 Brochure
Newmar Luxury Brochures
Newmar Corporation
Element Three Team



MADE BY MUNSTERS

37 Website Microsite
ESPN FC100
ESPN, Inc.
Neil Jamieson, ESPN Art Director
Joey Kirk, CEO



BRADLEY AND MONTGOMERY

98 Innovative Use of Interactive / Technology
Chase World Trade Center VR
Chase
Bradley and Montgomery Creative Teams



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THE FLATLAND

01 Catalog

Peerless Faucet Stylebook

Peerless Faucet

Ben Seal, Creative Director / Writer

Jeff Morris, Creative Director / Art Director

Erin Haskett, Vice President of Client Services



WILLIAMS RANDALL

15 Ad Industry Self Promo Specialty Advertising

Axe Introduction Mailer

Newmar Corporation

David Stanton, Creative Director

Scott Arvin, Senior Art Director

Dan Zumbiel, Associate Creative Director / Writer

Julia Thorpe, Account Coordinator



THE FLATLAND

72 Integrated Advertising Campaign

Milto "Pickup Artists" Campaign

Milto Cleaners

Ben Seal, Creative Director / Writer

Jeff Morris, Creative Director

Erin Haskett, Vice President of Account Services

Harold Miller, Photographer



HIRONS

27 Poster

Coat Check Coffee Posters

Coat Check Coffee

John Molloy, Executive Creative Director

Elaine Evans, Design Intern

Preston Radtke

Chris Costidakis, Art Director



HENDRIXRADERWISE

52 Television Advertising Single Spot
Lake City Bank - TV Campaign
Lake City Bank
Duane Rader, President - Creative
Greg Clark, Creative Director
Timothy Kendall, Director
Drive Thru, Production



MAYS ENTERTAINMENT

68 Public Service Online Film, Video & Sound
Crashed & Burned: Harry Dyer Story
Eskenazi Health Foundation & Tracks Trust
Mays Entertainment, LLC, Production Agency
Matt Mays, Director
Heather Grisham, Production Coordinator



BRADLEY AND MONTGOMERY

83 Still Photography Color, Single
Chase Astro Girl
Chase
Bradley and Montgomery Creative Teams



WOODMILL

04 Stationery Package Single
WoodMill Business Card
WoodMill
Dustin Wood, Designer



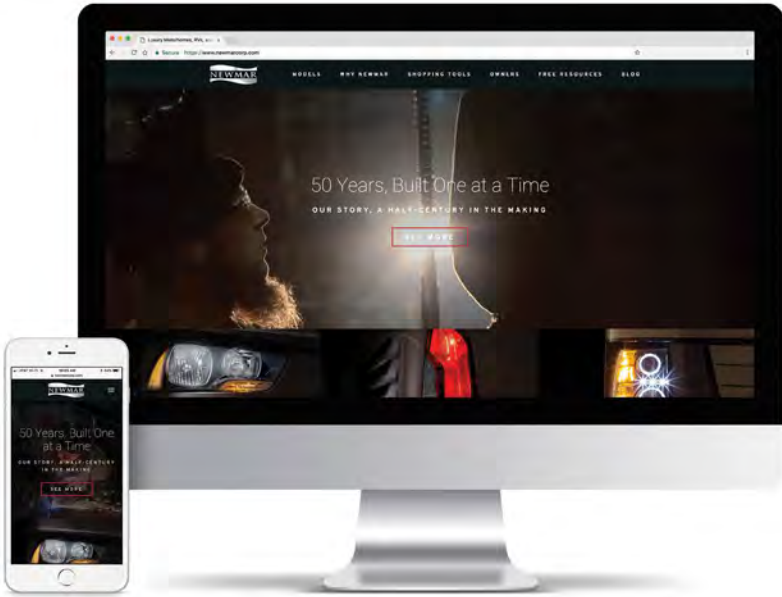
BAYONET MEDIA

85 Cinematography
Maker's Mark Internet Campaign
Maker's Mark
Joe Vella, Directory of Photography



ELEMENT THREE

37 Website
Newmar Website
Newmar Corporation
Element Three



ELEMENT THREE

07 Brochure
Newmar King Aire Brochure
Newmar Corporation
Element Three
Larry McKay, Photographer



ELEMENT THREE

15 Direct Marketing & Specialty Advertising
Element Three Direct Mail
Element Three
Element Three



HENDRIXRADERWISE

72 Integrated Advertising Campaign B2B
Lake City Bank - TV Campaign
Lake City Bank
Duane Rader, President - Creative
Greg Clark, Creative Director
Timothy Kendall, Director
Drive Thru, Production



THE FLATLAND

16 Special Event Materials
The Flatland Holiday Card
The Flatland
Ben Seal, Creative Director/Writer
Brian Gray, Creative Director/Art Director
Erin Haskett, Vice President of Account Services



BRADLEY AND MONTGOMERY

38 Social Media Campaign
Xbox Influencer Campaign
Microsoft
Bradley and Montgomery Creative Teams



silver winners





BRADLEY AND MONTGOMERY

83 Still Photography Campaign
Chase Astrogirl Photo Campaign
Chase
Bradley and Montgomery
Creative Teams

INDIANA UNIVERSITY

08 Publication Design Cover
IU Kokomo Viewbook Cover
Indiana University Kokomo Admissions
Dylan Lowe, Designer
Ashley Rutter, Writer
Heather Barber, Creative Director
Heather Edelblute, Project Manager

WELL DONE MARKETING

02 Packaging Single Unit
Bravo Bourbon Label
Hotel Tango Artisan Distillery
Ken Honeywell, Creative Director
Amy McAdams Gonzales, Associate
Creative Director and Designer
Melissa Sunsdahl, Account Supervisor

MILLER BROOKS

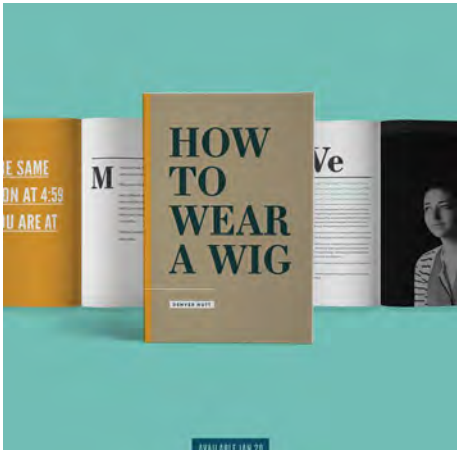
72 B2B Campaign National
TYPAR Weather Protection Campaign
TYPAR
Uriaha Foust, Creative Director
Michael Thaman, Art Director
Mark Willis, Senior Copywriter
Natalia Belov, Designer

MILLER BROOKS

73 Integrated Brand Identity Campaign
Local or Regional/National
TYPAR Branding Campaign
TYPAR
Uriaha Foust, Creative Director
Michael Thaman, Art Director
Mark Willis, Senior Copywriter
Natalia Belov, Designer

MILLER BROOKS

02 Packaging Campaign
Conservas and Vinegar Packaging
The Owner's Wife
Uriaha Foust, Creative Director
Joe Black, Senior Art Director
Evan Finch, Senior Copywriter
Natalia Belov, Designer



SECOND STREET CREATIVE

76 Integrated Media Public
Service Campaign
How to Wear a Wig
Denver Hutt Legacy Foundation
Ryan Hunley



MATCHBOOK CREATIVE

02 Packaging Campaign
Ambre Blends New Product Labels
Ambre Blends
Michael Stark, Creative Director



MATCHBOOK CREATIVE

12 Annual Report
IndyHumane Annual Report
IndyHumane
Michael Stark, Creative Director
Torrey Ratay, Graphic Designer



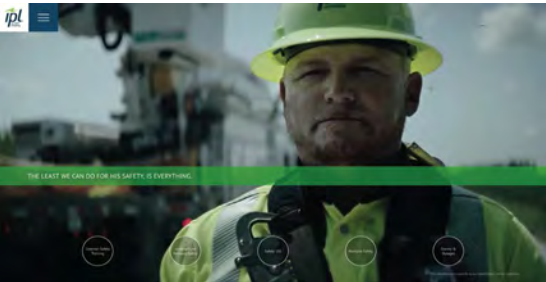
BAYONET MEDIA

51 Television Advertising Local Campaign
OrthoIndy Brand Anthem
OrthoIndy
Joe Vella, Director of Photography
Kevin Grazioli, Producer
Andrew Quinn, Director
Kasey Prickel, Marketing Director
Jackie Bilskie, Senior Graphic Designer
Megan Golden, PR Specialist



HIRONS

80 Logo Design
Rock E Bassoon Band Logo
Rock E Bassoon
Kendall Bybee, Account Manager
Katrina Ent, Account Coordinator
John Molloy, Executive Creative Director
Chris Costidakis, Art Director
Elaine Evans, Design Intern



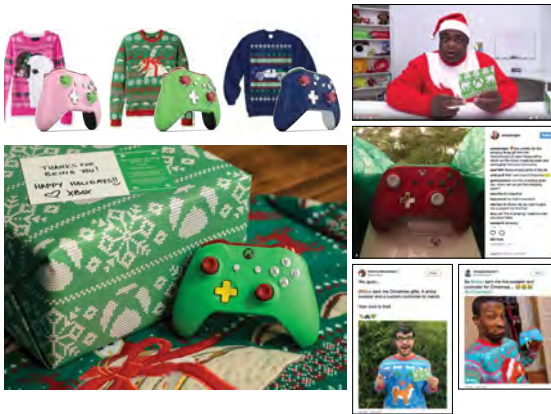
WILLIAMS RANDALL

72 Integrated Advertising Local Campaigns
IPL Safety
Indianapolis Power & Light
David Stanton, Creative Director
Brian Thibodeau, Associate Creative Director/
Art Director
Dan Zumbiel, Associate Creative Director/Writer
Becky Polston, Account Supervisor
Julie Thorpe, Account Coordinator
Road Pictures - Greg Malone, Executive Producer
Camp 4 Collective - Anson Fogel, Director
Scofield Editorial - John Scofield, Editor
Earshot Audiopost - Brice Bowman, Sound Design
Matthew Turley, Photographer



HENDRIXRADERWISE

80 Logo Design
Indy Airport - BEE logo
Indianapolis International Airport
Duane Rader
Greg Clark, Illustrator
Tony Murcia, Design Director
Nancy Wise, Media



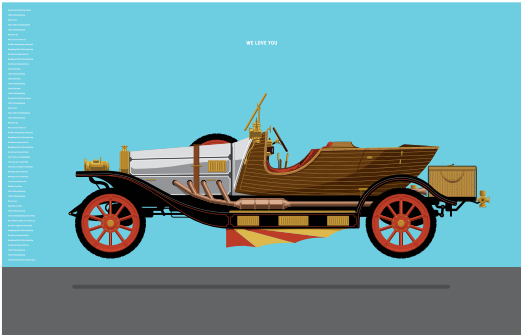
BRADLEY AND MONTGOMERY

11 Specialty Advertising
Other Merchandise
Xbox Holiday Sweaters
Microsoft
Bradley and Montgomery
Creative Teams



MORTENSON KIM

52 Television Advertising
Regional National
Set For Life
Hoosier Lottery
Peter Kim, Executive Creative Director
David Boensch, Creative Director
Matt Barnett, Associate Creative
Director / Copywriter
Tim Lisko, Copywriter
Emily Elzer Bauer, Broadcast Producer
Liquid 9, Production Company



TIMBER DESIGN COMPANY

82 Single Illustration
Chitty Chitty Bang Bang Poster
Indianapolis Film Fest
Lars Lawson, Illustrator / Designer



ELEMENT THREE

58 Branded Content, Video & Sound
Newmar 50th Anniversary Video
Newmar Corporation
Element Three



ELEMENT THREE

27 Poster Single Unit
Fuse Sessions / Erik Marinovich
Element Three
Element Three Team
Erik Marinovich, Designer / Illustrator
Mama's Sauce, Printer



BRADLEY AND MONTGOMERY

86 Animation Special Effects or
Motion Graphics
Xbox Green Screen Effect
Microsoft
Bradley and Montgomery
Creative Teams

BRADLEY AND MONTGOMERY

86 Animation, Special Effects or
Motion Graphics CGI
Xbox Green Screen
Microsoft
Bradley and Montgomery
Creative Teams

BAYONET MEDIA

51 Television Local Campaign
Conner Prairie 2017
Conner Prairie
Joe Vella, Director of Photography
Lauren Harper, Producer
Ben Redar, Director
Jason Roemer, Creative Director

MONARCH BEVERAGE

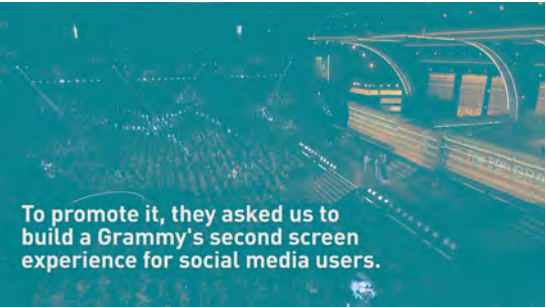
38 Single Execution
Cream Ryses
Poster Uprysing
Jeff Brown, Creative Director

MONARCH BEVERAGE

27 Poster Single Unit
Uprysing - Ripple Effect
Poster Uprysing
Jeff Brown, Creative Director

MORTENSON KIM

52 Television Single Spot
Black Pearl
Hoosier Lottery
Peter Kim, Executive Creative Director
David Boensch, Creative Director
Matt Barnett, Associate Creative
Director / Copywriter
Ryan Spillmann, Senior Graphic Designer
Sean McDonald, Motion Graphics Editor
Emily Elzer Bauer, Broadcast Producer
Zoo Content, Production Company
Earshot Audiopost, Sound Design
Tim Lisko, Copywriter



TIMBER DESIGN COMPANY

80 Logo Design
Sanfilippo's Italian Deli
Sanfilippo's Italian Deli
Lars Lawson, Creative Director

TIMBER DESIGN COMPANY

74 Integrated Branded
Content Campaign
White Bison Coffee Corporate Image
White Bison Coffee
Lars Lawson, Creative Director /
Design / Illustration / Copywriting

HIRONS

68 Public Service Online Film,
Video & Sound
Indiana Healthy Food Access
Indiana Healthy Food Access
Caitlin Dempsey, Senior Account Manager
John Molloy, Executive Creative Director
Chris Costidakis, Art Director

ELEMENT THREE

75 Online/Interactive Campaign
Airstream You Deserve It Campaign
Airstream
Element Three
Storytellers Anonymous

MILLER BROOKS

72B B2B Campaign-National
Stop the Hassles Campaign
ClarkDietrich
Uriaha Foust, Creative Director
Mark Willis, Senior Copywriter
Justin Ginther, Art Director
Laura Westerfield, Designer
Amanda Waltz, Production Designer
Noah Gregg, Art Director

BRADLEY AND MONTGOMERY

98 Innovative Use of Interactive Tech
Bing Grammy Live Stream
Microsoft
Bradley and Montgomery Creative
Technology Team

studentgold winners

student silver winners



ANNA WEDDLE
22 Integrated Brand Identity Campaign
Mayor's Arts Awards
Ball State University



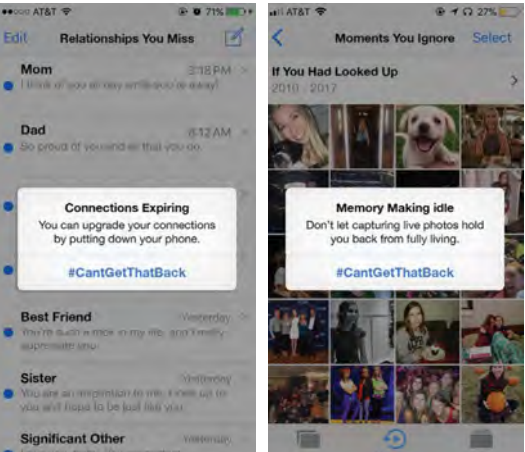
ANTHONY CARRANZA
09 Poster Single
Herron Recruitment Poster
Herron School of Art
and Design at IUPUI



JENNA KRALL
01 Packaging
The Line Packaging
University of Indianapolis



CLAIRE DECAMP
25 Illustration Single
USA Track & Field Children's Book
Miami University



LAURA BAUMANN
10 Outdoor & Transit
#Can'tGetThatBack
I'm Not Your Inspiration
Butler University



KYLE BRINTNALL
19 Television Advertising Single
Let's Get Steamy
Butler University

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FACTORY



BAYONET

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Cover Art
#ADDYSINDY