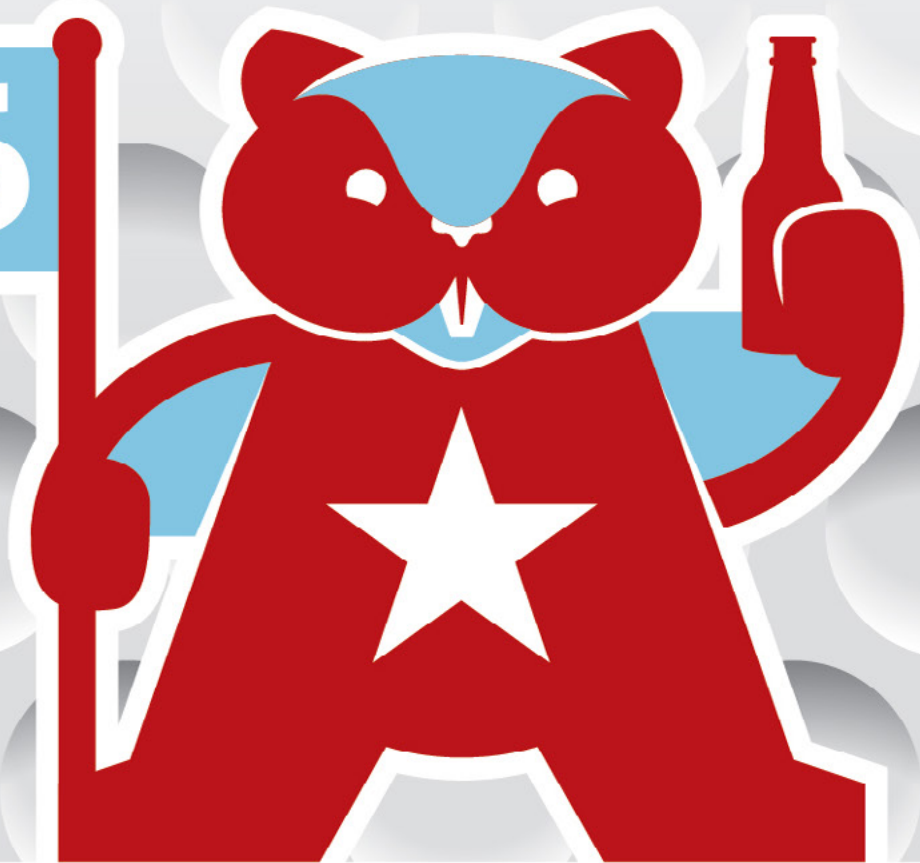


16



**ADDY 2016 - WINNERS**

**01 - PRODUCT OR SERVICE SALES PROMOTION  
01A - CATALOG**

**GOLD - BEST OF SHOW RUNNER-UP**

Creative Communication Associates  
Lycoming College  
Viewbook

*David A. Moore, Associate Creative Director  
Rick Langdon, Senior Account Manager  
Jenna Ryan, Account Manager*

**SILVER**

Creative Communication Associates  
LIM College  
Viewbook

*David A. Moore, Associate Creative Director  
Lauren Herrington, Senior Account Manager  
Josephine Mariea, Copywriter  
Mark McCarty, Photographer*

**SILVER**

Creative Communication Associates  
Philadelphia University  
Viewbook

*Beth Mickalonis, Art Director  
Jenna Ryan, Account Manager  
Andrea Jarrell, Copywriter  
Dan Kehn, Executive Vice President*

**STUDENT01 - PRODUCT OR SERVICE SALES PROMOTION  
01A - PACKAGING**

**SILVER**

Bridget Richardsom  
The College of Saint Rose  
Squatch Droppings

**SILVER**

Lauren Pennock  
The College of Saint Rose  
Puff Daddies

**01 - PRODUCT OR SERVICE SALES PROMOTION  
01B - SALES KIT OR PRODUCT INFORMATION SHEETS**

**SILVER**

Coppola Design  
Snyder Printer  
Soft Touch Promotion Piece

*Christy Ann Coppola, Art Director and Designer  
Laurel Saville, Copywriter*

**01 - PRODUCT OR SERVICE SALES PROMOTION  
01D - SALES PROMOTION CAMPAIGN**

**SILVER**

Creative Communication Associates  
Adelphi University  
Enrollment Campaign

*David A. Moore, Associate Creative Director  
Ellen Barnett, Copywriter  
Lauren Herrington, Senior Account Manager  
Beth Mickalonis, Art Director  
Melissa Batalin, Art Director*

**SILVER**

Creative Communication Associates  
Philadelphia University  
Enrollment Campaign

*Beth Mickalonis, Art Director  
Andrea Jarrell, Copywriter  
Melissa Fiorenza, Senior Editor  
Dan Kehn, Executive Vice President*

**03 - POINT OF PURCHASE  
03A - COUNTERTOP**

**SILVER**

Trampoline  
Druthers Brewing Company  
Tap Handle

*Will Fowler, Graphic Designer  
Cara Greenslade, Production Coordinator  
Paula Slayton, Account Supervisor*

**STUDENT02 - STATIONARY PACKAGE**

**SILVER**

Monica Polii  
The College of Saint Rose  
Personal Logo and Business System

**SILVER**

Robyn Olmstead  
The College of Saint Rose  
Personal Business System

**05 - ANNUAL REPORT**

**SILVER**

Oberlander Group  
Rensselaer Polytechnic Institute  
President's Report

*Flo Luckey, Art Director  
Diane Piester, Creative Director  
Peter Andrews, Copywriter  
Tracey Leibach, Content Development and Editor  
Universal/Wilde, Printer  
Karen Paul, Production Manager*

**SILVER**

Overit  
Albany Port District Commission (Port of Albany)  
Annual Report

*Susan Merrick, Creative Director*

**SILVER**

Trampoline  
SeriousFun Children's Network  
2014 Annual Report

*Derek Slayton, Creative Director and Designer  
Paula Slayton, Account Supervisor  
Matt Britt, Production Manager  
Sean Magee, Brand Strategy*

**07 - BROCHURE**  
**07A - SINGLE UNIT**

SILVER

Creative Communication Associates  
Boston College Carroll School of Management  
MBA Travel Piece

*Melissa Batalin, Art Director*  
*SarahNicole Mahoney, Senior Account Manager*  
*Josephine Mariea, Copywriter*

SILVER

Creative Communication Associates  
Philadelphia University  
Parent's Brochure

*Beth Mickalonis, Art Director*  
*Taylor Gagliardi, Copywriter*  
*Melissa Fiorenza, Senior Editor*  
*Jenna Ryan, Account Manager*

SILVER

Fingerpaint  
The Foundation for Embryonic Competence  
MSA Brochure

*Julie Anne Lewis, Creative Lead and Copywriter*  
*Bryan Hogan, Designer*  
*Courtney McMahon, Account Service*

**GOLD - BEST OF SHOW RUNNER-UP**

Oberlander Group  
Rensselaer Polytechnic Institute  
Viewbook

*Flo Luckey, Art Director*  
*Diane Piester, Creative Director*  
*Alan Gelb, Copywriter*  
*Tracey Leibach, Content Development and Editor*  
*Karen Paul, Production Manager*

SILVER

Zone 5  
Columbia Greene Community College Viewbook

*David Homsey, Creative Director*

**07 - BROCHURE**  
**07B - BROCHURE CAMPAIGN**

SILVER

2communicue  
The Achieve Program  
Achieve

*Kelly McMurray, Creative Director*  
*Morgan Jordan, Senior Designer*

SILVER

Aurora Design  
Mohawk  
Print and Paper Basics

*Jennifer Wilkerson, Designer*

SILVER

Creative Communication Associates  
LIM College  
Enrollment Campaign

*David A. Moore, Associate Creative Director*  
*Josephine Mariea, Copywriter*  
*Lauren Herrington, Senior Account Manager*  
*Mark McCarty, Photographer*  
*Kayla O'Hare, Junior Designer*

SILVER

Creative Communication Associates  
Siena College  
Enrollment Campaign

*Beth Mickalonis, Art Director*  
*Jenna Ryan, Account Manager*  
*Melissa Fiorenza, Senior Editor*  
*Dan Kehn, Executive Vice President*  
*Garrett Kipp, Junior Designer*

SILVER

Creative Communication Associates  
LIM College  
So You Want a Career in Fashion? eBook

*Rob DeLuke, Creative Director*  
*Taylor Gagliardi, Copywriter*  
*Lauren Herrington, Senior Account Manager*  
*Kayla O'Hare, Junior Designer*

**08 - PUBLICATION DESIGN**  
**08B - EDITORIAL SPREAD OR FEATURE**

SILVER

Oberlander Group  
Williams College  
Williams Women Feature

*Flo Luckey, Art Director*  
*Nancy Pick, Copywriter*  
*Amy Lovett, Editor*  
*Peter Strain, Illustrator*

**08 - PUBLICATION DESIGN**  
**08C - COVER/EDITORIAL SPREAD OR FEATURE - SERIES**

SILVER

2communicue  
Nobles and Greenough School  
Nobles Spring 2015

*Kelly McMurray, Creative Director*  
*Morgan Jordan, Senior Designer*  
*Heather Sullivan, Director of Communications*  
*Kathleen Dooher, Photographer*

**STUDENT05 - PUBLICATION DESIGN**  
**S05A - COVER**

SILVER

Mary Copeland  
The College of Saint Rose  
Anthologies of a King Book Series

**08 - PUBLICATION DESIGN**  
**08D - MAGAZINE DESIGN**

**GOLD**

2communicue  
Nobles and Greenough School  
Nobles Fall 2015

*Kelly McMurray, Creative Director*  
*Morgan Jordan, Senior Designer*  
*Heather Sullivan, Director of Communications*

**SILVER**

2communicue  
AACSB International  
BizEd March/April 2015

*Kelly McMurray, Creative Director*  
*Goodness Okoro, Designer*  
*Morgan Jordan, Senior Designer*

**SILVER**

Coppola Design  
The Town School  
Currents - The Town School Magazine

*Christy Ann Coppola, Art Director and Designer*  
*Kris Qua, Photographer*  
*John Backman, Copywriter*

**STUDENT05 - PUBLICATION DESIGN**  
**S05D - MAGAZINE DESIGN**

**SILVER**

Mary Copeland  
The College of Saint Rose  
Heil No!

**SILVER**

Molly Morrow  
The College Of Saint Rose  
Electrozine

**SILVER**

Morgan Denman  
The College of Saint Rose  
Anvil

**08 - PUBLICATION DESIGN**  
**08E - BOOK DESIGN**

**SILVER**

Aurora Design  
Mohawk  
Paper is Part of the Picture

*Jennifer Wilkerson, Designer*

**GOLD**

CSA Creative Studio  
A-holes: A type book

*Curtis Canham, Owner*

**GOLD**

EMPAC at Rensselaer Polytechnic Institute  
Programming EMPAC: The First 4,158 Days

*Eileen Baumgartner, Art Director, Designer and Production*  
*Kevin Duggan, Editor*  
*Johannes Goebel, Director and Editor*  
*Shannon Johnson, EMPAC Design Director*  
*Josh Potter, Editorial and Production Support*

**STUDENT05 - PUBLICATION DESIGN**  
**S05E - BOOK DESIGN**

**SILVER**

Emily Ruchlicki  
The College of Saint Rose  
Poetry Book

**STUDENT05 - PUBLICATION DESIGN**  
**S05C - SERIES**

**GOLD**

Kateri Edwards  
The College of Saint Rose  
Human Wilderness

**SILVER**

Leticia Monroe  
The College of Saint Rose  
Gone Series Redesign

**SILVER**

Susana Cadena  
The College of Saint Rose  
*The New York Times* Redesign

**09 - SPECIAL EVENT MATERIAL**  
**09A - CARD, INVITATION OR ANNOUNCEMENT - SINGLE UNIT**

**SILVER**

Aurora Design  
Mohawk  
Dear Superfine

*Jennifer Wilkerson, Designer*

**SILVER**

Oberlander Group  
Arts Center of the Capital Region  
Collar City Craft Fest

*Noah Pannucci, Designer*  
*John Oberlander, Creative Director*  
*Troy Cloth & Paper, Printing*

**09 - SPECIAL EVENT MATERIAL**  
**09B - CARD, INVITATION OR ANNOUNCEMENT CAMPAIGN**

**SILVER**

Trampoline  
Double H Ranch  
Friendraiser

*Will Fowler, Graphic Designer and Illustrator*  
*Sean Magee, Graphic Designer and Creative Director*  
*Derek Slayton, Creative Director*

**STUDENT04 - SPECIAL EVENT MATERIALS (INVITATIONS, CARDS, ETC.)**

SILVER

Autumn Ballard  
The College of Saint Rose  
Postmodern Jukebox Music Promotional

**10 - DIRECT MAIL  
10A - FLAT - SINGLE**

SILVER

Creative Communication Associates  
Spelman College  
Sophomore/Early Inquiry Piece

*Melissa Batalin, Art Director  
Melissa Fiorenza, Senior Editor  
Jenna Ryan, Account Manager*

**11 - SPECIALTY ADVERTISING  
11B - OTHER MERCHANDISE**

SILVER

Trampoline  
Druthers Brewing Company  
Snowboard

*Will Fowler, Graphic Designer  
Paula Slayton, Account Supervisor*

**12 - PUBLIC SERVICE COLLATERAL  
12C - BROCHURE/SALES KIT**

SILVER

Trampoline  
Paul Smith's College  
Student Viewbook and Field Guide

*Derek Slayton, Graphic Designer and Creative Director  
Kelli Lovdahl, Graphic Designer  
Matt Britt, Production Management*

**15 - DIRECT MARKETING AND SPECIALTY ADVERTISING  
ADVERTISING INDUSTRY SELF-PROMOTION, DIRECT  
MARKETING  
AND SPECIALTY ITEMS**

SILVER

Creative Communication Associates  
2015 Holiday Card

*Rob DeLuke, Creative Director  
Melissa Fiorenza, Senior Editor*

SILVER

Studio136  
ADG Communications  
Holiday Gift Wrap Greeting

*Michele Wyse, Art Director  
Kathy Van De Loo, President*

**16 - SPECIAL EVENT MATERIALS  
ADVERTISING INDUSTRY SELF-PROMOTION CARDS, INVITATIONS  
OR ANNOUNCEMENTS**

SILVER

Aurora Design  
Mohawk  
Superfine Holiday Invitation

*Jennifer Wilkerson, Designer*

GOLD

Creatacor  
Creatacor Soirée

*Jessica VanWormer, Senior Designer*

**17 - MAGAZINE ADVERTISING  
17C - MAGAZINE ADVERTISING CAMPAIGN**

SILVER

Adworkshop  
Adirondack Regional Tourism Council  
ARTC Go Tour NY Ads

*Kathy Ford, Senior Designer and Production Manager  
Anne Rast, Senior Art Director and Creative Advisor  
Leigh Campbell, Mid-Level Designer  
Brandon Mallory, Senior Digital Strategist  
Dave Conlan, Director of Client Services*

**18 - MAGAZINE SELF-PROMOTION  
18B - MAGAZINE SELF-PROMOTION CAMPAIGN**

SILVER

Upside Collective  
Promotional Ads

*Tim McCutcheon, Designer*

**1 - BRANDED CONTENT  
AND ENTERTAINMENT -  
ANY PRINT MEDIUM  
NEWSPAPER BRANDED CONTENT  
AND ENTERTAINMENT**

SILVER

Blass Communications  
Clariant International Ltd  
Clariant Color Forward

*Kathy Weiss, Executive Vice President  
Linda Vinchiarello, Print Production Manager  
Cheryl Watson, Designer  
Cheryl Lynne Vaz, Copywriter  
Jan Solimine, Art Director  
Lisa Nugget, Artist*

**23 - ADVERTISING INDUSTRY  
SELF-PROMOTION -  
PRINT ADVERTISING**

SILVER

PALIO

Beautifully Disruptive; We are not hiring. We're handpicking

*Michael Austin, Executive Creative Director  
Lou Massaia, Executive Creative Director  
Joe Tocci, Associate Creative Director  
Joe Arcuri, VP User Experience  
Heather Stone, Operations Manager  
Kim Werther, Creative Services*

SILVER

Upside Collective  
Promotional Playing Cards

*Krystal Hinckley, Designer*

**24 - GUERRILLA MARKETING  
24A - SINGLE OCCURRENCE**

GOLD

Trampoline  
Glens Falls Hospital Health Promotion Center  
Death on Display Viewfinder

*Will Fowler, Illustrator and Graphic Designer  
Sean Magee, Creative Director  
Cara Greenslade, Production Coordinator*

**25 - INSTALLATIONS  
25A - SINGLE INSTALLATION,  
OUT-OF-HOME INSTALLATION**

SILVER

Creatacor  
Primaloft Showroom

*Jason Saunders, Designer  
Michael Branca, Design Director  
Patrick Yole, Graphics Production Specialist*

SILVER

EP&M International  
GE Power  
PowerGen International

*Lily Wei, Designer  
Tracy Allen, Project Manager*

SILVER

Fingerpaint  
Glens Falls Hospital  
Art of Healing Annual Fund Display

*Joe Acee, Creative  
Jason Verbick, Creative  
Donna Lama, Studio Production  
Gwen Ivins, Studio Production  
Sara Smith, Photography  
Nicole Pitaniello, Account Service*

**27 - POSTER  
27A - POSTER - SINGLE UNIT**

SILVER

2communique  
The College of Saint Rose  
15 Minutes Max

*Kelly McMurray, Creative Director  
Goodness Okoro, Designer*

SILVER

PALIO  
Saratoga Shakespeare Company  
Love's Labour's Lost

*John Weber, Associate Creative Director  
Ken Messinger, SVP and Creative Director  
Heather Stone, Operations Manager  
Julie Priddle, VP Account Services  
Kim Werther, Creative Studios  
Marcia Lyon, Senior Production Manager*

**STUDENT09 - POSTER  
S09A - SINGLE**

SILVER

Dominick Gates  
The College of Saint Rose  
Bio-gram

SILVER

Ojwanna Wilson  
The College of Saint Rose  
Senior Show Poster

**33 - PUBLIC SERVICE OUT-OF-HOME  
33A - POSTER**

SILVER

PALIO  
Saratoga Shakespeare Company  
Love's Labour's Lost

*John Weber, Associate Creative Director  
Ken Messinger, SVP and Creative Director  
Heather Stone, Operations Manager  
Julie Priddle, VP Account Services  
Kim Werther, Creative Studios  
Marcia Lyon, Senior Production Manager*

**35 - ADVERTISING INDUSTRY  
SELF-PROMOTION OUT-OF-HOME**

SILVER

Fingerpaint  
Holiday Greeting

*Jack Hyndman, Lead Creative  
Jason Verbick, Creative and Copywriter  
Joe Acee, Creative*

**37 - WEBSITES**  
**37A - CONSUMER**

SILVER

boogie  
Austin's School of Spa Technology  
Rock Your Creativity

*Jacques Bastien, UI/UX Designer*  
*Ariel Cabrejos, Web Developer*

SILVER

Fingerpaint  
The Foundation for Embryonic Competence  
FEClabs.org

*Julie Anne Lewis, Creative Lead and Copywriter*  
*Bryan Hogan, Designer*  
*Erin Gray, Designer*  
*Kevin Fodness, Interactive*  
*Courtney McMahon, Account Service*

SILVER

Adworkshop  
Catskills Association for Tourism Services  
Website

*Ben Hamlin, Director of Web Services*  
*Andy Carolla, Interactive Designer*  
*Stephen Wolff, Senior Web Developer*  
*Dave Conlan, Director of Client Services*  
*Rebecca Steffan, Public Relations Manager and Content Developer*  
*Stanzi McGlynn, Senior Digital Marketing Specialist*

SILVER

Oberlander Group  
Saratoga PLAN  
PLAN Website

*Chad Bradt, Web Developer*  
*John Oberlander, Creative Director*

**37 - WEBSITES**  
**37C - MICROSITES**

SILVER

Creative Communication Associates  
Philadelphia University  
Homepage

*Rob DeLuke, Creative Director*  
*Beth Mickalonis, Art Director*  
*Jenna Ryan, Account Manager*  
*Dan Kehn, Executive Vice President*  
*Adam Leder, Developer*

SILVER

Creative Communication Associates  
Philadelphia University  
2015 Holiday Card

*Rob DeLuke, Creative Director*  
*Beth Mickalonis, Art Director*  
*Jenna Ryan, Account Manager*  
*Adam Leder, Developer*  
*John McKenna, Director of Digital Strategy*

SILVER

Oberlander Group  
Maria College  
New Maria College Microsite

*Chad Bradt, Web Developer*  
*John Oberlander, Creative Director*  
*Beth Wales, Marketing Director*

**38 - SOCIAL MEDIA**  
**38A - SINGLE PLATFORM**

GOLD

Adworkshop  
Adirondack Regional Tourism Council  
Visit Adirondacks Instagram

*Dave Conlan, Director of Client Services*  
*Leigh Campbell, Lead Designer*

**39 - APPS**  
**39A - MOBILE APP**

SILVER

Adworkshop  
Adirondack Association of Towns and Villages  
ADK Trails App

*Ben Hamlin, Director of Web Services*  
*Stephen Wolff, Senior Web Developer*  
*ByteFly, Development*  
*Dave Conlan, Director of Client Services*

**47 - ADVERTISING INDUSTRY SELF-PROMOTION ONLINE/  
INTERACTIVE**

SILVER

Creative Communication Associates  
CCA + BC: Wicked Smaht Mahketing Panel

*Rob DeLuke, Creative Director*  
*Melissa Fiorenza, Senior Editor*  
*John McKenna, Director of Digital Strategy*  
*Beth Mickalonis, Art Director*  
*SarahNicole Mahoney, Senior Account Manager*

SILVER

Fingerpaint  
Self Promotion Cannes Lions Health

*Julia Yates, Designer*  
*Jack Hyndman, Lead Creative*  
*Ken "Bro-tato" Hocker, Designer*  
*Nick McDowell, Copywriter*

**48 - RADIO ADVERTISING/LOCAL**  
**48A - SINGLE SPOT :30 SECONDS  
OR LESS**

SILVER

Working Pictures, Inc.  
Planned Parenthood  
Get Tested Radio :30

*Marty Bohunicky, Director*  
*Melissa Napoli, Producer*  
*Aaron Duprey, Editor*

**51 - TELEVISION ADVERTISING -  
LOCAL (ONE DMA)  
51B - SINGLE SPOT :30 SECONDS**

SILVER

Hudson Valley Community College  
Idea Agency  
That's Bold :30 Commercial

*Idea Agency, Marketing Partner  
Tipping Point Communications, Media Agency*

SILVER

Adworkshop  
Gouverneur Hospital  
Bright Future TV Spot

*Kari Hoffman, Broadcast Producer  
Anne Rast, Senior Art Director and Creative Advisor  
Denis O'Brien, Verde Group, Executive Producer  
Hernan Toro, Verde Group, Director of Photography  
Jim Duhaime, Account Executive  
Natasha Bristol, Account Manager and Broadcast Assistant*

SILVER

Media Stream  
Phelps Memorial Hospital Center  
Fencing Coach

*John Heaney, Producer and Director*

SILVER

Mountain View Group, Ltd.  
Stickley Audi and Company  
Stickley Stories 2015

*Thomas Gonyeau, Executive Producer  
Adrienne Maros, Producer  
Tom Gliserman, Director  
Taylor Morrison, Director of Photography  
Larry Mossey, Copywriter*

SILVER

Working Pictures, Inc.  
First New York Federal Credit Union  
By The Time TV :30

*Marty Bohunicky, Director  
Melissa Napoli, Creative Director and Producer  
Stacey Nooney, Producer  
Brad Muschutt, Video Editor  
Aaron Duprey, Voice-over Talent*

SILVER

Working Pictures, Inc.  
Austin's School of Spa Technology  
Rock Your Creativity TV :30

*Marty Bohunicky, Director  
Melissa Napoli, Producer  
Stacey Nooney, Producer  
Aaron Duprey, Video Editor  
Brad Muschott, Motion Graphics Artist*

**51 - TELEVISION ADVERTISING -  
LOCAL (ONE DMA)  
51C - SINGLE SPOT :60 SECONDS  
OR MORE**

SILVER

Creative Communication Associates  
Wesley College  
2015-16 Admissions Spot

*Rob DeLuke, Creative Director  
Beth Mickalonis, Art Director  
SarahNicole Mahoney, Senior Account Manager  
Melissa Fiorenza, Copywriter  
Tom Gliserman, Director  
Will Severin, Music*

SILVER

Creative Communication Associates  
Catholic Central High School  
Admissions Spot

*Rob DeLuke, Creative Director  
Melissa Batalin, Art Director  
Taylor Morrison, Cinematographer  
Emilie Cardone, Project Coordinator  
Tom Gliserman, Editor  
Will Severin, Music*

**51 - TELEVISION ADVERTISING -  
LOCAL (ONE DMA)  
51D - TELEVISION - LOCAL CAMPAIGN**

SILVER

Working Pictures, Inc.  
Bassett Healthcare, Media Logic  
We See People, Not Patients TV Campaign

*Marty Bohunicky, Director  
Melissa Napoli, Producer  
Stacey Nooney, Producer  
Brad Muschott, Video Editor  
Aaron Duprey, Video Editor  
Jim Sciancalepore, Creative Director*

**52 - TELEVISION ADVERTISING - REGIONAL/NATIONAL  
52A - SINGLE SPOT - UP TO 2:00**

SILVER

Adworkshop, Inc.  
ORDA  
Agent of Winter TV Spot

*Kari Hoffman, Broadcast Producer  
Anne Rast, Senior Art Director and Creative Advisor  
Frederick Productions, Production Company  
ProComm, Voice-over and Audio Engineer  
Kristy Mihill, Media Buyer*

SILVER

Working Pictures, Inc.  
SEFCU  
Love Life Home Equity Line of Credit TV :30

*Marty Bohunicky, Director  
Melissa Napoli, Creative Director and Producer  
Stacey Nooney, Producer  
Aaron Duprey, Video Editor  
Brad Muschott, Motion Graphics Artist*



SILVER

Working Pictures, Inc.  
MassMutual, Martino Flynn  
Guaranteed Acceptance Life Insurance-  
Family TV

*Marty Bohunicky, Director  
Melissa Napoli, Producer  
Stacey Nooney, Producer  
John Marianetti, Martino Flynn, Executive Producer  
Whit Thompson, Martino Flynn, Group Creative Director*

**52 - TELEVISION ADVERTISING - REGIONAL/NATIONAL  
52B - TELEVISION - NATIONAL CAMPAIGN**

SILVER

Mountain View Group, Ltd.  
Stickley Audi and Company  
Stickley Stories

*Thomas Gonyeau, Executive Producer  
Adrienne Maros, Producer  
Tom Gliserman, Director  
Taylor Morrison, Director of Photography  
Larry Mossey, Copywriter*

SILVER

Working Pictures, Inc.  
SEFCU  
Love Life 2015 TV Campaign

*Marty Bohunicky, Director  
Melissa Napoli, Creative Director and Producer  
Stacey Nooney, Producer  
Aaron Duprey, Video Editor  
Brad Muschott, Motion Graphics Artist*

**55 - INTERNET COMMERCIAL  
55A - SINGLE SPOT - ANY LENGTH**

SILVER

Creative Communication Associates  
Lycoming College  
Lycoming Brand Spirit Video

*Rob DeLuke, Creative Director  
David A. Moore, Associate Creative Director  
and Copywriter  
Taylor Gagliardi, Copywriter  
Jenna Ryan, Account Manager  
Jason and Adam Koontz, Cinematographers  
Working Pictures, Inc., Video Post-Production*

SILVER

Creative Communication Associates  
Pennsylvania University  
Arts and Culture at Penn

*Ed Sirianno, President  
David A. Moore, Associate Creative Director  
Rick Langdon, Senior Account Manager  
Jason and Adam Koontz, Cinematographers  
Working Pictures, Inc., Video Post-Production*

SILVER

Creative Communication Associates  
Philadelphia University  
Scholarship Video

*Ed Sirianno, President  
David A. Moore, Associate Creative Director  
Jenna Ryan, Account Manager  
Jason and Adam Koontz, Cinematographers  
Working Pictures, Inc., Video Post-Production*

SILVER

the Creative Advantage  
Young Professionals Network - Capital Region Chamber of  
Commerce  
Say Hello to Our New York

*Bob Radliff, Copywriter, Producer and Director  
Bob Turan, Account Supervisor  
Kurt Warner, Videographer and Steadicam  
Norm Eick, Production Manager*

**55 - INTERNET COMMERCIAL  
55B - ONLINE FILM, VIDEO AND  
SOUND CAMPAIGN**

SILVER

DeFabio Design  
PBS  
You Fit

*Daniel DeFabio, Producer, Writer, Editor, Motion Graphics and Voice-over*

**58 - BRANDED CONTENT AND ENTERTAINMENT FOR ON-  
LINE FILM, VIDEO AND SOUND  
58B - SINGLE ENTRY -  
MORE THAN :60 SECONDS**

SILVER

boogie  
Tressmerize  
Every Strand

*Casey Fisk, Creative Director  
Dale Mattison, Videographer and Producer*

**60 - BRANDED CONTENT AND ENTERTAINMENT -  
NON-BROADCAST**

SILVER

Mountain View Group, Ltd.  
Rensselaer Polytechnic Institute  
The Rensselaer Plan 2024

*Thomas Gonyeau, Executive Producer  
Adrienne Maros, Producer  
Tom Gliserman, Director  
Taylor Morrison, Director of Photography  
Mickey Bradley, Copywriter*

SILVER

Mountain View Group, Ltd.  
GE Corporate  
Day 1 Sizzle

*Thomas Gonyeau, Executive Producer  
and Producer  
Tom Gliserman, Creative Director and Editor  
Will Severin, Sound Design*

SILVER

Working Pictures, Inc.  
Fidelis Care New York  
This Is Why

*Marty Bohunicky, Director and Videographer*  
*Melissa Napoli, Producer*  
*Aaron Duprey, Video Editor*  
*Brad Muschott, Motion Graphics Artist*

**62 - IN-THEATRE COMMERCIALS  
OR SLIDES**

SILVER

Mountain View Group, Ltd.  
BARCO  
Cinemark Promotional Trailer

*Stephen Pruitt, Executive Producer*  
*Simon Umlauf, Producer*  
*Michael Neff, Design Director*  
*Artifact, Animation*  
*Richard King, Sound Design*

**63 - AUDIO/VISUAL  
SALES PRESENTATION**

SILVER

Mountain View Group, Ltd.  
GE Corporate  
Steam Power Systems

*Thomas Gonyeau, Executive Producer*  
*Simon Umlauf, Producer*  
*Tommy Kaye, Writer*  
*Buff Harsh, Editor*

**64 - MUSIC VIDEO**

SILVER

Overit  
Overit Studios  
Video Featuring The Moth and The Flame

*Jeff Fugelsang, Motion Designer*  
*Adam Clairmont, Studio Manager*  
*Nicholas "Scoops" Dardaris, Audio Engineer*

**68 - PUBLIC SERVICE  
NON-BROADCAST AUDIO/VISUAL**

SILVER

the Creative Advantage  
JDRF Diabetes Foundation, Northeastern NY Chapter  
It's About Time

*Walter Supley, Producer*  
*Bob Radliff, Writer and Director*  
*Kurt Warner, Videographer*

SILVER

Working Pictures, Inc.  
YWCA of the Greater Capital Region  
2015 Fundraising Video

*Marty Bohunicky, Director and Videographer*  
*Melissa Napoli, Producer*  
*Stacey Nooney, Producer*  
*Aaron Duprey, Video Editor*  
*Brad Muschott, Motion Graphics Artist*

SILVER

Working Pictures, Inc.  
Make-A-Wish of Northeast NY  
Journey of a Wish

*Marty Bohunicky, Director and Videographer*  
*Melissa Napoli, Producer*  
*Aaron Duprey, Video Editor*  
*Brad Muschott, Motion Graphics Artist*

**69 - ADVERTISING INDUSTRY  
SELF-PROMOTION FILM,  
VIDEO AND SOUND**

SILVER

Creative Communication Associates  
Simple Truth

*Ed Sirianno, President*  
*David A. Moore, Associate Creative Director*  
*Taylor Morrison, Cinematographer*  
*Working Pictures, Inc., Video Post-Production*

SILVER

Upside Collective  
Promotional Videos

*Jared Schafer, Motion Designer*

SILVER

Working Pictures, Inc.  
Motion Graphics Reel

*Marty Bohunicky, Director*  
*Melissa Napoli, Producer*  
*Brad Muschott, Motion Graphics Artist*

**70 - INTEGRATED  
ADVERTISING CAMPAIGNS  
70C - CONSUMER CAMPAIGN - LOCAL**

GOLD

Adworkshop  
Catskill Association for Tourism Services  
Catskills Campaign

*Dave Conlan, Director of Client Services*  
*Ben Hamlin, Director of Web Services*  
*Stephen Wolff, Senior Web Developer*  
*Andy Carolla, Interactive Designer*  
*Kathy Ford, Senior Designer and  
Production Manager*

SILVER

Oberlander Group  
Maria College  
Find Your Course Campaign

*John Oberlander, Copywriter and Creative Director*  
*Chad Bradt, Web Developer*  
*Karen Paul, Designer*  
*Sheehan Productions, Video Production*  
*Beth Wales, Marketing Director*

SILVER

Hudson Valley Community College  
That's Bold Integrated Campaign

*Idea Agency, Marketing Partner  
Tipping Point Communications, Media Agency  
John Heiser, HVCC Graphics and Print Shop*

SILVER

Potratz Partners Advertising  
Ride Time  
Maclver Campaign

*Patrick Thomas, Graphic Designer  
Kurt Thompson, Videographer  
Joe Wood, Video Editor*

## STUDENT19 - CONSUMER CAMPAIGN

SILVER

Susana Cadena  
The College of Saint Rose  
Not-For-Profit Campaign

## 72 - INTEGRATED BRANDED CONTENT CAMPAIGN

SILVER

2communicue  
Noble and Greenough School  
Nobles Admission

*Kelly McMurray, Creative Director  
Morgan Jordan, Senior Designer  
Michael Cho, Illustrator  
Michael Dwyer, Photographer  
Mark Sheehy, Creative Strategist*

SILVER

Schafer Design  
The Sage College of Albany's Opalka Gallery  
From Concept to Console: Art and Aesthetics in Video Game  
Design

*Jared Schafer, Designer*

## STUDENT20 - INTEGRATED BRAND IDENTITY CAMPAIGN

SILVER

Karli Pawlak  
The College of Saint Rose  
Coven

SILVER

Katie Connolly  
The College of Saint Rose  
Restaurant Branding System

SILVER

Megan Reese  
The College of Saint Rose  
Restaurant Branding System

SILVER

Mikayla Trombley  
The College of Saint Rose  
Cinder

SILVER

Rachel Suflita  
The College of Saint Rose  
Schenectady Greenmarket

## 73 - ONLINE/INTERACTIVE CAMPAIGN

SILVER

Trampoline  
Belleayre Mountain Ski Center  
Online Campaign

*John Coleman, Graphic Designer  
Matt Britt, Videographer  
Sean Magee, Creative Director  
Amanda Magee, Account Supervisor*

## GOLD - BEST OF SHOW

Adworkshop  
Adirondack Regional Tourism Council  
Real Adirondack Stories

*Kari Hoffman, Broadcast Producer  
Steve Fisher, Cinematographer  
Dave Conlan, Account Executive*

SILVER

Creative Communication Associates  
Musicians Institute  
Downloadable Content

*Beth Mickalonis, Art Director  
SarahNicole Mahoney, Senior Account Manager  
Melissa Fiorenza, Senior Editor  
Brenna Kubisch, Digital Strategist  
Garrett Kipp, Junior Designer*

## 76 - ADVERTISING INDUSTRY SELF-PROMOTION CAMPAIGNS 76B - ADVERTISING INDUSTRY SELF PROMOTION INTE- GRATED CAMPAIGN

SILVER

Fingerpaint  
Self Promotion Cannes Lions Health

*Jack Hyndman, Lead Creative  
Julia Yates, Designer  
Ken Hocker, Designer  
Nick McDowell, Copywriter*

## 78 - LOGO DESIGN

SILVER

Aurora Design  
CeCe's Wool

*Jennifer Wilkerson, Designer*

SILVER

Creative Communication Associates  
King's College Monarchs Athletic Identity

*David A. Moore, Associate Creative Director  
Rick Langdon, Senior Account Manager*

SILVER

Fingerpaint  
The Juice Logo

*Ken Hocker, Designer*

SILVER  
Fingerpaint  
Julie and Co. Realty LLC

*Julia Yates, Designer  
Joe Acee, Creative*

SILVER  
Fingerpaint  
The Foundation for Embryonic Competence

*Julie Anne Lewis, Creative  
Bryan Hogan, Designer  
Courtney McMahon, Account Service*

SILVER  
Overit  
Albany Port District Commission  
(Port of Albany)

*Susan Merrick, Creative Director  
Jeremy Evans, Designer*

SILVER  
Potratz Partners Advertising  
Creative31

*Kurt Thompson, Graphic Designer and  
Video Director*

## STUDENT22 - LOGO DESIGN

SILVER  
Maria Balli  
The College of Saint Rose  
Rabbit Hole Hookah Lounge Logo

SILVER  
Sabrina Hamilton  
The College of Saint Rose  
Personal Identity Logo

## 79A - ILLUSTRATION - SINGLE

SILVER  
CSA Creative Studio  
Melbourne Mouser

*Curtis Canham, Owner*

SILVER  
Trampoline  
Adirondack Museum  
Museum Map

*Will Fowler, Illustrator and Graphic Designer  
Sean Magee, Creative Director*

## 79B - ILLUSTRATION - SERIES

SILVER  
Trampoline  
Druthers Brewing Company  
Druthers Albany Artwork

*Will Fowler, Illustrator and Graphic Designer*

## STUDENT23 - ILLUSTRATION S23B - ILLUSTRATION - CAMPAIGN

SILVER  
Jacqueline Heim  
The College of Saint Rose  
Typeface Design and Logo Based on Typeface

SILVER  
Regina Coraldi  
The College of Saint Rose  
Typeface Design and Logotype

## 80B - COLOR, SINGLE PHOTOGRAPHY

SILVER  
Hudson Valley Community College  
Football Media Guide Cover Photo

*Anthony Salamone, Photographic Specialist*

SILVER  
PALIO  
Beautifully Disruptive

*Michael Austin, Executive Creative Director  
Lou Massaia, Executive Creative Director  
Joe Tocci, Associate Creative Director  
Joe Arcuri, VP User Experience  
Heather Stone, Operations Manager  
Kim Werther, Creative Services*

## 82 - CINEMATOGRAPHY

SILVER  
Hudson Valley Community College  
Idea Agency  
That's Bold :30 Commercial

*Idea Agency, Marketing Partner*

## 83 - ANIMATION OR SPECIAL EFFECTS

SILVER  
Overit  
Sledding Adventure Happy Holidays Video

*Nick Hansen, Lead Motion Designer  
Jeremy Evans, Designer  
Jeff Fugelsang, Motion Designer  
Lawrence Basso, Motion Design Director  
Adam Clairmont, Studio Manager  
Nicholas "Scoops" Dardaris, Audio Engineer*

SILVER  
Working Pictures, Inc.  
Excelsior College  
Competency Based Education Video

*Marty Bohunicky, Director  
Melissa Napoli, Producer  
Brad Muschott, Motion Graphics Artist*

## 88 - INTERFACE AND NAVIGATION

SILVER

Adworkshop  
Wells College Office of Communications  
Wells College Website

*Ben Hamlin, Director of Web Services*  
*Stephen Wolff, Senior Web Developer*  
*Geoff Sanford, Senior UX/Interactive Designer*  
*Andy Carolla, Interactive Designer*  
*Apryl Felver, Account Executive*

## 89 - RESPONSIVE DESIGN

SILVER

Fingerpaint  
The Foundation for Embryonic Competence  
FEClabs.org

*Julie Anne Lewis, Creative and Copywriter*  
*Bryan Hogan, Designer*  
*Erin Gray, Designer*  
*Kevin Fodness, Interactive*  
*Courtney McMahon, Account Service*

SILVER

Fingerpaint  
Locemia Solutions  
locemia.com

*Jason Verbick, Creative*  
*Joe Acee, Creative*  
*Kevin Fodness, Interactive*  
*John Lenss, Interactive*

## 95 - INNOVATIVE USE OF INTERACTIVE/TECHNOLOGY

SILVER

Potratz Partners Advertising  
Dealer Lead Driver  
Smart Fencing

*Everett Franco, Developer*  
*Sammy Knight, Front End Designer*

## LOCAL ONLY - LONG FORM VIDEO INTERNAL AUDIENCE

SILVER

Mountain View Group, Ltd.  
Alcon  
Surgical Achievement

*Stephen Pruitt, Executive Producer*  
*Kris Johnson, Producer*  
*Tim Glover, Director of Photography*  
*Jimmy Millans, Editor*

SILVER

Mountain View Group, Ltd.  
Alcon  
Project Care

*Stephen Pruitt, Executive Producer*  
*Kris Johnson, Producer*  
*Tim Glover, Director of Photography*  
*Jimmy Millans, Editor*