

2025

AMERICAN
ADVERTISING
AWARDS

SHOW OFF YOUR
CRAFT
Where Creativity Brews Excellence

aaf american
advertising
federation

southwest
florida

February 21, 2025

MILLENNIAL BREWING COMPANY
Beer, Bites, and Brilliant Ideas





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AMERICAN
ADVERTISING
AWARDS



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Caryn Clark

THE HIP CHICK VOICE

CONGRATULATIONS TO ALL THE
ADDY® FINALISTS AND WINNERS.

You spend **countless hours** working to create the **perfect commercial** for your client. Copy, music, graphics, video... everything must be just right. Take it to an **award-winning** level with the voiceover talents of **Caryn Clark**.

Caryn works with leading advertising, PR and marketing agencies **around the globe** to create unique, impactful and highly acclaimed commercials and videos.

From radio to television, internet to e-learning, Caryn's voice is **dynamic** and **vibrant**. Her powerful, yet compassionate voice will deliver your message with just the right tone and style.



For more information on **The Hip Chick Voice**,
please visit carynclark.com

239.634.5039
caryn@carynclark.com

FROM OUR CHAPTER PRESIDENT

Raising a Glass to Creativity

For the last 43 years, AAF-SWFL has become an integral part of the local advertising community and a leader at the district and national levels. Your participation in the American Advertising Awards is in large part the reason we can provide programs, advocacy, and support for our local industry. For that and so much more, I thank you and welcome you to the 2025 AAF-SWFL American Advertising Awards!

Congratulations to our Silver and Gold ADDY Award winners. We look forward to you representing Southwest Florida in Fourth District's American Advertising Awards competition.

Tonight would not be possible without the work of the American Advertising Awards Committee, the Board of Directors, sponsors, and volunteers. To them, thank you for your dedication and commitment to the American Advertising Federation.

You can continue to support the mission of AAF-SWFL with your membership, donations of time and treasure, and by simply telling others about the work we are doing on your behalf. Not a member or need to renew? Please speak with myself or a board member. We would love to add your voice to the AAF-SWFL team.

Best regards



Mike Haley
President

About the American Advertising Awards

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting nearly 35,000 entries every year in local AAF competitions. The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the AAF, the local tier is the first of a three-tier, national competition. Concurrently, across the country, local entrants vie to receive an ADDY® Award—recognition as the very best in their markets.

At the second tier, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards. Entry in your local competition is the first step toward winning a national ADDY.

Entering the American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entry in each category is affected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry. A Gold ADDY is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the category. Entries that are also considered outstanding and worthy of recognition receive a Silver ADDY. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.



southwest
florida

Our Leadership

AAF Officers & Committee Chairs

Mike Haley

PRESIDENT & AMERICAN
ADVERTISING AWARDS
GALA CHAIR

Jenny Boyd

IMMEDIATE PAST PRESIDENT
& TREASURER

Laurie Ragle

SECRETARY

Kate Kintz

AMERICAN ADVERTISING
AWARDS COMPETITION CHAIR

Richard Wanjema, MFA

EDUCATION CHAIR

Susan Bagnall

COMMUNICATION
COMMITTEE CHAIR

Board of Trustees

Jenny Boyd, Chair

Wendy Payton

Stephen Blancett

Keri Goldsmith

Gary Firestone

Steve Hagewood

Jan Kantor

Christopher Spiro





2025

The AAF SILVER MEDAL AWARD

The AAF's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence, and responsibility in areas of social concern.



DON GROSS

SPIRO & ASSOCIATES

Media Director/New Business Developer

Our Judges

Barry Burdiak

SCHAFFER, CONDON & CARTER

Barry's career in advertising began at DDB Chicago in 1988, where he helped turn Bud Dry into a breakout success. As a Creative Director, he shaped iconic campaigns for Frito-Lay, Bud Light, and McDonald's—securing a historic account win with "Did Somebody Say McDonald's." His work on Budweiser revitalized the brand, delivering multiple #1 Super Bowl spots. Barry also led State Farm's transformation with "Get to a Better State," driving record-breaking success. With 6 Cannes Lions, 17 Top Ten Super Bowl spots, and 3 Emmy nominations, he continues to craft powerful brand stories at Schaffer, Condon & Carter.



Valarie Staggs

RYAN WILLIAM'S AGENCY, FOUNDER

Valerie has been crafting stories since winning a statewide writing contest in sixth grade. A graduate of Ithaca College's School of Communications, she built a media career with FOX, CBS Radio, and Comcast Cable before founding Ryan William's Agency, an award-winning creative firm in West Palm Beach. An accomplished writer, Valerie earned the Florida Authors and Publishers Association Silver Medal for her memoir *This Side of Heaven* and a 2023 Charlie Award for magazine writing. She also founded Pandora's Kids, supporting grieving families, and Take on Trades, promoting trade careers. In her spare time, she enjoys playing guitar, pickleball, and refurbishing furniture. She lives in Palm Beach Gardens, and her son, Ryan, is a junior at UCF.



Seth Segura

VP/CD, CREATIVE BIGEYE • ORLANDO, FLORIDA

An award-winning copywriter, designer, and creative director, Seth Segura has spent 20 years shaping brands in advertising and branding agencies. In addition to leading multidisciplinary creative teams, he specializes in brand identity, naming, and campaign design. Seth's work carries a distinct signature—a curated balance of language and design that feels emotive, polished, and rhythmic. He has crafted narratives and aesthetics for both emerging and legacy brands across industries, including real estate and tourism, agriculture, food and beverage, beauty and skincare, and tech startups. He believes great creative isn't just seen and heard—it's felt. A graduate of Louisiana State University and former president of LSU's American Advertising Federation (AAF) chapter, Seth is judging an ADDY Awards show for the third time.



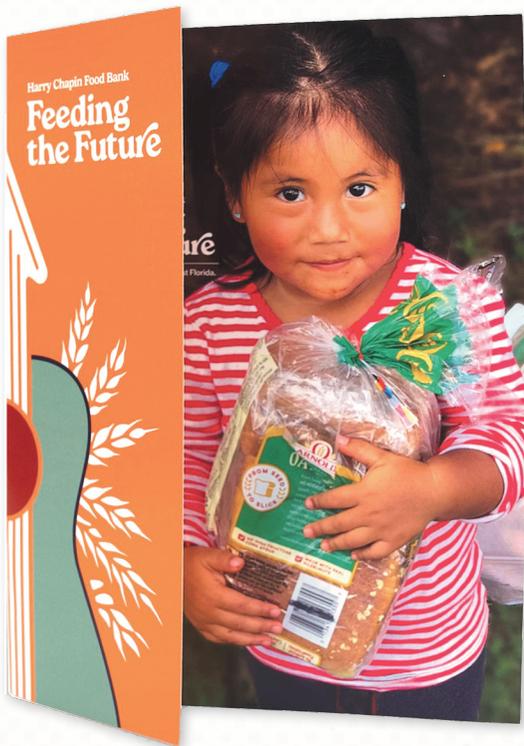


Judge's Choice Award Priority Marketing

SALES & MARKETING | COLLATERAL MATERIAL | BROCHURE | SINGLE UNIT

Case for Support

Harry Chapin Food Bank



Harry Chapin Food Bank of Southwest Florida

Feeding Neighbors Across Five Counties

Harry Chapin, the late musician and our organization's namesake, had a fundamental belief that lack of nutritious food is a tragedy and a solvable problem in a world of abundance.

His mission continues to strike a chord with us today, especially as we rise up against hunger to introduce the **Harry Chapin Food Bank Community Hunger Action Center, a state-of-the-art food bank, serving our five-county region.**

As Southwest Florida's largest hunger relief organization, Harry Chapin Food Bank addresses hunger in many ways. Our robust, efficient, and innovative Feeding Network puts food on our neighbors' tables in Charlotte, Collier, Glades, Hendry and Lee counties.

Our work is very efficient. In fact, we waste of every dollar our community donates goes directly to meeting food needs, with the help of our generous partners and caring volunteers. We partner with a variety of organizations to prevent food waste, reduce environmental impacts, and deliver millions of meals to our neighbors facing hunger.

In 2024 alone, we received \$32,864,572 in food donations and averaged 5,100 volunteers (76,000 hours valued at \$3.5 million).

It requires an expansive system to place food where people need it most. Our 175+ agency partners represent the Harry Chapin Feeding Network. Spanning all five counties, they help us get meals on the tables of our neighbors who are hungry.

Stocking our In-School Parity Programs and providing meal kits for Harry's Hunger Heroes are just a few ways we ensure we meet children and their families' right where they are — at schools, libraries and clinics. And innovative partners also receive food deliveries through our Care and Share Social Feeding Program.

175+ agency partners represent the Harry Chapin Feeding Network, spanning all five counties

4

Feeding the Future

In partnership with our Feeding Network, Harry Chapin Food Bank made an incredible impact in 2024:

- 39.5 Million** Pounds of food distributed
- 32 Million** Meals served
- 250,000** neighbors for our month

5

Community Hunger Action Center

Harry Chapin Food Bank
Lee County, Florida

Following a thorough "best practices" review of several food banks nationwide, the new Community Hunger Action Center is designed to support our strategic plan for Feeding the Future. Harry Chapin Food Bank has already purchased the 17-acre site at Lee Road and 1st Avenue and is in the process of construction. The project will include a 240,000 square foot main building, a 240,000 square foot distribution building, and will be budgeted \$10 million to purchase a permanent food storage warehouse in Naples.

Your donations and generosity are needed to meet the additional \$30 million necessary to complete this project, which will greatly contribute to the well-being of our neighbors throughout our five-county region of Southwest Florida.

2025 Site Work & Construction Begins

2026 Project Completion & Grand Opening

Warehouse Enhancement
An area optimized for efficient flow, featuring single loading docks for trucks and well-organized staging areas.

Neighborhood Choice Parity
A church-based parity offering nutritious food, where community members use select items with dignity.

Lobby
A spacious, welcoming lobby featuring seating, information displays, and check-in stations for neighbors and volunteers.

Volunteer Room
A well-equipped, comfortable volunteer room providing resources for food sorting and organization, training, breaks, and team meetings.

Our new location at Martin Luther King Jr. Boulevard and 01st Avenue will increase our square footage from 50,000 square feet to more than 100,000 square feet with room for future expansion.

10

11

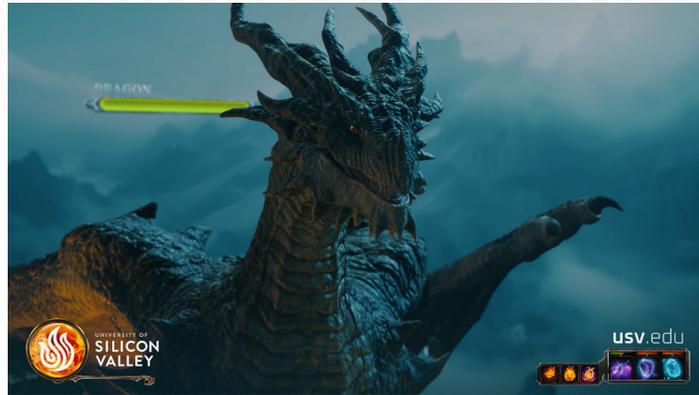




Judge's Choice Award

Celsius Marketing | Interactive

FILM, VIDEO, & SOUND | TELEVISION ADVERTISING | CAMPAIGN
USV Dragon's Dissent Campaign
University of Silicon Valley





Judge's Choice Award

Priority Marketing

FILM/VIDEO/SOUND BRANDED CONTENT | :60 SECONDS OR LESS

Operation 1,000-Yard Pour

Drake





Best of Sales and Marketing Priority Marketing

PACKAGING

Norman Love Advent Calendar

Norman Love Confections





Best of Out-of-Home & Ambient Media Priority Marketing

OUT-OF-HOME MULTIPLE INSTALLATIONS
Amanecer Elementary School Murals

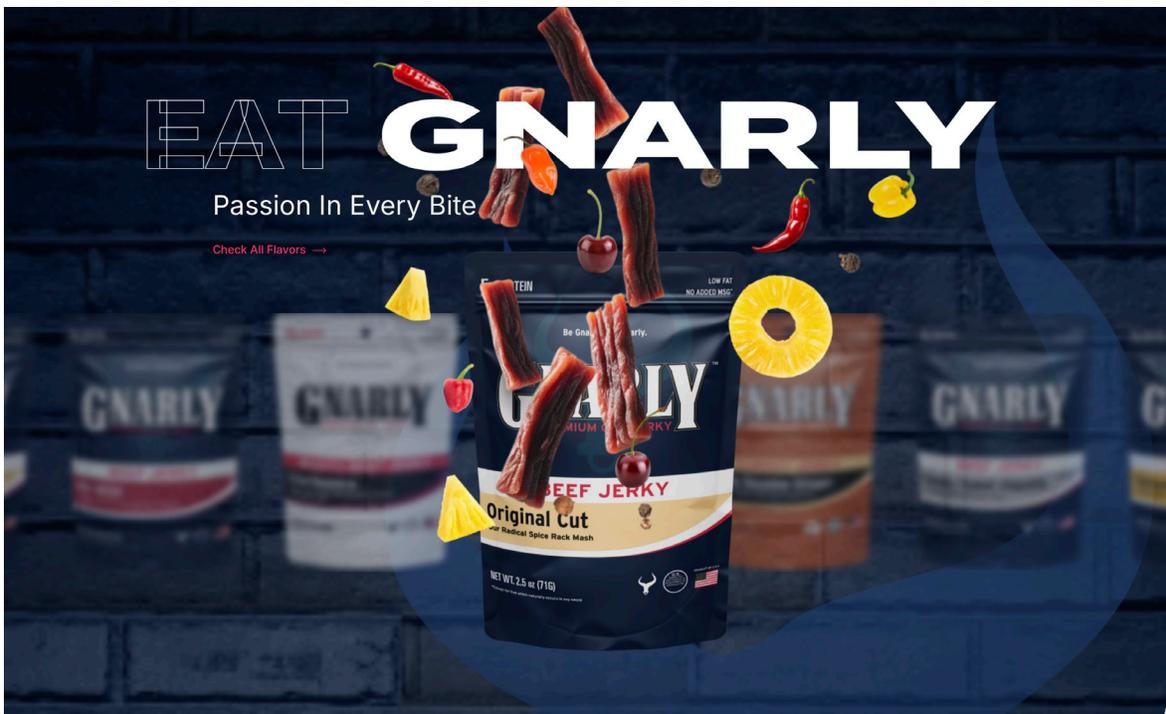




Best of Website **Vectra Digital**

BUSINESS-TO-BUSINESS WEBSITE
Gnarly Jerky

BEST OF CATEGORY



Film, Video & Sound

Branded Content

Single entry - more than :60 seconds

Gold ADDY

60 Years of Preserving Paradise

Conservancy of Southwest Florida

Diamond View Studios



Film, Video & Sound

Film, Video, & Sound Television Advertising

Regional/National Television Commercial

Single Spot - Up to 2:00

Gold ADDY

USV Cathartic Dragon

Celsius Marketing | Interactive

Saulo Zayas

Director of Multimedia



Film, Video & Sound

Film, Video, & Sound Television Advertising

Regional/National Television Commercial

Single Spot - Up to 2:00

Gold ADDY

USV Knight's Fury

Celsius Marketing | Interactive

Saulo Zayas

Director of Multimedia



Film, Video & Sound

Film, Video, & Sound Television Advertising

Regional/National Television Commercial Campaign

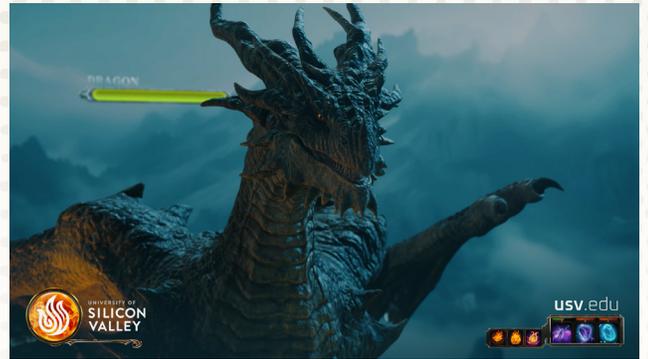
Gold ADDY

USV Dragon's Dissent Campaign

Celsius Marketing | Interactive

Saulo Zayas

Director of Multimedia



Film, Video, & Sound

Branded Content

Single entry :60 seconds or less

Silver ADDY

Operation 1,000-Yard Pour

Priority Marketing



Online/Interactive

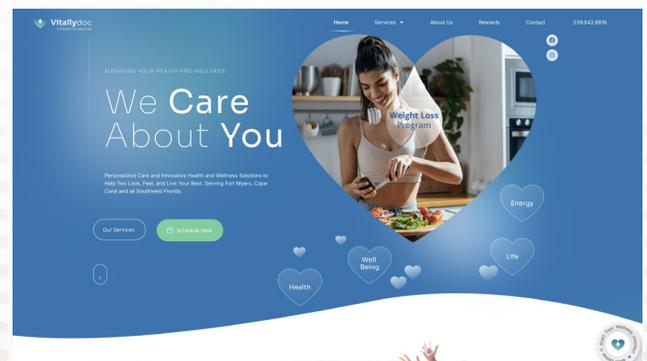
Website

Consumer

Silver ADDY

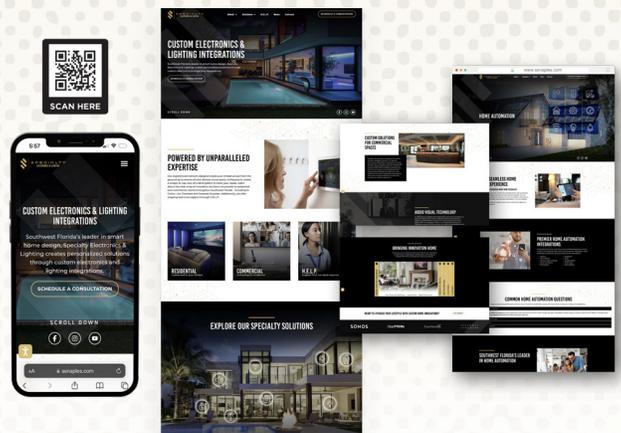
VitalityDoc

Vectra Digital



Online/Interactive Website

Consumer
Silver ADDY
Specialty Electronics
Priority Marketing



Online/Interactive Website

Business-to-Business
Gold ADDY
Gnarly Jerky
Vectra Digital



Out-of-Home & Ambient Media

Out-Of-Home Multiple Installations

Gold ADDY
Amanecer Elementary School Murals
Priority Marketing



Public Service

Sales & Marketing

Specialty Advertising - Single Unit

Silver ADDY

City of Palms: The Game

Flamingo Creative

Stephanie Knight



Sales & Marketing

Collateral Material

Magazine Design

Silver ADDY

The Scout Guide | SW Florida Guides

Anna Howell, Designer
Jennifer Adams, Owner
TSG Fort Myers & TSG Naples

Alie Lambert, Editor
TSG Fort Myers

Zee Anna Photography

Ginger Moxam Farley, Digital Marketing

Matthew Kritis, Creative Director

Hannah Bjorndal, Erik Kellar, & Zee Anna
Photography, Photographers

Mikayla Stillman, Designer TSG Sarasota

Nikki Logan Curran, Co-owner & Editor of TSG
Sarasota

David Warren Curran, Co-owner of TSG Sarasota

Kathryn Brass-Piper Photography, Tara Correa
Photography, & Brian J. Boyd Photography
Photography Sarasota

Lana Kiterman Sr. Designer TSG Fort Myers, TSG
Naples, & TSG Sarasota



Sales & Marketing Collateral Material

Invitation, Announcement - Campaign

Silver ADDY

2025 SWF Wine & Food Fest Event Set

Rivet Brands



Sales & Marketing

Sales Promotion

Packaging - Campaign

Silver ADDY

Norman Love Holiday Bands & Bars

Priority Marketing



Elements of Advertising

Film & Video

Animation

Silver ADDY

Gnome Matter What

Priority Marketing



Elements of Advertising

Visual - Art Direction

Single Unit

Silver ADDY

Balosi Spirits

Vectra Digital



Corporate Social Responsibility Sales & Marketing

Advertising Campaign

Silver ADDY

Gnome Matter What

Priority Marketing



Corporate Social Responsibility

Out-of-Home & Ambient Media

Outdoor - Campaign

Silver ADDY

Gnome Matter What

Priority Marketing



Sales & Marketing

Sales Promotion

Packaging

Silver ADDY

Norman Love Advent Calendar

Priority Marketing





STUDENT AWARDS

BEST OF SHOW

Elements Of Advertising Art Direction

Single Entry

GRNZ Studio

Max Perez, FGCU Student



Elements Of Advertising Art Direction

Single Entry

Gold ADDY

GRNZ Studio

Max Perez, FGCU Student



Cross-Platform Integrated Campaign

Integrated Brand Identity Campaign

Silver ADDY

Blended Brand Identity Manual

Sarah Dranoff, FGCU Student





Myra Janco Daniels
Best of Show Award

Celsius Marketing | Interactive

FILM, VIDEO, & SOUND | TELEVISION ADVERTISING | CAMPAIGN

USV Dragon's Dissent Campaign





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The Future of Advertising at FGCU

Founding Officers



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President



Stella Kane
Vice President



Keaton Ballard
Secretary



Joshua Farrington
Treasurer



Korin Greene
Outreach Coordinator



Destiny Nguyen
Social Media Coordinator

The American Advertising Federation has arrived at Florida Gulf Coast University, offering students exclusive opportunities in advertising, marketing, and design. As a member, you'll connect with industry leaders, join networking events, compete in creative challenges, and gain real-world experience.

No matter your discipline—design, entrepreneurship, or content creation, AAF at FGCU is your launchpad to success. Ready to make your mark?

Join us today! Follow @AAF_FGCU on Instagram or email rwanjema@fgcu.edu to get involved.