



Welcome to the

2022
ADDY
Awards

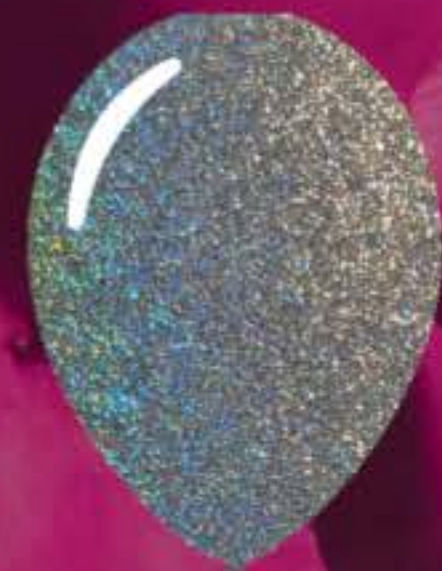
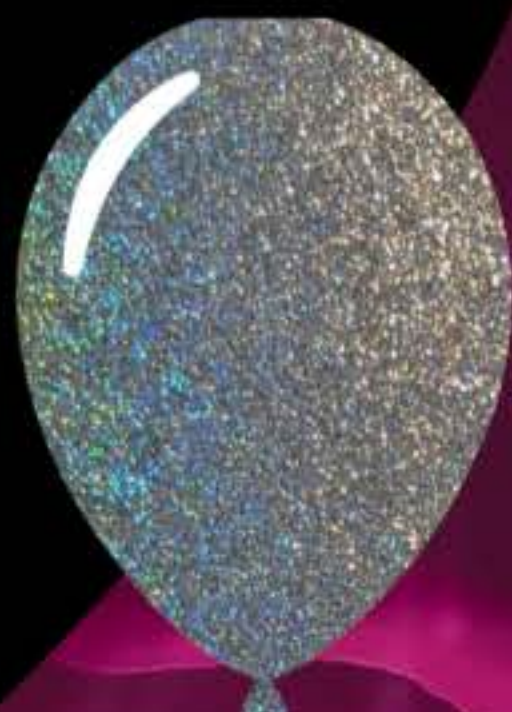
Saturday.
February 19, 2022

aaf[®] suncoast

aaf[®] district 4

aaf[®] american
advertising
federation

AMERICAN
ADVERTISING
AWARDS



MEET OUR
VIRTUAL

Judges



JEN
GREEN

SENIOR DESIGNER
AT GRAY LOON
MARKETING GROUP
Evansville, Ohio



KRIS
POORE

INTEGRATED MARKETING,
COMMUNICATIONS AND
BRANDING EXECUTIVE &
B CORP ADVOCATE
San Francisco, California



PETER
CAMPBELL

CREATIVE DIRECTOR
Hamilton, New Jersey

THANK
YOU

Sponsors



PROM ROYALTY

grapevine
communications

CORSAGE

 **BLUE
SRQ**
real estate

SARASOTA
SCENETM
SINCE 1957

SPIKED ADDYS

MAKSCHU
productions

SIMPLY  **TRAVEL**

VERY SWELL

debbie
DANNHEISSER
... FINE ART THREADS ...

THANK YOU
Members



miles
PARTNERSHIP

SARASOTA
MEMORIAL
HEALTH CARE SYSTEM

g grapevine
communications

on ideas

next-mark
CONTENT TO CONVERSATION

ATLANTIS
LABS

MAKSCHU
productions

SARASOTA
SCENE
SINCE 1957

C&N COMMUNITY
HEALTH

Ringling College
of Art + Design

SALES &

Marketing



THE FILM

The 360-degree video follows the story of Alexandra from El Galvario, Venezuela, who used Yakera in early 2020 to raise the money necessary to fulfill her dream: to access quality education.



<https://www.youtube.com/watch?v=YA1XpU0vWM8>

PACKAGING

The package is designed to immerse the viewer into the unique experience of Venezuelan stories. The headset is placed in a custom box accompanied by printed materials to allow viewers to further engage with Yakera's mission and vision.



Silver ADDY

Sales & Marketing: Direct Marketing

Mafer Bencomo & Shpresa Mehmeti

A VR APPROACH TO FUNDRAISING

School: Ringling College of Art + Design

featuring arlie

vivo beach club
carolina, puerto rico



DAYGLOW

doors open 9:00 pm
16 and up - \$35

09.01.21

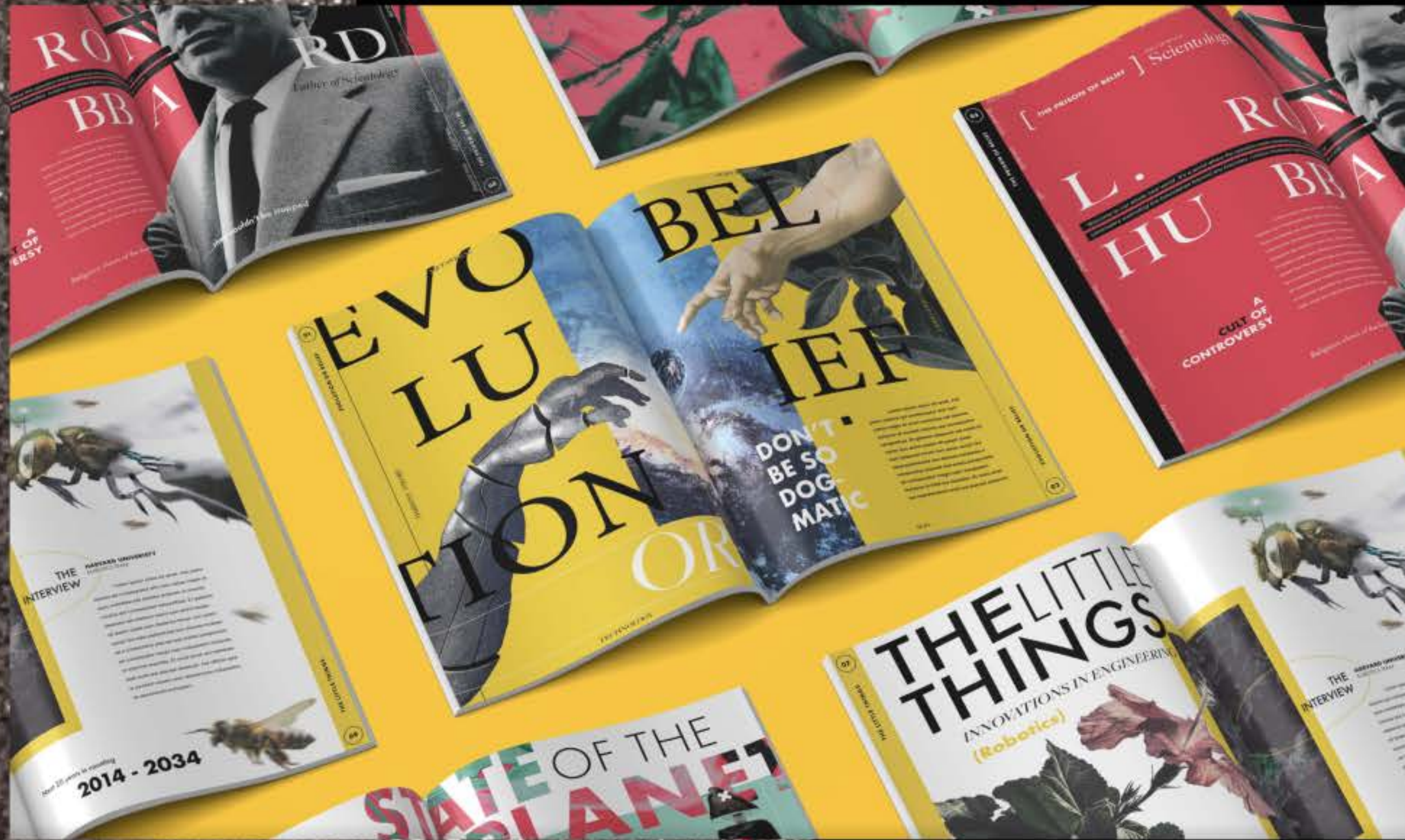
Silver
ADDY

Sales & Marketing: Collateral Material - Special
Event Materials

Sol Gabriela Bourdeau Garcia

**DAYGLOW
BRANDING**

School: Ringling College of Art + Design



Gold ADDY

Sales & Marketing: Magazine Design

Alex Levielle

A 180: JOURNAL OF
THE EXCEPTIONAL

School: Ringling College of Art + Design

Gold ADDY

Sales & Marketing: Product or Service
Sales Promotion

Alex Levielle

BARK CHOCOLATE

School: Ringling College of Art + Design



OUT-OF-HOME

*& Ambient
Media*



乃 匠 伊 区 市 作 伞

RINGLING COLLEGE OF ART AND DESIGN PRESENTS



SK8

RINGLING COLLEGE OF ART AND DESIGN PRESENTS "SK8" A FILM PRODUCED BY JACOB SHAPIRO PRODUCTION DESIGN HARRISON KUNICK
EDITED BY TYLER McDONALD DIRECTOR OF PHOTOGRAPHY ERIKA JESSEN SOUND DESIGN ERIC JACKSON DIRECTED BY KRISTEN FIEDLER

Silver
ADDY

Out-of-Home & Ambient Media: Poster - Single

Konrad Losiak

SK8 MOVIE
POSTER

School: Ringling College of Art + Design



RINGLING COLLEGE OF ART AND DESIGN PRESENTS

Last Laugh

HOW WILL YOU SAY GOODBYE?

RINGLING COLLEGE OF ART AND DESIGN PRESENTS "LAST LAUGH" A FILM PRODUCED BY HARRISON KONIGER - PRODUCTION DESIGNER TORAN CASTLE
EDITED BY ERIKA JESSEN DIRECTOR OF PHOTOGRAPHY ERIKA JESSEN COSTUME DESIGNER NATHAN PRISTE DIRECTED BY JOHN DAVID WOODWARD

Silver ADDY

Out-of-Home & Ambient Media: Poster - Single

Beatriz Patarata

LAST LAUGH

School: Ringling College of Art + Design

Silver ADDY

Out-of-Home & Ambient Media: Guerilla Marketing,
Installations and Events - Single
Occurrence or Installation

Kelsey Morris

REVERIE

School: Ringling College of Art + Design



AMPLIFY

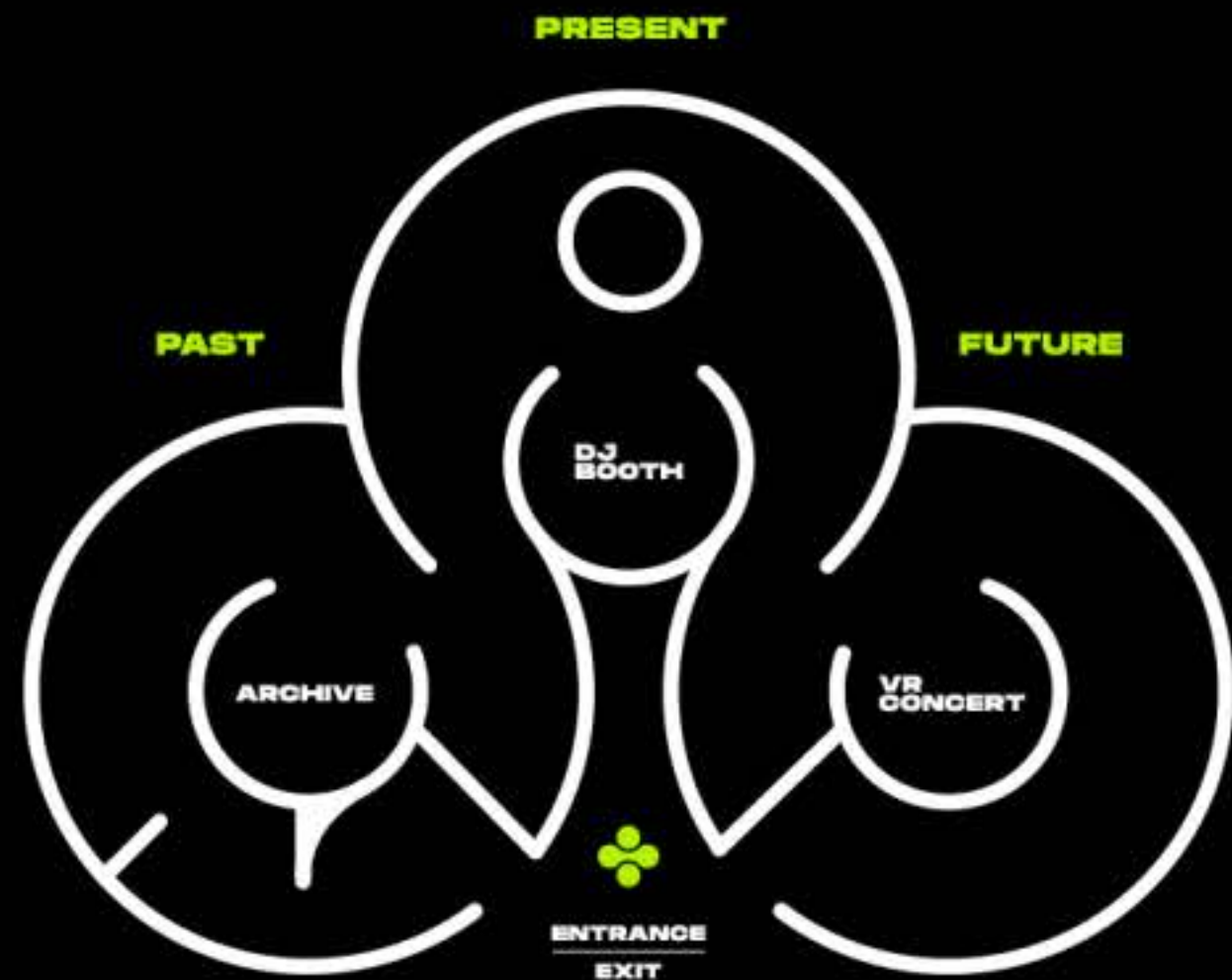
AUDIO-VISUAL ELECTRONIC MUSIC EXPERIENCE

A versatile, traveling, audio-visual electronic music experience. Allowing guests to experience and learn about EDM through the PAST, PRESENT, & FUTURE. Amplify the history to amplify the future.



EXPERIENCE

Our features are presented to visitors through three different areas revolving around different eras of electronic music.



Silver
ADDY

Out-of-Home & Ambient Media: Guerilla Marketing, Installations and Events - Single Occurrence or Installation

Art Morris, Joel Reyes, & Alex Levielle

AMPLIFY

School: Ringling College of Art + Design

Gold ADDY

Out-of-Home & Ambient Media: Guerilla Marketing,
Installations and Events - Single
Occurrence or Installation

Julie Bove, Tinny Hon &
Angeles Sanchez

CREAMPORIUM

School: Ringling College of Art + Design



ONLINE/

Interactive



Let's protect the Earth. Together.



Silver ADDY

Online/Interactive: App (Mobile or Web-Based)

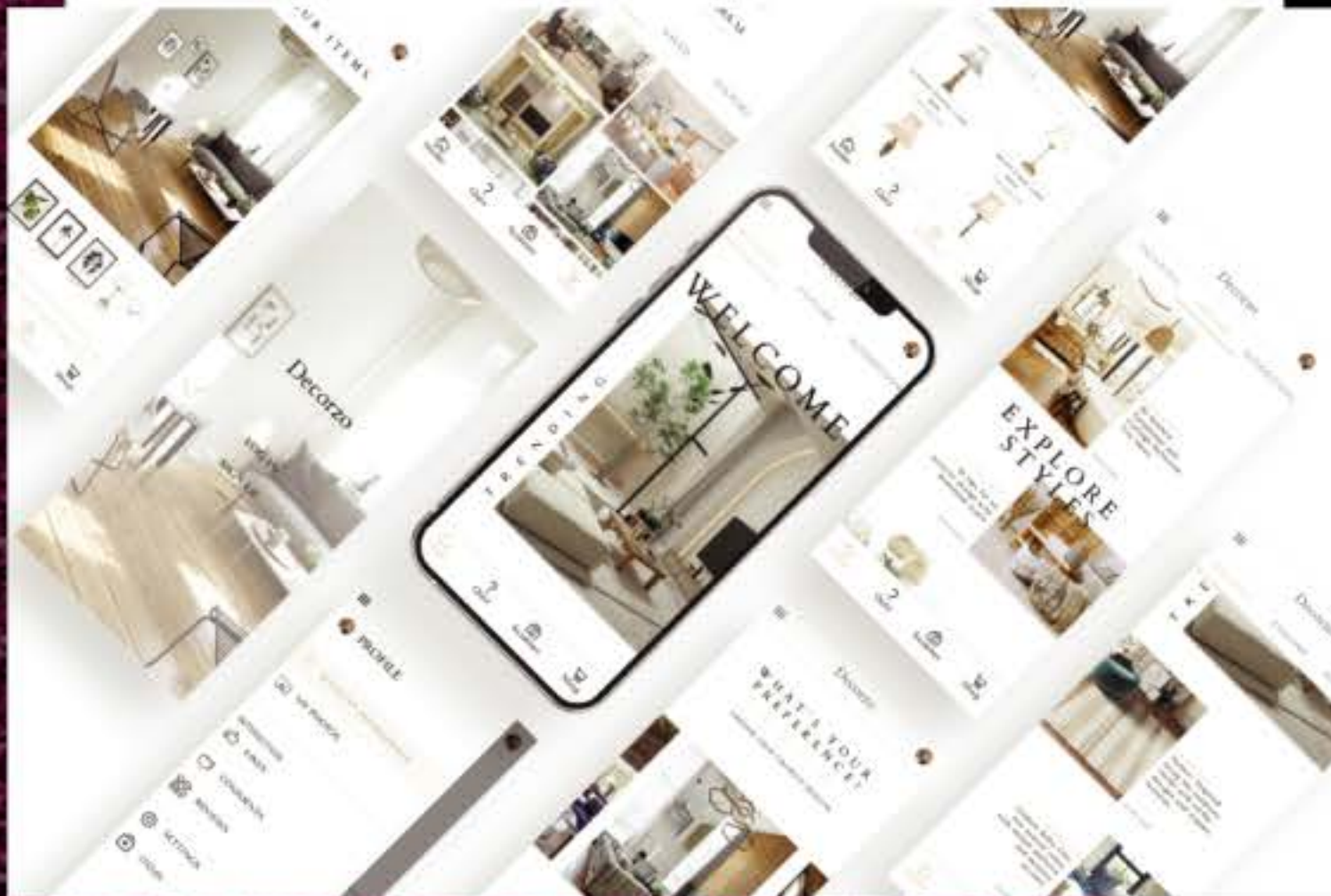
Sandra Lee & Haley Burton

ENVIROBODY

School: Ringling College of Art + Design



Decorzo is an app that helps users to design their space through their devices, without the need of an actual designer. At the same time, it allows them to search for the chosen objects in the nearest stores or online.



Silver ADDY

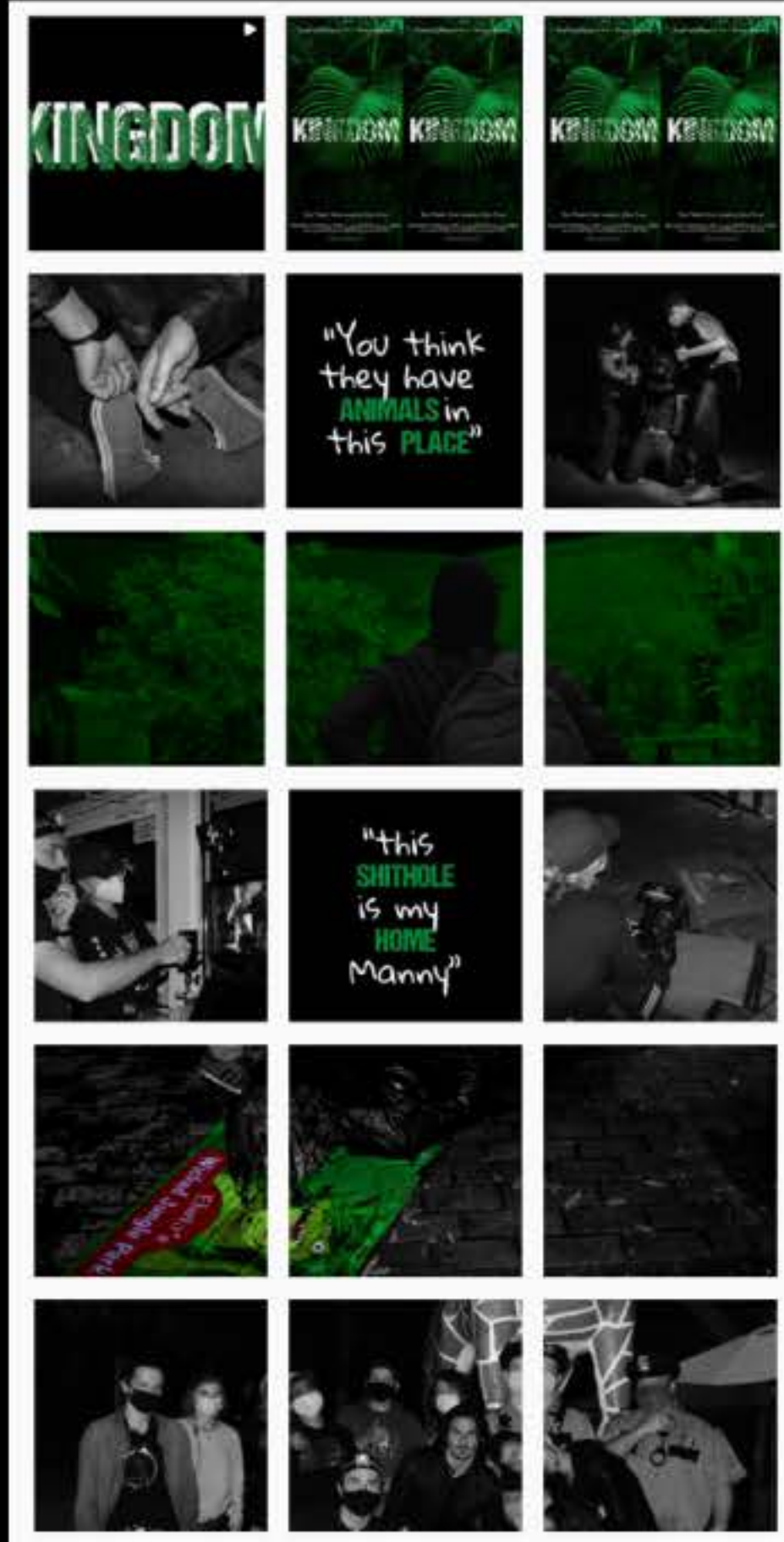
Online/Interactive: App (Mobile or Web-Based)

Tako Pharsenadze & Gaby Quintanilla

DECORZO

School: Ringling College of Art + Design

<https://www.instagram.com/thekingdom.flm>



Silver ADDY

Online/Interactive: Social Media - Campaign

Noman Rafiq

KINGDOM

School: Ringling College of Art + Design



YGGDRASIL



YGGDRASIL

Yggdrasil is a hub for everything mystical and magical. Learn about metaphysics around the world and connect with a thriving, global community.



Silver
ADDY

Online/Interactive: Website (Desktop or Mobile)

Sandra Lee

YGGDRASIL

School: Ringling College of Art + Design

Silver ADDY

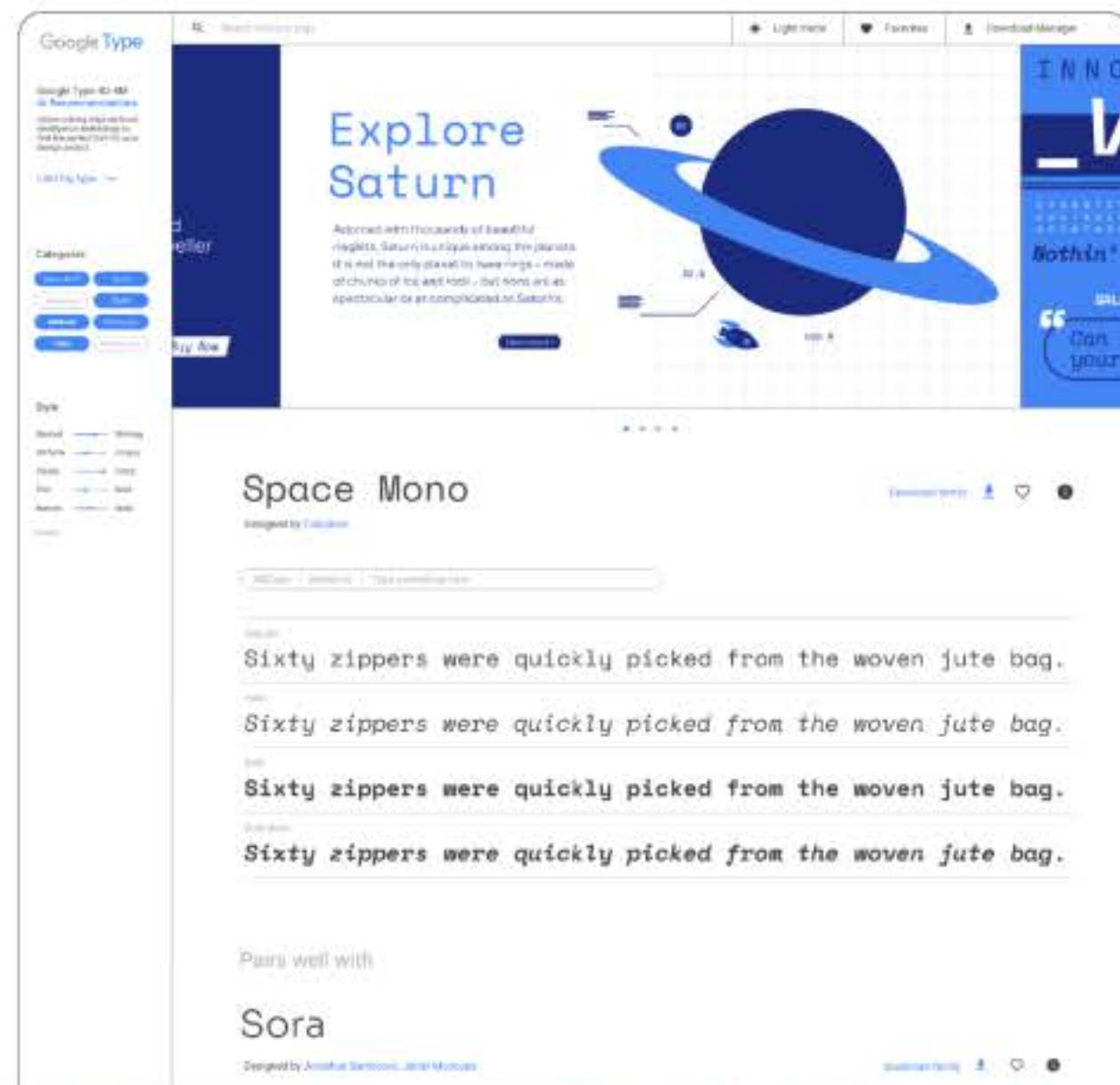
Online/Interactive: Website (Desktop or Mobile)

Adam Myerscough

GOOGLE TYPE

School: Ringling College of Art + Design

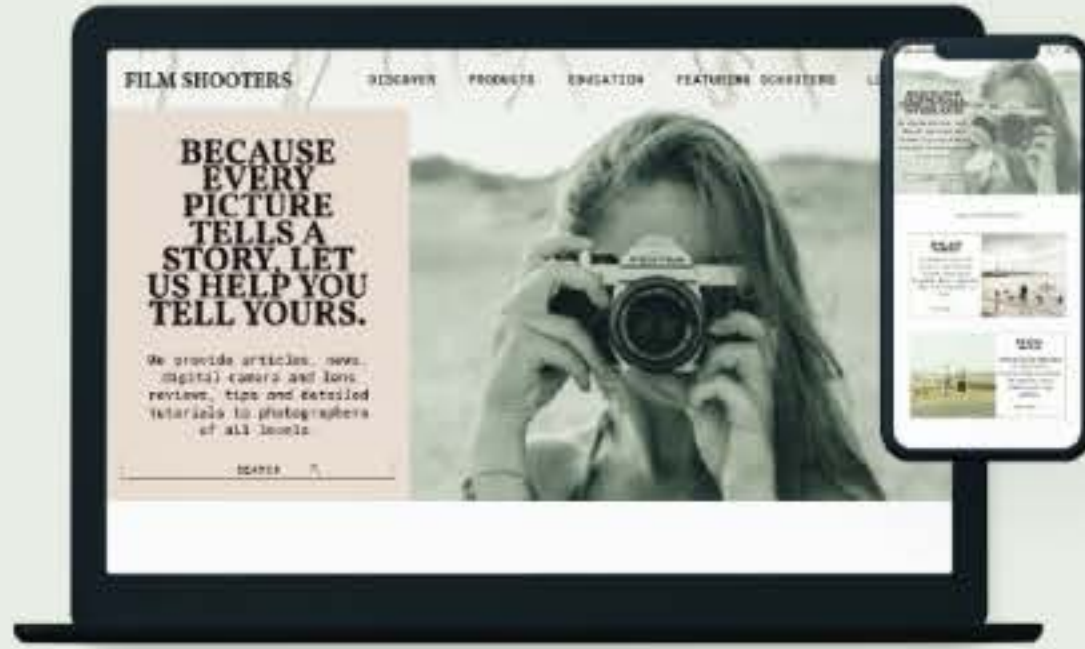
Google Type



Google provides many great resources to those looking to learn, be entertained, or create. One of these resources, Google Fonts, allows users to download high-quality and professional fonts for free. However, the service ends there.

Typography is a challenging field of design to both new and experienced designers. Google Fonts falls short on assisting their users on how each font can be used, what medium it is best for, and what other fonts can pair well with it.

This project aims to solve these challenges and make the service more accessible to newer designers. The name change from Google Fonts to Google Type reinforces that this website has a lot more to offer than just downloading fonts.



FILM SHOOTERS

Film Shooters is a website that allows people to learn more about analog photography and get started with the creative process. In order to do so, we provide film cameras, lenses, rolls, and tutorials from professionals.



Silver
ADDY

Online/Interactive: Website (Desktop or Mobile)

Tako Pharsenadze

FILM
SHOOTERS

School: Ringling College of Art + Design



Critter Sitter

Where there's a sitter for every critter.

Gold
ADDY

Online/Interactive: App (Mobile or Web-Based)

Julie Bove, Tinny Hon &
Angeles Sanchez

CRITTER
SITTER

School: Ringling College of Art + Design

Gold ADDY

Online/Interactive: Website (Desktop or Mobile)

Adam Myerscough

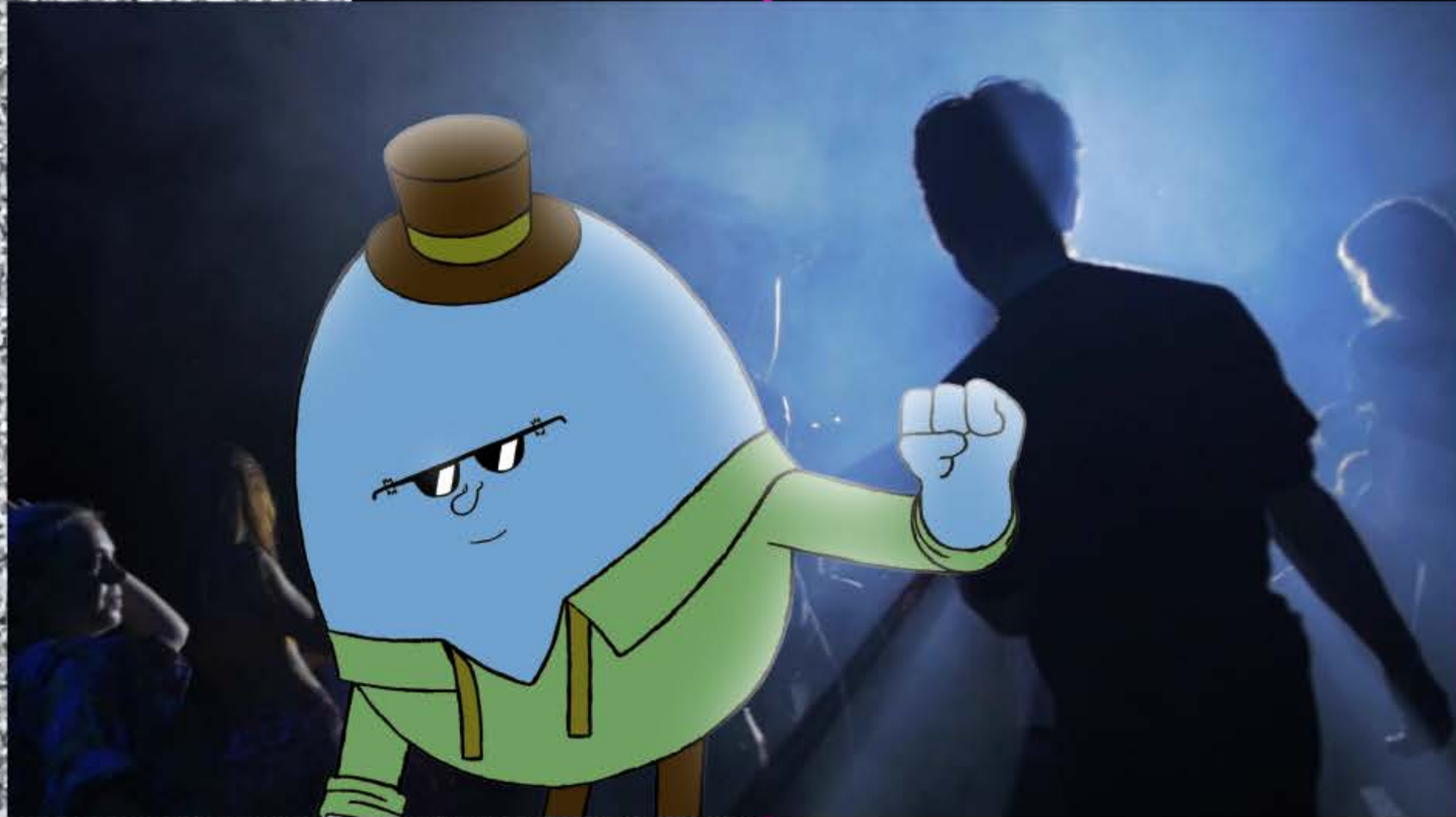
FIVE O-DONUT

School: Ringling College of Art + Design



FILM, VIDEO

FSound



Silver
ADDY

Film, Video & Sound: Single Television Advertising

Kristen Molina

**HUMPTY
DRUNKITY**

School: Ringling College of Art + Design

R A C H E L

WHITEREAD



RESILIENCE

MAY 7TH - MAY 21ST 2022

LOIS ANDERSON WILBERG GALLERY

Silver
ADDY

Film, Video & Sound: Single Television Advertising

Syeda Fyruje

RACHEL WHITEREAD
MOTION POSTER

School: Ringling College of Art + Design



Gold ADDY

Film, Video & Sound: Single Television Advertising

Jada Poon

CODE RED

School: Ringling College of Art + Design

CROSS

Plattform

nutritionly

Prioritize fresh food
prioritize yourself



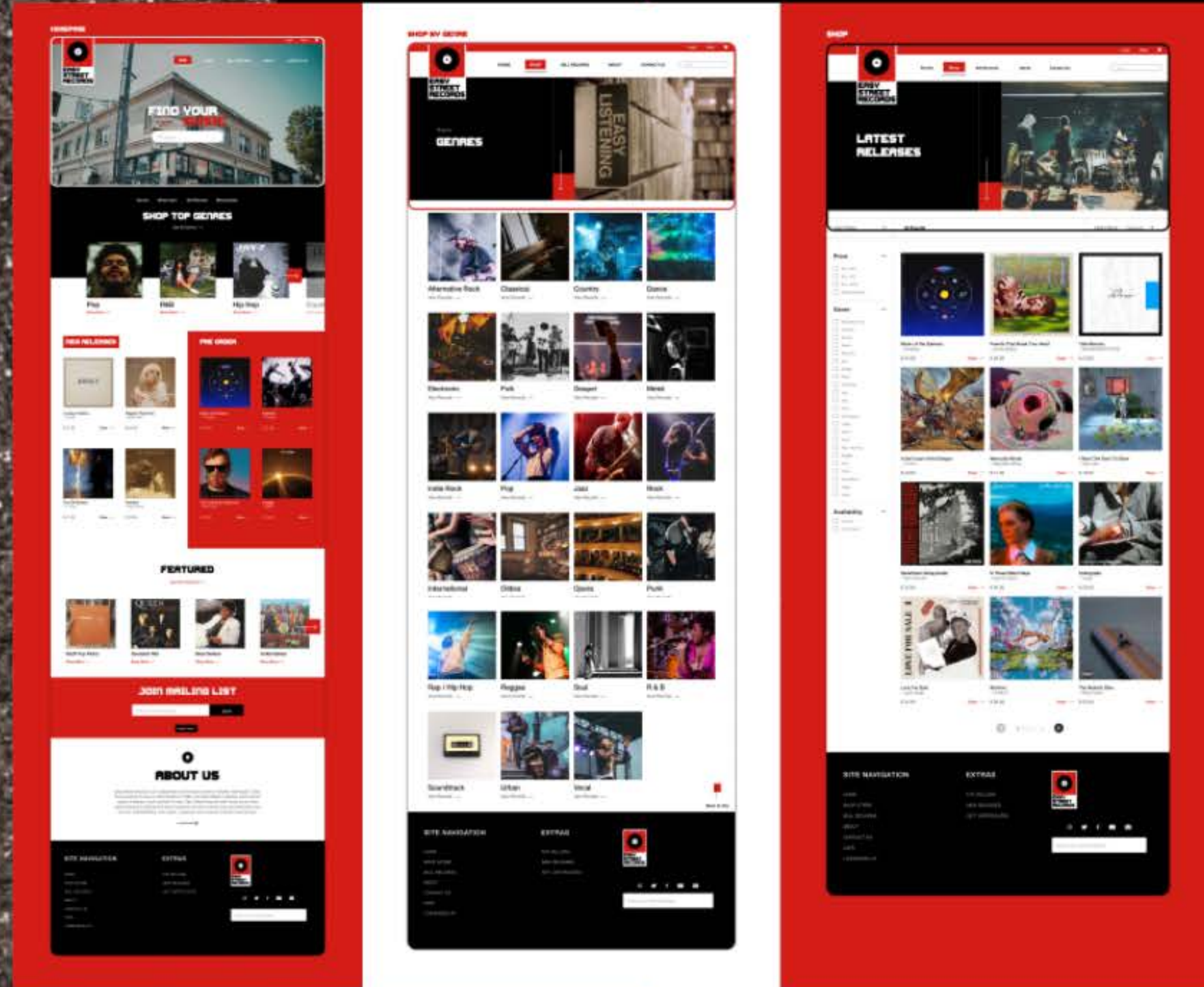
Silver
ADDY

Cross Platform: Integrated Brand
Identity Campaign

Tako Pharsenadze

NUTRITIONLY

School: Ringling College of Art + Design



Silver
ADDY

Cross Platform: Integrated Brand
Identity Campaign

Sean Clancy

EASY STREET
RECORDS

School: Ringling College of Art + Design

BIKE TO BETTER



Bike To Better is a campaign centered around finding the beauty in the world around us. The purpose of the campaign is to encourage more people to use their bike for commuting and everyday transportation, and thereby improve their physical and mental health, and reduce the damage to the environment.



Gold
ADDY

Cross Platform: Integrated Brand
Identity Campaign

Sean Clancy

BIKE TO
BETTER

School: Ringling College of Art + Design

ELEMENTS OF

Advertising

Silver
ADDY

Elements of Advertising: Illustration - Single

Alyssa Masarik

LOUIS POULSEN
PITCH

School: Ringling College of Art + Design





Silver ADDY

Elements of Advertising: Illustration - Single

Amber Masarik

**EMBRACE
CHANGE**

School: Ringling College of Art + Design

Silver ADDY

Elements of Advertising: Illustration - Single

Amber Masarik

SUSTAINABILITY

School: Ringling College of Art + Design





Tis the **season**

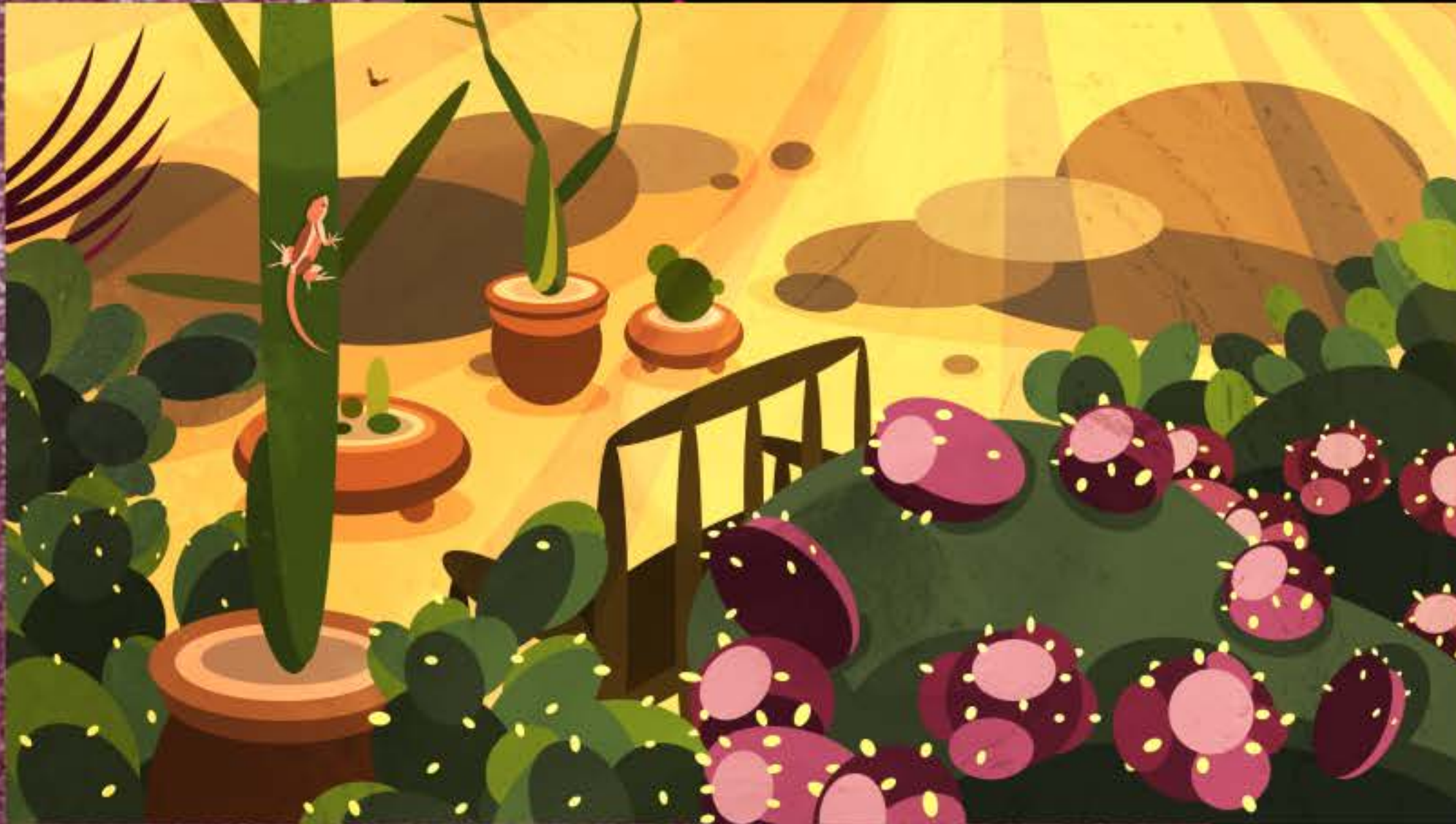
Silver ADDY

Elements of Advertising: Illustration - Single

Amber Masarik

WINTER IS
COMING

School: Ringling College of Art + Design



Silver
ADDY

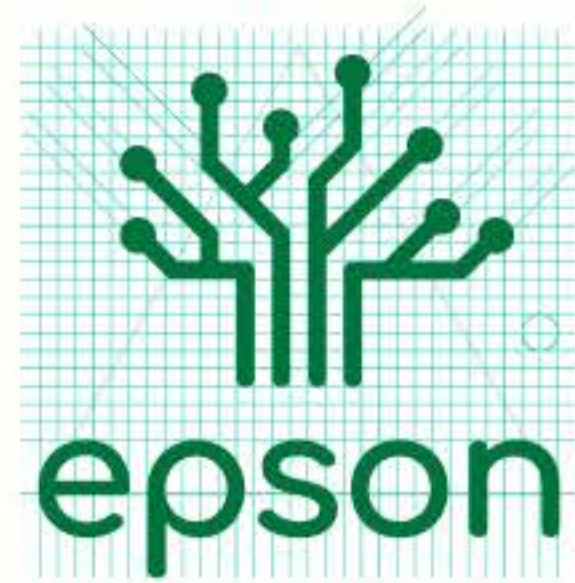
Elements of Advertising: Illustration - Campaign

Taylor Kirsch

PLANT ABSTRACTION

School: Ringling College of Art + Design

Primary Design



Grid

Silver
ADDY

Elements of Advertising: Logo Design

Dawn Lonowski

EPSON LOGO REDESIGN

School: Ringling College of Art + Design

Silver
ADDY

Elements of Advertising: Logo Design

Nefeli Protopsalti

BOH! L'OSTELLO
FUTURISTICO

School: Ringling College of Art + Design

BOH!
l'ostello
futuristico

BOH!
l'ostello
futuristico

BOH!
l'ostello
futuristico

BOH
l'ostello
futuristico



Silver
ADDY

Elements of Advertising: Logo Design

Sandra Lee

MIZUSHIMA

School: Ringling College of Art + Design



TRANSLUCID

a modular typeface for titles and headlines

Silver
ADDY

Elements of Advertising: Typeface Design

Sol Gabriela Bourdeau Garcia

TRANSLUCID

School: Ringling College of Art + Design

neonica

Neonica is a san-serif display typeface, inspired by neon sign design, based on geometric shapes and structures.

Neonica uses a single continuous line in the design of all characters, to assist in the eye flow of the letters.

Uppercase

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

Lowercase

a b c d e f g h i
j k l m n o p q r
s t u v w x y z

Silver
ADDY

Elements of Advertising: Typeface Design

Sky Stone

NEONICA

School: Ringling College of Art + Design

Silver ADDY

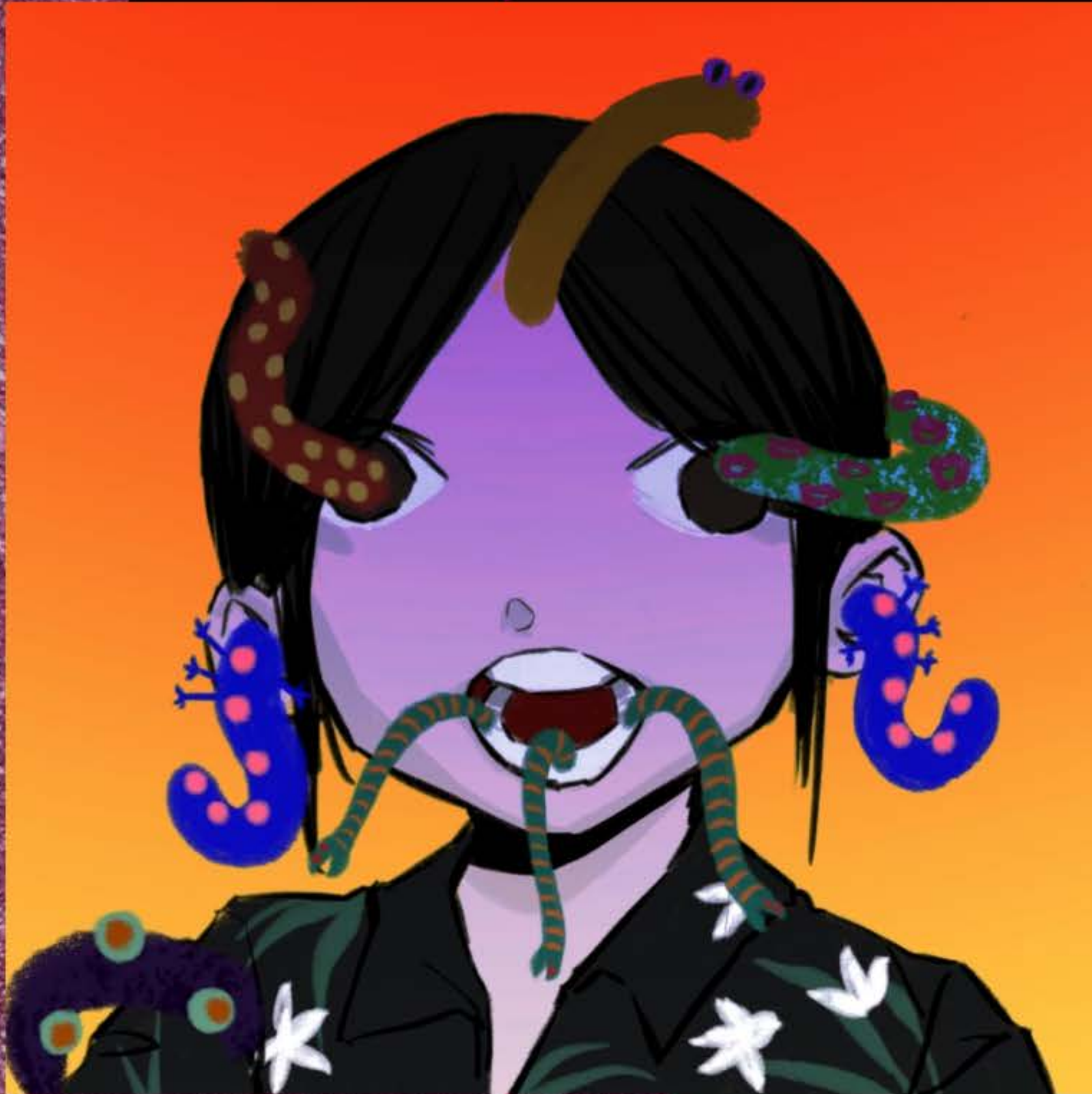
Elements of Advertising: Animation or
Special Effects

Taylor Kirsch

GNOME GARDEN

School: Ringling College of Art + Design





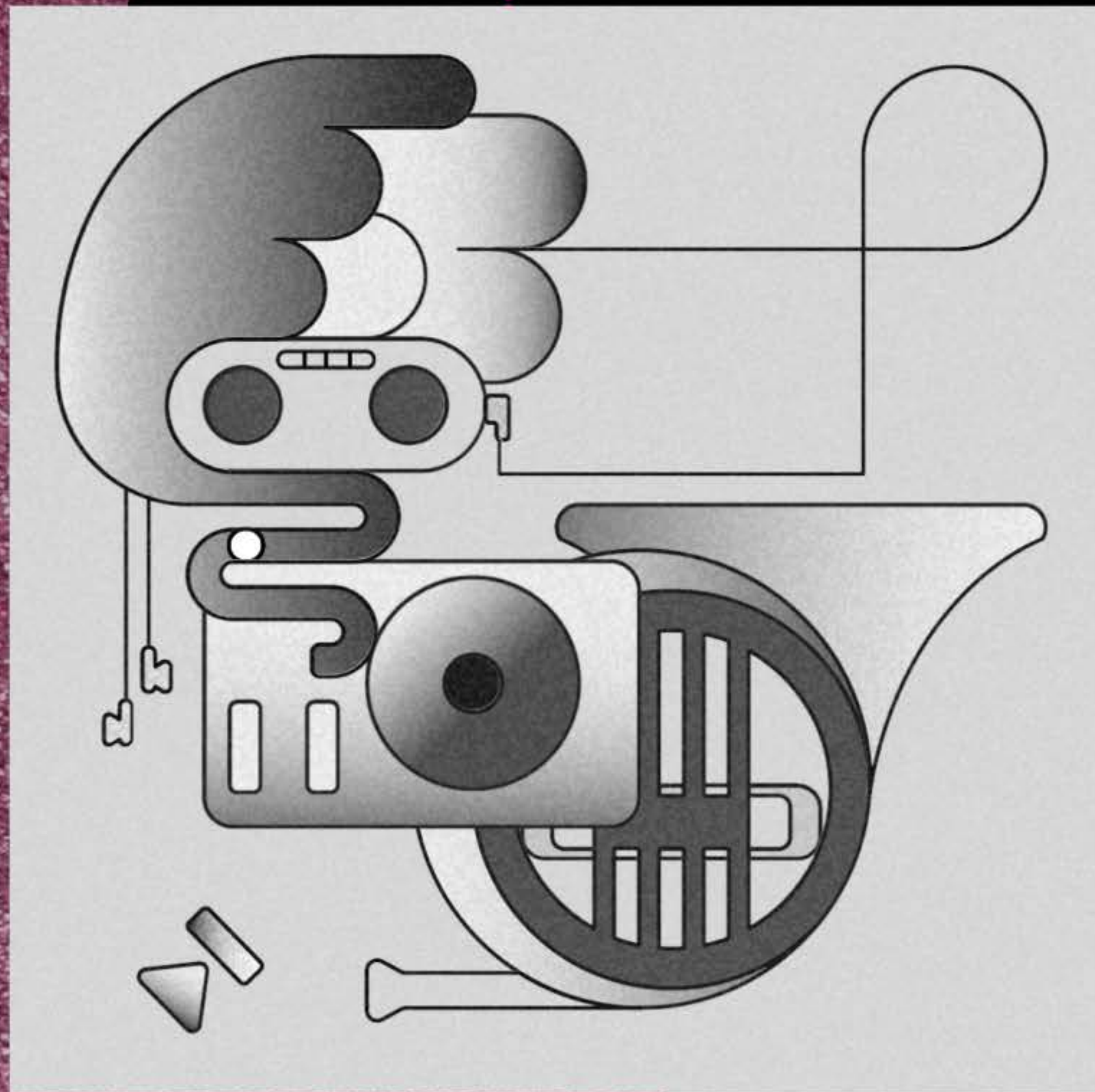
Silver ADDY

Elements of Advertising: Animation or
Special Effects

Lu Han

SUPER KITTY HEAD

School: Ringling College of Art + Design



Silver
ADDY

Elements of Advertising: Animation or
Special Effects

Olive Mei

**RUBE GOLDBERG
MACHINE**

School: Ringling College of Art + Design



Silver
ADDY

Elements of Advertising: Animation or
Special Effects

Duncan DeMichiel

**FUTUREPROOF
OPENER**

School: Ringling College of Art + Design

Silver ADDY

Elements of Advertising: Animation or
Special Effects

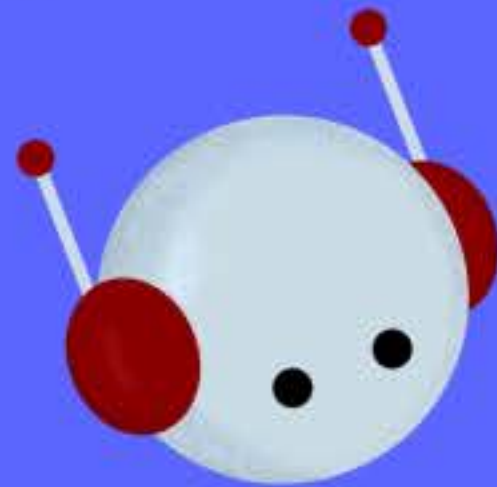
Ava Meller

CONSUME

School: Ringling College of Art + Design



demo reel



kelsey morris

Silver
ADDY

Elements of Advertising: Animation or
Special Effects

Kelsey Morris

DEMO
REEL

School: Ringling College of Art + Design

Silver
ADDY

Elements of Advertising: Animation or
Special Effects

Taylor Kirsch

CHRISTMAS
VILLAGE

School: Ringling College of Art + Design





Silver ADDY

Elements of Advertising: Animation or
Special Effects

Dawn Lonowski

EINSTEIN'S DREAM TITLE SEQUENCE

School: Ringling College of Art + Design

Silver ADDY

Elements of Advertising: Animation or
Special Effects

Yael Bloom

DIG IN

School: Ringling College of Art + Design

.3 grab a drink



Silver ADDY

Elements of Advertising: Animation or
Special Effects

Emily Richardson

SYNODIC

School: Ringling College of Art + Design





Silver
ADDY

Elements of Advertising: Animation or
Special Effects

Ryan Sene

THE FLASHER

School: Ringling College of Art + Design

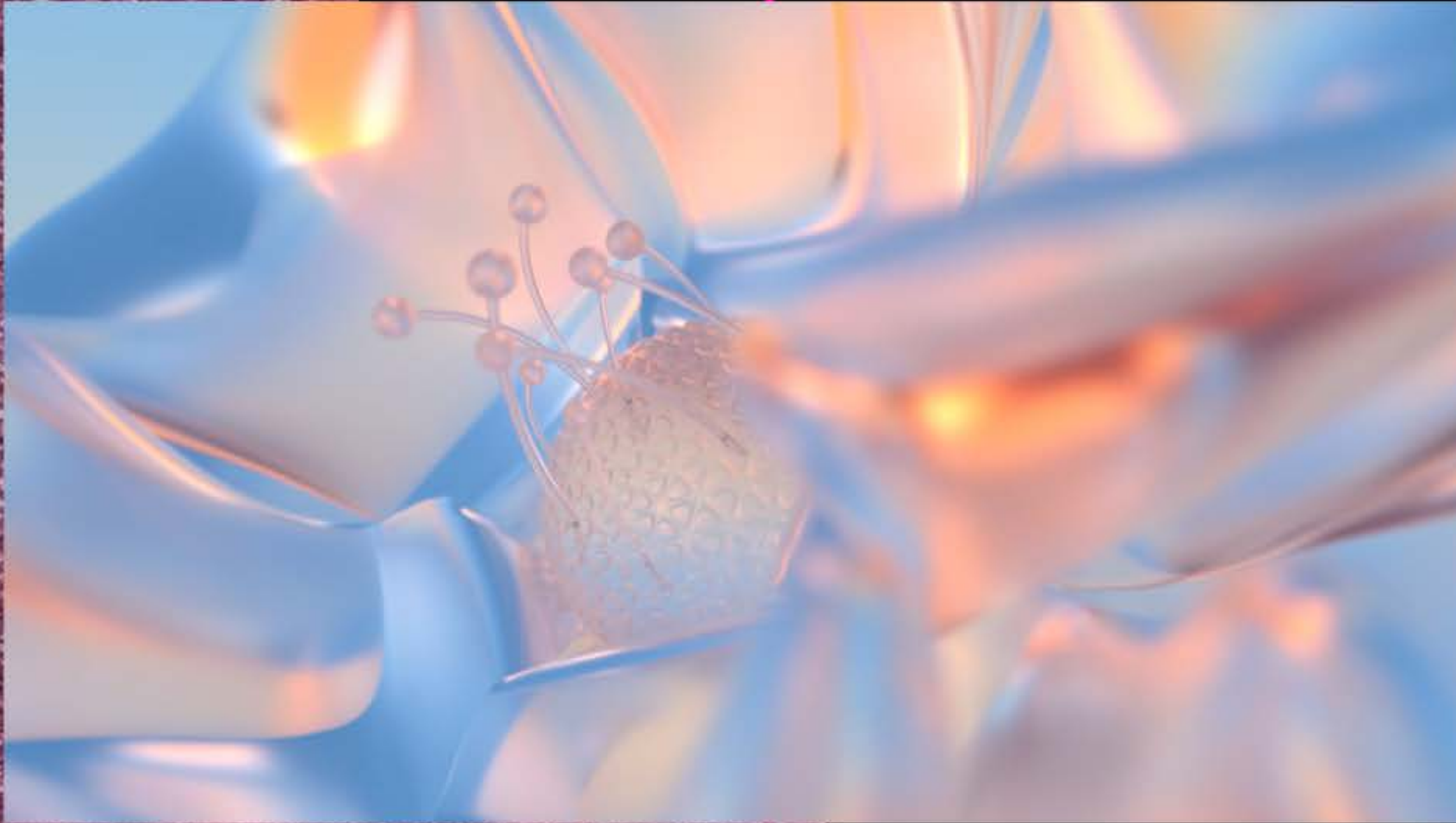
Silver ADDY

Elements of Advertising: Animation or
Special Effects

Alyssa Masarik

A CLEAR HUM

School: Ringling College of Art + Design



Silver ADDY

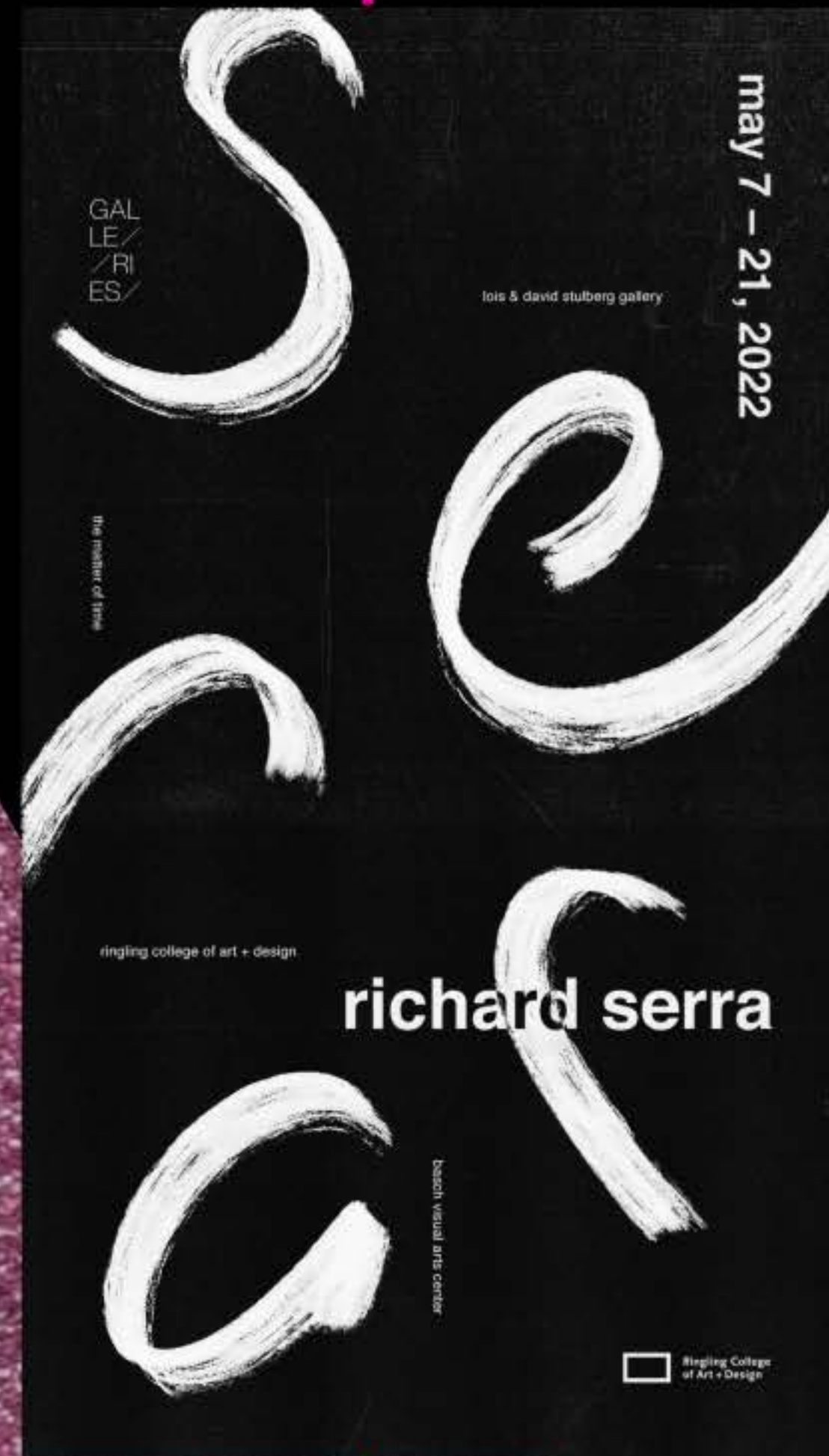
Elements of Advertising: Animation or
Special Effects

Emily Richardson

LITTLE FRIEND

School: Ringling College of Art + Design





Silver ADDY

Elements of Advertising: Animation or
Special Effects

Sol Gabriela Bourdeau Garcia

SERRA EXHIBITION LOOPING POSTER

School: Ringling College of Art + Design



Silver ADDY

Elements of Advertising: Animation or
Special Effects

Oceane Fairbanks

FECUNDITY

School: Ringling College of Art + Design

RINGLING COLLEGE OF ART + DESIGN
DEPARTMENT OF MOTION DESIGN

Silver
ADDY

Elements of Advertising: Animation or
Special Effects

Holly Reidy

ABSTRACT TITLE SEQUENCE

School: Ringling College of Art + Design



Silver
ADDY

Elements of Advertising: Art Direction - Single

Nikhita Buddhiraju

VITRA CLOCKS
SPOT

School: Ringling College of Art + Design



Silver ADDY

Elements of Advertising: Art Direction - Campaign

Yang Qiu

TRANSFORM



School: Ringling College of Art + Design

Silver ADDY

Elements of Advertising: Digital Creative Technology

Kasan Qiu

TIP OF YOUR HANDS

School: Ringling College of Art + Design



Gold ADDY

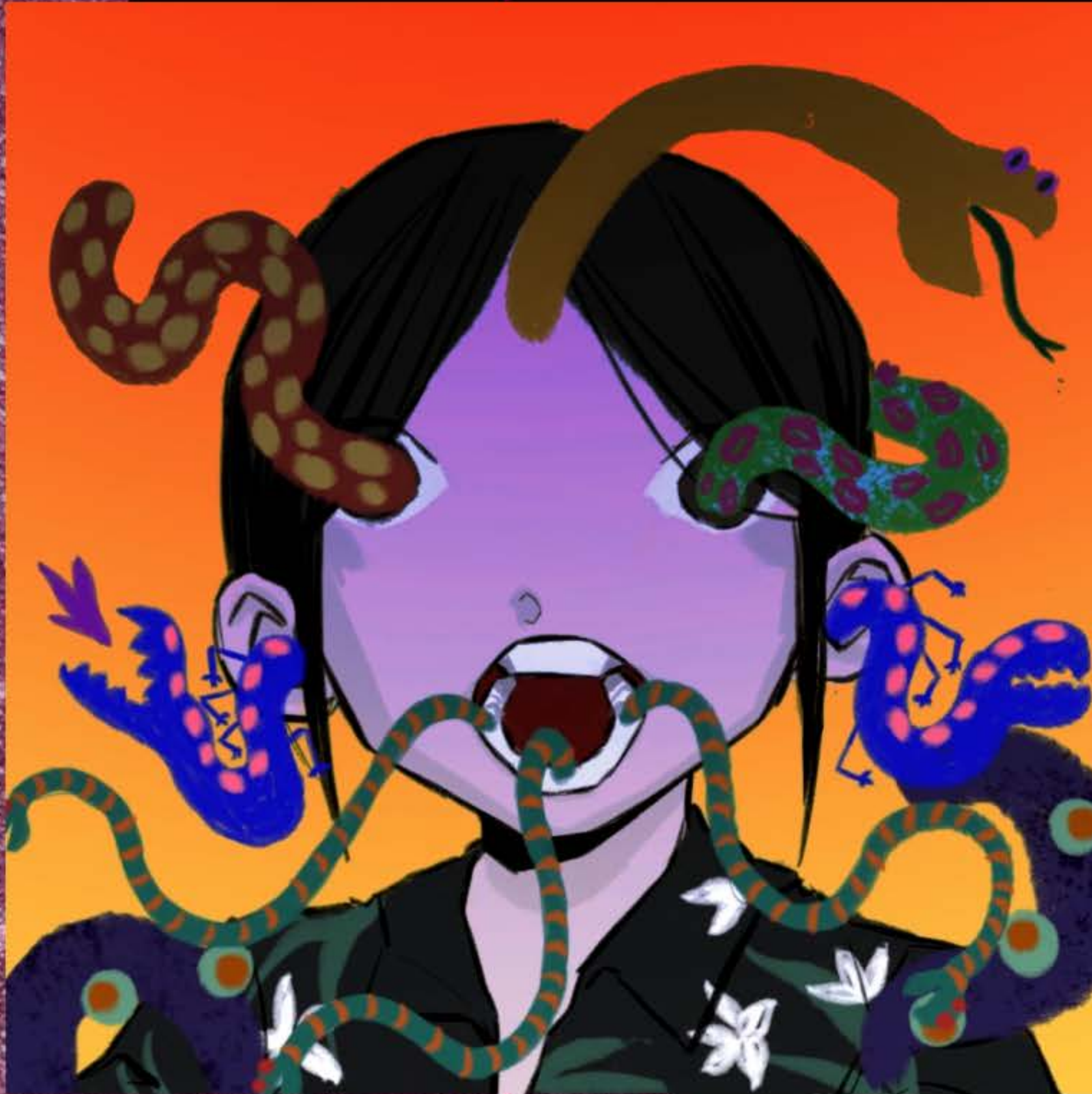
Elements of Advertising: Illustration - Single

Dawn Lonowski

TREE DWELLING

School: Ringling College of Art + Design





Gold ADDY

Elements of Advertising: Illustration - Single

Lu Han

SUPER KITTY HEAD

School: Ringling College of Art + Design



Gold ADDY

Elements of Advertising: Illustration - Campaign

Anastassia M Kovach

NIKE IN STORE PROMOTION STYLE FRAME

School: Ringling College of Art + Design

Gold ADDY

Elements of Advertising: Cinematography - Single

Mafer Bencomo

THE COLOR OF GENIUS

School: Ringling College of Art + Design



Gold ADDY

Elements of Advertising: Animation or
Special Effects

Duncan DeMichiel &
Kiron Robinson

THE STRAWMAN FALLACY

School: Ringling College of Art + Design



Gold ADDY

Elements of Advertising: Animation or
Special Effects

Yael Bloom

PAPER JAM

School: Ringling College of Art + Design



nikhita
nikhita
nikhita
khita

Gold
ADDY

Elements of Advertising: Animation or
Special Effects

Nikhita Buddhiraju

DEMO REEL
2021

School: Ringling College of Art + Design

Gold ADDY

Elements of Advertising: Animation or
Special Effects

Audrey Nixon

FIXATION

School: Ringling College of Art + Design

Produced By
ED CHEETHAM

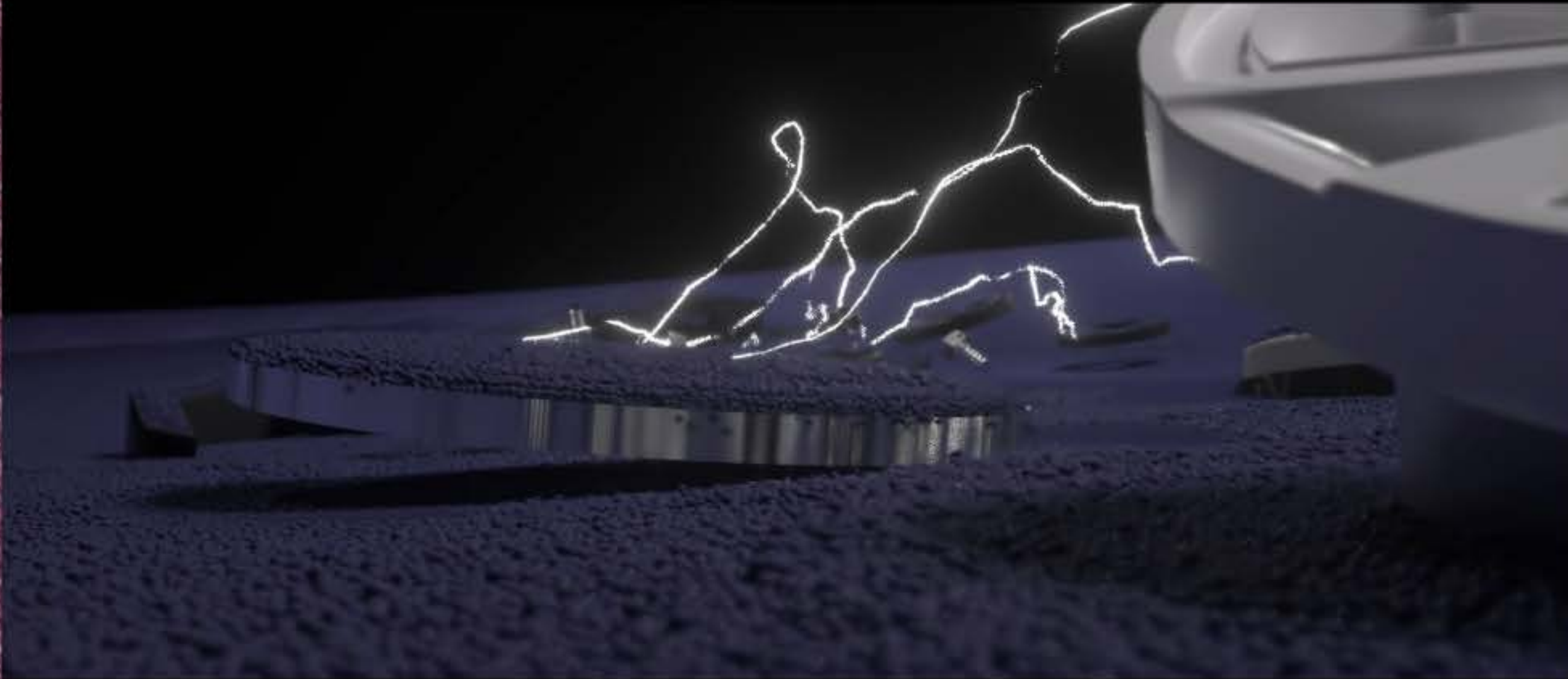
Gold ADDY

Elements of Advertising: Animation or
Special Effects

Dingwen Liu

PARTICLES CAR

School: Ringling College of Art + Design



Gold ADDY

Elements of Advertising: Animation or
Special Effects

Duncan DeMichiel

MICROSOFT BUILD OPENER

School: Ringling College of Art + Design



Gold
ADDY

Elements of Advertising: Animation or
Special Effects

Devon Pertarb

2022 DEMO REEL

School: Ringling College of Art + Design

2022 DEMO REEL

Gold ADDY

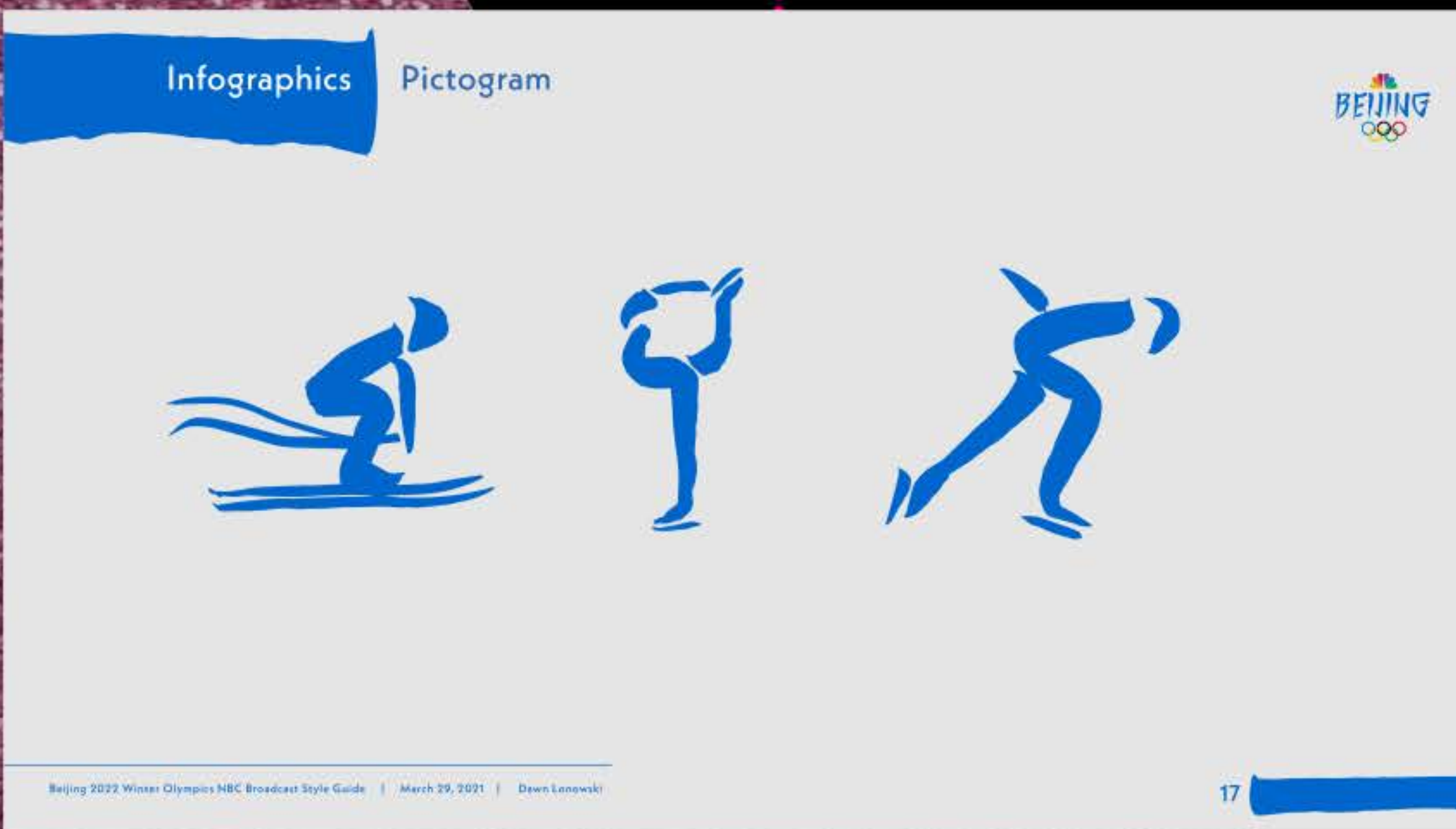
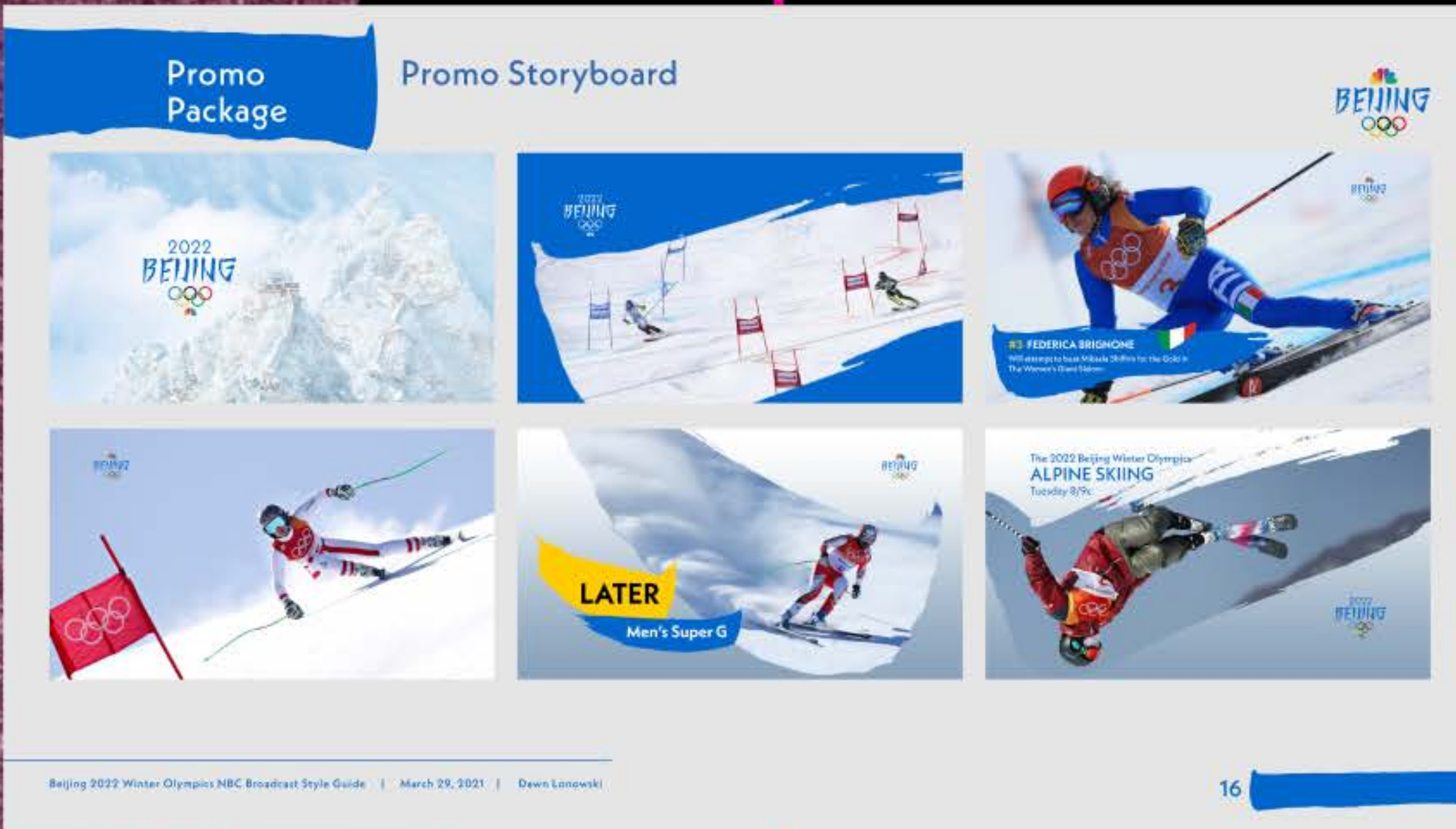
Elements of Advertising: Music and Sound Design

Troy Logan

CODE RED

School: Ringling College of Art + Design





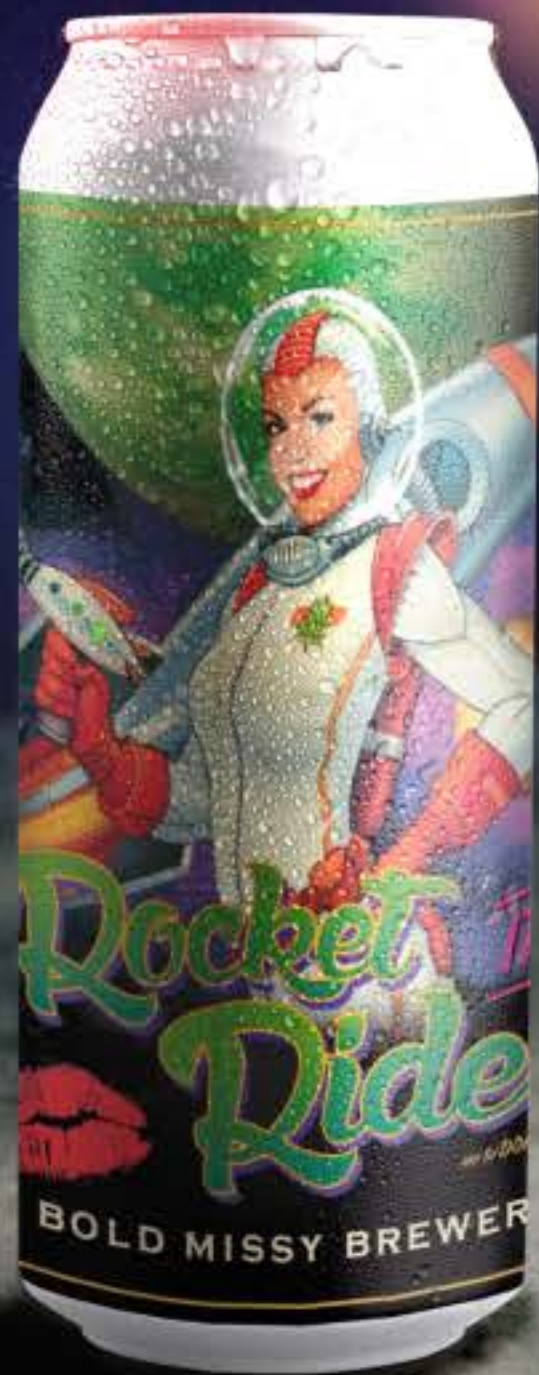
Gold ADDY

Elements of Advertising: Art Direction - Single

Dawn Lonowski

BEIJING 2022 WINTER OLYMPICS

School: Ringling College of Art + Design



Balanced with

**CENTENNIAL &
CHINOOK HOPS**



Gold
ADDY

Elements of Advertising: Art Direction - Campaign

Dawn Lonowski &
Julia Fogarty

**BOLD MISSY BREWERY
CAMPAIGN**

School: Ringling College of Art + Design

JUDGE'S CHOICE

Award

STUDENT

JUDGE'S CHOICE

Award

STUDENT

Yael Bloom

PAPER JAM

School: Ringling College of Art + Design





Balanced with

**CENTENNIAL &
CHINOOK HOPS**



JUDGE'S CHOICE

Award

STUDENT

Dawnk Lonowski &
Julia Fogarty

**BOLD MISSY BREWERY
CAMPAIGN**

School: Ringling College of Art + Design

JUDGE'S CHOICE

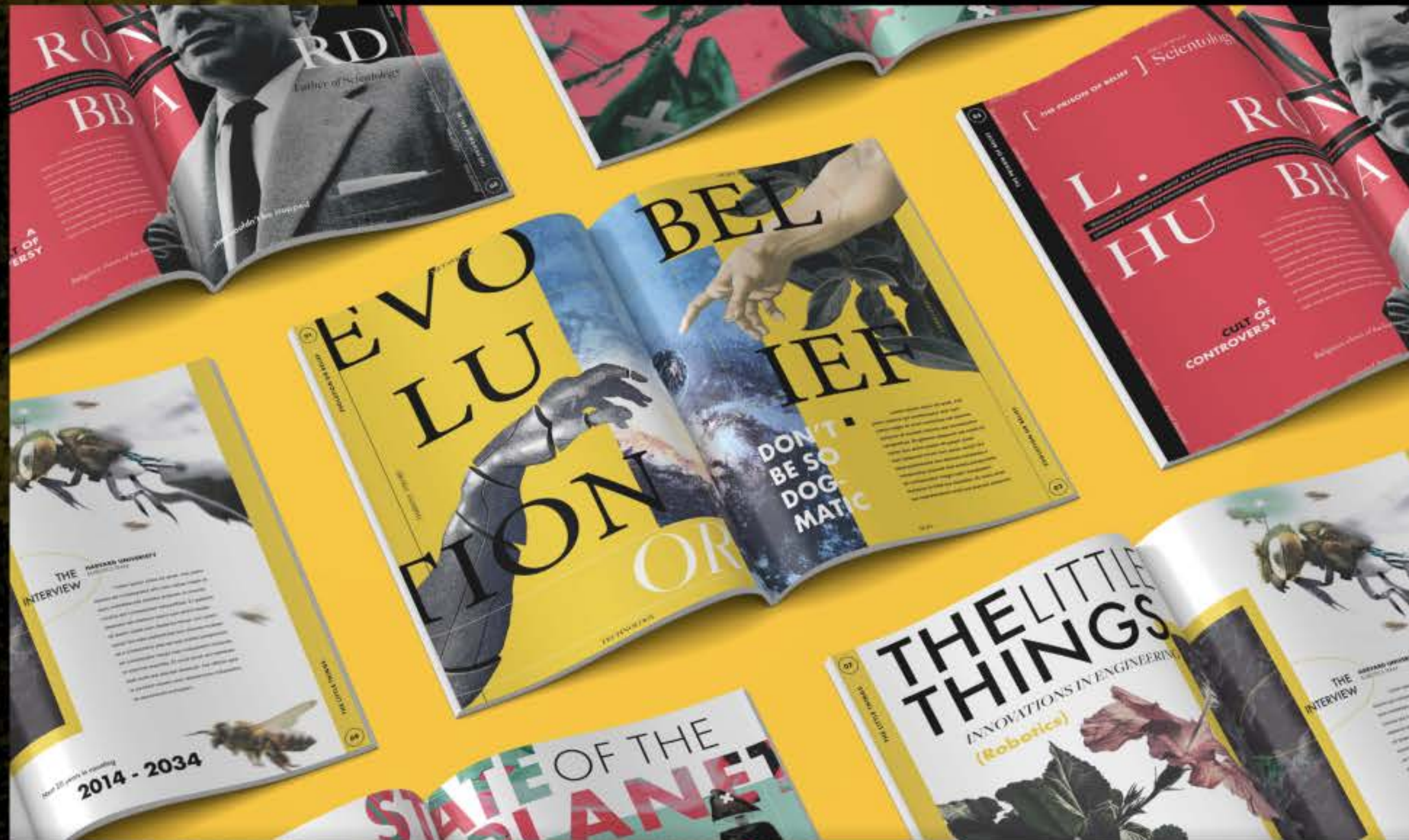
Award

STUDENT

Alex Levielle

A 180: JOURNAL OF
THE EXCEPTIONAL

School: Ringling College of Art + Design



Best
IN SHOW

STUDENT



Best
IN SHOW
STUDENT

Jada Poon

CODE RED

School: Ringling College of Art + Design