



2025 Award Winners

Welcome to the 2025 American Advertising Awards for North Central Florida!

In 2022, our local team of volunteers restarted AAF-North Central Florida (previously AAF Gainesville). Our goal was simple. Provide an outlet to showcase the amazing creative talent that resides in North Central Florida. Our first year back we had 58 submissions across the professional and student competitions. This year, we had over 200 submissions, a 250% increase in four years! With your support, AAF-NCFL continues to grow. We now represent the Tallahassee, Gainesville, and Ocala markets, and all points in between.

This year's AAF-NCFL American Advertising Awards celebrates creative excellence in advertising, communications, graphic design, and marketing. The award-winning work within this book represents a fraction of the amazing creative talent in the North Central Florida region. That talent continues, as always, to make measurable impacts for our clients.

Congratulations to our 2025 ADDY winners! We're excited to celebrate your creative achievements, and we look forward the amazing work you'll create during the upcoming year!

Best wishes,

Dan Windels
AAF-NCFL Awards Chair



Categories of Awards Received

PROFESSIONAL COMPETITION

SALES & MARKETING

- 005 Collateral, Printed Annual Report
- 007A Collateral, Brochure, Single
- 008A Collateral, Cover
- 008B Collateral, Editorial Spread or Feature
- 009A Collateral, Card, Invitation, or Announcement
- 011A Specialty Advertising, Apparel
- 011C Specialty Advertising, Campaign

PRINT ADVERTISING

- 012A Magazine, Full Page or Less, Single
- 012C Magazine, Campaign

OUT OF HOME & AMBIENT MEDIA

- 017A Events, Single
- 020A Outdoor Board, Large Venue, Single

ONLINE & INTERACTIVE

- 021A Websites, Consumer
- 021B Websites, B-to-B
- 021C Websites, Microsites
- 022A Social Media, Single
- 022B Social Media, Campaign
- 026B Blogs & Digital Publications, Series

FILM, VIDEO, & SOUND

- 030A Radio, Single Spot :30 sec. or less
- 031A Television, Single Spot :30 sec. or less
- 032A Television, Single Spot, up to 2 min.
- 032B Television, Campaign
- 033A Internet Commercial, Single
- 033B Internet Commercial, Campaign
- 034A Podcast, Single
- 036B Branded Content & Ent. for Online, Single
- 039 Branded Content & Ent., Campaign

CROSS PLATFORM

- 044D Integrated Advertising Campaign, Consumer
- 045 Integrated Brand Identity, Campaign
- 046 Integrated Branded Content, Campaign
- 047 Cross Platform, Online, Interactive, Campaign

ELEMENTS OF ADVERTISING

- 048 Copywriting
- 049 Visual, Logo Design
- 051A Visual, Illustration, Single

- 052B Visual, Still Photography, Color, Single
- 053A Visual, Art Direction, Single
- 054A Film & Video, Cinematography, Single
- 056 Film & Video, Video Editing

CORPORATE & SOCIAL RESPONSIBILITY

- 077B Online, Interactive, Corporate, Social Responsibility Campaign

PUBLIC SERVICE

- 089 Film, Video & Sound, Integrated Media, Campaign

ADVERTISING & MEDIA SELF-PROMOTION

- 098 Online, Interactive, Virtual Reality

STUDENT COMPETITION

SALES & MARKETING

- S05B Collateral, Editorial Spread or Feature
- S06 Direct Marketing

PRINT ADVERTISING

- S07A Magazine, Single
- S07B Magazine, Campaign

OUT OF HOME & AMBIENT MEDIA

- S09A Poster, Single
- S10A Outdoor & Transit, Board
- S10B Outdoor & Transit, Mass Transit
- S10C Outdoor & Transit, Site
- S11A Installations & Events, Single
- S11B Installations & Events, Campaign

ONLINE & INTERACTIVE

- S14 Apps, Mobile or Web-Based
- S17 Blogs, Digital Publications

CROSS PLATFORM

- S21 Integrated Advertising, Consumer Campaign
- S22B Integrated Brand Identity, Campaign

ELEMENTS OF ADVERTISING

- S24A Visual, Logo Design
- S25A Visual, Illustration, Single
- S25B Visual, Illustration, Campaign
- S26B Still Photography, Color, Single
- S26C Still Photography, Digitally Enhanced, Single
- S27A Art Direction, Single

OUR JUDGES

The American Advertising Awards would not be possible without our amazing judges. We are grateful for their contributions in helping make our 2025 awards such a huge success. Thank you judges!



Sophia Sanders

Art Director
Arnold Worldwide
New York, NY



Vanessa Wong

Influencer Marketing
Movement Strategy
New York, NY



Nala Velez

Graphic Designer
Walt Disney World
Orlando, FL

OUR SPONSORS

We would also like to extend our sincere appreciation to our local sponsors. Their continued support has been instrumental in making the 2025 AAF-NCFL American Advertising Awards a huge success! Thank you sponsors!



THE MITCHELLS



2025 AAF-NCFL ADDY EVENT TEAM

Kaitlin Arnold, President
Dan Windels, Awards Chair
Matt Abramson, Video Production
Sue Wagner, Voiceover Talent
James Sullivan, Photographer
Jernie, Musical Guest
Cypress & Grove Brewing Co., Event Host
Vivid Sky Productions, Projection, Lighting
Cilantro Taco, Catering
The Award Group, Trophies
Renaissance Printing, Certificates

AMERICAN ADVERTISING AWARDS

PROFESSIONAL DIVISION TROPHY AWARDS

BEST OF SHOW



BEST OF SHOW AWARD 2024 Tallahassee Bike Fest Grova Creative

017A: Out-of-Home & Ambient Media, Events

CLIENT: Tallahassee Bike Fest

CREDITS: Grova Creative Team, Graphic Designer, Social Media Manager, Event Planner, Creative Director, & Brand Strategist



045: Cross Platform, Integrated Brand Identity Campaign
CLIENT: University of Denver
CREDITS: Parisleaf; University of Denver; Rebel Road

THE
DENVER
DIFFERENCE
WHAT DU CAN DO

BEST SALES & MARKETING



BEST SALES & MARKETING AWARD

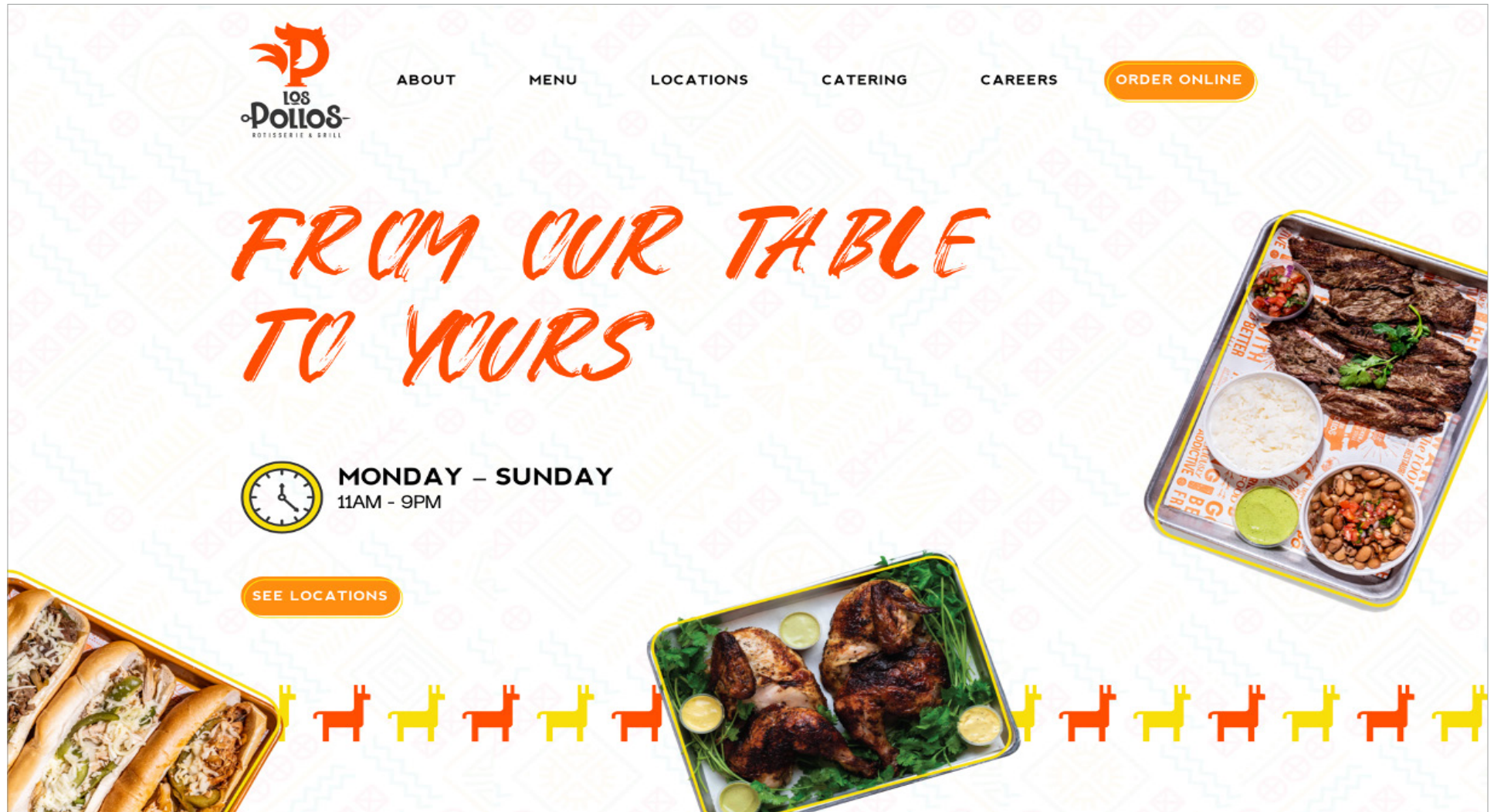
Dink Responsibly
The Mitchells Agency

011A: Sales & Marketing, Specialty Advertising, Apparel

CLIENT: The Pickle Pad

CREDITS: Brian Starke, Creative Director

BEST WEBSITE



BEST WEBSITE AWARD

Los Pollos Website,
PHOS Creative

021A: Online/Interactive, Websites, Consumer

CLIENT: Los Pollos Rotisserie and Grill

CREDITS: Corey LaRosa, Project Manager; Duncan Way, Designer; Alyson Carr,
Creative Media Associate; Rachel Klein, Copywriter

BEST SOCIAL MEDIA (SINGLE)



BEST SOCIAL MEDIA AWARD

Human Progress

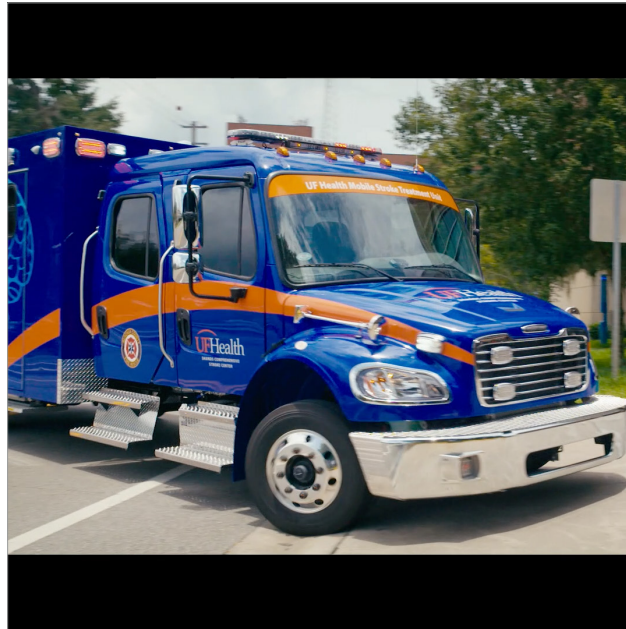
UF Health

022A: Online/Interactive, Social Media, Single Execution

CLIENT: UF Health

CREDITS: Belen Farias, Social Media Manager; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Garrett Hall, Director of Creative Services; Kyle Walker, Videographer; Chris Bilowich, Videographer; Devito/Verdi, Creative Ad Agency; Selena Carter, Creative Director

BEST SOCIAL MEDIA (CAMPAIGN)



BEST SOCIAL MEDIA AWARD

Human Progress

UF Health

022B: Online/Interactive, Social Media, Campaign

CLIENT: UF Health

CREDITS: Belen Farias, Social Media Manager; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Garrett Hall, Director of Creative Services; Kyle Walker, Videographer; Chris Bilowich, Videographer; Devito/Verdi, Creative Ad Agency; Selena Carter, Creative Director

BEST LOGO DESIGN



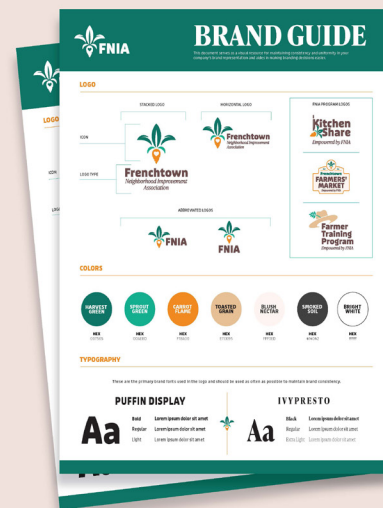
BEST LOGO DESIGN AWARD

FINA Rebrand Grova Creative

049: Elements of Advertising, Visual, Logo Design

CLIENT: Frenchtown Neighborhood Improvement Association

CREDITS: Grova Creative Team; Graphic Designer; Project Manager;
Creative Director; Brand Strategist



BEST PHOTOGRAPHY



BEST PHOTOGRAPHY AWARD

Los Pollos Photography

PHOS Creative

052B: Elements of Advertising, Visual, Still Photography, Color

CLIENT: Los Pollos Rotisserie and Grill

CREDITS: Alyson Carr, Creative Media Associates

BEST CINEMATOGRAPHY



BEST CINEMATOGRAPHY AWARD

TSpark Baseball Season Commercial

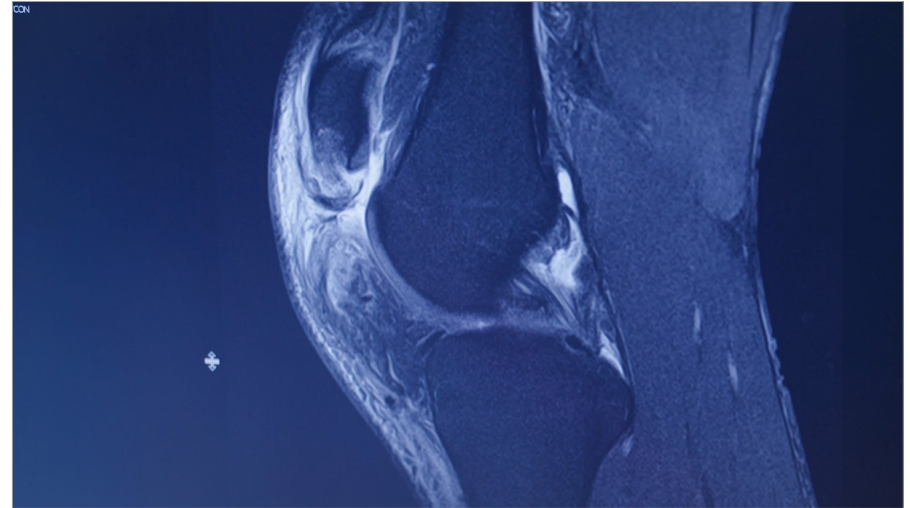
Grova Creative

054A: Elements of Advertising, Film & Video, Cinematography, Single

CLIENT: TSpark Enterprises

CREDITS: Grova Creative Team, Producer, Script Writer, Creative Director & Casting Director; Copeland Productions, Cinematographer, Sound Designer, Audio Engineer, Camera Operators & Editor

BEST INTERNET COMMERCIAL



BEST INTERNET COMMERCIAL AWARD

Athlete Story Teaser Commercial

UF Health

033A: Film, Video, & Sound, Internet Commercial, Single

CLIENT: UF Health

CREDITS: Carlos Campos, Animator; Selena Carter, Creative Director; Garrett Hall, Director of Creative Services; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Chris Bilowich, Videographer; Kyle Walker, Videographer

AMERICAN ADVERTISING AWARDS

STUDENT DIVISION TROPHY AWARDS

BEST OF SHOW



VISUALS



BEST OF SHOW AWARD

Durex - Like Wine

S27B: Elements Of Advertising, Art Direction, Campaign

COLLEGE: University of Florida

CREDITS: Miguel Correa, Art Director; Lizzie Wagner, Copywriter; Juan Segui, Faculty Advisor

JUDGE'S CHOICE

NotCo



Instead of wondering what you are doing today, your ex is laughing at your drunk texts from last night.


Don't let your hangover take your dignity away too.

drink NotHangover with the 18 Hour Terminator



Drink NotHangover before consuming alcohol to prevent a hangover and visit the 18 Hour Terminator website to temporarily block people you shouldn't be texting while you drink.


NotCo




Instead of getting your promotion today, your boss is getting ready to fire you.

Don't let your hangover take your dignity away too.

drink NotHangover with the 18 Hour Terminator




Drink NotHangover before consuming alcohol to prevent a hangover and visit the 18 Hour Terminator website to temporarily block people you shouldn't be texting while you drink.



Instead of playing chess today, your grandmother is getting ready to leave you out of the will.

Don't let your hangover take your dignity away too.

drink NotHangover with the 18 Hour Terminator



JUDGE'S CHOICE AWARD

NotCo - The 18 Hour Terminator

S21: Cross-Platform, Integrated Campaigns, Consumer Campaign

COLLEGE: University of Florida

CREDITS: Freya Garcia, Art Director; Miguel Correa, Art Director;

Lizzie Wagner, Copywriter; Juan Segui, Faculty Advisor

JUDGE'S CHOICE



JUDGE'S CHOICE AWARD

Opus Coffee - Rebranding & Visual Identity

S17: Online/Interactive, Blogs, Digital Publications

COLLEGE: University of Florida

CREDITS: Jake Tabor, Art Director & Designer; Lissy Calienes, Faculty Advisor

BEST POSTER (SINGLE)

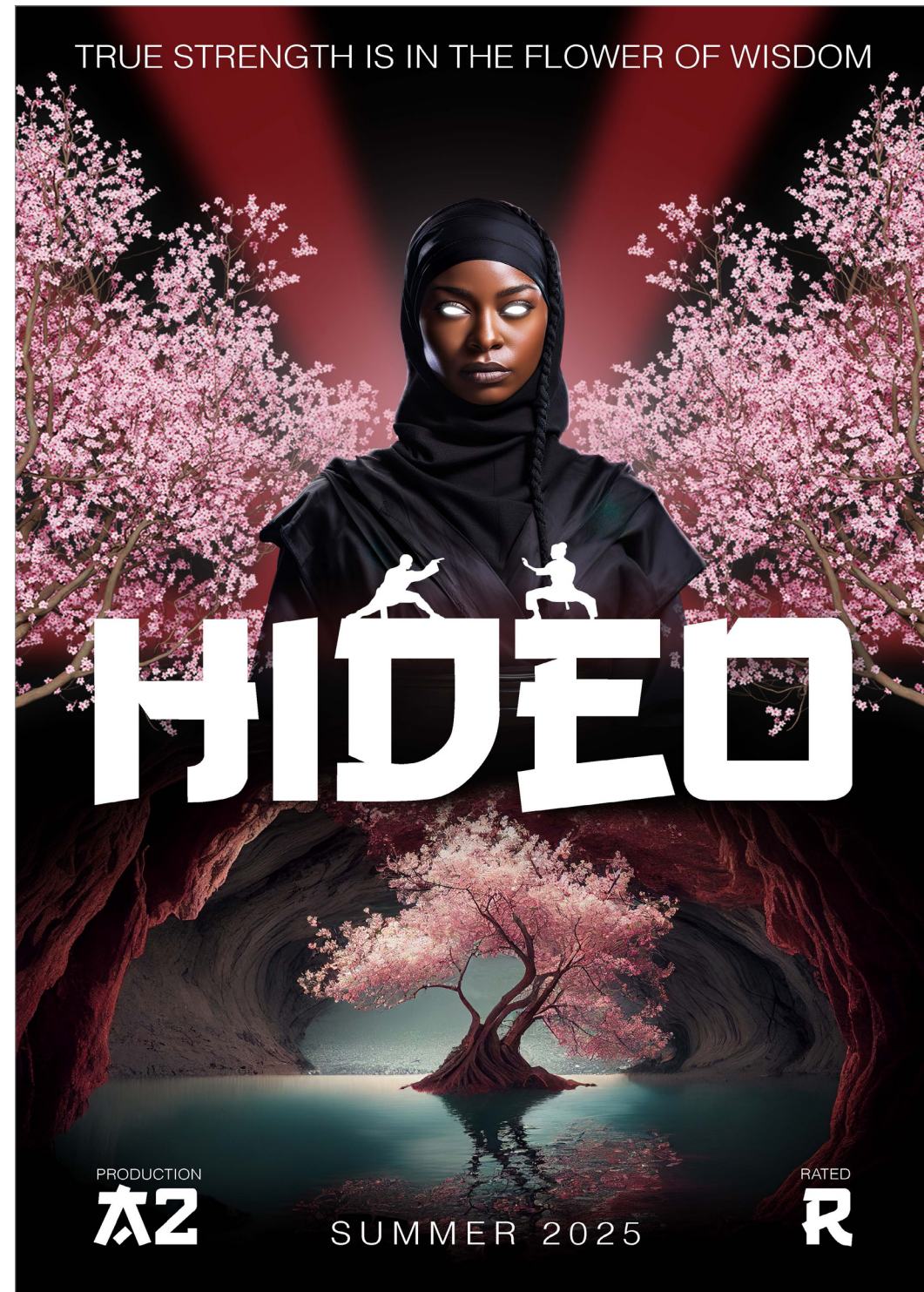
BEST POSTER AWARD

Hideo - Poster

S09A: Out Of Home & Ambient Media, Poster, Single

COLLEGE: Florida A&M University

CREDITS: Abeon Anderson, Graphic Designer; Anosh Gill, Faculty Advisor



BEST INSTALLATION

BURBERRY

+



**Target Audience:
Gen X Women**

The iconic 'Burberry check' will be transformed into a more terrain, natural, earthy variation. Burberry will then bring wildlife to Gen X women through an in-store collaboration with the World Wildlife Fund called:

"Living Tapestries"

*d designed with AI

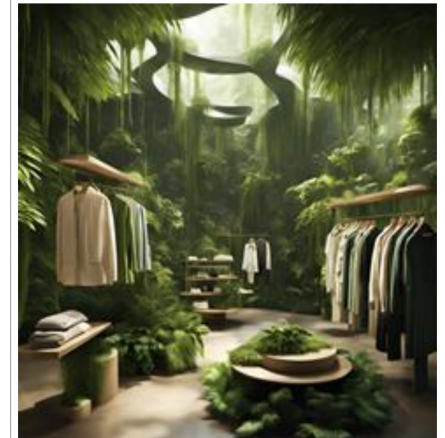


*d designed with AI



desert room

*d designed with AI



rainforest room

BEST INSTALLATION & EVENTS AWARD

Burberry x WWF - Living Tapestries

S11A: Out Of Home & Ambient Media, Guerilla Marketing, Installations and Events, Single

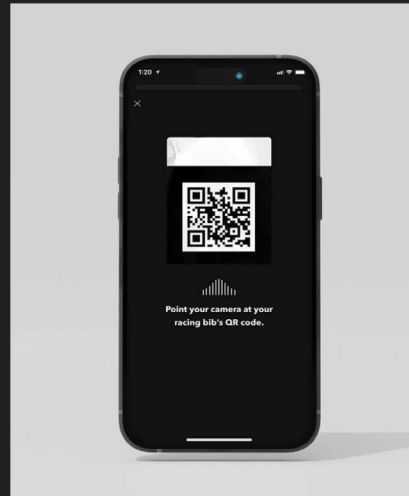
COLLEGE: University of Florida

CREDITS: Andrea Valdes-Sueiras, Art Director & Copywriter; Lissy Calienes, Faculty Advisor

BEST MOBILE APP



HOW IT WORKS (STEP ONE):



Each runner's bib at the NYC marathon will contain a QR code that runners can scan in the Spotify app to syncing their performance data within the app.

BEST MOBILE APP AWARD

On x Spotify - Finding the Right Music

S14: Online/Interactive, Apps, Mobile or Web-Based

COLLEGE: University of Florida

CREDITS: Jake Tabor, Art director: Ellie Uchida-Prebor, Copywriter;

Juan Segui, Faculty Advisor

BEST LOGO DESIGN



BEST LOGO DESIGN AWARD

Mosh Mania - Logo

S24A: Elements Of Advertising, Visual, Logo Design

COLLEGE: Florida A&M University

CREDITS: Janeen Meeks, Illustrato; Anosh Gill, Faculty Advisor

AMERICAN ADVERTISING AWARDS

PROFESSIONAL DIVISION
GOLD ADDY AWARDS

Sales & Marketing

GOLD, Dink Responsibly 1 The Mitchells Agency

011A: Sales & Marketing, Specialty Advertising, Apparel

CLIENT: The Pickle Pad

CREDITS: Brian Starke, Creative Director

GOLD, 2024 Tallahassee Bike Fest Merch 2 Grova Creative

011C: Sales & Marketing, Specialty Advertising, Campaign

CLIENT: The Pickle Pad

CREDITS: Christina Dalton, Director of Marketing and Public Relations, Holly

Mathis, BYF Senior Manager, Liz Saaré, Graphic Designer, Kelsey Zibell, BYF Coordinator, Emily McMahon, Graphic Design Specialist

GOLD, Resilience: Campaign Passport 3 Parisleaf

007A: Sales & Marketing, Collateral Material, Brochure

CLIENT: Catalina Island Conservancy

CREDITS: Parisleaf; Catalina Island Conservancy; Brilliant Graphics

GOLD, UFCJC Thrive Guide 4 UF College of Journalism and Communications

007A: Sales & Marketing, Collateral Material, Brochure

CLIENT: UFCJC

CREDITS: Randy Bennett, Executive Director of External Relations; Jennifer Ford, Marketing and Communications Director; Shannon Alexander, Graphic Designer

Out-of-Home & Ambient Media

GOLD, 2024 Tallahassee Bike Fest 5 Grova Creative

017A: Out-of-Home & Ambient Media, Ambient Media, Events

CLIENT: Tallahassee Bike Fest

CREDITS: Grova Creative Team; Graphic Designer; Social Media Manager; Event Planner; Creative Director; Brand Strategist

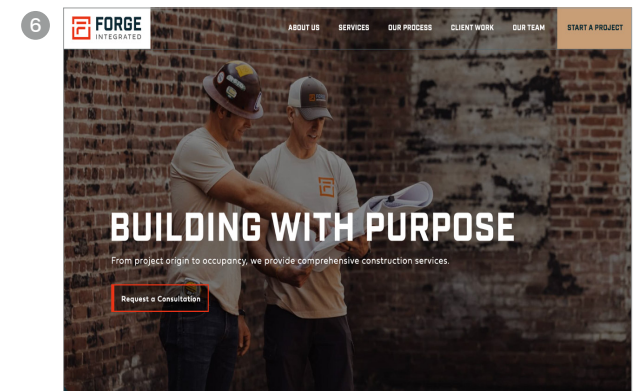
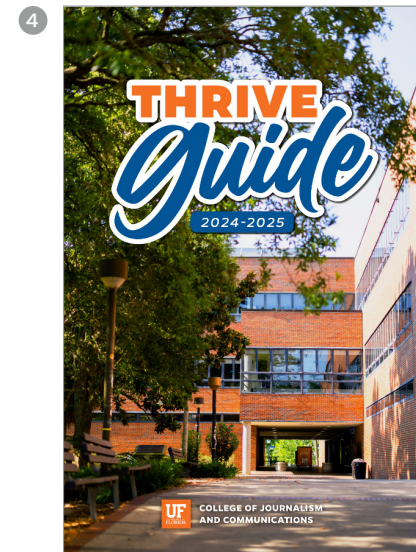
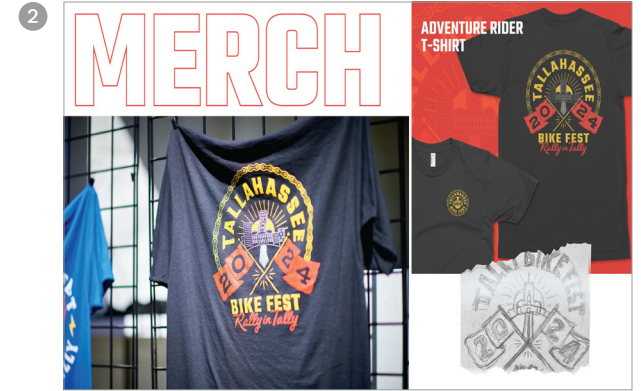
Online & Interactive

GOLD, Forge Integrated Website 6 PHOS Creative

021B: Online/Interactive, Websites, B-to-B

CLIENT: Forge Integrated

CREDITS: Corey LaRosa, Project Manager; Ashlee Scott, Art Director; Chris Burns, WordPress Developer; Alyson Carr, Creative Media Associate; Rachel Klein, Copywriter



Online & Interactive

GOLD, Human Progress: Social Media (Single) 1

UF Health

022A: Online/Interactive, Social Media, Single Execution

CLIENT: UF Health

CREDITS: Belen Farias, Social Media Manager; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Garrett Hall, Director of Creative Services; Kyle Walker, Videographer; Chris Bilowich, Videographer; Devito/Verdi, Creative Ad Agency; Selena Carter, Creative Director

GOLD, Human Progress: Social Media (Campaign) 2

UF Health

022B: Online/Interactive, Social Media, Campaign

CLIENT: UF Health

CREDITS: Belen Farias, Social Media Manager; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Garrett Hall, Director of Creative Services; Kyle Walker, Videographer; Chris Bilowich, Videographer; Devito/Verdi, Creative Ad Agency; Selena Carter, Creative Director

GOLD, Sports Lab Feeding Frenzy 3

UF College of Journalism and Communications

022B: Online/Interactive, Social Media, Campaign

CLIENT: University of Florida /WRUF-AM

CREDITS: Seth Harp, Operations Manager, ESPN Gainesville; Anna Tsemba, Videographer; Miguel Molina, Videographer & Social Director; Jessica Cuenca, Videographer

GOLD, Athlete Story Teaser Commercials 4

UF Health

033A: Film, Video, & Sound, Internet Commercial, Single

CLIENT: UF Health

CREDITS: Carlos Campos, Animator; Selena Carter, Creative Director; Garrett Hall, Director of Creative Services; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Chris Bilowich, Videographer; Kyle Walker, Videographer

GOLD, Athlete Stories: Grant, Grace, & Faith (Single) 5

UF Health

036B: Film, Video, & Sound, Branded Content & Ent. for Online, Single entry

CLIENT: UF Health

CREDITS: Carlos Campos, Animator; Selena Carter, Creative Director; Garrett Hall, Director of Creative Services; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Chris Bilowich, Videographer; Kyle Walker, Videographer

GOLD, Athlete Stories: Grant, Grace, & Faith (Campaign) 6

UF Health

039: Film, Video, & Sound, Branded Content & Ent., for Olline Campaign

CLIENT: UF Health

CREDITS: Carlos Campos, Animator; Selena Carter, Creative Director; Garrett Hall, Director of Creative Services; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Chris Bilowich, Videographer; Kyle Walker, Videographer

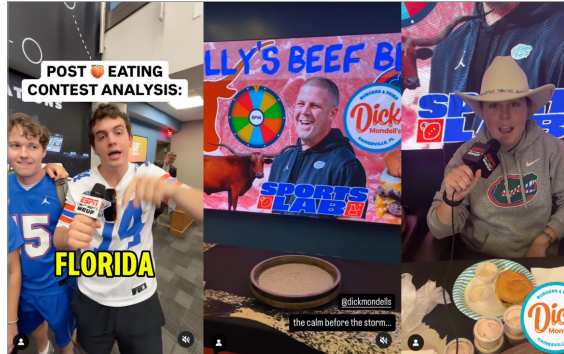
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2



3



4



5



6



Cross Platform

GOLD, Human Progress Has No Finish Line 1

UF Health

044D: Cross Platform, Integrated Adv., Consumer Campaign
CLIENT: UF Health

CREDITS: Devito/Verdi, Creative Ad Agency; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing, UF Health
Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Garrett Hall, Director of Creative Services; Kyle Walker, Videographer; Chris Bilowich, Videographer; Selena Carter, Creative Director; Julie Simpson, AVP of Communications and Marketing, UF Health Jacksonville; Erin Wallner, Administrator of Marketing and Communications, UF Health St. Johns; Katie Wampler, Divisional Director of Marketing, UF Health Central Florida; Wanda English, AVP of Communications & Public Affairs



GOLD, The Denver Difference: Campaign 2

Parisleaf

045: Cross Platform, Integrated Brand Identity Campaign
CLIENT: University of Denver

CREDITS: Parisleaf; University of Denver; Rebel Road



GOLD, Forward for Generations: Campaign 3

Parisleaf

045: Cross Platform, Integrated Brand Identity Campaign
CLIENT: Nicklaus Children's Hospital

CREDITS: Parisleaf; Nicklaus Children's Hospital

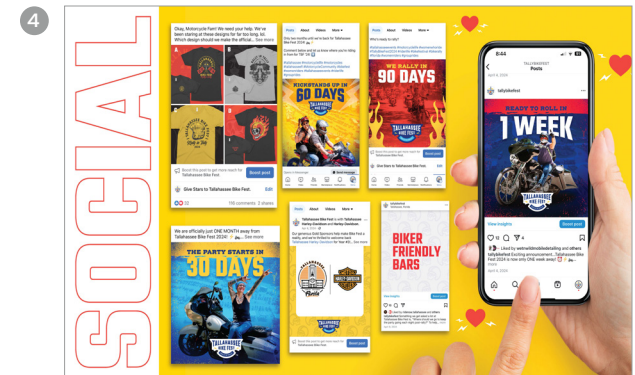


GOLD, 2024 Tallahassee Bike Fest 4

Grova Creative

046: Cross Platform, Integrated Branded Content Campaign
CLIENT: Tallahassee Bike Fest

CREDITS: Grova Creative Team; Graphic Designer; Project Manager; Social Media Manager; Creative Director; Event Planner; Brand Strategist



GOLD, Holiday Lights Competition Campaign 5

Grova Creative

046: Cross Platform, Integrated Branded Content Campaign
CLIENT: Parker Services, Inc.

CREDITS: Sierra Thomas, Illustrator & Graphic Designer; Addyson Clark, Social Media Coordinator; Giovanna Williams, Copywriter & Creative Director; Sophia Villiers-Furze, Concept Team Member



Elements of Advertising

GOLD, Human Progress: Anthem Spot Ad Copy 6

UF Health

048: Elements of Advertising, Copywriting
CLIENT: UF Health

CREDITS: Devito/Verdi, Creative Ad Agency



Elements of Advertising

1

GOLD, FNIA Rebrand **Grova Creative**

046: Cross Platform, Integrated Branded Content Campaign
CLIENT: Frenchtown Neighborhood Improvement Association
CREDITS: Grova Creative Team; Graphic Designer; Project Manager; Creative Director; Brand Strategist

2

GOLD, TBF Shirt Illustrations **Grova Creative**

051B: Elements of Advertising, Visual, Illustration
CLIENT: Tallahassee Bike Fest
CREDITS: Grova Creative Team; Illustrator

3

GOLD, TSpark Baseball Season Commercial **Grova Creative**

054A: Elements of Advertising, Film & Video, Cinematography, Single
CLIENT: TSpark Enterprises
CREDITS: Grova Creative, Team, Producer, Script Writer, Creative Director & Casting Director; Copeland Productions, Cinematographer, Sound Designer/Audio Engineer, Camera Operators & Editor

4

GOLD, Athlete Story Cinematography **UF Health**

054B: Elements of Advertising, Film & Video, Cinematography, Campaign
CLIENT: UF Health
CREDITS: Carlos Campos, Animator; Selena Carter, Creative Director; Garrett Hall, Director of Creative Services; Chris Bilowich, Videographer; Kyle Walker, Videographer

5

GOLD, Grant, Grace, & Faith: Injuries **UF Health**

055A: Elements of Advertising, Film & Video, Animation/ Special Effects/Motion Graphics
CLIENT: UF Health
CREDITS: Carlos Campos, Animator; Garrett Hall, Director of Creative Services

6

Industry Self Promotion

GOLD, PHOS Creative Website **PHOS Creative**

098: Advertising/Media Industry Self-Promotion, Online/ Interactive/ Virtual Reality
CLIENT: PHOS Creative
CREDITS: Derrak Ostovic, Director of Projects; Ashlee Scott, Art Director; Bailey Revis, Director of Marketing; Mike Rogowski, WordPress Developer; Chris Burns, WordPress Developer; Alyson Carr, Creative Media Associate; Courtney Oberg, Content Strategist

1



2



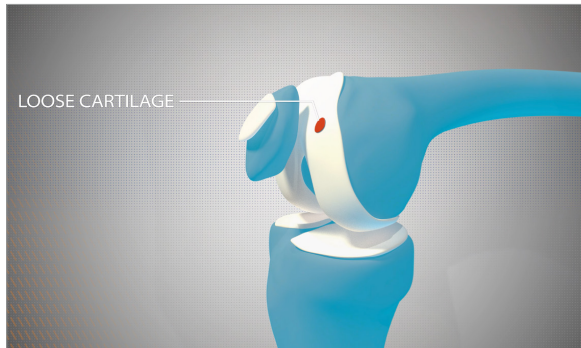
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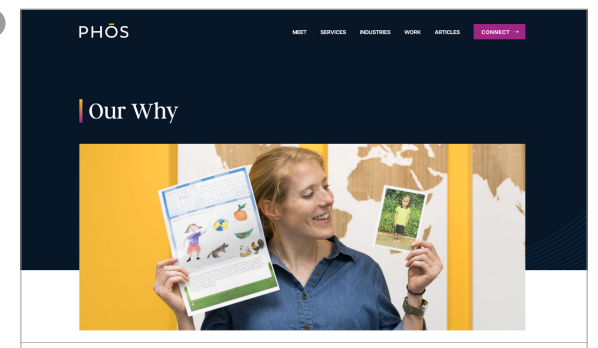
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5



6



AMERICAN
ADVERTISING
AWARDS

PROFESSIONAL DIVISION
SILVER ADDY AWARDS

Sales & Marketing

SILVER, UFCJC Dean's Report 2024 1

UF College of Journalism and Communications

05: Sales & Marketing, Collateral Material, Printed Annual Report

CLIENT: UF College of Journalism and Communications

CREDITS: Randy Bennett , Executive Director of External Marketing; Jennifer

Ford , Marketing and Communications Director; Opus Agency

SILVER, Florida Physician: Changing the Game 2

UF Health

08A: Sales & Marketing, Collateral Material, Cover

CLIENT: UF Health

CREDITS: Styliana Resvanis, Director of Communications, UF College of Medicine; Emily Mavrakis, Senior Writer, UF College of Medicine; Selena Carter, Creative Director, UF Health; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer, UF Health; Betsy Brzezinski, Photographer, UF Health; Nate Guidry, Photographer, UF Health; Michael McAleer, Designer, UF College of Medicine

SILVER, Florida Physician: Changing the Game 3

UF Health

08B: Sales & Marketing, Collateral Material, Editorial Spread or Feature

CLIENT: UF Health

CREDITS: Styliana Resvanis, Director of Communications, UF College of Medicine; Emily Mavrakis, Senior Writer, UF College of Medicine; Selena Carter, Creative Director, UF Health; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer, UF Health; Betsy Brzezinski, Photographer, UF Health; Nate Guidry, Photographer, UF Health; Michael McAleer, Designer, UF College of Medicine

SILVER, Tee Off For Totts: TOFT Wheels 4

The Mitchells Agency

09A: Sales & Marketing, Collateral Material, Card, or Announcement

CLIENT: Tallahassee Memorial Healthcare Foundation

CREDITS: Brian Starke, Creative Director

SILVER, Tee Off For Tots: 3D Car 5

The Mitchells Agency

09A: Sales & Marketing, Collateral Material, Card, or Announcement

CLIENT: Tallahassee Memorial Healthcare Foundation

CREDITS: Brian Starke, Creative Director

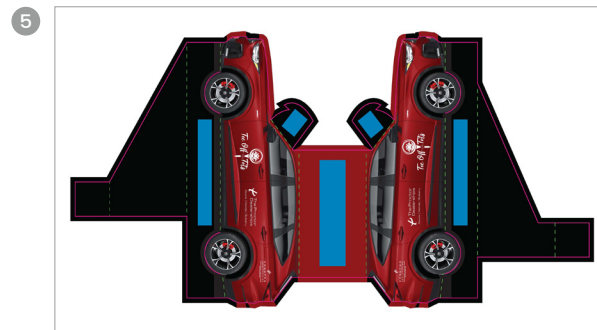
SILVER, Copper Hound 6

The Mitchells Agency

011C: Sales & Marketing, Direct Marketing, Campaign

CLIENT: MillerWorks

CREDITS: Erich Stefanovich, Creative Director



Print Advertising

SILVER, A Cut Above the Rest 1 **NetSource Technologies, Inc.**

012A: Print Advertising, Magazine Advertising, Single Unit

CLIENT: NetSource Technologies, Inc.

CREDITS: Derek Heron, Designer

Out-of-Home & Ambient Media

SILVER, Brokers Expo New York City 2 **Sachs Media**

017A: Out-of-Home & Ambient Media, Events, Single

CLIENT: Revenue Based Finance Coalition

CREDITS: Amy Climenhage, Deputy Director of Public Affairs; Drew Piers, Partner, Managing Director; Leah Solomon, Account Coordinator; Cayden Ledford, Senior Graphic Designer; Josh McLawhorn, Videographer; Bill Thompson, Photographer; Alex Gordon, Event Producer

SILVER, Human Progress: Arena & Stadium 3 **UF Health**

020A: Out-of-Home & Ambient Media, Large Venue, Single

CLIENT: UF Health

CREDITS: Carlos Campos, Animator; Selena Carter, Creative Director; Garrett Hall, Director of Creative Services; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Kyle Walker, Videographer; Chris Bilowich, Videographer; Nate Guidry, Photographer; Betsy Brzezinski, Photographer; DeVito/Verdi, Creative Ad Agency

Online & Interactive

SILVER, Los Pollos Website 4 **PHOS Creative**

021A: Online/Interactive, Websites, Consumer

CLIENT: Los Pollos Rotisserie and Grill

CREDITS: Corey LaRosa, Project Manager; Duncan Way, Designer; Alyson Carr, Creative Media Associate; Rachel Klein, Copywriter

SILVER, The Campaign for National Parks 5 **Parisleaf**

021C: Online/Interactive, Websites, Microsites

CLIENT: National Park Foundation

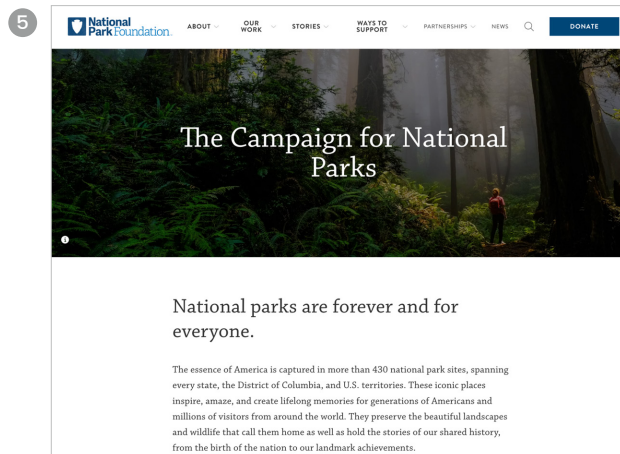
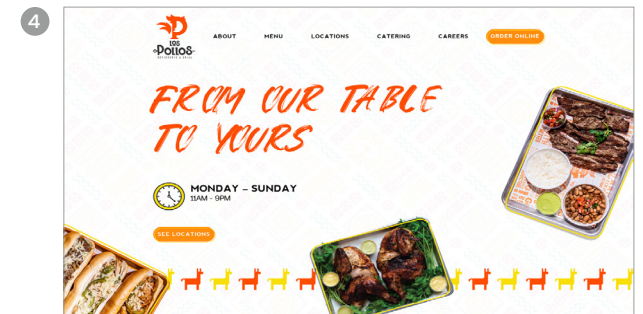
CREDITS: Parisleaf,
National Park Foundation

SILVER, Back-To-School Microsite 6 **Sachs Media**

021C: Online/Interactive, Websites, Microsites

CLIENT: Florida KidCare

CREDITS: Ashley Perkins, Vice President Creative Services; Erik Rodriguez, Creative Direction; Cayden Ledford, Creative Direction; Taylor Blystone, Content Creation; Rob Orr, Director of Web Design & Development; Stephanie Sane, Web Development Associate; Chloe Swicegood, Account Coordination; Lisa Garcia, Account Coordination



Online & Interactive

SILVER, Menopause 1

NetSource Technologies, Inc.

022A: Online/Interactive, Social Media, Single Execution

CLIENT: M DelCharco Jr., MD, LLC

CREDITS: Emma Davis, Social Media Manager & Designer

SILVER, Human Progress: Athlete & Doc Blogs 2

UF Health

026B: Online/Interactive, Blogs & Digital Publications, Campaign

CLIENT: UF Health

CREDITS: Talal Elmasry, Marketing Content Writer; Christine Preusler, Freelance Writer; Peyton Wesner, Communications Manager; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Chris Bilowich, Videographer; Kyle Walker, Videographer; Garrett Hall, Director of Creative Services

Film, Video, & Sound

SILVER, Human Progress Radio Spot 3

UF Health

030A: Film, Video, & Sound, Audio/Radio Advertising, Single Spot :30 sec

CLIENT: UF Health

CREDITS: Devito/Verdi, Creative Ad Agency; John Berg, AVP of Marketing; Gabrielle Massari, Marketing Manager; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer

SILVER, Quality Plumbing Voice of the Gators 4

The JAG Agency, Inc

031A: Film, Video, & Sound, Television, Single Spot :30 seconds or less

CLIENT: Quality Plumbing

CREDITS: Tricia Garzon, Owner; Travis Chapman, Studio 601

SILVER, Human Progress: TV Ads 5

UF Health

032A: Film, Video, & Sound, Television Adv., Single Spot, Up to 2 min

CLIENT: UF Health

CREDITS: Devito/Verdi, Creative Ad Agency; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Garrett Hall, Director of Creative Services; Kyle Walker, Videographer; Chris Bilowich, Videographer; Selena Carter, Creative Director; Julie Simpson, AVP of Communications and Marketing, UF Health Jacksonville; Erin Wallner, Administrator of Marketing and Communications, UF Health St. Johns; Katie Wampler, Divisional Director of Marketing, UF Health Central Florida

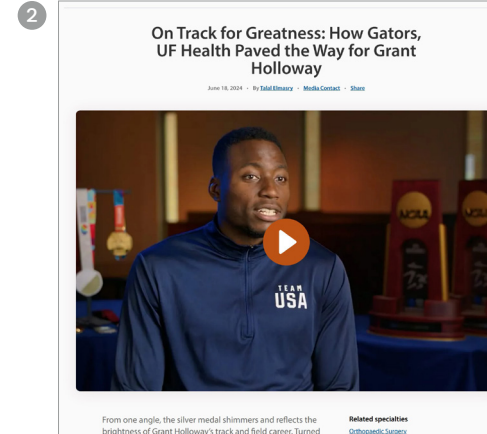
SILVER, Human Progress: TV Ads 6

UF Health

032B: Film, Video, & Sound, Television Advertising, Campaign

CLIENT: UF Health

CREDITS: Devito/Verdi, Creative Ad Agency; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Garrett Hall, Director of Creative Services; Kyle Walker, Videographer; Chris Bilowich, Videographer; Selena Carter, Creative Director; Julie Simpson, AVP of Communications and Marketing, UF Health Jacksonville; Erin Wallner, Administrator of Marketing and Communications, UF Health St. Johns; Katie Wampler, Divisional Director of Marketing, UF Health Central Florida



Film, Video, & Sound

SILVER, UF Health for Athlete Story Teaser Commercials 1

033B: Film, Video, & Sound, Internet Commercial, Campaign
CLIENT: UF Health

CREDITS: Carlos Campos, Animator; Selena Carter, Creative Director; Garrett Hall, Director of Creative Services; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Chris Bilowich, Videographer; Kyle Walker, Videographer

SILVER, If UF Then SF 2

033B: Film, Video, & Sound, Internet Commercial, Campaign
CLIENT: Santa Fe College

CREDITS: John Heath, Director; Caitlin Heath, Producer; Alex Baucom, Director of Photography; Emily Richardson, Motion Designer

SILVER, CommuniGator Podcast: Steve Russell 3

034A: Film, Video, & Sound, Podcast, Single
CLIENT: University of Florida

CREDITS: Matthew Abramson, Host; James Sullivan, Audio Engineer; Thomas Kennedy, Producer/Editor; Sophia Abolfathi, Editor

Cross Platform

SILVER, Human Progress Has No Finish Line 4

047: Cross Platform, Online/Interactive Campaign
CLIENT: UF Health

CREDITS: Belen Farias, Social Media Manager; Gabrielle Massari, Marketing Manager; John Berg, AVP of Marketing; Melanie Fridl Ross, MSJ, ELS, Chief Communications Officer; Garrett Hall, Director of Creative Services; Kyle Walker, Videographer; Chris Bilowich, Videographer; Devito/Verdi, Creative Ad Agency; Selena Carter, Creative Director; Bill Columbia, Senior Web Designer; Hayley Mathis, Web Content Coordinator; Jeff Stevens, Assistant Web Director

Elements of Advertising

SILVER, Serenity Logo 5

049: Elements of Advertising, Visual, Logo Design
CLIENT: Serenity Health Solutions
CREDITS: Grova Creative Team; Graphic Designer; Project Manager; Creative Director; Brand Strategist

SILVER, MillerWorks Logo Design 6

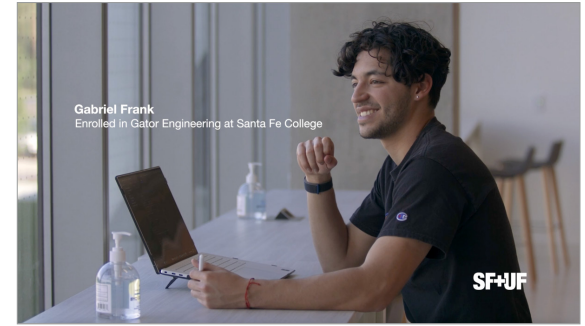
049: Elements of Advertising, Visual, Logo Design
CLIENT: MillerWorks

CREDITS: Erich Stefanovich, Creative Director; Brian Starke, Art Director

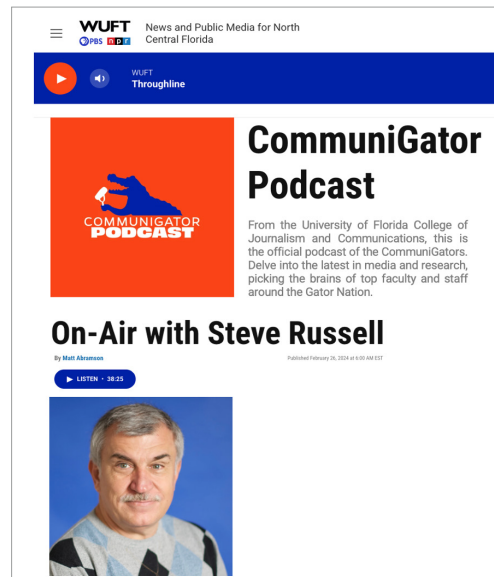
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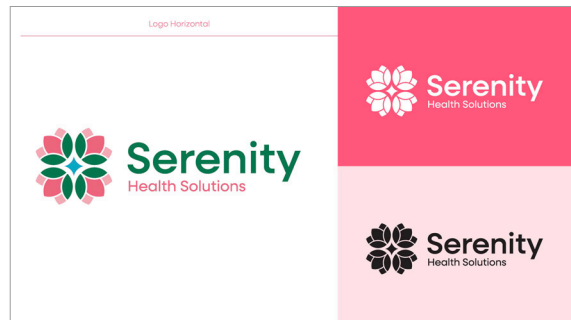
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Elements of Advertising

SILVER, Parker Services Character 1 **Grova Creative**

051A: Elements of Advertising, Visual, Illustration

CLIENT: Parker Services, Inc.

CREDITS: Sierra Thomas, Illustrator & Graphic Designer

SILVER, Los Pollos Photography 2 **PHOS Creative**

052B: Elements of Advertising, Visual, Still Photography, Color

CLIENT: Los Pollos Rotisserie and Grill

CREDITS: Alyson Carr, Creative Media Associate

SILVER, Grant Holloway: Florida Physician 3 **UF Health**

053A: Elements of Advertising, Visual, Art Direction

CLIENT: UF Health

CREDITS: Selena Carter, Creative Director; Garrett Hall, Director of Creative Services; Nate Guidry, Photographer; Betsy Brzezinski, Photographer

SILVER, P.K. Yonge Video 4 **PHOS Creative**

054A: Elements of Advertising, Film & Video, Cinematography

CLIENT: P.K. Yonge Developmental Research School

CREDITS: Alyson Carr, Creative Media Associate; Sky Palm Studios, Production Partner



Elements of Advertising

SILVER, Athlete Story Cinematography 1 UF Health

054A: Elements of Advertising, Film & Video, Cinematography

CLIENT: UF Health

CREDITS: Carlos Campos, Animator; Selena Carter, Creative Director;
Garrett Hall, Director of Creative Services; Chris Bilowich, Videographer;
Kyle Walker, Videographer

SILVER, Grant: Athlete Story Video Editing 2 UF Health

056: Elements of Advertising, Film & Video, Video Editing

CLIENT: UF Health

CREDITS: Carlos Campos, Animator; Selena Carter, Creative Director;
Garrett Hall, Director of Creative Services; Chris Bilowich, Videographer;
Kyle Walker, Videographer

Public Service

SILVER, FNIA Rebrand & Site Refresh 3 Grova Creative

089: Public Service, Film, Video & Sound, Integrated Media Public
Service Campaign

CLIENT: Frenchtown Neighborhood Improvement Association

CREDITS: Sophia Villiers-Furze, Website Designer; Grova Creative Team;
Graphic Designer; Project Manager; Brand Strategist

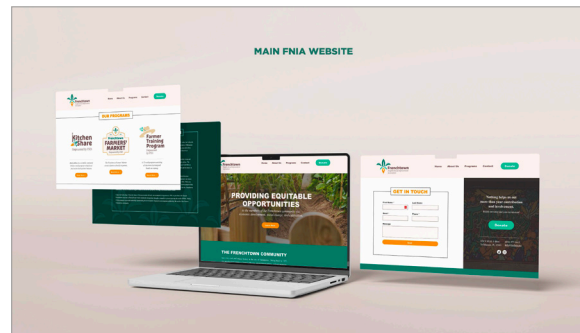
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AMERICAN ADVERTISING AWARDS

STUDENT DIVISION GOLD ADDY AWARDS

Sales & Marketing

GOLD, Chromatica- Spread 1

S05B; Sales & Marketing, Collateral Material, Editorial Spread or Feature
COLLEGE: Florida A&M University
CREDITS: Luis Arriaga, Creative Director; Alanis Santos, Art Director; Yamile Abuid, Photographer; Leanna Overbeck, Photographer; Anosh Gill, Faculty Advisor

GOLD, Durex - Like Wine 2

S06; Sales & Marketing, Direct Marketing
COLLEGE: University of Florida
CREDITS: Miguel Correa, Art Director; Lizzie Wagner, Copywriter; Juan Segui, Faculty Advisor

Print Advertising

GOLD, Poppi - Poppi Love 3

S06; Sales & Marketing, Direct Marketing
COLLEGE: University of Florida
CREDITS: Miguel Correa, Art Director; Lizzie Wagner, Copywriter; Lissy Calienes, Faculty Advisor

Out-of-Home & Ambient Media

GOLD, Hideo - Poster 4

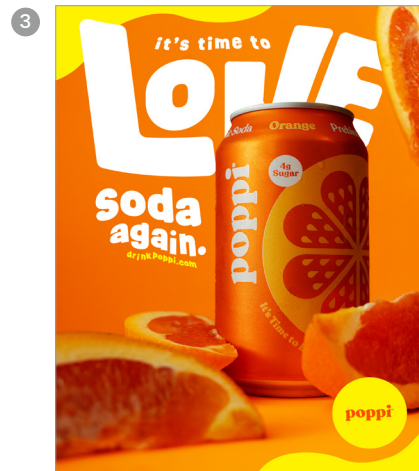
S09A: Out Of Home & Ambient Media, Poster, Single
COLLEGE: Florida A&M University
CREDITS: Abeon Anderson, Graphic Designer; Anosh Gill, Faculty Advisor

GOLD, Orange & Blue Film Festival - Poster 5

S09A: Out Of Home & Ambient Media, Poster, Single
COLLEGE: University of Florida
CREDITS: Freya Garcia, Art Director; Lissy Calienes, Faculty Advisor

GOLD, Game and Hustle - Poster 6

S09A: Out Of Home & Ambient Media, Poster, Single
COLLEGE: Florida A&M University
CREDITS: Andrew Watson, Graphic Designer; Anosh Gill, Faculty Advisor



Out Of Home & Ambient Media

GOLD, Burberry x WWF – Living Tapestries 1

S11A: Out Of Home & Ambient Media, Guerilla Marketing, Installations & Events, Single

COLLEGE: University of Florida

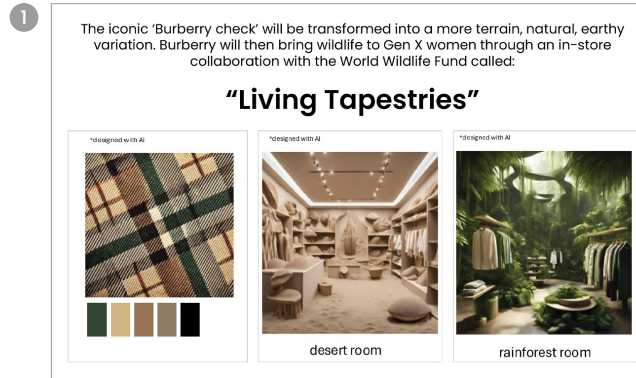
CREDITS: Andrea Valdes-Sueiras; Art Director & Copywriter; Lissy Calienes, Faculty Advisor

GOLD, Airbnb X Make A Wish – The Wish Collection 2

S11B: Out Of Home & Ambient Media, Guerilla Marketing, Installations & Events, Campaign

COLLEGE: University of Florida

CREDITS: Maya Selim, Copywriter; Sydnie Tariq, Art Director; Lissy Calienes, Faculty Advisor



Online & Interactive

GOLD, On x Spotify – Finding the Right Music 3

S14: Online/Interactive, Apps, Mobile or Web-Based

COLLEGE: University of Florida

CREDITS: Jake Tabor, Art Director; Ellie Uchida-Prebor, Copywriter; Juan Segui, Faculty Advisor

GOLD, NotCo – The 18 Hour Terminator 4

S14: Online/Interactive, Apps, Mobile or Web-Based

COLLEGE: University of Florida

CREDITS: Freya Garcis, Art Director; Miguel Correa, Art Director; Lizzie Wagner, Copywriter; Juan Segui, Faculty Advisor



GOLD, Opus Coffee – Rebranding & Visual Identity 5

S17: Online/Interactive, Blogs, Digital Publications

COLLEGE: University of Florida

CREDITS: Jake Tabor, Art Director & Designer; Lissy Calienes, Faculty Advisor

Cross Platform

GOLD, Durex – Like Wine 6

S21: Cross-Platform, Integrated Campaigns, Consumer Campaign

COLLEGE: University of Florida

CREDITS: Miguel Correa, Art Director; Lizzie Wagner, Copywriter; Juan Segui, Faculty Advisor



Cross Platform

GOLD, NotCo – The 18 Hour Terminator ①

S21: Cross-Platform, Integrated Campaigns, Consumer Campaign

COLLEGE: University of Florida

CREDITS: Miguel Correa, Art Director; Lizzie Wagner, Copywriter; Juan Segui, Faculty Advisor

GOLD, Burberry x WWF – Living Tapestries ②

S21: Cross-Platform, Integrated Campaigns, Consumer Campaign

COLLEGE: University of Florida

CREDITS: Andrea Valdes-Sueiras; Art Director & Copywriter; Lissy Calienes, Faculty Advisor

GOLD, Airbnb X Make A Wish – The Wish Collection ③

S21: Cross-Platform, Integrated Campaigns, Consumer Campaign

COLLEGE: University of Florida

CREDITS: Maya Selim, Copywriter; Sydnie Tariq, Art Director; Lissy Calienes, Faculty Advisor

Elements of Advertising

GOLD, Mosh Mania – Logo ④

S24A: Elements Of Advertising, Logo Design

COLLEGE: Florida A&M University

CREDITS: Janeen Meeks, Illustrator; Anosh Gill, Faculty Advisor

GOLD, Poppi – Poppi Love ⑤

S26B: Elements Of Advertising, Still Photography, Color, Single

COLLEGE: University of Florida

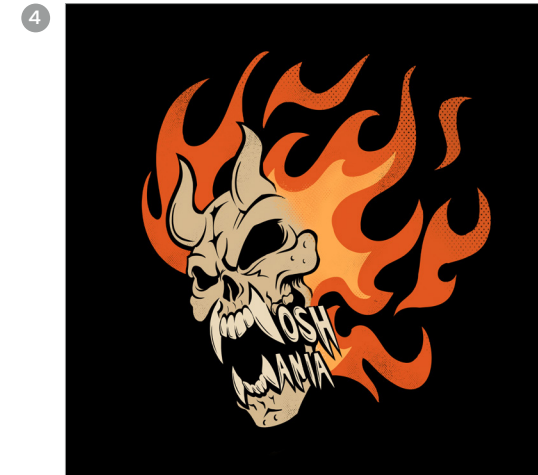
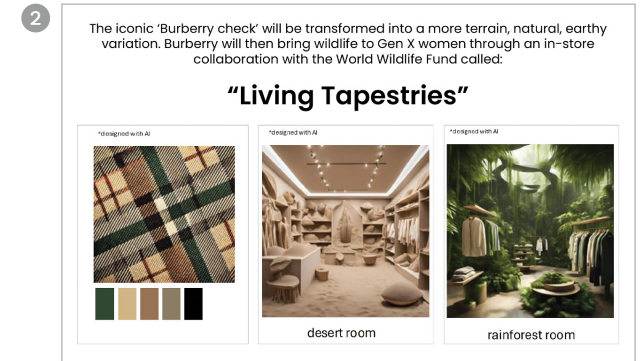
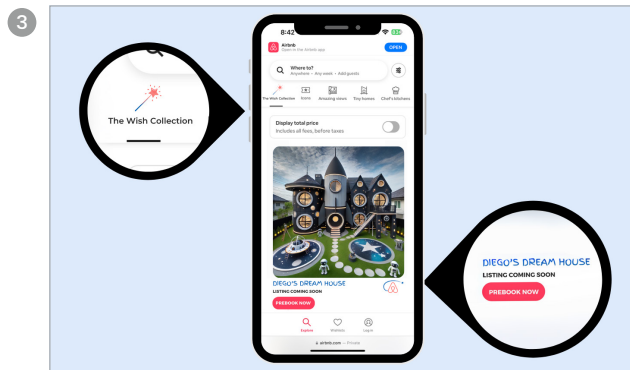
CREDITS: Jake Tabor, Art Director & Photographer; Lissy Calienes, Faculty Advisor

GOLD, Durex – Like Wine ⑥

S27B: Elements Of Advertising, Art Direction, Campaign

COLLEGE: University of Florida

CREDITS: Miguel Correa, Art Director; Lizzie Wagner, Copywriter; Juan Segui, Faculty Advisor



AMERICAN ADVERTISING AWARDS

STUDENT DIVISION SILVER ADDY AWARDS

Print Advertising

SILVER, Poloroid – Remember 1

S07B: Print Advertising, Magazine Advertising, Campaign

COLLEGE: University of Florida

CREDITS: Abigail Tajah, Art Director & Copywriter; Lissy Calienes, Faculty Advisor

Out of Home & Ambient Media

SILVER, Mosh Mania – Poster 2

S09A: Out Of Home & Ambient Media, Poster, Single

COLLEGE: Florida A&M University

CREDITS: Janeen Meeks, Illustrator; Anosh Gill, Faculty Advisor

SILVER, Florida Book Bans – Poster 3

S09A: Out Of Home & Ambient Media, Poster, Single

COLLEGE: Florida A&M University

CREDITS: Zaevan Martin, Graphic Designer; Anosh Gill, Faculty Advisor

SILVER, Riots Riffs Festival – Poster 4

S09A: Out Of Home & Ambient Media, Poster, Single

COLLEGE: Florida A&M University

CREDITS: Zaevan Martin, Graphic Designer; Anosh Gill, Faculty Advisor

SILVER, Black Stars Shine – Poster 5

S09A: Out Of Home & Ambient Media, Poster, Single

COLLEGE: Florida A&M University

CREDITS: Brandon Brown, Graphic Designer; Anosh Gill, Faculty Advisor

SILVER, Vaseline – Tattoo 6

S10A: Out Of Home & Ambient Media, Outdoor & Transit Advertising, Outdoor Board COLLEGE: University of Florida

CREDITS: Jake Tabor, Art director; Katherine Shine, Copywriter; Juan Segui, Faculty Advisor

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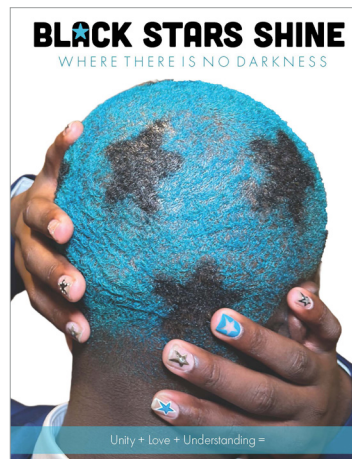
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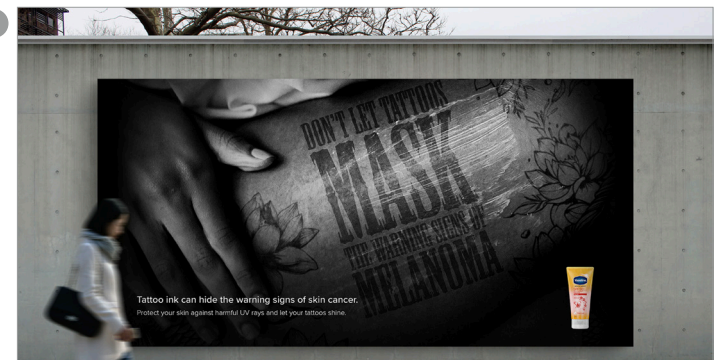
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Out of Home & Ambient Media

SILVER, WWF – Time is Running Out 1

S10B: Out Of Home & Ambient Media, Outdoor & Transit Advertising, Mass Transit

COLLEGE: University of Florida

CREDITS: Jake Tabor, Art Director; Lissy Calienes, Faculty Advisor

SILVER, WWF – Going, Going, Gone 2

S10C: Out Of Home & Ambient Media, Outdoor & Transit Advertising, Site

COLLEGE: University of Florida

CREDITS: Katherine Shine, Art Director; Lissy Calienes, Faculty Advisor

SILVER, Mars – Track & Treat Basket 3

S11A: Out Of Home & Ambient Media, Guerilla Marketing, Installations and Events

COLLEGE: University of Florida

CREDITS: Jake Tabor, Art director; Ellie Uchida-Prebor, Art Director;

Katherine Shine, Copywriter; Mariano German-Coley, Faculty Advisor

SILVER, WWF – Begging for Help 4

S10B: Out Of Home & Ambient Media, Outdoor & Transit Advertising, Mass Transit

COLLEGE: University of Florida

CREDITS: Jake Tabor, Art Director; Lissy Calienes, Faculty Advisor

Online & Interactive

SILVER, Mars – Track & Treat Basket 5

S14: Online/Interactive, Apps, Mobile or Web Based

COLLEGE: University of Florida

CREDITS: Jake Tabor, Art director; Ellie Uchida-Prebor, Art Director;

Katherine Shine, Copywriter; Mariano German-Coley, Faculty Advisor

Cross Platform

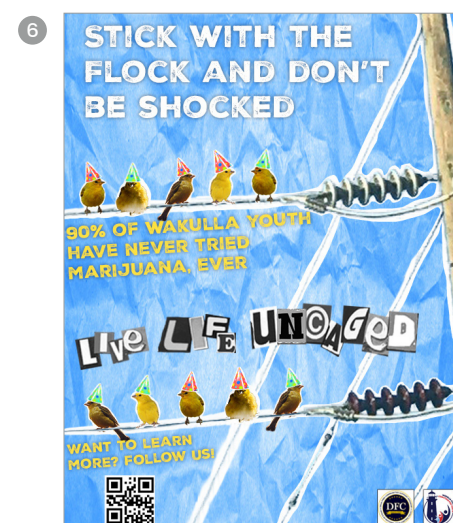
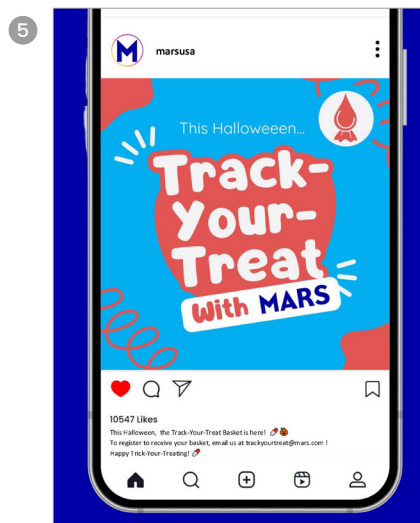
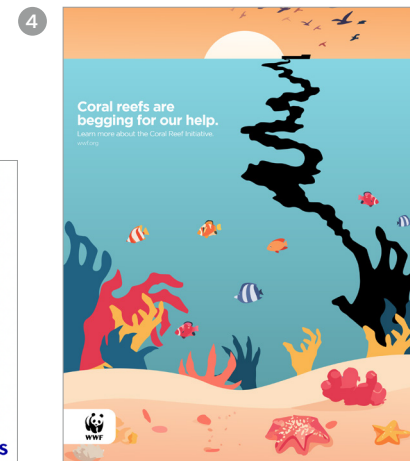
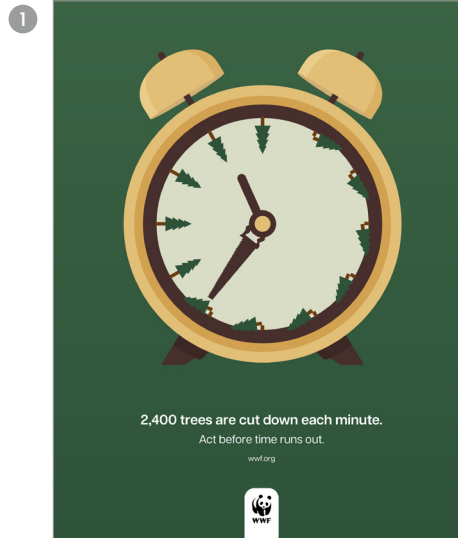
SILVER, Wakulla County Coalition for Youth – Party Animals: Live Life Uncaged 6

S22B: Cross-Platform, Integrated Brand Identity, Campaign

COLLEGE: Florida State University

CREDITS: JSpencer Brenner; Tanner Hirten; Megan Bishop; Micaela Socha;

Mokena Lipinski; Kelly Kelly, Faculty Advisor



Elements of Advertising

SILVER, Lightning Bug - Logo 1

S24A: Elements Of Advertising, Visual, Logo Design

COLLEGE: Florida A&M University

CREDITS: Janeen Meeks, Illustrator; Anosh Gill, Faculty Advisor

SILVER, Anonymous Burger - Poster 2

S25A: Elements Of Advertising, Illustration, Single

COLLEGE: Florida A&M University

CREDITS: Layla Richardson, Graphic Designer; Anosh Gill, Faculty Advisor

SILVER, Mythical Wilds - Poster 3

S25A: Elements Of Advertising, Illustration, Single

COLLEGE: Florida A&M University

CREDITS: Janeen Meeks, Illustrator; Anosh Gill, Faculty Advisor

SILVER, WWF - Begging for Help 4

S27A: Elements Of Advertising, Art Direction, Single

COLLEGE: University of Florida

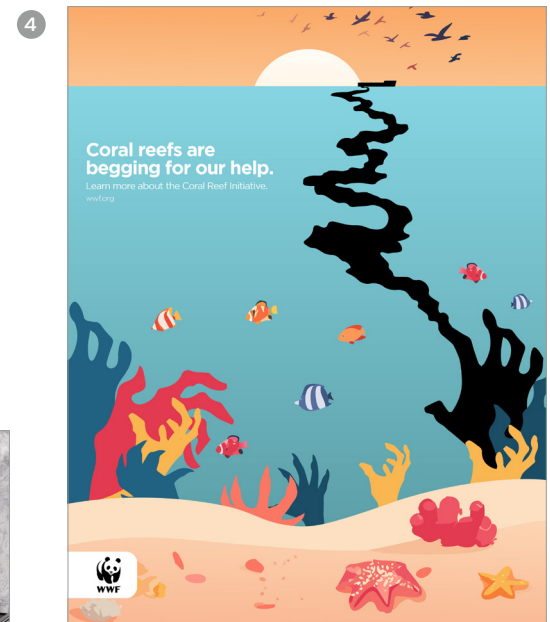
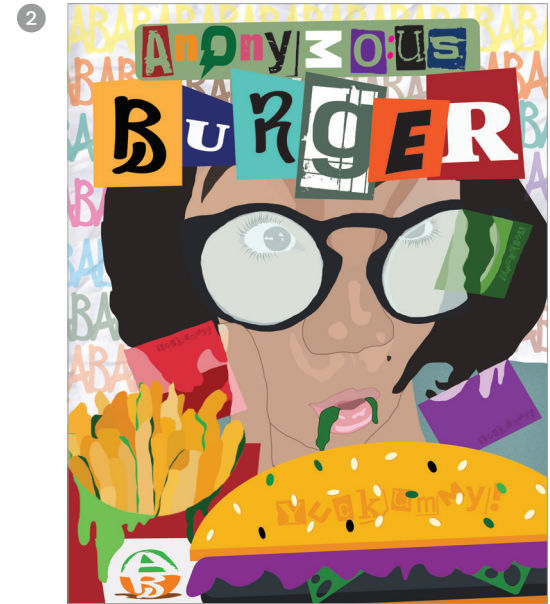
CREDITS: Jake Tabor, Art Director & Illustrator; Lissy Calienes, Faculty Advisor

SILVER, WWF - Going, Going, Gone 5

S27A: Elements Of Advertising, Art Direction, Single

COLLEGE: University of Florida

CREDITS: JKatherine Shine, Art Director; Lissy Calienes, Faculty Advisor



Elements of Advertising

SILVER, Look Forward – Still Photography 1

S26B: Elements Of Advertising, Still Photography, Color, Single

COLLEGE: Florida A&M University

CREDITS: Andrew Watson, Graphic Designer; Anosh Gill, Faculty Advisor

SILVER, Chromatica – Still Photography 2

S26C: Elements Of Advertising, Still Photography, Digitally Enhanced, Single

COLLEGE: Florida A&M University

CREDITS: Luis Angel Arriaga, Creative Director; Yamile Abuid, Photographer; Alanis Santos, Art Director; Leanna Overbeck, Photographer; Anosh Gill, Faculty Advisor

SILVER, Tide – Through The Generations 3

S28A: Elements Of Advertising, Film, Video & Sound, Cinematograph

COLLEGE: Florida State University

CREDITS: Annabel Owen, Video Director; Cory Cannarozzi, Director of Photography / Editor; Tanner Hirten, Director of Photography / Editor; Grace Wu, Production Designer; Phaedra Mladenovic, Lead Actress; Kelly Kelly, Faculty Advisor

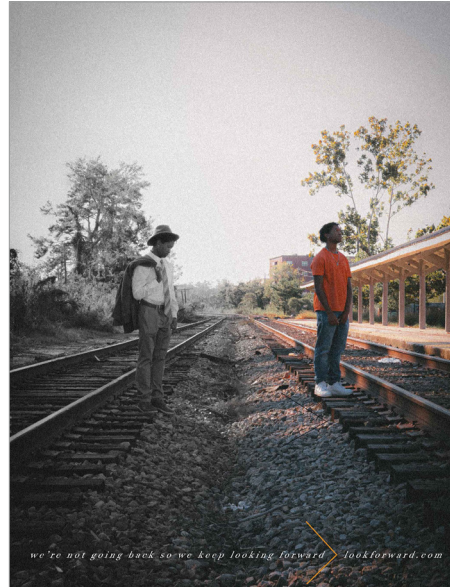
SILVER, Orange & Blue Film Festival – In the Swamp 4

S32C: Elements Of Advertising, Artificial Intelligence, Creative Element

COLLEGE: University of Florida

CREDITS: Julia Guerrero, Art Director; Lissy Calienes, Faculty Advisor

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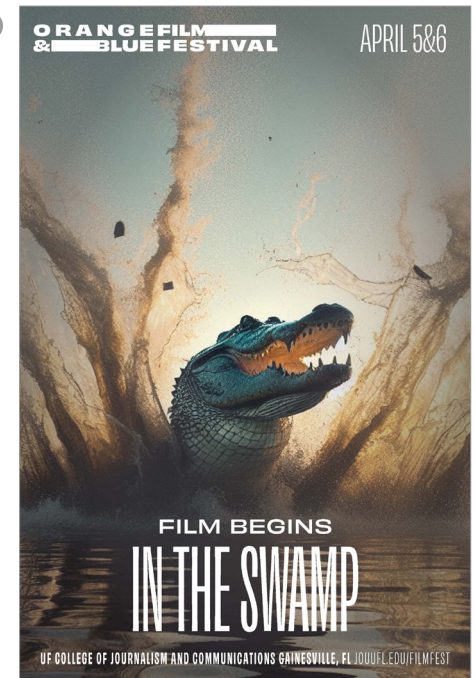
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AMERICAN
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THE 2026 AMERICAN ADVERTISING AWARDS!



2025 Award Winners