

BEADS, MASKS
ALL THAT JAZZ
AWARD SHOW

2020
CARNIVAL OF CREATIVITY

AAF
SAC

Sacramento

ADDYS

-ADDY GRAS-

UNMASKING SACRAMENTO'S BEST



**FRAGILE EGOS
HANDLE WITH CARE**

We are on the move.

Come see us at 1331 21st street.
Parking is free if you're un/common.

PRESIDENT'S Message



A special thanks to those who participated in the 2019 American Advertising Awards (Addys), and congratulations to our gold winners for their excellence in our industry!

The American Advertising Federation (AAF), founded in 1905, has grown into the nation's largest and toughest advertising competition, with over 35,000 entries across the country. This year, AAF Sacramento (one of a handful of clubs with a 100+ year history!) saw an impressive number of professional and student entries, setting the benchmark for creative excellence in advertising. We also had the pleasure of hosting AAF Fresno's competition, and our Board enjoyed seeing new names and faces and their incredible creations.

From here, Sacramento and Fresno gold 'Addy' winners will move on to the District competition, and then Nationally to compete at ADMERICA, held this year in **Palm Springs, California**. This year's applicants shared in telling the stories of what it means to be human, to unlock the terra incognita of our imaginations.

As a shared host at this year's national conference, we strongly encourage all to attend. This is a wonderful opportunity to engage with our industry's thinkers and thought leaders from across the country. Trade secrets and stories from the trails you've blazed and embolden the next generation of change-makers.

AAF and the Sacramento Ad Club's mission is to offer networking opportunities, recognize the best in advertising and to educate and inform future advertising professionals. Our board of volunteers works tirelessly to continue this belief.

This past October, Sacramento hosted the Western Regional Conference for the American Advertising

Federation. Joined by our AAF President and CEO, Steve Pacheco, we welcomed professionals from Hawaii to D.C. for one of the most heavily attended conferences in 15 years. The weekend included professional development in AI, privacy, 'Sex in Advertising', creating 'Cult Brands' and more.

FREEThink, our organization's nationally recognized award-winning public service program, is in its 7th year. To date, FREEThinker's have donated over \$500,000 in media and professional services to more than 20 local non-profits. To our hundreds of volunteers, sponsors and media partners, I say thank you.

Student agency tours and programs have helped to increase entries year over year, with a handful of regional winners continuing past District to National. Each year, student members secure full-time positions upon graduation, bringing a renewed mindset of creativity to our region.

Today, we're in an uncharted new era where purpose and privacy are in conjunction, and truth and ethics are at odds. Our responsibility to bridge the gaps in understanding, provide transparency, consent, and continue to lead a positive and purposeful path forward is of the utmost importance.

Congratulations again to our winners and to all those who made this year's gala worthy of celebration. Thank you for joining us on this journey and we look forward to ushering in a new decade of advertising with you.

Christie Pierce

President, AAF Sacramento
christiepiercer222@gmail.com
831.224.4511

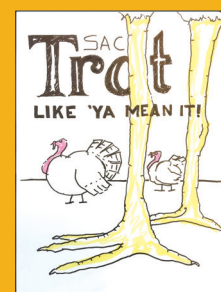
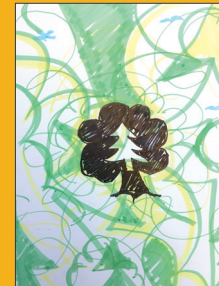
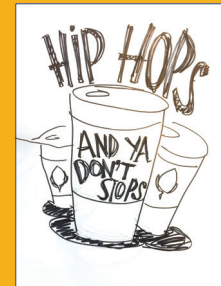
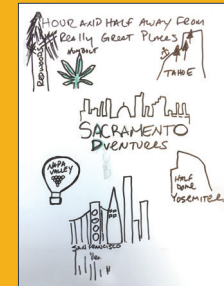
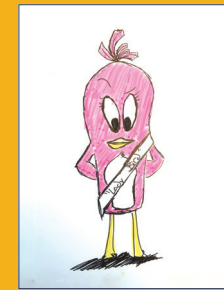
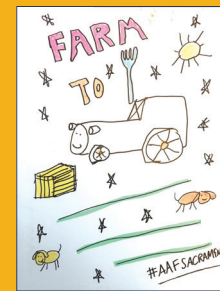
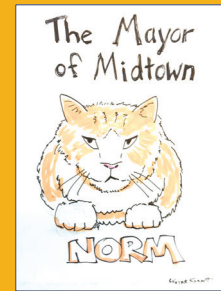
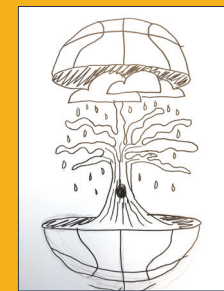
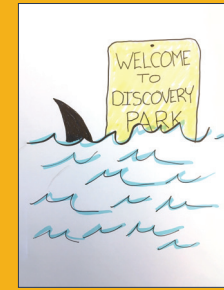
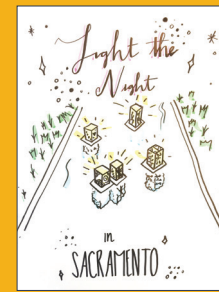
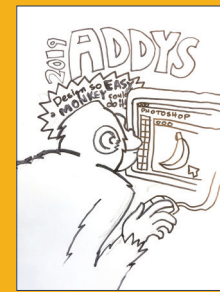
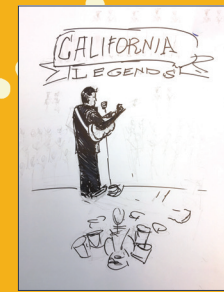
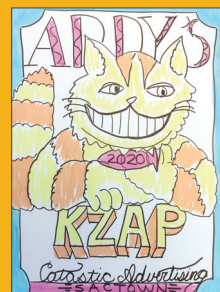
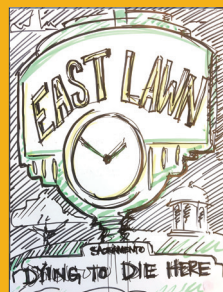
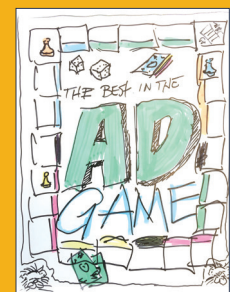
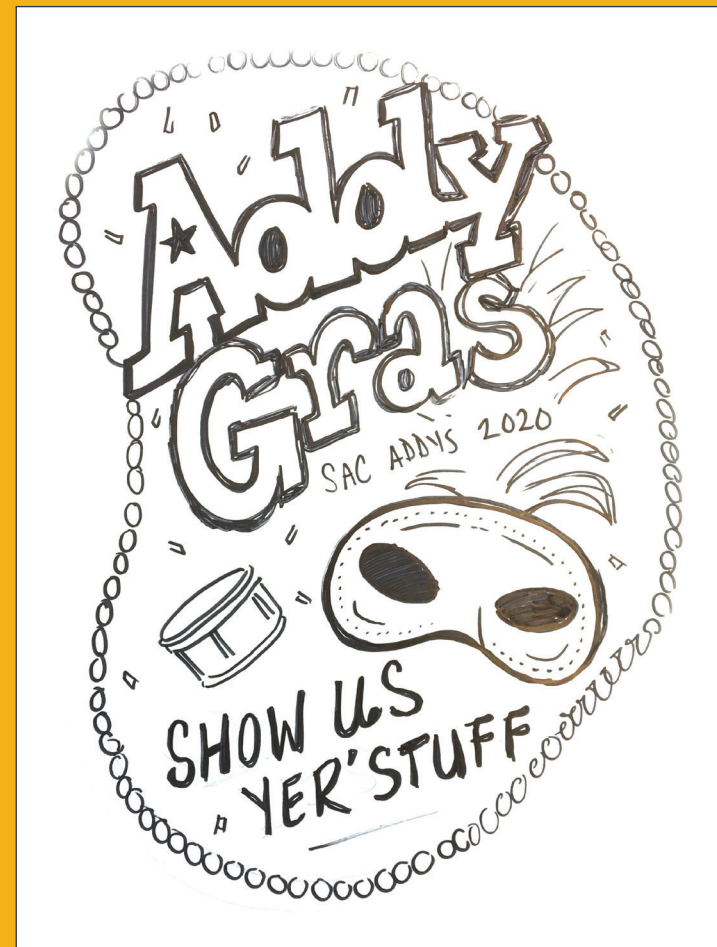


THAT'S SO
SACRAMENTO

AT LAST YEAR'S ADDYS, WE CROWDSOURCED POTENTIAL THEMES FOR THIS YEAR'S CELEBRATION, MANY OF WHICH ARE PICTURED HERE. "ADDY GRAS" WAS A CLEAR STANDOUT BECAUSE OF ALL THE PARALLELS AND POSSIBILITIES IT OFFERED.

MARDI GRAS IS A FUN, INHERENTLY CREATIVE CELEBRATION THAT JUST HAPPENS TO TAKE PLACE AROUND THE SAME TIME AS THE ADDYS. SOME SAY COINCIDENCE, OTHERS SAY FATE. WE SAY, "WHO CARES? LET'S PARTY!"

Designed by VSP Global Agency West



INTERESTED IN DESIGNING NEXT YEAR'S THEME? CONTACT ADDYS@AAFSACADCLUB.COM TO PUT YOUR CREATIVE SKILLS ON DISPLAY.



Our Ad Club Members

For supporting the ad club with entries and membership, and helping to keep the future of the advertising and marketing industry alive in Sacramento.

Our Sponsors & Advertisers

In the perfect embodiment of the Sacramento spirit, you're doing more than just "showing up". Thank you for your support of the club, its members, and the future generations of advertisers in our region. This night is for you!

Commerce Printing

For their long-standing willingness to support the club with exceptional printing and mailing services.

David Flanagan and the Misfit Team

For letting us take over the Misfit offices to get all this work judged.

Mercenary Creative Group

For their time, their team, and their bottomless creativity — it all went into making this event spectacular.

Seraphein Beyn

For opening their doors and being the drop-off spot for all this awesome work we're seeing tonight.

The VSP Creative Team

For all the wonderfully awesome creative.

Addy Chairs

For all your extra hours on top of all the extra hours the Sacramento Ad Club entails. We wouldn't be here without you!

Our Board of Directors

For helping out with guidance and the rolling up of sleeves.

COWTOWN, MY ASS.



LEGAL DISCLAIMER: FOR THE PURPOSE OF THIS ADVERTISEMENT, "COWTOWN" IS USED IN REFERENCE TO THE COMMONLY HELD, BUT OUTDATED OPINION REGARDING GREATER SACRAMENTO BY THOSE WHO HAVE A SMALLER THAN AVERAGE INTELLIGENCE QUOTIENT AND ABSOLUTELY NO IDEA WHAT THEY ARE TALKING ABOUT. IN ADDITION, "ASS" SHALL NOT REFER TO ANY ANNOYING FARM ANIMAL THAT SMELLS OF ROTTEN POTATOES, RATHER THE GLUTEUS MAXIMUS MUSCLE OF THE HUMAN BUTTOCKS, WHICH THOSE WHO CONTINUE TO BE PURVEYORS OF SUCH A FOREMENTIONED OPINION OF OUR CITY MAY HENCEFORTH KISS.

Meet our ADDY CHAIRS



DREW NEWBOLD
Creative Director/Partner,
Mercenary Creative Group

For over 20 years, Drew has honed his craft in the Sacramento ad community, working for some of the biggest creative agencies in town. He also did a stint for Entercom Radio, overseeing the visual branding needs for six of the largest radio stations in Sacramento. Being creative and using that ability to solve problems for clients is his passion.



COLE ALEXANDER
Account Manager,
VSP Global

Cole has spent his five years of working life here in Sacramento, holding account management roles with in-house, full-service, and marketing analytics agencies. Currently he works with VSP's Agency West as a Marketing Account Manager overseeing creative projects for their Vision Care line of business.



ROBERT KALMBACH
Sr. Director of Creative Strategy,
VSP Global

Robert spent most of his career with large in-house design departments. He has created designs for national brands such as Macy's, Weinstock's, JC Penney's, Orchard Supply Hardware, Safeway, TV Guide, and others. Currently, he manages Agency West, a team of 40 designers and videographers at VSP Global.



LIVE SOUND



STAGING

Congratulations Winners!

We are proud to turn the volume up on your accomplishments, and shine a light on your award winning work.



CORPORATE AUDIO-VISUAL



VIDEO



CANAAN
SOUND & LIGHT



Photo by Teresa K

DJ



LIGHTING

Wait! Hold On!

You won an award for being awesome and they gave you that weird looking trophy thingy instead of cupcakes?!

NOT COOL!



Whether it's for corporate events, gifts, celebrating employee badassery, or you just want to enjoy a freakin' cupcake: get your just desserts at our Midtown, Folsom, or Rocklin locations.

icingonthecupcake.com

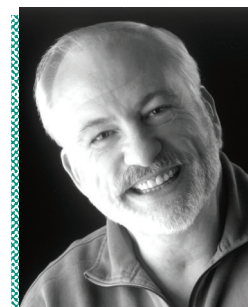
Meet the **JUDGES**



PAIGE GALEOTO

VP of Creative, Estipona Group

Paige got her advertising start in Boston in the 90s before heading West, where she discovered mountains and sunshine. She joined the Estipona Group in Reno, Nevada, 16 years ago (a tenure she tracks by the age of her son, who was -1 month-old when she was hired). While a VP in title, Paige thinks of herself as more of an idea catalyst, inspiring creative thinking and strategy-driven work in her team. Her experience includes healthcare, government agencies, gaming, tourism, for-profit education and workforce development.



DWIGHT DOUTHIT

President and Chief Creative Officer, Douthit Design Group, Inc.

An award-winning graphic designer and creative director, Dwight started his own firm at the age of 27 after stints with a couple of large agencies including McCann-Erickson and Benton & Bowles. Douthit Design Group is responsible for award-winning work published consistently in national and international design publications and annuals. He's held leadership roles for Ad 2 Houston, AAF, AIGA Houston, The Art Directors Club of Houston, and The Art Institute of Houston, and he is a four-time recipient of the G. D. Crain Jr. Memorial Award for Public Service and the Saatchi & Saatchi Advertising Education Award.



B.C. LEDOUX

CCO and Managing Director, Noble Studios

B.C. brings two decades of experience, from high-level brand strategy to content creation. He's led creative teams and developed solutions for international, national, and regional brands including Atlantis Bahamas, Hard Rock International, and Nevada Commission on Tourism. He's won countless advertising awards, including a number of National and District Addy Awards, a Platinum Adrian Award from the HSMIA, and "Most Innovative Campaign" in 2015 from the Las Vegas Interactive Marketing Association. B.C. was named Reno Ad Person of the Year, served on the TAAN Worldwide Board of Governors, and is a member of YPO International.



Christopher Terrazas

AD PERSON

of the year



Christopher Terrazas, M.A. Ed., is the Vice President of Creative Services at 3fold Communication in Sacramento and a former President of AAF Sacramento.

His career in advertising began as traffic manager at JWT Specialized Communications off of Wilshire Blvd. in Los Angeles back in the 1990s, and he has served in almost every position at DavisElen Advertising in L.A., including production manager, account director, and studio manager for accounts like McDonald's, Knott's Berry Farm, and Toyota.

To diversify his skills, he worked in production at Sony Pictures Home Entertainment and at MGA Entertainment



Vice President of Creative Services
3fold Communications

Northern California and Northern Nevada with several years of experience judging student advertising and marketing competitions. In addition, he was an adjunct mathematics professor at the Arts Institute of Sacramento, which began his passion to instruct young advertising professionals in their craft.

supervising packaging production for Bratz Dolls. But advertising remained in his blood, which led him to be hired as the Design Manager at Sacramento News and Review and the job he holds today at 3fold Communication.

Christopher is also the current Governor of the American Advertising Federation District 14, which covers



Nothing can reign on your parade today.

Congratulations to our fearless creative leader on winning Ad Person of the Year.
You're a pun-derful part of our 3fold team!

3fold



The JUDGING -PROCESS-



JUDGING

The judging was divided into many categories: Sales & Marketing; Print; Out-of-Home & Ambient Media; Online/Interactive; Film, Video & Sound; Elements of Advertising and Cross-Platform. Public Service categories and Student categories were spread throughout. Virtual reality was introduced as a new category. Judges were selected for their areas of expertise in advertising, marketing and design to perform the review process. Entries were judged on a scale of 50-100 points in each of these two areas: creativity and technical excellence. The results were reviewed and tabulated by an impartial judge.

AWARDS

The Delta Award

Named after the valley Wetlands the Delta Award honors the entry that received the highest score across all judges. This year we decided to present a Delta Award based on technical scoring.

The Judges' Choice Award

The AAF Sacramento Ad Club introduced the Judges' Choice Award in 2007.

The Judges' Choice Award is an award unanimously chosen by the judges regardless of meeting creative or technical excellence.

Gold Awards

The Gold Awards are selected by the judges as the strongest entries in their categories. The judges may elect not to give a Gold Award or to have a tie in any category. Silver Awards The Silver Awards are selected by the judges for meritorious work.

DISTRICT

Gold

Winners are automatically forward to District at no charge to the entrant.

Silver

Winners are forwarded to District by the entrant. The fee is \$65 for a single entry and \$85 for a campaign. Please contact addys@aafsacadclub.com for more information. We need to know your intentions by March 20th.

Student

Winners are automatically forward to District at no charge to the entrant.

Judging

District judging is April 3-4 in Reno, Nevada. Remember a whole new set of judges are brought to District. All entry scores are wiped clean and the judging starts fresh.

WE'RE HOW AMERICA FINDS OUT WHAT'S NEXT!



OUTFRONT is the largest out of home media network in the nation, reaching 7 out of 10 Americans each week.

That is one big audience (and a lot of little ones too). Drive impact with our huge creative canvases, mobile connectivity, and new audience data tools.



Want another

AWARD?



ORDER A DUPLICATE OF YOUR GOLD AWARD OR TAKE YOUR SILVER CERTIFICATE TO THE NEXT LEVEL AND ORDER AN ADDY TROPHY.

Duplicate award trophies and certificates are available to order for you, your clients or your trophy case at work. Manufacturing time is 5 to 6 weeks. Ground shipping (least expensive) to most locations is 3-7 days. Prices depend on quantity.

Please email addys@aafsacadclub.com to order duplicate awards.



HE'S SO

Sacramento

GIL CARAVANTES

For nearly 25 years, Gil Caravantes has been an integral supporter of the Sacramento Advertising Club.

Originally from Guatemala, Gil has called Sacramento home for more than 43 years. He first found work in the mailroom of a local print shop and climbed his way to a supervisory position. After the shop was eventually bought, he decided it was time to make something happen. So, in 1988, armed with years of experience and expertise, Gil opened Commerce Printing Services.



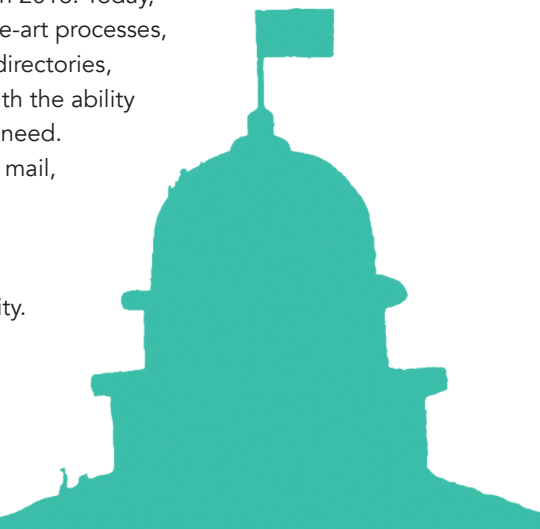
Gil Caravantes, Founder and Owner of Commerce Printing

In 1995, Gil was asked by several clients to help promote the Sac Ad Club. That was the beginning of an amazing relationship that continues today. Ever since then, he has donated Commerce's printing and marketing services to support our annual Addys celebrations. Without Gil and his team, the Addys would be a barebones affair.

A top player as a commercial printing company in its early years, Commerce added marketing, packaging and fulfillment for clients in 2016. Today, using the most state-of-the-art processes,

Commerce produces books, magazines, programs, directories, direct mail, catalogs, manuals and annual reports, with the ability to produce virtually any printed project a client may need. Beyond printing, they also provide fulfillment, direct mail, storage, inventory control and design services.

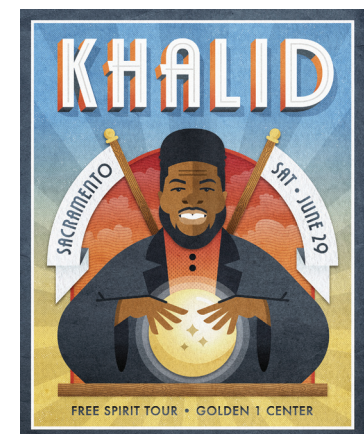
When asked his favorite thing about Sacramento, Gil points to the diversity of cultures in our community. And for anyone who has ever worked with him, they know his contributions to our community can't be overstated.



★ SILVER & ★
GOLD
- AWARDS -

GOLD WINNER

Judges
CHOICE



SACRAMENTO KINGS

Golden 1 Center Poster Series

Elements of Advertising > Visual > 71 - Illustration > 71B - Illustration - Series

Will Tullos, Art Director

GOLD WINNER



GOLD WINNER



LUNIA BLUE

Revolution Wines - Can Design

Sales & Marketing > Sales Promotion > 02 - Packaging > 02A - Single Unit

Matt Rallens, Creative Director and Illustrator



VSP GLOBAL

2019 SACRAMENTO ADDY AWARDS

Cross Platform > Advertising Industry Self-Promotion (Cross Platform) > 66 - Ad Club or Marketing Club

Rob Kalmbach, Creative Director

Michael Bielfelt, Art Director

Hans Bennewitz, Designer

Amy Pelto, Designer

Brooke Lumbus, Designer

Will Peterson, Designer

Jane Fortes, Designer

Aislinn Race, Designer

Carolyn Vu, Designer

Eddie Galindo, Copywriter

GOLD WINNER

MERCENARY CREATIVE GROUP

Alegria Wine Can and Box

Sales & Marketing > Sales Promotion > 02 - Packaging > 02A - Single Unit

Drew Newbold, Art Director / Designer

Joanna Newbold, Project Manager

Bob Beyn, Account Manager



GOLD WINNER

VSP GLOBAL

Eyeconic Product Shipping Boxes

Sales & Marketing > Sales Promotion > 02 - Packaging > 02B - Packaging Campaign

Jeff Moore, Creative Director

Allison Baker, Senior Copywriter

Erik Hosino, Senior Designer



GOLD WINNER

GOLD WINNER



LUNIA BLUE

Revolution Wine - Can Design

Sales & Marketing > Sales Promotion > 02 - Packaging > 02B - Packaging Campaign

Matt Rallens, Creative Director and Illustrator



UN/COMMON

Safe Credit YOUunion

Out-of-Home & Ambient Media > Out-of-Home > 27 - Out-of-Home Campaign

Brantley Payne, Creative Director

David Hadley, Assistant Creative Director

Abbey Biehl, Brand Director

GOLD WINNER



RSE

WHA OOH

Out-of-Home & Ambient Media > Out-of-Home > 23 - Poster > 23B - Poster - Campaign

Steve Fong, Creative Director

Darcey B. Self, Associate Creative Director

Maria Palacios, Copywriter

Josh Chilton, Senior Copywriter

Molly Harcos, Managing Supervisor

Alexandria Hom, Senior Account Coordinator

GOLD WINNER



UN/COMMON

Safe Credit YOUunion

Film, Video, & Sound > Television Advertising > 44 - Television Advertising – Local (One DMA) > 44B - Single Spot :30 Seconds

Brantley Payne, Creative Director / Copywriter

David Hadley, Assistant Creative Director

Jason Rico, Video Editor

Katie Lynch, Producer

Abbey Biehl, Brand Director

GOLD WINNER

SACRAMENTO KINGS

90's Swagger
Film, Video, & Sound >
Television Advertising
> 44 - Television
Advertising – Local
(One DMA) > 44C -
Single Spot :60 Seconds
Or More

Ryan Brijs
Senior Creative Director

Josh Chilton
Copy / Uncommon

Brantley Payne,
Uncommon Partner &
Creative Director

Franklin Pictures
Director, Producer



GOLD WINNER



UN/COMMON

CA State Fair And Food Festival

Film, Video, & Sound > Television Advertising > 45 - Television Advertising – Regional/National >
45B - Television-National Campaign

Brantley Payne
Creative Director

Amber Witzke
Assistant Creative Director

Josh Chilton
Copywriter

Jason Rico
Animator/Video Editor

Katie Lynch
Producer

Andrea Pappas
Brand Director

GOLD WINNER



ANISFIT

"No Workers. No Business" :30

Film, Video, & Sound > Online Film, Video, & Sound > 48
- Internet Commercial > 48A - Single Spot - Any Length

David Flanagan, CCO

Matt Kolbert, CEO

Chris Woloshansky, Creative Director

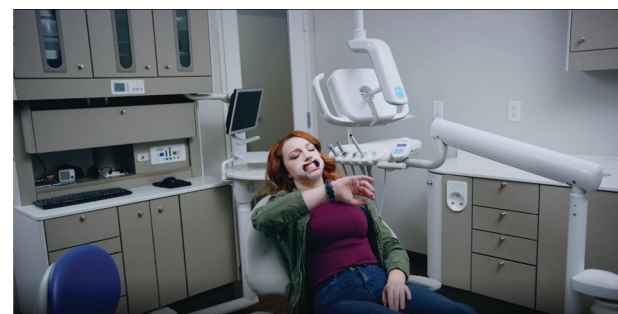
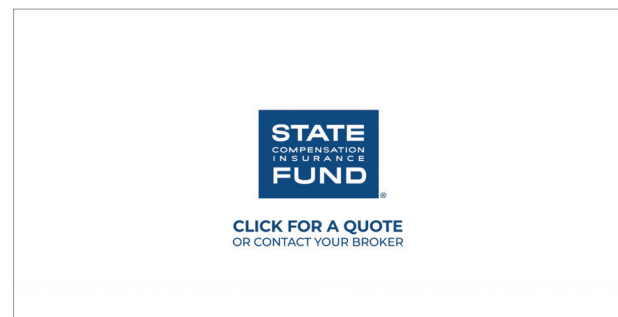
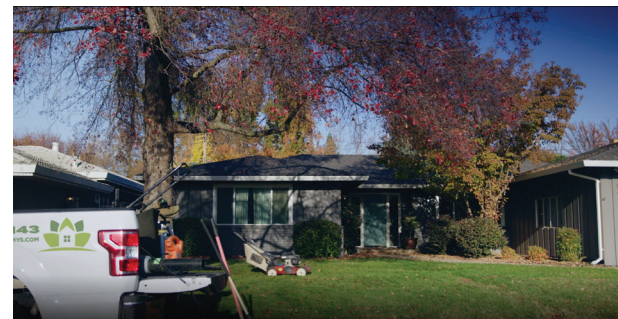
Maria Silverstein, Copywriter

Cameron Tyler, Director

Victor Mihalchuck, Director of Photography

Greg Gearhart, 1st AC / Producer

Plaid Jacket, Post Audio



GOLD WINNER



UN/COMMON

Swagger

Film, Video, & Sound > Online Film, Video, & Sound > 48 - Internet Commercial > 48A - Single Spot - Any Length

Brantley Payne

Creative Director

Josh Chilton

Copywriter

GOLD WINNER

SACRAMENTO REPUBLIC FC

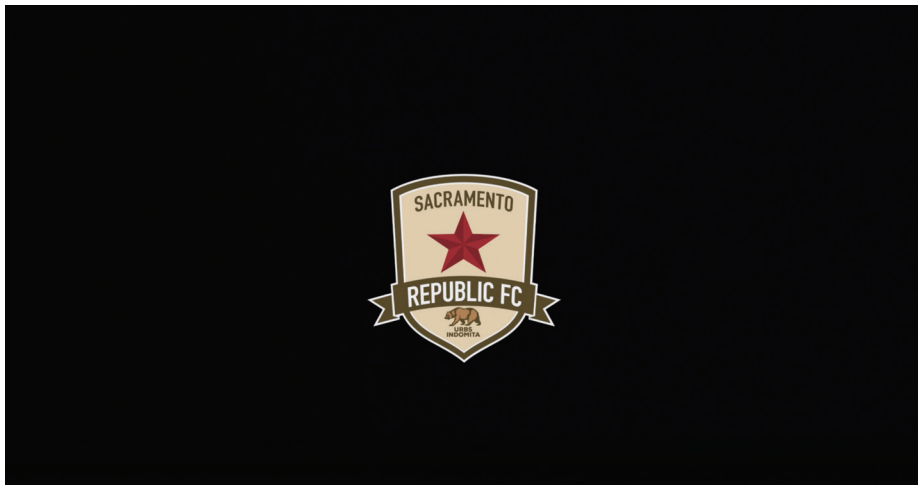
Sac Republic FC 2019 Hype Video

Film, Video, & Sound >
Branded Content & Entertainment
> 53 - Branded Content &
Entertainment – Non-Broadcast

Sarah Korpi
Director of Video Production

Rusty Prevatt
Director

Dave Prevatt
Director of Photography



GOLD WINNER



MISFIT

Breaking Bread Trailer

Film, Video, & Sound > Sales Promotion > 57 - Audio/Visual Sales Presentation

David Flanagan, Executive Producer

Matt Kolbert, Executive Producer

Moonracer Films, Production Company

Plaid Jacket, Post Audio

GOLD WINNER



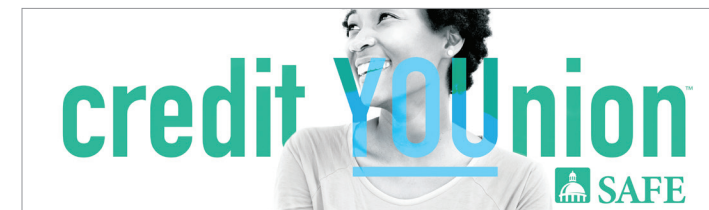
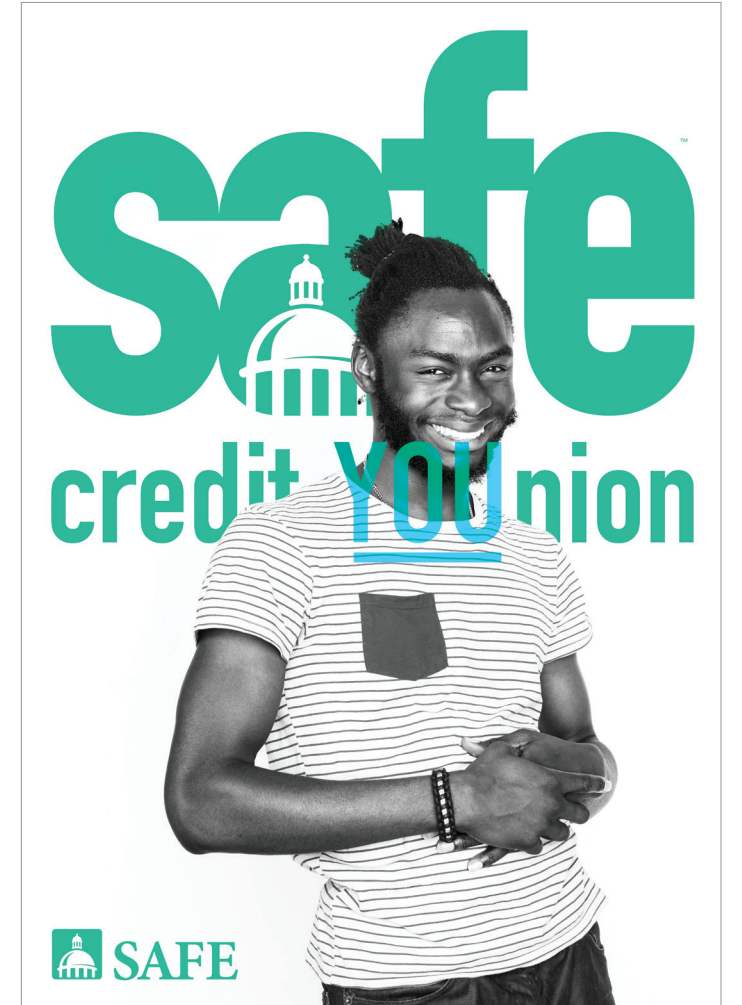
VSP GLOBAL

Eyeconic Store Opening Campaign

Cross Platform > Integrated Campaigns > 60 - Integrated Advertising Campaigns > 60C - Consumer Campaign-Local

- Jeff Moore, Creative Director
- Allison Baker, Senior Copywriter
- Erik Hosino, Senior Designer
- Hans Bennewitz, Senior Designer
- Chelsea Larson, Senior Designer
- Benjamin Della Rosa, Designer

GOLD WINNER



UN/COMMON

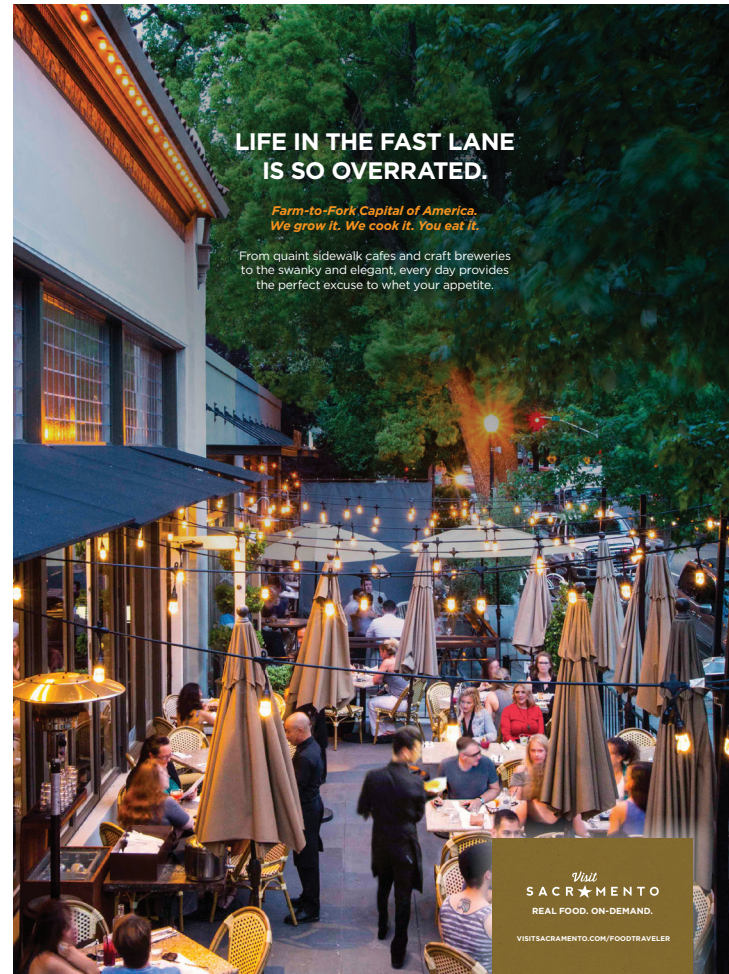
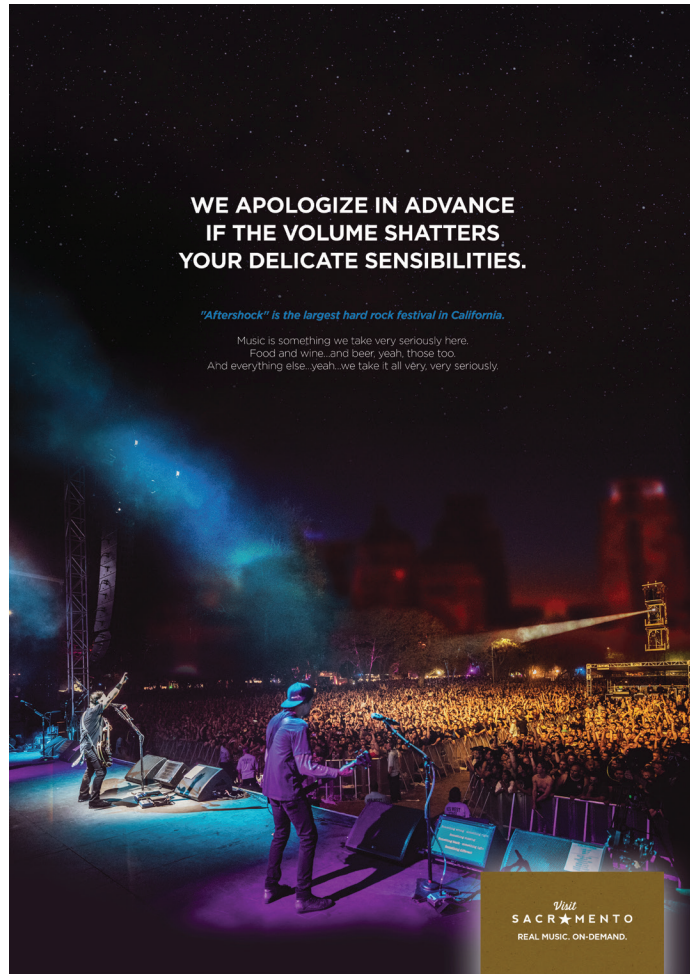
Safe Credit YOUunion

Cross Platform > Integrated Campaigns > 60 - Integrated Advertising Campaigns > 60C - Consumer Campaign-Local

- Brantley Payne, Creative Director/Copywriter
- David Hadley, Assistant Creative Director
- Katie Lynch, Producer
- Michael Karap, Junior Art Director
- Jason Rico, Video Editor
- Abbey Biehl, Brand Director

GOLD WINNER

GOLD WINNER

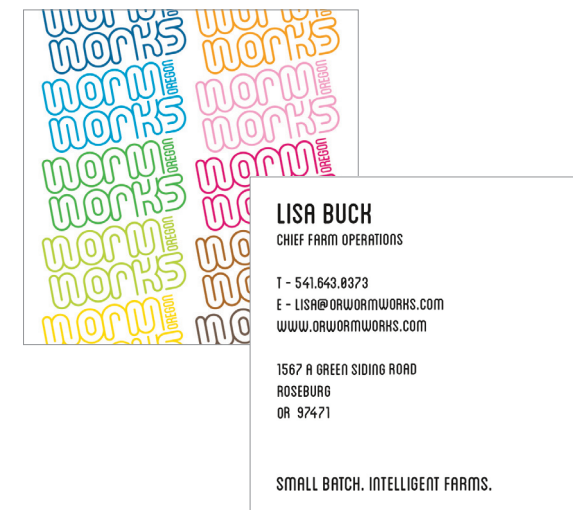


MISFIT

"On Demand." Campaign

Cross Platform > Integrated Campaigns > 60 - Integrated Advertising Campaigns > 60D - Consumer Campaign-Regional/National

- David Flanagan, CCO
- Chris Woloshansky, Creative Director
- Rachel Castro, Client Services Director
- Cameron Tyler, Director
- Victor Mihalchuck, Director of Photography
- Greg Gearhart, 1st AC / Producer
- Plaid Jacket, Post Audio
- Slavik Gurmeza, Graphic Designer
- Ryan Royster, Producer



LISA BUCH
 CHIEF FARM OPERATIONS
 T - 541.643.8373
 E - LISAB@ORWORMWORKS.COM
 WWW.ORWORMWORKS.COM
 1567 R GREEN SIDING ROAD
 ROSEBURG
 OR 97471
 SMALL BATCH. INTELLIGENT FARMS.

UN/COMMON

Oregon Worm Works

Cross Platform > Integrated Campaigns > 61 - Integrated Brand Identity Campaign - Local Or Regional/National

- Brantley Payne, Creative Director
- David Hadley, Assistant Creative Director
- Lily Therens, Art Director

GOLD WINNER



RSE

Ican Lupita Webisodes

Film, Video, & Sound > Online Film, Video, & Sound > 50 - Webisode > 50B - Series

Tina Tafoya, Creative Services Director

Steve Fong, Creative Director

Darcey B. Self, Associate Creative Director

Digna Roque, Copywriter

Molly Harcos, Managing Supervisor

Daniel Senecka, Senior Account Manager

Monster Eye Films, Production



GOLD WINNER



SACRAMENTO KINGS

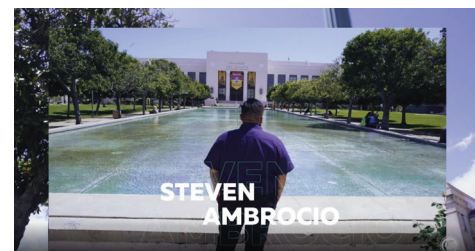
Kings City Edition Intro

ElementsofAdvertising > Film & Video > 75 - Animation, Special Effects Or Motion Graphics/CGI > 75A - Animation, Special Effects or Motion Graphics

Paige Dall, Motion Designer / Photographer

Ryan Brijs, Senior Creative Director

GOLD WINNER



MISFIT

NextUp Campaign

Cross Platform > Corporate Social Responsibility > Corporate Social Responsibility Campaigns > 64 - Integrated Media Corporate Social Responsibility Campaign

David Flanagan, CCO

Chris Woloshansky, Creative Director

Rachel Castro, Client Services Director

Slavik Gurmeza, Graphic Designer

Cameron Tyler, Producer

Victor Mihalchuck, Director of Photography

Greg Gearhart, 1st AC / Producer

Plaid Jacket, Post Audio

GOLD WINNER



MERCENARY CREATIVE GROUP

Project Unleashed Logo & Symbol

Public Service > Sales & Marketing >

90 - Pro Bono Collateral >

90A - Brand Elements

Drew Newbold

Art Director/Designer

Joanna Newbold

Account Manager

GOLD WINNER



OUTFRONT MEDIA

24/7 Pet Vets - Cake

Out-of-Home & Ambient Media > Out-of-Home > 24 - Outdoor Board > 24A - Flat - Single Unit

Billy Montoya, Art Director

Jay Paul, Creative Director

GOLD WINNER



JP MARKETING

Suicide Prevention Campaign

Cross Platform > Integrated Campaigns > 60 - Integrated Advertising Campaigns > 60C - Consumer Campaign-Local

Greg Grannis
Creative Director

Brandon Ocegueda
Web Designer

Vicken Massoyan
Graphic Designer

Josh Durham
Video Editor

Oliver Greenberg
Video Editor

SILVER WINNER

MERCENARY CREATIVE GROUP

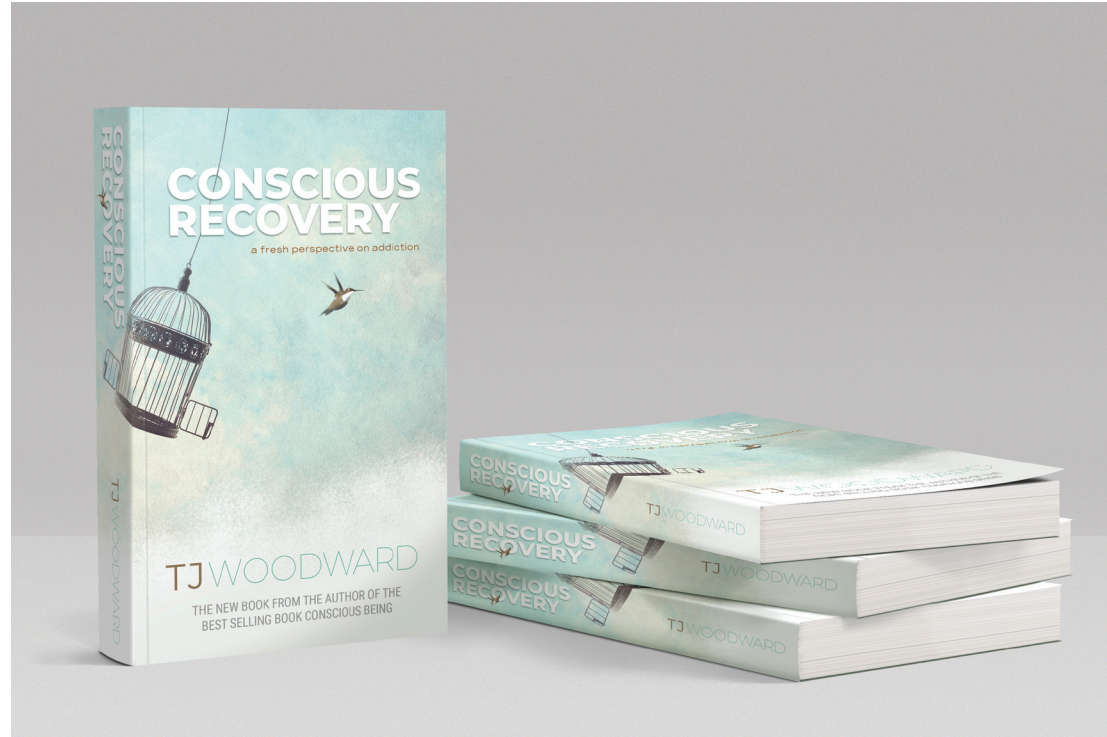
Conscious Recovery Book Cover

Sales & Marketing >
Collateral Material >
08 - Publication
Design > 08A - Cover

Drew Newbold
Art Director / Designer

Joanna Newbold
Account Manager

Jovi Radtke
Project Manager



SILVER WINNER



UN/COMMON

Expletives

Film, Video, & Sound >
Television Advertising
> 44 - Television
Advertising - Local (One
DMA) > 44D - Television-
Local Campaign

Brantley Payne
Creative Director

David Hadley
Assistant Creative Director

Jason Rico
Video Editor

Andrea Pappas
Brand Director

LUNIA BLUE

Revolution Wines - Renew Growler

Sales & Marketing > Sales Promotion > 02 - Packaging > 02A - Single Unit

Matt Rallens
Founder and Creative Director

Barry Crider
Art Director and Designer

SILVER WINNER

SILVER WINNER

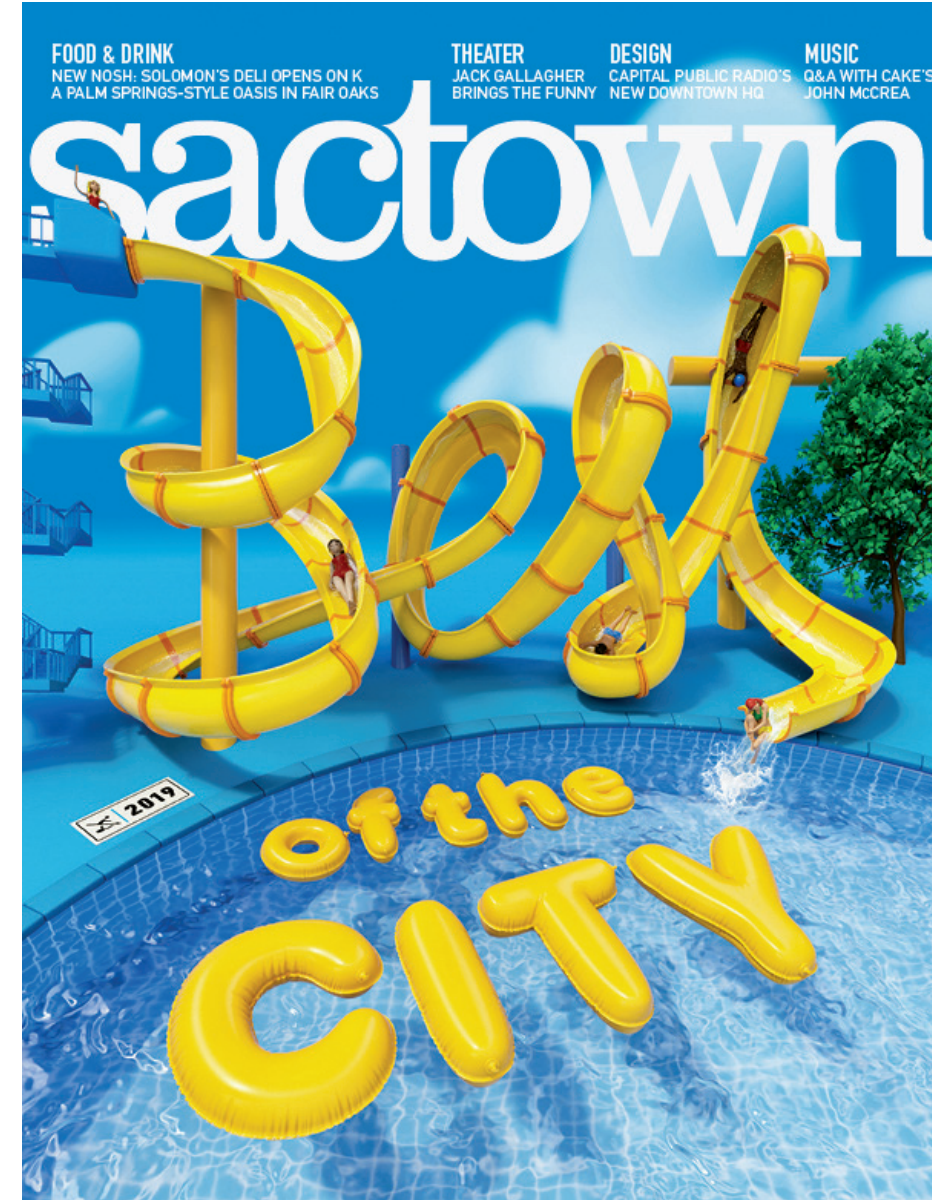


JP MARKETING

Fowler Packing Company - Peelz

Sales & Marketing > Sales Promotion > 02 - Packaging > 02B - Packaging Campaign

Bryan Pickens, Art Director
Josh Durham, Designer
Greg Grannis, Creative Director



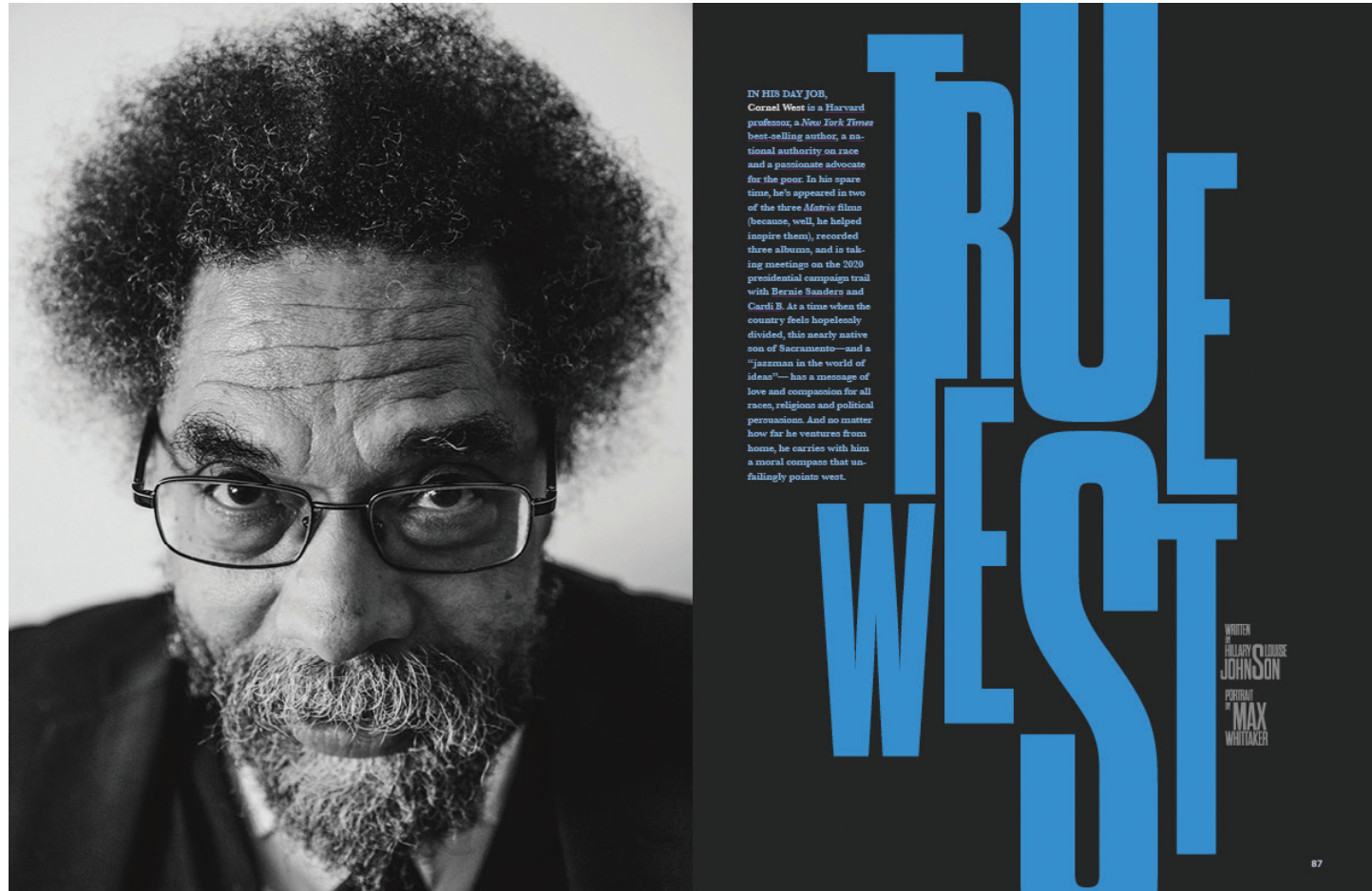
SACTOWN MAGAZINE

2019 Best of The City Cover

Sales & Marketing > Collateral
Material > 08 - Publication Design
> 08A - Cover

Elyssa Lee
Co-Editor-In-Chief
Rob Turner
Co-Editor-In-Chief
Foreal
Illustration

SILVER WINNER



SACTOWN MAGAZINE

Cornel West Feature Spread

Sales & Marketing > Collateral Material > 08 - Publication Design > 08B - Editorial Spread Or Feature

Elyssa Lee, Co-Editor-In-Chief

Rob Turner, Co-Editor-In-Chief

Bryan Nanista, Designer

SILVER WINNER



VSP GLOBAL

Vision Care Prospecting Campaign

Sales & Marketing > Direct
Marketing > 10 - Direct Mail >
10D - 3D / Mixed - Campaign

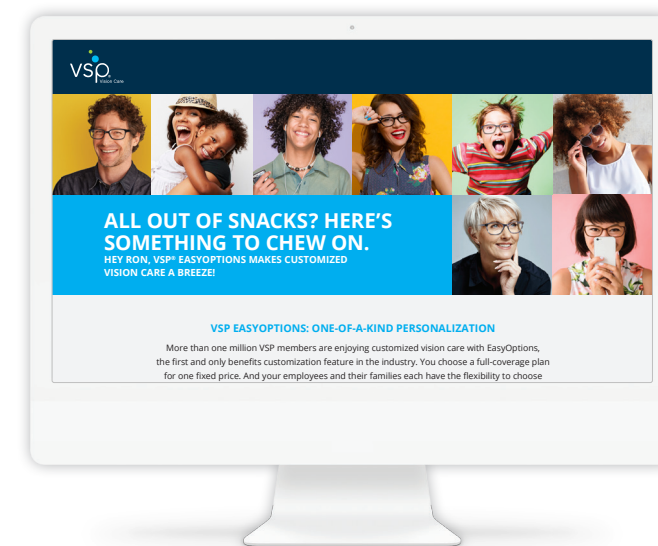
Michael Bielefelt, Creative Director

Carolyn Vu, Art Director

Jane Fortes, Senior Designer

Eddie Galindo, Senior Copywriter

Ral Weekly, Web Developer



SILVER WINNER



VSP GLOBAL

VSP Global Dinner Dance Invitation

Sales & Marketing > Collateral Material > 09 - Special Event Material > 09A - Card, Invitation, Announcement - Single Unit

Michael Bielefelt, Creative Director

Jeremy Johnson, Art Director

Jane Fortes, Senior Designer

Stacy McConnen, Designer

Eddie Galindo, Senior Copywriter

SILVER WINNER



PORTERCO AGENCY

EBC | Visitors' Guide

Sales & Marketing >
Collateral Material >
08 - Publication Design >
08E - Book Design

Ashley Baer
Content Producer

Carolyn Denero
Executive Producer

SILVER WINNER

VSP GLOBAL

Eyefinity Environmental Design
Out-of-Home & Ambient Media >
Ambient Media > 21 - Installations
> 21B - Multiple Installations

Michael Bielefelt
Creative Director

Aislinn Race
Art Director

Stacy McConnen
Designer

Brandl Tucker
Designer

Jess Vincent
Director of Photography

Travis Valtierra
Photography

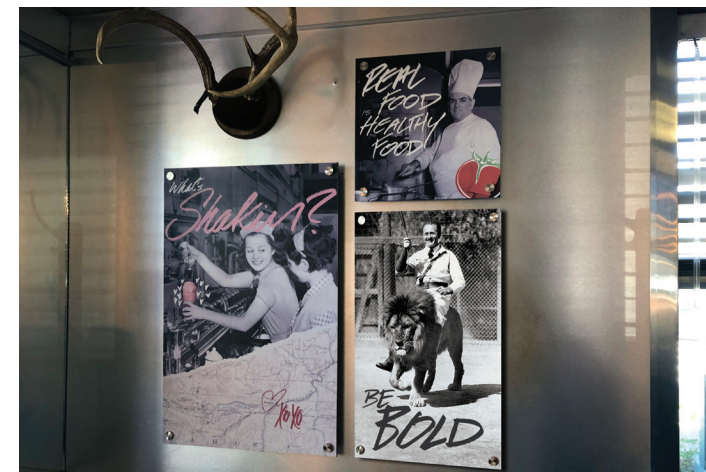
Ral Weekly
Photography

Eddie Galindo
Senior Copywriter

Jessica Loverde
Project Manager, Photography



SILVER WINNER



MERCENARY CREATIVE GROUP

Eat Boldly!
Out-of-Home & Ambient Media > Ambient Media >
21 - Installations > 21B - Multiple Installations

Andre Ibarra, Art Director / Designer

Drew Newbold, Creative Director

Joanna Newbold, Account Manager

SILVER WINNER

SACRAMENTO KINGS

California Classic

Out-of-Home & Ambient Media
> Out-of-Home > 23 - Poster >
23A - Poster - Single Unit

Ryan Brijs
Senior Creative Director

Michael Corbin
Designer



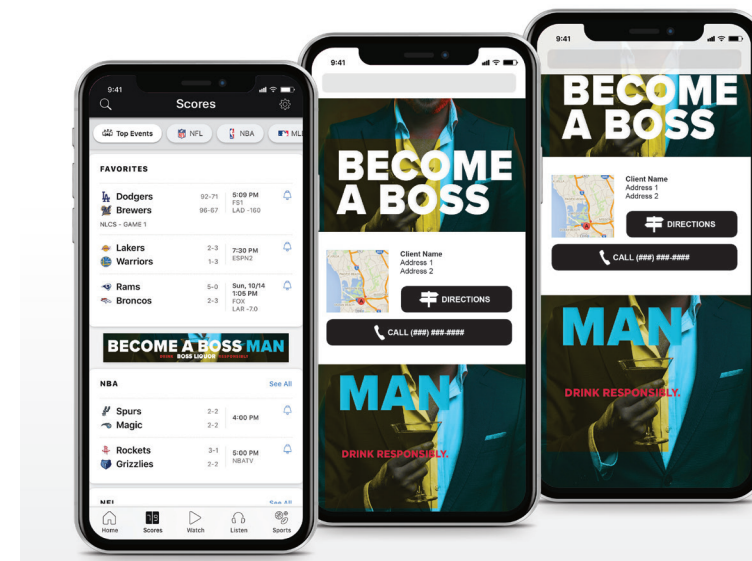
SILVER WINNER

OUTFRONT MEDIA

Become A Boss Man/Lady

Out-of-Home & Ambient Media >
Out-of-Home > 23 - Poster > 23B -
Poster - Campaign

Heidi Smith
Art Director



SILVER WINNER

OUTFRONT MEDIA

Harmony Cellars - Big Wine

Out-of-Home & Ambient Media
> Out-of-Home > 24 - Outdoor Board > 24A - Flat - Single Unit

Billy Montoya
Art Director

Jay Paul
Creative Director



SILVER WINNER

MISFIT

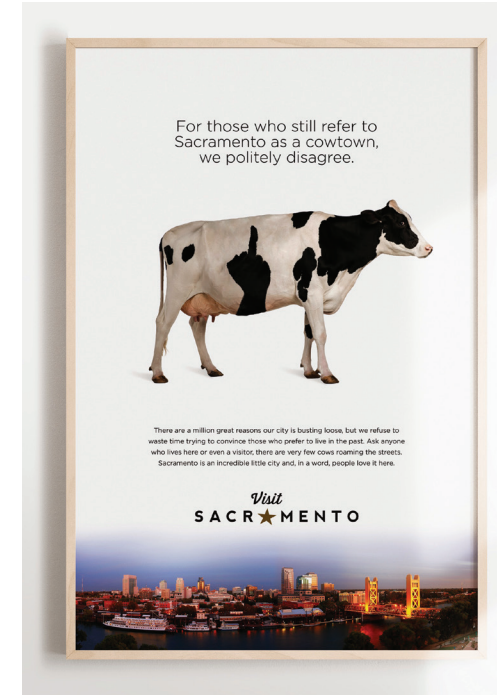
Cowtown Poster

Out-of-Home & Ambient Media > Out-of-Home > 26 - Site > 26A - Interior - Single

David Flanagan
CCO

Chris Woloshansky
Creative Director

Rachel Castro
Client Services Director



UN/COMMON

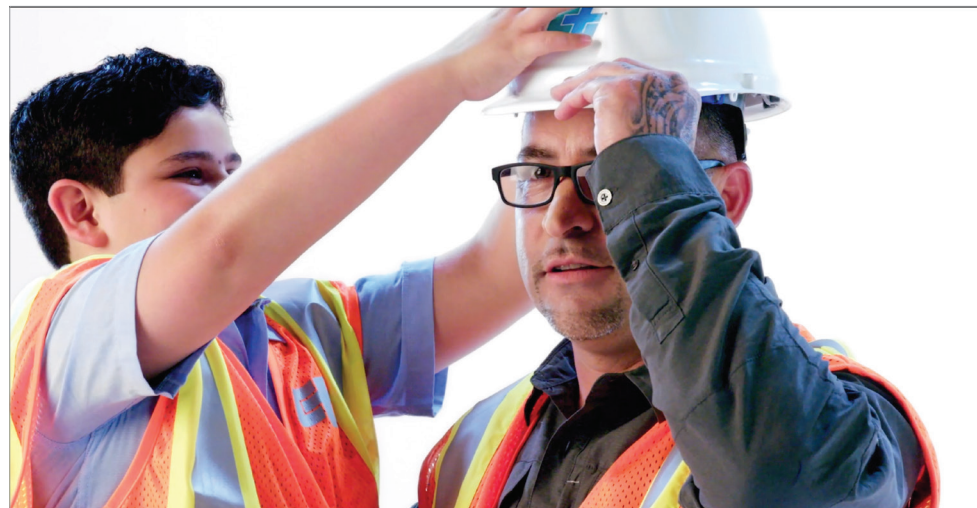
Kids of Caltrans

Public Service > Film, Video & Sound > 106 - Pro Bono Radio

Brantley Payne
Creative Director

Josh Chilton
Copywriter

Katie Lynch
Producer



UN/COMMON

We See You

Public Service > Film, Video & Sound > 107 - Pro Bono Online Film, Video & Sound

Brantley Payne
Creative Director

Amber Witzke
Assistant Creative Director

Jason Rico
Video Editor

Katie Lynch
Producer

SILVER WINNER



SACRAMENTO KINGS

Justin Timberlake Concert Wrap

Out-of-Home & Ambient Media > Out-of-Home > 26 - Site > 26B - Large Venue – Single

Will Tullos, Art Director

SILVER WINNER

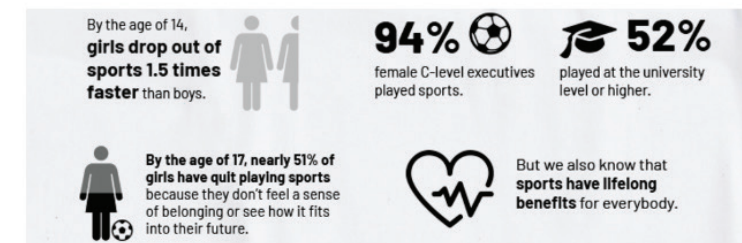


UN/Common

Eric Church Concert Graphic
Out-of-Home & Ambient Media
> Out-of-Home > 26 - Site > 26B - Large Venue – Single

Brantley Payne, Creative Director
Lily Therens, Art Director

#WatchMe

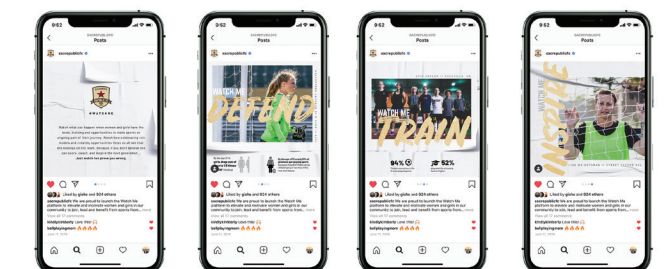


SACRAMENTO REPUBLIC FC

Watch Me

Online/Interactive > Social Media > 32 - Social Media > 32B - Social Media Campaign

Sara Molina, Sr. Creative Manager
Sarah Korpi, Director of Video Production
Milo Mendoza, Videographer / Editor
Kayla Bejsovec, Graphic Designer
Kristin Moore, Marketing Manager
Taylor Soares, Marketing Coordinator
Eira Castillo, Content Specialist
Allison Yee-Garcia, Marketing Director
Sierra Sparre, Graphic Design Intern



SILVER WINNER

SACRAMENTO KINGS

Classic Edition Stop Motion

Online/Interactive > Social Media > 32 - Social Media > 32A - Single Execution

Paige Dall

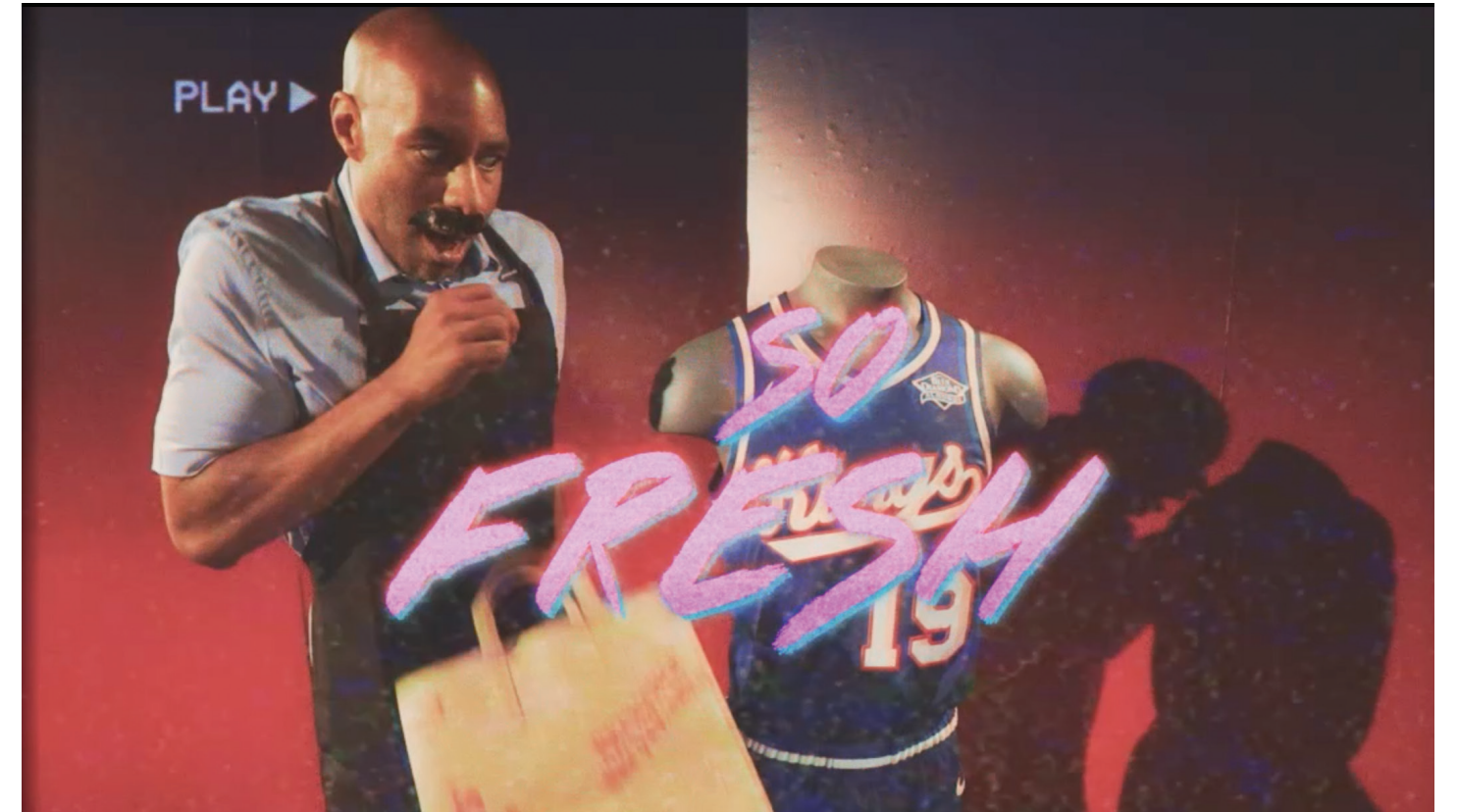
Motion Designer / Photographer

Ryan Brijs

Senior Creative Director



SILVER WINNER



SACRAMENTO KINGS

So Rad, Classic Edition Jersey

Online/Interactive > Social Media > 32 - Social Media > 32B - Social Media Campaign

Ryan Brijs, Senior Creative Director

Josh Chilton, Copywriter

Jacob Soriano, Video Producer

Brad Marsh, Video Manager

CONGRATULATIONS

to all participants

.....
*Sales go up and down,
service stays forever.*
.....

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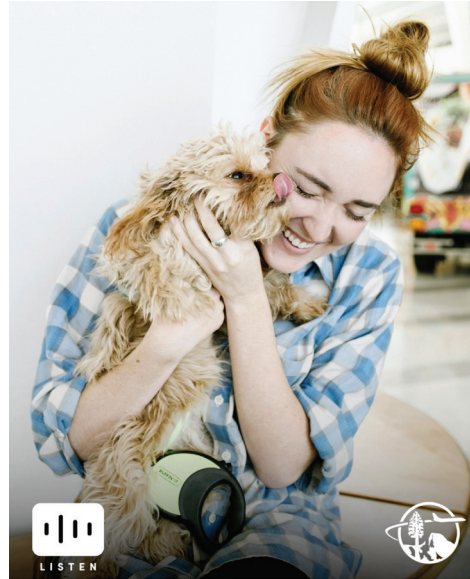
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SILVER WINNER



FRESNO YOSEMITE INTERNATIONAL AIRPORT

Airport Audio Portraits

Online/Interactive > Social Media > 32 - Social Media > 32B - Social Media Campaign

Claudia Arguelles-Miller
Fresno Yosemite International Airport Marketing Manager

Floyd Sanchez
Creative Director

Alexa Westerfield
Social Media Director / Producer

Ellie Kolleen
Photographer



iflyfresno • Follow
Fresno Yosemite International Airport

#ifreshocalifornia #ifreshocali #fresnoair #airportlife #airportlifestyle #airporttravels #attheairport #waitingattheairport #airtravel #airtraveller #oneshoeoff #kidtravel #travelkid #travelkids #iloveairports

53w Reply

cairnsforall ❤️❤️❤️ The best ambassadors ever, and it's all true, a very easy airport to navigate! 🙌

53w 2 likes Reply

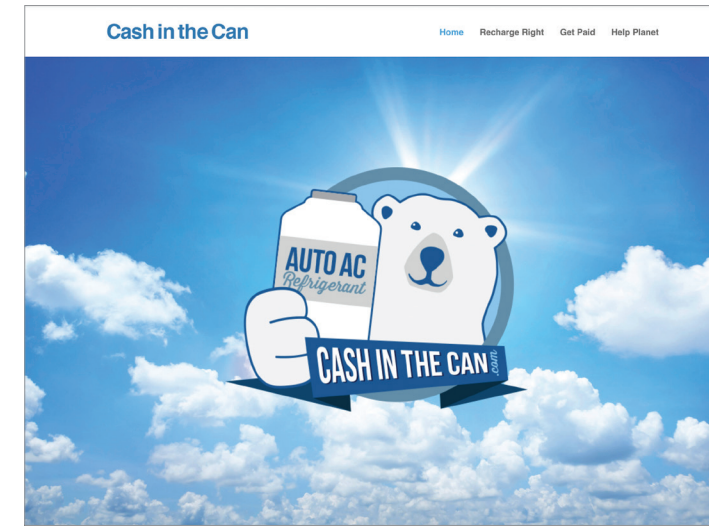
katiecraigart Despite the one shoe, the airport (and flight!) were great!

53w 1 like Reply

405 views
FEBRUARY 18, 2019

Log in to like or comment.

SILVER WINNER



MERCENARY CREATIVE GROUP

"Cash in the Can" Radio Campaign
Film, Video, & Sound > Radio Advertising > 42 - Radio Advertising - Regional/National > 42C - Radio-National Campaign

Aaron Cheesman, Copywriter

Mike Dezego, Production / Sound Design

Drew Newbold, Creative Director

Joanna Newbold, Account Manager



UN/COMMON

Kids of Caltrans
Public Service > Film, Video & Sound > 109 - Pro Bono Campaign

Brantley Payne
Creative Director / Copywriter

David Hadley
Assistant Creative Director

Josh Chilton
Copywriter

Katie Lynch
Producer

Abbey Biehl
Brand Director



SILVER WINNER



UN/Common

Damn

Film, Video, & Sound > Television Advertising >
 44 - Television Advertising – Local (One DMA) >
 44A - Single Spot :15 Or Less

Brantley Payne, Creative Director / Copywriter

David Hadley, Assistant Creative Director

Jason Rico, Video Editor

Andrea Pappas, Brand Director



SILVER WINNER



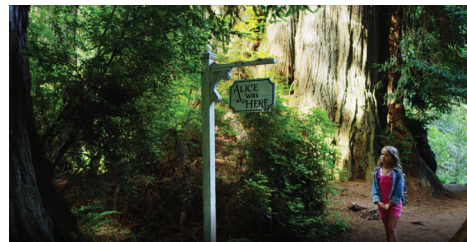
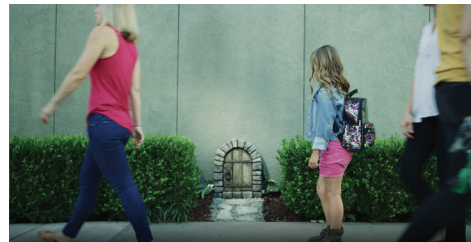
SMUD

SMUD Energy Store Holiday Comm'l

Film, Video, & Sound > Television Advertising
 > 44 - Television Advertising – Local (One
 DMA) > 44B - Single Spot :30 Seconds

Bongo Post & Films

SILVER WINNER



MISFIT

"The Door" :30

Film, Video, & Sound > Television Advertising > 45 - Television Advertising - Regional/National > 45A - Single Spot - Up To 2:00

David Flanagan, CCO

Matt Kolbert, CEO

Chris Woloshansky, Creative Director

Cameron Tyler, Producer

Victor Mihalchuck, Director of Photography

Greg Gearhart, 1st AC / Producer

Plaid Jacket, Post Audio



SILVER WINNER



JP MARKETING

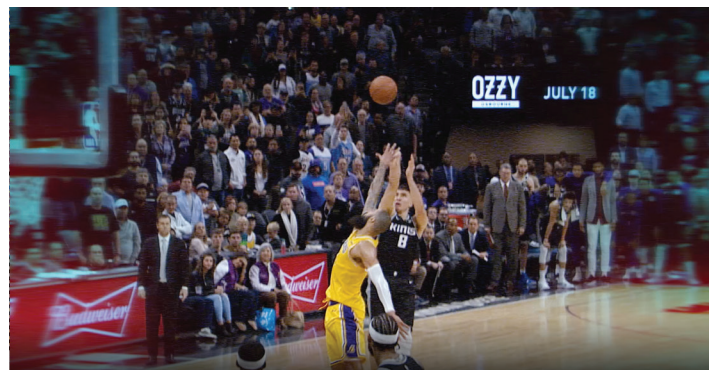
Brandman Univ. Bumper Videos
Film, Video, & Sound > Online Film, Video, & Sound > 48 - Internet Commercial > 48B - Internet Commercial Campaign

Josh Durham, Video Editor

Oliver Greenberg, Video Editor



SILVER WINNER



SACRAMENTO KINGS

Proud Past, Proud Future

Film, Video, & Sound > Branded Content & Entertainment > 51 - Branded Content & Entertainment For Online Film, Video & Sound > 51A - Single Entry :60 Seconds Or Less

- Ryan Brijs, Senior Creative Director
- Brad Marsh, Video Content Manager
- Jacob Soriano, Video Producer
- Josh Chilton, Copy, Un/common

SILVER WINNER



SACRAMENTO REPUBLIC FC

City Kit

Film, Video, & Sound > Branded Content & Entertainment > 51 - Branded Content & Entertainment For Online Film, Video & Sound > 51A - Single Entry :60 Seconds Or Less

- Milo Mendoza, Videographer & Editor
- Sarah Korpi, Director of Video Production
- Sara Molina, Sr. Creative Manager
- Kayla Bejsovec, Photographer

SILVER WINNER



H & COMPANY

Culture First 2019

Film, Video, & Sound > Branded Content & Entertainment > 51 - Branded Content & Entertainment For Online Film, Video & Sound > 51B - Single Entry – More Than :60 Seconds

SILVER WINNER



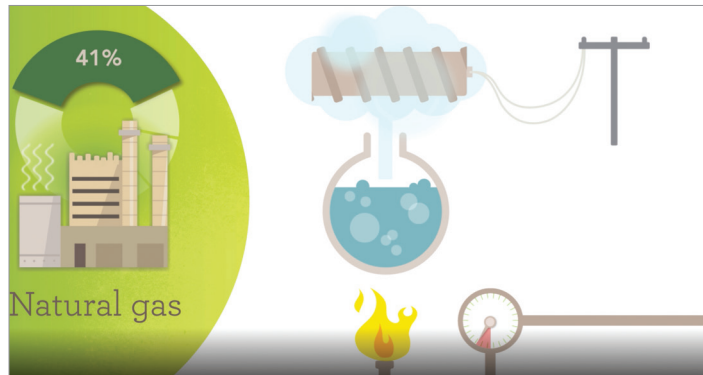
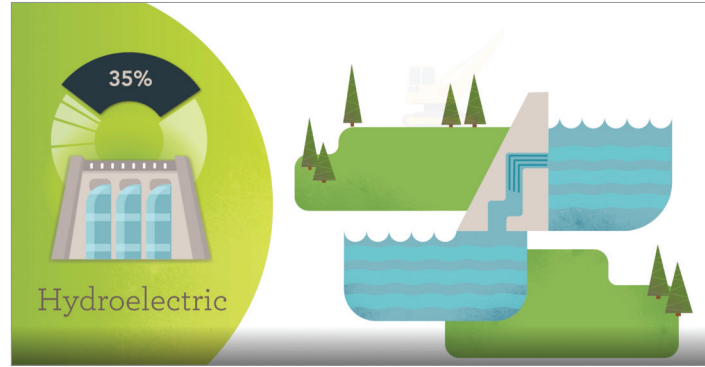
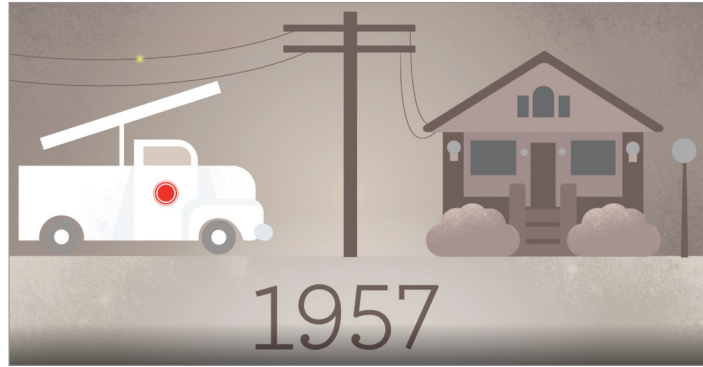
H & COMPANY

A Sage Story

Film, Video, & Sound > Branded Content & Entertainment > 51 - Branded Content & Entertainment For Online Film, Video & Sound > 51B - Single Entry – More Than :60 Seconds

Shad Selby, Creative Director

SILVER WINNER



SMUD

SMUD Energy Mix Animated Video

Film, Video, & Sound > Branded Content & Entertainment > 51 - Branded Content & Entertainment For Online Film, Video & Sound > 51B - Single Entry - More Than :60 Seconds

SILVER WINNER



V3 ELECTRIC

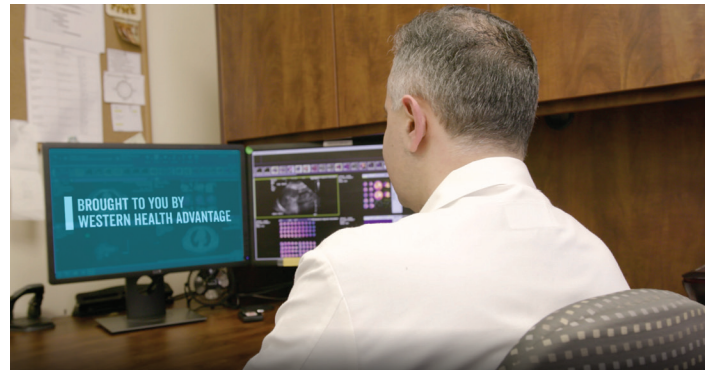
V3&me: Ryan Robinson

Film, Video, & Sound > Branded Content & Entertainment > 51 - Branded Content & Entertainment For Online Film, Video & Sound > 51B - Single Entry - More Than :60 Seconds

Evan Ishihara

Video Editor / Content Creator

SILVER WINNER



RSE

WHA Cap-To-Cap Video

Film, Video, & Sound > Branded Content & Entertainment > 53 - Branded Content & Entertainment – Non-Broadcast

Steve Fong, Creative Director

Sean Arnston, Videographer

Jessica Sorenson, Producer

SILVER WINNER



UN/COMMON

We Have Tires

Film, Video, & Sound
> Branded Content & Entertainment > 53
- Branded Content & Entertainment – Non-Broadcast

Brantley Payne
Creative Director

David Hadley
Assistant Creative Director

Josh Chilton
Copywriter

Jason Rico
Video Editor / Animator

Katie Lynch
Producer

SILVER WINNER



MERCENARY CREATIVE GROUP

Hipster Santa's Big Day Out

Film, Video, & Sound > Advertising Industry Self-Promotion (Film, Video, & Sound) > 59 - Advertising Industry Self-Promotion Film, Video & Sound

Michael Fleming, Creative Producer / Director of Photography / Editor

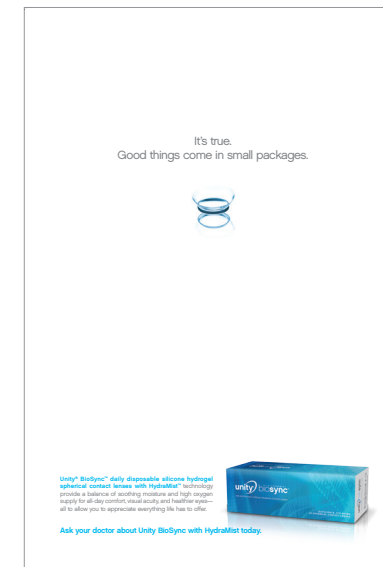
Aura Myers, Designer

Joanna Newbold, Account Manager

Andre Ibarra, Motion Graphics

Jovi Rattke, Project Manager

SILVER WINNER



MISFIT

Unity BioSync Launch Campaign
Cross Platform > Integrated Campaigns
> 60 - Integrated Advertising Campaigns
> 60B - B-to-B Campaign-National

David Flanagan, CCO

Matt Kolbert, CEO

Chris Woloshansky, Creative Director

Rachel Castro, Client Services Director

Slavik Gurmeza, Graphic Designer

Maria Silverstein, Copywriter

Cameron Tyler, Director

Victor Mihalchuck, Director of Photography

Greg Gearhart, 1st AC / Producer

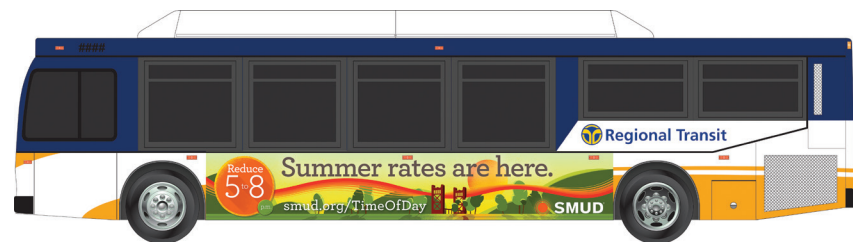
Plaid Jacket, Post Audio

SILVER WINNER



SMUD

SMUD Time-of-Day III Campaign
Cross Platform > Integrated Campaigns > 60 - Integrated Advertising Campaigns > 60C - Consumer Campaign-Local



SILVER WINNER



SACRAMENTO REPUBLIC FC

City Kit

Cross Platform > Integrated Campaigns > 60 - Integrated Advertising Campaigns > 60C - Consumer Campaign-Local

- Sara Molina, Sr. Creative Manager
- Sarah Korpi, Director of Video Production
- Milo Mendoza, Videographer / Editor
- Kayla Bejsovec, Graphic Designer
- Kristin Moore, Marketing Manager
- Taylor Soares, Marketing Coordinator
- Eira Castillo, Content Specialist
- Allison Yee-Garcia, Marketing Director
- Sierra Sparre, Graphic Design Intern

SILVER WINNER



MISFIT

Capital Public Radio Logo

ElementsofAdvertising > Visual > 69 - Logo Design

David Flanagan, CCO

Matt Kolbert, CEO

Chris Woloshansky, Creative Director

SILVER WINNER



VSP GLOBAL

Eyeconic Lens Cloth Illustrations

ElementsofAdvertising > Visual > 71 - Illustration > 71B - Illustration - Series

Jeff Moore, Creative Director

Allison Baker, Senior Copywriter

Erik Hosino, Senior Designer

Hans Bennewitz, Senior Designer

Benjamin Della Rosa, Designer

SILVER WINNER



RSE

DD Videos

Film, Video, & Sound >
Branded Content & Entertainment >
54 - Branded Content & Entertainment Campaign

Steve Fong

Creative Director

Darcey B. Self

Associate Creative Director

Tina Tafoya

Creative Services Director

Susan Bringas

Managing Supervisor

Emma Tinloy

Account Manager

SMOG

Production



SILVER WINNER



VSP GLOBAL

VSP Client Broker Video Series

Film, Video, & Sound
> Branded Content & Entertainment > 54
- Branded Content & Entertainment Campaign

Jeff Parrish

Creative Director

Josh Pierson

Producer

Renee Caldie

Director

Daniel McChesney

Director of Photography /
Motion Graphics
Designer/Editor

Alex Trujillo

Assistant Director of
Photography

Jess Vincent

Assistant Gaffer

Ral Weekly

Assistant Grip

Eddie Galindo

Scriptwriter

Carolyn Vu

Art Director

SILVER WINNER



SACRAMENTO REPUBLIC FC

Watch Me

Film, Video, & Sound > Branded Content & Entertainment > 54 - Branded Content & Entertainment Campaign

Milo Mendoza, Videographer / Editor

Sarah Korpi, Director of Video Production

SILVER WINNER



VSP GLOBAL

SHiFT Event Campaign

Cross Platform > Integrated Campaigns > 62 - Integrated Branded Content Campaign – Local Or Regional/National

Michael Bielefelt, Creative Director

Colm Conn, Art Director

Amy Pelto, Senior Designer

Stacy McConnen, Designer

Jessica Loverde, Project Manager

Jeff Parrish, Creative Director

Daniel McChesney, Director of Photography/ Motion Graphics Designer / Editor

Alex Trujillo, Assistant Director of Photography

Ral Weekly, Assistant Grip

Eddie Galindo, Senior Copywriter

SILVER WINNER

MERCENARY CREATIVE GROUP

2019 American Ad Awards
Program Ad

Sales & Marketing > Advertising
Industry Self-Promotion (Sales & Marketing) > Collateral >
14 - Special Event Materials
(Printed or Digital)

Drew Newbold
Creative Director

Aura Myers
Designer

Joanna Newbold
Account Manager



When searching for the best creative in the Sacramento region,
it's not hard to find silver and gold in this very moment.

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

- | | | | |
|-------------------------------|----------------|--------------|---------------|
| 1. Congratulations | 5. ADDYs | 9. Creative | 13. Print |
| 2. Gold | 6. Gala | 10. Designer | 14. Digital |
| 3. Silver | 7. Sacramento | 11. Visual | 15. Marketing |
| 4. Winners | 8. Advertising | 12. Artist | 16. Magic |

We applaud the commitment to always testing your precious creative mettle.

mercenarycg.com

SILVER WINNER



UN/COMMON

WellSpace Health - We See You

Cross Platform > Pro Bono > Pro Bono Campaigns >
65 - Integrated Media Pro Bono Campaign

Brantley Payne, Creative Director / Copywriter

Amber Witzke, Assistant Creative Director

Jason Rico, Video Editor

Katie Lynch, Producer

Michael Karap, Junior Art Director

SILVER WINNER

MERCENARY CREATIVE GROUP

"Cash in the Can" Campaign

Public Service > Sales & Marketing > 89 - Corporate Social Responsibility Marketing & Specialty Advertising > 89B - Campaign

Drew Newbold
Creative Director

Andre Ibarra
Motion Graphics / Editor

Michael Fleming
Producer

Jovi Radtke
Interactive Designer

Chris Newbold
Digital Manager

Joanna Newbold
Project Manager

Aaron Cheesman
Copywriter



SILVER WINNER



JP MARKETING

STD-HIV Awareness Campaign

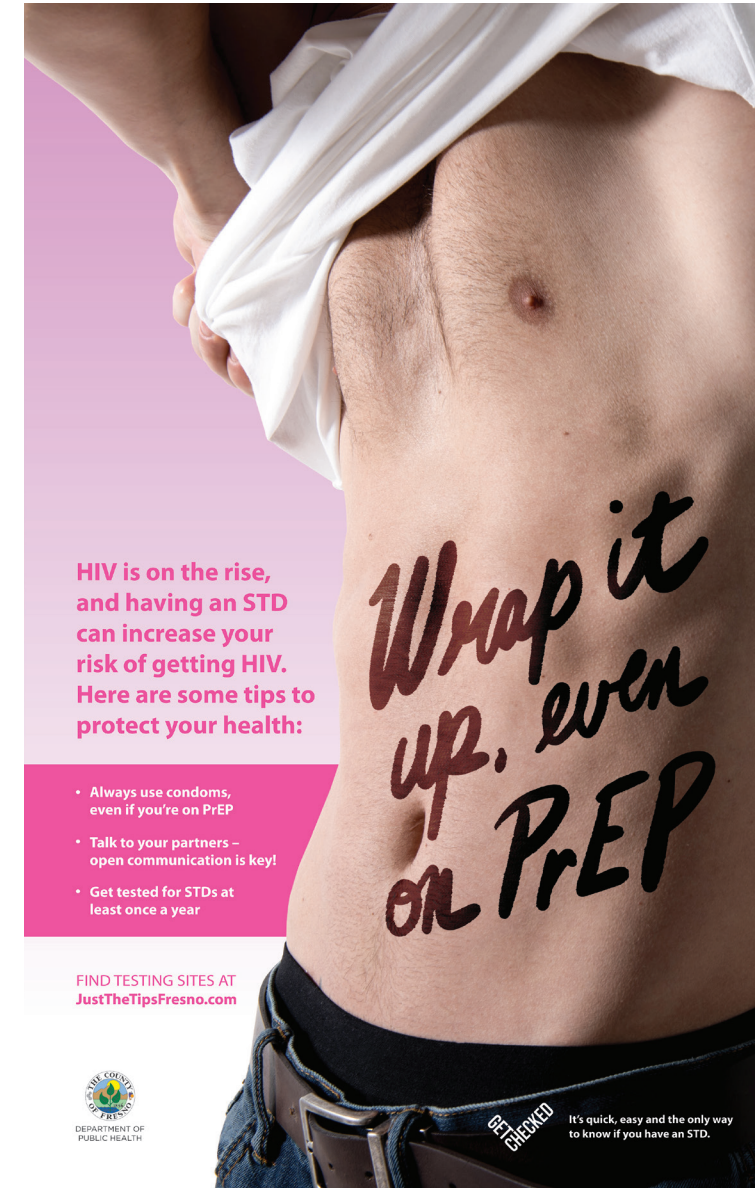
Public Service > Out-of-Home & Ambient Media > 95 - Corporate Social Responsibility Ambient Media > 95B - Campaign

Katrina Riggs
Senior Copywriter

Vicken Massoyan
Graphic Designer

Bryan Pickens
Art Director

Dillon White
Graphic Designer



HIV is on the rise, and having an STD can increase your risk of getting HIV. Here are some tips to protect your health:

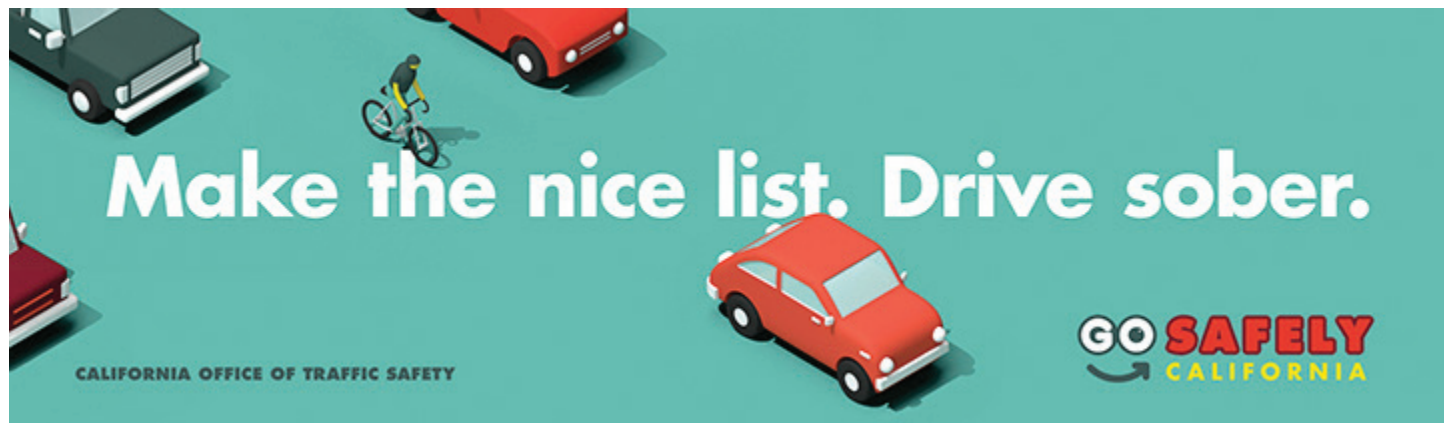
- Always use condoms, even if you're on PrEP
- Talk to your partners - open communication is key!
- Get tested for STDs at least once a year

FIND TESTING SITES AT JustTheTipsFresno.com



GET CHECKED
It's quick, easy and the only way to know if you have an STD.

SILVER WINNER



UN/COMMON

Go Safely, California

Public Service > Out-of-Home & Ambient Media > 96 - Pro Bono Out-of-Home > 96C - Campaign

Brantley Payne, Creative Director

Michael Karap, Junior Art Director

Andrea Pappas, Brand Director

SILVER WINNER



VSP GLOBAL

Hope, Where It's Needed Most

Public Service > Film, Video & Sound > 103 - Corporate Social Responsibility Non-Broadcast Audio/Visual

Jeff Parrish, Creative Director

Daniel McChesney, Director / Editor

Josh Pierson, Producer

Travis Valtierra, Director of Photography

Alex Trujillo, Camera 1 / Assistant Director of Photography

Ral Weekly, Camera 2

Jess Vincent, BTS Camera Operator

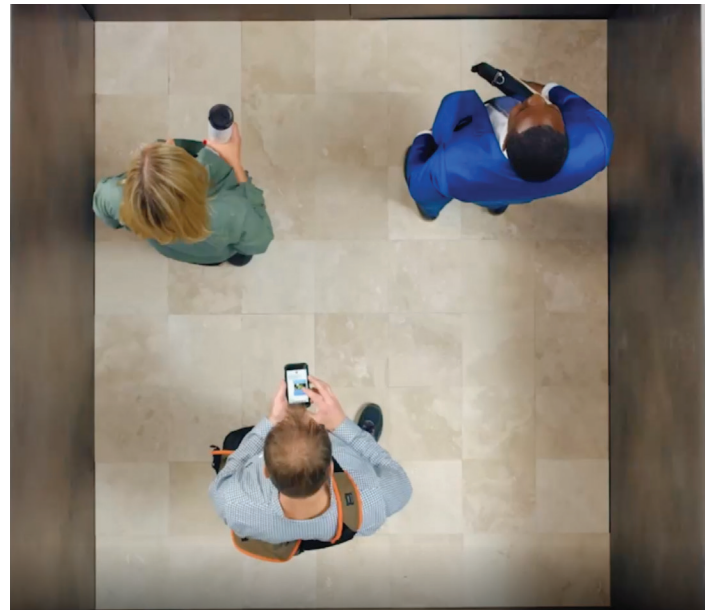
Renee Caldie, Production Designer / Scriptwriter

Eddie Galindo, Senior Copywriter

Jane Fortes, Art Director

Erika Sandoval, Project Manager

SILVER WINNER



UN/Common

Life's A Trip, Share The Ride

Public Service > Film, Video & Sound > 105 - Pro Bono Television

Brantley Payne, Creative Director / Copywriter

David Hadley, Assistant Creative Director

Christine Coe, Copywriter

Jennifer Mikacich, Producer

Isabella Romero, Brand Manager



SILVER WINNER



UN/Common

KidsofCaltrans

Public Service > Film, Video & Sound > 105 - Pro Bono Television

Brantley Payne

Creative Director / Copywriter

Katie Lynch

Producer

Abbey Biehl

Brand Director

Trapeze

Production Company, Editorial

GOLD WINNER STUDENT

STUDENT WORK - AWARDS -



CHRISTOPHER SLAUGHTER

CALIFORNIA STATE UNIVERSITY, FRESNO

Vamp Footwear

*Sales & Marketing > Sales Promotion > S01 - Product or Service Sales
Promotion > S01A - Packaging*

Christopher Slaughter, Graphic Designer

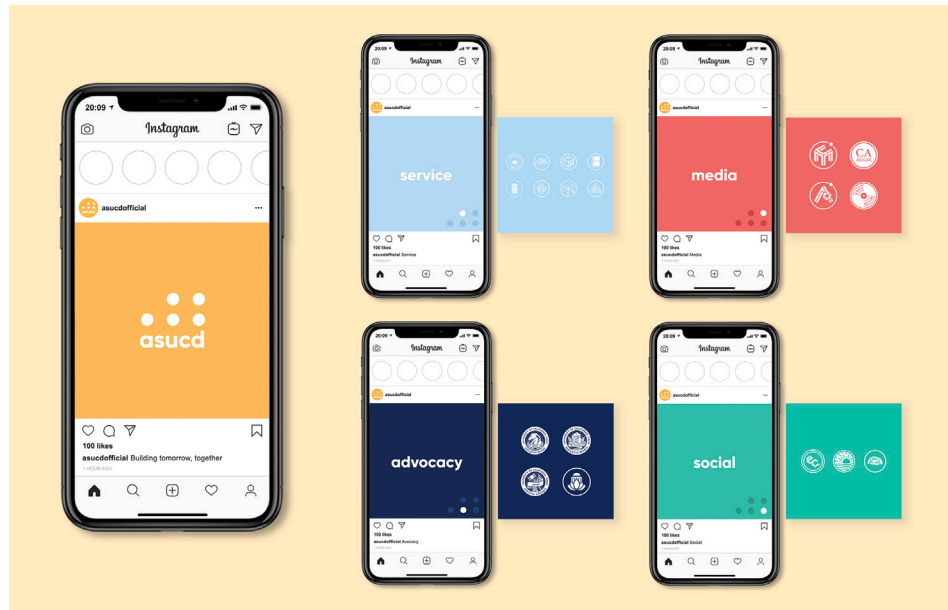
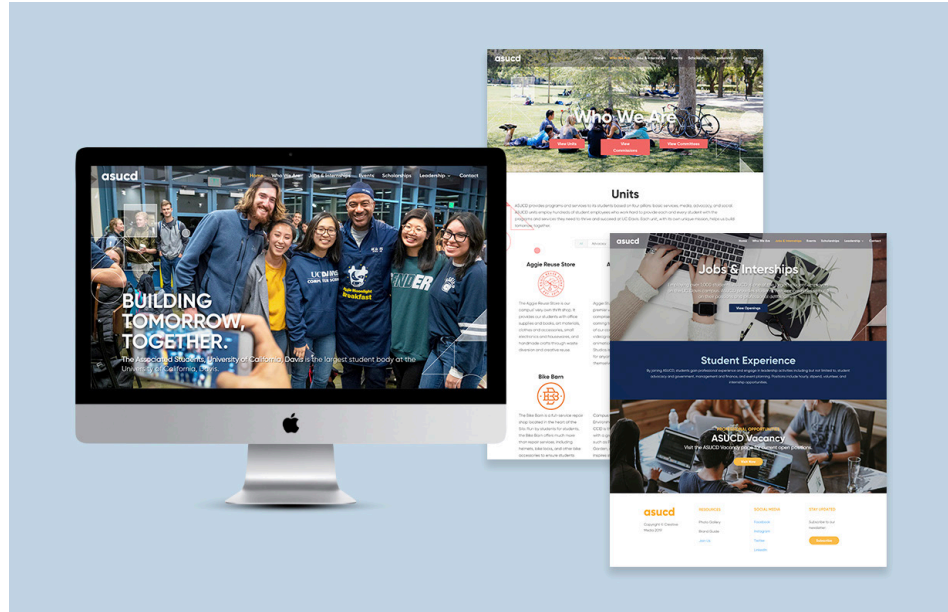
GOLD WINNER STUDENT

**CREATIVE MEDIA /
AGGIE STUDIOS**
**UNIVERSITY OF
CALIFORNIA, DAVIS**

ASUCD Rebrand

Cross-Platform > Integrated
Campaigns > Integrated Brand
Identity Campaign > S22B -
Integrated Brand Identity
Campaign

- Aaron Garcia**, Project Manager
- Shubha Chakravarty**, Video Co-Director and Producer
- Timothea Wang**, Graphics Lead
- Jason "JJ" Hsu**, Lead Programmer
- Jillian Nguyen**, Video Co-Director
- Simon Santos**, Video Editor
- Reed Worland**, Video Animator
- Jasmina Davis**, Video Animator
- CJ Paghasian**, Video Animator
- Sven Kuhne**, Video Animator
- Kelin Tham-Graul**, Photographer
- Sumin Choi**, Photographer
- Michelle Gore**, Graphic Designer
- Jiwon Choi**, Graphic Designer
- Joyce Kim**, Graphic Designer
- Alex Shimotake**, Graphic Designer
- Soumil Shekdar**, Programmer
- Caitlyn Liu**, Copywriter
- Saahil Patel**, Marketing Lead
- Esther Lim**, Social Media Manager



GOLD WINNER STUDENT

MICHAEL VANG
**CALIFORNIA STATE
UNIVERSITY, FRESNO**

CHEEHOO!
Polynesian Hot Sauce Faces
ElementsofAdvertising >
Illustration > S25 - Illustration >
S25B - Illustration - Campaign

Michael Vang, Illustrator



GOLD WINNER STUDENT

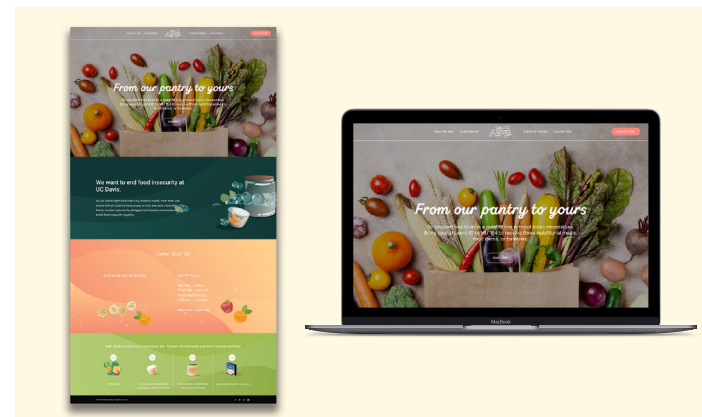


CREATIVE MEDIA / AGGIE STUDIOS UNIVERSITY OF CALIFORNIA, DAVIS

The Pantry Rebrand

Cross-Platform > Integrated Campaigns >
Integrated Brand Identity Campaign >
S22B - Integrated Brand Identity Campaign

- Aaron Garcia**, Project Manager
- Shubha Chakravarty**, Executive Producer
- Timothea Wang**, Graphics Lead
- Jingwen Low**, Programmer
- Elijah Alba**, Programmer
- Kelin Tham-Graul**, Photographer
- Sumin Choi**, Photographer
- Michelle Gore**, Graphic Designer
- Jiwon Choi**, Graphic Designer
- Joyce Kim**, Graphic Designer
- Alex Shimotake**, Graphic Designer
- Esther Lim**, Copywriter
- Saahil Patel**, Marketing Lead



GOLD WINNER STUDENT



AGGIE STUDIOS UNIVERSITY OF CALIFORNIA, DAVIS

Unitrans 2019 Referendum

ElementsofAdvertising > Film, Video & Sound > S29
- Animation or Special Effects

- Shubha Chakravarty**, Executive Producer, Co-Director, and Writer
- Jillian Nguyen**, Co-Director
- Simon Santos**, Editor
- Kelin Tham-Graul**, Videographer
- CJ Paghasian**, Illustrator / Animator
- Sven Kuhne**, Illustrator / Animator
- Ashley Pascua**, Illustrator / Animator
- William Li**, Illustrator / Animator

SILVER WINNER STUDENT



HANNAH HINSON

FRESNO PACIFIC UNIVERSITY

Daily Grind Coffee Company

Sales & Marketing > Sales Promotion >
S01 - Product or Service Sales Promotion >
S01A - Packaging

Hannah Hinson, Graphic Designer



SILVER WINNER STUDENT



ALBERT HARO

**CALIFORNIA STATE UNIVERSITY,
FRESNO**

Colonial Rogue Rum

Sales & Marketing > Sales Promotion >
S01 - Product or Service Sales Promotion >
S01A - Packaging

Albert Haro, Graphic Designer

SILVER WINNER STUDENT

SILVER WINNER STUDENT



MAHIN ALIBABAEI CALIFORNIA STATE UNIVERSITY, FRESNO

Foothill Vodka
Sales & Marketing > Sales Promotion > S01 - Product or Service
Sales Promotion > S01A - Packaging

Mahin Alibabaei, Graphic Designer



ROSALBA IBARRA CALIFORNIA STATE UNIVERSITY, FRESNO

Peet's Coffee
Sales & Marketing > Sales Promotion > S01 - Product or Service
Sales Promotion > S01A - Packaging

Rosalba Ibarra, Graphic Designer

SILVER WINNER STUDENT



ERICH SCHWARTZ CALIFORNIA STATE UNIVERSITY, FRESNO

Yao Guai Hot Sauce
Sales & Marketing > Sales Promotion > S01 - Product or Service
Sales Promotion > S01A - Packaging

Erich Schwartz, Graphic Designer

SILVER WINNER STUDENT



MICHAEL VANG CALIFORNIA STATE UNIVERSITY, FRESNO

**CHEEHOO!
Polynesian Hot Sauce**
Sales & Marketing > Sales Promotion > S01 - Product or Service
Sales Promotion > S01A - Packaging

Michael Vang, Graphic Designer

SILVER WINNER STUDENT

OFELIA MENDOZA OLEA
CALIFORNIA STATE UNIVERSITY, FRESNO

Peet's Coffee
Sales & Marketing >
Sales Promotion >
S01 - Product or Service
Sales Promotion >
S01B - Point of Purchase

Ofelia Mendoza Olea
Graphic Designer



SILVER WINNER STUDENT

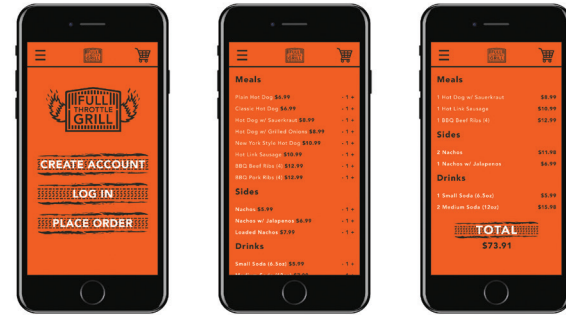
ROSALBA IBARRA
CALIFORNIA STATE UNIVERSITY, FRESNO

Williams Sonoma Shopping Bag
Sales & Marketing >
Sales Promotion >
S01 - Product or Service
Sales Promotion >
S01B - Point of Purchase

Rosalba Ibarra
Graphic Designer



SILVER WINNER STUDENT



CHRISTOPHER SLAUGHTER CALIFORNIA STATE UNIVERSITY, FRESNO

Full Throttle Grill

Cross-Platform > Integrated Campaigns > Integrated Brand Identity
Campaign > S22B - Integrated Brand Identity Campaign

Christopher Slaughter, Graphic Designer

SILVER WINNER STUDENT

JENNIFER GONZALEZ-RAMIREZ

CALIFORNIA STATE
UNIVERSITY, FRESNO

Hungry Hippo Hut

ElementsofAdvertising >
Visual > S24 - Logo Design

Jennifer Gonzalez-Ramirez
Graphic Designer



SILVER WINNER STUDENT

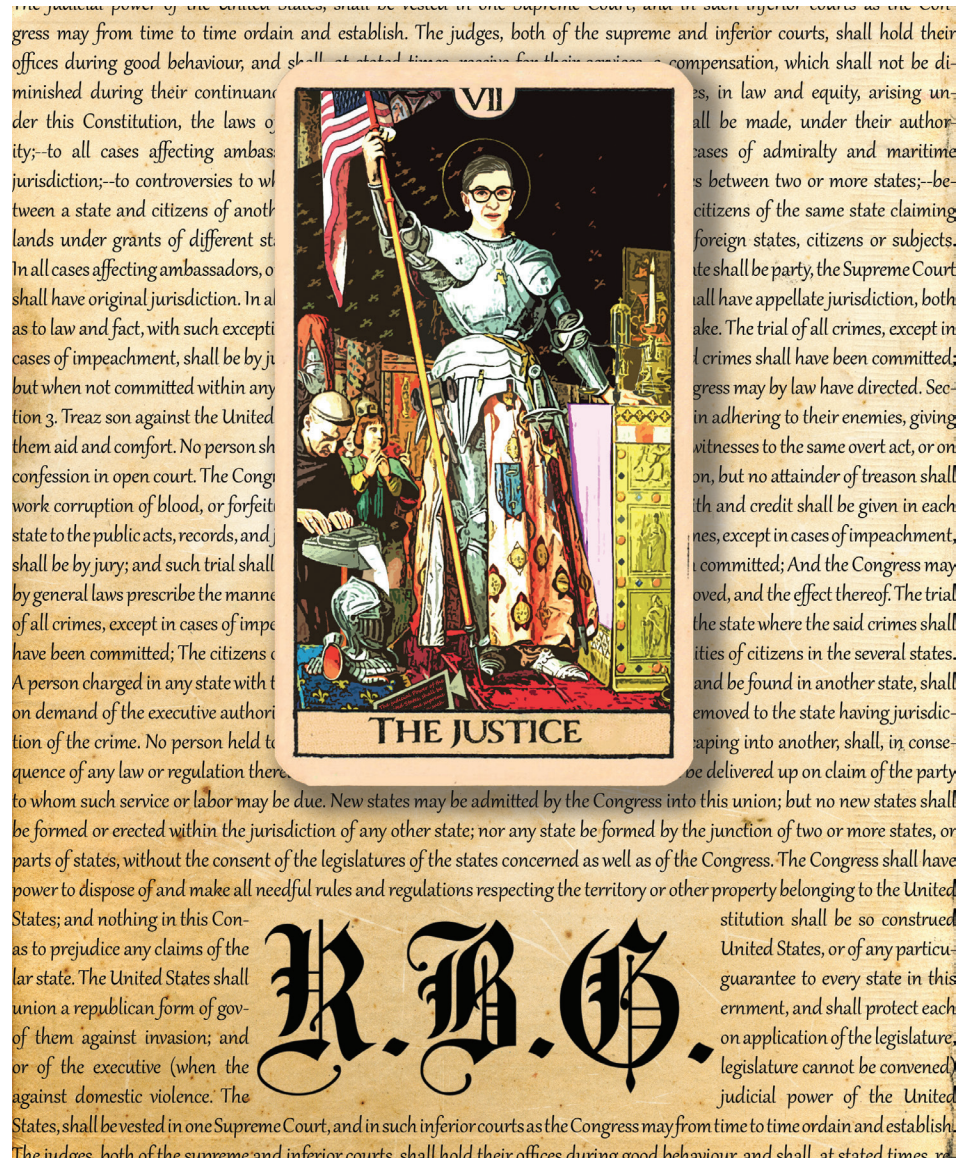
PAUL FINCH

CALIFORNIA STATE UNIVERSITY, FRESNO

**Luminous RBG
(Ruth Bader Ginsburg)**

ElementsofAdvertising > Illustration > S25 - Illustration > S25A - Illustration – Single

Paul Finch, Illustrator



SILVER WINNER STUDENT



SETH CASAREZ

CALIFORNIA STATE UNIVERSITY, FRESNO

Hansel and Gretel

ElementsofAdvertising > Illustration > S25 - Illustration > S25A - Illustration – Single

Seth Casarez, Illustrator

SILVER WINNER STUDENT



HUE KONG VANG

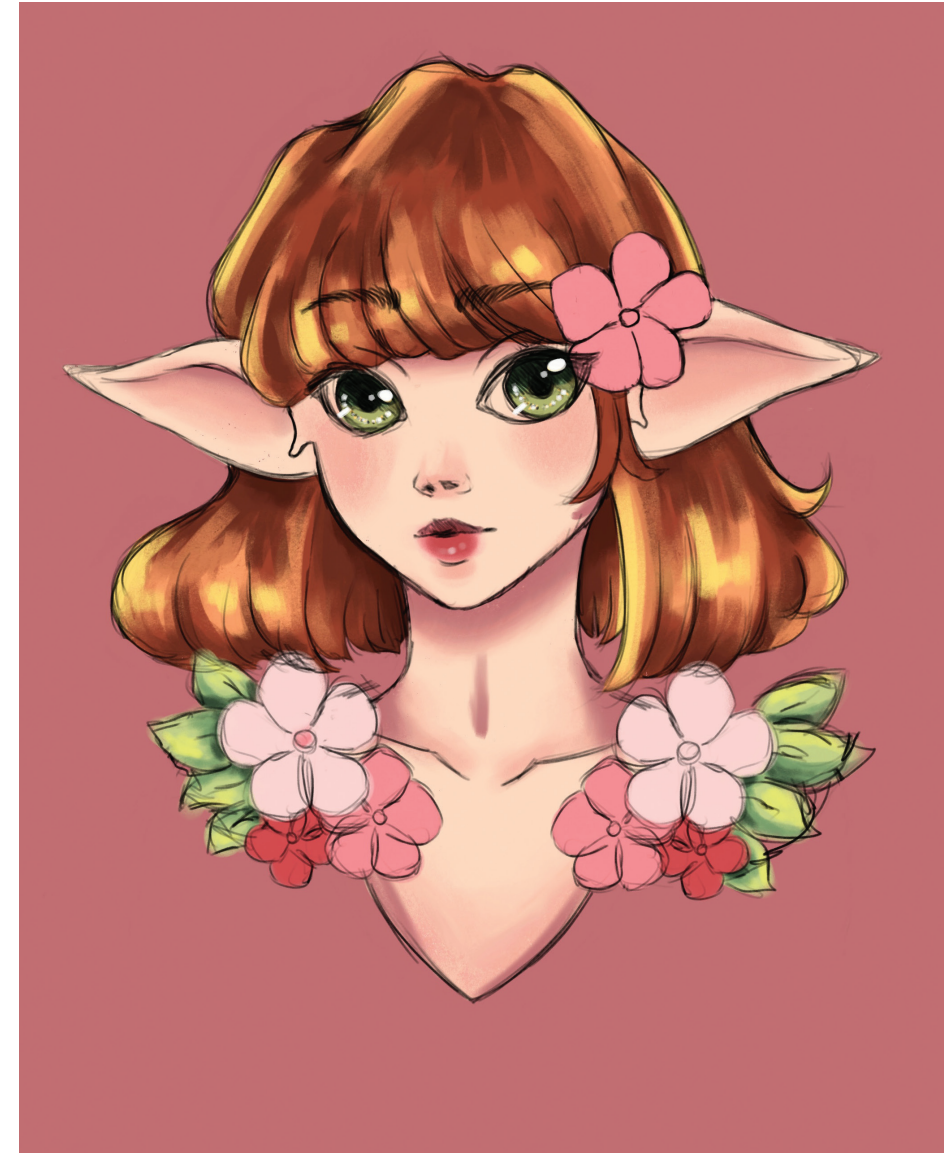
CALIFORNIA STATE UNIVERSITY, FRESNO

Freaks

ElementsofAdvertising > Illustration > S25 - Illustration > S25A - Illustration - Single

Hue Kong Vang, Illustrator

SILVER WINNER STUDENT



KATHY YANG

CALIFORNIA STATE UNIVERSITY, FRESNO

Spring Portrait

ElementsofAdvertising > Illustration > S25 - Illustration > S25A - Illustration - Single

Kathy Yang, Illustrator

SILVER WINNER STUDENT



ERICH SCHWARTZ
CALIFORNIA STATE UNIVERSITY, FRESNO

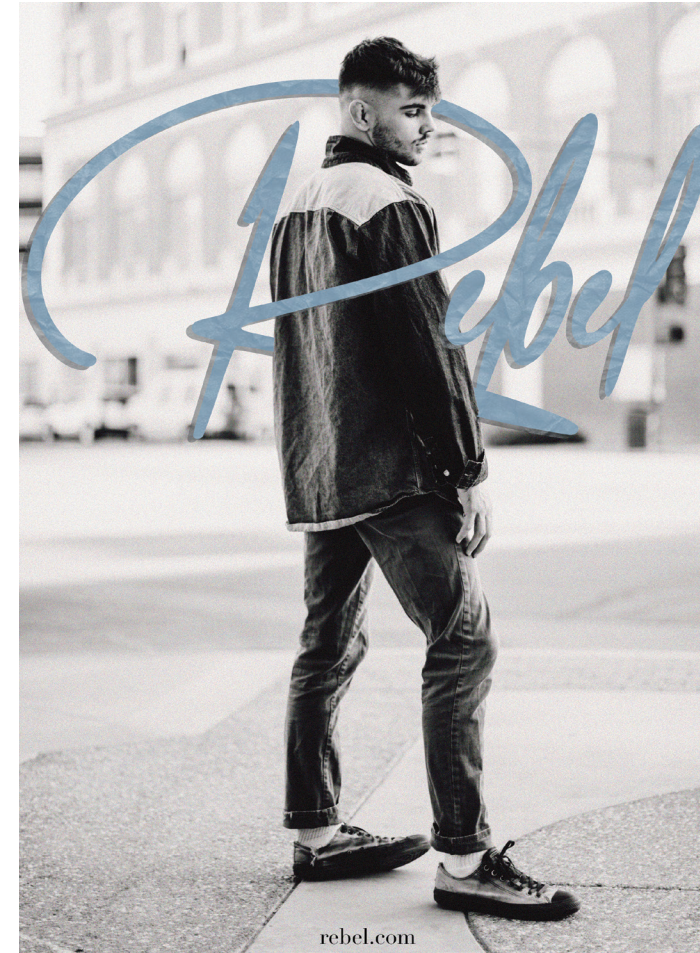
Yao Guai Hot Sauce Labels

ElementsofAdvertising > Illustration >
S25 - Illustration > S25B - Illustration - Campaign

Erich Schwartze, Illustrator



SILVER WINNER STUDENT



GIANNA CARDELLA
CALIFORNIA STATE UNIVERSITY, FRESNO

Rebel Clothing Photographs

ElementsofAdvertising > Still Photography > S26D - Campaign

Gianna Cardella, Graphic Designer



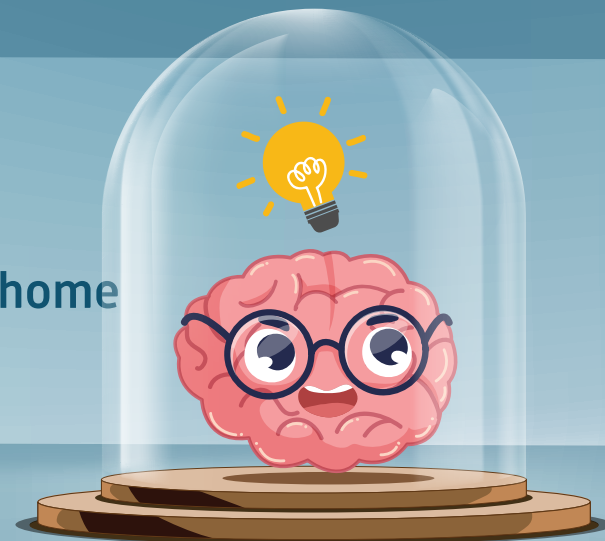
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SIXTY YEARS AGO.**

The best way to see where we're going is to see where we've been. When Jean Runyon founded RSE, she envisioned an agency built on creativity, integrity and most of all, community. A belief that a company can help both our clients and community prosper and succeed together. It's what makes RSE original. Just like Jean.



PAST PRESIDENTS

1907	J. J. Tragellas	1935	R.E. Beauchamp	1965	Robert Miller	1993	Trever Cartwright
1908	J. L. Simpon	1936	W.R. Odom	1966	Don Fleming	1994	Greg Glass
1909	E. Lyman Eddy	1937	Henry J. McFariand	1967	Felix Adams	1995	Kathy Dana
1910	W.F. Bening	1938	Jack Leatherman	1968	Chuck Mahone	1996	Kirk Whelan
1911	A.L. Crane	1939	Jack O'Neil	1969	Marvin Pierce	1997	Russell Postell
1912	H.G. Longhurst	1940	Joe Brannon	1970	Bill Oliver	1998	Paul McClure
1913	H.G. Longhurst	1941	Gordon Daniels	1971	Bill Rase	1999	Alicia Ritter
1914	J.M. Anderson	1942	Jack Schacht	1972	Dick Robinson	2000	David Gibson
1915	G.C. Cummings	1943	Dinty Moore	1973	Tom Curran	2001	Julie Childs
1916	Thomas Cody	1944	Eddie Foulke	1974	Christine McGlasson	2002	Kristin Kelleher
1917	Jess Lubin	1945	Tom Cromwall	1975	John Baldwin	2003	Jeff Plank
1918	J. La Rash	1946	Tom Cromwall	1976	Al Hellenthal	2004	Ray Solone
1919	J.B. Coghill	1947	Cliff Boggess	1977	Al Hellenthal	2005	Jennifer Castleberry
1920	J.B. Coghill	1948	Don McCree	1978	Stan Weisberger	2006	Tom Tripp
1921	P.A. Mitchell	1949	Jack Brashear	1979	Jim Conley	2007	Tom Tripp
1922	Jim Davis	1950	R. S. Chapin	1980	Anita Garner	2008	Jessica Burns
1923	Curt Larsen	1951	John Nocolay	1981	Bob Couture	2009	Eric Byers
1924	Jack Oakley	1952	T. J. Hammer	1982	Doug Robertson	2010	Laura Langerwerf
1925	Bruce Bennett	1953	W. R. Johnson	1983	Fred Gebstadt	2011	Julie Childs
1926	Carl Brookhagen	1954	Kenneth Bonnell	1984	Chuck Hills	2012	Samuel Hon
1927	Charles Farrell	1955	C. W. Queale	1985	Linda Metcalf	2013	Samuel Hon
1928	Art Strade	1956	David Williamson	1986	Mona Chambers Graham	2014	Rachael Lankford
1929	Arthur Ludley	1957	Richard Marsh	1987	David Swift	2015	Peggy Schwar
1930	Ken Lawyer	1958	Robert O'Brien	1988	Janel Smith Marchi	2016	Christopher Terrazas
1930	Harry Royer	1959	Ralph Herbert	1989	Karen Bakula	2017	Christopher Terrazas
1931	Alvia F. Love	1960	Frank Keeling	1990	Jeff Holden	2018	Heather Smith
1932	C.E. Borem	1961	William Hopkins	1991	John Keys	2019	Christie Pierce
1933	Irv Engler	1962	Herman Pankey	1992	David Gross		
1934	Roy Claire	1963	Joe Stingham				

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Masters Candidate,
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so few dare.
see you next year.**





ENJOY YOUR VIEW.

Most people just see a pretty picture. Others see a methodical composition of texture, color, and light. Still, others see a story brewing just beneath the surface.

To those who view life through a creative lens, VSP Global® is proud to support you and the 2020 Sacramento Addy Awards.

