



**AMERICAN
ADVERTISING
FEDERATION
OF MIAMI**

BRAND NEW

**2020
ADDY AWARD
WINNERS**



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

The American Advertising Awards is one of the industry's largest creative competitions, attracting nearly 35,000 professional and student entries each year through local club competitions.

The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in advertising.

ENTER LOCALLY. WIN NATIONALLY.

2019 was an interesting year in our awards show with many newcomers taking the top honors. We had a great night at Miami Design District's Palm Court Ballroom where we also honored our first ever Creative Futures Scholarship recipients.

Through the generous support of
Miami's advertising community
we were able to grant

\$6,000 in scholarships

**This has been by far our biggest achievement to date
and we hope to not only match but surpass this goal in 2020.**

AAFMiami is a 501c4 nonprofit organization



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

ABOUT THE CREATIVE FUTURES SCHOLARSHIP FUND:

The American Advertising Federation is over 40,000 members strong and we are committed to the growth and progress of the industry as a whole. That means recognizing the lack of diversity within certain roles at the agency level and understanding that the pursuit of creative passion is often a luxury not afforded to everyone.

As a non-profit that is committed to the progress of creativity and equal opportunity for all, we aim to make this small step in alleviating some of the financial burden around the next generation's objective of a career in the creative industry.

That's why we introduced the

CREATIVE FUTURES SCHOLARSHIP

to benefit Title 1 Miami public high school students who show promise in a creative field.

Title 1 Public high schools are schools with a student base where at least 40% come from low-income families.

This is where we know we can make the biggest difference.

A \$2,000 scholarship can buy the next generation of creatives a computer, a camera, or other necessary equipment that will enable them to enter our workforce. With so many cuts in public school funding related to the arts, we see this scholarship as necessary to keep creative curiosity alive among our most underprivileged youth.

TO GIVE MAKE A GIFT VISIT:
aafmiami.com/scholarship



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

2020 ADDY JUDGES



ALEJANDRO RAMIREZ - CREATIVE LEAD, ART DIRECTOR & USER EXPERIENCE DESIGNER (Austin, Texas)

Alejandro Ramirez is a Creative Lead, Art Director, and User Experience designer based in Austin, TX, with over 14 years of experience. Alejandro has worked for top agencies across the United States, such as Grey, DDB Worldwide and McCann Erickson, among others. He's had the great opportunity and privilege of ideating and leading successful — both traditional and digital media — advertising campaigns for clients such as IBM, Procter and Gamble, Bridgestone and Firestone tires, History channel and Marshalls, Fernandes guitars, among others.

As a Creative Lead, Alejandro is a strategy and process-driven individual. He believes in collaborative environments and thoughtful conversations that bridge the gap between work and fun, in the power of ideas, the sensual delight of beautiful design and the disruptive power of evolution of thought as the means to create thought-provoking campaigns that not only communicate, but take a stand.



JEN SMITH - CREATIVE DIRECTOR (Austin, Texas)

I started my ad career in Cincinnati as a copywriter working on CPG brands like Pringles, Bounty, and Charmin. From there, I stepped into a leadership role as an ACD over some fun Smucker's food brands — running the social media for Folgers, Jif, Pillsbury Baking, Dunkin Donuts, and Uncrustables.

In 2015, I decided to take on a new challenge, so my husband and I packed up our lives and moved to Austin, Texas where I'm currently overseeing creative teams on UPS, Bumble, Church's Chicken, and Reliant.

When I'm not at work, you can find me doing something active, writing for my side hustle, and spending time with my husband and fur babies.



JOHN WILLIAMSON - FREELANCE ART / CREATIVE DIRECTOR (DALLAS, TEXAS)

With nearly 2 decades of experience in both Canada and the US, John has worked on a ridiculously large variety of clients, media, and budgets. Some of the more high-profile accounts he's worked on include: Dodge, Jack Daniels, Coca-Cola, Carnival Cruiselines, YMCA, K2 Skis, Amtrak, Bell Mobility (Canada), Volvo, and Panasonic, Lotteries of British Columbia, and Frito-Lay.

John has worked at both large multinational and small independent agencies such as: TBWA, Arnold, Wieden+Kennedy, DDB, Rethink, & 123 West.

John's work has been consistently awarded by all the major advertising shows including; Cannes, The One Show, D&AD, Communication Arts, and the Clios.

He also has a trophy wife and 3 relatively shiny children who all enjoyed snowboarding together, until they moved to Texas.

PROFESSIONAL GOLD

to view all videos, please visit vimeo.com/aafmiami



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

Entry Title: RAV4 OLV- Cuco
Company: CCOM Group
Category: Commercial Single Spot

Entry Title: RAV4 OLV - Llorona
Company: CCOM Group
Category: Single Spot

Entry Title: Sound of Greatness
Company: Zubi Advertising
Category: Radio Sound

Entry Title: RAV4 - Monsters
Company: CCOM Group
Category: Consumer Campaign

BEST OF FILM, VIDEO & SOUND

BEST OF ELEMENTS OF ADVERTISING

Entry Title: The Unknown
Company: Zubi Advertising
Category: In Theatre Commercial

Entry Title: Cerveza Sol - Traditions
Company: Underdog
Category: Internet Commercial Campaign

Entry Title: The Unknown
Company: Zubi Advertising
Category: Cinematography

Entry Title: New Morning Routine
Company: Artex Productions
Category: Cinematography

BEST OF SHOW

Entry Title: RAV4 - Legendary Coincidence
Company: CCOM Group
Category: Single Spot

Entry Title: Pre-Collision Elevator
Company: Zubi Advertising
Category: OOH Guerrilla Marketing

BEST OF OOH

Entry Title: RAV4 - Monsters
Company: CCOM Group
Category: Internet Commerical Campaign

Entry Title: Stop the Cycle
Company: Republica Havas
Category: Print Advertising Campaign

BEST OF PRINT

HONORABLE MENTION

Entry Title: RAV4 OLV - Chupis
Company: CCOM Group
Category: Single Spot

Entry Title: Nudge Coffee Bar
Company: Macias Creative
Category: Packaging Campaign

HONORABLE MENTION



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

Entry Title: The Unknown
Company: Zubi Advertising
Category: Single Spot

Entry Title: SHRH: Discover Your Rhythm
Company: Artex Productions
Category: Sound Design

HONORABLE MENTION

Entry Title: Pre-Collision Elevator
Company: Zubi Advertising
Category: Poster

Entry Title: We Are Not a Factory
Company: Neuelane
Category: OOH - Guerrilla Marketing

Entry Title: Pre-Collision Elevator
Company: Zubi Advertising
Category: OOH - Interior

Entry Title: The Wander Email Serier
Company: Royal Caribbean
Category: Email

Entry Title: RAV4 - Monsters
Company: CCOM Group
Category: Social Media Campaign

Entry Title: New Morning Routine
Company: Artex Productions
Category: Sound Design

BEST OF PUBLIC SERVICE

Entry Title: Cerveza Sol - Traditions
Company: Underdog
Category: Branded Content for Online

Entry Title: Camry OLV - Lights Out
Company: CCOM Group
Category: Music with Lyrics

BEST OF CROSS PLATFORM

Entry Title: Perfect Day at CocoCay Launch
Campaign
Company: Royal Caribbean
Category: Integrated Brand Identity Campaign

Entry Title: Ingles Para Todos
Company: MARCA Miami
Category: TV National Campaign

HONORABLE MENTION

Entry Title: Gloria
Company: Zubi Advertising
Category: Single Spot

Entry Title: Casino DMs
Company: Royal Caribbean
Category: Direct Mail

BEST OF SALES & MARKETING

A collection of tropical leaves, including a large monstera leaf and several palm fronds, are arranged along the left side of the image. The background is a solid orange color with a subtle pattern of small yellow dots.

PROFESSIONAL SILVER

to view all videos, please visit vimeo.com/aafmiami



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

BEST OF ONLINE

Entry Title: PD at CocoCay Interactive Emails
Company: Royal Caribbean
Category: Campaign

Entry Title: Premium DMs
Company: Royal Caribbean
Category: Direct Mailer

HONORABLE MENTION

Entry Title: Truck
Company: MARCA Miami
Category: Single Ad

Entry Title: Nudge Coffee Butter Design
Company: Macias Creative
Category: Packaging Campaign

Entry Title: Ingles Para Todos
Company: MARCA Miami
Category: Single Spot

Entry Title: Nudge - The New Wave of Coffee
Company: Macias Creative
Category: Enhanced Campaign

Entry Title: Casino Golf Tournament DM
Company: Royal Caribbean
Category: Direct Mailer

Entry Title: We Are Not a Factory
Company: Neuelane
Category: Social Media Campaign

Entry Title: 50 Years Bold Campaign
Company: Royal Caribbean
Category: Brand Identity Campaign

Entry Title: Adventure Ocean Relaunch
Company: Royal Caribbean
Category: Brand Identity Campaign

Entry Title: SHRH: Discover Your Rythm
Company: Artex Productions
Category: Cinematography

Entry Title: Nudge Coffee Butter Design
Company: Macias Creative
Category: Packaging Campaign

Entry Title: Portside BBQ
Company: Royal Caribbean
Category: Brand Identity Campaign

Entry Title: Crew 360 High Diver
Company: Royal Caribbean
Category: Social Media



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

Entry Title: Quesame
Company: MARCA Miami
Category: Single Spot

Entry Title: SHRH: Discover Your Rythm
Company: Artex Productions
Category: Video Editing

Entry Title: BOé: Logo Design
Company: DeLeon Creative
Category: Logo

Entry Title: Corolla OLV - Colors
Company: CCOM Group
Category: Special Effects, Motion Graphics

Entry Title: Blaster Video Series
Company: Royal Caribbean
Category: Internet Commercial Campaign

Entry Title: Oasis of the Seas 360
Company: Royal Caribbean
Category: Social Media

Entry Title: Absolut Vodka Florida Bottle
Company: Shiraz Creative
Category: Packaging

Entry Title: Social 298 Logo
Company: Royal Caribbean
Category: Logo Design

Entry Title: SHRH: Discover Your Rythm
Company: Artex Productions
Category: Single Spot

Entry Title: 50 Years Bold Infographic
Company: Royal Caribbean
Category: Infographic

Entry Title: Truman Little White
House Website
Company: BlackDog Advertising
Category: Consumer Website

Entry Title: Santa is Coming to Downtown
Company: Macias Creative
Category: Single Spot :30 seconds

Entry Title: Como Quieras
Company: MARCA Miami
Category: Radio National Campaign

Entry Title: What is Design?
Company: August Creative Group
Category: Branded Content Campaign



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

| | |
|--|---|
| Entry Title: Daniella Levine Cava for Mayor Ad Company: mwfilms & Manto Media Category: Internet Commerical Campaign | Entry Title: CCOM Motivation Mondays Company: CCOM Group Category: Social Media Campaign |
| Entry Title: Expeditions Inaugural Brochure Company: PIL Creative Group Category: Brochure | Entry Title: Atlas Ocean Voyages Corporate ID Company: PIL Creative Group Category: Logo Design |
| Entry Title: Ciroc Studios - Save the Music Company: Underdog Category: Branded Content & Entertainment for Online | Entry Title: FPL Lineworkers Mutual Assistance Company: CCOM Group Category: Video Editing |
| Entry Title: 50YB Travel Agent Collector's Book Company: Royal Caribbean Category: Book Design | Entry Title: Truman Little White House Logo Company: BlackDog Advertising Category: Logo Design |
| Entry Title: Corolla Colors Company: CCOM Group Category: Social Media Campaign | Entry Title: Clash for the Crystal City Company: Royal Caribbean Category: OOH - Mutiple Installations |
| Entry Title: Boston Tea Party Ships Website Company: BlackDog Advertising Category: Website Consumer | Entry Title: Quesame Company: MARCA Miami Category: Music with lyrics |
| Entry Title: 2020-2021 Cruise Collection Brochure Company: PIL Creative Group Category: Brochure | Entry Title: Corolla OLV - Colors Company: CCOM Group Category: Single Spot |



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

Entry Title: Sails to Rails Museum Email
Company: Blackdog Advertising
Category: Email

Entry Title: Later Sugar Hey Irresistible
Company: Macias Creative
Category: Radio National Campaign

Entry Title: BlackDog Creativity Day Social
Company: BlackDog Advertising
Category: Advertising Industry Self-Promotion

Entry Title: Lineman Thanksgiving
Company: CCOM Group
Category: Single Spot

Entry Title: Snack Shack Logo
Company: Royal Caribbean
Category: Logo Design

Entry Title: Lineman Mutual Assistance
Company: CCOM Group
Category: Single Spot

Entry Title: Bayfront Holiday Village
Company: Macias Creative
Category: OOH Campaign

Entry Title: Fury Double Dip
Company: BlackDog Advertising
Category: Photography

Entry Title: Diced Road Campaign
Company: Beyond the Agency
Category: Social Media

Entry Title: OMA Name & Logo
Company: Bionic Brand Lab
Category: Logo Design

Entry Title: Spanish Marie Brand Identity
Company: Beyond the Agency
Category: Logo Design

Entry Title: It's A Colorful Life
Company: Macias Creative
Category: Social Media

Entry Title: Oasis Amped - Ultimate Abyss
Company: Royal Caribbean
Category: Single Spot

Entry Title: Daytona 500
Company: CCOM Group
Category: Branded Content & Entertainment
for Online



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

| | |
|--|---|
| Entry Title: Perfect Day at CocoCay GIFs Company: Royal Caribbean Category: Social Media | Entry Title: After You Grab Bag Airport Video Company: BlackDog Advertising Category: OOH Interior |
| Entry Title: BlackDog New Business Brochure Company: BlackDog Advertising Category: Brand Elements | Entry Title: River Oaks District Photography Company: Bionic Brand Lab Category: Photography, Single |
| Entry Title: BlackDog Branding Mural Video Company: BlackDog Advertising Category: Industry Self-Promotion Film | Entry Title: River Oaks District Photography Company: Bionic Brand Lab Category: Digital Enhanced Campaign |
| Entry Title: It's A Colorful Life Company: Macias Creative Category: Single Spot | Entry Title: FPL Lineman Stories Company: CCOM Group Category: Social Media Campaign |
| Entry Title: Ana Q Skinny Latina Sauce Labels Company: BlackDog Advertising Category: Packaging Campaign | Entry Title: Camry TV- Obsession Company: CCOM Group Category: Single Spot |
| Entry Title: Fury Dolphin Watch Company: BlackDog Advertising Category: Photography | Entry Title: Camry - Pio Pio Company: CCOM Group Category: Consumer Campaign |
| Entry Title: Key West Aquarium Websity Company: BlackDog Advertising Category: Website | Entry Title: Supercharge Your Senses Company: WOW MKTG Category: OOH Poster Campaign |

STUDENT GOLD

to view all videos, please visit vimeo.com/aafmiami



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

BEST IN SHOW

Entry Title: Google Safe Mode
School: University of Miami
Category: Digital Creative Technology

Entry Title: Tipsy
School: University of Miami
Category: Integrated Brand Identity Campaign

Entry Title: Big Fun, Little Problems
School:
Category: Magazine Ad Campaign

Entry Title: Holiday Roast
School:
Category: Packaging

Entry Title: Life & Liberty
School: University of Miami
Category: Consumer Campaign

Entry Title: Cook it
School: University of Miami
Category: Book Design

Entry Title: Whopper Legal
School: University of Miami
Category: OOH

Entry Title: Estonia
School: University of Miami
Category: Digital Creative Technology

Entry Title: Embrace
School: University of Miami
Category: Digital Creative Technology

Entry Title: Google Sight
School: University of Miami
Category: Digital Creative Technology

Entry Title: Devil's Brew
School: University of Miami
Category: Integrated Brand Identity Campaign

STUDENT SILVER

to view all videos, please visit vimeo.com/aafmiami



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

Entry Title: Lori
School: University of Miami
Category: Digital Creative Technology

Entry Title: Nova
School: University of Miami
Category: Integrated Brand
Identity Campaign

Entry Title: Google Light
School: University of Miami
Category: Digital Creative Technology

Entry Title: Life & Liberty
School: University of Miami
Category: Consumer Campaign

Entry Title: Cook it
School: University of Miami
Category: Book Design

Entry Title: Whopper Legal
School: University of Miami
Category: OOH

Entry Title: Estonia
School: University of Miami
Category: Digital Creative Technology

Entry Title: Embrace
School: University of Miami
Category: Digital Creative Technology

Entry Title: Google Sight
School: University of Miami
Category: Digital Creative Technology

Entry Title: Devil's Brew
School: University of Miami
Category: Integrated Brand Identity Campaign

Entry Title: Be Unreal
School: University of Miami
Category: Magazine Advertising

Entry Title: Virgin Journey
School: University of Miami
Category: Integrated Brand Identity Campaign

Entry Title: @yourkids
School: University of Miami
Category: Social Media Campaign

Entry Title: Suhula
School: University of Miami
Category: Digital Creative Technology

Entry Title: No More Red
School: University of Miami
Category: Integrated Campaign

Entry Title: Your Extra Is My Everyday
School: University of Miami
Category: OOH Outdoor Campaign

Entry Title: I'm Fine
School: University of Miami
Category: Integrated Brand
Identity Campaign

Entry Title: Aubi & Ramsa - 21+ Ice Cream & Co.
School:
Category: Illustration Campaign

Entry Title: Where You Get Your News Matters
School: University of Miami
Category: Newspaper Campaign

Entry Title: Netflix Lullabies
School: University of Miami
Category: Radio Campaign

Entry Title: Modern Muse
School: University of Miami
Category: Integrated Campaign



AMERICAN
ADVERTISING
FEDERATION
OF MIAMI

Listed in order of ranking

Entry Title: It's Natural - North Face
School: University of Miami
Category: Consumer Campaign

Entry Title: VANS for Everyone
School: University of Miami
Category: Campaign

Entry Title: Your Extra Is My Everyday
School: University of Miami
Category: Copywriting

Entry Title: Jenga - Bottoms Up
School: University of Miami
Category: Digital Creative Technology

Entry Title: Cheeky Paper Co
School: University of Miami
Category: Illustration

Entry Title: BandAid Protect What Matters
School:
Category: Art Direction Campaign

Entry Title: BandAid Protect What Matters
School:
Category: Advertising Campaign

Entry Title: Make it Suck Less - TaskRabbit
School: University of Miami
Category: Radio Campaign

Entry Title: InkSense
School: University of Miami
Category: Digital Creative Technology

Entry Title: VANS - Off the Wall
School: University of Miami
Category: OOH Poster Campaign

**Questions?
Comments?**

EMAIL

**president@aafmiami.com
and/or
addys@miami.com**



**AMERICAN
ADVERTISING
FEDERATION
OF MIAMI**