



2017 American Advertising Awards Seattle

Full Category	Selected Category	Entry Name	Winner	Level	Notes
Sales & Marketing > Direct Marketing > 11 - Specialty Advertising > 11C - Specialty Advertising Campaign	Specialty Advertising Campaign	Dunn Lumber Apparel	Belief Agency	Gold	
Sales & Marketing > Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 14 - Brand Elements	Advertising Industry Self-Promotion Brand Elements	Belief Agency Collateral	Belief Agency	Silver	
Online/Interactive > Apps > S14 - App (Mobile or Web-Based)	S14 - App (Mobile or Web-Based)	Fit U	Bonnie Boughton	Gold	
Sales & Marketing > Collateral Material > S05 - Publication Design > S05E - Book Design	S05E - Book Design	Outside the Lines	Bonnie Boughton	Silver	
Sales & Marketing > Sales Promotion > S01 - Product or Service Sales Promotion > S01A - Packaging	S01A - Packaging	Creature Wines	Bonnie Boughton	Silver	
Out Of Home & Ambient Media > Out-Of-Home > S10 - Outdoor & Transit Advertising > S10C - Campaign	S10C - Campaign	Think of Others and Recycle	Christopher Harris	Silver	
Sales & Marketing > Collateral Material > S05 - Publication Design > S05A - Cover	S05A - Cover	On Site Magazine	Clarita Hinojisa	Silver	
Elements of Advertising > Film & Video > 85 - Cinematography	Cinematography	Clap Your Hands	CMD	Silver	
Elements of Advertising > Sound > 90 - Sound Design	Sound Design	Clap Your Hands	CMD	Silver	

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Film, Video, & Sound > Online Film, Video, & Sound > 55 - Internet Commercial > 55A - Single Spot â€” Any Length	Internet Commercial	Clap Your Hands	CMD	Silver	
Film, Video, & Sound > Online Film, Video, & Sound > 55 - Internet Commercial > 55B - Online Film, Video & Sound Campaign	Internet Commercial Campaign	People Skills	CMD	Silver	
Elements of Advertising > Film & Video > 86 - Animation, Special Effects or Motion Graphics	Animation, Special Effects or Motion Graphics	Narrowing the Crowd	Cole & Weber	Gold	
Elements of Advertising > Visual > 84 - Art Direction	Art Direction	Hawksome Posters	Cole & Weber	Silver	
Film, Video, & Sound > Online Film, Video, & Sound > 55 - Internet Commercial > 55B - Online Film, Video & Sound Campaign	Internet Commercial Campaign	Fancy Fingerwork : 30 Videos	Cole & Weber	Silver	
Online/Interactive > Social Media > 38 - Social Media > 38A - Single Execution	Social Media, Single Execution	March Madness	Cole & Weber	Silver	
Online/Interactive > Social Media > 38 - Social Media > 38A - Single Execution	Social Media, Single Execution	Don't Pull a Hammy	Cole & Weber	Silver	
Online/Interactive > Social Media > 38 - Social Media > 38A - Single Execution	Social Media, Single Execution	Goal Dance	Cole & Weber	Silver	
Online/Interactive > Social Media > 38 - Social Media > 38A - Single Execution	Social Media, Single Execution	Hot Potato	Cole & Weber	Silver	

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Online/Interactive > Social Media > 38 - Social Media > 38A - Single Execution	Social Media, Single Execution	Streaker	Cole & Weber	Silver	
Online/Interactive > Social Media > 38 - Social Media > 38B - Campaign	Social Media, Campaign	Fancy Fingerwork : 15 Videos	Cole & Weber	Silver	
Film, Video, & Sound > Online Film, Video, & Sound > 55 - Internet Commercial > 55B - Online Film, Video & Sound Campaign	Internet Commercial Campaign	Sea Creatures vs Humans Campaign	Copacino+Fujikado	Silver	
Film, Video, & Sound > Online Film, Video, & Sound > 55 - Internet Commercial > 55B - Online Film, Video & Sound Campaign	Internet Commercial Campaign	Living Baseball Cards - Campaign	Copacino+Fujikado	Silver	
Out-Of-Home & Ambient Media > Out-of-Home > 28 - Outdoor Board > 28A - Flat à€" Single Unit	Outdoor Board	Fun Facts - Puffins	Copacino+Fujikado	Silver	
Film, Video, & Sound > Online Film, Video, & Sound > 55 - Internet Commercial > 55B - Online Film, Video & Sound Campaign	Internet Commercial Campaign	Just What You Want	D1	Gold	
Cross Platform > Online/Interactive Campaign > 75 - Online/Interactive Campaign	Online/Interactive Campaign	Just What You Want	D1	Silver	
Online/Interactive > Social Media > 38 - Social Media > 38B - Campaign	Social Media, Campaign	Amazon Wedding Registry	D1	Silver	
Online/Interactive > Social Media > 38 - Social Media > 38B - Campaign	Social Media, Campaign	Kindle & The National Spelling Bee	D1	Silver	

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Online/Interactive > Social Media > 38 - Social Media > 38B - Campaign	Social Media, Campaign	Dash Button Shorts	D1	Silver	
Film, Video, & Sound > Television Advertising > 52 - Television Advertising â€œ Regional/National > 52B - Television-National Campaign	Regional/National Television Commercial Campaign	Amazon Alexa Moments	D1	Silver	People's Choice
Sales & Marketing > Collateral Material > S05 - Publication Design > S05D - Magazine Design	S05D - Magazine Design	Gamma Ray	Gabriel Herrin	Gold	
Sales & Marketing > Sales Promotion > 02 - Packaging > 02A - Single Unit	Packaging	GT's Sharing Gratitude LE Packaging	Hornall Anderson	Silver	
Sales & Marketing > Collateral Material > S05 - Publication Design > S05A - Cover	S05A - Cover	Current Magazine	Kristin Lowry	Silver	
Cross-Platform > Integrated Campaigns > Integrated Brand Identity Campaign > S22 - Integrated Brand Identity Campaign	S22 - Integrated Brand Identity Campaign	Seattle Pride 2018	Liz McCarty	Gold	
Out-Of-Home & Ambient Media > Out-of-Home > 31 - Out-Of-Home Campaign	Out-Of-Home Campaign	Joined Together	Mekanism	Silver	
Out-Of-Home & Ambient Media > Out-of-Home > 31 - Out-Of-Home Campaign	Out-Of-Home Campaign	Different Works S.F. takeover	Mekanism	Silver	

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Cross Platform > Advertising Industry Self-Promotion (Cross Platform) > 78 - Advertising Industry Self-Promotion Campaigns > 78B - Advertising Industry Self Promotion Integrated Campaign	Advertising Industry Self-Promotion Integrated Campaign	Museum of Pop Culture rebrand	MoPOP (EMP Museum)	Gold	
Sales & Marketing > Collateral Material > S05 - Publication Design > S05A - Cover	S05A - Cover	User Magazine	Nathaniel Bergstein	Silver	
Online/Interactive > Apps > S14 - App (Mobile or Web-Based)	S14 - App (Mobile or Web-Based)	Dream-Cation Travel App	Nicole Llamas	Gold	
Online/Interactive > Apps > S14 - App (Mobile or Web-Based)	S14 - App (Mobile or Web-Based)	Tantalizing	Nicole Llamas	Silver	
Elements of Advertising > Digital Creative Technology > 92 - Responsive Design	Responsive Design	Minecraft: Education Edition	POSSIBLE	Gold	Judge's Choice (Brent Singer, TBWA Chiat Day)
Cross Platform > Integrated Campaigns > 72 - Integrated Advertising Campaigns > 72C - Consumer Campaign-Local	Integrated Advertising Campaign - Local - Consumer	Office Rescue	POSSIBLE	Silver	
Cross Platform > Integrated Campaigns > 74 - Integrated Branded Content Campaign "Local or Regional/National"	Integrated Branded Content Campaign	Office Rescue	POSSIBLE	Silver	
Film, Video, & Sound > Branded Content & Entertainment > 60 - Branded Content & Entertainment "Non-Broadcast"	Branded Content & Entertainment - Non-Broadcast	AT&T: Santa Live	POSSIBLE	Silver	

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Film, Video, & Sound > Online Film, Video, & Sound > 57 - Webisode > 57A - Single Webisode	Webisode	AT&T: Santa Live	POSSIBLE	Silver	
Online/Interactive > Branded Content & Entertainment > 45 - Branded Content & Entertainment for Online/Interactive	Online/Interactive Branded Content & Entertainment	Office Rescue	POSSIBLE	Silver	
Online/Interactive > Branded Content & Entertainment > 45 - Branded Content & Entertainment for Online/Interactive	Online/Interactive Branded Content & Entertainment	AT&T: Santa Live	POSSIBLE	Silver	
Online/Interactive > Social Media > 38 - Social Media > 38A - Single Execution	Social Media, Single Execution	Office Rescue	POSSIBLE	Silver	
Online/Interactive > Social Media > 38 - Social Media > 38B - Campaign	Social Media, Campaign	Office Rescue	POSSIBLE	Silver	
Out-Of-Home & Ambient Media > Ambient Media > 26 - Events > 26A - Single Event	Event	Office Rescue	POSSIBLE	Silver	
Elements of Advertising > Visual > 82 - Illustration > 82A - Illustration - Single	Illustration	Ravenâ€™s Tale â€™ Linoleum Print	Publicis Seattle	Gold	
Out-Of-Home & Ambient Media > Ambient Media > 25 - Installations > 25B - Multiple Installations	Out-Of-Home Multiple Installations	Little Free Libraries	Publicis Seattle	Gold	
Print Advertising > Branded Content & Entertainment > 21 - Branded Content & Entertainment â€™ Any print medium	Branded Content & Entertainment â€™ Any print medium	KEXP Brand Book	Publicis Seattle	Gold	

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Sales & Marketing > Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 16 - Special Event Materials (printed or digital)	Advertising Industry Self-Promotion Cards, Invitations or Announcements	No Bad Days When You're Bad Ass	Publicis Seattle	Gold	
Cross Platform > Integrated Campaigns > 73 - Integrated Brand Identity Campaign - Local or Regional/ National	Integrated Brand Identity Campaign	Changing the Tune	Publicis Seattle	Silver	
Film, Video, & Sound > Branded Content & Entertainment > 61 - Branded Content & Entertainment Campaign	61 - Branded Content & Entertainment Campaign	Been There, Made That	Publicis Seattle	Silver	
Film, Video, & Sound > Television Advertising > 52 - Television Advertising "Regional/National > 52A - Single Spot " Up to 2:00	Regional/National Television Commercial	Restricted Bling	Publicis Seattle	Silver	
Film, Video, & Sound > Television Advertising > 52 - Television Advertising "Regional/National > 52A - Single Spot " Up to 2:00	Regional/National Television Commercial	Restricted Bling :60	Publicis Seattle	Silver	
Elements of Advertising > Visual > 82 - Illustration > 82A - Illustration - Single	Illustration	R House is Your House	Tacoma Rainiers	Gold	
Sales & Marketing > Collateral Material > 08 - Publication Design > 08E - Book Design	Book Design	R House is Your House	Tacoma Rainiers	Gold	
Sales & Marketing > Direct Marketing > 10 - Direct Mail > 10A - Flat - Single	Direct Mail	R House is Your House	Tacoma Rainiers	Gold	Judge's Choice (Mark Sarosi, Anomoly; Paul Roberts, BSSP)

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Elements of Advertising > Copywriting > 79 - Copywriting	79 - Copywriting	R House is Your House	Tacoma Rainiers	Silver	
Cross Platform > Online/Interactive Campaign > 75 - Online/Interactive Campaign	Online/Interactive Campaign	Energy To Do More Stuff	Tether	Gold	Judge's Choice (Larry Olson, Studio Lo)
Elements of Advertising > Digital Creative Technology > 92 - Responsive Design	Responsive Design	AWAKE 25th Hour	Tether	Gold	
Online/Interactive > Websites > 37 - Websites > 37C - Microsites	Microsite	AWAKE 25th Hour	Tether	Silver	
Elements of Advertising > Sound > 88 - Music > 88B - Music With Lyrics	Music With Lyrics	Dragon Days	Wexley School for Girls	Gold	
Film, Video, & Sound > Television Advertising > 52 - Television Advertising "Regional/National > 52A - Single Spot "Up to 2:00"	Regional/National Television Commercial	Dragon Destruction	Wexley School for Girls	Gold	Best of Show, Judge's Choice (Ecole Weinstien)
Film, Video, & Sound > Television Advertising > 51 - Television Advertising "Local (One DMA) > 51D - Television-Local Campaign"	Local Television Commercial Campaign	Redapt: Technically, Awesome. TV	Wexley School for Girls	Silver	
Out-Of-Home & Ambient Media > Ambient Media > 26 - Events > 26A - Single Event	Event	Erase Cancer	Wexley School for Girls	Silver	
Out-Of-Home & Ambient Media > Out-of-Home > 28 - Outdoor Board > 28A - Flat "Single Unit"	Outdoor Board	Museum of Pop Culture	Wexley School for Girls	Silver	

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Film, Video, & Sound > Public Service (Film, Video, & Sound) > 69 - Public Service Non-Broadcast Audio/Visual	Public Service Non-broadcast Audio/Visual	Light the SIFF Up	WONGDOODY	Gold	
Out-Of-Home & Ambient Media > Public Service (Out-of-Home & Ambient Media) > 33 - Public Service Out-Of-Home > 33A - Poster	Public Service Out-Of-Home	Light the SIFF Up	WONGDOODY	Gold	
Film, Video, & Sound > Public Service (Film, Video, & Sound) > 70 - Public Service Campaign	70 - Public Service Campaign	Light the SIFF Up Bumpers	WONGDOODY	Silver	
Film, Video, & Sound > Advertising Industry Self-Promotion (Film, Video, & Sound) > 71 - Advertising Industry Self-Promotion Film, Video & Sound	Advertising Industry Self-Promotion Film/Video/Sound	NZINGHA	Workhouse Creative	Gold	
Elements of Advertising > Film & Video > 85 - Cinematography	Cinematography	Forza Horizon III	Workhouse Creative	Silver	
Elements of Advertising > Film & Video > 87 - Video Editing	Video Editing	Teams	Workhouse Creative	Silver	
Elements of Advertising > Film & Video > 87 - Video Editing	Video Editing	Forza Horizon III	Workhouse Creative	Silver	
Film, Video, & Sound > Branded Content & Entertainment > 58 - Branded Content & Entertainment For Online Film, Video & Sound > 58B - Single entry " more than :60 seconds	Film/Video/Sound Branded Content, More Than :60 Seconds	Friendship Trays	Workhouse Creative	Silver	

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Film, Video, & Sound > Branded Content & Entertainment > 58 - Branded Content & Entertainment For Online Film, Video & Sound > 58B - Single entry â€œ more than :60 seconds	Film/Video/Sound Branded Content, More Than :60 Seconds	Senior Games	Workhouse Creative	Silver	
Elements of Advertising > Film & Video > 85 - Cinematography	Cinematography	It's Only (feat. Zyra)	World Famous	Silver	
Elements of Advertising > Film & Video > 87 - Video Editing	Video Editing	MotoSoul	World Famous	Silver	
Film, Video, & Sound > Branded Content & Entertainment > 60 - Branded Content & Entertainment â€œ Non-Broadcast	Branded Content & Entertainment - Non-Broadcast	MotoSoul	World Famous	Silver	
Cross Platform > Public Service (Cross Platform) > 76 - Integrated Media Public Service Campaign	76 - Integrated Media Public Service Campaign	Community Chlorine Maker	Wunderman Seattle	Gold	
Elements of Advertising > Digital Creative Technology > 96 - User Experience	User Experience	GamerCrest	Wunderman Seattle	Gold	
Elements of Advertising > Digital Creative Technology > 97 - Data Driven Media	Data Driven Media	GamerCrest	Wunderman Seattle	Gold	
Elements of Advertising > Digital Creative Technology > 98 - Innovative Use of Interactive / Technology	Innovative Use of Interactive/ Technology	GamerCrest	Wunderman Seattle	Gold	

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Elements of Advertising > Visual > 82 - Illustration > 82A - Illustration - Single	Illustration	GamerCrest	Wunderman Seattle	Gold	
Online/Interactive > Advertising & Promotion > 42 - Email	Email	GamerCrest	Wunderman Seattle	Gold	
Online/Interactive > Branded Content & Entertainment > 45 - Branded Content & Entertainment for Online/Interactive	Online/Interactive Branded Content & Entertainment	GamerCrest	Wunderman Seattle	Gold	
Online/Interactive > Public Service (Online/Interactive) > 46 - Public Service Online/Interactive > 46A - Public Service Online/Interactive	Public Service Online/Interactive	Community Chlorine Maker	Wunderman Seattle	Gold	
Cross Platform > Public Service (Cross Platform) > 76 - Integrated Media Public Service Campaign	76 - Integrated Media Public Service Campaign	Uber Hovercraft	Wunderman Seattle	Silver	
Elements of Advertising > Digital Creative Technology > 96 - User Experience	User Experience	Mobile on the Fly	Wunderman Seattle	Silver	
Online/Interactive > Public Service (Online/Interactive) > 46 - Public Service Online/Interactive > 46A - Public Service Online/Interactive	Public Service Online/Interactive	Uber Hovercraft	Wunderman Seattle	Silver	