



2025 AAF SF Bay Area American Advertising Awards Results

Entrant: Across the Pond

Award: Bronze

Category: Film/Video/Sound Branded Content

Entry Title: Mapping the Ionosphere

Client: Google Research

Entrant: Across the Pond

Award: Silver ADDY

Category: Film/Video/Sound Branded Content

Entry Title: Google Research : Mapping the Brain

Client: Google Research

Entrant: Adam&EveDDB West

Award: Bronze

Category: Public Service Online/Interactive Campaign

Entry Title: Flex Alert's Young Californians

Client: California Public Utilities Commission

Entrant: Agency SOS

Award: Silver ADDY

Category: Branded Content & Entertainment for Online/Interactive

Entry Title: Element[AL] & ELLE Branded Content

Client: Element[AL] Wines

Entrant: Agency SOS

Award: Silver ADDY

Category: Poster Campaign

Entry Title: Element[AL] Wines - Posters

Client: Element[AL] Wines

Entrant: Agency SOS

Award: Silver ADDY

Category: Out of Home Multiple Boards

Entry Title: Element[AL] Wines - 5th Ave Windows

Client: Element[AL] Wines

Entrant: Agency SOS
Award: Bronze
Category: Regional/National Radio Commercial
Entry Title: Ooma - Business Calm
Client: Ooma

Entrant: Agency SOS
Award: Silver ADDY
Category: Advertising Industry Self-Promotion Online/Interactive/ Virtual Reality
Entry Title: Agency SOS - 3rd Anniversary GIF
Client: Agency SOS

Entrant: Agency SOS
Award: Gold ADDY
Category: Audio/Video Sales Presentation
Entry Title: Element[AL] Wines - Explainer Video
Client: Element[AL] Wines

Entrant: Agency SOS
Award: Silver ADDY
Category: Internet Commercial
Entry Title: Element[AL] Wines - Welcome to AL
Client: Element[AL] Wines

Entrant: Agency SOS
Award: Bronze
Category: Magazine Advertising Campaign
Entry Title: Element[AL] Wines - Print Campaign
Client: Element[AL] Wines

Entrant: Agency SOS
Award: Silver ADDY
Category: Integrated Advertising Campaign
Entry Title: Element[AL] Wines - Welcome to AL
Client: Element[AL] Wines

Entrant: Agency SOS
Award: Silver ADDY
Category: Regional/National Television Commercial Campaign
Entry Title: Gametime - What Time is It?
Client: Gametime

Entrant: AMF Media Group
Award: Bronze
Category: Public Service - Annual Report
Entry Title: Valley Children's Healthcare
Client: Valley Children's Healthcare

Entrant: Barrett Hofherr

Award: Bronze

Category: Outdoor Board Campaign

Entry Title: America's #1 Burger

Client: The Habit Burger Grill

Entrant: Barrett Hofherr

Award: Gold ADDY

Category: Internet Commercial Campaign

Entry Title: Better By Char

Client: The Habit Burger Grill

Entrant: Barrett Hofherr

Award: Silver ADDY

Category: Regional/National Television Commercial

Entry Title: Mountain

Client: Ariat

Entrant: Barrett Hofherr

Award: Bronze

Category: Out-of-Home Campaign

Entry Title: Friday Beers East Coast Launch

Client: Almost Friday Media

Entrant: Barrett Hofherr

Award: Bronze

Category: Logo Design

Entry Title: Penny Golf Brand Logo

Client: Penny Golf

Entrant: Carol H Williams Advertising

Award: Mosaic ADDY Award

Category: Branded Content & Entertainment Campaign

Entry Title: Chevrolet Discover The Unexpected

Client: Chevrolet

Entrant: Carol H Williams Advertising

Award: Bronze

Category: Regional/National Radio Commercial

Entry Title: Grab the Keys

Client: Chevrolet

Entrant: Carol H Williams Advertising

Award: Bronze

Category: Branded Content & Entertainment Campaign

Entry Title: Chevrolet Discover The Unexpected

Client: Chevrolet

Entrant: Carol H Williams Advertising

Award: Bronze

Category: Event

Entry Title: Compton Fest

Client: Mayor's Office, City of Compton

Entrant: Demonstrate

Award: Bronze

Category: Internet Commercial Campaign

Entry Title: Hit Refresh

Client: freal foods LLC

Entrant: Demonstrate x DDW

Award: Bronze

Category: Regional/National Television Commercial Campaign

Entry Title: Water Obsessed

Client: CG Roxane, LLC

Entrant: Gauger + Associates

Award: Bronze

Category: Outdoor Board

Entry Title: For Sail For Sale Billboard

Client: Shea Homes

Entrant: Gauger + Associates

Award: Bronze

Category: Packaging

Entry Title: Thaiwala Line Extension Packaging

Client: Thaiwala

Entrant: Gauger + Associates

Award: Bronze

Category: Logo Design

Entry Title: Acacia Logo

Client: Dividend Homes

Entrant: Gauger + Associates

Award: Silver ADDY

Category: Out-Of-Home Installation

Entry Title: 99 Bottles of Beer on the Wall

Client: Shea Homes

Entrant: Gauger + Associates

Award: Bronze

Category: Internet Commercial

Entry Title: Welcome Home Video

Client: Shea Homes

Entrant: Gong
Award: Bronze
Category: Integrated Advertising Campaign
Entry Title: Unlocking a better way to revenue
Client: Gong

Entrant: Goodby Silverstein & Partners
Award: Bronze
Category: Internet Commercial
Entry Title: Dog. Car. Window.
Client: Lay's

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Regional/National Television Commercial
Entry Title: Dina & Mita
Client: Doritos

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Integrated Advertising Campaign
Entry Title: Other Hand
Client: Cheetos

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Innovative Use of Interactive / Technology
Entry Title: Ask Dalí
Client: The Dalí Museum

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Internet Commercial
Entry Title: The Aviators
Client: Xfinity

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Internet Commercial
Entry Title: Dina & Mita
Client: Doritos

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Category: Outdoor Board
Entry Title: Other Hand
Client: Cheetos

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Regional/National Television Commercial
Entry Title: The Aviators
Client: Xfinity

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Regional/National Television Commercial
Entry Title: Stay Connected to Your Dreams
Client: Xfinity

Entrant: Goodby Silverstein & Partners
Award: Gold ADDY
Category: Art Direction Campaign
Entry Title: MotorTober
Client: Mini USA

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Poster Campaign
Entry Title: MotorTober
Client: Mini USA

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Out-Of-Home Installation
Entry Title: Ask Dalí
Client: The Dalí Museum

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Guerrilla Marketing
Entry Title: Screensaver \$aver
Client: Zaxby's

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Movie Trailer
Entry Title: Stay Connected to Your Dreams
Client: Xfinity

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Cinematography
Entry Title: Dog. Car. Window.
Client: Lay's

Entrant: Goodby Silverstein & Partners
Award: Best of Show
Category: Regional/National Television Commercial
Entry Title: The Aviators
Client: Xfinity

Entrant: Goodby Silverstein & Partners
Award: Silver ADDY
Category: Regional/National Television Commercial
Entry Title: Commit to Your Body
Client: Oura

Entrant: ID8
Award: Bronze
Category: Social Media, Single Execution
Entry Title: LifeLock Pumpkin Spice Latte
Client: Gen Digital

Entrant: ID8
Award: Bronze
Category: Social Media, Single Execution
Entry Title: LifeLock Cancer Season
Client: Gen Digital

Entrant: ID8
Award: Bronze
Category: Social Media, Single Execution
Entry Title: LifeLock Spooky Season
Client: Gen Digital

Entrant: ID8
Award: Bronze
Category: Social Media, Single Execution
Entry Title: Norton Horror Movie Trailer
Client: Gen Digital

Entrant: ID8
Award: Bronze
Category: Social Media, Single Execution
Entry Title: LifeLock Travel Meme (Vacation)
Client: Gen Digital

Entrant: ID8
Award: Bronze
Category: Social Media, Single Execution
Entry Title: LifeLock First Day of Summer
Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: Norton National Cookie Month

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: Norton Mercury in Retrograde Map

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: Norton Winter Solstice

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: LifeLock Happy Holidays

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: LifeLock Mean Girls

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: LifeLock Mercury In Retrograde

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: LifeLock World Emoji Day

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Integrated Advertising Campaign

Entry Title: Norton Back to School Campaign

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: Norton May the Fourth – Chewy

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: Norton World Password Day

Client: Gen Digital

Entrant: ID8

Award: Silver ADDY

Category: Social Media, Single Execution

Entry Title: LifeLock National Pet Day

Client: Gen Digital

Entrant: ID8

Award: Silver ADDY

Category: Integrated Advertising Campaign

Entry Title: LifeLock Out of Control Campaign

Client: Gen Digital

Entrant: ID8

Award: Silver ADDY

Category: Social Media, Single Execution

Entry Title: Norton Internet Halloween Costumes

Client: Gen Digital

Entrant: ID8

Award: Bronze

Category: Social Media, Single Execution

Entry Title: Norton Tax Day

Client: Gen Digital

Entrant: ID8

Award: Silver ADDY

Category: Social Media, Single Execution

Entry Title: Norton Happy Holidays

Client: Gen Digital

Entrant: MacKenzie

Award: Bronze

Category: Audio/Radio Advertising Campaign

Entry Title: Now Departing from the Ordinary

Client: San Francisco Bay Ferry

Entrant: MacKenzie

Award: Bronze

Category: Out-of-Home Campaign

Entry Title: Now Departing from the Ordinary

Client: San Francisco Bay Ferry

Entrant: Most Likely To

Award: Bronze

Category: Public Service Television

Entry Title: Unplug from 4-9

Client: MCE (Marin Clean Energy)

Entrant: Most Likely To

Award: Bronze

Category: Out-of-Home Campaign

Entry Title: Feeling Rotten

Client: San Francisco Environment Department

Entrant: Most Likely To

Award: Bronze

Category: Art Direction

Entry Title: Feeling Rotten

Client: San Francisco Environment Department

Entrant: Most Likely To

Award: Bronze

Category: Public Service - Out-Of-Home

Entry Title: Healthy Nails

Client: San Francisco Environment Department

Entrant: Most Likely To

Award: Silver ADDY

Category: Integrated Media Public Service Campaign

Entry Title: Your Vote is Your Voice

Client: San Francisco Department of Elections

Entrant: Most Likely To

Award: Bronze

Category: Art Direction

Entry Title: Feeling Rotten

Client: San Francisco Environment Department

Entrant: Riverbed Technology

Award: Bronze

Category: Audio/Video Sales Presentation

Entry Title: Riverbed SKO 2025

Client: Riverbed Technology

Entrant: Riverbed Technology

Award: Bronze

Category: Microsite

Entry Title: Empoweredx

Client: Riverbed Technology

Entrant: Riverbed Technology

Award: Bronze

Category: Branded Content & Entertainment Campaign

Entry Title: Riverbed Platform

Client: Riverbed Technology

Entrant: Satellite Films

Award: Bronze

Category: Public Service Television

Entry Title: Oakland Chinatown "Stop The Hate"

Client: Oakland Chinatown Chamber of Commerce

Entrant: Skona

Award: Bronze

Category: Public Service Online/Interactive

Entry Title: SF-Marin Food Bank Annual Report

Client: SF-Marin Food Bank

Entrant: Skona

Award: Bronze

Category: Integrated Advertising Campaign

Entry Title: Delinea "We're On It" Campaign

Client: Delinea

Entrant: Studio Resonate, SiriusXM Media

Award: Bronze

Category: Audio/Radio Advertising Campaign

Entry Title: Dove Men+Care Elevated by Nature

Client: Unilever (Dove Men+Care)

Entrant: Studio Resonate, SiriusXM Media

Award: Silver ADDY

Category: Regional/National Radio Commercial

Entry Title: The Hungry Medium

Client: Popeyes Louisiana Kitchen, Inc.

Entrant: Studio Resonate, SXM Media

Award: Silver ADDY

Category: Audio/Radio Advertising Campaign

Entry Title: Dove #KeepHerConfident

Client: Unilever (Dove)

Entrant: Toaster

Award: Bronze

Category: Digital Publication

Entry Title: YouTube, Gen A.I. and Creators

Client: YouTube

Entrant: Toaster

Award: Bronze

Category: Digital Creative Technology: Interface & Navigation

Entry Title: Google Data GIF Maker

Client: Google

Entrant: Toaster

Award: Silver ADDY

Category: Integrated Media Public Service Campaign

Entry Title: Google Jigsaw: Spot it. Stop it.

Client: Google | Jigsaw

Entrant: Toaster

Award: Bronze

Category: Apps, Games, Virtual Reality: Tools & Utilities

Entry Title: Google Data GIF Maker

Client: Google

Entrant: Venables Bell & Partners

Award: Silver ADDY

Category: Internet Commercial

Entry Title: Revival

Client: Scout Motors

Entrant: Venables Bell & Partners

Award: Silver ADDY

Category: Animation, Special Effects or Motion Graphics

Entry Title: The Turducken of Offers

Client: Opendoor

Entrant: XTRABOLD AGENCY

Award: Bronze

Category: Internet Commercial Campaign

Entry Title: Youtube

Client: Infinium Spirits