

AMERICAN

aaf[®] north central
florida

AWARDS

2026 Award Winners

Welcome to the 2026 AAF–North Central Florida American Advertising Awards

The 2026 AAF–NCFL American Advertising Awards celebrates creative excellence in advertising, communications, graphic design, and marketing from the Tallahassee, Gainesville, and Ocala markets. The award-winning work within this book represents a fraction of the amazing creative talent in the North Central Florida region. On the professional side, that talent continues to make a measurable impact for local, regional, and national clients. On the student side, that talent represents the next generation of creative leaders.

New businesses submitting to AAF–NCFL for the first time this year include: azure77, Creative Springs, Fasig Brooks Law Offices, Florida A&M Marketing & Communications, Moore, Inc., O2B Early Education, Sky Palm Studios, The Agency at the University of Florida, and University of Florida Office of Strategic Communications & Marketing. Returning businesses submitting this year include Five Seven Film, Grova Creative, The Mitchells Agency, Parisleaf, PHOS Creative, UF College of Journalism & Communications, and UF Health. On the student side, we received submissions from Florida A&M University, Florida State University, and the University of Florida. Thank you to all the professionals, students, and faculty advisors for your support!

If you're in the Tallahassee, Gainesville, or Ocala markets and have not participated in the American Advertising Awards, we'd love to have you join the celebration in 2027!

Congratulations to this year's award winners! We're excited to celebrate your creative achievements, and look forward the amazing work you'll create during the upcoming year!

Dan Windels
AAF–NCFL Awards Chair



Categories of Awards Received

PROFESSIONAL COMPETITION

SALES & MARKETING

- 007A Brochure, Single
- 008C Publication Design, Magazine Design
- 009A Special Event Material, Card, Invitation, or Announcement, Single
- 011C Specialty Advertising, Campaign

PRINT ADVERTISING

- 012A Magazine, Full Page or Less, Single
- 012C Magazine, Campaign
- 013A Newspaper Advertising, Full Page or Less

OUT OF HOME & AMBIENT MEDIA

- 018A Poster, Single
- 019A Outdoor Board, Single Board
- 019B Outdoor Board, Multiple Boards

ONLINE & INTERACTIVE

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

FILM, VIDEO, & SOUND

- 031B Television Advertising, Single, :60 sec or more
- 032B Television Advertising, Campaign, Up to 2 min.
- 033A Internet Commercial, Single, Any length
- 033B Internet Commercial, Campaign, Any length
- 036B Branded Content & Entertainment, Online, Single. More than :60 sec.

CROSS PLATFORM

- 044D Integrated Advertising Campaigns, Consumer
- 045 Integrated Brand Identity, Campaign
- 046 Integrated Branded Content, Campaign

ELEMENTS OF ADVERTISING

- 051B Visual, Illustration, Series
- 054A Film, Video, Cinematography, Single

CORPORATE & SOCIAL RESPONSIBILITY

- 071 Out-of-Home & Ambient Media, Campaign

ADVERTISING & MEDIA SELF-PROMOTION

- 092 Special Event Materials, Print or Digital

STUDENT COMPETITION

SALES & MARKETING

- S01B Product or Service Sales Promotion, Point of Purchase
- S05D Publication Design, Magazine Design
- S06 Direct Marketing

PRINT ADVERTISING

- S07A Magazine, Single
- S07B Magazine, Campaign
- S08B Newspaper Advertising, Campaign

OUT OF HOME & AMBIENT MEDIA

- S10D Outdoor & Transit Advertising, Campaign
- S11A Installations & Events, Single
- S11B Installations & Events, Campaign

ONLINE & INTERACTIVE

- S12 Website, Desktop or Mobile
- S13B Social Media, Multiple Platforms, Campaign
- S14 Apps, Mobile or Web-Based

CROSS PLATFORM

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

ELEMENTS OF ADVERTISING

- S23 Copywriting
- S24A Visual, Logo Design
- S25A Visual, Illustration, Single
- S28A Film, Video & Sound, Cinematography
- S32D Artificial intelligence, Creative Elements, Campaign

OUR JUDGES

The American Advertising Awards would not be possible without our amazing judges. We are grateful for their contributions in helping make our 2026 awards such a huge success. Thank you judges!



Daniel Duvic
Creative Director
Adjunct Creative
Baton Rouge, LA



Gordon Weller
Creative Director
Writing Weller
Tampa, FL



Bob Hajek
Senior Art Director
BBDO-ATL
Atlanta, GA

OUR SUPPORTERS

AAF-NCFL would like to extend our appreciation to local businesses and organizations who joined our club at the corporate membership level this year. Your financial support is critical in helping make the 2026 AAF-NCFL American Advertising Awards a success! Thank you!



AMERICAN

ADVERTISING

PROFESSIONAL DIVISION
TROPHY AWARDS

AWARDS

BEST OF SHOW



Born in The Swamp: Gatorade at UF University of Florida Strategic Communications & Marketing

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

CLIENT: University of Florida

CREDITS: James Sullivan, Multimedia Producer; Zachary Read, Senior Multimedia Producer; Exa Moseley, Multimedia Producer; Fairen Horner, Director of Digital Communications & Brand Strategy; Nicci Brown, Associate Vice President for Marketing.

JUDGE'S CHOICE



TMH: Legendary HealthCare
The Mitchells Agency

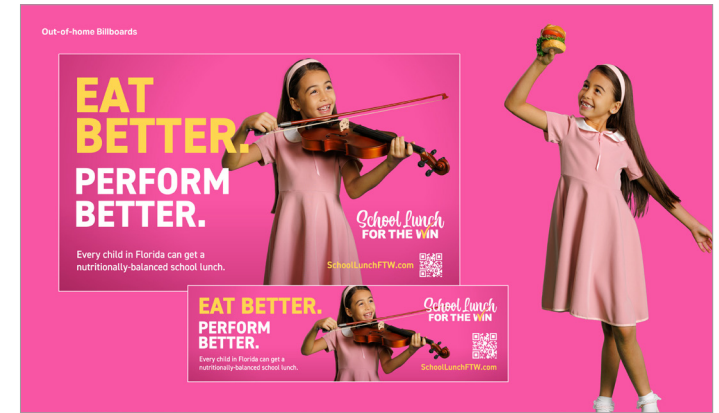
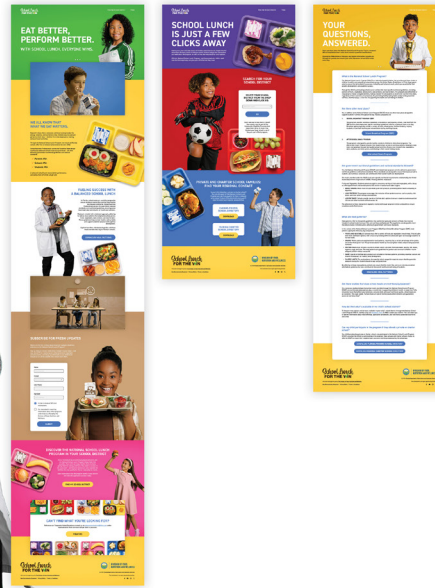
019A: Out-of-Home & Ambient Media, Outdoor Board, Single Board

CLIENT: Tallahassee Memorial HealthCare

CREDITS: Brian Starke, Art Director

JUDGE'S CHOICE

Website



School Lunch for the Win Moore, Inc.

044D: Cross Platform, Integrated Advertising Campaigns, Consumer

CLIENT: Florida Department of Agriculture and Consumer Services

CREDITS: LeeAnn Phillips, Creative Director; Rachel Boone, Associate Managing Director & Producer;

Justin Smith, Senior Art Director; Jordan Jacobs, Senior Vice President; Candide Mullin, Managing

Director; Morgan King, Senior Director; Selby Proctor, Senior Account Executive

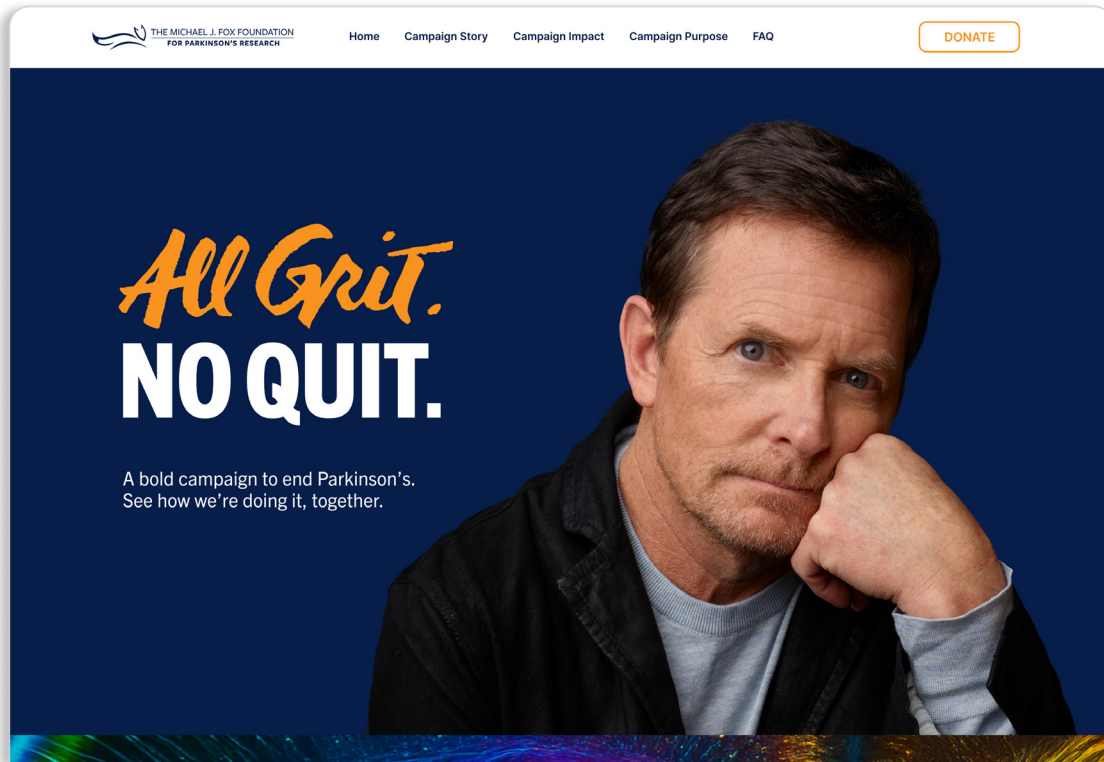


DIVISION OF FOOD,
NUTRITION AND WELLNESS

School Lunch FOR THE WIN

SchoolLunchFTW.com

JUDGE'S CHOICE



All Grit. No Quit. Parisleaf

045: Cross Platform, Integrated Brand Identity Campaign

CLIENT: The Michael J. Fox Foundation

CREDITS: Parisleaf; The Michael J. Fox Foundation

BEST PRINT ADVERTISING

Here are Keri's spine surgery results.

After two major horseback riding accidents, Keri lived with debilitating spine pain for 20 years. She saw several doctors and pursued procedures at other hospitals with little success. Everything changed when she came to UF Health, where our neurosurgery team discovered damage far beyond what her diagnostic scans revealed; damage that might have meant an even longer and more difficult road. But complex spine surgery conducted by our expert surgeons allowed her to immediately start on the road to recovery. Today, she's back to yoga and to living a life free of back pain.



Human progress has no finish line.
HumanProgress.UFHealth.org



Gainesville • Jacksonville • Leesburg • Ocala • St. Johns • The Villages

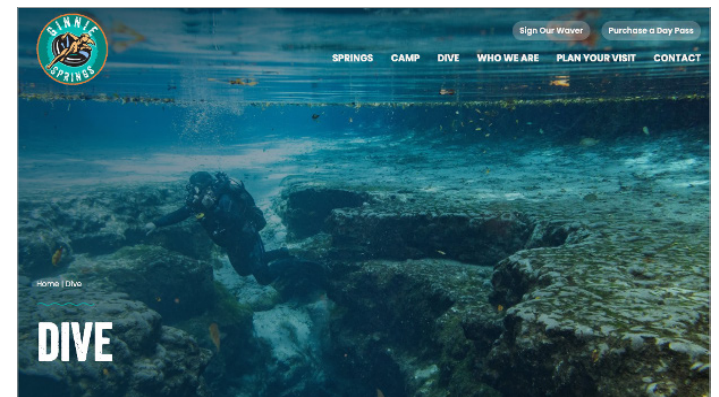
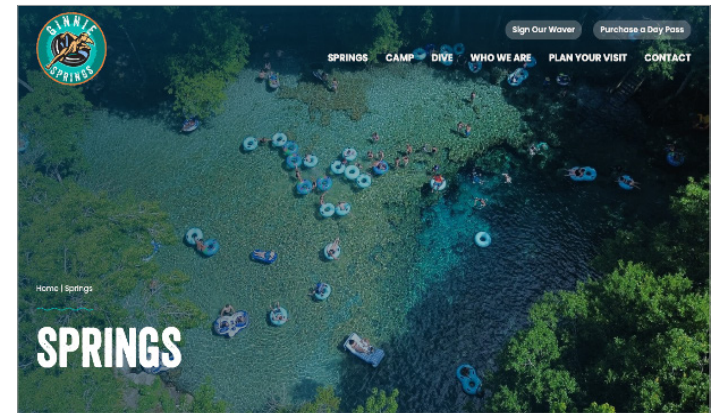
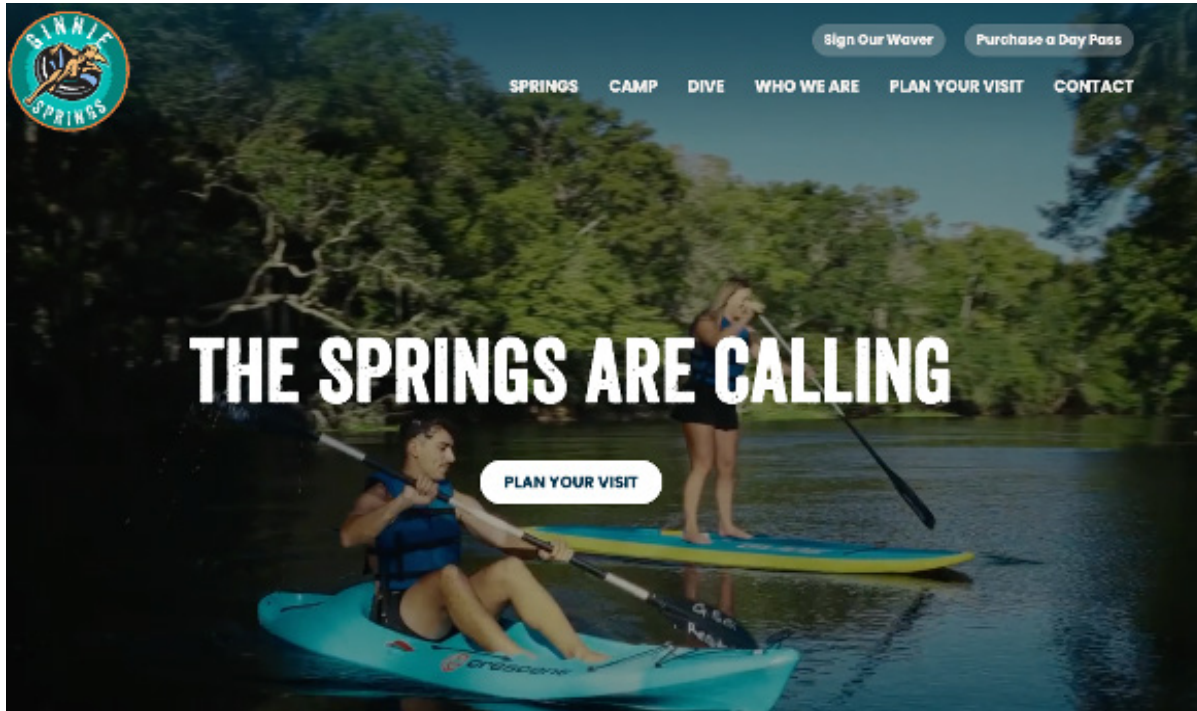
UF Health: Patient Journeys UF Health

012A: Print Advertising, Magazine Advertising, Single

CLIENT: UF Health

CREDITS: Melanie Fridl Ross, MSJ, ELS, Chief Marketing & Communications Officer; John Berg, AVP of Marketing; Lindy Brounley, Director of Brand Engagement; Garrett Hall, Director of Creative Services; Devito/Verdi, Creative Ad Agency; Selena Carter, Creative Director

BEST WEBSITE



Ginnie Springs Website PHOS Creative

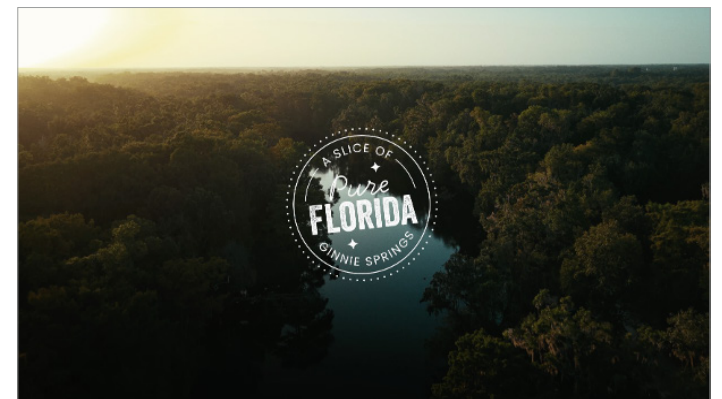
021A: Online/Interactive, Websites, Consumer

CLIENT: Ginnie Springs

CREDITS: Jenelle Kruse, Senior Designer; Mike Rogowski, WordPress Developer;

Rachel Klein, Copywriter

BEST ONLINE BRANDED CONTENT



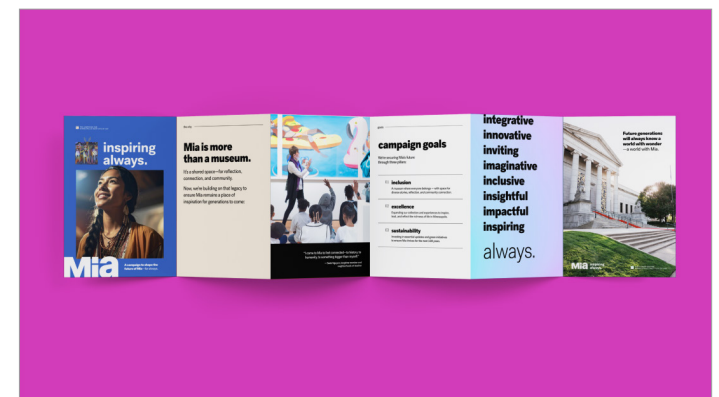
Ginnie Springs: Pure Florida Sky Palm Studios

036B: Film, Video, & Sound, Branded Content & Entertainment, Online, Single

CLIENT: Ginnie Springs

CREDITS: PHOS Creative, Creative Agency

BEST BRAND IDENTITY CAMPAIGN



Minneapolis Institute of Art Parisleaf

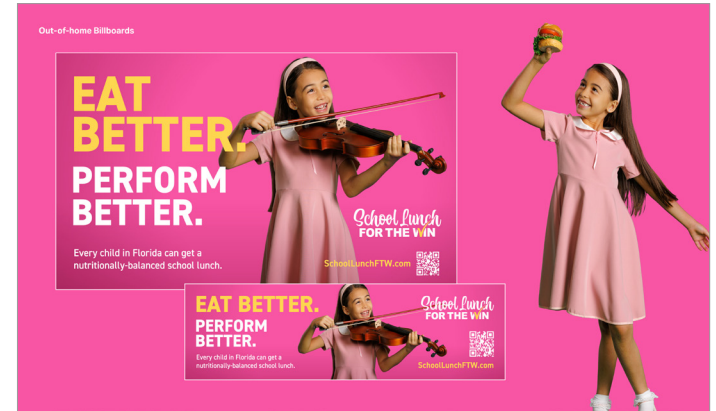
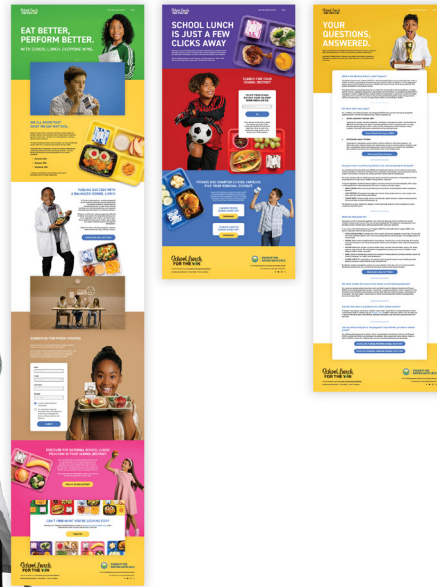
045: Cross Platform, Integrated Brand Identity Campaign

CLIENT: UF Health

CREDITS: Parisleaf. Minneapolis Institute of Art Advancement, M. Gale

BEST INTEGRATED ADVERTISING CAMPAIGN

Website



School Lunch for the Win Moore, Inc.

044D: Cross Platform, Integrated Advertising Campaigns, Consumer

CLIENT: Florida Department of Agriculture and Consumer Services

CREDITS: LeeAnn Phillips, Creative Director; Rachel Boone, Associate Managing Director & Producer;

Justin Smith, Senior Art Director; Jordan Jacobs, Senior Vice President; Candide Mullin, Managing

Director; Morgan King, Senior Director; Selby Proctor, Senior Account Executive



DIVISION OF FOOD,
NUTRITION AND WELLNESS

School Lunch
FOR THE WIN

SchoolLunchFTW.com

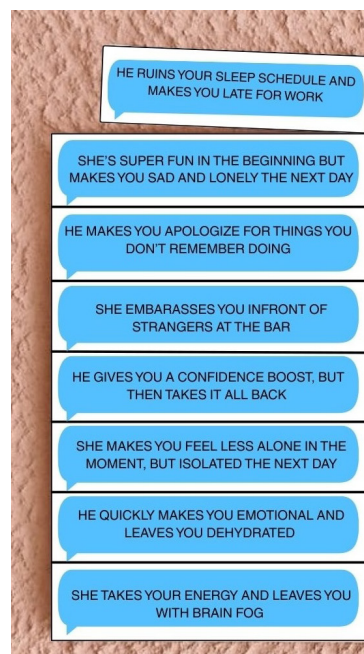
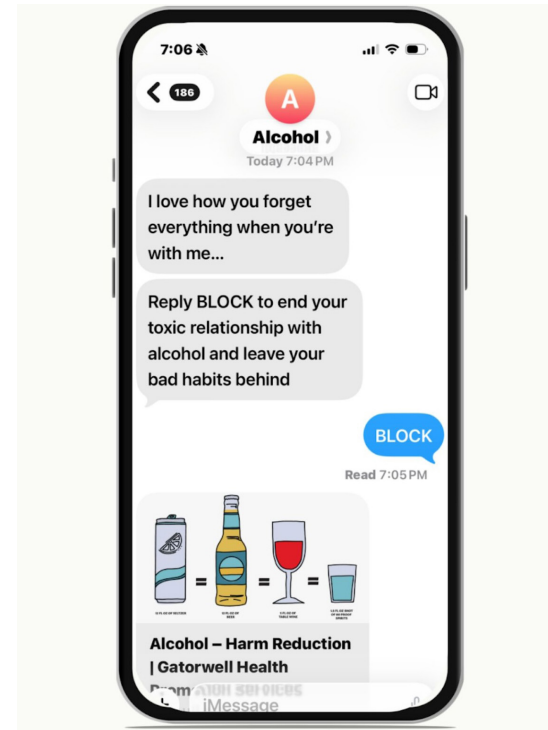
AMERICAN

STUDENT DIVISION
TROPHY AWARDS

ADVERTISING

AWARDS

BEST OF SHOW



Drinking Red Flags GatorWell Health Promotion Services

S21: Cross-Platform, Integrated Advertising Campaign, Consumer

CREDITS: Khwaish Jamwal, Art Director, Copywriter; Kasey Windels, Faculty Advisor

COLLEGE: University of Florida

JUDGE'S CHOICE



Dunkin' Iced Coffee Dunkin' Donuts

S10D: Out Of Home & Ambient Media, Outdoor & Transit Advertising, Campaign

CREDITS: Faith Graham, Art Director, Copywriter; Santiago Kember, Faculty Advisor

COLLEGE: University of Florida

JUDGE'S CHOICE

Used by soccer moms in Michigan

Used by Michelin star chefs

The common ground of every chef

In charge of the class potluck

In charge of the line cooks

The common ground of every chef

Won best chili at the town fair 3 years in a row

Won the James Beard Best New Restaurant Award

The common ground of every chef

For Every Chef Le Creuset

S07B: Print Advertising, Magazine Advertising, Campaign

CREDITS: Khwaish Jamwal, Art Director, Copywriter; Kasey Windels, Faculty Advisor

COLLEGE: University of Florida

BEST OUTDOOR ADVERTISING



Windows to the World National Geographic

S09A: Out Of Home & Ambient Media, Outdoor & Transit Advertising, Campaign

CREDITS: Luciana Lawrence, Art Director; Madison King, Copywriter; Kasey Windels, Faculty Advisor

COLLEGE: University of Florida

BEST ILLUSTRATION



Peachy-A Self Promotion

S25A: Elements Of Advertising, Illustration

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

COLLEGE: Florida A&M University

BEST COPYWRITING



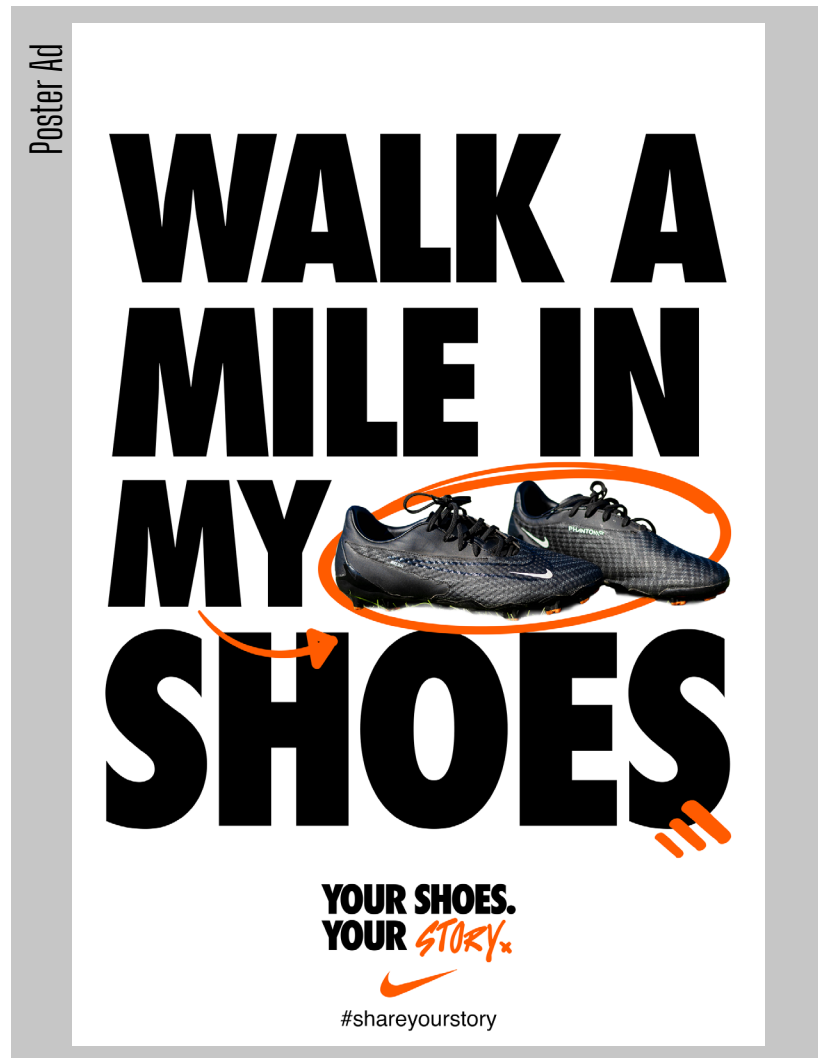
Drinking Red Flags GatorWell Health Promotion Services

S23: Elements Of Advertising, Copywriting

CREDITS: Khwaish Jamwal, Copywriter & Art Director; Kasey Windels, Faculty Advisor

COLLEGE: University of Florida

BEST INTEGRATED BRAND IDENTITY



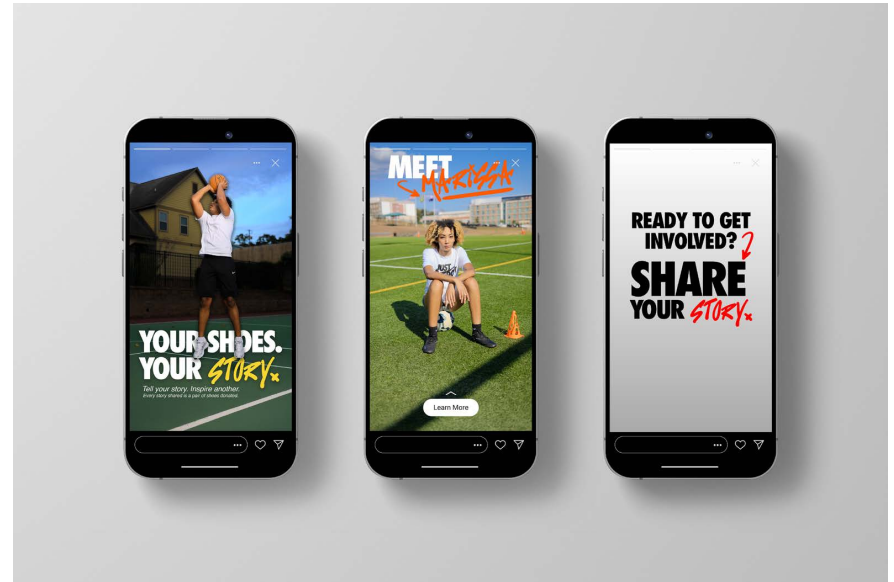
Your Shoes Your Story Nike

S22B: Cross-Platform, Integrated Brand Identity, Campaign

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

COLLEGE: Florida A&M University

Social Media



Billboard



AMERICAN

PROFESSIONAL DIVISION
GOLD ADDY AWARDS

AWARDS

Sales & Marketing

GOLD, TLH Reckoning Jerseys **1** Grova Creative

011C: Sales & Marketing, Specialty Advertising, Campaign
CLIENT: TLH Reckoning

CREDITS: Sophia Villiers-Furze, Graphic Designer; Sierra Thomas, Graphic Designer; Giavona Williams, Account Manager, Creative Director

GOLD, FAMU CAFS Summer 2025 Magazine **2** azure77

008C: Sales & Marketing, Publication Design, Magazine Design
CLIENT: FAMU College of Agriculture and Food Sciences

CREDITS: Charles R. Collins III, Owner/Chief Creative Officer

Print Advertising

GOLD, UF Health: Cancer Vaccine **3** UF Health

013A: Print Advertising, Newspaper Advertising, Full Page or Less
CLIENT: UF Health

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

Out of Home & Ambient Media

GOLD, TMH: Legendary HealthCare **4** The Mitchells Agency

019A: Out-of-Home & Ambient Media, Outdoor Board, Single Board

CLIENT: Tallahassee Memorial HealthCare
CREDITS: Brian Starke, Art Director

Online & Interactive

GOLD, Ginnie Springs Website **5** PHOS Creative

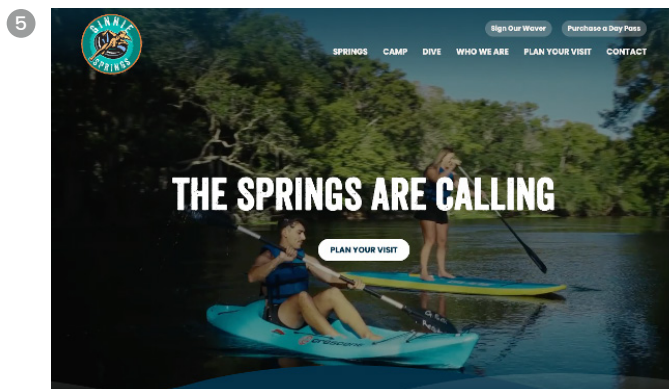
021A: Online/Interactive, Websites, Consumer
CLIENT: Ginnie Springs

CREDITS: J Jenelle Kruse, Senior Designer; Mike Rogowski, WordPress Developer; Rachel Klein, Copywriter

GOLD, FAMU Homecoming: Eternal World Tour **6** Florida A&M University

021C: Online/Interactive, Websites, Microsites
CLIENT: Florida A&M University

CREDITS: Brandi Tatum-Fedrick, VP, Institutional Advancement; Charles Collins, Web Designer; Quiana Lowe, Director of Marketing; Rachel James-Terry, Senior Director of Strategic Communications



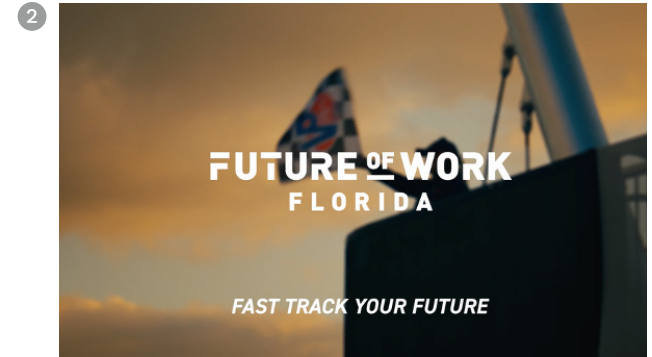
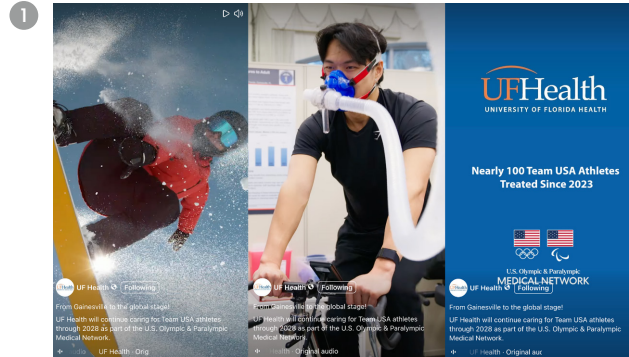
Online & Interactive

GOLD, UF Health: USOPC Sizzle Reel 1 **UF Health**

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

CLIENT: UF Health

CREDITS: Melanie Fridl Ross, MSJ, ESL, Chief Marketing & Communications Officer; John Berg, AVP of Marketing; Lindy Brounley, Director of Brand Engagement; Garrett Hall, Director of Creative Services; Chris Bilowich, Videographer; Belen Farias, Social Media Manager



Film, Video, & Sound

GOLD, Anything But Ordinary 2 **Moore, Inc**

031B: Film, Video, & Sound, Television Advertising, Single

CLIENT: Florida Department of Education, Future of Work Florida

CREDITS: Rachel Boone, Associate Managing Director & Producer; Emily Read, Partner and Executive Managing Director; Liz Berisha, Director; Terrie Ard, Partner, President & COO, Strategic Advisor

GOLD, UF Health: Brand Commercials 3 **UF Health**

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

CLIENT: UF Health

CREDITS: Melanie Fridl Ross, MSJ, ESL, Chief Marketing & Communications Officer; John Berg, AVP of Marketing; Lindy Brounley, Director of Brand Engagement; Garrett Hall, Director of Creative Services; Selena Carter, Creative Director; Sean Garrity, Marketing Manager; Chris Bilowich, ; Kyle Walker, Videographer; Cole Brown, Manager Creative Services; Steven Strait, Media Producer; Devito/Verdi, Creative Ad Agency



GOLD, Born in The Swamp: Gatorade at UF 4 **University of Florida: Strategic Communications & Marketing**

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

CLIENT: University of Florida

CREDITS: James Sullivan, Multimedia Producer; Zachary Read, Senior Multimedia Producer; Exa Moseley, Multimedia Producer; Fairen Horner, Director of Digital Communications & Brand Strategy; Nicci Brown, Associate Vice President for Marketing

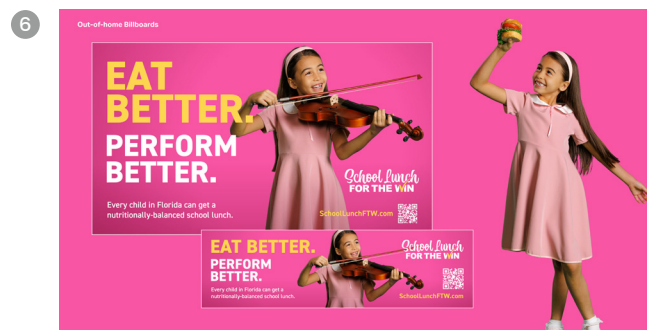
Cross Platform Advertising

GOLD, Heroes of Summer 5 **Moore, Inc.**

044D: Cross Platform, Integrated Advertising Campaigns, Consumer

CLIENT: Florida Dept. of Agriculture & Consumer Services, Summer BreakSpot

CREDITS: LeeAnn Phillips, Creative Director; Rachel Boone, Associate Managing Director & Producer; Allen Goodrum, Director of Multimedia Design; Jordan Jacobs, Partner & Senior Vice President



GOLD, School Lunch for the Win 6 **Moore, Inc**

044D: Cross Platform, Integrated Advertising Campaigns, Consumer

CLIENT: Florida Dept. of Agriculture and Consumer Services

CREDITS: LeeAnn Phillips, Creative Director; Rachel Boone, Associate Managing Director & Producer; Justin Smith, Senior Art Director; Jordan Jacobs, Senior Vice President; Candide Mullin, Managing Director ; Morgan King, Senior Director; Selby Proctor, Senior Account Executive

Cross Platform Advertising

GOLD, You've Got This 1

Moore, Inc.

044D: Cross Platform, Integrated Advertising Campaigns, Consumer

CLIENT: CareerSource Florida

CREDITS: LeeAnn Phillips, Creative Director; Rachel Boone, Associate Managing Director & Producer; Justin Smith, Senior Art Director; Emily Read, Partner and Executive Managing Director; Kate Beckwith, Director



GOLD, Human Progress Brand Campaign 2

UF Health

044D: Cross Platform, Integrated Advertising Campaigns, Consumer

CLIENT: UF Health

CREDITS: Melanie Fridl Ross, MSC, ESL, Chief Marketing & Communications Officer; John Berg, AVP of Marketing; Lindy Brounley, Director of Brand Engagement; Garrett Hall, Director of Creative Services; Selena Carter, Creative Director; Kyle Walker, Videographer; Chris Bilowich, Videographer; Cole Brown, Creative Services Manager; Steven Strait, Media Producer; Devito/Verdi, Creative Ad Agency



Cross Platform Brand Identity

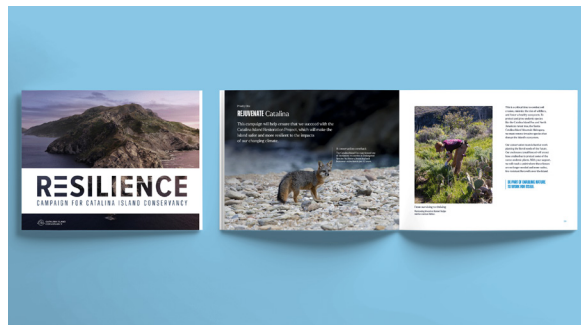
GOLD, Resilience 3

Parisleaf

045: Cross Platform, Integrated Brand Identity Campaign

CLIENT: Catalina Island Conservancy

CREDITS: Parisleaf, Catalina Island Conservancy, Fissinger Fundraising



GOLD, All Grit. No Quit. 4

Parisleaf

045: Cross Platform, Integrated Brand Identity Campaign

CLIENT: The Michael J. Fox Foundation

CREDITS: Parisleaf, The Michael J. Fox Foundation



GOLD, Unwavering 5

Parisleaf

045: Cross Platform, Integrated Brand Identity Campaign

CLIENT: Northwest Community Hospital Foundation

CREDITS: Parisleaf, Northwest Community Hospital Foundation, Fissinger Fundraising



GOLD, We Are Newark 6

Parisleaf

045: Cross Platform, Integrated Brand Identity Campaign

CLIENT: The Salvation Army Newark

CREDITS: Parisleaf; The Salvation Army Newark; CCS Fundraising



AMERICAN

ADVERTISING

PROFESSIONAL DIVISION
SILVER ADDY AWARDS

AWARDS

Sales & Marketing

SILVER, Guide to Catalina ¹ Parisleaf

007A: Sales & Marketing, Brochure, Single Unit
CLIENT: Catalina Island Conservancy
CREDITS: Parisleaf; Catalina Island Conservancy

SILVER, Legends in the Field ² Parisleaf

009A: Sales & Marketing, Special Event Material, Card, Invitation, Announcement
CLIENT: Caltech
CREDITS: Parisleaf; Caltech

Print Advertising

SILVER, CopyFax, We Speak Copy ³ The Mitchells Agency

012A: Print Advertising, Magazine Advertising, Single
CLIENT: CopyFax
CREDITS: Brian Starke, Art Director

SILVER, UF Health: Patient Journeys ⁴ UF Health

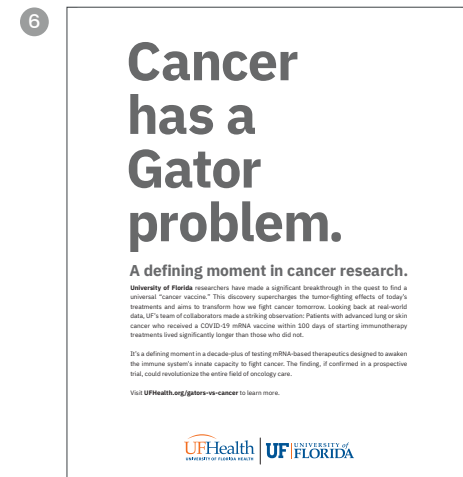
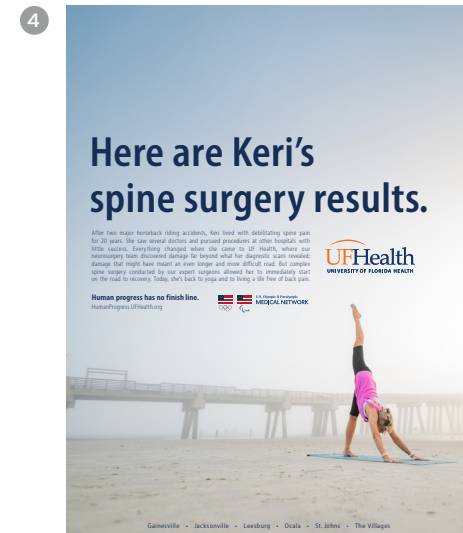
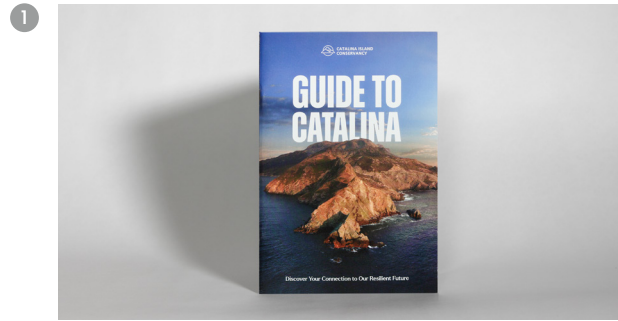
012A: Print Advertising, Magazine Advertising, Single
CLIENT: UF Health
CREDITS: Melanie Fridl Ross, MSJ, ELS, Chief Marketing & Communications Officer; John Berg, AVP of Marketing; Lindy Brounley, Director of Brand Engagement; Garrett Hall, Director of Creative Services; Devito/Verdi, Creative Ad Agency; Selena Carter, Creative Director

SILVER, FAMU Best of Both Worlds Drum Major ⁵ Florida A&M University

012A: Print Advertising, Magazine Advertising, Single
CLIENT: Florida A&M University
CREDITS: Alonda Thomas, VP, Chief Marketing & Communications Officer; Glenn Beil, Photographer; Jefferson Walker, Videographer; Charles Collins, Graphic Designer

SILVER, UF Health: Patient Journeys ⁶ UF Health

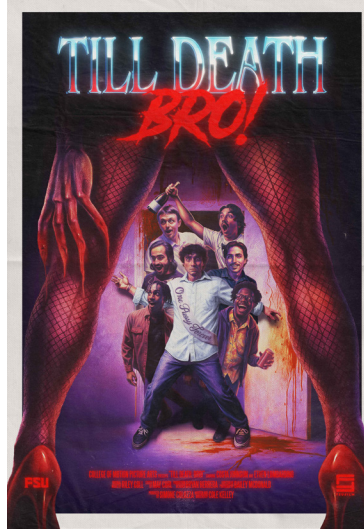
012C: Print Advertising, Magazine Advertising, Campaign
CLIENT: UF Health
CREDITS: Melanie Fridl Ross, MSJ, ELS, Chief Marketing & Communications Officer; John Berg, AVP of Marketing; Lindy Brounley, Director of Brand Engagement; Garrett Hall, Director of Creative Services; Devito/Verdi, Creative Ad Agency; Selena Carter, Creative Director



Out of Home & Ambient Media

SILVER, MFA Student Movie Poster ¹ Florida A&M University

018A: Out-of-Home & Ambient Media, Poster, Single
CLIENT: Florida State University, College of Motion Picture Arts
CREDITS: Anosh Gill, Creative Director; Luis Arriaga, Graphic Artist; Nabrea Hardy, Illustrator; Kenneth Jones, Professor



SILVER, TMH: Spring Break? ² The Mitchells Agency

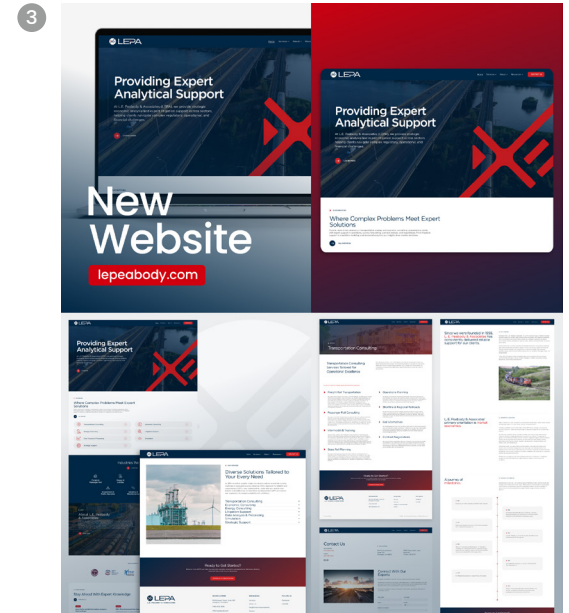
019B: Out-Of-Home & Ambient Media, Outdoor Board, Multiple Boards
CLIENT: Tallahassee Memorial Healthcare
CREDITS: Brian Starke, Art Direction



Online & Interactive

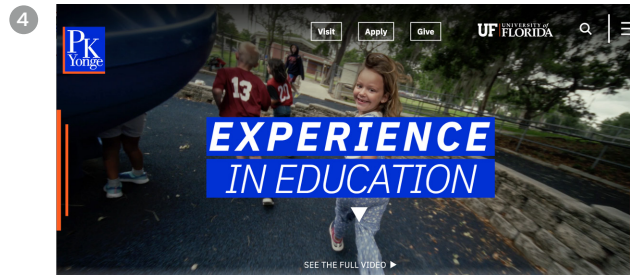
SILVER, LEPA Website Redesign ³ Grova Creative

021B: Online/Interactive, Websites, B-to-B
CLIENT: L.E. Peabody & Associates (LEPA)
CREDITS: Sophia Villiers-Furze, Digital Designer; Giavona Williams, Account Lead; Hannah Touchton, Copywriter



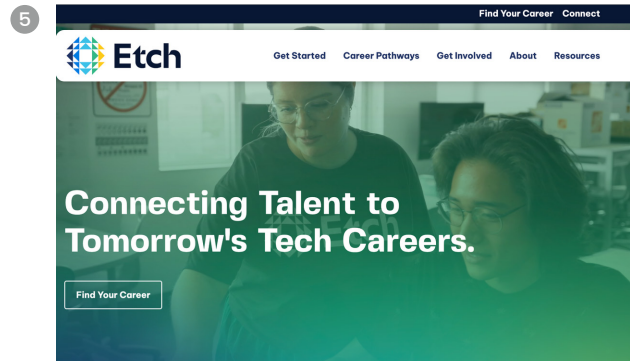
SILVER, PK Yonge Website ⁴ PHOS Creative

021A: Online/Interactive, Websites, Consumer
CLIENT: P.K. Yonge
CREDITS: Duncan Way, Graphic Designer; Michael Rogowski, WordPress Developer; Alyson Carr, Creative Media Associate; Rachel Klein, Copywriter



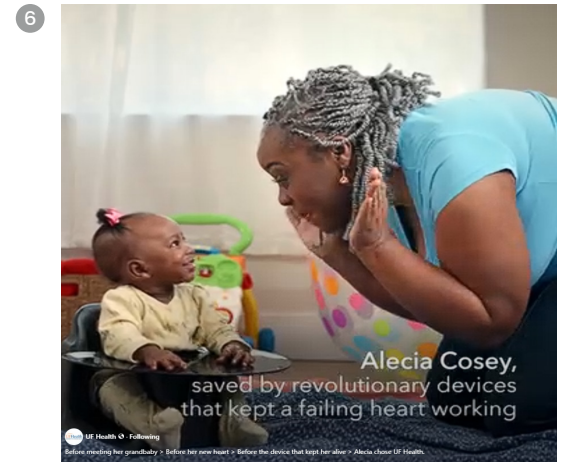
SILVER, Etch Website ⁵ PHOS Creative

021A: Online/Interactive, Websites, Consumer
CLIENT: Etch
CREDITS: Jenelle Kruse, Senior Designer; Christopher Burns, WordPress Developer; Alyson Carr, Creative Media Associate; Rachel Klein, Copywriter



SILVER, UF Health: Brand Social ⁶ UF Health

022B: Online/Interactive, Social Media, Campaign
CLIENT: UF Health
CREDITS: Melanie Fridl Ross, MSJ, ESL, Chief Marketing & Communications Officer; John Berg, AVP of Marketing; Lindy Brounley, Director of Brand Engagement; Garrett Hall, Director of Creative Services; Selena Carter, Creative Director; Kyle Walker, Videographer; Chris Bilowich, Videographer; Devito/Verdi, Creative Ad Agency; Trickey Jennus, Media Agency



Online & Interactive

1 SILVER, UF Health: Patient Blog

UF Health

026A: Online/Interactive, Digital Publications, Blogs

CLIENT: UF Health

CREDITS: Melanie Fridl Ross, MSJ, ESL, Chief Marketing & Communications Officer; John Berg, AVP of Marketing; Lindy Brounley, Director of Brand Engagement; Garrett Hall, Director Creative Services; Selena Carter, Creative Director; Kyle Walker, Videographer; Chris Bilowich, Videographer; Talal Elmasry, Marketing Coordinator; Cole Brown, Creative Services Manager; Steven Strait, Media Producer

Film, Video, & Sound

2 SILVER, The Edge of Greatness

Moore, Inc.

031B: Film, Video, & Sound, Television Advertising, Single

CLIENT: Florida Department of Education, Get There

CREDITS: LeeAnn Phillips, Creative Director; Rachel Boone, Associate Managing Director & Producer; Emily Read, Partner and Executive Managing Director; Liz Berisha, Director; Terrie Ard, Partner, President & COO, Strategic Advisor

3 SILVER, This is My Classroom

Five Seven Film

033B: Film, Video, & Sound, Internet Commercial, Campaign

CLIENT: Santa Fe College

CREDITS: John Heath, Director, Cinematographer, Writer; Caitlin Heath, Producer, Writer; Alex Baucom, Videographer; Lisa Brosky, Executive Producer, Co-Writer

4 SILVER, Oak Hall School Brand Anchor Video

Sky Palm Studios

036B: Film, Video, & Sound, Branded Content & Entertainment, Online, Single

CLIENT: Oak Hall School

CREDITS: PHOS Creative, Creative Agency

5 SILVER, Ginnie Springs: Pure Florida

Sky Palm Studios

036B: Film, Video, & Sound, Branded Content & Entertainment, Online, Single

CLIENT: Ginnie Springs

CREDITS: PHOS Creative, Creative Agency

6 SILVER, FAMU 2025 Hype Video

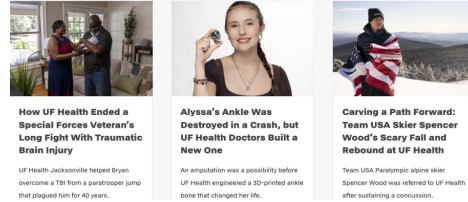
Florida A&M University

036B: Film, Video, & Sound, Branded Content & Entertainment, Online, Single

CLIENT: Florida A&M University

CREDITS: Alonda Thomas, VP, Chief Marketing & Communications Officer; Charles Collins, Director of Photography; Kimberly Mask, Assistant Director of Marketing; Rachel James-Terry, Senior Director of Strategic Communications; Adam Ramgeet, Marketing Manager

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Cross Platform Advertising

SILVER, CHP Center for Healthy Aging Sachs Media

044D: Cross Platform, Integrated Advertising Campaigns, Consumer
CLIENT: Capital Health Plan
CREDITS: Ashley Perkins, Vice President, Creative Services; Cayden Ledford, Senior Graphic Designer; Chloe Townsend, Account Lead; Alise Sloan, Account Manager; Lisa Garcia, Partner, Chief Operating Officer



Cross Platform Brand Identity

SILVER, TSpark Podcast Campaign Grova Creative

045: Cross Platform, Integrated Brand Identity Campaign
CLIENT: TSpark Enterprises
CREDITS: Courtney Saunders, Graphic Designer; Sierra Thomas, Graphic Designer; Sophia Villiers-Furze, Graphic Designer; Hannah Vossler, Social Media Coordinator; Addyson Clark, Social Media Coordinator; Hannah Touchton, Account Manager; Giavona Williams, Creative Director



Cross Platform Branded Content

SILVER, TLHSC 2025 Season Grova Creative

046: Cross Platform, Integrated Branded Content Campaign
CLIENT: Tallahassee Soccer Club
CREDITS: Sophia Villiers-Furze, Graphic Designer; Courtney Saunders, Graphic Designer



Elements of Adv., Illustration

SILVER, Nature Inspired Illustrations Grova Creative

051B: Elements of Advertising, Illustration
CLIENT: Grova Creative
CREDITS: Sierra Thomas, Illustrator, Designer; Courtney Saunders, Illustrator, Designer



Elements of Adv., Cinematography

SILVER, This is My Classroom Five Seven Film

054A: Elements of Advertising, Film & Video, Cinematography
CLIENT: Santa Fe College
CREDITS: John Heath, Director, Cinematographer; Caitlin Heath, Producer; Alex Baucom, Videographer



Advertising, Media Self Promotion

SILVER, Grova Greeting Cards Grova Creative

092: Advertising/Media Industry Self-Promotion, Collateral
CLIENT: Grova Creative
CREDITS: Sierra Thomas, Illustrator, Designer; Courtney Saunders, Illustrator, Designer



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AMERICAN
ADVERTISING
AWARDS

STUDENT DIVISION
GOLD ADDY AWARDS

Print Advertising

GOLD, Big Leagues 1

Le Creuset

S07B: Print Advertising, Magazine Advertising, Campaign
 CREDITS: Simone Simpson, Art Director, Copywriter; Kasey Windels, Faculty Advisor
 COLLEGE: University of Florida

GOLD, For Every Chef 2

Le Creuset

S07B: Print Advertising, Magazine Advertising, Campaign
 CREDITS: Khwaish Jamwal, Art Director, Copywriter; Kasey Windels, Faculty Advisor
 COLLEGE: University of Florida

GOLD, Drawing Out Voices 3

Drawing Out Voices for Autism

013A: Print Advertising, Newspaper Advertising, Full Page or Less
 CREDITS: John Dehaarte, Graphic Designer; Anosh Gill, Faculty Advisor
 COLLEGE: Florida A&M University

GOLD, Trip in Every Pot 4

Le Creuset

S08B: Print Advertising, Newspaper Advertising, Campaign
 CREDITS: Julia Nantanawat, Art Director, Copywriter; Kasey Windels, Faculty Advisor
 COLLEGE: University of Florida

Out of Home & Ambient Media

GOLD, Windows To The World 5

National Geographic

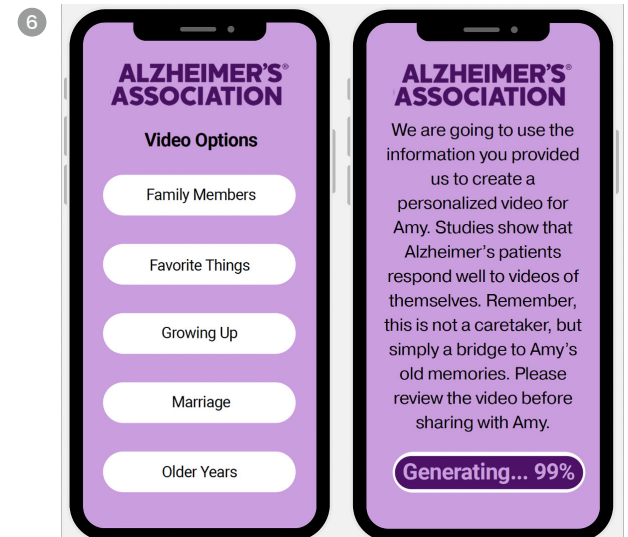
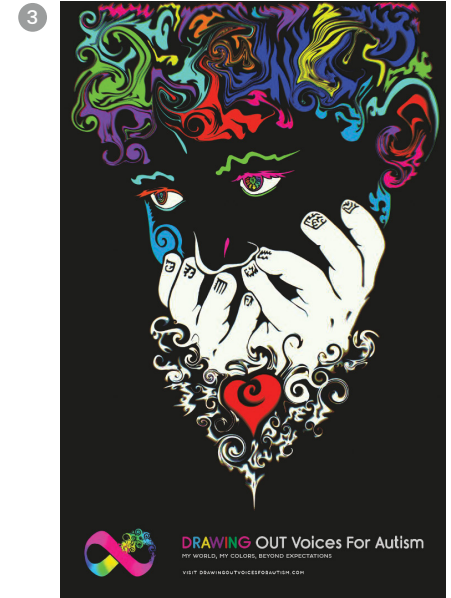
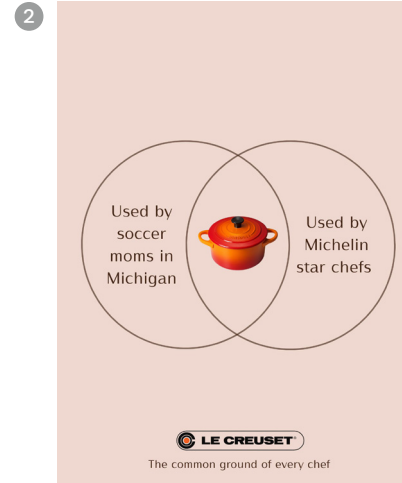
S10D: Out Of Home & Ambient Media, Outdoor & Transit Advertising, Campaign
 CREDITS: Luciana Lawrence, Art Director; Madison King, Copywriter; Kasey Windels, Faculty Advisor
 COLLEGE: University of Florida

Online & Interactive

GOLD, The Most Memorable Caretaker 6

Alzheimer's Association

S14: Online/Interactive, Apps, Mobile or Web-Based
 CREDITS: Mary K Farrell, Art Director; Evelyn Schentrup, Copywriter; Mariano German-Coley, Faculty Advisor
 COLLEGE: University of Florida



Cross Platform Advertising

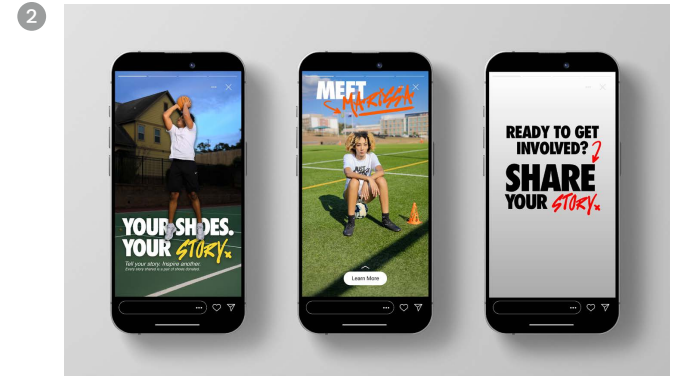
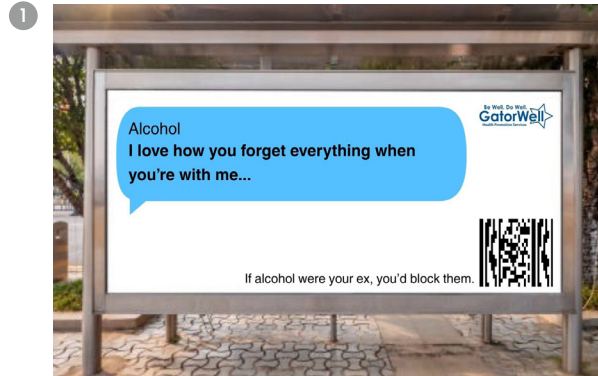
GOLD, Drinking Red Flags 1 **GatorWell Health Promotion Services**

S21: Cross-Platform, Integrated Advertising Campaign, Consumer
CREDITS: Khwaish Jamwal, Art Director, Copywriter; Kasey Windels, Faculty Advisor,
COLLEGE: University of Florida

Cross Platform Brand Identity

GOLD, Your Shoes Your Story 2

Nike
S22B: Cross-Platform, Integrated Brand Identity, Campaign
CREDITS: Andrew Watson, Graphic Designer; Anosh Gill, Faculty Advisor
COLLEGE: Florida A&M University



Elements of Advertising

GOLD, Big Leagues 3 **Le Creuset**

S23: Elements Of Advertising, Copywriting
CREDITS: Simone Simpson, Art Director, Copywriter; Kasey Windels, Faculty Advisor
COLLEGE: University of Florida

GOLD, Keep Alachua County Beautiful Logo 4 **Keep Alachua County Beautiful**

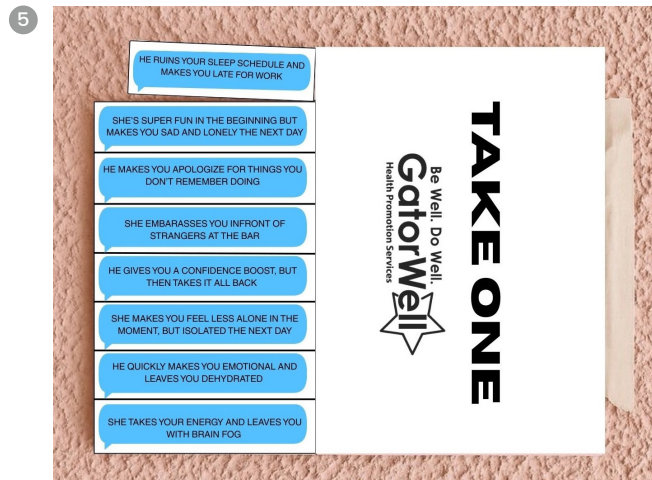
S24A: Elements Of Advertising, Logo Design
CREDITS: Sofia Cobucci Alvarez, Designer; Lissy Calienes, Faculty Advisor
COLLEGE: University of Florida

GOLD, Drinking Red Flags 5 **GatorWell Health Promotion Services**

S23: Elements Of Advertising, Copywriting
CREDITS: Khwaish Jamwal, Art Director, Copywriter; Kasey Windels, Faculty Advisor
COLLEGE: University of Florida

GOLD, Divine Comedy, An Upside-Down Comic 6 **Divine Comedy, An Upside-Down Comic**

S25A: Elements Of Advertising, Illustration
CREDITS: Nabrea Hardy, Illustrator; Anosh Gill, Faculty Advisor
COLLEGE: Florida A&M University



Elements of Advertising

GOLD, Peachy-A 1

Self Promo Ad

S25A: Elements Of Advertising, Illustration

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

COLLEGE: Florida A&M University

Cross Platform Brand Identity

GOLD, The Most Memorable Caretaker 2

Alzheimer's Association

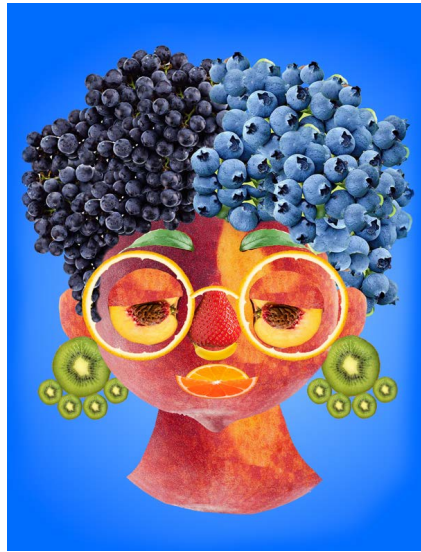
S32D: Elements Of Advertising, Artificial Intelligence, Creative Elements, Campaign

CREDITS: Mary K Farrell, Art Director; Evelyn Schentrup, Copywriter;

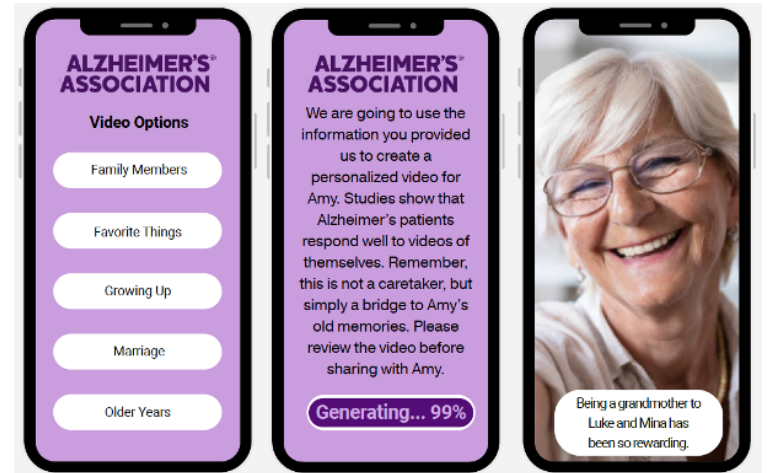
Mariano German-Coley, Faculty Advisor

COLLEGE: University of Florida

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2



AMERICAN

ADVERTISING

STUDENT DIVISION
SILVER ADDY AWARDS

AWARDS

Sales & Marketing

SILVER, Dunkin' Iced Coffee (POS) 1

Dunkin' Donuts

S01B: Sales & Marketing, Product or Service Sales Promotion, Point of Purchase

CREDITS: Faith Graham, Art Director, Copywriter; Santiago Kember, Faculty Advisor

COLLEGE: University of Florida

SILVER, Just Politicin' 2

Journey Magazine: Politics Issue

S05D: Sales & Marketing, Publication Design, Magazine

CREDITS: Andrew Watson, Art Director; Ashton Johnson, Editor-in-Chief; Jordan Barber, Creative Director; Clarence Fowler, Faculty Advisor

COLLEGE: Florida A&M University

SILVER, The Agency Recruitment Video 3

The Agency at the University of Florida

S06: Sales & Marketing, Direct Marketing

CREDITS: Dawson Leary, Production Supervisor; Jordan Witt, Production Lead; Gargi Shukla, Production Supervisor; Diego Postigo, Videographer; Cole Groth, Video Editor; Charles Barnett, New Business Lead; Finley Schuurmans, Brand Experience Coordinator; Alexandra Grundfast, New Business Development Operations Manager; Mark Rottensteiner, Advisor

COLLEGE: University of Florida

Print Advertising

SILVER, Sip, Sip, Hooray! 4

Topo Chico

S07A: Print Advertising, Magazine Advertising, Single

CREDITS: Luciana Lawrence, Art Director; Madison King, Copywriter;

Kasey Windels, Faculty Advisor

COLLEGE: University of Florida

SILVER, Good Fortune 5

Tide to Go

S07B: Print Advertising, Magazine Advertising, Campaign

CREDITS: Luciana Lawrence, Art Director; Madison King, Copywriter;

Kasey Windels, Faculty Advisor

COLLEGE: University of Florida

Out of Home & Ambient Media

SILVER, Chomp & Check 6

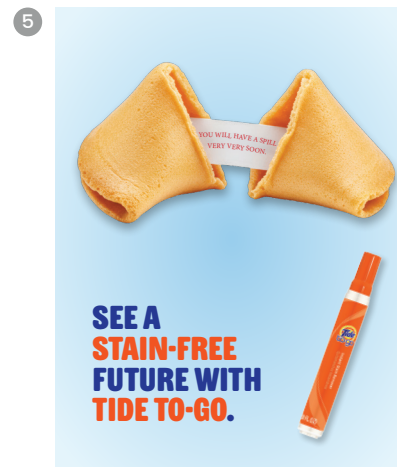
UF Student Health Care Center

S10D: Out Of Home & Ambient Media, Outdoor & Transit Advertising, Campaign

CREDITS: Isabel Brunning, Art Director, Paige Montero, Copywriter;

Mariano German-Coley, Faculty Advisor

COLLEGE: University of Florida



Out of Home & Ambient Media

1 SILVER, Dunkin' Iced Coffee Dunkin' Donuts

S10D: Out Of Home & Ambient Media, Outdoor & Transit Advertising, Campaign

CREDITS: Faith Graham, Art Director, Copywriter; Santiago Kember, Faculty Advisor

COLLEGE: University of Florida



2 SILVER, The Art of Listening Audible

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

CREDITS: Samantha Stillmunks, Creative; Lissy Calienes, Faculty Advisor

COLLEGE: University of Florida



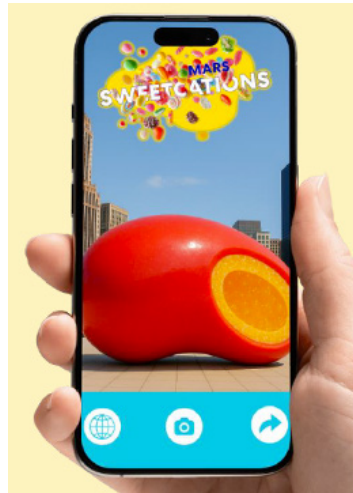
3 SILVER, Sweetcations Mars

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

CREDITS: Mary K Farrell, Art Director; Abigail Tajah, Art Director; Paige Mungall, Copywriter; Indya Benjamin, Art Director;

Mariano German-Coley, Faculty Advisor

COLLEGE: University of Florida



Online & Interactive

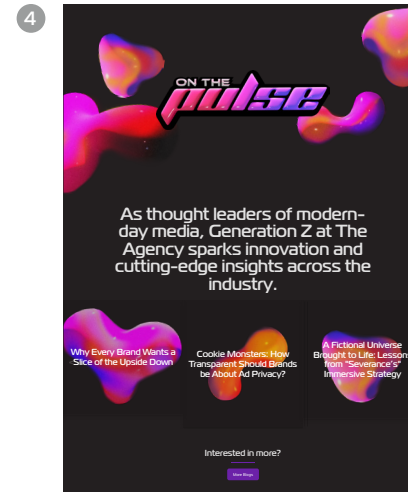
4 SILVER, The Agency's Thought Leadership On The Pulse, The Agency at the University of Florida

S12: Online/Interactive, Website, Desktop or Mobile

CREDITS: Ava Markel, On The Pulse Lead; Finley Schuurmans, Brand Experience Coordinator; Charles Barnett, New Business Lead;

Alexandra Grundfast, New Business Development Operations Manager; Mark Rottensteiner, Advisor

COLLEGE: University of Florida



5 SILVER, Main Character Energy Walmart

S13B: Online/Interactive, Social Media, Campaign

CREDITS: Samantha Stillmunks, Creative; Lissy Calienes, Faculty Advisor

COLLEGE: University of Florida

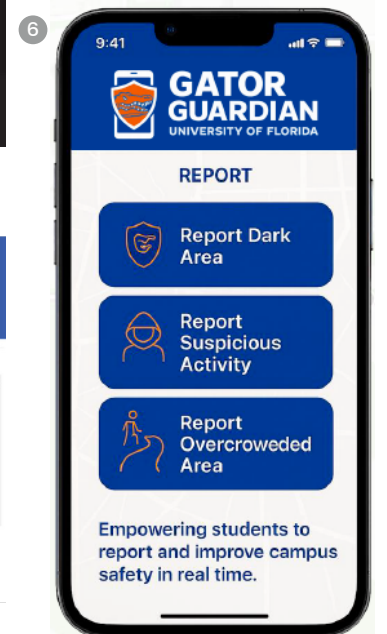


6 SILVER, Gator Guardian University of Florida Public Safety

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

CREDITS: Sofia Cobucci, Art Director; Jena Poorman, Copywriter; Mariano German-Coley, Faculty Advisor

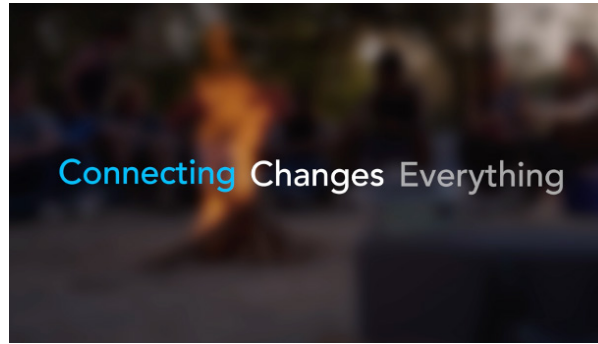
COLLEGE: University of Florida



Cross Platform Advertising

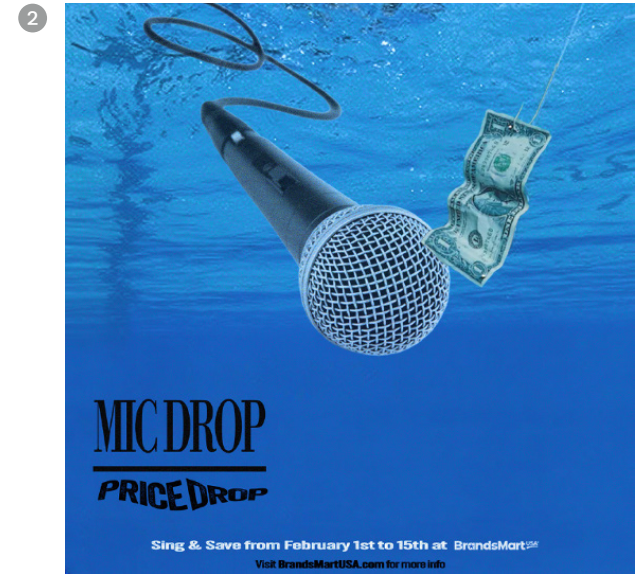
SILVER, Connecting Changes Everything ¹ AT&T

S21: Cross-Platform, Integrated Advertising Campaign, Consumer
CREDITS: Max Mitchell, Team Captain; Jackie Ouellette, Creative Director; Tanner Hirten, Video Director; Eva Berggren, Digital/Social Director; Sarah Scott Cook, Events/PR Team Member; Suzanna Derby, Events/PR Team Member; Veronica Escajeda, Creative Team Member; Amanda Flinchbaugh, Video Team Member; Julie Flinchum, Book Team Member; Parker Ladle, Book Team Member; Chris J. Lopez, Video Team Member; Natalie Mieses, Video Team Member; Kelly Kelly, Faculty Advisor; Arrowhead Advertising
COLLEGE: Florida State University



SILVER, Sing & Save ² BrandsMart USA

S21: Cross-Platform, Integrated Advertising Campaign, Consumer
CREDITS: Paige Montero, Copywriter; Isabel Brunning, Art Director; Mariano German-Coley, Faculty Advisor; Juan Segui, Faculty Advisor
COLLEGE: University of Florida



Cross Platform Brand Identity

SILVER, Coach Courtside ³ Coach

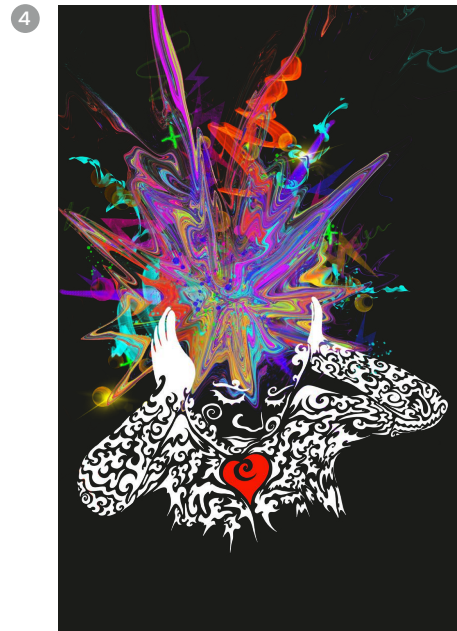
S22B: Cross-Platform, Integrated Brand Identity, Campaign
CREDITS: Maizy Guertin, Creative; Lissy Calienes, Faculty Advisor
COLLEGE: University of Florida



Elements of Advertising

SILVER, Drawing Out Voices ⁴ Drawing Out Voices for Autism

S25A: Elements Of Advertising, Illustration
CREDITS: John Dehaarte, Graphic Designer. Anosh Gill, Faculty Advisor
COLLEGE: Florida A&M University



SILVER, Get Sip Done ⁵ Dunkin' Donuts

S23: Elements Of Advertising, Copywriting
CREDITS: Faith Graham, Art Director, Copywriter; Santiago Kember, Faculty Advisor
COLLEGE: University of Florida



Elements of Advertising

SILVER, Made of Film ①

Orange and Blue Film Festival

S25A: Elements Of Advertising, Illustration

CREDITS: Samantha Stillmunks, Illustrator; Lissy Calienes, Faculty Advisor

COLLEGE: University of Florida

SILVER, Connecting Changes Everything ②

AT&T

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

CREDITS: Tanner Hirten, Director; Natalie Mises, Cinematographer;

Amanda Flinchbaugh, Production Designer; Chris J Lopez, Editor; Keira

Weicht, Assistant Director; Kelly Kelly, Faculty Advisor, Arrowhead

Advertising

COLLEGE: Florida State University

①



②

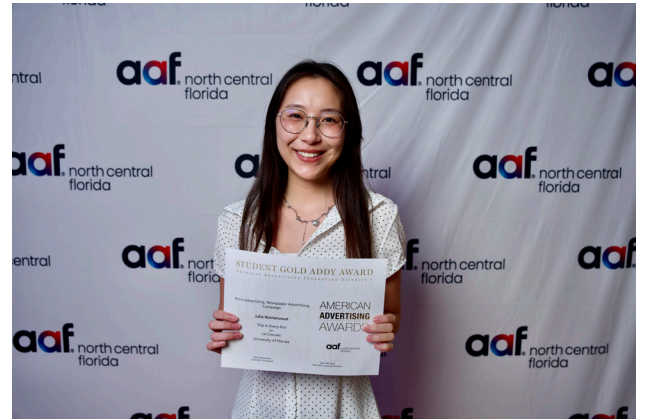
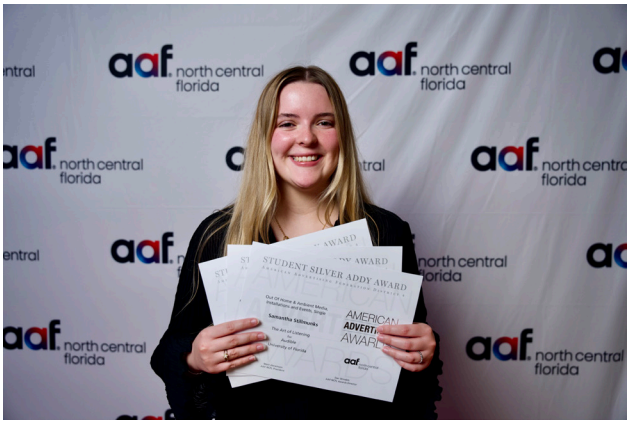
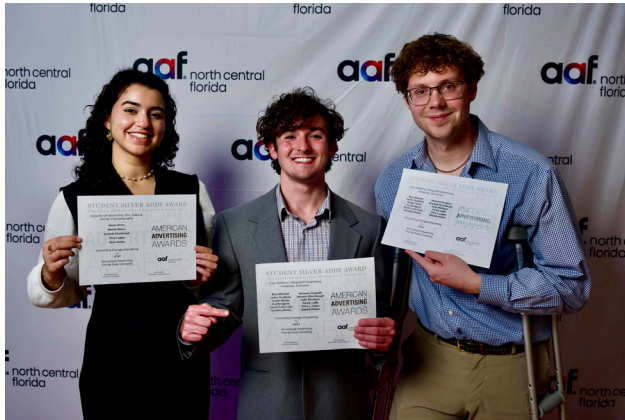
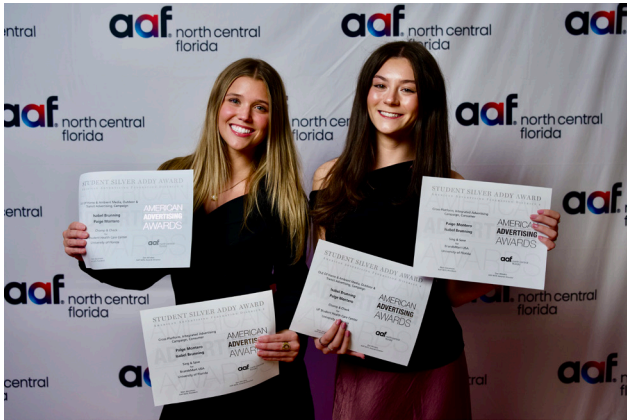


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2026 AAF-NCFL EVENT TEAM

Matt Abramson, President

Sue Wagner, Treasurer

Dan Windels, ADDY Awards Chair & Winner's Book

Glenn Richards, ADDY Reel Voice Over Talent

Sofia Dominquez, ADDY Reel Production & Photography

The Award Group, ADDY Trophies

Renaissance Printing, ADDY Certificates

Thomas Allain, Musical Guest

Reitz Union, Event Host

Palm & Pine, Catering

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2026 Award Winners