

We've got

ADVERTISING

down to a

SCIENCE



2026

ADDY
AWARDS

aaf american
advertising
federation
toledo



We've got
ADVERTISING
down to a
SCIENCE

Creativity is CHEMISTRY.

The spark of an idea.
The reaction between *art* and *data*.
The transformation that happens when
imagination meets intention.

This year's theme honors the alchemy
behind every campaign that changes
how we think, feel, and connect.

american advertising awards

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WELCOME TO THE 2026 AMERICAN ADVERTISING AWARDS!

Tonight, we celebrate more than just the work in front of us—we celebrate the people who make this industry what it is: bold, creative, and constantly evolving.

To all of our winners, congratulations! Your work isn't just seen, it's felt. It's shaping the way people think, connect, and interact with the world. You're not just creating ads; you're creating change. And that's what we're here to honor tonight.

A big thank you to everyone who made this night possible—our committee, volunteers, participants, sponsors, and supporters. You're more than just partners. You're the ones who help keep the engine running, making this community what it is: a place where big ideas happen in collaboration, in mentorship, and in the connections we make with each other.

At AAF Toledo, we're not content with just watching the industry evolve. We're in it. We're shaping it. And we want you to be part of that. If you're not already a member, I encourage you to take that step. This isn't just about joining an organization—it's about joining a movement. AAF Toledo is about real conversations, real connections, and the kind of collaboration that drives real change.

Here's to tonight, to all that we've accomplished, and to what we'll build next, together.

Valerie Thompson
President, AAF Toledo



ABOUT THE AWARDS

The American Advertising Awards (ADDYs), is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club (AdClub) competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Conducted annually by the American Advertising Federation (AAF), the local AdClub phase is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards—recognition as the very best in their markets. At the second tier, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards. Entry in your local AdClub competition is the first step toward winning a national ADDY.

Entering the American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entry in a category is affected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry. A Gold ADDY is recognition of the highest level of creative excellence and is judged to be superior to all other entries.

THE SILVER MEDAL AWARD

The American Advertising Federation's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern.

Annually, AAF member clubs bestow this honor upon outstanding members of the local advertising industry.

For many local clubs, awarding the AAF Silver Medal is the highlight of their year. It enhances the image of advertising by recognizing a locally well-known person for their advertising and community involvement. Candidates are nominated by AAF Toledo members and the recipient is selected by a panel of judges made up of the three previous winners.

Criteria

Silver Medal recipients are selected by a panel of judges from each local club made up of the three previous winners.

Contribution to One's Company

The recipient must have achieved success in one of the following areas of work: advertising agency, advertiser, media or advertising service.

Creative Ability

The recipient must have shown a consistent, high degree of original thinking in their field.

Contributions to the General Advancement of Advertising

The recipient must have worked to increase the stature and raise the standards of the advertising profession.

Contributions to the Community

The recipient should be someone who has been active in civic, religious, or other groups dedicated to human or social welfare.

2026 SILVER MEDAL AWARD WINNER

On February 4, 2019, Charles "Charlie Chuck" Welch celebrated 50 years of broadcasting. He is the first African American in the region to build, own, and operate a radio station, "The Juice," WJUC-FM 107.3.

Welch began his pursuit of owning the station long before it went on air. The first rung on his career ladder was broadcasting as a DJ with station WKLR (now WKKO). Next he continued to rise the ranks at Booth Broadcasting as Station Manager; Sales Manager for KCOH in Houston, TX as well as WWWS in Saginaw, Michigan; and General Manager for WVOI JACOR Communications here in Toledo, Ohio. While working for others, Welch held on to his dream to own his own radio station.

Welch's vision for WJUC was to create a platform that would give the African American community a voice, but making his dream a reality was not an easy road. With his late wife Marjorie Welch by his side, they persevered through years of litigation that included denials and appeals as he worked to establish the station. But, Welch refused to give up on his dream. On February 27, 1997, "The Juice," WJUC-FM 107.3 officially signed on the air. The station plays "Hits from Back in the Day and Today" appealing to adult urban listeners.

Welch's responsibility has always been to serve the community and to provide opportunity to those who also want to be part of serving. "Connecting to Community" and "Hometown Live" are part of the Saturday Morning Juice, a community engagement show that consists of interviews and community topics. The most recent endeavor of WJUC is a partnership with aMAYSing Kids Broadcasting and Media Mentorship Program that works to improve reading through teaching broadcasting fundamentals.

In 2022, "The Juice," WJUC-FM 107.3 celebrated its 25th anniversary. Congresswoman Marcy Kaptur and many others in the city paid tribute to Welch and his family for this incredible accomplishment

In 2016, Welch retired from broadcasting, but has nurtured a new generation of owners who continue to serve the community and maintain the legacy he has created. In 2017, Welch Communications assigned the license for WJUC to Fleming Street Communications, Inc., a corporation controlled by Welch's children including his son, media personality and Program Director Charles "Charlie Mack" Welch and daughter Debra Hogan who serves as President.

W. Charles "Charlie Chuck" Welch Posthumous Winner



SALES & MARKETING

2026

ADDY AWARDS

We've got
ADVERTISING
down to a
SCIENCE

001B - SALES PROMOTION - SALES KIT OR PRODUCT INFO SHEET

Your Power TO DO Awaits
title

Jessica Kennedy
entrant

The University of Toledo
client

The University of Toledo
institution

SILVER ADDY



001D - SALES PROMOTION - PRODUCT OR SERVICE SALES PROMO - CAMPAIGN

Rachel Ruysch: Nature into Art
title

Taylor Yarborough
entrant

Toledo Museum of Art
client

Toledo Museum of Art
institution



SILVER ADDY

SALES & MARKETING

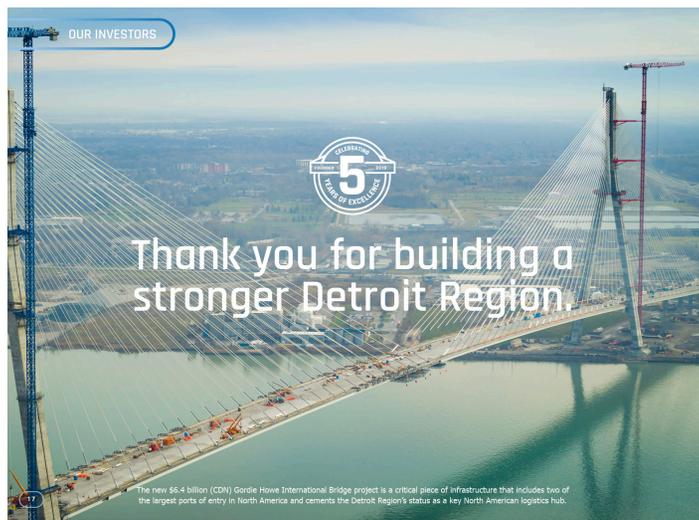
005 - COLLATERAL MATERIAL - PRINTED ANNUAL REPORT

DRP Annual Report
title

Detroit Regional Partnership
client

HART Inc.
entrant

HART Inc.
agency



- baltmer GROUP
- Corewell Health
- HUDSON WEBBER FOUNDATION
- LEAR
- Detroit
- Huntington
- CHARLES MOTT F.O.
- Shiawassee Ecor

GOLD ADDY

SALES & MARKETING

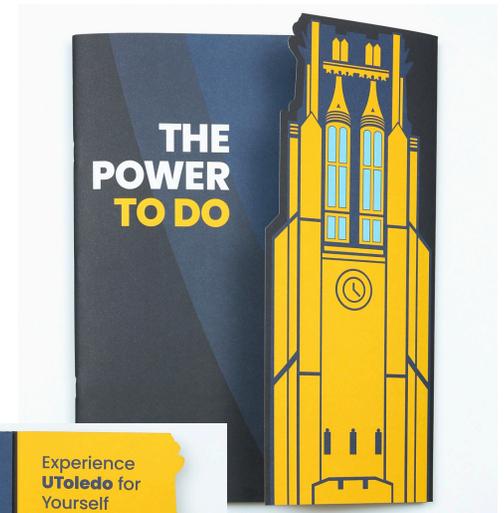
007A - COLLATERAL MATERIAL - BROCHURE SINGLE UNIT

The Power TO DO Great Things
title

Jessica Kennedy
entrant

The University of Toledo
client

The University of Toledo
institution



SILVER ADDY

SALES & MARKETING

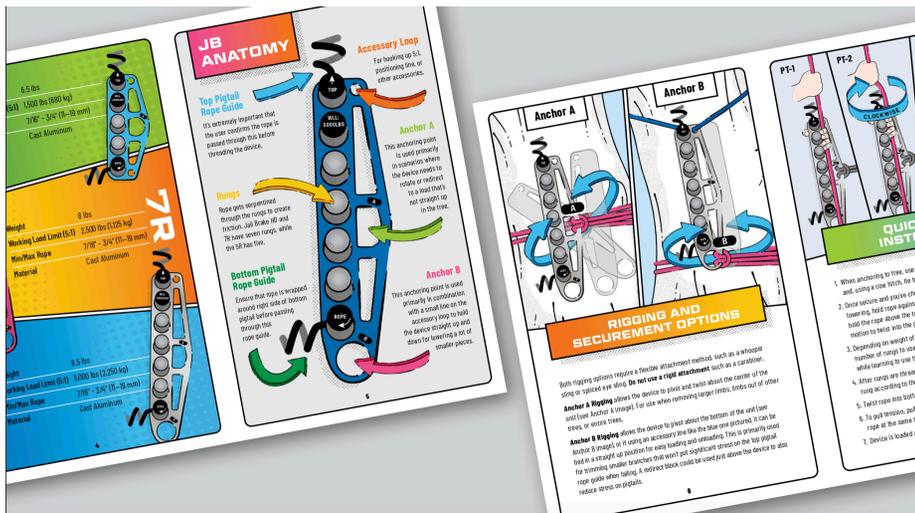
007A - COLLATERAL MATERIAL - BROCHURE SINGLE UNIT

Jail Brake Instruction Manual
title

Emily Musterman
entrant

Jail Brake
client

Forage Branding and Design
agency



SILVER ADDY

SALES & MARKETING

007A - COLLATERAL MATERIAL - BROCHURE SINGLE UNIT

Donor Brochure
title

Brandy McCarley
entrant

Outdoor Sylvania Community Parks Foundation
client

Thread Connected Marketing
agency



TOGETHER,
we can invest in tomorrow's adventures, ensuring that everyone in Sylvania can continue to "Explore More" for years to come.

BE PART OF THE STORY FROM THE VERY BEGINNING.
GIVE TODAY.



SILVER ADDY

SALES & MARKETING

008C - COLLATERAL MATERIAL - PUBLICATION DESIGN MAGAZINE DESIGN

Building Ohio Magazine Redesign AGC of Ohio
title client

Emily Musterman
entrant

Forge Branding and Design
agency



BRONZE ADDY

PRINT/ADVERTISING

13D - NEWSPAPER ADVERTISING - CAMPAIGN

We're Here to DO...
title

Jessica Kennedy
entrant

UToledo Health
client

The University of Toledo
institution



BRONZE ADDY

OUT-OF-HOME & AMBIENT MEDIA

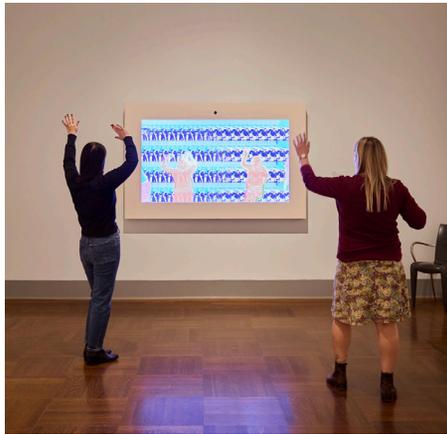
16B - AMBIENT MEDIA - INSTALLATIONS MULTIPLE INSTALLATIONS

Infinite Images and DAIR
title

Taylor Yarborough
entrant

Toledo Museum of Art
client

Toledo Museum of Art
institution



SILVER ADDY

OUT-OF-HOME & AMBIENT MEDIA

18A - OUT-OF-HOME - POSTER - SINGLE UNIT

2025 Black Swamp Arts Festival
title

Kelsey Mackley-Limpf
entrant

Black Swamp Arts Festival
client

Bowling Green State University
institution



GOLD ADDY

OUT-OF-HOME & AMBIENT MEDIA

19B - OUT-OF-HOME OUTDOOR BOARD MULTIPLE BOARDS

See Coach Eddie George
title

Bowling Green State University
entrant

Bowling Green State University
client

Bowling Green State University
institution



BRONZE ADDY

OUT-OF-HOME & AMBIENT MEDIA

20B - OUT-OF-HOME CAMPAIGN

BGSU X Temptations
title

Bowling Green State University
entrant

Bowling Green State University
client

Bowling Green State University
institution



48' x 14' | Columbus, Cincinnati, Cleveland, Fort Wayne, Detroit



60' 2" x 24' 1"
Toledo

BRONZE ADDY

ONLINE/INTERACTIVE MEDIA

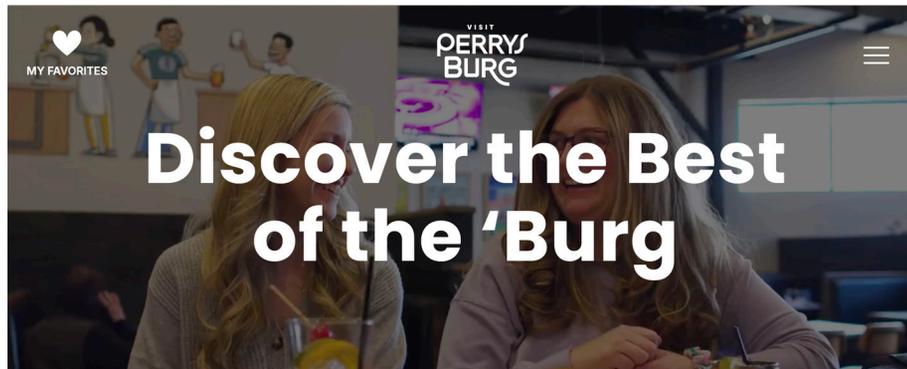
21A - WEBSITES - CONSUMER

Visit Perrysburg Website
title

Michael Seay
entrant

Visit Perrysburg
client

MadAve Group
agency



GOLD ADDY

ONLINE/INTERACTIVE MEDIA

21A - WEBSITES - CONSUMER

Owens CC Homepage Redesign
title

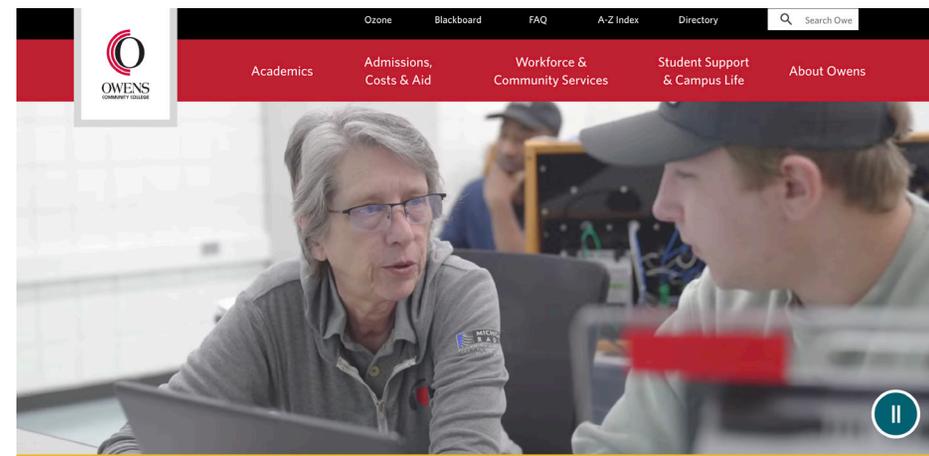
Andrew Woodard
entrant

Owens Community College
client

Owens Community College
institution



Certificates
Earn stackable, focused skills in just months



SILVER ADDY

ONLINE/INTERACTIVE MEDIA

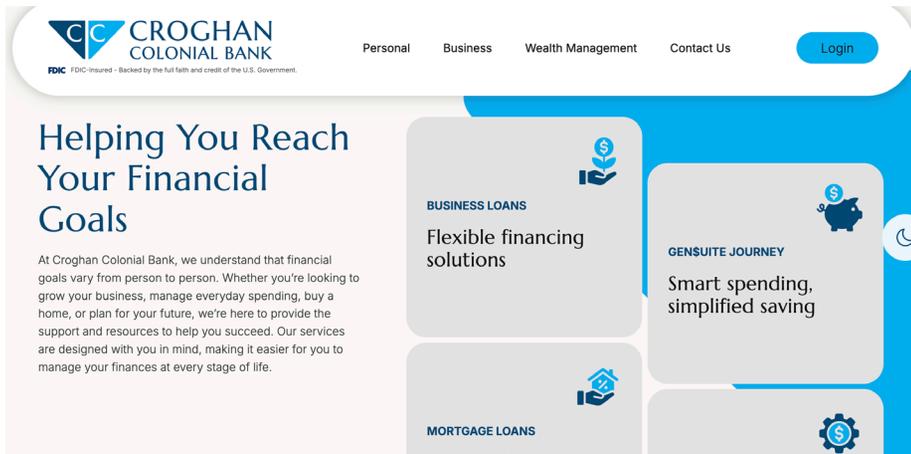
21A - WEBSITES - CONSUMER

Croghan Bank Website
title

Michael Seay
entrant

Croghan Bank
client

MadAve Group
agency



SILVER ADDY

ONLINE/INTERACTIVE MEDIA

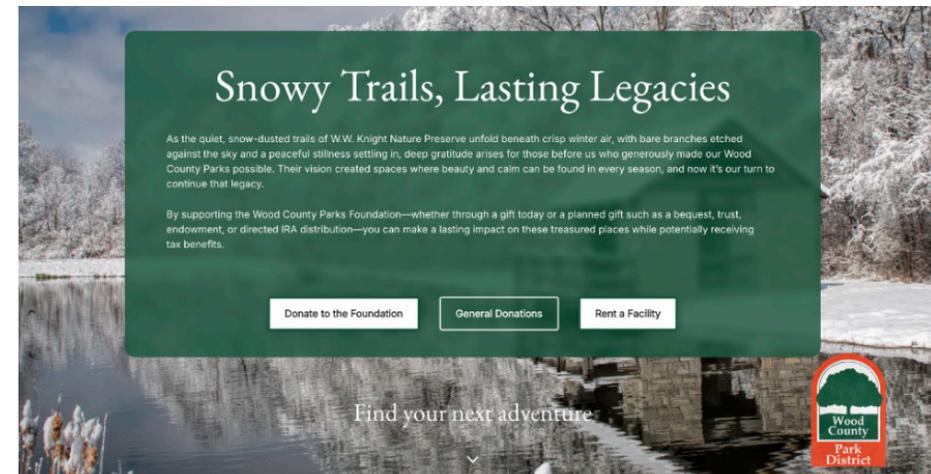
21A - WEBSITES - CONSUMER

Wood County Parks District Website
title

Greg Miller
entrant

Wood County Parks Department
client

Shrinkray Interactive, LLC
agency



Adam Phillips Pond



SILVER ADDY

ONLINE/INTERACTIVE MEDIA

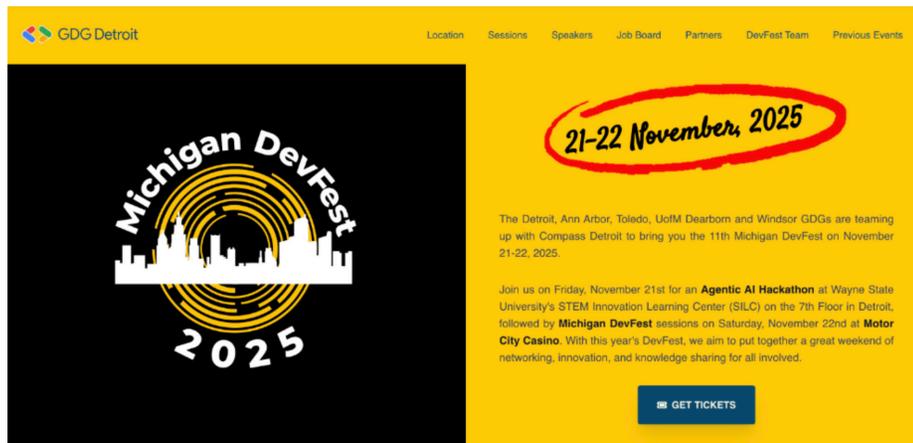
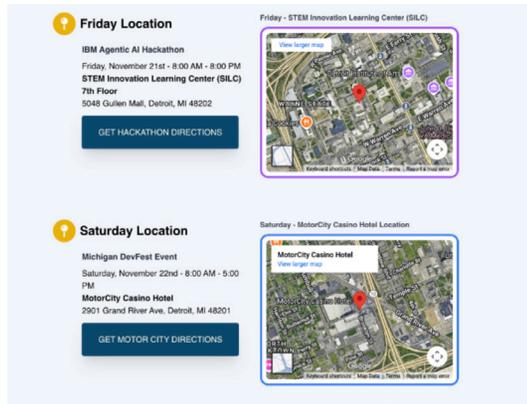
21A - WEBSITES - CONSUMER

Michigan Devfest 2025 Conference
title

Greg Miller
entrant

Compass Detroit
client

Shrinkray Interactive, LLC
agency



SILVER ADDY

ONLINE/INTERACTIVE MEDIA

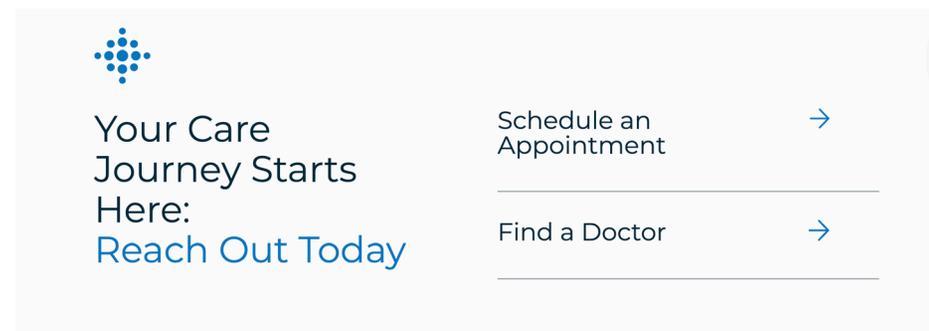
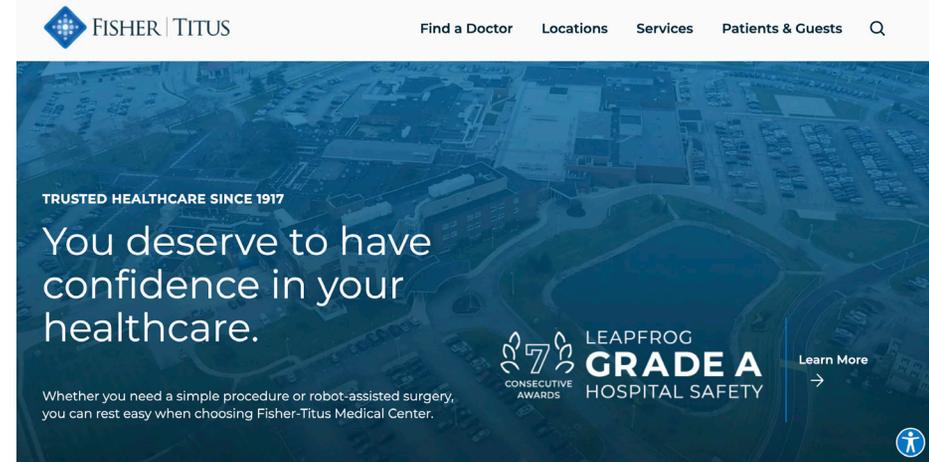
21A - WEBSITES - CONSUMER

Fisher-Titus Medical Center Website
title

Michael Seay
entrant

Fisher-Titus Medical Center
client

MadAve Group
agency



BRONZE ADDY

ONLINE/INTERACTIVE MEDIA

21C - WEBSITES - B2B

Ohio Life Sciences Website
title

Gene Powell
entrant

Ohio Life Sciences
client

SPOKE.
agency

LEADING THE NEXT FRONTIER OF LIFE SCIENCES

Your next discovery is in Ohio.

OLS builds collaborative partnerships and advocates for policies and funding that will help to accelerate life science and drive sustainable economic growth.

[Catalysts of Innovation >](#) [About Us >](#)

DASI SIMULATIONS
Driving cutting-edge cardiology care >

ENABLE INJECTIONS
Revolutionizing wearable drug delivery >

SAREPTA THERAPEUTICS
Transforming genetic medicine >

LOREM 1
Lorem dolor

FOUNDATIONAL SPONSORS: THE OHIO STATE UNIVERSITY NATIONWIDE CHILDREN'S UNIVERSITY HOSPITALS

SILVER ADDY

ONLINE/INTERACTIVE MEDIA

21C - WEBSITES - MICROSITES

BGSU Library
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution

BOWLING GREEN STATE UNIVERSITY

BGSU University Libraries

Find and Borrow Services Visit About For Students For Faculty

Today's Jerome Library Hours: 8am - 6pm | All library hours

Give MyBGSU Email Ask us! Library Account

LIBRARY search

Search for books, articles, and more

Recommended Databases: EBSCO | JSTOR | Web of Science | All Databases

Special Collections

Curriculum Resource Center

PreK-12 literature, teaching aids, and curriculum materials

[Learn more about the collection](#)

[Learn more about all Special Collections](#)

BRONZE ADDY

ONLINE/INTERACTIVE MEDIA

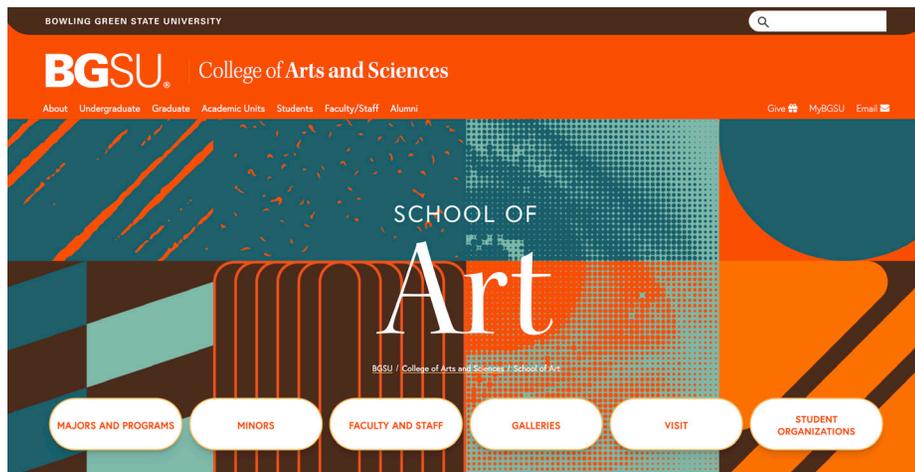
21C - WEBSITES - MICROSITES

BGSU School of Art
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



SILVER ADDY

ONLINE/INTERACTIVE MEDIA

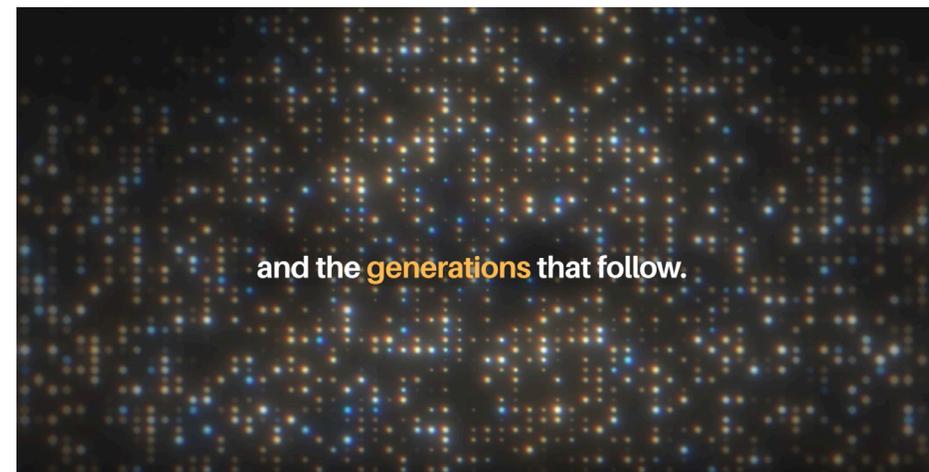
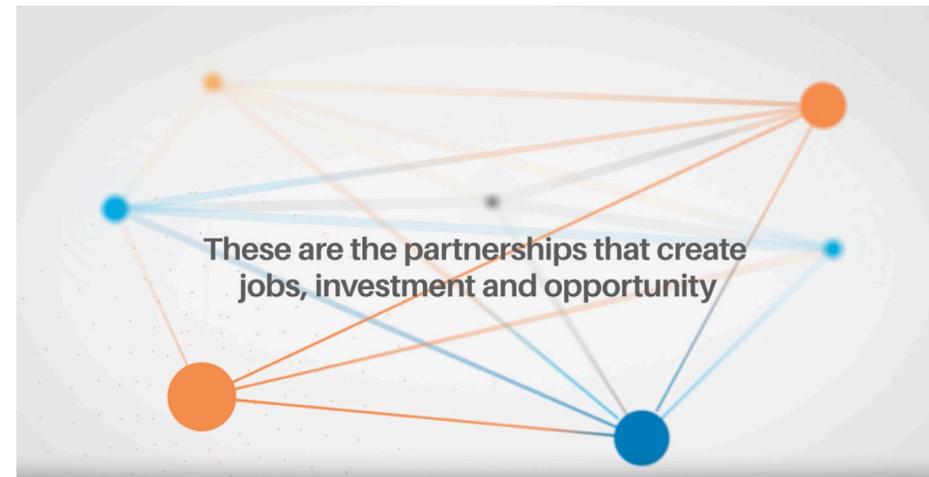
22A - SOCIAL MEDIA - SINGLE EXECUTION

DRP Partners of Brand Video
title

Detroit Regional Partnership
client

HART Inc.
entrant

HART Inc.
agency



SILVER ADDY

ONLINE/INTERACTIVE MEDIA

22A - SOCIAL MEDIA - SINGLE EXECUTION

Business Voice Humor on Hold
title

Scott Gregory
entrant

BusinessVoice
client

MadAve Group
agency



SILVER ADDY

ONLINE/INTERACTIVE MEDIA

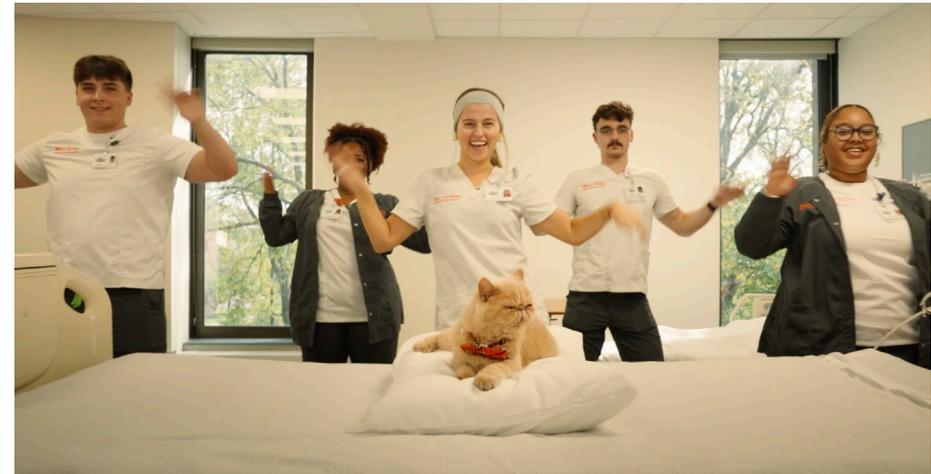
22A - SOCIAL MEDIA - SINGLE EXECUTION

BGSU Fall Ranking 2025
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



SILVER ADDY

ONLINE/INTERACTIVE MEDIA

22B - SOCIAL MEDIA - CAMPAIGN

DRP Get Here Social Media Campaign
title

HART Inc.
entrant

Detroit Regional Partnership
client

HART Inc.
agency



WE'VE DONE THE SCOUTING FOR YOU.
9,000+ INDUSTRIAL ACRES VETTED AND VERIFIED.

IT'S EASIER TO WIN THE RACE
WITH A 90,000 ENGINEER HEAD START.



Why The Detroit Region Contact



SILVER ADDY

ONLINE/INTERACTIVE MEDIA

22B - SOCIAL MEDIA - CAMPAIGN

25 Moments of 2025
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



GOLD ADDY

ONLINE/INTERACTIVE MEDIA

22B - SOCIAL MEDIA - CAMPAIGN

In the Round Arigon Starr
title

Jenn Stucker
entrant

In the Round BGSU
client

Bowling Green State University
institution



BRONZE ADDY

ONLINE/INTERACTIVE MEDIA

23A - APPS, GAMES, VIRTUAL REALITY MOBILE AND WEB-BASED APPS

Dana Brand HQ
title

Michael Seay
entrant

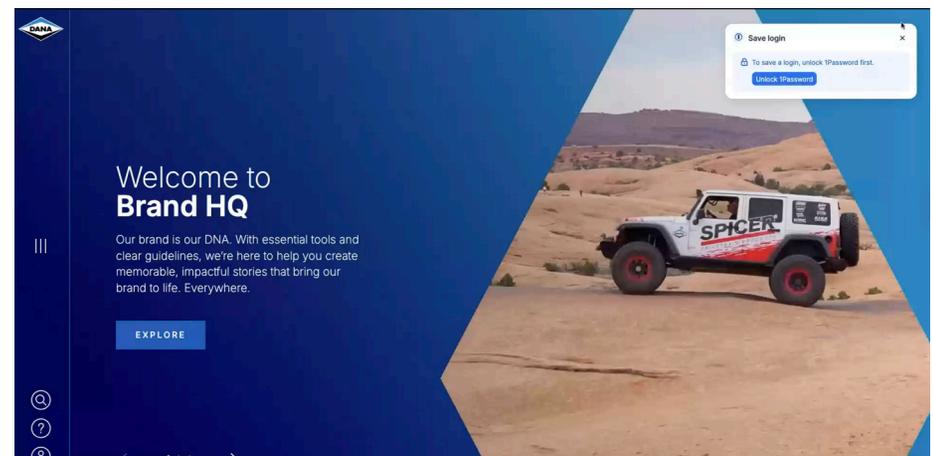
Dana Incorporated
client

MadAve Group
agency



Over 28,000 Innovators
Making the Amazing Happen

Supporting traditional, hybrid, and EV manufacturers. *Everywhere.*



GOLD ADDY

ONLINE/INTERACTIVE MEDIA

24B - ADVERTISING & PROMOTION - CAMPAIGN

Only at Bowling Green
title

Bowling Green State University
entrant

Bowling Green State University
client

Bowling Green State University
institution



ONLINE/INTERACTIVE MEDIA

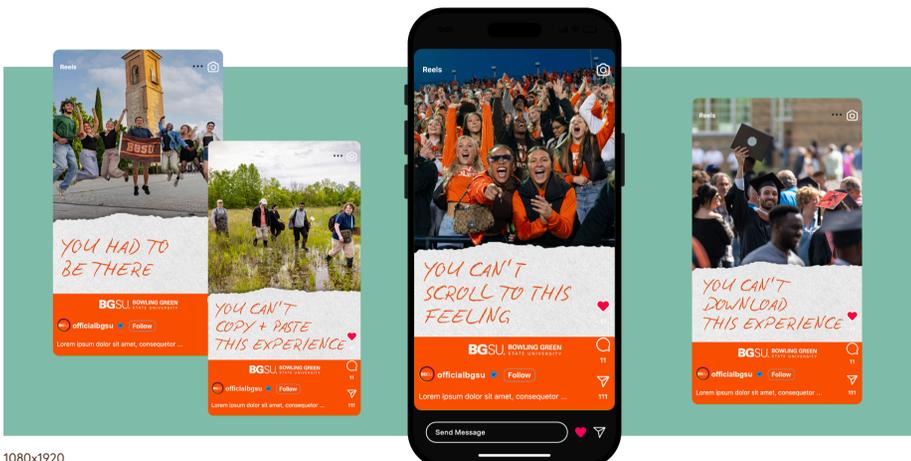
24B - ADVERTISING & PROMOTION - CAMPAIGN

From the Inside: Priority Programs
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



SILVER ADDY

SILVER ADDY

ONLINE/INTERACTIVE MEDIA

FILM, VIDEO, & SOUND

27A - BLOGS & DIGITAL PUBLICATIONS DIGITAL PUBLICATIONS - SINGLE

BGSU 2025 Graduates
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



Morgan Shelton '25

Honors College, Visual communication technology major
Next step: graphic artist, project manager and marketing team member at Sandusky Packaging

"I'm grateful I chose BGSU because no other school in the area offered a program quite like visual communication technology. It's given me the opportunity to be creative while developing practical, career-ready skills that blend design, technology and strategy."



In their own words:

BRONZE ADDY

29 - AUDIO/RADIO ADVERTISING - LOCAL - CAMPAIGN

Metal Recycling
title

Kripke Enterprises
client

Andy Stuart
entrant

Stuart Media Strategies
agency

BRONZE ADDY

30C - AUDIO/RADIO ADVERTISING - REGIONAL/NATIONAL CAMPAIGN

Fisher-Titus/PCP Campaign
title

Fisher-Titus Medical Center
client

Scott Gregory
entrant

MadAve Group
agency

SILVER ADDY

FILM, VIDEO, & SOUND

**31A - TELEVISION ADVERTISING - LOCAL (ONE DMA)
SINGLE SPOT - 30 SECONDS OR LESS**

Goodwill
title

Goodwill
client

Vincent Rocha
entrant

VOXHUB
agency



GOLD ADDY

FILM, VIDEO, & SOUND

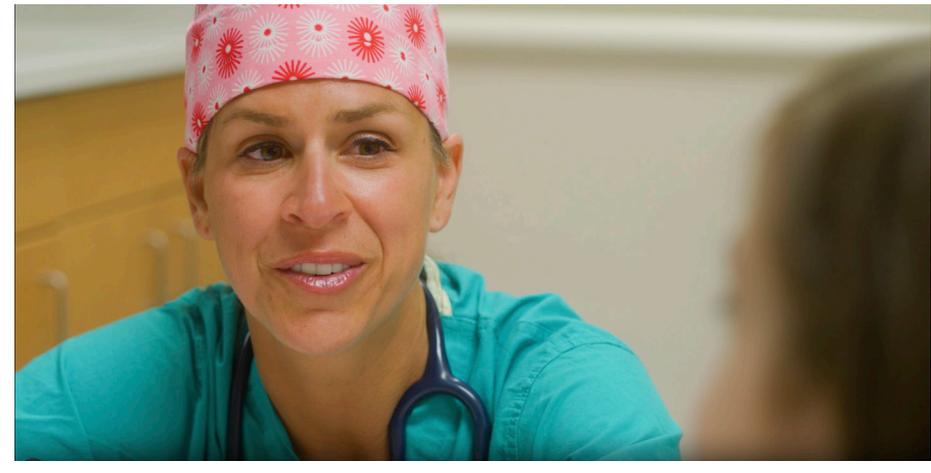
**31B - TELEVISION ADVERTISING - LOCAL (ONE DMA)
SINGLE SPOT - 60 SECONDS OR MORE**

Wood County Hospital Chartis 100
title

Wood County Hospital
client

Michael Seay
entrant

MadAve Group
agency



BRONZE ADDY

FILM, VIDEO, & SOUND

31C - TELEVISION ADVERTISING - LOCAL (ONE DMA) CAMPAIGN

Owens 60th Anniversary Commercials Owens Community College
title client

Andrew Woodard
entrant

Owens Community College
institution



SILVER ADDY

FILM, VIDEO, & SOUND

32B - TELEVISION ADVERTISING - REGIONAL/NATIONAL CAMPAIGN

Service Line Commercials
title

Directions Credit Union
client

Brandy McCarley
entrant

Thread Connected Marketing
agency



BRONZE ADDY

FILM, VIDEO, & SOUND

33A - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE
INTERNET COMMERCIAL - SINGLE SPOT - ANY LENGTH

CASA
title

Casa Court Appointed Special (CASA)
client

Vincent Rocha
entrant

VOXHUB
agency



BRONZE ADDY

FILM, VIDEO, & SOUND

33A - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE
INTERNET COMMERCIAL - SINGLE SPOT - ANY LENGTH

The Falcon Family Photo
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



SILVER ADDY

FILM, VIDEO, & SOUND

33A - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE
INTERNET COMMERCIAL - SINGLE SPOT - ANY LENGTH

DRP Get Here Anthem Spot
title

Detroit Regional Partnership
client

HART Inc.
entrant

HART Inc.
agency



GOLD ADDY

FILM, VIDEO, & SOUND

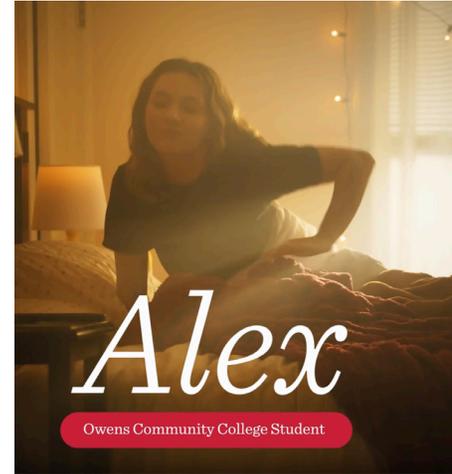
33A - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE
INTERNET COMMERCIAL - SINGLE SPOT - ANY LENGTH

Alex and Alex: A Transfer Story
title

Owens Community College
client

Andrew Woodard
entrant

Owens Community College
institution



GOLD ADDY

FILM, VIDEO, & SOUND

33B - ONLINE FILM, VIDEO, & SOUND INTERNET COMMERCIAL - CAMPAIGN

DRP Get Here Internet Campaign
title

Detroit Regional Partnership
client

HART Inc.
entrant

HART Inc.
agency



GOLD ADDY

FILM, VIDEO, & SOUND

34B - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE PODCAST - CAMPAIGN

Make It Happen
title

Mike Vanderpool
entrant

Anthony Wayne Innovation and Design
client

Vanderpool Consulting, LLC
company



BRENT COUSINO

MIKE VANDERPOOL

make it happen!

BRONZE ADDY

FILM, VIDEO, & SOUND

34B - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE PODCAST - CAMPAIGN

Building on Brilliance: TMA's Story
title

Taylor Yarborough
entrant

Toledo Museum of Art
client

Toledo Museum of Art
institution



SILVER ADDY

FILM, VIDEO, & SOUND

36A - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE SINGLE ENTRY - 60 SECONDS OR LESS

BGSU Ranking 2025
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



SILVER ADDY

FILM, VIDEO, & SOUND

36B - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE SINGLE ENTRY - MORE THAN 60 SECONDS

TPS Proud 2025 Kickoff
title

Toledo Public Schools
client

Michael Seay
entrant

MadAve Group
agency



SILVER ADDY

FILM, VIDEO, & SOUND

36B - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE SINGLE ENTRY - MORE THAN 60 SECONDS

Super Freddie
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



BRONZE ADDY

FILM, VIDEO, & SOUND

**36B - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE
SINGLE ENTRY - MORE THAN 60 SECONDS**

Airstream + Ohio 250
title

Airstream
client

Brandy Alexander
entrant

Tandem Tide
agency



SILVER ADDY

FILM, VIDEO, & SOUND

**36B - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE
SINGLE ENTRY - MORE THAN 60 SECONDS**

BGSU One Day 2025 Video
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



SILVER ADDY

FILM, VIDEO, & SOUND

038 - BRANDED CONTENT & ENTERTAINMENT NON-BROADCAST

UT Football Hype Intro
title

UT Athletic Department
client

Jeff Kimble
entrant

Communica, Inc.
agency

SILVER ADDY

038 - BRANDED CONTENT & ENTERTAINMENT NON-BROADCAST

AccuShred Humor on Hold
title

AccuShred
client

Scott Gregory
entrant

MadAve Group
agency

BRONZE ADDY

FILM, VIDEO, & SOUND

038 - BRANDED CONTENT & ENTERTAINMENT NON-BROADCAST

Binkleman Humor on Hold
title

Binkleman Corporation
client

Scott Gregory
entrant

MadAve Group
agency

BRONZE ADDY

038 - BRANDED CONTENT & ENTERTAINMENT NON-BROADCAST

Sylvan Humor on Hold
title

Sylvan Studio
client

Scott Gregory
entrant

MadAve Group
agency

BRONZE ADDY

FILM, VIDEO, & SOUND

044 - FILM, VIDEO, & SOUND MUSIC VIDEO

BGSU Fall 2025 Ranking Announcement **BGSU**
title client

Bowling Green State University **BGSU**
entrant institution



#1 in Ohio, Top 5 in the Nation
students would choose again
★★★★★

BRONZE ADDY

CROSS-PLATFORM

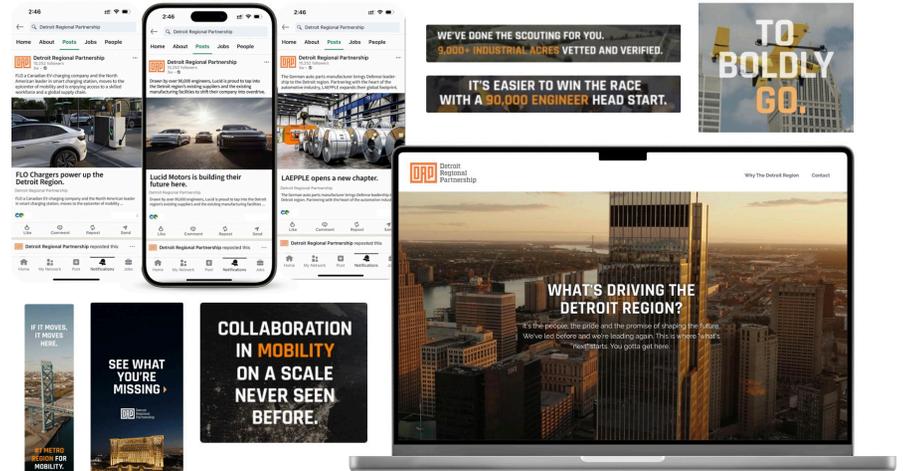
044B - INTEGRATED ADVERTISING CAMPAIGN B2B CAMPAIGN - REGIONAL/NATIONAL

DRP Get Here Integrated Campaign
title

Hart Inc.
entrant

Detroit Regional Partnership
client

Hart Inc.
agency



GOLD ADDY

FILM, VIDEO, & SOUND

044D - INTEGRATED ADVERTISING CAMPAIGN CONSUMER CAMPAIGN - REGIONAL/NATIONAL

Pudge at BGSU
title

Bowling Green State University
client

Bowling Green State University
entrant

Bowling Green State University
institution



BRONZE ADDY

CROSS-PLATFORM

045 - INTEGRATED BRAND IDENTITY CAMPAIGNS LOCAL OR REGIONAL/NATIONAL

2025 Black Swamp Arts Festival
title

Black Swamp Arts Festival
client

Kelsey Mackley-Limpf
entrant



Black Swamp Arts Festival

2025 Graphic Identity



Black Swamp Arts Festival

2025 Graphic Identity

GOLD ADDY

CROSS-PLATFORM

045 - INTEGRATED BRAND IDENTITY CAMPAIGNS
LOCAL OR REGIONAL/NATIONAL

Visit Perrysburg
title

Michael Seay
entrant

Visit Perrysburg
client

MadAve Group
agency

CROSS-PLATFORM

045 - INTEGRATED BRAND IDENTITY CAMPAIGNS
LOCAL OR REGIONAL/NATIONAL

Perrysburg Composts!
title

Emily Musterman
entrant

Country Garden Club
client

Forage Branding & Design
agency



GOLD ADDY



GOLD ADDY

CROSS-PLATFORM

045 - INTEGRATED BRAND IDENTITY CAMPAIGNS
LOCAL OR REGIONAL/NATIONAL

Jail Brake Branding
title

Emily Musterman
entrant

Jail Brake Branding
client

Forage Branding & Design
agency



GOLD ADDY

CROSS-PLATFORM

045 - INTEGRATED BRAND IDENTITY CAMPAIGNS
LOCAL OR REGIONAL/NATIONAL

5th Year 2025 Recap
title

Michael Seay
entrant

5th Year
client

MadAve Group
agency

JANUARY 2024

**5th Year begins as
a bold idea.**



SILVER ADDY

CROSS-PLATFORM

**045 - INTEGRATED BRAND IDENTITY CAMPAIGNS
LOCAL OR REGIONAL/NATIONAL**

CSM Rebrand Identity Campaign
title

Hart Inc.
entrant

Cherry Street Mission
client

Hart Inc.
agency



SILVER ADDY

CROSS-PLATFORM

**045 - INTEGRATED BRAND IDENTITY CAMPAIGNS
LOCAL OR REGIONAL/NATIONAL**

Hello Owens
title

Andrew Woodard
entrant

Owens Community College
client

Owens Community College
institution



SILVER ADDY

CROSS-PLATFORM

045 - INTEGRATED BRAND IDENTITY CAMPAIGNS LOCAL OR REGIONAL/NATIONAL

Fisher-Titus Campaign
title

Fisher-Titus Medical Center
client

Michael Seay
entrant

MadAve Group
agency



BRONZE ADDY

CROSS-PLATFORM

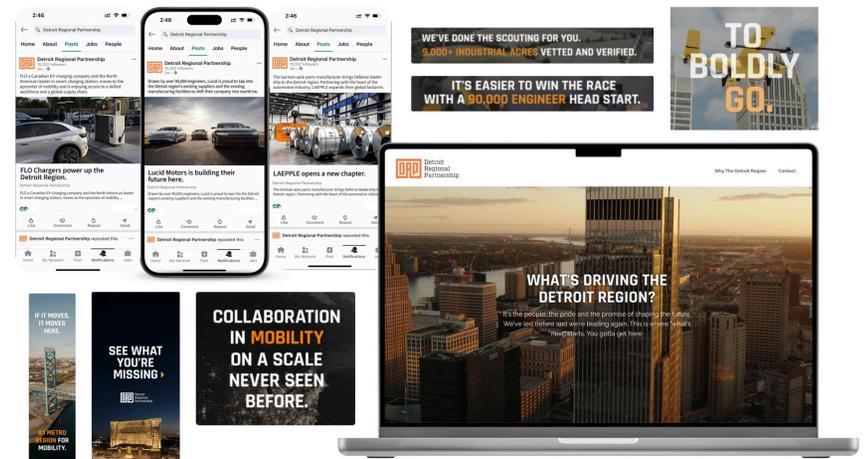
047 - ONLINE/INTERACTIVE CAMPAIGN

DRP Get Here Anthem
title

Hart Inc.
entrant

Detroit Regional Partnership
client

Hart Inc.
agency



GOLD ADDY

CROSS-PLATFORM

ELEMENTS OF ADVERTISING

047 - ONLINE/INTERACTIVE CAMPAIGN

BGSU Firelands Enrollment
title

BGSU Firelands
client

Bowling Green State University
entrant

Bowling Green State University
institution

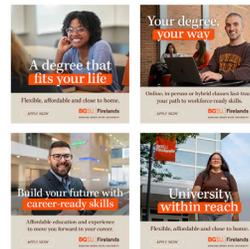
Firelands 2025 | GENERAL | META



1200x628



1080x1920



518x5478x5

Firelands 2025 | CYBERSECURITY | PROGRAMMATIC DISPLAY



300x250



160x600



728x90



SILVER ADDY

049 - VISUAL - LOGO DESIGN

Revitalize Perrysburg
title

Emily Musterman
entrant

Perrysburg Area Chamber of Commerce
client

Forage Branding and Design
agency



SILVER ADDY

ELEMENTS OF ADVERTISING

049 - VISUAL - LOGO DESIGN

Mosaic Museum Restaurant Logo
title

Melissa Wherman
entrant

Princeton University Art Museum
client

Melissa Wherman Designs
agency

mosaic
MUSEUM RESTAURANT

Wordmark with tagline



Logomark



Pattern

SILVER ADDY

ELEMENTS OF ADVERTISING

049 - VISUAL - LOGO DESIGN

TPS Champions Logo Identity
title

Michael Seay
entrant

Toledo Public Schools
client

MadAve Group
agency

LOGO VARIATIONS



Brand Mark



Primary Vertical



Primary Horizontal



Secondary Vertical



Secondary Horizontal

COLOR VARIATIONS



SILVER ADDY

ELEMENTS OF ADVERTISING

049 - VISUAL - LOGO DESIGN

CSM Rebrand Logo
title

Hart Inc.
entrant

Cherry Street Mission
client

Hart Inc.
agency



SILVER ADDY

ELEMENTS OF ADVERTISING

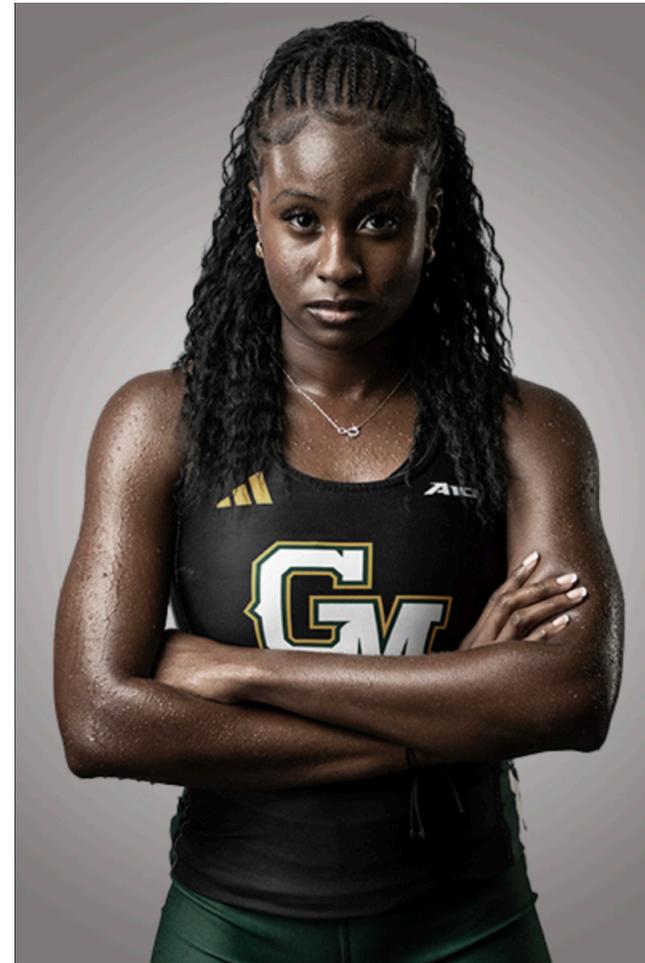
052B - VISUAL - STILL PHOTOGRAPHY - COLOR, SINGLE

George Mason
title

George Mason Athletics
client

Vincent Rocha
entrant

VOXHUB
agency



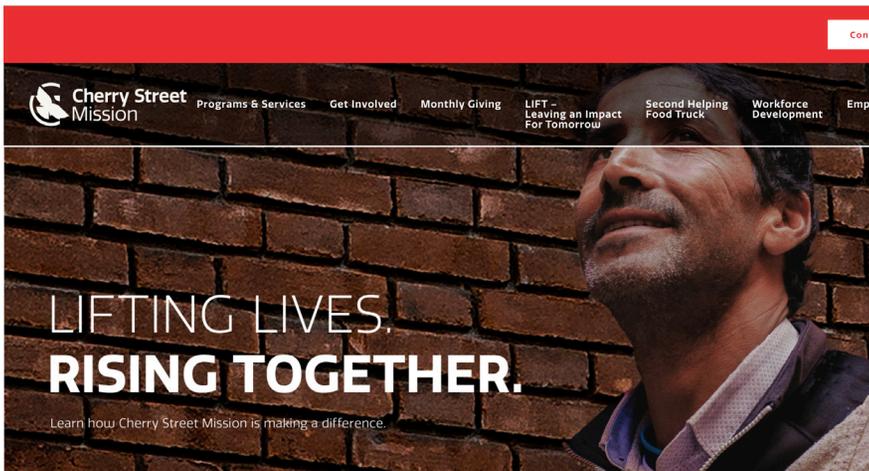
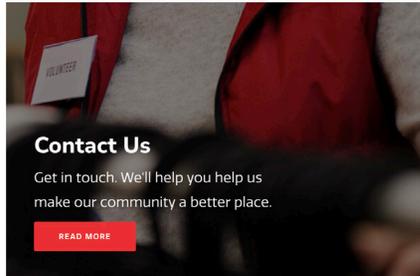
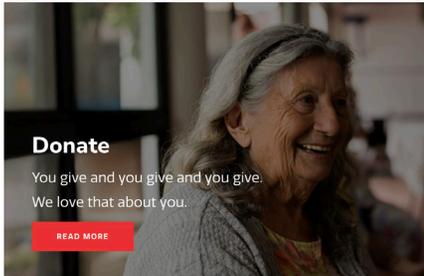
BRONZE ADDY

ELEMENTS OF ADVERTISING

053B - VISUAL - ART DIRECTION - CAMPAIGN

CSM Rebrand Art Direction Campaign *Cherry Street Mission*
title client

Hart Inc. *Hart Inc.*
entrant agency



SILVER ADDY

ELEMENTS OF ADVERTISING

055 - FILM & VIDEO - ANIMATION, SPECIAL EFFECTS, MOTION GRAPHICS

UT Football Hype Intro *University of Toledo*
title client

Jeff Kimble *Communica, Inc.*
entrant agency



GOLD ADDY

ELEMENTS OF ADVERTISING

055B - FILM & VIDEO - ANIMATION, SPECIAL EFFECTS, MOTION GRAPHICS, OR CGI - COMPUTER GENERATED IMAGERY

UT Football Hype Intro
title

University of Toledo
client

Jeff Kimble
entrant

Communica, Inc.
agency



GOLD ADDY

ELEMENTS OF ADVERTISING

056 - FILM & VIDEO - VIDEO EDITING

UT Football Hype Intro
title

University of Toledo
client

Jeff Kimble
entrant

Communica, Inc.
agency



GOLD ADDY

ELEMENTS OF ADVERTISING

056 - FILM & VIDEO - VIDEO EDITING

25 Moments of 2025
title

Bowling Green State University
institution

Bowling Green State University
entrant

Bowling Green State University
credit



SILVER ADDY

ELEMENTS OF ADVERTISING

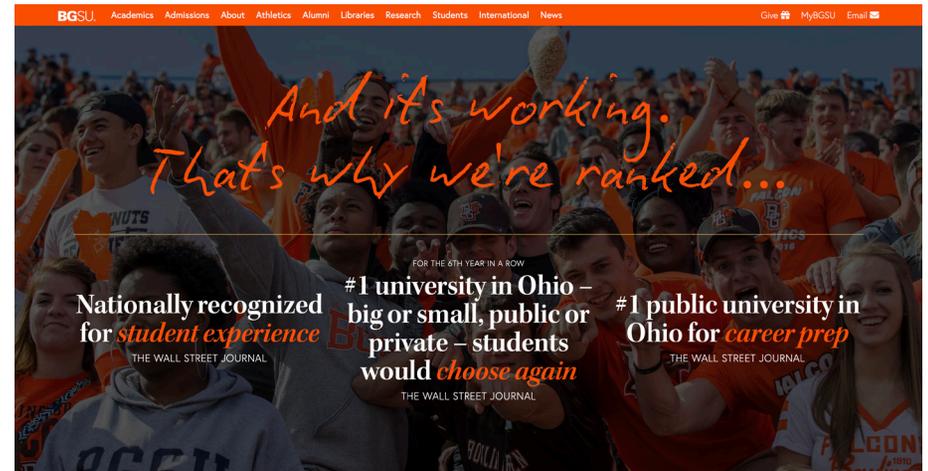
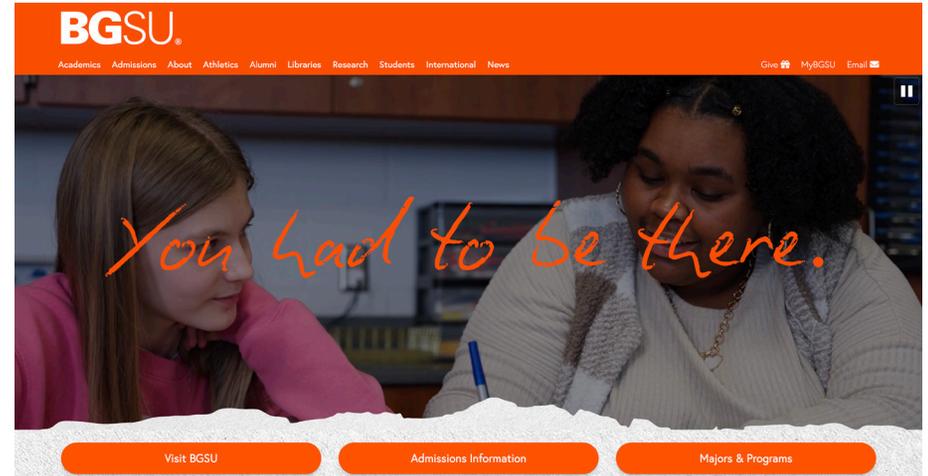
065C - DIGITAL CREATIVE TECHNOLOGY COPYWRITING CAMPAIGN

Only at Bowling Green
title

Bowling Green State University
institution

Bowling Green State University
entrant

Bowling Green State University
credit



SILVER ADDY

CORPORATE SOCIAL RESPONSIBILITY

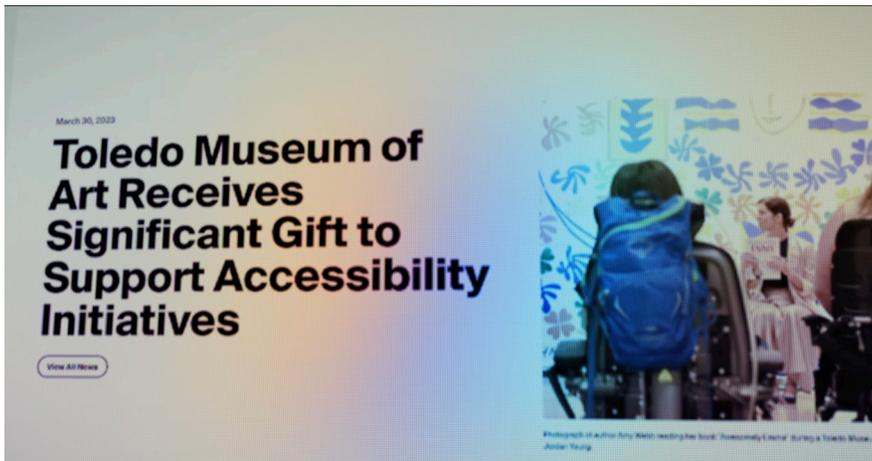
075 - FILM, VIDEO, & SOUND

Access Means Belonging
title

Toledo Museum of Art
client

Taylor Yarborough
entrant

Toledo Museum of Art
institution



BRONZE ADDY

PUBLIC SERVICE SALES & MARKETING

88B - PUBLIC SERVICE COLLATERAL ANNUAL REPORT (printed or digital)

2024 Promedica Nurse Annual Report
title

ProMedica
client

ProMedica
entrant

ProMedica
institution



SILVER ADDY

PUBLIC SERVICE SALES & MARKETING

89B - PUBLIC SERVICE MARKETING & SPECIAL ADVERTISING CAMPAIGN

ProMedica Signature Event Campaign
title

ProMedica
client

ProMedica
entrant

ProMedica
institution



SILVER ADDY

ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION

92 - ADVERTISING INDUSTRY SELF-PROMOTION COLLATERAL - SPECIAL EVENTS MATERIAL (printed or digital)

2025 Valentine's Day Box
title

MadAve Group
client

Michael Seay
entrant

MadAve Group
agency



SILVER ADDY

ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION

102 - ADVERTISING INDUSTRY SELF-PROMOTION
FILM, VIDEO, & SOUND

Elroy the Elf
title

MadAve Group
client

Michael Seay
entrant

MadAve Group
agency



GOLD ADDY

ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION

102 - ADVERTISING INDUSTRY SELF-PROMOTION
FILM, VIDEO, & SOUND

d2i Employee Perspective Video
title

design2influence
client

Michael Seay
entrant

MadAve Group
agency



SILVER ADDY

MOSAIC AWARDS

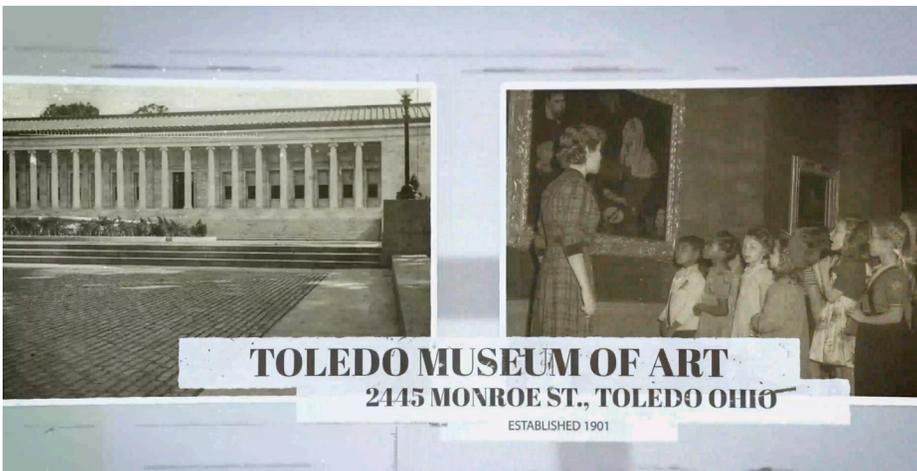
PUBLIC SERVICE FILM, VIDEO & SOUND: 084
PUBLIC SERVICE ONLINE FILM

Access for All at TMA
 title

Nick Corbin
 entrant

Toledo Museum of Art
 client

Nick Corbin Productions, LLC
 agency



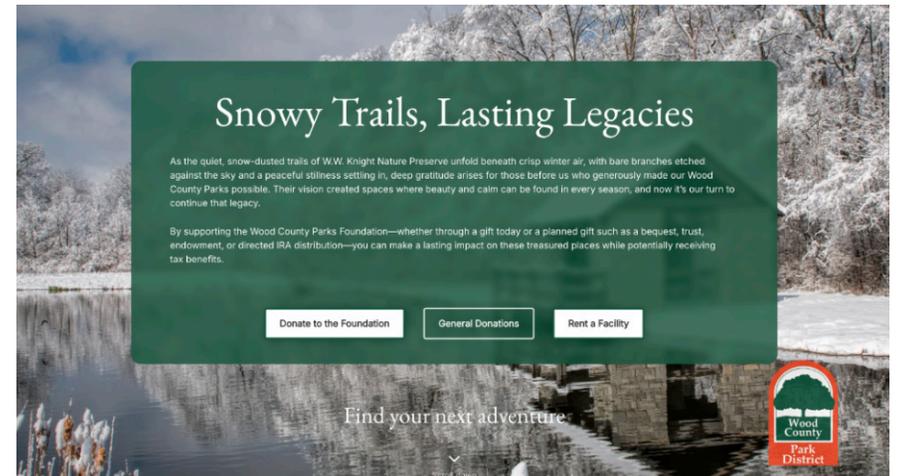
MOSAIC AWARDS

LOCAL ONLY - MULTICULTURAL DIGITAL CAMPAIGN

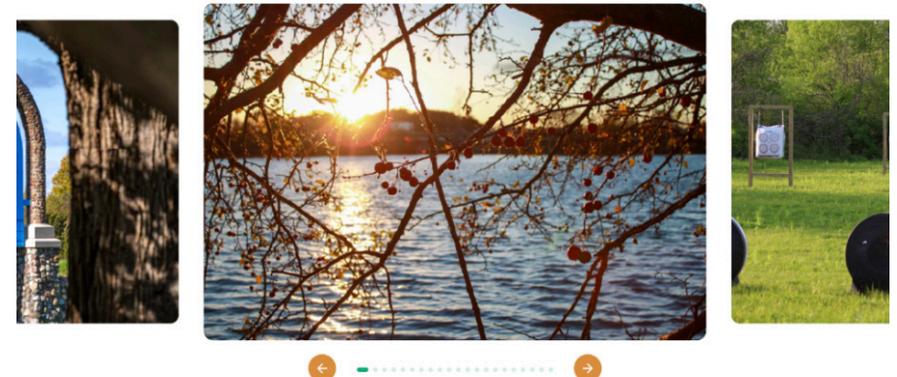
Wood County Parks District Website **Wood County Park District**
 title client

Greg Miller
 entrant

Shrinkray Interactive, LLC
 agency

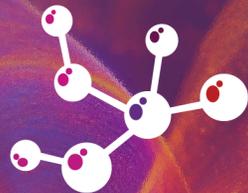


Adam Phillips Pond



BRONZE ADDY

STUDENT AWARDS



We've got
ADVENTURING
down to a
SCIENCE

STUDENT ENTRIES

**SALES & MARKETING
COLLATERAL MATERIAL: S05B
EDITORIAL SPREAD OR FEATURE**

In the Roots: Ohio's Native Plants
title

BGSU GD 4060
entrant

Jenn Stucker
instructor

Bowling Green State University
institution

GOLD ADDY



**ONLINE/INTERACTIVE - S12
WEBSITE (DESKTOP OR MOBILE)**

Be Herd
title

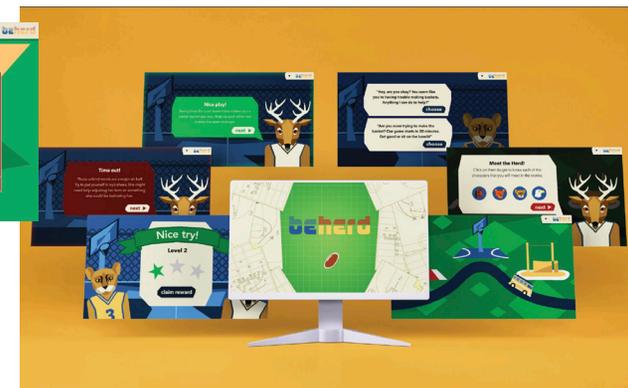
BGSU GD 3055
entrant

Jenn Stucker
instructor

Bowling Green State University
institution



GOLD ADDY



STUDENT ENTRIES

ELEMENTS OF ADVERTISING STILL PHOTOGRAPHY: S26D CAMPAIGN

Owens Spring Sports Promo
title

Jacob Roberts
student

Ruth Foote
instructor

Owens Community College
institution



GOLD ADDY

ONLINE/INTERACTIVE - S12 WEBSITE (DESKTOP OR MOBILE)

Inside the Arc
title

Jenn Stucker
instructor

BGSU GD 3055
entrant

Bowling Green State University
institution



SILVER ADDY

STUDENT ENTRIES

SALES & MARKETING: S01A PRODUCT OR SERVICE SALES PROMO - PACKAGING

Aliens Love Ice Cream
title

Ashton Hyllengren
student

Jenn Stucker
instructor

Bowling Green State University
institution



GOLD ADDY

SALES & MARKETING - COLLATERAL MATERIALS: S04 SPECIAL EVENT MATERIALS

Curious Minds
title

Jenn Stucker
instructor

BGSU GD 4060
entrant

Bowling Green State University
institution



SILVER ADDY

STUDENT ENTRIES

**ELEMENTS OF ADVERTISING
STILL PHOTOGRAPHY: S26C
DIGITALLY ENHANCED - SINGLE**

*Editorial Portrait
title*

*Gaven Hafner
student*

*Ruth Foote
instructor*

*Owens Community College
institution*

SILVER ADDY



**INTEGRATED BRAND IDENTITY CAMPAIGN: S22A
CROSS PLATFORM - SINGLE**

*Kombrewcha Concept & Packaging
title*

*Hailey Cordell
student*

*Emily Orberder
instructor*

*Owens Community College
institution*



GOLD ADDY

STUDENT ENTRIES

**ELEMENTS OF ADVERTISING
STILL PHOTOGRAPHY: S26D
CAMPAIGN**

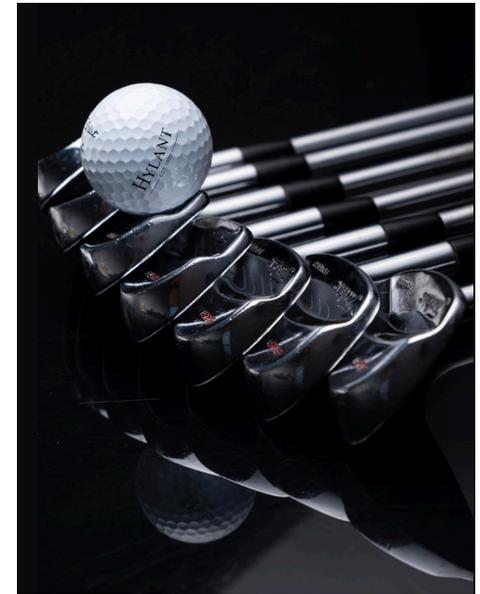
*Mock Ad Campaign for Titelist
title*

*Caleb Parrish
student*

*Ruth Foote
instructor*

*Owens Community College
institution*

GOLD ADDY



**ONLINE/INTERACTIVE - S12
WEBSITE (DESKTOP OR MOBILE)**

*Amend VP
title*

*BGSU GD 3055
entrant*

*Jenn Stucker
instructor*

*Bowling Green State University
institution*



SILVER ADDY

REFLECT. RELEARN. REBUILD.

AMEND VP is an interactive website designed to help you deconstruct harmful patterns and stand up for your peers. It's up to us to recognize our role in preventing violence. Learn with us to practice advocacy, empathy, and self-reflection.

▶ LISTEN TO STORIES ◀ REFLECT ON WHAT YOU LEARNED ● SHARE YOUR THOUGHTS

STUDENT ENTRIES

**ELEMENTS OF ADVERTISING
STILL PHOTOGRAPHY: S26B
COLOR - SINGLE**

*Mock Jewellery Ad
title*

*Anisa Zafer
student*

*Ruth Foote
instructor*

*Owens Community College
institution*

SILVER ADDY



**INTEGRATED BRAND IDENTITY CAMPAIGN: S22A
CROSS PLATFORM - SINGLE**

*Bear Paw Wine Concept & Packaging
title*

*Danielle Klee
student*



SILVER ADDY



*Owens Community College
institution*

*Emily Orberder
instructor*

STUDENT ENTRIES

**ELEMENTS OF ADVERTISING
STILL PHOTOGRAPHY: S26B
COLOR - SINGLE**

*Editorial Portrait
title*

*Mady Cleland
student*

*Ruth Foote
instructor*

*Owens Community College
institution*

SILVER ADDY



**ELEMENTS OF ADVERTISING
STILL PHOTOGRAPHY: S26B
COLOR - SINGLE**

*Mock Ad for
Goodfellow Cologne
title*

*Lucas Sells
student*

*Ruth Foote
instructor*

*Owens Community College
institution*

SILVER ADDY



STUDENT ENTRIES

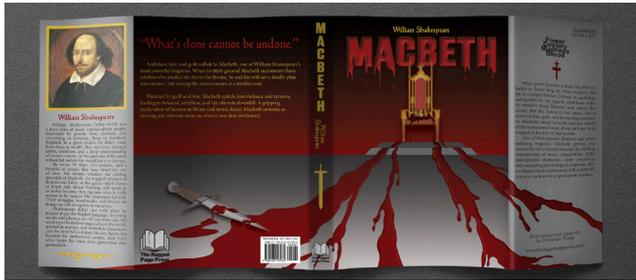
SALES & MARKETING COLLATERAL: S05A PUBLICATION DESIGN - COVER

Macbeth Book Jacket
title

Carey Marten
instructor

Christoson Thang
student

Owens Community College
institution



SILVER ADDY

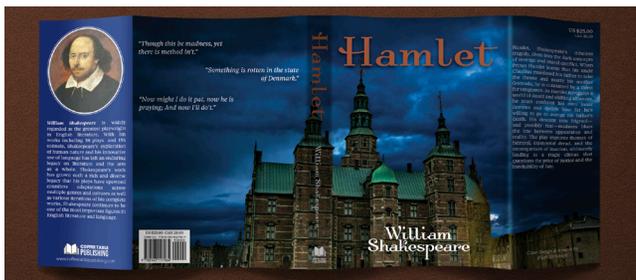
SALES & MARKETING COLLATERAL: S05A PUBLICATION DESIGN - COVER

Hamlet Book Jacket
title

Carey Marten
instructor

Elijah Stimmage
student

Owens Community College
institution



SILVER ADDY

STUDENT ENTRIES

ELEMENTS OF ADVERTISING STILL PHOTOGRAPHY: S26B COLOR - SINGLE

Editorial Portrait
title

Lilian King
student

Ruth Foote
instructor

Owens Community College
institution

SILVER ADDY



INTEGRATED BRAND IDENTITY CAMPAIGN: S22A CROSS PLATFORM - SINGLE

Blue Moose Concept & Packaging
title

Emily Orberder
instructor

Bryce Weaver
student

Owens Community College
institution



SILVER ADDY

STUDENT ENTRIES

SALES & MARKETING COLLATERAL: S05A PUBLICATION DESIGN - COVER

MANIC Magazine Cover
title

James Cooper
student

Carey Marten
instructor

Owens Community College
institution



STUDENT ENTRIES

SALES & MARKETING COLLATERAL: S05A PUBLICATION DESIGN - COVER

Everleaf Magazine Cover
title

Ava Cook
student

Carey Marten
instructor

Owens Community College
institution

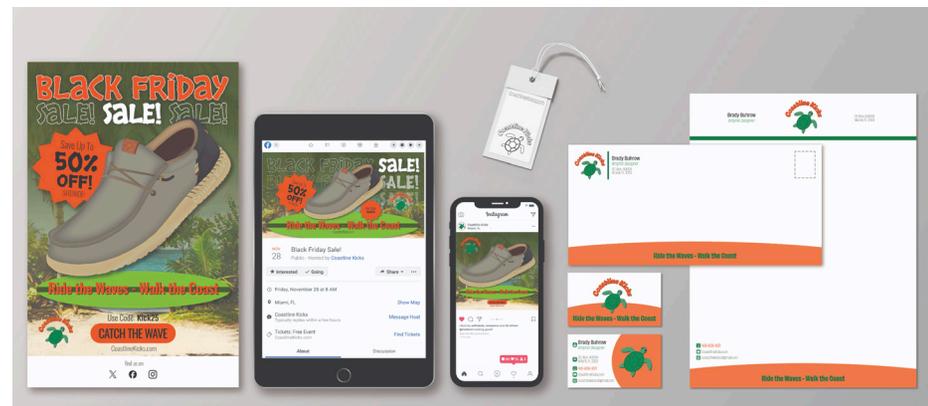


INTEGRATED BRAND IDENTITY CAMPAIGN: S22B CROSS PLATFORM

Coastline Kicks Shoe Campaign *Carey Marten*
title instructor

Brady Buhrow
student

Owens Community College
institution

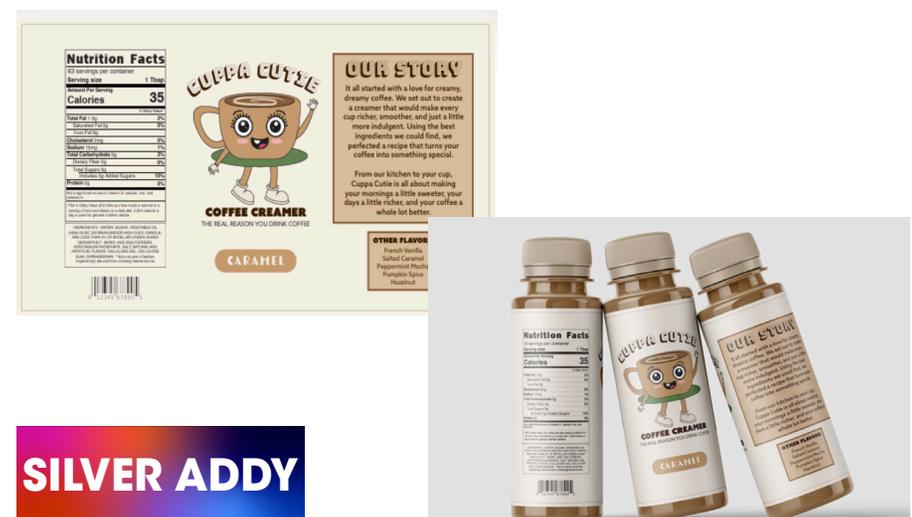


INTEGRATED BRAND IDENTITY CAMPAIGN: S22A CROSS PLATFORM - SINGLE

Cuppa Cutie Concept & Packaging *Emily Orberder*
title instructor

Emma Hough
student

Owens Community College
institution



STUDENT ENTRIES

OUT-OF-HOME & AMBIENT MEDIA: S09A POSTER - SINGLE

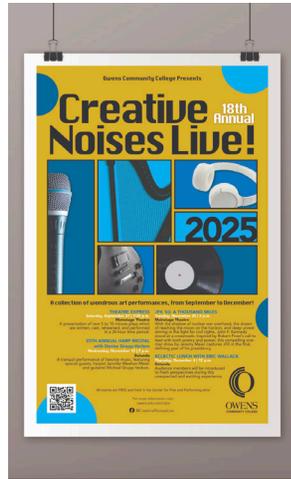
18th Annual Creative Noises Live!
title

Nicholas Necesi
student

Carey Marten
instructor

Owens Community College
institution

SILVER ADDY



STUDENT ENTRIES

SALES & MARKETING COLLATERAL: S05A PUBLICATION DESIGN - COVER

Pickleball Post Magazine Cover
title

Michael Cotterman
student

Carey Marten
instructor

Owens Community College
institution

SILVER ADDY



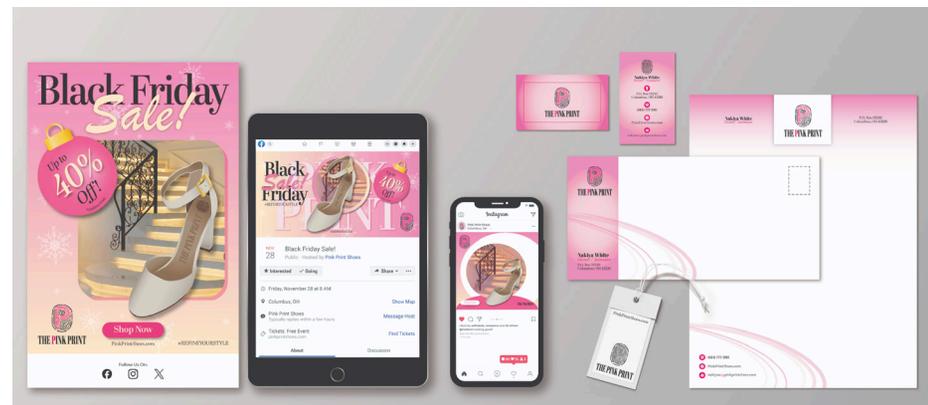
INTEGRATED BRAND IDENTITY CAMPAIGN: S22B CROSS PLATFORM

The Pink Print Shoe Campaign
title

Carey Marten
instructor

Nakiya White
student

Owens Community College
institution



SILVER ADDY

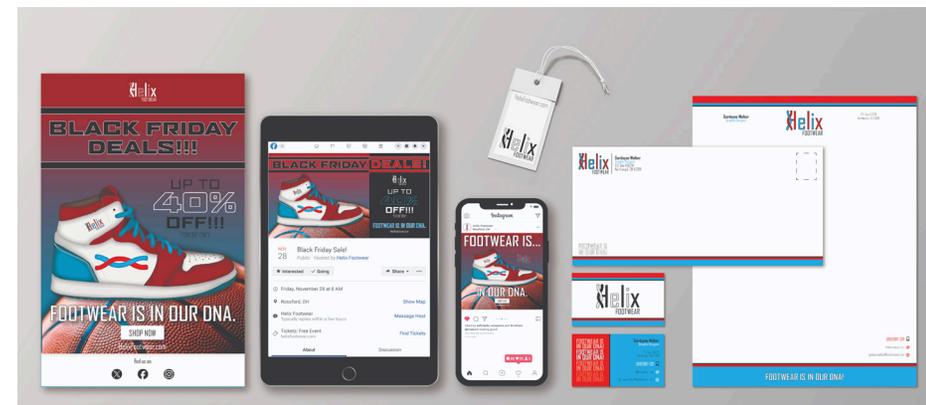
INTEGRATED BRAND IDENTITY CAMPAIGN: S22B CROSS PLATFORM

Helix Footwear Shoe Campaign
title

Carey Marten
instructor

Gardayee Walker
student

Owens Community College
institution



SILVER ADDY

STUDENT ENTRIES

OUT-OF-HOME & AMBIENT MEDIA: S09A POSTER - SINGLE

Winter's Tale Theater Poster
title

Sofia Santellana
student

Carey Marten
instructor

Owens Community College
institution

SILVER ADDY



STUDENT ENTRIES

SALES & MARKETING COLLATERAL: S05A PUBLICATION DESIGN - COVER

Design & Decor Magazine Cover
title

Shannel Rowe
student

Carey Marten
instructor

Owens Community College
institution

SILVER ADDY



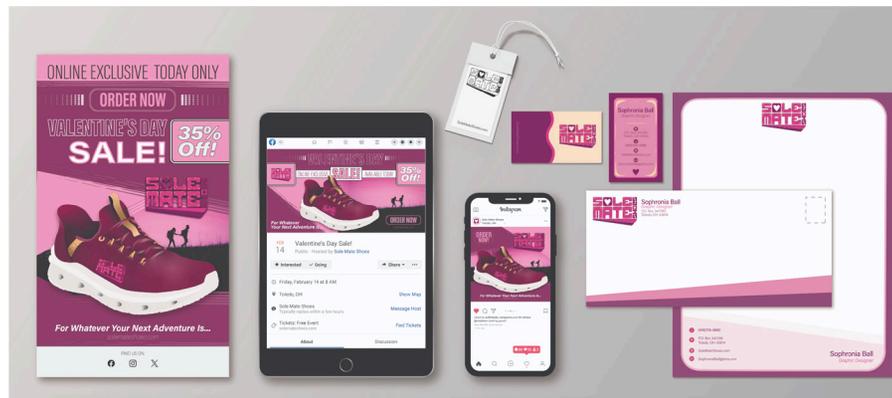
INTEGRATED BRAND IDENTITY CAMPAIGN: S22B CROSS PLATFORM

Sole Mate Shoe Campaign
title

Carey Marten
instructor

Sophronia Ball
student

Owens Community College
institution



SILVER ADDY

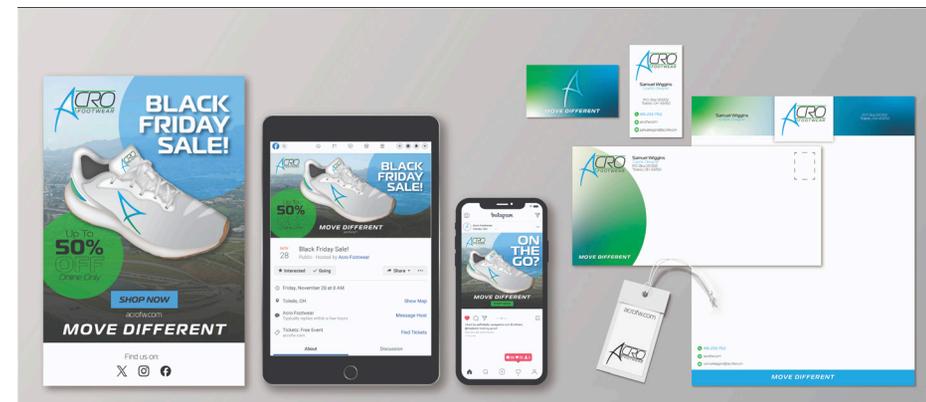
INTEGRATED BRAND IDENTITY CAMPAIGN: S22B CROSS PLATFORM

ACRO Footwear Shoe Campaign
title

Carey Marten
instructor

Samuel Wiggins
student

Owens Community College
institution



SILVER ADDY

JUDGES CHOICE



We've got
ADVENTURING
down to a
SCIENCE

JUDGES CHOICE

PACKAGING: S01A
PRODUCT OR SERVICE SALES PROMOTION

The Healing Journey
title

Emily Sanders
student

Jenn Stucker
instructor

Bowling Green State University
institution

GOLD ADDY



JUDGES CHOICE

OUT-OF-HOME & AMBIENT MEDIA: 016A
SINGLE INSTALLATION

Radiance & Reverie
title

Taylor Yarborough
entrant

Toledo Museum of Art
client

GOLD ADDY



JUDGES CHOICE

OUT-OF-HOME & AMBIENT MEDIA: 018A
POSTER - SINGLE UNIT

SoA Faculty Research Presentation
title

Xiaojun Huang
student

Bowling Green State University
institution

BRONZE ADDY



JUDGES CHOICE

ELEMENTS OF ADVERTISING: 048
COPYWRITING

DRP Get Here Anthem Copywriting
title

Brooke Isabell
entrant

Detroit Regional Partnership
client

HART Inc.
agency



GOLD ADDY



BEST OF SHOW



We've got
ADVERTISING
down to a
SCIENCE

BEST OF SHOW (STUDENT)

INTEGRATED BRAND IDENTITY CAMPAIGN: S22B CROSS-PLATFORM

In the Roots: Ohio's Native Plants
title

BGSU GD 4060
entrant

Jenn Stucker
instructor

Bowling Green State University
institution



BEST OF SHOW (PRO)

FILM & VIDEO: 054A ELEMENTS OF ADVERTISING - CINEMATOGRAPHY SINGLE

DRP Get Here Anthem
Digital Spot
title

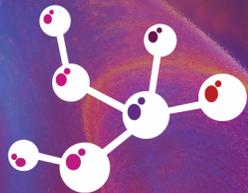
HART Inc.
entrant

Detroit Regional Partnership
client

HART Inc.
agency



MEET OUR JUDGES



We've got
ADAPT  **ER**  **AIN**  **ING**
down to a
SCIENCE 

LYNN HAMMERSTORM

Lynn is a mission-driven community leader with 20+ years of experience in communications, program development, partnerships, strategic planning, and financial services.

Lynn currently serves as an Executive Board Member of the Bon Secours Mercy Health Foundation.

Lynn is deeply committed to advancing nonprofit missions, community engagement, and economic development initiatives that strengthen networks and support organizational success.

She has held senior leadership roles in chamber and mentoring organizations, advancing economic development, ethical leadership, and community trust through strategic programming and collaboration.

Lynn brings deep expertise in stakeholder engagement, fundraising, and public speaking, with a career focused on strengthening organizations that create lasting community impact.



AMANDA ACEVEDO

Amanda is a creative, dynamic art director who gushes over big ideas. Driven to make inclusive, authentic, and human-centered work.

She has extensive advertising + marketing experience — concepts, pitched, launched, designed, branded, produced, and led on strategic work for consumer, b2b, healthcare, startup, and nonprofit clients.

Whatever the ask, Amanda's line of sight is on how to connect the brand to the consumer. She has the most fun when she plays with color, typography, and stunning visuals attached to copy that reeks of attitude. She believes a big idea is the backbone of an advertising campaign.

Amanda adds critical thinking + a strategic approach to the work.

Meticulous with her craft, skillful as well as tuned-in to culture, Amanda presents a point of view and carries out a vision like a pro with a keen eye for aesthetics, and simplicity.



MAX CONNOLLY

Max weaves business strategy and design thinking together to deliver beautiful products to clients: using refined solutions to integrate thoughtful typography, layout, graphics, and brand identities.

Max works most often as a contract or freelance designer and graduated with a Bachelor of Arts in Graphic Design from Oakland University.

His background is a wide range of experience from Publishing to Marketing, Tech, and the Michigan Supreme Court.



Valerie Thompson

President
Leap Graphics

Kayla Cunningham

Executive Director
Toledo-Lucas County Port Authority

Julia Russo

Marketing
Julia Russo Designs

Joe Hochgreve

Communications
TouchStone Digital

Gabrielle Huff

Programming/Events
Toledo Regional Chamber of Commerce

Richele McFarlin

Programming
The Design Psychologist

Brandi Wester

Collaboration
Reliance Inspections

Taylor Yarborough

Membership
Toledo Museum of Art

Emerald Batty

Membership
Lunne

Antonio Lee

Marketing Intern

Bowling Green State University

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Brandi Wester

Board Member

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Julia Russo

In-Kind Graphic Designer
Board Member + Creative Director



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THE WALL STREET JOURNAL

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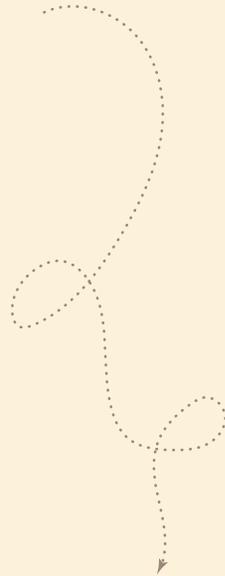
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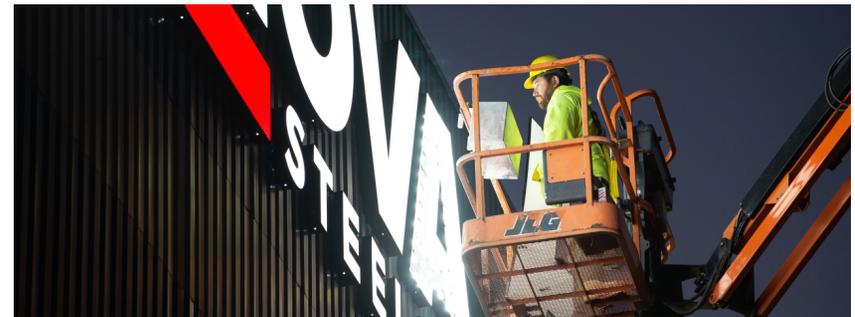


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2026 ADDY Creative by Julia Russo

jrusso8120.wixsite.com/juliarussodesigns



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acftoledo.org