

Award	Title	Entrant	Advertiser
Sales Promotion > 01 - Product or Service Sales Promotion > 01B - Sales Kit or Product Information Sheets			
Gold ADDY Award	Phototype Can Lab	Gravity Branding & Design	Phototype
Collateral Material > 09 - Special Event Material > 09A - Card, Invitation, Announcement - Single Unit			
Silver ADDY Award	Aaron F\$#king Draplin Patch	Curiosity Advertising	Curiosity Advertising
Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > 14 - Brand Elements			
Gold ADDY Award	gyro Book 2017	gyro	gyro
Silver ADDY Award	Empower Branding	Empower	Empower
Silver ADDY Award	Fresh New Swag	Landor	Landor
Out-of-Home > 27 - Poster > 27B - Poster - Campaign			
Silver ADDY Award	For The Love Of Type	Landor	Landor (Internal)
Websites > 37 - Websites > 37A - Consumer			
Gold ADDY Award	Ready Set Eat Website Redesign	POSSIBLE	Conagra Brands, Inc.
Silver ADDY Award	Gillette On Demand	POSSIBLE	Procter & Gamble
Silver ADDY Award	Essilor Website Design	POSSIBLE	Essilor of America Inc.
Silver ADDY Award	BB Riverboats Website	bluestone creative	BB Riverboats
Silver ADDY Award	North 680 Website	bluestone creative	North American Properties
Websites > 37 - Websites > 37B - B-to-B			
Silver ADDY Award	SEEK Company Website	bluestone creative	SEEK Company

Social Media > 38 - Social Media > 38A - Single Execution

Silver ADDY Award	Febreze Holiday Potty Prep	POSSIBLE	Procter & Gamble
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Social Media > 38 - Social Media > 38B - Campaign

Gold ADDY Award	Febreze Pinspiration	POSSIBLE	Procter & Gamble
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Silver ADDY Award	Febreze Super Bowl	POSSIBLE	Procter & Gamble
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Advertising & Promotion > 41 - Campaign

Gold ADDY Award	Febreze Live Naughty Smell Nice	POSSIBLE	Procter & Gamble
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Gold ADDY Award	Febreze I Love You	POSSIBLE	Procter & Gamble
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Silver ADDY Award	Renewable Energy Daily	Barefoot Proximity	APX
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Branded Content & Entertainment > 45 - Branded Content & Entertainment for Online/Interactive

Gold ADDY Award	Febreze Bad Mom Song Ad	POSSIBLE	Procter & Gamble
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Silver ADDY Award	Febreze Super Bowl	POSSIBLE	Procter & Gamble
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Silver ADDY Award	Febreze I Love You Song Ad	POSSIBLE	Procter & Gamble
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Public Service (Online/Interactive) > 46 - Public Service Online/Interactive > 46A - Public Service Online/Interactive

Silver ADDY Award	Now is the Time	Landor	Violence Policy Center (VPC) – Assault Rifle Regulation
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Advertising Industry Self-Promotion (Online/Interactive) > 47 - Advertising Industry Self-Promotion Online/Interactive

Gold ADDY Award	Swipe Right Cincinnati	POSSIBLE	POSSIBLE Cincinnati
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Radio Advertising > 49 - Radio Advertising – Regional/National > 49A - Single Spot :30 seconds or less

Gold ADDY Award	Febreze Bad Mom Song Ad	POSSIBLE	Procter & Gamble
Silver ADDY Award	Febreze I Love You Song Ad	POSSIBLE	Procter & Gamble
Television Advertising > 51 - Television Advertising – Local (One DMA) > 51B - Single Spot :30 seconds			
Silver ADDY Award	Picky Eater	Curiosity Advertising	Vegy Vida
Silver ADDY Award	Ode to Cincinnati	Curiosity Advertising	Cincinnati Bell
Television Advertising > 51 - Television Advertising – Local (One DMA) > 51C - Single Spot :60 seconds or more			
Silver ADDY Award	Be Their Umbrellas	Necco	Necco
Television Advertising > 52 - Television Advertising – Regional/National > 52A - Single Spot – Up to 2:00			
Gold ADDY Award	It's Getting Bigger	Northlich	Ohio Lottery Commission
Silver ADDY Award	Ping	Northlich	Ohio Lottery Commission
Silver ADDY Award	Server	Northlich	Ohio Lotter Commission
Television Advertising > 52 - Television Advertising – Regional/National > 52B - Television-National Campaign			
Gold ADDY Award	Twenty 20's	Northlich	Ohio Lottery Commission
Online Film, Video, & Sound > 55 - Internet Commercial > 55A - Single Spot – Any Length			
Gold ADDY Award	Febreze Bad Mom Song Ad	POSSIBLE	Procter & Gamble
Gold, Best of Show ADDY Award	Seat Hero - Stop Sitting on Towels!	779 Video	Chica Sport
Silver ADDY Award	Second Chances	US Digital Partners	Nehemiah Manufacturing Company
Silver ADDY Award	BCBS Maternity Health Coaching	Epipheo	BlueCross BlueShield of South Carolina

Online Film, Video, & Sound > 55 - Internet Commercial > 55B - Online Film, Video & Sound Campaign

Gold ADDY Award	Roto-Rooter Restroom Manners	US Digital Partners	Roto-Rooter
Silver ADDY Award	BCBS Health Coaching	Epipheo	BlueCross BlueShield of South Carolina

Branded Content & Entertainment > 58 - Branded Content & Entertainment For Online Film, Video & Sound > 58A - Single entry :60 seconds or less

Gold ADDY Award	Febreze Bad Mom Song Ad	POSSIBLE	Procter & Gamble
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Branded Content & Entertainment > 61 - Branded Content & Entertainment Campaign

Gold ADDY Award	"My Black is _____" Campaign	Barefoot Proximity	My Black is Beautiful
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Sales Promotion > 64 - Audio/Visual Sales Presentation

Gold ADDY Award	Seat Hero - Stop Sitting on Towels!	779 Video	Chica Sport
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Online/Interactive Campaign > 75 - Online/Interactive Campaign

Gold ADDY Award	"The Talk" Campaign	Barefoot Proximity	My Black is Beautiful
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Copywriting > 79 - Copywriting

Gold ADDY Award	Febreze Bad Mom Song Ad	POSSIBLE	Procter & Gamble
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Visual > 84 - Art Direction > 84A - Single

Gold ADDY Award	Ready Set Eat Website Redesign	POSSIBLE	Conagra Brands, Inc.
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Film & Video > 86 - Animation, Special Effects or Motion Graphics > 86A - Animation, Special Effects or Motion Graphics

Silver ADDY Award	Santoprene TPV	Barefoot Proximity	ExxonMobil
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Film & Video > 86 - Animation, Special Effects or Motion Graphics > 86B - CGI

Silver ADDY Award	How it works	Barefoot Proximity	ExxonMobil
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Sound > 88 - Music > 88A - Music Only

Silver ADDY Award	BCBS Health Coaching Score	Epipheo	BlueCross BlueShield of South Carolina
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Sound > 90 - Sound Design

Gold ADDY Award	BCBS Health Coaching Expectations	Epipheo	BlueCross BlueShield of South Carolina
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Silver ADDY Award	Ohio Lottery "Bigger" Sound Design	Gwynne Sound	Ohio Lottery
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Digital Creative Technology > 98 - Innovative Use of Interactive / Technology

Silver ADDY Award	Gillette On Demand	POSSIBLE	Procter & Gamble
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