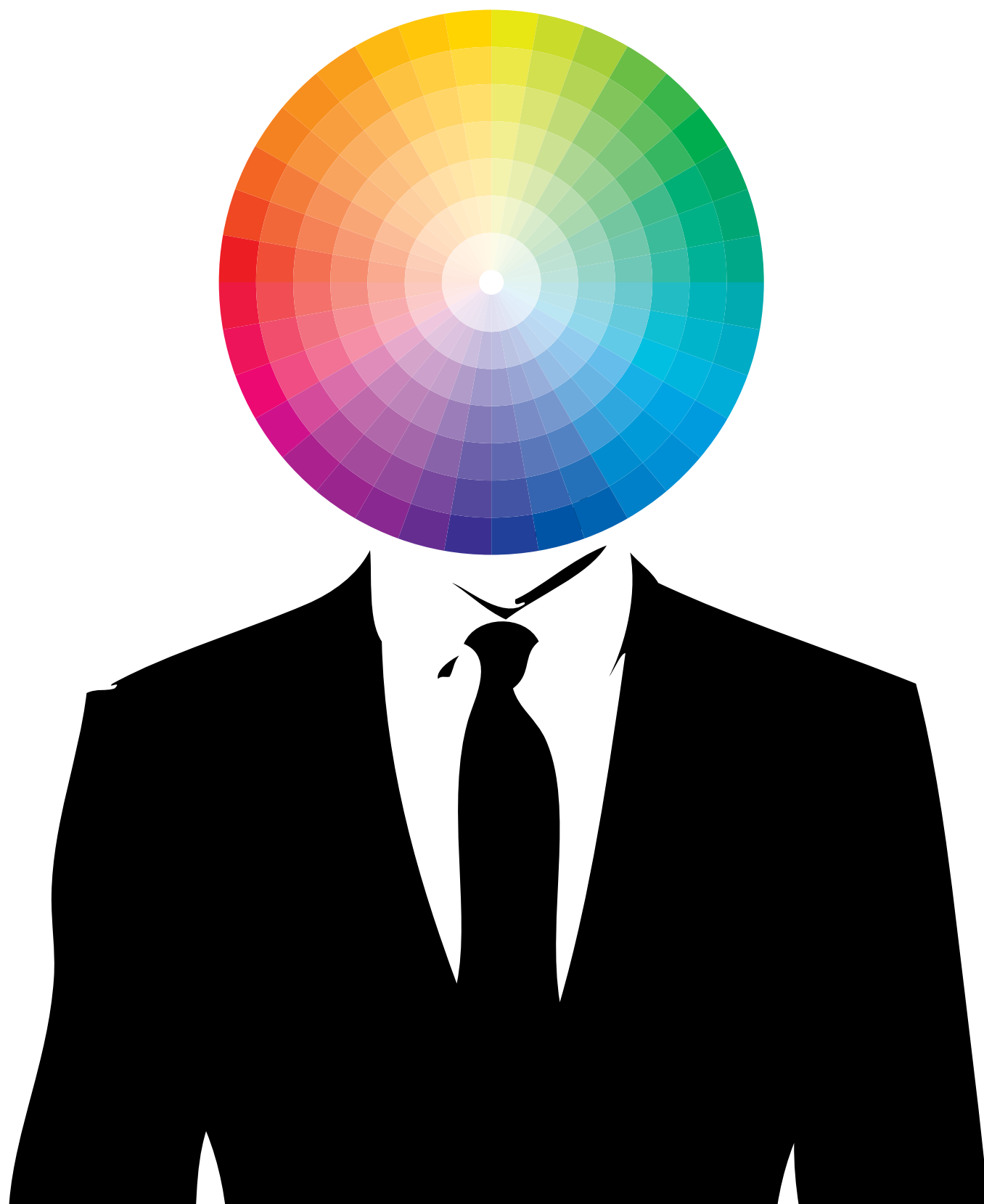


PRICE - FREE

MAY 19, 2016

# THE BRACKET AWARDS





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## THE BRACKET AWARDS

MAY 19, 2016

PRESENTED BY COMCAST  
SPOTLIGHT



*"I think we should get tickets."*

Leave it to the media industry to see a hit and create a sequel. Welcome to the second [CP]2 Bracket Awards – a celebration of the very best advertising, design, and marketing work created right here in Central Pennsylvania. Like any true sequel, everything this year is bigger. More entries, more winners, more inspiration, and hopefully tonight...

more fun. This event is a symbol of the growth of our creative community over the past few years, and a testament to the bright ideas and inspired solutions created every day by talented professionals throughout our region. It's an impressive business story worth bragging about. And even though we hate to reveal any spoilers, in the end, we all win.

### CENTRAL PENNSYLVANIA CREATIVE PROFESSIONALS

When [CP]2 was founded, its goal was to inspire the local creative community and bring local professionals the tools they need to grow their businesses. And judging by the work you saw tonight, we're succeeding. If you're reading this book, then this is your club. [CP]2 brings advertising, design, communications, marketing, media and related businesses together for networking and education. Our

programming schedule is filled with top speakers and presenters in events that discuss and analyze industry trends, and deliver applicable lessons that help us raise the bar for our own work. We come together to learn, laugh, and create a lasting impression for our clients, our region, and ourselves. To hear more, please visit cpsquared.com, follow us on Facebook, or ask any of our members how [CP]2 helps them.



# LETTER FROM THE PRESIDENT



Nearly 8 years ago we planted the seed of an advertising club that would eventually grow into [CP]2 (Central PA Creative Professionals).

All along our goal has been to establish relationships and build camaraderie within our advertising community. We've brought like-minded people together at networking functions and have helped job-seeking members find new places to work. We've offered targeted educational events that no other local organization provides. We launched "BrandAid," a caffeine-infused full-day marathon of rebranding a lucky local non-profit (go Housing Transitions!). And we now have nearly 120 individuals who are benefiting from their membership. [CP]2 is building an advertising and creative community that's making a difference in Central PA and tonight marks the second time we've publicly showcased our work to the business community at large.

At tonight's Bracket Awards, we celebrate the best advertising, design and commercial work created right here in the Central PA region.

With nearly 130 entries and 56 award-worthy pieces of work, this year's Bracket Awards is no joke. When the judges from Baltimore stated, out loud mind you, that the work they juried could hold its own in their large metro-market, it made clear that we're collectively producing work that is memorable, influential and on target.

The passion for your craft and your involvement in our organization is what's making tonight's celebration possible.

There has been one heck of a team behind the success of this year's show. My fellow board members Carol White, Jeff Erickson, Curtis Harrison, Ron Smith, Brad Groznik and Dan Rowland along with our Bracket Awards committee chairs Michelle Damiano and Rich Frank have gone above and way beyond to bring you this year's award show. Be sure to thank these people for their efforts and dedication.

Congratulations to all of the entrants, finalists and those of you who are going home with an award. We're all winners tonight.

See you at the next Bracket Awards.

Mark D. Dello Stritto  
[CP]2 President, Founder

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INP = Institutional/Non-Profit / B2B = Business to Business / B2C = Business to Consumer

## JUDGES



*"Looks like it will be a tough judging this year."*

• •



**Kerry Skarda**  
Founding Partner, President  
BCG

Kerry brings over 20 years of design, branding, and industry experience to BCG. Her education from the Maryland Institute College of Art instilled in her a deep belief that conceptual thought must always precede any visual creative. Listening, challenging, and always asking, "can this be better" have been the driving force behind the success of lasting partnerships with global companies and local arts organizations. Kerry brings a keen eye for detail and gut-level insight into what makes design successful.



**Jason Drumheller**  
Senior Art Director  
HZDG

Keep it simple. Make it smart. During his 20+ years as an art director that's the solution Jason always strives for—conceptual, focused ideas that distinguish the work and satisfy the client. Jason has created award-winning visual design solutions for a wide range of identity, print, web, television and video projects for clients including the Baltimore Ravens, Penn State Athletics, Towson University Athletics, Hilton, Tessemae's All Natural, UTZ Snacks and AGCO. He has a Bachelor of Fine Arts from the Maryland Institute College of Art.

## JUDGES



**Joe Glorioso**  
Art Director  
Planit

Meet Joe. He's been in the advertising and design world more years than most of you have been alive. Maybe you've seen his work in Print, CA, Graphis, Black Book's AR100, or the trash can. His personal achievement bar was set high early in life by capturing first place at his 6th grade art show.

His conceptual travels have taken him to hospitals, banks, colleges, non-profits, car dealers, jewelers, film festivals, radio stations, snack food companies, and symphony orchestras. And, a bunch of other places in between. Being a part of the adjunct faculty at MICA has afforded him the exciting and fulfilling opportunity to help young creatives hone their skills or change career paths. Currently, he plays an art director in real life at Planit.

Outside of "work," Joe enjoys abstract painting, disc golf, and meatball subs.



**Matt McDermott**  
Creative Director  
idfive

A Baltimorean by birth and choice, Matt's a former public school teacher and contributor to The Baltimore Sun. For over 15 years, he's also been a fixture in the Mid-Atlantic advertising scene, working with clients including Comcast, Black & Decker, National Geographic, Johns Hopkins, and the U.S. Navy. As creative director at idfive, his fingerprints are on everything—from the creative to the breakfast pastries. He's contributed to Ad Age and co-authored a boring marketing book called University X. He also teaches in a joint MBA program between Johns Hopkins and the Maryland Institute College of Art, and serves on the boards of the American Advertising Federation Baltimore and Community Law In Action (CLIA). He enjoys short walks on the beach and overestimating the goodness of humankind.



**Trevor Villet**  
ACD/Group Copy Director  
Planit

As Group Copy Director, Trevor is responsible for overseeing and directing Planit's creative product—especially the stuff that includes words. As a copywriter, he's also actively involved in producing it on a daily basis.

Prior to joining Planit, he helped Baltimore's Carton Donofrio Partners create award-winning work for an array of clients including Air Products, University of Maryland, The National Aquarium in Baltimore, and Baltimore Gas and Electric. He was fortunate to cut his teeth at New York's legendary agency, Wells, Rich, Greene. While there, he worked on Procter & Gamble's Oil of Olay and Gain Laundry Detergent brands, which explains both his radiant skin and outdoor-fresh scent.

Trevor earned his advertising degree from Michigan State University. (Go Green!) He also has a severe addiction to the Food Network, The Travel Channel, and his wife Jackie and two gorgeous daughters, Kate and Jolie.

## ELEMENTS

### SILVER

PHOTOGRAPHY – BUSINESS TO CONSUMER

**Black Sun** – Entrant

**Black Sun** – Advertiser

**BLACK SUN: BADASS** – Title

**Michael Black** – Photography

**Alex Sotiropoulos** – PR Intern

**Lauren Mester** – Event Intern

**Sophia Hubler** – Event Intern

**Elara Sakone** – Event Creative



### SILVER

PHOTOGRAPHY – BUSINESS TO CONSUMER

**Black Sun** – Entrant

**Black Sun** – Advertiser

**Italian Portraits** – Title

**Michael Black** – Photographer



### GOLD

ILLUSTRATION – BUSINESS TO BUSINESS

**Andy Heckathorne Illustration & Design** – Entrant

**Fierce Strategy + Creative** – Advertiser

**Fierce Bear** – Title

**Andy Heckathorne** – Illustrator, Art Director & Designer

**Beckie Manley** – Creative Director



### GOLD

ILLUSTRATION – BUSINESS TO CONSUMER

**Loaded Creative** – Entrant

**SPE Federal Credit Union** – Advertiser

**Bamdangle, Multifark & Weedlemadeedle** – Title

**Mark D. Dello Stritto** – Creative Director

**Sean McCauley** – Art Director

**Victor Carlesi** – Illustrator



## ELEMENTS

### GOLD

ANIMATION – BUSINESS TO BUSINESS

**Rowland Creative** – Entrant

**Drucker Diagnostics** – Advertiser

**“Meet the Apex 6” video** – Title

**Dan Rowland** – Creative Director

**David Spak** – Designer

**Brad Jamison** – Designer





## ONLINE/DIGITAL



"All those in favor, swipe right."

• •

### SILVER

WEBSITE – INSTITUTIONAL/NON-PROFIT

**Herbert Reininger** – Entrant

**TEDxJNJ** – Advertiser

**Annual Report 2014** – Title

**Herbert Reininger** – Creative Director, Designer

**Laurent Alquier** – Programmer

**Steve Garguilo** – Project Manager



### GOLD

WEBSITE – INSTITUTIONAL/NON-PROFIT

**Snavelly Associates** – Entrant

**Benjamin School** – Advertiser

**Digital Viewbook** – Title

**Christine Yocum** – Designer

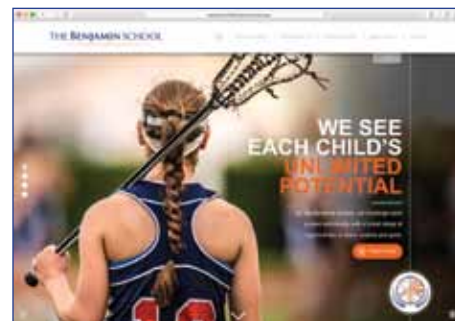
**Maura Scully** – Writer, MKS Communications

**Debbie Shephard** – Vice President, Brand & Creative

**Matt Brubaker** – Developer

**Chris Snavelly** – Senior Account Leader

**Larry Snavelly** – President



## ONLINE/DIGITAL



### SILVER

WEBSITE – BUSINESS TO CONSUMER

**3Twenty9** – Entrant

**Good Intent Cider** – Advertiser

**Website** – Title

**Troy Weston** – Creative Director

**Melissa Hombosky** – Designer/SEO/Content

**Nick Stanko** – Designer/SEO/Content

**Ryan Cherry** – Web Designer/Developer



### GOLD

WEBSITE – BUSINESS TO CONSUMER

**A. Christian Baum** – Entrant

**co.space** – Advertiser

**Website** – Title

**A. Christian Baum**

**Spud Marshall**



### SILVER

MICROSITE – BUSINESS TO CONSUMER

**MoJo Active** – Entrant

**Shop-Vac** – Advertiser

**Clearly Different Microsite** – Title

**Ric Jones** – Creative Director

**Rita Mines** – Project Manager

**Rick Shadle** – Art Director

**Scott Brown** – Photographer



### SILVER

MICROSITE – BUSINESS TO CONSUMER

**AccuWeather** – Entrant

**AccuWeather** – Advertiser

**Ucast Uwin Sweepstakes** – Title

**Richard Frank** – VP, Creative

**Ashley Thurston-Curry** – Art Director

**Gabrielle Tomasko** – Graphic Designer

**Maggie Takach** – Brand Assurance Manager

**Julie Smalstig, Jesse Ferrell, Aimee Morgan** – Social Media Team

## ONLINE/DIGITAL

### GOLD

PUBLICATION/eBOOK – BUSINESS TO CONSUMER

**MoJo Active** – Entrant

**First Community Foundation Partnership** – Advertiser

**FCFP Online Annual Report** – Title

**Timm Moyer** – Creative Director

**Jim Carpenter** – Marketing Technology Director

**Liz Sharpe** – Project Manager

**Bob Henninger** – Designer/Developer

**Gregg Nestel** – Developer



## SOCIAL MEDIA

### SILVER

CAMPAIGN – BUSINESS TO CONSUMER

**AccuWeather** – Entrant

**AccuWeather** – Advertiser

**Versus** – Title

**Richard Frank** – VP, Creative

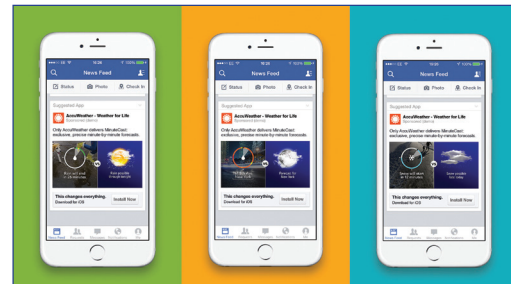
**Ashley Thurston-Curry** – Art Director

**Gabrielle Tomasko** – Graphic Designer

**Maggie Takach** – Brand Assurance Manager

**Julie Smalstig, Jesse Ferrell, Aimee Morgan** –

Social Media Team



## EDITORIAL/PUBLICATION DESIGN



*"We are not here to bury print, but to praise it"*

• •



### SILVER

ANNUAL REPORT –

INSTITUTIONAL/NON-PROFIT

**Rowland Creative** – Entrant

**Centre Foundation** – Advertiser

**2014 Annual Impact Report** – Title

**Dan Rowland** – Creative Director

**David Spak** – Designer

**Brad Jamison** – Designer

### SILVER

MAGAZINE/JOURNAL COVER –  
BUSINESS TO CONSUMER

**Sample Media** – Entrant

**State College Magazine** – Advertiser

**March 2016 Cover** – Title

**Maggie Anderson** – Editor

**Matt Fern** – Art Director

**Robyn Passante** – Associate Editor

**David Wells** – Publisher





## EDITORIAL/PUBLICATION DESIGN

### SILVER

MAGAZINE/JOURNAL FEATURE STORY –  
BUSINESS TO CONSUMER

**Town and Gown** – Entrant

**Town and Gown** – Advertiser

**Bringing a Hero Home** – Title

**Rob Schmidt** – Publisher

**David Pencek** – Editorial Director

**Tiara Snare** – Creative Director

**Darren Weimer** – Art Director, Photographer

**Cody Peachey** – Graphic Designer

**Vilma Shu Danz** – Operations Manager, Assistant Editor

**Aimee Aiello** – Business Manager



### GOLD

MAGAZINE/JOURNAL DESIGN/REDESIGN –  
BUSINESS TO BUSINESS

**A. Christian Baum** – Entrant

**Johnson & Johnson** – Advertiser

**XL Journey Journal** – Title

**A. Christian Baum**

**Steve Garguilo**



### GOLD

MAGAZINE/JOURNAL DESIGN/REDESIGN –  
BUSINESS TO CONSUMER

**A. Christian Baum** – Entrant

**co.space** – Advertiser

**co.space Journey Journal** – Title

**A. Christian Baum**



### GOLD

MAGAZINE/JOURNAL DESIGN/REDESIGN –  
BUSINESS TO CONSUMER

**A. Christian Baum** – Entrant

**Action Surge** – Advertiser

**Action Surge** – Title

**A. Christian Baum**

**Spud Marshall**



## BOOK

### SILVER

DESIGN/REDESIGN – INSTITUTIONAL/NON-PROFIT

**Herbert Reininger** – Entrant

**TEDxJNJ** – Advertiser

**3 Years of TEDxJNJ, Coffee Table Book** – Title

**Herbert Reininger** – Creative Director, Design

**Matt Sloan** – Copywriter

**Jocelyn Leu** – Project Manager, Photographer

**Margaret Moses** – Editor



### SILVER

DESIGN/REDESIGN – INSTITUTIONAL/NON-PROFIT

**Penn State University Press** – Entrant

**Penn State University Press/**

**Morgan Library & Museum** – Advertiser

**Graphic Passion: Matisse and the Book Arts** – Title

**John Bidwell** – Author

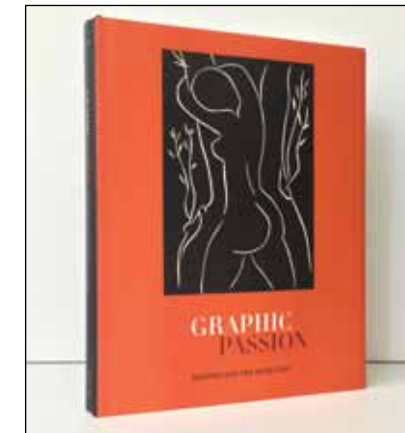
**Jo Ellen Ackerman** – Designer

**Jennifer Norton** – Creative Director & Production Manager

**Patrick Alexander** – Acquiring Editor

**Karen Banks** – Publications Manager (Morgan Library)

**Patricia Emerson** – Project Editor



### GOLD

DESIGN/REDESIGN – INSTITUTIONAL/NON-PROFIT

**Penn State University Press** – Entrant

**Penn State University Press** – Advertiser

**Picturing Dogs, Seeing Ourselves** – Title

**Ann-Janine Morey** – Author

**Regina Starace** – Designer

**Jennifer Norton** – Creative Director & Production Manager

**Kendra Boileau** – Acquiring Editor

**Suzanne Wolk** – Project Editor



### GOLD

DESIGN/REDESIGN – INSTITUTIONAL/NON-PROFIT

**Penn State University Press** – Entrant

**Penn State University Press** – Advertiser

**Elephant House** – Title

**Dick Blau** – Photographer, Author

**Nigel Rothfels** – Photographer, Author

**Regina Starace** – Designer

**Jennifer Norton** – Creative Director & Production Manager

**Kendra Boileau** – Acquiring Editor

**Laura Reed-Morrison** – Project Editor





## OUT-OF-HOME



• •

### SILVER

SIGNAGE – INSTITUTIONAL/NON-PROFIT

Rowland Creative – Entrant

Penn State College of Information Sciences  
and Technology – Advertiser

IST StartUp Week Signage – Title

Dan Rowland – Creative Director

David Spak – Designer

Brad Jamison – Designer



### SILVER

SIGNAGE – INSTITUTIONAL/NON-PROFIT

Rowland Creative – Entrant

Happy Valley LaunchBox – Advertiser

Signage – Title

Dan Rowland – Creative Director

David Spak – Designer

Gavek Graphics – Sign Installation



## OUT-OF-HOME



### SILVER

POSTERS – INSTITUTIONAL/NON-PROFIT

MoJo Active – Entrant

Community Academy of Stage & Theatre – Advertiser

CAST Poster – Title

Ric Jones – Creative Director

Jim Carpenter – Account Executive

Morgan Hummel – Designer

Elizabeth Greenaway – Copywriter

### GOLD

POSTERS – INSTITUTIONAL/NON-PROFIT

Rowland Creative – Entrant

Penn State College of Arts & Architecture – Advertiser

artsUP Posters – Title

Dan Rowland – Creative Director

David Spak – Designer

Brad Jamison – Designer



## OUT-OF-HOME

### SILVER

AMBIENT/ENVIRONMENTAL –  
INSTITUTIONAL/NON-PROFIT

**Black Sun** – Entrant

**Penn State University** – Advertiser

**Murals** – Title

**Michael Black** – Creative Director & Designer



### SILVER

AMBIENT/ENVIRONMENTAL –  
BUSINESS TO CONSUMER

**Impressions** – Entrant

**Original Waffle Shop** – Advertiser

**Interior Brand Refresh** – Title

**Michelle Damiano** – Creative Director/Copywriter

**Maura Allen** – Vice President

**Zack Sheffield** – Art Director/Sr. Designer

**Alexa Stefanou** – Graphic Designer



## TRADE SHOW/EXPERIENTIAL/EVENTS

### SILVER

TRADE SHOW/EXPERIENTIAL/EVENTS –  
INSTITUTIONAL/NON-PROFIT

**Rowland Creative** – Entrant

**Penn State College of Information Sciences**

**and Technology** – Advertiser

**IST Startup Week** – Title

**Dan Rowland** – Creative Director

**David Spak** – Designer

**Brad Jamison** – Designer



### GOLD

TRADE SHOW/EXPERIENTIAL/EVENTS –  
INSTITUTIONAL/NON-PROFIT

**Rowland Creative** – Entrant

**Penn State College of Arts & Architecture** –

Advertiser

**artsUP Event Materials** – Title

**Dan Rowland** – Creative Director

**David Spak** – Designer

**Brad Jamison** – Designer



### SILVER

TRADE SHOW/EXPERIENTIAL/EVENTS –  
BUSINESS TO BUSINESS

**A. Christian Baum** – Entrant

**PTEDxJNJ** – Advertiser

**Get Moving** – Title

**A. Christian Baum**

**Herbert Reininger**





## TRADE SHOW/EXPERIENTIAL/EVENTS

### SILVER

TRADE SHOW/EXPERIENTIAL/EVENTS –  
BUSINESS TO BUSINESS

**Rowland Creative** – Entrant

**HigherEd Jobs** – Advertiser

**Trade Show** – Title

**Dan Rowland** – Creative Director

**Brad Jamison** – Designer



### GOLD

TRADE SHOW/EXPERIENTIAL/EVENTS –  
BUSINESS TO BUSINESS

**A. Christian Baum** – Entrant

**Videon** – Advertiser

**Lobby & Coworking Spatial Design** – Title

**A. Christian Baum**



### GOLD

TRADE SHOW/EXPERIENTIAL/EVENTS –  
BUSINESS TO CONSUMER

**Andy Heckathorne Illustration & Design** – Entrant

**Hanon McKendry** – Advertiser

**Ark Encounter NYC Spectacular** – Title

**Andy Heckathorne** – Illustrator, Art Director & Designer

**Brent Huffman** – Creative Director



## BROADCAST/NON-BROADCAST

### SILVER

BROADCAST/NON-BROADCAST – VIDEO  
INSTITUTIONAL/NON-PROFIT

**Penn State College of Engineering** – Entrant

**Penn State College of Engineering** – Advertiser

**Impact of Giving** – Title

**Dana Marsh** – Communications Director

**College of Engineering Development Team**



## BRAND IDENTITY



*"Closer. Lets try another 10%."*

• •

### SILVER

LOGO – INSTITUTIONAL/NON-PROFIT

**Loaded Creative** – Entrant

**Penn State Electronic Sports Club** – Advertiser

**Corporate Identity** – Title

**Mark D. Dello Stritto** – Creative Director

**Sean McCauley** – Art Director



### SILVER

LOGO – BUSINESS TO CONSUMER

**AccuWeather** – Entrant

**AccuWeather** – Advertiser

**YourCaster Logo** – Title

**Richard Frank** – VP, Creative

**Ashley Thurston-Curry** – Art Director

**Gabrielle Tomasko** – Graphic Designer

**Maggie Takach** – Brand Assurance Manager

**Megan Clitherow** – Director of B2B Marketing

**Yessenia Maderas** – Product Marketing Manager



## BRAND IDENTITY



### GOLD

LOGO – BUSINESS TO CONSUMER

**Loaded Creative** – Entrant

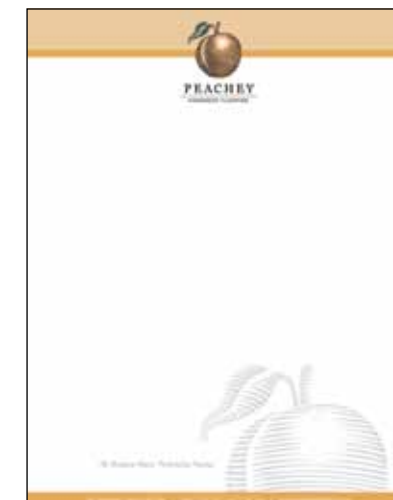
**Peachey Hardwood Flooring** – Advertiser

**Corporate Identity** – Title

**Mark D. Dello Stritto** – Creative Director

**Sean McCauley** – Art Director

**Todd Lepley** – Copywriter



### SILVER

STATIONERY PACKAGE – BUSINESS TO CONSUMER

**Loaded Creative** – Entrant

**Peachey Hardwood Flooring** – Advertiser

**Stationery Package** – Title

**Mark D. Dello Stritto** – Creative Director

**Sean McCauley** – Art Director

**Todd Lepley** – Copywriter



## PROMOTIONS & SALES COLLATERAL

### SILVER

DIRECT MAIL – INSTITUTIONAL/NON-PROFIT

**Penn State Outreach Creative Services** – Entrant

**Penn State Outreach** – Advertiser

**Ed Tech Network Summit Invitation** – Title

**Herbert Reininger** – Art Director/Designer

**Brian Mizikar** – Designer

**Trish Hummer** – Production Manager

**Norman Benford** – Copywriter

**Rebecca Shineman** – Marketing Account Executive



### GOLD

DIRECT MAIL – BUSINESS TO CONSUMER

**Loaded Creative** – Entrant

**SPE Federal Credit Union** – Advertiser

**“Whatever” Loan** – Title

**Mark D. Dello Stritto** – Creative Director

**Daniel J. Evans** – Copywriter

**Sean McCauley** – Art Director

**Victor Carlesi** – Illustrator



### SILVER

BROCHURE – INSTITUTIONAL/NON-PROFIT

**Herbert Reininger** – Entrant

**TEDxNJ** – Advertiser

**Main Event Program** – Title

**Herbert Reininger** – Creative Director, Design

**A. Christian Baum** – Illustrator

**Steve Garguilo** – Writer

**Aisha Khan** – Writer

**Margaret Moses** – Editor



## PROMOTIONS & SALES COLLATERAL

### GOLD

BROCHURE – INSTITUTIONAL/NON-PROFIT

**Snavelly Associates** – Entrant

**Wright State** – Advertiser

**Case for Support** – Title

**Adam Vorlicek** – Art Director

**Debbie Shephard** – Vice President, Brand & Creative

**Maura Scully** – Writer, MKS Communications

**Jon Snavelly** – Vice President, Account Leadership

**Larry Snavelly** – President



### GOLD

BROCHURE – INSTITUTIONAL/NON-PROFIT

**Snavelly Associates** – Entrant

**Trust for Public Land** – Advertiser

**Case for Support** – Title

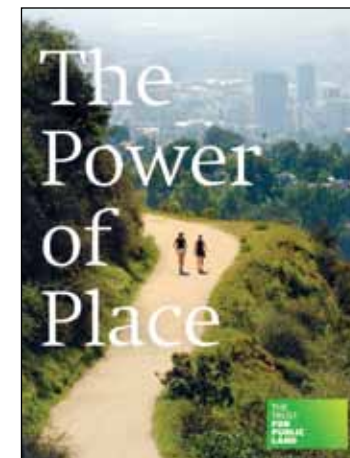
**Charlie Melichar** – Senior Consultant, Marts & Lundy

**Adam Vorlicek** – Art Director

**Debbie Shephard** – Vice President, Brand & Creative

**Jon Snavelly** – Vice President, Account Leadership

**Larry Snavelly** – President



### GOLD

BROCHURE – INSTITUTIONAL/NON-PROFIT

**Snavelly Associates** – Entrant

**Auburn University** – Advertiser

**Research Launch** – Title

**Adam Vorlicek** – Art Director

**Debbie Shephard** – Vice President, Brand & Creative

**Tracey Doods** – Writer

**Chris Snavelly** – Senior Account Leader

**Larry Snavelly** – President



## PROMOTIONS & SALES COLLATERAL

### GOLD

BROCHURE – BUSINESS TO BUSINESS

**Loaded Creative** – Entrant

**Standard Steel** – Advertiser

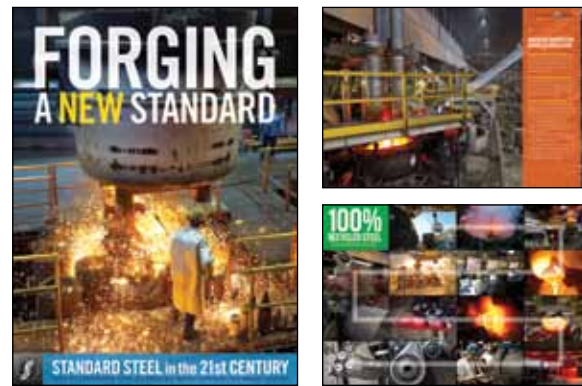
**A New Standard** – Title

**Mark D. Dello Stritto** – Creative Director

**Daniel J. Evans** – Copywriter

**Sean McCauley** – Art Director

**Bruce Cramer** – Photographer



### GOLD

BROCHURE – BUSINESS TO BUSINESS

**Rowland Creative** – Entrant

**HigherEd Jobs** – Advertiser

**Brochure** – Title

**Dan Rowland** – Creative Director

**Brad Jamison** – Designer



### SILVER

PRESENTATION/DECK DESIGN – INSTITUTIONAL/NON-PROFIT

**Herbert Reininger** – Entrant

**Penn State Outreach and Online Education** – Advertiser

**Best Practices in Presentation Design** – Title

**Herbert Reininger** – Designer & Copywriter



## PRINT ADVERTISING

### GOLD

MAGAZINE/PUBLICATION – INSTITUTIONAL/NON-PROFIT

**Loaded Creative** – Entrant

**Habitat for Humanity, ReStore** – Advertiser

**Build a Greater Good** – Title

**Mark D. Dello Stritto** – Creative Director

**Richard Frank** – Copywriter

**Sean McCauley** – Art Director



### SILVER

MAGAZINE/PUBLICATION – BUSINESS TO BUSINESS

**AccuWeather** – Entrant

**AccuWeather** – Advertiser

**Weather Driven Choices** – Title

**Richard Frank** – VP, Creative

**Ashley Thurston-Curry** – Art Director

**Gabrielle Tomasko** – Graphic Designer

**Maggie Takach** – Brand Assurance Manager

**Melissa Kuper** – VP, Ad Sales Product

**Luna Catini** – Ad Sales Product Marketing Manager





## CAMPAIGN



"We want Morgan Freeman to do the voice over. The budget is \$500."

• •

### SILVER

INTEGRATED MEDIA/MIXED MEDIA CAMPAIGNS –  
INSTITUTIONAL/NON-PROFIT

**Penn State Outreach Creative Services** – Entrant

**Global Entrepreneurship Week Penn State** – Advertiser

**2015-16 GEW Penn State Campaign** – Title

**Herbert Reininger** – Creative Director

**Stacy Saar** – Designer

**Norman Benford** – Copywriter

**Trish Hummer** – Production Manager

**Mindy Meyers** – Marketing Account Executive



## CAMPAIGN



### SILVER

INTEGRATED MEDIA/MIXED MEDIA CAMPAIGNS –  
BUSINESS TO BUSINESS

**AccuWeather** – Entrant

**AccuWeather** – Advertiser

**StoryTeller Brand Redesign** – Title

**Richard Frank** – VP, Creative

**Ashley Thurston-Curry** – Art Director

**Gabrielle Tomasko** – Graphic Designer

**Brian Burns** – TV Development Artist

**Maggie Takach** – Brand Assurance Manager

**Megan Clitherow** – Director of B2B Marketing

**Kathleen Adams** – Product Marketing Manager



### GOLD

INTEGRATED MEDIA/MIXED MEDIA CAMPAIGNS –  
BUSINESS TO BUSINESS

**Rowland Creative** – Entrant

**HigherEd Jobs** – Advertiser

**HigherEd Jobs Campaign** – Title

**Dan Rowland** – Creative Director

**Brad Jamison** – Designer



### GOLD

INTEGRATED MEDIA/MIXED MEDIA CAMPAIGNS –  
BUSINESS TO BUSINESS

**Rowland Creative** – Entrant

**Drucker Diagnostics** – Advertiser

**Drucker Diagnostics Campaign** – Title

**Dan Rowland** – Creative Director

**David Spak** – Designer

**Brad Jamison** – Designer

## CAMPAIGN

### SILVER

INTEGRATED MEDIA/MIXED MEDIA CAMPAIGNS –  
BUSINESS TO CONSUMER

**AccuWeather** – Entrant

**AccuWeather** – Advertiser

**Warm Winter Wishes** – Title

**Richard Frank** – VP, Creative

**Ashley Thurston-Curry** – Art Director

**Gabrielle Tomasko** – Graphic Designer

**Maggie Takach** – Brand Assurance Manager

**Julie Smalstig, Jesse Ferrell, Aimee Morgan** –  
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POSTERS – INSTITUTIONAL/NON-PROFIT

**Rowland Creative** – Entrant

**Penn State College of Arts & Architecture** – Advertiser

**artsUP Posters** – Title

**Dan Rowland** – Creative Director

**David Spak** – Designer

**Brad Jamison** – Designer



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Congratulations to everyone who participated in the 2016 Bracket Awards. Nice work.



# KUDOS TO THE CREATIVES

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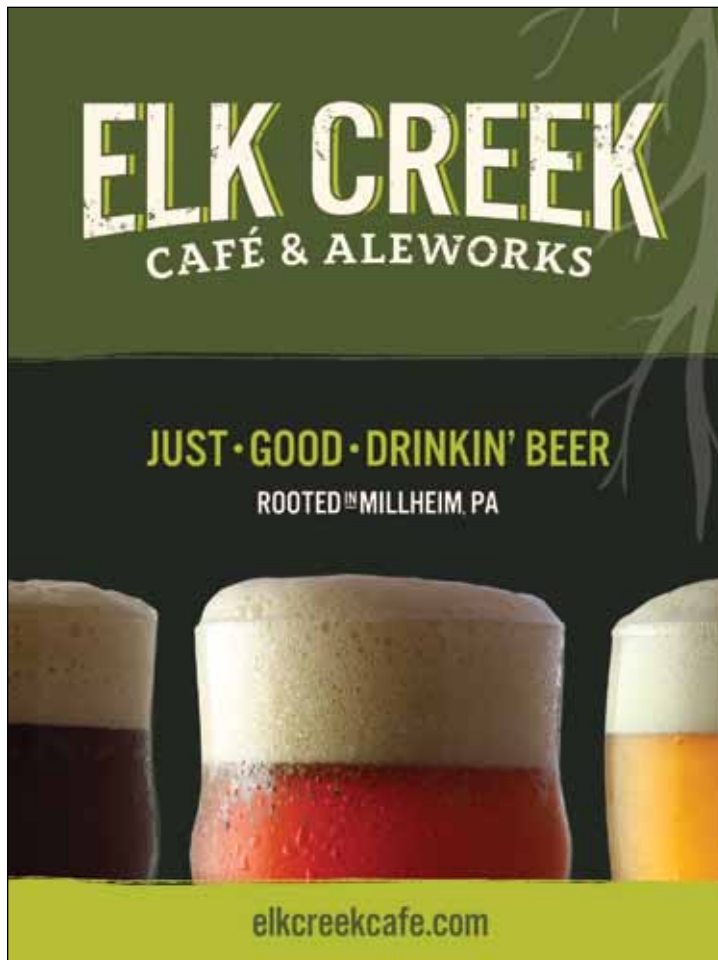
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We bring our experience, talents, and motivation to the philanthropic efforts and goals that will change lives, brighten futures, and make a lasting difference in our world.


**SNAVELY**ASSOCIATES

Put simply, Rowland Creative generates results for our clients. You'll get marketing strategy grounded in experience, inspired design and technology that just works. All with a healthy dose of outside perspective and collaboration.



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