

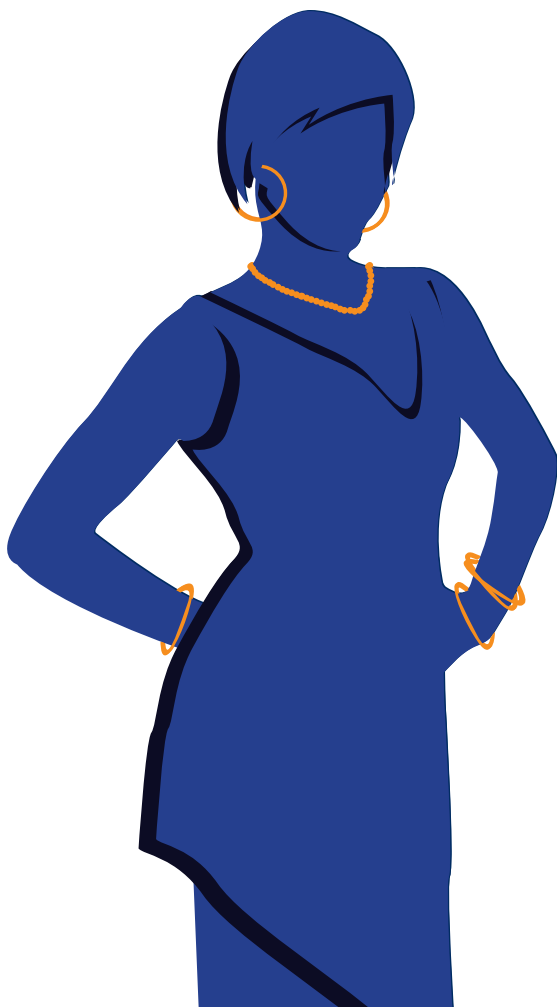
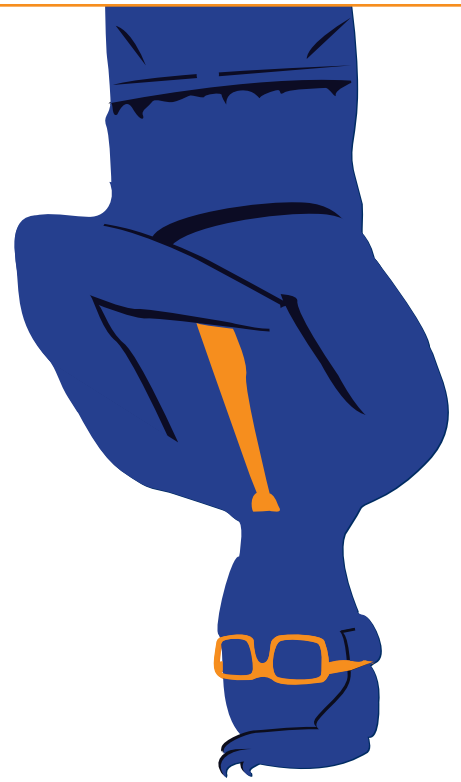
**[CP]² | BRACKET
AWARDS**

BEST



THE BRACKET AWARDS

More celebration than competition, The Inaugural Bracket Awards are the culmination of years of work and are truly the first of their kind. This is the first time the Central Pennsylvania advertising, design, and marketing industry has joined together to showcase the incredible work done right here in our own backyards. As a kickoff to what we plan on being an annual tradition in our community, we invite any feedback and suggestions for helping to grow The Brackets into an event businesses and potential clients from far beyond our region take notice of. And whether or not you walk away with an arm full of trophies, our simple goal for tonight is that you leave inspired.



CENTRAL PENNSYLVANIA CREATIVE PROFESSIONALS

[CP]2 bring together advertising, design, communications, marketing, and related business professionals from throughout the Central Pennsylvania region. This is your club. This is your networking, educating, and socializing outlet with a primary goal of inspiring the local creative community and helping to bring local professionals the tools they need to grow their businesses. Our programming schedule is filled with speakers and presenters from top agencies and design firms across the country. And events such as The Bracket Awards help us unite the community and inspire the creative work done right here in Central PA. To learn more about your club, or to join, please visit cpsquared.com.





LETTER FROM THE PRESIDENT

What a transformational year! In January, we re-branded and re-launched the i99 AdClub as the Central Pennsylvania Creative Professionals. [CP]2 has hosted a handful of networking and educational events which no other organization in our region provides. And, while the year isn't over yet, The Inaugural Bracket Awards is surely the "icing on the cake".

Tonight we celebrate the winners, participants and our entire marketing communications industry throughout Central Pennsylvania. We received an astounding 126 entries for our first ever award show. That is a sure sign of more great things to come.

I'm incredibly proud of our accomplishments as an organization and you should be, too. Your participation, dedication and passion for our industry has made this past year a success. And tonight clearly demonstrates that we intend to celebrate our work, our clients and each other... and announce to the regional business community that it has access to some incredible talent right here in Central PA.

I'd like to thank all of our members, former board members and volunteers, partners in tonight's event, our judges, and of course, our guests. And a special thank you to the current [CP]2 Board of Directors; Carol White, Jeff Erickson, Richard Frank, Ron Smith, Curtis Harrison and our intern, Brad Imming. These six people worked tirelessly over the past year to bring you powerful events and made tonight's celebration possible.

Congratulations to those of you who entered the show, to the finalists and of course, tonight's winners. Thank you for your continued [CP]2 support. We look forward to seeing you and your work at next year's Second Annual Bracket Awards.

Mark D. Dello Stritto
[CP]2 President





LARKIN WERNER

PARTNER/CREATIVE DIRECTOR - WALL-TO-WALL STUDIOS

Larkin earned a Bachelor of Fine Arts in Communication Design from Syracuse University and has over twenty years of graphic design and brand strategy experience. Larkin has been with W|W since 2000. His work has received accolades from various publications and organizations, including Print Magazine, Communication Arts, Graphis, Step, AIGA 100, Sappi International and The Ad Federation, among others. He was named one of Pittsburgh Magazine's 40 Under 40 in 2006, and has work exhibited in galleries nationally. He is a current member and past President of the American Institute of Graphic Art (AIGA), Pittsburgh Chapter, past adjunct faculty member of Robert Morris University's Media Arts Department. Larkin also contributes his time on a number of boards including the Contextual Design Advisory Panel for the City of Pittsburgh's Department of City Planning, Friends of the Pittsburgh Urban Forest, Silk Screen Asian American Film Festival, and the Silver Eye Center for Photography.



MIKE GIUNTA

CREATIVE DIRECTOR/COPY - GARRISON HUGHES

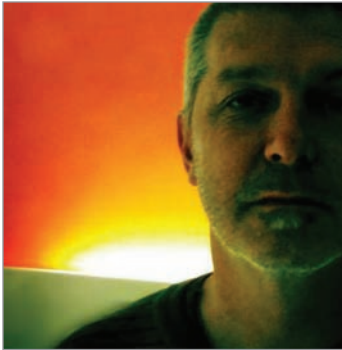
Mike Giunta has penned award-winning, entertaining, and insightful copy for a variety of clients including the Pittsburgh Pirates, Musselman's Applesauce, Consol Energy, and many others. His work has been featured in AdWeek, Ad Age and Creativity Magazine, and has garnered numerous Addy Awards at the local, regional and national levels. He also received back-to-back Best of Show honors in the Lamar Outdoor advertising contest. He's written for a local satirical news website, and one of his TV commercials was even featured in a Swedish documentary (not bad for an Italian). Mike is a member of the Pittsburgh Advertising Federation Board of Directors, and was named one of the city's rising stars in Pittsburgh Magazine's "40 Under 40". And with a degree in accounting from St. Vincent College in Latrobe, he is one of the few writers who can also do your taxes.



DEBBIE REGAN

CREATIVE DIRECTOR/ART & DESIGN - GARRISON HUGHES

Debbie is a big picture thinker with an eye for the details. Throughout her career at agencies including Brunner, the St. George Group and The Kaiser Group, she has managed complex projects from start to finish. She has put her meticulous design skills and strategic leadership into practice developing creative solutions for a wide range of clients including Alcoa, Cub Cadet, LaRosa's Pizzeria, WesBanco, Musselman's, Bob Evans, GlaxoSmithKline, PPG and Food Lion.



JAY GIESEN

EXECUTIVE CREATIVE DIRECTOR - BRUNNER

The Usual Stuff

Creative work honored in Communication Arts, The One Show, New York Art Directors Club, Clios, Kellys, Archive, Obies, Addys, et al. Studied Art Direction at The Portfolio Center. Has created campaigns for brands from ketchup to weed whackers.

The Unusual Stuff

A creative director who's not a prima dona. How odd. At 6'7", always chosen first in pick-up basketball games. Loves to cook and views the cheeseburger as the ultimate culinary challenge. At age 16, hitch hiked to California and back. Feels Jimmy Stewart's performance in Harvey is equal, in it's own way, to Steinbeck's Grapes of Wrath.



MICHAEL HOFF

CREATIVE DIRECTOR - MULLEN

After graduating Carnegie Mellon University, Mike's advertising career began in State College as a copywriter at Murphy Communications. He spent five years as a writer at Pittsburgh's Blattner/Brunner (today Brunner) before joining Mullen (then Poppe Tyson) in 1997. His work has included all media, from TV to digital to bus shelters converted into warming stations or the Steelers' sideline. His clients past and present include Magellan GPS, Youfit Health Clubs, Highmark Blue Cross Blue Shield, UPMC Health Plan, First Commonwealth Bank, Pennsylvania Tourism and Lumber Liquidators.

(DIRECT MAIL/DIRECT RESPONSE/PROMOTIONAL)



GOLD

MoJo Active - Firm
Butler/Cliché - Title
Timm Moyer – Creative Director/Copywriter
Liz Sharpe – Project Manager
Adam Krick - Designer



GOLD

michael black | BLACK SUN - Firm
Black Sun Grill Promo - Title
Michael Black – Photographer
Michael Black | Black Sun –Design

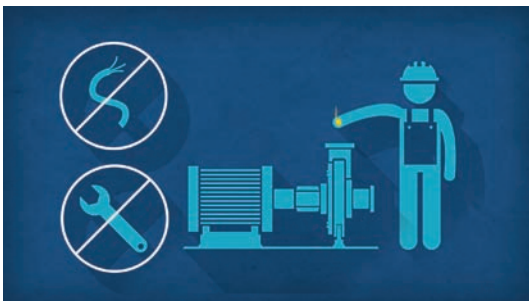


(ELEMENTS – ANIMATION)



SILVER

Figure Films - Firm
Alliance Healthcare Foundation Logo - Title
Chris Schwartz – Director
Chris Schwartz – Animator/Editor



GOLD

Rowland Creative - Firm
KCF SmartDiagnostics - Title
Dan Rowland – Creative Director
David Spak – Animator/Editor

(ELEMENTS – ILLUSTRATION)



SILVER

Rowland Creative - Firm
The Animal Kingdom - Title
Dan Rowland – Creative Director
David Spak – Illustrator

GOLD

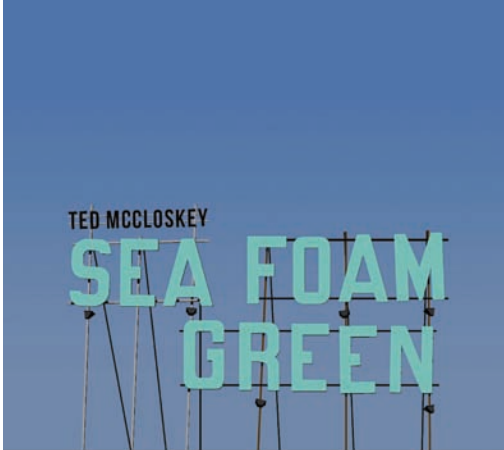
MoJo Active - Firm
Shop Vac - Title
Ric Jones – Creative Director
Bo Bower - Designer

(ELEMENTS – ILLUSTRATION)



GOLD

Drawstring Design Co. - Firm
Let's Explore Diabetes with Owls - Title
Emily Burns – Illustrator/Designer



GOLD

Drawstring Design Co. - Firm
Sea Foam Green - Title
Emily Burns – Illustrator/Designer

(ELEMENTS — PHOTOGRAPHY)



SILVER

michael black | **BLACK SUN** - Firm
Mount Nittany Health System - Title
Michael Black – Photographer
Gabby Denofrio – Art Director, Pavone

SILVER

michael black | **BLACK SUN** - Firm
BLACK SUN Athletic Promo - Title
Michael Black – Photographer
Michael Black | **Black Sun** – Art Direction

GOLD

michael black | **BLACK SUN** - Firm
Gas Rigs - Title
Michael Black – Photographer

(ONLINE/DIGITAL - MICROSITE)



SILVER

Snavely Associates - Firm
Cincinnati Children's - Title
J. Lawrence Snavely – President
Jonathan Snavely – Account Manager
Debra Shepherd – VP, Creative Services
Scott Marz – Senior Designer
Patrick Britten - Developer



SILVER

AccuWeather - Firm
Will it Snow? - Title
John Dokes – Chief Marketing Officer
Richard Frank – Director of Creative Services and Brand Marketing
Ashley Thurston-Curry – Art Director
Steve Mummey – Director of Browser Products
Josh Gragg – Digital Media Developer
David Mitchell – Vice President, Digital Media
Steven Smith – Chief Digital Officer

(ONLINE/DIGITAL - WEBSITE)



SILVER

3twenty9 - Firm

Local Whiskey - Title

Troy Weston - UI Designer

Melissa Hombosky - Content

Nick Stanko - Developer

Emily Burns - Illustrator/Photographer



SILVER

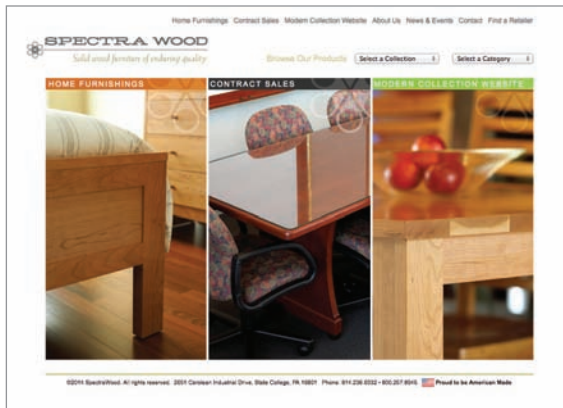
MoJo Active - Firm

Madécasse - Title

John McNear - Developer

Bo Bower - Designer

(ONLINE/DIGITAL - WEBSITE)



SILVER

Graphics & Design - Firm
 Spectra Wood - Title
 Kitty Patterson – Creative Director
 Curt Woodcock – Designer
 Eric Stashak – Photographer



GOLD

3twenty9 - Firm
 The Phryst - Title
 Troy Weston – UI Designer
 Melissa Hombosky - Content
 Nick Stanko - Developer
 Emily Burns – Illustrator/Photographer

(TRADE SHOW – EXPERIENTIAL)



SILVER

Lake Creative Communications - Firm
Penn State College of Information Sciences and Technology - Title

Shannon Lake – Creative Director/Art Director/
Designer

Lisa Ammerman, PSU IST - Human Resources and
Facilities Coordinator

Bill Mehl, Pace Printing and Promotions – Print
Coordinator

Chris Brooks, Allegheny Signs & Wraps – Printer/
Installer



GOLD

A. Christian Baum - Firm

Co.Space - Title

A. Christian Baum – Designer/ Founder, Co.Space

Spud Marshall – Founder, Co.Space

(PUBLICATIONS - MAGAZINE)



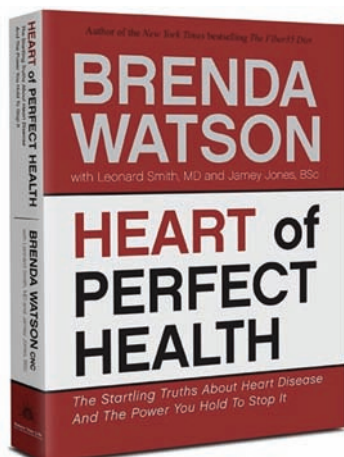
SILVER

Sample Media - Firm
Centered, Winter 2014 - Title
Marlene Sample – President
David Wells – Marketing Director
Erika Isler – Editor
Julia Ryder Perce – Copy Editor
Emily Burns – Art Director
Samantha Friday - Designer



SILVER

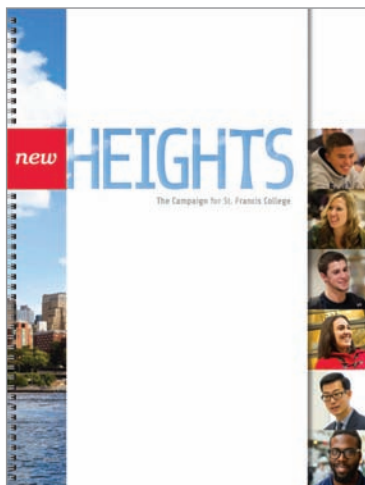
Sample Media - Firm
Centered, Summer 2014 - Title
Marlene Sample – President
David Wells – Marketing Director
Erika Isler – Editor
Julia Ryder Perce – Copy Editor
Emily Burns – Art Director
Samantha Friday - Designer



GOLD

michael black | BLACK SUN - Firm
Heart of Perfect Health - Title
Brenda Watson, Leonard Smith, Jamey Jones - Authors
michael black | BLACK SUN - Creative Direction
michael black | BLACK SUN - Design
Michael Black - Photographer
Adam Questell, AKYU Design – Illustration

(PUBLICATIONS - INSTITUTIONAL)



SILVER

Snavely Associates - Firm
Saint Francis University - Title
J. Lawrence Snavely – President
Christopher Snavely – Account Manager
Debra Shepherd – VP, Creative Services
Adam Vorlicek – Senior Designer
Snavely Associates - Copywriter



SILVER

Impressions - Firm
Penn State Forensic Science Graduate Program - Title
Michelle Damiano – Creative Director/Copywriter
Zach Sheffield – Designer
Maura Allen – VP of Anything She Wants
Ellisse Johnston – Account Manager



GOLD

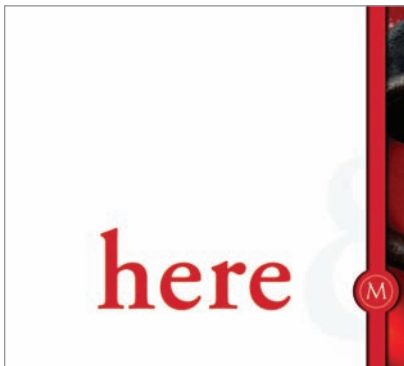
Snavely Associates - Firm
Visiting Nurse Association Health Group - Title
J. Lawrence Snavely – President
Jonathan Snavely – VP, Sales & Marketing
Christopher Snavely – Account Manager
Debra Shepherd – VP, Creative Services
Adam Vorlicek – Senior Designer
Maura King Scully - Copywriter

(PUBLICATIONS - INSTITUTIONAL)



GOLD

Snively Associates - Firm
Geisinger Health System Foundation - Title
J. Lawrence Snively – President
Christopher Snively – Account Manager
Debra Shepherd – VP, Creative Services
Maura King Scully - Copywriter



GOLD

Snively Associates - Firm
Muhlenberg College - Title
J. Lawrence Snively – President
Christopher Snively – Account Manager
Debra Shepherd – VP, Creative Services
Maura King Scully - Copywriter

(PUBLICATIONS - CATALOG)



GOLD

MoJo Active - Firm
Cornerstone Advisors - Title
Ric Jones – Creative Director
Adam Krick – Designer
Paula Harrison - Copywriter

(BRAND IDENTITY – LOGO)



GOLD

Drawstring Design Co. - Firm
Big Springs Spirits - Title
Emily Burns –Designer



GOLD

Rowland Creative - Firm
Undressed Foods - Title
Dan Rowland – Creative Director
David Spak, Brad Jamison - Designers

(BRAND IDENTITY – PACKAGING)



GOLD

Loaded Creative - Firm

Spice Cream - Title

Mark D. Dello Stritto – Creative Director/Art Director/
Designer

Daniel J. Evans – Copywriter

Brian Allen – Illustrator

Emily Dabney – Account Coordinator



GOLD

Loaded Creative - Firm

Apocalips - Title

Mark D. Dello Stritto – Creative Director/Art Director/
Designer

Daniel J. Evans – Copywriter

Brian Allen – Illustrator

Emily Dabney – Account Coordinator

(OUT OF HOME — POSTERS)



GOLD

Impressions - Firm
 State Theatre - Title
 Michelle Damiano – Creative Director/Copywriter
 Zach Sheffield – Designer
 Maura Allen – VP of Anything She Wants
 Ellisse Johnston – Account Manager

(VEHICLE WRAP/ENVIRONMENTAL)



GOLD

Rowland Creative - Firm
 Mammoth Vehicle Wraps - Title
 Dan Rowland – Creative Director
 David Spak – Designer
 Eric Stashak - Photographer
 Jeff Erickson, Erickson Strategic – Marketing Partner

(OUT OF HOME — SIGNAGE)



SILVER

A. Christian Baum - Firm

New Leaf Initiative - Title

A. Christian Baum - Designer/ Founder,
New Leaf Initiative

Galen Bernard - CEO, New Leaf Initiative



GOLD

A. Christian Baum - Firm

Bass Mechanical, Inc. - Title

A. Christian Baum – Designer

Casey Baum – CEO, Bass Mechanical, Inc.

(INTEGRATED MEDIA/MIXED MEDIA CAMPAIGN)



SILVER

Loaded Creative - Firm

A Different Call - Title

Mark D. Dello Stritto - Creative Director/Art Director/
Designer/Producer

Daniel J. Evans - Copywriter/Producer

Sean McCauley - Designer

Emily Dabney - Account Coordinator

Jesse Colaizzi - Director/Producer

Jesse Colaizzi Productions - Production



SILVER

Graphics & Design - Firm

Forever Four Outdoors Quadrathlon - Title

Kitty Patterson - Creative Director/Copywriter

Curt Woodcock, Jon Pelky - Designers



[PRINT ADVERTISING – MAGAZINE/PUBLICATION]



SILVER

Loaded Creative - Firm

Circular Marvel - Title

Mark D. Dello Stritto – Creative Director/Art Director/
Designer

Daniel J. Evans – Copywriter



SILVER

Loaded Creative - Firm

Perfection. Standards. Commitment. - Title

Mark D. Dello Stritto – Creative Director/Art Director/
Designer

Daniel J. Evans – Copywriter



[BROADCAST – RADIO]



SILVER

Magnum Broadcasting - Firm
Prospector's Super Bowl 2013 - Title
Drew Shannon – Producer/VO Talent
Michael Stapleford – President/Owner
Diana Stapleford – General Manager



SILVER

Loaded Creative - Firm
A Different Call – Title
Mark D. Dello Stritto – Creative Director/Art Director/
Designer/Producer
Daniel J. Evans – Copywriter/Producer
Emily Dabney – Account Coordinator
Jesse Colaizzi Productions – Production

[BROADCAST/NON-BROADCAST – VIDEO]



SILVER

Snavely Associates - Firm
Visiting Nurse Association Health Group - Title
J. Lawrence Snavely – President
Christopher Snavely – Account Manager
Debra Shepherd – VP, Creative Services
Adam Vorlicek – Senior Designer
Matt Faison - Executive Producer
Rob Edsall - Editor



SILVER

Wix Pix - Firm
Careers - Title
Dale Wicks – Writer/Director
Tom Havrilla - Videographer
Patrick Shea – Editor
Wix Pix Productions - Production



GOLD

Loaded Creative - Firm
History Making Engines – Title
Mark D. Dello Stritto – Creative Director/Art Director/
Designer/Producer
Daniel J. Evans – Copywriter/Producer
Sean McCauley – Designer
Don Hampton – Director/Producer
DH Productions – Production

(BROADCAST — TELEVISION)



SILVER

Loaded Creative - Firm

A Different Call - Title

Mark D. Dello Stritto - Creative Director/Art Director/
Designer/Producer

Daniel J. Evans - Copywriter/Producer

Emily Dabney - Account Coordinator

Jesse Colaizzi - Director/Producer

Jesse Colaizzi Productions - Production



GOLD

AccuWeather - Firm

MinuteCast Lets You Know - Title

John Dokes - Chief Marketing Officer

Richard Frank - Director of Creative Services and
Brand Marketing

Julie Smalstig - Director of Marketing Communications

Ashley Thurston-Curry - Art Director

Sharon Miles - Digital Media Project Marketing Manager

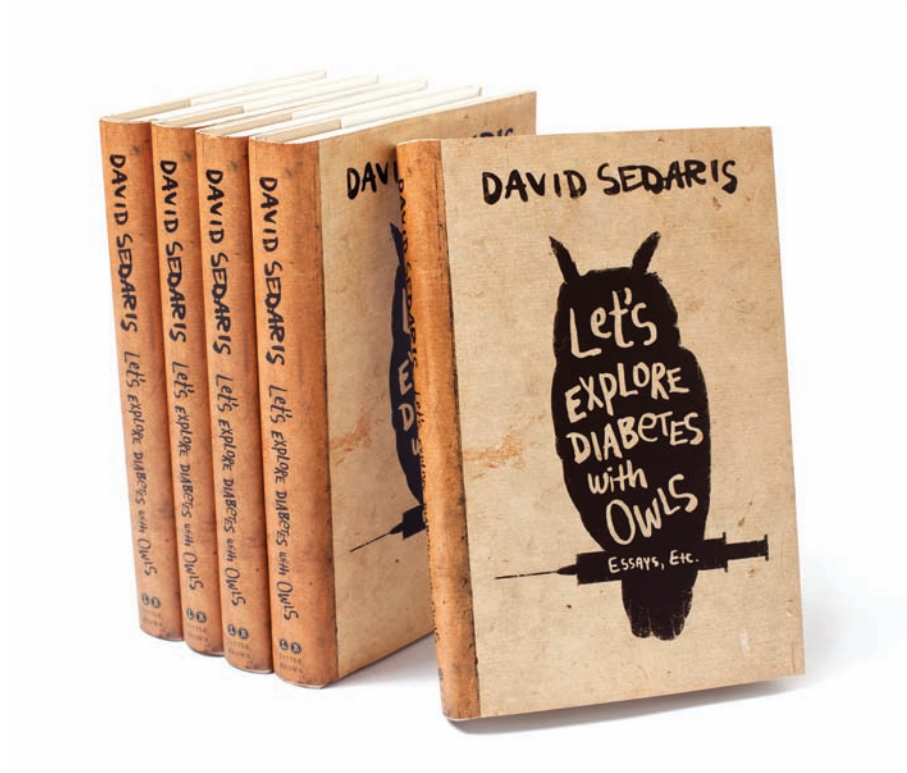
Evolution Media - Production

(BEST IN SHOW)

Drawstring Design Co. - Firm

Let's Explore Diabetes with Owls - Title

Emily Burns – Illustrator/Designer



(THANK YOU)

Board Members

CAROL WHITE
CURTIS HARRISON
JEFF ERICKSON
MARK D. DELLO STRITTO
RICHARD FRANK
RON SMITH

[CP]2 Intern

BRAD IMMING

Award Book Art & Design

LOADED CREATIVE

Award Book Printing

THE UPS STORE - COLONNADE WAY

Category Signage

COLONIAL PRESS

Video and editing

FIGURE FILMS

Event Space

MICHAEL BLACK / BLACK SUN

Event Catering

NITTANY CATERING

Event Planning

BEST EVENT RENTALS

Judging Location


MULLEN - PITTSBURGH

Loaded Creative Interns

ELIZABETH BIALOSKY
MICHAEL BORDICK

Special Thanks

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Curiosity about life
in all of its aspects,
I think, is still the secret
of great creative people.

- Leo Burnett

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for nonprofit organizations that improve our world.*

snavelyassociates.com



LUCK HAD NOTHING TO DO WITH IT.

Congrats to all the winners
in this landmark event!



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Creative Strategy | Marketing Consulting



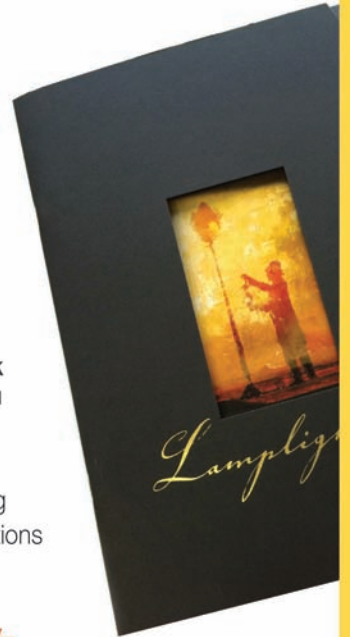
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(FIN)