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Welcome

Congrats...and welcome to our 5th Annual Bracket Awards show and celebration. Celebration, because tonight we truly do celebrate everything our professional creative community can do.

Kudos to our Bracket Awards team, headed up by Trevor Calabro. They vetted the entries, managed the NYC judging process, and with the help of other [CP]2 members, arranged for the venue, the food and drink, and the evening's entertainment.

We think you'll have fun tonight, and we hope you leave impressed and inspired to do another year of fantastic creative work.

So, let's raise a toast to [CP]2 and to all of our family of members!



[CP]2 was founded with a clear purpose: inspire the local creative community and bring local professionals the tools they need to grow their talents and businesses. In their fourth year, the Bracket Awards and this printed annual are the physical embodiments of that mission. If you're reading this book, you're a winner. Maybe of a Bracket, but definitely from the hard work of this creative group. [CP]2 brings advertising, design, communications, marketing, media and related businesses together for networking and education. We offer top speakers and presenters in a schedule of events that discuss and analyze industry trends, and deliver relevant lessons that help us all raise the bar for our own work. This creative community comes together to learn, laugh, and grow. To hear more, please visit cpsquared.com, follow us on Facebook, or ask any of our members how [CP]2 helps them.



Message from the President

It seems like only yesterday when a few of our fellow [CP]2 members started talking about putting on a show—an awards show—featuring the best of the best in our community. It was the beginning of an idea that would really take shape.

And here we are, celebrating our 5th Annual Bracket Awards.

This year we took our submissions to New York City for judging. Judges from successful and respected agencies evaluated our work—talked it through—wrestled with some choices—and reached one overall conclusion: They were looking at some very impressive work. But we knew that.

We've put together another wonderful show tonight. And there are some people I would like to recognize and thank. First, our [CP]2 Board members: Dan Rowland, Ric Jones, Trevor Calabro, Jeff Erickson, and Colleen Williams. And a very special thank you to the Bracket Awards committee members: Trevor Calabro (chair), Rich Frank, Matt Fern, Michelle Damiano, Colleen Williams, and Maura Allen.

Last year Mark Dello Stritto wrote about the Bracket Awards as “bittersweet for him” as he passed the “proverbial presidential baton” to me. Mark, thank you again for your guidance and support in all things [CP]2.

And of course we owe a big thank you to our members. Year after year your passion and your participation make this event a reality. I encourage you to continue to support [CP]2. Become a new member. Renew your membership. Attend events. Help with BrandAid. Join a committee. Most of all, share your ideas and your talents.

The Bracket Awards show is truly one of our most exciting annual events. So once again, congratulations to everyone—entrants, finalists, their clients, and our award winners. And once again, we recognize that our vibrant creative professionals execute at the highest level.

Tonight we celebrate us all!

See you at an upcoming [CP]2 event—and at next year's Bracket Awards.

Carol White, President



Fernando Mattei

CREATIVE DIRECTOR AT HAVAS GROUP

Brazilian Creative Director with 15+ years of experience in design and advertising, currently working at Havas NYC. His work has been recognized by global and local awards, such as Cannes Lions, London International Awards, Epica Awards, FWA, Lürzer's Archive, Communication Arts, Addy Awards, Clube de Criação (Brazil), and others.

He is also a lover of photography. In 2013, as an amateur photographer, the Brazilian Ministry of Tourism selected one of his photos to represent the city of São Paulo in their digital marketing communications. Another of his photos was also awarded by the FWA.

He has worked for the following creative agencies: Translation New York, BBDO New York, Y&R São Paulo, Lowe São Paulo, Africa Advertising São Paulo. On brands like: AirWick, United Nations, NBA, BMW, Snickers, The Art of Shaving, Reebok Classic, Apple Music, Google, GE, Mini Cooper, LG, AT&T, Gillette, Johnson & Johnson, Belvedere, Heineken and Budweiser.



Alan Zerbe

FOUNDER OF ALAN ZERBY CREATIVE

Alan has over two decades of experience in art direction, creative direction and graphic design. His depth of experience coupled with strategic focus and a strong business acumen has enabled him to build award winning creative departments within advertising agencies as well as his own firm. His category experience includes higher education, healthcare, financial, corporate clients, institutional, associations and non-profit brands. Over the years, Alan has helped shape some of America's biggest and most memorable brand names like Crayola, Corning, CoverGirl, DeWalt Tools, Hershey's, Mack Trucks, United Way and many others. His multi-media experience includes print, websites, microsites, TV, videos, magazines, annual reports, packaging, brochures, advertising campaigns, social media and direct mail. He has won over 100 regional, national and international awards for his creative work.



Franco Jaramillo

DIGITAL MEDIA PRODUCER AT R/GA

Franco Jaramillo has been working in the NYC ad agency space for over 12 years and has 8 years of experience with program/project management for various project types including branding, responsive websites, and mobile/tablet, in addition to experience activating social/OLA/OLV/banner campaigns, leading small to mid-size teams across various disciplines from strategy to deployment using agile, waterfall, and hybrid frameworks.

He is passionate about UX, managing scheduled releases, and using data to evolve customer experiences and values. He loves making things, breaking them, improving them, and then repeating the process to develop and maintain high-quality products meeting market demands.



Derrick Conklin

PRINCIPAL EXPERIENCE DESIGNER AT AMAZON

For more than 15 years, Derrick has been responsible for evangelizing design thinking methods across many departments and projects at Amazon. He is currently the lead experience designer for the Device Design Group. This group is responsible for driving innovation on the Fire Tablet, Fire TV & Cube, Echo Show, Spot, Tap, and Dot product lines.



Jason Michael Juliet

EXPERIENTIAL STORYTELLER

Jason is a freelance copywriter and podcast producer who splits his time in-between Philadelphia and New York City. For years Jason wrote direct response copy for some of the best direct response marketers in both cities. Before starting his freelance career, Jason worked for PR firms all around NYC including SPI Group and Gibbs & Soell, Inc.



Dom Sorace

SOCIAL AND DIGITAL MEDIA MANAGER AT HEARST CORPORATION

Dom has spent a majority of his career working for advertising agencies in New York City. He currently works for Hearst Corporation managing some of the most accomplished social media content creators in the city. Dom has also worked at VICE, Marvel Entertainment, and SONY.

[Judges]

Print Advertising

1 LORDY, LORDY.

Gold Winner: Print Advertising – Magazine/Publication

ORX - Advertiser

Loaded Creative - Entrant

Mark D. Dello Stritto - Creative Director

Sean McCauley - Art Director

Danny Evans - Copywriter

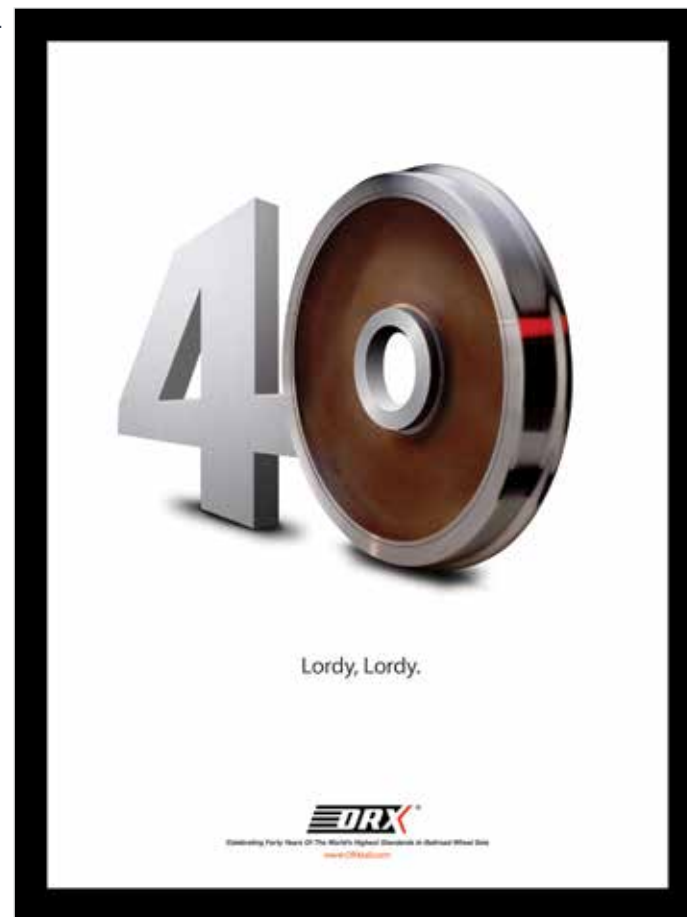
2 OBERON MOBILE SPORTS REPORT AD

Gold Winner: Print Advertising – Magazine/Publication

Oberon

Rowland Creative

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Publications

1 BLUE, WHITE, & HUNGRY

Gold Winner: Publications – Magazine/Journal Feature Story

Town&Gown Magazine

Mark Brackenbury - Editorial Director

Tiara Snare - Creative Director

Darren Weimert - Art Director/Photographer

2 STATE COLLEGE MAGAZINE DECEMBER 2018 "GIFTED"

Gold Winner: Publications – Magazine/Journal Feature Story

Matt Fern - Art Director/Photographer

Maggie Anderson - Editor

Robyn Passante - Associate Editor

3 APPLYING ART TO EVERYDAY LIFE

Gold Winner: Publications – Magazine/Journal Feature Story

Town&Gown Magazine

Mark Brackenbury - Editorial Director

Tiara Snare - Creative Director

Darren Weimert - Art Director/Photographer

4 ABUZZ ABOUT BEES

Silver Winner: Publications —
Magazine/Journal Feature Story

Town&Gown Magazine

Mark Brackenbury - Editorial Director

Tiara Snare - Creative Director

Darren Weimert - Art Director/Photographer

5 CULTURAL CROSSROADS

Silver Winner: Publications —
Magazine/Journal Feature Story

Town&Gown Magazine

Mark Brackenbury - Editorial Director

Tiara Snare - Creative Director

Darren Weimert - Art Director/Photographer

6 STATE COLLEGE MAGAZINE DECEMBER 2018 "GIFTED"

Silver Winner: Publications —
Magazine/Journal Feature Story

Matt Fern - Art Director/Photographer

Maggie Anderson - Editor

Robyn Passante - Associate Editor

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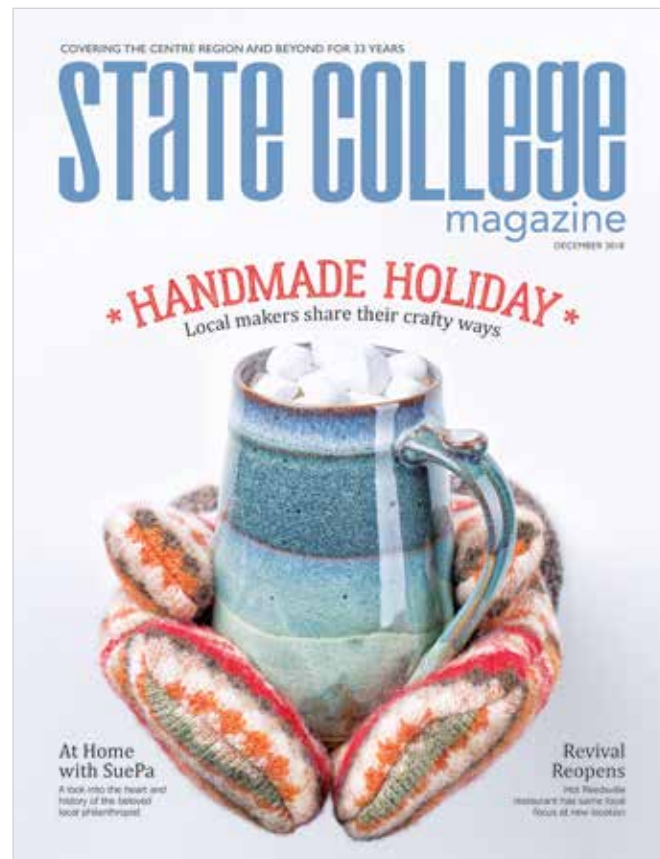
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Book



1 DON QUIXOTE OF LA MANCHA

Gold Winner: Book — Design/
Redesign (cover to cover)

Ilan Stavans - Adaptation

Roberto Weil - Illustrator

Regina Starace - Designer, Penn State
University Press

2 THE SHAPE OF DIFFICULTY: A FAN LETTER TO UNRULY OBJECTS

Gold Winner: Book — Design/
Redesign (cover to cover)

Bret L. Rothstein - Author

Regina Starace - Designer, Penn State
University Press

3 SHALE PLAY: POEMS AND PHOTOGRAPHS FROM THE FRACKING FIELDS

Gold Winner: Book — Design/
Redesign (cover to cover)

Julia Spicher Kasdorf - Author

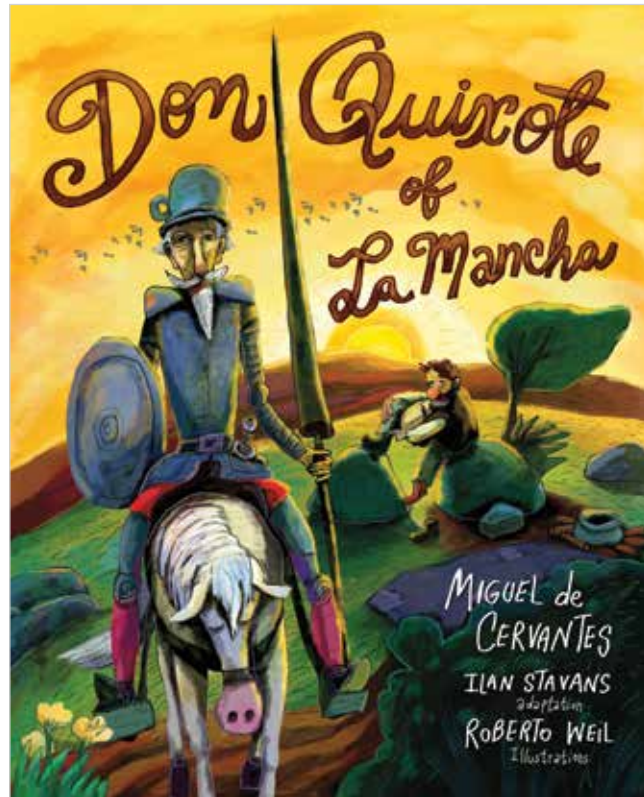
Steven Rubin - Author

Regina Starace - Designer, Penn State
University Press

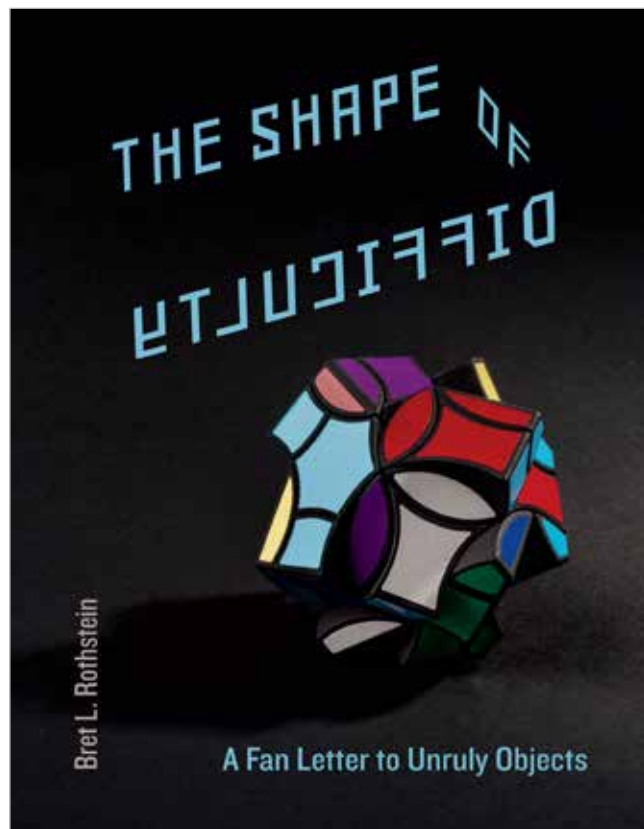
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Brand Identity



1 THE QUEEN BED & BREAKFAST

Gold Winner: Brand Identity — Logo

The Queen Bed & Breakfast - Advertiser
Loaded Creative - Entrant

Mark D. Dello Stritto - Creative Director

Sean McCauley - Art Director

2 DENTAL DESIGNS OF WASHINGTON

Silver Winner: Brand Identity — Logo

Dental Designs of Washington - Advertiser
Loaded Creative - Entrant

Mark D. Dello Stritto - Creative Director

3 CENTRE CARE

Silver Winner: Brand Identity — Logo

Centre Care

Adam Vorlicek - Art Director

Debbie Shephard - VP Creative & Brand

Maria Barton - Senior Account Leader

Gideon Rosen - Production Manager

Jim Fong - Research & Strategy

3



4 THE QUEEN BED & BREAKFAST

Silver Winner: Brand Identity – Stationery Package

The Queen Bed & Breakfast - Advertiser
Loaded Creative - Entrant

Mark D. Dello Stritto - Creative Director
Sean McCauley - Art Director

5 BELLEFONTE ART MUSEUM

Silver Winner: Brand Identity – Stationery Package

Bellefonte Art Museum - Advertiser
Loaded Creative - Entrant

Mark D. Dello Stritto - Creative Director
Sean McCauley - Art Director

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6 SHRUNKEN HEADZ HOT SAUCE

Silver Winner: Brand Identity – Packaging

Shrunkn Headz Hot Sauce - Client
Brian Allen - Illustrator/Designer

7 CASTILE SOAP LABEL

Silver Winner: Brand Identity – Packaging

Soap Expressions

MoJo Active

Jared Frank - Account Executive

Ric Jones - Creative Director

Anthony Levan - Designer

8 WE! CONNECTION TOOLKIT

Silver Winner: Brand Identity – Packaging

A. Christian Baum - Designer

Chad Littlefield - Business Owner



Out-Of-Home



- 1 LIBRARY RENOVATION BLITZ 2X
Gold Winner: Out-of-Home — Ambient/Environmental
A. Christian Baum - Designer
Will Snyder - Designer
Spud Marshall - Facilitator
Rose Cameron - Facilitator
- 2 PENNSYLVANIA CANNABIS FESTIVAL POSTER DESIGN
Gold Winner: Out-of-Home — Posters
Brian Allen - Illustrator

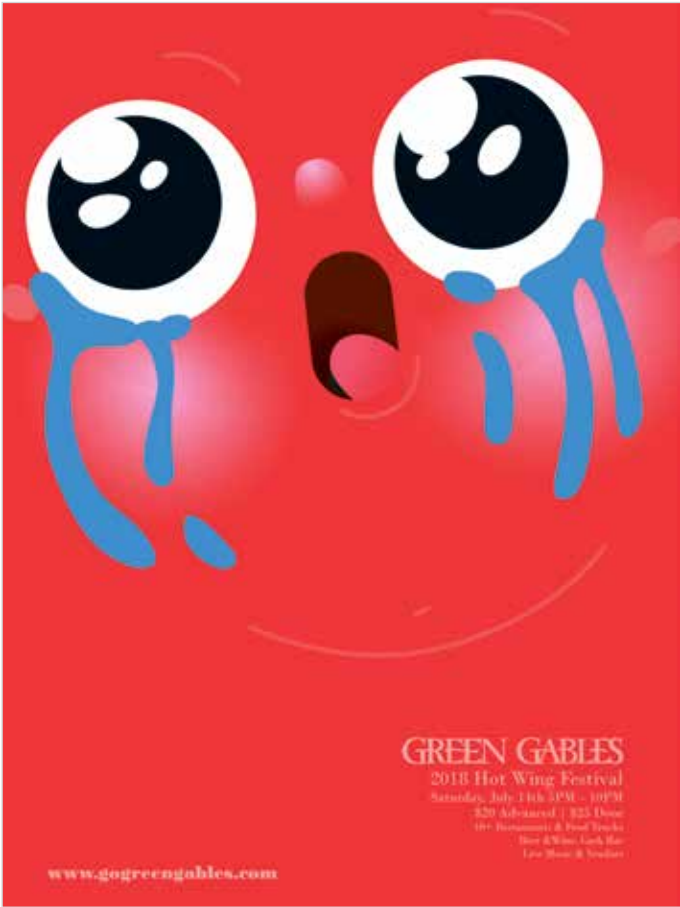
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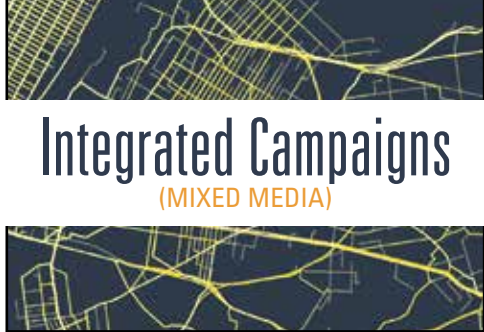
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- 3 GREEN GABLES
HOT WING FEST POSTER
Gold Winner: Out-of-Home — Posters
Green Gables Restaurants - Client
Trevor Calabro - Designer
- 4 SCHOOL-TIME MATINEE POSTER
Silver Winner: Out-of-Home — Posters
Center for the Performing Arts at Penn State
Laura Sullivan - Marketing and Communications Director
Erin Baskin - Graphic Designer
Erik Baxter - Multimedia Specialist
Heather Longley - Communications Specialist
Heather Mannion - Marketing Strategy Specialist
John Mark Rafacz - Editorial Manager



Integrated Campaigns (MIXED MEDIA)

1 REFLECTIONS

Gold Winner: Integrated Campaigns
(Mixed Media)

Alpha Fire Company - Advertiser
Loaded Creative - Entrant

Mark D. Dello Stritto - Creative Director
Danny Evans - Copywriter
Sean McCauley - Art Director
Terri Petras - Account Supervisor
Jay Moon - Designer
Video Production - 321Blink
Sound and Music - Big Science

2 CENTER FOR THE PERFORMING ARTS AT PENN STATE I AM WOMAN CAMPAIGN

Gold Winner: Integrated Campaigns
(Mixed Media)

*Center for the Performing
Arts at Penn State*

Laura Sullivan - Marketing and
Communications Director
Erin Baskin - Graphic Designer
Erik Baxter - Multimedia Specialist
Heather Longley - Communications
Specialist
Heather Mannion - Marketing Strategy
Specialist
John Mark Rafacz - Editorial Manager

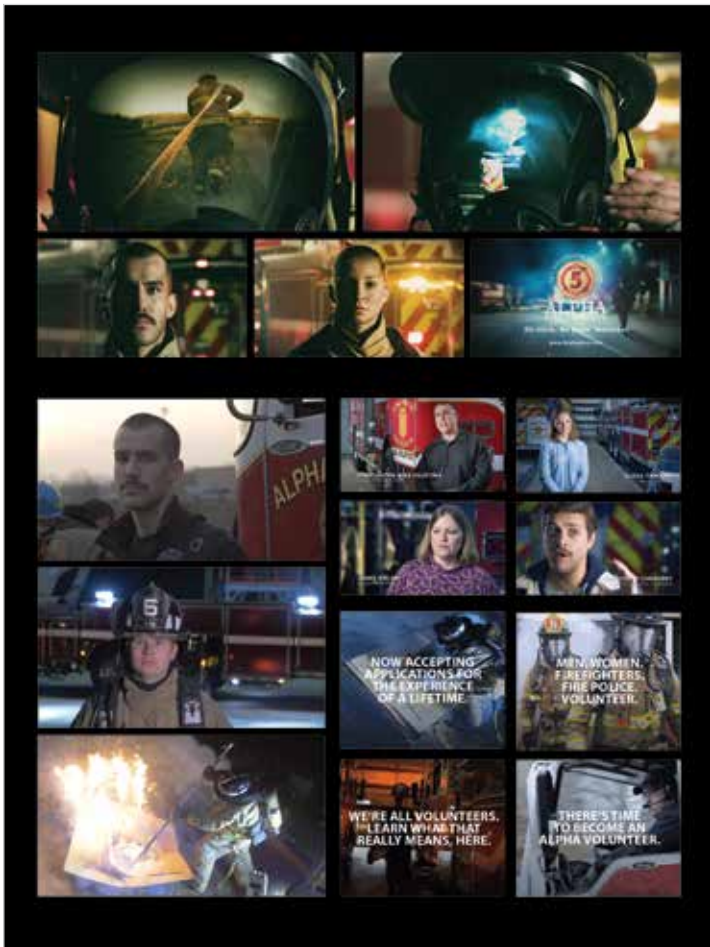
3 FIDELIS – LIFETIME WARRANTY COLLATERAL

Silver Winner: Integrated Campaigns
(Mixed Media)

Fidelis

Michelle Damiano - Creative Director &
Copywriter
Maura Allen - Account Manager & Editor
Tabitha Mellott - Graphic Designer

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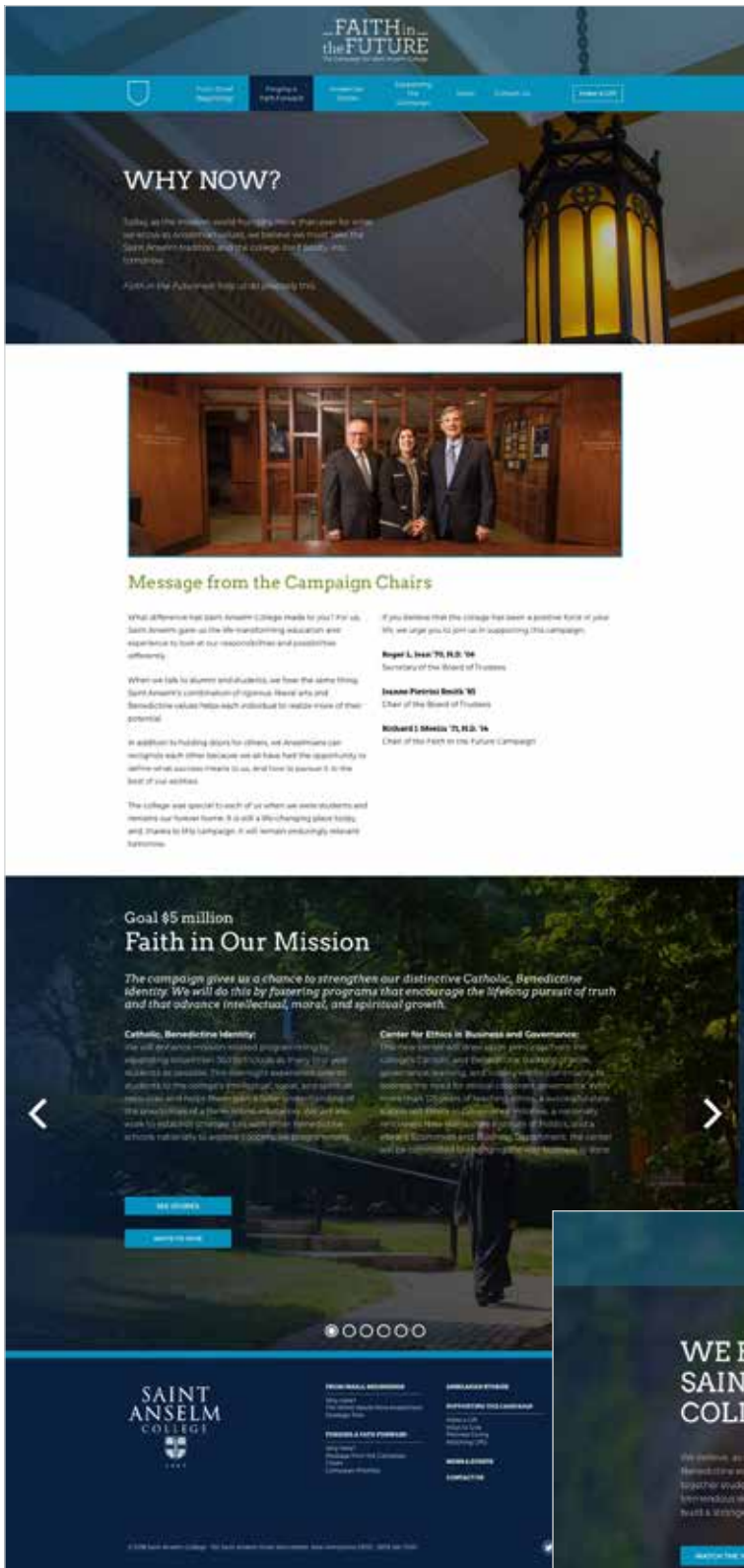
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Online/Digital

1 SAINT ANSELM COLLEGE

Gold Winner: Online/Digital –
Microsite/Landing Page

Adam Vorlicek - Art Director
Bien Concepcion - Web Developer
Andrew Newhouse - Designer
Isaac Bromley - Designer
Maria Barton - Senior Account Leader
Debbie Shephard - VP Creative and Brand
Nick Kelsh - Photographer
Jake Housh - Video
Gideon Rosen - Production Manager
Chris Snively - Managing Partner



2 SNAVELY ASSOCIATES WEBSITE

Gold Winner: Online/Digital – Microsite/Landing Page

Adam Vorlicek - Art Director
Debbie Shephard - VP Creative and Brand
Todd Schwartz - Writer
Maria Barton - Senior Account Manager
Gideon Rosen - Production Manager
Bien Concepcion - Developer
Chris Snavely - Managing Partner



2



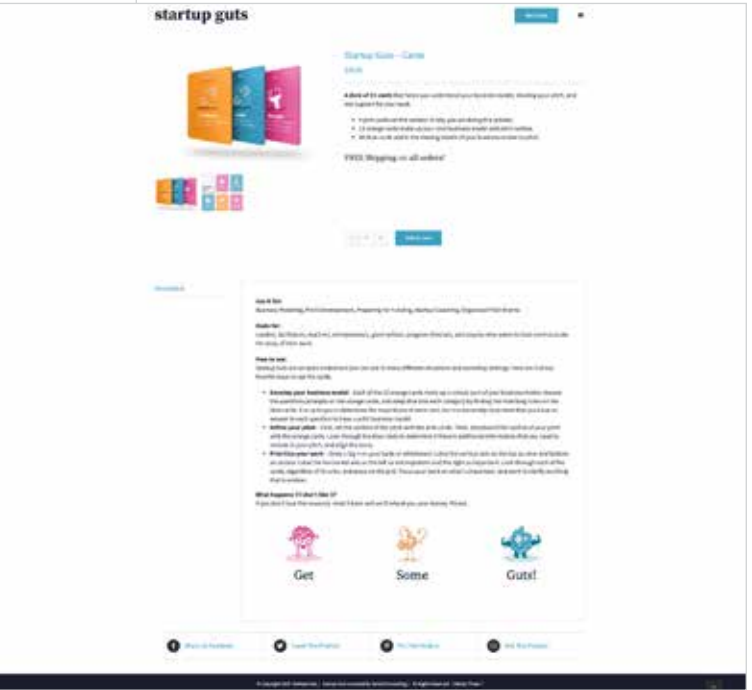
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3 STARTUP GUTS

Silver Winner: Online/Digital – Microsite/Landing Page

Jared Yarnall-Schane
Chris Weaver of Phase 7 Design - Web Designer/Developer
Christian Baum - Graphic Designer/Branding



4 WOOLRICH WEBSITE
Gold Winner: Online/Digital – Website/Apps

Woolrich
MoJo Active
 Jared Frank - Account Executive
 Andrew Brown - Creative Director
 Morgan Hummel - Art Director
 Laurin Lumbar - Graphic Designer



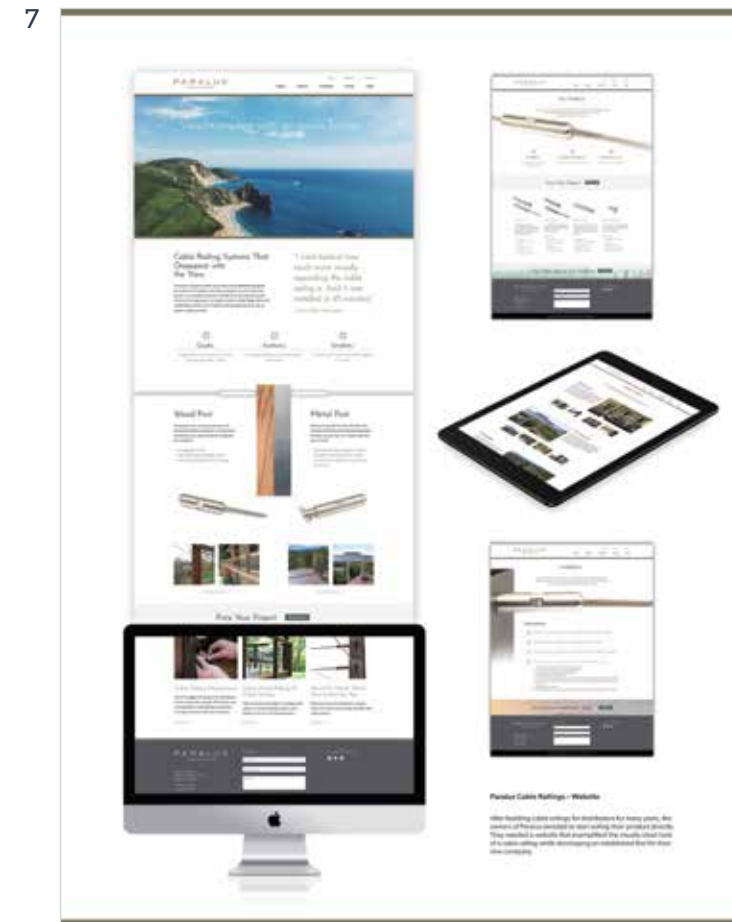
5 EDGE BY TILO WEBSITE
Silver Winner: Online/Digital – Website/Apps

Tilo Industries
MoJo Active
 James Izzo - Account Executive
 Ric Jones - Creative Director
 Morgan Hummel - Art Director
 Lori Vidil Dries - Messaging



6 WILLIAMSPORT AREA HIGH SCHOOL WEBSITE
Silver Winner: Online/Digital – Website/Apps

Williamsport Area High School
MoJo Active
 John Bristow - Account Executive
 Timm Moyer - Creative Director
 Morgan Hummel - Art Director

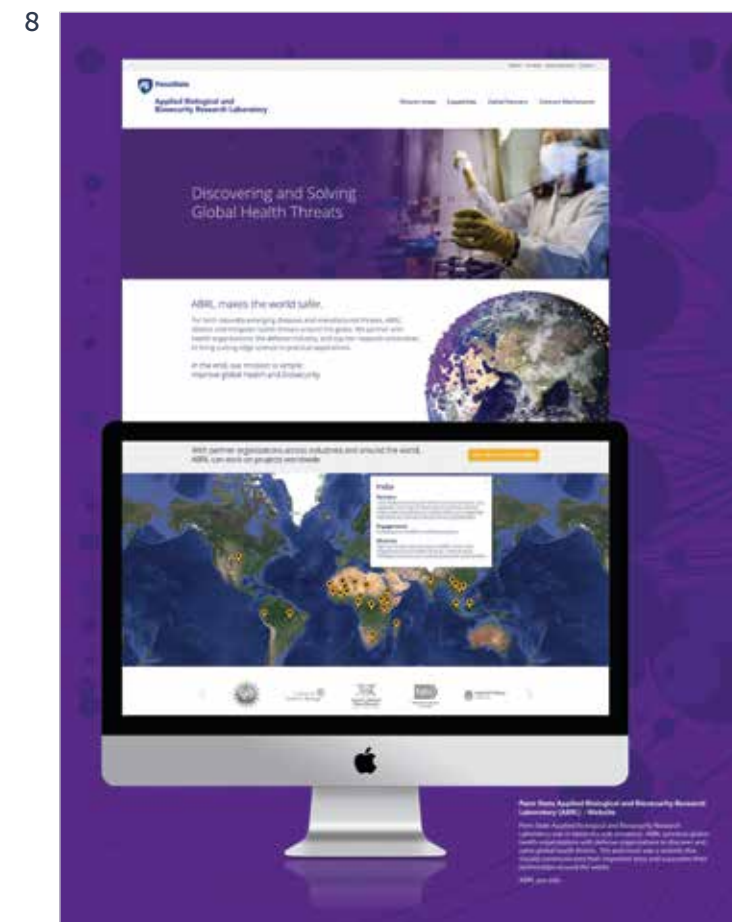


7 PARALUX WEBSITE
Silver Winner: Online/Digital – Website/Apps

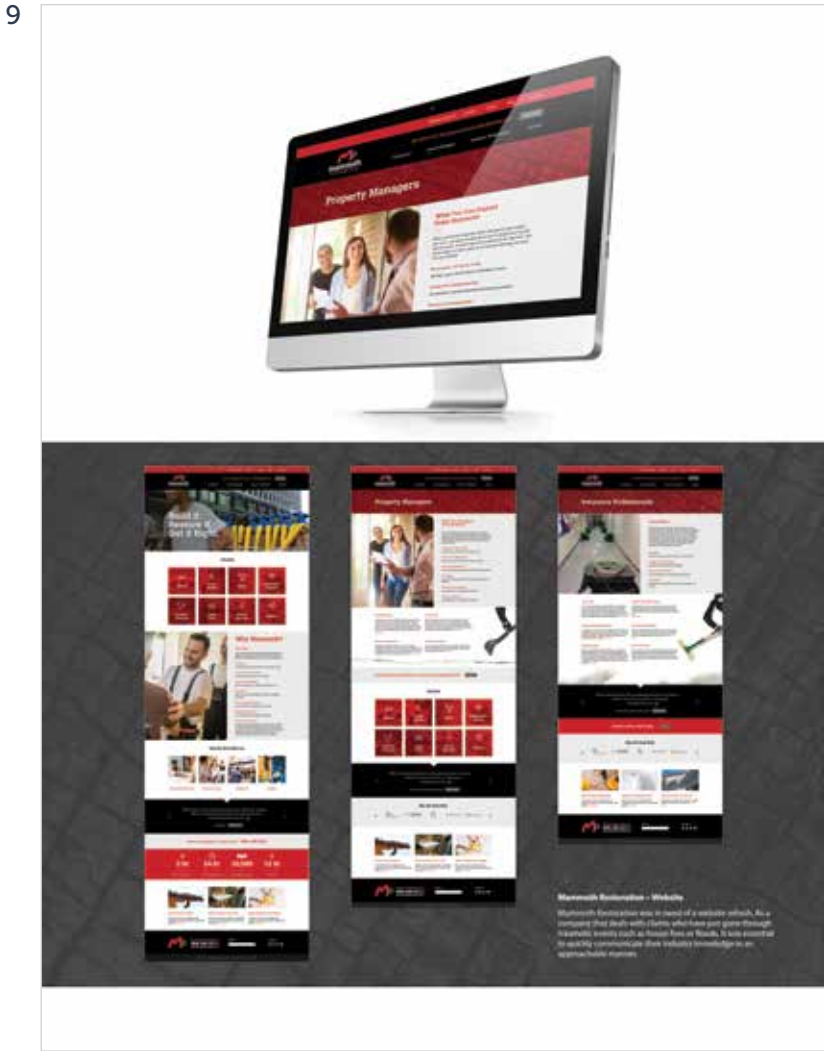
Paralux
Rowland Creative

8 PENN STATE APPLIED BIOLOGICAL AND BIOSECURITY RESEARCH LABORATORY WEBSITE

Silver Winner: Online/Digital – Website/Apps
Penn State Applied Biological and Biosecurity Research Laboratory
Rowland Creative



9 MAMMOTH RESTORATION WEBSITE
Silver Winner: Online/Digital – Website/Apps
Mammoth Restoration
Rowland Creative



Elements

- 1 BEYOND THE QUBE 3D MAILER
Silver Winner: Elements – Copywriting
Jordan Elizabeth Harris Foundation
Sydney Katona - Copywriter
Trey Sprinkle - Creative Direction
- 2 ROWLAND CREATIVE PENNSYLVANIA GRAYS
Silver Winner: Elements – Copywriting
Rowland Creative

2



3 DISCOVERY SPACE VIDEO
Silver Winner: Elements — Video
Discovery Space
Rowland Creative

4 GRITTY MASCOT DESIGN FOR PHILADELPHIA FLYERS
Gold Winner: Elements — Illustration
Philadelphia Flyers
Brian Allen - Illustrator/Concept Artist

5 TECH DINOSAUR
Silver Winner: Elements — Illustration
A. Christian Baum



6 BELLEFONTE MERCH
Silver Winner: Elements — Illustration
Bellefonte.com - Advertiser
Loaded Creative - Entrant
Mark D. Dello Stritto - Creative Director
Sean McCauley - Art Director

7 SKILLED HANDS SERIES
Gold Winner: Elements — Photography
Town&Gown Magazine
Mark Brackenbury - Editorial Director
Darren Weimert - Art Director/Photographer
Tiara Snare - Creative Director

8 PENN STATE SPORTS SERIES

Silver Winner: Elements —
Photography

Winter & Football Annual

Mark Brackenbury - Editorial Director
Darren Weimert - Art Director/Photographer
Tiara Snare - Creative Director

9 FOIE GLASS

Silver Winner: Elements —
Photography

Town&Gown Magazine

Mark Brackenbury - Editorial Director
Darren Weimert - Art Director/Photographer
Tiara Snare - Creative Director

8



9



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2



Trade Show/ Experiential/Events

1 2018 BRACKET AWARDS DESIGN ASSETS

Gold Winner: Trade Show/
Experiential/Events

[CP]2

Trevor Calabro - Designer

2 LOVE ME – BLEED BLUE

Gold Winner: Trade Show/
Experiential/Events

A. Christian Baum



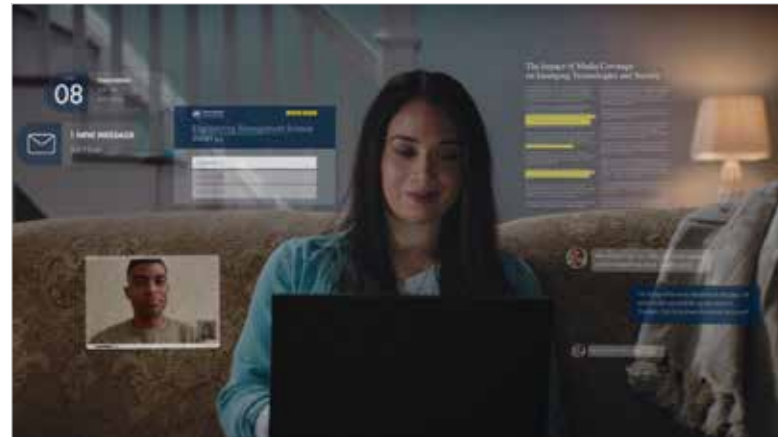
Broadcast



- 1 PENN STATE WORLD CAMPUS
BRAND TV COMMERCIAL
Gold Winner: Broadcast — Television
Penn State World Campus Marketing
Decoded Advertising - Agency

- 2 REFLECTIONS
Gold Winner: Broadcast — Television
Alpha Fire Company - Advertiser
Loaded Creative - Entrant
Mark D. Dello Stritto - Creative Director
Danny Evans - Copywriter
Sean McCauley - Art Director
Jay Moon - Designer
Video Production - 321Blink
Sound and Music - Big Science

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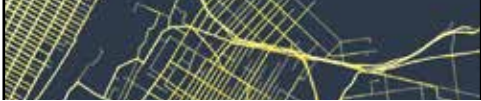
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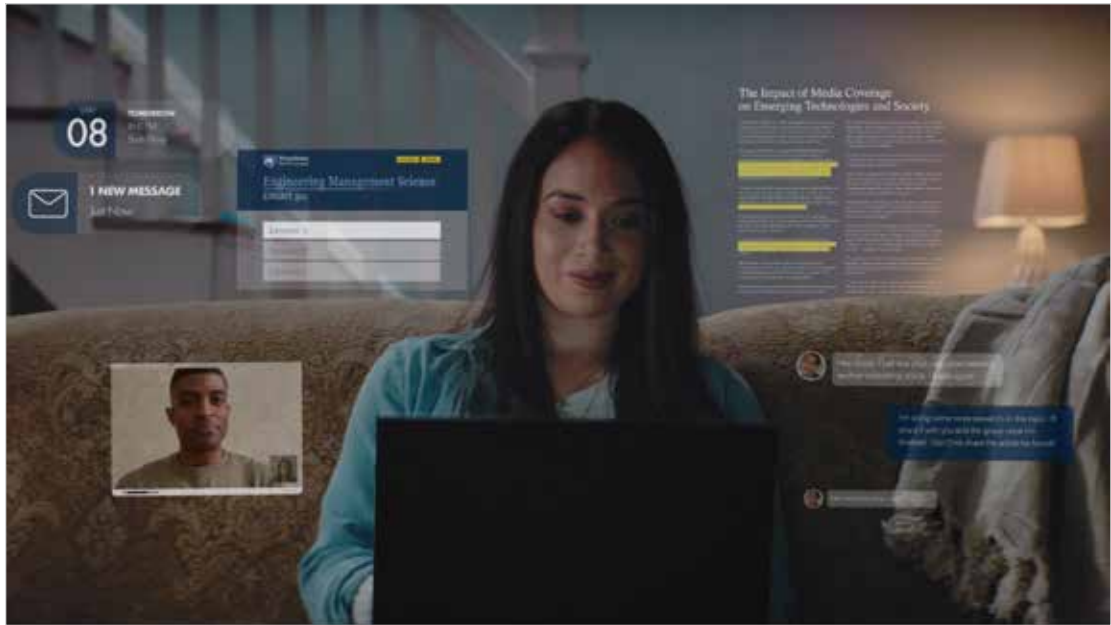
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- 3 THIS IS OUR STORY.
THIS IS OUR PLACE.
Silver Winner: Broadcast — Video
State College Downtown Properties - Advertiser
Loaded Creative - Entrant
Mark D. Dello Stritto - Creative Director
Todd Lepley - Copywriter
Sean McCauley - Art Director
Terri Petras - Account Supervisor
Video Production - 321Blink
Sound and Music - Big Science



Judges' Award



PENN STATE WORLD CAMPUS BRAND TV COMMERCIAL

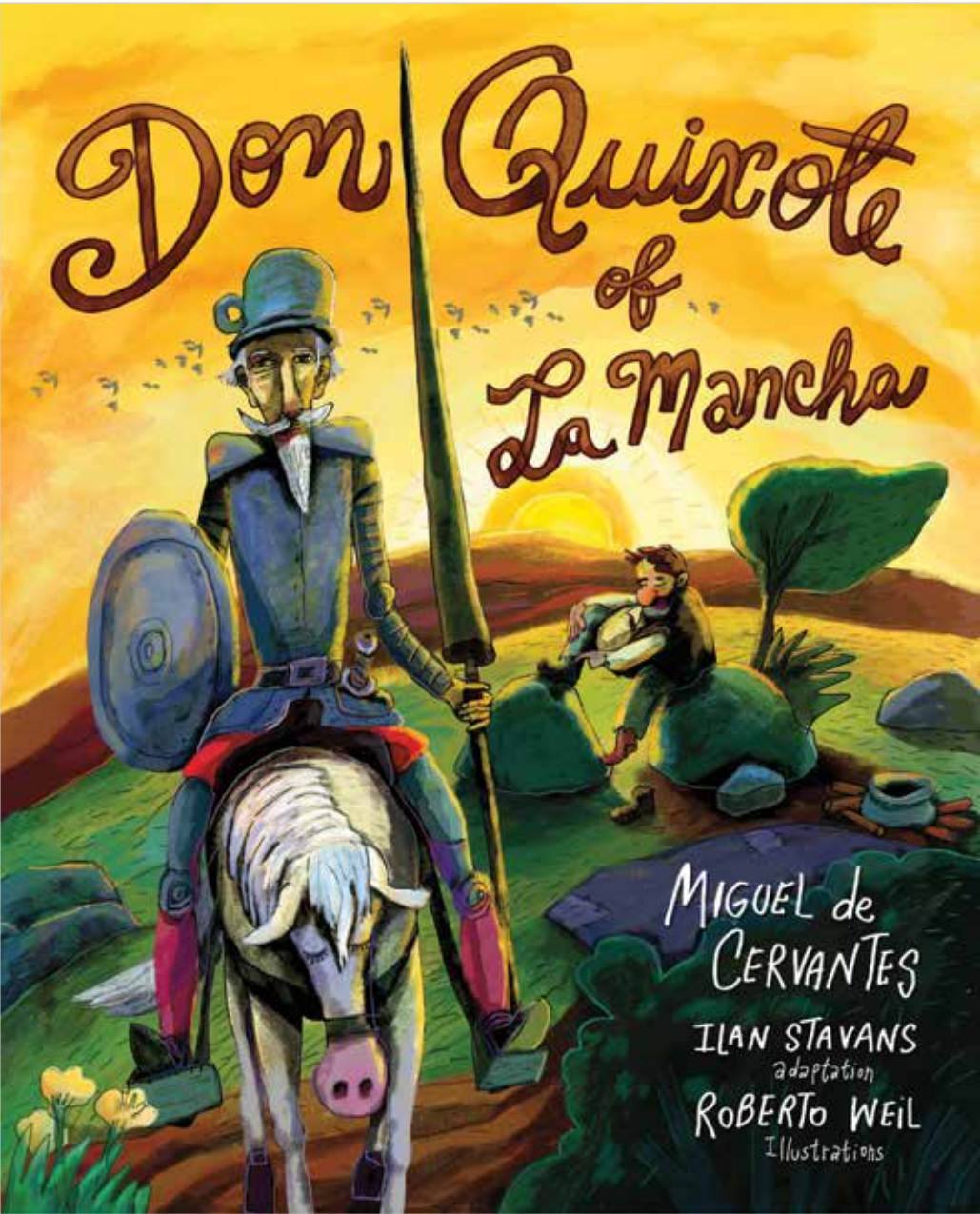
Judges' Award: Broadcast — Television

Penn State World Campus Marketing

Decoded Advertising - Agency



Best In Show



DON QUIXOTE OF LA MANCHA

Best In Show: Book — Design/Redesign (cover to cover)

Ilan Stavans - Adaptation

Roberto Weil - Illustrator

Regina Starace - Designer, Penn State University Press

Thank You Sponsors!

TITLE SPONSOR



SPONSORS



Special Thanks

BOARD MEMBERS

Carol White
Dan Rowland
Ric Jones
Trevor Calabro
Jeff Erickson
Colleen Williams

BRACKET AWARDS COMMITTEE

Trevor Calabro
Richard Frank
Matt Fern
Maura Allen
Colleen Williams
Jeff Erickson
Carol White
Mark Dello Stritto

PEOPLE & PLACES

Linda White
[CP]2 Members
Bracket Awards Entrants
Bracket Awards Sponsors
Bayard Printing Group
GrozniK PR
Impressions
Loaded Creative
Mojo Active
Rowland Creative
CALABRO UX
Charred Creative

PHOTOGRAPHY

Charred Creative

AWARDS

Champion Trophies - Bellefonte

VENUE

3 Dots Downtown

CATERING

Laura's Home Cooking

ON TAP

Shy Bear Brewing
Big Spring Spirits
Seven Mountains Wine Cellars

HAPPY VALLEY IMPROV CAST

James Tierney
Jason Browne

AWARD SHOW CREATIVE & DESIGN

Trevor Calabro
MoJo Active

AWARD BOOK PRINTING & BINDERY

Bayard Printing Group

JUDGES

Fernando Mattei
Dom Sorace
Franco Jaramillo
Alan Zerbe
Derrick Conklin
Jason Michael Juliet

EXTRA SPECIAL THANKS

Our Teams
Our Clients
Our Bosses



Cheers!

to Mad Men and Mad Women

Big Spring Spirits knows how hard Creative Professionals work, every day, at their craft. We're glad to be here to lift your spirits and celebrate your victories tonight!

BigSpringSpirits.com



Creativity takes courage.

Henri Matisse

branding • IMPRESSIONS WHQ • marketing • web • exhibits



We used all of our snappy one-liners on work for our clients, so here is a simple, heartfelt thank you for working with us.

rowlandcreative

rowlandcreative.com | 814.308.0358



The More...The Merrier!

More places to enjoy
Seven Mountains Wine, that is!



**On the porch at
the Seven Mountains Lodge,**

Only 20 minutes from State College!

Open 7 days a week.

Relaxing at “Mountains on Main”

Seven Mountains Wine Bar,

On the Diamond in Boalsburg

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**Check the website for
our hours and
special events!**

Find Seven Mountains Wine at
Castlerigg Wine Shop, Downtown
Carlisle and on Main Street in Reedsville.



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Every Tuesday!

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www.sevenmountainswinecellars.com

Only 20 minutes from State College

1 Mile off 322 near Potters Mills/ Decker Valley Road

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Look**

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GET CONNECTED.**

[CP]² | CENTRAL PENNSYLVANIA
creative professionals

CPSQUARED.COM

shy bear
BREWING

AUTHENTIC CRAFT BEERS,
PROGRESSIVE ATMOSPHERE,
FOOD AND ALTERNATIVE DRINKS

CHECK OUT OUR HOURS, REVIEWS,
PHOTOS, MENUS, ETC @

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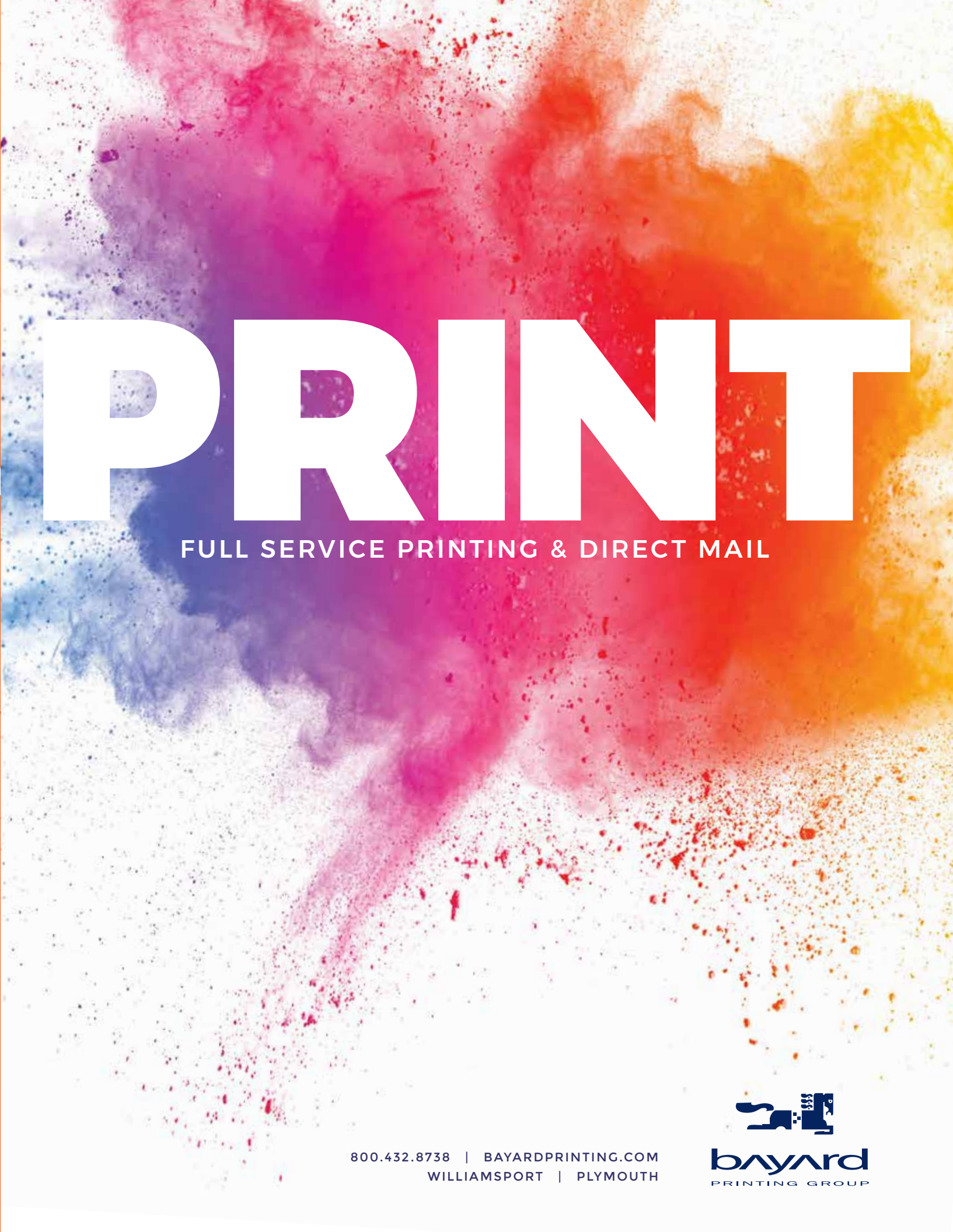
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