

# **(CP)<sup>2</sup> | BRACKET AWARDS**

**2022**

# Thanks Sponsors



michaelblack | **BLACK SUN**®



**MoJo Active**  
INTEGRATE & CONQUER

Primary Sponsor

rowlandcreative



# Thanks Vendors



GEORGIANNA  
*photography*

---

# THE HIDDEN HOSTESS



# About [CP]2

---

A nonprofit membership organization that supports creative professionals across the entire marketing communications arena.

# Our Mission

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To connect and inspire Central Pennsylvania's community of marketing, communications, design, business and nonprofit professionals via education, networking, recognition and philanthropy.

# The Board

---

Maggie Anderson

Carol White

Nick Stephenson

Tracey Johnston

Ric Jones

Trevor Calabro

Rick Shadle

★ **Carol White**

★ *Carol is technically no longer on the board,  
but we all know she's a board member.*

# Brand[Aid]

*2022*

# Original



# Redesign



# Bracket Fun Facts

*2022*

SUBMISSION COUNT

100+

— — —

We are back to pre-COVID numbers!

SUBMITTERS

# 17 Entities



We received submissions from 17 different entities/individuals.



## SUBMISSIONS BREAKDOWN

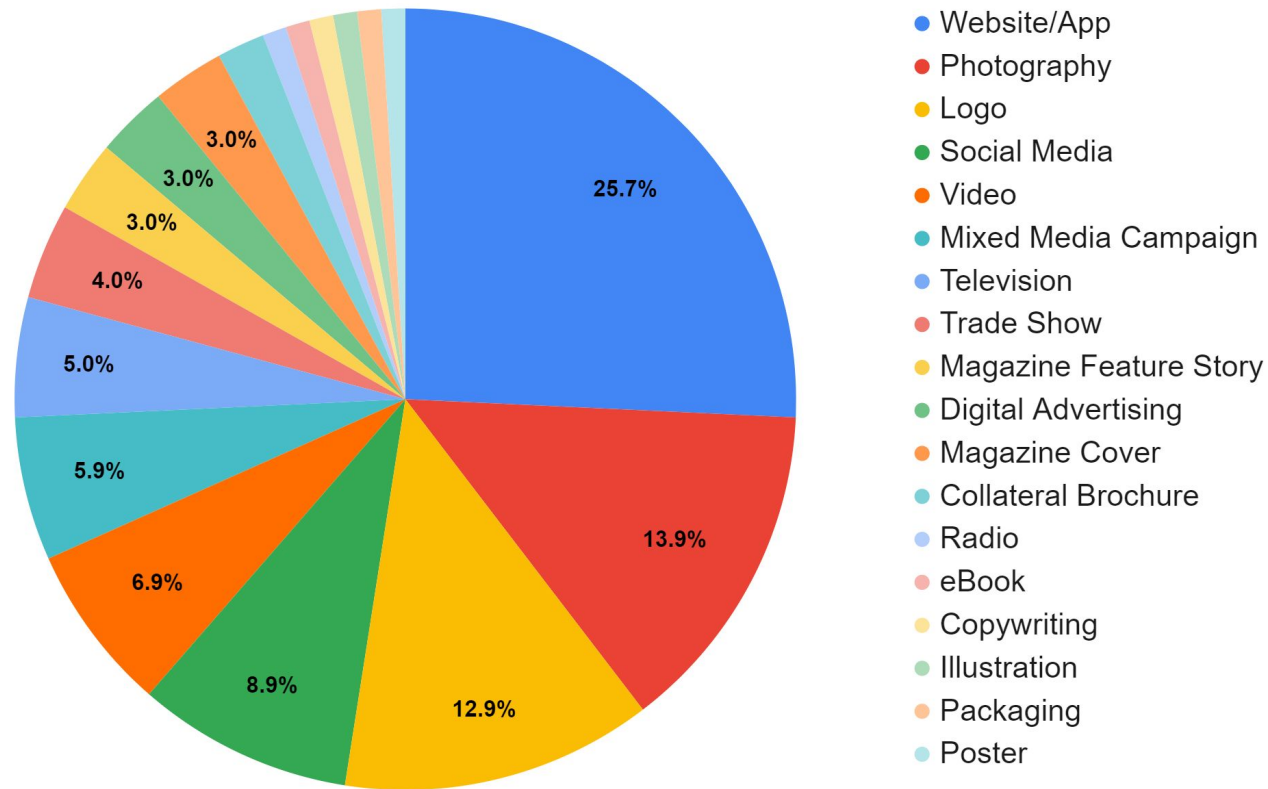
# 19 Categories



**Online/Digital:** Website, Digital Advertising, eBook.

**Elements:** Photography, Video, Illustration, Copywriting. **Broadcast:** TV, Video, Radio. **Brand Identity:** Logo, Packaging. **Social Media:** Campaigns/Graphics/Videos, **Publications:** Magazine Feature Story/Cover. **Integrated Media:** Mixed Media Campaigns. **Collateral:** Brochure. **Out-of-Home:** Poster. **Trade Show:** Events.

# CATEGORIES BREAKDOWN



# The Judges

— — —



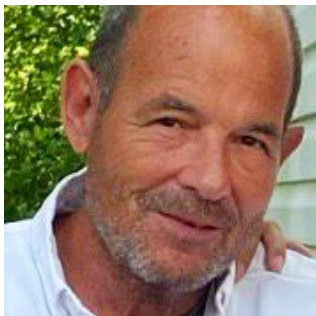
**Brian Kelley**  
Creative Director



**Jillian Estabrook**  
Director of Marketing



**Jimmy Henderson**  
Graphic Design Professor



**J.C. Dillon**  
Agency Founding Partner



**Jarrell Verbecken**  
Freelance Videographer



**Scott Trobaugh**  
Creative Firm Owner



**Cesar Maldonado**  
Lead UX Designer

# Collateral

*Brochure*

# PennTAP Report

Rowland Creative

SILVER Award



# Elements

*Copywriting*



# Picture Yourself The PA Wilds

— — —

Hello Social

**GOLD Award**

Project Management:  
Jennilyn Schuster

Photography:  
Sara Blose



# Publications

*Magazine/Journal Design (cover to cover)*



# Evan Keepsake Book

MoJo Active

**GOLD Award**

Art Director:  
Dean Kistner

Writer:  
Timm Moyer



# Centre Foundation Impact Magazine

— — —

Rowland Creative

**GOLD Award**



# Centre Foundation Engage Mini Magazine

— — —

Rowland Creative

**GOLD Award**

## Centre PACT

Students realize that unity and common goals are a path to greater impact

For Emma Neely, participating in Centre PACT this year was particularly meaningful. The program, which brings together Centre County high school students to identify community problems, raise funds, and issue grants, went remote in March as pandemic restrictions on gatherings took effect.

"Originally, the students formed groups around mutual interests such as equity and education. When the pandemic started, we gave students the option to either continue as usual or to focus on nonprofits that were immediately addressing the coronavirus pandemic," said Hope Bodenschatz, Centre PACT Coordinator.

*"After this lockdown took hold  
and became a reality, we realized  
that we would be stronger together  
under one mission statement"*

10 Centre Foundation

*Emma Neely knew that  
Coronavirus would  
have a real strain on  
the community but saw  
opportunity through  
Centre PACT to make a  
real difference.*



# Publications

*Magazine/Journal Cover*

# American Philatelist Cover April 2022

— — —

Chad Cowder  
American Philatelic  
Society

**SILVER Award**

Editor:  
Susanna Mills





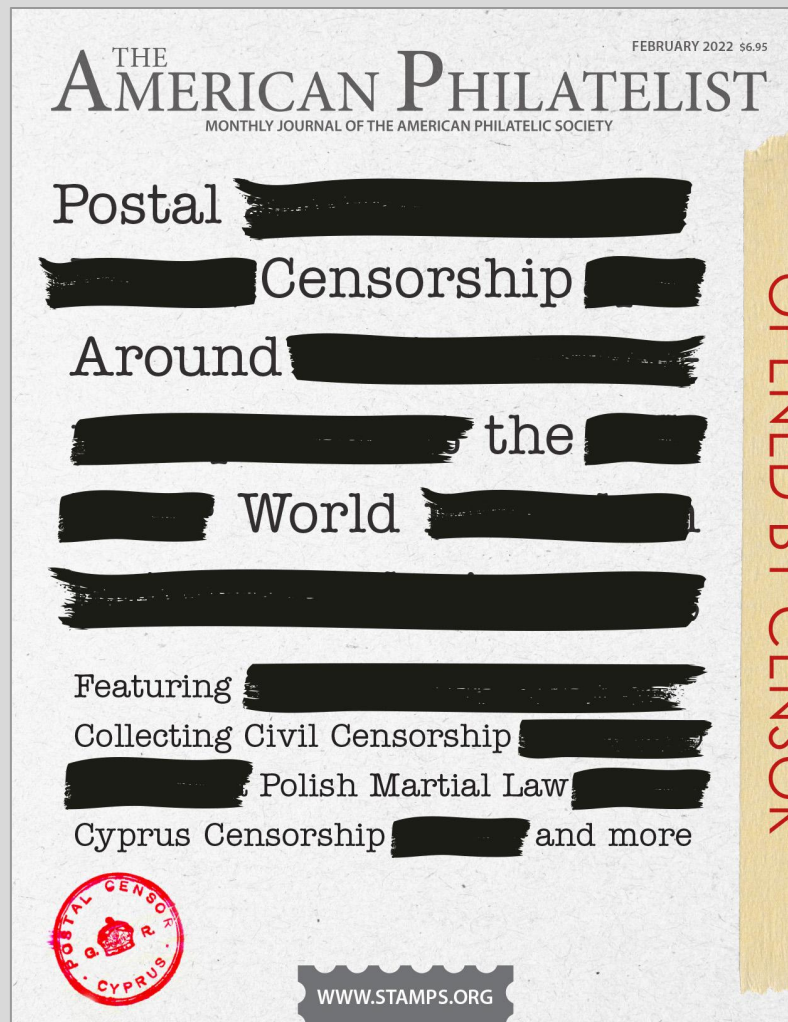
# American Philatelist Cover Feb. 2022

— — —

Chad Cowder  
American Philatelic  
Society

**GOLD Award**

Editor:  
Susanna Mills



# Print Advertising

*Magazine/Publication*

# PDS Pro-Pak Launch

— — —

Blink

**GOLD Award**

Credit: The Blinkers

# THIS IS



Our proprietary Pro-Pak® high efficiency distillation column packing may not be big in size, but when it comes to improved effectiveness and efficiency for mass transfer, there's no packing material bigger on performance.

Engineered and designed to meet a range of industry needs and applications, Pro-Pak is manufactured in a variety of alloys and can also be custom-ordered for special runs to meet specific application needs.



Performance  
Distillation  
Solutions

To find out more about the big advantages of this tiny product, visit [pdspropak.com](http://pdspropak.com) or call 814-308-5604 to speak with a specialist about Pro-Pak today.



# Integrated Media

*Mixed Media Campaigns*

# PSU Health New Mover Campaign

IMPRESSIONS WHQ Inc.

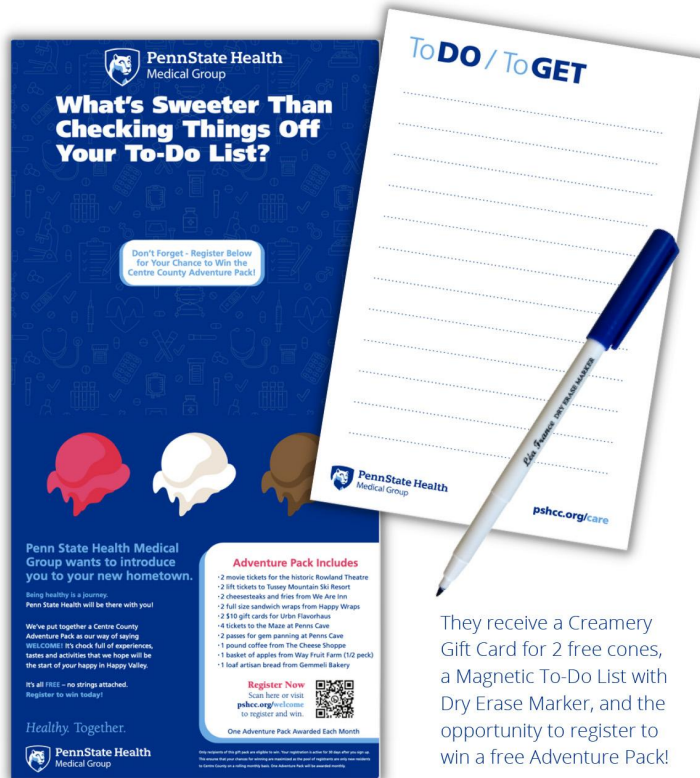
SILVER Award

Creative Director:  
Michelle Damiano

Graphic Designer:  
Kayla Malloy

Contributing Creatives:  
Jennifer Moore &  
Maura Allen

## SAMPLE COLLATERALS - WELCOME PACKET -



They receive a Creamery Gift Card for 2 free cones, a Magnetic To-Do List with Dry Erase Marker, and the opportunity to register to win a free Adventure Pack!

# Westmoreland Food Bank

— — —

Blink

**SILVER** Award

Credit: The Blinkers



# PRSM Healthcare

MoJo Active

**SILVER Award**

Art Director:  
Ric Jones

Account Executive:  
Jared Frank

Designer:  
Morgan Hummel

Writer:  
Kayla Kratzer





# PSU Health State-of-the-ART-Care

IMPRESSIONS WHQ Inc.

## GOLD Award

Creative Director:  
Michelle Damiano

Graphic Designer:  
Kayla Malloy

Contributing Creatives:  
Jennifer Moore &  
Maura Allen



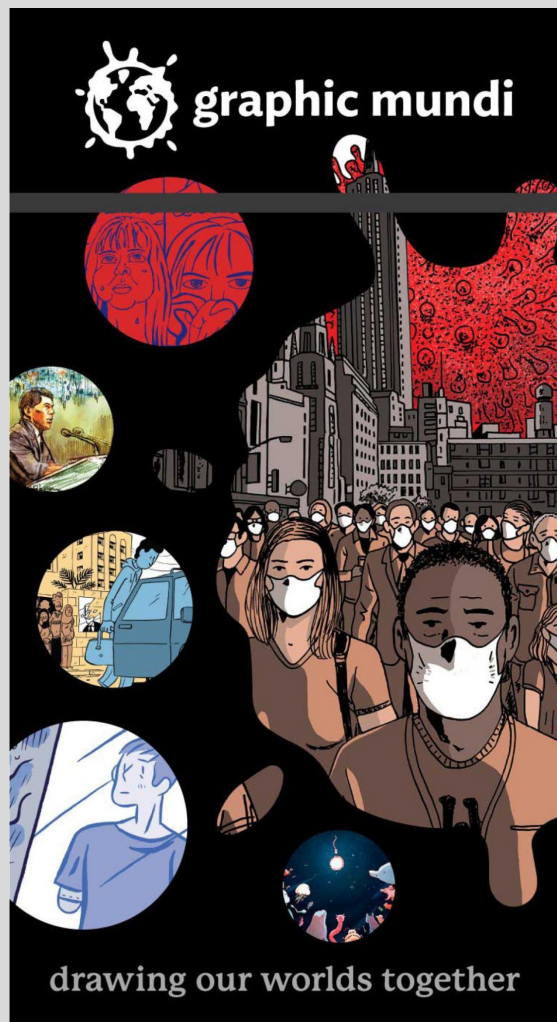
**Trade Show /  
Experiential / Event**

# American Library Association Conference

Regina Starace

**SILVER** Award

Penn State Press



# Elements

*Photography*



# Portraits: The Male Senior Student

— — —

BLACK SUN

**SILVER Award**

Photographer &  
Post-Production:  
Michael Black



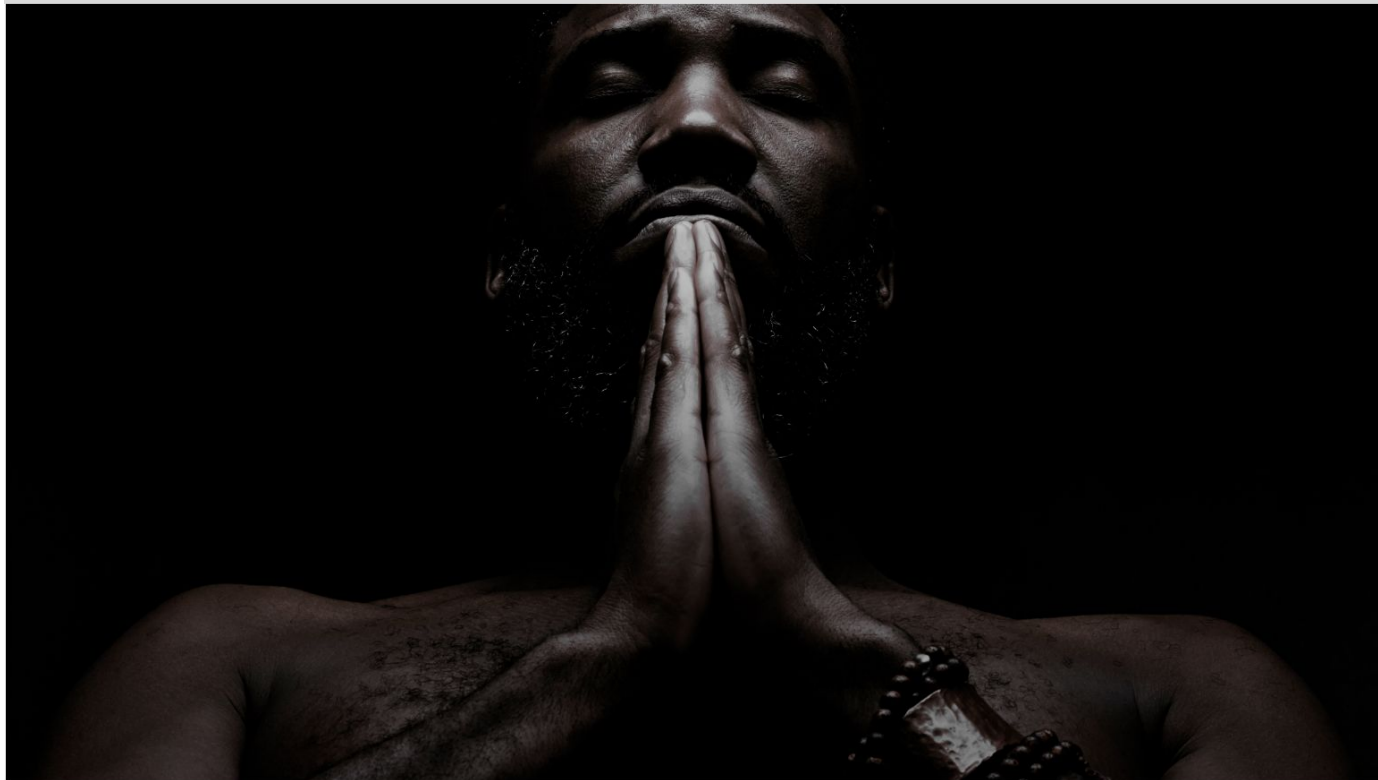
# Portraits: Musicians

---

BLACK SUN

**GOLD Award**

Photographer &  
Post-Production:  
Michael Black



# This Is Big

— — —

Fern Creative Media

**GOLD Award**

Photographer:  
Matt Fern

**Blink**

Creative Direction:  
Mark Dello Stritto

Design:  
Sean McCauley



# Broadcast

*Radio*

# Shop-Vac Crosscutters Promo

— — —

MoJo Active

**SILVER Award**

Account Executive:  
Tracey Johnston

Creative Director &  
Writer: Travis Macdonald



1:42



3:00



# Broadcast

*Television*



# Westmoreland Food Bank

— — —

Blink

**SILVER** Award

Credit: The Blinkers



**For food assistance,  
call 724-468-8660**

**WestmorelandFoodBank.org**

# BrettGo

— — —

Blink

**GOLD Award**

Credit: The Blinkers





# Brand Identity

*Logo*

# Brickwork Properties

— — —

Rowland Creative

**SILVER** Award



Reversed



Palette



# Fresh Start Health

— — —

Rowland Creative

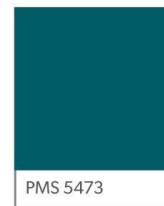
**SILVER** Award



Reversed



Palette



Graphic Mundi

— — —

Regina Starace

**GOLD Award**

Penn State Press



**graphic mundi**  
drawing our worlds together



# Social Media

*Campaigns/Graphics/Videos*

# HVAB

## Organic Social Media Mgmt

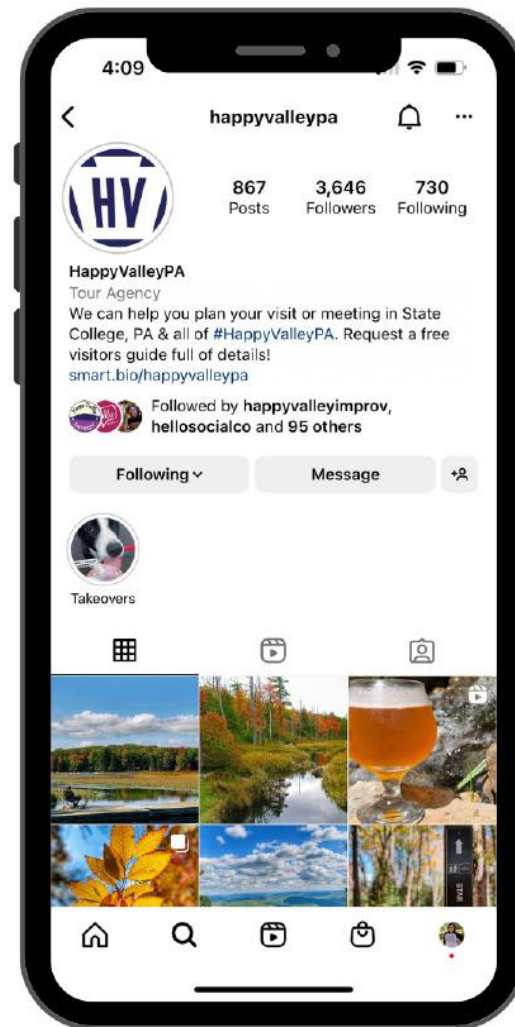
— — —

Hello Social

**SILVER** Award

Account Lead:  
Katey Crean

Content Creator:  
Erin Maceno



# HV Agventures Organic Social Media Mgmt

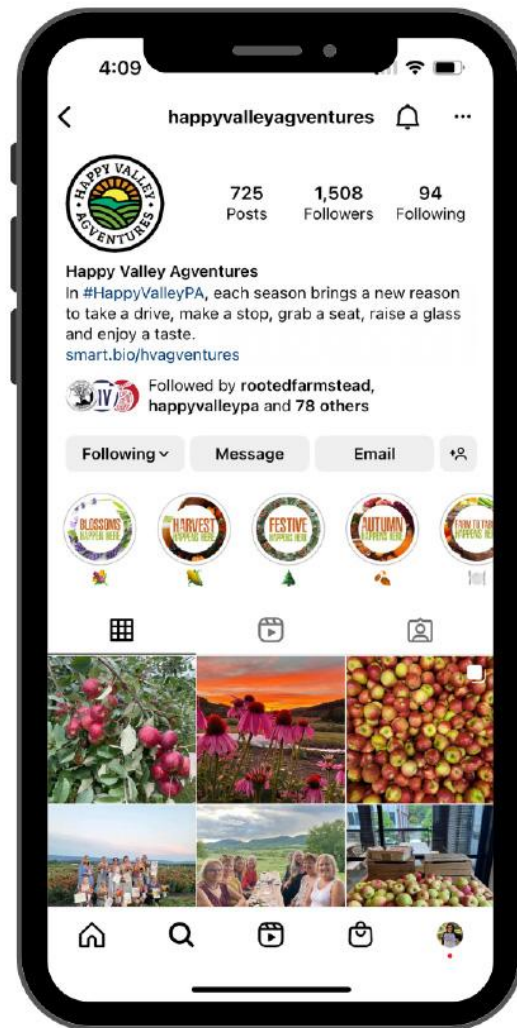
— — —

Hello Social

**SILVER Award**

Account Lead:  
Katey Crean

Content Creator:  
Erin Maceno



# Galliker's Dairy Teaser

— — —

Blink

**GOLD Award**

Credit: The Blinkers





# Elements

*Video*

# That's The Metzler Way

— — —

Blink

**SILVER** Award

Credit: The Blinkers



# Metro Trucking Recruiting

— — —  
MoJo Active

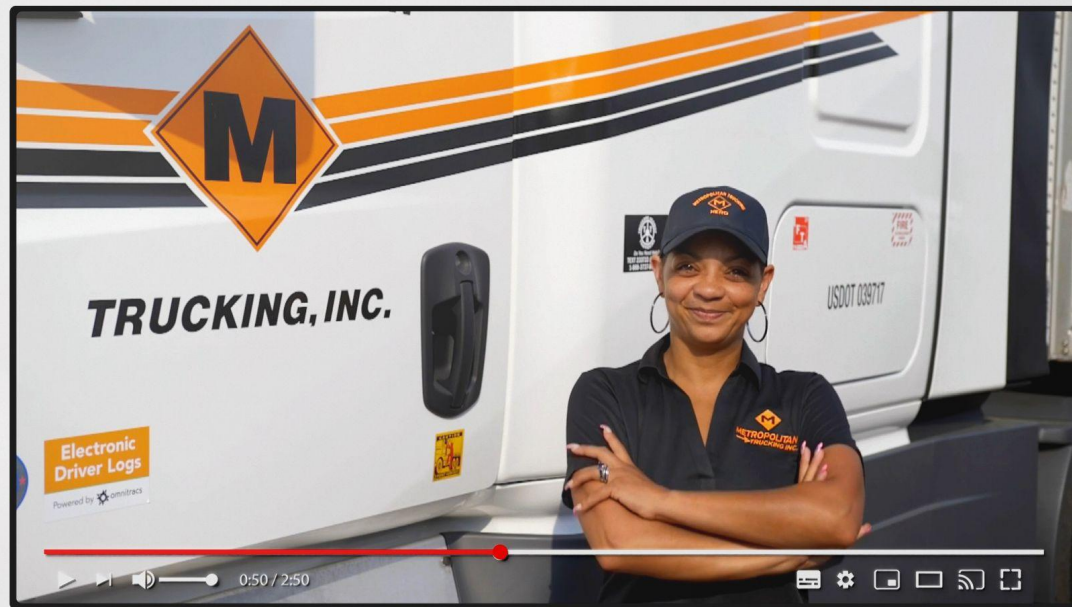
**SILVER** Award

Art Director: Ric Jones

Designer: Morgan Hummel

Writer: Josh Bradley

Videographer: Chad Evans



# Greenwood Silo Meet Marvin Yoder

— — —

MoJo Active

**GOLD Award**

Videographer:  
Chad Evans

Designer:  
Morgan Hummel

Creative Directors:  
Ric Jones  
Reed Dillon



# Spiked Slushie Artist Spotlight

— — —

Blink

**GOLD Award**

Credit: The Blinkers



# Online/Digital

*Publication/eBook*

# Transforming Conflict & Collaboration

— — —

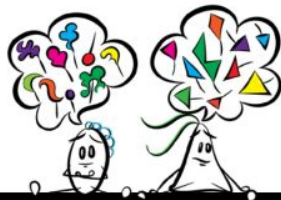
BLACK SUN

**SILVER Award**

Design & Paging:  
Michael Black

Writers:  
Laurie L. Mulvey  
Sheffy Minnick  
Michelle Frisby,

Illustration:  
Simonida Nedeljkovic



# TRANSFORMING CONFLICT & COLLABORATION



Laurie L. Mulvey, Sheffy Minnick and Michelle Frisby  
Illustrations by Simonida Nedeljković

# Online/Digital

*Website*



# Graphic Mundi

— — —

Regina Starace

**SILVER Award**



**graphic mundi**  
drawing our worlds together

[books](#) [creators](#) [about](#) [contact](#)

## Welcome to the worlds of Graphic Mundi.

Our creators represent a broad range of voices and experiences, and the graphic novels we publish address important topics such as health and human rights, politics, the environment, science, and technology.

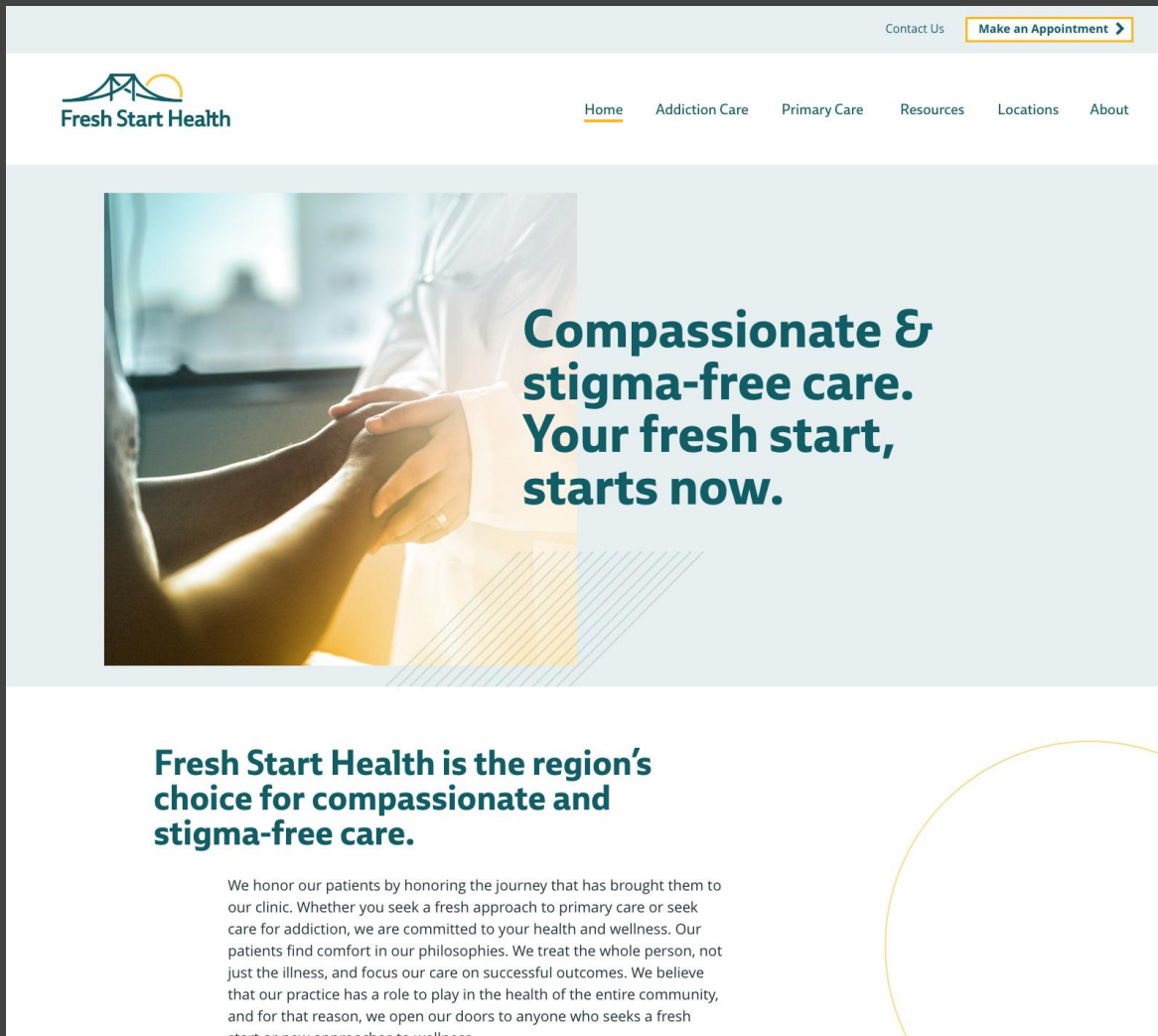


# Fresh Start Health

— — —

Rowland Creative

**SILVER** Award



Contact Us

[Make an Appointment >](#)



[Home](#)

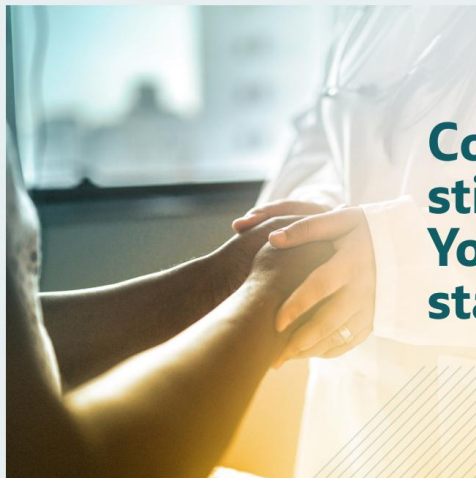
[Addiction Care](#)

[Primary Care](#)

[Resources](#)

[Locations](#)

[About](#)



**Compassionate &  
stigma-free care.  
Your fresh start,  
starts now.**

**Fresh Start Health is the region's  
choice for compassionate and  
stigma-free care.**

We honor our patients by honoring the journey that has brought them to our clinic. Whether you seek a fresh approach to primary care or seek care for addiction, we are committed to your health and wellness. Our patients find comfort in our philosophies. We treat the whole person, not just the illness, and focus our care on successful outcomes. We believe that our practice has a role to play in the health of the entire community, and for that reason, we open our doors to anyone who seeks a fresh start or new approach to wellness.

# Happy Valley Restaurant Week 2022

— — —

Fern Creative Media

**SILVER** Award

Design & Photography:  
Matt Fern

Content Creation &  
Copywriting:  
Maggie Anderson



[RESTAURANT LIST](#)

[ABOUT + F.A.Q.](#)

[RESTAURANT SIGN UP!](#)

## Get **HUNGRY**, Happy Valley!

This summer, enjoy a new culinary scene in Centre County as our area's talented chefs create dishes available for one week only. Try new tastes at your old stand-bys or see what's cooking at that place you haven't been to.



**THE TASTIEST EVENT OF THE YEAR!**  
**JUNE 20 – 26, 2022**

**Stay tuned for what's on the menu!** Or better yet, sign up for our newsletter to receive news and updates directly in your inbox.

Submit



### **We hope you brought your appetite.**

Happy Valley Restaurant Week (formerly Happy Valley Culinary Week) is a newly revamped effort to promote the amazing restaurants in Centre County. During this week, area restaurants will offer extra special dishes available for one week only!

Diners can explore the creativity and bold flavors of Happy Valley's top chefs.



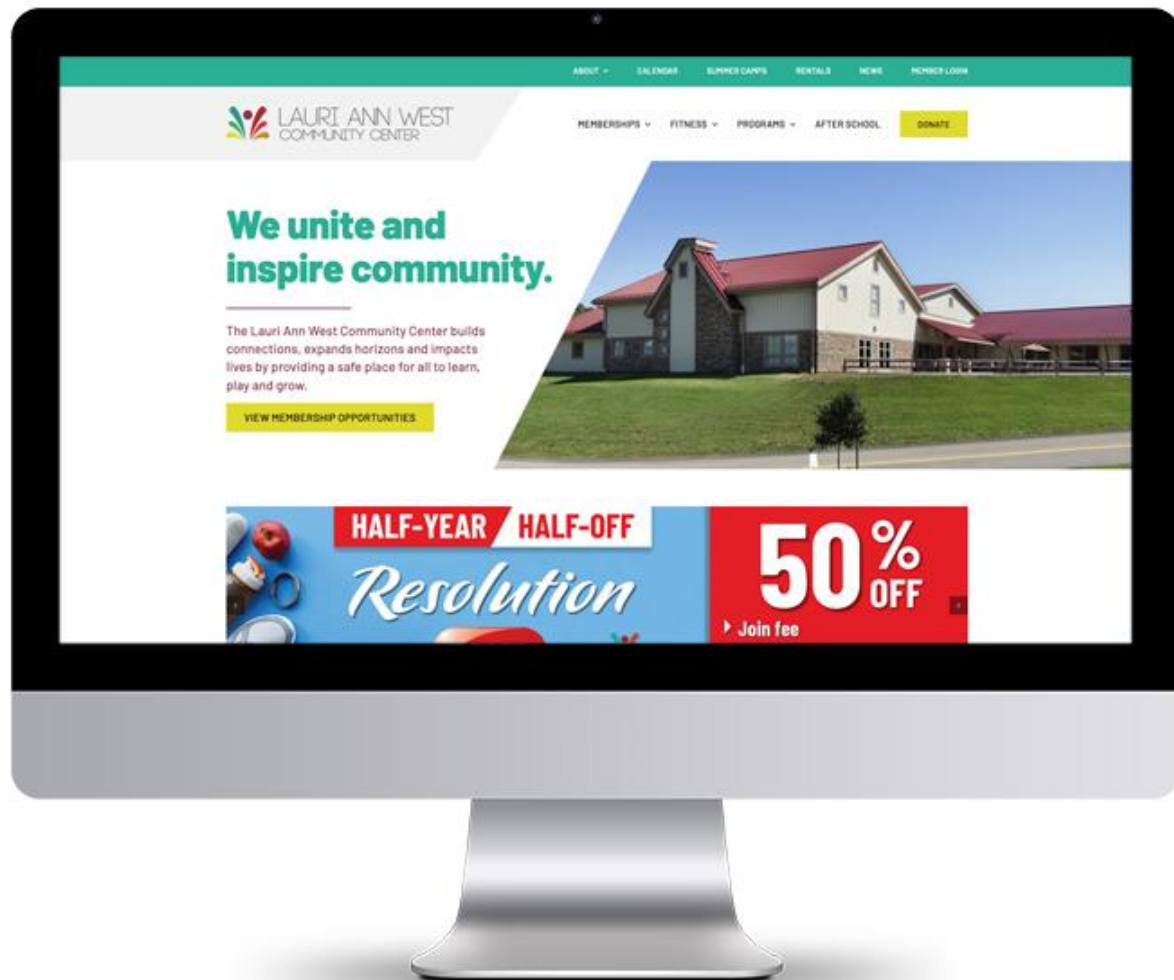
# Lauri Ann West Community Center

— — —

Blink

**SILVER** Award

Credit: The Blinkers



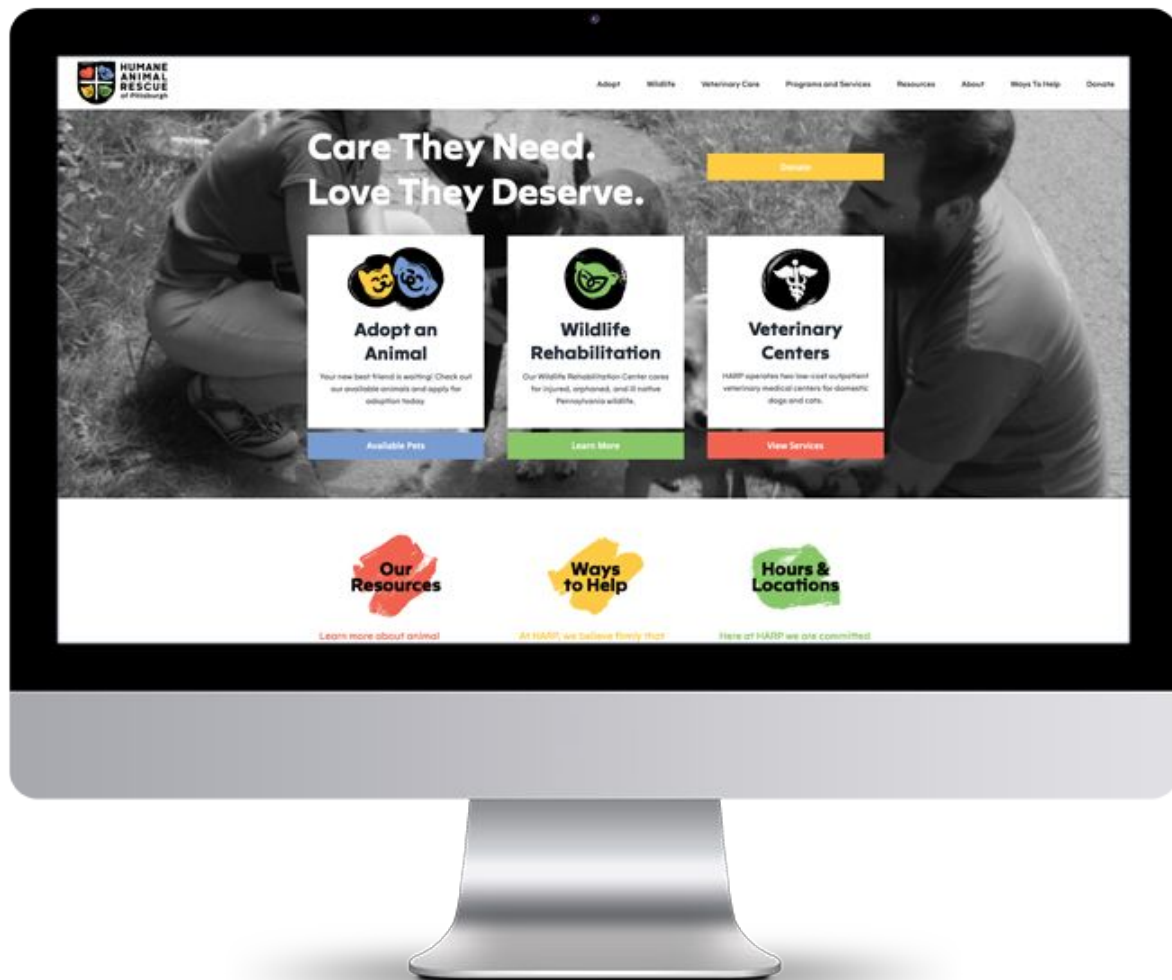
# Lauri Ann West Community Center

— — —

Blink

SILVER Award

Credit: The Blinkers



# Smithsonian Store

— — —  
MoJo Active

**SILVER** Award

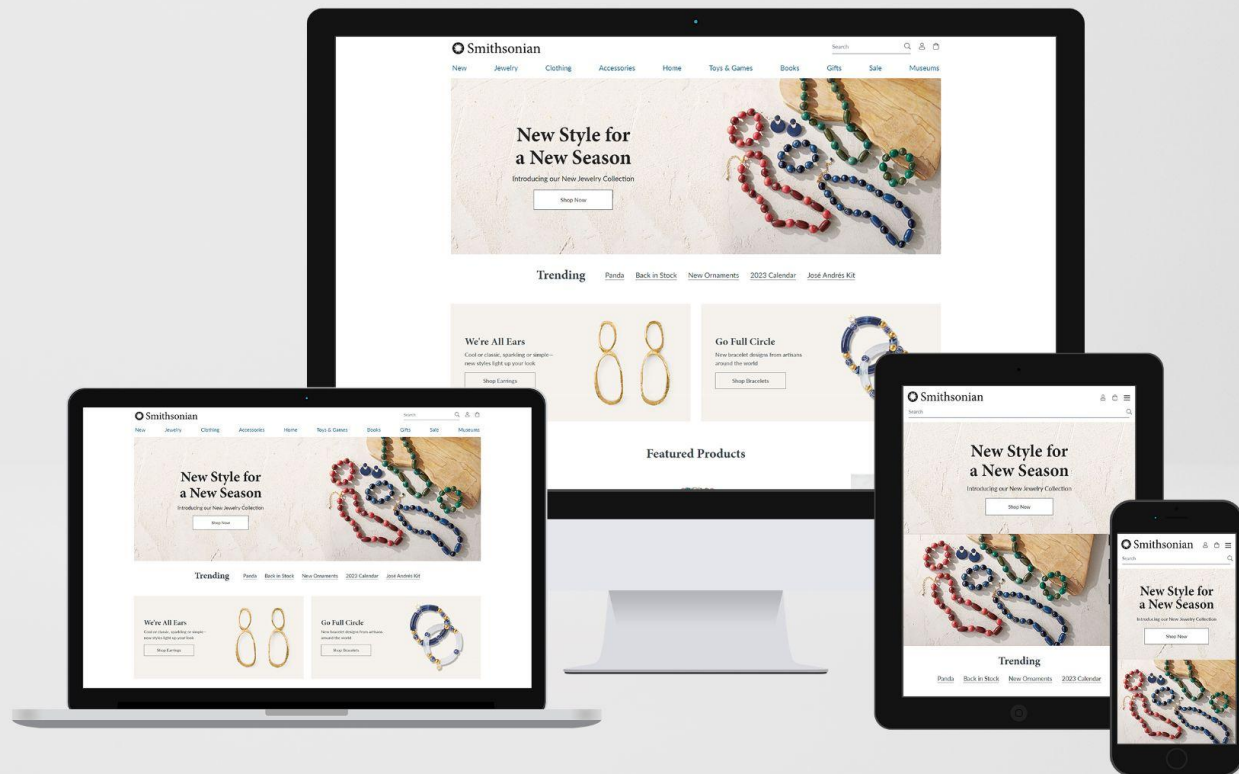
Art Director & Designer:  
Morgan Hummel

Account Executive:  
John Bristow

Creative Director:  
Ric Jones

Site Architect:  
Jim Carpenter

Site Developers:  
Travis Lockcuff/George  
Migash/Gregg Nestel





# SNIIP App

Calabro UX

**GOLD Award**

UX Research & Design:  
Trevor Calabro



**Sniip - The easy way to pay** 4+

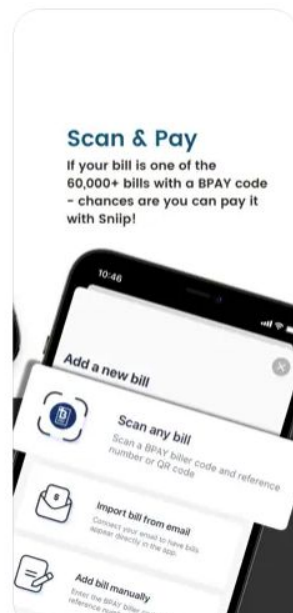
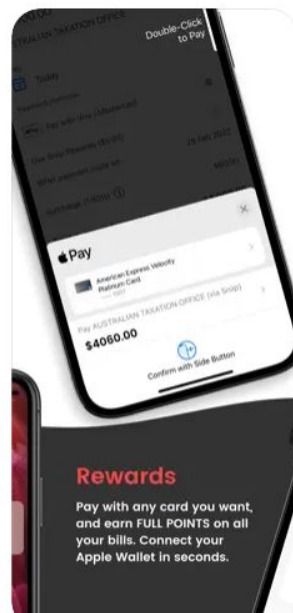
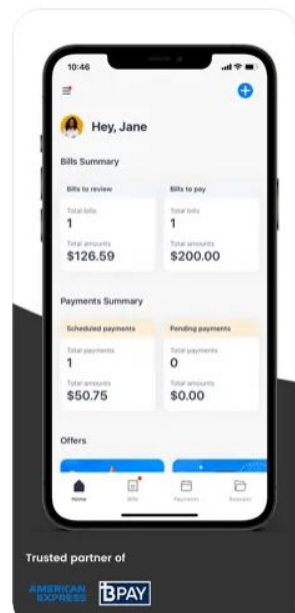
Pay your bills on the go

[Sniip Pty Ltd](#)

Free



## Screenshots



# Shop-Vac Ecommerce

— — —  
MoJo Active

**GOLD Award**

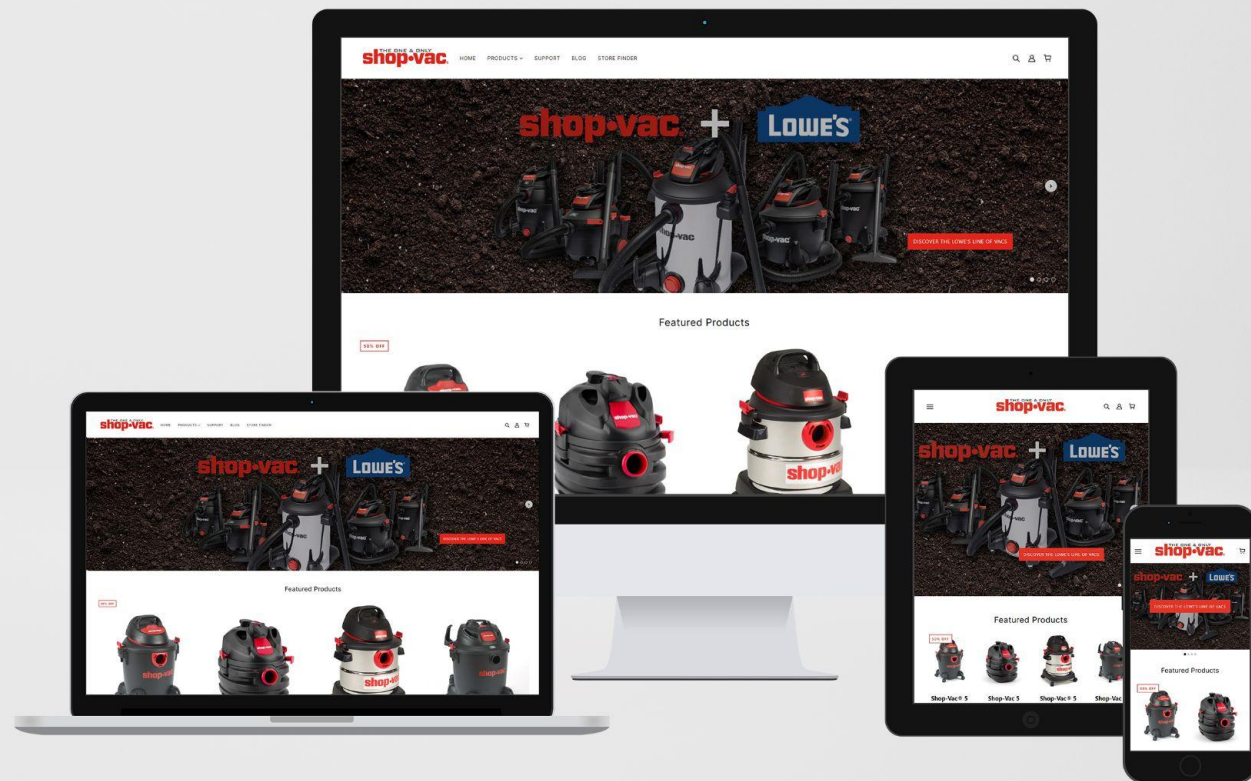
Account Executive:  
Tracey Johnston

Designer:  
Chris Johnson

Creative Director &  
Writer: Travis Macdonald

Site Architect:  
Ric Jones

Site Developer:  
Chris Johnson





# Lake Champlain Chocolates

MoJo Active

**GOLD Award**

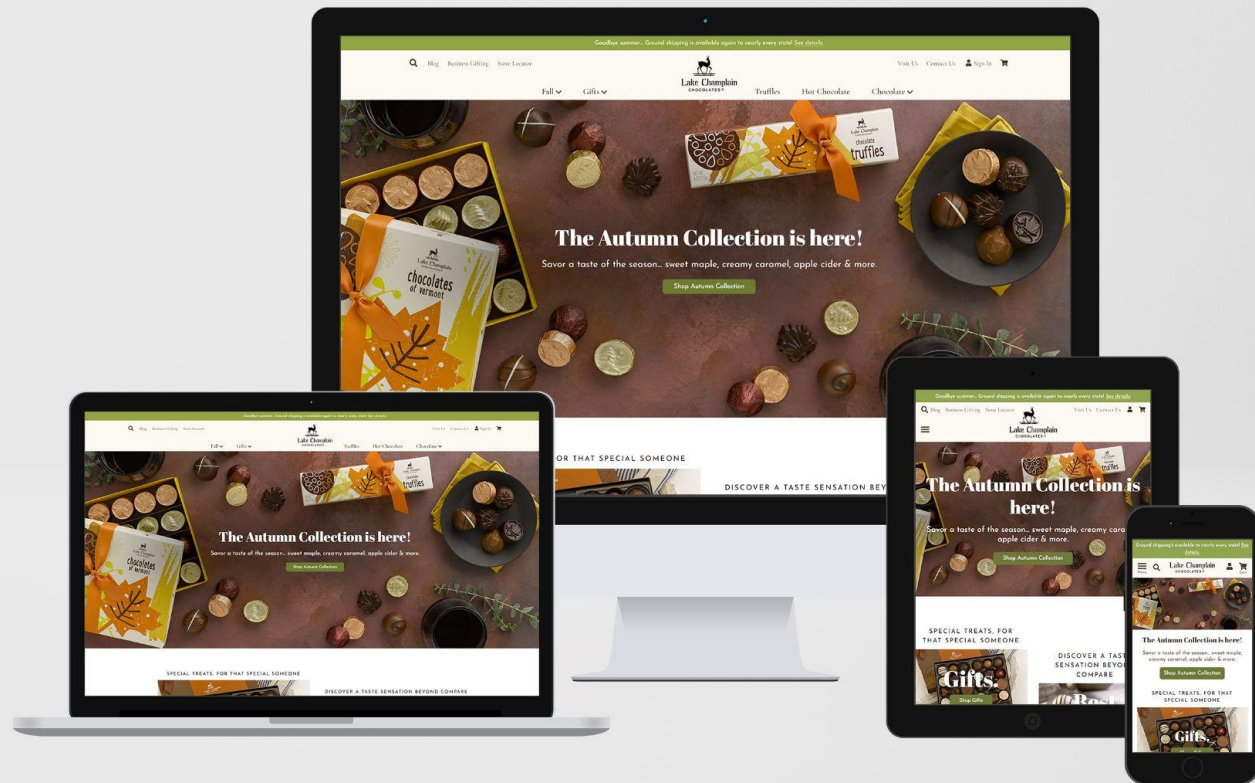
Account Executive:  
Tracey Johnston

Art Director & Designer:  
Samantha Morgan

Creative Director:  
Timm Moyer

Site Architect:  
Jim Carpenter

Site Developers:  
Travis Lockcuff/George  
Migash/Gregg Nestel



# PSU Corporate Engagement Center

— — —

Rowland Creative

**GOLD Award**



**PennState**  
Corporate Engagement Center

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[Focus Areas](#)

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## Making Partnership at Penn State Possible

When corporate goals align with University priorities, partnerships thrive. The Corporate Engagement Center is here to help make strategic connections that build lasting, mutually-beneficial relationships.



## Research

Learn how you can engage with Penn State's world-class resources to solve your most pressing challenges.

- > Research faculty and staff expertise
- > State-of-the-art facilities
- > Opportunities to invest and make an impact

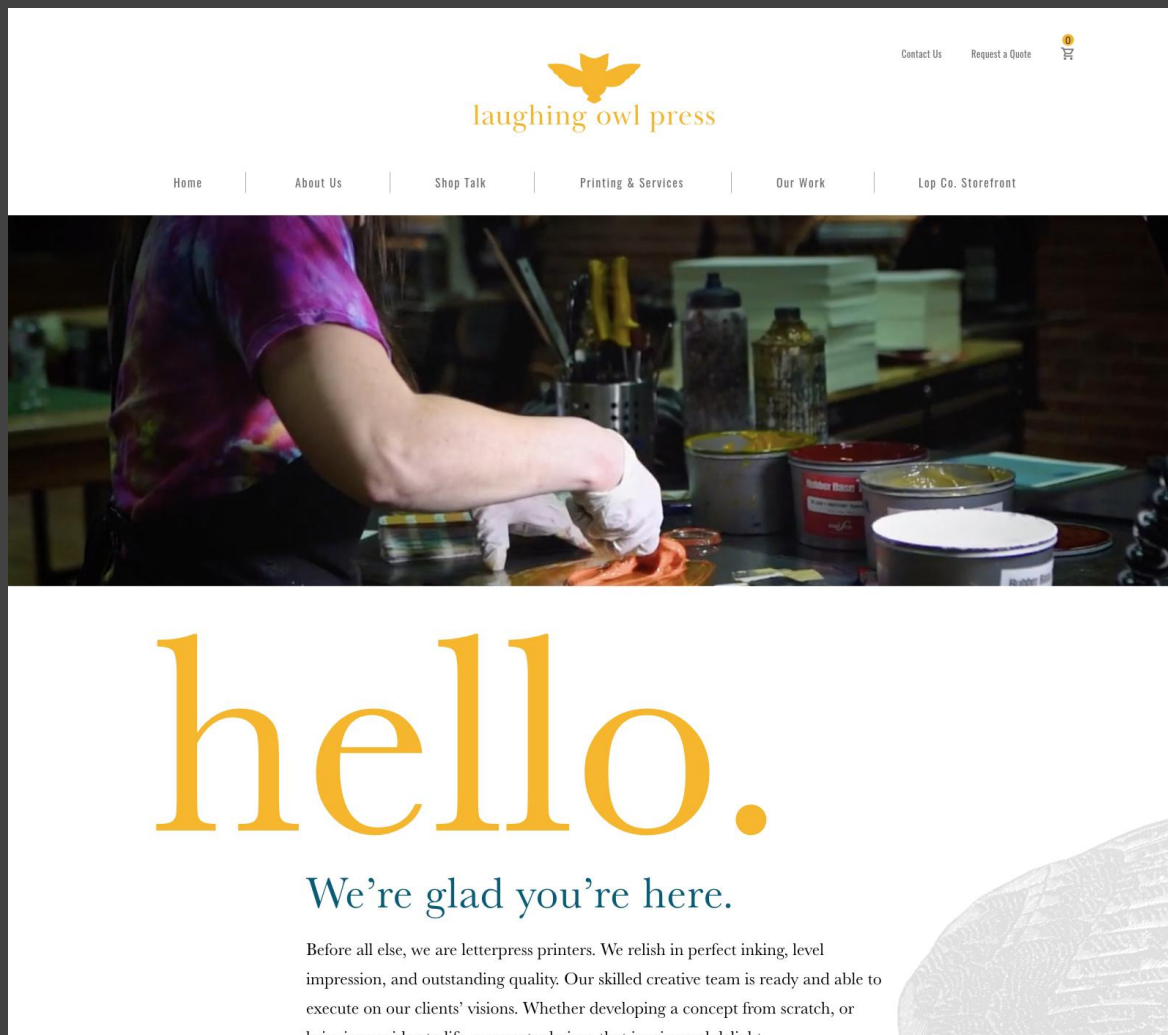
[Learn More](#)

# Laughing Owl Press

— — —

Rowland Creative

**GOLD Award**



The image shows the top portion of a website. The header is white with a navigation bar containing links: Home, About Us, Shop Talk, Printing & Services, Our Work, and Lop Co. Storefront. In the top right corner, there are links for 'Contact Us' and 'Request a Quote', along with a shopping cart icon showing 0 items. The main logo, 'laughing owl press', is centered in the header, featuring a stylized orange owl icon above the text. Below the header is a large hero image showing a person in a purple shirt and white gloves working with orange ink on a printing press. Below the image, the word 'hello.' is written in a large, orange, serif font. Underneath that, the text 'We're glad you're here.' is written in a smaller, dark blue, serif font. At the bottom, there is a paragraph of text in a small, dark blue, serif font, which is partially cut off on the right side. The background of the hero section is a dark, blurred image of a printing press.

Contact Us Request a Quote 0

laughing owl press

Home | About Us | Shop Talk | Printing & Services | Our Work | Lop Co. Storefront

# hello.

We're glad you're here.

Before all else, we are letterpress printers. We relish in perfect inking, level impression, and outstanding quality. Our skilled creative team is ready and able to execute on our clients' visions. Whether developing a concept from scratch, or

# Elements

*Illustration*

# PSU Health

## State-of-the-ART-Care

— — —

IMPRESSIONS WHQ Inc.

### SILVER Award

Creative Director:  
Michelle Damiano

Graphic Designer:  
Kayla Malloy

Contributing Creatives:  
Jennifer Moore &  
Maura Allen



Honorable  
Mention

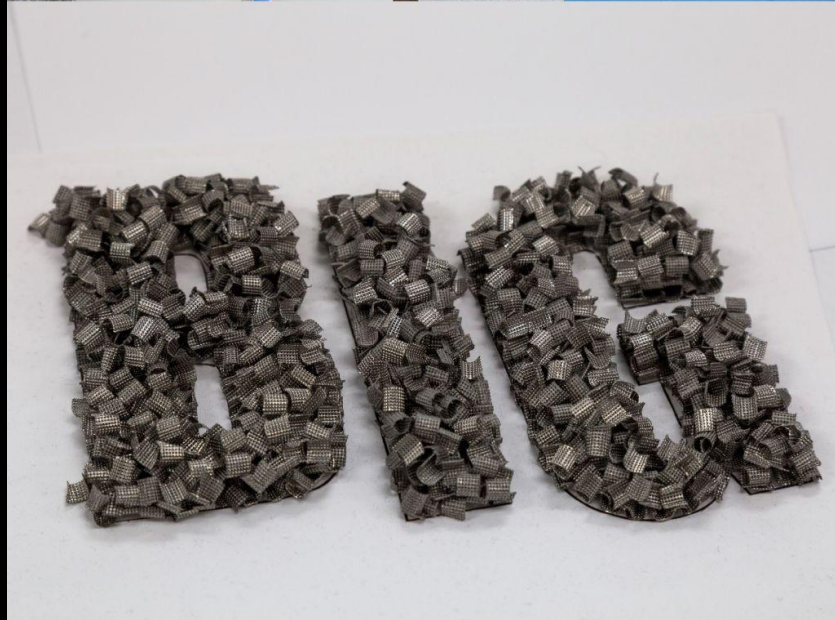
# Top Considerations for Judge's Award & Best in Show

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1. **Mojo** - Lake Champlain Chocolates Website
2. **Rowland** - Laughing Owl Website
3. **Rowland** - PSU Corporate Engagement Center Website
4. **Regina Starace** - Graphic Mundi Logo
5. **Blink** - Westmoreland Food Bank TV ad
6. **Blink** - GetGo Spiked Slushie Video
7. **Michael Black** - Musician Portrait Photography
8. **Fern Creative Media** - This Is Big Photography

Judge's Award







BIG

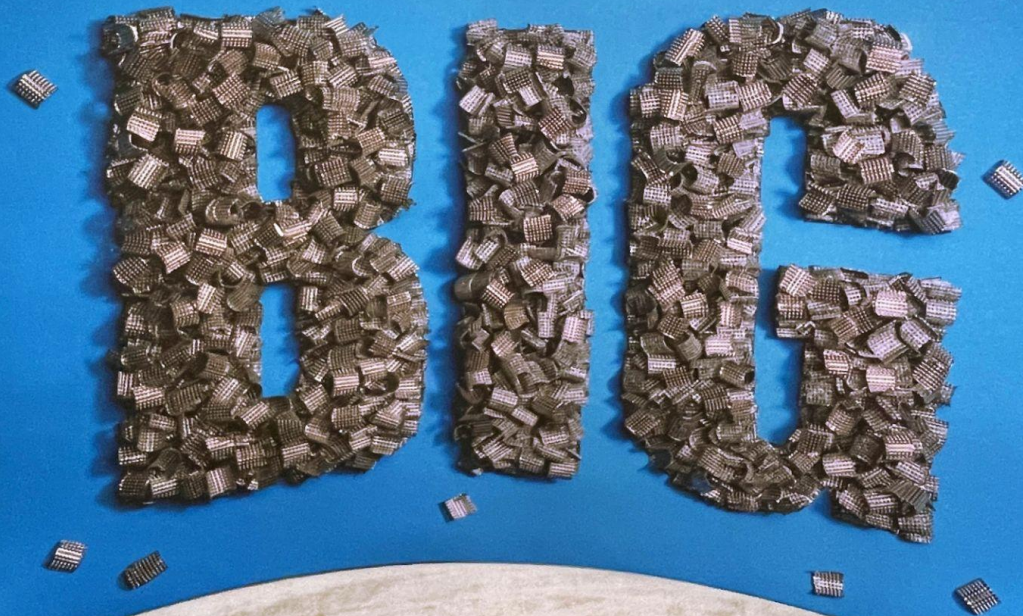


Pro-Pak® distillation packing measures up.



Performance  
Distillation  
Solutions®

THIS IS



Best in Show







**VOTE** for your fave at  
**[GetGoSpikedSlushies.com](http://GetGoSpikedSlushies.com)**



# **(CP)<sup>2</sup> | BRACKET AWARDS**

**2022 That's All Folks**

# Thanks Sponsors



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**MoJo Active**  
INTEGRATE & CONQUER



Primary Sponsor

rowlandcreative



# Thanks Vendors



GEORGIANNA  
*photography*

---

# THE HIDDEN HOSTESS