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Brand Tango Takes AAF Greater Fort Lauderdale & The Palm Beaches Best of Show

WILTON MANORS, Fla. – Brand Tango took the **Best of Show** ADDY honors for its work for Grupo Questro–Ritz-Carlton Reserve Residences in the Greater Fort Lauderdale & The Palm Beaches American Advertising Awards ceremony on March 2, 2017. Nearly 100 advertising industry representatives attended this annual dinner and awards presentation..

The American Advertising Awards is the industry's largest and most representative competition for creative excellence. The three-tier national competition is conducted annually by the American Advertising Federation, the only one to represent the interests of all facets of advertising: advertisers, agencies, suppliers and media. Of the 208 (185 professional and 23 student) entries received by the AAF Greater Fort Lauderdale & The Palm Beaches, 26 professionals and three students went home with gold ADDYS. Additionally, 67 professionals and 13 students were recognized with silver ADDY Awards. Entries were judged for their creativity, originality and strategy by a three-judge panel comprised of: Kevin Taylor, Associate Creative Director, 22 Squared; Sheri Kaufmann, Freelance Creative Director and Copywriter; and Karl Strauch, Vice President of Brand Development & Strategic Alliances, Tampa Port Authority.

"What stands out and has always been an attraction of mine to this market has been the work built around the development of strong integrated concepts that are carried across multiple channels," said Strauch.

Other notable and outstanding award-winners in this year's competition include the following:

Judges Award

Category: Other/Various Movie Theater

Agency: LP Media

Client: LP Media

Title: *WE – Rhythm, Passion of the People* (Advertising Industry Self-Promotion Film/Video/Sound)

Student Special Awards

Judges Choice

Category: Illustration/Single

Student: Jessica Silverman

Institution: Digital Media Arts College (DMAC)

Title: Washed Out Poster

Judges Choice

Category: Integrated Brand Identity Campaign

Student: Lanash Latheef

Institution: Digital Media Arts College (DMAC)

Title: Volm Energy Drink Branding Campaign

Best of Interactive

Category: App (Mobile or Web-Based)

Student: Philip McCorkle

Institution: Digital Media Arts College (DMAC)

Title: Cumulus

Check out all our winners and bios on our judges at www.aafsfl.org/2017-addy-winners

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About AAF of Greater Fort Lauderdale & The Palm Beaches The Advertising Federation of

Greater Fort Lauderdale was established in 1957. It is the local branch of the national group, the American Advertising Federation (AAF). The AAF is a not-for-profit industry association with 15 districts throughout the country. In 2016, the Greater Fort Lauderdale Advertising Federation teamed up with the Advertising Federation of The Palm Beaches to form AAF Greater Fort Lauderdale & The Palm Beaches. Serving the interests of those in the advertising community, the group encourages those in their creative community to meet, coordinate, and engage in sharing ideas and best practices to foster learning and encourage local advertising and

marketing students. Regularly scheduled events on relevant issues and topics of interest to the group are planned with this in mind.

For more information visit AAFSFL.org

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