

## 3/18/16 – PITTSBURGH POST-GAZETTE – BUSINESS - BY TERESA F. LINDEMAN PITTSBURGH AD SHOPS SHOW THEY CAN SELL HISTORY, BANKS, BOOKS AND FLU SHOTS.

The annual Addy awards show, hosted by the Pittsburgh Advertising Federation and set again this year at the Carnegie Science Center on the North Shore, brought an unusually broad round of applause from the five out-of-town judges who reviewed the 451 entries submitted, up from 425 last year.

In addition to handing out 97 gold and silver awards – gold winners go on to the next stage in the three-stage competition sponsored by the American Advertising Federation – the judges each gave out a special judges choice award.

Marc USA in Station Square collected one for work done for the Roberto Clemente Museum in Lawrenceville and another for its Cape Cod Beach Chair Co. campaign. The agency collected a third judges choice award for a Rite Aid commercial.

Animal, based Downtown, took home a judges choice honor for an animated book trailer for “Nobody’s Girl” by human trafficking advocate, Barbara Amaya.

The Sen. John Heinz History Center’s World War II exhibit gave Garrison Hughes, based Downtown, a chance to pair vintage images with meaningful copy – good enough for the last judges choice award.

Plus, some Garrison Hughes’ pieces specifically featuring the Tuskegee Airmen were given the Mosaic award, a special honor meant to promote diversity, celebrate history or encourage a more inclusive society. It’s not given out every year.

In addition to the judges choice honor and the Mosaic award, Garrison Hughes hauled home four golds and eight silvers.

