



# THE MOST TRANSPARENT CAMPAIGN

**On a Shoestring**

# Overview

A street-level experiment turned into a high-energy social campaign designed to spark entries for the American Advertising Awards by celebrating what makes the ADDYs different: a local-first competition judged by out-of-market creatives, intentionally structured to focus attention on the creative idea itself.

The goal was simple: create a conversation about awards that felt as transparent and merit-driven as the competition itself. By using the ADDY trophy as both symbol and medium, the campaign invited creatives to set aside scale and familiarity and focus purely on the strength of the idea.

# Creative Foundation

We started by asking a fundamental question: what truly sets the ADDYs apart from other competitions? Unlike global festivals or platform-specific shows, the American Advertising Awards begin locally and are judged by out-of-market creatives unfamiliar with the brands, agencies, or clients involved. That structure strips away bias and reputation, leaving only creative merit. Calling the ADDYs **“transparent awards”** felt inevitable once realized that the trophy itself is literally made of glass: ***made of glass for a reason.***

THE MOST  
TRANSPARENT  
AWARD IN  
ADVERTISING.

MADE OF GLASS  
FOR A REASON.



# Execution

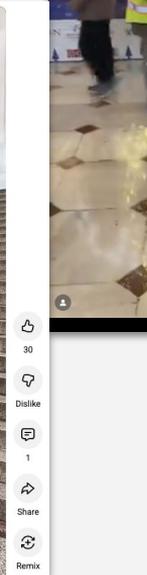
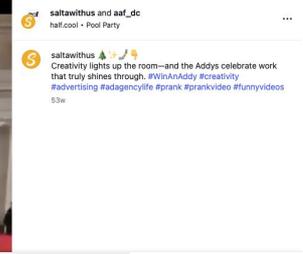
The concept came to life through bold, colorful glass-themed visuals paired with direct calls to action: **Enter Your Work, Attend the Gala**. These graphic executions lived across social, digital and newsletter placements.



# Execution

... In parallel, we launched a series of playful, teaser-style videos using Instagram Reels and YouTube Shorts, featuring two "glass carriers" carefully transporting an imaginary sheet of glass through public DC spaces.

Using hidden cameras, we captured authentic reactions from passersby as they went about their day. The perceived fragility of the glass created tension, humor, and memorability, reinforcing the idea of transparency in judging.



# Impact

The campaign proved that a transparent concept speaks for itself across every digital platform. We demonstrated that even without a media budget, a sharp idea can generate massive engagement and drive meaningful action.

**500K+**

Views

**\$0**

Budget