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WVIA Wins Best of Show For the 3rd Year at AAF NEPA's American Advertising Awards

“Making NEPA Home Trailer” is selected as Best of Show as it, and other elements of its ad campaign win producer Kara Washington 4 American Advertising Award Trophies.

Wilkes-Barre, PA, MARCH 06, 2026 - “Making NEPA Home Trailer,” which highlights the documentary “Making NEPA Home”, takes home best of show at the American Advertising Federation of NEPA’s (AAF NEPA) annual advertising awards show and gala. “Some pieces impress you with craft, others stay with you because of how they make you feel. This work does both. Through deeply human storytelling, it captures something profoundly important, the universal desire for belonging, human connection, and home.” Said judge Sara Janssen of Sara Janssen Creative.

The evening also saw Anna Leshner of Susquehanna University take home student Gold and student Best of Show for her “Hear Her Out” female composer PSA campaign. Also presented were their annual Game Changer Award, the Rising Star Award, and the People’s Choice Award, voted on by those in attendance. This year’s event was held at the Mohegan Pennsylvania Convention Center and hosted by local drag king Oliver Twist.

The American Advertising Awards are widely acknowledged to be the largest and most representative competition of its kind, with more than 25,000 entries received as part of the three-tier competition. Campaigns need to advance through both local and regional levels in order to be eligible for the national award. In addition, the awards are often viewed as a lens offering insights into work that may also perform well at other upcoming international creative competitions. Local Gold winners will automatically advance to the regional level and silver winners have the option to send their work on.

In all, 12 Professional ADDYs and 10 Student ADDYs were awarded at the Northeastern PA American Advertising Awards, along with 6 Special Judges Choice Awards. Winners were announced during the award show on March 6th, which was attended by 80+ creative professionals, educators and students from across the advertising, marketing, media and tech communities, representing numerous counties and communities in Northeast PA.

Said Dan Kimbrough, President of AAF NEPA, “Each year I’m blown away by the talent our region puts on display. Judges constantly talk about the quality of work in our market and are stunned by our student submissions. The creative market in Northeast PA is alive, thriving, and continuing to grow. I’m proud to have a small part in showcasing it!”

Other highlights from this year’s American Advertising Awards include:

- Benco Dental’s interactive “40 Under 40: Top Young Dentists”, took AAF NEPA’s first ever Best of Show: Print/Design award.
- Local ad agencies Halibut Blue and Posture Interactive both took home a Gold and Silver Addy Award
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- Students representing Wilkes University, Pennsylvania College of Technology, Susquehanna University, Marywood University, and Keystone College took home awards.

Awards were chosen by a distinguished panel of judges representing 3 different markets and agencies not local to NEPA.

Outside of our AAA Competition awards, Doug Martin, owner of Turtleboy Productions and professor at Luzerne County Community College, took home the Game Changer Award, which recognizes local visionaries who are pioneering new and exciting ideas within the advertising industry.

And Kristina Zenga of Shanty Town Design won The Rising Star Award, which celebrates emerging talents in the advertising industry who exhibit outstanding potential and a commitment to excellence in both their professional endeavors and community engagement.

All professional and student entries and the winners can be viewed online at adflixaafnepa.org.

The American Advertising Federation of Northeastern Pennsylvania is a not-for-profit organization that represents solopreneurs, educators, corporations, creative leaders, small businesses, nonprofits and students in the future-facing world of advertising.

AAF NEPA is part of a larger national network of nearly 200 local federations, representing 40,000 advertising professionals, located in communities across the country. There are currently more than 200 AAF college chapters with over 6,500 student members. For more information about AAF NEPA, visit www.aafnepa.org.

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