

## Three Editors Garner Two Honours Each To Top 2010 AICE Awards

**Outside Edit+Design's Jeff Ferruzzo, Rooster Post Production's Jason Grebski, Peep Show's Andrea MacArthur Lead The Way At Ninth Annual Competition; James "Yamus" Mudra Inducted Into AICE Hall of Fame**



(L to R) AICE Award Winners: Jeff Ferruzzo, Jason Grebski, and Andrea MacArthur

**Chicago**, May 21, 2010--- Editors Jeff Ferruzzo of Outside Edit+Design, New York, Jason Grebski of Rooster Post Production, Toronto, and Andrea MacArthur of Peep Show, N.Y., each won two AICE Awards last night (5/20), topping the ninth annual competition which honors creative excellence in editorial, design and visual effects.

During a gala ceremony at the Field Museum in Chicago, Ferruzzo saw his work for Heineken USA's Dos Equis out of Euro RSCG, New York, take the AICE Awards' Comedy and National Campaign categories. The Ferruzzo-cut "Treasure Chest" for Dos Equis won the Comedy honor and then that same spot teamed with "Jai Alai" and "Self Defense" to earn best-edited National Campaign.

Meanwhile Rooster's Grebski topped the New/Emerging/Alternative Media and the Best of Toronto categories on the strength of Mini's "Hands" for Taxi2, Toronto.

And MacArthur scored honors in both the Music/Sound and Best of New York categories for Pepsi's "Pass" out of TBWA\Chiat\Day, Los Angeles.

Ferruzzo helped Outside Edit+Design lead the editorial house derby with four AICE Awards--the other two being for Outside editor Scott Gibney for a Doritos spot which earned best Spec Spot, and designer/ animator Jacques Levet whose Jaguar work won the Design category. This marks the first year that the AICE competition has had a Design category.

Rooster came in next with three AICE Awards, the third earned by editor Dave DeCarlo in the Music Video category on the basis of "Games for Days" for recording artist Julian Plenti.

Scoring two honors apiece were Peep Show for the aforementioned MacArthur wins; Toronto-based Relish which saw editors Antti Kulmala top the Public Service category for "Demonstration 1:24" on behalf of Environmental Defence: Mothers Against Climate Change via agency Zig, Toronto, and Alison Gordon win the Under \$50,000 category for Pucker Up Lemonade's "Sally" for Toronto agency Nat and Lou; and Beast which took Best of Detroit and Best of San Francisco honors for editors Rich Smith and Tim Fender, respectively.

The statuette in the Dialogue category went to editor Chris Franklin of Big Sky Editorial, New York, for the Progresso Soup :60 "Mixed Signals" out of Saatchi & Saatchi, New York. Franklin holds the distinction of being the most awarded editor in the nine-year history of the AICE Awards.

Other single winners included Mark Morton of School, Toronto, in the Montage category for Pfizer; Kelly Vander Linda of Collective, Seattle, in the Storytelling category for Washington Lottery; and Maury Loeb of P.S. 260, New York, in the Visual Effects category for Starz!

The AICE Awards also recognized outstanding work by individuals in each of the Association of Independent Creative Editors' regional chapters. In addition to the Best of New York kudo for MacArthur and Best of Toronto for Grebski, the other honorees were: Peter Bartsis of EditBar who took Best of Boston for an Eastern Bank spot; Optimus' Craig Lewandowski for Cricket, which copped Best of Chicago; Quan Tran of Radium/Reel FX for Dickies Apparel, which earned Best of Dallas; the aforementioned Smith of Beast Detroit

garnered Best of Detroit for Bud Light Lime; Kirk Baxter of Rock Paper Scissors won Best of Los Angeles for US. Cellular; Charles Gerszewski of Channel Z nabbed Best of Minneapolis for Rapala Fishing Lures; and Beast San Francisco's Fender took Best of S.F. for U.S. Cellular.

"Given the fact that 2009 was a difficult and challenging year, we were thrilled with the number of entries and quality of work," assessed Burke Moody, executive director of the Association of Independent Creative Editors (AICE). "Our members are very aware of the changing nature of their businesses. And they know there is nothing more important than the creative impact postproduction has on the finished product--precisely what the AICE Awards were designed to honor and recognize."

Tom Duff, president of Optimus, and president of the AICE's International Board, added, "Our industry continues to evolve, and the introduction this year of an award in the Design category--as well as expanding our membership to include motion graphics and design firms--is an example of that. The results of tonight's gala underscore the fact that AICE members are uniquely positioned to help agencies and advertisers find the right way to craft their messages for a new era in brand communication."

In addition to presenting the awards, the AICE also inducted the late James "Yamus" Mudra into the AICE Hall of Fame. A legend in the Chicago post community, Yamus' award was accepted on his family's behalf by Bob Carr of Red Car, a longtime friend and colleague, and Jimmy Smith, founder of Optimus, where Yamus worked for almost two decades. Yamus was a mentor to many in the post community, and his work influenced assorted editors over the years.

Here's a rundown of the AICE Award honorees:

#### **COMEDY**

Jeff Ferruzzo, Outside Edit + Design

Heineken USA: Dos Equis "Treasure Chest" :30

ASSISTANT: Erik Emond EXECUTIVE PRODUCER: Sila Soyer

AGENCY: Euro RSCG CHIEF CREATIVE OFFICER: Conway Williamson

CREATIVE DIRECTOR: David Weinstock PRODUCER: Dan Fried

PRODUCTION COMPANY: @radical.media, Steve Miller, director; Eric Schmidt, DP

COLORIST: Tom Poole GRAPHICS: Jeff Ferruzzo

SOUND DESIGN/SOUND MIXER: Eric Thompson

ON-LINE: Aniello Zampella MUSIC: Brett Fuchs

#### **DESIGN**

Jacques Levet, Outside Edit + Design

Jaguar Cars "XF/XK" :90

ASSISTANT: Matt Jacob EXECUTIVE PRODUCER: Sila Soyer

AGENCY: Euro RSCG CREATIVE DIRECTOR: Alicia Johnson, Hal Wolverton AGENCY PRODUCER: Erik Iversen

ART DIRECTOR: Don Ban, Patrik Bolecek, Victor Sie

PRODUCTION COMPANY: Believe Media / Tangerine Films

DIRECTOR: Bruno Aveillan (Believe) / Gary Holder (Tangerine)

DIRECTOR OF PHOTOGRAPHY: Alex LaMarque (Believe), Steve Albins (Tangerine)

COLORIST: Alex Bickel GRAPHICS: Jacques Levet

SOUND DESIGN: Neil Gust/Eric Thompson

SOUND MIXER: Eric Thompson

ON-LINE: Alex Bickel / Marc Ripper

MUSIC SUPERVISOR: Adam Lawrence

#### **DIALOGUE**

Chris Franklin, Big Sky Editorial

Progresso: Soup "Mixed Signals" :60

ASSISTANT: Chet Hirsch EXECUTIVE PRODUCER: Cheryl Panek

AGENCY: Saatchi & Saatchi CREATIVE DIRECTOR: Gerry Graf

AGENCY PRODUCER: Jerry Boyle ART DIRECTOR: Matt Sorrell

COPYWRITER: Jessica Coulter

PRODUCTION COMPANY: O Positive, Jim Jenkins, director

COLORIST: Chris Ryan/Nice Shoes GRAPHICS: Ryan Sears/Big Sky Effects  
SOUND DESIGN: Chris Franklin  
SOUND MIXER: Tom Jucarone/Sound Lounge  
ON-LINE: Chet Hirsch/Big Sky Edit

### **MONTAGE**

Mark Morton, School  
Pfizer: Corporate "Breathe" 1:08  
ASSISTANT: Jackie Roda EXECUTIVE PRODUCER: Sarah Brooks  
AGENCY: Zig CREATIVE DIRECTOR: Martin Beauvais  
AGENCY PRODUCER: Dave Medlock ART DIRECTOR: Mark Puchala  
COPYWRITER: Geoff Morgan  
PRODUCTION COMPANY: Untitled Films, John Mastro Monaco, director; John Houtman, DP  
COLORIST: Eric Whipp/Alter Ego SOUND DESIGN: Mark Morton/School and Grayson Matthews  
ON-LINE: School MUSIC: Grayson Matthews

### **MUSIC/SOUND**

Andrea MacArthur, Peep Show  
Pepsi "Pass" :60  
ASSISTANT: Healy Snow  
AGENCY: TBWA\Chiat\Day LA CREATIVE DIRECTOR: Rob Schwartz/Brett Craig/Joe Shands  
PRODUCER: Anh-Thu Lee  
ART DIRECTOR: Xanthe Hohalek COPYWRITER: Melissa Pipeling/Michelle Lewis  
PRODUCTION COMPANY: MJZ. Dante Ariola, director; Matthew Libatique, DP  
COLORIST: Stefan Sonnenfeld GRAPHICS/ON-LINE: Method LA  
SOUND DESIGN: Brian Emrich @ Trinitite  
SOUND MIXER: Joe Bolen @ Play  
MUSIC: My Generation by The Who, Arrangement: Elias/T Bone Burnett

### **MUSIC VIDEO**

Dave De Carlo, Rooster Post Production  
Julian Plenti (AKA Interpol's Paul Banks) "Games for Days" 3:10  
ASSISTANT: Thomas Hollis EXECUTIVE PRODUCER: Melissa Kahn  
AGENCY: Metador Records (NYC)  
PRODUCTION HOUSE EP: Jannie McInnes  
ART DIRECTOR: Sarah Wilson  
PRODUCTION COMPANY: Revolver Film Company, Javier Aguilera, director; Brendan Steacy, DP  
COLORIST: Walt Biljan, RedLab GRAPHICS, ON-LINE: Dave De Carlo

### **NATIONAL CAMPAIGN**

Jeff Ferruzzo, Outside Edit + Design  
Heineken USA: Dos Equis "Jai Alai" :30, "Treasure Chest" :30, "Self Defense" :15 (same as credits above for "Treasure Chest")

### **NEW/EMERGING/ALTERNATIVE MEDIA**

Jason Grebski, Rooster Post Production  
Mini: Automotive "Hands" :45  
ASSISTANT: Ben Lougheed EXECUTIVE PRODUCER: Melissa Kahn  
AGENCY: TAXI2 CREATIVE DIRECTOR: Lance Martin  
AGENCY PRODUCER: Sam Benson  
ART DIRECTORS/WRITERS: Nathan Monteith, Stefan Wegner  
DIRECTOR/DP: Shawn Zeytinoglu  
COLORIST: Walt Biljan, RedLab  
GRAPHICS/ON-LINE: Mike Bishop, Track & Field VFX  
SOUND DESIGN/MIXER: Clive Desmond, Silent Joe  
MUSIC: Clive Desmond, Silent Joe

### **PUBLIC SERVICE**

Antti Kulmala, Relish  
Environmental Defence: Mothers Against Climate Change, "Demonstration" 1:24  
ASSISTANT: Ashley Monaghan EXECUTIVE PRODUCER: Kate Bate  
AGENCY: Zig AGENCY PRODUCER: Karen Blazer ART DIRECTOR: Briony Wilson COPYWRITER:

Lorraine Tao

PRODUCTION COMPANY: Suneeva. Lewis, director; Jonny Cliff, DP

COLORIST: Robert Thomas - Technicolor GRAPHICS/ON-LINE: 567 Visual Effects

SOUND DESIGN: RMW music – Vlad Nikolic

SOUND MIXER: Tyson Kuteyi MUSIC: Stars

### **SPEC SPOT**

Scott Gibney, Outside Edit + Design

Doritos "Dave/Snack Strong" :30

ASSISTANT: Travis Moore

CREATIVE DIRECTOR/ART DIR/WRITER: Rob Luehrs

PRODUCTION COMPANY: NOLA Pictures. Rob Luehrs, director; Warren Kommers, DP.

COLORIST: Lez Rudge ON-LINE/VFX: Ralph Scaglione

SOUND DESIGN/MIXER: Eric Thompson

### **STORYTELLING**

Kelly Vander Linda, Collective

Washington's Lottery "Dog" :60

ASSISTANT: Chris Ophoven EXECUTIVE PRODUCER: Molly Woodruff

AGENCY: Cole & Weber CREATIVE DIRECTOR: Todd Grant

AGENCY EXEC PRODUCER: Pete Anderson PRODUCER: Jay Howard ART DIRECTOR: Sunshine

Stevens COPYWRITER: Kevin Thomson

PRODUCTION COMPANY: Supply & Demand. Josh Taft, director; Don Davis, DP

COLORIST: Jeff Tillotson/Lightpress GRAPHICS/ON-LINE: Shane Dillon/Lightpress

SOUND MIXER: Scott Weiss/Pure Audio

MUSIC: "Seeds of Night"/The Cave Singers

### **UNDER \$50,000**

Alison Gordon, Relish

Pucker Up Lemonade "Sally" :40

ASSISTANT: Shiv Harrilal EXECUTIVE PRODUCER: Kate Bate

AGENCY: Nat and Lou AGENCY PRODUCER: Geoff Cornish

ART DIRECTOR/WRITER: Alana Nathanson

PRODUCTION COMPANY: Suneeva. Lewis, director; Jonny Cliff, DP

COLORIST: Bill Ferwerda, Notch GRAPHICS/ON-LINE: 567vfx

SOUND DESIGN/MIXER: Grayson Matthews

MUSIC: "and then and then and then"

### **VISUAL EFFECTS**

Maury Loeb, P.S. 260

Starz!: Crash "Crash" :30

ASSISTANT: Jenna Warnecke EXECUTIVE PRODUCER: Zarina Mak

AGENCY: Kirshenbaum Bond Senecal & Partners / NY CREATIVE DIR: Chris Cereda/Jon Goldberg

AGENCY PRODUCER: Sharon Harte

PRODUCTION COMPANY: The Cartel. Snorri Bros., directors; Eric Trembl, DP

MUSIC: Frisbie @ Frisbie

### **BEST OF BOSTON**

Peter Barstis, EditBar

Eastern Bank: Image "I Am" :30

ASSISTANT: Libby O'Flaherty EP: Vanessa Macedo

AGENCY: Conover Tuttle Pace CREATIVE DIRECTOR/WRITER: Grant Pace AGENCY PRODUCER: Sara

March Barber ART DIRECTOR: Mark Bappe

PRODUCTION COMPANY: Picture Park John Huet, director; Will Van Hazel, DP

COLORIST: Billy Gabor, Company 3 GRAPHICS: Vinnie Fugere, Lemonade & Mint ON-LINE: Tim

Kane, Finish

SOUND DESIGN: Peter Barstis

SOUND MIXER: Tom Love-RumbleStrip MUSIC: Dan Miller

### **BEST OF CHICAGO**

Craig Lewandowski, Optimus

Cricket: Cricket Wireless "City Orchestra" :60

ASSISTANT: Chris Mitchell  
EXECUTIVE PRODUCER: Gretchen Praeger PRODUCER: Tracy Spera  
AGENCY: Element79 CREATIVE DIRECTOR: Chris Laubach  
AGENCY PRODUCER: Cheryl Lindquist ART DIRECTOR: Max Stinson  
COPYWRITER: Ron D'Innocenzo  
PRODUCTION COMPANY: GARTNER. James Gartner, director/DP  
COLORIST: Craig Leffel ON-LINE: Mike Weber  
GRAPHICS: Jason Oberg/Patrick Coleman  
SOUND DESIGN/SOUND MIX: John Binder/Joel Anderson  
MUSIC: Adam Schiff/Craig Lewandowski

### **BEST OF DALLAS**

Quan Tran, Radium/Reel FX  
Dickies Apparel "Dickies Wear With Purpose - George" :30  
ASSISTANT: Gina Rivas EXECUTIVE PRODUCER: Gary Banks  
AGENCY: Direct to Client CREATIVE DIRECTOR/PRODUCER: Mark Krauter ART DIRECTOR: Deborah Fox  
PRODUCTION COMPANY: Pretty Good Pictures. David Blood, director/DP  
COLORIST/ON-LINE: Jared Brower GRAPHICS: Seth Olson  
SOUND DESIGN/SOUND MIX: Frank Pittenger, TJ Callaway  
MUSIC: Quack Media

### **BEST OF DETROIT**

Rich Smith, Beast Detroit  
Bud Light Lime: Brand "Can Confessions" :44  
EXECUTIVE PRODUCER: MARIE SCHROEDER – BEAST DETROIT  
AGENCY: DDB CREATIVE DIRECTOR: Mark Gross  
AGENCY PRODUCER: Scott Kemper  
PRODUCTION COMPANY: Supply & Demand; Greg Popp, director; Byron Shah, DP

### **BEST OF LOS ANGELES**

Kirk Baxter, Rock Paper Scissors  
U.S. Cellular: Mobile Service "Shadow Puppets" :60  
EXECUTIVE PRODUCERS: Carol Lynn Weaver & Linda Carlson  
AGENCY: Publicis & Hal Riney CREATIVE DIRECTOR: Roger Camp  
AGENCY PRODUCER: Sara Krider CREATIVE/ART DIRECTOR: Rich North CREATIVE DIRECTOR/WRITER: Adam Koppel  
PRODUCTION COMPANY: Anonymous Content. Garth Davis, director; Ellen Kuras, DP  
COLORIST: Matt Turner, Company 3 SOUND MIXER: Jeff Fuller, Eleven ON-LINE: The Mill

### **BEST OF MINNEAPOLIS**

Charles Gerszewski, Channel Z  
Rapala Fishing Lures "Freedom" :30  
ASSISTANT: Jordan Johnson EXECUTIVE PRODUCER: Ace Allgood  
AGENCY: Pocket Hercules CREATIVE DIRECTOR: Jack Supple  
AGENCY PRODUCER: Lisa Norman ART DIRECTOR: James Lotter  
COPYWRITER: Ryan Burk  
PRODUCTION COMPANY: Folkefilm. Johan Tappert, director; Kjell Lagerroos, DP  
COLORIST: Oscar Oboza, Pixel Farm GRAPHICS: Jordan Johnson  
SOUND DESIGN: Tom Lecher, Echo Boys SOUND MIXER: Ross Nelson, Echo Boys MUSIC: Alex Berglund, Echo Boys  
ON-LINE: Charles Gerszewski

### **BEST OF NEW YORK**

Andrea MacArthur, Peep Show  
Pepsi "Pass" :60 (credits same as above)

### **BEST OF SAN FRANCISCO**

Tim Fender, Beast San Francisco  
U.S. Cellular: "Calling All Communities" :60  
AGENCY: Publicis and Hal Riney CREATIVE DIRECTOR: Roger Camp  
PRODUCER: D.P. Odishoo ART DIRECTOR: Joe Bultman

COPYWRITER: Michael Whelan

PRODUCTION COMPANY: Ruby Pictures. Doug Walker, director/DP

COLORIST/ON-LINE: Dave Burghardt, Beast