NEWS RELEASE

AAON Wins 6 ADDYs at the American Advertising Awards

2024-03-26

We are thrilled to announce that AAON emerged victorious at the 2024 American Advertising Awards, winning 6 ADDYs. Attracting over 40,000 entries every year, this prestigious competition honors the outstanding creativity and innovation within the advertising community. The 2024 ADDY Awards Gala took place on Saturday, February 24, 2024, at The Criterion, marking an exciting night for AAON and its talented collaborators.

Winning these awards is a testament to our strategy of using creative to differentiate ourselves in a highly technical industry. By humanizing our brand using people-driven content, we build stronger connections with customers who are seeking more than just a product. When we introduce the human faces and stories at the heart of our operations, we foster trust and loyalty beyond the transactional.

We work in an industry where technical jargon and engineering specifications have dominated marketing for decades – which makes our unique approach noticeable. We've been able to break through the noise by placing people front and center. This way we can showcase the quality of our products as well as demonstrate the passion and dedication of our team members who build them.

Jeremy Cavness, AAON Marketing Director

Among the standout winners of the evening were AAON's dynamic photograph and video submissions across various categories. To give you a glimpse of these projects, we've included photos and videos showcasing the craftsmanship and dedication behind the scenes. Here are the accolades they earned:

GOLD AWARD

Visual | Art Direction—Single

Entrant: Amatucci Photography

Title: AAON Portraits

Credits: John Amatucci (Photographer), Station8 (Creative Director)

GOLD AWARD

Entrant: Amatucci Photography

Title: AAON Working Shots

Credits: John Amatucci (Photographer), Station8 (Creative Director)

SILVER AWARD

Film & Video | Cinematography—Single

Entrant: Retrospec Films

Title: The AAON Way

Credits: Retrospec Films

SILVER AWARD

Film & Video | Animation Special Effects, Motion Graphics or CGI—Animation, Special Effects or Motion Graphics

Entrant Retrospec Films

Title: AAON Alpha 3D Teaser

Credits: Retrospec Films

BRANDED CONTENT AND ENTERTAINMENT

Silver Award

Entrant: Retrospec Films

Title: AAON - Leading the Charge

Credits: Retrospec Films

BRANDED CONTENT AND ENTERTAINMENT
NON-BROADCAST

Silver Award

Entrant: Retrospec Films

Title: AAON Awards

Credits: Retrospec Films

We are honored to partner with John Amatucci, Station 8 Branding, and Retrospec Films and be recognized for our commitment to excellence and creativity in advertising. As we continue to push the boundaries of innovation, we are committed to telling our story in a way that resonates with our audience and sets us apart in the industry. We extend our heartfelt congratulations to all the talented individuals involved in these award-winning projects!