

MINTZ+HOKE

MINTZ + HOKE HONORED WITH NEW ENGLAND ADDY AWARD

AVON, Conn. (April 12, 2024) – Mintz + Hoke, an Immersively Different advertising agency specializing in building brands since 1971, is proud to announce its pro-bono work for the US Horse Welfare & Rescue has won a silver ADDY at the district level. This award has been automatically entered into the national competition.

[The American Advertising Awards](#) is the advertising industry's largest and most representative competition, attracting over 25,000 entries every year to recognize and reward creative excellence in the advertising world.



The agency's passion for helping its community dates back to its opening in 1971. And when Mintz + Hoke gets the chance to do pro-bono work for an organization improving the lives of others—both humans and animals—that passion increases tenfold.

“As creatives, I think we all strive for those assignments that allow us to address issues we truly care about,” said Chief Creative Officer Sean Crane. “So, when asked if we’d help in the fight to save America’s wild horses, we knew there was going to be a lot of passion and inspired creative thinking from the full team at Mintz + Hoke.”

A three-tiered competition, local entrants across the country first vie for recognition as the very best in their markets. Then, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. The entries that win at the district level are then forwarded to the national stage of the American Advertising Awards.

Silver Winner

- [Saving the Horses Dual Activation](#) – News coverage, red carpet installations, hug-a-horse events and crime scene chalk outlines were just a few ways the agency worked with the US Horse Welfare & Rescue to promote its Mustangs by Moonlight event and amplify the organization’s mission to save America’s wild horses.

“The team really knows how to get scrappy when it counts,” said Associate Creative Director Carla Gonzalez. “Between Trevor Dobrowsky, Sean and I on the creative team and KaLyn McCullough and Amanda Savio on the PR team garnering media attention,

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we pulled together a balanced earned and owned campaign that got horse lovers and animal activists to the screening.”

About Mintz + Hoke

Mintz + Hoke is an Immersively Different full-service advertising agency established over 50 years ago. Today, the agency offers an array of services including branding, campaign analytics, creative, design, digital, event management, media, public relations, research, strategy, and social media services. Mintz + Hoke has been recognized as one of Connecticut’s Best Places to Work by the *Hartford Business Journal*. Connect with them at www.mintz-hoke.com and follow them on [Facebook](#), [LinkedIn](#), [X](#) and [Instagram](#).

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