



MINTZ + HOKE ANNOUNCES WINNING TWO ADDY AWARDS AT THE DISTRICT LEVEL

Mintz + Hoke (April 7, 2023) – [Mintz + Hoke](#), a full-service Immersively Different advertising agency established over 50 years ago, brought home one gold and one silver in the New England American Advertising Awards competition. These awards have 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.

“No matter what business you’re in, it’s always nice receiving recognition for a job well done,” said Sean Crane, Chief Creative Officer. “For advertising creatives, nothing says well done more emphatically than an award from one of the industry’s top creative competitions. Knowing that our work stacks up against the best in the business is great motivation, and validation for all the hard work our team puts in on a daily basis.”



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.

Gold Winners

- Pride365 AR Scavenger Hunt – [Middletown Pride](#)

Silver Winners

- The Ultimate Comfort Food – [Proleeva](#)

“I am so proud of the work the teams and I did on these two projects and am just over the moon thrilled for our clients,” said Carla Gonzalez, Associate Creative Director. “To be able to bring something creatively exciting to fruition on behalf of [Middletown Pride](#) and [Proleeva](#) is simply amazing. But that’s one of the reasons I absolutely love working for Mintz + Hoke—across the board, from senior leadership to accounting, if you bring



an idea forward with real legs, this team is going to give you the room and support to run with it.”

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](#), [Twitter](#) and [Instagram](#).

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