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FOR IMMEDIATE RELEASE

Orlando-based &Barr wins 12 awards, including Best of Show in local ADDYS

ORLANDO, Fla. (March 13, 2024) – [&Barr](#) recently won 12 ADDYS at the annual Orlando American Advertising Awards, recognizing the full-service agency’s creative excellence in advertising. This includes a Best of Show award, four Gold ADDYS and seven Silver ADDYS.

&Barr was awarded Best of Show in Public Service for its work on the Face the Housing Crisis™ campaign for Habitat for Humanity Greater Orlando & Osceola County, which addresses the housing challenges impacting essential service workers in Central Florida and invites local community members to help create positive change.

“I couldn’t be prouder of the effort and sacrifice the team at &Barr makes every day for our clients. Awards are the residual effect of smart and strategic work,” says &Barr Creative Director and Vice President Christian Wojciechowski. “The Golds the Silvers are absolutely respected and worked hard for, but to Win Best of Show in a category of “Public Service” is something completely different and very special. Doing great work for a simple consumer product, a fizzy drink, or even a smartphone is (dare I say and may I be so bold) easy. But to create messaging around such an important and overlooked issue, to draw attention at a legislative level, and to be recognized with Best of Show is just the beginning of the impact this message will create.”

The following is a complete list of &Barr’s latest awards:

ADDYS 2024 Best of Show – Public Service:

- Face the Housing Crisis™; Habitat for Humanity Greater Orlando & Osceola County

Gold ADDYS:

- Integrated Media Campaign: Face the Housing Crisis™; Habitat for Humanity Greater Orlando & Osceola County
- Copywriting: Face the Housing Crisis™; Habitat for Humanity Greater Orlando & Osceola County
- Print Advertising: Face the Housing Crisis™; Habitat for Humanity Greater Orlando & Osceola County
- Elements of Advertising, Cinematography: Visit Space Coast – Countdown; Space Coast Office of Tourism

Silver ADDYS:

- Public Service Television: Face the Housing Crisis™; Habitat for Humanity Greater Orlando & Osceola County
- Elements of Advertising, Visual: Face the Housing Crisis™; Habitat for Humanity Greater Orlando & Osceola County
- Elements of Advertising, Video Editing: Visit Space Coast – Countdown; Space Coast Office of Tourism
- Online/Interactive, Social Media: Space Coast TikTok Campaign; Space Coast Office of Tourism
- Film, Video, & Sound, TV Commercial: Visit Space Coast – Countdown; Space Coast Office of Tourism
- Film, Video, & Sound, TV Commercial: REALTOR® Box of Memories; Broward, Palm Beaches & St. Lucie Realtors®
- Cross Platform Campaign: Visit Space Coast – Countdown; Space Coast Office of Tourism

Conducted annually, Orlando's American Advertising Awards are the first step toward winning a National ADDY. Gold ADDY recipients move forward to a district level and then progress to the national level of the American Advertising Awards to compete for a National ADDY.

About &Barr

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida's oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including Florida's Space Coast Office of Tourism, Massey Services, Rosen Hotels & Resorts, the University of Central Florida and the YMCA of Central Florida, among others. Celebrating more than 65 years in business, &Barr's headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit www.andbarr.co.

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