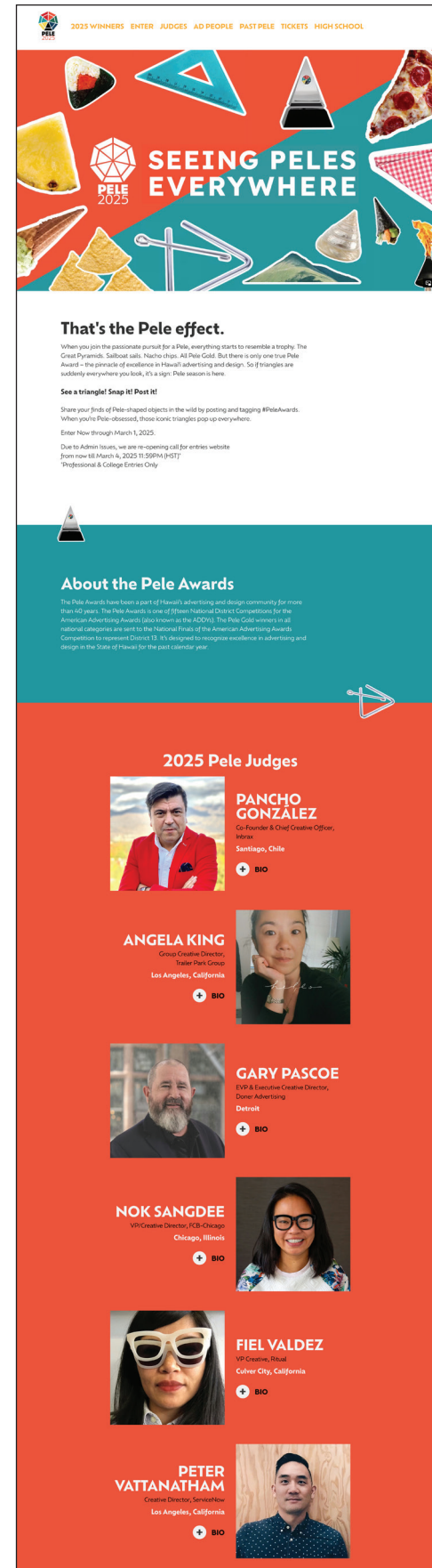


LOGO



WEBSITE

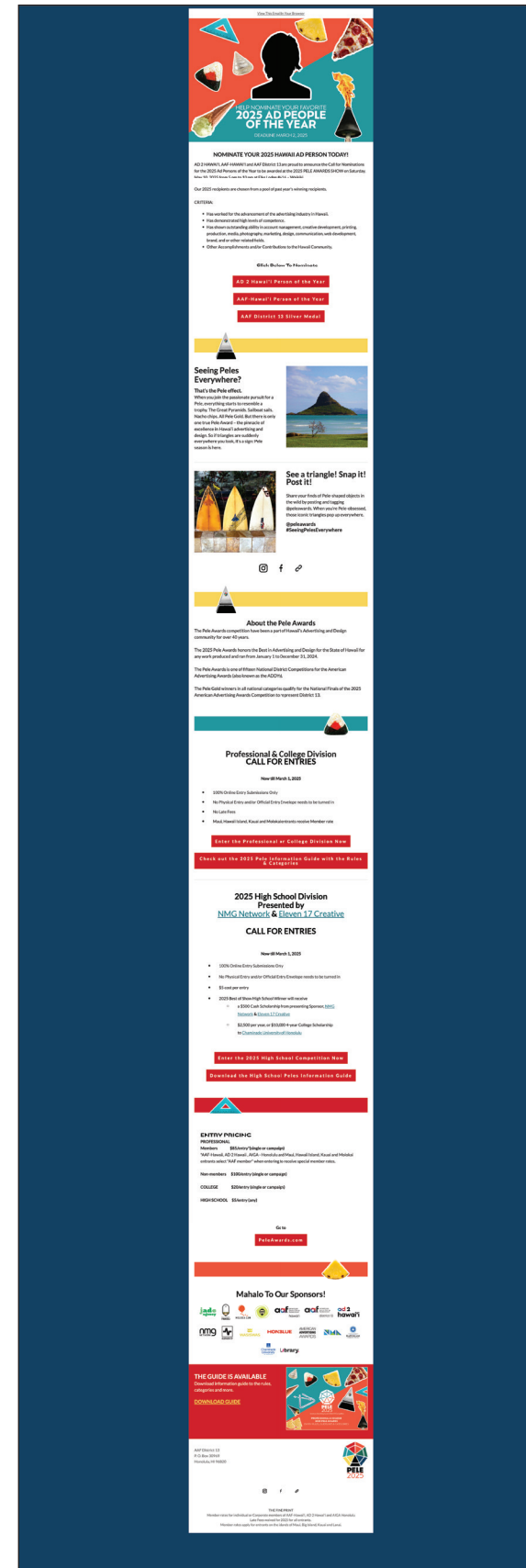


VIDEOS



Show Opening Video

EMAIL CAMPAIGN



SOCIAL MEDIA CAMPAIGN



EVENT SIGNAGE



Podium Banner



Show Agenda

TROPHY



Step & Repeat Banner

The theme of the 2025 Pele (Addy) Award Show was "Seeing Peles Everywhere." That's The Pele effect. When you join the passionate pursuit for a Pele, everything starts to resemble a trophy. The Great Pyramids. Sailboat sails. Nacho chips. All Pele Gold. But there is only one true Pele Award - the pinnacle of excellence in Hawai'i advertising and design. We asked fellow creatives to share their photos of their triangular fines on Facebook & Instagram. And tagging #PeleAwards. When you're Pele-obsessed, those iconic triangles pop up everywhere.



**PELE**  
2025





### Seeing Peles Everywhere?

#### That's the Pele effect.

When you join the passionate pursuit for a Pele, everything starts to resemble a trophy. The Great Pyramids. Sailboat sails. Nacho chips. All Pele Gold. But there is only one true Pele Award – the pinnacle of excellence in Hawai'i advertising and design. So if triangles are suddenly everywhere you look, it's a sign: Pele season is here.



### See a triangle! Snap it! Post it!

Share your finds of Pele-shaped objects in the wild by posting and tagging @peleawards. When you're Pele-obsessed, those iconic triangles pop up everywhere.

@peleawards  
#SeeingPelesEverywhere



SOCIAL MEDIA CAMPAIGN

AMERICAN ADVERTISING AWARDS DISTRICT 13 COMPETITION

**SEE A TRIANGLE!  
SNAP IT!  
POST IT!**

#SEEINGPELESEVERYWHERE

ENTER TODAY AT PELEAWARDS.COM

**MEET PELE '25  
JUDGE #1**

**Gary Pascoe**  
Executive  
Creative Director, EVP  
Doner  
Detroit

**MEET PELE '25  
JUDGE #2**

**Fiel Valdez**  
Creative Director, VP  
RITUAL  
Culver City, CA

**MEET PELE '25  
JUDGE #3**

**Angela King**  
Group Creative Director  
TRAILER PARK GROUP  
Los Angeles, CA

**MEET PELE '25  
JUDGE #4**

**Pancho González**  
Co-Founder &  
Chief Creative Officer  
Inbrax  
Santiago, Chile

**MEET PELE '25  
JUDGE #5**

**Peter Vattanatham**  
Creative Director  
ServiceNow  
Los Angeles, CA

**THANK YOU  
2025 PELE JUDGES!**

PANCHO GONZÁLEZ ANGELA KING GARY PASCOE  
PETER VATTANATHAM NOK SANGDEE FIEL VALDEZ

#SeeingPelesEverywhere  
www.PeleAwards.com

TIME TO NOMINATE YOUR FAVORITE  
**2025 AAF DISTRICT 13  
SILVER MEDAL AWARD**  
NOMINATIONS DUE BY MARCH 2, 2025

AAF DISTRICT 13

TIME TO NOMINATE YOUR FAVORITE  
**2025 AD 2 HAWAII  
AD PERSON OF THE YEAR**  
NOMINATIONS DUE BY MARCH 2, 2025

ad2 hawaii

TIME TO NOMINATE YOUR FAVORITE  
**2025 AAF HAWAII  
AD PERSON OF THE YEAR**  
NOMINATIONS DUE BY MARCH 2, 2025

AAF HAWAII

**2025 AAF-HAWAII  
AD MAN OF THE YEAR**

**Adrian Walker**  
Creative Director  
& Copywriter,  
Anthology Finn Partners

**2025 AAF-HAWAII  
AD WOMAN OF THE YEAR**

**Lindsay Schedler**  
Managing Director -  
West Coast  
MVNP

**2025 AAF-HAWAII  
EXTRA MILE AWARD**

**Karen Brizendine**  
Freelance  
Animation,  
Motion Graphics  
& Visual Effects

**AAF DISTRICT 13  
SILVER MEDAL AWARD**

**Kristina Lockwood**  
Vice President  
& General Manager  
KHON2

**2025 AD 2 HAWAII  
PERSON OF THE YEAR**

**Jade Lun**  
Founder  
& Creative Director  
Jade Agency Hawaii

**2025 AD PEOPLE  
OF THE YEAR**

AD 2 HAWAII PERSON OF THE YEAR: JADE LUN, FOUNDER & CREATIVE DIRECTOR, JADE AGENCY HAWAII  
AAF HAWAII EXTRA MILE AWARD: KAREN BRIZENDINE, FREELANCE ANIMATION, MOTION GRAPHICS & VISUAL EFFECTS  
AAF HAWAII AD WOMAN OF THE YEAR: LINDSAY SCHEDLER, MANAGING DIRECTOR - WEST COAST, MVNP  
AAF HAWAII AD MAN OF THE YEAR: ADRIAN WALKER, CREATIVE DIRECTOR & COPYWRITER, ANTHOLOGY FINN PARTNERS  
AAF DISTRICT 13 SILVER MEDAL AWARD: KRISTINA LOCKWOOD, VICE PRESIDENT & GENERAL MANAGER, KHON2

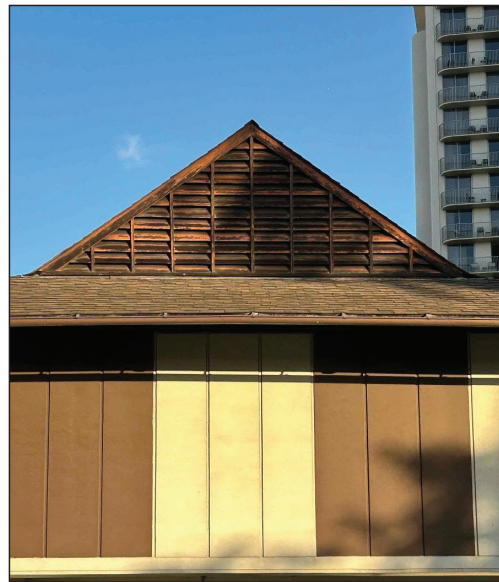
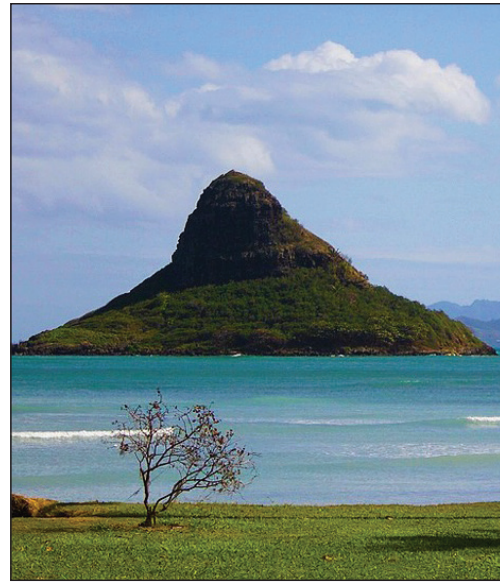
THE PELE AWARDS IS AN AMERICAN ADVERTISING AWARDS DISTRICT 13 COMPETITION

**TWO  
MORE  
DAYS  
TO  
ENTER**

PELE 2025

**THANK YOU  
FOR  
ENTERING!**

PELE 2025





2025  
PELE  
AWARDS  
SHOW

# SEEING PELES EVERYWHERE

PRESENTING SPONSOR

**HAWAII  
PACIFIC  
HEALTH** | KAPIOLANI  
PALI MOMI  
STRAUB BENIOFF  
WILCOX

CREATING A HEALTHIER HAWAII

PELE GOLD SPONSORS



American Advertising Awards District 13 Competition

STEP & REPEAT BANNER



STEP & REPEAT BANNER

