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FOR IMMEDIATE RELEASE

Orlando's &Barr triumphs at local ADDYs with 10 wins, including two Best of Shows

ORLANDO, Fla. (Feb. 26, 2024) – [&Barr](#) recently earned 10 ADDY Awards at the prestigious American Advertising Awards, a testament to the agency's bold creativity and excellence. This impressive haul includes two Best of Show awards, three Gold ADDYs, four Silver ADDYs and the distinguished Outstanding Leader ADvocate award, further reinforcing &Barr's standing as a leader in the industry.

"When your work is recognized and rewarded by others, it's an incredible feeling—one I wish everyone could experience," says &Barr Creative Director and Vice President Christian Wojciechowski. "In this industry, we dedicate ourselves to our craft every single day, 365 days a year. It's a way of life. So, when you're honored for the fourth consecutive year with a "Best of Show," it's a constant reminder that this team is among the most talented creatives in the state. I'm the luckiest Creative Director in the world to have them on my side."

&Barr clinched Best of Show in Print for its visionary work on [Rosen Hotels & Resorts' Runway Zine](#) campaign. By transforming each property into a unique work of art through high-fashion photography, the campaign crafted a striking visual narrative that elevated the hospitality giant above its competition.

The second Best of Show win came in Public Service for the agency's transformative work on [Central Florida Public Media's Brand Identity](#). &Barr reimagined the nonprofit's presence, crafting a bold new identity that positions it as more than just a radio station or NPR affiliate. The refreshed branding underscores its role as a trusted, fact-driven news source serving Central Florida's diverse and dynamic community.

The agency's Group Account Director [Rebekah Essick](#) was also recognized at the event, receiving the Outstanding Leader ADvocate Award, which honors an individual who exemplifies exceptional leadership qualities and positively influences their team. Essick's 12-year tenure with &Barr is a testament to her dedication, resilience and capacity for impactful leadership.

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

ADDYS 2025 Best of Show – Public Service:

- Central Florida Public Media Brand Identity

ADDYS 2025 Best of Show – Print:

- Rosen Runway Zine, Rosen Hotels & Resorts

Gold ADDYS:

- Print: Rosen Runway Campaign, Rosen Hotels & Resorts
- Sales & Marketing (Direct Mail): Rosen Runway Sales Tour Invitation, Rosen Hotels & Resorts
- Public Service: Central Florida Public Media Brand Identity, Central Florida Public Media

Silver ADDYS:

- Film, Video & Sound, TV Commercial: Massey Miniature Moments, Massey Services Inc.
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- Elements of Advertising (CGI): Space Coast Credit Union Watchdog Creation, Space Coast Credit Union
- Self-Promotion: Night at the Museum, &Barr

ADvocate Award:

- Outstanding Leader: Rebekah Essick, &Barr

Conducted annually, Orlando's American Advertising Awards are the first step toward winning a National ADDY. &Barr's Gold and select Silver ADDYs will move forward to a district level on April 25 and then progress to a national stage of the American Advertising Awards.

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, Space Coast Credit Union and the YMCA of Central Florida, among others. Celebrating more than 67 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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