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FOR IMMEDIATE RELEASE

Orlando advertising agency secures five District 4 ADDYs

ORLANDO, Fla. (May 15, 2025) — &Barr announces five ADDYs at the American Advertising Federation's (AAF) District 4 American Advertising Awards, including a Gold Print for Rosen Hotels & Resorts Rosen Runway Zine. The agency's performance cements its place among the top creative teams throughout Florida and the Caribbean.

"It's an incredible feeling when your name is called. It's truly a privilege to be constantly surrounded by the remarkable talent within this agency. &Barr is home to some of the most uniquely brilliant strategists, creatives and producers I've ever come across in this fabulous, infinite game we've all chosen to play," says Christian Wojciechowski VP, Creative Director. "It's all about consistency. The work we deliver is a beautiful ballet of left-brain and right-brain compromises—deliberate, thoughtful and brave, leading us to award-winning outcomes year after year. I am part of an incredible team of 51 individuals that when, '&Barr wins Gold' is announced, we all feel a tremendous feeling of pride that we did it right... again."

The following is a complete list of &Barr's District 4 ADDYS:

Gold ADDYS:

- Print: Rosen Runway Zine, Rosen Hotels & Resorts

Silver ADDYS:

- Film, Video & Sound, TV Commercial: Massey Miniature Moments, Massey Services Inc.
- Print: Rosen Runway Campaign, Rosen Hotels & Resorts
- Public Service: Central Florida Public Media Brand Identity, Central Florida Public Media
- Self-Promotion: Night at the Museum, &Barr

This comes as a continuation of &Barr's recent streak of awards, including 10 local ADDYs at the Orlando American Advertising Awards in February with two Best of Show honors for its work on [Rosen Hotels & Resorts' Runway Zine](#) campaign and in Public Service for the agency's transformative work on [Central Florida Public Media's Brand Identity](#) and an Outstanding Leader ADvocate Award honoring the agency's Group Account Director [Rebekah Essick](#).

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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