



# 2018 LOCAL ADDY AWARD

**Samsung / The-Frame**

Triad Retail Media for Samsung for Sam's Club

**ELEMENTS OF ADVERTISING**

**Innovative Use of Interactive/Technology**

Frank Sorbello, Creative Director  
David Bermudez, AD/Design  
Axel Tirado, Design  
Christian Homme, Copy  
David Ortiz, Developer

A handwritten signature in black ink, likely belonging to Jennifer Peterson.

Jennifer Peterson, President/American Advertising  
Awards Chair, AAF Tampa Bay

