



PRESS RELEASE

For details and information contact:

Kathy Kiely, President of The Ad Club

617-413-1104

kathy@adclub.org

ARNOLD WORLDWIDE WINS BEST OF SHOW FOR THE ASPEN INSTITUTE / PROJECT PLAY AT 60th ANNUAL HATCH AWARDS

BOSTON, MA – The 60th Annual Francis W. Hatch Awards, presented by The Ad Club, announced the 2020 winners for creative excellence in advertising last night during their first-ever virtual event, to an audience of nearly 700. This year’s event featured musical entertainment and appearances by Boston icons such as Mayor Marty Walsh, and Lead Singer of the Drop Kick Murphys Ken Casey. The Hatch Awards are New England’s most prestigious awards for creative branding and marketing. With award categories ranging from print to TV, broadcast to digital, and mobile to web-based content, the Hatch Awards continued in its tradition of celebrating the very best in advertising in the region. Nearly 850 creative pieces from New England-based brands and agencies were entered for consideration, including work submitted by students from Boston-area colleges and universities, currently studying to join the creative workforce in the future.

“I was really impressed with the Hatch entries in terms of the wide variety of work, tone and execution. There was a lot of very fresh thinking, creative use of technology, and beautiful design work that was very well-crafted,” said Hatch judge Bianca Guimaraes, Executive Creative Director at Mischief.

Advertising agency Arnold Worldwide took home the coveted Best of Show award for Washington D.C.-based client The Aspen Institute / Project Play for achievement in the Media is the Message category for their entry “Don’t Retire Kid.” The spot’s originality and message drew worldwide attention and sparked global conversation.

Digitas was another notable winner, taking home the largest number of Hatch Bowls, with a total of 16. This included 11 gold and 4 silver awards, and a specialty award for Sue DeSilva, EVP/ECD of Digitas Boston, who was one of three Legend Award recipients. Other companies with strong showings included Connelly Partners, Hill Holliday, Liberty Mutual Copper Giants, MullenLowe, NAIL Communications and Venables Bell + Partners.

Said Kathy Kiely, President of The Ad Club, of this year’s awards: “The creative advertising community has really banded together and shown their strength and resilience over this last year. We decided to waive entry fees as a way to boost morale and support the community in hopes of enabling participation. It turned out we saw some of the most innovative and inspiring work yet.”

By the end of the night, 184 Gold, Silver, and Bronze Awards were presented to ad agencies, in-house creative shops, and students. For additional information, visit www.theadclub.org/hatch60.

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ABOUT THE AD CLUB

The Ad Club is the trade association for the companies at the intersection of technology and branding. Focused on networking, education, professional development, advocacy, and diversity, The Ad Club presents over 40 events and programs every year. Legacy events like the Hatch Awards, Women’s Leadership Forum, Media Auction, and Rosoff Awards run side-by-side with the latest in new media and the digital landscape. The Ad Club’s membership represents best-in-class advertising agencies, media companies, and brands in the New England region. For more information on The Ad Club visit www.theadclub.org.