Background: The organization was founded in 1913 and is over 100 years old. It suffered from the effects of COVID-19 and made the ill-advised decision to stop collecting dues in 2020. The organization began rebuilding in January 2025 and was officially relaunched in June 2025. This was the first awards show of the newly invigorated organization.

The Objective for the Video: To show the excitement and the new energy of the organization, tying into the promotional item, a kaleidoscope, that was sent to the creative directors in the market with a "teaser" to watch for the Call for Entries.

In the video, kaleidoscope "shapes" appear. With the dramatic sound of breaking glass, the kaleidoscope shapes are shattered. Followed by, "Welcome to the Renewed AD CLUB CT," and ending with the line, "This is the Future."

Thoughts/Background on the Theme of 2025 Awards Show:

"Change the Optics"

How a marketing strategy can alter consumers' perception of a product or service.

• How the perception of the advertising industry (from both internal and external views) has changed over the years,

in part due to the:

— shift from traditional advertising to digital marketing,

— ascent of social media (speaking of optics!),

— increase use of data-driven insights (plus the AI blessing/conundrum),

— and a focus (or at least the perception of) personalization for every consumer.

All this informs how marketing professionals use optics and perception to control the narratives of the stories we tell.

Let's play with perception. Because, who doesn't love a good optical illusion? And, although perceptual illusions are fun, they also have interesting implications about how we perceive the world around us.

OPTICAL ILLUSION: what appear to be wavy lines and lines at an angle are actually straight horizontal and vertical lines (see below).


AWARDS SHOW 2025