

**FOR IMMEDIATE RELEASE:**

**Northwestern Michigan Production Company Wins Two Gold and Best of Show at West Michigan ADDY Awards**

On Thursday, March 27, the 2025 West Michigan ADDY Awards were held in Grand Rapids. The event, hosted annually by the American Advertising Federation (AAF) at local, district and national levels, honors the best entries in each tier. The AAF's mission with this competition, according to its website, is "to recognize and award the creative spirit of excellence in the art of advertising." Over 25,000 entries are submitted every year nationwide for the initial judging.

At this year's ceremony, Brick House Interactive, a small, family-owned interactive media production company with offices in Northwestern Michigan and the Grand Rapids area, won two Gold ADDY Awards and Best of Show for its "FANUC America Happy Holidays 2024" submission.

The winning entry was a 90-second animated holiday video produced for FANUC America Corporation. FANUC America, based in Rochester Hills, Michigan, is a global industrial automation leader whose innovative technologies and expertise help manufacturers maximize productivity, reliability and profitability. The animated video features a holiday village where Santa and his elves interact with FANUC's line of easy-to-use CRX Collaborative Robots.

Brick House Interactive has worked with FANUC America for 12 years, producing live action videos, animated videos, websites, and augmented reality. This year's award winner is the 11th animated holiday video they have produced for the company.

Two key creative specialists at Brick House Interactive contributed to the making of the video. Jim Sundberg was the producer, director and project coordinator for the video, and Ryan Sundberg was the animator, editor and visual effects artist. Ryan has also recently contributed 3D animation and visual effects work to several major motion pictures from Sony, Netflix and Disney.

Brick House Interactive's services include web design, programming, video production, 3D animation, visual effects, and photography. The company has been in business since 2013.

**View the winning video at [BrickHouseInteractive.com](https://www.brickhouseinteractive.com)**

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