MINTZ+HOKE

Mintz + Hoke Earns Bronze at The Drum's 2026 B2B Creative Aces

AVON, Conn. (Nov. 13, 2026) — Mintz + Hoke, a Connecticut-based brand-building advertising agency, was recognized with a bronze award from The Drum's 2026 B2B Creative Aces for its 2025 holiday album.

The Drum B2B Awards recognize the campaigns and teams embracing and making lasting change.

As clients everywhere were asking about AI, the agency chose to answer with a piece of work instead of a point of view. It created *Here We Come A-WassAIling*, a 12-track holiday parody album that showcases its team's ability to blend human creativity with generative AI.

From songwriting and music production to illustration, packaging and a surprise vinyl pressing, every touchpoint showcased how the team uses emerging technology to amplify ideas, not replace them.

To maximize impact, the agency paired an animated email with a dedicated listening experience before surprising select clients and agency partners with professionally pressed vinyl records. The coordinated rollout transformed a seasonal promotion into a memorable demonstration of the agency's capabilities.

About Mintz + Hoke
Mintz + Hoke is an Immersively Different full-service advertising agency established over 50 years ago. Today, the agency offers an array of services, including branding, campaign analytics, creative, design, digital, event management, media, public relations, research, strategy, and social media services. Mintz + Hoke has been recognized as one of Connecticut's Best Places to Work by the Hartford Business Journal. Connect with them at www.mintz-hoke.com and follow them on Facebook, LinkedIn and Instagram.

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