

aaf[®] district 7

2024-2025

american advertising awards

addy[®] award winners

AMERICAN
ADVERTISING
AWARDS

committee



SARAH JONES

District 7 American Advertising Awards
Chair and AAF Eastern Region
Immediate Past Chair



AMY RIDDLE

District 7 Board Chair & AAF District 7
Representative to N3AC Committee

volunteers

WINNERS BOOK DESIGN

KANE KILLGORE

WINNERS REEL PRODUCTION

CHRISTINA RHOADES

special
thanks

aaf® district 7

judges

PROFESSIONAL ENTRIES



BRIDGET DEUTZ

Founder/Chief Marketing Strategist,
Greenline Marketing

Bridget Deutz is the Founder & Chief Marketing Strategist at Greenline Marketing. She has 10+ years of experience in marketing and communications in both in-house and agency settings. She has a Bachelor's degree in Communication from The College of Saint Benedict & Saint John's University. Bridget enjoys working with businesses of all sizes as well as contracting with great agencies. She specializes in marketing strategy, inbound marketing, HubSpot execution, SEO, content creation, user experience, and digital marketing best practices.



KEVIN FULLERTON

Principal/Creative,
Springboard Creative

Kevin Fullerton is an award-winning designer and creative director. He has helped start companies, developed new brands and mentored up-and-coming creatives. In 2006, he made the ultimate leap when he opened Springboard Creative. Kevin has worked on hundreds of brands including Sprint, John Deere, Kansas Speedway, several colleges, cities and non-profits, as well as more-than-he can-count startups.

Kevin served as AAF Central Region chair, AAF District 9 governor, AAF-Kansas City president and National American Advertising Awards Committee member. He is also an in-demand judge, speaker and lecturer. In 2019, Kevin was recognized as AAF-Kansas City's Advertising Professional of the Year. In 2011, he was honored with the Distinguished Alumni Award from Northwest Missouri State University.



LAURA HAND

Founder & CEO,
Laura Loo Experience Design

Laura Hand is the founder of Laura Loo Experience Design, where she serves as a fractional CMO for cannabis brands, wellness retreats, and mission-driven organizations. With over 17 years in marketing and 14 American Advertising Awards to her name, she brings visionary strategy and soulful experience design to brands that want to stand out. She's also a national creative competition judge and a proud advocate for cannabis travel and plant-based wellness. Learn more at www.customerdelightprocess.com

judges

PROFESSIONAL ENTRIES



STEFAN MUMAW

Director of Narrative Strategy,
First Person

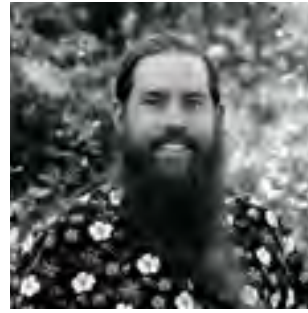
Stefan Mumaw is the Director of Narrative Strategy at First Person, a Bay Area headquartered story and experience design shop. He has authored six books, the most recent being Creative Boot Camp, a 30-day crash course on creativity. Previously, he authored Chasing the Monster Idea, co-authored Caffeine for the Creative Team and Caffeine for the Creative Mind with Wendy Lee Oldfield, as well as Redesigning Websites and Simple Websites. He has spoken at numerous creative industry gatherings over the years and been known to embarrass himself and those around him if given the opportunity.



VALERIE SAMPSON

CEO & Creative Director,
Sampson House

Valerie Sampson is the CEO and Creative Director of The Sampson House, an award-winning digital marketing agency based in the Midwest. With a background in photography, design and business, Valerie co-founded the agency in 2015. Valerie's leadership has been instrumental in guiding the agency through significant growth over the past 10 years. She has built a dynamic team of creatives and strategists specializing in digital marketing, social media and modern marketing. Valerie's commitment to excellence and her passion for storytelling have positioned The Sampson House as a trusted partner for clients across various industries, including agriculture, financial services, law, lifestyle brands and healthcare. Her vision continues to inspire her team and drive the agency's success in the Midwest and beyond.



CARL VERVISCH

Creative Director,
TheCarl.com

Between running a midsize agency for ten years and freelancing ever since, Carl likes to say he's been unemployed for most of his adult life. More to the point, he's been creating award-winning creative of all shapes and sizes since the turn of the millennium. Carl's current focus on short-form documentary storytelling most recently netted him a Davey Award in 2024, and he operates out of a home base in sunny Tampa, Florida with his wife and three cats



BRADLEY WASISWAS

Founder,
Wasiswas

Brad is the Founder, Creative Director, and Copywriter behind Wasiswas (pronounced Was-Is-Was), a boutique creative studio in Honolulu, Hawai'i where billboards are banned, aloha shirts are proper business attire, and putting pineapple on your pizza is just wrong. Over his 30-year career, he has worked on causes and clients ranging from anti-smoking and pro-voting campaigns to children's hospitals and poke bowl eateries (Hawaiian-style fast food). A lifelong Hawaii resident, Brad has earned multiple awards from the American Advertising Federation, District 13 — including Young Ad Person of the Year (1993), Ad Man of the Year (2003), and the Silver Medal Award (2021). His work can be viewed at [wasiswas.com](https://www.wasiswas.com).

judges

STUDENT ENTRIES



JOSEPH MAYERNIK

President & Co-Founder,
Brandtatorship

Meet Joe, the Owner and Executive Creative Director of Brandtatorship, a boutique advertising agency in western New York. Standing tall at 6'4", it's little wonder Joe likes thinking big in his strategic approach to communications in all facets of advertising, both regionally and nationally. A song-and-dance and DJ man, Joe is also known as a nationally and internationally recognized Creative Director, where, throughout his career, he has played a pivotal role in shaping the brands of renowned companies such as Tek Experts, Textron, NYSEG/RG&E, The Rochester Philharmonic Orchestra, and others.

Beyond his role at Brandtatorship, Joe dedicates his time as the Governor of District 2 of the American Advertising Federation. His expertise shines across a diverse range of disciplines, including art direction, website design, digital marketing, broadcast production, illustration, and social media. This multifaceted skill set allows Brandtatorship to thrive as a creative powerhouse. Forging innovative ideas and empowering clients to craft comprehensive and impactful campaigns that help them take charge of their brands.



DANIELLE SALLEY

Owner,
Danielle Salley Creative

Danielle Salley is a freelance creative director and designer with a background in branding, advertising, and web development. Located in South Carolina, Danielle has nearly 20 years of experience working in the advertising industry. In 2023, she started her own company, Danielle Salley Creative, and co-hosts the "Ghost Boss: Stories About the Freelance Afterlife" podcast.

Her passion for advertising is seen through her dedication to the American Advertising Federation (AAF) where she has been awarded National President of the Year (AAF Midlands, 2014), Member of the Year (AAF Midlands, 2016), National Governor of the Year (AAF District 3, 2020), Legion of Excellence (AAF District 3, 2024) and is a Silver Medal recipient (AAF Midlands, 2021). She also served on the AAF National Board of Directors from 2019 to 2024.



KRISTINA TURNER

Director of Marketing and Storytelling,
Jeremiah Program

Kristina is an award-winning creative, art director and brand strategist bringing proven creative strategy, vision, communication, leadership, and management capabilities to brands in editorial, advertising and marketing. With over a decade of experience working for in-house agencies, she has a focus on rethinking legacy brands, overseeing digital experiences, video production, and visual storytelling.

Kristina is currently the Senior Director of Marketing and Storytelling for the Jeremiah Program. Previously she was Senior Creative Lead at the Southern Poverty Law Center for 10 years. She also has proudly served on the board of the American Advertising Federation Montgomery chapter for several years and as well as AAF District 7.

student **best** **of show**

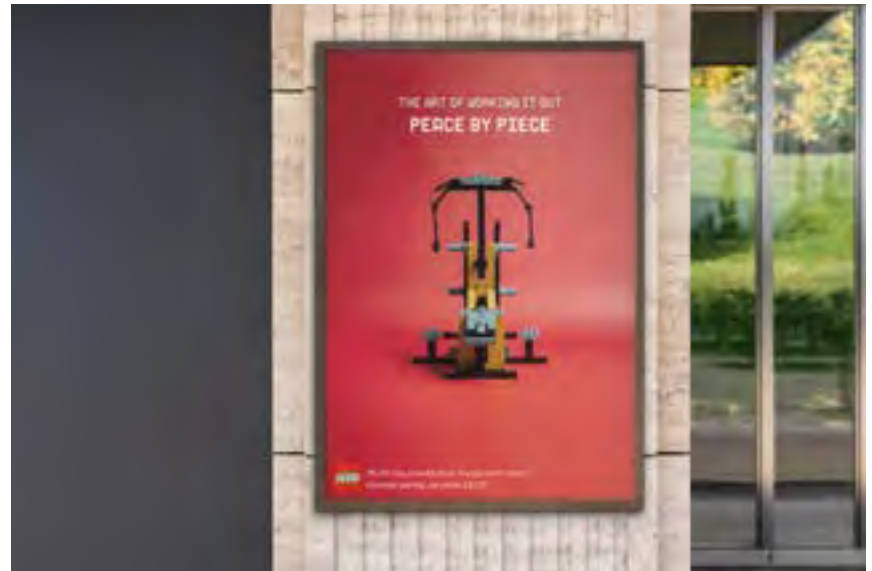
addy® award winners

LEGO – Peace by Piece

OVERALL BEST OF SHOW



VIEW REEL
FOR VIDEO
COMPONENTS



PEACE BY PIECE
Savannah College of Art and Design

Nova Magazine Vol 2

BEST OF PRINT



TESS LITTLE
Chattanooga State

Robin by Reuters Browser Extension

BEST OF DIGITAL

The media is a controversial subject these days.
With the rise in tension between political parties, particularly in the Western world, there
becomes less and less trust in media.

As a result, there are many more media outlets now than ever before
that deliberately deceive and misinform for financial gain and political power.

This makes it more challenging for media consumers
to access trustworthy information.



Robin by Reuters is a free browser extension that summarizes news stories from major outlets, keeping all the truths of the story and eliminating falsehoods. The browser extension researches all the facts of the story and lists any exaggerations, editorializations, or misinformation – so any news reader. The extension will appear in the first in the search results on the search page. If someone has selected an article, the extension will show up as a small box in the article title that it will contain a summary of the article and a reliability rating from 1-100%.

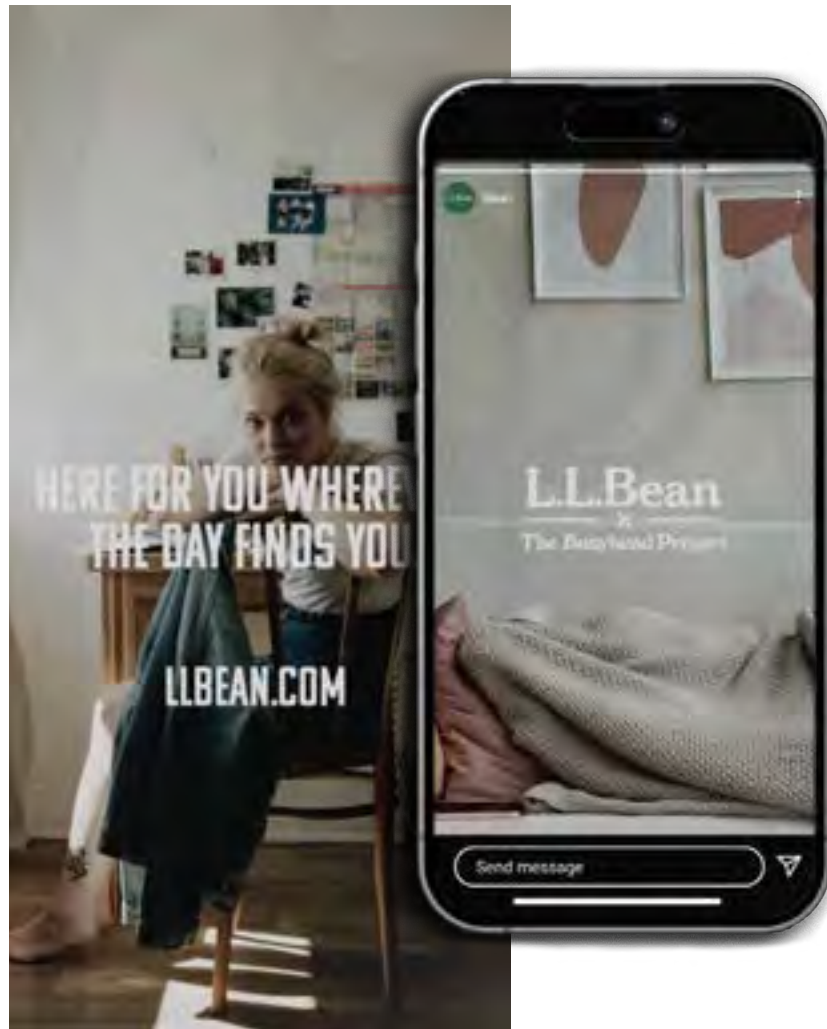


**VIEW REEL
FOR VIDEO
COMPONENTS**

ARMEN MANIS FISHER
Savannah College of Art and Design

LL Bean & Mental Health

MOSAIC ADDY® AWARD



VIEW REEL
FOR VIDEO
COMPONENTS

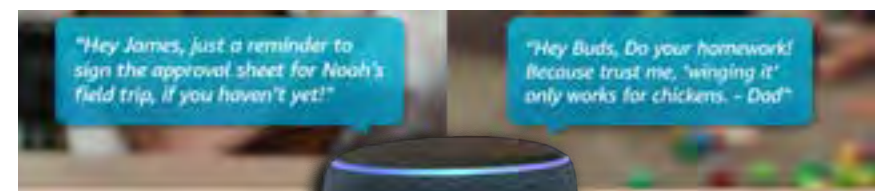
VIEW REEL
FOR VIDEO
COMPONENTS

JOSH STEPHENS

Savannah College of Art and Design

Alexa x Help Dad – Impact For A Cause

MOSAIC ADDY® AWARD



VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

**ANUKRITI AGRAWAL, RIYA AMEET MEHTA,
ANKITA D'SOUZA & GITIKA ROHRAS**

Savannah College of Art & Design

Comments from Judge:

"These well-designed posters are topical and very poignant. The illustrations and the design support the message and does so in a playful but powerful way. I want a set for my local library."

Invisawear – Women Live Differently

JUDGES CHOICE AWARD



EDIE TOMKA & MAGGIE FORTH

The University of Alabama

Comments from Judge:

"This piece effectively showcases how a small, intentional change in both message and photography can create a significant impact. This campaign resonates deeply with women everywhere, reflecting their everyday experiences rather than just serving as a marketing effort. The stunning photography enhances the emotional and empowering tone of the campaign, making it both visually captivating and purpose-driven. Overall, it stands out on every level."

Goodwill – Secondhand Is The Best

JUDGES CHOICE AWARD



**VIEW REEL
FOR VIDEO
COMPONENTS**

AINSLEY OVERHOLT & MAGGIE FORTH

The University of Alabama

Comments from Judge:

"It's refreshing to see an idea with a more traditional media approach executed perfectly. The main line, 'Firsts Are The Worst' reads differently with each visual. I also appreciate the lack of body copy. The student could have chosen to spell out Goodwill's benefits with crafty headlines/copy detailing how a first kiss or the first summertime job can be awkward. Instead, they showed restraint and allowed our own personal firsts to fill in the blank to write the body copy for us."

Okiboru Manga Menu

JUDGES CHOICE AWARD



ANNALISA MENDOZA
Miami Ad School Atlanta


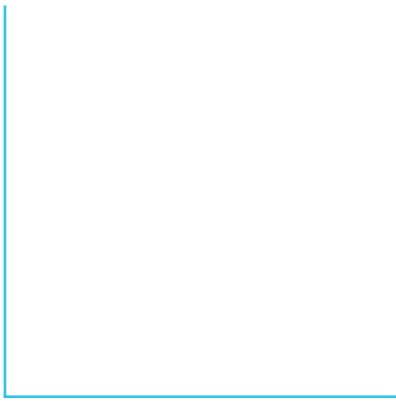
Comments from Judge:

"Designing only using black, white and red was a bold choice. I love how far they were able to push it using type, color and simple elements. And the illustrations perfectly tie it all together."

Congratulations to the student special award winners!

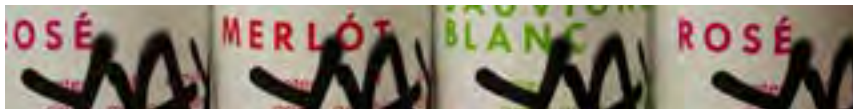
student gold

addy® award winners



Yay

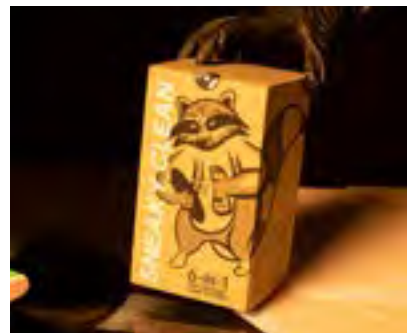
SALES PROMOTION > PACKAGING



REESE YARBROUGH
The University of Alabama

Stash House Records Packaging

SALES PROMOTION > PACKAGING



**VIEW REEL
FOR VIDEO
COMPONENTS**

RYLEY CALHOUN
University of Louisiana at Lafayette

Bare Bones Tattoo Needle Cartridges

SALES PROMOTION > PACKAGING



MIA STOWE
The University of Alabama

Frist Gala

COLLATERAL MATERIAL > SPECIAL EVENT MATERIAL



HALLE HARRIS
Watkins College of Art and Design at Belmont University

Nova Magazine Vol 2

COLLATERAL MATERIAL > PUBLICATION DESIGN > MAGAZINE

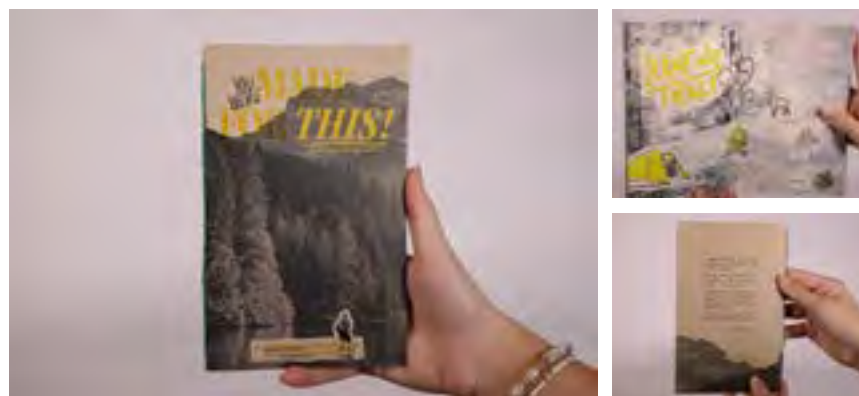


NOVA

TESS LITTLE
Chattanooga State

MADE FOR THIS!

COLLATERAL MATERIAL > PUBLICATION DESIGN > MAGAZINE



VIEW REEL
FOR VIDEO
COMPONENTS

CLAIRE PHEGLEY
Samford University

Mass Shootings USA Poster

OUT-OF-HOME > POSTER



SOFIA VON DER SCHULENBURG
Tulane University

LEGO – Peace by Piece

OUT-OF-HOME > CAMPAIGN



PEACE BY PIECE

Savannah College of Art and Design
Pankhuri Joshi, Art Director + Graphic Designer
Kanchan Chhabria, Copywriter + Image creation
Karan Pimpale, Copywriter + Research
Annel Sosa, Designer + Research

Memorial Health Cardiology Campaign

OUT-OF-HOME > CAMPAIGN



SANYA KARNANI

Savannah College of Art and Design

Goodwill – Secondhand Is The Best

OUT-OF-HOME > CAMPAIGN



AINSLEY OVERHOLT & MAGGIE FORTH

The University of Alabama

Costa Coffee

SOCIAL MEDIA CAMPAIGN



COSTA CHAP TAKES ATL

Savannah College of Art and Design

Ariana Spitaleri, Art Direction & Strategy

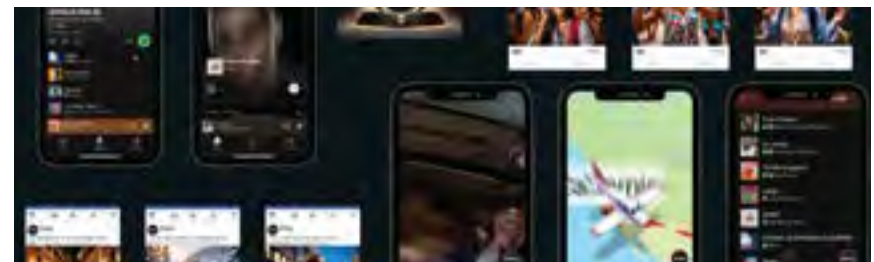
Keelan Ontiveros, Art Direction & Strategy

Shravya Raghupathy, Art Direction & Video Editing

**VIEW REEL
FOR VIDEO
COMPONENTS**

Rimas Music: Going Global

SOCIAL MEDIA CAMPAIGN



**VIEW REEL
FOR VIDEO
COMPONENTS**

**VIEW REEL
FOR VIDEO
COMPONENTS**

JOLIAM M. REYES CONCEPCION

Savannah College of Art and Design

Robin by Reuters Browser Extension

APP



VIEW REEL
FOR VIDEO
COMPONENTS

ARMEN MANIS FISHER
Savannah College of Art and Design

My Visual Portfolio

TELEVISION ADVERTISING



VIEW REEL
FOR VIDEO
COMPONENTS

SANDHYA MICHELLE PURI
Savannah College of Art and Design

Friendly's Rebrand

CONSUMER CAMPAIGN



EMILY PEARL CULLINANE
Savannah College of Art and Design

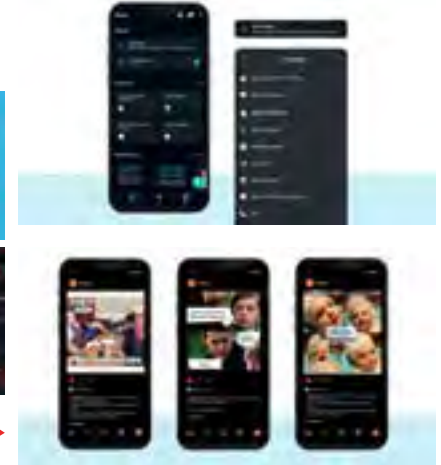
Alexa x Help Dad – Impact For A Cause

CONSUMER CAMPAIGN



VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS



ANUKRITI AGRAWAL, RIYA AMEET MEHTA, ANKITA D'SOUZA & GITIKA ROHRA
Savannah College of Art and Design

Listen to the Wordle

CONSUMER CAMPAIGN

VIEW REEL
FOR VIDEO
COMPONENTS

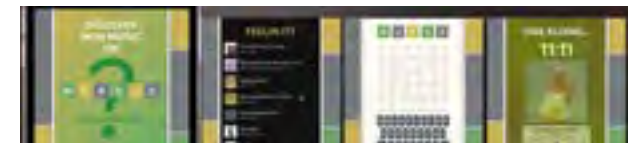
VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
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COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS



ANUKRITI AGRAWAL & GABRIELA MORENO ULLOA
Savannah College of Art and Design

Invisawear – Women Live Differently

CONSUMER CAMPAIGN



EDIE TOMKA & MAGGIE FORTH
The University of Alabama

Costa Farms – Plants with Benefits

COPYWRITING



COSTA FARMS – PLANTS WITH BENEFITS

Savannah College of Art and Design
Tanvi Senapati, Copywriter, Art Director, Creative Strategist
Shravya Raghupathy, Illustrator, Art Director, Creative Strategist
Josh Novick, Image Creation, Research, Graphic Design

Optima x Chinese Dynasties

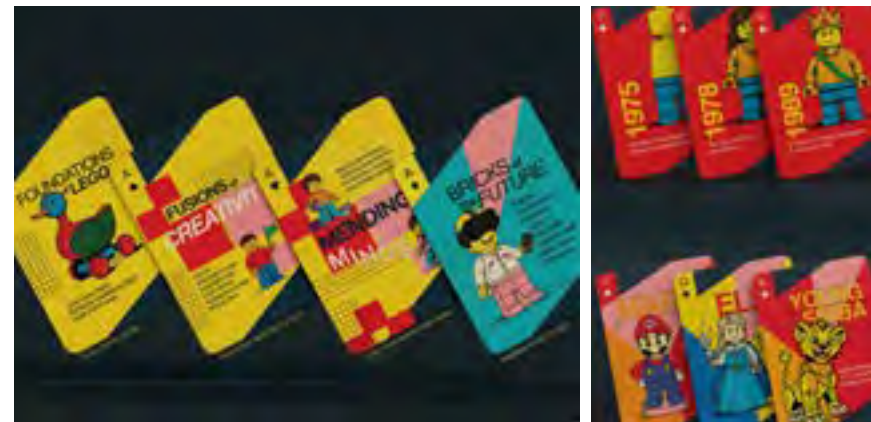
ILLUSTRATION CAMPAIGN



JIYA REN
Savannah College of Art and Design

The Classics – Lego x Helvetica

ILLUSTRATION CAMPAIGN



RIYA AMEET MEHTA
Savannah College of Art and Design

What Are You Hiding Behind

STILL PHOTOGRAPHY



JACK MAJOR

Savannah College of Art and Design

Coraline Title Sequence

ART DIRECTION



**VIEW REEL
FOR VIDEO
COMPONENTS**

ICIE WALLACE

Troy University

Friendly's Rebrand

ART DIRECTION CAMPAIGN



**VIEW REEL
FOR VIDEO
COMPONENTS**

EMILY PEARL CULLINANE

Savannah College of Art and Design

The Classics – Lego x Helvetica

ART DIRECTION CAMPAIGN



RIYA AMEET MEHTA

Savannah College of Art and Design

LL Bean & Mental Health

ART DIRECTION CAMPAIGN



VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

JOSH STEPHENS

Savannah College of Art and Design

The Milkwagon TV Intro

CINEMATOGRAPHY



VIEW REEL
FOR VIDEO
COMPONENTS

LAURA PATINO

The University of Southern Mississippi

Tonight You Are Mine Music Video

CINEMATOGRAPHY



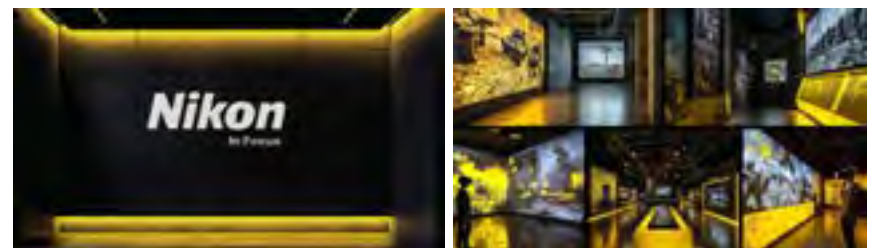
VIEW REEL
FOR VIDEO
COMPONENTS

**JARED HESTER, REANNA THOMPSON, NATE HOBBS,
HOWARD PURVEE & ZACK PAPPANASTOS**

Troy University

Nikon – In Focus

DIGITAL CREATIVE TECHNOLOGY



**TYLER BAYLESS, JUAN COTTE MENA,
PAULA ROXO & TIM GOETZE**

Miami Ad School Atlanta

Tyler Bayless, Copywriter

Paula Roxo, Art Director

Tim Goetze, Art Director

Juan Cotte Mena, Copywriter

student **silver**

addy® award winners



SALES PROMOTION > PACKAGING

The Weeknd Album Packaging

TONI WEICK

Tulane University

SALES PROMOTION > PACKAGING

Portfolio Leave-Behind

ADAM BENGTON

Milligan University

COLLATERAL MATERIAL > PUBLICATION DESIGN
> BOOK DESIGN

Okiboru Manga Menu

ANNALISA MENDOZA

Miami Ad School Atlanta

SALES PROMOTION > PACKAGING

Matryoshka Coffee Packaging

RACHEL HARRELL

Watkins College of Art and Design
at Belmont University

COLLATERAL MATERIAL > PUBLICATION DESIGN
> EDITORIAL SPREAD OR FEATURE

Vivian Maier Editorial

MARLIE WRIGHT

Jacksonville State University

COLLATERAL MATERIAL > PUBLICATION DESIGN
> BOOK DESIGN

The Monkey's Paw

SHELBY WEST

The University of Alabama

SALES PROMOTION > PACKAGING

Mexican Hot Chocolate Liquor

MEGAN MADDRY

University of Alabama
in Birmingham

COLLATERAL MATERIAL > PUBLICATION DESIGN
> BOOK DESIGN

East of Eden

KRISTEN ROUTH

Miami Ad School Atlanta

OUT-OF-HOME > POSTER CAMPAIGN

The Jonah Movie Poster Series

ELENNIE RAMIREZ

Southern Adventist University

OUT-OF-HOME > CAMPAIGN

Porsche Outdoor Boards

STUART BLAKE

Troy University

OUT-OF-HOME > CAMPAIGN

**Blue Bunny –
Let's Kick It**
**RACHEL NARBO
& MAGGIE SULLIVAN**
The University of Alabama

AMBIENT MEDIA > CAMPAIGN

**Oscar Mayer:
Let's Be Frank**
**CHLOE COLLINS
& ISABELLA URRIOLA**
Savannah College of
Art and Design

WEBSITE

**MUSIC OF THE
MOUNTAINS**
KAITLYN SIEIKA
East Tennessee State University

APP

**Soundcheck
App Design**
ANNELIESE DEPANO
Tulane University

CONSUMER CAMPAIGN

**The Bear:
Cook Like Carm**
EMILY PEARL CULLINANE
Savannah College of
Art and Design

CONSUMER CAMPAIGN

**ADD TO CART?
ADD TO WASTE.**
ARIONA ANDERSON
Pearl River
Community College

CONSUMER CAMPAIGN

**NSAC Tide Loyola
Student Campaign**
**LOYOLA UNIVERSITY NEW
ORLEANS AD TEAM 2024**

Loyola University New Orleans
Austyn Malynn, Account Supervisor
Kamryn Owens, Creative Director
Monica Basilio, Media Planner
Yulenda Timothy, Research Director
Chloe Berier, Media Associate
Camila Torres, Creative Associate
Kaliah Rodgers, Media Buyer
Tillie Freed, Creative Associate
Abigayl Ayalew, Research Associate
Bianca Flores, Media Associate

CONSUMER CAMPAIGN

**“Keep Your Record
Clean” Campaign**
RYLEY CALHOUN
University of Louisiana
at Lafayette

CONSUMER CAMPAIGN

TRIP
NATALIE HICKMAN
Nashville State
Community College

INTEGRATED BRAND IDENTITY CAMPAIGN

FOUR-DEES: Hyper Dimensional Toys

MARK RAWLINSON

University of Memphis

LOGO DESIGN

BRAID Identity Design

BRAID

Savannah College of
Art and Design

Surabhi Khare, Designer

Dijia Chen, Video Editor

Hanna Blinouskaya, Project Manager

Ananya Singh, Designer II

Maura Chandler, Copywriting & Research

Wisdom Warner, Strategy & Research

Pankhuri Joshi, Lead Designer

LOGO DESIGN

Bauhaus Toys Logo

ISAAC WALLACK

Miami Ad School

STILL PHOTOGRAPHY

NESPRESSO: CURATE SMALL LUXURIES

**TORI WILKINS,
CHLOE CHRISTIANSON
& ISABELLA CANCEL**

Savannah College of
Art and Design

STILL PHOTOGRAPHY CAMPAIGN

Strings

MICHAEL GRANDO

Nashville State
Community College

ART DIRECTION CAMPAIGN

Golden Goose: For Every Moment

**ANA VERGARA, MATIAS
GOMEZ, PAULA CARRILLO,
KAI GARNER & KATE NATIONS**

Savannah College of
Art and Design

Ana Luisa Vergara Garcia,
Strategist

Matias Gomez Ochoa,
Production Designer

Paula Carrillo Velasquez,
Art Director

Kai Garner,
Copywriter

Kate Nations,
Project Manager

ART DIRECTION CAMPAIGN

PILL IT FORWARD – ONE PILL AT A TIME

LEA BAGI

Savannah College of
Art and Design

ART DIRECTION CAMPAIGN

Lora in Ink

ANUKRITI AGRAWAL⁴

Savannah College of
Art and Design

ART DIRECTION CAMPAIGN

Mira: Beauty Anchored in Wellness

TARA HOLBROOKS

Jacksonville State University

CINEMATOGRAPHY

ISOLATION

STUART BLAKE

Troy University

ANIMATION OR SPECIAL EFFECTS

KELLY BRYANT COLLAGE PROMOTIONAL

COLT BASS

Auburn University

professional **best**
of show

addy® award winners

Seattle Bookmarked – Banned Edition

OVERALL BEST OF SHOW



**VIEW REEL
FOR VIDEO
COMPONENTS**

**VIEW REEL
FOR VIDEO
COMPONENTS**

AFTER AVENUE for VISIT SEATTLE

After Avenue, Post Production Company

Amy Eakin, Partner/Editor at After Avenue

Jonathan Eakin, Partner/Editor at After Avenue

Kim Walker, Producer

Sam Miron, Director/DP at Panoptica Films

Daniel Gillespie, Account Manager

Official Phish Sphere Poster

BEST OF PRINT



STEELY WORKS / JS for PHISH
Brian Steely, Artist

Pinestraw and You!

BEST OF DIGITAL



TAILFIN for SWIFTSTRAW

Greg Abel, Founder
Kelly Hackett, Managing Director
Alex Saiz, Executive Creative Director
Miranda Hocevar, Account Director
Sara Lowe, Associate Creative Director
Tim Smith, Senior Copywriter
Liz Nobles, Senior Designer
Ryan McGee, Account Supervisor
Wes Whitener, Director
Adam Witten, Editor
Kickstand, Production Company

**VIEW REEL
FOR VIDEO
COMPONENTS**

Cash Craze “It’s Called Cash”

BEST OF BROADCAST



VIEW REEL
FOR VIDEO
COMPONENTS

BBDO ATLANTA for GEORGIA LOTTERY

Chris Beresford-Hill, Chief Creative Officer, BBDO Worldwide

Robin Fitzgerald, Chief Creative Officer, BBDO Atlanta

Derrick Ogilvie, Creative Director, BBDO Atlanta

Jon Mueller, Creative Director, BBDO Atlanta

Robert Hajek, Senior Art Director, BBDO Atlanta

Jacob Scott, Senior Copywriter, BBDO Atlanta

Carly Wages, Senior Strategist, BBDO Atlanta

Heather Haley, Head of Production, Omnicom Production

Mickey Strider, Executive Producer, Omnicom Production

Ami Weiner, Account Director, BBDO Atlanta

Matt Morabito, Business Affairs Manager, Omnicom Production

LJ Johnson, Director, Hungry Man

What Is Family? Oasis Video

MOASIC AWARD



VIEW REEL
FOR VIDEO
COMPONENTS

GS&F for OASIS WHAT IS FAMILY

Melvin Strobbe, Executive Creative Director

Crystal Hubbard, Creative Director

Tatum Hanson, Copywriter/Script Writer

Amanda Bowring, Art Director

Anne Morgan, Associate Creative Director

Kari Cottrell, Senior Designer

Sydney Johnson, Associate Art Director

Scott Brooks, Editor

Nick Waugh, Director of Photography

Liz Johnson, Producer

Allie Williams, Group Account Director

Alex Taliaferro, Senior Account Manager

Tribal CRC Awareness

MOSAIC AWARD



VIEW REEL
FOR VIDEO
COMPONENTS



VIEW REEL
FOR VIDEO
COMPONENTS



VIEW REEL
FOR VIDEO
COMPONENTS



VIEW REEL
FOR VIDEO
COMPONENTS



**TYLER DIGITAL for NATIONAL ASSOCIATION
OF CHRONIC DISEASE DIRECTORS**

Tyler Matthews, Director
Tucker Prescott, Director of Photography

Marine Poster Series #1

JUDGES CHOICE AWARD



**LEWIS COMMUNICATIONS for
WYNNE PERFORMANCE WINDOWS**

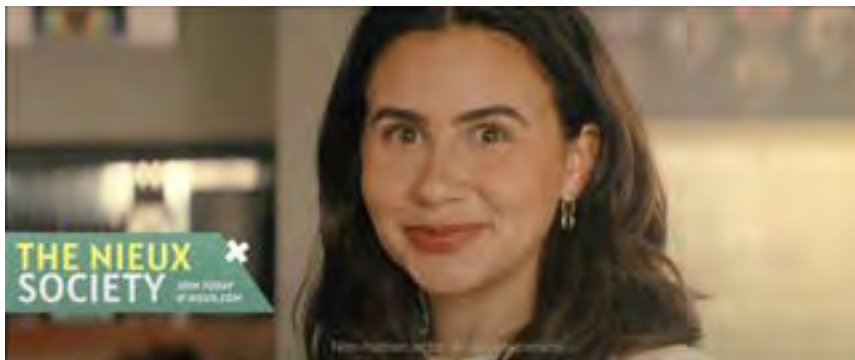
Spencer Till, Chief Creative Officer
Andy Cargile, Production Director

Comments from Judge:

"A striking and memorable ad campaign for, of all things, windows. Strong idea, perfect execution and incredible photography. I would hang these ads on my walls — except I would constantly be mad at myself for not being the one to create these ads."

What Is The Nieux Society?

JUDGES CHOICE



VIEW REEL
FOR VIDEO
COMPONENTS

NIEUX MEDIA for THE NIEUX SOCIETY

Mac Alsfeld, Writer/Director/Producer/Actor
Katherine Ellis, Actor
Marc Clancy, Director of Photography
Tim Williamson, Executive Producer
Lindsey Roussel, Executive Producer

Comments from Judge:

"This work left me laughing maniacally, and hiding under my desk in fear that the robot overlords would find out why."

Walmart "Background Joys"

JUDGES CHOICE



PUBLICIS GROUPE for WALMART

Alda Abbracciamento, President, Global Client Lead, Leo NY
Nikki Baker, CEO, Fallon
Molly Crawford, EVP, Creative, Digitas
Caitlin Fitzgibbons, Creative Director, Fallon
Lauren Brajczewski, Associate Director, Art, Digitas
Connor Addario, Copywriter, Fallon
Daniel Arenas, EVP, Design, Leo NY
Chris Detoy, Head of Production, PXP
Leo Seeley, Senior Producer, PXP
Lauren Pulwer, Managing Director, Leo NY
Erika Maddrey, SVP, Group Account Director, Leo NY
Nathan Minetti, VP, Account Director, Leo NY

Comments from Judge:

"An online ambient room marketing campaign is a really clever concept. Loved the illustrations, music, the actual usage of the creative being a background ambient room and the online shopping component. Just a really cool idea!"

For the Dreams of Children Campaign

JUDGES CHOICE



[VIEW REEL
FOR VIDEO
COMPONENTS](#)

[VIEW REEL
FOR VIDEO
COMPONENTS](#)

[VIEW REEL
FOR VIDEO
COMPONENTS](#)

CEDAR CREATIVE for **CONNIE MAXWELL**

Cedar Creative, Production Company
Ethan Milner, Director - Flowers & Dreams, Sown Seeds, Dream On
Greyson Welch, Director - Campaign Anthem
Kevin Johnson, Producer
Preston Little, Lighting/Grip & Editor
Morgon Dickerson, Camera Assist & Editor
Chris Todd, Production Assistant & BTS Videographer
Brody Burgess, Assistant Editor

Comments from Judge:

"Every element of these videos – from the storytelling, cinematography, and editing to the art direction, music, and sound design – was crafted to reflect the spirit of this special place. In doing so, the creators didn't just showcase its beauty – they captured the essence of hope itself. A moving piece of work. Congrats to the team!"

Because Gold Campaign

JUDGES CHOICE



[VIEW REEL
FOR VIDEO
COMPONENTS](#)

[VIEW REEL
FOR VIDEO
COMPONENTS](#)

[VIEW REEL
FOR VIDEO
COMPONENTS](#)

FIRE KITE for **MCALVANY FINANCIAL GROUP**

Alex Goulart, Founder & ECD, Fire Kite
Tim Anderson, Head of Strategy, Fire Kite
Judy Kreiter, Head of Production, Fire Kite
Zach Fugate, Creative Director, Fire Kite
Austin Arnold, Creative Director
Alex Goulart, Copywriter
Jen Lee, Executive Producer, JAMD Productions
Marshall Lee, Editor, JAMD Productions
David Ogle, Director of Photography
Alex Goulart, Director
Chris Guerra, Actor
Christina Chern, Web Developer

Comments from Judge:

"The sign of a great campaign is memorability, and that can be accomplished using many creative techniques: concept, image, music, emotion...and sometimes, when it's done well, copy. Among its many well-earned compliments, this campaign is brilliantly written, as proven by my favorite headline of any entry in this year's competition: "Frankincense and Meh." For a campaign about gold, that's the brightest of all. I tip my cap to you, unknown copywriter. Well played."

Out of Office, In the Spirit

JUDGES CHOICE



VIEW REEL
FOR VIDEO
COMPONENTS

AMMUNITION

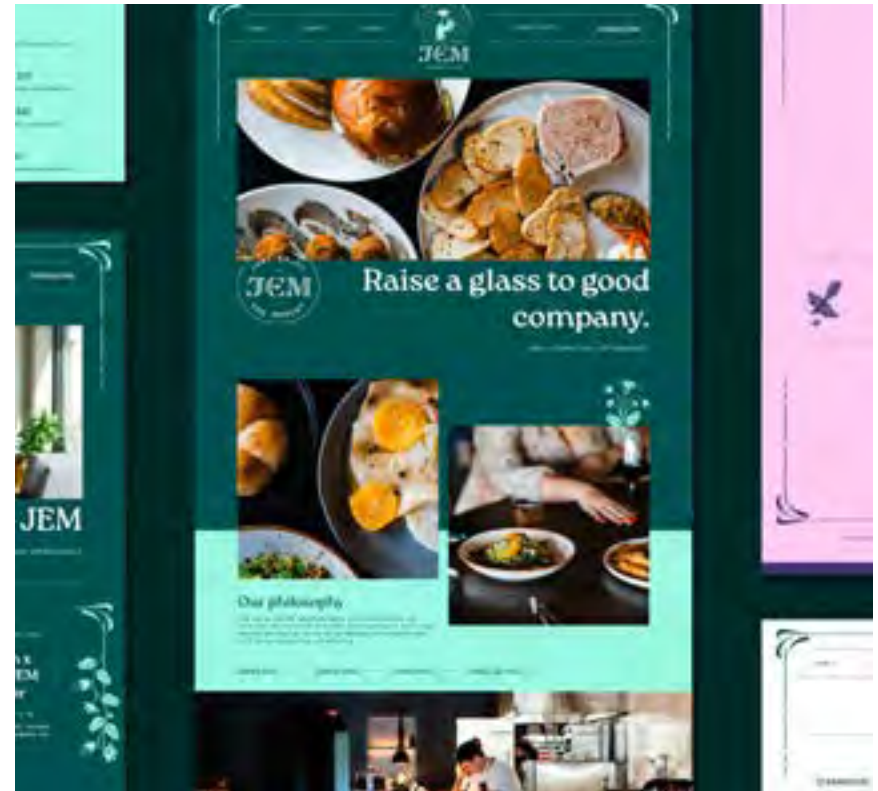
Alex Russell, Chief Creative Officer
Emily Kurek, Creative Director
Marena Galluccio, Copywriter
Sean Brown, Senior Director, Motion & Video
Hannah Job, Art Director
Haley Watford, Art Director
Jonathan Hayes, Executive Video Director
Madeline Ciardullo, Client Partnership Coordinator

Comments from Judge:

"This piece took all the soul-sucking parts of agency life and gave them a wink and a cocktail. It didn't just make me laugh, it made me remember why we stick around in this wild, wonderful business."

JEM Dining Website

JUDGES CHOICE



PRETTY USEFUL CO. for JEM DINING

Clare Freeman, Developer/Designer
Allie Mounce, Art Director
Katie Mars, Account Manager
Joshua Mutchnick, Client

Comments from Judge:

"This is one of those websites that made me think, 'Wow, I wish I had done this!'"
The use of color, graphic elements, and typography are so clean and polished together. I thought the user experience and layout of the site were excellent, and the clever copy and beautiful photography bring it all together. I loved that the branding throughout helps visitors understand that JEM is Just Enjoy the Moment - a cherry on top of a great brand and stunning website. All around excellent work, congrats!"

professional
gold
addy® award winners



Southern Makers Coffee Table Book

COLLATERAL MATERIAL > PUBLICATION DESIGN > BOOK DESIGN



ERIKA TRACY DESIGN for **SOUTHERN MAKERS**

Erika Tracy, Art Director
Jennifer S. Kornegay, Writer

Jack Daniel's BBQ Poster

DIRECT MARKETING > SPECIALTY ADVERTISING



FINN PARTNERS for **JACK DANIEL DISTILLERY**

Ted Cass, Senior Art Director/Illustrator
Sean Williams, Creative Director
Nelson Eddy, Copywriter
Erica Mikrut, Copywriter
Ricky Carroll, Production Manager
Niki Giacchina, Project Manager
Bobby Rosenstock, Lithographer/Printer

**VIEW REEL
FOR VIDEO
COMPONENTS**

Auntie Anne's Knead

AMBIENT MEDIA > GUERILLA MARKETING



**VIEW REEL
FOR VIDEO
COMPONENTS**

GOTO FOODS for **AUNTIE ANNE'S**

Sara Zwolski, Director, Brand PR
Alanna Gardner, Manager, Brand PR
Kyle Lewis, Executive Creative Director
Larry Clark, Creative Director
Michael Bergman, Art Director
Tanner Wilson, Graphic Designer
Cara Anne Anderson, Copywriter
Donald Scott, Photographer
Julie Younglove-Webb, SVP Chief Brand Officer
Leah Fagin, Director, Brand Marketing
Connie Conti, Sr. Manager, Brand Marketing
Kenna McKenzie, Social Media Specialist

Regal Wicked Installation

AMBIENT MEDIA > INSTALLATION



DESIGNSENSORY for **REGAL**

Joseph Nother, Executive Creative Director
Brad Carpenter, VP, Engagement Marketing
Bonnie Adams, Experiential Manager
Kate Ambos, Account Manager
Courtney Francis, Project Manager

**VIEW REEL
FOR VIDEO
COMPONENTS**

UA Homecoming Drone Show

AMBIENT MEDIA > INSTALLATION



DIVISION OF STRATEGIC COMMUNICATIONS
for **THE UNIVERSITY OF ALABAMA**

Pixis Drones

Official Phish Sphere Poster

OUT-OF-HOME > POSTER



**VIEW REEL
FOR VIDEO
COMPONENTS**

STEELY WORKS / JS for **PHISH**

Brian Steely, Artist

Marine Poster Series #1

OUT-OF-HOME > POSTER CAMPAIGN



**VIEW REEL
FOR VIDEO
COMPONENTS**

LEWIS COMMUNICATIONS for
WYNNE PERFORMANCE WINDOWS

Spencer Till, Chief Creative Officer
Andy Cargile, Production Director

Marine Poster Series #2

OUT-OF-HOME > POSTER CAMPAIGN



**VIEW REEL
FOR VIDEO
COMPONENTS**

LEWIS COMMUNICATIONS for
WYNNE PERFORMANCE WINDOWS

Spencer Till, Chief Creative Officer
Andy Cargile, Production Director

Jack Daniel's BBQ Poster

OUT-OF-HOME > POSTER CAMPAIGN



VIEW REEL
FOR VIDEO
COMPONENTS



FINN PARTNERS for JACK DANIEL DISTILLERY

Sean Williams, Executive Creative Director
Hart Armstrong, Senior Art Director
Erica Mikrut, Senior Copywriter
Niki Giacchina, Project Manager
Betty Mason, Senior Production Manager
Ricky Carroll, Senior Production Manager

Tomb Raider Franchise Website

WEBSITES > CONSUMER



VIEW REEL
FOR VIDEO
COMPONENTS



VIEW REEL
FOR VIDEO
COMPONENTS



VIEW REEL
FOR VIDEO
COMPONENTS



THREESIXTYEIGHT for CRYSTAL DYNAMICS

Stuart Haddad, Lead Developer
Corey Schneider, Art Director
Shelby Buquet, Interactive Designer
Cheryl Manley, Experience Strategist
Tara Lirette, VP of Strategy
Jeremy Beyt, Co-Founder / Chief Creative Officer
Kara Pitre, Director of Operations
Nick Defelice, Co-Founder / Chief Technology Officer

Walmart "Deals of Desire"

SOCIAL MEDIA CAMPAIGN

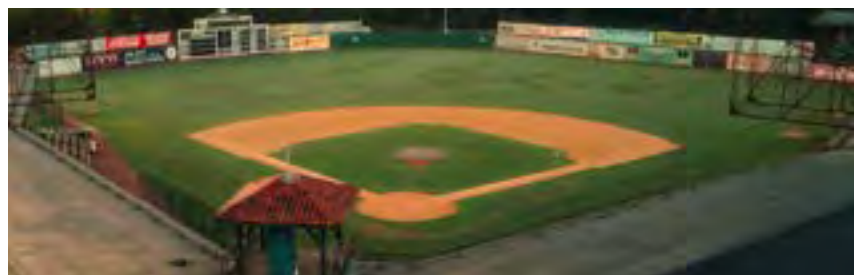


PUBLICIS GROUPE for WALMART

Alda Abbracciamento, President, Global Client Lead, Leo NY
Nikki Baker, CEO, Fallon
Abby Gross, Group Creative Director, Fallon
Sara Cummings, Group Creative Director, Fallon
Danny Weilandt, VP, Creative Director, Digitas
Lexey Watson, Senior Art Director, Digitas
Reilly Harmer, Senior Copywriter, Digitas
Daniel Arenas, EVP, Design, Leo NY
Chris Detoy, Head of Production, PXP
Peter McCann, Executive Producer, PXP
Lauren Pulwer, Managing Director, Leo NY
Andrea Hoock, VP, Account Director, Leo NY

Rickwood Field – MLB Announcement

BRANDED CONTENT AND ENTERTAINMENT FOR ONLINE/INTERACTIVE



CHAMP CREATIVE for RICKWOOD FIELD

Sam Miller, Director, Copywriter, Editor
Dustin Gunter, DP, Editor
Stephen Stinson, Director
Logan Dillard, DP
Blake Raymond, Aerial Photographer
Heather Jeffcoat, Agency Producer
Defacto, Post Sound
Mary Timmons Cross, Production Assistant

VIEW REEL
FOR VIDEO
COMPONENTS



Cash Craze “It’s Called Cash”

TELEVISION ADVERTISING > REGIONAL/NATIONAL



VIEW REEL
FOR VIDEO
COMPONENTS

BBDO ATLANTA for GEORGIA LOTTERY

Chris Beresford-Hill, Chief Creative Officer, BBDO Worldwide
Robin Fitzgerald, Chief Creative Officer, BBDO Atlanta
Derrick Ogilvie, Creative Director, BBDO Atlanta
Jon Mueller, Creative Director, BBDO Atlanta
Robert Hajek, Senior Art Director, BBDO Atlanta
Jacob Scott, Senior Copywriter, BBDO Atlanta
Carly Wages, Senior Strategist, BBDO Atlanta
Heather Haley, Head of Production, Omnicom Production
Mickey Strider, Executive Producer, Omnicom Production
Ami Weiner, Account Director, BBDO Atlanta
Matt Morabito, Business Affairs Manager, Omnicom Production
LJ Johnson, Director, Hungry Man

Because Gold

TELEVISION ADVERTISING > REGIONAL/NATIONAL



FIRE KITE for MCALVANY FINANCIAL GROUP

VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

Alex Goulart, Founder & ECD, Fire Kite
Tim Anderson, Head of Strategy
Judy Kreiter, Head of Production
Zach Fugate, Creative Director
Austin Arnold, Creative Director
Alex Goulart, Copywriter
Jen Lee, Executive Producer, JAMD Productions
Marshall Lee, Editor, JAMD Productions
David Ogle, Director of Photography
Alex Goulart, Director
Nissi Lee, Stylist
Kristen Kelleher, Media Strategist

Walmart “School Style Decoded

ONLINE FILM > VIDEO & SOUND > INTERNET COMMERCIAL



PUBLICIS GROUPE for WALMART

Alda Abbracciamento, President, Global Client Lead, Leo NY
Nikki Baker, CEO, Fallon
Molly Crawford, EVP, Creative, Digitas
Danny Weilandt, VP, Creative Director, Digitas
Jamie Fox, VP, Creative Director, Digitas
Yuri Kim, Associate Creative Director, Digitas
Chris Detoy, Head of Production, PXP
David Schiavone, Executive Producer, Leo NY
Lauren Pulwer, Managing Director, Leo NY
Courtney Jones, SVP, Group Account Director, Leo NY
Andrea Hoock, VP, Account Director, Leo NY
Leslie A. Stone, Chief Strategy Officer, Leo NY

UAB Basketball – Another Banner Year

ONLINE FILM > VIDEO & SOUND > INTERNET COMMERCIAL



CHAMP CREATIVE for UAB ATHLETICS

Sam Miller, Creative Director, Copywriter, Editor
Stephen Stinson, Director
Mika Matinazad, DP
Dustin Gunter, 2nd AC, Edit, Color
Jon Champion, Gaffer
Heather Jeffcoat, Agency Producer
Defacto, Post Sound
Blake Raymond, Grip
Mary Timmons Cross, Production Assistant
Morgan Calvert, Production Assistant
Jack Boring, Aerial Photography
Adam Wesley, Audio Engineer

VIEW REEL
FOR VIDEO
COMPONENTS

Birmingham Bowl – Date Announcement

ONLINE FILM > VIDEO & SOUND > INTERNET COMMERCIAL



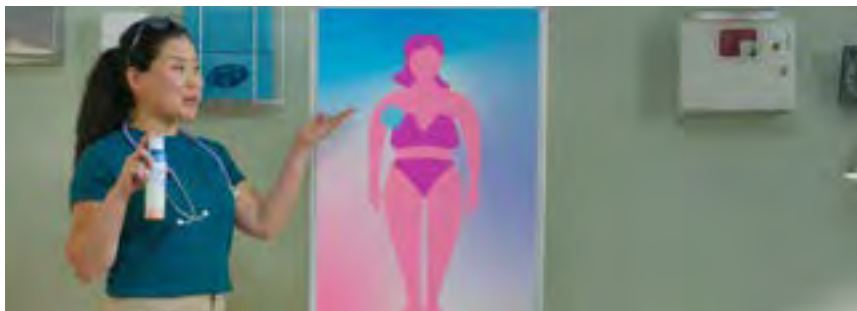
VIEW REEL
FOR VIDEO
COMPONENTS

CHAMP CREATIVE for ESPN

Sam Miller, Creative Director, Copywriter, Editor
Dustin Gunter, DP, Color
Heather Jeffcoat, Agency Producer
Blake Raymond, Gaffer
Mary Timmons Cross, Production Assistant
Morgan Calvert, Production Assistant

“For Everywhere, Everywhere”

ONLINE FILM > VIDEO & SOUND > INTERNET COMMERCIAL



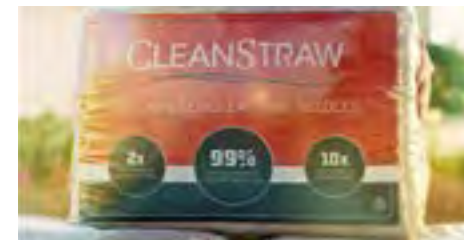
HUMANAUT for SECRET

Dan Jacobs, VP Creative
Bethany Maxfield, Creative Director
Emily DeMario, Associate Creative Director
Sydney Tomasello, Strategist
Liza Behles, Copywriter
Samantha Friedman, Copywriter
Jen Livengood, Copywriter
Mark Slawson, Designer
Boris Frantz, Designer
Cathy Hicks, Senior Brand Producer
Zach Plating, Project Producer
Tommy Wilson, Executive Producer

VIEW REEL
FOR VIDEO
COMPONENTS

Pinestraw and You!

ONLINE FILM > VIDEO & SOUND > INTERNET COMMERCIAL



VIEW REEL
FOR VIDEO
COMPONENTS

TAILFIN for SWIFTSTRAW

Greg Abel, Founder
Kelly Hackett, Managing Director
Alex Saiz, Executive Creative Director
Miranda Hovevar, Account Director
Sara Lowe, Associate Creative Director
Tim Smith, Senior Copywriter
Liz Nobles, Senior Designer
Ryan McGee, Account Supervisor
Wes Whitener, Director
Adam Witten, Editor
Kickstand, Production Company

Rickwood Field – MLB Announcement

ONLINE FILM > VIDEO & SOUND > INTERNET COMMERCIAL



CHAMP CREATIVE for RICKWOOD FIELD

Sam Miller, Director, Copywriter, Editor
Dustin Gunter, DP, Editor
Stephen Stinson, Director
Logan Dillard, DP
Blake Raymond, Aerial Photographer
Heather Jeffcoat, Agency Producer
Defacto, Post Sound
Mary Timmons Cross, Production Assistant

VIEW REEL
FOR VIDEO
COMPONENTS

"Happiness is a Gut Feeling"

ONLINE FILM > VIDEO & SOUND > INTERNET COMMERCIAL



VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

HUMANAUT for GARDEN OF LIFE

Bethany Maxfield, Executive Creative Director
Dan Jacobs, VP Creative
Alex Behles, Creative Director
Sydney Tomasello, Strategist
Mike Ellis, Art Director
Liza Behles, Copywriter
Chris Baker, Copywriter
Nathan Dills, Copywriter
Sam Friedman, Copywriter
Boris Frantz, Designer
Mark Slawson, Designer
Cathy Hicks, Senior Brand Producer

Soji

ONLINE FILM > VIDEO & SOUND > INTERNET COMMERCIAL



VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

LOUPE THEORY

Nick Arnold, DP
Kate Jones, 1AD

Walls – The Prescott House

BRANDED CONTENT & ENTERTAINMENT FOR ONLINE/INTERACTIVE



CEDAR CREATIVE for THE PRESCOTT HOUSE

Cedar Creative, Production Company

Ethan Milner, Director, Writer, Editor

Kevin Johnson, Producer

Sean Patrick Kirby, Director of Photography

Greyson Welch, Camera Dept.

Chris Todd, Set Design

Preston Little, Gaffer

Morgon Dickerson, 1st Assistant Camera & Colorist

MoonMen DJ's, Studio Set Location

Ammie Akin (Hub in the Hills), School Location

VIEW REEL
FOR VIDEO
COMPONENTS

Dream On – Connie Maxwell

BRANDED CONTENT & ENTERTAINMENT FOR ONLINE/INTERACTIVE



VIEW REEL
FOR VIDEO
COMPONENTS

CEDAR CREATIVE for CONNIE MAXWELL

Cedar Creative, Production Company

Ethan Milner, Director

Kevin Johnson, Producer

Greyson Welch, Camera Dept.

Morgon Dickerson, 1st Assistant Camera

Preston Little, Lighting & Grip

Chris Todd, Production Assistant

"Dream On" by Ben Rector, Original Song

Seattle Bookmarked – Banned Edition

BRANDED CONTENT & ENTERTAINMENT CAMPAIGN



VIEW REEL
FOR VIDEO
COMPONENTS

AFTER AVENUE for VISIT SEATTLE

After Avenue, Post Production Company
Amy Eakin, Partner/Editor at After Avenue
Jonathan Eakin, Partner/Editor at After Avenue
Kim Walker, Producer
Sam Miron, Director/DP at Panoptica Films
Daniel Gillespie, Account Manager

For the Dreams of Children Campaign

BRANDED CONTENT & ENTERTAINMENT CAMPAIGN



VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

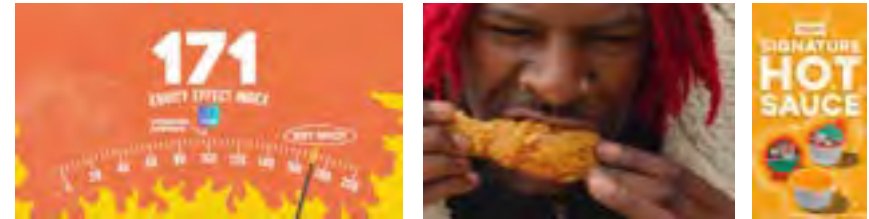
VIEW REEL
FOR VIDEO
COMPONENTS

CEDAR CREATIVE for CONNIE MAXWELL

Cedar Creative, Production Company
Ethan Milner, Director - Flowers & Dreams, Sown Seeds, Dream On
Greyson Welch, Director - Campaign Anthem
Kevin Johnson, Producer
Preston Little, Lighting/Grip & Editor
Morgon Dickerson, Camera Assist & Editor
Chris Todd, Production Assistant & BTS Videographer
Brody Burgess, Assistant Editor

Get Spicy Campaign

CONSUMER CAMPAIGN



BRUNNER for CHURCH'S TEXAS CHICKEN

Dan Magdich, VP, Executive Creative Director
Jonathan "JB" Banks, Creative Director & Copywriter
Leo Gomez, Creative Director
Sinping Ku, Senior Art Director
Bryan Jameson, Producer
Krystle Grandy, Producer
Amr Singh, Director - Lord Danger
MyVerse, Drect, Z. Rich, JZac, & Kento, Freestyle Artists
Mike Sick, Casting Director
KT Got Beats, Music & Sound
Chris Cortez, Senior Account Director
Jordan Mitrik, Manager, Content Marketing

Because Gold Campaign

CONSUMER CAMPAIGN



FIRE KITE for MCALVANY FINANCIAL GROUP

Alex Goulart, Founder & ECD, Fire Kite
Tim Anderson, Head of Strategy, Fire Kite
Judy Kreiter, Head of Production, Fire Kite
Zach Fugate, Creative Director, Fire Kite
Austin Arnold, Creative Director
Alex Goulart, Copywriter
Jen Lee, Executive Producer, JAMD Productions
Marshall Lee, Editor, JAMD Productions
David Ogle, Director of Photography
Alex Goulart, Director
Chris Guerra, Actor
Christina Chern, Web Developer

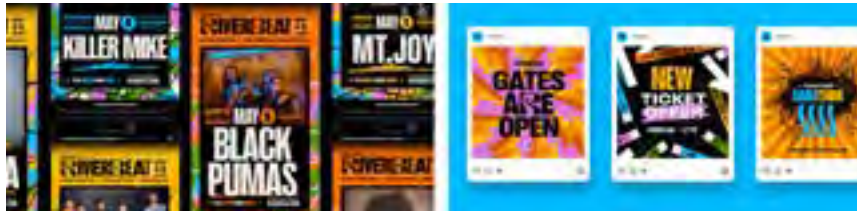
VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

VIEW REEL
FOR VIDEO
COMPONENTS

RiverBeat 2024 Identity Campaign

INTEGRATED BRAND IDENTITY CAMPAIGN



ST. FRANCIS ELEVATOR RIDE for RIVERBEAT MUSIC FESTIVAL

Josh Breeden, Creative / Art Director
Tree People International, Motion Animation & Editing
Anthony Carter, Simple Focus, Web Design & Development
Savanah Bearden, Video Director
Benjamin Rednour, Video Producer
Tyler Woodard, Post Production Video Editor
Peter Braswell, Video Director of Photography
Sharrika Evans, Video Associate Producer
Chad Meadows, Video Sound Mixer
Matt Fremstad, Videographer

The Forge Brand Guide

INTEGRATED BRAND IDENTITY CAMPAIGN



BUNTIN for THE FORGE

Dave Damman, Chief Creative Officer
Karinne Caulkins, Art Director
Jeffrey Buntin, Copywriter
India Hearn, Brand Director
Frank Bertino, Copywriter
Ryan Bailey, Jr. Art Director
Shelby Hicks, Production Artist

The Forge Promotional Piece

INTEGRATED BRAND IDENTITY CAMPAIGN



BUNTIN for THE FORGE

Dave Damman, Chief Creative Officer
Karinne Caulkins, Art Director
Jeffrey Buntin, Copywriter
India Hearn, Brand Director
Frank Bertino, Copywriter
Ryan Bailey, Jr. Art Director
Shelby Hicks, Production Artist

UAB Basketball – Another Banner Year

COPYWRITING



CHAMP CREATIVE for UAB ATHLETICS

Sam Miller, Creative Director, Copywriter, Editor
Stephen Stinson, Director
Mika Matinazad, DP
Dustin Gunter, 2nd AC, Edit, Color
Jon Champion, Gaffer
Heather Jeffcoat, Agency Producer
Defacto, Post Sound
Blake Raymond, Grip
Mary Timmons Cross, Production Assistant
Morgan Calvert, Production Assistant
Jack Boring, Aerial Photography
Thor, Goat

VIEW REEL
FOR VIDEO
COMPONENTS

Time Warp Drive-In 2024 Portraits

ILLUSTRATION SERIES



HOLTERMONT for **TIME WARP DRIVE-IN**

Lauren Holtermann, Art Director / Illustrator / Designer

Music Export Memphis

ILLUSTRATION SERIES



ARCHER for **MUSIC EXPORT MEMPHIS**

Adam Shellabarger, Associate Creative Director
Amanda Dent, Creative Director
Wally Rose, Executive Creative Director
Leigh Anne Rose, Executive Creative Director

Jack Daniel's BBQ Poster

ILLUSTRATION SERIES



FINN PARTNERS for **JACK DANIEL DISTILLERY**

Ted Cass, Senior Art Director/Illustrator
Sean Williams, Creative Director
Nelson Eddy, Copywriter
Erica Mikrut, Copywriter
Ricky Carroll, Production Manager
Niki Giacchina, Project Manager
Bobby Rosenstock, Lithographer/Printer

**VIEW REEL
FOR VIDEO
COMPONENTS**

KBT Art Direction Campaign

ART DIRECTION CAMPAIGN



LEWIS for **KENTUCKY DISTILLERS' ASSOCIATION**

Tom Johnson, VP Creative Director / Art Director
Robert Froedge, SVP / Creative Director
Roy Burns III, Design Director / Art Director
Ryan Gernenz, VP Creative Director

Jack Daniel's BBQ Poster

ART DIRECTION CAMPAIGN



FINN PARTNERS for JACK DANIEL DISTILLERY

Ted Cass, Senior Art Director/Illustrator
Sean Williams, Creative Director
Nelson Eddy, Copywriter
Erica Mikrut, Copywriter
Ricky Carroll, Production Manager
Niki Giacchina, Project Manager
Bobby Rosenstock, Lithographer/Printer

VIEW REEL
FOR VIDEO
COMPONENTS



Rickwood Field – MLB Announcement

VIDEO EDITING



CHAMP CREATIVE for RICKWOOD FIELD

Sam Miller, Director, Copywriter, Editor
Dustin Gunter, DP, Editor
Stephen Stinson, Director
Logan Dillard, DP
Blake Raymond, Aerial Photographer
Heather Jeffcoat, Agency Producer
Defacto, Post Sound
Mary Timmons Cross, Production Assistant

VIEW REEL
FOR VIDEO
COMPONENTS



Out of Office, In the Spirit

ADVERTISING INDUSTRY SELF PROMOTION > COLLATERAL



AMMUNITION

Alex Russell, Chief Creative Officer
Emily Kurek, Creative Director
Marena Galluccio, Copywriter
Sean Brown, Senior Director, Motion & Video
Hannah Job, Art Director
Haley Watford, Art Director
Jonathan Hayes, Executive Video Director
Madeline Ciardullo, Client Partnership Coordinator

VIEW REEL
FOR VIDEO
COMPONENTS



A Lot of Winners

ADVERTISING INDUSTRY SELF PROMOTION CAMPAIGN



PRETTY USEFUL CO. LLC for AAF MEMPHIS

Allie Mounce, Designer, Illustrator, Copywriter, and Developer
Katie Mars, Event Director and Coordinator
Clare Freeman, Art Director, Event Video Creative and Motion
Michael Norris, Motion Director and Editor
Paul Gilliam, Crazy Addy

professional **silver**

addy® award winners



COLLATERAL MATERIAL > STATIONERY PACKAGE

Ironclad Inn Business Cards

LOADED FOR BEAR
for **IRONCLAD INN**

COLLATERAL MATERIAL >
PRINTED ANNUAL REPORT

LSU Libraries: Rising Together

LSU LIBRARIES

Behnoush Tavasolinia, Graphic Designer
Christine Wendling, Director of
Communications

COLLATERAL MATERIAL > PUBLICATION DESIGN
> MAGAZINE DESIGN

The Year in Hate & Extremism

**THE SOUTHERN POVERTY
LAW CENTER**

Cierra Brinson, Senior Designer
AJ Favors, Senior Creative Lead
Meagan Lilly, Deputy Director of
Creative/Design

BRANDED CONTENT & ENTERTAINMENT >
ANY PRINT MEDIUM

Jack Daniel's BBQ Poster

FINN PARTNERS for **JACK
DANIEL DISTILLERY**

Ted Cass, Senior Art Director/Illustrator
Sean Williams, Creative Director
Nelson Eddy, Copywriter
Erica Mikrut, Copywriter
Ricky Carroll, Production Manager
Niki Giacchina, Project Manager
Bobby Rosenstock, Lithographer/Printer

OUT-OF-HOME > POSTER

Bigger Boat

LEWIS COMMUNICATIONS
for **WYNNE PERFORMANCE
WINDOWS**

Spencer Till, Chief Creative Officer
Andy Cargile, Production Director

OUT-OF-HOME, POSTER

Wind in Your Wheelhouse

LEWIS COMMUNICATIONS
for **WYNNE PERFORMANCE
WINDOWS**

Spencer Till, Chief Creative Officer
Andy Cargile, Production Director

AMBIENT MEDIA > INSTALLATION

Roll Tide Room at Welcome Center

**DIVISION OF STRATEGIC
COMMUNICATIONS**
for **THE UNIVERSITY
OF ALABAMA**

The Maude Group, Installation

SOCIAL MEDIA

What Is The Nieux Society?

NIEUX MEDIA for
THE NIEUX SOCIETY

Mac Alsfield, Writer/Director/Producer/Actor
Katherine Ellis, Actor
Marc Clancy, Director of Photography
Tim Williamson, Executive Producer
Lindsey Roussel, Executive Producer

SOCIAL MEDIA CAMPAIGN

Fast Fixes with Felix and Phelps

BBDO ATLANTA for
THE HOME DEPOT
(STORE SUPPORT CENTER)

Chris Beresford-Hill, Chief Creative Officer,
BBDO Worldwide

Robin Fitzgerald, Chief Creative Officer,
BBDO Atlanta

Jenn Tranbarger, Senior Creative Director,
BBDO New York

Lucy Orr, Senior Art Director, BBDO Atlanta

Greg Paton-Ash, Senior Copywriter,
BBDO Atlanta

Nicole Granese, Chief Strategy Officer,
Omnicom

Jennifer Green, Strategy Director,
BBDO New York

Heather Haley, Head of Production,
Omnicom Production

Becky Ocampos, Director of Project
Management, BBDO Atlanta

Bob Estrada, Senior Director, BBDO New York

Lauren Freeman, Account Director,
BBDO Atlanta

Lauren LeHanka, Account Director,
BBDO New York

SOCIAL MEDIA CAMPAIGN

Introducing Mac Scott
CHEMISTRY AGENCY
for **DOMINO'S**

BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE/INTERACTIVE

Walmart "Background Joys" PUBLICIS GROUPE FOR WALMART

Alda Abbracciamento, President,
Global Client Lead, Leo NY

Nikki Baker, CEO, Fallon

Molly Crawford, EVP, Creative, Digitas

Caitlin Fitzgibbons, Creative Director, Fallon

Lauren Brajczewski, Associate Director,
Art, Digitas

Connor Addario, Copywriter, Fallon

Daniel Arenas, EVP, Design, Leo NY

Chris Detoy, Head of Production, PXP

Leo Seeley, Senior Producer, PXP

Lauren Pulwer, Managing Director, Leo NY

Erika Maddrey, SVP, Group Account
Director, Leo NY

Nathan Minetti, VP, Account Director, Leo NY

AUDIO/RADIO ADVERTISING CAMPAIGN

Lawn Dart Radio Campaign

MURDER HORNET for
OLD FOURTH DISTILLERY

Clinton Dugan, Founder, Old Fourth Distillery

Patrick Lemmond, Founder, Old Fourth Distillery

Noel Cottrell, Chief Creative Officer

Mitch Bennett, Writer

Wes Whitener, Writer

Eric Weiner, Executive Producer

Michelle Puri, Designer

Alex McInnis, Account Director

BrooksRoman, Media

Acoustech Music Productions, Production

TELEVISION ADVERTISING >
REGIONAL/NATIONAL

The Greats

CHEMISTRY AGENCY for
CG & CRICKET WEST INDIES

Test Tube Productions

Underhill Films

13 Degrees North Productions

Swell Music

TELEVISION ADVERTISING >
REGIONAL/NATIONAL CAMPAIGN

Never Happens

CHEMISTRY AGENCY for
NHTSA & THE AD COUNCIL

TELEVISION ADVERTISING >
REGIONAL/NATIONAL CAMPAIGN

Refreshingly Real

CHEMISTRY AGENCY
for **FIVE GUYS**

Chris Breen, Chief Creative Officer

Tim Smith, President

Hannah Williams, Executive Creative Director

Adam Millman, Creative Director
/ Art Director

Nelle Thomas, Senior Copywriter

Kenzie Storrier, Art Director

Kaylin Miranda, Copywriter

Lauren Interrante, Group Director,
Project Management

Alexa McGriff, Group Strategy Director

Coni Salinas, Senior Brand Strategist

Sydney Morgan, Brand Strategist

Christy Bates, EVP, Client Partnerships

TELEVISION ADVERTISING >
REGIONAL/NATIONAL CAMPAIGN

“Himothy”

MAJORITY for NBA G LEAGUE

Jasmine Lipford, Vice President, Marketing
Eshani Parikh, Director, Brand Management
Omid Farhang, CEO & Founder
Jorge Hernandez, Founding Partner
Christine Presto, Senior Producer
Jeremiah Stephenson, Associate Producer
Micol Rankin, Creative Director
Christopher Baugh, Associate
Creative Director
Nicole Bradley, Sr. Art Director
Sierra Wheeler, Art Director
Holli Wilkins, Account Supervisor
Nathon Green, Account Manager

TELEVISION ADVERTISING >
REGIONAL/NATIONAL CAMPAIGN

Because Gold

FIRE KITE for MCALVANY FINANCIAL GROUP

Alex Goulart, Founder & ECD, Fire Kite
Tim Anderson, Head of Strategy
Judy Kreiter, Head of Production
Zach Fugate, Creative Director
Austin Arnold, Creative Director
Alex Goulart, Copywriter
Jen Lee, Executive Producer, JAMD Productions
Marshall Lee, Editor, JAMD Productions
David Ogle, Director of Photography
Alex Goulart, Director
Nissi Lee, Stylist
Kristen Kelleher, Media Strategist

ONLINE FILM > VIDEO & SOUND >
INTERNET COMMERCIAL

Rookie Card

5 TO 60 / CURVEBALL for TROPHY ROOM

Nicolas Weinfeld, Executive Producer
TJ Tamayo, Executive Producer
Juan Sebastian Baron, Executive Producer
Jack Rosman, Executive Producer
Masood Ahmed, Director
Carrie Leigh, Producer
Geoff Taylor, Director of Photography

BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE FILM > VIDEO & SOUND

Chattajack 31

148 FILMS for CHATTAJACK

Skip Skipper, Director, Producer, DP,
Aerial Cinematographer
Idris Garcia, Writer, DP
Joseph Cochran, DP, Aerial
Cinematographer, Editor
Daniel Ashworth, Aerial
Cinematographer, Photographer
Malachi Burch, DP
Ben Allen, Production Assistant

BRANDED CONTENT & ENTERTAINMENT >
NON-BROADCAST

Huntsville Havoc 24-25 Intro Video

COOL STUFF BY AUSTIN for HUNTSVILLE HAVOC

Cool Stuff by Austin, Cinematography,
Editing, VFX
Clay Gully, Producer
Justin Strickland, Producer
LED Orange, Lighting/Electrical

INTEGRATED ADVERTISING CAMPAIGNS >
CONSUMER CAMPAIGN > REGIONAL/NATIONAL

Attain Juicelighthenment

HUMANAUT for JUICY JUICE

David Littlejohn, Chief Creative Director
Dan Jacobs, VP Creative
Barlow Jacobs, Creative Director
Sydney Tomasello, Strategist
Emily DeMario, Copywriter
Steven Preisman, Copywriter
Kyle Thiermann, Copywriter
D'Arce Peter, Copywriter
Mark Slawson, Designer
Boris Frantz, Designer
Ben Gortmaker, Senior Brand Producer
Caty Hicks, Senior Brand Producer

INTEGRATED ADVERTISING CAMPAIGNS, >
CONSUMER CAMPAIGN > REGIONAL/NATIONAL

Never Happens

CHEMISTRY AGENCY for
NHTSA & THE AD COUNCIL

Park Pictures

INTEGRATED ADVERTISING CAMPAIGNS >
CONSUMER CAMPAIGN > REGIONAL/NATIONAL

The Spirit of The West Indies

CHEMISTRY AGENCY for
CG & CRICKET WEST INDIES

Test Tube Productions

305 Films

13 Degrees North Productions

Underhill Films

Swell Music

ELEMENTS OF ADVERTISING > LOGO DESIGN

Lightfold Logo

HEADWORD for **LIGHTFOLD**

Matthew Dugger, Creative Director

Forrester Kane, CEO

Jez DeWolff, President

Liz Butler, Associate Creative Director

Nick Dew, Designer

Andy Coen, Producer

Ben Bjelajac, Motion Designer

ELEMENTS OF ADVERTISING > LOGO DESIGN

New Orleans Board of Trade Logos

MIDNIGHT MARKETING for
**NEW ORLEANS BOARD
OF TRADE**

Marla Bernstein, CEO

Rebecca Briscoe, Creative Director

ELEMENTS OF ADVERTISING > ILLUSTRATION

Music Export Memphis - Hummingbird

ARCHER for **MUSIC
EXPORT MEMPHIS**

Adam Shellabarger, Associate Creative Director

Amanda Dent, Creative Director

Wally Rose, Executive Creative Director

Leigh Anne Rose, Executive Creative Director

ELEMENTS OF ADVERTISING >
STILL PHOTOGRAPHY

Gatlinburg Fall 24 Photography

FINN PARTNERS for
**GATLINBURG CONVENTION
AND VISITORS BUREAU**

Hart Armstrong, Senior Art Director

David Bailey, Photographer

Sean Williams, Creative Director

ART DIRECTOR CAMPAIGN

Music Export Memphis - Turn Up

ARCHER for **MUSIC
EXPORT MEMPHIS**

Adam Shellabarger, Associate Creative Director

Amanda Dent, Creative Director

Wally Rose, Executive Creative Director

Leigh Anne Rose, Executive Creative Director

ART DIRECTION CAMPAIGN

Be Somebody

CAYENNE CREATIVE for **UNITED
WAY OF CENTRAL ALABAMA**

Dan Murch, Creative Director

Chris Baker, Creative Director

Andy Odum, Creative Director/Copywriter

Dan Monroe, Copywriter

Andy Minisman, Art Director

Loren Leath, Account Manager

Stacey Fell, Director of Workflow

FILM & VIDEO > CINEMATOGRAPHY

Louisiana's Movie Cowboy

ROCKIT SCIENCE AGENCY
for **FILM LOUISIANA**

Echo Tango, Filming & Production

FILM & VIDEO > CINEMATOGRAPHY

Rickwood Field - MLB Announcement

CHAMP CREATIVE for
RICKWOOD FIELD

Sam Miller, Director, Copywriter, Editor

Dustin Gunter, DP, Editor

Stephen Stinson, Director

Logan Dillard, DP

Blake Raymond, Aerial Photographer

Heather Jeffcoat, Agency Producer

Defacto, Post Sound

Marry Timmons Cross, Production Assistant

MUSIC CAMPAIGN

Your Town, Deep Down

BRAND SOCIETY for NEW ORLEANS & COMPANY

Mark Romig, Chief Marketing Officer,
New Orleans & Company

Jeremy Cooker, Senior Vice President of Marketing,
New Orleans & Company

Lori Archer-Smith, Associate Creative
Director/Copy Chief

Gage Burke, Senior Art Director

Mike Rainey, Partner/CCO/Executive
Creative Director

Ben Ellman with Galactic, Arranger / Composer /
Producer, Saxophonist, Harmonica

Mandy T. Barton, Manager of Marketing &
Special Projects, New Orleans & Company

Odette Ieyoub, Director of Account Services

Troy Cox, Founding Partner/Chief Growth Officer

JD Thomas, Partner/Chief Operating Officer

Tyler Trobert, Art Director

Megan Deist, Art Director

SOUND DESIGN

Rickwood Field – MLB Announcement

CHAMP CREATIVE for RICKWOOD FIELD

Sam Miller, Director, Copywriter, Editor

Dustin Gunter, DP, Editor

Stephen Stinson, Director

Logan Dillard, DP

Blake Raymond, Aerial Photographer

Heather Jeffcoat, Agency Producer

Defacto, Post Sound

Marry Timmons Cross, Production Assistant

DIGITAL CREATIVE TECHNOLOGY >
USER EXPERIENCE

KBT Website

LEWIS for KENTUCKY DISTILLERS' ASSOCIATION

Tom Johnson, VP Creative Director / Art Director

Robert Froedge, SVP / Creative Director

Katie Peninger, VP of Account Service

Nick Michel, Associate Account Director

Ryan Gernenz, VP Creative Director

Eric Knepp, Senior UX/UI Designer

Geoff Johnson, Senior Designer

Corporate Social Responsibility >
Print Advertising Campaign

Be Somebody

CAYENNE CREATIVE for UNITED WAY OF CENTRAL ALABAMA

Dan Murch, Creative Director

Chris Baker, Creative Director

Andy Odum, Creative Director/Copywriter

Dan Monroe, Copywriter

Andy Minisman, Art Director

Loren Leath, Account Manager

Stacey Fell, Director of Workflow

CORPORATE SOCIAL RESPONSIBILITY FOR FILM
> VIDEO & SOUND

Alabama Power – Tree Trimming

CEDAR CREATIVE for ALABAMA POWER

TGreyson Welch, Director

Kevin Johnson, Producer

Preston Little, CamOp

Morgan Dickerson, CamOp

Chris Todd, Set Assist

CORPORATE SOCIAL RESPONSIBILITY
COLLATERAL > BROCHURE/SALES KIT

Be Somebody

CAYENNE CREATIVE for UNITED WAY OF CENTRAL ALABAMA

Dan Murch, Creative Director

Chris Baker, Creative Director

Andy Odum, Creative Director/Copywriter

Dan Monroe, Copywriter

Andy Minisman, Art Director

Loren Leath, Account Manager

Stacey Fell, Director of Workflow

PUBLIC SERVICE COLLATERAL >
BRAND ELEMENTS

2025 JP Calendar JEREMIAH PROGRAM

Kristina Turner, Sr. Director of Marketing
and Storytelling

Monita Bell, Director of Content Strategy

Hom Sweet Hom, Illustrator

PUBLIC SERVICE FILM > VIDEO & SOUND >
NON BROADCAST

What Is Family? Oasis Video

**GS&F for OASIS –
WHAT IS FAMILY?**

Melvin Stobbe, Executive Creative Director
Crystal Hubbard, Creative Director
Tatum Hanson, Copywriter/Script Writer
Amanda Bowring, Art Director
Anne Morgan, Associate Creative Director
Kari Cottrell, Senior Designer
Sydney Johnson, Associate Art Director
Scott Brooks, Editor
Nick Waugh, Director of Photography
Liz Johnson, Producer
Allie Williams, Group Account Director
Alex Taliaferro, Senior Account Manager

PUBLIC SERVICE FOR FILM > VIDEO & SOUND >
Campaign

Tribal CRC Awareness TYLER DIGITAL for NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS

Tyler Matthews, Director
Tucker Prescott, Director of Photography

ADVERTISING INDUSTRY SELF PROMOTION >
DIRECT MARKETING

Miner Christmas Mixtape

MINER DESIGN CO.

Nicholas Miner, Graphic Designer

ADVERTISING INDUSTRY SELF PROMOTION
FOR ONLINE/INTERACTIVE

Nugs Cover Illustrations

GOOD GIANT

Mark Naparstek, Executive Creative Director
Jordan Kabalka, Illustrator

ADVERTISING INDUSTRY SELF
PROMOTION CAMPAIGN

Dog Days of Summer: MAS Fundraiser

INFERNO

Amy Lind, Associate Creative Director
Deborah Elam, Art Director
Morgan McKinney, Digital Content Creator

ADVERTISING INDUSTRY SELF
PROMOTION CAMPAIGN

A Lot of Winners

PRETTY USEFUL CO.

for **AAF MEMPHIS**

Allie Mounce, Writer and Director
Michael Norris, Motion Director and Editor
Paul Gilliam, Crazy Addy
Zu Auto Sales, Location

ADVERTISING INDUSTRY SELF
PROMOTION CAMPAIGN

GS&F Refresh

GS&F

Melvin Stobbe, Executive Creative Director
Eric Knittel, Creative Director/Copy
Alex Miracle, Associate Creative Director/Art
Kari Cottrell, Senior Designer
Michael McGee, Art Director
Anna Maack, Associate Art Director
Scott Brooks, Editor
Nick Waugh, Camera/Drone
Gregg Boling, CEO
John Anderson, VP, Strategy
Ryan Algaier, Group Account Director
Brent Barbour, Account Manager

ADVERTISING INDUSTRY SELF
PROMOTION CAMPAIGN

Big Com: Real Live Agency Campaign

BIG COMMUNICATIONS

Shannon Harris, Executive Creative Director
Matt Lane Harris, Creative Director
Jake Odom, Creative Director
Karla Khodanian, Director of Strategic
Communications
Brian Curtin, Director of Motion
Ali Clark, Associate Creative Director, Motion
Robert Brodrecht, Digital Director
Dan Gavin, Digital Experience Engineer
Caleb Zorn, Director of Photography
Wes Frazer, Photographer
Cecilia Wood, Social Media
and Content Curator
Kristin Dober, Senior Producer



congrats

and good luck at the
national competition

