

AAF

MOBILE BAY'S  
ANNUAL  
AMERICAN  
ADVERTISING  
AWARDS SHOW



AMERICAN  
ADVERTISING  
AWARDS

# MOBILE BAY'S ANNUAL AMERICAN ADVERTISING AWARDS SHOW

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Welcome to the American Advertising Awards!

Tonight we gather to celebrate our area's creative efforts from this past year. Each of tonight's winning entries represent the culmination of a multitude of ideas and talent. As you will see on the following pages, our advertising community continues to produce some really fantastic work!

The American Advertising Awards competition is the largest and most comprehensive creative competition in the country. Many of tonight's winners will go on to the next level of competition where they will compete against other entries from across the southeast. The winners of the district competition will then go on to compete in the against other winners from across the United States. The winners of the national competition will be announced at the annual American Advertising Conference in June.

AAF Mobile Bay gratefully acknowledges the efforts of this year's American Advertising Awards committee, sponsors and volunteers. Without these hardworking individuals and supporters, tonight's event would not be possible.

And finally, thank you to the Mobile Bay advertising community.

Enjoy your evening!

Leigh Wright  
President, AAF Mobile Bay

## Special Thanks

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SARAH GREER BUMGARNER

NICK LAWKIS

LINDSEY STIEGLER

AAF PENSACOLA

TONI RIALES

# JUDGES

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## **JASON CRAIG**

Senior designer at Wier/Stewart, has been in the creative field for over 15 years. Originally from the Midwest, Jason got his start as a colorist in the comic book industry before moving to Augusta, Georgia to pursue his design and illustration career. Through most of the 2000s Jason learned the industry from the inside, managing graphics departments of screen printers, digital printers and sign shops until becoming

Creative Director for Portico Publications. At Portico, Jason received multiple awards including numerous ADDY awards for his art direction and design of multiple publications including the 24,000 circ alt weekly, Metro Spirit. In 2010, Jason joined the team at Wier/Stewart (then known as, Wierhouse) where he leads a team of designers on projects ranging from local rebrands to national advertising campaigns and product packaging. Jason is also a celebrated fine artist and illustrator, showing his works in solo and group exhibitions from Augusta to San Francisco. Jason serves on the board of and is the graphic designer for the Soul City Sirens, a nationally-ranked women's roller derby team that he helped found in 2008. Jason lives in North Augusta, SC with his wife and biggest supporter, Veronica, along with their daughters. Occasionally, Jason can also be found teaching workshops at the Morris Museum of Art.

# JUDGES

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## **BAYNE MILLION**

Bayne Million is currently Vice-President, Sales & Marketing, Wendy's of Bowling Green. This includes 44 Wendy's locations located throughout Kentucky, Indiana, Tennessee and Alabama. In Bayne's 6 years with Wendy's of Bowling Green he has been selected 2 time National Marketer of the Year by Wendy's International as well as his franchise. He worked as Field Marketing Manager on the corporate

side for 17 years, covering 25 DMA's and over 500 Wendy's.

Bayne graduated from Oxford College of Emory University with his Associate of Liberal Arts, from Emory University with his Bachelor of Arts in Education and holds a Masters in Advertising from Grady School of Journalism, University of Georgia. He also holds a fellowship degree from Loyola University's Institute of Politics and a Fellowship from American University Political Campaign Management Institute.

Bayne serves on the boards of Jr Achievement, South Central KY; Operation Pride, Bowling Green & Warren County; Sports Masters, BG/WC Visitor & Convention Bureau; Fellowship of Christian Athletes, South Central KY; and the Dave Thomas Foundation for Adoption, S. Central KY Adoption Council. He volunteers for the Big Brothers Big Sisters and Kiwanis Club of Bowling Green. Other activities include Ford Business School, Western KY Univ., Marketing Dpt. Advisory Board and Another Way Center, Advisory Board and Marketing Consultant.

# JUDGES

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## **LESLIE SAUNDERLIN**

Leslie is owner of dollilop designs, a branding and design studio located in Richmond, VA. Her studio is dedicated to building holistic, innovative and multi-faceted brands that grow her clients businesses. Her favorite thing about what she does is interacting with clients and other talented creatives along the way. And of course finding out what makes her clients businesses tick.

With over 14 years of advertising and agency experience, her clients have included MOMA, Target, AIDS foundation, Pier 1, Library of Congress, Disney and Apple.

Leslie Has a BFA in Graphic Design and Photography from Longwood University. She enjoys globe-hopping, making elaborate dinners for her book & supper club, vineyard picnics in the Shenandoah Valley and hanging with her husband and husky, Lola. This is her first year judging the Addys. She's thrilled to be a part of it.

# Best of Show

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**AWARD:** Best of Show ADDY® Award

**ENTRANT:** j thomas, inc.

**ADVERTISER:** Bishop State

**CATEGORY:** Television | Local (one DMA)- :30

**TITLE:** Hibbett Sports Mobile Promo

**CREDITS:** Jason Thomas, President/Creative Director | Keith Tippit, Photography | Jonathan Reynolds, Post/Animation

**AWARD:** Best of Show ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Hibbett Sports

**CATEGORY:** Integrated Campaigns | Consumer, Regional/National

**TITLE:** Hibbett Sports Mobile Promo

**CREDITS:** Rich Sullivan, Executive Creative Director | Stephean Grimes, Associate Creative Director | Chris Mills, Art Director | Josh Poag, Copywriter Sara Miles Agee, Producer | Chris Bodie, Retouching | Shiny Object, Animation | Whitney Christopher, Project Manager

**AWARD:** Best of Show ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** RSQ

**CATEGORY:** Advertising Industry Self-Promotion | Creative Services and Industry Suppliers- Digital

**TITLE:** RSQ Website

**CREDITS:** Rich Sullivan, Executive Creative Director & Copywriter | Stephean Grimes, Associate Creative Director | Karen Sullivan, Digital Producer | We Can't Stop Thinking, Design & Development

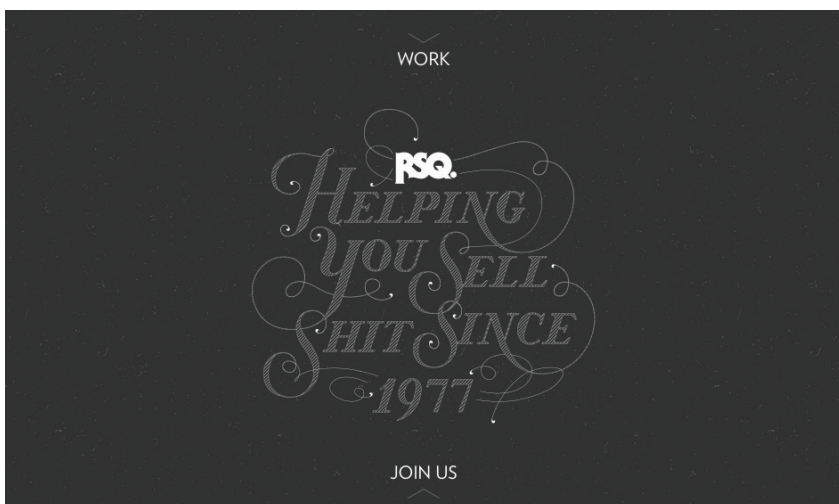
# Best of Show

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Top: Hibbett Sports Mobile Promo, *Red Square Gaming*.

Bottom: RSQ Website, *Red Square Gaming*.



# Sales Promotion

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## PRODUCT OR SERVICE SALES PRESENTATION

### 01B | SALES KIT

**AWARD:** Silver ADDY® Award

**ENTRANT:** Hadley Binion Designs, LLC

**ADVERTISER:** Roberts Brothers, Inc.

**TITLE:** Roberts Brothers Brochure

**CREDITS:** Hadley Binion Designs, Inc., Graphic Designer

# Collateral Material

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## ANNUAL REPORT

### 07A | LESS THAN FOUR-COLOR

**AWARD:** Gold ADDY® Award

**ENTRANT:** Hummingbird Ideas

**ADVERTISER:** Downtown Mobile Alliance

**TITLE:** Downtown Mobile Alliance Annual Report

**CREDITS:** Kristin Black, Graphic Designer

## BROCHURE

### 08B | FOUR-COLOR

**AWARD:** Silver ADDY® Award

**ENTRANT:** Jenny Pelham Creative

**ADVERTISER:** Tom Myers Woodturned Vessels  
**TITLE:** Tom Myers  
Woodturned Vessels Brochure

**CREDITS:** Jenny Pelham, Art Director, Graphic Designer, Photographer |  
Tom Myers, Copywriter



# Collateral Material

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## POSTER

### 10A | SINGLE

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** PCI Gaming

**TITLE:** Million Dollar Dream Vacation poster

**CREDITS:** Diana Nichols, Creative Director | Andy Layton, Associate Creative Director | Dwayne Wegley, Senior Art Director Sarah Grube, Art Director | Drew Hard, Art Director | Nick Ewertz Copywriter | Katie Ward, Senior Account Executive | Carolin Beard, Account Executive

## SPECIAL EVENT MATERIAL- INVITATION

### 11A | CARD

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Hard Rock Hotel & Casino Tulsa

**TITLE:** Hard Rock Tulsa Holiday Card

**CREDITS:** Wally Hitchcock, Associate Creative Director | Brittney Simms, Art Director | Carol Anne Solberger, Junior Art Director Alanna Moman-Rawden, Group Account Supervisor

### 11B | INVITATION

**AWARD:** Gold ADDY® Award

**ENTRANT:** Agency Verge

**ADVERTISER:** Mitchell Cancer Institute

**TITLE:** Celebrate Hope Invitation

**CREDITS:** Laura Burton, President and Executive Director | Daryl Evans, Art Director | Zebra Marketing, Printer | Southeastern Press, Printer

# Collateral Material

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**AWARD:** Silver ADDY® Award

**ENTRANT:** VMR Agency

**ADVERTISER:** Maynard, Cooper, & Gale, P.C.

**TITLE:** Maynard, Cooper, & Gale, P.C. Invitation

**CREDITS:** Vanessa Reyner, President | Marissa Fleming, Account Executive

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Cherokee Casino & Hotel West Siloam Springs

**TITLE:** West Siloam Springs NYE Invite

**CREDITS:** Diana Nichols, Creative Director | Wally Hitchcock, Associate Creative Director | Wade Stringfellow, Art Director | Keller Reeves, Copywriter  
Julie Palmer, Print Producer | Sean Garrett, Junior Account Executive

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Cherokee Casino & Hotel West Siloam Springs

**TITLE:** West Siloam Springs Carnival Cash Invite

**CREDITS:** Diana Nichols, Creative Director | Wally Hitchcock, Associate Creative Director | Wade Stringfellow, Art Director | Keller Reeves, Copywriter  
Julie Palmer, Print Producer | Sean Garrett, Junior Account Executive

## 11B | INVITATION

**AWARD:** Silver ADDY® Award

**ENTRANT:** Agency Verge

**ADVERTISER:** The Pilot Family

**TITLE:** Pilot Rehearsal Dinner Invitation

**CREDITS:** Laura Burton, President and Executive Director | Andy Zak, Senior Art Director | Gwin's Printing, Printer

# Collateral Material

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## 11C | ANNOUNCEMENT

**AWARD:** Silver ADDY® Award

**ENTRANT:** Soiree Signatures Calligraphy & Custom Invitation Design

**ADVERTISER:** Garner-Hines Wedding

**TITLE:** Save the Date, Garner-Hines Wedding

**CREDITS:** Lindsey Stiegler, Creative Director/Graphic Designer | Lindsey Stiegler, Calligrapher | Betty Murchison, Artist, St. Francis at the Point painting  
Jenifer Simpson, Event Stylist

## DIRECT MARKETING

### 12A | SINGLE

**AWARD:** Silver ADDY® Award

**ENTRANT:** Agency Verge

**ADVERTISER:** Mobile Airport Authority

**TITLE:** A Perfect Landing Direct Mail

**CREDITS:** Laura Burton, President and Executive Director | Andy Zak, Senior Art Director | Robert Kreger, Copy Writer | Zebra Marketing, Printer

# Out-of-Home

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## OUTDOOR BOARD

### 15B | EXTENSION/DIMENSIONAL

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** PCI Gaming

**TITLE:** Winning Moments Outdoor Board

**CREDITS:** Diana Nichols, Creative Director | Andy Layton, Associate Creative Director & Copywriter | Dwayne Wegley, Senior Art Director | Phillip Laue, Copywriter | Keller Reeves, Copywriter  
Katie Ward, Senior Account Executive | Caroline Beard, Account Executive

# Out-of-Home

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**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** PCI Gaming, Wind Creek Wetumpka

**TITLE:** Wind Creek Wetumpka Grand Opening Outdoor Board

**CREDITS:** Diana Nichols, Creative Director | Andy Layton, Associate Creative Director & Copywriter | Dwayne Wegley, Senior Art Director | Phillip Laue, Copywriter | Keller Reeves, Copywriter  
Katie Ward, Senior Account Executive

## MASS TRANSIT/ PUBLIC TRANSIT/ AIRLINES

### 16B | EXTERIOR

**AWARD:** Gold ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** PCI Gaming, Wind Creek Wetumpka

**TITLE:** Marta Train Wrap

**CREDITS:** Diana Nichols, Creative Director | Andy Layton, Associate Creative Director & Copywriter | Dwayne Wegley, Senior Art Director | Phillip Laue, Copywriter | Keller Reeves, Copywriter  
Katie Ward, Senior Account Executive | Sarah Jones, President

## CAMPAIGN

### 18 | OUT OF HOME CAMPAIGN

**AWARD:** Gold ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** PCI Gaming

**TITLE:** Winning Moments Out of Home Campaign

**CREDITS:** Diana Nichols, Creative Director | Andy Layton, Associate Creative Director & Copywriter | Dwayne Wegley, Senior Art Director | Rich Sullivan, Executive Creative Director | Phillip Laue, Copywriter | Keller Reeves, Copywriter | Katie Ward, Senior Account Executive | Sarah Jones, President

# Consumer Or Trade Publication

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## CAMPAIGN

**24B | FOUR COLOR**

**AWARD:** Silver ADDY® Award

**ENTRANT:** VMR Agency

**ADVERTISER:** Lap's Grocery & Grill

**TITLE:** Lap's Grocery & Grill - Print Campaign

**CREDITS:** Vanessa Reyner, President | Marissa Fleming, Account Executive |  
Mallory Godwin, Designer

**AWARD:** Silver ADDY® Award

**ENTRANT:** j thomas, inc.

**ADVERTISER:** USA Children's & Women's Hospital

**TITLE:** Meet a Rock Star and a Princess

**CREDITS:** Jason Thomas, President/Creative Director |  
Jeff Kennedy, Photography

# Newspaper

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## CAMPAIGN

**30B | FOUR COLOR**

**AWARD:** Gold ADDY® Award

**ENTRANT:** Hummingbird Ideas

**ADVERTISER:** The Highland Group

**TITLE:** Highland Group- Builder Campaign

**CREDITS:** Crawford Binion, Copywriter | Tim Dozier, Art  
Director | Johnny Gwin, Creative Director | Kristin Black, Graphic Designer |  
Courtney Smith, Graphic Designer

# Digital Advertising

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## WEBSITES, B-2-B

### 32C | SERVICES

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Bienville Capital Management

**TITLE:** Bienville Capital Management Website

**CREDITS:** Rich Sullivan, Executive Creative Director & Copywriter | Karen Sullivan, Digital Producer | Jarrett McCraw, Project Manager | Miller Mobley, Photography | We Can't Stop Thinking, Design & Development

## WEBSITE, CONSUMER

### 33C | SERVICES

**AWARD:** Gold ADDY® Award

**ENTRANT:** Hummingbird Ideas

**ADVERTISER:** Hangout Music Festival

**TITLE:** Hangout Music Festival Website

**CREDITS:** Tim Dozier, Art Director | Will Fawcett, Web Developer

## MOBILE WEBSITE

### 34A | PRODUCTS

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Hibbett Sports

**TITLE:** Hibbett Sports Mobile

**CREDITS:** Rich Sullivan, Executive Creative Director | Stephean Grimes, Associate Creative Director | Chris Rowe, Designer | Karen Sullivan, Producer, Lightmaker, Developer | Whitney Christopher, Project Manager

# Digital Advertising

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## VIDEO

**40D | BRANDED CONTENT, MORE THAN :60**

**AWARD:** Silver ADDY® Award

**ENTRANT:** Compass Media

**ADVERTISER:** New Orleans Plantation Parade

**TITLE:** Houmas House Plantation

**CREDITS:** Dusty Bias, Director/Cameraman/ Editor | Chad Kirtland,  
Producer | Cortland Richards, Aerial Photographer

## Radio

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### LOCAL (ONE METRO)

**43C | CAMPAIGN**

**AWARD:** Silver ADDY® Award

**ENTRANT:** VMR Agency

**ADVERTISER:** Lap's Grocery & Grill

**TITLE:** Lap's Grocery & Grill - Radio Campaign

**CREDITS:** Vanessa Reyner, President | Marissa Thetford, Account Executive,  
Copywriter | Soundworks, Producer | Gerald Figures, Voiceover Talent

## Television

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### LOCAL (ONE DMA)

**46B | :30**

**AWARD:** Gold, Best of Show ADDY® Award

**ENTRANT:** j thomas, inc.

**ADVERTISER:** Bishop State

**TITLE:** Sort

**CREDITS:** Jason Thomas, President/Creative Director | Keith  
Tippit, Photography | Jonathan Reynolds, Post/Animation

# Television

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## LOCAL (ONE DMA)

**46C | :60 OR MORE**

**AWARD:** Silver ADDY® Award

**ENTRANT:** Hadley Binion Designs, LLC

**ADVERTISER:** Roberts Brothers, Inc.

**TITLE:** Finding Your Dreams a Home

**CREDITS:** Hadley Binion Designs, LLC, Writer and Producer | Cari Searcy with All Good Creatives, Video Production

## 46D | CAMPAIGN

**AWARD:** Gold ADDY® Award

**ENTRANT:** j thomas, inc.

**ADVERTISER:** Bishop State

**TITLE:** Sort

**CREDITS:** Jason Thomas, President/Creative Director | Keith Tippit, Photography | Jonathan Reynolds, Post/Animation

## REGIONAL/NATIONAL TV, SINGLE SPOTS

### 48C | SERVICES

**AWARD:** Gold ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** PCI Gaming

**TITLE:** Wind Creek Wetumpka Grand Opening

**CREDITS:** Diana Nichols, Creative Director | Rich Sullivan, Copywriter | Dwayne Wegley, Art Director | Brittney Sims, Art Director | Katie Ward, Senior Account Executive



# Television

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## 48C | SERVICES

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Cherokee Casinos

**TITLE:** Rev Up the Romance

**CREDITS:** Diana Nichols, Creative Director | Wally Hitchcock, Associate Creative Director | Dwayne Wegley, Art Director | Chrissy Deem, Copywriter | Alanna Moman-Rawden, Senior Account Executive

## REGIONAL/NATIONAL TV CAMPAIGN

### 49C | SERVICES

**AWARD:** Gold ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Hard Rock Hotel & Casino Tulsa

**TITLE:** Hard Rock Tulsa Swivel

**CREDITS:** Wally Hitchcock, Associate Creative Director | Dwayne Wegley, Art Director | John Hatfield, Freelance Art Director | Nick Ewertz, Copywriter | Alanna Moman-Rawden, Group Account Supervisor | Caroline Beard, Account Executive | Caleb Moore, Production Supervisor | Signal Factory, Production House

## CINEMA ADVERTISING

### 51B | IN-THEATRE COMMERCIALS OR SLIDES

**AWARD:** Gold ADDY® Award

**ENTRANT:** j thomas, inc.

**ADVERTISER:** Bishop State

**TITLE:** Sort

**CREDITS:** Jason Thomas, President/Creative Director | Keith Tippit, Photography | Jonathan Reynolds, Post/Animation

# Integrated Campaigns

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## **CONSUMER, REGIONAL/NATIONAL**

### **54 | CONSUMER, LOCAL**

**AWARD:** Silver ADDY® Award

**ENTRANT:** Compass Media

**ADVERTISER:** South Baldwin Chamber of Commerce

**TITLE:** Gulf Coast Hot Air Balloon Festival

**CREDITS:** Kendra Godbold, Project Manager | Jessica Porterfield, Graphic Designer | Dusty Bias, Director/Cameraman | Rich Baldwin, Producer

**AWARD:** Silver ADDY® Award

**ENTRANT:** Hummingbird Ideas

**ADVERTISER:** Dr. Todd M. Bennett Orthodontics

**TITLE:** Ask The Orthodontist Campaign

**CREDITS:** Crawford Binion, Copywriter | Tim Dozier, Art Director | Johnny Gwin, Creative Director | Will Fawcett, Web Designer | Kristin Black Graphic Designer | Courtney Smith, Graphic Designer

### **55 | CONSUMER, REGIONAL/NATIONAL**

**AWARD:** Gold ADDY® Award, Best of Show

**ENTRANT:** RSQ

**ADVERTISER:** Hibbett Sports

**TITLE:** Hibbett Sports Mobile Promo

**CREDITS:** Rich Sullivan, Executive Creative Director | Stephean Grimes, Associate Creative Director | Chris Mills, Art Director | Josh Poag, Copywriter | Sara Miles Agee, Producer | Chris Bodie, Retouching | Shiny Object, Animation | Whitney Christopher, Project Manager

# Integrated Campaigns

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**AWARD:** Gold ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** PCI Gaming, Wind Creek Wetumpka

**TITLE:** Wind Creek Wetumpka Grand Opening

**CREDITS:** Diana Nichols, Creative Director | Nick Ewertz, Copywriter | Phillip Laue, Copywriter | Rich Sullivan, Executive Creative Director & Copywriter | Dwayne Wegley, Senior Art Director | Sarah Grube, Art Director | Courtney Smith, Art Director | Corey Hillman, Art Director | Carol Anne Solberger, Art Director | Tina Phanthaphannha, Graphic Designer

**AWARD:** Gold ADDY® Award

**ENTRANT:** Hummingbird Ideas

**ADVERTISER:** American Environmental

**TITLE:** American Environmental Sales & Marketing Materials

**CREDITS:** Crawford Binion, Copy Writer | Tim Dozier, Art Director | Johnny Gwin, Creative Director | Rob Kreger, Copy Writer | Will Fawcett, Web Developer

**AWARD:** Gold ADDY® Award

**ENTRANT:** Hummingbird Ideas

**ADVERTISER:** Wintzell's Oyster House

**TITLE:** Wintzell's Sales & Marketing Materials

**CREDITS:** Crawford Binion, Copywriter | Tim Dozier, Art Director | Johnny Gwin, Creative Director | Will Fawcett, Web Designer | Kristin Black, Graphic Designer | Courtney Smith, Graphic Designer

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** PCI Gaming

**TITLE:** Wonders of the Gulf

**CREDITS:** Diana Nichols, Creative Director | Pat Reid, Art Director | Josh Poag, Copywriter | New Uniform, Design Developer | Shar'Day Porter, Senior Media Buyer | Katie Ward, Senior Account Executive

# Integrated Campaigns

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## CONSUMER, REGIONAL/NATIONAL

### 55 | CONSUMER, REGIONAL/NATIONAL

**AWARD:** Silver ADDY® Award

**ENTRANT:** Compass Media

**ADVERTISER:** Backcountry Trail Foundation

**TITLE:** Discover the Backcountry

**CREDITS:** Kendra Godbold, Project Manager | Nicole Fisher, Graphic Designer | Lisa Terrell, Graphic Designer | Myra Beckman, Graphic Designer | Kari Owens, Graphic Designer | Anita Powell, Marketing Coordinator | Dusty Bias, Director/Cameraman | Chad Kirtland, Producer

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** PCI Gaming

**TITLE:** Million Dollar Dream Vacation

**CREDITS:** Diana Nichols, Creative Director | Andy Layton, Associate Creative Director | Dwayne Wegley, Senior Art Director | Sarah Grube, Art Director | Drew Hard, Art Director | Nick Ewertz, Copywriter | Katie Ward, Senior Account Executive

**AWARD:** Silver ADDY® Award

**ENTRANT:** JJPR, LLC

**ADVERTISER:** Alabama State Port Authority

**TITLE:** The Southern Campaign

# Advertising Industry Self-Promotion

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## CREATIVE SERVICES AND INDUSTRY SUPPLIERS

### 70G | DIGITAL ADVERTISING

**AWARD:** Gold ADDY® Award, Best of Show

**ENTRANT:** Red Square Gaming

**ADVERTISER:** RSQ

**TITLE:** RSQ Website

**CREDITS:** Rich Sullivan, Executive Creative Director & Copywriter |  
Stephan Grimes, Associate Creative Director | Karen Sullivan, Digital  
Producer | We Can't Stop Thinking , Design  
& Development

**AWARD:** Gold ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Red Square Gaming

**TITLE:** Red Square Gaming Website

**CREDITS:** Rich Sullivan, Executive Creative Director & Copywriter | Diana  
Nichols, Creative Director | Karen Sullivan, Digital Producer | Alex Ziemann,  
Interactive Producer | Ashley Rowe, Photographer | We Can't Stop Thinking,  
Design  
& Development

**AWARD:** Silver ADDY® Award

**ENTRANT:** Crown Products

**ADVERTISER:** Crown Products

**TITLE:** CROWN Website

**CREDITS:** Brian Davis, Director of Interactive Media | Megan Cary, Senior  
Creative | Kim Collins, Marketing Director

# Advertising Industry Self-Promotion

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## CREATIVE SERVICES AND INDUSTRY SUPPLIERS

### 70I | NON-TRADITIONAL

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** RSQ

**TITLE:** Valenvine

**CREDITS:** Rich Sullivan, Executive Creative Director | Stephean Grimes, Associate Creative Director | Chris Mills, Art Director | Chris Rowe, Art Director | Sara Miles Agee, Producer | Chrissy Deem, Copywriter | Nick Ewertz, Copywriter/Lightmaker/Developer | Cyrus J. Cooper, Cupid

### 70K | CARDS, INVITATIONS OR ANNOUNCEMENTS

**AWARD:** Gold ADDY® Award

**ENTRANT:** Crown Products

**ADVERTISER:** Crown Products

**TITLE:** National Sales Meeting Invitation

**CREDITS:** Kim Collins, Director of Marketing | Ty Shaw, Creative Intern  
| Megan Cary, Senior Creative

## CAMPAIGN

### 72A | SINGLE MEDIUM CAMPAIGN

**AWARD:** Gold ADDY® Award

**ENTRANT:** Optera Creative, Inc.

**ADVERTISER:** Optera Creative, Inc.

**TITLE:** Moh-beel Campaign

**CREDITS:** Steve Hampton, Art Director

# Advertising Industry Self-Promotion

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## 72B | INTEGRATED CAMPAIGN

**AWARD:** Silver ADDY® Award

**ENTRANT:** Crown Products

**ADVERTISER:** Crown Products

**TITLE:** CROWN Brand Launch Campaign

**CREDITS:** Kim Collins, Director of Marketing | Megan Cary, Senior Creative  
| Brian Davis, Director of Interactive Media | Katie Vogtner, Senior Creative  
| Lauren McAnally, Creative Designer | Ty Shaw, Creative Intern | Ashley  
Lawrence, Market Research Analyst

# Elements of Advertising

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## VISUAL

### 74A | LOGO

**AWARD:** Silver ADDY® Award

**ENTRANT:** j thomas, inc.

**ADVERTISER:** USA Children's & Women's Hospital

**TITLE:** USA Children's & Women's Hospital

**CREDITS:** Jason Thomas, President/Creative Director

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Hard Rock Hotel & Casino Biloxi

**TITLE:** The Record Company Logo

**CREDITS:** Diana Nichols, Creative Director | Wally Hitchcock,  
Associate Creative Director | Jordan Kabalka, Art Director | Rich Sullivan,  
Executive Creative Director | Scott Nasinko, Copywriter | Jaimie Frey,  
Account Executive

# Elements of Advertising

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## VISUAL

### 74A | LOGO

**AWARD:** Silver ADDY® Award

**ENTRANT:** Agency Verge

**ADVERTISER:** Mitchell Cancer Institute

**TITLE:** Think Pink Tea Logo

**CREDITS:** Laura Burton, President and Executive Director | Andy Zak, Senior Art Director | Carlisha Bagsby, Account Service

### 74I | LOGO

**AWARD:** Silver ADDY® Award

**ENTRANT:** Red Square Gaming

**ADVERTISER:** Bienville Capital Management

**TITLE:** Bienville Capital Management

**CREDITS:** Rich Sullivan, Executive Creative Director & Copywriter | Karen Sullivan, Digital Producer | Jarrett McCraw, Project Manager | Miller Mobley, Cinematographer



# Celebrating Excellence In Advertising

**Congratulations  
To All Entrants!**



**FOX10tv.com**

# Student Awards

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## **BEST OF SHOW**

**AWARD:** Student Best of Show ADDY® Award

**ENTRANT:** Courtney Smith

**ADVERTISER:** University of South Alabama

**CATEGORY:** Direct Marketing

**TITLE:** Get Trashy Newsletter

## **STUDENT CATEGORIES**

S04A | Poster

**AWARD:** Silver ADDY® Award

**ENTRANT:** Tyler Hartlage

**ADVERTISER:** Spring Hill College

**TITLE:** A Midsummer Night's Dream Poster

**AWARD:** Silver ADDY® Award

**ENTRANT:** Sami Maurer

**ADVERTISER:** Spring Hill College

**TITLE:** The Colors of Major League Baseball

**AWARD:** Silver ADDY® Award

**ENTRANT:** Jackson R. Watkins

**ADVERTISER:** Spring Hill College

**TITLE:** Univers Type Face Poster

## **S04A | POSTER**

**AWARD:** Silver ADDY® Award

**ENTRANT:** Marina Brooks

**ADVERTISER:** Spring Hill College

**TITLE:** Spirit of a Storm

**S05D | MAGAZINE DESIGN**

**AWARD:** Silver ADDY® Award

**ENTRANT:** Mary Beth Lursen | Kenneth Daniel Moran | Timothy Borland

**ADVERTISER:** University of South Alabama

**TITLE:** Due South Magazine

**S05E | BOOK DESIGN**

**AWARD:** Gold ADDY® Award

**ENTRANT:** Tyler Hartlage

**ADVERTISER:** Spring Hill College

**TITLE:** The Little Blue Polar Bear

**S05E | BOOK DESIGN**

**AWARD:** Gold ADDY® Award

**ENTRANT:** Tyler Hartlage

**ADVERTISER:** Spring Hill College

**TITLE:** The Little Blue Polar Bear

**AWARD:** Silver ADDY® Award

**ENTRANT:** Jackson R. Watkins

**ADVERTISER:** Spring Hill College

**TITLE:** Enso, About the Circle

**S06 | DIRECT MARKETING**

**AWARD:** Gold ADDY® Award

**ENTRANT:** Courtney Smith

**ADVERTISER:** University of South Alabama

**TITLE:** Get Trashy Newsletter

**S16C | VISUAL, ILLUSTRATION, CAMPAIGN**

**AWARD:** Silver ADDY® Award

**ENTRANT:** Sami Maurer

**ADVERTISER:** Spring Hill College

**TITLE:** Brussels Babes Campaign

# Sponsors

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AAF MOBILE BAY

THE TEMPLE DOWNTOWN

FOX10

STUDIO TRP PRODUCTIONS

SOIRÉE SIGNATURES CALLIGRAPHY

HUMMINGBIRD IDEAS

CALAGAZ COMMERCIAL PRINTING

MEDIA SERVICES LLC



AMERICAN ADVERTISING FEDERATION  
**AAF MOBILE BAY**

