

AAF MOBILE BAY  
PRESENTS

# AMERICAN ADVERTISING Awards

FEBRUARY 26, 2015

WINNERS BOOK



AAF MOBILE BAY  
PRESENTS  
**AMERICAN  
ADVERTISING  
Awards**  
FEBRUARY 26, 2015



SPECIAL THANKS TO OUR SPONSORS:



COCKTAILS 6:00 PM

SHOW 7:00 PM

WELCOME TO THE  
AMERICAN ADVERTISING AWARDS!

Dear AAF Mobile Bay Members and Guests,

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local AAA competitions. The mission of the American Advertising Awards is to recognize and reward creative excellence in the art of advertising. Tonight's winners will go on to compete in the AAF District 7 American Advertising Awards competition.

I would like to thank each of the participants and supporters of AAF Mobile Bay's American Advertising Awards, and I would like to thank each of our AAA judges. I would also like to extend a special thank you to Tara Henley and Jay Schmidt for serving as this year's Chairs for the American Advertising Awards. They and their committee worked extremely hard to make this possible, and it is an honor to work with them.

So sit back, have a drink (or three) and enjoy yourself as we recognize you—Mobile Bay's best-of-the-best in advertising.

Leigh Wright  
President  
AAF Mobile Bay

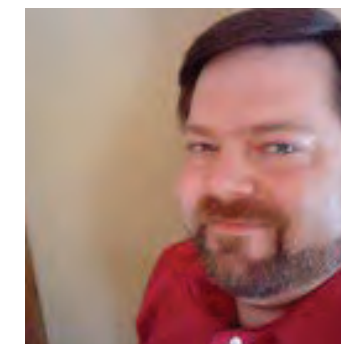
JUDGES



DOBBS



HODGIN



THOMPSON



VAUGHN

RICK DOBBS

Rick is creative director and principal of Unreal, a boutique design shop in New Orleans, Louisiana. Prior to launching Unreal, Rick was art director at MGM-MIRAGE's Beau Rivage Resort & Casino in Biloxi, Mississippi, and art director at Xdesign, Inc. in Baton Rouge, Louisiana. Unreal has garnered multiple ADDY® awards in the past several years on the Mississippi Gulf Coast, in Baton Rouge and in New Orleans including Art Director of the Year and back-to-back People's Choice Awards for print. Unreal has also been featured on [TheDieline.com](#); the beer packaging design site [OhBeautifulBeer.com](#); in *Print Magazine's* 2010, 2011 and 2014 Regional Design Annuals; in Rockport Publishing's *LogoLounge* book series; and *Communication Arts'* 2015 Typography Annual.

SCOTT HODGIN

Scott is a founder/creative director at TILT in Baton Rouge, LA. Since graduating from LSU in 1998, Scott has been creating award-winning work for clients such as Pabst Brewing Company, Community Coffee, Yakima, The Radio Bar and many more. His work has been featured in national publications such as *Print* and *How* magazine and has been awarded with well over 100 local, regional, and national awards for creative excellence. Scott also serves as an adjunct professor of design in the College of Design at Louisiana State University.

DANNY THOMPSON

Danny is the editor-in-chief and digital director at H&F Media Group in Birmingham, Alabama, where he creates content for five industrial trade publications. Prior to his roles at H&F Media Group, Danny spent time as a copywriter at LWT Communications and Copperwing Design. Danny also blogged extensively for [b5Media's BusinessAndBlogging.com](#), while also owning [LefthandedWriter.com](#), a marketing and corporate communications social media business.

ROGER VAUGHN

Roger is a partner and creative director at The Johnson Group, a full-service, AAAA-member agency founded in 1996 in Chattanooga, Tennessee. Roger's advertising portfolio includes television, radio, print and digital work for such clients as McDonald's, Volkswagen, Comcast, Krystal, Cracker Barrel, Sprint, Cricket Wireless, Sunbelt Granola Bars, Brach's Candy, Blue Cross/Blue Shield, Rubbermaid, and AirTran Airlines. His work has been recognized with multiple local, regional and national ADDY®s; national EFFIEs; ShowSouth awards; and *ADWEEK* magazine's Icon Award for Technology Marketing. In addition to his advertising work, Roger has created music video concepts for high-profile acts including Eric Church, Florida-Georgia Line, Josh Turner, Thomas Rhett and Sara Watkins of Nickel Creek. This work has been recognized with multiple CMA, CMT and ACM awards and nominations.

# BEST OF SHOW

## GREATER GULF STATE FAIR FAMILY AFFAIR

- 1 **Entrant:** Joseph Brennan  
**Client:** Greater Gulf State Fair  
 Joseph Brennan, Co-Director, Co-Writer, Producer  
 Taylor Noll, Co-Director, Co-Writer  
 Adam Tuckey, Co-Writer, Editor  
 Madison Hamburg, Producer  
 Terry Duthu, Cinematographer  
 Lindsay Reyna, Production Designer  
 Kayla Adams, Associate Producer

1

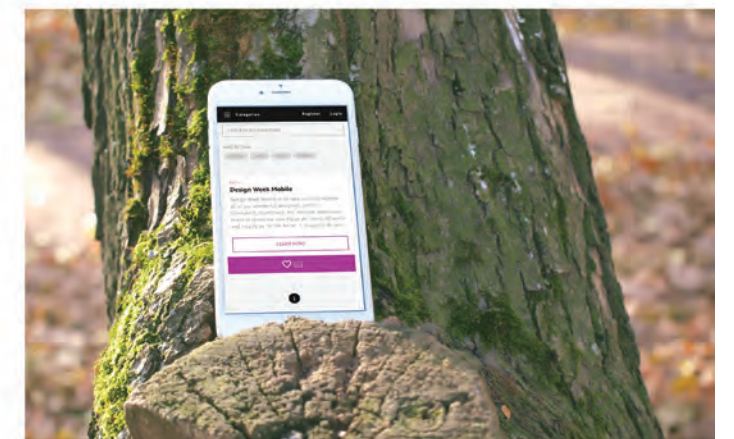
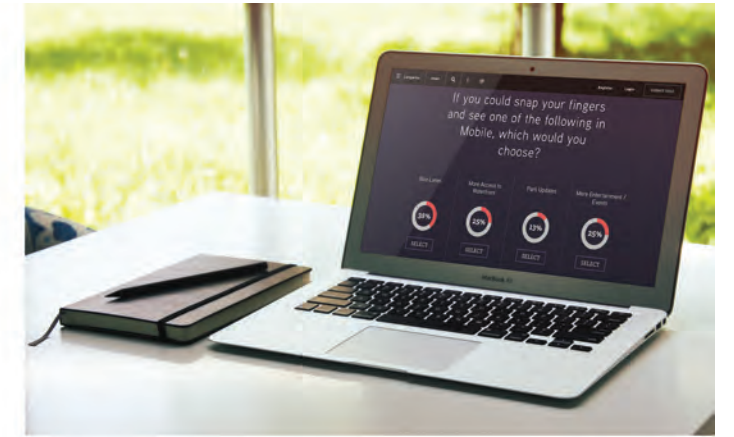


# JUDGES' CHOICE

## ONE MOBILE

- 2 **Entrant:** RSQ  
**Client:** One Mobile  
 Rich Sullivan, Executive Creative Director  
 Stephean Grimes, Creative Director  
 Chris Rowe, Art Director  
 Karen Sullivan, Project Manager and Producer  
 We Can't Stop Thinking, Development

2



## 11B SPECIAL EVENT MATERIAL – INVITATION

### 1 New Year's Eve 2015

Entrant: Red Square Gaming  
 Client: Hard Rock Hotel & Casino Tulsa  
 Cyril Guichard, Creative Director  
 Wally Hitchcock, Associate Creative Director  
 Andy Layton, Associate Creative Director  
 Jordan Kabalka, Senior Art Director  
 Carol Anne Solberger, Art Director  
 Chris Wong, Art Director  
 Alan Blair, Print Producer  
 Alanna Moman-Rawden, Account Director  
 Jay Schmidt, Senior Account Executive



### 2 Celebrate Hope Invitation

Entrant: Agency Verge  
 Client: Mitchell Cancer Institute  
 Laura Burton, President and Executive Creative Director  
 Andy Zak, Senior Art Director  
 Kimble Walch, Zebra Marketing  
 Southeastern Press, Printer



### 3 Yellow Day Invitation

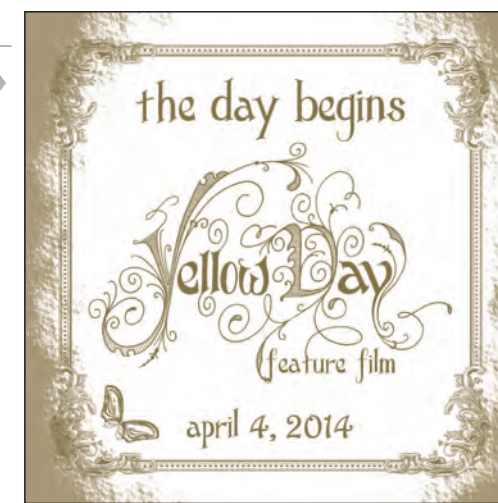
Entrant: Agency Verge  
 Client: Yellow Day  
 Laura Burton, President and Executive Creative Director  
 Andy Zak, Senior Art Director  
 Kimble Walch, Zebra Marketing  
 Carlisha Bagsby, Account Executive



### 2



### 3



### 4



## 11D SPECIAL EVENT MATERIAL – CAMPAIGN

### 4 Local Goodness Farm To Table Event

Entrant: Hadley Binion Designs, LLC  
 Client: University of South Alabama Children's & Women's Hospital  
 Gwin's Printing, Printer



# 11D SPECIAL EVENT MATERIAL – CAMPAIGN

1 Seafood, Science & Celebrity 2014

Entrant: JJPR Agency

Client: South Mobile County Tourism Authority

2 Russell Thompson Butler & Houston, LLP;

Discover Your Inner Elf Holiday Campaign

Entrant: LAGNIAPPE Marketing & Strategic Design

Client: Russell Thompson Butler & Houston, LLP

Angela Cocke, Principal

Emily Eubanks, Account Manager

Ellen Harden-Ward, Creative Director

J. Arendall, Digital Designer/Partner, Webjeda

# 18 OUT-OF-HOME CAMPAIGN

3 Cream and Sugar Valentine's Day Outdoor Campaign

Entrant: Lewis Communications

Client: Cream and Sugar

Puffer Thompson, Creative Director

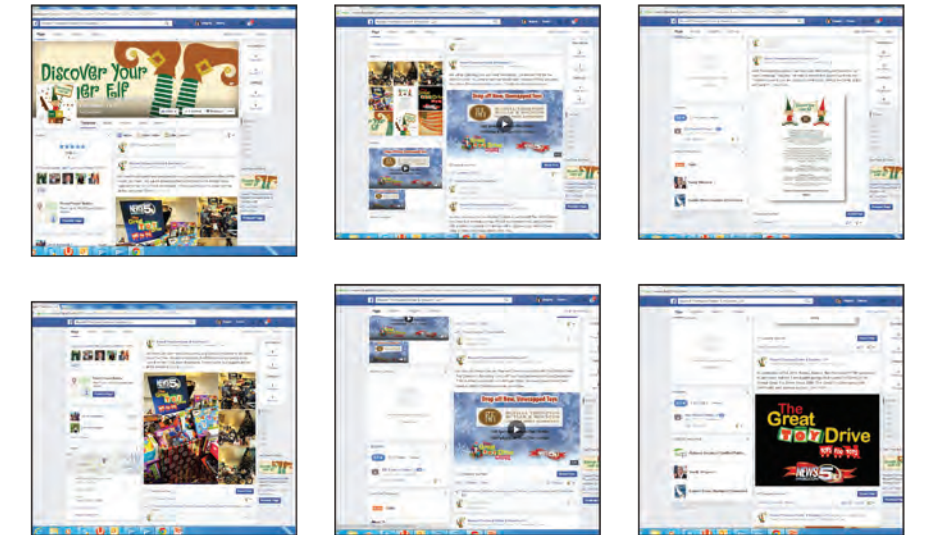
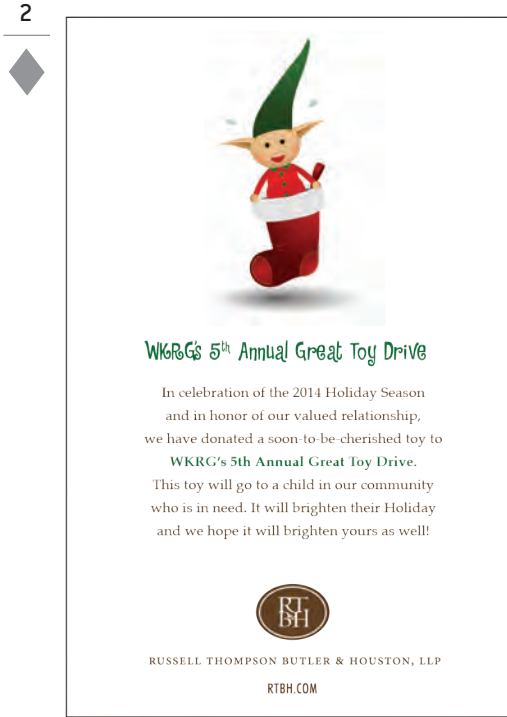
Amanda Peacock, Senior Art Director

Brent Pope, Senior Copywriter

Cynthia Maddox, Account Supervisor

Ellen Faulkner, Senior Vice President/Managing Director

Courtney Haupt, Manager of Internal Controls



20A NON-TRADITIONAL  
ADVERTISING – SINGLE

- 1 Atlanta Motor Speedway Trophy  
**Entrant:** Red Square Gaming  
**Client:** Wind Creek Wetumpka  
 RT Herwig, Creative Director  
 Dwayne Wegley, Senior Art Director  
 Julie Palmer, Producer  
 Katie Ward, Senior Account Executive  
 Jennifer Myrick, Account Executive



20B NON-TRADITIONAL  
ADVERTISING – CAMPAIGN

- 2 Hibbett Sports Heart Walk  
**Entrant:** RSQ  
**Client:** Hibbett Sports  
 RT Herwig, Creative Director  
 Stephean Grimes, Associate Creative Director  
 Pat Reid, Art Director  
 Kevin Zengel, Copywriter  
 Whitney Christopher, Project Manager



21B CONSUMER OR TRADE  
PUBLICATION – FRACTIONAL PAGE  
FOUR-COLOR

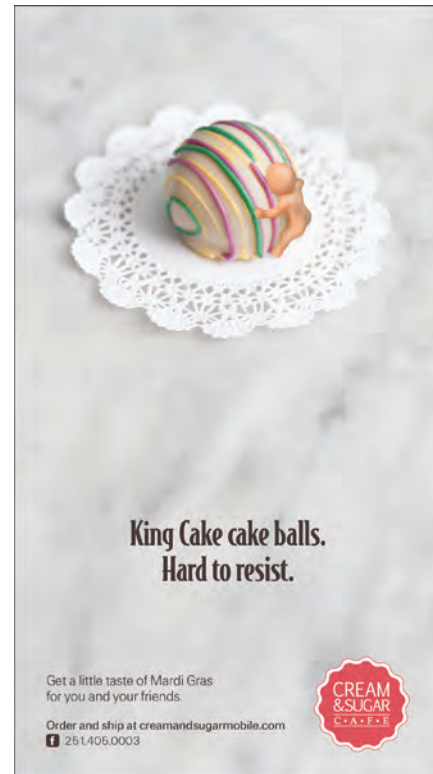
- 3 Cream and Sugar King Cake 1872 Horizontal Ad  
**Entrant:** Lewis Communications  
**Client:** Cream and Sugar  
 Nancy Hughes, Art Director  
 Puffer Thompson, Creative Director  
 Brent Pope, Senior Copywriter  
 Ellen Faulkner, Senior Vice President/Managing Director  
 Amanda Peacock, Senior Art Director

22B CONSUMER OR TRADE  
PUBLICATION – FULL PAGE  
FOUR-COLOR

- 4 Hell and Highwater  
**Entrant:** RSQ  
**Client:** Bertram Yachts  
 Rich Sullivan, Executive Creative Director  
 RT Herwig, Creative Director  
 Stephean Grimes, Associate Creative Director  
 Pat Reid, Art Director  
 Ken Ziegler, Copywriter  
 Kate Light, Project Manager
- 5 Civil Rights Anniversary  
**Entrant:** Red Square Gaming  
**Client:** Wind Creek Wetumpka  
 RT Herwig, Creative Director  
 Pat Reid, Senior Art Director  
 Philip Laue, Copywriter  
 Katie Ward, Senior Account Executive  
 Jennifer Myrick, Account Executive

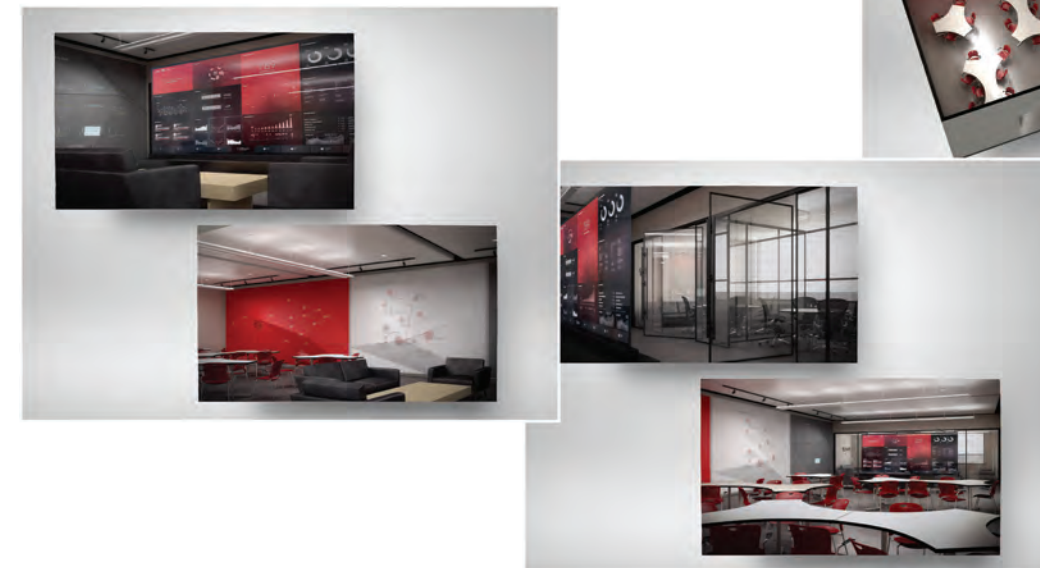
26B NEWSPAPER – FRACTIONAL PAGE – COLOR

- 1 Cream and Sugar King Cakes Hard to Resist Ad  
**Entrant:** Lewis Communications  
**Client:** Cream and Sugar  
 Nancy Hughes, Art Director  
 Brent Pope, Senior Copywriter  
 Puffer Thompson, Creative Director  
 Ellen Faulkner, Senior Vice President/Managing Director  
 Amanda Peacock, Senior Art Director



32C DIGITAL ADVERTISING WEBSITES B-TO-B – SERVICES

- 2 Hix Snedecker Companies  
**Entrant:** RSQ  
**Client:** Hix Snedecker Companies  
 Rich Sullivan, Executive Creative Director  
 RT Herwig, Creative Director  
 Whitney Christopher, Project Manager and Producer  
 Nicolas Scimeca, Design Director, WCST  
 Shawn Hilgart, Technology Director, WCST  
 Nate Krempel, Developer, WCST  
 Roxana Corral, Designer, WCST



33A DIGITAL ADVERTISING WEBSITES CONSUMER – PRODUCTS

- 3 SAFFORDSPORTINGGOODS.COM  
**Entrant:** Green Circle Agency  
**Client:** Safford Tire & Hardware, LLC  
 Onyabo Monagoe, Web Developer, Web Designer, Graphic Artist

35C DIGITAL ADVERTISING WEBSITES MICRO SITES – SERVICES

- 4 University of Alabama, Culverhouse College of Commerce Analytics Lab  
**Entrant:** RSQ  
**Client:** University of Alabama, Culverhouse College of Commerce  
 Rich Sullivan, Executive Creative Director  
 Stephean Grimes, Creative Director  
 Chris Rowe, Art Director  
 Henry Bayuzick, Producer  
 Whitney Christopher, Project Manager



## 36B DIGITAL ADVERTISING SOCIAL MEDIA – SINGLE PLATFORM, CONSUMER

- 1 Fletcher Allen Healthy Harvest Social Campaign  
**Entrant:** Lewis Communications  
**Client:** University of Vermont Medical Center  
 Puffer Thompson, Creative Director  
 Brent Pope, Senior Copywriter  
 Amanda Peacock, Senior Art Director  
 Rhonda Wilkinson, Account Supervisor  
 Courtney Haupt, Manager of Internal Controls



## 36C DIGITAL ADVERTISING SOCIAL MEDIA – CAMPAIGN

- 2 Coach Hibbett  
**Entrant:** RSQ  
**Client:** Hibbett Sports  
 RT Herwig, Creative Director  
 Stephean Grimes, Associate Creative Director  
 Pat Reid, Art Director  
 Kevin Zengel, Copywriter  
 Whitney Christopher, Project Manager



## DIGITAL DISPLAY



## 39A DIGITAL ADVERTISING – ADVERTISING AND PROMOTION – BANNERS, RICH MEDIA

- 3 Kaiser Realty's Beautiful Vacation  
**Entrant:** Alabama Media Group  
**Client:** Kaiser Realty  
 Joshua Dana Swindle, Creative Consultant/Designer  
 Sherri Bumpers, Account Executive

## 39C DIGITAL ADVERTISING – ADVERTISING AND PROMOTION – GAMES

- 4 Halloween Game  
**Entrant:** Red Square Gaming  
**Client:** Hard Rock Hotel & Casino Tulsa  
 Cyril Guichard, Creative Director  
 Wally Hitchcock, Associate Creative Director  
 Andy Layton, Associate Creative Director  
 Wade Stringfellow, Senior Art Director  
 Carol Anne Solberger, Art Director  
 Chris Wong, Art Director  
 Sam Solomon, Producer  
 Alanna Moman-Rawden, Account Director  
 Jay Schmidt, Senior Account Executive  
 Richard Myles, Front End Developer  
 Oliver Sons, Back End Developer





40C DIGITAL ADVERTISING  
VIDEO – BRANDED CONTENT,  
60 SECONDS OR LESS

- 1 UMS-Wright “Mind, Body, Spirit” Campaign  
Entrant: Hadley Binion Designs, LLC  
Client: UMS-Wright Preparatory School  
Cari Searcy, All Good Creatives, Videographer

1



42 DIGITAL ADVERTISING –  
CAMPAIGN

- 2 Greater Gulf State Fair – Family Affair  
Entrant: Joseph Brennan  
Client: Greater Gulf State Fair  
Joseph Brennan, Co-Director, Co-Writer, Producer  
Taylor Noll, Co-Director, Co-Writer  
Adam Tuckey, Co-Writer, Editor  
Madison Hamburg, Producer  
Terry Duthu, Cinematographer  
Lindsay Reyna, Production Designer  
Kayla Adams, Associate Producer

2



3



- 3 Columbus Patient Video/Cancer  
Entrant: Lewis Communications  
Client: Columbus Regional Health  
Puffer Thompson, Creative Director  
Deanna Chisholm, Senior Art Director  
Brent Pope, Senior Copywriter  
Cynthia Maddox, Account Supervisor  
Ellen Faulkner, Senior Vice President/Managing Director  
Courtney Haupt, Manager of Internal Controls  
Jason Wallis, Director/Photographer  
Dan Atchison, Producer

## 49C TELEVISION – REGIONAL/ NATIONAL CAMPAIGN – SERVICES

- 1 Upstate Medical University Public Affairs TV Spots  
 Entrant: Lewis Communications  
 Client: Upstate Medical University  
 Puffer Thompson, Creative Director  
 Deanna Chisholm, Senior Art Director  
 Brent Pope, Senior Copywriter  
 Cynthia Maddox, Account Supervisor  
 Ellen Faulkner, Senior Vice President/Managing Director  
 Courtney Haupt, Manager of Internal Controls  
 David McNamara, Director/Photographer  
 Danica Walker, Producer

- 2 Branding TV  
 Entrant: Red Square Gaming  
 Client: Cherokee Casino & Hotel West Siloam Springs  
 Cyril Guichard, Creative Director  
 RT Herwig, Associate Creative Director  
 Andy Layton, Associate Creative Director  
 Philip Laue, Copywriter  
 Sara Miles Agee, Producer  
 Jay Schmidt, Senior Account Executive  
 RetroSpec, Production House

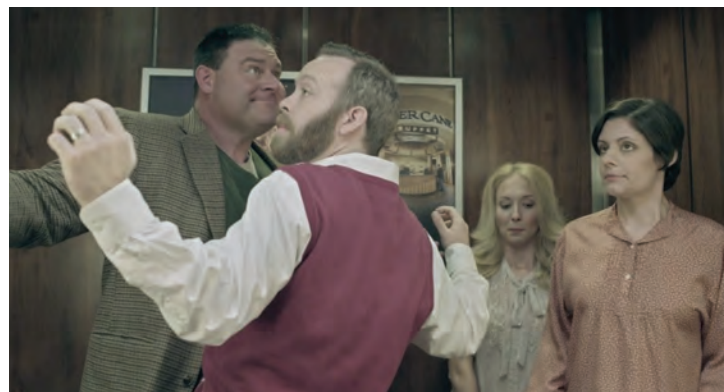
## 54 INTEGRATED CAMPAIGNS CONSUMER, LOCAL

- 3 Columbus Simply Better Care Campaign  
 Entrant: Lewis Communications  
 Client: Columbus Regional Health  
 Puffer Thompson, Creative Director  
 Deanna Chisholm, Senior Art Director  
 Brent Pope, Senior Copywriter  
 Cynthia Maddox, Account Supervisor  
 Ellen Faulkner, Senior Vice President/Managing Director  
 Courtney Haupt, Manager of Internal Controls  
 Jason Wallis, Director/Photographer  
 Dan Atchison, Producer

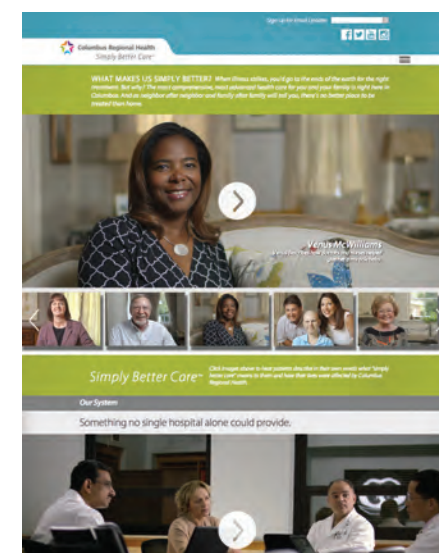
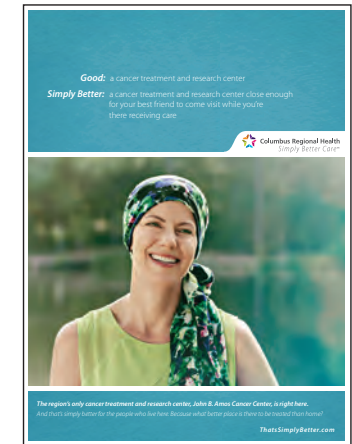
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2



3



55 INTEGRATED CAMPAIGNS  
CONSUMER, REGIONAL/NATIONAL

1 Upstate Medical University Public Affairs Campaign

**Entrant:** Lewis Communications  
**Client:** Upstate Medical University  
Puffer Thompson, Creative Director  
Deanna Chisholm, Senior Art Director  
Brent Pope, Senior Copywriter  
Cynthia Maddox, Account Supervisor  
Ellen Faulkner, Senior Vice President/Managing Director  
Courtney Haupt, Manager of Internal Controls  
David McNamara, Director/Photographer  
Danica Walker, Producer

2 Journey to the Far East

**Entrant:** Red Square Gaming  
**Client:** Wind Creek Atmore  
RT Herwig, Creative Director  
Cyril Guichard, Creative Director  
Wally Hitchcock, Associate Creative Director  
Dwayne Wegley, Senior Art Director  
Keller Reeves, Copywriter  
Caleb Moore, Producer  
Katie Ward, Senior Account Executive  
Jennifer Myrick, Account Executive  
Jason Wallis, Director  
Outback Editorial, Editor

3 Halloween Promo Campaign

**Entrant:** Red Square Gaming  
**Client:** Hard Rock Hotel & Casino Tulsa  
Cyril Guichard, Creative Director  
Wally Hitchcock, Associate Creative Director  
Andy Layton, Associate Creative Director  
Wade Stringfellow, Senior Art Director  
Carol Anne Solberger, Art Director  
Chris Wong, Art Director  
Sam Solomon, Interactive Producer  
Sara Miles Agee, Broadcast Producer  
Alanna Moman-Rawden, Account Director  
Jay Schmidt, Senior Account Executive  
Tim Vece, Outback Editorial, Editor  
Richard Myles and Oliver Sons, Developers

1



2



3



63C PUBLIC SERVICE  
COLLATERAL – BROCHURE/  
SALES KIT

- 1 Taylor Park Fundraising Packet  
Entrant: Lewis Communications  
Client: Taylor Park Community Center  
Jeanna Morgan, Art Director  
Brent Pope, Senior Copywriter  
Courtney Haupt, Manager of Internal Controls  
Ellen Faulkner, Senior Vice President/Managing Director  
Knight-Abbey Printing, Printer



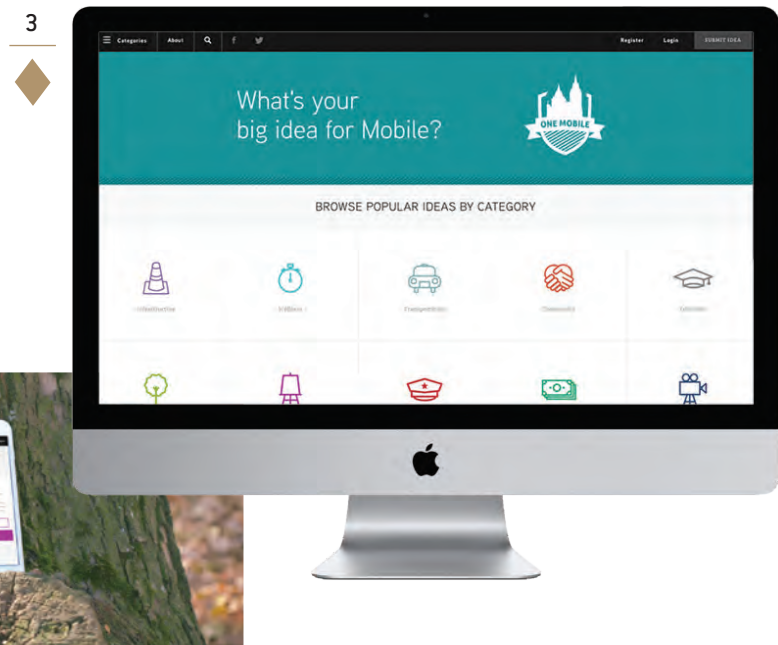
63E PUBLIC SERVICE –  
COLLATERAL – POSTER

- 2 Mobile Streets Alive  
Entrant: RSQ  
Client: One Mobile  
Stephean Grimes, Creative Director  
Jordan Kabalka, Illustrator  
Julie Palmer, Print Producer  
Karen Sullivan, Project Manager and Producer



65D PUBLIC SERVICE –  
BROADCAST/ELECTRONIC/DIGITAL

- 3 One Mobile  
Entrant: RSQ  
Client: One Mobile  
Rich Sullivan, Executive Creative Director  
Stephean Grimes, Creative Director  
Chris Rowe, Art Director  
Karen Sullivan, Project Manager and Producer  
We Can't Stop Thinking, Development  
**JUDGES' CHOICE**



67 PUBLIC SERVICE –  
NON-TRADITIONAL

- 4 One Mobile Bike & Kiosk  
Entrant: RSQ  
Client: One Mobile  
Rich Sullivan, Executive Creative Director  
Stephean Grimes, Creative Director  
Chris Rowe, Art Director  
Karen Sullivan, Project Manager and Producer  
Delta Bike Project, Builder

69B PUBLIC SERVICE  
INTEGRATED CAMPAIGN

- 5 American Heart Association  
Entrant: Alabama Media Group  
Client: American Heart Association  
Lesley Delchamps, Creative Consultant/Designer  
Bart Thau, Marketing Manager  
Vicki Applegate, VP of Marketing



70G ADVERTISING INDUSTRY  
SELF-PROMOTION – DIGITAL  
ADVERTISING

1 The Merry Maker

**Entrant:** Red Square Agency  
**Client:** Red Square Agency  
Stephean Grimes, Creative Director  
Chris Rowe, Art Director  
Henry Bayuzick, Illustrator and Developer  
Jordan Kabalka, Illustrator  
Keller Reeves, Copywriter  
Zach Gill, Musician

1



70J ADVERTISING INDUSTRY  
SELF-PROMOTION – DIRECT  
MARKETING/SPECIALTY ITEMS

2 Playing Cards

**Entrant:** Red Square Gaming  
**Client:** Red Square Gaming  
Cyril Guichard, Creative Director  
Diana Nichols, VP of Marketing/Project Manager  
Jordan Kabalka, Senior Art Director/Illustrator  
Julie Palmer, Print Producer  
United States Playing Card Company, Printer

2



74A ELEMENTS OF ADVERTISING –  
VISUAL – LOGO

3 Hibbett For Her

**Entrant:** RSQ  
**Client:** Hibbett Sports  
RT Herwig, Creative Director  
Stephean Grimes, Associate Creative Director  
Dwayne Wegley, Designer  
Whitney Christopher, Project Manager

3



4



4 JJ Eyes Logo Redesign

**Entrant:** JJPR Agency  
**Client:** JJ Eyes

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PRESENTS  
**AMERICAN  
ADVERTISING**  
*Awards*  
STUDENT WINNERS

1

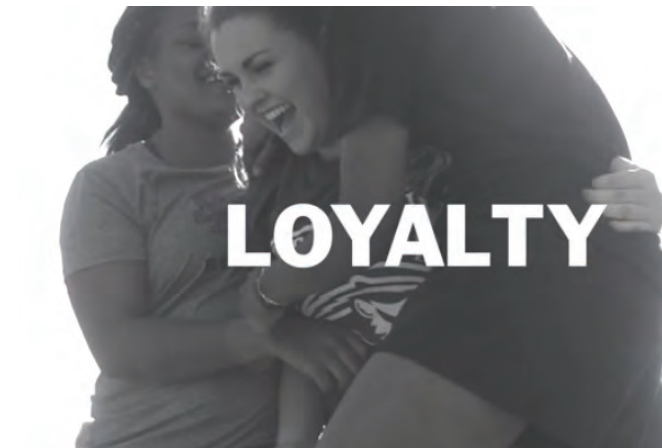


**BEST OF SHOW**

PLAY LIKE A WOMAN  
TELEVISION CAMPAIGN

S13B TELEVISION – CAMPAIGN

1 **Entrant:** Diego Juncadella  
**Client:** Spring Hill College Rugby Club  
Diego Juncadella, President – ADPRO  
Bre K. Vaughn, Creative Director – ADPRO  
Christopher Portie, Director of Digital Video Production  
Sharee Broussard, Faculty Advisor



## S04A COLLATERAL MATERIAL POSTER – SINGLE

1 An Absence of Color

Entrant: Raven West

Client: Spring Hill College

Raven West, Designer

Janden Richards, Faculty Advisor

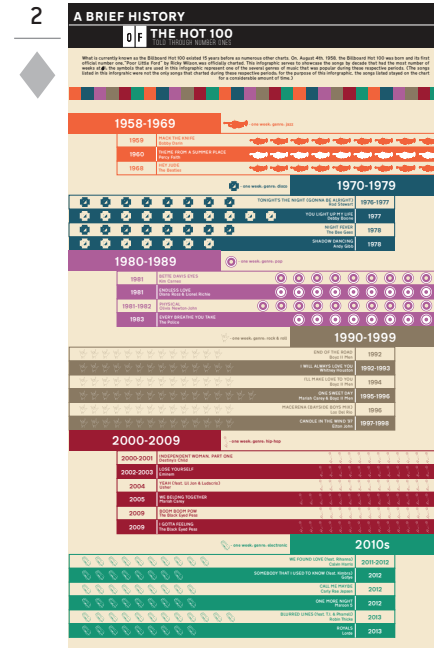
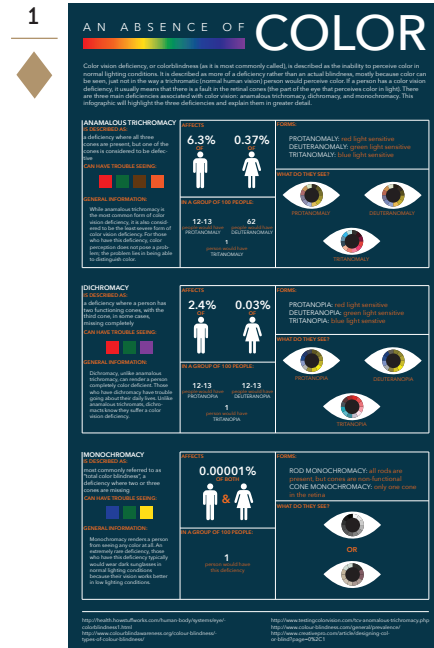
2 A Brief History of the Hot 100

Entrant: Raven West

Client: Spring Hill College

Raven West, Designer

Janden Richards, Faculty Advisor



## S05A COLLATERAL MATERIAL PUBLICATION DESIGN – COVER

3 Kafka on the Shore

Entrant: Tyler Hartlage

Client: Spring Hill College

Tyler Hartlage, Designer

Janden Richards, Faculty Advisor

3



## S05A COLLATERAL MATERIAL PUBLICATION DESIGN – BOOK DESIGN

4 The Gourmet Dorm

Entrant: Demi Jordan

Client: Spring Hill College

Demi Jordan, Designer

Todd Duren, Art Director/Faculty Advisor

4



REACH YOUR AUDIENCE

ALABAMA MEDIA GROUP

WE SPECIALIZE IN CUSTOM SOLUTIONS TO HELP YOU REACH YOUR MARKETING GOALS  
alabamamediagroup.com

