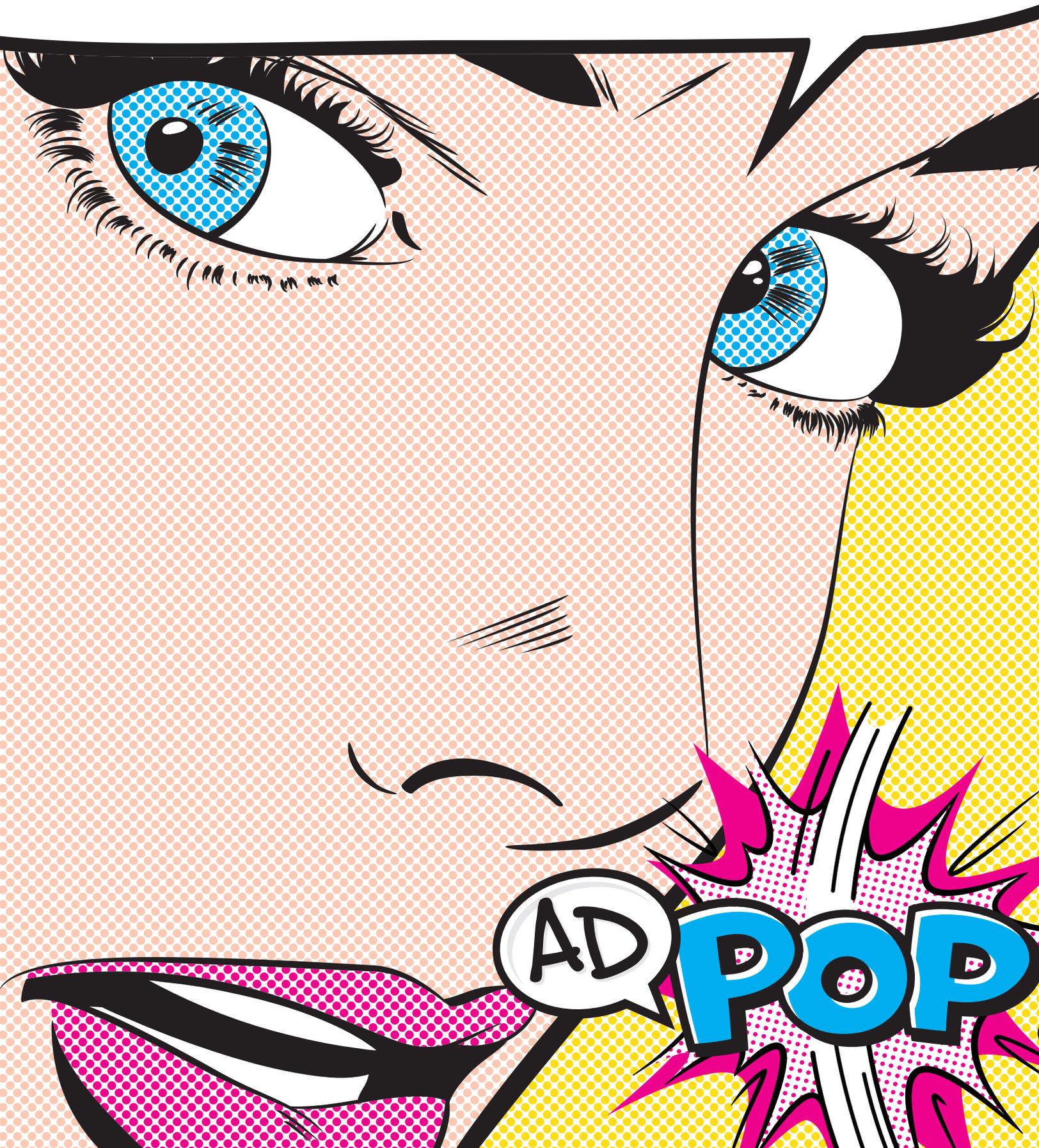


# 2018 AMERICAN ADVERTISING AWARDS



WELCOME TO THE  
**AAF MOBILE BAY  
 2018 AMERICAN  
 ADVERTISING  
 AWARDS!**



THURSDAY,  
 FEBRUARY 22  
 23 EAST

ENTRY VIEWING AND  
 RECEPTION  
 6:00 PM

DINNER, SHOW  
 & AWARDS  
 7:00 PM

SPECIAL THANKS  
 TO OUR SPONSORS:



Thank you to AAF Baton Rouge for the use of the Ad Pop graphics.

Dear AAF Mobile Bay Members and Guests,

The American Advertising Awards (AAA) 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.

We would like to thank each of the participants and supporters of AAF Mobile Bay's American Advertising Awards as this evening would not be possible without them. We would also like to thank this year's AAA judges for being so thorough and dedicated to the cause. And finally, thank you for attending the show and enjoy yourself as we recognize you—Mobile Bay's best-of-the-best in advertising.

Laura Burton  
 AAA Co-Chair  
 AAF Mobile Bay

Michael Strickler  
 AAA Co-Chair  
 AAF Mobile Bay

## JUDGES



### NIKKI ARNELL

An obsession with the communicative aspect of art led Nikki Arnell first to advertising. Moving from Midwestern Indiana to Denver, Colorado, she began a decade in the fast-paced and exciting world of advertising. From design for local shops to art direction for mega-brands like Procter & Gamble and Coors Brewing Company, this time provided experiential education and awards. However, an unexpected teaching job while freelancing changed her desired career path and so she returned to school to earn a Master of Fine Arts. Ms. Arnell then took a position with Arkansas State University's Department of Art + Design where she continues to push the expected in graphic design by balancing the commercial sell and gallery aesthetic. Since this time, she has presented research at international academic conferences from Los Angeles to Tokyo while continuing to create freelance design and exhibit artwork. Grants received have allowed her to study briefly both in Istanbul, Turkey and Barcelona, Spain. Ms. Arnell also greatly enjoys the speaking invitation to any national AAF chapter as she meets new people and sees new places! She happily resides in Memphis, Tennessee, a city that is alive with a deep culture and history worth studying everyday.



### DAWN REEVES

A short time ago in a land not so far away, Dawn Reeves returned to her original love of writing, following 25 years in senior advertising positions at some of Alabama's largest publically-held corporations. Through her company Well S@id, she now spends her hours creating lines of copy for multiple agencies, digital companies and a wide variety of businesses seeking creative guidance.

While her career began as a copywriter, she also embraced the role of managing editor at Alabama's then largest weekly-distributed newspaper. In the years to follow, she spent time as CMO in two of Birmingham's largest corporations, became a magazine editor and flourished as her columns, feature stories and photography continued to grace multiple publications in the South. To this day, she still enjoys the thrill of a published byline.

In her "downtime," Dawn enjoys working with charitable and trade organizations. She has served on the Junior Board of the YWCA, Big Brothers Big Sisters, and Birmingham Chapter of the American Marketing Association, is an American Advertising Federation District 7 Former Governor and is currently the national AAF Council of Governors Chairman.



### A.J. BUSÉ

His favorite "toys" growing up were sketch books and a portable typewriter. It's only fitting that A.J. would end up working in advertising.

A.J. has worked in print production, public relations, account service, copywriting and graphic design. After time spent at a handful of ad agencies in the Nashville area - backed by a B.S. degree in Advertising and an M.S. degree in Mass Communication - he has run Brand New Day for 20 years. He also teaches media writing, pr, marketing communication and advertising design at Middle Tennessee State University.

As an active member in AAF most of his professional career, A.J. was President of AAF Nashville, Governor of AAF District 7 and chair of the AAF Council of Governors where he sat on the national AAF Board of Directors Executive Committee. He and his husband live in Nashville, Tenn.

# BEST OF SHOW

JIMMY LUMPKIN -  
"THE BEST ONE"

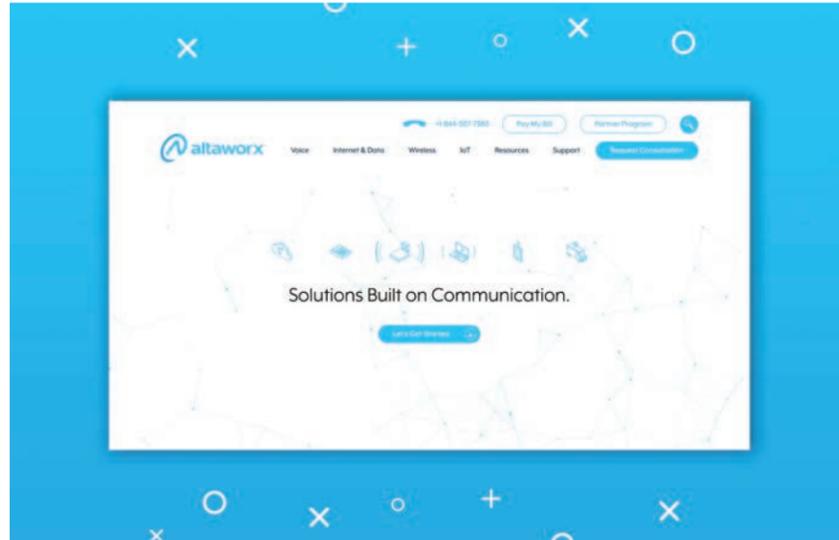
Entrant: Crftsho  
Client: Skate Mountain Records



# BEST OF INTERACTIVE

ALTAWORX WEBSITE

Entrant: Mighty  
Client: Altaworx



# BEST OF VIDEO

USA HOLIDAY VIDEO

Entrant: University of South Alabama  
Client: University of South Alabama



# BEST ART DIRECTOR

Deanna Chisholm

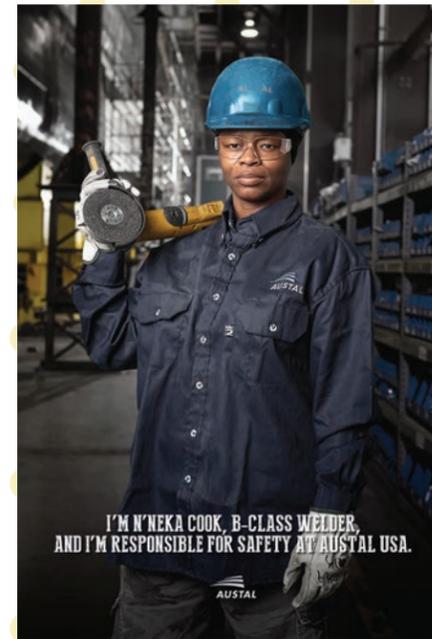
# BEST COPYWRITER

W. Ira Patrick and Dave Barnette

# JUDGE'S CHOICE

AUSTAL - EMPLOYEE  
SAFETY POSTERS

Entrant: Lewis Communications  
Client: Austal



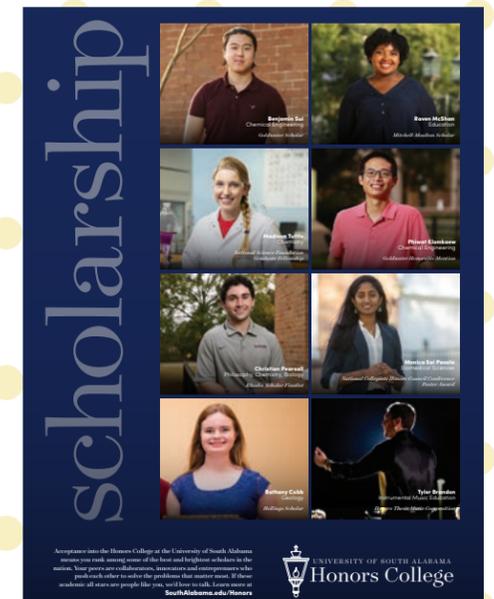
CRFTSHO 2017 REEL SUMMER

Entrant: Crftsho Client: CRFTSHO



HONORS COLLEGE  
BRAND IDENTITY

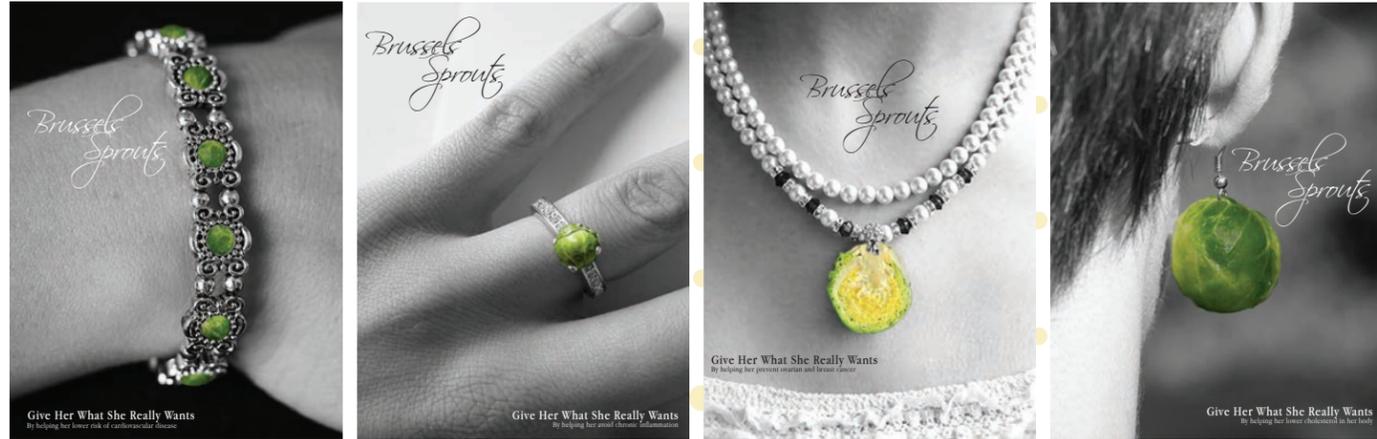
Entrant: University of South Alabama  
Client: University of South Alabama Honors College



# STUDENT BEST OF SHOW

## BRUSSELS SPROUTS AND JEWELRY

**Entrant:** Caoilinn Murphy  
**Client:** Spring Hill College



# STUDENT JUDGES' CHOICE

## PETA AD CAMPAIGN

**Entrant:** Bailey Parrish  
**Client:** Spring Hill College



# SALES & MARKETING, SALES PROMOTION, SALES KIT OR PRODUCT INFORMATION

## 1 Bill E's - Brand Ambassador Kit

**Entrant:** Lewis Communications  
**Client:** Bill E's Bacon  
**Credits:**  
Deanna Chisholm Creative Team Leader  
Puffer Thompson, Copywriter  
Sara Miles Agee, Producer  
Ben Jordan, Designer  
Jennifer Dira, Account Supervisor  
Ellen Faulkner, Managing Director



# SALES & MARKETING, PUBLIC SERVICE, COLLATERAL, BRAND ELEMENTS

## 2 USA-p2p Concussion Awareness Program

**Entrant:** Lewis Communications  
**Client:** USA Health  
**Credits:**  
Deanna Chisholm, Creative Team Leader  
Amanda Peacock, Sr. Art Director  
Puffer Thompson, Copywriter  
Brent Pope, Copywriter  
Sara Miles Agee, Producer  
Bill Starling, Photographer  
Rhonda Wilkinson, Account Supervisor  
Ellen Faulkner, Managing Director



**SALES & MARKETING,  
PUBLIC SERVICE, COLLATERAL,  
BROCHURE SALES KIT**

**3 USA-p2p Concussion Awareness Brochure**

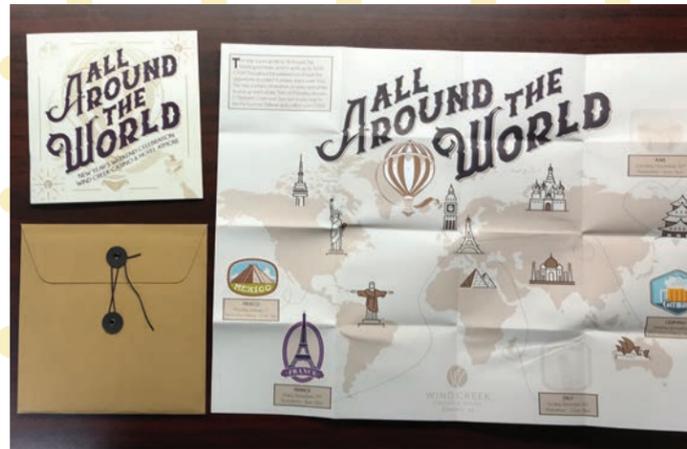
**Entrant:** Lewis Communications  
**Client:** USA Health  
**Credits:**  
 Deanna Chisholm, Creative Team Leader  
 Puffer Thompson, Copywriter  
 Sara Miles Agee, Producer  
 Rhonda Wilkinson, Account Supervisor  
 Ellen Faulkner, Managing Director



**SALES & MARKETING,  
ADVERTISING INDUSTRY SELF-PROMOTION,  
COLLATERAL, SPECIAL EVENT MATERIAL**

**4 All Around The World NYE Invitation**

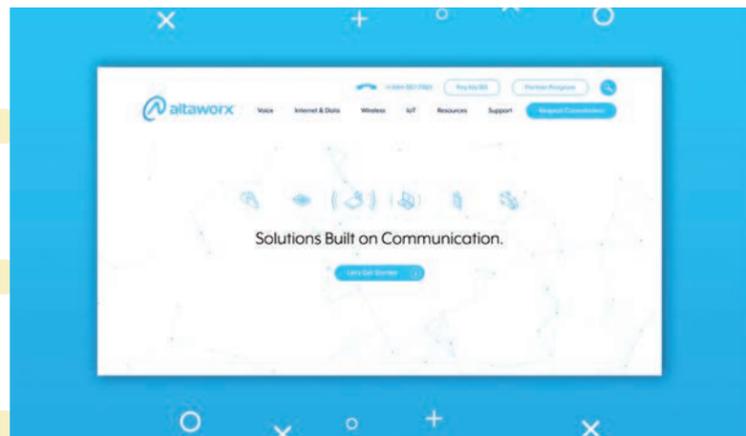
**Entrant:** Wind Creek Hospitality  
**Client:** Wind Creek Hospitality  
**Credits:**  
 George deGolian, Creative Services Director  
 Deborah Duggan, Art Director  
 Stephanie Wright, Strategic Marketing Director  
 Samantha Miller, Property Marketing Director  
 Josh Jack Carl, Graphic Designer  
 Andrew Layton, Copywriter  
 Zack Cutler, Copywriter



**ONLINE/INTERACTIVE,  
WEBSITES,  
BUSINESS-TO-BUSINESS**

**5 Altaworx Website**

**Entrant:** Mighty  
**Client:** Altaworx  
**Credits:**  
 Jarrett McCraw, Strategy  
 Stephean Grimes, Creative  
 Natalie Sonnier, Brand Strategist



**8 2018 AMERICAN ADVERTISING AWARDS**

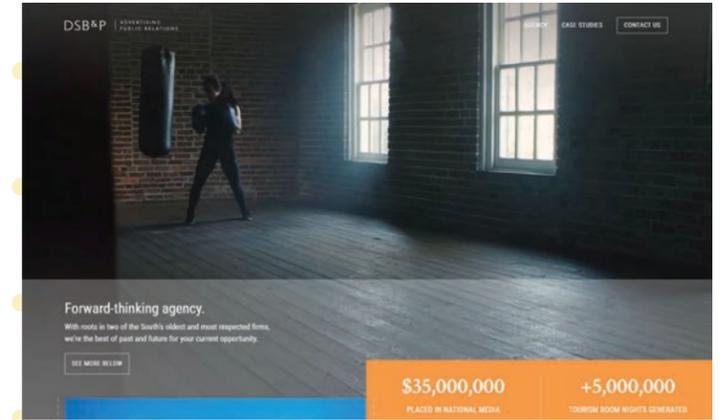


**ONLINE/INTERACTIVE, ADVERTISING INDUSTRY  
SELF-PROMOTION, ONLINE/INTERACTIVE**



**6 DSB&P Agency Website**

**Entrant:** Davis South Barnette & Patrick  
**Client:** Davis South Barnette & Patrick  
**Credits:**  
 Fred Norfleet, Senior Interactive Art Director  
 W. Ira Patrick, Creative Director  
 Dave Barnette, Creative Director  
 Dave Barnette, Copywriter  
 Meredith Schafer, Production Manager  
 Kimberly Torries, Project Manager



**FILM, VIDEO & SOUND, TELEVISION ADVERTISING,  
LOCAL, SINGLE SPOT :30**

**7 CRH - L&D 2017**

**Entrant:** Lewis Communications  
**Client:** Columbus Regional Health  
**Credits:**  
 Deanna Chisholm, Creative Team Leader  
 Puffer Thompson, Copywriter  
 Sara Miles Agee, Producer  
 Cynthia Maddox, Account Supervisor  
 Ellen Faulkner, Managing Director



**FILM, VIDEO & SOUND, TELEVISION ADVERTISING,  
LOCAL, SINGLE SPOT - UP TO 2:00**

**8 Abeka General 60**

**Entrant:** Lewis Communications  
**Client:** Abeka Book  
**Credits:**  
 John Carter, Creative Director  
 Deanna Chisholm, Sr. Art Director  
 Puffer Thompson, Copywriter  
 Sara Miles Agee, Producer  
 Jennifer Dira, Account Supervisor  
 Rhonda Wilkinson, Account Supervisor  
 Jason Wallis, Director  
 Tim Vece, Editor  
 Ellen Faulkner, Managing Director



9 **OWA - Daydreamers Now Open**

**Entrant:** Portside Advertising

**Client:** OWA

**Credits:**

Edward Herndon, Creative Director

Drew Hall, Director



9



**FILM, VIDEO & SOUND,  
TELEVISION  
ADVERTISING,  
REGIONAL/NATIONAL,  
CAMPAIGN**



10



**FILM, VIDEO & SOUND,  
INTERNET COMMERCIAL,  
SINGLE SPOT - ANY LENGTH**

11 **USA Holiday Video**

**Entrant:** University of South Alabama

**Client:** University of South Alabama

**Credits:**

James Palomo, Assistant Director  
of Videography

Mike Haskins, Executive Director of  
Marketing & Communications

Diana Nichols, Director of  
Creative Services

Dennis Gould, Soundworks,  
Sound Designer



11



12 **We See A Teacher - Being There**

**Entrant:** Lewis Communications

**Client:** Abeka Book

**Credits:**

Gary Brandon, Creative Director

Deanna Chisholm, Creative Team Leader

Puffer Thompson, Copywriter

Kathryn Fuller, Account Coordinator

Rhonda Wilkinson, Account Supervisor

Sara Miles Agee, Producer

Ellen Faulkner, Managing Director



12



ONLINE FILM, VIDEO & SOUND, INTERNET COMMERCIAL, CAMPAIGN

13 **We See A Teacher - Videos**

**Entrant:** Lewis Communications

**Client:** Abeka Book

**Credits:**

Gary Brandon, Creative Director

Deanna Chisholm, Creative Team Leader

Puffer Thompson, Copywriter

Kathryn Fuller, Account Coordinator

Rhonda Wilkinson, Account Supervisor

Sara Miles Agee, Producer

Ellen Faulkner, Managing Director



13



FILM, VIDEO & SOUND, MUSIC VIDEO

14 **Jimmy Lumpkin - "The Best One"**

**Entrant:** Crftsho

**Client:** Skate Mountain Records

**Credits:**

Drew Hall,

Director/Director of Photography/Editor

Jeff Worley,

Post Production Supervisor/Colorist

14



Designates Gold



Designates Silver

CROSS-PLATFORM, ADVERTISING INDUSTRY SELF-PROMOTION, FILM, VIDEO & SOUND

15 **CRFTSHO 2017 Reel Summer**

**Entrant:** Crftsho

**Client:** CRFTSHO

**Credits:**

Drew Hall,

Director/Director of Photography

Jeff Worley,

Post Production Supervisor/Colorist



15



CROSS-PLATFORM, INTEGRATED ADVERTISING CAMPAIGNS, LOCAL CONSUMER

16 **CRH - Cancer Doesn't Care**

**Entrant:** Lewis Communications

**Client:** Columbus Regional Health

**Credits:**

Deanna Chisholm, Creative Team Leader

Puffer Thompson, Copywriter

Sara Miles Agee, Producer

Cynthia Maddox, Account Supervisor

Ellen Faulkner, Managing Director



16



CANCER DOESN'T CARE  
if you're a hero. *We do.*

John B. Amos Cancer Center | 706-494-CARE



Columbus Regional Health  
Simply Better Care

17 **CVPH - Joint Care Campaign**

**Entrant:** Lewis Communications

**Client:** UVMHN Champlain Valley Physicians Hospital

**Credits:**

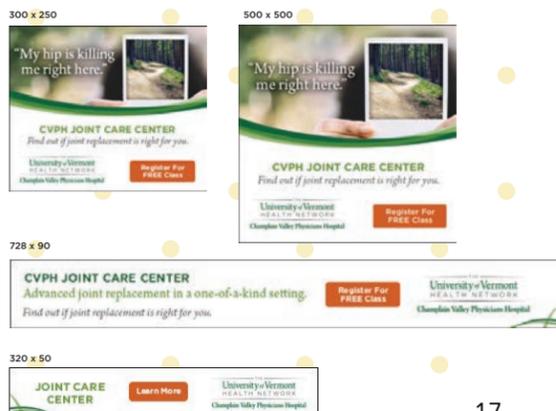
Amanda Peacock, Sr. Art Director

Brent Pope, Copywriter

Jennifer Dira, Account Supervisor

Ellen Faulkner,

Managing Director



17



**CROSS-PLATFORM, INTEGRATED ADVERTISING CAMPAIGNS, NATIONAL CONSUMER**

19 **Foo Foo Fest "Vacation Artfully"**

**Entrant:** Hummingbird Ideas

**Client:** Art, Culture and Entertainment, Inc.

**Credits:**

Tim Dozier, Creative Director

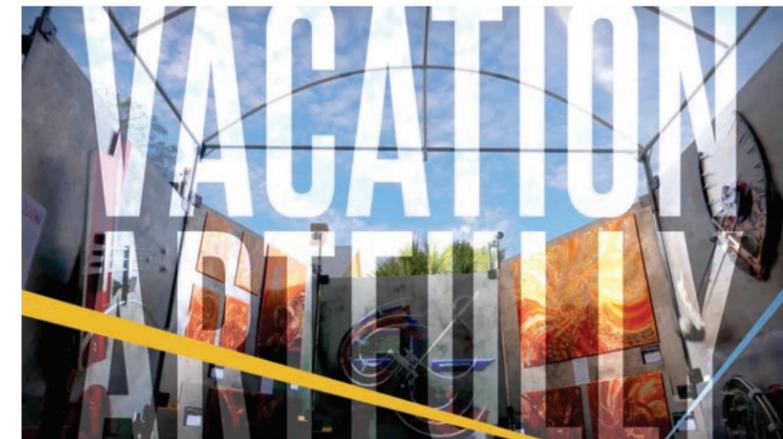
Courtney Smith, Art Director & Designer

Daiko Hachiya, Designer & Illustrator

Crawford Binion, Copywriter

Jessica Wohner, Web Development

Jarrold England, Project Manager



19

18 **2017-18 Integrated Campaign**

**Entrant:** Davis South Barnette & Patrick

**Client:** Reese's Senior Bowl

**Credits:**

W. Ira Patrick, Creative Director

W. Ira Patrick, Copywriter

W. Ira Patrick, Art Director

Meghan Dunn, Account Service

Meredith Schafer, Production Manager



18



# CROSS-PLATFORM, INTEGRATED BRAND IDENTITY CAMPAIGN, LOCAL OR REGIONAL/NATIONAL

## 20 Honors College Brand Identity

**Entrant:** University of South Alabama

**Client:** University of South Alabama Honors College

**Credits:**

Diana Nichols, Director of Creative Services

Mike Haskins, Executive Director of Marketing and Communications

Kathy Cooke, Dean of the Honors College

Mike Kittrell, Photographer

Calagaz Printing, Printer



### The Honors College

The University of South Alabama Honors College is a diverse community of accomplished students who are committed to the pursuit of knowledge and the pursuit of excellence. Our students and faculty challenge each other through classroom, research, service, leadership, internships, and the arts. Together, we create the opportunities provided by a large urban university. Our programs, supported with the resources of the University of South Alabama, are nationally and internationally recognized for their quality, innovation, and meaningfulness.

## 21 ESCC / AAC - Brand Identity Package

**Entrant:** Hummingbird Ideas

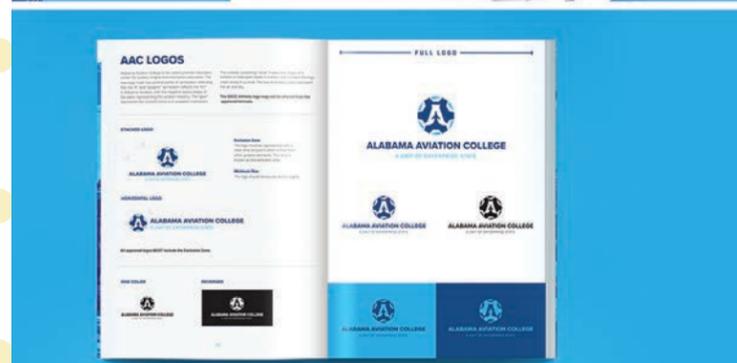
**Client:** Enterprise State Community College & Alabama Aviation College, a Unit of ESCC

**Credits:**

Tim Dozier, Creative Director

Daiko Hachiya, Designer & Illustrator

Jarrold England, Project Manager



# CROSS-PLATFORM, ONLINE/INTERACTIVE CAMPAIGN

## 22 We See A Teacher Campaign

**Entrant:** Lewis Communications

**Client:** Abeka Book

**Credits:**

Gary Brandon, Creative Director

Deanna Chisholm, Creative Team Leader

Jeanna Morgan, Graphic Artist

Kathryn Fuller, Account Coordinator

Rhonda Wilkinson, Account Supervisor

Connor Pipkins, Digital Strategist/Producer

Sara Miles Agee, Producer

Ellen Faulkner, Managing Director

Puffer Thompson, Copywriter



Everyday we see teachers just like you going the extra mile for their students. That's because they're more than just students. They're your kids. Tell your story about why you teach and share with others what makes your classroom so amazing.



160 x 600



300 x 600



300 x 250



728 x 90



300 x 50

## 22



## ELEMENTS OF ADVERTISING, COPYWRITING

### 23 **We See A Teacher - Being There**

**Entrant:** Lewis Communications

**Client:** Abeka Book

**Credits:**

Gary Brandon, Creative Director

Puffer Thompson, Copywriter

Deanna Chisholm, Creative Team Leader

23



## ELEMENTS OF ADVERTISING, VISUAL, STILL PHOTOGRAPHY, CAMPAIGN

### 24 **Austal - Employee Safety Posters**

**Entrant:** Lewis Communications

**Client:** Austal

**Credits:**

Amanda Peacock, Sr. Art Director

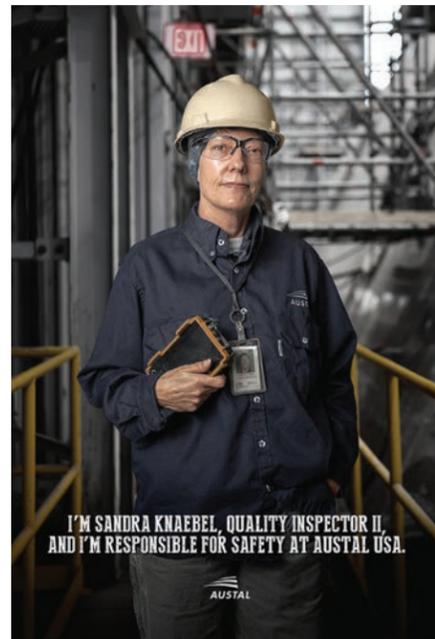
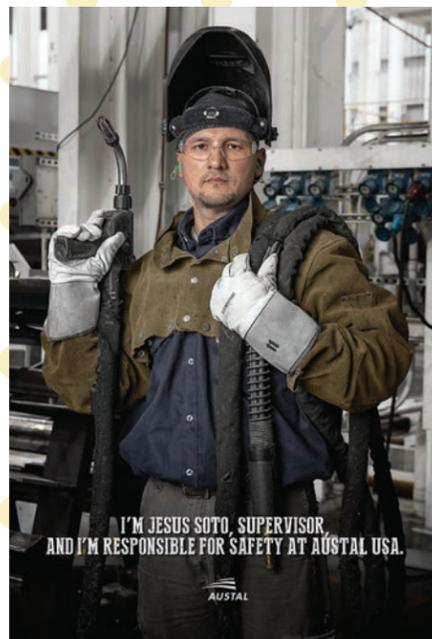
Jeff Williams, Photographer

Jennifer Dira, Account Supervisor

Sara Miles Agee, Producer

Ellen Faulkner, Managing Director

24



### 25 **SurfStyle 2017 Photoshoot**

**Entrant:** Hummingbird Ideas

**Client:** SurfStyle

**Credits:**

Tim Dozier, Creative Director

Courtney Smith, Art Director

Michael Short, Photographer, Shot by Short

Jarrold England, Project Manager



25

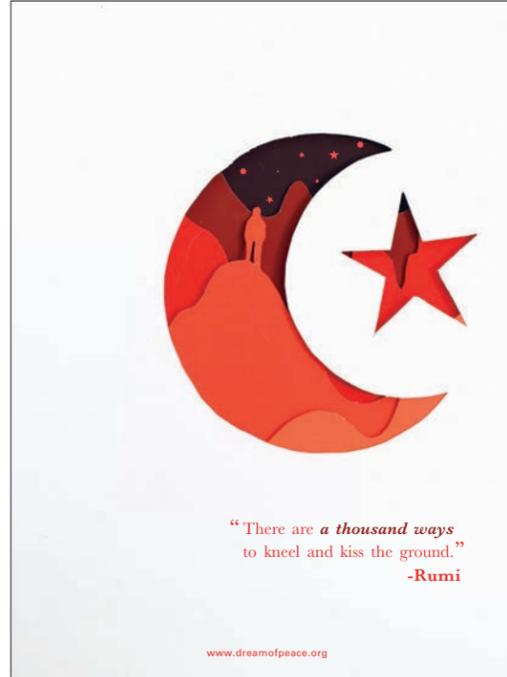
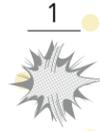


# STUDENT WINNERS

## SALES & MARKETING, SALES PROMOTION, POINT OF PURCHASE

### 1 Interfaith Peace Poster Campaign

**Entrant:** Mrinal Joshi  
**Client:** Spring Hill College  
**Credits:** Mrinal Joshi



### 2 Time

**Entrant:** Elizabeth Coll  
**Client:** Spring Hill College  
**Credits:** Hans Zimmer, Title Track: Time



## SALES & MARKETING, COLLATERAL MATERIAL, STATIONERY PACKAGE

### 3 Personal Branding Maleigha Meredith

**Entrant:** Elizabeth Coll  
**Client:** Spring Hill College  
**Credits:** Elizabeth Coll



## SALES & MARKETING, COLLATERAL MATERIAL, PUBLICATION DESIGN

### 4 Type Specimen Book

**Entrant:** Elizabeth Coll  
**Client:** Spring Hill College  
**Credits:**  
Robin Nicholas  
Patrica Saunders  
Mark Simoson  
Diemand-Yauman

