



2019
AMERICAN
ADVERTISING AWARDS



AMERICAN ADVERTISING FEDERATION
MOBILE BAY

WELCOME TO THE AAF MOBILE BAY 2019 AMERICAN ADVERTISING AWARDS

Friday, March 8, 2019 6 PM – 9 PM

JUDGES



JIMMY BALL

Jimmy Ball is an award winning Creative Director, Designer and Photographer with experience in a wide range of projects in mobile, digital and print, across an equally wide range of markets and media. He's currently UX Manager at 7-11, overseeing the 7NOW delivery app and running design ops for the team.

He's done work for American Airlines, Neiman Marcus, The Image Bank, Honda, Michael's, Sally Beauty, Ericsson, Brinker International, Frito Lay, Club Corp, Jimmy Crystal, Fiat Chrysler, Amon Carter Museum of American Art, Toyota, Pricewaterhouse Coopers, a variety of associations and of non-profits, and many others.

Jimmy's work has been recognized by the American Advertising Awards/ADDYS, Icoграда, IdN magazine, Graphis, The Society of Publication Designers, W3 awards, Create Magazine's Create Awards, GD USA American Graphic Design Awards, GD USA Inhouse Design Awards, PIA Mid-America awards, The Communicator Awards, CFEA and NIC awards... and probably others he can't recall at the moment. He has also been in several books on design, including the Graphis Poster Annual 2015, Quayside's "Design:Type", Rotovision's "Inhouse Design in Practice", Rockport Publishing's "Materials, Bindings and Finishes: The Art of Creative Production", Sendpoints' "Format First Vol.3" and others. His poster celebrating Nelson Mandela's 95th birthday has toured the world with the other 94 in a traveling show. His photos have been published in national trade, association and consumer magazines, design websites in Hong Kong and Singapore, and a handful of coffee table books, including PPP's Dragon series on Asia.



BRIAN BORN

For 20-plus years, Brian Born, Creative Director, has been recognized for his award winning brand work. His clients have included Microsoft, Burger King, Coke Zero, U.S. Air Force, Del Taco, John Deere, and Mazda. Brian has worked for some of the best agencies in the business, as well — Crispin Porter + Bogusky, Doner, GSD&M, The Richards Group, and currently at Organic/BBDO creatively leading the digital group for AT&T Business. His Coke Zero launch spot for "Mean Troy" Polamalu garnered praise from Creativity, putting it in the top 5 of the Super Bowl XLIII spots. Brian's work has been awarded at D&AD, Cannes, The One Show, CA, The Art Director's Club Of NY, the Effies, and the American Advertising Federation. He holds a BFA degree from Ringling College of Art And Design as well as being a recruiter for the school. Brian's hobbies include art, music, photography, travel, and art.

An award winning graphic designer and creative director, Dwight Douthit started his own firm at the age of 27 after stints with a couple of large agencies including McCann-Erickson and Benton & Bowles.

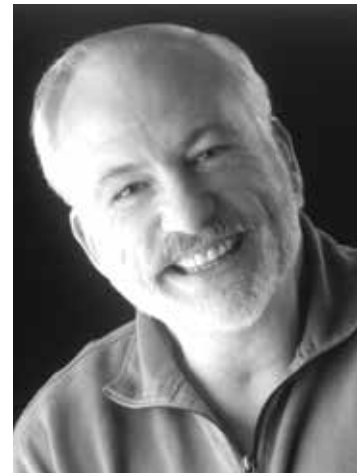
Douthit Design Group is responsible for award winning work for a wide variety of clients nationwide. Douthit has garnered numerous gold medals including ADDYS, TELLYS and other prestigious awards from the industry. His work has been published consistently in national and international design publications and annuals.

As President of Ad 2 Houston, Douthit was named Outstanding Club President in 1985. He served as Ad 2's National Chairman the following year. Douthit served as AAF National Public Service Director for two years. He is a charter member of AIGA Houston, a former board member of the Art Directors Club of Houston, and served on the professional advisory board for the Art Institute of Houston for ten years. Douthit has judged the AAF National Student Advertising Competition more than 20 times and has served on the AAF Board of Directors and National ADDY committee.

Douthit is a three time recipient of the G. D. Crain Jr. Memorial Award for Public Service and recipient of the Saatchi & Saatchi Advertising Education

Award. In 1991, Douthit was named recipient of the "Spirit of HAF" award for his outstanding contributions. In 1994, Douthit was awarded the Ad 2 Honorary Lifetime Member Award at the AAF national conference. In 1997, Douthit became the first inductee to the Ad 2 Houston Hall of Fame. In 1998, Douthit was named his club's youngest recipient of the AAF Silver Medal Award from the Houston Advertising Federation at age 40.

With five campaigns under his belt, and two terms as Public Service Director for AAF-Houston, Douthit enlisted for a third term in 2010 where he and his team successfully launched a comprehensive pro-bono campaign for BARC—the City of Houston Animal Shelter. Back again in 2017 to help reenergize the organization he loves, Douthit currently serves as Membership Director while working on programs, sponsorships and the American Advertising Awards. He continues to support Ad2 Houston as advisor and mentor.



DWIGHT DOUTHIT

WELCOME TO THE 2019 AMERICAN ADVERTISING AWARDS

Tonight, we gather to celebrate our area's creative efforts from the 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 district 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 against other winners from across the United States. The winners of the national competition will be announced at national advertising conference, AdMerica, in June.

AAF Mobile Bay gratefully acknowledges the efforts of this year's ADDY 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 committee. Rock on!

Leigh Wright, American
Advertising Awards Co-Chair

Adrienne Gates, American
Advertising Awards Co-Chair

Jessica Turner, American
Advertising Awards Co-Chair

SPECIAL THANKS TO OUR SPONSORS

Soul Kitchen
Two Men & a Truck
Hummingbird & South
The Grounds
Mallory G Designs
The Cypress Creek Band
Gwin's Printing

BEST OF SHOW

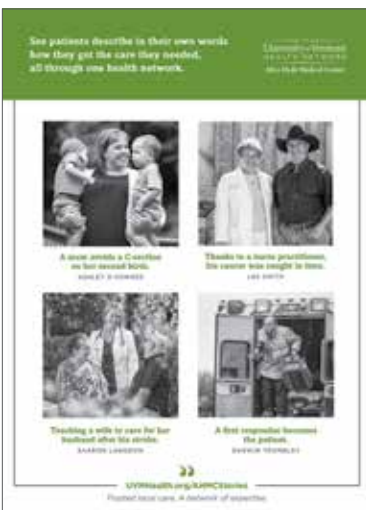
OVERALL
INTERACTIVE
VIDEO



Best of Show (Overall)

Foo Foo Festival 2018

Entrant: Hummingbird Ideas
 Client: Art, Culture and Entertainment, Inc./
 Foo Foo Festival

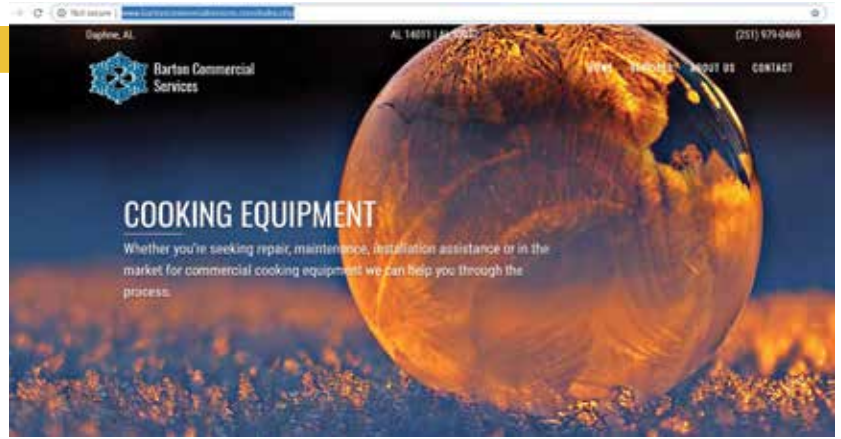


Best of Show (Print)

UVMHN AHMC NNY Print Wraps

Entrant: Lewis Communications
 Client: University of Vermont Health Network -
 Champlain Valley Physicians Hospital

Best of Show (Interactive)
Barton Commercial Services
Entrant: Southern View Media
Client: Barton Commercial Services



Best of Show (Video)
Where I Find Hope-USA Health MCI
Entrant: Lewis Communications



**JUDGES'
CHOICE**

**MOSAIC
AWARD**



For John
THE DIFFERENCE
is being a car buff and not a heart attack statistic.

For John, working on his car isn't just a hobby. It's a passion. He's been tinkering in his garage for years. He's got a collection of classic cars, and he's always looking for the next project. He's a car buff, and he's also a doctor. He's a cardiologist, and he's also a car buff. He's a car buff, and he's also a doctor. He's a car buff, and he's also a doctor.

"I had no symptoms, no chest pain, nothing. Dr. Feltus just picked up on something—a block in my heartline."

University of Vermont
HEALTH NETWORK
Champlain Valley Physicians Group

There's one doctor in Vermont who's got a special gift. It's the gift of seeing a patient's car. It's the gift of seeing a patient's car. It's the gift of seeing a patient's car.

"It's important to acknowledge that urgency of emergency is only half the process in treating a cardiac patient. The potentially more important component is helping them obtain a durable outcome after their event."

— Dr. Christopher Feltus
Champlain Valley Physicians Group

Trusted local care.
A network of expertise.

University of Vermont
HEALTH NETWORK
Champlain Valley Physicians Group

When it comes to your health, we know there are countless ways to make a difference.

Fighting cancer with yoga.
Dedicated nurses coach students vulnerable to homelessness.

A prosthetic arm and new lease on life.
A nurse reduces cardiac arrests.

See how groups at UVMHealth.org/CVPHDifference
Trusted local care. A network of expertise.

Getting to know patients in unexpected ways.

University of Vermont
HEALTH NETWORK
Champlain Valley Physicians Group

Judges' Choice

UVMHN CVPH NNY Print Wrap

Entrant: Lewis Communications

Client: University of Vermont Health Network - Alice Hyde Medical Center

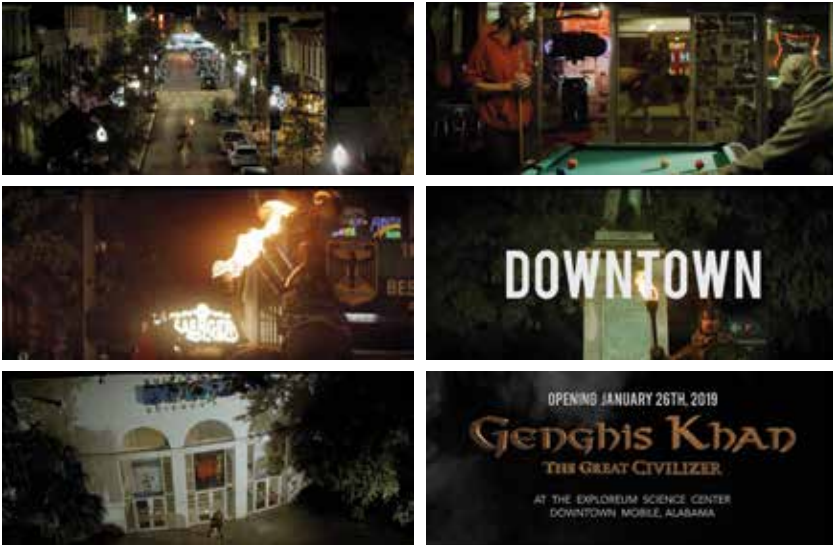


Judges' Choice

Show Reel 2018/2019 Winter

Entrant: Crftsho

Client: CRFTSHO



Judges' Choice

Genghis Khan Invasion

Entrant: Crftsho

Client: Gulf Coast Explorium Science Center



Mosaic Award

USA Holiday Video

Entrant: University of South Alabama

Client: University of South Alabama

STUDENT

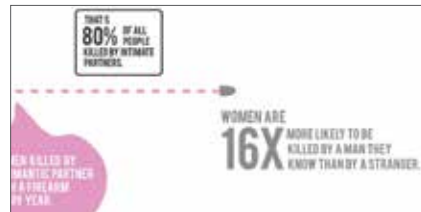
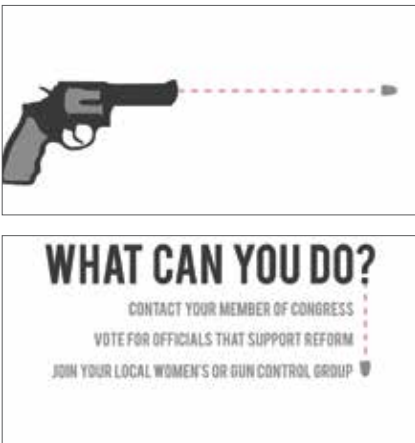
**BEST OF SHOW
JUDGES' CHOICE**



Student Best of Show
Heart of Mary Promotional Video
 Entrant: Alyssa Miles



Student Judges' Choice
Pink in Motion
 Entrant: Bailey Parrish



Student Judges' Choice
Gun Violence Against Women
 Entrant: Riley Navarre



Student Judges' Choice
Dementia Infographic
 Entrant: Bailey Parrish

AWARDS

PROFESSIONAL
— AND —
STUDENT



1
Sales & Marketing, Advertising Industry
Self-Promotion (Sales & Marketing),
Collateral, Brand Elements

Truland Homes Rebrand

Entrant: Truland Homes

Client: Truland Homes

Credits:

Mallory Higgs, VP of Marketing and Advertising
 Erica Pounder, Marketing and Advertising Manager



2
Sales & Marketing, Collateral Material,
Stationery Package - Single or Multiple
Pieces

Rebrand Stationery

Entrant: Truland Homes

Client: Truland Homes

Credits:

Mallory Higgs, VP of Marketing and Advertising
 Erica Pounder, Marketing and Advertising Manager

3

**Sales & Marketing, Collateral Material,
Brochure, Single Unit**

2018 Viewbook

Entrant: University of South Alabama

Client: University of South Alabama

Credits:

Diana Nichols, Director of Creative Services

Mike Haskins, Vice President of Marketing and
Communications

Seth Laubinger, Photographer

Creasey Printing, Printer



4

**Sales & Marketing, Collateral Material,
Publication Design, Cover/Editorial Spread
or Feature - Series**

2019 Visit Mobile Destination Guide

Entrant: Compass Media

Client: Visit Mobile

Credits:

Laura McGill, Editor

Michael Harrington, Designer



5

**Sales & Marketing, Collateral Material,
Publication Design, Magazine Design**

2019 Gulf Coast Vacation Guide

Entrant: Compass Media

Client: Alabama Gulf Coast CVB

Credits:

Cicity Williams, Art Director/Designer

Laura McGill, Content Director/Editor

Lisa Simundson, Content

Ed Moore, Production Director



Sales & Marketing, Collateral Material, Special Event Material, Card, Invitation, Announcement - Single Unit



6

Seven Deadly Spins NYE Invitation

Entrant: Wind Creek Hospitality
Client: Wind Creek Wetumpka
Credits:
George deGollian, Creative Director
Stephanie Wright, Strategic Marketing Director
Daniel Spanier, Graphic Designer
Andrew Layton, Copywriter



7

Winning The Night Away Invitation

Entrant: Wind Creek Hospitality
Client: Wind Creek Casino & Hotel Montgomery
Credits:
George deGollian, Creative Director, Writer
Stephanie Wright, Strategic Marketing Director
Holli Hawsey, Senior Graphic Designer



8

**Sales & Marketing, Direct Marketing, Specialty Advertising, Apparel
Rebrand Apparel**

Entrant: Truland Homes
Client: Truland Homes
Credits:
Mallory Higgs, VP of Marketing and Advertising
Erica Pounder, Marketing and Advertising Manager

9

Sales & Marketing, Direct Marketing, Specialty Advertising, Other Merchandise Rebrand Promotional Items

Entrant: Truland Homes

Client: Truland Homes

Credits:

Mallory Higgs, VP of Marketing and Advertising

Erica Pounder, Marketing and Advertising Manager



Read Darwin's story and see how he got the local care he needed.

As an EMT, Darwin Franklin wasn't accustomed to being a patient. Being constantly busy with community work, teaching EMT classes, and helping others in his community, Darwin was a busy man. One morning, it happened—the car got stuck in a ditch. It was just a minor accident.

"I felt tingling in my left arm, uncontrollable sweating, and a general weakness," said Darwin. "I knew right away it was a heart attack and what to do. I took some aspirin and my wife told me to take me to Alton Hyde Medical Center."

Darwin used insight on Alton Hyde. Connecting his first contact with most of his staff there. Upon arrival he would be receiving excellent care. When he arrived, the team at Alton Hyde was there. All a family someone work up and returned Darwin.

He was sent to another EMT facility before Providence Hospital called. Providence Hospital, where a stroke was treated. Darwin spent two days in recovery before returning to Alton Hyde for 12 weeks of cardiac rehabilitation.

UVMHealth.org/AHMCStories

"This changed my life. I woke early in the morning before work at 7am and it was a great experience. I lost weight, felt better, and was able to finish the program."

— Darwin

He did want to be able to live with dignity in the rehabilitation facility whenever he has a stroke. This made sure he had the right environment and guided him by fellow through.

"I paid on the evening in terms, my wife and I for nothing this day. It seems a week in the evening. (Darwin) I have lost about 30 pounds and I feel like I'm about halfway to 100" said Darwin.

Darwin goes on to say "The care he received at Alton Hyde was exceptional. I know that because I've worked with other people at the rehabilitation center."

UVMHealth.org/AHMCStories

See patients describe in their own words how they got the care they needed, all through one health network.

University of Vermont Health Network
111 COLLEGE ST. SUITE 1000
BURLINGTON, VT 05405

A mom avoids a C-section on her second birth.
ASHLEY JO CORNER

Thanks to a nurse practitioner, his cancer was caught in time.
LEE SMITH

Teaching a wife to care for her husband after his stroke.
SHARON LINDCOCK

A first responder becomes the patient.
DARWIN TROMBLEY

UVMHealth.org/AHMCStories
Thank you for care in nature of expertise.

10

Print Advertising, Newspaper Advertising, Newspaper Advertising, Specialty Advertising – Single Unit

UVMHN AHMC NNY Print Wraps

Entrant: Lewis Communications

Client: University of Vermont Health Network - Champlain Valley Physicians Hospital

Credits:

Jennifer Dira, Sr. Project Manager/Strategist

Puffer Thompson, Copywriter

RT Herwig, Creative Director

Theresa Webb, Project Manager

Sara Miles Agee, Producer

Amanda Peacock, Sr. Art Director

Jeanna Morgan, Art Director

Brett Carlsen, Videographer/Photographer

Alex Roach, Digital Media Specialist

Cynthia Maddox, Project Manager

Ellen Faulkner, Managing Director

As a first responder, I knew I was having a heart attack. I was scared, but I also knew exactly what to do.

DARWIN TROMBLEY
Ranger, VT

University of Vermont Health Network
Alton Hyde Medical Center

Read more about Darwin's story >

For John [Name], it's being a car buff and not a heart attack statistic.

Every day, we're finding new ways to **KEEP A DIFFERENCE** in the lives of our patients.

UVM Health Network
University of Vermont Health Network



It's important to acknowledge that people are empowered to bring a better patient. The possibility of new patient empowerment is helping them bring a better patient.

UVM Health Network
University of Vermont Health Network

When it comes to your health, we know there are countless ways to make a difference.

UVM Health Network
University of Vermont Health Network

When it comes to your health, we know there are countless ways to make a difference.

UVM Health Network
University of Vermont Health Network



UVMHN CVPH NNY Print Wrap

Entrant: Lewis Communications
Client: University of Vermont Health Network - Alice Hyde Medical Center

Credits:

- Amanda Peacock, Sr. Art Director
- Puffer Thompson, Copywriter
- RT Herwig, Creative Director
- Jennifer Dira, Sr. Project Manager/Strategist
- Theresa Webb, Project Manager
- Sara Miles Agee, Producer
- Brett Carlsen, Videographer/Photographer
- Catherine Bartz, Digital Media Strategist
- Mary Bradley Flynn, Digital Media Specialist
- Jeanna Morgan, Art Director
- Cynthia Maddox, Project Manager
- Alex Roach, Digital Project Manager
- Ellen Faulkner, Managing Director

Out-Of-Home & Ambient Media, Ambient Media, Events, Single Event



12

Piedmont Columbus Regional

Entrant: Lewis Communications

Client: Piedmont Columbus Regional

Credits:

Cynthia Maddox, Senior Project Manager

RT Herwig, Creative Director

Deanna Chisholm, Senior Art Director

Evan Beasley, Copywriter

Sara Miles Agee, Producer

Andy Cargile, Retoucher

Anthony Morrow / PXL House, Retoucher

Ellen Faulkner, Managing Director



13

Town of Terror: Circus Asylum

Entrant: OWA

Client: OWA

Credits:

Mitch Parker, Marketing Specialist

Erin Bryars, Graphic Designer

Larsen Lien, Digital Marketing Specialist

Kristin Hellmich, Director of Marketing and Public Relations





14
Out-Of-Home & Ambient Media, Out-of-Home, Poster, Poster - Campaign
Austal Quit Smoking Posters

Entrant: Hummingbird Ideas
 Client: Austal USA
 Credits:
 Tim Dozier, Creative Director
 Crawford Binion, Copywriter
 Courtney Smith, Associate Creative Director



15
Out-Of-Home & Ambient Media, Out-of-Home, Outdoor Board, Flat - Single Unit
UVMHN AHMC NNY outdoor

Entrant: Lewis Communications
 Client: University of Vermont Health Network - Alice Hyde Medical Center
 Credits:
 Jennifer Dira, Sr. Project Manager/Strategist
 Alex Roach, Digital Media Specialist
 Theresa Webb, Project Manager
 RT Herwig, Creative Director
 Cynthia Maddox, Project Manager
 Sara Miles Agee, Producer
 Amanda Peacock, Sr. Art Director
 Jeanna Morgan, Art Director
 Puffer Thompson, Copywriter
 Brett Carlsen, Videographer/Photographer
 Ellen Faulkner, Managing Director

16

Out-Of-Home & Ambient Media, Out-of-Home, Mass Transit/Airlines, Exterior – Single

Van Wrap

Entrant: Truland Homes

Client: Truland Homes

Credits:

Mallory Higgs, VP of Marketing and Advertising

Erica Pounder, Marketing and Advertising Manager



17

Online/Interactive, Blogs & Digital Publications, Blogs

Goldstein's Jewelers Blog

Entrant: Southern View Media

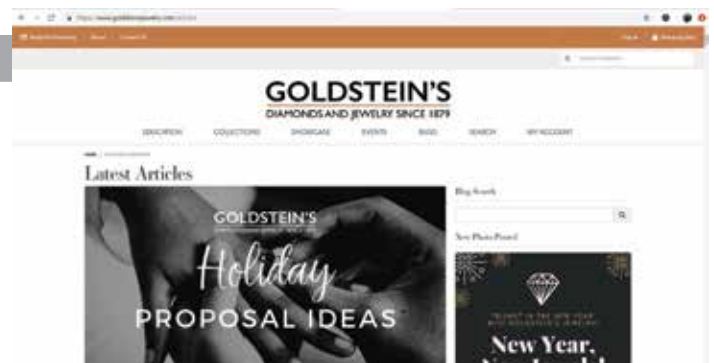
Client: Goldstein's Jewelers

Credits:

Michelle Murrill, Account Manager

Leigh Wright, Account Manager

Jamie Spann, Project Manager



18

Online/Interactive, Social Media, Social Media, Campaign

UVMHN CVPH NNY Social media

Entrant: Lewis Communications

Client: University of Vermont Health Network - Champlain Valley Physician's Hospital

Credits:

Amanda Peacock, Sr. Art Director

Puffer Thompson, Copywriter

RT Herwig, Creative Director

Jennifer Dira, Sr. Project Manager/Strategist

Theresa Webb, Project Manager

Sara Miles Agee, Producer

Brett Carlsen, Videographer/Photographer

Catherine Bartz, Digital Media Strategist

Mary Bradley Flynn, Digital Media Specialist

Alex Roach, Digital Media Strategist

Jeanna Morgan, Art Director

Cynthia Maddox, Project Manager

Ellen Faulkner, Managing Director



Online/Interactive, Websites, Websites, Consumer



19

Ashurst Niemeyer Website

Entrant: Portside Advertising
Client: Ashurst Niemeyer Real Estate
Credits:
Edward Herndon, Creative Director
Michelle Roberts, Art Director
Digital Team, Developers



20

Truland Homes Website Redesign

Entrant: Truland Homes
Client: Truland Homes
Credits:
Mallory Higgs, VP of Marketing and Advertising
Erica Pounder, Marketing and Advertising Manager
Hummingbird & South, Developer



21

Waterville USA Website

Entrant: Portside Advertising
Client: Waterville USA
Credits:
Edward Herndon, Creative Director
Michelle Roberts, Art Director
Bryan Smith, Producer
Team, Interactive Developer

22

Online/Interactive, Websites, Websites, B-to-B

Barton Commercial Services

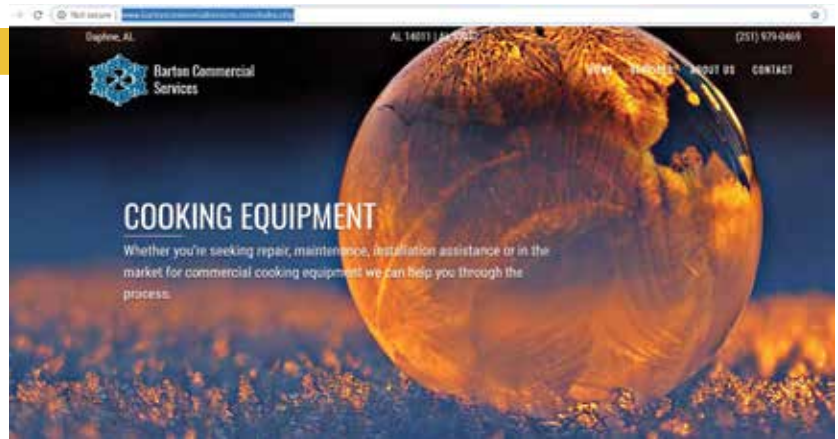
Entrant: Southern View Media

Client: Barton Commercial Services

Credits:

Michelle Murrill, Creative Director

Jamie Spann, Assistant Creative Director



23

Film, Video, & Sound, Advertising Industry Self-Promotion (Film, Video, & Sound) , Advertising Industry Self-Promotion Film, Video & Sound

Show Reel 2018/2019 Winter

Entrant: Crftsho

Client: CRFTSHO

Credits:

Drew Hall, Creative Director/Producer

Jeff Worley, Post Production Supervisor/Colorist



Film, Video, & Sound, Online Film, Video, & Sound, Internet Commercial, Single Spot - Any Length

24

Genghis Khan Invasion

Entrant: Crftsho

Client: Gulf Coast Exploreum Science Center

Credits:

Drew Hall, Creative Director/Producer

Jeff Worley, Post Production Supervisor/Colorist

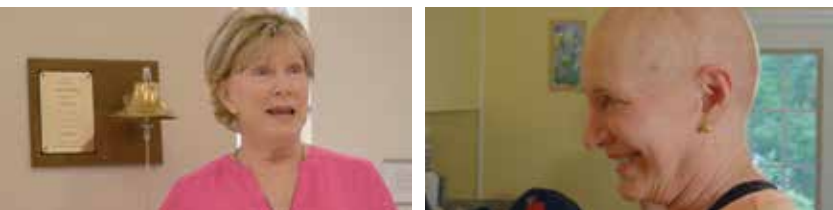
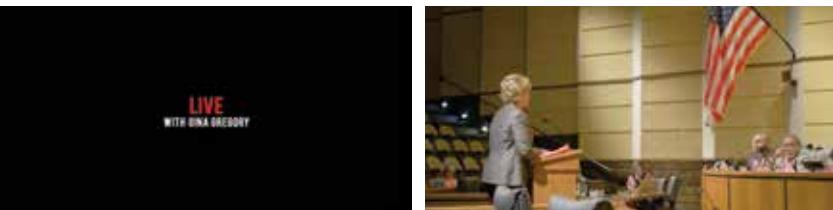
Jeff Etheridge, Writer/Director

Josh Holland, Executive Producer

Don Comeaux, Executive Producer

Chris Odom, Aerial Cinematographer





25

USA Holiday Video

Entrant: University of South Alabama

Client: University of South Alabama

Credits:

James Palomo, Assistant Director of Videography

Mike Haskins, Vice President of Marketing and Communications

Diana Nichols, Director of Creative Services

26

USA MCI - Where I Find Hope

Entrant: Lewis Communications

Client: USA Health Mitchell Cancer Institute

Credits:

RT Herwig, Creative Director

Roy Burns, Creative Director

Jennifer Dira, Brand Strategist

Alex Roach, Project Manager

Rhonda Wilkinson, Sr. Project Manager

Deanna Chisholm, Sr. Art Director

Puffer Thompson, Copywriter

Sara Miles Agee, Producer

Bob Miller, Director

Ellen Faulkner, Managing Director

27

Film, Video, & Sound , Online Film, Video, & Sound, Webisode, Series

Live with Gina Gregory Web Series

Entrant: Crtfsho

Client: Mitchell Cancer Institute - University Hospital

Credits:

Drew Hall, Creative Director/Producer

Jeff Worley, Post Production Supervisor/Producer/

Colorist

Jeff Etheridge, Editor

Sabrina Alexander, Producer/Strategist

Jennifer Ekman, Executive Producer

Carol McPhail, Executive Producer

Gina Gregory, Executive Producer

28

Film, Video, & Sound, Television Advertising, Television Advertising – Local (One DMA), Single Spot :30 seconds

The Busy Schedule

Entrant: COX Media

Client: Bama Flooring

Credits:

Christopher Powell, Cinematographer / Writer



Film, Video, & Sound, Television Advertising, Television Advertising – Regional/National, Single Spot – Up to 2:00

29

Abeka Ruth TV

Entrant: Lewis Communications

Client: Abeka Book

Credits:

RT Herwig, Creative Director

Josh Wolfe, Content Specialist

Charlie Brown Sander, Videographer/Editor

Christina Terrell, Producer

Sara Miles Agee, Producer

Kathryn Fuller, Project Manager

Jordan Harrison, Brand Strategist

Rhonda Wilkinson, Sr. Project Manager

Austill Harris, Project specialist

John Michael Morris, Sr. Media Manager

Catherine Bartz, Digital Media Strategist

Mary-Bradley Flynn, Digital Media specialist

Ellen Faulkner, Managing Director



30

Genghis Khan Invasion

Entrant: Crftsho

Client: Gulf Coast Exploreum Science Center

Credits:

Drew Hall, Creative Director/Producer

Jeff Worley, Post Production Supervisor/Colorist

Jeff Etheridge, Director/Editor

Josh Holland, Executive Producer

Don Comeaux, Executive Producer

Chris Odom, Aerial Cinematographer





31
Cross Platform, Advertising Industry Self-Promotion (Cross Platform), Advertising Industry Self-Promotion Campaigns, Advertising Industry Self Promotion Integrated Campaign

Win For Life Promotional Campaign

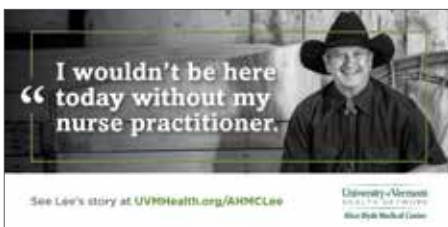
Entrant: Wind Creek Hospitality
 Client: Wind Creek Hospitality
 Credits:
 George deGollian, Creative Director
 Stephanie Wright, Strategic Marketing Director
 Josh Carl, Senior Graphic Designer
 Andrew Layton, Copywriter
 Zack Cutler, Copywriter

Cross Platform, Integrated Campaigns, Integrated Advertising Campaigns, Consumer Campaign-Local



32
Clear Path for Potential UMS-Wright

Entrant: Mighty
 Client: UMS-Wright
 Credits:
 Jarrett McCraw, Strategy
 Shephea Grimes, Creative
 Whitney Christopher, Brand Manager
 Heidi Boor, Art Director
 Matthew Coughlin, Photography, Matthew Coughlin Photography
 Drew Hall, Video Director & Editing, CRFTSHO



33
UVMH AHMC NNY Campaign

Entrant: Lewis Communications
 Client: University of Vermont Health Network - Alice Hyde Medical Center
 Credits:
 Jennifer Dira, Sr. Project Manager/Strategist
 Alex Roach, Digital Media Specialist
 Theresa Webb, Project Manager
 Cynthia Maddox, Project Manager
 RT Herwig, Creative Director
 Sara Miles Agee, Producer
 Amanda Peacock, Sr. Art Director
 Jeanna Morgan, Art Director
 Puffer Thompson, Copywriter
 Brett Carlsen, Videographer/Photographer
 Ellen Faulkner, Managing Director

For Gail **THE DIFFERENCE** is a gifted nursing staff that goes above and beyond to teach her students.

See her story at UVMHealth.org/CVPHGail



For John **THE DIFFERENCE** is being a car buff and not a heart attack statistic.

See his story at UVMHealth.org/CVPHJohn

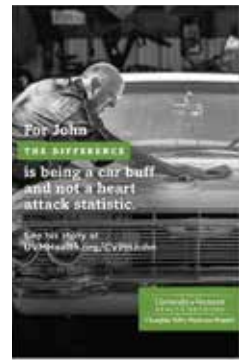


34

UVMHN CVPH NNY Campaign

Entrant: Lewis Communications
 Client: University of Vermont Health Network - Alice Hyde Medical Center
 Credits:

- Jennifer Dira, Brand Strategist
- Alex Roach, Digital Strategist
- Theresa Webb, Project Manager
- Cynthia Maddox, Project Manager
- RT Herwig, Creative Director
- Sara Miles, Producer
- Amanda Peacock, Sr. Art Director
- Jeanna Morgan, Art Director
- Puffer Thompson, Copywriter
- Brett Carlsen, Videographer/Photographer



35

Where I Find Hope-USA Health MCI

Entrant: Lewis Communications
 Client: USA Health - Mitchell Cancer Institute
 Credits:

- RT Herwig, Creative Director
- Roy Burns, Creative Director
- Jennifer Dira, Brand Strategist
- Alex Roach, Project Manager
- Rhonda Wilkinson, Sr. Project Manager
- Puffer Thompson, Copywriter
- Deanna Chisholm, Sr. Art Director
- Sara Miles Agee, Producer
- Bob Miller, Director
- Ellen Faulkner, Managing Director





36

Abeka - Just Press Play

Entrant: Lewis Communications
 Client: Abeka Book
 Credits:
 RT Herwig, Creative Director
 Kathryn Fuller, Project Manager
 Miranda Cofield, Project Manager
 Rhonda Wilkinson, Sr. Project Manager
 Austill Harris, Project Specialist
 Deanna Chisholm, Sr. Art Director
 Brent Pope, Copywriter
 Chad Pelton, Art Director
 Jeanna Morgan, Art Director
 Catherine Bartz, Digital Media Strategist
 Mary-Bradley Flynn, Digital Media Strategist
 Ellen Faulkner, Managing Director



37

Foo Foo Festival 2018

Entrant: Hummingbird Ideas
 Client: Art, Culture and Entertainment, Inc./
 Foo Foo Festival
 Credits:
 Tim Dozier, Creative Director
 Crawford Binion, Copywriter
 Courtney Smith, Associate Creative Director
 Adrienne Gates, Account Manager
 Kristin Black, Designer
 Nick Gray, Editing
 Chris Jadallah, Video
 Alyssa Stanek, Social Media
 Nick Ewertz, Copywriter

38

Cross Platform , Integrated Campaigns, Integrated Brand Identity Campaign - Local or Regional/National

National Alumni Association Rebrand

Entrant: University of South Alabama

Client: University of South Alabama

Credits:

Marie Katz, Assistant Director of Creative Services

Julie Jackson, Director of Communications for Development & Alumni Relations

Diana Nichols, Director of Creative Services

Mike Haskins, Vice President of Marketing and Communications

Karen Edwards, Director of Alumni Relations



39

Cross Platform, Online/Interactive Campaign, Online/Interactive Campaign

USA See South

Entrant: Mighty

Client: University of South Alabama

Credits:

MJarrett McCraw, Strategy

Stephan Grimes, Creative

Natalie Sonnier, Brand Manager & Strategy

Heidi Boor, Art Director

Justin Meredith, Developer, Canister Studio



40

Cross Platform, Public Service (Cross Platform), Integrated Media Public Service Campaign

Vacation Artfully Campaign

Entrant: Hummingbird Ideas

Client: Art, Culture and Entertainment, Inc.

Credits:

Tim Dozier, Creative Director

Courtney Smith, Associate Creative Director

Adrienne Gates, Account Manager

Crawford Binion, Copywriter





41
Elements of Advertising, Visual, Logo Design

Fly Creek Marina

Entrant: Hummingbird Ideas

Client: Fly Creek Marina

Credits:

Tim Dozier, Creative Director

Courtney Smith, Associate Creative Director



42
Elements of Advertising, Visual, Still Photography, Campaign

Austal Quit Smoking Posters

Entrant: Hummingbird Ideas

Client: Austal USA

Credits:

Tim Dozier, Creative Director

Crawford Binion, Copywriter

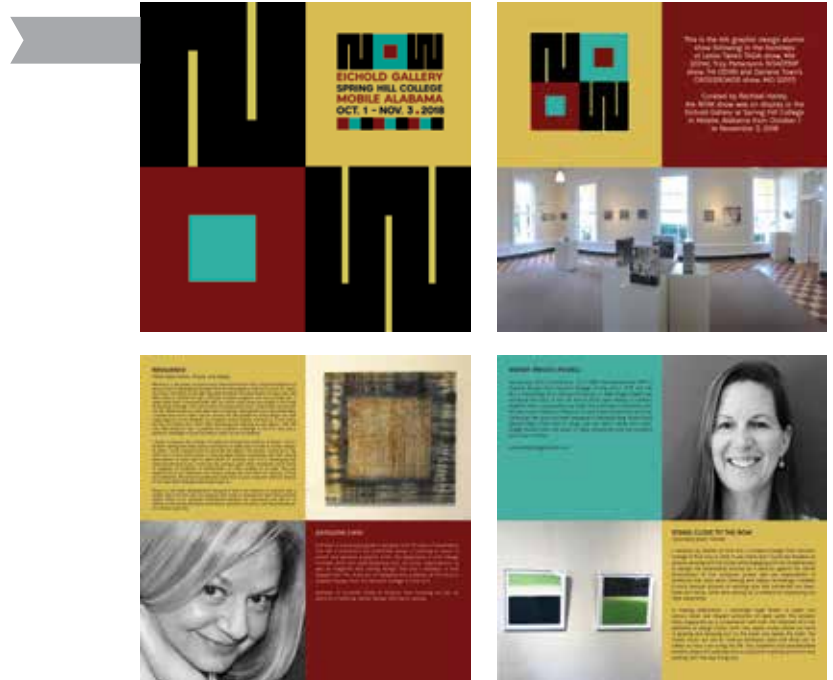
Courtney Smith, Associate Creative Director

Todd Douglas, Photographer

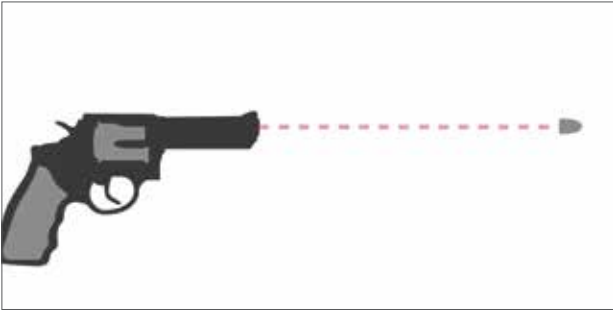
STUDENT WINNERS



1
Out Of Home & Ambient Media, Out-Of-Home, Poster, Single
Dementia Infographic
Entrant: Bailey Parrish
Credits: Bailey Parrish, Designer



2
Online/Interactive, BLOGS & Digital Publications, Digital Publications
NOW Show Booklet
Entrant: Berna De Jesus Estrella
Credits: Rachel Hatley, Client



THAT'S **80%** OF ALL PEOPLE KILLED BY INTIMATE PARTNERS.

WOMEN ARE **16X** MORE LIKELY TO BE KILLED BY A MAN THEY KNOW THAN BY A STRANGER.

WOMEN KILLED BY INTIMATE PARTNER IN A FIREARM EVERY YEAR.

WHAT CAN YOU DO?

CONTACT YOUR MEMBER OF CONGRESS

VOTE FOR OFFICIALS THAT SUPPORT REFORM

JOIN YOUR LOCAL WOMEN'S OR GUN CONTROL GROUP

3
Film, Video & Sound, Television Advertising, Television Advertising, Single
Gun Violence Against Women
 Entrant: Riley Navarre



4
Elements Of Advertising, Still Photography, Color, Single
Pink in Motion
 Entrant: Bailey Parrish
 Credits:
 Bailey Parrish, Photographer



5
Elements Of Advertising, Film, Video & Sound, Cinematography, Single
Heart of Mary Promotional Video
 Entrant: Alyssa Miles
 Credits:
 Alyssa Miles
 Jean Dempsey



**Gwin's
Ad Here**