



# AMERICAN ADVERTISING AWARDS SHOW

◆◆◆  
2020

AMERICAN  
ADVERTISING  
AWARDS

**AAF**  
AMERICAN ADVERTISING FEDERATION  
MOBILE BAY



**WEEKNIGHTS 6PM AND 10PM**



**Randy Patrick Peter Albrecht Rose Ann Haven Ed Bloodsworth**

**HOME OF THE BEST SUPERHERO SHOWS ANYWHERE**



# TABLE OF CONTENTS

---

**04** ABOUT AAF

---

**05** JUDGES

---

**06** BEST OF SHOW WINNERS

---

**14** JUDGES' CHOICE AWARDS

---

**18** PROFESSIONAL WINNERS

---

**25** STUDENT WINNERS

---

# DEAR AAF MOBILE BAY MEMBERS AND GUESTS,

We would like to welcome you to the American Advertising Awards!

This year, our local competition received over 140 entries. Tonight's Gold winners will go on to compete in the AAF District 7 American Advertising Awards competition. We would like to thank each of the participants, supporters, and this year's judges. An extra special thank you goes to our wonderful sponsors who have helped make this year's competition and show one to remember. We would also like to thank the AAF Mobile Bay Board for their support and guidance this year. So sit back, have a drink (or two) and enjoy yourself as we recognize you—Mobile Bay's best-of-the-best in advertising. **Laissez Le Bon Temps Rouler!**

Sincerely,

Elise Ankerson & Brooke Million O'Donnell  
*American Advertising Awards Co-Chairs 2019*

## ABOUT AAF

The American Advertising Awards is one of the industry's largest creative competition, attracting nearly 35,000 professional and student entries each year. The local tier is the first of a three-tier, national competition. Concurrently, across the country, local entrants vie to receive an ADDY Award—recognition as the very best in their markets. At the second tier, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards.

The winner's from this competition will be forwarded on to District 7, where winners will compete against other entries from across the states of Alabama, Mississippi, Louisiana, Tennessee and Georgia.





# JUDGES



**Alichia Sawitoski**, VP Marketing for Arrive, is responsible for building awareness, engagement, activation and repeat behaviors of customers acquired through all Arrive channels - including owned apps (BestParking, ParkWhiz) and partner implementations (such as GasBuddy, Avis, Xevo, etc.). Prior to joining Arrive she spent over a decade across ad agencies in Chicago running digital media strategy & activation teams for top clients such as Allstate and Ally Financial. Alichia holds a Bachelor's degree in Advertising from Murray State University.



**Bayne Million** is the Marketing Officer for Wendy's of Bowling Green, with 101 Wendy's locations in seven DMA's handled by three agencies. His experience is on all three sides of the business – agency, parent company and client.

Bayne has a Masters of Advertising from the Grady College of Journalism, University of Georgia and a B.A. from Emory University. Bayne has post graduate certifications from Loyola University Institute of Politics and American University Campaign Management Institute and is currently on the Marketing Advisory Council for the Ford Business School at Western Kentucky University.



**BO Haynes** is a career-long creative with a particular passion for tactile deliverables. Parsons – a global tech firm based in D.C. – has been his daytime home for the past 16.5 years. BO currently leads the Creative Production discipline/team, plus a team of visual storytellers in his role as an Associate Creative Director for global critical infrastructure and environmental.

In addition to working on award-winning creative with his Parsons team, BO is an award-winning freelance illustrator and designer in his own right. BO holds a Marketing MBA from New York Tech and a bachelors in economics (yes, seriously) from UNC-Greensboro.



# BEST OF SHOW



WINNERS



# BEST OF PRINT

COLLATERAL MATERIAL, SPECIAL  
EVENT MATERIAL, CARD, INVITATION,  
ANNOUNCEMENT

## 007 Jackpots Are Forever NYE Invite

**ENTRANT:** Wind Creek Hospitality

**CLIENT:** Wind Creek Atmore

**CREDITS:**

Stephanie Wright, Strategic Marketing Director

George DeGolian, Creative Services Director

Josh Jack Carl, Senior Graphic Designer

Holli Hawsey, Art Director

Andrew Layton, Copywriter

Zack Cutler, Copywriter



# BEST OF VIDEO

TELEVISION ADVERTISING – LOCAL  
(ONE DMA)

## Regional Homes Cowboy

**ENTRANT:** WKRG

**CLIENT:** Regional Homes

**CREDITS:**

Blake Tuszynski, Commercial Producer





# BEST OF DIGITAL

INTEGRATED CAMPAIGNS, INTEGRATED ADVERTISING CAMPAIGNS, B-TO-B CAMPAIGN-NATIONAL

## Abeka Preschool Digital Campaign

**ENTRANT:** Lewis Communications

**CLIENT:** Abeka

**CREDITS:**

Deanna Chisholm, Senior Art Director  
 Eric Knepp, Senior UX/UI Designer  
 Brent Pope, Senior Copywriter  
 RT Herwig, Creative Director  
 Jordan Newman, Strategist  
 Kathryn Fuller, Account Manager  
 Jeanna Morgan, Art Director  
 Jennifer Dira, Account Director  
 Catherine Bartz, Channel Engagement Director  
 Mary Bradley Flynn, Social Media Manager  
 Alex Roach, Content Planning Manager  
 Ben Hawkins, Senior Digital Media Specialist  
 Austill Harris, Account Manager  
 Abby Kirk, Social Media Specialist



# BEST OF COPY WRITING

COLLATERAL MATERIAL, PUBLICATION DESIGN, EDITORIAL SPREAD OR FEATURE

## Hit the Trails - Feature

**ENTRANT:** Compass Media

**CLIENT:** Alabama Tourism Department

**CREDITS:**

Myra Beckman, Art Director  
 Amity Moore Joyce, Editor  
 Laura McGill, Managing Editor  
 Ed Moore, Production Director



# BEST OF ART DIRECTION

VISUAL, ILLUSTRATION,  
ILLUSTRATION - SERIES

## 2020 Players of Wind Creek Calendar

**ENTRANT:** Wind Creek Hospitality

**CLIENT:** Wind Creek Hospitality

**CREDITS:**

Stephanie Wright, Strategic  
Marketing Director

George DeGolian, Creative  
Services Director

Karrie Oglesby, Graphic Designer

Holli Hawsey, Art Director

Josh Jack Carl, Art Director



# MOSAIC AWARD

ELEMENTS OF ADVERTISING -  
STILL PHOTOGRAPHY

## Hibbett Sports 2019 Winter/Holiday

**ENTRANT:** Red Square Agency

**CLIENT:** Hibbett Sports

**CREDITS:**

Tina Phanthapannha, Associate  
Creative Director

Ty Shaw, Art Director

Chloe Estephan, Producer

Kate Light, Account Executive



# STUDENT BEST OF SHOW

SALES PROMOTION

## Sarah Self Branding

**ENTRANT:** Sarah Barnes

**CLIENT:** University of South Alabama



# BEST OF SHOW

INTEGRATED CAMPAIGNS. INTEGRATED  
BRAND IDENTITY CAMPAIGN - LOCAL OR  
REGIONAL/NATIONAL

## Gulf Shores City Schools

**ENTRANT:** Red Square Agency

**CLIENT:** The City of Gulf Shores

**CREDITS:**

Rich Sullivan, Creative Director  
David Hanford, Associate Creative Director  
Jordan Kabalka, Designer  
Kate Light, Account Executive  
Keller Reeves, Copywriter  
Caleb Moore, Video Producer







# JUDGES' CHOICE



AWARDS



# JUDGES CHOICE

INTEGRATED CAMPAIGNS, INTEGRATED  
ADVERTISING CAMPAIGNS, B-TO-B  
CAMPAIGN-NATIONAL

## Uniti Fiber Unleash Campaign

**ENTRANT:** Red Square Agency

**CLIENT:** Uniti Fiber

**CREDITS:**

David Hanford, Associate Creative Director


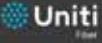
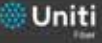



Jordan Kabalka, Designer

Keller Reeves, Copywriter

Kate Light, Account Executive

Tara Dow, Print Producer



		
		
<p><b>Trade impossible for unstoppable.</b></p> <p>From customized networks to advanced technology solutions and beyond, your business' possibilities are endless with Uniti Fiber. Add to that our team of dedicated experts and the future's yours for the taking.</p> <p style="text-align: center;"><a href="#">Unleash Uniti Fiber</a></p> <p><small>©2018 Uniti. All rights reserved. All registered trademarks are the property of their respective owners. 107 Sand Francis Street, Ste 1402, Miami, FL 33132</small></p> <p style="text-align: center;"><small>Uniti Fiber    304.254.4000    304.254.4000</small></p>	<p><b>Unleash your potential.</b></p> <p>How can Uniti bring you into the future? It starts with a consultation. One of our experts will work with you to customize a solution that suits your business' specific needs. From there, it's onto installation, which we make as quick and painless as possible. But we don't stop there! Our Network Operations Center is available 24/7/365 to ensure the integrity of your network and help out with any problems you might have.</p> <p style="text-align: center;"><a href="#">Let's get Started</a></p> <p><small>©2018 Uniti. All rights reserved. All registered trademarks are the property of their respective owners. 107 Sand Francis Street, Ste 1402, Miami, FL 33132</small></p> <p style="text-align: center;"><small>Uniti Fiber    304.254.4000    304.254.4000</small></p>	<p><b>Our work is your future.</b></p> <p>You can expect a lot out of Uniti Fiber. Better network speeds, stronger connections, less headaches and more possibilities. But the biggest thing you'll get is a team that's always willing to go the extra mile for their customers. With our dedication and experience, there's no limit to what we can achieve. So, what do you say?</p> <p style="text-align: center;"><a href="#">All right! Let's do this!</a></p> <p><small>©2018 Uniti. All rights reserved. All registered trademarks are the property of their respective owners. 107 Sand Francis Street, Ste 1402, Miami, FL 33132</small></p> <p style="text-align: center;"><small>Uniti Fiber    304.254.4000    304.254.4000</small></p>



# JUDGES CHOICE

ADVERTISING INDUSTRY  
SELF-PROMOTION,  
COLLATERAL, BRAND  
ELEMENTS

**Red Square Agency  
Values Stickers**

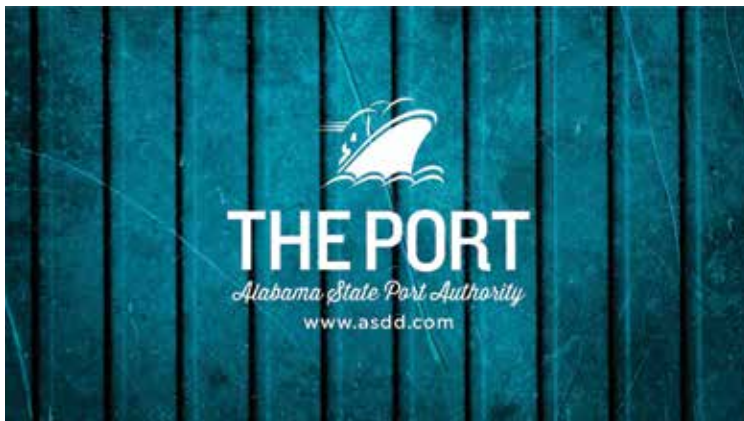
**ENTRANT:** Red Square Agency

**CLIENT:** Red Square Agency

**CREDITS:**

Jordan Kabalka, Designer

Tara Dow, Print Producer



# JUDGES CHOICE

FILM, VIDEO, & SOUND - BRANDED  
CONTENT & ENTERTAINMENT  
CAMPAIGN

**Alabama State Port  
Authority Videos**

**ENTRANT:** JJPR

**CLIENT:** Alabama State Port Authority

**CREDITS:**

Jennifer Jenkins, President and  
Account Supervisor – JJPR

Kelsey Davis, Senior Account Manager  
– JJPR

Taylor Lewis, Account Manager – JJPR

Sarah Grube, Creative Director – JJPR

Jeff Nelson, Videography, Producer –

Jeff Nelson Studios





PROFESSIONAL



WINNERS

# SALES & MARKETING



## SILVER ADDY AWARD SALES PROMOTION, PRODUCT OR SERVICE SALES PROMOTION

### Bill E's Restaurant Menus

**ENTRANT:** Lewis Communications

**CLIENT:** Bill E's Restaurant

#### CREDITS:

RT Herwig, Creative Director  
Amanda Peacock, Senior Art Director  
Jennifer Dira, Account Director  
Audrey Mecke, Graphic Designer  
Evan Beasley, Copywriter  
Puffer Thompson, Account Coordinator  
Miranda Cofield, Senior Copywriter



## GOLD ADDY AWARD COLLATERAL MATERIAL, PUBLICATION DESIGN, EDITORIAL SPREAD OR FEATURE

### Hit the Trails - Feature

**ENTRANT:** Compass Media

**CLIENT:** Alabama Tourism Department

#### CREDITS:

Myra Beckman, Art Director  
Amity Moore Joyce, Editor  
Laura McGill, Managing Editor  
Ed Moore, Production Director



## SILVER ADDY AWARD COLLATERAL MATERIAL, PUBLICATION DESIGN, MAGAZINE DESIGN

### USA Health Magazine

**ENTRANT:** USA Health

**CLIENT:** USA Health

#### CREDITS:

Gary Mans, Associate Vice President Marketing & Communications, USA Health  
Marie Katz, Director of Creative Services  
Lindsay Lyle, Managing Editor  
Paul Taylor, Director of Marketing & Communications  
Bill Starling, Photographer



# SALES & MARKETING

## BRONZE ADDY AWARD

COLLATERAL MATERIAL, PUBLICATION DESIGN, MAGAZINE DESIGN

### Mitchell Magazine

**ENTRANT:** University of South Alabama

**CLIENT:** USA Mitchell College of Business

**CREDITS:**

Diana Nichols, Director of Creative Services  
Emmy Rieske, Associate Dir. of Marketing and Communications, MCOB  
Mike Haskins, Vice President of Marketing and Communications, USA  
Elizabeth Gelineau, Photographer  
Scott Donaldson, Photographer  
Shelby Guidry, Photographer  
Hederman Brothers, Printer

## BRONZE ADDY AWARD

COLLATERAL MATERIAL, PUBLICATION DESIGN, MAGAZINE DESIGN

### Harvest Jewels Lookbook

**ENTRANT:** JJPR

**CLIENT:** Harvest Jewels

**CREDITS:**

Jennifer Jenkins, President and Account Supervisor – JJPR  
Sarah Grube, Creative Director – JJPR  
Callie Cox, Account Coordinator – JJPR  
Devin Ford, Photography  
Gwin's Printing, Printer

## BRONZE ADDY AWARD

COLLATERAL MATERIAL, PUBLICATION DESIGN, BOOK DESIGN

### Huntsville Destination Guide

**ENTRANT:** Compass Media

**CLIENT:** Huntsville/Madison County Convention & Visitors Bureau

**CREDITS:**

Myra Beckman, Art Director  
Laura McGill, Editor  
Ed Moore, Production Director

## BRONZE ADDY AWARD

COLLATERAL MATERIAL, PUBLICATION DESIGN, BOOK DESIGN

### Gulf Shores & Orange Beach Guide

**ENTRANT:** Compass Media

**CLIENT:** Gulf Shores & Orange Beach Tourism

**CREDITS:**

Myra Beckman, Art Director  
Laura McGill, Content Director  
Ed Moore, Production Director



# SALES & MARKETING



**SILVER ADDY AWARD**  
**COLLATERAL MATERIAL, SPECIAL  
EVENT MATERIAL, CARD, INVITATION,  
ANNOUNCEMENT**

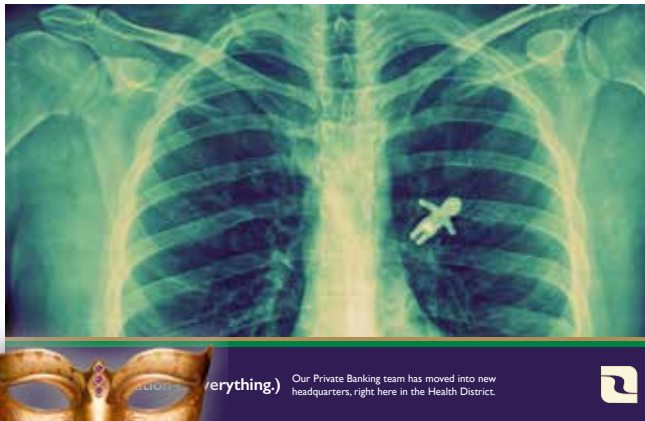
## **007 Jackpots Are Forever NYE Invite**

**ENTRANT:** Wind Creek Hospitality

**CLIENT:** Wind Creek Atmore

**CREDITS:**

Stephanie Wright, Strategic Marketing Director  
George DeGolian, Creative Services Director  
Josh Jack Carl, Senior Graphic Designer  
Holli Hawsey, Art Director  
Andrew Layton, Copywriter  
Zack Cutler, Copywriter



**GOLD ADDY AWARD**  
**DIRECT MARKETING, DIRECT MAIL**

## **Physician collateral: Mardi Gras**

**ENTRANT:** Davis South Barnette & Patrick

**CLIENT:** Red River Bank

**CREDITS:**

W. Ira Patrick, Creative & Art Director  
Dave Barnette, Copywriter



**SILVER ADDY AWARD**  
**DIRECT MARKETING, DIRECT MAIL**

## **007 Jackpots Are Forever NYE Invite**

**ENTRANT:** Wind Creek Hospitality

**CLIENT:** Wind Creek Atmore

**CREDITS:**

Stephanie Wright, Strategic Marketing Director  
George DeGolian, Creative Services Director  
Josh Jack Carl, Senior Graphic Designer  
Holli Hawsey, Art Director  
Andrew Layton, Copywriter  
Zack Cutler, Copywriter

# SALES & MARKETING



**SILVER ADDY AWARD**  
**DIRECT MARKETING, DIRECT MAIL**

## Let The 20s Roar NYE Invite

**ENTRANT:** Wind Creek Hospitality

**CLIENT:** Wind Creek Wetumpka

**CREDITS:**

Stephanie Wright, Strategic Marketing Director  
 George DeGolian, Creative Services Director  
 Daniel Spanier, Graphic Designer  
 Holli Hawsey, Art Director  
 Josh Carl, Art Director  
 Zack Cutler, Copywriter  
 Andrew Layton, Copywriter



**SILVER ADDY AWARD**  
**DIRECT MARKETING, SPECIALTY**  
**ADVERTISING, SPECIALTY**  
**ADVERTISING CAMPAIGN**

## The City of Brewton Merch & Signage

**ENTRANT:** Red Square Agency

**CLIENT:** The City of Brewton

**CREDITS:**

Pat Reid, Creative Director  
 John Medzerian, Associate Creative Director  
 Keller Reeves, Copywriter  
 Kate Light, Account Executive



**GOLD ADDY AWARD**  
**ADVERTISING INDUSTRY**  
**SELF-PROMOTION,**  
**COLLATERAL, BRAND**  
**ELEMENTS**

## Red Square Agency Values Stickers

**ENTRANT:**  
 Red Square Agency

**CLIENT:**  
 Red Square Agency

**CREDITS:**  
 Jordan Kabalka, Designer  
 Tara Dow, Print Producer

# SALES & MARKETING



**GOLD ADDY AWARD**  
ADVERTISING INDUSTRY SELF-PROMOTION,  
COLLATERAL, DIRECT MARKETING &  
SPECIALTY ADVERTISING

## Red Square Annual Volume 3

**ENTRANT:**

Red Square Agency

**CLIENT:**

Red Square Agency

**CREDITS:**

Jordan Kabalka, Designer

Rich Sullivan, Creative Director

Tara Dow, Print Producer

Elena Freed, Contributor

# PRINT ADVERTISING

## BRONZE ADDY AWARD

MAGAZINE ADVERTISING, FULL PAGE OR LESS

### Mobile International Business Promo

**ENTRANT:** Davis South Barnette & Patrick

**CLIENT:** City of Mobile

**CREDITS:**

W. Ira Patrick, Creative & Art Director

Dave Barnette, Copywriter

## SILVER ADDY AWARD

MAGAZINE ADVERTISING, MAGAZINE  
ADVERTISING CAMPAIGN

### Cardiology Associates Print Campaign

**ENTRANT:** Lewis Communications

**CLIENT:** Cardiology Associates

**CREDITS:**

Deanna Chisholm, Senior Art Director

Brent Pope, Senior Copywriter

RT Herwig, Creative Director

Ben Jordan, Senior Graphic Designer

Rhonda Wilkinson, Senior Account Manager

Catherine Bartz, Channel Engagement Director

John Michael Morris, Senior Media Specialist





# PRINT ADVERTISING



**SILVER ADDY AWARD**  
**BRANDED CONTENT & ENTERTAINMENT,**  
**ANY PRINT MEDIUM**

## **2020 Players of Wind Creek Calendar**

**ENTRANT:** Wind Creek Hospitality

**CLIENT:** Wind Creek Hospitality

**CREDITS:**

Stephanie Wright, Strategic  
Marketing Director

George DeGolian, Creative  
Services Director

Karrie Oglesby, Graphic Designer

Holli Hawsey, Art Director

Josh Jack Carl, Art Director

---

## **OUT-OF-HOME & AMBIENT MEDIA**

### **BRONZE ADDY AWARD**

**AMBIENT MEDIA, INSTALLATIONS, SINGLE  
INSTALLATION**

## **Wind Creek Atmore Dance Mural**

**ENTRANT:** Wind Creek Hospitality

**CLIENT:** Wind Creek Atmore

**CREDITS:**

Stephanie Wright, Strategic Marketing Director

George DeGolian, Creative Services Director

Forrest Funk, Lead Photographer

Anthony West, Assistant Photographer

Josh Jack Carl, Art Director

Holli Hawsey, Art Director

---

## **ONLINE/INTERACTIVE**

**SILVER ADDY AWARD**  
**WEBSITES, CONSUMER**

### **U&I BTQ**

**ENTRANT:** Mighty

**CLIENT:** U&I BTQ

**CREDITS:**

Jarrett McCraw, Strategy

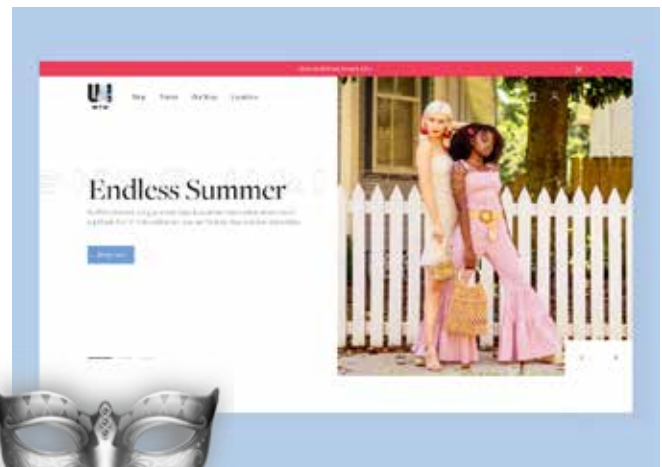
Stephean Grimes, Creative

Kyle Wilkins, UX/UI Design

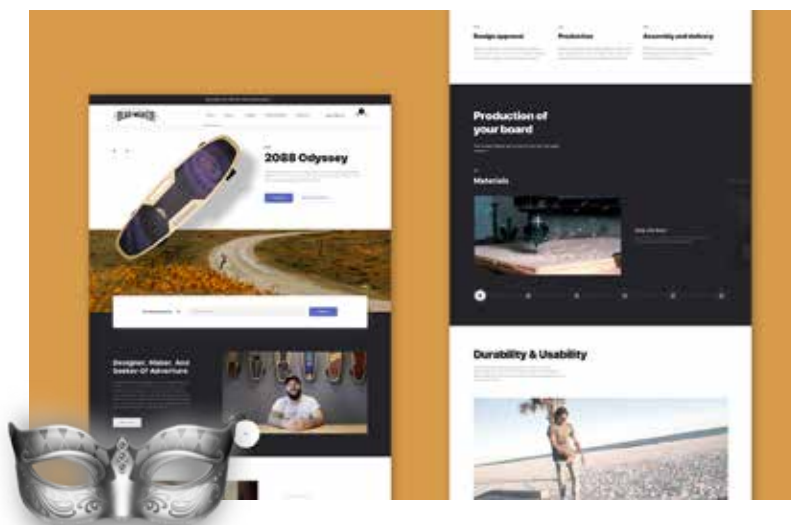
Heidi Boor, Art Director

Maury Molyneaux, Brand Manager

Amanda Gibson, Copywriter



# ONLINE/INTERACTIVE



## SILVER ADDY AWARD WEBSITES, CONSUMER

### Bear Walker Custom Skate Boards

**ENTRANT:** Mighty

**CLIENT:** Bear Walker

**CREDITS:**

Jarrett McCraw, Strategy  
Stephean Grimes, Creative  
Kyle Wilkins, UX/UI Design  
Natalie Sonnier, Brand Manager  
Amanda Gibson, Copywriter



## SILVER ADDY AWARD WEBSITES, CONSUMER

### Innovation Portal

**ENTRANT:** Mighty

**CLIENT:** Innovation Portal

**CREDITS:**

Jarrett McCraw, Strategy  
Stephean Grimes, Creative  
Kyle Wilkins, UX/UI Design  
Heidi Boor, Art Director  
Amanda Gibson, Copywriter

## BRONZE ADDY AWARD

### WEBSITES, CONSUMER

#### Bill E's Website

**ENTRANT:** Lewis Communications

**CLIENT:** Bill E's Restaurant

**CREDITS:** RT Herwig, Creative Director  
Amanda Peacock, Senior Art Director  
Jennifer Dira, Account Director  
Alex Roach, Content Planning Manager  
Evan Beasley, Copywriter  
Puffer Thompson, Account Coordinator;  
Miranda Cofield, Senior Copywriter

## BRONZE ADDY AWARD

### WEBSITES, CONSUMER

#### NAI Mobile's New Website

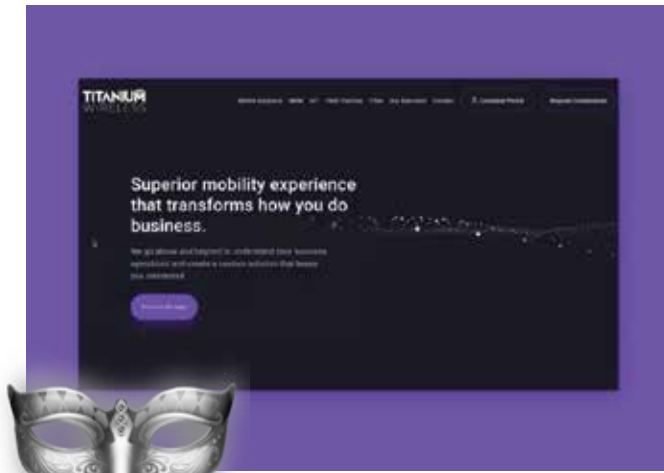
**ENTRANT:** NAI Mobile

**CLIENT:** NAI Mobile

**CREDITS:**

Niki Coker, Creative Director  
Jay Arendall, Web Developer

# ONLINE/INTERACTIVE



## SILVER ADDY AWARD WEBSITES, B-TO-B

### Titanium Wireless

**ENTRANT:** Mighty

**CLIENT:** Titanium Wireless

**CREDITS:**

Jarrett McCraw, Strategy  
Stephean Grimes, Creative  
Kyle Wilkins, UX/UI Design  
Heidi Boor, Art Director  
Maury Molyneaux, Brand Manager  
Amanda Gibson, Copywriter

## BRONZE ADDY AWARD

### WEBSITES, B-TO-B

#### Merchants Transfer Co. Website

**ENTRANT:** Portside Advertising

**CLIENT:** Merchants Transfer Co.

**CREDITS:**

Edward Herndon, Creative Director  
Michelle Roberts, Art Director  
Portside Development Team

## BRONZE ADDY AWARD

### WEBSITES, B-TO-B

#### Regenerative Labs - Website

**ENTRANT:** Hummingbird Ideas

**CLIENT:** Regenerative Labs

**CREDITS:**

Tim Dozier, Creative Director  
Courtney Smith, Art Director  
Jessica Wohner, Web Development

## SILVER ADDY AWARD SOCIAL MEDIA, SOCIAL MEDIA CAMPAIGN

### USA Health Patient Stories

**ENTRANT:** Lewis Communications

**CLIENT:** USA HEALTH

**CREDITS:**

Deanna Chisholm, Senior Art Director  
RT Herwig, Creative Director  
Bob Miller, Director  
Sara Miles Agee, Producer  
Rhonda Wilkinson, Senior Account Manager  
Alex Roach, Account Manager  
Theresa Webb, Account Manager  
Jennifer Dira, Account Director  
Catherine Bartz, Channel Engagement Director  
Mary Bradley Flynn, Social Media Manager  
Ben Hawkins, Senior Digital Media Specialist





# FILM, VIDEO, & SOUND



## **GOLD ADDY AWARD** TELEVISION ADVERTISING – LOCAL (ONE DMA)

### **Regional Homes Cowboy**

**ENTRANT:**

WKRG

**CLIENT:**

Regional Homes

**CREDITS:**

Blake Tuszynski, Commercial Producer



## **SILVER ADDY AWARD** ONLINE FILM, VIDEO, & SOUND, INTERNET COMMERCIAL

### **Shoe Station Every Step**

**ENTRANT:** Mighty

**CLIENT:** Shoe Station

**CREDITS:**

Jarrett McCraw, Strategy

Stephean Grimes, Creative

Drew Hall, Director, CRFTSHO

Maury Molyneaux, Brand Manager



## **GOLD ADDY AWARD** ONLINE FILM, VIDEO, & SOUND, INTERNET COMMERCIAL

### **South Says Videos**

**ENTRANT:** University of South Alabama

**CLIENT:** USA Office of Marketing and  
Communications

**CREDITS:**

James Palomo, Assistant Director of Videography  
Jeb Schrenk, Dir. of Digital and Strategic  
Communications

Diana Nichols, Director of Creative Services  
Mike Haskins, Vice President of Marketing  
and Communications

# FILM, VIDEO, & SOUND

## BRONZE ADDY AWARD

ONLINE FILM, VIDEO, & SOUND,  
WEBISODE

### Family Meal - PILOT

**ENTRANT:** Crftsho

**CLIENT:** Back 40

**CREDITS:**

Clayne Crawford, Executive Producer  
Jon Holland, Executive Producer  
Drew Hall, Creative Director / Cinematographer  
/ Editor / Producer  
Jeff Worley, Colorist / Cinematographer /  
Producer



## BRONZE ADDY AWARD

BRANDED CONTENT & ENTERTAINMENT  
FOR ONLINE FILM, VIDEO & SOUND

### Alice Hyde Stories Campaign-Gaye Video

**ENTRANT:** Lewis Communications

**CLIENT:** Alice Hyde Medical Center

**CREDITS:**

Amanda Peacock, Senior Art Director  
Puffer Thompson, Senior Copywriter  
Evan Beasley, Copywriter  
RT Herwig, Creative Director  
Sara Miles Agee, Producer  
Jennifer Dira, Account Director  
Theresa Webb, Account Manager  
Seirra Hampton, Account Coordinator  
Brett Carlsen, Director/Editor

## SILVER ADDY AWARD

BRANDED CONTENT & ENTERTAINMENT,  
BRANDED CONTENT & ENTERTAINMENT  
CAMPAIGN

### Distinguished Alumni Videos

**ENTRANT:** University of South Alabama

**CLIENT:** USA Office of Marketing and  
Communications

**CREDITS:**

James Palomo, Assistant Director of Videography  
Julie Jackson, Director of Marketing and  
Communications, Alumni and Development  
Diana Nichols, Director of Creative Services  
Mike Haskins, Vice President of Marketing  
and Communications

# CROSS PLATFORM

**GOLD ADDY AWARD**  
**INTEGRATED CAMPAIGNS, INTEGRATED**  
**ADVERTISING CAMPAIGNS, B-TO-B**  
**CAMPAIGN-NATIONAL**

## Uniti Fiber Unleash Campaign

**ENTRANT:** Red Square Agency

**CLIENT:** Uniti Fiber

**CREDITS:**

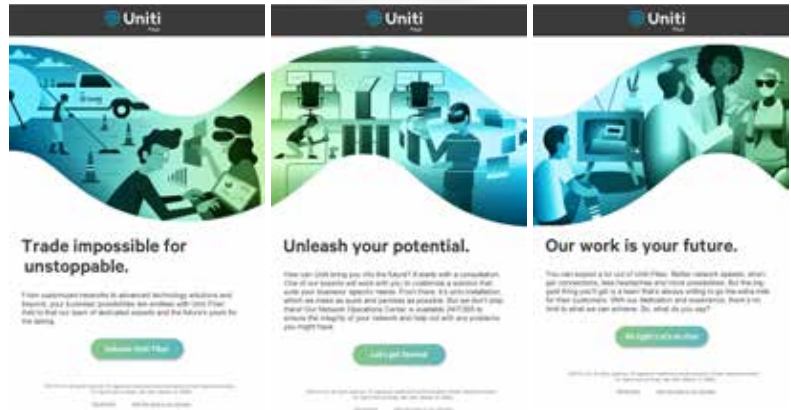
David Hanford, Associate Creative Director

Jordan Kabalka, Designer

Keller Reeves, Copywriter

Kate Light, Account Executive

Tara Dow, Print Producer



**GOLD ADDY AWARD**  
**INTEGRATED CAMPAIGNS, INTEGRATED**  
**ADVERTISING CAMPAIGNS, B-TO-B**  
**CAMPAIGN-NATIONAL**

## Abeka Preschool Digital Campaign

**ENTRANT:** Lewis Communications

**CLIENT:** Abeka

**CREDITS:**

Deanna Chisholm, Senior Art Director

Eric Knepp, Senior UX/UI Designer

Brent Pope, Senior Copywriter

RT Herwig, Creative Director

Jordan Newman, Strategist

Kathryn Fuller, Account Manager

Jeanna Morgan, Art Director

Jennifer Dira, Account Director

Catherine Bartz, Channel Engagement Director

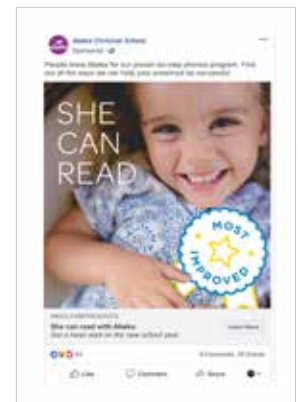
Mary Bradley Flynn, Social Media Manager

Alex Roach, Content Planning Manager

Ben Hawkins, Senior Digital Media Specialist

Austill Harris, Account Manager

Abby Kirk, Social Media Specialist





# CROSS PLATFORM

**BRONZE ADDY AWARD**  
INTEGRATED CAMPAIGNS. INTEGRATED  
ADVERTISING CAMPAIGNS. B-TO-B  
CAMPAIGN-NATIONAL

## Table Topics - Acralyte Campaign

**ENTRANT:** Hummingbird Ideas

**CLIENT:** Table Topics

**CREDITS:**

Tim Dozier, Creative Director  
Courtney Smith, Art Director  
Kristin Black, Designer  
Crawford Binion, Copywriter  
Rachel Warner, Copywriter  
Todd Douglas, Photography

**BRONZE ADDY AWARD**  
INTEGRATED CAMPAIGNS. INTEGRATED  
ADVERTISING CAMPAIGNS. CONSUMER  
CAMPAIGN-REGIONAL/NATIONAL

## Abeka Academy Integrated Campaign

**ENTRANT:** Lewis Communications

**CLIENT:** Abeka

**CREDITS:**

RT Herwig, Creative Director  
Deanna Chisholm, Sr. Art Director/Team Leader  
Brent Pope, Senior Copywriter  
Mary Bradley Flynn, Social Media Manager  
Alex Roach, Content Planning Manager  
Austill Harris, Account Manager  
Kathryn Fuller, Account Manager  
Jordan Newman, Strategist  
Jennifer Dira, Account Director  
Catherine Bartz, Channel Engagement Director

**GOLD ADDY AWARD**  
ADVERTISING INDUSTRY SELF-  
PROMOTION. COLLATERAL.  
BRAND ELEMENTS

## Gulf Shores City Schools

**ENTRANT:**

Red Square Agency

**CLIENT:**

The City of Gulf Shores

**CREDITS:**

Rich Sullivan, Creative Director  
David Hanford, Associate Creative  
Director  
Jordan Kabalka, Designer  
Kate Light, Account Executive  
Keller Reeves, Copywriter  
Caleb Moore, Video Producer



# CROSS PLATFORM

## BRONZE ADDY AWARD

INTEGRATED CAMPAIGNS, INTEGRATED  
BRAND IDENTITY CAMPAIGN - LOCAL  
OR REGIONAL/NATIONAL

### The City of Brewton Brand Campaign

**ENTRANT:** Red Square Agency

**CLIENT:** The City of Brewton

**CREDITS:**

Pat Reid, Creative Director  
John Medzerian, Associate Creative Director  
Keller Reeves, Copywriter  
Kate Light, Account Executive

## BRONZE ADDY AWARD

ONLINE/INTERACTIVE CAMPAIGN,  
ONLINE/INTERACTIVE CAMPAIGN

### Open House Campaign

**ENTRANT:** Lewis Communications

**CLIENT:** Abeka

**CREDITS:**

RT Herwig, Creative Director  
Deanna Chisholm, Senior Art Director  
Amanda Peacock, Senior Art Director  
Brent Pope, Senior Copywriter  
Eric Knepp, Senior UX/UI Designer  
Audrey Mecke, Graphic Artist  
Kathryn Fuller, Account Manager  
Austill Harris, Account Manager  
Jordan Newman, Strategist  
Mary Bradley Flynn, Social Media Manager  
Vannie Bohlen, Graphic Design Intern  
Lee Anna McGuire, Content Writer  
Catherine Bartz, Channel Engagement Director

---

# ELEMENTS OF ADVERTISING

## BRONZE ADDY AWARD

COPYWRITING, COPYWRITING

### Mobile international business promo

**ENTRANT:** Davis South Barnette & Patrick

**CLIENT:** City of Mobile

**CREDITS:**

W. Ira Patrick, Creative & Art Director  
Dave Barnette, Copywriter

## BRONZE ADDY AWARD

VISUAL, ILLUSTRATION, ILLUSTRATION  
- SERIES

### 2020 Players of Wind Creek Calendar

**ENTRANT:** Wind Creek Hospitality

**CLIENT:** Wind Creek Hospitality

**CREDITS:**

Stephanie Wright, Strategic Marketing Director  
George DeGolian, Creative Services Director  
Karrie Oglesby, Graphic Designer  
Holli Hawsey, Art Director  
Josh Jack Carl, Art Director

# ELEMENTS OF ADVERTISING

## BRONZE ADDY AWARD

VISUAL, ILLUSTRATION, ILLUSTRATION - SERIES

### Open House Teacher Illustrations

**ENTRANT:** Lewis Communications

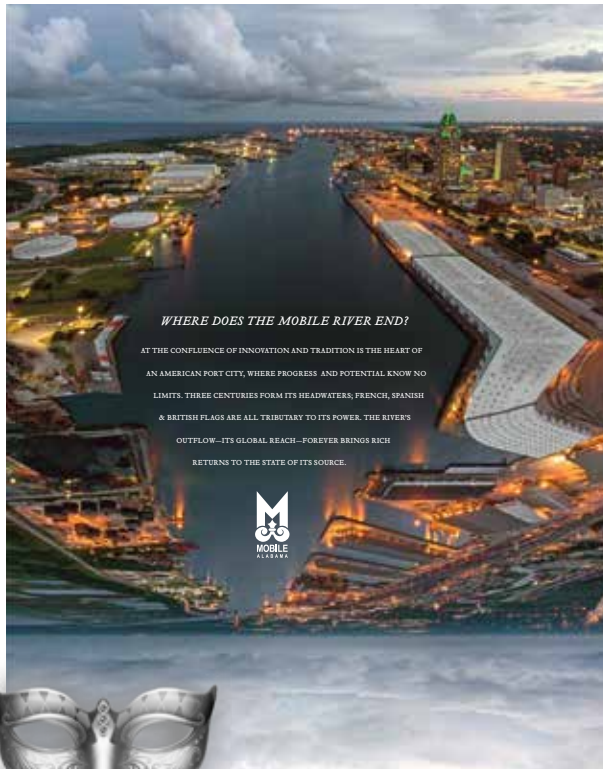
**CLIENT:** Abeka

**CREDITS:**

RT Herwig, Creative Director

Audrey Mecke, Graphic Artist

Vannie Bohlen, Graphic Design Intern



## SILVER ADDY AWARD

VISUAL, STILL PHOTOGRAPHY,  
DIGITALLY ENHANCED

### Mobile International Business Promo

**ENTRANT:** Davis South Barnette & Patrick

**CLIENT:** City of Mobile

**CREDITS:**

W. Ira Patrick, Creative & Art Director

Dave Barnette, Copywriter

## BRONZE ADDY AWARD

VISUAL, STILL PHOTOGRAPHY, DIGITALLY ENHANCED

### Wind Creek Atmore Dance Mural

**ENTRANT:** Wind Creek Hospitality

**CLIENT:** Wind Creek Atmore

**CREDITS:**

Stephanie Wright, Strategic Marketing Director

George DeGolian, Creative Services Director

Forrest Funk, Lead Photographer

Anthony West, Photographer

Josh Jack Carl, Art Director

Holli Hawsey, Art Director



# ELEMENTS OF ADVERTISING



**SILVER ADDY AWARD**  
**VISUAL, STILL PHOTOGRAPHY, BLACK & WHITE / COLOR / DIGITALLY ENHANCED**

## Noja Dinner Photos

**ENTRANT:** Southern View Media

**CLIENT:** Noja

**CREDITS:**

Michelle Murrill, Account Manager

Jamie Spann, Creative Director

Camden Bradford, Photographer



**SILVER ADDY AWARD**  
**VISUAL, STILL PHOTOGRAPHY, BLACK & WHITE / COLOR / DIGITALLY ENHANCED**

## Hibbett Sports 2019 Winter/Holiday

**ENTRANT:** Red Square Agency

**CLIENT:** Hibbett Sports

**CREDITS:**

Tina Phanthapannha, Associate Creative Director

Ty Shaw, Art Director

Chloe Estephan, Producer

Kate Light, Account Executive



STUDENT

◆◆◆  
WINNERS

# SALES & MARKETING

GOLD ADDY AWARD  
SALES PROMOTION

**Sarah Self Branding**    **ENTRANT:** Sarah Barnes    **CLIENT:** University of South Alabama



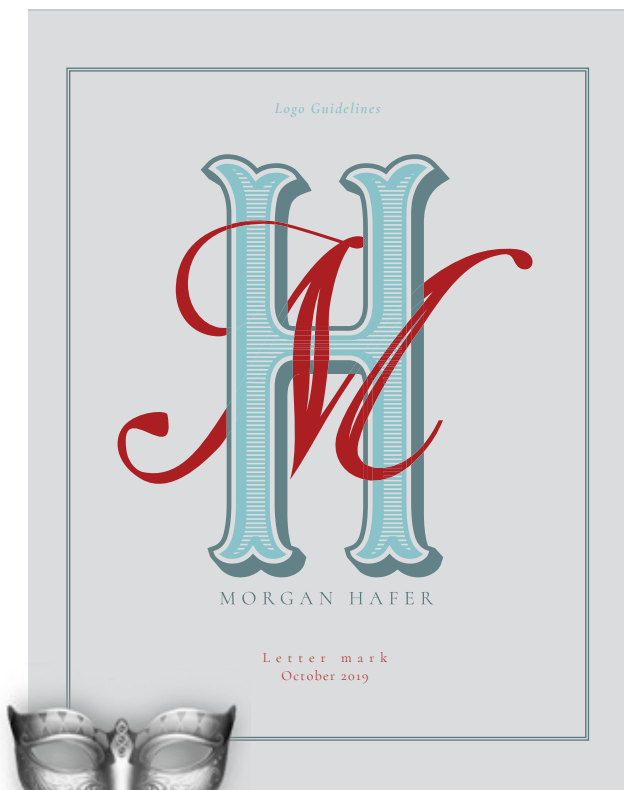
# SALES & MARKETING

SILVER ADDY AWARD  
COLLATERAL MATERIAL

**Personal Lettermark Guidelines**

**ENTRANT:**  
Morgan Hafer

**CLIENT:**  
Spring Hill College





# PRINT ADVERTISING

GOLD ADDY AWARD  
MAGAZINE ADVERTISING

## Peta “Go Vegan” Campaign

ENTRANT: Joanna Dembowski    CLIENT: Spring Hill College



# OUT-OF-HOME & AMBIENT MEDIA

SILVER ADDY AWARD  
OUT-OF-HOME

## Why Me? Animal Abuse Campaign

ENTRANT: Cameron Moore    CLIENT: Spring Hill College



# OUT-OF-HOME & AMBIENT MEDIA

SILVER ADDY AWARD  
OUT-OF-HOME

## End Sex Trafficking Campaign

ENTRANT: Joanna Dembowski    CLIENT: Spring Hill College



# ELEMENTS OF ADVERTISING

GOLD ADDY AWARD  
COPYWRITING

## It's Okay to Not be Okay Campaign

ENTRANT: Joanna Dembowski    CLIENT: Spring Hill College



## ELEMENTS OF ADVERTISING

SILVER ADDY AWARD  
STILL PHOTOGRAPHY

### 'Bama Hot Chicken

**ENTRANT:**

Morgan Hafer

**CLIENT:**

Spring Hill College



---

# CONGRATULATIONS

## SARAH JONES

---



### Winner of the 2019 Silver Medal Award for AAF Mobile Bay

### AAF District 7 Governor for 2019-2020

The Silver Medal Award is the American Advertising Federation's highest honor. It was established in 1959 to recognize men and women who have made outstanding contributions and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. AAF Mobile recognized their first Silver Medal recipient, Joel Swanson, in 1962.

This award is not limited to members of AAF Mobile Bay. However, you must be a member of AAF Mobile Bay to make a nomination. The selection committee is comprised of past Silver Medal recipients who are also current members of the local chapter.

Sarah is currently serving as the Governor for District 7 of the American Advertising Federation. District 7 represents 19 affiliate advertising clubs and federations in Alabama, Georgia, Louisiana, Mississippi, and Tennessee. We are honored to have such a wonderful leader represent AAF Mobile Bay and the District at a national level.



# THANK YOU

TO OUR SPONSORS



**FPO**

**Gwin's Ad**