



PRESENTS THE

2016
AMERICAN
ADVERTISING
Awards

AMERICAN
ADVERTISING
AWARDS

AMERICAN ADVERTISING Awards

FEBRUARY 19, 2016



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 (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, and I would like to thank each of our AAA judges. We would also like to extend a special thank you to the AAA committee who 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.

Tara Zieman
AAA Co-Chair
AAF Mobile Bay

Laura Burton
AAA Co-Chair
AAF Mobile Bay

JUDGES

MARK BOSWELL PRINCIPAL AND CREATIVE DIRECTOR HELIUM

Mark Boswell is the principal and creative director of Helium, inc, a multi-disciplined design and creative marketing firm in Colorado Springs, Colorado, that launched in September 1999 (www.HeliumRises.com). Mark has been in the advertising and marketing industries for almost 28 years, doing work for companies and organizations worldwide like Keystone Resort, Breckenridge Ski Resort, Copper Mountain Resort, Arapahoe Basin Ski Area, Vail Resorts, Ralston-Purina Companies, Ericsson USA, Ford Motor Co., General Motors, Target Corporation, Marshall Fields, Mervyns, TIAA-CREF, Thomas Nelson Publishers, Tyndale Publishers, Random House Publishers and various non-profit groups worldwide. Mark is a past president for AAF Colorado Springs and served on the club's executive board of directors for 10 years. He is a strong advocate for the creative and advertising industries within the small business community, even across the country. An avid snowboarder in the winter and hiker in the summer, you will find Mark in the Colorado Rockies with his family in tow: his wife of 23 years, Katie, and their three teenagers: Webb, Behr and Ruby.



SARA JANSSEN CREATIVE DIRECTOR THE THORBURN GROUP

Sara's work spans multiple disciplines including identity, brand development, print, digital, in-store, environments and more for national clients like American Standard, Appleton Coated, Ecolab, National Geographic, Polaroid, Porsche and more. Prior to joining The Thorburn Group, Sara hung her hat at leading Minneapolis agencies, including BBDO, Martin Williams and Carmichael Lynch. Her awards include The Show, NAMA, AIGA and for the next 15 years—the bragging rights for having created the identity for the Philadelphia Eagles' Stadium, Lincoln Financial Field. Outside of work, she is a proud mother of two girls who threaten to rob her of sanity on a daily basis. She loves every minute of it.



NADER ASHWAY PRINCIPAL/CREATIVE DIRECTOR MODDERN MARKETING

Nader Ashway is principal and creative director of Moddern Marketing, an integrated marketing services agency based in New York City. Prior to founding Moddern, he ran Ashway Group, a boutique branding and marketing agency focused on small to midsize businesses and startups. With 25 years of experience under his belt, Nader has developed award-winning strategy and creative programs for consumer and business brands including Advertising Age, American Express, BMW, Citibank, Samsung, UNICEF, WIRED and many others. Current integrated work includes brand development, advertising, digital and social for clients in research, financial services, medical devices and fast-moving consumer goods.



BEST OF SHOW

1
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PRETTY PERFECT POSTER CAMPAIGN

- 1 Entrant: Lewis Communications
- Advertiser: Pretty Perfect Cheese

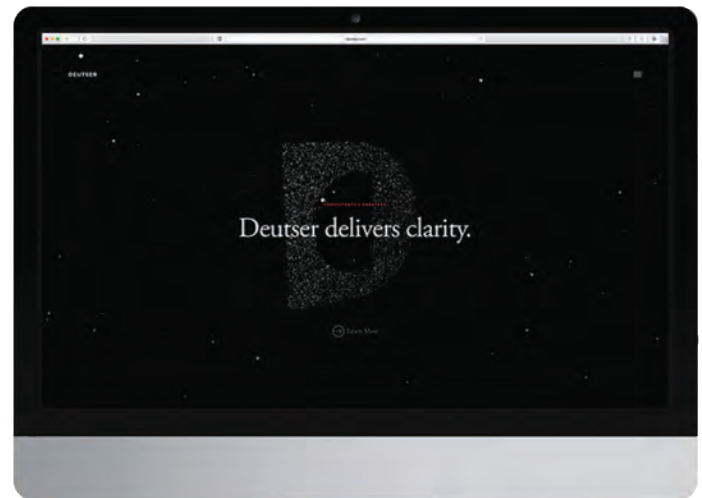


INTERACTIVE BEST OF SHOW

DEUTSER WEBSITE

- 2 Entrant: RSQ
- Advertiser: Deutscher

2
◆



STUDENT BEST OF SHOW

CHARACTER DESIGN AND COLOR POSTER

- 3 Entrant: Abigail Bacilla
- Advertiser: Spring Hill College



3
◆

JUDGES' CHOICE

1
◆

MIGHTY

1 Entrant: Mighty
Advertiser: Mighty

MIGHTY

CAMELLIA COMPANY

2 Entrant: JJPR
Advertiser: The Camellia Company



TENSIXTYFIVE

3 Entrant: RSQ
Advertiser: TenSixtyFive

2
◆



3
◆



SALES & MARKETING, SALES PROMOTION, PACKAGING

1 Pretty Perfect Cheese - Label Packaging

Entrant: Lewis Communications

Advertiser: Pretty Perfect Cheese

Credits:

John Carter, Creative Director

Deanna Chisholm, Senior Art Director

Puffer Thompson, Creative Director/Copywriter

Cynthia Maddox, Account Supervisor

Sara Miles Agee, Producer



SALES & MARKETING, SALES PROMOTION, POINT OF PURCHASE, COUNTER TOP

2 Pretty Perfect -in store display

Entrant: Lewis Communications

Advertiser: Pretty Perfect Cheese

Title: Pretty Perfect- in store display

Credits:

John Carter, Creative Director

Deanna Chisholm, Senior Art Director

Puffer Thompson, Creative Director/Copywriter

Cynthia Maddox, Account Supervisor

Sara Miles Agee, Producer



3 Pretty Perfect -in store display

Entrant: Lewis Communications

Advertiser: Pretty Perfect Cheese

Title: Pretty Perfect- in store display

Credits:

John Carter, Creative Director

Deanna Chisholm, Senior Art Director

Puffer Thompson, Creative Director/Copywriter

Cynthia Maddox, Account Supervisor

3



OUT-OF-HOME & AMBIENT MEDIA, OUT-OF-HOME, SINGLE UNIT POSTER

4 Interact With Someone Other Than My Cat Poster

Entrant: RSQ

4

Advertiser: The Exchange 202

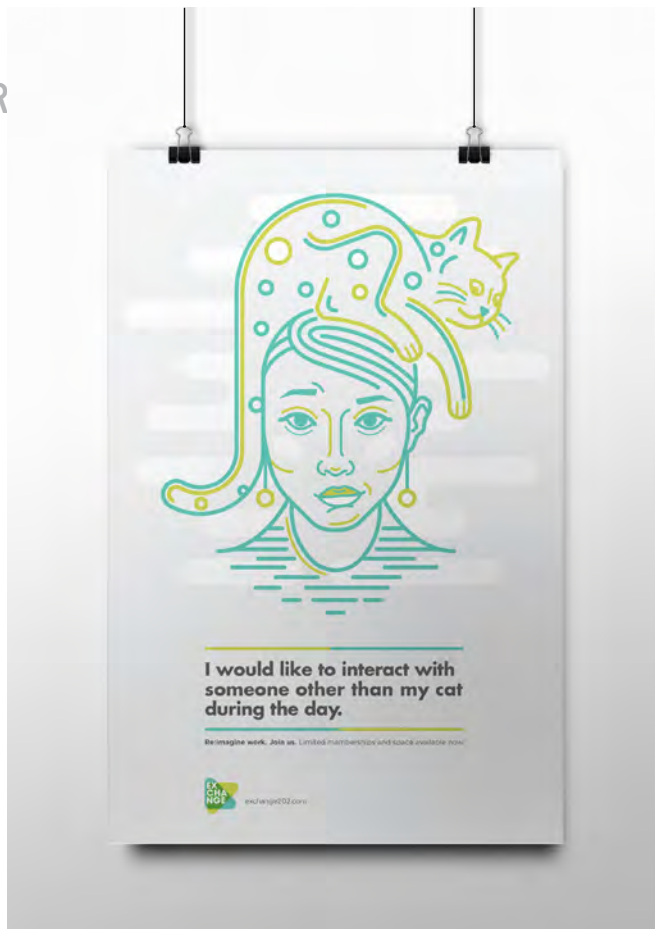
Credits:

Rich Sullivan, Executive Creative Director

Jordan Kabalka, Senior Designer

Heidi Boor, Junior Art Director

Keller Reeves, Copywriter



OUT-OF-HOME & AMBIENT MEDIA, OUT-OF-HOME, POSTER CAMPAIGN

5 Pretty Perfect

Entrant: Lewis Communications

Advertiser: Pretty Perfect Cheese

Credits:

John Carter, Creative Director

Deanna Chisholm, Senior Art Director

Puffer Thompson, Creative Director/Copywriter

Cynthia Maddox, Account Supervisor

5



ONLINE/ INTERACTIVE, CONSUMER WEBSITES

1

1 Wind Creek Montgomery Website

Entrant: Red Square Gaming

Advertiser: Wind Creek Montgomery

Credits:

RT Herwig, Creative Director

Chris Rowe, Interactive Designer

Keller Reeves, Copywriter

Katie Ward, Senior Account Executive

Jennifer Myrick, Account Executive

Alex Zeiman, Producer

Karen Sullivan, Producer

Merge, Developer



2

2 Cindy Meador Interiors Website

Entrant: Davis South Barnette & Patrick

Advertiser: Cindy Meador Interiors

Credits:

Fredrick Norfleet, Designer

Wm. Ira Patrick, Co-creative Director

Dave Barnette, Co-creative Director

Dave Barnette, Copywriter

Meredith Schafer, Production Director

Don Davis, Account Service





3 Pretty Perfect Website

Entrant: Lewis Communications

Advertiser: Pretty Perfect Cheese

Credits:

John Carter, Creative Director

Deanna Chisholm, Senior Art Director

Puffer Thompson, Creative Director/Copywriter

Connor Pipkins, Interactive Producer

Scott Piggott, Director of Interactive

Cynthia Maddox, Account Supervisor



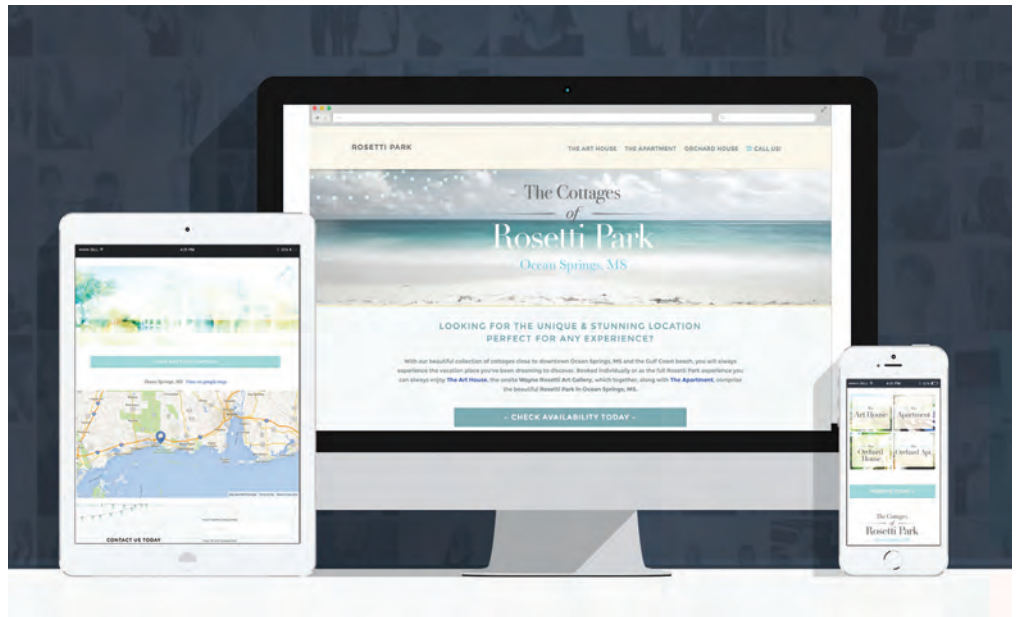
4 Rosetti Park.com

Entrant: Alabama Media Group

Advertiser: The Cottages at Rosetti Park

Credits:

Joshua Dana Swindle, Art Director



ONLINE/INTERACTIVE, BUSINESS-TO-BUSINESS WEBSITES

1 Deutscher Website

Entrant: RSQ

Advertiser: Deutscher

Credits:

Rich Sullivan, Executive Creative Director, Copywriter

Elena Freed, Project Manager

Whitney Christopher, Project Manager

Karen Sullivan, Producer

Nicholas Scimeca, Design Director, WCST

Shawn Hilgart, Technical Director, WCST

Nate Krempel, Developer, WCST

2 Automotive Only Website

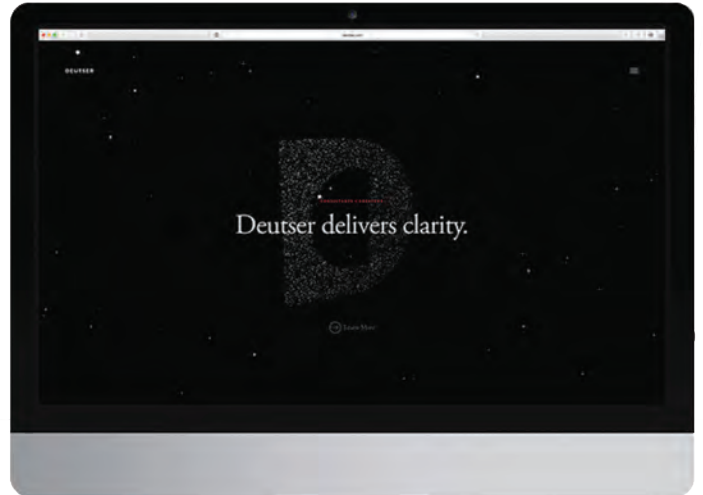
Entrant: Green Circle Agency

Advertiser: Automotive Only, Incorporated

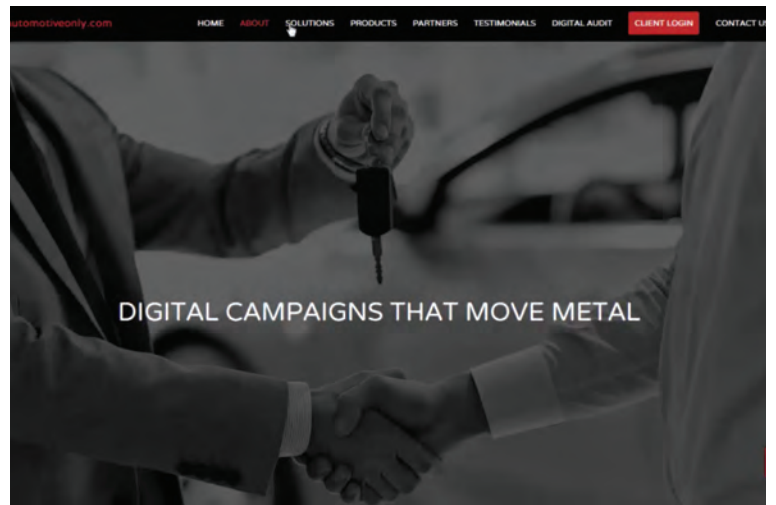
Credits:

Onyabo Monagoe, Web Developer, Web Designer, Graphic Artist

1



2



ONLINE/INTERACTIVE, SOCIAL MEDIA, SINGLE PLATFORM

3 Cream and Sugar Fat Tuesday Social Post

Entrant: Lewis Communications

Advertiser: Cream and Sugar

Credits:

John Carter, Creative Director

Amanda Peacock, Senior Art Director

Brent Pope, Senior Copywriter

Cynthia Maddox, Account Supervisor

3

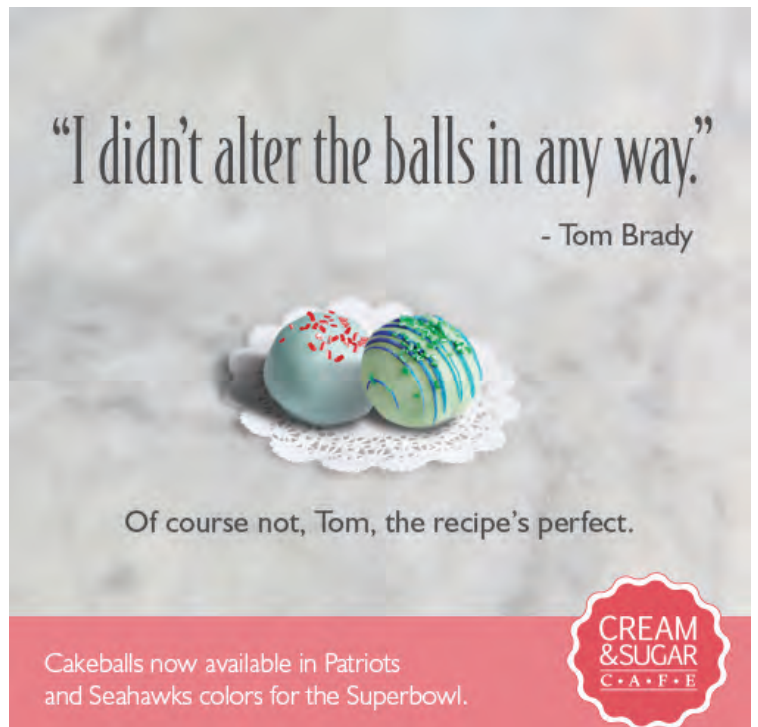


ONLINE/INTERACTIVE,
SOCIAL MEDIA,
MULTIPLE PLATFORMS

4



- 4 Cream and Sugar Tom Brady Social Post
- Entrant:** Lewis Communications
- Advertiser:** Cream and Sugar
- Credits:**
John Carter, Creative Director
Amanda Peacock, Art Director
Puffer Thompson, Creative Director / Copywriter
Brent Pope, Senior Copywriter
Cynthia Maddox, Account Supervisor



ONLINE/INTERACTIVE,
ADVERTISING INDUSTRY
SELF-PROMOTION

5



- 5 Mighty Website
- Entrant:** Mighty
- Advertiser:** Mighty
- Credits:**
Stephan Grimes, Creative Director
Jarrett McCraw, Project Manager
Henry Bayuzick, Developer



6



- 6 Santa Snitch
- Entrant:** Mighty
- Advertiser:** Mighty
- Credits:**
Stephan Grimes, Creative Director
Jarrett McCraw, Project Manager



CROSS PLATFORM INTEGRATED CAMPAIGNS, LOCAL CONSUMER CAMPAIGN

1 Upward & Onward Campaign

Entrant: University of South Alabama

Advertiser: University of South Alabama

Credits:

- Diana Nichols, Director of Creative Services
- Michael Haskins, Executive Director of Marketing and Communications
- Rob Kreger, Writer
- Matthew Coughlin, Photographer
- John Adams, Photographer
- Bill Starling, Photographer
- Airwind Creative/Tad Denson, Videographer
- Interstate Printing, Printer
- University Publications, Printer



CROSS PLATFORM INTEGRATED CAMPAIGNS, NATIONAL CONSUMER CAMPAIGN

2 Wind Creek Montgomery Grand Opening Campaign

Entrant: Red Square Gaming

Advertiser: Wind Creek Montgomery

Credits:

- RT Herwig, Creative Director
- Patrick Reid, Senior Art Director
- Alec Lewis, Animator
- Tina Phanthapannha, Art Director
- Sarah Grube, Art Director
- Keller Reeves, Copywriter
- Katie Ward, Senior Account Executive
- Jennifer Myrick, Account Executive
- Caleb Moore, Producer
- Alan Blair, Producer
- Knight Abbey, Printer





CROSS PLATFORM INTEGRATED CAMPAIGNS, NATIONAL CONSUMER CAMPAIGN

3 TenSixtyFive

Entrant: RSQ

Advertiser: TenSixtyFive

Credits:

Rich Sullivan, Executive Creative Director

RT Herwig, Creative Director

Jordan Kabalka, Senior Designer

Chris Rowe, Interactive Designer

Tina Phanthapannha, Art Director

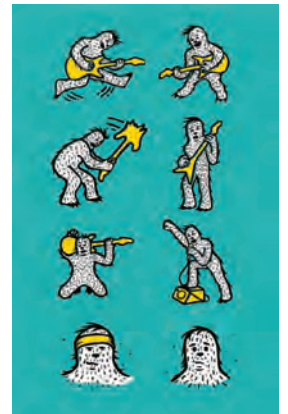
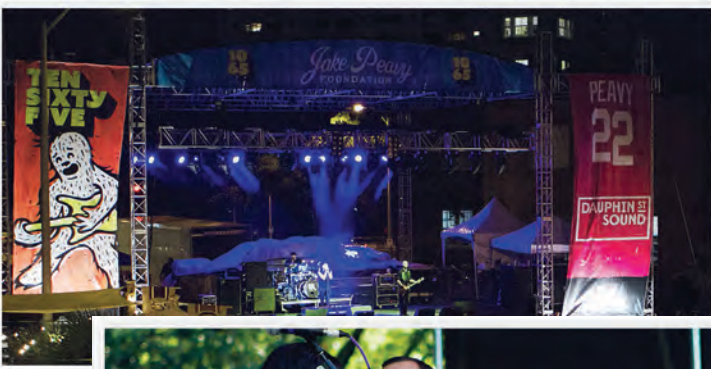
John Medzerian, Production Artist

Ty Shaw, Production Artist

Alec Lewis, Animator

Trevor Rose, Animator

Elena Freed, Project Manager



CROSS PLATFORM INTEGRATED CAMPAIGNS, NATIONAL CONSUMER CAMPAIGN

1



1 Southern Light Sales Campaign
 Entrant: RSQ
 Advertiser: Southern Light
 Credits:
 RT Herwig, Creative Director
 Jordan Kabalka, Senior Designer
 Phillip Laue, Copywriter
 Kate Light, Project Manager
 Richard Myles, Game Developer

SOLUTIONS FROM THE IT DEPARTMENT

- 1 Try every software update. Then try them again. They don't always stick the first time.
- 2 Travel back to 1982. Then find the guy who made the first computer virus and stop him.
- 3 Turn it off and back on. We know it's a cliché, but so is Arnold Schwarzenegger, and he still works.
- 4 Try hitting it. This won't do much for the computer, but you'll probably feel much better.
- 5 Do the job. You'll find a robot that can do any job you want.
- 6 Play Fiber by Southern Light. Your old network can't handle more than an old cell phone.
- 7 Do the job. You'll find a robot that can do any job you want.
- 8 Check the back of your laptop. You'll find a fan that can cool your laptop.
- 9 Upgrade to a computer. You'll find a fan that can cool your laptop.
- 10 Play Fiber by Southern Light. Your old network can't handle more than an old cell phone.

PUT TALLAHASSEE ON TURBO MODE.
 southern light

IT'S SURVIVAL OF THE FASTEST NOW.
 southern light

MAKE THEM EAT YOUR DIGITAL DUST.
 southern light

ALLOWING COMMUNITIES TO TAP INTO THE NETWORK.
 SEE YOUR CITY. ▾

THE DIGITAL ROAD TO THE FUTURE.
 CHECK OUT HOW IT WORKS. ▾

SAY HELLO TO BREAKNECK SPEEDS.
 CHECK OUT WHO WE ARE. ▾

PUT TALLAHASSEE ON TURBO MODE.
 southern light

SAY HELLO TO BREAKNECK SPEEDS.
 CHECK OUT WHO WE ARE. ▾

REFRESH YOUR RATE OF DOING BUSINESS.
 southern light

OPERATE ON YOUR FASTEST WAVELENGTH.
 southern light

THE FUTURE OF TALLAHASSEE IS FAST.
 southern light

SEIZE THE DATA.
 southern light

GRAB YOUR COMPETITION BY THE TERABYTES.
 southern light

Opening the future

SEIZE THE DATA.

We've built the largest and most extensive network of fiber optics this part of the country has ever seen, allowing businesses to connect with the world at record speeds. With infrastructure like this, the way you work will never be the same, and today won't be the only thing you're leaving.

We're opening the future for businesses along the Gulf Coast. Join us at fiber.com/tallahassee.

southern light
Introducing Fiber

GRAB YOUR COMPETITION BY THE TERABYTES.

We've built the largest and most extensive network of fiber optics this part of the country has ever seen, allowing businesses to connect with the world at record speeds. With infrastructure like this, the way you work will never be the same, and you'll go from "competing in the field" to dominating.

We're opening the future for businesses along the Gulf Coast. Join us at fiber.com/tallahassee.

southern light
Introducing Fiber

THE BANDWIDTH TO BEAT THE OTHER GUY.

We've built the largest and most extensive network of fiber optics this part of the country has ever seen, allowing businesses to connect with the world at record speeds. With infrastructure like this, the way you work will never be the same, and you can claim your rightful place as an industry heavyweight.

We're opening the future for businesses along the Gulf Coast. Join us at fiber.com/tallahassee.

southern light
Introducing Fiber



2



CROSS PLATFORM ONLINE/INTERACTIVE CAMPAIGN

- 2 Wind Creek Montgomery Grand Opening Digital Campaign
- Entrant: RSQ
- Advertiser: Wind Creek Montgomery
- Credits:
- RT Herwig, Creative Director
 Patrick Reid, Senior Art Director
 Chris Rowe, Interactive Designer
 Tina Phanthapanna, Art Director
 Sarah Grube, Art Director
 Keller Reeves, Copywriter
 Katie Ward, Senior Account Executive
 Jennifer Myrick, Account Executive
 Alex Zeiman, Producer
 Karen Sullivan, Producer
 Merge, Developer

MIGHTY



CROSS PLATFORM, ADVERTISING INDUSTRY SELF-PROMOTION, INTEGRATED CAMPAIGN

- 3 Mighty Integrated Campaign
- Entrant: Mighty
- Advertiser: Mighty
- Credits:
- Stephean Grimes, Creative Director
 Jarrett McCraw, Project Manager

3



ELEMENTS OF ADVERTISING, VISUAL, LOGO DESIGN

1



- 1 Specialized Therapy Services Logo
Entrant: JJPR
Advertiser: Specialized Therapy Services
Credits:
Jennifer Jenkins, President
Jessica Porterfield, Creative Director



- 2 The Camellia Company Logo
Entrant: JJPR
Advertiser: The Camellia Company
Credits:
Jennifer Jenkins, President
Jessica Porterfield, Creative Director
Leigh Rendfrey, Account Manager
Kelsey Davis, Account Manager



2



AMERICAN ADVERTISING Awards

STUDENT WINNERS

SALES & MARKETING
COLLATERAL MATERIAL,
PUBLICATION DESIGN,
MAGAZINE DESIGN

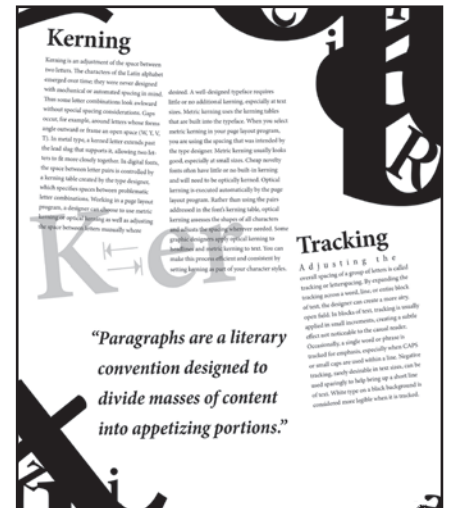
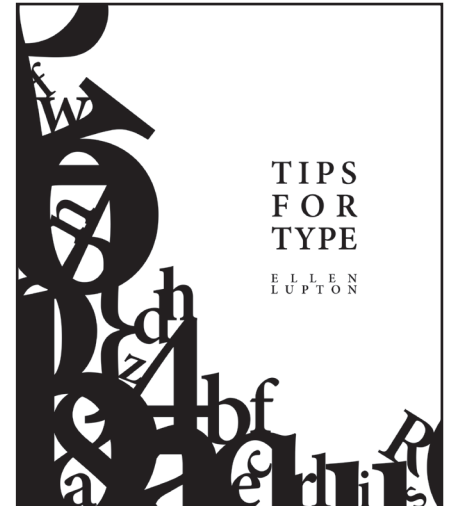
1 Typography Magazine

Entrant: Abigail Kerry Bacilla

Client: Spring Hill College

Credits: Abigail Bacilla, Noir Mag

1



OUT OF HOME &
 AMBIENT MEDIA,
 OUT-OF-HOME,
 POSTER CAMPAIGN

1 Character Design and Color poster

Entrant: Abigail Kerry Bacilla

Client: Spring Hill College

Credits: Abigail Bacilla

2 Las Vegas

Entrant: Hannah Caitlyn Beecher

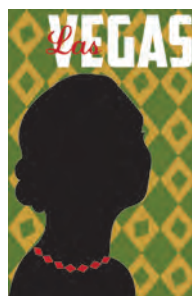
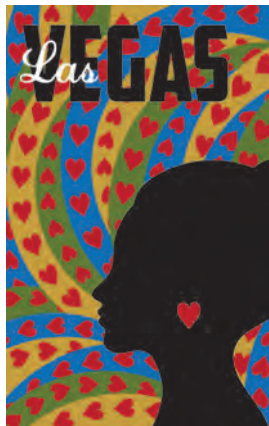
Client: Spring Hill College

Credits: Janden Richards, Associate professor of graphic design at Spring Hill College



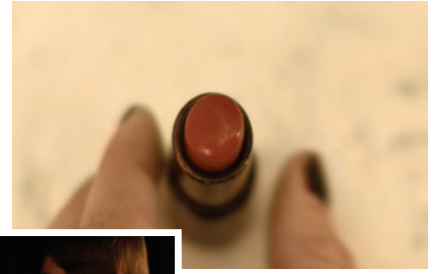
1
 ◆

2
 ◆



FILM, VIDEO & SOUND, TELEVISION ADVERTISING CAMPAIGN

- 1 Fall Affair Mystery Campaign
Entrant: SHC Film Production Club
Client: Spring Hill College
Credits: Chris Portie, Producer
 Trevor Warren, Concept Creator
 Ahleah Paul, Script Supervisor
 Amber Taylor, 1st AC
 Laura Fosberg, Set Decorator



1



- 2 Start a Conversation Campaign
Entrant: Chris Portie
Client: Spring Hill College
Credits: Chris Portie, Director & Concept Creator
 Bre K Vaughn, Producer



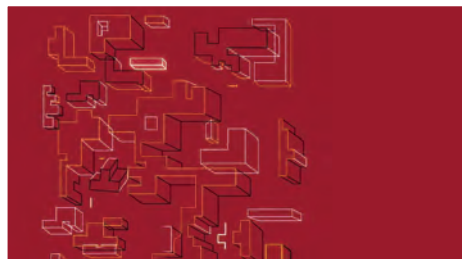
2



ELEMENTS OF ADVERTISING, FILM, VIDEO & SOUND, ANIMATION OR SPECIAL EFFECTS

- 3 Trev Music
Entrant: Jordan Travis
Client: Spring Hill College
Credits: Jordan Travis, Designer. Illustrator. Creator

3



GWYN'S
COMMERCIAL PRINTING AND ENGRAVING
SINCE 1913