

2022

AAF MOBILE BAY

AMERICAN ADVERTISING AWARDS

AMERICAN
ADVERTISING
AWARDS

AAF® mobile bay



THE CALAGAZ GROUP



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Printing • Signs • Apparel



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- Pocket Folders
- Rack Cards & Flyers
- Invitations
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- Posters
- Program Books
- Envelopes
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04 about aaf

05 judges

06 best of show winners

13 judge's choice awards

18 professional winners

36 student winners

DEAR AAF MOBILE BAY MEMBERS AND GUESTS,

Welcome to the 2022 American Advertising Awards!

Our local competition received over 100 entries. This year'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, supporters, and this year's judges. An extra special thank you goes to our wonderful sponsors. We would also like to thank the AAF Mobile Bay Board for their support and guidance this year.

Congrats to all of you as we continue celebrating Mobile Bay's best-of-the-best in advertising.

Sincerely,

Mallory Higgs and Jessica Turner
American Advertising Awards Co-Chairs 2022

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

aaf® district 7

AMERICAN
ADVERTISING
AWARDS

aaf® mobile bay

JUDGES



Diana Dunaj-Kullman “DD” Digital content that dazzles. Collateral copy that’s colloquial. Print ads that are provocative. And scriptwriting that’s screen-worthy. Based in Phoenix, Arizona, ACD/copywriter D.D. Kullman offers copy and content writing designed to educate, motivate, inspire, and engage audiences. D.D. is an advertising industry veteran, having gained experience with marketing strategy and copywriting while working for various agency and corporate clients. Currently, she is Associate Creative Director/Writer at National University, headquartered in San Diego. Previously she was ACD/Writer at University of Phoenix for three years and has worked at several Phoenix ad agencies, including Off Madison Ave, E.B. Lane (now LaneTerralever) and Lavidge. By day, you can find D.D. crafting creative communications that generate results and waging war on content mediocrity. By night, she’s typically perfecting her tennis backhand or binge-watching Sci-Fi. She loves Pugs, naps, Audible and martinis (not necessarily in that order).

- Awarded 2011 “Advertising Person of the Year” by the AAF-Metro Phoenix (Phoenix Ad Club) and Ad2 Phoenix organizations
- Winner of several American Advertising Awards, a Mobius, an Otto, and an Emmy
- Past President of AAF - Metro Phoenix / Phoenix Ad Club
- Serves as an adjunct faculty member at Sessions College for Professional Design



Stephanie R. Herndon A passion for perfection is what drives Stephanie Herndon, a marketing communications professional with a keen eye for precision, a need for strategy and a thirst for clean, data-driven designs. She lent her talents to the fields of transportation, education, manufacturing and media before joining her alma mater, Florida Tech, in a professional capacity as the assistant director of creative services. Stephanie is the recipient of 16 American Advertising Awards, an INMA Award, nine GDUSA Awards, four CASE District 3 Institutional Awards, a UCDA Design Award honorable mention and the AAF 4th District Governor’s Cup. She is a graphic designer, magazine writer, marketing strategist, not-for-profit leader, INTJ, Slytherin, Trekkie, space nerd, Tex-Mex glutton and punk/alt music fan. A former Texan who now resides on the Space Coast of Florida, Stephanie lives mostly behind a MacBook screen, occasionally coming up to breathe and spend time with her husband and their two daughters and two pups.

A former Texan who now resides on the Space Coast of Florida, Stephanie lives mostly behind a MacBook screen, occasionally coming up to breathe, have a taco and a glass of wine and spend time with her husband and their two daughters and two pups.



Jennifer Hohn Jennifer Hohn is a partner and Chief Creative Officer at Articulation – a full-service advertising agency in Colorado. Jen makes and leads category changing work that brings brands to life across channels and beyond expectations. She started her career at Monigle, the largest independent brand consultancy in the US. From there she moved to boutique design shops and eventually found her home in the advertising world. She quickly rose through the ranks at Vladimir Jones to lead and grow their creative department. In 2020, she and her strategic partner started Articulation. Throughout her career she’s worked on a wide range of brands like Intel, HP, The Colorado Department of Public Health and Environment (CDPHE), Rock Bottom Brewery, Snowmass Tourism, Xcel Energy, and US Figure Skating. Over the last decade she’s judged many district and regional shows for the American Advertising Federation (AAF). She’s been President of Ad Club Colorado, an ambassador for 99U, and advisor for The One Club. Jen contributes articles and speaks on creative development for trade organizations around the globe. In her free time, she loves getting lost in great films and music, renovating her home with her husband, and hitting the mountain trails with her pup.



Shea Tullos Shea has spent the past fifteen years helping agencies impress clients with work that’s better than it has to be. As a Creative Director at Cactus, he leads creative efforts for the Colorado Lottery. Prior to joining Cactus, Shea worked as a copywriter at agencies such as Peter Mayer, Trumpet, The Integer Group and GSD&M. A graduate of Louisiana State University and the University of Texas at Austin - Texas Creative portfolio program, his work has been recognized by The One Club, Communication Arts, Lürzer’s Archive, Modern Copywriter, AdAge, Adweek and more.

**BEST
OF SHOW**

BEST OF SHOW



BEST OF SHOW



“This Is How We Play” TV Campaign

ENTRANT:

Red Square Agency

CLIENT:

Paragon Casino Resort

CREDITS:

Pat Reid, Creative Director

John Medzerian, Associate Creative Director/
Designer

Ty Shaw, Art Director

Keller Reeves, Copywriter

Katie Ward, Account Supervisor

Anna Anderson, Account Executive

Caleb Moore, Production Supervisor

Steve Belkowitz Photography, Photography Video

Artifact, Post Production

BEST OF PRINT

Debris Po Boys Brand Identity

ENTRANT:

Red Square Agency

CLIENT:

Debris Po Boys & Drinks

CREDITS:

Rich Sullivan, Executive Creative Director

Pat Reid, Creative Director

Jordan Kabalka, Senior Designer

Keller Reeves, Copywriter

Alexis Vihtelic, Senior Account Executive



BEST OF DIGITAL

Abeka 25 Days of Joy Video

ENTRANT:

Lewis Communications

CLIENT:

Abeka

CREDITS:

RT Herwig, Creative Director

Alex Yancy, Art Director

Evan Beasley, Copywriter

Blake Allen, Director/Cinematographer

Kyle Daniel, Cinematographer/Editor

Theresa Webb, Producer

Jennifer Dira, Account Director

Jordan Newman, Strategist

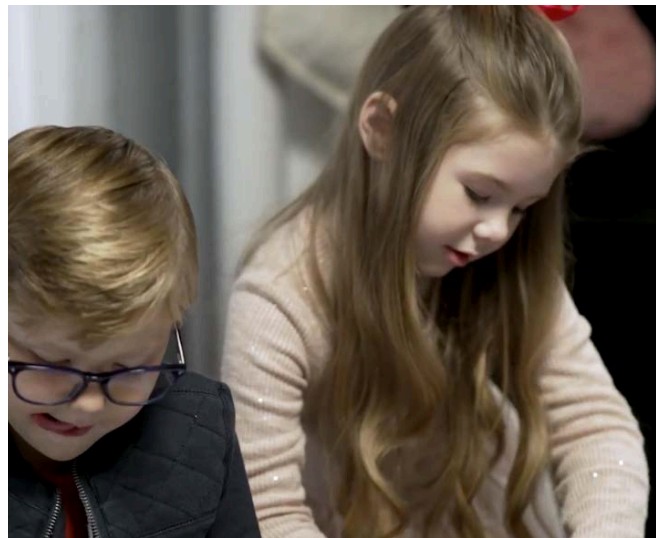
Rhonda Wilkinson, Senior Account Manager

Sarah Stewart, Account Manager

Hudson Moss, Account Coordinator

Catherine Bartz, Channel Engagement Director

Mary-Bradley Rea, Channel Engagement
Manager



BEST OF PUBLIC SERVICE

McKemie New Beginnings Campaign

ENTRANT:

Lewis Communications

CLIENT:

McKemie Place

CREDITS:

RT Herwig, Creative Director

Alex Yancy, Art Director

Audrey Mecke, Designer

Angela Mitchell, Senior Copywriter

Evan Beasley, Copywriter

Jeff Williams, Photographer

Andy Cargile, Production Director

Theresa Webb, Producer

Rhonda Wilkinson, Senior Account Manager

Jennifer Dira, Account Director



MOSAIC

Student Spotlight Video: Kearria Freed

ENTRANT:

University of South Alabama

CLIENT:

University of South Alabama

CREDITS:

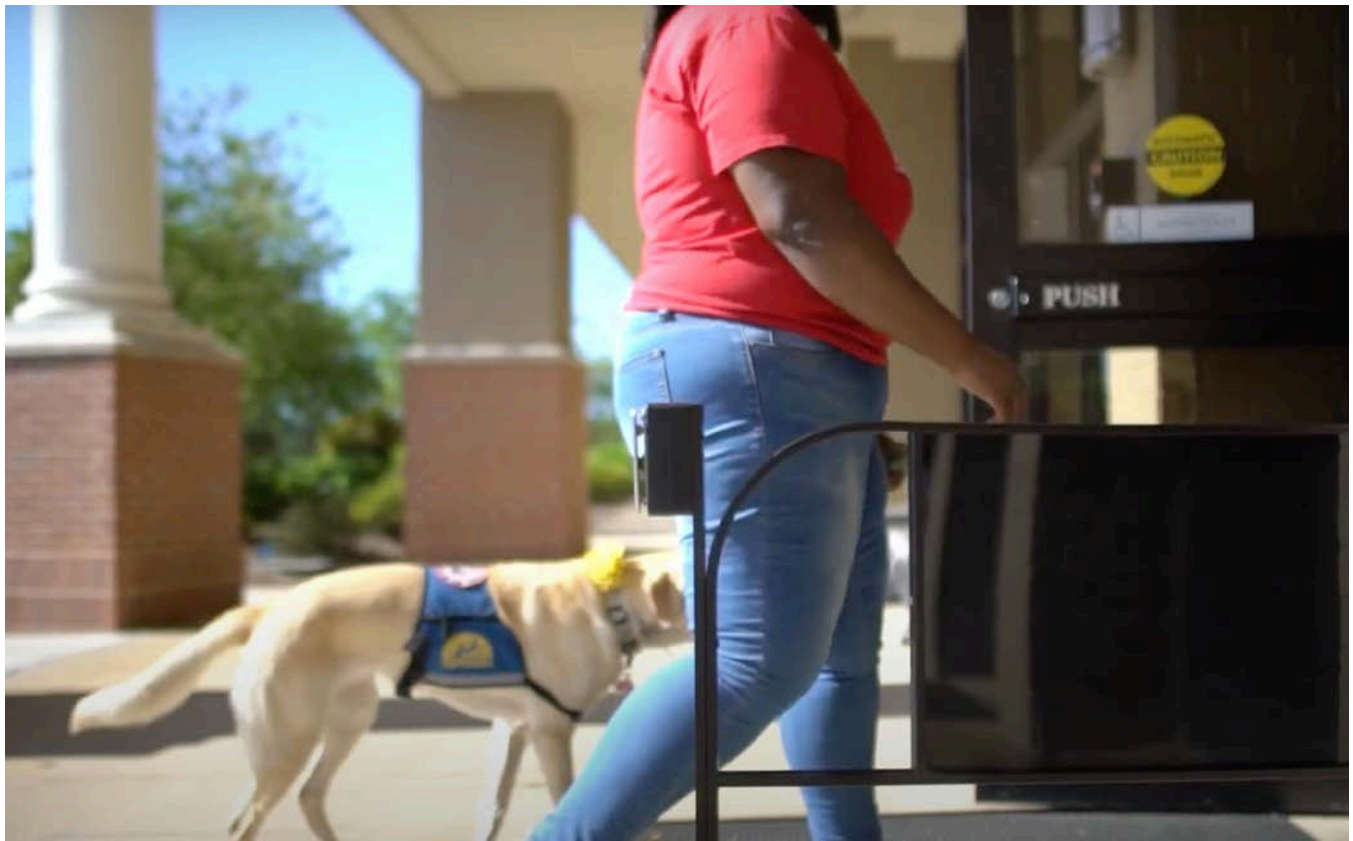
James Palomo, Associate Director of

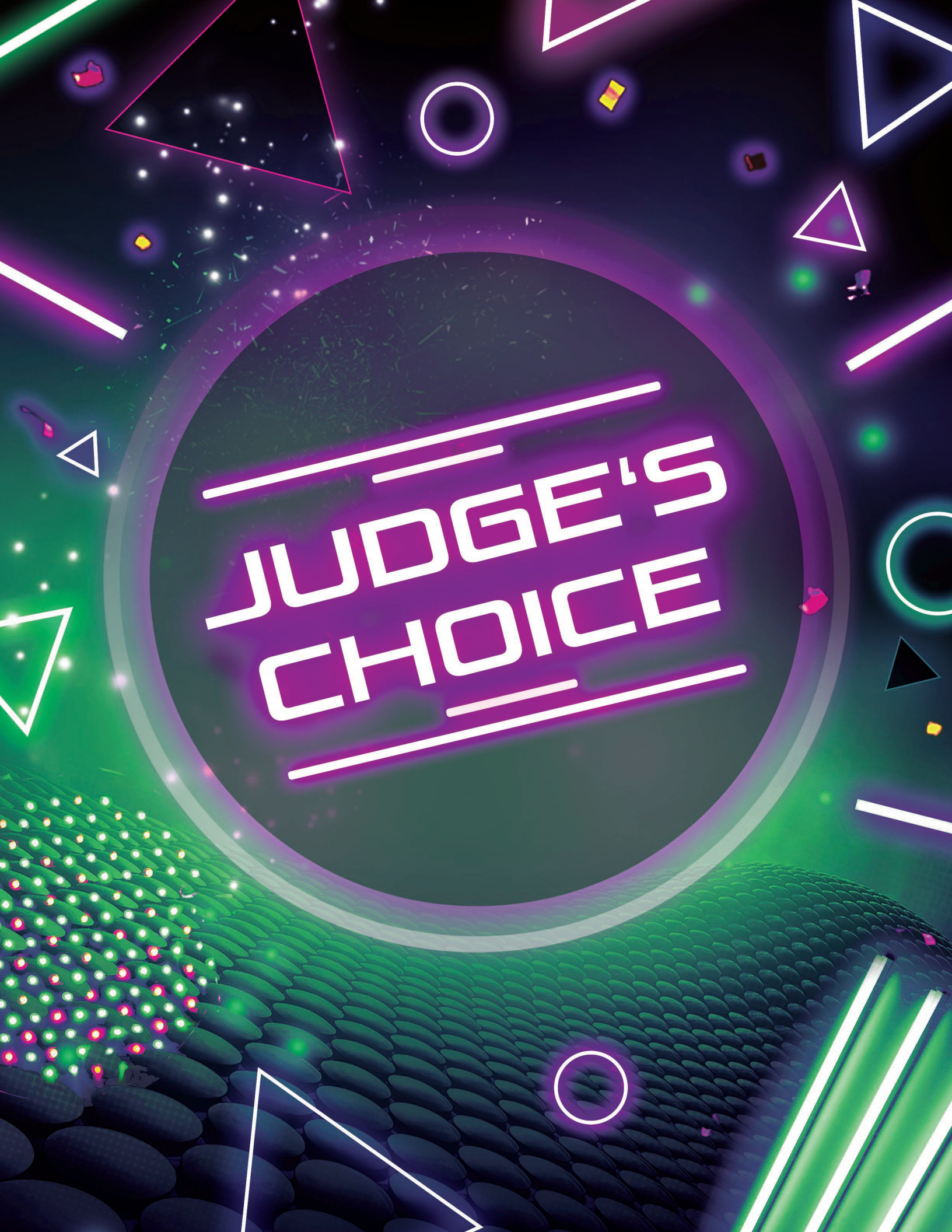
Videography

Katherine Wildberger, Video Production

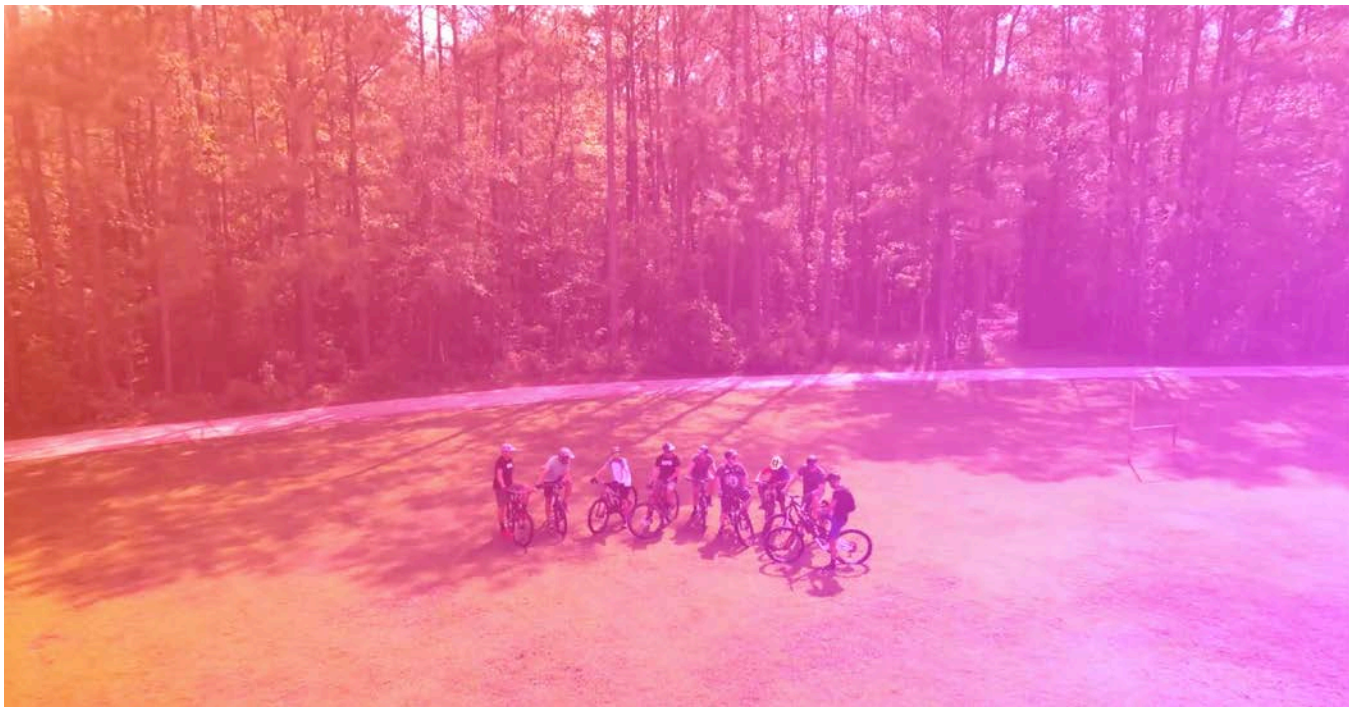
Coordinator

Diana Nichols, Director of Creative Services





JUDGE'S
CHOICE



JUDGE'S CHOICE

Why We Ride

ENTRANT:
Craftshow Digital

CLIENT:
SAMBA

CREDITS:
Drew Hall, Creative Director / Executive Producer
Jeff Worley, Executive Producer
Dale Boyd, Producer
Alan Weatherford, Producer



JUDGE'S CHOICE

P.S. Taco Menus

ENTRANT:
Oyster Shell Strategy

CLIENT:
P.S. Taco

CREDITS:
Shana Jordan , Account Manager
Mallory Higgs, Creative Director / Designer
Megan Layton Corley, Designer



THE ARTIST

A SINGULAR ARTIST CREATES SINGULAR ART. (OR TWO.)

To create our Left and Right NFTWIXs, we needed an artist as unique as each of our bars. And we found her, naturally, in Brisbane, Australia.

YeahYeahChloe has built a faithful audience for her bright, gorgeous, silly pieces that place everyday items—especially food—in surprising, surreal situations. Which made her the perfect person to create visual tributes to our Left and Right TWIX® bars.

YeahYeahChloe.com

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ARTWORK BY [YEAH YEAH CHLOE](https://YeahYeahChloe.com)

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JUDGE'S CHOICE

Twix NFT

ENTRANT:
Red Square Agency

CLIENT:
Mars, Inc.

CREDITS:
Rich Sullivan, Executive Creative Director
Elena Freed, Account Supervisor
James Grillo, Digital Producer
Nicholas Scimeca, Digital Creative Director
Nate Krempel, Director of Engineering
Mikey Scimeca, Front End Developer



JUDGE'S CHOICE

McKemie New Beginnings Campaign

ENTRANT:

Lewis Communications

CLIENT:

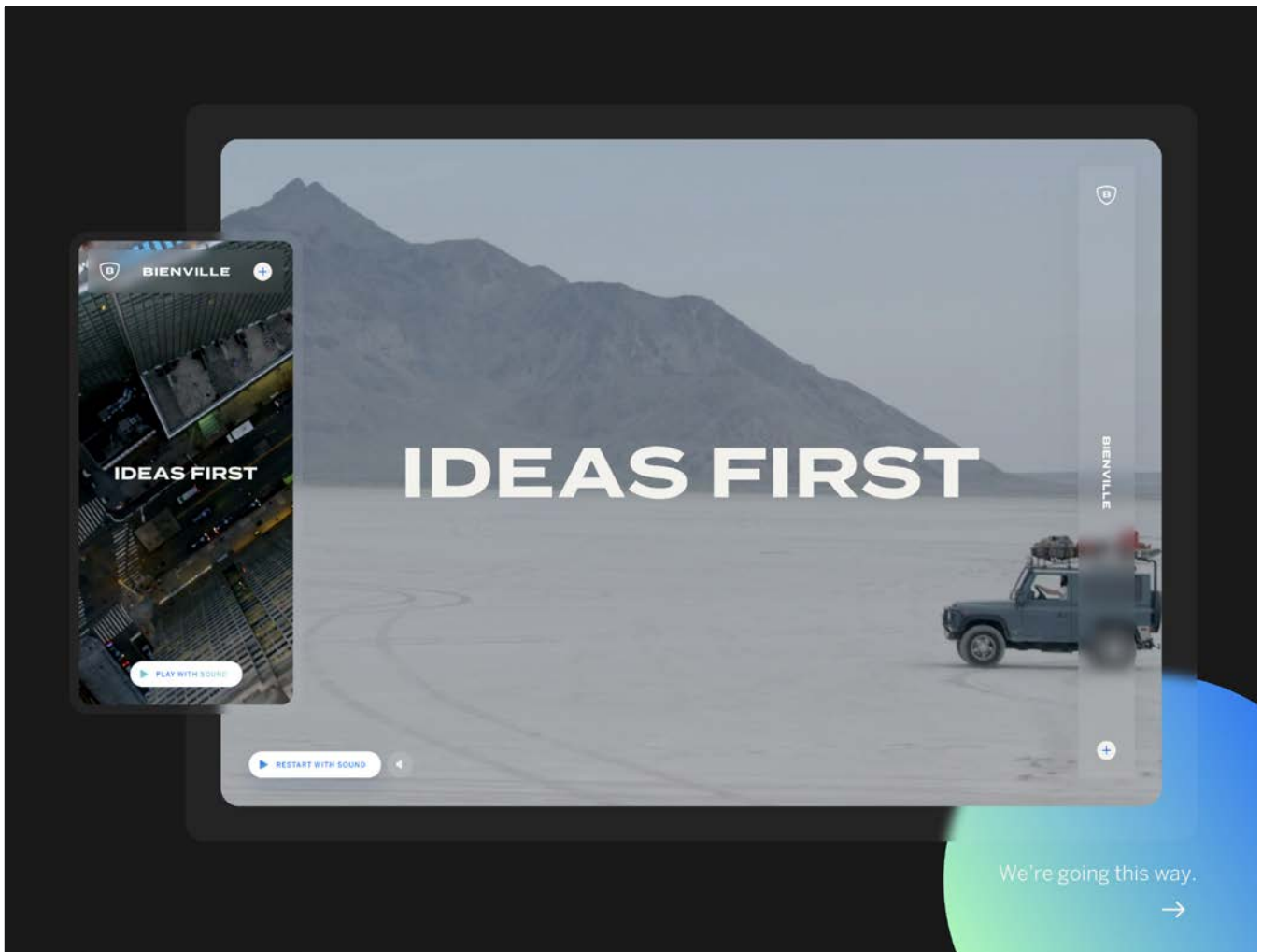
McKemie Place

CREDITS:

- RT Herwig, Creative Director
- Alex Yancy, Art Director
- Audrey Mecke, Designer
- Angela Mitchell, Senior Copywriter
- Evan Beasley, Copywriter
- Jeff Williams, Photographer
- Andy Cargile, Production Director
- Theresa Webb, Producer
- Rhonda Wilkinson, Senior Account Manager
- Jennifer Dira, Account Director



PROFESSIONAL



GOLD ADDY® AWARD WEBSITES



Bienville Capital Website

ENTRANT:

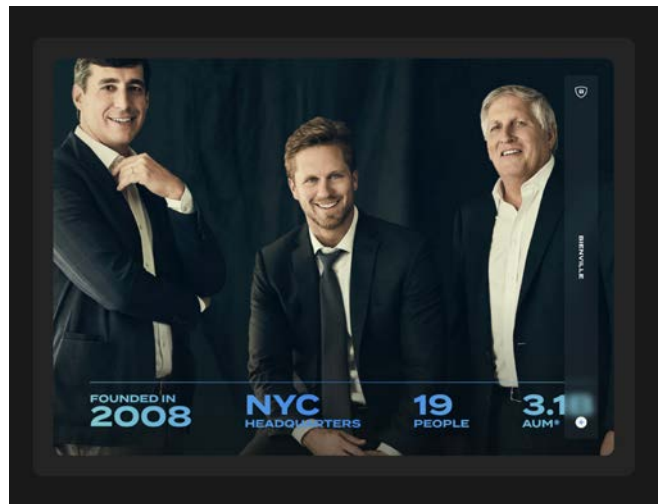
Red Square Agency

CLIENT:

Bienville Capital

CREDITS:

Rich Sullivan, Executive Creative Director
 James Grillo, Digital Producer & Account Executive
 Nicholas Scimeca, Digital Creative Director
 Nate Krempel, Director of Engineering
 Michael Scimeca, Front End Developer
 JP Roberts, Animator





**GOLD ADDY® AWARD
BRANDED CONTENT AND
ENTERTAINMENT FOR ONLINE/
INTERACTIVE**

Abeka 25 Days of Joy

ENTRANT:

Lewis Communications

CLIENT:

Abeka

CREDITS:

RT Herwig, Creative Director
 Amanda Peacock, Senior Art Director
 Samantha Hazelfeldt, Copywriter
 Briana Odom, Graphic Artist
 Eric Knepp, Senior UX/UI Designer
 Amanda Hasenzahl, Developer
 Lyle Reed, Developer
 Melissa Bracewell, Senior Digital Producer
 Jeanna Morgan, Art Director
 Ben Jordan, Senior Graphic Artist
 Audrey Mecke, Designer
 Vannie Bohlen, Graphic Artist
 Alan Howell, Graphic Artist
 Amanda Gibson, Copywriter



Evan Beasley, Copywriter
 Rhonda Wilkinson, Senior Account Manager
 Jennifer Dira, Account Director
 Sarah Stewart, Account Manager
 Hudson Moss, Account Coordinator
 Mary-Bradley Rea, Channel Engagement Manager

**SILVER ADDY® AWARD
SOCIAL MEDIA, SOCIAL MEDIA
CAMPAIGN**



Spire Winter's Warming Up

ENTRANT:

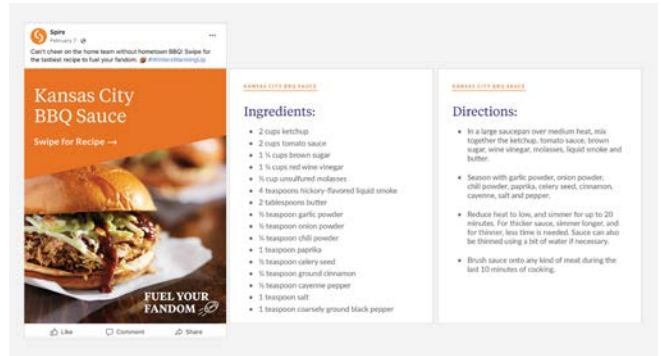
Lewis Communications

CLIENT:

Spire Energy

CREDITS:

RT Herwig, Creative Director
Cedrick Bearss, Associate Creative Director
Amanda Peacock, Senior Art Director
Audrey Mecke, Designer
Alan Howell, Graphic Artist
Andy Cargile, Production Director
Joy Mims, Account Supervisor
Holli Robertson, Account Manager



**SILVER ADDY® AWARD
INTERNET COMMERCIAL,
SINGLE SPOT, ANY LENGTH**



Student Spotlight Video: Kearria Freed

ENTRANT:

University of South Alabama

CLIENT:

University of South Alabama

CREDITS:

James Palomo, Associate Director of Videography
Katherine Wildberger, Video Production Coordinator
Diana Nichols, Director of Creative Services



ONLINE/INTERACTIVE

BRONZE ADDY® AWARD WEBSITES, CONSUMER



Portico Fairhope

ENTRANT:

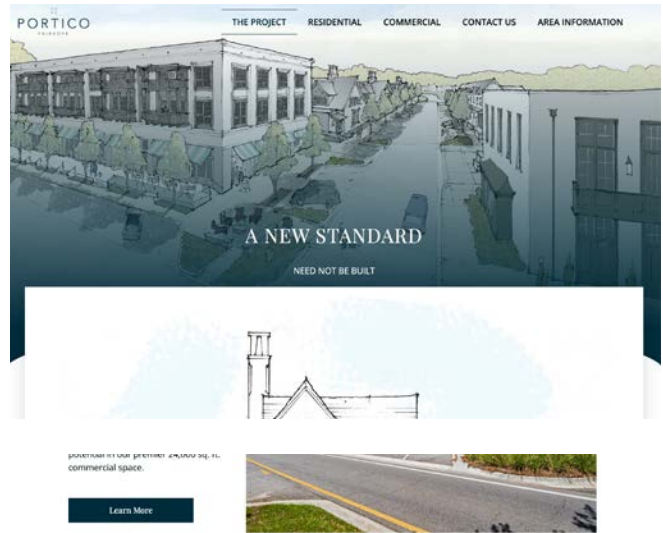
Southern View Media

CLIENT:

Haley Development

CREDITS:

Jonathan Smith, Lead Developer
 Lillie Busch, Lead Designer
 Asia Schnoes, Lead Copywriter
 Keith Wall, Assistant Art Director
 Leigh Wright, Vice President



BRONZE ADDY® AWARD MICROSITES



Twix NFT

ENTRANT:

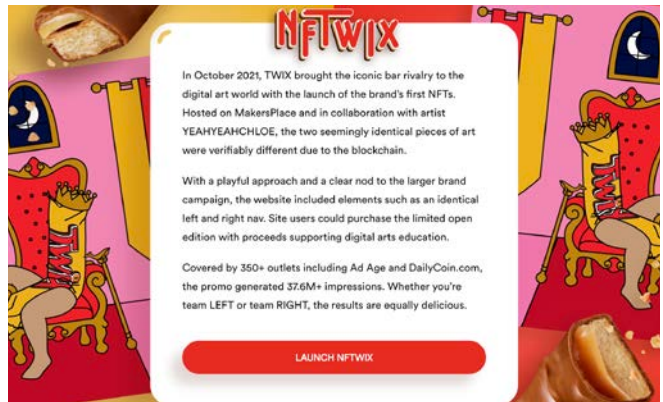
Red Square Agency

CLIENT:

Mars, Inc.

CREDITS:

Rich Sullivan, Executive Creative Director
 Elena Freed, Account Supervisor
 James Grillo, Digital Producer
 Nicholas Scimeca, Digital Creative Director
 Nate Krempel, Director of Engineering
 Mlkey Scimeca, Front End Developer



SILVER ADDY® AWARD
SALES PROMOTION, PRODUCT
OR SERVICE SALES PROMOTION,
CAMPAIGN

P.S. Taco Menus

ENTRANT:

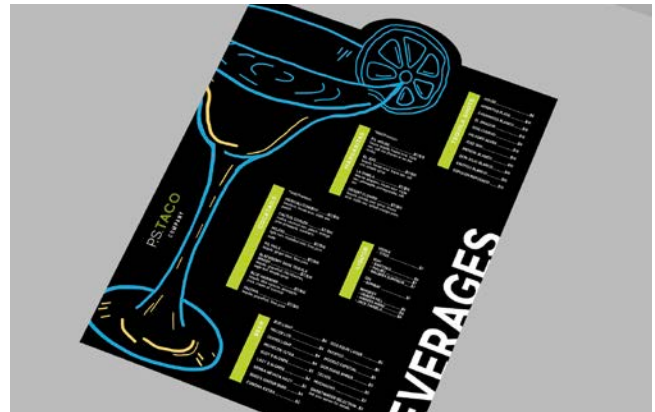
Oyster Shell Strategy

CLIENT:

P.S. Taco

CREDITS:

Shana Jordan, Account Manager
 Mallory Higgs, Creative Director / Designer
 Megan Layton Corley, Designer



SILVER ADDY® AWARD
DIRECT MARKETING, SPECIALTY
ADVERTISING, CAMPAIGN

Rivers Casino Gift Shop Merchandise

ENTRANT:

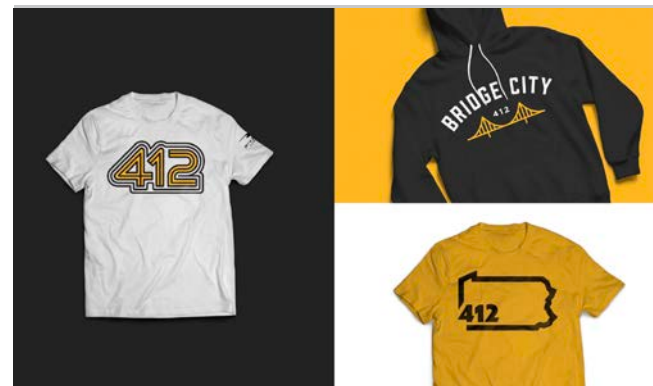
Red Square Agency

CLIENT:

Rivers Casino

CREDITS:

Tina Phanthapannha, Associate Creative Director
 Jordan Kabalka, Senior Designer
 Alexis Vihtelic, Senior Account Executive



**BRONZE ADDY® AWARD
DIRECT MARKETING,
SPECIALTY ADVERTISING,
OTHER MERCHANDISE**



Zomes Eco-Friendly Welcome Box

ENTRANT:

Oyster Shell Strategy

CLIENT:

Zomes

CREDITS:

Richard Hopkins, Account Manager
Mallory Higgs, Creative Director / Designer
Megan Layton Corley, Project Coordinator



**GOLD ADDY® AWARD
TELEVISION ADVERTISING,
REGIONAL/NATIONAL CAMPAIGN**



“This Is How We Play” TV Campaign

ENTRANT:

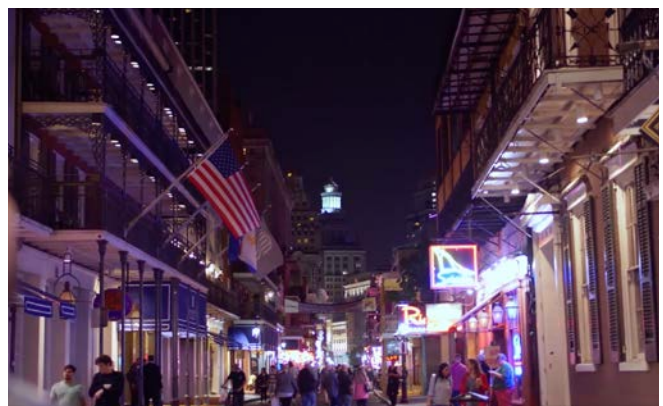
Red Square Agency

CLIENT:

Paragon Casino Resort

CREDITS:

Pat Reid, Creative Director
John Medzerian, Associate Creative Director / Designer
Ty Shaw, Art Director
Keller Reeves, Copywriter
Katie Ward, Account Supervisor
Anna Anderson, Account Executive
Caleb Moore, Production Supervisor
Steve Belkowitz Photography, Photography / Video
Artifact, Post Production



**BRONZE ADDY® AWARD
INTERNET COMMERCIAL,
CAMPAIGN**



South Says Video Series

ENTRANT:

University of South Alabama

CLIENT:

University of South Alabama

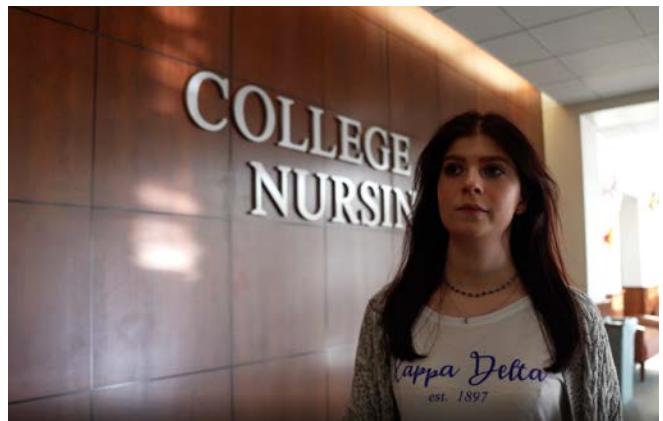
CREDITS:

James Palomo, Associate Director of Creative Services

Katherine Wildberger, Video Production Coordinator

Jeb Schrenk, Director of Digital and Strategic Communications

Diana Nichols, Director of Creative Services



**BRONZE ADDY® AWARD
TELEVISION ADVERTISING,
REGIONAL/NATIONAL, CAMPAIGN**



“Escape Every Day” TV Campaign

ENTRANT:

Red Square Agency

CLIENT:

Wind Creek Hospitality

CREDITS:

Rich Sullivan, Executive Creative Director

Pat Reid, Creative Director

Tina Panthapanna, Associate Creative Director / Designer

Ty Shaw, Art Director

Maddie Thames, Copywriter

Katie Ward, Account Supervisor

Jennifer Myrick, Account Executive

Caleb Moore, Production Supervisor

Abe Froman Productions, Photography / Video Artifact, Post Production



BRONZE ADDY® AWARD
BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM, VIDEO & SOUND, SINGLE ENTRY, MORE THAN :60 SECONDS



Why We Ride

ENTRANT:

Craftshow Digital

CLIENT:

SAMBA

CREDITS:

Drew Hall, Creative Director / Executive Producer

Jeff Worley, Executive Producer

Daley Boyd, Producer

Alan Weatherford, Producer





BRAND GUIDE

GOLD ADDY® AWARD
INTEGRATED BRAND IDENTITY
CAMPAIGN, LOCAL OR
REGIONAL/NATIONAL



Debris Po Boys Brand Identity

ENTRANT:

Red Square Agency

CLIENT:

Debris Po Boys & Drinks

CREDITS:

Rich Sullivan, Executive Creative Director

Pat Reid, Creative Director

Jordan Kabalka, Senior Designer

Keller Reeves, Copywriter

Alexis Vihtelic, Senior Account Executive



GOLD ADDY® AWARD
INTEGRATED BRAND IDENTITY
CAMPAIGN, LOCAL OR
REGIONAL/NATIONAL



Johnny Coffee Brand Identity

ENTRANT:

Red Square Agency

CLIENT:

Johnny Coffee

CREDITS:

Pat Reid, Creative Director

Jordan Kabalka, Senior Designer

Keller Reeves, Copywriter

Alexis Vihtelic, Senior Account Executive



SECONDARY MARKS

Secondary marks are to be used sparingly. These aren't meant to be used as the primary branding element. Usage might include T-shirts, mugs, a limited coffee release or specialty brew.

REVISED

PATTERN

The bouquet pattern is bold and graphically visual. It should be used at a limited capacity or very special instances. Examples might be the side of a coffee bag or the back of a menu.

COLOR

The colors represent the colors of the Tropicana Rose. The muted tones are meant to feel earthy and natural.

Secondary colors are meant to give the brand some variety when expanding into products, otherwise they should be used at a limited capacity.

 Pantone® 7518 C Red CMYK 17 / 67 / 74 / 3 RGB 202 / 106 / 79 HEX #C6A04F	 Pantone® Black C Black Coffee CMYK 67 / 64 / 67 / 67 RGB 45 / 42 / 38 HEX #2D2A26	 Pantone® 5015 C Leaf CMYK 64 / 40 / 42 / 19 RGB 93 / 114 / 97 HEX #507261
 Pantone® 7582 C Coffee Bean CMYK 44 / 64 / 75 / 40 RGB 104 / 71 / 53 HEX #684735	 Pantone® 7566 C Turmeric CMYK 23 / 46 / 100 / 4 RGB 191 / 137 / 44 HEX #BF892C	 Pantone® 5483 C Hydrate CMYK 73 / 34 / 39 / 5 RGB 75 / 133 / 142 HEX #48B58E

CROSS PLATFORM

GOLD ADDY® AWARD
INTEGRATED BRAND IDENTITY
CAMPAIGN, LOCAL OR
REGIONAL/NATIONAL



Shrimp Basket Brand Identity

ENTRANT:

Red Square Agency

CLIENT:

Shrimp Basket

CREDITS:

Rich Sullivan, Executive Creative Director

Pat Reid, Creative Director

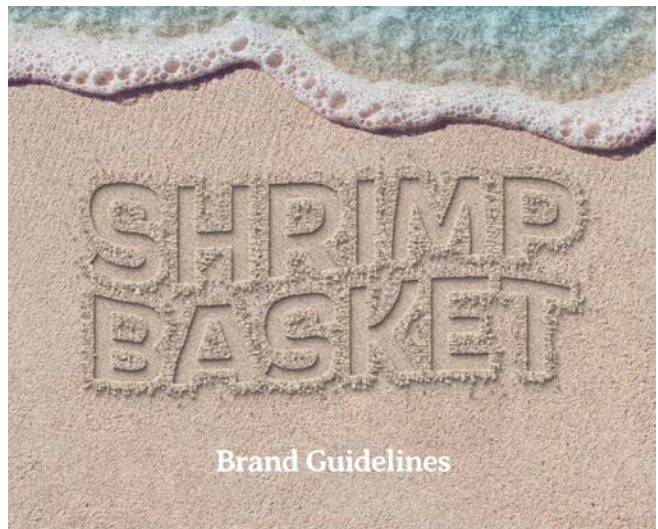
John Medzerian, Associate Creative Director

Keith Castelin, Designer

Keller Reeves, Copywriter

Kate Light, Senior Account Executive

Daniel Harf, Chief Strategy Officer, Shrimp Basket



CROSS PLATFORM

SILVER ADDY® AWARD
INTEGRATED BRAND IDENTITY
CAMPAIGN, LOCAL OR
REGIONAL/NATIONAL



Wear Your Sole - Brand Identity

ENTRANT:
 Hummingbird Ideas

CLIENT:
 Wear Your Sole

CREDITS:
 Tim Dozier, Creative Director
 Courtney Harris, Associate Creative Director
 Whitney Christopher, Director of Accounts



SILVER ADDY® AWARD
INTEGRATED ADVERTISING
CAMPAIGNS, CONSUMER
CAMPAIGN, REGIONAL/NATIONAL



Shrimp Basket Rebrand Campaign

ENTRANT:
 Red Square Agency

CLIENT:
 Shrimp Basket

CREDITS:
 Rich Sullivan, Executive Creative Director
 Pat Reid, Creative Director
 John Medzerian, Associate Creative Director
 Keith Castelin, Designer
 Keller Reeves, Copywriter
 Kate Light, Senior Account Executive
 Daniel Harf, Chief Strategy Officer, Shrimp Basket



SILVER ADDY® AWARD
INTEGRATED ADVERTISING
CAMPAIGN, CONSUMER
CAMPAIGN, LOCAL



USA Health Mitchell Cancer Institute
Breast Cancer Campaign

ENTRANT:

JJPR

CLIENT:

USA Health Mitchell Cancer Institute

CREDITS:

Sara Miles Agee, Production Director
Sarah Grube, Creative Director
Jennifer Jenkins, President / Owner
Kathryn Fuller, Account Manager



CROSS PLATFORM

GOLD ADDY® AWARD
VISUAL, LOGO DESIGN



Debris Po Boys and Drinks Logo

ENTRANT:

Red Square Agency

CLIENT:

Debris Po Boys and Drinks

CREDITS:

Rich Sullivan, Executive Creative Director
Pat Reid, Creative Director
Jordan Kabalka, Senior Designer
Keller Reeves, Copywriter
Alexis Vihtelic, Senior Account Executive



ELEMENTS OF ADVERTISING

**GOLD ADDY® AWARD
VISUAL, LOGO DESIGN**



Pizza Near Me - Logo

ENTRANT:

Hummingbird Ideas

CLIENT:

Azalea City Investments

CREDITS:

Tim Dozier, Creative Director
Courtney Harris, Associate Creative
Director / Designer



**SILVER ADDY® AWARD
FILM AND VIDEO, ANIMATION,
SPECIAL EFFECTS, MOTION
GRAPHICS OR CGI**



Abeka Product Video

ENTRANT:

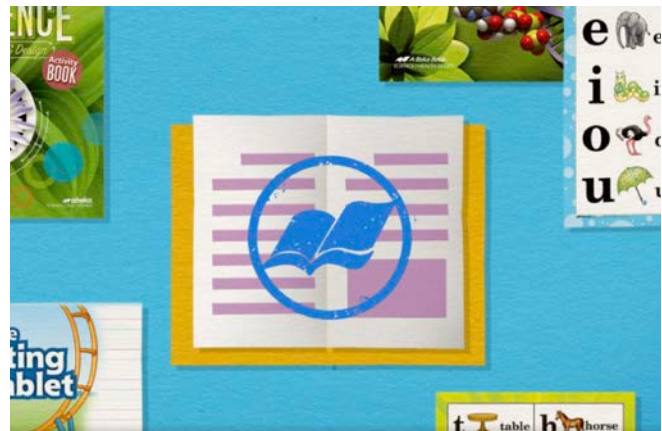
Lewis Communications

CLIENT:

Abeka

CREDITS:

RT Herwig, Creative Director
Deanna Chisholm, Senior Art Director
Angela Mitchell, Senior Copywriter
Blake Allen, Director/Cinematographer
Joe Chisenall, Digital Content Designer
Andy Stewart, Content Specialist
Theresa Webb, Producer
Courtney Haupt, Operations Manager
Jennifer Dira, Account Director
Kathryn Fuller, Account Manager



BRONZE ADDY® AWARD
STILL PHOTOGRAPHY,
BLACK & WHITE/COLOR/
DIGITALLY ENHANCED, CAMPAIGN



Special Celebrations

ENTRANT:

Focus Creative Group, LLC.

CLIENT:

Studio08

CREDITS:

Kassady Gibson, Art Director, Photographer



BRONZE ADDY® AWARD
VISUAL, LOGO DESIGN



Kacey Cook Branding

ENTRANT:

Southern View Media

CLIENT:

Kacey Cook

CREDITS:

Lillie Busch, Lead Designer

Keith Wall, Assistant Art Director

Michelle Murrill, CEO

Leigh Wright, Vice President

Cheri Robertson, Account Manager



Horizontal



Logo Mark Only

Notes: These are the full color variations of the logo. The color choices and filled area should not change when using the full color option. Application of a single brand color is also appropriate when needed.



**BRONZE ADDY® AWARD
VISUAL, ILLUSTRATION, SERIES**



Twix NFT

ENTRANT:

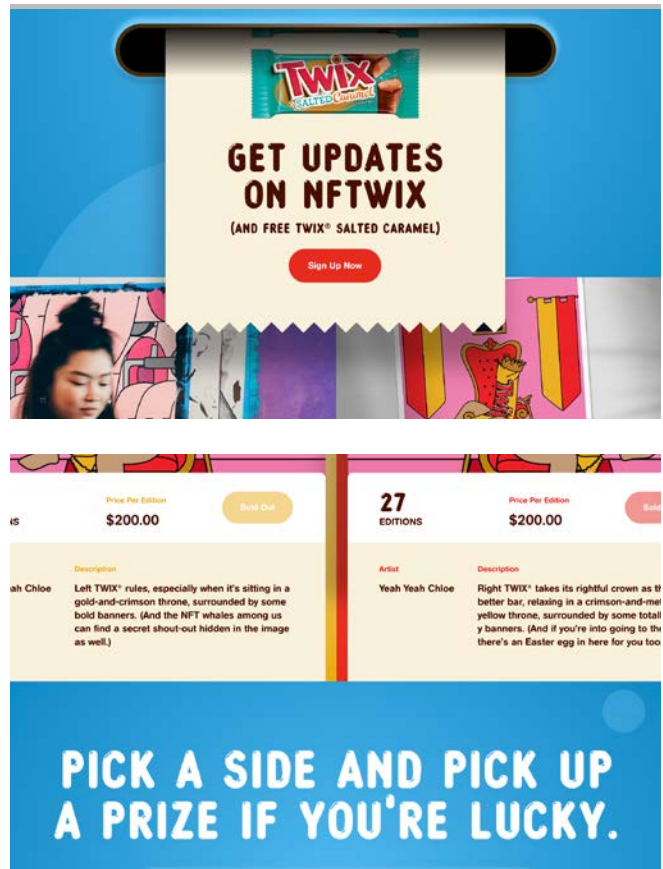
Red Square Agency

CLIENT:

Mars, Inc.

CREDITS:

Rich Sullivan, Executive Creative Director
 Elena Freed, Account Supervisor
 James Grillo, Digital Producer
 Nicholas Scimeca, Digital Creative Director
 Nate Krempel, Director of Engineering
 Mikey Scimeca, Front End Developer



**SILVER ADDY® AWARD
PUBLIC SERVICE, FILM, VIDEO
AND SOUND, INTEGRATED
MEDIA PUBLIC SERVICE CAMPAIGN**



McKemie New Beginnings Campaign

ENTRANT:

Lewis Communications

CLIENT:

McKemie Place

CREDITS:

RT Herwig, Creative Director
 Alex Yancy, Art Director
 Audrey Mecke, Designer
 Angela Mitchell, Senior Copywriter
 Evan Beasley, Copywriter
 Jeff Williams, Photographer
 Andy Cargile, Production Director
 Theresa Webb, Producer
 Rhonda Wilkinson, Senior Account Manager
 Jennifer Dira, Account Director



SILVER ADDY® AWARD
OUT-OF-HOME AND AMBIENT
MEDIA, PUBLIC SERVICE
OUT-OF-HOME, POSTER

McKemie New Beginnings Posters

ENTRANT:

Lewis Communications

CLIENT:

McKemie Place

CREDITS:

RT Herwig, Creative Director
 Alex Yancy, Art Director
 Audrey Mecke, Designer
 Evan Beasley, Copywriter
 Jeff Williams, Photographer
 Andy Cargile, Production Director
 Theresa Webb, Producer
 Rhonda Wilkinson, Senior Account Manager
 Jennifer Dira, Account Director



SILVER ADDY® AWARD
PUBLIC SERVICE, FILM, VIDEO,
AND SOUND, PUBLIC SERVICE
ONLINE FILM, VIDEO AND SOUND

New Beginnings Animated Video

ENTRANT:

Lewis Communications

CLIENT:

McKemie Place

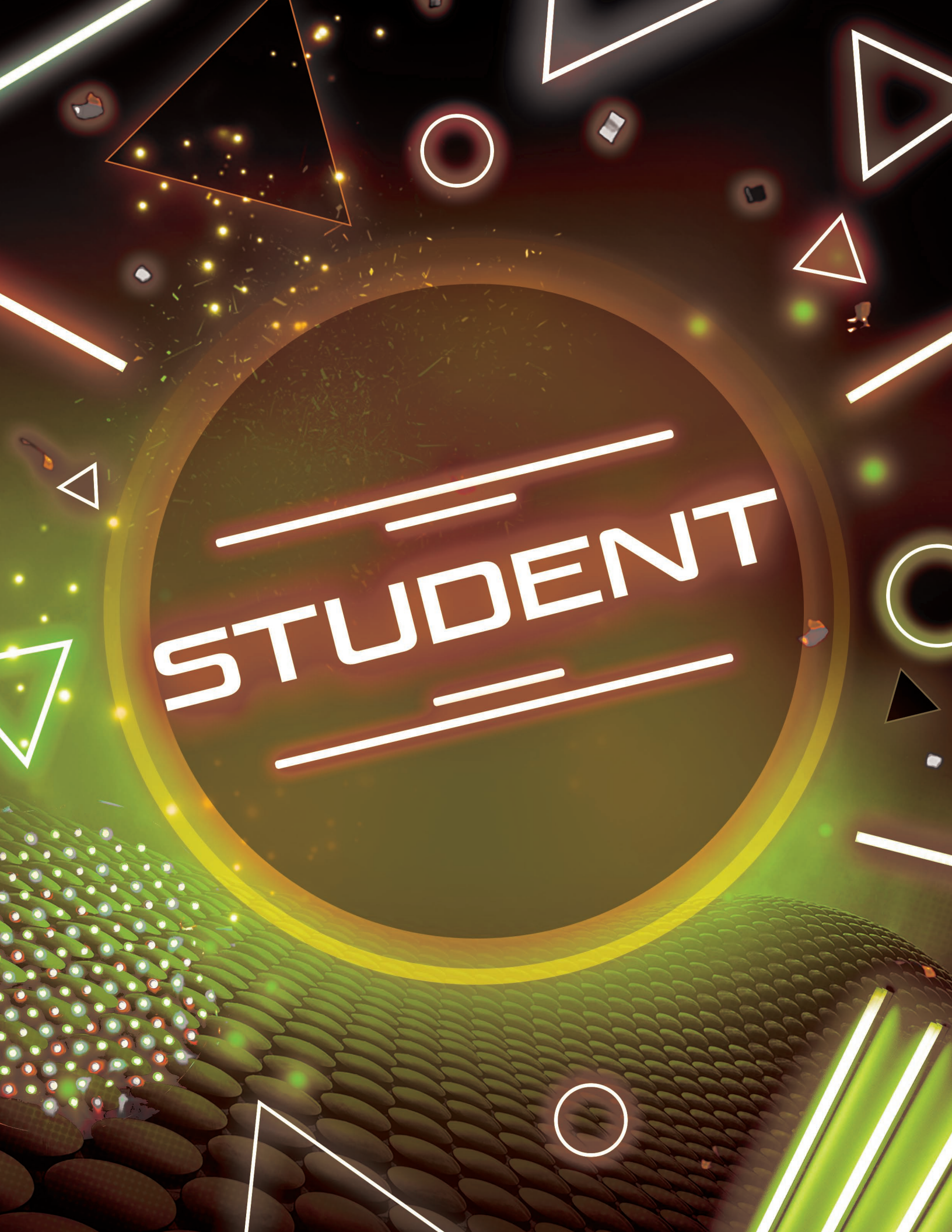
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 Jennifer Dira, Account Director



PUBLIC SERVICE

STUDENT





GOLD ADDY® AWARD



Holly Herren Self Promo Mailer

ENTRANT:

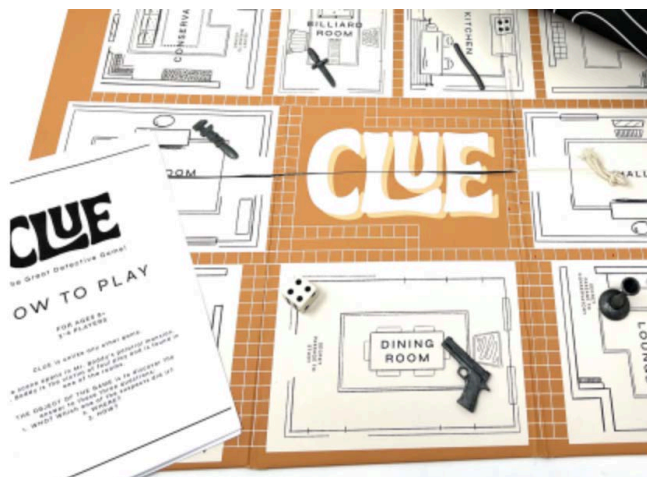
Holly Herren

EDUCATIONAL INSTITUTION:

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CREDITS:

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SILVER ADDY® AWARD



Clue Board Game Packaging

ENTRANT:

Sarah Koeplinger

EDUCATIONAL INSTITUTION:

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Sarah Koeplinger, Designer

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