

2023  
AAF MOBILE BAY

# AMERICAN ADVERTISING AWARDS



AMERICAN  
ADVERTISING  
AWARDS

AAF®  
mobile bay



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# DEAR AAF MOBILE BAY MEMBERS AND GUESTS,

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

This year, our local competition received close to 100 entries. This year'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. 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,

*Elise Ankerson and Jessica Turner*

*American Advertising Awards Co-Chairs 2023*

## ABOUT AAF

The American Advertising Awards is one of the industry's largest creative competition, attracting nearly 25,000 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



## CARRIE COUSINS

**Carrie Cousins** has more than 15 years of experience in media, design, and content marketing. She is the Director of Digital Marketing for LeadPoint Digital, a marketing agency in Roanoke, VA. Carrie is also a freelance writer and designer, specializing in creating amazing experiences online.

Carrie is a past president of AAF Roanoke, Virginia Governor, and District 3 Quality Clubs Chair. She's an avid runner, which comes in handy with Australian shepherds at home.



## TERESA TREADWAY

**Teresa Treadway** is a 30+-year veteran of all things advertising. As a Vice President/Brand Executive for Creative Energy (CE), she currently oversees many integrated marketing campaigns for local, regional, and national accounts.

Her day-to-day schedule includes writing "award-winning" creative briefs that communicates her clients' challenges, providing market/competitive research, and other important pieces of information that will guide the creative team in finding the best possible solution. During her time at CE, she has been instrumental in assembling media plans that include network/cable/streaming TV, and video/static ads on a variety of digital and social platforms.

Teresa served as Governor of AAF District 7 in 2017/2018.



## STEPHANIE PRICE

**Stephanie Price** is from Amarillo, Texas. She has a B.A. in Advertising and Public Relations from West Texas A&M University and an M.A. in Public Relations from Kent State University. In her role as Director of Marketing and Communication for the Cultural Foundation of the Texas Panhandle, Stephanie develops and executes all advertising, public relations, and social media for the Panhandle-Plains Historical Museum and the TEXAS Outdoor Musical.

Stephanie serves as the Secretary/Treasurer for the Council of Governors for AAF, Immediate Past Governor for AAF District 10, and is on the AAF Amarillo board. She is president of the WTAMU Communications Alumni Network. Currently, she is the chair of the Sunshine for Charlotte 5k benefitting Ronald McDonald House which she started for her late daughter, Charlotte, and volunteers with United Way of Amarillo and Canyon, Zeta Tau Alpha, and Panhandle Aids Support Organization. Stephanie was named Governor of the Year for the AAF in 2022, and Member of the Year for AAF-District 10 in 2019. Stephanie was awarded the 2018 Rising Star for the State of Texas by the Texas Travel Industry Association presented by Southwest Airlines. She has a wonderful husband, two daughters- Charlotte and Madeline, and four pets.

# BEST OF SHOW

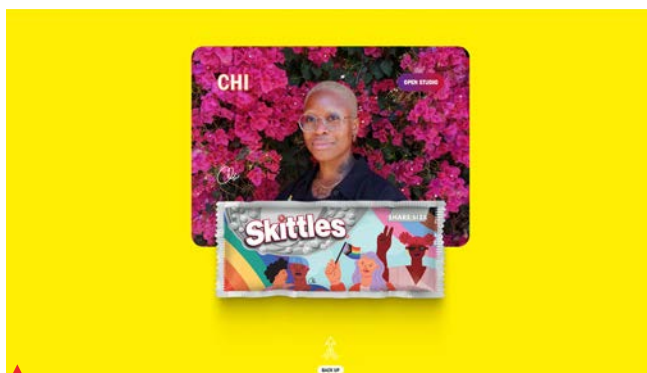
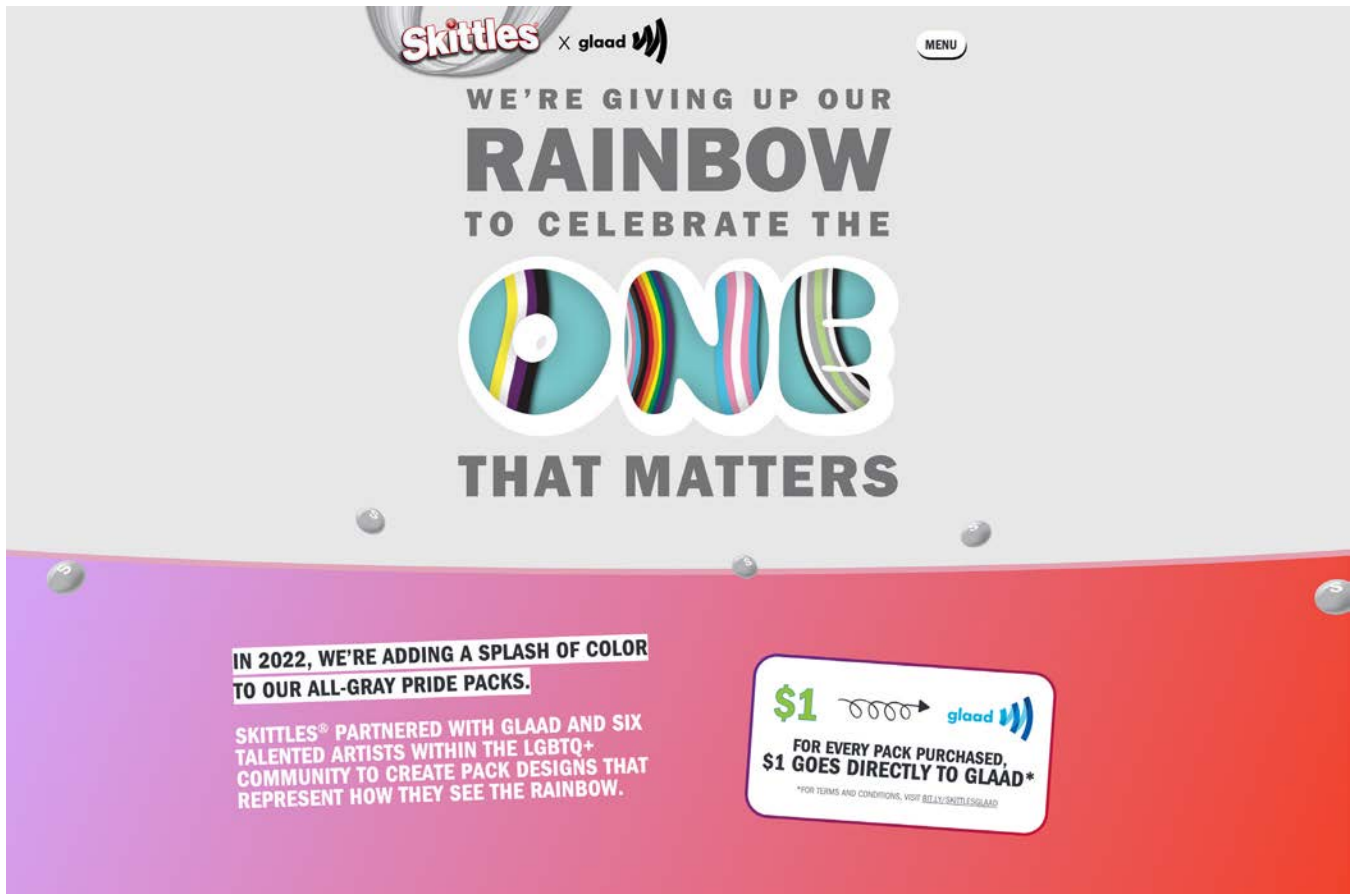


# BEST OF SHOW

## MEET THE ARTISTS



# BEST OF SHOW



## Skittles Taste the Pride Website

**ENTRANT:**

Good Giant

**CLIENT:**

Skittles

**CREDITS:**

Nicholas Scimeca, Creative Director

Elena Freed, Account Supervisor

Nate Krempel, Developer

Jordan Kabalka, Designer

Abbey Emmans, Designer

James Grillo, Digital Producer

Webe Shandwick, Partner Agency





# BEST OF INTERACTIVE

## Mobile Chamber: More to Mobile Site

### ENTRANT:

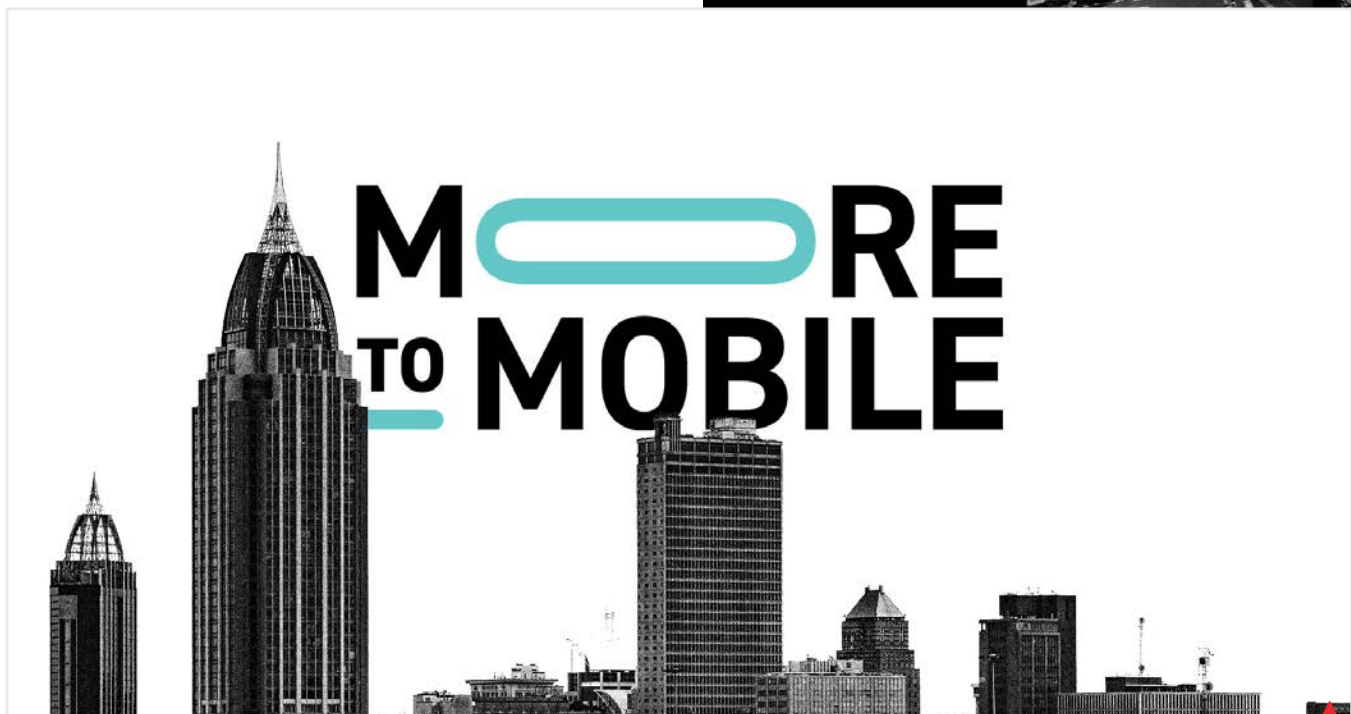
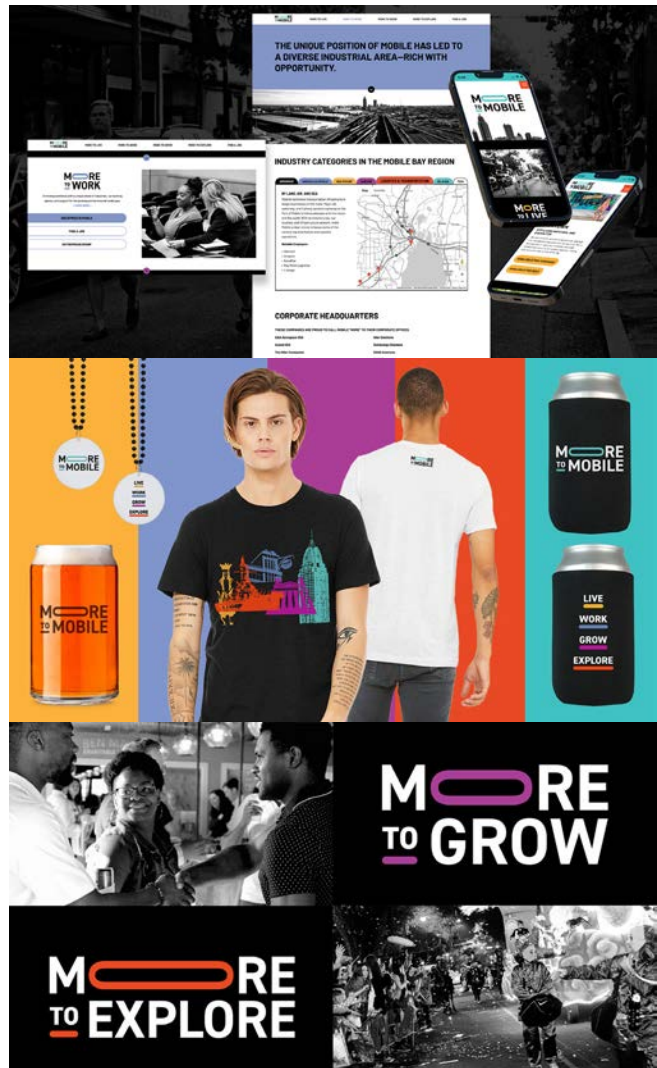
Hummingbird Ideas

### CLIENT:

Mobile Chamber of Commerce

### CREDITS:

Courtney Harris, Creative Director-Designer  
Whitney Christopher, Account Manager  
Jessica Wohner, Web Development Manager



# BEST OF COPYWRITING

## JagTrans Bus Wraps

### ENTRANT:

University of South Alabama

### CLIENT:

University of South Alabama

### CREDITS:

Diana Nichols, Director of Creative Services

Kim Lovvorn, Assistant Director of Creative Services

Jamie Anthony, Social Media and Digital Marketing Coordinator

Kim Lawkis, President, USA National Alumni Association

Brian Vailes, Sign Pro, Installer



# MOSAIC

## McKemie Place “Dream Again” Video

### ENTRANT:

Lewis Communication

### CLIENT:

McKemie Place

### CREDITS:

RT Herwig, Creative Director

Alex Yancy, Art Director

Evan Beasley, Copywriter

Theresa Webb, Agency Producer

Kyle Daniel, Director

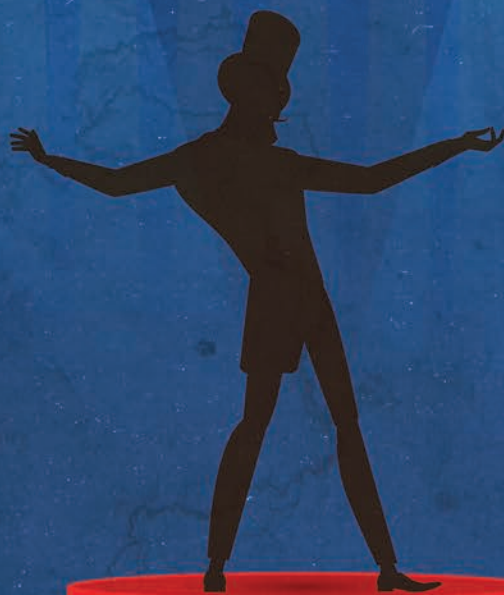
Jennifer Dira, VP-Account Services

Rhonda Wilkinson, Account Supervisor

3rd Realm Creations, Production House



# JUDGES CHOICE





## JUDGE'S CHOICE

### McKemie Place "Dream Again" Video

**ENTRANT:**

Lewis Communications

**CLIENT:**

McKemie Place

**CREDITS:**

RT Herwig, Creative Director

Alex Yancy, Art Director

Evan Beasley, Copywriter

Theresa Webb, Agency Producer

Kyle Daniel, Director

Jennifer Dira, VP-Account Services

Rhonda Wilkinson, Account Supervisor

3rd Realm Creations, Production House



## JUDGE'S CHOICE

### A Touch of Gold

**ENTRANT:**

Craftshow Digital

**CLIENT:**

University of Southern Mississippi

**CREDITS:**

Drew Hall, Creative Director

Jeff Worley, Executive Producer





## JUDGE'S CHOICE

### The 'Meh' Campaign

**ENTRANT:**

Craftshow Digital

**CLIENT:**

Onsite Auto Body Solutions

**CREDITS:**

Drew Hall, Creative Director

Jestina Kiseale, Producer

Jeff Etheridge, Writer/Director

WINNERS

# PROFESSIONAL







**SILVER ADDY® AWARD**  
**SALES PROMOTION,**  
**PACKAGING - CAMPAIGN**



**Warlord: Men's Grooming Packaging**

**ENTRANT:**

Hummingbird Ideas

**CLIENT:**

Warlord

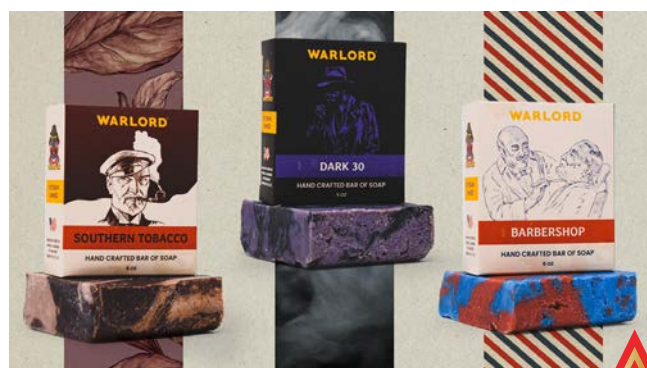
**CREDITS:**

Courtney Harris, Creative Director

Chelsea Followwell, Designer

Jon Coxwell, Account Manager

Jon Coxwell, Copywriter



**SALES & MARKETING**





**GOLD ADDY® AWARD  
OUT-OF-HOME CAMPAIGN**



**JagTrans Bus Wraps**

**ENTRANT:**

University of South Alabama

**CLIENT:**

University of South Alabama

**CREDITS:**

Diana Nichols, Director of Creative Services

Kim Lovvorn, Assistant Director of Creative Services

Jamie Anthony, Social Media and Digital Marketing Coordinator

Kim Lawkis, President, USA National Alumni Association

Brian Vailes, Sign Pro, Installer

**GOLD ADDY® AWARD  
WEBSITES, CONSUMER**



**Mobile Chamber: More to Mobile Site**

**ENTRANT:**

Hummingbird Ideas

**CLIENT:**

Mobile Chamber of Commerce

**CREDITS:**

Courtney Harris, Creative Director-Designer  
Whitney Christopher, Account Manager  
Jessica Wohner, Web Development Manager



**GOLD ADDY® AWARD  
WEBSITES, MICROSITES**



**Skittles Taste the Pride Website**

**ENTRANT:**

Good Giant

**CLIENT:**

Skittles

**CREDITS:**

Nicholas Scimeca, Creative Director  
Elena Freed, Account Supervisor  
Nate Krempel, Developer  
Jordan Kabalka, Designer  
Abbey Emmans, Designer  
James Grillo, Digital Producer  
Webe Shandwick, Partner Agency



**ONLINE/INTERACTIVE**

SILVER ADDY® AWARD  
BRANDED CONTENT & ENTERTAINMENT FOR  
ONLINE/INTERACTIVE

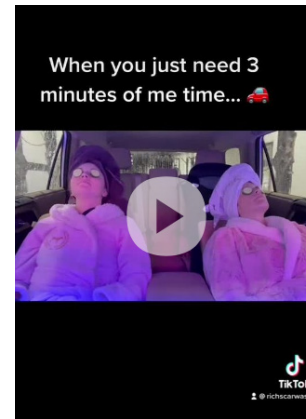


Workin' at the Car Wash

ENTRANT:  
Rich's Car Wash

CLIENT:  
Rich's Car Wash

CREDITS:  
Sarah Bumgarner, Director of Marketing & Producer  
Lauren Gaudet, Editor



GOLD ADDY® AWARD  
TELEVISION ADVERTISING,  
REGIONAL/NATIONAL - SINGLE SPOT



A Better Perspective

ENTRANT:  
Craftshow Digital

CLIENT:  
University of Southern Mississippi

CREDITS:  
Drew Hall, Creative Director  
Brittney Westbrook, Executive Producer  
Jeff Worley, Producer



**SILVER ADDY® AWARD**  
**TELEVISION ADVERTISING,**  
**REGIONAL/NATIONAL - CAMPAIGN**



**Abeka TV “Where Learning Lives”**

**ENTRANT:**

Lewis Communications

**CLIENT:**

Abeka

**CREDITS:**

Ray Boome, VP-Integrated Creative Director

RT Herwig, Creative Director

Deanna Chisholm, Senior Art Director

Alex Yancy, Art Director

Amanda Gibson, Copywriter

Jordan Newman, VP-Strategy & Research

Theresa Webb, Agency Producer

Jeff Aron Lable, Director

Jennifer Dira, VP/Account Services

Rhonda Wilkinson, Account Supervisor

Sarah Stewart, Account Manager

Catherine Bartz, VP-Integrated Channel  
Engagement



**GOLD ADDY® AWARD**  
**ONLINE FILM, VIDEO, AND SOUND,**  
**INTERNET COMMERCIAL - SINGLE SPOT**



**A Touch of Gold**

**ENTRANT:**

Craftshow Digital

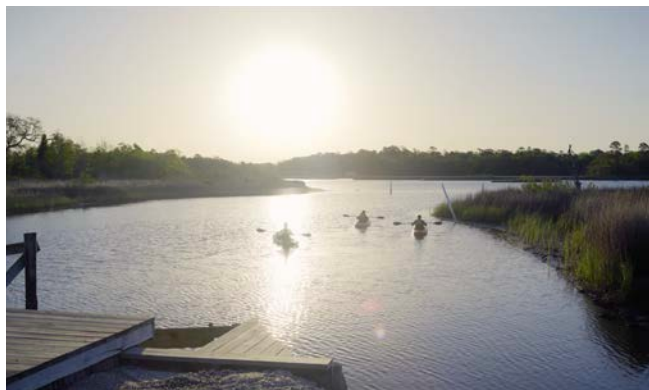
**CLIENT:**

University of Southern Mississippi

**CREDITS:**

Drew Hall, Creative Director

Jeff Worley, Executive Producer



**FILM, VIDEO & SOUND**

**GOLD ADDY® AWARD**  
**ONLINE FILM, VIDEO, AND SOUND,**  
**INTERNET COMMERCIAL - CAMPAIGN**



**South Says Videos**

**ENTRANT:**

University of South Alabama

**CLIENT:**

University of South Alabama

**CREDITS:**

James Palomo, Associate Director of Creative Services

Diana Nichols, Director of Creative Services

Jeb Schrenk, Director of Digital and Strategic Communications



**GOLD ADDY® AWARD**  
**ONLINE FILM, VIDEO,**  
**AND SOUND, INTERNET**  
**COMMERCIAL - CAMPAIGN**



**Educator Excellence Videos**

**ENTRANT:**

University of South Alabama

**CLIENT:**

University of South Alabama

**CREDITS:**

James Palomo, Associate Director of Videography

Amber Day, Associate Director of Marketing,  
 College of Education and Professional Studies

Diana Nichols, Director of Creative Services



**FILM, VIDEO & SOUND**



**GOLD ADDY® AWARD**  
**ONLINE FILM, VIDEO, AND SOUND,**  
**INTERNET COMMERCIAL -**  
**CAMPAIGN**



**CACC - Allied Health “Be Somebody”**

**ENTRANT:**

EyeOn Digital Productions

**CLIENT:**

Coastal Alabama Community College

**CREDITS:**

EyeOn Digital Productions, Production Company / Agency

John Thompson, Producer / Director

Kevin Sibley, Director of Photography

Meredith Portman, Copywriter

Lloyd Wing, Marketing Director - Coastal Alabama Community College



**SILVER ADDY® AWARD**  
**INTEGRATED ADVERTISING**  
**CAMPAIGNS, CONSUMER**  
**CAMPAIGN - LOCAL**



**Brew Box Integrated Campaign**

**ENTRANT:**

Good Giant

**CLIENT:**

Brew Box

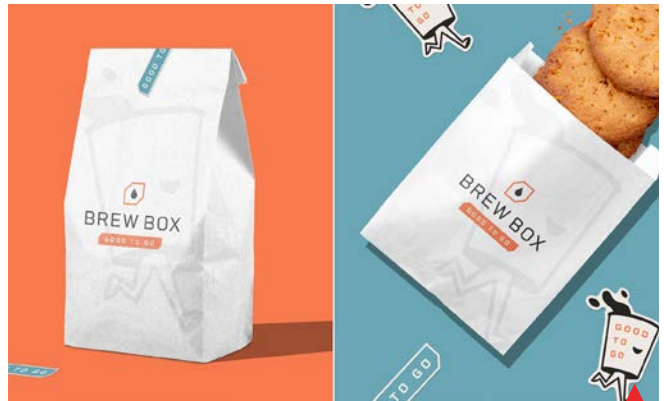
**CREDITS:**

Patrick Reid, Creative Director

Jordan Kabalka, Senior Designer

Keller Reeves, Copywriter

Alexis Vihtelic, Account Supervisor



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



**Mobile Chamber: More to Mobile**

**ENTRANT:**

Hummingbird Ideas

**CLIENT:**

Mobile Chamber of Commerce

**CREDITS:**

Courtney Harris, Creative Director- Designer  
 Whitney Christopher, Account Manager-Production  
 Patrick Dang, Videography  
 Nick Gray, Post Production



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



**Port of Mobile Branding Campaign**

**ENTRANT:**

JJPR

**CLIENT:**

Alabama Port Authority

**CREDITS:**

Sarah Grube, Creative Director  
 Sara Miles Agee, VP of Creative Services  
 Jennifer Jenkins, President  
 Puffer Thompson, Copywriter



**CROSS-PLATFORM**





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



**Food Hall Integrated Brand Identity**

**ENTRANT:**

Good Giant

**CLIENT:**

Cherokee Nation Entertainment

**CREDITS:**

Rich Sullivan, Executive Creative Director

Patrick Reid, Creative Director

Jordan Kabalka, Senior Designer

Katie Nicholas, Account Supervisor

Sarah Jones, Account Director



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



**Wavefly Brand Identity**

**ENTRANT:**

Good Giant

**CLIENT:**

Wavefly

**CREDITS:**

Nicholas Scimeca, Creative Director

Elena Freed, Account Supervisor

Jordan Kabalka, Designer

Keith Castelin, Designer

Keller Reeves, Copywriter



**CROSS PLATFORM**

**SILVER ADDY® AWARD  
VISUAL, ILLUSTRATION - SERIES**



**Game Day Illustrations**

**ENTRANT:**

University of South Alabama

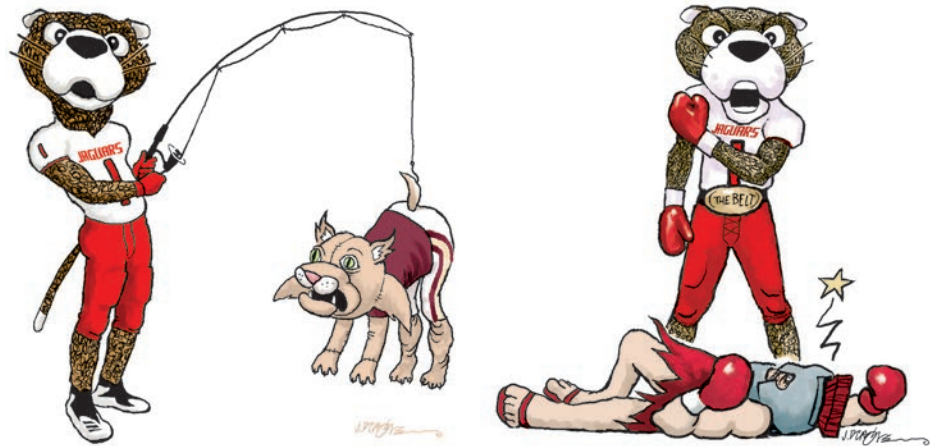
**CLIENT:**

University of South Alabama

**CREDITS:**

Diana Nichols, Director of Creative Services

J.D. Crowe, Illustrator



**ELEMENTS OF ADVERTISING**

**SILVER ADDY® AWARD  
VISUAL, ART DIRECTION -  
CAMPAIGN**



**Port of Mobile Campaign Elements**

**ENTRANT:**

JJPR

**CLIENT:**

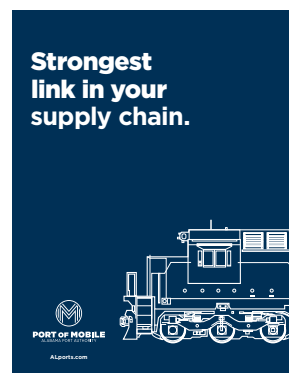
Alabama Port Authority

**CREDITS:**

Sarah Grube, Creative Director

Sara Miles Agee, VP of Creative Services

Jennifer Jenkins, President



**SILVER ADDY® AWARD**  
**FILM & VIDEO,**  
**CINEMATOGRAPHY - CAMPAIGN**



**CACC - Allied Health “Be Somebody”**

**ENTRANT:**

EyeOn Digital Productions

**CLIENT:**

Coastal Alabama Community College

**CREDITS:**

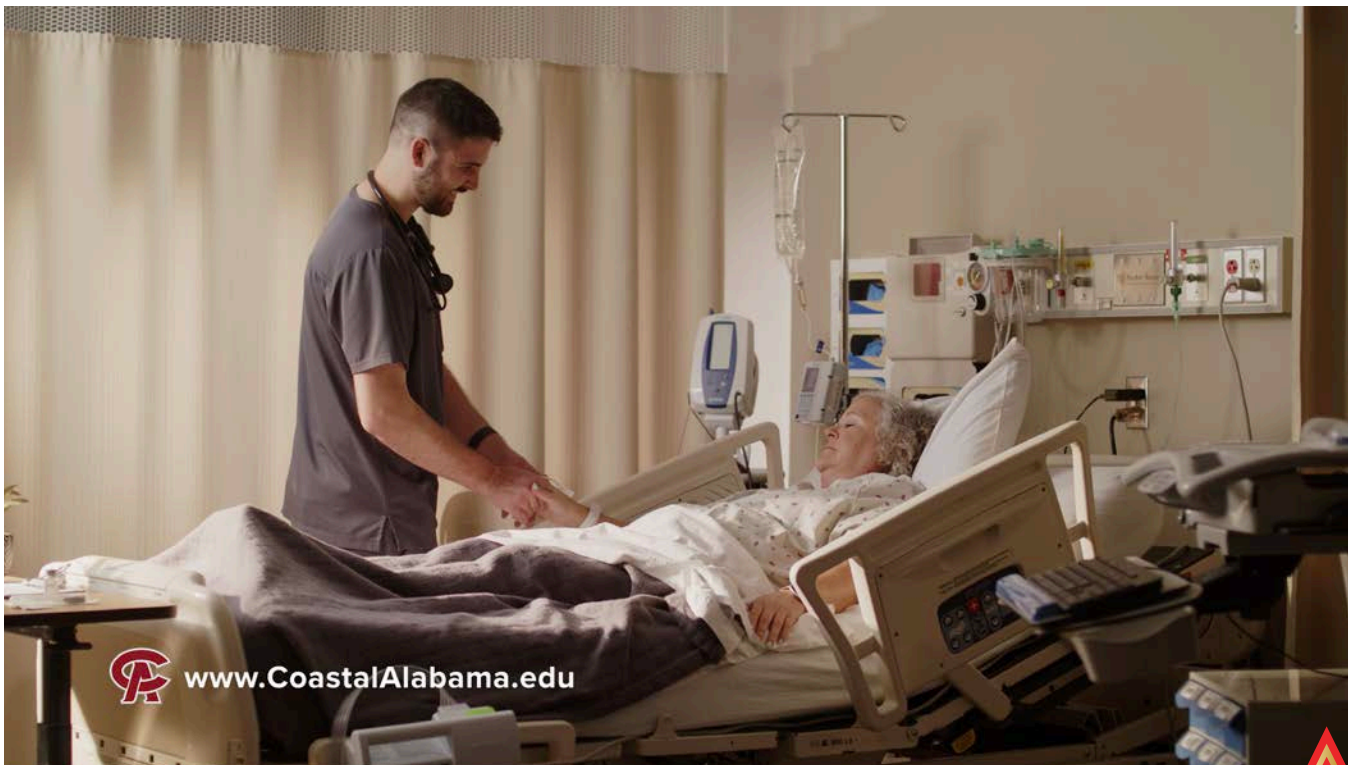
EyeOn Digital Productions, Production Company / Agency

John Thompson, Producer / Director

Kevin Sibley, Director of Photography

Meredith Portman, Copywriter

Lloyd Wing, Marketing Director - Coastal Alabama Community College



**ELEMENTS OF ADVERTISING**

**GOLD ADDY® AWARD**  
**PUBLIC SERVICE ONLINE FILM,**  
**VIDEO & SOUND**



**McKemie Place “Dream Again” Video**

**ENTRANT:**

Lewis Communications

**CLIENT:**

McKemie Place

**CREDITS:**

RT Herwig, Creative Director

Alex Yancy, Art Director

Evan Beasley, Copywriter

Theresa Webb, Agency Producer

Kyle Daniel, Director

Jennifer Dira, VP-Account Services

Rhonda Wilkinson, Account Supervisor

3rd Realm Creations, Production House



**SILVER ADDY® AWARD**  
**PUBLIC SERVICE ONLINE FILM,**  
**VIDEO & SOUND**



**Living Through Covid Series**

**ENTRANT:**

Craftshow Digital

**CLIENT:**

Mobile Medical Museum

**CREDITS:**

Jestina Kiseale, Producer

Kris Skoda, Director

Jeff Etheridge, Editor



**PUBLIC SERVICE**



**SILVER ADDY® AWARD  
ADVERTISING INDUSTRY  
SELF-PROMOTION FILM,  
VIDEO & SOUND**



**JJPR Agency Reel**

**ENTRANT:**

JJPR

**CLIENT:**

JJPR Agency

**CREDITS:**

Sara Miles Agee, VP of Creative Services

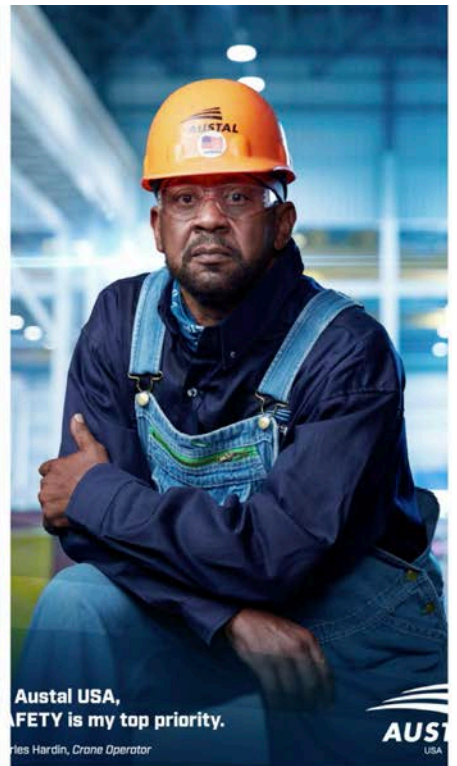
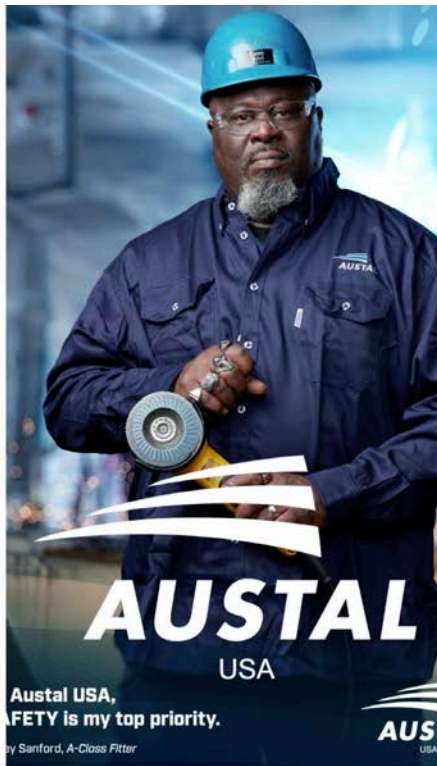
Sarah Grube, Creative Director

Jennifer Jenkins, President

Tim Vece, Editor



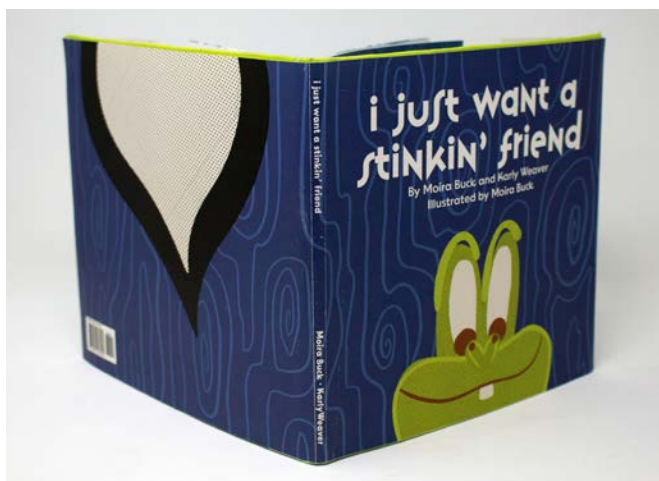
ADVERTISING/MEDIA INDUSTRY SELF PROMOTION



WINNERS

# STUDENT





**SILVER ADDY® AWARD**  
**Collateral Material, Publication Design, Book Design**



**I Just Want A Stinkin' Friend**

**ENTRANT:**  
 Moira Buck  
**EDUCATIONAL INSTITUTION:**  
 University of Mobile  
**CREDITS:**  
 Moira Buck, Designer

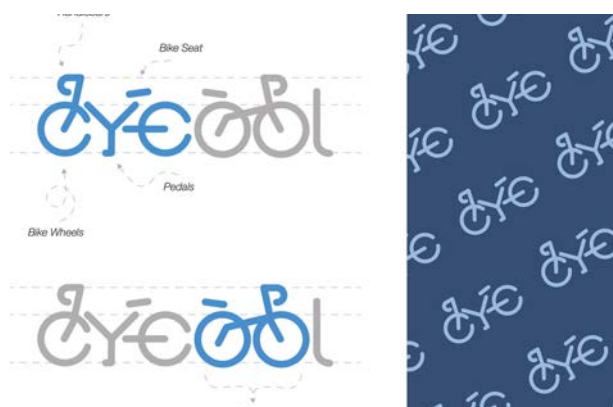


**GOLD ADDY® AWARD**  
**VISUAL, LOGO DESIGN**



**Cycool Logo Design**

**ENTRANT:**  
 Leia Carter  
**EDUCATIONAL INSTITUTION:**  
 University of Mobile  
**CREDITS:**  
 Leia Carter, Designer



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**GOODGIANT**

