

DENIM AND DIAMONDS

aaf american
advertising
federation
mobile bay

2024-2025

**AMERICAN
ADVERTISING
AWARDS** ★★



DEAR AAF MOBILE BAY MEMBERS & GUESTS,



Welcome to the American Advertising Awards!

This year, our local competition received entries,] showcasing the creativity and talent in our community. Gold winners from tonight will advance to compete in the AAF District 7 American Advertising Awards.

We would like to extend a big Thank You to all participants, supporters, and this year's judges,

with a special shout-out to our sponsors and the AAF Mobile Bay Board for their unwavering support and guidance.

Congratulations to everyone as we celebrate Mobile Bay's best in advertising!

Sincerely,

Whitney Christopher & Elise Ankerson
American Advertising Awards Co-Chairs 2024

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

aaf® district 7

aaf® american
advertising
federation

mobile bay

AMERICAN
ADVERTISING
AWARDS

TABLE OF CONTENTS

ABOUT AAF 2

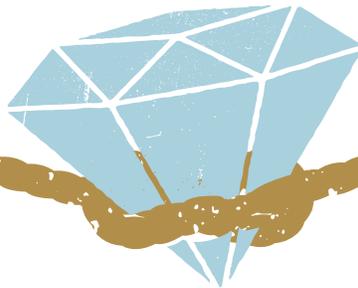
4 JUDGES

BEST OF SHOW AWARDS 7

11 JUDGES CHOICE AWARDS

PROFESSIONAL AWARDS 15

26 STUDENT AWARDS



MEET YOUR JUDGES



**DANNY
FLANAGAN**

**SR. VICE PRESIDENT,
ZACHRY ASSOCIATES
ABILENE, TX**

Danny is a seasoned creative leader with over 30 years of experience managing Zachry's innovative and results-driven creative department. A graduate of Abilene Christian University with a Bachelor of Fine Arts in Graphic Design, he blends artistic excellence with strategic vision to deliver exceptional client-focused solutions.

At Zachry, Danny has been a cornerstone of the organization, leading impactful design projects from concept to execution. Beyond his role, he has shared his expertise as a lecturer at multiple universities and a technical college, mentoring future designers.

Danny's passion for design extends to his lifelong love of video games. His fascination with interactive media began with the arcade era and his first Atari 2600 in 1980. With nearly 50 years immersed in gaming, Danny brings a unique perspective on the intersection of technology, storytelling, and visual artistry.



**DEANN SENA
O'CONNOR**

**EXECUTIVE VICE
PRESIDENT, SUNNY505
ALBUQUERQUE, NM**

DeAnn is a seasoned expert in advertising and marketing, with a career marked by creativity and innovation. She began as Lead Designer at Santa Fe Community College before becoming Art Director at Central New Mexico Community College, honing skills in creative strategy, videography, web design, and branding.

After founding her design studio, DSO Creative, she collaborated with agencies, clients, and major corporations to bring bold ideas to life. In 2021, DSO Creative merged with SUNNY505, where DeAnn now serves as Executive Vice President, leading high-profile client projects in website design, social media strategy, and traditional advertising.

Her campaigns for Sky City Casino, the Santa Fe Arts & Culture Department, the City of Albuquerque, and others have earned recognition from the AAF New Mexico, Graphic Design USA Magazine, and more.

A Santa Fe native, DeAnn enjoys outdoor adventures and family time with her husband and two daughters.



GIAVONA WILLIAMS

**CEO+FOUNDER,
GROVA CREATIVE
TALLAHASSEE, FL**



JEFF PAPPALARDO

**FOUNDER/CREATIVE
DIRECTOR, INKIND
MARKETING & DESIGN
BUFFALO, NY**

G is a creative powerhouse who's made a name for herself over the past 15 years working on brands like Pilot Pens, Dollywood, Cooper Tires, and the Cayman Islands. Founder of Grova Creative since 2016, her innovative campaigns have earned countless awards, including multiple "Best of Show" wins and recognition as North Florida's "Agency of the Year" in 2019 and 2020.

A Navy veteran and Syracuse University alumna, G holds degrees in Graphic Design, African American Studies, and Spanish. She's been recognized with the 2023 Cuse50 Entrepreneur Award and the 2021 Rockstar Award from *Tallahassee Woman Magazine*.

G's passion extends to advocacy, serving as the first Black Governor of AAF District 4 and now as Immediate Past Governor. In her free time, she enjoys riding motorcycles and runs Tallahassee Bike Fest, a rally supporting veterans, showcasing her dedication to both her craft and her community.

Jeff is the Founder and Creative Director of Inkind, a consultancy dedicated to supporting nonprofits and community organizations. He retired in 2023 as Chief Creative Officer of Crowley Webb, a 140+ person full-service advertising agency in Buffalo, where he served for nearly three decades and became a partner in 2006.

Jeff began his career in New York City, holding roles at renowned agencies like Grey Advertising, Chiat/Day, and Ally & Gargano before escaping to Buffalo in 1994. Over his career, he's worked with major clients, including ABC Television, Fisher-Price, Arby's, Campbell's Soup, and the Buffalo Bills.

His work has earned recognition from The One Show, Communication Arts, and ADDYs, among others. A Syracuse University graduate, Jeff has served on several nonprofit boards and received the Alex Osborne Award for Creativity. He lives in Buffalo with his wife, Kim, and enjoys time with his children and grandson.



SPECIAL AWARD



WINNERS

▶ BEST OF SHOW ▶

YOTEE ORIGIN STORY



CATEGORY

Online Film, Video, and Sound, Internet Commercial —
Single Spot

AWARD

Gold ADDY Award

ENTRANT COMPANY

EyeOn Digital Productions

CLIENT COMPANY NAME

Coastal Alabama Community College

CREDITS

EyeOn Digital Productions, Production Company
John Thompson, Producer • Director • Creative Director
Lloyd Wing, Director of Marketing, Coastal Alabama
Community College, Executive Producer

PROSPECTIVE STUDENT VIEW BOOK



UNIVERSITY OF SOUTH ALABAMA
FLAGSHIP OF THE GULF COAST

23.1 AVERAGE ACT OF ENTERING FRESHMEN

1,225 MAIN CAMPUS ACREAGE

14,003 APPROXIMATE TOTAL ENROLLMENT

19:1 STUDENT TO FACULTY RATIO

\$3 Billion ANNUAL ECONOMIC IMPACT

3.74 AVERAGE GPA OF ENTERING FRESHMEN

17 NCAA DIVISION I SPORTS

SOUTH ATTRACTS STUDENTS
From all 47 Alabama counties, all 50 states and dozens of countries from across the world, our campus environment fosters diverse experiences and meaningful relationships, which is why so many students have chosen to call South "Home." You can get here from anywhere, and we encourage you to come see our vibrant community for yourself!

CATEGORY

Collateral Material — Brochure

AWARD

Silver ADDY Award

ENTRANT COMPANY

University of South Alabama

CREDITS

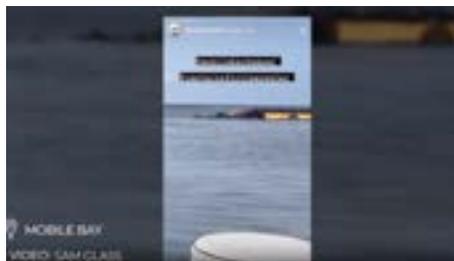
Kim Lovvorn, Associate Director of Creative Services
Stephanie Durkac, Marketing Coordinator, Enrollment Services

Michelle Matthews, Associate Director, Writer/Editor
Seth Laubinger, Photographer

Diana Nichols, Sr. Director of Marketing and Creative Services
Jeb Schrenk, Sr. Director of Executive and Strategic Communications

▶ BEST OF VIDEO ▶

SAVE MOBILE BAY



CATEGORY

Film, Video & Sound — Public Service Campaign

AWARD

Gold ADDY Award

ENTRANT COMPANY

Joseph Brennan Film

CLIENT COMPANY NAME

Mobile Baykeeper

CREDITS

Joseph Brennan, Director, DP, Editor

➔ BEST OF INTERACTIVE ➔

ABA SOCIAL MEDIA CAMPAIGN



CATEGORY

Social Media — Campaign

AWARD

Silver ADDY Award

ENTRANT COMPANY

Lewis Communications

CLIENT COMPANY NAME

Abeka

CREDITS

Deanna Chisholm, Associate Creative Director

Amanda Peacock, Associate Creative Director

Amanda Gibson, Senior Copywriter

Amy Hatfield, Senior Content Editor

Jordan Newman, Vice President, Strategy & Research

Jennifer Dira, Vice President, Account Services

Rhonda Wilkinson, Account Director

Avery Chappell, Account Manager

Cat Bartz, Vice President, Integrated Channel Engagement

Mary Bradley Rea, Associate Channel Engagement Director

Kylyn Long, Channel Engagement Analyst

Brooke Bailey, Channel Engagement Manager

➔ JUDGE'S CHOICE ➔

RICH'S CAR WASH "FAMILY VEHICLE"



CATEGORY

Television Advertising, Regional/National — Single Spot

AWARD

Silver ADDY Award

ENTRANT COMPANY

Skodaworks Media and Marketing

CLIENT COMPANY NAME

Rich's Car Wash

CREDITS

Sarah Bumgarner, Creative Director

Brooke O'Donnell, Executive Producer

Kris Skoda, Director/Writer

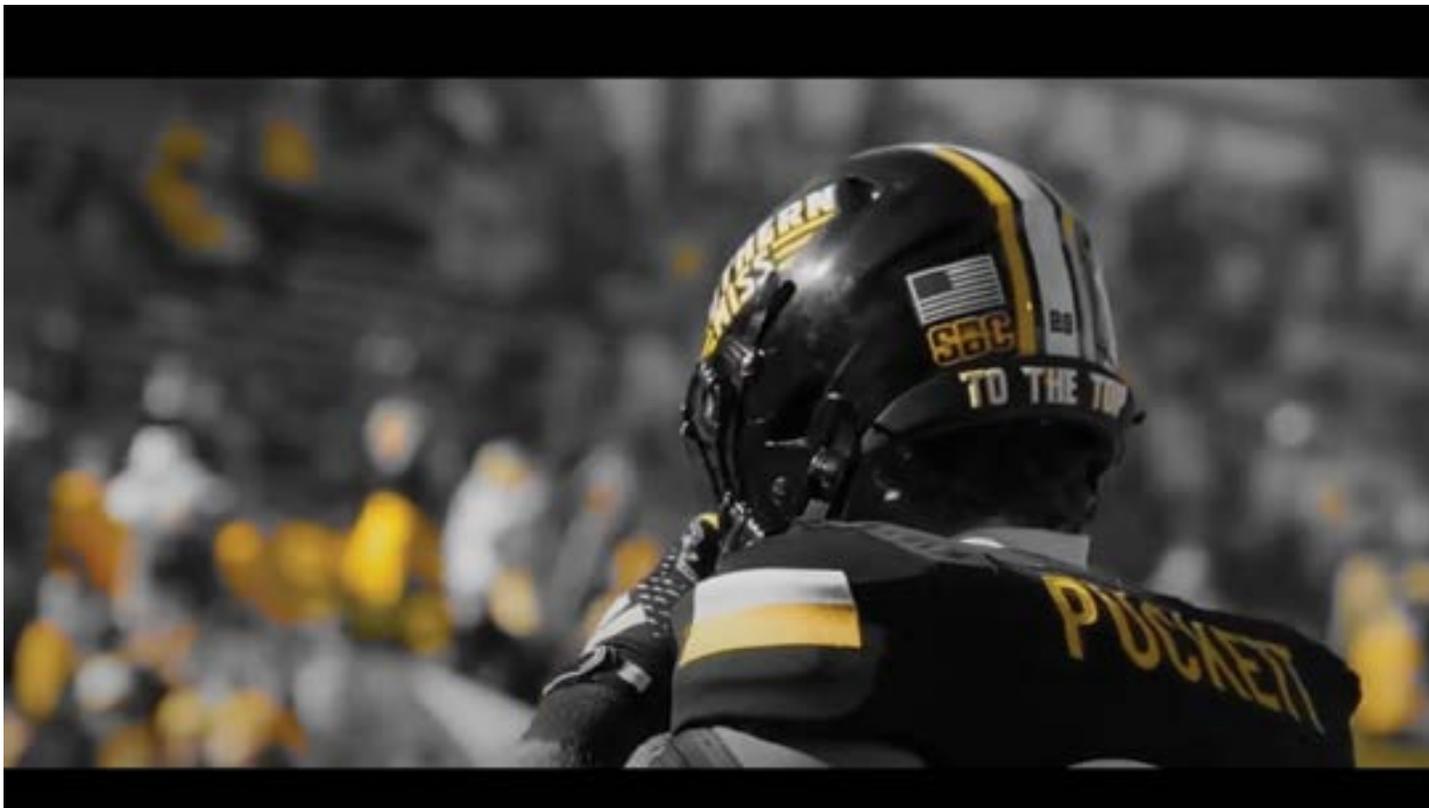
Henry Perkins, Writer

Mark Terry, Art Director

Bernie Sawyer, Director of Photography

JUDGE'S CHOICE

READY FOR LIFE



CATEGORY

Online Film, Video, and Sound, Internet Commercial — Campaign

AWARD

Gold ADDY Award

ENTRANT COMPANY

Craftshow Digital

CLIENT COMPANY NAME

University of Southern Mississippi

CREDITS

Drew Hall, Creative Director

Jeff Worley, Producer and Colorist

Jestina Willis, Producer

Morgan Scott, Executive Producer

✦ JUDGE'S CHOICE ✦

THRIVE ONLINE CAMPAIGN



CATEGORY

Online Film, Video, and Sound, Internet Commercial — Campaign

AWARD

Gold ADDY Award

ENTRANT COMPANY

EyeOn Digital Productions

CLIENT COMPANY NAME

Coastal Alabama Community College

CREDITS

EyeOn Digital Productions, Production Company

John Thompson, Producer, Director, Creative Director

Lloyd Wing, Director of Marketing, Coastal Alabama Community College, Executive Producer

PROFESSIONAL

AWARD

WINNERS





CATEGORY

Collateral Material — Brochure

AWARD

Silver ADDY Award

ENTRANT COMPANY

University of South Alabama

CREDITS

Kim Lovvorn, Associate Director of Creative Services
Stephanie Durkac, Marketing Coordinator, Enrollment Services | **Michelle Matthews**, Associate Director, Writer/Editor | **Seth Laubinger**, Photographer
Diana Nichols, Sr. Director of Marketing and Creative Services
Jeb Schrenk, Sr. Director of Executive and Strategic Communications



CATEGORY

Collateral Material — Publication Design

AWARD

Silver ADDY Award

ENTRANT COMPANY

Compass Media

CLIENT COMPANY NAME

Alabama Tourism Department

CREDITS

Amity Moore Joyce, Editor | **Myra Beckman**, Art Director
Laura McGill, Managing Editor | **Jasmine Hodges**, Copy Editor | **Madison Lasseter**, Contributing Writer
Alicia Noble, Contributing Writer | **Brittain Storey**, Contributing Writer | **Chris Granger**, Photographer
Lorri Rhodes, Production Manager | **Joseph Drake**, Media Advisor



▶ PRINT ADVERTISING ▶ MORE THAN POWER PRINT CAMPAIGN



CATEGORY

Magazine Advertising — Campaign

AWARD

Silver ADDY Award

ENTRANT COMPANY

Lewis Communications

CLIENT COMPANY NAME

Alabama Power

CREDITS

Deanna Chisholm, Associate Creative Director

Amanda Gibson, Senior Copywriter | **Samantha Linkous**,

Senior Strategist | **Jennifer Dira**, Vice President, Account

Services | **Rhonda Wilkinson**, Account Director

Cat Bartz, Vice President, Integrated Channel Engagement

Mary Bradley Rea, Associate Channel Engagement Director



▶ ONLINE INTERACTIVE ▶ ABA SOCIAL MEDIA CAMPAIGN



CATEGORY

Social Media — Campaign

AWARD

Silver ADDY Award

ENTRANT COMPANY

Lewis Communications

CLIENT COMPANY NAME

Abeka

CREDITS

Deanna Chisholm, Associate Creative Director | **Amanda**

Peacock, Associate Creative Director | **Amanda Gibson**,

Senior Copywriter | **Amy Hatfield**, Senior Content Editor

Jordan Newman, Vice President, Strategy & Research

Jennifer Dira, Vice President, Account Services | **Rhonda**

Wilkinson, Account Director | **Avery Chappell**, Account

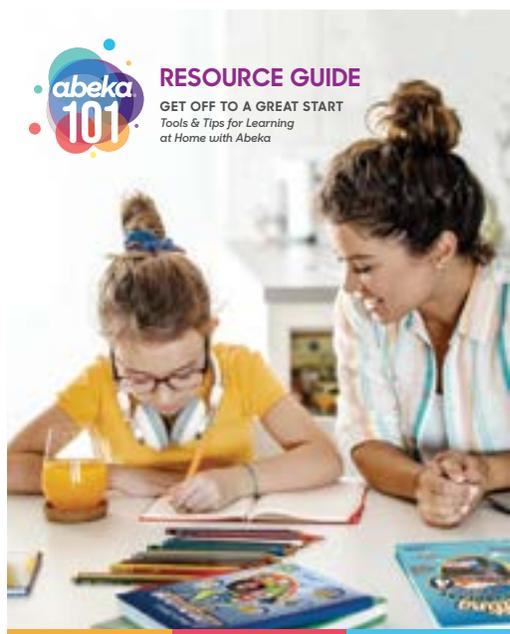
Manager | **Cat Bartz**, Vice President, Integrated Channel

Engagement | **Mary Bradley Rea**, Associate Channel

Engagement Director | **Kylyn Long**, Channel Engagement

Analyst | **Brooke Bailey**, Channel Engagement Manager





CATEGORY

Blogs & Digital Publications —
Digital Publication

AWARD

Silver ADDY Award

ENTRANT COMPANY

Lewis Communications

CLIENT COMPANY NAME

Abeka

CREDITS

Amanda Peacock, Associate Creative Director

Amy Hatfield, Senior Content Editor

Jordan Newman, Vice President, Strategy & Research

Jennifer Dira, Vice President, Account Services

Rhonda Wilkinson, Account Director



CATEGORY

Television Advertising, Local —
Single Spot

AWARD

Silver ADDY Award

ENTRANT COMPANY

Lewis Communications

CLIENT COMPANY NAME

Alabama Power

CREDITS

Spencer Till, Chief Creative Officer | **Deanna Chisholm**, Associate Creative Director | **Amanda Peacock**, Associate Creative Director | **Amanda Gibson**, Senior Copywriter

Samantha Linkous, Senior Strategist | **Theresa Webb**, Senior Producer | **Caroline Huff**, Associate Producer

John Pope, Editor | **Jennifer Dira**, Vice President, Account Services | **Rhonda Wilkinson**, Account Director

Cat Bartz, Vice President, Integrated Channel Engagement

Mary Bradley Rea, Associate Channel Engagement Director



FILM, VIDEO, AND SOUND "FAMILY VEHICLE"



CATEGORY

Television Advertising,
Regional/National — Single Spot

AWARD

Silver ADDY Award

ENTRANT COMPANY

Skodaworks Media and Marketing

CLIENT COMPANY NAME

Rich's Car Wash

CREDITS

Sarah Bumgarner, Creative Director

Brooke O'Donnell, Executive Producer

Kris Skoda, Director/Writer

Henry Perkins, Writer

Mark Terry, Art Director

Bernie Sawyer, Director of Photography



FILM, VIDEO, AND SOUND CHASING CHAOS



CATEGORY

Online Film, Video, and Sound
Internet Commercial — Single Spot

AWARD

Silver ADDY Award

ENTRANT COMPANY

Craftshow Digital

CLIENT COMPANY NAME

Equestrian Chaos

CREDITS

Drew Hall, Creative Director

Jeff Etheridge, Editor

Jestina Willis, Producer

Dale Boyd, Camera



FILM, VIDEO, AND SOUND YOTEE ORIGIN STORY



CATEGORY

Online Film, Video, and Sound,
Internet Commercial — Single Spot

AWARD

Gold ADDY Award

ENTRANT COMPANY

EyeOn Digital Productions

CLIENT COMPANY NAME

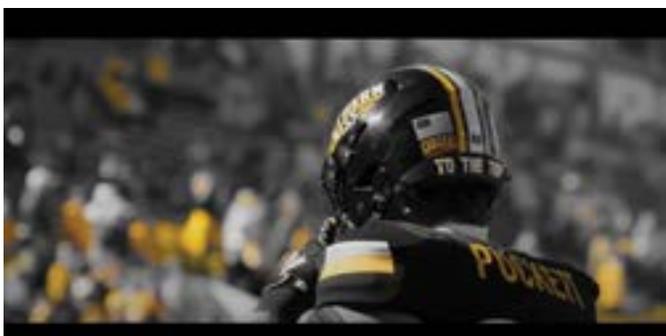
Coastal Alabama Community College

CREDITS

EyeOn Digital Productions, Production Company
John Thompson, Producer, Director, Creative Director
Lloyd Wing, Director of Marketing, Coastal Alabama
Community College, Executive Producer



FILM, VIDEO, AND SOUND READY FOR LIFE



CATEGORY

Online Film, Video, and Sound,
Internet Commercial — Campaign

AWARD

Gold ADDY Award

ENTRANT COMPANY

Craftshow Digital

CLIENT COMPANY NAME

University of Southern Mississippi

CREDITS

Drew Hall, Creative Director
Jeff Worley, Producer and Colorist
Jestina Willis, Producer
Morgan Scott, Executive Producer



FILM, VIDEO, AND SOUND THRIVE ONLINE CAMPAIGN



CATEGORY

Online Film, Video, and Sound,
Internet Commercial — Campaign

AWARD

Gold ADDY Award

ENTRANT COMPANY

EyeOn Digital Productions

CLIENT COMPANY NAME

Coastal Alabama Community College

CREDITS

EyeOn Digital Productions, Production Company

John Thompson, Producer, Director, Creative Director

Lloyd Wing, Director of Marketing, Coastal Alabama
Community College, Executive Producer



FILM, VIDEO, AND SOUND HARDWORKING BOATS. HARDWORKING PEOPLE.



CATEGORY

Branded Content & Entertainment
for Online Film, Video & Sound —
Single entry

AWARD

Gold ADDY Award

ENTRANT COMPANY

Hummingbird Ideas

CLIENT COMPANY NAME

Master Boat Builders

CREDITS

Tim Dozier, Chief Executive Officer

Courtney Harris, Creative Director

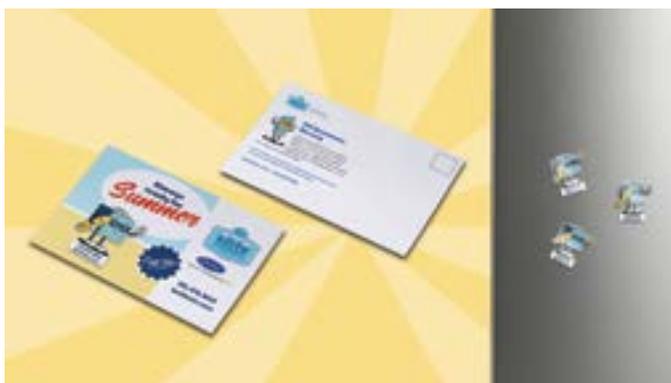
Holt Ingalls, Videography

Whitney Christopher, Account Director

Stephanie Evans, Account Manager



▶ CROSS PLATFORM ▶ KEITH AIR 60 YEARS



CATEGORY

Integrated Advertising Campaigns,
Consumer Campaign — Local

AWARD

Silver ADDY Award

ENTRANT COMPANY

Hummingbird Ideas

CREDITS

Tim Dozier, Chief Executive Officer

Courtney Harris, Creative Director, Designer, Illustrator

Alan Howell, Designer, Illustrator

Jon Coxwell, Creative Content Manager, Copywriter

Stephanie Evans, Account Manager

Nick Ewertz, Copywriter

JP Roberts, Animation, Video Editing



▶ CROSS PLATFORM ▶ CARVER'S ON 19 BRANDING



CATEGORY

Integrated Brand Identity Campaign
Local or Regional/National

AWARD

Gold ADDY Award

ENTRANT COMPANY

Good Giant

CLIENT COMPANY NAME

Hard Rock Casino & Hotel Tulsa

CREDITS

Mark Naparstek, Executive Creative Director

Steven Aramini, Creative Director/Copy

Ed Russell, Associate Creative Director

Keller Reeves, Copywriter

Becca deLumeau, Senior Designer

Katie Nicholas, Account Supervisor



▶ ELEMENTS OF ADVERTISING ▶ DOUGH MAMA'S PIZZA LOGO DESIGN



CATEGORY

Visual — Logo Design

AWARD

Silver ADDY Award

ENTRANT COMPANY

Good Giant

CLIENT COMPANY NAME

Dough Mama's Pizza

CREDITS

Mark Naparstek, Executive Creative Director

Ed Russell, Associate Creative Director

Ray Wright, Designer

Katie Nicholas, Account Supervisor



▶ ELEMENTS OF ADVERTISING ▶ HIBBETT BACK-TO-SCHOOL PHOTOGRAPHY



CATEGORY

Visual, Still Photography,
Black & White/Color/ Digitally
Enhanced — Campaign

AWARD

Gold ADDY Award

ENTRANT COMPANY

Good Giant

CLIENT COMPANY NAME

Hibbett Sports

CREDITS

Mark Naparstek, Executive Creative Director

Tina Phanthapanna, Associate Creative Director

Caleb Moore, Production Director

Arik Sokol, Producer (Opus Media)

Kate Light, Account Supervisor

James Acomb, Photographer (James Acomb Photography)



ELEMENTS OF ADVERTISING

HIBBETT WINTER HOLIDAY PHOTOGRAPHY



CATEGORY

Visual, Still Photography,
Black & White/Color/
Digitally Enhanced — Campaign

AWARD

Silver ADDY Award

ENTRANT COMPANY

Good Giant

CLIENT COMPANY NAME

Hibbett Sports

CREDITS

Mark Naparstek, Executive Creative Director

Rachel Warner, Associate Creative Director

Caleb Moore, Production Director

Arik Sokol, Producer (Opus Media)

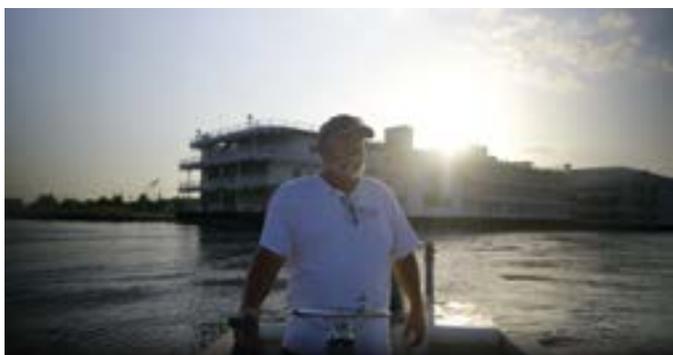
Kate Light, Account Supervisor

James Acomb, Photographer (James Acomb Photography)



PUBLIC SERVICE

SAVE MOBILE BAY



CATEGORY

Film, Video & Sound —
Public Service Campaign

AWARD

Gold ADDY Award

ENTRANT COMPANY

Joseph Brennan Film

CLIENT COMPANY NAME

Mobile Baykeeper

CREDITS

Joseph Brennan, Director, DP, Editor



ADVERTISING MEDIA INDUSTRY SELF PROMOTION

HUMMINGBIRD IDEAS NAPPIE AWARDS



CATEGORY

Advertising Industry
Self-Promotion Campaigns
Integrated Media Campaign



AWARD

Silver ADDY Award

ENTRANT COMPANY

Hummingbird Ideas

CREDITS

Courtney Harris, Creative Director, Designer, Illustrator
Matthew Coughlin, Photographer
Hummingbird Team, Creators, Copywriters



STUDENT AWARDS

VINTAGE MOBILE MARKET POSTER SERIES



CATEGORY

Out-Of-Home
Poster Campaign

AWARD

Gold ADDY
Award

ENTRANT

Aidan Oetken,
Graphic Designer,
Artist, Photographer

SCHOOL

University of South Alabama



BABYMETAL AT THE KIA FORUM



CATEGORY

Out-Of-Home
Poster Campaign

AWARD

Silver ADDY
Award

ENTRANT

Takya Millender,
Graphic Designer,
Artist, Photographer

SCHOOL

Spring Hill College



THANK YOU TO OUR SPONSORS

