

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



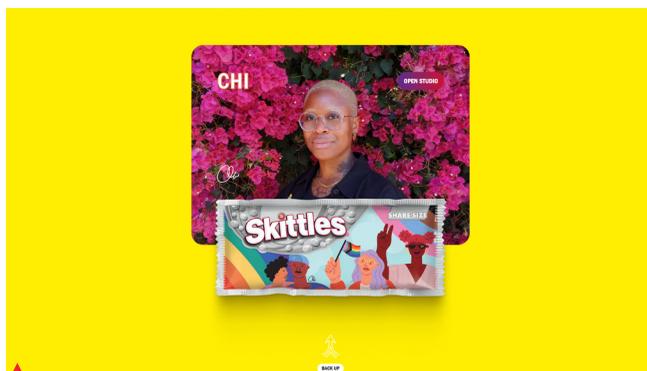
BEST OF SHOW

MEET THE ARTISTS



BEST OF SHOW

The main banner features the Skittles logo and GLAAD logo at the top left. A 'MENU' button is in the top right. The central text reads: 'WE'RE GIVING UP OUR RAINBOW TO CELEBRATE THE ONE THAT MATTERS'. The word 'ONE' is stylized with rainbow stripes. Below this, a purple and red background contains a call to action: 'IN 2022, WE'RE ADDING A SPLASH OF COLOR TO OUR ALL-GRAY PRIDE PACKS.' and a description: 'SKITTLES® PARTNERED WITH GLAAD AND SIX TALENTED ARTISTS WITHIN THE LGBTQ+ COMMUNITY TO CREATE PACK DESIGNS THAT REPRESENT HOW THEY SEE THE RAINBOW.' To the right is a graphic of a \$1 bill with the GLAAD logo and the text: 'FOR EVERY PACK PURCHASED, \$1 GOES DIRECTLY TO GLAAD*'. A small note at the bottom of the graphic says '*FOR TERMS AND CONDITIONS, VISIT [RELAY.SKITTESGLAAD](#)'.



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:

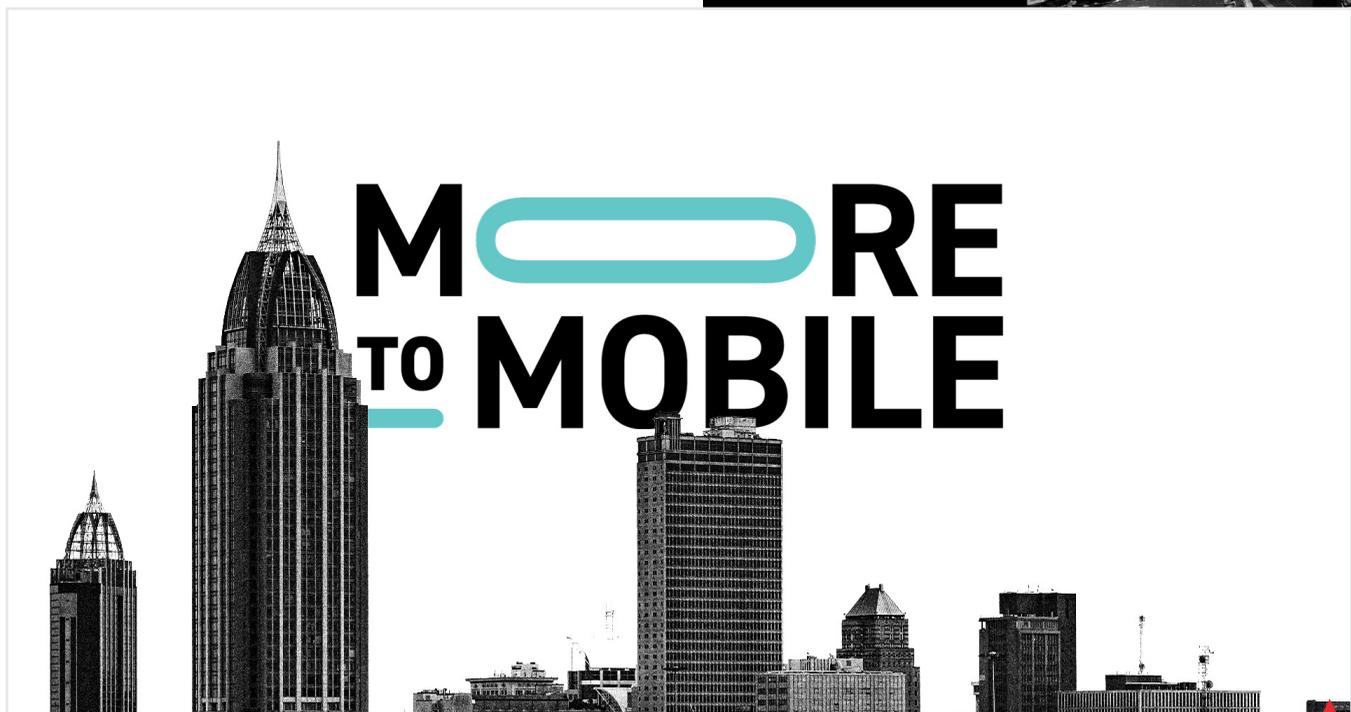
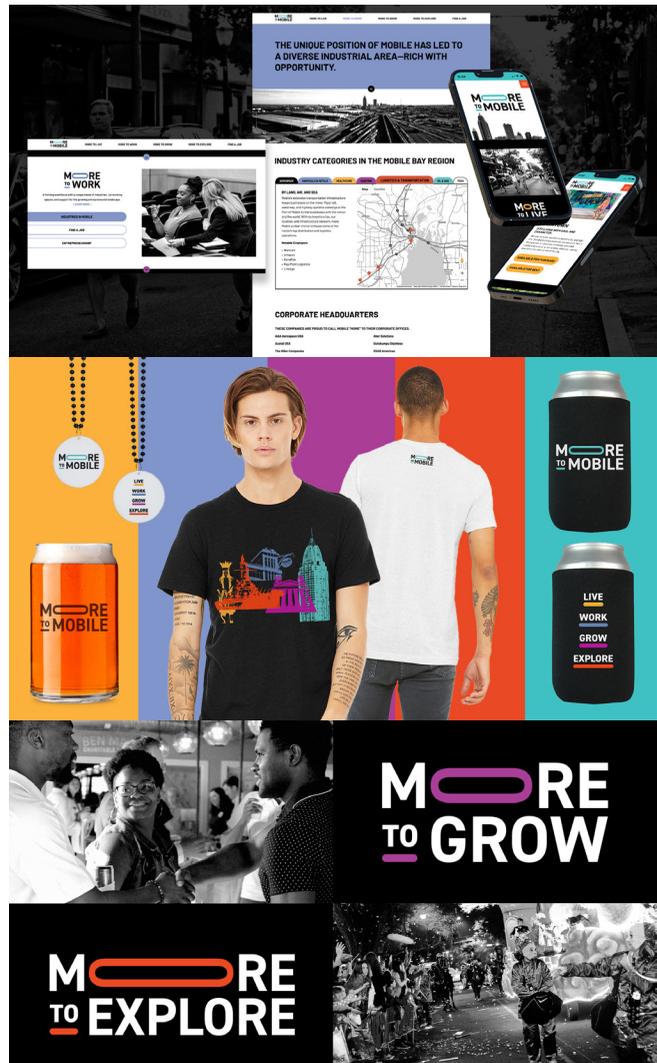
Hummingbird Ideas

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



THE UNIVERSITY OF
**SOUTHERN
MISSISSIPPI.**

Message furnished by The University of Southern Mississippi



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

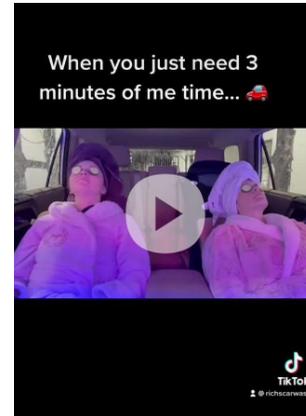


Workin' at the Car Wash

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

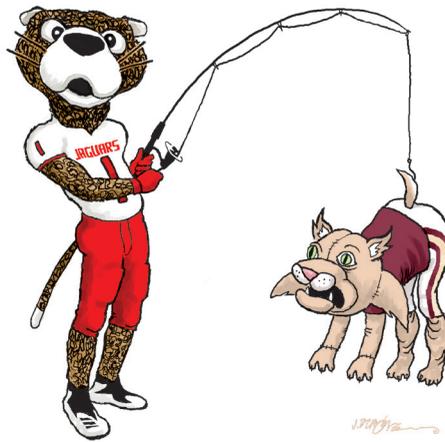
CLIENT:

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:

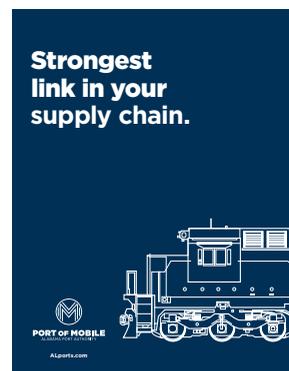
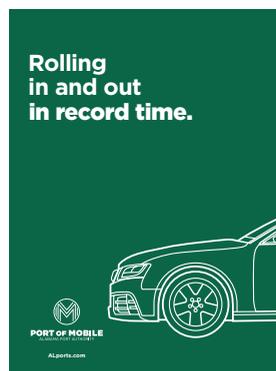
Alabama Port Authority

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:

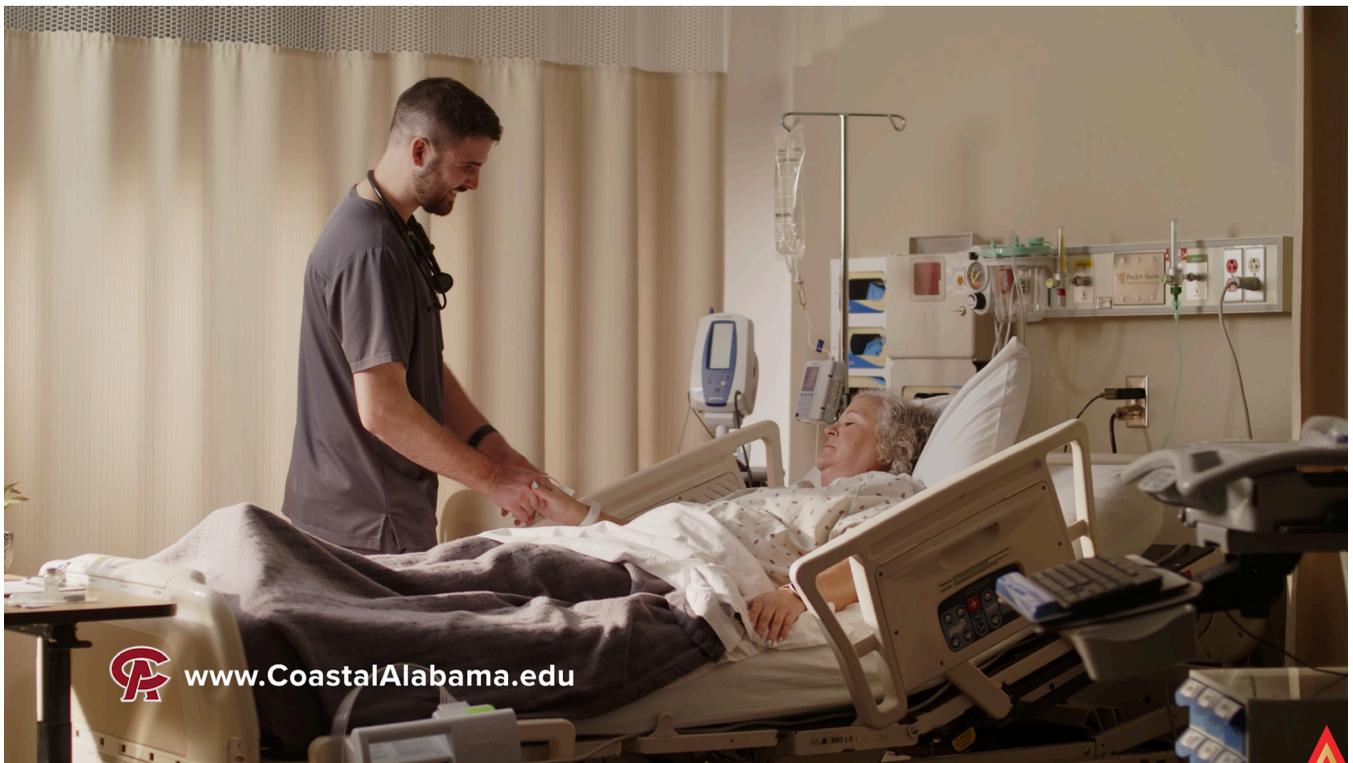
EyeOn Digital Productions, Production Company / Agency

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

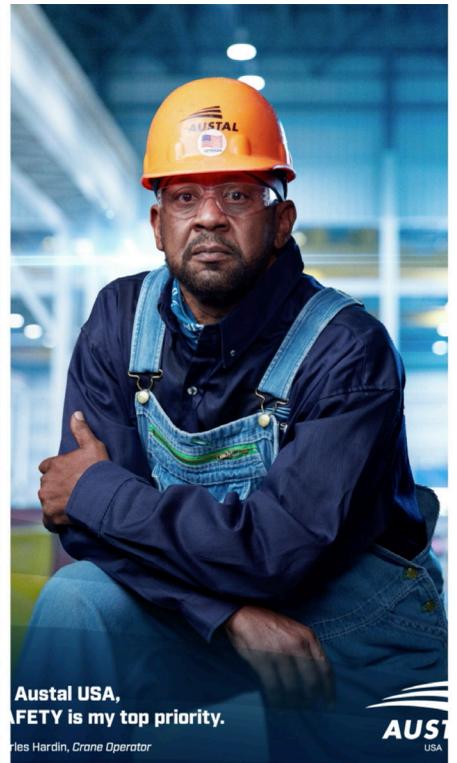
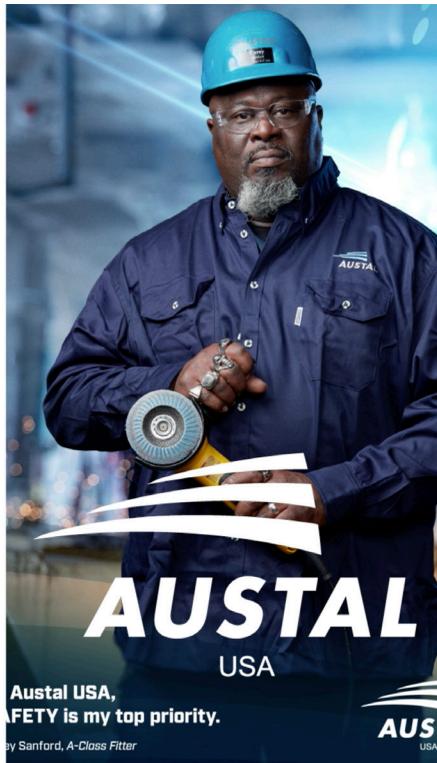
Sarah Grube, Creative Director

Jennifer Jenkins, President

Tim Vece, Editor



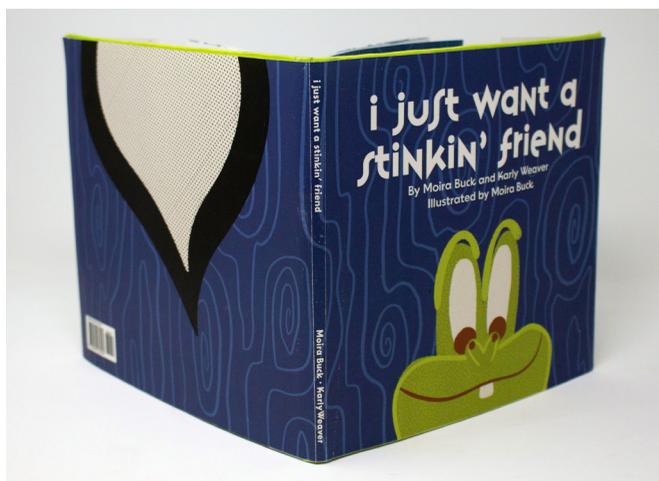
ADVERTISING/MEDIA INDUSTRY SELF PROMOTION



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

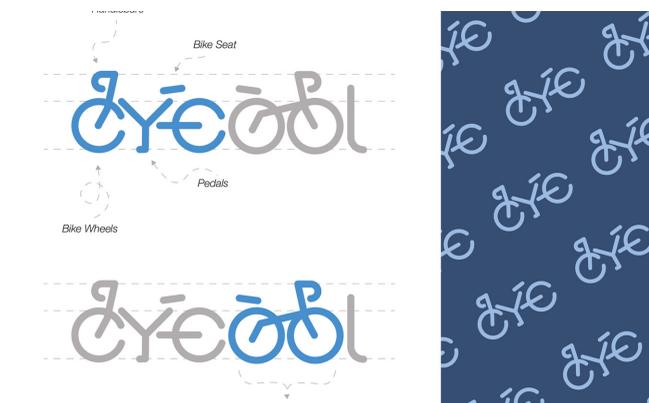


GOLD ADDY® AWARD
VISUAL, LOGO DESIGN



Cycool Logo Design

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



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Printing • Signs • Apparel

JJPR
— AGENCY —

WKRG 5

GOODGIANT

