

2024

# AMERICAN ADVERTISING AWARDS

AMERICAN  
ADVERTISING  
AWARDS

aaf<sup>®</sup>  
mobile bay



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# WELCOME TO THE 2024 AMERICAN ADVERTISING AWARDS!

Dear AAF Mobile Bay Members and Guests,

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting more than 25,000 entries every year in local AAF Ad Club competitions. The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in the art of advertising.

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.

We want to thank each participant who submitted to the local competition — we appreciate the time and effort that goes into preparing each entry.

We would also like to thank this year's judges and our wonderful sponsors. We gratefully acknowledge the efforts of this year's AAF Mobile Bay Board Members and the American Advertising Awards Committee. Without these hardworking individuals and supporters, tonight's event would not be possible.

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

Sincerely,

*Elise Ankerson and Jamie Piper*

*American Advertising Awards Co-Chairs 2024*

**aaf**® district 7

AMERICAN  
ADVERTISING  
AWARDS

**aaf**® mobile bay

# JUDGES



## SHANE SANTIAGO

PRESIDENT, CHIEF EXPERIENCE OFFICER — BRAVELY

Shane Santiago, President and Chief Experience Officer at Bravely, hails from Jacksonville Beach, Florida, and holds a Bachelor of Science in Advertising from the University of Florida. Recognized as one of the country's Most Promising Minority Students by the American Advertising Federation in 1999, Shane's career journey took him to Ogilvy & Mather New York, where he worked with renowned brands. He then ventured into interactive campaigns with various agencies before founding SBS Studios in 2009, a globally acclaimed digital creative agency. In 2017, he established Bravely, a creative consultancy catering to global brands and agencies. Shane is a prominent industry speaker, scholarship underwriter and an award-winning professional featured in top publications like Advertising Age, Communication Arts, and Mashable. He's actively involved in industry boards and committees and is fueled by his family's inspiration while indulging in watch collecting and sneaker culture.



## KELLY JAY

OWNER/PRESIDENT — TMI ADVERTISING

With a career spanning over four decades, Kelly Jay has made significant contributions to both the media industry and the Abilene, Texas community. Starting at KOFM in Oklahoma City in 1979, he has held diverse roles at various stations including KKLK, KFMM, KEYJ, KEAN, and WACO, serving as program director and morning show host. During his time in Waco, Kelly also shared his expertise by teaching Marketing and Broadcasting at Baylor University. In 2013, he and his wife, Christi, founded the TMI Advertising Agency, becoming integral to the community's success by crafting effective branding and marketing campaigns. With a history of accolades, including Addy Awards and Marconi Awards, TMI is dedicated to delivering outstanding ROI and fostering remarkable growth for clients.



## ANNE GRIGSBY

PRESIDENT & CREATIVE DIRECTOR — GRIGSBY DESIGN, INC.

Anne is a customer-centric, strategic thinker, and brings a diverse skill set with almost 30 years of experience developing brands and integrated marketing campaigns. Having worked on both the client and agency side, her strengths lie in her ability to combine her creative vision and business acumen to create targeted campaigns, accelerate market share, and increase brand equity. Anne has a BFA in Graphic Design from the University of Florida and has worked in major markets including Toronto, Dallas, and South Florida —including 10 years with JWT. Anne has been the creative catalyst behind numerous global brand and product launches and has been well-recognized with a variety of industry awards and accolades. She is an active participant in both the marketing industry and her local community. She is a Past Governor of AAF's District 4, a Past President and Trustee of AAF of Fort Lauderdale & the Palm Beaches, and a Sustaining Member of the Junior League of Boca Raton.



BEST  
OF  
SHOW

# BEST OF SHOW



## Cuba and Mobile: An Experience

### ENTRANT:

Craftshow Digital

### CLIENT:

Exploreum Science Center

### CREDITS:

Drew Hall, Creative Director

Jeff Worley, Director of Photography / Colorist

Don Comeaux, Executive Producer

Josh Holland, Executive Producer

# BEST OF INTERACTIVE

## Pencils Down

### ENTRANT:

Lewis Communications

### CLIENT:

Abeka

### CREDITS:

RT Herwig, Creative Director

Deanna Chisholm, Associate Creative Director

Amanda Peacock, Senior Art Director

Rachel Carney, Art Director

Amy Hatfield, Copywriter

Jennifer Dira, VP Account Services

Rhonda Wilkinson, Senior Account Manager

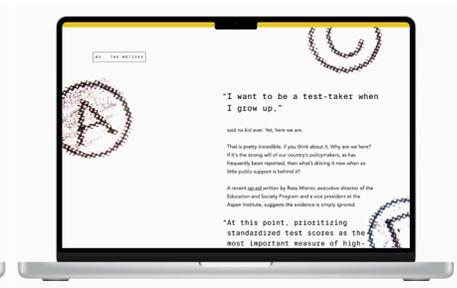
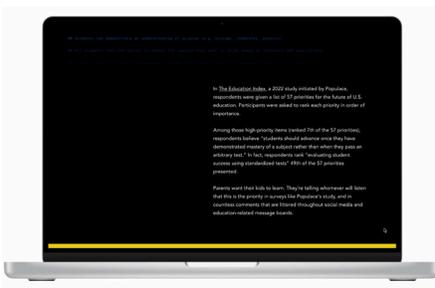
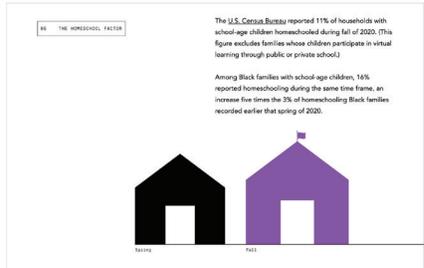
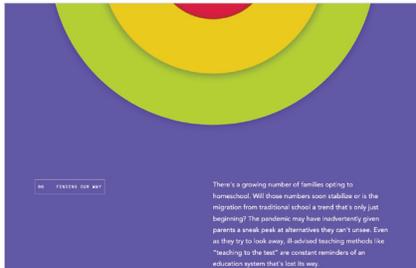
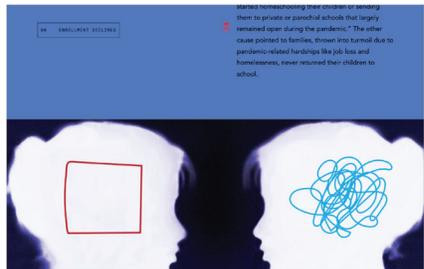
Hudson Moss, Account Analyst

Fuller Talbot, Account Manager

Jordan Newman, VP Strategy & Research

Cat Bartz, VP Channel Engagement

Mary-Bradley Rea, Marketing Analytics Supervisor



# BEST COPYWRITING

## Already In The House

### ENTRANT:

Craftshow Digital

### CLIENT:

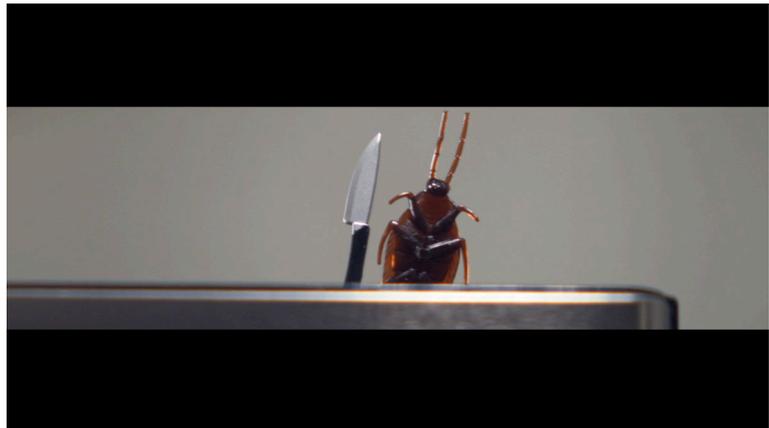
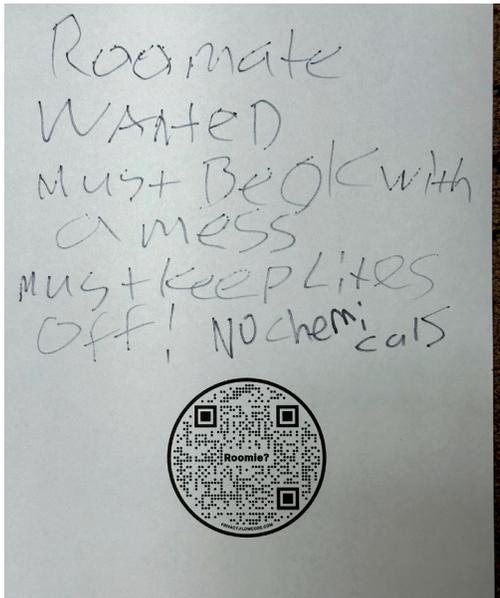
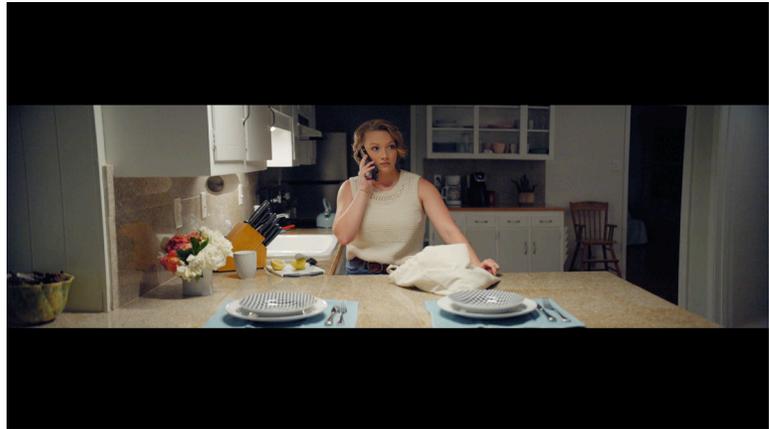
ProShield Pest Control

### CREDITS:

Drew Hall, Creative Director

Jeff Etheridge, Writer /Art Director

Jestina Willis, Producer



# BEST OF PRINT



24 | 2024 Alabama Vacation Guide



24 | 2024 Alabama Vacation Guide

24 | 2024 Alabama Vacation Guide



26 | 2024 Alabama Vacation Guide

27 | 2024 Alabama Vacation Guide

## The Year of Alabama Food Feature

### ENTRANT:

Compass Media

### CLIENT:

Alabama Tourism Department

### CREDITS:

Laura McGill, Executive Editor

Amity Moore Joyce, Editor

Myra Beckman, Art Director

Chris Granger, Photographer





JUDGE'S  
CHOICE

# JUDGE'S CHOICE



## Our Living History

**ENTRANT:**

Joseph Brennan Film

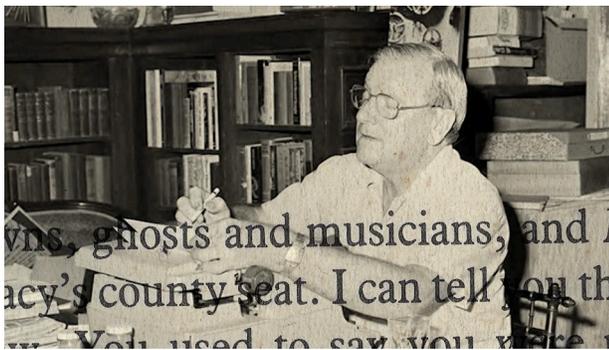
**CLIENT:**

Visit Mobile

**CREDITS:**

Joseph Brennan, Director, DP, Editor

Oliver Dorgan, Writer, Agency Producer



# JUDGE'S CHOICE



## Vacation Artfully Pensacola 2023

### ENTRANT:

Hummingbird Ideas

### CLIENT:

Vacation Artfully Pensacola, Fla.

### CREDITS:

Courtney Harris, Creative Director

Chelsea Followwell, Designer

Jessica Wohner, Web Development Manager

Jarrold England, COO

Nick Ewertz, Copywriter

Nick Gray, Video Editor

Calliope Films, Videography

Mary Beth Massey, Account Manager



# JUDGE'S CHOICE



## OWA Animated Brand Identity

### ENTRANT:

Craftshow Digital

### CLIENT:

OWA Parks and Resort

### CREDITS:

Drew Hall, Creative Director

Jimm Needle, Producer

Adam Fritz, Art Director / Animator



WINNERS  
PROFESSIONAL

# OUT-OF-HOME & AMBIENT MEDIA



## SILVER ADDY® AWARD AMBIENT MEDIA, SINGLE EVENT



### Mudflap MATS Trade Show Booth

**ENTRANT:**

Good Giant

**CLIENT:**

Mudflap

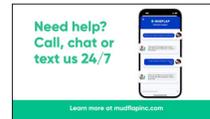
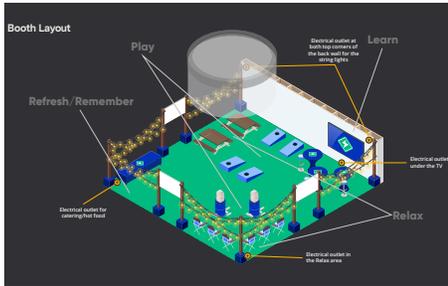
**CREDITS:**

Keith Castelin, Designer

Keller Reeves, Copywriter

Pat Reid, Creative Director

Sarah Jones, Account Supervisor / Producer



## GOLD ADDY® AWARD OUT-OF-HOME, LARGE VENUE—SINGLE

### “Millie the Mobile Market” Vehicle Wrap

**ENTRANT:**

Feeding the Gulf Coast

**CLIENT:**

Feeding the Gulf Coast

**CREDITS:**

Amanda Young, Director of Marketing & Communications

Caleb Givens, Digital Marketing & Data Specialist



# ONLINE/INTERACTIVE



## SILVER ADDY® AWARD SOCIAL MEDIA, CAMPAIGN

### Week of Welcome Hype Videos

**ENTRANT:**

University of South Alabama

**CLIENT:**

University Of South Alabama

**CREDITS:**

James Palomo, Director of Videography and Photography

Kevin Morris, Video Services Coordinator

Jamie Anthony, Social Media and Digital Marketing Coordinator

Jeb Schrenk, Senior Director of Strategic and Executive Communications

Diana Nichols, Senior Director of Marketing and Creative Services



## SILVER ADDY® AWARD SOCIAL MEDIA, CAMPAIGN

### Abeka Academy Social Campaign

**ENTRANT:**

Lewis Communications

**CLIENT:**

Abeka

**CREDITS:**

RT Herwig, Creative Director

Deanna Chisholm, Associate Creative Director

Amanda Peacock, Senior Art Director

Vannie Bohlen, Art Director

Adam Pawlowski, Copywriter

Joshua Poag, Copywriter

Theresa Webb, Agency Producer

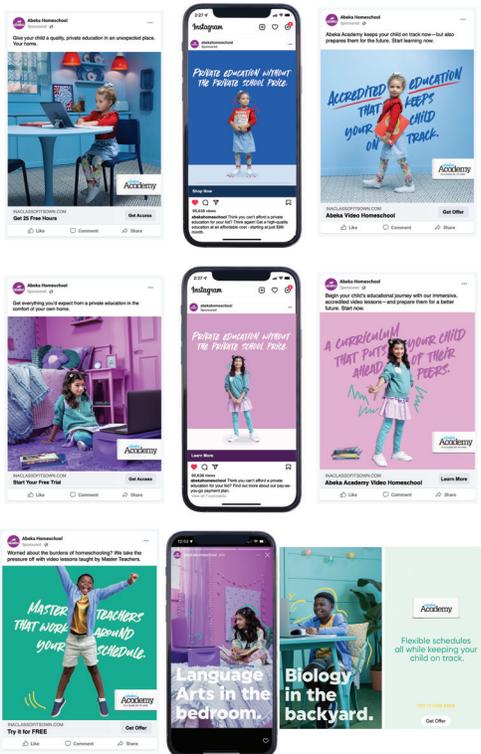
Caroline Huff, Production Coordinator

James Acomb, Photographer

Jennifer Dira, VP Account Services

Rhonda Wilkinson, Senior Account Manager

Hudson Moss, Account Analyst



# ONLINE/INTERACTIVE



**GOLD ADDY® AWARD**

**BRANDED CONTENT & ENTERTAINMENT FOR ONLINE/INTERACTIVE**



## Pencils Down

**ENTRANT:**

Lewis Communications

**CLIENT:**

Abeka

**CREDITS:**

RT Herwig, Creative Director

Deanna Chisholm, Associate Creative Director

Amanda Peacock, Senior Art Director

Rachel Carney, Art Director

Amy Hatfield, Copywriter

Jennifer Dira, VP Account Services

Rhonda Wilkinson, Senior Account Manager

Hudson Moss, Account Analyst

Fuller Talbot, Account Manager

Jordan Newman, VP Strategy & Research

Cat Bartz, VP Channel Engagement

Mary-Bradley Rea, Marketing Analytics Supervisor



# FILM, VIDEO, & SOUND



**SILVER ADDY® AWARD**

**TELEVISION ADVERTISING,  
LOCAL (ONE DMA) - SINGLE SPOT**

## Real Eth-Neck

**ENTRANT:**

Craftshow Digital

**CLIENT:**

Mediterranean Sandwich Company

**CREDITS:**

Drew Hall, Creative Director

Jestina Willis, Producer



# FILM, VIDEO, & SOUND



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

### Find Your Place

**ENTRANT:**

University of South Alabama

**CLIENT:**

University of South Alabama

**CREDITS:**

James Palomo, Director of Videography and Photography

Kevin Morris, Video Production Coordinator

Kim Lovvorn, Associate Director of Creative Services

Diana Nichols, Senior Director of Marketing and Creative Services

Jeb Schrenk, Senior Director of Strategic and Executive Communications



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

### Our Living History

**ENTRANT:**

Joseph Brennan Film

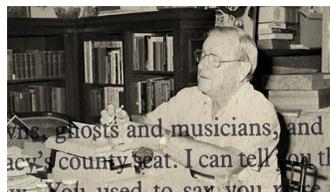
**CLIENT:**

Visit Mobile

**CREDITS:**

Joseph Brennan, Director, DP, Editor

Oliver Dorgan, Writer, Agency Producer



# FILM, VIDEO, & SOUND



## SILVER ADDY® AWARD

ONLINE FILM, VIDEO, AND SOUND, INTERNET COMMERCIAL - SINGLE SPOT



### Roosters - "The First Timer"

**ENTRANT:**

Skodaworks Media and Marketing

**CLIENT:**

Roosters

**CREDITS:**

Kris Skoda, Creative Director

Kris Skoda, Director/Writer

Bernie Sawyer, Director of Photography

Frankie Little, Executive Producer



## GOLD ADDY® AWARD

ONLINE FILM, VIDEO, AND SOUND, INTERNET COMMERCIAL - CAMPAIGN

### Cuba and Mobile: An Experience

**ENTRANT:**

Craftshow Digital

**CLIENT:**

Exploreum Science Center

**CREDITS:**

Drew Hall, Creative Director

Jeff Worley, Director of Photography / Colorist

Don Comeaux, Executive Producer

Josh Holland, Executive Producer



# CROSS PLATFORM



**GOLD ADDY® AWARD**

**INTEGRATED ADVERTISING CAMPAIGNS, CONSUMER CAMPAIGN-REGIONAL/NATIONAL**

## Vacation Artfully Pensacola 2023

**ENTRANT:**

Hummingbird Ideas

**CLIENT:**

Vacation Artfully Pensacola, Fla.

**CREDITS:**

Courtney Harris, Creative Director

Chelsea Followwell, Designer

Jessica Wohner, Web Development Manager

Jarrold England, COO

Nick Ewertz, Copywriter

Nick Gray, Video Editor

Calliope Films, Videography

Mary Beth Massey, Account Manager



**GOLD ADDY® AWARD**

**INTEGRATED ADVERTISING CAMPAIGNS, CONSUMER CAMPAIGN-REGIONAL/NATIONAL**



## 10th Anniversary Foo Foo Fest Campaign

**ENTRANT:**

Hummingbird Ideas

**CLIENT:**

Art, Culture, and Entertainment, Inc.

**CREDITS:**

Courtney Harris, Creative Director

Chelsea Followwell, Designer

Kristin Black, Designer

Jarrold England, COO

Mary Beth Massey, Account Manager

Nick Ewertz, Copywriter

Nick Gray, Video Editor

Calliope Films, Videography

Pensacola Vibes, Videography

# CROSS PLATFORM



## SILVER ADDY® AWARD

### INTEGRATED BRAND IDENTITY CAMPAIGN - LOCAL OR REGIONAL/NATIONAL

#### Already In The House

**ENTRANT:**

Craftshow Digital

**CLIENT:**

ProShield Pest Control

**CREDITS:**

Drew Hall, Creative Director

Jeff Etheridge, Writer /Art Director

Jestina Willis, Producer



## SILVER ADDY® AWARD

### INTEGRATED BRAND IDENTITY CAMPAIGN - LOCAL OR REGIONAL/NATIONAL



#### Wondr Nation Branding Campaign

**ENTRANT:**

Good Giant

**CLIENT:**

Wondr Nation

**CREDITS:**

Keith Castelin, Designer

Keller Reeves, Copywriter

Pat Reid, Creative Director

Sarah Jones, Account Supervisor

James Grillo, Digital Producer

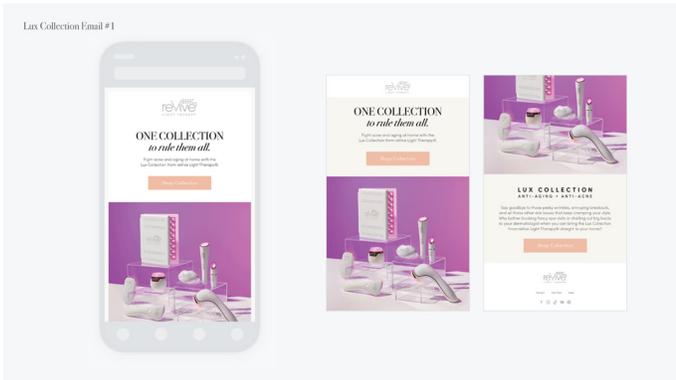


# CROSS PLATFORM



## SILVER ADDY® AWARD

### INTEGRATED BRANDED CONTENT CAMPAIGN – LOCAL OR REGIONAL/NATIONAL



## Lux Collection Campaign

### ENTRANT:

Lewis Communications

### CLIENT:

LED Technologies

### CREDITS:

RT Herwig, Creative Director

Deanna Chisholm, Associate Creative Director

Alex Yancy, Art Director

Amanda Gibson, Copywriter

Robert Froedge, Executive Vice President  
Integrated Creative Officer

Theresa Webb, Agency Producer

Caroline Huff, Production Coordinator

Elizabeth Wiseman, Photographer

Jennifer Dira, VP Account Services

Joy Mims Honeycutt, Account Director

Rhonda Wilkinson, Senior Account Manager

Holli Robertson, Account Manager



This year AAF Mobile Bay celebrated their 75<sup>th</sup> anniversary!  
Thank you for partnering with us and helping us achieve this  
75<sup>th</sup>-anniversary milestone!

# ELEMENTS OF ADVERTISING



## GOLD ADDY® AWARD VISUAL, ART DIRECTION—CAMPAIGN

### “In a Class of Its Own” Set Design

**ENTRANT:**

Lewis Communications

**CLIENT:**

Abeka

**CREDITS:**

RT Herwig, Creative Director  
 Deanna Chisholm, Associate Creative Director  
 Amanda Peacock, Senior Art Director  
 Adam Pawlowski, Copywriter  
 Joshua Poag, Copywriter  
 Theresa Webb, Agency Producer  
 Caroline Huff, Production Coordinator  
 James Acomb, Photographer  
 Turner Little, Set Designer  
 Ande Fanning, Stylist  
 Jennifer Dira, VP Account Services  
 Rhonda Wilkinson, Senior Account Manager



## SILVER ADDY® AWARD FILM & VIDEO, CINEMATOGRAPHY—SINGLE



### AM/NS Calvert: Strengthened by People - Innovations in Steel Video

**ENTRANT:**

EyeOn Digital Productions

**CLIENT:**

AM/NS Calvert

**CREDITS:**

John Thompson, Producer / Director  
 Kevin Sibley, Director of Photography  
 Kristen Mosley | Team Manager, Communications and Corporate Responsibility AM/NS Calvert, Executive Producer

# ELEMENTS OF ADVERTISING



## SILVER ADDY® AWARD

### FILM & VIDEO, CINEMATOGRAPHY—CAMPAIGN

#### CACC Applied Technologies

**ENTRANT:**

EyeOn Digital Productions

**CLIENT:**

Coastal Alabama Community College

**CREDITS:**

John Thompson, Producer / Director

Kevin Sibley, Director of Photography

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



## GOLD ADDY® AWARD

### FILM & VIDEO, ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS



#### OWA Animated Brand Identity

**ENTRANT:**

Craftshow Digital

**CLIENT:**

OWA Parks and Resort

**CREDITS:**

Drew Hall, Creative Director

Jimm Needle, Producer

Adam Fritz, Art Director / Animator

# ELEMENTS OF ADVERTISING



**GOLD ADDY® AWARD**

**FILM & VIDEO, CINEMATOGRAPHY—SINGLE**

## Mobile is for Best Friends

**ENTRANT:**

Skodaworks Media and Marketing

**CLIENT:**

Visit Mobile

**CREDITS:**

Oliver Dorgan, Creative Director

Kris Skoda, Director/Director of Photography

Bernie Sawyer, Producer



## SPECIAL ADVERTISING SECTION



# THANK YOU SPONSORS

