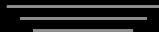


AMERICAN ADVERTISING AWARDS

AAF MONTGOMERY

2013-2014





2014 ADDY® AWARDS
ADDYs Co-Chairs: Michelle Leland and Kristina Turner

howtoaddy.com
aafmontgomery.org

**THANK YOU TO OUR
PRESENTING SPONSORS**
VENUE
ALLEY STATION

WINNER'S BOOK
WELLS PRINTING

TROPHIES
VITAL SIGNS
INNOVATIVE METAL
PRODUCTS

EMCEE
TONYA TERRY

THANK YOU TO OUR SPONSORS
Alabama Shakespeare Festival
Bokeh Amore Photography
Capri Theatre
Chophouse
Chris' Hot Dogs
Civil Rights Memorial Center
Cloverdale Playhouse
Elements of Photography
Fleet Feet
FUMC Cloverdale Campus
Hampton Inn and Suites
Hue Studio Inc.
LogoBranders
Lovett Printing
Martha's Place
Matrix
McKinney Cakes
Montgomery Biscuits
Pure Barre
Railyard Brewing Co.
Red's Little School House
Resolution Fitness
Southern Poverty Law Center
Splurge Montgomery
Stamp Idea Group
Stills Crossroads
Alabama 'Shine
Super Suppers
Vixen Vodka
Walker360
Wintzell's Oyster House
Zoës Kitchen

SPECIAL THANKS
Sarah Churchman, AAF Montgomery President;
Hillary Andrews; Leigh Farrior; Gina Fonseca;
Torey Hatfield; Summer Patterson; and Jennifer Wiggins

Hunter McGuire, Thomas Styles, Marie Wise, and all
the many others who have helped in this endeavor.

The American Advertising Awards program is the advertising industry's largest and most representative creative competition, recognizing creative excellence in the art of advertising.

Sponsored by the AAF, the American Advertising Awards competition represents the broadest creative spirit of advertising by recognizing all forms of advertising; in all varieties of media; created by all sizes and types of entrants; and from all over the country. Nationally, more than 40,000 total entries are entered and judged annually. Roughly 150 entries were entered and judged in Montgomery. Here are the best of the best.

STUDENT JUDGES



VICTORIA BELTON

Victoria is a 2004 graduate of the University of Alabama where she received her degree in Marketing and Advertising. Currently, Victoria is the Marketing Director for the Montgomery Area Transit System (MATS). Victoria has served as President of the AAF-Montgomery and a coordinator of the AAF 7th District. She has worked with the AAF-Montgomery with Portfolio Day and other initiatives. She was a charter member of Emerge Montgomery, where she chaired a number of committees. In addition, she has worked with local advertising agencies producing short videos and making personal appearances in several PSAs. Victoria is actively involved with several community organizations in Montgomery. She is also a member of Alpha Kappa Alpha Sorority.



MARGARET CUNNINGHAM

As senior art director at Cunningham Group, Margaret takes “art” to a new level. She brings a certain sophistication and beauty to every project she touches. With nearly 20 years under her belt at Cunningham, she has definitely made a positive impact on their business and clients. Her countless awards and tireless volunteer involvement in the community make her a strong asset to the Cunningham team.



VALERIE DOWNES

Valerie is a native of Montgomery, Alabama, and received a Bachelor of Arts degree in Graphic Design and Illustration from the University of Tennessee. After hiking the Appalachian Trail in 1998, she returned to Montgomery and found a home and passion for social justice work at the Southern Poverty Law Center where she currently serves as Senior Designer. Valerie's work includes print and publication design, identity design, photography, videography and video production. Her work has been recognized by the Society of Publication Designers, PRINT, HOW, Graphic Design USA, the ADDY Awards and the Association of Educational Publishers. She currently lives with her life partner, Benjamin, their vibrant 4-year-old son, Dexter, and joyful 1/2-year-old daughter, Jett, along with Norvel Nash the wonder dog.



JIM LEONARD

Jim is agency Principal & Executive Creative Director at Stamp Idea Group. During his 30-year career in advertising, Jim has worn many hats including media director, account executive, copywriter and partner. In 2002, 2005 and 2012, Jim was named Copywriter of the Year by the AAF-Montgomery as well as Account Executive of the Year by the AAF-Montgomery in 2002. His influence on work for print, broadcast, outdoor and digital/on-line has been recognized with ADDY awards for creative excellence at both the local and district levels. He has served on the boards of the Montgomery Symphony Orchestra, Montgomery Museum of Fine Arts — Junior Patrons, Montgomery Area Business Committee for the Arts, AAF-Montgomery, and The Montgomery Academy. He and his wife Camille love the arts, love to travel and are raising two creative teenage daughters.

PROFESSIONAL JUDGES



ANDY LAYTON

Andy is the Associate Creative Director and Head of Copy at Red Square Gaming in Mobile, Alabama. For the last 13 plus years, he has been a copywriter/creative director for a range of digital, traditional and retail focused agencies that include the Slaughter Group, TPN and BFG Communications. Andy has worked with a wide range of clients that include everything from Coca Cola N.A. and Diageo to I.H.G, Tenet Healthcare, Warner Brothers and The Cartoon Network. His work has been recognized by a variety of local, regional and national awards shows and publications, though his most-favorite thing by-far is working with up-and-coming, young creatives in the relentless pursuit of all that is advertising.



CHRIS MILLS

Chris is a digital art director for Luckie in Birmingham, Alabama. He formerly worked as a designer at Red Square Agency in Mobile as well as an art director at Cunningham Group in Montgomery. Among the accounts Chris has worked on are Alabama Tourism, Bayer Advanced, Blue Cross Blue Shield of Alabama, Captain D's, Full Sail University, GlaxoSmithKline, Hard Rock Casino, Hibbett Sports, Little Debbie, Syracuse University, University of Alabama and Vanderbilt University. Chris is a graduate of Auburn University at Montgomery.



DAWN REEVES

Dawn is the Vice President of Marketing and Advertising for RealtySouth, the largest real estate brokerage firm in Alabama. From creative direction to copy writing and media buy, her responsibilities are extensive. Dawn was named as one of Birmingham's Top 40 Under 40 in 1997 and honored as Birmingham's Advertising Woman of the Year in 2003 and 2008. While her career began as a copywriter and soon progressed to managing editor of Alabama's largest weekly distributed newspaper, she has since served as creative director and editor, working with in-house agencies in some of Birmingham's largest corporations. In addition to her daily responsibilities, she is the editor for Home Gallery magazine. With columns, feature stories and photography gracing multiple publications in the South through her own company, Well S@id, she still enjoys the thrill of a published byline.



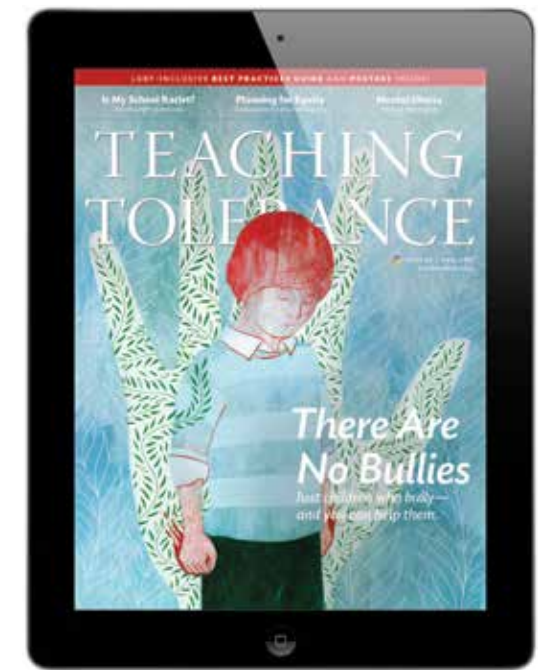
ART DIRECTOR OF THE YEAR

RUSSELL ESTES
Southern Poverty Law Center

SPECIAL AWARDS



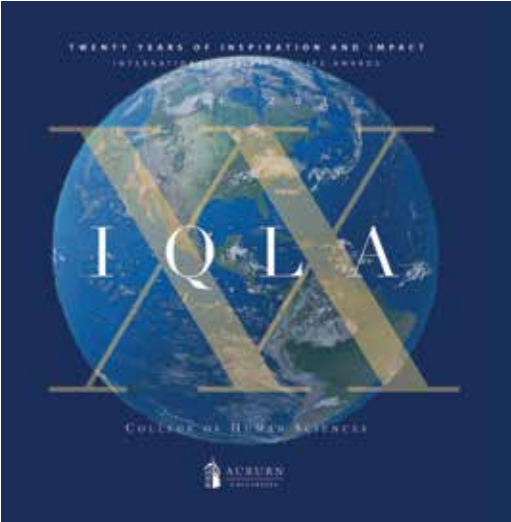
BEST OF SHOW
STAMP IDEA GROUP
Montgomery Museum of Fine Arts
Material Transformations Exhibition Catalog
Camille Leonard, Art Director
Beth Bushman, Account Executive



MOSAIC AWARD
SOUTHERN POVERTY LAW CENTER
Teaching Tolerance iPad Magazine Fall 2013
Russell Estes, Design Director
Valerie Downes, Senior Designer
Michelle Leland, Designer
Sunny Paulk, Designer
Scott Phillips, Designer
Kristina Turner, Designer
Shannon Anderson, Design Assistant



PUBLIC SERVICE AWARD
STAMP IDEA GROUP
 River Region United Way
 2013 Campaign Appeal Video
 Stephen Poff, Videographer
 David Allred, Producer



JUDGES' CHOICE
AUBURN UNIVERSITY OFFICE OF COMMUNICATIONS & MARKETING
 Auburn University College of Human Sciences
20 Years of Inspiration and Impact: International Quality of Life Awards
 Al Eiland, Graphic Designer; Creative Supervisor
 June Henton, Editor; Dean, College of Human Sciences
 Harriet Giles, Editor; Director of External Relations, College of Human Sciences
 Jane Kucera, Managing Editor; Assistant Director, Communications & Marketing, College of Human Sciences
 Amy Weaver, Copy Editor; Communications Specialist
 Camille Barkley, Executive Director; Director, Marketing & Creative Services



JUDGES' CHOICE
STAMP IDEA GROUP
 Auburn Montgomery
 Summer Enrollment Campaign
 Karla Merritt, Art Director
 Lee Gipson, Copywriter
 Beth Bushman, Account Executive
 Jim Leonard, Executive Creative Director



JUDGES' CHOICE
STAMP IDEA GROUP
 Baptist Medical Center South
 "Healing is in Your Hands" Video
 Jim Leonard, Creative Director
 Lee Gipson, Copywriter
 Jack Turner, Music/Sound Design
 Stephen Poff, Videographer
 Mark Hunter, Producer
 Beth Bushman, Account Executive



STAMP IDEA GROUP

Montgomery Museum of Fine Arts
Material Transformations Exhibition Catalog
Camille Leonard, Art Director
Beth Bushman, Account Executive



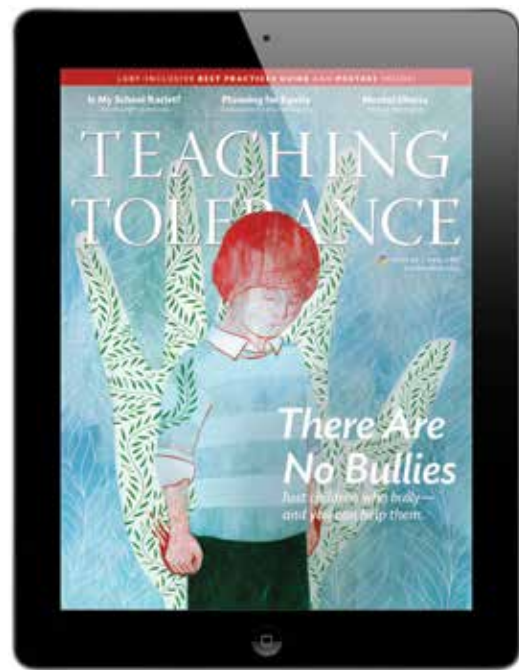
STAMP IDEA GROUP

The Joy to Life Foundation
Lean Magazine
Karla Merritt, Art Director
Brooke Johnson, Graphic Designer
Lani Ashner, Account Executive
Jamie Ramsey, Account Coordinator



STAMP IDEA GROUP

Merger Announcement Direct Mail
Camille Leonard, Art Director
Jim Leonard, Copywriter



SOUTHERN POVERTY LAW CENTER

Teaching Tolerance iPad Magazine Fall 2013

Russell Estes, Design Director

Valerie Downes, Senior Designer

Michelle Leland, Designer

Sunny Paulk, Designer

Scott Phillips, Designer

Kristina Turner, Designer

Shannon Anderson, Design Assistant



COMMUNICORP

Aflac Convention 2014 Hawaii Campaign

Julie Sanders, Graphic Designer



STAMP IDEA GROUP

Auburn Montgomery

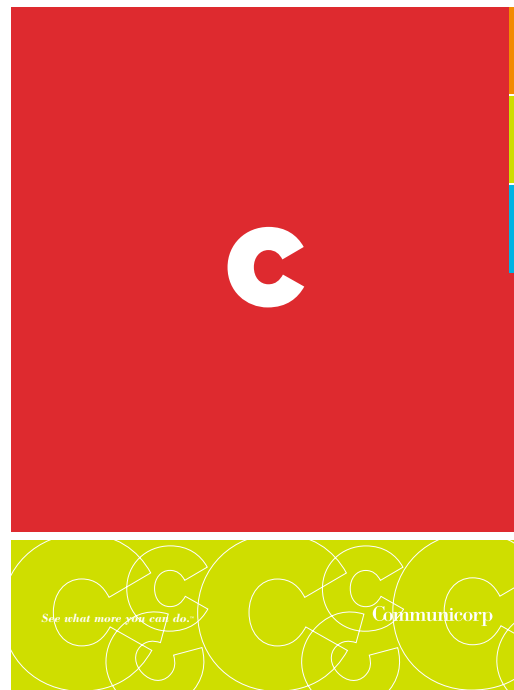
Summer Enrollment Campaign

Karla Merritt, Art Director

Lee Gipson, Copywriter

Beth Bushman, Account Executive

Jim Leonard, Executive Creative Director



COMMUNICORP

Communicorp Stationery Package
Jill Henderson, Senior Graphic Designer
Toy Bagwell, Graphic Designer
Julie Sanders, Graphic Designer



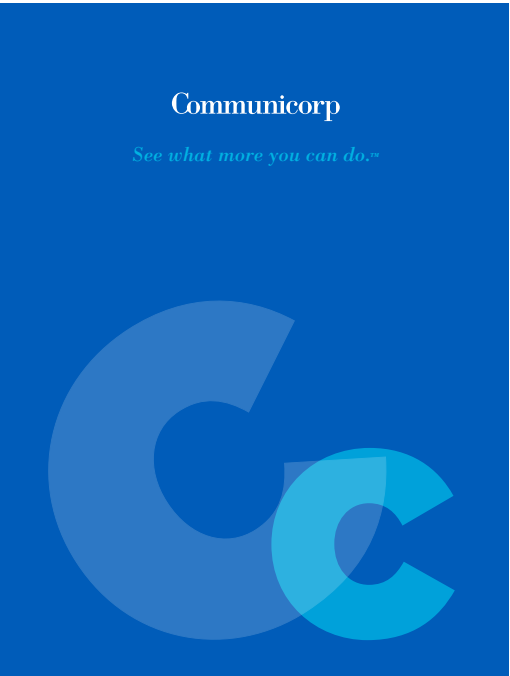
AUBURN UNIVERSITY OFFICE OF COMMUNICATIONS & MARKETING

Auburn University College of Human Sciences
20 Years of Inspiration and Impact: International Quality of Life Awards
Al Eiland, Graphic Designer; Creative Supervisor
June Henton, Editor; Dean, College of Human Sciences
Harriet Giles, Editor; Director of External Relations, College of Human Sciences
Jane Kucera, Managing Editor; Assistant Director, Communications & Marketing, College of Human Sciences
Amy Weaver, Copy Editor; Communications Specialist
Camille Barkley, Executive Director; Director, Marketing & Creative Services



SOUTHERN POVERTY LAW CENTER

Mix It Up at Lunch Day Posters
Russell Estes, Design Director
Sunny Paulk, Designer



COMMUNICORP
Communicorp Marketing Brochure
Julie Sanders, Graphic Designer
Toy Bagwell, Graphic Designer



STAMP IDEA GROUP
River Region United Way
2013 Campaign Appeal Video
Stephen Poff, Videographer
David Allred, Producer



**AUBURN UNIVERSITY OFFICE OF
COMMUNICATIONS & MARKETING**
Auburn University Office of Development
1856 Society Event Invitation Campaign
Tracey Newell, Graphic Designer
Teresa Whitman-McCall, Director,
Campus & Community Events
Chris Green, Coordinator, Campus & Community Events
Standard Press, Atlanta, GA, Printer

STAMP IDEA GROUP
The Locker Room
The Locker Room Website
Perry Brown, Art Director
Jim Leonard, Copywriter
Beth Bushman, Account Executive
Shawn Tritz, Interactive Director
Ben Shoults, Developer
Laura Hicks, Interactive Project Manager

STAMP IDEA GROUP

Sight Savers America
Sight Savers Sales Kit
Perry Brown, Art Director
Beth Bushman, Account Executive
Camille Leonard, Creative Director
Colin Campbell, Graphic Designer

SOUTHERN POVERTY LAW CENTER

Teaching Tolerance Spring 2013 Magazine Cover
Russell Estes, Design Director
Valerie Downes, Senior Designer
Chris Buzelli, Illustrator

COMMUNICORP

Aflac President's Club 2014 Ireland
Julie Sanders, Graphic Designer

COMMUNICORP

Columbus State University Department
of Art Publication
Julie Sanders, Graphic Designer

COMMUNICORP

Aflac Amos Awards Program 2013 New York
Julie Sanders, Graphic Designer
Slade Williams, Graphic Designer

STAMP IDEA GROUP

Tucker Pecan Company
Tucker Pecan Website
Leigh Farrior, Art Director
Jim Leonard, Copywriter
Beth Bushman, Account Executive
Laura Hicks, Interactive Project Manager
Camille Leonard, Creative Director

SOUTHERN POVERTY LAW CENTER

Teaching Tolerance Fall 2013 Magazine
Russell Estes, Design Director
Valerie Downes, Senior Designer
Michelle Leland, Designer
Sunny Paulk, Designer
Scott Phillips, Designer
Kristina Turner, Designer
Shannon Anderson, Design Assistant

STAMP IDEA GROUP

Columbus, Georgia CVB
Columbus CVB Website
Shawn Tritz, Designer
Lani Ashner, Senior Account Executive
Laura Hicks, Interactive Project Manager
Lee Gipson, Copywriter

STAMP IDEA GROUP

Baptist Medical Center South
"Healing Is In Your Hands" Video
Jim Leonard, Creative Director
Lee Gipson, Copywriter
Jack Turner, Music/Sound Design
Stephen Poff, Videographer
Mark Hunter, Producer
Beth Bushman, Account Executive

AUBURN UNIVERSITY OFFICE OF
COMMUNICATIONS & MARKETING

Auburn University Office of Admission & Recruitment
THIS IS AUBURN. Admissions & Recruitment Campaign
Camille Barkley, Executive Director; Director,
Marketing & Creative Services
Mary Huddleston, Graphic Designer
Jeff Etheridge, Photography; Director,
Photographic Services
Melissa Humble, Photographer
Pam Kirby, Print Manager
Michael Mardis, Assistant Director Enrollment Services

SOUTHERN POVERTY LAW CENTER

Intelligence Report Winter 2013 Magazine Cover
Russell Estes, Design Director
Lincoln Agnew, Illustrator



STUDENT DESIGNER OF THE YEAR

NOLAN ODOM
Troy University



BEST OF SHOW
NOLAN ODOM
Troy University
Alabama's Labor Situation Posters

SPECIAL STUDENT AWARDS



JUDGES' CHOICE
SHAYNA ROLDAN
 Auburn University Montgomery
 Firestone Walker Brewing Company
 Beer Packaging



JUDGES' CHOICE
RACHEL ODOM
 Auburn University Montgomery
 Southern Syrup Company Packaging



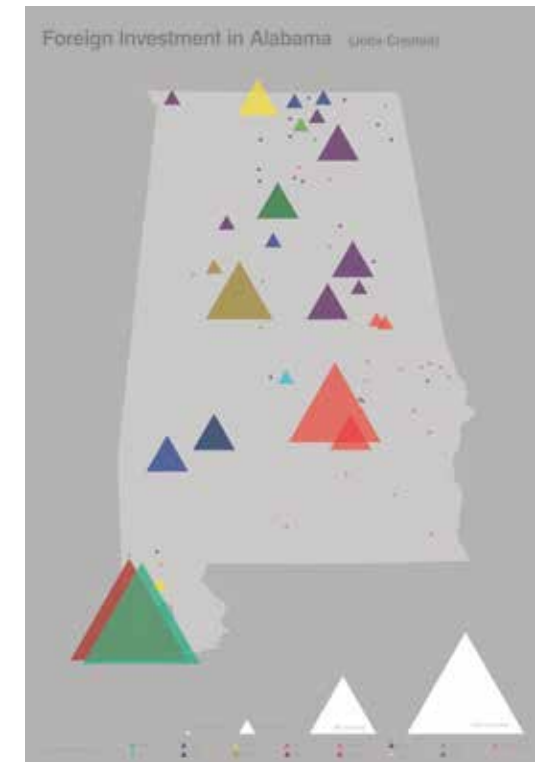
JUDGES' CHOICE
ELIZABETH KATHERINE JENKINS
 Troy University
 Our Story Illustration Campaign



STUDENT GOLD ADDY®



SHAYNA ROLDAN
Auburn University Montgomery
Firestone Walker Brewing Company Beer Packaging



NOLAN ODOM
Troy University
Alabama's Labor Situation Posters



SARAYA WILLIAMS

Troy University
Lumaglo Packaging



RACHEL ODOM

Auburn University Montgomery
Southern Syrup Company Packaging

STUDENT SILVER ADDY®

ELIZABETH KATHERINE JENKINS

Troy University
Our Story Illustration Campaign

MAIREAD SHAFFIELD

Troy University
This Is Domestic Violence Poster

KAITLYN FRANKLIN

Troy University
Belle Magazine

NOLAN ODOM

Troy University
Passage Poster

HEATHER ALLEMAN

Troy University
Double Take Photography Campaign



