

AAF-MONTGOMERY 2014-2015

AMERICAN ADVERTISING AWARDS





2015 ADDY® AWARDS
ADDYs Co-Chairs: Michelle Leland and Kristina Turner

howtoaddy.com
aafmontgomery.org

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Wintzell's Oyster House

SPECIAL THANKS
ADDYs committee: Jim Bradley and Callie Hincy
AAF President: Sarah Churchman
AAF Board: Taylor Daughtry, Leigh Farrior, Summer Patterson, Amber Willingham
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 160 entries were entered and judged in Montgomery. Here are the best of the best.

STUDENT JUDGES



RUSSELL ESTES
DESIGN DIRECTOR
SOUTHERN POVERTY LAW CENTER

Russell Estes brings over 20 years of editorial and environmental design, advertising, corporate marketing, video production and new media experience to his role as design director at the Southern Poverty Law Center (SPLC).

His work can be found on the pages of the *Intelligence Report* and *Teaching Tolerance* magazines, throughout the extensive SPLC collateral catalogue and even throughout the SPLC building (he designs installations, too!).

In addition to being an award-winning designer (he was recently awarded *Print* magazine's Best in Region honor and was the 2014 American Advertising Federation of Montgomery Art Director of the Year), Russell is a musician and an avid consumer of comic books, graphic novels and related films.

He is an Alabama native and a graduate of Auburn University at Montgomery.



SCOTT PEEK
OWNER/PRESIDENT
STANDARD DELUXE

Scott Peek is an Alabama artist and owner of Standard Deluxe Inc. (est. 1991), a local design and silkscreen print shop and live music venue. Standard Deluxe hosts the Waverly “Old 280” Boogie Music and Arts Festival every spring and fall.

Scott works to create all of the materials produced by Standard Deluxe. Among the many acts that have played at Standard Deluxe in the tiny town of 145 residents: Alabama Shakes, The Civil Wars, Patterson Hood, Jason Isbell, Charles Bradley, Junior Brown, Nikki Lane, Larry Keel, Richard Buckner, John Moreland, the Felice Bros., the Secret Sisters and dozens of others over the past 20+ years in business.

Scott has also created tour merchandise for numerous national and international touring artists, including Burning Spear, Toots and the Maytals, Dr. John, Eric Clapton, U2 and many others.



JENNIFER SOLT
CREATIVE DIRECTOR
24 COMMUNICATIONS

Before opening the doors to 24 Communications in 2006, Jennifer Solt worked in marketing and advertising for over 10 years, gaining valuable experience on the client side in a variety of industries.

As vice president of marketing for an international food service franchise, she provided marketing direction and advertising agency management for B-to-B, B-to-C and B-to-G operations.

As principal and creative director for 24 Communications, she provides award-winning, integrated multi-media campaign direction for clients ranging from state agencies to IT security firms and everything in between. Jennifer has been recognized for outstanding contributions in emerging and traditional media with ADDY Creative Excellence Awards as well as Marcom and Hermes Creative Awards.

Her firm was awarded a prestigious Communitas Award in 2014 for excellence in community service and leadership by the Association of Marketing and Communication Professionals.

PROFESSIONAL JUDGES



A.J. BUSÉ
OWNER
BRAND NEW DAY

Even as a young man, A.J. always knew he'd end up doing “something creative.”

He has worked in print production (still loves the smell of ink), public relations, account service and graphic design. After time spent at a handful of Nashville ad agencies, and armed with a B.S. degree in advertising and an M.S. degree in mass communication, A.J. started his own shop and has run Brand New Day for more than 15 years. He has also taught advertising, graphic design and PR classes at the college level.

A.J. has served as president of AAF Nashville and governor of District 7, and he is currently vice-chair of the National AAF Council of Governors. He has judged a number of local ADDY competitions as well as the AAF National Student Advertising Competition.

A.J. now lives in East Nashville with his partner and their sons.



CHAD BAKER
VICE PRESIDENT, CREATIVE
MEYOCKS

Chad Baker is vice president, creative with Meyocks in Des Moines, Iowa. He performs the roles of copywriter, creative director, broadcast producer and strategist for clients including Delta Dental and Hy-Vee grocery stores.

In a previous agency life, he created award-winning work for the Iowa Lottery, Farm Bureau Financial Services and Kum & Go convenience stores and served as director-at-large of creative services for the Des Moines AAF chapter.

A graduate of Drake University, he holds a bachelor's degree in advertising and a master's degree in integrated marketing.

In his free time, he enjoys writing screenplays he never intends to produce and books he never intends to publish. He has two Boston Terriers named Baxter and Murray. His wife would like several more.



VICTORIA EKWENUKE
SENIOR ASSISTANT BRAND BUILDING MANAGER
UNILEVER

Victoria Ekwenuke currently works in Toronto, Canada for Unilever supporting brands such as Dove Men, Simple, Ponds, Noxzema and St. Ives.

She comes with highly relevant brand management experience in the CPG industry spanning both the U.S. and Canada. She started her marketing career working for Swiss Chocolatier — Lindt and Sprungli in Toronto before obtaining her MBA at Howard University in Washington, D.C.

In her spare time, Victoria freelances as a designer (both graphic and fashion), enjoys traveling and plays soccer. She is passionate about professional development and serves on the board of the National Black MBA Association.

Her interest in philanthropic work is demonstrated through her volunteerism with Eko Club International, a nonprofit organization aimed to better socioeconomic conditions in Nigeria. She also directs her own personal nonprofit project, Knowledge Is Victory.

SPECIAL AWARDS

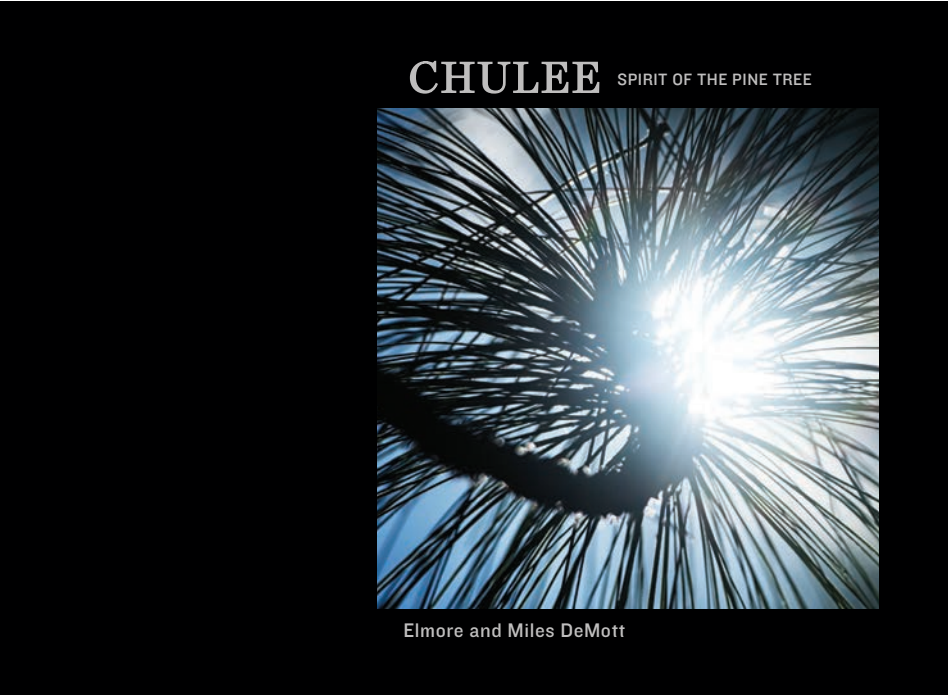


ART DIRECTOR OF THE YEAR

RUSSELL ESTES
Southern Poverty Law Center

COPYWRITER OF THE YEAR

LEE GIBSON
Stamp Idea Group



BEST OF SHOW

ERIKA TRACY DESIGN

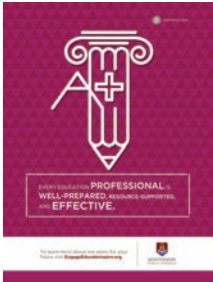
Elmore DeMott Photography

CHULEE

Erika Tracy, Graphic Designer

Elmore DeMott, Photographer

Miles DeMott, Author



BEST OF PRINT

STAMP IDEA GROUP

Montgomery Public Schools

MPS Poster Campaign

Camille Leonard, Creative Director

Beth Bushman, Account Executive



BEST OF INTERACTIVE

STAMP IDEA GROUP

Alabama Wildlife Federation

alabamaquailtrail.com

Leigh Farrior, Art Director

Shawn Tritz, Art Director/Developer

Taylor Daughtry, Developer

Jim Leonard, Copywriter

Laura Hicks, Account Executive

Susan Bryan, Account Executive

Colin Campbell, Account Coordinator



JUDGE'S CHOICE

24 COMMUNICATIONS

Alabama Council on Developmental Disabilities

I CAN Campaign Videos

Jennifer Solt, Designer/Creative Director

Callie Hincy, Account Executive

Randy Anderson, Web Developer

Minnie Lamberth, Copywriter



JUDGE'S CHOICE

SOUTHERN POVERTY LAW CENTER

Keeping the Dream Alive: The Cases and Causes of the Southern Poverty Law Center

Russell Estes, Design Director

Valerie Downes, Senior Designer

Michelle Leland, Designer

Shannon Anderson, Design Assistant

Scott Phillips, Designer

Kristina Turner, Designer

Sunny Paulk, Designer



JUDGE'S CHOICE

STAMP IDEA GROUP

Montgomery Area Chamber of Commerce

Convention and Visitor Bureau

Selma March Anniversary Logo

Camille Leonard, Creative Director

Jamie Ramsey, Account Executive



Alabama Council for Developmental Disabilities | 100 North Union Street Montgomery, Alabama 36104 | 334-242-3973 | 800-232-2158 | www.ACDD.org

MOSAIC AWARD

24 COMMUNICATIONS

Alabama Council on Developmental Disabilities

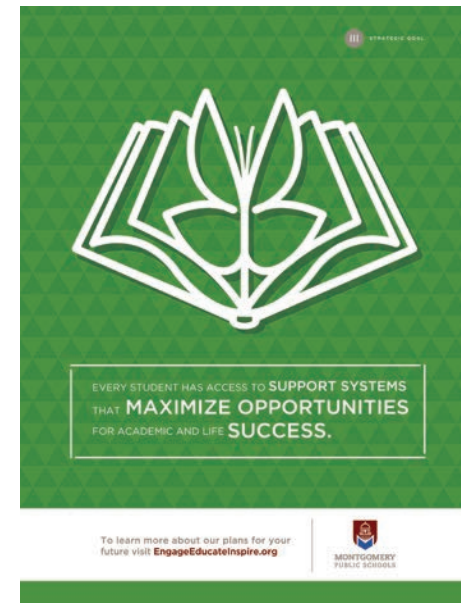
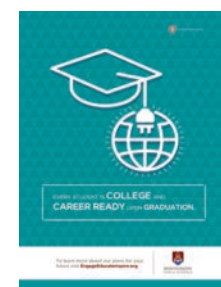
I CAN Campaign

Jennifer Solt, Designer/Creative Director

Callie Hincy, Account Executive

Randy Anderson, Web Developer

Minnie Lamberth, Copywriter



PUBLIC SERVICE AWARD

STAMP IDEA GROUP

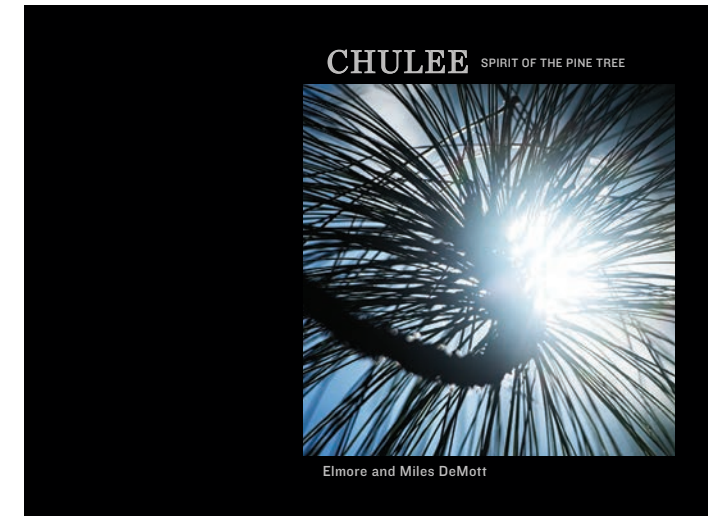
Montgomery Public Schools

MPS Poster Campaign

Camille Leonard, Creative Director

Beth Bushman, Account Executive

GOLD ADDY



ERIKA TRACY DESIGN

Elmore DeMott Photography

CHULEE

Erika Tracy, Graphic Designer

Elmore DeMott, Photographer

Miles DeMott, Author

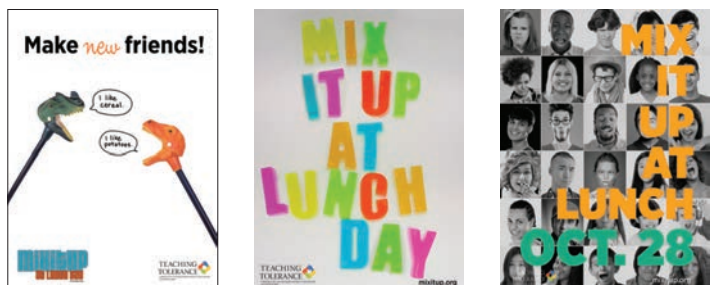


BIG DREAMZ CREATIVE

lean Magazine

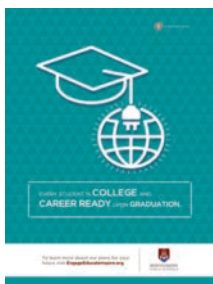
lean Magazine Summer 2014 Cover Photo

Nancy Fields, Photographer



SOUTHERN POVERTY LAW CENTER

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



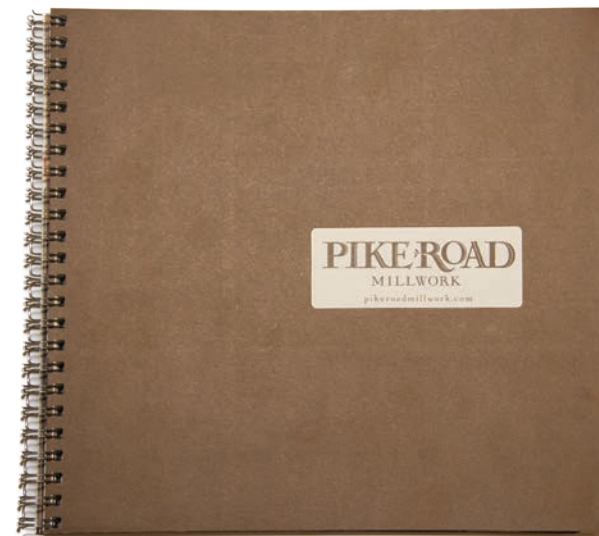
STAMP IDEA GROUP

Montgomery Public Schools
 MPS Poster Campaign
 Camille Leonard, Creative Director
 Beth Bushman, Account Executive



24 COMMUNICATIONS

Pike Road Millwork
 Pike Road Millwork Brochure
 Jennifer Solt, Designer/Creative Director
 Callie Hincy, Account Executive



STAMP IDEA GROUP

Montgomery Area Chamber of Commerce
 Convention and Visitor Bureau
 Selma March Anniversary Logo
 Camille Leonard, Creative Director
 Jamie Ramsey, Account Executive



STAMP IDEA GROUP
Stamp Environment
Entire Stamp Staff



COMMUNICORP
Aflac Next Day Pay Internal Campaign
Jacob Amos, Creative Director and Photography Art Director
Leah Anderson, Art Director, Designer, and Copywriter
Julie Sanders, Senior Graphic Designer and Copywriter
Mike Fowler, Photo Retouching
Tom McDougall, Photography
Mike Koger, Account Executive
David Williams, Project Manager

*24

brand identity, strategic marketing, website design, public relations, content development 24c.co





SILVER ADDY

STAMP IDEA GROUP

Alabama Wildlife Federation
alabamaquailtrail.com
Leigh Farrior, Art Director
Shawn Tritz, Art Director/Developer
Taylor Daughtry, Developer
Jim Leonard, Copywriter
Laura Hicks, Account Executive
Susan Bryan, Account Executive
Colin Campbell, Account Coordinator

STAMP IDEA GROUP

Alabama Department of Transportation
AL-DOT Safety Initiatives TV Campaign
Stephen Poff, Videographer/Photographer
Joe Walker, Compositing/Animation
George Fuller, Copywriter
Mark Hunter, Producer
Jim Leonard, Executive Creative Director
Susan Bryan, Account Executive

STAMP IDEA GROUP

Capitol Sounds Concert Band
Capitol Sounds Logo
Perry Brown, Art Director
Colin Campbell, Account Executive

STAMP IDEA GROUP

The Capri Theatre
The Capri Theatre Policy Spot
Joe Walker, Art Director/Animation
Jamie Ramsey, Account Executive

COTTON & PINE CREATIVE

Ashley Gilbreath Interior Designer
Grand Opening Announcement —
The Graham Building
Steven Lambert, Creative Director
Bethany Bass, Graphic Designer
Johnny Oates, Production Manager
Larry Champion, Pressman
Stephen Oates, Bindery

24 COMMUNICATIONS

Alabama Council on Developmental Disabilities
I CAN Campaign
Jennifer Solt, Designer/Creative Director
Callie Hincy, Account Executive
Randy Anderson, Web Developer
Minnie Lamberth, Copywriter

SOUTHERN POVERTY LAW CENTER

Teaching Tolerance Magazine
In Bounds
Russell Estes, Design Director
Valerie Downes, Senior Designer
Kristina Turner, Designer
Mark Smith, Illustrator
Shannon Anderson, Design Assistant

SOUTHERN POVERTY LAW CENTER

*Keeping the Dream Alive: The Cases and
Causes of the Southern Poverty Law Center*
Russell Estes, Design Director
Valerie Downes, Senior Designer
Michelle Leland, Designer
Scott Phillips, Designer
Kristina Turner, Designer
Sunny Paulk, Designer
Shannon Anderson, Design Assistant

ERIKA TRACY DESIGN

Joy to Life Publishing
lean Magazine Summer 2014 Issue
Erika Tracy, Art Director
Jenny Stubbs, Editor
Jennifer Kornegay, Contributing Editor
Big Dreamz Creative, Contributing Photographer

STAMP IDEA GROUP

Baptist Health
Love Your Heart Integrated Campaign
Camille Leonard, Creative Director
Beth Bushman, Account Executive
Jim Leonard, Executive Creative
Director/Copywriter
Lee Gibson, Copywriter
Shawn Tritz, Developer
Stephen Poff, Videographer/Photographer

COTTON & PINE CREATIVE

The Krewe of the Phantom Host
Phantom Host Fall Party Invitation
Steven Lambert, Creative Director
Bethany Bass, Graphic Designer
Johnny Oates, Production Manager
Larry Champion, Pressman

STAMP IDEA GROUP

River Bank and Trust
River Bank Duncie TV Spot
Stephen Poff, Videographer/Photographer
Lee Gibson, Copywriter
Mark Hunter, Producer
Jim Leonard, Executive Creative Director
Beth Bushman, Account Executive

SOUTHERN POVERTY LAW CENTER

SPLC e-newsletter
Russell Estes, Design Director
Michelle Leland, Designer

STAMP IDEA GROUP

Stamp Open House Invitation
Camille Leonard, Creative Director
Nolan Odom, Graffiti Artist
Stephen Poff, Photographer
Jim Leonard, Executive Creative Director

STAMP IDEA GROUP

Tifton-Tift County Tourism Association
tiftontourism.com
Leigh Farrior, Art Director
Taylor Daughtry, Developer
Shawn Tritz, Developer
Xuesong Chen, Programmer
Jim Leonard, Copywriter
Laura Hicks, Account Executive
Victoria Belton, Account Executive

SOUTHERN POVERTY LAW CENTER

Teaching Tolerance Magazine Spring 2014 Cover
Russell Estes, Design Director
Valerie Downes, Senior Designer
Aude Van Ryn, Illustrator
Shannon Anderson, Design Assistant

AUBURN UNIVERSITY OFFICE OF COMMUNICATIONS & MARKETING

Auburn University Office of the Provost
THIS IS EXCELLENCE — The 9th Annual
Auburn University Faculty Awards
Tracey Newell, Art Design Specialist
Teresa Whitman-McCall, Events Director
Chris Green, Events Coordinator

STAMP IDEA GROUP

Turner Insurance & Bonding Co.
Turner Insurance Brochure
Leigh Farrior, Art Director
Jim Leonard, Copywriter
Susan Bryan, Account Executive

STAMP IDEA GROUP

Alabama-Korea Education
Economic Partnership
Two Lines Exhibit Integrated Campaign
Leigh Farrior, Art Director
John Furr, Developer
Beth Bushman, Account Executive

STAMP IDEA GROUP

Universal Turbine Parts
UTP Print Ad Campaign
Perry Brown, Art Director
Jim Leonard, Executive Creative
Director/Copywriter
Lee Gibson, Copywriter
Beth Bushman, Account Executive

COMMUNICORP

Aflac Convention 2014 Hawaii Campaign
Julie Sanders, Senior Graphic Designer
Slade Nicolay, Design Assistant
Leah Anderson, Design Assistant
Donna Harris, Design Assistant
Laura Murray, Account Executive
David Williams, Project Manager
Mike Fowler, Photo Retouching
Jacob Amos and Daniel Strunk,
Augmented Reality

COMMUNICORP

Aflac Convention 2015 Oasis of the
Seas Poster
Julie Sanders, Senior Graphic Designer
Gail Tyson, Copywriter
Mike Fowler, Photography Retouching
Laura Murray, Account Executive
David Williams, Project Manager

COMMUNICORP

Aflac President's Club 2015 Tokyo Campaign
Julie Sanders, Senior Graphic Designer
Gail Tyson, Copywriter
Mike Fowler, Photography Retouching
Laura Murray, Account Executive
David Williams, Project Manager
Donna Harris, Design Assistant

COMMUNICORP

Tuskegee University Integrated Campaign
Julie Sanders, Senior Graphic Designer
David Morgan, Senior Graphic Designer
George Moore, Microsite Development
Chandell Shorter, Account Executive
Mike Fowler, Photo Retouching
David Williams, Project Manager



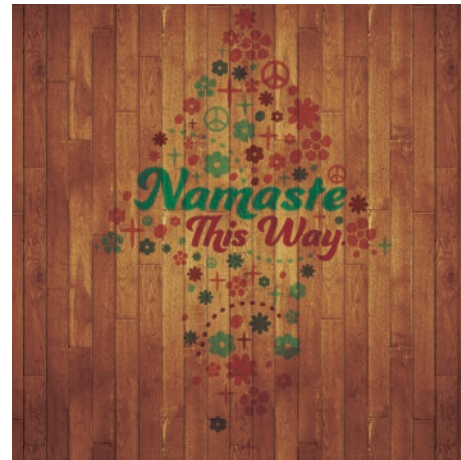
STUDENT SPECIAL AWARDS

STUDENT DESIGNER OF THE YEAR

ALEXANDER TROTT

Auburn University Montgomery

Organic
Hippie



BEST OF SHOW
ALEXANDER TROTT
Auburn University Montgomery
Organic Hippie Rebranding Campaign

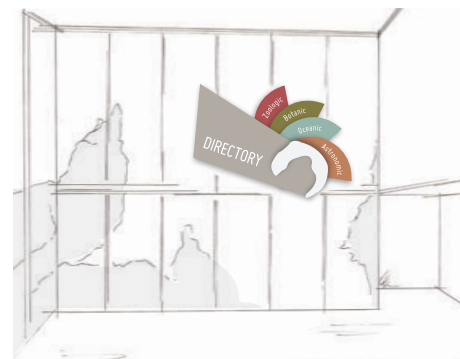


JUDGES' CHOICE
NONI GOGINS
Alabama State University
CURE Violence: #PutTheGunsDown
Poster Campaign



JUDGE'S CHOICE
AMBER HALL
Auburn University Montgomery
Alabama Impact Crater + Science Center
Wayfinding System

STUDENT GOLD ADDY



AMBER HALL

Auburn University Montgomery
Alabama Impact Crater + Science Center
Wayfinding System

**Organic
Hippie**



ALEXANDER TROTT

Auburn University Montgomery
Organic Hippie Rebranding Campaign



AMBER HALL

Auburn University Montgomery
Strike Packaging

STUDENT SILVER ADDY

NONI GOGINS
Alabama State University
CURE Violence: #PutTheGunsDown
Poster Campaign



AVERY MILLER
Troy University
International College of Breakfast
Book Design
Jonah Enfinger, Food Photographer



NARRICKA WILLIAMS
Alabama State University
#RapelsRape Poster Campaign



XZAVIA HOLLEY
Alabama State University
Wanting to be Loved Poster Campaign



SPECIAL THANKS TO ALL WHO ENTERED

Alabama Graphics

Andy Bozeman Productions

Auburn University Office of Communications
and Marketing

Big Dreamz Creative

Cloverdale Playhouse

Communicorp

Cotton & Pine Creative

DTI (Design, Technology & Industry) at Troy University

Erika Tracy Design

exploreMedia

isaak books

Matrix, LLC

RSVP Montgomery

Southern Poverty Law Center

Stamp Idea Group

Studio 20 / WCOV-TV

Troy University

Val Downes Design

24 Communications

AND TO THE PARTICIPATING UNIVERSITIES

Alabama State University

Auburn University

Auburn University Montgomery

Troy University

FIND YOUR SPOT ON THE
MONTGOMERY CREATIVE MAP

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CHECK OUT AAFMONTGOMERY.ORG
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