

AMERICAN ADVERTISING AWARDS 2015-2016

AAF MONTGOMERY PRESENTS

AD-MAGEDDON





2016 ADDY® AWARDS

ADDYS® CHAIR
Lisa Silver

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SPECIAL THANKS

ADDYS® committee: Jim Bradley, Peyton Flowers, Sheri Rose and Amy Stackhouse

AAF President: Michelle Leland

AAF Board: Kelly Culpepper, Leigh Farrior, Cara Hathcock, Summer Patterson, Kristina Turner, Suzanna Wasserman and Amber Willingham

Thomas Styles, Marie Wise, Davena McRae, Emily Shanks, Ariel Cox, Daniela Cobb and the students at Booker T. Washington High School and all the many others who have helped in this endeavor.

A very special and heartfelt thanks goes to previous ADDY® chairs, Michelle Leland and Kristina Turner, for their tireless support, guidance and assistance throughout the entire ADDY® process. You both are my strength. — Lisa

AMERICAN **ADVERTISING** AWARDS

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 200 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 design, advertising, corporate marketing and video production 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 and throughout the extensive SPLC collateral catalogue. In addition to being an award-winning designer (he was a Print magazine Best in Region winner in 2015 and the AAF of Montgomery Art Director of the Year in 2014 and 2015), Russell is a musician and an avid reader of graphic novels. He is a fine arts graduate of Auburn University at Montgomery.



JARRETT MOORE

CREATIVE DIRECTOR, INNER SPARK CREATIVE

Jarrett is the Creative Director at Inner Spark Creative. He was awarded of a National Silver ADDY® Award for graphic design in 2013. After a few years leading an in-house marketing team for higher education, Jarrett co founded Inner Spark Creative in his hometown of Auburn, AL. His background includes over 10 years of experience specializing in graphic design, publication design, branding, and social media marketing for small businesses, large corporations, nonprofits and higher education alike.



ERIKA TRACY

FREELANCE DESIGNER

Erika is a work-from-home mama happily living in the South. She works as a freelance designer and photographer in Montgomery, Alabama. As Art Director of LEAN magazine, she celebrates her love of the South through design and collaboration with local artists. She's a regular contributor to TheKitchn.com and the 2015 Montgomery Advertising Federation ADDY® Best in Show winner for her design of Chulee by Elmore and Miles DeMott.



SHAWN TRITZ

INTERACTIVE DIRECTOR, STAMP

Shawn has worked at Stamp for over 13 years — specializing in all things interactive including planning, design, development, and programming. He gravitated toward the interactive side of the industry where he is attracted to the ever-changing landscape and the challenges it constantly presents. As director, Shawn keeps a broader view on production, keeping interactive projects on track as well as digging into the trenches and pushing the projects along. While Shawn's work has resulted in numerous awards, he's never ready to rest his laurels, instead always ready to improve and work on what's next.

PROFESSIONAL JUDGES



KARINNE CAULKINS

DIRECTOR OF DESIGN, THE BUNTIN GROUP

Karinne is the Director of Design at The Buntin Group in Nashville, Tennessee — an Adweek Top 100 shop. She joined Buntin in 2005, bringing with her one of the most highly recognized portfolios of any art director in the country. The Nashville Advertising Federation's only four-time Art Director of the Year has earned a Grammy Award for her work on the *O Brother Where Art Thou* soundtrack, multiple Dove Awards, 15 national ADDYs®, and over 300 local and regional ADDYs®. Karinne's work has been featured in *print*, *Communication Arts*, *Graphis* and countless other design magazines and industry forums. Her client roster has included John Deere, Johnston & Murphy, Vanderbilt Medical Center, Chinnet, Cracker Barrel, and numerous record companies.



STEFAN MUMAW

DIRECTOR OF CREATIVE STRATEGY, HINT

Stefan Mumaw is the Director of Creative Strategy at Hint, a Kansas City creative content & experience design shop. He has authored six books, the most recent being *Creative Boot Camp*, a 30-day crash course on creativity. Previously, he authored *Chasing the Monster Idea*, co-authored *Caffeine for the Creative Team* and *Caffeine for the Creative Mind* with Wendy Lee Oldfield, as well as *Redesigning Websites* and *Simple Websites*. He has spoken at numerous creative industry gatherings over the years and been known to embarrass himself and those around him if given the opportunity.



MARK SORENSEN

CREATIVE DIRECTOR, SEED FACTORY

Mark Sorensen is Creative Director, and an agency partner, at Seed Factory in Atlanta. Since studying at Creative Circus, he's had the honor of working on a variety of great brands including AT&T, Belvedere Vodka, Capital One, ING Financial, REI and Tropical Smoothie Café. Mark consistently delivers creative solutions that receive industry recognition, including a prestigious Emmy Award nomination and a "Best Spot of the Year" accolade from *Adweek* magazine. He has been published in *Communication Arts* magazine, *Luerzer's Archive*, and *Print* magazine. His work has been awarded by AAF, D&AD and the One Show. In the past, he has taught creative concept and strategy classes in the Minneapolis and Atlanta advertising communities.

DESIGNER OF THE YEAR

JULIE SANDERS

Communicorp

COPYWRITER OF THE YEAR

CAMILLE LEONARD

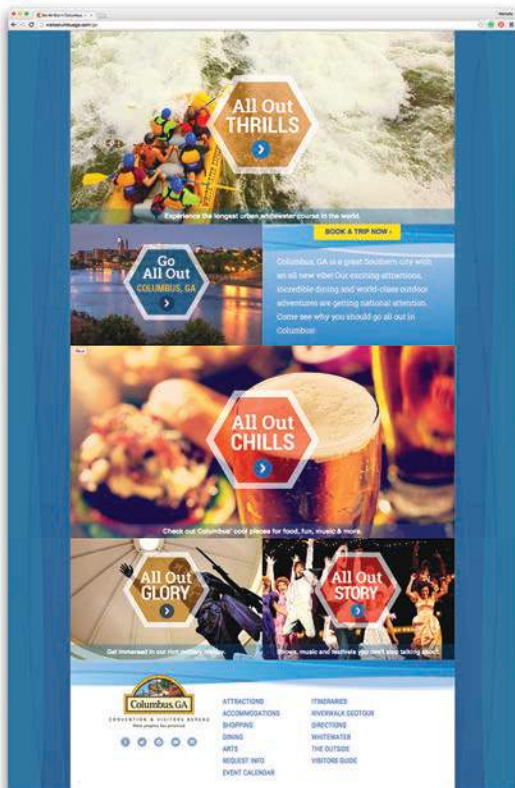
Stamp

ART DIRECTOR OF THE YEAR

RUSSELL ESTES

Southern Poverty Law Center

SPECIAL AWARDS



BEST OF SHOW STAMP

Columbus CVB Out Campaign

Camille Leonard, Copywriter and Creative Director

Alex Trott, Production Artist

Shawn Tritz, Interactive Director

Laura Hicks, Interactive Account Executive

Victoria Belton, Account Executive

David Allred, Managing Director

Jim Leonard, Copywriter and Executive

Creative Director

Taylor Daughtry, Developer

John Furr, Developer

BEST OF PRINT

COTTON & PINE CREATIVE

Montgomery Burger Bash

Steven Lambert, Creative Director

Robin Birdwell, Graphic Designer

Bethany Geiger, Copywriter & Web Designer



BEST OF BROADCAST

STAMP

Zero Addiction TV Campaign

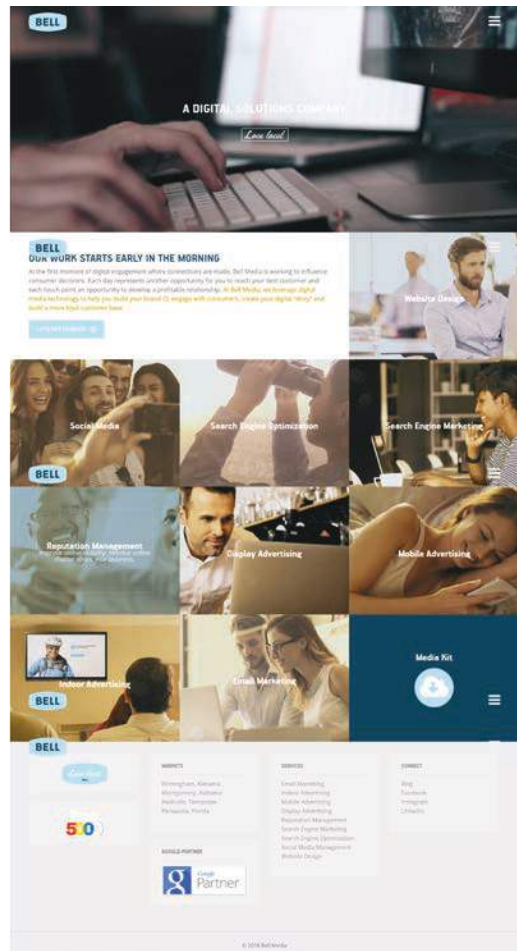
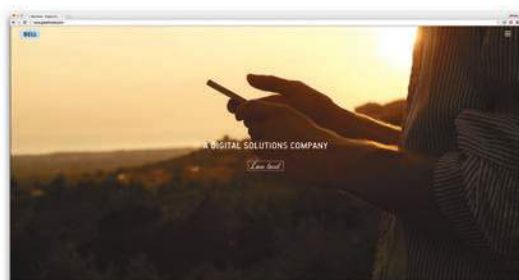
Lee Gipson, Copywriter

Jim Leonard, Executive Creative Director

Susan Bryan, Account Director

Times Fly Productions, Production

Joe Walker, Animation

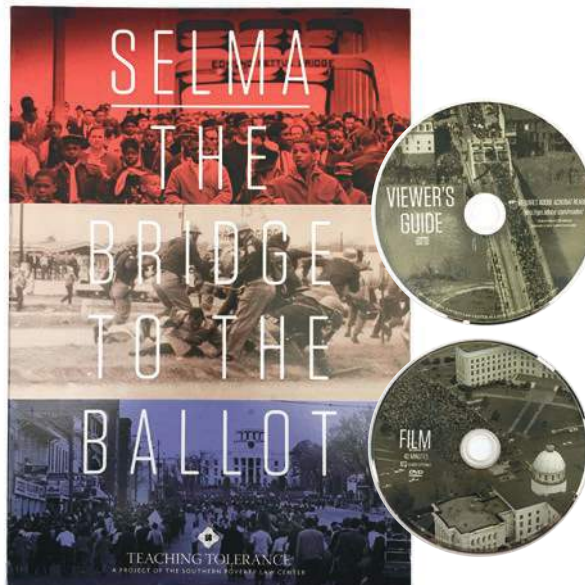
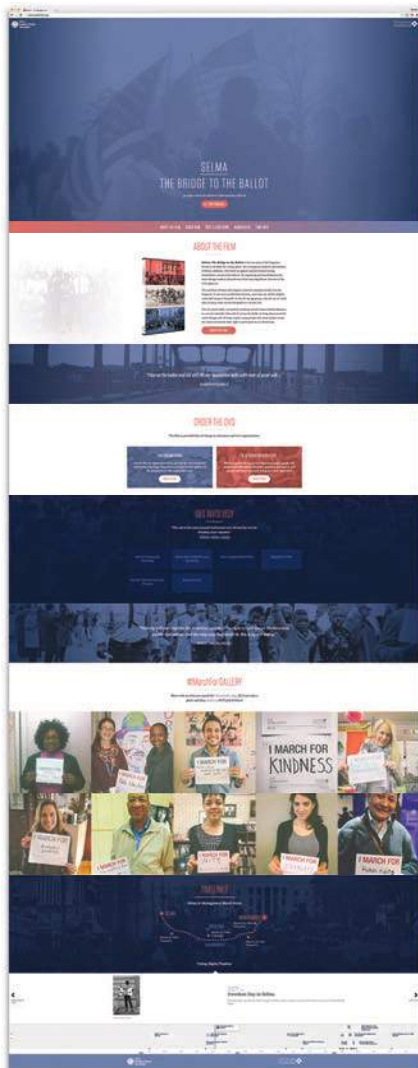


BEST OF INTERACTIVE BELL MEDIA

Bell Media Website

Scott Bell, CEO

Matt Pavlick, VP of Operations



MOSAIC AWARD

SOUTHERN POVERTY LAW CENTER

Selma: The Bridge to the Ballot Integrated Campaign

Russell Estes, Design Director

Valerie Downes, Senior Designer

Michelle Leland, Designer

Sunny Paulk, Designer

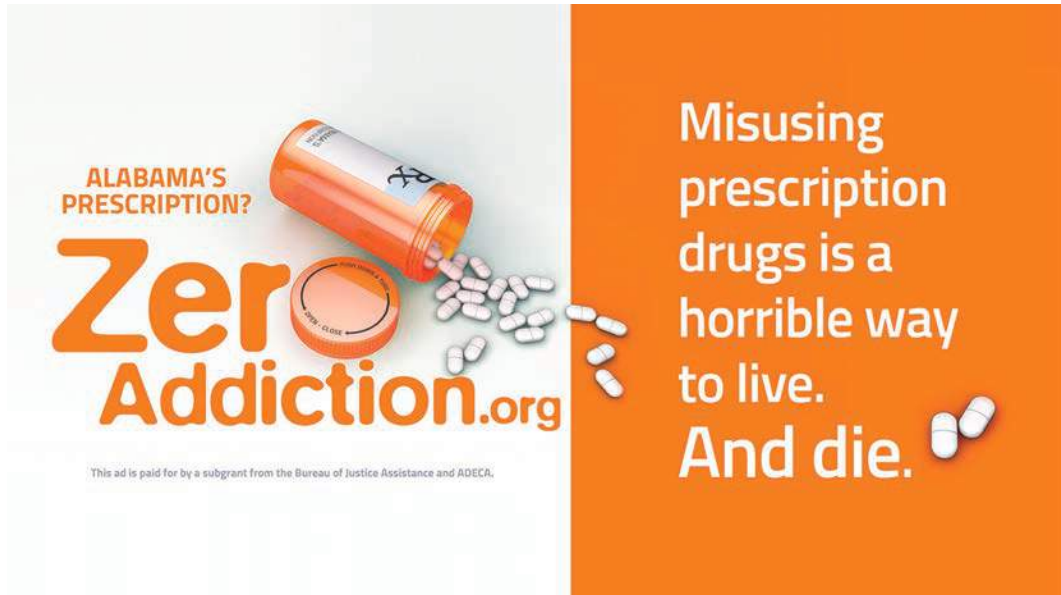
Scott Phillips, Designer

Kristina Turner, Designer

Shannon Anderson, Design Associate

Alex Amend, Digital Media Director

Angbeen Saleem, Digital Media Associate



PUBLIC SERVICE AWARD

STAMP

Zero Addiction Television and Radio Campaign

Lee Gipson, Copywriter

Jim Leonard, Executive Creative Director

Susan Bryan, Account Director

Joe Walker, Animation

Times Fly Productions, Production

GGRP Studio, Production



JUDGE'S CHOICE

COTTON & PINE CREATIVE

Montgomery Burger Bash

Steven Lambert, Creative Director

Robin Birdwell, Graphic Designer

Bethany Geiger, Copywriter & Web Designer



JUDGE'S CHOICE

ERIKA TRACY DESIGN

lean Magazine Spring 2015

Erika Tracy, Art Director

Jenny Stubbs, Editor

Jennifer Kornegay, Contributing Editor

Josh Moates, Cover Photography

Big Dreamz Creative, Contributing Photographer

GOLD ADDYS®



COMMUNICORP

Aflac Convention Awards Book Oasis of the Seas

Julie Sanders, Senior Designer

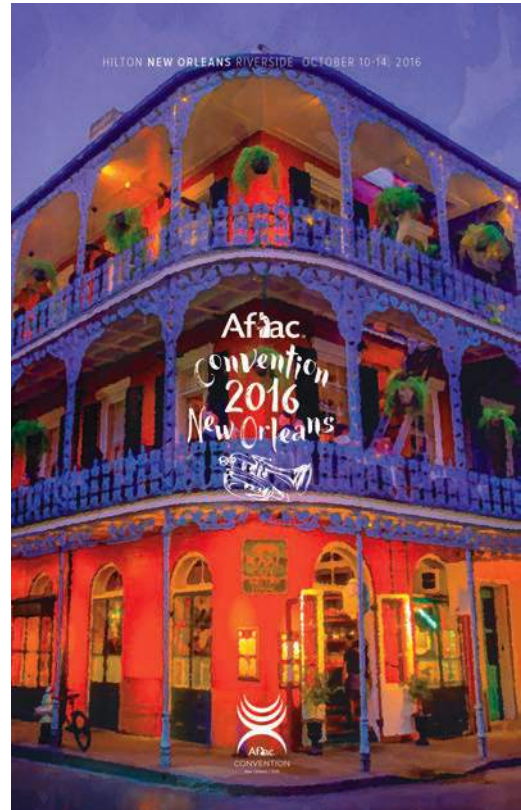
Michael Robinson, Senior Graphic Artist

Mike Fowler, Photography Specialist

Bob Klema, Senior Graphic Artist

Janet Stephens, Account Representative

David Williams, Project Manager



COMMUNICORP

Aflac Convention Qualification Brochure New Orleans

Julie Sanders, Senior Designer

Mike Fowler, Photography Retouching

Janet Stephens, Account Representative

David Williams, Project Manager

Gail Tyson, Copywriter



COTTON & PINE CREATIVE

Montgomery Burger Bash

Steven Lambert, Creative Director

Robin Birdwell, Graphic Designer

Bethany Geiger, Copywriter & Web Designer



ERIKA TRACY DESIGN

lean Magazine Spring 2015

Erika Tracy, Art Director

Jenny Stubbs, Editor

Jennifer Kornegay, Contributing Editor

Josh Moates, Cover Photography

Big Dreamz Creative, Contributing Photographer



INNER SPARK CREATIVE

Tiger Tamales Logo

Dayton Cook, Art Director/Designer



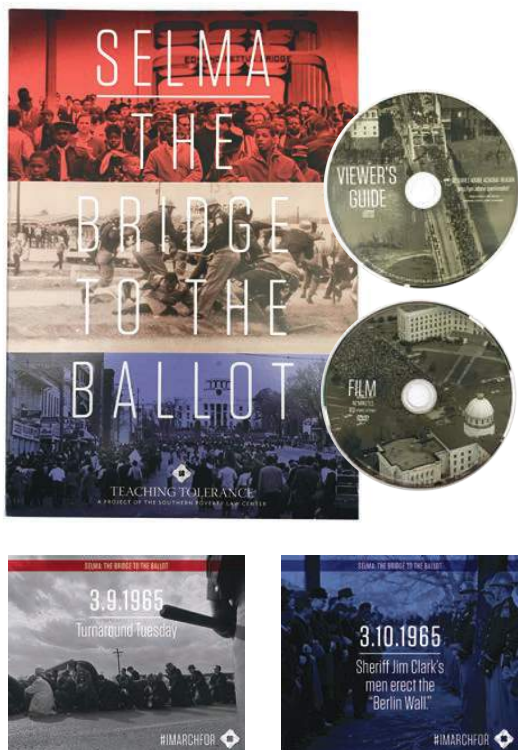
SOUTHERN POVERTY LAW CENTER

Jimi Hendrix Card

Russell Estes, Design Director

Valerie Downes, Senior Graphic Designer/Illustrator

Michelle Leland, Designer



SOUTHERN POVERTY LAW CENTER

Selma: The Bridge to the Ballot Integrated Campaign

Russell Estes, Design Director

Valerie Downes, Senior Designer

Michelle Leland, Designer

Sunny Paulk, Designer

Scott Phillips, Designer

Kristina Turner, Designer

Shannon Anderson, Design Associate

Alex Amend, Digital Media Director

Angbeen Saleem, Digital Media Associate



STAMP

Columbus CVB Out Campaign

Camille Leonard, Copywriter and Creative Director

Alex Trott, Production Artist

Shawn Tritz, Interactive Director

Laura Hicks, Interactive Account Executive

Victoria Belton, Account Executive

David Allred, Managing Director

Jim Leonard, Copywriter and Executive

Creative Director

Taylor Daughtry, Developer

John Furr, Developer



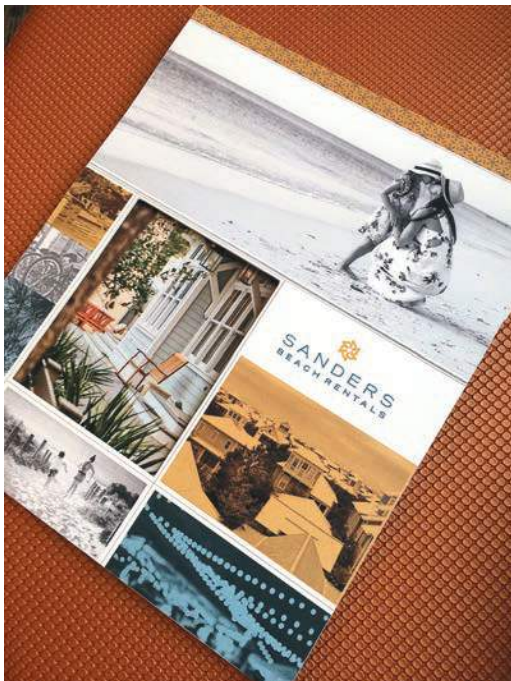
STAMP

The Locker Room Toomer's Nut Shirt
 Perry Brown, Art Director
 Camille Leonard, Creative Director/Copy
 Beth Bushman, Account Executive



STAMP

Retirement Systems of Alabama Annual Report
 Camille Leonard, Creative Director
 Nolan Odom, Production Artist
 Alex Trott, Production Artist
 Stephen Poff, Photographer
 Jim Leonard, Executive Creative Director
 Susan Bryan, Account Executive



STAMP

Sanders Sales Kit

Camille Leonard, Creative Director

Beth Bushman, Account Executive



STAMP

Zero Addiction TV Campaign

Lee Gipson, Copywriter

Jim Leonard, Executive Creative Director

Susan Bryan, Account Director

Times Fly Productions, Production

Joe Walker, Animation

SILVER ADDYS®

AUBURN UNIVERSITY OFFICE OF COMMUNICATIONS & MARKETING

Auburn University
Rankings Website
Mary Huddleston, Graphic Designer
Lucy LaMar, Director, Marketing
& Creative Services
Mike Clardy, Interim Assistant
Vice President and Director,
University Communications
Al Eiland, Creative Supervisor

BELL MEDIA

Bell Media Website
Scott Bell, CEO
Matt Pavlick, VP of Operations

COMMUNICORP

Aflac Oasis of the Seas National
Sales Campaign
Julie Sanders, Senior Designer
Gail Tyson, Copywriter
Mike Fowler, Photography Specialist
Janet Stephens, Account
Representative
David Williams, Project Manager
Daniel Strunk, Interactive Designer

COMMUNICORP

Aflac President's Club
Qualification Brochure Rome
Julie Sanders, Senior Designer
Slade Nicolay, Designer
Mike Fowler, Photography Specialist
Laura Murray, Account
Representative
David Williams, Project Manager
Gail Tyson, Copywriter

COMMUNICORP

Communicorp Top Hands Event
Integrated Campaign
Julie Sanders, Senior Designer
Mike Fowler, Photography
Retouching
Daniel Strunk, Interactive Designer
Suzanne Jones, Account Service
Coordinator
David Williams, Project Manager
Angella Gallops, Senior Account
Executive
Sissy Doll, Business Development
Consultant

COPPERWING DESIGN

DesignAlabama Website
Angela Stiff, Creative Director
Spencer Roeder, Designer
Scott Smith, Programmer

COPPERWING DESIGN

Neptune Exhibit
Angela Stiff, Designer/Creative
Director
Spencer Roeder, Designer
April Saunders, Designer
Leon Barwick, Copywriter

FIFTH ADVERTISING

Alabama Association of
Realtors: 2015 Annual Convention
Jubilee Campaign
Haley Clement, Account Executive
Ashley Trewett, Senior Art Director

SOUTHERN POVERTY LAW CENTER

Age of the Wolf Report
Russell Estes, Design Director
Sunny Paulk, Designer

SOUTHERN POVERTY LAW CENTER

Intelligence Report Spring
2015 cover
Russell Estes, Design Director
Valerie Downes, Senior Designer
Michelle Leland, Designer
Peter Strain, illustrator

SOUTHERN POVERTY LAW CENTER

Right vs. Wrong Side of History
Social Media Campaign
Russell Estes, Design Director
Michelle Leland, Designer

SOUTHERN POVERTY LAW CENTER

Understanding the Threat:
The Rise of the Lone Wolf Video
Russell Estes, Design Director
Valerie Downes, Editor
Scott Phillips, Editor
Shannon Anderson, Design
Associate
Michelle Leland, Designer
Sunny Paulk, Designer
Kristina Turner, Designer

STAMP

30-A Print Ad Series
Camille Leonard, Creative Director
Beth Bushman, Account Executive
Jim Leonard, Copywriter

STAMP

Alabama AG Credit Banners
Leigh Farrior, Art Director
Camille Leonard, Creative Director
Susan Bryan, Account Executive

STAMP

AlaCOMP Sales Kit
Leigh Farrior, Art Director
Beth Bushman, Account Executive

STAMP

Montgomery Academy Viewbook
Camille Leonard, Creative Director
Jim Leonard, Account Executive

STAMP

Montgomery Area Food
Bank Video
Alex Trott, Copywriter/Narrator
Stephen Poff, Videographer
Joe Walker, Animator
Jamie Ramsey, Account Executive
Beth Bushman, Account Executive

STAMP

Montgomery County
Bicentennial Logo
Camille Leonard, Creative Director
Jim Leonard, Executive
Creative Director
Susan Bryan, Account Executive

STAMP

Riverbank TV Commercial "Pool"
Lee Gipson, Copywriter
Jim Leonard, Executive
Creative Director
Stephen Poff, Videographer
Beth Bushman, Account Executive
GGRP Studio, Audio Production

STAMP

Sanders Stationary Package
Camille Leonard, Creative Director
Beth Bushman, Account Executive

STAMP

Zero Addiction
Integrated Campaign
Leigh Farrior, Art Director
Joe Walker, Animator
Taylor Daughtry, Developer
Shawn Tritz, Interactive Director
Camille Leonard, Creative Director
Stephen Poff, Videographer
Lee Gibson, Copywriter
Jim Leonard, Executive
Creative Director
Susan Bryan, Account Executive

STAMP

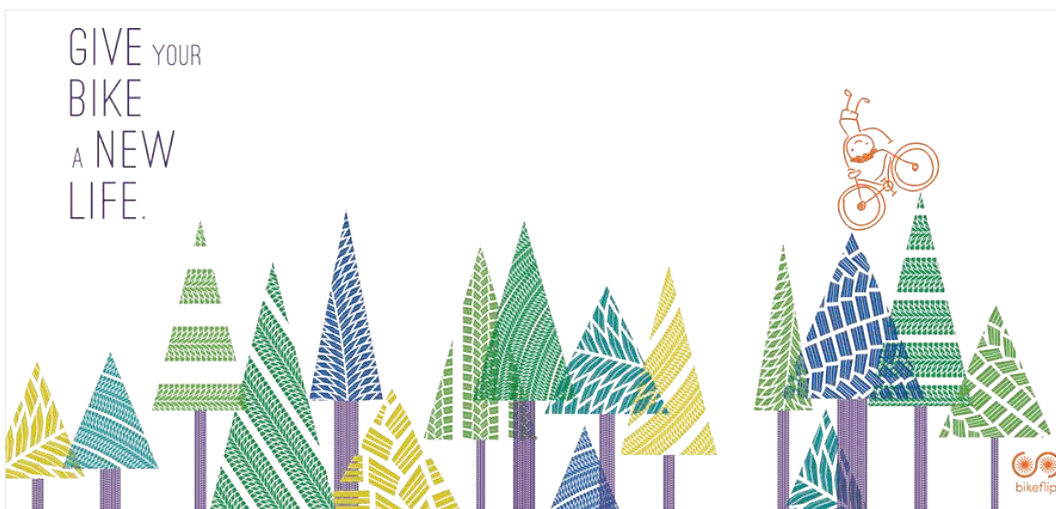
Zero Addiction Radio Campaign
Lee Gipson, Copywriter
Jim Leonard, Executive
Creative Director
Susan Bryan, Account Director
GGRP Studio, Production

STUDENT DESIGNER OF THE YEAR

AMBER HALL

Auburn University Montgomery

STUDENT SPECIAL AWARDS



BEST OF SHOW

AMBER HALL

Auburn University Montgomery
Bikeflip Integrated Campaign



JUDGE'S CHOICE

LOUISE CHENG

Troy University

Mookies Magazine Advertising Campaign

Erin Downing, Copywriter

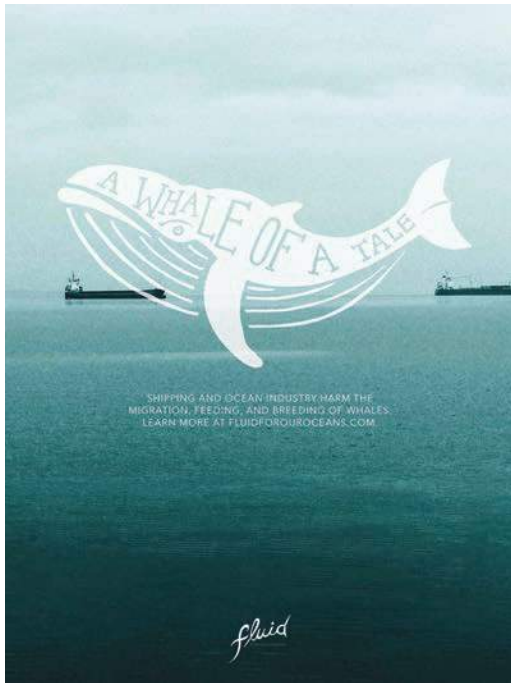


JUDGE'S CHOICE

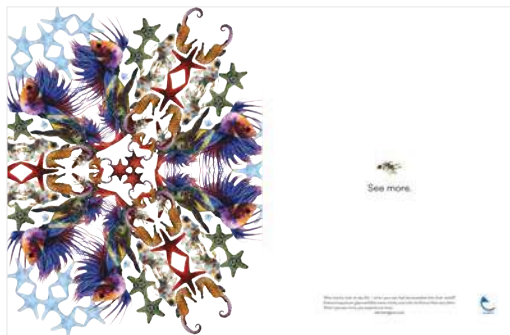
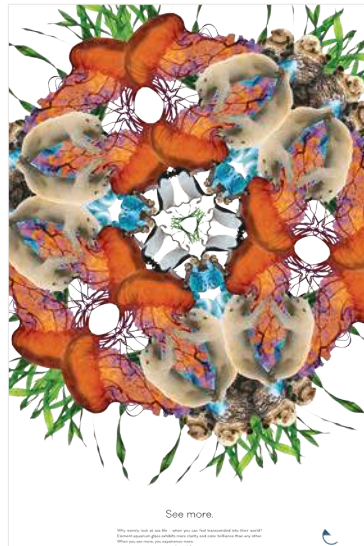
HAO DAI

Troy University

The Common Currency of China and America

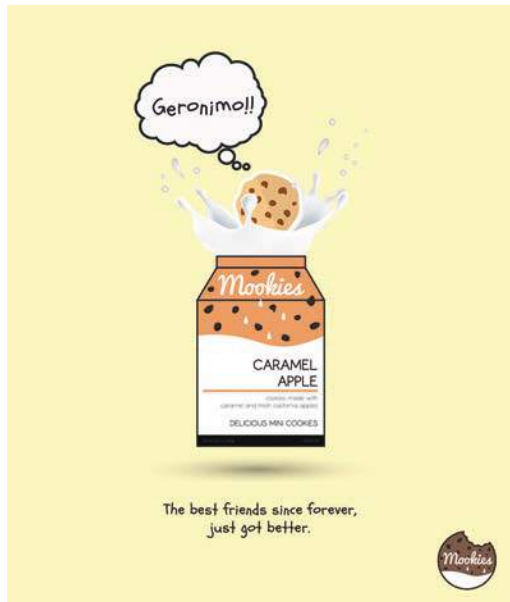


JUDGE'S CHOICE
CHANDLER FORD
 Troy University
 Fluid Poster Series



JUDGE'S CHOICE
AMBER HALL
 Auburn University Montgomery
 Element Integrated Advertising Campaign

STUDENT GOLD ADDYS®



LOUISE CHENG

Troy University

Mookies Magazine Advertising Campaign

Erin Downing, Copywriter

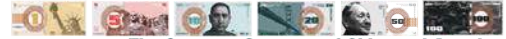
The Common Currency of China and America



The Common Currency of China and America



The Common Currency of China and America



The Common Currency of China and America



The Common Currency of China and America



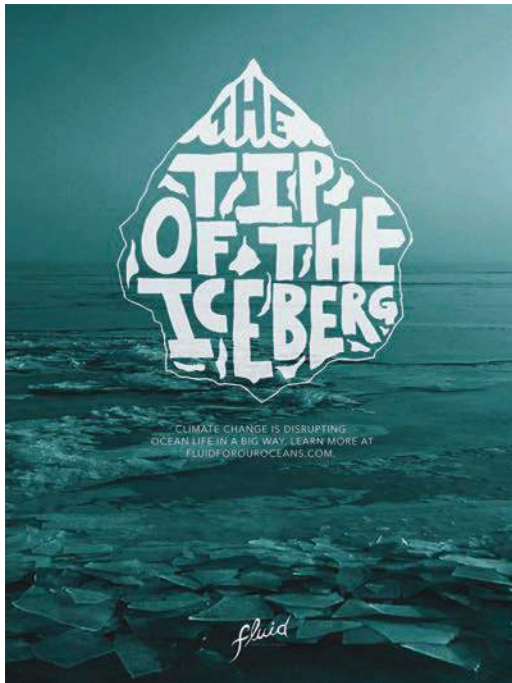
The Common Currency of China and America



HAO DAI

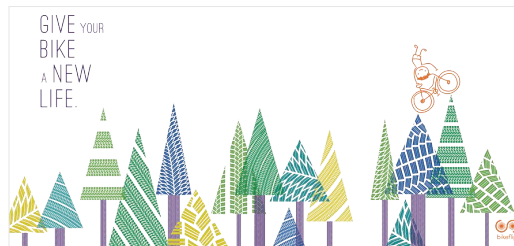
Troy University

The Common Currency of China and America



CHANDLER FORD

Troy University
Fluid Poster Series



AMBER HALL

Auburn University Montgomery
Bikeflip Integrated Campaign

STUDENT SILVER ADDYS®

LOUISE CHENG

Troy University
Boozie Beans Poster

LOUISE CHENG

Troy University
Mookies Packaging

MATTHEW DUNNE

Troy University
Yankee Twist Microbrewery Packaging

MATTHEW DUNNE

Troy University
Yankee Twist Microbrewery Poster Series
Jonah Enfinger, Photographer

AMBER HALL

Auburn University Montgomery
Element Integrated Advertising Campaign

BRANDON-MYKAL RAMBUS

Alabama State University
A Timeless Style Poster Series

KRYSTA SMITH

Alabama State University
Veg Head Integrated Advertising Campaign



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AMERICAN **ADVERTISING** AWARDS

SPECIAL THANKS TO ALL WHO ENTERED

Auburn University Office of Communications & Marketing

Bell Media

Big Dreamz Creative

Communicorp

Copperwing Design

Cotton & Pine Creative

DTI (Design, Technology & Industry)/Troy University

E/F Creative

Erika Tracy Design

Fifth Advertising

Inner Spark Creative

Peter/Parker Creative

Photography by DiAnna Paulk

Polizos/Corley Group, LLC.

RSVP Montgomery

Southern Poverty Law Center

Square Root Interactive

Stamp

AND TO THE PARTICIPATING UNIVERSITIES

Alabama State University

Auburn University

Auburn University Montgomery

Troy University

