



montgomery

AMERICAN --- ADVERTISING --- AWARDS

**2021-2022
AMERICAN ADVERTISING AWARDS
ADDY® AWARD WINNERS**



SCOTT MILLEN
2 Fish Company, LLC
Zeeland, MI



KARINNE CAULKINS
The Buntin Group
Franklin, TN



CHRIS CURETON
BOLTGROUP
Charlotte, NC



ROB HOERTER
Archer Malmo
Memphis, TN

Judges

Thanks

Volunteers

COMMITTEE MEMBERS

CHRIS STAGL
AAF Montgomery
American Advertising
Awards Chair

LEIGH FARRIOR
AAF Montgomery
Board Advisor

MCKENZIE DAILEY
AAF Montgomery
Communications Chair

WINNERS BOOK &
REEL PRODUCTION
STAMP

Sponsors

EDUCATION
AUBURN UNIVERSITY
CREDIT UNION

Specialty **STUDENTS**



Travis Carlson
TROY UNIVERSITY

STUDENT
*Designer
of the Year*
\$500 SCHOLARSHIP

Unplug

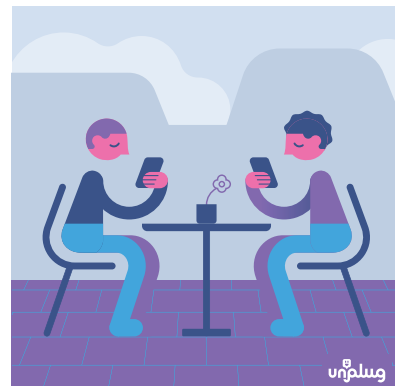
INTEGRATED CAMPAIGNS > INTEGRATED BRAND IDENTITY CAMPAIGN >
S22B - INTEGRATED BRAND IDENTITY CAMPAIGN - CAMPAIGN



Unplug



Unplug



Best in Show

TROY UNIVERSITY
Travis Carlson, Unplug

Awareness Campaign

OUT-OF-HOME > S09 - POSTER > S09B - CAMPAIGN

Judge's Choice



TROY UNIVERSITY
John Carbone, Art Director

Unplug

VISUAL > S24 - LOGO/TYPEFACE DESIGN > S24A - LOGO DESIGN

*Judge's
Choice*



TROY UNIVERSITY
Travis Carlson, Unplug

Spice Straws

SALES PROMOTION > S01 - PRODUCT OR SERVICE SALES PROMOTION >
S01A - PACKAGING

*Judge's
Choice*



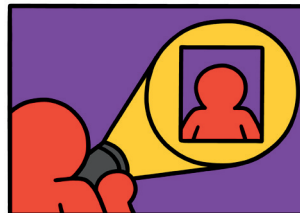
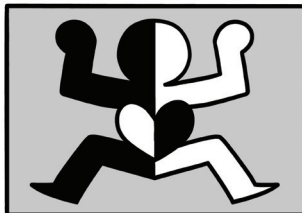
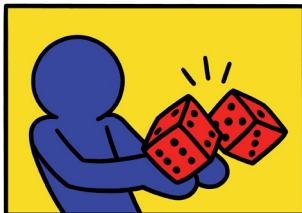
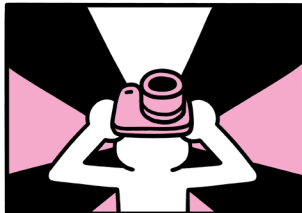
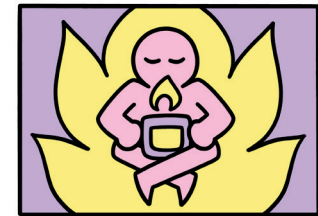
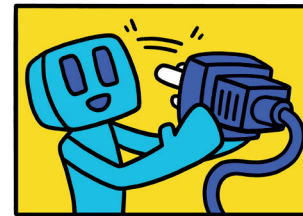
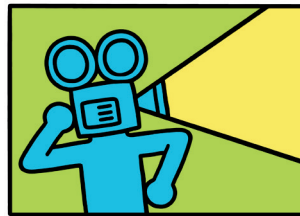
AUBURN UNIVERSITY *at* MONTGOMERY
Megan Lofgren

Gold

STUDENTS

Sprint 2021 Thesis

COLLATERAL MATERIAL > S04 - SPECIAL EVENT MATERIALS



TROY UNIVERSITY
Dior Brown, Art Director

Children's Book

COLLATERAL MATERIAL > S05 - PUBLICATION DESIGN > S05C - COVER/
EDITORIAL SPREAD OR FEATURE - SERIES



COLUMBUS STATE UNIVERSITY
Carlie Hedges

Awareness Campaign

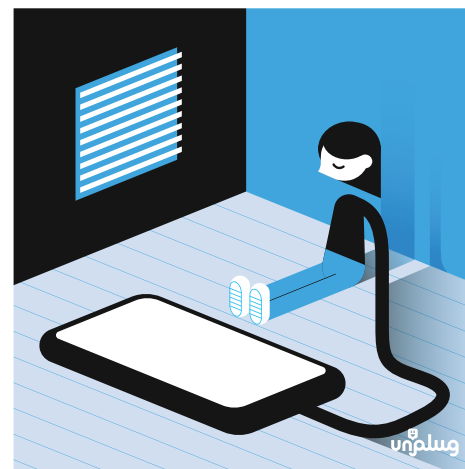
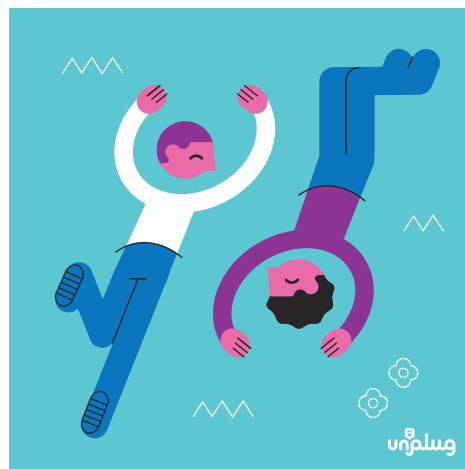
OUT-OF-HOME > S09 - POSTER > S09B - CAMPAIGN



TROY UNIVERSITY
John Carbone

Unplug

SOCIAL MEDIA > S13 - SOCIAL MEDIA > S13B - CAMPAIGN

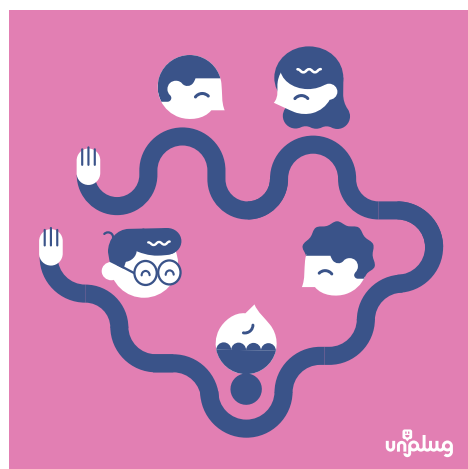
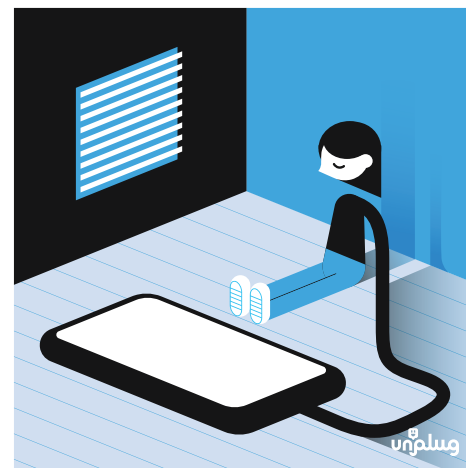
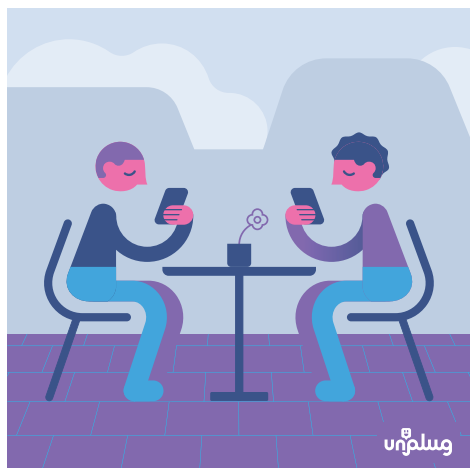


VIEW REEL
FOR VIDEO
COMPONENTS

TROY UNIVERSITY
Travis Carlson, Unplug

Unplug

ILLUSTRATION > S25 - ILLUSTRATION > S25B - ILLUSTRATION - CAMPAIGN



TROY UNIVERSITY
Travis Carlson, Illustrator & Art Director

Unplug

VISUAL > S24 - LOGO/TYPEFACE DESIGN > S24A - LOGO DESIGN



TROY UNIVERSITY
Travis Carlson, Unplug

Silver

STUDENTS

Spice Straws

SALES PROMOTION > S01 - PRODUCT OR SERVICE SALES PROMOTION > S01A - PACKAGING



AUBURN UNIVERISTY *at* MONTGOMERY
Megan Lofgren

Self Promo Photo Book

COLLATERAL MATERIAL > S05 - PUBLICATION DESIGN > S05E - BOOK DESIGN



TROY UNIVERSITY
Kaylee Weatherford, Photographer & Art Director

New Moon Media Advertising Cam-

MAGAZINE ADVERTISING > S07 - MAGAZINE ADVERTISING > S07B - CAMPAIGN



AUBURN UNIVERISTY *at* MONTGOMERY
Terence Howard, Graphic Designer

GreenEarth

OUT-OF-HOME > S09 - POSTER > S09B - CAMPAIGN



TROY UNIVERSITY
McKenzie Dailey, Art Director

Unplug

OUT-OF-HOME > S10 - OUTDOOR & TRANSIT ADVERTISING > S10D - CAMPAIGN



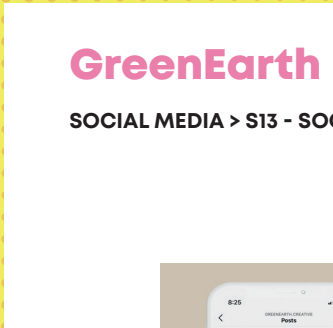
TROY UNIVERSITY
Travis Carlson, Unplug

Phenix City Campaign

OUT-OF-HOME > S10 - OUTDOOR & TRANSIT ADVERTISING > S10D - CAMPAIGN


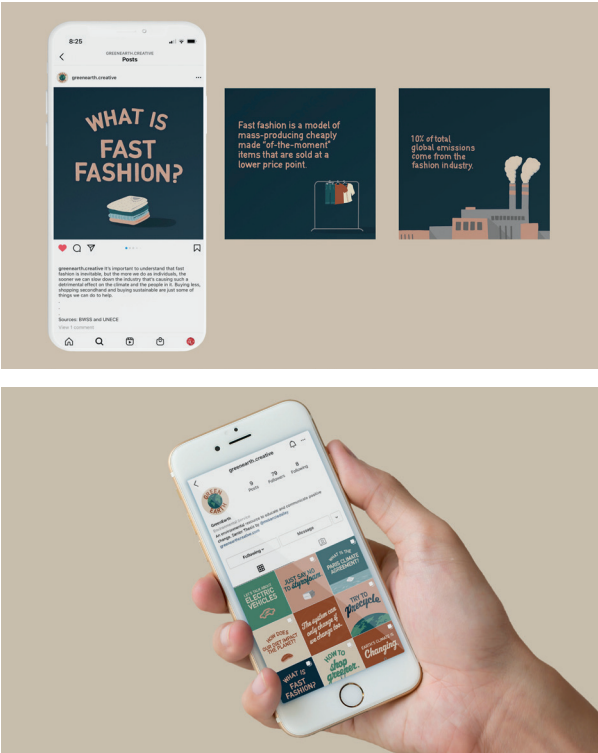


TROY UNIVERSITY
Design Studio Students



GreenEarth

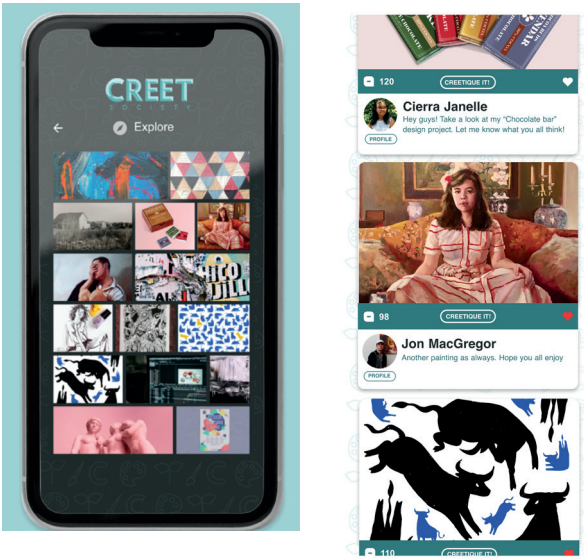
SOCIAL MEDIA > S13 - SOCIAL

**SOCIAL MEDIA > S13 - SOCIAL MEDIA > S13B - CAMPAIGN**

TROY UNIVERSITY
McKenzie Dailey, Art Director



APPS > S14 - APP (MOBILE OR WEB-BASED)



COLUMBUS STATE UNIVERSITY
Andrea Mendoza-Gonzalez

Crealynol

TELEVISION ADVERTISING > S19 - TELEVISION ADVERTISING > S19A - SINGLE



VIEW REEL
FOR VIDEO
COMPONENTS

TROY UNIVERSITY

McKenzie Daniels & Jacob Messick, Writer, Producer, Director

Froucan

ILLUSTRATION > S25 - ILLUSTRATION > S25A - ILLUSTRATION – SINGLE



AUBURN UNIVERSITY *at* MONTGOMERY

Kimberly Goff, Illustrator

Phenix City Campaign

ILLUSTRATION > S25 - ILLUSTRATION > S25B - ILLUSTRATION - CAMPAIGN



TROY UNIVERSITY
Design Studio Students

National Park Awareness

S27 - ART DIRECTION > S27B - CAMPAIGN



TROY UNIVERSITY
Madison Hollabaugh, Art Director

Family Portrait

FILM, VIDEO & SOUND > S29 - ANIMATION OR SPECIAL EFFECTS



VIEW REEL
FOR VIDEO
COMPONENTS

TROY UNIVERSITY
Destiny Eady, Motion Graphic Artist

Dog Days Are Over

FILM, VIDEO & SOUND > S29 - ANIMATION OR SPECIAL EFFECTS



VIEW REEL
FOR VIDEO
COMPONENTS

TROY UNIVERSITY
Jacob Messick, Motion Graphic Artist



Specialty

PROFESSIONALS



Jim Leonard

STAMP

Copywriter
OF THE YEAR



Camille Leonard

STAMP

Art Director
OF THE YEAR

2020 RSA Annual Report

Best in Show



STAMP for RETIREMENT SYSTEMS OF ALABAMA

Camille Leonard, Art Director
Ashley Reid, Graphic Designer
Jim Leonard, Copywriter
Stephen Poff, Photographer
Victoria Belton, Account Executive

LFJ #1 One World Illustration

ONE WORLD

learningforjustice.org



LIZZO (Melissa Viviane Jefferson) is a musician, singer, rapper and songwriter who celebrates self-love and empowerment. She says, "It's all about getting our flowers and giving each person their own space to be an individual and speak up for that individuality."

ILLUSTRATION BY KRISTLE MARSHALL



Learning for Justice and participating artists encourage educators to clip the One World page to hang on a classroom wall. It is created with just that purpose in mind. Enjoy!

Best in Show

ILLUSTRATION

SOUTHERN POVERTY LAW CENTER

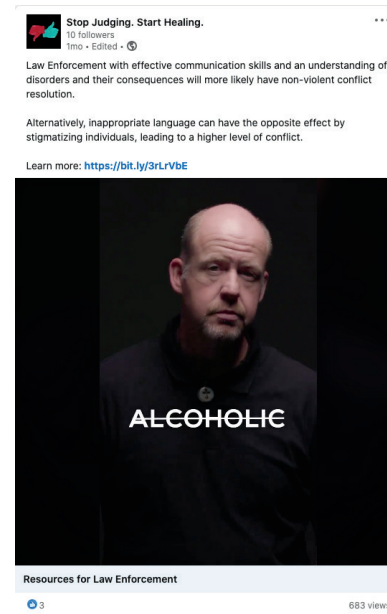
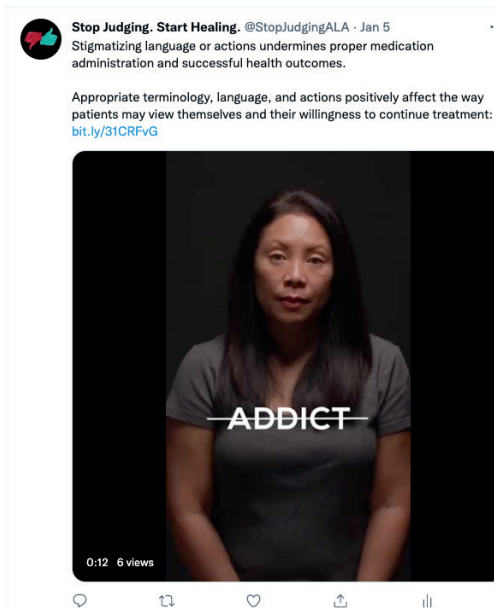
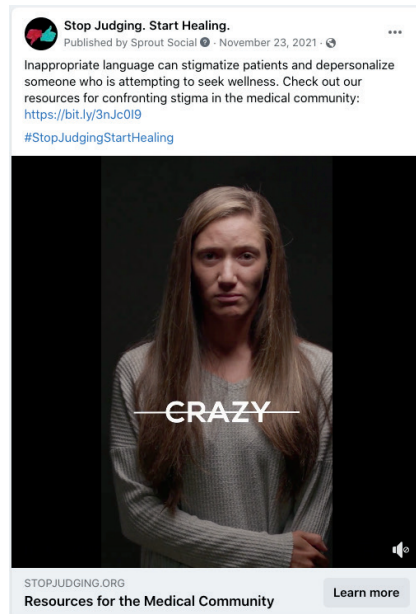
Kristina Turner, Senior Creative Lead

Shannon Anderson, Designer

Kristle Marshall, Illustrator

Anti-Stigma Resources Campaign

Public Service



STAMP *for* ALABAMA DEPARTMENT OF PUBLIC HEALTH

Camille Leonard, Creative Director

Jim Leonard, Copywriter

Stephen Poff, Videographer/Animator

Maghen Barranco, Social Media Manager, Social Copywriter

McKenzie Dailey, Social Media Coordinator, Social Copywriter

Victoria Belton, Account Executive

What Educators Can Do in 100 Days



BY TEACHING TOLERANCE
ADVISORY BOARD MEMBERS
ILLUSTRATION BY MARY KATE MCDEVITT

THE BEGINNING OF THE SCHOOL YEAR can feel like a whirlwind, sweeping education and administration into a storm of excitement, anxiety and anticipation. It's always easy to get lost in the "busy-ness" that year more than most. But as an educator, it's important to take a moment to reflect, recognize the accomplishments of our commitment and look to the work that lies ahead. The most term gives us an opportunity to do that.

A new administration. A new year. Join our advisory board in recommitting to equity in education.

As this new semester begins, a new presidential administration is sworn in to "renew" what we know. Though educators can't control the president, we can control our response. We can choose to embrace the new administration as an opportunity to do that.

In 100 days, I can reflect on my learning. I can remember courageous conversations I've shared with students, colleagues and superintendents. I can consider the ways I've adjusted in response to what I've learned—and the things I still need to examine or improve.



In 100 days, I can share my values across my life. If I'm having critical conversations in my classroom, I can make sure I'm having critical discussions at home with my friends and my family too.

50 TEACHING TOLERANCE



In 100 days, I can ask others for feedback. I can practice accepting critiques with respect and heart, no matter how they come. I can adapt where I need to.

In 100 days, I can practice self-care. I can recognize that it is necessary to build and maintain my capacity to be effective in this work. Whether it's a warm bath, a morning walk, a great TV show, a dance class, a nap, a delicious meal, time with friends and family or time alone, I include the things that feed my soul and spirit.

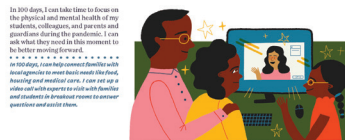


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52 TEACHING TOLERANCE



In 100 days, I can take time to focus on the physical and mental health of my students, colleagues, and parents and guardians during the pandemic. I can ask what they need in this moment to be better moving forward.



52 TEACHING TOLERANCE

51

53

Mosaic Award

SOUTHERN POVERTY LAW CENTER

Kristina Turner, Senior Creative Lead

Cierra Brinson, Designer

Mary Kate McDevitt, Illustrator

2021 Auburn University Commencement



*Judge's
Choice*

AUBURN UNIVERSITY, OFFICE OF THE PROVOST

Tracey Newell, Communications, Marketing, and Events Coordinator

Julie Huff, Assistant VP of Strategic Initiatives and Communication

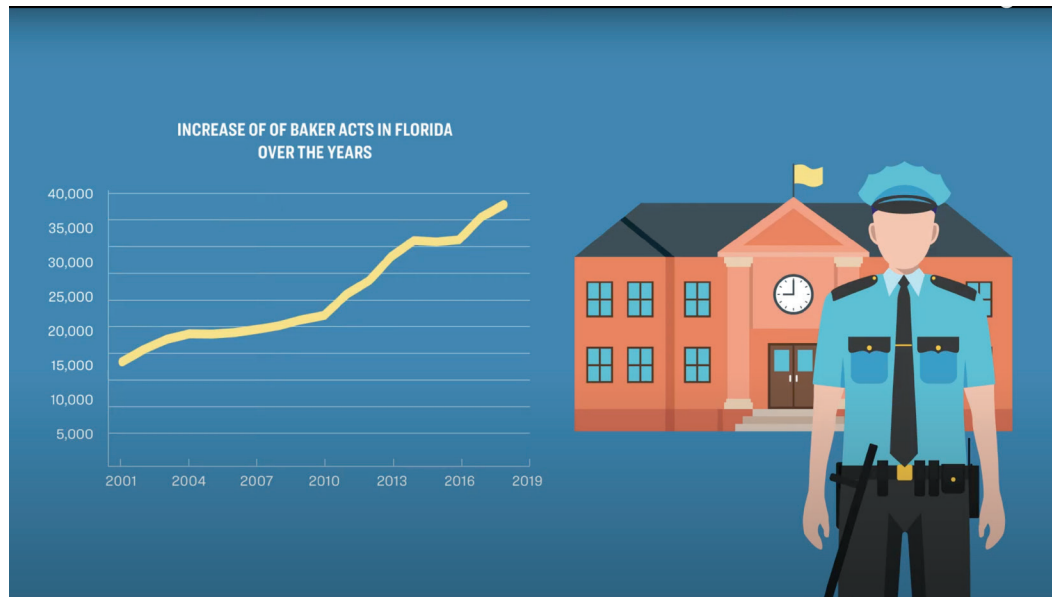
Staci Sarkowski, Communications and Marketing Specialist

Marisa Singh, Communications and Marketing Specialist

Mariah Gullatte, Assistant Events Coordinator

Gracelyn Spates, Graduate Assistant

Baker Act Video



[VIEW REEL
FOR VIDEO
COMPONENTS](#)

*Judge's
Choice*

SOUTHERN POVERTY LAW CENTER

Scott Phillips, Deputy Creative Director

Hillary Andrews, Video Editor

Gabriela Amaya Cruz Video



VIEW REEL
FOR VIDEO
COMPONENTS

Judge's Choice

SOUTHERN POVERTY LAW CENTER

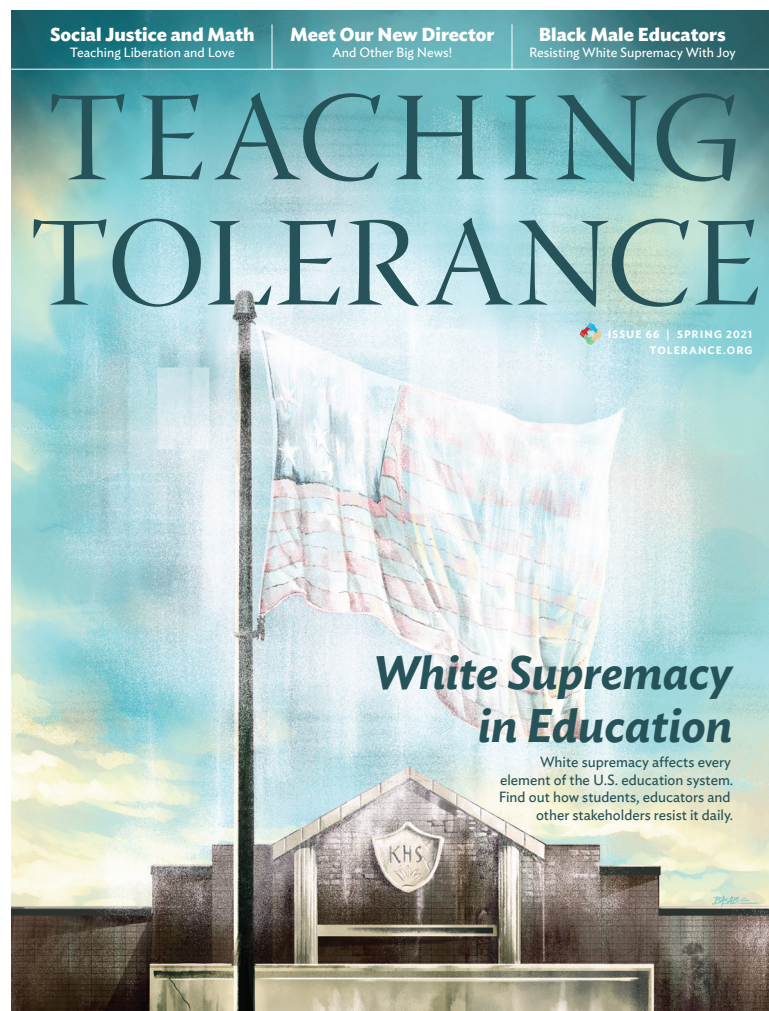
Scott Phillips, Deputy Creative Director
Hillary Andrews, Video Editor

The logo features the word "Gold" in a large, orange, cursive script with a black outline, slanted upwards to the right. Below it, the word "PROFESSIONALS" is written in a bold, black, sans-serif, all-caps font, centered horizontally.

Gold
PROFESSIONALS

Teaching Tolerance Magazine #66 Cover

COLLATERAL MATERIAL > 008 - PUBLICATION DESIGN > 008A - COVER



SOUTHERN POVERTY LAW CENTER

Kristina Turner, Senior Creative Lead

Carlos Basabe, Illustrator

LFJ #1 Teaching Honest History

COLLATERAL MATERIAL > 008 - PUBLICATION DESIGN > 008B - EDITORIAL SPREAD OR FEATURE



DOI: 10.1002/for

TEACHING HONEST HISTORY

A New LFJ Resource for
Teaching the Civil Rights Movement

LFJ is pleased to introduce a forthcoming educator resource: *Teaching the Movement: A Framework for Teaching the Black Freedom Struggle*

INTRODUCING THE 2019 ESSAY COLLECTION Understating and Treaching the Civil Rights Movement, editor Hans Kowase Jeffries points out that much scholarship depicts the history that Americans students—and even teachers—learn about the civil rights movement as a story of the civil rights leader Julian Bond called “The Master Narrative.” Jeffries sums it up this way:

“In this fashion, the movement began in 1964 when the US Supreme Court conceded that segregation is wrong. It gains momentum when an international incident, inspired by the court’s bold act, engages in noble acts of nonviolent protest, ranging from backbeats to sit-ins. The Kennedy state the moral crusade and receives the unwavering support of Presidents John F. Kennedy and Lyndon B. Johnson, who put the full might of a federal government, including the vast resources of the FBI, behind it. In the end, the movement achieves its aim: the eradication of racism/discrimination in the South and elsewhere while its recognition that racial prejudice is morally wrong. Then Congress passes landmark legislation designed to end racial discrimination. Unfortunately, African Americans are dissatisfied with this remarkable progress and undertake the final, and most vicious, act of the civil rights movement.”

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and embracing Black Power. Finally, in 1968, Dr. King died, effectively ending the movement. But thankfully, by that time, America had essentially righted its racial wrongs, thereby leveling the playing field for future generations and paving the way for Barack Obama."

Students aren't watching this from afar," explains Learning for Justice Director Julia Liles Dunn. "They are living in spaces of injustice. They are at the hinge of oppression."

Students know the playing field hasn't been leveled: The effects of redlining are still evident in the noisy lanes that clutter the windows of some schools and the well-kept lawns that stretch beneath the windows of others.

When we offer them a story about civil rights that glosses over the complexity of this history to pretend that the movement ended with all its goals accomplished, Liles Dunn says, "we are robbing students of their rights to discern the world for what it is and for what it has been — and their contribution."

That's why Learning for Justice is developing a new resource for educators: *Teaching the Movement: A Framework for Teaching the Black Freedom Struggle*. "Tracing the deep roots and many branches of the U.S. civil rights movement, this framework supports middle and high school educators in pushing beyond 'The March Narrative' to teach an honest history of the U.S. civil rights movement."

Based on the book *Understanding and Teaching the Civil Rights Movement*, the framework offers recommendations and support for teaching a more accurate narrative of the movement—one that recognizes its origins in the days

STUDENTS AREN'T WATCHING THIS FROM AFAR.
THEY ARE LIVING IN SPACES OF INJUSTICE.
THEY ARE AT THE HINGE OF OPPRESSION.

— M. KVALKERSDOTTIR, LEARNING CO-ARTICE DIRECTOR

Reconstruction, details the wide range of resistance with which it was met, encourages students to recognize the diversity of the movement's advocates and tactics, and clearly locates the movement's goals not only in political equality but also in transcendence and social justice.

[illegible]

history that informs "The Master Narrative," we expand the frame around *Brown v. Board* to show students the Black families and lawyers who moved the trial forward, the Black activists and leaders who rallied support, the Black writers and editors who spread the story, the Black teachers and drivers and students and parents and justices who answered the NAACP's call for justice with donations that would fund this work.

Recognizing the Black communities across the nation who worked together—and sometimes apart—for Black liberation, as well as the outsized role of grassroots activism in the fight for change, the framework pushes back against narratives that represent the Black freedom struggle as a single, streamlined, monolithic movement.

Teaching the Movement: A Framework for Teaching the Black Freedom



and ideological boundaries established by the dominant narrative of the movement. Racism and white supremacy have never been limited to the South; neither has people's resistance to them. That's why the framework includes examples of movement activists from CORE work in Brooklyn to NAACP protests in Milwaukee, from coalition between Black Panthers and disability rights activists in Los Angeles to the famous 1963 March on Washington for Jobs and Freedom.

Instead of presenting one North Star on which students can fix their understanding of the movement, the framework offers a series of questions. As a result, when studying the ways that the movement worked for economic justice, students can still connect their reading of King's "Mountaintop" speech with "I Have a Dream." But they are also invited to recognize how King

This expanded focus not only helps students better understand the events of the movement—it also helps them better understand its ethos. As an example, Liles Dunn cites the work of Ella Baker and her "political, radical, democratic approach to justice. She thought that everyday, ordinary people carry the power. She recognized that local autonomy is important, that people's voices are important, that people's actions are important."

In *Teaching the Movement*, those stories take center stage. The framework directs educators to primary sources that center the voices of those on the ground.

A photograph showing a dense crowd of people, mostly seen from the back, holding up their smartphones high in the air. They appear to be at a public event or protest, capturing photos or videos. The scene is somewhat dark, with some light reflecting off the screens of the phones.



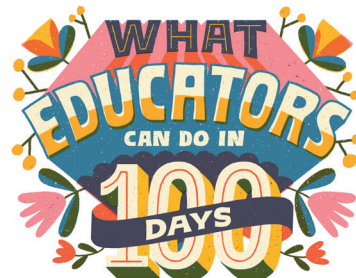
43

SOUTHERN POVERTY LAW CENTER

Kristina Turner, Senior Creative Lead
Michelle Leland, Senior Creative Lead
Simone Martin-Newberry, Illustrator

What Educators Can Do in 100 Days

COLLATERAL MATERIAL > 008 - PUBLICATION DESIGN > 008B - EDITORIAL SPREAD OR FEATURE



BY TEACHING TOLERANCE
ADVISORY BOARD MEMBERS
ILLUSTRATION BY MARY KATE MCDEVITT

THE BEGINNING OF THE SCHOOL YEAR can feel like a whirlwind, competing deadlines and administrative tasks in a flurry of calendar, anxiety and confusion. It's always hard to get the ball rolling. "There were, like, more than 100 days," she says. "But we had to take a moment to reflect, recognize the accomplishments of our community and look to the work that lies ahead. The new year gives us an opportunity to do that."

A new administration. A new year. Join our advisory board in recommending to equity in education.

At this new semester begins, a new presidential administration is elected. It's a time to reflect on the past year, to recognize the accomplishments of our community and look to the work that lies ahead. The new year gives us an opportunity to do that.

In 100 days, I can reflect on my teaching. I can remember conversations I've shared with students, colleagues and superintendents. I can consider the ways I've adjusted in response to what I've learned—and the things I still need to examine or interrogate.

.....

In 100 days, I can practice self-care. I can recognize that it is necessary to build and sustain my capacity to be effective in this work. Whether it's a walk, a meal, a meeting with a friend or a moment to breathe, I can find ways to replenish myself and my spirit.

.....

In 100 days, I can find my voice. I can speak up for my students, my colleagues, my community. I can find the courage to share my ideas, my experiences, my hopes and dreams. I can find the strength to stand up for what is right, just and fair.

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In 100 days, I can build community. I can reach out to my colleagues, my students, my community. I can find the courage to share my ideas, my experiences, my hopes and dreams. I can find the strength to stand up for what is right, just and fair.



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51



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52

In 100 days, I can meet individually with students, as groups or one-on-one. Just for 10 minutes, just to talk. I can find the courage to share my ideas, my experiences, my hopes and dreams. I can find the strength to stand up for what is right, just and fair.

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.....

In 100 days, I can build community. I can reach out to my colleagues, my students, my community. I can find the courage to share my ideas, my experiences, my hopes and dreams. I can find the strength to stand up for what is right, just and fair.

In 100 days, I can meet individually with students, as groups or one-on-one. Just for 10 minutes, just to talk. I can find the courage to share my ideas, my experiences, my hopes and dreams. I can find the strength to stand up for what is right, just and fair.

.....

In 100 days, I can practice self-care. I can recognize that it is necessary to build and sustain my capacity to be effective in this work. Whether it's a walk, a meal, a meeting with a friend or a moment to breathe, I can find ways to replenish myself and my spirit.

.....

In 100 days, I can find my voice. I can speak up for my students, my colleagues, my community. I can find the courage to share my ideas, my experiences, my hopes and dreams. I can find the strength to stand up for what is right, just and fair.

.....

In 100 days, I can build community. I can reach out to my colleagues, my students, my community. I can find the courage to share my ideas, my experiences, my hopes and dreams. I can find the strength to stand up for what is right, just and fair.

53

SOUTHERN POVERTY LAW CENTER
Kristina Turner, Senior Creative Lead
Cierra Brinson, Designer
Mary Kate McDevitt, Illustrator

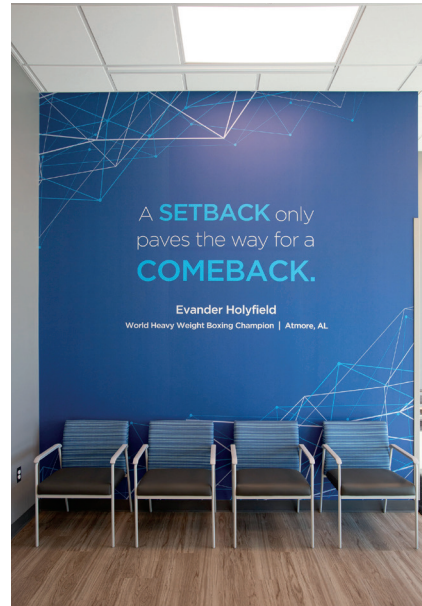
COLLATERAL MATERIAL > 009 - SPECIAL EVENT MATERIAL > 009B - CARD, INVITATION, ANNOUNCEMENT - CAMPAIGN



Tracey Newell, Communications, Marketing, and Events Coordinator
Julie Huff, Assistant VP of Strategic Initiatives and Communication
Staci Sarkowski, Communications and Marketing Specialist
Marisa Singh, Communications and Marketing Specialist
Mariah Gullatte , Assistant Events Coordinator
Gracelyn Spates , Graduate Assistant

OrthoNow Retail Graphics

AMBIENT MEDIA > 016 - INSTALLATIONS > 016A - SINGLE INSTALLATION



STAMP *for* BAPTIST HEALTH

Camille Leonard, Art Director

Ashley Reid, Graphic Designer

Beth Bushman, Account Executive

Roberta Pinkston, Media Director

2021 AU Graduation Signage

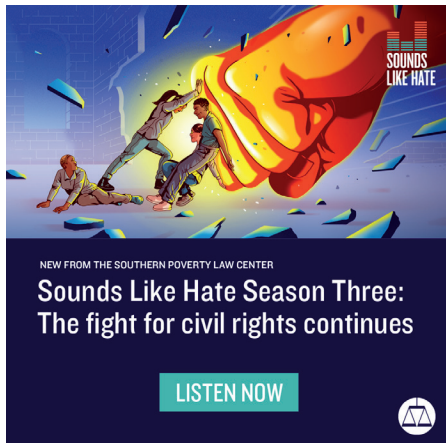
OUT-OF-HOME > 021 - SITE > 021B - LARGE VENUE – SINGLE



AUBURN UNIVERSITY, OFFICE OF THE PROVOST
Staci Sarkowski, Communications and Marketing Specialist

Sounds Like Hate Season 3

SOCIAL MEDIA > 024 - SOCIAL MEDIA > 024B - CAMPAIGN



SOUTHERN POVERTY LAW CENTER

Chris Mihal, Creative Director

Sunny Paulk, Designer

Glenn Harvey, Illustrator

LFJ #1 One World Illustration

VISUAL > 054 - ILLUSTRATION > 054A - ILLUSTRATION - SINGLE

ONE WORLD

learningforjustice.org



LIZZO (Melissa Viviane Jefferson) is a musician, singer, rapper and songwriter who celebrates self-love and empowerment. She says, "It's all about getting our flowers and giving each person their own space to be an individual and speak up for that individuality."

ILLUSTRATION BY KRISTLE MARSHALL



SOUTHERN POVERTY LAW CENTER

Kristina Turner, Senior Creative Lead
Shannon Anderson, Designer
Kristle Marshall, Illustrator

Ridin' Down to Natchez

SOUND > 060 - MUSIC > 060B - MUSIC WITH LYRICS—SINGLE



VIEW REEL
FOR VIDEO
COMPONENTS

STAMP
Stephen Poff, Visual Storyteller, Musician, Lyrics
Stamp Creative Department, Chalk Mural
Camille Leonard, Creative Director
Jim Leonard, Executive Creative Director

Silver

PROFESSIONALS

RJ Dev Communications Package

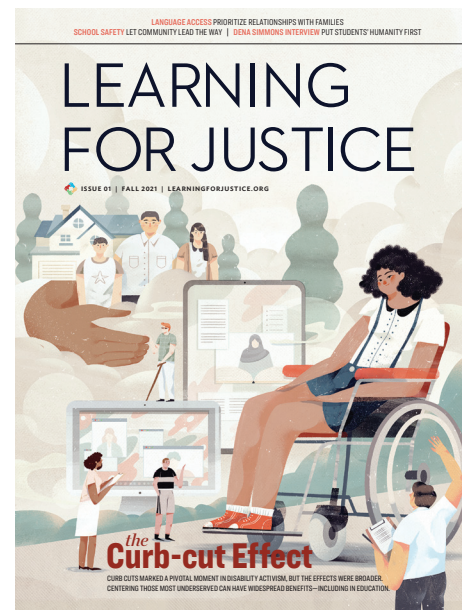
COLLATERAL MATERIAL > 007 - BROCHURE > 007A - SINGLE UNIT OR MULTIPLE PIECES



LEIGH FARRIOR, FREELANCE
for RJ DEVELOPMENT
Leigh Farrior, Art Director

Learning for Justice #1 Cover

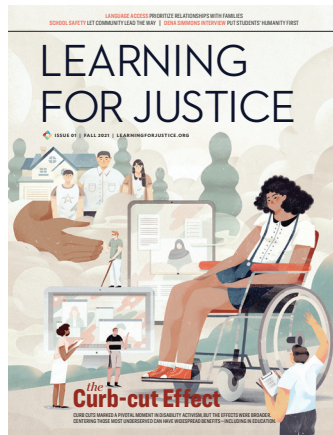
COLLATERAL MATERIAL > 008 - PUBLICATION DESIGN > 008A - COVER



SOUTHERN POVERTY LAW CENTER
Kristina Turner, Senior Creative Lead
Dola Sun, Illustrator

Learning for Justice Magazine #1

COLLATERAL MATERIAL > 008 - PUBLICATION DESIGN > 008D - MAGAZINE DESIGN

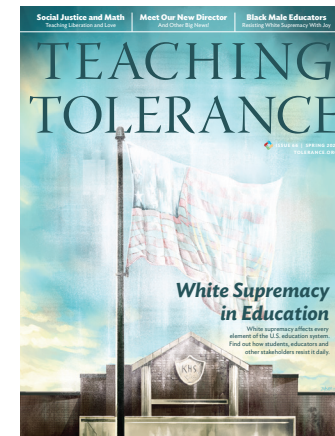


SOUTHERN POVERTY LAW CENTER

Scott Phillips, Deputy Creative Director
 Kristina Turner, Senior Creative Lead
 Michelle Leland, Senior Creative Lead
 Claudia Whitaker, Designer
 Alex Trott, Designer
 Jacob Saylor, Designer
 Hillary Andrews, Designer
 Cierra Brinson, Designer
 Sunny Paulk, Designer
 Shannon Anderson, Designer
 Angela Greer, Administrative Assistant

Teaching Tolerance Magazine #66

COLLATERAL MATERIAL > 008 - PUBLICATION DESIGN > 008D - MAGAZINE DESIGN



SOUTHERN POVERTY LAW CENTER

Scott Phillips, Deputy Creative Director
 Kristina Turner, Senior Creative Lead
 Michelle Leland, Senior Creative Lead
 Claudia Whitaker, Designer
 Alex Trott, Designer
 Jacob Saylor, Designer
 Hillary Andrews, Designer
 Cierra Brinson, Designer
 Sunny Paulk, Designer
 Shannon Anderson, Designer
 Angela Greer, Administrative Assistant

Hate and Extremism in 2021

COLLATERAL MATERIAL > 008 - PUBLICATION DESIGN > 008D - MAGAZINE DESIGN



Capitol Insurrection Shows How the Far Right's Fringe Have Become Mainstream

The far-right insurrection in the U.S. Capitol on Jan. 6 was a watershed moment in the history of the United States, as it showed the far-right fringe of the country has become mainstream. The insurrection was a direct result of the far-right's growing influence in the country, and it was a clear warning sign of the dangers of far-right extremism.

Reporting and analysis from the Southern Poverty Law Center's Investigative Reporting Project, which has been tracking the rise of the far-right for decades, shows that the insurrection was a direct result of the far-right's growing influence in the country. The project has found that the far-right has been able to gain a foothold in the media, politics, and culture, and it is now a major force in the country. The project's findings are a warning sign of the dangers of far-right extremism.

2022 50th Anniversary Postcards

DIRECT MARKETING > 010 - DIRECT MAIL > 010B - FLAT - CAMPAIGN



SOUTHERN POVERTY LAW CENTER
for SOUTHERN POVERTY LAW CENTER

Chris Mihal, Creative Director
Claudia Whitaker, Designer

SOUTHERN POVERTY LAW CENTER
for SOUTHERN POVERTY LAW CENTER

Chris Mihal, Creative Director
Alex Trott, Designer
Zoe Van Dijk, Illustrator
Kristen Uroda, Illustrator
Lisk Feng, Illustrator
Camilla Rosa, Illustrator

2022 50th Anniversary Calendar

DIRECT MARKETING > 011 - SPECIALTY ADVERTISING > 011B - OTHER MERCHANDISE



SOUTHERN POVERTY LAW CENTER

Chris Mihal, Creative Director

Alex Trott, Designer

Zoë van Dijk, Illustrator

Simone Martin-Newberry, Illustrator

Lorraine Nam, Illustrator

Camila Rosa, Illustrator

Kristen Uroda, Illustrator

Kim Salt, Illustrator

Cornelia Li, Illustrator

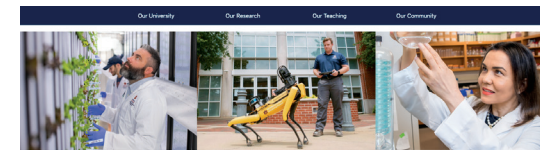
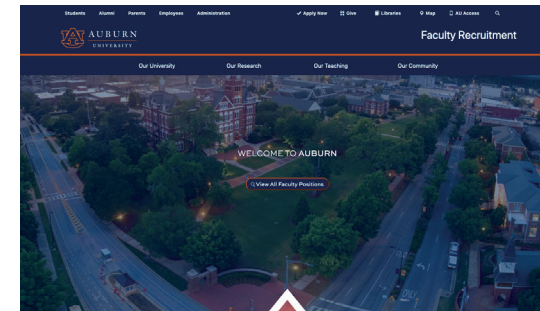
Lisk Feng, Illustrator

Glenn Harvey, Illustrator

Sena Kwon, Illustrator

Faculty Recruitment Website

WEBSITES > 023 - WEBSITES > 023A - CONSUMER



A Drive to Transform



\$5.6 billion contributed to the state of Alabama



\$150 million secured by faculty in funding each year



40 centers and institutes for interdisciplinary research

Auburn faculty are an elite group, known internationally for the excellence of their teaching and quality of their research. Their disciplines power our economic, societal, and cultural future.



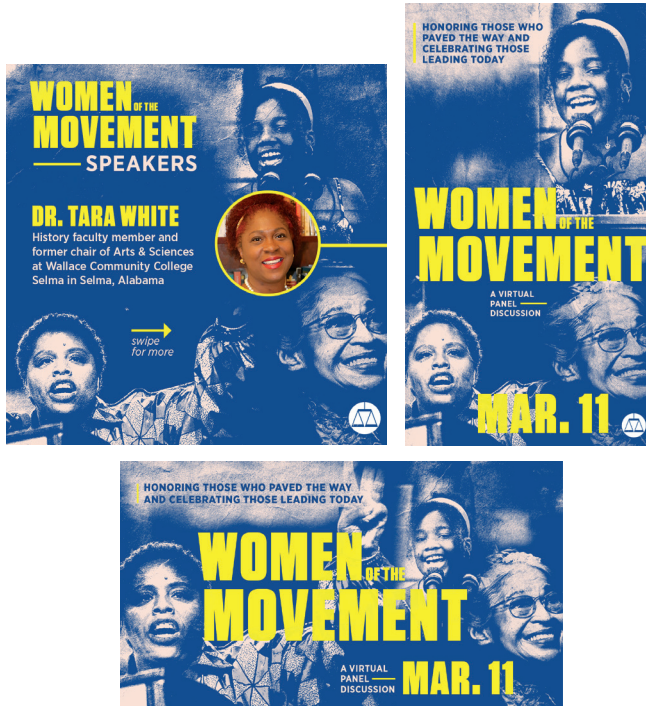
AUBURN UNIVERSITY, OFFICE OF THE PROVOST

Marisa Singh, Communications and Marketing Specialist

Jordan Gilchrist, Multimedia Specialist

Women of the Movement Social Art

SOCIAL MEDIA > 024 - SOCIAL MEDIA > 024B - CAMPAIGN



SOUTHERN POVERTY LAW CENTER
Cierra Brinson, Designer

Where Nature Reigns Campaign

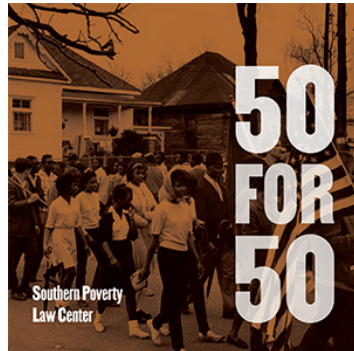
INTEGRATED CAMPAIGNS > 047 - INTEGRATED ADVERTISING CAMPAIGNS
> 047D - CONSUMER CAMPAIGN-REGIONAL/NATIONAL



STAMP for KINGSLAND, GA CVB
Camille Leonard, Art Director, Copywriter
Jim Leonard, Copywriter
Victoria Belton, Account Executive

SPLC's 50th Anniversary Campaign

INTEGRATED CAMPAIGNS > 049 - INTEGRATED BRANDED CONTENT
CAMPAIGN - LOCAL OR REGIONAL/NATIONAL



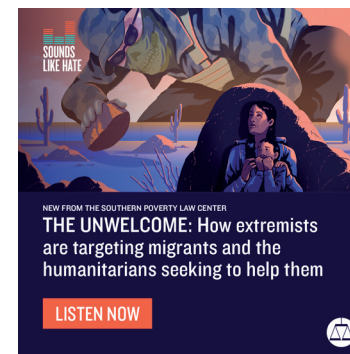
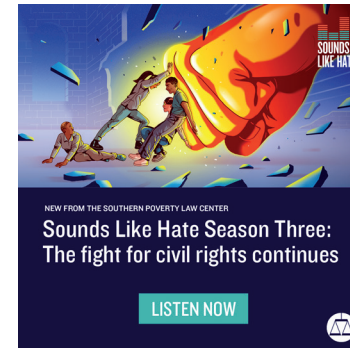
VIEW REEL
FOR VIDEO
COMPONENTS

SOUTHERN POVERTY LAW CENTER

Chris Mihal, Creative Director
Cierra Brinson, Holiday Card Designer
Shannon Anderson, Playlist Cover Art Designer
Kristina Turner, Senior Creative Lead
Scott Phillips, Senior Creative Lead
Ryan Olbrysh, Illustrator
What Took You So Long?, Editors
Digimentors, Producers

Sounds Like Hate Season 2

ONLINE/INTERACTIVE CAMPAIGN > 050 - ONLINE/INTERACTIVE
CAMPAIGN



SOUTHERN POVERTY LAW CENTER

Michelle Leland, Senior Creative Lead
Zoe van Dijk, Illustrator

Kingsland, GA CVB Logo

VISUAL > 052 - LOGO DESIGN



STAMP for KINGSLAND, GA CVB
Camille Leonard, Art Director, Copywriter
Victoria Belton, Account Executive

Air & Space Innovation Tshirt

VISUAL > 054 - ILLUSTRATION > 054A - ILLUSTRATION - SINGLE



STAMP for MGMWERX
Leigh Farrior, Art Director, Illustrator
Victoria Belton, Account Executive

TT #66 One World Illustration

VISUAL > 054 - ILLUSTRATION > 054A - ILLUSTRATION - SINGLE

ONE WORLD

tolerance.org



DERRICK A. BELL JR. (1930-2017) was a renowned civil rights lawyer who wrote and theorized about race and racism. The first tenured Black law professor at Harvard University, Bell lived out his beliefs when he resigned from his position to protest the lack of Black women on faculty.

ILLUSTRATION BY OLGA MUZICIAN



SOUTHERN POVERTY LAW CENTER

Kristina Turner, Senior Creative Lead
Shannon Anderson, Designer
Olga Muzician, Illustrator

Freedom Denied Web Series

VISUAL > 054 - ILLUSTRATION > 054B - ILLUSTRATION - SERIES

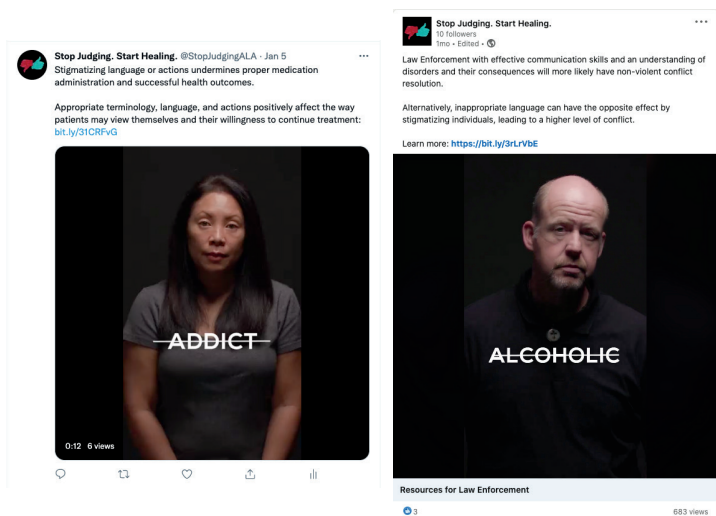


SOUTHERN POVERTY LAW CENTER

Kristina Turner, Senior Creative Lead
Claudia Whitaker, Designer
Eleanor Shakespeare, Landing Page Illustrator
Ryan Simpson, Portrait Illustrator

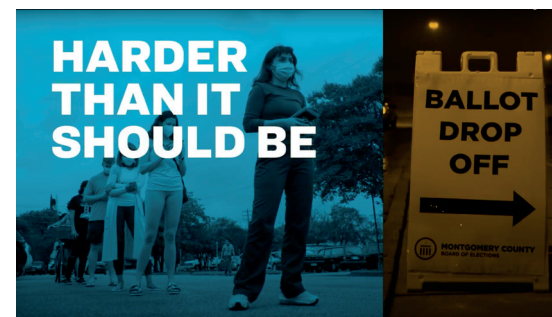
Anti-Stigma Resources Campaign

NLINE/INTERACTIVE > 088 - PUBLIC SERVICE ONLINE/INTERACTIVE > 088B
- CAMPAIGN



Voting Rights Video

FILM, VIDEO & SOUND > 091 - PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND



VIEW REEL
FOR VIDEO
COMPONENTS

STAMP *for* ALABAMA DEPARTMENT OF PUBLIC HEALTH

Camille Leonard, Creative Director
Jim Leonard, Copywriter
Stephen Poff, Videographer/Animator
Maghen Barranco, Social Media Manager, Social Copywriter
McKenzie Dailey, Social Media Coordinator, Social Copywriter
Victoria Belton, Account Executive

SOUTHERN POVERTY LAW CENTER

Chris Mihal, Creative Director
Hillary Andrews, Video Editor

Baker Act Video

FILM, VIDEO & SOUND > 091 - PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND



VIEW REEL
FOR VIDEO
COMPONENTS

CRMC Airport Ads

OUT-OF-HOME SELF-PROMOTION > 100 - OUT-OF-HOME SELF-PROMOTION > 100B - CAMPAIGN



SOUTHERN POVERTY LAW CENTER
Scott Phillips, Deputy Creative Director
Hillary Andrews, Video Editor

SOUTHERN POVERTY LAW CENTER
Cierra Brinson, Designer

Bronze

PROFESSIONALS

Gabriela Amaya Cruz Video

FILM, VIDEO & SOUND > 091 - PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND



VIEW REEL
FOR VIDEO
COMPONENTS

SOUTHERN POVERTY LAW CENTER

Scott Phillips, Deputy Creative Director

Hillary Andrews, Video Editor

Congrats!