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2012 AAF DISTRICT 7 ADDY® WINNERS BOOK

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WE'VE GOT ALL  
THE BEST CREATIVE  
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DISTRICT 7

**2012 ADDY AWARDS**  
WINNING WORK FROM:  
ALABAMA | GEORGIA | LOUISIANA  
MISSISSIPPI | TENNESSEE

AMERICAN  
ADVERTISING  
FEDERATION

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# JUDGES



## **Jackie Barker**

President, *Sky Advertising*

Jackie Barker, has been involved in the advertising, marketing and public relations industry for twenty-five years. After managing two Brevard County agencies for over twelve years, she started SKY Advertising, a full-service advertising agency in January 2003. From a small office in her home, the company continues to grow and currently employs a staff of five. SKY has won over sixty ADDY Awards, including two Best of Show Awards. SKY manages a wide variety of clients, including hotels, area attractions, restaurants, auto dealers, retail and a community college.

Jackie is also a community volunteer and serves on many boards. She is currently the Immediate Past Governor of the American Advertising Federation, Fourth District, Secretary for the Eastern Region of the American Advertising Federation, Past Chair and current Vice- President of Development of the East Coast Zoological Society, Director for United Way of Brevard County, Past Chair and current Executive Committee member for the Cocoa Beach Area Chamber of Commerce Board of Directors.



## Jackie Dryden

Creative Strategist

Savage Branding & Corporate Design

Jackie is proud to be a veteran of the advertising wars. She is a mother and stepmother of three girls. A relentless observer of people. A marketing professional and dynamic speaker.

Jackie began her career in advertising after graduating from the University of Texas in Austin. She has spent the bulk of her career at local and international advertising agencies as a creative director. Today she serves as the Creative Strategist at Savage Branding and Corporate Design in Houston.

Jackie's agency work has been recognized with hundreds of awards for creativity... from CA Magazine to The New York Art Director's Show to National ADDY's. She is a recipient of the AAF Silver Medal Award.

Jackie is also an award-winning author of the parenting book, "Just Me: What Your Child Wants You To Know About Parenting." She enjoys speaking to groups across the country on parenting skills and has appeared on all major TV networks and been featured in numerous national magazines.

On Wednesday nights, you will find Jackie behind the microphone as a DJ at Texas Children's Hospital's Radio Lollipop.



## Gina Nancy

Creative Strategist

Adventure Advertising

Judge Gina, her preferred form of address, hails from the northern state of Minnesota where she works for Adventure Advertising. A Copywriter turned Creative Strategist, Judge Gina ensures that the advertising, design and copy for Adventure's wide client list is smart, strategic and breakthrough.

In addition to bestowing ADDYs, she likes to win them – and has over 100 ADDYs to her credit. She's also a Silver Medal Award recipient and is actively involved with the American Advertising Federation on a local, district and national level.

ON WITH THE

SHOW



# WINNERS

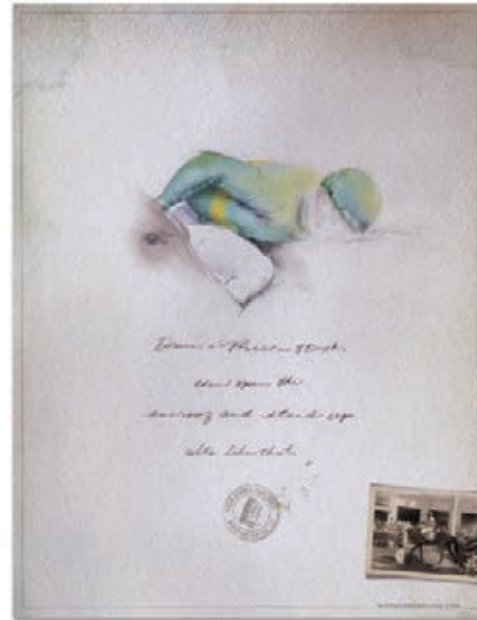


## Sales Promotion

### 01B Sales Kit

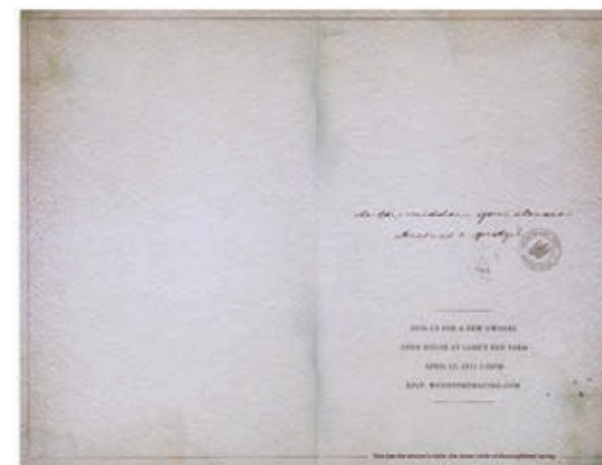
#### Silver ADDY Award

**Entrant:** Combustion  
**City & State:** Memphis, Tennessee  
**Advertiser:** International Paper  
**Title:** Spicers Sales Kit  
**Credits:** Billy Riley, Designer  
 Ben Couvillion, Design Director  
 Eric Christopherson, Copywriter



#### Silver ADDY Award

**Entrant:** TILT  
**City & State:** Baton Rouge, Louisiana  
**Advertiser:** Sparkhound  
**Title:** Sparkhound Sales Kit  
**Credits:** TILT, Concept/Design  
 Vulcan Information Packaging, Printing  
 TriStar Graphics, Printing  
 McLoone, Printing  
 Todd Davidson, Copywriting  
 Brian Baiamonte, Photography



### 01E Sales Promotion Campaign

#### Gold ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Woodford Racing, LLC  
**Title:** Woodford Sales Presentation  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
 Karinne Caulkins, Art Director / Designer  
 Jeffrey Buntin, Jr., Copywriter  
 Karinne Caulkins, Illustrator

# Sales Promotion

## 02C Packaging Campaign

### Silver ADDY Award

**Entrant:** Unreal  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Lazy Magnolia Brewing Company  
**Title:** Lazy Magnolia Brewing Company Six Packs  
**Credits:** Rick Dobbs, Creative Director/Designer

## 03A Point-of-Purchase

### Silver ADDY Award

**Entrant:** CSE  
**City & State:** Atlanta, Georgia  
**Advertiser:** Pride Sports  
**Title:** 'Exclamation'  
**Credits:** Franklin Bachrach, Art Director  
Nick Gebhardt, Copywriter  
Ron Huey, Creative Director

### Silver ADDY Award

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** Mayfield Dairy Farms  
**Title:** Braves Stadium Three Up Three Down POP  
**Credits:** Roger Vaughn, Creative Director  
Mike Polcari, Creative Director  
Chuck Morrow, Art Director

## 03C Trade Show Exhibit

### Silver ADDY Award

**Entrant:** Scout Branding  
**City & State:** Birmingham, Alabama  
**Advertiser:** Mannington Commercial  
**Title:** Mannington Chicago Showroom  
**Credits:** Paul Crawford, Creative Director  
Mandy Meredith, Design Director  
Paul Crawford, Art Director  
Mandy Meredith, Designer  
Katryn Tanner, Designer  
Paul Crawford, Designer

## 04 Video Sales Presentation

### Gold ADDY Award

**Entrant:** Big Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** Royal Cup Coffee  
**Title:** Royal Cup Coffee Sales Video  
**Watch:** <http://youtu.be/imZqAYmYULM>  
**Credits:** John Montgomery, President  
Ford Wiles, Chief Creative Officer  
Matt Harris, Senior Art Director  
Brian Curtin, Editor  
Jordan Sowards, Copy Writer  
Julie Ward, Account Executive  
Boutwell Studios, Studio Production



# Collateral Material

## Gold ADDY Award

(opposite page top left)

**Entrant:** Bright Blue Sky Productions  
**City & State:** Macon, Georgia  
**Advertiser:** Gateway Macon  
**Title:** Cherry Street, Floco Torres  
**Watch:** <http://youtu.be/sxObdVc2uUs>  
**Credits:** Beth Dunwody, Executive Producer  
Elliott Dunwody, Producer  
Tabitha Walker, Producer, Director, Writer  
Stephanie Shadden, DP, Editor, Writer  
Ernest Howard, Grip, Gaffer  
Floco Torres, Talent

## Silver ADDY Award

**Entrant:** LifeWay  
**City & State:** Nashville, Tennessee  
**Advertiser:** FLYTE  
**Title:** FLYTE Promo Video  
**Watch:** <http://youtu.be/5CqwYi9eY0k>  
**Credits:** Roberta Lehman, Marketing Specialist  
Courtney Baker, Marketing Strategist  
Pam Goodwin, Graphic Designer  
Steve Bussell, Producer/Director Seventh  
Story Productions

## 05A Stationery Package

### Gold ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Contact Living LLC  
**Title:** How's My Dog Stationery  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
Karinne Caulkins, Art Director/Designer

### Silver ADDY Award

**Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** Birmingham Education Foundation/ED  
**Title:** Ed Stationery  
**Credits:** Dan Monroe, Principal/Writer  
Dan Murch, Principal/Creative Director  
Marion Powers, Design Director  
Dana Kaita, Designer  
Bo Rumbley, Designer  
Laura Ervin, Account Executive





# Collateral Material



## 07B Brochure, Color

### Gold ADDY Award

**Entrant:** Combustion  
**City & State:** Memphis, Tennessee  
**Advertiser:** International Paper  
**Title:** Carolina Promo  
**Credits:** Billy Riley, Design Director  
 Ben Couvillion, Designer  
 Eric Christopherson, Copywriter

### Silver ADDY Award

**Entrant:** TILT  
**City & State:** Baton Rouge, Louisiana  
**Advertiser:** Sparkhound  
**Title:** Sparkhound Sales Brochure  
**Credits:** TILT, Concept/Design  
 TriStar Graphics, Printing  
 Todd Davidson, Copywriting  
 Brian Baiamonte, Photography

## 08C Publication Design (Magazine or Book), Series

### Silver ADDY Award

**Entrant:** Juicebox Designs  
**City & State:** Nashville, Tennessee  
**Advertiser:** B&H Publishing Group  
**Title:** Santa Biblia Spanish Bible Series  
**Credits:** Jay Smith, Art Director/Designer  
 Kristi Smith, Designer/Illustrator

## 09A Poster

### Gold ADDY Award

(opposite page top left)

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** Suck Creek Cycles  
**Title:** Lose Your Lunch poster  
**Credits:** Mike Polcari, Creative Director  
 Roger Vaughn, Creative Director  
 Chris Jones, Creative Director  
 Jack Parker, Photography

### Gold ADDY Award

(opposite page top center)

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** Suck Creek Cycles  
**Title:** Pay & Ride Layaway poster  
**Credits:** Roger Vaughn, Creative Director  
 Mike Polcari, Creative Director  
 Chuck Morrow, Art Director  
 Jack Parker, Photography

### Gold ADDY Award

(opposite page top right)

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** Suck Creek Cycles  
**Title:** Prolonged Excitement poster  
**Credits:** Roger Vaughn, Creative Director  
 Mike Polcari, Creative Director  
 Chuck Morrow, Art Director  
 Jack Parker, Photography

### Gold ADDY Award

(opposite page bottom left)

**Entrant:** Maris, West & Baker  
**City & State:** Jackson, Mississippi  
**Advertiser:** Shack Up Inn  
**Title:** Shack Up Inn '482'  
**Credits:** Keith Fraser, Art Director/  
 Associate Creative Director  
 Marc Leffler, Writer/Creative Director  
 Tammy Smith, Production Manager  
 The Colad Group, Printer

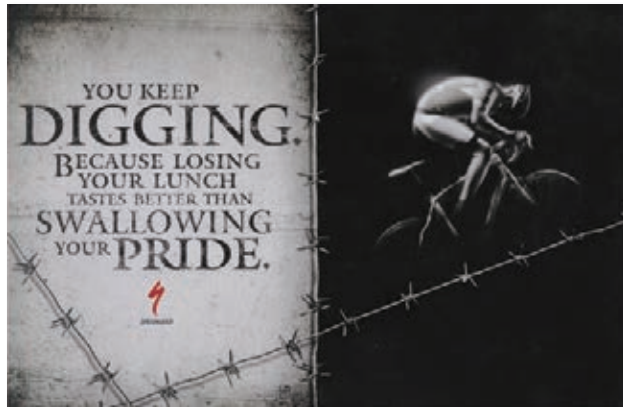
### Gold ADDY Award

(opposite page bottom middle)

**Entrant:** Maris, West & Baker  
**City & State:** Jackson, Mississippi  
**Advertiser:** Shack Up Inn  
**Title:** Shack Up Inn 'Bill's House'  
**Credits:** Keith Fraser, Art Director/  
 Associate Creative Director  
 Randy Lynn, Writer/Creative Director  
 Tammy Smith, Production Manager  
 The Colad Group, Printer



## Collateral Material



### Gold ADDY Award

(lower right)

**Entrant:** Maris, West & Baker  
**City & State:** Jackson, Mississippi  
**Advertiser:** Shack Up Inn  
**Title:** Shack Up Inn 'Juke Joint'  
**Credits:** Keith Fraser, Art Director/  
 Associate Creative Director  
 Randy Lynn, Writer/Creative Director  
 Tammy Smith, Production Manager  
 The Colad Group, Printer

### Silver ADDY Award

**Entrant:** DVL  
**City & State:** Nashville, Tennessee  
**Advertiser:** Jack Daniel Distillery  
**Title:** Eat Healthy Another Weekend  
**Credits:** Nelson Eddy, creative director  
 Keith Johnson, art director  
 Sean Williams, associate art director  
 Mike Ferguson, copywriter  
 Bryce McCloud, illustrator/printer  
 Jill Meyer, account service



# Collateral Material



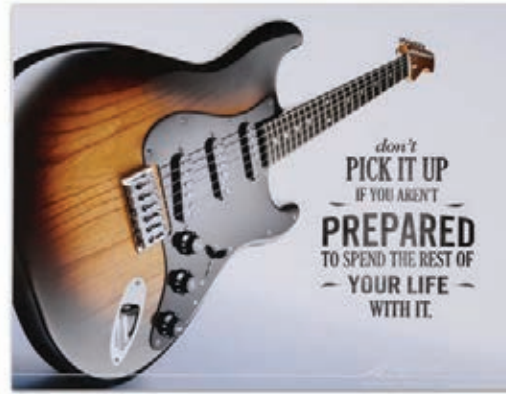
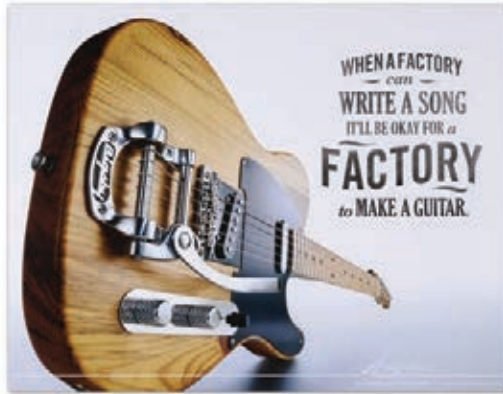
## 09B Poster Campaign

### Gold ADDY Award

**Entrant:** Brunner  
**City & State:** Atlanta, Georgia  
**Advertiser:** Ron Kirn Guitars  
**Title:** Hand Made Guitars  
**Credits:** Christian Herrity, Art Director  
Greg Slater, Photographer  
Brett Compton, Writer

### Gold ADDY Award

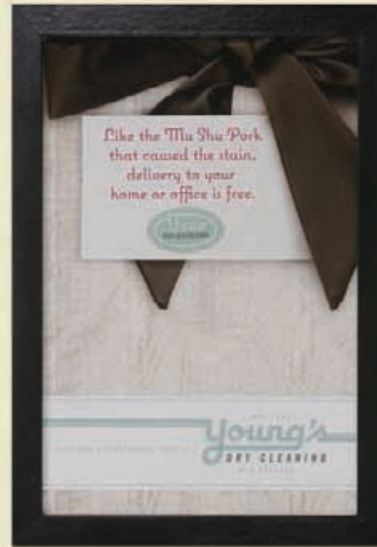
**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Woodford Racing  
**Title:** Woodford Racing Posters  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
Karinne Caulkins, Art Director/Designer  
Jeffrey Buntin, Jr., Copywriter  
Karinne Caulkins, Illustrator  
Leioth Smiley, Print Production



# Collateral Material

## Gold ADDY Award

**Entrant:** CPR + Partners  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Young's Dry Cleaning  
**Title:** Young's Dry Cleaning - Mu Shu Pork, Joan Rivers, & Little Black Dress  
**Credits:** Justin Bonura, Writer/Creative Director  
 David Caruso, Designer/Creative Director  
 Rocky Russo, Designer/Creative Director  
 Michael Terranova, Photographer  
 Sarah Spain, Production Manager  
 Kate Uhle, Account Planner



## Gold ADDY Award

**Entrant:** Maris, West & Baker  
**City & State:** Jackson, Mississippi  
**Advertiser:** Shack Up Inn  
**Title:** Shack Up Inn Campaign  
**Credits:** Keith Fraser, Art Director/  
 Associate Creative Director  
 Randy Lynn, Writer/Creative Director  
 Marc Leffler, Writer/Creative Director  
 Tammy Smith, Production Manager  
 The Colad Group, Printer



## Silver ADDY Award

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** Suck Creek Cycles  
**Title:** Specialized Bikes Poster Campaign  
**Credits:** Mike Polcari, Creative Director  
 Roger Vaughn, Creative Director  
 Chris Jones, Creative Director  
 Jack Parker, Photography

## Collateral Continued

10B Special Event Material, Invitation

### Silver ADDY Award

**Entrant:** archer>malmo  
**City & State:** Memphis, Tennessee  
**Advertiser:** Phoenix Club of Memphis  
**Title:** Raise The Steaks Invitation  
**Credits:** Chris Sanders, Art Director  
 Brandon Davis, Copywriter  
 Leigh Anne Rose, GCD/Copywriter  
 Greg Hastings, GCD/Art Director  
 Kay Patat, Production Manager  
 Lena McWilliams, Sr. Account Executive  
 Cara Laughlin, Project Manager  
 Gary Backaus, Chief Creative Officer



## Direct Marketing

11B Business to Business or Consumer

### Silver ADDY Award

**Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** FreshWater Land Trust  
**Title:** Freshwater Land Trust  
**Credits:** Dan Monroe, Principal/Writer  
 Dana Kaita, Designer  
 Dan Murch, Principal/Creative Director  
 Marion Powers, Design Director

### Silver ADDY Award

**Entrant:** Chattanooga Publishing Company  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** Chattanooga Publishing Company  
**Title:** Get Out Chattanooga Media Kit  
**Credits:** Jason Taylor, concept creation, President  
 Lyndsi Sebastian, Marketing Manager

13A Specialty Advertising, Apparel

### Gold ADDY Award

(left)

**Entrant:** TILT  
**City & State:** Baton Rouge, Louisiana  
**Advertiser:** The Radio Bar  
**Title:** The Radio Bar Shirts  
**Credits:** TILT, Concept/Design  
 Giraphic Prints, Printing  
 Brian Boesch, Illustration

## Out-of-Home

14A Outdoor Board

### Gold ADDY Award

**Entrant:** Combustion  
**City & State:** Memphis, Tennessee  
**Advertiser:** Elvis Presley Enterprises  
**Title:** Elvis Revolution Outdoor  
**Credits:** Ben Couvillion, Designer  
 Zach Whitten, Copywriter



### Silver ADDY Award

**Entrant:** Combustion  
**City & State:** Memphis, Tennessee  
**Advertiser:** Elvis Presley Enterprises  
**Title:** Elvis Family Outdoor  
**Credits:** Ben Couvillion, Designer  
 Ben Couvillion, Copywriter

### Silver ADDY Award

**Entrant:** Combustion  
**City & State:** Memphis, Tennessee  
**Advertiser:** Elvis Presley Enterprises  
**Title:** Elvis Records Outdoor  
**Credits:** Ben Couvillion, Designer  
 Eric Christopherson, Copywriter

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# Consumer or Trade Publication

21B Consumer/Trade,  
Fractional Page, Color

## Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** SMCVB  
**Title:** A Helping Hand Squirrel  
**Credits:** Brian Potter, AD/CD  
Nick Vagott, Writer/CD  
Paul Nies, Writer  
Dooley Tombras, Account Supervisor

22B Consumer/Trade, Full Page, Color

## Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** SMCVB  
**Title:** A Helping Hand Squirrel  
**Credits:** Brian Potter, AD/CD  
Nick Vagott, Writer/CD  
Paul Nies, Writer  
Dooley Tombras, Account Supervisor

23B Consumer/Trade, Spread, Color

## Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** SMCVB  
**Title:** A Helping Hand Squirrel  
**Credits:** Brian Potter, AD/CD  
Nick Vagott, Writer/CD  
Paul Nies, Writer  
Dooley Tombras, Account Supervisor



24B Consumer/Trade Campaign, Color

## Gold ADDY Award

**Entrant:** Lewis Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** Alagasco, an Energen Company  
**Title:** Alagasco Branding Campaign  
**Credits:** Spencer Till, Executive Creative Director  
Ryan Gernenz, Senior Art Director  
Stephen Curry, Creative Director  
& Copywriter  
Miller Mobley, Photographer  
Leigh Ann Motley, Production Manager  
Anne Varner, Account Executive  
Sarah Hefner, Account Manager



# Consumer or Trade Publication

## Gold ADDY Award

(below)

**Entrant:** Lewis Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** Red Mountain Guitars  
**Title:** Red Mountain Guitars Ad Campaign  
**Credits:** Spencer Till, Executive Creative Director  
 Spencer Till, Art Director  
 Spencer Till, Copywriter  
 Jeff Williams, Photographer  
 Benjamin Fine, Producer  
 Leigh Ann Motley, Production Manager

## Silver ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** John Deere  
**Title:** John Deere Lifestyle  
 'Hay'/'Seven'/'Work'/'Them'  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
 Ray Reed, Creative Director/Copywriter  
 Andrew Brooks, Art Director  
 Karinne Caulkins, Art Director/Designer  
 Adair Freeman, Photographer  
 Leiott Smiley, Print Production

## Silver ADDY Award

**Entrant:** Matlock Advertising & PR  
**City & State:** Atlanta, Georgia  
**Advertiser:** MINI USA  
**Title:** MINI 2011 Countryman Launch  
**Credits:** Tobi Carvana Moore, ACD/Writer  
 Reggie Hankerson, ACD/Art Director  
 Kelley Cole Graham, Creative Director/Writer

## Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** SMCVB  
**Title:** A Helping Hand Campaign  
**Credits:** Brian Potter, AD/CD  
 Nick Vagott, Writer/CD  
 Paul Nies, Writer  
 Dooley Tombras, Account Supervisor





# Newspaper

26B Newspaper, Fractional Page, Color

**Gold ADDY Award**

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Zatarain's  
**Title:** Zatarain 's Single Newspaper Ad  
**Credits:** Tony Norman, Group Creative Director  
Jody Towers, Management Supervisor  
Richard Landry, Associate Creative Director  
Mike Heid, Senior Copywriter  
Abby McClure, Senior Account Executive  
Craig Moyer, Copywriter  
Jamie Davenport, Graphic Artist  
Katherine Hogg, Associate Project Manager  
Lori Archer Smith, Associate Creative Director



30B Newspaper Campaign, Color

**Gold ADDY Award**

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Zatarain's  
**Title:** Zatarain's Newspaper Campaign  
**Credits:** Tony Norman, Group Creative Director  
Jody Towers, Management Supervisor  
Richard Landry, Associate Creative Director  
Mike Heid, Senior Copywriter  
Abby McClure, Senior Account Executive  
Craig Moyer, Copywriter  
Katherine Hogg, Associate Project Manager  
Lori Archer Smith, Associate Creative Director  
Jamie Davenport, Graphic Artist  
Shari Knowles, Print Production Manager

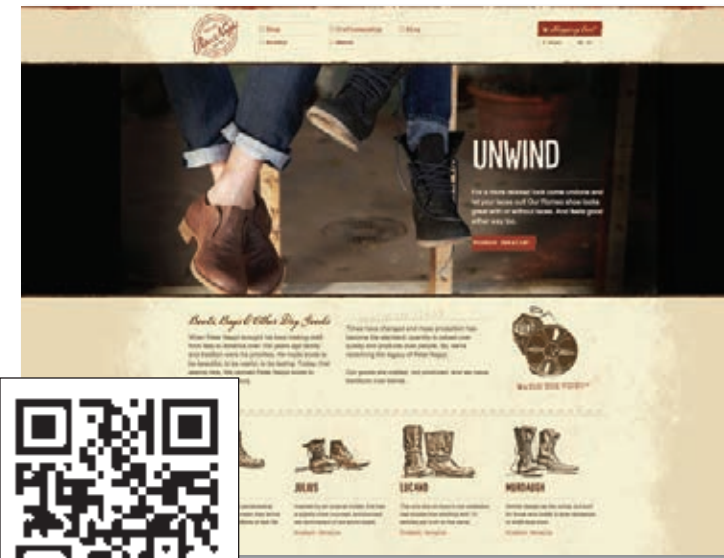


# Interactive Media

33B Website HTML,  
Business to Business, Outlets

## Gold ADDY Award

**Entrant:** AREA203 Digital  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** AREA203 Digital  
**Title:** AREA203 Blog: AREA2oh!3  
**URL:** <http://area203.com/>  
**Credits:** Tavis Salazar, Chief Creative Officer  
 Matthew Butt, Director of User Experience  
 Casey Knox, Director of Social Media and PR  
 Elaine Manglicmot, Art Director  
 Chris Enter, Creative Director  
 Jess Hutton, Lead Copywriter  
 Rina Hatcher, Developer  
 Brian Ray, Developer  
 Brian Kelley, Lead Strategist  
 Lian Torralbas, Group Account Director  
 David Dickson, Developer  
 Nick Turner, Designer



## Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** Smoky Mountain CVB  
**Title:** Business Traveler Website  
**URL:** <http://meetingsandmountains.org/>  
**Credits:** Michael Sevilla, AD  
 BRICK, CDs  
 David Jacobs, Interactive Director  
 Dooley Tombras, AE



35A Website HTML, Consumer, Products

## Gold ADDY Award

**Entrant:** cabedge  
**City & State:** Franklin, Tennessee  
**Advertiser:** Peter Nappi  
**Title:** Peter Nappi Website  
**URL:** <http://peternappi.com/>  
**Credits:** Chris Blanz, Creative Director  
 Nick Sigler, Art Director/Designer  
 Bethany Webster, Project Manager  
 Scott Hutcheson, Copy Developer/  
 Information Architect/Strategist  
 Josh Kersey, Lead Developer

# Interactive Media

35C Website HTML, Consumer, Services

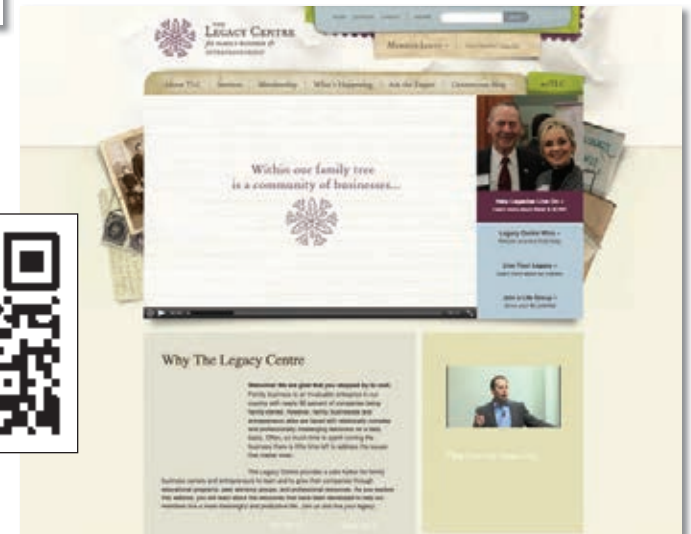
## Gold ADDY Award

- Entrant:** AREA203 Digital
- City & State:** Chattanooga, Tennessee
- Advertiser:** Crash Pad
- Title:** Crash Pad Website
- URL:** www.crashpadchattanooga.com/
- Credits:** Tavis Salazar, Chief Creative Officer  
Matthew Butt, Director of User Experience  
Nick Turner, Designer  
Michael Mahaffey, Designer  
Jess Hutton, Lead Copywriter  
Brian Kelley, Lead Strategist  
Wes Barker, Sr. Account Executive  
Rina Hatcher, Developer  
Brian Ray, Developer  
Will Smith, Copywriter  
Scott Lukomske, Group Account Director  
Chris Enter, Creative Director



## Gold ADDY Award

- Entrant:** Designsensory
- City & State:** Knoxville, Tennessee
- Advertiser:** The Legacy Centre
- Title:** The Legacy Centre Website
- URL:** www.tnlegacy.com/
- Credits:** Lindsay Miller, Art Director  
Erin Slattery, Content Developer  
Stephan Zerambo, Web Developer  
Michael Pryfogle, Senior Programmer  
Ian Fitz, Web Developer  
Sarah Mills, Designer  
Josh Vittetoe, Web Developer  
Cindy Seaver, The Legacy Centre, President  
Alison Ashe, Senior Designer  
Brandon Rochelle, Principal & Technical Director  
Joseph Nother, Principal  
& Creative Director, Founder



# Interactive Media

## Silver ADDY Award

**Entrant:** LWT  
**City & State:** Montgomery, Alabama  
**Advertiser:** Albany Convention & Visitors Bureau  
**Title:** VisitAlbanyGA.com Website  
**URL:** <http://visitalbanyga.com/>  
**Credits:** Karla Merritt, Art Director/Designer  
 Jamie Ramsey, Account Executive

## 36A Web Banners/Pop-ups/ Screensavers

### Gold ADDY Award

(right)

**Entrant:** Moxie  
**City & State:** Atlanta, Georgia  
**Advertiser:** Cartoon Network  
**Title:** Level Up Movie Premiere  
**URL:** <http://www.youtube.com/levelup>  
**Credits:** Justin Archer, VP, Executive Creative Director  
 Donald Alexander, VP, Sr. Client Partner  
 Breanna Rotell, Producer  
 Rob Beck, Associate Manager, Social Media  
 Dan Cho, Associate Social Media Director  
 Carlos Escobar, Jr. Art Director  
 Rob Downs, Sr. Producer



## Silver ADDY Award

**Entrant:** Zehnder Communications  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Taste Buds  
**Title:** Bad Hunter  
**URL:** [www.zearestaurants.com/site.php](http://www.zearestaurants.com/site.php)  
**Credits:** Michael Rainey, Chief Creative Officer  
 Henry Chassignac, Creative Director/  
 Copy Chief  
 William Gilbert, Art Director  
 Michael Shirey, Junior Designer  
 Logan Ledford, Designer  
 Samantha Brooks, Account Executive  
 Katherine Simon, Account Coordinator  
 Sarah Keiffer, Project Manager

## 36B E-Mails / E-Cards

### Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** Smoky Mountain CVB  
**Title:** Hiking Eblast  
**Credits:** Michael Novia, AD  
 Paul Nies, Writer  
 BRICK, CDs  
 Dooley Tombras, AE

## 36C Micro or Mini Sites

### Silver ADDY Award

**Entrant:** Intermark Group  
**City & State:** Birmingham, Alabama  
**Advertiser:** Mohawk Flooring  
**Title:** Mohawk Zoo Challenge Website  
**URL:** [www.smartstrandchallenge.com/](http://www.smartstrandchallenge.com/)  
**Credits:** Keith Otter, ECD  
 Jason Edwards, Interactive Creative Director  
 Jeff Parson, Art Director  
 Scott Daniels, Director Of User Experience  
 Brad King, Ui Designer  
 Brent Davis, Copywriter  
 Rob Hardison, Art Director/Illustrator

### Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** Augusta CVB  
**Title:** Art & History Landing Page  
**URL:** [www.augustaga.org/History-Art](http://www.augustaga.org/History-Art)  
**Credits:** Dale Money, AD  
 Nick Vagott, CD  
 Jon Gardner, Programmer  
 Melissa Scism, AE



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# Interactive Media

## 36D Online Games

### Gold ADDY Award

(center)

**Entrant:** 22squared  
**City & State:** Atlanta, Georgia  
**Advertiser:** Buffalo Wild Wings  
**Title:** Flavor Fanatics Social Games  
**URL:** www.buffalowildwings.com/FlavorGames/  
**Credits:** Scott Sheinberg, Chief Creative Officer  
 Tom McMahon, EVP/  
 Executive Creative Director  
 James Rosene, SVP/Creative Director  
 Chris Tuff, SVP/Director of Earned and  
 Emerging Media  
 Rachel Ooms, VP/Digital Media Director  
 Shane Needham, Senior Producer  
 Dustin Tamilio, Art Director  
 Jeremy Jones, Copywriter  
 Jeff Hampton, Copywriter  
 Brian Culp, Art Director  
 Jeff Pospichal, Copywriter  
 Garen Boghosian, Art Director



## 36G Mobile Websites

### Gold ADDY Award

(below center)

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Gran Gala Triple Orange Liqueur  
**Title:** Sazerac Gran Gala Mobile Site  
**Credits:** Amarena Diaz, Interactive Designer  
 John Pucci, Interactive Creative Director  
 Jason Van Pelt, Director of  
 Interactive Development  
 Bryan Rice, Associate Director,  
 Project Management  
 Vito Zuppardo, Account Supervisor  
 Fran McManus, Management Supervisor  
 Jeremy Corbett, QA Analyst  
 Josh Mayer, Executive Creative Director

### Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** Smoky Mountain CVB  
**Title:** Mobile CVB Website  
**URL:** http://m.smokymountains.org/  
**Credits:** Michael Sevilla, AD  
 BRICK, CDs  
 David Jacobs, Interactive Director  
 Dooley Tombras, AE

## 36E Online Newsletter

### Silver ADDY Award

**Entrant:** n+a advertising  
**City & State:** Atlanta, Ga  
**Advertiser:** shaw contract group  
**Title:** design is online magazine  
**URL:** http://digital.turn-page.com/issue/33708/5  
**Credits:** Joselyn Northrop,  
 Creative Director  
 Tamara Myers, Art Director  
 Robin Lohkamp, Copywriter  
 Mark Ashcroft, Account Manager  
 Erin Fagan, Project Manager



# Interactive Media

## 36H Mobile Apps

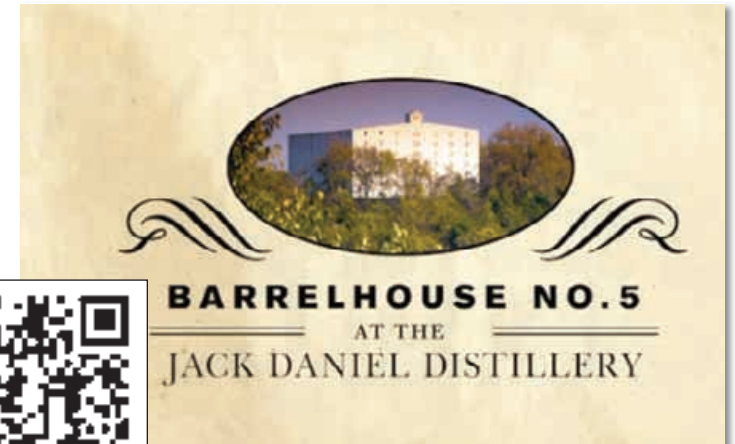
### Silver ADDY Award

**Entrant:** 22squared  
**City & State:** Atlanta, Georgia  
**Advertiser:** Costa Rica Tourism Board  
**Title:** Enviromixer  
**Credits:** Scott Sheinberg, Chief Creative Officer  
John Stapleton, EVP/  
Executive Creative Director  
Curt Mueller, Creative Director/Copywriter  
Kevin Boffeld, Copywriter  
Molly Crawford, Copywriter  
Stephen Bridges, Art Director  
Dustin Tamilio, Art Director  
Brandon Murphy, Chief Strategy Officer  
Phil Heuring, SVP/Director of Brand Planning  
Robert Berris, Producer  
Connie Newberry, Producer  
Parker Davidson, Associate Editor

## 36J Internet Commercials

### Gold ADDY Award

**Entrant:** DVL  
**City & State:** Nashville, Tennessee  
**Advertiser:** Jack Daniel Distillery  
**Title:** Tennessee Honey Intro Spot - Barrel  
**URL:** [www.dvl.com/addys/tnhoney/barrelhouse.html](http://www.dvl.com/addys/tnhoney/barrelhouse.html)  
**Credits:** Nelson Eddy, creative director/copywriter  
Jimmy Chaffin, executive producer/  
director  
Jan Mattix, art director  
Tom Zalewski,  
director of photography  
Erick Blackwood, producer  
Brad Bartlett, editor  
Chris Davis, music



### Gold ADDY Award

**Entrant:** Moxie  
**City & State:** Atlanta, Georgia  
**Advertiser:** Verizon  
**Title:** Verizon 4G Spotlight Video: Weight lifter  
**URL:** <http://www.moxieinteractive.com/addys/2011/4g-spotlight-videos/?video=weightlifter>  
**Credits:** Carlos Ricque, VP, Group Creative Director  
Jenny Storino, ACD  
Cathy Weber, Producer  
Aundrea Hearn, Sr. Copywriter  
Jake Naish, Jr. Copywriter  
David Reed, ACD  
Matt Whitfield, Creative Director  
Studsonow/Revolution Pictures,  
Production company  
TK MCKAMY, Director  
GOPAL SWAMY, ACOUSTECH,  
Sound design  
Mike Powell, ACD



# Interactive Media

## Silver ADDY Award

**Entrant:** iostudio  
**City & State:** Nashville, Tennessee  
**Advertiser:** Red Kap  
**Title:** Red Kap 'Hero'  
**URL:** <http://addys.iostudio.com/redkap/hero>  
**Credits:** Michael Dukes, Executive Creative  
Director/Copywriter  
Andrew House, Director/Cinematographer  
Brian Donnenwirth, Art Director  
Raye Dene Berry, Producer/Camera Assistant  
Suzanne Carter, Gaffer  
Terry Secrest, Grip  
Bill Jackson, Swing  
Samantha Roe, Stylist  
Scott Simmons, Editor  
Ashley Wilson, Account Executive  
Blake Parsons, Project Manager

## Silver ADDY Award

**Entrant:** iostudio  
**City & State:** Nashville, Tennessee  
**Advertiser:** Red Kap  
**Title:** Red Kap 'Industry Spotlight:  
Food Processing'  
**URL:** <http://addys.iostudio.com/redkap/food>  
**Credits:** Michael Dukes, Executive Creative  
Director/Copywriter  
Andrew House, Director/Cinematographer  
Brian Donnenwirth, Art Director  
Raye Dene Berry, Producer/Camera Assistant  
Suzanne Carter, Gaffer  
Terry Secrest, Grip  
Bill Jackson, Swing  
Samantha Roe, Stylist  
Scott Simmons, Editor  
Ashley Wilson, Account Executive  
Blake Parsons, Project Manager

## Silver ADDY Award

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** HTH Pool Care  
**Title:** HTH Pool Fun Web Video  
**URL:** <http://www.youtube.com/user/hthpoolcare?v=EE9BxlALWDs&lr=1>  
**Credits:** Chris Jones, Creative Director  
Gari Cruze, Copywriter  
Eric Wertz, Production Designer  
Christiam Aedo, Production Designer  
Daphnelys Olivera, Editor  
Angie Burton, Producer

## Silver ADDY Award

**Entrant:** Thomas Nelson  
**City & State:** Nashville, Tennessee  
**Advertiser:** Thomas Nelson Marketing and  
author Steve Turner  
**Title:** The Band That Played On  
**URL:** [http://heidisegal.com/bandplayedon/FINALFINAL\\_BandRevised.mov](http://heidisegal.com/bandplayedon/FINALFINAL_BandRevised.mov)  
**Credits:** Heidi Segal, Director/Writer/Designer/  
Music Supervisor  
Andrew Bissell, Music Composer  
Byron Warner, Voice Actor

## 36K Wedisodes

### Silver ADDY Award

**Entrant:** DVL  
**City & State:** Nashville, Tennessee  
**Advertiser:** Jack Daniel Distillery  
**Title:** Family Tradition  
**URL:** <http://dvl.com/addys/squires/family.html>  
**Credits:** Nelson Eddy, creative director/copywriter  
Jimmy Chaffin, executive producer  
Jan Mattix, art director  
Erick Blackwood, producer  
Tom Zalewski, director of photography  
Brad Bartlett, editor

### Silver ADDY Award

**Entrant:** DVL  
**City & State:** Nashville, Tennessee  
**Advertiser:** Jack Daniel Distillery  
**Title:** Tire Track  
**URL:** <http://dvl.com/addys/squires/tire.html>  
**Credits:** Nelson Eddy, creative director/copywriter  
Jimmy Chaffin, executive producer  
Jan Mattix, art director  
Erick Blackwood, producer  
Tom Zalewski, director of photography  
Brad Bartlett, editor

### Silver ADDY Award

**Entrant:** DVL  
**City & State:** Nashville, Tennessee  
**Advertiser:** Jack Daniel Distillery  
**Title:** Weather  
**URL:** <http://dvl.com/addys/squires/weather.html>  
**Credits:** Nelson Eddy, creative director/copywriter  
Jimmy Chaffin, executive producer  
Jan Mattix, art director  
Erick Blackwood, producer  
Tom Zalewski, director of photography  
Brad Bartlett, editor



# Interactive Media

## 37 Online Campaign

### Silver ADDY Award

**Entrant:** Moxie  
**City & State:** Atlanta, Georgia  
**Advertiser:** Cartoon Network  
**Title:** Level Up - Movie Premiere Campaign  
**URL:** <http://www.youtube.com/levelup>  
**Credits:** Justin Archer, VP, Executive  
Creative Director  
Donald Alexander, VP, Sr. Client Partner  
Breanna Rotell, Producer  
Rob Beck, Associate Manager, Social Media  
Dan Cho, Associate Social Media Director  
Carlos Escobar, Jr. Art Director  
Rob Downs, Sr. Producer

### Silver ADDY Award

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Reily Foods, French Market Coffee  
**Title:** Reily Foods, French Market Coffee, Passion Video  
**URL:** <http://www.youtube.com/watch?v=kyTzccj61Y&feature=related>  
<http://www.youtube.com/watch?v=ijLsORnD2IU&feature=related>  
[http://www.youtube.com/watch?v=GjaH\\_\\_z5Z8Y&feature=related](http://www.youtube.com/watch?v=GjaH__z5Z8Y&feature=related)  
**Credits:** Tony Norman, Group Creative Director  
Richard Landry, Associate Creative Director  
Jamie Davenport, Graphic Designer  
Anne Miller, Senior Account Executive  
Lisa Herman, Account Manager  
Craig Moyer, Copywriter  
Danielle Worley, Project Manager  
Patti Stallard, Senior Copy Editor  
Josh Mayer, Executive Creative Director  
Kathy Hirsch, Senior Broadcast Producer

### Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** Smoky Mountain CVB  
**Title:** Tube-Bike-Hike-Colors-Winter Eblasts  
**Credits:** BRICK, Creative Directors  
Michael Novia, Art Director  
Paul Nies, Writer  
Dooley Tombras, Account Executive



Litho ad  
goes on this page

# Television

44B Local TV (one DMA), :30

## Gold ADDY Award

(middle)

**Entrant:** BBDO Atlanta  
**City & State:** Atlanta, Georgia  
**Advertiser:** Georgia Lottery  
**Title:** Keno Flashback  
**Watch:** <http://youtu.be/lite4u2pX0s>  
**Credits:** Bobby Pearce, CCO  
 David Lubars, CCO  
 Brian Locascio, ACD  
 Derrick Ogilvie, ACD  
 John Carter, ACD  
 Patrick Lindsay, ACD

## Gold ADDY Award

(bottom right)

**Entrant:** Lewis Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** Tiffin Motorhomes  
**Title:** Tiffin Motorhomes TV - 'Back up Camera'  
**Watch:** <http://youtu.be/-rhkA7hTVfc>  
**Credits:** Spencer Till, Executive Creative Director  
 Stephen Curry, Creative Director/Copywriter  
 Ryan Gernenz, Senior Art Director  
 Jason Bickell, Art Director  
 Jacob Garner, Agency Producer  
 Leigh Ann Motley, Production Manager  
 Brenden Gibbons, Director  
 Jared Shull, Outpost Pictures, Editor  
 Chris Tomberlin, Outpost Pictures, Editor  
 Barry Brooks, Audio Engineer  
 Sarah Hefner, Account Manager  
 Val Holman, Account Executive

## Gold ADDY Award

(right)

**Entrant:** Scout Branding  
**City & State:** Birmingham, Alabama  
**Advertiser:** America's First  
**Title:** America's First 'Teeth'  
**Watch:** <http://youtu.be/4Nz6RPXMhf8>  
**Credits:** Paul Crawford, Writer/Director  
 Paul Crawford, Creative Director  
 Paul Crawford, Art Director  
 Jason Wallis, Director of Photography  
 Mandy Meredith, Art Director  
 Six Foot Five, Production Company  
 Outpost Pictures, Editor



# Television

## Silver ADDY Award

**Entrant:** J.Giles  
**City & State:** Upatoi, Georgia  
**Advertiser:** Ride on Bikes  
**Title:** Ride On Bikes - Forget What Some Say  
**Watch:** <http://vimeo.com/18540404>  
**Credits:** Jonathan Giles, Producer/  
Cinematographer/ Editor/Composer  
Jason Mckenzie, Producer  
Nathan Crase, 2nd Camera  
Steve Meadows, Sound Engineer

## Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** University of Tennessee Athletic Dept.  
**Title:** There's no 'I' in Tennessee local TV  
**Watch:** <http://youtu.be/jLYPvP5hk6c>  
**Credits:** Charlie Andrews, writer/producer  
Rick Baptist, art director  
Barry Rice, producer  
NPall Audio, sound design  
Paul Jones, music  
Clay Prewitt, writer

44C Local TV (one DMA), :60 or more

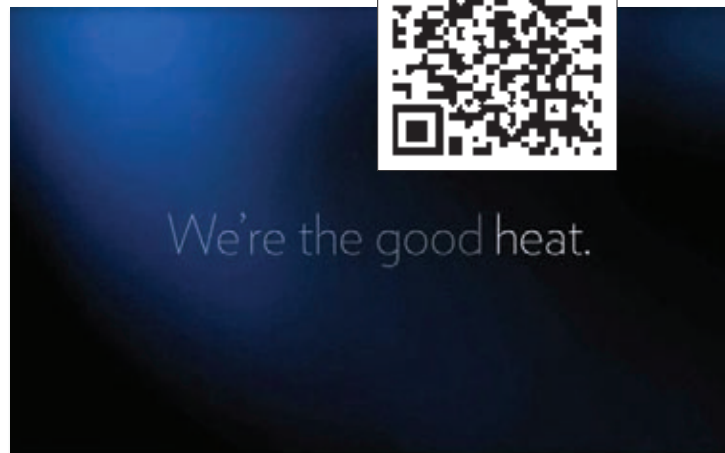
## Gold ADDY Award

**Entrant:** Lewis Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** Alagasco  
**Title:** 'Anthem' - Alagasco TV  
**Watch:** <http://youtu.be/z-JzGzXa1Q0>  
**Credits:** Spencer Till, Executive Creative Director  
Stephen Curry, Creative Director/Copywriter  
Ryan Gernenz, Senior Art Director  
Jacob Garner, Agency Producer  
Conor McBride, Collective, Editor  
Erik Proulx, Copywriter  
Barry Brooks, Audio Engineer  
David McNamara, Director  
Leigh Ann Motley, Production Manager  
Anne Varner, Account Executive  
Jenny Rankin, Account Executive  
Gary Brandon, Copywriter



## Gold ADDY Award

**Entrant:** Newmerica Media  
**City & State:** Atlanta, Georgia  
**Advertiser:** Elmyr  
**Title:** Elmyr Pharmaceutical Ad  
**Watch:** <http://youtu.be/Mr9UldttUlg>  
**Credits:** Bryan Bankovich, Director/Producer/Editor  
Dennis Mora, Writer/Editor  
Ian Cone, Cinematographer  
Ashton Grosz, Script Supervisor  
Amanda Tammy Lee, Storyboard artist  
Bradly Clark, Lighting/Grip  
Ben Earl, Production Assistant  
Brent Hinds, Lead Actor





# Television



## 45 Local TV Campaign

### Gold ADDY Award

**Entrant:** Dollarhide Film, Inc.  
**City & State:** Madison, Mississippi  
**Advertiser:** St. Dominic Hospital  
**Ad Agency:** HWN Bressler Brand Marketing  
**Title:** Real Patient Stories  
**Watch:** <http://youtu.be/FkclaFP-9KY>  
**Credits:** Jim Dollarhide, Director/Editor  
 Jim Smith, Additional Camera  
 Jonathon Smith, Producer  
 David Selman, Graphics

### Gold ADDY Award

**Entrant:** Lewis Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** Alagasco, an Energen Company  
**Title:** Alagasco Branding TV Campaign (Anthem, Vent, Dog, Baby Bottle)  
**Watch:** [http://youtu.be/r\\_-3bfcAoic](http://youtu.be/r_-3bfcAoic)  
**Credits:** Spencer Till, Executive Creative Director  
 Stephen Curry, Creative Director/Copywriter  
 Ryan Gernenz, Senior Art Director  
 David McNamara, Director  
 Conor McBride, Collective, Editor  
 Jacob Garner, Agency Producer  
 Barry Brooks, Audio Engineer  
 Charlie Sanders, In-House Editor  
 Leigh Ann Motley, Production Manager  
 Anne Varner, Account Executive  
 Jenny Rankin, Account Executive  
 Ben Holst, Tunewelders, Music



## 46B TV Self Promotion Campaign, Local

### Gold ADDY Award

**Entrant:** WGNO-TV and NOLA 38  
**City & State:** Metairie, Louisiana  
**Advertiser:** WGNO-TV and NOLA 38  
**Title:** WGNO-TV "God Bless Louisiana" Campaign  
**Watch:** <http://youtu.be/sHFR0r6WmMo>  
**Credits:** Jeff Funk, Creative Director, Innovation  
 And Imagination  
 John Cruse, General Manager  
 Bobby Childs, Producer  
 Sarah McKnight, Producer  
 Alex Wiltz, Producer  
 Richard Sprinkle, Producer  
 Cat Landrum, Graphics Artist  
 Monique Bergeron, Graphics Artist  
 Jeff Kent, Producer

# Television

47C Regional/National TV,  
Consumer Services

## Gold ADDY Award

**Entrant:** Luckie and Company  
**City & State:** Birmingham, Alabama  
**Advertiser:** Alfa Insurance  
**Title:** The Bee  
**Watch:** <http://youtu.be/j4sqVwdqJfg>  
**Credits:** Brad White, Chief Creative Officer  
Stephanie Naman, Associate Creative Director  
Jason Martin, Senior Art Director  
Michael LaGattuta, Producer  
James Gartner, Director/DP, Pogo Pictures  
Rob Watzke, Editor, Beast Editorial  
Stefan Sonnenfeld, Colorist, Company 3  
Steve Ford, Arranger, Steve Ford Music  
Michael Wardner, On-Line Editor, RIOT Atlanta

## Silver ADDY Award

**Entrant:** WBIR-TV  
**City & State:** Knoxville, Tennessee  
**Advertiser:** WBIR-TV  
**Title:** "I Am Straight From The Heart" Campaign  
**Watch:** <http://youtu.be/OJ-1S7Dhq-E>  
**Credits:** Carson Hunt, Producer  
Julie Morris, Executive Producer

## 47A Regional/National TV, Consumer Products

### Gold ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Tennessee Education Lottery  
**Title:** Lottery 'Mall Walker'  
**Watch:** <http://youtu.be/egEs5taPoVI>  
**Credits:** Matt Horton, Executive Creative Director  
Jacob Fields, Copywriter  
Teela Shandess, Art Director  
Tom Gibney, Broadcast Producer  
Taillight, Production  
Matt Horton, Director  
Tim Moore/Storyville Post, Editor  
Phil Gazell/NPALL Audio, Audio Mix



## Silver ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Tennessee Education Lottery  
**Title:** "Extreme Segway"  
**Watch:** <http://youtu.be/QwxchovtdYY>  
**Credits:** Matt Horton, Executive Creative Director  
Jacob Fields, Copywriter  
Teela Shandess, Art Director  
Tom Gibney, Broadcast Producer  
Taillight, Production  
Matt Horton, Director  
Tim Moore/Storyville Post, Editor  
Phil Gazell/NPALL Audio, Audio Mix

## Silver ADDY Award

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** The Krystal Company  
**Title:** Krystal 'Closet'  
**Watch:** <http://youtu.be/BjNKzaLMkYU>  
**Credits:** Roger Vaughn, Creative Director  
Pat Buckley, Creative Director  
Chuck Morrow, Art Director  
Angie Burton, Producer  
Running 4 Cover, Production  
Peter Zavadil, Director



---

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TO DOLLY'S HITS,  
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TO MAKE IT BIG!**

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# Television

## 47C Regional/National TV, Consumer Services (continued)

### Gold ADDY Award

(right)

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** Tennessee Farmers Insurance Companies  
**Title:** Farmers Give Great Advice-  
Why, Daddy, Why?  
**Watch:** <http://youtu.be/jkel4dramgg>  
**Credits:** Charlie Andrews, cd/writer/producer  
Rick Baptist, cd/art director  
Mike Woolf, writer/director  
Beef & Pie Productions, production  
Paul Jones, original music  
Npall Audio, sound design

### Silver ADDY Award

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Department of Culture,  
Recreation, and Tourism  
**Title:** Pick Your Passion- Dinner and A Show :30  
**Watch:** <http://youtu.be/NTIq-VUGbdw>  
**Credits:** Vito Zuppardo, Account Supervisor  
Fran McManus, Management Supervisor  
Neil Landry, Group Creative Director  
Lori Archer Smith,  
Associate Creative Director, Copy  
Josh Mayer, Executive Creative Director  
Kathy Hirsch, Senior Broadcast Producer  
Bryan Rice, Associate Director,  
Project Management  
Katie Farmer, Associate Project Manager  
Momoko Kimura, Graphic Artist



### Silver ADDY Award

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Department of Culture,  
Recreation, and Tourism  
**Title:** Pick Your Passion - One Star Shack :30 TV  
**Watch:** [http://youtu.be/xPahwfdTb\\_o](http://youtu.be/xPahwfdTb_o)  
**Credits:** Vito Zuppardo, Account Supervisor  
Fran McManus, Management Supervisor  
Neil Landry, Group Creative Director  
Lori Archer Smith,  
Associate Creative Director, Copy  
Josh Mayer, Executive Creative Director  
Kathy Hirsch, Senior Broadcast Producer  
Momoko Kimura, Graphic Artist  
Bryan Rice, Associate Director,  
Project Management  
Katie Farmer, Associate Project Manager

## 48A Regional/National TV Campaign, Consumer Products

### Silver ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Tennessee Education Lottery  
**Title:** 'Extreme Segway'/'Mall Walkers'  
**Watch:** <http://youtu.be/bpuXHCfnL5w>  
**Credits:** Matt Horton, Executive Creative Director  
Jacob Fields, Copywriter  
Teela Shandess, Art Director  
Tom Gibney, Broadcast Producer  
Taillight, Production  
Matt Horton, Director  
Tim Moore/Storyville Post, Editor  
Phil Gazell/NPALL Audio, Audio Mix



# Television

48C Regional/National TV Campaign,  
Consumer Services

## Gold ADDY Award

(right)

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Department of Culture,  
Recreation, and Tourism  
**Title:** Pick Your Passion TV Campaign  
**Watch:** [http://youtu.be/518\\_3xAMCa8](http://youtu.be/518_3xAMCa8)  
**Credits:** Vito Zupparado, Account Supervisor  
Fran McManus, Management Supervisor  
Neil Landry, Group Creative Director  
Lori Archer Smith, Associate Creative Director, Copy  
Josh Mayer, Executive Creative Director  
Momoko Kimura, Graphic Artist  
Kathy Hirsch, Senior Broadcast Producer  
Bryan Rice, Associate Director,  
Project Management  
Katie Farmer, Associate Project Manager



50B Cinema, In – Theatre Commercials or Slides

## Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** Regal Entertainment Group  
**Title:** Go Big  
**Watch:** [http://youtu.be/518\\_3xAMCa8](http://youtu.be/518_3xAMCa8)

**Credits:** Rob Simpson, CD/Writer  
Paul Szary, CD/AD  
John Welsch, Account Director  
David Jacobs, Strategist  
Sarah Holtz, Production Manager  
King & Country, Editorial  
Elias Arts, Music

740 Sound, Sound Design  
Andrew Tracy, Mix  
Scott Ganary, Mix  
Craig Mungons, Producer



# Mixed Multiple Media

## 52 Mixed-Media, Regional/National Business to Business

### Silver ADDY Award

**Entrant:** Zehnder  
**City & State:** Baton Rouge, Louisiana  
**Advertiser:** Visit Baton Rouge  
**Title:** GO>>BR Meetings  
**Credits:** Rob Hudak, Interactive Creative Director  
 Henry Chassignac, Creative Director/  
 Copy Chief  
 William Gilbert, Art Director  
 Joel Anderson/Andy Gregg, Design/Illustration  
 Shawn Bailly, Senior Application Developer  
 Ian Rose, Interactive Designer  
 Dave Maher, Director of Digital Communications  
 Lauren Gavrelis, Account Supervisor  
 Theresa Overby, Director of Communications  
 Mike Rainey, Chief Creative Officer  
 Jesse Reilly, Project Manager  
 Michael Shirey, Designer

### Gold ADDY Award

(below)

**Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** UAB Nursing  
**Title:** UAB Nursing

**Credits:** Marion English Powers,  
 Design Director  
 Dan Monroe, Principal/Writer  
 Dan Murch, Principal/  
 Design Director  
 Dana Kaita, Designer

Bo Rumbley, Designer  
 Sarah McDonald, Account Executive  
 Laura Ervin, Account Executive  
 Jason Hill, Interactive Director



## 53 Mixed-Media, Local Consumer

### Gold ADDY Award

(right)

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Woodford Racing  
**Title:** Woodford Racing  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director/  
 Copywriter  
 Karinne Caulkins, Art Director/Designer  
 Leiott Smiley, Print Production  
 Karinne Caulkins, Illustrator



# Mixed Multiple Media

53 Mixed-Media, Local Consumer (continued)

## Gold ADDY Award

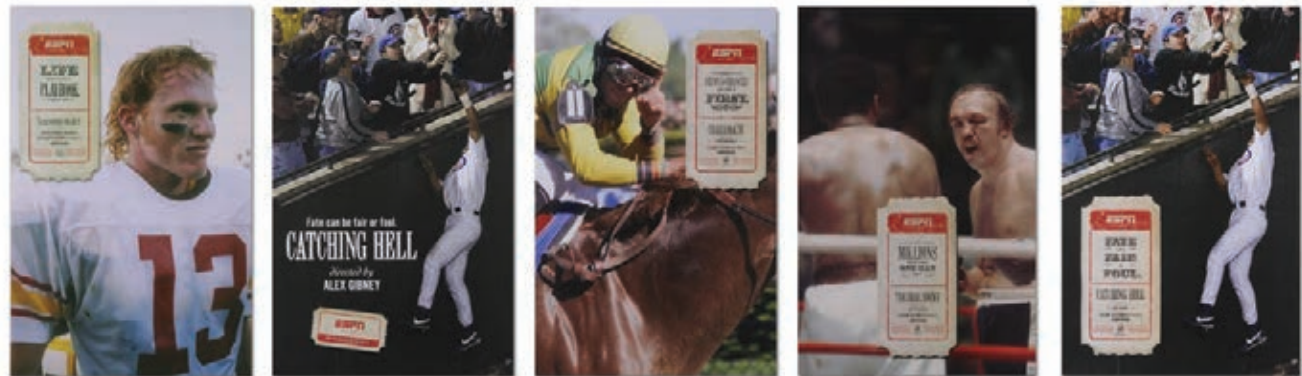
(top right)

- Entrant:** CPR + Partners  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Young's Dry Cleaning  
**Title:** Young's Dry Cleaning  
**URL:** <http://www.youngsdrycleaning.com/>  
**Credits:** David Caruso, Designer/Creative Director  
 Rocky Russo, Designer/Creative Director  
 Justin Bonura, Writer/Creative Director  
 Margot Bienvenu, Designer  
 Michael Terranova, Photographer  
 Sarah Spain, Production Manager  
 Kate Uhle, Account Planner



## Silver ADDY Award

- Entrant:** Zehnder Communications  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Hyatt Regency New Orleans  
**Title:** Vitascope Coaster, Poster & App  
**Credits:** Mike Rainey, Chief Creative Officer  
 Henry Chassignac, Creative Director/Copy Chief  
 William Gilbert, Art Director  
 Rob Hudak, Interactive Creative Director  
 Shawn Bailly, Senior Application Developer  
 Dave Maher, Director of Digital Communications  
 Ian Rose, Interactive Designer  
 Peter Giuffria, Designer  
 Craig Shultz, Project Manager  
 Clay Schermann, Project Manager  
 Jeremy Lay, Junior Application Developer  
 Samantha Brooks, Account Executive



# Advertising for the Arts & Sciences

## 54 Mixed-Media, National Consumer

### Gold ADDY Award

(opposite page bottom)

**Entrant:** Seventy Seven Ventures  
**City & State:** Nashville, Tennessee  
**Advertiser:** ESPN Films  
**Title:** ESPN Films Campaign  
**Credits:** Michael Haje, ECD/Writer  
Galen Bernard, ECD/Art Director  
Dahkil Hausif, Editor

### Silver ADDY Award

**Entrant:** Zehnder Communications  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Seafood Marketing and Promotion Board  
**Title:** Get Fresh With Us  
**Credits:** Michael Rainey, Chief Creative Officer  
Henry Chassignac, Creative Director/  
Copy Chief  
William Gilbert/Shea Duet, Art Director  
Jack Anderson, Splash Photography  
Rob Hudak, Interactive Creative Director  
Ian Rose, Interactive Designer  
Dave Maher, Director of Digital  
Communications  
Sarah Keiffer/Craig Shultz,  
Project Management  
Lauren Gavrelis, Account Executive  
Shawn Bailly, Senior Application  
Developer  
Michael Polumbo/Eugenia Uhl,  
Food Photography & Stylist  
Mark Broussard, Music and Lyrics

## 55B Arts, Annual Report

### Gold ADDY Award

**Entrant:** SCAD  
**City & State:** Savannah, Georgia  
**Advertiser:** SCAD  
**Title:** SCAD 2010-11 Annual Report  
**Credits:** Santos Vega, Junior Graphic Designer  
Randy Rodriguez, Senior Creative Director  
Neesha Michael, Director of Writing  
Rachel Davies, Executive Director  
for Creative Production



## 55C Arts, Brochure

### Silver ADDY Award

**Entrant:** inferno  
**City & State:** Memphis, Tennessee  
**Advertiser:** The Recording Academy  
**Title:** Your Voice Amplified  
**Credits:** Linda Corti, Art Director/  
Associate Creative Director  
Amanda Dent, Copywriter  
Michael Overton, Creative Director  
Liz Cunningham, Account Executive

### Silver ADDY Award

**Entrant:** SCAD  
**City & State:** Savannah, Georgia  
**Advertiser:** SCAD  
**Title:** SCAD Graduate Studies Brochure 2011-12  
**Credits:** Paul Razza, Senior Director, Enrollment  
Marketing and Communic  
David Duran, Creative Director -  
Enrollment Communications  
Mark Rand, Creative Director -  
Enrollment Communications  
Betsey Brairton, Director of University Publications  
Charlotte Jarrett, Writer/Editor -  
University Publications  
Piper Hale, Writer/Editor -  
University Publications

## 55E Arts, Poster

### Silver ADDY Award

**Entrant:** Mixon Freelance  
**City & State:** Starkville, Mississippi  
**Advertiser:** Verizon Arena  
**Title:** Bob Seger Concert Poster  
**Credits:** Jamie Burwell Mixon, Designer



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# Advertising for the Arts & Sciences

## 55E Arts, Poster (continued)

### Silver ADDY Award

**Entrant:** Mixon Freelance  
**City & State:** Starkville, Mississippi  
**Advertiser:** Verizon Arena  
**Title:** Taylor Swift Concert Poster  
**Credits:** Jamie Burwell Mixon, Designer

### Silver ADDY Award

**Entrant:** Sullivan Branding  
**City & State:** Memphis, Tennessee  
**Advertiser:** Gateway to the Blues Museum  
**Title:** Gateway to the Blues - The Fabric  
**Credits:** Walter Rose, Creative Director  
 Casey Lissau, Senior Art Director  
 Puffer Thompson, Senior Copywriter  
 Gray Fiser, Account Manager  
 Megan Warren, Account Coordinator  
 Cathy Randle, Production

## 61A Arts, Campaign

### Gold ADDY Award

(right)

**Entrant:** Wier / Stewart  
**City & State:** Augusta, Georgia  
**Advertiser:** The Morris Museum of Art  
**Title:** Southern Soul & Song Posters

### Silver ADDY Award

**Entrant:** Birmingham Museum of Art  
**City & State:** Birmingham, Alabama  
**Advertiser:** Birmingham Museum of Art  
**Title:** Who Shot Rock and Roll Poster Campaign  
**Credits:** James Williams, Creative Director / Designer  
 Cate McCusker, Copywriter



## Public Service

### 62A Public Service, Stationary Package

#### Gold ADDY Award

**Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** Birmingham Education Foundation/ED  
**Title:** Ed Stationery  
**Credits:** Dan Murch, Principal/Creative Director  
Marion Powers, Design Director  
Dana Kaita, Designer  
Bo Rumbley, Designer



### 62C Public Service, Brochure

#### Gold ADDY Award

**Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** Birmingham Education Foundation/ED  
**Title:** Ed Brochure  
**Credits:** Dan Monroe, Principal/Writer  
Dan Murch, Principal  
Design Director  
Marion Powers, Design Director  
Dana Kaita, Designer  
Bo Rumbley, Designer  
Jason Hill, Interactive Director  
Jason Wallis, Photographer  
John Pope, Photographer  
Liesa Cole, Photographer  
Caleb Chancey, Photographer  
American Printing, Printer



### Silver ADDY Award

**Entrant:** Blue Cross Blue Shield of Louisiana  
**City & State:** Baton Rouge, Louisiana  
**Advertiser:** BCBSLA Foundation  
**Title:** Angel Award  
**Credits:** BCBS InHouse, Creative/Art Direction/  
Design/Print  
Jason Cohen Photo, Photography  
Elizabeth Dunn, Baton Rouge Printing

### 64A Public Service, TV

#### Silver ADDY Award

**Entrant:** Atomic Films  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** Blood Assurance  
**Title:** "Yesterday"  
**Watch:** <http://youtu.be/OxtXJwNSi0w>  
**Credits:** Bobby Stone, Director of Photography  
Dave Lang, Director  
Luke Padgett, Editor  
Katie Hartley, Producer  
Tim Cofield, Actor, Composer, Musician  
Lizzie Chazen, Actor  
Hannah Kuhn, Cellist  
Charles Allison, Sound Engineer  
Stephen Nichols, Sound Engineer

# Public Service

## Silver ADDY Award

**Entrant:** Maison Post  
**City & State:** New Orleans, Louisiana  
**Advertiser:** State Farm  
**Title:** 'Wake Up - LeBron James'  
**Watch:** <http://youtu.be/Wx5i4KCMVM0>  
**Credits:** Dave Meyers, Director  
TG Herrington, Editor  
Radical Media, Production Company  
Translation LLC, Advertising Agency

## Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** NHTSA  
**Title:** OMG  
**Watch:** <http://youtu.be/o3eyiqfFk-w>  
**Credits:** Brian Potter, AD/CD  
Nick Vagott, CW/CD  
JSM Music, Music

## 64C Public Service, Audio/Visual

## Silver ADDY Award

**Entrant:** BBR Creative  
**City & State:** Lafayette, Louisiana  
**Advertiser:** United Way of Acadiana  
**Title:** Women's Leadership Luncheon Video  
**Watch:** <http://www.youtube.com/watch?v=25HlemjKkGk&feature=youtu.be>  
**Credits:** Cathi Pavy, Creative Director/Copywriter  
Johanna Divine, Director, Producer, Custom Music  
Brian Richard, Cinematography, Production

## Silver ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Hands On Nashville  
**Title:** Hands On Nashville :60  
**Watch:** <http://youtube.com/watch?v=Q8yuHOI9hDg&feature=youtu.be>  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
Tom Cocke, Creative Director/Copywriter  
Jason Skinner, Creative Director/Art Director  
Teela Shandess, Art Director  
Penny Rahe, Broadcast Producer  
Joshua Keckley, Editor  
John Slinger/Filmworkers Club, Editor  
Phil Gazell/NPALL Audio, Audio Mix

## Silver ADDY Award

**Entrant:** Fancy Rhino  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** East Lake Neighborhood Association  
**Title:** East Lake: There's a Fire Down Here  
**Watch:** <http://vimeo.com/29856190>  
**Credits:** Jonathan Cate, co-writer  
Drew Belz, co-writer  
Bethany Mollenkof, camera operator  
Kelly Lacy, director of photography  
Isaiah Smallman, Editor  
Drew Belz, director  
Isaiah Smallman, producer

## Silver ADDY Award

**Entrant:** Outpost Pictures  
**City & State:** Birmingham, Alabama  
**Advertiser:** Big Oak Ranch  
**Title:** Big Oak Ranch  
**Watch:** <http://youtu.be/QT2VzN5E5Lc>  
**Credits:** Sean Doyle, Creative Director  
Susan Doyle, Producer  
Patrick Sheehan, Director  
Jared Shull, Editor  
Chris Tomberlin, Online Editor / Colorist

## Silver ADDY Award

**Entrant:** WVUA-TV (The University of Alabama)  
**City & State:** Coaling, Alabama  
**Advertiser:** WVUA-TV  
**Title:** Faces of the Storm Documentary  
**Watch:** <http://youtu.be/WpMUGUGUO4Y>  
**Credits:** Terri Brewer, Producer/Writer  
Victoria Sheehan, Assistant Producer  
Tom Coiner, Editor  
Alex Beatty, Editor  
Lynn Brooks, Executive Producer  
Amy Eifler, Executive Producer  
Angie Hughes, WVUA-TV  
General Sales Manager  
Roy Clem, WVUA-TV General Manager  
Elizabeth Brock, Center for  
Public Television, Director  
Staff, WVUA-TV and Center for Public Television



# Public Service

## 65 Public Service, Out-of-Home

### Silver ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** Tennessee Department of Transportation  
**Title:** Look  
**Credits:** Paul Szary, CD/Art Director  
 Rob Simpson, CD/Writer  
 Charlie Brooks, Photography  
 Amanda Lewis, Account Director  
 Sarah Holtz, Production Manager

## 66 Public Service, Non-Traditional

### Gold ADDY Award

(below right)

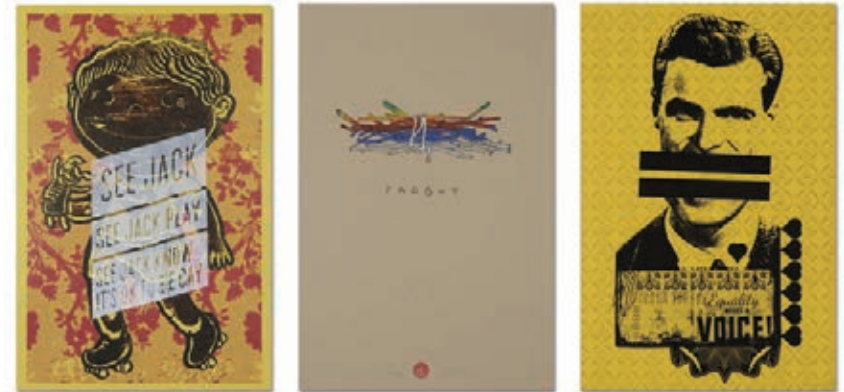
**Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** Birmingham Education Foundation/ED  
**Title:** Ed Desk  
**Credits:** Dan Murch, Principal/Design Director  
 Marion Powers, Design Director  
 Dana Kaita, Designer  
 Bo Rumbley, Designer  
 Dan Monroe, Principal/Writer

## 68A Public Service, Campaign

### Gold ADDY Award

(right)

**Entrant:** Harvest  
**City & State:** Memphis, Tennessee  
**Advertiser:** Memphis Gay & Lesbian Community Center  
**Title:** That Poster Is Gay  
**Credits:** Michael Hildebrand, Senior Art Director  
 Mike Force, Senior Art Director  
 Anthony Carter, Art Director  
 Andrew Holliday, Partner/  
 Creative Director  
 Hunter Mitchell, Copywriter  
 Daniel Brown, Partner/  
 Creative Director



# Public Service

68B Public Service,  
Mixed Media Campaign

## Gold ADDY Award

(immediate left)

- Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** Birmingham Education Foundation/ED  
**Title:** Ed Brochure  
**Credits:** Dan Monroe, Principal/Writer  
 Dan Murch, Principal/Creative Director  
 Marion Powers, Design Director  
 Dana Kaita, Designer  
 Bo Rumbley, Designer  
 Laura Ervin, Account Executive  
 Liesa Cole, Photographer  
 Caleb Chancey, Photographer  
 Jason Wallis, Photographer  
 John Pope, Photographer  
 American Printing, Printer

## Gold ADDY Award

- Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** Birmingham Education Foundation/ED  
**Title:** Ed Campaign  
**Credits:** Dan Monroe, Principal/Writer  
 Dan Murch, Principal/Design Director  
 Marion Powers, Design Director  
 Dana Kaita, Designer  
 Bo Rumbley, Designer  
 Jason Hill, Interactive Director  
 Laura Ervin, Account Executive  
 Liesa Cole, Photographer  
 Jason Wallis, Photographer  
 Caleb Chancey, Photographer  
 John Pope, Photographer

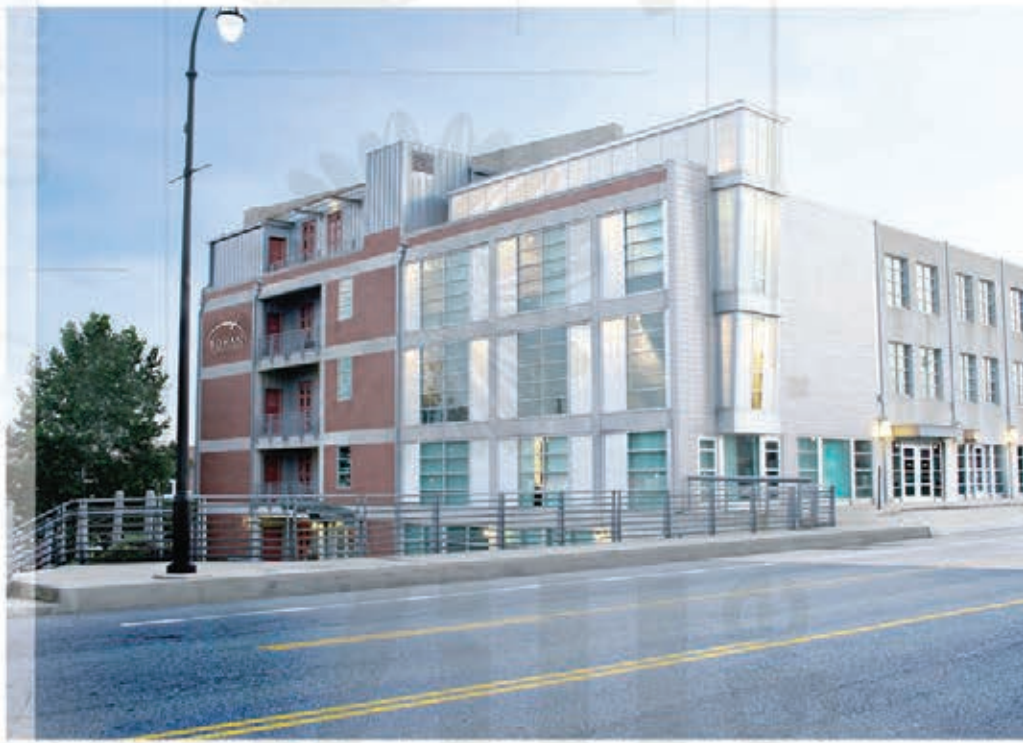




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# Advertising Industry Self-Promotion

## 69A Self-Promotion, Collateral

### Gold ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** The Buntin Group  
**Title:** Bake Sale 'Skinny Jeans'  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
 Tom Cocke, Creative Director/Copy Writer  
 Devan Todd, Designer



### Gold ADDY Award

(top right)

**Entrant:** Bob Godby Creative Communications  
**City & State:** Nashville, Tennessee  
**Advertiser:** Bob Godby Creative Communications  
**Title:** Armstrong Poster  
**Credits:** Bob Godby, Creative/Director



### Gold ADDY Award

(bottom right)

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Peter A Mayer Advertising  
**Title:** Peter A Mayer Advertising 4th of July Poster  
**Credits:** Stephanie Moody, Associate Art Director  
 Jesse Gresham, Associate Art Director  
 Joel Mooy, Group Creative Director  
 Barrett Macgowan, Copywriter  
 Katie Farmer, Associate Project Manager  
 Mark Mayer, President  
 Josh Mayer, Executive Creative Director  
 Janet Riehlmann, Art Buyer  
 Bryan Rice, Senior Project Manager  
 Nancy Agnelly, Print Production Manager  
 Stephen Brown, Director of Print Services  
 Lori Archer Smith, Associate Creative Director,  
 Copy Writer



# Advertising Industry Self-Promotion

## Silver ADDY Award

**Entrant:** Red Deluxe  
**City & State:** Memphis, Tennessee  
**Advertiser:** American Advertising Federation  
**Title:** Addy's Winners Book  
**Credits:** Ben Colar, ACD/Art Direction  
Blaine Loyd, ACD/Writer  
Martin Wilford, Principal

## 69B Self-Promotion, Stationery Package

### Gold ADDY Award

**Entrant:** Wier/Stewart  
**City & State:** Augusta, Georgia  
**Advertiser:** Wier/Stewart  
**Title:** Wier/Stewart Collateral

## Silver ADDY Award

**Entrant:** Lewis Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** Lewis Communications  
**Title:** Lewis Communications Stationery  
**Credits:** Roy Burns, Designer  
Roy Burns, Associate Creative Director  
Stephen Curry, Creative Director  
Spencer Till, Executive Creative Director  
Leigh Ann Motley, Production Manager  
Larry Norris, President  
American Printing, Printer  
Andy Cargile, Mechanical Artist



## 69D Self-Promotion, Newsletter

### Silver ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** The Buntin Group  
**Title:** The Buntin Group - Summer POV  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
Karinne Caulkins, Art Director/Designer  
Leioth Smiley, Print Production



# Advertising Industry Self-Promotion

69G Self-Promotion, Interactive

## Gold ADDY Award

(right)

**Entrant:** TYTAN  
**City & State:** Tybee Island, Georgia  
**Advertiser:** Michael Levin  
**Title:** KI: Michael Levin  
**URL:** <http://www.michaellevin.ca/>  
**Credits:** Jim Stone, CEO & Executive Producer  
 Scott Jacobs, Executive Producer  
 Brad Kremer, Director / DP  
 Aaron Gravit, Motion Graphics Designer  
 Mark Nguyen, Motion Graphics Designer  
 Alex Farkas-Worthy, Motion Graphics Designer



## Silver ADDY Award

**Entrant:** AREA203 Digital  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** AREA203 Digital  
**Title:** AREA203 Website  
**URL:** <http://area203.com/>  
**Credits:** Tavis Salazar, Chief Creative Officer  
 Matthew Butt, Director of User Experience  
 Melinda Taylor, Art Director  
 Nick Turner, Designer  
 Jess Hutton, Lead Copywriter  
 Brian Kelley, Lead Strategist  
 Jeremy Hixon, Sr. Developer  
 Donny Stiefel, Developer  
 Will Smith, Copywriter  
 Lian Torralbas, Group Account Director

## Silver ADDY Award

**Entrant:** cabedge  
**City & State:** Franklin, Tennessee  
**Advertiser:** Cabedge  
**Title:** Cabedge Site  
**URL:** <http://cabedge.com/>  
**Credits:** Chris Blanz, Creative Director  
 Nick Sigler, Designer  
 Jessi Juart, Designer  
 Josh Kersey, Lead Developer  
 Scott Hutcheson, Lead Information Architecture/Content Developer  
 Bethany Webster, Project Manager



## Silver ADDY Award

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Peter A Mayer Advertising  
**Title:** PMA Website  
**URL:** <http://www.peteramayer.com/>  
**Credits:** Rob Chappell, Vice President, Interactive Director  
 Blake Bourquard, Senior Project Manager  
 Creighton Chamberlain, Senior Interactive Art Director  
 Nathan Batts, Interactive Developer  
 Jeremy Corbett, QA Analyst  
 Thom Henkel, Interactive Art Director  
 Nate McCollum, Interactive Designer  
 Matt Kyte, Senior Interactive Developer  
 Dave Ajamiseba, Interactive Art Director  
 Catherine Freshley, Interactive Content Manager  
 Terry Glenn, Associate Interactive Creative Director  
 Jason Otis, Senior Interactive Copywriter

69J Self-Promotion, Direct

## Gold ADDY Award

(opposite page left)

**Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** Cayenne Creative  
**Title:** Cayenne Holiday Gift  
**Credits:** Dan Monroe, Principal/Writer  
 Dan Murch, Principal/Design Director  
 Marion Powers, Design Director  
 Dana Kaita, Designer  
 Bo Rumbley, Designer  
 Sarah McDonald, Account Executive  
 Laura Ervin, Account Executive

# Advertising Industry Self-Promotion

## Gold ADDY Award

(below center)

**Entrant:** Harvest  
**City & State:** Memphis, Tennessee  
**Advertiser:** Harvest  
**Title:** Harvest Holiday Tractor  
**Credits:** Michael Hildebrand, Senior Art Director  
 Mike Force, Senior Art Director  
 Andrew Holliday, Partner / Creative Director  
 Daniel Brown, Partner / Creative Director  
 Hunter Mitchell, Copywriter  
 Anthony Carter, Art Director

## Silver ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** The Buntin Group  
**Title:** Credential Book - Pigeon Forge  
**Credits:** Jeffrey Buntin, Jr., Executive Creative  
 Director/Copywriter  
 Jason Skinner, Creative Director/Designer  
 Teela Shandess/Nat Strimpoulos,  
 Associate Designer  
 Leioth Smiley, Print Production

## 70 Ad Club Promotion

### Silver ADDY Award

**Entrant:** Red Deluxe  
**City & State:** Memphis, Tennessee  
**Advertiser:** American Advertising Federation  
**Title:** ADDY's Website  
**URL:** <http://reddeluxedev.com/submit/>  
**Credits:** Ben Colar, ACD/Art Direction  
 Blaine Loyd, ACD/Writer





# Advertising Industry Self-Promotion

## 71A Self-Promotion, Campaign

### Gold ADDY Award

**Entrant:** archer>malmo  
**City & State:** Memphis, Tennessee  
**Advertiser:** archer>malmo  
**Title:** Front & Union Tags  
**Credits:** Matt Whitaker, Art Director  
 Kirk Black, Copywriter  
 Greg Hastings, GCD/Art Director  
 Leigh Anne Rose, GCD/Copywriter  
 Gary Backaus, Chief Creative Director  
 Laurel Amatangelo, Art Director



### Gold ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** The Buntin Group  
**Title:** Bake Sale Poster Campaign  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
 Tom Cocke, Creative Director/Copywriter  
 Devan Todd, Designer



## 71B Self-Promotion, Mixed Media Campaign

### Silver ADDY Award

**Entrant:** Best Behavior Creative Club  
**City & State:** Knoxville, Tennessee  
**Advertiser:** Best Behavior Creative Club  
**Title:** 2313 Creative Re-Brand  
**URL:** <http://bestbehaviorcreativeclub.com/>

### Silver ADDY Award

**Entrant:** DBD Advertising | Marketing | Digital  
**City & State:** Nashville, Tennessee  
**Advertiser:** AAF Nashville  
**Title:** 2011 ADDY Campaign  
**Credits:** Tom Johnson, Creative Director/  
 Retoucher/Copywriter  
 Katie Peninger, Creative Director  
 Brad Dennison, Graphic Designer  
 David Bean, Photography  
 Phil Mowrey, Creative Director  
 NorthStar Studios, Video  
 Parris Printing, Printing – Call for Entries,  
 Invitation, Program  
 JIVE Digital Print Factory, Printing –  
 Save the Date Poster  
 The Nashville Tennessean, Printing –  
 Winner's Book  
 The Nashville Business Journal,  
 Winners Book Distribution

### Silver ADDY Award

**Entrant:** Red Square Agency  
**City & State:** Mobile, Alabama  
**Advertiser:** Red Square Agency  
**Title:** Red Square Agency Rebrand  
**URL:** <http://www.redsquareagency.com/#/>  
**Credits:** Rich Sullivan, Executive Creative Director  
 Diana Nichols, Creative Director  
 Stephean Grimes, Associate Creative Director  
 Wally Hitchcock, Associate Creative Director  
 Ryan Lundy, Designer  
 Ken Ziegler, Copywriter  
 Karen Sullivan, Producer  
 Jeff Whitlock, Producer  
 Julie Palmer, Producer  
 Girlfriend NYC, Designer/Developer  
 Gwin's, Printer

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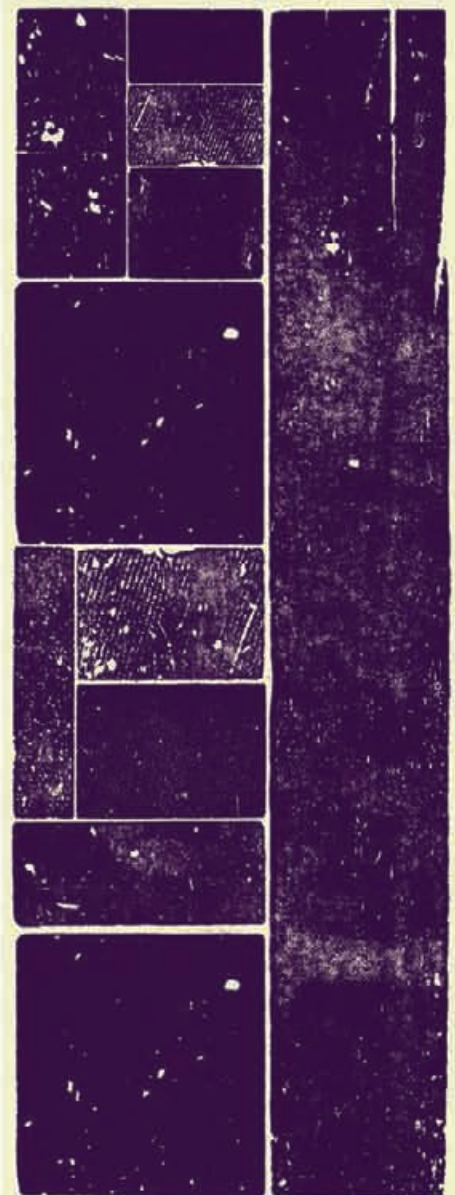


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# Elements of Advertising

## 72 Logo

### Gold ADDY Award

**Entrant:** Tactical Magic  
**City & State:** Memphis, Tennessee  
**Advertiser:** Visible Music College  
**Title:** Visible Music College Logo  
**Credits:** Trace Hallowell, Creative Director  
 Brian Borgman, Designer  
 Susan Ewing, Marketing Strategist



 VISIBLE MUSIC COLLEGE

### Silver ADDY Award

**Entrant:** Lewis Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** Lewis Communications  
**Title:** Lewis Communications Logo  
**Credits:** Roy Burns, Designer  
 Roy Burns, Associate Creative Director  
 Stephen Curry, Creative Director  
 Spencer Till, Executive Creative Director  
 Leigh Ann Motley, Production Manager  
 Larry Norris, President

## 73A Illustration

### Silver ADDY Award

**Entrant:** archer>malmo  
**City & State:** Memphis, Tennessee  
**Advertiser:** taropop  
**Title:** Taropop Fish Wave  
**Credits:** Jay Crum, Designer  
 Kong Wee Pang, Designer

### Silver ADDY Award

**Entrant:** Zehnder  
**City & State:** Baton Rouge, Louisiana  
**Advertiser:** Visit Baton Rouge  
**Title:** GO>>BR Illustration  
**Credits:** Michael Rainey, Chief Creative Officer  
 Henry Chassaignac, Creative Director/  
 Copy Chief  
 William Gilbert, Art Director  
 Joel Anderson/Andy Gregg, Design/Illustration  
 Jesse Reilly, Project Manager  
 Sarah Keiffer, Production  
 Jennifer Boneno, Director of Account Services  
 Lauren Gavrelis, Account Supervisor  
 Theresa Overby, Director of Communications

## 73B Illustration, Campaign

### Silver ADDY Award

**Entrant:** archer>malmo  
**City & State:** Memphis, Tennessee  
**Advertiser:** taropop  
**Title:** Taropop Illustration  
**Credits:** Kong Wee Pang, Designer  
 Jay Crum, Designer



## 74A Photography, Black and White

### Gold ADDY Award

**Entrant:** Lewis Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** The Joseph School  
**Title:** Haiti Photography Series 2  
**Credits:** Spencer Till, Photographer

# Elements of Advertising

## 74B Photography, Color

### Gold ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Commonwealth - Altadis, Inc  
**Title:** Sonoma 'Winshield'  
**Credits:** Matt Horton, Executive Creative Director  
Ray Reed, Creative Director  
Don Bailey/Karinne Caulkins, Art Director  
Andy Anderson, Photographer



### Gold ADDY Award

**Entrant:** DVL  
**City & State:** Nashville, Tennessee  
**Advertiser:** Jack Daniel Distillery  
**Title:** Weather  
**Credits:** Nelson Eddy, creative director  
Jan Mattix, art director  
Mark Tucker, photographer  
Iris Baker, producer



### Silver ADDY Award

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Department of Culture, Recreation, and Tourism  
**Title:** Pick Your Passion Swamp Photograph  
**Credits:** Vito Zuppardo, Account Supervisor  
Fran McManus, Management Supervisor  
Neil Landry, Group Creative Director  
Lori Archer Smith, Associate Creative Director, Copywriter  
Josh Mayer, Executive Creative Director  
Momoko Kimura, Graphic Artist  
Janet Riehlmann, Art Buyer  
Nancy Agnelly, Print Production Manager  
Bryan Rice, Associate Director, Project Magement

### Silver ADDY Award

**Entrant:** Zehnder Communications  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Seafood Marketing and Promotion Board  
**Title:** Crab  
**Credits:** Michael Rainey, Chief Creative Officer  
Henry Chassignac, Creative Director/  
Copy Chief  
William Gilbert, Art Director  
Jack Anderson, Splash Photography  
Lauren Gavrelis, Account Executive  
Sarah Keiffer, Project Manager

# Elements of Advertising

## 74B Photography, Color (continued)

### Silver ADDY Award

**Entrant:** Zehnder Communications  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Seafood Marketing & Promotion Board  
**Title:** Crawfish  
**Credits:** Mike Rainey, Chief Creative Officer  
 Henry Chassignac, Creative Director/Copy Chief  
 William Gilbert, Art Director  
 Jack Anderson, Splash Photography  
 Sarah Keiffer, Project Manager  
 Lauren Gavrelis, Account Executive

### Silver ADDY Award

**Entrant:** Zehnder Communications  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Seafood Marketing & Promotion Board  
**Title:** Oysters  
**Credits:** Michael Rainey, Chief Creative Officer  
 Henry Chassignac, Creative Director/Copy Chief  
 William Gilbert, Art Director  
 Jack Anderson, Splash Photography  
 Sarah Keiffer, Project Manager  
 Lauren Gavrelis, Account Executive



## 74C Photography, Digitally Enhanced

### Gold ADDY Award

(above right)

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** U.S. Xpress  
**Title:** Taco Ad Retouching  
**Credits:** Eric Wertz, Designer/Retoucher  
 Jack Parker, Photographer  
 Chris Jones, Creative Director  
 Mike Polcari, Creative Director

### Gold ADDY Award

(right)

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** U.S. Xpress  
**Title:** Wallet Ad Retouching  
**Credits:** Eric Wertz, Designer/Retoucher  
 Jack Parker, Photographer  
 Chris Jones, Creative Director  
 Mike Polcari, Creative Director

### Gold ADDY Award

(opposite page, top right)

**Entrant:** Sevierville, Tennessee Convention & Visitors Bureau  
**City & State:** Sevierville, Tennessee  
**Advertiser:** City of Sevierville, Tennessee  
**Title:** Visit Sevierville  
**Credits:** Chad Branton, Art Director

### Gold ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** SMCVB  
**Title:** A Helping Hand Bear Photo  
**Credits:** Brian Potter, AD/CD  
Nick Vagott, Writer/CD  
Paul Nies, Copywriter  
Dooley Tombras, Account Supervisor

### Gold ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** SMCVB  
**Title:** A Helping Hand Squirrel Photo  
**Credits:** Brian Potter, AD/CD  
Nick Vagott, Copywriter/CD  
Paul Nies, Copywriter  
Dooley Tombras, Account Supervisor

### Silver ADDY Award

**Entrant:** The Johnson Group  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** U.S. Xpress  
**Title:** Holiday Magic Retouching  
**Credits:** Eric Wertz, Designer/Retoucher  
Chuck Morrow, Art Director  
Chris Jones, Creative Director  
Mike Polcari, Creative Director

### Silver ADDY Award

**Entrant:** Sevierville, Tennessee Convention & Visitors Bureau  
**City & State:** Sevierville, Tennessee  
**Advertiser:** City of Sevierville, Tennessee  
**Title:** Shop Sevierville  
**Credits:** Chad Branton, Art Director



# Elements of Advertising

## 74C Photography, Campaign

### Gold ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** The Buntin Group  
**Title:** Pigeon Forge Photography Campaign  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
Jason Skinner, Creative Director  
Nat Strampopulos, Photographer



# Elements of Advertising

74C Photography, Campaign (continued)

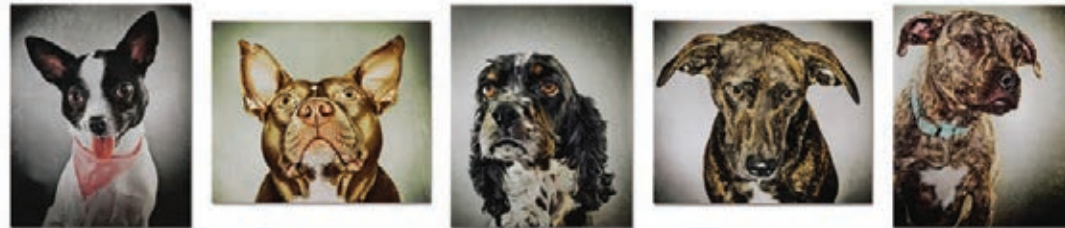
## Gold ADDY Award

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Commonwealth - Altadis, Inc  
**Title:** Sonoma Campaign - "Winshield" / "Open Road" / "Canoe"  
**Credits:** Matt Horton, Executive Creative Director  
 Ray Reed, Creative Director  
 Don Bailey/Karinne Caulkins, Art Director  
 Andy Anderson, Photographer



## Gold ADDY Award

**Entrant:** Liesa Cole Photography  
**City & State:** Birmingham, Alabama  
**Advertiser:** B-Metro Magazine  
**Title:** Stray Love  
**Credits:** Liesa Cole, photographer  
 Anthony Rodio, producer  
 Robin Colter, art Director  
 Joe O'Donnell, publisher



## Gold ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** SMCVB  
**Title:** A Helping Hand Photo Campaign  
**Credits:** Brian Potter, AD/CD  
 Nick Vagott, Copywriter/CD  
 Paul Nies, Copywriter  
 Dooley Tombras, Account Supervisor



**MOVIES**



**VIDEOS**



**DESIGN & ANIMATION**

**COMMERCIALS**



**SEE THE MAGIC**

[FIVESTONESTUDIOS.COM](http://FIVESTONESTUDIOS.COM)



# Elements of Advertising

## 74C Photography, Campaign (continued)

### Silver ADDY Award

**Entrant:** DVL  
**City & State:** Nashville, Tennessee  
**Advertiser:** Jack Daniel Distillery  
**Title:** Just Passing the Time -  
2012 Tennessee Squire Association Calendar  
**Credits:** Nelson Eddy, creative director  
Jan Mattix, art director  
Mark Tucker, photographer  
Iris Baker, producer

### Silver ADDY Award

**Entrant:** Lewis Communications  
**City & State:** Birmingham, Alabama  
**Advertiser:** Red Mountain Guitars  
**Title:** Red Mountain Guitar Photography  
**Credits:** Spencer Till, Executive Creative Director  
Jeff Williams, Photographer  
Benjamin Fine, Producer/Assistant

### Silver ADDY Award

**Entrant:** Zehnder Communications  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Seafood Marketing and Promotion Board  
**Title:** Crab, Oyster, Gator, Snapper  
**Credits:** Michael Rainey, Chief Creative Officer  
Henry Chassignac, Creative Director/  
Copy Chief  
William Gilbert, Art Director  
Jack Anderson, Splash Photography  
Sarah Keiffer, Project Manager  
Lauren Gavrelis, Account Executive

## 75A Special Effects, Video or Film

### Gold ADDY Award

**Entrant:** Children's Healthcare of Atlanta  
**City & State:** Atlanta, Georgia  
**Advertiser:** Children's Healthcare of Atlanta  
**Title:** Strong4Life Rural Spot  
**Watch:** <http://youtu.be/xHLdlBEyjDE>  
**Credits:** Tim Whitehead, VP, Marketing and Communication  
Carolina Cruxent, Director, Wellness Marketing  
Mike Lewis, Creative Director/Art Direction/  
Writing/Designer  
Jeff Stewart, Art Direction/Designer  
Rhonda Geraci, Writer  
Dorothy Miller-Farleo, Producer Print/TV/Radio  
Devon Jordan, Account Executive  
David Rosenbaum, Director  
David Stuart, Photographer  
Emoto, Music  
Janet Mason, Producer

### Gold ADDY Award

**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** National Highway Traffic Safety Administration  
**Title:** Invisible - Couple 30  
**Watch:** <http://youtu.be/lZWZLzSIhPM>  
**Credits:** Rob Simpson, CD/Writer  
Paul Szary, CD/Art Director  
Craig Mungons, Producer  
David Slade, Anonymous Content, Director  
Elliot Graham, Rock Paper Scissors, Editor A52, VFX  
Alice Mathews, Account Director  
Cheryl Paul, Production Manager



# Elements of Advertising

## 75B Special Effects, Internet

### Silver ADDY Award

**Entrant:** AREA203 Digital  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** AREA203 Digital  
**Title:** AREA203 Animated Website Video  
**URL:** <http://www.youtube.com/watch?v=xUzkiCSudFM>  
**Credits:** Tavis Salazar, Chief Creative Officer  
Chris Enter, Creative Director  
Casey Knox, Director, Social Media and PR  
Melinda Taylor, Art Director  
Cristina Cheatwood, Editor, Social Media and PR  
Michael Mahaffey, Designer  
Nick Turner, Designer  
Adrienne Fletcher, Strategist, Social Media and PR  
Lian Torralbas, Group Account Director

## 76A Music Only

### Silver ADDY Award

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** New Orleans Tourism Marketing Corporation  
**Title:** "Magic Tablecloth" :60 TV Spot - Music  
**Listen:** <http://youtu.be/4-kz7-7QJ64>  
**Credits:** Lori Archer-Smith, Associate Creative Director  
Jenny Carbonell, Graphic Artist  
Clare Harpham, Account Executive  
Neil Landry, Group Creative Director  
Katie Farmer, Associate Project Manager  
Bryan Rice, Senior Project Manager  
Kathy Hirsch, Senior Broadcast Producer  
Michelle Clarke, Account Supervisor  
Josh Mayer, Executive Creative Director  
Trevor Thomas, Broadcast Buying Supervisor  
Dianna McDonald, Senior Media Planner

## 76B Music With Lyrics

### Gold ADDY Award

(music awards are not pictured. Listen using QR code, right)

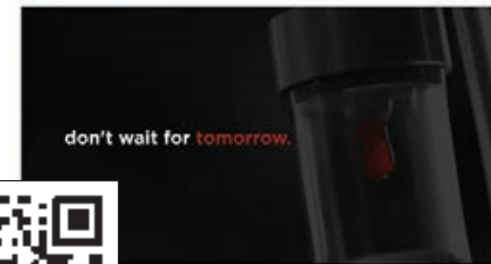
**Entrant:** The Tombras Group  
**City & State:** Knoxville, Tennessee  
**Advertiser:** McDonald's  
**Title:** With These Hands  
**Listen:** <http://youtu.be/mCQM61pAWn4>  
**Credits:** Rob Simpson, CD/Writer  
Paul Szary, CD/Art Director  
Yessian Music, Music  
Jerry Smith, Account Director  
Paul Paruta, Producer  
Sarah Holtz, Production Manager



## 77 Cinematography

### Gold ADDY Award

**Entrant:** Atomic Films  
**City & State:** Chattanooga, Tennessee  
**Advertiser:** Blood Assurance  
**Title:** "Yesterday"  
**Watch:** <http://youtu.be/9aZZShjJk>  
**Credits:** Bobby Stone, Director of Photography  
Dave Lang, Director  
Luke Padgett, Editor  
Katie Hartley, Producer



### Gold ADDY Award

**Entrant:** Bright Blue Sky Productions  
**City & State:** Macon, Georgia  
**Advertiser:** Gateway Macon  
**Title:** Cherry Street, Floco Torres  
**Watch:** <http://youtu.be/sxObdVc2uUs>  
**Credits:** Stephanie Shadden, DP, Editor  
Elliott Dunwody, Producer  
Tabitha Walker, Producer, Director  
Beth Dunwody, Executive Producer  
Ernest Howard, Grip, Gaffer  
Floco Torres, Talent



# Elements of Advertising

## 77 Cinematography (continued)

### Gold ADDY Award

**Entrant:** Cumberland Marketing  
**City & State:** Kingsport, Tennessee  
**Advertiser:** Pointer Brand (LC King Manufacturing)  
**Title:** Pointer Brand Video  
**Watch:** <http://youtu.be/xVgyxAi-tvo>  
**Credits:** Heath Guinn, Cinematographer  
 Chris Bowen, CEO/ Account Executive  
 Kevin Jones, Interactive Director  
 Drew Beamer, Senior Graphic Designer

### Gold ADDY Award

(lower left)

**Entrant:** Gulfstream Aerospace  
**City & State:** Savannah, Georgia  
**Advertiser:** Gulfstream Aerospace Corporation  
**Title:** G450 Elite Video  
**Credits:** Terry Duthu, Director/Cinematographer /Editor  
 Randy Bolinger, Executive Producer  
 Matthew Stephan, Producer  
 Skip Terpstra, Gaffer/B Cam Operator  
 Jessica Duthu, Hair/Makeup / Costumes  
 Adam Burdett, Grip/Electric / Dolly Grip  
 John Wilder, Grip/Electric  
 Andrew Duthu, Asset Coordinator/Assistant Editor  
 Beth Getman, Line Producer

### Gold ADDY Award

(opposite page top)

**Entrant:** iostudio  
**City & State:** Nashville, Tennessee  
**Advertiser:** Red Kap  
**Title:** Red Kap Video - Specialty Trade  
**Watch:** Watch : <http://youtu.be/WfuWOMhSsao>  
**Credits:** Michael Dukes, Executive Creative Director/  
 Copywriter  
 Andrew House, Director/Cinematographer  
 Brian Donnenwirth, Art Director  
 Raye Dene Berry, Producer/Camera Assistant  
 Suzanne Carter, Gaffer  
 Terry Secrest, Grip  
 Bill Jackson, Swing  
 Samantha Roe, Stylist  
 Scott Simmons, Editor  
 Blake Parsons, Project Manager  
 Ashley Wilson, Account Executive

### Gold ADDY Award

(lower right)

**Entrant:** iostudio  
**City & State:** Nashville, Tennessee  
**Advertiser:** Red Kap  
**Title:** Red Kap Video - Manufacturing  
**Watch:** <http://youtu.be/x6w2d5UCPEI>  
**Credits:** Michael Dukes, Executive Creative Director/  
 Copywriter  
 Andrew House, Director/Cinematographer  
 Brian Donnenwirth, Art Director  
 Raye Dene Berry, Producer/Camera Assistant  
 Suzanne Carter, Gaffer  
 Terry Secrest, Grip  
 Bill Jackson, Swing  
 Samantha Roe, Stylist  
 Scott Simmons, Editor  
 Ashley Wilson, Account Executive  
 Blake Parsons, Project Manager



# Elements of Advertising



## Gold ADDY Award

(below middle)

**Entrant:** Six Foot Five  
**City & State:** Birmingham, Alabama  
**Advertiser:** Six Foot Five Productions  
**Title:** Speakeasy Supper Club Trailer  
**Watch:** <http://youtu.be/bZM2S4CwvpA>  
**Credits:** Jason Wallis, Director of Photography  
 Taylor Robinson, Director/Editor



## Gold ADDY Award

(bottom)

**Entrant:** TYTAN  
**City & State:** Tybee Island, Georgia  
**Advertiser:** Michael Levin  
**Title:** KI: Michael Levin  
**Watch:** <http://youtu.be/DvifS3cv9ZY>  
**Credits:** Brad Kremer, Director of Photography



## Silver ADDY Award

**Entrant:** iostudio  
**City & State:** Nashville, Tennessee  
**Advertiser:** Red Kap  
**Title:** Red Kap Video - Distribution  
**Watch:** Watch : <http://youtu.be/0ehwoY2baCc>  
 wholesale-distribution/132  
**Credits:** Michael Dukes, Executive Creative Director/  
 Copywriter  
 Andrew House, Director/Cinematographer  
 Brian Donnenwirth, Art Director  
 Raye Dene Berry, Producer/Camera Assistant  
 Suzanne Carter, Gaffer  
 Terry Secrest, Grip  
 Bill Jackson, Swing  
 Samantha Roe, Stylist  
 Scott Simmons, Editor  
 Ashley Wilson, Account Executive  
 Blake Parsons, Project Manager

## Silver ADDY Award

**Entrant:** Peter Mayer Advertising  
**City & State:** New Orleans, Louisiana  
**Advertiser:** Louisiana Department of Culture,  
 Recreation, and Tourism  
**Title:** Pick Your Passion Television  
**Watch:** <http://youtu.be/rsi8e1cbJfk>  
**Credits:** Vito Zuppardo, Account Supervisor  
 Fran McManus, Management Supervisor  
 Neil Landry, Group Creative Director  
 Josh Mayer, Executive Creative Director  
 Momoko Kimura, Graphic Artist  
 Janet Riehlmann, Art Buyer  
 Lori Archer Smith, Associate Creative Director,  
 Copywriter  
 Bryan Rice, Associate Director, Project  
 Management  
 Kathy Hirsch, Senior Broadcast Producer

# BEST OF SHOW



## Overall Best of Show

**Entrant:** Cayenne Creative  
**City & State:** Birmingham, Alabama  
**Advertiser:** Birmingham Education Foundation/ED  
**Title:** Ed Campaign  
**Credits:** Dan Monroe, Principal/Writer  
Dan Murch, Principal/Creative Director  
Marion Powers, Design Director  
Dana Kaita, Designer  
Bo Rumbley, Designer  
Jason Hill, Interactive Director  
Laura Ervin, Account Executive  
Liesa Cole, Photographer  
Jason Wallis, Photographer  
Caleb Chancey, Photographer  
John Pope, Photographer  
American Printing, Printer



# Best of...

## Interactive

**Entrant:** TYTAN  
**City & State:** Tybee Island, Georgia  
**Advertiser:** Michael Levin  
**Title:** KI: Michael Levin  
**URL:** <http://www.michaellevin.ca/>  
**Credits:** Jim Stone, CEO & Executive Producer  
 Scott Jacobs, Executive Producer  
 Brad Kremer, Director/DP  
 Aaron Gravit, Motion Graphics Designer  
 Mark Nguyen, Motion Graphics Designer  
 Alex Farkas-Worthy, Motion Graphics Designer



## Broadcast

**Entrant:** Newmerica Media  
**City & State:** Atlanta, Georgia  
**Advertiser:** Elmyr  
**Title:** Elmyr Pharmaceutical Ad  
**Watch:** <http://youtu.be/Mr9UldtUlg>  
**Credits:** Bryan Bankovich, Director/Producer/Editor  
 Dennis Mora, Writer/Editor  
 Ian Cone, Cinematographer  
 Ashton Grosz, Script Supervisor  
 Amanda Tammy Lee, Storyboard artist  
 Bradley Clark, Lighting/Grip  
 Ben Earl, Production Assistant  
 Brent Hinds, Lead Actor



## Print

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Woodford Racing  
**Title:** Woodford Racing Campaign  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director/  
 Copywriter  
 Karinne Caulkins, Art Director/Designer  
 Leioth Smiley, Print Production  
 Karinne Caulkins, Illustrator



# JUDGE'S

# FAVE'S



## Jackie Dryden

**Entrant:** The Buntin Group  
**City & State:** Nashville, Tennessee  
**Advertiser:** Contact Living LLC  
**Title:** How's My Dog Stationery  
**Credits:** Jeffrey Buntin, Jr., Executive Creative Director  
Karinne Caulkins, Art Director/Designer

## Jackie Barker

**Entrant:** Six Foot Five  
**City & State:** Birmingham, Alabama  
**Advertiser:** Six Foot Five Productions  
**Title:** Speakeasy Supper Club Trailer  
**Watch:** <http://youtu.be/bZM2S4CwvpA>  
**Credits:** Jason Wallis, Director of Photography  
Taylor Robinson, Director/Editor



## Gina Nacy

Entrant: cabedge

City & State: Franklin, Tennessee

Advertiser: Peter Nappi

Title: Peter Nappi Website

URL: <http://peternappi.com/>

Credits: Chris Blanz, Creative Director  
Nick Sigler, Art Director/Designer  
Bethany Webster, Project Manager  
Scott Hutcheson, Copy Developer/Information Architect/Strategist  
Josh Kersey, Lead Developer



**UNWIND**  
For a more relaxed look come undone and let your laces out! Our Romes shoe looks great with or without laces. And feels good either way too.

**Boots, Bags & Other Dry Goods**  
When Peter Nappi brought his boot-making craft from Italy to America over 100 years ago family and tradition were his priorities. He made boots to fit beautiful, fit the useful, fit the lasting. Today, that means more. We revived Peter Nappi boots to restore this lost luxury.

Times have changed and mass production has become the standard. Quality is valued over quantity and products over people. So, we're restoring the legacy of Peter Nappi.

Our goods are crafted, not produced, and we value traditions over trends.

**WATCH THE VIDEO**

**BARTOLOMEO**  
Techniques including handstitching and hand-stamping mean they arrive with the comforting effects of real life.  
Product Detail

**JULIUS**  
Inspired by an original model, this has a slightly more rounded, pronounced toe reminiscent of an equestrian style.  
Product Detail

**LUCANO**  
The only slip-on boot in our collection has double-stitching with 12 stitches per inch on the lining.  
Product Detail

**MORDAGH**  
Similar weight as the Julius, but built for those who prefer a taller silhouette or shaft style boot.  
Product Detail



# STUDENTwinners

## S01 A Packaging

### Student Gold ADDY

**Student:** Brittany Jarrel  
**School:** Watkins College of Art, Design & Film  
**City & State:** Nashville, Tennessee  
**Title:** Cheval

### Student Gold ADDY

**Student:** Brandon Johnson  
**School:** Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** Honey Bee Packaging

### Student Silver ADDY

**Student:** Rachel Kalagher  
**School:** SCAD  
**City & State:** Savannah, Ga  
**Title:** Axe & Flannel

### Student Silver ADDY

**Student:** Anna Stout  
**School:** Watkins College of Art, Design & Film  
**City & State:** Nashville, Tennessee  
**Title:** Milk Packaging

## S02A Stationery Package

### Student Gold ADDY

**Student:** Lorin Michelle Stumph  
**School:** Louisiana State University  
**City & State:** Baton Rouge, Louisiana  
**Title:** Lorin Michelle Stumph Personal Identity



### Student Silver ADDY

**Student:** Rachel Kalagher, Rachel Clarke,  
 Serita Roberson  
**School:** SCAD  
**City & State:** Savannah, Georgia  
**Title:** Hot Popsicle

## S02B Brochure

### Student Gold ADDY

**Student:** Stephen G. Jones  
**School:** Watkins College of Art and Design  
**City & State:** Nashville, Tennessee  
**Title:** Promo Portfolio Mailer



### Student Silver ADDY

**Student:** GDSO  
**School:** Louisiana State University  
**City & State:** Baton Rouge, Louisiana  
**Title:** LSU College of Art and Design  
 2011 Annual Report  
**Credits:** Eric Olivier, Graphic Designer  
 Natalie Del Pino, Graphic Designer

# Student ADDY Categories

## S02C Poster

### Student Silver ADDY

**Student:** Franz Gambe  
**School:** University of Southern Mississippi  
**City & State:** Hattiesburg, Mississippi  
**Title:** Mythical Creature poster

### Student Silver ADDY

**Student:** Keith Patterson  
**School:** The Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** "We Want Your Skulls"  
 Artober Nashville Event Poster

## S02D Poster Campaign

### Student Gold ADDY

**Student:** Evan Veeder  
**School:** Mississippi State University  
**City & State:** Tuscaloosa, Alabama  
**Title:** Helping Procrastinators Succeed



## Student Silver ADDY

**Student:** Courtney Wilburn  
**School:** LSU  
**City & State:** Baton Rouge, Louisiana  
**Title:** Anthropologie  
 Spring Rain Collection Posters

## S02E Editorial Design Cover

### Student Silver ADDY

**Student:** Devin Johnson  
**School:** The Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** Invisible Man Book Cover Design

## S02F Editorial Design Spread or Feature

### Student Silver ADDY

**Student:** Jack K. O'Callaghan  
**School:** Nossi College of Art  
**City & State:** Nashville, Tennessee  
**Title:** Say Anything Two-Page Spread



## S02G Editorial Design Series

### Student Silver ADDY

**Student:** Terisa Brenna  
**School:** Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** Snowflake Book Covers

## S03 Direct Marketing

### Student Gold ADDY

**Student:** Vince Salpietro  
**School:** SCAD  
**City & State:** Savannah, Georgia  
**Title:** Victorinox Media Kit

### Student Silver ADDY

**Student:** Jaana Huusko  
**School:** O'More College of Design  
**City & State:** Franklin, Tennessee  
**Title:** Musicares Direct Mail

# Student ADDY Categories

## S06B Magazine Campaign

### Student Gold ADDY

**Student:** Kathryn Clendenin  
**School:** SCAD  
**City & State:** Savannah, Georgia  
**Title:** Sharpie Liquid Pencil

### Student Gold ADDY

(below right)

**Student:** Mark Fentriss, Xavier Payne, Sara Strese  
**School:** Watkins College  
**City & State:** Nashville, Tennessee  
**Title:** Alive Hospice



## Student Silver ADDY

**Student:** Terisa Brenna  
**School:** Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** Ducati Hotti Ad Campaign  
**Credits:** Kayla Stanton, Photographer

## S08A Interactive, Website

### Student Silver ADDY

**Student:** Brianna Reed  
**School:** The Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** Nerdette Designs  
**URL:** <http://nerdettedesigns.com/>



## S10A Television, Single

### Student Gold ADDY

**Student:** Joe Bauer, Tim Newborn, Calvin Johnson  
**School:** SCAD  
**City & State:** Savannah, Georgia  
**Title:** WC Lumberjack  
**Watch:** <http://www.youtube.com/watch?v=hBkAgNkbnE&feature=youtu.be>



## S11 Mixed Media Campaign

### Student Gold ADDY

(opposite page, top left)

**Student:** Stefanie Cobb  
**School:** Middle Tennessee State University  
**City & State:** Murfreesboro, Tennessee  
**Title:** Strangeluv: or How to Stop Worrying and Learn to Luv the Future  
**URL:** <http://www.luvthefuture.com/>

### Student Gold ADDY

(opposite page bottom left)

**Student:** Jessy Cole, Ben Santoriello  
**School:** The Creative Circus  
**City & State:** Atlanta, Georgia  
**Title:** Crayola  
**Credits:** Jessy Cole, Art Director  
 Ben Santoriello, Copywriter

# Student ADDY Categories



## Student Silver ADDY

**Student:** Terisa Brenna  
**School:** Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** Southern Scene Campaign

## Student Silver ADDY

**Student:** Allison Ingle  
**School:** O'More College of Design  
**City & State:** Franklin, Tennessee  
**Title:** Verena Logo Designs



## Student Silver ADDY

**Student:** Jenna  
**School:** Middle Tennessee State University  
**City & State:** Murfreesboro, Tennessee  
**Title:** The Plant Whisperers' Society Annual Report

## S12B Illustration

### Student Gold ADDY

**Student:** Matthew Covington  
**School:** Watkins College of Art, Design & Film  
**City & State:** Nashville, Tennessee  
**Title:** Endangered Animals Postcards



## Student Silver ADDY

**Student:** Tracy L. Ratliff  
**School:** Nossi College of Art  
**City & State:** Nashville, Tennessee  
**Title:** Chaat

## Student Silver ADDY

**Student:** Peter West, Michael Gallucci  
**School:** The Creative Circus  
**City & State:** Atlanta, Georgia  
**Title:** Sperry Top Siders  
**Credits:** Michael Gallucci, Copywriter



## S12A Logo

### Student Gold ADDY

(right)

**Student:** Elise Apffel  
**School:** University of Louisiana at Lafayette  
**City & State:** Lafayette, Louisiana  
**Title:** Romero's Interiors & Trim Logo



# Student ADDY Categories

## S12B Illustration (continued)

### Student Gold ADDY

(top left)

**Student:** Zach Hensley  
**School:** Antonelli College  
**City & State:** Jackson, Mississippi  
**Title:** Keanu Reeves

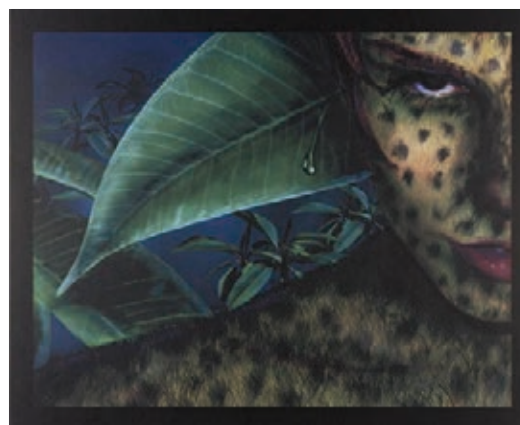
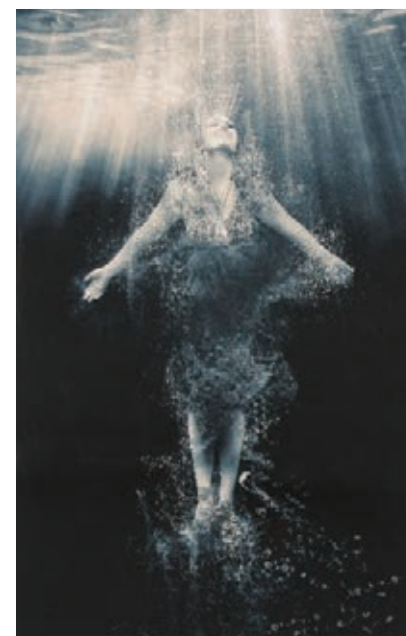
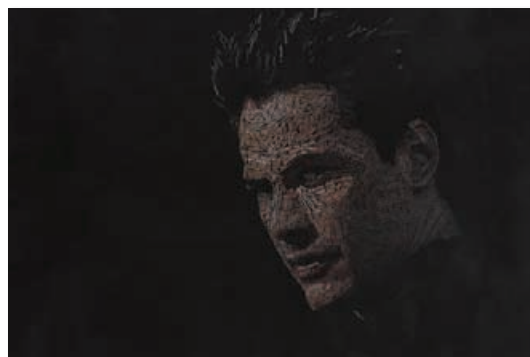
### Student Gold ADDY

(top middle)

**Student:** Diego Penuela Zamudio  
**School:** SCAD  
**City & State:** Savannah, Georgia  
**Title:** Frank Zappa

### Student Silver ADDY

**Student:** Aaton Michael Johnson  
**School:** Watkins College of Art, Design and Film  
**City & State:** Nashville, Tennessee  
**Title:** Mega-Macho Manly Men



## S12C Digitally Enhanced Illustration

### Student Gold ADDY

(top right)

**Student:** Rachael Kirksey  
**School:** Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** Lady in the water

### Student Gold ADDY

(bottom left)

**Student:** R. K. Thompson  
**School:** Nossi College of Art  
**City & State:** Nashville, Tennessee  
**Title:** Tropical Fashion Week Poster Illustration

## S12D Photography

### Student Gold ADDY

(right)

**Student:** April Bowen  
**School:** Nossi College of Art  
**City & State:** Nashville, Tennessee  
**Title:** Little Miss Mud Pie

# MIAMI AD SCHOOL

Where the Real World is Your Classroom



JIN SOO KIM  
ART DIRECTOR  
SEOUL, KOREA



**My teachers are working professionals**

they work at local agencies, have their own agencies and fly in from all over the world to guest lecture

we learn the latest innovations in the advertising and creative industry

we get real feedback and portfolio guidance from people who know what an agency is looking for

**Through the Innovation Lab, I work on live briefs with real clients**

When I worked with EF International Language Centers, I won the pitch and went to São Paulo, Brazil for the production

I worked with UNICEF in a social media initiative for the crisis in Sahel

I'm currently at Saatchi & Saatchi in Stockholm, Sweden

**I can intern in up to four cities**

next quarter I can go to New York, Chicago, Paris, Hamburg, Mumbai or any other of the 50+ internships around the world

**"I came to Miami Ad School to change my life as a creator."**

# Student ADDY Categories

## S12D Photography (continued)

### Student Gold ADDY

**Student:** Stephanie L. Graves  
**School:** The Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** Fall Bride

### Student Silver ADDY

**Student:** Todd Burandt  
**School:** Art Institute of Atlanta  
**City & State:** Atlanta, Georgia  
**Title:** Makers Mark

### Student Silver ADDY

**Student:** Kayla Staton  
**School:** The Art Institute of Tennessee - Nashville  
**City & State:** Nashville, Tennessee  
**Title:** Pink and Blue Haired Girl



## S12F Animation

### Student Gold ADDY

**Student:** Ben Gabelman  
**School:** SCAD  
**City & State:** Savannah, Georgia  
**Title:** Google Resolve

### Student Gold ADDY

**Student:** Preston Gibson  
**School:** SCAD  
**City & State:** Savannah, Georgia  
**Title:** PanAm

### Student Gold ADDY

**Student:** Freddy Travis  
**School:** SCAD  
**City & State:** Savannah, Georgia  
**Title:** The Silent Land

### Student Silver ADDY

**Students:** Nick Lyons,  
Cooper Skinner  
**School:** SCAD  
**City & State:** Savannah, Georgia  
**Title:** Factory Nick



## S12E Digitally Enhanced Photography

### Student Gold ADDY

**Student:** Christina Peace  
**School:** Nossi College of Art  
**City & State:** Nashville, Tennessee  
**Title:** Ledford Mill



### Student Silver ADDY

**Student:** Melissa Pierschbacher  
**School:** Art Institute of Atlanta  
**City & State:** Atlanta, Georgia  
**Title:** Defense Budget



# Student BEST OF SHOW

## Print

**Student:** Stephen G. Jones  
**School:** Watkins College of Art and Design  
**City & State:** Nashville, Tennessee  
**Title:** Promo Portfolio Mailer



## Multi Media Campaign

**Student:** Stefanie Cobb  
**School:** Middle Tennessee State University  
**City & State:** Murfreesboro, Tennessee  
**Title:** Strangeluv: or How to Stop Worrying and Learn to Luv the Future  
**Watch:** <http://www.luvthefuture.com/>





# CREDITS and ...

## **Winner's Book Design**

### **Orange Apple Branding Boutique**

*Knoxville, Tennessee*

**Susie Norris**

## **Printing**

### **Lithographics**

*Nashville, Tennessee*

**David Bailey, Jr**

## **Paper**

### **Athens Paper**

*Nashville, Tennessee*

**Mark Griffin**

**Don Jenkins**

**Kelley McLaughlin**

## **Winner's Book Photography**

### **NOSSI**

#### **College of Art**

*Knoxville, Tennessee*

**Cayce Long**

**Pat McKee**

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**Katie Peninger**

*Event Chair*

**Michele Massey**

*NAC Representative*

**Mark Farrar**

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*AAF Nashville President*

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**A.J. Buse'**

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**Sharon McGinnis**

**Rocky Moreno**

**Susie Norris**

**Matt Peninger**

**Elizabeth Perry**

**Brady Purnell**

**Natalie Robinson**

## **D7 Professional ADDY Judges**

**Jackie Barker**

**Jackie Dryden**

**Gina Nancy**

## **D7 Professional ADDY Judging Location**

### **NOSSI**

#### **College of Art**

*Nashville, Tennessee*

#### **Administration & Staff**

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**Donnie Beauchamp**

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**James Brown**

**Blake Covington**

**Antonio Flores**

**Sarah Lamaal**

**Seeke Lawson**

**Kenneth Moore**

**Candice Gibson**

**Courtney Gibson**

**Jason Sheffield**

## **D7 Student ADDY Committee**

**David Jacobs**

*Chair*

**Laura Burton**

**Amanda Fontaine**

**Elizabeth Perry**

## **D7 Student ADDY Judges**

**A.J. Buse'**

**Michele Massey**

**Rob McKinnie**

## **D7 Student ADDY Judging Location**

**Marriott Courtyard**

**Nashville Brentwood**

# COMMITTEES

## Spring Convention Committee

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*Chair*

**A.J. Buse'**  
*Governor Elect*

**Lillian Turman**  
*AAF Nashville President*

**Mark Farrar**  
*Executive Director*

Stephanie Ferguson

Sharon McGinnis

Katie Peninger

Kristy Rose

Tim Templeton

Stacie Thrasher

## Convention Creative & Design

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*Nashville, Tennessee*

**Nelson Eddy**  
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*Art Director*

Sean Williams  
*Assistant Art Director*

Mike Ferguson  
*Copywriter*

Josh Wilkerson  
*Art Director, Interactive*

Barbara Herd  
*Traffic & Production Manager*

Cheryl Thompson  
*Account Manager, Senior VP*

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Ariel Biggs

John Carney

Chris Chamberlain

Chuck Creasey

Ashley Elliot

Vanessa Frye

Gayle Fuson

Katelyn Hellige

Michael Hutzal

Mandi Jones

Laramey Lawson

Elizabeth Lee

Katy Ludington

Heather Middleton

Rocky Moreno

Brady Purnell

Kendra Purnell

Natalie Robinson

Cody Rockwood

Marilyn Shivers

Heidi Spivey

Tom Woodard

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**President Elect**  
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**Sharon McGinnis**

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Whit Adamson

**General Legal Council**  
Doug Pierce

**Executive Director**  
Mark Farrar

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*AAF Baton Rouge*

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*AAF Jackson, Mississippi*

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*AAF Mobile Bay*

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Classic Party Rental

DBD Advertising

Destination Nashville

DVL Public Relations & Advertising

Feature Presentation

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Georgia Association of  
Promotional Professionals

Hatch Show Print

JIVE Digital Print Factory

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Nashville Event Lighting

Plaza Artist Materials

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Promotional Products  
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