the
ROARING
ADDYS
2014 AAF JACKSON
AMERICAN ADVERTISING AWARDS

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Comcast Spotlight

Best of Show Broadcast

Hederman Brothers

Best of Show Overall

A2Z A2ZPRINTING.NET

Best of Show Student

AD AGENT LLC

Best of Show Public Service

magnolia federal credit union

Best of Show Digital

Service Printers

Best of Show Print

American Advertising Federation Jackson, Mississippi

Past Presidents

Judge's Choice Award

T&W Tatum & Wade Attorneys at Law

Mosaic Award

Mississippi Business Journal

Copywriter of the Year

cspire

Art Director of the Year

Mahaffey's Quality Commercial Printing & Marketing Services

Graphic Designer of the Year

DIG Creative Solutions

People's Choice Award

BEST OF SHOW

BEST OF SHOW OVERALL
"College Discovered" Digital Campaign
Maris, West & Baker
Mississippi Institutions of Higher Learning

BEST OF SHOW BROADCAST
Crossroads Promo Spot
Mad Genius
Crossroads Film Festival

BEST OF SHOW PRINT
Zoo Brew Campaign
Mad Genius
Jackson Zoological Park

BEST OF SHOW PUBLIC SERVICE
"Friendervention"
Maris, West & Baker
Mississippi State Department of Health

BEST OF SHOW DIGITAL
"How to Catch a Bogle" Book Trailer
Mad Genius
Houghton Mifflin Harcourt

MOSAIC AWARD
"College Discovered" Digital Campaign
Maris, West & Baker
Mississippi Institutions of Higher Learning

JUDGES' CHOICE AWARD
Blues Roadtrip Invitation
Mississippi Development Authority

PEOPLE'S CHOICE
Zoo Brew Campaign
Mad Genius
Jackson Zoological Park

COPYWRITER OF THE YEAR
Marlo Kirkpatrick

GRAPHIC DESIGNER OF THE YEAR
Alecia Porch

ART DIRECTOR OF THE YEAR
Keith Fraser

BEST OF SHOW STUDENT
Kristen McCann
"Cute as a Button" Book Cover

GOLD ADDY® AWARDS

COLLATERAL MATERIAL

09E - Book Design (Entire Book)

Kirkpatrick & Porch Creative
Mississippi Children's Home Services
100 YEARS OF HOME
Contributors:
Marlo Kirkpatrick, Writer
Alecia Porch, Designer/Art Director
Robby Followell, Photographer
Marlo Kirkpatrick, Ken Allen, Becky Mercier, Sandra Austin, Project Coordinators
Margo Grace, Friesens, Printer

10A - Poster, Single

Maris, West & Baker Advertising
Shack Up Inn
"GUNNY SHACK"
Contributors:
Keith Fraser, Associate Creative Director/Art Director
Marc Leffler, Creative Director/Copywriter
Tammy Smith, Production Manager
The Colad Group, Printer

10A - Poster, Single

Maris, West & Baker Advertising
Shack Up Inn
"GRAVY SHACK"
Contributors:
Keith Fraser, Associate Creative Director/Art Director
Randy Lynn, Creative Director/Copywriter
Tammy Smith, Production Manager
The Colad Group, Printer

10B - Poster, Campaign

Maris, West & Baker Advertising
Shack Up Inn
SHACK UP INN
Contributors:
Keith Fraser, Associate Creative Director/Art Director
Randy Lynn, Creative Director/Copywriter
Marc Leffler, Creative Director/Copywriter
Tammy Smith, Production Manager
The Colad Group, Printer

11B - Invitation

Mississippi Development Authority
MISSISSIPPI BLUES ROADTRIP
Contributors:
Stacey Gaines, Art Director, Copywriter
Marlo Dorsey, Chief Marketing Officer
Dina Boucher, Event Coordinator

11B - Invitation

Mississippi Development Authority
SECRET MISSION INVITATION
Contributors:
Lucy Hetrick, Creative Director
Marlo Dorsey, Chief Marketing Officer
Dina Boucher, Event Coordinator
Paula Travis, Production Manager

DIRECT MARKETING

12A - Single, Flat

Kirkpatrick & Porch Creative
St. Andrew's Episcopal School
FIND YOUR ST. ANDREW'S
Contributors:
Marlo Kirkpatrick, Writer, Account Executive
Alecia Porch, Designer/Art Director
Robby Followell, Photographer
Jeannie Tadlock, Hederman, Printer

12A - Single, Flat

Kirkpatrick & Porch Creative
College Savings Mississippi
MACS ENROLLMENT KIT
Contributors:
Marlo Kirkpatrick, Writer, Account Executive
Alecia Porch, Designer/Art Director
Jeannie Tadlock, Hederman, Printer

DIGITAL ADVERTISING

33C - Websites, Consumer, Services

Maris, West & Baker Advertising
Mississippi Institutions of Higher Learning
"COLLEGE DISCOVERED"
Contributors:
Austin Cannon, Interactive Creative Director
Marc Leffler, Creative Director/Copywriter
Linzy Gressett, Interactive Designer
Tate Nations, Multimedia Producer & Editor
Tim Mask & Ray Harris, Account Executives
Erick Fix, Editor
Kathryn Rodenmeyer, Casting Producer

36C - Social Media Campaign

Maris, West & Baker Advertising
Mississippi Institutions of Higher Learning
"COLLEGE DISCOVERED" CAMPAIGN
Contributors:
Marc Leffler, Creative Director/Copywriter
Tate Nations, Videographer / Editor
Erick Fix, Editor
Tim Mask & Ray Harris, Account Executives
Kathryn Rodenmeyer, Casting Producer
Dominique, Hope, Seth, Tyler, Lindsey, Alvin & Kristen, Video Diary Makers
Tess Marks, Social Media Manager

GOLD ADDY® AWARDS

40B - Internet Commercial
Mad Genius, Inc.
Houghton Mifflin Harcourt
"HOW TO CATCH A BOGLE" BOOK TRAILER
Contributors:
Rick Moore, Zach Pritchard and Monte Kraus, Producers
Zach Pritchard, Director and Editor
David Matthews, Director of Photography
Zach Pritchard and Wade Acuff, Visual Effects
Sam Watson, Sound Mastering

40B - Internet Commercial
Mad Genius, Inc.
Quirk Books
WILLIAM SHAKESPEARE'S STAR WARS
Contributors:
Zach Pritchard, Director and Editor
Zach Pritchard and John Gibson, Producers
David Matthews, Director of Photography
Adam Daniel, Sound

40B - Internet Commercial
Mad Genius, Inc.
Quirk Books
THE RESURRECTIONIST
Contributors:
Zach Pritchard, Director, Editor and Sound Designer
Zach Pritchard and John Gibson, Producers
David Matthews, Director of Photography
Zach Pritchard and Wade Acuff, Visual Effects

40B - Internet Commercial
Mad Genius, Inc.
Quirk Books
HOLLOW CITY TRAILER
Contributors:
Zach Pritchard, Director, Editor and Sound Designer
Zach Pritchard and Monte Kraus, Producers
David Matthews, Director of Photography
Zach Pritchard and Wade Acuff, Visual Effects

42 - Digital Campaign
Maris, West & Baker Advertising
Mississippi Institutions of Higher Learning
"COLLEGE DISCOVERED" CAMPAIGN
Contributors:
Marc Leffler, Creative Director/Copywriter
Tate Nations, Videographer / Editor
Erick Fix, Editor
Tim Mask & Ray Harris, Account Executives
Kathryn Rodenmeyer, Casting Producer
Dominique, Hope, Seth, Tyler, Lindsey, Alvin & Kristen, Video Diary Makers

TELEVISION

46B - Local, :30
Kirkpatrick & Porch Creative
College Savings Mississippi
MACS "LITTLE GIRL"
Contributors:
Marlo Kirkpatrick, Writer, Account Executive
Alecia Porch, Designer/Art Director
John Stockwell, Director/Editor
Jonathon Smith, Producer

46B - Local, :30
Kirkpatrick & Porch Creative
College Savings Mississippi
MACS "OFFICE"
Contributors:
Marlo Kirkpatrick, Writer, Account Executive
Alecia Porch, Designer/Art Director
John Stockwell, Director/Editor
Jonathon Smith, Producer

46B - Local, :30
Mad Genius, Inc.
Crossroads Film Festival
CROSSROADS PROMO
Contributors:
Monte Kraus, Producer
Zach Pritchard, Director
David Matthews, Director of Photography
Adam Daniel, Editor

46C - Local, :60 or more
Kirkpatrick & Porch Creative
College Savings Mississippi
MACS "GIRL, OFFICE, NOODLES"
Contributors:
Marlo Kirkpatrick, Writer, Account Executive
Alecia Porch, Designer/Art Director
John Stockwell, Director/Editor
Jonathon Smith, Producer

GOLD ADDY® AWARDS

46D - Local, Campaign
Kirkpatrick & Porch Creative
College Savings Mississippi
MACS TV CAMPAIGN
Contributors:
Marlo Kirkpatrick, Writer, Account Executive
Alecia Porch, Designer/Art Director
John Stockwell, Director/Editor
Jonathon Smith, Producer

48C - Regional/National, Services
The Ramey Agency
University of Mississippi Medical Center
UMMC "WISH"
Contributors:
Bob Potesky, ECD
Josh Schooler, Senior Art Director
Wes Williams, Senior Copywriter
Kristine Jacobs, VP/Group Account Director & Director of Strategic Planning
Erick Evans, Account Executive

49C - Regional/National, Campaign, Services
The Ramey Agency
University of Mississippi Medical Center
UMMC WISH TV CAMPAIGN - 4 SPOTS
Contributors:
Bob Potesky, ECD
Josh Schooler, Senior Art Director
Wes Williams, Senior Copywriter
Kristine Jacobs, VP/Group Account Director & Director of Strategic Planning
Erick Evans, Account Executive

51B - In-theatre Commercials or Slides
Mad Genius, Inc.
Crossroads Film Festival
CROSSROADS PROMO TRAILER
Contributors:
Monte Kraus, Producer
Zach Pritchard, Director
David Matthews, Director of Photography
Adam Daniel, Editor

INTEGRATED CAMPAIGNS
54 - Consumer, Local
Kirkpatrick & Porch Creative
College Savings Mississippi
MACS CAMPAIGN
Contributors:
Marlo Kirkpatrick, Writer, Account Executive
Alecia Porch, Designer/Art Director
John Stockwell, Director/Editor
Jonathon Smith, Producer
Jeannie Tadlock, Hederman, Printer

54 - Consumer, Local
University of Mississippi Medical Center
University of Mississippi Medical Center
UMMC KIDS VIDEO
Contributors:
Rondah Marks, Chief Marketing Officer
Ann Ford
Kristen Sulser Guinn
Kelly Boutwell
Taylor Neely
Thomas Ezell
The Ramey Agency

55 - Consumer, Regional / National
The Ramey Agency
University of Mississippi Medical Center
UMMC CAMPAIGN
Contributors:
Bob Potesky, ECD
Josh Schooler, Senior Art Director
Wes Williams, Senior Copywriter
Ted Hill, VP/Director of Production Services
Kristine Jacobs, VP/Group Acct. Dir. & Dir. of Strat. Plan.
Erick Evans, Account Executive
Todd Bridges, DIS - Coding
Kerry Marshall, DIS - Coding

ADVERTISING FOR THE ARTS & SCIENCES
56E - Poster
Mad Genius, Inc.
Jackson Zoological Park
ZOO BREW GIRAFFE POSTER
Contributors:
Eric Hughes, V.P. Creative Director
Ian Hanson, Senior Designer
Leslie Galloway, Graphic Designer

56E - Poster
Mad Genius, Inc.
Jackson Zoological Park
MONKEY ZOO BREW POSTER
Contributors:
Eric Hughes, Creative Director
Ian Hanson, Sr. Graphic Designer/Illustrator/Copywriter
Leslie Galloway, Graphic Designer
Danny Dauphin, Senior Copywriter

GOLD ADDY® AWARDS

56E - Poster
Mad Genius, Inc.
Jackson Zoological Park
TIGER ZOO BREW POSTER
Contributors:
Eric Hughes, Creative Director
Ian Hanson, Sr. Graphic Designer/Illustrator/Copywriter
Leslie Galloway, Graphic Designer
Danny Dauphin, Senior Copywriter

56E - Poster
Mad Genius, Inc.
Fondren Theater / Beth Kander
FONDREN THEATER POSTER "SEE JANE QUIT"
Contributors:
Eric Hughes, Creative Director
Anna Broussard, Designer

62A - Single Medium Campaign
Mad Genius, Inc.
Jackson Zoological Park
ZOO BREW CAMPAIGN
Contributors:
Eric Hughes, Creative Director
Ian Hanson, Sr. Graphic Designer/Illustrator/Copywriter
Leslie Galloway, Graphic Designer
Danny Dauphin, Senior Copywriter

62B - Integrated Campaign
Maris, West & Baker Advertising
Jackson Convention & Visitors Bureau
JACKSON RHYTHM & BLUES FESTIVAL CAMPAIGN
Contributors:
Keith Fraser, Associate Creative Director/Art Director
Marc Leffler, Creative Director/Copywriter
Chelsey Knapp, Graphic Designer
Tammy Smith, Production Manager
Jonathan Pettus, Account Executive

65C - Audio / Visual
Mad Genius, Inc.
March of Dimes
MARCH OF DIMES "ANN MABRY"
Contributors:
Monte Kraus and John Gibson, Producers
Monte Kraus, Director
David Matthews, Director of Photography
Adam Daniel, Editor

65D - Digital Advertising
Maris, West & Baker Advertising
Mississippi State Department of Health
"FRIENDTERVENTION"
Contributors:
Randy Lynn, Creative Director/Copywriter
Lindsey Binion, Art Director
Clickfire Media, Production Company
Nick Agderian, Creative Director
Ainsley Waller, Copywriter
Ephraim Kehlmann, Executive Interactive Producer
Creighton DeSimone, Producer (Broadcast)
Esteban Montes, Interactive Art Director
Sean Oh, Interactive Developer

ELEMENTS OF ADVERTISING
73 - Copywriting
Kirkpatrick & Porch Creative
Mississippi Children's Home Services
100 YEARS OF HOME
Contributors:
Marlo Kirkpatrick, Writer
Alecia Porch, Designer/Art Director
Robby Followell, Kyle Hancock , Photographers
Marlo Kirkpatrick, Ken Allen, Becky Mercier, Sandra Austin, Project Coordinators
Margo Grace, Friesens, Printer

74H - Animation or Special Effects
Mad Genius, Inc.
Houghton Mifflin Harcourt
HOW TO CATCH A BOGLE TRAILER
Contributors:
Rick Moore, Zach Pritchard and Monte Kraus, Producers
Zach Pritchard, Director and Editor
Dave Matthews, Director of Photography
Zach Pritchard and Wade Acuff, Visual Effects
Sam Watson, Sound Mastering

74H - Animation or Special Effects
Mad Genius, Inc.
Quirk Books
THE RESURRECTIONST
Contributors:
Zach Pritchard, Director, Editor and Sound Designer
Zach Pritchard & John Gibson, Producers
David Matthews, Director of Photography
Zach Pritchard and Wade Acuff, Visual Effects

74H - Animation or Special Effects
Mad Genius, Inc.
Quirk Books
HOLLOW CITY
Contributors:
Zach Prirtchard, Director, editor and Sound Designer
Zach Pritchard & Monte Kraus, Producers
David Matthews, Director of Photography
Zach Pritchard and Wade Acuff, Visual Effects

GOLD ADDY® AWARDS

Shack Up Inn Poster Campaign | **Maris, West & Baker**

Secret Mission & Blues Roadtrip Invitation | **Mississippi Development Authority**

Zoo Brew Poster Campaign | **Mad Genius**

See Jane Quit Poster | **Mad Genius**

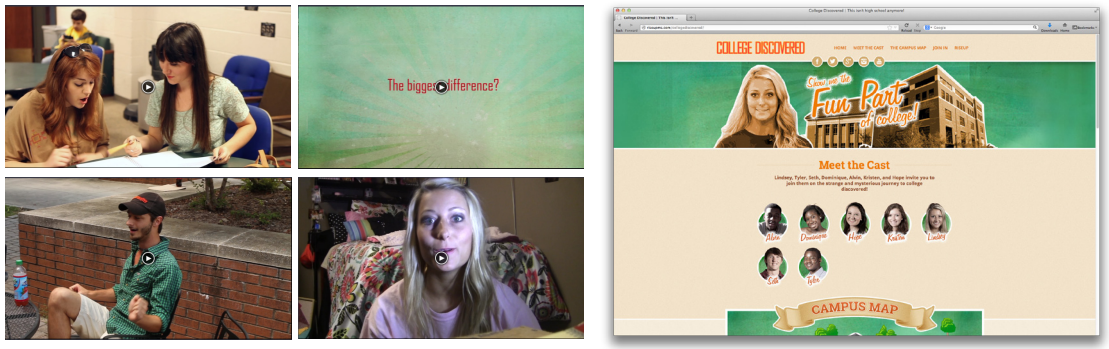
100 Years of Home Book
Kirkpatrick & Porch Creative

GOLD ADDY® AWARDS

Kids Video Campaign | **UMMC**

UMMC "Wish" Campaign | **The Ramey Agency**

Jackson Rhythm & Blues Festival Campaign
Maris, West & Baker



IHL "College Discovered" Campaign & Website | **Maris, West & Baker**

GOLD ADDY® AWARDS

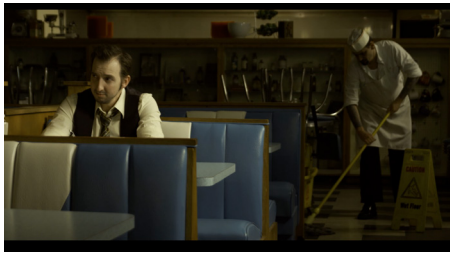
Friendervention
Maris, West & Baker

MACS Campaign | **Kirkpatrick & Porch Creative**

Find Your St. Andrew's
Kirkpatrick & Porch Creative

"Ann Mabry" Video | **Mad Genius**

"How to Catch a Bogle" | **Mad Genius**



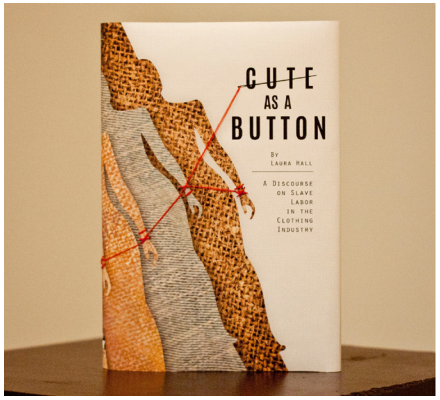
Crossroads Promo | **Mad Genius**

"The Ressurrectionist" | **Mad Genius**

William Shakespeare's Star Wars
Mad Genius

"Hollow City" | **Mad Genius**

STUDENT GOLD ADDY® AWARDS



S05A - Cover
Kristen McCann
Belhaven University
CUTE AS A BUTTON

S16A - Logo
Kristen McCann
Belhaven University
QUESODILLO

S16A - Logo
Kyle G. Woolley
Belhaven University
DOMESTIC AND EXOTIC ANIMAL SHELTER LOGO

S16D - Photography, Black & White
Marie Kraft
Antonelli College
DADDY'S HANDS

STUDENT SILVER ADDY® AWARDS

S01A - Packaging
Kyle G. Woolley
Belhaven University
FOUR SEASONS SPECIALTY DRINK PACKAGING

S01A - Packaging
Grace Adair MacMaster
Belhaven University
TEA PACKAGE

S04A - Poster, Single
Kristen McCann
Belhaven University
STORIES IN MOTION

S16E - Photography, Color
Rayne Hanley
Antonelli College
SQUENCH

SILVER ADDY® AWARDS

SALES PROMOTION

01C - Printed Newsletter

Kirkpatrick & Porch Creative
St. Andrew's Episcopal School
ARCHWAYS MAGAZINE - FALL ISSUE
Contributors:
Marlo Kirkpatrick, Writer
Alecia Porch, Designer/Art Director
Patrick Taylor, Editor
Robby Followell, Photographer
Jeannie Tadlock, Hederman, Printer

01E - Sales Promotion, Campaign

Kirkpatrick & Porch Creative
St. Andrew's Episcopal School
ARCHWAYS MAGAZINE CAMPAIGN
Contributors:
Marlo Kirkpatrick, Writer
Alecia Porch, Designer/Art Director
Patrick Taylor, Editor
Robby Followell, Photographer
Jeannie Tadlock, Hederman, Printer

05 - Sales Promotion, Audio / Video Sales Presentation

GodwinGroup
Capital City Beverages
CRAFT BEER IN MISSISSIPPI VIDEO
Contributors:
Jessica Russell, Copywriter
Stacye Rinehart, VP, Group Creative Director
Jay Losset, Agency Producer
Sue Templeman, VP, Senior Brand Manager
Robby Piantanida, Director/DP
Azod Abedikichi, Editor
Aaron Phillips, Photographer

05 - Sales Promotion, Audio / Video Sales Presentation

GodwinGroup
Mississippi Development Authority
MDA-SEUS JAPAN VIDEO
Contributors:
Diana Phillips, Sr. Copywriter
Stacye Rinehart, VP, Group Creative Director
Jay Losset, Agency Producer
Jamie Jernigan, Sr. Brand Manager
Andy Tuccio, Sr. Brand Manager
John Stockwell, Editor

COLLATERAL MATERIAL

08B - Four color

The Ramey Agency
University of Mississippi Medical Center
UMMC TRANSPLANT BROCHURE
Contributors:
Bob Potesky, ECD
Hannah Lipking, Art Director
Kristine Jacobs, VP/Group Account Director & Director of Strategic Planning
Erick Evans, Account Executive

09A - Cover

Kirkpatrick & Porch Creative
Mississippi Children's Home Services
100 YEARS OF HOME
Contributors:
Marlo Kirkpatrick, Writer
Alecia Porch, Designer/Art Director
Robby Followell, Kyle Hancock, Photographers
Marlo Kirkpatrick, Ken Allen, Becky Mercier, Sandra Austin, Project Coordinators
Margo Grace, Friesens, Printer

09B - Editorial Spread or Feature

Kirkpatrick & Porch Creative
Mississippi College
TITLE: LORD OF THE STONEFLIES
Contributors:
Marlo Kirkpatrick, Writer
Alecia Porch, Designer/Art Director
Tracey Harrison, Editor
Robby Followell, Photographer
Jeannie Tadlock, Hederman , Printer

09D - Magazine Design (Entire Magazine)

Kirkpatrick & Porch Creative
Mississippi College
BEACON MAGAZINE
Contributors:
Marlo Kirkpatrick, Writer
Alecia Porch, Designer/Art Director
Tracey Harrison, Editor
Robby Followell, Photographer
Jeannie Tadlock, Hederman, Printer

10A - Single

Maris, West & Baker Advertising
Shack Up Inn
"BISCUIT SHACK"
Contributors:
Keith Fraser, Associate Creative Director/Art Director
Randy Lynn, Creative Director/Copywriter
Tammy Smith, Production Manager
The Colad Group, Printer

SILVER ADDY® AWARDS

OUT-OF-HOME
17B - Interior Still or Static
The Ramey Agency
University of Mississippi Medical Center
UMMC WISH ENVIRONMENTAL
Contributors:
Bob Potesky, ECD
Josh Schooler, Senior Art Director
Wes Williams, Senior Copywriter
Ted Hill, VP/Director of Production Services
Kristine Jacobs, VP/Group Account Director & Director of Strategic Planning
Erick Evans, Account Executive

NON-TRADITIONAL ADVERTISING
20A - Single
The Ramey Agency
C Spire
PERCS CHRISTMAS VIDEO
Contributors:
Bob Potesky, ECD/Copywriter
Josh Schooler, Senior Art Director
Robby Piantanida, Director/Editor
Sam Watson, Composer
Wynn Saggus, VP/Group Account Director
Mallory Roberts, Associate Account Executive

CONSUMER OR TRADE PUBLICATION
22B - Four-color
Mad Genius, Inc.
Primos
"THE CAN" PRINT
Contributors:
Eric Hughes, Creative Director / Copywriter
Leslie Galloway, Designer
Anna Broussard, Designer

DIGITAL ADVERTISING
40B - Internet Commercials
Mad Genius, Inc.
Primos
"THE CAN"
Contributors:
Eric Hughes, Creative Director
Monte Kraus, Producer
Zach Pritchard, Director
David Matthews, Director of Photography
Adam Daniel, Editor

40D - Branded Content, more than 60 seconds
Mad Genius, Inc.
Bomgar
"COLLABORATIVE SUPPORT" VIDEO
Contributors:
Zach Pritchard, Animation
Leslie Galloway, Illustrator
Adam Daniel, Editor
Danny Duphin, Writer

40D - Branded Content, more than 60 seconds
Mad Genius, Inc.
Bomgar
"INTEGRATED SUPPORT" VIDEO
Contributors:
Zach Pritchard, Animation
Leslie Galloway, Illustrator
Adam Daniel, Sound Design
Danny Dauphin, Writer

40D - Branded Content, more than 60 seconds
Mad Genius, Inc.
Bomgar
"SECURITY" VIDEO
Contributors:
Zach Pritchard, Animation
Leslie Galloway, Illustrator
Adam Daniel, Sound Design
Danny Dauphin, Writer

42 - Campaign
Mad Genius, Inc.
Bomgar
BOMGAR PROMO VIDEO CAMPAIGN
Contributors:
Zach Pritchard, Animator
Leslie Galloway, Illustrato
Adam Daniel, Sound Design
Danny Dauphin, Writer

RADIO
44A - :30
GodwinGroup
Trustmark National Bank
"DEPOSIT EXPRESS ATM"
Contributors:
Tal McNeill, Executive Creative Director, Sr. Copywriter
Jay Losset, Agency Producer
Lauren Mozingo, Sr. Brand Manager
GGRP, Radio Production

SILVER ADDY® AWARDS

TELEVISION

46B - :30

Mad Genius, Inc.
Mississippi Dept. Of Wildlife, Fisheries & State Parks
"Conservation" :30 TV
Eric Hughes, Creative Director
Monte Kraus and John Gibson, Producer
David Matthews, Director and Director of Photography
Adam Daniel, Editor

46D - Campaign

The Ramey Agency
BankPlus
"ELI"
Contributors:
Bob Potesky, ECD
Wes Williams, Senior Copywriter
Wynn Saggus, VP/Group Account Director
Jana Brady, Account Executive

48C - Services

GodwinGroup
Trustmark National Bank
"DEPOSIT EXPRESS ATM"
Contributors:
Tal McNeill, Executive Creative Director, Sr. Copywriter
Joe Barnes, Sr. Art Director
Jay Losset, Agency Producer
Lauren Mozingo, Sr. Brand Manager
Kristin Gorney, Brand Manager
Dan Waymack, Director/DP
Brandon Roten, Editor

48C - Services

GodwinGroup
rustmark National Bank
"COMMUNITY"
Contributors:
Tal McNeill, Executive Creative Director, Sr. Copywriter
Joe Barnes, Sr. Art Director
Jay Losset, Agency Producer
Lauren Mozingo, Sr. Brand Manager
Kristin Gorney, Brand Manager
Dan Waymack, Director/DP
Brandon Roten, Editor

49C - Campaign, Services

Maris, West & Baker Advertising
Mississippi Institutions of Higher Learning
"COLLEGE DISCOVERED" CAMPAIGN
Contributors:
Marc Leffler, Creative Director/Copywriter
Tate Nations, Videographer/Editor
Erick Fix, Editor
Tim Mask & Ray Harris, Account Executives
Kathryn Rodenmeyer, Casting Producer
Dominique, Hope, Seth, Tyler, Lindsey, Alvin & Kristen,
Video Diary Makers

49C - Campaign, Services

GodwinGroup
Trustmark National Bank
2013 TV CAMPAIGN
Contributors:
Tal McNeill, Executive Creative Director, Sr. Copywriter
Joe Barnes, Sr. Art Director
Jay Losset, Agency Producer
Lauren Mozingo, Sr. Brand Manager
Kristin Gorney, Brand Manager
Dan Waymack, Director/DP
Brandon Roten, Editor

INTEGRATED CAMPAIGNS

54 - Consumer, Local

Kirkpatrick & Porch Creative
St. Andrew's Episcopal School
FIND YOUR ST. ANDREW'S CAMPAIGN
Contributors:
Marlo Kirkpatrick, Writer, Account Executive
Alecia Porch, Designer/Art Director
John Stockwell, Director/Editor
Jonathon Smith, Producer
Robby Followell, Photographer
Jeannie Tadlock, Hederman, Printer

55 - Consumer, Regional / National

Maris, West & Baker Advertising
Mississippi Institutions of Higher Learning
"COLLEGE DISCOVERED" CAMPAIGN
Contributors:
Marc Leffler, Creative Director/Copywriter
Austin Cannon, Interactive Creative Director
Tate Nations, Videographer/Editor/Multimedia Producer
Tim Mask & Ray Harris, Account Executives
Kathryn Rodenmeyer, Casting Producer
Dominique, Hope, Seth, Tyler, Lindsey, Alvin & Kristen,
Video Diary Makers
Tammy Smith, Production Manager
Erick Fix, Editor
GGRP, Radio Production

SILVER ADDY® AWARDS

55 - Consumer, Regional / National
Mad Genius, Inc.
Primos
"THE CAN" CAMPAIGN
Contributors:
Eric Hughes, Creative Director / Copywriter
Anna Broussard, Designer
Leslie Galloway, Designer
Monte Kraus, Producer
Dave Mattthews, Director of Photography
Adam Daniel, Editor
Frank Owen, Social Media Director
Robert Pettit, Social Media

ADVERTISING FOR THE ARTS & SCIENCES
56C - Brochures / Sales Kit
Browne Creative Teams
Mississippi Symphony Orchestra
MSO ENDOWMENT CAMPAIGN
Contributors:
Billy Browne, President/Account Supervisor
Communication Arts Company, Creative Director / Art Director / Designer / Creative Writer
Hederman Brothers Printing, Printer
James Patterson, Photography
Mississippi Museum of Art, Photography
Social South, Photography

PUBLIC SERVICE
63B - Annual Report
Communication Arts Company
Center for Mississippi Health Policy
YEAR 4 REPORT
Contributors:
Hilda Stauss Owen, Creative Director
Janet Walker, Art Director / Designer / Editor
Josh Evans, Writer
James Patterson, Photographer
Hederman Brothers, Printing

65A - TV
The Ramey Agency
Community Animal Rescue and Adoption
CARA TV
Contributors:
Bob Potesky, Copywriter
Diana Potesky, Producer/Art Director
Josh Schooler, Art Director, Editor
Ron Blaylock, Director
Sam Watson, Music

65C - Audio / Visual
The Ramey Agency
The Bower Foundation
MOVE TO LEARN MUSIC
Contributors:
Bob Potesky, ECD
Sam Watson, Composer
Nicole Stowe, Senior Art Director
Kristine Jacobs, VP/Group Account Director & Director of Strategic Planning
Erick Evans, Account Executive

E65D - Digital Advertising
Maris, West & Baker Advertising
Camp One Ventures
CAMP ONE VENTURES WEBSITE
Contributors:
Austin Cannon, Interactive Director
Linzy Gressett, Interactive Designer

ADVERTISING INDUSTRY SELF PROMOTION
70G - Digital Advertising
Mad Genius, Inc.
MAD GENIUS SELF PROMO
Contributors:
Danny Dauphin, Director and Writer
Adam Daniel, Editor

70K - Cards, Invitations or Announcements
Communication Arts Company
Service Printers
"BE MERRY BE BRIGHT" CHRISTMAS CARD
Contributors:
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74A - Logo
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Lauren Rogers Museum of Art
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74A - Logo
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CAPITAL CITY BEVERAGES LOGO
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