Winners

THE 50TH ANNIVERSARY ADDY AWARDS

THE AMERICAN ADVERTISING FEDERATION, TUSCALOOSA PRESENTS THE 2019 AMERICAN ADVERTISING AWARDS
ON FEBRUARY 21, 2019 IN THE RECRUITING ROOM OF BRYANT-DENNY STADIUM
HONORING THE BEST PROFESSIONAL AND STUDENT CREATIVE WORK OF 2018
Sponsored by the AAF, the American Advertising Awards (formerly the ADDYS) honor excellence in advertising and cultivate the highest creative standards in the industry. The competition begins at the local level with the 210 AAF member clubs nationwide from which local winners proceed to 14 regional competitions, and those winners proceed to the national finals.

In addition, entries are solicited and accepted from entrants outside the U.S. whose award-winning work joins the prestigious list of Gold AAA winners.

Julie Mann, AAA co-chair
Mark Barry, AAA co-chair
MaryJo Belmont
Linda Bonnin
Tabitha Bostick
Kellie Hensley
Sarah Kaiser
Keith Lacoste
John Lassiter
Amy Materson
Michael Nix
Rebecca Royen
Deidre Stalnaker
Caleb Walters

Eli Gold
*Host with the Most*

Will Boone
John Lassiter
*Winners Video*

Tabitha Bostick
*Voiceover & Script*

*Morgan Kendrick*
*Photo & Video*

Kellie Hensley
Rebecca Royen
*Winners Book*
MEET THE JUDGES

SARAH KAISER
TOTALCOM MARKETING & COMMUNICATIONS

The digital world is always changing, and it's Sarah’s job to stay on top of things. Sarah coordinates campaigns through all social media channels for TotalCom. She's a newbie at her agency, having come from Ohio, where she attended the University of Dayton. Her hometown is New Bremen, Ohio, but she now calls Tuscaloosa home.

Sarah is always striving to be better at her job. There's so much data to analyze and experiment with in digital campaigns – and she does just that, coming up with new targeting, keywords, and ads to help our clients meet their goals.

When she's not working, she's crafting, going to the gym, and binging Netflix dramas. Sarah is passionate about spending time with family, and is a huge animal lover (adopt, don't shop!).

Sarah's colleagues would say she is quiet and hardworking and she describes herself as dedicated, a quick learner, and creative.

ROB HOERTER
ARCHER MALMO

Rob Hoerter is Vice President and Account Director at Archer Malmo. Through his 20+ year career, Rob has worked on both the client and agency side, acquiring expertise in the sports, gaming, entertainment, fitness, tourism, education and retail industries with extensive experience working with multi-unit franchise organizations.

He has developed and executed a wide range of integrated, cross-channel marketing and promotional campaigns for clients such as Massage Envy Spa, BLOCKBUSTER Video, Elvis Presley Enterprises, Comcast, Palm Beach Tan, Gold's Gym, Crunch Fitness, Pizza Ranch, the University of Memphis, Harrah's Entertainment, Delaware North and the PGA tour’s FedEx St. Jude Classic.

He holds a BBA and MBA from the University of Memphis and lives in Memphis with his wife Adrianne and his children Wilson and Bailey.
MEET THE JUDGES

CAROL MONTOTO
MIGHTY ROAR

Carol Montoto is the VP, Creative Director at Mighty Roar. She is a skilled creative leader with over 16 years of design and advertising experience. Born and raised in Miami, she studied Graphic Design at the University of Florida and began her career at SapientNitro. Throughout 11 years there, she led a team on several accounts including Visit Florida, Travelers Insurance, Seagram’s, and Dodge.

Carol’s passionate about bringing clean design and pixel perfection to all the work in her department, while ensuring everything is strategic, engaging and creatively solves the problem. She has excellent taste in beer and pilots the agency drone with ease.

BLAKE MORRIS
SAATCHI & SAATCHI

As a copywriter based in New York, Blake has created TV and digital campaigns for large brands such as Walmart and Tide. Recently, he helped develop Tide’s Super Bowl LI and LII programs, #BradshawStain and “It’s a Tide Ad.”

Blake has been fortunate enough to win several awards — including a Grand Prix and Titanium Lion at Cannes, Best in Film at The One Show, and a D&AD Black Pencil.
Thank you to our TABLE SPONSORS
OUT-OF-HOME & AMBIENT MEDIA // POSTER - SINGLE UNIT

KATY PERRY CONCERT POSTER
DONE FOR VERIZON ARENA

Jamie Burwell Mixon, Design and Lettering

AVENGED SEVENFOLD CONCERT POSTER
DONE FOR VERIZON ARENA

Jamie Burwell Mixon, Design, Illustration, and Lettering
CULVERHOUSE CASE STATEMENT
DONE FOR THE UNIVERSITY OF ALABAMA

Amy Martin, Director of Communications for Advancement
Zach Thomas, Director of Marketing and Communications
for Culverhouse College of Business
Austin Dare, Director of Design and Production
Anita Sears, Assistant Director of Design and Production
Natorio Howard, Graphic Designer Senior
Jimmy Hart, Director of Marketing
Tabitha Bostick, Marketing Manager II

ELEMENTS OF ADVERTISING // FILM & VIDEO // VIDEO EDITING
SATURDAY IN :60 – AUBURN (2018)
DONE FOR THE UNIVERSITY OF ALABAMA

Chase Martin, Broadcast Producer/Editor
Sean Shore, Digital Production Services Specialist
THE UNIVERSITY OF ALABAMA

ELEMENTS OF ADVERTISING // FILM & VIDEO // CINEMATOGRAPHY
WHERE LEGENDS ARE MADE, VOLUME 3
DONE FOR THE UNIVERSITY OF ALABAMA

Linda Bonnin, VP of Strategic Communications
John Lassiter, Director of Broadcast Production
Sean Shore, Digital Production Services Specialist
Will Boone, Broadcast Producer/Editor
Chris Largin, Broadcast Producer/Editor
Chase Martin, Broadcast Producer/Editor
THE UNIVERSITY OF ALABAMA

CROSS PLATFORM // INTEGRATED BRAND IDENTITY CAMPAIGN – LOCAL OR REGIONAL/NATIONAL

WHERE LEGENDS ARE MADE
DONE FOR THE UNIVERSITY OF ALABAMA

Linda Bonnin, VP of Strategic Communications
Ryan Bradley, AVP of Marketing and Brand Strategy
Jimmy Hart, Director of Marketing
Austin Dare, Director of Design and Production
John Lassiter, Director of Broadcast Production
Zachary Riggins, Director of Photography
SALES & MARKETING // DIRECT MARKETING // DIRECT MAIL

BDS RECRUITING PIECE
DONE FOR ALABAMA FOOTBALL CREATIVE

Jonathan King, Creative Director

OUT-OF-HOME & AMBIENT MEDIA // POSTER - CAMPAIGN

GAME WIN POSTERS
DONE FOR ALABAMA FOOTBALL CREATIVE

Jonathan King, Creative Director
BAMA CUTS PROMO
DONE FOR ALABAMA FOOTBALL CREATIVE

Credits: Jonathan King, Director of Photography
Michaia Smith, Producer and Editor

ORANGE BOWL COUNTDOWN
DONE FOR ALABAMA FOOTBALL CREATIVE

Jonathan King, Director of Photography
Michaia Smith, Producer and Editor
JONATHAN CUMBERLAND ILLUSTRATION & DESIGN

STOCKTON PIANO TUNING

ELEMENTS OF ADVERTISING // VISUAL // LOGO DESIGN
STOCKTON PIANO TUNING
DONE FOR STOCKTON PIANO TUNING

Jonathan Cumberland, Graphic Designer

TOTALCOM MARKETING & COMMUNICATIONS

TUSCALOOSA BICENTENNIAL

ELEMENTS OF ADVERTISING // VISUAL // LOGO DESIGN
TUSCALOOSA BICENTENNIAL
DONE FOR TUSCALOOSA TOURISM AND SPORTS COMMISSION

Laura Lineberry, Art Director
AMERICAN ADVERTISING FEDERATION TUSCALOOSA

ELEMENTS OF ADVERTISING // ADVERTISING INDUSTRY SELF-PROMOTION
AND
ELEMENTS OF ADVERTISING // COPYWRITING
GOLD ANNIVERSARY ADDY POSTER
DONE FOR AMERICAN ADVERTISING FEDERATION, TUSCALOOSA CHAPTER

Mark Barry, Creative Director
SALES & MARKETING // COLLATERAL MATERIAL // PRINTED ANNUAL REPORT

YEAR IN REVIEW, 2017–2018
DONE FOR THE UNIVERSITY OF ALABAMA

Anita Sears, Assistant Director of Design and Production
Kaly Glass, Graphic Designer
Cathy Butler, Manager of Internal Communications

SALES & MARKETING // COLLATERAL MATERIAL // PUBLICATION DESIGN – COVER

THE GIVING EFFECT
DONE FOR THE UNIVERSITY OF ALABAMA

Amy Martin, Director of Communications for Advancement
Zachary Riggins, Director of Photography
Austin Dare, Director of Design and Production
Anita Sears, Assistant Director of Design and Production
Natorio Howard, Graphic Designer Senior
Jimmy Hart, Director of Marketing
Matthew Wood, Photographer
In California, they called Eugenia Ross Beatty “the Roll Tide Girl.” In Tuscaloosa, many people called her a favorite daughter of the city who never forgot her roots and gave generously to students, UA and the community.

“Gene loved Tuscaloosa and she loved The University of Alabama,” said Hodo Strickland, a longtime friend of Gene. “No matter where she was, this was still her home even though she lived in California for many years.”

Now thanks to a realized planned gift of more than $3.4 million, Gene’s legacy at UA will live on through support of two areas of the University that meant so much to her. Approximately $3.4 million will benefit CrossingPoints, a UA program for young people with intellectual disabilities that both continues their path of learning into their late-teen and early-adult years and offers them the possibility of attending college. An additional $72,500 will support the College of Human and Environmental Sciences.

“Gene loved adults and children with disabilities—well, she loved everybody,” said Betty Shirley, a Tuscaloosa resident and close friend of Gene. “She’ll always be remembered.”

Gene was born in 1918 in Tuscaloosa and graduated from Tuscaloosa High School in 1936. She went on to work in Washington, D.C. in the 1940s, including a stint in the office of U.S. Rep. George Andrews of Alabama. Eventually she moved to Santa Monica, California, where she worked and later married Elmer Dean, who served as postmaster in the city under an appointment by President John F. Kennedy.

Eugenia Dean lived life in the fast lane. But no matter where life’s adventures took her, Tuscaloosa was always her beloved home.

THE ROLL TIDE GIRL

THE UNIVERSITY OF ALABAMA
SALES & MARKETING // COLLATERAL MATERIAL // PUBLICATION DESIGN - MAGAZINE DESIGN

CULVERHOUSE CASE STATEMENT
DONE FOR THE UNIVERSITY OF ALABAMA

Amy Martin, Director of Communications for Advancement
Zach Thomas, Director of Marketing and Communications
   for Culverhouse College of Business
Austin Dare, Director of Design and Production
Anita Sears, Assistant Director of Design and Production
Natorio Howard, Graphic Designer Senior
Jimmy Hart, Director of Marketing
Tabitha Bostick, Marketing Manager II

SALES & MARKETING // COLLATERAL MATERIAL // SPECIAL EVENT MATERIAL
CARD, INVITATION, ANNOUNCEMENT - SINGLE UNIT

1893 JUBILEE INVITATION
DONE FOR THE UNIVERSITY OF ALABAMA

Jennifer Rodrigues, Director of Brand Strategy
Anita Sears, Assistant Director of Design and Production
Kaly Glass, Graphic Designer
Zachary Riggins, Director of Photography
Bryan Hester, Assistant Director of Photography
Jeff Hanson, Photographer
Matthew Wood, Photographer
WHERE LEGENDS ARE MADE, VOLUME 3
DONE FOR UNIVERSITY OF ALABAMA

Linda Bonnin, VP of Strategic Communications
John Lassiter, Director of Broadcast Production
Sean Shore, Digital Production Services Specialist
Will Boone, Broadcast Producer/Editor
Chris Largin, Broadcast Producer/Editor
Chase Martin, Broadcast Producer/Editor

26: PLAYING FOR NEWTOWN
DONE FOR THE UNIVERSITY OF ALABAMA

John Lassiter, Director of Broadcast Production
Will Boone, Broadcast Producer/Editor
Sean Shore, Digital Production Services Specialist
Thank you to our STUDENT SPONSOR

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STUDENT AWARDS
GOLD
SILVER

50th ADYS '19
PRINT ADVERTISING

POST-IT NOTES
DONE FOR MISSISSIPPI STATE UNIVERSITY

Meredith Morris
Claire Gibson, Assistant Professor

MAGAZINE ADVERTISING // MAGAZINE ADVERTISING // CAMPAIGN

DR. MARTENS CAMPAIGN
DONE FOR MISSISSIPPI STATE UNIVERSITY

Mary Emily Moore
**PINT-SIZED VICTORIES**
DONE FOR THE UNIVERSITY OF ALABAMA

Anna Dodson, Art Director, Copywriter
Caroline Green, Art Director

**INDEED – MOVE UP**
DONE FOR THE UNIVERSITY OF ALABAMA

Caroline Lancaster, Copywriter
Kristen Wallace, Art Director
OUT-OF-HOME AND AMBIENT MEDIA

AMBIENT MEDIA // GUERRILLA MARKETING, INSTALLATIONS AND EVENTS // SINGLE INSTALLATION

FOLLOW THE SIGNS
DONE FOR THE UNIVERSITY OF ALABAMA

Emeline Earman, Art Director
Nelle Thomas, Copywriter
Rick Molinaro, Copywriter
Charlotte Frank, Art Director
Lauren Meadows, Art Director
Amtrak Trails & Rails is a partnership between Amtrak and the National Park Service. It is an educational initiative to bring the beauty of the national parks to travelers on the trains passing through them. We thought it could be taken one step further.

Each Amtrak train will have a theme based on the route and corresponding national park like this:

Amtrak Trails & Rails is a partnership between Amtrak and the National Park Service. It educates travelers by talking about the national parks the trains pass through.

When you board a train, you’ll get this:

Then, we will enrich it further with a different experience on each train.

On the jazz train, the Preservation Hall Band will board in Slidell, LA and play you into New Orleans.

At your destination, T&R will partner with local entertainment to provide you with a complimentary show. Just show your ticket at the door.

The cards will prompt viewers to download the Trails and Rails app to launch the augmented reality experience. When you hold your phone up to the painting, viewers will watch the subjects come to life.

Historical figures, like Louis Armstrong, will animate and talk about history from their perspective. This is not the kind of history you learned in school.

And it doesn’t stop there. The experience will extend beyond museums.

To give people a glimpse into a new way of learning history, we will hijack the title cards of existing paintings that correspond with the themes of each train.

The idea:

To give people a glimpse into a new way of learning history, we will hijack the title cards of existing paintings that correspond with the themes of each train.

From: Harlem, NY
To: New Orleans, LA

ACCOM: Res: Coach seat
Res#: C1A389J
Baggage
1 Bag

Vimeo: COM/287936471 & Vimeo: COM/287936462
CROSSPLATFORM

INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN – CONSUMER

TROPICANA: YOUR BODY’S SAVIOR
DONE FOR MISSISSIPPI STATE UNIVERSITY

Gerald Wicks
Katie Erickson, Actress

CELEBRATE THE SMALL VICTORIES – B&J
DONE FOR MISSISSIPPI STATE UNIVERSITY

April Porter
Conner Booth
Joanna Bauer

JUDGE’S CHOICE
Sarah Kaiser
SALES AND MARKETING

SALES PROMOTION // PRODUCT OR SERVICE SALES PROMOTION // PACKAGING

BOXED WATER
DONE FOR THE UNIVERSITY OF ALABAMA

Lexi Warren, Copywriter
MK Holladay, Art Director, Copywriter
PRINT ADVERTISING

MAGAZINE ADVERTISING // CAMPAIGN
MARUCHAN RAMEN THROUGH TIME
DONE FOR MISSISSIPPI STATE UNIVERSITY
Demarques Nevels, Graphic Design Major

MAGAZINE ADVERTISING // CAMPAIGN
QALO - WE DO
DONE FOR THE UNIVERSITY OF ALABAMA
Katie Greco, Art Director
Taylor Clark, Copywriter

MAGAZINE ADVERTISING // CAMPAIGN
MICHAEL’S - MAKE A MOMENT
DONE FOR THE UNIVERSITY OF ALABAMA
Hannah Weeks, Art Director, Copywriter
Katie Greco, Art Director
MAGAZINE ADVERTISING // CAMPAIGN
DESTROYERS CLUB – BORN TO LOSE
DONE FOR THE UNIVERSITY OF ALABAMA
Katie Greco, Art Director
Caroline Lancaster, Copywriter

MAGAZINE ADVERTISING // CAMPAIGN
LOGIC INK – KNOW WHEN YOU’RE DONE
DONE FOR MISSISSIPPI STATE UNIVERSITY
April Porter
OUT-OF-HOME AND AMBIENT MEDIA

OUT-OF-HOME // POSTER - CAMPAIGN
UA HOCKEY FLASHBACK FRIDAY POSTERS
DONE FOR THE UNIVERSITY OF ALABAMA

Jeannie Wise, Art Director
SALES AND MARKETING

ELEMENTS OF ADVERTISING

COLLATERAL MATERIAL // PUBLICATION DESIGN – COVER
THE HANDMAID’S TALE
DONE FOR UNIVERSITY OF ALABAMA
Mary Clare Brophy

VISUAL // LOGO DESIGN
FRANK’S BUTCHER SHOP
DONE FOR UNIVERSITY OF ALABAMA
Dakota Jarosz
CROSS PLATFORM

INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN // CONSUMER

L.L. BEAN
DONE FOR MISSISSIPPI STATE UNIVERSITY

Parker Webb

INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN // CONSUMER

SQUATTY POTTY – SOME THINGS CHANGE
DONE FOR MISSISSIPPI STATE UNIVERSITY

Joanna Bauer
INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN // CONSUMER
OPENBOOK SOCIAL MEDIA CAMPAIGN
DONE FOR MISSISSIPPI STATE UNIVERSITY

Joanna Bauer

INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN // CONSUMER
TIDY CATS - FOR RESPONSIBLE CATS
DONE FOR MISSISSIPPI STATE UNIVERSITY

Carly Bond
INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN // CONSUMER

FRUTTA BOWLS – ALTERNATIVE ENERGY
DONE FOR THE UNIVERSITY OF ALABAMA

Vanessa Suarez, Copywriter
Kristen Wallace, Art Director
Hannah Weeks, Art Director