



2020 CHARLOTTE AMERICAN ADVERTISING AWARDS
WINNERS BOOK

2020 CHARLOTTE
AMERICAN
ADVERTISING
AWARDS

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AAF Charlotte

charlotteaaawards@gmail.com

aafcharlotte.com
facebook.com/aafcharlotte
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twitter.com/aafcharlotte

All of the hot glass photography was
shot by Kyle Mutter at Hot Glass Alley.

2020 was a brutal year. But, wow, the work was brilliant.

This year we recognized that creativity was in flux. In the face of uncertainty, innovation became critical. Our ability to bring beauty out of chaos, tested. In that fire, we remembered that something incredible is created when we strip the work down to what counts. Suddenly without our conference rooms, traditional process, and - at times - usual budgets, we returned to the heart of what we do despite the obstacles. We made work that mattered. We poured our creativity not only into the work itself, but into new ways of getting it done. It was a year for the books - congrats on making something beautiful.

The work wasn't the only thing in flux this year. 2020 presented new challenges to our judging process, as well. I want to thank our three incredible judges, Blaine Loyd (Creative Director at HLK in St Louis, MO), Michael Rivera (Chief Creative Officer at The Marketing Store in Chicago, IL), and Giovanni Gutierrez (Director of Interactive at Tinsley in Miami, FL) for their expertise and flexibility in reviewing every submission virtually and selecting the brightest gems to come out of the fire this year. They were collectively drooling over Charlotte's creative talent and the work we produced, and you should be proud of our city. I certainly am.

I'd also like to congratulate the 2021 Silver Medal Award winner, Banks Wilson. Banks has an impressive vision for the advancement of advertising in Charlotte, and we're excited to honor his contributions to his company and the entire community.

Of course, I can't miss an opportunity to thank our partners, who are listed throughout this book. This is far from a one-man-show, and a team of formidable creatives and board members worked tirelessly once again to bring this show to life. Let's celebrate tonight - we've earned it - and make some magic in 2021.

JOHN HOWARD
PRESIDENT OF AAF CHARLOTTE



aaf® american
advertising
federation
charlotte



AAF CHARLOTTE & FELLOW SILVER MEDAL WINNERS
HAVE AWARDED

BANKS WILSON



2021 WINNER

Banks is a talented marketer and founder of UNION. His high degree of creative abilities has raised the standards in our industry, and has made a profound impact on our community.

He has used his unique mix of analytical and creative thinking, strong visual aesthetics, and insights into digital consumer behavior to establish the agency as a regional leader in digital marketing and advertising. From working to improve education, inspiring young talent, and devoting his time and resources to local organizations seeking to impact positive change, Banks is well aware of the power of one person to elevate those around him, create opportunity, and to provide a future for those less fortunate.

Learn more about Banks Wilson at aafcharlotte.com.

**MICHAEL RIVERA****The Marketing Store**

CCO, Digital Creative, Shopper
Chicago, IL

As Chief Creative Officer, North America, Michael is responsible for leading creative across mobile experience, design, loyalty engagement, and branded gamification. He also works closely with the London and Hong Kong creative agency leadership teams. Michael's broad creative background across branding, digital, mobile, native apps, content, and commerce stems from his creative leadership roles working with T-Mobile, McDonald's, Coca-Cola, Mitsubishi, LG, Michelin, MillerCoors, Nike, HP, and DreamWorks. Previous to The Marketing Store, Michael led creative at The Integer Group/TBWA, as well as MARC USA, HY Connect, Agency.com and JWT. Michael is a huge fan of everything road cycling, pursues art in his photography, and enjoys fly fishing and craft beers, often at the same time.

BLAINE LOYD**HLK Agency**

Creative Director, Copywriting
St Louis, MO

Twenty years ago, Blaine didn't know copywriter was an actual job title. At the time, he was focused on touring the southeast with his band because they were definitely going to be the next Beatles. Fate introduced him to a group of agency types at a bar one night, and his fate was sealed. Soon the band fizzled out and Blaine set off on a world tour of every ad agency in Memphis, Tennessee. Blaine's been lucky enough to have worked on brands like Bayer, T-Mobile, FedEx, Pepsi, HGTV, St. Jude Children's Research Hospital, American Lung Association and more. When not working, he eats way too many carbs, listens to too many murder podcasts, and teaches his daughter to be better than him at everything, especially guitar.

GIOVANNY GUTIERREZ**Tinsley Advertising**

Director of Interactive, Digital
Miami, FL

Gio comes from the future. He is perfectly versed in most programming languages, dreams in code, and can't sleep when his pixels aren't in order. As Tinsley's Director of Interactive Media, he creates interactive marketing solutions that perfectly integrate with television, radio, and print campaigns. Gio is a master of all things internet, having developed websites and online marketing for a host of clients. He was founder and creative director of web-design firm Ionic Studios, teaches digital web programming at Miami-Dade College, is a certified Adobe Developer, an Apple Certified System Administrator, and a Certified Internet Webmaster. He's also won numerous awards and accolades in the web design circuit while making viral videos and being an avid Instagrammer.

uncommon

**AUGMENTED REALITY
VIRTUAL REALITY
IMMERSIVE EXPERIENCES**

BYUNCOMMON.CO

ELEMENTS OF ADVERTISING



SILVER

BOONEOAKLEY

ODA COMMERCIAL ARCHITECTURE | LOGO DESIGN

WRAY WARD

HAUNTED BLUFF | ILLUSTRATION SERIES

WRAY WARD

MRSTEAM PHOTOGRAPHY BLUSHMINIMALISM | STILL PHOTOGRAPHY | CAMPAIGN

WRAY WARD

MRSTEAM PHOTOGRAPHY MODERN ATRIUM | STILL PHOTOGRAPHY | CAMPAIGN

CARAVAN

CARAVAN ANIMATION REEL | SOUND DESIGN

MYTHIC

W/YOU ANTHEM | FILM & VIDEO | CINEMATOGRAPHY



GOLD

MYTHIC

MONSTERS CAMPAIGN | ILLUSTRATION SERIES

WRAY WARD

MOEN 2020 CATALOG | STILL PHOTOGRAPHY | CAMPAIGN

WRAY WARD

PALMETTO BLUFF | STILL PHOTOGRAPHY | CAMPAIGN

CARAVAN

THE CLOUD | ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS / CGI



Logo Design

ODA COMMERCIAL ARCHITECTURE

BOONEOAKLEY

David Oakley,
Creative Director
Savannah Jackson,
Art Director



Still Photography
Campaign

MRSTEAM PHOTOGRAPHY BLUSH- MINIMALISM

WRAY WARD

Vivian Mize,
Creative Director
Heather Dumford,
ACD / Art Director
Diana Parrish Design and
Photography Studio,
Execution

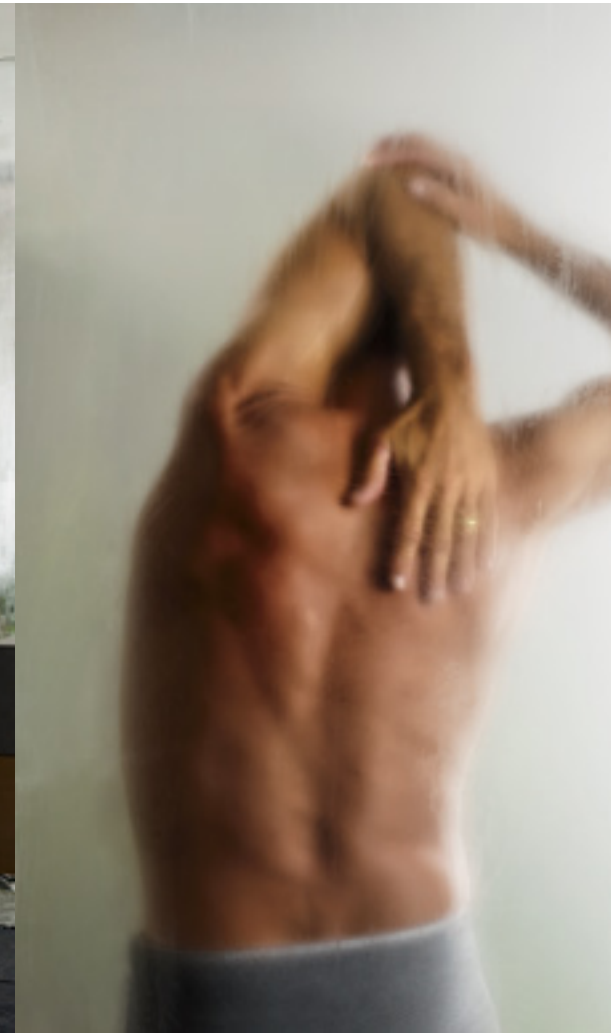


Illustration Series

HAUNTED BLUFF

WRAY WARD

Heather Dumford, ACD
Amanda Davis, Illustrator



Still Photography
Campaign

MRSTEAM PHOTOGRAPHY MODERN ATRIUM

WRAY WARD

Vivian Mize,
Creative Director
Heather Dumford,
ACD / Art Director
Diana Parrish Design and
Photography Studio,
Execution



Sound Design

CARAVAN ANIMATION REEL

CARAVAN

John Burton, Sound Design
Caravan, Production Agency



BROCK "THE BLOCKHEAD"

Clunky payment experiences
that create roadblocks on a
customer's payment journey



Illustration Series

PAYMENTUS

MONSTERS CAMPAIGN

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Alex Liebold,
Design Director
Steven Acres, ACD/Design
Alexandra Frazier,
Senior Copywriter
Glenn Thomas, Illustrator
Alex Burridge,
Account Director
Ashley Rahrouh,
Account Supervisor
Seth Regan,
Account Executive



Sluggish systems and
outdated payment
platforms that muck up
customer transactions



MORT "THE SLUGGARD"



Film & Video
Cinematography

CONE HEALTH W/YOU ANTHEM

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Mark Fisher, Creative Director
Andrea Nordstrom, ACD
Spencer Towler,
Senior Art Director
Heather Haley,
Agency Producer
Rachel Cobb, SVP Director
of Strategy & Planning
Carter Comer, Senior Planner
Wendy Parker, SVP Group
Account Director
Michael Mobley,
Management Supervisor
Morgan Novak, Senior
Account Executive
Chirp, Production
Company



Still Photography
Campaign

MOEN 2020 CATALOG

WRAY WARD

John Roberts,
ECD / Photographer
Heather Dumford,
ACD / Art Director



Still Photography
Campaign

PALMETTO BLUFF

WRAY WARD

John Roberts,
ECD / Photographer
Heather Dumford,
ACD / Art Director



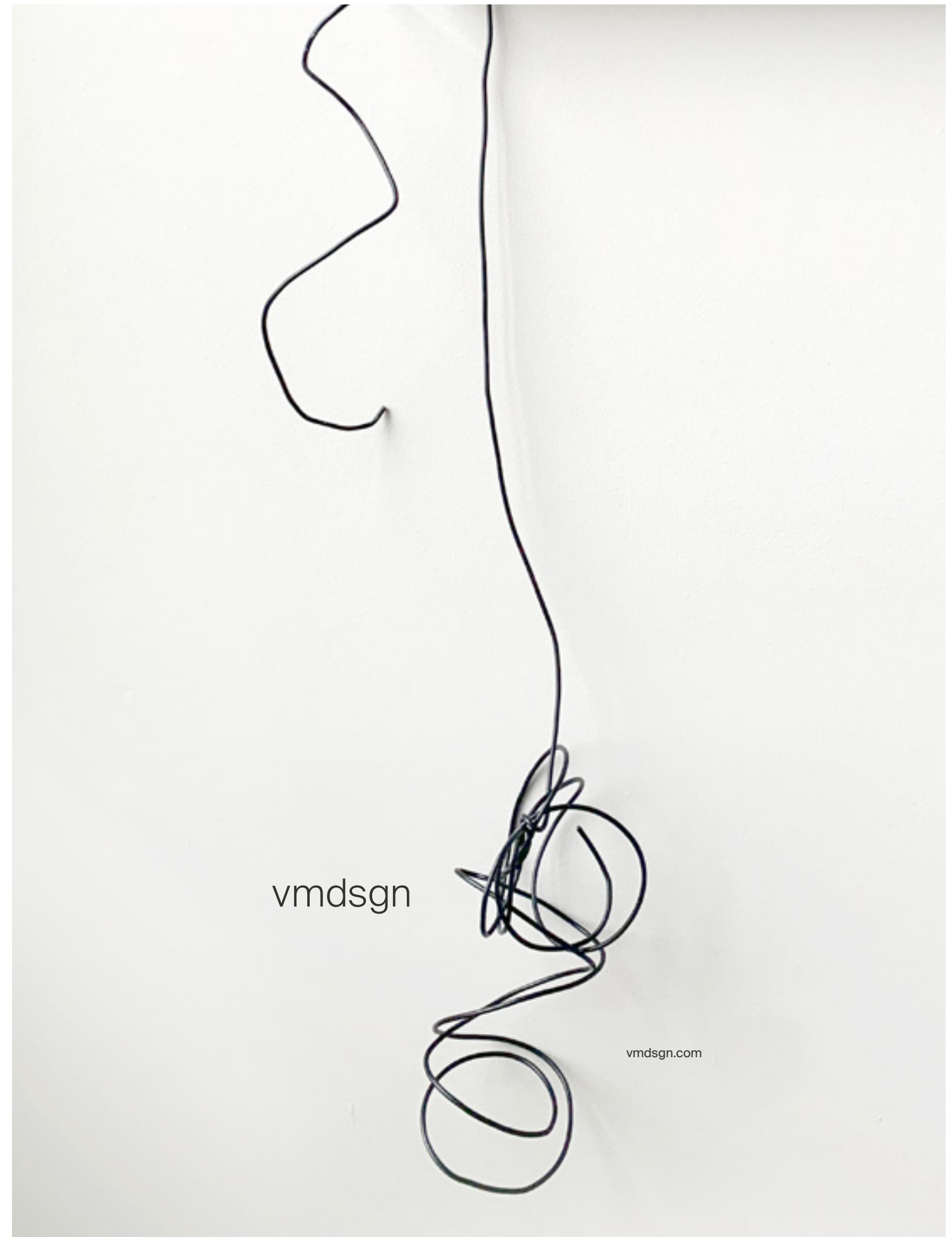
Animation, Special Effects
or Motion Graphics / CGI

SEAGATE

THE CLOUD

CARAVAN

Bernardo Marentes,
Creative Director
Jon Muedder,
Executive Producer



vmdsgn

vmdsgn.com

SALES & MARKETING



SILVER

THE PLAID PENGUIN

INAKA TEA | PACKAGING

TEAM CREATIF USA

SHEBA PERFECT PORTIONS | PACKAGING CAMPAIGN

KERNEL CREATED BY SPECTRUM REACH

CLIENT HOLIDAY CAMPAIGN 2020 | ADVERTISING INDUSTRY SELF-PROMOTION | BRAND ELEMENTS



GOLD

MADE OUTSIDE

NED SLEEP PACKAGING DESIGN | PACKAGING

MADE OUTSIDE

NED PACKAGING DESIGN | PACKAGING CAMPAIGN

WRAY WARD

THE BLUFF MAGAZINE SPRING / SUMMER 2020 | COLLATERAL MATERIAL
PUBLICATION DESIGN | MAGAZINE DESIGN

WRAY WARD

THE BLUFF MAGAZINE FALL / WINTER 2020 | COLLATERAL MATERIAL
PUBLICATION DESIGN | MAGAZINE DESIGN

THE PLAID PENGUIN

HARRIET'S HAMBURGERS | ADVERTISING INDUSTRY SELF-PROMOTION



Packaging

INAKA TEA

THE PLAID PENGUIN

Joe Haubenhofer,
Creative Director
Blandine Mathieu,
Designer



Advertising Industry
Self-Promotion | Brand Elements

CLIENT HOLIDAY CAMPAIGN 2020

KERNEL CREATED BY
SPECTRUM REACH

Amanda Gutknecht,
Production Account Manager
John Santora, Creative Director
Lindsay Wulff, Creative Director
Emilio Rangel, Creative Director
Claudia Trejos, Multicultural Direction
Melissa Hudson, Copywriter
Sarah Lavery, Copywriter
Jacklyn Poyer, Designer
Jessica Farreny, Designer
Dirk Korczak, Designer
Stephen Garrett, Designer



Packaging Campaign

SHEBA PERFECT PORTIONS

TEAM CREATIF USA

Brady Bone,
Creative Director
Erika Rasile,
Account Manger
Heath Osburn, CEO



Packaging

NED SLEEP PACKAGING DESIGN

MADE OUTSIDE

Kara Hollinger,
Art Director / Designer
Jimena Peck,
Photographer
Anna Kate Bryan,
Graphic Designer





Packaging Campaign

NED PACKAGING DESIGN

MADE OUTSIDE

Kara Hollinger,
Art Director / Designer
Jimena Peck,
Photographer
Anna Kate Bryan,
Graphic Designer



Collateral Material
Publication Design
Magazine Design

THE BLUFF MAGAZINE SPRING / SUMMER 2020

WRAY WARD

Heather Dumford, ACD
Katie Gates, Designer
Amanda Davis,
Designer / Illustrator
Becky Jollensten,
Production Artist



20



Collateral Material
Publication Design
Magazine Design

THE BLUFF MAGAZINE FALL / WINTER 2020

WRAY WARD

Heather Dumford, ACD
Katie Gates, Designer
Amanda Davis,
Designer / Illustrator
Becky Jollensten,
Production Artist



Advertising Industry
Self-Promotion

HARRIET'S HAMBURGERS

THE PLAID PENGUIN

Joe Haubenhofer,
Creative Director
Alyssa Gardner,
Designer
Blandine Mathieu,
Designer



21



PRINT
ADVERTISING



Magazine Advertising

GRIDMARX

**MEASURE NEVER.
DRILL ONCE.**

LUQUIRE GEORGE
ANDREWS

Glen Hilzinger, CCO
Jon Cain,

GCD / Art Director

Margaret Bond,

GCD / Writer

Ryan Coleman, GCD

HacJob,

CGI / Creative Imaging

Philip Tate,

Account Director

Brent Schmid,

Senior Account Executive

Peggy Brookhouse,

President



Magazine Advertising
Campaign

**DESTIN-FORT
WALTON BEACH**

BOONEOAKLEY

David Oakley,

Creative Director

Laura Knight Beebe,

Art Director

Mary Gross,

Senior Copywriter

Kristianne Riddle,

Photographer

Latina,

Digital Artist

OUT-OF-HOME & AMBIENT MEDIA



SILVER

LUQUIRE GEORGE ANDREWS

COUNT ON ME NC – 6 FEET APART | OUTDOOR BOARD

LUQUIRE GEORGE ANDREWS

COUNT ON ME NC – TRAIN | OUT-OF-HOME | MASS TRANSIT / AIRLINES

RSM

KELLOGG'S® SNACK SERIES 500 TOUR | AMBIENT MEDIA



GOLD

THE PLAID PENGUIN

HARRIET'S HAMBURGERS | INTERIOR OR EXTERIOR

LUQUIRE GEORGE ANDREWS

COUNT ON ME NC – BATHROOM | GUERRILLA MARKETING

UNION

RANDOLPH COMMUNITY COLLEGE | OUT-OF-HOME INSTALLATION

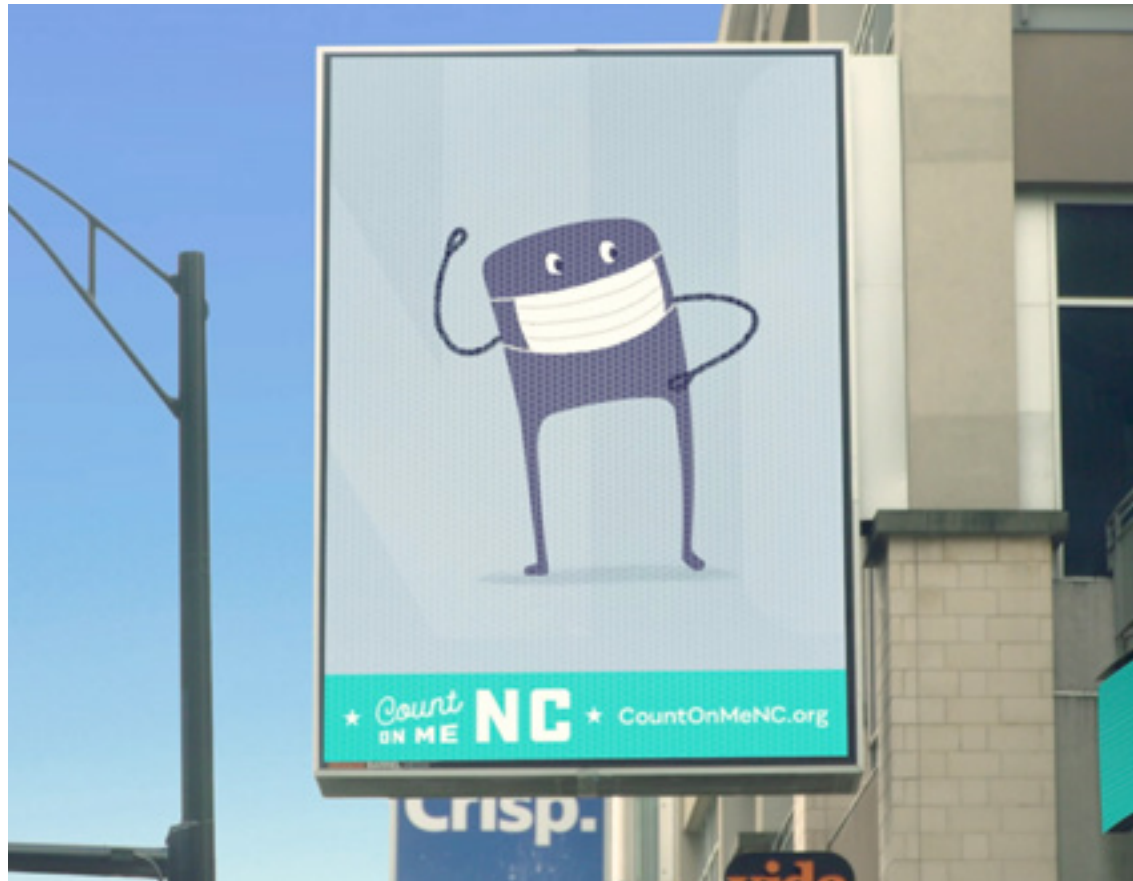


Outdoor Board

COUNT ON ME NC – 6 FEET APART

LUQUIRE GEORGE
ANDREWS

Glen Hilzinger, CCO / Writer
Todd Aldridge, Executive
Creative Director / Art Director
Jon Cain, GCD / Art Director
Ryan Coleman, GCD / Writer
Katie Fisher, Senior Writer
Hannah Fairweather,
In-House Producer
Halle Griffiee, Producer
Meg Jokinen, Senior
Account Director
Scott Gilmore, Director
of Travel and Rec Brands
Michelle Murdoch,
Account Supervisor
Lisa Purpura, Director of Media
Carolyn Hulbert,
Director of Digital Media
Psyop, Animation
Production House
Igor + Valentine, Animators
Project X, Media Agency



Out-of-Home
Mass Transit / Airlines

COUNT ON ME NC – TRAIN

LUQUIRE GEORGE
ANDREWS

Glen Hilzinger, CCO / Writer
Todd Aldridge, Executive
Creative Director / Art Director
Jon Cain, GCD / Art Director
Ryan Coleman, GCD / Writer
Katie Fisher, Senior Writer
Hannah Fairweather,
In-House Producer
Halle Griffiee, Producer
Meg Jokinen, Senior
Account Director
Scott Gilmore, Director
of Travel and Rec Brands
Michelle Murdoch,
Account Supervisor
Lisa Purpura, Director of Media
Carolyn Hulbert, Director
of Digital Media
Psyop, Animation
Production House
Igor + Valentine, Animators
Vector Media, Media Vendor
Swych, Graffiti Artist



Ambient Media

KELLOGG'S® SNACK SERIES 500 TOUR RSM

Nathan Spang,
Chief Marketing Officer
Keith Wallace,
Vice President
Darbie Kelley,
Senior Account Executive
Brielle Stephenson,
Digital Marketing Manager
Ryan Calahan,
Senior Creative Director
Kevin Mabey,
Creative Director
Laura Hillman,
Senior Art Director
Chloe Power,
Junior Art Director
Jackson Clark,
Senior Operations Coordinator



Interior or Exterior

HARRIET'S HAMBURGERS

THE PLAID PENGUIN

Joe Haubenhofer,
Creative Director
Alyssa Gardner,
Designer
John Pertone,
Fabrication & Installation
Brian Southwick,
Architect



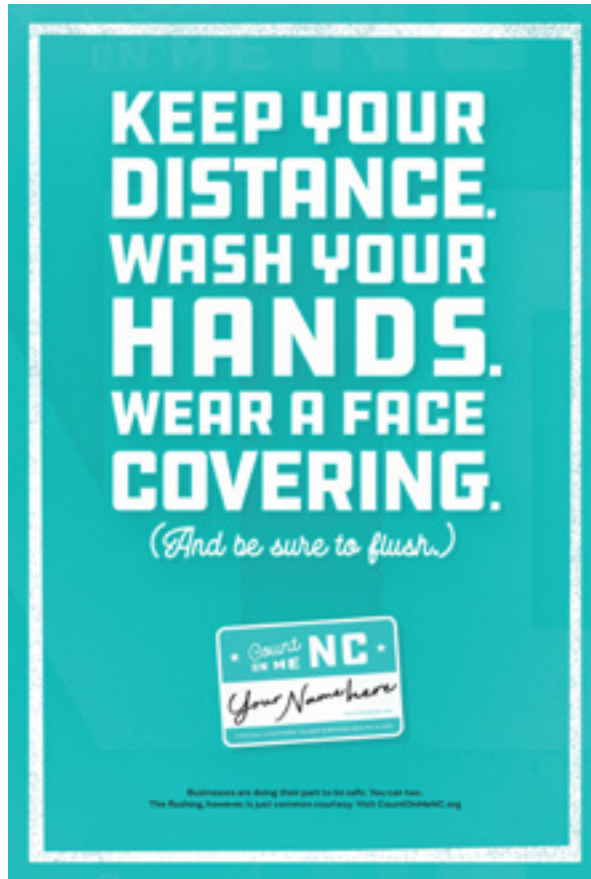


Guerrilla Marketing

COUNT ON ME NC – BATHROOM

LUQUIRE GEORGE
ANDREWS

Glen Hilzinger, CCO / Writer
Todd Aldridge, Executive
Creative Director / Art Director
Jon Cain, GCD / Art Director
Ryan Coleman, GCD / Writer
Katie Fisher, Senior Writer
Hannah Fairweather,
In-House Producer
Halle Griffiee, Producer
Meg Jokinen, Senior
Account Director
Scott Gilmore, Director
of Travel and Rec Brands
Michelle Murdoch,
Account Supervisor
Lisa Purpura, Director of Media
Carolyn Hulbert,
Director of Digital Media
Psyop, Animation
Production House
Igor + Valentine, Animators
Project X, Media Agency

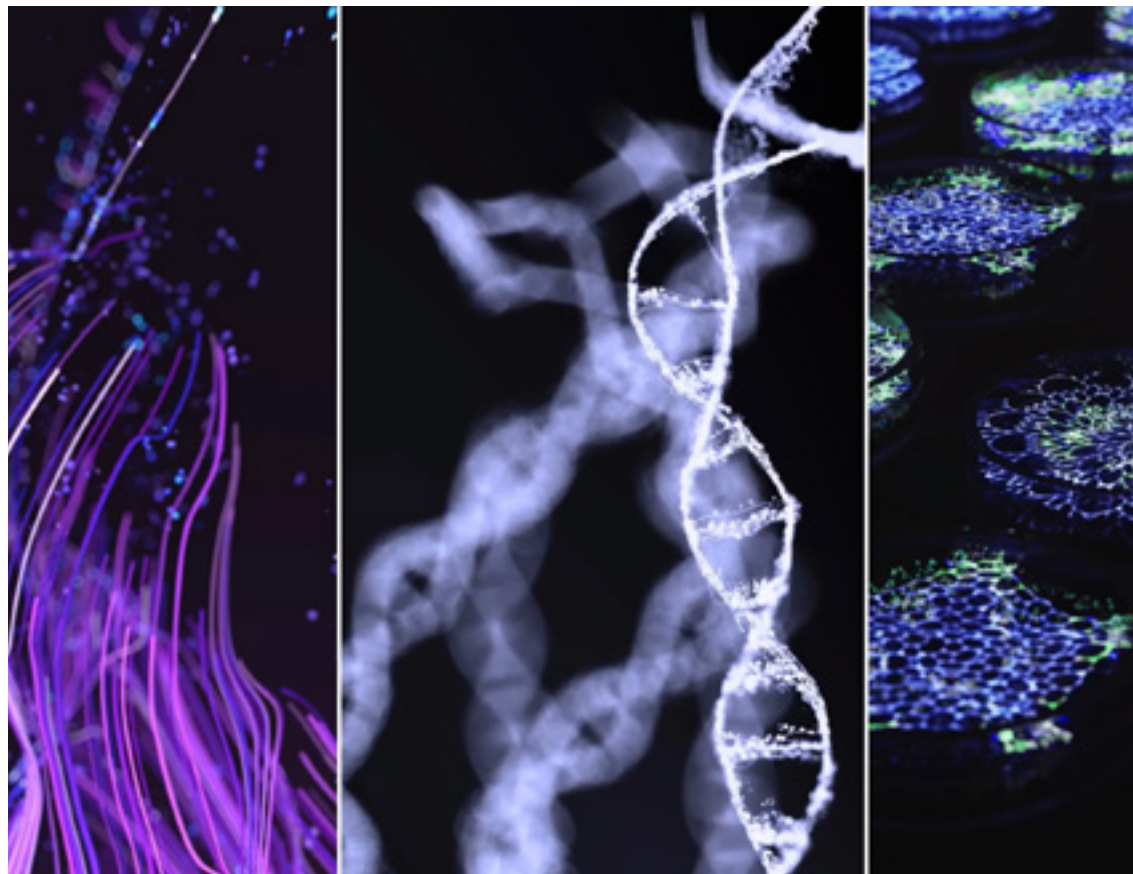


Out-of-Home
Installation

RANDOLPH COMMUNITY COLLEGE

UNION

Kevin Larson,
Studio Director
Adam Ballweg,
Editor / Technical Lead
Caleb Roenigk,
Motion Designer
Peter Godshall, Animator
Lisa Neal, Art Director
Kayleigh Pfister,
Delivery Manager
Riley Strong, Producer



CONGRATULATIONS TO THE 2020 AAF WINNERS.



CAPTURING THE WORLD IN MOTION.

Content | Production | Editorial | VFX

joyrideproductions.com

ONLINE / INTERACTIVE



SILVER

WRAY WARD

NOVEL RIVER OAKS | CONSUMER WEBSITE

WRAY WARD

ONE INDEPENDENCE CENTER | CONSUMER WEBSITE

THE PLAID PENGUIN

SWEET GIRL COOKIES | CONSUMER WEBSITE

MYTHIC

JOYRIDE WEBSITE | BUSINESS-TO-BUSINESS WEBSITE

MYTHIC

HUB RTP | BUSINESS-TO-BUSINESS WEBSITE

ATYPIC

NEBIA BY MOEN | MICROSITES

ATYPIC

U BY MOEN SMART FAUCET | MICROSITES

THE PLAID PENGUIN

A MAGAZINE COVER TO EAT | SOCIAL MEDIA

UNION

MOUNTAIN DEW CLAIM THE OUTDOORS | SOCIAL MEDIA CAMPAIGN

LAWTONMILES

OFF BROADWAY SHOES SPRING / SUMMER | SOCIAL MEDIA CAMPAIGN

LUQUIRE GEORGE ANDREWS

TIRE PROSE | SOCIAL MEDIA CAMPAIGN

JOHNSHOWARD.COM

@JOHN_THE_HOWARD #DESIGNCHALLENGE | ADVERTISING INDUSTRY SELF-PROMOTION

LUQUIRE GEORGE ANDREWS

PEACESTACHIOS.COM | ADVERTISING INDUSTRY SELF-PROMOTION



GOLD

ATYPIC

LA STORIA PRODUCTIONS | CONSUMER WEBSITE

MYTHIC

JOYRIDE WEBSITE | ADVERTISING INDUSTRY SELF-PROMOTION



Consumer Website

NOVEL RIVER OAKS

WRAY WARD

John Roberts, ECD
Elaine Borgmeier, Designer
Kennedy Vaughan, Project Manager
Findley Merritt, Writer



Business-to-Business Website

JOYRIDE WEBSITE

MYTHIC

Lee James, Chief Creative Officer
David Olsen, Executive Creative Director
Aaron Putnam, Executive Producer
Steven Acres, ACD / Design
Geoff Parish, Director of Technology
Emily Acres, Developer

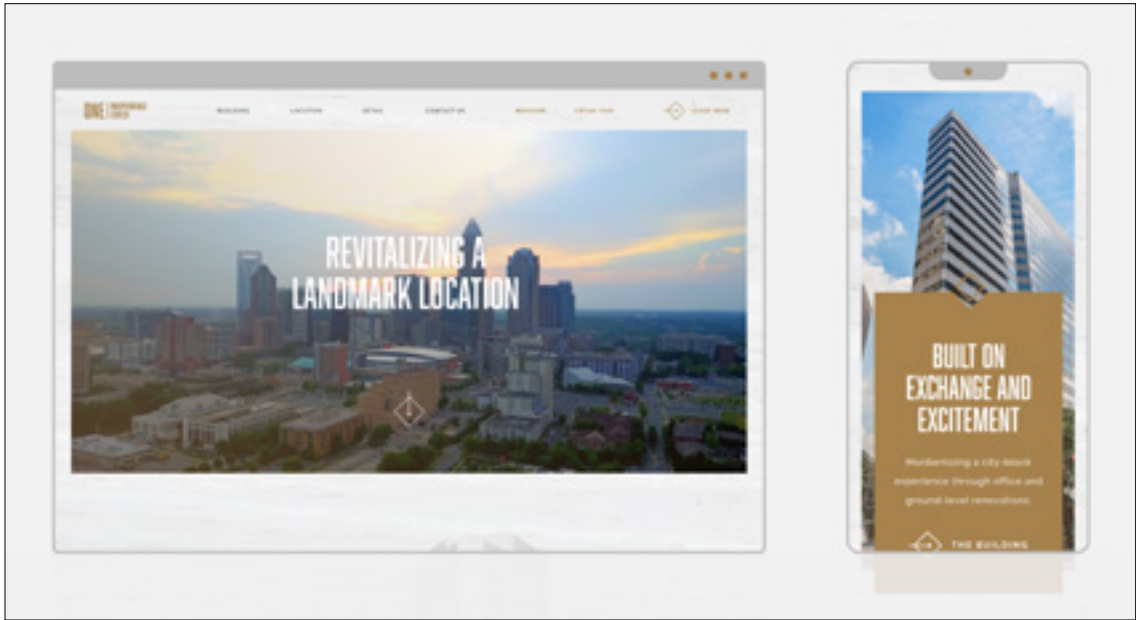


Consumer Website

ONE INDEPENDENCE CENTER

WRAY WARD

John Roberts, ECD
Jon Vargas, Designer
Kennedy Vaughan, Project Manager
Findley Merritt, Writer

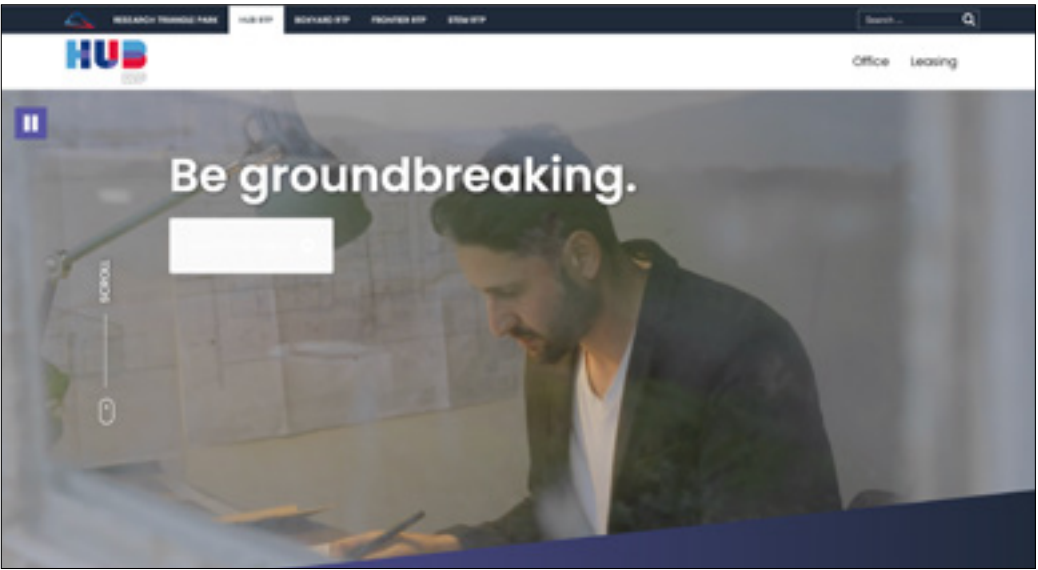


Business-to-Business Website

HUB RTP

MYTHIC

Lee James, Chief Creative Officer
David Olsen, Executive Creative Director
Alex Liebold, Design Director
Mark Fisher, Creative Director
Steven Acres, ACD
Alex Raykowitz, Designer
Jordan Webb, Production Artist
Alexandra Frazier, Senior Copywriter
Geoff Parish, Director of Technology
Emily Acres, Developer

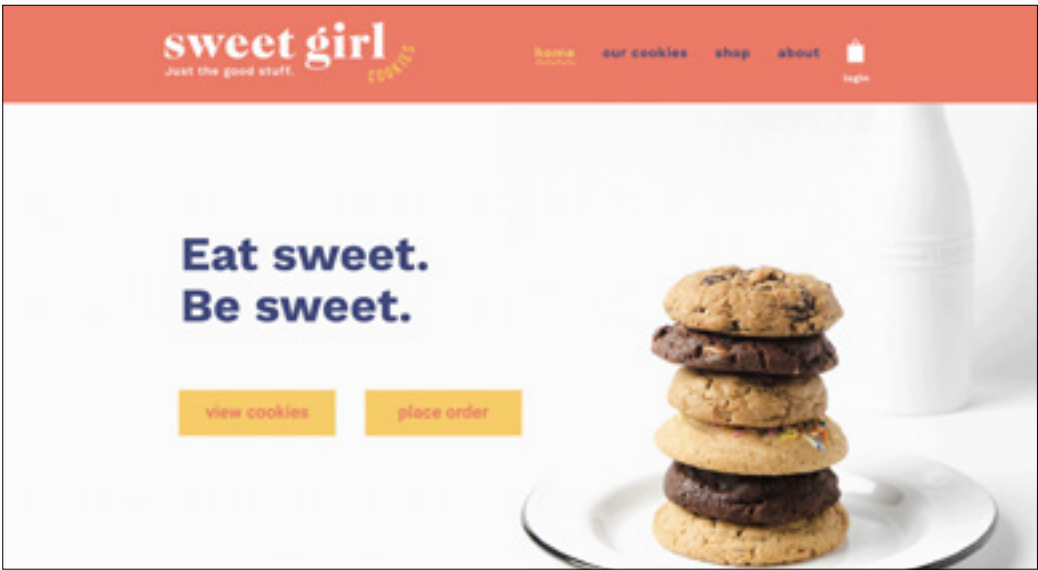


Consumer Website

SWEET GIRL COOKIES

THE PLAID PENGUIN

Alyssa Gardner, Creative Director
Joel Keuhn, Developer

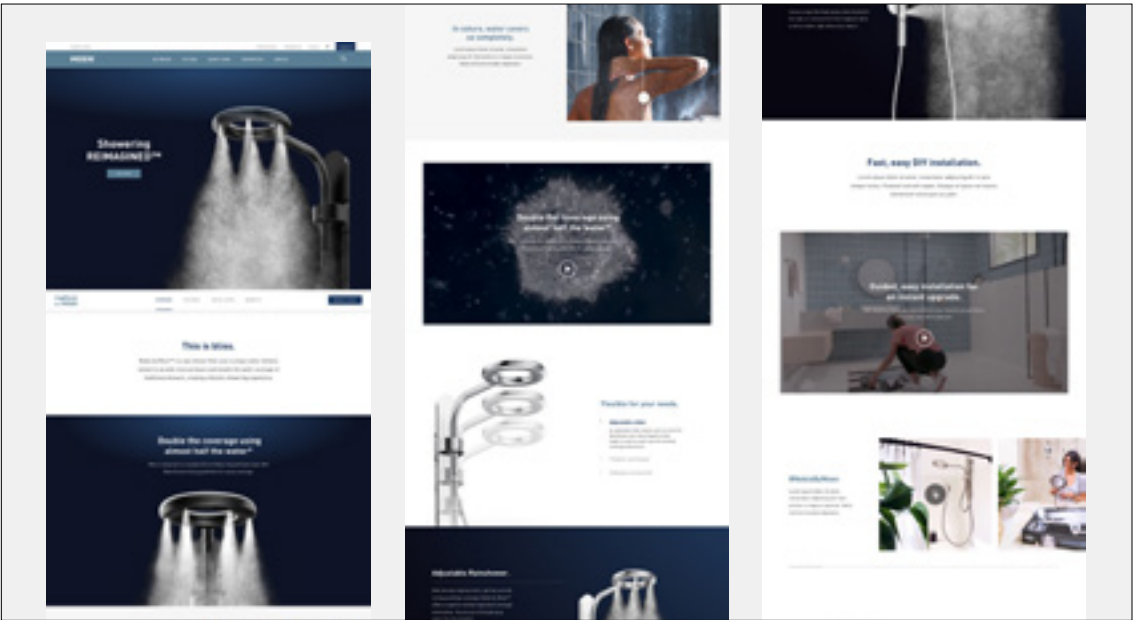


Microsites

NEBIA BY MOEN

ATYPIC

Peter Godshall, CGI Animation



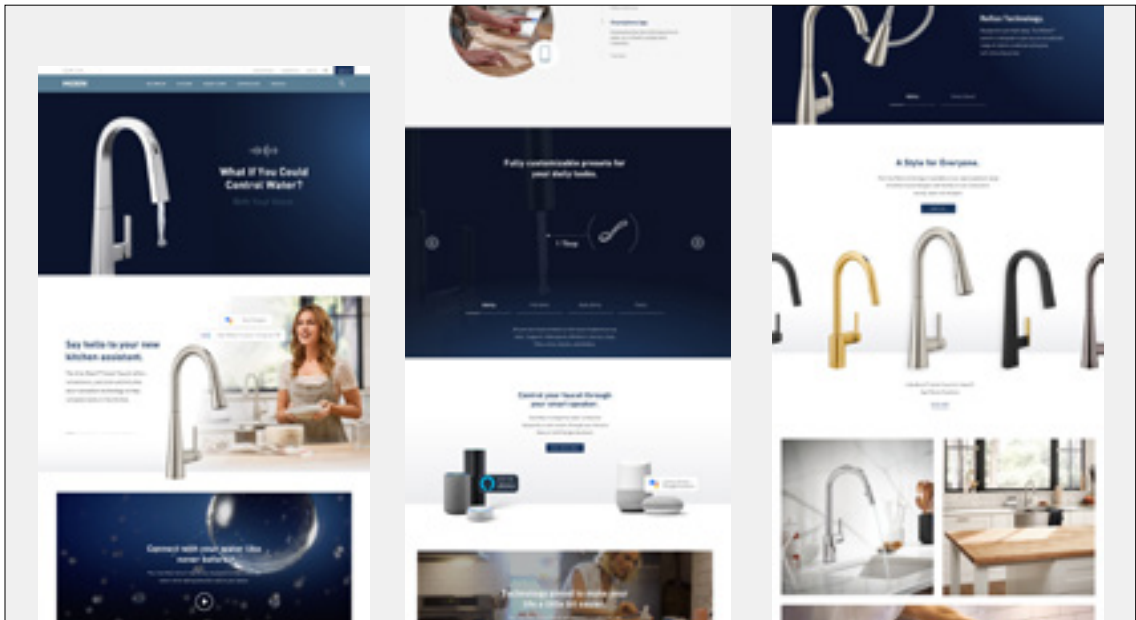


Microsites

U BY MOEN SMART FAUCET

ATYPIC

Peter Godshall,
CGI Animation



Social Media

A MAGAZINE COVER TO EAT

THE PLAID PENGUIN

Joe Haubenhofer,
Creative Director
Alyssa Gardner, Designer
JP Grice, Publisher

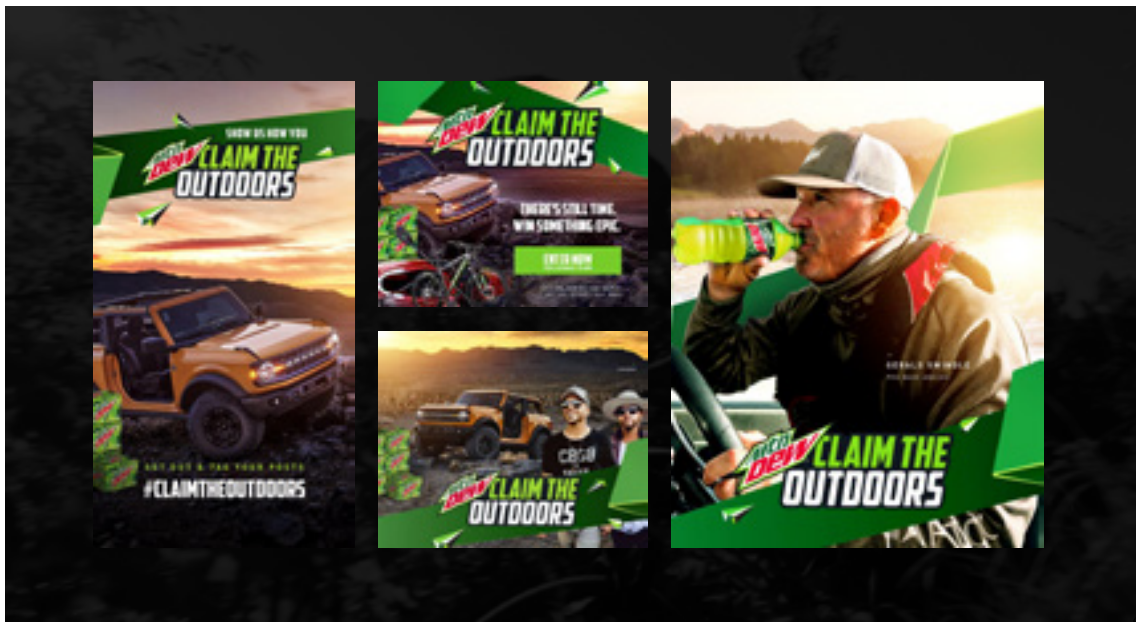


Social Media Campaign

MOUNTAIN DEW CLAIM THE OUTDOORS

UNION

Melanie Pearl, Account Director
Allie Robbe, Programmatic
& Paid Social Supervisor
Audrey Hill, Delivery Manager
John Pope, Copy Lead
Matt Ashbridge, Media Director
Josh Price, Associate
Media Director
Adam Ballweg, Editor
Matt Taylor, Creative Director



Social Media Campaign

OFF BROADWAY SHOES SPRING / SUMMER

LAWTONMILES

Sully Sullivan,
Photographer / Co - Director
Adam Lawton Booser,
DP / Co - Director
Adrienne Johnson,
Creative Director

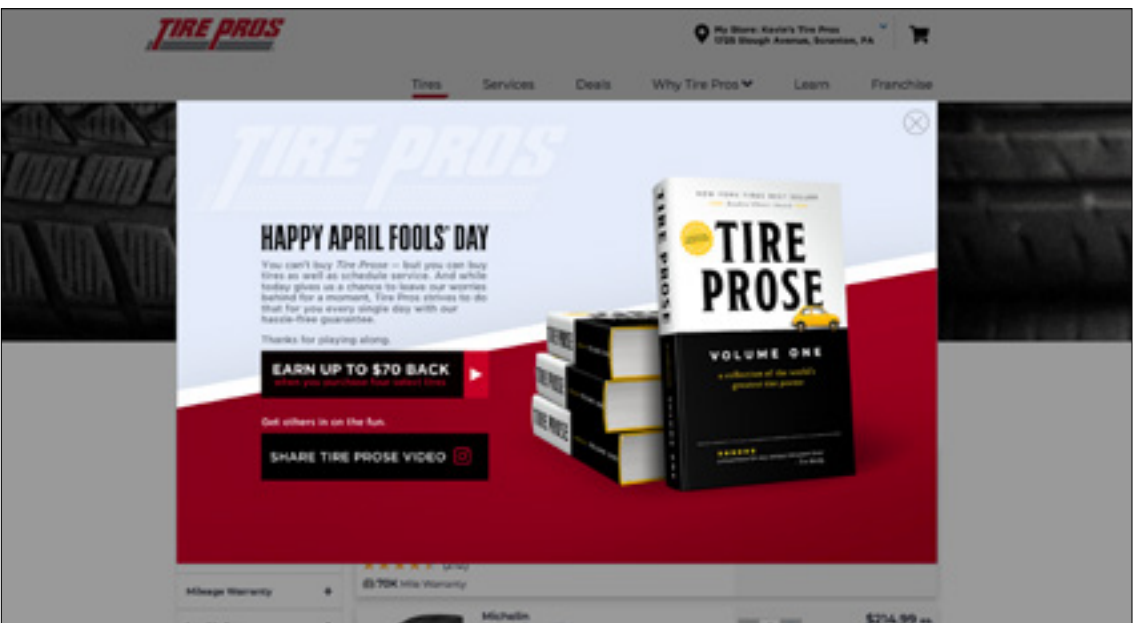


Social Media Campaign

TIRE PROSE

LUQUIRE GEORGE
ANDREWS

Glen Hilzinger, CCO
Jon Cain, GCD / Art Director
Margaret Bond, GCD / Writer
Alexia Little, Jr. Art Director
McQuinn Ostendarp,
Digital Content Specialist
Shannon Calabro, Social Media
& Content Manager
Jane Duncan, Associate
Director of Client Service
Casey Thomas, Assistant
Account Executive
Peggy Brookhouse, President
Amanda Gurkin,
Account Supervisor



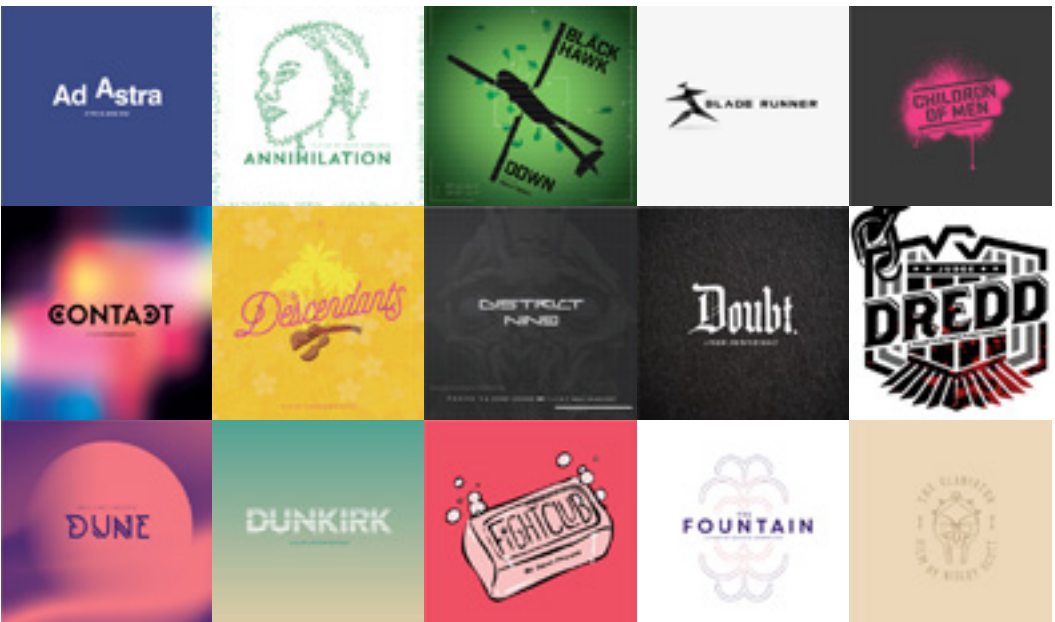
Advertising Industry
Self-Promotion

@JOHN_THE_ HOWARD

#DESIGNCHALLENGE

JOHNSHOWARD.COM

John Howard,
Art Director/Designer



ONLINE / INTERACTIVE

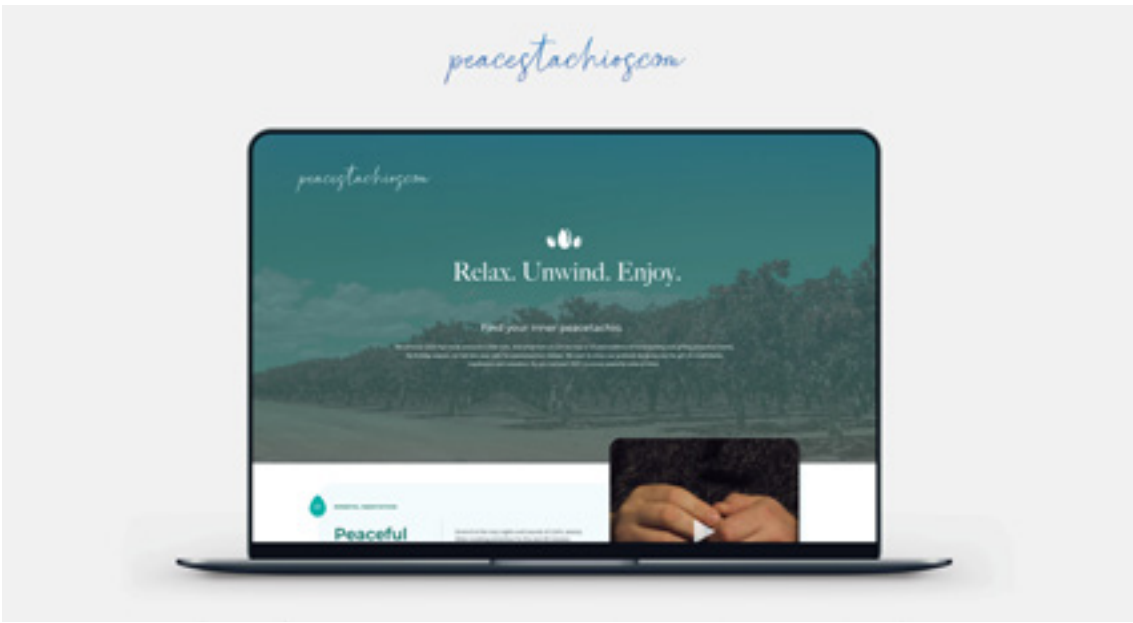


Advertising Industry
Self-Promotion

**PEACESTACHIOS
.COM**

LUQUIRE GEORGE
ANDREWS

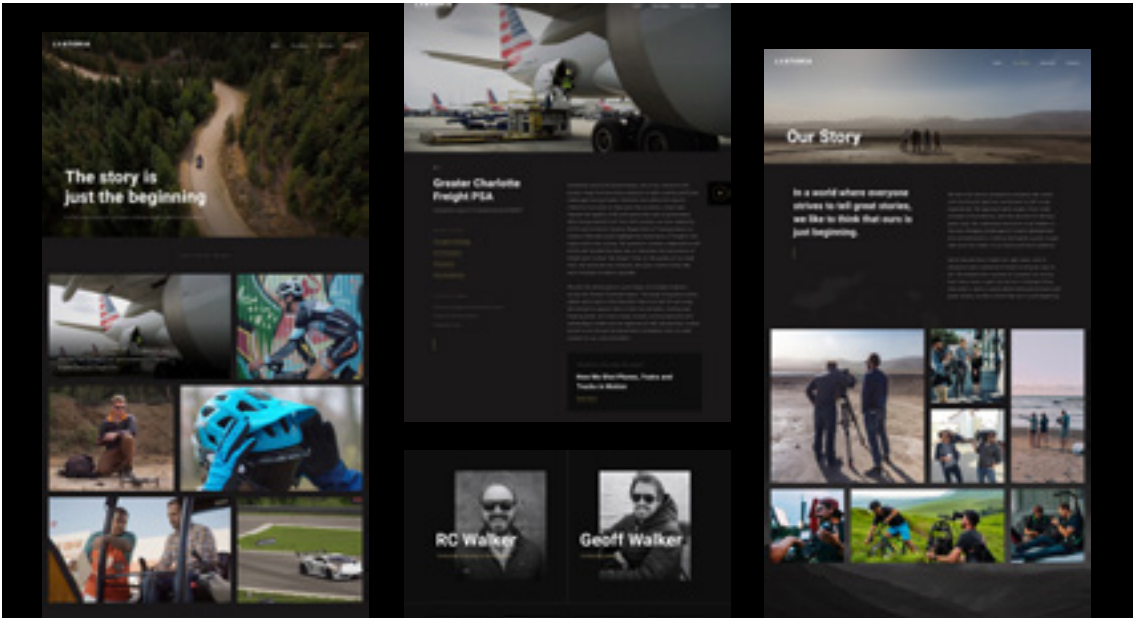
Steve Luquire, CEO
Peggy Brookhouse, President
Glen Hilzinger, CCO
Todd Aldridge, Executive
Creative Director
Josh Taguiam, Sr. Art Director
Hadley Hopkins, Writer
Alexia Little, Art Director
Hannah Fairweather,
Producer & Digital PM



Consumer Website

**LA STORIA
PRODUCTIONS**

ATYPIC

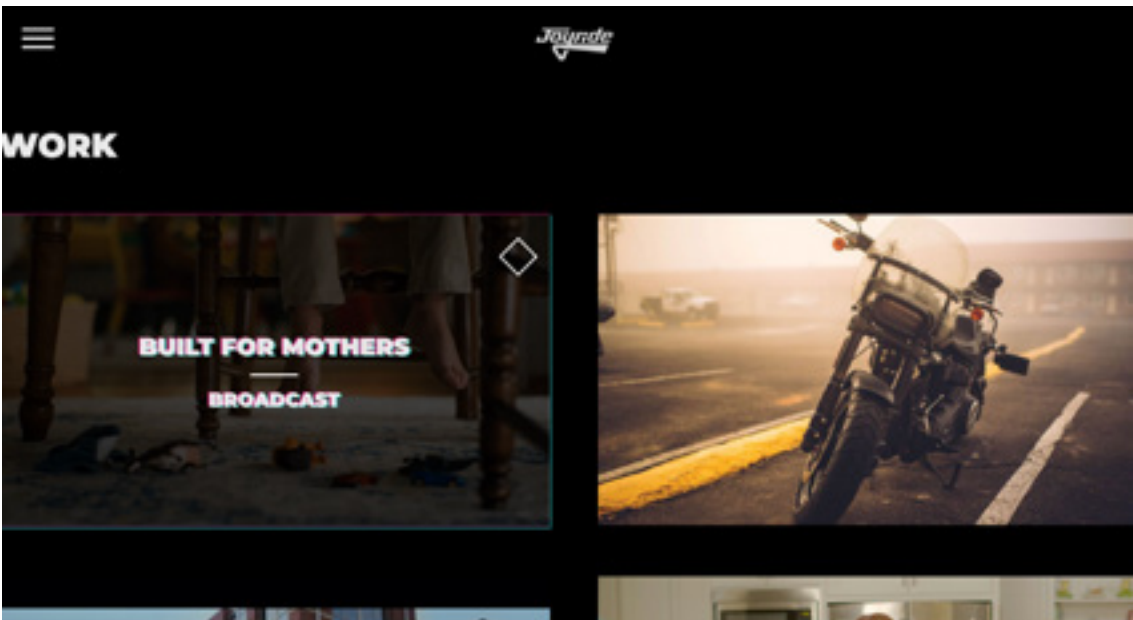


Advertising Industry
Self-Promotion

**JOYRIDE
WEBSITE**

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Aaron Putnam,
Executive Producer
Steven Acres, ACD / Design
Geoff Parish,
Director of Technology
Emily Acres, Developer



jimmcguire.com

CONGRATS to all the winners!

FILM, VIDEO
& SOUND



SILVER

TOMBRAS GROUP

KID'S DREAMS | LOCAL TELEVISION COMMERCIAL
:30 SECONDS

MYTHIC

W/YOU ANTHEM | LOCAL TELEVISION COMMERCIAL
:60 SECONDS OR MORE

BOONEOAKLEY

BOX OBX - TOUCH | REGIONAL / NATIONAL
TELEVISION COMMERCIAL | UP TO 2:00

BOONEOAKLEY

BOX OBX - WALLS | REGIONAL / NATIONAL
TELEVISION COMMERCIAL | UP TO 2:00

CARAVAN

COMPORIUM - PROGRESS IS | REGIONAL / NATIONAL
TELEVISION COMMERCIAL | UP TO 2:00

CARAVAN

REDISCOVER CHARLOTTE | REGIONAL / NATIONAL
TELEVISION COMMERCIAL | UP TO 2:00

LUQUIRE GEORGE ANDREWS

COUNT ON ME NC | REGIONAL / NATIONAL
TELEVISION COMMERCIAL | UP TO 2:00

MYTHIC

MARRIAGE PROPOSAL | REGIONAL / NATIONAL
TELEVISION COMMERCIAL | UP TO 2:00

MYTHIC

VACATION RENTAL | REGIONAL / NATIONAL
TELEVISION COMMERCIAL | UP TO 2:00

MYTHIC

DOING CAR CARE RIGHT | REGIONAL / NATIONAL
TELEVISION COMMERCIAL CAMPAIGN

TORRENT CONSULTING

EVELYN'S STORY: TORRENT ACADEMY
BRANDED CONTENT & ENTERTAINMENT FOR ONLINE

GO NORTH FILMS

ARRICHION RISE | INTERNET COMMERCIAL

PETER TAYLOR PHOTOGRAPHY

THE ICE TRADE | INTERNET COMMERCIAL

UNION

VOLVO TRUCKS VHD LAUNCH
INTERNET COMMERCIAL

ARTHUR ELLIOTT

NAPA FEEL GOOD | INTERNET COMMERCIAL
CAMPAIGN

PETER TAYLOR PHOTOGRAPHY

ORDERFIRE | ONLINE FILM | WEBISODE SERIES

CARAVAN

COMMERCIAL IN THE TIME OF COVID
ADVERTISING INDUSTRY SELF-PROMOTION



GOLD

MYTHIC

CUPCAKE BOSS | LOCAL TELEVISION COMMERCIAL
:30 SECONDS

MYTHIC

W/YOU JESSICA | LOCAL TELEVISION COMMERCIAL
:30 SECONDS

MYTHIC

W/YOU SAMUEL | LOCAL TELEVISION COMMERCIAL
:30 SECONDS

LUQUIRE GEORGE ANDREWS

COUNT ON ME NC | REGIONAL / NATIONAL
TELEVISION COMMERCIAL | UP TO 2:00

CARAVAN

THE CLOUD | BRANDED CONTENT & ENTERTAINMENT
FOR ONLINE | :60 SECONDS OR LESS

LAWTONMILES

KIOTI DIRT BRIGADE - VANCE WOOD
BRANDED CONTENT & ENTERTAINMENT FOR ONLINE

MIDAN MARKETING

CHAIRMAN'S RESERVE 20TH ANNIVERSARY
BRANDED CONTENT & ENTERTAINMENT FOR ONLINE

JOE TOLLEY

KEEP UNEXPECTING :60 | INTERNET COMMERCIAL



Local Television
Commercial :30 Sec

ATRIUM HEALTH
KID'S DREAMS

TOMBRAS GROUP

Clay Prewitt,
VP / Creative Director
Kym Stone,
Associate Creative Director
Ellen Huffman,
Sr. Art Director
Josh Fahey,
Sr. Copywriter
Caitlin Smichowski,
Art Director
Elastic Pictures,
Animation
Auralation Studios,
Music
Groundcrew Studios,
Voiceover



Local Television
Commercial
:60 Sec or more

CONE HEALTH
W/YOU ANTHEM

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Mark Fisher, Creative Director
Andrea Nordstrom, ACD
Spencer Towler,
Senior Art Director
Heather Haley,
Agency Producer
Rachel Cobb, SVP Director
of Strategy & Planning
Carter Comer, Senior Planner
Wendy Parker, SVP Group
Account Director
Michael Mobley,
Management Supervisor
Morgan Novak, Senior
Account Executive
Chirp, Production
Company



Regional / National
Television Commercial
Up to 2:00

**BOX OBX
- TOUCH**

BOONEOAKLEY

David Oakley,
Creative Director
Laura Knight Beebe,
Art Director
Steve Lasch,
Senior Copywriter
Go North Films,
Production Company
Wondersmith,
Post Production



Regional / National
Television Commercial
Up to 2:00

**BOX OBX
- WALLS**

BOONEOAKLEY

David Oakley,
Creative Director
Laura Knight Beebe,
Art Director
Steve Lasch,
Senior Copywriter
Go North Films,
Production Company
Wondersmith,
Post Production



Regional / National
Television Commercial
Up to 2:00

COMPORIUM – PROGRESS IS

CARAVAN

Bernardo Marentes,
Director
Jon Muedder,
Executive Producer
Matthew Scott,
Creative Director



Regional / National
Television Commercial
Up to 2:00

COUNT ON ME NC

LUQUIRE GEORGE
ANDREWS

Glen Hilzinger, CCO / Writer
Todd Aldridge, Executive
Creative Director / Art Director
Jon Cain, GCD / Art Director
Ryan Coleman, GCD / Writer
Katie Fisher, Senior Writer
Hannah Fairweather,
In-House Producer
Halle Griffiee, Producer
Meg Jokinen, Senior
Account Director
Scott Gilmore, Director of
Travel and Rec Brands
Michelle Murdoch,
Account Supervisor
Lisa Purpura,
Director of Media
Carolyn Hulbert,
Director of Digital Media
Psyop, Animation
Production Company



Regional / National
Television Commercial
Up to 2:00

REDISCOVER CHARLOTTE

CARAVAN

Bernardo Marentes,
Director
Jon Muedder,
Executive Producer
Orbital Socket,
Agency



Regional / National
Television Commercial
Up to 2:00

MEINEKE MARRIAGE PROPOSAL

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Mark Fisher,
Creative Director
Spencer Towler,
Senior Art Director
Thomas Donahue,
Senior Copywriter
Leah Sanders, VP / Group
Account Director
Jenna Spackman, Senior
Account Executive
Carleigh Barnett,
Senior Account Executive
Rachel Cobb,
SVP / Strategy & Planning
Adam Tilly,
Senior Strategic Planner

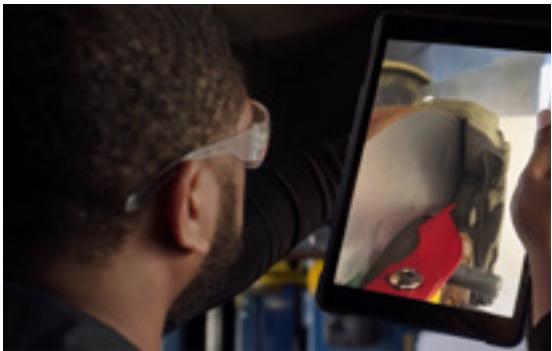


Regional / National
Television Commercial
Up to 2:00

**VACATION
RENTAL**

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Mark Fisher,
Creative Director
Spencer Towler,
Senior Art Director
Thomas Donahue,
Sr. Copywriter
Leah Sanders, VP / Group
Account Director
Jenna Spackman, Senior
Account Executive
Carleigh Barnett,
Senior Account Executive
Rachel Cobb,
SVP / Strategy & Planning
Adam Tilly,
Senior Strategic Planner



Branded Content &
Entertainment for Online
More than :60 Sec

**EVELYN'S
STORY: TORRENT
ACADEMY**

TORRENT CONSULTING

Gustavo Veliz,
Art Director
Ana Lu Gadala-Maria,
Social Impact Manager
Evelyn Cummes,
Former Apprentice &
Sr. Salesforce Analyst
Danielle Sutton,
Creative Director

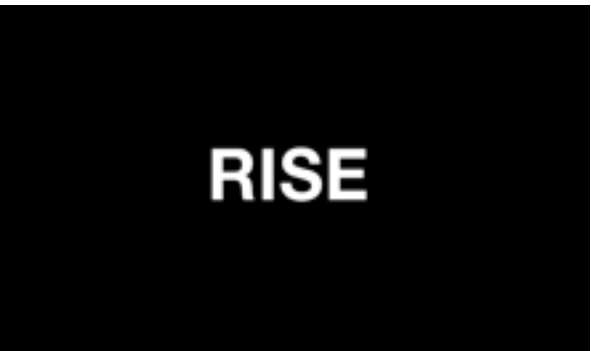


Regional / National
Television Commercial
Campaign

**DOING CAR
CARE RIGHT**

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Mark Fisher,
Creative Director
Spencer Towler,
Senior Art Director
Thomas Donahue,
Senior Copywriter
Leah Sanders, VP / Group
Account Director
Jenna Spackman, Senior
Account Executive
Carleigh Barnett,
Senior Account Executive
Rachel Cobb,
SVP / Strategy & Planning
Adam Tilly,
Senior Strategic Planner



Internet Commercial

**ARRICHION
RISE**

GO NORTH FILMS

Phil Beebe,
Director / DP / Writer

45

FILM, VIDEO & SOUND

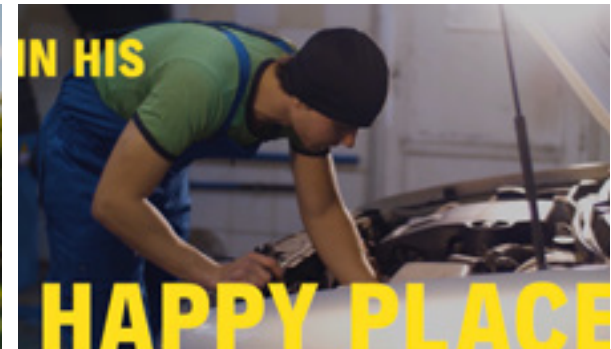


Internet Commercial

THE ICE TRADE

PETER TAYLOR
PHOTOGRAPHY

Peter Taylor



Internet Commercial
Campaign

NAPA FEEL GOOD

ARTHUR ELLIOTT

Lee Calderon,
Creative Director
Martin Valenti,
Vice President of Accounts
Chelsea Bodziak,
Strategy Manager
Sophia Calderon,
Art Director / Graphic Designer
Vinny Calderon, Editor



Internet Commercial

VOLVO TRUCKS VHD LAUNCH

UNION

Matt Taylor,
Creative Director
John Pope, Copy Lead
Kevin Larson,
Studio Director
Megan Carrigan,
Strategy Director
Chace Black,
Account Supervisor
Lisa Neal, Art Director
Jay Flood, Sr. Designer
Adam Ballweg, Editor
Caleb Roenigk,
Motion Designer
Katie Toussaint,
Copywriter
Riley Strong,
Producer



Online Film
Webisode Series

ORDERFIRE

PETER TAYLOR
PHOTOGRAPHY

Peter Taylor,
Producer and Director
Marc Jacksina,
Host and Co-Founder
Jeff Dubinsky,
Editor
Darius Evans,
Associate Producer



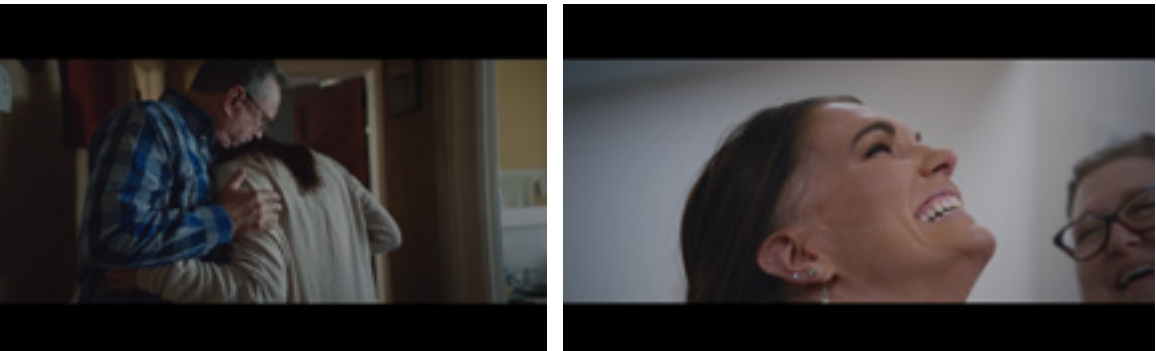
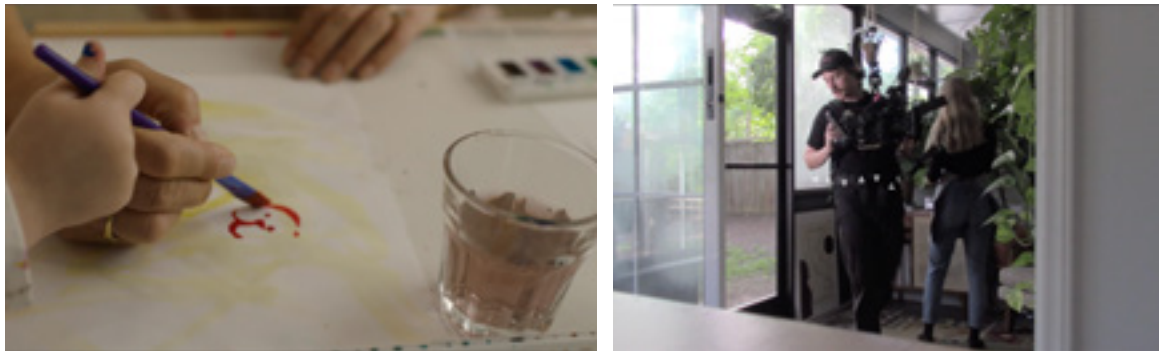
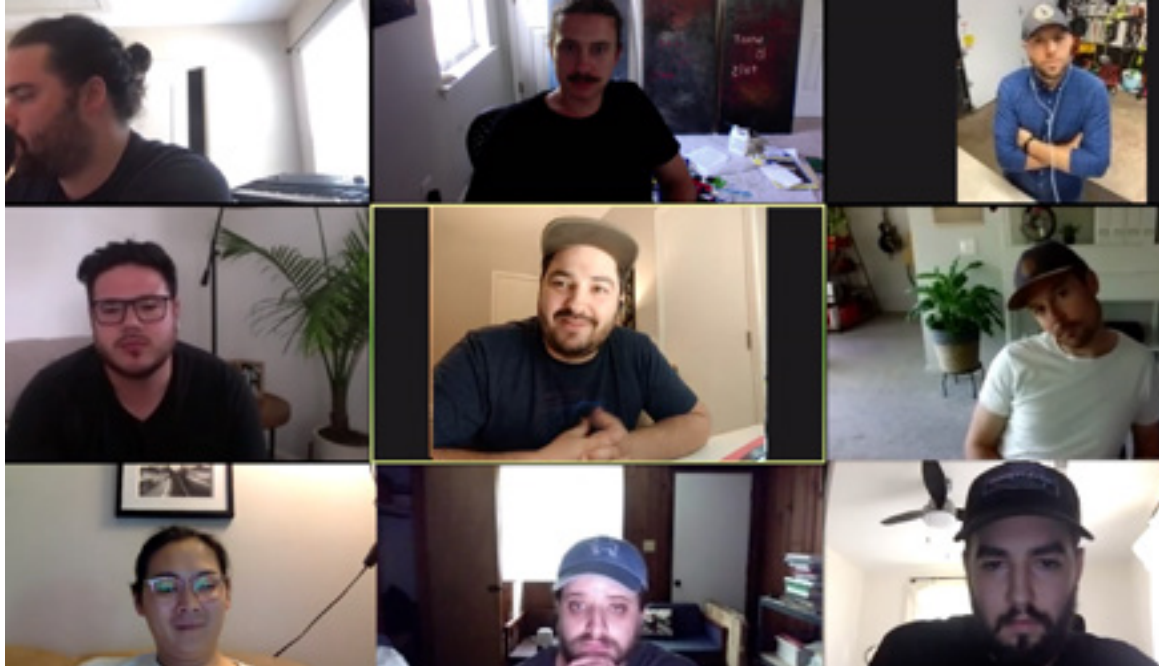


Advertising Industry
Self-Promotion

COMMERCIAL
IN THE TIME
OF COVID

CARAVAN

Jakub Blank, Director
Bernardo Marentes, Creative
Director
Jon Muedder,
Executive Producer



Local Television
Commercial :30 Sec

W/YOU
JESSICA

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Mark Fisher, Creative Director
Andrea Nordstrom, ACD
Spencer Towler,
Senior Art Director
Heather Haley,
Agency Producer
Rachel Cobb, SVP Director
of Strategy & Planning
Carter Comer, Senior Planner
Wendy Parker, SVP Group
Account Director
Michael Mobley,
Management Supervisor
Morgan Novak, Senior
Account Executive
Chirp, Production
Company

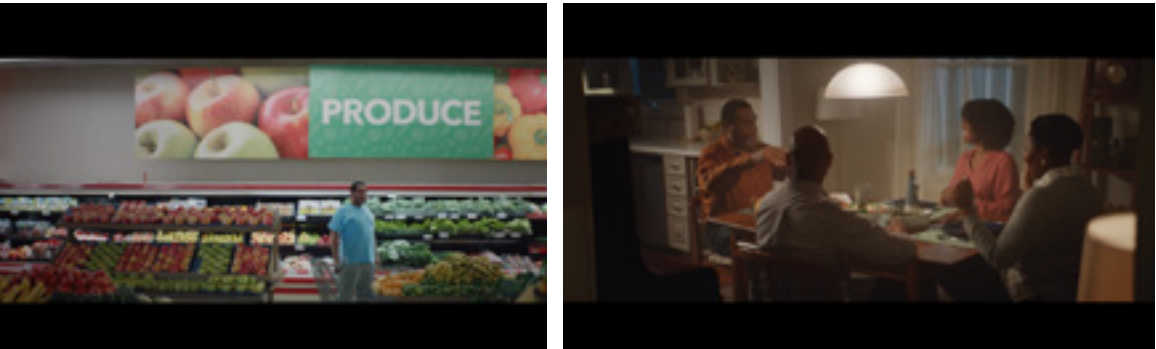
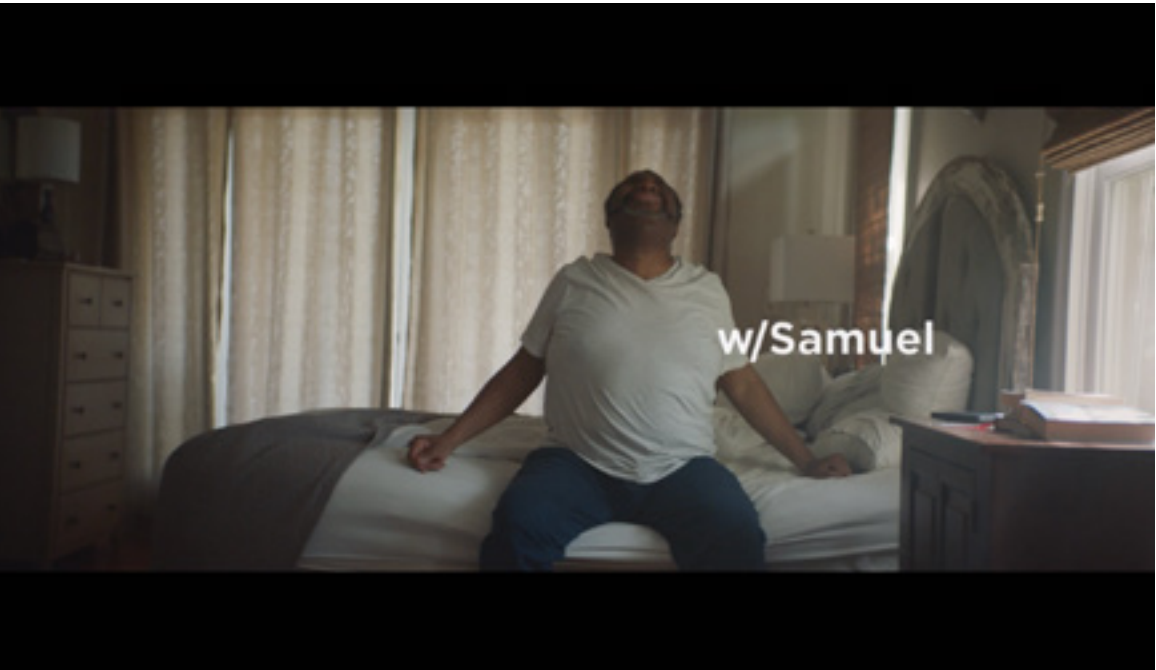


Local Television
Commercial :30 Sec

CUPCAKE BOSS

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Jake Flowers, Art Director
Wilson Douglas,
Account Supervisor
Joyride, Production Company
Aaron Putnam,
Executive Producer / Director
Parker Littleton, Editor
Ben Reid, Producer
Ally MacNichol,
Production Manager



Local Television
Commercial :30 Sec

W/YOU
SAMUEL

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Mark Fisher, Creative Director
Andrea Nordstrom, ACD
Spencer Towler,
Senior Art Director
Heather Haley,
Agency Producer
Rachel Cobb, SVP Director
of Strategy & Planning
Carter Comer, Senior Planner
Wendy Parker, SVP Group
Account Director
Michael Mobley,
Management Supervisor
Morgan Novak, Senior
Account Executive
Chirp, Production
Company

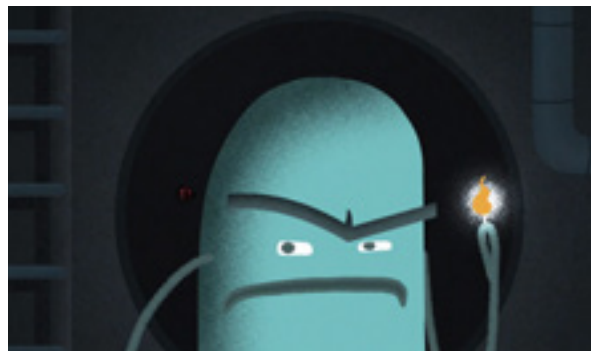


Regional / National
Television Commercial
Up to 2:00

COUNT ON ME NC

LUQUIRE GEORGE
ANDREWS

Glen Hilzinger, CCO / Writer
Todd Aldridge, Executive
Creative Director / Art Director
Jon Cain, GCD / Art Director
Ryan Coleman, GCD / Writer
Katie Fisher, Senior Writer
Hannah Fairweather,
In-House Producer
Halle Griffiee, Producer
Meg Jokinen, Senior
Account Director
Scott Gilmore, Director of
Travel and Rec Brands
Michelle Murdoch,
Account Supervisor
Lisa Purpura,
Director of Media
Carolyn Hulbert,
Director of Digital Media
Psyop, Animation
Production Company



Branded Content &
Entertainment for Online
:60 Sec or Less

SEAGATE

THE CLOUD

CARAVAN

Bernardo Marentes,
Creative Director
Jon Muedder,
Executive Producer



50



Branded Content &
Entertainment for Online
More than :60 Sec

KIOTI DIRT BRIGADE - VANCE WOOD

LAWTONMILES

Adam Lawton Booser,
Director / DP / Editor
Paul Watson, Producer
Emily Watson, ACD
Scott Chalkley, ACD



Branded Content &
Entertainment for Online
More than :60 Sec

CHAIRMAN'S RESERVE 20TH ANNIVERSARY

MIDAN MARKETING

Bob Calabritto,
Associate Creative
Director – Video



51



Internet Commercial

COLONIAL LIFE

**KEEP
UNEXPECTED
:60**

JOE TOLLEY

Jennifer "JJ" Jones,
Group Creative Director /
Copywriter
Joe Tolley, Associate
Creative Director / Art Director
Naomi Newman,
Senior Producer
Taylor Osborne, Producer
Brad English, Producer
Matt Hoffman, Director
Tim Suhrstedt,
Director of Photography
Mike Rizzo, Editor



YOU
MANAGED
TO COME
OUT A
WINNER IN
A REALLY
WILD YEAR.
LOOK AT YOU GO.



PUBLIC
SERVICE



SILVER

WRAY WARD

COUNT ON ME CLT | SALES & MARKETING | PRO BONO MARKETING & SPECIALTY ADVERTISING | CAMPAIGN

LUQUIRE GEORGE ANDREWS

GAL | SALES & MARKETING | CORPORATE SOCIAL RESPONSIBILITY MARKETING & SPECIALTY ADVERTISING

LUQUIRE GEORGE ANDREWS

100% TEEN. 0% CANCER. | PRINT | CORPORATE SOCIAL RESPONSIBILITY PRINT ADVERTISING

WRAY WARD

COUNT ON ME CLT | ONLINE/INTERACTIVE | PRO BONO ONLINE / INTERACTIVE CAMPAIGN

CARAVAN

HOPE GALA – FUND A CURE | PUBLIC SERVICE | FILM, VIDEO & SOUND | PRO BONO ONLINE

MYTHIC

COVID-19 PSAS | FILM, VIDEO & SOUND | CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

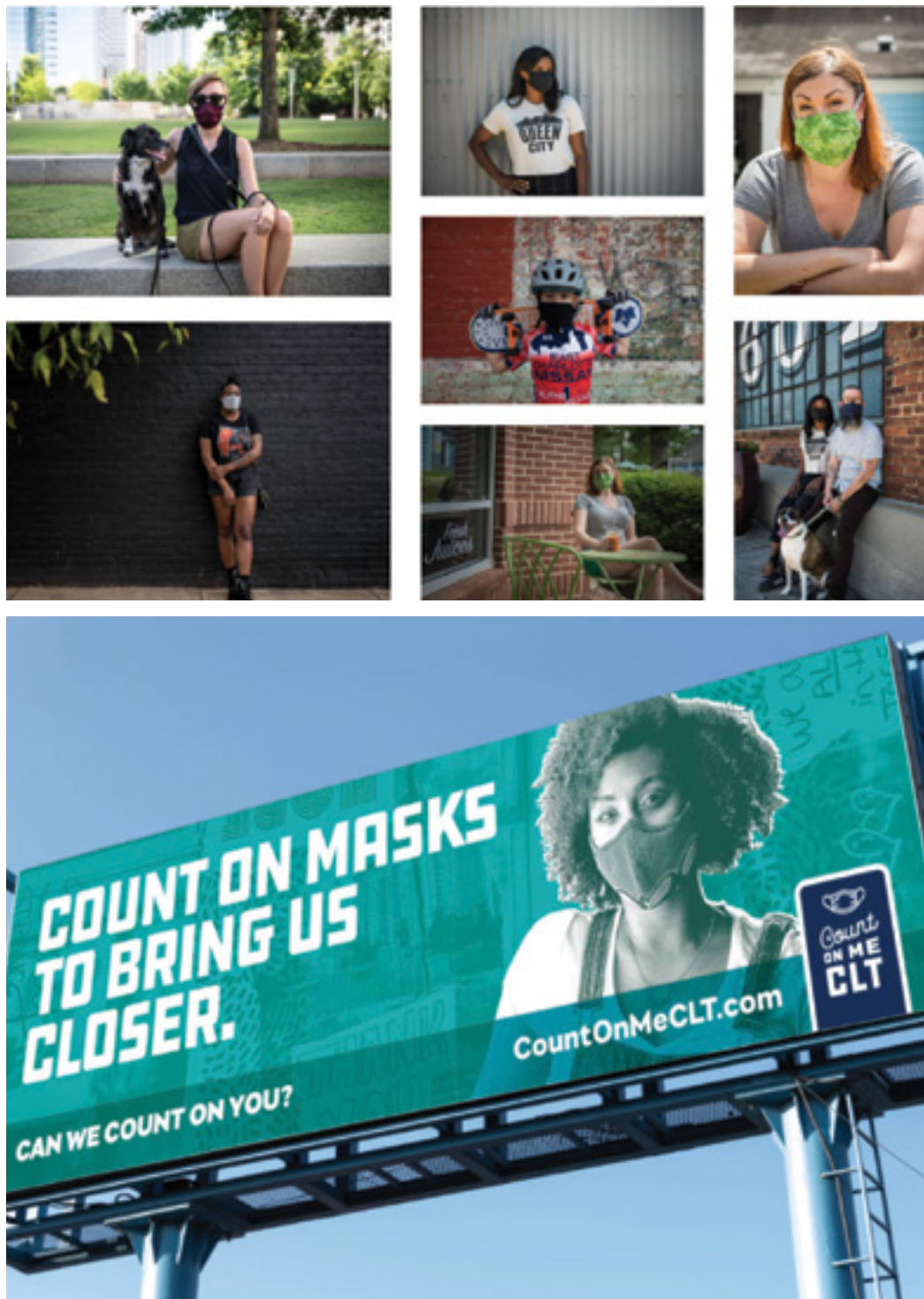


Sales & Marketing
Pro Bono Marketing &
Specialty Advertising
Campaign

COUNT ON ME CLT

WRAY WARD

Heather Dumford, ACD
Barbara Birge, Senior Writer
Jason Gammon, Senior
Designer
Michael Noland, Designer
David Adams, Photographer
Jennifer Appleby, CCO
Lewis Dameron,
Cinematographer
Devon Newton,
Senior Producer
Chelsea Gorlaski,
Production Coordinator



Sales & Marketing
Corporate Social
Responsibility Marketing &
Specialty Advertising

GAL

LUQUIRE GEORGE
ANDREWS

Peggy Brookhouse,
President
Glen Hilzinger, CCO
Todd Aldridge,
Executive Creative Director /
Art Director
JJ Jones, GCD / Writer
Joseph Robba,
Idea Originator
Hannah Fairweather,
Producer / Project Manager



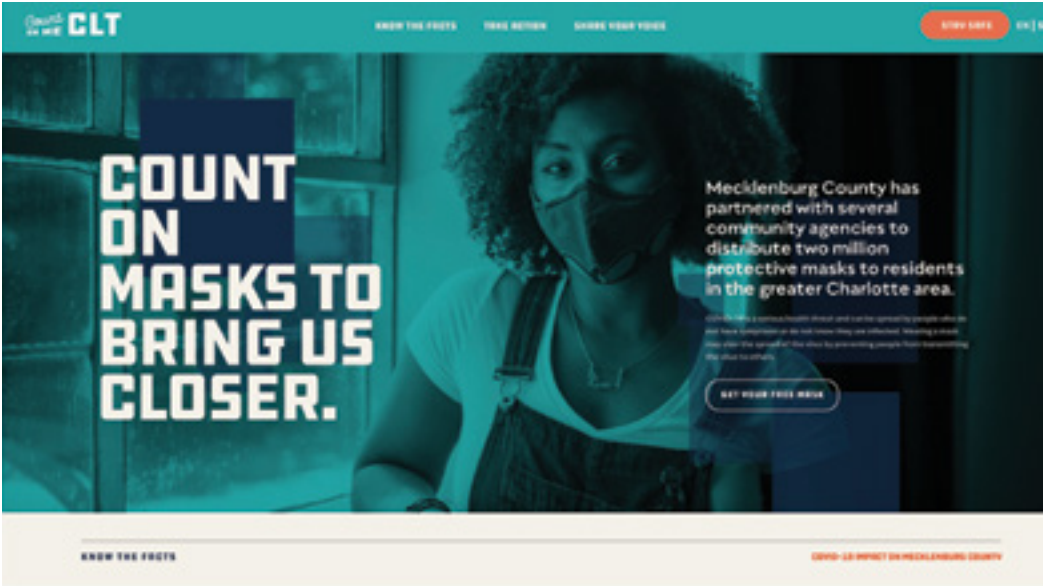
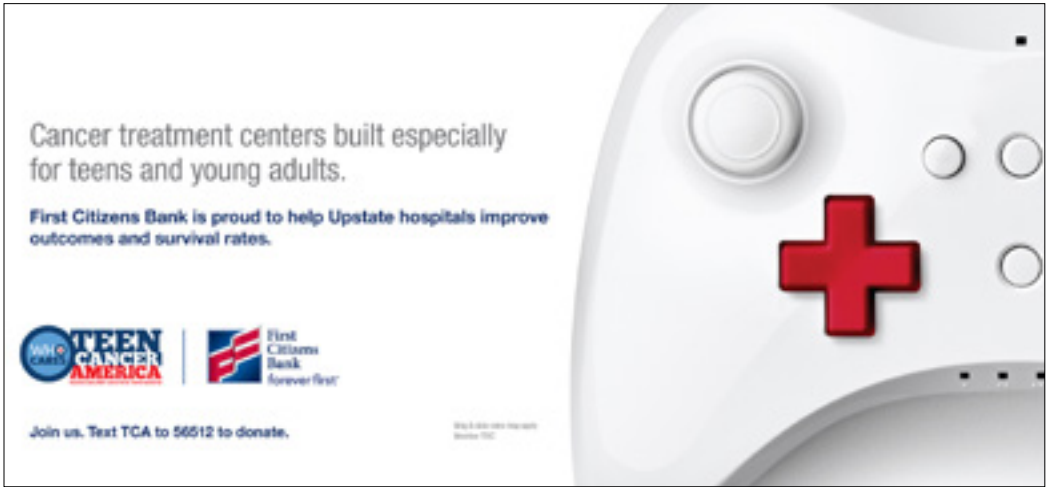


Print
Corporate Social
Responsibility
Print Advertising

**100% TEEN.
0% CANCER.**

LUQUIRE GEORGE
ANDREWS

Glen Hilzinger, CCO
Todd Aldridge, Executive
Creative Director / Art Director
Ryan Coleman, GCD / Writer
Black Horse Studio,
Photographer
Scott Gilmore, Director
of Travel and Rec Brands
Amanda Clark,
Account Supervisor

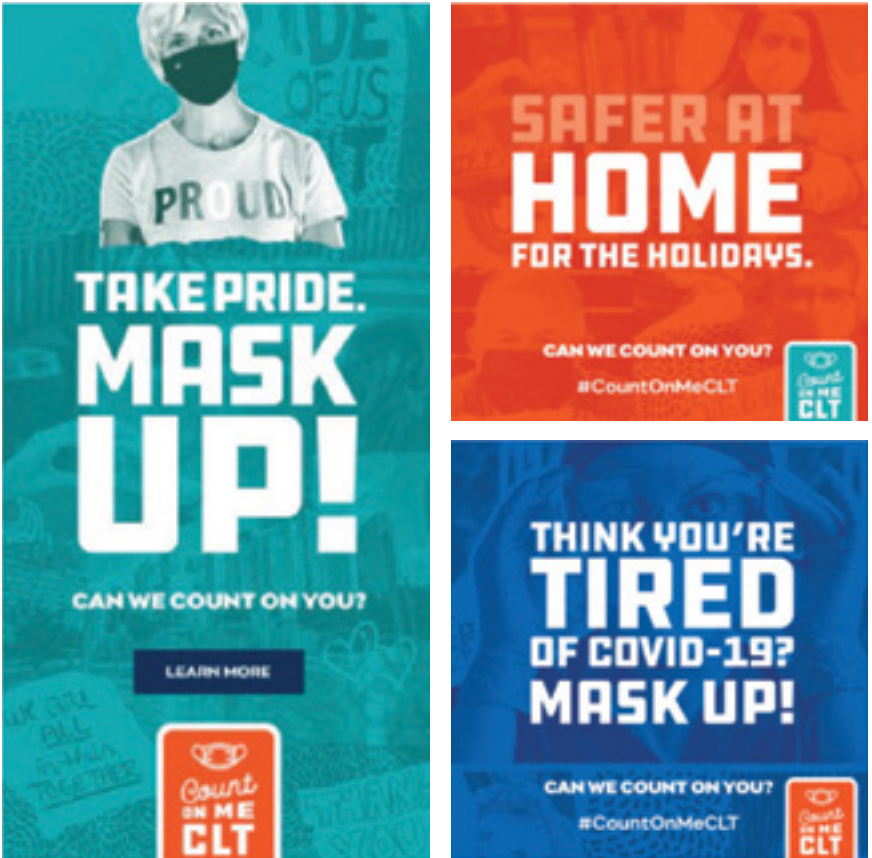


Online / Interactive
Pro Bono Online /
Interactive Campaign

**COUNT ON
ME CLT**

WRAY WARD

Heather Dumford, ACD
Barbara Birge, Senior Writer
Jason Gammon, Senior Designer
Michael Noland, Designer
David Adams, Photographer
Jennifer Appleby, CCO
Lewis Dameron,
Cinematographer
Devon Newton,
Senior Producer
Chelsea Gorlaski,
Production Coordinator





Film, Video & Sound
Pro Bono Online

HOPE GALA – FUND A CURE

CARAVAN



COVID-19



Wait 6 feet apart



Film, Video & Sound
Corporate Social
Responsibility Campaign

CONE HEALTH

COVID-19 PSAS

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Mark Fisher,
Creative Director
Wendy Parker,
SVP Group Account Director
Macie Heintz,
Account Director
Morgan Brown,
Account Supervisor
Carter Comer,
Senior Planner
Joyride,
Production Company
Aaron Putnam,
Executive Producer
Parker Littleton, Editor
Ally MacNichol,
Production Manager
Josh Malchuk,
Senior Designer
Alex Liebold,
Design Director

CROSS
PLATFORM



SILVER

MYTHIC

W/YOU | INTEGRATED ADVERTISING CAMPAIGNS | LOCAL | CONSUMER CAMPAIGN

TOMBRAS GROUP

KID'S DREAMS | INTEGRATED ADVERTISING CAMPAIGNS | LOCAL | CONSUMER CAMPAIGN

BOONEOAKLEY

DESTIN-FORT WALTON BEACH | INTEGRATED ADVERTISING CAMPAIGNS | REGIONAL / NATIONAL
CONSUMER CAMPAIGN

WRAY WARD

HURST JAWS OF LIFE - BE UNSTOPPABLE | INTEGRATED ADVERTISING CAMPAIGNS
REGIONAL / NATIONAL | CONSUMER CAMPAIGN

UNION

VOLVO TRUCKS VHD LAUNCH | CROSS PLATFORM | ONLINE / INTERACTIVE CAMPAIGN

UNION

HARBOR | INTEGRATED BRAND IDENTITY CAMPAIGN

UNION

ARTZA | INTEGRATED BRAND IDENTITY CAMPAIGN

WRAY WARD

ONE INDEPENDENCE CENTER | INTEGRATED BRAND IDENTITY CAMPAIGN



GOLD

THE PLAID PENGUIN

HARRIET'S HAMBURGERS | INTEGRATED BRAND IDENTITY CAMPAIGN

LUQUIRE GEORGE ANDREWS

COUNT ON ME NC | INTEGRATED ADVERTISING CAMPAIGNS
CONSUMER REGIONAL / NATIONAL

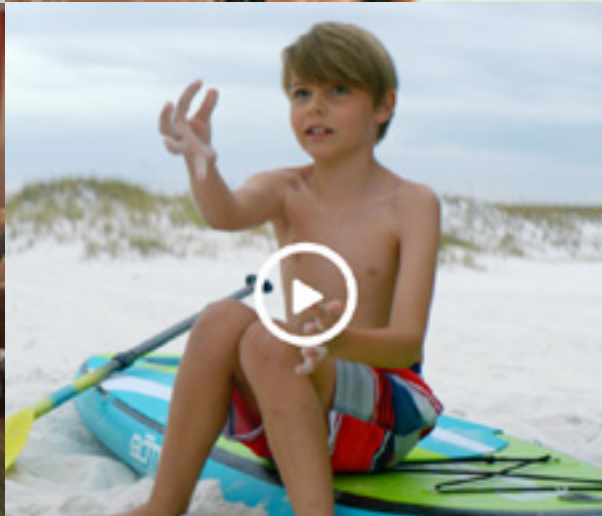
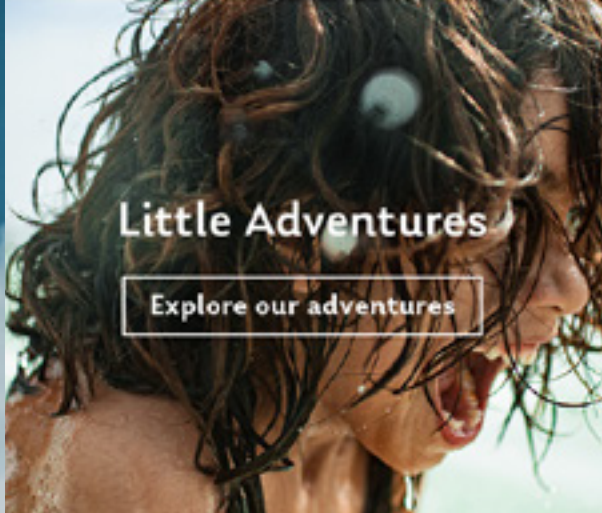


Integrated Advertising
Campaigns Local
Consumer Campaign

w/YOU

MYTHIC

Lee James,
Chief Creative Officer
David Olsen,
Executive Creative Director
Mark Fisher, Creative Director
Andrea Nordstrom, ACD
Spencer Towler,
Senior Art Director
Heather Haley,
Agency Producer
Rachel Cobb, SVP Director
of Strategy & Planning
Carter Comer, Senior Planner
Wendy Parker, SVP Group
Account Director
Michael Mobley,
Management Supervisor
Morgan Novak, Senior
Account Executive
Chirp, Production
Company



Integrated Advertising
Campaigns
Regional / National
Consumer Campaign

**DESTIN-FORT
WALTON BEACH**

BOONEOAKLEY

David Oakley,
Creative Director
Laura Knight Beebe,
Art Director
Mary Gross,
Senior Copywriter
Danica Walker, Producer
Kristianne Riddle,
Photographer
Latina, Digital Artist
South, Music Design
GET Creative,
Production Company
The Company Man, Edit



Integrated Advertising
Campaigns Local
Consumer Campaign

ATRIUM HEALTH
KID'S DREAMS
TOMBRAS GROUP

Clay Prewitt,
VP / Creative Director
Kym Stone,
Associate Creative Director
Ellen Huffman,
Sr. Art Director
Josh Fahey,
Sr. Copywriter
Caitlin Smichowski,
Art Director
Elastic Pictures,
Animation
Auralation Studios,
Music
Groundcrew Studios,
Voiceover



Integrated Advertising
Campaigns
Regional / National
Consumer Campaign

**HURST JAWS
OF LIFE – BE
UNSTOPPABLE**

WRAY WARD

Jason Gammon,
Senior Designer
Scott Ellmaker,
Senior Copywriter
John Roberts, ECD
Devon Newton,
Senior Producer
Chris Williams, CD Motion
Chelsea Gorlaski,
Production Coordinator
Griffin Glaze,
Motion Graphics

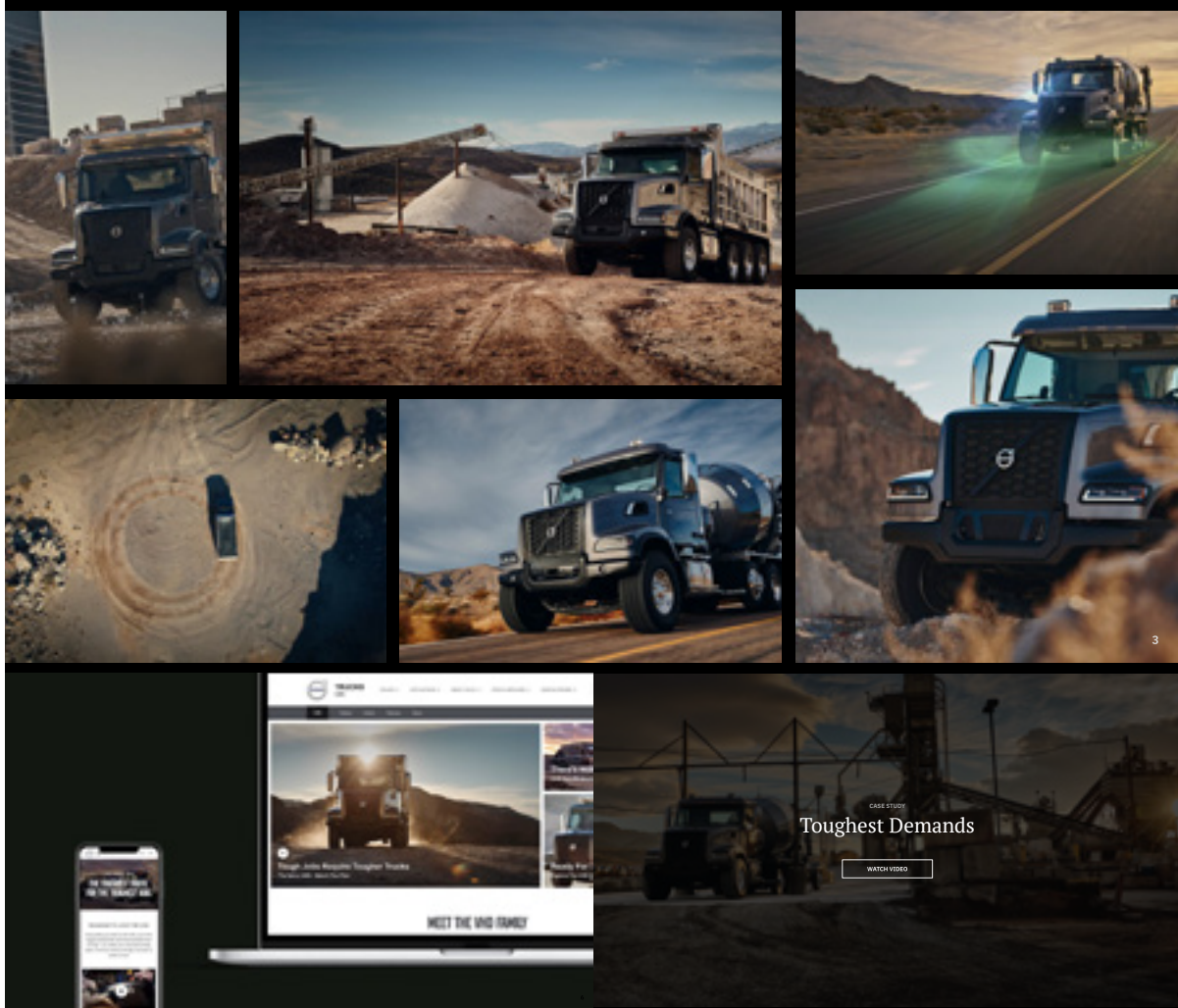


Online / Interactive
Campaign

VOLVO TRUCKS VHD LAUNCH

UNION

Kevin Larson, Studio Director
Matt Taylor, Creative Director
Megan Carrigan,
Strategy Director
Lisa Neal, Art Director
Jay Flood, Sr. Designer
Adam Ballweg, Creative
Caleb Roenigk, Motion
Designer
John Pope, Copy Lead
Katie Toussaint, Copywriter
Allie Robbe, Programmatic
& Paid Social Supervisor
Chace Black, Account
Supervisor
Caroline Robinson,
Delivery Manager
Emily Ayers, Delivery Manager
Riley Strong, Studio Producer
Elaina Moore, Social Supervisor



Integrated Brand
Identity Campaign

ARTZA

UNION

Melanie Pearl,
Account Director
Lisa Murphy Neal,
Sr. Art Director
Matt Taylor,
Creative Director
Kara Sanborn,
Designer
Kayleigh Pfister,
Delivery Manager
John Pope,
Copy Lead
Katie Toussaint,
Sr. Copywriter



Integrated Brand
Identity Campaign

HARBOR

UNION

Melanie Pearl,
Account Director
Lisa Murphy Neal,
Sr. Art Director
Matt Taylor,
Creative Director
Coard Miller,
Art Director
Mallory Starnes,
UX Lead
Kayleigh Pfister,
Delivery Manager
John Pope,
Copy Lead

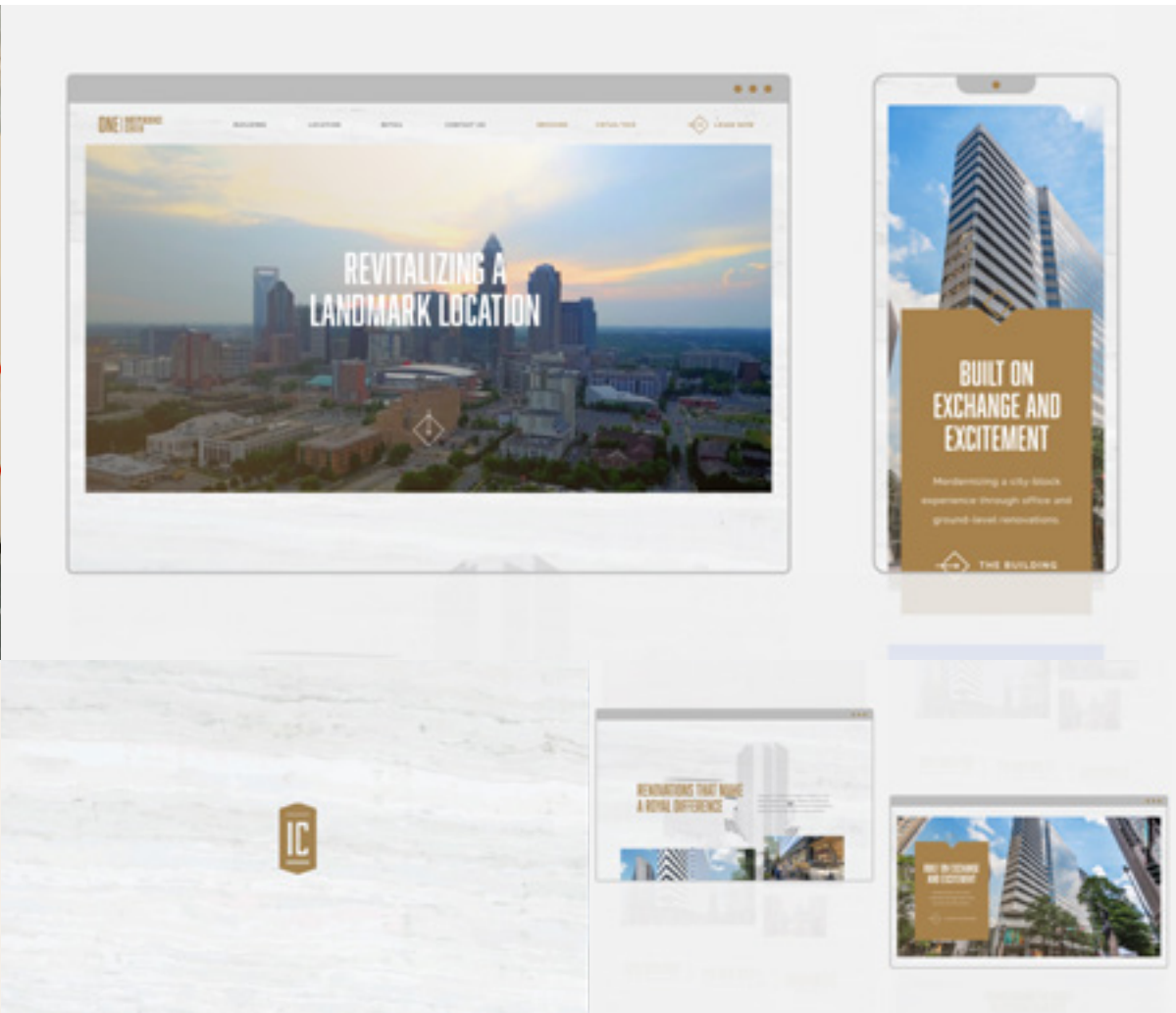


Integrated Brand
Identity Campaign

ONE INDEPENDENCE CENTER

WRAY WARD

John Roberts, ECD
Jon Vargas, Designer
Brandon Scharr,
Senior Designer
Kennedy Vaughan,
Project Manager
Findley Merrit,
Copywriter





Integrated Brand
Identity Campaign

HARRIET'S HAMBURGERS

THE PLAID PENGUIN

Joe Haubenhofer,
Creative Director
Blandine Mathieu,
Designer
Alyssa Gardner,
Designer
Brian Southwick,
Architect
Hannah Grau,
Architect



Integrated Advertising
Campaigns
Consumer Regional /
National

COUNT ON ME NC

LUQUIRE GEORGE
ANDREWS

Glen Hilzinger, CCO / Writer
Todd Aldridge, Executive
Creative Director / Art Director
Jon Cain, GCD / Art Director
Ryan Coleman, CGD / Writer
Katie Fisher, Senior Writer
Hannah Fairweather,
In-House Producer
Halle Griffie, Producer
Meg Jokinen,
Senior Account Director
Scott Gilmore, Director
of Travel and Rec Brands
Michelle Murdoch,
Account Supervisor
Lisa Purpura,
Director of Media
Carolyn Hulbert,
Director of Digital Media
Pysop, Animation
Production House



STUDENT AWARDS

LAURA KNIGHT BEEBE

BooneOakley
Art Director
Charlotte, NC
laurak@booneoakley.com

IAN VARRASSI

MODE.
Creative Director
Charlotte, NC
ian@madebymode.com

LAURIE DONATO

MOWER
Associate Creative Director
Charlotte, NC
ldonato@mower.com

SILVER



ELEANOR FENTIMAN

NATURAL DRAGON FRUIT JUICE SERIES | SALES & MARKETING | PRODUCT OR SERVICE SALES PROMOTION | PACKAGING

THALIA BASTIDAS

KRAFTED KIWI PACKAGING | SALES & MARKETING | PRODUCT OR SERVICE SALES PROMOTION PACKAGING

SARA DIAZ

COCONAM | CROSS-PLATFORM | INTEGRATED BRAND IDENTITY CAMPAIGN

GOLD



ELEANOR FENTIMAN

THE LIFE AQUATIC | SALES & MARKETING | COLLATERAL MATERIAL | PUBLICATION DESIGN

KIRSTEN OSTREA

FARMER'S MARKET | OUT OF HOME & AMBIENT MEDIA | OUT-OF-HOME | POSTER CAMPAIGN

ALINA ZHUPIKOV

THE WALDHORN | CROSS-PLATFORM | INTEGRATED BRAND IDENTITY CAMPAIGN

THE STUDENT FUND IS GENEROUSLY SUPPORTED BY



AAF Charlotte would like to thank all of the agencies that donated to the Student Fund this year. The donations to the Student Fund go to supporting the student entries and towards the District 3 AES which supports students in the National Student Advertising Competition.



Sales & Marketing
Product or Service Sales
Promotion Packaging

**NATURAL
DRAGON FRUIT
JUICE SERIES**

ELEANOR FENTIMAN

School:
Winthrop University

Advisor:
Jesse Weser,
Design Professor



Sales & Marketing
Product or Service Sales
Promotion Packaging

**KRAFTED KIWI
PACKAGING**

THALIA BASTIDAS

School:
Winthrop University

Advisor:
Jesse Weser,
Design Professor



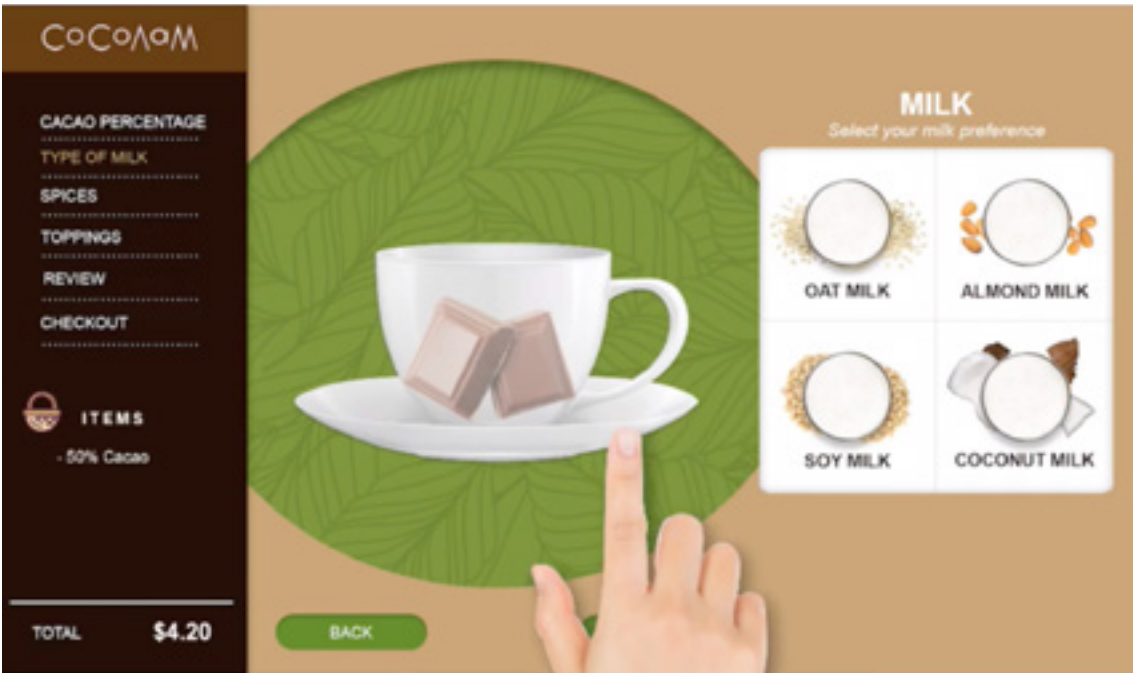
Cross-Platform
Integrated Brand
Identity Campaign

COCONAM

SARA DIAZ

School:
Queens University of Charlotte

Advisor:
Melissa Gamez,
Assistant Professor of Design



Sales & Marketing
Collateral Material
Publication Design

**THE LIFE
AQUATIC**

ELEANOR FENTIMAN

School:
Winthrop University

Advisor:
Jesse Weser,
Design Professor



Out Of Home &
Ambient Media
Poster Campaign

**FARMER'S
MARKET**

KIRSTEN OSTREA

School:
NC State University

Advisor:
Kathleen Fenner,
Design Professor



Cross-Platform
Integrated Brand
Identity Campaign

THE WALDHORN

ALINA ZHUPIKOV

School:
UNC Charlotte

Advisor:
Robert Campbell,
Design Professor



BEST OF PRINT

STUDENT



Sales & Marketing
Collateral Material
Publication Design

THE LIFE AQUATIC

ELEANOR FENTIMAN

School:
Winthrop University

Advisor:
Jesse Weser,
Design Professor



BEST OF SHOW

STUDENT



Cross-Platform
Integrated Brand
Identity Campaign

THE WALDHORN

ALINA ZHUPIKOV

School:
UNC Charlotte

Advisor:
Robert Campbell,
Design Professor



SPECIAL AWARD



SPECIAL

WRAY WARD – BEST OF PRINT

THE BLUFF MAGAZINE SPRING / SUMMER 2020 | SALES & MARKETING | COLLATERAL MATERIAL
PUBLICATION DESIGN | MAGAZINE DESIGN

LUQUIRE GEORGE ANDREWS – BEST OF COPYWRITING

COUNT ON ME NC – BATHROOM | OUT-OF-HOME & AMBIENT MEDIA | GUERRILLA MARKETING

CARAVAN – BEST OF VIDEO

THE CLOUD | ELEMENTS OF ADVERTISING | ANIMATION, SPECIAL EFFECTS OR MOTION GRAPHICS / CGI

MYTHIC – BEST OF CINEMATOGRAPHY

W/YOU SAMUEL | FILM, VIDEO & SOUND | LOCAL TELEVISION COMMERCIAL :30 SECONDS

LUQUIRE GEORGE ANDREWS – THE MOSAIC AWARD

GAL | PUBLIC SERVICE | SALES & MARKETING | CORPORATE SOCIAL RESPONSIBILITY MARKETING
& SPECIALTY ADVERTISING

WRAY WARD – CHARLOTTE APPRECIATION AWARD

COUNT ON ME CLT | PUBLIC SERVICE | PRO BONO ONLINE / INTERACTIVE CAMPAIGN

BOONEOAKLEY – JUDGE'S CHOICE

DESTIN-FORT WALTON BEACH | PRINT ADVERTISING | MAGAZINE ADVERTISING CAMPAIGN

WRAY WARD – JUDGE'S CHOICE

THE BLUFF MAGAZINE FALL / WINTER 2020 | SALES & MARKETING | COLLATERAL MATERIAL
PUBLICATION DESIGN | MAGAZINE DESIGN

LAWTONMILES – JUDGE'S CHOICE

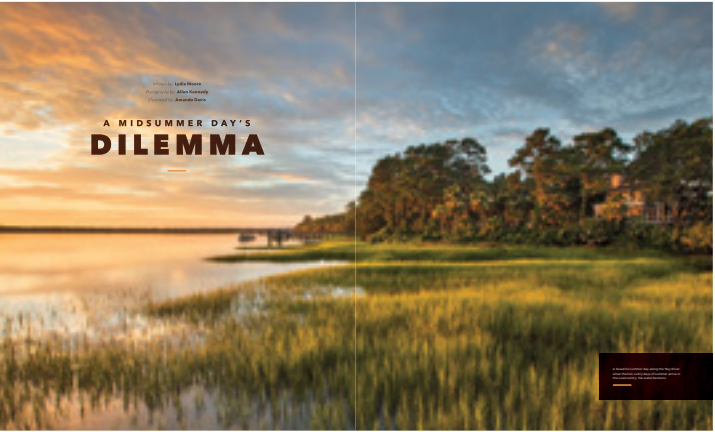
OFF BROADWAY SHOES SPRING / SUMMER | ONLINE / INTERACTIVE | SOCIAL MEDIA CAMPAIGN

LUQUIRE GEORGE ANDREWS – BEST OF SHOW

COUNT ON ME NC | CROSS PLATFORM | INTEGRATED ADVERTISING CAMPAIGNS
CONSUMER REGIONAL / NATIONAL



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85	THE BLUFF MAGAZINE		
90	THE BLUFF MAGAZINE		



Sales & Marketing | Collateral Material
Publication Design | Magazine Design

THE BLUFF MAGAZINE SPRING / SUMMER 2020

WRAY WARD

Heather Dumford, ACD
Katie Gates, Designer
Amanda Davis, Designer and Illustrator
Becky Jollensten, Production Artist

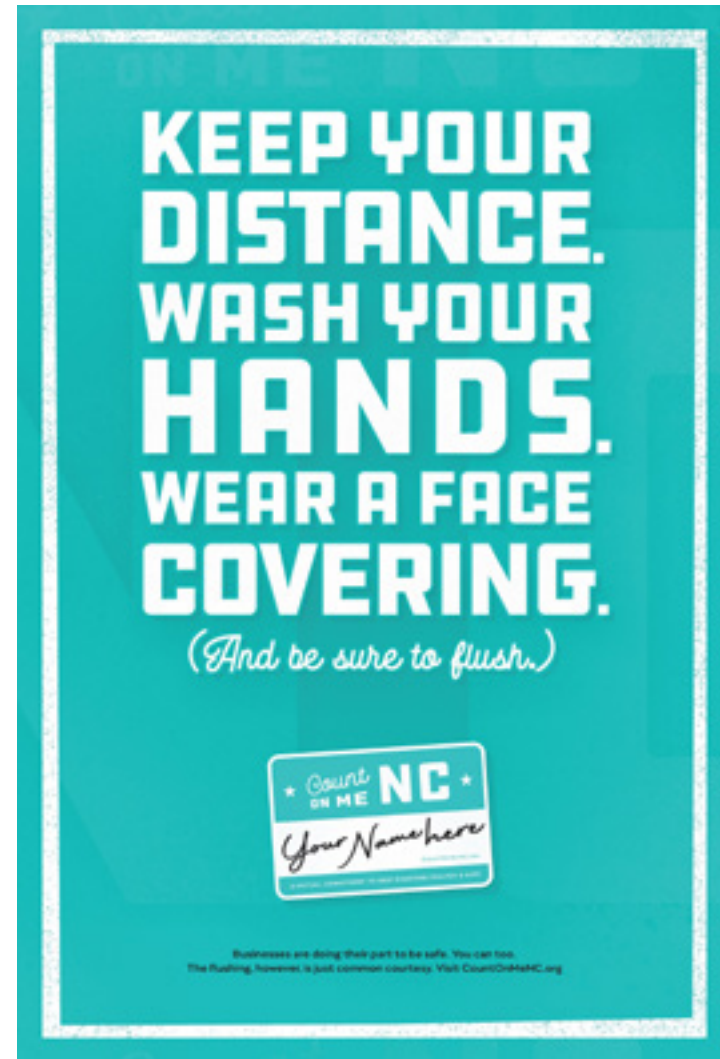


Out-Of-Home & Ambient Media
Guerrilla Marketing

COUNT ON ME NC – BATHROOM

LUQUIRE GEORGE ANDREWS

Glen Hilzinger, CCO / writer
Todd Aldridge,
Executive Creative Director /
Art Director
Jon Cain, GCD / Art Director
Ryan Coleman, GCD / Writer
Katie Fisher, Senior Writer
Hannah Fairweather, In-House Producer
Halle Griffee, Producer
Meg Jokinen, Senior Account Director
Scott Gilmore, Director of Travel
and Rec Brands
Michelle Murdoch, Account Supervisor
Lisa Purpura, Director of Media
Carolyn Hulbert, Director of Digital Media
Psyop, Animation Production House
Igor + Valentine, Animators
Project X, Media Agency
Amanda Bingham, Director & Client
Development (Project X)
Mike Goodrich, Director & Production
(Project X)
All Points Media, Media Vendor
Mandy Little, National Account Director
(All Points Digital)
Amber Music, Music Production House





Elements of Advertising | Animation
Special Effects or Motion Graphics / CGI

SEAGATE

THE CLOUD

CARAVAN

Bernardo Marentes,
Creative Director
Jon Muedder,
Executive Producer

BEST OF VIDEO

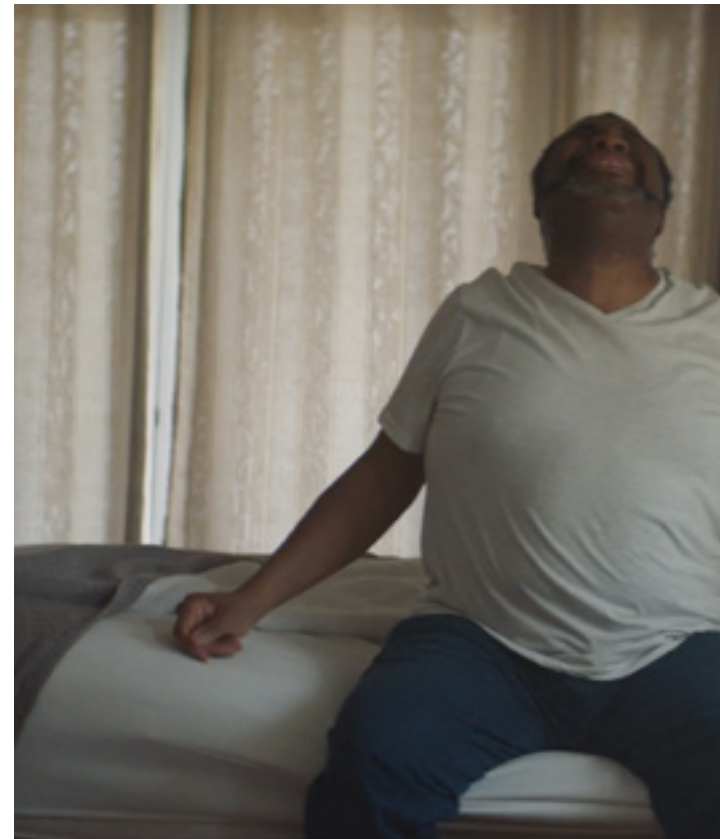


Film, Video & Sound | Local Television
Commercial :30 Sec

W/YOU SAMUEL

MYTHIC

Lee James, Chief Creative Officer
David Olsen, Executive Creative Director
Mark Fisher, Creative Director
Andrea Nordstrom, ACD
Spencer Towler, Senior Art Director
Heather Haley, Agency Producer
Rachel Cobb, SVP Director of Strategy & Planning
Carter Comer, Senior Planner
Wendy Parker, SVP Group Account Director
Michael Mobley, Management Supervisor
Morgan Novak, Senior Account Executive
Chirp, Production Company
Louis Sutherland, Director
Marty Williams, Director of Photography
Breigh Sutherland, Line Producer





Public Service | Sales & Marketing
Corporate Social Responsibility Marketing
& Specialty Advertising

GAL

LUQUIRE GEORGE ANDREWS

Peggy Brookhouse, President
Glen Hilzinger, CCO
Todd Aldridge, Executive Creative Director /
Art Director
JJ Jones, GCD / Writer
Joseph Robba, Idea Originator
Hannah Fairweather,
Producer / Project Manager



Public Service | Online / Interactive
Pro Bono Online / Interactive Campaign

COUNT ON ME CLT

WRAY WARD

Heather Dumford, ACD
Barbara Birge, Senior Writer
Jason Gammon, Senior Designer
Michael Noland, Designer
David Adams, Photographer
Jennifer Appleby, CCO
Lewis Dameron, Cinematographer
Devon Newton,
Senior Producer
Chelsea Gorlaski,
Production Coordinator





You can't stand on the sidelines in a place where there are none.

BLAINE LOYD

JUDGE'S CHOICE



Print Advertising
Magazine Advertising Campaign

**DESTIN-FORT WALTON
BEACH**

BOONEOAKLEY

David Oakley, Creative Director
Laura Knight Beebe, Art Director
Mary Gross, Senior Copywriter
Kristianne Riddle, Photographer
Latina, Digital Artist

MICHAEL RIVERA

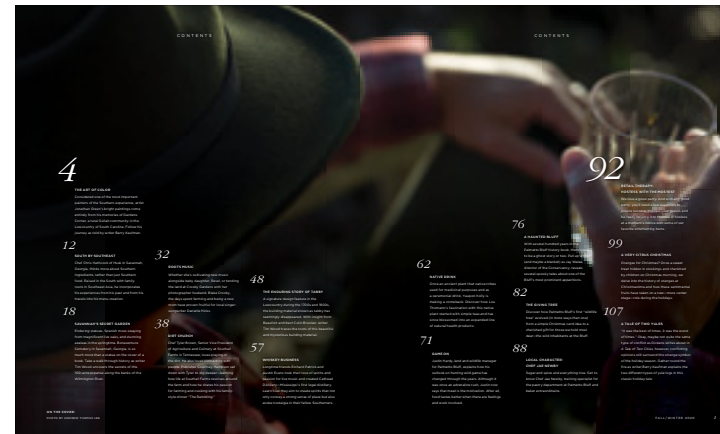


Sales & Marketing | Collateral Material
Publication Design | Magazine Design

THE BLUFF MAGAZINE FALL / WINTER 2020

WRAY WARD

Heather Dumford, ACD
Katie Gates, Designer
Amanda Davis, Designer / Illustrator
Becky Jollensten, Production Artist





GIOVANNY GUTIERREZ

JUDGE'S CHOICE



Online / Interactive | Social Media Campaign

OFF BROADWAY SHOES SPRING / SUMMER

LAWTONMILES

Sully Sullivan, Photographer / Co - Director
Adam Lawton Boozer, DP / Co - Director
Adrienne Johnson, Creative Director



Cross Platform
Integrated Advertising Campaigns
Consumer Regional / National

COUNT ON ME NC

LUQUIRE GEORGE ANDREWS

Glen Hilzinger, CCO / Writer
Todd Aldridge, Executive Creative Director / Art Director
Jon Cain, GCD / Art Director
Ryan Coleman, CGD / Writer
Katie Fisher, Senior Writer
Hannah Fairweather, In-House Producer
Halle Griffie, Producer
Meg Jokinen, Senior Account Director
Scott Gilmore, Director of Travel and Rec Brands
Michelle Murdoch, Account Supervisor
Lisa Purpura, Director of Media
Carolyn Hulbert, Director of Digital Media
Pysop, Animation Production House
Igor + Valentine, Animators
Project X, Media Agency
All Points Digital, Media Vendor (Bathroom)
Vector Media, Media Vendor (Train)
Orange Barrel, Media Vendor (6 Feet Apart)
Amber Music, Music Production House
Swych, Graffiti Artist





EVERYONE AT GROUNDCREW SOUND
WOULD LIKE TO CONGRATULATE THIS YEAR'S WINNERS
AND THANK YOU FOR ALL YOUR SUPPORT.



GROUNDCREWSOUND.COM



**coworking
in charlotte, nc**

3rd ward. » 809 w hill St, suite c
camp north end. » 330 camp rd
jay st. » 1026 jay St
music factory. » 1000 music factory blvd
west charlotte. » 2128 remount rd, suite b

hygge
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HOO-GA

wearehygge.com



Hot Glass Alley is a hot glass, art business, owned by artist, Jacob “Jake” Pfeifer. Jake has just opened his new gallery and studio at 438 Atando Avenue in Charlotte. Jake is an aspiring, American artist; among the next generation of craftsmen working with their hands; carrying forward glass making traditions that are thousands of years old.

HGA
HOT GLASS ALLEY, LLC
HotGlassAlley.com

FROM THE TEAM AT ACTION GRAPHICS,
**CONGRATULATIONS
TO ALL THE WINNERS.**

ACTION
GRAPHICS

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2020 CHARLOTTE AMERICAN ADVERTISING AWARDS