be Creative

WINNERS BOOK

2021 American Advertising Awards
Sponsored by the AAF, the American Advertising Awards 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 ADDY winners.

Bradlee Colburn, Chair
Mark Barry
Charlie Callari
Frank Farrar
Kaly Glass
Kellie Hensley
Julie Mann

Amy Martin
Michele Massey
Jenni Miesse
Michael Nix
Jenn Rodrigues
Rebecca Royen

Kaley Martin
Motion Design

Tabitha Bostick
Voicemail

Chad Haynie
Angie Hughes
Julie Salter
The AAF Players

Bradlee Colburn
Kellie Hensley
Rebecca Royen
Winner’s Reel & Book
Meet the Judges

Cher Cornett
EAST TENNESSEE STATE UNIVERSITY

Cher Cornett has been working professionally as a graphic designer and illustrator for over 25 years and has been involved in developing interactive multimedia products for over 15 years, including pioneering work in interactive instructional product design at Florida State University. Prior to coming to ETSU, she has owned and operated CC Design, a mid-sized design and multimedia studio in Tallahassee, FL; chaired the Graphic Arts Technology program at State Tech at Memphis where she built one of the first interactive multimedia programs in a 2-year college; and coordinated and taught in the Interactive Multimedia Masters Degree Program at Southern Illinois University. Her research interests include the history of digital media art, interactive storytelling, and computer-based interactive instruction for K-12. Cher is certified in Adobe Photoshop, is a member of ACM SIGGRAPH and the International Digital Media Arts Association, and is on the register of Judges for the American Advertising Federation American Advertising Awards Competitions.

Eric Guth
MCARRYBOWEN

After being upset that his Intro to Advertising class was cancelled one morning freshman year, Eric knew exactly what he wanted to do for a living. He has since graduated from the University of Illinois and Chicago Portfolio School and worked for DDB and VMLY&R. You can currently find him at home working for Mcgarrybowen on Hidden Valley Ranch, Reese’s, Kingsford, and Olive Garden.
Meet the Judges

Elizabeth Rogers
CHERNOFF NEWMAN

While art direction and design are what normally keep Elizabeth busy at Chernoff Newman, her analytical side pushes ideas until they click both strategically and conceptually. She works with a range of clients, including Piggly Wiggly, Florida Department of Ag, South Carolina Department of Agriculture, Riverbanks Zoo, Dayton Power & Light, BlueCross BlueShield of SC and Medical University of South Carolina. She craves the variety of the work - both in range of clients and types of projects - from logos and branding to TV, web, video, digital, social, ambient - the list grows every year.

Throughout her 15+ year career, she's racked up a slew of awards but truly cherishes the memories made creating the work and the impact it's all had for clients.

David McKay
OLIVER RUSSELL

I feel like I have had almost every position possible for a graphic designer — from t-shirt design to editorial design to jr. art director at an ad agency in NYC ascending to creative director in that same agency in our Seattle location to remote creative director for that same agency to design/branding agency partner to ux designer to sr. visual designer to creative director of an innovation lab at a global software company to design thinking coach to business process consultant.

Contained between the lines of that run on sentence lies a keen and abiding empathy for we humans, who in the onslaught of clamoring voices vying for our attention and income are struggling to hang onto our humanity and find simple value, meaning and, even joy in the daily encounters with the world we have fabricated. This is where design takes the lead. This is where we get to humbly exercise the privilege of making a difference and to gently embrace the responsibilities that come with the title "designer."
GOLD & SILVER
Professional Awards
MINERVA INVITATION
DONE FOR THE UNIVERSITY OF ALABAMA

Ryan Bradley, Interim VP of Strategic Communications
Austin Dare, Director of Design & Production
Anita Sears, Assistant Director of Design & Production
Savannah Cleckler, Graphic Designer
Kevin Van Hyning, Graphic Designer
FILM, VIDEO, & SOUND // TELEVISION ADVERTISING - SINGLE SPOT.30
WHERE LEGENDS ARE MADE 5.0
DONE FOR THE UNIVERSITY OF ALABAMA

Ryan Bradley, Interim VP of Strategic Communications
John Lassiter, Director of Broadcast Production
Justin Beatty, Assistant Director of Broadcast Production
Kaley Martin, Broadcast Producer
cain Shore, Broadcast Producer
Chris Largin, Broadcast Producer and Editor
Chase Martin, Broadcast Producer and Editor
University of Alabama Museums

OUT-OF-HOME & AMBIENT MEDIA CATEGORY FOR AMBIENT MEDIA – MULTIPLE INSTALLATIONS
FOR DISCOVERING ALABAMA EXHIBIT
DONE FOR UNIVERSITY OF ALABAMA MUSEUMS

Reata Strickland, Discovering Alabama Art Director
Dr. Doug Phillips, Executive Producer and Host of Discovering Alabama
Pam Sloan, Discovering Alabama Education Outreach Coordinator
Heather Hamilton, Discovering Alabama Program Assistant
Dr. William Bomar, Executive Director, University of Alabama Museums
Dr. John P. Friel, Director, Alabama Museum of Natural History
JOIN US
JoinTuscaloosaPD.com

IGNITING THE FLAME FOR A BETTER TOMORROW.

JOIN US

At the Tuscaloosa Police Department, we are building a better tomorrow for our city, our community, and our officers alike. A career built on opportunity, the Tuscaloosa Police Department offers a wide variety of specialties including investigations, SWAT, K-9, bomb squad, cyber security and more. Enjoy the benefits of living in one of the most innovative and fastest growing cities in the state, while creating a legacy that will last a lifetime.

CROSS PLATFORM // INTEGRATED BRANDED CONTENT CAMPAIGN - LOCAL
TPD RECRUITMENT CAMPAIGN
DONE FOR TUSCALOOSA POLICE DEPARTMENT

Richard Rush, Communications Director
Kevin Lake, Communications Specialist
Donald Malone, Webmaster
Alex House, Communications Specialist
For school. For sports. For grandparents. For teachers. For friends. Wearing a mask is a simple thing you can do to help stop the spread of Covid-19 in our community. Show your kids how they can help.

For you. For me. For Tuscaloosa.

Content taken from Huff Post, “How To Get Your Kids To Wear Face Masks During The Coronavirus Pandemic” by Catherine Pearson, May 26, 2020. Full article linked in profile.

#masksfortuscaloosa #wearingiscaring #maskup #mymaskisfor #fortuscaloosa #stopthespread #wereinthistogether #covid19

For grocery shopping. For public transport. For doctor’s appointments. For physically-distant socializing. For dining al fresco. Brush up on proper techniques for handling your masks in order to maximize their effectiveness.

For you. For me. For Tuscaloosa.

Content taken from Hopkins Medicine online, “Coronavirus: How to Care for Your Mask” reviewed by Lisa Lockerd Maragakis, M.D., M.P.H. Full article linked in profile.

#masksfortuscaloosa #wearingiscaring #maskup #mymaskisfor #fortuscaloosa #stopthespread #wereinthistogether #covid19

“TO COVER, OR NOT TO COVER? THAT IS THE QUESTION. NOT JUST A QUESTION, IN FACT, BUT A DIVISIVE ISSUE THAT HAS LED TO PROTESTS IN SOME PARTS OF THE WORLD – MOST NOTABLY IN THE UNITED STATES – AND EXPLOSIONS OF FAKE NEWS ON THE INTERNET.” Dispell widespread myths about mask-wearing with science and medicine-based facts.

For you. For me. For Tuscaloosa.

Content taken from World Economic Forum online, “5 myths about face masks under the microscope” by Sam Fleming. Full article linked in profile.

#masksfortuscaloosa #wearingiscaring #maskup #mymaskisfor #fortuscaloosa #stopthespread #wereinthistogether #covid19
SALES & MARKETING // DIRECT MARKETING – SPECIALTY ADVERTISING

HANDMADE FAUX SUCKER TROPHIES
DONE FOR DEPARTMENT OF ART/MISSISSIPPI STATE UNIVERSITY

Cassie Hester, Freelance Designer & Illustrator
The University of Alabama

ONLINE/INTERACTIVE // SOCIAL MEDIA CAMPAIGN
CRIMSON CARVING CONTEST
DONE FOR THE UNIVERSITY OF ALABAMA

Jennifer Rodrigues, Director of Brand Strategy
Olivia Ann Hodges, Social Media Specialist
Mallori Hudgins, Social Media Specialist
Jatensia Calhoun, Social Media Specialist
Kaley Martin, Broadcast Producer
Savannah Cleckler, Graphic Designer
SALES & MARKETING // COLLATERAL MATERIAL, BROCHURE - SINGLE UNIT

ADMISSIONS TRAVEL PIECE
DONE FOR THE UNIVERSITY OF ALABAMA

Ryan Bradley, Interim VP of Strategic Communications
Jimmy Hart, Director of Marketing
Austin Dare, Director of Design & Production
Zach Riggins, Director of Photography
John Lassiter, Director of Broadcast Production
Anita Sears, Assistant Director of Design & Production
Frances Putman, Marketing Manager II
Elisa Johnson, Content Marketing Coordinator
Shelden Clowers, Marketing Strategist
Chad Haynie, Marketing Manager II
Jessica Wilkerson, Marketing Strategist
Matthew Wood, Photographer
Mary Kathryn Carpenter, Photographer
Justin Beatty, Assistant Director of Broadcast Production
Chase Martin, Broadcast Producer and Editor
Sean Shore, Broadcast Producer
The University of Alabama

MATTHEW BERGER TRAVEL PIECE VIDEO
DONE FOR THE UNIVERSITY OF ALABAMA

Chris Largin, Broadcast Producer and Editor
Chase Martin, Broadcast Producer and Editor
Sean Shore, Broadcast Producer
Justin Beatty, Assistant Director of Broadcast Production
The University of Alabama

ELEMENTS OF ADVERTISING // VISUAL – STILL PHOTOGRAPHY – CAMPAIGN

ALUMNI SUPERHERO POSES DONE FOR THE UNIVERSITY OF ALABAMA

Ryan Bradley, Interim VP of Strategic Communications
Zach Riggins, Director of Photography
Matthew Wood, Photographer
The University of Alabama

WATCH PARTIES: WITH COACH CAPSTONE

COACH CAPSTONE: WATCH PARTIES
DONE FOR THE UNIVERSITY OF ALABAMA

John Lassiter, Director of Broadcast Production
Justin Beatty, Assistant Director of Broadcast Production
Kaley Martin, Broadcast Producer
Sean Shore, Broadcast Producer
Chris Largin, Broadcast Producer and Editor
Chase Martin, Broadcast Producer and Editor
TotalCom Marketing & Communications

SALES & MARKETING // SALES PROMOTION, PRODUCT OR SERVICE SALES PROMOTION - SALES KIT OR PRODUCT INFORMATION SHEETS

TTSC TRAVEL SUITCASE
DONE FOR TUSCALOOSA TOURISM AND SPORTS COMMISSION

Laura Lineberry, Senior Art Director
ONLINE/INTERACTIVE // BLOGS & DIGITAL PUBLICATIONS - CAMPAIGN

TCS STAGGERED LEARNING COLLATERAL
DONE FOR TUSCALOOSA CITY SCHOOLS

Candice Butterfield, Senior Art Director
Jeff Hinkle, Senior Art Director
Laura Lineberry, Senior Art Director
City of Tuscaloosa

FILM, VIDEO, & SOUND // TELEVISION ADVERTISING – SINGLE SPOT :30

TPD RECRUITMENT CAMPAIGN
DONE FOR TUSCALOOSA POLICE DEPARTMENT

Richard Rush, Communications Director
Kevin Lake, Communications Specialist
Lance Holloway, Videographer
Sarah Bridger-Gilmore, Communications Specialist

JoinTuscaloosaPD.com
City of Tuscaloosa

TPD RECRUITMENT WEBSITE DONE FOR TUSCALOOSA POLICE DEPARTMENT

Donald Malone, Webmaster
Richard Rush, Communications Director
Kevin Lake, Communications Specialist
Alex House, Communications Specialist
Sarah Bridger-Gilmore, Communications Specialist

VISIT JOINTUSCALOOSAPD.COM
Sales & Marketing

SALES PROMOTION PRODUCT OR SERVICE SALES PROMOTION – PACKAGING

NOVA BOOCH
DONE FOR THE UNIVERSITY OF ALABAMA

Rebecca DeLong, Graphic Designer
Print Advertising

MAGAZINE ADVERTISING – CAMPAIGN
FARROW & BALL: COLOUR TELLS A STORY
DONE FOR THE UNIVERSITY OF ALABAMA

Kat Best, Art Director
Nicole Zikan, Copywriter
Cross Platform

**INTEGRATED CAMPAIGNS – CONSUMER CAMPAIGN**

**FREE-SPEECH WHOPPER**

DONE FOR THE UNIVERSITY OF ALABAMA

Isabella Hardt, Art Director
Ramsey Chandler, Art Director
Rachel Williams, Art Director
Blake Rozas, Copywriter

Best of Show
VISUAL - LOGO DESIGN

**WEBER GRILLS**
DONE FOR THE UNIVERSITY OF ALABAMA

*Clay Hodge, Graphic Designer*
COLLATERAL MATERIAL // SPECIAL EVENT MATERIALS

BUFFALO BISON REBRANDING CAMPAIGN
DONE FOR UNIVERSITY OF ALABAMA

Allison Reid, Graphic Designer
Online & Interactive

ADVERTISING & PROMOTION - CAMPAIGN
SQUARESPACE: MAKE IT OFFICIAL
DONE FOR THE UNIVERSITY OF ALABAMA

Sidney Fortunato, Art Director
Julia DeVries, Copywriter

ADVERTISING & PROMOTION - CAMPAIGN
TRIP ADVISOR: EMBRACE THE KNOWN
DONE FOR THE UNIVERSITY OF ALABAMA

Chesney Jensen, Art Director
Alex Ramirez, Copywriter
TELEVISION ADVERTISING – CAMPAIGN
PYREX: MADE WITH LOVE
DONE FOR THE UNIVERSITY OF ALABAMA
Chesney Jensen, Art Director
Julia deVries, Copywriter

TELEVISION ADVERTISING – CAMPAIGN
LAND-O-LAKES: KEEP IT IN THE FAMILY
DONE FOR THE UNIVERSITY OF ALABAMA
Bryant Fortenberry, Art Director
Julia deVries, Copywriter
ILLUSTRATION - CAMPAIGN
*SLEEPING RIVALS*
DONE FOR THE UNIVERSITY OF ALABAMA

Daria Siliutina, Art Director

ART DIRECTION - SINGLE
*BARNES & NOBLE PLAYING CARDS*
DONE FOR THE UNIVERSITY OF ALABAMA

Kristen Spencer, Art Director

Elements of Advertising
Elements of Advertising

ART DIRECTION - SINGLE
THRASHER MAGAZINE PLAYING CARDS
DONE FOR THE UNIVERSITY OF ALABAMA

Bryant Fortenberry, Art Director

ART DIRECTION - SINGLE
SKYFALL TYPOGRAPHIC MOVIE POSTER
DONE FOR THE UNIVERSITY OF ALABAMA

Bryant Fortenberry, Art Director
AMERICAN ADVERTISING AWARDS