

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

// ABOUT THE AMERICAN ADVERTISING AWARDS //

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.

// 2019 ADDY COMMITTEE //

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

// SPECIAL THANKS //

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

WWW.AAFTUSCALOOSA.COM

MEET THE JUDGES



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 Adrienne and his children Wilson and Bailey.



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 bingeing 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.

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.



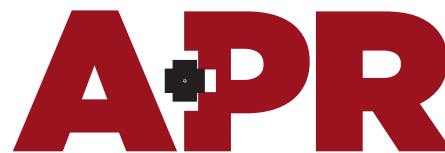
BLAKE MORRIS

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.

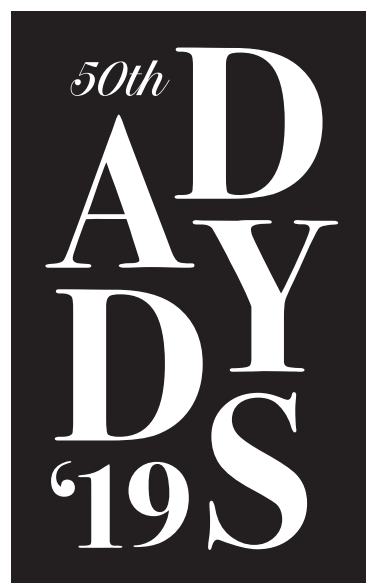
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**TABLE
SPONSORS**



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS



Division of
**Strategic
Communications**



// PRO
AWARDS
GOLD
SILVER //

MIXON DESIGN



JUDGE'S
CHOICE 
FOR
ART DIRECTION
Carol Montoto

OUT-OF-HOME & AMBIENT MEDIA // POSTER - SINGLE UNIT

KATY PERRY CONCERT POSTER

DONE FOR VERIZON ARENA

Jamie Burwell Mixon, Design and Lettering



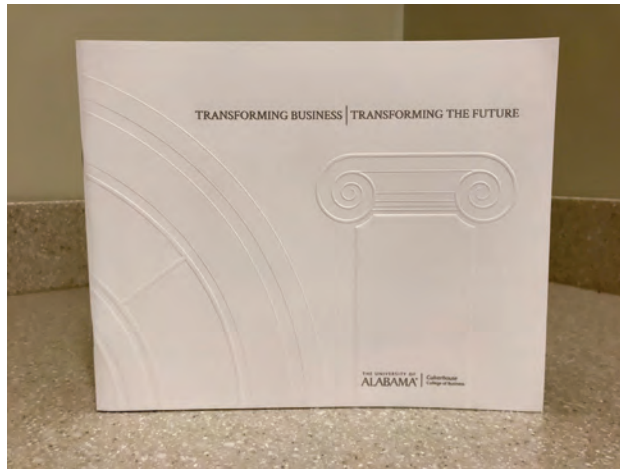
OUT-OF-HOME & AMBIENT MEDIA // POSTER - SINGLE UNIT

AVENGED SEVENFOLD CONCERT POSTER

DONE FOR VERIZON ARENA

Jamie Burwell Mixon, Design, Illustration, and Lettering

THE UNIVERSITY OF ALABAMA



SALES & MARKETING // PUBLICATION DESIGN // COVER

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

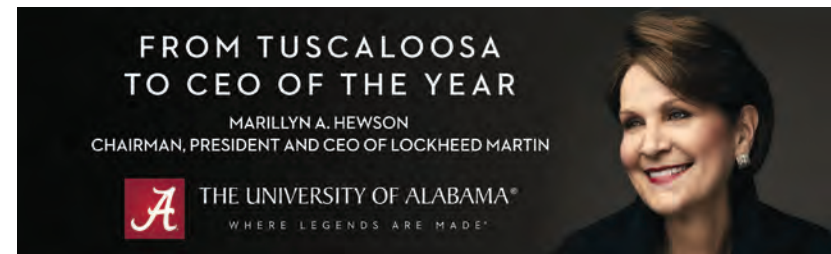
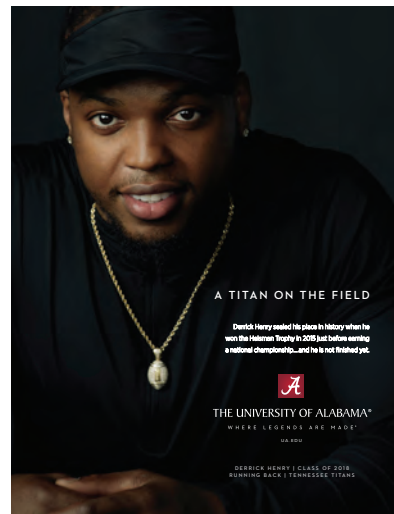
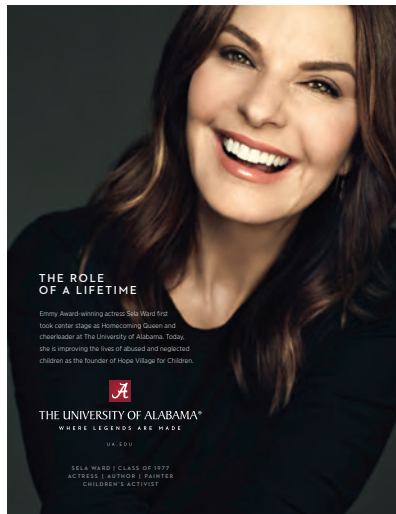
Will Boone, Broadcast Producer/Editor

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



ALABAMA FOOTBALL CREATIVE



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

**JUDGE'S
CHOICE**
Rob Hoerter



ALABAMA FOOTBALL CREATIVE



FILM, VIDEO & SOUND // BRANDED CONTENT & ENTERTAINMENT - CAMPAIGN

BAMA CUTS PROMO

DONE FOR ALABAMA FOOTBALL CREATIVE

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



FILM, VIDEO & SOUND // BRANDED CONTENT & ENTERTAINMENT - CAMPAIGN

ORANGE BOWL COUNTDOWN

DONE FOR ALABAMA FOOTBALL CREATIVE

*Jonathan King, Director of Photography
Michaia Smith, Producer and Editor*

JONATHAN CUMBERLAND ILLUSTRATION & DESIGN



STOCKTON
P I A N O T U N I N G

ELEMENTS OF ADVERTISING // VISUAL // LOGO DESIGN

STOCKTON PIANO TUNING
DONE FOR STOCKTON PIANO TUNING

Jonathan Cumberland, Graphic Designer

TOTALCOM MARKETING & COMMUNICATIONS

TUSCA**200****SA**
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

50th
AD
DY
DS
'19S

THE UNIVERSITY OF ALABAMA



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



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

2017 RESEARCH MAGAZINE DONE FOR THE UNIVERSITY OF ALABAMA

Anita Sears, Assistant Director of Design and Production
Lauren Cook, Graphic Designer
Chris Bryant, Assistant Director of Media Relations
Adam Jones, Communications Specialist Senior of Research
Richard LeCompte, Communications Specialist Senior
Kim Eaton, Communications Specialist
David Miller, Communications Specialist
Jamon Smith, Communications Specialist
Brandie Nabors, Assistant Director of Marketing
Alexis Barton, Marketing Manager II
Kevin Lake, Communications Specialist
Zachary Riggins, Director of Photography

THE UNIVERSITY OF ALABAMA

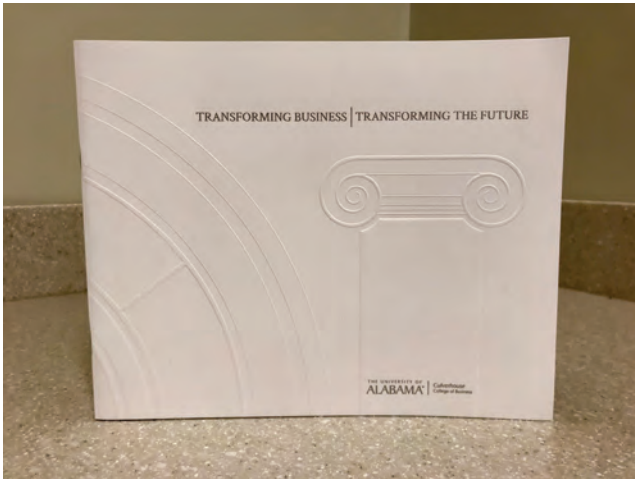


SALES & MARKETING // COLLATERAL MATERIAL // PUBLICATION DESIGN – EDITORIAL SPREAD

THE GIVING EFFECT – ROLL TIDE GIRL 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

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*

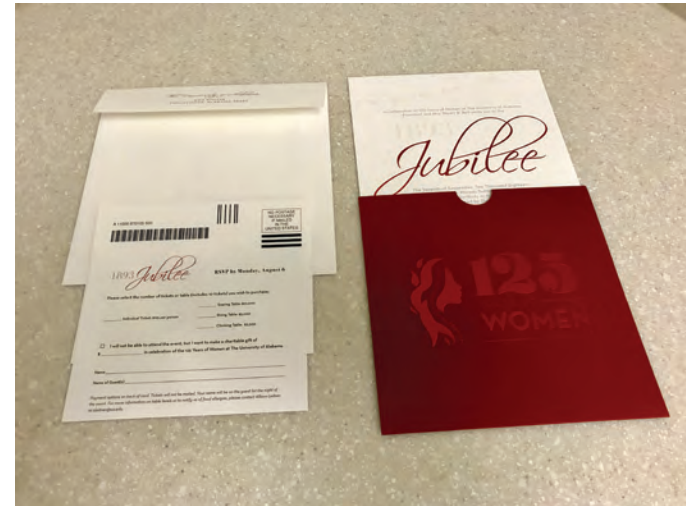
Austin Dare, Director of Design and Production

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

THE UNIVERSITY OF ALABAMA



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

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



FILM, VIDEO & SOUND // BRANDED CONTENT & ENTERTAINMENT - SINGLE ENTRY :60+ SECONDS

26: PLAYING FOR NEWTOWN DONE FOR THE UNIVERSITY OF ALABAMA

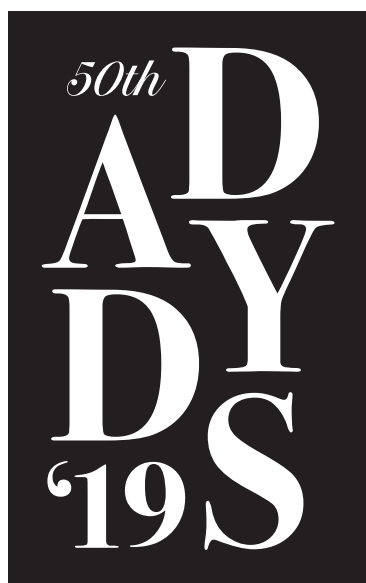
John Lassiter, Director of Broadcast Production
Will Boone, Broadcast Producer/Editor
Sean Shore, Digital Production Services Specialist

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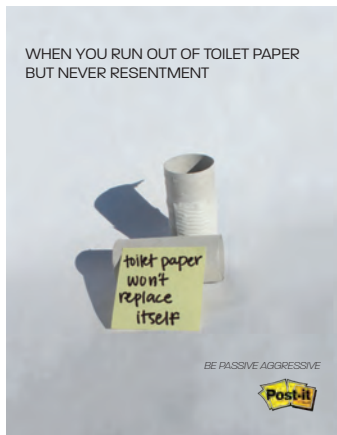
MARKETING

www.tuckermasseymarketing.com



// STUDENT
AWARDS
GOLD
SILVER //

PRINT ADVERTISING



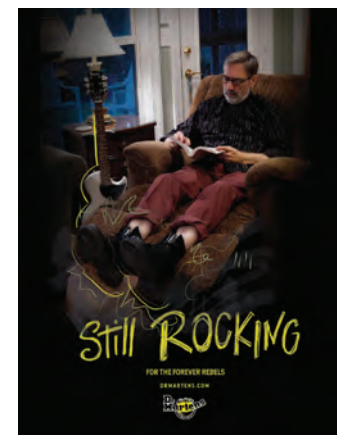
MAGAZINE ADVERTISING // MAGAZINE ADVERTISING // CAMPAIGN

POST-IT NOTES

DONE FOR MISSISSIPPI STATE UNIVERSITY

Meredith Morris

Claire Gibson, Assistant Professor



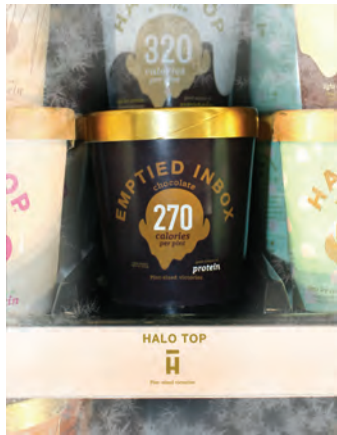
MAGAZINE ADVERTISING // MAGAZINE ADVERTISING // CAMPAIGN

DR. MARTENS CAMPAIGN

DONE FOR MISSISSIPPI STATE UNIVERSITY

Mary Emily Moore

PRINT ADVERTISING



JUDGE'S
CHOICE 
Rob Hoerter



MAGAZINE ADVERTISING // MAGAZINE ADVERTISING // CAMPAIGN

PINT-SIZED VICTORIES

DONE FOR THE UNIVERSITY OF ALABAMA

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



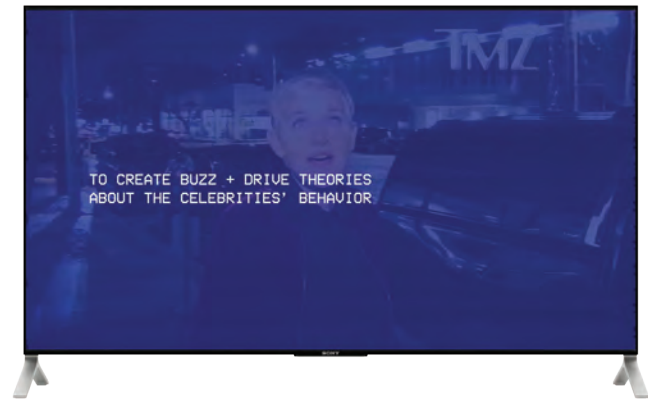
MAGAZINE ADVERTISING // MAGAZINE ADVERTISING // CAMPAIGN

INDEED - MOVE UP

DONE FOR THE UNIVERSITY OF ALABAMA

Caroline Lancaster, Copywriter
Kristen Wallace, Art Director

OUT-OF-HOME AND AMBIENT MEDIA



AMBIENT MEDIA // GUERILLA 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



OUT-OF-HOME AND AMBIENT MEDIA

T&R REBRAND

Amtrak Trails & Rails is a partnership between Amtrak and the National Park Service. It educates travelers by talking about the national parks on Amtrak routes as the train is 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:



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 Sildell, 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.

TRAILS & RAILS
TRAIN OF THOUGHT™

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.

The cards will prompt viewers to download the trails and rails app to launch the augmented reality experience. By holding their 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 exist beyond museums.



VIMEO.COM/267933671 & VIMEO.COM/267933642

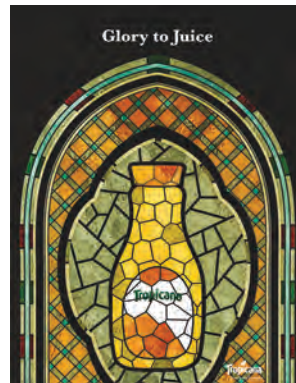
AMBIENT MEDIA // GUERILLA MARKETING, INSTALLATIONS AND EVENTS // CAMPAIGN

AMTRAK TRAILS AND RAILS REBRAND DONE FOR THE UNIVERSITY OF ALABAMA

Emeline Earman, Art Director and Copywriter
Lauren Meadows, Art Director and Copywriter



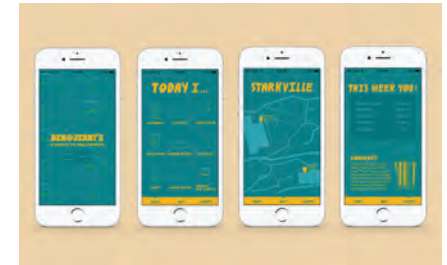
CROSS PLATFORM



INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN - CONSUMER

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

Gerald Wicks
Katie Erickson, Actress



INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN - CONSUMER

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

April Porter
Conner Booth
Joanna Bauer

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

JUDGE'S
CHOICE



Carol Montoto



MAGAZINE ADVERTISING // CAMPAIGN

MARUCHAN RAMEN THROUGH TIME
DONE FOR MISSISSIPPI STATE UNIVERSITY

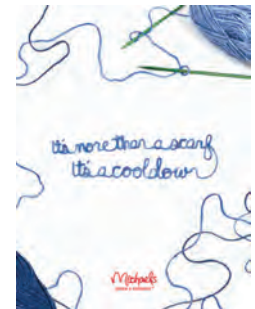
Demarques Nevels, Graphic Design Major



MAGAZINE ADVERTISING // CAMPAIGN

QALO - WE DO
DONE FOR THE UNIVERSITY OF ALABAMA

Katie Greco, Art Director
Taylor Clark, Copywriter

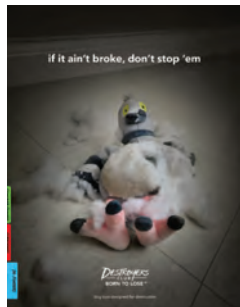
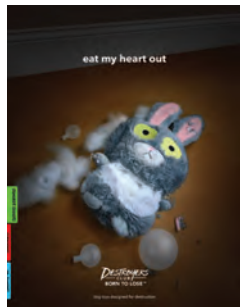
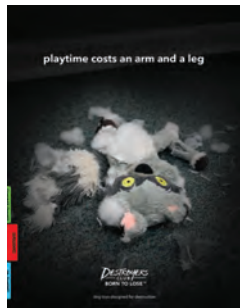


MAGAZINE ADVERTISING // CAMPAIGN

MICHAEL'S - MAKE A MOMENT
DONE FOR THE UNIVERSITY OF ALABAMA

Hannah Weeks, Art Director, Copywriter
Katie Greco, Art Director

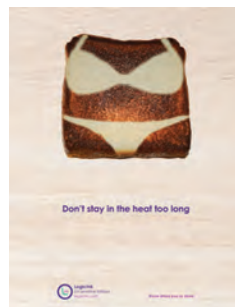
PRINT ADVERTISING



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



COLLATERAL MATERIAL // PUBLICATION DESIGN – COVER

THE HANDMAID'S TALE
DONE FOR UNIVERSITY OF ALABAMA

Mary Clare Brophy

ELEMENTS OF ADVERTISING



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

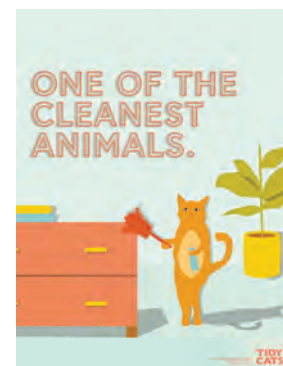
CROSS PLATFORM



INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN // CONSUMER

OPENBOOK SOCIAL MEDIA CAMPAIGN DONE FOR MISSISSIPPI STATE UNIVERSITY

Carly Bond



INTEGRATED CAMPAIGNS // INTEGRATED ADVERTISING CAMPAIGN // CONSUMER

TIDY CATS – FOR RESPONSIBLE CATS DONE FOR MISSISSIPPI STATE UNIVERSITY

Joanna Bauer

CROSS PLATFORM



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

nominees

#goforthegold



AMERICAN
ADVERTISING
AWARDS