

# the unifying voice for advertising

## What is the American Advertising Federation?

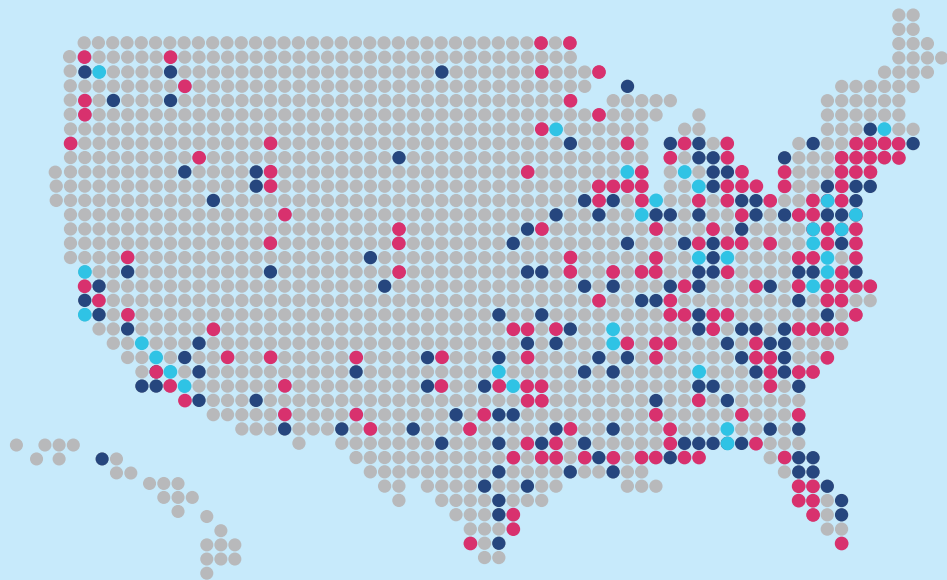
The American Advertising Federation (AAF), headquartered in Washington, D.C., is the Unifying Voice for Advertising and the only professional association that represents all facets of the advertising industry.

The AAF develops, empowers and celebrates the advertising industry through the 40,000 national members that form a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

**170**  
college chapters  
4,000 student members

**164**  
local clubs  
30,000 advertising professionals

**60**  
corporate members  
brands, agencies, media companies



**Whether you run an ad agency or you run an ad somewhere, if you have anything to do with advertising, marketing, or communications, you need to join AAF!**

**aaf** american  
advertising  
federation  
montgomery

**join today!**  
[aafmontgomery.org](http://aafmontgomery.org)

# admire awards

Each year, we recognize creative excellence with the ADDY Awards. But creative work isn't possible without a lot of amazing people. To help celebrate our 65th year of protecting and promoting the well-being of advertising, we are also recognizing the crucial—and too often unsung—sales and service side of the industry with our new AdMIRE (Advertising & Marketing Industry Recognizing Excellence) Awards.

These awards recognize the best of the best in the agency, media, and corporate marketing arena. We're excited for a new chance to recognize the efforts of our local industry for all they do, and from a different point of view. The honorees were chosen by a panel of judges outside of Alabama.

## >> JUDGES



**Laura Schnarr**

Neon Pig Creative  
Partner, Director  
of Strategy  
Colorado Springs,  
Colorado



**Megan Nelson**

City of Canyon  
Communications &  
Community  
Engagement Director  
Amarillo, Texas



**Ariana Peters**

Catalina Marketing  
Customer Success  
Manager  
St Pete, Florida



**Larry Brantley**

Larry Brantley Talent  
Founder  
New York, New York

# AMERICAN ADVERTISING AWARDS

The American Advertising Awards is the advertising industry's largest and most representative competition. This also makes it harder to win. Thank you to all of our entrants for such an amazing body of work this year...the judges, who were located across the country, had a hard time choosing!

All Gold winners will automatically forward to District competition. Entrants will have the option to pay to forward their Silver entries to District competition. As part of our dedication to student support, AAF Montgomery will cover silver forwarding for all students. Good luck to all at the next level and congratulations!

## >> JUDGES



**Danielle Salley**  
Danielle Salley Creative  
Creative Director + Owner  
Columbia, South Carolina



**Juan Chirinos**  
Nestlé-Purina  
Associate Creative Director  
Waterloo, Illinois



**Shane VanBoxtel**  
Image Studios  
Director of Photography  
Appleton, Wisconsin



**Giayong (G) Williams**  
Grova Creative  
Creative Director + Founder  
Tallahassee, Florida

# THANKS to our SUPPORTORS

## Entrants—Professional

Alabama Shakespeare Festival  
Big Dreamz Creative  
Copperwing Design  
Here Molly Girl  
High Level Marketing  
Southern Poverty Law Center  
STAMP

## Entrants—Schools

Columbus State University  
Troy University  
Auburn University Montgomery

## Volunteers

### COMMITTEE MEMBERS

Leigh Farrior  
Awards Chair

McKenzie Dailey  
President

### Board Members

Hope Eakins  
April Richards  
Airelle Peters  
Victoria Belton  
Kristina Turner

At-Large Member  
Camille Leonard

### WINNERS BOOK & REEL PRODUCTION

STAMP

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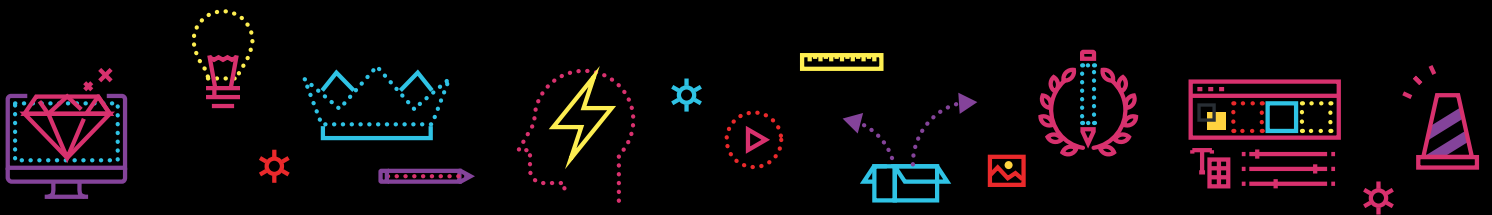
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Excellence



HONOREES



**admire**  
awards



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STAMP

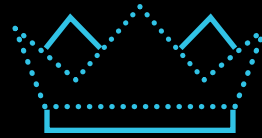
>> **Advertising Agency of the Year**

STAMP offers a wide range of services from traditional to digital and content creation, all in one place. Their work is impactful, driving change and education while providing thought leadership in marketing for over 65 years.

What sets STAMP apart is their strong client focus and adherence to their mission of doing good work and being good people. Their commitment to community service is evident through their "Culture Club," which supports various causes and provides significant pro-bono services annually.

Their inclusive hiring practices, including recruiting adults with disabilities, create an environment where everyone can contribute meaningfully. STAMP's creative prowess is reflected in their numerous awards and accolades, including over 625 ADDY Awards in the past decade.

STAMP also prioritizes employee development, encouraging education and supporting employees in achieving degrees and certifications. This commitment to growth enhances their capabilities and ensures they remain at the forefront of their industry.



# SOUTHERN POVERTY LAW CENTER

## >> In-House Marketing Department of the Year

The Southern Poverty Law Center (SPLC) is a renowned advocate for racial justice, working to dismantle white supremacy and advance human rights. Founded in 1971 by civil rights lawyers Morris Dees and Joseph Levin Jr., SPLC has achieved landmark legal victories and tackled institutional racism, white supremacist groups, and discrimination against various marginalized groups.

SPLC's in-house creative team visualizes complex information and tells powerful stories for key programs, including the Intelligence Project, Learning for Justice, and the Civil Rights Memorial in Montgomery, Alabama.

The team's passion for social justice is evident in their innovative campaigns, which distill intricate legal and social justice issues into visually compelling narratives. Their collaborative approach, effective communication, and positive work environment have made a lasting impact on SPLC's mission and success.





# TOMMY MCKINNON

Tommy has consistently demonstrated exceptional determination, a people-first mindset, and remarkable leadership abilities at Baptist Health, both in Marketing/Community Engagement and in the Foundation.

Tommy approaches every task, regardless of size, with unwavering dedication. He goes above and beyond to ensure that coworkers, clients, donors, and board members receive information promptly and accurately, always willing to offer assistance or support whenever needed. His commitment to the success and well-being of those around him truly sets him apart as an outstanding leader.

In a recent statement, Tommy expressed his deep inspiration from the stories of hope, resilience, and healing that result from the programs supported by the Baptist Health Care Foundation. His genuine passion for his work is evident to all who know him, and it serves as a source of motivation for his coworkers and those around him. Tommy's love for his job is truly remarkable and is reflected in his positive impact on everyone he encounters.

>> **Business Leader of the Year**





# OUR LEADERS MAKE US LEADERS

---

BAPTIST HEALTH CONGRATULATES

**TOMMY MCKINNON**

Vice President—Community Engagement and  
Executive Director, Baptist Health Care Foundation

NAMED **AAF MONTGOMERY'S** FIRST **BUSINESS LEADER OF THE YEAR**

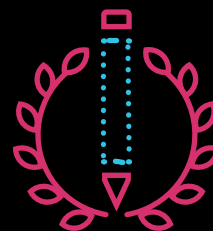
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Thank you for your commitment to  
our organization and our community.





# JIM LEONARD



## >> Copywriter of the Year

Jim is the Creative Director at STAMP. The American Advertising Awards judges chose Jim based on the clever copy written for the RSA Annual Report for the Retirement Systems of Alabama. Jim has been honored several times throughout his career with this award.

The client's most enthusiastic advocate and a brand's strongest enforcer, Jim not only brings solid ideas to the table but he helps to implement them working side-by-side with the client providing strategic marketing counsel and sharp creative oversight. Jim's tenacity and impeccable standards have impacted his client's successes as well as STAMP's annual business objectives. He has over 40 years of experience with print, broadcast, outdoor, and earned news media, and has been working with digital and online mediums since their inception. Jim is a graduate of Auburn University at Montgomery.



Alex is an Art Director at Southern Poverty Law Center. The American Advertising Awards judges chose Alex based on the excellent conceptual guidance for the illustrations created on behalf of the SPLC's Year in Hate campaign. Alex is a member of the very small club to have been honored with both Student Designer of the Year and Art Director of the Year for AAF Montgomery.

>> **Art Director of the Year**

# We're Proud to Lead the A-List!

CONGRATS TO DAVID, JIM, BETH, MAGHEN,  
AND MCKENZIE ON YOUR HONORS, AND TO  
OUR ENTIRE STAFF FOR BEING RECOGNIZED  
AS THE AGENCY OF THE YEAR. 🏆

Good Work.  
Good People.

**STAMP**

[stampideas.com](https://stampideas.com)



# DAVID ALLRED



## >> Strategist of the Year

STAMP has a Mission to “Do Good Work. Be Good People.” David Allred epitomizes what good people doing good work looks like. He became an agency principal in 1994 and has been leading the Strategy component of the agency ever since in addition to serving as Managing Partner and leading the agency to profitability every year since taking the helm. STAMP’s Marketing Action Plan (MAP) is our proven process for establishing Success Metrics, prioritizing Target Audiences, defining their Roles in Success, identifying their Required Beliefs, and developing the Recommended Processes that will lead to success. David has guided the development of more than 150 Marketing Action Plans for numerous private, nonprofit, and government clients and is a sought-after speaker on the subject at conferences and seminars.



# KARL PETERSON

## >> Marketing Director of the Year

Since joining AlaCOMP as Vice President of Marketing in 2021, Karl has been a catalyst for positive change and growth within the company. His extensive 20-year background in the Alabama workers' compensation market, coupled with a comprehensive grasp of the Southeastern region, has been invaluable. Karl stands out not just for his expertise but also for his hands-on leadership approach. He regularly joins creative meetings and personally conducts field visits, showcasing his commitment to understanding every aspect of the business. Karl's unwavering positive attitude and availability, despite a demanding schedule, have made him a respected figure in the office. His hands-on leadership and deep market knowledge have played a crucial role in advancing AlaCOMP's growth and success in the industry.





# BETH BUSHMAN

## >> Account Manager of the Year

With many years of experience managing strategy and budgets for key accounts, Beth Bushman possesses strong communication skills and has a client-service attitude. Beth is results-driven and consistently helps her clients achieve their business goals, all while building strong relationships. She trains all account service people and in a second “mom” to them all. She has formed wonderful relationships with her coworkers and clients. She is also the mother of three sons and has skillfully balanced motherhood and work awe-inspiringly.

On top of everything else, Beth and her husband have started a non-profit, RISE Up, which aims to provide families with an inclusive environment to meet the needs of traditional and nontraditional learners through high-quality early childhood education and therapy. They saw the need when, after the birth of their son with Down Syndrome, they struggled to find the right education support system in our area.

[riseupmgm.org](http://riseupmgm.org)

Beth truly embodies STAMP's mission of Do Good Work. Be Good People.





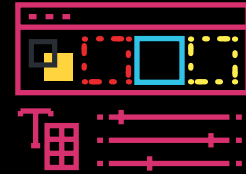
# HOPE EAKINS



Hope has been a transformative force in AlaCOMP's digital marketing efforts, with a strategic vision that has significantly impacted audience growth across all platforms. She collaborates on safety video content and her graphics have elevated their social media presence. Her innovative approach to safety content has informed and entertained their audience, a rare feat in AlaCOMP's industry.

## >> Best Content Creator

What sets Hope apart is her ability to leverage the strengths of each social media platform. Her content on YouTube, TikTok, Instagram, and LinkedIn is diverse yet cohesive, aligning perfectly with our brand's values. Her skills make her an invaluable asset to AlaCOMP's team, instrumental in positioning them as a leader in the workers' compensation fund sector.



# MCKENZIE DAILEY

## >> Best Social Media Specialist

McKenzie is the Social Media Manager at STAMP. Her skills in social media marketing have consistently impressed coworkers and clients. McKenzie excels in bringing innovative, strategic ideas to the table and ensures quality work is delivered on time. She deeply understands her clients, crafting tailored strategies for them, and evolves with the industry. McKenzie's unique blend of creativity, professionalism, and dedication make her a deserving candidate for this award.

Her skills extend to copy and script writing and photography.

Beyond her role at STAMP, McKenzie volunteers as the President of AAF Montgomery, where she handles communication for the club, showcasing her excellent time management and professional demeanor.



# JACOB SAYLOR

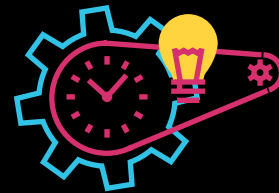
A stylized graphic of a human head in profile, facing right. Inside the head is a yellow play button icon surrounded by a dotted line. The entire graphic is rendered in a light blue color.

Jacob is an exceptional videographer at the Southern Poverty Law Center, consistently delivering projects at 110% because he values the artistry of videography. He understands that it's more than just pressing record; it's about telling a story that connects with people. Whether it's a promo video for a local restaurant or a personal story, each video he creates exudes emotion in a compelling way.

Jacob is extremely detail-oriented and methodical, always triple-checking each component along the way. His creativity shines in his approach to videography, such as using innovative techniques to capture stunning shots. He is also a great people person, fostering moments of laughter and joy on set with every client. He understands the importance of connecting with clients to properly convey their story and make them feel comfortable sharing.

Constantly educating himself, Jacob attends film classes in NYC and watches educational interviews from his favorite filmmakers to hone his craft.

**>> Videographer of the Year**



# MAGHEN BARRANCO

## >> Most Likely to be the Boss in Ten Years

Maghen has consistently impressed her coworkers since joining STAMP, excelling in managing the day-to-day account service needs of clients. Previously serving as the Social Media Manager, her expertise in digital strategies led to substantial growth for the social media accounts she managed and consulted for.

Maghen tackles new challenges head-on, constantly pushing her coworkers to consider alternatives and new ways of thinking. Clients rave about her excellent service: "Sharp, personable, professional, engaging, learned, industry expert, strategic... I just can't say enough!" Her dedication to success is evident in everything she does.

Maghen holds a BS in Public Relations and has earned her Travel Marketing Professional (TMP) designation from the Southeast Tourism Society (STS). She manages her work/life balance as a new mom admirably, and is an invaluable team member.





# VIRGINIA BRASWELL

Virginia Braswell, a senior at Troy University majoring in Global Business with a focus in Risk Management and Insurance, boasts a remarkable 3.9 GPA. She has garnered multiple academic awards, including the Institutes CPCU Society's NextGen Scholarship, the Capps-Calhoun Excalibur Foundation Scholarship, the State Farm Endowed Scholarship, and the Meisner Kappa Delta President's Risk Management Scholarship. Virginia also serves as the Vice President of Internal Affairs for Gamma Iota Sigma.

During her summer break, Virginia interned with Velocity Risk Underwriters as a WSIA Diversity Intern. She was selected as one of only six Diversity Foundation Interns to attend the WSIA Annual Marketplace conference in San Diego, CA.

Virginia recently joined Harmon Dennis Bradshaw as a Commercial Lines Marketing Associate, where she has gained valuable experience in both the carrier and brokerage sides of the insurance industry. Her work has focused on projects concerning proper valuation and the value of social engineering coverage.

>> **Best Emerging Talent**



## **HDB Congratulates Virginia Braswell on Best Emerging Talent!**

Corporate Insurance Products | Alternative Risk Solutions | Customized Group Benefits

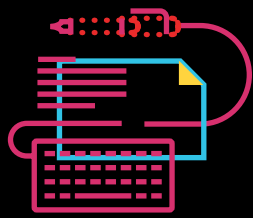
**Harmon Dennis Bradshaw, Inc.**

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한국어 서비스



# APRIL RICHARDS

## >> **Best Support Administrator**

April's dedication is evident in her willingness to extend her expertise beyond her department, offering consistent support to colleagues in various capacities. This collaborative spirit enhances team efficiency and fosters a unified work environment. She ensures operational efficiency and exceeds expectations, supporting company executives and contributing significantly to both accounting and marketing departments. Her recent executive assistant certification underscores her commitment to excellence. April's early arrival and positive attitude greatly enhance the workplace environment. Her invaluable contributions truly embody the spirit of this award.





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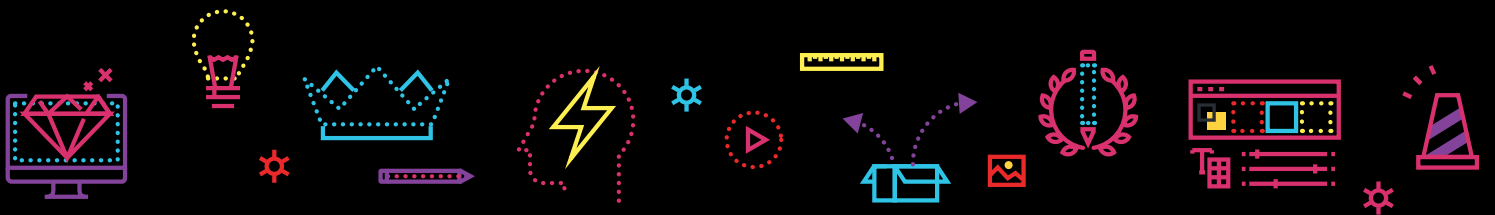
[booking-sanctuary@jubileemgm.org](mailto:booking-sanctuary@jubileemgm.org)

[facebook.com/safeplaceforart](https://facebook.com/safeplaceforart)





# student award WINNERS



AMERICAN  
**ADVERTISING**  
AWARDS  
STUDENT DIVISION

student SPECIAL awards



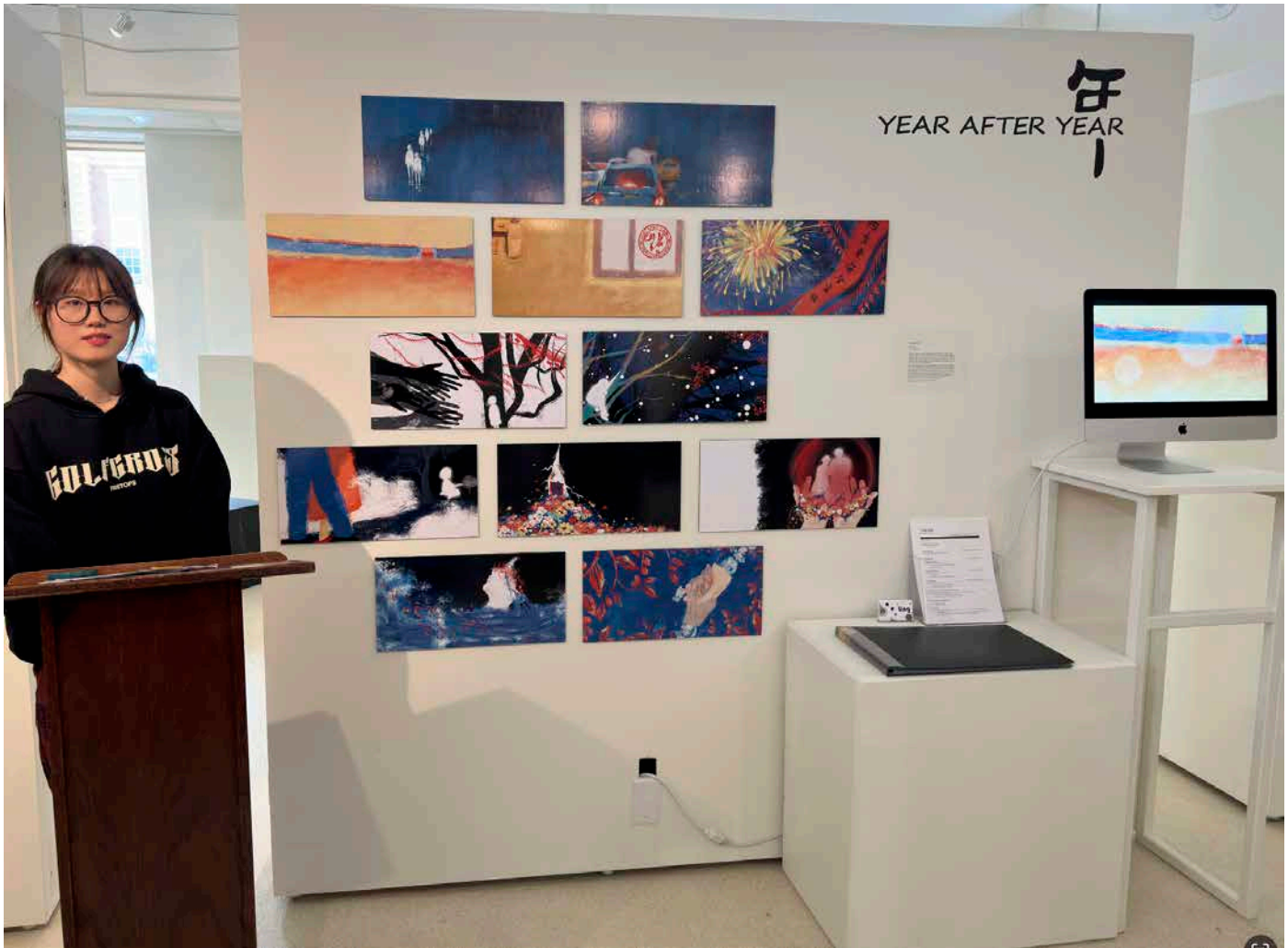
student designer  
of the year

TONG  
LING

**Troy University**

recipient of a  
\$500 scholarship

>> best IN SHOW



>> **Year And Year Thesis Project**

ILLUSTRATION > CAMPAIGN & ANIMATION OR SPECIAL EFFECTS

Tong Ling, Art Director

Troy University



# >> student judge's choice AWARDS



## >> Charles Bukowski Series Dust Jacket

PUBLICATION DESIGN > COVER  
Ian Dooley, Graphic Designer  
Columbus State University



## >> The Bell Ringers

PUBLICATION DESIGN >  
COVER/EDITORIAL SPREAD OR  
FEATURE—SERIES  
Shu Lin Zheng, Graphic Designer  
Columbus State University



## >> judge's choice AWARDS continued

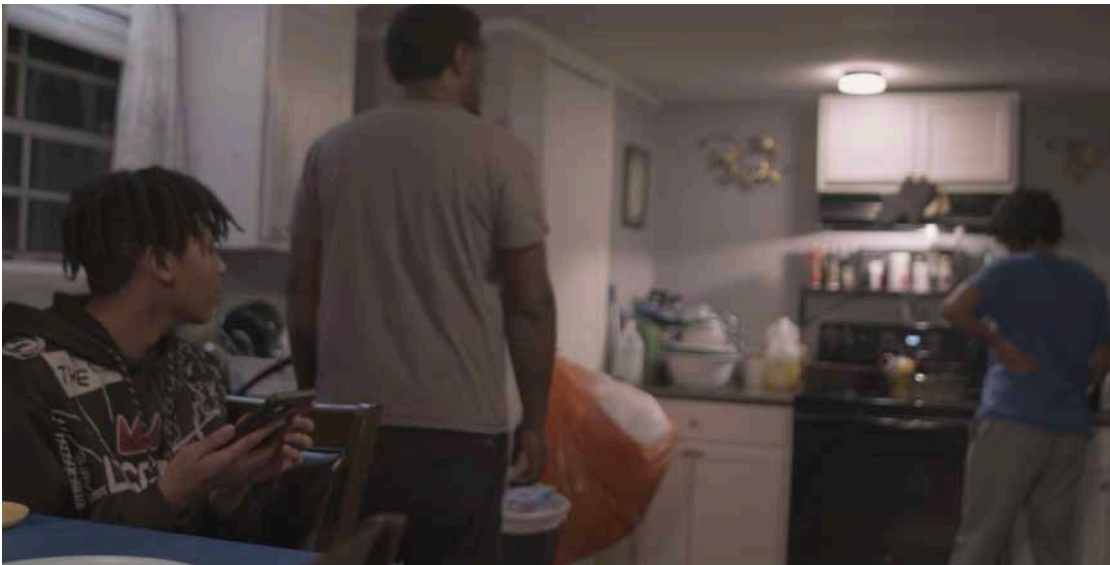
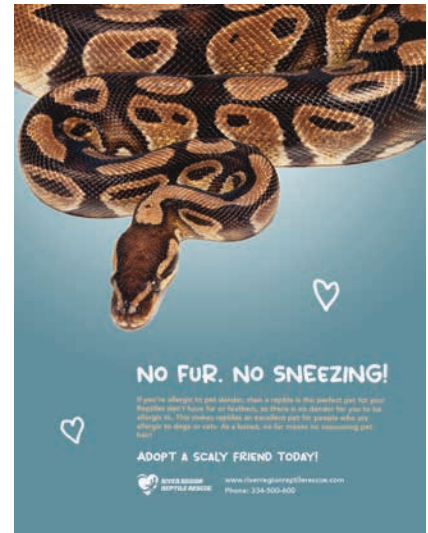
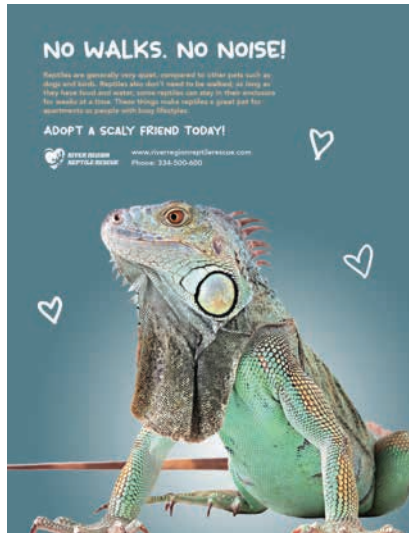


### >> River Region Reptile Rescue

INTEGRATED ADVERTISING CAMPAIGN >  
CONSUMER CAMPAIGN

Gloria Schiffer, Designer

Auburn University Montgomery



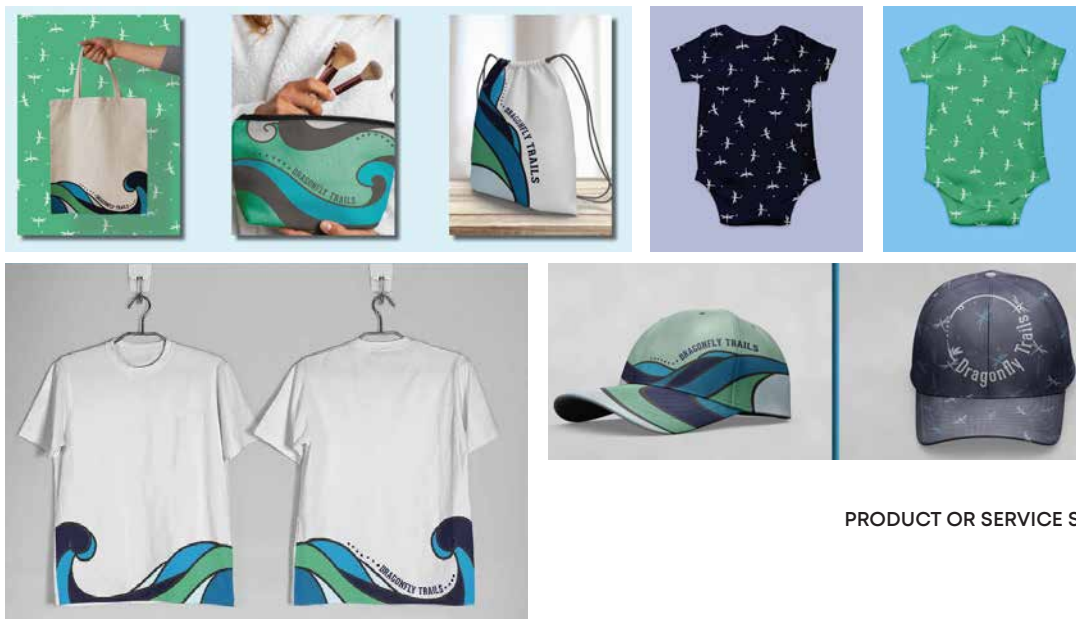
### >> Unsteady Music Video

FILM, VIDEO & SOUND >  
CINEMATOGRAPHY—SINGLE

Christian Bens, Director

Troy University

# student GOLD addy



## >> Dragonfly Trails

PRODUCT OR SERVICE SALES PROMOTION > PACKAGING

Nyah Avila, Designer

Columbus State University



## >> Lamp & Lens

COLLATERAL MATERIAL >  
STATIONERY PACKAGE

Ian Dooley, Designer

Columbus State University







## >> Charles Bukowski Series Dust Jacket

COLLATERAL MATERIAL > PUBLICATION DESIGN > COVER

Ian Dooley, Designer  
Columbus State University



## >> The Bell Ringers

COLLATERAL MATERIAL > PUBLICATION DESIGN >  
COVER/EDITORIAL SPREAD OR FEATURE—SERIES

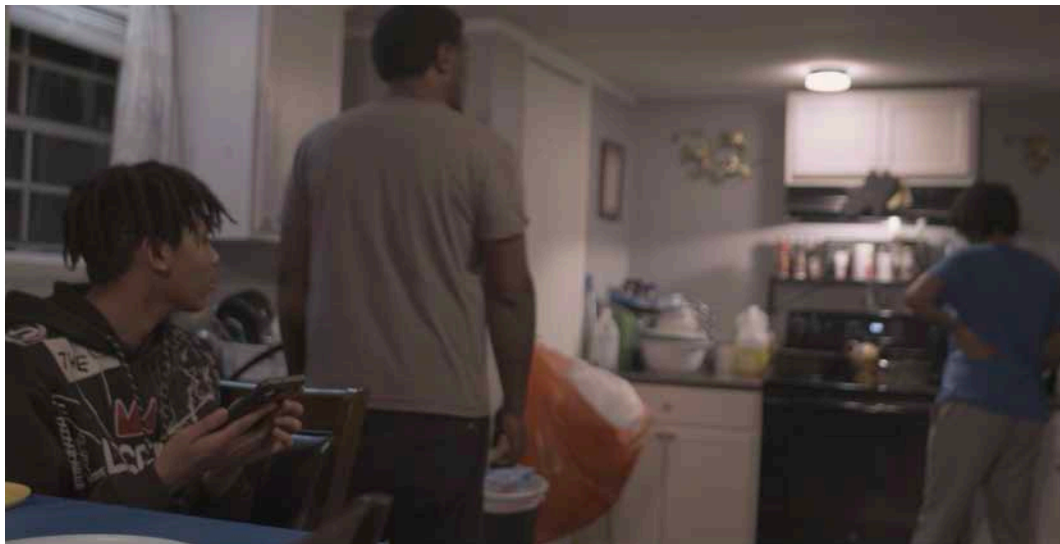
Shu Lin Zheng, Designer  
Columbus State University



## >> Year And Year Thesis Project

FILM, VIDEO & SOUND  
ANIMATION OR SPECIAL EFFECTS  
AND ILLUSTRATION—CAMPAIGN

Tong Ling, Art Director  
Troy University



## >> Unsteady Music Video

FILM, VIDEO & SOUND > CINEMATOGRAPHY

Christian Bens, Director  
Troy University

# student SILVER addy



## >> Serene Beauty

SALES PROMOTION > PACKAGING

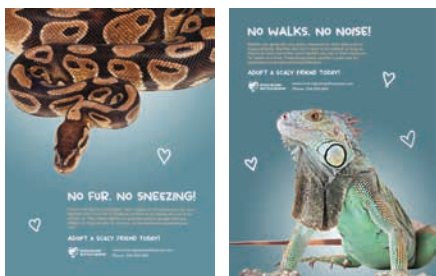
Serenity Dorsey, Designer  
Auburn University Montgomery



## >> Vilar Performing Arts Center

COLLATERAL MATERIAL > PRINTED  
ANNUAL REPORT OR BROCHURE

Cristhel Corpeno, Designer  
Columbus State University



## >> River Region Reptile Rescue

INTEGRATED  
CAMPAIGNS >  
CONSUMER  
CAMPAIGN

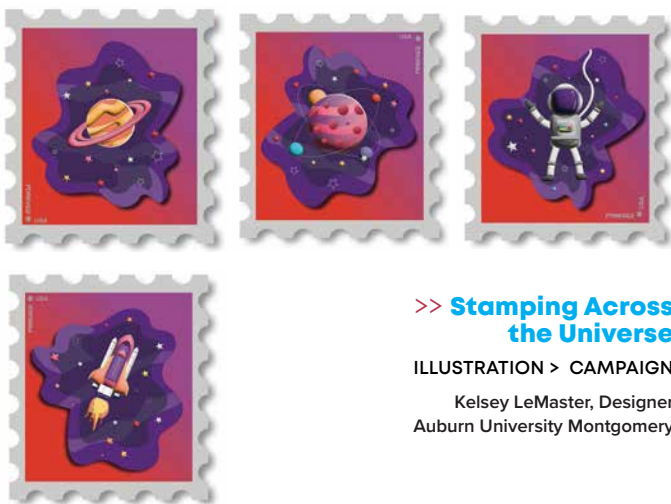
Gloria Schiffer,  
Designer  
Auburn University  
Montgomery



## >> True Grit Illustration

ILLUSTRATION > SINGLE

Mike Azar, Illustrator  
Troy University



## >> Stamping Across the Universe

ILLUSTRATION > CAMPAIGN

Kelsey LeMaster, Designer  
Auburn University Montgomery



## >> Lany Vinyl Series

ART DIRECTION > CAMPAIGN

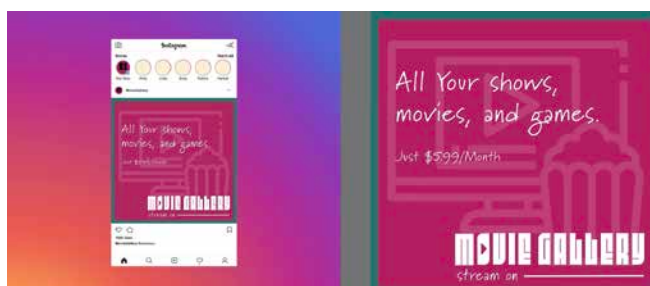
Chaeun Ha, Designer  
Troy University



## >> Surfaces Album Covers

ART DIRECTION > CAMPAIGN

Anna Kautz, Designer  
Troy University



## >> Movie Gallery Rebrand

ART DIRECTION > CAMPAIGN

Emily Cousins, Art Director  
Troy University





>> **studio 207 Brand Book**

ART DIRECTION > CAMPAIGN

Jared Hester, Nathan Hobbs, Reanna Thompson,  
Zack Pappanastos, and Howard Purvee, Art Directors  
Troy University



>> **Beats By Dre Commercial Campaign**

FILM, VIDEO & SOUND > CINEMATOGRAPHY > CAMPAIGN

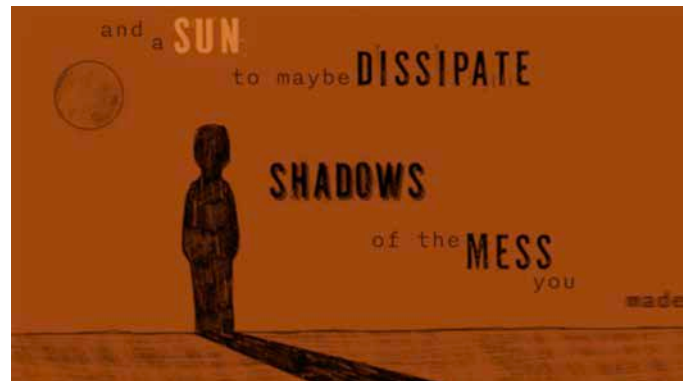
Nathan Hobbs, Zack Pappanastos, and  
Reanna Thompson, Directors  
Troy University



>> **Stephen King Catalog Campaign**

FILM, VIDEO & SOUND > CINEMATOGRAPHY > CAMPAIGN

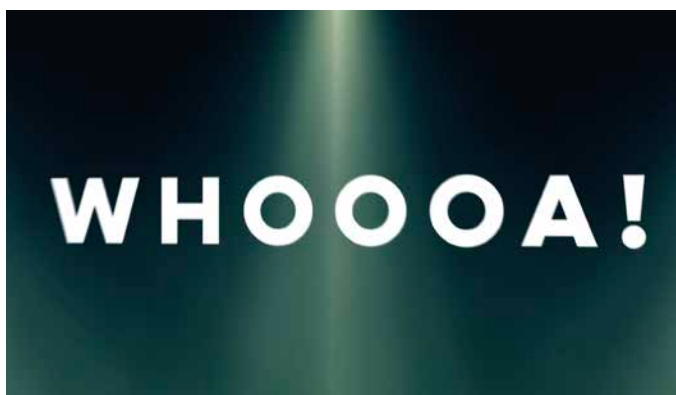
Nathan Hobbs and Howard Purvee, Director  
Troy University



>> **Mykonos Kinetic Type Video**

FILM, VIDEO & SOUND > SANIMATION OR SPECIAL EFFECTS

Icie Wallace, Animator  
Troy University



>> **The Greatest Show Kinetic Type**

FILM, VIDEO & SOUND >  
ANIMATION OR SPECIAL EFFECTS

Connor Evans, Animator  
Troy University



>> **Meta Quest Commercial**

FILM, VIDEO & SOUND > ANIMATION OR SPECIAL EFFECTS

Nathan Hobbs, Zack Pappanastos,  
and Reanna Thompson, Director  
Troy University

# do you want to help protect and promote the well-being of advertising?

**AAF Montgomery is looking for volunteers to help shape our community.** Your participation can be as large or as small in time devoted as you like. The main thing is that you agree regardless of the time you can offer us... your talent is unique, and YOU CAN MAKE A DIFFERENCE.

Our organization helps professionals and students build connections and become leaders in their field. We're here to help you advance your career and celebrate this ever-changing, amazing industry we work in.

**President**—We are looking for an individual with strong leadership skills to serve as president. They preside over each Board meeting and help delegate tasks to committees. Other duties include:

- Serve as a liaison between the community and the club. You'll appear virtually or in-person as the official President of AAF Montgomery.
- Oversee the American Advertising Awards competition that celebrates the work of the community.
- Appoint and advise all committees. Some examples include Membership, Education, Communication.
- Serve as the contact between our club and the District and National levels of AAF.

**Vice President**—We are looking for an individual with leadership skills to serve as the second officer in command. They assist the President and Executive Committee with their duties. You'll monitor and ensure committees are hitting their goals. Other duties include:

- Promote the overall growth of the club.
- Attend board meetings and events virtually or in-person.
- Serve as a liaison between the community and the club, especially when the President can't make it. You'll appear virtually or in-person as the official Vice-President.

**Membership**—Duties include:

- Monthly renewal outreach (usually via email) to EXISTING members whose memberships are about to expire
- Quarterly outreach to potential NEW members (usually via email)
- Maintain and track member status, member payments, and member contact info via CRM.
- Attend board meetings and events virtually or in-person.

**Awards Chair**—You'll be responsible for leading a committee of club and community members to execute the club's prestigious Awards competition—a pillar to our advertising community for over 60 years. Other duties include:

- Event and Vendor Management
- Communicating with AAF D7 Awards Chair
- Collaboration with Treasurer on Awards Budget and Expenses
- Leading the Awards Committee

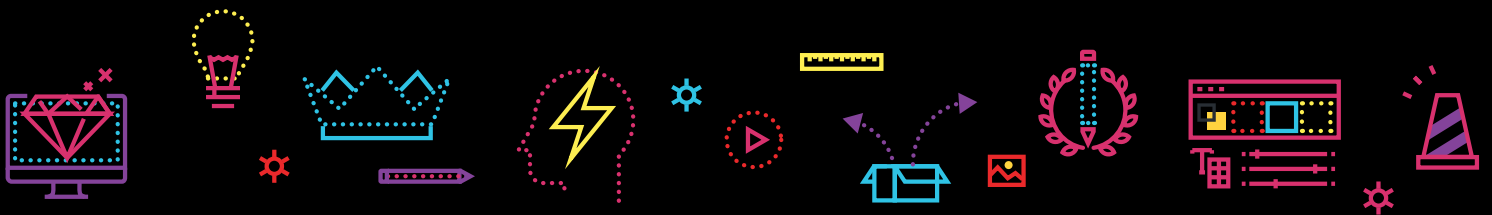
**And other positions including Government Relations, Programs, Education, and Member at Large.**



join today!  
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# professional award WINNERS



AMERICAN  
**ADVERTISING**  
AWARDS

# SPECIAL awards

## >> best IN SHOW



### >> 2022 Year in Hate Illustrations

VISUAL > ILLUSTRATION—SERIES

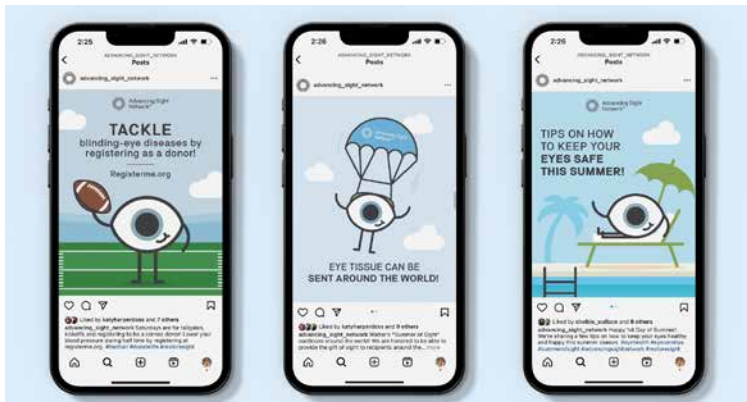
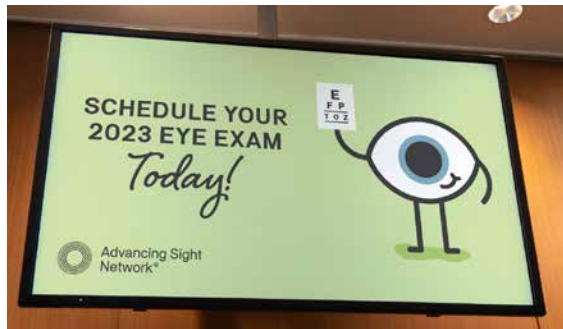
Southern Poverty Law Center

Alex Trott, Senior Designer

Matt Williams, Illustrator



# >> public service AWARD



## >> Advancing Sight Network Campaign

INTEGRATED CAMPAIGNS > CONSUMER  
CAMPAIGN-REGIONAL/NATIONAL

Here Molly Girl

for Advancing Sight Network

Shelbie Wallace, Senior Account Executive/Copywriter

Melinda Draut, Creative Director

Erika Ruiz, Graphic Designer

# >> mosaic addy AWARD

## >> 2023 Fall SPLC Report Cover

COLLATERAL MATERIAL > PUBLICATION COVER DESIGN

Southern Poverty Law Center

Alex Trott, Senior Designer

Alvaro Bernis, Illustrator



# >> judge's choice AWARDS



## >> 2024 Calendar

DIRECT MARKETING >  
SPECIALTY ADVERTISING >  
OTHER MERCHANDISE

Southern Poverty Law Center

Claudia Whitaker, Designer  
AJ Favors, Senior Creative Lead

## >> Pour On The Pink!

VISUAL > STILL PHOTOGRAPHY >  
COLOR—SINGLE

Big Dreamz Creative

for JTL Publishing

Nancy Fields, Concept/  
Styling/Photography



# MUSCLE SHOALS ALABAMA



## >> Muscle Shoals Logo

VISUAL > LOGO DESIGN

Copperwing Design

for DesignAlabama

Angela Stiff, Creative Director

Spencer Roeder, Associate Creative Director



## >> Tribute Card Illustrations

VISUAL > ILLUSTRATION—SERIES

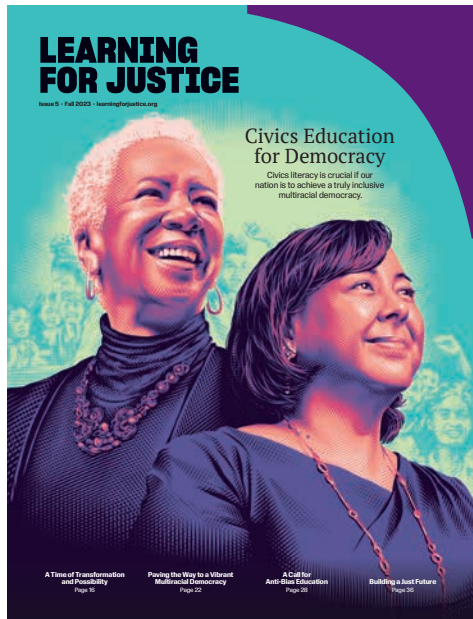
Southern Poverty Law Center

Claudia Whitaker, Designer

Olivia Waller, Illustrator



# professional GOLD addy

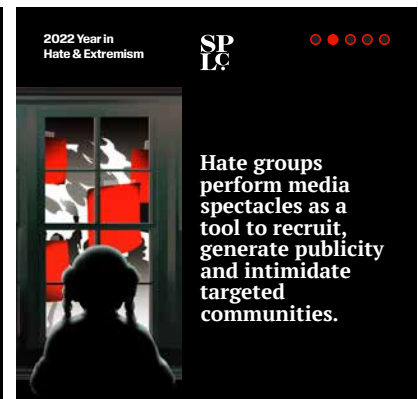


## >> Learning for Justice Magazine Cover

COLLATERAL MATERIAL > PUBLICATION COVER DESIGN

Southern Poverty Law Center

Meagan Lilly, Deputy Director of Creative, Design  
Tracie Ching, Illustrator



## >> Year in Hate Social Media Campaign

SOCIAL MEDIA > SOCIAL MEDIA—CAMPAIGN

Southern Poverty Law Center

Alex Trott, Senior Designer  
Jacob Saylor, Senior Video Producer





## >> Ithaka Culture & Journey Deck

BLOGS & DIGITAL PUBLICATIONS > SINGLE

Here Molly Girl

for Ithaka Hospitality Partners

Katy Doss, Owner/Account Executive/Copywriter

Melinda Draut, Creative Director



## >> Auburn Oktoberfest Campaign

INTEGRATED ADVERTISING CAMPAIGNS >  
CONSUMER CAMPAIGN-LOCAL

Here Molly Girl

for Auburn Oktoberfest

Katy Doss, Owner/Account Executive

Shelly Weathers, Junior Account Executive

Melinda Draut, Creative Director

Erika Ruiz, Graphic Designer



## >> Advancing Sight Network Campaign

INTEGRATED ADVERTISING CAMPAIGNS >  
CONSUMER CAMPAIGN-REGIONAL/NATIONAL

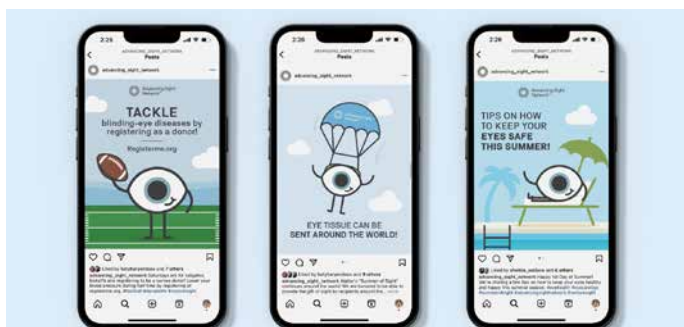
Here Molly Girl

for Advancing Sight Network

Shelbie Wallace, Senior Account Executive/Copywriter

Melinda Draut, Creative Director

Erika Ruiz, Graphic Designer





## >> Tribute Card Illustrations

VISUAL > ILLUSTRATION—SERIES

Southern Poverty Law Center

Claudia Whitaker, Designer

Olivia Waller, Illustrator

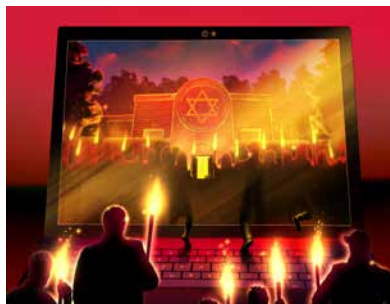
## >> 2022 Year in Hate Illustrations

VISUAL > ILLUSTRATION—SERIES  
AND VISUAL > ART DIRECTION—CAMPAIGN

Southern Poverty Law Center

Alex Trott, Senior Designer

Matt Williams, Illustrator



## >> Pour On The Pink!

VISUAL > STILL PHOTOGRAPHY

Big Dreamz Creative

for JTL Publishing

Nancy Fields,  
Concept/Styling/Photography





## >> 2022 Year in Hate Illustrations

VISUAL > ART DIRECTION—CAMPAIGN

Southern Poverty Law Center

Alex Trott, Senior Designer/Art Director

Kasia Bojanowski, Illustrator



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# professional SILVER addy



## >> RSA Annual Report 2022

COLLATERAL MATERIAL >  
PRINTED ANNUAL REPORT

STAMP

for Retirement  
Systems of Alabama

Ashley Reid, Art Director  
Camille Leonard,  
Creative Director

Jim Leonard, Copywriter/  
Executive Creative Director  
Victoria Belton,  
Account Executive  
Ashli Clements,  
Project Coordinator



## >> 2023 Fall SPLC Report Cover

COLLATERAL MATERIAL >  
PUBLICATION  
DESIGN > COVER

Southern Poverty  
Law Center

Alex Trott, Senior Designer  
Alvaro Bernis, Illustrator



## >> Learning for Justice Magazine Cover

COLLATERAL MATERIAL >  
PUBLICATION  
DESIGN > COVER

Southern Poverty  
Law Center

Meagan Lilly, Deputy  
Director of Creative, Design  
Diana Ejata, Illustrator



## >> 2022 Year in Hate & Extremism Cover

COLLATERAL MATERIAL >  
PUBLICATION COVER DESIGN

Southern Poverty  
Law Center

Alex Trott, Senior Designer  
Kasia Bojanowski, Illustrator

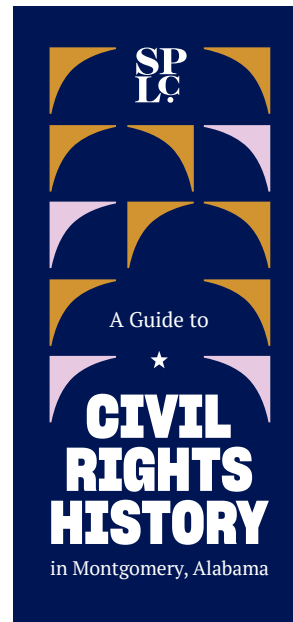




## >> Learning for Justice Magazine #4

COLLATERAL MATERIAL >  
PUBLICATION DESIGN >  
MAGAZINE DESIGN  
Southern Poverty Law Center

Chris Mihal, Creative Director  
Scott Phillips, Deputy  
Creative Director, Operations  
Meagan Lilly, Deputy  
Creative Director, Design  
Hernan La Greca, Deputy Creative  
Director, Photography & Video  
AJ Favors, Senior Creative Lead  
Sunny Paulk, Senior Designer  
Alex Trott, Senior Designer  
Cierra Brinson, Senior Designer  
Claudia Whitaker, Designer  
Jacob Saylor, Senior Video Prod.  
Hillary Hudson, Senior Video Prod.  
Angela Greer, Project Manager



## >> Montgomery Tour Book

COLLATERAL MATERIAL >  
PUBLICATION DESIGN >  
MAGAZINE DESIGN  
Southern Poverty Law Center

Alex Trott, Senior Designer  
Cierra Brinson, Senior  
Designer/Photographer



## >> 2022 Year in Hate & Extremism Report

COLLATERAL MATERIAL >  
PUBLICATION DESIGN >  
MAGAZINE DESIGN  
Southern Poverty Law Center

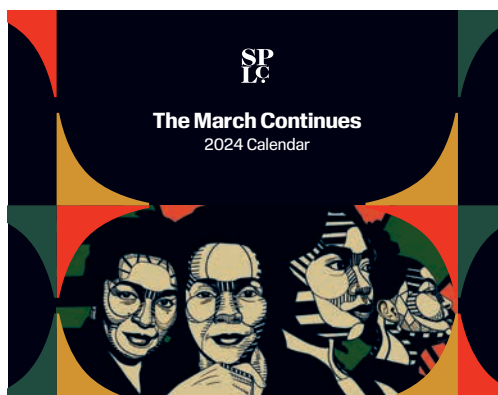
Alex Trott, Senior Designer



## >> Christmas Card

COLLATERAL MATERIAL >  
CARD, INVITATION,  
ANNOUNCEMENT  
STAMP  
for Standard  
Commercial Roofing  
and Envelope Solutions

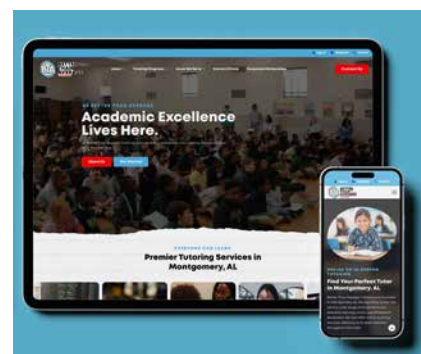
Ashley Reid,  
Graphic Designer  
Jim Leonard, Copywriter  
Beth Bushman,  
Account Executive



## >> 2024 Calendar

DIRECT MARKETING > SPECIALTY  
ADVERTISING > OTHER MERCHANDISE  
Southern Poverty Law Center

Claudia Whitaker, Designer  
AJ Favors, Senior Creative Lead



## >> Better Than Average Tutoring

WEBSITES > CONSUMER  
High Level Marketing  
for Better Than Average

Maribeth Thomas, Sr. Website Designer  
Cheyenne Sawaya, Content Associate Manager  
Allie VanNamen, Project Manager  
Jessica Seale, Quality Assurance Associate  
Lindsey Cochran, Director of Project Management  
Courtney Holt, Creative Director  
Steve Sartino, Head of Website Development & Support



## >> KW Plastics-Recycling Divi-Overview

BRANDED CONTENT & ENTERTAINMENT > NON-BROADCAST

Copperwing Design

for KW Plastics—Recycling Division

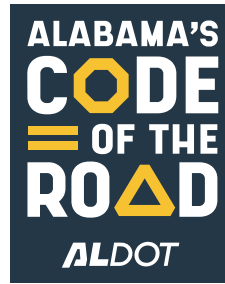
Angela Stiff, Creative Director

Chris Tomberlin, Director of Photography/Editor/Color

Kristi Sasser, Producer

Boutwell Studios, Audio Post

Spencer Roeder and Avery Dove, Motion Graphics



## >> Code of the Road Campaign

INTEGRATED CAMPAIGNS >

CONSUMER-REGIONAL/NATIONAL

STAMP

for AL Department of Transportation

Jim Leonard, Executive Creative Director

Leigh Farrior, Art Director

Stephen Poff, Videographer

McKenzie Dailey, Social Media Manager

Maghen Barranco, Account Executive

Ashli Clements, Project Coordinator



## >> AmpUpArts Logo

VISUAL > LOGO DESIGN

Copperwing Design

for AmpUpArts

Angela Stiff, Creative Director

Karen Gathany, Graphic Designer



## >> Ida B. Wells Illustrated Portrait

VISUAL >

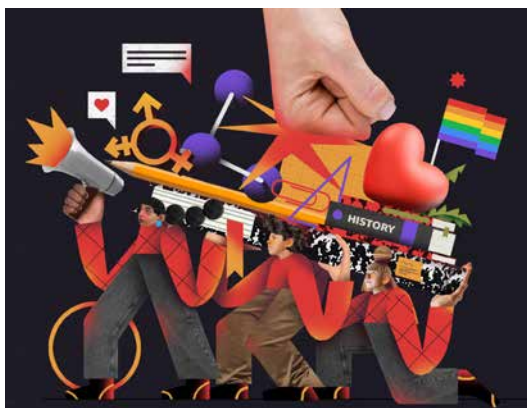
ILLUSTRATION—SINGLE

Southern Poverty Law Center

Law Center

Alex Trott, Senior Designer

Michael Hoeweler, Illustrator



## >> 2022 Year in Hate Illustration

VISUAL > ILLUSTRATION—SINGLE

Southern Poverty Law Center

Alex Trott, Senior Designer

Lissett Ledón, Illustrator



## >> 2022 Year in Hate Illustrations

VISUAL > ILLUSTRATION—SERIES

Southern Poverty Law Center

Alex Trott, Senior Designer

Kasia Bojanowski, Illustrator





## >> Male Supremacy Web Series

VISUAL > ILLUSTRATION—SERIES  
Southern Poverty Law Center

Sunny Paulk, Senior Designer  
Cristiana Couceiro, Illustrator

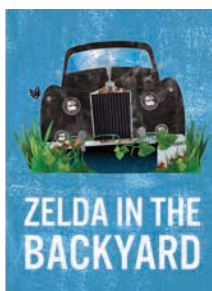
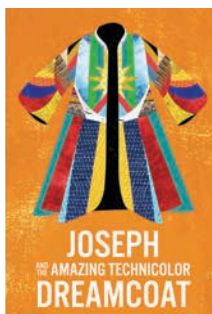


## >> 2024 Calendar Illustrations

VISUAL > ILLUSTRATION—SERIES  
AND VISUAL > ART DIRECTION—CAMPAIGN  
Southern Poverty Law Center

Claudia Whitaker, Designer  
AJ Favors, Senior Creative Lead  
Jasmine N. Williams, Illustrator

Kelly Malka, Illustrator  
Niege Borges, Illustrator  
Marcos Chin, Illustrator



## >> Illustrations for ASF Season 23-24

VISUAL > ILLUSTRATION—SERIES  
Alabama Shakespeare Festival

Brandy Blackburn, Senior Graphic Designer



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