



**aaf** american  
advertising  
federation  
montgomery

# Awards Gala

2025

The Montgomery chapter of the American Advertising Federation represents members all across the Alabama River Region and Columbus, Georgia, and offers the very best in Education, Training, and Networking the Advertising Industry has to offer.

# the unifying voice for advertising

## What is the American Advertising Federation?

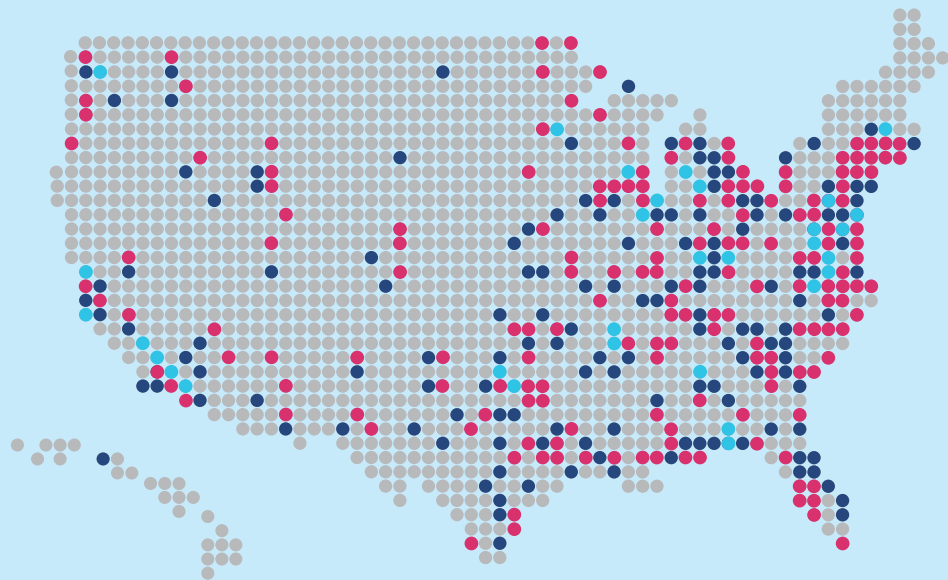
The American Advertising Federation (AAF), headquartered in Washington, D.C., is the Unifying Voice for Advertising and the only professional association that represents all facets of the advertising industry.

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

**160+**  
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. During our 65th year, we created a program to recognize the crucial—and too often unsung—sales and service side of the industry: the 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 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



**Stephanie Price**  
Historic Hotels of America/  
Council Of Governors Chair  
Senior Manager, Digital  
Marketing & Ecommerce  
Amarillo, Texas



**Elizabeth Zupkow**  
Goodway Group/  
District 12 Governor  
Senior Director  
Nomad



**Amber Cornett**  
Simply Organic  
Art Director  
Denver, Colorado

# 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



**Carlos Flores**  
Collective  
Creative Director  
New York, New York



**Angie Martz**  
Carillion Clinic  
Communications,  
Marketing and Planning  
Roanoke, Virginia



**Sarah LaMendola**  
Brandtatorship  
Senior Art Director  
Rochester, New York



**Bill Lempe**  
Brave Creative  
Partner & Creative Director  
Fargo, North Dakota

# THANKS to our SUPPORTERS

## Entrants—Professional

Alabama Education Association

Auburn University

Auburn University - Harbert  
College of Business

BC Stone Homes

Erika Tracy Design

Here Molly Girl

High Level Marketing

Jeremiah Program

Script Marketing

Stamp

Studio 207

The Columbusite

The Southern Poverty  
Law Center

TRINDGROUP

Troy University

## Entrants—Schools

Columbus State University

Troy University

Auburn University at Montgomery

Auburn University

## Volunteers

### COMMITTEE MEMBERS

Leigh Farrior  
Awards Chair

McKenzie Davis  
President

Board Members

Hope Eakins

Airelle Peters

Kristina Turner

Ashleigh DeSandro

WINNERS BOOK &  
REEL PRODUCTION  
STAMP

## Event Sponsors

Booz Allen

Publications Plus

Hilltop Public House

Lorraine's

Midtown Pizza Kitchen

Signs to Go

Southeast Gas

STAMP

## Student Sponsors

Publications Plus

## Book Sponsors

Davis Direct

Here Molly Girl

The Columbusite

STAMP

YMCA of Greater Montgomery



# Ignite your creativity at our NEW program series, Spark Sessions!

This spring, join AAF Montgomery for a series of dynamic discussions and expert-led talks designed to fuel your imagination and elevate your career. We'll cover everything you need to stay inspired and informed in today's fast-paced industry.

Find out more at [aafmontgomery.org/event](http://aafmontgomery.org/event)

**SPARK SESSIONS:**

**SPRING REFRESH**

**HEADSHOTS + NETWORKING**

MARCH 11TH  
4:30-6:00 PM  
@ AMPERSAND

aaf.montgomery

**SPARK SESSIONS:**

**A.I. IN THE CREATIVE AGENCY WORLD**

**WITH MARIA D'AMATO**

APRIL 17TH  
5:30-6:30 PM

aaf.montgomery

**SPARK SESSIONS:**

**ETHICAL CREATIVITY**

**WITH DAVID GACSKO**

MAY 20, 2025  
11:45-1:00 PM

aaf.montgomery

# SILVER

# MEDAL



## Leigh Farrior

---

Leigh's impact on the advertising industry spans two decades of leadership, advocacy, and mentorship. Beginning her career as an intern at Stamp Idea Group while earning her degree at Troy University, she has risen to become a key agency leader, shaping both the company and the broader advertising community. Her creativity, strategic thinking, and dedication to elevating the industry have made her a trusted voice in the field and a mentor to many.

Her commitment to the American Advertising Federation is extraordinary. Leigh has held every leadership role within AAF Montgomery, including two terms as President. Under her leadership, the club flourished, strengthening its programs, increasing membership, and raising the profile of advertising professionals in the region. As AAF District 7 Governor, she spearheaded initiatives that strengthened chapters across the





Southeast, launching a district-wide Membership Action Plan and aligning nearly 100% of clubs under a unified branding strategy. Her sound fiscal leadership also enabled District 7 to provide chapter stimulus payments for two consecutive years, ensuring financial stability for local chapters.

Her influence extends beyond the district level to the national stage, where she has made significant contributions to AAF's mission. She has judged American Advertising Awards at both student and professional levels, served on key national committees, and been a passionate advocate for the industry during AAF's Day on the Hill. She also played a major role in initiatives like the Dawn Reeves Student Chapter Establishment Fund and the "Club in a Box" project, which provide resources and support for emerging AAF chapters.

Leigh's dedication to fostering the next generation of advertising professionals is just as impactful. She has mentored students at Troy University, Auburn

University Montgomery, and other institutions, helping to shape the future of the industry through her guidance and expertise. She has served on accreditation committees for high school design programs and worked with the Alabama Advertising Education Foundation to help ensure that students across the state have access to valuable scholarship opportunities.

Beyond her professional achievements, Leigh's commitment to service extends into the broader community. She has been a consistent supporter of local initiatives, always willing to lend her time and expertise to causes that make a difference.

Her lasting contributions have left an indelible mark on AAF Montgomery, District 7, and the national advertising community.

In her spare time, Leigh enjoys fun family moments with her husband, Jason, and two daughters, Ella and Kylie. She's also a Troy University football season ticket holder and avid crafter.

# Signs To Go

www.signstogo.net

Affordable, attention-grabbing signage on YOUR schedule!



Banners • Yard Signs • Presentation Foamboards • Engravings •  
Vehicle Graphics and Decals • Metal Signs

(334) 270-1133 • 1747 Eastern Blvd, Montgomery, AL 36117



PUBLICATIONS **PLUS**

Full Service Commercial Printing  
for Advertising, Marketing,  
**PLUS** so much more!

TELL US WHAT YOU NEED  
AND WE WILL MAKE IT HAPPEN

## WE DO...

Digital Printing • Heatset Web Printing  
Sheetfed Printing • Signs, Banners & Stickers

Perfect Binding • Saddle Stitching  
UV Coating • Brochure Folding • Lamination  
Graphic Design

Outstanding Customer Service  
Mailing & Shipping Nationwide

## WE PRINT...



AND MANY, MANY MORE...

884 Lagoon Commercial Blvd. • Montgomery, AL 36117 • 1-877-701-5087 • 334-244-0436

[WWW.PUBPLUS.NET](http://WWW.PUBPLUS.NET)

Advertising &  
Marketing Industry  
Recognizing  
Excellence

HONOREES

**admire**  
awards



# Here Molly Girl

## Advertising Agency of the Year

Here Molly Girl isn't just a marketing agency—they are creative partners who drive real results. Their strategic expertise refines brands, fuels growth, and keeps clients ahead of industry trends.

What sets them apart is their commitment to collaboration. They don't just deliver solutions; they work alongside clients as true partners, valuing input and crafting authentic, high-impact campaigns. Their creativity is boundless, their strategies sharp, and their results undeniable.

Thinking outside the box isn't enough—they recycle it, repurpose it, and turn it into something extraordinary. Whether redefining luxury marketing or transforming small businesses into community staples, they blend big ideas with laser-focused strategy.

More than just campaigns, Here Molly Girl creates results. Their obsession with measurable impact ensures every strategy moves the needle. In a fast-changing marketing world, they keep clients ahead of the curve—proving time and again why they're a force to be reckoned with.

**WE LOVE  
WHAT  
WE DO.**

**Thank you for loving us back.  
We are honored to be named Advertising Agency of the Year!**

Disclaimer: This ad design is what happens when the owner wants to keep the award a secret from the creative team. Apologies.



[heremollygirl.com](http://heremollygirl.com)



# Katy Doss



---

## Copywriter of the Year

Katy Doss's career spans over a decade in marketing and advertising. As the owner of Here Molly Girl, she has demonstrated exceptional skill in crafting compelling narratives that resonate with diverse audiences. Her expertise encompasses writing, design, and web development, reflecting a multifaceted talent in the creative industry.

Beyond her professional endeavors, Katy is also an accomplished artist. She began painting as a stress reliever and has since developed a unique style characterized by colorful florals with depth and texture, often accompanied by humorously unconventional titles. Her artwork is showcased on her website, Katy Harper Doss Art, and has garnered attention for its vibrant and engaging compositions.

Katy's dedication to her craft and her ability to blend creativity with strategic insight have earned her recognition as Copywriter of the Year. Her work continues to inspire and captivate, solidifying her reputation as a leading figure in the creative community.



# Erika Tracy



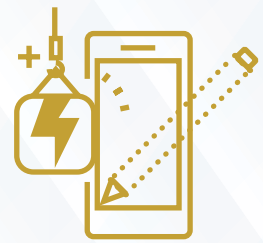
---

## **Art Director of the Year**

Erika Tracy is a freelance designer and photographer based in Montgomery, Alabama. With a passion for visual storytelling, she has made significant contributions to various publications, including The Kitchn, where her work has been featured.

Erika's design portfolio showcases her versatility and creativity, encompassing a range of projects from page layouts to cover designs. Her photography captures the essence of Southern living, reflecting her pride in the region.

Balancing her professional endeavors with family life, Erika exemplifies dedication to her craft and community. Her unique blend of design and photography continues to leave a lasting impact on the creative industry.



# Meghan Cochrane

Meghan Cochrane has been a transformative force at the YMCA of Greater Montgomery, leading a complete turnaround in marketing efforts that have driven membership growth and increased brand awareness across the River Region. Her strategic vision and ability to craft clear, consistent messaging have strengthened connections with members, donors, staff, and volunteers, making the Y's mission more impactful than ever.

Even during a CEO transition, Meghan remained a steady and innovative leader, ensuring that the Y's marketing efforts stayed on track. Her ability to navigate challenges with grace, adapt to changing circumstances, and maintain momentum speaks to her dedication and expertise.

Through her leadership, Meghan has not only elevated the YMCA's presence but has also set a new standard for marketing excellence in the nonprofit sector.

## Marketing Director of the Year





# Shelbie Wallace

## Account Manager of the Year

Four years ago, Shelbie Wallace interviewed for an account executive role with no prior experience. Taking a chance on her was one of the best decisions for Here Molly Girl. She quickly became indispensable, rising to a senior role and joining our leadership team.

Shelbie is the ideal account executive for a small agency—strategic, organized, and versatile. She seamlessly manages client relationships while wearing many hats, including copywriter, social media expert, and paid digital strategist. Clients trust her, coworkers rely on her, and vendors appreciate her professionalism.

In 2024, while expecting her first child, Shelbie continued to showcase her dedication. Despite a tough pregnancy, she meticulously planned her maternity leave, ensuring a seamless transition.

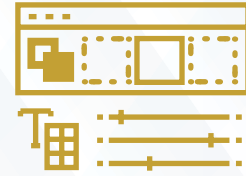
Shelbie is hardworking, kind, and wickedly smart. She embodies what an account executive should be—trusted, respected, and truly invaluable.

# Empowering Possibility.

Congratulations to Leigh on your Silver Medal honor, and cheers to Cristen, McKenzie, and Tessa for your AdMIRE award wins. We are incredibly proud of you all. 🏆



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



# McKenzie Davis

## **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.



# Carrie Beth Wallace



## Best Content Creator

Carrie Beth Wallace is a powerhouse content creator whose passion for storytelling brings Columbus, Georgia, to life. As a freelance writer and social media strategist for Visit Columbus GA, she crafts engaging campaigns that showcase the city's vibrant arts, culture, and outdoor attractions. Her ability to connect with audiences in real-time drives meaningful engagement and positions Columbus as a must-visit destination.

Beyond her freelance work, Carrie Beth is the founder and editor-in-chief of *The Columbusite*, a publication dedicated to amplifying the local creative scene. With a background in journalism and a sharp editorial eye, she blends strategy with storytelling to create compelling content that resonates.

Her work not only inspires visitors but also strengthens the connection between residents and their community. She is a creative force, a visionary storyteller, and a dedicated advocate for Columbus.



*Hear us out and you'll  
never miss a beat.*

## THE COLUMBUSITE

*Your arts & culture guide to Columbus, Georgia.*

[www.thecolumbusite.net](http://www.thecolumbusite.net)





# Ashleigh DeSandro

Ashleigh DeSandro is an exceptional photographer whose talent, versatility, and keen eye for storytelling set her apart. Whether capturing YMCA events, collegiate sports, weddings, portraits, or community gatherings at 17 Springs, she brings each moment to life with authenticity and emotion. Her ability to connect with her subjects ensures that every shot tells a compelling story, from fast-paced action to intimate, heartfelt moments.

Ashleigh's diverse portfolio reflects her adaptability and professionalism, consistently delivering high-quality, impactful imagery. Her work resonates with viewers, preserving memories in a way that feels both natural and deeply meaningful. Clients and colleagues alike praise her for not just taking pictures, but for capturing the true spirit of every event.

Her passion and dedication make her a deserving recipient of the Photographer of the Year award. Whether behind the lens at a wedding in Cancun or on the sidelines of a sports event, Ashleigh's work leaves a lasting impression.

## Best Photographer



# YMCA OF GREATER MONTGOMERY

At the Y, we take immense pride in our work to strengthen communities and help all of us be our best selves. We provide a place to play, learn, to be healthy, to eat well, and to give back, We give parents childcare, young adults job training, seniors a way to connect, and children a safe place to go. We believe that everyone - no matter who they are or where they're from - deserves the opportunity to reach their full potential. Everything the Y does is in service of making people and communities thrive.

## FIND YOUR Y!

### Bell Road YMCA

2435 Bell Road  
Montgomery, AL 36117  
(334)271-4343

### Cleveland Avenue YMCA

1201 Rosa L Parks Avenue  
Montgomery, AL 36108  
(334)265-0566

### Downtown YMCA

761 South Perry Street  
Montgomery, AL 36104  
(334)269-4362

### East Family YMCA

3407 Pelzer Avenue  
Montgomery, AL 36109  
(334)272-3390

### Grandview Family YMCA

4700 Camp Grandview Road  
Millbrook, AL 36054  
(334)290-9622

### James W. Wilson, Jr. YMCA

1445 Wilson Park Drive  
Montgomery, AL 36117  
(334)356-8471

### Kershaw YMCA

2229 W Fairview Avenue  
Montgomery, AL 36108  
(334)265-1433

### Midtown Family YMCA

3455 Carter Hill Road  
Montgomery, AL 36111  
(334)262-6411

### YMCA at Peppertree

7150 Halcyon Park Drive  
Montgomery, AL 36117  
(334)777-6133

### Wetumpka Family YMCA

200 Red Eagle Drive  
Wetumpka, Alabama 36092  
(334)567-8282



EXPLORE ALL OF  
OUR FACILITIES!  
JOIN TODAY!

PRESENT THIS AD AT ANY  
YMCA OF GREATER  
MONTGOMERY BRANCH  
FOR A \$0 JOINING FEE!



# Cristen Bozeman

Cristen Bozeman is a standout media buyer known for her strategic expertise, adaptability, and unwavering dedication to her clients. She stays ahead of the ever-evolving digital media landscape, continuously educating herself on new trends and maintaining industry certifications. She ensures that every media buy is both efficient and effective, maximizing impact while keeping client budgets top of mind.

## **Best Media Buyer**

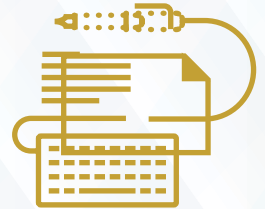
Beyond her professional excellence, Cristen is the definition of a team player. She goes above and beyond to support colleagues, clients, and media partners, always responding with accuracy, urgency, and a willingness to lend a helping hand. Her passion for service extends beyond the office, where she dedicates time to dog rescue and fosters animals in need—fitting for someone who embodies both heart and hard work.

Cristen's combination of industry knowledge, client-first mindset, and compassionate spirit makes her truly deserving of the Media Buyer of the Year award. She doesn't just place media—she builds relationships, drives results, and elevates those around her.





# Tessa Suell



## Best Intern

Tessa Suell joined Stamp as a Creative Intern in Fall 2024 and quickly became an invaluable part of the team. Her attention to detail, technical proficiency, and eagerness to learn set her apart from the start. She excelled in preparing art for both digital and print, ensuring consistency and quality across client campaigns while also contributing to copy editing and messaging refinement.

Tessa's adaptability and strong work ethic allowed her to seamlessly integrate into our fast-paced agency workflow. Whether assisting with production, participating in press checks, or engaging in strategic planning, she embraced every challenge with enthusiasm. Her curiosity extends beyond traditional design work—she has explored video, animation, photography, and web programming, demonstrating her versatility and drive to expand her creative skill set.

Now continuing as a Graduate Fellow, Tessa continues to make meaningful contributions to our team. We are excited to see where her career takes her and have no doubt she will leave a lasting impact on the industry.



**PUBLICATIONS *PLUS***



# Publications Plus

Publications Plus stands out as a leader in the printing industry, known for their quick turnaround times, exceptional quality, and outstanding customer service. Whether working with small businesses, large companies, or individuals, they consistently go the extra mile to ensure every detail is perfect. Their ability to deliver high-quality work on time, even under tight deadlines, sets them apart from the competition.

## **Best Printing Company**

Beyond their expertise, Publications Plus is known for its friendly, responsive team that makes every client feel valued. No project is too big or small, and their dedication to getting the job done right has earned them a loyal customer base.

Their commitment extends beyond business—they are actively involved in their local community, supporting initiatives and giving back whenever possible. This dedication to both their craft and their community makes them a trusted partner and a deserving recipient of the Printer of the Year award.



***Fueling Creativity, One Slice at a Time –  
Proud Sponsor of AAF Montgomery***

**MIDTOWN  
PIZZA  KITCHEN**

MONTGOMERY  
(334) 395-0080  
2940 ZELDA ROAD  
MONTGOMERY, AL 36106

PRATTVILLE  
(334) 285-6128  
584 PINNACLE PL.  
PRATTVILLE, AL 36066



**Southeast Gas**

*It comes naturally.*

**CONGRATULATIONS TO ALL  
OF THIS YEAR'S HONOREES  
AND ADDY AWARD WINNERS!**

**@HILLTOPPUBLICHOUSE**



**3 N GOLDTHWAITE ST.**

**COFFEE, COCKTAILS, & COOL KIDS  
IN HISTORIC COTTAGE HILL**

# 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!  
aafmontgomery.org

student  
award  
**WINNERS**

AMERICAN  
**ADVERTISING**  
AWARDS  
STUDENT DIVISION

student  
**SPECIAL**  
awards



student designer  
of the year

**ICIE  
WALLACE**

---

**Troy University**

---

recipient of a  
\$500 scholarship



student illustrator  
of the year  
**ELIZABETH  
ELLIOTT**

**Columbus State University**

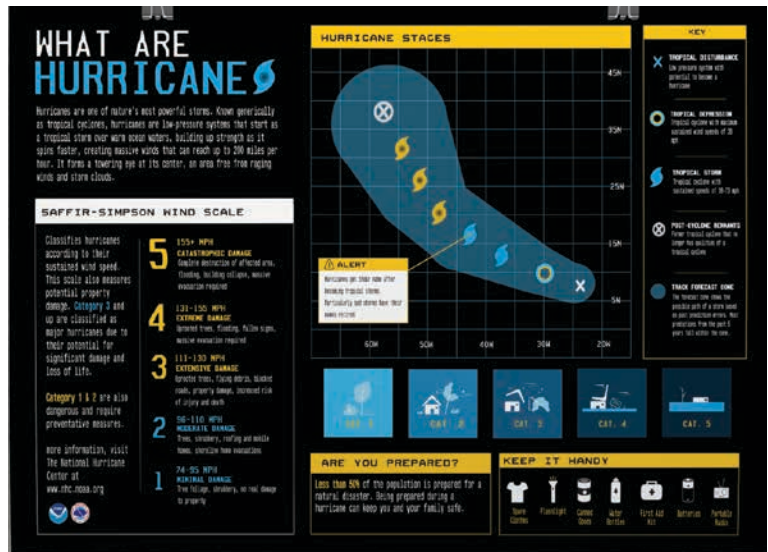
best **IN SHOW**



**Pop Soda**  
MAGAZINE ADVERTISING  
CAMPAIGN  
Kelsey LeMaster  
Auburn University at  
Montgomery

student  
**MOSAIC**  
addy award®

**What Are Hurricanes**  
POSTER  
Kristen Lofton  
Columbus State University  
Mosaic ADDY Award

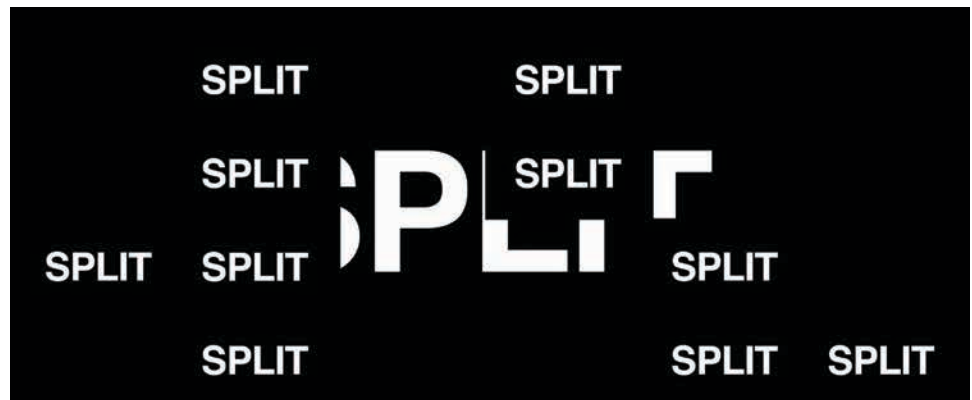


student judge's choice  
**AWARDS**



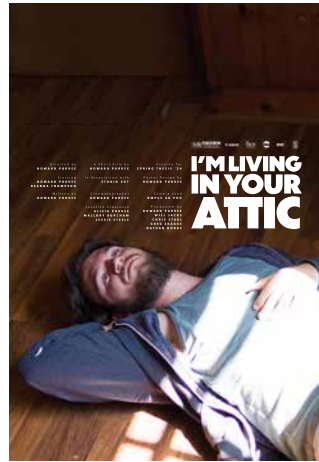
**Isolation**  
CINEMATOGRAPHY  
Stuart Blake  
Troy University

**SPLIT title sequence**  
ANIMATION OR SPECIAL EFFECTS  
Anna Kautz, Dr. Kelly Suero  
Troy University





judge's choice **AWARDS** continued



**I'm Living In Your Attic Campaign**

ART DIRECTION CAMPAIGN

Howard Purves

Troy University



**Terra Guatemala Kite-Making Kit**

PACKAGING

Cristhel Corpeno

Columbus State University

# student GOLD addy<sup>®</sup>



**Pop Soda**  
MAGAZINE  
ADVERTISING  
CAMPAIGN  
Kelsey LeMaster  
Auburn University at  
Montgomery

**Isolation**  
CINEMATOGRAPHY  
Stuart Blake  
Troy University





## The Picture of Dorian Gray Book

ART DIRECTION  
Icie Wallace  
Troy University

## Money Heist Title Sequence

ART DIRECTION  
Connor Evans  
Troy University



## The King Music Video

CINEMATOGRAPHY  
Anna Kautz, Charlie Williams,  
Icie Wallace, Mallory Burcham  
Troy University



## The Mysterious Musicians

PUBLICATION COVER/EDITORIAL SPREAD OR  
FEATURE SERIES

Shu Lin Zheng

Columbus State University



**BLICKU**  
LOGO DESIGN  
Kristen Lofton  
Columbus State University

**BLICKU**  
art materials

# student SILVER addy<sup>®</sup>



**Nutty Butter**  
PACKAGING  
Kelsey LeMaster  
Auburn University  
at Montgomery



**Kelly Bryant**  
Collage  
Promotional  
ANIMATION OR  
SPECIAL EFFECTS  
Colt Bass  
Auburn University



**Coraline Title Sequence**  
ART DIRECTION  
Icie Wallace  
Troy University



**I'm Living In Your Attic Campaign**  
ART DIRECTION CAMPAIGN  
Howard Purvee  
Troy University

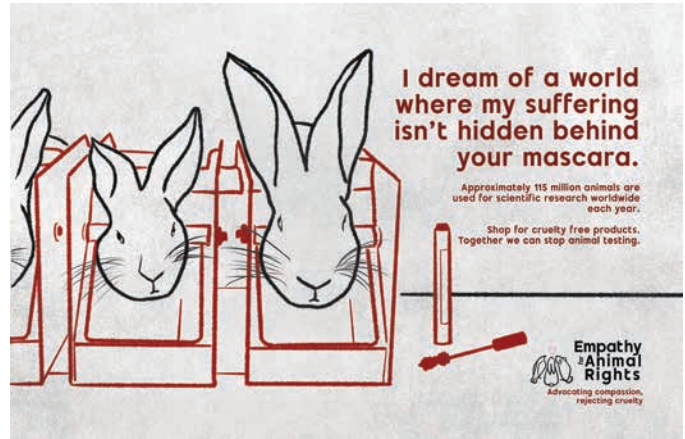


**Tonight You Are Mine Music Video**

CINEMATOGRAPHY

Jared Hester, Reanna Thompson, Nate Hobbs,  
Howard Purvee, Zack Pappanastos

Troy University



**Animal Testing PSAs**

COPYWRITING

Riley Robinson

Auburn University at Montgomery



**The Anaheim Convention Center**

PRINTED ANNUAL REPORT OR BROCHURE

Emily Scalise

Columbus State University



**Porsche Outdoor Boards**

OUTDOOR & TRANSIT ADVERTISING CAMPAIGN

Stuart Blake, Stuart Blake (need two with same name)

Troy University

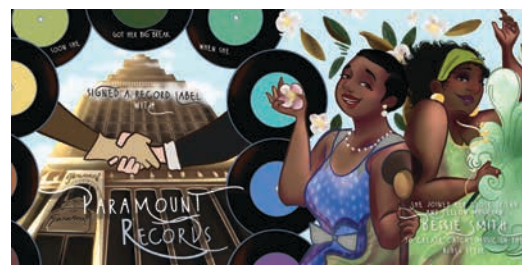


**BLICKU Advertisement**

MASS TRANSIT OUT OF HOME

Kristen Lofton

Columbus State University



**Ma Rainey's Musical Mind**

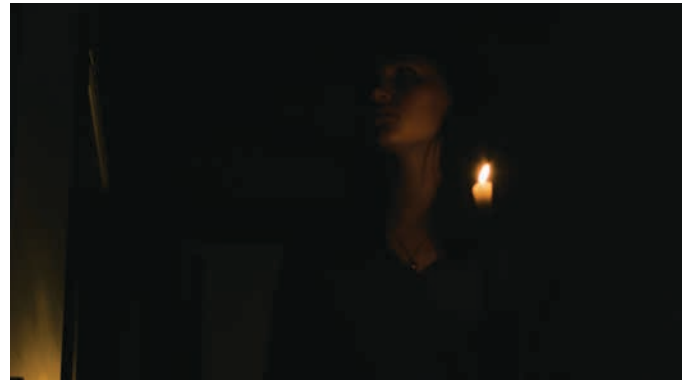
PUBLICATION COVER/ EDITORIAL SPREAD OR FEATURE, SERIES

Elizabeth Elliott

Columbus State University



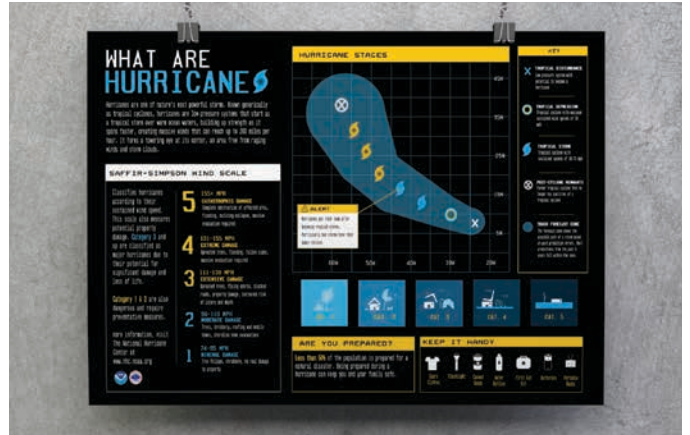
**Loo**  
ART DIRECTION  
CAMPAIGN  
Emily Cousins  
Troy University



**The Crow Movie Trailer**  
ART DIRECTION  
Charlie Williams, Anna Kautz  
Troy University



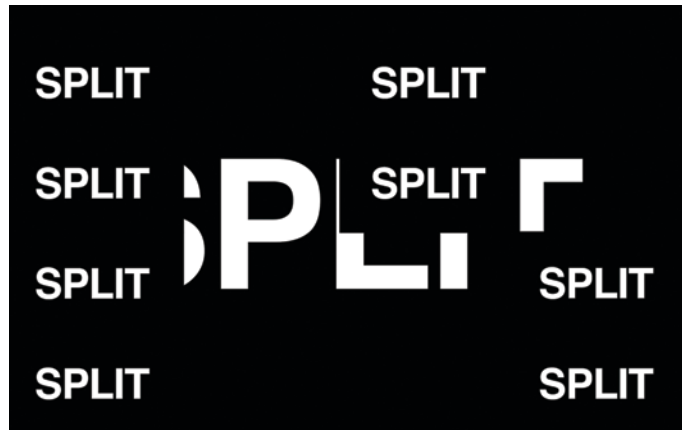
**Twist & Tangle**  
LOGO DESIGN  
Megan McBride  
Columbus State University



**What Are Hurricanes**  
POSTER  
Kristen Lofton  
Columbus State University



**Roanoke River Otters Brand Book**  
ART DIRECTION  
Emily Beaudry  
Troy University



**SPLIT title sequence**  
ANIMATION OR SPECIAL EFFECTS  
Anna Kautz, Dr. Kelly Suero  
Troy University

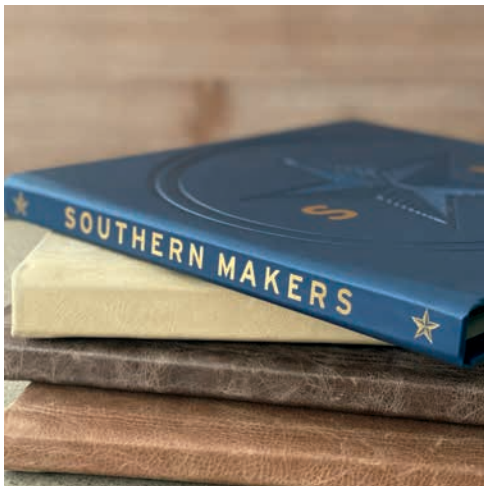
professional  
award  
**WINNERS**

AMERICAN  
ADVERTISING  
AWARDS



# SPECIAL awards

best **IN SHOW**



## **Southern Makers Coffee Table Book**

BOOK DESIGN

Erika Tracy Design

for Southern Makers

Erika Tracy, Art Director

Jennifer S. Kornegay, Writer

public  
service  
**AWARD**

**2025 JP Calendar**

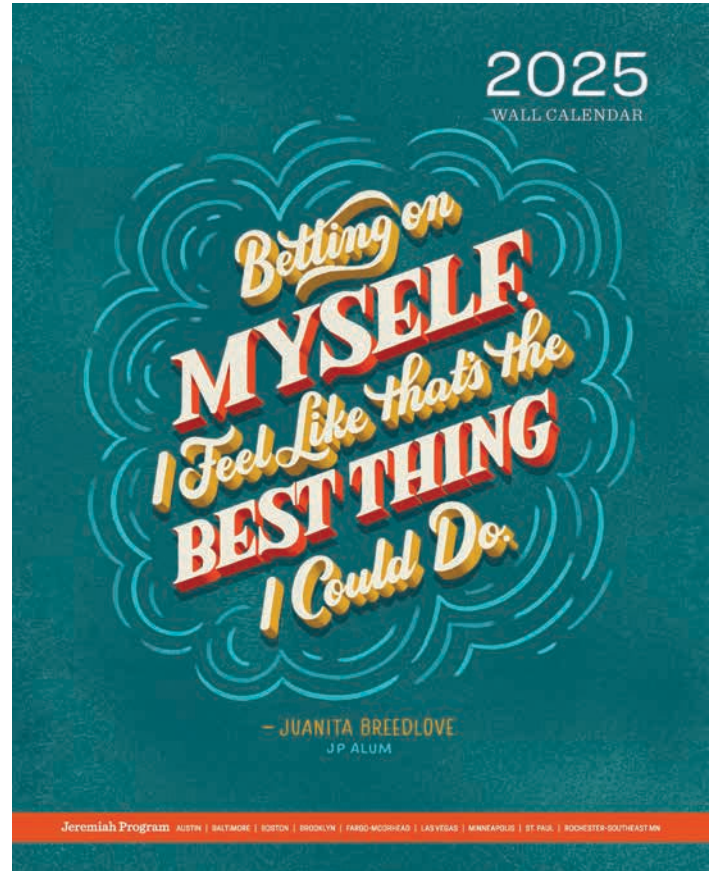
PUBLIC SERVICE COLLATERAL,  
BRAND ELEMENTS

Jeremiah Program

Kristina Turner, Sr. Director of  
Marketing and Storytelling

Monita Bell, Director of Content  
Strategy

Hom Sweet Hom, Illustrator



**MOSAIC**  
addy award®

**The Year in Hate & Extremism**

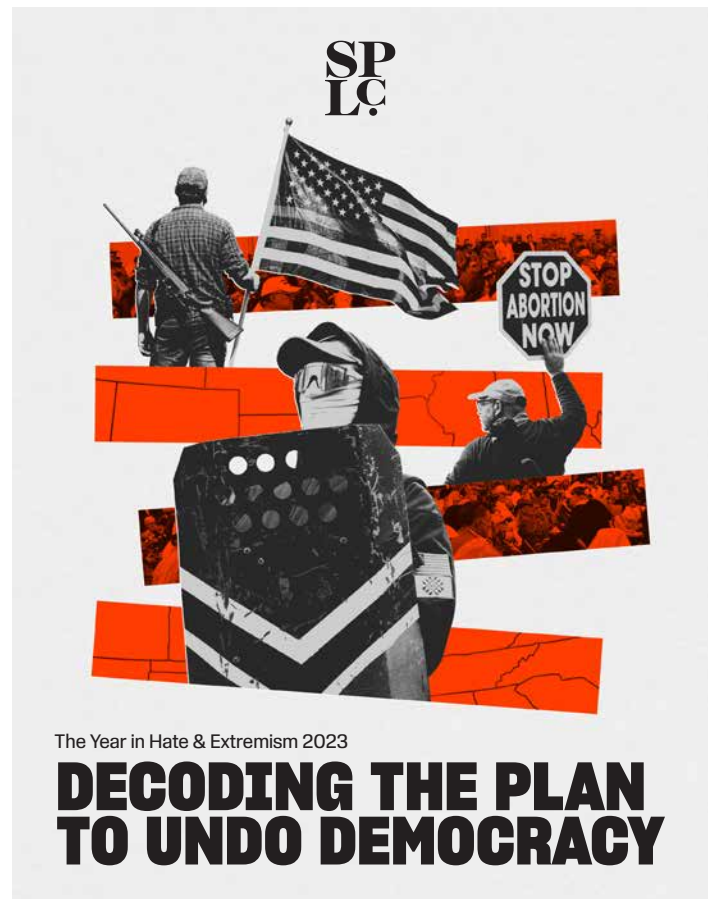
MAGAZINE DESIGN

The Southern Poverty Law Center

Cierra Brinson, Senior Designer

AJ Favors, Senior Creative Lead

Meagan Lilly, Deputy Director of Creative, Design



best in film, video, & sound  
**AWARD**



**Sheltered Injustice**

BRANDED CONTENT &  
ENTERTAINMENT CAMPAIGN

The Southern Poverty Law Center  
Hernan La Greca, Deputy Director of  
Creative, Photography & Video

best photography  
**AWARD**



**Shomari Figures**

STILL PHOTOGRAPHY

The Southern Poverty Law Center  
Hillary Hudson, Senior Video Producer

# judge's choice AWARDS



## Why I Vote

POLITICAL NON-BROADCAST &  
ONLINE VIDEO CAMPAIGN

The Southern Poverty Law Center  
AJ Favors, Senior Creative Lead  
Cierra Brinson, Senior Designer  
Meagan Lilly, Deputy Director of  
Creative, Design

## Transforming the South

BRANDED CONTENT &  
ENTERTAINMENT FOR ONLINE  
FILM, VIDEO & SOUND

The Southern Poverty Law Center  
Hillary Hudson, Senior Video  
Producer

Hernan La Greca, Deputy Director  
of Creative, Photography & Video



judge's choice **AWARDS** continued

**Hidden in Plain Sight**

PUBLICATION EDITORIAL SPREAD OR FEATURE

The Southern Poverty Law Center

Cierra Brinson, Senior Designer

AJ Favors, Senior Creative Lead



**Joy Mammography Patient Stickers**

GUERRILLA MARKETING

Stamp

for Baptist Health

Ashley Reid, Art Director

Stamp Staff, Copywriters

Beth Bushman, Account Director



# professional **GOLD** addy<sup>®</sup>



## **Southern Makers Coffee Table Book**

BOOK DESIGN

Erika Tracy Design

for Southern Makers

Erika Tracy, Art Director

Jennifer S. Kornegay, Writer



## **Sheltered Injustice**

BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

The Southern Poverty Law Center

Hernan La Greca, Deputy Director of Creative,  
Photography & Video



## Transforming the South

BRANDED CONTENT & ENTERTAINMENT FOR  
ONLINE FILM, VIDEO & SOUND

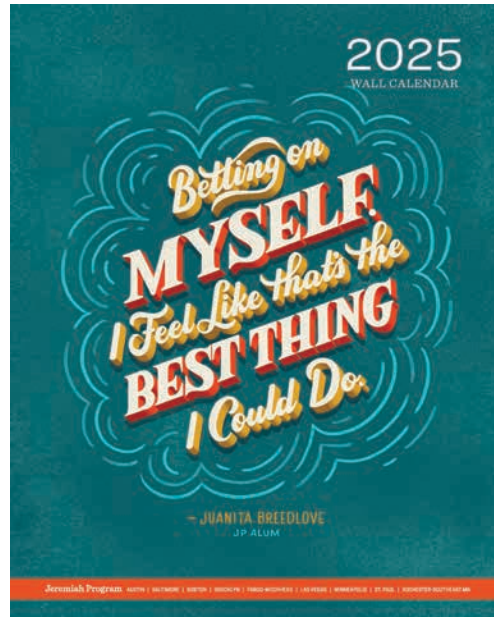
The Southern Poverty Law Center  
Hillary Hudson, Senior Video Producer  
Hernan La Greca, Deputy Director of  
Creative, Photography & Video

## 2025 JP Calendar

PUBLIC SERVICE COLLATERAL, BRAND ELEMENTS  
Jeremiah Program

Kristina Turner, Sr. Director of Marketing and  
Storytelling

Monita Bell, Director of Content Strategy  
Hom Sweet Hom, Illustrator

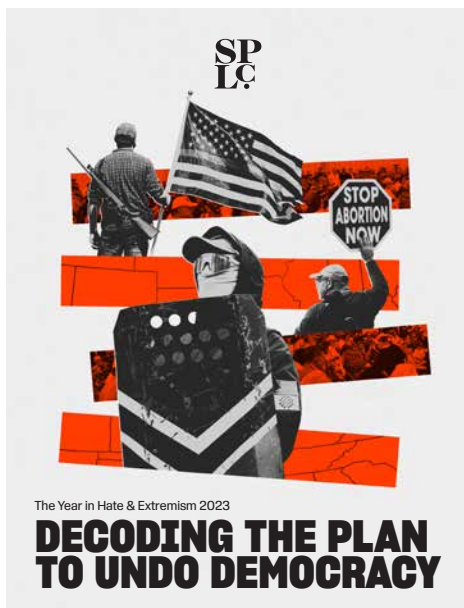


## The Year in Hate & Extremism

MAGAZINE DESIGN

The Southern Poverty Law Center  
Cierra Brinson, Senior Designer

AJ Favors, Senior Creative Lead  
Meagan Lilly, Deputy Director of Creative, Design





## Civil Rights Veterans

BRANDED CONTENT &  
ENTERTAINMENT CAMPAIGN

The Southern Poverty Law Center  
Jacob Saylor, Senior Video Producer  
Hernan La Greca, Deputy Director of  
Creative, Photography & Video

## Script Business Development Boxes

ADVERTISING/MEDIA INDUSTRY SELF-PROMOTION

Script Marketing

Katy Doss, Owner, Account Executive

Melinda Draut, Creative Director



## Why I Vote

POLITICAL NON-BROADCAST & ONLINE VIDEO CAMPAIGN

The Southern Poverty Law Center

AJ Favors, Senior Creative Lead

Cierra Brinson, Senior Designer

Meagan Lilly, Deputy Director of Creative, Design





## Year in Hate & Extremism

ART DIRECTION—CAMPAIGN  
 The Southern Poverty Law Center  
 Cierra Brinson, Senior Designer  
 AJ Favors, Senior Creative Lead

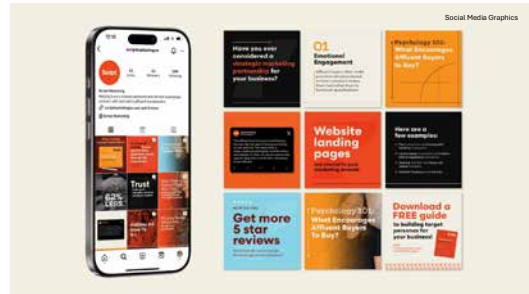


## Script Marketing Branding Elements

ADVERTISING/MEDIA INDUSTRY  
 SELF-PROMOTION

Script Marketing

Katy Doss, Owner, Account Executive  
 Melinda Draut, Creative Director



## 2025 SPLC Calendar

ART DIRECTION—CAMPAIGN  
 The Southern Poverty Law Center  
 Cierra Brinson, Senior Designer



## Facing Death Threats

BRANDED CONTENT & ENTERTAINMENT  
FOR ONLINE FILM, VIDEO & SOUND

The Southern Poverty Law Center  
Hernan La Greca, Deputy Director of  
Creative, Photography & Video



## MCC Awareness Campaign

CROSS PLATFORM CONSUMER CAMPAIGN

Stamp

for Montgomery Cancer Center

Camille Leonard, Creative Director

Jim Leonard, Executive Creative Director, Copywriter

Stephen Poff, Photography/Videography

Ashley Reid, Graphic Designer

Beth Bushman, Account Director

Roberta Pinkston, Media Buyer

McKenzie Davis, Social Media Manager

Cristen Bozeman, Digital Media Buyer



# 2025 ADVERTISING DAY ON THE HILL



## **2025 AAF Advertising Day on the Hill** **March 13 | Washington, DC**

Start making your plans now to attend the 2025 AAF Advertising Day on the Hill on Thursday, March 13, 2025. AAF Advertising Day on the Hill is the event where the power and passion of AAF's grassroots are demonstrated by gathering in Washington, DC to learn about the issues confronting our industry and walk the halls of Congress to educate lawmakers about the importance of advertising to the U.S., as well as to every state and congressional district.

---

**For more information and to register: [tinyurl.com/aaf-doth](https://tinyurl.com/aaf-doth)**

# professional SILVER addy®



## Graduate Career Services Packet

STATIONERY PACKAGE

Auburn University -  
Harbert College of  
Business

Elizabeth Adams,  
Graphic Designer

Aaron LaRoux, Senior  
Graphic Designer

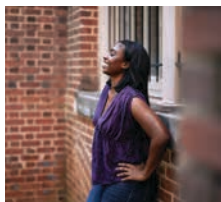
## Male Supremacy Report

ILLUSTRATION SERIES

The Southern Poverty Law Center

Sunny Paulk, Senior Designer

Cristiana Couceiro, Illustrator



## Sheltering Injustice

STILL PHOTOGRAPHY  
CAMPAIGN

The Southern  
Poverty Law Center

Hernan La Greca,  
Deputy Director  
of Creative,  
Photography &  
Video

Ben Rollins,  
Photographer



## Shareholder's Society Packet

PACKAGING SINGLE  
UNIT

Auburn University -  
Harbert College of  
Business

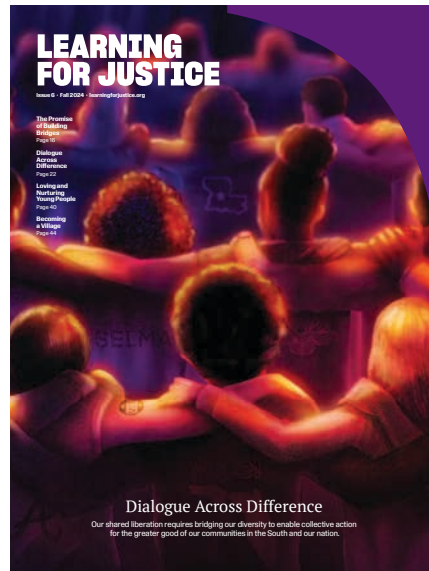
Aaron LaRoux,  
Senior Graphic  
Designer

Nicole Maroun,  
Engagement  
Specialist



**Heart Health Campaign**

CROSS PLATFORM CONSUMER CAMPAIGN, LOCAL Stamp for Baptist Health  
 Camille Leonard, Creative Director  
 Jim Leonard, Executive Creative Director, Copywriter  
 Stephen Poff, Photography/Videography  
 Ashley Reid, Graphic Designer  
 Leigh Fariior, Developer  
 Xuesong Chen, Programmer  
 Beth Bushman, Account Director  
 Roberta Pinkston, Media Buyer  
 McKenzie Davis, Social Media Manager  
 Cristen Bozeman, Digital Media Buyer



**LFJ Magazine**  
 MAGAZINE DESIGN  
 The Southern Poverty Law Center  
 Staff, The Southern Poverty Law Center



**The South's Got Now Comics**  
 POLITICAL NON-BROADCAST & ONLINE VIDEO CAMPAIGN  
 The Southern Poverty Law Center  
 Cierra Brinson, Senior Designer  
 Meagan Lilly, Deputy Director of Creative, Design



**2023 Impact Report**  
 BROCHURE, SINGLE UNIT  
 The Southern Poverty Law Center  
 Alex Trott, Senior Designer  
 Hernan La Greca, Deputy Director of Creative, Photography & Video



**Shomari Figures**  
 STILL PHOTOGRAPHY  
 The Southern Poverty Law Center  
 Hillary Hudson, Senior Video Producer



**65th Anniversary Logo**  
 AD CHAPTER OR MARKETING CHAPTER Stamp  
 for AAF Montgomery  
 Leigh Fariior, Creative Director



**The South's Got Now**

INTEGRATED POLITICAL ADVERTISING  
 The Southern Poverty Law Center  
 Staff, The Southern Poverty Law Center

**Here Molly Girl Biz Dev Boxes**

ADVERTISING/  
 MEDIA INDUSTRY  
 SELF-PROMOTION  
 Here Molly Girl  
 Katy Doss, Owner,  
 Account Lead  
 Melinda Draut,  
 Creative Director



**RSA 2023 Annual Report**

PRINTED ANNUAL  
 REPORT  
 Stamp  
 for Retirement  
 Systems of  
 Alabama  
 Ashley Reid,  
 Art Director  
 Jim Leonard,  
 Executive  
 Creative Director,  
 Copywriter  
 Stephen Poff,  
 Photography  
 Maghen Barranco,  
 Account Executive  
 Ashli Clements,  
 Account  
 Coordinator



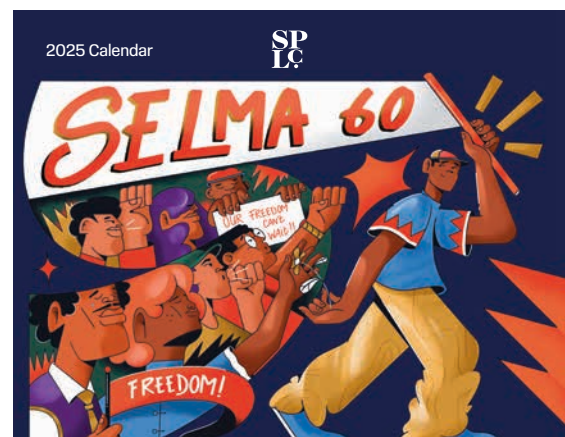
**Global Programs Campaign**

BROCHURE CAMPAIGN  
 Auburn University - Harbert College of Business  
 Nicole Archer, Marketing Manager  
 Aaron LaRoux, Senior Graphic Designer  
 Elizabeth Adams, Graphic Designer



**SPLC Report**

PUBLICATION  
 DESIGN, COVER  
 The Southern  
 Poverty Law  
 Center  
 Alex Trott,  
 Senior Designer  
 Owen Gent,  
 Illustrator

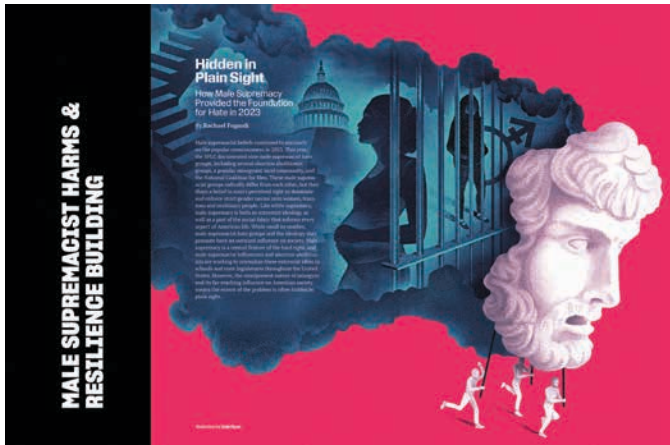


**2025 SPLC Calendar**

SPECIALTY ADVERTISING, OTHER MERCHANDISE  
 The Southern Poverty Law Center  
 Cierra Brinson, Senior Designer  
 Meagan Lilly, Deputy Director of Creative, Design

**Hidden in Plain Sight**

PUBLICATION EDITORIAL SPREAD OR FEATURE  
 The Southern Poverty Law Center  
 Cierra Brinson, Senior Designer  
 AJ Favors, Senior Creative Lead



**Integra Mental Health Website**

WEBSITES - CONSUMER  
 Here Molly Girl  
 for Integra Mental Health  
 Shelly Weathers, Account Executive  
 Melinda Draut, Creative Director  
 Clint Richardson, Web Specialist  
 Erika Ruiz, Graphic Designer



**2025 SPLC Calendar 2**

ART DIRECTION CAMPAIGN  
 The Southern Poverty Law Center  
 Cierra Brinson, Senior Designer



**2025 Escape Guide**

BROCHURE, SINGLE UNIT  
 Stamp  
 for Dunes Realty  
 Leigh Farrow, Creative Director  
 Jim Leonard, Copywriter  
 Beth Bushman, Account Director



**The Columbusite**

MAGAZINE SPREAD,  
 MULTIPLE PAGE OR INSERT  
 The Columbusite  
 Carrie Beth Wallace,  
 Founder, Editor-in-Chief

# + **We've got you covered**

Your full service marketing partner



**davis direct**

On Target. On Time.

- Offset printing
- Digital printing
- Display graphics
- Wide format
- Custom design
- Direct mail
- Fulfillment

1241 Newell Parkway  
Montgomery, AL 36110



(334) 277-0878  
davisdirect.com



1006 Opelika Road  
Auburn, AL 36830





congrats,  
**WINNERS!**



**aaf** american  
advertising  
federation

montgomery

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