

2019
A STAR
IS BORN ADDY
AWARDS

Thank you for your submissions and for competing in the 2019 American Advertising Awards.

We put on a tremendous creative show as an ad community this year. Our judges were very impressed by the level of creativity in Tallahassee and gave high praise for the breadth of work each of you produced. For the Awards Gala, we called all A-Listers to the red carpet for a night to celebrate, elevate, and collaborate as a creative community. This year's theme was A Star is Born, where seasoned creatives won big once again, and some rising stars sparkled for the first time!

AAF Tallahassee's American Advertising Awards is the first level of a three-tiered awards program, and is our organization's largest event of the year. It requires a tremendous, coordinated effort by many volunteers, members and students. I'd like to thank the amazing group that helped make the local competition possible:

ADDY® COMMITTEE

ADDY® Gala Chair: Mike Akers, CEO, FLAG Credit Union

ADDY® Judging Chair: Amelia Denson, Director, Digital Content Production, Moore

Education Chair: Michael Winn, EVP, Digital Opps

Heather Johnson, CEO, Voxy Media Group

Kristin Bass-Petersen, VP, Digital Media Services, The Pod Advertising

Giavona Williams, CEO, Grova Creative

Lori Finn, The Pod Advertising

Ari Maccow, CareerSource Florida

Ashlee Weber, Moore

Bryce Kelley, Moore

Amber Lewis, Moore

Bridget Kabacinski, Moore

Dave Barfield, The Lonely Fox

Erin Pace, Lily & Sushi Design Co.

This year we added special local awards to celebrate our creative community for the quality of work they do all year long: Small Agency of the Year, Mid-Size Agency of the Year, Large Agency of the Year, and Overall Agency of the Year. We also recognized one outstanding AdPro of the Year, nominated and voted on exclusively by our members. We hope this will be a tradition that lives on for AAF Tallahassee for years to come.

Special recognition goes to our judges, Barry Wallace, Mara Clark, and Jacob Edenfield, who donated both their time and talents to make the difficult decisions of selecting this year's ADDY® winners.

And last, but certainly not least, thank you to our Silver Medal Committee for their dedication to AAFT and our industry. We appreciate your ongoing support, and your diligence and deliberation every year in selecting the Silver Medal recipient, our club's highest honor.

It has been my pleasure to serve as the 2018-2019 AAFT President, and I'm extremely proud of what our Board has accomplished so far this year! I hope you'll continue to join us for our educational and networking events!

Sincerely,



Samantha Strickland
AAFT President
CEO of The Pod Advertising





**CONGRATULATIONS,
APRIL SALTER!
2018 SILVER MEDALIST**

THE SILVER MEDAL AWARD

The American Advertising Federation’s Silver Medal Award Program was established nationally in 1959 and locally in 1974 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry’s standards, creative excellence and responsibility in areas of social concern. Annually, the AAF’s Ad Clubs bestow this honor upon outstanding members of the local advertising community. The award serves to enhance the image of advertising by recognizing a locally well-known person for his or her advertising and community involvement.

SILVER MEDAL AWARD CRITERIA

Our Silver Medal Panel uses the following criteria for selection:

- **Contribution to His/Her Company:** The recipient must have achieved success in one of the following areas of work: advertising agency, advertiser, media or advertising service.

- **Creative Ability:** The recipient must have shown a consistent, high degree of original thinking in their field.
- **Contributions to the General Advancement of Advertising:** The recipient must have worked to increase the stature and raise the standards of the advertising profession.
- **Contributions to the Community:** The recipient should be someone who has been active in civic, religious or other organizations dedicated to human or social welfare.

PAST SILVER MEDAL AWARD RECIPIENTS

- 2017 - Sean Doughtie
- 2016 - Gil Ziffer
- 2015 - Gary Yordon
- 2014 - Cathy Schroeder
- 2013 - Charles Belvin
- 2012 - Nick Waller
- 2011 - Jon Brown
- 2010 - Jerry Kidd
- 2009 - Ron Sachs
- 2008 - Tom Tomasi
- 2007 - Mike Vasilinda

- 2006 - Tod Thomas
- 2005 - Belinda Binger
- 2004 - Heather Johnson
- 2003 - John Goodson
- 2002 - Anna Johnson Riedel
- 2001 - Rick Oppenheim
- 2000 - Lee Ann Franceschi
- 1999 - Richard Rice
- 1998 - Karen Moore
- 1997 - John Burns
- 1996 - Tyler Wold
- 1995 - Bob Carnley
- 1994 - Maureen Thompson
- 1993 - Frank Watson
- 1992 - Gene Deckerhoff
- 1991 - Duane Franceschi
- 1989 - Judy Newsome
- 1988 - Peter Mitchell
- 1987 - Len Taliaferro
- 1986 - John Evans
- 1985 - Lynne Stephenson
- 1984 - Don Keyes
- 1983 - Chal Crowell
- 1980 - Fellis Carnley
- 1979 - Carol Ann Boydston
- 1978 - Bill Boydston
- 1977 - Susan Hove
- 1974 - Fellis Carnley

MEET OUR JUDGES

BARRY WALLACE

MARKETING DIRECTOR



Over the course of his 25 years in advertising, Barry Wallace has worked as Creative Director

for Tampa Bay advertising agencies working on local, national and international accounts such as Pepsi bottling, KFC franchise group, Closet Maid storage products, Danka Office Systems, Time Warner Cable and several Florida tourism accounts.

Since 2008 Barry has been leading his own brand consulting and design firm specializing in the creation of new emerging brands and evolving existing brands into highly recognizable and memorable brand experiences. In 2014 Barry became the in-house marketing manager for his previous client, Power-Pole shallow water anchors.

Barry has won numerous awards including American Advertising Award (ADDYs) for his ad campaigns, his print & web design, and his television & radio commercials.

Barry has been a member of the American Advertising Federation since 2006. He is a past president of the AAF - Tampa Bay (2010-2011). He has served the AAF 4th District since 2013 and was Governor of the District in 2016. He currently the incoming Chairman of the AAF National Council of Governors.

MARA CLARK

DIGITAL MEDIA PRODUCT SPECIALIST



Mara Clark has been in the advertising and media world for more than

20 years. Her expertise includes marketing strategy and campaign implementation, graphic design, and social media strategy. She currently works for Cox Media as the Digital Media Product Specialist for the FL/GA Region, where she puts her skills to good use as she collaborates to create compelling multi-screen campaigns. She is certified by the prestigious IAB on Digital Media Sales and has a degree in Advertising from the University of Puerto Rico.

In her spare time, she enjoys going to the beach, working on her fashion blog with photographer/husband Jim Clark (@WearInDestin), and watching her two kids be part of their high school marching band. She currently serves on the AAF 4th District's Executive Board as the Immediate Past Governor.

JACOB EDENFIELD

ASSOCIATE CREATIVE DIRECTOR



Due to a massive childhood crush on Samantha Stevens from television classic, Bewitched,

Jacob inadvertently discovered that Darren Stevens worked in advertising. It seemed like a pretty sweet gig.

So he earned a degree from the University of North Carolina, moved to the Midwest, wrote and concepted, got some promotions, won a few awards, rescued lots of animals, started a music company, loved, lost and learned to love again - before chasing the salt air to South Florida.

As an Associate Creative Director for Starmark, he works tirelessly to reduce the terrible 1000:1 exchange rate between words and pictures. ●



AWARDS:
PROFESSIONAL

SALES & MARKETING

01B - SALES KIT OR PRODUCT INFORMATION SHEETS

1 Greatest Generation Sales Kit: Silver ●

ENTRANT: The Mitchells

CLIENT: SRI Management

CREDITS: Erich Stefanovich, Creative Director

LeeAnn Phillips, Assistant Creative Director and Art Director

Sophie Odom, Graphic Designer



1

2 Postcards from Home Sales Kit: Silver ●

ENTRANT: The Mitchells

CLIENT: SRI Management

CREDITS: Erich Stefanovich, Creative Director

LeeAnn Phillips, Assistant Creative Director and Art Director

Annemarie Chin, Graphic Designer



2

01D - SALES PROMOTION CAMPAIGN

3 Postcards from Home Campaign: Gold ●

ENTRANT: The Mitchells

CLIENT: SRI Management

CREDITS: Erich Stefanovich, Creative Director

LeeAnn Phillips, Assistant Creative Director and Art Director

Annemarie Chin, Graphic Designer

Sophie Odom, Graphic Designer



3

4 Greatest Generation Campaign: Silver ●

ENTRANT: The Mitchells

CLIENT: SRI Management

CREDITS: Erich Stefanovich, Creative Director

LeeAnn Phillips, Assistant Creative Director and Art Director

Sophie Odom, Graphic Designer



4

02A - PACKAGING - SINGLE UNIT

5 In-Store Packaging: Silver ●

ENTRANT: The Mitchells

CLIENT: My First Workout

CREDITS: Erich Stefanovich, Creative Director

LeeAnn Phillips, Assistant Creative Director and Art Director



5

02B - PACKAGING CAMPAIGN

- 1 Deep Brewing Signature Brew Cans: Silver ●
ENTRANT: BowStern
CLIENT: Deep Brewing Company
CREDITS: Brannon Solomon, Senior Designer
 Jeremy Spinks, Creative Director



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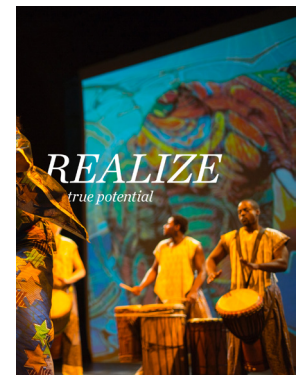
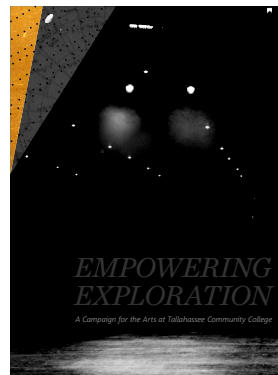
- 2 Dynamic Fermentum: Silver ●
ENTRANT: Leacock Design Co.
CLIENT: Ology Brewing Co.
CREDITS: Stephen Leacock, Designer
 Jessica Clark, Brand Manager
 Jordan Atkinson, Illustrator
 Nick Walker, Brewer



2

08D - MAGAZINE DESIGN

- 3 Arts Campaign: Gold ●
ENTRANT: Tallahassee Community College
CLIENT: Tallahassee Community College
CREDITS: Candice Grause, Chief of Staff
 Alycia Malicz, Graphic Designer
- 4 Brookwood Magazine: Silver ●
ENTRANT: ktcreative, LLC
CLIENT: Brookwood School
CREDITS: Katie Reeves, Designer



3



4

08E - BOOK DESIGN

- 1 Class of 2021 Orientation Book: Silver ●
ENTRANT: FAMU Office of Communications
CLIENT: FAMU Office of Communications
CREDITS: Brion J. Eason, Artistic Director
 Malik Willingham, Photographer



1

09B - CARD, INVITATION, ANNOUNCEMENT CAMPAIGN

- 2 Cleaver & Cork 2018 Event Materials: Gold ●
ENTRANT: Moore
CLIENT: Tallahassee Community College Foundation
CREDITS: Jordan Jacobs, Account Director
 Rachel Fackender, Account Manager
 Allen Goodrum, Lead Designer

- 3 Arts Campaign: Silver ●
ENTRANT: Tallahassee Community College
CLIENT: Tallahassee Community College
CREDITS: Candice Grause, Chief of Staff
 Alycia Malicz, Graphic Designer



2

12C - PUBLIC SERVICE BROCHURE/SALES KIT

- 4 First 1,000 Days Sarasota Report: Silver ●
ENTRANT: Marketing for Change
CLIENT: Charles & Margery Barancik Foundation
CREDITS: Chris Mantzanas, Art Director
 Francis Diaz, Visual Story
 Daniela Marin, Visual Story
 Sara Isaac, Strategy



3



4

13B - PUBLIC SERVICE CAMPAIGN

- 1 Animals in the Yard: Gold ●
ENTRANT: Marketing for Change
CLIENT: City of Santa Monica
CREDITS: Sara Isaac, Strategy Lead
 Meisha Thigpen, Associate Creative Director
 Jesse Taylor, Art Director
 Thomas Weakly, Art Director
 Daniela Marin, Copywriter



1

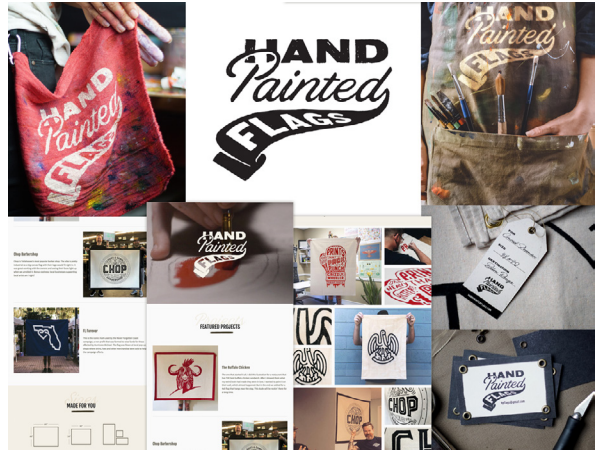
14 - ADVERTISING INDUSTRY SELF-PROMOTION
 BRAND ELEMENTS

- 2 Hand Painted Flags: Gold ●
ENTRANT: Jesse Taylor Creative
CLIENT: Hand Painted Flags
CREDITS: Jesse Taylor, Creative Director
 Vy Nguyen, Video Producer



15 - ADVERTISING INDUSTRY SELF-PROMOTION
 DIRECT MARKETING & SPECIALTY ADVERTISING
 (PRINTED OR DIGITAL)

- 3 BowStern Christmas Card: Gold ●
ENTRANT: BowStern
CLIENT: BowStern
CREDITS: Jeremy Spinks, Creative Director



2



3

16 - ADVERTISING INDUSTRY SELF-PROMOTION SPECIAL
EVENT MATERIALS (PRINTED OR DIGITAL)

1 Humble, Hungry, Smart Ornaments: Gold ●

ENTRANT: The Taproot Agency

CLIENT: The Taproot Agency

CREDITS: The Taproot Agency

2 A Current Grand Opening Invitation: Silver ●

ENTRANT: The Current Agency

CLIENT: The Current Agency

CREDITS: Savannah Swindle, Creative Director



1

PRINT ADVERTISING

17A - MAGAZINE ADVERTISING FULL PAGE OR LESS SINGLE UNIT

3 Children's Emergency Center: Silver ●

ENTRANT: The Mitchells

CLIENT: Tallahassee Memorial HealthCare

CREDITS: Erich Stefanovich, Creative Director
LeeAnn Phillips, Assistant Creative Director & Art Director

17B - MAGAZINE ADVERTISING SPREAD, MULTIPLE PAGE OR
INSERT - SINGLE UNIT

4 Time Doesn't Heal a Broken Heart: Silver ●

ENTRANT: The Mitchells

CLIENT: Tallahassee Memorial HealthCare

CREDITS: Erich Stefanovich, Creative Director & Copywriter



2



3



4

- 1 Record Attempt Gone Wrong: Silver ●
ENTRANT: The Mitchells
CLIENT: Tallahassee Memorial HealthCare
CREDITS: Erich Stefanovich, Creative Director
 LeeAnn Phillips, Assistant Creative Director & Art Director

17C - MAGAZINE ADVERTISING CAMPAIGN

- 2 Tallahassee Memorial Heart Campaign: Silver ●
ENTRANT: The Mitchells
CLIENT: Tallahassee Memorial HealthCare
CREDITS: Erich Stefanovich, Creative Director & Copywriter



1

OUT-OF-HOME & AMBIENT MEDIA

27A - POSTER - SINGLE UNIT

- 3 ADULTS ONLY Chocolate Cheesecake: Gold ●
ENTRANT: The Mitchells
CLIENT: Pop Craft
CREDITS: Erich Stefanovich, Creative Director
- 4 ADULTS ONLY Pineapple Cilantro: Gold ●
ENTRANT: The Mitchells
CLIENT: Pop Craft
CREDITS: Erich Stefanovich, Creative Director
- 5 ADULTS ONLY Blueberry Yogurt: Gold ●
ENTRANT: The Mitchells
CLIENT: Pop Craft
CREDITS: Erich Stefanovich, Creative Director



2



3



4



5

27B - POSTER - CAMPAIGN

- 1 ADULTS ONLY: Gold ●
ENTRANT: The Mitchells
CLIENT: Pop Craft
CREDITS: Erich Stefanovich, Creative Director



1

30A - INTERIOR - SINGLE

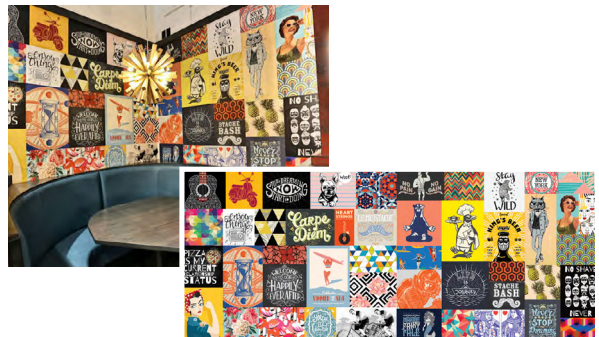
- 2 Maddio's Interior Graphics: Gold ●
ENTRANT: The Mitchells
CLIENT: Uncle Maddio's Pizza
CREDITS: Erich Stefanovich, Creative Director
 LeeAnn Phillips, Art Director & Graphic Designer
 Annemarie Chin, Art Director & Graphic Designer



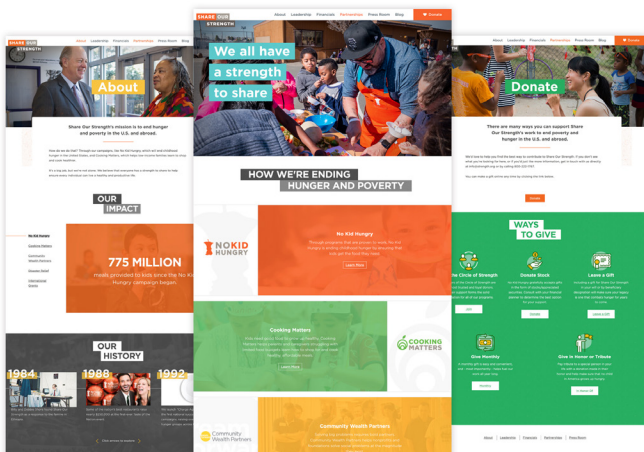
ONLINE/INTERACTIVE

37A - WEBSITES: CONSUMER

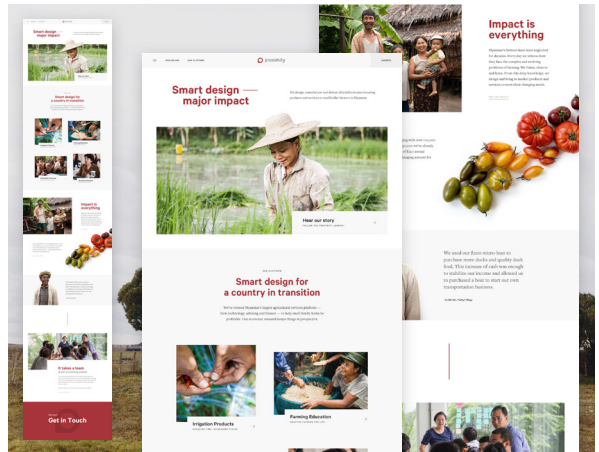
- 3 Proximity Designs Website: Gold ●
ENTRANT: The Taproot Agency
CLIENT: Proximity Designs (Yangon, Myanmar)
CREDITS: The Taproot Agency
- 4 Share our Strength Website: Silver ●
ENTRANT: Marketing for Change
CLIENT: Share our Strength
CREDITS: Justin Greenstein, UX/UI Designer
 Jameson Tucker, Lead Developer



2



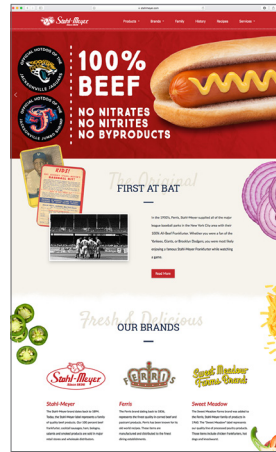
4



3

1 Stahl-Meyer Foods: Silver ●
ENTRANT: BowStern
CLIENT: Stahl-Meyer Foods, Inc.
CREDITS: Jason Jones, Designer

37B - WEBSITES: B-TO-B



1

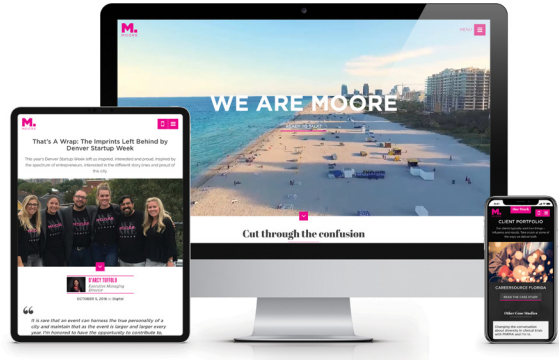
2 Moore Website: Gold ●
ENTRANT: Moore
CLIENT: Moore
CREDITS: Terrie Ard, Project Director
 Justin Smith, Art Director
 Darren Allen, Website Designer
 Patrick Sheffield, Project Manager

3 Culpepper Construction: Silver ●
ENTRANT: The Mitchells
CLIENT: Culpepper Construction
CREDITS: Erich Stefanovich, Creative Director
 Thomas Hollar, Web Developer
 Justin Higgs, Web Developer

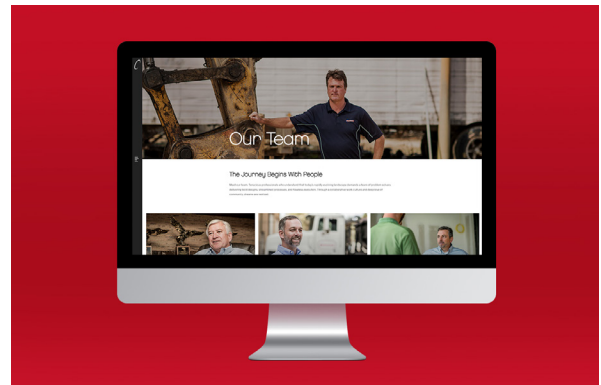
4 Lucro Rebrand Website: Silver ●
ENTRANT: The Pod Advertising
CLIENT: Lucro Commercial Solutions
CREDITS: Samantha Strickland, CEO
 Nick Chiamardas, VP/Client Experience
 Melissa Lidsky, Art Director
 Kris Petersen, VP/Digital Media Services

37C - MICROSITES

5 FAMU President Inauguration Website: Gold ●
ENTRANT: azure77
CLIENT: FAMU Office of the President
CREDITS: Charles R. Collins, III, Web Design/Photography



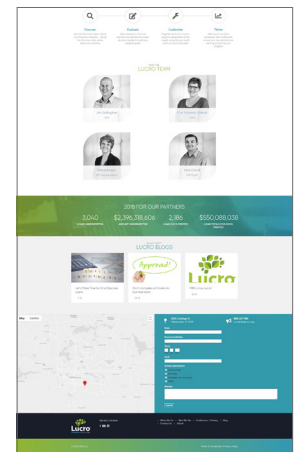
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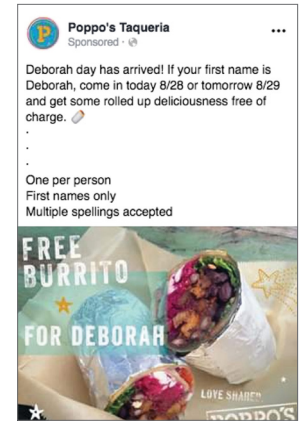
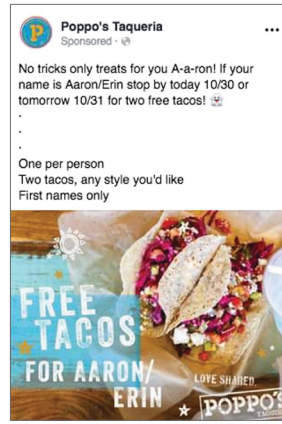
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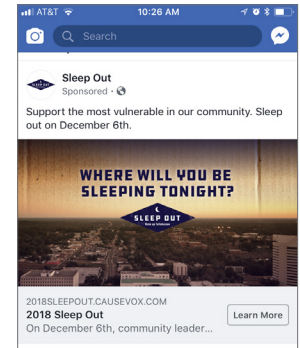
38B - SOCIAL MEDIA CAMPAIGN

1 Name Day: Gold ●
ENTRANT: The Mitchells
CLIENT: Poppo's Taqueria
CREDITS: Erich Stefanovich, Creative Director
 Megan Thielen, Social Media Strategist
 Melissa Laird, Social Media Strategist
 Sophie Odom, Graphic Designer



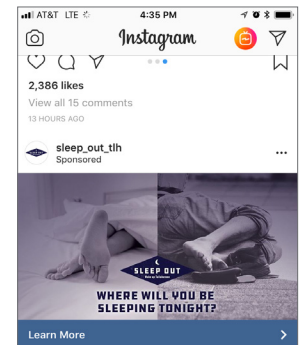
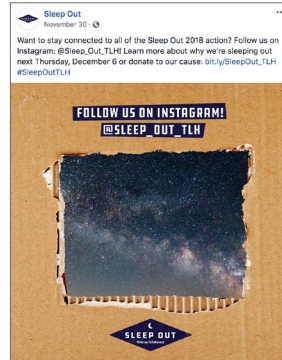
1

2 Sleep Out Tallahassee: Silver ●
ENTRANT: BowStern
CLIENT: The Kearney Center
CREDITS: BowStern Creative Team,
 Lindsey Buchholz, Digital Strategist

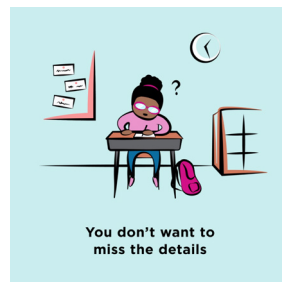
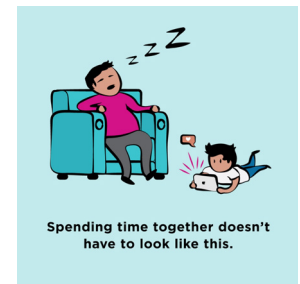


2

3 Florida KidCare Micro-Moments: Silver ●
ENTRANT: Moore
CLIENT: Florida Healthy Kids
CREDITS: Jordan Jacobs, Account Director
 Amelia Denson, Digital Account Production
 Brad Khauv, Designer

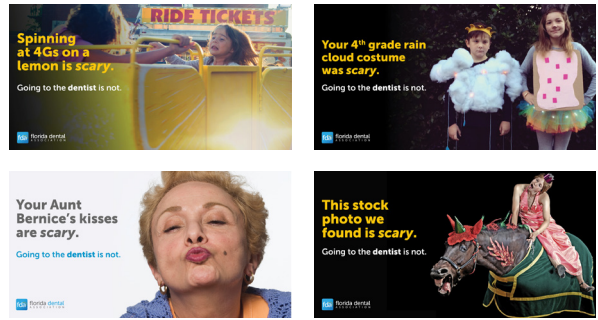


3



- 1 FDA "Scaredy Cat" Campaign: Silver ●
ENTRANT: Moore
CLIENT: Florida Dental Association
CREDITS: Ashlee Weber, Brand Director
 Justin Smtih, Art Director
 Liz Shawen, Account Director

39A - MOBILE APP



1

- 2 FAMU Mobile APP Interface Design: Gold ●
ENTRANT: azure77
CLIENT: FAMU Information Technology
CREDITS: Charles R. Collins, III, Designer
 Robert Seniors, Project Lead

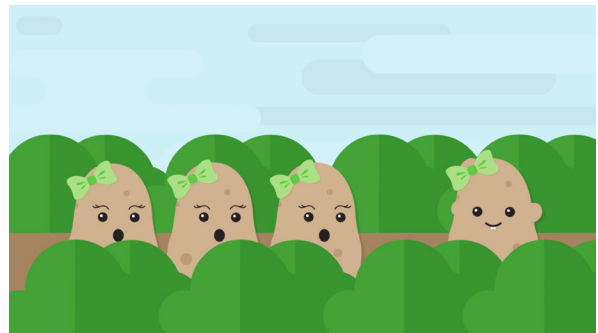
45 - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE/INTERACTIVE



2

- 3 FarmShare: Penny The Potato: Silver ●
ENTRANT: Sachs Media Group
CLIENT: Farm Share
CREDITS: Lisa Garcia, Voice Over
 Ashley Perkins, video design/development/Creative director
 Chauniqua Major, script development/Writer
 Lauren Painter, script development/Writer
 Daniella Frank, Voice Over

104 - POLITICAL ADVERTISING - ONLINE/INTERACTIVE/SOCIAL MEDIA



3

- 4 Amendment 10: Veteran Spot: Silver ●
ENTRANT: Moore
CLIENT: Florida Sheriffs Association
CREDITS: Ashlee Weber, Brand Director
 Nanette Schimpf, Account Director
 Logan Lewkow, Account Manager
 Evolution Media, Production



4

- 5 Amendment 10 Spot: Terrorist: Silver ●
ENTRANT: Moore
CLIENT: Florida Sheriffs Association
CREDITS: Ashlee Weber, Brand Director
 Nanette Schimpf, Account Director
 Logan Lewkow, Account Manager
 Evolution Media, Production



5

FILM, VIDEO, & SOUND

51B - TELEVISION ADVERTISING - LOCAL (ONE DMA): SINGLE SPOT :30 SECONDS

- 1 Laundry Basket: Gold ●
ENTRANT: The Mitchells
CLIENT: Tallahassee Memorial HealthCare
CREDITS: Erich Stefanovich, Creative Director
LeeAnn Phillips, Assistant Creative Director & Art Director



1

- 2 Slip 'n Slide: Gold ●
ENTRANT: The Mitchells
CLIENT: Tallahassee Memorial HealthCare
CREDITS: Erich Stefanovich, Creative Director
LeeAnn Phillips, Assistant Creative Director & Art Director



2

- 3 What's on the Inside: Silver ●
ENTRANT: Copeland Productions
CLIENT: Premier Fine Homes
CREDITS: Kara Casey, Project Manager
Michael Copeland, Director and Cinematographer
Esther Summersill, Producer and Editor
Michael Schwarz
Rhea Begazo



3

51C - TELEVISION ADVERTISING - LOCAL (ONE DMA): SINGLE SPOT :60 SECONDS OR MORE

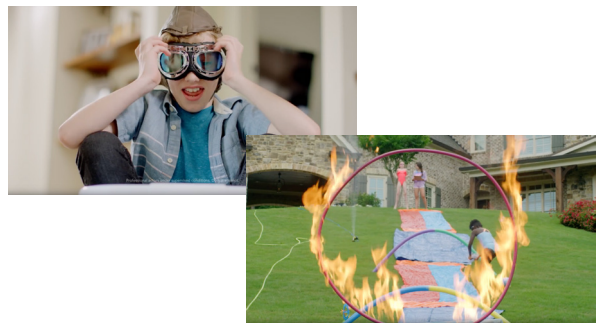
- 4 Moms Are Born Here Too: Silver ●
ENTRANT: The Mitchells
CLIENT: Tallahassee Memorial HealthCare
CREDITS: Erich Stefanovich, Creative Director
LeeAnn Phillips, Assistant Creative Director & Art Director



4

51D - TELEVISION-LOCAL CAMPAIGN

- 5 As Long as Kids Will Be Kids: Gold ●
ENTRANT: The Mitchells
CLIENT: Tallahassee Memorial HealthCare
CREDITS: Erich Stefanovich, Creative Director
LeeAnn Phillips, Assistant Creative Director & Art Director



5

1 Drinks in Disguise: Silver ●
ENTRANT: Marketing for Change
CLIENT: Horizon Foundation
CREDITS: Caleb Kerlin, Producer/Director
Jesse Taylor, Art Director/Producer
Iz Holcomb, Production Assistant
Peter Mitchell, Writer
Lisa Cline, Writer



1

2 Change Your Environment: Silver ●
ENTRANT: Marketing for Change
CLIENT: Next Day Blinds
CREDITS: Caleb Kerlin, Director
Peter Mitchell, Producer/Writer
Karen Ong, Producer
Meisha Thigpen, Writer
Nico De Ocampo, Production Assistant
Jesse Taylor, Graphics



2

52A - TELEVISION ADVERTISING - REGIONAL/NATIONAL:
SINGLE SPOT - UP TO 2:00

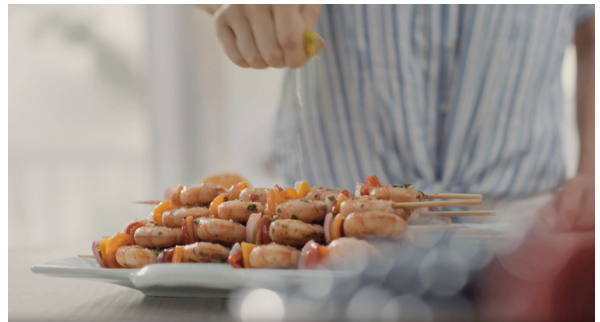
3 Every Stamp is a Story: Silver ●
ENTRANT: Frame
CLIENT: Florida State Parks
CREDITS: Frame



3

55A - INTERNET COMMERCIAL: SINGLE SPOT - ANY LENGTH

4 Choose Fresh: Silver ●
ENTRANT: Frame
CLIENT: Fresh From Florida
CREDITS: Frame



4

5 The Art of For-Two'ing: Silver ●
ENTRANT: Marketing for Change
CLIENT: The American Academy of Pediatrics
CREDITS: Thomas Weakley, Art Director/Animator
Caleb Kerlin, Animator
Karen Ong, Creative Director
Meisha Thigpen, Writer
Francis Diaz, Writer



5

58A - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM,
VIDEO & SOUND: SINGLE ENTRY :60 SECONDS OR LESS

- 1 Think Food: Breakfast/Lunch Video: Silver ●
ENTRANT: Moore
CLIENT: Florida Department of Agriculture & Consumer Services
CREDITS: Jordan Jacobs, Account Director
Mary Frances Foster, Account Manager
Frame, LLC, Video Concept and Production
Division of Food, Nutrition and Wellness Team



1

58B - BRANDED CONTENT & ENTERTAINMENT FOR ONLINE FILM,
VIDEO & SOUND: SINGLE ENTRY - MORE THAN :60 SECONDS

- 2 Farm to School: Brand Film: Silver ●
ENTRANT: Moore
CLIENT: Florida Department of Agriculture & Consumer Services
CREDITS: Jordan Jacobs, Account Director
Mary Frances Foster, Account Manager
Frame, LLC, Video Concept and Production
Division of Food, Nutrition and Wellness Team



2

- 3 Make Your Own Path: Welding Video: Silver ●
ENTRANT: Moore
CLIENT: CareerSource Florida & CareerSource Research Coast
CREDITS: Ashlee Weber, Brand Director
Emily Read, Account Director
Evolution Media, Production



3

61 - BRANDED CONTENT & ENTERTAINMENT CAMPAIGN

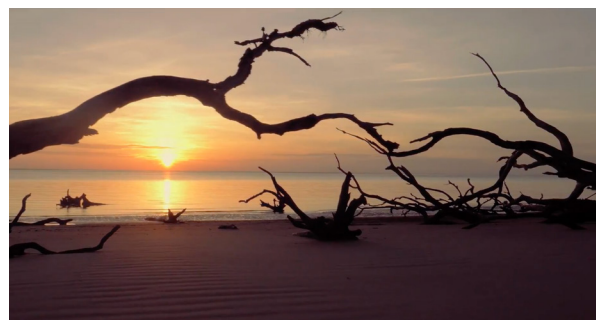
- 4 Farm To School: Video Campaign: Silver ●
ENTRANT: Moore
CLIENT: Florida Department of Agriculture & Consumer Services
CREDITS: Jordan Jacobs, Account Director
Mary Frances Foster, Account Manager
Frame, LLC, Video Concept and Production
Division of Food, Nutrition and Wellness,



4

63 - IN-THEATRE COMMERCIALS OR SLIDES

- 5 The Real Florida: Gold ●
ENTRANT: Frame
CLIENT: Florida Department of Environmental Protection
CREDITS: Frame



5

64 - AUDIO/VISUAL SALES PRESENTATION

1 Every Tag Counts: Silver ●

ENTRANT: Frame
CLIENT: Florida Sports Foundation
CREDITS: Frame



1

68 - PUBLIC SERVICE ONLINE FILM, VIDEO & SOUND

2 Summer BreakSpot Recruitment PSA: Silver ●

ENTRANT: Moore
CLIENT: Florida Department of Agriculture & Consumer Services
CREDITS: Jordan Jacobs, Account Director
Mary Frances Foster, Account Manager
Frame, LLC, Video Concept and Production
Division of Food, Nutrition and Wellness Team



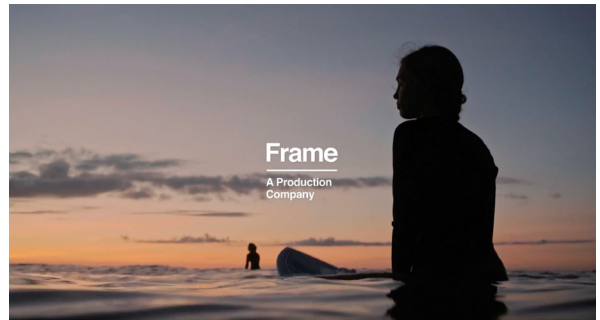
2

CROSS PLATFORM

71 - ADVERTISING INDUSTRY SELF-PROMOTION
FILM, VIDEO & SOUND

3 Feel Your Story: Silver ●

ENTRANT: Frame
CLIENT: Frame
CREDITS: Frame



3

73 - INTEGRATED BRAND IDENTITY CAMPAIGN - LOCAL OR
REGIONAL/NATIONAL

4 Tallahassee Soccer Club Branding: Gold ●

ENTRANT: Grova Creative
CLIENT: Tallahassee Soccer Club
CREDITS: Giavona Williams, Creative Director/
Graphic Designer
Vanessa Miranda, Graphic Designer
Mike Lazarus, Graphic Design Intern



4

- 1 Juice Lab: Gold ●
ENTRANT: Leacock Design Co.
CLIENT: Ology Brewing Co.
CREDITS: Stephen Leacock, Designer / Composer
 Jessica Clark, Brand Manager
 Nick Walker, Brewer



1

- 2 Culpepper Brand: Silver ●
ENTRANT: The Mitchells
CLIENT: Culpepper Construction
CREDITS: Erich Stefanovich, Creative Director
 LeeAnn Phillips, Assistant Creative Director & Art Director
 Thomas Hollar, Web Developer
 Justin Higgs, Web Developer



2

- 3 FAMU President Inauguration: Silver ●
ENTRANT: FAMU Office of Communications
CLIENT: FAMU Office of Communications
CREDITS: Brion J. Eason, Artistic Director

74 - INTEGRATED BRANDED CONTENT CAMPAIGN - LOCAL OR REGIONAL/NATIONAL

- 4 "Support Education" License Plate: Silver ●
ENTRANT: Moore
CLIENT: Consortium of Florida Education Foundations
CREDITS: Jordan Jacobs, Account Director
 Katie Spillman, Account Manager
 Justin Smith, Art Director



3



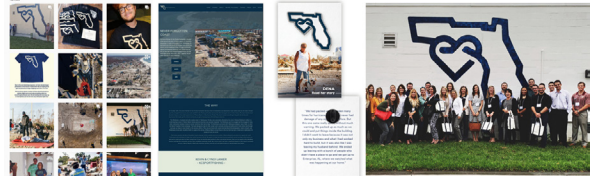
4

76 - INTEGRATED MEDIA PUBLIC SERVICE CAMPAIGN

- 1 Never Forgotten Coast: Gold ●
 - ENTRANT:** Never Forgotten Coast Team
 - CLIENT:** Never Forgotten Coast
 - CREDITS:** Jesse Taylor, Creative Director + Co-Founder
 Alex Workman, Story Teller + Co-Founder
 Chelsea Workman, Story Teller + Project Manager
 Jeremy Cowart, Photographer
 Jonathan Smith, Drone Pilot + Web Developer
 Grey Dodge, Economic Development Advisor
 Erin Gillespie, Economic Development Advisor

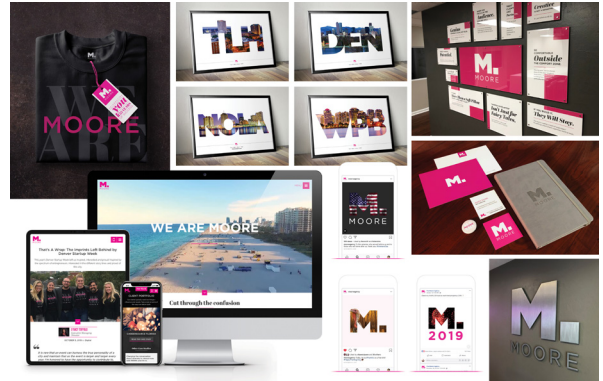


1



78B - ADVERTISING INDUSTRY SELF PROMOTION INTEGRATED CAMPAIGN

- 2 Moore Rebrand: Silver ●
 - ENTRANT:** Moore
 - CLIENT:** Moore
 - CREDITS:** The Moore Team

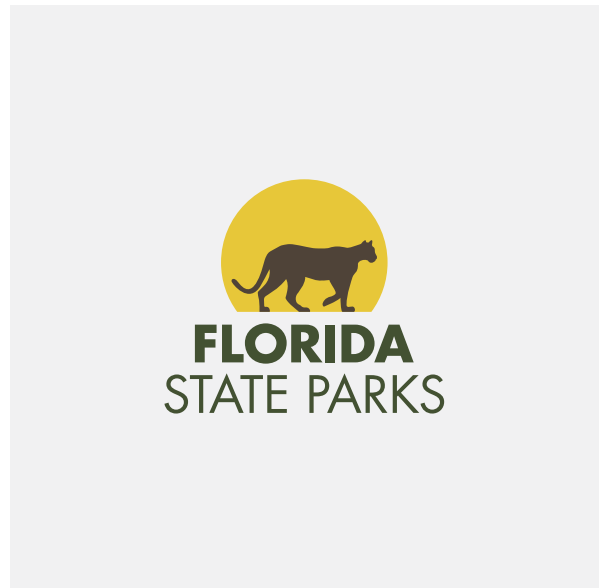


2

ELEMENTS OF ADVERTISING

80 - LOGO DESIGN

- 3 Florida State Parks Logo: Silver ●
 - ENTRANT:** BowStern
 - CLIENT:** Florida Department of Environmental Protection, Division of State Parks
 - CREDITS:** Brannon Solomon, Senior Designer
 BowStern Creative Team
- 4 Tallahassee Soccer Club Logo: Silver ●
 - ENTRANT:** Grova Creative
 - CLIENT:** Tallahassee Soccer Club
 - CREDITS:** Giavona Williams, Creative Director/Designer



3



4

1 Suci Juice Bar Logo: Silver ●
ENTRANT: Grova Creative
CLIENT: Suci Juice Bar
CREDITS: Vanessa Miranda, Graphic Designer
 Giavona Williams, Creative Director



1

2 Frenchtown Farmers Market Logo: Silver ●
ENTRANT: Leacock Design Co.
CLIENT: Frenchtown Heritage Hub
CREDITS: Stephen Leacock, Designer



2

3 Just Fruits & Exotics Logo Design: Silver ●
ENTRANT: The Taproot Agency
CLIENT: Just Fruits & Exotics
CREDITS: The Taproot Agency

81 - INFOGRAPHIC

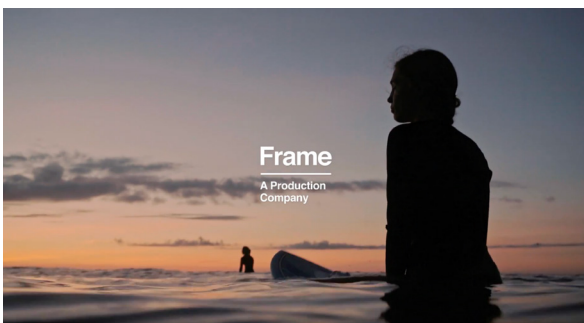
4 Healthy Pools Infographic: Silver ●
ENTRANT: Sachs Media Group
CLIENT: Water Quality & Health Council
CREDITS: Ashley Perkins, Designer
 Ryan Cohn, Producer

85B - CINEMATOGRAPHY CAMPAIGN

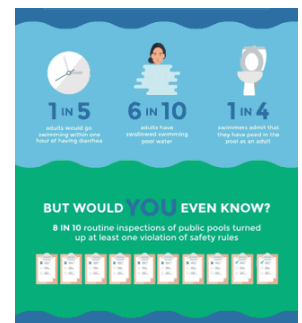
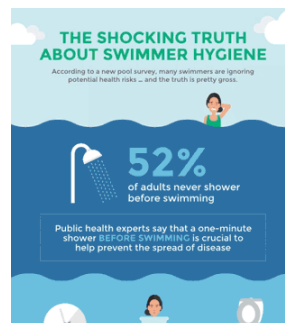
5 Feel Your Story: Gold ●
ENTRANT: Frame
CLIENT: Frame
CREDITS: Frame



3



5



4



AWARDS:
STUDENT

SALES & MARKETING

S05D - MAGAZINE DESIGN

- 1 Journey Magazine - Narcotics Issue: Gold ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Malkia Peterson
 Destiny Crawford
 Dekorey Hobbs, Photographer
 Karlyn Sykes, Editor



1

S05E - BOOK DESIGN

- 2 The Grind Brandbook: Gold ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Taylor Erwin, Graphic Designer



2

PRINT ADVERTISING

S07A - MAGAZINE ADVERTISING: SINGLE (FULL PAGE OR LESS)

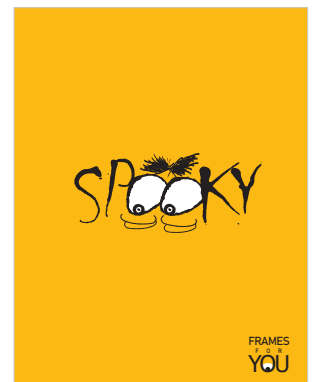
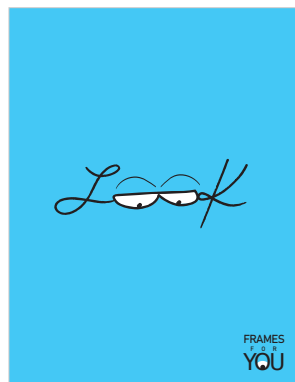
- 3 Sous La Mer Restaurant Ad: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Marquisha Fisher, Graphic Designer

S07B - MAGAZINE ADVERTISING: CAMPAIGN

- 4 Frames For You Ads: Gold ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Danielle Bryant, Graphic Designer

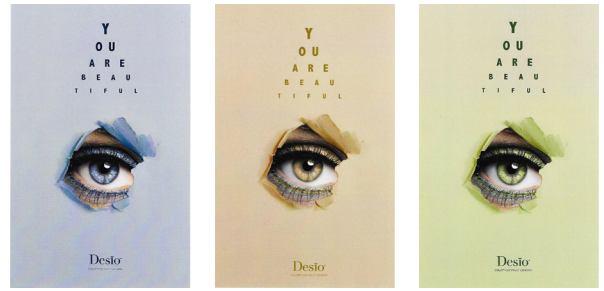


3



4

1 Faber Castell Ad Campaign: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Donovan Johnson, Graphic Designer



1

2 Desio Color Contact Lenses Ads: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Jamaal Whitehead, Graphic Designer



2

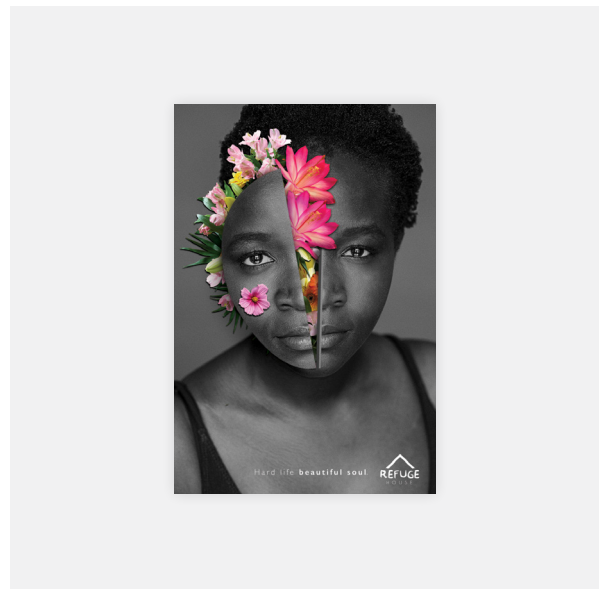
S08A - NEWSPAPER ADVERTISING: SINGLE (FULL PAGE OR LESS)

3 Goldfish Ad: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Jodie Barr, Graphic Designer



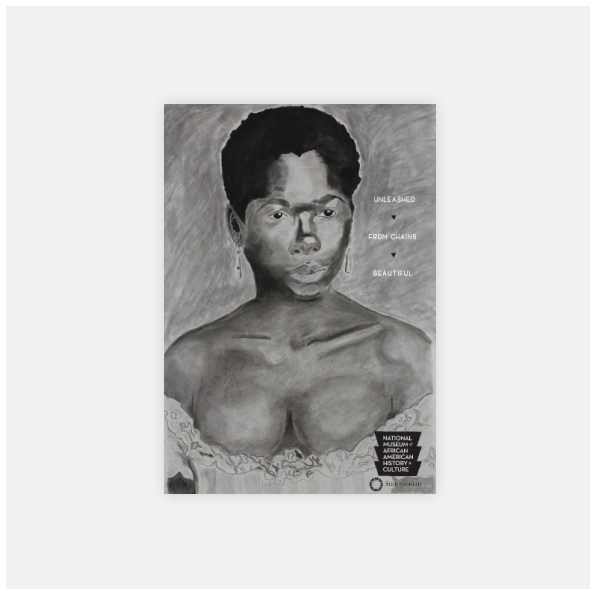
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4 Refuge House Ad: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Jerry Medireck, Graphic Designer



4

5 Smithsonian Ad: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Jewel Brown, Graphic Designer

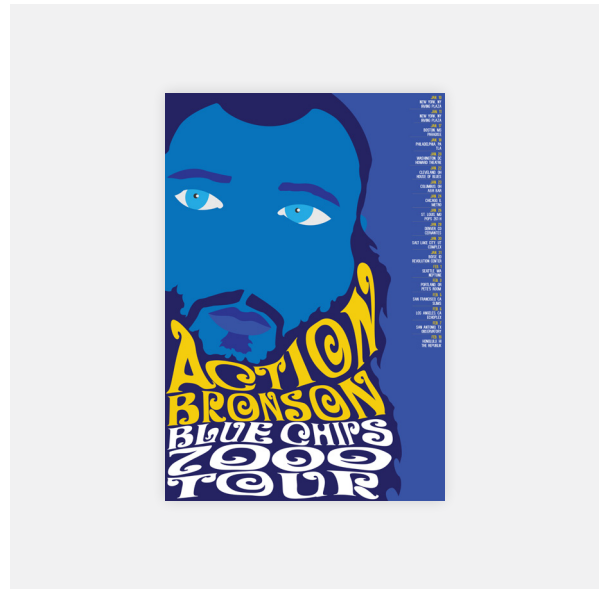


5

OUT OF HOME & AMBIENT MEDIA

S09A - POSTER: SINGLE

- 1 Blue Chip Tour Poster: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Donovan Johnson, Graphic Designer



1

ELEMENTS OF ADVERTISING

S24 - LOGO DESIGN

- 2 The Grind Coffee Shop Logo: Gold ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Taylor Erwin, Graphic Designer
- 3 Deer Tech Logo: Gold ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Donovan Johnson, Graphic Designer
- 4 Karrot Logo: Gold ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Donovan Johnson, Graphic Designer



2



4



3

1 Spinfinito Studios Logo: Gold ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Artimese Bryant, Graphic Designer
Zerrie Peterson, Graphic Designer
Taylour Bell, Graphic Designer
Dasia Lovelace, Graphic Designer
Jamie Lewis, Graphic Designer

2 AIR Advertising Agency Logo: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Destiny Crawford, Graphic Designer
Kawanza Smith, Graphic Designer
Isaish Ikner, Graphic Designer
Myles Greene, Graphic Designer

3 Twitchy Rabbit Logo: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Taylor Erwin, Graphic Designer

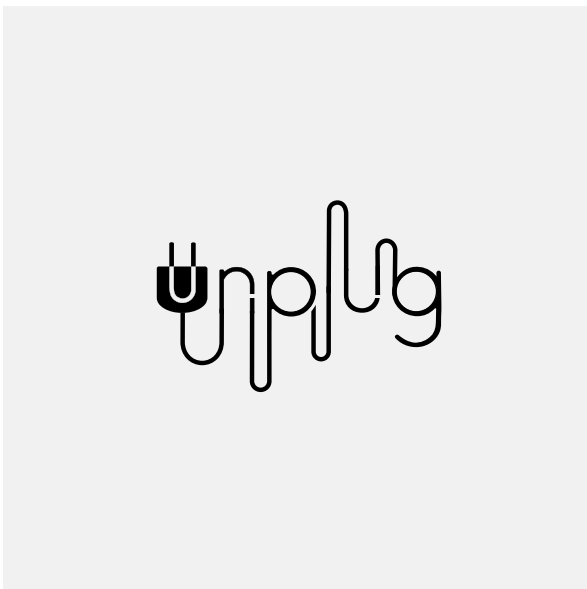
4 Unplug Wire Services Logo: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Jerry Medireck, Graphic Designer



1



2



4



3

1 Westclox Logo: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Taylor Erwin, Graphic Designer

2 Kangaroo Media Group Logo: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Akido Brewer
Marquisha Fisher
Shirlya Bacchus
Christopher Dorcellus

S25A - ILLUSTRATION - SINGLE

3 Maison De Rouge Ad: Gold ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Dasia Lovelace, Graphic Designer

S25B - ILLUSTRATION - CAMPAIGN

4 Self Promo Card: Silver ●
EDUCATIONAL INSTITUTION: Florida A&M University
CREDITS: Zoe Powell, Graphic Designer



1



2



4



3



AWARDS:
SPECIAL

**BEST OF SHOW:
CAMPAIGN**

Juice Lab

ENTRANT:

Leacock Design Co.

CLIENT:

Ology Brewing Co.

CREDITS:

Stephen Leacock,
Designer / Composer
Jessica Clark, Brand Manager
Nick Walker, Brewer

**JUICE
LAB**



**FRANCESCHI BEST
OF PUBLIC SERVICE**

Animals in the Yard

ENTRANT:

Marketing for Change

CLIENT:

City of Santa Monica

CREDITS:

Sara Isaac, Strategy Lead
Meisha Thigpen, Associate
Creative Director
Jesse Taylor, Art Director
Thomas Weakly, Art Director
Daniela Marin, Copywriter



**BEST OF SHOW:
DIGITAL**

FAMU Mobile APP Interface

ENTRANT:
azure77

CLIENT:
FAMU Information Technology

CREDITS:
Charles R. Collins, III, Designer
Robert Seniors, Project Lead



**FELLIS J. CARNLEY
BEST OF BROADCAST**

Slip 'n Slide

ENTRANT:
The Mitchells

CLIENT:
Tallahassee Memorial HealthCare

CREDITS:
Erich Stefanovich, Creative Director
LeeAnn Phillips, Assistant Creative Director & Art Director



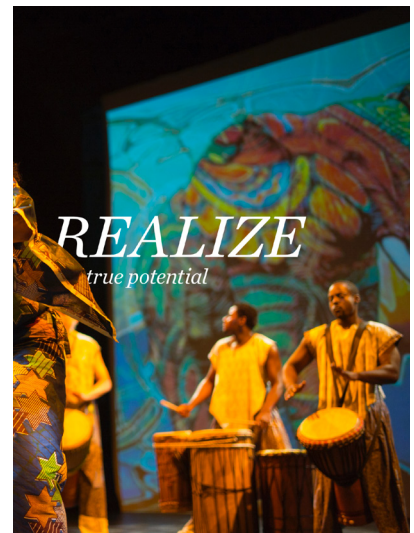
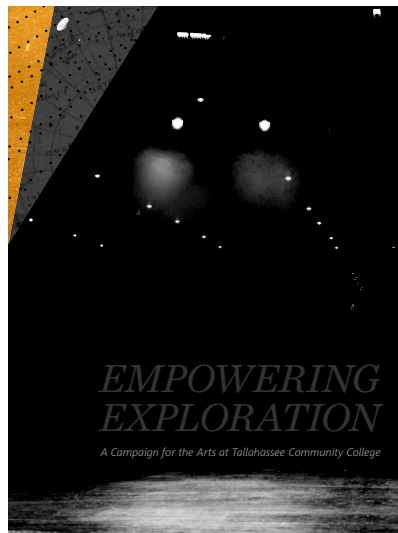
BEST OF SHOW:
PRINT

Arts Campaign

ENTRANT:
Tallahassee Community College

CLIENT:
Tallahassee Community College

CREDITS:
Candice Grause, Chief of Staff
Alycia Malicz, Graphic Designer



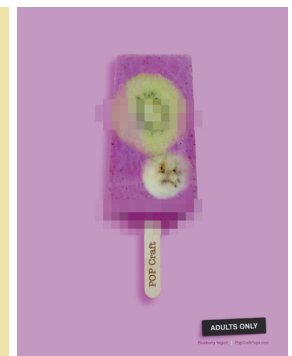
BEST OF SHOW:
AD CAMPAIGN

ADULTS ONLY

ENTRANT:
The Mitchells

CLIENT:
Pop Craft

CREDITS:
Erich Stefanovich, Creative Director



BEST OF SHOW:
STUDENT

Journey Magazine - Narcotics Issue

EDUCATIONAL INSTITUTION:
Florida A&M University

CREDITS:
Malkia Peterson
Destiny Crawford
Dekorey Hobbs, Photographer
Karlyn Sykes, Editor



LOCAL AWARDS

CONGRATULATIONS!



THE MITCHELLS

2019
OVERALL
AGENCY
of the YEAR

CONGRATULATIONS!



2019
LARGE
AGENCY
of the YEAR

CONGRATULATIONS!



THE MITCHELLS

2019
MID-SIZE
AGENCY
of the YEAR

CONGRATULATIONS!



GROVA

2019
SMALL
AGENCY
of the YEAR

CONGRATULATIONS!

ASHLEE
WEBER



AdPro
of the year

ABOUT THE AMERICAN ADVERTISING FEDERATION TALLAHASSEE

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the “Unifying Voice for Advertising.” The AAF is the oldest national advertising trade association, representing 40,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 226 college chapters, the AAF provides 8,000 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has nearly 100 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation’s leading brands and corporations.

AAF MISSION

The American Advertising Federation protects and promotes the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

Here’s what the American Advertising Federation does:

- Brings members together to yield creative business solutions.
- Protects and promotes advertising at all levels of government through grassroots activities.
- Educates members on the latest trends in technology, creativity and marketing.
- Provides programs to assist local association volunteer leadership.
- Presents the industry with its future leaders.
- Honors advertising excellence.
- Promotes diversity in advertising by encouraging the recruitment of people of diverse cultures.
- Applies the communication skills of its members to help solve community concerns.

To find out more about becoming part of AAF Tallahassee and attending our monthly programs and events, visit www.aaftallahassee.com.

2018-2019 LEADERSHIP TEAM

President:

Samantha Strickland, The Pod

Vice President, ADDY® Awards & Club Achievement Chair:

Mike Akers, Tallahassee-Leon FCU

Immediate Past President:

“G” Williams, Grova Creative

Treasurer:

Ari Maccow, CareerSource
Capital Region

Secretary & ADDY® Judging Chair:

Amelia Denson, Moore

Communications Chair:

Ely Rosario, Jackson Properties/
Bannerman Crossings

Education Chair:

Michael Winn, Digital Opps

Membership Chair:

Sergio Pinon, FSU Alumni Association

Program Chair:

Tara Stafford, The Zimmerman Agency

Media Auction Chair:

Chirag Shah, The Current Agency