



D A L L A S

BE HISTORY



Welcome to the 2018 American Advertising Awards! You made history!

The annual Dallas American Advertising Awards (the ADDY's) Gala is one of the most anticipated and most attended advertising events of the year. It's when we all come together to recognize and celebrate the best advertising work, mix and mingle with our colleagues and clients, and have a little fun along the way.

Funds raised throughout the season go towards supporting the club's mission to support and grow future industry leaders, promote diversity in advertising, protect and promote advertising within all levels of government and provide thought leadership that help our members develop skills, expand their knowledge and create lasting and valuable business and personal relationships.

This year, AAF Dallas is 110 years old, and is the oldest civic organization in Dallas and one of the most recognized local chapters throughout the nation. We have survived and thrived over the past century by attracting a dedicated group of volunteers that help carry on the mission from year to year. My heartfelt thanks to all of you!

Congratulations again to all the winners!

SUZANNE LA FORGIA

President, AAF Dallas



A MESSAGE FROM THE 2018 ADDY CHAIR

Hopefully as you are reading this, you're still basking in the glow of a memorable show, after party and the camaraderie of a fun night with friends and peers. Oh, and you now own a few of our brand new from now on trophies.

The new award began, like most creations, as merely an idea. After countless uninspired executions, the concept was finally conceived. But to give the concept life the creation of the award was handed over from the writer, to the designer and ultimately production—Tim Hudson and Will Hartung from Belmont Icehouse. General George Patton once said: "Don't tell people what to do...tell them what you want and let them surprise you." I told them. And Tim surprised. Then Will produced. The result is a Dallas ADDY trophy that we at AAF and the Dallas Ad Community can be proud of for a long, long time. Thanks again Tim and Will.

Along with the creation of the new award, tons of work went into all of this year's AAF events including this gala with countless hundreds of hours from many, many folks. All volunteers working before, or after, their regular demanding jobs.

As an agency creative who spent many evenings sitting where you were tonight, I was unaware (aka: oblivious) to all that goes into a night like this and inside an organization like The American Advertising Federation. Now I know. And, trust me, I now appreciate all involved and all the unseen efforts.

As a newcomer to the city, I'm grateful for the opportunity to carry the torch for this year's ADDYS. My hope for the Dallas Ad Community is for all of us to interact, work and play a lot more together. Competition is part of our business but friendly competition elevates every aspect of the industry—the creative work, agency strength and client interest. In other words, a rising tide lifts all boats!

I hope to meet, work with and get to know all of you soon.

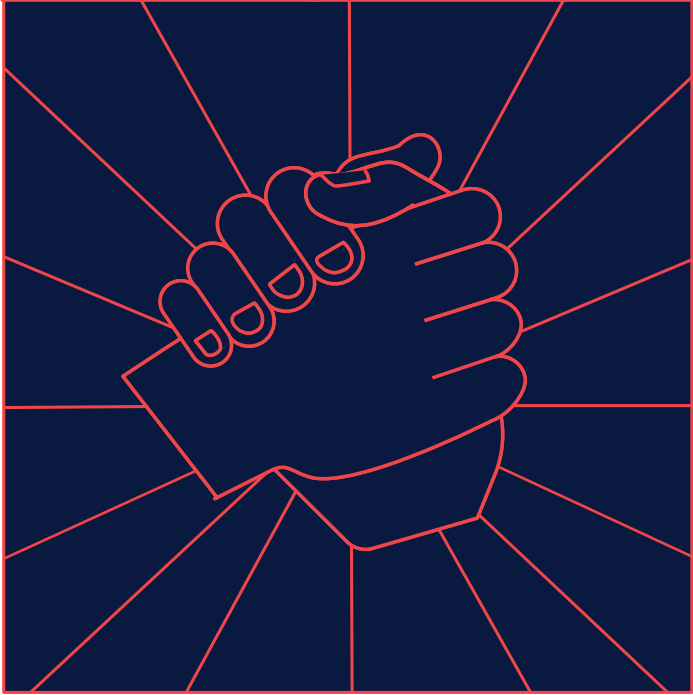
Best,

JERRY GIORDANO

★ SAVE THE DATE - JUNE 21,2018 ★



★ OUR CORPORATE MEMBERS ★



31000 FT. INC
Belmont Icehouse
Blue 449
Camelot Communications
Captivate
Charter Spectrum
Dallas Film Commission
Globerunner SEO
Ivie and Associates
Johnson & Sekin
Launch Agency
Mary Kay
MultiView
NCC Media
Publicis
Saatchi & Saatchi
The Richards Group
TM Advertising
WALO
Wealthy Mind Inc.



Jörg • UX Designer at Google

Jörg is a UX Design Manager and Sprint Master at Google, specializing in creating measurement products that revolutionize how advertisers allocate their marketing budgets. Prior to joining Google, Jörg built and led the Capital One UX team in Plano, TX. Before focusing on product development, Jörg spent 15+ years in the world of advertising working for Leo Burnett, JWT, and other Omnicom agencies. He's created award-winning campaigns for AT&T, 7-Eleven, Bacardi, OshKosh B'Gosh, Sam's Club, Discover Card, Macy's, Allstate Insurance, and T-Mobile, among others. When not at work, Jörg is a passionate cyclist and enjoys playing Yo-Kai Watch and watching Steven Universe with his son.



Michael Corbeille • EVP/ECD at SMZ

Michael has spent the majority of his advertising career moving at the speed of retail working on accounts like McDonald's, Jeep, Dodge, Chrysler, Chevy, Kellogg's, and Nintendo. Agencies he has worked at include: JWT, Leo Burnett, BBDO, Goodby Silverstein & Partners, and currently an ECD at SMZ. Hardware he has won include: Cannes Gold, Clios, Addies, Effies, GLAAD, Graphis, and Communication Arts.



Russell Heubach • ECD at PICO L.A.

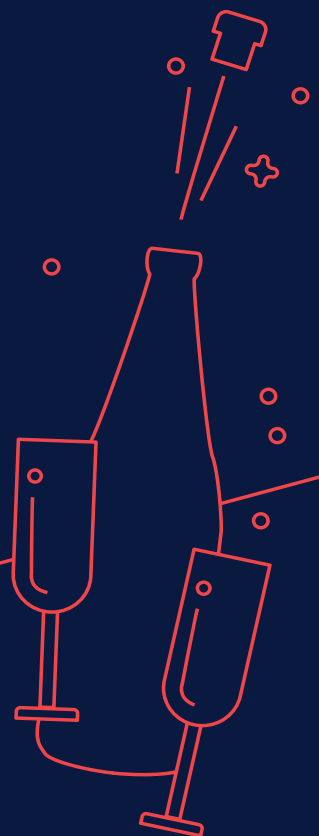
Russell learned his craft at agencies like The Martin Agency, JWT and DDB Chicago before transferring to DDB Sydney. He then went on to be ECD and Partner of George with offices in Sydney & Melbourne. Brands he has worked on include: Nike, Wendy's, Arby's, Toyota, Lexus, Honda, Acura, Tesla, Infiniti, Nissan, Burger King, Budweiser, and Coke. Additional agencies he has worked at include JWT Gulf in Dubai, Publicis Mojo in Sydney, McGarryBowen New York, and currently VP/ECD at George P. Johnson.



Tracey Locke • Student Judge

Tracey has over 20 years of experience in marketing, advertising, and design. She has a passion for building ideas, relationships, and adding a clean, elegant and sophisticated aesthetic to everything she touches. She has a B.F.A. and a degree in Graphic Design and Art Direction from The Portfolio Center. Her career began in Chicago at JWT as an art director. Then on to Tracey Locke in Dallas (the irony is not lost on anyone, including Tracey.) Other agencies and companies include: Teleflora, Carlson Marketing Group, Beneveda Medical Center, and Luna Lullaby. Tracey has worked on dozens of national brands throughout her career. She now takes her decades of advertising and marketing experience into the education realm, which fits perfectly with her love of education, creativity, and inspiring students.

**TO THE WINNERS,
CONGRATULATIONS
ON BECOMING
HISTORY.**





EQUILATERAL

THERE ARE THOSE WHO DARE TO GO BEYOND THE EXPECTED.

THEY ARE THE FREETHINKERS, CREATORS, AND SECRET DREAM MAKERS —
THEY ARE THE MEMBERS OF THE EQUIL SOCIETY. DO YOU HAVE WHAT
IT TAKES TO ENTER THE REALM? FIND OUT, IF YOU DARE.

EQUILATERALFILMS.COM/
EQUILSOCIETY



BRONZE WINNERS



Bronze | Sales & Marketing | Packaging Campaign
Entrant: 3 Headed Monster
Client: Perspectv Distilling Company
Title: The SH!T Bottle and Package Design
Credits: Travis Hanson, Designer
Mark Ford, Design Director
Shon Rathbone, Chief Creative Officer
Diana Hershberger, Account Supervisor
Crystal Anderson, Director of Strategy

Bronze | Out-Of-Home & Ambient Media | Poster Campaign
Entrant: 31,000 FT
Client: Bitter Sisters Brewing Company
Title: Bitter Sisters-Catfight/Family Trip
Credits: Dean Hlavinka, Creative Director-AD-Photographer
Marshall Lestz, Creative Director-Writer
Kristina Blake, Creative Director-Writer
Carter Keith, CEO

Bronze | Film, Video & Sound | Regional/National Television Commercial
Entrant: 3 Headed Monster
Client: Haverty's
Title: Haverty's - "Adrenaline Junkie"
Credits: Shon Rathbone, Creative Director/Copywriter
Darren Brickel, Art Director/CD
Pete Voehringer, Art Director
Rob Loud, Producer
Dave Lubeck, Account Service
Angela Charlton, Account Service
Katherine Watcher, Account Service

Bronze | Sales & Marketing | Magazine Design
Entrant: Banowetz + Company
Client: NorthPark Center
Title: NorthPark The Magazine Fall 2017
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Creative Director
Lily Smith+Kirkley, Senior Designer
Nicholas Begley, Junior Designer
Kris Murphy, Writer
Lisa Foote, Production Artist



Bronze | Sales & Marketing | Card, Invitation or Announcement
Entrant: Banowetz + Company
Client: Dallas Theatre Center
Title: Revolution & Revelry Invitation
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Senior Designer
Lily Smith+Kirkley, Senior Designer

Bronze | Out-Of-Home & Ambient Media | Poster
Entrant: Banowetz + Company
Client: Fin Ewing & The Wrong Direction
Title: Fin Ewing & The Wrong Direction
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Creative Director
Lily Smith+Kirkley, Senior Designer, Illustrator

▲
Bronze | Out-Of-Home & Ambient Media | Poster
Entrant: Banowetz + Company
Client: Dallas Theatre Center
Title: Revolution & Revelry Poster
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Senior Designer
Lily Smith+Kirkley, Senior Designer

Bronze | Cross Platform | Integrated Brand Identity Campaign
Entrant: Banowetz + Company
Client: Dallas Theatre Center
Title: Revolution & Revelry Branding
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Senior Designer
Lily Smith+Kirkley, Senior Designer



Bronze | Cross Platform | Integrated Brand Identity Campaign
 Entrant: Banowetz + Company
 Client: The NRP Group
 Title: The Baldwin Branding Package
 Credits: Leon Banowetz, Executive Creative Director
 Ryan Bailey, Creative Director
 Nicholas Begley, Junior Designer

Bronze | Cross Platform | Integrated Brand Identity Campaign
 Entrant: Banowetz + Company
 Client: Hyatt Centric Times Square
 Title: T45 Branding Package
 Credits: Leon Banowetz, Executive Creative Director
 Ryan Bailey, Senior Designer



Bronze | Cross Platform | Integrated Brand Identity Campaign
 Entrant: Banowetz + Company
 Client: Fin Ewing & The Wrong Direction
 Title: Fin Ewing & The Wrong Direction
 Credits: Leon Banowetz, Executive Creative Director
 Ryan Bailey, Creative Director
 Wes Phelan, Senior Designer
 Lily Smith+Kirkley, Senior Designer

Bronze | Elements of Advertising | Logo Design
 Entrant: Banowetz + Company
 Client: Flying Canvas Productions
 Title: Flying Canvas Logo
 Credits: Leon Banowetz, Executive Creative Director
 Ryan Bailey, Creative Director
 Nicholas Begley, Junior Designer



Bronze | Elements of Advertising | Logo Design
Entrant: Banowetz + Company
Client: Grapevine Dental Center
Title: TMJ+ Logo
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Creative Director
Nicholas Begley, Junior Designer

Bronze | Elements of Advertising | Logo Design
Entrant: Banowetz + Company
Client: Nat & Tin
Title: Nat & Tin Logo
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Creative Director
Lily Smith+Kirkley, Senior Designer

▲
Bronze | Elements of Advertising | Logo Design
Entrant: Banowetz + Company
Client: Hyatt Centric Times Square
Title: T45 Logo
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Senior Designer

Bronze | Elements of Advertising | *Illustration*
Entrant: Banowetz + Company
Client: Fin Ewing & The Wrong Direction
Title: Fin Ewing & The Wrong Direction
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Creative Director
Lily Smith+Kirkley, Senior Designer, Illustrator



Bronze | Online/Interactive | Social Media, Single Execution

Entrant: Bubblemower.com

Client: Suffolk Dance

Title: Believe

Credits: Kevin Paetzel, Writer/Creative Director

Michael Cerny, Director/DP

Nostromo Films, Production Company

Bronze | Sales & Marketing | Brochure

Entrant: Caliber Creative

Client: Jill Broussard

Title: Storyteller by Jill Broussard

Credits: Bret Sano, Creative Director, Designer

Brandon Murphy, Creative Director

Jill Broussard, Photographer

Erin Brachman, Account Executive

Steve Grill, Production Manager

Bronze | Sales & Marketing | Packaging Campaign

Entrant: Caliber Creative

Client: Lone Star Bee Company

Title: Lone Star Bee Co. Packaging

Credits: Bret Sano, Creative Director

Brandon Murphy, Creative Director

Silvia Skinner, Designer

Karie Scuiller, Account Director

Erin Brachman, Account Executive

Steve Grill, Production Manager

Bronze | Cross Platform | Integrated Brand Identity Campaign

Entrant: Caliber Creative

Client: Amigo Motor Lodge

Title: Amigo Motor Lodge

Credits: Bret Sano, Creative Director, Designer

Kait Sterling, Copywriter, Designer

Bryan Cleghorn, Designer

Silvia Skinner, Designer

Alyssa Hechavarria, Designer

Brandon Murphy, Creative Director

Karie Scuiller, Account Director



Bronze | Elements of Advertising | Photography Campaign
Entrant: dick patrick studios
Client: dick patrick studios
Title: Comfort Food Campaign
Credits: Dick Patrick, Photographer
Paige Fletcher, Food stylist

Bronze | Online/Interactive | Business-to-Business Website
Entrant: Eighty Three Creative
Client: Sharon Hage
Title: Sharon Hage Website
Credits: David Lucnugyen, Web Manager
Xenia Gray, Senior UX/UI Designer
Ben Steiner, Web Developer
Thomas McShane, CEO
Jennifer Lopez, Account Manager

Bronze | Elements of Advertising | Photography Campaign
Entrant: dick patrick studios
Client: dick patrick studios
Title: Coffee & Pie Campaign
Credits: Dick Patrick, Photographer
Paige Fletcher, Food stylist

Bronze | Cross Platform | Integrated Advertising Campaign - Regional/National B-to-B
Entrant: Eighty Three Creative
Client: City Electric Supply
Title: CES Picks Campaign
Credits: Quarterman Ely, Art Director
Juan Villalba, Marketing Manager
Leigh Ann Moltz, Digital Marketing Manager
Cory Imdieke, App Manager
Reynan Banaban, Visual Merchandiser
Thomas McShane, CEO

We don't **NEED TO KNOW**
why you need a

RING-TAILED LEMUR
DRESSED LIKE THAT
WOMAN FROM FLASHDANCE.

We don't need to know why the lemur is being
DRENCHED BENEATH AN
OVERSIZED BOTTLE OF
CUCUMBER-FLAVORED
SPARKLING WATER.

We don't need to know why
GENGHIS KHAN AND
SUSAN B. ANTHONY are
SLOW-CLAPPING in the corner.

We just need to know...
WHAT COLOR DO YOU WANT THE
LEGWARMERS?



You ask, we deliver the industry's finest content creation for motion and stills. studiotribe.com



Elements of Advertising | Bronze | Logo Design
Entrant: Eighty Three Creative
Client: Labora
Title: Labora Logo
Credits: Reese McKinney, Junior Graphic Designer
Dustin Vyers, Art Director
Lauren Scales, Account Manager

Bronze | Sales & Marketing | Packaging
Entrant: Globe Runner
Client: Muenster
Title: Muenster - Ancient Grains Dog Food
Credits: Eddie Hale, Creative Director
Veronica Bradley, Copywriter
Katy Hurley, VP of Client Service
Chad Costas, President of Strategic Relationships

▲
Bronze | Film, Video, & Sound | Internet Commercial
Entrant: Equilateral
Client: Internet Cafe 2
Title: Internet Cafe 2
Credits: Adam David Littke, Creative Director/
Director
Alan McCoy, Copywriter
Jessica Cramer, Executive Producer
Roger Peters, Cinematographer
Roger Peters, Editor
Richard Krall, Colorist
Ben Templeton, Sound Design, Jack&Dorothy
Monster Rally, Music
Colton White, Lead Actor

Bronze | Print Advertising | Advertising Industry Self-Promotion Print Advertising
Entrant: greenlight
Client: greenlight
Title: Guide to Vibe
Credits: Todd Lancaster, Chief Creative Officer/
Illustrator/Writer
Erik Herskind, CEO/Writer
Olivia Cole, COO/Writer



Bronze | Out-Of-Home & Ambient Media | Guerrilla Marketing

Entrant: greenlight

Client: greenlight

Title: We Hired a Baker

Credits: Todd Lancaster, Chief Creative Officer

Kaitlyn Coffee, Art Director

Erik Herskind, CEO

Olivia Cole, COO

Alex Baker, Director of Experience

Scott Porter, Videographer/Editor

Bronze | Sales & Marketing | *Point of Purchase - Counter Top*

Entrant: Half Price Books

Client: Half Price Books

Title: HPB Holiday Mother's Day Banner

Credits: Kathy Doyle Thomas, Chief Strategy Officer

Allyson Bradley, VP Marketing & Creative

Meredith Mathews, Creative Director

Mark McKenzie, Art Director/Writer

Bronze | Sales & Marketing | *Point of Purchase - Counter Top*

Entrant: Half Price Books

Client: Half Price Books

Title: HPB Holiday Banner

Credits: Kathy Doyle Thomas, Chief Strategy Officer

Allyson Bradley, VP Marketing & Creative

Meredith Mathews, Creative Director

Mark McKenzie, Art Director/Writer

Bronze | Out-Of-Home & Ambient Media | Out-Of-Home Installation

Entrant: Integer

Client: DFW- Dallas Fort Worth International Airport

Title: DFW Summer 2017

Credits: John Kiker, SVP, Director of Account Leadership

Jessica Barrett, Account Director

Mark Mayland, VP, Group Creative Director

Linsey Parks , Creative Director

Sam Zeanah, Senior Writer

Anastasia Belomytseva, Art Director

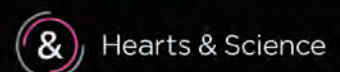
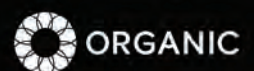
Scott Hauman, SVP, Insight & Strategy

Nikkii Jones, Director Insight & Strategy

Diesel Displays, Production

Movers, shakers & history makers **unite.**

Congrats to all the 2018
Dallas ADDY winners from
the shakers at Organic,
BBDO and Hearts & Science.





Bronze | Out-Of-Home & Ambient Media | Out-Of-Home Multiple Installations
 Entrant: Integer
 Client: DFW- Dallas Fort Worth International Airport
 Title: DFW Summer 2017
 Credits: John Kiker, SVP, Director of Account Leadership, Jessica Barrett, Account Director
 Mark Mayland, VP, Group Creative Director
 Linsey Parks , Creative Director
 Sam Zeanah, Senior Writer
 Anastasia Belomytseva, Art Director
 Scott Hauman, SVP, Insight & Strategy
 Nikkii Jones, Director Insight & Strategy
 Diesel Displays, Production

Bronze | Out-Of-Home & Ambient Media | Out-Of-Home, Interior Site
 Entrant: Integer
 Client: DFW- Dallas Fort Worth International Airport
 Title: DFW Summer 2017
 Credits: John Kiker, SVP, Director of Account Leadership
 Jessica Barrett, Account Director
 Mark Mayland, VP, Group Creative Director
 Linsey Parks , Creative Director
 Savannah Harper, Senior Writer
 Christin Workman, Writer
 Anastasia Belomytseva, Art Director
 Scott Hauman, SVP, Insight & Strategy
 Nikki Jones , Director Insight & Strategy
 Kirstie Calams, Animation
 Geoff Kern, Photographer
 Tamber Johnson, Producer

Bronze | Out-Of-Home & Ambient Media | Out-Of-Home, Interior Site
 Entrant: Integer
 Client: DFW- Dallas Fort Worth International Airport
 Title: DFW Summer 2017
 Credits: John Kiker, SVP, Director of Account Leadership, Jessica Barrett, Account Director
 Mark Mayland, VP, Group Creative Director
 Linsey Parks , Creative Director
 Savannah Harper, Senior Writer
 Christin Workman, Writer
 Anastasia Belomytseva, Art Director
 Scott Hauman, SVP, Insight & Strategy
 Nikki Jones , Director Insight & Strategy
 Kirstie Calams, Animation
 Geoff Kern, Photographer, Tamber Johnson, Producer

Bronze | Out-Of-Home & Ambient Media | Out-Of-Home, Interior Site
 Entrant: Integer
 Client: DFW- Dallas Fort Worth International Airport
 Title: DFW Summer 2017
 Credits: John Kiker, SVP, Director of Account Leadership
 Jessica Barrett, Account Director
 Mark Mayland, VP, Group Creative Director
 Linsey Parks , Creative Director
 Savannah Harper, Senior Writer
 Christin Workman, Writer
 Anastasia Belomytseva, Art Director
 Scott Hauman, SVP, Insight & Strategy
 Nikki Jones , Director Insight & Strategy
 Kirstie Calams, Animation
 Geoff Kern, Photographer
 Tamber Johnson, Producer



Bronze | Online/Interactivel Mobile App
Entrant: Integer
Client: AT&T
Title: AT&T Justice League AR Experience
Credits: Jim McKinnis, Executive Creative Director
David Motter, Group Creative Director
Paul Brown, Creative Director
Chris Swinson, Associate Creative Director
Sam Zeanah, Senior Copywriter
Carron Brown, Group Account Director
Lauren Musselman, Account Supervisor
Production, Digital Domain
Steve Jacobson, Producer
Matthew Micioni, Producer

▲
Bronze | Elements of Advertising | Animation,
Special Effects or Motion Graphics
Entrant: Integer
Client: AT&T
Title: AT&T Justice League AR Experience
Credits: Jim McKinnis, Executive Creative Director
David Motter, Group Creative Director
Paul Brown, Creative Director
Chris Swinson, Associate Creative Director
Sam Zeanah, Senior Copywriter
Carron Brown, Group Account Director
Lauren Musselman, Account Supervisor
Production, Digital Domain
Steve Jacobson, Producer
Matthew Micioni, Producer

Bronze | Sales & Marketing | Packaging Campaign
Entrant: Johnson & Sekin
Client: Two Bros. BBQ Market
Title: Two Bros. BBQ Market
Credits: Shannon Phillips, Group Creative Director/
Designer
Krista McCrimmon, Creative Director/Writer
Cody Russell, Assoc. Creative Director
Ian Wortham, Art Director/Illustrator
Kim Cypert, Illustrator
Mike Stopper, Group Account Director
Jessica Tade, Sr. Account Executive

Bronze | Print Advertising | Newspaper Advertising -
Fractional Page
Entrant: Johnson & Sekin
Client: Meat Fight
Title: MF1K No Gut, No Glory
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Cody Russell, Assoc. Creative Director
Carlos Flores, Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor



Bronze | Print Advertising | Newspaper
Advertising Campaign

Entrant: Johnson & Sekin

Client: Meat Fight

Title: MF1K Meathletes

Credits: Shannon Phillips, Group Creative
Director

Krista McCrimmon, Creative Director

Zack Ward, Assoc. Creative Director

Carlos Flores, Art Director/Illustrator

Bryce Morgan, Writer

Mike Stopper, Group Account Director

Jonathan Armstead, Account Supervisor

Bronze | Out-Of-Home & Ambient Media |
Poster

Entrant: Johnson & Sekin

Client: Chili's Grill & Bar

Title: Burger Explosion

Credits: Shannon Phillips, Group Creative
Director

James Harrison, Sr. Art Director

Ian Wortham, Art Director/Illustrator

Bryce Morgan, Writer

Laura Purser, Account Director

Jessica Tade, Sr. Account Executive

Bronze | Print Advertising | *Public Service Print
Advertising*

Entrant: Johnson & Sekin

Client: Meat Fight

Title: Battle in Pig D

Credits: Shannon Phillips, Group Creative
Director

Krista McCrimmon, Creative Director

Cody Russell, Assoc. Creative Director

Jason James, Art Director/Illustrator

Bryce Morgan, Writer

Mike Stopper, Group Account Director

Jonathan Armstead, Account Supervisor

Bronze | Out-Of-Home & Ambient Media |
Poster

Entrant: Johnson & Sekin

Client: Meat Fight

Title: Battle in Pig D

Credits: Shannon Phillips, Group Creative
Director

Krista McCrimmon, Creative Director

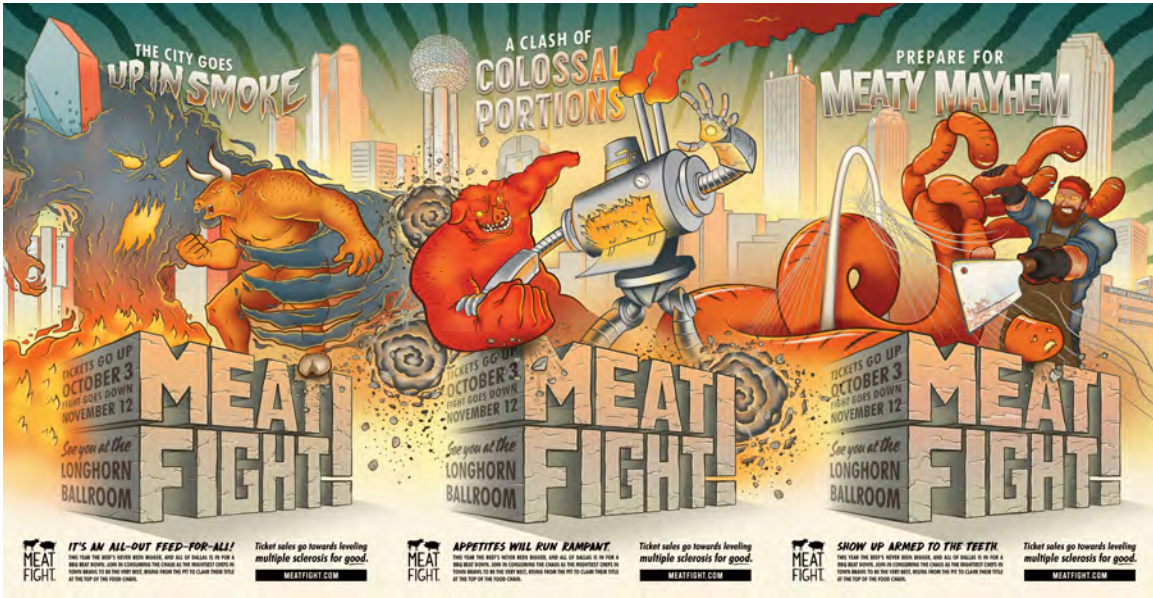
Cody Russell, Assoc. Creative Director

Jason James, Art Director/Illustrator

Bryce Morgan, Writer

Mike Stopper, Group Creative Director

Jonathan Armstead, Account Supervisor



Bronze | Out-Of-Home & Ambient Media | Poster Campaign
Entrant: Johnson & Sekin
Client: Pecan Lodge BBQ
Title: BBQ Bliss
Credits: Shannon Phillips, Group Creative Director/Designer
Cody Tidmore, Assoc. Creative Director/Writer
Zack Ward, Assoc. Creative Director/Art Director
Cody Russell, Assoc. Creative Director/Art Director
Carlos Flores, Sr. Art Director/Retouching
Kat Kornegay, Account Director
Manny Rodriguez, Photographer

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Bronze | Out-Of-Home & Ambient Media | Poster Campaign
Entrant: Johnson & Sekin
Client: Meat Fight
Title: Meatastrophe Triptik
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Cody Russell, Assoc. Creative Director
Jason James, Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Creative Director
Jonathan Armstead, Account Supervisor

ronze | Out-Of-Home & Ambient Media | Public Service Out-Of-Home
Entrant: Johnson & Sekin
Client: Meat Fight
Title: Battle in Pig D
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Cody Russell, Assoc. Creative Director
Jason James, Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor

Bronze | Out-Of-Home & Ambient Media | Public Service Out-Of-Home
Entrant: Johnson & Sekin
Client: Meat Fight
Title: MF1K Run Your Mouth
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Zack Ward, Assoc. Creative Director
Carlos Flores, Sr. Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor



Bronze | Out-Of-Home & Ambient Media | Public Service Out-Of-Home
Entrant: Johnson & Sekin
Client: Meat Fight
Title: Meatastrophe Triptek
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Cody Russell, Assoc. Creative Director
Jason James, Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Creative Director
Jonathan Armstead, Account Supervisor

Bronze | Out-Of-Home & Ambient Media | Public Service Out-Of-Home
Entrant: Johnson & Sekin
Client: Meat Fight
Title: MF1K Finish Mouth
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Zack Ward, Assoc. Creative Director
Carlos Flores, Sr. Art Director/Illustrator
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor

▲
Bronze | Out-Of-Home & Ambient Media | Poster
Entrant: Joshua Ege
Client: Texas A&M University-Commerce
Title: Centennial Lion
Credits: Joshua Ege, Art Director
Joshua Ege, Designer

Bronze | Film, Video, & Sound | Branded Content & Entertainment Campaign
Entrant: Johnson & Sekin
Client: Caliber Collision
Title: Recycled Rides Gifting
Credits: Kent Johnson, Director
Patrick Rose, Editor
Rachael Sekin, Producer
Kat Kornegay, Account Director
Kelsey Doyle, Account Executive
Travis Petty, Videographer



Bronze | Elements of Advertising | Art Direction - Single

Entrant: Johnson & Sekin
Client: Pecan Lodge BBQ
Title: Less Cussing Catering
Credits: Shannon Phillips, Group Creative Director/
Designer
Cody Tidmore, Assoc. Creative Director/Writer
Zack Ward, Assoc. Creative Director/Art Director
Cody Russell, Assoc. Creative Director/Art Director
Carlos Flores, Sr. Art Director/Retouching
Kat Kornegay, Account Director
Manny Rodriguez, Photographer

Bronze | Elements of Advertising | Music With Lyrics

Entrant: Johnson & Sekin
Client: Music Water
Title: Let the Music Flow
Credits: Shannon Phillips, Group Creative Director
Cody Tidmore, Assoc. Creative Director/Lyrics
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor/Music
Rachael Sekin, Broadcast Producer
Patrick Rose, Editor

▲
Bronze | Elements of Advertising | Art Direction - Campaign

Entrant: Johnson & Sekin
Client: Pecan Lodge BBQ
Title: BBQ Bliss
Credits: Shannon Phillips, Group Creative Director/
Designer
Cody Tidmore, Assoc. Creative Director/Writer
Zack Ward, Assoc. Creative Director/Art Director
Cody Russell, Assoc. Creative Director/Art Director
Carlos Flores, Sr. Art Director/Retouching
Kat Kornegay, Account Director
Manny Rodriguez, Photographer

Bronze | Film, Video, & Sound | Branded Content & Entertainment - Non-Broadcast

Entrant: Johnson & Sekin
Client: American Heart Association
Title: CDC Open Your Heart 2017
Credits: Kent Johnson, Director
Patrick Rose, Editor
Rachael Sekin, Producer
Bernard Park, Videographer



As shopping tech and trends reshape the retail landscape, shopper marketing is booming. **Shoptology is right in the middle of the action**, and in our five short years we've set a higher bar for the industry through landmark, award-winning work.

Here at Shoptology, **we all rise together**. Our team rallies, across disciplines, to get to great work. Everyone's involved. Everyone's an owner. **And the future is looking up.**

— PROUD TO BE —





Bronze | Online/Interactive | Public Service Online/
Interactive
Entrant: Launch Agency
Client: John Poston
Title: Stallings Award
Credits: Carolyn Sexton, Designer/Art Director
Alex Slotkin, ACD Copywriter

Bronze | Online/Interactive | Consumer Website
Entrant: Mixed Media Creations
Client: Elan River District Apartments - Greystar
Title: Elan River District Website
Credits: Lindsey Bailey, Web Designer
Richard Lovelace, Web Designer
Liz Radtke, Creative Director
Heather Mount, Web Project Manager
Caitlin Moore Bowlus, Account Manager
Veda Mettem, Web Developer
Bryan Sammon, Web Developer
Moritz Zimmer, Web Developer
Susie Carter, President/Owner

Bronze | Elements of Advertising | Logo Design
Entrant: Launch Agency
Client: Billingsley Company
Title: One Arts
Credits: Carolyn Sexton, Designer/Art Director
David Wilgus, Creative Director

Bronze | Out-Of-Home & Ambient Media | Outdoor
Board
Entrant: Moroch
Client: McDonalds
Title: DFW Fries
Credits: Kevin Sutton, ECD
David Soames, CD
Dustin Taylor, CD
Leo Van Korzycki, AD
Brian Collins, CW
Gretchen Notz, Producer



Bronze | Film, Video, & Sound | Regional/National
Television Commercial

Entrant: Moroch

Client: McDonalds

Title: Swipe

Credits: Kevin Sutton, ECD

Elijah Farmer, AD

Candyce Vanterpool, CW

Leeann Wells, Producer

Andy Fogwill, Director

Keith James, Editor

Bronze | O&H Brand Design | Print Advertising

Entrant: O&H Brand Design

Client: Wyffels Hybrids

Title: Wyffels Print Campaign - Poster Ads

Credits: Brian Owens, Executive Creative Director

Stephen Hurley, Designer

Jeff Hartz, Copywriter

Jim Melzer, Copywriter

Tim Musta, Art Director

Melissa Gonzalez, Production Director

Clara Froats, Account Executive

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Bronze | Online/Interactive | Social Media, Single
Execution

Entrant: Nametag Films

Client: Cancer Treatment Centers of America

Title: Center of the Fight

Credits: Jonah Ingram, Director

Bronze | Film, Video, & Sound | Regional/National
Television Commercial

Entrant: O&H Brand Design

Client: Wyffels Hybrids

Title: "Letterhead" TV Spot

Credits: Brian Owens, Executive Creative Director

Brian McAdams, Creative Director

Travis Hopper, Agency Producer

Clara Froats, Account Executive

Claire Metzger, Account Executive

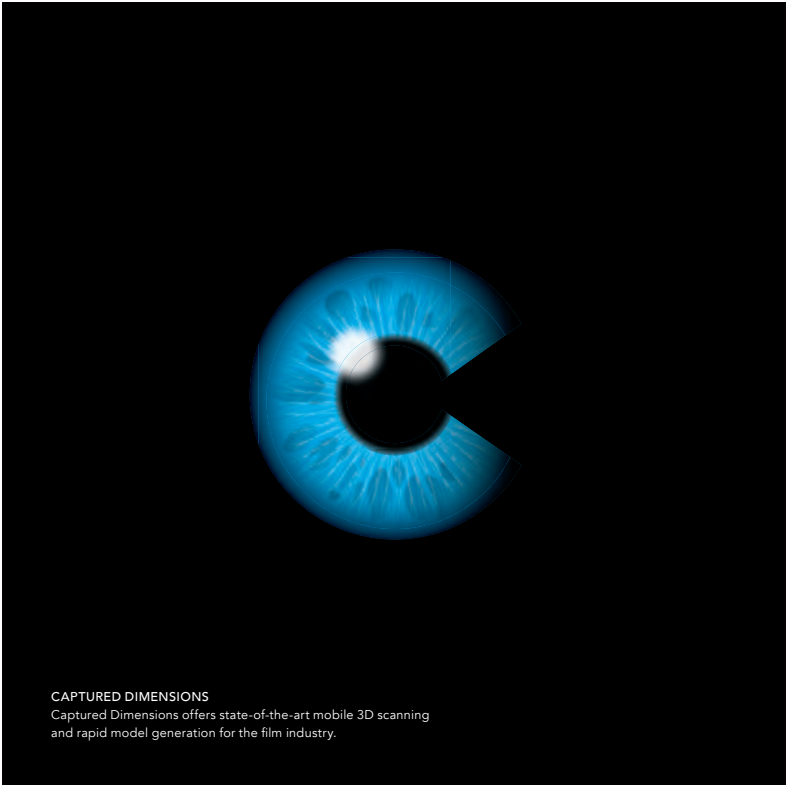
Matt Bull, Copywriter

Jeremy Bartel / CharlieUniformTango, Director

Alex Campos / CharlieUniformTango, Editor

Russell Smith / CharlieUniformTango, Audio Engineer

Joey Waldrip / CharlieUniformTango, Visual Effects
and Color Grading



Bronze | Film, Video, & Sound | Regional/National
Television Commercial
Entrant: O&H Brand Design
Client: Wyffels Hybrids
Title: “Quick” TV Spot
Credits: Brian Owens, Executive Creative Director
Brian McAdams, Creative Director
Travis Hopper, Agency Producer
Clara Froats, Account Executive
Claire Metzger, Account Executive
Matt Bull, Copywriter
Jeremy Bartel / CharlieUniformTango, Director
Alex Campos / CharlieUniformTango, Editor
Russell Smith / CharlieUniformTango, Audio Engineer
Joey Waldrip / CharlieUniformTango, Visual Effects
and Color Grading

Bronze | Film, Video, & Sound | Public Service
Online Film, Video & Sound
Entrant: O&H Brand Design
Client: Dallas Children’s Advocacy Center
Title: DCAC Mission Video
Credits: Brian Owens, Executive Creative Director
Brian McAdams, Creative Director
Travis Hopper, Copywriter / Agency Producer
Jarrod Simpson, Animator
Clara Froats, Account Executive
Jake Kluge / CharlieUniformTango, Audio Engineer

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Bronze | Elements of Advertising | Logo Design
Entrant: O&H Brand Design
Client: Captured Dimensions
Title: Captured Dimensions Logo
Credits: Brian Owens, Executive Creative Director
Brian McAdams, Creative Director
Stephen Hurley, Designer
Melissa Gonzalez, Production Director
Clara Froats, Account Executive

Bronze | Sales & Marketing | Advertising Industry
Self-Promotion Brand Elements
Entrant: Propac
Client: Propac
Title: Propac Rebrand
Credits: Jenna Simmons, Art Director
Lisa Mixon, Print Production



Bronze | Elements of Advertising | Infographic

Entrant: Propac

Client: Frito-Lay

Title: Dare ToTry Doritos® Loaded®

Credits: Julie Beall, Associate Creative Director

Lauren Gibbon-Hein, Account Director

Jessica Reilly, Sr. Account Executive

Bronze | Online/Interactive | Banner Ad

Entrant: Republic Editorial

Client: AT&T

Title: Stay With Me

Credits: John LaMacchia, Senior Creative Director

Simon Foster, Senior Creative Director

April Steinbach, Creative Director

Christian Fanslau, Creative Director

Mike DeRosa, Creative Director

McKenzie Teng, Art Director

Lisa Papada, Copywriter

David Rolfe, Head of Integrated Production

Julie Collins, Executive Producer

Stephanie Murdoch, Senior Producer

Melissa Chester, Music Producer

Meredith Thornhill, Sr. Business Manager

Bronze | Online/Interactive | Social Media, Campaign

Entrant: Richards/Lerma

Client: Avocados From Mexico

Title: #AvoSecrets

Credits: Salma Gottfried, Principal/Director of Brand

Leadership, Alfredo Piña, Brand Manager

Val De Fex, Brand Manager

Aldo Quevedo, Principal/Creative Director

Alex Duplan, Creative Directors

Ignacio Romero, Creative Director

Jonatan Zepeda, Art Director

Amanda Archey, Art Director

Jackson Long, Copywriter

Francisco Cardenas, Director of Digital Strategy

Ovidio Hinojosa, Digital Strategy Lead

Felipe Monjaras, Content Producer

Bronze | Film, Video, & Sound | Regional/National Television Commercial

Entrant: Richards/Lerma

Client: MetroPCS Wireless

Title: Nursery

Credits: Matias Sada, Executive Agency Producer

Cesar Jasso, Agency Producer

Aldo Quevedo, Principal/Creative Director

Rodrigo Maycotte, Creative Director

Lucho Sanchez, Art Director

Carlos Castro, Copywriter

Kristie Allen, Brand Manager

Heidi Lee, Brand Manager

Kelsey Acosta, Broadcast Producer

Independent Meda, Production Company

Danny Leiner, Director

Deaf Mule, AudioKagan McSpadden, Brand Manager



Bronze | Out-Of-Home & Ambient Media | Guerrilla Marketing Campaign
Entrant: Shoptology
Client: Dean Foods
Title: Caribou Iced Coffee Real Challenge
Credits: Charlie Anderson, CEO
Julie Quick, SVP/Head of Insights and Strategy
Ken Madden, SVP/Head of Engagement
Sameer Badruddin, Sr. Account Executive
David Stutts, Planning Director
Courtney Love, Sr. Account Coordinator
Holly Hamilton, Engagement Director
Allison Lee, Production Manager
Stacy Schrack, Creative Director
Ivan Mayes, Group technology Director
Michael May, Technologist
Sarah Rieke, Art Director

Bronze | Elements of Advertising | Innovative Use of Interactive/Technology
Entrant: Shoptology
Client: Walmart
Title: Walmart Welcome Wall Innovation
Credits: Charlie Anderson, CEO
Julie Quick, SVP/Head of Insights and Strategy
Ken Madden, SVP/Head of Engagement
Maggie Martin, Account Director
Ivan Mayes, Group Technology Director
Michael May, Technologist
Sarah Rieke, Art Director
Lauren Perkins, Director Client Operations
Adam Troyak, Planning Director
Buck Chote, Creative Director
Allison Lee, Production Manager

Bronze | Elements of Advertising | Innovative Use of Interactive/Technology
Entrant: Shoptology
Client: Walmart
Title: Walmart Toyland Innovation
Credits: Charlie Anderson, CEO
Ken Madden, SVP/Head of Engagement
Julie Quick, SVP/Head of Insights & Strategy
Maggie Martin, Account Director
Ivan Mayes, Group technology Director
Michael May, Technologist
Lauren Perkins, Director Client Operations
Adam Troyak, Planning Director
Buck Chote, Creative Director

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Bronze | Online/Interactive | Social Media, Campaign
Entrant: Social Revolt
Client: Fashion Industry Gallery Events
Title: Monte Carlo Carouse
Credits: Social Revolt
Thought Culture

Bronze | Film, Video, & Sound | Internet Commercial
Entrant: Social Revolt
Client: Fashion Industry Gallery Events
Title: Monte Carlo Carouse
Credits: Social Revolt



Bronze | Film, Video, & Sound | Internet Commercial
 Entrant: Social Revolt
 Client: Fashion Industry Gallery Events
 Title: Monte Carlo Carouse
 Credits: Social Revolt
 Thought Culture

Bronze | Online/Interactive | Mobile App
 Entrant: The Company. Dallas
 Client: Essilor of America
 Title: Eyefolio
 Credits: Jason Reed, Creative Director
 Cory Kilduff, Art Director
 Alex Reyher, Designer

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 Bronze | Online/Interactive | Social Media, Campaign
 Entrant: The Infinite Agency
 Client: Budweiser
 Title: Budweiser- Astros "Earn History"
 Credits: Tim McCarthy, Director/ ACD
 Caleb Alba, Art Director
 Greg Overhuls, Copywriter
 Morgan Mckenzie, Brand Manager
 Maker Table, Production company
 Jonathan Ogle, Executive Creative Director
 Danielle Cody, Producer
 Brent King, Producer

Bronze | Film, Video, & Sound | Regional/National
 Television Commercial *Single Spot :30 seconds*
 Entrant: The Loomis Agency
 Client: Rug Doctor
 Title: Rug Doctor -- Institute of Clean
 Credits: Tina Tackett, Executive Creative Director
 Jim Green, Creative Director
 Matt Pittroff, Director, Twist
 Cindy Fertitta, Producer
 Jan Valentic, Chief Marketing Officer, Rug Doctor
 Tim Bird, Editor
 Paul Loomis, Score composer, Luminous Sound
 Tre Nagella, Sound Design/Sr Engineer, Luminous
 Sound

Bronze | Film, Video, & Sound | Regional/National
 Radio Commercial :30 Seconds or Less
 Entrant: The Richards Group
 Client: Motel 6, Inc.
 Title: Dad Bod
 Credits: Rachel Dawer, Copywriter
 Chris Smith, Creative Director
 Sheri Cartwright, Agency Producer
 Rob VanGorden, Principal Brand Manager
 Jenna Wade, Brand Manager
 Kagan McSpadden, Brand Manager
 Post Op, Editorial
 Glenn Ferguson, Audio Engineer



Bronze | Film, Video, & Sound | Regional/National
Radio Commercial :30 Seconds or Less
Entrant: The Richards Group
Client: Motel 6, Inc.
Title: Hot Yoga
Credits: Rachel Dawer, Copywriter
Chris Smith, Creative Director
Sheri Cartwright, Agency Producer
Rob VanGorden, Principal Brand Manager
Jenna Wade, Brand Manager
Kagan McSpadden, Brand Manager
Post Op, Editorial
Glenn Ferguson, Audio Engineer

Bronze | Film, Video, & Sound | Regional/National
Radio Commercial Campaign
Entrant: The Richards Group
Client: Motel 6
Title: Motel 6 Radio Campaign
Credits: Rachel Dawer, Copywriter
Chris Smith, Creative Director
Sheri Cartwright, Agency Producer
Rob VanGorden, Principal Brand Manager
Jenna Wade, Brand Manager
Kagan McSpadden, Brand Manager
Post Op, Editorial
Glenn Ferguson, Audio Engineer



Bronze | Film, Video, & Sound | Local
Television Commercial :30 Seconds
Entrant: The Richards Group
Client: H-E-B
Title: H-E-B "Nothing Added"
Credits: Wendy Mayes, Brand Creative/Writer
Bo McCord, Brand Creative/Art Director
Chris Smith, Creative Group Head
Kim Alexander, Producer

Bronze | Film, Video, & Sound | Advertising Industry
Self-Promotion Film/Video/Sound
Entrant: TM Advertising
Client: TM Advertising
Title: what does TM stand for?
Credits: Lisa Bennett, Chief Creative Officer
Dan Dougherty, Creative Director/AD
Jason Niebaum, Creative Director/CW
Stephanie Fisher, Art Director
Chris Shafer, Copywriter
David Gaitan, Infinite Fiction/Republic Editorial,
Designer/Animator
Jason Vigue, Infinite Fiction/Republic Editorial,
Animator/Developer
Greg Beninger, Infinite Fiction/Republic Editorial,
Animator
Michael Sands, Infinite Fiction/Republic Editorial,
VFX/Compositor
Hayes Smith, Infinite Fiction/Republic Editorial,
Sound Designer
Rick Felice, Infinite Fiction/Republic Editorial,
Programmer



Bronze | Cross Platform | Integrated Advertising
Campaign - Regional/National - Consumer
Entrant: TM Advertising
Client: Statoil
Title: Knowledge is a Journey
Credits: Lisa Bennett, Chief Creative Officer
Dan Dougherty, Creative Director/AD
Jason Niebaum, Creative Director/CW
Stephanie Fisher, Art Director
Chris Shafer, Copywriter, Laura Gross, Art Director
Randall Kenworthy, Copywriter
Hal Dantzler, Director of Production
Nic Sanchez, Producer, Eric Gullstrand, Producer
Nicole Van Noord, Account Supervisor
Courtney Phelps, Project Manager

Bronze | Elements of Advertising | Animation,
Special Effects or Motion Graphics
Entrant: TM Advertising
Client: Statoil
Title: Flower
Credits: Lisa Bennett, Chief Creative Officer
Dan Dougherty, Creative Director/AD
Jason Niebaum, Creative Director/CW
Stephanie Fisher, Art Director
Chris Shafer, Copywriter
Hal Dantzler, Director of Production
Nicole Van Noord, Account Supervisor
Damon Meena, Executive Producer, Transistor
Studios
Aaron Baumle, Creative Director/2-D Animator,
Transistor Studios
Jamie Rockaway, Creative Director, Graphics/FX,
Transistor Studios, Eric Gullstrand, Producer
Russell Smith, Audio Engineer, CharlieUniformTango

▲
Bronze | Elements of Advertising | Animation,
Special Effects or Motion Graphics
Entrant: TM Advertising
Client: Statoil
Title: Cautious Giant
Credits: Lisa Bennett, Chief Creative Officer
Dan Dougherty, Creative Director/AD
Jason Niebaum, Creative Director/CW
Laura Gross, Art Director
Randall Kenworthy, Copywriter
Hal Dantzler, Director of Production
Nic Sanchez, Producer
Nicole Van Noord, Account Supervisor
Mark Medernach, Producer, Noble
Aaron Fitzgerald, Editor, SMOG
Michael Wagner, Executive Producer/Animator,
CharlieUniformTango
Russell Smith, Engineer, CharlieUniformTango

Bronze | Sales & Marketing | Direct Mail
Entrant: TracyLocke
Client: Samsung
Title: Samsung – Frame TV
Credits: Abby Schroder, Group Account Director
Kate Hartmann, Account Director
David Woodward, Account Supervisor
Sonya Desai, Strategic Planning Director
Tommy Johnson, Strategic Planner
Sherri Krekeler, Group Creative Director
Anthony Franzino, Associate Creative Director
Ryan Glenn, Art Director
Stacey Megally, Senior Writer
Allison Burzlaff, Writer
Denise Thomas, Production Manager
Tamara Akkub, Project Manager Supervisor



Bronze | Out-Of-Home & Ambient Media | Poster Campaign

Entrant: TracyLocke

Client: Audi

Title: Audi – Heritage

Credits: Sherri Krekeler, Group Creative Director

Glen Day, Creative Director

Anthony Franzino, Associate Creative Director

Kevin Forister, Senior Art Director

Nick Kidd, Art Director

Bronze | Online/Interactive | Consumer Website

Entrant: TracyLocke

Client: Don Q Rum/Destilería Serrallés, Inc.

Title: Don Q Rum

Credits: Alex Munoz, Group Creative Director

Tim Mara, Associate Creative Director

Meg Herlihy, Account Director

Casey McDowell, Assistant Account Executive

Jonathan Jeter, Director of Technology Services & Digital Development

Eric Gilbert, Photographer

Nicole Madeira, Producer

Bronze | Out-Of-Home & Ambient Media | *Out-Of-Home Campaign*

Entrant: TracyLocke

Client: VisitDallas

Title: VisitDallas - Many Sides of Dallas

Credits: Chad Smith, Group Creative Director

Tyler Kitchens, Creative Director

Bradford Barron, Associate Creative Director

Natalia Kowalski, Art Director

Lauren Marchant, Account Supervisor

Grant Pieper, Assistant Account Executive

Kryslyn Burks, Group Account Director & General Manager

Bronze | Elements of Advertising | Campaign

Entrant: TracyLocke

Client: Diageo

Title: Crown Royal POS Posters

Credits: Phil Camarota, Executive Creative Director

Dan Cishek, Group Creative Director

Ben Loht, Associate Creative Director

Chris Barish, Associate Creative Director

Tanya Greene, Group Account Director

Christine Tormey, Account Supervisor

Casey McDowell, Assistant Account Executive



Bronze | Online/Interactive | Social Media, Campaign
Entrant: WALO
Client: Jarritos
Title: Jarritos Flavor Madness
Credits: Walter Barraza, Creative Director
Lalo Durán, Creative Director
Natalia Duarte, Account & Production Management

Bronze | Sales & Marketing | Card, Invitation or
Announcement
Entrant: Weber Shandwick
Client: Dallas Zoo
Title: Dallas Zoo - Zoo To Do 2017 Invite
Credits: Beth Pedersen, Creative Director, Designer
Abbey Hansen, Designer
PRISMGroup/Intense Printing - Nick Netsch, Printer
The DuPriest Company, Printer

▲
Bronze | Online/Interactive | Social Media, Campaign
Entrant: WALO
Client: Jarritos MXCN Cola
Title: Day of the Dead Homage by MXCN Cola
Credits: Walter Barraza, Creative Director
Lalo Durán, Creative Director
Ashton Butler, Jr. Art Director
Dylan Catherman, Jr. Writer
Natalia Duarte, Account & Production Management
Andy "El Jefe" Wagner, Executive Producer
Joel Parés, Videographer
Kyle Wood, Set Designer / Photographer / VFX
William Wardy, Senior 3D Generalist
Paul Miller, Animator
Thomas Tate, Post-Production / Audio
Valerie Moore, Colorist

Bronze | Film, Video, & Sound | Public Service
Online Film, Video & Sound
Entrant: Whiskey Bacon Club
Client: Sierra Club Dallas Group
Title: "Physics" Sierra Club PSA
Credits: Whiskey Bacon Club, Agency
Kevin Sutton, Writer
Norry Niven, Producer for UTA Film!
Hien Dinh, Director
Kevin Autry, DP
Keith James, Editor: Republic Editorial/Infinite
Fiction



Bronze | Film, Video, & Sound | Public Service
Online Film, Video & Sound
Entrant: Whiskey Bacon Club
Client: Sierra Club Dallas Group
Title: “Electricity” Sierra Club PSA
Credits: Whiskey Bacon Club, Agency
Kevin Sutton, Writer
Norry Niven, Producer for UTA Film!
Aaron Payton, Directors
Kevin Autry, DP
Keith James, Editor: Republic Editorial/Infinite
Fiction

Bronze | Film, Video, & Sound | Public Service
Entrant: Whiskey Bacon Club
Client: Sierra Club Dallas Group
Title: “Gravity” Sierra Club PSA
Credits: Whiskey Bacon Club, Agency
Kevin Sutton, Writer
Norry Niven, Producer for UTA Film!
Jessica Flores, Director
George Acuna, DP
Keith James, Editor: Republic Editorial/Infinite
Fiction

Bronze | Film, Video, & Sound | Public Service
Campaign
Entrant: Whiskey Bacon Club
Client: Sierra Club Dallas Group
Title: Science Is Real
Credits: Whiskey Bacon Club, Agency
Kevin Sutton, Writer
Norry Niven, Producer for UTA Film!
Hien Dinh (“Physics”), Aaron Payton (“Electricity”),
Jessica Flores (“Gravity”), Directors
Kevin Autry (“Physics” “Electricity”), George Acuna
 (“Gravity”), DPs
Keith James, Editor: Republic Editorial/Infinite
Fiction

CAPTIVATE

BRING **LIFE** TO WORK



**Congratulations 2018
Dallas ADDY's Winners!
You Made History!**

Gas Prices Take a Backseat as EU Proposes Rules for a



SILVER WINNERS

CATEGORY: 10C DIRECT MAIL - 3D



VisitDallas First Aid Direct Mail Marketing Package

Challenge

When VisitDallas, independent promoter of Dallas as a business and leisure destination, wanted to strengthen their marketing focus on medical meeting planners, they approached ABB. We already knew that Dallas was home to some of the best medical minds, achievements in medical specialties and medical facilities in the world. The challenge was to create a direct mail piece that would wow medical meetings planners and show them the strengths Dallas has to offer future medical meetings.

Solution

To launch VisitDallas' first ever marketing package designed for medical meeting planners, ABB knew that it needed something that not only extolled the relevant virtues of Dallas as a medical meeting destination but that would be a memorable and arresting experience for planners as well.

Our campaign concept centered on the idea that using Dallas as the destination for your medical conference was a "healthy choice" - and that VisitDallas could provide the "first aid" your conference required to be successful. Planners received a white first aid box that opened up to reveal a set of medical supplies and medical guide. The guide, of course, was a brochure that focused in detail on the benefits of Dallas as a medical meeting destination, revealing the region to be a hub for some of the best medical minds, achievements in medical specialties and medical facilities in the world.

Each "medical supply" included was a relevant gift, such as a fitness tracker or a portable speaker, presented within the framework of the overall concept and emphasizing such strengths as Dallas' world-class speakers and state-of-the-art facility tours.



Click on the link to watch video: <https://www.dmgbox.com/4/dgwh3h3jxnmus3j/VisitDallasMedicalKit.mpg?d=0>

Silver | Sales & Marketing | Point of Purchase - Counter Top

Entrant: AdvoCare

Client: AdvoCare

Title: AdvoCare League of Champions

Credits: Darrell Loden, Creative Copywriter

Sean Temple, Creative Art Director

Sean Temple, Designer

Mark Ross, 3D Artist

Christian Wojciechowski, Creative Director



Silver | Sales & Marketing | Direct Mail 3-D/Mixed

Entrant: Alpha Business Images LLC

Client: VisitDallas

Title: VisitDallas Medical Mtg Direct Mail

Credits: Dawn Mann, Creative Director

Forrest Buchly, Sr. Copywriter

Satish Dusa, Sr. Art Director

John Gibson, Art Director

Silver | Sales & Marketing | Card, Invitation or Announcement

Entrant: AdvoCare

Client: AdvoCare

Title: Ireland Invitation

Credits: Sean Temple, Associate Creative Director

Sean Temple, Designer

Darrell Loden, Copy Writer

Christian Wojciechowski, Creative Director

Silver | Out-Of-Home & Ambient Media | Poster

Entrant: Banowetz + Company

Client: Fin Ewing & The Wrong Direction

Title: Fin Ewing & The Wrong Direction

Credits: Leon Banowetz, Executive Creative Director

Ryan Bailey, Creative Director

Wes Phelan, Senior Designer

Lily Smith+Kirkley, Senior Designer



Silver | Cross Platform | Integrated Brand Identity Campaign
Entrant: Banowetz + Company
Client: El Vecino
Title: El Vecino Branding Package
Credits: Leon Banowetz, Executive Creative Director
Ryan Bailey, Creative Director
Wes Phelan, Senior Designer

Silver | Sales & Marketing | Packaging
Entrant: Caliber Creative
Client: Vine Connections/Casarena Winery and Vineyards
Title: Areyna Malbec Wine Label
Credits: Brandon Murphy, Creative Director
Bret Sano, Creative Director
Silvia Skinner, Designer
Erin Brachman, Account Executive
Steve Grill, Production Manager

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Silver | Out-Of-Home & Ambient Media | Poster Campaign
Entrant: Belmont Icehouse
Client: Local Hub Bicycle Co.
Title: Local Hub Posters
Credits: Matt Smith, Copywriter
Melissa Ramos, Art Director

Silver | Sales & Marketing | Packaging
Entrant: Caliber Creative
Client: Vine Connections
Title: Bushido Sake Can Design
Credits: Brandon Murphy, Creative Director
Bret Sano, Creative Director
Kevin Johnson, Designer
Erin Brachman, Account Executive
Steve Grill, Production Manager



Silver | Sales & Marketing | Packaging Campaign
Entrant: Caliber Creative
Client: Bull Durham Beer Company
Title: Bull Durham Beer Co. Can Designs
Credits: Brandon Murphy, Creative Director
Bret Sano, Creative Director
Silvia Skinner, Designer
Karie Sculler, Account Director
Erin Brachman, Account Executive
Steve Grill, Production Artist

Silver | Elements of Advertising | Illustration Series
Entrant: Caliber Creative
Client: Daniel & Anna Hammonds
Title: Bearded Ax Brewery and Taproom
Credits: Brandon Murphy, Creative Director, Designer
Bret Sano, Creative Director
Christina Moreland, Illustrator
Erin Brachman, Account Manager
Steve Grill, Production Designer

Silver | Sales & Marketing | Packaging Campaign
Entrant: Caliber Creative
Client: Lakes and Legends Brewing Company
Title: Lakes and Legends Can Design
Credits: Brandon Murphy, Creative Direction,
Designer
Bret Sano, Creative Direction
Trent Pettit, Designer

Silver | Print Advertising | Advertising Industry Self-Promotion Print Advertising
Entrant: dick patrick studios
Client: dick patrick studios
Title: Patsy
Credits: Dick Patrick, Photographer
The Matchbox Studio, Design Firm
Liz Burnett, Creative Director
Ryan Raschbaum, Designer
Paige Fletcher, Food Stylist
Broadnax Printing, Printer



Silver | Out-Of-Home & Ambient Media | Poster
Entrant: Integer
Client: DFW- Dallas Fort Worth International Airport
Title: DFW Holiday 2017
Credits: John Kiker, SVP, Director of Account Leadership
Jessica Barrett, Account Director
Mark Mayland, VP, Group Creative Director
Linsey Parks , Creative Director
Savannah Harper, Senior Writer
Christin Workman, Writer
Anastasia Belomytseva, Art Director
Scott Hauman, SVP, Insight & Strategy
Nikki Jones , Director Insight & Strategy
Kirstie Calams, Animation
Geoff Kern, Photographer
Tamber Johnson, Producer

Silver | Out-Of-Home & Ambient Media | Poster
Entrant: Integer
Client: DFW- Dallas Fort Worth International Airport
Title: DFW Holiday 2017
Credits: John Kiker, SVP, Director of Account Leadership
Jessica Barrett, Account Director
Mark Mayland, VP, Group Creative Director
Linsey Parks , Creative Director
Savannah Harper, Senior Writer
Christin Workman, Writer
Anastasia Belomytseva, Art Director
Scott Hauman, SVP, Insight & Strategy
Nikki Jones , Director Insight & Strategy
Kirstie Calams, Animation
Geoff Kern, Photographer
Tamber Johnson, Producer

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Silver | Sales & Marketing | *Packaging Campaign*
Entrant: Globe Runner
Client: Muenster
Title: Muenster - Ancient Grains Dog Food
Credits: Eddie Hale, Creative Director
Veronica Bradley, Copywriter
Katy Hurley, VP of Client Service
Chad Costas, President of Strategic Relationships

Silver | Elements of Advertising | *Logo Design*
Entrant: Eighty Three Creative
Client: Elizabeth W
Title: Elizabeth W Logo
Credits: DJ Hicks, Junior Graphic Designer
Dustin Vyers, Art Director
Madeline Skaggs, Account Manager



Silver | Out-Of-Home & Ambient Media | Poster Campaign

Entrant: Integer

Client: DFW- Dallas Fort Worth International Airport
Title: DFW Holiday 2017

Credits: John Kiker, SVP, Director of Account Leadership, Jessica Barrett, Account Director
Mark Mayland, VP, Group Creative Director
Linsey Parks, Creative Director
Savannah Harper, Senior Writer
Christin Workman, Writer
Anastasia Belomytseva, Art Director
Scott Hauman, SVP, Insight & Strategy
Nikki Jones, Director Insight & Strategy
Kirstie Calams, Animation, Geoff Kern, Photographer
Tamber Johnson, Producer



Silver | Out-Of-Home & Ambient Media | Public Transit Ad, Interior

Entrant: Integer

Client: DFW- Dallas Fort Worth International Airport
Title: DFW Holiday 2017

Credits: John Kiker, SVP, Director of Account Leadership
Jessica Barrett, Account Director
Mark Mayland, VP, Group Creative Director
Linsey Parks, Creative Director
Savannah Harper, Senior Writer
Christin Workman, Writer
Anastasia Belomytseva, Art Director
Scott Hauman, SVP, Insight & Strategy
Nikki Jones, Director Insight & Strategy
Kirstie Calams, Animation
Geoff Kern, Photographer
Tamber Johnson, Producer

Silver | Out-Of-Home & Ambient Media | Public Transit Ad, Interior

Entrant: Integer

Client: DFW- Dallas Fort Worth International Airport
Title: DFW Holiday 2017

Credits: John Kiker, SVP, Director of Account Leadership, Jessica Barrett, Account Director
Mark Mayland, VP, Group Creative Director
Linsey Parks, Creative Director
Savannah Harper, Senior Writer
Christin Workman, Writer
Anastasia Belomytseva, Art Director
Scott Hauman, SVP, Insight & Strategy
Nikki Jones, Director Insight & Strategy
Kirstie Calams, Animation, Geoff Kern, Photographer
Tamber Johnson, Producer

Silver | Out-Of-Home & Ambient Media | *Out-Of-Home Campaign*

Entrant: Integer

Client: DFW- Dallas Fort Worth International Airport
Title: DFW Holiday 2017

Credits: John Kiker, SVP, Director of Account Leadership, Jessica Barrett, Account Director
Mark Mayland, VP, Group Creative Director
Linsey Parks, Creative Director
Savannah Harper, Senior Writer
Christin Workman, Writer
Anastasia Belomytseva, Art Director
Scott Hauman, SVP, Insight & Strategy
Nikki Jones, Director Insight & Strategy
Kirstie Calams, Animation, Geoff Kern, Photographer
Tamber Johnson, Producer



Silver | Print Advertising | Public Service Print Advertising
Entrant: Johnson & Sekin
Client: Meat Fight
Title: MF1K No Gut, No Glory
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Group Creative Director
Zack Ward, Assoc. Creative Director
Carlos Flores, Senior Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor

▲ Silver | Out-Of-Home & Ambient Media | Poster Campaign
Entrant: Johnson & Sekin
Client: Chili's Grill & Bar
Title: Burger, Ribs, Ritas Explosions
Credits: Shannon Phillips, Group Creative Director
James Harrison, Sr. Art Director
Ian Wortham, Art Director/Illustrator
Bryce Morgan, Writer
Laura Purser, Account Director
Jessica Tade, Sr. Account Executive

Silver | Print Advertising | Public Service Print Advertising
Entrant: Johnson & Sekin
Client: Meat Fight
Title: MF1K Meathletes
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Zack Ward, Assoc. Creative Director
Carlos Flores, Sr. Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor

Silver | Cross Platform | Integrated Brand Identity Campaign
Entrant: Johnson & Sekin
Client: Meat Fight
Title: MF1K, a Meat Fight event
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Zack Ward, Assoc. Creative Director
Carlos Flores, Sr. Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor



Silver | Elements of Advertising | Illustration
Entrant: Johnson & Sekin
Client: Two Bros. BBQ Market
Title: The Outta Towner
Credits: Shannon Phillips, Group Creative Director/
Designer
Krista McCrimmon, Creative Director/Writer
James Harrison, Sr. Art Director
Ian Wortham, Art Director/Illustrator
Mike Stopper, Group Account Director
Jessica Tade, Sr. Account Executive

Silver | Elements of Advertising | Illustration Series
Entrant: Johnson & Sekin
Client: Two Bros. BBQ Market
Title: Two Bros. BBQ Sauces
Credits: Shannon Phillips, Group Creative Director/
Designer
Krista McCrimmon, Creative Director/Writer
Cody Russell, Assoc. Creative Director/Illustrator
James Harrison, Sr. Art Director
Ian Wortham, Art Director/Illustrator
Kim Cypert, Illustrator
Mike Stopper, Group Account Director
Jessica Tade, Sr. Account Executive

Silver | Elements of Advertising | Illustration
Entrant: Johnson & Sekin
Client: Meat Fight
Title: Meatastrophe
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Zack Ward, Assoc. Creative Director
Carlos Flores, Sr. Art Director/Illustrator
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor

▲ Silver | Elements of Advertising | Illustration Series
Entrant: Johnson & Sekin
Client: Meat Fight
Title: Meatastrophe Triptek
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Cody Russell, Assoc. Creative Director
Jason James, Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor



Silver | Film, Video, & Sound | Internet Commercial
Entrant: Kickstand
Client: Baby Magic
Title: Dads Are Magic
Credits: Matt Bull, Creative Director/writer
Bo Bartlett, Creative Director/art director
Andrew Ryan Shepherd, Director/DP/Editor
Omar Milano, Location sounds mixer
Michael Leiato, First Assistant Camera
Geoff Ashcraft, Original score

Silver | Out-Of-Home & Ambient Media | Out-Of-Home Installation
Entrant: Moroch
Client: Visionworks
Title: Little League Case Study
Credits: Kevin Sutton, ECD
Barbara Barnes, GCD
Ben Rucker, CW
Kellianne Hodges, Producer

Silver | Sales & Marketing | Sales Kit or Product Information Sheets
Entrant: masonbaronet
Client: Bishop Dunne Catholic School
Title: Bishop Dunne Folding Falcon
Credits: Holly Mason, President / Executive Creative Director
Kristin Baxter, Creative Director

Silver | Film, Video, & Sound | Regional/National Television Commercial
Entrant: Moroch
Client: McDonalds
Title: Two Yous
Credits: Kevin Sutton, ECD
Candyce Vanterpool, CD
Elijah Farmer, CD
Kevin Sutton, CW
Laura Walsh, AD
Leeann Wells, Executive Producer
Kellianne Hodges, Producer
Christine Templeton, Brand Planner
Dave Laden, Director (Hungry Man)
Keith James, Editor (Republic)
Marmoset, Music



Silver | Sales & Marketing | Packaging
Entrant: O&H Brand Design
Client: Ranger Creek Brewing & Distilling
Title: Ranger Creek San Antonio Lager
Credits: Brian Owens, Executive Creative Director
Heather Lynn, Senior Designer
Stephen Hurley, Designer
Melissa Gonzalez, Production Director

Silver | Online/Interactive | Business-to-Business
Website
Entrant: O&H Brand Design
Client: Silent Quadrant
Title: Silent Quadrant Website
Credits: Brian Owens, Executive Creative Director
Brian McAdams, Creative Director
Josh Carroll, Senior Designer
Travis Hopper, Agency Producer / Copywriter
Claire Metzger, Account Executive
Cameron Gott, Videographer
Tegan, Developer

Silver | Sales & Marketing | Brochure
Entrant: O&H Brand Design
Client: Fossil Rim Wildlife Center
Title: Fossil Rim Brochure
Credits: Brian Owens, Executive Creative Director
Heather Lynn, Senior Designer
Matt Bull, Copywriter
Melissa Gonzalez, Production Director
Clara Froats, Account Executive
Jeff Walker, Retoucher
Ussery Printing, Printer

Silver | Cross Platform | Integrated Advertising
Campaign - Regional/National B-to-B
Entrant: Organic/BBDO
Client: AT&T Business
Title: AT&T FlexWare
Credits: John LaMacchia, Senior Creative Director, BBDO, Simon Foster, Senior Creative Director, BBDO, Matt MacDonald, EVP, Executive Creative Director, BBDO, April Steinbach, Creative Director, Organic, Jasper Dai, Art Director, Organic, Andy King, Copywriter, Organic, Stephanie Murdoch, Senior Producer, BBDO, Tina Tsang, Account Executive, BBDO, Charles Baker, Strategy Director, BBDO, Deborah von Kutzleben, EVP, Senior Director, BBDO, Jose Sebastian Gomez, Director, ATK PLN, Barrett Lewis, Creative Director, ATK PLN



Silver | Elements of Advertising | CGI

Entrant: Organic/BBDO

Client: AT&T Business

Title: AT&T FlexWare

Credits: John LaMacchia, Senior Creative Director, BBDO, Simon Foster, Senior Creative Director, BBDO, Matt MacDonald, EVP, Executive Creative Director, BBDO, April Steinbach, Creative Director, Organic, Jasper Dai, Art Director, Organic, Andy King, Copywriter, Organic, Stephanie Murdoch, Senior Producer, BBDO, Tina Tsang, Account Executive, BBDO, Charles Baker, Strategy Director, BBDO, Deborah von Kutzleben, EVP, Senior Director, BBDO, Jose Sebastian Gomez, Director, ATK PLN, Barrett Lewis, Creative Director, ATK PLN



Silver | Out-Of-Home & Ambient Media | Poster Campaign

Entrant: Richards/Lerma

Client: MetroPCS Wireless

Title: MetroPCS Music Unlimited

Credits: Aldo Quevedo, Creative Director/ Principal, Guillermo Tragant, Creative Director, Rodrigo Maycotte, Creative Director, Miguel Moreno, Creative Director, Lucho Sanchez, Art Director, Matias Sada, Executive Agency Producer, Carlos Castro, Copywriter, Bilal Sheik, Copywriter, Masai Chile, Illustration company

Silver | Online/Interactive | Online/Interactive

Branded Content & Entertainment

Entrant: Richards/Lerma

Client: MetroPCS Wireless

Title: MetroPCS UFC #CloserThanEver

Credits: Aldo Quevedo, Principal/ Creative Director, Rodrigo Maycotte, Creative Director, Lucho Sanchez, Art Director, Mike Washlesky, Art Director, Mike Lopez, Art Director, Maury De Pro, Art Director, Filiberto Cervantes, Art Director, Carlos Castro, Copywriter, Steve Grimes, Copywriter, Jackson Long, Copywriter, Bilal Sheik, Copywriter, Matias Sada, Executive Agency Producer

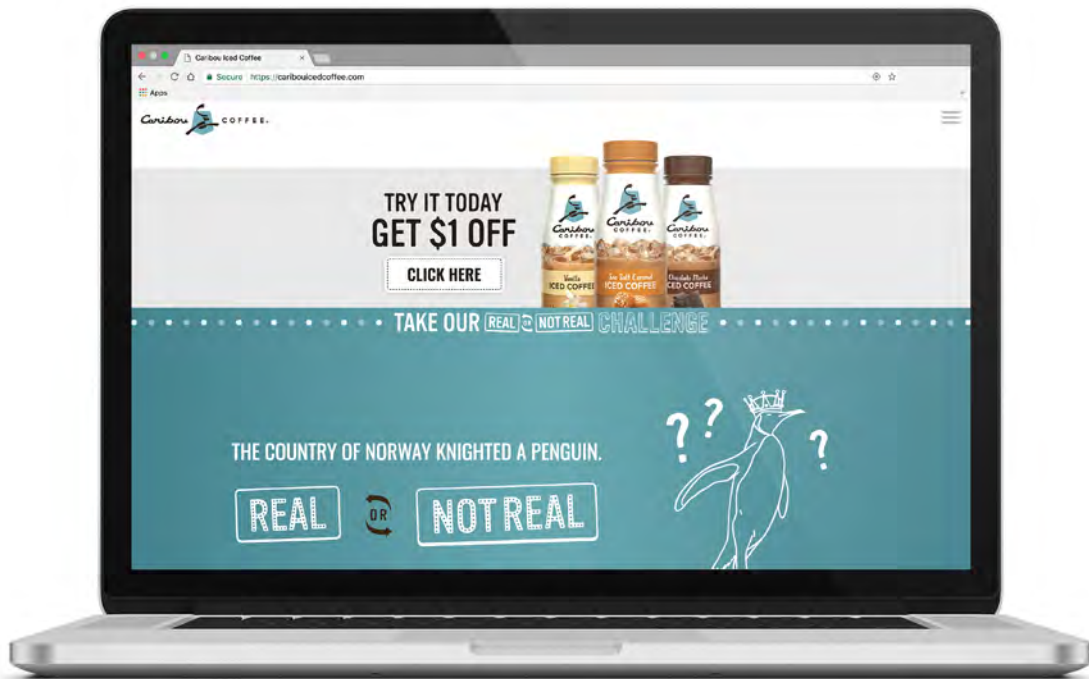
Silver | Film, Video, & Sound | Regional/National Television Commercial

Entrant: Richards/Lerma

Client: MetroPCS Wireless

Title: Belt

Credits: Matias Sada, Executive Agency Producer, Cesar Jasso, Agency Producer, Aldo Quevedo, Principal/Creative Director, Rodrigo Maycotte, Creative Director, Lucho Sanchez, Art Director, Carlos Castro, Copywriter, Kristie Allen, Brand Manager, Heidi Lee, Brand Manager, Kelsey Acosta, Broadcast Producer, Independent Media, Production Company, Danny Leiner, Director, Deaf Mule, Music

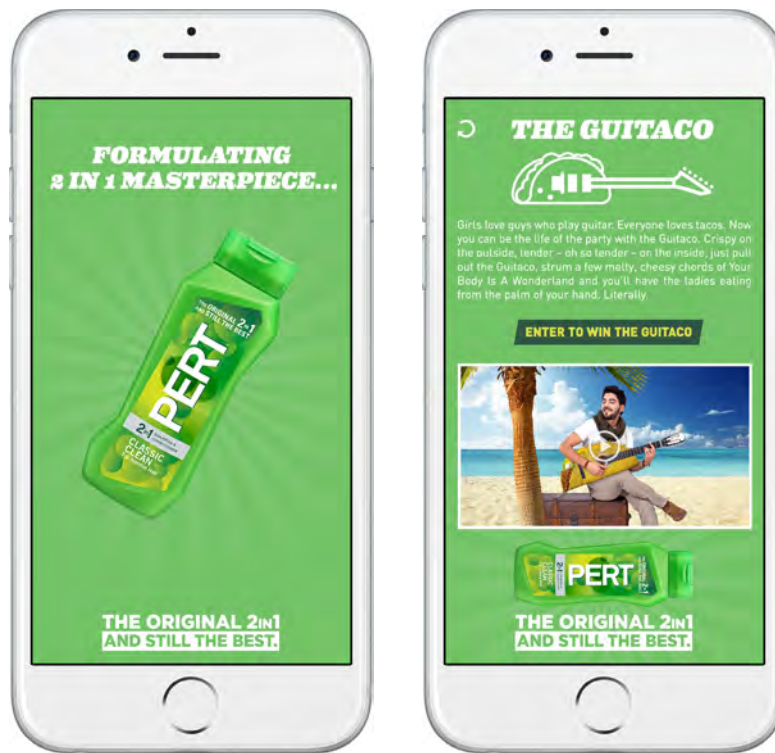


Silver | Film, Video, & Sound | Regional/National
Television Commercial
Entrant: Richards/Lerma
Client: Dr Pepper Snapple Group
Title: Dr Pepper Sounds
Credits: Aldo Quevedo, Principal/Creative Director
Ignacio Romero, Creative Director
Samuel Melgar, Copywriter
Jackson Long, Copywriter
Jonatan Zepeda, Art Director
Amanda Archey, Art Director
Alex Duplan, Creative Director
Salma Gottfried, Brand Principal/Director of Brand
Leadership
Jessica Blancovich, Account Executive
Sarah Cardenas, Brand Manager
Quim Gil, Principal/Strategic Planner
Carlos Rodriguez, Strategic Planner

Silver | Elements of Advertising | Illustration Series
Entrant: Richards/Lerma
Client: MetroPCS Wireless
Title: MetroPCS Music Unlimited
Credits: Aldo Quevedo, Creative Director/ Principal
Guillermo Tragant, Creative Director
Rodrigo Maycotte, Creative Director
Lucho Sanchez, Art Director
Carlos Castro, Copywriter
Bilal Sheik, Copywriter
Matias Sada, Executive Agency Producer
Masai Chile, Illustration Company

▲ Silver | Online/Interactive | Microsite
Entrant: Shoptology
Client: Dean Foods
Title: Caribou Iced Coffee Real Microsite
Credits: Charlie Anderson, CEO
Julie Quick, SVP/Head of Insights & Strategy
Ken Madden, SVP/Head of Engagement
Sameer Badruddin, Sr. Account Director
Stach Schrack, Creative Director
David Stutt, Planning Director
Holly Hamilton, Engagement Director
Ivan Mayes, Group Technology Director
Michael May, Technologist
Sarah Rieke, Art Director
Joshua Narofsky, Sr. Copywriter
Allison Lee, Production Manager

Silver | Online/Interactive | Business-to-Business
Website
Entrant: Rucker & Co
Client: Perry Street
Title: Perry Street Website
Credits: Doug Rucker, Creative Director
Tom Nynas, Designer



Silver | Elements of Advertising | Interface & Navigation

Entrant: Shoptology

Client: Walmart

Title: Walmart Toyland Explorer

Credits: Charlie Anderson, CEO

Ken Madden, SVP/Head of Engagement

Julie Quick, SVP/Head of Insights & Strategy

Maggie Martin, Account Director

Ivan Mayes, Group Technology Director

Michael May, Technologist

Adam Troyak, Planning Director

Lauren Perkins, Director Client Operations

Buck Chote, Creative Director

Silver | Elements of Advertising | User Experience

Entrant: Shoptology

Client: Walmart

Title: Walmart Toyland Shopper Experience

Credits: Charlie Anderson, CEO

Ken Madden, SVP/Head of Engagement

Julie Quick, SVP/Head of Insights & Strategy

Maggie Martin, Account Director

Ivan Mayes, Group Technology Director

Michael May, Technologist

Adam Troyak, Planning Director

Lauren Perkins, Director Client Operations

Buck Chote, Creative Director

Silver | Elements of Advertising | User Experience

Entrant: Shoptology

Client: Walmart

Title: Walmart Welcome Shopper Experience

Credits: Charlie Anderson, CEO

Julie Quick, SVP/Head of Insights and Strategy

Ken Madden, SVP/Head of Engagement

Maggie Martin, Account Director

Ivan Mayes, Group Technology Director

Michael May, Technologist

Adam Troyak, Planning Director

Sarah Rieke, Art Director

Lauren Perkins, Director Client Operations

Allison Lee, Production Manager

Buck Chote, Creative Director

▲ Silver | Online Interactive | Campaign

Entrant: Slingshot

Client: Pert Plus

Title: Pert 2 in 1 Banner Campaign

Credits: Jordan Dontos, Associate Creative Director/

Copywriter

Clay Coleman, Associate Creative Director/Art Director

Susan Levine, Executive Creative Director

Rachel Hale, Digital Producer

Ann Vorlicky, Executive Producer

Trevlyn Trevino, Account Director

Lauren Mosier, Group Media Director



Silver | Film, Video, & Sound | Internet Commercial

Entrant: Slingshot

Client: The Dallas Museum of Art

Title: The Dallas Museum of Art "Truth"

Credits: Bennett Holloway Smith , Creative Director

Trey Wright , Art Director

David Drown, Copywriter

Kevin Hamm , Editor

Phoebe Lansford , Senior Account Executive

Silver | Regional/National Television Commercial

Entrant: The Richards Group

Client: Motel 6, Inc.

Title: Traveling Song

Credits: Wendy Mayes, Copywriter

Bo McCord, Art Director

Chris Smith, Creative Director

Sheri Cartwright, Agency Producer

Rob VanGorden, Principal Brand Manager

Jenna Wade, Brand Manager

Kagan McSpadden, Brand Manager

Post Op, Editorial

Adam W. Henderson, Editor

Silver | Film, Video, & Sound | Branded Content & Entertainment Campaign

Entrant: Slingshot

Client: UT Southwestern Peter O'Donnell Jr. Brain Institute

Title: UTSW O'Donnell Institute Videos

Credits: Jonah Ingram, Director

Jake Wilganowski, Director of Photography

Susan Levine, Executive Creative Director

Julia Heath, Art Director

David Drown, Copywriter

Kevin Hamm, Editor

Wilson Pryor, Account Director



Silver | Photography Campaign

Entrant: Tadd Myers Photographer

Client: Yozo Letter Press Studio

Title: Yozo Studio Series

Credits: Tadd Myers, Photographer

Shannon Vindiola, Art Director



To celebrate our first holiday season as a new agency, we sent each of our clients and partners this tiny greeting card.



Silver | Sales & Marketing | Advertising Industry Self-Promotion Direct Marketing & Specialty Items

Entrant: The Shop

Client: The Shop

Title: The Shop Christmas Card

Credits: Dustin Taylor, Creative Director

David Soames, Creative Director

Matt Sitser, Copywriter

Silver | Film, Video, & Sound | Regional/National Television Commercial Campaign

Entrant: TM Advertising

Client: Taco Bueno

Title: Tex Mex Obsessed

Credits: Lisa Bennett, Chief Creative Officer

Chris Shafer, Creative Director/CW

Stephanie Fisher, Creative Director/AD

Dan Dougherty, Art Director

Jason Niebaum, Copywriter

Hal Dantzler, Director of Production

Cortney Fly, Account Director

The Director Brothers, Director, Fish Face

Adrianne McCurrach, Executive Producer, Fish Face

Alexis Celic, Line Producer, Fish Face

James Rayburn, Editor, CharlieUniformTango

Mary Alice Butler, Executive Producer,

CharlieUniformTango

Silver | Cross Platform | Integrated Advertising Campaign - Regional/National - Consumer

Entrant: TM Advertising

Client: Community Coffee

Title: Make it Community

Credits: Lisa Bennett, Chief Creative Officer

Stephanie Fisher, CD/Art Director

Chris Bettin, Copywriter

Marc Mintle, Art Director

Dan Dougherty, Art Director

Jason Niebaum, Copywriter

Laura Gross, Art Director

Joshua Tovar, Senior Designer

Hal Dantzler, Director of Production

Nic Sanchez, Producer

Fiona Sanchez, Editor

Linda Crawford, Studio Manager

Silver | Sales & Marketing | Direct Mail 3-D/Mixed

Entrant: TracyLocke

Client: Audi – Heritage

Title: Audi – Heritage

Credits: Sherri Krekeler, Group Creative Director

Glen Day, Creative Director

Anthony Franzino, Associate Creative Director

Kevin Forister, Senior Art Director

Nick Kidd, Art Director



Silver | Online Interactive | Online/Interactive
Branded Content & Entertainment

Entrant: TracyLocke

Client: Pizza Hut

Title: Pizza Hut – Haunted Hot Pouch

Credits: Tyler Kitchens, Creative Director

Chad Smith, Group Creative Director

Annie Yaker, Account Supervisor

Lauren Geisert, Account Executive

Meaghan McKeon, Broadcast Producer

George Cox, Director/Editor

Silver | Elements of Advertising | Illustration Series

Entrant: TracyLocke

Client: Audi

Title: Audi – Heritage

Credits: Sherri Krekeler, Group Creative Director

Glen Day, Creative Director

Anthony Franzino, Associate Creative Director

Kevin Forister, Senior Art Director

Nick Kidd, Art Director

Silver | Cross Platform | Integrated Advertising
Campaign - Local - Consumer

Entrant: TracyLocke

Client: Pepsi

Title: Pepsi Caps Off For The Yankees

Credits: Phil Camarota, Executive Creative Director

Dan Cishek, Group Creative Director

Chris DeSalvo, Creative Director

Ethan Kociela, Associate Creative Director

Corina Vallejo-Dypko, Art Director

Alex Rossetti, Copywriter

Shay Browne, Account Director

Cristobal Vinals, Senior Account Executive

George Cox, Director

Warner Hotchkiss, Producer



Silver | Film, Video, & Sound | Internet Commercial

Entrant: Weber Shandwick

Client: U.S. Army

Title: NHRA - Suit Up

Credits: Joe Childress, Executive Producer

Benjamin Jarvis, Cinematographer/Editor

Michael Kontry, Senior Producer

Chris Meister, Producer/Cam Op

Chris Sewell, Creative Director

Katie Kolberg, Senior Account Executive



Silver | Print Advertising | Branded Content & Entertainment – Any print medium
Entrant: WALO
Client: Jarritos
Title: Jarritos Movie Poster Series 1-4
Credits: Walter Barraza, Creative Director
Lalo Durán, Creative Director
Taylor Francis, Art Director
Ameth Barrera, Senior Copywriter

Silver | Elements of Advertising | 84B - Campaign
Entrant: TracyLocke
Client: Audi
Title: Audi – Heritage
Credits: Sherri Krekeler, Group Creative Director
Glen Day, Creative Director
Anthony Franzino, Associate Creative Director
Kevin Forister, Senior Art Director
Nick Kidd, Art Director

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WINNERS**



Gold | Film, Video & Sound | Regional/National
Television Commercial Single Spot | Up to 2:00
Entrant: 3 Headed Monster
Client: Haverty's
Title: Haverty's - "Janice"
Credits: Shon Rathbone, Copywriter/Creative
Director
Darren Brickel, Art Director/Creative Director
Lauren Langfitt, Producer
Dave Lubeck, Account Service
Angela Charlton, Account Service
Katherine Watcher, Account Service

Gold | P Sales & Marketing | Packaging Campaign
Entrant: Caliber Creative
Client: Yellow Rose Distilling
Title: Caliber Co. Whiskey Packaging
Credits: Bret Sano, Caliber Creative, Designer
Brandon Murphy, Caliber Creative, Illustrator
Bryan Cleghorn, Illustrator
Alyssa Hechavarria, Designer, Illustrator
Dermot Jiang, Illustrator
Karie Scuiller, Account Director
Steve Grill, Production Manager

▲
Gold | Film, Video & Sound | Regional/National
Television Commercial Single Spot | Up to 2:00
Entrant: 3 Headed Monster
Client: Haverty's
Title: Haverty's - "Knock Knock"
Credits: Shon Rathbone, Creative Director
Mallory Massa, Copywriter
Darren Brickel, Art Director/CD
Eric Orange, Art Director
Lauren Langfitt, Producer
Dave Lubeck, Account Service
Angela Charlton, Account Service
Katherine Watcher, Account Service

Gold | P Sales & Marketing | *Packaging Campaign*
Entrant: Caliber Creative
Client: The Collective Brewing Project
Title: Collective Brett Series: Edition 2
Credits: Brandon Murphy, Creative Direction, Design
Bret Sano, Creative Direction
Nic Begley, Designer, Illustrator
Karie Scuiller, Account Director



Gold | Film, Video & Sound | *Public Service Online Film, Video & Sound*

Entrant: Equilateral

Client: The Arc of Texas

Title: The Arc of Texas

Credits: Roger Peters, Director
Jessica Cramer, Executive Producer
Noe Medrano, Cinematographer
Christopher Gonzalez, Gaffer
Roger Peters, Editor
Richard Krall, Colorist
Ben Templeton, Sound Design, Jack&Dorothy

Gold | Sales & Marketing | Specialty Advertising Campaign

Entrant: Johnson & Sekin

Client: Chili's Grill & Bar

Title: Word Play Crew T-Shirts

Credits: Shannon Phillips, Group Creative Director
James Harrison, Sr. Art Director
Joanna Tang, Art Director
Bryce Morgan, Writer
Laura Purser, Account Director
Jessica Tade, Sr. Account Executive

Gold | Out-Of-Home & Ambient Media | Out-Of-Home Multiple Installations

Entrant: Integer

Client: AT&T

Title: AT&T Game of Thrones Takeover

Credits: Jim McKinnis, Executive Creative Director
Kevin Paul , Group Creative Director
Kendall Lamar, Creative Director
Jimmy McDaniels, Creative Director
Chris Swinson, Associate Creative Director
Esmeralda Morales, Art Director
Carron Brown, Group Account Director
Leslie Carr, Account Director
Nicky Butler , Senior Account Executive

Gold | Out-Of-Home & Ambient Media | Event

Entrant: Johnson & Sekin

Client: Mexene Chili Powder

Title: Terlingua Chili Champ Rattler

Credits: Shannon Phillips, Group Creative Director
Zack Ward, Assoc. Creative Director
Ian Wortham, Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Laura Purser, Account Director
Jessica Tade, Sr. Account Executive



Gold | Out-Of-Home & Ambient Media | Poster
 Entrant: Johnson & Sekin
 Client: Mexene Chili Powder
 Title: Terlingua Chili Champ Rattler
 Credits: Shannon Phillips, Group Creative Director
 Zack Ward, Assoc. Creative Director
 Ian Wortham, Art Director/Illustrator
 Bryce Morgan, Writer
 Mike Stopper, Group Account Director
 Laura Purser, Account Director
 Jessica Tade, Sr. Account Executive

Gold | Out-Of-Home & Ambient Media | Poster
 Campaign
 Entrant: Johnson & Sekin
 Client: Meat Fight
 Title: MF1K Meathletes
 Credits: Shannon Phillips, Group Creative Director
 Krista McCrimmon, Creative Director
 Zack Ward, Assoc. Creative Director
 Carlos Flores, Sr. Art Director/Illustrator
 Bryce Morgan, Writer
 Mike Stopper, Group Account Director
 Jonathan Armstead, Account Supervisor

Gold | Out-Of-Home & Ambient Media | Poster
 Entrant: Johnson & Sekin
 Client: Meat Fight
 Title: MF1K No Gut, No Glory
 Credits: Shannon Phillips, Group Creative Director
 Krista McCrimmon, Creative Director
 Zack Ward, Assoc. Creative Director
 Carlos Flores, Sr. Art Director/Illustrator
 Bryce Morgan, Writer
 Mike Stopper, Group Account Director
 Jonathan Armstead, Account Supervisor

Gold | Out-Of-Home & Ambient Media | Public
 Service Out-Of-Home
 Entrant: Johnson & Sekin
 Client: Meat Fight
 Title: MF1K No Gut, No Glory
 Credits: Shannon Phillips, Group Creative Director
 Krista McCrimmon, Creative Director
 Zack Ward, Assoc. Creative Director
 Carlos Flores, Sr. Art Director/Illustrator
 Bryce Morgan, Writer
 Mike Stopper, Group Account Director
 Jonathan Armstead, Account Supervisor



Gold | Out-Of-Home & Ambient Media | Public
Service Out-Of-Home
Entrant: Johnson & Sekin
Client: Meat Fight
Title: MF1K Meathletes
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Zack Ward, Assoc. Creative Director
Carlos Flores, Sr. Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor

Gold | Elements of Advertising | Illustration
Entrant: Johnson & Sekin
Client: Meat Fight
Title: MF1K No Risk It, No Brisket
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Account Supervisor
Zack Ward, Assoc. Creative Director
Carlos Flores, Sr. Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor

Gold | Elements of Advertising | Illustration
Entrant: Johnson & Sekin
Client: Mexene Chili Powder
Title: Terlingua Chili Champ Rattler
Credits: Shannon Phillips, Group Creative Director
Zack Ward, Assoc. Creative Director
Ian Wortham, Art Director/Illustrator
Mike Stopper, Group Account Director
Laura Purser, Account Director
Jessica Tade, Sr. Account Executive

Gold | Elements of Advertising | Illustration Series
Entrant: Johnson & Sekin
Client: Meat Fight
Title: MF1K Meathletes
Credits: Shannon Phillips, Group Creative Director
Krista McCrimmon, Creative Director
Zack Ward, Assoc. Creative Director
Carlos Flores, Sr. Art Director/Illustrator
Bryce Morgan, Writer
Mike Stopper, Group Account Director
Jonathan Armstead, Account Supervisor



Gold | Film, Video, & Sound | Internet Commercial

Entrant: Kickstand

Client: Ted's Brain Science Products

Title: My Name is Greg

Credits: Matt Bull, Creative Director, writer

Bo Bartlett, Creative Director, art director

Jeff Elmore, Charlie Uniform Tango, Executive Producer

Lan Freeman, Director

Evan Linton, Editor

Nick Patronella, Music, mix

Artie Pena, Online/color/fx

Mark Fisher, Director of Photography

Jessi Hall, Vocals

Gold | Sales & Marketing | Advertising Industry Self-Promotion Brand Elements

Entrant: MonkeyTag

Client: MonkeyTag

Title: 2017 MonkeyTag Holiday Kit

Credits: Armando Perez, Senior Graphic Designer

Logan Bingaman, Graphic Designer

Lindsey Goldstein, Creative Director

Anthony Bearden, Executive Creative Director

Loree Jackson, Senior Account Executive

Molly Grummun, Account Supervisor

Gold | Cross Platform | Online/Interactive Campaign

Entrant: Marketing Zen/Zen Media

Client: Dippin' Dots

Title: Make Ice Cream, Not War

Credits: Shama Hyder, CEO of Marketing Zen/

Zen Media, Billie Stuber, Media Relations and

Senior Marketing Manager, Sofiya Deva, Director of

Marketing and Strategy at Zen Media

Dana Knudsen, Senior Director of Marketing for

Dippin' Dots and Doc Popcorn

Francisco Martinez, VP of Social Media Marketing at

Zen Media

Gold | Sales & Marketing | Point of Purchase - Free Standing

Entrant: O&H Brand Design

Client: Fat Straws Bubble Tea Co.

Title: Fat Straws "Smile" Signage

Credits: Brian Owens, Executive Creative Director

Brian McAdams, Creative Director

Gratuitous Sets, Fabrication



Gold | Integrated Brand Identity Campaign
Entrant: O&H Brand Design
Client: Fat Straws Bubble Tea Co.
Title: Fat Straws Rebranding
Credits: Brian Owens, Executive Creative Director
Brian McAdams, Creative Director
Heather Lynn, Senior Designer
Melissa Gonzalez, Production Director
Gigantic Color, Printer
Gratuitous Sets, Fabrication



Gold | Elements of Advertising | Logo Design
Entrant: O&H Brand Design
Client: Arts Mission
Title: Arts Mission Logo
Credits: Brian McAdams, Creative Director
Melissa Gonzalez, Production Director

Gold | Cross Platform | Ad Club or Marketing Club
Advertising
Entrant: O&H Brand Design
Client: Dallas American Advertising Federation
Title: ADDYs “Ego Building Championship”
Credits: Brian Owens, Executive Creative Director
Brian McAdams, Creative Director
Stephen Hurley, Photography & Retouching
Matt Bull, Copywriter
Melissa Gonzalez, Production Director
Bob Hess, Talent
Lan Freedman, Director
Dean Pelton, Editor
CharlieUniformTango, Production/Post Production
Blanks Printing, Printer
Mary Collins, Talent Agency

Gold | Sales & Marketing | Point of Purchase - Free
Standing
Entrant: Propac
Client: Frito-Lay
Title: Tostitos Holiday Display
Credits: Kelly Farquhar, Creative Director
Julie Beall, Associate Creative Director
Kim Medina, Designer
Dana Szul, Account Director
Kathryn Smith, Account Executive
Lisa Mixon, Production

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Gold | Online/Interactive | Social Media, Campaign Campaign

Entrant: The Shop

Client: Tiff's Treats

Title: Tiff's Treats Social

Credits: Dustin Taylor, Creative Director

David Soames, Creative Director

Matt Sitser, Account Director

Gold | Online/Interactive | Mobile App

Entrant: The Shop

Client: Tiff's Treats

Title: Tiff's Treats Sticker Pack

Credits: Dustin Taylor, Creative Director

David Soames, Creative Director

Matt Sitser, Account Director

Trevor Von Meter, Animator

▲
Gold | Elements of Advertising | 84B - Campaign

Entrant: The Shop

Client: Maggie Louise

Title: Maggie Louise Confections

Credits: Dustin Taylor, Creative Director

David Soames, Creative Director

Matt Sitser, Account Director

Justin Malone, Director/Editor

Vincent Montsaint, Director of Photography

Jada Scruggs, Calligrapher

Gold | Film, Video, & Sound | Internet Commercial

Entrant: TM Advertising

Client: Universal Parks & Resorts

Title: The Mourning After

Credits: Lisa Bennett, Chief Creative Officer

Marc Mintle, GCD/Art Director

Chris Bettin, GCD/Copywriter

Hal Dantzler, Director of Production

Cortney Fly, Account Director

Eli Roth, Director, Tool of North America

Oliver Fuselier, Managing Partner, Tool of North

America, Mary Church, Executive Producer, Tool of

North America

Jack Waldrip, Editor, CharlieUniformTango

Mary Alice Butler, Executive Producer,

CharlieUniformTango

Jake Kluge, Audio Engineer, CharlieUniformTango

Joey Waldrip, Flame Artist, CharlieUniformTango

Gold | Sales & Marketing | Specialty Advertising - Other Merchandise

Entrant: TracyLocke

Client: Dos Equis

Title: Dos Equis Spice Up Your Cinco

Credits: Phil Camarota, Executive Creative Director

Alexander Munoz, Group Creative Director

Eric Smith, Associate Creative Director

Chris Battle, Senior Designer

Valentina Stefanidis, Art Director

Sara Hunt, Art Director

Allison Babin, Copywriter

Bill Natlo, Client Service Director

Brooke Alexander, Account Director

Kristin Jonas, Account Executive

Lisa Lambe, Print Production Manager



Gold | Out-Of-Home & Ambient Media | Event
Entrant: Richards/Lerma
Client: Encanto Pops
Title: Eclipse Pop
Credits: Aldo Quevedo, Principal/Creative Director
Rodrigo Maycotte, Creative Director
Lucho Sanchez, Art Director
Ken Cao, Art Director
Carlos Castro, Copywriter
Sam Malone, Copywriter
Paolo Linares, Content Producer
Val De Fex, Brand Manager
Francisco Cardenas, Director of Digital Strategy
Rafa Richards, Social Strategist
Joel Villarini, Social Strategist
Matias Sada, Executive Agency Producer

Gold | Film, Video, & Sound | Regional/National
Radio Commercial Campaign
Entrant: Richards/Lerma
Client: MetroPCS Wireless
Title: A Medias
Credits: Aldo Quevedo, Creative Director/ Principal
Miguel Moreno, Creative Director
Jaime Holcombe, Copywriter
Gabriel Gutierrez, Copywriter
Andres Pedraza, Copywriter
Matias Sada, Executive Agency Producer
Cesar Jasso, Agency Producer
Deaf Mule, Production Company

Gold | Elements of Advertising | Photography
Campaign
Entrant: Tadd Myers Photographer
Client: Trinity Materials Corporation
Title: Trinity Materials Industrial Series
Credits: Tadd Myers, Photographer

▲
Gold | Elements of Advertising | Photography
Campaign
Entrant: Tadd Myers Photographer
Client: SH8 (State Highway 8) - New Zealand
Title: New Zealand Sheep Dogs
Credits: Tadd Myers, Photographer
Jessica Gavit, Art Director

Gold | Elements of Advertising | Photography
Campaign
Entrant: Tadd Myers Photographer
Client: SH8 (State Highway 8) - New Zealand
Title: New Zealand Sheep Farms
Credits: Tadd Myers, Photographer
Jessica Gavit, Art Director

FEEL

THE

BUZZ?

Congratulations to tonight's winners.

Enjoy a "Buzz" at the bar, sponsored by Eighty Three Creative, Inc.



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Gold | Out-Of-Home & Ambient Media | Out-Of-Home Campaign

Entrant: TracyLocke

Client: JBL

Title: JBL Train Wraps

Credits: Phil Camarota, Executive Creative Director

Chris Nazzaro, Creative Director

Aaron Schrade, Design Director

Bridgit Espinoza, Director of Studio Services

Eric Gilbert, Photographer

Michael Katits, Senior Designer

Matt Bourque, Art Director

Brandon Ma, Senior Copywriter

Ryan Delaney, Designer

Nicole Madeira, Producer

Ryan Boyle, Digital Studio Producer

Gold | Film, Video, & Sound | Internet Commercial

Entrant: TracyLocke

Client: Pepsi

Title: Pepsi Joe Flacco

Credits: Phil Camarota, Executive Creative Director

Dan Cishek, Group Creative Director

Matt Nevins, Associate Creative Director

Katrina Kenesky, Senior Art Director

Shannon McGee, Account Director

Brendan Steiner, Account Director

Kristen Barnard, Director of Integrated Content Production

Warner Hotchkiss, Broadcast Producer

Meaghan McKeon, Broadcast Producer

BEST OF SHOW

A PALETA MADE FOR A ONCE-IN-A-LIFETIME COSMIC EVENT.

THE EVENT
ON AUGUST 21, 2017, WE WERE TREATED TO THE FIRST TOTAL SOLAR ECLIPSE IN THE U.S. IN NEARLY 40 YEARS.

THE PROBLEM
MOST PEOPLE DIDN'T KNOW HOW TO WATCH IT SAFELY OR WHERE TO WATCH IT COMFORTABLY IN THE TEXAS HEAT.

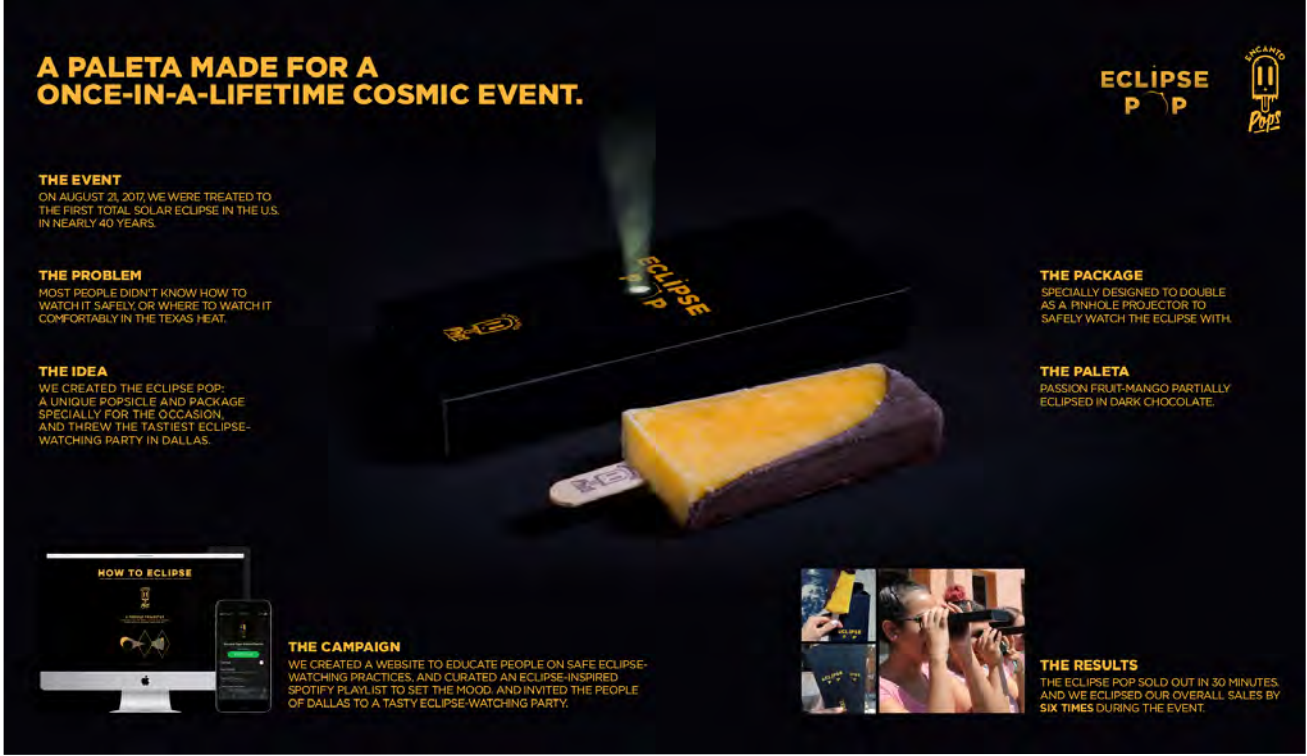
THE IDEA
WE CREATED THE ECLIPSE POP: A UNIQUE POPSICLE AND PACKAGE SPECIALLY FOR THE OCCASION, AND THREW THE TASTIEST ECLIPSE-WATCHING PARTY IN DALLAS.

THE PACKAGE
SPECIALLY DESIGNED TO DOUBLE AS A PINHOLE PROJECTOR TO SAFELY WATCH THE ECLIPSE WITH.

THE PALETA
PASSION FRUIT-MANGO PARTIALLY ECLIPSED IN DARK CHOCOLATE.

THE CAMPAIGN
WE CREATED A WEBSITE TO EDUCATE PEOPLE ON SAFE ECLIPSE-WATCHING PRACTICES, AND CURATED AN ECLIPSE-INSPIRED SPOTIFY PLAYLIST TO SET THE MOOD. AND INVITED THE PEOPLE OF DALLAS TO A TASTY ECLIPSE-WATCHING PARTY.

THE RESULTS
THE ECLIPSE POP SOLD OUT IN 30 MINUTES. AND WE ECLIPSED OUR OVERALL SALES BY SIX TIMES DURING THE EVENT.





Gold, Best of Show | Cross Platform | Online/
Interactive Campaign
Entrant: Richards/Lerma
Client: Encanto Pops
Title: Eclipse Pop
Credits: Aldo Quevedo, Principal/Creative Director
Rodrigo Maycotte, Creative Director
Lucho Sanchez, Art Director
Ken Cao, Art Director
Carlos Castro, Copywriter
Sam Malone, Copywriter
Paolo Linares, Content Producer
Val De Fex, Brand Manager
Francisco Cardenas, Director of Digital Strategy
Rafa Richards, Social Strategist
Joel Villarini, Social Strategis

Gold, Best of Show-Student | Out Of Home &
Ambient Media | Campaign
Entrant: METHOD
School: Southern Methodist University
Title: MoLEKULE - Pollutant Punisher



Judge's Choice

Judges Choice | Cross Platform | Integrated Brand Identity Campaign
Entrant: O&H Brand Design
Client: Fat Straws Bubble Tea Co.
Title: Fat Straws Rebranding
Judge: Jorge

Judges Choice | Film, Video, & Sound | Internet Commercial
Entrant: Kickstand
Client: Ted's Brain Science Products
Title: My Name is Greg
Judge: Michael

▲
Judges Choice | Online/Interactive | Mobile App
Entrant: The Shop
Client: Tiff's Treats
Title: Tiff's Treats Sticker Pack
Judge: Russel

Judges Choice - Student | Print Advertising | Campaign
Entrant: Tiffany Giraudon & Helen Rieger
School: Southern Methodist University
Title: Tiff's Treats Sticker Pack
Judge: Tracy



Mosaic

Mosaic | Cross Platform | Integrated Advertising
Campaign - Regional/National - Consumer
Entrant: TM Advertising
Client: Community Coffee
Title: Make it Community
Credits: Lisa Bennett, Chief Creative Officer
Stephanie Fisher, CD/Art Director
Chris Bettin, Copywriter
Marc Mintle, Art Director
Dan Dougherty, Art Director
Jason Niebaum, Copywriter
Laura Gross, Art Director
Joshua Tovar, Senior Designer
Hal Dantzler, Director of Production
Nic Sanchez, Producer
Fiona Sanchez, Editor
Linda Crawford, Studio Manager



Student Winners



Gold | Sales & Marketing | Special Event Materials
(invitations, announcements, cards, etc.)

Entrant: Christa Griffith

School: Texas A&M University - Commerce

Title: Cirque Gala Invitation

Credits: Christa Griffith,

Morgan Crabtree, Photography

Gold | Sales & Marketing | Cover

Entrant: Cooper H. Weinstein

School: Texas A&M Commerce

Title: Catch-22

Gold | Out Of Home & Ambient Media | Single

Entrant: Karina Elizabeth Pérez-Fajardo

School: Texas A&M Commerce

Title: XXV Intl. Congress of Entomology

Gold | Out Of Home & Ambient Media | Campaign

Entrant: METHOD

School: Southern Methodist University

Title: MoLEKULE - Pollutant Punisher

Credits: Matthieu Smyth, Art Director

Jennifer Nelson, Copywriter

Gold | Online Interactive | Single Execution

Entrant: Casey Moore

School: University of Texas at Arlington

Title: The Texas Bullet Train

Gold | Elements Of Advertising | Campaign

Entrant: METHOD

School: Southern Methodist University

Title: MoLEKULE - Pollutant Punisher

Credits: Matthieu Smyth, Art Director

Jennifer Nelson, Copywriter

Silver | Sales & Marketing | Packaging

Entrant: Karina Elizabeth Pérez-Fajardo

School: Texas A&M Commerce

Title: De Cecco Pasta

Credits: Morgan Crabtree, Photography of Packaging

Silver | Print Advertising | Campaign

Entrant: Grace LaMontagne and Jolie Guz

School: Southern Methodist University

Title: Power Your Shower Thoughts

Silver | Print Advertising | Campaign

Entrant: Eric Sedeno & Gray McDermid & Kirsty
McLauchlan

School: Southern Methodist University

Title: Zero Gravity Poster Series

Silver | Out Of Home & Ambient Media | Campaign

Entrant: Samantha Butz

School: Southern Methodist University

Title: Philips Hue Lighting

Silver | Online Interactive | Campaign
Entrant: Eric Sedeño and Madeline Kharen
School: Southern Methodist University
Title: National Parks Service Snapchat

Silver | Cross Platform | Consumer Campaign
Entrant: Tiffany Giraudon & Caroline Moss
School: Southern Methodist University
Title: VH1 Save the Music

Silver | Elements of Advertising | Copywriting
Entrant: Laura Walsh and Caroline Moss
School: Southern Methodist University
Title: Help USA Digital Billboards

Silver | Elements Of Advertising | Logos Design
Entrant: Karina Elizabeth Pérez-Fajardo
School: Texas A&M Commerce
Title: Pearl Cup Coffee

Bronze | Sales & Marketing | Printed Annual Report or Brochure
Entrant: Noel Ramos
School: University of Texas at Arlington
Title: NASA Annual Report

Bronze | Sales & Marketing | Special Event Materials (invitations, announcements, cards, etc.)
Entrant: Samantha Nunez
School: Texas A&M Commerce
Title: Firestone&Robertson Whiskey Invite

Bronze | Sales & Marketing | Cover
Entrant: Christa Griffith
School: Texas A&M Commerce
Title: Catcher in the Rye Book Cover

Bronze | Sales & Marketing | Cover
Entrant: Haebinna Choi
School: Texas A&M Commerce
Title: Attachments

Bronze | Print Advertising | Campaign
Entrant: Tiffany Giraudon & Helen Rieger
School: Southern Methodist University
Title: EPIC

Bronze | Print Advertising | Campaign
Entrant: Eric Sedeno & Lucas Crespo
School: Southern Methodist University
Title: Duolingo

Bronze | Out Of Home & Ambient Media | Single
Entrant: Cooper H. Weinstein
School: Texas A&M Commerce
Title: Bighorn Nat'l Forest Fall Festival

Bronze | Out Of Home & Ambient Media | Campaign
Entrant: Tiffany Giraudon & Jolie Guz
School: Southern Methodist University
Title: Ancestry DNA

Bronze | Out Of Home & Ambient Media | Campaign
Entrant: Laura Walsh and Caroline Moss
School: Southern Methodist University
Title: Help USA Digital Billboards

Bronze | Out Of Home & Ambient Media | Campaign
Entrant: Laura Walsh
School: Southern Methodist University
Title: Airbnb

Bronze | Online/Interactive | Single Execution
Entrant: Timothy Hoang (Stories By Tim)
School: University of Texas at Dallas
Title: LYFT // Lights All Night Recap
Credits: Timothy Hoang, Founder of Stories By Tim
Social Revolt, Marketing Agency, LYFT, Sponsor

Bronze | Elements of Advertising | Copywriting
Entrant: Tiffany Giraudon & Caroline Moss
School: Southern Methodist University
Title: VH1 Save the Music

Bronze | Elements of Advertising | Illustration – Single
Entrant: Samantha Nunez
School: Texas A&M Commerce
Title: RHS Chelsea Flower Show

Bronze | Elements of Advertising | Illustration - Campaign
Entrant: Nicole Bosley
School: Texas Christian University
Title: Time Confections

Bronze | Elements of Advertising | Campaign
Entrant: Cooper H. Weinstein
School: Texas A&M Commerce
Title: Into The Darkness

Bronze | Elements of Advertising | Cinematography
Entrant: Timothy Hoang (Stories By Tim)
School: University of Texas at Dallas
Title: LYFT // Lights All Night Recap
Credits: Timothy Hoang, Founder of Stories By Tim
Social Revolt, Marketing Agency
LYFT, Sponsor

Bronze | Elements of Advertising | Animation or Special Effects
Entrant: Aliana Layug
School: Texas A&M University Commerce
Title: Colourpop Ad

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