

VILLAINOUS



2024
American
Advertising
Awards

aaf american
advertising
federation

Professional Judges

Todd Aldridge

*Executive Producer
Harley-Davidson Global*

Todd Aldridge, Executive Producer for Harley-Davidson's Global Brand Team, has transitioned from a budding fine artist to a celebrated Creative Director with a rich 29-year career sculpting unforgettable brands. He holds a Bachelor of Creative Arts from the University of North Carolina School of Arts & Architecture.

Before joining Harley-Davidson, Todd held the position of Senior Vice President/Executive Creative Director at Luquire, a Charlotte Advertising, Marketing & PR Agency. There, he spearheaded award-winning creative campaigns for a diverse roster of clients, including the UNC Charlotte 49ers athletics department, Purple XP Drywall, and Bojangles, among others.

Todd's creative genius has been recognized with numerous accolades, including awards from the American Advertising Awards (nationals), One Show, OBIE Awards, and Communication Arts Magazine. Known for his rock and roll spirit and knack for generating impactful concepts, Todd is described as a relentless force in the industry, blending talent, integrity, ethics, and leadership in every project he undertakes.



Avalon Bohunicky

*Account Supervisor
King and Columbus*

Hello, I'm Avalon Bohunicky! I'm a Charleston, South Carolina-based Account Supervisor for an agency, King & Columbus. With eight years experience in Marketing in both New York City and Charleston, I've worked on countless linear, digital and social campaigns for a wide variety of clients. Aside from Marketing, I'm passionate about film, food and fun with friends and family.



Professional Judges

Lewis Glaser

*Owner and Creative Director
Atomic Design*

Lewis Glaser, Owner and Creative Director of Atomic Design, a Fort Worth-based studio, has left an indelible mark on the world of design. With a remarkable 35-year tenure at Texas Christian University, Glaser retired in 2023 as Full Professor and Chair of the Department of Design.

His design prowess has garnered acclaim across various platforms, including Graphis Books, Art Direction Books' series, PRINT Books, and more. Glaser's visual communication brilliance has been honored by esteemed institutions such as the New York Society of Illustrators, the American Advertising Federation, and the University and College Designers Association.

With a rich history of adjudication experience in prestigious competitions, Glaser's influence extends far and wide. He remains an active member of key industry associations and continues to shape the design landscape.

Hailing from the Detroit area, Glaser holds a Baccalaureate from Western Michigan University and a Master of Fine Arts from Syracuse University.



Mike Heid

*Creative Director
Big Communications*

Mike Heid, based in Boston, Massachusetts, serves as the Creative Director at Big Communications, bringing over 15 years of experience in advertising and creative writing. His journey began as a Copywriting Intern at Deutsch in 2002, leading to roles at Peter A. Mayer Advertising and Hill Holliday. Mike's diverse background also includes freelancing and consulting for Tales of the Cocktail, teaching at The Ad Club and Miami Ad School, and coordinating internships at the University of Texas at Austin.

Throughout his career, Mike has captivated national clients such as the Celtics, Liberty Mutual, and Dunkin' Donuts with his creativity and strategic thinking. His work has been recognized with numerous awards and accolades, including Effie Awards, Telly Awards, and Adweek honors, solidifying his reputation as an award-winning creative director and copywriter in the advertising industry.



Student Judges

Rick Dobbs

*Creative director and founder
Unreal*

Unreal, a New Orleans-based creative communication studio founded in 2006, thrives on the belief that clean, effective design fosters seamless information flow and invigorates social discourse. Despite its award-winning status, Unreal remains small, lean, and highly efficient, delivering tangible results for clients.

Rick Dobbs, the studio's creative director and founder, boasts over 20 years of advertising and design experience, including roles at MGM-MIRAGE's Beau Rivage Resort & Casino and Xdesign, Inc. His leadership has led to multiple Addy awards across the Gulf Coast, Baton Rouge, and New Orleans, alongside international recognition from renowned design platforms. Additionally, Rick has served as a judge for various American Advertising Awards throughout the Gulf South region, further cementing Unreal's impact in the industry.



MyLien Nguyen

*Public Affairs Department
Keesler AFB*

MyLien, based in Biloxi, MS, thrives in her dual roles at Keesler AFB's Public Affairs Department and as an online professor at Westfield State University. Her strategic storytelling prowess shapes narratives for military personnel and wider communities by day, while by night, she inspires the next generation of design innovators.

With over a decade of design experience, MyLien's journey from intern at Shaughnessy Printing Co. to her current roles exemplifies her commitment to excellence. Armed with an MFA in Graphic Design from the Academy of Art University, she leaves an indelible mark on diverse projects, from ad campaigns to casino marketing strategies. Outside work, MyLien treasures moments with her husband, Keith, and son, Matthew, enjoying leisurely Sunday naps, culinary explorations, and globetrotting adventures.



Student Judges

Katie Tully

*Art director
Mad Genius*

Katie is the art director for Mad Genius. As a creative agency with almost two decades of experience in The South, Mad Genius offers a wide variety of services across multiple verticals. Katie leads the aesthetic charge for all of them across multiple media, including print, digital, and production. She is actively involved from concept inception and cultivation through fully realized deliverables. When Katie's not helping her agency "deliver the unexpected," she indulges her tangential passions, like screen printing, seamstressing, letterpress printing, and the never-ending hunt for wood & metal letterpress type for Myrtle the Letterpress.



D'Artagnan Winford

*Art Director
Ramey Ad Agency*

A contemporary fine art portrait photographer and Art Director at Ramey Ad Agency in Jackson, Mississippi. From campaign design to product photography, he consistently delivers high-quality creative work for nearly all of our clients. Continually pushing himself and his peers has been key to his success, as well as Ramey's growth. As a child growing up in the Mississippi Delta, D'Artagnan won prizes for his early work in art and graphic design, eventually earning a BFA from Mississippi Valley State University. Today, his soulful portraits pay homage to that upbringing in the small town of Itta Bena, which fueled a lifelong passion for expressing the beauty and nobility of everyday people. D'Artagnan's subjects include dancers, models, bodybuilders, Cuban cigar rollers, and musicians, and common threads in his work are light, confidence, and peace. As the artist explains, "The human face has stories to tell. I want to capture people in a way that reveals that inner world." Winford's distinctive, award-winning portraits have received international recognition both for their startling beauty and for their ability to uplift and inspire.





We build the communities that unleash your brand's potential.

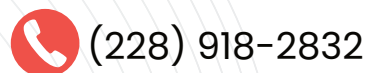
Ask about our complete community-driven marketing solutions, including:

- Campaigns and Strategy
- Video Production
- Content and Copywriting
- Social Media
- Email and Influencer Marketing
- Platform Development

Community is everywhere.

Your community isn't just a collection of customers. It's an integral part of your brand, helping to build it from the inside out.

You already have a community. Let us make it work for you.





Knight Abbey

More than just a printer



CONGRATS
to all
tonight's
winners!

WWW.KNIGHTABBEY.COM



Even bad guys can get sick.

CONQUER ILLNESS AT
OUR WALK-IN CLINICS!



INGALLS
SHIPBUILDING

A Division of HII



MGCCC
Mississippi Gulf Coast
Community College



BEYOND
EXPECTATIONS
PRODUCTIONS



Professional Awards



ANNUAL REPORT (PRINTED OR DIGITAL)

Award: Gold ADDY

Entrant: Kirkpatrick & Porch Creative

Client: Trustmark

Title: Trust Earned

Credits: Marlo Kirkpatrick, Writer/Account Executive | Alecia Porch, Designer/Art Director | Robby Followell, Photographer
Karen Johnson, Production Assistant
John Plucker/Hederman, Printer



INTEGRATED BRAND IDENTITY CAMPAIGN

Award: Silver ADDY

Entrant: EDGE Creative Design

Client: Southern Pastabilities

Title: Southern Pastabilities Case Study

Credits: Steven Herbert, Creative Director



INTEGRATED BRANDED CONTENT CAMPAIGN

Award: Gold ADDY

Entrant: Ingalls Shipbuilding

Client: Ingalls Shipbuilding

Title: Their Mission. Our Purpose.

Credits: Katie Weldon, Manager, Integrated Communications & Strategic Marketing | Nick Girod, Graphic Artist | Erinn Carty, Manager of Branding & Art Production | Robert Hebert, Photographer & Videographer | Luis Solis, Photographer & Videographer | Lindsay Knowles, Communications Editor | Amanda Gray, Digital Marketing Strategist



INFOGRAPHIC

Award: Silver ADDY

Entrant: SNguyenDesign

Client: Boys & Girls Clubs of the Gulf Coast

Title: Playground Safety Rules

Credits: SNguyenDesign



American Advertising Awards



ILLUSTRATION

Award: Silver ADDY
Entrant: Donnell Designs
Client: City of Gulfport
Title: Inky: Gulfport Harbor Lights Mascot
Credits: Paul Donnell, Creative Director, Designer, and Illustrator



ILLUSTRATION SERIES

Award: Silver ADDY
Entrant: Christie Fountain Advertising, Inc.
Client: Altered Reality Brewing
Title: Altered Reality Brewing Awareness
Credits: Debbie Feister, Creative Manager, Illustrator, Designer
Christie Fountain, Creative Director, Copywriter
Jason Weaver, Altered Reality Brewing



PHOTOGRAPHY CAMPAIGN

Award: Silver ADDY
Entrant: Scarlet Pearl Casino Resort
Client: Scarlet Pearl Casino Resort
Title: Scarlet's Steaks & Seafood - Easter
Credits: Alex Weems, Multimedia Manager
Jackson Reichel, Steakhouse Chef



INTERNET COMMERCIAL

Award: Silver ADDY
Entrant: CommonHouse Productions
Client: Jackson Preparatory School
Title: Jackson Prep - We Are With You
Credits: CommonHouse Productions



Professional Awards



INTERNET COMMERCIAL

Award: Silver ADDY

Entrant: Stafford Studios, LLC

Client: Big Play Entertainment Center

Title: Big Play Teen Party Promo

Credits: Jessica Woolridge, Owner | Stafford Studios, LLC, Video Production



INTERNET COMMERCIAL

Award: Silver ADDY

Entrant: Stafford Studios, LLC

Client: Duarte, Inc.

Title: Duarte Culture Video 2023

Credits: Nancy Duarte, CEO/Principal (Duarte) | Mark Duarte, CFO
Stafford Studios, LLC, Video Production



CAMPAIGN

Award: Silver ADDY

Entrant: CommonHouse Productions

Client: Carroll County Development Authority

Title: Visit Carroll

Credits: Gri5ith Media



SINGLE SPOT :60 SECONDS OR MORE

Award: Gold ADDY

Entrant: Ingalls Shipbuilding

Client: Ingalls Shipbuilding

Title: Their Mission Our Purpose

Credits: Robert Hebert, Photographer/Videographer
Luis Solis, Photographer/Videographer



American Advertising Awards



LOCAL TELEVISION COMMERCIAL: 60+ SECONDS

Award: Silver ADDY
Entrant: Ingalls Shipbuilding
Client: Ingalls Shipbuilding
Title: Do You Have What It Takes - Video
Credits: Robert Hebert, Photographer/Videographer
Luis Solis, Photographer/Videographer



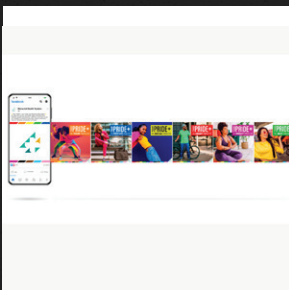
BRANDED CONTENT FOR ONLINE/INTERACTIVE

Award: Gold ADDY
Entrant: 88 West
Client: Montessori School of Tupelo
Title: Montessori School of Tupelo Brand
Credits: 88 West



BRANDED CONTENT FOR ONLINE/INTERACTIVE

Award: Silver ADDY
Entrant: 88 West
Client: Habitat for Humanity - Northeast Mississippi
Title: NEMS Habitat for Humanity Campaign
Credits: 88 West



SOCIAL MEDIA, SINGLE EXECUTION

Award: Gold ADDY
Entrant: Memorial Health System
Client: Memorial Health System
Title: Take PRIDE+ In Your Health
Credits: Paul Donnell, Art Director | Sylvia Hanes, Social Media Coordinator
Cece Shabazz, Creative Director | Angie Juzang, VP of Marketing
and Communications

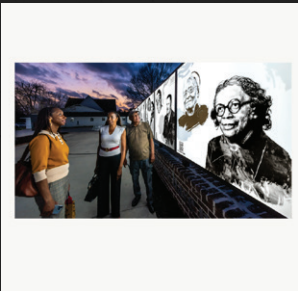


Professional Awards



OUT-OF-HOME MULTIPLE INSTALLATIONS

Award: Silver ADDY
Entrant: Coastal Mississippi
Client: Coastal Mississippi
Title: Greetings From Coastal Mississippi
Credits: Shelley Singh, Content Marketing Manager / Designer
Kendra Simpson, Director of Marketing



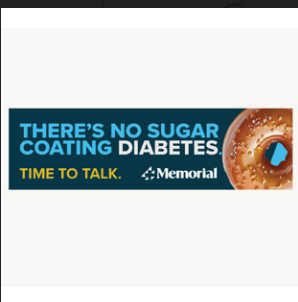
SINGLE INSTALLATION

Award: Gold ADDY
Entrant: Hattiesburg Convention Commission
Client: Sixth Street Museum District - Historic Eureka School
Title: Generations Strong Wall
Credits: Kari Zendejas, Art & Design Supervisor
Latoya Norman, Director of Museums



EVENT

Award: Silver ADDY
Entrant: Memorial Health System
Client: Memorial Health System
Title: MLK Community Resource Expo
Credits: Angie Juzang, Event Coordinator/Executive Creative Director
Cece Shabazz, Creative Director/Designer | Jason Heitzmann,
Multimedia Designer | Erin Rosetti, Communications Manager
Lori A. Bickel, Coordinator/Project Manager | Danyell Wietbrock



OUTDOOR BOARD CAMPAIGN

Award: Silver ADDY
Entrant: Memorial Health System
Client: Memorial Health System
Title: Diabetes Prevention Takes Action
Credits: Cece Shabazz, Creative Director/Designer | Angie Juzang, VP of
Marketing and Communications

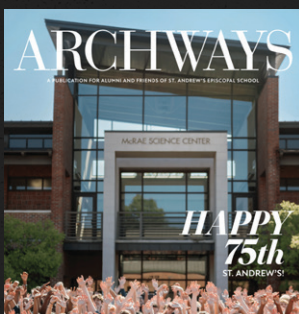


American Advertising Awards



SINGLE UNIT

Award: Gold ADDY
Entrant: Kirkpatrick & Porch Creative
Client: Mississippi Center for Justice
Title: Great Mississippi Road Trip
Credits: Marlo Kirkpatrick, Writer/Account Executive | Alecia Porch, Designer/Art Director | Sabrina Howard, Illustrator | Robby Followell, Photographer (Contemporary Images) | Karen Johnson, Production Assistant | John Plucker/Hederman, Printer



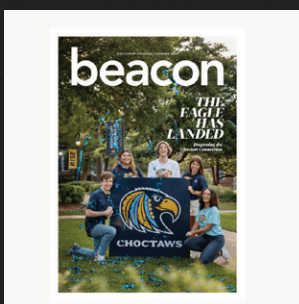
SINGLE NEWSLETTER

Award: Gold ADDY
Entrant: Kirkpatrick & Porch Creative
Client: St. Andrew's Episcopal School
Title: Archways
Credits: Emily Gordon, Editor | Marlo Kirkpatrick, Writer | Alecia Porch, Art Director/Designer | Robby Followell, Photographer | John Plucker/Hederman, Printer



PRINTED ANNUAL REPORT

Award: Silver ADDY
Entrant: Coastal Mississippi
Client: Coastal Mississippi
Title: Coastal Mississippi Annual Report
Credits: Destine Lalas, Marketing Manager / Designer | Kendra Simpson, Director of Marketing



SINGLE NEWSLETTER

Award: Silver ADDY
Entrant: Kirkpatrick & Porch Creative
Client: Mississippi College
Title: Beacon Magazine
Credits: Tracey Harrison, Editor/Account Executive | Marlo Kirkpatrick, Writer | Alecia Porch, Designer/Art Director | Robby Followell, Photographer | John Plucker/Hederman, Printer



Professional Awards



CARD, INVITATION OR ANNOUNCEMENT

Award: Gold ADDY
Entrant: Scarlet Pearl Casino Resort
Client: Scarlet Pearl Casino Resort
Title: 2023 You've Been Bitten Invite
Credits: Alex Weems, Multimedia Manager | Hot Graphics, Printer



CARD, INVITATION OR ANNOUNCEMENT

Award: Silver ADDY
Entrant: Scarlet Pearl Casino Resort
Client: Scarlet Pearl Casino Resort
Title: 2023 New Year's Eve Invite
Credits: Alex Weems, Multimedia Manager | Hederman Brothers, Printer



CARD, INVITATION OR ANNOUNCEMENT

Award: Silver ADDY
Entrant: Scarlet Pearl Casino Resort
Client: Scarlet Pearl Casino Resort
Title: 2023 Naughty or Nice Invite
Credits: Alex Weems, Multimedia Manager | Knight Abbey, Printer



DIRECT MAIL

Award: Gold ADDY
Entrant: Scarlet Pearl Casino Resort
Client: Scarlet Pearl Casino Resort
Title: 2023 You've Been Bitten Invite
Credits: Alex Weems, Multimedia Manager | Hot Graphics, Printer



American Advertising Awards



DIRECT MAIL

Award: Silver ADDY

Entrant: Scarlet Pearl Casino Resort

Client: Scarlet Pearl Casino Resort

Title: 2023 New Year's Eve Invite

Credits: Alex Weems, Multimedia Manager | Hederman Brothers, Printer



DIRECT MAIL

Award: Silver ADDY

Entrant: Scarlet Pearl Casino Resort

Client: Scarlet Pearl Casino Resort

Title: 2023 Naughty or Nice Invite

Credits: Alex Weems, Multimedia Manager | Knight Abbey, Printer



Student Awards



CONSUMER CAMPAIGN

Award: Silver ADDY
Entrant: Alexia Walley
The University of Southern Mississippi
Title: Take Control Of Your Body



CAMPAIGN

Award: Silver ADDY
Entrant: Autumn Graves
The University of Southern Mississippi
Title: Good Earth Organics Campaign



CAMPAIGN

Award: Silver ADDY
Entrant: Karson Gunn
The University of Southern Mississippi
Title: Rumble Campaign



LOGO DESIGN

Award: Gold ADDY
Entrant: Laura Patino
The University of Southern Mississippi
Title: Panthos Food Truck



American Advertising Awards



CHANGE TO CINEMATOGRAPHY SINGLE

Award: Gold ADDY
Entrant: Caitlyn Schintzies
The University of Southern Mississippi
Title: Eternal Night - Introduction Video



TELEVISION ADVERTISING SINGLE

Award: Silver ADDY
Entrant: Josie Russell
The University of Southern Mississippi
Title: What Big Teeth TV Intro



TELEVISION ADVERTISING SINGLE

Award: Gold ADDY
Entrant: Karson Gunn
The University of Southern Mississippi
Title: TV Intro



POSTER SINGLE

Award: Silver ADDY
Entrant: Anderson Nixon
The University of Southern Mississippi
Title: Don't Smother Your Mother



Student Awards



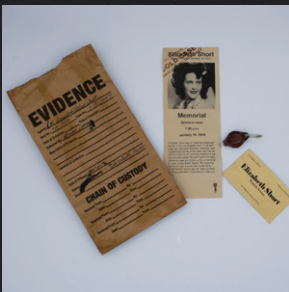
POSTER SINGLE

Award: Silver ADDY
Entrant: Karson Gunn
The University of Southern Mississippi
Title: They're Not Under The Bed Poster



RUMBLE CAMPAIGN POSTER SERIES

Award: Gold ADDY
Entrant: Josie Russell
The University of Southern Mississippi
Title: Luminol Society Invitation Set



SPECIAL EVENT MATERIALS

Award: Gold ADDY
Entrant: Josie Russell
The University of Southern Mississippi
Title: Luminol Society Invitation Set



SPECIAL EVENT MATERIALS

Award: Silver ADDY
Entrant: Alexia Walley
The University of Southern Mississippi
Title: Gore Girls



American Advertising Awards



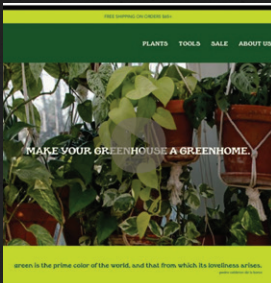
PACKAGING

Award: Silver ADDY
Entrant: Laura Patino
The University of Southern Mississippi
Title: Panthos Food Truck



PACKAGING

Award: Gold ADDY
Entrant: Karson Gunn
The University of Southern Mississippi
Title: Medialuna Packaging



WEBSITE

Award: Silver ADDY
Entrant: Karson Gunn
The University of Southern Mississippi
Title: Green House Website





Special Thanks to our 2024 AAF Awards Team

Aloysius "Lo" Ballard
Paul Donnell
Steven Herbert
Jeff Harrison
Sylvia K. Hanes
Adam Krisko

Kathy McAdams
LaShaundra McCarty
Crystal Scretching
Cece Shabazz
Jennifer Tinnin
Omari Wells

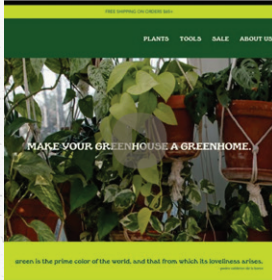
Shirley Guice Silver Medal



Robin Lund

The AAF Silver Medal Award Program recognizes men and women who have made outstanding contributions to advertising in furthering the industry's standards. Creative excellence and responsibility in areas of social concern.

Student Judges Choice



WEBSITE (DESKTOP OR MOBILE)

Entrant: Karson Gunn
The University of Southern Mississippi

Title: Green House Website



COVER/EDITORIAL SPREAD OR FEATURE - SERIES

Entrant: Alexia Walley
The University of Southern Mississippi

Title: With The Band



PACKAGING

Entrant: Xavier Daley
The University of Southern Mississippi

Title: The Veggie Van Packaging

Student Best of Show



Karson Gunn
The University of Southern Mississippi
Rumble Campaign Poster Series



2024

Mississippi Gulf Coast Creative Excellence Awards

Tamara Morrison
Account Representative

Corey Christy
Community/Creative Advocate

Anthony Williams
Creative Freelance



Samantha Martin
Marketing Manager/Director

Brynn Joachim
Project Manager

CJ Lawrence
Social Media Champion

Professional Judges Choice



Mississippi Gulf Coast Community College

MGCCC Workforce Summit

Aleá Landry, Graphic Designer



CommonHouse Productions

Visit Carroll

Gri5ith Media, Logo Design



88 West

Montessori School of Tupelo Brand

88 West



Coastal Mississippi

Coastal Mississippi Annual Report

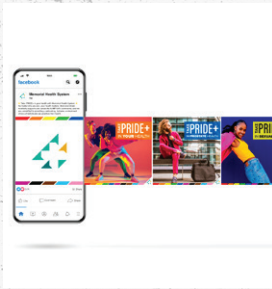
Destine Lalas, Marketing Manager / Designer | Kendra Simpson, Director of Marketing



Best of Film, Video & Sound

**Ingalls Shipbuilding
for Ingalls Shipbuilding
Their Mission Our Purpose - Video**

Robert Hebert, Photographer/Videographer
Luis Solis, Photographer/Videographer



Best of Interactive

**Memorial Health System
for Memorial Health System
Take PRIDE+ In Your Health**

Paul Donnell, Art Director | Sylvia Hanes, Social Media
Coordinator | Cece Shabazz, Creative Director
Angie Juzang, VP of Marketing and Communications



Best of Print

**Kirkpatrick & Porch Creative for
St. Andrew's Episcopal School
Archways**

Emily Gordon, Editor | Marlo Kirkpatrick, Writer
Alecia Porch, Art Director/Designer | Robby Followell,
Photographer | John Plucker/Hederman, Printer



Best of Show

**Kirkpatrick & Porch Creative
for Mississippi Center for Justice
Great Mississippi Road Trip**

Marlo Kirkpatrick, Writer/Account Executive | Alecia Porch,
Designer/Art Director | Sabrina Howard, Illustrator | Robby
Followell, Photographer (Contemporary Images) | Karen
Johnson, Production Assistant | John Plucker/Hederman,
Printer



MOSAIC AWARD

For Diversity, Inclusion and Equality



Professional Mosaic

**Hattiesburg Convention Commission for
Sixth Street Museum District - Historic
Eureka School**

Generations Strong Wall

Kari Zendejas, Art & Design Supervisor
Latoya Norman, Director of Museums



**Copywriter
of the Year**

Marlo Kirkpatrick

Kirkpatrick & Porch Creative



**Art Director
of the Year**

Alecia Porch

Kirkpatrick & Porch Creative



**Creative
Director
of the Year**

Erinn Carty

Ingalls Shipbuilding

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