



A Night of

# Pure Imagination

AMERICAN  
ADVERTISING  
AWARDS

aaf

AMERICAN ADVERTISING AWARDS

2024 – 2025

# Professional Judges

## Nader Ashway

Nader Ashway is principal and executive creative director of modern marketing, a small full-service agency based in New York City. He also maintains his creative boutique called The Ashway Group/Agent 19.

Over a 35-year career, Nader has developed award-winning ads, brand strategies and integrated go-to-market programs for consumer and b-to-b brands across multiple sectors, including automotive, consumer packaged goods, financial services, hospitality, media, non-profit, professional services, technology and various forms of healthcare services and medical devices. He previously served two terms as the President of BMA (Business Marketing Association) in New York City and chaired the non-profit committee for the Ad Club of New York.

Nader is very active in student and young professional mentoring. He has served as a creative judge for numerous awards shows around the country, and has also served as a judge for the National Student Advertising Competition (NSAC) presented by AAF. He has also worked with Minds Matter, a non-profit organization that connects students from low-income families with opportunities to succeed in the business world.

Nader has made television appearances in New York and around the world to discuss brands and advertising, has moderated and spoken on panels at marketing industry events, has been interviewed for and written marketing and advertising articles for several publications and blogs, maintains his own marketing education blog, and is currently authoring his first book on consumer behavior.

Nader is also a graduate professor of Integrated Marketing at New York University.

Blog: [www.marketingthingy.com](http://www.marketingthingy.com)

Twitter/X: @nashway



## Elizabeth Zupkow

Elizabeth “EZ” Zupkow has proudly been a Goodway family member for over nine years, currently serving as a senior director where she is responsible for the post-sale client relationship including consulting on media strategy and go to market messaging. Her superpower is being a business partner to agencies and building collaborative relationships that lead to tangible results and profits. Zupkow has a track record for success in the CPG, healthcare, tourism, financial and QSR industries. Her previous experience includes sales and marketing for Gannett; marketing leadership in the finance services industry; and jack-of-all-trades at a full-service agency. EZ is passionate about the American Advertising Federation mission, currently serving as governor for district 12. She is currently a digital nomad, working from various North America and UK destinations for several weeks at a time. Her dogs, Tank and Fancy, join her in this adventure. In her spare time, Elizabeth is a bibliophile, averaging almost a book a day.



# Professional Judges

## Jamal Millner

Entrepreneur, Programmer, Animator, Community Activist

Jamal Millner is the President of M3:GRAFIX—a boutique programming firm providing comprehensive back-end web development expertise to businesses and marketing agencies. As the sole proprietor, Mr. Millner creates custom applications and integration that provide access to services and content from internal or third party services.

A participant in Roanoke City School's CTE programs, Mr. Millner first began exploring technology and engineering. By the age of 16, he started his career in the Roanoke City School's Office of Technology as an assistant. By 1997 Mr. Millner had taken a new position with FOX21/27, now known as WFXR, where he was able to put his passion for computer animation and print design to use. It was during his time at FOX when he realized an opportunity to make a living on his own doing this kind of work. This opportunity became M3:GRAFIX.

Over the years Mr. Millner has expanded the offerings provided by M3:GRAFIX. Starting with graphic design and animation, his firm has grown to include web and application development, database management, API solutions, and more.

It is with AAF Roanoke where Mr. Millner orchestrated his most powerful endeavor – AdScape. This unforgettable educational and motivational day-long program offered advanced training in advertising to high school students interested in graphic design, media, and marketing. Through his efforts, the AdScape program won a prestigious National Mosaic Award from the American Advertising Federation. Mr. Millner's exceptional leadership was also recognized by his local chapter, AAF Roanoke, when he was named Advertising Person of the Year in 2017 and 2024 was Awarded Governor of the Year by AAF National.

When he isn't coding or volunteering his time for the community, Mr. Millner is usually taking up one of his two favorite hobbies—baking deserts or playing video games.



## Sarah Schrader

Sarah Schrader is the founder and creative director of Wisconsin-based studio Aileour (pronounced A-Ler) specializing in creating brands and experiences.

Her start in advertising and marketing and her early onset into freelancing lead her to be passionate about working with local and small businesses; uplifting their voices. But her work with Aileour has also lead her to work with recognizable brands like email marketing SaaS company Kit (formerly ConvertKit) and local celebrity Amy Hanten of *The Cooking Mom* who gained national attention. She also works with the Rising Tide Society, a global nonprofit for creative business owners, where she currently serves as the volunteer Marketing Director.

When she is not creating design work you can find her in one of her many creative and artistic passions from crafting to photography, seeing out the next travel adventure, learning about other cultures, exploring the outdoors with her pup, or getting lost in a good book.



# Student Judges

## Mark Moore

Mark B. Moore is the hero that mission-focused organizations and small businesses have been waiting for. After moonlighting as a graphic designer for nearly 30 years, Moore opened Nonprofit Hero LLC in 2024 to offer graphic design, website development, and fundraising consulting services. Most recently he was the Development Director of the U.S. Space and Rocket Center Education Foundation. His career includes stints as the Director of Public Relations at Drake State Community & Technical College, Development and Marketing Director at Thrive Alabama, and Art Director at Red Sage Communications. He is a Regional Director for the American Advertising Federation District 7 and Vice President of Huntsville, A&S Human Relations Commission. Moore holds an MBA from Louisiana State University Shreveport and a BA from the University of Montevallo. He has also been involved in community theatre for nearly 20 years and has directed productions that include *The Watsons Go To Birmingham*, *Daddy's Dyin': Who's Got the Will?*, *Deathtrap*, *Sordid Lives*, *The 25th Annual Putnam County Spelling Bee*, *Crowns*, *A Christmas Story*, and *Radio Golf*. He and his husband Chris live in Huntsville with their pups Artemis, Colossus, and Percival.



## Cynthia Saatkamp

Adventure-seeker and multi-tasker. Traveler, researcher and supermom to twin teenagers. Cynthia represents the crossroads of Southern charm and sophisticated, strategic thinking, and as a founding partner of Hemline Theory, she fills both roles. With 30 years' experience, Hemline's resident Memphis Business Journal Top 40 and Superwoman in Business, Inside Memphis Business Power Player, AAF Silver Medal winner and former AAF Memphis president is also the chief brand strategist. She holds degrees in Advertising and Graphic Design from the University of Mississippi and an M.B.A. in Marketing from the University of Memphis.



# Student Judges

## Cassandra Palmer

Cassandra Palmer is an assistant professor of art in graphic design at The University of Alabama where she teaches graphic design classes.

Palmer has taught 2D and graphic design courses at the University of Mobile (Ala.); as visiting instructor at the University of Southern Mississippi; Westwood College of Technology and Meridian (Miss.) Community College, where she also served as program coordinator for Graphic Design Technology. At Mississippi Gulf Coast Community College, Palmer served as graphic designer and multi-media coordinator for nine campuses. She received the MFA in Communication Design from Texas State University in 2012.



About her studio practice and work with clients, Palmer said, “I love designing pieces with a purpose, and have pure enthusiasm for each project. I enjoy ‘solving the design,’ and believe that each client’s design should have a unique look and feel. It is important that each project has a personal touch that relates to the client – in the form of the style of the design, or adding a meaningful design element to the piece.”

Palmer has won numerous public relations and design awards, including first, second and third place awards in the College Public Relations Association of Mississippi (CPRAM) and first and second place in the CPRAM awards; a gold Tuscaloosa Advertising Federation ADDY; a silver Mississippi Gulf Coast Advertising Federation ADDY; a Medallion Awards Gold from the National Council for Marketing & Public Relations (NCMPR); and a Southern Public Relations Federation: Award of Excellence. She is a member of the American Institute of Graphic Arts and the College Public Relations Association of Mississippi.



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*Little Lighthouse*  
productions

**SILVER**



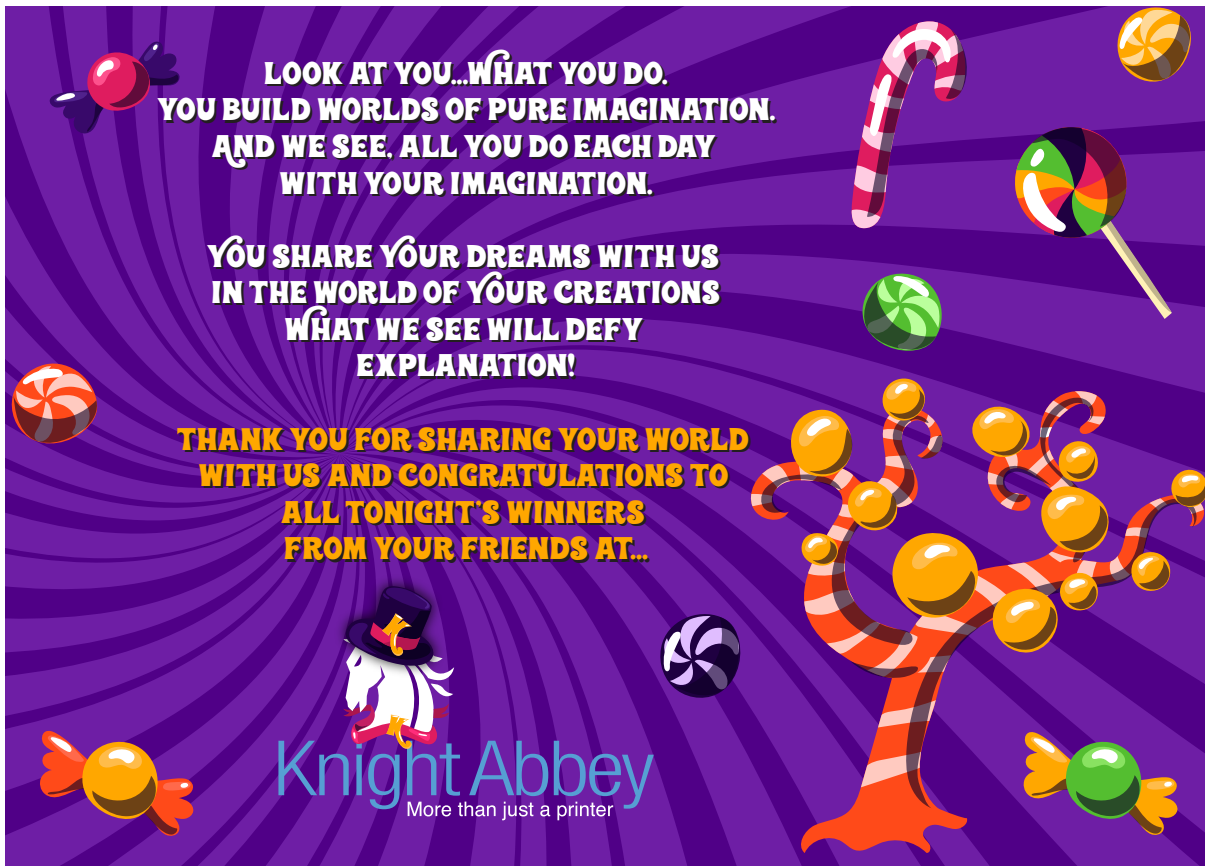
**BRONZE**



**LOOK AT YOU...WHAT YOU DO.  
YOU BUILD WORLDS OF PURE IMAGINATION.  
AND WE SEE. ALL YOU DO EACH DAY  
WITH YOUR IMAGINATION.**

**YOU SHARE YOUR DREAMS WITH US  
IN THE WORLD OF YOUR CREATIONS  
WHAT WE SEE WILL DEFY  
EXPLANATION!**

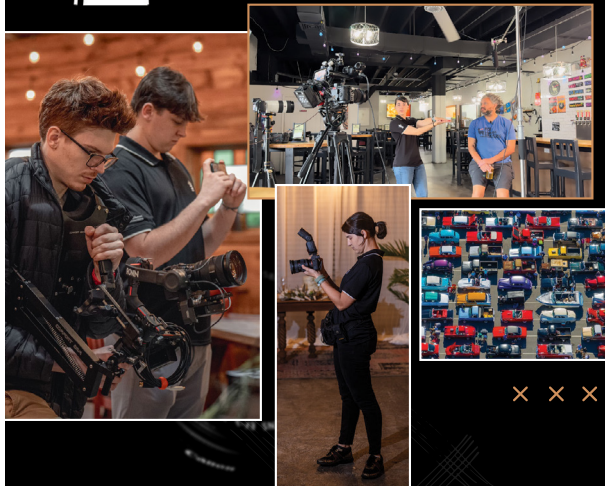
**THANK YOU FOR SHARING YOUR WORLD  
WITH US AND CONGRATULATIONS TO  
ALL TONIGHT'S WINNERS  
FROM YOUR FRIENDS AT...**



Little Lighthouse Productions is an award-winning video production company based in Biloxi. Sister company to Savvy Snapshots Photo + Films, LLP specializes in commercial photography and videography services. Established in early 2023, by cinematographer, Savanna Jones and her partner Dalton Husley, the company has worked with several businesses along the Gulf Coast to build up their branding.

With a background in reality television - Kitchen Nightmares, The First 48, etc. the crew is knowledgeable about industry standards and what works to tell a compelling story.

In 2023, the company won a Telly Award for a non-profit video and Jones was a recipient of the 100 Successful Women to Know 2024 for her motivation in business ventures. Little Lighthouse Productions offers services for businesses with a scalable crew, and full gear rental.



**228-861-2495**  
littlighthouseproductions.com

# Professional Awards



## Sales & Marketing – Brochure

**Award:** Gold ADDY  
**Entrant:** Memorial Health System  
**Client:** Memorial Health System  
**Title:** Memorial Brand Book: Transform Care  
**Credits:** Cece Shabazz Creative Director/Copywriter | Angie Juzang VP of Marketing & Communications | Erin Rosetti Communications Manager

AMERICAN  
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## Sales & Marketing – Brochure

**Award:** Silver ADDY  
**Entrant:** Marc Leffler, Maris, West and Baker  
**Client:** Visit JXN  
**Title:** This Little Light-JXN Tour Guide  
**Credits:** Marc Leffler, Reshonda Perryman, Creative Directors | Kaiyla McKenzie, Willie Smith, Claire Gipson, Art Directors/Designers | The Tell Agency, Written Content | Clardy Byrd, Account Executive

AMERICAN  
ADVERTISING  
AWARDS



## Sales & Marketing – Direct Mail

**Award:** Gold ADDY  
**Entrant:** Scarlet Pearl Casino Resort  
**Client:** Scarlet Pearl Casino Resort  
**Title:** Kentucky Derby Invite  
**Credits:** Alex Weems Multimedia Manager | Hederman Brothers Printer

AMERICAN  
ADVERTISING  
AWARDS



## Sales & Marketing – Direct Mail

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

AMERICAN  
ADVERTISING  
AWARDS

# American Advertising Awards

## Sales & Marketing – Card, Invitation or Announcement

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

AMERICAN  
ADVERTISING  
AWARDS



## Online/Interactive – Social Media, Campaign

**Award:** Silver ADDY  
**Entrant:** Memorial Health System  
**Client:** Memorial Health System  
**Title:** Diabetes: Find Your Balance  
**Credits:** Alexis Higgins, Social Media Coordinator | Erin Rosetti, Communications Manager | Angie Juzang, VP of Marketing and Communications | Cece Shabazz Creative Director

AMERICAN  
ADVERTISING  
AWARDS



## Regional/National Television Advertising

**Award:** Gold ADDY  
**Entrant:** Coastal Mississippi  
**Client:** Coastal Mississippi  
**Title:** Play Coastal “Guys Trip”  
**Credits:** Kendra Simpson, Director of Marketing, Coastal Mississippi | Keith Fraser, Creative Director, MWB | Damien Blaylock, Director of Photography, MWB | Claire Gipson, Writer/Assistant Creative Director, MWB | Bobby Anderson, Editor, MWB

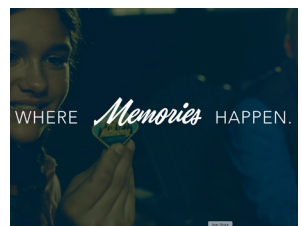
AMERICAN  
ADVERTISING  
AWARDS



## Regional/National Television Advertising

**Award:** Gold ADDY  
**Entrant:** Maris, West & Baker  
**Client:** Visit Hattiesburg  
**Title:** “Geocaching”  
**Credits:** Randy Lynn, Creative Director / Copywriter | Parker Jaynes, Associate Creative Director | Damien Blaylock, Co-Director / Director of Photography | Bobby Anderson, Co-Director / Editor | Ryan Kimball, Account Director | Emily Foose, Storyboard Artist | GGRP Voiceover Production

AMERICAN  
ADVERTISING  
AWARDS



# Professional Awards



## Regional/National Television Commercial

**Award:** Silver ADDY  
**Entrant:** Coastal Mississippi  
**Client:** Coastal Mississippi  
**Title:** Gulf To Your Table Seafood  
**Credits:** Kendra Simpson, Director of Marketing, Coastal Mississippi | Keith Fraser, Creative Director, MWB | Damien Blaylock, Director of Photography, MWB | Bryan Matthews, Copywriter, MWB | Ed Foose, Editor, MWB

AMERICAN  
ADVERTISING  
AWARDS



## Regional/National Television Advertising

**Award:** Silver ADDY  
**Entrant:** Coastal Mississippi  
**Client:** Coastal Mississippi  
**Title:** Play Coastal “Teacher”  
**Credits:** Kendra Simpson, Director of Marketing | Keith Fraser, Creative Director, MWB | Damien Blaylock, Director of Photography, MWB | Claire Gipson, Writer/Assistant Creative Director, MWB | Bobby Anderson, Editor, MWB

AMERICAN  
ADVERTISING  
AWARDS



## Regional/National Television Advertising

**Award:** Silver ADDY  
**Entrant:** Coastal Mississippi  
**Client:** Coastal Mississippi  
**Title:** Play Coastal “Family”  
**Credits:** Kendra Simpson, Director of Marketing, Coastal Mississippi | Keith Fraser, Creative Director, MWB | Damien Blaylock, Director of Photography, MWB | Claire Gipson, Writer/Assistant Creative Director, MWB | Bobby Anderson, Editor, MWB

AMERICAN  
ADVERTISING  
AWARDS



## Internet Commercial

**Award:** Gold ADDY  
**Entrant:** CommonHouse Productions  
**Client:** Mississippi Arts Commission  
**Title:** MAC Grantee – The MAX  
**Credits:** Tommy Kirkpatrick, CommonHouse Productions

AMERICAN  
ADVERTISING  
AWARDS

# American Advertising Awards

## Internet Commercial

The Toasted Yolk Cafe Mobile Promo

**Award:** Silver ADDY

**Entrant:** Stafford Studios, LLC

**Client:** The Toasted Yolk Cafe

**Title:** The Toasted Yolk Cafe Mobile Promo

**Credits:** John Lockett, Owner/Operator |  
Chris Stafford, Cinematographer/Editor

AMERICAN  
ADVERTISING  
AWARDS



## Internet Commercial

**Award:** Silver ADDY

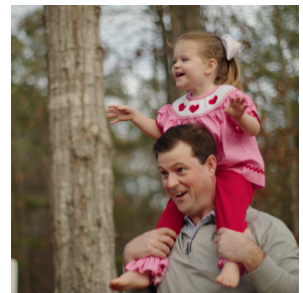
**Entrant:** CommonHouse Productions

**Client:** American Heart Association – Mississippi

**Title:** American Heart Association Gala

**Credits:** Tommy Kirkpatrick, CommonHouse Productions

AMERICAN  
ADVERTISING  
AWARDS



## Regional/National Integrated Advertising Campaign

**Award:** Gold ADDY

**Entrant:** Maris, West and Baker

**Client:** Visit JXN

**Title:** This Little Light Campaign

**Credits:** Marc Leffler, Creative Director, Producer | Marc Leffler/Claire Gipson/ SaraCaroline Jones, Script Writers | Ed Foose, Editor | Willie Smith, Art Director | Elly Wurm/Clardy Byrd, Account Executives | Bobby Rush, Four Washington, Dear Silas, Allison Jenkins, John Uzodinma, Dorothy Moore, 5th Child, Denny Burkes, Barry Leach, Adib Sabir, Epic Funk, Jock Webb, Rising Stars Fife & Drum, Teneia, Raphael Semmes Quartet, Little Light Songwriters & Contributors | Crystal McDowell, Original Story Inspiration

AMERICAN  
ADVERTISING  
AWARDS



## Integrated Branded Content Campaign

**Award:** Gold ADDY

**Entrant:** Porch Design

**Client:** Thurgood Marshall College Fund

**Title:** TMCF FAFSA Campaign

**Credits:** Bill Porch, Art Director/Designer/Writer | Alecia Porch, Art Director/Designer | Horizon Productions, TV and Radio Production | Clara Stamps, Chief Marketing and Communications Officer/Thurgood Marshall College Fund

AMERICAN  
ADVERTISING  
AWARDS



# Professional Awards



## Regional/National Integrated Advertising Campaign

**Award:** Silver ADDY  
**Entrant:** Coastal Mississippi  
**Client:** Coastal Mississippi  
**Title:** Play Coastal Mississippi  
**Credits:** Kendra Simpson, Director of Marketing, Coastal Mississippi | Keith Fraser, Creative Director, MWB | Damien Blaylock, Director of Photography, MWB | Claire Gipson, Writer/Assistant Creative Director, MWB | Bobby Anderson, Editor, MWB | Bryan Matthews, Copywriter, MWB

AMERICAN  
ADVERTISING  
AWARDS



## Regional/National Integrated Brand Identity Campaign

**Award:** Gold ADDY  
**Entrant:** RCLF  
**Client:** Broost Premium Chicken Brand  
**Title:** Brand Identity  
**Credits:** Gina King, Brand Coach

AMERICAN  
ADVERTISING  
AWARDS



## Regional/National Integrated Brand Identity Campaign

**Award:** Silver ADDY  
**Entrant:** RCLF  
**Client:** Mathiston Hardware  
**Title:** Mathiston Hardware Brand  
**Credits:** Gina King, Brand Coach

AMERICAN  
ADVERTISING  
AWARDS



## Regional/National Integrated Brand Identity Campaign

**Award:** Silver ADDY  
**Entrant:** RCLF  
**Client:** Mount Vernon Chapel Brand  
**Title:** Mount Vernon Chapel Brand  
**Credits:** Gina King, Brand Coach

AMERICAN  
ADVERTISING  
AWARDS

# American Advertising Awards

## Elements of Advertising – Illustration

**Award:** Silver ADDY  
**Entrant:** Art by Tracy Jane  
**Client:** Doll Castle News Magazine  
**Title:** D’Lancey’s dilemma!  
**Credits:** Tracy Williams, Illustrator |  
Dorita Mortensen, Editor

AMERICAN  
ADVERTISING  
AWARDS



## Elements of Advertising – Cinematography

**Award:** Gold ADDY  
**Entrant:** Stafford Studios, LLC  
**Client:** Port of Gulfport  
**Title:** Port of Gulfport Break Bulk Video  
**Credits:** Chris Stafford, Drone Pilot/Sound Designer/Editor

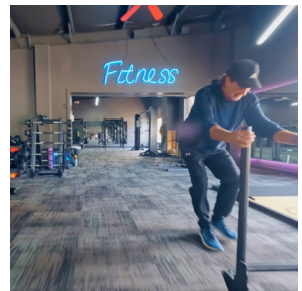
AMERICAN  
ADVERTISING  
AWARDS



## Elements of Advertising – Sound Design

**Award:** Silver ADDY  
**Entrant:** Stafford Studios, LLC  
**Client:** FitState  
**Title:** FitState Gym Drone Tour (One Take)  
**Credits:** Braxton Gilbert, Owner | Chris Stafford, Drone Pilot/  
Sound Designer/Editor Online/Social Media

AMERICAN  
ADVERTISING  
AWARDS



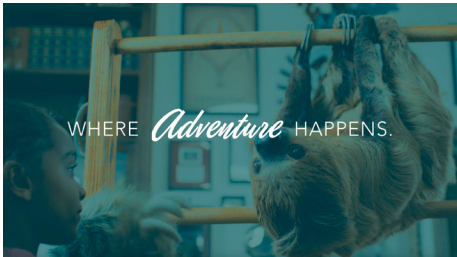
## Advertising/Media Industry Self-Promotion

**Award:** Gold ADDY  
**Entrant:** Maris, West & Baker  
**Client:** Maris, West & Baker  
**Title:** “Montropica”  
**Credits:** Randy Lynn, Creative Director / Copywriter | Kaiyla McKenzie,  
Art Director | Bryan Matthews, Copywriter | Austin Cannon,  
Interactive Director | Tim Mask, Agency President

AMERICAN  
ADVERTISING  
AWARDS



# Professional Judge's Choice Special Awards



## Internet Commercial

**Entrant:** Maris, West and Baker

**Client:** Visit Hattiesburg

**Title:** *Sloth Adventure*

**Credits:** Damien Blaylock, Director/Director of Photography | Bobby Anderson, Editor Marc Leffler, Writer/Creative Director Ryan Kimball, Account Executive



## Branded Content & Entertainment

**Entrant:** Kirkpatrick & Porch Creative

**Client:** Mississippi Center for Justice

**Title:** *Catalyst for Change*

**Credits:** Marlo Kirkpatrick, Writer/Producer/Account Executive | John Stockwell, Director/Videographer/Editor Lake Lehew, Key Grip | Karen Johnson, Production Assistant



## Elements of Advertising – Illustration

**Entrant:** Art by Tracy Jane

**Client:** Doll Castle News Magazine

**Title:** *D'Lancey's dilemma!*

**Credits:** Tracy Williams, Illustrator | Dorita Mortensen, Editor

# Professional Judge's Choice Special Awards

## Elements of Advertising – Cinematography

**Entrant:** Stafford Studios, LLC

**Client:** Port of Gulfport

**Title:** *Port of Gulfport Break Bulk Video*

**Credits:** Chris Stafford Drone Pilot/Sound  
Designer/Editor



# Professional Special Recognitions

## **COPYWRITER OF THE YEAR:**

**Bryan Matthews (Maris, West and Baker)**

## **ART DIRECTOR OF THE YEAR:**

**Gina King (RCLF)**

## **CREATIVE DIRECTOR OF THE YEAR:**

**Marc Leffler (Maris, West and Baker)**

# Professional Best of Awards

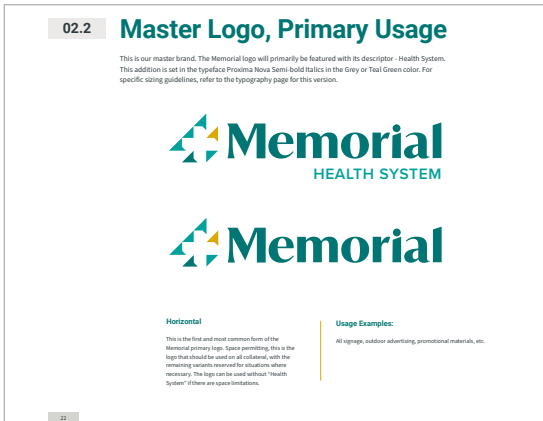
## Best of Print

**Entrant:** Memorial Health System

**Client:** Memorial Health System

**Title:** Memorial Brand Book: Transform Care

**Credits:** Cece Shabazz Creative Director/Copywriter | Angie Juzang VP of Marketing & Communications | Erin Rosetti Communications Manager



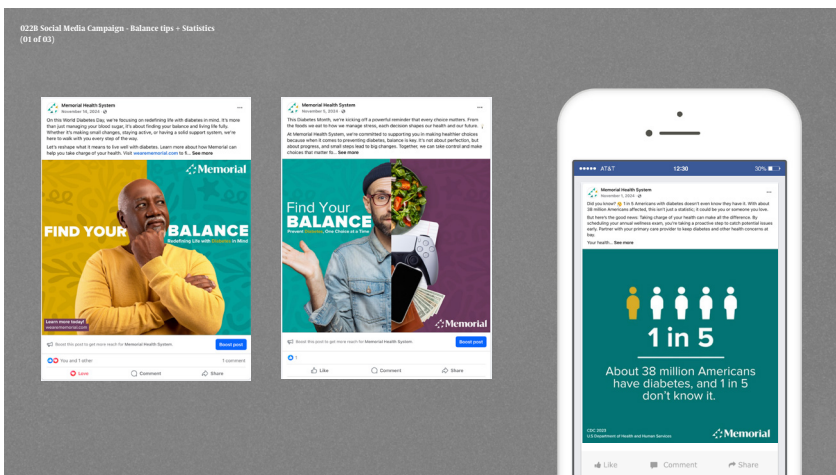
## Best of Interactive: Online/Interactive – Social Media, Campaign

**Entrant:** Memorial Health System

**Client:** Memorial Health System

**Title:** Diabetes: Find Your Balance

**Credits:** Alexis Higgins, Social Media Coordinator | Erin Rosetti, Communications Manager | Angie Juzang, VP of Marketing and Communications | Cece Shabazz, Creative Director



# Professional Best of Awards

## Best of Film, Video, and Sound:

**Entrant:** Porch Design

**Client:** Thurgood Marshall College Fund

**Title:** TMCF FAFSA Campaign

**Credits:** Bill Porch, Art Director/Designer/Writer | Alecia Porch, Art Director/Designer | Horizon Productions, TV and Radio Production | Clara Stamps, Chief Marketing and Communications Officer/Thurgood Marshall College Fund

**FINISH YOUR FAFSA. FIND YOUR FREE MONEY.**

THE FAFSA IS THE ONLY PATH  
↓  
To College Financial Aid, Grants and Scholarships.

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THURGOOD MARSHALL COLLEGE FUND

**HAVE YOU FINISHED YOUR FAFSA?**

FINISH YOUR FAFSA AS EARLY AS POSSIBLE.

Many Schools Distribute Funding on a First-Come, First-Served Basis.

**FINISH TODAY AT FINISHFAFSA.COM**

THURGOOD MARSHALL COLLEGE FUND

**TIME IS RUNNING OUT TO FINISH YOUR FAFSA.**

DON'T MISS OUT ON YOUR FREE MONEY.

**FINISH TODAY AT FINISHFAFSA.COM**

THURGOOD MARSHALL COLLEGE FUND

**FINISH TODAY AT FINISHFAFSA.COM**

**FINISH YOUR FAFSA IS SPONSORED BY THE THURGOOD MARSHALL COLLEGE FUND, AND IS MADE POSSIBLE THROUGH A GRANT FROM THE ECMC FOUNDATION.**

THURGOOD MARSHALL COLLEGE FUND

# Student Awards



## Collateral Material – Publication Design – Cover

**Award:** Silver ADDY  
**Entrant:** Laura Patiño  
The University of Southern Mississippi  
**Title:** Women and the Dark Side of AI  
**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor | Laura Patiño, Art Director

AMERICAN  
ADVERTISING  
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STUDENT DIVISION



## Out-Of-Home – Poster – Campaign

**Award:** Silver ADDY  
**Entrant:** Tegan Bumbieris  
The University of Southern Mississippi  
**Title:** Tour of Sevens Poster Series  
**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor | Tegan Bumbieris

AMERICAN  
ADVERTISING  
AWARDS  
STUDENT DIVISION



## Integrated Advertising Campaign – Consumer Campaign

**Award:** Silver ADDY  
**Entrant:** Ariona Anderson  
Pearl River Community College  
**Title:** Add to cart? Add to waste.  
**Credits:** Pearl River Community College, Corey Guerra, Professor |  
Ariona Anderson

AMERICAN  
ADVERTISING  
AWARDS  
STUDENT DIVISION



## Elements Of Advertising – Logo Design

**Award:** Silver ADDY  
**Entrant:** Jonathan Becton  
The University of Southern Mississippi  
**Title:** Southern Miss Design Identity  
**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor | Blake Becton, Designer

AMERICAN  
ADVERTISING  
AWARDS  
STUDENT DIVISION

# American Advertising Awards

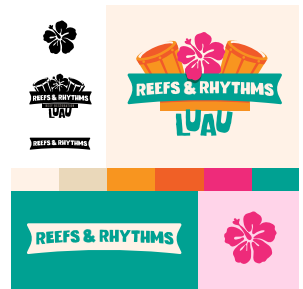
## Elements Of Advertising – Logo Design

**Award:** Silver ADDY  
**Entrant:** Kirstin Taylor  
The University of Southern Mississippi  
**Title:** Legends & Legacy  
**Credits:** University of Southern Mississippi  
Kirstin Taylor



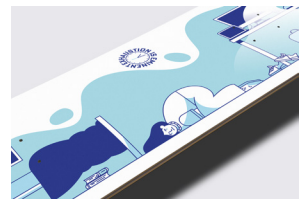
## Elements Of Advertising – Logo Design – logo suite

**Award:** Silver ADDY  
**Entrant:** Abigail Gist  
The University of Southern Mississippi  
**Title:** Logo Suite  
**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor | Abigail Gist, Designer



## Elements Of Advertising – Illustration – Single

**Award:** Silver ADDY  
**Entrant:** Laura Patiño  
The University of Southern Mississippi  
**Title:** Eminent (inspired by Nick Slater)  
**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor | Laura Patiño, Art Director



## Elements Of Advertising – Illustration – Single

**Award:** Silver ADDY  
**Entrant:** Jonathan Becton  
The University of Southern Mississippi  
**Title:** Euphoric Skateboard Deck  
**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor | Blake Becton, Designer



# Student Awards



## Elements Of Advertising – Illustration – Campaign

**Award:** Silver ADDY

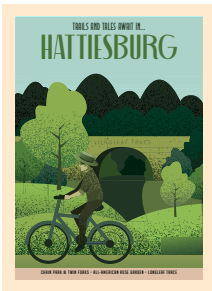
**Entrant:** Javanaugh Alexander

The University of Southern Mississippi

**Title:** Visit Hattiesburg Poster Series

**Credits:** The University of Southern Mississippi,

Linh Nguyen, Associate Professor | Javanaugh Alexander



## Out-Of-Home – Poster – Campaign

**Award:** Gold ADDY

**Entrant:** Tegan Bumbieris

The University of Southern Mississippi

**Title:** Hattiesburg Poster Series

**Credits:** The University of Southern Mississippi,

Jacob Cotton, Professor | Tegan Bumbieris



## Out-Of-Home – Mass Transit (Interior or Exterior)

**Award:** Gold ADDY

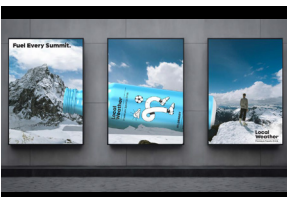
**Entrant:** Jonathan Becton

The University of Southern Mississippi

**Title:** Local Weather Ad Campaign

**Credits:** The University of Southern Mississippi,

Jacob Cotton, Professor | Blake Becton, Designer



## Integrated Advertising Campaign – Consumer Campaign

**Award:** Gold ADDY

**Entrant:** Jonathan Becton

The University of Southern Mississippi

**Title:** Local Weather Ad Campaign

**Credits:** The University of Southern Mississippi,

Jacob Cotton, Professor | Blake Becton, Designer



# American Advertising Awards

## Integrated Advertising Campaign – Consumer Campaign

**Award:** Gold ADDY  
**Entrant:** Delanie Dublin  
**Title:** No Revival  
**Credits:** Pearl River Community College,  
Corey Guerra, Professor | Delanie Dublin

AMERICAN  
ADVERTISING  
AWARDS  
STUDENT DIVISION



## Elements Of Advertising – Logo Design

**Award:** Gold ADDY  
**Entrant:** Tegan Bumbieris  
The University of Southern Mississippi  
**Title:** Tour of Sevens Logo Suite  
**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor | Tegan Bumbieris

AMERICAN  
ADVERTISING  
AWARDS  
STUDENT DIVISION



## Elements Of Advertising – Cinematography – Single

**Award:** Gold ADDY  
**Entrant:** Laura Patiño  
The University of Southern Mississippi  
**Title:** The Milkwagon TV Intro  
**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor | Laura Patiño, Art Director

AMERICAN  
ADVERTISING  
AWARDS  
STUDENT DIVISION



# Student Judge's Choice Special Awards

## Poster Campaign

**Entrant:** Tegan Bumbieris  
The University of Southern Mississippi

**Title:** Tour of Sevens Poster Series

**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor | Tegan Bumbieris



## Elements Of Advertising – Illustration

**Entrant:** Laura Patiño  
The University of Southern Mississippi

**Title:** Eminent (inspired by Nick Slater)

**Credits:** The University of Southern Mississippi,  
Jacob Cotton, Professor |  
Laura Patiño, Art Director

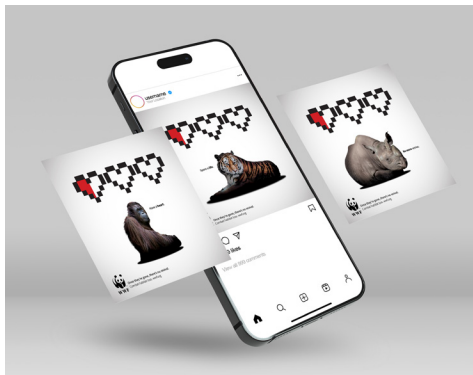


## Integrated Advertising Campaign

**Entrant:** Delanie Dublin

**Title:** No Revival

**Credits:** Pearl River Community College,  
Corey Guerra, Professor | Delanie Dublin



# Student Best of Show

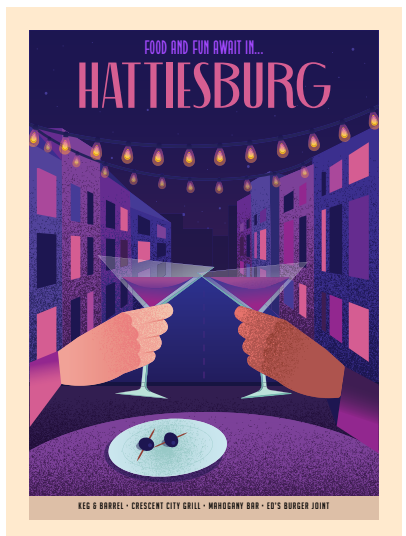
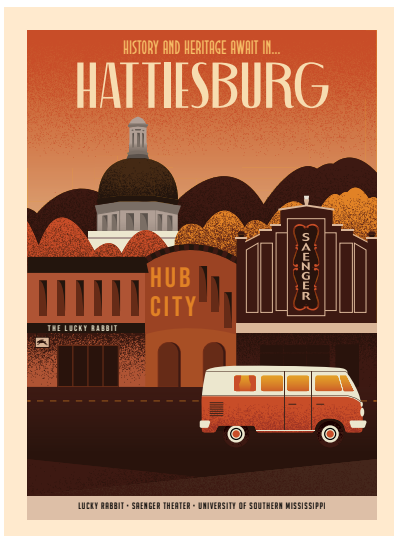
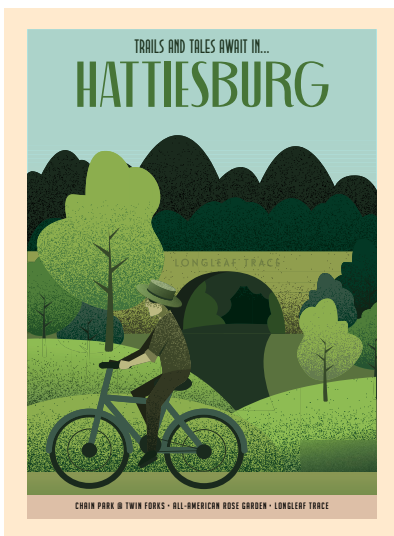
## Poster Campaign

**Entrant:** Tegan Bumbieris

The University of Southern Mississippi

**Title:** Hattiesburg Poster Series

**Credits:** The University of Southern Mississippi, Jacob Cotton, Professor | Tegan Bumbieris



# Creative Excellence Awards



## Account Representative **TAMARA WINGERTER**

Tamara has spent 30 years at JZ 94.5, specializing in advertising, marketing, and event promotions. As GSM, NSM, and an Account Executive, she works with local, regional, and national clients. From locally owned small businesses to major advertising agencies to nonprofits, Tamara is passionate about helping businesses and organizations grow and succeed. She's created many impactful campaigns and promotions over her tenure that connect brands with their audiences while supporting the local community.



## Creative Community Advocate **LANA HARPER-MOE**

Lana Harper-Moe is a passionate Creative Community Advocate dedicated to fostering connections through art in the southern Mississippi area. She volunteers her time year-round, contributing to various initiatives that enhance community engagement and raise funds allocated to enhance the city park, install new public art pieces, decorate town areas for holidays, offer college scholarships for art students, and boost community morale and connections.



## Creative Freelance **BRITTANY JOYNER BURKES**

Brittany Bea is a Branding Specialist working with small businesses and non-profits. As an entrepreneur, she has single-handedly taken countless visions and brought them to life with her creativity, keen eye for industry-standard design, and understanding of digital marketing. Brittany Bea credits all talents to God. Her journey as a primarily self-taught artist, honing her skills and achieving success as a freelancer in just 5 years, is a testament to her determination and faith.



# Creative Excellence Awards

## Event Marketer

### ALEXA HARRISON

Alexa Harrison is the owner of Gather Gulf Coast, a platform for creative community collaborations — bridging the Reel world (social media) and the real world (events). Over the last 18 months, she has produced 25+ events, including Elevate Women’s Small Business Summit, Witches Tea, a series of Crafts & Cocktails, and seasonal makers markets. On Instagram Alexa showcases everything that makes the MS Gulf Coast magic! She loves to teach businesses how to create compelling social content.



## Marketing Manager/Director

### MAKENZIE CRAMPTON

Since joining the Biloxi Shuckers in 2023, I’ve led a community-driven marketing strategy that has fueled growth, brand consistency, and deep local connections. Through storytelling, influencer collaborations, and engaging campaigns, we’ve positioned the Shuckers as major fun at a Minor League level. Our alternate identities, Biloxi King Cakes & Biloxi Beach Chickens, celebrate Gulf Coast culture, while our marketing ensures fans see themselves in our content—turning the Shuckers into more than a team, but a community.



## Social Media Professional

### LAUREN SKELTON

Lauren Skelton, the Digital Media Executive at Coastal Mississippi, oversees social media with a combined following of 240,000+. With a communications degree focused on Public Relations from Mississippi State University, she brings over three years of expertise in digital marketing and social media strategy.





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# mosaic awards

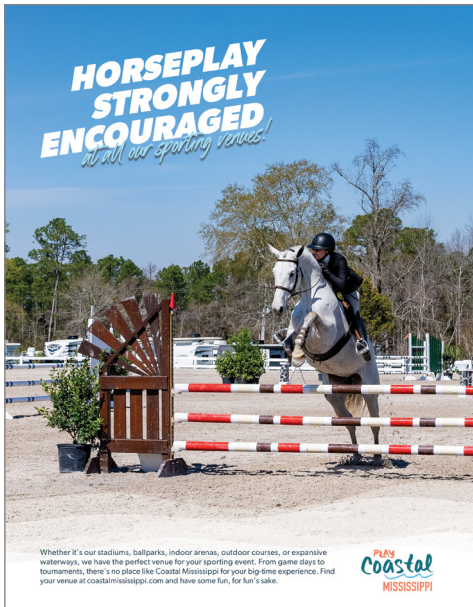
Mosaic Award honors companies and individuals who display their commitment to diversity, equity, and inclusion through creative work, advocacy, and company-wide initiatives.

**Entrant:** Coastal Mississippi

**Client:** Coastal Mississippi

**Title:** Play Coastal Mississippi

**Credits:** Kendra Simpson, Director of Marketing, Coastal Mississippi | Keith Fraser, Creative Director, MWB | Damien Blaylock, Director of Photography, MWB | Claire Gipson, Writer/Assistant Creative Director, MWB | Bobby Anderson, Editor, MWB | Bryan Matthews, Copywriter, MWB



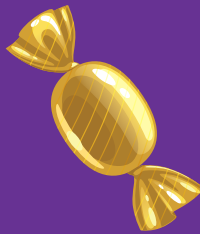
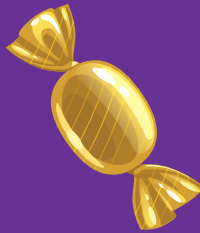
# Professional Best of Show

**Entrant:** RCLF  
**Client:** Broost Premium Chicken Brand  
**Title:** Brand Identity  
**Credits:** Gina King, Brand Coach

**BROOST**  
*Premium Chicken*

**BROOST**  
*Premium Chicken*





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