

aaf american
advertising
federation

polk county
florida

FIRE ICE

2023 AMERICAN ADVERTISING AWARDS GALA

AMERICAN
ADVERTISING
AWARDS

Cheers.

Raise a glass to this
year's nominees.



2023. AAF AMERICAN ADVERTISING AWARDS



NICK STONE

AAF POLK COUNTY, FLORIDA
PRESIDENT, 2022-2023

Good evening and welcome to the 2023 Fire & Ice American Advertising Awards Competition Gala (we'll just call it "The ADDYs", I think that has a nice ring to it).

On behalf of AAF Polk County, we are truly honored that you're here tonight as we celebrate the hard work of all of the talented members of the advertising industry that call Polk County home!

It takes a great deal of work to put a competition and event like this together, so I'd like to take a minute to thank all who were involved in the process. First, a shout out to Danielle Harris is in order for chairing the Events Committee. Without her, this night would not have come together! Andrea Reed deserves a huge thanks for helping to bring this theme to life with decorations and entertainment. I'd like to also say thank you to the rest of the committee, a team I had the pleasure of seeing tackle every challenge that came their way. A big thank you to all of our sponsors for helping support this event!

And of course, the biggest of thank you's to our Executive Director, Yvonne Bradley!

Congratulations to all who participated in the competition. This night is a celebration of us. Our work, our talent, our club. When it is all said and done, we are one of the most talented clubs in District 4, and the work that will be on display tonight is proof of that.

So kick back, enjoy the ambience, entertainment, and the 2023 Fire & Ice American Advertising Awards Gala.

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START LOCALLY.

As the first of the three-tiered annual competition, the AAF Polk County Local tier launches the competition process! Our chapter's competition provides an opportunity to not only bring the Polk County community together, but celebrate entire advertising and marketing teams, help agencies showcase their hard work, support the advertising industry, and inspire the next generation! All entries are judged by experts in our field and scored individually based on the category it's submitted.

Winners from the Local tier competitions advance to the second tier, Districts. For our AAF Polk County winners, the next step will see them at the AAF Fourth District American Advertising Awards. Those District winners then advance to the final stage, where they will compete at the National American Advertising Awards.

Many awards and winners are announced during the Gala. **An ADDY** is the name of the award given to winners of the American Advertising Award competition, given to entries that are considered outstanding and of the highest level of creative excellence.

The Benny Awards are awarded to the highest scoring winner in the major categories.

The Judges Choice awards are chosen by each judge in that year's competition as the one submission that stood out the most for one reason or another.

And finally, AAF Polk County's most prestigious award of the night goes to **the Best of Show** winner, awarded to the entry that scored the highest in the competition!

AAF POLK COUNTY.

AAF POLK BOARD

Nick Stone, President
Ryan DelliVeniri, VP1
Allen Reed, VP2
Shelby Poling, Secretary
Gus Palas, Past President
Donovan Tinsley
Mark Nielsen
Veronica Rodriguez
Danielle Harris

EVENT COMMITTEE

Danielle Harris, Chair
Andrea Reed
Bill Baldwin, Jr.
Shelby Poling
Kassia Alamm
John Robins
Nick Stone
Yvonne Bradley

EXECUTIVE DIRECTOR

Yvonne Bradley

SPECIAL THANKS

Josh Holt, Presentation Video
Eric Michaels, Voice Over
Innovative Ink, Winner's Book Printing
FH Events, Decor
IDX, Banners & Displays
Shelby Poling, Event Design & Winner's Book

ADVERTISING HALL OF FAME.

The Florida & Caribbean Advertising Hall of Fame, hosted by the American Advertising Federation District 4, honors a select few individuals who have distinguished themselves during advertising careers of more than 20 years working in Florida or the Caribbean, contributed to the betterment of advertising and its reputation, and have made volunteer efforts outside the workplace.



ART
ROWBOTHAM

Arthur James Rowbotham, (Art) gave up a successful partnership in a prestigious law firm in Cleveland, Ohio to come to Florida joining the family business, Hall Communications, Inc. as Vice President/General Manager at WONN/WPCV/WLKF/WWRZ radio stations in 1983.

He loved the radio business and in 1991 was named President of the company, who also has stations in Rhode Island, Connecticut and Vermont as well as Lakeland. He joined the Polk Ad Fed in 1983 and became extremely involved in the chapter, serving as Present and named Ad Man of the Year in 1986-87 and 1987-88. He was awarded the Silver Medal Award in 1988, John Cummins Legislative Award in 1989, Jack Phillips Gold Medal Award in 1999, and William J. Brooks Award in 2016, as well as serving as Governor of District 4.

Art has been involved in the community and awarded many times over for that involvement, as well as in his church. He served on the board of the Radio Advertising Bureau, and was chairman of Florida Association of Broadcasters.

He is a man of the highest integrity in every aspect of his life and we're proud that he has been inducted into this very exclusive group of advertising professionals!

SILVER MEDAL.



The American Advertising Federation's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence, and responsibility in areas of social concern.

For AAF Polk County, awarding the AAF Silver Medal is the highlight of our year. It enhances the image of advertising by recognizing a locally well-known person for their advertising and community involvement.



TIM
HODGSON

Tim Hodgson is a Polk County/Lakeland Florida native, born August 25, 1979. Being a 3 year varsity Letterman in Baseball, Tim graduated from Lakeland High School in 1997. On a partial athletic scholarship, Tim attended Chowan College in Murfreesboro, NC majoring in Business Administration. He served as the baseball representative on the college's Student Athletic Board, engaging in various community outreach and service projects. He transferred to Florida Southern College in 2003 to complete his degree in Business Administration.

In 2002, while still enrolled at Florida Southern College, he became a licensed health & life insurance agent, representing Blue Cross Blue Shield of Florida and multiple other Companies. In 2011, Tim had the opportunity to work for Lakeland based Hall Communications Radio Group, WONN/WPCV/WLKF/WWRZ as an Account Executive. He is certified RMP/CRMC/CDMC through the Radio Advertising Bureau, a Member of Hall Communications Diamond Club and former Pat "Banana-Man" Morgan Extra Mile Award recipient.

Tim is a graduate of EMERGE Serves Class V, Leadership Lakeland Class XXXIII, devoted 4 years on the Board of Directors for Children's Home Society of Florida. 2 years on the Planning Committee, 3 years as Chair and Emcee for "Mr. Central Florida" a fundraiser for Central Florida Speech & Hearing Center.

Tim is a former AAF Polk County Board Member and President, devoting 2 years as Co-Chair and Emcee of the ADDY Awards. During the start of the pandemic he started a weekend woodworking business that makes American flags out of recycled wood.

Tim is a avid outdoorsman, enjoying hunting, fishing, golf, coaching his son's little league baseball teams and being involved in anything else with his children. Tim and his wife Jessica currently reside in Brevard, NC with their two sons Tyler and William. Their extended family also includes Labrador "Rocky", cats, "Betty White" and "Katy Purrry" and foster squirrel "Buddy".

AAF POLK RECIPIENTS

YEAR AWARDED	RECIPIENT NAME	BUSINESS ASSOCIATION AT TIME OF AWARD
1960	Bill Schroter *	Advertising Director, Publix Super Markets, Inc.
1961	Dick Pope, Sr. *	Founder, Cypress Gardens
1962	William J Porter *	Advertising Director, Lakeland Ledger
1963	No Award Given	
1964	Mac Barnum*	Account Executive, Florida Citrus Commission Ad Agency
1965	Duane McConnell *	Founder, President, WONN Radio
1966	Hugh Cash *	Citrus Outdoor Advertising
1967	Solon Southerland*	Retail Advertising Manager, Lakeland Ledger
1968	Dean Hart, Jr. *	Display Director, Publix Super Markets, Inc.
1969	Bob Eastman *	Sales/Promotions Director, Cypress Gardens
1970	Hal Waters *	Florida Southern College, City Advertising Committee
1971	Eddie Sutton *	Advertising Director, FMC Florida Division
1972	Al Signer *	Founder, Polk Shopper
1973	Dan Bagley, Jr. *	Founder, Bagley Specialty Advertising
1974	Jane Pierce *	Jane Pierce & Associates
1975	Chuck Cooper *	Advertising Director, W S Badcock Corporation
1976	Bud Kurtz *	General Manager, WVFM Radio
1977	Nis Nissen	Founder, President, Nissen Advertising Agency
1978	John Gilman *	Director, Lakeland Ledger
1979	Dennis Stults*	President (Advertising), Scotty's
1980	Jim Kirkpatrick	Jenkins Lincoln-Mercury
1981	T M Van Meter *	Advertising, W S Badcock Corporation
1982	Murray Goldsborough *	Sales Manager, WVFM Radio
1983	Dick Pearson*	President, Pearson, Clark & Sawyer Advertising
1984	Joyce Knowles *	Marketing Manager, Winter Haven Mall
1985	Dick Bennick *	Station Manager, WGTO Radio
1986	Hal Meyer	Hal Meyer Advertising & Public Relations
1987	Bob Milligan	Advertising Division Manager, The Tampa Tribune, Lakeland
1988	Art Rowbotham	General Manager, WONN/WPCV Radio
1989	Dick Ashe *	Real Estate Mortgage Broker
1990	Gene Blasingame*	Advertising Director, Publix Super Markets, Inc.
1991	LeRoy Bradley *	General Manager, WEZY/WLKF Radio
1992	Nancy Cattarius	WONN/WPCV Radio
1993	Don Whitworth*	Publisher, The Ledger
1994	Sharon Creedon	Florida Cypress Gardens
1995	Bill Gregory	William E Gregory Advertising
1996	Terry Jameson	First Federal Florida, Vice President & Marketing Director
1997	Jim Greenfield*	Director of News & Public Affairs, WONN/WPCV Radio
1998	John Bohanan*	Fletcher Printing
1999	Christine Nikdel	Clark/Nikdel, Inc.
2000	Lori Proctor	Assistant Retail Advertising Manager, The Ledger
2001	Edward Kirkland	WLKF/WWRZ Radio
2002	Reba Zoellner *	WONN/WPCV Radio
2003	Mary Cameron	WONN/WPCV Radio
2004	Stephen Schmidt	The Ledger
2005	Steve Giithens	Citrus Connection
2006	Linda Bagley-Wiggs	Bagley Advertising
2007	Anne Powell	Clark/Nikdel/Powell
2008	Tim Cox	Publix Super Markets, Inc.
2009	Cathy Wolosin	Citrus Connection
2010	Erica Smith	The Lakeland Center
2011	Nelson Kirkland	Central Florida Media Group
2012	Yvonne Bradley	AAF - Polk County Florida
2013	Brian J Hall	Dual Brain
2014	Allen Reed	Madden Brand Agency
2015	MaryBeth Scott	The Lakeland Center
2016	Rebecca Arnold	Dual Brain
2017	Michelle Ledford	Madden Brand Agency
2018	Andy McEntire	Indie Atlantic Films
2019	Michelle Hinds	WONN/WPCV/WLKF/WWRZ Radio
2020	Donovan Tinsley	Tinsley Creative
2021	Cindy Joyce	MADE
2022	Alex Nikdel	CNP/Echo Delta

THE JUDGES.



CHRIS
MARTIN

As founder and president of Atlas Marketing, a specialty agency that tells stories for companies who build things, Chris is responsible for setting its path. His vision guides the agency from talent acquisition to services and client strategy. His approach is simple, and he lives by a few golden rules – push yourself to be the best, collaboration is key and always say thank you.

Since starting the company in 2008, Atlas has grown to include two offices where he manages a culture at Atlas that is collaborative, stimulating and effective. Chris encourages his team to experiment with new ideas and challenge the status quo, which ensures the Atlas culture will thrive.

Atlas Marketing tells stories for companies in the aerospace, automotive, biotech, construction, food manufacturing, healthcare, industrial and manufacturing industries. The agency utilizes their experience to simplify complex ideas through engaging stories that produce results.

Throughout a career spanning over 25 years, Chris has partnered with clients in need of strategic marketing direction and crisis communications counsel. He has won various industry awards, served on various national and regional community boards and coached middle and high school basketball for years.



STEPHANIE
HERNDON

A passion for perfection is what drives Stephanie Herndon, a marcom professional with a keen eye for precision, a need for strategy and a thirst for clean, data-driven designs. She lent her talents to the fields of transportation, education, manufacturing, and media before joining the marine engineering world as director of marketing and communications for Arctic Rays, a subsea technologies startup.

A lifelong learner, Stephanie is currently earning her MBA in marketing from Florida Tech. She serves the American Advertising Federation as the District 4 governor-elect and treasurer and is a trustee and past president of AAF Space Coast.

Stephanie is the recipient of 22 American Advertising Awards, nine GDUSA Awards, four CASE District 3 Institutional Awards, an INMA Global Media Award, a UCDA Design Award honorable mention and the AAF District 4 Governor's Cup.

A former Texan who now resides on the Space Coast of Florida, Stephanie lives mostly behind a MacBook screen, occasionally coming up to breathe, have a taco and spend time with her husband and their two daughters, two pups, turtle, and fish. She enjoys sleeping in, wearing warm sweaters, and pretending she's a mixologist.



GENE
FILIACI

Gene is a career marketing communicator and advertising professional with more than three decades of market experience in concept, creative and execution.

As Creative Director for Advantage Systems Inc. for almost twenty years, Gene has written, voiced, and produced thousands of radio, digital and video advertisements across North America; helping brand national, regional and small market businesses in just about every category.

His work has won multiple awards.

Prior to joining Advantage Systems, his work in radio station imaging/branding gained recognition from Billboard Magazine; and his work for both NFL and NHL teams was benchmarked inside what would be today's largest broadcast companies.

SILVER ADDY.

Sales & Marketing

TASTE

THE LAKELANDER MAGAZINE
DONE FOR LAKELANDER MEDIA

Curt Patterson, Publisher
Jason Jacobs, Associate Publisher
RJ Walters, Editor
Jon Sierra, Creative Director
Jordan Randall, Staff Writer & Photographer
Julianne Waller, Adam Spafford, London Jacobs, Contributors
Dan Austin, Photographer
Paul Bostrom, Photographer
Mark Batson, Photographer
Jordan Randall, Photographer

WEDDINGS

THE LAKELANDER MAGAZINE
DONE FOR LAKELANDER MEDIA

Curt Patterson, Publisher
Jason Jacobs, Associate Publisher
RJ Walters, Editor
Jon Sierra, Creative Director
Jordan Randall, Staff Writer & Photographer
Jenna McFarlane, Contributors
Dan Austin, Rachel Osborn, Jordan Randall, Maria Leja, Matlock & Kelly, Jessica Jones, Grace Torres, Javier Reyes, Photographers
Erica Ronda, Graphic Designer

Online/Interactive

PUBLIX PASSPORT TO FLAVOR WEBSITE

PUBLIX SUPER MARKETS

Emily Woodrow, Creative Director
Silvana Aguilar, Associate Creative Director
Lindsay Fraser, Senior Copywriter
Carlos Pirela, Designer
Valentina Boré, Senior Bilingual Copywriter
Brandon Cruz, Photographer
Beau Brake, Interactive Art Director

PUBLIX CHARCUTERIE SOCIAL VIDEO

PUBLIX SUPER MARKETS

Pam Penix, Creative Director
Andrew Norton, Associate Creative Director
Stefanie Schimborski, Art Director
John Huggins, Sr. Copywriter
Laura Robinson, Producer
Rebecca Posner, Editor

2022 U.S. AG ECONOMIC WHITEPAPER

AGAMERICA

Shelby Buchanan, Content Developer
Shelby Poling, Designer
Donya-Faye Wix, Senior Marketing Manager
Shannon Fry, Digital Marketing Coordinator
Martin Corbin, Senior Creative Manager
Veronica Rodriguez, Marketing Director
Dr. John Penson, Chief Economist

CLIMATE-SMART AG WHITEPAPER

AGAMERICA

Shelby Buchanan, Content Developer
Shelby Poling, Designer
Donya-Faye Wix, Senior Marketing Manager
Shannon Fry, Digital Marketing Coordinator
Martin Corbin, Senior Creative Manager
Veronica Rodriguez, Marketing Director
Dr. John Penson, Chief Economist
Dr. Cliff Shelton, Economist

THE 2023 FARM BILL WHITEPAPER

AGAMERICA

Shelby Buchanan, Content Developer
Shelby Poling, Designer
Donya-Faye Wix, Senior Marketing Manager
Shannon Fry, Digital Marketing Coordinator
Martin Corbin, Senior Creative Manager
Veronica Rodriguez, Marketing Director
Dr. John Penson, Chief Economist
Dr. Cliff Shelton, Economist

Film, Video, & Sound

GOLFERS

HALL COMMUNICATIONS RADIO GROUP DONE
FOR JC'S CUSTOMS

Tim Hodgson, Copywriter
Eric Michaels, Voice Talent
Mike Lee, Voice Talent
Bob Walker, Voice Talent
Tom Shaw, Producer

DRIVING CHANGE WITH PURPOSE SERIES

AGAMERICA

Martin Corbin, Creative Director
Veronica Rodriguez, Marketing Director
Donya-Faye Wix, Senior Marketing Manager
Caitlin Busscher, Senior Communications Manager
Indie Atlantic Films, Video Production

Cross Platform

PACE AT EVERGREEN

CNP AGENCY

DONE FOR THE EVERGREEN STATE COLLEGE

Kayla Levasseur, Senior Account Executive
Samantha Garfield, Director of Media and Analytics
Rachel Newell, Creative Director
Tiffany Taunton, Senior Visual Designer
Brittany Bramwell, Graphic Designer
Tristan Dodd, Copywriter
Joseph Cruz, Solutions Architect
Casey Cheatham, Digital Media Analyst
Shawn Rizer, Media Buyer
Dion Spires, Senior Project Manager
Amanda Donyk, Project Manager

PUBLIX RECYCLING CAMPAIGN

PUBLIX SUPER MARKETS

Emily Woodrow, Creative Director
Matt Ruecker, Creative Director
Silvana Aguilar, Associate Creative Director
Lindsay Fraser, Sr. Copywriter
Valentina Boré, Sr. Bilingual Copywriter
Nathaniel Lattanze, Designer
Jason Stephens, Producer
Brandon Cruz, Photographer
Jennifer Martino, Producer

MEGG HOMES LOGO AND ASSETS

MADE

Michelle Ledford, Strategy
Allen Reed, Designer
Erin Hollenkamp, Project Lead

SEU – FINE ARTS 2022 EVENT

SOUTHEASTERN UNIVERSITY

Jamie Anderson, Vice President of SEU Creative
Sofia Ramos, Executive Director of SEU Creative
Maegan Carroll-Simmons, Graphic Designer
Rebekah Sikes, Graphic Designer
Isabella Reyes, Project Manager
Naomi Parkes, Social Media Strategist
Elena Espinoza, Photographer
Mail Processing Associates, Printer
Lead Dogs, Printer
4imprint, Printer

DILLON CARMICHAEL PARTNERSHIP

AGAMERICA

Martin Corbin, Creative Director & Copywriter
Shelby Poling, Designer
Kennedy Mathews, Designer
Morgan Lemmen, Content Developer
Veronica Rodriguez, Marketing Director
Donya-Faye Wix, Senior Marketing Manager
Shelby Buchanan, Content Development Manager
Shannon Fry, Digital Marketing Coordinator
Josh Nederveld, Web Developer
Dustin Prickett, Photographer

INDEPENDENCE DAY CAMPAIGN

AGAMERICA

Shelby Buchanan, Content Developer
Shelby Poling, Designer
Donya-Faye Wix, Senior Marketing Manager
Shannon Fry, Digital Marketing Coordinator
Martin Corbin, Senior Creative Manager
Veronica Rodriguez, Marketing Director
Dr. John Penson, Chief Economist
Dr. Cliff Shelton, Economist

AG WEEK CAMPAIGN

AGAMERICA

Shelby Buchanan, Content Developer
Shelby Poling, Designer
Donya-Faye Wix, Senior Marketing Manager
Shannon Fry, Digital Marketing Coordinator
Martin Corbin, Senior Creative Manager
Veronica Rodriguez, Marketing Director
Dr. John Penson, Chief Economist

FEMALE TRAILBLAZERS IN AGRICULTURE

AGAMERICA

Morgan Lemmen, Content Developer
Shelby Buchanan, Editor
Shelby Poling, Designer
Shannon Fry, Digital Marketing Coordinator

Elements of Advertising

AGAMERICA UNIVERSITY TRAINING LOGO

AGAMERICA

Martin Corbin, Designer
Shelby Poling, Designer

MONTANA SUNRISE

AGAMERICA

Isaac Miller, Photographer
Martin Corbin, Creative Director

PURITY COFFEE REBRAND

SOCIAL MOSAIC COMMUNICATIONS
DONE FOR PURITY COFFEE

Alex Santiago, Creative Strategist, Copywriter
James St Louis, Creative Strategist, Art Director, Designer

Advertising/Media Industry Self-Promotion

WOMEN & MONEY TREND REPORT

REBEL

Leah Hacker, CEO and Lead Researcher
Terisa Brenna, Lead Visual Designer
Meg Welch, CMO
Fiona Chan, Lead Content Strategist
Alisa Boulom, Lead Project Manager

GOLD ADDY.



Sales & Marketing – Brochure

SEU 2022 View Book

SOUTHEASTERN UNIVERSITY

*Jamie Anderson, Vice President of SEU Creative
Sofia Ramos, Executive Director of SEU Creative
Bonnie Bourgeois, Art Director/Designer
Maegan Carroll-Simmons, Graphic Designer
Stephanie Curl, Content Manager & Editor
Loree Rowland, Lead Photographer
Elena Espinoza, Photographer
Dan Austin, Photographer
Mike Potthast, Photographer
Abbott Communications Group, Printer*

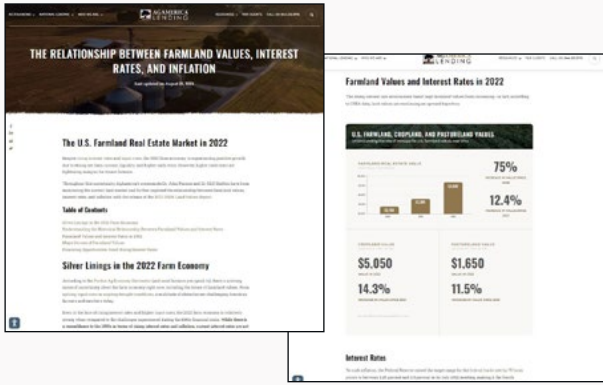


Sales & Marketing – Direct Mail

Spring Hill College

CNP AGENCY

*Kayla Levasseur, Senior Account Executive
Tiffany Taunton, Senior Visual Designer
Alex Santiago, Copywriter
Natalie Diffenwierth, Project Manager
Dion Spires, Senior Project Manager
Lisa Runyon, Director of Operations
Rachel Newell, Creative Director
SunDance, Production Partner*

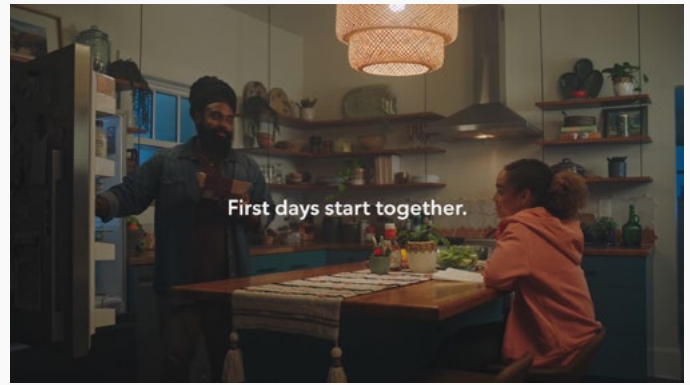


Online/Interactive – Blogs

Farmland Values & Inflation

AGAMERICA

Morgan Lemmen, Content Developer
Shelby Buchanan, Editor
Martin Corbin, Creative Director & Designer

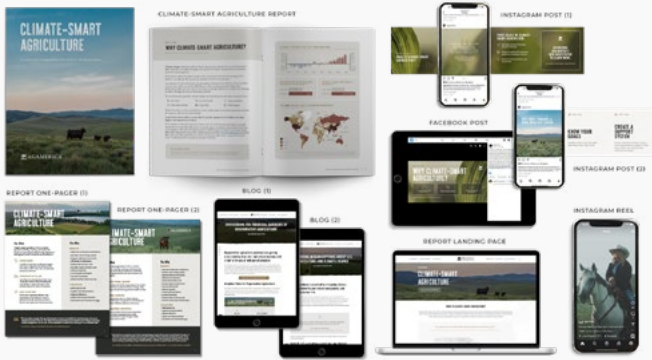


Film, Video, & Sound – Television Advertising

Publix Back to School Broadcast

PUBLIX SUPER MARKETS

Matt Ruecker, Creative Director
Silvana Aguilar, Associate Creative Director
Lindsay Fraser, Sr. Copywriter
Carlos Pirela, Designer
Jason Griffin, Content Strategist
Valentina Boré, Sr. Bilingual Copywriter
Laura Robinson, Producer
Rebecca Posner, Editor



Cross Platform – Online/Interactive Campaign

Earth Day Campaign

AGAMERICA

Shelby Buchanan, Content Developer
Shelby Poling, Designer
Donya-Faye Wix, Senior Marketing Manager
Shannon Fry, Digital Marketing Coordinator
Martin Corbin, Senior Creative Manager
Veronica Rodriguez, Marketing Director
Dr. John Penson, Chief Economist
Dr. Cliff Shelton, Economist



Cross Platform – Online/Interactive Campaign

Soundtrack of the American Farmer

AGAMERICA

Shelby Poling, Designer & Video Producer
Kennedy Mathews, Designer & Illustrator
Morgan Lemmen, Content Developer
Martin Corbin, Creative Director & Copywriter
Donya-Faye Wix, Senior Marketing Manager
Veronica Rodriguez, Marketing Director
Shelby Buchanan, Content Development Manager
Shannon Fry, Digital Marketing Coordinator
Josh Nederveld, Web Developer
Dustin Prickett, Photographer

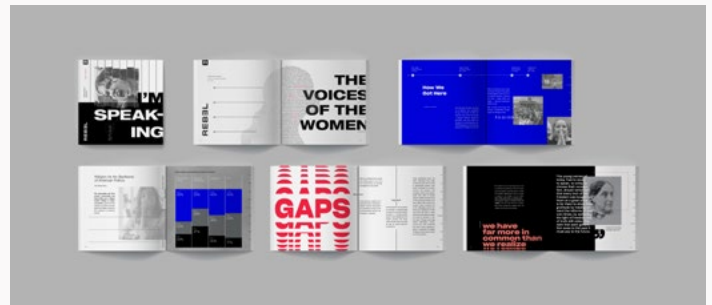


Elements of Advertising – Photography

A Rancher's Blessing

AGAMERICA

Isaac Miller, Photographer
Martin Corbin, Creative Director

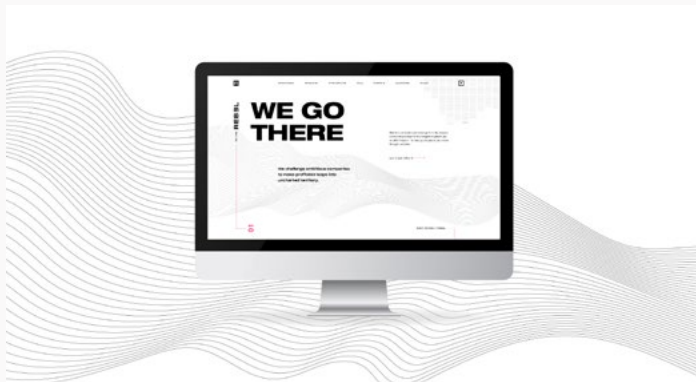


Public Service – Online/Interactive Campaign

I'm Speaking— Women on Dobbs

REBEL

Leah Hacker, CEO and Lead Researcher
Terisa Brenna, Lead Visual Designer
Meg Welch, CMO
Tia Rogers, Visual Designer
Fiona Chan, Lead Content Strategist
Alisa Boulom, Lead Project Manager
Lucas Elliott, Research Strategist



Advertising Industry Self-Promotion Online/Interactive/Virtual Reality

Rebel Website

REBEL

Meg Welch, CMO
Fiona Chan, Lead Content Strategist
Terisa Brenna, Lead Visual Designer
Chris Jardeau, Copywriter
Mostly Serious (Vendor), Web Developer



Advertising Industry Self-Promotion – Integrated Media Campaign

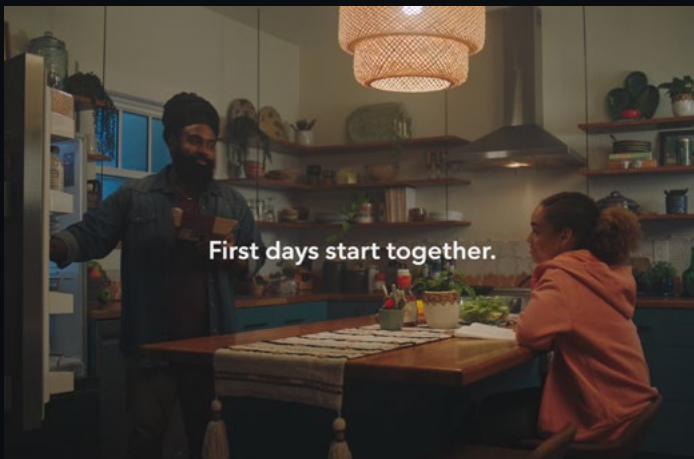
Rebel Rebrand Launch

REBEL

Terisa Brenna, Lead Visual Designer
Meg Welch, CMO
Chris Jardeau, Senior Copywriter
Alisa Boulom, Lead Project Manager
Fiona Chan, Lead Content Strategist
Tia Rogers, Visual Designer
Leah Hacker, CEO
Alisa Boulom, Lead Project Manager
Mostly Serious, Web Developer (Vendor)



JUDGES CHOICE.

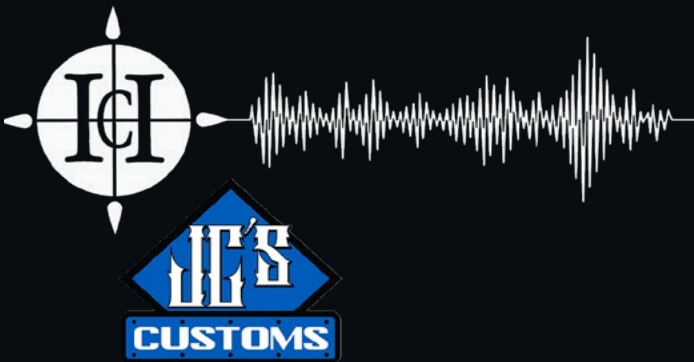


Chris Martin

Publix Back to School Broadcast

PUBLIX SUPER MARKETS

Matt Ruecker, Creative Director
Silvana Aguilar, Associate Creative Director
Lindsay Fraser, Sr. Copywriter
Carlos Pirela, Designer
Jason Griffin, Content Strategist
Valentina Boré, Sr. Bilingual Copywriter
Laura Robinson, Producer
Rebecca Posner, Editor



Stephanie Herndon

Golfers

HALL COMMUNICATIONS RADIO GROUP
DONE FOR JC'S CUSTOMS

Tim Hodgson, Copywriter
Eric Michaels, voice talent
Mike Lee, voice talent
Bob Walker, voice talent
Tom Shaw, producer



Gene Filiaci

2022 U.S. Ag Economic & Climate-Smart Ag Whitepapers

AGAMERICA

Shelby Buchanan, Content Developer
Shelby Poling, Designer
Donya-Faye Wix, Senior Marketing Manager
Shannon Fry, Digital Marketing Coordinator
Martin Corbin, Senior Creative Manager
Veronica Rodriguez, Marketing Director
Dr. John Penson, Chief Economist
Dr. Cliff Shelton, Economist

BENNY AWARDS.



Sales & Marketing

Spring Hill College

CNP AGENCY

*Kayla Levasseur, Senior Account Executive
Tiffany Taunton, Senior Visual Designer
Alex Santiago, Copywriter
Natalie Diffenwierth, Project Manager
Dion Spires, Senior Project Manager
Lisa Runyon, Director of Operations
Rachel Newell, Creative Director
SunDance, Production Partner*



Print Advertising

We Let Nothing Stand In Your Way

AGAMERICA

*Martin Corbin, Creative Director & Copywriter
Dustin Prickett, Photographer
Isaac Miller, Photographer
Shelby Poling, Designer
Veronica Rodriguez, Marketing Director*



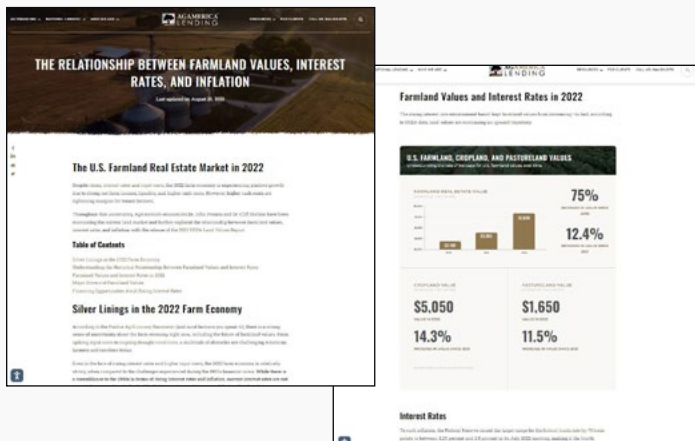
Out-Of-Home & Ambient Media

Children's Resource Center Mural

MADE

*Allen Reed, Designer, Project Lead
Ashley Miller, Project Lead
Dr. Seuss, Copywriter*

BENNY AWARDS.



Online/Interactive

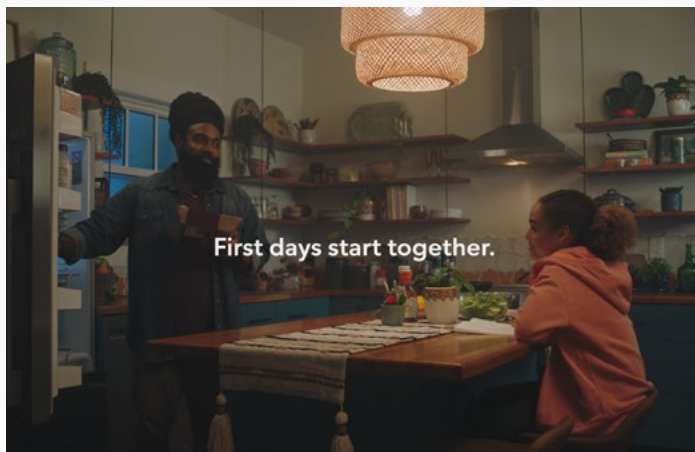
Farmland Values & Inflation

AGAMERICA

Morgan Lemmen, Content Developer

Shelby Buchanan, Editor

Martin Corbin, Creative Director & Designer



Film, Video & Sound

Publix Back to School Broadcast

PUBLIX SUPER MARKETS

Matt Ruecker, Creative Director

Silvana Aguilar, Associate Creative Director

Lindsay Fraser, Sr. Copywriter

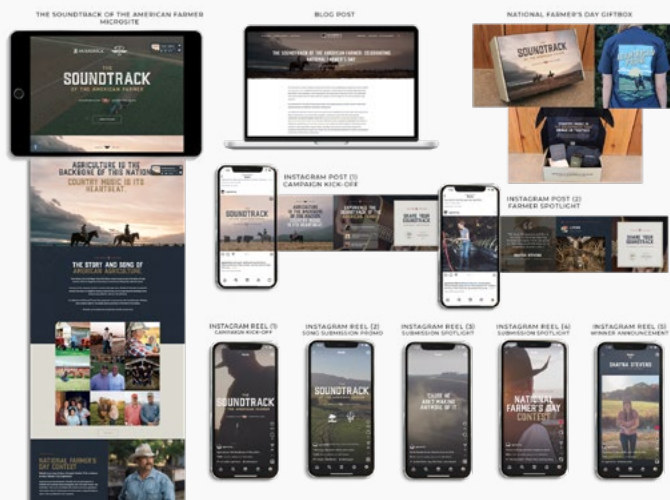
Carlos Pirela, Designer

Jason Griffin, Content Strategist

Valentina Boré, Sr. Bilingual Copywriter

Laura Robinson, Producer

Rebecca Posner, Editor



Cross Platform

Soundtrack of the American Farmer

AGAMERICA

Shelby Poling, Designer & Video Producer

Kennedy Mathews, Designer & Illustrator

Morgan Lemmen, Content Developer

Martin Corbin, Creative Director & Copywriter

Donya-Faye Wix, Senior Marketing Manager

Veronica Rodriguez, Marketing Director

Shelby Buchanan, Content Development Manager

Shannon Fry, Digital Marketing Coordinator

Josh Nederveld, Web Developer

Dustin Prickett, Photographer

BENNY AWARDS.

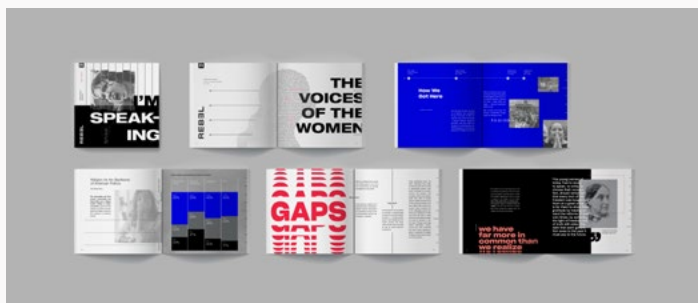


Elements of Advertising

A Rancher's Blessing

AGAMERICA

*Isaac Miller, Photographer
Martin Corbin, Creative Director*



Public Service

I'm Speaking— Women on Dobbs

REBEL

*Leah Hacker, CEO and Lead Researcher
Terisa Brenna, Lead Visual Designer
Meg Welch, CMO
Tia Rogers, Visual Designer
Fiona Chan, Lead Content Strategist
Alisa Boulom, Lead Project Manager
Lucas Elliott, Research Strategist*



Advertising/Media Industry Self-Promotion

Rebel Website

REBEL

*Meg Welch, CMO
Fiona Chan, Lead Content Strategist
Terisa Brenna, Lead Visual Designer
Chris Jardeau, Copywriter
Mostly Serious (Vendor), Web Developer*

BEST OF SHOW.

THE SOUNDTRACK OF THE AMERICAN FARMER
MICROSITE



BLOG POST



NATIONAL FARMER'S DAY GIFTBOX



INSTAGRAM POST (1)
CAMPAIGN KICK-OFF



INSTAGRAM POST (2)
FARMER SPOTLIGHT



INSTAGRAM REEL (1)
CAMPAIGN KICK-OFF



INSTAGRAM REEL (2)
SONG SUBMISSION PROMO



INSTAGRAM REEL (3)
SUBMISSION SPOTLIGHT



INSTAGRAM REEL (4)
SUBMISSION SPOTLIGHT



INSTAGRAM REEL (5)
WINNER ANNOUNCEMENT



Cross Platform

Soundtrack of the American Farmer AGAMERICA



THANK YOU

THANK YOU TO ALL OUR AAF POLK COUNTY MEMBERS AND ENTRANTS! WITHOUT YOU, NONE OF THIS WOULD BE POSSIBLE.

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FH Events
Stateside

**DISRUPT
UNION
DELIVERED**

REBEL

rebel-co.com

Congrats to this year's
Addy winners – you all were
On Fire!

**SEU
Fire**

Southeastern University
is proud to support AAF Polk County



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INNOVATIVE INK

THAT WAS JUST THE WARM UP

We're feeling the burn from such fire work.
Congrats to this year's winners!



CONGRATULATIONS

to this year's winners



Cheers

**TO SPARKED IDEAS
& COOL CAREERS.**



We're honored to spend the evening with you.

**when you work in advertising,
you've got to be creative and resilient...
with a little fiery streak.**

**whether you're up at daybreak,
or burning the midnight oil...
your hard work has paid off.**



Cheers to the winners who brought the heat, but played it cool.



In recognition of your
outstanding design
achievements, we
spent hours upon
hours creating a
masterful ice sculpture
worthy of such a
stupendous occasion.



AWE, \$@#!

YOUR DESIGNS WERE TOO HOT.

Congratulations, anyway.



AMERICAN
ADVERTISING
AWARDS