

**aaf** american  
advertising  
federation

polk county  
florida

# FANCY aaf

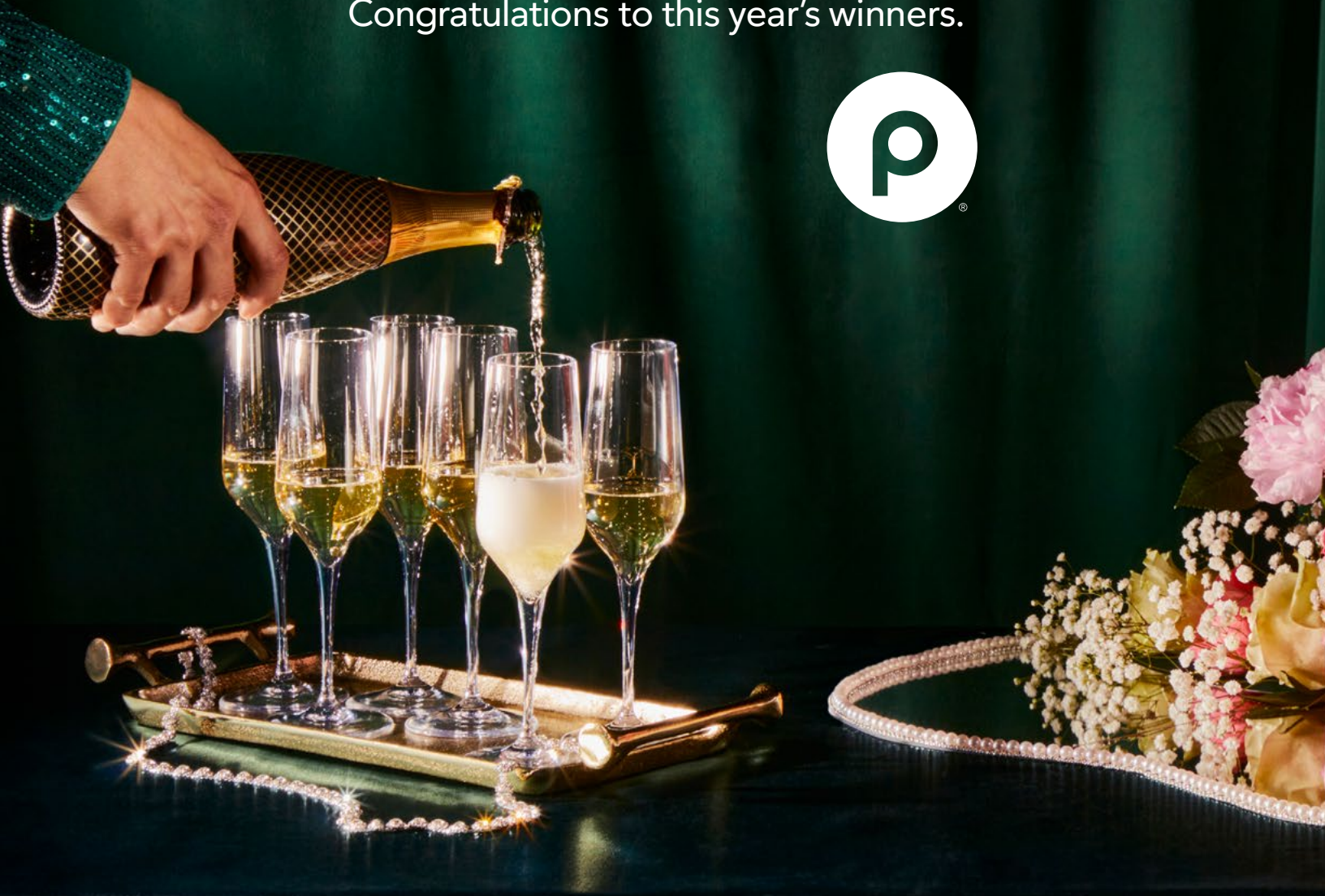
AMERICAN  
ADVERTISING  
AWARDS

**2024 WINNERS BOOK**

# Thank you for being extra.

Being fabulous is its own reward, but  
a gold ADDY is nice too.

Congratulations to this year's winners.





# 2024 AAF AMERICAN ADVERTISING AWARDS

Good evening and welcome to the 2024 Fancy AAF American Advertising Awards Gala. On behalf of AAF Polk County, we thank you for coming tonight and are truly honored to be able to celebrate the talented members of our advertising community!

I'd like to take a minute to thank our hard-working committee for all they've done to bring this night together. First, Allen Reed led our Awards committee once again and brought a fancy spin to what is going to be a great evening. A big thanks to Veronica Rodriguez and Shelby Poling of AgAmerica for all their work behind the scenes: securing the venue, helping facilitate the competition, creating the winner's book and helping with the production of this evening. A big thank you to the rest of the committee, who all did their part to help bring this night together. I'd also like to take a minute to thank all our community partners and sponsors. Without all of you, this night couldn't happen.

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

I want to thank all who participated in the competition and congratulate all the winners. The hard work you all put in throughout the year is what makes AAF Polk passionate, creative, and bold.

Enjoy the evening, be your fanciest, and enjoy the 2024 Fancy AAF American Advertising Awards Gala!

**NICK STONE**

AAF Polk County, Florida  
President, 2023-2024

# 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  
Veronica Rodriguez, VP2  
Shelby Poling, Secretary  
Yvonne Bradley, Treasurer  
Allen Reed  
Danielle Harris  
Chris Nichols  
Billy Baldwin, Jr.  
Mark Nielsen

## EVENT COMMITTEE

Allen Reed, Chair  
Bill Baldwin, Jr.  
Cindy Joyce  
Shelby Poling  
Veronica Rodriguez  
Nick Stone  
Yvonne Bradley

## SPECIAL THANKS

Glenn Sims, Presentation Video  
Nic Allen & Melissa Moran, Voice Over  
Shelby Poling, Winner's Book  
Innovative Ink, Printing  
Mail Processing Associates, Printing  
FH Events, Decor  
Digitech, Banners & Displays  
Andrea Reed, Cakes  
Lakeland Symphony Orchestra, Quartet  
Tim Hodgson, Copy Contributor  
Chris Jones, Copy Contributor

# SILVER MEDAL RECIPIENT



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.



Nick Stone, son of Arthur and Kathy Stone, is a native of Cranston, Rhode Island. Nick is a 2011 graduate of Bishop Hendricken High School, a prestigious private Catholic school in Warwick, R.I.

After his developmental years in New England, Nick migrated south to attend Florida Southern College. Eager to be involved, Nick served in many volunteer roles at FSC, from a resident advisor (2012-15) to an office assistant (2013-14). He also served as a volunteer for the local non-profit, VISTE, and tutored school aged children at First United Methodist Church from 2012 to 2014. He was also a summer intern with the City of Lakeland Retirement Services (May 2014 to July 2014).

Nick is a 2015 graduate of Florida Southern College, earning his Bachelor's degree in Advertising and Public Relations and is a proud alum of the Pi Kappa Alpha fraternity. He would go on to complete his MBA at Florida Southern College in 2017.

While in his senior year at FSC, Nick served as a promotions intern with Hall Communications Radio Group. It was during this time that management at Hall saw Nick's leadership potential, which led to him being offered a role as an Account Executive/Marketing Consultant with their sales department. Nick has worked for Hall Communications (WPCV, WWRZ, WONN, WLKF Radio) for 9 years.

Over the last decade, Nick has emerged as one of Hall's top marketing reps. He has also been instrumental in station events, such as charitable fundraisers for non-profit organizations and event planning/management. Nick has dedicated countless hours to assist in raising \$200,000+ annually for St. Jude Children's Research Hospital at 97 Country, WPCV. Not only does Nick dedicate his personal time and money to WPCV's St. Jude events, but he has also procured thousands of dollars in sponsorships revenue that goes directly to St. Jude.

Nick became a dedicated Member of AAF Polk County in July 2017. Serving and chairing several committees, including Programs, Membership, Scholarship and American Advertising Awards Competition. He was elected to the Board of Directors in July 2020. He is now serving his second term as President of AAF Polk County. He has been asked to move up to be a part of the AAF District 4 Committees.

# NICK STONE

Silver Medal  
2024 Recipient

# 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 Githens	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
2023	Tim Hodgson	WONN/WPCV/WLKF/WWRZ Radio

\*deceased

# 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.



## TIM COX

Hall of Fame  
2024 Inductee

If you've had the pleasure of working with Tim Cox, you'll most likely remember his positive energy, tall stature, and those big-framed glasses. Behind all that is a man who, at his core, has a unique ability to warm up a room and inspire others. It's what makes him so special.

Born in Flint, Michigan, Tim started working for Publix in 1980 in the Sign & Display department. Nine years later, he was given the opportunity to start and lead a small in-house creative team. As Publix's Director of Creative Services, he shepherded the brand through multiple eras. During his tenure, he built an award-winning creative team, fostered hundreds of relationships, and helped grow the careers of thousands of creatives around the area. Accolades include 2005's How Design In-House Group of the Year, 2007's Brand Packaging Magazine's 'Brand Innovator', a National ADDY Award, Received Silver Medal Award and numerous other local and district level accomplishments.

Currently, Tim is active with Catapult Lakeland as Expert in Residence, mentoring startups and entrepreneurs at the creative coworking community. You'll find Tim routinely involved with design classes and boards in Polk County, and as a volunteer and founding council member at his local church.

But if you ask Tim, his biggest accomplishment is his family. He and his wife, Becky, have been married for over 40 years, and have two daughters: Mackenzi and Alexandra.



# FANCY AAF JUDGES



## RACHEL LEPCHITZ

Rachel Lepchitz is the manager of Client Development at Marketron where she leads a team focused on providing digital advertising solutions for the company's numerous radio, publishing, and agency clients.

As a previous ADDY recipient, Lepchitz was delighted to have the opportunity to participate as a judge. She brings with her a diverse industry experience, having directed marketing and business development for organizations in the financial, health, educational, and non-profit sectors.

Lepchitz previously served on the Marketing and Business Development Council and Communications Advisory Committee for the Cornerstone Credit Union. She is also a former board member of the Hooks Institute for Social Change at the University of Memphis.

Lepchitz received her undergraduate degree in radio and television from Sam Houston State University and a Master of Arts in leadership and communications from Gonzaga University.



## TIFFANY RYAN

Tiffany L Ryan has spent 15 years in Account Management for brands such as Disney, Universal Studios, Orlando Health, and Tijuana Flats. She is a past-president of Ad 2 and AAF-Orlando and currently serves as their Executive Director. She has also served on the AAF District 4 board as a Public Service Chair and more recently as the American Advertising Awards Competition Chair. When not volunteering for the betterment of the advertising and marketing industry she serves as a fractional COO for creative and content agencies.



## STEVE VILLELLA

Steve Vilella has spent almost 30 years in the marketing and advertising field. His early career at a full-service marketing agency saw him hold numerous positions. After starting his own company in 2005, he expanded on his digital skills and began to concentrate on internet-based marketing. Vilella leaned heavily on Web Development, Content Marketing, Search Engine Optimization and Search Engine Marketing to drive lead generation and online conversion.

Vilella returned to full-service Agency life ten years later, joining a B2B firm that specialized in home and building products. His charge was to institute a culture of digital fluency across all departments, and build a program of data tracking, analytics and reporting. After a few roles with startup companies, Vilella co-founded a Pay-Per-Lead marketing as a service (MaaS) company that disrupted traditional in-home selling for home service contractors. The company delivered fully-qualified, price-informed prospects to its clients by leveraging a combination of proprietary HVAC sizing technology and digital lead generation and marketing nurture.

Today Vilella finds himself in a familiar role as the Digital Director at Rosewood Marketing, where he has been engaged to help them deliver on their promise of being a results-driven Agency. Vilella is currently expanding on his blueprint of tracking, measurement and insights with the inclusion of 1st part data aggregation and client-focus data visualization.

# STUDENT SILVER ADDY WINNERS

## PRINT ADVERTISING

*Magazine Advertising*

### HURRICANE RED CROSS AD

Florida Southern College

*Anna Bialkowski, Copywriter & Designer*

## FLEMENTS OF ADVERTISING

*Art Direction Campaign*

### PERSONAL BRANDING IN DESIGN

Florida Southern College

*Wendy Kieseewetter, Art Director*

# PROFESSIONAL SILVER ADDY WINNERS

## SALES & MARKETING

*Direct Mail, 3D / Mixed*

### SADDLE CREEK HOLIDAY MAILER

MADE

done for Saddle Creek Logistics Services

*Cindy Joyce, Project Manager, Designer, Copywriter  
Mail Processing & Associates, Printer Mail Services  
Happy Planner, Printer*

*Apparel*

### FOR THE FARMER LONG-SLEEVE SHIRT

AgAmerica

*Martin Corbin, Creative Director & Designer  
Justin Dring, Illustrator*

## PRINT ADVERTISING

*Magazine Advertising, Campaign*

### WORLD CAT INSHORE/OFFSHORE

Tinsley Creative done for World Cat Boats

*Chris Nichols, creative director  
Paola Ojeda, senior brand developer  
Aaron Strickland, brand developer  
Victoria Henderson, brand manager  
Mark Jerkins, brand partner*

## OUT-OF-HOME & AMBIENT MEDIA

*Single Installation*

### WORLD CAT DEALER MEETING WINDOWS

Tinsley Creative done for World Cat Boats

*Chris Nichols, creative director  
Paola Ojeda, senior brand developer  
Victoria Henderson, brand manager  
Mark Jerkins, brand partner*

*Poster Campaign*

### LSO CONCERT POSTER SERIES

MADE done for Lakeland Symphony Orchestra

*Allen Reed, Designer, Project Manager  
Mail Processing Associates, Printing*

## ONLINE/INTERACTIVE

*Social Media, Campaign*

### BUILD A BALANCED LIFE

CNP Agency done for CFDC

*Tiffany Taunton, Senior Visual Designer  
Jenna MacFarlane, Copywriter  
Kayla Levasseur, Senior Account Executive  
Rachel Newell, Creative Director  
Natalie Diffenwierth, Project Manager  
Indie Atlantic Films, Video Direction and Production*

*Digital Publications*

### ECHO DELTA GENERATION X REPORT

CNP Agency done for Echo Delta

*Jarrett Smith, Senior VP of Strategy  
Emelie Pineda, Visual Designer  
Rachel Newell, Creative Director  
Dion Spires, Senior Project Manager*

## FILM, VIDEO, & SOUND

*Webisode, Series*

### LIKE A FARMER PILOT SEASON

AgAmerica

*Josh Allen, Executive Producer  
Pat Spinosa, Executive Producer  
Colleen Banner, Producer  
Veronica Rodriguez, Chief Marketing Officer  
Martin Corbin, Creative Director  
Donya-Faye Wix, Director of Marketing Operations  
Xochi Adame, Senior Manager, Demand Generation  
Shelby Buchanan, Content Development Manager  
Mallory McGourley, Content Development Specialist  
Indie Atlantic Films, Production Company*

*Branded Content & Entertainment Campaign*

### EVERGREEN VIDEO SERIES

CNP Agency done for Evergreen State College

*Rachel Newell, Creative Director  
Kayla Levasseur, Senior Account Executive  
Dion Spires, Senior Project Manager  
SkyBear Media, Videography & Editing*

## CROSS PLATFORM

*Integrated Advertising, Consumer Campaign*

### 49TH SUN 'N FUN EVENT CAMPAIGN

CNP Agency done for Sun 'n Fun Aerospace Expo

*Tiffany Taunton, Senior Visual Designer  
Brittany Bramwell, Graphic Designer  
Jenna MacFarlane, Copywriter  
Casey Cheatham, Digital Media Analyst  
Samantha Garfield, Director of Media & Analytics  
Rachel Newell, Creative Director  
Kayla Levasseur, Senior Account Executive  
Amanda Dunyk, Project Manager*

*Integrated Advertising, Consumer Campaign*

### LIKE A FARMER

AgAmerica

*Martin Corbin, Creative Director  
Shelby Poling, Senior Designer  
Kennedy Mathews, Designer  
Veronica Rodriguez, Chief Marketing Officer  
Pat Spinosa, Executive Producer  
Colleen Banner, Executive Producer  
Donya-Faye Wix, Director of Marketing Operations  
Xochi Adame, Senior Manager, Demand Generation  
Shelby Buchanan, Content Development Manager  
Mallory McGourley, Content Development Specialist  
Indie Atlantic Films, Production Company*

*Integrated Brand Identity Campaign*

### LIKE A FARMER

AgAmerica

*Martin Corbin, Creative Director  
Shelby Poling, Senior Designer  
Kennedy Mathews, Designer  
Veronica Rodriguez, Chief Marketing Officer  
Pat Spinosa, Executive Producer  
Indie Atlantic Films, Production Company*

## ELEMENTS OF ADVERTISING

*Logo Design*

### POLK PLAYS INITIATIVE LOGO

MADE done for Florida Children's Museum

*Erin Hollenkamp, Project Manager  
Allen Reed, Creative Director, Designer*

*Logo Design*

### PLANT CITY CHAMBER LOGO FAMILY

MADE done for Plant City Chamber of Commerce

*Erin Hollenkamp, Project Manager  
Allen Reed, Creative Director, Designer*

*Logo Design*

### LIKE A FARMER

AgAmerica

*Martin Corbin, Creative Director & Designer*

*Logo Design*

### SHOP MADDEN LOGO

Tinsley Creative done for Shop Madden

*Chris Nichols, creative director  
Paola Ojeda, senior brand developer  
Hannah Holjes, brand manager  
Donovan Tinsley, brand partner*

# PROFESSIONAL GOLD ADDY WINNERS



*Sales & Marketing - 3D / Mixed Direct Mail*

## UNIVERSITY OF THE OZARKS ADMIT BOX

CNP Agency done for The University of the Ozarks

Emelie Pineda, Visual Designer  
 Jenna MacFarlane, Copywriter  
 Rachel Newell, Creative Director  
 Kayla Levasseur, Senior Account Executive  
 Natalie Diffenwierth, Project Manager



*Sales & Marketing - 3D / Mixed Direct Mail*

## CELEBRATING A BRIGHTER FUTURE

AgAmerica

Martin Corbin, Creative Director  
 Kennedy Mathews, Illustrator



*Sales & Marketing - Specialty Advertising*

## PUBLIX MONOPOLY GAME

Publix Super Markets

Shannon Weaver, Creative Director  
 Matt Ruecker, Creative Director  
 Alexis Stegner, Designer  
 Danielle Douglin, Designer



Out-of-Home & Ambient Media - Single Installation

## PUBLIX CHILDREN'S MUSEUM

Publix Super Markets

Alianna Deters, Creative Director  
Danielle Lastra, Art Director  
Megan Byrne, Photographer  
Jason Stephens, Producer



Out-of-Home & Ambient Media - Single Installation

## PUBLIX FLORIDA PANTHERS SPONSORSHIP

Publix Super Markets

Gabi Perry, Group Creative Director  
Emily Woodrow, Creative Director  
Silvana Aguilar, Associate Creative Director  
Richard De Leon, Copywriter  
Becca Odonovan, Editor



Out-of-Home & Ambient Media - Single Installation

## PUBLIX JR. ACHIEVEMENT INSTALLATION

Publix Super Markets

Alianna Deters, Creative Director  
Danielle Lastra, Art Director  
Lindsay Fraser, Copywriter  
Megan Murphy, Editor

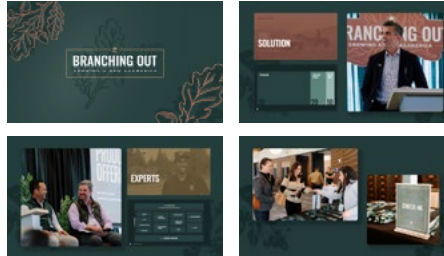


Out-of-Home & Ambient Media - Single Event

## PUBLIX RETAIL OPERATIONS CONFERENCE

Publix Super Markets

Shannon Weaver, Creative Director  
Katelyn Bruce, Associate Creative Director  
Zuleika Arroyo, Art Director  
Kevin Still, Copywriter  
Alexis Stegner, Designer  
Daneille Douglin, Designer  
Derek Blomberg, Designer



Out-of-Home & Ambient Media - Single Event

## BRANCHING OUT RETREAT

AgAmerica

Martin Corbin, Creative Director  
Shelby Poling, Senior Designer & Illustrator  
Kennedy Mathews, Designer  
Veronica Rodriguez, Chief Marketing Officer  
Alexia Saphos, Content Development & Event Production  
Dustin Prickett, Photographer  
Indie Atlantic Films, Production Company

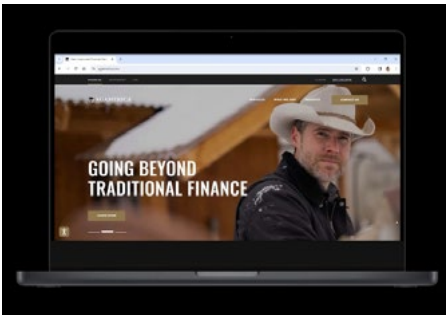


Online/Interactive - Websites, Consumer

## THE EVERGREEN STATE COLLEGE

CNP Agency done for The Evergreen State College

Tiffany Taunton, Senior Visual Designer  
Kaley Cruz, Senior Copywriter  
Kelly Huffman, Copywriter  
Joe Cruz, Technical Director  
Kayla Lefebvre, Senior Account Executive  
Rachel Newell, Creative Director  
Jarrett Smith, Senior VP of Strategy  
Dion Spiers, Senior Project Manager  
Lullabot, Development Partner

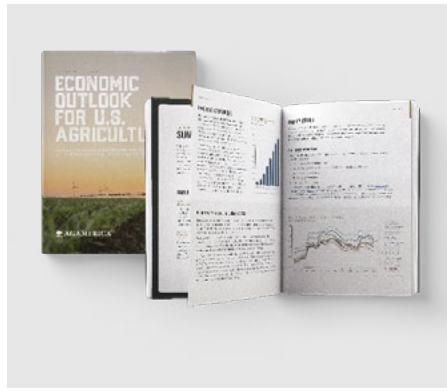


Online/Interactive - Websites, B-to-B

## AGAMERICA.COM

AgAmerica

Veronica Rodriguez, Chief Marketing Officer  
 Donya-Faye Wix, Director of Marketing Operations  
 Martin Corbin, Creative Director  
 Josh Nederveld, Developer  
 Shelby Poling, Senior Designer  
 Kennedy Mathews, Designer  
 Xochi Adame, Senior Manager, Demand Generation  
 Shelby Buchanan, Content Development Manager  
 Mallory McGourley, Content Development Specialist

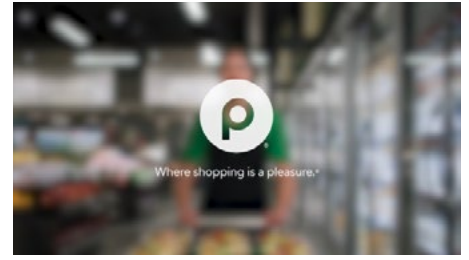


Online/Interactive - Digital Publications

## 2023 ECONOMIC WHITEPAPER

AgAmerica

Dr. John Penson, Chief Economist  
 Dr. Cliff Shelton, Economist  
 Veronica Rodriguez, Chief Marketing Officer  
 Shelby Buchanan, Content Development Manager  
 Shelby Poling, Senior Designer  
 Donya-Faye Wix, Director of Marketing Operations  
 Kennedy Mathews, Designer

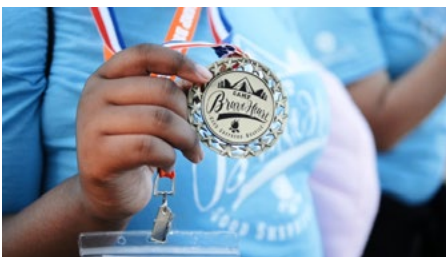


Film, Video, & Sound - Internet Commercial

## PUBLIX PRODUCT QUALITY VIDEO

Publix Super Markets

Jeff Lynn, Creative Director  
 Warren Dossey, Art Director  
 Bob Whitmore, Copywriter  
 Emily Woodrow, Creative Director  
 Becca Odonovan, Editor  
 Lisa Bryan, Content Strategist  
 Mirda Burgess, Content Strategist  
 Valentina Boré, Bilingual Copywriter

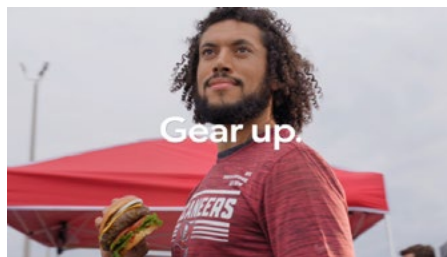


Film, Video, & Sound - Branded Content & Entertainment for Online Film

## CAMP BRAVE HEART 2023 BETHANY CTR.

Good Intents Marketing done for Bethany Center for Grieving Children

Paula Creamer, Director of Philanthropy  
 Christian Cisar, Videographer  
 Stephanie Hoskins, Producer



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

## PUBLIX BUCCANEERS JUMBOTRON VIDEO

Publix Super Markets

Matt Ruecker, Creative Director  
 Silvana Aguilar, Associate Creative Director  
 Mike Esker, Art Director  
 Jason Stephens, Producer

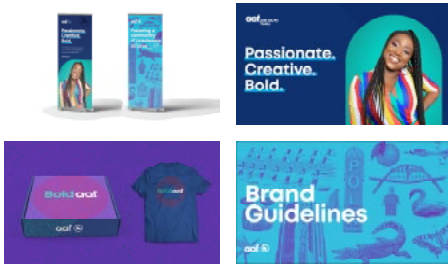


Cross Platform - Integrated Advertising, Consumer Campaign

## MASTERCRAFT NXT ICON LAUNCH

Black Oak Creative done for MasterCraft Boat Company

Steve Bates - Director  
 Emily Dale - Creative Director  
 Chloe Yeager - Producer  
 Amanda Dilley - Brand Manager



Cross Platform - Integrated Brand Identity Campaign

## PASSIONATE. CREATIVE. BOLD.

Martin Corbin done for AAF Polk

Martin Corbin, Creative Director & Designer

Veronica Rodriguez, Brand Strategy  
AAF Polk County Board of Directors, Strategy

Amneris Corbin, Copywriter  
Tinsley Creative, Web Development  
IDX Brands, Products & Packaging  
Digitech Graphics, Printer

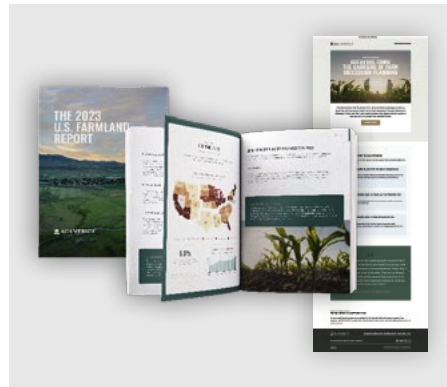


Elements of Advertising - Still Photography, Color

## MONTANA WINTER

AgAmerica

Martin Corbin, Creative Director  
Isaac Miller, Photographer



Cross Platform - Online/Interactive Campaign

## 2023 U.S. FARM REAL ESTATE REPORT

AgAmerica

Dr. John Penson, Chief Economist

Dr. Cliff Shelton, Economist

Veronica Rodriguez, Chief Marketing Officer

Shelby Buchanan, Content Development Manager

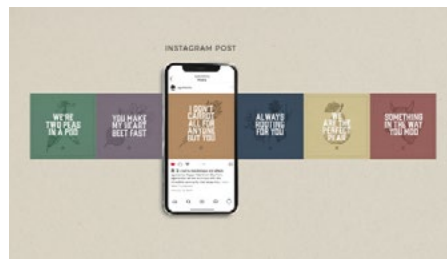
Shelby Poling, Senior Designer

Donya-Faye Wix, Director of Marketing Operations

Mallory McGourley, Content Development Specialist

Kennedy Mathews, Designer

Xochi Adame, Senior Manager, Demand Generation

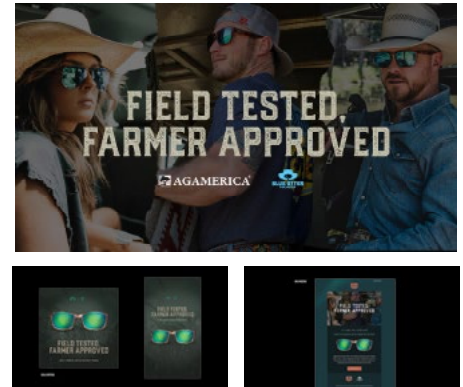


Elements of Advertising - Art Direction, Campaign

## VALENTINE'S DAY

AgAmerica

Kennedy Mathews, Designer  
Shelby Buchanan, Copywriter



Cross Platform - Online/Interactive Campaign

## FIELD TESTED. FARMER APPROVED.

AgAmerica

Veronica Rodriguez, Chief Marketing Officer

Donya-Faye Wix, Director of Marketing Operations

Martin Corbin, Creative Director

Shelby Buchanan, Content Development Manager

Shelby Poling, Senior Designer

Kennedy Mathews, Designer

Xochi Adame, Senior Manager, Demand Generation

Mallory McGourley, Content Development Specialist

Pat Spinosa, Managing Director, Business Development

Colleen Banner, Business Development Coordinator

BEST OF CATEGORIES

# BENNY AWARDS



*Sales & Marketing*

## **PUBLIX MONOPOLY GAME**

Publix Super Markets

Shannon Weaver, Creative Director

Matt Ruecker, Creative Director

Alexis Stegner, Designer

Danielle Douglin, Designer



*Magazine Advertising*

## **WORLD CAT INSHORE/ OFFSHORE**

Tinsley Creative done for World  
Cat Boats

Chris Nichols, creative director

Paola Ojeda, senior brand developer

Aaron Strickland, brand developer

Victoria Henderson, brand manager

Mark Jerkins, brand partner



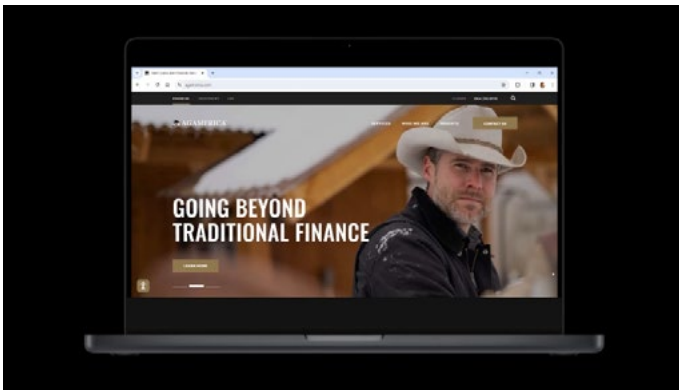


*Out-of-Home & Ambient Media*

## **PUBLIX CHILDREN'S MUSEUM**

Publix Super Markets

Alianna Deters, Creative Director  
Danielle Lastra, Art Director  
Megan Byrne, Photographer  
Jason Stephens, Producer



*Online/Interactive*

## **AGAMERICA.COM**

AgAmerica

Veronica Rodriguez, Chief Marketing Officer  
Donya-Faye Wix, Director of Marketing Operations  
Martin Corbin, Creative Director  
Josh Nederveld, Developer  
Shelby Poling, Senior Designer  
Kennedy Mathews, Designer  
Xochi Adame, Senior Manager, Demand Generation  
Shelby Buchanan, Content Development Manager  
Mallory McGourley, Content Development Specialist



*Film, Video, & Sound*

## **CAMP BRAVE HEART 2023 BETHANY CTR.**

Good Intent's Marketing done for Bethany Center for Grieving Children

Paula Creamer, Director of Philanthropy  
Christian Cisar, Videographer  
Stephanie Hoskins, Producer

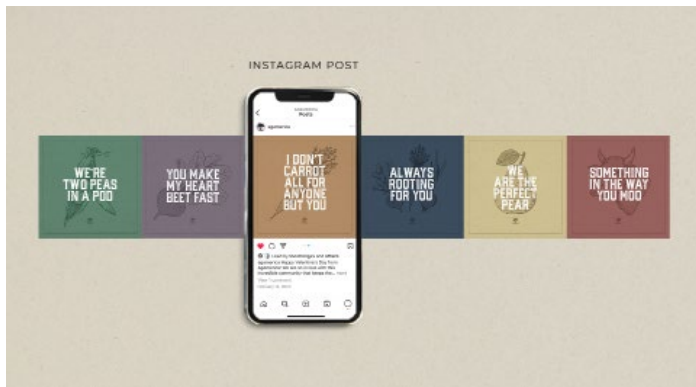


*Cross Platform*

## 2023 U.S. FARM REAL ESTATE REPORT

AgAmerica

Dr. John Penson, Chief Economist  
 Dr. Cliff Shelton, Economist  
 Veronica Rodriguez, Chief Marketing Officer  
 Shelby Buchanan, Content Development Manager  
 Shelby Poling, Senior Designer  
 Donya-Faye Wix, Director of Marketing Operations  
 Mallory McGourley, Content Development Specialist  
 Kennedy Mathews, Designer  
 Xochi Adame, Senior Manager, Demand Generation



*Elements of Advertising*

## VALENTINE'S DAY

AgAmerica

Kennedy Mathews, Designer  
 Shelby Buchanan, Copywriter



*Public Service*

## 2024 REENERGIZE KIDS CALENDAR

Lakeland Electric

Mark Jerkins, Brand Partner  
 Victoria Henderson, Brand Manager  
 Chris Nichols, Creative Director  
 Paola Ojeda, Senior Brand Developer  
 Cathryn Lacy, Marketing Manager  
 MaryBeth Scott, Program Coordinator

# JUDGES CHOICE AWARDS

Case Study:



**Personal Branding in Graphic Design**



*Student Choice*

## PERSONAL BRANDING IN DESIGN

Florida Southern College

Wendy Kiesewetter, Art Director

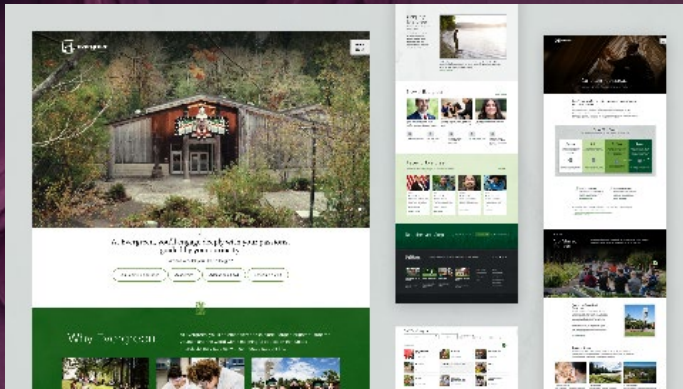


*Rachel Lepchitz, Professional Choice*

## LIKE A FARMER

AgAmerica

Martin Corbin, Creative Director  
Shelby Poling, Senior Designer  
Kennedy Mathews, Designer  
Veronica Rodriguez, Chief Marketing Officer  
Pat Spinosa, Executive Producer  
Indie Atlantic Films, Production Company



*Steve Vilella, Professional Choice*

## THE EVERGREEN STATE COLLEGE

CNP Agency done for The Evergreen State College

Tiffany Taunton, Senior Visual Designer  
Kaley Cruz, Senior Copywriter  
Kelly Huffman, Copywriter  
Joe Cruz, Technical Director  
Kayla Levasseur, Senior Account Executive  
Rachel Newell, Creative Director  
Jarrett Smith, Senior VP of Strategy  
Dion Spires, Senior Project Manager  
Lullabot, Development Partner



*Tiffany Ryan, Professional Choice*

## PUBLIX MONOPOLY GAME

Publix Super Markets

Shannon Weaver, Creative Director  
Matt Ruecker, Creative Director  
Alexis Stegner, Designer  
Danielle Douglin, Designer

# BEST OF SHOW



*Sales & Marketing*

## **PUBLIX MONOPOLY GAME**

**PUBLIX SUPER MARKETS**

# THANK YOU

Thank you to all our AAF Polk County members and entrants! Without you, none of this would be possible!



## SPONSORSHIPS

Publix Super Markets  
MADE  
CNP/Echo Delta  
Tinsley Creative  
Black Oak Creative

FH Events  
AgAmerica  
Hall Communications  
Digitech Graphics Group  
SweetCakes

IDX Brands  
Lakeland Symphony Orchestra  
Innovative Ink  
Mail Processing Associates

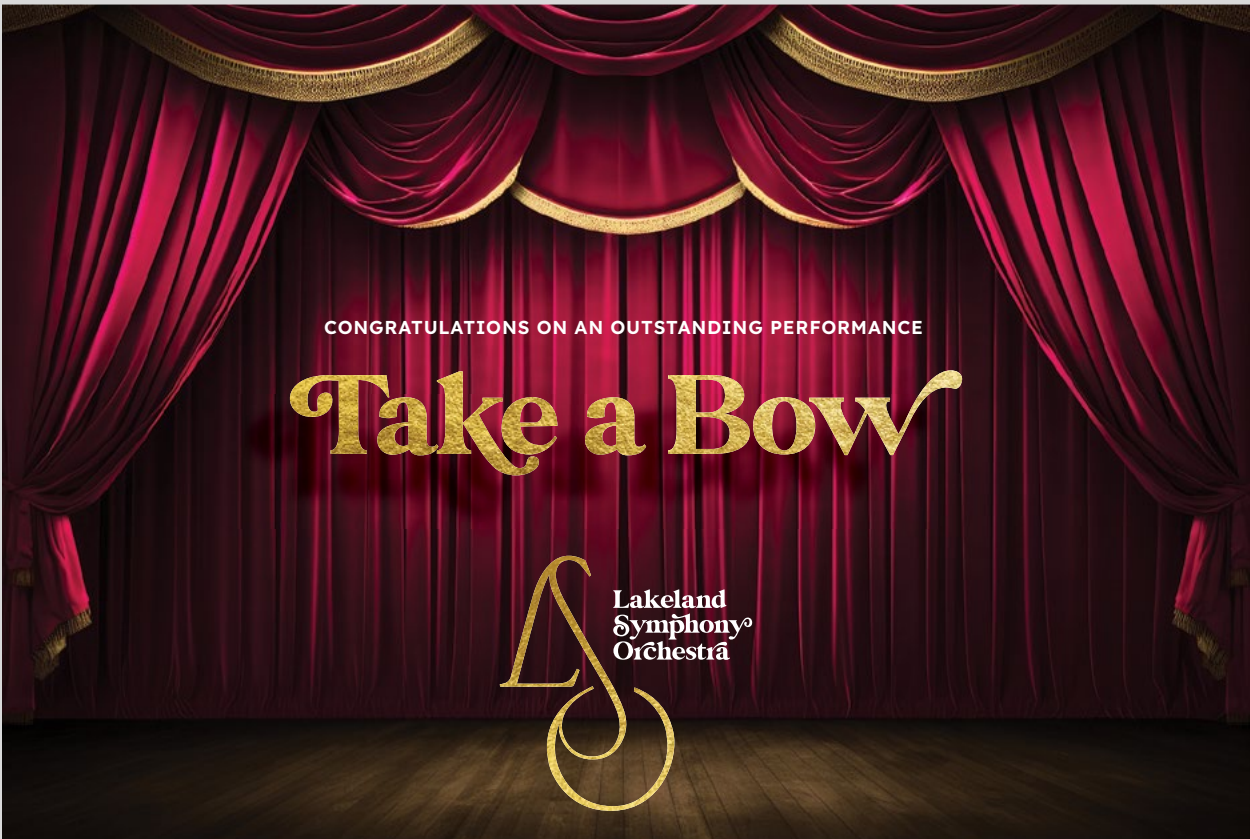


When Your Job is  
Doing What You Love,  
Winning an ADDY is  
the Icing on the Cake.

Congratulations to everyone who  
tasted sweet victory, tonight!



MakeYourDaySweet.com • 863-660-9203



CONGRATULATIONS ON AN OUTSTANDING PERFORMANCE

Take a Bow



**DIGITECH**  
*Graphics Group*

**863.668.8770**

DGGUS.com

**SIGNS, TRADE SHOW DISPLAYS,  
VEHICLE WRAPS & MUCH MORE**

*Congratulations*  
**2024 ADDY WINNERS!**

*Congrats*  
**TO THIS YEAR'S  
WINNERS!**

[www.idxbrands.com](http://www.idxbrands.com)



● REC

00:04:15:00

180°

Our Lens +  
Your Story =

**Unmatched Focus**

A full-service marketing agency relentless in our pursuit to capture every detail and tell every story.

4096 X 2160  
23.976FPS



**Black Oak Creative**

ISO 800  
F 5





## We Fashion Fancy Events that Wow!

We offer gorgeous floral arrangements, exquisite furniture, tailor-made draping and creative, custom fabrications. Your vision, combined with our imagination will transform your special event or luxury wedding!

Visit [FH.events](http://FH.events) or call 813-390-9371 to book a consultation.



**CONGRATULATIONS**

**TO ALL OF THE**

***Fanciest***

**ADDY WINNERS OF 2024!**



**innovative  
ink**®

*There's more  
to printing  
than just ink.™*

THE PRINTING COMPANY OF YOUR DREAMS.

1840 HARDEN BLVD., LAKELAND, FL 33808 | 863.6887900 | [WWW.INNOVATIVEINK.BIZ](http://WWW.INNOVATIVEINK.BIZ)

# AMERICA'S #1 ADDYS!

CONGRATULATIONS TO TONIGHT'S WINNERS!  
WE PROUDLY SUPPORT THE POLK  
ADVERTISING FEDERATION.



HALL *Communications, Inc.*



MAKING A POSITIVE DIFFERENCE IN THE  
LIVES OF OUR LISTENERS, CLIENTS,  
FAMILIES AND COMMUNITIES WE SERVE.

[HALLRADIO.COM](http://HALLRADIO.COM)





IT'S HARD

TO BE A

*Diamond*

IN A

RHINESTONE

WORLD

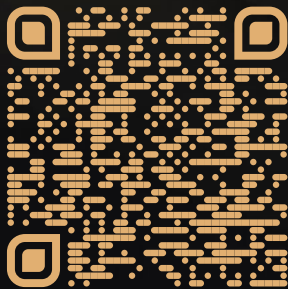
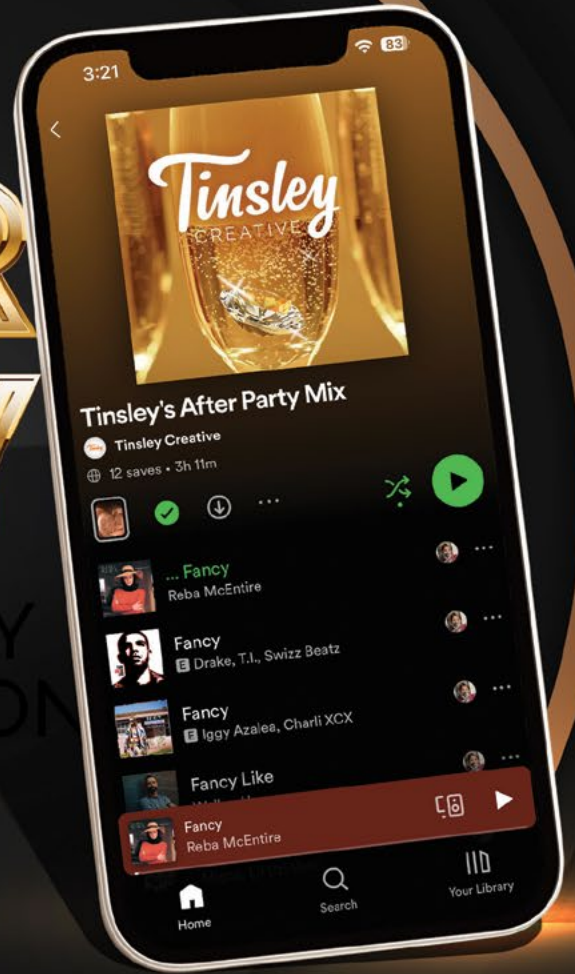
• DOLLY •

When there's a room full of gems, it's hard to outshine the competition. Congratulations to this year's winners!

AGAMERICA®

TINSLEY CREATIVE PRESENTS

THE 2024  
**AFTER  
PARTY  
MIX** FANCY  
EDITION



Did *fancy let you down?*  
Are you feeling *glamorous*  
and don't want to go home?

Let's keep the party going! Scan the QR code to  
listen to Tinsley's After Party Mix on Spotify.

[tinsleycreative.com](https://tinsleycreative.com)

# It's time to strut.

Congratulations, 2024 winners! Your creative endeavors have dazzled, captivated and swept the competition. Tonight, we don our finest finery and raise a glass to you.



Psst! Live peacocks are notoriously difficult to work with. To bring our creative vision for this ad to life, we had a little help from AI.



*I'M SO FANCY,  
YOU ALREADY KNOW.*

*I'M IN THE FAST LANE,  
FROM L.A. TO TOKYO.*

*I'M SO FANCY,  
CAN'T YOU TASTE  
THIS GOLD?*

**IGGY AZALEA (FANCY)**

Cheers to Tonight's Award Recipients

***You Fancy, Like...***

