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Thank You For Advertising With Us!

WINNERS BOOK • 52nd Annual Oklahoma Advertising Awards 2018



Have you met **freelance designer Clint Walkingstick**? He's the guy with a Cherokee last name and a Scotch-Irish face. You never walk away from Clint empty handed. He's always got a button, sticker, story, or idea ready for ya. He's kind of a lot to take in for such a small dude.

He's an awful copywriter, but he's not hired for his misspellings and grammar mistakes. His branding work has a charmingly old school approach, and he solves client problems in a refreshingly retro and relevant way.

Clint understands that everyone these days interacts with brands on their phone, so he designs with the idea that, "If it works as a bottle cap, it works on a billboard." It's a strategic decision for him, not simply an aesthetic one. He's always using this **#DesignForTiny** hashtag.

Clint's work is proof that constraints make room for creativity. He boasts the most powerful pocket-sized portfolio in Oklahoma. He designs branding that works big and, especially, small. He's been sweating the small stuff since 2007.



See more of Clint's work at walkingstickdesign.com.
Email clint@walkingstickdesign.com and he just might buy you a coffee or a waffle. Or both.

TABLE OF CONTENTS

4	Letter from the President
6	2018 Entrants & Sponsors
8	Judges Biographies
10	Best of Show Winners
15	Professional Awards
16	<i>Sales & Marketing</i>
23	<i>Print Advertising</i>
25	<i>Out-of-Home & Ambient Media</i>
27	<i>Online / Interactive</i>
34	<i>Film, Video & Sound</i>
42	<i>Cross-Platform</i>
45	<i>Elements of Advertising</i>
55	Student Awards

ADVERTISING



Welcome

Dear AAF Oklahoma City Members and Supporters:

It's time to celebrate the 52nd American Advertising Awards! Four experienced and passionate judges evaluated 982 entries from Oklahoma City, Tulsa and Wichita Falls. Tonight's gala will showcase our creative spirit. You'll see amazing examples of how our work drives success in products and services.

If you are reading this, you are a winner or the guest of a winner. Whether it's your first or 50th evening at the ADDYs, we appreciate your support. Special thanks to Bethany Marshall and her ADDY committee for spending countless hours preparing to bring our awards ceremony to life.

This year we are focusing on our ADDY winners. We've planned a new banquet for May 9th to recognize the Silver Medal recipient and other prestigious awards. So grab a drink, sit back and enjoy being entertained, motivated and inspired.

Jennifer Seaton
President

ADDYs Committee

Bethany Marshall
Timberlake Construction
Chair

Brian Winkeler
Robot House Creative
Creative Director

Clint Walkingstick
Walkingstick Design
Art Director

Janelle Archer
BigWing
Judging Weekend Chair

Ashley Ross
Jones PR
Sponsorship Chair

Creative Team:
Elizabeth Rutledge, JASCO
Tiffany Haendel, Toast Design Studio

Advisors:
Kelley Gann, Freestyle Creative
Greta Anglin, VI Marketing & Branding

2017 - 2018 AAF OKC Board

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AD CLUB

AAF
OKLAHOMA CITY
AMERICAN ADVERTISING FEDERATION
TENTH DISTRICT

**JOIN
NOW**

+ Benefits of Membership

The AAF Oklahoma City Advertising Club membership allows you to do the following:

- **FREE Lunch**
- Interact professionally and personally with local industry leaders through the club's programs and events.
- Enjoy professional development through club meetings and events.
- Take advantage of exclusive benefits provided by the AAF such as discounts on Advertising Age and ADWEEK, insurance, overnight delivery services and rental car charges.
- Receive *recognition* for accomplishments and industry contributions.
- Learn about career and job opportunities in the advertising industry.
- Become involved in advertising education for students who have an interest in an advertising career.
- Take advantage of *discounts on American Advertising Awards entries*.
- Obtain access to new business prospects.
- Benefit from club participation in the industry's only grassroots legislative network providing an effective lobbying coalition, which opposes taxes and restrictions on advertising.

Upcoming Events

**BEST OF THE ADDYS PANEL DISCUSSION
OKC AD CLUB MARCH MEETING**

March 14 at 11:30 am at the CHK|Central Boathouse

ADVERTISING LEGENDS & LEGACIES

Special Event with OU Presidential Dream Course & Ad2OKC

Keith Reinhard - Chairman Emeritus, DDB Worldwide

March 28 at 6 pm at Vast

Visit okcadclub.com for more information about membership & upcoming events.

2018 Entrants

1577 Productions, Inc
Ackerman McQueen
Back40 Design
Bad Penny Factory
Benedict Law Office
Bethany Marshall
BigWing Interactive
Blue House Media
Brand Knew Media
Cameron University
Campbell & Company Advertising
Chickasaw Nation Department of
Commerce Marketing
Chickasaw Press
Choctaw Nation of Oklahoma
Citizen Potawatomie Nation
City of Edmond, Oklahoma
Clover Partners
Comtech Design Print & Mail
Cornerstone Home Lending
Cryder Marketing + Advertising
CSI
CVWmedia
Digital DK
Express Employment Professionals
Freestyle Creative
Full Metal Muse
Guernsey
Hahn Public Communications
High Five Media
HOEGGER COMMUNICATIONS
Insight Creative Group
Jones PR
Jordan Advertising
Koch Communications

Krush Digital
Legacy Bank
LifeShare of Oklahoma
Lindsey + Asp
liquidfish
Love's Travel Stops
Memories Ink Photography & Design
Metro Technology Centers
Metro Technology School Center South
Mid-America Christian University
Newcastle Casino
NewView Oklahoma
NextThought, LLC.
Noble Research Institute
Oklahoma Baptist University
Oklahoma Christian University
Oklahoma City Community College
Oklahoma City University School of Law
Oklahoma Department of
Human Services
Oklahoma State University
Old Hat
Oral Roberts University
OU Admissions & Recruitment
OU Information Technology
OU Printing, Mailing and
Document Services
Paycom
Philbrook Museum of Art
Producers Playhouse
RadVine Marketing
Red Crown Credit Union
Retrospec Films
RK-1 Productions
Robot House Creative

Saxum
Science Museum Oklahoma
shevaun williams & associates
Simon Hurst Photography
SMG
Southern Nazarene University
Specs LLC
STAPLEGUN
Station8 Branding
Steed Interactive
Tailwind
TBS Factoring Service
Terry Taylor Designs
The Chickasaw Nation
The Choctaw Nation
The Climate Control Group, Inc.
The Morrison Group
The Oklahoma City-County
Health Department
Third Degree Advertising
Toast Design Studio
Trifecta Communications
True Sky
Tulsa Area United Way
University of Central Oklahoma
University of Oklahoma
University of Oklahoma Housing
and Food Services
University of Tulsa
Unknown.Studio
Up With Trees
VI Marketing and Branding
Washburn Illustration
Yeomans Design

2018 Sponsors

GOLD



SILVER



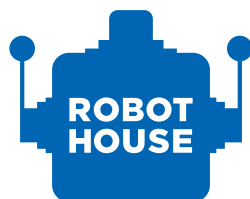
BRONZE



Creative Sponsors: Robot House Creative, Walkingstick Design
CALL FOR ENTRIES/GALA: Poster Sponsor: S&S Promotions | T-shirt Sponsor: Oklahoma Shirt Company | Call for Entries Postcard Sponsor: Comtech | Billboards Sponsor: Freestyle Creative
Judging Location Sponsor: Better Business Bureau of Central Oklahoma | Show Program Printing Sponsor: Heritage | Gala Décor Sponsor: 110 Events | Medals and Trophies: MTM Recognition
Medal Packaging: Gromer English, Green Bay Packaging | Catering: Abbey Road Catering | Reservations & Seating: Scott Munz, Oklahoma State Fair | SHOW PROGRAM: Creative Sponsors: Robot
House Creative, Walkingstick Design | Show Production: PDC Productions | Audio Production: RK-1 Productions | VIDEO PRODUCTION & SHOW PRODUCER: Producers Playhouse, PDC Productions
Video Creative Sponsor: Digital DK & Robot House Creative | AUDIO PRODUCTION & SHOW VOICEOVER CAST: RK-1 Productions: Amanda Lee, Brett Bower, Jodi Nestander, Matt Kemp, Raychelle
McDonald | MUSICAL TALENT: Evan Jarvicks [Jarvix], Rory Behrens | WINNER'S BOOK: Paper Supplier: Clampitt Paper | Printing: Southwestern

**A GUY ONCE
CALLED AND
ASKED IF WE
BUILD ROBOTS
THAT CLEAN
HOUSES.**

**IT PAINED US TO
TELL HIM NO.**



2018 Judges

Moses Robles

*Founder, CEO
Oak Interactive*

Moses has a long and successful run in the digital marketing space through companies such as MediaCom, GroupM, Grey Worldwide and Lopez Negrete Communications. He currently manages all agency operations and is responsible for building the necessary infrastructure, allowing for efficient digital planning and execution within: creative, media, reporting and analysis. At his first agency, Beyond Interactive, Moses helped the agency of 5 grow to over 450 team members and was pivotal in launching the company's first international operations in Latin America in 2000. Through his 20+ year career in the Interactive space, Moses has been developing and implementing digital & creative strategies for global brands such as: Tea Forte, Dell, eBay.com, Hotels.com, Tyson Foods, Warner Brothers, Mary Kay and more.



Brandy Darrow

*Creative Lead,
Senior Bilingual
Medical Writer
Targetbase*

Brandy is an award-winning bilingual writer, reaching consumers across the U.S. in both English and Spanish. She is currently the creative lead for the Targetbase healthcare and wellness practice, focusing on CRM through direct-to-patient/consumer communications. Brandy's attention to detail—stemming from her background as an editor—makes her uniquely suited for demanding and highly regulated categories such as pharma and utilities. At Targetbase, she has worked with UCB, Bristol-Myers Squibb, GlaxoSmithKline, Abbott Nutrition, Astellas, TEVA Neurosciences, Tempur-Pedic, Honda, Acura, Procter & Gamble, Pacific Gas and Electric, DIRECTV, and Michaels. As her alter ego, The Grammar Belle, Brandy shares her passions for the South and the English language. You can read her blog at grammarbelle.com.



John Topacio

*Freelance
ACD/copywriter*

John began his career at Leo Burnett Detroit where his first assignment was to write ads for a little event called the Super Bowl. After a stop at Doner in Southfield, MI, he moved to the Windy City to help launch Organic/Chicago. Currently he is a freelance ACD/copywriter working with ad agencies and startups across the US and UK such as Campbell-Ewald, Critical Mass, DDB, designkitchen, FCB, Goodby, Silverstein & Partners, Leo Burnett and Razorfish Health. The American Medical Association, Cadillac, Chevrolet, FBI, Jeep, Kyocera, Nissan, OnStar, Ricoh, Sprint and the US Navy are just a few brands he worked on. Even though his day job is hectic, the 12-time ADDY judge uses his brief reprieves from the ad biz to train for endurance events, like Ironman Wisconsin and the Antarctic Ice Marathon. As if that wasn't enough, he is currently creating a documentary on completing the Grand Slam, which involves finishing a marathon on every continent and the North Pole.



Toni Bloom Mueller

*Assistant
Professor,
Coordinator
of Community
Engagement*

Toni Bloom's career in advertising spans 35 years, including positions at various Cincinnati agencies and studios. She began as a start camera operator in 1983 and worked her way to the Creative Director position at Rick Warner & Associates. For the past 20 years Bloom has held her "most challenging and rewarding position" as a Visual Communication Assistant Professor at Gateway Community and Technical College (GCTC). Toni's focus is on teaching advertising & design where she is cultivating creativity in students and working with industry professionals to keep the program current. In addition to teaching she runs a successful freelance design business and curates the Gateway art gallery. Toni is the AAF Cincinnati 2010-2011 Past-President and she served on the Board of Directors for 8 years. Toni has judged several Addy competitions including, District 6, West Virginia, Little Rock, and MAC Michiana. Bloom is a native of Cincinnati, she lives on a horse farm where she breeds and shows quarter horses, spends time with family, and works on perfecting her bourbon palate.





110events
design & rentals

3421 North Walnut Ave | Oklahoma City
405.604.0041 | www.110events.com

Best of Show Professional

Entrant VI Marketing & Branding
Advertiser Oklahoma Department of
Tourism & Recreation
Title Oklahoma Tourism:
"No Boundaries" Campaign
Credits Steve Sturges
Beau Leland
Matt Lowery
Robbie Repola
Preston Herring
Jennifer Blevins
Aaron Cahill
Kregg Lee
Claire Douthitt
Brooke Ouzts



Best of Show Student

Entrant Oanh Le
School University of Central Oklahoma
Title Handsome Hound



WHEN IT COMES TO
"SHOWTIME"
CHOOSE US FOR
FLAWLESS
EXECUTION

OUR AWARD-WINNING
SERVICES INCLUDE:

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SCRIPTWRITING
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3217 N. FLOOD AVENUE | NORMAN, OK | 73069
TEL: 405.360.5130
WWW.PDCPRODUCTIONS.COM

Special Judges Awards

Professionals

Award **Best of Print**
Entrant The Morrison Group
Advertiser The Morrison Group
Title TMG POP - "Your Store"

Award **Best of Broadcast**
Entrant Robot House Creative
Advertiser Hideaway Pizza
Title Hideaway Pizza TV Campaign

Award **Best of Interactive**
Entrant Back40 Design
Advertiser Water4
Title Water4 Impact Report 2016

Award **Best of Logo**
Entrant Choctaw Nation Department
 of Commerce
Advertiser Choctaw Nation of Oklahoma
Title Roots Logo

Award **Best of Photography**
Entrant Simon Hurst Photography
Advertiser Invengery, LLC
Title Carl of the High Plains

Students

Award **Best of Film, Video & Sound**
Entrant Ben Capshaw
 & Christine Murrain
School University of Oklahoma
Title Project Yellow Light

Award **Best of Illustration**
Entrant Nik Long
School University of Central Oklahoma
Title King of the Swamp

People's Choice Award Nominees

Entrant Chickasaw Press
Advertiser Chickasaw Press
Title Chokma Chickasaw Magazine
Category Magazine Design


Entrant Robot House Creative
Advertiser COOP Ale Works
Title DNR Cask-It Series
Category Packaging

Entrant shevaun williams & associates
Advertiser Splurge Magazine
Title Latina Fabulosa
Category Photography Campaign

Entrant STAPLEGUN
Advertiser Catholic Charities
Title Catholic Charities Donor Video
Category Public Service, Online Film,
 Video & Sound

Entrant OU Office of Strategic
 Initiatives
Advertiser University of Oklahoma
Title OU Innovators Prize Starter Box
Category Sales & Marketing

Entrant VI Marketing & Branding
Advertiser Oklahoma Department of
 Tourism & Recreation
Title Oklahoma State Parks:
 Beavers Bend
Category Print Advertising



**So you just won your
company an ADDY
and you are younger
than 32.**

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time to ask them for
an Ad2 Membership.**

AD2OKC

**Email membership@ad2okc.com and
mention GOLDADDYs for 10% off!
\$85 Professional // \$50 Student**

DREAM FUND

No matter how creative we are, it's impossible to know where our life stories will take us. Amidst the dreams we chase, and the plans we make, there are inevitable hiccups.

And sometimes, those hiccups are too big of burden to bear alone.

Dedicating Resources to Employees of Advertising

& Media (DREAM) Fund is a nonprofit foundation and support link to the community of advertising, public relations and media professionals across the Southwest.

We aid colleagues in Texas, Oklahoma, New Mexico, Arkansas and Louisiana – through immediate financial assistance and emotional support – writing happy endings for those who may not otherwise qualify for help.

Since 1991, DREAM Fund has gifted over \$1,500,000 to individuals facing illness, medical emergencies and other unexpected hardship.

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And teamwork is what makes our DREAM work.

Learn more at dreamfund.org



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HEAR IT ON TV



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**AWARD
WINNING
WORK**

**SUPERIOR
SERVICE**



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Edmond, OK 73013

PROFESSIONAL

Award Winners

SALES & MARKETING

Product or Service Sales Promotion

Catalog



Award ADDY® Award ^
Entrant Chickasaw Press
Advertiser Chickasaw Press
Title Chickasaw Press 2018 Catalog
Credits Corey Feters
Gentry Fisher

Product or Service Sales Promotion

*Sales Kit or Product
Information Sheets*



Award ADDY® Award ^
Entrant Trifecta Communications
Advertiser Folk Secrets
Title Folk Secrets Sales Kit
Credits Team Trifecta



Award ADDY® Award ^
Entrant University of Oklahoma
Advertiser Office of Strategic Initiatives
Title Innovators Prize Starter Box
Credits Erin Wolfe
George Thomas
Corbin Greer
David Hoffner
Steve Ho

Packaging

Single Unit

Award Silver Award
Entrant University of Oklahoma
Advertiser Office of Strategic Initiatives
Title Innovators Prize Starter Box
Credits Erin Wolfe
George Thomas
Corbin Greer
David Hoffner
Steve Ho

Award Silver Award
Entrant Robot House Creative
Advertiser COOP Ale Works
Title COOP Ale Works Saturday
Siren Can
Credits Adam LeNaire
Brett Grimes
Brian Winkler

Packaging

Campaign



Award ADDY® Award ^
Entrant Robot House Creative
Advertiser COOP Ale Works
Title COOP DNR Cask-It
Series Bottles
Credits Adam LeNaire
Brett Grimes
Brian Winkler

Award Silver Award
Entrant Jordan Advertising
Advertiser Stonecloud Brewing Co.
Title Stonecloud Brewing Co.
Credits Jordan Team

Award Bronze Award
Entrant Robot House Creative
Advertiser Bitter Sisters Brewing Co.
Title Bitter Sisters Brewing Co. Cans
Credits Adam LeNaire
Brett Grimes
Brian Winkler
Phillip Schroeder

Award Bronze Award
Entrant Cryder Marketing + Advertising
Advertiser Lost Lake Beer
Title Lost Lake Family of Beers
Credits Team Cryder

Collateral Material

Stationary Package

Single or Multiple Pieces

Award Silver Award
 Entrant Chickasaw Nation Department
 of Commerce Marketing
 Advertiser Trace Fiber Networks
 Title Trace Fiber Networks
 Stationery
 Credits Jill McDonald
 Nicholas Jurik

Printed Annual Report



Award ADDY® Award ^
 Entrant Noble Research Institute
 Advertiser Noble Research Institute
 Title 2016 Annual Report: Connect
 Credits J. Adam Calaway
 Rachael Davis
 Courtney Leeper
 Rob Mattson
 Robyn Peterson
 Shane Porter

Award Bronze Award
 Entrant CSI
 Advertiser CSI
 Title 2017 CSI Annual Report
 Credits Kedran Whitten
 Cindy Baker
 Brandon Dyce
 David Simon
 Richard Gonzales
 Phillips Printing

Award Bronze Award
 Entrant OU Printing, Mailing and
 Document Services
 Advertiser The University of Oklahoma
 Title 2016-2017 Annual Report - Well
 Credits Brandy Akbaran

Brochure

Single Unit



Award ADDY® Award ^
 Entrant Saxum
 Advertiser HSI Sensing
 Title HSI Sensing Brochure
 Credits Amy Blackburn
 Bobbie Morgan
 Logan Walcher
 Terry Whitmore
 Conrad Kersten

Award Silver Award
 Entrant Paycom
 Advertiser Paycom
 Title Discover Brochure
 Credits Ginny Bourke
 Lacey Brauser
 Amy Double
 Callie Johnson
 Brock Lay
 Rod Lott
 Casey Twenter

Award Silver Award
 Entrant Station8 Branding
 Advertiser Flintco
 Title Flintco Brochure
 Credits David Clark
 Morgan Middleton
 Laura Crouch
 TPSI
 Fine Arts Engraving
 Clampitt Paper

Award Silver Award
 Entrant Third Degree Advertising
 Advertiser Tinker Federal Credit Union
 Title Buck the Norm Information
 Cards
 Credits Third Degree Advertising

Award Silver Award
 Entrant OU Printing, Mailing and
 Document Services
 Advertiser The University of Oklahoma
 Title Community Impact Report -
 2017
 Credits Haley Fulco

Award Bronze Award
 Entrant Mid-America Christian
 University
 Advertiser Mid-America Christian
 University
 Title MACU Traveler
 Credits Leah Dees
 Mike Wilkinson
 Ashley Gotcher
 Kristen McGregor
 Emily Ferrell

Brochure*Campaign*

Award Silver Award
 Entrant Paycom
 Advertiser Paycom
 Title Discover Collateral Campaign
 Credits Lacey Brauser
 Amy Double
 Brock Lay
 Rod Lott
 Casey Twenter
 Monica Johnson
 Sarah Robison
 Megan Radford

Publication Design*Cover*

Award ADDY® Award ^
 Entrant Jordan Advertising
 Advertiser Oklahoma Film + Music
 Title Film + Music Informational Booklet
 Credits Team Jordan

Award Silver Award
 Entrant Chickasaw Press
 Advertiser Chickasaw Press
 Title Piominko: Chickasaw Leader
 Credits Hannah Simpson

Award Silver Award
 Entrant Trifecta Communications
 Advertiser Moore Monthly
 Title Teachers at the Breaking Point
 Credits Team Trifecta

Publication Design*Magazine Design*

Award ADDY® Award ^
 Entrant Chickasaw Press
 Advertiser Chickasaw Press
 Title Chokma Chickasaw Magazine Fall 2017
 Credits Corey Feters
 Gentry Fisher

Award Silver Award
 Entrant Noble Research Institute
 Advertiser Noble Research Institute
 Title Legacy: A Brand New Era
 Credits J. Adam Calaway
 Rachael Davis
 Courtney Leeper
 Rob Mattson
 Robyn Peterson
 Shane Porter

Award Bronze Award
 Entrant Oklahoma City University School of Law
 Advertiser Oklahoma City University School of Law
 Title LAW Magazine
 Credits Lindsay Graham
 Stephen G. Butler
 Amy Fuller

Award Bronze Award
 Entrant OU Admissions & Recruitment
 Advertiser The University of Oklahoma
 Title OU Viewbook
 Credits Tiffany Lea Haendel

Publication Design*Book Design*

Award ADDY® Award ^
 Entrant University of Central Oklahoma
 Advertiser UCO Design
 Title The Annual, 2017
 Credits McKenna Sanderson

Award Bronze Award
 Entrant Chickasaw Press
 Advertiser Chickasaw Press
 Title Good Night, Trilobite
 Credits Gentry Fisher

Special Event Material*Card, Invitation, Announcement
Single Unit*

Award Silver Award
 Entrant Oklahoma City University School of Law
 Advertiser Oklahoma City University School of Law
 Title Quinlan Lecture Invitation
 Credits Lindsay Graham
 Amy Fuller
 J. E. Sharp

Award Bronze Award
 Entrant Oklahoma City University School of Law
 Advertiser Oklahoma City University School of Law
 Title Holiday Cheer Reception
 Credits Allison Rabon
 Doris Fullgrabe
 Amy Fuller
 Fine Arts Engraving

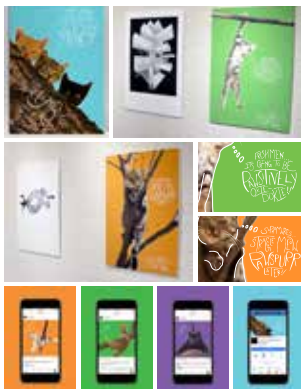
Award Bronze Award
 Entrant Insight Creative Group
 Advertiser Care Center
 Title Care Center Brave Ball Invite
 Credits Amy Nickerson

Special Event Material

Card, Invitation, Announcement Campaign



Award ADDY® Award ^
 Entrant University of Central Oklahoma
 Advertiser UCO Design
 Title Make Shit Happen!
 Credits McKenna Sanderson



Award ADDY® Award ^
 Entrant University of Central Oklahoma
 Advertiser UCO Design
 Title The Climb
 Credits Monique Ortman

Award Silver Award
 Entrant University of Central Oklahoma
 Advertiser UCO Design
 Title Squared Up
 Credits McKenna Sanderson

Award Silver Award
 Entrant University of Central Oklahoma
 Advertiser UCO Design
 Title Meanwhile...Back at the Ranch...
 Credits McKenna Sanderson

Award Bronze Award
 Entrant Up With Trees
 Advertiser Up With Trees
 Title Green Leaf Gala 2017 Campaign
 Credits Shawn Davis

Award Bronze Award
 Entrant Third Degree Advertising
 Advertiser Tinker Federal Credit Union
 Title Back to School Campaign
 Credits Third Degree Advertising

Direct Marketing

Direct Mail

Flat, Single

Award Silver Award
 Entrant Oral Roberts University
 Advertiser Oral Roberts University
 Title ORU Housing Brochure
 Credits Amanda King

Award Bronze Award
 Entrant Oklahoma City University
 School of Law
 Advertiser Oklahoma City University
 School of Law
 Title Invest in OCU Law
 Credits Ally Rodriguez
 Amy Fuller

Direct Mail

Flat, Campaign

Award Bronze Award
 Entrant Terry Taylor Designs
 Advertiser Assurance Marketing, Inc.
 Title AMI Holiday Card/Envelope
 Credits Terry P Taylor
 Juls Calcagni
 Smartpress

Direct Mail

Flat, Campaign



Award ADDY® Award ^
 Entrant The Morrison Group
 Advertiser The Morrison Group
 Title TMG POP - "Your Store"
 Credits Jim Stephens
 Amanda Hoddy
 Ken Perkins



Award ADDY® Award ^
 Entrant University of Oklahoma
 Advertiser Office of Strategic Initiatives
 Title Innovators Prize Starter Box
 Credits Erin Wolfe
 George Thomas
 Corbin Greer
 David Hoffner
 Steve Ho

Award Silver Award
 Entrant Paycom
 Advertiser Paycom
 Title Artisan Chocolate Mailer
 Credits Brock Lay
 Rod Lott
 Casey Twenter
 Sarah Robison

Award Silver Award
 Entrant Paycom
 Advertiser Paycom
 Title E-Learning Video Mailer
 Credits Rod Lott
 Jay Rewerts
 Casey Twenter
 Monica Johnson
 Caty Combs

Award Bronze Award
 Entrant University of Oklahoma
 Housing and Food Services
 Advertiser University of Oklahoma
 Housing and Food Services
 Title #LiveOUFor2
 Credits Amy Buchanan
 Kayla Knight
 Mike Mulcahy
 Matt Wilson
 Lauren Frappier

Specialty Advertising

Apparel

Award Silver Award
 Entrant University of Oklahoma
 Housing and Food Services
 Advertiser University of Oklahoma
 Housing and Food Services
 Title 2017 Campus Coffee Crawl
 T-shirt
 Credits Amy Buchanan
 Kayla Knight
 Mike Mulcahy
 Matt Wilson
 Lauren Frappier

Award Silver Award
 Entrant Paycom
 Advertiser Paycom
 Title Vintage State Fair T-shirt
 Credits Brock Lay

Award Bronze Award
 Entrant Paycom
 Advertiser Paycom
 Title Digital Forest T-shirt
 Credits Brock Lay

Specialty Advertising

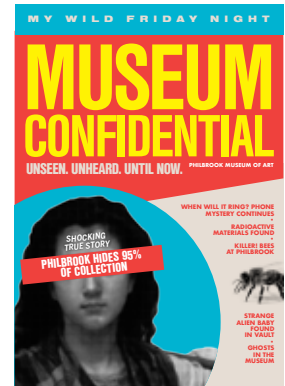
Other Merchandise



Award ADDY® Award ^
 Entrant University of Oklahoma
 Advertiser Office of Strategic Initiatives
 Title Innovators Prize Starter Box
 Credits Erin Wolfe
 George Thomas
 Corbin Greer
 David Hoffner
 Steve Ho

Public Service

Collateral, Brand Elements



Award ADDY® Award ^
 Entrant Philbrook Museum of Art
 Advertiser Philbrook Museum of Art
 Title Museum Confidential Invitation
 Credits Bhadri Verduzco
 Jeff Martin
 Mark Brown
 Rachel Keith
 Scott Stulen
 Amanda Hodges
 Lithaprint

Award Silver Award
 Entrant Science Museum Oklahoma
 Advertiser Science Museum Oklahoma
 Title Stars of Wonder
 Credits Erin DeMoss
 Lindsay Thomas

Award Silver Award
 Entrant City of Edmond, Oklahoma
 Advertiser City of Edmond, Oklahoma
 Title Touch-A-Truck Logo
 Credits Casey Moore
 David Derringer

Award Silver Award
 Entrant Philbrook Museum of Art
 Advertiser Philbrook Museum of Art
 Title EDGE Invitation
 Credits Bhadri Verduzco
 Lithaprint

Award Bronze Award
 Entrant City of Edmond, Oklahoma
 Advertiser City of Edmond, Oklahoma
 Title Luminance Logo
 Credits Casey Moore
 David Derringer

Award Bronze Award
 Entrant The Chickasaw Nation
 Advertiser The Chickasaw Nation
 Title 2016 Progress Report
 Credits Jennifer Matthews
 Michael Kubilis

Award Bronze Award
 Entrant Station8 Branding
 Advertiser Tulsa Community College
 Title Tulsa Community College
 Foundation Wishbook
 Credits David Clark
 Morgan Middleton
 Jennifer Carroll
 Meeks Group

Public Service

Collateral, Annual Report

Award Bronze Award
 Entrant Tulsa Area United Way
 Advertiser Tulsa Area United Way
 Title Because of You - 2016 Annual
 Report
 Credits Brent Ortolani
 Jeff Rogers
 Bonnie Rucker

Public Service

Collateral, Brochure / Sales Kit

Award Silver Award
 Entrant Philbrook Museum of Art
 Advertiser Philbrook Museum of Art
 Title Exhibition Newspaper Gallery
 Guide
 Credits Amanda Hodges
 Mark Brown
 Jeff Martin
 Sarah Lees
 Catherine Whitney
 Scott Stulen

Award Bronze Award
 Entrant Noble Research Institute
 Advertiser Noble Research Institute
 Title Farm Tours Field Guide
 Credits Josh Meo
 Courtney Leeper



Public Service

*Direct Marketing & Specialty
Advertising, Single*

Award Silver Award
Entrant Jones PR
Advertiser Association of General
Contractors
Title AOGC Beware of Potholes Eight
Year Plan
Credits Suzanne Singleterry
Joshua Harlow

Award Silver Award
Entrant Insight Creative Group
Advertiser The Care Center
Title Care Center Roar Book
Credits Team ICG

Public Service

*Direct Marketing & Specialty
Advertising, Campaign*



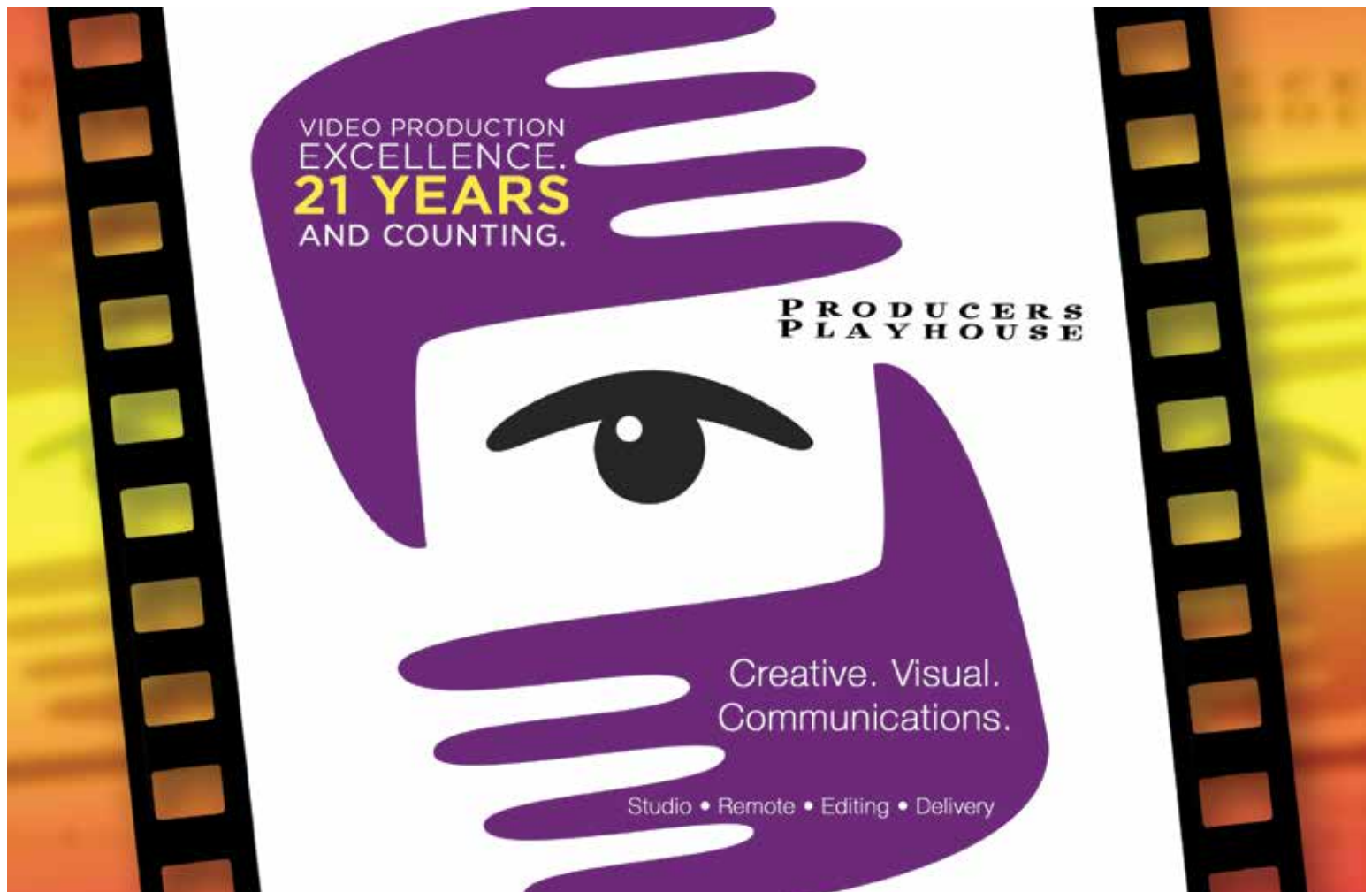
Award ADDY® Award ^
Entrant Memories Ink Photography
& Design
Advertiser Cancer Centers of Southwest
Oklahoma
Title Spirit of Survival Finisher
Medals
Credits Kenna Davis

**Advertising Industry
Self-Promotion**

Collateral, Brand Elements



Award ADDY® Award ^
Entrant Unknown.Studio
Advertiser Unknown.Studio
Title Unknown.Studio Visual Identity
Credits Aaron Dickey
Tanner Tate



PRINT ADVERTISING

Award Bronze Award
 Entrant Jones PR
 Advertiser Jones PR
 Title Jones PR Christmas Card
 Credits Brenda Barwick

Advertising Industry Self-Promotion

Collateral, Direct Marketing & Specialty Advertising

Award Bronze Award
 Entrant Krush Digital
 Advertiser Krush Digital
 Title All Roads Lead to Krush
 Credits Team Krush
 Rusty Holzer

Award Bronze Award
 Entrant Third Degree Advertising
 Advertiser Third Degree Advertising
 Title Holiday Card
 Credits Third Degree Advertising

Advertising Industry Self-Promotion

Collateral, Special Event Materials

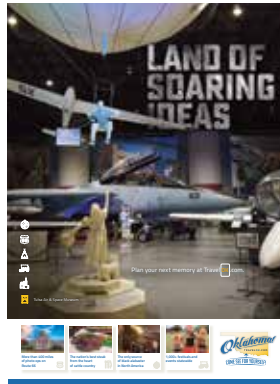


Award ADDY® Award ^
 Entrant Cryder Marketing + Advertising
 Advertiser Cryder Marketing + Advertising
 Title We Myth You a Merry Christmas
 Credits Team Cryder

Award Silver Award
 Entrant Station8 Branding
 Advertiser Station8 Branding
 Title Station8 Holiday Card
 Credits David Clark
 Morgan Middleton
 Laura Crouch

Magazine Advertising

Full Page or Less, Single Unit



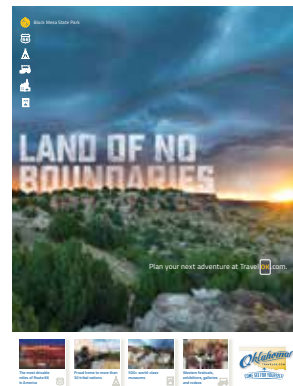
Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of Tourism & Recreation
 Title TravelOK "Soaring Ideas" Print
 Credits Jennifer Blevins
 Clay Miller
 Claire Douthitt
 Brooke Ouzts



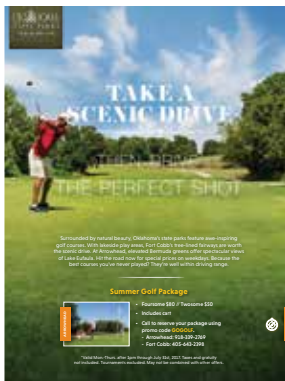
Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of Tourism & Recreation
 Title TravelOK "Smoke & Spice" Print
 Credits Kyle Ramsey
 Jennifer Blevins
 Clay Miller
 Claire Douthitt
 Brooke Ouzts



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of Tourism & Recreation
 Title TravelOK "Shimmering Splendor" Print
 Credits Jennifer Blevins
 Clay Miller
 Claire Douthitt
 Brooke Ouzts



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of Tourism & Recreation
 Title TravelOK "No Boundaries" Print
 Credits Jennifer Blevins
 Clay Miller
 Claire Douthitt
 Brooke Ouzts
 Jeff Bowman



Award Silver Award
Entrant VI Marketing and Branding
Advertiser Oklahoma Department of Tourism & Recreation
Title Oklahoma State Parks:
Grand Lake
Credits Jennifer Blevins
Clay Miller
Claire Douthitt
Brooke Ouzts
Jeff Bowman



Award ADDY® Award ^
Entrant VI Marketing and Branding
Advertiser Oklahoma Department of Tourism & Recreation
Title TravelOK "No Boundaries"
Credits Jennifer Blevins
Clay Miller
Claire Douthitt
Brooke Ouzts
Jeff Bowman
Kyle Ramsey
Steve Sturges
Rebekah Alexander

Award ADDY® Award ^
Entrant VI Marketing and Branding
Advertiser Oklahoma Department of Tourism & Recreation
Title Oklahoma State Parks:
Fort Cobb
Credits Jennifer Blevins
Clay Miller
Claire Douthitt
Brooke Ouzts
Jeff Bowman

Award Silver Award
Entrant VI Marketing and Branding
Advertiser Oklahoma Department of Tourism & Recreation
Title Oklahoma State Parks:
Sequoyah
Credits Jennifer Blevins
Clay Miller
Claire Douthitt
Brooke Ouzts
Jeff Bowman



Award ADDY® Award ^
Entrant VI Marketing and Branding
Advertiser Oklahoma Department of Tourism & Recreation
Title Oklahoma State Parks:
Beavers Bend
Credits Jennifer Blevins
Clay Miller
Claire Douthitt
Brooke Ouzts
Jeff Bowman

Magazine Advertising Campaign



Award ADDY® Award ^
Entrant Robot House Creative
Advertiser Hideaway Pizza
Title Hideaway Pizza Magazine Campaign
Credits Brian Winkeler
Brett Grimes
Adam LeNaire



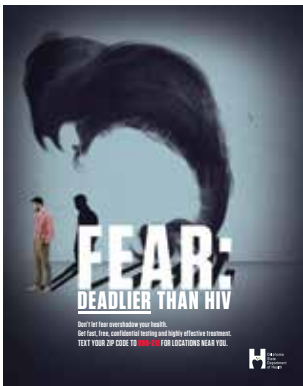
Award ADDY® Award ^
Entrant VI Marketing and Branding
Advertiser Oklahoma Department of Tourism & Recreation
Title Oklahoma State Parks Print Campaign
Credits Jennifer Blevins
Clay Miller
Claire Douthitt
Brooke Ouzts
Jeff Bowman

Newspaper Advertising

Full Page, Single Unit



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department of Health
 Title HIV Awareness Print "Dread"
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Greta Anglin
 Colleen Enis
 Kregg Lee



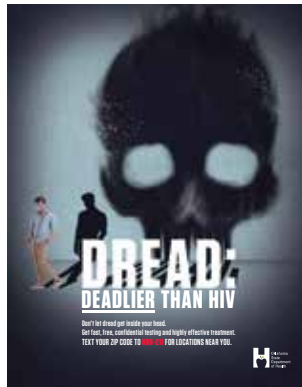
Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department of Health
 Title HIV Awareness Print "Fear"
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Greta Anglin
 Colleen Enis
 Kregg Lee

Newspaper Advertising

Campaign



Award ADDY® Award ^
 Entrant Robot House Creative
 Advertiser KOSU
 Title KOSU Print Campaign
 Credits Brian Winkler



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department of Health
 Title HIV Awareness Print Campaign
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Greta Anglin
 Colleen Enis
 Kregg Lee

Award Bronze Award
 Entrant Robot House Creative
 Advertiser Hideaway Pizza
 Title Hideaway Pizza Newspaper Campaign
 Credits Brian Winkler
 Brett Grimes
 Adam LeNaire

OUT-OF-HOME & AMBIENT MEDIA

Ambient Media

Guerrilla Marketing

Single Occurrence

Award Silver Award
 Entrant SMG
 Advertiser KOSU
 Title Groot Scarecrow by Chesapeake Arena
 Credits Stacey Aldridge
 Riley Thomas
 Hugh J. Lombardi

Events

Single Event

Award Silver Award
 Entrant Jordan Advertising
 Advertiser Billy Goat Ice Cream Co.
 Title Garden Goat Yoga
 Credits Jordan Team

Out-of-Home

Poster

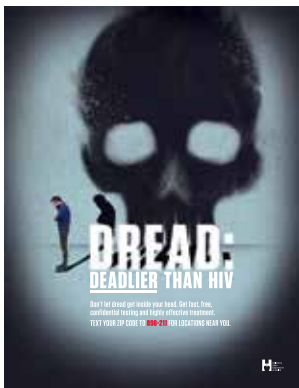
Single Unit



Award ADDY® Award ^
 Entrant Yeomans Design
 Advertiser Town & Gown Theatre
 Title Nunsense
 Credits Tanner Yeomans



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department of Health
 Title HIV Awareness Poster "Anxiety"
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Greta Anglin
 Colleen Enis
 Kregg Lee



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department of Health
 Title HIV Awareness Poster "Dread"
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Greta Anglin
 Colleen Enis
 Kregg Lee

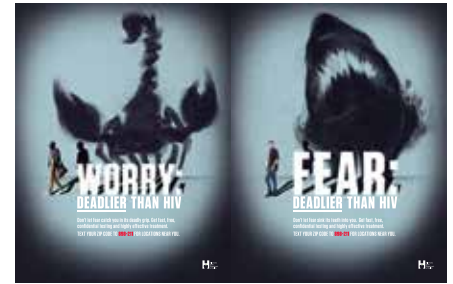
Award Silver Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department of Health
 Title HIV Awareness Poster "Worry"
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Greta Anglin
 Colleen Enis
 Kregg Lee

Award Bronze Award
 Entrant University of Oklahoma Housing and Food Services
 Advertiser University of Oklahoma Housing and Food Services
 Title 2017 Campus Coffee Crawl Poster
 Credits Amy Buchanan
 Kayla Knight
 Mike Mulcahy
 Matt Wilson
 Lauren Frappier

Poster Campaign



Award ADDY® Award ^
 Entrant Yeomans Design
 Advertiser Town & Gown Theatre
 Title Town & Gown Theatre 67th Season
 Credits Tanner Yeomans



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department of Health
 Title HIV Awareness Campaign Posters
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Greta Anglin
 Colleen Enis
 Kregg Lee

Award Bronze Award
 Entrant Lindsey + Asp
 Advertiser OU Athletics
 Title OU Baseball Spring 2018 Posters
 Credits Trayton Miller

Outdoor Board Flat, Single Unit

Award Silver Award
 Entrant Oklahoma State University
 Advertiser Department of Art, Graphic Design, & Art History, Oklahoma State University
 Title OSU Art Department Banner
 Credits Phil Choo
 David Lim

Award Silver Award
 Entrant Insight Creative Group
 Advertiser OKC Zoo
 Title OKC Zoo Billboard
 Credits Team ICG

Mass Transit / Airlines*Exterior, Single*

Award Bronze Award
 Entrant University of Oklahoma
 Housing and Food Services
 Advertiser University of Oklahoma
 Housing and Food Services
 Title Food Services Wrap
 Credits Amy Buchanan
 Kayla Knight
 Mike Mulcahy
 Matt Wilson
 Lauren Frappier

Site*Large Venue, Single*

Award Bronze Award
 Entrant Station8 Branding
 Advertiser Tulsa Community College
 Title Tulsa Community College
 Mirror Clings
 Credits David Clark
 Lindsay McClain

Out-Of-Home*Campaign*

Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department
 of Health
 Title HIV Awareness Campaign
 Posters
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Greta Anglin
 Colleen Enis
 Kregg Lee

Public Service*Poster*

Award Silver Award
 Entrant City of Edmond, Oklahoma
 Advertiser City of Edmond, Oklahoma
 Title City of Edmond Arbor Day
 Poster
 Credits Casey Moore
 David Derringer

Public Service*Out-of-Home Campaign*

Award ADDY® Award ^
 Entrant Freestyle Creative
 Advertiser Chickasaw Nation SPF-TIG
 Title Define Your Direction Murals
 Credits Steven Paul Judd
 Tiffany Johnson
 Kiley Browning
 Rebecca Chambless

Award Silver Award
 Entrant LifeShare of Oklahoma
 Advertiser LifeShare Transplant Donor
 Services of Oklahoma
 Title Tag Agency Campaign
 Credits LifeShare of Oklahoma,
 Marketing &
 Communications
 Department

Public Service*Ambient Media, Single Occurrence*

Award Silver Award
 Entrant Philbrook Museum of Art
 Advertiser Philbrook Museum of Art
 Title Museum Confidential
 Exhibition
 Credits Bhadri Verduzco
 Rachel Keith
 Scott Stulen
 Amanda Hodges
 Meeks Signs

ONLINE / INTERACTIVE**Websites***Consumer*

Award ADDY® Award ^
 Entrant Bad Penny Factory
 Advertiser Oklahoma City Farmers Public
 Market
 Title OKC Farmers Market Website
 Credits Christine Collins



Award ADDY® Award ^
 Entrant Station8 Branding
 Advertiser Zarrow Pointe
 Title Zarrow Pointe Website
 Credits David Clark
 Jake Marcun
 Jennifer Carroll



Award ADDY® Award ^
 Entrant Ackerman McQueen
 Advertiser BancFirst
 Title BancFirst Steven Adams
 Landing Page
 Credits Brian Darley
 Tuck Oden
 Ed Russell
 Cristain Rivera
 Praxx Gray



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of
 Tourism & Recreation
 Title Oklahoma Tourism:
 TravelOK.com
 Credits Aaron Cahill
 Clay Miller
 Steve Donehue
 Megan Gessouroun
 Dmitri Kostjukov
 Steve Sturges
 Brooke Ouzts
 Claire Douthitt



Award ADDY® Award ^
 Entrant Unknown.Studio
 Advertiser Power of Sports
 Title Power of Sports Website
 Credits Aaron Dickey
 Tanner Tate

Award Silver Award
 Entrant Back40 Design
 Advertiser Love Without Boundaries
 Title Love Without Boundaries
 Credits Dave Miller
 Jennay Wangen
 Reyna Wilcox
 Ryan Kirkpatrick
 Matt Milburn
 Jessica Hough

Award Silver Award
 Entrant High Five Media
 Advertiser 180 Physique
 Title 180 Physique
 Credits Victoria Cano

Award Silver Award
 Entrant High Five Media
 Advertiser The Cow Calfhay
 Title The Cow Calfhay
 Credits Ben Ezugha

Award Silver Award
 Entrant Ackerman McQueen
 Advertiser INTEGRIS
 Title INTEGRIS Website
 Credits Al Corey
 Matt Yavuzcan
 David Burwinkel
 Preston Darley
 Victor Aboytes
 Kale Atterberry
 Tuck Oden
 Tiffany Eitzman
 Tom Richardson
 Alex Reff
 Scott Chidester
 Chester Campbell
 Josh Stewart
 Cristain Rivera

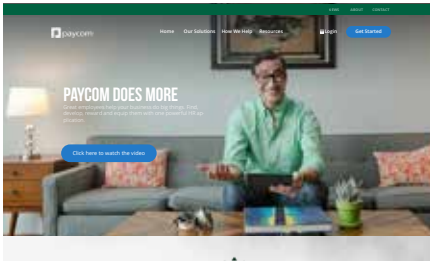
Award Bronze Award
 Entrant High Five Media
 Advertiser Spencer's BBQ OKC
 Title Spencer's BBQ
 Credits Tiffany Moehnke

Award Bronze Award
 Entrant Ackerman McQueen
 Advertiser Chickasaw Nation
 Title Chickasaw.tv
 Credits Brian Darley
 Matt Yavuzcan
 Brent Whitsett
 Tom Richardson
 Cristain Rivera
 Chris Strong
 Sebastian Voicu

Award Bronze Award
 Entrant Oral Roberts University
 Advertiser Oral Roberts University
 Title ORU Online Degree
 Credits Jonathan Van Risseghem
 James Smith

Websites

B-to-B



Award ADDY® Award ^
 Entrant Paycom
 Advertiser Paycom
 Title Discover Website
 Credits Mike Brooks
 Alexander Echeverria
 Andy Nguyen
 Jay Rewerts
 Rebecca Vidacovich
 Greg Newby

Award Silver Award
 Entrant Back40 Design
 Advertiser Dougherty Forestry
 Manufacturing LTD Co.
 Title Dougherty Forestry
 Manufacturing
 Credits Dave Miller
 Jennay Wangen
 Ryan Kirkpatrick
 Justin Green

Award Bronze Award
 Entrant Jordan Advertising
 Advertiser Economic Club of Oklahoma
 Title Economic Club of Oklahoma
 Website
 Credits Jordan Team

Award Bronze Award
 Entrant Station8 Branding
 Advertiser Matrix
 Title Matrix Website
 Credits Jordan Team

Websites

Microsites



Award ADDY® Award ^
 Entrant Back40 Design
 Advertiser Water4
 Title Water4 Impact Report
 Credits Dave Miller
 Reyna Wilcox
 Ryan Kirkpatrick
 Amy Grellner
 Justin Green

Award Silver Award
 Entrant Newcastle Casino
 Advertiser Newcastle Casino
 Title Newcastle Knight Hype
 Credits Travis Gerber

Award Silver Award
 Entrant Freestyle Creative
 Advertiser Edmond Family Counseling
 Title Edmond Shines Microsite
 Credits Kyree Williams
 Kiley Mathews
 Katie Rogers

Social Media

Single Execution

Award ADDY® Award
 Entrant Retrospec Films
 Advertiser Hahn Appliance
 Title They So Breezy

Award ADDY® Award
 Entrant Insight Creative Group
 Advertiser Swadley's Bar-B-Q
 Title Swadley's May the 4th
 Credits Team ICG

Award ADDY® Award
 Entrant Insight Creative Group
 Advertiser Swadley's Bar-B-Q
 Title Swadley's May the 4th
 Credits Team ICG

Award Silver Award
 Entrant University of Oklahoma
 Housing and Food Services
 Advertiser University of Oklahoma
 Housing and Food Services
 Title 2017 Campus Coffee Crawl
 Credits Amy Buchanan
 Kayla Knight
 Mike Mulcahy
 Matt Wilson
 Lauren Frappier

Award Silver Award
 Entrant VI Marketing and Branding
 Advertiser TSET - Oklahoma Tobacco
 Helpline
 Title Game of Life Social Media
 Credits Erin Robinson
 Richard York
 Beau Leland
 Bob Lausten
 Matt Lowery
 Lindsey Funk
 Rachel Merritt
 Alex Taylor
 Colleen Enis
 Greta Anglin
 Jordan Horn

Congratulations Addy Winners



Southwestern
GROUP OF
companies



Printing



Furniture



Banking



Publishing



Office Products



Promotional

4500 N. Santa Fe, Oklahoma City, Oklahoma 73118

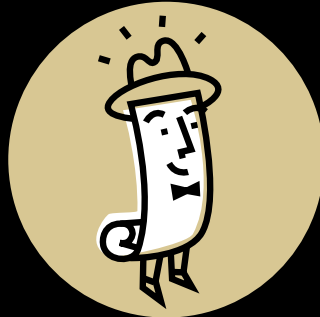
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BARNEY FIBER

PAPER PEOPLE

CONGRATULATIONS!

CARLA HAMMER

SPEC REP

918.344.2262

HAMMER@CLAMPITT.COM

OKLAHOMA CITY • TULSA • NORTHWEST ARKANSAS

Award Silver Award
Entrant VI Marketing and Branding
Advertiser Oklahoma State Department of Health
Title HIV Awareness Campaign - Canvas Ad
Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Greta Anglin
 Matt Lowery
 Beau Leland
 Kregg Lee
 Colleen Enis
 Rachel Merritt

Social Media Campaign



Award ADDY® Award ^
Entrant liquidfish
Advertiser Bryson DeChambeau
Title Birdie Challenge
Credits liquidfish team



Award ADDY® Award ^
Entrant Freestyle Creative
Advertiser Elliott Roofing
Title Elliott Roofing: Santa Claus
Credits Josh Bivens
 Katie Rogers
 Victoria Fouke
 Rob Johnson

Award Silver Award
Entrant True Sky Credit Union
Advertiser True Sky Credit Union
Title True Friends
Credits Matt Scheuber
 Ryan Doonkeen

Award Silver Award
Entrant liquidfish
Advertiser Flint
Title Flint Events on the Patio
Credits liquidfish team

Award Silver Award
Entrant Cornerstone Home Lending
Advertiser Cornerstone Home Lending
Title Cornerstone Rhetorical Questions
Credits Adam Ray
 Eric Smith
 Nate Rogers

Award Silver Award
Entrant VI Marketing and Branding
Advertiser TSET - Oklahoma Tobacco Helpline
Title Body Parts Social Media Campaign
Credits Jeff Bowman
 Richard York
 Jordan Horn
 Valerie Trammell
 Lindsey Funk
 Greta Anglin
 Rachel Merritt
 Alex Taylor

Award Silver Award
Entrant Steed Interactive
Advertiser Aurora Breakfast Bar & Backyard
Title Aurora Brand, Web & Social
Credits Stephen Bell
 Cara Bell
 Jenn Clore
 Amanda Scott
 Rosie Morley

Award Bronze Award
Entrant VI Marketing and Branding
Advertiser Oklahoma State Department of Health
Title Opioid Awareness - Social Campaign
Credits Aaron Cahill
 Richard York
 Greta Anglin
 Colleen Enis
 Rachel Merritt
 Alex Taylor

Award Bronze Award
Entrant Freestyle Creative
Advertiser Central Oklahoma Humane Society
Title #GivingTuesday Campaign
Credits Rebecca Chambless
 Sarah Rogers
 Josh Bivens
 Kiley Browning

Award Bronze Award
Entrant Saxum
Advertiser A Gathering Place for Tulsa
Title The Reading Tree Social Campaign
Credits Michelle Lory
 Lacy Wulfers
 Jessica Robbins
 Ivan Caro
 Jayna Hadwiger
 Amy Pyles
 Nida Nizami

Apps, Games & Virtual Reality Mobile App

Award Bronze Award
Entrant Chickasaw Press
Advertiser Chickasaw Press
Title C is for Chickasaw App
Credits Chad Hamilton

Apps, Games & Virtual Reality

Games

Award	Silver Award
Entrant	Trifecta Communications
Advertiser	Folk Secrets
Title	Folk Secrets Codex App
Credits	Team Trifecta

Advertising & Promotion

Web Banner Ad or Website Takeover

Award	Bronze Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Department of Tourism & Recreation
Title	Oklahoma Tourism: "Zero Fiction"
Credits	Jennifer Blevins Jeff Bowman Clay Miller Dmitri Kostjukov Brooke Ouzts Claire Douthitt

Advertising & Promotion

Campaign

Award	ADDY® Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Department of Tourism & Recreation
Title	Oklahoma Tourism: Banner Ads
Credits	Jennifer Blevins Jeff Bowman Clay Miller Dmitri Kostjukov Brooke Ouzts Claire Douthitt

Award	Silver Award
Entrant	Freestyle Creative
Advertiser	Oklahoma State University School of Hotel & Restaurant Administration
Title	OSU HRAD Banner Ads
Credits	Kiley Browning Alexis Trammell

Advertising & Promotion

Email

Award	ADDY® Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Department of Tourism & Recreation
Title	Oklahoma Film Holiday eCard
Credits	Mike Anderson David Hinds Clay Miller Beau Leland Matt Lowery Preston Herring Claire Douthitt Lindie Northup

Award	Silver Award
Entrant	Paycom
Advertiser	Paycom
Title	Box of Chocolates email
Credits	Mike Brooks Brock Lay Rod Lott Aaron Santelmann Rebecca Vidacovich

Blogs & Digital Publications

Blogs

Award	Bronze Award
Entrant	Koch Communications
Advertiser	Koch Communications
Title	Koch Communications Blog

Blogs & Digital Publications

Digital Publications

Award	Bronze Award
Entrant	Noble Research Institute
Advertiser	Noble Research Institute
Title	Ag News and Views
Credits	Shane Porter Courtney Leeper Ginger Daniel Rob Mattson Josh Meo Robyn Peterson

Public Service

Online / Interactive



Award	ADDY® Award ^
Entrant	Jones PR
Advertiser	AOGC Not Even a Nickel
Title	AOGC Not Even a Nickel
Credits	Suzanne Singleterry Joshua Harlow

Advertising Industry Self-Promotion

Online / Interactive



Award	ADDY® Award ^
Entrant	Station8 Branding
Advertiser	Station8 Branding
Title	Station8 Website
Credits	David Clark Ian Russell Ed Dogan Laura Crouch



Award ADDY® Award ^
 Entrant Saxum
 Advertiser Saxum
 Title Saxum Website
 Credits Jodi Higbee
 Aran Bruce
 Amy Pyles
 Jessica Robbins
 Madison Hedrick
 Madison Bryan
 Ivan Caro
 Logan Walcher
 Jeff Lowe



Award ADDY® Award ^
 Entrant Unknown.Studio
 Advertiser Unknown.Studio
 Title Unknown.Studio Website
 Credits Aaron Dickey
 Tanner Tate

FILM, VIDEO & SOUND

Radio Advertising

Radio Advertising - Local

Single Spot more than :30 Seconds

Award Bronze Award
 Entrant Robot House Creative
 Advertiser Renaissance Salon & Spa
 Title Renaissance Salon Holiday
 Radio
 Credits Brian Winkler

Radio Advertising - Regional/National Campaign

Award ADDY® Award
 Entrant Robot House Creative
 Advertiser Hideaway Pizza
 Title Hideaway Pizza Pandora
 Campaign
 Credits Brian Winkler
 Brett Grimes
 Adam LeNaire

Television Advertising

TV Advertising - Local

Single Spot :30 Seconds

Award ADDY® Award
 Entrant High Five Media
 Advertiser Stevenson Law
 Title Stevenson Law - Divorce
 Scrabble
 Credits Chase Spivey

Award Silver Award
 Entrant Blue House Media
 Advertiser Blue House Media
 Title Privett Personal Injury.com
 Credits Blue House Media
 Levi Cathcart
 Joel Wade
 Sean Goodsell
 Privett Personal Injury

Award Silver Award
 Entrant Retrospec Films
 Advertiser Mini of Kennesaw
 Title Mini of Kennesaw
 Credits Brandon Forbes
 Jason Burks
 Jacob Hightower
 Madison Dettor
 Cole Puryear
 The Audio Planet

Award Silver Award
 Entrant Ackerman McQueen
 Advertiser Remington Park
 Title Remington Park Thoroughbreds
 Credits Ashley Ball
 Rick Lipe
 Patrick Vaughn
 Jason Bushore
 JT Burg

Award Silver Award
 Entrant Ackerman McQueen
 Advertiser Chickasaw Cultural Center
 Title Christmas Celebration
 & Fine Arts
 Credits Jeanette Elliott
 Erin Brinkworth
 Stephen Wymer
 Jason Bushore
 Brandon Witt

Award Silver Award
 Entrant Ackerman McQueen
 Advertiser Chickasaw Cultural Center
 Title Christmas Celebration
 & Fine Arts
 Credits Jeanette Elliott
 Erin Brinkworth
 Stephen Wymer
 Jason Bushore
 Brandon Witt

Award Silver Award
 Entrant High Five Media
 Advertiser Salvation Army Tulsa
 Title Salvation Army Tulsa
 Credits Scott Rupe
 Chase Spivey

Award Silver Award
Entrant Retrospec Films
Advertiser Davis Moore Auto Group
Title Davis Moore
Credits Josh Franks
 Jason Burks
 Brandon Forbes
 Jacob Hightower
 Nathan Groves

Award Bronze Award
Entrant Ackerman McQueen
Advertiser Remington Park
Title 2017 Summer Jockeys
Credits Ashley Ball
 Rick Lipe
 Stephen Wymer
 Jason Bushore
 JT Burg

Award ADDY® Award
Entrant Ackerman McQueen
Advertiser Chickasaw Nation
Title Our History World History
 Payamatha
Credits Jeanette Elliott
 Andy Lamon
 Stephen Wymer
 Jason Bushore
 JT Burg

Award Silver Award
Entrant High Five Media
Advertiser Foshee & Yaffe Attorneys
 at Law
Title Foshee & Yaffe - The Villain
Credits Chase Spivey

Award Bronze Award
Entrant Ackerman McQueen
Advertiser Chickasaw Cultural Center
Title Three Sisters Celebration
Credits Jeanette Elliott
 Andy Lamon
 Stephen Wymer
 Jason Bushore
 Brandon Witt

Award ADDY® Award
Entrant Ackerman McQueen
Advertiser Chickasaw Nation
Title Benjamin Espinosa Profile
Credits Becky King
 Andy Lamon
 Walt Cox
 Wes DeWitte

Award Silver Award
Entrant STAPLEGUN
Advertiser OU Medicine
Title OU Medicine - ONE
Credits Team STAPLEGUN

Award Bronze Award
Entrant HOEGGER COMMUNICATIONS
Advertiser James Lane Air Conditioning
 and Plumbing
Title James Lane 60th Anniversary
Credits Matt Hamilton
 Simeon Hendrix
 Luke Ja'peg

Award Silver Award
Entrant High Five Media
Advertiser Foshee & Yaffe Attorneys
 at Law
Title Foshee & Yaffe - Baseball Bat
Credits Chase Spivey

Award Bronze Award
Entrant VI Marketing and Branding
Advertiser Bob Moore Auto Group
Title Bob Moore Auto Group:
 Keep Shooting
Credits Steve Sturges
 Kregg Lee
 Matt Lowery
 Beau Leland
 Mike Anderson
 Aaron Cahill
 Robbie Repola

Award Bronze Award
Entrant STAPLEGUN
Advertiser True Sky Credit Union
Title True Sky Credit Union :30 Spots
Credits Team STAPLEGUN

Award Bronze Award
Entrant Ackerman McQueen
Advertiser BancFirst
Title BancFirst Seminole Community
Credits Jeanette Elliott
 Rick Lipe
 Don Juntunen
 Kevin Barret
 Dean Wilhite

TV Advertising - Local *Single Spot :60 Seconds or More*

Award Bronze Award
Entrant VI Marketing and Branding
Advertiser Bob Moore Auto Group
Title Bob Moore Auto Group:
 Keep Shooting
Credits Steve Sturges
 Kregg Lee
 Matt Lowery
 Beau Leland
 Mike Anderson
 Aaron Cahill

Award ADDY® Award
Entrant Ackerman McQueen
Advertiser Chickasaw Nation
Title Our History Davy Crockett
Credits Jeanette Elliott
 Andy Lamon
 Stephen Wymer
 Jason Bushore
 JT Burg

TV Advertising - Local *Campaign*

Award ADDY® Award
Entrant Ackerman McQueen
Advertiser BancFirst
Title BancFirst Steven Adams
Credits Ashley Ball
 Rick Lipe
 Lael Erickson
 Wes DeWitte
 Brandon Witt

Award Bronze Award
 Entrant Retrospec Films
 Advertiser Career Tech
 Title Career Tech
 Credits Jason Burks
 Nathan Groves
 Josh Franks
 Mitch Layne
 Cole Puryear
 Josh Tackett
 Madison Dettor
 The Audio Planet

Award Bronze Award
 Entrant Producers Playhouse
 Advertiser John Vance Auto Group
 Title It's True!
 Credits The Producers Playhouse Crew
 & Production Team
 Art Hyde

TV Advertising Regional / National *Single Spot, Up to 2:00*

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Highway Safety
 Office
 Title Door Knock
 Credits Steve Sturges
 Matt Lowery
 Robbie Repola
 Kregg Lee
 Bob Lausten
 Beau Leland
 Mike Anderson
 Greta Anglin
 Valerie Trammell
 Michelle Cleveland

Award ADDY® Award
 Entrant Paycom
 Advertiser Paycom
 Title "This is Sam" TV Commercial
 Credits Ginny Bourke
 Katy Fabrie
 Brie Hobbs
 Brock Lay
 Rod Lott
 Amy Newman-Wells
 Kathy Oden-Hall
 Jamie Russell
 Casey Twenter

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of
 Tourism & Recreation
 Title Oklahoma: Some Like It Quiet
 Credits Steve Sturges
 Matt Lowery
 Beau Leland
 Robbie Repola
 Preston Herring
 Jennifer Blevins
 Kregg Lee
 Claire Douthitt
 Brooke Ouzts

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of
 Tourism & Recreation
 Title Oklahoma: Forged in the
 Furnace
 Credits Steve Sturges
 Matt Lowery
 Beau Leland
 Robbie Repola
 Preston Herring
 Jennifer Blevins
 Kregg Lee
 Claire Douthitt
 Brooke Ouzts

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of
 Tourism & Recreation
 Title Oklahoma: Mind Grows Wings
 Credits Steve Sturges
 Matt Lowery
 Beau Leland
 Robbie Repola
 Preston Herring
 Jennifer Blevins
 Claire Douthitt
 Brooke Ouzts

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of
 Tourism & Recreation
 Title Oklahoma: Wide Open Wonder
 Credits Steve Sturges
 Matt Lowery
 Beau Leland
 Robbie Repola
 Preston Herring
 Jennifer Blevins
 Kregg Lee
 Claire Douthitt
 Brooke Ouzts

Award Silver Award
 Entrant Paycom
 Advertiser Paycom
 Title "This is Jeff" TV Commercial
 Credits Ginny Bourke
 Katy Fabrie
 Brie Hobbs
 Brock Lay
 Rod Lott
 Amy Newman-Wells
 Kathy Oden-Hall
 Jamie Russell
 Casey Twenter

Award Bronze Award
Entrant Saxum
Advertiser First Fidelity Bank
Title Your Life Outlined
Credits Dan Martel
 Logan Walcher
 Amy Blackburn
 Madison Malget
 Terry Whitmore
 Bobbie Morgan

Award Bronze Award
Entrant Retrospec Films
Advertiser Trinity Broadcast Network
Title The History of Thanksgiving
 Promo
Credits Josh Tackett
 Madison Dettor
 Nathan Groves
 The Audio Planet

Award Bronze Award
Entrant Saxum
Advertiser American Petroleum Institute
Title Energy Powers Your Life :60
Credits Jenifer McAbee
 LouAnn Lissonnet
 Dan Martel

Award Bronze Award
Entrant Retrospec Films
Advertiser University of Oklahoma
Title University of Oklahoma 2017
Credits Jason Burks
 Nathan Groves
 Brandon Forbes
 Josh Franks
 Josh Tackett
 The Audio Planet

TV Advertising Regional / National Campaign

Award ADDY® Award
Entrant Robot House Creative
Advertiser Hideaway Pizza
Title Hideaway Pizza TV Campaign
Credits Brian Winkler
 Adam LeNaire
 Brett Grimes

Award ADDY® Award
Entrant Paycom
Advertiser Paycom
Title "This is Paycom" TV Campaign
Credits Ginny Bourke
 Katy Fabrie
 Brie Hobbs
 Brock Lay
 Rod Lott
 Amy Newman-Wells
 Kathy Oden-Hall
 Jamie Russell
 Casey Twenter

Award ADDY® Award
Entrant VI Marketing and Branding
Advertiser Oklahoma Department of
 Tourism & Recreation
Title Oklahoma Tourism:
 "No Boundaries"
Credits Steve Sturges
 Matt Lowery
 Beau Leland
 Robbie Repola
 Preston Herring
 Jennifer Blevins
 Kregg Lee
 Claire Douthitt
 Brooke Ouzts

Award Silver Award
Entrant Hahn Public Communications
Advertiser Oklahoma Natural Gas
Title Time Better Spent TV
 Campaign
Credits David Hicks
 Stuart Campbell
 Erin Malloy
 Kate Eads
 Greg Barton
 Rogelio Puente,
 Nicholas Walker
 Mike Woolf
 Fernando Nieri
 Ryan Orendorf
 Shelly Gupta
 Sarah Sutton

Award Silver Award
Entrant Ackerman McQueen
Advertiser Adventure Road
Title Adventure Road TV Campaign
Credits Ashley Ball
 Andy Lamon
 Lael Erickson
 Don Juntunen
 Brandon Witt

Award Bronze Award
Entrant 1577 Productions, Inc
Advertiser Devon Energy Corporation
Title Devon STEM Commercials
 Campaign
Credits 1577 Productions
 Christopher Hunt
 David Tester

Award Bronze Award
Entrant Saxum
Advertiser First Fidelity Bank
Title Your Life Outlined
Credits Amy Blackburn
 Bobbie Morgan
 Dan Martel
 Logan Walcher
 Madison Malget
 Terry Whitmore

Award Bronze Award
Entrant Saxum
Advertiser American Petroleum Institute
Title Energy Powers Your Life
 Campaign
Credits Dan Martel
 Logan Walcher
 Jenifer McAbee
 LouAnn Lissonnet

Online Film, Video & Sound

Internet Commercial

Single Spot, Any Length

Award ADDY® Award
Entrant VI Marketing and Branding
Advertiser Oklahoma State Department of Health
Title HIV Awareness Video - "Excuses"
Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Matt Lowery
 Beau Leland
 Greta Anglin
 Colleen Enis
 Rachel Merritt
 Steve Sturges

Award ADDY® Award
Entrant VI Marketing and Branding
Advertiser Oklahoma State Department of Health
Title HIV Awareness Video - "Fear"
Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Matt Lowery
 Beau Leland
 Greta Anglin
 Colleen Enis
 Rachel Merritt
 Steve Sturges

Award ADDY® Award
Entrant VI Marketing and Branding
Advertiser Oklahoma State Department of Health
Title HIV Awareness Video - "Denial"
Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Matt Lowery
 Beau Leland
 Greta Anglin
 Colleen Enis
 Rachel Merritt
 Steve Sturges

Award ADDY® Award
Entrant VI Marketing and Branding
Advertiser Oklahoma Department of Tourism & Recreation
Title Oklahoma: History & Heritage
Credits Steve Sturges
 Beau Leland
 Matt Lowery
 Robbie Repola
 Preston Herring
 Jennifer Blevins
 Claire Douthitt
 Brooke Ouzts

Award ADDY® Award
Entrant Saxum
Advertiser A Gathering Place for Tulsa
Title Reading Tree Animated Video
Credits Michelle Lory
 Dan Martel
 Houda Elyagzi
 Lacy Wulfers
 Ivan Caro
 Jessica Robbins
 Steelhouse

Award Silver Award
Entrant Cornerstone Home Lending
Advertiser Cornerstone Home Lending
Title Life Can Be Stressful
Credits Adam Ray
 Eric Smith
 Nate Rogers

Award Silver Award
Entrant VI Marketing and Branding
Advertiser Oklahoma State Department of Health
Title HIV Awareness Video - "Denial"
Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Matt Lowery
 Beau Leland
 Greta Anglin
 Colleen Enis
 Rachel Merritt
 Steve Sturges

Award Silver Award
Entrant NextThought, LLC
Advertiser University of Oklahoma, Admissions & Recruitment Office
Title OU Math Resources Promo
Credits NextThought

Award Silver Award
Entrant VI Marketing and Branding
Advertiser Oklahoma Department of Tourism & Recreation
Title Oklahoma Tourism: "No Boundaries"
Credits Steve Sturges
 Beau Leland
 Matt Lowery
 Robbie Repola
 Preston Herring
 Jennifer Blevins
 Kregg Lee
 Claire Douthitt
 Brooke Ouzts

Award Bronze Award
Entrant Jordan Advertising
Advertiser Noble Research Institute
Title Noble Announcement Video
Credits Jordan Team

Award Bronze Award
Entrant Freestyle Creative
Advertiser OSU Medical Center
Title OSU Medical Teaching Facility
Credits Rob Johnson
 Josh Bivens
 Kiley Browning
 Alexis Trammell

Award Bronze Award
Entrant Ackerman McQueen
Advertiser Oklahoma City Convention and Visitors Bureau
Title OKC CVB Promotional Video
Credits Ashley Ball
 Joseph D'Amato
 Jason Bushore
 Ed Russell

Internet Commercial Campaign

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department of Health
 Title HIV Awareness Video Campaign
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Matt Lowery
 Beau Leland
 Greta Anglin
 Colleen Enis
 Rachel Merritt
 Steve Sturges

Award Silver Award
 Entrant True Sky Credit Union
 Advertiser True Sky Credit Union
 Title True Friends
 Credits Matt Scheuber
 Ryan Doonkeen

Award Silver Award
 Entrant Freestyle Creative
 Advertiser Chickasaw Country
 Title "Explore a Nation" Campaign
 Credits Rob Johnson
 Josh Bivens
 Rebecca Chambless
 Alexis Trammell
 Kiley Browning
 Kelley Gann
 Vahid Farzaneh
 Matt Farley
 Hummingbird Aerials

Award Bronze Award
 Entrant Saxum
 Advertiser Interstate Natural Gas Association of America
 Title Renewable and Safety Video Series
 Credits Jenifer McAbee
 Aran Bruce
 Carly O'Donnell
 LouAnn Lissonnet
 Dan Martel

Award Bronze Award
 Entrant Saxum
 Advertiser A Gathering Place for Tulsa
 Title The Reading Tree Video Campaign
 Credits Michelle Lory
 Dan Martel
 Houda Elyagzi
 Lacy Wulfers
 Ivan Caro
 Jessica Robbins
 Steelhouse

Webisode Single

Award ADDY® Award
 Entrant Ackerman McQueen
 Advertiser Chickasaw Nation
 Title Winter Fire - And Our Mothers Cried
 Credits Becky King
 Andy Lamon
 John Almendarez
 Jason Bushore

Award ADDY® Award
 Entrant Ackerman McQueen
 Advertiser Chickasaw Nation
 Title Thrive Traditions - Bow Making
 Credits Becky King
 Nicole Salazar
 Walt Cox
 Wes DeWitte

Award Bronze Award
 Entrant Ackerman McQueen
 Advertiser Chickasaw Nation
 Title Chickasaw Leaders and Legacies Ep 1
 Credits Becky King
 Andy Lamon
 Joe Busch
 Jason Bushore
 Brandon Witt

Webisode Series

Award ADDY® Award
 Entrant Ackerman McQueen
 Advertiser Chickasaw Nation
 Title Winter Fire
 Credits Becky King
 Joe Busch
 Jason Bushore
 Brandon Witt

Award ADDY® Award
 Entrant Trifecta Communications
 Advertiser Folk Secrets
 Title Folk Secrets Season One
 Credits Team Trifecta

Branded Content & Entertainment for Online Film, Video & Sound

Single Entry :60 Seconds or Less

Award Bronze Award
 Entrant VI Marketing and Branding
 Advertiser TSET - Tobacco Stops With Me
 Title Candy Skull Social Media
 Credits Erin Robinson
 Matt Lowery
 Richard York
 Jeff Bowman
 Lindsey Funk
 Greta Anglin
 Jordan Horn
 Valerie Trammell

Branded Content & Entertainment for Online Film, Video & Sound

Single Entry more than :60 Seconds

Award ADDY® Award
 Entrant Jones PR
 Advertiser Association of General Contractors
 Title AOGC 2017 Video
 Credits Suzanne Singleterry
 Joshua Harlow

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Public Service Company
 of Oklahoma
 Title PSO Peak Performers Video
 Credits David Hinds
 Richard York
 Dmitri Kostjukov
 Matt Lowery
 Mike Anderson
 Beau Leland
 Robbie Repola
 Preston Herring
 Christine Golden
 Steve Sturges
 Kregg Lee

Award ADDY® Award
 Entrant HOEGGER COMMUNICATIONS
 Advertiser Faith Mission
 Title Faith Mission
 Credits Matt Hamilton
 Simeon Hendrix
 Patrick Riordan
 Luke Ja'peg
 Andrew Bell

Award ADDY® Award
 Entrant HOEGGER COMMUNICATIONS
 Advertiser Wichita Falls Symphony Inc.
 Title Legacy of Wichita Falls
 Symphony
 Credits Matt Hamilton
 Simeon Hendrix
 Luke Ja'peg

Award Silver Award
 Entrant CVWmedia
 Advertiser Vanessa House Beer Company
 Title Vanessa House Company
 Culture Video
 Credits CVWmedia

Award Silver Award
 Entrant Cornerstone Home Lending
 Advertiser Cornerstone Home Lending
 Title Life Can Be Stressful
 Credits Adam Ray
 Eric Smith
 Nate Rogers

Award Silver Award
 Entrant HOEGGER COMMUNICATIONS
 Advertiser Burkburnett ISD
 Title Burkburnett ISD
 Credits Matt Hamilton
 Simeon Hendrix
 Luke Ja'peg

Award Silver Award
 Entrant HOEGGER COMMUNICATIONS
 Advertiser Andy Albertson
 Title Andy's Story
 Credits Matt Hamilton
 Simeon Hendrix
 Luke Ja'peg

Award Silver Award
 Entrant Retrospec Films
 Advertiser City of Broken Arrow
 Title Visit Broken Arrow
 Credits Mitch Layne
 Josh Tackett
 Brandon Forbes
 The Audio Planet

Award Silver Award
 Entrant Retrospec Films
 Advertiser Hilti North America
 Title Hilti North America (HNA)
 Credits Jason Burks
 Nathan Groves
 Josh Franks
 Josh Tackett
 The Audio Planet

Award Bronze Award
 Entrant Retrospec Films
 Advertiser Hemsaw
 Title Hemsaw
 Credits Josh Franks
 Josh Tackett
 The Audio Planet

Award Bronze Award
 Entrant Retrospec Films
 Advertiser Jinyoung Lee Englund
 Title Jinyoung Lee Englund
 Credits Jason Burks
 Brandon Forbes
 Josh Franks
 Josh Tackett
 The Audio Planet

Award Bronze Award
 Entrant Retrospec Films
 Advertiser Climb Tulsa
 Title Climb Tulsa

Award Bronze Award
 Entrant VI Marketing and Branding
 Advertiser Public Service Company
 of Oklahoma
 Title PSO TriStar Glass Testimonial
 Video
 Credits David Hinds
 Richard York
 Dmitri Kostjukov
 Matt Lowery
 Mike Anderson
 Beau Leland
 Robbie Repola
 Preston Herring
 Christine Golden
 Steve Sturges
 Kregg Lee

Award Bronze Award
 Entrant High Five Media
 Advertiser Salvation Army Tulsa
 Title Without The Salvation Army
 Tulsa
 Credits Scott Rupe'

Branded Content & Entertainment for Television

Award Silver Award
 Entrant Retrospec Films
 Advertiser TBN
 Title Joseph Prince Trailer
 Credits Josh Franks
 Josh Tackett
 The Audio Planet

Branded Content & Entertainment

Non-Broadcast

Award Silver Award
 Entrant Robot House Creative
 Advertiser Hideaway Pizza
 Title Hideaway Pizza Radio Holiday
 Liners
 Credits Brian Winkeler

Award Silver Award
 Entrant Insight Creative Group
 Advertiser St. Anthony
 Title St. Anthony Sharon & Peggy
 Credits Team ICG

Award Bronze Award
 Entrant Retrospec Films
 Advertiser Big Brothers Big Sisters of
 Oklahoma
 Title Big Brothers Big Sisters
 Credits Josh Tackett

Award Bronze Award
 Entrant Robot House Creative
 Advertiser Hideaway Pizza
 Title Hideaway Pizza On-Hold
 Message
 Credits Brian Winkeler

Branded Content & Entertainment

Campaign

Award Bronze Award
 Entrant Love's Travel Stops
 Advertiser Love's Travel Stops
 Title Bear in the Chair
 Credits Andrew McDonald
 Liz Worsham
 Kealey Dorian

Sales Promotion

Audio / Visual Sales Presentation

Award ADDY® Award
 Entrant Insight Creative Group
 Advertiser Total Wellness
 Title Total Wellness Office
 Credits Team ICG

Award Silver Award
 Entrant Insight Creative Group
 Advertiser Total Wellness
 Title Total Wellness School
 Credits Team ICG

Award Bronze Award
 Entrant VI Marketing and Branding
 Advertiser Wymer Brownlee
 Title Wymer Brownlee Brand Reveal
 Video
 Credits Aaron Cahill
 Bob Lausten
 Matt Lowery
 Beau Leland
 Preston Herring
 Christine Golden

Public Service

Television

Award Silver Award
 Entrant Jordan Advertising
 Advertiser Feed the Children
 Title Feed the Children Poem TV :30
 Credits Jordan Team

Public Service

Online Film, Video & Sound

Award ADDY® Award
 Entrant STAPLEGUN
 Advertiser Catholic Charities
 Title Catholic Charities Donor Video
 Credits Team STAPLEGUN

Award Silver Award
 Entrant 1577 Productions, Inc
 Advertiser Regional Food Bank of
 Oklahoma
 Title One Stop Light
 Credits 1577 Productions
 David Tester

Award Silver Award
 Entrant VI Marketing and Branding
 Advertiser TSET - Tobacco Stops With Me
 Title World No Tobacco Day Preroll
 Credits Jeff Bowman
 Richard York
 Erin Robinson
 Preston Herring
 Beau Leland
 Colleen Enis
 Jordan Horn
 Lindsey Funk
 Greta Anglin
 Rachel Merritt
 Alex Taylor

Award Silver Award
 Entrant High Five Media
 Advertiser Salvation Army
 Title Fighting Homelessness
 Credits Scott Rupe'

Award Bronze Award
 Entrant High Five Media
 Advertiser Salvation Army
 Title Boys and Girls Clubs
 Credits Scott Rupe'

Public Service*Non-Broadcast Audio / Visual*

Award Silver Award
 Entrant Tulsa Area United Way
 Advertiser Tulsa Area United Way
 Title Because of You: 2017 Campaign
 Video

Credits Brent Ortolani
 Jeff Rogers
 Bonnie Rucker
 Jason Burks
 Nathan Groves
 Brandon Forbes
 Jordan Fisher
 Jacob Hightower
 Josh Franks
 Josh Tackett
 Midson Dettor

Award Silver Award
 Entrant Insight Creative Group
 Advertiser Angels Foster Family Network
 Title Angels Foster Gala Video
 Credits Team ICG

Award Bronze Award
 Entrant NewView Oklahoma
 Advertiser NewView Oklahoma
 Title Trinity's Story
 Credits Brenda Bennett
 Dave Morris
 Greg Singleton
 Todd Fraser
 Simon Hurst

Award Bronze Award
 Entrant STAPLEGUN
 Advertiser Cox Charities
 Title Cox Charities Internal
 Presentation
 Credits Team STAPLEGUN

Award Bronze Award
 Entrant Insight Creative Group
 Advertiser City Rescue Mission
 Title City Rescue Mission Mirrors
 Credits Team ICG

Award Bronze Award
 Entrant Insight Creative Group
 Advertiser City Rescue Mission
 Title City Rescue Mission
 Mission of Hope
 Credits Team ICG

**Advertising Industry
Self-Promotion***Film Video & Sound*

Award Silver Award
 Entrant NextThought, LLC.
 Advertiser NextThought, LLC.
 Title 2017 Platform Promo
 Credits NextThought

Award Bronze Award
 Entrant Saxum
 Advertiser Saxum
 Title Agency Reel
 Credits Jodi Higbee
 Dan Martel
 Jessica Robbins
 Logan Walcher
 Ivan Caro

Award Bronze Award
 Entrant High Five Media
 Advertiser High Five Media
 Title Safe Harbour
 Credits Scott Rupe'

Award Bronze Award
 Entrant High Five Media
 Advertiser High Five Media
 Title National High Five Day
 Credits Scott Rupe'

Award Bronze Award
 Entrant Insight Creative Group
 Advertiser Insight Creative Group
 Title Callie Birthday Video
 Credits Team ICG

CROSS PLATFORM**Integrated Advertising
Campaign***B-to-B Campaign, National*

Award ADDY® Award ^
 Entrant Paycom
 Advertiser Paycom
 Title Discover Campaign
 Credits Lacey Brauser
 Amy Double
 Brock Lay
 Rod Lott
 Casey Twenter
 Monica Johnson
 Sarah Robison
 Megan Radford

**Integrated Advertising
Campaign***Consumer Campaign, Local*

Award ADDY® Award ^
 Entrant STAPLEGUN
 Advertiser Oklahoma Education
 Association
 Title OEA Action Campaign
 Credits Team STAPLEGUN



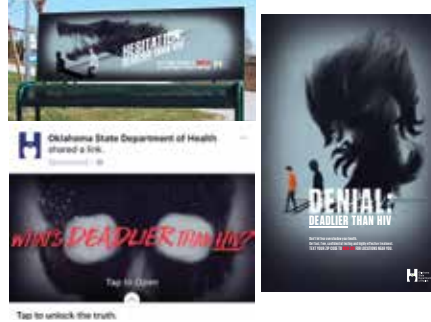
Award ADDY® Award ^
 Entrant Saxum
 Advertiser A Gathering Place for Tulsa
 Title The Reading Tree Campaign
 Credits Michelle Lory
 Dan Martel
 Houda Elyazgi
 Lacy Wulfers
 Ivan Caro
 Jessica Robbins
 Jayna Hadwiger
 Jodi Higbee
 Amy Pyles
 Zach Gilliam
 Nida Nizami

Award Silver Award
 Entrant Saxum
 Advertiser George Kaiser Family
 Foundation
 Title Talking is Teaching Campaign
 Credits Maddie Pace
 Marisa Clements
 Ivan Caro
 Daniel Marshall
 Terry Whitmore
 Jessica Robbins
 Houda Elyazgi
 Michelle Lory

Award Silver Award
 Entrant Ackerman McQueen
 Advertiser Oklahoma State Fair
 Title State Fair Radio/TV
 Credits Ashley Ball
 Rick Lipe
 Lael Erickson
 Stephen Wymer
 Don Juntunen

Integrated Advertising Campaign

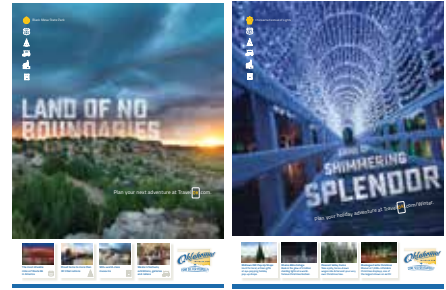
Consumer Campaign, National



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department
 of Health
 Title HIV Awareness Video
 Campaign
 Credits Aaron Cahill
 Clay Miller
 Mike Anderson
 Matt Lowery
 Beau Leland
 Greta Anglin
 Colleen Enis
 Rachel Merritt
 Steve Sturges
 Gregg Lee



Award ADDY® Award ^
 Entrant Robot House Creative
 Advertiser Hideaway Pizza
 Title Hideaway Pizza Brand
 Campaign
 Credits Brian Winkler
 Adam LeNaire
 Brett Grimes



Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of
 Tourism & Recreation
 Title Oklahoma Tourism: "No
 Boundaries"
 Credits Steve Sturges
 Beau Leland
 Matt Lowery
 Robbie Repola
 Preston Herring
 Jennifer Blevins
 Aaron Cahill
 Gregg Lee
 Claire Douthitt
 Brooke Ouzts

Award Bronze Award
 Entrant Hahn Public Communications
 Advertiser Oklahoma Natural Gas
 Title Time Better Spent
 Credits David Hicks
 Stuart Campbell
 Erin Malloy
 Kate Eads
 Greg Barton
 Rogelio Puente
 Nicholas Walker
 Mike Woolf
 Fernando Nieri
 Ryan Orendorf
 Shelly Gupta
 Sarah Sutton

Integrated Brand Identity Campaign

Local or Regional / National



Award ADDY® Award ^
 Entrant Toast Design Studio
 Advertiser OSU Museum of Art
 Title OSU Museum of Art Identity
 Credits Tiffany Lea Haendel
 Emily Taylor Smart

Award Bronze Award
 Entrant Choctaw Nation Division of Commerce
 Advertiser Choctaw Casino & Resort Durant
 Title La Cantina-Brand Identity
 Credits Kevin Wingfield

Award Bronze Award
 Entrant Full Metal Muse
 Advertiser Noah Taylor
 Title Noah Taylor
 Credits Amy Johnson
 Sarah Boling
 Noah Taylor

Award Bronze Award
 Entrant STAPLEGUN
 Advertiser Ponca City
 Title Ponca City Rebrand
 Credits Team STAPLEGUN

Award Bronze Award
 Entrant Third Degree Advertising
 Advertiser MTC Federal Credit Union
 Title Re-Branding Launch
 Credits Third Degree Advertising

Integrated Branded Content Campaign

Local or Regional / National



Award ADDY® Award ^
 Entrant OU Admissions & Recruitment
 Advertiser The University of Oklahoma
 Title OU Admission Experience
 Credits Tiffany Lea Haendel
 Melanie Foster
 Danielle Dunn
 Kelby Wilkerson
 Bryce Kunkel
 Chelsey Kraft
 Ashley Mihalick



Award ADDY® Award ^
 Entrant Trifecta Communications
 Advertiser Folk Secrets
 Title Folk Secrets Campaign
 Credits Team Trifecta



Award ADDY® Award ^
 Entrant Ackerman McQueen
 Advertiser Chickasaw Nation
 Title Chickasaw.tv
 Credits Brian Darely
 Matt Yavuzcan
 Brent Whitsett
 Tom Richardson
 Cristain Rivera
 Chris Strong
 Sebastian Voicu
 Becky King
 Andy Lamon
 Nicole Salazar
 Joe Busch
 John Almendarez
 Walt Cox
 Brandon Witt

Award ADDY® Award
 Entrant STAPLEGUN
 Advertiser Oklahoma City Thunder
 Title OKC Thunder Fandom Campaign
 Credits Team STAPLEGUN

Online / Interactive Campaign

Award ADDY® Award
 Entrant STAPLEGUN
 Advertiser Oklahoma Nutrition Information Education Project
 Title ONIE Homemade Campaign
 Credits Team STAPLEGUN

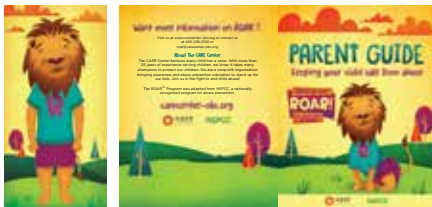
Award Bronze Award
 Entrant VI Marketing and Branding
 Advertiser Public Service Company of Oklahoma
 Title PSO Residential Tips Campaign
 Credits David Hinds
 Richard York
 Matt Lowery
 Mike Anderson
 Beau Leland
 Megan Gessouroun
 Steve Donehue
 Preston Herring
 Christine Golden
 Kregg Lee
 Steve Sturges

Public Service

Integrated Media Campaign



Award ADDY® Award ^
 Entrant STAPLEGUN
 Advertiser The Children's Hospital OU Medicine
 Title The Children's Hospital Mixed Media
 Credits Team STAPLEGUN



Award ADDY® Award ^
 Entrant Insight Creative Group
 Advertiser The Care Center
 Title ROAR Campaign
 Credits Team ICG

Award Silver Award
 Entrant Jones PR
 Advertiser Association of General Contractors
 Title AOGC Not Even A Nickel Campaign
 Credits Suzanne Singleterry
 Joshua Harlow

Award Silver Award
 Entrant Ackerman McQueen
 Advertiser State Treasurer's Office
 Title State Treasurer's Office Campaign
 Credits Ashley Ball
 Erin Brinkworth
 Stephen Wymer
 Emily Russell
 Kale Atterberry

Advertising Industry Self-Promotion

Single Medium Campaign

Award ADDY® Award
 Entrant Insight Creative Group
 Advertiser Insight Creative Group
 Title ICG Christmas Videos
 Credits Team ICG

Advertising Industry Self-Promotion

Integrated Campaign

Award Bronze Award
 Entrant VI Marketing and Branding
 Advertiser VI Marketing and Branding
 Title VI Carne Diem
 Credits Jeff Bowman
 Bob Lausten
 Megan Gessouroun
 Jacquelyn Lamar
 Julie Rowell

ELEMENTS OF ADVERTISING

Copywriting

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of Tourism & Recreation
 Title Oklahoma: Forged in the Furnace
 Credits Steve Sturges

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of Tourism & Recreation
 Title Oklahoma: Some Like it Quiet
 Credits Steve Sturges

Award Silver Award
 Entrant Jordan Advertising
 Advertiser Oklahoma State University
 Title Oklahoma State PSA Script
 Credits Jordan Team

Award Bronze Award
 Entrant Jordan Advertising
 Advertiser Noble Research Institute
 Title Noble Announcement Script
 Credits Jordan Team

Logo Design



Award ADDY® Award
 Entrant Back40 Design
 Advertiser State Chamber of Oklahoma Research Foundation
 Title OK2030 Branding
 Credits Dave Miller
 Amy Grellner



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Award ADDY® Award ^
 Entrant Back40 Design
 Advertiser Fetch!
 Title Fetch! Branding
 Credits Dave Miller
 Ryan Kirkpatrick



Award ADDY® Award ^
 Entrant Back40 Design
 Advertiser Twigs Landscaping
 Title Twigs Landscaping Branding
 Credits Dave Miller
 Robbie Knight



Award ADDY® Award ^
 Entrant Robot House Creative
 Advertiser Hideaway Pizza
 Title Hideaway Pizza Radio Logo
 Credits Brett Grimes
 Adam LeNaire
 Brian Winkler



Award ADDY® Award ^
 Entrant liquidfish
 Advertiser Culinary Edge
 Title Black Walnut
 Credits liquidfish team



Award ADDY® Award ^
 Entrant Chickasaw Nation Department
 of Commerce Marketing
 Advertiser Trace Fiber Networks
 Title Trace Fiber Networks Logo
 Credits Jill McDonald
 Nicholas Jurik
 Megan Basden



Award ADDY® Award ^
 Entrant Choctaw Nation Division
 of Commerce
 Advertiser Choctaw Nation of Oklahoma
 Title Roots Logo
 Credits A. Brooke Hise-Dameron

Award Silver Award
 Entrant liquidfish
 Advertiser Mooch App
 Title Mooch
 Credits liquidfish team

Award Silver Award
 Entrant Robot House Creative
 Advertiser Hideaway Pizza
 Title Hideaway Pizza '57 Ale Logo
 Credits Adam LeNaire
 Brett Grimes
 Brian Winkler

Award Silver Award
 Entrant Robot House Creative
 Advertiser KOSU
 Title KOSU Tune In Tulsa Logo
 Credits Brett Grimes
 Adam LeNaire
 Brian Winkler

Award Silver Award
 Entrant Chickasaw Nation Department
 of Commerce Marketing
 Advertiser Chickasaw Destination
 Title Chickasaw Destination Logo
 Credits Jill McDonald
 Nicholas Jurik

Award Silver Award
 Entrant Krush Digital
 Advertiser Block 23
 Title Block 23
 Credits Team Krush
 Rusty Holzer

Award Silver Award
 Entrant STAPLEGUN
 Advertiser Oklahoma Forestry Services
 Title OK Forestry Rebrand
 Credits Team STAPLEGUN

Award Silver Award
 Entrant Jordan Advertising
 Advertiser Stonecloud Brewing Co.
 Title Stonecloud Brewing Co. Logo
 Credits Jordan Team

Award Bronze Award
 Entrant VI Marketing and Branding
 Advertiser Underground Productions
 Title Underground Productions
 Credits Jeff Bowman
 Steve Sturges

Award Bronze Award
 Entrant Back40 Design
 Advertiser Title Pac
 Title Title Pac Branding
 Credits Dave Miller
 Luke Southern

Award Bronze Award
 Entrant Back40 Design
 Advertiser Lam Dermatology
 Title Lam Dermatology Branding
 Credits Dave Miller
 Adrian Townsend

Award Bronze Award
 Entrant Station8 Branding
 Advertiser Bradford Minerals
 Title Bradford Minerals Logo
 Credits David Clark
 Ian Russell

Award Bronze Award
 Entrant Robot House Creative
 Advertiser The Spy FM
 Title The Spy FM Logo
 Credits Sarah Pinc
 Brian Winkler
 Brett Grimes
 Adam LeNaire

Award Bronze Award
 Entrant Freestyle Creative
 Advertiser Norman Economic
 Development Coalition
 Title NEDC Startup 405
 Credits Kiley Browning
 Alexis Trammell
 Matt Farley

Award Bronze Award
 Entrant Insight Creative Group
 Advertiser Sara's Project
 Title Sara's Project
 Credits Team ICG

Award Bronze Award
 Entrant Clover Partners
 Advertiser Scratch Kitchen & Cocktails
 Title Scratch Kitchen & Cocktails
 Logo
 Credits Scott Scrivner
 Jeremy Sanchez
 Clint Williams

Award Bronze Award
 Entrant Choctaw Nation Division
 of Commerce
 Advertiser Choctaw Casino & Resort
 Durant
 Title Choctaw Festival of Gaming
 Logo
 Credits Ethan Prus

Award Bronze Award
 Entrant STAPLEGUN
 Advertiser Oklahoma Autism Center
 Title Oklahoma Autism Center
 Rebrand
 Credits Team STAPLEGUN

Award Bronze Award
 Entrant Unknown.Studio
 Advertiser Wellness Perspective
 Title Wellness Perspective Identity
 Credits Aaron Dickey
 Tanner Tate

Infographic

Award Bronze Award
 Entrant Paycom
 Advertiser Paycom
 Title Jim Thorpe Infographic
 Credits Rod Lott
 Brock Lay

Award Bronze Award
 Entrant Noble Research Institute
 Advertiser Noble Research Institute
 Title The Bold Little Bee
 Credits Josh Meo
 Courtney Leeper

Illustration Single



Award ADDY® Award ^
 Entrant Old Hat
 Advertiser Florida State University
 Title Florida State Caricatures
 Credits Dustin Schmidt

Award Bronze Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of
 Tourism & Recreation
 Title Oklahoma Film Holiday eCard
 Credits Mike Anderson

Illustration*Series*

Award ADDY® Award ^
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department
 of Health
 Title HIV Awareness Campaign
 Credits Mike Anderson
 Aaron Cahill



Award ADDY® Award ^
 Entrant Insight Creative Group
 Advertiser The Care Center
 Title Roar Illustrations
 Credits Team ICG



Award ADDY® Award ^
 Entrant Trifecta Communications
 Advertiser Folk Secrets
 Title Folk Secrets Characters
 Credits Team Trifecta

Award Silver Award
 Entrant Express Employment
 Professionals
 Advertiser Express Employment
 Professionals
 Title Express Byline Article Series
 Credits Guy McAlister

Award Silver Award
 Entrant Jordan Advertising
 Advertiser Stonecloud Brewing Co.
 Title Stonecloud Brewing Co.
 Halloween
 Credits Jordan Team

Still Photography*Black & White, Single*

Award Bronze Award
 Entrant High Five Media
 Advertiser High Five Media
 Title Doggo
 Credits Jonathan Burkhart

Award Bronze Award
 Entrant High Five Media
 Advertiser Local Lending Oklahoma
 Title Dean The Mortgage Machine
 Credits Jonathan Burkhart

Award Bronze Award
 Entrant Noble Research Institute
 Advertiser Noble Research Institute
 Title Consultation
 Credits Rob Mattson

Still Photography*Color, Single*

Award ADDY® Award ^
 Entrant Noble Research Institute
 Advertiser Noble Research Institute
 Title Asian Lady Beetles
 Credits Rob Mattson



Award ADDY® Award ^
 Entrant Simon Hurst Photography
 Advertiser Invenergy, LLC
 Title Carl of the High Plains
 Credits Simon Hurst

Award Silver Award
 Entrant High Five Media
 Advertiser High Five Media
 Title Doggo II
 Credits Jonathan Burkhart

Award Silver Award
 Entrant High Five Media
 Advertiser The Cow Cafe-Hay
 Title The Cow Cafe-Hay
 Credits Jonathan Burkhart

Award Silver Award
 Entrant High Five Media
 Advertiser Access My City
 Title Access My City
 Credits Jonathan Burkhart

Award Silver Award
 Entrant shevaun williams & associates
 Advertiser World Literature Today
 Title Neustadt Laureate Dubravka Ugrešić
 Credits Shevaun Williams
 Robert Con Davis-Undiano

Award Silver Award
 Entrant Noble Research Institute
 Advertiser Noble Research Institute
 Title Branding Sunrise
 Credits Rob Mattson

Award Silver Award
 Entrant Simon Hurst Photography
 Advertiser Hideaway Pizza
 Title Hideaway Pizza Beer Flight
 Credits Simon Hurst

Award Silver Award
 Entrant Simon Hurst Photography
 Advertiser Dom Brown Self Promotion,
 University of the Arts
 Title Dom Brown
 Credits Simon Hurst

Award Silver Award
 Entrant Old Hat
 Advertiser The University of Utah
 Title The University of Utah Soccer
 Photo
 Credits Dustin Schmidt

Award Bronze Award
 Entrant High Five Media
 Advertiser Hopscotch
 Title Hopscotch
 Credits Jonathan Burkhart

Award Bronze Award
 Entrant High Five Media
 Advertiser Spencer Heat & Air
 Title Spencer Heat & Air
 Credits Jonathan Burkhart

Still Photography

Digitally Enhanced, Single



Award ADDY® Award ^
 Entrant shevaun williams & associates
 Advertiser Oklahoma City Ballet
 Title OKC Ballet Swan Lake
 Credits Shevaun Williams
 Amy Potter
 Lauren Rosenfelt
 Robert Mills

Still Photography

Campaign



Award ADDY® Award ^
 Entrant shevaun williams & associates
 Advertiser Splurge Magazine
 Title Latina Fabulosa
 Credits Shevaun Williams
 Elizabeth Wheat
 Teriasia Dean
 Desireé Irving
 Ina with Brink Models

Award Silver Award
 Entrant Freestyle Creative
 Advertiser Central Oklahoma Humane
 Society
 Title #GivingTuesday Photography
 Credits Josh Bivens
 Rebecca Chambless

Award Bronze Award
 Entrant High Five Media
 Advertiser Hopscotch
 Title Hopscotch
 Credits Jonathan Burkhart

Award Bronze Award
 Entrant High Five Media
 Advertiser Salvation Army of Tulsa
 Title Salvation Army
 Credits Jonathan Burkhart

Award Bronze Award
 Entrant Old Hat
 Advertiser The University of Utah
 Title Football Photos
 Credits Dustin Schmidt

Art Direction

Single



Award ADDY® Award ^
 Entrant Trifecta Communications
 Advertiser Folk Secrets
 Title Folk Secrets
 Credits Team Trifecta

Award Bronze Award
 Entrant OU Admissions & Recruitment
 Advertiser The University of Oklahoma
 Title OU Admission Box
 Credits Tiffany Lea Haendel
 Ashley Mihalick

Film & Video*Cinematography*

Award ADDY® Award
 Entrant Retrospec Films
 Advertiser Vira Vinyasa
 Title Vira Vinyasa
 Credits Josh Franks
 Jason Burks
 Nathan Groves
 The Audio Planet

Award ADDY® Award
 Entrant Insight Creative Group
 Advertiser City Rescue Mission
 Title City Rescue Mission
 Mission of Hope
 Credits Team ICG

Award Silver Award
 Entrant Retrospec Films
 Advertiser Rebel Athletic
 Title Rebel Athletic
 Credits Jason Burks
 Brandon Forbes
 Jacob Hightower

Award Silver Award
 Entrant Ackerman McQueen
 Advertiser Springfield Armory
 Title Night of the Saint
 Credits Carl Warner
 Joe Busch
 Tyler Petersen
 JT Burg
 Jesse Davison
 Amy Hearn
 Jesse Greenberg

Award Silver Award
 Entrant Old Hat
 Advertiser University of Illinois
 Title Illinois Football Intro Video
 Credits Dustin Schmidt

Film & Video*Animation, Special Effects
or Motion Graphics*

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Public Service Company
 of Oklahoma
 Title PSO Peak Performers Video
 Credits Mike Anderson
 Matt Lowery

Award ADDY® Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma Department of
 Tourism & Recreation
 Title Oklahoma Film Holiday eCard
 Credits Mike Anderson

Award ADDY® Award
 Entrant Saxum
 Advertiser A Gathering Place for Tulsa
 Title The Reading Tree Animation
 Credits Ivan Caro
 Michelle Lory
 Dan Martel
 Houda Elyazgi
 Lacy Wulfers
 Jessica Robbins
 Steelhouse

Award Silver Award
 Entrant VI Marketing and Branding
 Advertiser Oklahoma State Department
 of Health
 Title HIV Awareness Campaign -
 Animation
 Credits Mike Anderson

Award Silver Award
 Entrant Old Hat
 Advertiser Southern Methodist University
 Title SMU Football Intro Video
 Credits Dustin Schmidt

Award Silver Award
 Entrant Retrospec Films
 Advertiser The Pearl Village
 Title The Pearl Village
 Credits Josh Tackett

Award Bronze Award
 Entrant Ackerman McQueen
 Advertiser INTEGRIS Health
 Title Baptist Children's Hospital
 Logo
 Credits Ashley Ball
 Brandon Witt
 Bob Harstad
 Darla Willison

Award Bronze Award
 Entrant Paycom
 Advertiser Paycom
 Title "Burning Question" Animated
 Video
 Credits Brock Lay
 Jay Rewerts
 Lauren Rogers
 Casey Twenter

Film & Video*Animation, Special Effects
or Motion Graphics - CGI*

Award Bronze Award
 Entrant Old Hat
 Advertiser Army West Point
 Title Army Tank Battle
 Credits Dustin Schmidt

Film & Video*Video Editing*

Award ADDY® Award
 Entrant HOEGGER COMMUNICATIONS
 Advertiser Wichita Falls Symphony Inc.
 Title Legacy of Wichita Falls
 Symphony
 Credits Matt Hamilton
 Simeon Hendrix
 Luke Ja'peg

Award Silver Award
 Entrant HOEGGER COMMUNICATIONS
 Advertiser Hayley's Music
 Title Hayley's Music
 Credits Matt Hamilton
 Simeon Hendrix
 Andrew Bell
 Luke Ja'peg

Award Bronze Award
 Entrant Lindsey + Asp
 Advertiser OU Athletics
 Title OU Men's Gymnastics
 Promotion Video
 Credits Johnny Fuchs

Award Bronze Award
 Entrant Ackerman McQueen
 Advertiser Springfield Armory
 Title Night of the Saint
 Credits Carl Warner
 Joe Busch
 Tyler Petersen
 JT Burg
 Jesse Davison
 Amy Hearn
 Jesse Greenberg

Sound

Music Only

Award Silver Award
 Entrant Ackerman McQueen
 Advertiser Oklahoma State Fair
 Title 2017 Oklahoma State Fair TV
 Credits Ashley Ball
 Don Juntunen

Award Silver Award
 Entrant Saxum
 Advertiser A Gathering Place for Tulsa
 Title The Reading Tree Musical
 Score
 Credits Michelle Lory
 Graham Colton
 Dan Martel
 Lacy Wulfers

Sound

Sound Design

Award Silver Award
 Entrant VI Marketing and Branding
 Advertiser Public Service Company
 of Oklahoma
 Title PSO Peak Performers Video
 Credits Matt Lowery

Digital Creative Technology

Interface & Navigation



Award ADDY® Award
 Entrant liquidfish
 Advertiser Titan II Energy
 Title Titan II Energy
 Credits liquidfish team

Digital Creative Technology

Responsive Design

Award Silver Award
 Entrant Paycom
 Advertiser Paycom
 Title Discover Website
 Credits Mike Brooks
 Alexander Echeverria
 Andy Nguyen
 Jay Rewerts
 Rebecca Vidacovich
 Greg Newby

Award Bronze Award
 Entrant Clover Partners
 Advertiser CMR Claims
 Title Claims Management Resources
 Website
 Credits Scott Scrivner
 Jeremy Sanchez
 Clint Williams

Award Bronze Award
 Entrant Third Degree Advertising
 Advertiser MTC Federal Credit Union
 Title MTC Website
 Credits Third Degree Advertising

Digital Creative Technology

User Experience

Award Bronze Award
 Entrant liquidfish
 Advertiser The State Chamber of
 Oklahoma
 Title The State Chamber of
 Oklahoma
 Credits liquidfish team

Award Bronze Award
 Entrant University of Oklahoma
 Advertiser Office of Strategic Initiatives
 Title OU Innovate Digital Student ID
 Credits Erin Wolfe
 George Thomas
 Ryan Trevino
 Steve Ho

Digital Creative Technology

Data Driven Media

Award ADDY® Award
 Entrant University of Oklahoma
 Advertiser Office of Strategic Initiatives
 Title OU Innovate Mobile App
 Credits Erin Wolfe
 George Thomas
 Steve Ho

Digital Creative Technology

Innovative Use of Interactive / Technology

Award ADDY® Award
 Entrant University of Oklahoma
 Advertiser Office of Strategic Initiatives
 Title OU Innovate Digital Student ID
 Credits Erin Wolfe
 George Thomas
 Ryan Trevino
 Steve Ho



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SHIRT COMPANY

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EMBROIDERY
GRAPHIC DESIGN

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Award Winners

SALES & MARKETING

Product or Sales Promotion

Packaging



Award ADDY® Award ^
 Entrant Jordan Richards
 University Oklahoma State University
 Title Käfer: Coffee + Roaster



Award ADDY® Award ^
 Entrant Maisie Cross
 University University of Central Oklahoma
 Title Mingle Butter



Award ADDY® Award ^
 Entrant Jeongeun (Sammy) Choi
 University University of Central Oklahoma
 Title The Principle, Energy Drink



Award ADDY® Award ^
 Entrant Kenzie McFeely
 University University of Central Oklahoma
 Title Cutie Pop, Italian Cream Soda



Award ADDY® Award ^
 Entrant Maisie Cross
 University University of Central Oklahoma
 Title MA_CHO : Manly Chocolate Bars



Award ADDY® Award ^
 Entrant Andrea Cain
 University University of Central Oklahoma
 Title Flying Vixen, Gin Elixirs



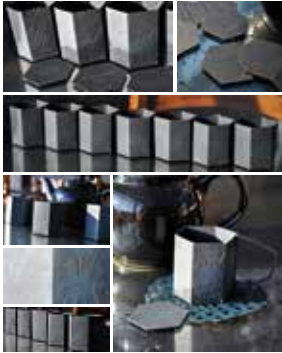
Award ADDY® Award ^
 Entrant Andrea Cain
 University University of Central Oklahoma
 Title Pono, Island Aroma



Award ADDY® Award ^
 Entrant Hayla Perrone
 University University of Central Oklahoma
 Title Bête Noire Lightbulbs



Award ADDY® Award ^
 Entrant Kiley Hoffman
 University University of Central Oklahoma
 Title GRIND Coffee Scrub



Award Bronze Award
 Entrant Austin Moore
 University University of Central Oklahoma
 Title Amitea Tea

Award Bronze Award
 Entrant Oanh Le
 University University of Central Oklahoma
 Title K À T A S T R O P H È



Award ADDY® Award ^
 Entrant Stacy Robertson
 University University of Central Oklahoma
 Title Seven Deadly Sins of Tea

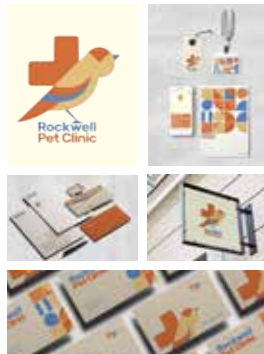
Award Bronze Award
 Entrant Megan Sadeghy
 University University of Central Oklahoma
 Title Dogs Are Awesome

Award ADDY® Award ^
 Entrant Hannah Babb
 University University of Central Oklahoma
 Title Quatro Publishing & Distribution

Award Silver Award
 Entrant Hyeju Lee
 University University of Central Oklahoma
 Title UNFOLD Wine

Collateral Material

*Stationary Package
 Single or Multiple Pieces*



Award Bronze Award
 Entrant Hyeju Lee
 University University of Central Oklahoma
 Title Operations, Office

Award Silver Award
 Entrant Hayla Perrone
 University University of Central Oklahoma
 Title SX. BOX

Collateral Material

Printed Annual Report or Brochure

Award Silver Award
 Entrant Hyeju Lee
 University University of Central Oklahoma
 Title Operations, Office

Award Silver Award
 Entrant Ryan Richards
 University University of Central Oklahoma
 Title Myth Beer

Collateral Material

Special Event Materials



Award Silver Award
 Entrant Maisie Cross
 University University of Central Oklahoma
 Title Thick Skull Brew Company

Award Silver Award
 Entrant Austin Moore
 University University of Central Oklahoma
 Title Riot Craft Cocktails

Award Silver Award
 Entrant Jeongeun (Sammy) Choi
 University University of Central Oklahoma
 Title Night Orchestra

Award ADDY® Award ^
 Entrant Amanda Dely
 University University of Central Oklahoma
 Title The Grand Beach Party Invitation



Award ADDY® Award ^
 Entrant Brenda Chavez
 University University of Central Oklahoma
 Title Break It!

Award Silver Award
 Entrant Kenzie McFeely
 University University of Central Oklahoma
 Title Mother Nature Paper Jam

Award Silver Award
 Entrant Kenzie McFeely
 University University of Central Oklahoma
 Title So Silk, Fashion and Music

Award Silver Award
 Entrant Sonoma McCullough
 University University of Central Oklahoma
 Title Babe's Hope

Award Silver Award
 Entrant Sabrina Bailey
 University Oklahoma State University
 Title Architect Convention Mailout

Award Bronze Award
 Entrant Hayden Magar
 University University of Central Oklahoma
 Title Workshop Ready!

Award Bronze Award
 Entrant Austin Moore
 University University of Central Oklahoma
 Title God of the Cave Invitation

Award Bronze Award
 Entrant Sonoma McCullough
 University University of Central Oklahoma
 Title Feeling

Award Bronze Award
 Entrant Cheyenne Austin
 University University of Central Oklahoma
 Title Unleash

Collateral Material

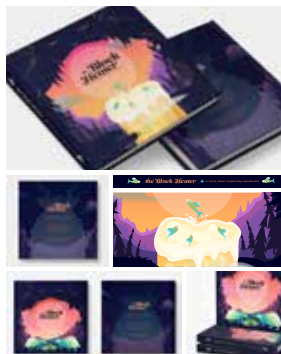
Publication Design, Cover



Award ADDY® Award ^
 Entrant Alison Corcoran
 University University of Central Oklahoma
 Title The Unbearable Lightness
 Cover

Collateral Material

Publication Design, Cover/Editorial Spread or Feature - Series



Award ADDY® Award ^
 Entrant Amanda Dely
 University University of Central Oklahoma
 Title The Block Heater

Award Bronze Award
 Entrant Hayden Magar
 University University of Central Oklahoma
 Title Reflection

Collateral Material

Publication Design, Magazine Design



Award ADDY® Award ^
 Entrant Sydney Levis-Navada
 University University of Central Oklahoma
 Title Technique



Award ADDY® Award ^
 Entrant Kiley Hoffman
 University University of Central Oklahoma
 Title UltraViolet Reptile Zines

Award Silver Award
 Entrant William Muschinske
 University University of Central Oklahoma
 Title Louder Than

OUT-OF-HOME & AMBIENT MEDIA

Collateral Material

Publication Design, Book Design



Award ADDY® Award ^
 Entrant Amanda Rochat
 University University of Central Oklahoma
 Title Fortunate

Award Silver Award
 Entrant Marissa Thelen
 University University of Central Oklahoma
 Title Becoming INDEPENDent

Award ADDY® Award
 Entrant Brenda Chavez
 University University of Central Oklahoma
 Title Type Crimes

Award Silver Award
 Entrant Abi Roe
 University University of Central Oklahoma
 Title Old Soul Collective

Direct Marketing

Award Silver Award
 Entrant Amanda Dely
 University University of Central Oklahoma
 Title The Hooch Hut: Sloshed

Poster

Single



Award ADDY® Award ^
 Entrant Stacy Robertson
 University University of Central Oklahoma
 Title First Annual Storytelling Festival

Award Silver Award
 Entrant Chelsea Morgan
 University University of Central Oklahoma
 Title Alvin Lustig: Blind Design

Award Silver Award
 Entrant William Muschinske
 University University of Central Oklahoma
 Title Interfencer

Award Bronze Award
 Entrant Baylee Field
 University Oklahoma State University
 Title Wrap It Up

Award Bronze Award
 Entrant Madi Crow
 University Oklahoma Baptist University
 Title Sticks and Stones

Poster

Campaign



Award ADDY® Award ^
 Entrant Brooklynn Sepulvado
 University Oklahoma State University
 Title Polaris Project: Human Trafficking

Award Bronze Award
 Entrant Amanda Rochat
 University University of Central Oklahoma
 Title Make Ready Workshop

Award Bronze Award
 Entrant Austin Moore
 & Wylee Sanderson
 University University of Central Oklahoma
 Title Tools of the Trade, Workshops

Award Bronze Award
 Entrant Hannah Babb
 University University of Central Oklahoma
 Title Flare

Outdoor & Transit Advertising

Outdoor Board, Flat or 3D

Award Bronze Award
 Entrant Josh Oliver
 University Southern Nazarene University
 Title RMNP Traffic Report

ONLINE / INTERACTIVE

Website

Award Silver Award
Entrant Andrea Guevara
University University of Central Oklahoma
Title Madagascar, Proposed

Award Silver Award
Entrant Amanda Dely
University University of Central Oklahoma
Title Madagascar, Selected

FILM, VIDEO & SOUND

Television Advertising Single

Award ADDY® Award
Entrant Lindsey + Asp
University University of Oklahoma
Title Project Yellow Light
Credits Ben Capshaw
Christine Murrain

Award Silver Award
Entrant Richmond Boswell
University Oklahoma State University
Title Fahrenheit 451 Audible Ad

CROSS-PLATFORM

Integrated Advertising Campaign

Consumer Campaign



Award ADDY® Award ^
Entrant Lindsey + Asp
University University of Oklahoma
Title Tai-Pei "Bring Comfort Home"
Credits Alec Plourde
Ben Capshaw
Vanessa Zielinski

Integrated Brand Identity Campaign



Award ADDY® Award ^
Entrant Andrea Cain
University University of Central Oklahoma
Title Sweet Walkers Dessert Delivery

**THE COLLEGE OF
ARTS AND SCIENCES**
at Oklahoma State University

congratulates
all of our winners
for their
great work!



cas.okstate.edu

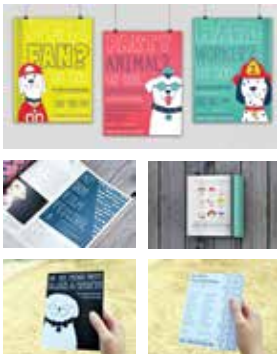




Award ADDY® Award ^
 Entrant Maisie Cross
 University University of Central Oklahoma
 Title Seoul Searching



Award ADDY® Award ^
 Entrant Oanh Le
 University University of Central Oklahoma
 Title Handsome Hound



Award ADDY® Award ^
 Entrant Marissa Thelen
 University University of Central Oklahoma
 Title NY Dog Film Festival

Award Silver Award
 Entrant Kyung Jin (KJ) Lee
 University University of Central Oklahoma
 Title The Last Leaf

Award Silver Award
 Entrant Jeongeun (Sammy) Choi
 University University of Central Oklahoma
 Title The Art of Loving, Reissue Campaign

Award Silver Award
 Entrant Andrea Guevara
 University University of Central Oklahoma
 Title Lord of the Flies

Award Silver Award
 Entrant Amanda Dely
 University University of Central Oklahoma
 Title Elevate Detroit

Award Silver Award
 Entrant Kiley Hoffman
 University University of Central Oklahoma
 Title Cats Against Catcalling

Award Silver Award
 Entrant Maisie Cross
 University University of Central Oklahoma
 Title Musically Mutated Bugs

Award Bronze Award
 Entrant Maisie Cross
 University University of Central Oklahoma
 Title Cop Stop Donut Shop

Award Bronze Award
 Entrant Monique Ortman
 University University of Central Oklahoma
 Title Urban Piece

Award Bronze Award
 Entrant Natalie Heng
 University University of Central Oklahoma
 Title The Jungle Book + WildAid

Award Bronze Award
 Entrant Kyung Jin (KJ) Lee
 University University of Central Oklahoma
 Title OZIGO

ELEMENTS OF ADVERTISING

Copywriting

Award Bronze Award
 Entrant Lindsey + Asp
 University University of Oklahoma
 Title Tai-Pei - "Melting Pot"
 Credits Ben Capshaw
 Alec Plourde
 Brendan Atencio
 Vanessa Vielinski
 Drew Wood

Logo Design

Award Silver Award
 Entrant Caleb Cole
 University Oklahoma Baptist University
 Title Mapquest Logo Redesign

Illustration Single



Award ADDY® Award ^
 Entrant Nik Long
 University University of Central Oklahoma
 Title Guard of Asgard



Award ADDY® Award ^
Entrant Nik Long
University University of Central Oklahoma
Title King of the Swamp



Award ADDY® Award ^
Entrant Brenda Chavez
University University of Central Oklahoma
Title Free Spirit



Award ADDY® Award ^
Entrant Sydni Levis-Navada
University University of Central Oklahoma
Title Looking Ahead to the Holidays

Award Silver Award
Entrant Adam Coe
University University of Central Oklahoma
Title 6-11-1983

Award Silver Award
Entrant Katherine Pitzer
University University of Central Oklahoma
Title Early Worm Gets the Bird

Award Bronze Award
Entrant Jenna Smith
University Southern Nazarene University
Title What a Wicked Way

Award Bronze Award
Entrant Shelby Dean
University University of Central Oklahoma
Title Tintype

Award Bronze Award
Entrant Austin Moore
University University of Central Oklahoma
Title College Kitchen Beer Pairing Kit

Illustration Campaign



Award ADDY® Award ^
Entrant Lauren Funches
University University of Central Oklahoma
Title Miss Mary Mack



Award ADDY® Award ^
Entrant Jason Rowlett
University University of Central Oklahoma
Title Hannah and the Octopus

Award Silver Award
Entrant Sydni Levis-Navada
University University of Central Oklahoma
Title Backyard Fiesta

Award Bronze Award
Entrant Marissa Thelen
University University of Central Oklahoma
Title Lost Toys

Award Bronze Award
Entrant Catherine Gosney
University University of Central Oklahoma
Title The Girl and her Goblin

Still Photography Color, Single

Award Silver Award
Entrant Kimberly Runnels
University Southern Nazarene University
Title The Girl and Her Goblin
Credits Julia Glidden, Model

Film, Video & Sound Cinematography

Award Bronze Award
Entrant Gaylord Hall Productions
University University of Oklahoma
Title OU's Native American Studies

We turn Oklahoma brewers into breweries.

BREWERS

UNION

OK No 46

Brewers Union is a craft brewery and workspace for Oklahoma brewers on the rise. Guests to the Brewers Union taproom enjoy signature beers from four local breweries. The @BrewersUnionOK is #HereForBeer.

Show this ad when you visit for a free 6oz pour!

520 N Meridian Ave | Open Thu 4-8, Fri 4-9, Sat 12-9, Sun 12-5 | buok.beer



#OKADDYS

*You'll surely want to keep this Winners Book forever (or at least until you get your free 6oz draw from Brewers Union), but if you don't, please be a good steward of the Ad World and recycle it.