The 53rd Annual Oklahoma American Advertising Awards.

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Flevating Ideas into Flectricity



# ADVENTION

The OKC AdClub has been selected to host American Advertising Federation's Regional Conference April 16-20, 2020.

Attracting advertising professionals from Texas, Oklahoma, Louisiana, and Arkansas.

We are inviting you to **ENGAGE!** 

Find out how to be a speaker, sponsor or volunteer at jseaton@staplegun.us.

This three day deep dive into learning, ideation and networking will be presented by some of the most successful advertising, public relations, and marketing agencies in the country.

We can learn together, grow together and succeed together when we choose to work together.



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#### 45 Student Awards

#### Welcome

Welcome to the 53rd Annual American Advertising Awards! This year's theme, "Elevating Ideas into Electricity," showcases the brilliance of our advertising community. Tonight we recognize outstanding professionals in our industry who have demonstrated the creative spirit of excellence in advertising.



Our American Advertising Awards competition has a rich history. AAF Oklahoma City was formed in 1907 — a few months before statehood. There were no other civic clubs, so our luncheon meeting attracted many city business leaders and advertising professionals. In 1958, we held our first excellence in advertising awards in the form of a direct mail advertising competition, and in 1968 it was replaced by the American Advertising Awards (ADDYs).

Over 50 years later, the Oklahoma ADDYs are one of the most competitive in our district, bringing in 900 entries this year from Oklahoma City, Tulsa and Wichita Falls, Texas. Your attendance at tonight's show supports our Oklahoma advertising industry as AAF Oklahoma City uses the proceeds for advertising education, public service projects, student scholarships, diversity initiatives and advocacy groups.

Please join me in thanking Janelle Archer (ADDYs Chair), Joel Richardson (Judging Weekend Chair), Dustin Schmidt (Creative Director), Whitney Tatum (Gala Chair), and many volunteers. They put in countless hours of preparation to ensure that tonight's show is a success. We also thank the many companies that donated services tonight who are featured in this Winners book.

On behalf of your Board of Directors of AAF Oklahoma City, thank you to all in attendance for supporting our advertising community and congratulations to tonight's winners. Sit back and enjoy an evening of inspiration as we proudly honor the best in our industry!

Jelley Dam

Kelley Gann President

#### **ADDYs Committee**

Janelle Archer Allied Arts *Chair* 

**Joel Richardson** Paycom *Judging Weekend Chair* 

Dustin Schmidt Old Hat Creative Director Whitney Tatum Eventures Gala Chair

**Advisors:** Kelley Gann, Freestyle Creative Bethany Scott, Eventures

#### 2018 - 2019 AAF OKC Board

#### Officers

Jennifer Seaton, STAPLEGUN Chairman Kelley Gann, Freestyle Creative President Carter Campbell, Freestyle Creative First Vice President and State Representative Bethany Scott, Eventures Second Vice President Michele Boatman Executive Secretary

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**DREAM Fund** provides emotional and financial support to advertising, public relations and media professionals whose lives have been impacted by severe hardship.

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. 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 professionals: aiding colleagues in Texas, Oklahoma, New Mexico, Arkansas and Louisiana. Through immediate financial assistance and emotional support, we write happy endings for those who may not otherwise qualify for help.

Since 1991, DREAM Fund has gifted nearly \$2,000,000 to individuals facing illness, medical emergencies and other unexpected hardship.

Bad things do happen to good people. But beautiful things happen when people pull together. And teamwork is what makes our DREAM work.

Learn more at dreamfund.org



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#### **2019 Entrants**

Ackerman McQueen amshot ArtDesk magazine **Bad Penny Factory Beyond Theory Big Thinkers Media Braid Creative** Candor **Chickasaw Nation - Newcastle** Casino Chickasaw Press Chisel Creative LLC **Clover Partners** Comtech Design Print & Mail CSI **CVWmedia Evergreen Productions, Inc** Express Employment Professionals Feed the Children **Freestyle Creative** Ghost Greater OKC Chamber Heartland High Five Media HOEGGER COMMUNICATIONS Hummingbird Aerials Insight Creative Group Jones PR Jordan Advertising Jordan Fisher **KAMI** Communications for Tulsa Housing Authority **KEATON NYE FILMS Koch Communications** 

#### 2019 Sponsors

GOLD



#### Krush Digital Legacy Bank liquidfish McMahon Marketing National Cowboy & Western Heritage Museum Newcastle Casino NextThought Studios No Box Studios Noble Research Institute **NV Creative Firm** Office of Communications -Oklahoma Department of Human Services Oklahoma City Thunder Oklahoma City University: The Ann Lacy School of American Dance & Entertainment **Oklahoma Humane Society** OKPOP OMRF **OU Admissions & Recruitment** Paycom RadVine Marketing **Regan Pro Productions Resolute Visuals** Retrospec Films **Robot House Creative** Saxum Self Shevaun Williams & Associates, Inc. SMG Smirk New Media STAPLEGUN

Station8 Branding StoneHouse Marketing Tammy Chick Marketing The Chickasaw Nation The Choctaw Nation The Climate Control Group, Inc. The Oklahoma City Museum of Art **Toast Design Studio Traction Marketing Trifecta Communications** University of Central Oklahoma University of Central Oklahoma -**Campus Enterprises Marketing** University of Oklahoma, Human Resources Unknown.Studio VI Marketing and Branding **Viral Productions** Visual Voices: Contemporary **Chickasaw Art Touring Exhibition** Washburn Illustration and Design Yeomans Design

STUDENT ENTRIES: UNIVERSITIES University of Central Oklahoma **Oklahoma State University** The University of Oklahoma Southern Nazerene University **Cameron University Oklahoma Baptist University Oklahoma Christian University** 

#### SILVER

Jordan Advertising **RK-1** Productions Chickasaw Graphic Design StoneHouse Marketing Ackerman McQueen **Tinker Federal Credit Union NV** Creative Paycom

#### BRONZE

VI Marketing and Branding Krush Digital liquidfish amshot **Freestyle Creative** ICG **OKC** Thunder Heartland Feed the Children **Koch Communications** Newcastle Casino **Retrospec Films** 

CALL FOR ENTRIES/GALA: Poster Sponsor: S&S Promotions | T-shirt Sponsor: Oklahoma Shirt Company Judging Location Sponsor: Better Business Bureau of Central Oklahoma | Gala Décor Sponsor: Eventures | 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: Old Hat | Show Production: Eventures and Miller Audio | Audio Production: RK-1 Productions | VIDEO PRODUCTION & SHOW PRODUCER: Old Hat, Eventures, and Miller Audio Video Creative Sponsor: Old Hat | AUDIO PRODUCTION & SHOW VOICEOVER CAST: RK-1 Productions: Andie Schawb, Beth Swales, Matt Kemp, Randy Kemp | WINNER'S BOOK: Paper Supplier: Clampitt Paper | Printing: Southwestern



# CONGRATULATIONS!

CARLA HAMMER SPEC REP 918.344.2262 HAMMER@CLAMPITT.COM

OKLAHOMA CITY . TULSA . NORTHWEST ARKANSAS

#### 2019 Judges

#### Dave Webster

Webster

Founder, Principal

create, communicate and accelerate the power of their brands for over three decades. He's a graduate of the Minneapolis College of Art and Design (MCAD) and has held previous design positions at The Walker Art Center, Design Center, InterDesign, and Meredith Corporation. Dave is an active member of AAF Omaha, a founding member of AIGA Nebraska and served on the board of directors of the Make-A-Wish Foundation of Nebraska. Dave has a weakness for 100-year-old bungalows in need of "a little work" and enjoys spending time with his wife and founding business partner, Sandi, and their seven creative grandchildren.

Dave Webster is founder and principal at Webster, where he has helped their clients

Dawn Dawson

Marketing Director

Mortgage Solutions Financial Dawn Dawson is the Marketing Director for Mortgage Solutions Financial. She is also an accomplished sports broadcaster, voice-over talent and businesswoman. Dawn's voice work can be heard on numerous local, regional and national radio and television commercials. Her voice can also be heard expertly commentating various watersports events around the world. A retired pro jet skier herself, she now announces for the sport she loves. Known for her inimitable ability to share stories in an authentic and honest way, Dawn also serves as the President of Reflections Advertising, an advertising agency she founded in Colorado Springs. She has earned the respect of many loyal clients and established strong business relationships with Colorado's media. Her exceptional work in her field has earned her numerous Telly and ADDY awards, a Colorado Springs Business Journal's Woman of the Year award and an AAF Silver Medal Award. She is also a motivational speaker and coach. Dawn is a Bachelor of Science graduate in Business with a minor in Marketing from Sul Ross State University.

Kevin Gillespie

Founder, Principal

Greenlight

A 28-year advertising and marketing veteran, Kevin established Greenlight in 2003. Under Kevin's careful guidance and imaginative eye, Greenlight has grown its portfolio steadily while consistently garnering creative accolades including; Archive, One Show, CA, and numerous ADDY's. The agency has been recognized for its strong creative work, including multiple industry honors for work featuring clients BOYNE, Marshall Tourism Bureau, and David Lynch Foundation.Kevin began his career at Doner in Detroit, Michigan. Here he created award-winning campaigns for national clients, including B.F. Goodrich Tires, lams Pet Foods, Vernors and more. Leaving Detroit, Kevin joined The Century Group in Traverse City, Michigan and served as the agency's ACD. Here he developed work for Chrysler/Jeep, Magellan GPS and Daiwa Fishing Products. Kevin is a true outdoorsman and nature lover. For much of the year, he can be found on his property in Iron County, in Michigan's Upper Peninsula, hunting nearly anything that's in season. He also enjoys fishing throughout the summer. Simply put, if Kevin didn't have to come inside to eat, sleep, and change his socks occasionally, he'd live outdoors.

Kelly Komp

Principal, Creative Director

Multiple

Principal and Creative Director at Multiple Inc., Kelly Komp graduated from Ball State University with a BFA in Graphic Design. A former co-founder and Creative Director of Chicago-based Tandemodus, his award-winning strategic thinking and communication design capabilities have brought clarity and energy to a broad range of clients large and small, including Meijer, DePaul University, Fresenius Kabi USA, Rotary International, and American Marketing Association.In addition to Multiple, Inc, Kelly is also co-producer and host of Cusp Conference (a conference about the design of everything), co-founder of ForthLevel, a corporate off-site rental facility in Chicago's West Loop, a member of the Advisory Board to the Chicago Chapter of AIGA, the professional association for design, and former instructor of Design for the Web at Chicago Portfolio School.









# OLD (E) HAT

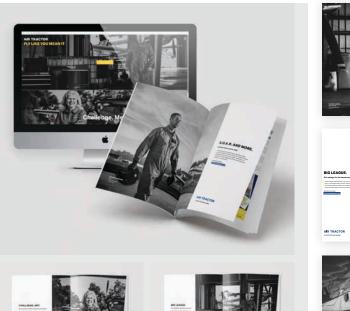


Old Hat is a strategic marketing agency that has partnered with more than 150 sports and entertainment organizations to help increase fan engagement and drive attendance to venues. Find out how at oldhatcreative.com.

oldhatcreative.com | @oldhatcreative | (405) 310-2133

#### Best of Show Professional

	Traction Marketing Air Tractor
Title	Fly Like You Mean It
Credits	Team Traction











#### Best of Show Student

Entrant	Shuning Liu
School	University of Central Oklahoma
Title	Forest Walk: Bear, House,
	Water

53rd Annual American Advertising Awards of Oklahoma

#### **People's Choice Award Nominees**



EntrantBeyond TheoryAdvertiserDiffee Ford LincolnTitleDiffee Ford Lincoln RebrandCreditBeyond Theory Team



EntrantSTAPLEGUNAdvertiserSTAPLEGUNTitleHoliday Card & Drink GuideCreditTeam STAPLEGUN



Award	Silver ADDY Award
Entrant	Station8 Branding
Advertiser	Gathering Place
Title	Gathering Place Invitation
Credit	David Clark, Creative Director
	Morgan Middleton, Designer
	Laura Crouch, Writer
	Western Printing



Entrant	Robot House Creative	
Advertiser	Tower Theatre	
Title	AniMaytion Poster Series	
Credit	Adam LeNaire,	
	Brett Grimes	



Entrant	VI Marketing and Branding
Advertiser	Oklahoma Tourism and
	Recreation Department -
	Oklahoma State Parks
Title	2018 State Parks and Outdoor
	Guide
Credit	David Hinds, Art Director
	Jeff Bowman, Art Director
	Aaron Cahill, Associate Creative
	Director
	Jennifer Blevins, Associate
	Creative Director
	Julie Rowell, Production
	Manager
	Claire Douthitt, Marketing
	Strategist
	Lindie Northup, Marketing
	Coordinator
	Deleanie Moriello, Marketing
	Coordinator

#### **Special Judges Awards**

#### **Professionals**

#### Special Judges Award

Entrant	Insight Creative Group
Title	Making Friends
Category	Film, Video, & Sound - Single
	Spot :30 seconds
Client	Carter Chevrolet

#### **Best of Print**

Noble Research Institute
2017 Annual Report
Sales & Marketing - Printed
Annual Report
Noble Research Institute

#### **Best of Digital**

Entrant	Station8 Branding
Title	Omni Air International Website
Category	Online/Interactive - Websites -
	Consumer
Client	Omni Air International, LLC

# Best of Film, Video, and Sound

Entrant	Retrospec Films
Title	"Old Friends" by Ben Rector
Category	Film, Video, and Sound - Music
	Video
Client	Ben Rector

**Best of University** 

#### Jef Fontana Humor Award

Insight Creative Group
This is How Carter Rolls
Film, Video, and Sound - Single
Entry - More than :60 Seconds
Carter Chevrolet

#### **Best of Design**

Entrant	ArtDesk
Title	ArtDesk
Category	Sales & Marketing - Publication
	Design Magazine Design
Client	ArtDesk Magazine

#### Students

#### Special Judges Award

Entrant	Jarrod Lovick	Unive	rsity of Central Oklahoma
Title	Summer's Last Scoop		
Category	Elements of Advertising -	Entrant	Amanda Dely
	Illustration - Single	Title	Neon Cactus
University	The University of Central	Category	Cross-Platform - Integrated
	Oklahoma		Brand Identity Campaign
		Oklah	oma State University
		Entrant	Brooklynn Sepulvado
		Title	Red Earth Art Center
		Category	Elements of Advertising - Logo
			Design
		Unive	rsity of Oklahoma

Ben Capshaw
Happy Socks Stand Out
Elements of Advertising -
Campaign

#### Southern Nazarene University

Entrant	Rachel Womack
Title	Movenpick Sparkling Coffee
Category	Sales & Marketing - Packaging

#### Cameron University

Entrant	Colton Adams
Title	Difference Makers
Category	Film, Video & Sound - Television
	Advertising

#### Oklahoma Baptist University

Entrant	Caleb Cole
Title	K-Pop Korean Soda
Category	Sales & Marketing - Packaging
Oklaho	oma Christian University
	,

Entrant	Mandolin Skipworth
Title	EIM Stop Motion Video
Category	Elements of Advertising -
	Animation or Special Effects



#### Sales & Marketing

#### Product or Service Sales Promotion

Sales Kit or Product Information Sheets

Award	Silver ADDY Award
Entrant	Heartland
Advertiser	Heartland
Title	Heartland Sales Kit
Credit	Jeff Mains, Creative Director
	Amy Grellner, Graphic Designer
	Jenkin Hammond, Graphic
	Designer
	Julie Smith, Marketing
	Coordinator
	Mark Hudson, Writer

#### Packaging

Single Unit

Award Entrant Advertiser	Silver ADDY Award Jordan Advertising Craft Brewers Association of Oklahoma
Title	CBAO Hopsplaining Symposium Can
Credit	Randy Bradley, Creative Director
	Robert Schmidt, Art Director
Award	Bronze ADDY Award
Entrant	Unknown.Studio
Advertiser	Maison Bleue Lingerie
Title	The Knickers Box Packaging
	System
Credit	Tanner Tate, Creative Director
	Aaron Dickey, Design Director
	Preston Moon, Kombucha
	Connoisseur

#### Packaging

Campaign

AwardSilver ADDY AwardEntrantliquidfishAdvertiserAterra CBDTitleAterraCreditliquidfish

Award	Bronze ADDY Award
Entrant	Robot House Creative
Advertiser	COOP Ale Works
Title	COOP Ale Works - 12 Pack Boxes
Credit	Adam LeNaire,
	Brett Grimes,
	Brian Winkeler

Award	Bronze ADDY Award
Entrant	The Choctaw Nation of
	Oklahoma
Advertiser	Choctaw Farms
Title	Choctaw Farms Private Labels
Credit	Nicole Benney, Graphic Designer

#### **Point of Purchase**

Free Standing

Award Entrant Advertiser Title Credit	Bronze ADDY Award The Chickasaw Nation The Chickasaw Nation Chickasaw Productions Trade Show Jennifer Matthews, Director of Graphic Design and Photography
Award Entrant Advertiser Title Credit	Bronze ADDY Award Ackerman McQueen Remington Park June Drink Specials Ashley Ball, EVP / Executive Creative Director Lane Faglie, Art Director Alexandra Bohannon, Copywriter Kyle Martin, SVP / Account Supervisor Chelsea Simmons , Account
	Executive

#### **Collateral Material**

#### **Stationery Package**

Single or Multiple Pieces



Award	Gold ADDY Award
Entrant	Ghost
Advertiser	Derby
Title	Derby Stationery
Credit	Matt Pickett, Creative Director
	Brian Barnes, Principal
Award	Silver ADDY Award
Fntrant	Ghost
Advertiser	
Title	BP Safety Campaign
Credit	Matt Pickett, Creative Director
orour	Brian Barnes, Principal
Award	Silver ADDY Award
Entrant	Chisel Creative LLC
Advertiser	Hermosa Salon
Title	Hermosa Salon Business Cards
Credit	Chisel Creative
Award	Silver ADDY Award
Entrant	STAPLEGUN
Advertiser	Scissortail Park
Title	Scissortail Park Stationary
	Package
Credit	Team STAPLEGUN

#### **Printed Annual Report**



Award	Gold ADDY Award
Entrant	Noble Research Institute
Advertiser	Noble Research Institute
Title	2017 Annual Report
Credit	J. Adam Calaway, Director of
	Communications and Public
	Relations
	Rachael Davis, Creative Manager
	Courtney Leeper, Writer/Copy
	Editor
	Rob Mattson, Photographer and
	Imaging Specialist
	Tim Woodruff, Web Designer

Award	Silver ADDY Award
Awaru	Silver ADDY Award
Entrant	CSI
Advertiser	Computer Services, Inc.
Title	2018 CSI Annual Report
Credit	Stan Perl, Graphic Designer
	Cindy Baker, Creative Director
	Kedran Whitten, Chief Marketing
	Officer
	Brandon Dyce, Communications
	Director
	David Simon, Chief Financial
	Officer
	Phillips Printing, Printer

Award	Bronze ADDY Award
Entrant	Paycom
Advertiser	Paycom
Title	Paycom 2018 Annual Report
Credit	Jason Bodin,
	Rod Lott,
	Casey Twenter,
	Brock Lay,
	Lacey Brauser

#### Brochure

Single Unit



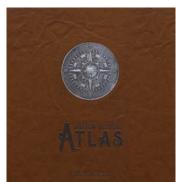
Award	Gold ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Tourism and
	Recreation Department -
	Oklahoma State Parks
Title	2018 State Parks and Outdoor
	Guide
Credit	David Hinds, Art Director
	Jeff Bowman, Art Director
	Aaron Cahill, Associate Creative
	Director
	Jennifer Blevins, Associate
	Creative Director
	Julie Rowell, Production
	Manager
	Claire Douthitt, Marketing
	Strategist
	Lindie Northup, Marketing
	Coordinator
	Deleanie Moriello, Marketing
	Coordinator
Award	Silver ADDY Award
	0

Entrant	Ghost
Advertiser	Argon Apartments
Title	Argon Book
Credit	Matt Pickett, Creative Director
	Brian Barnes, Principal

Award	Bronze ADDY Award
Entrant	Traction Marketing
Advertiser	BC Clark
Title	Bridal Registry Look Book
Credit	Team Traction

#### **Publication Design**

Cover



Award	Gold ADDY Award
Entrant	Chickasaw Press
Advertiser	Chickasaw Press
Title	A Chickasaw Historical Atlas
Credit	Gentry Fisher, Book Designer



Award	Gold ADDY Award
Entrant	ArtDesk magazine
Advertiser	ArtDesk
Title	ArtDesk
Credit	Louisa McCune, Editor in Chief
	Alana Salisbury, Managing
	Editor
	Steven Walker, Art Director
	Susan Ebert, Assistant Editor

#### 16

Award	Silver ADDY Award
Entrant	Noble Research Institute
Advertiser	Noble Research Institute
Title	Legacy Fall 2018 - From the
	Ashes
Credit	Rachael Davis, Creative Manager
	Rob Mattson, Photographer

Award	Bronze ADDY Award
Entrant	NV Creative Firm
Advertiser	Nichol Vagrosky, Rubberband
	Girl, LLC
Title	Rubberband Book Cover
Credit	Nichol Vagrosky, Author,
	Designer

#### **Publication Design**

Editorial Spread or Feature

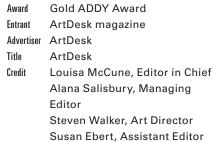
Award	Silver ADDY Award
Entrant	Noble Research Institute
Advertiser	Noble Research Institute
Title	Legacy Fall 2018 - From the
	Ashes
Credit	Rachael Davis, Creative Manager

#### **Publication Design**

Magazine Design



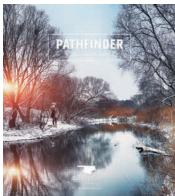








Gold ADDY Award Award Entrant Noble Research Institute Advertiser Noble Research Institute Title Legacy Fall 2018 Credit Rachael Davis, Creative Manager



Award	Gold ADDY Award
Entrant	The Choctaw Nation of
	Oklahoma
Advertiser	Choctaw Country
Title	Pathfinder Fall/Winter 2018

Credit Aryh Rosales, Graphic Designer Ron Head, Art Direction Clint Ford, Copy Writer

Award	Silver ADDY Award
Entrant	Greater OKC Chamber

Entrant

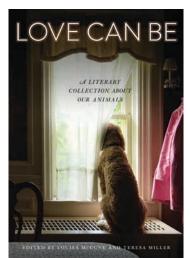
- Advertiser Greater Oklahoma City
- **Convention & Visitors Bureau** Title
- Fall Visitor's Guide Credit Greater Oklahoma City Convention & Visitors Bureau, Greater Oklahoma City Chamber

Award	Bronze ADDY Award
Entrant	Chickasaw Press
Advertiser	Chickasaw Press
Title	Chokma: Chickasaw Magazine
	SPG 18
Credit	Corey Fetters , Production
	Manager

Award	Bronze ADDY Award
Entrant	Heartland
Advertiser	Heartland
Title	Heartland Recruiting Magazine
Credit	Jeff Mains, Creative Director
	Amy Grellner, Graphic Designer
	Carleigh Foutch, Writer
	Julie Smith, Marketing
	Coordinator

#### **Publication Design**

Book Design



Award	Gold ADDY Award
Entrant	ArtDesk magazine
Advertiser	Kirkpatrick Foundation
Title	Love Can Be
Credit	Louisa McCune, Co-Editor
	Teresa Miller, Co-Editor
	Steven Walker, Co-Designer
	Christopher Lee, Co-Designer
	Steven Walker, Co-Illustrator
	JJ Ritchev, Co-Illustrator

Award	Silver ADDY Award
Entrant	Chickasaw Press
Advertiser	Chickasaw Press
Title	A Chickasaw Historical Atlas
Credit	Gentry Fisher, Book Designer

#### **Special Event Material**

Card, Invitation, Announcement -Single Unit



Award	Gold ADDY Award
Entrant	Heartland
Advertiser	Heartland
Title	Cayman Incentive Trip Invitation
Credit	Jeff Mains, Creative Director
	Amy Grellner, Graphic Designer

Award	Silver ADDY Award
Entrant	Station8 Branding
Advertiser	Gathering Place
Title	Gathering Place Invitation
Credit	David Clark, Creative Director
	Morgan Middleton, Designer
	Laura Crouch, Writer
	Western Printing

#### **Special Event Material**

Card, Invitation, Announcement -Campaign



Award	Gold ADDY Award
Entrant	University of Central Oklahoma
Advertiser	UCO Design
Title	In Command
Credit	Monique Ortman, Graphic
	Designer

Award	Silver ADDY Award
Entrant	University of Central Oklahoma
Advertiser	UCO Design
Title	Breakthrough!
Credit	Monique Ortman

Award	Silver ADDY Award
Entrant	The Choctaw Nation of
	Oklahoma
Advertiser	The Choctaw Nation Division of
	Commerce
Title	Chahta Award
Credit	Matthew Weir, Sr. Graphic
	Designer
Award	Silver ADDY Award
Entrant	ОКРОР

Advertiser OKPOP

**OKPOP Rendering Reveal 2018** Title Credit Jeff Moore,Cameron Eagle, Brandon Snider, Denny

Schmickle, Tom Watkins, Elvis Ripley, Jeremey Lamberton, Team OKPOP

Award	Bronze ADDY Award
Entrant	University of Central Oklahoma
Advertiser	UCO Design
Title	l <3 Design
Credit	Monique Ortman

Award	Bronze ADDY Award
Entrant	University of Central Oklahoma
Advertiser	UCO Design
Title	2018 Addy Winners
Credit	Monique Ortman

#### Direct Marketing

#### **Specialty Advertising**

Apparel

Award	Silver ADDY Award
Entrant	Ghost
Advertiser	Oklahoma Department of Mental
	Health and Substance Abuse
	Services
Title	DMH Prescription for Change
	Apparel
Credit	J.D. Reeves , Art Director
	Matt Pickett, Creative Director

Brian Barnes, Principal

#### **Specialty Advertising**

Other Merchandise

Award	Bronze ADDY Award
Entrant	Insight Creative Group
Advertiser	Carter Chevrolet
Title	Carter Christmas Card
Credit	Team ICG

Award	Bronze ADDY Award
Entrant	Ghost
Advertiser	Oklahoma Department of Mental
	Health and Substance Abuse
	Services
Title	DMH Prescription for Change
	Buttons
Credit	J.D. Reeves, Art Director
	Matt Pickett, Creative Director
	Brian Barnes, Principal

#### **Specialty Advertising**

Specialty Advertising Campaign



Award	Gold ADDY Award
Entrant	Paycom
Advertiser	Paycom
Title	Paycom Incentive Trip Collateral
Credit	Lacey Brauser,
	Brock Lay,
	Brie Hobbs

Award	Bronze ADDY Award
Entrant	Chisel Creative LLC
Advertiser	Hermosa Salon
Title	Hermosa Salon Collateral
	Package
Credit	Chisel Creative

#### Public Service Collateral

**Brand Elements** 



Award	Gold ADDY Award
Entrant	Ghost
Advertiser	Oklahoma Department of Mental
	Health and Substance Abuse
	Services
Title	DMH Prescription for Change
	Logo
Credit	J.D. Reeves, Art Director

Matt Pickett, Creative Director Brian Barnes, Principal

Award	Silver ADDY Award
Entrant	Ghost
Advertiser	Be The Change
Title	Be the Change Brand/Stationery
Credit	J.D. Reeves, Art Director
	Matt Pickett, Creative Director
	Brian Barnes, Principal
Award	Bronze ADDY Award
Award Entrant	Bronze ADDY Award Ghost
,	51011207135517111414
Entrant	Ghost
Entrant	Ghost Developmental Disabilities
Entrant Advertiser	Ghost Developmental Disabilities Council of Oklahoma
Entrant Advertiser Title	Ghost Developmental Disabilities Council of Oklahoma DDCO Brand
Entrant Advertiser Title	Ghost Developmental Disabilities Council of Oklahoma DDCO Brand Robbie Knight, Art Director

#### Public Service Collateral

Annual Report (printed or digital)

Award	Silver ADDY Award
Entrant	Feed the Children
Advertiser	Feed the Children
Title	FY18 Annual Report
Credit	Nancy Rew , VP of Marketing
	John Davis , Director of Content
	and Creative
	Elizabeth Logan , Sr. Director of
	Comm & PR/Copywriter
	Omar Sosa , Senior Creative
	Manager
	Tyler Botha , Copywriter

#### Public Service Collateral

Brochure/Sales Kit

Award	Bronze ADDY Award
Entrant	Krush Digital
Advertiser	CASA of Oklahoma County
Title	CASA OK County Recruitment
	Packet
0 11	

Credit Krush Digital,

#### Public Service Direct Marketing & Specialty Advertising

Single

Award	Silver ADDY Award
Entrant	STAPLEGUN
Advertiser	Central Oklahoma
	Transportation and Parking
	Authority
Title	Streetcar Z-Map
Credit	Central Oklahoma
	Transportation and Parking
	Authority



Collateral

Brand Elements



Award Entrant Advertiser Title Credit	Gold ADDY Award Traction Marketing Traction Marketing Traction Marketing Brand Identity Team Traction
Award Entrant Advertiser Title Credit	Silver ADDY Award Chisel Creative LLC Chisel Creative LLC Chisel Creative Logo Chisel Creative
Award Entrant Advertiser Title Credit	Bronze ADDY Award Smirk New Media Smirk New Media Smirk Branding Rachel Haynes, Creative Strategist

#### Collateral

Direct Marketing & Specialty Advertising (printed or digital)

Award	Silver ADDY Award
Entrant	Bad Penny Factory
Advertiser	Bad Penny Factory
Title	Bad Penny Factory Trade Show
	Fun
Credit	Christine Collins, Managing
	Director
	Erin DeMoss, Graphic Artist

#### Collateral

Special Event Materials (printed or digital)



Award	Gold ADDY Award
Entrant	StoneHouse Marketing
Advertiser	StoneHouse Marketing
Title	StoneHouse Christmas Gift Tags
Credit	Whitney VanHeuvelen, VP
	Communications
	Brian Mortensen, VP Sales/
	Marketing
	Ron Tucker, Founder
	David Tucker, Chief Operating
	Officer



AwardGold ADDY AwardEntrantStation8 BrandingAdvertiserStation8 BrandingTitleStation8 Holiday CardCreditDavid Clark, Creative DirectorLaura Crouch, WriterMorgan Middleton, DesignerLindsay McClain, DesignerWestern Printing

AwardSilver ADDY AwardEntrantliquidfishAdvertiserliquidfishTitleliquidfish Christmas CardCreditliquidfish

#### PRINT ADVERTISING

#### **Magazine Advertising**

Full Page Or Less, Single Unit



 
 Award
 Gold ADDY Award

 Entrant
 Traction Marketing

 Advertiser
 Earl's Rib Palace

 Title
 Oklahoma BBQ - We Don't Care...

 Credit
 Team Traction

Award	Bronze ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Tourism and
	Recreation Department -
	Oklahoma Film + Music Office
Title	The Okie Roundup (Print)
Credit	Moriah Behymer, Production
	Artist
	Jennifer Blevins, Associate
	Creative Director
	Lindie Northup, Marketing
	Coordinator
	Deleanie Moriello, Marketing
	Coordinator

#### **Magazine Advertising**

Spread, Multiple Page or Insert -Single Unit

Award	Silver ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Highway Safety
	Office
Title	Dodgers Tri-fold Print Ad
Credit	Aaron Cahill, Associate Creative
	Director
	Clay Miller, Associate Creative
	Director
	Valerie Trammell, Senior
	Marketing Strategist
	Whitney Gann, Marketing
	Coordinator

Award	Bronze ADDY Award
Entrant	Traction Marketing
Advertiser	BC Clark
Title	Pray for Rain - Silver Lining
Credit	Team Traction

#### **Magazine Advertising**

Magazine Advertising Campaign



Award	Gold ADDY Award
Entrant	HOEGGER COMMUNICATIONS
Advertiser	Wichita Falls Chamber of
	Commerce & Industry
Title	Falls Future
Credit	Matt Hamilton, Co-Director/
	Editor
	Scott Hamilton, Co-Director/
	Producer
	Andrew Bell, Graphic Design

Award	Bronze ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Tourism and
	Recreation Department
Title	TravelOK.com - Print Campaign
Credit	Jeff Bowman, Art Director
	Jennifer Blevins, Associate
	Creative Director
	Clay Miller, Associate Creative
	Director
	Lindie Northup, Marketing
	Coordinator
	Deleanie Moriello, Marketing
	Coordinator

Bronze ADDY Award
Ghost
Century Martial Arts
Strive Gloves Campaign
Matt Pickett, Creative Director
Brian Barnes, Principal

#### **Newspaper Advertising**

Full Page – Single Unit



EntrantRobot House CreativeAdvertiserOklahoma GazetteTitleOklahoma Gazette - Bullshit AdCreditBrian Winkeler

Award

Award	Bronze ADDY Award
Entrant	Ackerman McQueen
Advertiser	OG+E
Title	Teamwork Print Ad
Credit	Ashley Ball, EVP / Executive
	Creative Director
	Jon Minson, EVP / Creative
	Director

#### Newspaper Advertising

Newspaper Advertising Campaign



Award	Gold ADDY Award
Entrant	Robot House Creative
Advertiser	Hideaway Pizza
Title	Hideaway Print Ad Campaign
Credit	Brian Winkeler,
	Adam LeNaire,
	Brett Grimes

#### We believe in locally owned, locally edited, intellectually honest journalism.

Also, vaccines. We definitely believe in vaccines.

OKG

 
 Award
 Gold ADDY Award

 Entrant
 Robot House Creative

 Advertiser
 Oklahoma Gazette

 Title
 Oklahoma Gazette Print Ad Campaign

 Credit
 Brian Winkeler
 AwardBronze ADDY AwardEntrantRobot House CreativeAdvertiseKOSU RadioTitleKOSU Ad CampaignCreditBrian Winkeler

# OUT-OF-HOME & AMBIENT MEDIA

# Advertising Industry Self-Promotion

Print Advertising

Award	Bronze ADDY Award
Entrant	Newcastle Casino
Advertiser	Newcastle Casino
Title	Pick A Skull VIP Invite
Credit	Travis Gerber, Senior Graphic
	Designer

#### Ambient Media

#### Installations

Single Installation

Award	Silver ADDY Award
Entrant	amshot
Advertiser	amshot
Title	Elements of amshot Installation
Credit	amshot,
	Washburn Illustration

#### Installations

Multiple Installations



Gold ADDY Award
Paycom
Paycom
Paycom Thunder Lounge
Sponsorship
Brock Lay ,
Kathy Oden-Hall,
Casey Twenter

#### Out-of-Home

#### Poster

Single Unit

Award Entrant Advertiser Title	Silver ADDY Award Yeomans Design Town & Gown Theatre Town & Gown - A Wonderful Life
Credit	Tanner Yeomans, Graphic
	Designer
Award	Bronze ADDY Award
Entrant	Yeomans Design

Advertiser Town & Gown Theatre

Title Town & Gown - Wait Until Dark

Credit Tanner Yeomans, Graphic Designer

#### Poster

Campaign



Award	Gold ADDY Award
Entrant	Robot House Creative
Advertiser	Tower Theatre
Title	Ready Player March Poster
	Series
Credit	Adam LeNaire,
	Brett Grimes



Gold ADDY Award
Robot House Creative
Tower Theatre
AniMaytion Poster Series
Adam LeNaire,
Brett Grimes

Award	Bronze ADDY Award
Entrant	Yeomans Design
Advertiser	Town & Gown Theatre
Title	Town & Gown 68th Annual
	Season
Credit	Tanner Yeomans, Graphic
	Designer

#### Mass Transit/Airlines

Exterior – Single



Award Gold ADDY Award

Coordinator

- Entrant VI Marketing and Branding Advertise Oklahoma Highway Safety Office
- Title "Summer Impaired Driving" Icebox Credit Aaron Cahill, Associate Creative Director Clay Miller, Associate Creative Director Valerie Trammell, Senior Marketing Strategist Whitney Gann, Marketing



Award	Gold ADDY Award
Entrant	Insight Creative Group
Advertiser	Carter Chevrolet
Title	CarterBago
Credit	Team ICG

#### Site

Large Venue – Single

Award	Bronze ADDY Award
Entrant	Robot House Creative
Advertiser	Oklahoma City Zoo
Title	OKC Zoo Amphitheatre Fence
	Wrap
Credit	Adam LeNaire,
	Brett Grimes,
	Brian Winkeler

Award	Bronze ADDY Award
Entrant	SMG
Advertiser	Cox Convention Center
Title	CRYSTAL by Cirque du Soleil
Credit	Stacey Aldridge, Event
	Marketing Manager
	Chris Semrau, General Manager
	John Goetz, Assistant General
	Manager
	Michael Owens, Assistant
	General Manager

#### **Out-of-Home**

Campaign

Award	Bronze ADDY Award
Entrant	Saxum
Advertiser	Gathering Place   Tulsa's
	Riverfront Park
Title	Gathering Place - A Park For All
Credit	Jessica Robbins, Creative
	Director
	Ivan Caro, Art Director
	Jayna Hadwiger, Designer
	Terry Whitmore, Designer
	Daniel Marshall, Designer
	Maggie Leftwich, Account
	Coordinator
	Houda Elyazgi, Sr. Account
	Director
	Jason Acock, Account Director
	Michelle Lory, Sr. Integrated
	Project Manager
	Madison Bryan, Sr. Digital
	Strategist
	Nida Nizami, Associate Digital
	Strategist

#### **Public Service**

Out-Of-Home

Award	Silver ADDY Award
Entrant	Krush Digital
Advertiser	CASA of Oklahoma County
Title	CASA of Oklahoma County Bus
	Bench
Credit	Krush Digital

#### ONLINE/ INTERACTIVE

#### Websites

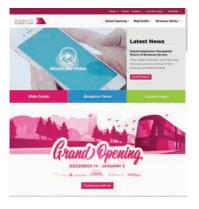
Consumer



Award	Gold ADDY Award
Entrant	liquidfish
Advertiser	Blake Griffin
Title	Blake Griffin
Credit	liquidfish



Award	Gold ADDY Award
Entrant	Station8 Branding
Advertiser	Omni Air International, LLC
Title	Omni Air International Website
Credit	David Clark, Creative Director
	lan Russell, Designer
	Ed Dogan, Developer
	Laura Crouch, Writer



Award	Gold ADDY Award
Entrant	STAPLEGUN
Advertiser	Central Oklahoma
	Transportation and Parking
	Authority
Title	Oklahoma City Streetcar
	Website
Credit	Team STAPLEGUN



Award	Gold ADDY Award
Entrant	Robot House Creative
Advertiser	COOP Ale Works
Title	COOP Ale Works Website
Credit	Brett Grimes,
	Adam LeNaire,
	Brian Winkeler,
	Mateo Baisden



Award Entrant Advertiser Title	Gold ADDY Award Ghost Oklahoma Department of Mental Health and Substance Abuse Services DMH Prescription for Change Site
Credit	Matt Pickett, Creative Director J.D. Reeves, Art Director Brian Barnes, Principal
Award Entrant Advertiser Title Credit	Bronze ADDY Award Bad Penny Factory Lux Haus Salon Lux Haus Salon Christine Collins, Managing Director

Award Entrant Advertiser Title Credit	Bronze ADDY Award NV Creative Firm Spartan Mowers of Oklahoma Spartan Mowers Nichol Vagrosky, Art Director, Web Developer Heather Durbin, Creative Director, Web Developer

Award	Bronze ADDY Award
Entrant	Ackerman McQueen
Advertiser	WinStar World Casino
Title	WinStar.com
Credit	Brian Darley, Executive Producer
	Jamie Russell, Chickasaw Nation
	Department of Commerce,
	Executive Producer
	Abygail Thompson, Producer
	Ashley Ball, EVP / Executive
	Creative Director
	Preston Darley , User Experience
	and Design
	Victor Aboytes, UI Designer
	Syed Naqib, Lead architect
	Joshua Stewart , Senior
	Developer
	Tuck Oden , Associate Creative
	Director, Copywriter
	Alexandra Bohannon ,
	Copywriter
	Rodney Lipe, President / Director
	of Client Services
	Kyle Martin, SVP / Account
	Supervisor
	- ap 5 001

Award	Bronze ADDY Award
Entrant	Clover Partners
Advertiser	Oklahoma Contemporary
Title	Oklahoma Contemporary
	Website
Credit	Clover Partners, Digital Branding
	Studio

#### Websites B-to-B



Award	Gold ADDY Award
Entrant	Station8 Branding
Advertiser	RL Hudson & Company
Title	RL Hudson Website
Credit	David Clark, Creative Director
	lan Russell, Designer
	David Martin, Developer
	Charlie Noell, Writer



Award	Gold ADDY Award
Entrant	Traction Marketing
Advertiser	Air Tractor
Title	802U.com
Credit	Team Traction

Award	Silver ADDY Award
Entrant	Station8 Branding
Advertiser	Oil Capital Electric
Title	Oil Capital Electric Website
Credit	David Clark, Creative Director
	lan Russell, Designer
	Ed Dogan, Developer
	David Martin, Developer
	Laura Crouch, Writer

Award	Bronze ADDY Award
Entrant	Station8 Branding
Advertiser	Getka Energy
Title	Getka Website
Credit	David Clark, Creative Director
	lan Russell, Designer
	Ed Dogan, Developer
	David Martin, Developer
	Laura Crouch, Writer

Award	Bronze ADDY Award
Entrant	Braid Creative
Advertiser	Braid Creative
Title	Braid Creative Website
Credit	Kathleen Shannon, Creative
	Director
	Tara Street, Creative Director
	Corey Winter, Developer
	Steve Jones Digital DK,
	Videographer
	Simon Hurst, Photographer

#### Websites

Microsites

Award	Silver ADDY Award
Entrant	Paycom
Advertiser	Paycom
Title	Paycom Dive Deep Landing Page
Credit	Aaron Santelmann,
	Brock Lay,
	Rod Lott

#### **Social Media**

Single Execution



Award	Gold ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Highway Safety
	Office
Title	"Thank you, Sean" (Social
	Content)
Credit	Aaron Cahill, Associate Creative
	Director
	Bob Lausten, Copywriter
	Mike Anderson, Senior Animator
	Matt Lowery, Motion
	Department Director
	Beau Leland, Senior Editor
	Robbie Repola, Creative
	Producer/Production Director
	Steve Sturges, Partner/Creative
	Director
	Whitney Gann, Marketing
	Coordinator
	Valerie Trammell, Senior
	Marketing Strategist
	Greta Anglin, Group Account
	Director



AwardGold ADDY AwardEntrantliquidfishAdvertiserBlake GriffinTitleBlake GriffinCreditliquidfish

Award	Silver ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Highway Safety
	Office
Title	Road Science - "Curves and
	Turns"
Credit	Aaron Cahill, Associate Creative
	Director
	Bob Lausten, Copywriter
	Mike Anderson, Senior Animator
	Matt Lowery, Motion
	Department Director
	Beau Leland, Senior Editor
	Robbie Repola, Creative
	Producer/Production Director
	Steve Sturges, Partner/Creative
	Director
	Whitney Gann, Marketing
	Coordinator
	Valerie Trammell, Senior
	Marketing Strategist
	Greta Anglin, Group Account
	Director

Award	Silver ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Highway Safety
	Office
Title	"Door Open" (Social Content)
Credit	Aaron Cahill, Associate Creative
	Director
	Bob Lausten, Copywriter
	Mike Anderson, Senior Animator
	Matt Lowery, Motion
	Department Director
	Beau Leland, Senior Editor
	Robbie Repola, Creative
	Producer/Production Director
	Steve Sturges, Partner/Creative
	Director
	Whitney Gann, Marketing
	Coordinator
	Aaron Miller, Marketing
	Strategist
	Valerie Trammell, Group
	Account Director
	Greta Anglin, Group Account
	Director

Award	Silver ADDY Award
Entrant	Retrospec Films
Advertiser	Apple
Title	Behind the Scenes of Big City
	Boys
Credit	Adam Vigil, Editor
	Cole Puryear, Cinematographer
	Josh Tackett, Cinematographer

Award	Silver ADDY Award
Entrant	Braid Creative
Advertiser	Tinker Federal Credit Union
Title	TFCU Wonderful Social GIF
Credit	Kathleen Shannon, Creative
	Director
	Liz Johnson, Creative Director
	Autumn O'Feery, Art Director
	David McNeese, Photography
	Jentry Miller, Digital Media
	Strategy
	Amanda Lowery, Social Media
	Strategy

Award Bronze ADDY Award Entrant VI Marketing and Branding Advertiser Oklahoma Highway Safety Office "Road Science" (Social Content) Title Credit Aaron Cahill, Associate Creative Director Bob Lausten, Copywriter Mike Anderson, Senior Animator Matt Lowery, Motion **Department Director** Beau Leland, Senior Editor Robbie Repola, Creative Producer/Production Director Steve Sturges, Partner/Creative Director Whitney Gann, Marketing Coordinator Valerie Trammell, Senior Marketing Strategist Greta Anglin, Group Account Director

Award	Bronze ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Oklahoma Highway Safety
	Office
Title	Road Science - "Intersections"
Credit	Aaron Cahill, Associate Creative
	Director
	Bob Lausten, Copywriter
	Mike Anderson, Senior Animator
	Matt Lowery, Motion
	Department Director
	Beau Leland, Senior Editor
	Robbie Repola, Creative
	Producer/Production Director
	Steve Sturges, Partner/Creative
	Director
	Whitney Gann, Marketing
	Coordinator
	Valerie Trammell, Senior
	Marketing Strategist
	Greta Anglin, Group Account
	Director

Award Bronze ADDY Award Entrant VI Marketing and Branding Advertiser Oklahoma Highway Safety Office Title Road Science - "Blinker" Credit Aaron Cahill, Associate Creative Director Bob Lausten, Copywriter Mike Anderson, Senior Animator Matt Lowery, Motion **Department Director** Beau Leland, Senior Editor Robbie Repola, Creative Producer/Production Director Steve Sturges, Partner/Creative Director Whitney Gann, Marketing Coordinator Valerie Trammell, Senior Marketing Strategist Greta Anglin, Group Account Director

#### **Social Media**

Campaign

Award	Silver ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Chickasaw Nation Health
	Department
Title	AYA - "Your Fitness Journey"
Credit	Moriah Behymer, Production
	Artist
	Erin Robinson, Associate
	Creative Director
	Clay Miller, Associate Creative
	Director
	Dmitri Kostjukov, Interactive
	Media Director
	Matt Lowery, Motion
	Department Director
	Beau Lealand, Senior Editor
	Greta Anglin, Group Account
	Director

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Award Entrant Advertiser Title Credit	Silver ADDY Award Traction Marketing Earl's Rib Palace Bad Stock Photos, Good Oklahoma BBQ Team Traction
Award Entrant Advertiser Title	Silver ADDY Award Braid Creative Tinker Federal Credit Union TFCU Wonderful Social Campaign
Credit	Kathleen Shannon, Creative Director Tara Street, Creative Director Liz Johnson, Creative Director Jentry Miller, Social Media Strategy Holly Arter, Media Strategy Amanda Lowery, Marketing Strategy
Award Entrant	Bronze ADDY Award VI Marketing and Branding

Advertiser TSET – Tobacco Stops With Me Title Corrective Statements Credit Jeff Bowman, Art Director Erin Robinson, Associate Art Director Richard York, Copywriter & Producer Valerie Trammell, Senior Marketing Strategist Greta Anglin, Group Account Director

Award	Bronze ADDY Award
Entrant	STAPLEGUN
Advertiser	Oklahoma City Energy
Title	OKC Energy Dating Ads
Credit	Team SAPLEGUN

#### Apps, Games, and Virtual Reality

Website Based App

Award	Bronze ADDY Award
Entrant	Paycom
Advertiser	Paycom
Title	Paycom Jim Thorpe Award
	Voting App
Credit	Lanie James ,
	Brock Lay ,
	Jason Bodin

# Advertising & Promotion

Email

Award	Bronze ADDY Award
Entrant	Paycom
Advertiser	Paycom
Title	Paycom Dive Deep Targeted
	Email
Credit	Aaron Santelmann,
	Brock Lay,
	Lacey Brauser ,
	Rod Lott

#### **Public Service**

Online/Interactive

Award	Silver ADDY Award
Entrant	KAMI Communications for Tulsa
	Housing Authority
Advertiser	The Housing Authority of the
	City of Tulsa
Title	The People of THA- Maria Ortiz
Credit	Saraa Kami, Director/Producer/
	Editor
	Justin Greiman, Editor/Producer
Award	Silver ADDY Award
Award Entrant	Silver ADDY Award Unknown.Studio
Entrant	enter / BB / / Mara
Entrant	Unknown.Studio
Entrant Advertiser	Unknown.Studio Fields & Futures
Entrant Advertiser Title	Unknown.Studio Fields & Futures Fields & Futures Website
Entrant Advertiser Title	Unknown.Studio Fields & Futures Fields & Futures Website Aaron Dickey, Design Director &
Entrant Advertiser Title	Unknown.Studio Fields & Futures Fields & Futures Website Aaron Dickey, Design Director & Developer
Entrant Advertiser Title	Unknown.Studio Fields & Futures Fields & Futures Website Aaron Dickey, Design Director & Developer Tanner Tate, Creative Director &
Entrant Advertiser Title	Unknown.Studio Fields & Futures Fields & Futures Website Aaron Dickey, Design Director & Developer Tanner Tate, Creative Director & Copywriter
Entrant Advertiser Title	Unknown.Studio Fields & Futures Fields & Futures Website Aaron Dickey, Design Director & Developer Tanner Tate, Creative Director & Copywriter Preston Moon, Kombucha

AwardBronze ADDY AwardEntrantOklahoma Humane SocietyAdvertiserOklahoma Humane SocietyTitleLove BigCreditMelinda Prible, Director of<br/>Marketing & Communications,<br/>Oklahoma Humane Society<br/>Jessi Murray, Director of Social<br/>Media, Spark Creates

#### Public Service Online/ Interactive

Campaign

Award	Bronze ADDY Award
Entrant	Oklahoma Humane Society
Advertiser	Oklahoma Humane Society
Title	The Great Catsby
Credit	Melinda Prible, Director of
	Marketing & Communications,
	Oklahoma Humane Society
	Rachel Dewberry, Owner,
	Dewberry Cinema
	Jessi Murray, Director of Digital
	Marketing, Spark Creates

### Advertising Industry Self-Promotion

Online/Interactive

Silver ADDY Award
NV Creative Firm
NV Creative Firm
NV Creative Firm Web Design
Nichol Vagrosky, Art Director,
Web Developer, Designer

Award	Bronze ADDY Award
Entrant	Beyond Theory
Advertiser	Beyond Theory
Title	Beyond Theory Website
Credit	Beyond Theory Team

# FILM, VIDEO, & SOUND

#### Radio Advertising

#### Radio Advertising / Local

Single Spot :30 seconds or less

Award	Silver ADDY Award
Entrant	VI Marketing and Branding
Advertiser	TSET – Tobacco Stops With Me
Title	"Not OK" - "Flavorings" (Radio)
Credit	Clay Miller, Associate Creative
	Director
	Beau Leland, Senior Editor
	Matt Lowery, Motion
	Department Director
	Steve Sturges, Partner, Creative
	Director
	Valerie Trammell, Senior
	Marketing Strategist
	Greta Anglin, Group Account
	Director

#### Radio Advertising / Local

Single Spot more than :30 seconds

Award	Gold ADDY Award
Entrant	Robot House Creative
Advertiser	Renaissance Salon and Spa
Title	Renaissance Salon Holiday
	Radio
Credit	Brian Winkeler

#### Radio Advertising – Regional/National

Single spot more than :30 seconds

Award	Silver ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Тасо Мауо
Title	"Cinco de Mayo" (Radio)
Credit	Clay Miller, Associate Creative
	Director
	Bob Lausten, Copywriter &
	Producer
	Steve Sturges, Partner, Creative
	Director
	Matt Lowery, Motion
	Department Director, Producer

Award	Bronze ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Тасо Мауо
Title	"Big Dipper" (Radio)
Credit	Clay Miller, Associate Creative
	Director
	Beau Leland, Senior Editor

#### Radio Advertising – Regional/National

Radio-National Campaign

Award	Bronze ADDY Award
Entrant	Paycom
Advertiser	Paycom
Title	Paycom "So Frustrating"
	Campaign
Credit	Rod Lott,
	Richard York,
	Casey Twenter,
	Preston Herring

#### Television Advertising – Local (One DMA)

Single Spot :30 seconds

Award	Gold ADDY Award
Entrant	Insight Creative Group
Advertiser	Carter Chevrolet
Title	Carter Chevrolet Making Friends
Credit	Team ICG

Award	Gold ADDY Award
Entrant	NextThought Studios
Advertiser	Francis Tuttle Technology Center
Title	Dare to Imagine a Future You
Credit	NextThought Studios, janelle.
	bevan@nextthought.com
Title	Dare to Imagine a Future You NextThought Studios, janelle.

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Award	Silver ADDY Award
Entrant	Retrospec Films
Advertiser	P&K Equipment
Title	P&K Testimonial

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Award	Bronze ADDY Award
Entrant	Jordan Advertising
Advertiser	Oklahoma City Zoo & Botanical
	Garden
Title	OKC ZOO Sanctuary Asia
	Adventurer
Credit	Jordan Team

Award	Bronze ADDY Award
Entrant	Jordan Advertising
Advertiser	Oklahoma City Zoo & Botanical
	Garden
Title	OKC ZOO Sanctuary Asia Sage
Credit	Jordan Team

Award	Bronze ADDY Award
Entrant	Ackerman McQueen
Advertiser	Remington Park
Title	2018 Quarter Horse TV
Credit	Ashley Ball, EVP / Executive
	Creative Director
	Stephen Wymer, Editor
	Jason Bushore, Senior Audio
	Engineer
	Kevin Barrett, Animation
	Rick Lipe, Senior Producer
	Kyle Martin, SVP / Account
	Supervisor
	Chelsea Simmons , Account
	Executive

#### Television Advertising – Local (One DMA)

Single Spot :60 seconds or more

Award	Silver ADDY Award
Entrant	Retrospec Films
Advertiser	Hillcrest
Title	Hillcrest 100 Years

#### Television Advertising – Local (One DMA)

Television-Local Campaign

Award	Gold ADDY Award
Entrant	Insight Creative Group
Advertiser	Mattress King OKC
Title	Mattress King TV Spots
Credit	Team ICG,

Award	Bronze ADDY Award
Entrant	Jordan Advertising
Advertiser	Oklahoma City Zoo & Botanical
	Garden
Title	OKC ZOO Sanctuary Asia
	Campaign
Credit	Jordan Team

Television Advertising – Regional/National

Single Spot – Up to 2:00

Award Entrant Advertiser Title Credit	Gold ADDY Award VI Marketing and Branding Oklahoma Highway Safety Office "Thank you, Sean" (TV) Aaron Cahill, Associate Creative Director Bob Lausten, Copywriter Mike Anderson, Senior Animator Matt Lowery, Motion Department Director Beau Leland, Senior Editor Robbie Repola, Creative Producer/Production Director Steve Sturges, Partner/Creative Director Whitney Gann, Marketing Coordinator Valerie Trammell, Senior Marketing Strategist Greta Anglin, Group Account Director
Award Entrant Advertiser Title Credit	Silver ADDY Award VI Marketing and Branding TSET – Tobacco Stops With Me "Not OK" - "Workplaces" (TV) Matt Lowery, Motion Department Director Erin Robinson, Associate Creative Director Clay Miller, Associate Creative Director Steve Sturges, Partner, Creative Director Mike Anderson, Senior Animator Beau Leland, Senior Editor Valerie Trammell, Senior Marketing Strategist Matt Morgan, Marketing Strategist Greta Anglin, Group Account Director

Award Silver ADDY Award Entrant VI Marketing and Branding Advertiser Oklahoma Highway Safety Office "Road Science" (TV) Title Credit Aaron Cahill, Associate Creative Director Bob Lausten, Copywriter Mike Anderson, Senior Animator Matt Lowery, Motion **Department Director** Beau Leland, Senior Editor Robbie Repola, Creative Producer/Production Director Steve Sturges, Partner/Creative Director Whitney Gann, Marketing Coordinator Valerie Trammell, Senior Marketing Strategist Greta Anglin, Group Account Director Silver ADDY Award Award Entrant Ackerman McQueen Advertiser Chickasaw Nation Title Profiles of a Nation: Rebecca Credit

Owens
Becky King, EVP / Creative
Director
Andy Lamon, Senior Producer
John Almendarez, Director of
Photography
Walt Cox, Camera Operator /
Editor
Jason Bushore, Senior Audio
Producer
Barbara Johnson, SVP /
Management Supervisor

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Bronze ADDY Award Award Entrant VI Marketing and Branding Advertiser TSET - Tobacco Stops With Me Title "Not OK" - "Flavorings" (TV) Credit Matt Lowery, Motion **Department Director** Erin Robinson, Associate **Creative Director** Clay Miller, Associate Creative Director Steve Sturges, Partner, Creative Director Mike Anderson, Senior Animator Beau Leland, Senior Editor Valerie Trammell, Senior Marketing Strategist Matt Morgan, Marketing Strategist Greta Anglin, Group Account Director Bronze ADDY Award Award Entrant Ackerman McQueen Advertiser Chickasaw Nation Title Profiles of a Nation: Gerald

Becky King, EVP / Creative

Photography / Editor

Joe Busch , Editor

Andy Lamon, Senior Producer John Almendarez, Director of

Micah Leon, Camera Operator

Walt Cox, Camera Operator

Barbara Johnson, SVP / Management Supervisor AwardBronze ADDY AwardEntrantViral ProductionsAdvertiserRichardson for GovernorTitlePirates of OklahomaCreditDavid Tackett, Writer / DirectorStephen Tackett / The AudioPlanet, Audio Post-Production /Sound Design / Music

#### Internet Commercial

Campaign

Award Entrant Advertiser Title Credit	Gold ADDY Award Viral Productions Martin Flyer She's the One / He's the One David Tackett, Writer / Director Jordan Fisher , Director of Photography Tyson Caldwell, Editor Stephen Tackett / The Audio Planet, Audio Post Production and Sound Design Brian Barlow, Executive Producer
Award Entrant Advertiser Title Credit	Gold ADDY Award Retrospec Films Gathering Place "The Date" Gathering Place Jason Burks, Director/DP Josh Franks, Writer/Editor/ Director Brandon Forbes, Producer

Award Silver ADDY Award Ackerman McOueen Entrant Advertiser BancFirst Title BancFirst Loyal.tv Credit Ashley Ball, EVP / Executive **Creative Director** Caroline Palumbo, Producer Tiffany Eitzman, Copywriter Blake McCarty, Director / Editor Wes DeWitte, Audio Engineer Barbara Johnson, SVP / Management Supervisor Joe Busch, Director of Photography

AwardSilver ADDY AwardEntrantPaycomAdvertiserPaycom App Geo-targeting<br/>CampaignCreditBrock Lay,<br/>Elysa Casiano,<br/>Lacey Brauser,<br/>Caty Combs

#### Webisode

Single Webisode

AwardBronze ADDY AwardEntrantInsight Creative GroupAdvertiserSSM Health St. AnthonyTitleBrent and DebiCreditTeam ICG

#### Webisode

Series

Award	Silver ADDY Award
Entrant	Trifecta Communications
Advertiser	Trifecta Communications
Title	Folk Secrets Season Three
Credit	Team Trifecta

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

Single entry :60 seconds or less

Award	Silver ADDY Award
Entrant	Ackerman McQueen
Advertiser	Oklahoma City Convention and
	Visitors Bureau
Title	Convention Center :30 Sizzle
	Video
Credit	Ashley Ball, EVP / Executive
	Creative Director
	Ed Russell, Associate Creative
	Director
	Patrick Vaughn , Editor
	Barbara Johnson, SVP /
	Management Supervisor

#### Online Film, Video, & Sound

#### Internet Commercial

Single Spot – Any Length

Brisco

Director

Credit

Award	Gold ADDY Award
Entrant	Resolute Visuals
Advertiser	Mid America Christian
	University
Title	My MACU: Mike Keahbone
Credit	Jody Allen, Producer
	David Callahan, Director of
	Photography/Editor

#### Branded Content & Entertainment For Online Film, Video & Sound

Single entry – more than :60 seconds

Award	Gold ADDY Award
Entrant	Noble Research Institute
Advertiser	Noble Research Institute
Title	Noble Research Institute
	Overview
Credit	Ryan McNeill, Senior Digital
	Producer
	Shaun Smith, Video Specialist

Award	Gold ADDY Award
Entrant	HOEGGER COMMUNICATIONS
Advertiser	Axis Construction
Title	Axis Construction
Credit	Matt Hamilton, Co-Director/
	Editor
	Scott Hamilton, Co-Director/
	Producer
	Andrew Bell, Graphic Designer

Award Gold ADDY Award

Entrant	HOEGGER COMMUNICATIONS
Advertiser	American National Bank and
	Trust
Title	American National - Brand Video
Credit	Matt Hamilton , Co-Director/
	Editor
	Scott Hamilton, Co-Director/
	Producer
	Andrew Bell, Graphic Design

Award	Gold ADDY Award
Entrant	CVWmedia
Advertiser	Vanessa House Beer Company
Title	Vanessa House - Garage Fire
Credit	CVWmedia

Award Entrant Advertiser Title Credit	Gold ADDY Award Ackerman McQueen BancFirst Loyal.tv Cain's Ballroom Ashley Ball, EVP / Executive Creative Director Caroline Palumbo, Producer Tiffany Eitzman, Copywriter Blake McCarty, Camera Operator / Editor Wes DeWitte, Audio Engineer Barbara Johnston, SVP / Management Supervisor Nathan Raglin, Director of Photography
Award Entrant Advertiser Title Credit	Gold ADDY Award HOEGGER COMMUNICATIONS Wichita Falls Chamber of Commerce & Industry Falls Future Matt Hamilton, Co-Director/ Editor Scott Hamilton, Co-Director/ Producer Andrew Bell, Graphic Design
Award Entrant Advertiser Title Credit	Gold ADDY Award KEATON NYE FILMS Visit Faroe Islands LOST   The Faroe Islands Keaton Nye , DP Steve Jones, Director Seth Wright, Composer Taylor Jones, Script Writer
Award	Gold ADDY Award

Entrant Insight Creative Group Advertiser Carter Chevrolet Title This is how Carter Rolls Credit Team ICG

Award	Gold ADDY Award
Entrant	Ackerman McQueen
Advertiser	Chickasaw Nation
Title	Winter Fire #1: Fort Washita
Credit	Becky King, EVP / Creative
	Director
	Andy Lamon, Senior Producer
	John Almendarez , Director of
	Photography / Editor
	Micah Leon, Camera Operator
	Walt Cox, Camera Operator
	Barbara Johnson, SVP /
	Management Supervisor
Award	Gold ADDY Award
Entrant	Retrospec Films
Advertiser	Oklahoma Wind Coalition
Title	Oklahoma Wind Coalition Brand
	Video
Credit	Jason Burks, Director/DP
	Nathan Groves, Producer
Award	Cold ADDV Award

Award	Gold ADDY Award
Entrant	Retrospec Films
Advertiser	Gathering Place
Title	Gather Together
Credit	Jason Burks, Director/DP
	Nathan Groves, Producer
	Brandon Forbes, Assistant
	Director
	Jacob Hightower,
	Cinematographer
	Adam Vigil, Cinematographe
	Josh Franks, Editor
Award	Silver ADDY Award

Award	Sliver ADDY Award
Entrant	Noble Research Institute
Advertiser	Noble Research Institute
Title	Jimmy Emmons, From the
	Ashes
Credit	Ryan McNeill, Senior Digital
	Producer
	Shaun Smith, Video Specialist

Award	Silver ADDY Award
Entrant	HOEGGER COMMUNICATIONS
Advertiser	Frank and Joes Coffee House
Title	Frank and Joes - Happy Holidays
Credit	Matt Hamilton, Co-Director/
	Editor
	Scott Hamilton, Co-Director/
	Producer
	Andrew Bell, Graphic Design

Award	Silver ADDY Award
Entrant	HOEGGER COMMUNICATIONS
Advertiser	Frank and Joes
Title	Welcome to Fall
Credit	Matt Hamilton, Co-Director/
	Editor
	Scott Hamilton, Co-Director/
	Producer
	Andrew Bell, Graphic Design

Award	Silver ADDY Award
Entrant	Ackerman McQueen
Advertiser	Chickasaw Nation
Title	Thrive Traditions: Flint Knapping
Credit	Becky King, EVP / Creative
	Director
	Andy Lamon, Senior Producer
	Micah Leon, Camera Operator /
	Editor
	Walt Cox, Camera Operator
	Barbara Johnson, SVP /
	Management Supervisor

Award	Silver ADDY Award
Entrant	Retrospec Films
Advertiser	The Engine Room
Title	Golden Gloves
Credit	Jason Burks, Director/DP
	Adam Vigil, Editor
Award	Bronze ADDY Award

Entrant	Retrospec Films
Advertiser	The Galley
Title	The Galley Tap
Credit	Jason Burks, Director/DP
	Josh Franks, Editor

Award	Bronze ADDY Award
Entrant	Paycom
Advertiser	Paycom
Title	Paycom Learning Journey Video
Credit	Kenzie McFeely,
	Elysa Casiano,
	Lacey Brauser

#### Branded Content & Entertainment For Television

Award	Silver ADDY Award
Entrant	Jordan Advertising
Advertiser	Oklahoma City Zoo & Botanical
	Garden
Title	OKC ZOO Sanctuary Asia
	Adventurer
Credit	Jordan Team
Award	Silver ADDY Award

Awaru	Silver ADDT Awaru
Entrant	Jordan Advertising
Advertiser	Oklahoma City Zoo & Botanical
	Garden
Title	OKC ZOO Sanctuary Asia Sage
Credit	Jordan Team

# Branded Content & Entertainment

Non-Broadcast

Award	Gold ADDY Award
Entrant	Ackerman McQueen
Advertiser	Chickasaw Nation
Title	Winter Fire #4:Traditional
	Medicine
Credit	Becky King, EVP / Creative
	Director
	Andy Lamon, Senior Producer
	John Almendarez , Director of
	Photography / Editor
	Micah Leon, Camera Operator
	Walt Cox, Camera Operator
	Barbara Johnson, SVP /
	Management Supervisor

Silver ADDY Award
Retrospec Films
Ninja
Ninja Vegas 18'
Jason Burks, Director/DP
Brandon Forbes, Assistant
Director/Producer

Award	Silver ADDY Award
Entrant	Retrospec Films
Advertiser	The Galley
Title	The Galley Brand
Credit	Jason Burks, Director/DP
	Josh Tackett, Editor

Award	Bronze ADDY Award
Entrant	Retrospec Films
Advertiser	Hilti
Title	Hilti Olympics
Credit	Brandon Forbes, Director/DP
	Josh Franks, Writer/Editor

# Branded Content & Entertainment

Campaign

Award	Gold ADDY Award
Entrant	Insight Creative Group
Advertiser	Carter Chevrolet
Title	Carter Brand Spots
Credit	Team ICG

Award	Silver ADDY Award
Entrant	Ackerman McQueen
Advertiser	BancFirst
Title	BancFirst Loyal.tv
Credit	Ashley Ball, EVP / Executive
	Creative Director
	Caroline Palumbo, Producer
	Tiffany Eitzman, Copywriter
	Blake McCarty, Camera Operator
	/ Editor
	Wes DeWitte, Audio Engineer
	Shad Wyckoff, Director of
	Photography
	Joe Busch, Director of
	Photography
	Barbara Johnston, SVP /
	Management Supervisor

Award	Silver ADDY Award
Entrant	Ackerman McQueen
Advertiser	INTEGRIS
Title	INTEGRIS Inspirations
Credit	Ashley Ball, EVP / Executive
	Creative Director
	Tuck Oden, Associate Creative
	Director
	Amy Hearn, VP / Executive
	Producer
	Bob Harstad, EVP / Account
	Management
	Darla Willison, Account
	Supervisor

AwardBronze ADDY AwardEntrantJordan AdvertisingAdvertiserOklahoma City Zoo & Botanical<br/>GardenTitleOKC ZOO Sanctuary Asia SageCreditJordan Team

Award	Bronze ADDY Award
Entrant	STAPLEGUN
Advertiser	Oklahoma Society of CPAs
Title	Humongous Achievements
Credit	Team STAPLEGUN

#### **Sales Promotion**

Audio/Visual Sales Presentation

Award	Gold ADDY Award
Entrant	Greater OKC Chamber
Advertiser	Greater Oklahoma City
	<b>Convention &amp; Visitors Bureau</b>
Title	Sizzle Meet in OKC
Credit	Greater Oklahoma City
	Convention & Visitors Bureau,
Award	Bronze ADDY Award
Entrant	Greater OKC Chamber
Advertiser	Greater Oklahoma City
	<b>Convention &amp; Visitors Bureau</b>
Title	Flyover Video

Title Flyover Video Credit Greater Oklahoma City Convention & Visitors Bureau AwardBronze ADDY AwardEntrantRetrospec FilmsAdvertiserHiltiTitleHilti Decking

#### **Music Videos**

Music Video

Award	Gold ADDY Award
Entrant	Retrospec Films
Advertiser	Ben Rector
Title	"Old Friends" by Ben Rector
Credit	Jason Burks, Director/DP
	Brandon Forbes, Producer
	Madi Dettor, Editor

#### **Public Service**

Online Film, Video & Sound

Award	Bronze ADDY Award
Entrant	Feed the Children
Advertiser	Feed the Children
Title	The First 1,000 Days
Credit	John Davis, Director of Content
	and Creative/Copywriter
	Greg Kuhn, Videographer/Sound
	Designer

Award	Bronze ADDY Award
Entrant	Insight Creative Group
Advertiser	City Rescue Mission
Title	Rossie's Story - Finding Our
	Place
Credit	Team ICG

Award	Bronze ADDY Award
Entrant	Retrospec Films
Advertiser	Outwild
Title	Outwild Promo
Credit	Jason Burks, Director/DP
	Jacob Hightower,
	Cinematographer
	Chris Diamond, Editor

#### **Public Service**

Non-Broadcast Audio/Visual

Award	Gold ADDY Award
Entrant	STAPLEGUN
Advertiser	Catholic Charities
Title	Green Tie Gala Video
Credit	Team STAPLEGUN

Award	Gold ADDY Award
Entrant	Chisel Creative LLC
Advertiser	Filling the Void
Title	Filling the Void Video
Credit	Chisel Creative,
	Retrospec Films

Award	Silver ADDY Award
Entrant	Insight Creative Group
Advertiser	True North
Title	True North-True Change Intro
Credit	Team ICG

Award	Silver ADDY Award
Entrant	Insight Creative Group
Advertiser	The Care Center
Title	Alexis the Brave
Credit	Team ICG

Award	Silver ADDY Award
Entrant	STAPLEGUN
Advertiser	Central Oklahoma
	Transportation and Parking
	Authority
Title	Streetcar Launch Video
Credit	Team STAPLEGUN

Award	Bronze ADDY Award
Entrant	Insight Creative Group
Advertiser	Angels Foster Family Network
Title	The Swiggarts Story
Credit	Team ICG

#### Public Service (Film, Video, & Sound)

Campaign

Award	Silver ADDY Award
Entrant	Ghost
Advertis	er Oklahoma Department of Mental
	Health and Substance Abuse
	Services
Title	DMH - RX for Change Campaign
Credit	J.D. Reeves, Art Director
	Matt Pickett, Creative Director
	Brian Barnes, Principal

Award	Bronze ADDY Award
Entrant	STAPLEGUN
Advertiser	Central Oklahoma
	Transportation and Parking
	Authority
Title	Streetcar Safety
Credit	Team STAPLEGUN

#### Advertising Industry Self-Promotion

Film, Video & Sound

Award	Silver ADDY Award
Entrant	Koch Communications
Advertiser	Koch Communications
Title	Brewery #HashOut Video

CROSS PLATFORM

#### Integrated Advertising Campaigns

B-to-B Campaign - National



AwardGold ADDY AwardEntrantTraction MarketingAdvertiserAir TractorTitleFly Like You Mean ItCreditTeam Traction



Award	Gold ADDY Award
Entrant	Paycom
Advertiser	Paycom
Title	Paycom "So Frustrating"
	Campaign
Credit	Kathy Oden-Hall,
	Casey Twenter,
	Preston Herring,
	Brock Lay,
	Rod Lott,
	Richard York,
	John Aspinwall,
	Chuck Taylor,
	Amy Double,
	Megan Radford ,
	Rachel Russell

# Integrated Advertising Campaigns

Consumer Campaign - Local

Award	Silver ADDY Award
Entrant	Beyond Theory
Advertiser	Diffee Ford Lincoln
Title	Diffee Ford Lincoln Rebrand
Credit	Beyond Theory Team

Award	Silver ADDY Award
Entrant	Jordan Advertising
Advertiser	Oklahoma City Zoo & Botanical
	Garden
Title	OKC ZOO Sanctuary Asia
	Campaign
Credit	Jordan Team

Award	Silver ADDY Award
Entrant	Insight Creative Group
Advertiser	Floor Trader Oklahoma City
Title	Floor Trader March Madness
Credit	Team ICG

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Award Entrant Advertiser Title Credit	Bronze ADDY Award Chickasaw Nation - Newcastle Casino Newcastle Casino Thunder Ticket Back Campaign Stevi Riley, Senior Graphic Designer
Award	Bronze ADDY Award
Entrant	Ackerman McQueen
Advertiser	Chickasaw Cultural Center
Title	Children's Festival Campaign
Credit	Jeanette Elliott, EVP / Creative
	Director
	Gail Daniels , Associate Creative
	Director / Special Projects
	Stephen Wymer, Editor
	Jason Bushore, Senior Audio Producer
	Kevin Barrett, Senior Animation
	Art Director
	Dean Wilhite, Senior Art Director
	Nathan Raglin, Director of
	Photography
	Barbara Johnson, SVP /
	Management Supervisor
	Chelsea Simmons, Account
	Executive

#### Integrated Advertising Campaigns

Consumer Campaign - National



Gold ADDY Award Award Entrant VI Marketing and Branding Advertiser Oklahoma Highway Safety Office "Road Science" Integrated Campaign Credit Aaron Cahill, Associate Creative Director Bob Lausten, Copywriter Mike Anderson, Senior Animator Matt Lowery, Motion **Department Director** Beau Leland, Senior Editor Robbie Repola, Creative Producer/Production Director Steve Sturges, Partner/Creative Director Whitney Gann, Marketing Coordinator Valerie Trammell, Senior Marketing Strategist Greta Anglin, Group Account Director

Title

Award	Gold ADDY Award
Entrant	STAPLEGUN
Advertiser	OU Medicine
Title	It's Not Just About Pink
Credit	Team STAPLEGUN



Award	Gold ADDY Award
Entrant	Braid Creative
Advertiser	Tinker Federal Credit Union
Title	TFCU Wonderful Campaign
Credit	Kathleen Shannon, Creative
	Director
	Tara Street, Creative Director
	Liz Johnson, Creative Director
	Holly Arter, Media Strategy
	Amanda Lowery, Marketing
	Strategy
	Jentry Miller, Social Strategy
	David Mcneese, Photography

Award	Bronze ADDY Award
	51011207.02517.01414
Entrant	VI Marketing and Branding
Advertiser	TSET – Tobacco Stops With Me
Title	"Not OK" Integrated Campaign
Credit	Matt Lowery, Motion
	Department Director
	Erin Robinson, Associate
	Creative Director
	Clay Miller, Associate Creative
	Director
	Steve Sturges, Partner, Creative
	Director
	Mike Anderson, Senior Animator
	Beau Leland, Senior Editor
	Valerie Trammell, Senior
	Marketing Strategist
	Matt Morgan, Marketing
	Strategist
	Greta Anglin, Group Account
	Director

Entrant OU Admissions & Recruitment

Advertiser The University of Oklahoma

Title Apply to OU Campaign Credit Tiffany Lea Haendel, Associate Director of Communication at **OU Admissions & Recruitment** Danielle Dunn, Director of Communication at OU Admissions & Recruitment Kelby Wilkerson, Assistant Director of Communication at **OU Admissions & Recruitment** Bryce Kunkel, Technology Specialist at OU Admissions & Recruitment Chelsey Kraft, Marketing and **Communications Writer at OU** Admissions & Recruitment Melanie Foster, Creative Media Producer at OU Admissions &

Recruitment

Bronze ADDY Award Award Entrant Saxum Advertiser Gathering Place | Tulsa's **Riverfront Park** Title Gathering Place - A Park For All Credit Jessica Robbins, Creative Director Ivan Caro, Art Director Jayna Hadwiger, Designer Terry Whitmore, Designer Daniel Marshall, Designer Adam Coe, Design Intern Houda Elyazgi, Sr. Account Director Jason Acock, Account Director Maggie Leftwich, Account Coordinator Michelle Lory, Sr. Integrated **Project Manager** Madison Bryan, Sr. Digital Strategist Nida Nizami, Associate Digital Strategist

#### Integrated Brand Identity Campaign

Local or Regional/National



AwardGold ADDY AwardEntrantSTAPLEGUNAdvertiserScissortail ParkTitleScissortail Park - For EveryoneCreditTeam STAPLEGUN

Award	Silver ADDY Award
Entrant	VI Marketing and Branding
Advertiser	Wymer Brownlee
Title	Brand Identity
Credit	Aaron Cahill, Associate Creative
	Director
	Bob Lausten, Copywriter,
	Producer
	David Hinds, Art Director
	Julie Rowell, Production
	Manager
	Carsen Young, Marketing
	Coordinator
	Christine Golden, Group
	Account Director

AwardSilver ADDY AwardEntrantInsight Creative GroupAdvertiserCity Rescue MissionTitleCity Rescue Mission RebrandCreditTeam ICG

Award	Silver ADDY Award
Entrant	Chisel Creative LLC
Advertiser	Hermosa Salon
Title	Hermosa Salon Collateral
	Package
Credit	Chisel Creative

Award	Bronze ADDY Award
Entrant	STAPLEGUN
Advertiser	Oklahoma Municipal Power
	Authority
Title	Our Local Power
Credit	Team STAPLEGUN

 Award
 Bronze ADDY Award

 Entrant
 Toast Design Studio

 Advertiser
 OSU Museum of Art

 Title
 artLAB

 Credit
 Tiffany Lea Haendel, Co-Owner

 & Designer
 Emily Smart, Co-Owner & Designer

#### Integrated Branded Content Campaign

Local or Regional/National



Awaı	rd	Gold ADDY Award
Entra	int	University of Central Oklahoma
Adve	rtiser	UCO Design
Title		UCO CFAD Recruiting/Brand
		Campaign
Credi	t	William Muschinske, Conceptual
		Designer
		Monique Ortman, Production
		Designer



AwardGold ADDY AwardEntrantNoble Research InstituteAdvertiserNoble Research InstituteTitle2018 Core Values CampaignCreditRachael Davis, Creative Manager



Award	Gold ADDY Award
Entrant	STAPLEGUN
Advertiser	Central Oklahoma
	Transportation and Parking
	Authority
Title	Streetcar Launch Campaign
Credit	Team STAPLEGUN

- Award Silver ADDY Award
- Entrant Visual Voices: Contemporary Chickasaw Art Touring Exhibition
- Advertiser VISUAL VOICES: Chickasaw Contemporary Art Touring Exhibition
- Title VISUAL VOICES Chickasaw Art Exhibit
- Credit Joanna Underwood Blackburn, Artist, Graphic Designer & Chair, the Chickasaw Artist Board Laura Marshall Clark, Content Developer & Program Manager The Chickasaw Artist Board, Creative Developers: Kristen Dorsey, Margret Roach Wheeler, Brent Greenwood, Dan Worcester, Joanna Underwood Blackburn

Award	Silver ADDY Award
Entrant	Oklahoma City Thunder
Advertiser	Oklahoma City Thunder
Title	OKC Thunder Change Makers
	Vision
Credit	Oklahoma City Thunder, Change
GIGUIL	Makers Design Vision
	Makers Design Vision
Award -	Bronze ADDY Award
Entrant	Trifecta Communications
Advertiser	Trifecta Communications
Title	Folk Secrets Season Three
Credit	Team Trifecta
Award	Bronze ADDY Award
Entrant	amshot
Advertiser	amshot
Title	Elements of amshot Executions
Credit	amshot,
	Washburn Illustration,
	Smirk New Media,
	SIIIIK NEW WEULd,

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#### Online/Interactive Campaign

Award	Gold ADDY Award
Entrant	STAPLEGUN
Advertiser	OU Medicine
Title	It's Not Just About Pink Social
Credit	Team STAPLEGUN

#### ELEMENTS OF ADVERTISING

# Advertising Industry Self-Promotion

Single Medium Campaign

Award	Silver ADDY Award
Entrant	Newcastle Casino
Advertiser	Newcastle Casino
Title	Halloween Promotions
	Campaign
Credit	Travis Gerber, Senior Graphic
	Designer

# Advertising Industry Self-Promotion

Integrated Campaign

omitri Kostjukov, Interactive Aedia Director Steve Donehue, Digital Project Aanager
Fronze ADDY Award Candor Candor Io Smoke, All Fire Mailer Caren Wicker, President & CEO

No Smoke, All Fire Mailer
Karen Wicker, President & CEO
Rich Ross, Director of Video &
Production
Ashley Neese, Account
Executive

#### Copywriting

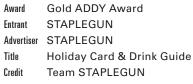


	YouthNow

Gold ADDY Award Entrant Ghost Advertiser Oklahoma Department of Mental Health and Substance Abuse Services Title YouthNow Logo

Award

Credit J.D. Reeves, Art Director Matt Pickett, Creative Director Brian Barnes, Principal



#### Logo Design



Award	Gold ADDY Award
Entrant	Ghost
Advertiser	The Residences at the First
Title	The First Logo
Credit	J.D. Reeves, Art Director
	Matt Pickett, Creative Director
	Brian Barnes, Principal



Award	Gold ADDY Award
Entrant	Ghost
Advertiser	Derby
Title	Derby Logo
Credit	Matt Pickett, Creative Director
	Brian Barnes, Principal



Award	Gold ADDY Award
Entrant	Ghost
Advertiser	Oklahoma Department of Mental
	Health and Substance Abuse
	Services
Title	DMH Prescription for Change
	Logo
Credit	J.D. Reeves, Art Director
	Matt Pickett, Creative Director
	Brian Barnes, Principal

Award Silver ADDY Award Entrant Toast Design Studio Advertiser Produce Gal Title Produce Gal Logo Tiffany Lea Haendel, Co-Owner Credit & Designer Emily Smart, Co-Owner & Designer

Award	Silver ADDY Award
Entrant	Unknown.Studio
Advertiser	Mélange
Title	Mélange Visual Identity
Credit	Aaron Dickey, Design Director
	Tanner Tate, Creative Director
	Preston Moon, Kombucha
	Connoisseur

Award	Bronze ADDY Award
Entrant	liquidfish
Advertiser	Oklahoma State Fair
Title	Oklahoma State Fair
Credit	liquidfish

Award	Bronze ADDY Award
Entrant	Insight Creative Group
Advertiser	City Rescue Mission
Title	City Rescue Mission Logo
Credit	Team ICG

Award	Bronze ADDY Award
Entrant	Koch Communications
Advertiser	Restore Oklahoma Now
Title	Restore Oklahoma Now Logo
	Design
Credit	

Award	Bronze ADDY Award
Entrant	Chisel Creative LLC
Advertiser	Auxin
Title	Auxin Logo
Credit	Chisel Creative

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Award	Bronze ADDY Award
Entrant	Saxum
Advertiser	Gathering Place   Tulsa's
	Riverfront Park
Title	Gathering Place Logo
Credit	Jessica Robins, Creative
	Director
	Ivan Caro , Art Director
	Houda Elyazgi, Sr. Account
	Director

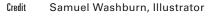
Award	Bronze ADDY Award
Entrant	Smirk New Media
Advertiser	Smirk New Media
Title	Smirk Logo
Credit	Rachel Haynes, Creative
	Strategist

Award	Bronze ADDY Award
Entrant	Toast Design Studio
Advertiser	Rooney Farms
Title	Rooney Farms Logo
Credit	Tiffany Lea Haendel, Co-Owner
	& Designer
	Emily Smart, Co-Owner &
	Designer

#### Illustration

Single

Award Entrant Advertiser	Silver ADDY Award VI Marketing and Branding Oklahoma Tourism and Recreation Department
Title	Buffalo Illustration
Credit	Moriah Behymer, Production Artist
Award	Silver ADDY Award
Entrant	Washburn Illustration and Design
Advertiser	The Wheeler District
Title	Wheeler Criterium Bear Illustration



Award	Bronze ADDY Award
Entrant	Jordan Advertising
Advertiser	Craft Brewers Association of
	Oklahoma
Title	CBAO Hopsplaining Symposium
	Can
Credit	Randy Bradley, Creative Director
	Robert Schmidt, Art Director

#### Illustration

Series



Award	Gold ADDY Award
Entrant	StoneHouse Marketing
Advertiser	StoneHouse Marketing
Title	Call of the Wild with Digital Foil
Credit	Whitney VanHeuvelen, VP
	Communications
	Brian Mortensen, VP Sales/
	Marketing
	Ron Tucker, Founder



Award	Gold ADDY Award
Entrant	amshot
Advertiser	amshot
Title	Elements of amshot
Credit	amshot,
	Washburn Illustration



Award	Gold ADDY Award
Entrant	Ackerman McQueen
Advertiser	NEXTEP
Title	Nextep Skyline
Credit	Sherri Duran, SVP / Creative
	Director
	Jon Minson, EVP / Creative
	Director



Award	Gold ADDY Award
Entrant	Robot House Creative
Advertiser	Tower Theatre
Title	Ready Player March Poster
	Series
Credit	Adam LeNaire,
	Brett Grimes



Award Entrant Advertiser Title Credit	Gold ADDY Award Robot House Creative Tower Theatre AniMaytion Poster Series Adam LeNaire, Brett Grimes
Award	Silver ADDY Award
Entrant	Traction Marketing
Advertiser	Lyric Theatre of Oklahoma
Title	2019 Season Artwork

Credit Team Traction,

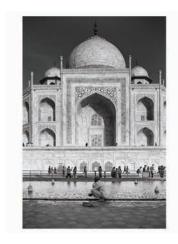
Bronze ADDY Award Award Entrant Ghost Advertiser Oklahoma Department of Mental Health and Substance Abuse Services DMH Rx for Change Illustrations Title Credit J.D. Reeves, Art Director Matt Pickett, Creative Director Brian Barnes, Principal

#### **Still Photography**

Black & White, Single



Award	Gold ADDY Award
Entrant	Shevaun Williams & Associates,
	Inc.
Advertiser	ARTDESK
Title	ARTDESK The Future of the
	Ballet
Credit	Shevaun Williams, Art Direction
	and Photography
	Christian Keesee, Publisher
	Louisa McCune, Editor in Cheif
	Amy Potter, Dancer
	Seth Bradley, Dancer
	Jefferson Payne, Dancer



Award	Gold ADDY Award
Entrant	Shevaun Williams & Associates,
	Inc.
Advertiser	Shevaun Williams & Associates,
	Inc.
Title	This Is The Taj Mahal- Self
	Promote
Credit	Shevaun Williams, Photographer



Award Gold ADDY Award High Five Media Entrant Advertiser High Five Media H5 Wind Farm Title Credit High Five Media, Jonathan Burkhart



Award	Gold ADDY Award
Entrant	Noble Research Institute
Advertiser	Noble Research Institute
Title	Eye to Eye
Credit	Rob Mattson, Photographer

## Still Photography Color, Single



Award	Gold ADDY Award
Entrant	The Chickasaw Nation
Advertiser	The Chickasaw Nation
Title	Piominko
Credit	Marcy Gray, Senior
	Photographer



Award	Gold ADDY Award
Entrant	Shevaun Williams & Associates,
	Inc.
Advertiser	ARTDESK
Title	ARTDESK The Future of the
	Ballet
Credit	Shevaun Williams, Photographer
	Louisa McCune, Editor in Chief
	Amy Potter, Dancer
	Christian Keesee, Pubisher

Award	Silver ADDY Award
Entrant	The Chickasaw Nation
Advertiser	The Chickasaw Nation
Title	Removal
Credit	Jacquelyn Sparks, Senior
	Photographer

Silver ADDY Award
The Chickasaw Nation
The Chickasaw Nation
Warriors
Marcy Gray, Senior
Photographer

Award	Silver ADDY Award	
Entrant	High Five Media	
Advertiser	Dane and Associates Electric	
Title	Dane Electric	
Credit	High Five Media,	
	Daniel Mudliar,	

AwardSilver ADDY AwardEntrantNoble Research InstituteAdvertiserNoble Research InstituteTitleJimmy Emmons PortraitCreditRob Mattson, PhotographerAwardBronze ADDY AwardEntrantThe Chickasaw NationAdvertiserThe Chickasaw NationTitleDragonfly		
InitialOncorrelation (IDE)EntrantNoble Research InstituteAdvertiserNoble Research InstituteTitleJimmy Emmons PortraitCreditRob Mattson, PhotographerAwardBronze ADDY AwardEntrantThe Chickasaw NationAdvertiserThe Chickasaw NationTitleDragonfly	Entrant Advertiser Title	Noble Research Institute Noble Research Institute
Entrant The Chickasaw Nation Advertiser The Chickasaw Nation Title Dragonfly	Entrant Advertiser Title	Noble Research Institute Noble Research Institute
	Entrant Advertiser Title	The Chickasaw Nation The Chickasaw Nation

## Still Photography Campaign





Award	Gold ADDY Award
Entrant	Shevaun Williams & Associates,
	Inc.
Advertiser	University of Oklahoma School
	of Dance
Title	We Have It All
Credit	Shevaun Williams, Art Direction
	and Photography
	Michael Bearden, Director of OU
	School of Dance
	Bobby Evans, Football Player
	Amber Bailey, Dancer
	Jamuni McNeace , Basketball
	Player
	Julie Russel, Modern Dancer









Award	Gold ADDY Award
Entrant	Shevaun Williams & Associates,
	Inc.
Advertiser	Luxiere
Title	Atelier Francais
Credit	Shevaun Williams, Photographer
	Stacy Johnson, Publisher
	Chelsey Ann & Ali Earnhart, Hair
	and Make-up
	Meghan Spears, Fashion Stylist
	Jessi Murray, Talent





Award	Gold ADDY Award
Entrant	liquidfish
Advertiser	Blake Griffin
Title	Blake Griffin
Credit	liquidfish



Award	Gold ADDY Award	
Entrant	High Five Media	
Advertiser	Northwestern Oklahoma State	
	University	
Title	NW Oklahoma State University	
Credit	High Five Media,	
	Jonathan Burkhart	

Award	Silver ADDY Award
Entrant	Freestyle Creative
Advertiser	Freestyle Creative
Title	"Oklahoma City"
Credit	Josh Bivens, Photographer

#### Award Bronze ADDY Award

Awuru	DIGHZC/(DD1/(Wala	
Entrant	High Five Media	
Advertiser	Old School Bagel Cafe	
Title	Old School Bagel Cafe Menu	
	Boards	
Credit	High Five Media,	
	Jonathan Burkhart	

Award	Bronze ADDY Award
Entrant	Unknown.Studio
Advertiser	Fields & Futures
Title	Fields & Futures Photography
Credit	Tanner Tate, Photographer
	Aaron Dickey, Photographer
	Preston Moon, Kombucha
	Connoisseur

AwardBronze ADDY AwardEntrantRegan Pro ProductionsAdvertiseCambridge Silversmiths LimitedTitleEnhanced FlatwareCreditLeanne Regan Fitzpatrick,<br/>Photographer

#### **Art Direction**

Campaign







Award	Gold ADDY Award
Entrant	liquidfish
Advertiser	Blake Griffin
Title	Blake Griffin
Credit	liquidfish

#### Film & Video

Cinematography - Single

Award	Gold ADDY Award
Entrant	Noble Research Institute
Advertiser	Noble Research Institute
Title	Jimmy Emmons, From the
	Ashes
Credit	Ryan McNeill, Senior Digital
	Producer
	Shaun Smith, Video Specialist

Award	Gold ADDY Award
Entrant	Chisel Creative LLC
Advertiser	Filling the Void
Title	Filling the Void Video
Credit	Chisel Creative,
	Retrospec Films

Award	Bronze ADDY Award
Entrant	Resolute Visuals
Advertiser	Oklahoma City Zoo
Title	Oklahoma City Zoo Sage
Credit	Creative Director, Randy Bradley
	David Callahan, Director of
	Photography/Editor

Award	Bronze ADDY Award	Award	Gold ADDY Awa
Entrant	Resolute Visuals	Entrant	Chisel Creative L
Advertiser	Oklahoma City Zoo	Advertiser	Filling the Void
Title	Oklahoma City Zoo Adventurer	Title	Filling the Void V
Credit	Randy Bradley, Creative Director	Credit	Chisel Creative,
	David Callahan, Director of		Retrospec Films
	Photography/Editor		

#### Film & Video

Animation, Special Effects or Motion Graphics

Award	Silver ADDY Award
Entrant	Retrospec Films
Advertiser	TBN
Title	Americas Hidden History
Credit	Madison Dettor, Designer/Editor

Award	Silver ADDY Award
Entrant	Ghost
Advertiser	Developmental Disabilities
	Council of Oklahoma
Title	DDCO Animation
Credit	Nate Ward, Designer
	Robbie Knight, Art Director
	Matt Pickett, Creative Director
	Brian Barnes, Principal

Award	Bronze ADDY Award
Entrant	Ghost
Advertiser	Cox Business Services
Title	COX Business: Why Cox
	Animation
Credit	Matt Pickett, Creative Director
	Brian Barnes, Principal

#### Film & Video

Video Editing

Award	Gold ADDY Award
Entrant	HOEGGER COMMUNICATIONS
Advertiser	Axis Construction
Title	Axis Construction
Credit	Matt Hamilton, Director/Editor
Creait	Scott Hamilton, Producer/Co- Editor

ward	Gold ADDY Award
ntrant	Chisel Creative LLC
dvertiser	Filling the Void
itle	Filling the Void Video
redit	Chisel Creative,
	Retrospec Films

Award	Gold ADDY Award
Entrant	Retrospec Films
Advertiser	Summit Financial
Title	Summit Financial
Credit	Jason Burks, Director/DP
	Brandon Forbes, Producer
	Josh Franks, Editor

Award	Gold ADDY Award
Entrant	Retrospec Films
Advertiser	TBN
Title	How We Met Open
Credit	Josh Franks, Editor
	Madison Dettor, Animation

Award	Gold ADDY Award
Entrant	Retrospec Films
Advertiser	Dino Rizzo
Title	The Movie Guy
Credit	Josh Franks, Editor

Award	Silver ADDY Award
Entrant	HOEGGER COMMUNICATIONS
Advertiser	Hoegger Communications
Title	Go Time
Credit	Matt Hamilton, Co-Director/
	Editor
	Scott Hamilton, Co-Director/
	Producer
	Andrew Bell, Graphic Design

Award	Silver ADDY Award
Entrant	Resolute Visuals
Advertiser	Oklahoma City Zoo
Title	Oklahoma City Zoo Adventurer
Credit	Randy Bradley, Creative Director
	David Callahan, Director of
	Photography/Editor

Award	Silver ADDY Award
Entrant	Retrospec Films
Advertiser	Hilti
Title	Hilti XBT
Credit	Jason Burks, Director/DP
	Josh Franks, Editor

#### Sound

Sound Design - Single

Award	Gold ADDY Award
Entrant	Resolute Visuals
Advertiser	Oklahoma City Zoo
Title	Oklahoma City Zoo Sage
Credit	Creative Director, Randy Bradley
	David Callahan, Director of
	Photography/Editor

Award	Bronze ADDY Award
Entrant Resolute Visuals	
Advertiser Oklahoma City Zoo	
Title	Oklahoma City Zoo Adventurer
Credit	Randy Bradley, Creative Director
	David Callahan, Director of
	Photography/Editor

## Digital Creative Technology

Interface & Navigation



Award	Gold ADDY Award
Entrant	liquidfish
Advertiser	Blake Griffin
Title	Blake Griffin
Credit	liquidfish,

Award	Silver ADDY Award
Entrant	liquidfish
Advertiser	Thirty Five Ventures
Title	Thirty Five Ventures
Credit	liquidfish

AwardSilver ADDY AwardEntrantliquidfishAdvertiseBenjamin WatsonTitleBenjamin WatsonCreditliquidfish

#### Digital Creative Technology

Responsive Design



AwardGold ADDY AwardEntrantliquidfishAdvertiserA'ja WilsonTitleA'ja WilsonCreditliquidfish



Award	Gold ADDY Award
Entrant	Clover Partners
Advertiser	Oklahoma Contemporary
Title	Oklahoma Contemporary
	Website
Credit	Clover Partners, Digital Branding
	Studio

Award	Silver ADDY Award
Entrant	liquidfish
Advertiser	Blake Griffin
Title	Blake Griffin
Credit	liquidfish

Award	Bronze ADDY Award
Entrant	liquidfish
Advertiser	Private Jets, Inc.
Title	PrivateJetsInc.com
Credit	liquidfish

### Digital Creative Technology

Augmented Reality

Award	Gold ADDY Award
Entrant	Trifecta Communications
Advertiser	Trifecta Communications
Title	Folk Secrets Season 3
Credit	Team Trifecta

#### Digital Creative Technology

Mobile Interaction

Award	Silver ADDY Award
Entrant	liquidfish
Advertiser	Blake Griffin
Title	Blake Griffin
Credit	liquidfish

#### Digital Creative Technology

User Experience

····		
LO	IPCO/WV/19178	1

Award	Gold ADDY Award
Entrant	liquidfish
Advertiser	A'ja Wilson
Title	A'ja Wilson
Credit	liquidfish

Award	Silver ADDY Award
Entrant	liquidfish
Advertiser	Blake Griffin
Title	Blake Griffin
Credit	liquidfish

Award	Bronze ADDY Award
Entrant	liquidfish
Advertiser	Thirty Five Ventures
Title	Thirty Five Ventures
Credit	liquidfish

#### Digital Creative Technology

Innovative Use of Interactive / Technology

Silver ADDY Award
liquidfish
Blake Griffin
Blake Griffin
liquidfish

Award	Silver ADDY Award
Entrant	Trifecta Communications
Advertiser	Trifecta Communications
Title	Folk Secrets Season 3
Credit	Team Trifecta





## SALES & MARKETING -SALES PROMOTION

## Product or Service Sales Promotion

Packaging



Award: Entrant: University Title:

Gold ADDY Award Amanda Dely University of Central Oklahoma

Maestro: Top Shelf Tequila Box Set



Gold ADDY Award Award: Entrant: Tam Tran University of Central Oklahoma University Title: Aurea Perfume



Gold ADDY Award Award: Entrant: **Rachel Kear** University University of Central Oklahoma Astro Ramen Title:



Gold ADDY Award Award: Mallory Rankin Entrant: University University of Central Oklahoma Earthly Living Organics

Title:



Gold ADDY Award Award: Mallory Rankin Entrant: University University of Central Oklahoma **Catskill Distillery** Title: Whitelightening



Gold ADDY Award Award: Entrant: Brenda Chavez University University of Central Oklahoma Oasis Home Improvement Title: Supplies



Award:	Gold ADDY Award
Entrant:	Julia Weaver
University	University of Central Oklahoma
Title:	Crunch Crunch Yum Cereal



Award: Gold ADDY Award Entrant: Sydni Levis-Nasada University University of Central Oklahoma Zone, First Aid Supplies Title:

Award:	Silver ADDY Award
Entrant:	Tam Tran
University	University of Central Oklahoma
Title:	Uomo
Award:	Silver ADDY Award
Entrant:	My Le
University	University of Central Oklahoma
Title:	Insective Candy
Award:	Silver ADDY Award
Entrant:	Brenda Chavez
University	University of Central Oklahoma
Title:	Nantli Cacao Chocolate
Award:	Silver ADDY Award
Entrant:	Mandy Rochat
University	University of Central Oklahoma
Title:	Hårtles
Award:	Silver ADDY Award
Entrant:	Marissa Thelen
University	University of Central Oklahoma
Title:	Conspiratea
Award:	Silver ADDY Award
Entrant:	Sydni Levis-Nasada
University	University of Central Oklahoma
Title:	Sconed
Award:	Silver ADDY Award
Entrant:	Sydni Levis-Nasada
University	University of Central Oklahoma
Title:	Defy Eau de Parfum

Award:	Silver ADDY Award
Entrant:	Marissa Thelen
University	University of Central Oklahoma
Title:	Finite Eau de Parfum
Award:	Silver ADDY Award
Entrant:	Jason Rowlett

Liitiaiit.	Jason nowiell
University	University of Central Oklahoma
Title:	Minja, Mega Minis

Award:	Silver ADDY Award
Entrant:	Megan Sadeghy
University	University of Central Oklahoma
Title:	Reptilot

Award:Bronze ADDY AwardEntrant:Rachel WomackUniversitySouthern Nazarene UniversityTitle:Movenpick Sparkling Coffee

Bronze ADDY Award Award: Entrant: Amanda Delv University of Central Oklahoma University Out Cold: Hot Cocoa for Title: Insomnia Award: Bronze ADDY Award Brenda Chavez Entrant: University of Central Oklahoma University Alarm Juice Title:

 Award:
 Bronze ADDY Award

 Entrant:
 Hayden Magar

 University
 University of Central Oklahoma

 Title:
 Revved Up Performance Oil

 Filters

Award:Bronze ADDY AwardEntrant:Marissa ThelenUniversityUniversity of Central OklahomaTitle:Boujee Bites for Dogs

Award:Bronze ADDY AwardEntrant:Amanda DelyUniversityUniversity of Central OklahomaTitle:Rift

Award:Bronze ADDY AwardEntrant:Holly LowUniversityUniversity of Central OklahomaTitle:Hideous Beast Brewing

Award:Bronze ADDY AwardEntrant:Jason RowlettUniversityUniversity of Central OklahomaTitle:Beacon Cologne SprayCredits:Jason Rowlett, Graphic Designer

#### COLLATERAL MATERIAL

Title:

#### Stationery Package

Single or Multiple pieces

Award:Silver ADDY AwardEntrant:Hayla PerroneUniversityUniversity of Central OklahomaTitle:Personal BrandAward:Bronze ADDY AwardEntrant:William MuschinskeUniversityUniversity of Central Oklahoma

Brooks Nguyen and Davis

#### **Publication Design**

Cover



Award:	Gold ADDY Award
Entrant:	Mia Le
University	University of Central Oklahoma
Title:	The Perks of Being a Wallflower

Award:	Silver ADDY Award
Entrant:	Shannon Perrine
University	University of Central Oklahoma
Title:	Snow White

Silver ADDY Award
Sydni Levis-Nasada
University of Central Oklahoma
Secret Garden, book cover
Bronze ADDY Award
Jason Rowlett
University of Central Oklahoma
Book Experience: The Foxman
Jason Rowlett, Graphic Designer

#### **Publication Design**

Magazine Design

Award:Bronze ADDY AwardEntrant:Luke WickbergUniversityUniversity of Central OklahomaTitle:Xtinction

#### **Publication Design**

Book Design

Silver ADDY Award
Hayden Magar
University of Central Oklahoma
James and the Giant Peach

#### 48

Award:	Silver ADDY Award
Entrant:	Alex Sun
University	University of Central Oklahoma
Title:	The Catharsis Collection
Award:	Silver ADDY Award
Award: Entrant:	Silver ADDY Award Holly Low
	enter / EB / / mara

## OUT OF HOME & AMBIENT MEDIA

#### Poster

Single



Award:	Gold ADDY Award
Entrant:	Hayla Perrone
University	University of Central Oklahoma
Title:	4tune Teller
Award:	Silver ADDY Award
Entrant:	Jarrod Lovick
University	University of Central Oklahoma
T'-1	THO IN IN

University of Central Oklahor Title: The Great Bambino Credits: Jarrod Lovick, The Great Bambino

#### Poster

Campaign



Award:	Gold ADDY Award
Entrant:	William Muschinske
University	University of Central Oklahoma
Title:	Serial Killers by the Numbers
Award:	Bronze ADDY Award
Entrant:	Colton Danker
University	University of Central Oklahoma
Title:	Ultra Music Festival
Award:	Bronze ADDY Award
Entrant:	Holly Low
University	University of Central Oklahoma
Title:	Queens of the Golden Age
Award: Entrant: University Title: Credits:	Bronze ADDY Award Sydney Morrison Oklahoma State University Quick Style Studio Campaign Nick Mendoza, Graphic Design Studio Professor

#### Outdoor & Transit Advertising

Mass Transit (Interior or Exterior)	
Award:	Silver ADDY Award
Entrant:	Jason Rowlett
University	University of Central Oklahoma
Title:	Spirit Halloween Car Wrap
Award:	Bronze ADDY Award

Award:	Bronze ADDY Award
Entrant:	Josh Schultz
University	University of Central Oklahoma
Title:	Pokémon Go

#### Guerilla Marketing, Installations and Events

Single Occurrence or Installation



Award:Gold ADDY AwardEntrant:Amanda Dely, Inktank StudioUniversityUniversity of Central OklahomaTitle:Meanwhile Back at the RanchCredits:UCO Design, client



Award:	Gold ADDY Award
Entrant:	Amanda Dely, Inktank Studio
University	University of Central Oklahoma
Title:	The Pop-Up Shop by UCO
	Design
Credits:	UCO Design, client

Award:	Silver ADDY Award
Entrant:	Amanda Dely, Inktank Studio
University	University of Central Oklahoma
Title:	Paper Jam, the people
Credits:	UCO Design, client
Award:	Bronze ADDY Award
Entrant:	Sydni Levis-Nasada
University	University of Central Oklahoma
Title:	OK Needs Her
Award:	Bronze ADDY Award
Entrant:	Alex Sun
University	University of Central Oklahoma
Title:	The Butterfly Effect Invitation

#### **ONLINE / INTERACTIVE**

#### **Social Media**

Campaign

Award:	Silver ADDY Award
Entrant:	Hayden Magar
University	University of Central Oklahoma
Title:	Sticks for the Zombies

## FILM, VIDEO & SOUND

#### **Television Advertising**

Single

Award:Gold ADDY AwardUniversityOklahoma State UniversityTitle:Rat King Trailer

#### CROSS PLATFORM -INTEGRATED CAMPAIGNS

Integrated Brand Identity Campaign Single



Award:Gold ADDY AwardEntrant:Marissa ThelenUniversityUniversity of Central OklahomaTitle:Pizza House

#### Integrated Brand Identity Campaign

Campaign



Award:	Gold ADDY Award
Entrant:	Amanda Dely, Inktank Studio
University	University of Central Oklahoma
Title:	UCO Design Ad Campaign,
	proposed
Credits:	UCO Design, client



Award:Gold ADDY AwardEntrant:Amanda DelyUniversityUniversity of Central OklahomaTitle:Neon Cactus



Award:Gold ADDY AwardEntrant:Hayden MagarUniversityUniversity of Central OklahomaTitle:Off Beat Bakewear



Award:Gold ADDY AwardEntrant:Holly LowUniversityUniversity of Central OklahomaTitle:Jux Skate Shop

Award:Silver ADDY AwardEntrant:Marissa Thelen

University of Central Oklahoma
Aspen Coffee, rebrand
Pellow Outreach,
Bronze ADDY Award
Amanda Dely, Inktank Studio
University of Central Oklahoma
Pellow Outreach
Pellow Outreach, Joe Pellow,
President

#### ELEMENTS OF ADVERTISING Copywriting

Award:	Silver ADDY Award
Entrant:	Ben Capshaw
University	Lindsey + Asp
Title:	Happy Socks-Stand Out
Credits:	Ben Capshaw, Writer
Award:	Silver ADDY Award
Entrant:	Ben Capshaw
University	Lindsey + Asp
Title:	Death by Harley
Credits:	Ben Capshaw, Writer

#### Logo Design



Red Larin Art center

Award:Gold ADDY AwardEntrant:Brooklynn SepulvadoUniversityOklahoma State UniverstiyTitle:Red Earth Art CenterCredits:Brooklynn Sepulvado

#### Illustration

Single



Award:	Gold ADDY Award
Entrant:	Adam Coe, Inktank Studio
University	University of Central Oklahoma
Title:	Patience the Pangolin for
	WildAid
Credits:	WildAid, Africa, Tara Kilachand,
	client





Award:	Gold ADDY Award
Entrant:	Jarrod Lovick
University	University of Central Oklahoma
Title:	Things Unseen



Award:	Gold ADDY Award
Entrant:	Jarrod Lovick
University	University of Central Oklahoma
Title:	Summer's Last Scoop
Award: Entrant: University Title: Credits:	Silver ADDY Award Nik Long, Inktank Studio University of Central Oklahoma Patience the Pangolin for WildAid WildAid, Africa, Tara Kilachand, client
Award: Entrant: University Title: Credits:	Silver ADDY Award Oahn Le, Inktank Studio University of Central Oklahoma Patience the Pangolin for WildAid WildAid, Africa, Tara Kilachand, client
Award:	Silver ADDY Award
Entrant:	Jarrod Lovick
University	University of Central Oklahoma
Title:	Office Buzz
Award:	Silver ADDY Award
Entrant:	Jarrod Lovick
University	University of Central Oklahoma
Title:	Paper Jam, Biker
Credits:	UCO Design, client
Award:	Bronze ADDY Award
Entrant:	Alyssa Holcomb
University	University of Central Oklahoma
Title:	Wile E. Coyote

#### Illustration

Campaign



Award:	Gold ADDY Award
Entrant:	Shuning Liu
University	University of Central Oklahoma
Title:	Forest Walk: Bear, House, Water
Award:	Silver ADDY Award
Entrant:	Amanda Dely, Inktank Studio
University	University of Central Oklahoma
Title:	Patience the Pangolin for
	WildAid
Credits:	WildAid, Africa, Tara Kilachand,
	client
Award:	Bronze ADDY Award
Entrant:	Shuning Liu
University	University of Central Oklahoma
Title:	Chinese Love Story
	- /

#### **Art Direction**

Campaign



Award:	Gold ADDY Award
Entrant:	Ben Capshaw
University	Lindsey + Asp
Title:	Happy Socks-Stand Out
Credits:	Ben Capshaw, Writer



# eventures

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The 53rd Annual Oklahoma American Advertising Awards.